mfour

CVS vs. Walgreens - Who is winning the Drugstore battle?

December 28, 2020

The research goals.

- See which drugstore is preferred.
- Find out where consumers go for a quick shopping trip vs. a prescription pick-up.
- Determine how much 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.

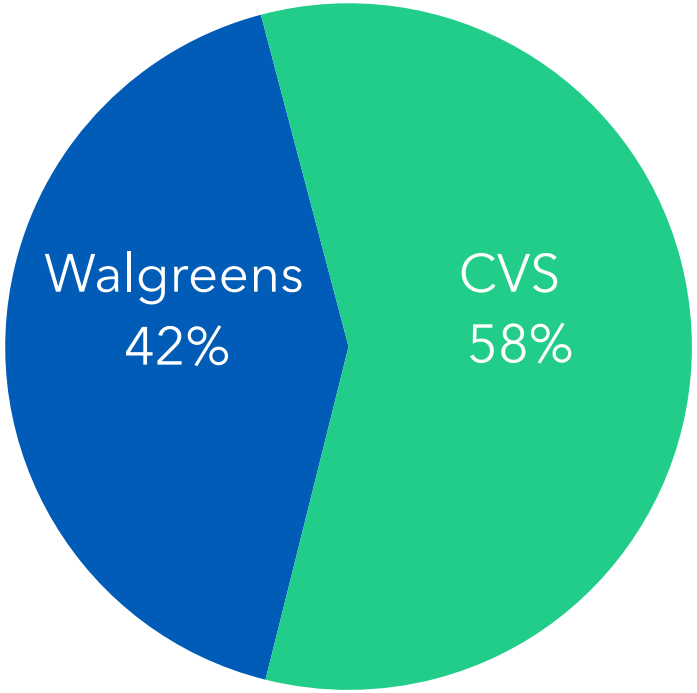
- n=200
- 18 years of age.
- National representation.
- Natural fall out on age, gender, ethnicity.

CVS pharmacy®

Walgreens

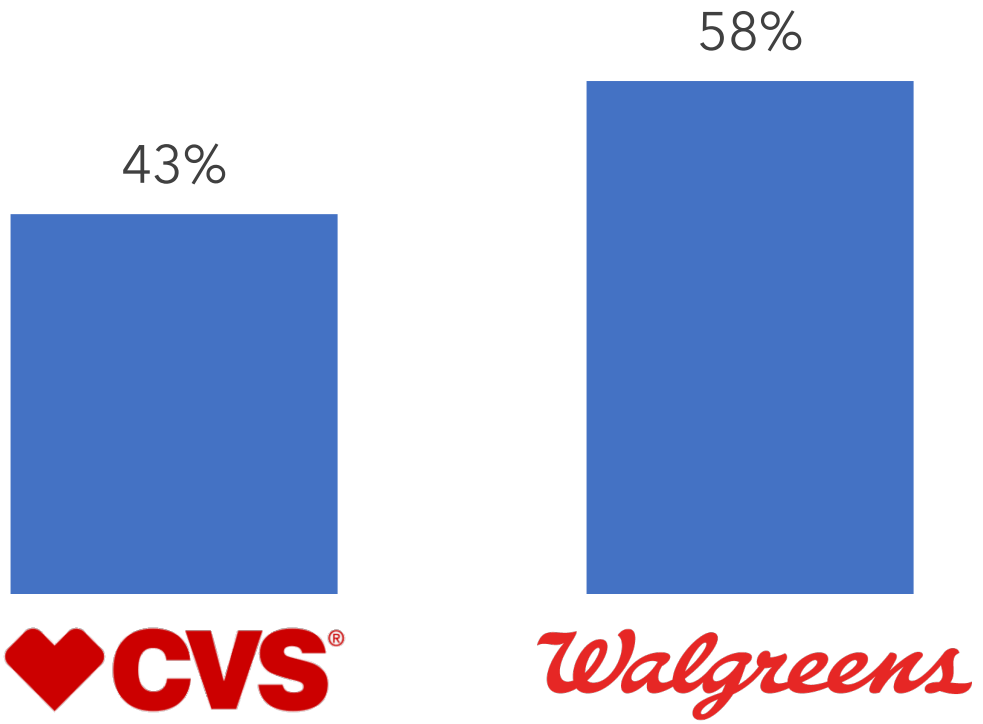
People shop at CVS the most.

