



of all transactions are loyalty transactions



**43.6%
MORE**

A tobacco consumer spends 43.6% more than a non-tobacco loyalty consumer

Does participating in tobacco loyalty programs make financial sense?

12.02% of all transactions are tobacco loyalty transactions



SPENDING MORE

Participating tobacco loyalty consumers spend 12.0% more per transaction than non-loyalty participating tobacco consumers



FUEL PURCHASED

Loyalty members purchase 36.6% more gallons on average than non-loyalty members