

# FOOT TRAFFIC REPORT

FOR THE FUEL  
& CONVENIENCE  
STORE INDUSTRY

**Q2 2017**



# FUEL & CONVENIENCE STORE FOOT TRAFFIC TRENDS, Q2 2017

Between April 1 and June 30, GasBuddy and Cuebiq examined 22.6 million consumer trips to the pumps and convenience stores. This quarter saw some shifts in consumer behavior, with the warmer weather giving a boost to weekend travel and visit frequency.

## Highlights:

### June was a busy month for gas stations

The last week of June captured the most gas station visits this quarter, with GasBuddy users gearing up for the July 4 holiday. The weeks of June 4 and June 11 ranked second and third. However, Memorial Day weekend came in ninth in Q2.

### Good coffee drives foot traffic!

On average in Q2, stations received 16.67% percent of their daily traffic between the hours of 5 a.m. and 10 a.m. Stations with excellent coffee ratings in the GasBuddy app receive 18% of their daily traffic during these hours, which is relatively 12.5% more than stations with below average coffee ratings.

### Ricker's captures the top spot—again

For the second-consecutive quarter, Indiana-based gas station and convenience store chain Ricker's took the top spot with the highest ratio of footfall per station, capturing more than 4x the industry average in visits.

### While visit frequency increased, dwell time decreased

Across Q2, visit frequency increased slightly, with the number of GasBuddies visiting gas stations and convenience stores once a week or more climbing from 48% to nearly 53%. Though with increased visit frequency, the number of customers spending the more than 2-3 minutes it takes to fill their tanks decreased from 72% to 68%.

# GasBuddy examined nearly 22.6 million consumer trips to gas stations and c-stores in Q2 2017

Which fuel brands captured the highest ratio of footfall per station?

