

Full Breakdown

AMAZON PHARMACY AND DRUG STORES SURVEY

December, 2020

BACKGROUND:

- ❑ Survey of 1,100+ US Consumers balanced to census.

FINDINGS:

- ❑ Respondents have a mostly positive view of Amazon as a pharmacy, but sentiment, at the moment, falls short of that toward their existing pharmacy (trust, convenience, pricing).
 - ❑ Sentiment from Prime members, specifically, is stronger than from the broader audience.
 - ❑ Sentiment from respondents who live in Urban areas, specifically, is stronger than from those in suburban and rural areas.
- ❑ Wal-Mart appears to be more in the cross-hairs of Amazon's pharmacy service than CVS. CVS is consistently used by all age-bands, but Wal-Mart is more likely to be used for scripts by 35-54 year-old cohorts (who are more likely to be interested in using Amazon for pharmacy).
- ❑ Consumers show a preference for getting prescriptions filled in person, especially for prescriptions generated from new issues/doctor visits.
- ❑ CVS, Walmart, and Walgreen's are the top retailers consumers look to when filling prescriptions.



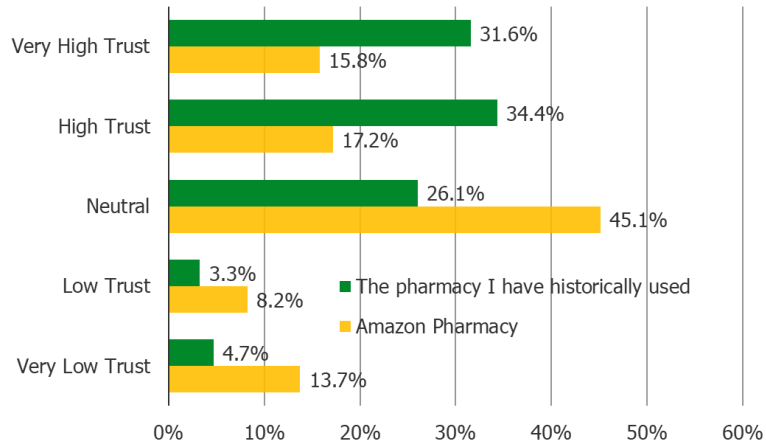
I

- Sentiment Toward Amazon and Pharmacy**
- Prescription Filling Preferences, In General**
- Specific Intentions Toward Amazon Pharmacy**
- Demographics**

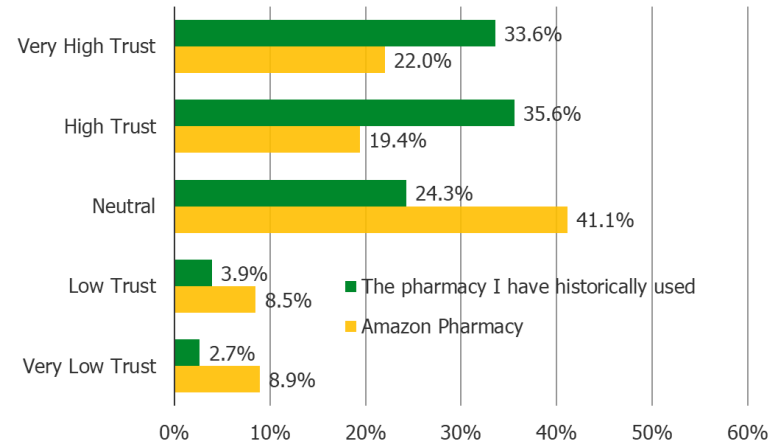
Please rate how much you trust/would trust the following?

Posed to all respondents.

