



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 ?

	Total
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

	Total
YES (True).....	91
NO (False).....	9
Total.....	100

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

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

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

	Total
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

	Total
YES (True).....	8
NO (False).....	92
Total.....	100

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

	Total
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)?

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

Q3b – Do Accept/Open SMS

	Total
YES (True).....	7
NO (False).....	93
Total.....	100

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

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

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

	Total
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

	Total
YES (True).....	80
NO (False).....	20
Total.....	100

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

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

Q5a – How many direct sales visits do you receive?

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

Q5b – Do Accept/Receive Direct Sales

	Total
YES (True).....	92
NO (False).....	8
Total.....	100

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

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

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