



COUPON FOLLOW

# The Millennial Shopping Report

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Summer 2017

[couponfollow.com/research](https://couponfollow.com/research)



# INTRODUCTION

Millennials—those born between 1982 and 1996—make up the largest generation in human history, with over 80 million members in the U.S. alone.

Doing out nearly \$600 billion annually and poised to inherit \$30 trillion from their Baby Boomer parents, Millennials now account for 28% of all daily per-person consumer spending—a figure that could rise to 35% by 2030.

Delaying many of the traditional milestones associated with adulthood and facing a mound of student debt, Millennials are rethinking how and why they consume. In this report, we'll take a closer look at this unique generation's purchasing decisions and examine the implications for online and offline retailers.





# METHODOLOGY

For this report, we polled 1,000 Americans between the ages of 20-35 from all 50 states.

Representing a broad economic scope, with annual income ranging from 0-\$200,000+, participation was evenly split amongst Millennials who identify as male or female (48% and 52%, respectively).

Data was collected in May of 2017 and published in June of the same year.

Learn more at: [couponfollow.com/research](http://couponfollow.com/research)



# KEY TAKEAWAYS

1

## The Future of Retail Requires a Hybrid Approach

In order to make a tangible impact, retailers must bridge the gap between online and offline experience.

2

## Brands Are Seen as Providers—Not Peers

Millennials are willing to engage with brands but only when relevant to the transaction or shopping experience.

3

## 60% of Millennials search for coupon codes before shopping

Younger consumers are feeling the challenges of adulthood and are actively looking for ways to preserve resources.

## **PART ONE:**

Where Millennials Shop: Online Versus Offline Consumer Behavior

## **PART TWO:**

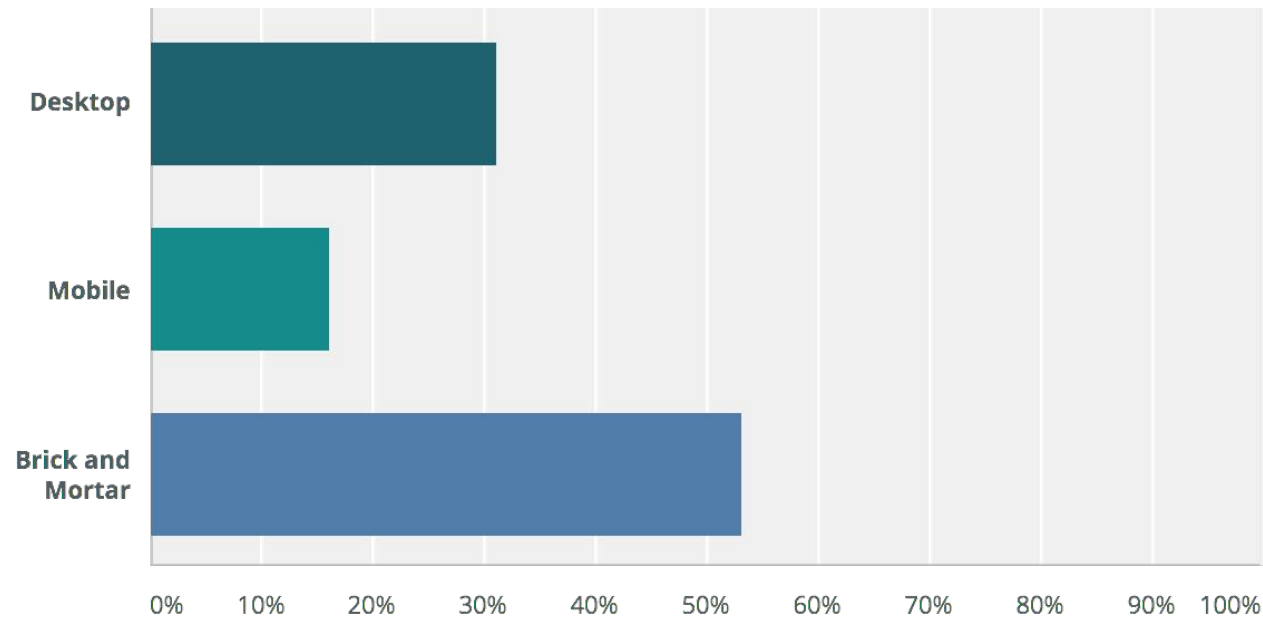
The Role of Brand: What Millennials Really Want from Retailers

## **PART THREE:**

Spending and Saving: How Millennials are Rethinking Modern Day Couponing

While Millennials have a reputation for being fixated on technology, as a generation they still make the majority of their purchases from brick and mortar stores.

