

# TNS Survey Identifies High Demand for Pay-at-the-Pump

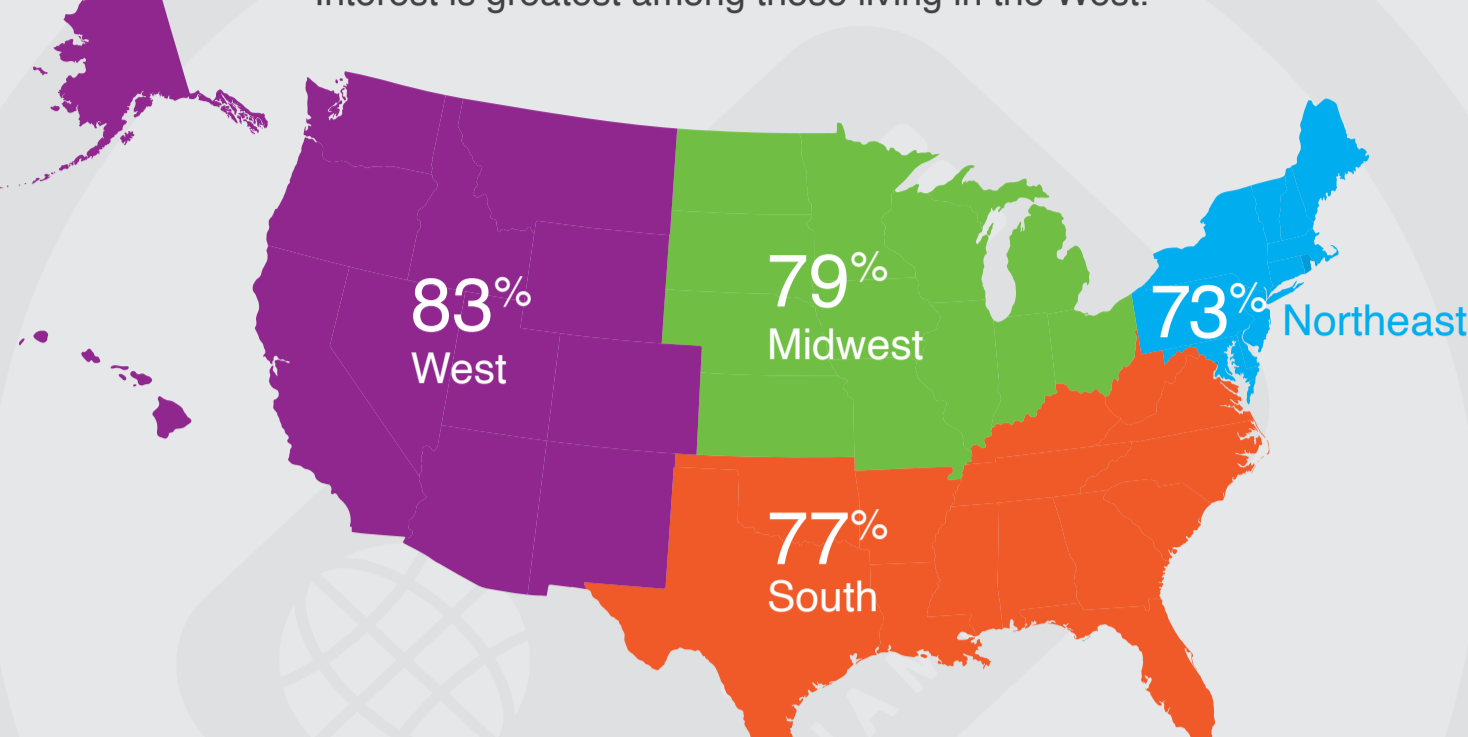
Transaction Network Services (TNS) recently commissioned an independent survey\* into consumer attitudes to and willingness to use pay-at-the-pump facilities at gas stations. This infographic showcases the key findings and learnings from these insights.

## Significant Majority of US Adults Prefer Pay-at-the-Pump

**78%** of respondents said they prefer pay-at-the-pump instead of paying the cashier if this option is available.



Interest is greatest among those living in the West.

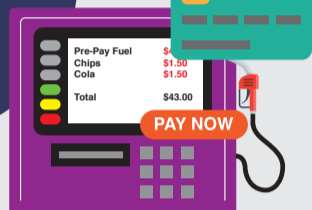


**32%** have used a mobile app or QR code to pay-at-the-pump.



## Consumers Demand EMV Compliant Terminals

**65%**



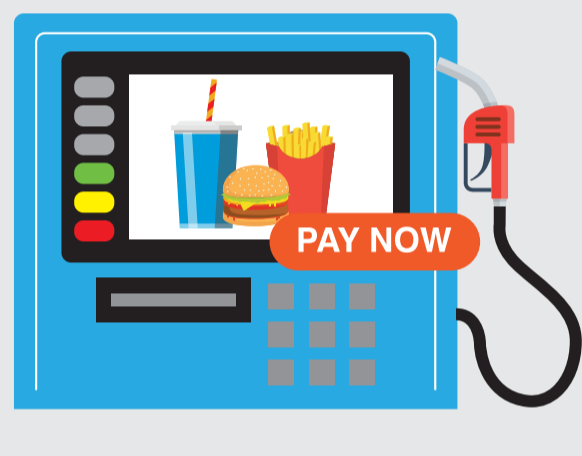
indicated they prefer to use pay-at-the-pump facilities that have an EMV chip reader or are EMV compliant.

