
# The Grocer : Franchise & Fascia

Research on behalf of The Grocer – May 2018

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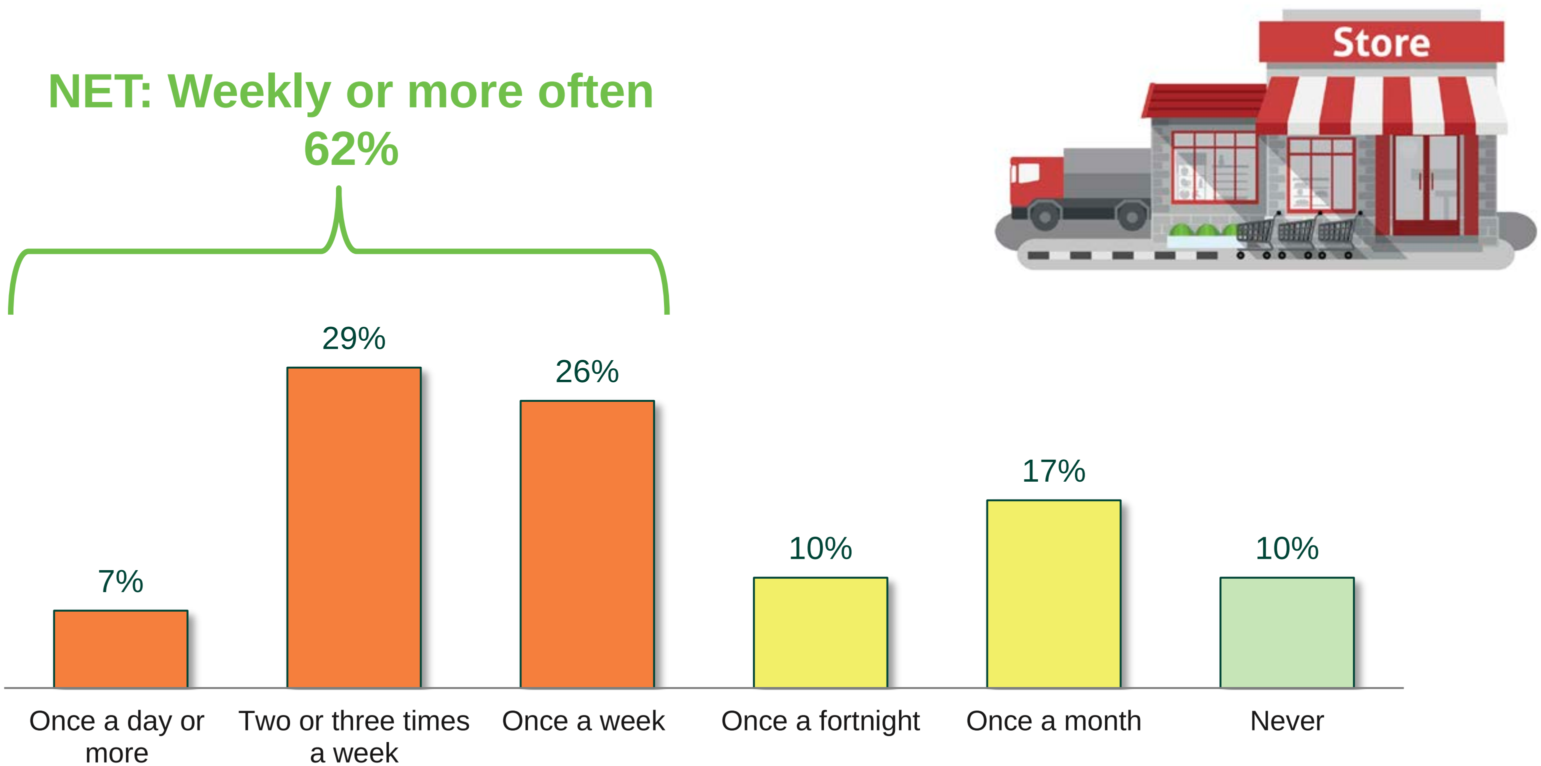
# Over 6 out of 10 (62%) respondents visit their local convenience store at least weekly

