ESO 266

Convenience Stores and Their Customers

by

Edgar P. Watkins

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Cooperative Extension Service
Department of Agricultural Economics
and Rural Sociology
The Ohio State University
2120 Fyffe Road
Columbus, Ohio 43210

Preface

Food retailing today has two major patterns of growth, both in store numbers and in the share of the total food market. The number and sales of large sized (over 30,000 sq. ft. of floor space and over $100,000 sales per week) supermarkets continue to expand. The number of smaller sized supermarkets continues to decline. Thus the so called "superstore" is seen as the new generation of supermarkets who may shortly dominate the supermarket field.

The second growth pattern is exhibited by convenience stores. These are stores with typically about 2400 sq. ft. of floor space, sales of $4,000 to $5,000 per week carrying a limited choice of items with parking for 6 to 12 cars. The growth rate for stores in numbers of this segment of food retailing has been about 20% per year for the last decade. Convenience stores now account for a little over 4% or total food store sales. Information from this report indicates that convenience stores with their present competition and present convenience store operations that a market area saturated with convenience stores can expect a potential market share of 8% of total food store sales.

This report summarizes the findings of a customer survey in one market area and presents some information about the dominant convenience store in this area.

During February of 1975, a randomly selected sample of 524 households in one market area in a southern state was interviewed by telephone. Three hundred and eighty-nine interviews were completed, 74.2% of the total sample. Of the remainder 49 or 9.4% refused the interview, 32 or 6.1% could not be reached because of changed numbers or discontinued service, 54 or 10.3% could not be reached after 3 calls had been made.

The community, essentially covering one county, was selected because most residents had ready access to one or more convenience stores. The opportunity for additional stores seems limited to a few growth area or to new stores replacing older stores.

Information was solicited to provide input to the following concerns.
- Why customers choose convenience stores;
- Why some customers do not shop regularly at convenience stores;
- What customers expect to find in convenience stores;
- Total food store expenditures;
- Convenience store expenditures;
- Percent of total food store expenditures spent in convenience stores;
- Convenience store share of total food store expenditures;
- Estimate of sales potential;
- Comments of customers about convenience stores.

Summary of Results:

The major documentation of the findings are in the tables which follow this summary.

Customers in this market area choose convenience stores because of QUICK SERVICE (64), HOURS OPEN (58), LOCATION (59), PRODUCTS AVAILABLE (24), COURTESY AND FRIENDLINESS OF EMPLOYEES (8), PARKING (4) and OTHER (5). The number in parenthesis indicates the number of responses in this category from each 100 customers interviewed. These results listed in Table 1 indicate some different ideas of convenience stores by customers as to the relative importance of the categories. Under each classification category words which customers used in describing why they chose convenience stores are identified.

Some shoppers do not buy regularly from convenience stores because of HIGHER PRICES (96), LIMITED SELECTION (40), NO FRESH MEATS (4), PRODUCE (6) and OTHER REASONS (9). Terms used by customers which fall within each of these classifications are detailed in Table 2.

Those in households of more than three family members tend more to be shoppers of convenience stores than non-shoppers.

Those in households who consider themselves to have below average incomes tend to shop less at convenience stores than those who think they have average or above average incomes (Table 4).

Those in households where both the husband and wife work and college students tend to shop more at convenience stores (Table 5).

About 55% of convenience store customers shop there once a week or more often. Almost 30% shop at convenience stores once a month or less (Table 6).

Food items customers identify with convenience stores are bread, milk, soft drinks, cigarettes, snacks, newspapers, eggs, potato chips, candy, and ice cream. A complete list of products associated with convenience stores is listed in Table 7.

Those who shop convenience stores had total food store expenditures per household of $33.83 per week. The average household weekly expenditures of those not shopping convenience stores was $32.69. On a per person basis convenience store customers spent $11.84 per week, non-shoppers $12.92 (Tables 8 and 13).

The average of those in households shopping convenience stores spent $2.87 per week in convenience stores. The average for all families (shoppers and non-shoppers) of convenience stores was $2.62. The average per capita weekly convenience store expenditure was $.96 (Table 10 and 13).

Those in households who shopped convenience stores spent 8.8% of their total food store expenditure in convenience stores. For all households, 8.0% of total food store expenditures was spent in convenience stores.

