



CTN Shopper insights to influence your thinking

him! have launched a brand new tracking programme to understand and benchmark the needs and opinions of shoppers at CTNs. In September 2009, **1,845 shoppers were interviewed** at the following chains;

- **Coop News Express**
- **McColls**
- **GT Retail**
- **Rippleglen (incl Northcliffe)**

The CTN Tracking Programme allow retailers and suppliers to better understand some of **the 'who', 'what' and most importantly 'whys', which sales data simply cannot provide.**

As importantly, it also shows **how retailers benchmark vs competitors.** For example, are shoppers more or less satisfied with price? Availability? Range? Are certain retailers over and under performing in certain categories?

This invaluable insight will **help shape your 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. It also means your competitors may get their hands on it first!

How do we do it? 1,845 face to face shopper interviews take place outside stores in September each year, at the 'moment of truth' ie within minutes of their shopping experience. 50% are interviewed on entry and 50% on exit so we can compare what shoppers intend to do vs what actually happened.

What will the CTN Tracking Programme tell you?

Who's shopping in the stores?

Age	% single households
Sex	Working status
Class	Do you smoke
Living arrangement	

- Who's the most valuable shopper (visiting most often, spending most) – why are they visiting and what are they buying. How can we attract more of them?
- How far have you travelled to reach this shop today?

Key drivers to CTNs

Shopping missions:

What proportion use CTNs for 'services' ie Paypoint vs newspapers vs cigarettes? Or for 'food to go'? What % are there purely for the deals & promotions? Which of these shoppers are buying most?

Key category drivers: what are the main categories driving shoppers to CTNs? Are some CTNs more popular for certain categories? Does this change by time of day / day of week? Which categories are in shoppers 'baskets'? What is bought with what?



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Shopper loyalty


- Visit frequency here. Who's visiting most frequently?
- Trip spend here today (are competitors managing a higher average visit frequency or spend?) Who's spending most?
- How many items do they buy? (basket size)
- Are shoppers visiting the store more or less vs 12 months ago?
- Why have they chosen this specific store, compared to other stores in the area?

Are CTNs meeting shoppers needs?

- Identify shoppers' primary priorities... what are the 3 most important things that this store must deliver against?
- Satisfaction ratings on the following criteria;
 - Appearance of store
 - Finding products easily
 - Availability of products
 - Speed of service
 - Staff friendliness
 - Value for money

(How do retailers compare? Who's less satisfied? When are shoppers less satisfied?):

The role of services

 Which services have shoppers used here today? What about in the last month? Who uses what and when?:

Cash machine	Travel pass / congestion charge
Post office	Phone cards
Mobile phone top up	DVD hire
Utility bill payment (e.g. Paypoint)	Printing / photocopying
Cash back at the till	

- Do stores with services attract higher spending / more frequent shoppers?
- Do stores with newspaper home delivery attract less frequent shoppers?
- Does a surcharge for credit / debit cards affect average trip spend?

Insight to influence your Pricing and Promotional strategies

- Trip spend here today (vs competitors)
- How much would you be prepared to pay for certain categories?
- Price perception vs supermarket (ie Tesco, Sainsburys)
- What % buy something on promotion?

Level of impulse purchasing in-store

- What % of shoppers are buying on impulse?



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Failed purchases

- What % of shoppers are failing to buy something in store? Who? When? What?
- What prevented shoppers from buying the product
- Which products have shoppers noticed out of stock in the last month
- Has shoppers' preferred brand of certain products been out-of-stock in the last month?

Insight for your Comms strategy

- How far have you travelled to reach this shop today (to help identify how relevant is local marketing strategy? How far should leaflet drops span?)
- Range awareness - Which of the following do shoppers think the store offers (where available)?
 - Post office or post office services
 - Lottery tickets / scratchcards
 - Mobile phone top up
 - Cash machine
 - Ability to pay utility bills e.g. Paypoint
 - International phone cards
 - Travel cards
 - Home newspaper delivery
 - Credit/debit card payment
- Does visible external signage positively affect sales in related categories?

Optimum products & ranges? Insight for range reviews & supplier/retailer conversations

- Which CTNs are attracting a higher % of their customers in one CTN chain vs another?
- Who's buying each category?
- When is that category bought?
- Which categories are most likely to be found in the same basket (cross purchases)
- What else would shoppers like to see available in store?
 - Hot food counter
 - Hot drinks
 - Post office or post office services
 - Lottery tickets / scratchcards
 - Mobile phone top up
 - Cash machine
 - Ability to pay utility bills e.g. Paypoint
 - International phone cards
 - Travel cards
 - Home newspaper delivery
 - Credit/debit card payment



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And further category deep dive questions, for example:

Cigarettes

- Which brand of cigarette do you intend to buy/did you buy here today?
- What pack size of cigarettes do you intend to buy/did you buy here today?
- Why don't you buy cigarettes from here?
- What would you do if your preferred brand of cigarettes was not available here today?
- Did you buy the cigarette brand which you intended to buy when you arrived at the store?
- Could you clearly see the cigarettes you wanted on the gantry in-store today?

Newspapers / Magazines

- Which of the following newspapers / magazines do you intend to buy/did you buy here today?
- Do you get newspapers delivered to your home from this store?
- Would you be interested in having newspapers delivered to your home from this store?
- Why would you not be interested in having newspapers delivered to your home from this store?
- How often do you buy newspapers or magazines from this store?
- Which of the following newspapers have you bought ANYWHERE in the last month?
- Which of the following magazine titles have you bought ANYWHERE in the last month?

National Lottery

- Which games from The National Lottery do you play nowadays?
- Which games from The National Lottery do you buy from this store specifically?
- Why don't you buy National Lottery games here?

Soft Drinks

- Which brand of soft drink do you intend to buy/did you buy here today?
- Who will drink the soft drink(s) which you intend to buy/did you buy here today?
- Did you buy a multi-pack, a large bottle or single small can or bottle of soft drink(s)?
- Do you know the exact price of the soft drink(s) you bought here today?
- Which of the following types of soft drinks have you bought ANYWHERE in the last month?

Confectionery

- Which brand of confectionery do you intend to buy/did you buy here today?
- Who will consume the confectionery which you intend to buy/did you buy here today?
- Do you know the exact price of the confectionery you bought here today?
- Which of the following types of confectionery (chocolate / sweets) have you bought ANYWHERE in the last month?

Crisps & Snacks

- Which brand of crisps & snacks do you intend to buy/did you buy here today?
- Do you know the exact price of the crisps & snacks you bought here today?
- Which of the following types of crisps & snacks have you bought ANYWHERE in the last month?

*** More categories & q'ns available, let us know which categories are focus areas for you and we can do a category deep dive... ***

This list is meant as a guide to the areas of focus within the 2009 questionnaire. If you have specific focus areas or insight needs then please let us know. We may well already have the answer to your questions.