



FIELD AGENT™

**Special Report:
Intelligent Audit of the
Halloween Candy Aisle**

09.13.14

*Field Agent Changed the Way the World Collects
Business Information and Consumer Insights*

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The Intelligent Audit

Through mobile technology and crowdsourcing, in-store audits are no longer limited to marking off boxes on a checklist.

The intelligent audit combines traditional methods with new capabilities that allow companies to collect audit information *and* consumer insights—all at the same time.

The report that follows showcases some of the capabilities and benefits of the intelligent audit.



Job Summary

Agent Instructions

Field Agent asked 300 shoppers to audit the main Halloween candy aisle of 300 stores across 4 retail categories: mass merchandisers, drug stores, dollar stores, and grocery stores. 2 national chains were selected to represent each category, for a total of 8 retail chains. To participate, agents had to satisfy three criteria: They must (1) participate in Halloween, (2) distribute candy on the holiday, and (3) make decisions about what treats their household passes out

Requests

1. Start the timer at the store's front entrance. You'll stop the timer when you arrive at the main Halloween candy aisle/section.
2. Stop the timer when you arrive at the main Halloween candy aisle/section.

Locations

300



Job Summary (Cont'd.)

Requests

3. Does this store have a Halloween candy aisle/section?
4. In your opinion, how would you describe how long it took to find the Halloween candy aisle/section in the store? Choose one.
5. Video the entire Halloween candy aisle/section. (*Note: Included in the study for quality control purposes*)
6. Count the number of different Halloween candy products available on the main candy aisle.
7. Would the following characteristics of the Halloween candy aisle/section make you more or less likely to purchase Halloween candy from this store? (a) prices on merchandise; (b) Halloween packages/decorations/displays; (c) signage/information; (d) variety/assortment



Job Summary (Cont'd.)

Requests

8. What is the price of [a popular Halloween candy]? (*Note: Some items were specified by brand name to agents, but their identities have been purposefully left out of this report.*)
9. What is the weight (in ounces) of [the product in request #8]?
10. What is the price of [a popular Halloween candy mix]?
11. What is the weight (in ounces) of [the product in request #10]?
12. Which best describes your attitude about the price of [the product in request #10]?
13. Take one clear photo of the Halloween candy item that most captured your attention/interest.
14. What about this Halloween candy item [request #13] MOST captured your attention? Choose one.



Job Summary (Cont'd.)

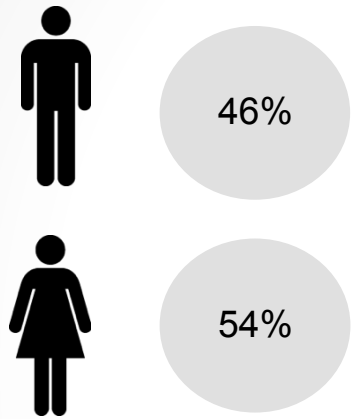
Requests

15. Describe one or more improvements this retailer could make to the main Halloween candy aisle to better serve customers.
16. How many special Halloween candy displays (endcap or stand-alone) do you count in the ENTIRE store?
17. Are the following Halloween-themed products also available in this store? (a) packaged cookies; (b) snack cakes; (c) beverages; (d) potato chips
18. What types of treats do you expect to distribute at Halloween this year? Choose all that apply.
19. What will be important to you when selecting treats to pass out at Halloween this year? Choose all that apply.

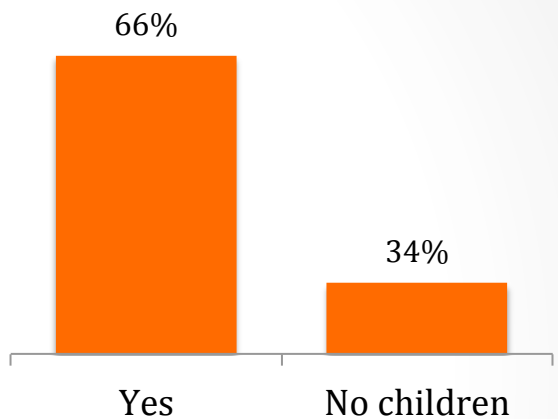
Demographics

All 300 respondents were required to satisfy three criteria for participation in the study. They must (a) participate in Halloween, (b) distribute candy during the holiday, and (c) make decisions about what treats their households will pass out.

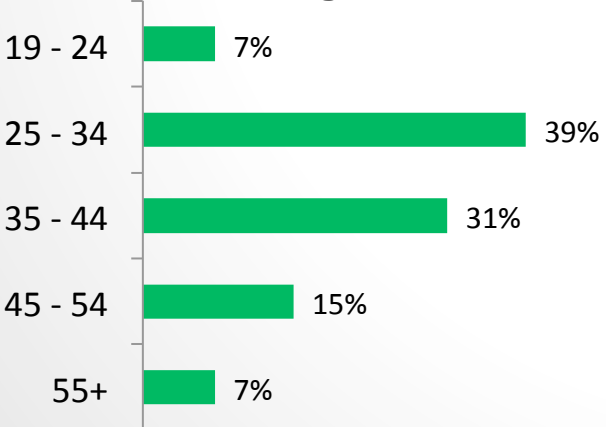
Gender



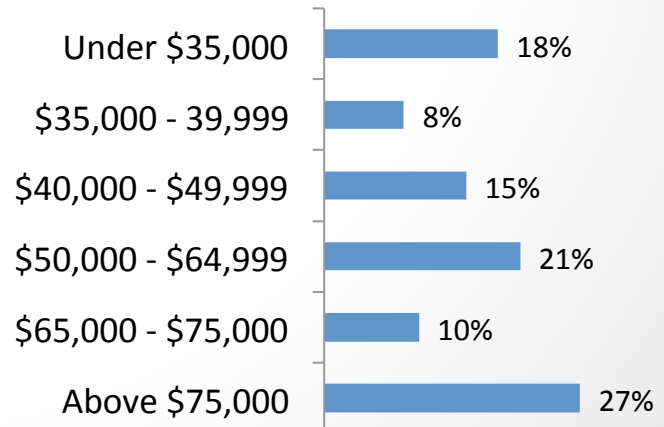
Children Under 18 in HH?



