

Nutritionally Minded, Sort Of

Convenience store shoppers show some interest in calorie/nutrition information

Four in 10 convenience store shoppers say they usually or always review the calorie/nutrition information of non-packaged food items at grocery stores, but less than 25 percent do the same when they're shopping at a c-store. EIQ Research Solutions, an EnsembleIQ sister company of *Convenience Store News*, recently surveyed 500 consumers who shop a convenience store at least once a month to learn about the role nutrition information plays in their eating and purchasing habits. Among the findings: When c-store shoppers do review nutrition information, they are most concerned with the sugar content of their food.



How many calories are you supposed to be consuming on a daily basis?

1,000-1,999 (net)	47.41%
2,000-2,999 (net)	45.63%
3,000-3,999 (net)	4.53%
4,000-9,999 (net)	2.43%

How confident are you that this is correct?

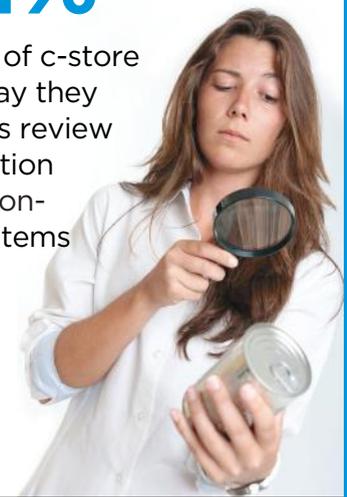
This is just a guess, I don't really know	22.90%
I think this is correct	14.07%
I am fairly certain this is correct	29.05%
I am very confident this is correct	22.13%
I am 100% positive this is correct	11.86%

C-store shoppers aren't overly confident when it comes to knowing their recommended daily calorie intake.

Base: 506 consumers who shop a convenience store at least once a month
Source: EIQ Research Solutions

24.84%

The percentage of c-store shoppers who say they usually or always review the calorie/nutrition information of non-packaged food items at convenience stores. This is compared to 45.98% who say they rarely or never do so.



Convenience store shoppers rated the importance of having calorie/nutrition information for non-packaged foods (i.e., prepared and fresh items) visible at the time of purchasing at a **6.68 on a scale of 1 to 10**, where 10 is extremely important and 1 is not at all important.

Which of the following do you typically look for on nutrition labels?

Calories overall	60.72%
Calories from fat	33.21%
Total fat	37.95%
Saturated fat	36.64%
Trans fat	31.45%
Cholesterol	29.80%
Sodium	47.00%
Total carbohydrates	33.30%
Dietary fiber	23.07%
Sugar	64.36%
Vitamins/minerals	25.56%
Other	6.87%

When they do review labels, c-store shoppers appear to be most concerned with the sugar content of their food, followed by calories and sodium.

Base: 506 consumers who shop a convenience store at least once a month
Source: EIQ Research Solutions



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.