In this community one chain, renamed Food Quick for easy identification throughout this report, had 75% of the convenience store customers. This was a local chain. The next largest share of this market was taken by Jiffy which had 15% of the market. Food Quick has 15 stores, Jiffy 6 stores; there were three other individual stores which were considered convenience stores (Table 14).

In a response for additional comments about convenience stores about 75% of the comments fell into two major categories. One was related to higher food prices, the other to expressions of appreciation for these convenient, small sized, friendly, open long hours stores. Other comments expressed concerns about frequency of robberies, serving a useful purpose, food quality and out of stock items.

This community has convenience stores readily available to most residents. It is close to being saturated as far as store numbers are concerned. Thus it seems reasonable to conclude that 8% of total food store expenditures is a realistic expectation for the convenience store share of the total food store market. Furthermore, at the present price level the per capita convenience store sales in this saturated market is about $1.00 or close to $3.00 per household.

DESCRIPTION OF FOOD QUICK CONVENIENCE STORES

The Dominant Convenience Store In This Market Area

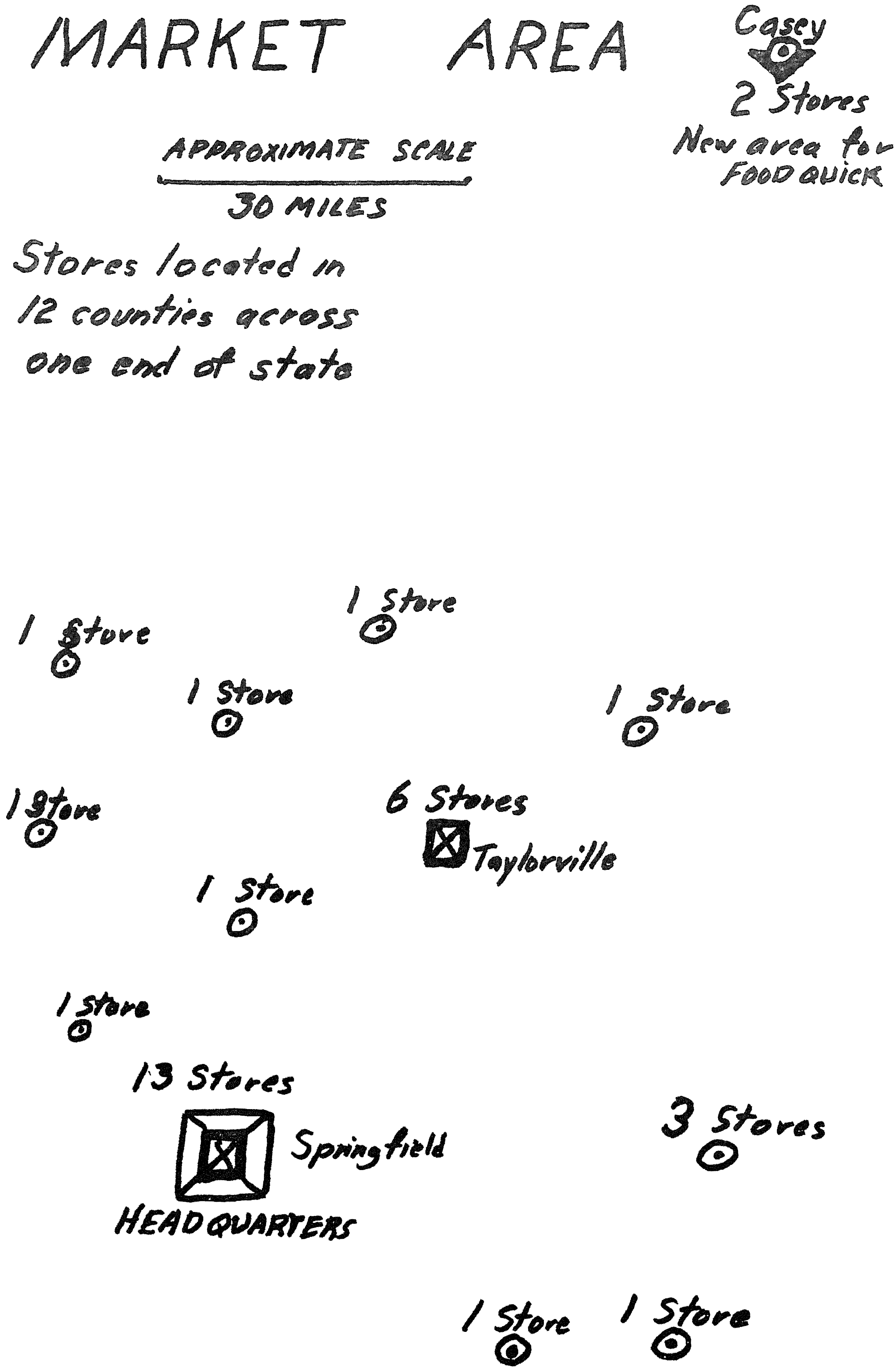
FOOD QUICK'S 33 stores are located in 12 counties across one end of the state. Thirteen of these stores are located in or near the headquarters in the city of Springfield. Six additional stores are in or close to the city of Taylorville about 60 miles from headquarters. A sketch of the market area with the relative positioning of all stores is shown on the following page. The customer analysis included only those customers in and around Springfield.

