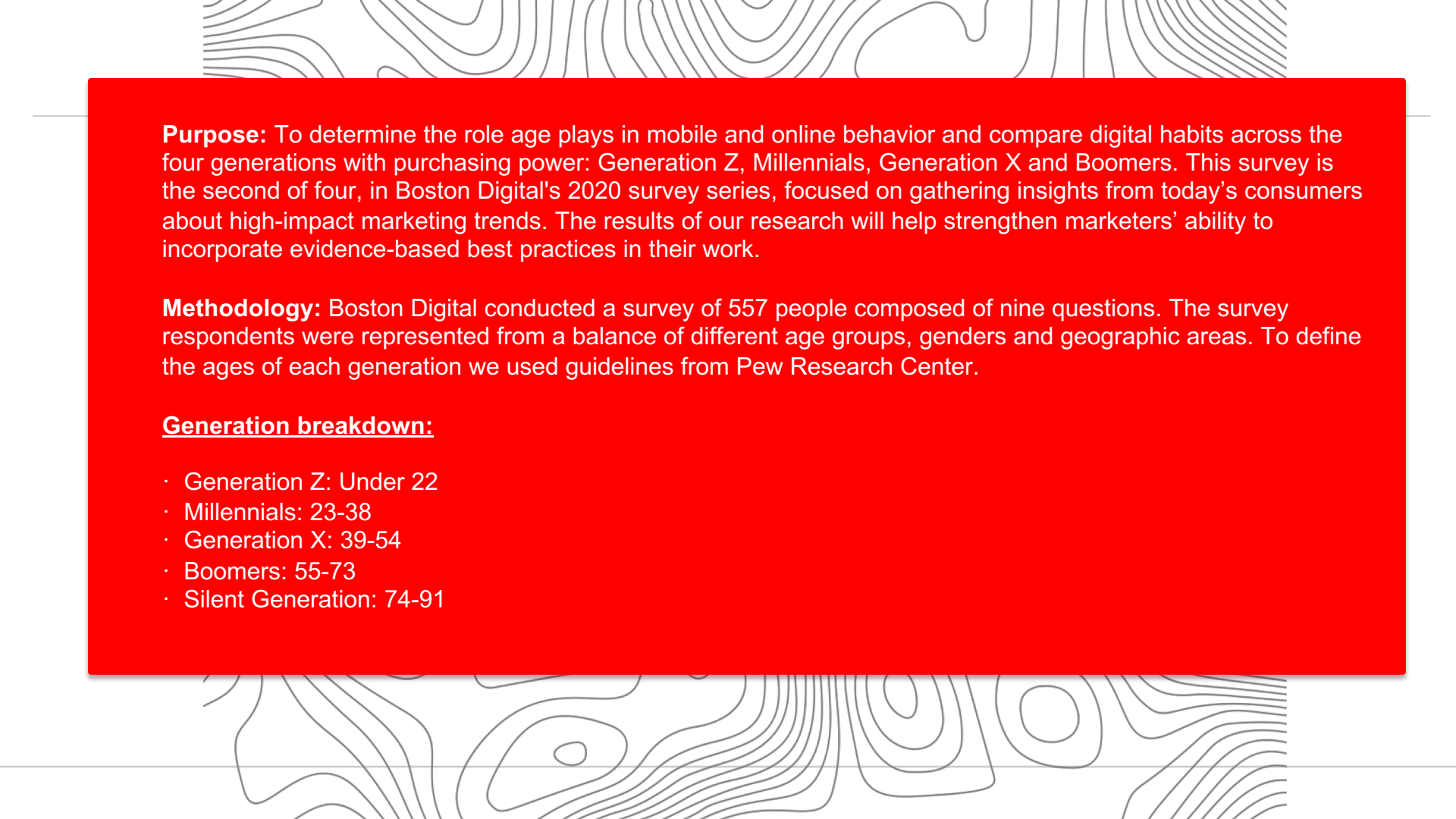


How Consumer Age Impacts Mobile Behavior

2020 Survey Results



The background of the slide features a light gray topographic map with concentric contour lines. A solid red rectangular box is centered on the page, containing the main text.

Purpose: To determine the role age plays in mobile and online behavior and compare digital habits across the four generations with purchasing power: Generation Z, Millennials, Generation X and Boomers. This survey is the second of four, in Boston Digital's 2020 survey series, focused on gathering insights from today's consumers about high-impact marketing trends. The results of our research will help strengthen marketers' ability to incorporate evidence-based best practices in their work.

Methodology: Boston Digital conducted a survey of 557 people composed of nine questions. The survey respondents were represented from a balance of different age groups, genders and geographic areas. To define the ages of each generation we used guidelines from Pew Research Center.

Generation breakdown:

- Generation Z: Under 22
- Millennials: 23-38
- Generation X: 39-54
- Boomers: 55-73
- Silent Generation: 74-91

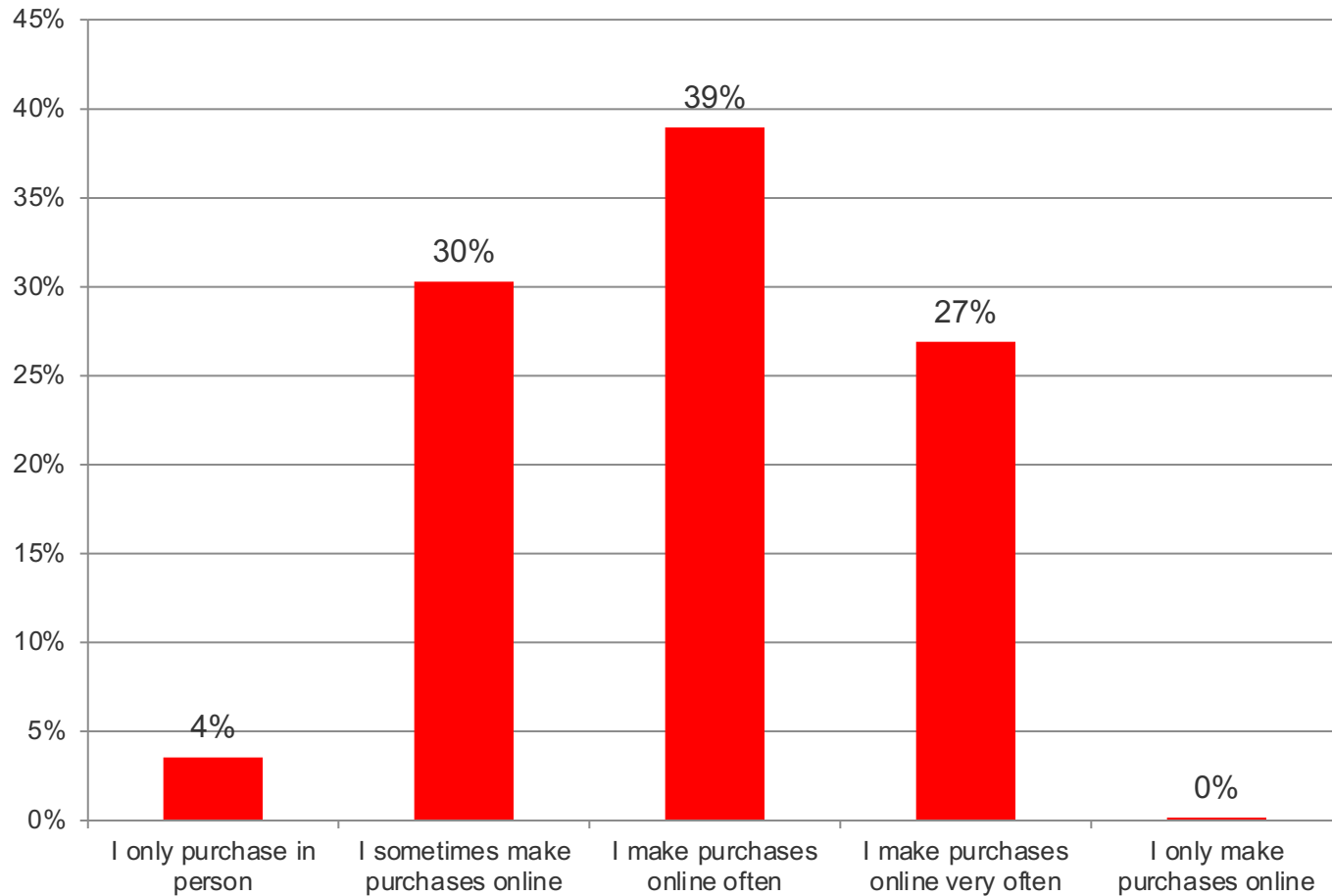
Summary of findings:

Our survey generated numerous insights into consumer behavior, and the role age plays in mobile and digital habits. Overall, it showed that online habits of older consumers are strikingly similar to younger generations. It is necessary that marketers stop focusing on outdated notions of age and start marketing to the Impulse Generation, where everyone is driven by fast decision-making, constant connectedness, high expectations, and short attention spans.

Key findings include:

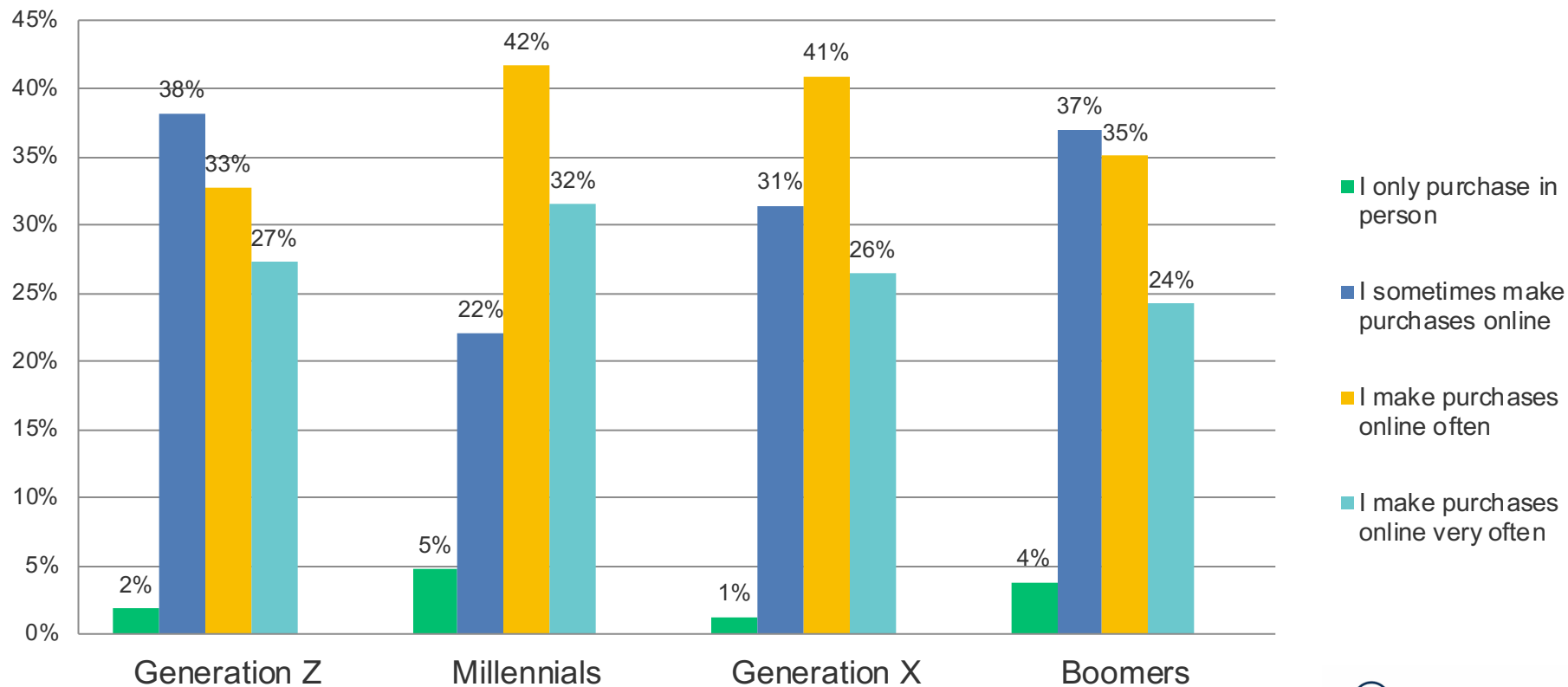
- **66%** of consumers reported making purchases online often or very often. We did not see a large difference across generations, with Generation Z & Boomers purchasing online the least at 60% and 59% respectively.
- **43%** of consumers are somewhat likely to abandon a purchase on a mobile device if the experience is interrupted, and only **6%** reported that having a mobile interruption would play no role in their purchase. Having a seamless mobile experience is crucial across generations, which have in common a limited attention span and a demand for high speed results.
- Each social media platform has a unique makeup. TikTok, Snapchat and Reddit tend to trend young, with a heavy makeup of Millennials and Generation Z. However, **69%** of Boomers are on Facebook, **52%** use YouTube and **31%** are on Instagram. We see this trend in Generation X as well with **82%** on Facebook, **70%** using YouTube, and **52%** on Instagram.
- You might expect that the younger generations – Millennials & Generation Z, and the older generations – Generation X and Boomers would have the most in common, however it was the consumers in the middle, Generation X and Millennials, that gave the most consistent answers. They both had the highest rates of purchasing online, purchasing on their mobile devices, were the most confident in their ability to make mobile purchases, and purchased things like groceries, technology and household goods online at similar amounts.