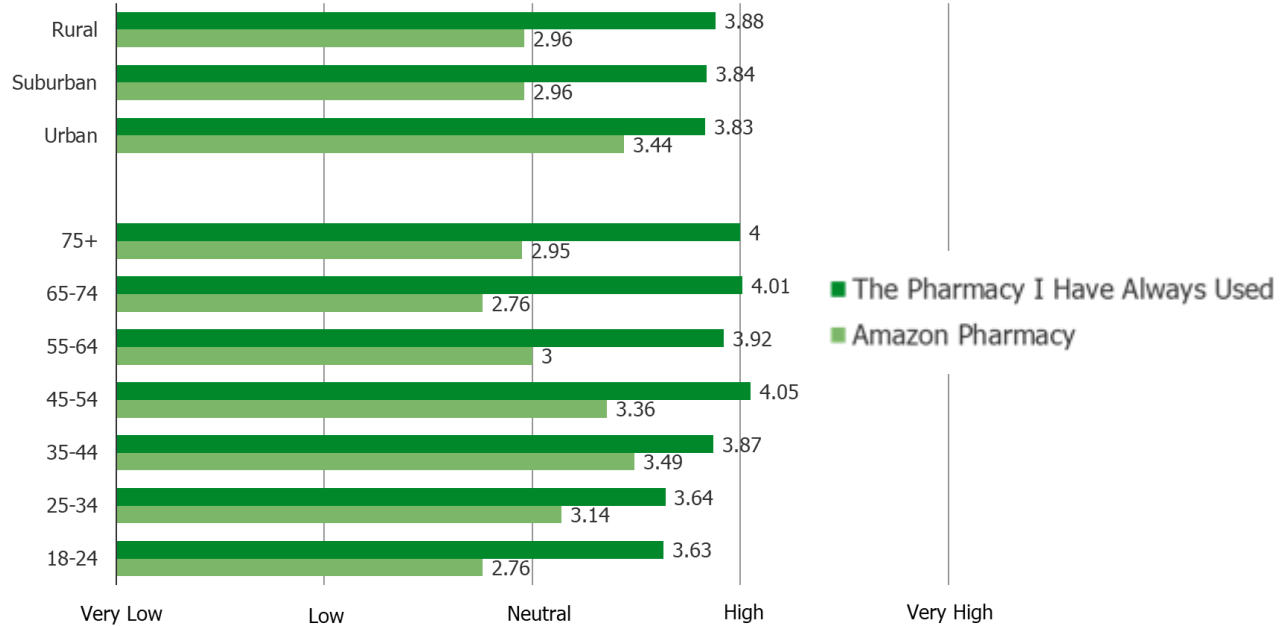
ALL RESPONDENTS



PRIME MEMBERS

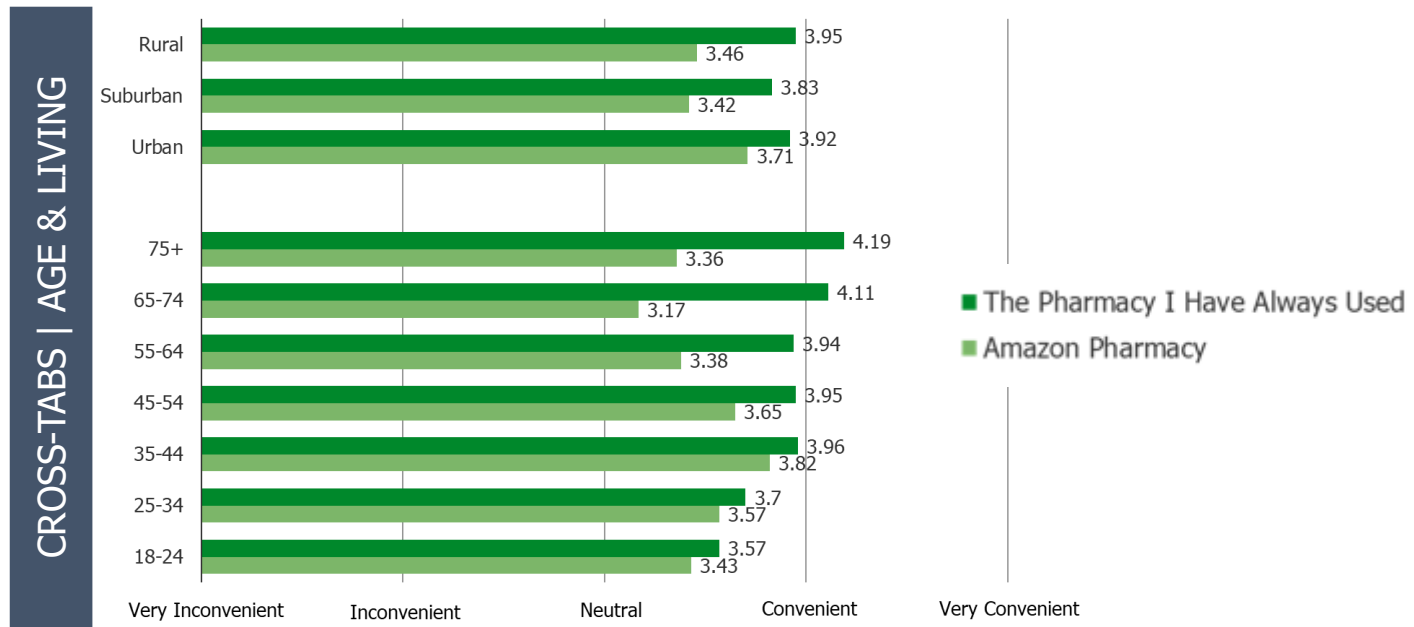
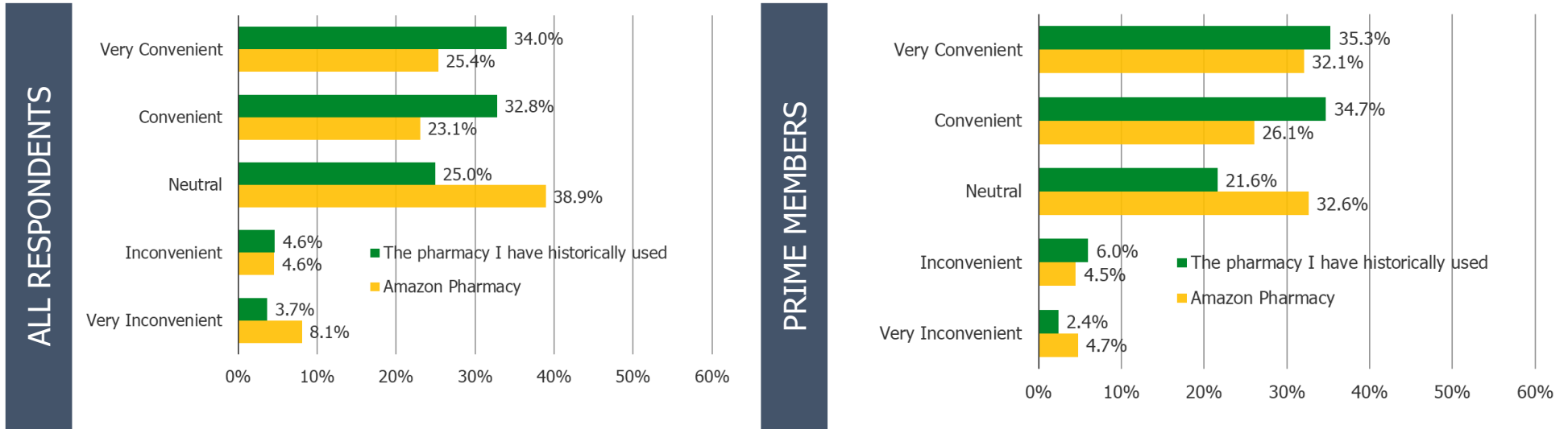


CROSS-TABS | AGE & LIVING



Please rate your expectations for the convenience of the following?

Posed to all respondents.



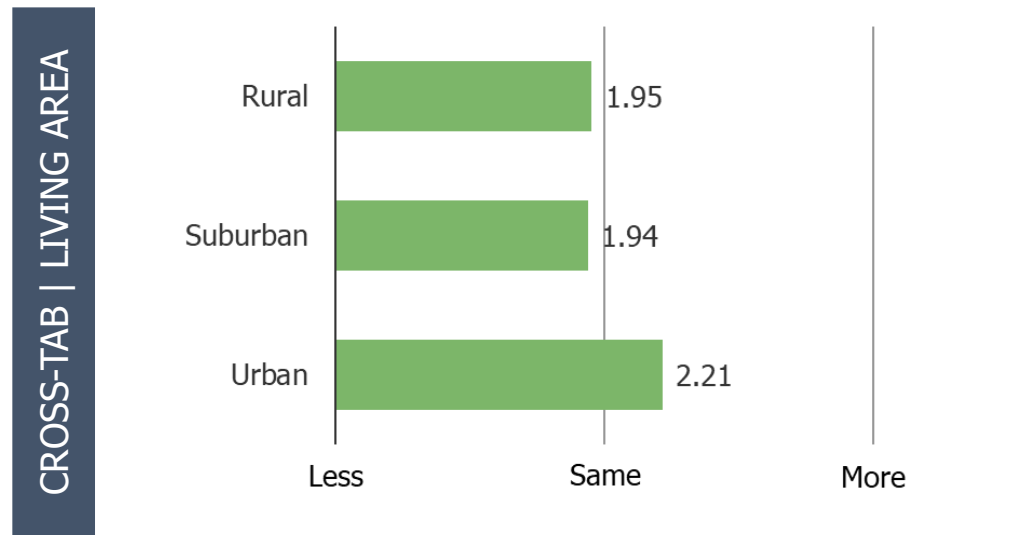
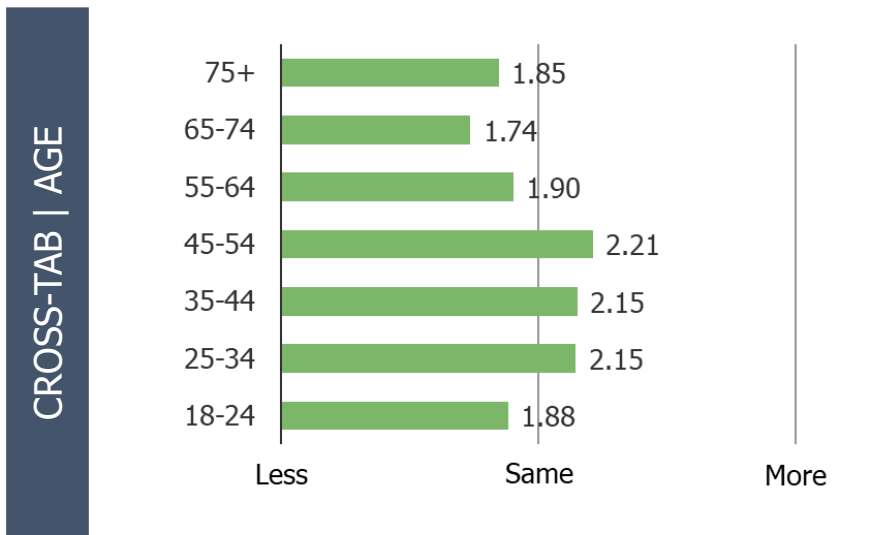
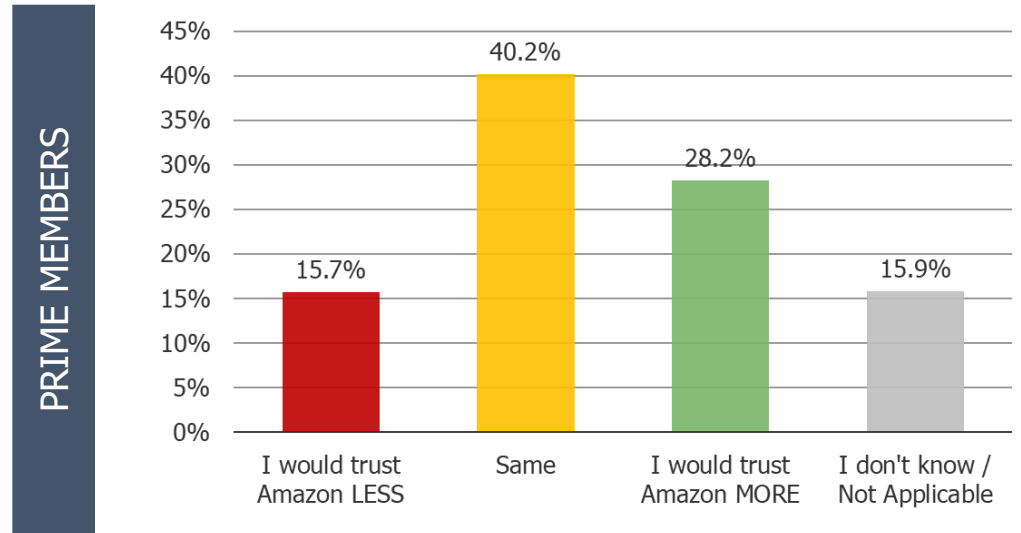
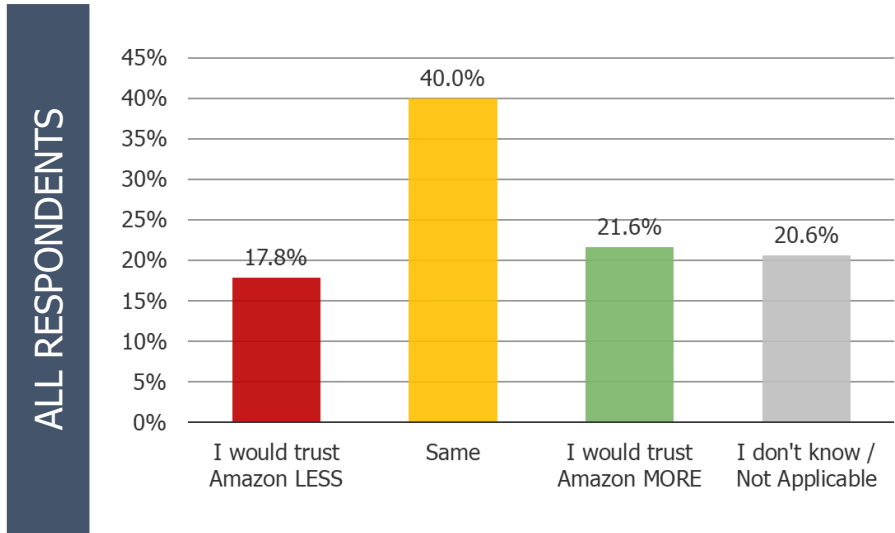
Please rate your expectations around pricing/costs of using the following?

