

Pandemic Drives Pay-at-the-Pump Adoption, Shows TNS Survey

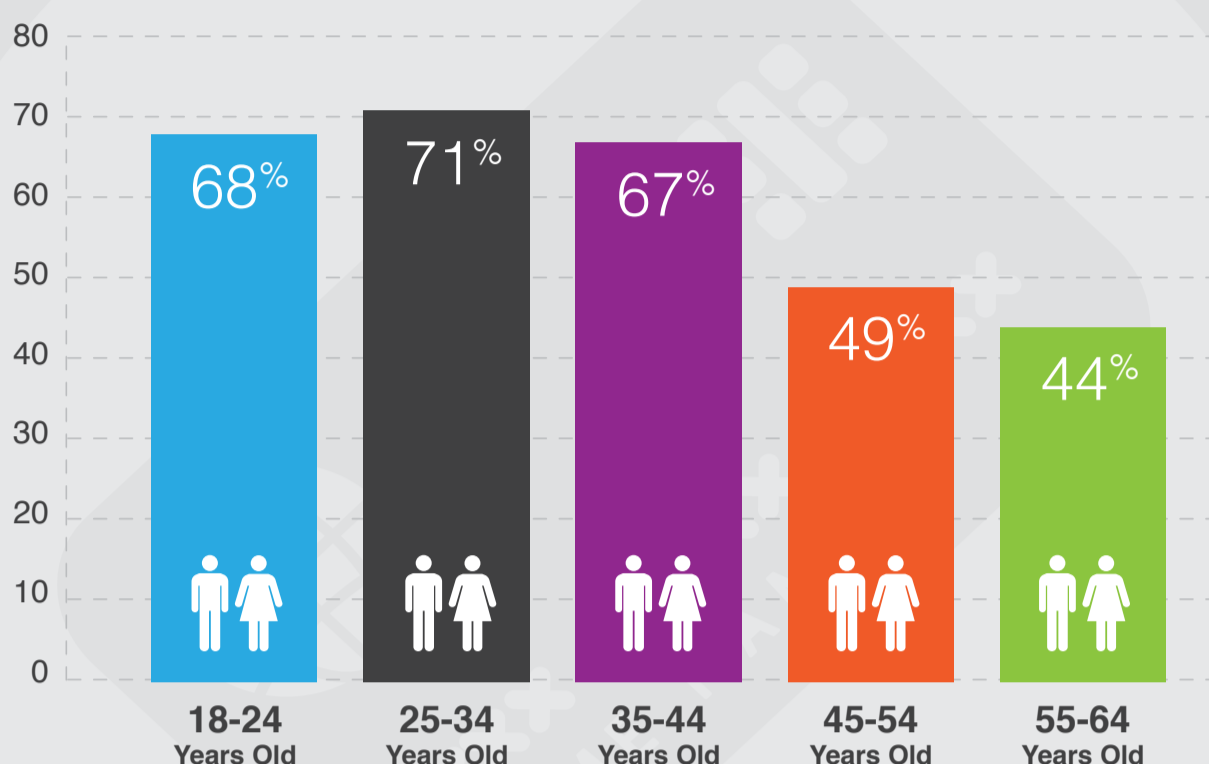
Transaction Network Services (TNS) recently commissioned an independent survey* into consumer attitudes to, and willingness to, use pay-at-the-pump facilities at gas stations. This infographic explores how the coronavirus pandemic is influencing consumer behavior at these terminals.

Younger Age Groups Most Impacted



59%

of respondents said the coronavirus pandemic has made them more willing to make payments at the pump than in 2019, with those in the younger age groups appearing significantly more affected.

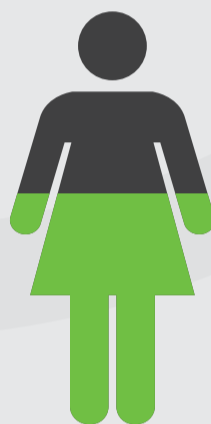


Slightly more men than women have been influenced:

63%



56%



But when looking at the age breakdown within the gender sets, we see the highest result—79%—among men aged between 25 to 34.

