

Who uses convenience store ATMs and why?

Consumers use Allpoint ATMs to withdraw cash, make deposits and conduct other transactions at self-service kiosks in thousands of convenience stores across the US. Our survey shows that the leading reasons consumers choose a particular ATM are “free to use” and “secure/safe to use”.

For retailers, ATMs are a valuable tool for increasing foot traffic, incenting repeat business and building relationships with customers—many store visitors come to use the ATM and end up making purchases while in the store.

The benefits of an in-store ATM*



28%

visited the store primarily to use the ATM



35%

said they would shop at the store less often without the ATM



55%

of ATM users made a purchase in the store, spending an average of \$15



50%

more in-store spend from ATM users vs non-ATM users



61%

of ATM users are familiar with what Allpoint is



38%

said they use an ATM in the store at least once a week

* 2024 CCR intercept survey at a c-store brand in 6 US regions.

