

Tuesday, 6 May 2014

Location, location, location: where the customers are

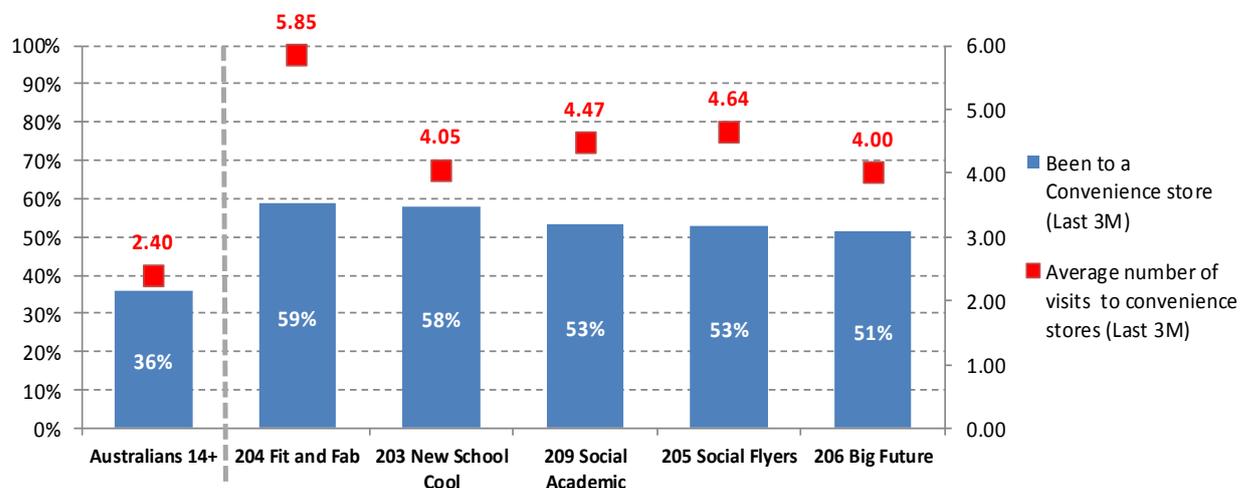
Convenience store giant 7-Eleven's recent announcement that it would be starting a roll-out of new stores in Western Australia is good news for the state's consumers and potential franchisees alike.

As we revealed recently, more than a third of Australians aged 14+ visit a convenience store at least once in an average three months, with a far lower visitation rate in states where there are no 7-Elevens. Clearly, there is a gap in the market — not just in WA, but also in Tasmania, South Australia and the Northern Territory.

This is a perfect example of where our newly launched [Helix Personas mapping and catchment feature](#) would be invaluable for assessing suitable new store locations. By quantifying high-value [Helix Personas](#) who are more likely to be convenience store or 7-Eleven customers, this feature can then pinpoint those areas — down to specific streets — where these personas typically live.

For example, people falling within the [Fit and Fab](#) persona stand out for the frequency with which they visit convenience stores (more than double the national average).