**39%**



confirmed that they actively seek out pay-at-the-pump facilities that have an EMV chip reader.

## Opportunities for Secure Commerce

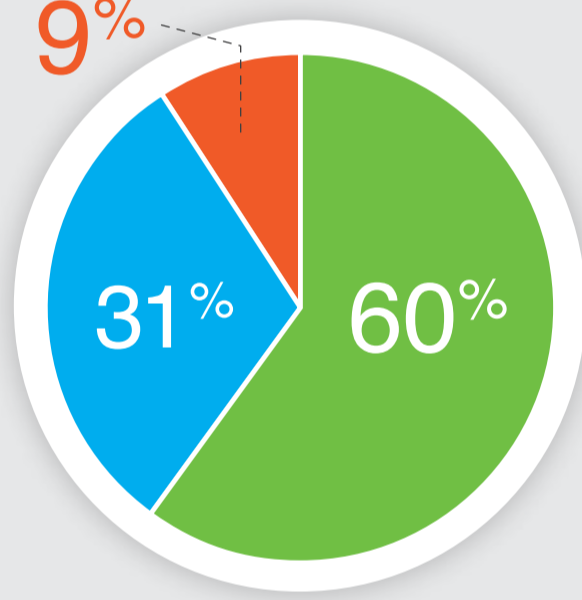


**54%**

said they would be interested in buying other items at the pump.

Of those who said they often purchase items other than gas at the gas station,

- Spent up to \$20
- Spent between \$20 and \$49
- Spent \$50 or more



**42%**

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



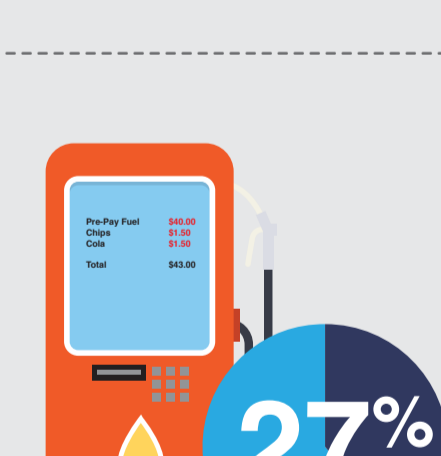
**47%**

would like to receive prepared food like pizza and burgers or coffee delivered to their vehicle while filling up their car with fuel.



**28%**

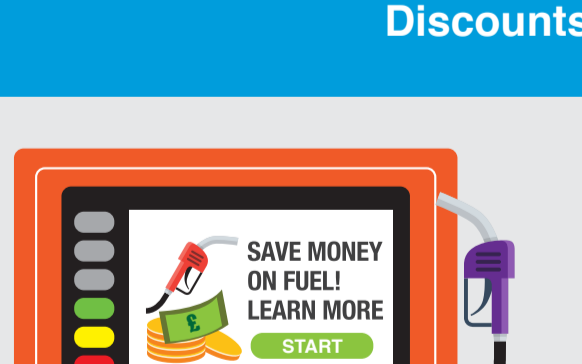
have used standalone kiosks and would do so again with more than half of men aged 25 to 44 confirming their support.



**27%**

said they would be willing to use a standalone kiosk but have not yet had the opportunity to do so.

## Discounts for Interaction

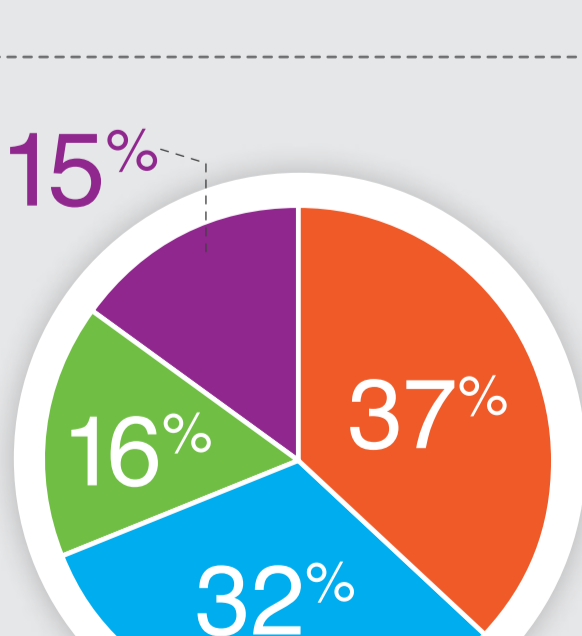


**74%**

of US adults are interested in being given a discount on their fuel to watch an advertisement at the pump.

Of those that said they would watch an advertisement at the pump, which one item category would they prefer to watch?

- Any goods
- Takeaway food and drink
- Consumer 'convenience' goods, such as groceries, cigarettes, newspapers
- Lottery tickets/scratch cards



If you would like to read more insights from TNS' survey, the new report **Exploring the Influence of EMV, Coronavirus and Secure Commerce Options on Consumer Pay-at-the-Pump Adoption** is available now at [tnsi.com/EMV-upgrade](https://tnsi.com/EMV-upgrade).

\* TNS commissioned an independent KANTAR Internet Omnibus Survey in October 2020 which covered 1,056 US adults