

WHO IS MEYERS RESEARCH CENTER?

Meyers Research Center is a leading Shopper Insights research organization with a special expertise in conducting research in retail environments, to capture consumer behavior and attitudes in-store. Since 1973, MRC has conducted primary research across all classes-of-trade for major packaged goods manufacturers, retailers, advertising and sales promotion agencies and consulting firms.

FOR MORE INFORMATION CONTACT:

JEFF FRIEDLAENDER
LOIS SEIDL
MEYERS RESEARCH CENTER
58 WEST 40TH STREET
NEW YORK, NY 10018
1.800.221.5015
212.391.0166 • FAX 212.768.0268
E-MAIL:
JFRIEDLAENDER@MEYERSRESEARCH.COM
LSEIDL@MEYERSRESEARCH.COM
WWW.MEYERSRESEARCH.COM



An In-Store Intercept Shopper Insights Research Program



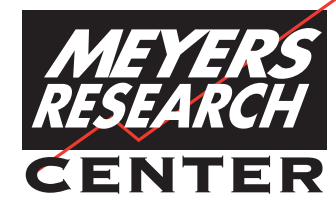
Take An In-Depth Look At Behavior, Attitudes And Decision Making Patterns Of Convenience Store Shoppers



An In-Store Intercept Shopper Insights Research Program



STUDY PROSPECTUS



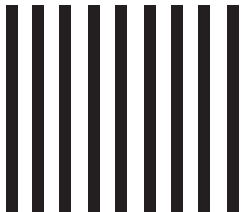
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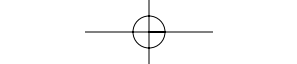


MEYERS RESEARCH CENTER
58 W 40TH ST
NEW YORK NY 10138-0647



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BACKGROUND

In 1997, Meyers Research Center (MRC) launched the first wave of the Convenience Store Close-Up study. This in-store shopper insights research program utilized MRC's Purchase Observation Study™ methodology to successfully reveal consumer shopping behavior, attitudes and decision-making patterns in c-stores. Subsequent waves occurred in 1998, 2000, 2002, 2004, 2006 and 2008. The data has served to assist category managers, channel and sales strategists and advertising and merchandising planners to position their brands within the c-store environment. MRC fields the eighth wave of the Convenience Store Close-Up study in 2010 to further benchmark channel trends.

STUDY OBJECTIVE

The research objective of this study is to get into the minds of convenience store consumers in order to identify and quantify behavior in this class-of-trade. The results of this study provide a framework for thinking about the positioning of the convenience store, including how and why consumers shop this class-of-trade and how to best target its shoppers.

Additional objectives of this in-store shopper insights program are to develop an understanding of:

- * Consumer attitudes and perceptions of convenience stores
- * The underlying dynamics of category and brand purchase decisions in convenience stores...
 - When, how and where specific category and brand decisions are made
 - Planned versus impulse purchases
 - Products considered, purchased and rejected
 - Influence of in-store and external factors
- * The category decision sequence hierarchy utilized by consumers to make their purchase decisions

STUDY METHODOLOGY

MRC's professionally trained interviewers will be positioned at the exit of high-volume convenience store outlets and will intercept consumers immediately after their shopping trip. A random sample of 1,000 shoppers will be asked to participate in a survey regarding their attitudes and decision-making patterns in convenience stores. Those consumers who agree to participate will be interviewed and will receive a cash incentive to thank them for their time. The exit interview will address timely issues of their shopping experience that are best obtained at the point-of-purchase. This methodology eliminates issues of denial and recall and allows for a "real-world" integration of store environments with consumer behavior and attitudes.

STUDY SAMPLE

Interviewing will take place in multiple markets across the four broad geographical census regions in order to achieve a thorough cross-section of shoppers. Only traditional convenience store chains and petroleum retailers will be utilized for the sample.

A minimum of 1,000 shoppers will be interviewed about their attitudes, perceptions and behavior in convenience stores. Data will be reviewed and analyzed for each of these key category segments including:

- * Beer
- * Candy
- * Cookies/Crackers
- * Foodservice
- * Refrigerated Juices/
Juice Drinks
- * Bottled Water
- * Carbonated Soft Drinks
- * Cigarettes
- * New Age/Iced Tea/Isotonic Beverages
- * Salty Snacks

In-depth interviews on any targeted category may also be available for sponsorship on a custom basis. Please note that any category may also be augmented for a more detailed analysis. For specific costs, contact MRC.

SPONSORSHIP OPPORTUNITIES

You can obtain a tremendous amount of information at a fraction of the cost of undertaking this study independently. **And if you act fast, you can submit a custom question that will remain proprietary to you at no extra cost!**

COST

Sponsorships, which will include comprehensive data tabulations, detailed analysis of total shoppers (N=1,000) and one category of choice are available for \$21,000. Additional categories may be purchased at a discount.

NEW FOR 2010

Discover what's on the mind of the fuel-only consumer. MRC will conduct exclusive at the pump interviews for the first time - designed to gather insights from individuals who don't venture into the actual C-Store. You'll learn the keys to potentially converting this group of fuel-only shoppers into in-store buyers as well as what messages they may be receptive to at the pump.



Please contact me with more details on the CONVENIENCE STORE CLOSE-UP including a detailed outline of topic areas and deliverables.

Name _____

Title _____

Company _____

Address _____

City _____

State _____

Zip _____

My Phone Number Is _____

Fax _____

E-Mail _____

