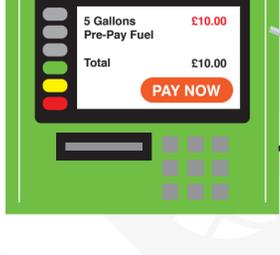




UK Shows Significant Opportunities as Consumers Demonstrate Preference For Pay-at-the-Pump

An independent survey*, commissioned by Transaction Network Services, has found that UK consumers are embracing Pay-at-the-Pump facilities at petrol stations and keen to try new value added secure commerce offerings at the pump. This infographic explores the findings of this research.

Pay-at-the-Pump Proves Popular



63% prefer to pay-at-the-pump instead of the cashier if this option is available

72%

prefer to pay by card or via a mobile app, such as Apple Pay, rather than using cash at a petrol station

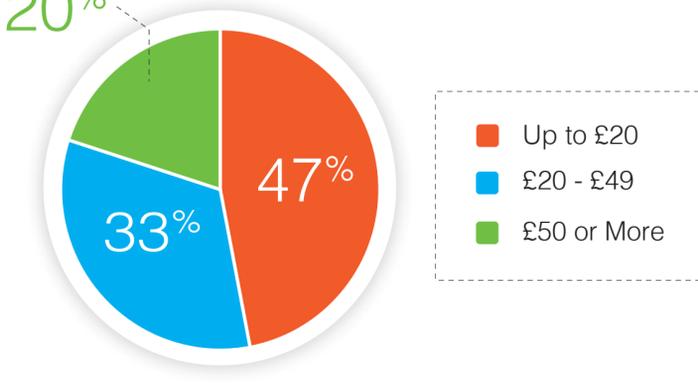


Additional Spending Boosts Revenue

58% often purchase items other than petrol while at the petrol station, this is especially popular among the younger age groups:



Of the 25 to 34 year old age group, how much extra do these additional items add to their total spend?

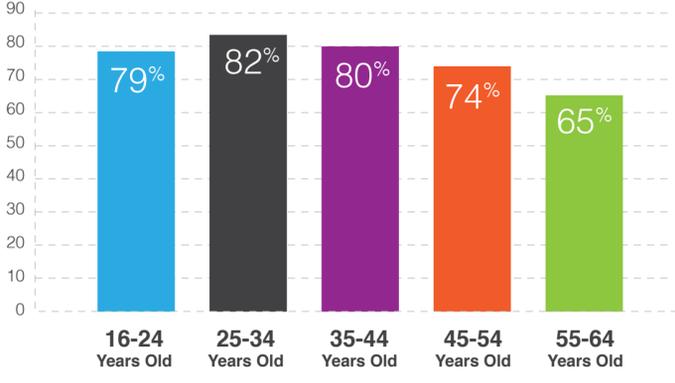


Discounts and Offers Contribute to Loyalty



76% are happy to purchase gas from a specific brand or station location because they offer reward points

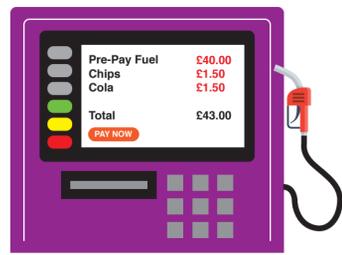
The overwhelming majority of all age groups would like to make instore purchases if they could receive instant discounts towards their fuel purchase:



More men than women have a fuel loyalty card and have used the points to make a purchase

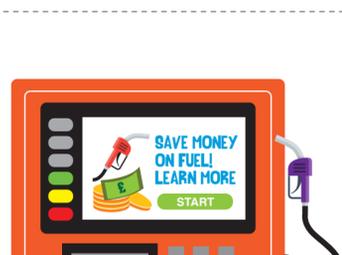


A Map for Future Developments?



56% would be interested in buying other items at the pump if this was an option

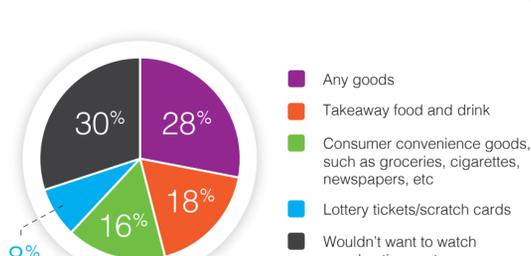
41% would like to order prepared food like pizza and burgers by paying for them at the pump



72% would be interested in receiving a discount on their fuel price to watch an advertisement, including

85% of 25 to 34 year olds

What one item sold instore would you want to watch an advisement at the pump for?



*TNS commissioned an independent KANTAR Internet Omnibus Survey in September 2019 which covered UK 1,045 adults