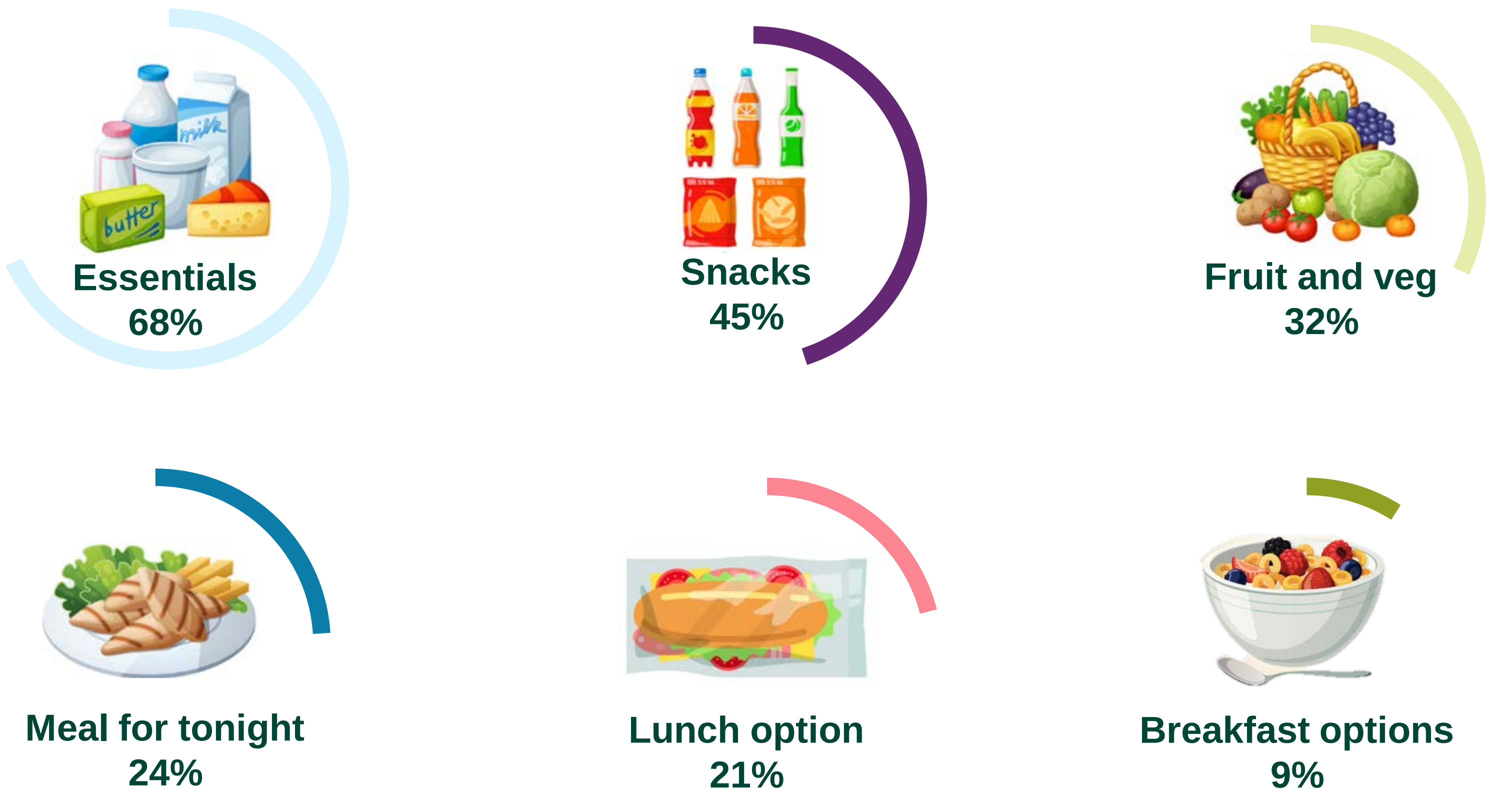
Frequency of visiting convenience stores




Q1. How often do you visit your local convenience store? Base: n= 2,090

## When visiting a local convenience store, essentials such as bread, milk and cheese are the most sought after items (68%), followed by snacks (45%).

