

SNAPSHOT SURVEY Q1 2024: CONVENIENCE STORE SHOPPING HABITS

OUR QUARTERLY
RESEARCH REPORT
INTO CONSUMER &
SHOPPER BEHAVIOUR





DISCOVER HOW CONSUMERS USE CONVENIENCE STORES AND WHY. FIND OUT WHAT MOTIVATES THEM TO BUY YOUR BRAND IN THIS SPACE.

The S2 Snapshot Survey on convenience store shopping habits will run during Jan/Feb 2024, with reporting within one month.

As a sponsor, you will benefit from:

- Insights from an **online survey** to a nationally representative sample of **2,000 adults in the UK**.
- Full access to the insights from a set of **12 core questions**, which will also be visible to other sponsors.
- **10 of your own bespoke questions**, specifically related to your brand and the convenience store shopping habits topic. These could include images of collateral, etc.
- Selected insights from the core questions will form part of our thought leadership paper; insights from your bespoke questions will be visible only to you.
- **Full data tables in CSV or Excel format.**
- A fully **art-worked insights report** containing the core findings as well as your own bespoke data.
- An opportunity to **promote your brand by being cited as a sponsor in a press release**, S2 collateral and social media campaign.
- **Getting ahead of your competition** in 2024.

S2 will work with you to discuss your specific requirements.

Sponsorship cost £7,500 (excl. VAT)

Convenience Store Shopping Habits

How often do you shop at convenience stores?

- Daily
- 2-3 times a week
- Once a week
- 2-3 times a month
- Rarely
- Never

Which of these stores do you shop at, and how often?

- Budgens
- Co-op
- Costcutter
- Little Waitrose
- Londis
- Mace
- M&S Simply Food
- McColls/RS McColls
- Morrisons Daily
- Nisa
- One Stop
- Premier
- Sainsbury's Local
- Spar
- Tesco Express
- Asda Express
- Independent store (unbranded)

On average, how much time do you spend in a convenience store per visit?

- Less than 5 minutes
- 5-10 minutes
- 10-15 minutes
- 15-20 minutes
- More than 20 minutes

Convenience Store Shopping Missions

When you shop at a convenience outlet, is it usually:

- Your routine shop to buy groceries for the week or month?
- A top up shop, i.e. supplementing your regular grocery shop with one or two items that are everyday essentials?
- An event purchase or upcoming occasion purchase e.g. snacks and drinks for friends coming around to watch a sports game.
- An impulse purchase i.e. a spontaneous spur of the moment, such as buying late night chocolate at the weekend.
- An emergency purchase i.e. have run out of an everyday essential, for example milk / bread.

Thinking about the following, what is the main driver of your convenience shop (rate each of the below from one to five):

- Time i.e. I choose a convenience outlet because it saves me time; it's a quick and easy shop.
- Money i.e. I choose a convenience outlet because it's cheaper than me going elsewhere.
- Energy i.e. I choose a convenience outlet because of the ease of shopping there.

How much do the following aspects play a role in your choice of convenience store?

- How the store is organised, the placement and size of aisles, and the overall layout.
- Attractive promotions, discounts, or special offers.
- Promotional displays or signage located near the checkout area.
- The availability and presentation of chilled and refrigerated products.
- ATMs or cash machines within the store.
- A Post Office offering the full range of services.
- Parcel drop-off/pick-up point.
- The ability to buy lottery tickets in-store.
- Click and collect service available.
- Store offers a loyalty scheme/card.
- Store is part of a petrol station/service station.
- The friendliness and helpfulness of the store's staff.
- The general ambiance and atmosphere.
- You can usually get everything you are looking for.
- The presence and usability of technology within the store, such as self-service checkouts.
- The cleanliness and hygiene standards within the store.
- Environmentally friendly practices and products.
- The store's online presence and availability of online services.
- Involvement in and support for local community initiatives.
- Reviews and ratings from other customers influencing your decision.

Product Preferences

Which product categories do you most frequently purchase from convenience stores?
(Select up to three)

- Snacks/confectionery
- Newspapers/magazines
- Soft Drinks
- Beer/ cider
- Wine
- Spirits
- Fresh produce
- Dairy products
- Frozen foods
- Tobacco/vape
- Household essentials
- Toiletries
- Over-the-counter medicines
- Other (please specify)

How satisfied are you with the variety and quality of products available in convenience stores?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Payment and Technology

What payment methods do you prefer when shopping at convenience stores?
(Select all that apply)

- Cash
- Debit card
- Credit card
- Mobile payment apps (e.g., Apple Pay, Google Pay)
- Contactless payments
- Other (please specify)

Have you used any loyalty programs or apps offered by convenience stores?

Barriers to Shopping in Convenience Stores

What factors discourage you from shopping at convenience stores? (Select all that apply)

- Higher prices compared to other retailers
- Limited product selection
- Poor quality of products
- Inconvenient location
- Unpleasant atmosphere
- Inadequate parking facilities
- Other (please specify)

Have you ever considered using alternative shopping methods, such as online grocery delivery services, instead of visiting convenience stores? If yes, what are the main reasons?

Are there any specific changes or improvements that would make you more likely to choose convenience stores for your shopping needs?

Future Trends

In your opinion, how do you see the role of convenience stores evolving in the future? (e.g., technological advancements, product offerings, sustainability initiatives)

Would you be interested in trying new services or features offered by convenience stores, such as in-store technology, delivery services, or meal kits?

Core questions to be finalised following input from our sponsors.

INTERESTED?

GET IN TOUCH WITH OUR TEAM OF EXPERTS

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