Which store do you shop at MOST often?



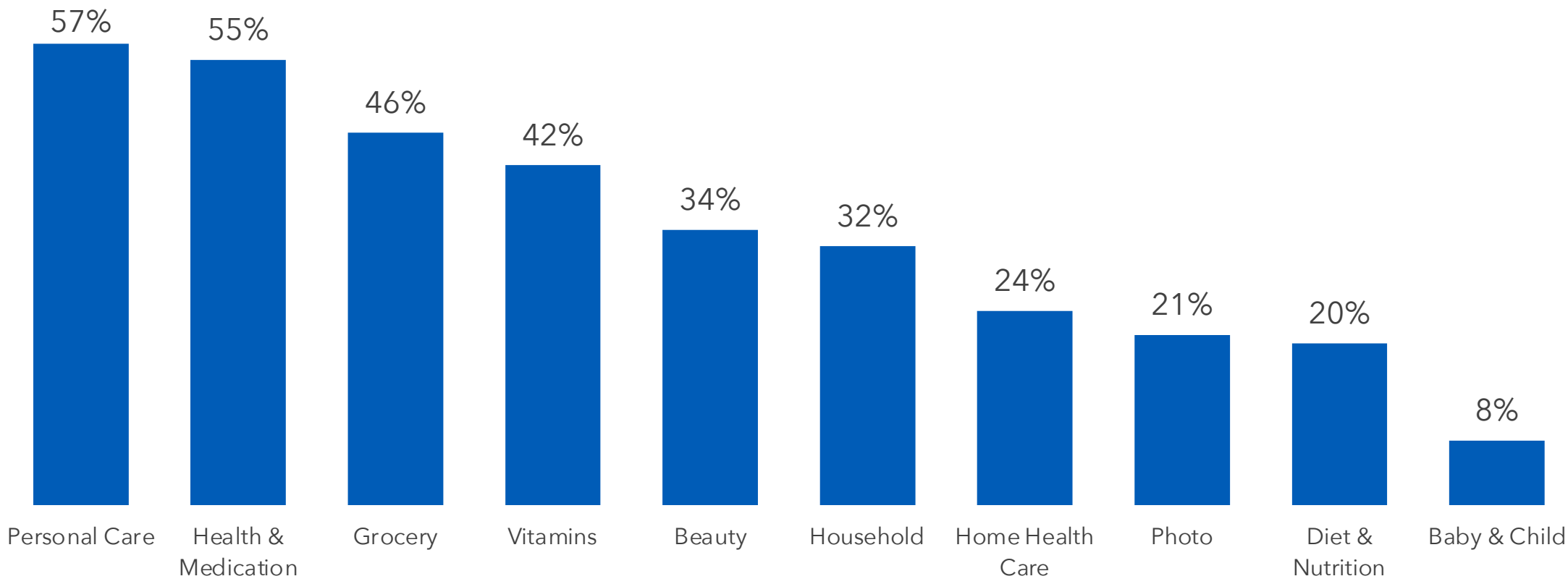
Base: 200

Which store did you visit in the last 60 days?



Consumers are about personal care + health.

