

CASE STUDY

210 Analytics and Alchemer

Keeping the Food Industry Ahead of Shopping Trends

The U.S. food retail industry is a \$6.22 trillion market, with grocery stores totaling almost \$682 billion in annual sales. Yet the margins are very small, with the average grocery store making about a penny on the dollar. Consequently, insights into buying trends and buyer intention is highly prized. That's the kind of research 210 Analytics delivers as specialists in quantitative and qualitative research for the grocery and food retail industry.

"We use Alchemer to learn about behaviors, motivators, and more," says Anne-Marie Roerink, founder of 210 Analytics. "The industry that has been in tremendous flux over the past two years. Retailers, distributors, and manufacturers are all trying to better understand customers and what motivates them. With margins so tight, knowing who wants organic produce, grass-fed beef, a boost from algae protein or a fiber-rich product can make a huge difference in profitability."

FINDING THE RIGHT PANELS MIX

210 Analytics often works with the Panels Team at Alchemer. "We field ten to fifteen surveys a year with a target audience of 1,500-2,000 consumers," says Anne-Marie. "Typically we test the survey internally and with a few consumers, then we work with Wendy on the Panels Team to set quotas – geographic, age, economic, and other factors using Census balancing. However, we tend to stop surveys at 75 years of age because their purchases tend to become very habitual. Often those baskets grow very small and get folded into a younger family.

The Alchemer Panels Team then constantly adjusts the sample they distribute to fill the quotas. "We've found that lower income buckets

tend to fill up before the higher income buckets," Anne-Marie adds. "So Wendy rolls out the survey a bit at a time to balance the quotas and avoid having to find the needle in the haystack for the last couple of hundred respondents."

MOVIE NIGHTS AT HOME

Combining data from their Alchemer-based surveys and grocery sales data from IRI (the big-data provider for the retail industry), 210 Analytics found premium and ready-to-eat popcorn are up 15% because those movie nights have moved home, thanks to streaming services offering (and continuing to offer) movies directly on their service and in theaters.

“It's all about finding an edge and looking around the corner.”

During the pandemic, many long-standing trends, from where to shop to what to buy changed, with an explosion in grocery e-commerce and activities like scratch-cooking and baking.

Anne-Marie Roerink,
Founder, 210 Analytics

“**We export the results directly into SPSS for segmentation and deeper analysis.** With the direct SPSS export, Alchemer automatically defines and imports variable names, variable types, titles, and value labels in the .SAV format for SPSS. It’s clean and easy.”

Anne-Marie Roerink,
Founder, 210 Analytics

REPORTING FOR ANALYSIS

210 Analytics uses the Alchemer reports. “Alchemer reports are great for higher level analysis, such as conference satisfaction surveys or quick feedback,” says Anne-Marie. “The cross-tabs and filters tools are quite intuitive and useful as well.”

SPSS is the industry standard for serious, in-depth statistical analysis. “Thinking ahead of the type of analysis required, I define the SPSS variable names while building the survey,” adds Anne-Marie. “That way everything exports cleanly and data coding and cleaning is minimal.”

210 Analytics uses Alchemer to export the results directly into SPSS for segmentation and deeper analysis.” This saves 210 Analytics a substantial amount of time compared with exporting the data to a .CSV file first. With the direct SPSS export, Alchemer automatically defines and imports variable names, variable types, titles, and value labels in the .SAV format for SPSS. “It’s clean and easy”

ADJUSTING SURVEY AUDIENCES TO GET MORE ACCURATE DATA

“Looking at engagement across the population with the frozen foods you would buy in those long freezer aisles in the store, we see that boomers do not have a great love for frozen food,” reports Anne-Marie. “They associate it with lots of sodium and lots of processing from the TV dinners of the sixties.”

However, one of the surveys 210 Analytics did with Alchemer found that 30% of Americans have invested in more freezer capacity at home. “People bought additional freezer space because they are buying more frozen consistently. Younger audiences, especially millennials, they love frozen food. They even see it as being healthy,” says Anne-Marie. If you want to understand who buys frozen food, there’s no sense in having a true census-based cross-population sample. That’s because you are asking people who don’t engage with frozen food all that much, unlike the people who are buying it.”

SUPPORTING MARKETING INITIATIVES

While baby boomer shoppers are the majority spender, the next generation is where the growth sits. That makes it difficult for the retailers today because boomers still love their paper circular. “If you turn to the younger generation in the marketplace, Gen Z, they prefer to look on their apps or social media. The difficulty for the retail industry is that the majority dollar still sits with boomers, while the growth sits with millennials – the next big generation.”

FROM SURVEYS TO MULTI-YEAR TRACKING STUDIES

“Our research helps our customers decide if they want to be in front of a trend, watching it, or letting it pass based on their customer demographics. We turn the research findings from Alchemer into in-depth multi-year tracking studies that are used all over the world.”

Typically, 210 Analytics will launch studies at conferences to take the audience through the top-level results after which they can use the study to understand the benchmarks for their specific organizations. “Over time, we started to see trends cut across departments, which helps to develop early base lines. For instance, behaviors that first popped up in frozen foods or produce will make their entrance in areas like meat, seafood or even candy months or years later.”

Call your account manager or 800.609.6480 to learn more.

Alchemer
Formerly SurveyGizmo

168 Centennial Parkway, #250
Louisville CO, 80027

© All rights reserved.

All trademarks are the property of their respective holders.