

Questions regarding Prime

Do you currently use?

How frequently do you purchase products using Prime?

What is your favorite feature?

If you do not use Prime, what do you find objectionable?

What Is Amazon Prime?

Amazon Prime is the paid membership service by online marketplace Amazon that offers members benefits like free two-day shipping, access to Prime Video and other benefits. The subscription has monthly or yearly fees and is currently used by over 100 million members worldwide. The cost of Amazon Prime is \$119.

Amazon Prime membership was launched in 2005, which initially focused on giving subscribers fast shipping and discounted rates. When it launched, the cost of Prime membership was \$79. And, by the following year in 2006, Prime Video - Amazon's video streaming service - launched.

Since the service's debut at \$79 per year, [Amazon Prime membership has increased in cost twice](#) - in 2014 to \$99, and recently to \$119 in 2020.

Currently, Amazon Prime Video is available in over 200 countries as of 2016, [according to Variety](#).

But Amazon hasn't stopped there. The online retail giant acquired Whole Foods for a [cool \\$13.7 billion](#) - giving Prime members extra benefits while shopping for groceries in various states in the U.S.

And while Amazon may be in place to become the leader of the FANG pack, what are the benefits of Prime that have people subscribing in droves? Better still, is Amazon Prime worth the extra cash?

20 Amazon Prime Benefits

Let's break it down. Here are the top 20 [benefits an Amazon Prime membership](#) offers.

1. Free Two-Day Shipping

One of the biggest pulls for Prime members has got to be the free two-day shipping on millions (read: most) of items on Amazon. Only eligible items on Amazon Prime have the free two-day shipping. There are exceptions - like gift cards, magazine subscriptions, and most items on Amazon Marketplace - so make sure to check for the Prime logo.

2. Free Same-Day or One-Day Shipping

Some cities get a free same-day (or one-day) shipping perk on orders over \$35 made before 9 a.m. Orders made after 9 a.m. for these cities can get next-day free shipping. Check your zip code here to see if you can get this benefit.

3. Amazon Restaurants

Similar to Seamless GRUB and Postmates, Prime members can get restaurant food delivered for a \$20 minimum in cities like New York, Los Angeles, and 17 others via Amazon.

4. Prime Discount at Whole Foods

For Prime members, shopping at Whole Foods comes with a 10% discount on sale items and select weekly best-sellers.

5. Prime Photos

With Prime Photos, Prime members get unlimited access to Amazon cloud storage for their pictures, as well as 5 GB for storing videos and documents.

6. Music Streaming

It seems like there are countless ways to stream music online - and Amazon Prime offers yet another option.

7. Prime Video

What may be one of the best features for Prime members, Prime Video has taken the video streaming industry by storm.

Prime Video allows members to stream hundreds of movies and TV shows, at no additional charge - including Prime Originals, which have become a huge hit. Additionally, Prime Video members may also subscribe to TV channels like HBO or Showtime and only pay for the channels they want. Not a bad bargain.

Video streaming is unlimited, and you can download videos onto your phone to watch later.

8. Amazon Prime Rewards Visa Signature Card

Amazon Prime Now offers a rewards Visa V Card - which offers users 5% back at Amazon and Whole Foods Market, 2% back at restaurants, drug stores, and gas stations, 1% back on some other items. Learn more about the Amazon Prime Rewards Visa Signature Card [here](#).

9. Prime Now Delivery

If you need an item and need it fast, Prime Now is your go-to. Some Prime Now items can be delivered within two hours of ordering in 32 U.S. cities. If you've gotta have it in an hour, an extra \$7.99 will get you one-hour delivery in certain cities.

10. Books

As the foundation upon which the Amazon empire was built, there are a lot of perks you can get for books and reading with Prime. With Prime, you can borrow a plethora of magazines, books and other reading materials from the Kindle Owner's Lending Library. So if you've got a Kindle or mobile device handy, you have access to all these books and more. But if you don't have an actual Kindle handy in your home, Prime Reading allows you to borrow books, magazines and more and read them on other devices or through the Kindle app.

11. Amazon Key and Home Delivery

With Amazon Key Home Kit, you can allow access for Amazon deliveries to be made inside your house or even car - as well as schedule other family or friends, access to your home. The security kit starts at \$155 and is available in select areas.