Age

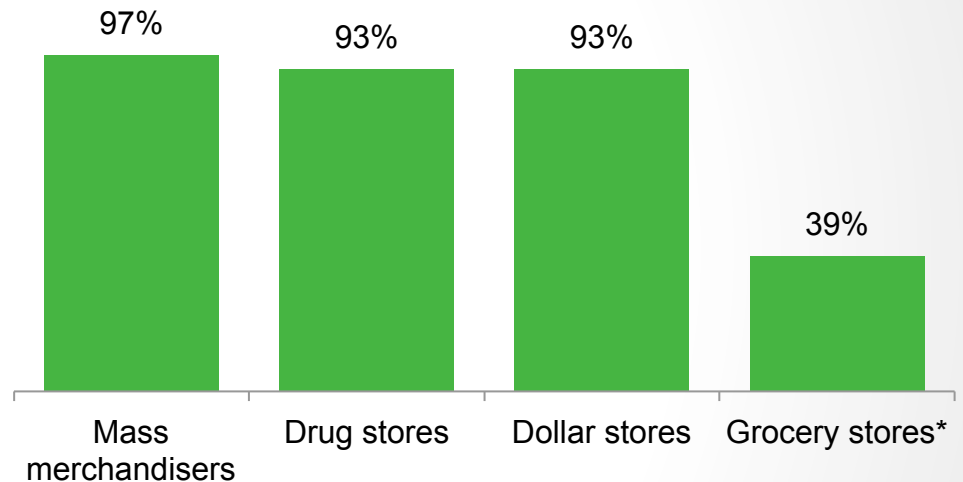
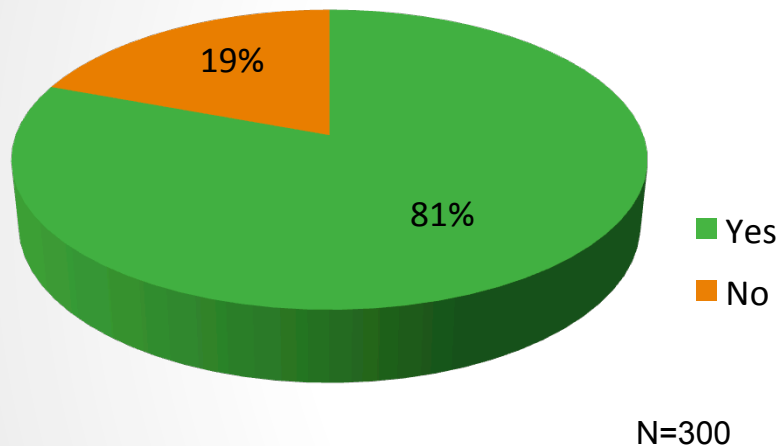


Household Income



Request

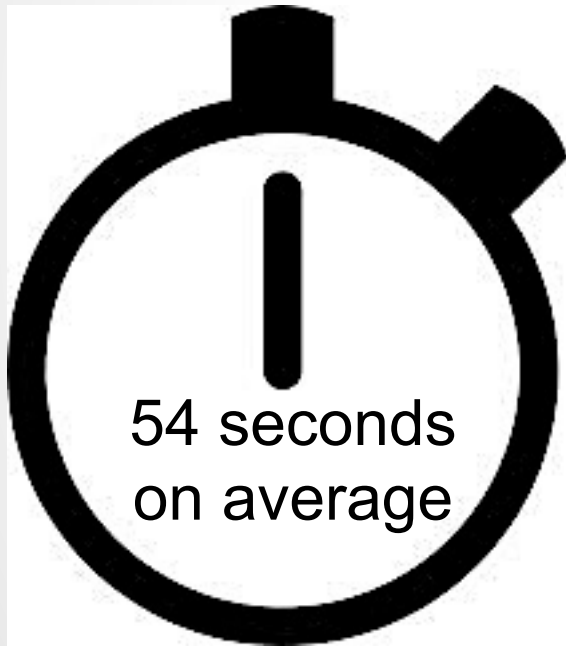
Does this store have a Halloween candy aisle/section as of September 13, 2014?



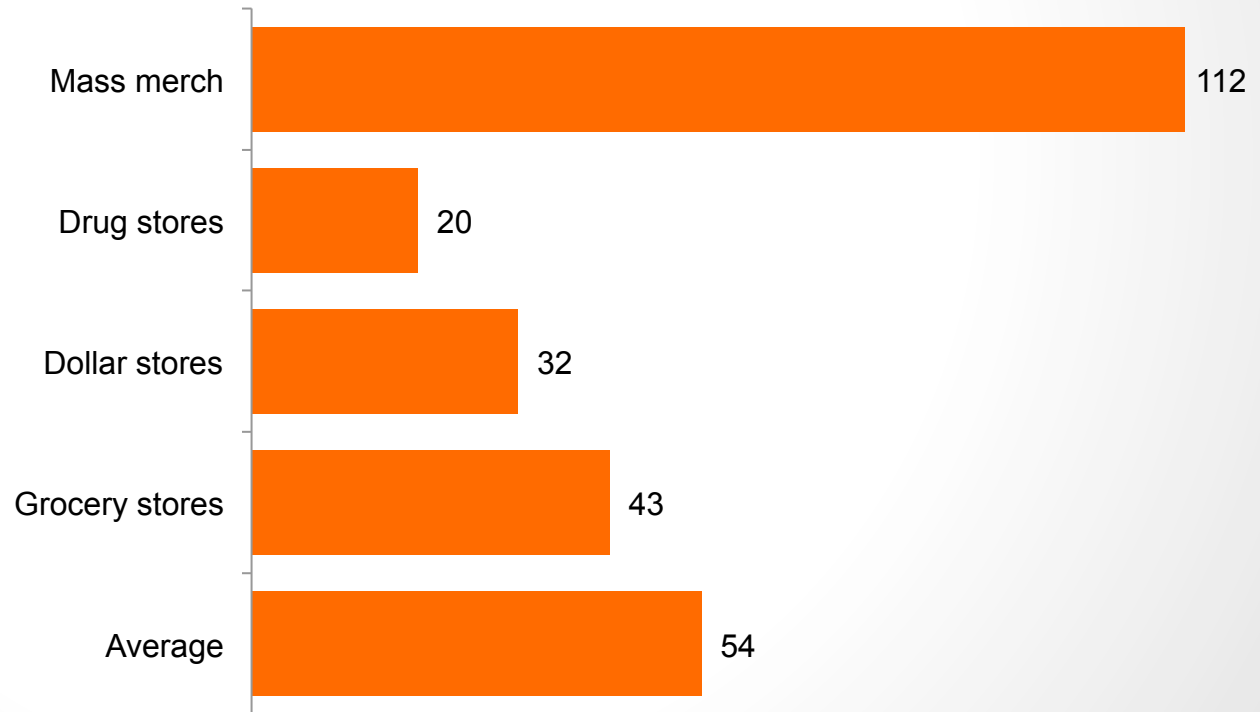
* For this study, 8 retailers were studied across 4 different categories: mass merchandisers, drug stores, dollar stores, and grocery stores. Field Agent researchers selected 2 national chains to represent each category. 7 of 8 retailers had already, in large part, rolled out their Halloween stock as of September 13. However, one of the two grocery store chains did not have its Halloween candy section out on the day of the study. This explains much of the difference between grocery stores and other categories in the graph above.