Posed to all respondents.



How much would you trust Amazon as a pharmacy compared to the pharmacies you have used historically?

Posed to all respondents.

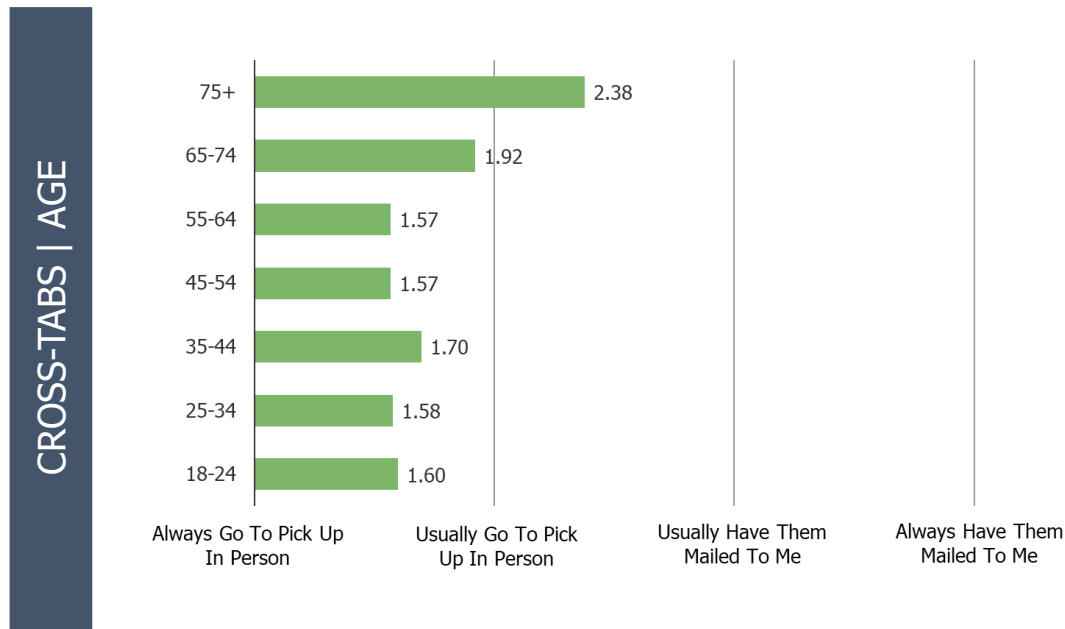
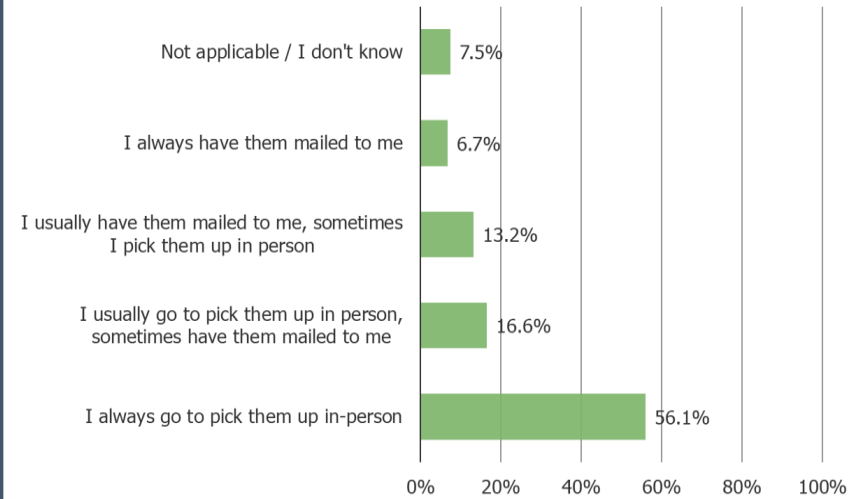
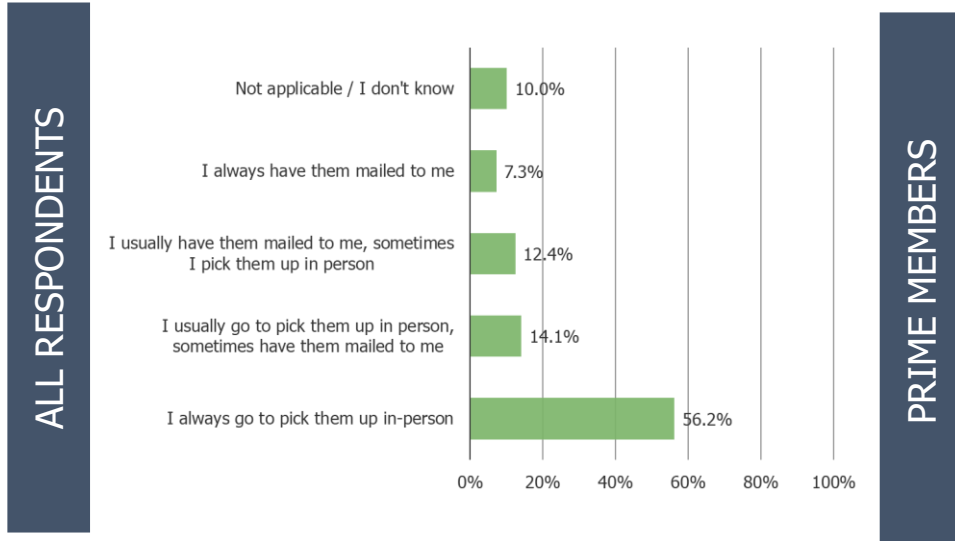


