



ctn tracking programme

CTN shopper insights to put the facts behind your thinking

There are over c.5,500 CTNs in the UK (including c.1,800 company owned CTN's 2,600 specialist independent CTN's). 41% of the UK population visits a CTN in a typical week. Source: him! Sector Track.

Each year him! speaks to over a thousand CTN shoppers 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.

As importantly, it also shows how one CTN chain compares vs. the competition. For example, are shoppers more or less satisfied with price? Availability? Range? Are certain retailers over or under performing in certain categories?

This programme aims to provide independent shopper 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 and future strategies.

How we do it:

- Interviews with customers at following CTN retailers including Martins, Mid-Counties Co-operative (Stars News), Rippleglen, Northcliffe and GT Retail.
- Moment of truth, face-to-face, entry and exit interviews.
- Across all times of the day & all days of the week.
- Research conducted in March 2010.
- Programme results available in May 2010.

Issues typically covered in the CTN Tracking Programme:

- CTN shopper profiles
- What shopping mission are they on?
- What categories are shoppers buying and what drives them to those categories?
- Change in frequency of visits to this store in the last 12 months
- Trip spend and visit frequency
- Key criteria that the shop must deliver against
- Shopper ratings based on their experience here today
- How loyal are shoppers?
- The role of services e.g. PayPoint
- Level of impulse purchasing in-store
- Promotional purchases here today
- Insight to influence your pricing and promotional strategies
- Shoppers 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 impulse
- Optimum products & ranges? Insight for range reviews & supplier conversations
- **And much more...ask for a full question list**

For more information on him!'s CTN Tracking Programme
please contact Katy.Moses@him.uk.com 07912 717 567
or visit www.him.uk.com

him!
research &
consulting



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Why join the CTN programme?

- It's robust
- It's independent
- It's cost effective
- It's moment-of-truth customer insights, not consumer
- It provides benchmarking from one retailer to the next
- It comes with support and analysis from him! executives

Membership package

Results available from £5,000+VAT including him! analytical & consultancy support

There is an initial two year commitment to our programmes or 50% surcharge for one year commitment.

Did you know?

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

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

Shoppers 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...

For more examples of key findings please ask for our CTN fact card.

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