

Luring Fuel Customers Into the Store

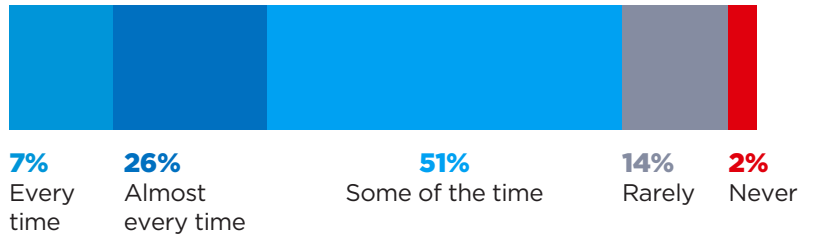
Since the onset of the pandemic, fewer c-store shoppers are making the transition

Last February, before COVID-19 began spreading rapidly across the United States, 46 percent of convenience store shoppers said they purchased in-store merchandise and/or foodservice every time or almost every time they stopped for fuel at a c-store. Fast forward a year, and that number has dropped to 33 percent, a decline of 13 percentage points, according to the findings of the *2021 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month. Other key insights from the study include:



How often do you purchase any in-store merchandise and/or foodservice when you stop for fuel at a convenience store?

Despite a year-over-year negative impact due to the pandemic, only 16% percent of shoppers say they rarely or never buy any in-store merchandise and/or foodservice when fueling up.



MILLENNIALS AND GENERATION X EXCEED THE AVERAGE WHEN IT COMES TO PURCHASING IN-STORE ITEMS EVERY TIME OR ALMOST EVERY TIME THEY STOP FOR FUEL AT A C-STORE:



Millennials:
42%



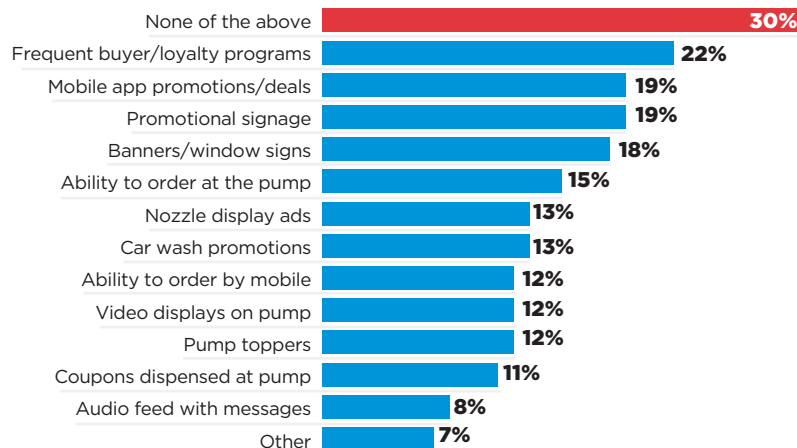
Generation X:
38%



Total Shoppers:
33%

Which of the following had some influence on your decision to shop for in-store products during a recent trip to purchase fuel at a convenience store?

Loyalty programs, mobile deals and promotional signage rank the highest in terms of encouraging trips into the store.



NOT EASILY SWAYED

30%

of shoppers were not influenced by any of the marketing elements presented – **a rise of 10 points year over year.**

C-store shoppers in the South appear to be the most impenetrable, with

34%

selecting none of the above, vs. 23% in the Northeast.