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INSIGHTS IN JUST 24HRS

Convenience store shopper insights

UNDERSTAND ATTITUDES, BEHAVIORS, AND BUYING HABITS

We launched a 3-minute online survey to 1,000 Americans looking for insights into consumer attitudes and perceptions surrounding convenience stores and shopping behaviors. After collecting responses from convenience store shoppers in less than 24 hours using the aytm platform, here's what we found:

Methodology

WHAT

A 3-minute online survey using aytm's proprietary panel

WHO

1,000 US adults ages 18+, 50% Male, 50% Female

WHEN

May 23, 2023

Our findings

What are the different types of shoppers?

42% — **LAST-MINUTE BUYERS**

I drop into the convenience store on my way home or to another destination for a specific, last-minute purchase. I just want to get in and get out."

25.6% — **TRANSACTIONAL SHOPPERS**

I routinely shop at convenience stores to fulfill immediate and habitual needs. I purchase the same brands consistently."

17% — **EMOTIONAL SHOPPERS**

I stop at a convenience store looking for products that satisfy my mood. I'll try pretty much any brand."

16% — **FRIENDLY REGULARS**

I look at the convenience store as part of the neighborhood and am on a first-name basis with the clerks. I stop in regularly."

*Segments originally identified by C-Store Dive were used in this exercise

How often are they shopping?

68.8% visit once or more a week

- **3.8%** shop multiple times a day
- **9.4%** shop daily
- **29.9%** shop multiple times a weeks
- **25.7%** shop once a week

When are they shopping?

FRIDAY & SATURDAY

Respondents shop at c-stores significantly more on these two days.

2PM–6PM

Respondents visit in the afternoon, significantly more than other times.

How much time do they spend?

- 67.6% — Spend 10 minutes or less
- 35.8% — Spend 6–10 minutes
- 5.8% — Spend more than 25 minutes

What're their purchasing behaviors?

76% Have a specific item in mind before entering the store

65% Leave with an item they did not initially intend to purchase

What influences impulse purchases?

- **65.5%** Personal craving or desire
- **35.4%** Familiar brand or product
- **51.3%** Sale or discounted price
- **31.3%** Limited time promotion or special offer
- **46.6%** Flavor or taste options

What items are they buying?

BEVERAGES

- **52.4%** Bottled soda/pop/soft drinks
- **41.2%** Fountain sodas or frozen drinks
- **45.0%** Bottled water
- **37.5%** Hot coffee
- **30.1%** Juice
- **29.2%** Energy drinks
- **22.3%** Milk
- **18.2%** Bottled coffee

FOOD

- **40.0%** Pre-packaged snacks or meals
- **18.1%** Protein or health bars
- **59.8%** Candy
- **32.9%** Baked goods
- **35.2%** Prepared snacks/meals

OTHER

- **39.5%** Lottery tickets
- **26.3%** Tobacco products
- **27.5%** Liquor or beer

Notable trends

- Candy, baked goods, pre-packaged snacks, protein/health bars, and prepared foods are most often unplanned purchases compared to other items.
- Tobacco products, liquor, coffee, and milk are most often planned purchases compared to other items. Emotional Shoppers are more likely than other shopper types to make unplanned tobacco product purchases (17.6%).
- Consumers are most likely to try a new brand or product of bottled coffee, with 70% responding very likely or extremely likely to purchase.
- More than 65% of respondents indicated that they are very or extremely likely to try a new brand/product of energy drink or pre-packaged meal or snack.

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Here are our key takeaways

Consumer shopping expectations are continuing to evolve—that's why it's so important to get inside the minds of convenience store shoppers. Here are some of our biggest takeaways:

- Unplanned purchases are driven by cravings
- Turns out it's not all about convenience
- Big spending begins with bottled beverages

Unplanned purchases are driven by cravings

- Those under 34 are most likely to be Emotional Shoppers, who look for products to satisfy their moods and will often try any brand.
- Emotional Shoppers are most likely to make impulse purchases, with 1 in 4 making an impulse purchase every time they visit a convenience store.
- While most c-store shoppers have explicit purchase intentions, a large portion are subject to impulse buys, motivated by personal cravings and discounts.
- New products or brands in the bottled coffee space are particularly appealing.

