



## 2005 CUSTOMER SURVEY

### CONVENIENCE STORES – COMPOSITE RESULTS

Results compiled from a National Shopping Service survey related to convenience stores. In this nation-wide survey utilizing 3,671 individual responses, respondents rated items on a scale of 1 (least important) to 5 (most important).

#### Highest Priorities for Customers

<b>Overall:</b>	<b>Avg.</b>
1. I want to see the price for the item I'm looking for.	4.77
2. I want a gas nozzle to be clean and operating properly (no gas spills).	4.73
3. I want my food/coffee to be fresh.	4.73
4. I want items to be reasonably priced.	4.69
5. I want the interior to be bright and inviting so I feel safe.	4.68
6. I want the entrance to be brightly lit.	4.67
7. At night, I want a very brightly lit exterior (to feel safe).	4.66
8. I want the gasoline to pump quickly.	4.64
9. I want a clean restroom.	4.60
10. I want to get in and out of there as quickly as possible.	4.59
<b>Female:</b>	<b>Avg.</b>
1. At night, I want a very brightly lit site exterior (to feel safe).	4.82
2. I want the gas nozzle to be clean and operating properly (no gas spills).	4.78
3. I want to clearly see the price of the item I'm looking for.	4.78
4. I want my food/coffee to be fresh.	4.74
5. I want the interior to be bright and inviting so I feel safe.	4.71
6. I want the entrance to be brightly lit.	4.71
7. I want the gasoline to pump quickly.	4.64
8. I want to get in and out of there as quickly as possible.	4.60
9. I want a receipt.	4.50
10. I want the employee(s) to be friendly.	4.49
<b>Male:</b>	<b>Avg.</b>
1. I want to see the price of the item I'm looking for.	4.77
2. I want the gas nozzle to be clean and operating properly (no gas spills).	4.69
3. I want my food/coffee to be fresh.	4.64
4. I want items to be reasonably priced.	4.63
5. I want to get in and out of there as quickly as possible.	4.56
6. I want the gasoline to pump quickly.	4.56
7. I want quality food/coffee.	4.52
8. I want a clean restroom.	4.52
9. At night, I want a very brightly lit site exterior (to feel safe).	4.50
10. I want the employee(s) to be friendly.	4.40



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#### Lowest Priorities for Customers:

<b>Overall:</b>	<b>Avg.</b>
1. I want the employee to offer to check my oil/look under the hood.	3.53
2. I want the employee to be in a company uniform.	3.76
3. I want the employee to wash my windows.	3.85
4. I want the employee to wear a name badge.	3.97
5. I want the gas pumps and surrounding areas to be clean.	4.02
6. I want pump operating instructions clearly marked.	4.09
<b>Female:</b>	<b>Avg.</b>
1. I want the employee to offer to check my oil/look under the hood.	3.55
2. I want the employee to be in a company uniform.	3.77
3. I want the employee to wash my windows.	3.86
4. I want the employee to wear a name badge.	3.96
5. I want the gas pumps and surrounding areas to be clean.	3.98
6. I want clean/useable squeegees, paper towels and clean fluid available.	4.25
<b>Male:</b>	<b>Avg.</b>
1. I want the employee to offer to check my oil/look under the hood.	3.39
2. I want the employee to be in a company uniform.	3.70
3. I want the employee to wash my windows.	3.74
4. I want the employee to wear a name badge.	3.85
5. I want pump operating instructions clearly marked.	3.91
6. I want the gas pumps and surrounding areas to be clean.	4.06