

## C-Store+ MAP

C-Store+ MAP (Convenience Store Marketing & Advertising Planner) is an invaluable resource for both strategic and tactical planning, whether you're a retailer or a supplier. The study provides a comprehensive view of Convenience Store shopping behaviour *plus* Fuel, Supermarkets & General Route.

As well as providing quantitative insights to retailers, C-Store+ MAP is a powerful tool for suppliers aiming to understand and leverage their brand's equity within the channel.

You can subscribe to categories of interest, the module in its entirety or any combination of modules to suit your needs.

C-Store+ MAP contains detailed information on C-Store shopping behaviour, categories purchased and retailer choice in relation to supermarkets and other retailers (milk bars, newsagents, video stores etc.). This allows for extensive cross-channel analysis or channel opportunity identification.



### World's largest consumer database.

Roy Morgan *Single Source* is the most comprehensive, in-depth consumer study in Australia, derived from over 50,000 face-to-face interviews and about 20,000 self-completion questionnaires per annum.

*Single Source* is incomparably valuable in providing in-depth insights into consumer behaviour and attitudes:

- Attitudes to shopping, promotional activities, price sensitivity, attraction to new products etc.
- Lifestyle/behaviours – dining out, take away food consumption, gambling incidence and online behaviour etc.

# Drive more traffic to your brand.

*“63% of Australians 14+ visited convenience stores or service stations in the last 7 days.”*

### Defining the competitive set.

It would be difficult to argue that competition within the convenience store industry was limited only to other convenience stores. The competitive set is much broader than that. Depending on which categories you are looking at, in addition to convenience stores, the competitive set may include:

- Supermarkets
- Newsagents
- Milk bars
- Bakeries



### Where else can you find information that covers your market completely?

Despite this ever-broadening competitive set, it has been difficult to define the real picture of this market in its entirety, until now. This knowledge is vital for both retailers and suppliers to operate effectively in this environment.

### KEY APPLICATIONS INCLUDE:

- Market segmentation – by any combination of demographics, spending patterns, lifestyle or attitudes
- Market opportunities – new product and/or service development
- Profitability – measure best returns on investment in product, channel and promotions
- Trends over time – track changes in share, visitation frequency, satisfaction
- Loyalty – market retention and expansion strategies
- Understanding market dynamics – the importance of fuel discounting and other promotional activities
- Category leakage – identify category leakage into other channels

## C-Store+ MAP



### Shopping behaviour

C-Store+ MAP uncovers convenience store shoppers' habits.

- Visitation – supermarkets, convenience stores, service stations and other retailers
- Detailed insights into C-store shopping behaviour across a 7-day period
- Attitudes to major convenience store retail banners
- Satisfaction with C-store visited in the last 7 days

*“43% of those who bought Snacks Food/ Confectionery at C-Store also purchased Milk/Beverages at C-Store in 7 day period”*

### Accurate answers at your fingertips:

- How many people use C-stores in addition to supermarket shopping?
- What share do C-stores have of the C-store/service station market?
- How often are people shopping?
- What are they buying? Where and when?
- Who's buying from your or your competitor's brand?
- What is the profile of your core customer, their demographics, attitudes, lifestyles?
- Are your customers interested in promotions?
- Which categories are fuel purchasers topping up with?
- Who are the category's most valuable consumers?
- Which promotional/media vehicles are best for each target group?
- Are your customers loyal consumers? Why, why not?

### Make the connection

C-Store+ MAP helps you connect every aspect of your target market's life with their shopping habits, from propensity to travel, credit card usage, car ownership and detailed media habits, including favourite TV programs, newspaper & magazine readership, even cinema attendance and internet usage.



### Powerful ASTEROID Windows software.

In contrast with conventional research reports, C-Store+ MAP is provided on disk with user-friendly data analysing software that ensures the data can be used for periodical reports in pre-set formats or re-cut and re-analysed to suit changing business needs.



As an integral part of your subscription, Roy Morgan's specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data. Call today for a free **in-house demonstration**.

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