Turns out it's not all about convenience

- 42% indicated they "drop into the convenience store on my way home or to another destination for a specific, last-minute purchase. I just want to get in and get out."
- More than a quarter of respondents expressed they "routinely shop at convenience stores to fulfill immediate and habitual needs, saying "I purchase the same brands consistently."
- 15.6% of consumers view the convenience store as a part of the neighborhood, visit more often, spend longer in store, and are more likely to purchase a variety of items.
- 77.6% of Friendly Regulars shop multiple times a week and are more likely than other shopper types to shop on weekdays.

Big spending begins with bottled beverages

- We found that shoppers gravitate towards bottled drinks when they walk into convenience stores.
- Two-thirds of respondents spend somewhere between $6 and $20 per visit to the convenience store—indicating that they're fulfilling more immediate needs for a beverage, but that they're also susceptible to auxiliary purchases, driving up their spend.
- Last-minute Buyers (the majority of shoppers) are more likely to spend $5 or less in convenience stores compared to other shopper types.

Want to see more of this study? **VIEW THE FULL RESULTS**

Looking to do your own research? **SCHEDULE A DEMO**

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Advance your ideas with aytm

INSIGHTS TECHNOLOGY AND RESEARCH EXPERTS

Hey. We're aytm. We know consumer insights propel businesses forward, and we're here to help you and your team get them in less time, with less resources, and without skimping on quality.

- Automate simple and advanced research
- Access 100MM+ global consumers
- Field surveys in 24 hours or less

Our automated insights platform

FULL LIFECYCLE INSIGHTS HAVE NEVER BEEN MORE ACCESSIBLE

Our platform does it all. Find and segment your audience, design advanced and comprehensive surveys, and collect and organize your findings to advance your ideas. Looking to satisfy your curiosity? Our platform can help!

LEARN MORE

THE PREDICTIVE SAMPLE ENGINE

Find your audience anywhere

- Get real-time feedback on cost, availability, demand, and turnaround
- Target by demographic, psychographic, and personality traits
- Build custom quotas or mirror census data for gen pop studies

THE SURVEY AUTHORING TOOL

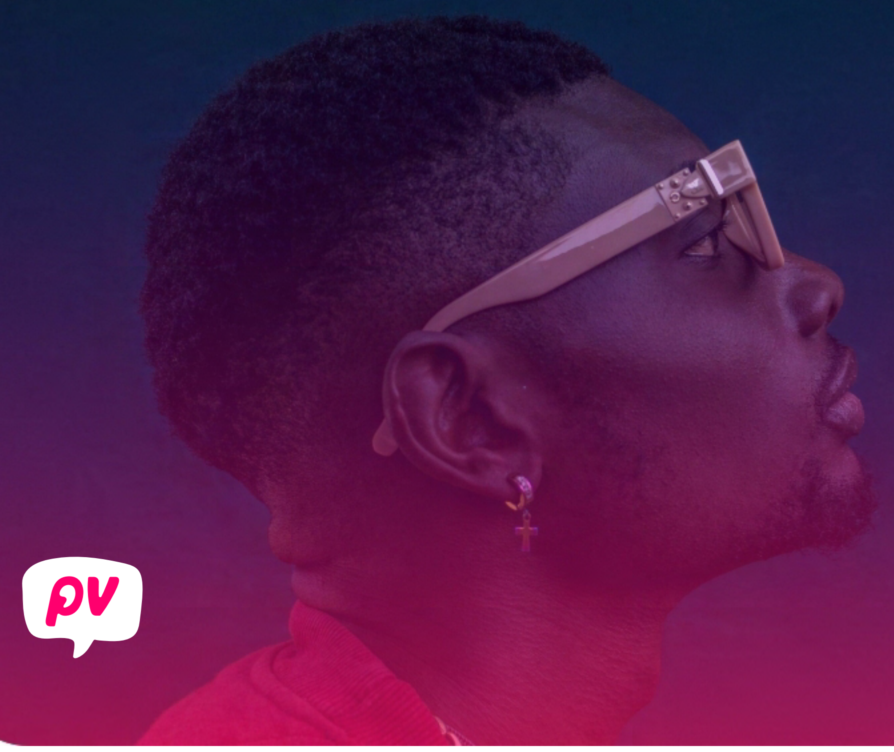
Get on the same page with everyone

- Build with a growing library of quant and qual question types
- Drag, drop, copy, paste, and rearrange your survey with ease
- Leverage powerful survey logic and built-in best practices