Request

Agents were asked to time how long it took them, in seconds, to locate the main Halloween candy aisle/section from the front entrance of the store. They used the timer tool in the Field Agent app to complete this task.



How long does it take shoppers to find the main Halloween candy aisle/section (in seconds)?



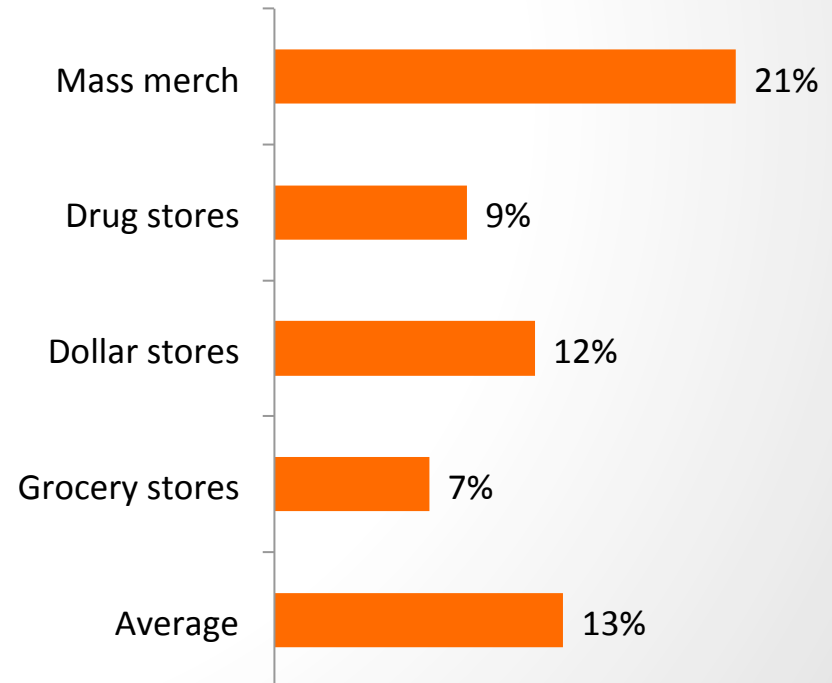
N=243

Request

How would you describe how long it took to locate the Halloween candy aisle/section?

Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more than I expected	5	0	1	0	6
A little more than I expected	10	6	7	2	25
About what I expected	46	30	23	9	108
A little less than I expected	5	7	7	6	25
Much less than I expected	7	27	31	12	77
Grand Total	73	70	69	29	241

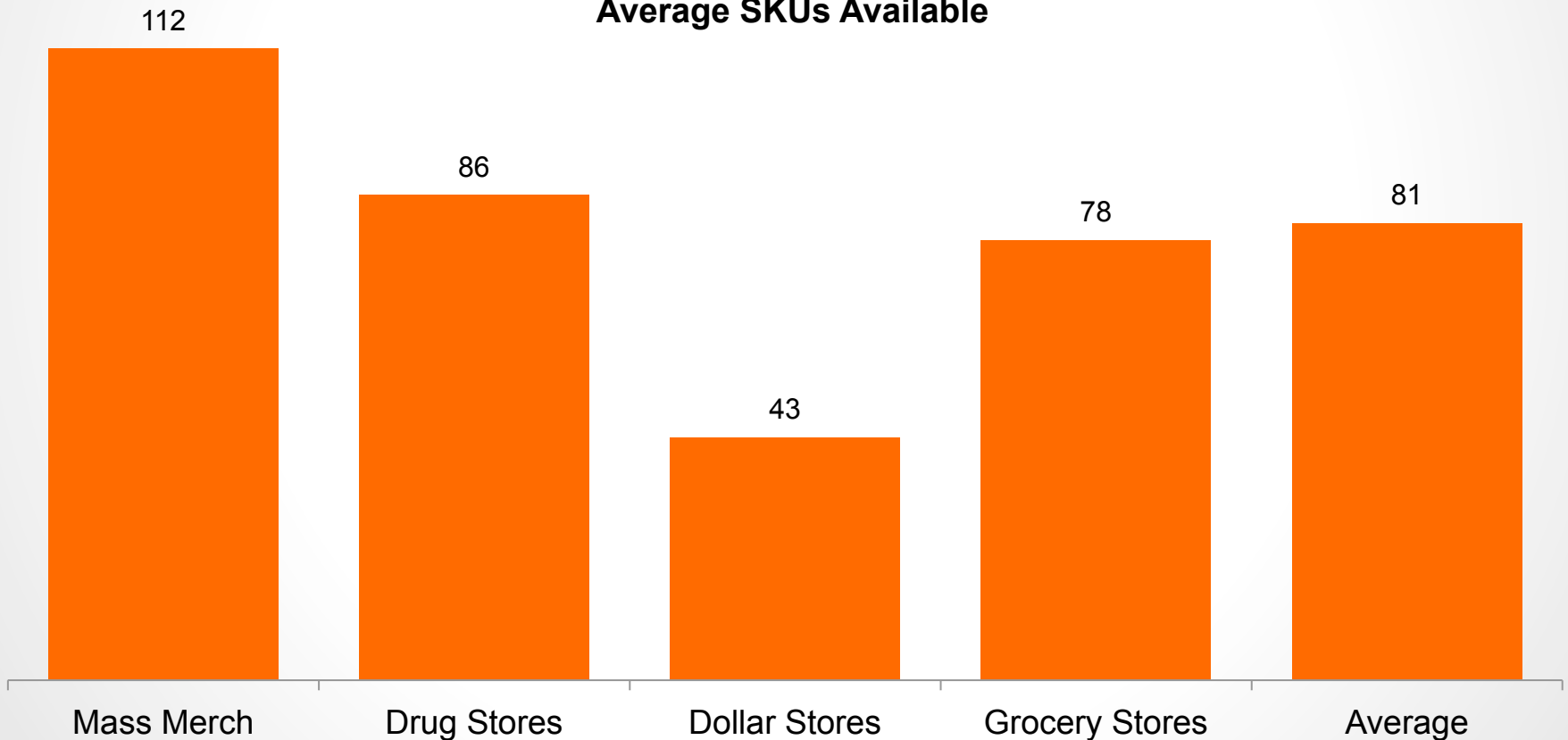
% of shoppers who said it took *more* time than expected to find the Halloween candy section



Request

Count the number of Halloween candy SKUs on the main candy aisle as of September 13, 2014

