

# VERTICAL ALLIANCE

## **Self-Service Kiosks.... Who prefers them.**

- 46 percent of Americans are likely to use customer-activated ordering and payment terminals  
— *National Restaurant Association*
- 3 percent of casual-dining operators currently offer customer-activated ordering and payment terminals  
— *National Restaurant Association*
- 4 percent of fine-dining owners currently offer customer-activated ordering and payment terminals  
— *National Restaurant Association*
- 71 percent of 18- to 24-year-olds prefer self-service terminals  
— *National Restaurant Association*
- 64 percent of 25- to 34-year-olds prefer self-service terminals  
— *National Restaurant Association*
- 71 percent of retailer executives stated that growing existing comp-store sales is their top priority  
— *National Retail Federation*
- Card purchases at train stations, airports and roadside rest-areas grew 52 percent over cash when the quick-serve food industry began accepting card payments  
— *ePaynews*

Provided as a courtesy by:

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