



PRESS RELEASE

Ipsos, in partnership with W. Capra, announces 2025 Channel Check-IN: The C-Store Experience

Exclusive study will evaluate and rank how leading convenience store and travel center brands perform against customer expectations

New York, August 12, 2025 – Ipsos, one of the world's leading market research companies, today announced that it is preparing the 2025 **Channel Check-IN: The C-Store Experience**. Now in its third year, this highly anticipated syndicated research program evaluates how leading convenience store and travel center brands deliver against customer expectations for in-store experiences.

Channel Check-IN: The C-Store Experience, fielded by Ipsos' Channel Performance team and designed in partnership with the consulting and services firm W. Capra, draws on extensive research to outline innovations that are resonating with consumers, understand where brands are meeting consumers' expectations, and identify where opportunities for improvement exist.

QuikTrip and Love's Travel Stop have both previously ranked first in the Channel Check-IN: The C-Store Experience. The consumer survey portion of this year's study has already begun, and the brands that will be assessed via [Ipsos' industry-leading mystery shopping panel](#) will be identified in the coming weeks.

Ipsos expects to have results ready for publication by mid-to-late October, and will conduct complimentary reviews of the results with interested parties earlier that month.

To schedule your appointment to review the results, please contact Chris Koetting, SVP of Strategic Growth – Channel Performance, at Christopher.Koetting@ipsos.com.

For more information on this news release, please contact:

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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About W. Capra

W. Capra is the premier end-to-end consulting and services business – driving high impact customer-first business transformation – from high level strategy through implementation in every vertical served. Leveraging our breadth of industry expertise and innovative thought leadership, we collaborate with our clients to optimize operations, enhance customer experience, minimize risk, and achieve strategic business goals. As industry and technology evolve, so does our expertise and drive – and that keeps us at the cutting edge as we help clients navigate the complexities of today's technology ecosystem and prepare for the new opportunities of tomorrow.