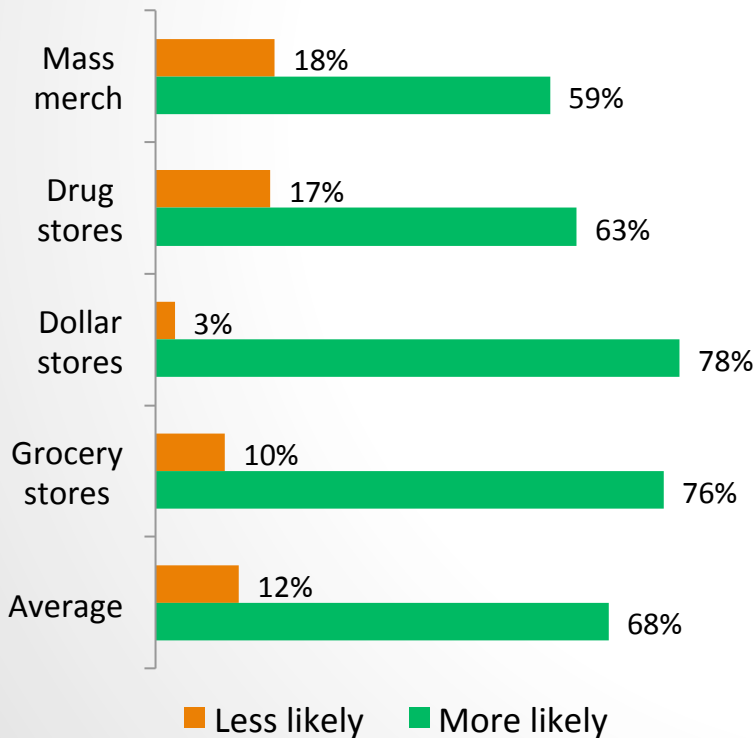
Average SKUs Available



Request

Would the *prices on merchandise* in the Halloween candy aisle make you more or less likely to purchase Halloween candy from this store?

Would the prices on merchandise make you more or less likely to buy Halloween candy from this store?



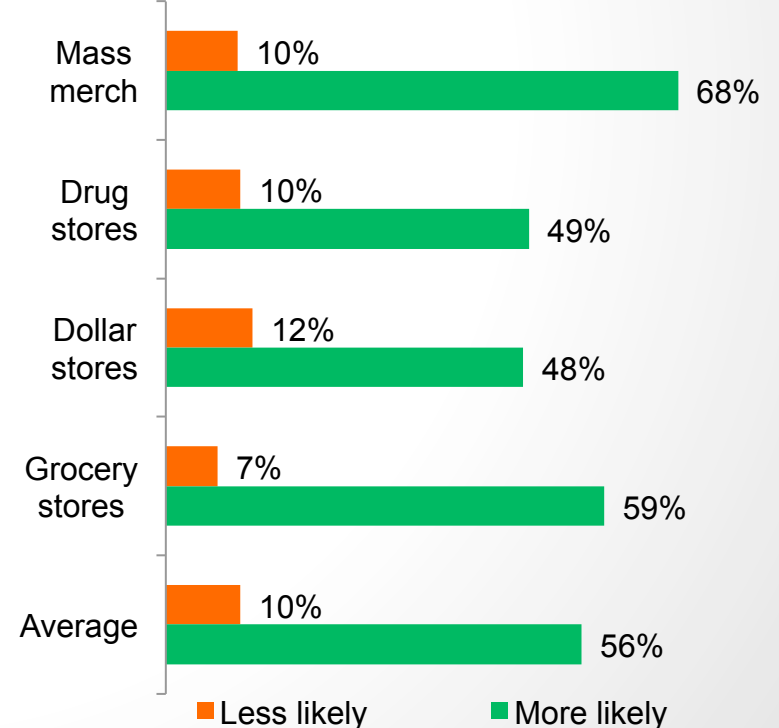
Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more likely	20	30	27	11	88
A little more likely	23	14	27	11	75
Neutral	17	14	13	4	48
A little less likely	9	7	2	1	19
Much less likely	4	5	0	2	11
Grand Total	73	70	69	29	241

Request

Would the *Halloween-themed packages, decorations, and displays* in the candy aisle make you more or less likely to purchase Halloween candy from this store?

Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more likely	18	16	8	5	47
A little more likely	32	18	25	12	87
Neutral	16	29	28	10	83
A little less likely	5	5	5	2	17
Much less likely	2	2	3	0	7
Grand Total	73	70	69	29	241

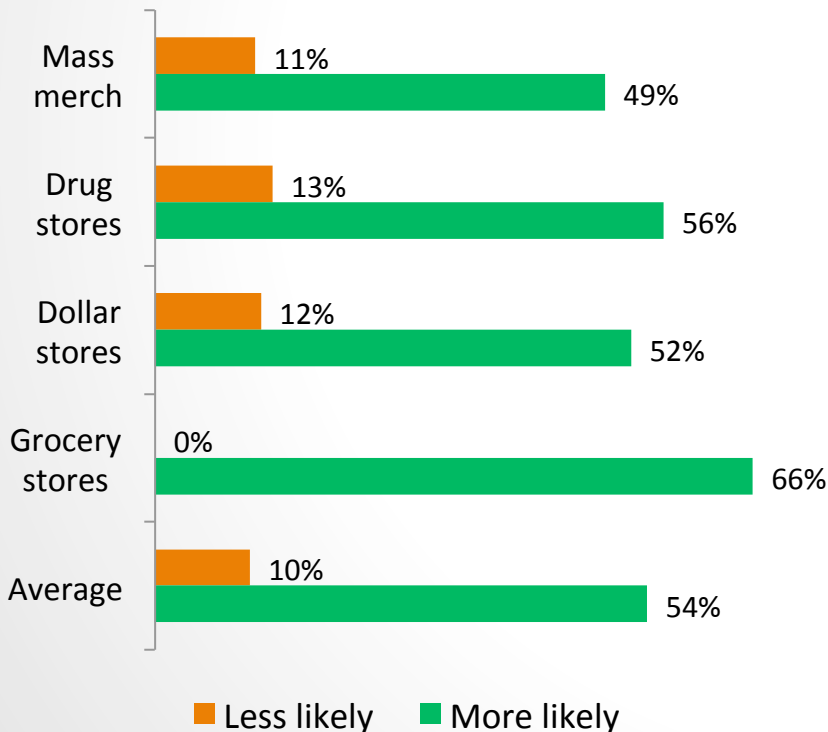
Would the Halloween-themed packages, decorations, and signage make you more or less likely to purchase Halloween candy from this store?



Request

Would the *signage and information* in the Halloween candy aisle make you more or less likely to purchase Halloween candy from this store?

Would the signage and information make you more or less likely to buy Halloween candy from this store?