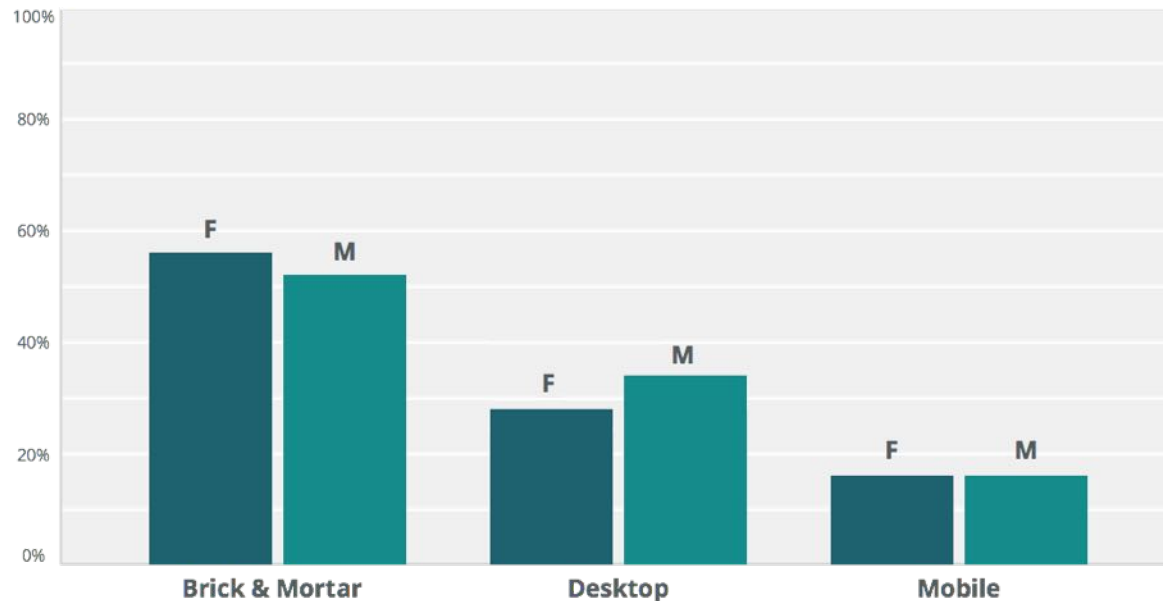
- 53% of Millennials make the majority of purchases offline
- 31% of Millennials make the majority of purchases online (via desktop)
- 16% of Millennials make the majority of purchases online (via mobile device)





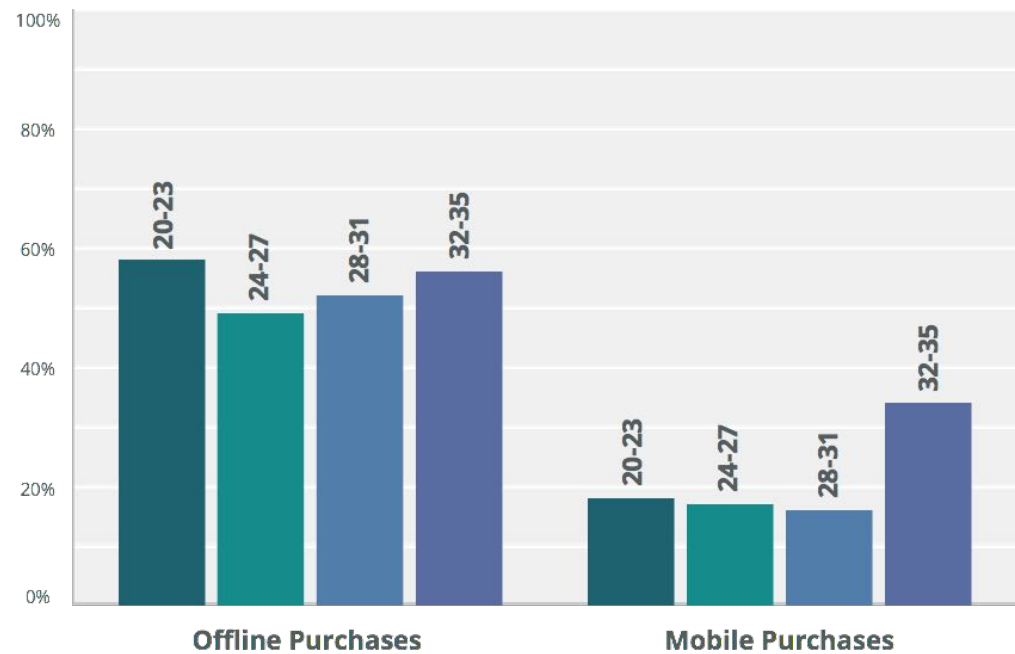
Millennial females are more likely to shop offline, while Millennial males prefer shopping online (via desktop). Mobile commerce is cross-generationally underutilized.

