



CVS vs. Walgreens research.

December 28, 2020

The research goals.

- See which convenience store is preferred.
- Find out who consumers go for a quick shopping trip vs. a prescription pick-up.
- Determine how well loyalty and coupon programs are preferred.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- GPS used to survey consumers leaving stores.

Time frame.

- In-store: 12/22 to 12/28/2020.

Sample.

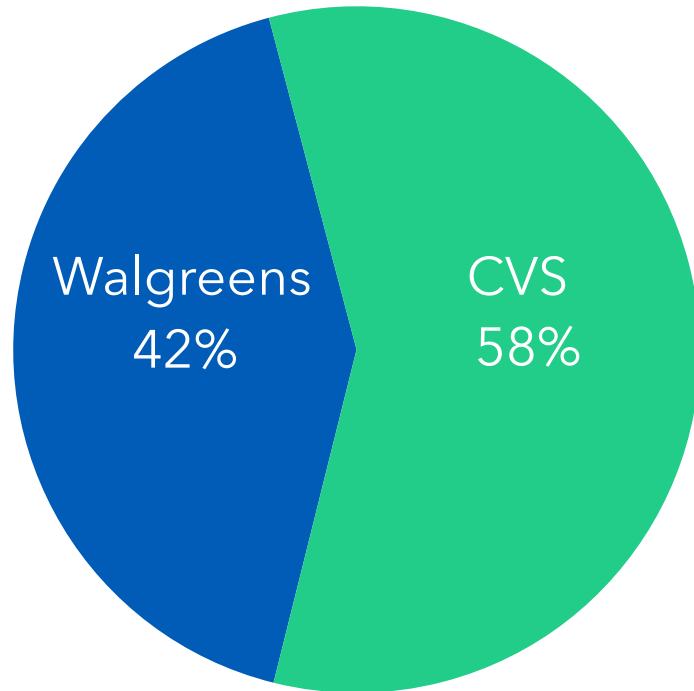
- n=200
- 18 years of age.
- National representation.
- Natural fall out on age, gender, ethnicity.



People shop at CVS the most.

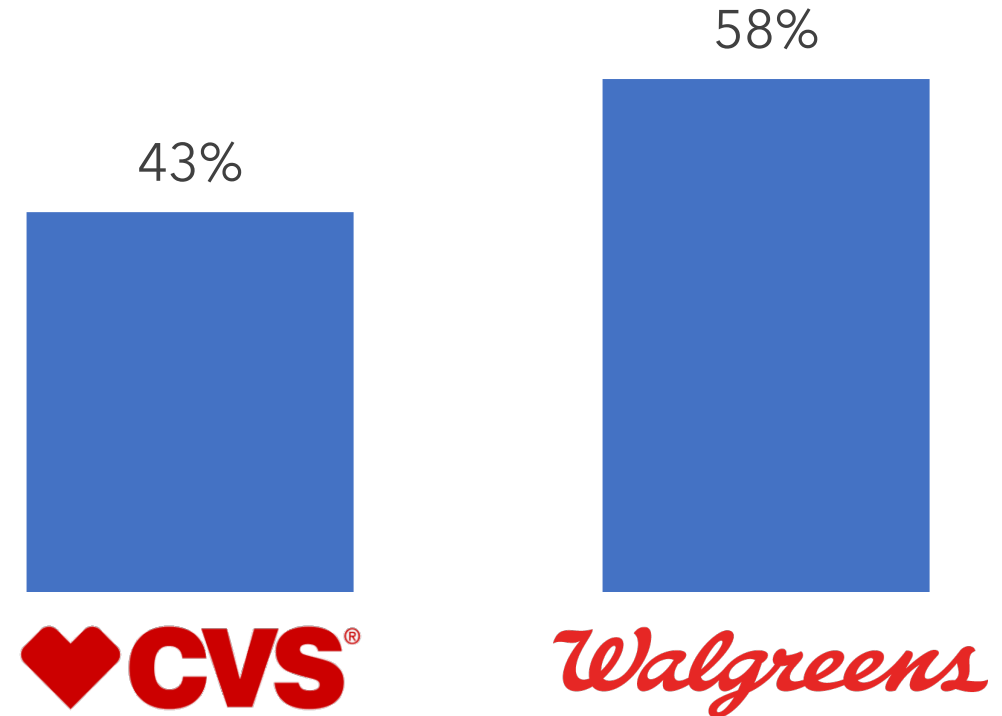


Which store do you shop at MOST often?



