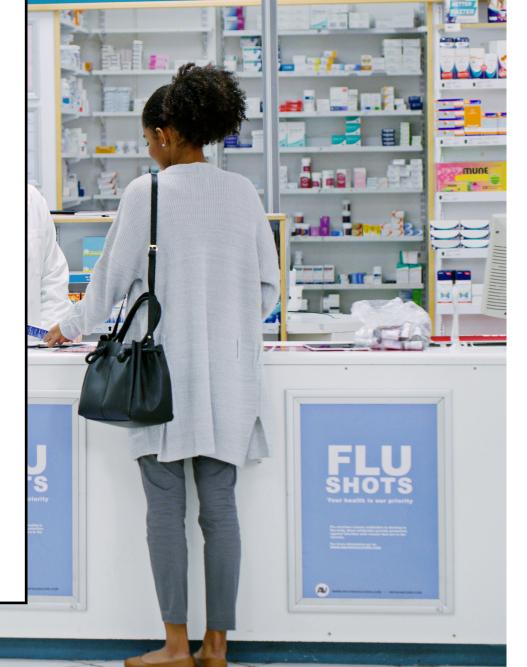


#### VALASSIS SURVEY UNCOVERS

## WHAT MATTERS **TO CONSUMERS** WHEN CHOOSING A DRUGSTORE

An "Awareness-to-Activation Study" from Valassis\* explores consumers' drugstore purchasing preferences and habits for prescriptions and other items. As these results show, focusing on customers' top priorities like convenience and discounts can help drugstores stay competitive.



## **CONVENIENCE IS KING**

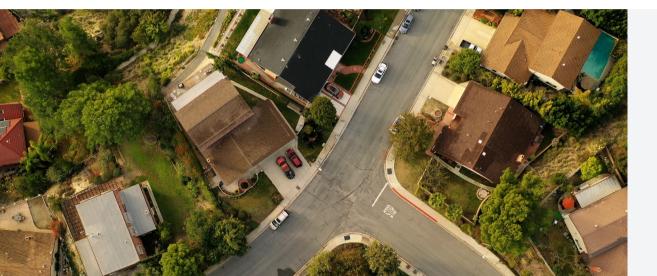
When choosing a drugstore for prescriptions, shoppers ranked location first. Proximity to home was the top reason for choosing a drugstore – followed by stores with several convenient locations, drive-thru pharmacies, and short wait times.



SEVERAL CONVENIENT LOCATIONS

**DRIVE-THRU PHARMACIES** 

SHORT WAIT TIMES



## LOCAL TARGETING WORKS

For nonprescription drugstore purchases, having a location near home was the No. 1 deciding factor for shoppers. deals in printed store circulars came in second place.





#### **DISCOUNTS DRIVE DECISIONS**



More than half **(57%)** of shoppers said an attractive discount or coupon drives their purchases.



80% of drugstore shoppers have used manufacturer coupons.

Consumers – especially millennials, parents, and millennial parents – shop more at drugstores that provide personalized discounts.

PARENTS

**50**% MILLENNIALS

56% 61%

#### MILLENNIAL PARENTS

### **IN-STORE SERVICES ARE VALUABLE FOR PARENTS**

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70% of parents have used any in-store services, like:

- pharmacist consultations
- back-to-school immunizations
- clinics •
- home delivery
- health screenings

What's more, parents are likely to make multiple impulse purchases once they're inside a drugstore.

**53**% PARENTS

MILLENNIAL PARENTS



## **PRINT ADS ARE STILL POPULAR**

Good deals in store circulars can sway consumers' drugstore loyalties.



**71%** of millennial parents will shop at a drugstore other than their primary store if a print ad touts a good deal.



Another 55% would switch drugstores if they stopped receiving their drugstore print circular with sales and discounts.



#### STRONG LOYALTY PROGRAM DISCOUNTS CAN DRIVE DRUGSTORE TRIPS



Nearly three-quarters of consumers belong to loyalty programs.



**41%** of parents said a loyalty program with substantial discounts would sway them to shop at a drugstore they don't usually visit.

For more information on how Valassis can help your company reach out to consumers and move them from ad to action, call us at 866-532-2507 or visit valassis.com.



\*Valassis "Awareness-to-Activation Study," conducted by NPD, 2019.