THE INSIGHTS AND ANALYSIS DASHBOARD

Tell the story of your data

- Conduct advanced analysis in real-time after launching surveys
- Build custom charts and stunning visualizations for better storytelling
- Share your findings with stakeholders and export your data in any format



We do panel differently

LESS LIKE A COMMODITY, MORE LIKE A COMMUNITY

We pay cash for quality responses, and have continued to organically grow our proprietary panel, PaidViewpoint solely through the recruiting power of happy respondents.

WE TREAT YOUR AUDIENCE WITH RESPECT

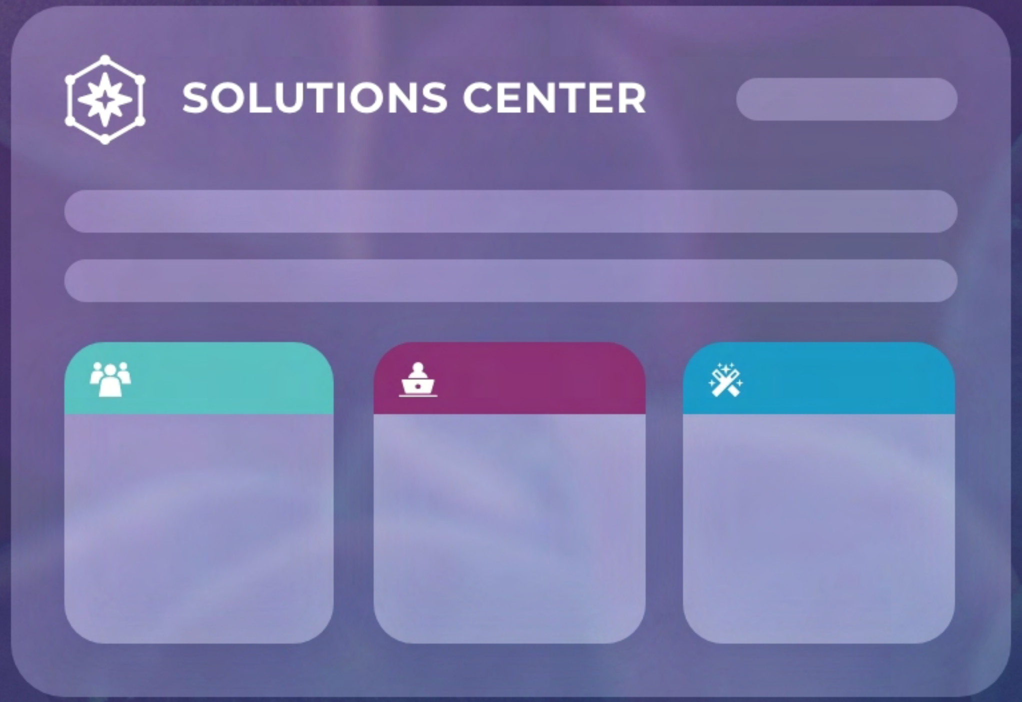
So in return they'll give you high-quality data. It's also the reason they continue to rank PaidViewpoint the #1 survey-taking site through organizations like SurveyPolice.

Solve for every stage of research

A LIBRARY OF AGILE SOLUTIONS

We have A LOT of really powerful pre-built solutions, and our Solutions Center puts them right at your fingertips.

