

## SHOPPER SURVEY

What do shoppers tell us will convert them from lifeline to lifelong shoppers?

The Coronavirus pandemic and looming recession means shopper behaviour is changing fast. Keeping pace with this change is vital for all independent retailers. We asked 1,000 Costcutter shoppers what matters to them most at this time.\*

Here's what they told us and what this means for your business.

### THE PANDEMIC SHOPPING EXPERIENCE

The number one priority through the lockdown was making shoppers feel safe when they came in store. To keep shoppers coming back, they also needed to enjoy their shopping experience.

#### Safe shopping

- 79%** agree that they feel safe shopping in their local Costcutter
- 80%** agree that their local Costcutter is handling the Coronavirus pandemic well
- 90%** feel that shopping in their local Costcutter is as safe or safer than a supermarket

#### WHAT THIS MEANS FOR YOU

Keeping shoppers safe will be a long-term requirement and store owners need to turn the quick fixes for the lockdown into long-term measures for the months ahead.

#### WHAT THIS MEANS FOR YOU

To convert the new lifeline shoppers who made a beeline for convenience stores during lockdown into lifelong shoppers, the experience in-store must be easy, enjoyable and store standards must remain exceptional.

#### Easy shopping

- 80%** enjoy shopping in their local Costcutter
- 86%** feel shopping in their local Costcutter is easy
- 81%** agree that they receive great service in their local Costcutter
- 83%** agree that their local Costcutter store is clean and tidy



## CONVERTING LIFELINE SHOPPERS INTO LIFELONG SHOPPERS

With lockdown easing and a recession looming, retailers need to adapt their offer or risk losing the new lifeline shoppers they have been serving since the Coronavirus pandemic struck.

### What to stock

Fresh: **41%**

Local Produce: **22%**

Food To Go: **14%**

Vegetarian/Vegan: **8%**

Free From: **5%**

#### WHAT THIS MEANS FOR YOU



We asked shoppers what would make them shop more regularly in their local Costcutter. The demand for fresh food was clear with shoppers also reinforcing the point that independent retailers have the fantastic opportunity to stock a choice of fresh & ambient foods from their local area. It was also interesting to see that vegetarian, vegan and free from foods remain a draw for many shoppers.

#### WHAT THIS MEANS FOR YOU



Our retailers keep telling us Co-op Own Brand products made a massive difference during the Coronavirus crisis. New shoppers keep coming back due to the trust in the brand and quality of the products. Now shoppers have told us themselves how attracted they are to Costcutter stores due to the Co-op range being available.

### The Co-op Own Brand effect

**72%**

feel the Co-op range makes their local Costcutter store better



## THE COSTCUTTER DIFFERENCE

In the recent HIM Convenience Tracking Programme, Costcutter came top on every shopper satisfaction measure. Our recent survey backed this up.

### Shopper love for Costcutter

**85%**

are likely to continue shopping in their local Costcutter in the future (including after the Coronavirus pandemic)

**94%**

said they will be shopping the same amount or more at their local Costcutter in the future (including after the Coronavirus pandemic)



#### WHAT THIS MEANS FOR YOU



Costcutter led the way in providing support and guidance for independent retailers through the Coronavirus crisis. Our shoppers were very positive about our retailers' response and this has set our retailers up exceptionally well for the challenges that lie ahead.