Base: 200

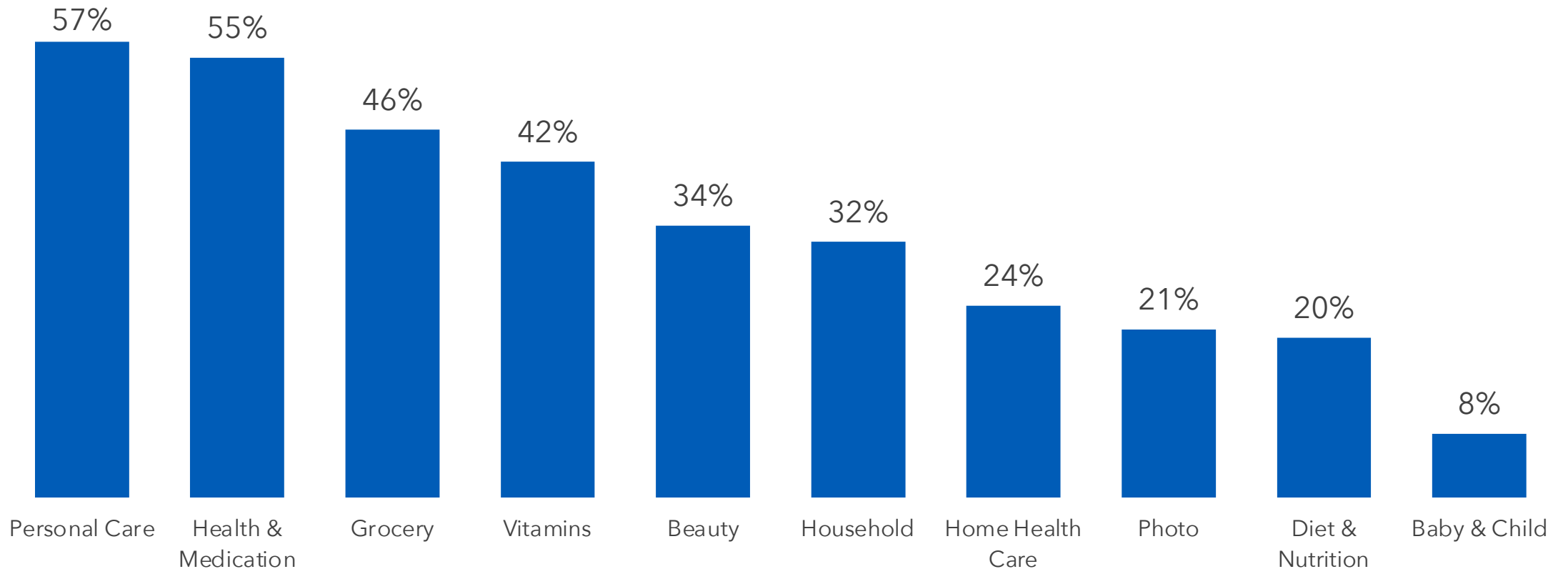
Which store did you visit in the last 60 days?



Consumers are about personal care + health.



When you visit a convenience store, which categories do you MOSTLY buy?