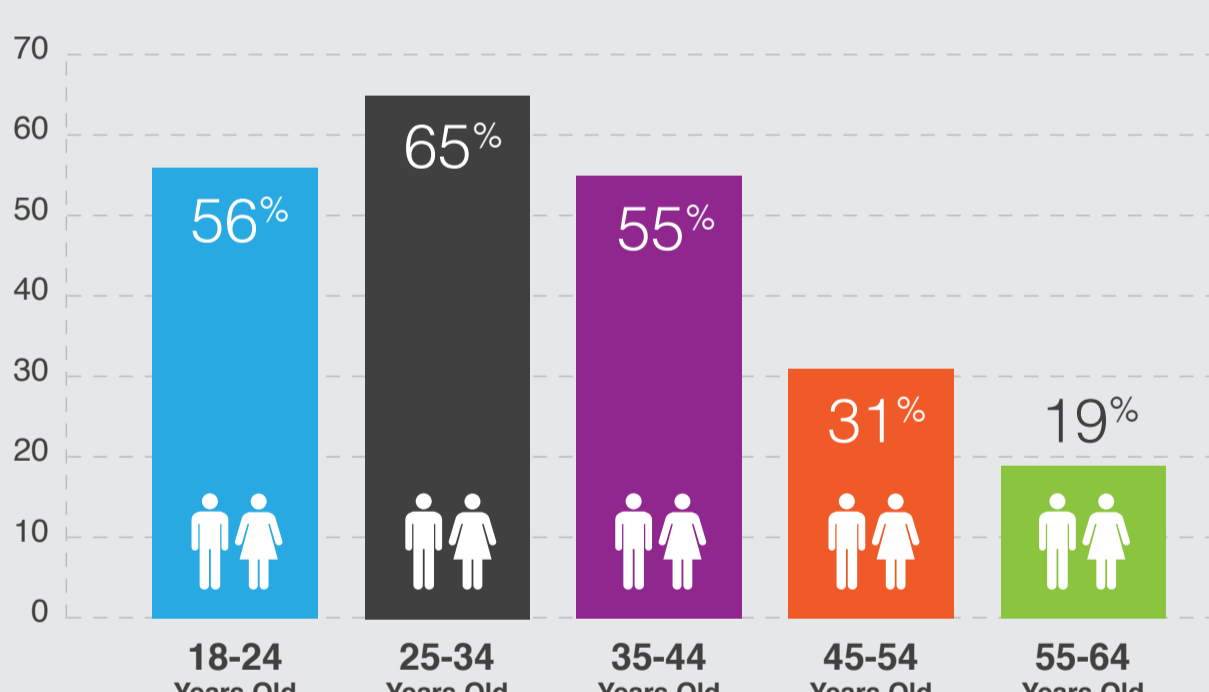
Willingness to Make Additional Purchases at the Pump Also Heightened

45%

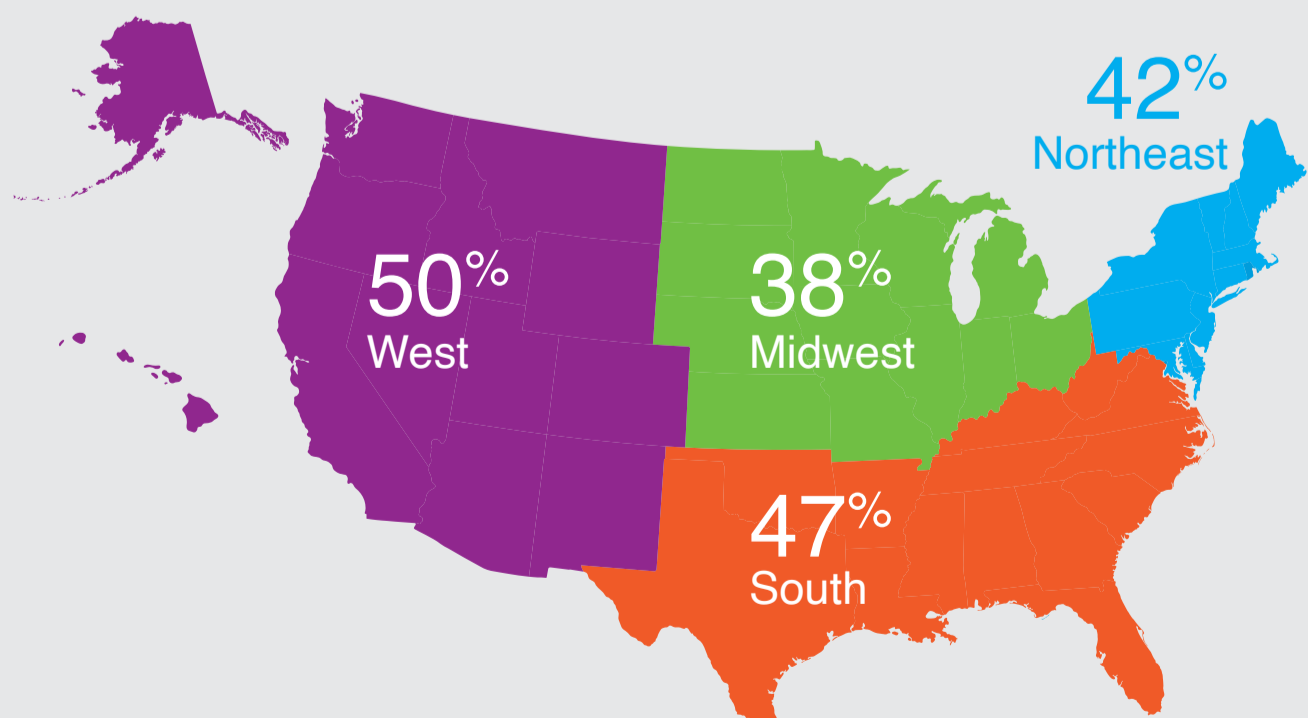
said the coronavirus pandemic has made them more willing to make additional purchases at the pump, like ordering drinks, groceries and food to go, which are delivered to their vehicle while they fill up with fuel.



The disparities among the age groups appears even greater in this context:



And we witness regional disparities too, with those living in the West the most motivated by the coronavirus to make additional purchases at the pump which are delivered to their vehicle while they fill up with fuel:



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.

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