



Convenience Store Shopper Insights Non-Chain C-store Trips

October 2013



ABOUT CCIPANEL

The Convenience Consumer Insights Panel (cciPanel), a first-of-its-kind mobile research panel from Management Science Associates and Paradigm Sample, was designed to capture purchase-decision and attitudinal information among convenience store shoppers, including the millennial segment most likely to shop the channel.



cciPanel examined the recent market baskets among 18+ year old shoppers between April and September, 2012. Data represents 840 visits to non-chain convenience stores.



DEFINITIONS:

Non-Chain C-Store: Is not part of a chain. Is a neighborhood/community C-Store.

Planned Trip inside C-store: Planned decision - routinely visit or making special trip.

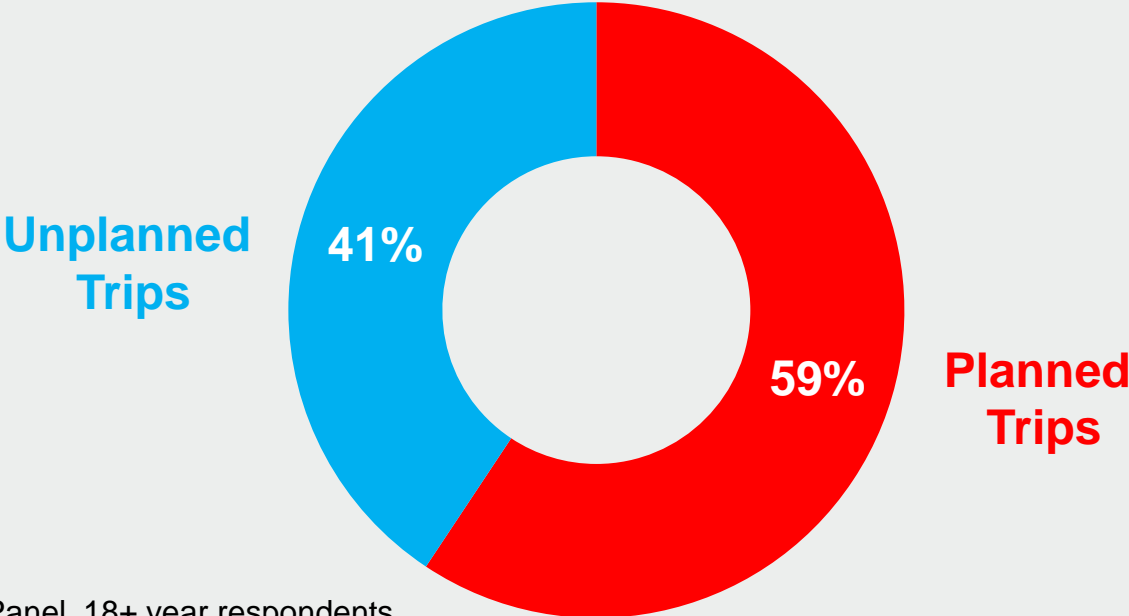
Unplanned Trip inside C-store: On-the-spot decision – was en route to/from another location or outside getting gas.

- Visitors to convenience stores have varied missions; some routinely visit to buy tobacco and lottery tickets, while others make last-minute stops for beverages, gas and on-the-go immediate consumption snacks.
- Retailers should employ tactics, such as using social media and prominently displaying signage at the gas pumps, to drive traffic into their stores to build a loyal customer base and attract new customers
 - Differentiate your store and product assortment and provide superior customer service so that you become their preferred C-store.
 - Reward your regular customers with promotional offers to increase their trips to your store and dollars per trip

NON-CHAIN C-STORE TRIPS PLANNED VS. UNPLANNED

Examining 5,000 recent trips to convenience stores, 78% trips were to chain stores, 17% to non-chain stores and 5% were unsure of store type. Among the non-chain trips, 6 out of 10 trips (59%) were planned visits either because they were routine visits or special trips, while 41% were spur-of-the-moment visits.

