

# Convenience Voices

Region Shopper Report  
Excerpt



# NACS Region 1



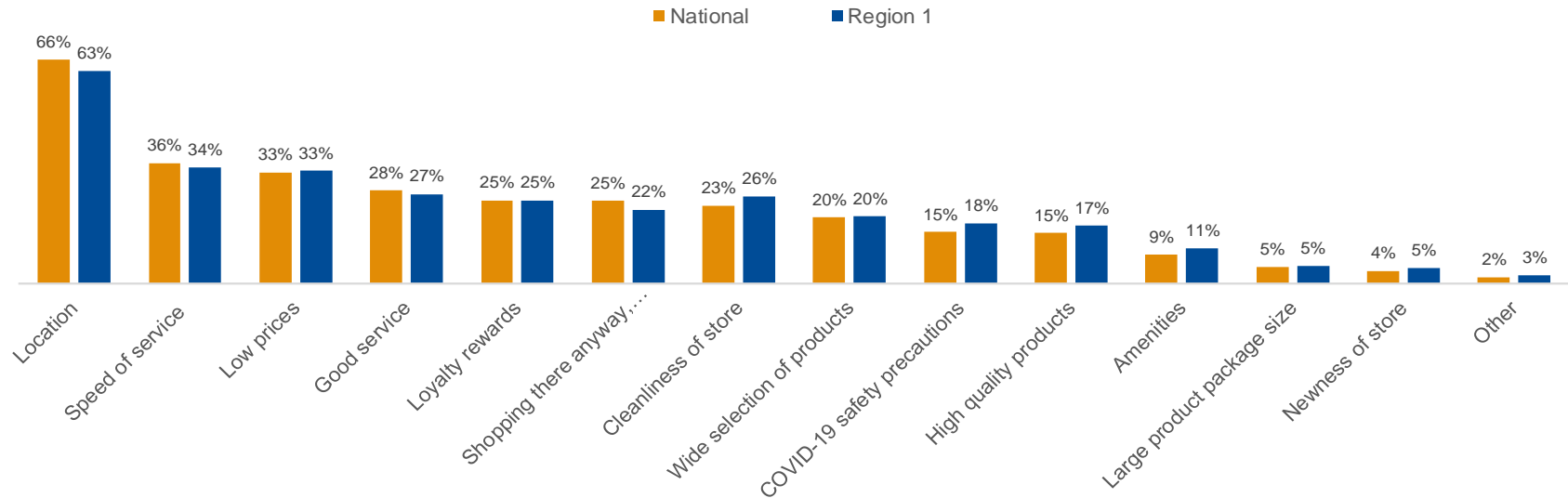
The data summarized in this report is based on an aggregate of convenience retail shoppers that purchased fuel or products/ services from convenience stores in NACS region 1, represented by the northeast United States.



# Why do region 1 consumers shop convenience?



Region 1 consumers are more likely to **shop convenience for cleanliness and COVID-19 safety** precautions compared with the national average

