



A Loyal Bunch

C-store shoppers are slightly more devoted to a particular location vs. a specific brand

Convenience store shoppers are not fair-weather friends to the industry. They are especially loyal to their favorite convenience store location, with nearly nine out of 10 shoppers saying they typically go to the same c-store location every time. 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, uncovered the following insights around store selection:



88%

of the surveyed shoppers say they typically shop at the same convenience store location (i.e., physical address) each time they decide to go to a c-store.

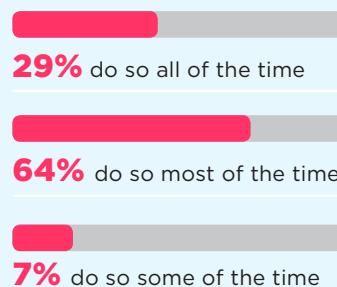
BRAND VS. LOCATION

80%

say they typically shop at the same brand of convenience store each time.



Among respondents who say they typically go to the same store:



INFLUENCING THE DECISION

Convenience store shoppers like to be rewarded for their loyalty. When asked what elements have influenced their decision to visit a c-store, the top response was a loyalty program.

25%

of shoppers say a loyalty program influences their decision-making.



Looking at year-over-year results, elements that saw a boost this year include:

- Word of mouth
- Mobile app offer
- Social media promotion
- Email promotion



Conversely, availability of contactless shopping and availability of curbside pickup both saw slight drops in importance this year as COVID-19 cases have eased across the nation.