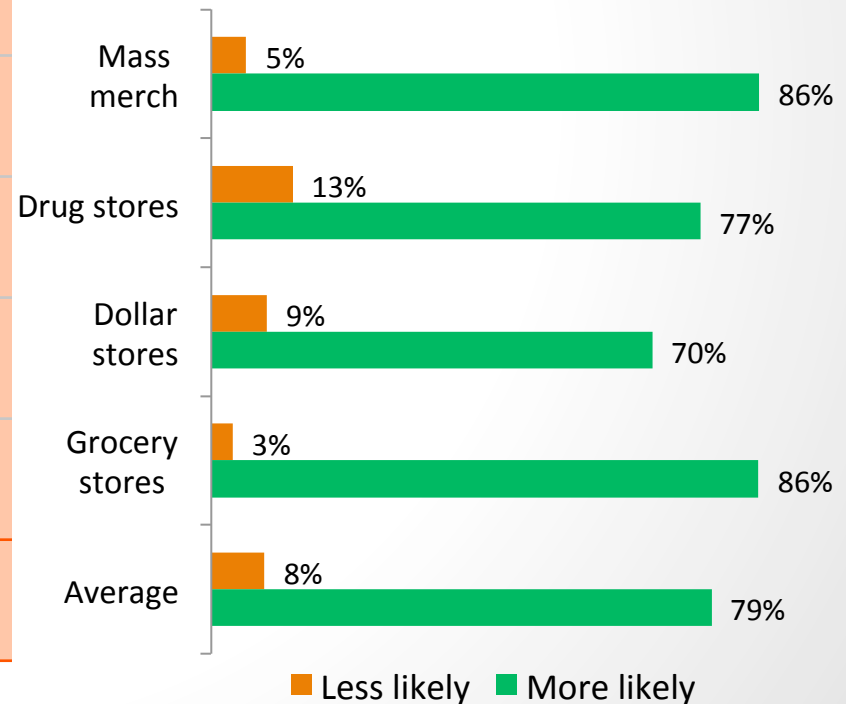
Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more likely	14	13	12	8	47
A little more likely	22	26	24	11	83
Neutral	29	22	25	10	86
A little less likely	6	5	6	0	17
Much less likely	2	4	2	0	8
Grand Total	73	70	69	29	241

Request

Would the *variety or assortment* of Halloween merchandise on the Halloween candy aisle make you more or less likely to purchase Halloween candy from this store?

Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more likely	32	23	19	12	86
A little more likely	31	31	29	13	104
Neutral	6	7	15	3	31
A little less likely	3	4	5	1	13
Much less likely	1	5	1	0	7
Grand Total	73	70	69	29	241

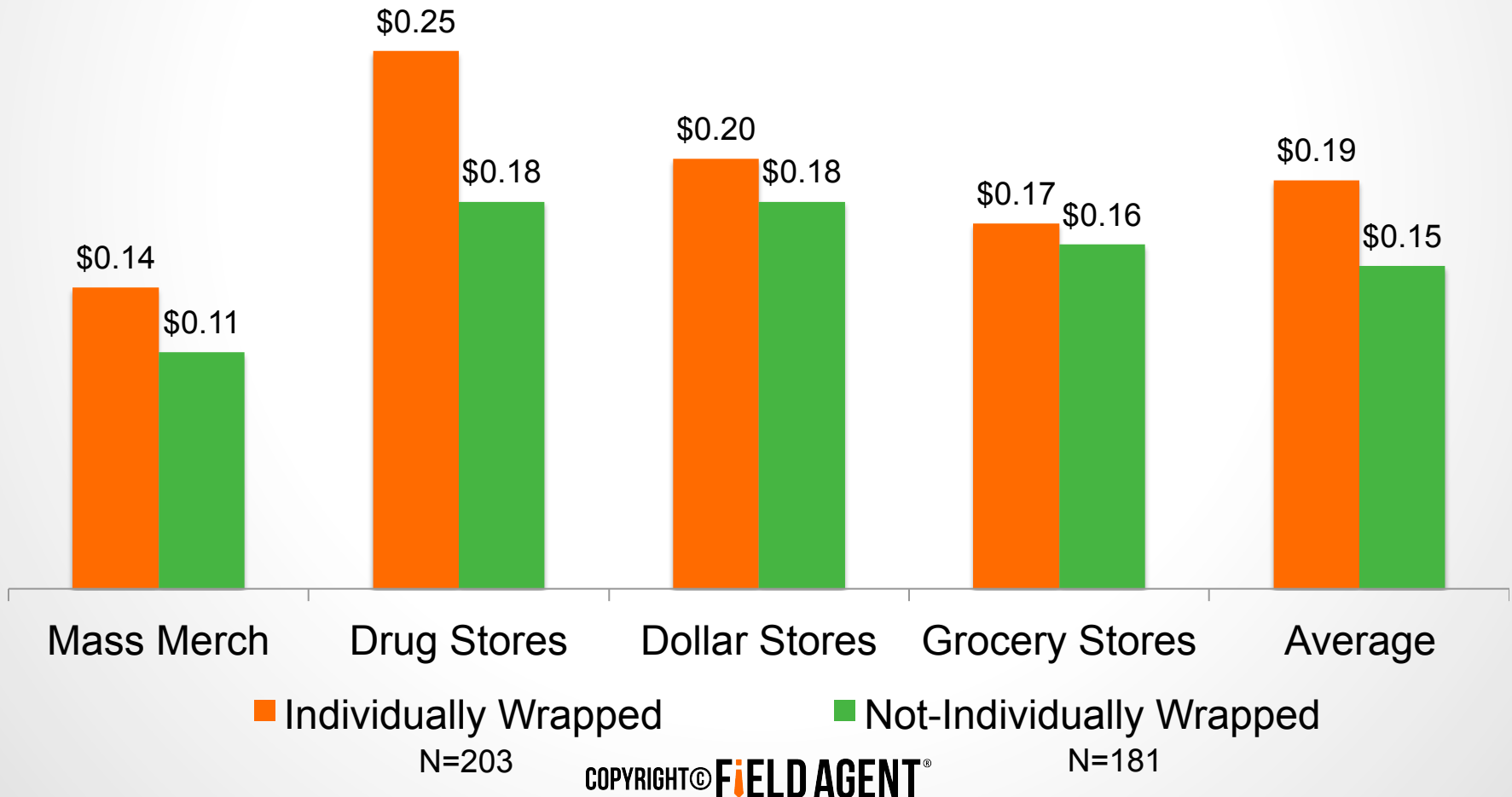
Would the variety or assortment in the aisle make you more or less likely to purchase Halloween candy from this store?



Request

What is the price per ounce of (1) a popular Halloween candy (not individually wrapped) and (2) a popular Halloween candy mix (individually wrapped)?