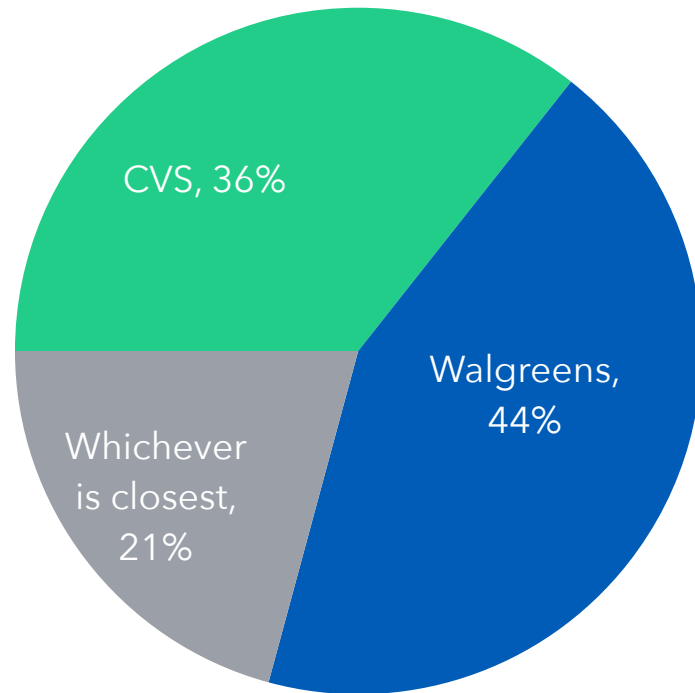


Base: App Users (200)

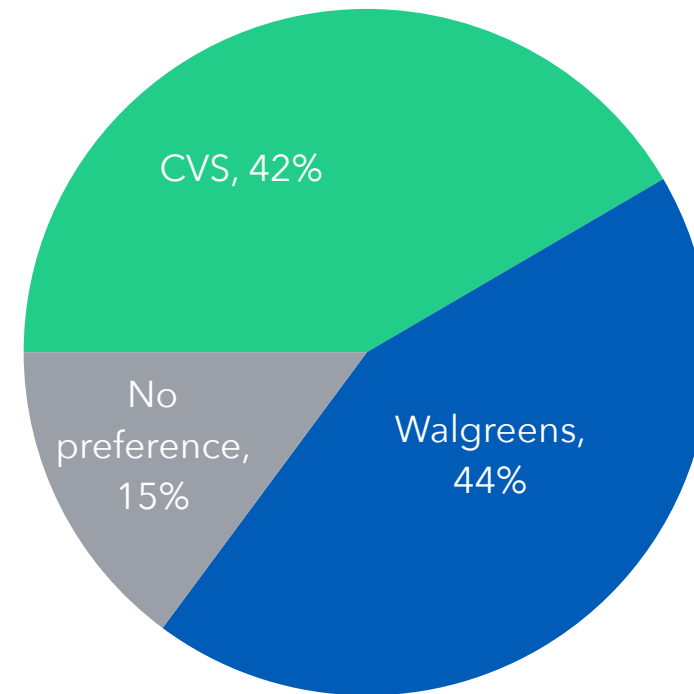
Walgreens wins in being quick + for vitamins.



Which store do you shop at to buy something quickly?



