

Key shopper facts from him!'s CTN Tracking Programme 2010



- It's no surprise that the main mission in a CTN is a newsagent mission...
- ...however did you know 15% of shoppers are there for food or drink to consume on the move?
- Services play a key role in CTNs. Their name really should be changed to NSTIs (i.e. News, Services, Tobacco, Impulse).
- Could ranges be improved to offer a broader range? ...23% said they would be likely to buy freshly made hot tea and coffee if offered...and 32% said they would buy sandwiches and baguettes.
- The most important criteria to CTN shoppers are: 1) Convenient location 2) Product availability & 3) Staff friendliness.
- ...Convenient location has jumped up the ranks since 2009!
- Would shoppers recommend their local CTN to friends and family? 88% of shoppers said YES they would.
- CTN shoppers have given improved rating scores for all key measures vs. 2009.

him! research & consulting has just spoken to over 2,000 CTN shoppers at News Group, GT Retail, Martin's, Rippleglen Ltd and NEW for 2010 independent CTNs.

**For more information on the CTN Tracking Programme please contact
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turning answers into action

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The logo for the CTN Tracking Programme, featuring the lowercase letters 'ctn' in a bold, purple font, with the words 'tracking programme' in a smaller, black font below it. The logo is enclosed in a white speech bubble with a black outline.

- CTN shoppers shop around! When asked “Where else have you bought newspapers from in the last month?” the top answer given was “other newsagents” at 36%...
- ... however the main reason shoppers say they bought their newspaper “here today” was because it was a convenient location.
- Shoppers said they would be encouraged to buy newspapers “here” more regularly if they received money off next buy coupon or were part of a loyalty scheme.
- Awareness of services available in store could be further improved. Only 63% of shoppers were aware of a cash machine in store (where available) and only 91% of shoppers were aware of a Post Office in store (where available).
- What is the role of promotions in a CTN – when only 6% bought an item that was on promotion.

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