

Point of Purchase Items

- 70% of consumers pay at the pump. Ideal placement for your message and/or offer.*
- Last chance to make an impact! Influence purchase & brand at the pump.
- Items convenience store consumers purchase include: energy bars, cigars, snuff, moist tobacco, meat sticks, salty snacks, phone cards, lottery tickets, sports drinks, branded fast food, newspapers, candy & gum.**
- 2/3 of adults and teens purchase an average of 2-3 items at convenience stores.***
- What consumers buy at C-stores: #1-gasoline. #2-beverages or bottled water. #3-salty snacks. #4-lottery tickets.**

*Source: Nacs USA Money September 29, 200

**Source: CSNews Market Research/Harris Interactive 2004.

***Source: Shopper Panel 2004 Feb. 9th 2004.