For deliveries, you will receive a notification of a time window in which the delivery will be made - and, you can even watch the delivery live through the Key app.

12. Amazon Elements

Amazon is getting in on the market for transparency in organic goods with their product lines. Amazon Elements offers a variety of products that are all organic - from vitamins to baby products and more. Prime members get special access to these products.

13. Twitch Prime

Good news for gamers worldwide - Twitch Prime offers ad-free access to Twitch and lots of discounts on games. Plus, a free subscription to Twitch.tv.

14. Amazon Household for Prime

For big families, this is a no-brainer. Amazon Household allows Prime members to share the benefits of an account if they're in the same household - for up to 10 people (two adults, up to four teenage profiles and up to four child profiles, to be exact).

15. Prime Early Access

If you've just got to have the newest thing before everyone else, Prime grants you first dibs on a variety of new products with Prime Early Access. Members get to see products in Amazon's Lightning Deals a whole 30 minutes before anyone else.

16. AmazonFresh delivery

For those of us who don't have the time or energy to go out grocery shopping, AmazonFresh allows your food essentials to come straight to your door. Prime members can shop at a large online grocery store at a same-day or next-day delivery. Once \$14.99 per month, AmazonFresh is now a free benefit for Prime members.

17. Outfit Compare

Ever been out shopping by yourself and wanted a second opinion? Well, Amazon has got you covered. Outfit Compare is available to Prime members in the Amazon app and lets you upload pictures to get an opinion on which outfit is better. Pretty handy for those spontaneous shopping trips or that big event.

18. Prime Wardrobe

With Prime Wardrobe, members can pick three items that are marked with the "prime wardrobe" logo and have them shipped to your house. If you don't like something, you can return it and only pay for the items you keep. You get a 7-day try-on period to decide what you like.

19. Prime Pantry

Unlike AmazonFresh, Prime Pantry allows you to order lower-cost grocery or household products and ship them directly to you for a flat rate of \$5.99 a box. If you order over five items, Amazon won't charge any delivery fees.

20. Student Discounts With Prime Student

Students get a 50% discount on Prime memberships with Prime Student - bringing membership costs to around \$59 per year. You can get a \$10 credit for referring a friend or fellow student.

Is Amazon Prime Worth It?

Given all the benefits, there aren't that many cons to an Amazon Prime membership that don't come around to the price. But that price keeps rising and may be a hefty cost for shoppers if they don't frequently purchase items online. At \$119 per year, it is worth examining how many benefits you will use with a membership to see if it is worth the expense.

Recent reports suggest Prime membership growth is stalling.

"Prime membership growth has flattened," Josh Lowitz, partner, and co-founder at CIRP research firm, told Bloomberg this week. "Amazon Prime membership has now spread far beyond the early adopters who were presumably the most committed Amazon shoppers."

But, given that Amazon Prime offers a 30-day free trial, it might be worth a shot to see if the value is worth the price for you.

What Is Amazon Prime Video?

Prime Video may very well be the wave of the future for online movie and video streaming (move over, Netflix?). But with Netflix's strong Q3 earnings reports this week, Prime Video may need to hold their horses before claiming more market share.

Still, Amazon's Prime Video is one of their most popular Prime features - which includes hundreds of movies and TV shows streaming for free through the site. And with the advent of Prime Originals, it is increasingly becoming a staple of most online video streamer's subscriptions.

BY ANNE SRADERS

<https://www.thestreet.com/technology/benefits-of-amazon-prime-14748175>

66 ways to enjoy Prime - Amazon Prime Insider

Most Prime members may not be aware of the sheer breadth and depth of ways to use Prime in order to save money, learn new skills, catch the latest in entertainment, preserve memories, plan for memory-making occasions and much more. Prime benefits can be hard to keep up with unless you

have some guidance, and if you're not yet a member who's thinking about [signing up](#), you might find this information especially useful.

These 66 tips, tricks and strategies can help you maximize your membership and enjoy it to its fullest.

ICYMI: Delivery

1. [Prime Delivery](#) is one of the main benefits that people know about and gravitate to when deciding to join, but there are a whole host of delivery benefits you may not know about, including free no-rush shipping and free release-date delivery.
2. Prime members can select from a variety of shipping options, including [FREE One-Day Delivery](#) on more than 10 million items.
3. With Prime, you can receive deliveries inside your home even if you're not around by using the Amazon Key app to lock and unlock doors from your phone. Read more about [what's new with Key by Amazon Delivery](#).
4. Learn how you can also use Key by Amazon Delivery to conveniently [receive packages right inside your own garage](#) while you're out.