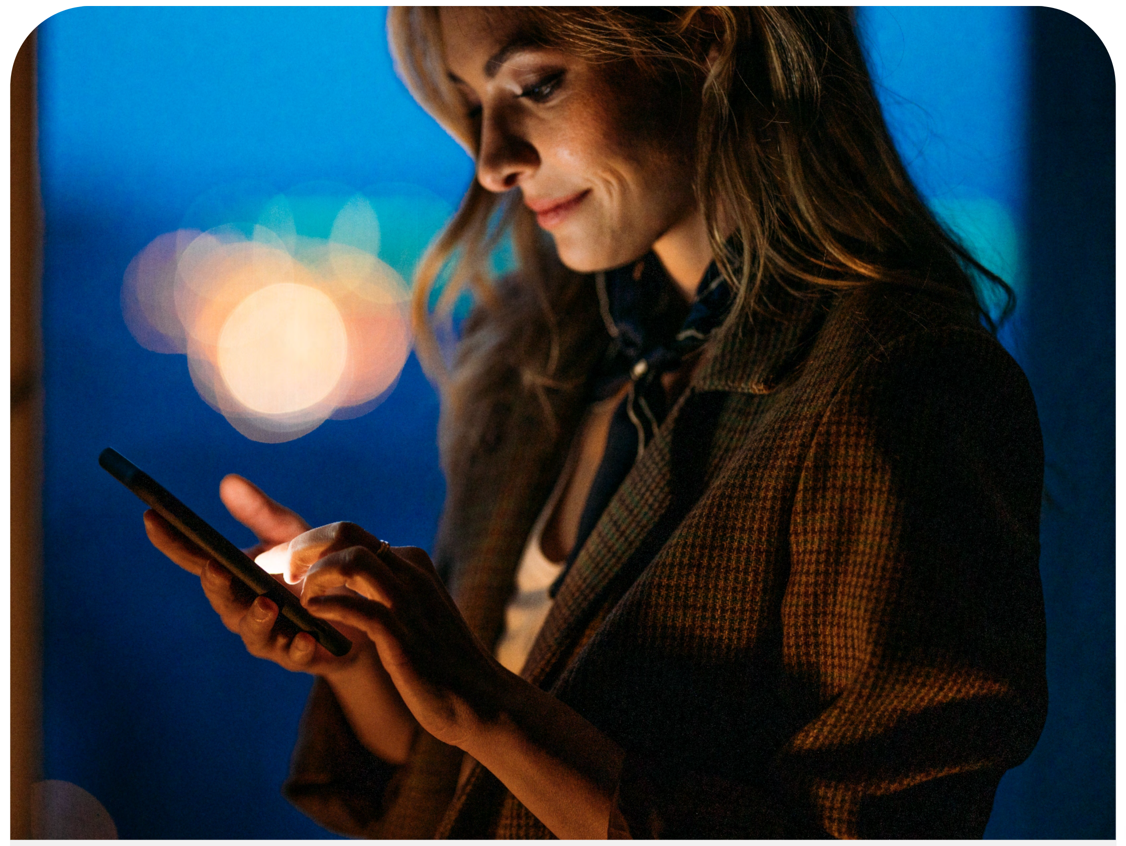
- PRODUCT DEVELOPMENT
- MARKET LANDSCAPE
- CONSUMER EXPERIENCE
- ADVERTISING AND MESSAGING
- BRAND INSIGHTS
- BUSINESS STRATEGY



Partner with the experts from aytm

FROM TRAINING AND EMPOWERMENT TO FULL-SERVICE SOLUTIONS

We're here to partner and consult with you, not just serve you tech. Members of our service team have worked with other teams at Amazon as well as other brands just like yours—we understand and empathize with your needs.



FULL SERVICE

Service with a consultative mindset

From survey design to full analysis and reporting deliverables, we've got your back. Our market research experts are eager to understand your goals and challenges.

ASSISTED DIY

Empower more agile insights

When your survey needs are a bit more complex or your bandwidth may not allow for a DIY approach, we are here to lend support and instill confidence.

TRAINING & ENABLEMENT

A trusted guide for your agile journey

Online courses to boost your knowledge, on-call support to ensure surveys are launched with accuracy, and end-to-end consulting to scale your success.

Let's talk

We get it: There's a lot on your plate! But if you're interested in learning more about how aytm can help empower your curiosity, reach out! We'd love to walk you through the platform.

GET IN TOUCH