Calculated Price Per-Ounce

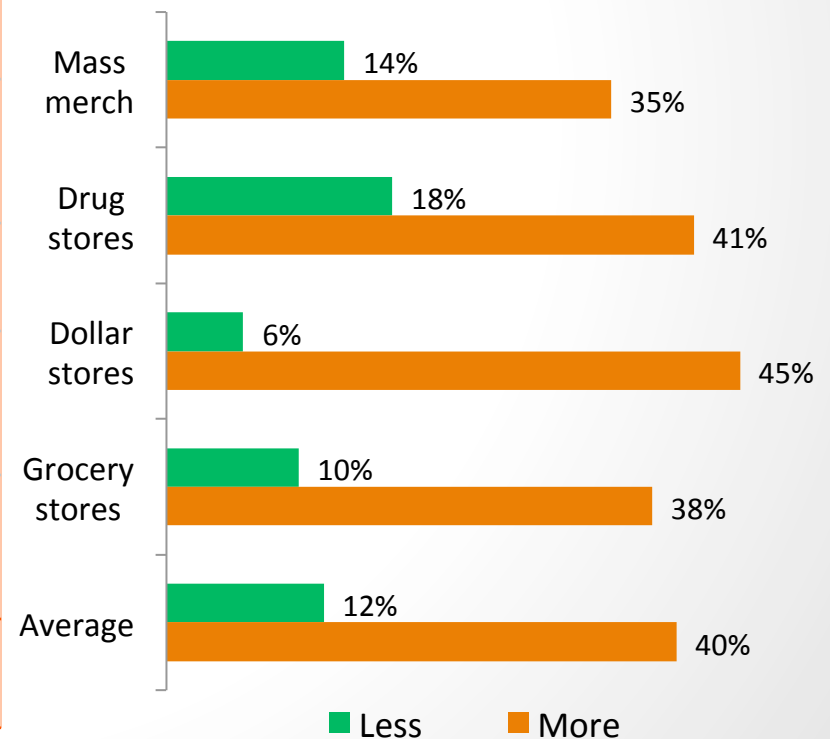


Request

We took the price analysis on the previous slide one step further, asking agents to share their attitude about the overall price of the popular Halloween candy mix

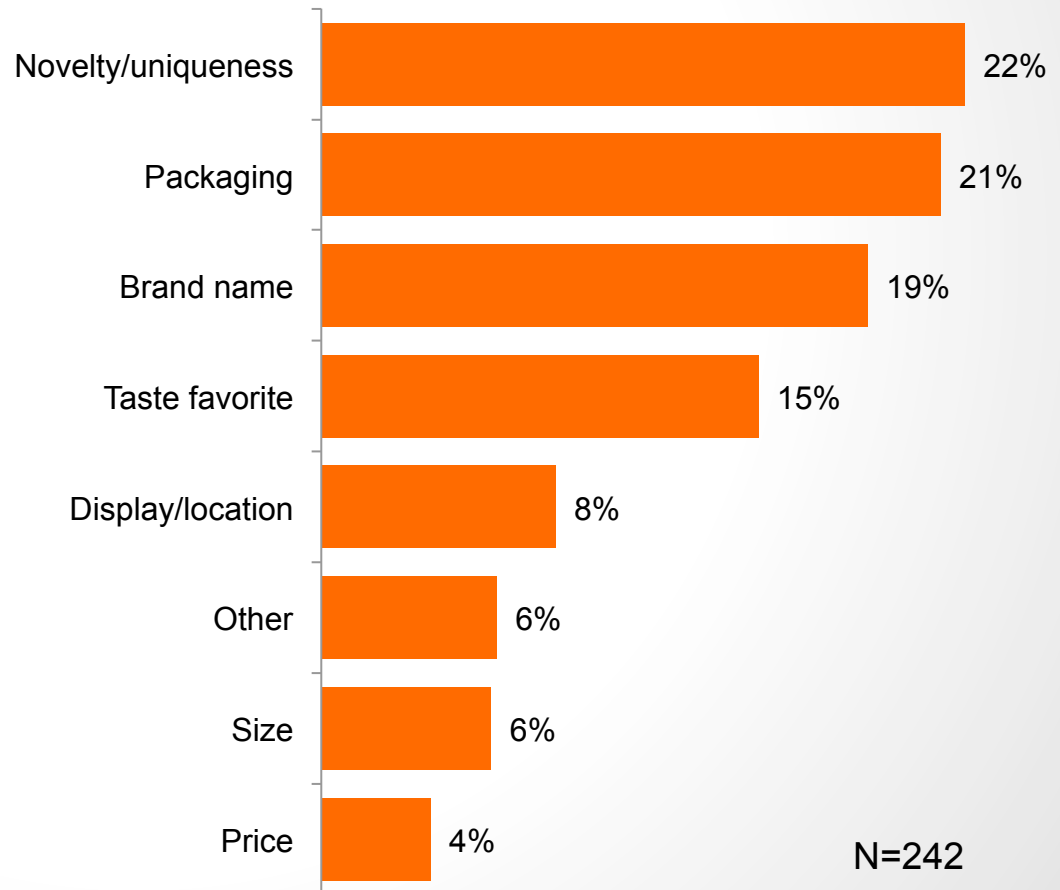
Response	Mass merch	Drug stores	Dollar stores	Grocery stores	Total
Much more than I expected	5	11	5	1	22
A little more than I expected	20	17	25	10	72
About what I expected	37	28	33	15	113
A little less than I expected	7	4	3	0	14
Much less than I expected	3	8	1	3	15
Grand Total	72	68	67	29	235

Was the price of the candy mix more or less than you expected?



Request

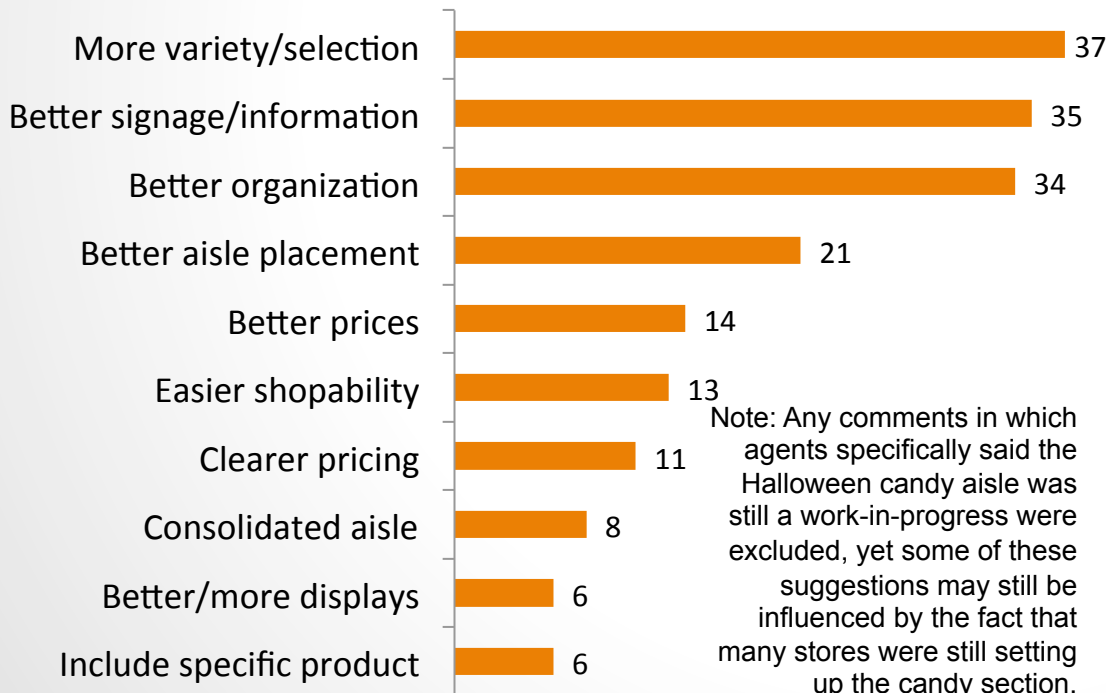
Agents were asked to take one picture of the Halloween candy item that most captured their attention while visiting the Halloween candy aisle. There were then asked what about this item most stood out.