How often do you make purchases online vs. in person?

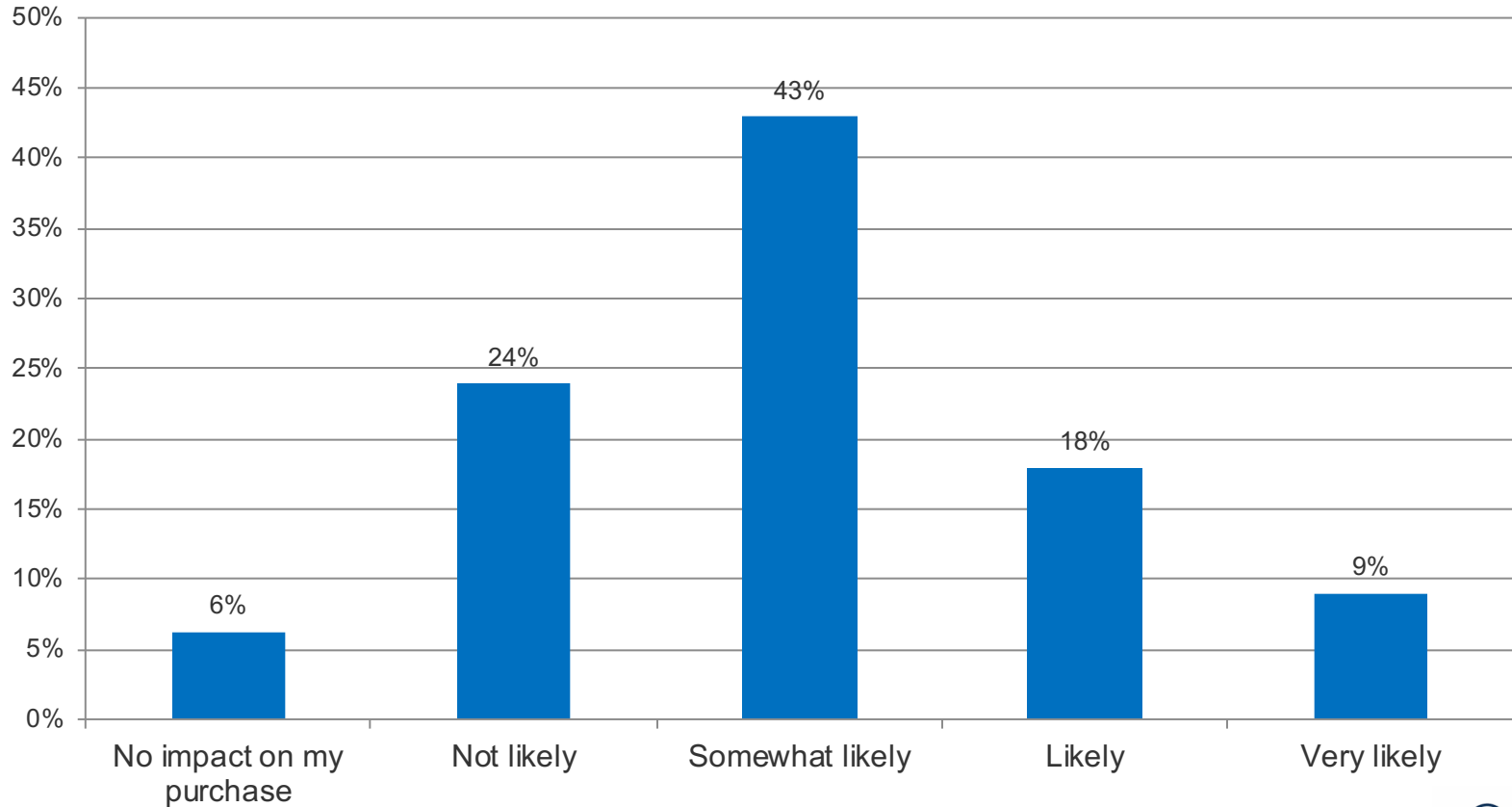


How often do you make purchases online vs. in person?

Generation breakdown

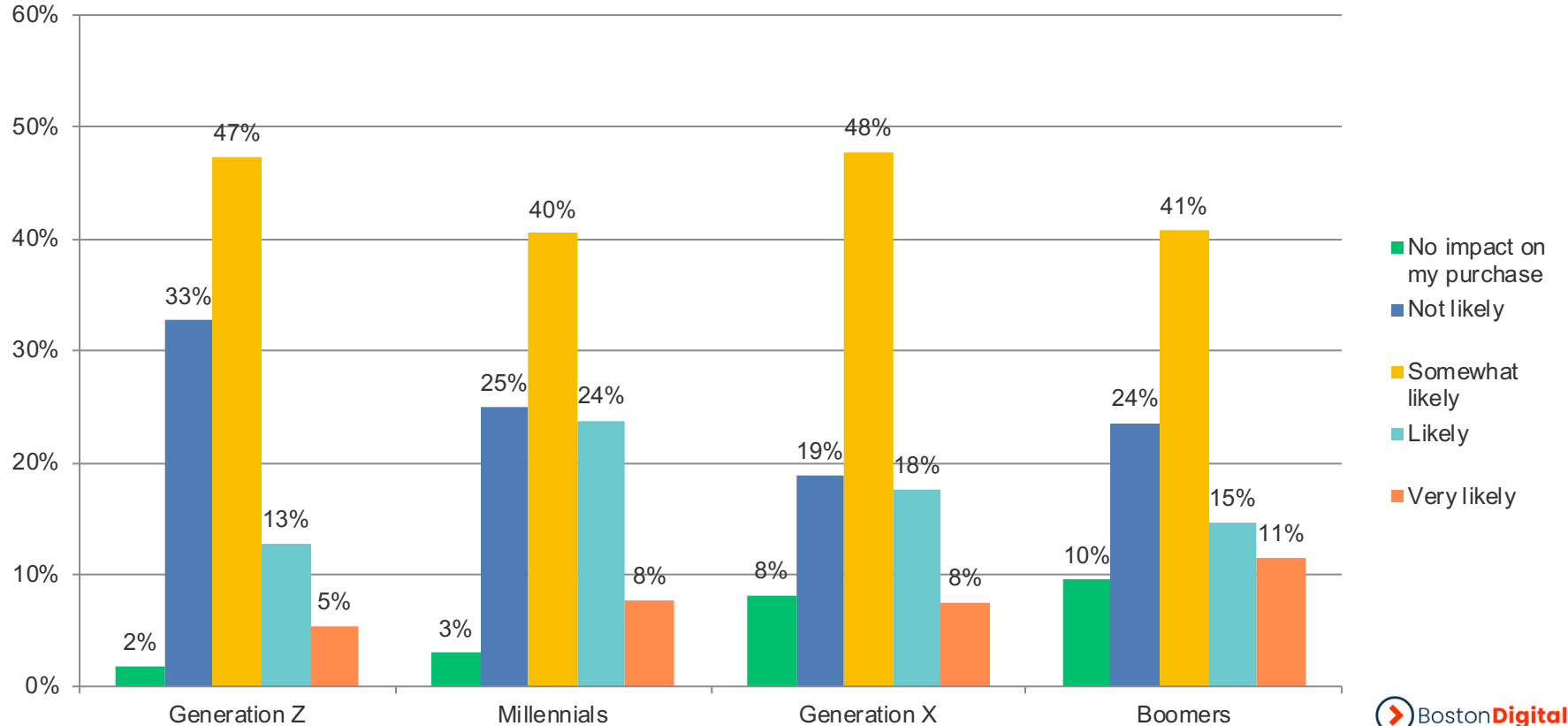


How likely are you to abandon a purchase you are making on your mobile device if the experience is interrupted?