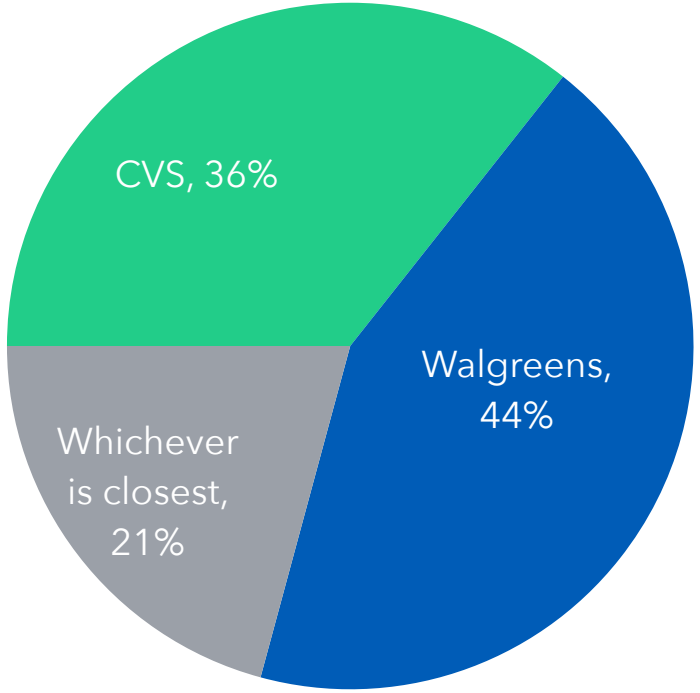
When you visit a drugstore, which categories do you MOSTLY buy?



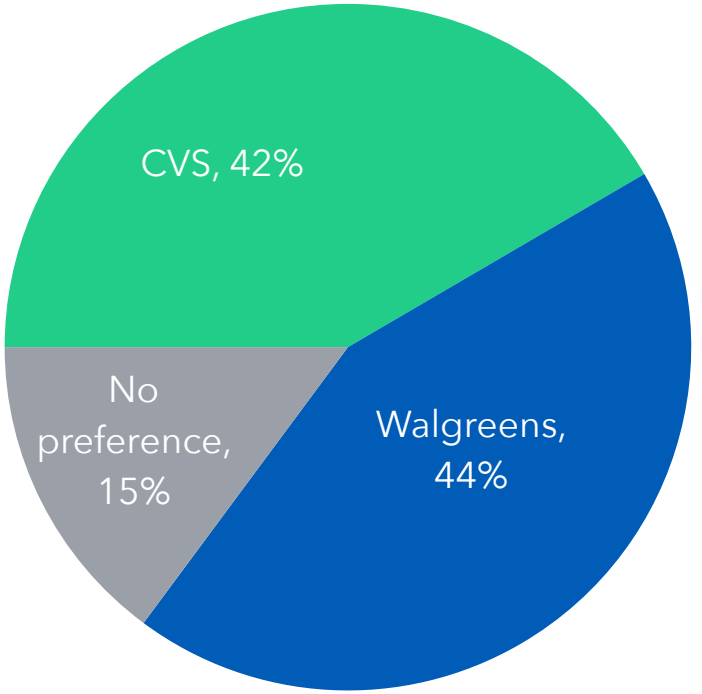
Base: App Users (200)

Walgreens wins in being quick + for vitamins.

Which store do you shop at to buy something quickly?