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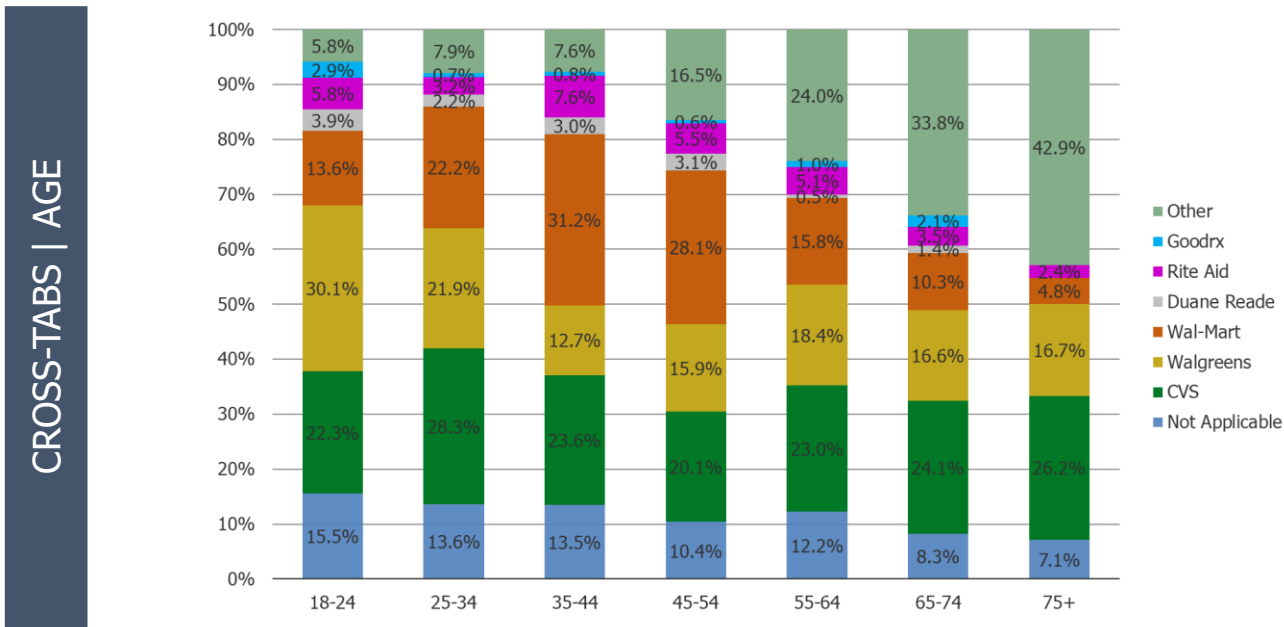
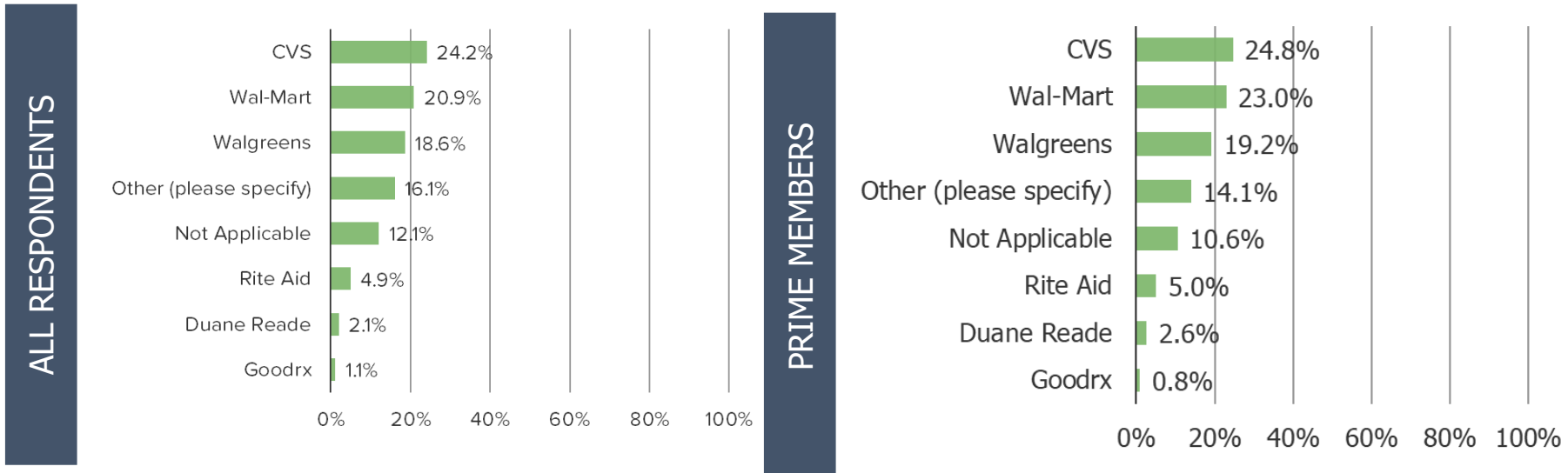
How do you typically get prescriptions filled?

Posed to all respondents.



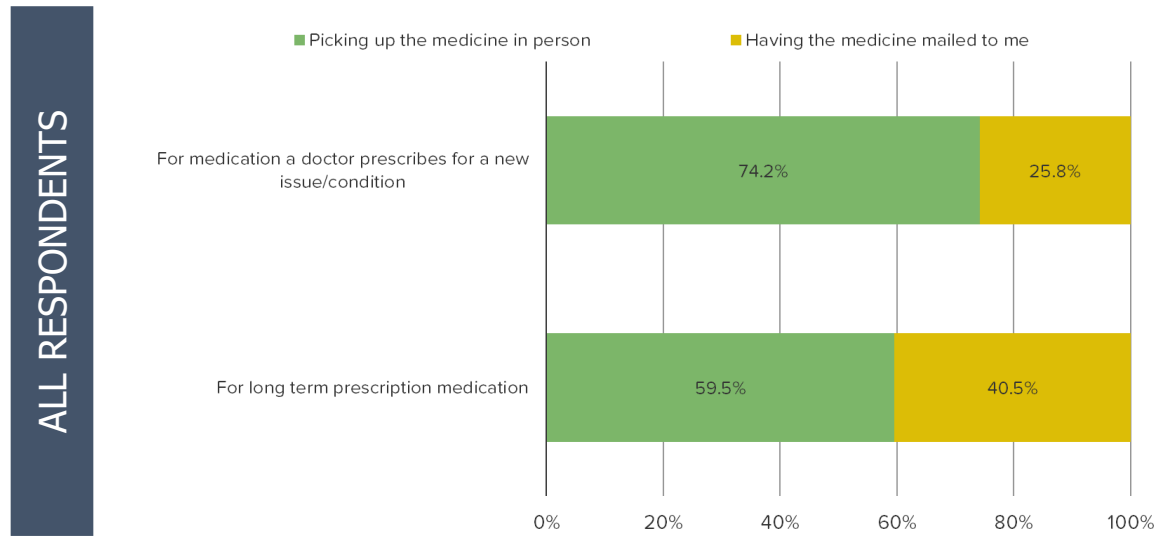
Which of the following have you typically used to have prescriptions filled?