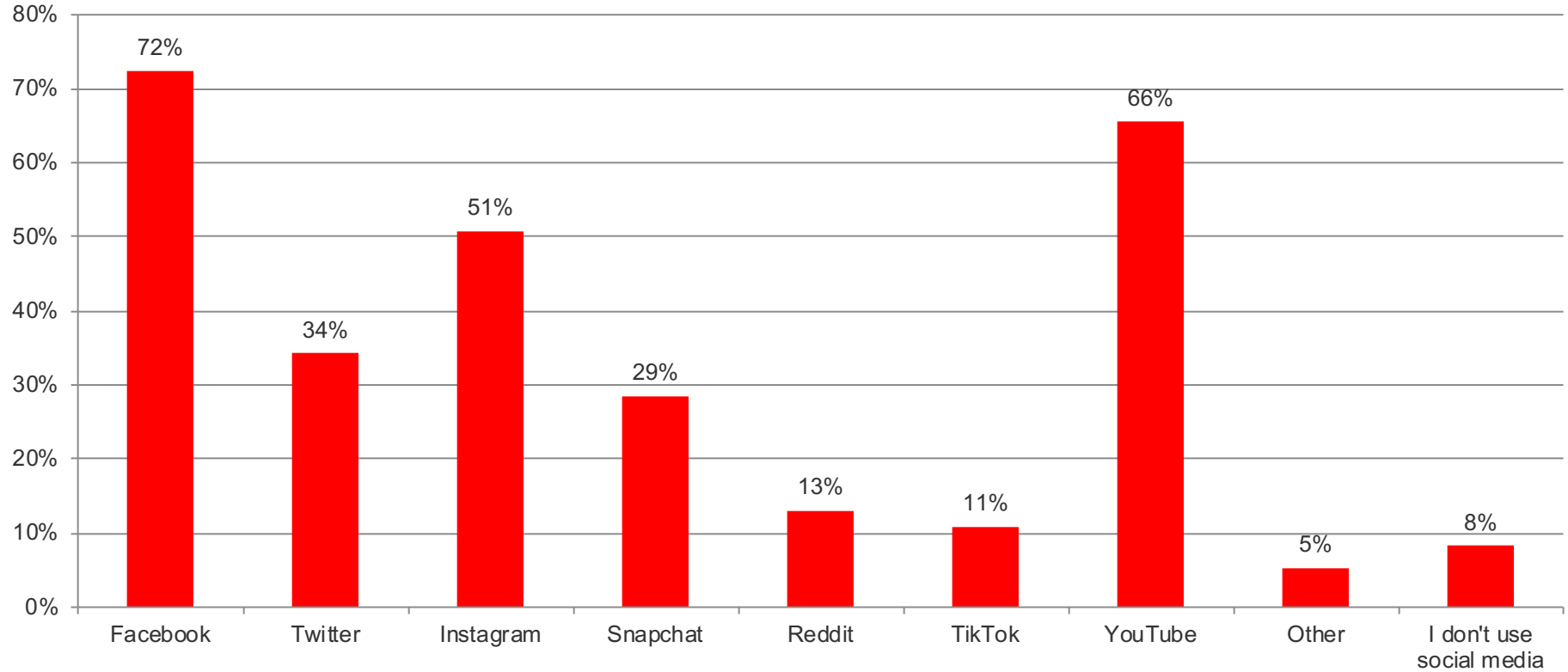


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Generation breakdown

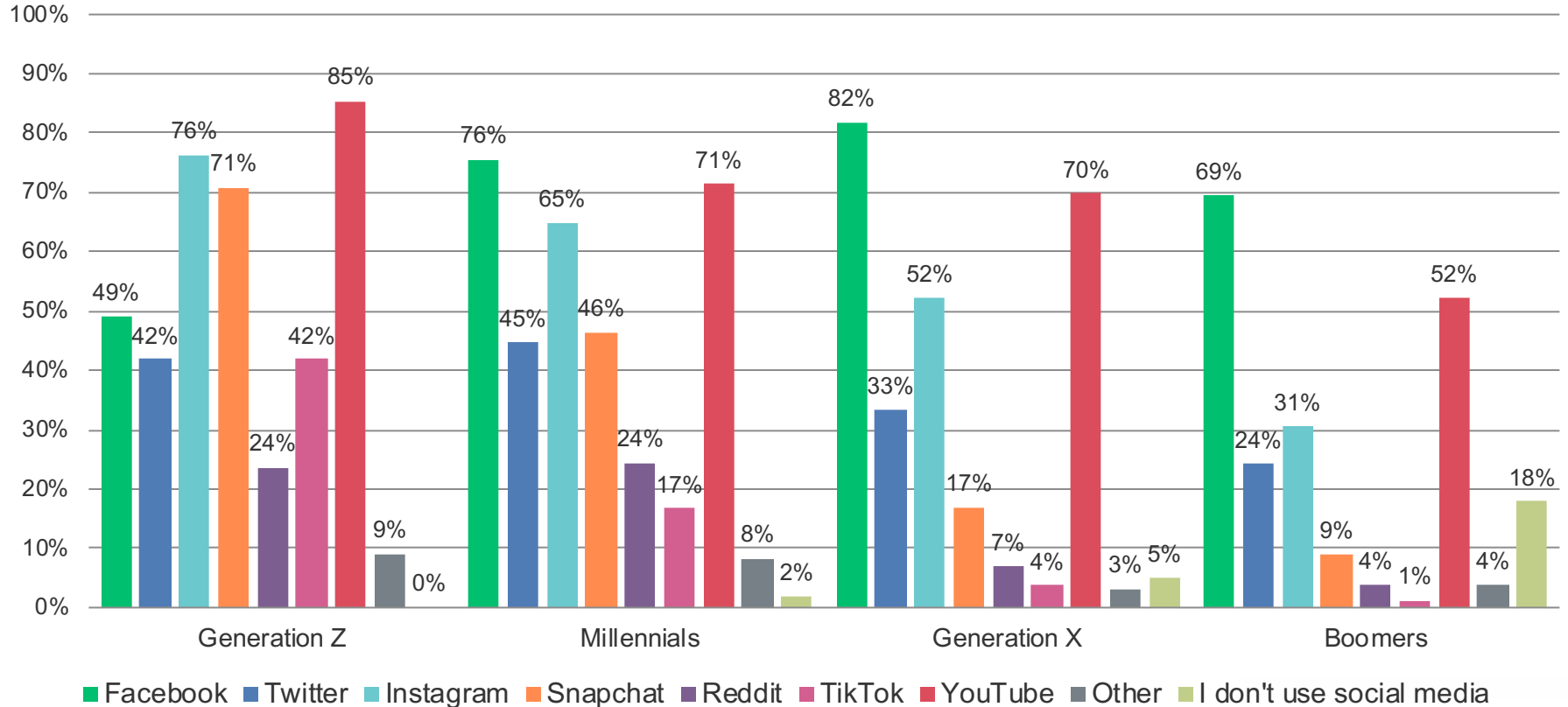


What social media platforms do you use on your mobile device?

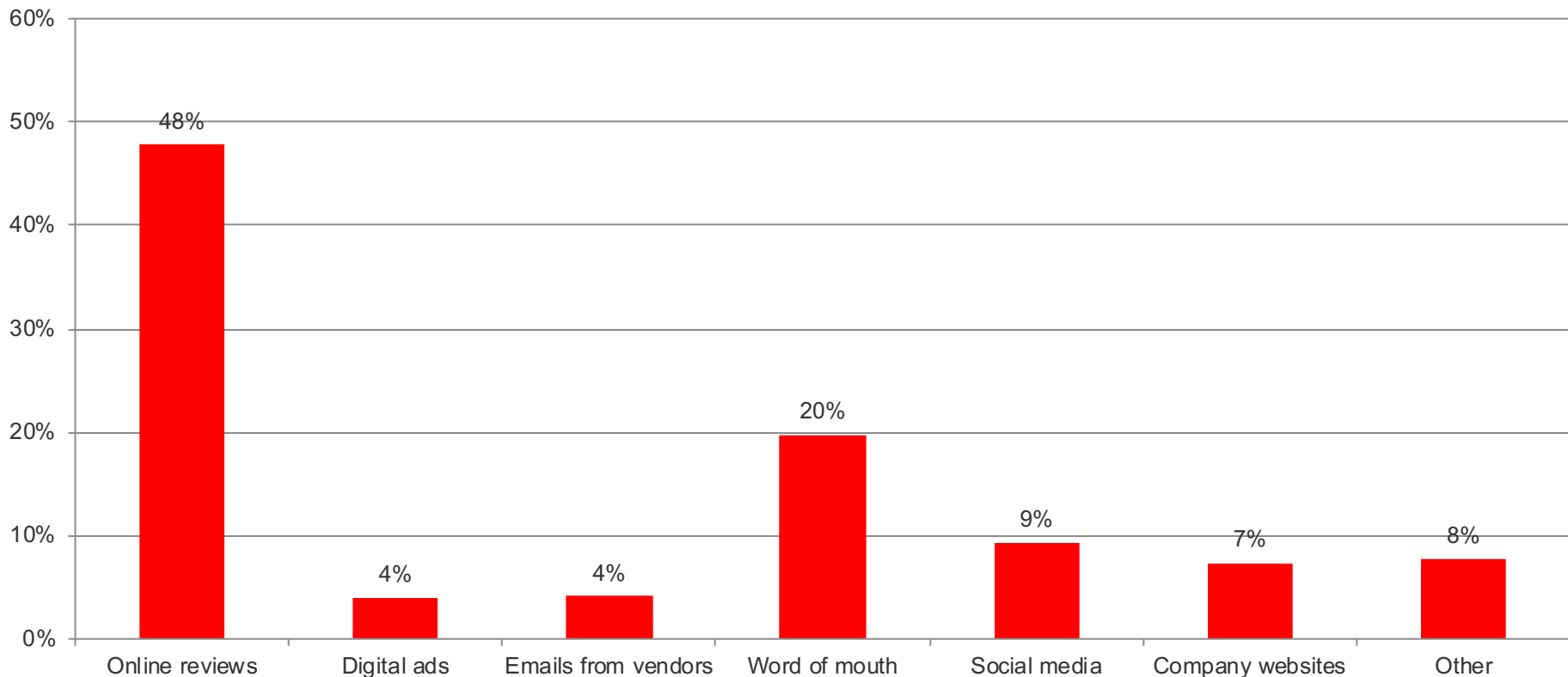


What social media platforms do you use on your mobile device?

Generation breakdown

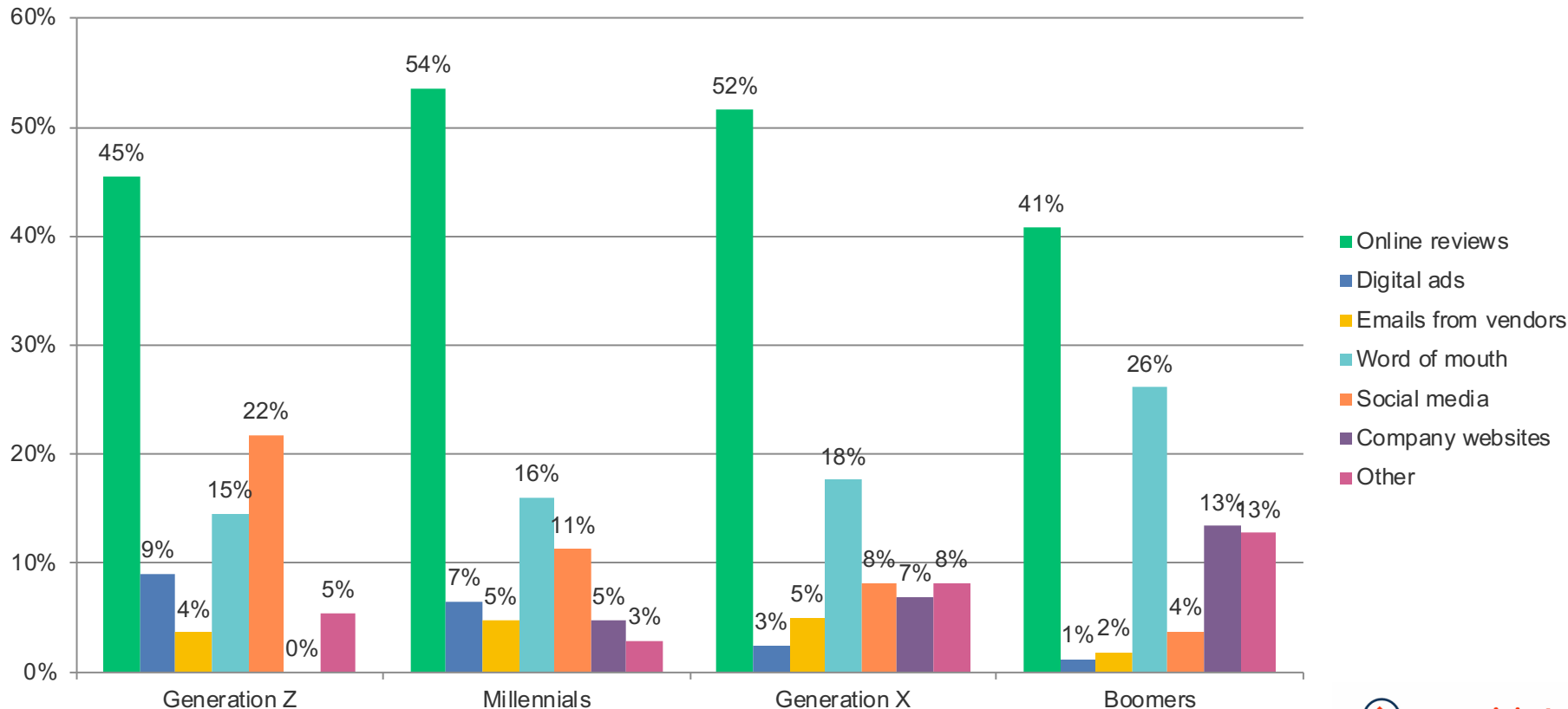


What type of content has the largest impact on your decision to make a purchase?

