

Michael R. Levin (mike@cirpllc.com)
Joshua N. Lowitz (josh@cirpllc.com
111 West Washington Street, Suite 900
Chicago, IL 60602
312.344.3664
www.cirpllc.com

## FOR IMMEDIATE RELEASE

## **Amazon Prime Holds Steady**

## Prime Membership Rises To 41 Million Higher-Spending US Members

## **Amazon Hardware Owners Also Spend More**

CHICAGO, IL – Tuesday, May 20, 2015 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the January-March 2015 quarter.

This analysis indicates that Amazon Prime now has 41 million US members, spending on average about \$1,100 per year, compared to about \$700 per year for non-members.

As of March 31, 2015, CIRP estimates that in the US, 42% of Amazon customers are Prime members, which translates to about 41 million Prime members (Chart 1).

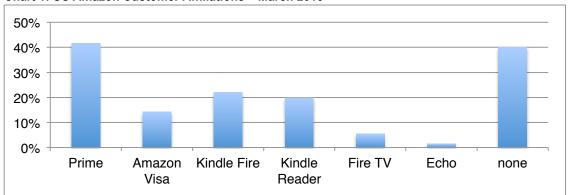


Chart 1: US Amazon Customer Affiliations – March 2015

"Amazon Prime membership held steady in the March 2015 quarter," said Josh Lowitz, Partner and Co-Founder of CIRP. "We think that the influx of new Amazon Prime members in the holiday quarter of 2014 included an unsurprising percentage of shoppers that did not continue their membership following their 30-day free trial. Given



this Prime customer acquisition reality, the net result is in a small increase in members relative to the holiday quarter."

34% of Amazon customers in the US own Kindle devices (tablet or e-reader), while 5% of Amazon customers own a Kindle Fire TV box or stick, and less than one percent of Amazon customers own an Amazon Fire smartphone or Amazon Echo. Amazon Kindle owners are as productive as Amazon Prime members, spending \$1,300 per year compared to \$650 per year for customers who do not own a Kindle e-reader or Fire tablet.

"Kindle Fire and e-reader owners are by far the largest group of Amazon hardware owners," said Mike Levin, Partner and Co-Founder of CIRP. "But as a percentage of the Amazon customer base, that group has plateaued at about one-third of Amazon customers. It will be interesting to see if any of Amazon's newer hardware offerings gain similar customer penetration and correlate with bigger Amazon spending habits, too."

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from January-March 2015. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.