### Most regular items sought after

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Q2. When visiting your local convenience store, which of the following **three** do you most regularly look for? Base: n= 1,887

# Over half of those who shop at their local convenience store would be interested in purchasing healthy options (51%), this is significantly higher amongst women (58%) compared to men.

## Interest in healthy options

**51%** would be interested in purchasing healthy options

- Definitely would buy: **16%**
- Probably would buy: **35%**

**32%** are uncertain

**18%** would not buy healthy options

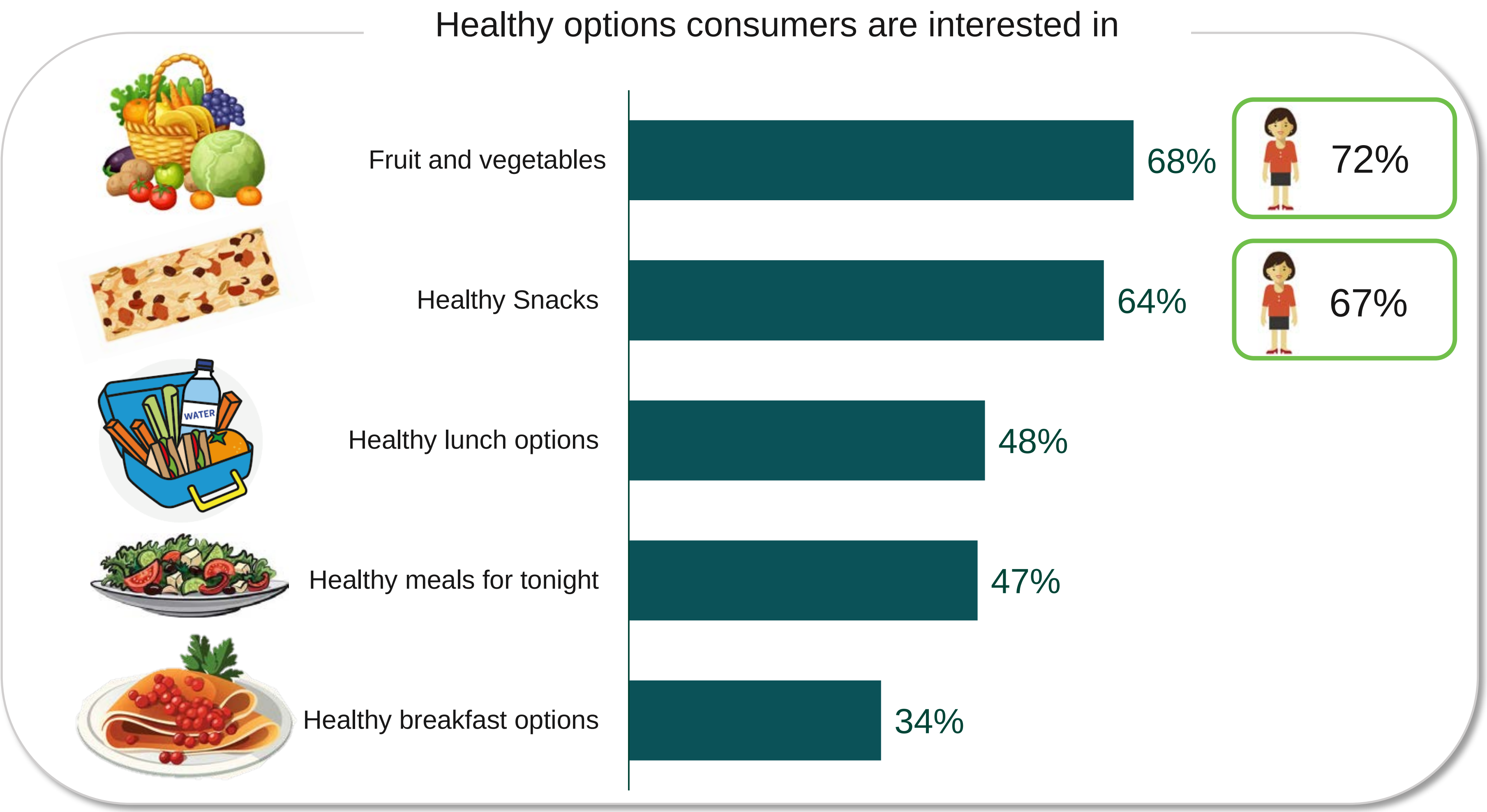
- Probably would not buy: **12%**
- Definitely would not buy: **5%**