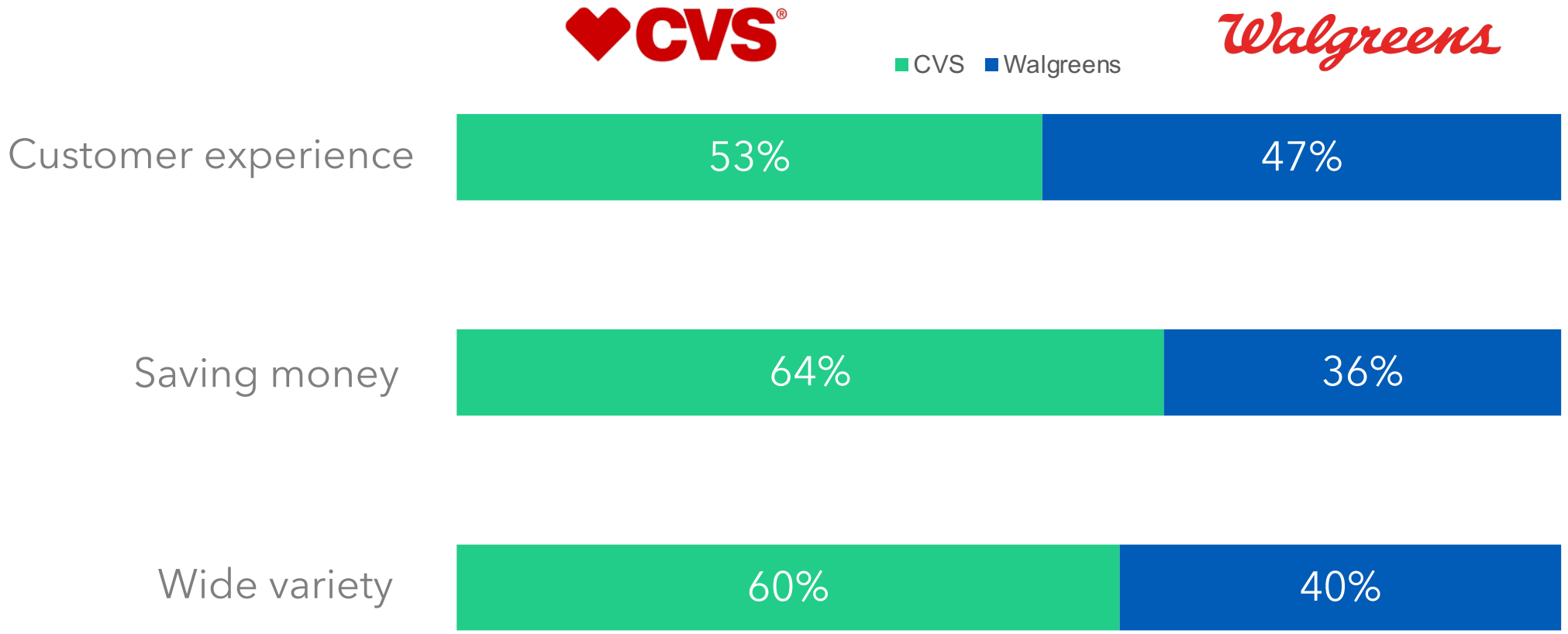
Which store do you prefer to buy vitamins or prescriptions?



Base: 200

CVS wins in experience, saving money + variety.

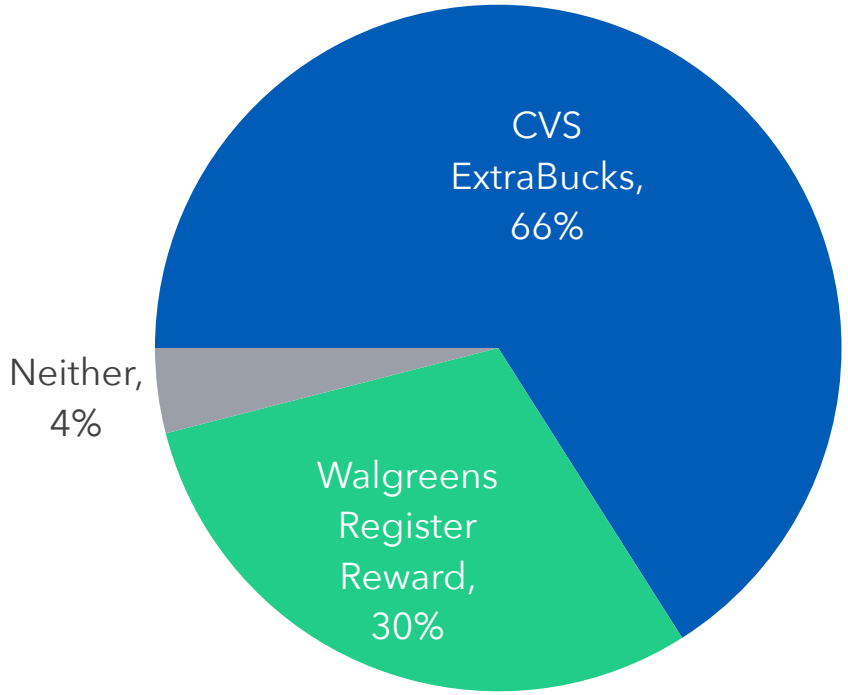
Please select which store is BETTER for each category.



