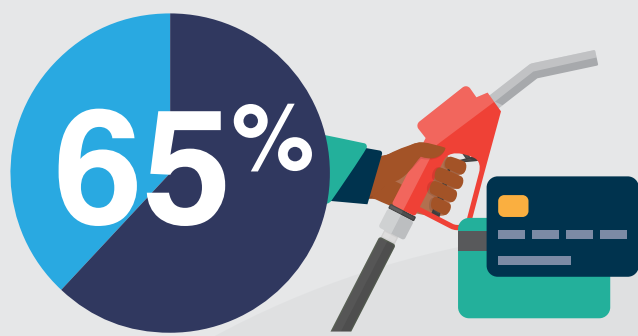


# Survey Highlights Demand for EMV Among US Consumers

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 explores the insights gained in relation to EMV chip readers.

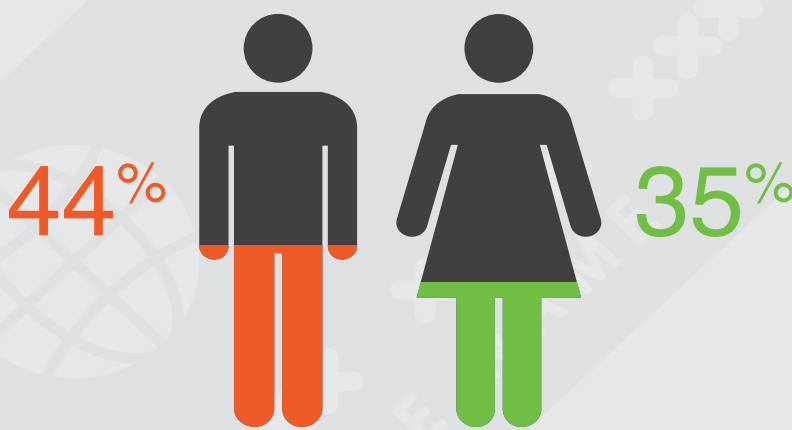
## EMV Compliance Resonates With Respondents



prefer to use pay-at-the-pump dispensers that have an EMV chip reader/is EMV compliant.