The headquarters county population and income statistics are very close to state average. There are about 22,000 families residing in the county. The median household buying income is close to $8700 per family. Buying income as used here is defined as income after taxes. Food store sales for the county total about $44,000,000 per year. The following table indicates income groups in this county, in the state and in the U.S. for comparative purposes. There are 21 convenience stores in the headquarters county, 6 of which are stores of a regional chain.

Households and Buying Income

Annual Household Buying Income	Percentage of Households in Income Group: Headquarters County	State Average	U.S. Average
$0 - $2,999	15.8%	16.2%	12.8%
$3 - $4,999	12.1%	11.8%	9.1%
$5 - $7,999	18.5%	18.1%	17.7%
$8 - $9,999	11.6%	12.0%	13.4%
$10 - $14,999	19.7%	21.0%	23.1%
over $15,000	22.7%	20.9%	16.1%
Median Buying Income	$8700	$8740	$9550

FOOD QUICK MARKET AREA



IN FOOD QUICK'S total market area of 12 counties there is a national convenience store chain, a regional (operating in more than one state), a local chain, FOOD QUICK and several individual stores. The national chain is not a major factor in areas where FOOD QUICK has most of its stores.

MARKET DEVELOPMENT

From the time of opening the first 2 stores less than 9 years ago in headquarters county until today when there are 33 stores in 12 counties, the company's policy has been to locate where a store can service a relatively concentrated population in its own unique trading area. Today the company prefers locations, removed from other convenience stores and supermarkets, that are convenient to 1200 or more families.

Although FOOD QUICK stores are about the same size (40' x 60') operate on a 16 hour day, have average inventories of $16,500, and operate under uniform policies as outlined in their Policies and Procedures Manual, the concept of 4 different type stores has been developed.

1. The Mature Neighborhood Store
   Very much the older, settled store in an area that changes little and whose people and buying habits are known. The first two stores fit this description.

2. The Country Convenience Store
   There are several of these, located well away from a city or town, but always in an accessible location. These are stocked with a wider variety of merchandise so the store will have those items most needed by people in that more rural situation.

3. The Recreational Store
   The newest venture for FOOD QUICK with one store of this type. It is seasonal in nature, on a lake front, handles only canned beverages and does not cash checks. If recreational development continues this store should provide a base of experience.

4. <u>The College Convenience Store</u>
   Since headquarters county is a university location FOOD QUICK depends on students and faculty for support. These stores are merchandised with this clientele in mind. These customers buy more deli-type items, more drinks, more of certain magazines and paperbacks, more novelties, beer mugs and gum. We make sure to have these kinds of items on hand in these stores.

When developing new locations performance is given to involving local people in arranging for store real estate investment. Good locations will be developed without local participation initially with later efforts concentrated in the direction. FOOD QUICKS management feels this policy helps develop a community feeling that "this store is ours."

The company's marketing philosophy seems summed up in this statement. "Our success or failure in a given store depends entirely on how well or how poorly we serve our customers. The convenience food business is a people pleasing business, and as such we rely on satisfied customers for our livelihood. It is essential, then, as a company of people, to provide the best possible service to our customers."