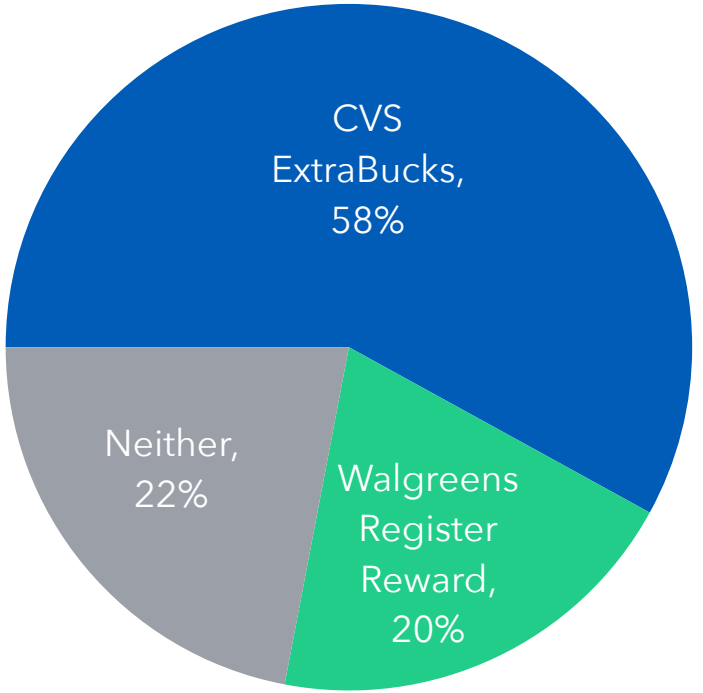
Base: 200

CVS takes the lead in rewards + coupon programs.

Which rewards program is better?



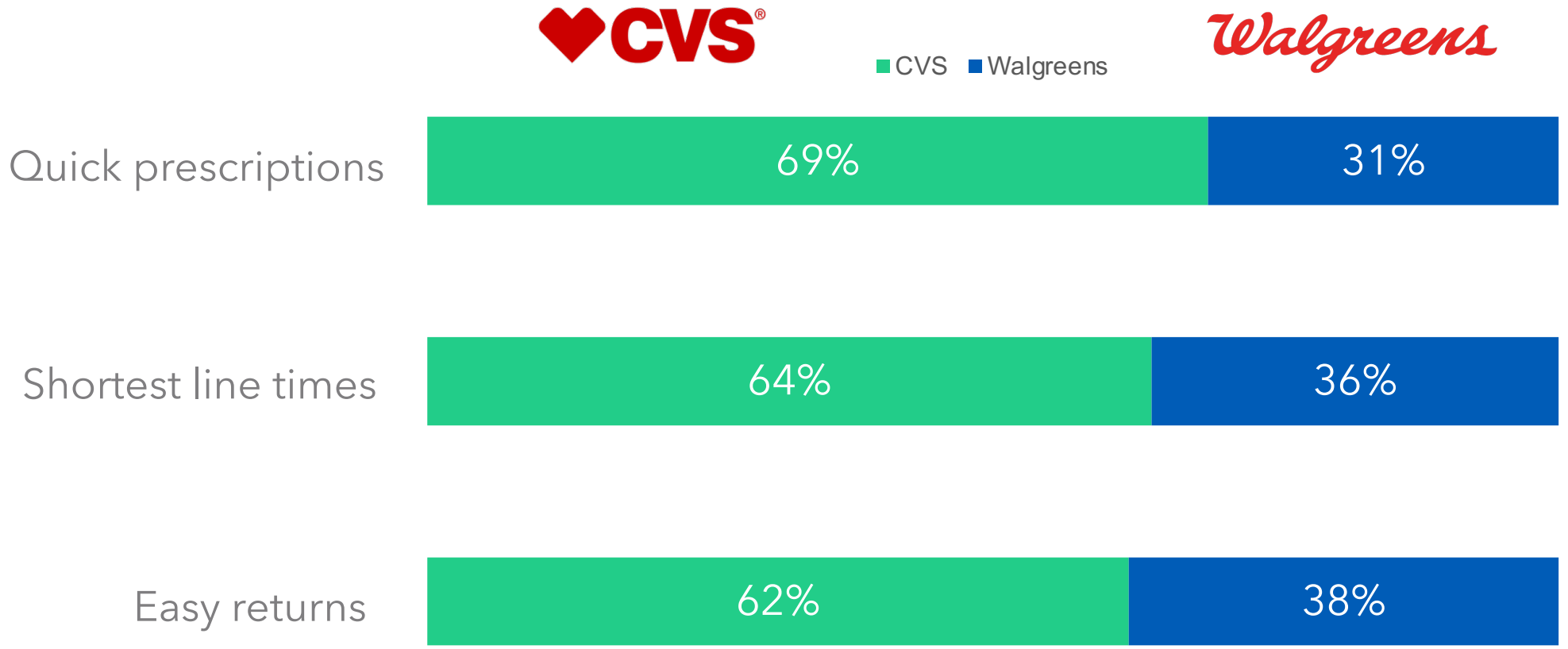
Which coupon program do you prefer?



