

**Research and independent studies show between 3% and 5% of daily store traffic will use the ATM.**

	<b>Surcharge per transaction =</b>	<b>\$2.00</b>
<b>Average Daily number of customers =</b>		1000
<b>(Multiply) Percentage of Customers using terminal =</b>	<b>X</b>	3%
<b>Total number of customers daily that would use the ATM =</b>		<b>30</b>

**The Average Transaction withdrawal for ATMs nationwide is \$55.00**

	<b>Average ATM Withdrawal =</b>	<b>\$55.00</b>
<b>(Multiply) Number of Customers using ATM (above Total) =</b>		30
<b>Total amount of cash dispensed daily =</b>		<b>\$1,650.00</b>

**ATM customers spend between 25% and 40% of the cash dispensed at the**

	<b>Using a 33% average spending per ATM withdrawal =</b>	<b>33%</b>
<b>(Multiply) Amount of cash dispensed daily (Above Total) =</b>		\$1,650.00
<b>Amount of cash spent in store daily, due to the ATM =</b>		\$544.50
<b>Daily Sales Increase =</b>		<b>\$544.50</b>
<b>Days in Month =</b>		<b>30</b>
<b>Monthly Sales Increase =</b>		<b>\$16,335.00</b>

**Additional  
Income  
per Month = \$16,335.00**

**Income from ATM  
surcharge = \$2,000.00**