Non-Chain C-store Trips



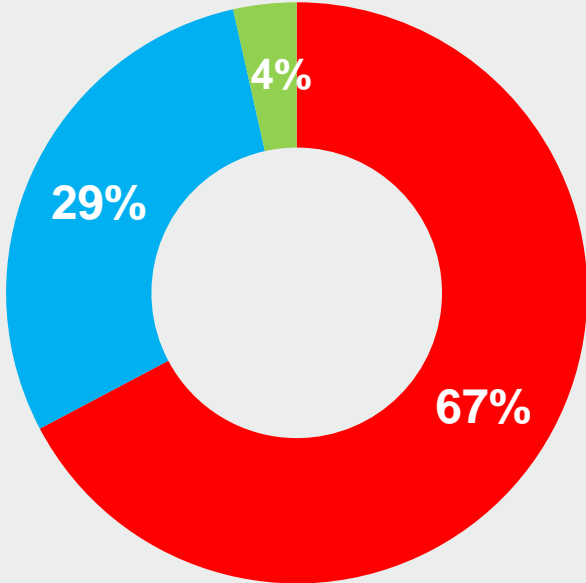
Source: cciPanel, 18+ year respondents

NON-CHAIN C-STORE TRIPS

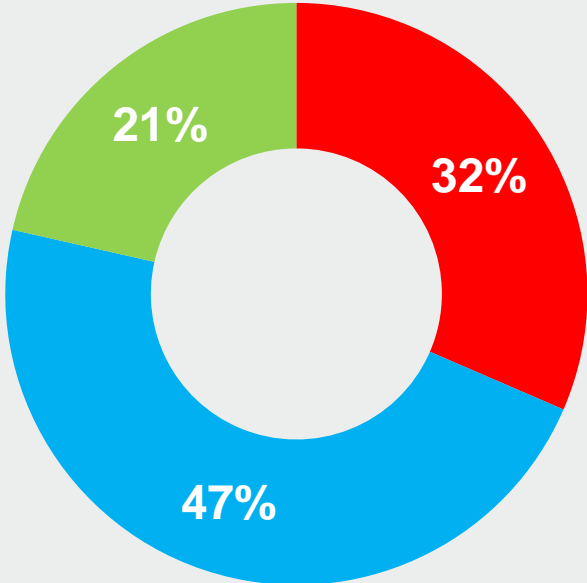
PREFERRED STORE

Among shoppers who planned their trips, two-thirds visited their preferred C-store, compared to one-third (32%) among shoppers who did not plan their trips. Unplanned stops were made to one of several C-stores in shoppers' consideration set (47%) or to stores that were visited for the first time (21%).

Planned Trips



Unplanned Trips



- Visit preferred C-store
- One of several I visit
- First time

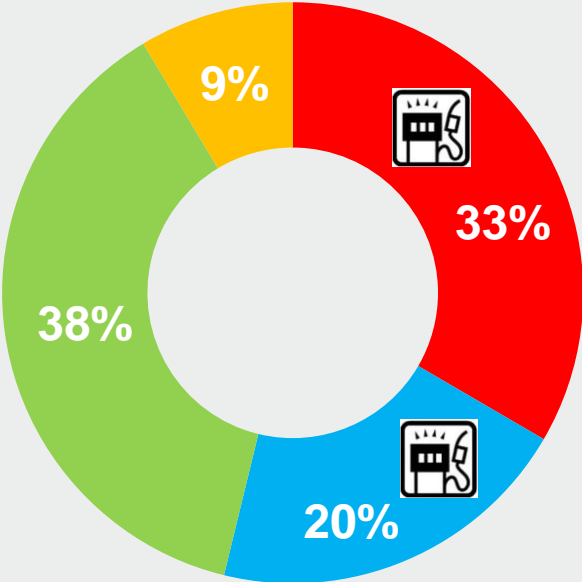
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NON-CHAIN C-STORE TRIPS

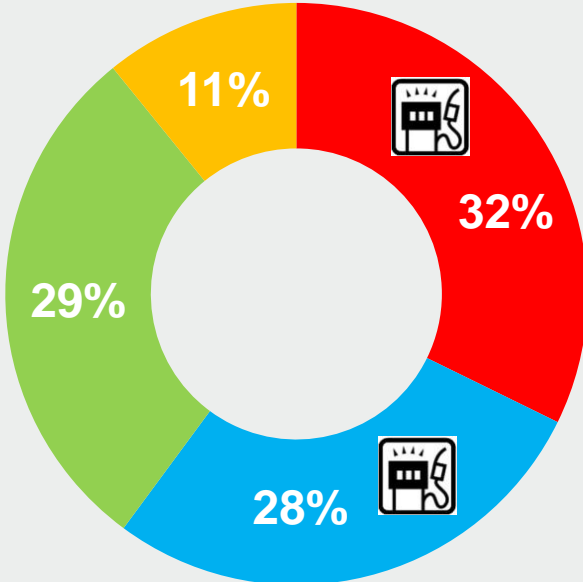
STORE DESCRIPTION

Visits to C-stores with gas was higher for unplanned trips (60%) compared to planned trips (53%). Shoppers visited stores that offered a wide product assortment, whether the trip was planned (71%) or unplanned (61%).

Planned Trips



Unplanned Trips



- Sells gas/wide product assortment
- Sells gas/limited product assortment
- No gas/wide product assortment
- No gas/limited product assortment

Source: cciPanel, 18+ year respondents