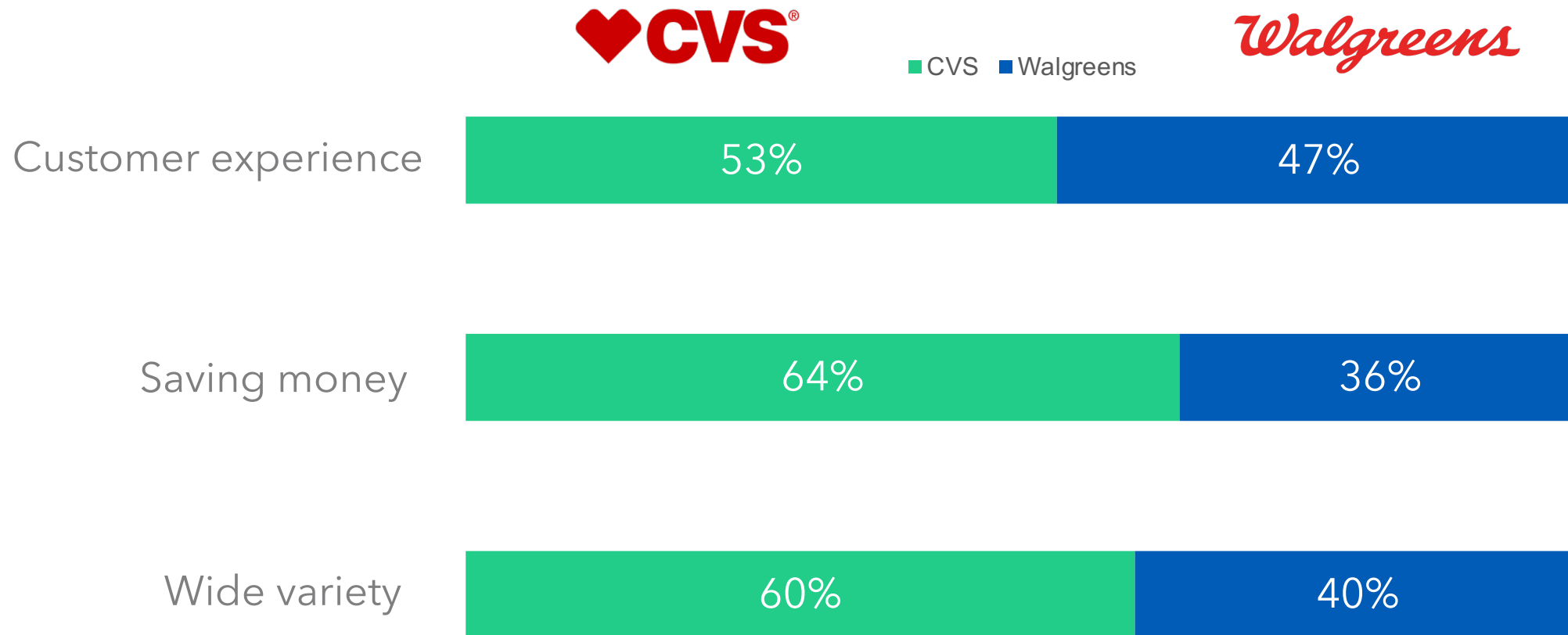
Which store do you prefer to buy vitamins or prescriptions?



CVS wins in experience, saving money + variety.



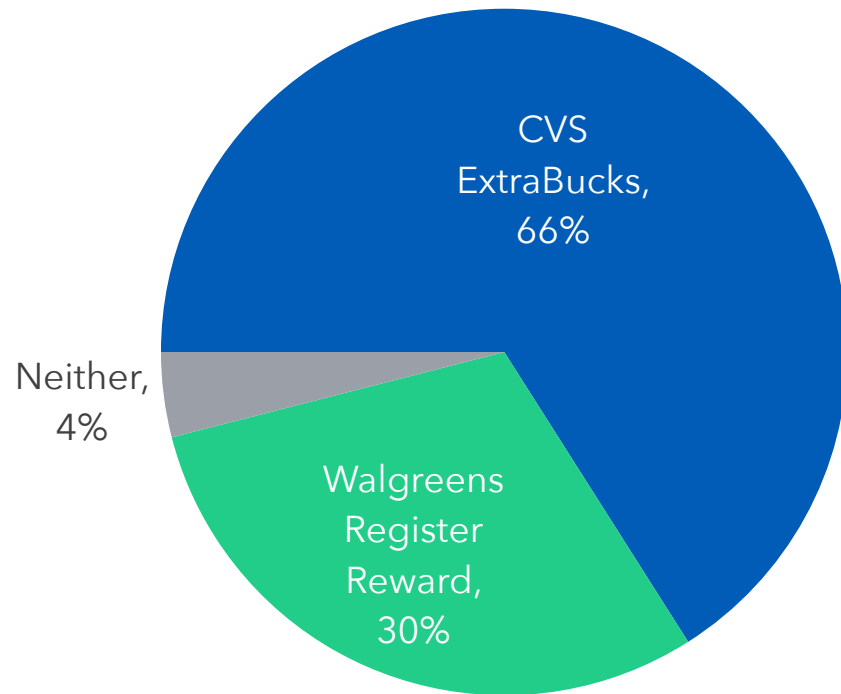
Please select which store is BETTER for each category.



