

The State of C-store Loyalty

Opportunity exists in making rewards easier to achieve and more enticing

Today's "convenience" game brings a crowded field of players. With the coronavirus pandemic prompting the widespread rollout of mobile/online ordering, curbside pickup, delivery and drive-thru across retail channels, the importance of building brand loyalty has perhaps never been stronger. According to the findings of the *2021 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month, two in five shoppers say they are currently enrolled in a convenience store loyalty program and actively use it, while 8 percent are enrolled but do not use their membership. Other findings include:

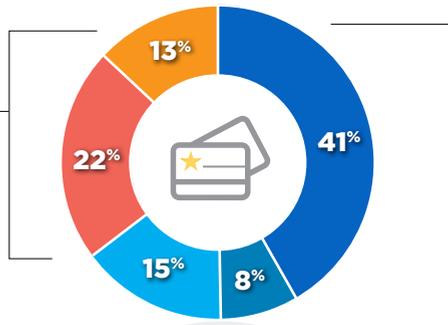


Among shoppers who say their preferred convenience store does not offer a loyalty program, 22% indicate they would enroll if a program was made available.

35%

No, convenience store shopped most often does not have a loyalty program

If they did I would enroll
Would not enroll even if they did



64%

Yes, convenience store shopped most often has a loyalty program

I am enrolled and actively use
I am enrolled but do not use
I am not enrolled

More than THREE-QUARTERS of those shoppers who actively use a c-store loyalty program say they are **EXTREMELY/VERY SATISFIED** with the program.

Just 3% are dissatisfied.



83%

of c-store loyalty program participants say their program has a mobile app

66%

indicate they have used it — a gap of 17 percentage points

REASONS AGAINST ENROLLING IN CONVENIENCE STORE LOYALTY PROGRAMS

Among the 13% of shoppers who say they would not enroll in a loyalty program even if their preferred c-store had one, their chief reasons why not are primarily an issue of the rewards being too onerous to achieve, or not valuable enough.