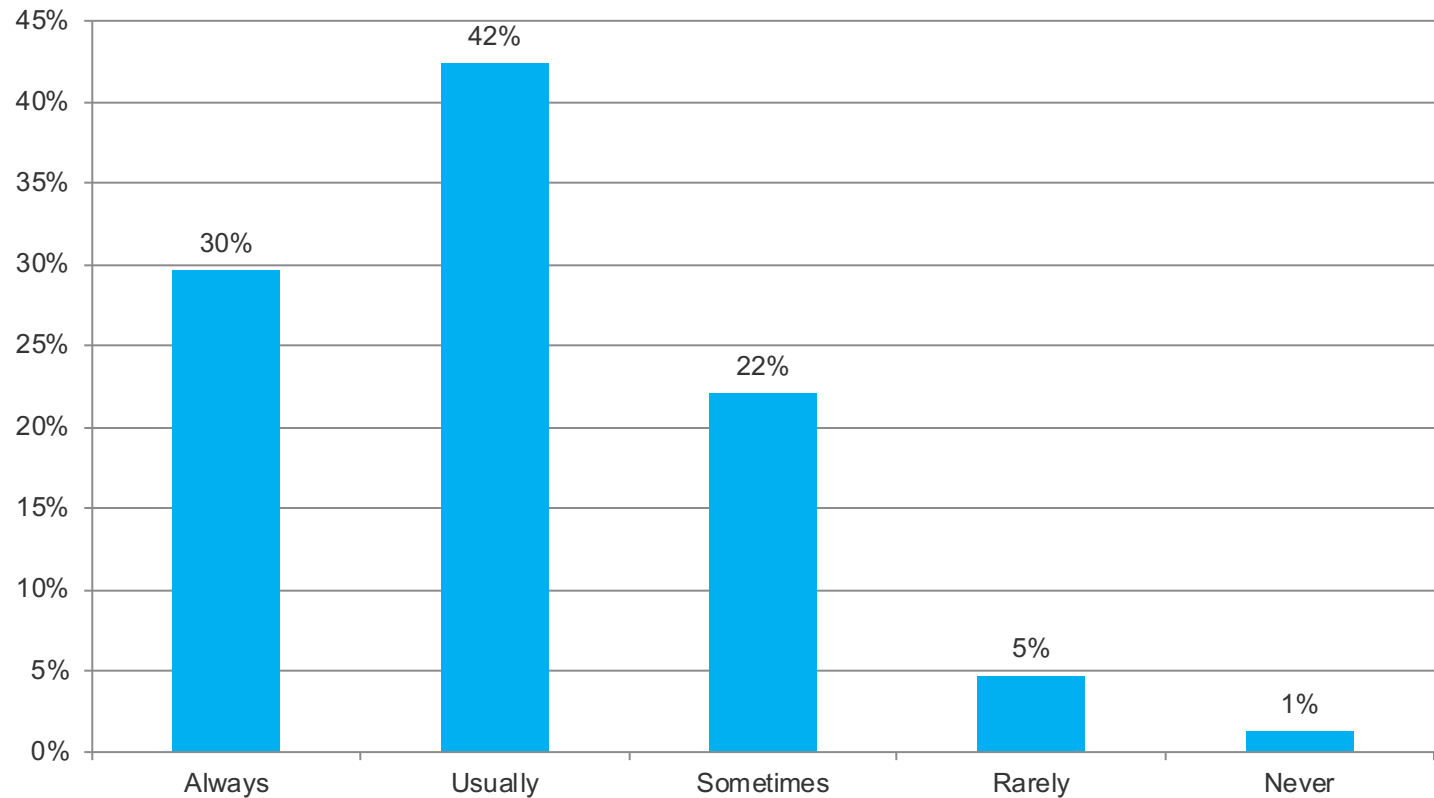


What type of content has the largest impact on your decision to make a purchase?

Generational breakdown

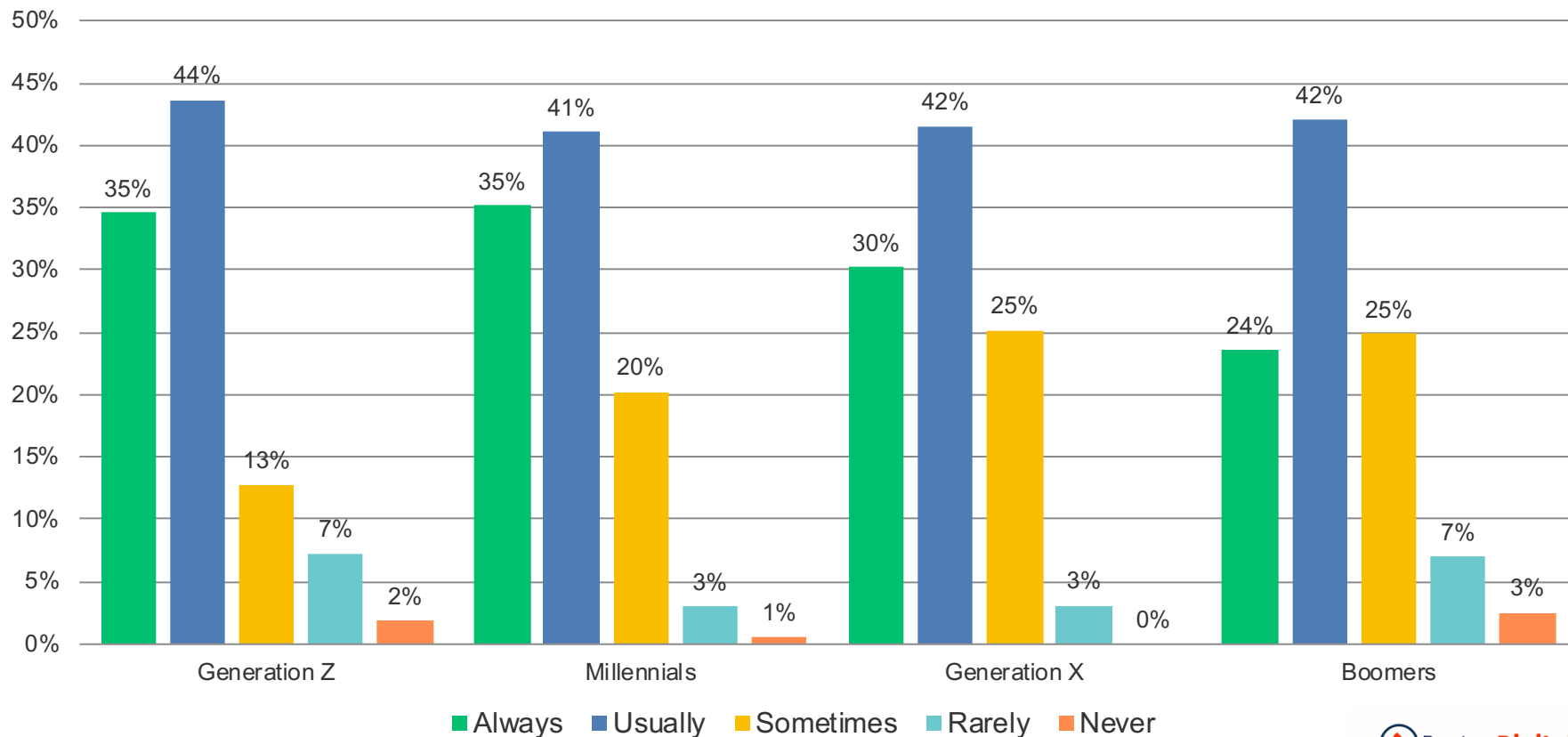


How often do you research something online before purchasing it in person?



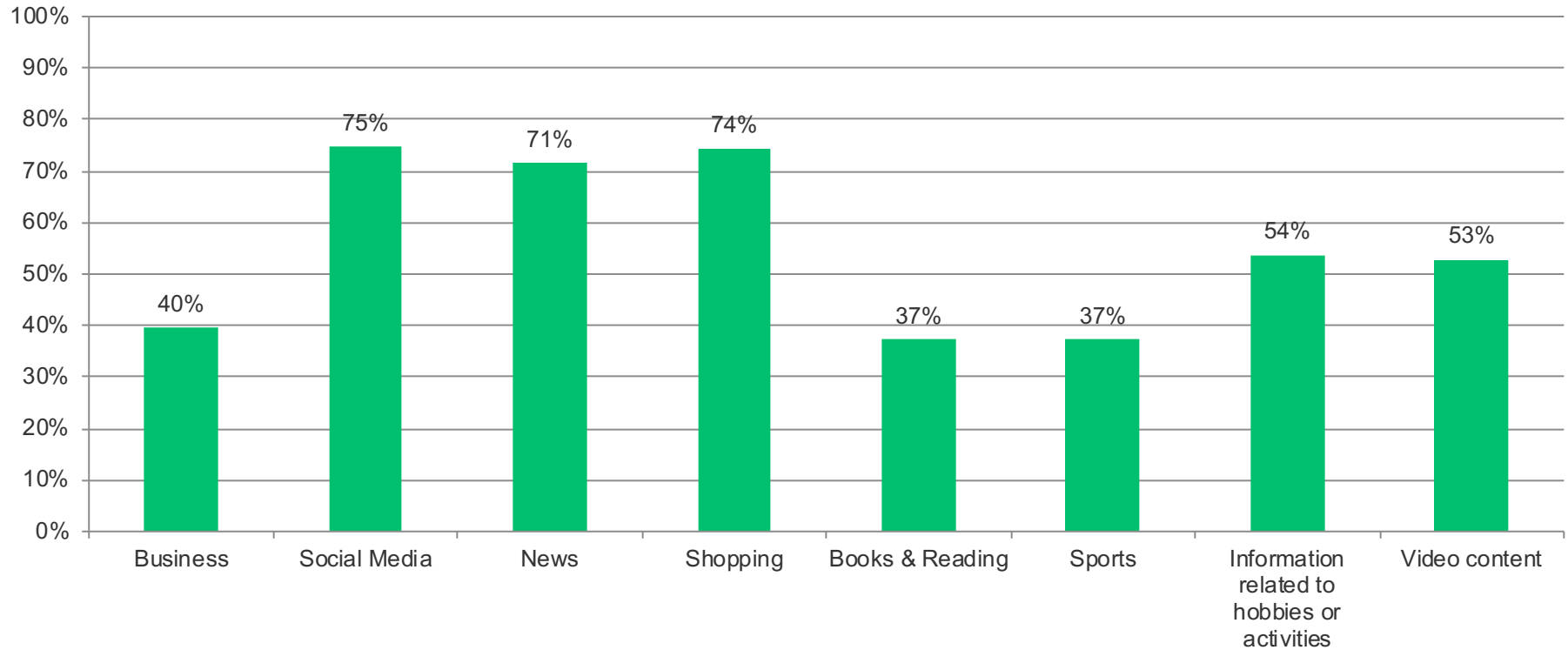
How often do you research something online before purchasing it in person?