## TOP 10

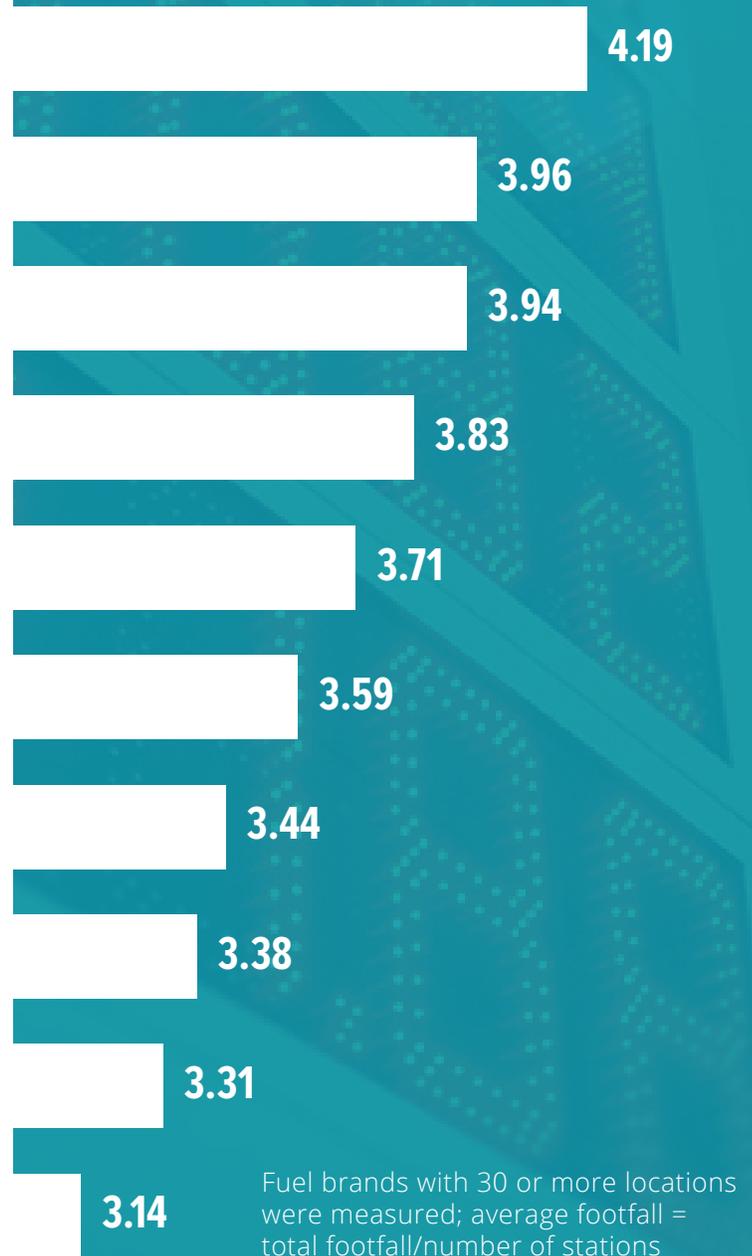
Q1 | Q2

- 1 **1 Ricker's**  
 (49 locations measured, Indiana)
- 5 **2 Meijer**  
 (192 locations, IL, IN, KY, MI, OH, WI)
- 2 **3 Family Express**  
 (68 locations, Indiana & California)
- 4 **4 Costco**  
 (446 locations, national)
- 3 **5 Thorntons**  
 (173 locations, FL, IL, IN, KY, OH, TN)
- 8 **6 United Dairy Farmers**  
 (157 locations, IN, KY, OH)
- 10 **7 Kroger**  
 (947 locations, 17 states)
- 7 **8 GetGo**  
 (193 locations, IN, MD, OH, PA, WV)
- 6 **9 Pilot**  
 (417 locations, national)
- New **10 Flying J**  
 (174 locations, national)

**Ricker's captures the number-one spot for the second consecutive quarter.**

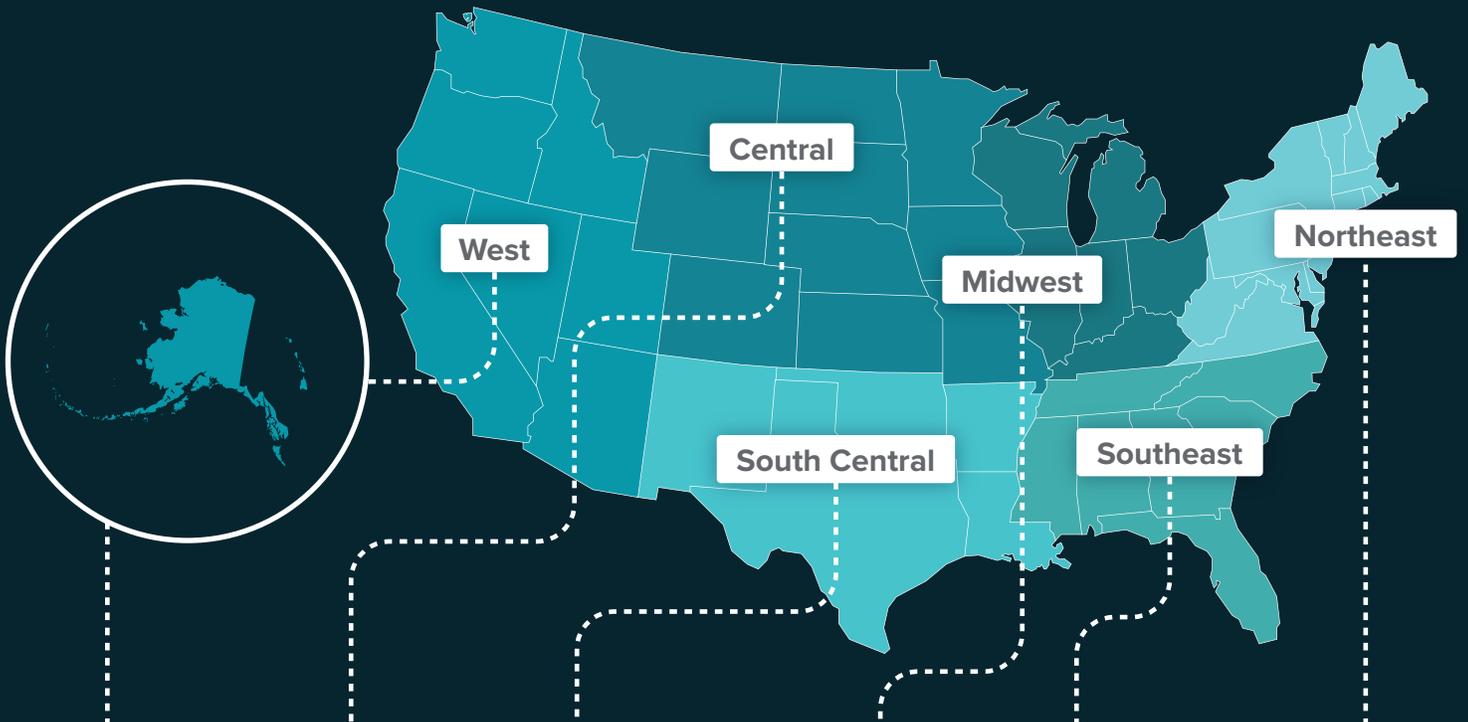
Their loyal GasBuddy customer base again brought in more than 4x the industry average footfall per location in Q2.

**Meijer, United Dairy Farmers and Kroger** all moved up the list this quarter, and **Flying J** made the list for the first time, coming in at the 10th spot.