Request

We asked agents to describe one improvement retailers could make to the main Halloween candy aisle to better serve customers. These free form responses were analyzed for themes by Field Agent researchers.

Top 10 themes among shoppers' suggestions for improving the Halloween candy aisle (by number of mentions)



Note: Any comments in which agents specifically said the Halloween candy aisle was still a work-in-progress were excluded, yet some of these suggestions may still be influenced by the fact that many stores were still setting up the candy section.

32-year-old female from Indiana:

Better presentation, better upkeep. Not very visually appealing, not very festive or inviting.

41-year-old female from California:

Don't put the aisle so far back in the store. Maybe somewhere in the middle or right in front of the store would be better.

22-year-old mother from Texas:

More candy needs to be available at a cheaper price. There was a good amount of candy but there could have been more.

Request

How many special Halloween candy displays (endcap or stand-alone) do you count in the entire store? Agents were instructed to count the display only if it contained at least one Halloween-themed candy item.

Average number of special Halloween candy displays by retail category



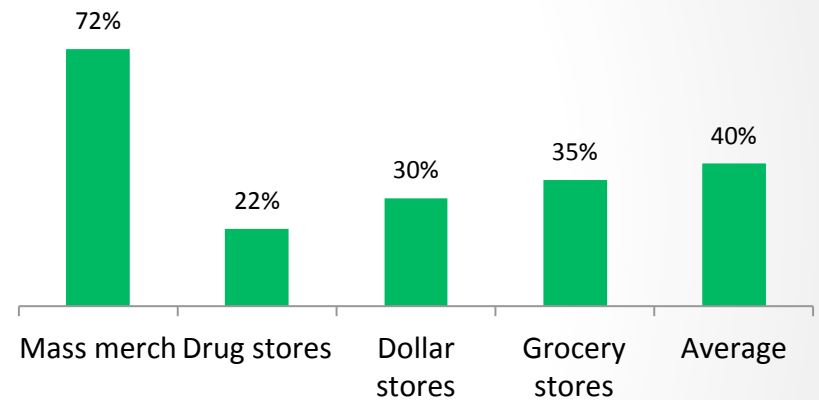
Request

Is the store currently stocking the following unique Halloween-themed items?