Posed to all respondents.



In your opinion, which would be better?

Posed to all respondents.

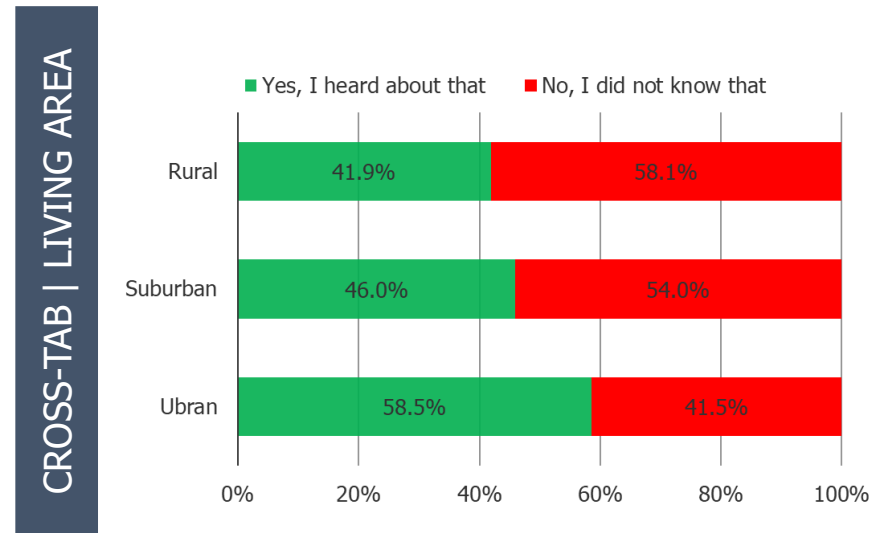
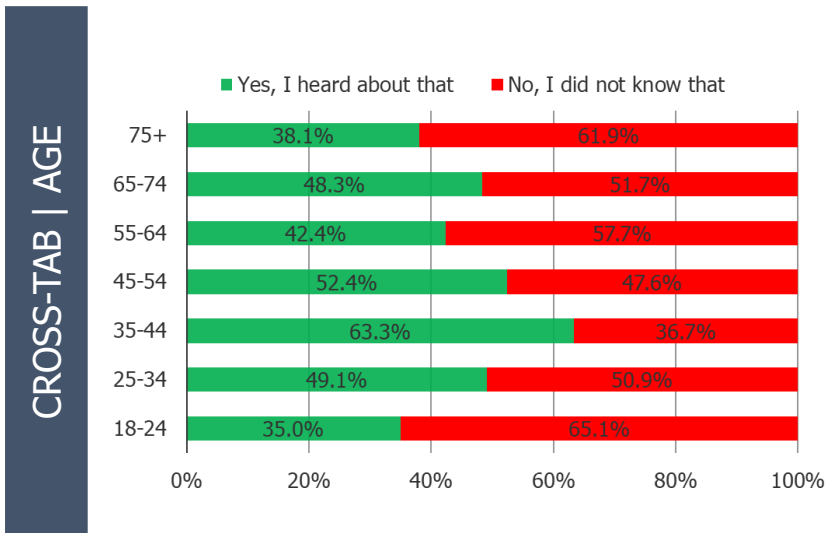
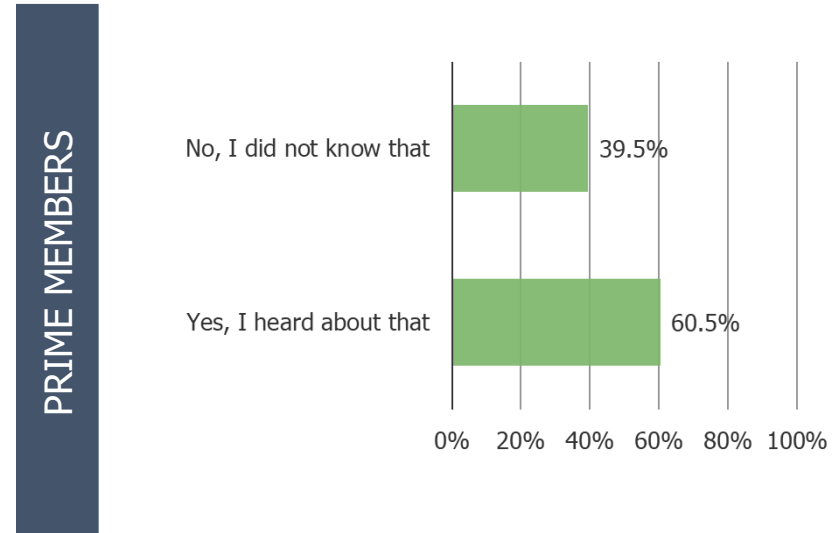
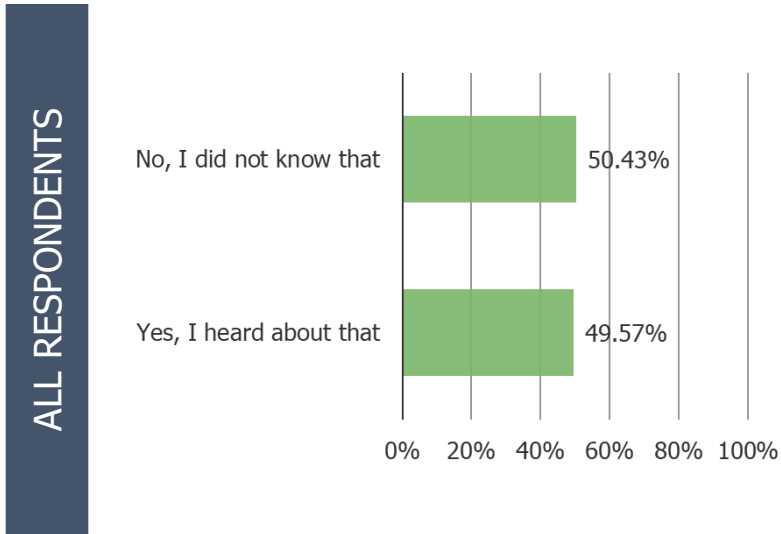


