



# What's In Your Basket?

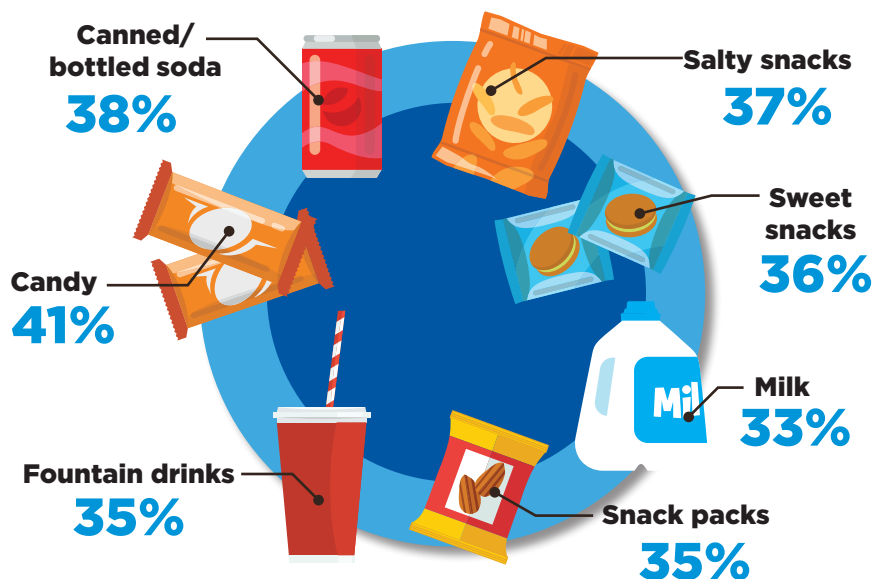
**Beer buying drives men to c-stores, while candy buying is a sweet spot for women**

With convenience stores selling about 80 percent of the fuel purchased in the United States, it's no surprise that fuel is the top product purchased by c-store shoppers. But what else compels consumers to visit the nation's nearly 153,000 c-stores?

The 2020 Convenience Store News Realities of the Aisle Study, which surveyed 1,500-plus consumers who shop a c-store at least once a month, revealed the following:



**Aside from fuel, the top products purchased by c-store shoppers overall are:**



**Lottery is also a strong driver of convenience store trips:**

## 29%

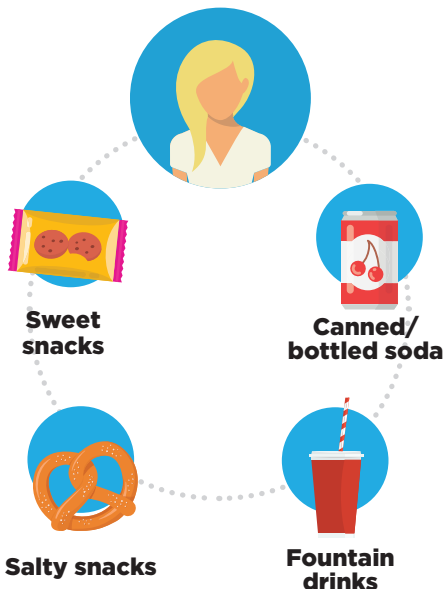
of c-store shoppers overall said they have purchased a lottery ticket in the past month.

**Daily convenience store shoppers are more likely to be lottery players (37%) than weekly or monthly c-store shoppers (26%).**

**Male c-store shoppers are more likely than females to have in their baskets:**



**Female c-store shoppers are more likely than males to have in their baskets:**



**More women than men purchase lottery tickets at c-stores:**  
**33% vs. 24%**

**By age, baby boomers most like to try their luck:**  
40% picked up a lottery ticket in the past month vs. 30% of Generation X, 27% of millennials and 14% of Generation Z.