



Market Research

# Convenience Store Marketing Channel Analysis 2009\*

**Methodology:** We asked 100 randomly selected convenience stores how they receive marketing/sales information.  
 \*Results based on independent telemarketing research carried out in January 2009

**Q1a – How many offers do you receive via direct mail per week ?**

	<b>Total</b>
Don't know / Didn't answer.....	3
1 to 9 .....	79
10 to 19.....	17
20 to 39.....	1
Total.....	100

**Q1b – Do Accept/Open Direct Mail**

	<b>Total</b>
YES (True).....	91
NO (False).....	9
Total.....	100

**Q1c – Are you receiving more or less direct mail offers than a year ago?**

	<b>Total</b>
Don't know / Didn't answer.....	37
Less.....	53
More.....	10
Total.....	100

**Q2a – How many offers do you receive via e-mail?**

	<b>Total</b>
Don't know / Didn't answer.....	83
0.....	10
1 to 9 .....	6
10 to 19.....	1
Total.....	100

**Q2b – Do Accept/Open E-mail**

	<b>Total</b>
YES (True).....	8
NO (False).....	92
Total.....	100

**Q2c – Are you receiving more or less e-mail offers than a year ago?**

	<b>Total</b>
Don't know / Didn't answer.....	94
Less.....	3
More.....	3
Total.....	100

**Q3a – How many offers do you receive via SMS message (Via Mobile Phone)?**

	<b>Total</b>
Don't know / Didn't answer.....	78
0.....	15
1 to 9 .....	4
10 to 19.....	3
Total.....	100

**Q3b – Do Accept/Open SMS**

	<b>Total</b>
YES (True).....	7
NO (False).....	93
Total.....	100

**Q3c – Are you receiving more or less SMS messages than a year ago?**

	<b>Total</b>
Don't know / Didn't answer.....	97
Less.....	0
More.....	3
Total.....	100

**Q4a – How many sales calls do you receive via the telephone?**

	<b>Total</b>
Don't know / Didn't answer.....	13
1 to 9 .....	68
10 to 19.....	12
20 to 39.....	6
40+.....	1
Total.....	100

**Q4b – Do Accept / Receive Telephone calls**

	<b>Total</b>
YES (True).....	80
NO (False).....	20
Total.....	100

**Q4c – Are you receiving more or less telephone sales calls than a year ago?**

	<b>Total</b>
Don't know / Didn't answer.....	34
Less.....	40
More.....	26
Total.....	100

**Q5a – How many direct sales visits do you receive?**

	<b>Total</b>
Don't know / Didn't answer.....	7
1 to 9 .....	89
10 to 19.....	4
Total.....	100

**Q5b – Do Accept/Receive Direct Sales**

	<b>Total</b>
YES (True).....	92
NO (False).....	8
Total.....	100

**Q5c – Are you receiving more or less sales visits than a year ago?**

	<b>Total</b>
Don't know / Didn't answer.....	22
Less.....	65
More.....	13
Total.....	100

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