- 56% of Millennial women shop offline, compared to 52% of Millennial men
- 28% of Millennial women shop online (via desktop), compared to 32% of Millennial men
- 16% of Millennial women and men shop on mobile devices



Younger Millennials (ages 20-23), are most likely to shop at brick and mortar stores, while older Millennials (ages 32-35), are most likely to shop on mobile devices.

- 58% of younger Millennials (ages 20-23) make the majority of purchases offline—up five percentage points from the generational average
- 18% of older Millennials (ages 32-35) make the majority of purchases on mobile devices—up two percentage points from the generation average





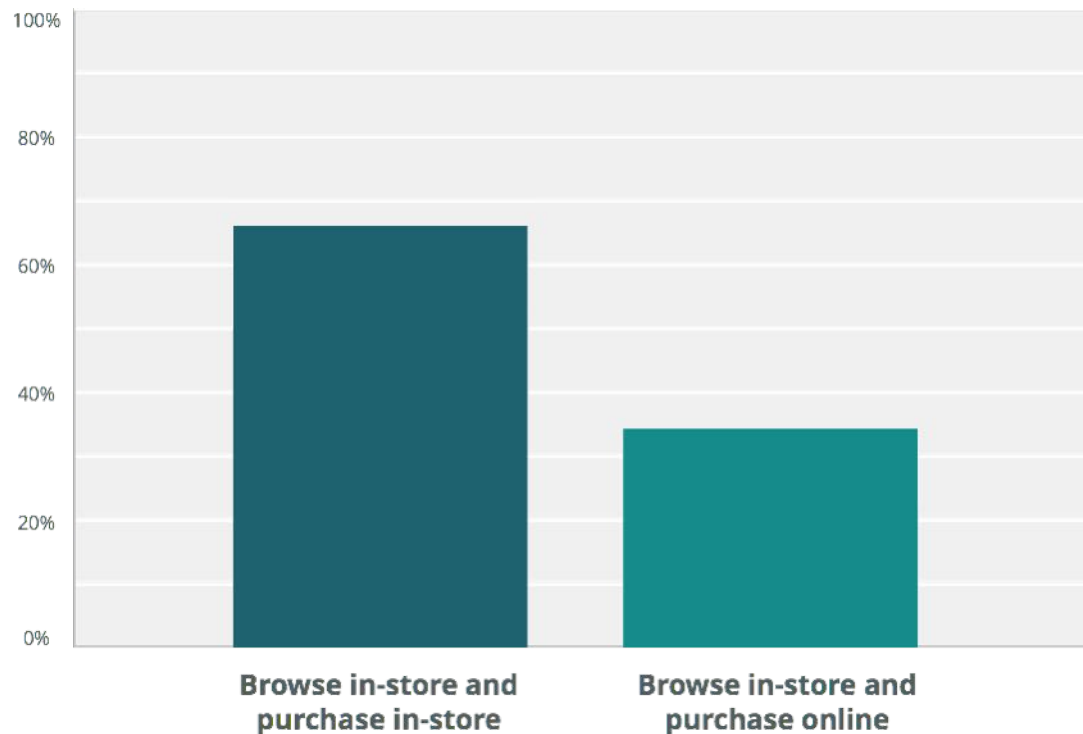
A hand holding a smartphone in front of a modern building with a grid-like facade. The phone is held vertically, and the screen is dark. The background is a blurred view of a building with a grid-like facade, possibly a shopping mall or office building. The overall scene is in a slightly desaturated, teal-tinted color palette.