Base: 200

CVS beats Walgreens in speed, line time + returns.

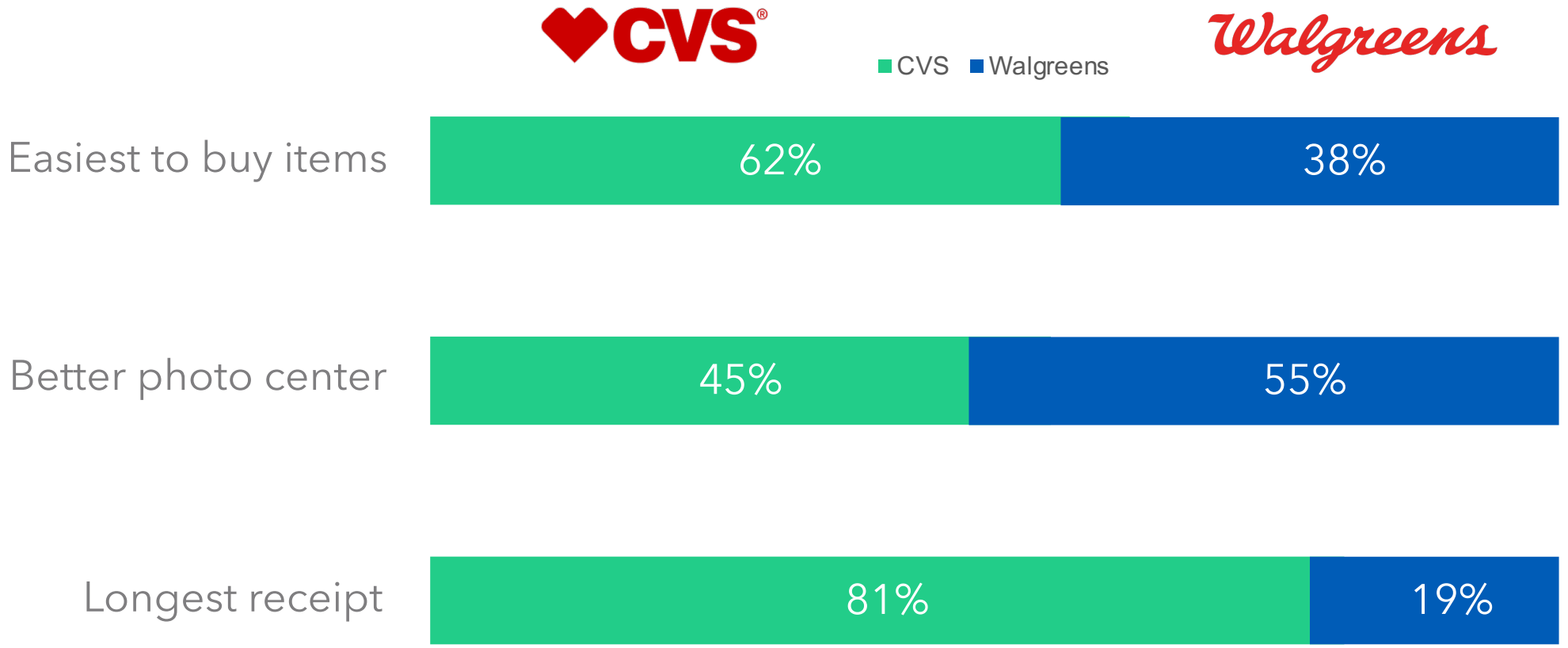
Please select which store BEST matches the following...