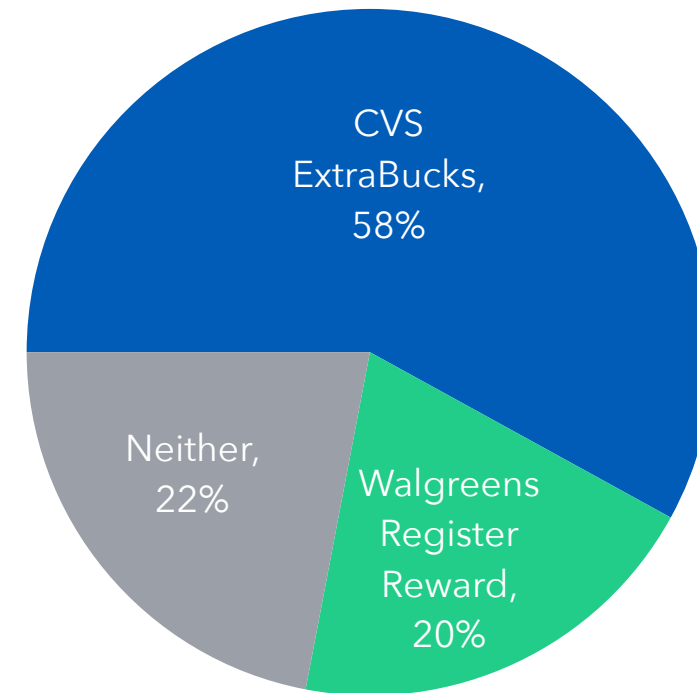
CVS takes the lead in rewards + coupon programs.



Which rewards program is better?



Which coupon program do you prefer?

