

THE HUNT FOR DEALS

SHIFTING SHOPPING HABITS BETWEEN GENERATIONS

ONLINE



VS

IN-STORE



WHERE DO BABY BOOMERS AND MILLENNIALS SHOP WHEN THEY ARE ON THE HUNT FOR MARKDOWNS?

57%
OF BABY BOOMERS
ARE SEARCHING ONLINE TO
FIND THE BEST DEALS



71%
OF MILLENNIALS
VISIT MULTIPLE STORES TO
FIND DEALS



NORTHEAST BOASTS THE GREATEST SHIFT IN DISCOUNT SHOPPING BEHAVIOR.

25% MORE MILLENNIALS ARE VISITING MULTIPLE STORES TO FIND DEALS THAN BABY BOOMERS.

65% OF BABY BOOMERS ARE SEARCHING FOR DEALS ONLINE.



WEST COAST MILLENNIALS ARE SEARCHING FOR DEALS BOTH ONLINE AND IN-STORE.

MILLENNIALS ARE ONLY 4% MORE INCLINED TO LOOK IN-STORE FOR DEALS THAN THEY ARE TO SHOP ONLINE.

THE DIVIDE INCREASES FOR BOOMERS AS ONLINE SHOPPING IS PREFERRED 66% TO 59% IN-STORE.



MIDWEST SHOWING STRONGEST SHIFT IN BOOMERS SEARCHING FOR DEALS ONLINE

THE MIGRATION OF BABY BOOMERS SEARCHING FOR DEALS ONLINE IS THE MOST PRONOUNCED IN THE MIDWEST WITH 14% MORE BABY BOOMERS LOOKING ONLINE FOR DEALS.



THE SOUTH SHOWS BABY BOOMERS MOVING ONLINE, BUT STILL LOOKING FOR DEALS IN-STORE

BABY BOOMERS ARE VISITING MULTIPLE STORES AND SEARCHING ONLINE ALMOST EQUALLY — 63% vs 67%, RESPECTIVELY.

MILLENNIALS HOWEVER ARE 8% MORE LIKELY TO SHOP IN-STORE THAN BABY BOOMERS.



THE IMPACT OF AFFLUENCE



BABY BOOMERS MAKING \$100,000+ ARE

17%

MORE LIKELY TO SHOP ONLINE FOR DEALS THAN IN-STORE.



INCOME SHOWED LITTLE IMPACT ON MILLENNIAL BEHAVIOR

