

# Cash, Convenience, & ATMs

Draw Young Consumers to C-Stores



AVERAGE SPEND

**\$11.41**

Per C-Store Visit



**62%**

OF PEOPLE  
Visit c-stores at least  
once/week.<sup>1</sup>



**20%**

OF MILLENNIALS  
Spend \$10-\$15/week on  
c-store food.<sup>2</sup>



**20%**

OF U.S. CONSUMERS  
prefer cash for small  
\$\$ payments.

## Gen Z & Millennials Love C-Stores<sup>3</sup>

5+ Visits

3-4 Visits

**18-29** year olds

● 17% at 5+ visits/month



● 20% at 3-4 visits/month



**30-44** year olds

● 25% at 5+ visits/month



● 14% at 3-4 visits/month



## ATMs a Key Convenience for Gen Z<sup>3</sup>

Withdrawals

Deposits

**18-34** year olds

● At **7.1**/month to get cash



● AT **4.7**/month to deposit



**35+** year olds

● At **4.4**/month to get cash



● At **2.8**/month to deposit



**\$25**

### Primary Payment

Cash is the primary payment for in-person transactions under \$25.

**\$50**

### Cash Is King

18-44 year olds hold an average of \$47-\$50 on person in cash.

Learn more: [cdlatm.com](http://cdlatm.com)

<sup>1</sup>[https://www.preparedfoods.com/articles/127563-seve ty-one-percent-of-consumers-discover-new-products-at-convenience-stores](https://www.preparedfoods.com/articles/127563-seve-ty-one-percent-of-consumers-discover-new-products-at-convenience-stores)

<sup>2</sup><https://www.fastcasual.com/news/gas-stations/>

<sup>3</sup><https://www.mercatoradvisorygroup.com/product/north-american-paymentsinsights-u-s-data-summary-report-atm-usage-and-preferences/>