Fuel brands with 30 or more locations were measured; average footfall = total footfall/number of stations

# BRANDS WITH HIGHEST AVERAGE FOOTFALL, BY STATE



West	Central	South Central	Midwest	Southeast	Northeast
<b>AK</b> Holiday	<b>CO</b> King Soopers	<b>AR</b> Kroger	<b>IL</b> Speedway	<b>AL</b> Circle K	<b>CT</b> Cumberland Farms
<b>AZ</b> Fry's	<b>IA</b> Kum & Go	<b>LA</b> Race Trac	<b>IN</b> Pilot	<b>FL</b> Pilot	<b>DC</b> Exxon
<b>CA</b> Costco	<b>KS</b> Dillon Stores	<b>NM</b> 7-Eleven	<b>KY</b> Pilot	<b>GA</b> Pilot	<b>DE</b> Wawa
<b>HI</b> Texaco	<b>MN</b> Kwik Trip	<b>OK</b> Love's	<b>MI</b> Kroger	<b>MS</b> Kroger	<b>MA</b> Cumberland Farms
<b>ID</b> Maverik	<b>MO</b> On The Run	<b>TX</b> Costco	<b>OH</b> Sheetz	<b>SC</b> QuikTrip	<b>MD</b> Wawa
<b>NV</b> Smith's	<b>MT</b> Town Pump		<b>WI</b> Speedway	<b>TN</b> Kroger	<b>ME</b> Cumberland Farms
<b>OR</b> Fred Meyer	<b>ND</b> Casey's				<b>NC</b> Sheetz
<b>UT</b> Smith's	<b>NE</b> Bucky's				<b>NH</b> Cumberland Farms
<b>WA</b> Fred Meyer	<b>SD</b> BP				<b>NJ</b> QuickChek
	<b>WY</b> Maverik				<b>NY</b> Speedway
					<b>PA</b> Wawa
					<b>RI</b> Cumberland Farms
					<b>VA</b> Wawa
					<b>VT</b> Mobil
					<b>WV</b> Kroger

Results based on brands with a minimum of 20 stations per state; average footfall = total footfall/number of stations

# BREWING UP MORNING VISITS

A recent GasBuddy survey revealed that 60% of users purchase coffee on the morning drive. On average in Q2, stations received 16.67% percent of their daily traffic between the hours of 5 a.m. and 10 a.m. Stations with excellent coffee ratings in the GasBuddy app receive 18% of their daily traffic during these hours in Q2, which is relatively 12.5% more than stations with below average coffee ratings.

## BEST RATED COFFEE ACROSS THE U.S.

(minimum of 30 stores)

- 1 Kelley's Market
- 2 On the Run
- 3 Wawa

**Recommendation:** Good coffee drives foot traffic. A recent Mintel study found that more than half (56%) of Americans who have visited a c-store in the past three months feel that the stores make coffee drinks as good as coffeehouses. Convenience stores have all the necessary tools to take customers away from coffee shops and QSRs with a high-quality and well-promoted coffee programs.

Coffee ratings are measured on a scale of 1-3, where a negative rating is 1, neutral is 2 and positive is 3. The average coffee rating across locations in GasBuddy is 2.32. Any rating above 2.75 is considered "excellent."



# HIT THE GAS

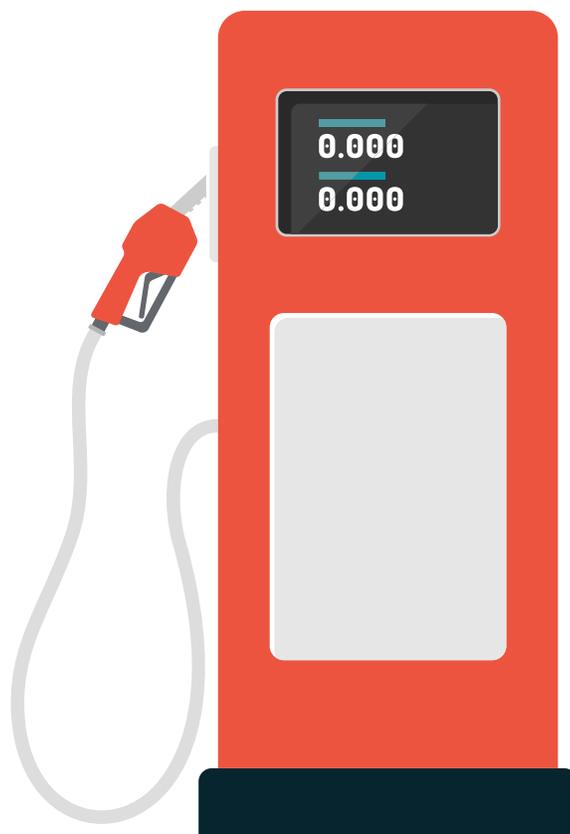
**In Q2, the Memorial Day and Independence Day holiday weekends saw a lift in foot traffic, with visits to gas stations increasing 3.5% and 4.8% over the previous weeks, respectively.**

Drivers gearing up for the Fourth made the final week of June the most highly trafficked this quarter.