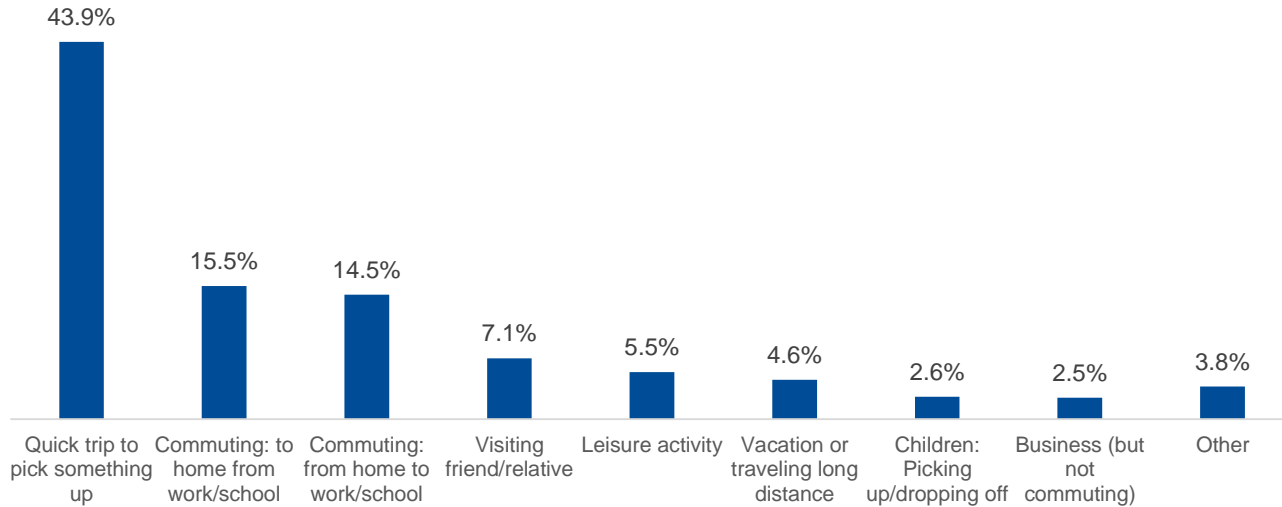


Question: You mentioned you've purchased products at a convenience store in the past two weeks. What influenced you to purchase from that retailer/location? If you purchased at multiple locations, think about the retailer/location you purchased from most recently.

N = 1206

# Region 1 commuting trips are greatly reduced, but quick trips are up

## Trip type during convenience store visit



- **79% of shoppers on a quick trip to pick something up choose a store based on location**, more than double the next closest reason for choosing a specific store.
- Trips related to **visiting someone and children pick-up/drop-off** are more likely to be **sensitive to COVID-19 safety precautions** compared to other trip types.

Question: Which of these statements best describes the trip when you visited <Convenience Store>?

N = 1628

# Region 1 shoppers are most likely to purchase another item when buying commissary

Product category purchase frequency (any channel)

Category	Percentage Purchased
Candy	50.9%
Salty Snacks	50.8%
Cold or Frozen Dispensed Beverages	47.6%
Packaged Beverages	40.6%
Prepared Fast Food	40.1%
Hot Ready-to-Drink Beverages	40.0%
Tobacco Products	38.1%
Commissary	22.4%
Beer	19.0%

Question: In the last two weeks which of the following products did you purchase?

N = 1741

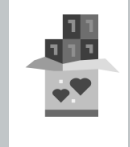
- The items **most frequently purchased with commissary** include:



Salty snacks



Cold dispensed beverages

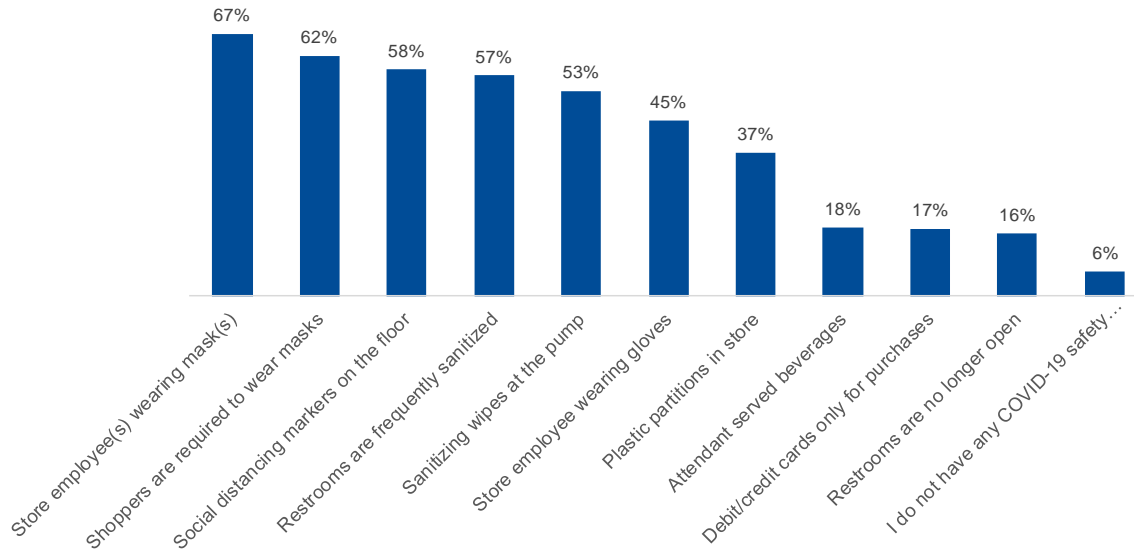


Candy

- **Tobacco products and hot dispensed beverage** purchases are **least likely** to include the **purchase of other products**.
- **Cold dispensed beverages** are most frequently **sold in tandem with candy & salty snacks**.

# Most region 1 shoppers expect both employees and shoppers to wear masks

## COVID-19 safety precaution expectations



- “Great store and happy with Covid 19 regulations. Masks and gloves everywhere”
- “Tip-top Covid standards make me feel safe”
- “Every trip in I feel safe and healthy and have never had an instance where I feel uncomfortable going inside”
- “They keep the store very clean and completely up to date on Covid 19 procedures”

Question: What type of COVID-19 safety precautions do you expect at convenience stores?

N = 1741