Generational breakdown



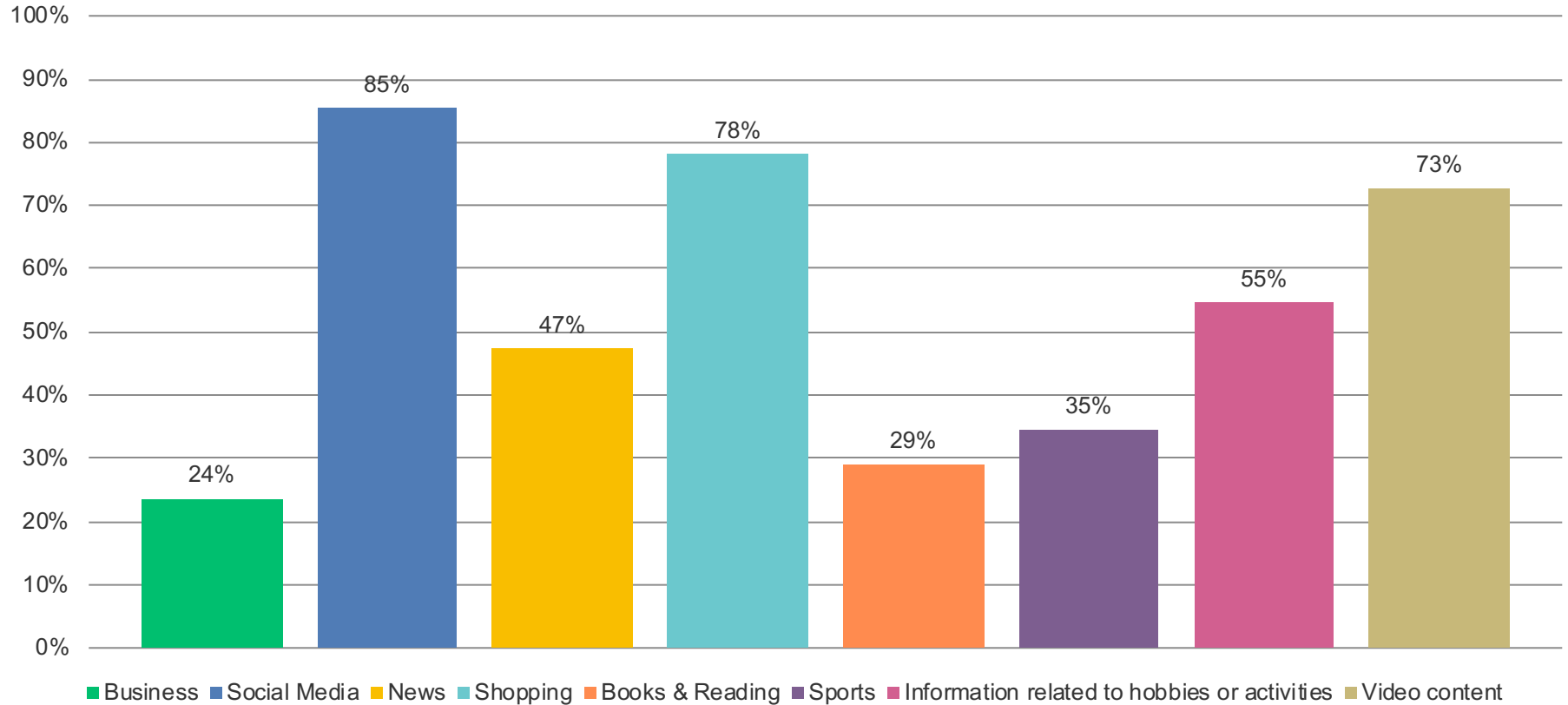
What type of content do you view on your mobile device?

Check all that apply



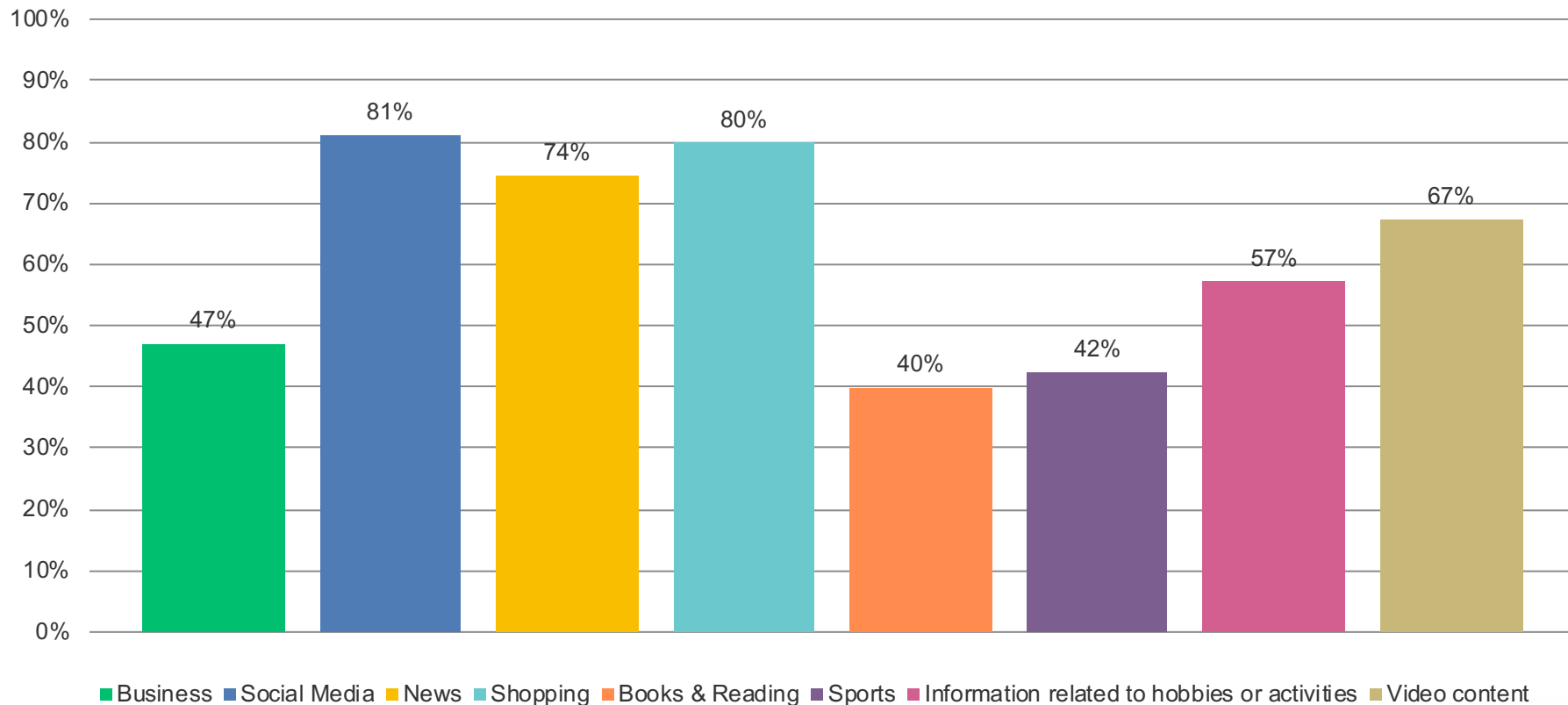
What type of content do you view on your mobile device?

Generation Z



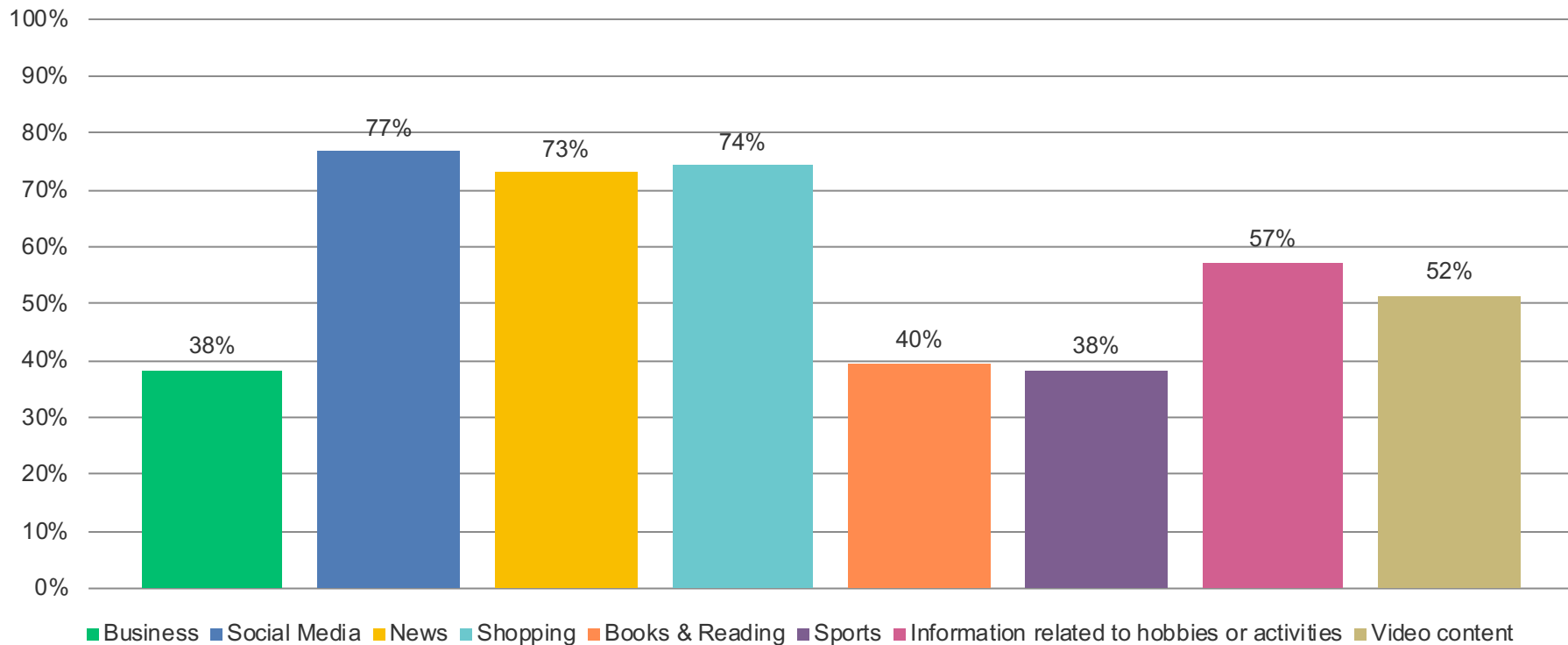
What type of content do you view on your mobile device?