ICYMI: Shopping

5. Before you make your next order, learn about these [8 ways to shop deals](#) and save more.
6. Throwing a baby shower for a loved one who is expecting? [Prime can help with essentials](#) like invitations, gift registry and even fresh flowers for the party table.
7. Shop fine jewelry, including diamonds, with confidence and speedy delivery in the [Amazon Certified Fine Jewelry store](#).
8. Support military family small businesses such as Frontline Generation and Coastline Vine on [Amazon Storefronts](#).
9. Love is better the second time around. Shop millions of pre-owned, used and open box items through [Amazon Warehouse](#).
10. Discover the [furniture styles that speak to you most](#) by liking and disliking items and then receiving recommendations.
11. Learn how to shop smart for [furniture and home décor](#) and try before you buy!
12. [Design a virtual living room in the Amazon Showroom](#) and watch the magic unfold.
13. The [top-selling indoor plants](#) may give you some ideas on livening up your home or office with a touch of nature.
14. Get fast and free delivery on the all-new [Fire TV Cube](#).
15. Check out [last year's top summer toys](#) for shopping ideas on the fun season to come.
16. Browse [popular summer jewelry styles](#) to get ready for that vacation, even if it feels a little far off right now.
17. Keep cool in hot temperatures with these [top-rated air conditioners and fans](#).
18. Amazon has an exclusive line of [high-quality skincare called Belei](#) that serves no beauty secrets — only beauty solutions.
19. Did you know Mother Monster has her own makeup line? Get into the realness of [HAUS LABORATORIES by Lady Gaga](#), and enjoy fast, free Prime delivery on your order.

ICYMI: Watching

20. Browse from an ever-evolving list of critically acclaimed movies and TV shows that you can [watch with Prime](#).
21. Stay in with the Amazon Original movie [Late Night](#), the first feature film from Emmy-nominated writer and producer Mindy Kaling that also stars Emma Thompson and John Lithgow.
22. See season 1 of [Modern Love](#), the Amazon Original series everyone's talking about, starring Anne Hathaway, Tina Fey and Dev Patel.

23. With these [10 tips for surviving like the heroine of the Amazon Original series *HANNA*](#), there's nothing you can't surmount.
24. Fans of fantasy, drama and suspense will be gripped by season 1 of the Orlando Bloom-led Amazon Original series [*Carnival Row*](#), which also stars Cara Delevingne and Simon McBurney.
25. Catch up with season 3 of the giant Amazon Original series [*Goliath*](#), starring the incomparable Billy Bob Thornton as Billy McBride, as Billy must confront old enemies and personal demons in his battle for the truth.
26. Watch the blood-soaked gold rush that takes over season 4 of the sci-fi Amazon Original Series, [*The Expanse*](#).
27. The diverse [finalists from Amazon's All Voices Film Festival](#) are available for Prime members to stream and discover.
28. X-Ray is a feature that allows you to get bios, trivia, fun facts, character backstories, extra video content and much more info about who or what you're watching without stopping the action. [Try these four ways to use X-Ray in Prime Video.](#)

ICYMI: Listening

29. [Listen to Amazon Music with Alexa](#) and enjoy a palette of voice-controlled options that learn and memorize your musical preferences to make your experience better.
30. [Follow your favorite artists on Amazon Music](#) to get new release notifications and never miss a beat.
31. Hold on to the holiday feeling with the [*Best of Amazon Holiday Originals*](#) playlist, featuring major stars like Katy Perry, John Legend, Smokey Robinson and the unexpected intergenerational collaboration of Yoko Ono & Flaming Lips.
32. Shake off the last few months of cold temperatures with our exclusively curated collection of [Winter playlists](#).
33. Hop to [Spring playlists](#) for vibrant songs of awakening and renewal.
34. [Summer playlists](#) recall the season when school's out and playtime is encouraged.
35. Country stars [*Jason Aldean*](#) and [*Florida Georgia Line*](#) shared revealing peeks inside their songwriting and recording processes.
36. Latin music superstar [*Marc Anthony*](#) spoke to Amazon Music exclusively about *OPUS*, his first new album in six years.
37. Our most recent list of [Artists to Watch](#) made their mark in 2019 and are ready to conquer the future.
38. And sometimes, you just need to hear the classics in a fresh way, as in The Beatles' newly remastered legendary 1969 hit album [*Abbey Road \(Super Deluxe Edition\)*](#).

