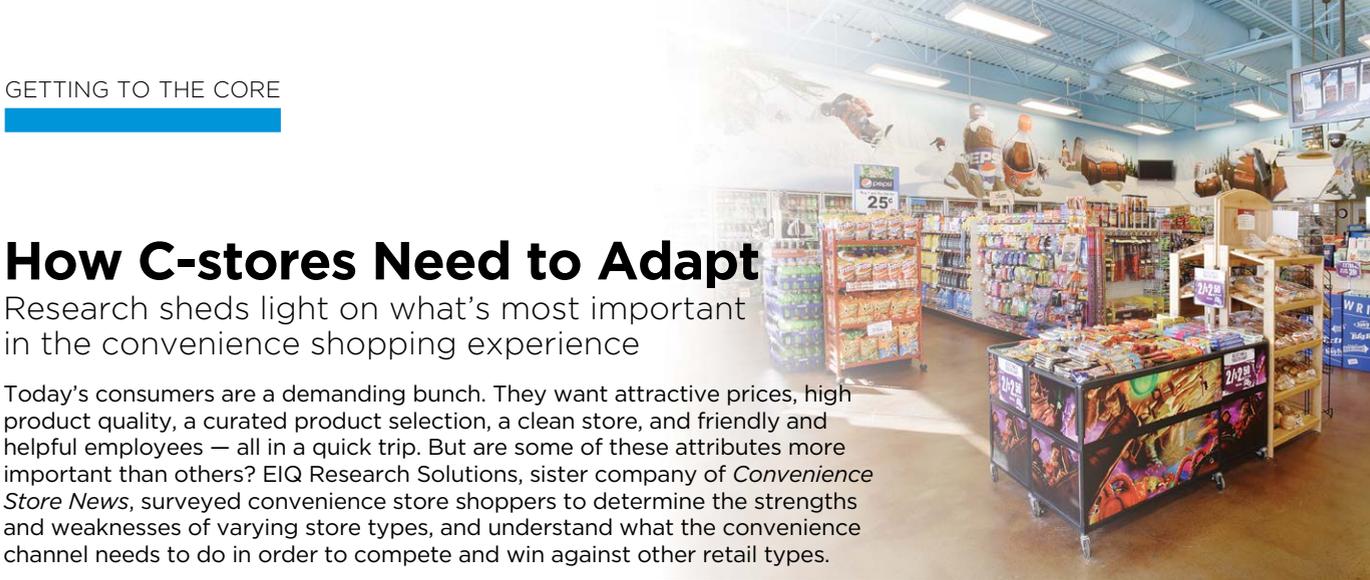


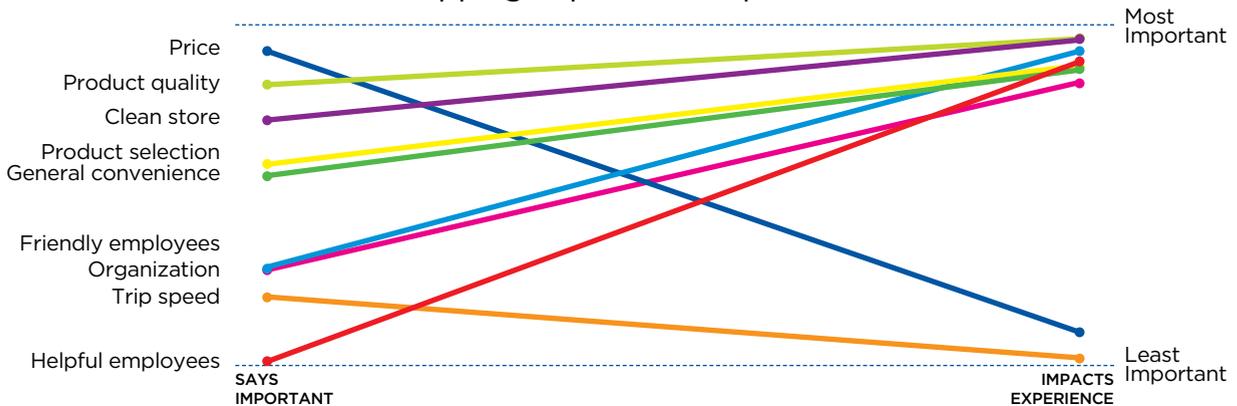
How C-stores Need to Adapt

Research sheds light on what's most important in the convenience shopping experience

Today's consumers are a demanding bunch. They want attractive prices, high product quality, a curated product selection, a clean store, and friendly and helpful employees — all in a quick trip. But are some of these attributes more important than others? IQ Research Solutions, sister company of *Convenience Store News*, surveyed convenience store shoppers to determine the strengths and weaknesses of varying store types, and understand what the convenience channel needs to do in order to compete and win against other retail types.



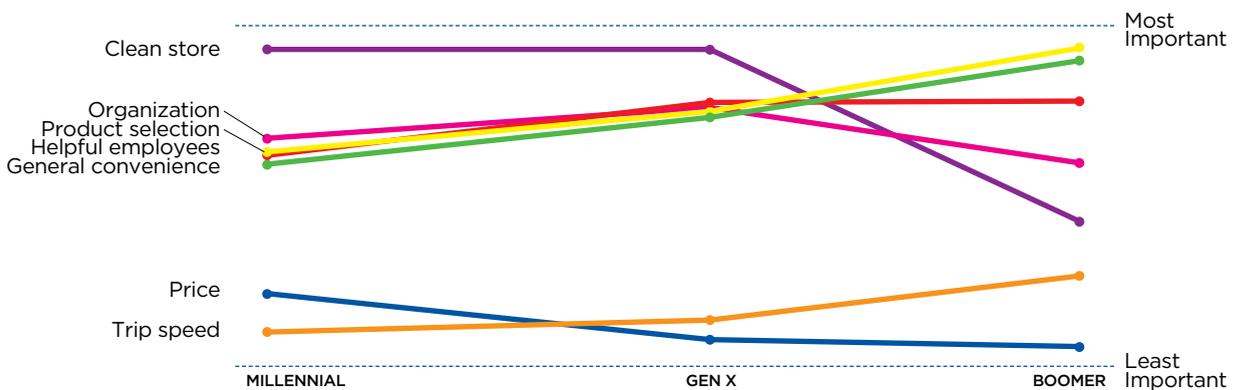
Shopping Experience Importance



Key Takeaway

Price is often misunderstood, as price can be a barrier to purchase, but is rarely a driver in customer experience. Friendly and helpful employees who keep the store organized and clean, however, are a low-cost method to provide a positive shopping experience.

Shopping Experience Importance by Generation



Key Takeaway

We can see why convenience stores have had so much success among baby boomers: they are less impacted by price, organization and cleanliness of stores, and place more emphasis on convenience and speed. To cater to millennials, however, more care must be placed on cleanliness and price to see similar success with younger shoppers.



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit www.cvcoreinsights.com.



Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent first approach. Visit prodegemr.com/ensembleiq for more info.