**Generational Shopping Trends**

**Millennials** enjoy shopping online more than older generations.

- 18% of millennials do most or all of their shopping online.
- 51% of baby boomers do most or all of their shopping in-store.

**If they had to choose between shopping online or in-store, more than half (56%) of millennials would choose online shopping.**

Millennials like online shopping because they enjoy browsing.

**The Rise of E-Commerce is causing a shift in how consumers shop.**

- 62% of consumers have made a purchase online in the last six months.
- 89% of consumers have used a mobile device to shop online in the last year.

**Millennials lead the way in online shopping, with 59% reporting that they have purchased something online this year.**

**Impact of Retailer Values on Consumers' Shopping Behavior.**

- 26% of consumers are more likely to buy from companies that show concern for the environment.
- 34% of consumers are more likely to buy from companies that support social causes.

**Across generational cohorts, Shoppers are More Likely to Buy from Companies that Show Concern for the Environment**

- 42% of millennials
- 35% of baby boomers

**Millenials:**

- More likely to buy from companies that are environmentally friendly.
- Higher shopping basket values.

**Methodology:**

- Surveys conducted online.
- N = 1,000 per generation.

**What would make shoppers more likely to buy something in-store?**

- Better selection (67%)
- Better service (63%)
- Lower prices (62%)

**No better selection, no better service, no lower prices = 4%**