The company plans to enlarge their total market area as well as to continue to examine potential sites within their present market area.

SALES AND PRODUCT ANALYSIS

The following table summarizes the product categories, number of vendors approved for each category and recent sales distribution and gross profit percentages. There is some duplication of vendors between categories.

The product philosophy of the company is:

See all vendors.
Open to new products and new ideas.
Products to conform to the convenience store image.
Consider distribution, profit, sales potential, product complementarity with other items in store.
Set up test sales programs on new items and analyze results to determine sales potential.

The company sponsors Senior League baseball, supports local high school and university publications, makes civic group contributions to the "Y", Boy's Club, Scouts and others. Membership is held in the Chamber of Commerce in communities where stores are located and emphasis is on good citizenship in the communities served.

CATEGORY ANALYSIS

Category	No. of Approved Vendors	Sales Distribution %	Gross Profit %
1. Bread	7	4.05	21.97
2. Beer	9	10.27	26.15
3. Soft Drinks	20	10.84	27.90
4. Milk & Cream	12	8.39	12.44
5. Tobacco	17	14.68	27.75
6. Candy & Gum	10	4.20	30.83
7. Produce	15	.79	39.47
8. Ice Cream	2	1.45	31.18
9. Frozen Foods	6	1.52	31.23
10. Health & Beauty	1	4.37	29.74
11. Groceries	7	13.50	30.08
12. Cookies & Cakes	10	3.55	26.22
13. Ice	1	.59	47.13
14. Books, Magazines, Papers	6	5.85	19.31
15. Stationery-School	1	.95	36.88
16. Eggs	16	.63	18.74
17. Deli	20	4.80	28.27
18. Miscellaneous	13	4.70	33.39
19. Wine	5	1.42	29.78
20. Frozen Drinks	5	.06	29.45
21. Potato Chips	2	2.50	25.84
22. Gas Products	3	.07	38.33
Total	153	100.0%	26.81%

FOOD QUICK works planned promotions with their vendors. Inventory levels are adjusted to seasonal sales periods. Headquarters has forced promotions where the office orders for all stores. In all cases supervisors and store managers are involved so they are knowledgeable and enthusiastic about sales promotions. There are two grocery suppliers.

The advertising program, largely on radio, is backstopped by a customer and community services program. This includes check cashing, local telephone calls for vendors and customers, neighborhood notices and community events postings in store, coin telephone locations, film processing and carpet shampooers.

Table 1

WHY SHOPPERS CHOOSE CONVENIENCE STORES - A

FACTORS	Responses Per 100 Customers: Food Quick	Jiffy	All Other C. Stores	Total
QUICK SERVICE Need something quickly Fast in & out, better service Convenience, avoid crowded stores Save time, gas	64.6	52.8	80.6	64.4
HOURS OPEN Longer, nights, holidays Sundays, when others are closed	61.2	64.2	27.8	58.3
LOCATION Closeby, nearness, accessible, near other stores of necessity	54.5	69.8	72.2	58.5
PRODUCTS AVAILABLE Fill in items, give outs Essentials, quality, brand names Different products	22.4	18.9	44.4	24.1
COURTESY, FRIENDLINESS Nice, courteous, friendly Accommodating, enthusiastic	8.2	9.4	8.3	8.4
PARKING No parking problems or struggle or hassle	3.0	11.3	2.8	4.2
OTHER Cleanliness, service, nice place	5.2	3.8	2.8	4.8
No. of Customers	268	53	36	357

Table 2

WHY SOME SHOPPERS DO NOT BUY REGULARLY
FROM CONVENIENCE STORES - A

FACTORS	Responses Per 100 Customers of: Food Quick Stores	Jiffy Stores	Other Convenience Stores	Total
HIGHER PRICES	96.3	98.1	94.4	96.4
Can't afford, more expensive				
Much higher, a little higher				
Too high, out of reach				
Mostly price, stuff too high				
Rip off, outrageous				
Fewer specials				
Canned foods more expensive				
Too high for poor people				
LIMITED SELECTION	39.6	37.8	47.2	40.1
Not enough variety				
Not enough brand names				
Less variety				
Don't carry full line				
Not as good a selection				
NO FRESH MEATS	4.9	0.0	5.6	4.2
PRODUCE	4.9	5.7	11.1	5.5
Poor produce				
Not fresh				
No fresh vegetables				
Not enough produce				
None				
OTHER	7.9	9.5	19.4	9.2
Supermarket habit, prefer super				
Don't know how good service is				
Store too small				
Personnel not helpful				
No credit, afraid of robberies				
Lack of quality, not near one				
Supers have better sales				
Do not have stamps				
DON'T KNOW	0.7	0.0	0.0	0.1
No. of Customers	268	53	36	357

