

Where cash meets commerce

Findings from independent research, commissioned by Cashzone through Populus, November 2013

ATMs drive footfall, loyalty and in-store spend



Among all spenders, ATM users spent **68p more** than those who didn't use the ATM



58% of ATM users claim the ATM was the main reason for their store visit



The average withdrawal at an in-store ATM is **£48**



15.2 transactions per second
£12.2 billion dispensed



Cashzone operates **12,000** ATMs across the UK



35% of respondents use an ATM at a petrol station at least once a week



33% of all respondents would be more likely to visit the store if the ATM provided coupons for in-store discounts



Amongst ATM users **64%** are shown to use the cash machine on a weekly basis



We processed **over 480 million** transactions in 2013



THE VALUE OF CASH



Not having an ATM in store would make **53%** of people unlikely to visit a store; **a potential lost spend of £11.49** per customer



90% of payments in convenience stores are made **in cash**



Three quarters (77%) of respondents stated they used this money to **spend specifically in store**

To find out more about installing an ATM

t: 01707 632 803
w: cashzone.co.uk

cashzone
there where you need us