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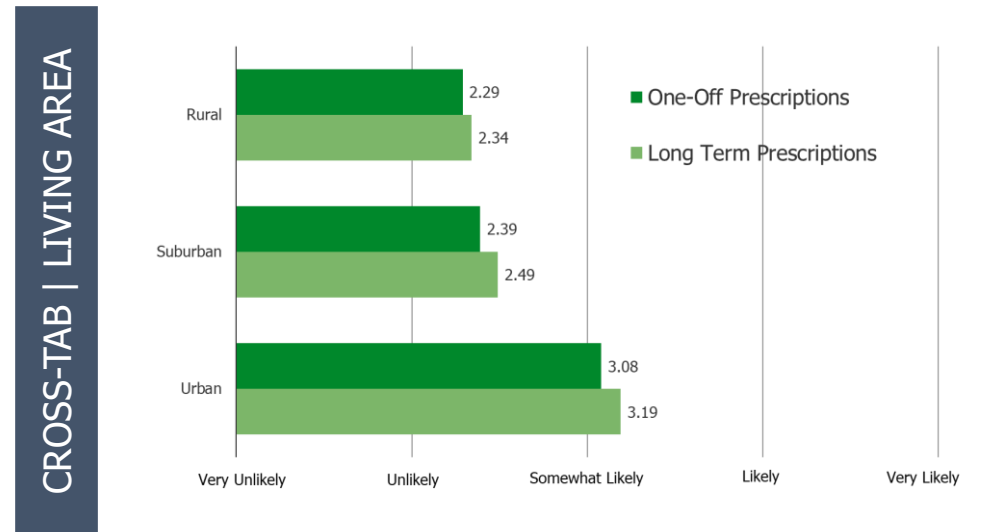
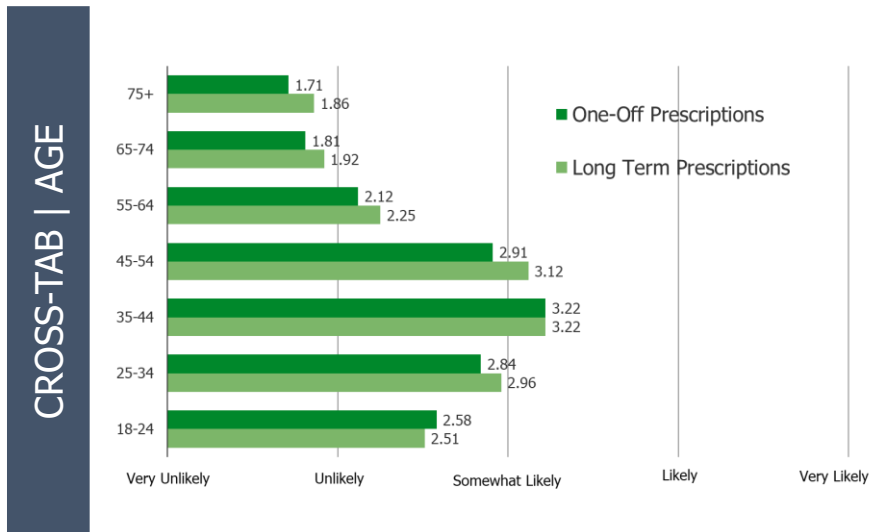
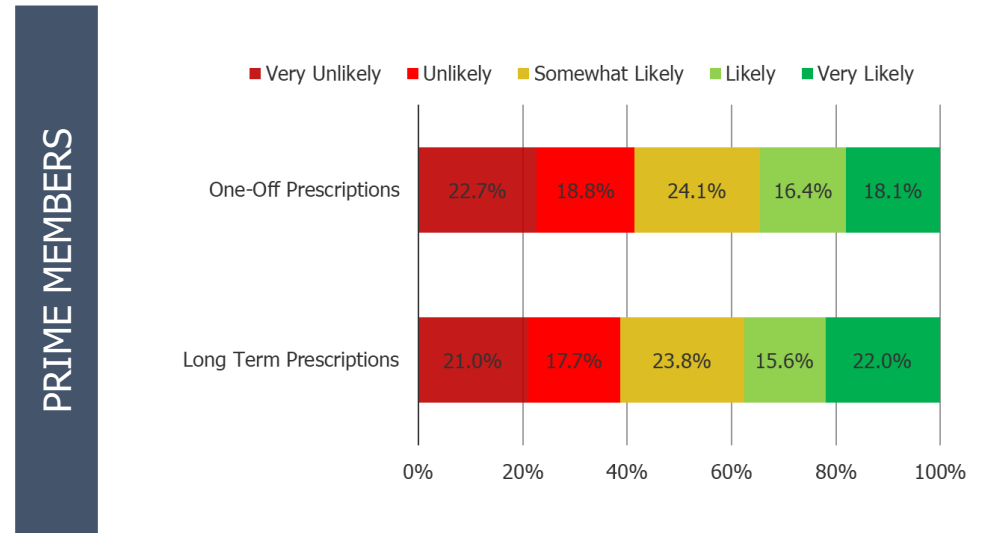
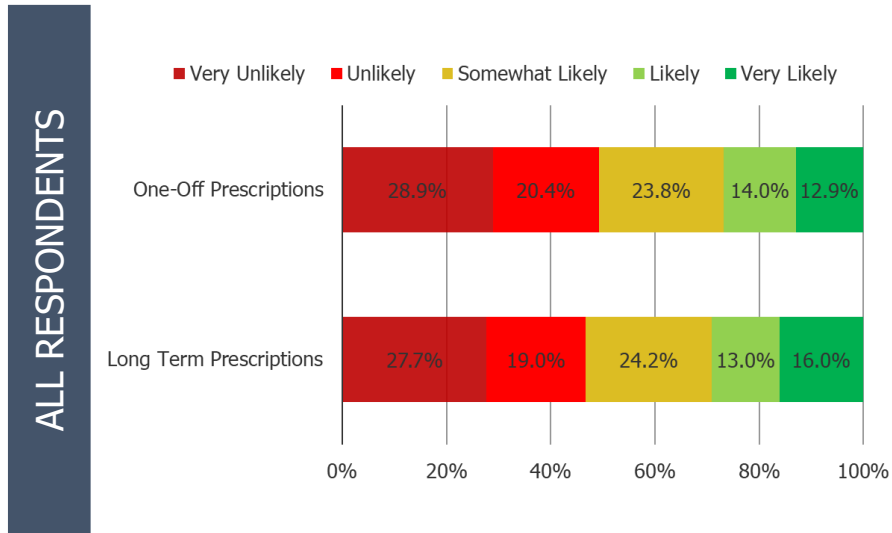
Did you know that Amazon will be offering pharmacy prescription delivery services?

Posed to all respondents.



How likely would you be to use Amazon Pharmacy in 2021 for...

Posed to all respondents.



What is your opinion of Amazon offering pharmacy/prescription delivery services?

Posed to all respondents.

[DOWNLOAD ALL FILL-INS](#)

Select quotes from fill-ins.

"I think it is a great option for those who do not feel comfortable going to a pharmacy in person."

"I think it is a good idea, though i dont see it booming. There are so many other services that can be used and i personally would rather get my perscriptions from a real pharmacy rather than somewhere like amazon who has a chance to screw up."

"I trust amazon,for fast and safe delivery."

"Not sure, would need to research to get pricing"

"Pricing would be important"

"It is a good idea, considering the pandemic, and consumers are relying on home delivery"

"Good for people who are unable to pick up prescription in person"

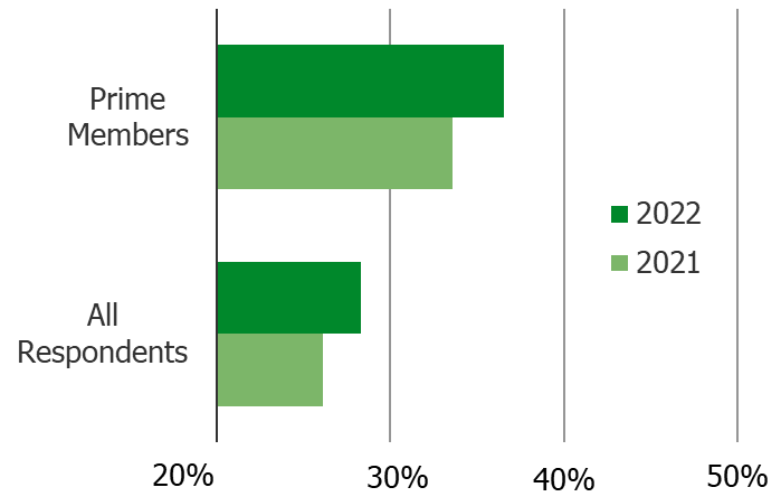
"Amazon is getting too big"

