



## Clean restrooms lure c-store consumers, says survey

**Maintaining cleanliness in gas station restrooms is becoming more and more important to U.S. consumers, especially to travelling summer vacationers, according to a recent survey conducted by the National Association of Convenience Stores (NACS).**

For millions of Americans who are on a road trip, stopping by gas stations has become part of vacation. Seventy two percent of those who were surveyed said that they stop to use the restrooms, followed by those who have to pump gas (68%), and 66 percent who need to buy food or drinks.

Using the restroom is also the top reason (70%) why consumers go inside a convenience store. Some would buy a drink (63%), buy a snack (57%), or buy a sandwich or other meal (26%). Some would not opt to stop at filling stations at all (13%).

The cleanliness and bathrooms is also an important factor for 41 percent of consumers surveyed as it will influence their decision to visit a store or not. It saw an increase from 36 percent two years ago and has now become as important as the quality of food options (41%). Gas prices and station's proximity are still the most influential factors though getting 48 percent each.

The NACS survey was conducted online from May 3 to 6 by Penn Schoen Berland among 1,109 adults who gas up at least once per month.