

# Convenience Store Shopping Considerations

Through purchase data and surveys, Prodege helps you to better understand the shopping behavior and feedback of C-Store shoppers!



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Over 80% of our consumers plan to definitely shop at a convenience store again in the future, and over half strongly agree the store has a good selection of items they want.

## Top Reasons For Shopping At a C-Store



Get Gas or Other Auto Service



Quench Thirst



Purchase a Meal or Snack On the Go



Purchase Caffeinated Beverage

**Prodege partnered with a leading brand to gather insights into gas station and convenience store shopping behavior.**

### The Challenge

As the brand evaluated what to have in stock they needed to know:

- When considering stopping at a C-store, are most shoppers conducting in-the-moment shopping and are they by themselves or with company?
- How often do they visit gas stations and convenience stores?

### The Solution

- Conduct surveys to known gas station and convenience store shoppers through our targeting capabilities and push notifications
- Ask real-time questions to Prodege shoppers as they browse specific stores and upload their receipts

## Most Popular C-Stores:



\*all other stores mentioned were less than 5%

# What We Found:

Prodege c-store shoppers are loyal shoppers with almost six in ten having a preferred gas station/convenience store they like to visit.

The frequency of attending convenience stores varies but almost half of our consumers, both men and women, admit they shop at c-stores at least once a week, or more.



## Top Categories Purchased During Our Shopper's Most Recent Trip

### Male:

Gas

62%

Bottled/Canned Cold Beverages

51%

Candy, Chocolate, or Gum

44%

Fountain Drinks

35%

Packaged or Prepared Snacks

31%

### Female:

Gas

67%

Bottled/Canned Cold Beverages

59%

Candy, Chocolate, or Gum

44%

Fountain Drinks

37%

Packaged or Prepared Snacks

32%

## Who is joining our shoppers on their trips to convenience stores?



Male

79%

Go Alone

13%

Shop with other adults

9%

Bring their children



Female

72%

Go Alone

23%

Shop with other adults

7%

Bring their children