



Make It Fast, Make It Friendly

Speed of service still reigns supreme among convenience store shoppers

With all of today's talk about consumers wanting "an experience" when shopping, convenience store customers still want "convenience" first and foremost from the channel. EIQ Research Solutions, an EnsembleQ sister company of *Convenience Store News*, recently surveyed 500 consumers who shop a convenience store at least once a month to find out what attributes are most important to them when shopping at a c-store and how c-stores stack up against competitors like grocers, drugstores, dollar stores, restaurants and coffee shops. Among the findings: 85 percent of c-store shoppers say speed of checking out is most important to them.

How important are the following to you when shopping at a convenience store?
(percent responding extremely important or very important)

Speed of checking out	85%
Friendliness of employees	76%
Helpfulness of employees	69%
Employee product knowledge	50%

At the high end of the impatient scale: Silent Generation c-store shoppers — 95% surveyed say a speedy checkout is most important.

Base: 501 consumers who shop a convenience store at least once a month
Source: EIQ Research Solutions

74% vs. 66%
The percentage of female convenience store shoppers vs. males who place a high importance on the helpfulness of a c-store's employees.



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The friendliness of a c-store's employees matters most to shoppers aged 35 to 44 — 82% surveyed in this age bracket say friendliness is most important vs. 76% overall.

Thinking about general speed of service, how do convenience stores compare to each of the following?
(percent responding c-stores are much better or slightly better)

Grocery store prepared foods/deli section	51%
Fast-casual restaurants (Panera, Chipotle, etc.)	48%
Fast-food/quick-service restaurants	47%
Coffee shops (Dunkin' Donuts, Starbucks, etc.)	45%

About half of c-store shoppers think the convenience channel is superior in speed of service vs. other foodservice providers.

Base: 501 consumers who shop a convenience store at least once a month
Source: EIQ Research Solutions

Roughly three-quarters (74%) of convenience store shoppers feel that c-stores deliver a **better checkout speed** than mass-merchandisers, and more than half think c-stores out-checkout grocery (58%), drug (58%) and dollar stores (54%).



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 www.prodegemr.com for more info.