ICYMI: Reading

39. Amazon's editors chose their [best books of 2019](#) for readers looking for expert recommendations.
40. Discover six short Kindle Books with audio narration ranging from darkly comic to chilling in the Amazon Original Stories collection called [*Forward*](#), featuring visionary writers Veronica Roth, N.K. Jemisin, Paul Tremblay, Blake Crouch, Amor Towles and Andy Weir.
41. Get lost in a killer series with [*Nameless*](#), a collection of six Amazon Original Stories by bestselling author Dean Koontz.
42. Prime Reading also maintains a rotating collection of [popular comics and graphic novels](#) that you can read from your desktop, tablet or phone.

ICYMI: Cooking

43. Get familiar with [Whole Foods Market's most recent food trends](#) for new shopping and cooking inspiration.

44. If you're not already meal prepping each week, check out [Amazon's Meal Prep 101 crash course](#) on how to make it fun and efficient.
45. A great cook needs a perfectly organized kitchen and pantry — here are some [top products that will help you get there](#) (and look for the Prime logo to get fast, free delivery on your order!).
46. Browse [top-rated eco-friendly kitchen products](#) and get them fast with Prime delivery.
47. Take a look at the [top-rated grills and grill tools](#) before diving into the world of portable cooking.

ICYMI: Holidays

48. Easter is on Sunday, April 12 this year, and it's not too early to check out [Amazon's Top Easter Toys](#) for inspiration in assembling the ultimate basket.
49. By the time Mother's Day arrives on Sunday, May 10, you'll already be prepared with [Martha Stewart's gift picks](#) for gardening moms.
50. Father's Day lands on Sunday, June 21, which gives you plenty of time to consider these [cool picks for Pop from celebrity chef David Chang](#).
51. Prime can help you hack any holiday to make it easier and more fun. Try our ideas for [DIY boxtumes for Halloween](#).
52. If that got you into the early Halloween spirit, here are [even more DIY boxtumes](#) for inspiration this year.
53. The *Mariah Carey Is Christmas* mini-doc offers further proof that the star is the undisputed queen of the season. Mariah also shared some intimate holiday memories with her fans in our [exclusive Q&A](#).
54. [John Legend](#) discusses his love of the holiday season, which goes way back, and now his album, *A Legendary Christmas*, will entertain listeners for years to come.

ICYMI: Giving back

55. Learn about [Disaster Relief at Amazon](#) and how you can help bring humanity to recovery efforts.
56. Your contributions make a true difference! [Watch a thank you video](#) to Amazon for the company's donations to Hurricane Dorian relief efforts from the people of Grand Bahama.

ICYMI: More ways to use Prime

57. There are more ways to pay on Amazon than before. [Discover the latest options](#).
58. [Use your Prime digital benefits no matter where you are](#) — even if you happen to be abroad.
59. Discover the [seven Prime benefits that are favorites among families](#).
60. Prime members enjoy [Amazon.com pricing at 4-star rated stores](#), including on "Most Wished For" items.
61. Join Amazon's [Product Sampling Program](#) and indicate your interest in receiving free samples from any of 11 different shopping categories.
62. Whether you're getting a big group together at your house or want to have a "me party," there are many ways that [Prime can help you plan your weekend](#).
63. Leaving the house can sometimes be overrated, especially if you've planned a fun staycation with movie marathons on Prime Video, epic game nights with Prime Now and [more cozy Prime perks](#).
64. Before you head out into the wilds without everything you need, discover [how you can make your first-time or expert camping experience better with Prime](#).
65. Read up on [5 ways that Prime can bring relief from the common cold](#), including boosting your immune system with Amazon Elements vitamins and supplements.

ICYMI: Best of Prime 2019

66. Last, but not least, take a peek at what Prime members bought, watched, streamed, read and played the most in the past year with the [Best of Prime 2019](#). *Published Jan 11, 2020*