

NEW RESEARCH REVEALS WHAT WOMEN DRIVERS LOOK FOR IN A SERVICE STATION - COST, CLEANLINESS AND GOOD LOOKS!

Tuesday 7 March, 2023

New research conducted by JET - one of the UK's leading fuel brands - can reveal that competitive pricing (51%), a good looking/well-presented site (50%) and clean, functioning toilets (44%) are the top three determining factors for women drivers when choosing which service station to visit.

The research, conducted online among 1000 women drivers 18+ and nationally representative in February 2023, can also reveal that 41% cited 'speed and convenience' as an important factor with 'safety/safe-environment' taking 39% of the votes with just over one-third of women drivers (37%) naming 'pay at the pump facilities' as an important decision making factor.

"As our programme of re-imaging/refurbishing sites across the UK comes to an end - it is gratifying to know that many of the improvements and upgrades made have been identified as being important to women when it comes to service station choice." Says Áine Corkery Manager, Brand, UK Marketing Phillips 66 Limited "We aim to provide a safe, well-lit, cared-for environment with an emphasis on great service designed to get customers back on the road quickly and safely."

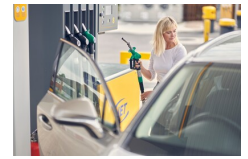
The top 10 factors as identified by UK's women drivers also included: pump/fuel availability (29%), efficient service (24%), good, clear signage (23%) and great coffee (19%)!

There are 300 JET branded service stations nationally – all sporting the eye-catching iconic blue and yellow branding.

The Top 10 factors for choosing a service station as voted for by UK women drivers in our recently conducted research are:

- Competitive pricing
- Looks good – clean and cared for
- Good, clean toilet facilities
- Speed/convenience – want to get back on the road quickly and safely
- Safe environment – good forecourt lighting
- Pay at the pump option
- All pumps available/choice of fuels
- Friendly, efficient service
- Clear, easy to understand signage
- Good coffee

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