Base: 200

Walgreens beats CVS in photos—not receipt length.

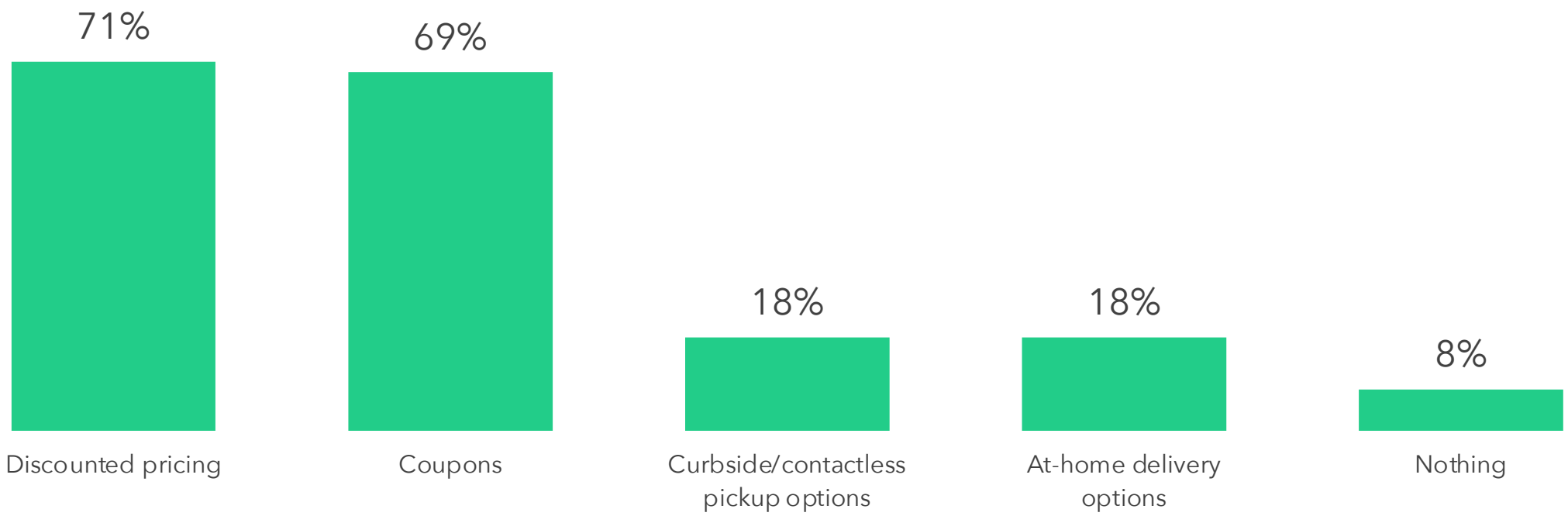
Please select which store most CLOSELY fits each category.



Base: 200

Shoppers want more discounts + coupons.

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



Base: App Users (200)

About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys.

This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.

Validated Research on an End-to-End Platform