Millennials



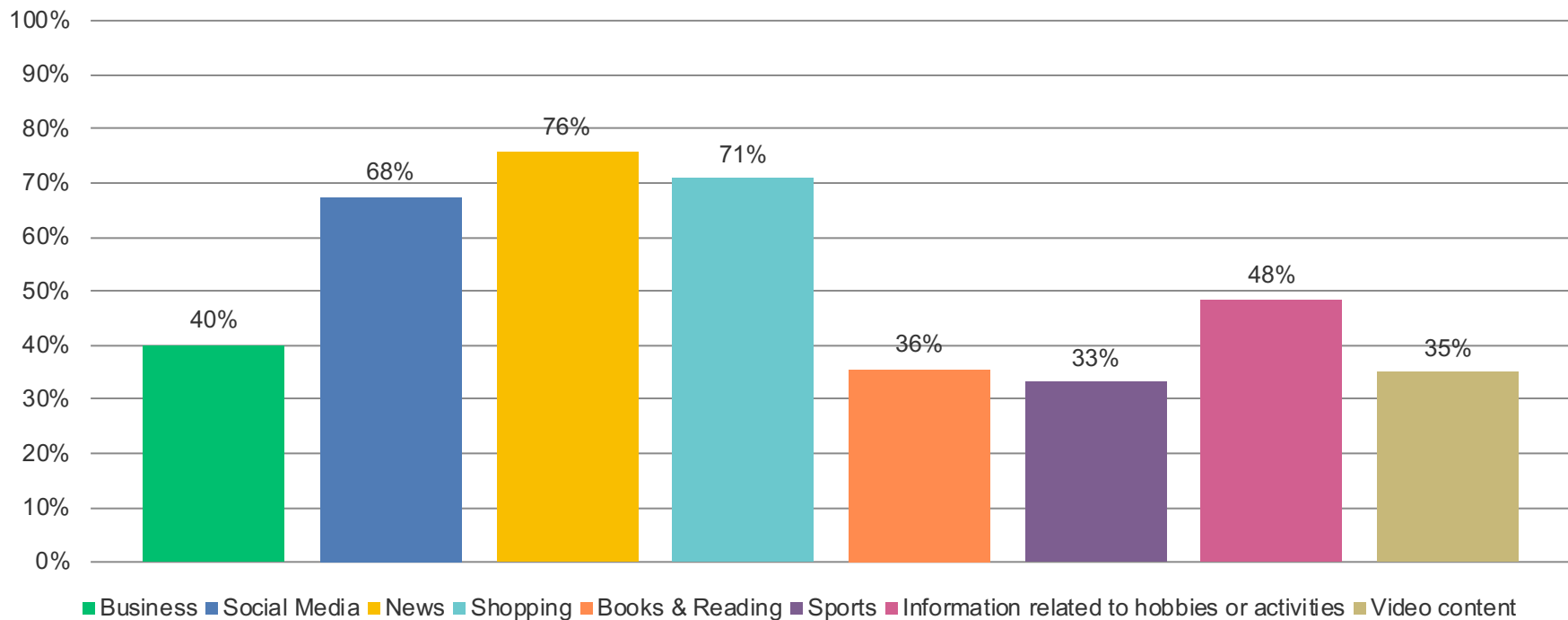
What type of content do you view on your mobile device?

Generation X

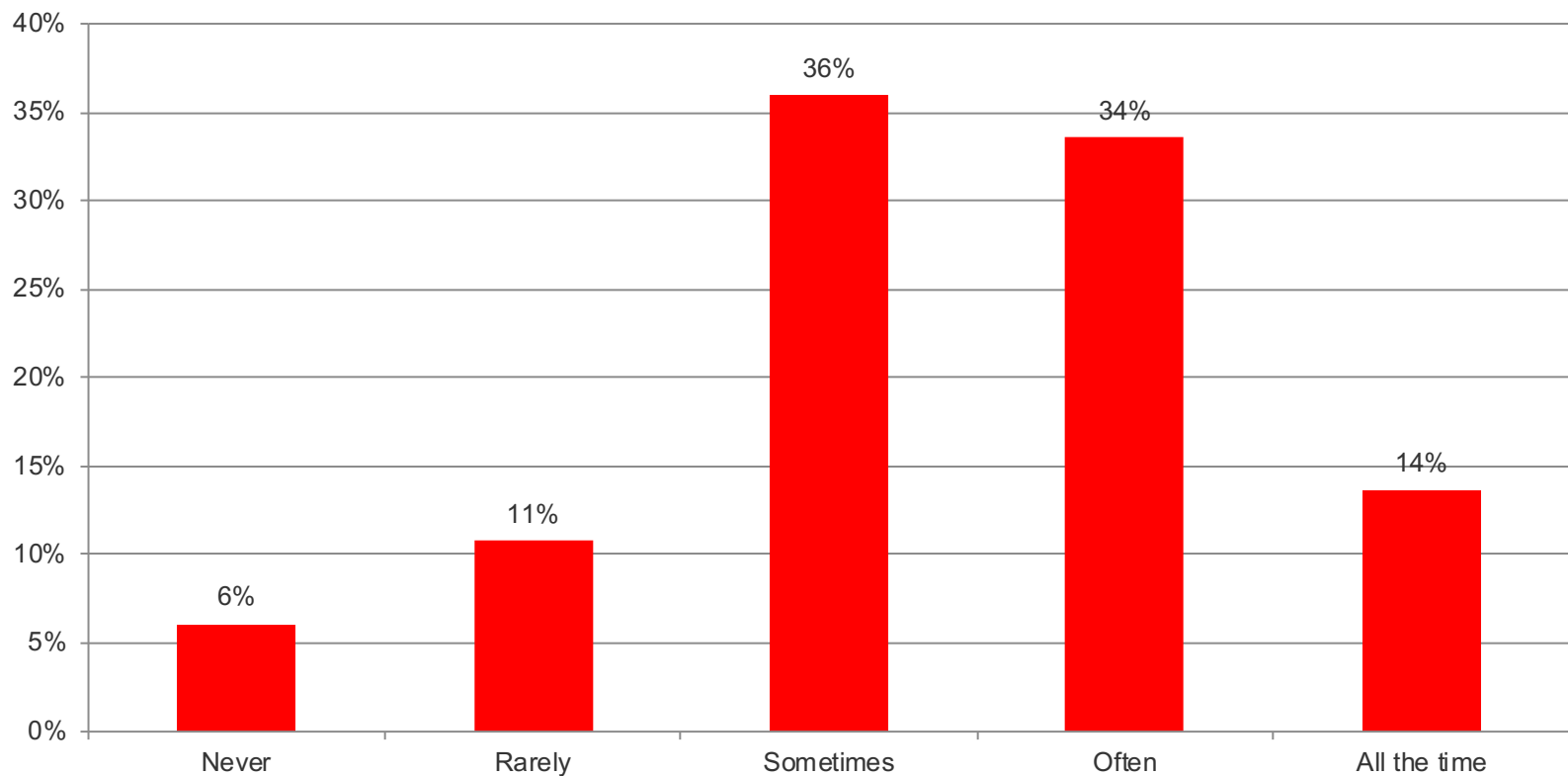


What type of content do you view on your mobile device?

Boomers

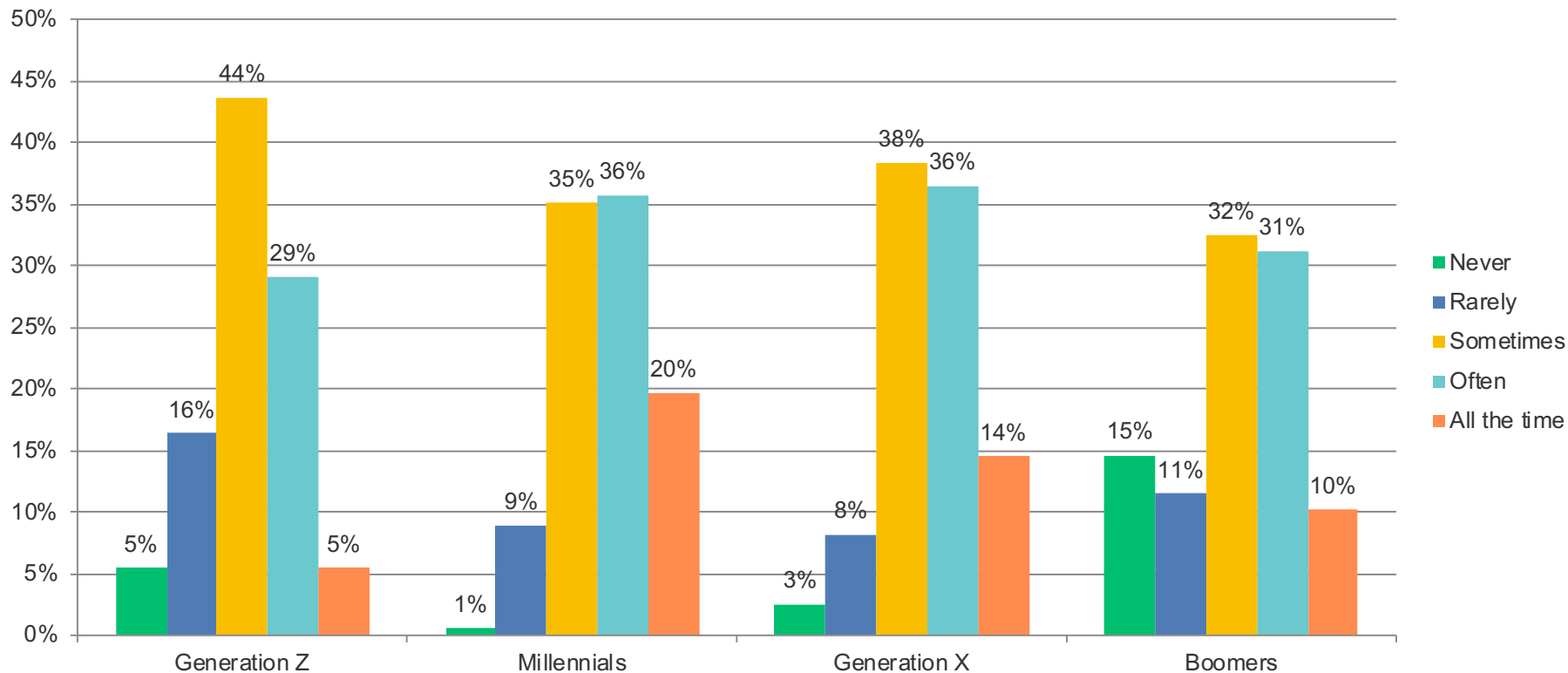


How often do you make purchases on your mobile device?