76% OF MILLENNIALS BROWSE  
THE INTERNET BEFORE MAKING  
EITHER AN ONLINE OR OFFLINE  
PURCHASING DECISION



When Millennials browse online and offline, they're more likely purchase from a brick and mortar store.

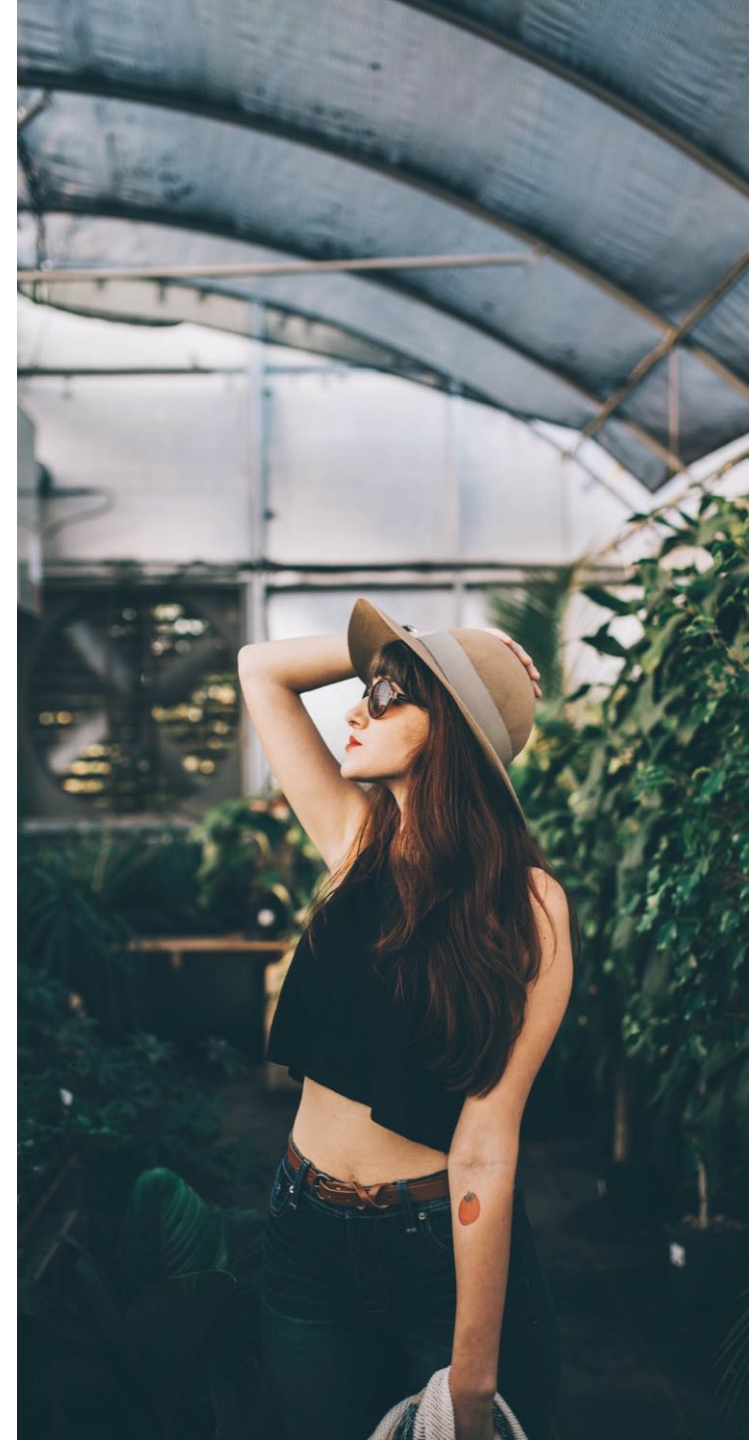
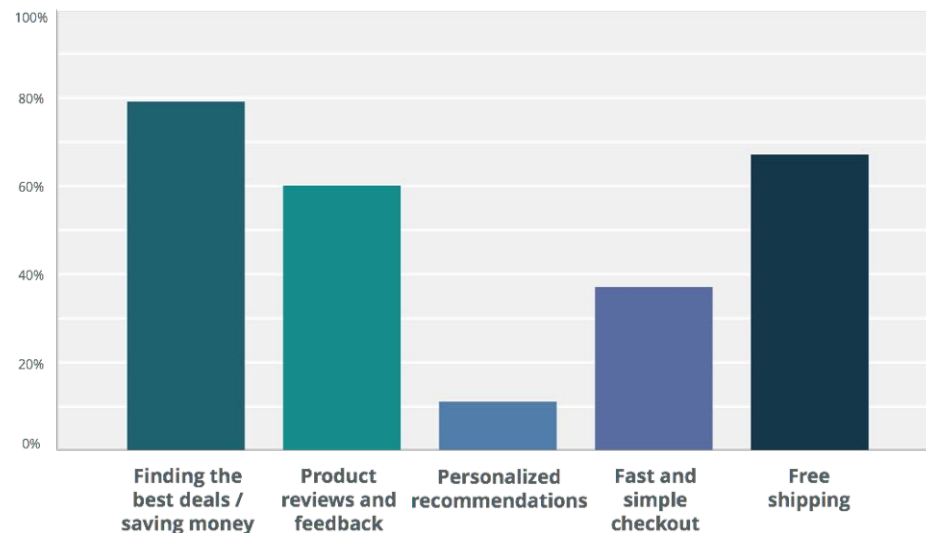
- 67% of Millennials who browse for a product online and offline will purchase from a brick and mortar store
- 33% of Millennials who browse for a product online and offline will purchase from an online retailer





