

What Fuels Consumers' Fuel Purchases?

One factor above all else impacts c-store shoppers' path to the pump

Despite the buzz over electric and hybrid vehicles, motor fuels remain big business for U.S. convenience stores, with c-stores selling approximately 80 percent of the motor fuels purchased in the nation. To get inside the minds of fuel purchasers, EnsembleIQ Research, sister company of *Convenience Store News*, recently conducted a survey among consumers who visit a c-store at least once a month, own a vehicle and purchased motor fuels in any channel in the last month. One interesting finding is that despite today's cheaper fuel prices, consumers are still seeking out the lowest price at the pump and are willing to drive out of their way for it.

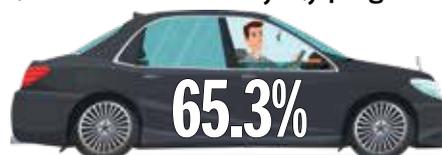


Wednesday is the day of the week Americans are most likely to drive



Sunday is the day of the week Americans are least likely to drive

The percentage of drivers who belong to at least one fuel rewards loyalty program



In an average month, how often do you purchase motor fuels from the following?

(Percent responding once a week)

Convenience store with gas station	49.7%
Gas station with no convenience store	29.7%
Highway truck stop	13.0%
Warehouse club	23.3%
Supermarket	24.9%
Other	33.3%



Base: 501 regular c-store patrons who purchased motor fuel (in any channel) in the prior month
Source: *Convenience Store News* Market Research, 2017

Males are more likely than females to purchase motor fuels from supermarkets and highway truck stops.

How far out of the way would you drive for lower-priced motor fuel?

1-2 miles	29.9%
3-4 miles	36.3%
5-9 miles	15.4%
10 miles or more	5.8%
Would not go out of my way for lower-priced motor fuel	12.6%

Base: 501 regular c-store patrons who purchased motor fuel (in any channel) in the prior month
Source: *Convenience Store News* Market Research, 2017

Consumers aged 65 and older are far less willing to drive out of their way for lower-priced fuel.



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit www.cvcoreinsights.com.



Survey respondents sourced via ProdegeMR, a leading provider of data collection solutions for the research industry. Visit www.prodegemr.com for more info.

Please rank the following factors in terms of how important each is in your decision to purchase motor fuels.

Cheapest price	1.9
Convenient location	2.1
Has a brand I prefer	3.8
Membership in loyalty program	3.9
Offers exact product/formulation I want (diesel, alternative, etc.)	4.4
Offers environmentally friendly fuel alternatives	4.8

Cheapest price and convenient location significantly outrank other factors in fuel purchasing decisions.

*A rank of 1 indicates most important, 2 indicates second most important, and so on.
Base: 501 regular c-store patrons who purchased motor fuel (in any channel) in the prior month
Source: *Convenience Store News* Market Research, 2017

