

BOOMER TO GEN Z: SHOPPING BY GENERATION

WHILE IT'S IMPOSSIBLE TO BE
All Retailers to All Generations,
it's important to design customer
experiences to meet your
shoppers wherever they are.



The United States
POPULATION

328
MILLION

SHOPPERS HAVE
#OPINIONS

How more likely are you to shop with retailers that take a stand on issues you care about or reflect your social or political values?⁶

75% of Generation Z
44% of Millennials

How likely are you to report a poor shopping experience on social media?⁵

34% of Millennials
27% of Generation X
19% of Baby Boomers



MEDIAN FAMILY INCOME BY GENERATION²

\$77.6K
BABY BOOMERS

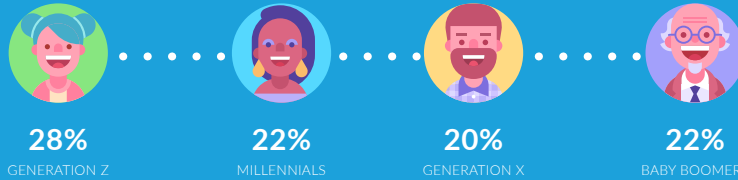
\$85.8K
GENERATION X

\$69K
MILLENNIALS

GENERATION Z
is not in their earning years but is projected to represent 40% of all shoppers and influence \$600 billion of spending in 2020.



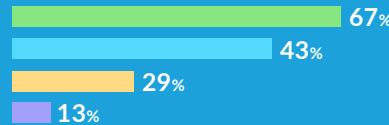
POPULATION BY GENERATION¹



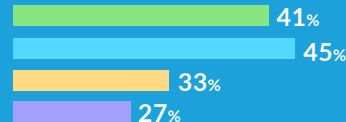
SHOPPING PREFERENCES BY GENERATION^{3,4,5,7}



DO MORE IN-STORE SHOPPING
VS ONLINE

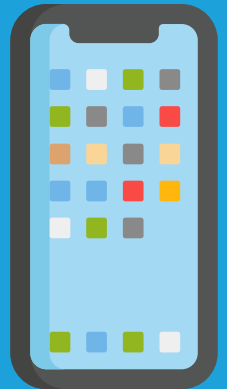
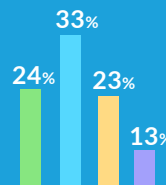


ENJOY THE SHOPPING EXPERIENCE /SOCIAL INTERACTION OF SHOPPING IN-STORE



SUSCEPTIBLE TO IMPULSE SHOPPING

WANT TO SHOP IN-STORE TO TOUCH/TRY ON



Sources: Statista.com¹; Pew Research²; Value Penguin³; National Retail federation⁴; Colloquy⁵; Accenture⁶; CMSCMedia⁷