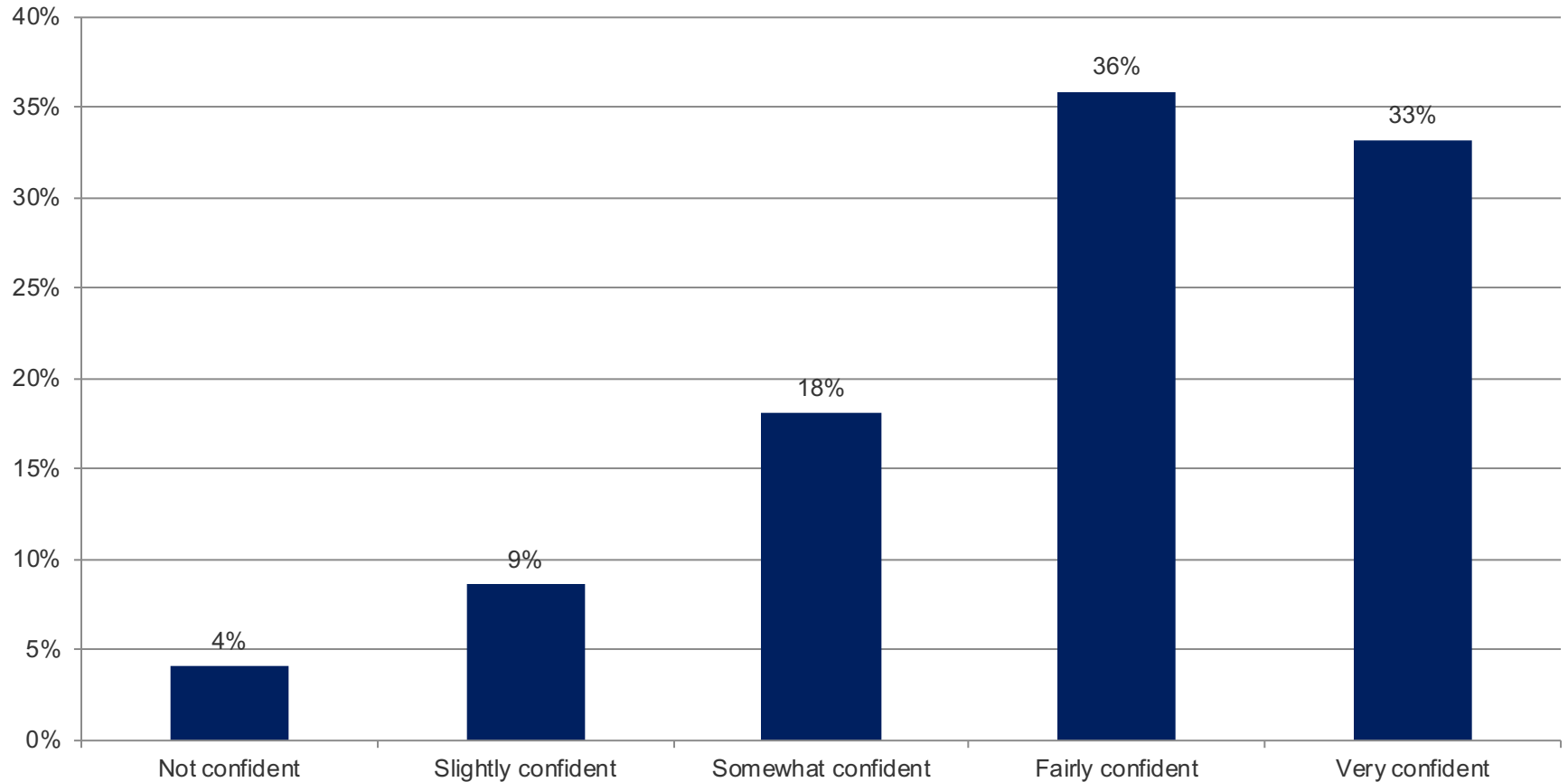


How often do you make purchases on your mobile device?

Generational breakdown

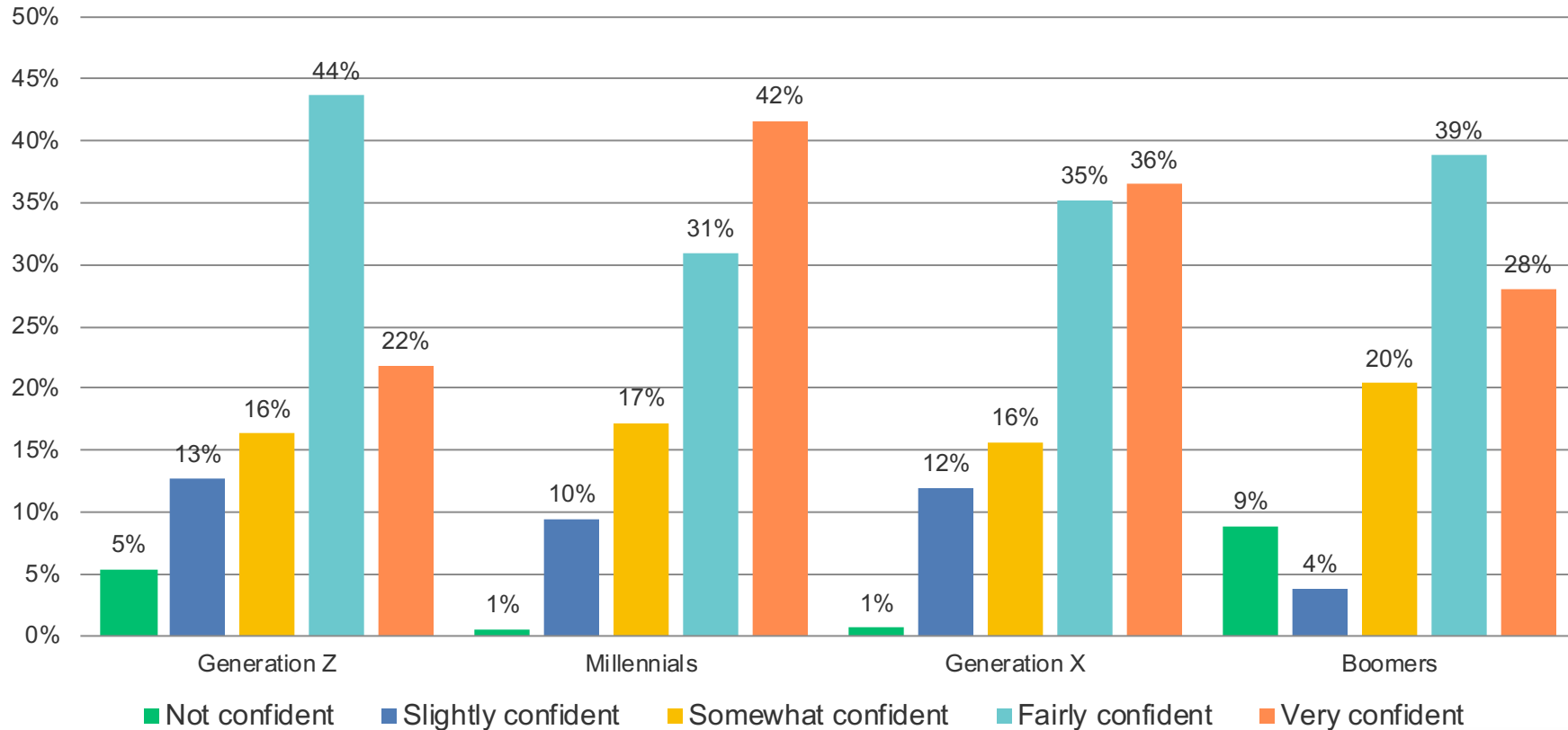


How confident do you feel using mobile devices to make a purchase?

