

## Honing the Craft of Convenience

Shoppers give c-stores solid performance ratings, but there is room for improvement

While convenience store shoppers are a loyal bunch — 29 percent say they shop at the same c-store all of the time and 64 percent say they shop at the same store most of the time — there is more that the industry could be doing to attract and retain customers. The 2022 Convenience Store News Realities of the Aisle Study, which surveyed 1,500-plus consumers who shop a c-store at least once a month, revealed the following:

### Performance Ratings for Convenience Store Shopped Most Often

	Excellent/Very Good	Good	Fair/Poor
General convenience	69%	25%	6%
Speed of shopping	66%	27%	7%
Store cleanliness	62%	29%	9%
Employee friendliness	61%	27%	11%
Store organization	60%	31%	
Employee helpfulness	59%	28%	13%
Products needed are in-stock	59%	29%	12%
Store look/feel	56%	34%	
Prepared food quality	54%	30%	15%
Variety of products	54%	31%	14%
Loyalty program	53%	31%	16%
Contactless shopping options	50%	34%	16%
Fun to shop	48%	33%	19%
Price of products	45%	30%	25%
Embraces cutting-edge tech	45%	33%	22%

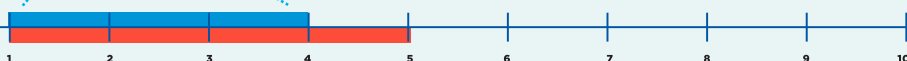


**According to shoppers, convenience stores are performing well in the areas of general convenience, speed, cleanliness/organization, and friendliness. Conversely, areas for improvement include pricing, embracing technology, and being fun to shop.**



Although c-stores aren't receiving stellar marks right now for being fun to stop, the channel is making headway in this area. Year over year, the performance rating for this attribute jumped

**4 POINTS.**



Other areas of progress are store organization and store look/feel — each up

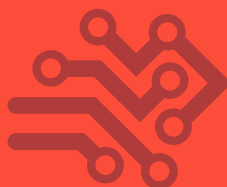
**5 POINTS.**

**“They have exactly what I need, and it is in stock every time I need it. Things are organized as well and so it is easy for me to find what I need. I don’t have to go out of my way for anything.”**

— One surveyed shopper



**45%**



**LESS THAN HALF OF SHOPPERS (45%) RATE THEIR MOST-VISITED CONVENIENCE STORE AS BEING EXCELLENT/VERY GOOD AT EMBRACING CUTTING-EDGE TECHNOLOGY. HOWEVER, THE TIDE MAY BE TURNING AS THE PERFORMANCE RATING FOR THIS ATTRIBUTE SAW A 4-POINT JUMP COMPARED TO 2021.**