

## Store Cleanliness Plays an Important Role on Where Consumers Shop

A recent study performed by M/A/R/C® Research and National In-Store found that 14% of consumers said they would stop visiting a store that was not as clean as they would like, and 29% said they would only visit the store to pick up a few items they could not find elsewhere. Grocery and Drug stores should pay particular attention to store cleanliness since their shoppers are among the highest percentage measured that will “stop going to a store” if the store is not perceived as being clean.

“Clearly cleanliness is an important component of the consumer experience. It impacts consumers’ willingness to shop at a given retailer and also influences frequency of shopping and the length of time consumers are willing to shop. All of this has a direct impact on the amount of spending a retailer can capture,” says Randy Wahl, Senior Vice President at M/A/R/C Research.

The study offers insight into the impact of store appearance by store category which includes Grocery, Mass Merchandiser, Club, Consumer Electronics, Drug, Office Supply and Department stores. The study includes responses from 6,400 in-store audits as well as over 30,000 shoppers. In-store audits evaluated the appearance of store’s parking lots, litter in the store, lighting and restrooms.

“While the tendency is to focus on the potential loss of a customer, an equally important concern is the broader impact that cleanliness and other aspects of the overall consumer experience have on frequency of shopping and the amount of time or scope of their shopping,” Wahl states.

To download the full study and receive a free subscription to *MEASURE – A Monthly Measurement of the Retail Experience* please visit: [www.marcresearch.com/measure](http://www.marcresearch.com/measure) or [www.nis-retailmetrics.com](http://www.nis-retailmetrics.com)

**M/A/R/C® Research** is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands. Since 1965, M/A/R/C has delivered high quality, objective driven research.

M/A/R/C’s proven marketing issues platforms support clients’ brand building efforts.

- Assessor® – a new product development and optimization platform – helps clients “green light” ideas, evaluate concepts, forecast the sales and market potential of developed offerings, or optimize marketplace strategy.
- MarketLink – a brand (BrandLink) and customer (CustomerLink) development platform – identifies and quantifies actions driving brand health and customer loyalty.
- Custom Portfolio – a collection of structured, yet flexible research offerings – is designed to meet clients’ diverse needs with solutions ranging from eye tracking to segmentation research.

**Retail Metrics**, a division of **National In-Store**, is built around the philosophy, “What gets measured, gets done.” We provide retailers in-store Inspections, Measurement, and Score-Carding services to correct and achieve strategic goals, as well as determine areas of opportunity or success at a total chain or individual store level. The overall goal is to improve sales and profits through improved in-store execution. Our subject matter expertise in retail audit and operations along with our national presence ensures coverage to your entire footprint.

National In-Store is the fastest-growing U.S. retail resources provider, serving more than three million retail sites annually with more than 10,000 field associates. NIS offers a wide range merchandising support services.

Both M/A/R/C Research and National In-Store are part of the **Omnicom Group**, a leading global advertising, marketing and corporate communications company. Omnicom’s branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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