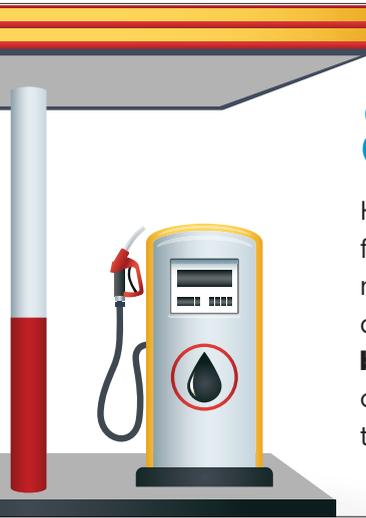




What Fuels You?

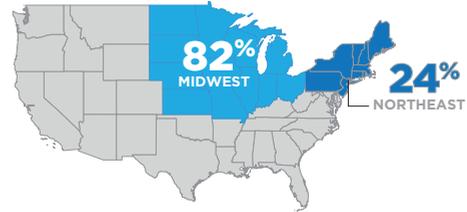
Consumers have a multitude of opinions when it comes to filling up

The motor fuels business is not for the faint of heart. Gas station brand loyalty has declined over the past few years. A majority of U.S. adults are concerned about the security of their financial data when they pay at gas pumps and convenience stores. And c-store competitors, particularly club stores and supermarkets with fuel programs, continue to steal away traffic. Here's a look at some of the latest consumer insights around the fueling occasion.



81%

Half of U.S. drivers fill up four or more times per month. Among these drivers, **81% go to multiple brands**, while only roughly one in five go exclusively to one brand.

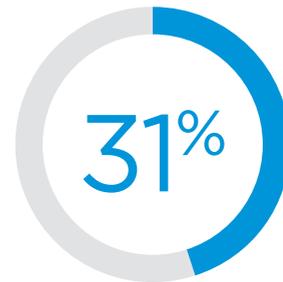


The Midwest has **the highest concentration of brand-agnostic drivers**, with 82% going to multiple brands in any given month. The Northeast has **the most brand-loyal drivers**, with 24% visiting the same brand for all their fill-ups.

Source: Pay with GasBuddy Study, April 2019

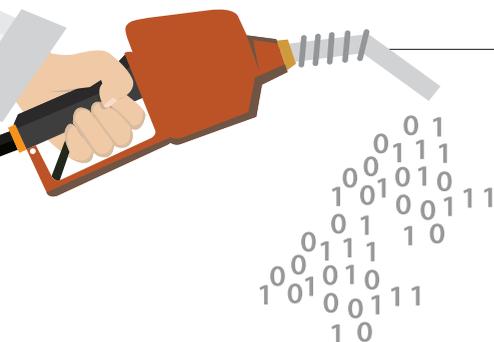
“The fact that many consumers prefer to fill up at supermarkets with fuel programs rather than gas stations should be a call-to-action for fuel and convenience brands to rethink their offers before stores with produce sections eat their lunch.”

— Frank Beard, convenience store and retail trends analyst



Among drivers who have a “regular gas station” that they frequent, **31 percent say they go there because the station’s location is convenient.**

Source: GasBuddy 2019 Pump Habits Study



More than **SIX IN 10** U.S. adults are concerned about the security of their financial data when they pay at gas pumps and convenience stores.

Source: YouGov & ACI Worldwide Survey, April 2019