Top 5 Helix Personas - Been to a Convenience store in the last 3 months



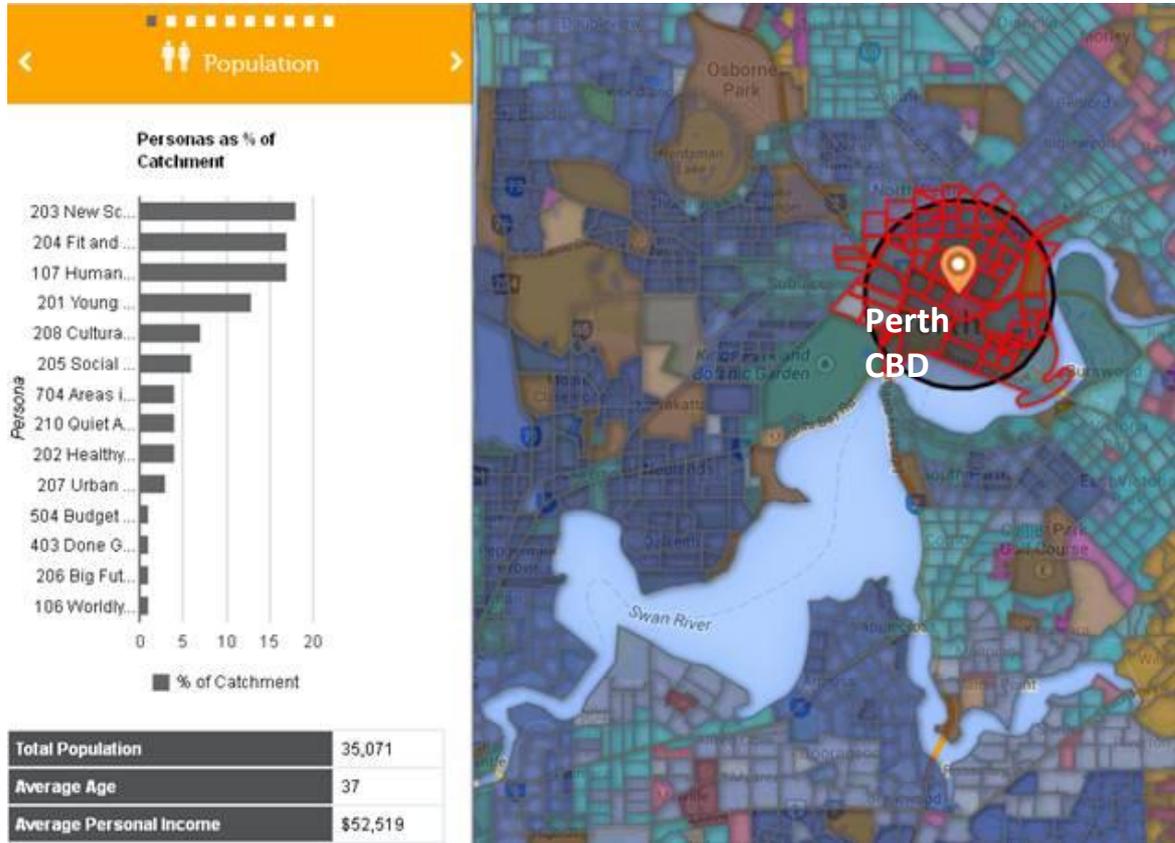
Source: Roy Morgan Single Source (Australia), January 2013–December 2013. Australians aged 14+ n= 18,576

Fit and Fab individuals tend to live in CBD areas of each major Australian city, and Perth is no exception, with Adelaide Terrace prime real estate for this high-value group. Using the new catchment area tool, the Helix user can project outwards from a central location and build a catchment analysis of Personas within a set radius. Once this cluster is created, they can gain an infinite number of further insights, gleaned from Roy Morgan Single Source data.

This translation of data in real time instantly evaluates the residents of any street address: their behaviour, values and profiles, as well as which media would be most effective for communicating with them.

Why is this so important? Well, we know by looking at the Perth CBD catchment area (2km radius), that more than 85% of its residents are classified as Metrotechs, a relatively young and well educated group that’s clued-in, cultured and cashed up.

Perth CBD – Helix Personas



Looking outside of the CBD, another high value catchment area is the beach-side suburb of Scarborough. Residents here have a similar age profile and level of affluence as those in the CBD area, as well as being considerably more likely than the average Australian to have shopped at convenience stores.

In comparison, just 6km away from Perth CBD (even closer than Scarborough) a catchment area around the Waterford Plaza shopping centre is home to a significant proportion (35%) of Progressive Thinkers, who come in well below the national average for convenience store visitation. Even more noteworthy is the second-most represented persona in that catchment, Twilighters, who are the least likely of all 56 Personas to visit convenience stores!

See over for next chart

Waterford Plaza and Scarborough – Helix Personas Catchment areas



Warren Reid, Group Account Manager – Consumer Products, Roy Morgan Research, says:

“The news that 7-Eleven is rolling out operations to WA opens up the portfolio for franchisees. Based on store placements in other states, the locations of these new stores are not likely to be limited to prime CBD positions. Having the ability to identify potential ‘hot spots’ is crucial, and made easier using Helix Personas’ catchment area analysis and customer profiling.”

“Helix Personas can instantly identify those places where the most valuable consumers reside. For convenience stores, it could be as simple as exploring how often people shop at convenience stores, how much they spend, and what they actually buy or want. Helix Personas can even determine what types of products stores should stock in order to satisfy local customers’ needs.”

“The Scarborough and Waterford Plaza examples clearly show the diversity between areas, and even areas that may be in close proximity a major shopping mall or city centre.”

“This highlights how imperative it is to understand where your customer base resides before deciding where to open up shop.”

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research

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is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3

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