58%

43%

Q3. Thinking again about when you visit your convenience store, how interested would you be in purchasing healthy options? Base: n= 1,887

# For those interested in purchasing healthier options, fruit and vegetables would be the most sought after (68%), followed by healthy snacks (64%). Women are significantly more likely than men to be interested in these two options.

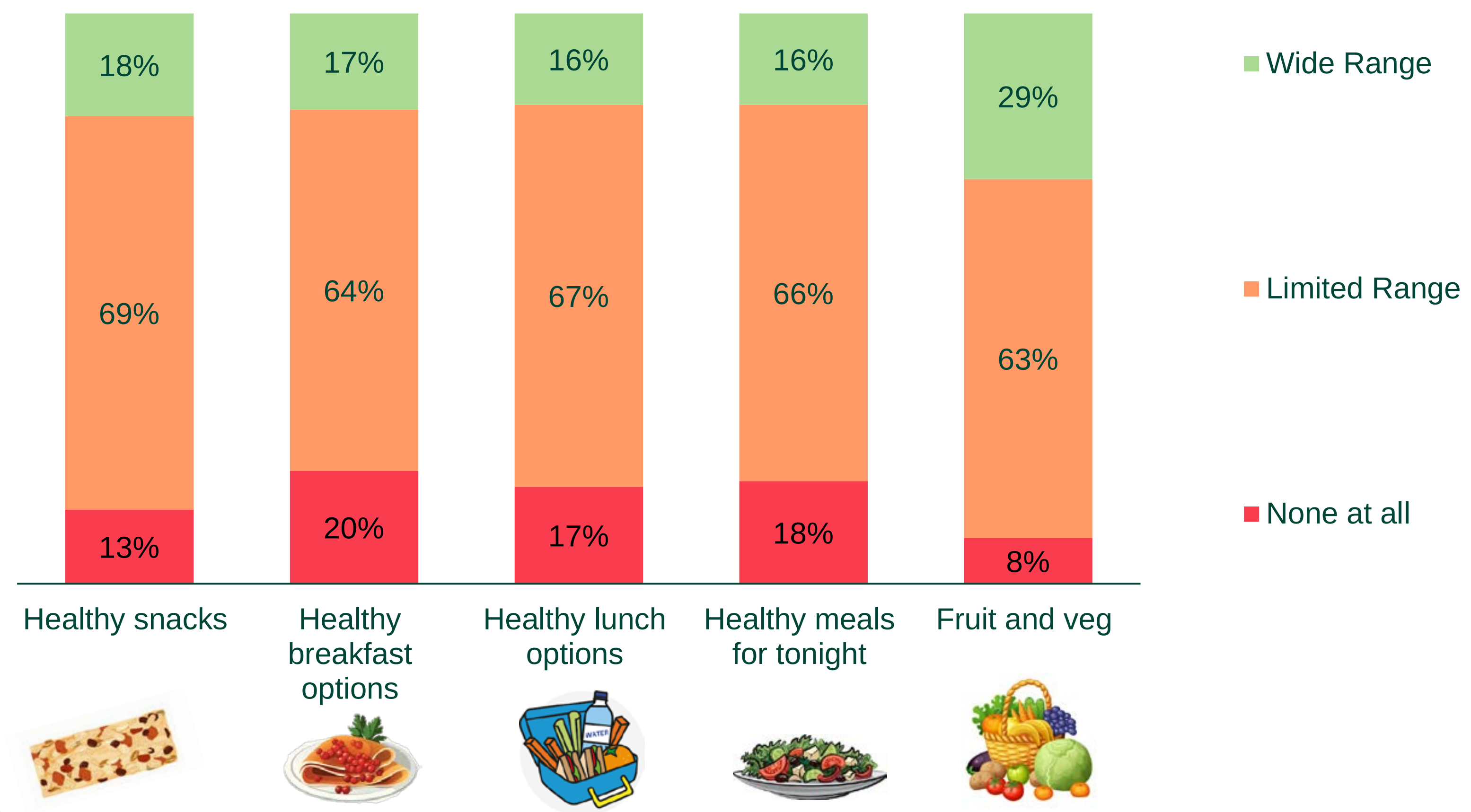





Q4. Which healthy options would you be interested in? Base: n= 954

Between 60% and 70% of consumers say their local convenience store has a limited range of healthy options. The healthy option perceived to be offered most commonly is fruit and veg (29% believe their c-store has a wide range of fruit and veg).

Current convenience store offerings