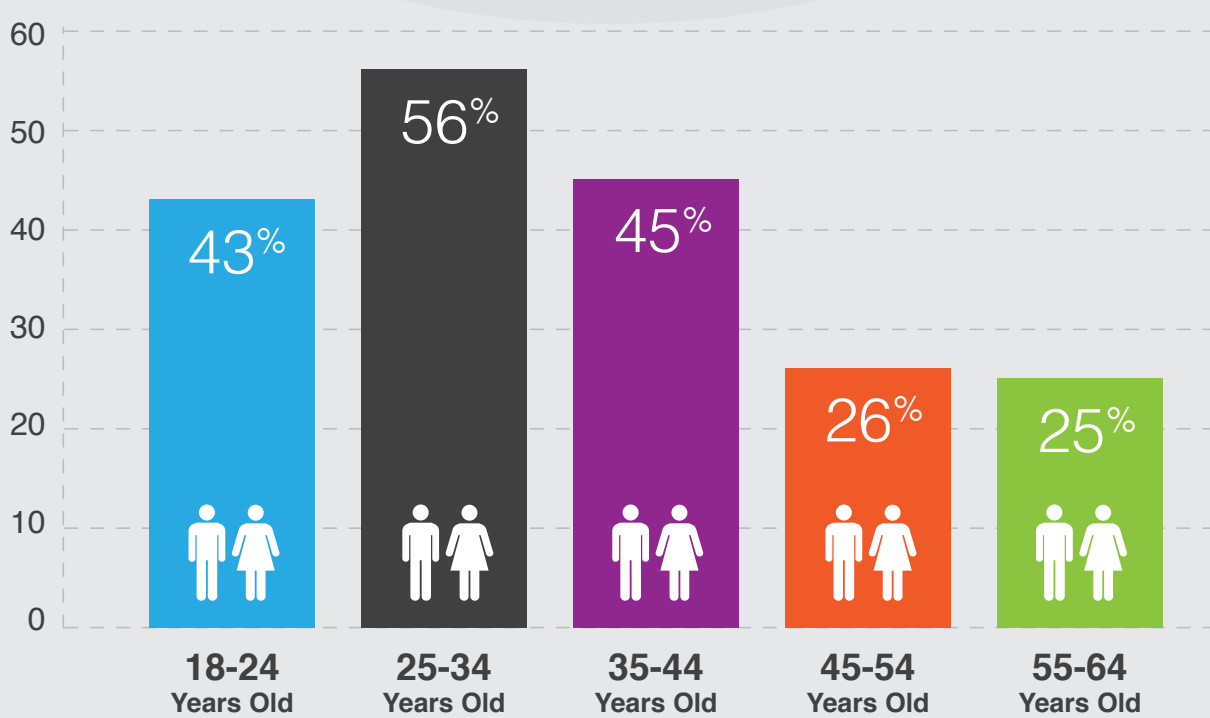
**39%**

actively seek out pay-at-the-pump dispensers that have an EMV chip reader, including 44% of men and 35% of women.

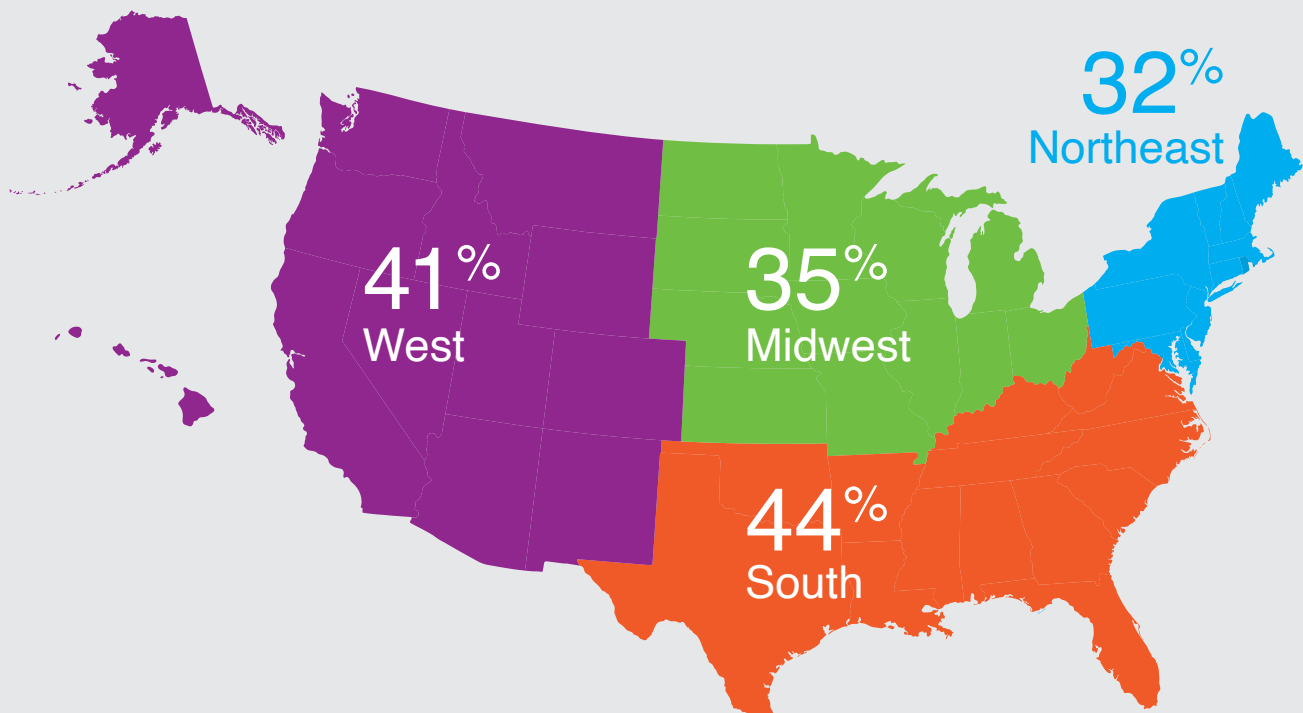


## Over Half of 25- to 34-year-olds Actively Seek Out EMV Compliant Terminals

The younger age groups are more actively seeking out pay-at-the-pump dispensers that have an EMV chip reader:



Those living in the South also appear to be more EMV conscious with the largest number of respondents confirming they actively seek out pay-at-the-pump dispensers that have an EMV chip reader:



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



**Transaction Network Services**