When shopping online, Millennials are most impacted by savings, free shipping, and peer reviews, and least impacted by personalization and checkout ease.

- 79% of Millennials are “greatly impacted” by finding deals and saving money
- 67% of Millennials are “greatly impacted” by the option of free shipping
- 60% of Millennials are “greatly impacted” by product reviews and feedback
- 37% of Millennials are “greatly impacted” by fast and simple checkout
- 11% of Millennials are “greatly impacted” by product personalization



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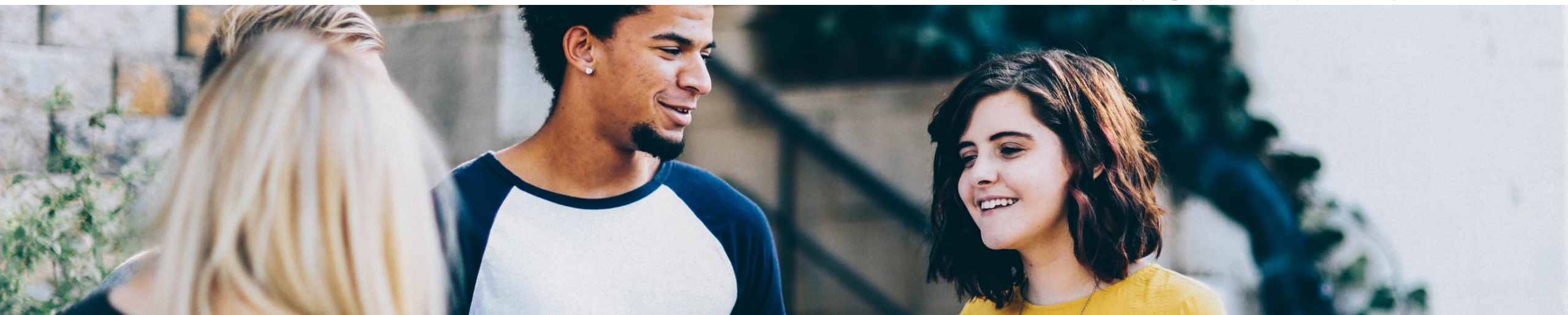
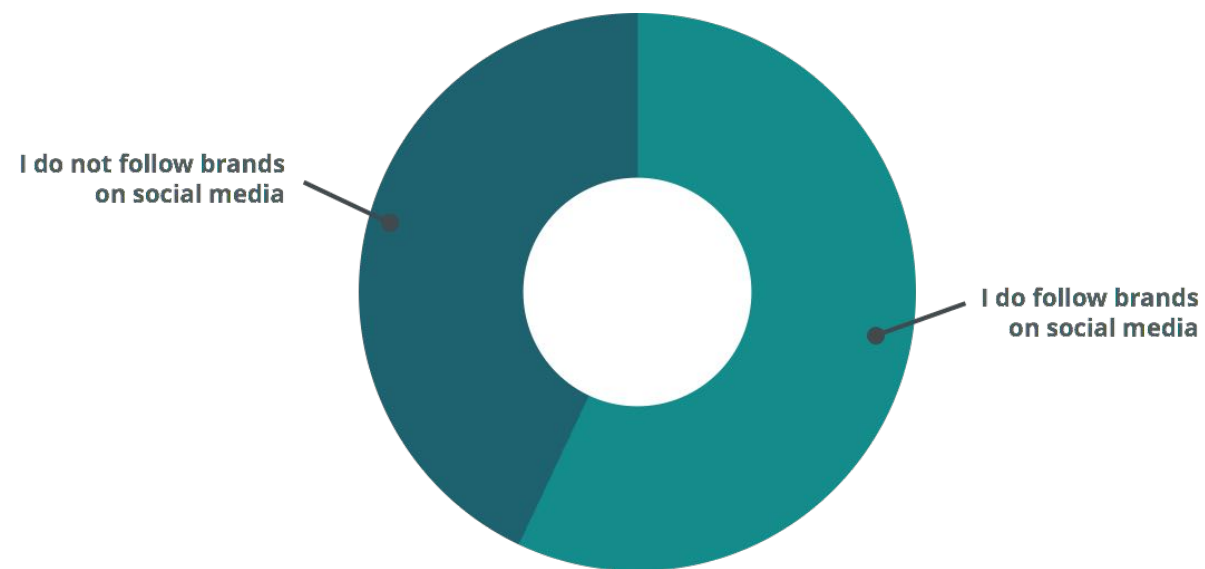
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Spending and Saving: How Millennials are Rethinking Modern Day Couponing



