



# 2024 Sustainability, EV, and Convenience Retail Survey Report

A PDI report analyzing consumer  
sentiment toward sustainable  
businesses and their offerings

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# Sustainability Still Top of Mind for US Consumers

When facing dynamic market forces, rapidly changing consumer behaviors, and disruptive technologies, businesses can't afford to fall behind the competition. That means keeping pace with the latest industry data points that reflect growing consumer interest in sustainability.

Today's consumers not only want sustainable options—they increasingly expect them. Especially in the fuel and convenience retail industry, it's paramount to stay ahead of the sustainability curve.

The fourth edition of our annual survey on consumer sentiment and sustainability continues to explore new and changing behaviors—with data collected from over 1,200 American consumers. This report highlights ongoing consumer desire for sustainable products they can purchase from sustainability-minded businesses.

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## Top takeaways from the survey

**1**

**Interest in sustainable products remains top of mind for a majority of US consumers**

**2**

**Consumers will pay more for gas if stations offer carbon offsetting**

**3**

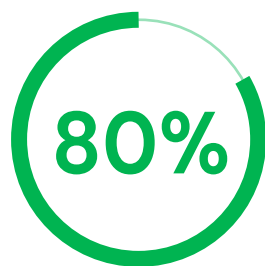
**Consumers increasingly expect sustainable options both in the c-store and at the pump, including meeting the growing needs of Electric Vehicle (EV) drivers**



Although this survey features sentiment from US-based consumers, PDI has found that consumer demand for sustainable products is typically even higher in other regions of the world.

# Consumers Making Sustainability a Priority

There’s compelling evidence that sustainability is quickly becoming a mainstream value proposition for both consumers and the businesses that serve them. In fact, the survey results indicate that 80% of consumers are very or somewhat concerned about the environmental impact of the products they buy. That’s positive news for businesses that invest in sustainable strategies to differentiate their brand and appeal to consumers’ minds and wallets.



of consumers care about the environmental impact of their purchases.

## Consumers who are willing to pay more for sustainable products



When comparing two similar products priced at \$10 or less, **71% of consumers** would select the one that follows sustainable practices

**44%** prefer sustainable options at a similar price

**27%** prefer sustainable options regardless of price

# Consumer Expectations In-Store and at the Pump

Whether they're fueling up in the forecourt or browsing the aisles of their favorite c-store, consumers are seeking sustainable options. In fact, 65% of consumers say they would pay more for gas if their carbon emissions are offset (up slightly from 2023). Inside the c-store, consumers expect both big brands and convenience retailers to follow sustainable practices and offer more options for greener goods and services.



## Consumer Packaged Goods (CPG) impact

Consumers expect CPG brands to prioritize sustainability. CPGs can do so with sustainability-focused offers, responsible packaging, and offsets or discounts tied to product purchases.

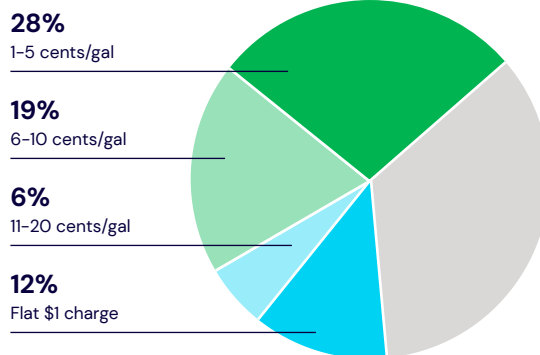
## Top 5 sustainability expectations for c-stores

- 1 Be resource-efficient (38% of respondents)
- 2 Use sustainable packaging/recycling (34%)
- 3 Include incentives to use reusable bags or containers (31%)
- 4 Offer EV charging (31%)
- 5 Offset carbon emissions on fuel purchases (24%)

### How much would you pay?



65% of consumers would pay more at the pump to offset carbon emissions.



# Sustainability's Influence on Loyalty

Most consumers want to make a positive impact on the environment and their local communities. If businesses can offer them rewards and incentives to go green, consumers often opt for sustainable products.

