

6.2 In 1964, on the average there were 3,854 persons per pharmacy. Each of these procured 2.68 prescriptions at an average price of \$3.31. This per capita expenditure of \$8.87 represents less than 1c. of the consumer dollar.

6.3 Preliminary figures for 1965 coming from the 24th Annual Survey indicate a utilization rate of 3.0 prescriptions per person, averaging \$3.32 each for a per capita expenditure of \$9.95. The increased utilization rate is significant.

6.4 In 1964, the 'average' pharmacy experienced \$131,039 in gross sales, of which 27.4% (\$36,375) was due to the dispensing of 10,962 prescriptions (30 in each of 365 days). Gross margin for the overall drugstore operation was 34.2% from which costs of 29.4% left a net profit, before taxes, of 4.8%. Only 37.6% of reporting pharmacies reported sales exceeding the average. Median gross sales were \$112,995.

THE RESULTS OF THE 23rd C. Ph. A. PHARMACY SURVEY

(with figures of former surveys for comparison)

Total Pharmacy Sales for 1964 \$623,775,180

Number of Prescriptions

1964	51,635,671	1959	43,916,605
1963	48,946,090	1958	40,445,325
1962	44,630,198	1957	40,036,416
1961	42,540,814	1956	35,102,361
1960	42,840,810	1955	32,908,185

Value of Prescriptions

1964	\$170,914,399	1959	130,187,483
1963	156,627,512	1958	112,438,004
1962	141,031,428	1957	103,230,236
1961	133,578,157	1956	87,404,881
1960	131,092,880	1955	74,372,498

Average Cost of a Prescription

1964	\$3.31	1959	2.98
1963	3.20	1958	2.78
1962	3.16	1957	2.61
1961	3.14	1956	2.49
1960	3.06	1955	2.26

6.5 Subsidization of prescription service by commercial transactions is well illustrated in the Survey. Within each sales category, total expenses grow with prescription volume—for example, in the \$100,000 to \$125,000 group, those in which prescriptions represented 12.9% of sales show expenses as 27.2%, while those with 42.9% prescription volume show 33.6% expenses (a substantial 6.4% gross difference).

6.6 From previous Surveys, a gradual increase is noted in the ratio of prescription revenue to gross retail pharmacy sales. Among the circumstances