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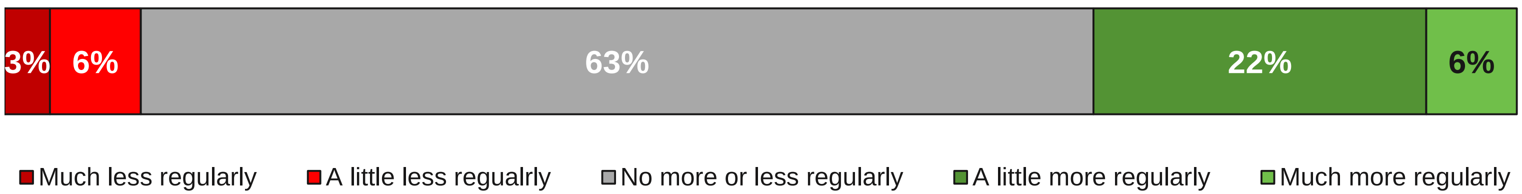
Q5. To what extent does your local convenience store offer each of the following? Base: n= 1,887

# Nearly 3 in 10 (28%) would shop at their local convenience store more regularly if a greater number of healthy options were available.

## Future consideration of shopping for healthy options



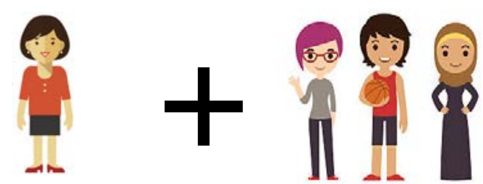

### LESS regularly

# 8%

Men are significantly more likely to want to shop at their local convenience store less regularly (10%) if there was an increase in the number of healthy options stocked.

### MORE regularly

# 28%



Women and those aged 25-34 are the most likely to say they would shop more regularly at their local convenience if there was a greater selection of healthy options available (32% and 41% respectively).

