

Coming to the Rescue of the Time-Starved

What do consumers think of today's expanding array of convenience-oriented services?

There may be 24 hours in a day, but many consumers would say that's still not enough time for them to accomplish all they need to in their lives and have some free time leftover to enjoy. Coming to the rescue of time-starved consumers, retailers are rolling out an array of convenience-oriented services, such as click-and-collect, curbside pickup, home delivery and fuel delivery. 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 gauge their interest in such services, should their favorite c-store start offering them.



Thinking about any products you may purchase from a convenience store, how likely would you be to use each of the following methods if offered? (percent responding definitely would or probably would)

Click-and-collect with in-store pickup (order online, then pick up items in the store)	47%
Click-and-collect with curbside pickup (order online, go to store, then products are brought to your car)	46%
Home delivery (order online, then products are brought to your home same day)	37%

Base: 500 consumers who shop a convenience store at least once a month
Source: EIQ Research Solutions



\$5.17

The mean amount convenience store shoppers would expect to pay for home delivery.



39%

The percentage of c-store shoppers who say they definitely would or probably would utilize on-demand fuel delivery if offered at a reasonable price by their local c-store.

What types of products would you consider purchasing in this way?

	CURBSIDE PICKUP	HOME DELIVERY
Prepared foods	62%	64%
Packaged foods	55%	58%
Fresh bakery items	49%	50%
Prepared beverages	48%	37%
Non-alcoholic bottled or canned beverages	43%	45%
Alcoholic beverages	30%	36%
Non-food/beverage items	29%	40%
Cigarettes & other tobacco products	22%	22%
Lottery	16%	15%

Base: 500 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 www.prodegemr.com for more info.



About one-third of c-store shoppers (33%) say they would use **in-home delivery** if offered, where products are physically brought into your home even if you're not there.