The data summarized in this report is based on an aggregate of convenience retail shoppers that purchased fuel or products/services from convenience stores in NACS region 1, represented by the northeast United States.
Why do region 1 consumers shop convenience?

Region 1 consumers are more likely to shop convenience for cleanliness and COVID-19 safety precautions compared with the national average.

Question: You mentioned you’ve purchased products at a convenience store in the past two weeks. What influenced you to purchase from that retailer/location? If you purchased at multiple locations, think about the retailer/location you purchased from most recently.

N = 1206
Region 1 commuting trips are greatly reduced, but quick trips are up

Trip type during convenience store visit

- 79% of shoppers on a quick trip to pick something up choose a store based on location, more than double the next closest reason for choosing a specific store.

- Trips related to visiting someone and children pick-up/drop-off are more likely to be sensitive to COVID-19 safety precautions compared to other trip types.

**Question:** Which of these statements best describes the trip when you visited <Convenience Store>?

**N = 1628**
Region 1 shoppers are most likely to purchase another item when buying commissary

Product category purchase frequency (any channel)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candy</td>
<td>50.9%</td>
</tr>
<tr>
<td>Salty Snacks</td>
<td>50.8%</td>
</tr>
<tr>
<td>Cold or Frozen Dispensed Beverages</td>
<td>47.6%</td>
</tr>
<tr>
<td>Packaged Beverages</td>
<td>40.6%</td>
</tr>
<tr>
<td>Prepared Fast Food</td>
<td>40.1%</td>
</tr>
<tr>
<td>Hot Ready-to-Drink Beverages</td>
<td>40.0%</td>
</tr>
<tr>
<td>Tobacco Products</td>
<td>38.1%</td>
</tr>
<tr>
<td>Commissary</td>
<td>22.4%</td>
</tr>
<tr>
<td>Beer</td>
<td>19.0%</td>
</tr>
</tbody>
</table>

Question: In the last two weeks which of the following products did you purchase? 

N = 1741

• The items most frequently purchased with commissary include:
  - Candy
  - Cold dispensed beverages
  - Salty snacks

• Tobacco products and hot dispensed beverage purchases are least likely to include the purchase of other products.

• Cold dispensed beverages are most frequently sold in tandem with candy & salty snacks.
Most region 1 shoppers expect both employees and shoppers to wear masks

COVID-19 safety precaution expectations

- “Great store and happy with Covid 19 regulations. Masks and gloves everywhere”
- “Tip-top Covid standards make me feel safe”
- “Every trip in I feel safe and healthy and have never had an instance where I feel uncomfortable going inside”
- “They keep the store very clean and completely up to date on Covid 19 procedures”

Question: What type of COVID-19 safety precautions do you expect at convenience stores?

N = 1741