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Q6. If your local convenience store offered more healthy options, how much more or less regularly would you shop there? Base: n= 2, 090

# Key take outs…

- Over **6 out of 10 visit their local convenience store at least weekly** or more often.
- **Essentials (milk, bread, cheese etc) are the most sought after items** that consumers are looking for when visiting their local convenience store, followed by snacks.
- There is a **large amount of interest** (51%) in convenience stores **stocking healthy options,** so there is clearly a market for healthy options to be offered by c-stores.
- Consumers (particularly females) are most interested in seeing **a greater selection of fruit and vegetables and healthy snacks** available in their local convenience store. With less than 3 in 10 saying their local convenience store has a wide range of fruit and veg, and only 18% who say their convenience store has a wide range of healthy snacks, targeting these specific areas could be a starting point for c-stores if they are planning to **increase their healthy range**.
- Nearly three in ten (28%) of consumers show an **interest for shopping more regularly** at their local convenience store if **more healthy options** were available, therefore convenience stores could consider expanding their range of healthy foods if they want to draw in more customers, particularly women and 25-34s.

# Appendix

Approach & Demographics

# Approach and Panel

- We conducted an ***online omnibus survey*** with ***2,090 adults*** aged ***18+*** across ***England***, ***Scotland***, and ***Wales*** between ***30th April – 4th May 2018.***

- The survey took place using our sister-company ***toluna.com online panel*** which consists of members of the ***general public*** who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, ***we are able to rapidly survey large numbers of the general population*** and accurately ***represent the views of the nation***.

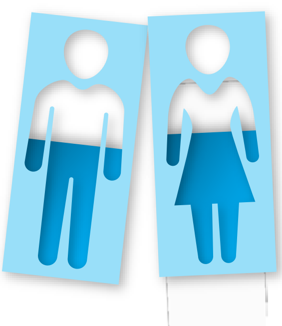
# Omnibus Audience

A representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK

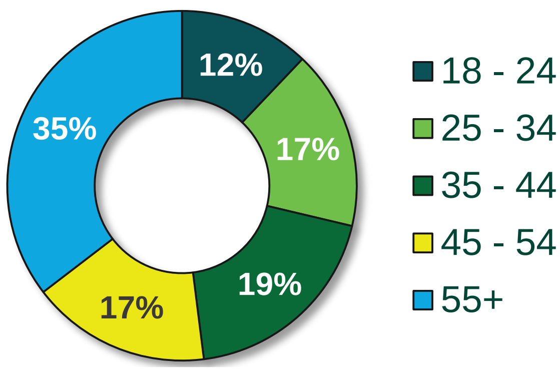
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile.  The audience profile is detailed below.

**Gender**

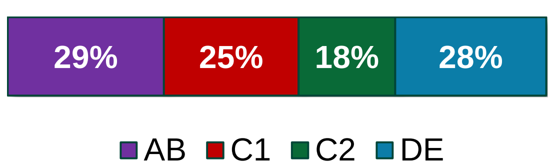


49% 51%

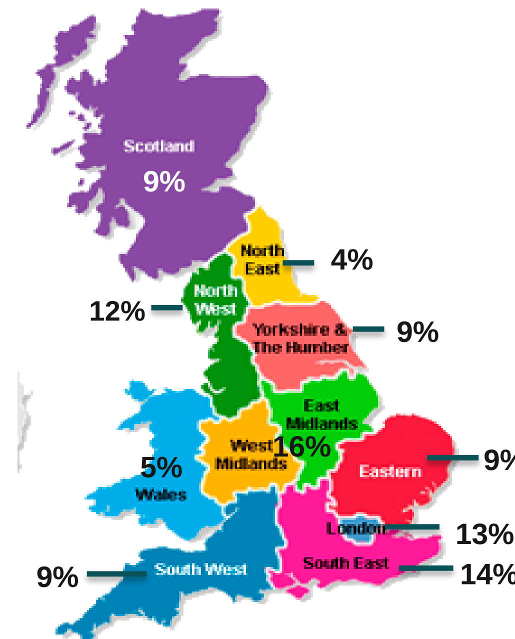
**Age**




**Social Grade**




**Region**



## For further information about this study, please contact:

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