

Resolutions for a Healthier 2018

C-store shoppers place importance on maintaining a healthy diet and lifestyle

It seems convenience store shoppers have caught the health and wellness bug. EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed consumers who shop at a c-store at least once a month and found that nearly 90 percent say it is extremely or somewhat important for them to maintain a healthy diet and lifestyle. Additionally, more than one in four report they have stronger feelings about health and wellness than they did a year ago.

How important is it for you to maintain a healthy diet and lifestyle?

Not at all important	0.2%
Somewhat unimportant	3.2%
Neither important nor unimportant	7.0%
Somewhat important	54.2%
Extremely important	35.4%

Baby boomers (41.4%), more than any other generation, say it is extremely important for them to maintain a healthy diet and lifestyle.

How does this compare to one year ago?

A year ago, it was more important	6.2%
It was the same a year ago	51.0%
A year ago, it was less important	42.8%

Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions

Only **23%** of c-store shoppers who made 2017 resolutions to improve their health or diet report that their efforts went very well or excellent.



48.2% The percentage of convenience store shoppers who say they are making resolutions for 2018 to improve their health or diet.

37.4% The percentage of c-store shoppers who say they made a resolution at the start of 2017 to improve their health or diet.



Are you making resolutions for 2018 to improve your health or diet?

Yes	48.2%
No	27.6%
Unsure/Undecided	24.2%

More than any other demographic tracked, Hispanic c-store shoppers (64.4%) are resolved to make changes this year.

Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions



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