"Great if cheap or included in prime membership"

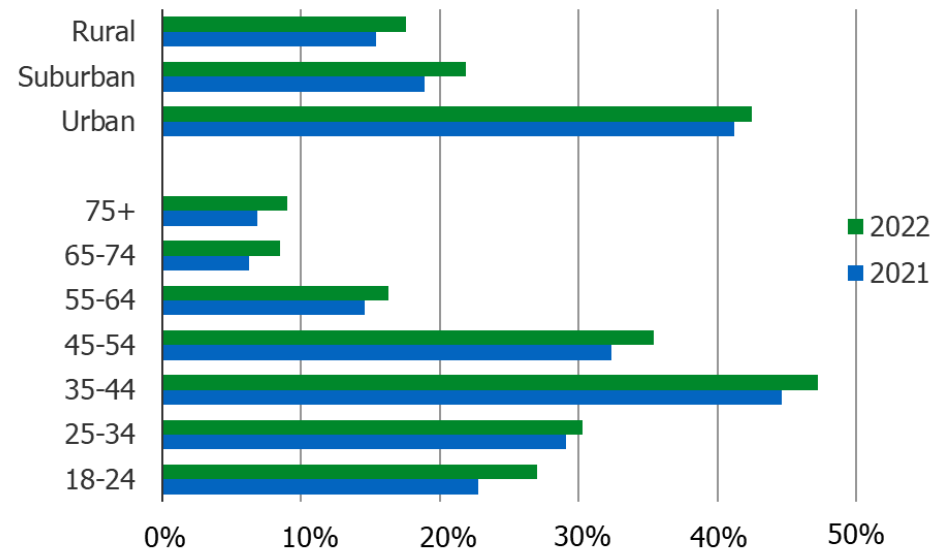
What percentage of your prescriptions do you expect to have filled by Amazon Pharmacy in...

Posed to all respondents.

Weighted Average Below – Respondents Were Shown a Range of Responses From 0% to 100% in 10% Increments



CROSS-TABS | AGE & LIVING

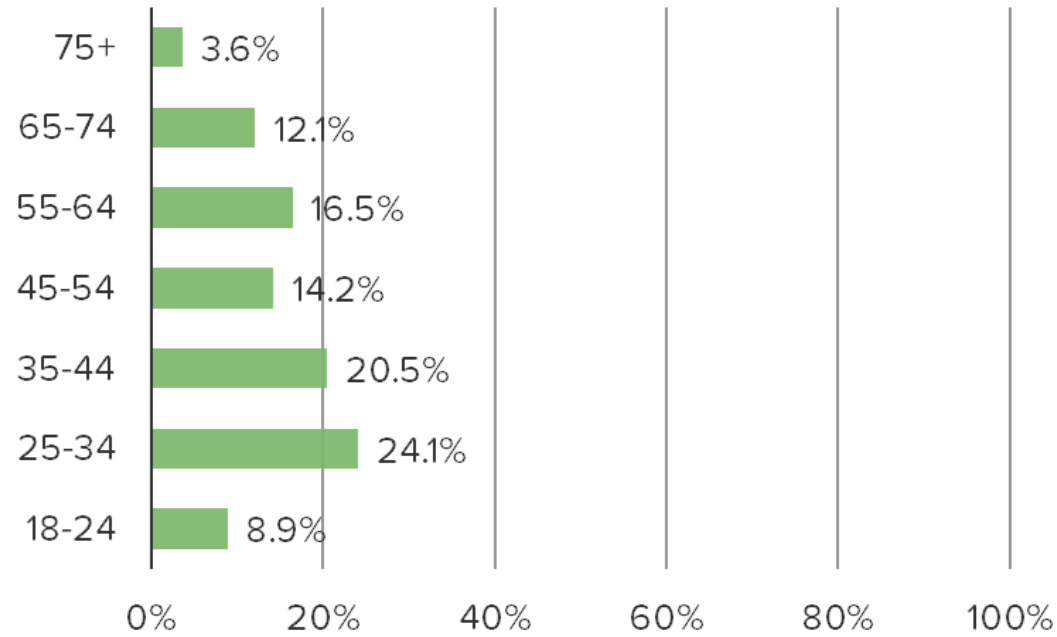


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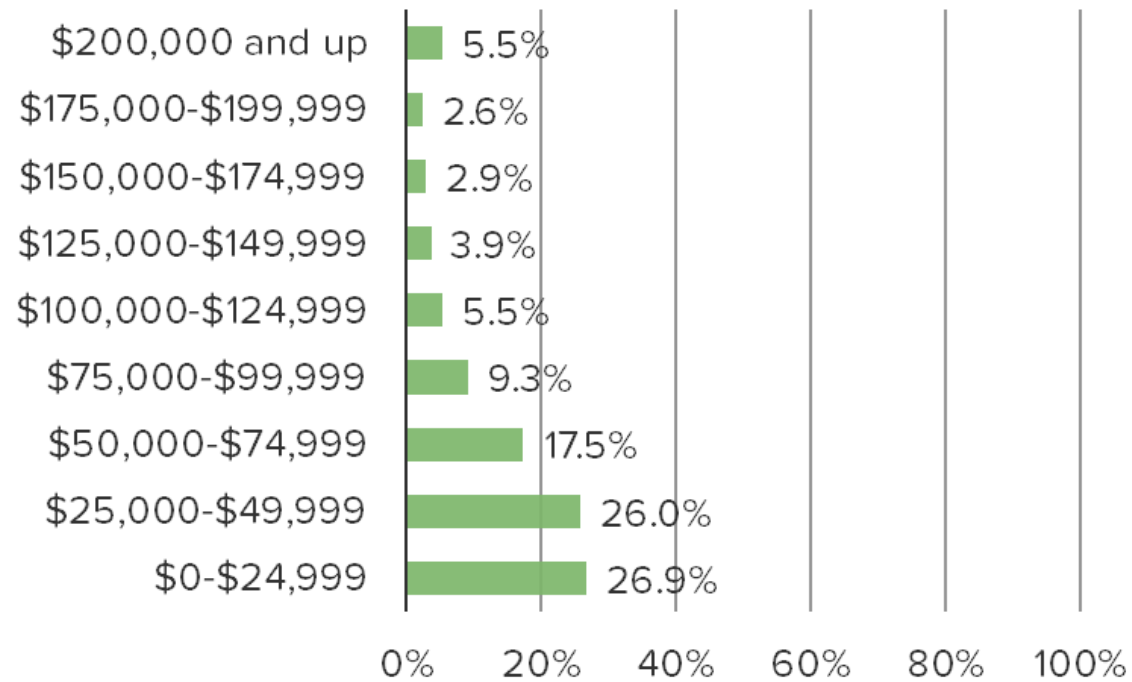
What is your age?

Posed to all respondents.