Table 3

FAMILY SIZE OF CONVENIENCE STORE SHOPPER - A

FAMILY SIZE	% of Customers of Convenience Stores: Food Quick Stores	Jiffy Stores	All Other C. Stores	Total	Non-Shoppers of Convenience Stores
ONE	15.3	26.4	8.3	16.2	18.8
TWO	36.6	22.6	30.6	33.9	50.5
THREE	19.4	18.9	27.8	20.2	15.6
FOUR	17.5	18.9	27.8	18.8	9.4
FIVE	9.0	7.5	5.6	8.4	3.1
SIX	1.9	3.8	0.0	2.0	0.0
OVER SIX	0.4	1.9	0.0	0.6	3.1
No. of Customers	268	53	36	357	32

Table 4

FAMILY INCOME GROUPS OF HOUSEHOLDS
SHOPPING CONVENIENCE STORES - A

INCOME GROUP	% of Households Shopping Food Quick Stores	Jiffy Stores	All Other C. Stores	Total	Non-Shoppers of Convenience Stores
BELOW AVERAGE INCOME	20.9	35.8	19.4	23.0	46.9
AVERAGE INCOME	51.1	43.4	55.5	50.4	40.6
ABOVE AVERAGE	19.4	13.2	19.4	18.5	6.3
NO INCOME	6.7	5.7	5.6	6.4	0.0
DON'T KNOW	1.9	1.9	0.0	1.7	6.3
No. of Customers	268	53	36	357	32

Table 5

CONVENIENCE STORE CUSTOMERS
EMPLOYMENT OUTSIDE OF HOME - A

EMPLOYMENT	% of Households Who Shop at: Food Quick Stores	Jiffy Stores	All Other C. Stores	Total	Non-Shoppers of Convenience Stores
ONE EMPLOYED					
HUSBAND	27.6	22.6	38.9	28.0	34.4
WIFE	4.9	3.8	13.9	5.6	15.6
BOTH HUSBAND AND WIFE	35.4	35.8	22.2	34.4	31.2
NEITHER	0.4	3.8	2.8	1.1	0.0
STUDENT	20.0	22.6	19.4	20.4	3.1
RETIRED	6.0	1.9	2.8	5.0	12.5
SINGLE PERSON	5.6	9.4	0.0	5.6	3.1
No. of Customers	268	53	36	357	32

Table 6

HOW OFTEN CONVENIENCE STORES ARE SHOPPED - A

FREQUENCY	% of Customers Shopping Food Quick Stores	 Jiffy Stores	 All Other C. Stores	 Total
EVERY DAY	2.6	3.8	2.8	2.8
SEVERAL TIMES A WEEK	29.5	24.5	33.3	29.1
ONCE A WEEK	23.1	24.5	25.0	23.5
SEVERAL TIMES A MONTH	10.8	15.1	5.6	10.9
ONCE A MONTH	9.3	22.6	5.6	10.9
A FEW TIMES A YEAR	12.7	1.9	1.0	7.8
OTHER RESPONSES Only when absolutely necessary Once in a blue moon Not very often Almost never, very seldom Very often	11.6	0.0	22.2	10.4
Don't know - No Response	0.4	7.5	0.0	1.4
No. of Customers	268	53	36	357

