

Key facts from him!'s CTN Shopper Tracking Programme



- CTNs attract an older customer base compared to full convenience stores...
- ...nearly 1/3 are over 65 years. There are clear implications for range, signage and orientation around the store.
- It's no surprise that CTNs have a very local catchment area – 52% of customers live within ? mile of the store...a perfect opportunity to maximise local marketing to communicate products and services (e.g. utility bill payment, cashback, cash machine), via leaflets.
- Services have a key role to play at CTNs: 43% of customers have used a service in the last month. Awareness of the range of services available could be improved further.
- Very little impulse buying is happening in CTNs, with shoppers spending almost exactly what they intended (£3.43 on average)...
- ...surprising considering the part 'snacking' should play. Yet there is little impulse in confectionery or crisps & snacks.
- Levels of impulse are much higher in full convenience stores (13% vs. 5% at CTNs). This could be due to a better range or visibility, such as secondary sitings in-store for key sellers.
- Only 5% of CTN shoppers brought something on promotion vs. 15% convenience average - promotions are simply not as important to CTN shoppers.

him! has spoken to 1,845 CTN shoppers at Co-op News Express, GT Retail, Martin's & Rippleglen stores. Results available from £3,000.



Key facts from him!'s CTN Shopper Tracking Programme



- The most important criteria to CTN shoppers are: 1) product availability; 2) staff friendliness; 3) speed of service; and 4) value for money.
- CTN shoppers aren't particularly price aware; only 57% knew the exact price of the confectionery they had just bought.
- The newspaper category is the biggest footfall driver, with 38% of CTN shoppers buying into the category. It is therefore critically important to get right. It also makes the newspaper display a hot location in-store with regards to customer flow and cross-merchandising and communication opportunities.
- Good news for tobacco companies: 98% of cigarette shoppers could see the cigarettes they wanted on the gantry and 98% brought the cigarette brand they intended to buy. What happens post display ban?
- However, some shoppers are failing to buy their planned cigarette purchases between Monday and Wednesday and after 3pm. Early analysis indicates these lost sales are likely to be an availability issue rather than to do with range.
- The products CTN shoppers fail to buy are magazines, greetings cards, stationery and newspapers. Understanding reasons for lost sales is critical to both retailers and suppliers... that's where him! can help.

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

