

US Petroleum & Convenience Store

2017 Consumer Experiences & Competitive Benchmarks

IN FEBRUARY 2017, WE SURVEYED 11,338 US consumers and asked them about their fuel and convenience store purchasing habits including brand preference, customer experience, brand engagement, and brand awareness.

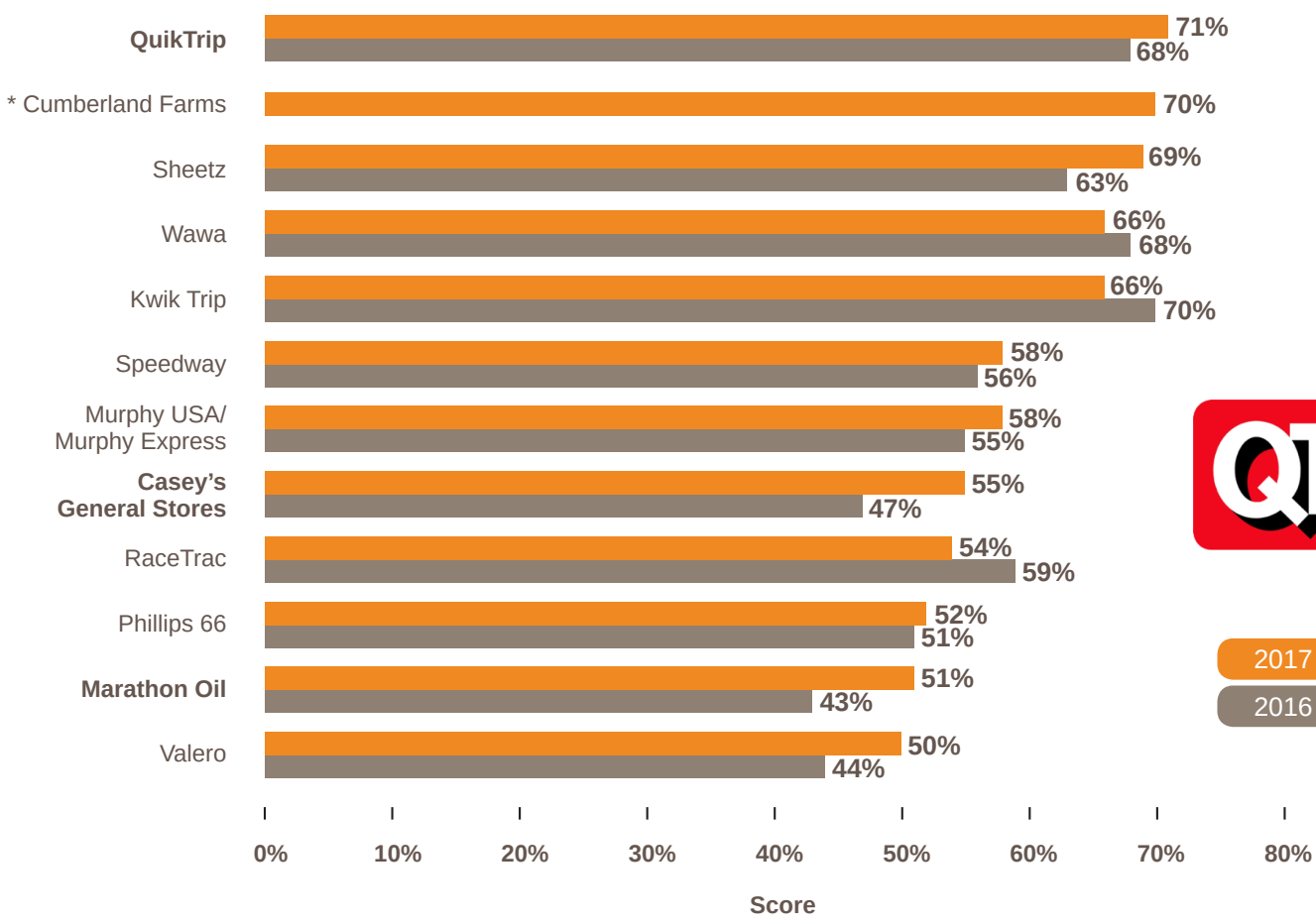


52% earn more than \$50K/year

COMPETITIVE BENCHMARKS

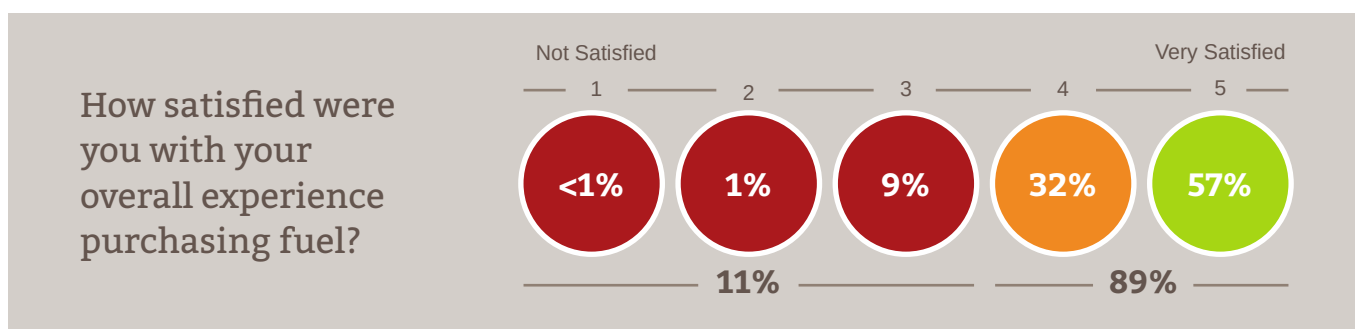
QuikTrip leads on composite loyalty; **Casey's** and **Marathon** each gain 8 points

Composite Loyalty Index: Gas/Convenience Retailer



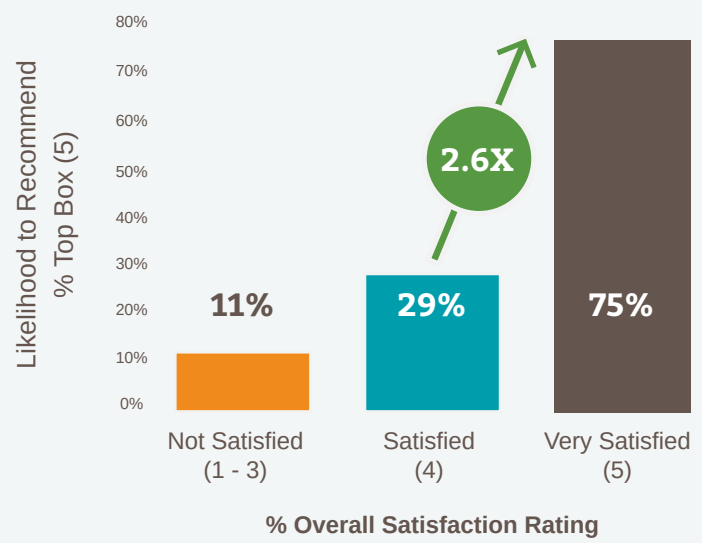
CUSTOMER EXPERIENCE

Over **1 in 10** were dissatisfied with their recent fueling experience



It's not OK just to be OK!

"Delighted" customers are **2.6 times more** likely to recommend than those who are "just satisfied." **Excellence makes a difference!**



TECHNOLOGY

Over **1 in 10** consumers use petro/convenience apps; adoption highest among ages 35 to 44

Have you ever used a gas/convenience store mobile app?