Table 7

FCOD ITEMS CUSTOMERS ASSOCIATE WITH CONVENIENCE STORES

ITEMS	No. of Times Mentioned Per 100 Customers of Food Quick Stores	Jiffy Stores	Other Stores	Convenience Store Average
Bread	58.8	58.3	84.2	63.3
Milk	57.6	62.5	72.6	61.0
Soft Drinks	35.9	42.7	36.8	36.9
Cigarettes & Tobacco	18.1	15.3	15.8	17.3
Snacks, Cookies, Crackers	15.5	15.3	17.9	15.9
Newspapers & Magazines	10.2	8.3	8.4	9.6
Candy & Gum	7.1	5.5	7.4	7.3
Eggs	4.1	6.9	10.5	6.0
Potato Chips	5.1	8.3	3.2	5.2
Canned Goods & Soup	3.1	6.9	3.2	3.6
Luncheon Meats & Meats	4.2	0.0	4.2	3.6
Ice Cream	3.4	2.7	5.3	3.3
Beer	2.5	2.7	5.3	3.1
Coffee	2.3	2.7	3.2	2.5
Cereal & Breakfast Foods	3.1	0.0	1.1	2.3
Staples, Sugar, Salt	1.4	2.7	4.2	2.1
Dog Food	2.3	13.8	0.0	1.7
Detergents--Soaps	1.7	2.7	0.0	1.5
Picnic Items--Charcoal	1.1	1.4	2.1	1.5
Juices	2.0	1.4	0.0	1.5
Cheese	1.1	1.4	2.1	1.3
Gas	1.1	0.0	3.2	1.3
Sandwich Items	0.8	0.0	1.1	0.8
Catsup--Tomato Paste	0.6	1.4	1.1	0.8
School Supplies	1.1	0.0	0.0	0.8

Table 8

TOTAL FOOD STORE EXPENDITURES PER HOUSEHOLD PER WEEK (including Supermarkets) -A

Weekly Expenditures in Dollars	% of Households Shopping				Non-Shoppers of Convenience Stores
	Food Quick Stores	Jiffy Stores	All Other C. Stores	Total	
Under $10	3.0	5.7	5.6	3.6	0.0
$10 - $19.99	16.0	26.4	16.7	17.6	12.5
20 - 29.99	22.4	20.8	13.9	21.3	28.1
30 - 39.99	21.3	15.1	36.1	21.8	28.1
40 - 49.99	13.8	13.2	16.7	14.0	3.1
50 - 59.99	9.7	7.5	5.6	9.0	9.4
60 - 69.99	4.1	1.9	0.0	3.4	0.0
$70 & over	3.0	3.8	5.6	3.4	0.0
DK - NR	6.7	5.7	0.0	5.9	18.8
TOTAL	114	18	12	9	153

Table 9

TOTAL FOOD STORE EXPENDITURES PER CAPITA
PER WEEK (including Supermarkets) - A

Weekly Expenditures in Dollars	% of Households Shopping				Non-Shoppers of Convenience Stores
	Food Quick Stores	Jiffy Stores	All Other C. Stores	Total	
Under $8.00	16.4	20.8	22.2	17.6	6.3
$8.00 - $9.99	8.6	11.3	11.1	9.2	6.3
10.00 - 11.99	20.9	22.6	25.0	21.6	25.0
12.00 - 13.99	19.4	13.2	5.6	17.1	18.8
14.00 - 15.99	11.6	5.7	11.1	10.6	9.4
16.00 & over	16.8	20.8	25.0	18.2	15.6
DK - NR	6.3	5.7	0.0	5.6	18.8
TOTAL	268	53	36	357	32

Table 10

CONVENIENCE FOOD STORE EXPENDITURES
PER WEEK PER HOUSEHOLD - A

Weekly Expenditures in Dollars	% Of Households Shopping			
	Food Quick Stores	Jiffy Stores	All Other C. Stores	Total
Under $.50	13.1	9.4	11.1	12.3
$.50 - $.99	10.8	9.4	5.6	10.1
1.00 - 1.99	16.4	20.8	5.6	16.0
2.00 - 2.99	18.7	22.6	27.8	20.2
3.00 - 3.99	7.5	7.5	8.3	7.6
4.00 - 4.99	5.2	1.9	2.8	4.5
5.00 - 5.99	12.7	15.1	13.9	13.2
$6.00 & over	10.0	7.5	13.9	10.1
DK - NR	5.6	5.7	11.1	6.2
TOTAL	268	53	36	357