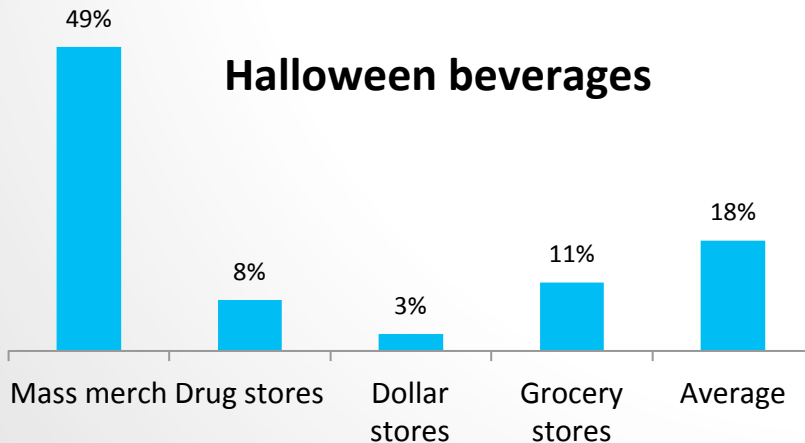
Halloween packaged cookies



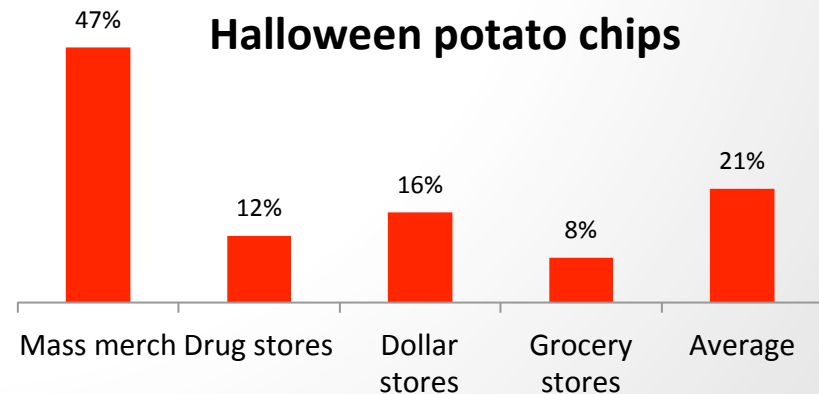
Halloween snack cakes



Halloween beverages



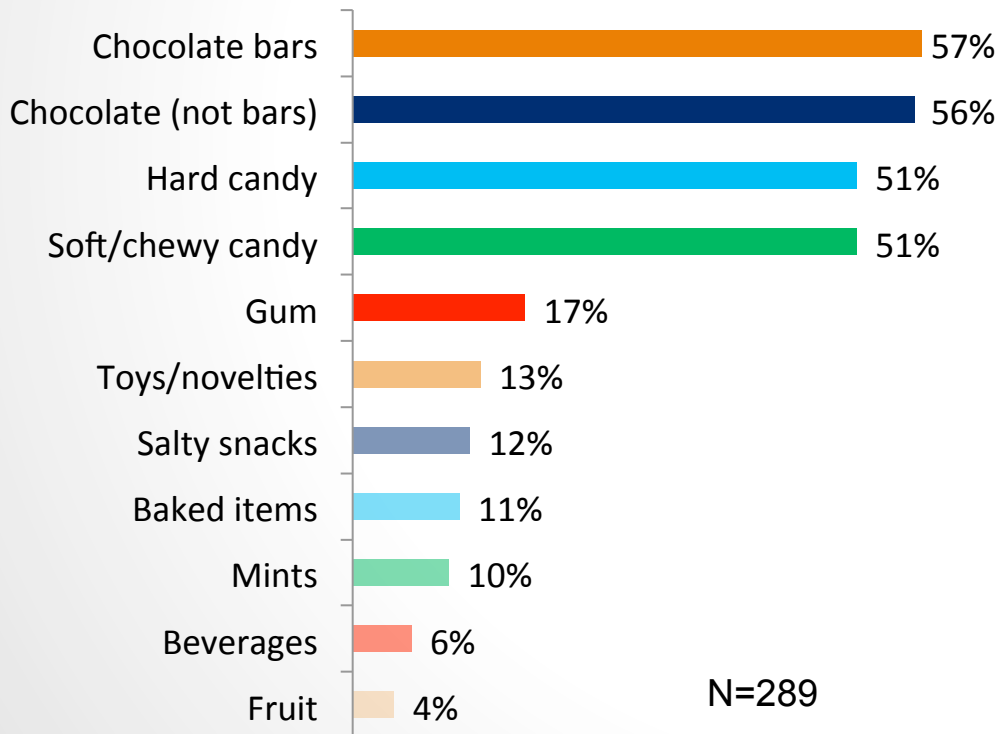
Halloween potato chips



Request

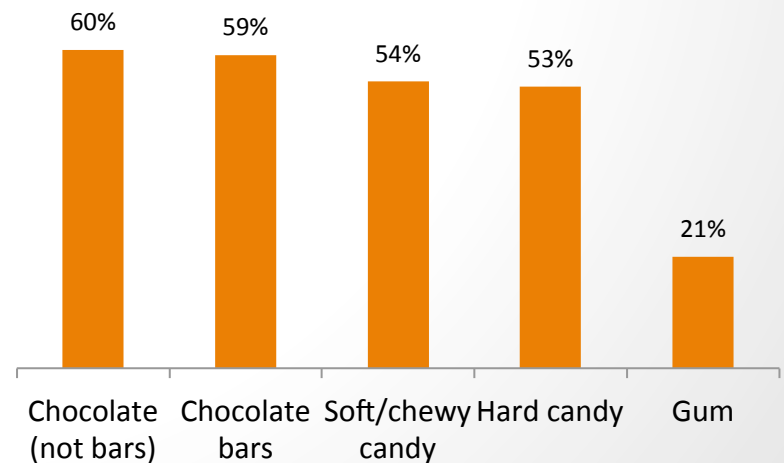
Field Agent replicated a question from a previous study in which we asked shoppers to tell us what treats they traditionally pass out at Halloween. This time, we asked *what treats they expect to pass out for Halloween 2014*.

What treats do you expect to pass out at Halloween this year?



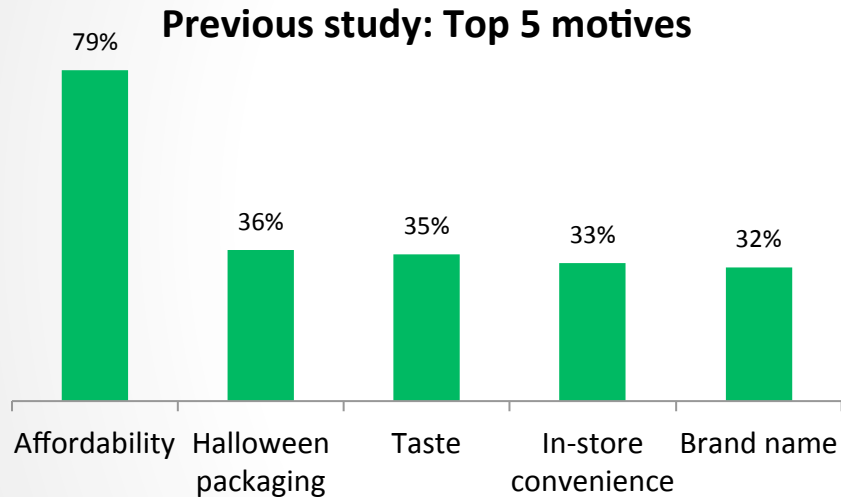
The results show considerable agreement with the previous study of 173 shoppers. The top 5 remain unchanged, with only slight changes to the order.

Previous study: Top 5 treats



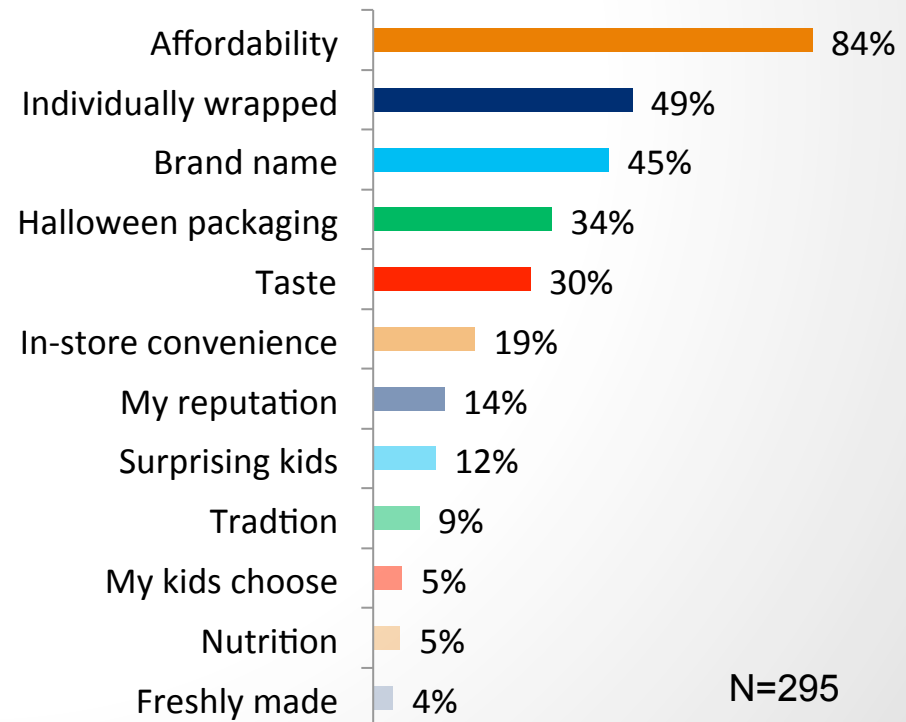
Request

What will be important to you when selecting Halloween treats to pass out *this year*?



Here also there was much agreement from the past study. Based on previous results, we added “individually packaged treats” as an option. The top 5 remained largely unchanged, though there was some reordering.

What is important to shoppers in deciding what treats to pass out at Halloween this year?



N=295

thank you!