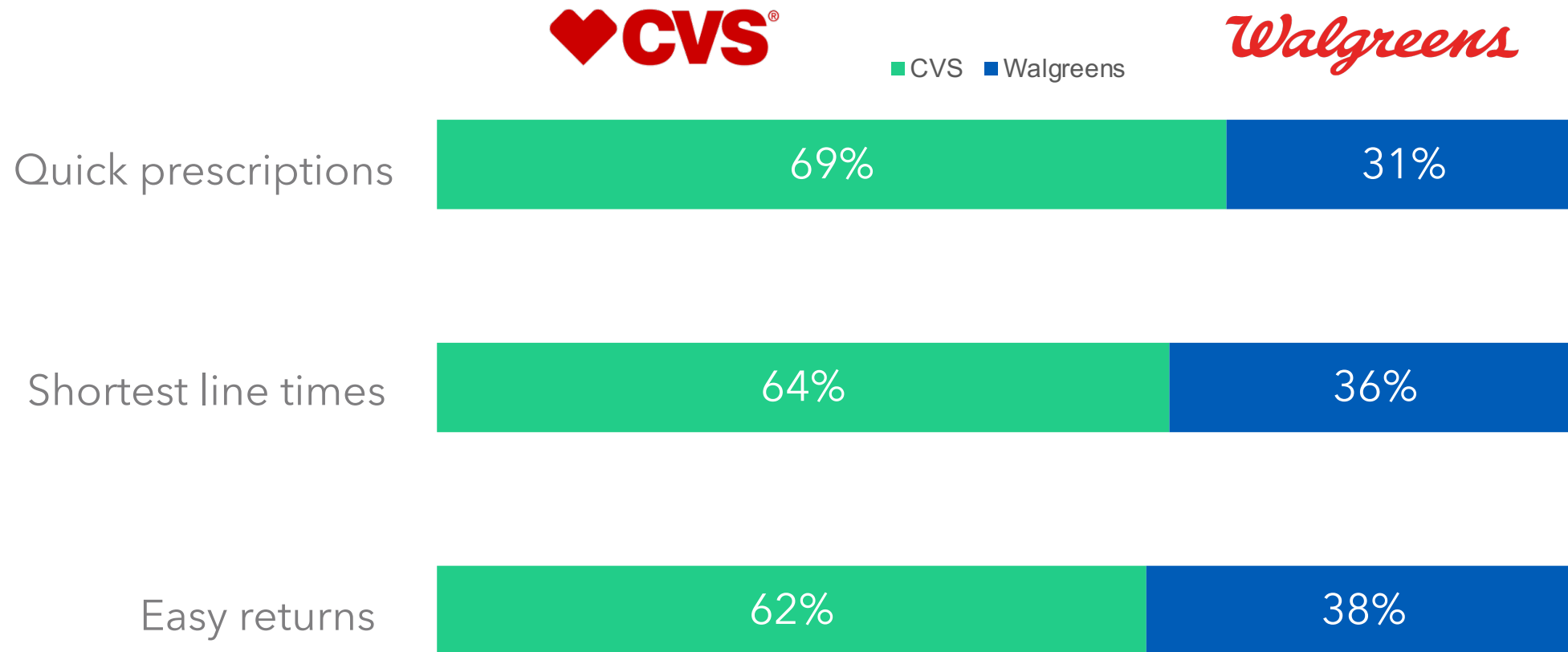


Base: 200

CVS beats Walgreens in speed, line time + returns.



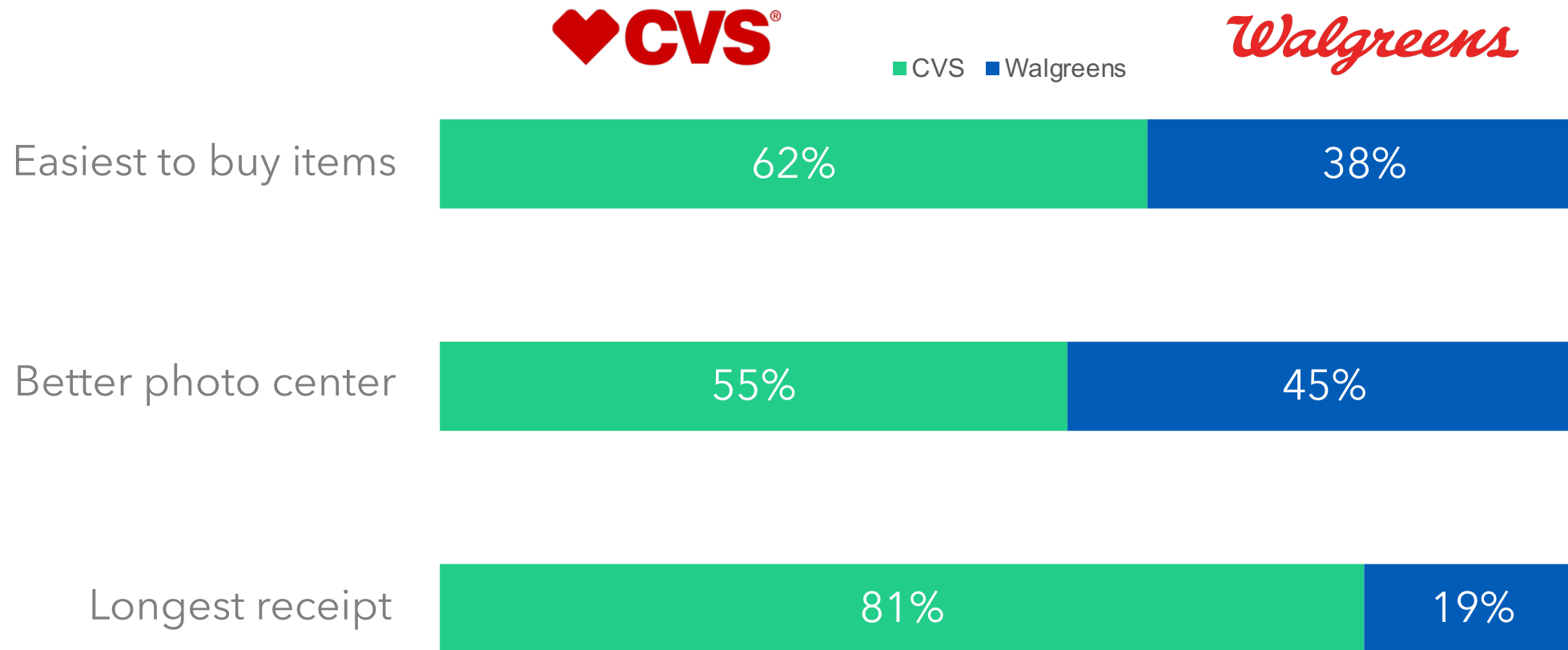
Please select which store BEST matches the following...