Table 11

CONVENIENCE FOOD STORE EXPENDITURES
PER WEEK PER CAPITA - A

Weekly Expenditures In Dollars	% of Those Shopping			
	Food Quick Stores	Jiffy Stores	All Other C. Stores	Total
Under $.20	14.2	7.5	11.1	12.9
$.20 - $.49	14.2	22.6	5.6	14.6
.50 - .99	17.5	26.4	25.0	19.6
1.00 - 1.49	20.9	7.5	16.7	18.5
1.50 - 1.99	7.1	7.5	5.6	7.0
2.00 - 2.49	6.0	9.4	2.8	6.2
2.50 - 2.99	5.6	5.7	8.3	5.9
3.00 & over	9.7	7.5	13.9	9.8
DK - NR	4.9	5.7	11.1	5.6
TOTAL	268	53	36	357

Table 12

PERCENTAGE OF TOTAL FOOD STORE EXPENDITURES
SPENT IN CONVENIENCE STORES - A

% of Food Store Expenditures	% Of Households Shopping			
	Food Quick Stores	Jiffy Stores	All Other C. Stores	Total
Less than 1%	10.1	3.8	5.6	8.7
1.00 - 1.99%	7.1	5.7	0.0	6.2
2.00 - 3.99%	11.6	18.9	5.6	12.1
4.00 - 6.99%	14.6	22.6	22.2	16.5
7.00 - 10.99%	15.3	9.4	11.1	14.0
11.00 - 15.99%	11.2	11.3	13.9	11.5
16.00 - 21.99%	10.4	11.3	11.1	10.6
22.00 - 28.99%	6.7	7.5	5.6	6.7
29.00% & over	4.5	1.9	11.1	4.8
DK - NR	8.6	7.5	13.9	9.0
TOTAL	268	53	36	357

Table 13

WEEKLY FOOD EXPENDITURES - A

	Food Quick Customers	Jiffy Customers	Other C. Stores Customers	All C. Stores Customers	Non-Shoppers	All Customers
Average Household Total Food Expenditure	$32.48	$32.24	$33.83	$32.80	$31.15	$32.69
Average Capita Total Food Expenditure	11.89	11.51	11.58	11.84	12.92	11.93
Average Household Convenience Expenditure	2.83	2.82	3.30	2.87	---	2.62
Average Capita Convenience Expenditure	1.04	1.01	1.13	1.04	---	.96
% Food Expenditure in Convenience Stores	8.7%	8.7%	9.8%	8.8%	---	8.0%
Size of Family	2.73	2.80	2.92	2.77	2.41	2.74

Table 14

CONVENIENCE STORES SHOPPED - A

Convenience Store	% of All Food Store Customers	% of Convenience Store Customers
Food Quick Stores	68.9	75.1
Jiffy Stores	13.6	14.8
All Other Convenience Stores*	9.3	10.1
Non-Shoppers of Convenience Stores	8.2	

* Includes other convenience stores and those who shop more than one convenience store.

ADDITIONAL COMMENTS ABOUT CONVENIENCE STORES

From Food Quick Stores Customers - No. of Comments--73

Serve their purpose.
No. 1 stores the only ones worth shopping at.
They do serve a useful purpose.
My main complaint would be that the food is not rotated on the shelf often enough to keep it fresh especially the cereals and chips even also in the frozen food freezers.
I appreciate them in the fact that they keep me from having to drive a longer distance to the supermarket.
If they could just bring prices down they would have so much student trade they couldn't handle it.
Of course I think they are too high priced but I can see why they are so people will continue to use them when they're in a hurry.
If the supermarkets were open we wouldn't shop there at all--they are just too expensive for words.
I'm just glad they're there. I couldn't get along without them.
They are convenient--but high priced--and I would rather stop there than fight crowds and take the time to go to the supermarket.
None, except I would stop more often if I felt prices were more reasonable.
I wish their prices were more reasonable so I could shop there more often and save longer trips to the supermarket.
Wish they could be more reasonable with prices for the staples.
Well, I feel like I'm getting gypped every time. I go in but it saves a long trip to the supermarket. They are convenient and if their prices were more reasonable they couldn't handle the business.
I think they serve a definite need but are out of reason in some articles.
I appreciate their being open odd hours and can see why their prices are higher.
I think they are a boon to the working people but too expensive for any kind of regular shopping.
Prices are very extreme and I think they're making very much money at the expense of their customers. If they would bring down their prices they could make as much money with more customers and business.
Very accommodating people.
Well, I shop there for my own convenience not for theirs--therefore it's not often.
I think their prices are too high but I can understand that they have to be.
They serve a useful purpose but think their extremely higher prices must be a disadvantage during regular store hours.
They'vealways helped me out when I stopped there so I guess they do fulfill a need.
They do their job quite well.
Prices are too high to warrant my shopping there even occasionally.
I shop there only when necessary because of their very extreme high prices.
None, except I think the prices are much too high--higher than necessary.

