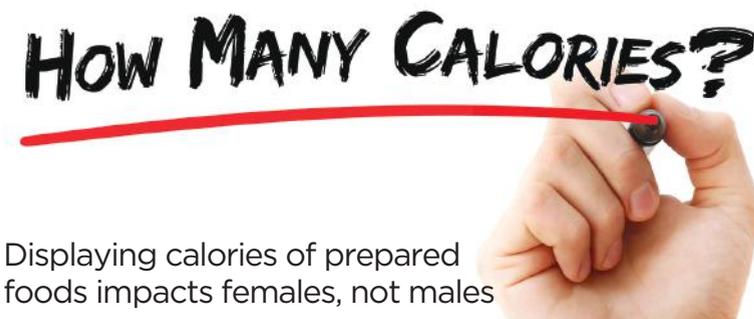


Does Displaying Calories Change Purchase Behaviors?

A menu simulation finds one gender does buy differently when faced with calorie counts

EIQ Research Solutions, sister company of *Convenience Store News*, surveyed convenience store shoppers to understand how, if at all, purchase behaviors of c-store prepared food might differ if shoppers are given calorie counts for the offerings. Participants were presented with a menu of c-store prepared food items and asked to purchase food for dinner from the menu. Half of the sample saw a menu with calorie counts, while the other half did not.



Displaying calories of prepared foods impacts females, not males

MENU WITH CALORIES	ITEM TYPE	MENU WITHOUT CALORIES
Only females varied in calories in terms of sides, dessert and in total.		
1,065	Entree	1,192
663 (711)	Sides	762 (907) ♀
235 (225)	Dessert	284 (368) ♀
1,964 (1,969)	Total	2,238 (2,488) ♀

MENU WITH CALORIES	# OF ITEMS PURCHASED	MENU WITHOUT CALORIES
Quantity of items purchased, overall and unique items, does not change. This means females are exchanging items, not necessarily reducing purchases.		
7.37	Total	8.02
4.04	Unique	4.44

MENU WITH CALORIES	SPEND	MENU WITHOUT CALORIES
Only dessert items have a lower spend among females.		
\$10.85	Entrée Spend	\$11.93
\$5.20	Side Spend	\$5.75
\$1.01 (\$0.98)	Dessert Spend	\$1.28 (\$1.64) ♀
\$17.06	Total	\$18.96

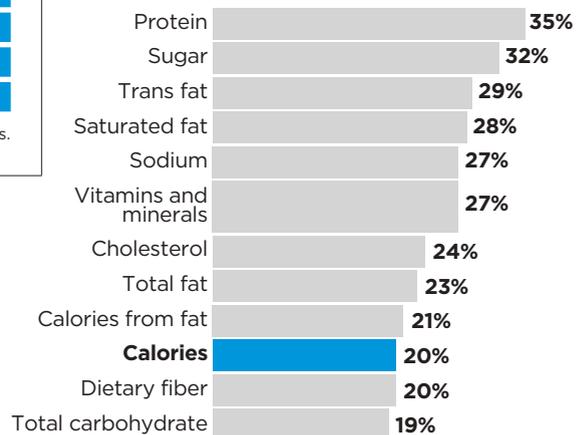
Menu with calories: n=235, Menu without calories: n=241. Data in parenthesis is among females.

So What?

Convenience store shoppers don't place much emphasis on calories of c-store prepared food offerings. However, women, not men, are changing their purchase behaviors to reduce calories of prepared food meals at convenience stores. They are not necessarily buying less, just buying differently. This means that, when providing calories, offering healthier options can help maintain spend among females.



Impact on Purchase



(n=476)



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.cvcareinsights.com.



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