

ctn  
tracking  
programme



## Did you know? ... 45% of CTN customers live within 1/4 mile of the store.

There are over c.3,643 CTNs in the UK (including c.1,194 company owned CTNs and 2,449 independent CTNs). The majority of customers visit their local CTN 3.3 times per week on average, meaning range and promotions can quickly become like wall paper.

Now in its 3rd year the CTN programme will seek to interview around 1,600 customers so that retailers and suppliers are able to better understand some of the 'who' 'what' and most importantly 'whys' – which sales data simply cannot provide.

This programme will also highlight how one CTN chain compares vs. the competition. For example, are customers more or less satisfied with price? Availability? Range? Are certain retailers over or under performing in certain categories?

The CTN Tracking Programme provides independent customer insights to drive channel strategies, helping to build a "common language" between retailers and suppliers through highlighting lost sales, unfulfilled intentions and performance gaps. This invaluable insight will help shape your commercial decisions, range reviews and future strategies.

### How we do it

- Interviews with c.1,600 customers at following CTN retailers including Martins, Rippleglen, GT Retail and independents.
- Moment of truth, face-to-face, entry and exit interviews.
- Across all times of the day & all days of the week.
- Research conducted in April 2011.
- Programme results available via online report in May 2011.

### Focus areas typically include:

- CTN customer profiles
- What shopping mission are they on?
- What categories are customers buying and what drives them to those categories?
- Change in frequency of visits to this store in the last 12 months
- Why do customers choose to shop here over other stores in the area?
- If a major chain was located nearby, would they shop there instead?
- What loyalty schemes would customers be interested in
- Trip spend and visit frequency
- Key criteria that the shop must deliver against
- Customer satisfaction ratings based on their experience here today.
- How are loyal are customers?
- The role of services e.g. utility bill payment, cash machines, lottery
- Level of impulse purchasing in-store
- Promotional awareness, preferred promotional mechanic and promotional purchases here today
- Insight to influence your pricing and promotional strategies
- Customers who say their preferred brand of selected products have been unavailable here in the last month
- Failed purchases and reasons for
- Understand which methods of communication work at driving footfall & impulse
- Optimum products & ranges? Insight for range reviews & supplier conversations
- Which product/s and service/s would customers not buy from this store
- Would customers use CTN's for breakfast, lunch and evening meals to go?
- Do customers mind being upsold to by staff? And does it encourage impulse purchasing?
- **And much more...ask for a full question list**

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For more information on him!'s  
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## Why join the CTN programme?

This invaluable insight will help shape your category plans, commercial decisions and future strategies and, because this is a syndicated study, insight is available at a fraction of the price compared to funding your own research.

## Membership costs

Programme results available from just £3,200+VAT including online report access, plus him! analytical & consultancy support through dedicated client manager.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.

## Related products

**CTP Awards** – who will be crowned 'Best Overall Convenience Retailer' and 'Best Supplier' of 2011- 18th May 2011.

**Driving footfall to convenience report** – feedback from UK adults to discover what would encourage them to visit their local convenience store more.

**Future of convenience webinar & report** - feedback from suppliers, retailers, wholesalers and consumers to find out what is going to happen in the sector over the next three years.

Did you know?

51% of CTN customers are female (surprised?). What does this mean for your business?

Newspapers is the primary category driver for customers visiting a CTN. Often this can mean two visits a day – for the morning, and evening paper. Many of these customers also buy other items. What does this mean for your category?

Customers think that the appearance of CTN's still needs some work – 7.7 out of 10 is the average score....compared to 8.3 for appearance of Convenience stores...

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.

Awareness of services available in store could be further improved. Only 63% of customers were aware of a cash machine in store (where available) and only 91% of customers were aware of a Post Office in store (where available).

Register now for free weekly CTN customer insights

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