That's why a sustainability-focused loyalty program can help businesses attract new customers and deepen their engagement with current customers. As reflected in the survey results, 77% of consumers indicate an interest in pairing sustainable products and services with loyalty.

## Top reasons to sign up for a sustainability-focused loyalty or rewards program



### In the store

**45%** In-store discounts on sustainable products

**34%** Links to other sustainable brand loyalty programs



### At the pump

**39%** Offset carbon emissions on fuel purchases

**26%** Discount on EV charging

## If they aren't buying gas, consumers visit gas stations and c-stores for

- 1 Snacks (**31% of respondents**)
- 2 Beverage selection (**29%**)
- 3 Coffee (**23%**)
- 4 Lottery tickets (**20%**)
- 5 Prepared food options (**18%**)



### DID YOU KNOW?

On average, loyal returning customers spend 67% more than first-time customers.

# Challenges and Opportunities for EVs

As EV and Plug-in Hybrid EV (PHEV) sales continue to rise, a majority of survey respondents (53%) would consider buying or leasing an EV. Moreover, 71% would consider a vehicle that uses alternative fuels. However, many still express concerns about elements of the EV experience.

Nearly half cite battery charge and travel distance (“range anxiety”) as the top concern (up 2% from 2023). And nearly half also rate “speed of charging” as the most important factor when charging an EV outside of their home.



## How many consumers would drive a vehicle that uses alternative fuels?

**33%** are considering one as their next vehicle

**38%** would consider one if it fits their price range

### Top 5 overall EV challenges facing consumers

- 1 Battery charge and travel distance (47% of respondents)
- 2 Purchase price of EV (36%)
- 3 Cost of ownership and maintenance (34%)
- 4 Time it takes to charge (33%)
- 5 Convenience of charging (32%)

### Top 5 needs for EV charging outside the home

- 1 Speed of charging (48% of respondents)
- 2 Safe location (38%)
- 3 Affordability and price transparency (36%)
- 4 Reliability of charging station (33%)
- 5 Closest charging station (17%)

# Collaborate with an Experienced Partner

Today's consumers increasingly expect businesses to offer more sustainable options. By delivering the right products and services, you can create a distinct competitive advantage. Taking a leadership role in sustainability is a great way to differentiate your business and earn your customers' trust and loyalty.

Through PDI Sustainability Consulting and Solutions, we can help you meet your corporate responsibilities so you can start building more impactful customer relationships. Our turnkey services empower you to reach your sustainability goals through a forward-thinking strategy and the resources to engage your customers on their terms.

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## PDI Sustainability Solutions can help you



Deliver what consumers want



Customize your programs



Differentiate your brand



Measure your results



Positively impact your community

## Work with the sustainability experts

You don't have to go it alone. Leverage turnkey solutions featuring third-party verification and loyalty programs your customers will love.

➤ To learn more about PDI Sustainability solutions, visit [pditechnologies.com/sustainability](https://pditechnologies.com/sustainability).

To explore the latest sustainability and EV trends influencing the convenience ecosystem, visit the EV Hub at [pditechnologies.com/ev-emobility](https://pditechnologies.com/ev-emobility).



# Methodology for This Report

This survey was conducted in February 2024, with data collected from an online survey fielded among a demographically balanced, nationally representative sample of 1,238 Americans, 21 years of age and older. To ensure a consistent and accurate representation of the US general population, data was balanced across variables such as age, gender, geographic region, race/ethnicity, and education level. This is the fourth survey conducted in a series that began with the “Business of Sustainability Index” report.

## About PDI Sustainability Solutions

PDI Sustainability Solutions offers sustainability as a service with patent-protected programs that deliver environmental impact and bottom-line results. Our turnkey offerings help businesses meet their sustainability goals while increasing brand value and customer loyalty. We’re on pace to offset over 30 million metric tons of carbon by 2025.

## About PDI

With 40 years of industry leadership, PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make informed decisions, and engage faster with their customers. Today, we serve over 200,000 locations worldwide with solutions like the Fuel Rewards® program and GasBuddy®, two popular brands representing more than 30 million users.