I don't like their prices--I think they charge what the market will bear.
They are convenient at late hours but I hesitate to buy anything that has an expiration date on it.
I realize you pay for convenience here--but I think some of their prices are exorbitant to the point they drive away business.
I think they are taking advantage of students and are capitalizing on that fact. They could have tremendous business if they would use their head and be fair.
I think their hours are appreciated but I actually don't see how people can shop there at all.
No, I guess they're all right, just too expensive for me.
Wish they would put their prices more in line with other stores, then I'd shop there more often.
I think they serve their purpose very well.
They are doing a real fine job.
I certainly do think they could be more in line with their pricing and still be able to make their profit.
I really like the friendly people. They are very accommodating when I need some help.
Just wish they wouldn't jack up the prices so much. I realize some mark up is necessary but I feel these convenience store prices are exorbitant.
I think that even with their long hours and high overhead they do have ridiculously high prices.
They serve their purpose. Much too expensive to get a large amount of groceries.
I'm glad we have them.
They're a real convenience for me as I come in late lots of times--everything else is closed.
We appreciate them being there.
Don't like their policies on cashing checks.
As we both know, they are out of proportion with people's salaries.
Just to expensive.
Usually anything new advertised on TV you can find at No. 1 Stores.
I would like to complain about their prices, but I'm glad they are there.
Have purchased frozen vegetables that have been bad.
They are convenient when you need them.
Nothing, except that they are pretty expensive.
No, I can't think of anything except they do cash checks.
No, they do have good hours and they're in good locations.
I use them occasionally but not often.
No, I only shop there when I need something quick.
No, their location and hours are what keeps them going.
They're a rip-off.
No, they're real ugly.
No, I'm sure they're good for people who use them. They are springing up all over the place.
They're nice to have around when you need them.

No, I think they must be nice, a lot of people use them. They're handy in case of an emergency.

Yes, I think they have products used for a meal at home. They're very over priced. They are convenient because of their location and their hours.

I think the prices are much too high.

I think they're really just for convenience.

I'm glad we have them.

No, I just hate them unless I have to go there.

Need to bring prices down--more people would buy there.

I don't think I'm qualified since I don't use them often.

Packaging of items is small, prices are too high, it's convenient.

I go there because nothing else is open.

Wish they didn't stay open on Sundays, along with the other shops, too.

I'm glad they are there.

Additional Comments From Jiffy Stores - No. of Comments--12

Like them pretty well.
I think their prices are unreasonable to ridiculous. They should be more concerned in serving students with a necessary function than in making such high profits.
Basically they serve their purpose--I just wish they could be more competitive in their pricing.
Wish they would get their prices more in line with other stores.
I definitely think they could lower their prices to more in line with supermarkets and make up the difference with additional business.
Prices there are much too high.
They serve their purpose very well.
I believe if they could lower their prices they would have enough additional trade to still make their expenses and a good profit.
No, I just think they serve their purpose.
I don't like them.
Mighty handy--if they were done away with, we would all miss them.
Treat you nice.

Additional Comments Other Stores - No. of Comments -- 9

Rip-offs!
I'm satisfied with their services--they do fill a need.
Their prices are a little too high but I don't know what I'd do without them.
None except I just won't go there unless it's a dire emergency.
Just wish they weren't so high priced.
None except I think the prices are too high other than that they're great.
There seems to be some variation in management. Some stay stocked well and some have a lot of things they don't replace often.
Not really, it's a rip-off.
No, I don't shop there too often so I'm in no position to make any comments.

Additional Comments Non-Shoppers of Convenience Stores - No. of Comments

Seems as though they have a sufficient number of customers.
I feel they are rather well used.
For me they aren't necessary but some people like them.
No, I just wouldn't want to manage one.