Walgreens beats CVS in photos—not receipt length.



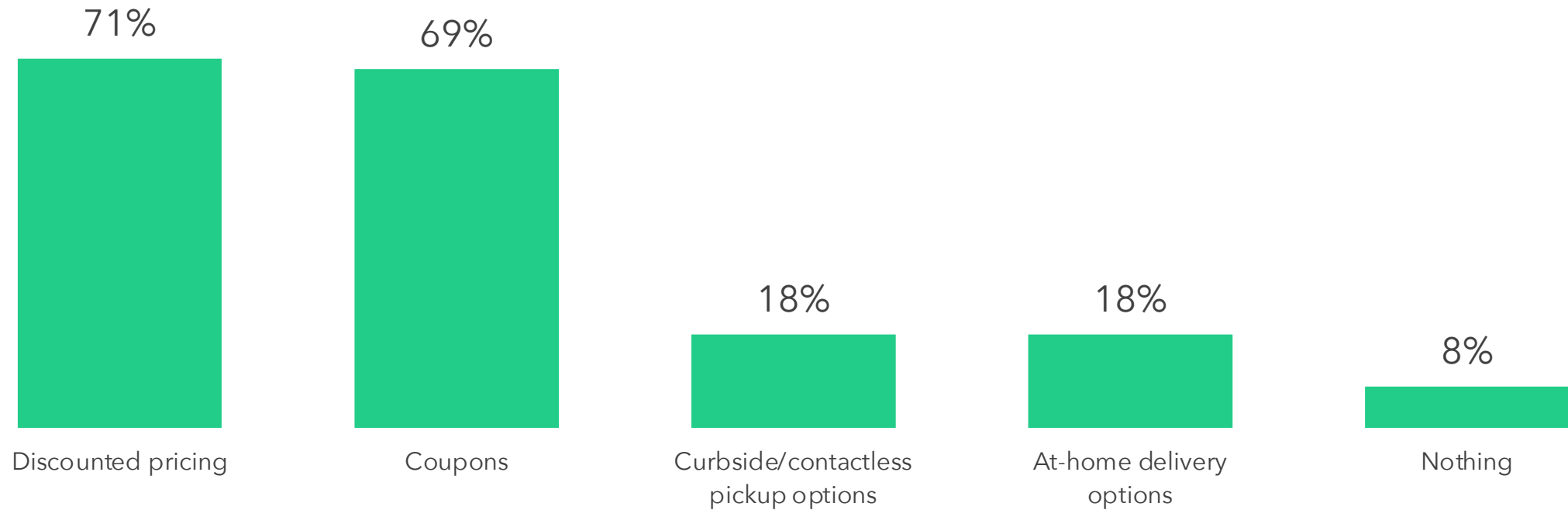
Please select which store most CLOSELY fits each category.



Shoppers want more discounts + coupons.



What would lead you to download the Walgreens + CVS apps?



Base: App Users (200)



About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.





App & Web.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app or site, consumers are instantly pushed your survey. It's all done via Surveys On The Go®— giving you these Point of Emotion® insights.





Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.