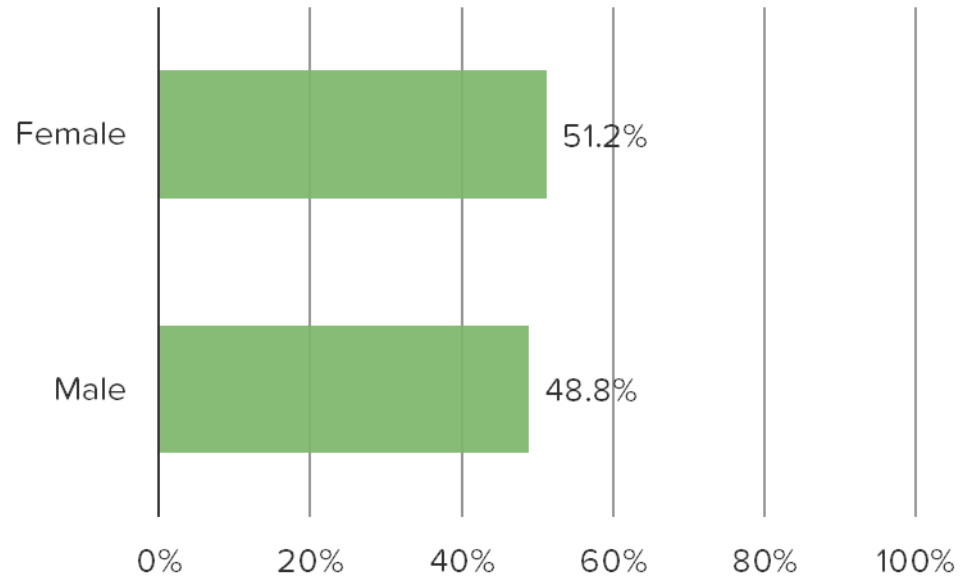
What is your approximate average household income??

Posed to all respondents.



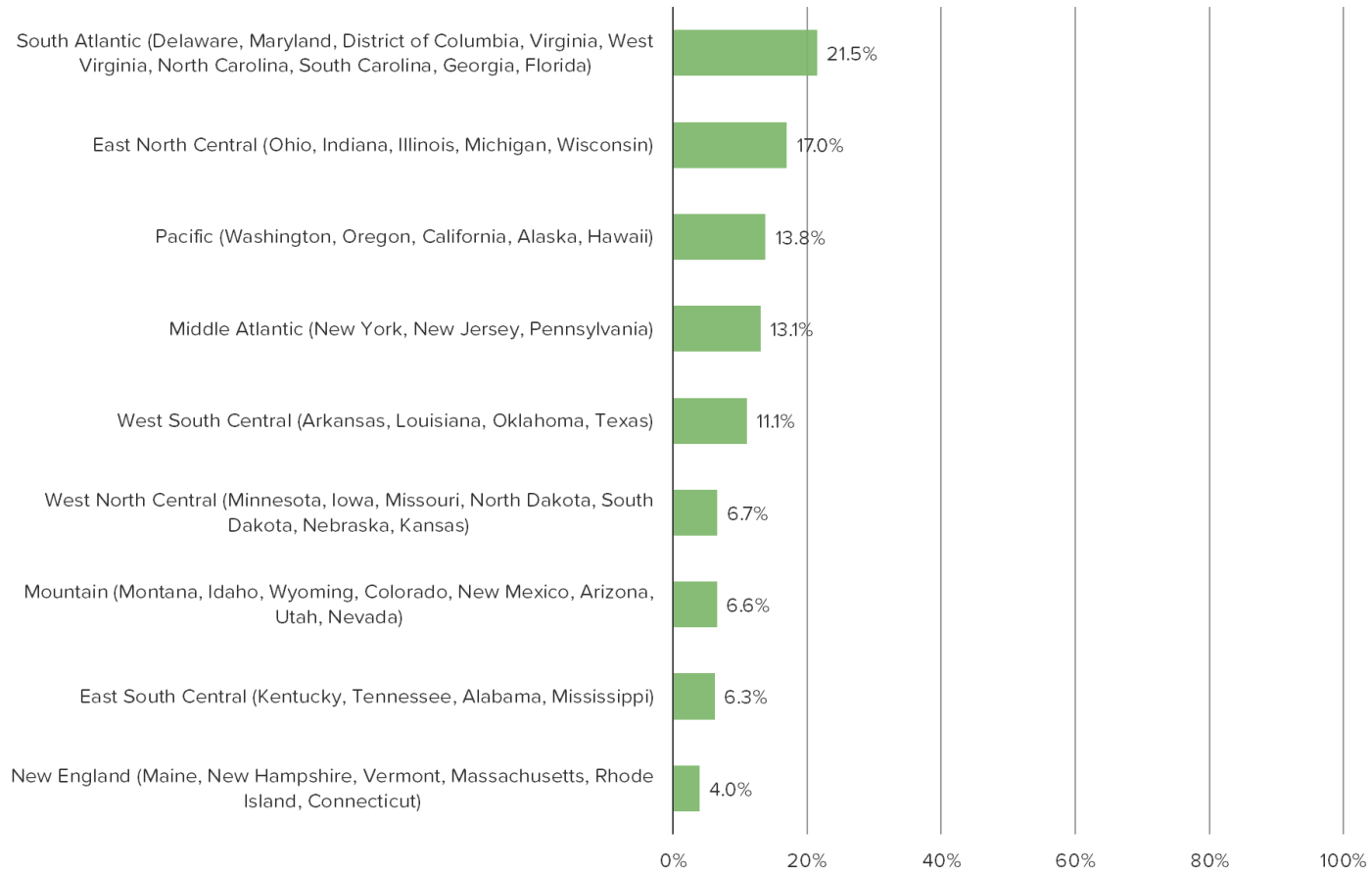
What is your gender?

Posed to all respondents.



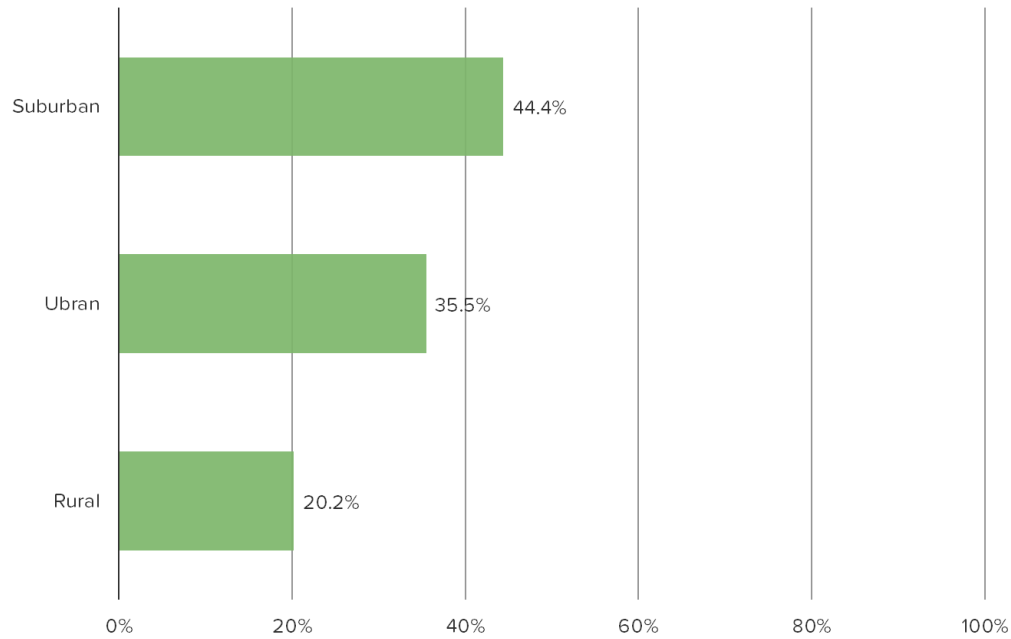
In which region of the United States do you live?

Posed to all respondents.



Do you live in an urban, suburban, or rural area?

Posed to all respondents.



What is your race or ethnicity?

Posed to all respondents.