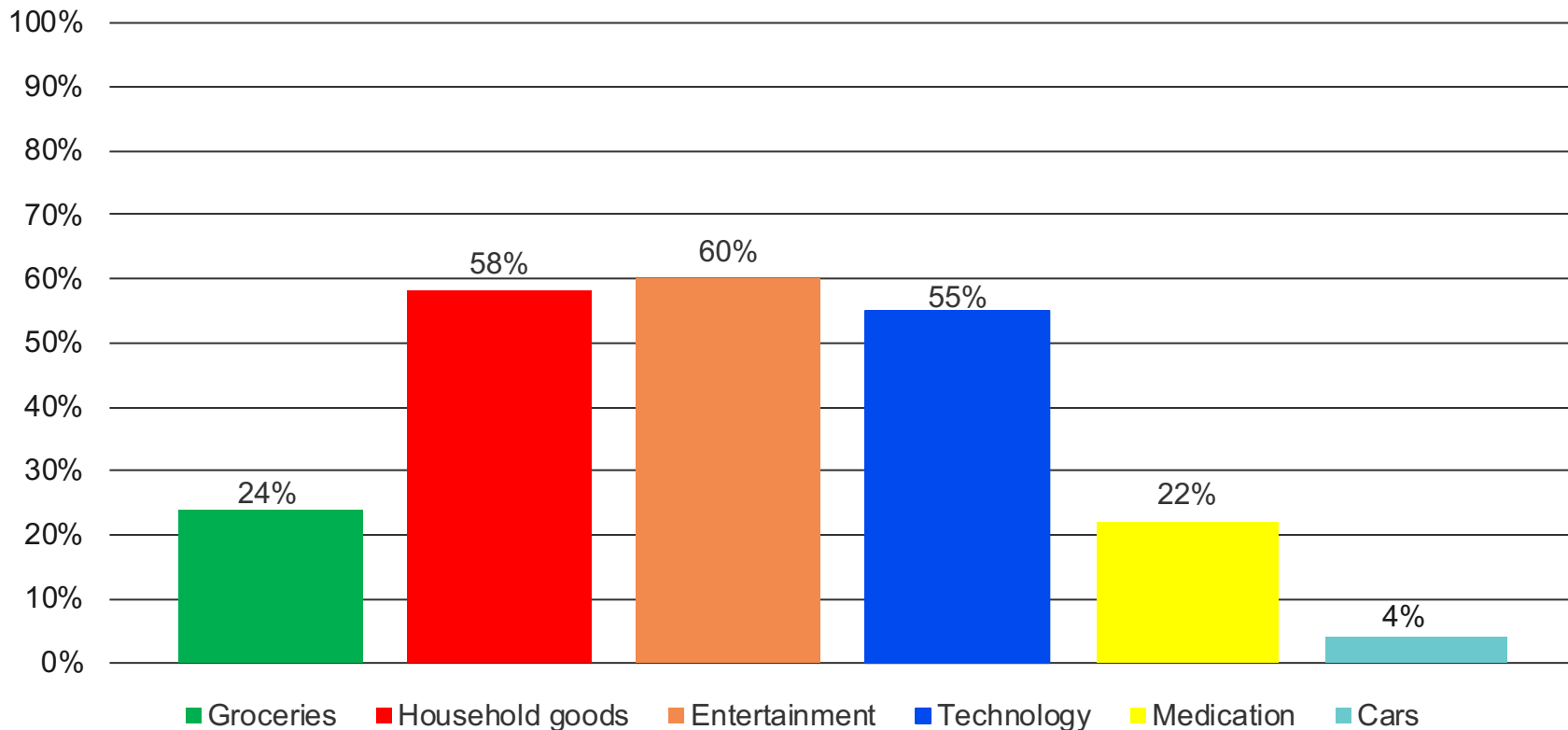


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Generational breakdown

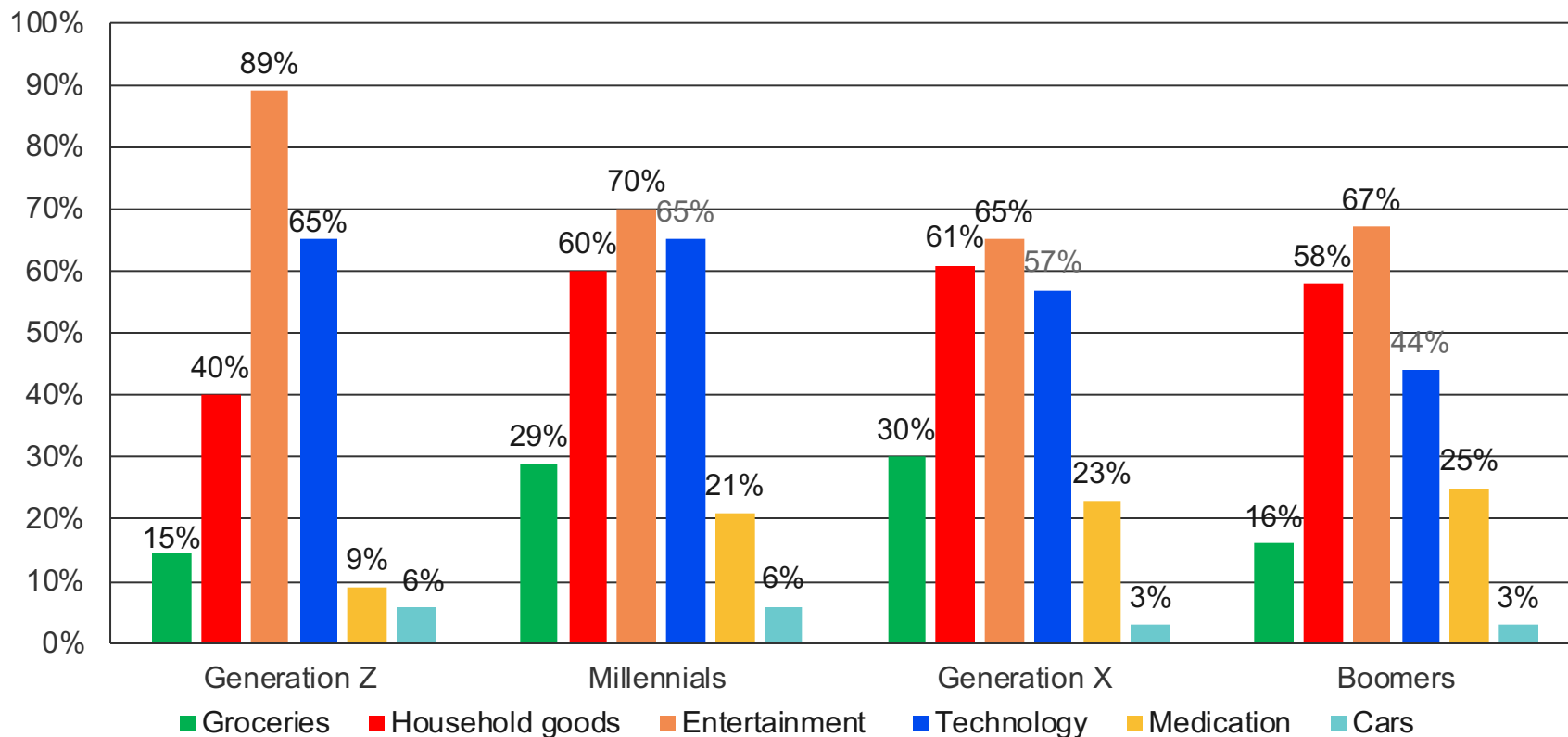


Which of the following do you usually purchase online?

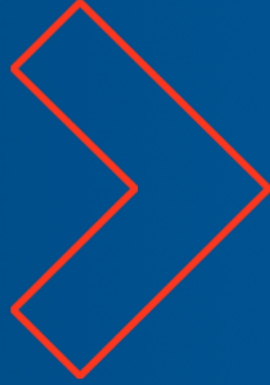


Which of the following do you usually purchase online?

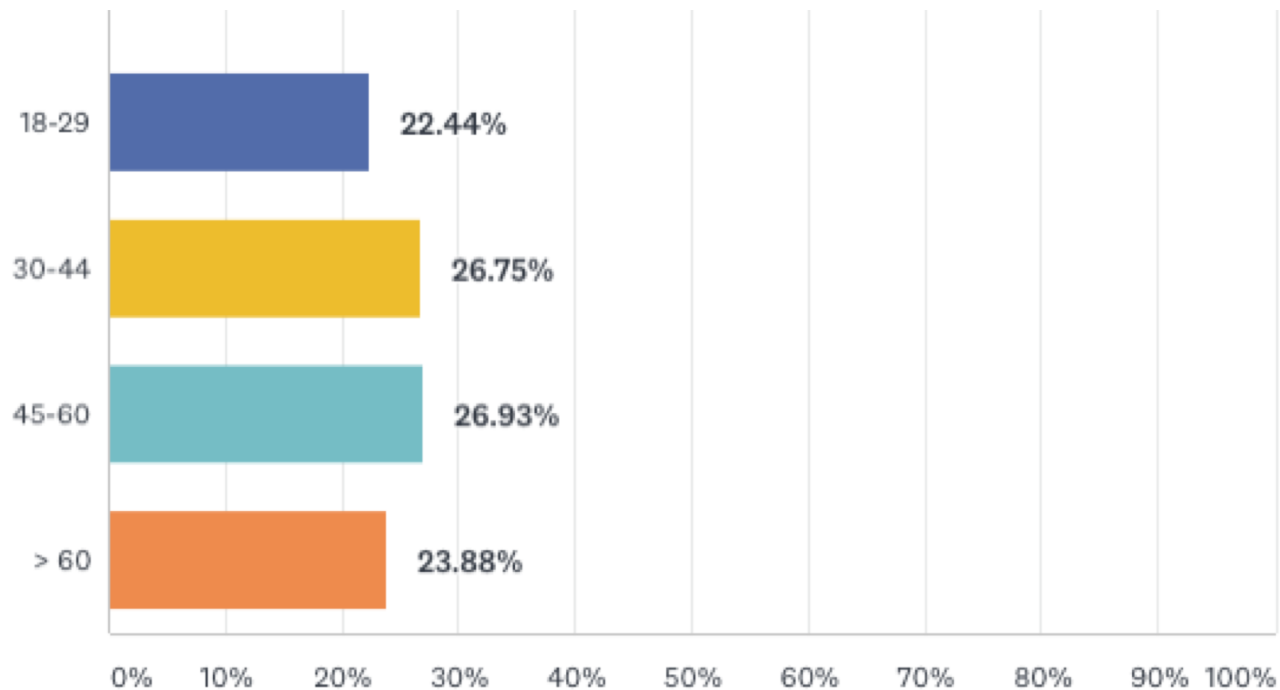
Generational breakdown



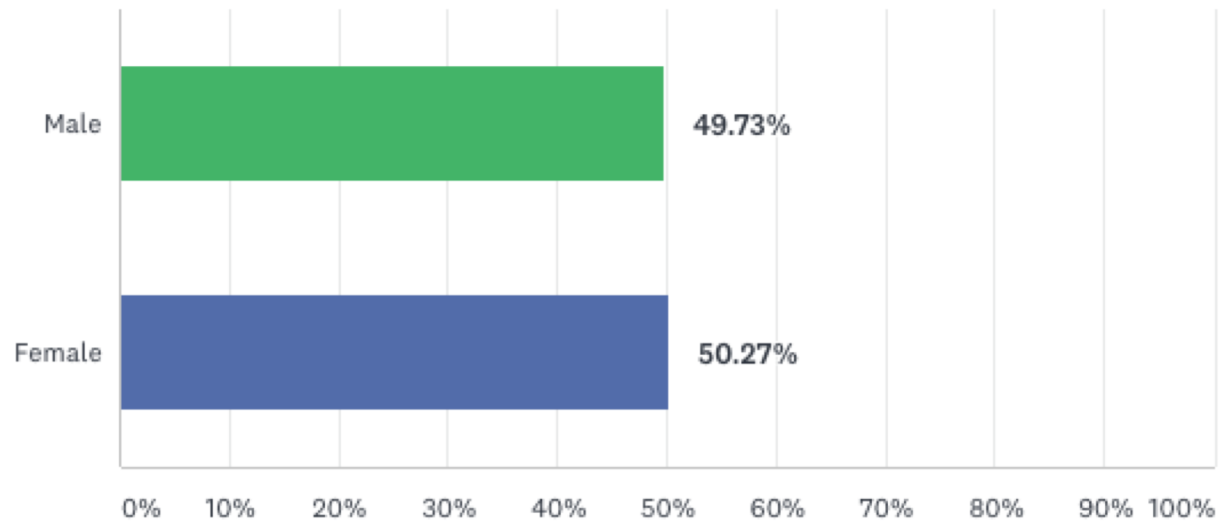
Survey demographics



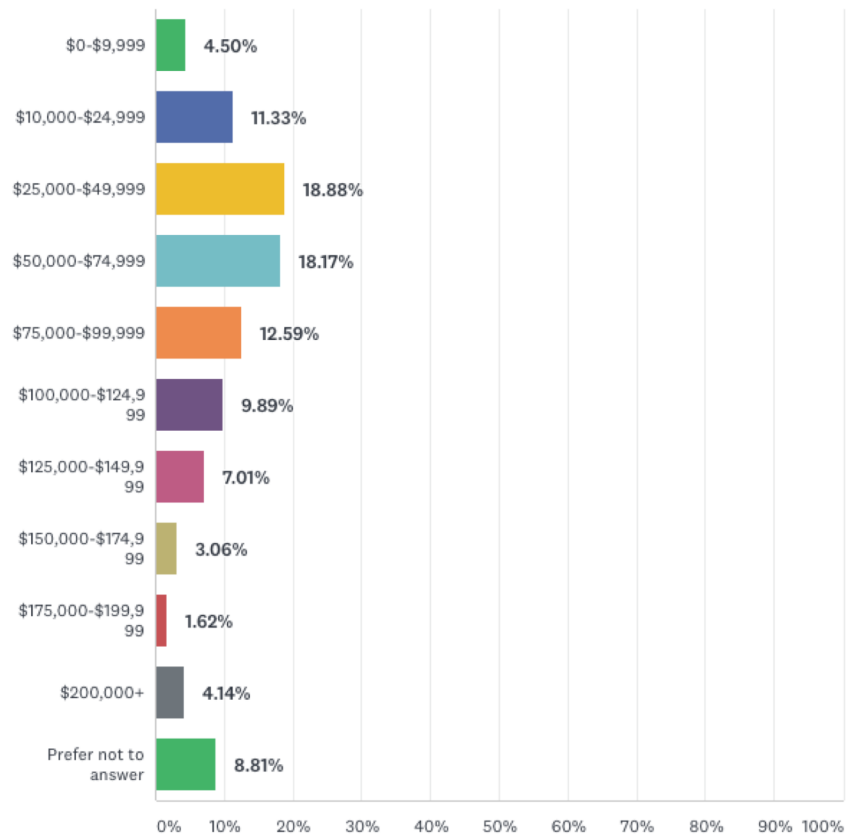
Age



Gender



Income



Interested in learning
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info@bostondigital.com