And though Memorial Day weekend saw an increase in trips to the pump over the previous week, the three-day weekend made the week only the ninth most trafficked of the quarter.

The weeks of June 4 and June 11 captured the second and third most visits, with Easter Weekend coming in fourth.

**Recommendation:** As summer continues and morphs into back-to-school, the Labor Day holiday and football season, retailers have a huge opportunity to drive people to the store and the pumps with well-timed and well-targeted promotions.



As temperatures warmed from spring into summer in Q2 and more drivers were taking advantage of the weather, Fridays became the highest-trafficked day (with peaks at lunchtime and dinnertime), and Sundays fell to last place.



**MOST VISITS**



**LEAST VISITS**

# CREATURES OF HABIT

In Q2, the percentage of GasBuddy users visiting once a week or more increased slightly from 48% to nearly 53%.



GasBuddy Station Store Visit Frequency in Q1 and Q2

**Recommendation:** According to a recent GasBuddy survey, 74% of respondents say they stop at stations and stores for something other than fuel. Retailers should take advantage of these more frequent trips by marketing their loyalty programs and other in-store promotions to make convenience stores a destination even for consumers who are not looking to fill up.

## CATCH THEM WHILE YOU CAN

For the time-strapped consumer looking for shorter lines and faster transaction time, convenience stores are the new coffee shops, grocery stores, QSRs, liquor stores and more.

**While visit frequency was up in Q2, dwell time dropped slightly, with 68% of GasBuddy users spending more than 5 minutes in at any location, compared to 72% in Q1.**



**Recommendation:** For retailers looking to capture customers beyond the average 2-3 minutes it takes to fill a gas tank, well-timed and targeted mobile promotions that hit customers in the “last mile” of their journey to the gas station or c-store. Signage at the pump that clearly reflects your in-store offerings can also help bring customers inside.

# WHERE ELSE DO GASBUDDIES SHOP?

GASBUDDIES ARE ALSO FREQUENT VISITORS OF...

CATEGORIES	TOP BRANDS		
	1	2	3
 <b>Big Box Stores</b>	Walmart	Sam's Club	Target
 <b>QSRs</b>	Subway	McDonald's	Taco Bell
 <b>Coffee Shops</b>	Starbucks	Dunkin' Donuts	Tim Hortons
 <b>Grocery Stores</b>	Metro	Kroger	Publix
 <b>Auto Repair Retailers</b>	AutoZone	Advance Auto Parts	O'Reilly Auto Parts
 <b>Gyms</b>	LA Fitness	Planet Fitness	CrossFit
 <b>Retail Banks</b>	Chase	Wells Fargo	-----
 <b>Health/Nutrition Retail</b>	GNC	Whole Foods Market	The Vitamin Shoppe
 <b>Department Stores</b>	Macy's	JC Penney	Kohl's

## About GasBuddy

GasBuddy is a smartphone app connecting drivers with their Perfect Pit Stop™. With nearly 70 million downloads, GasBuddy is the leader in crowdsourced information to help drivers find the best gas prices, closest stations, friendliest service, cleanest restrooms, tastiest coffee and much more. GasBuddy is the leading source for the most accurate, real-time fuel prices at more than 140,000 gas stations in the U.S, Canada and Australia. The Company's B2B Retailer Software-as-a-Service (SaaS), known as GasBuddy Business Pages, provide Fuel Marketers and Retailers their best opportunity to maintain their station information, manage their brand, and promote to their target consumer audience.

## About Cuebiq

Cuebiq is a next generation location intelligence company, leveraging the largest database of accurate and precise location data in the U.S. Its leading data intelligence platform analyzes location patterns of 61 million monthly active U.S. smartphone users on over 180 mobile apps and 2 in 5 smartphones globally, allowing businesses to glean actionable insights about real-world consumer behaviors and trends. Cuebiq provides clients geo-behavioral audiences for cross-platform ad targeting, the industry's only SaaS based real-time campaign optimization and footfall attribution tools, and offline location analytics. Cuebiq does not collect any personally identifiable information. Its privacy-sensitive methodology has earned the company membership status with the Network Advertising Initiative (NAI), the leading self-regulatory industry association dedicated to responsible data collection and its use for digital advertising. Cuebiq is headquartered in New York with offices in San Francisco, Chicago, Italy and China.

## Methodology

From April 1 to June 30, 2017, GasBuddy and Cuebiq analyzed location visit data at more than 100 fuel and convenience store brands across the United States to understand foot traffic trends, provide geo-behavioral and consumer insights and identify the impact of key factors such as ratings and reviews on POI visits. To be considered a "visit," a user must be within 30 meters of a fuel pump for between 2 and 15 minutes.