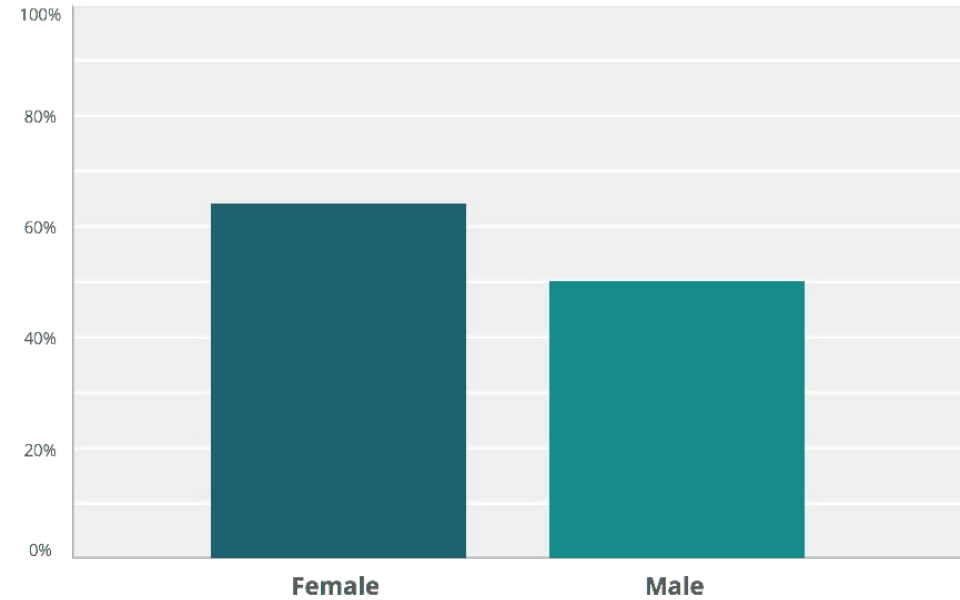
More than half of Millennials say they actively follow brands on at least one social media platform.

- 57% of Millennials follow brands on social media
- 43% of Millennials do not follow brands on social media



Millennial females are 14% more likely to follow brands on social media than Millennial males.

- 64% of Millennial women follow brands on social media
- 50% of Millennial men follow brands on social media



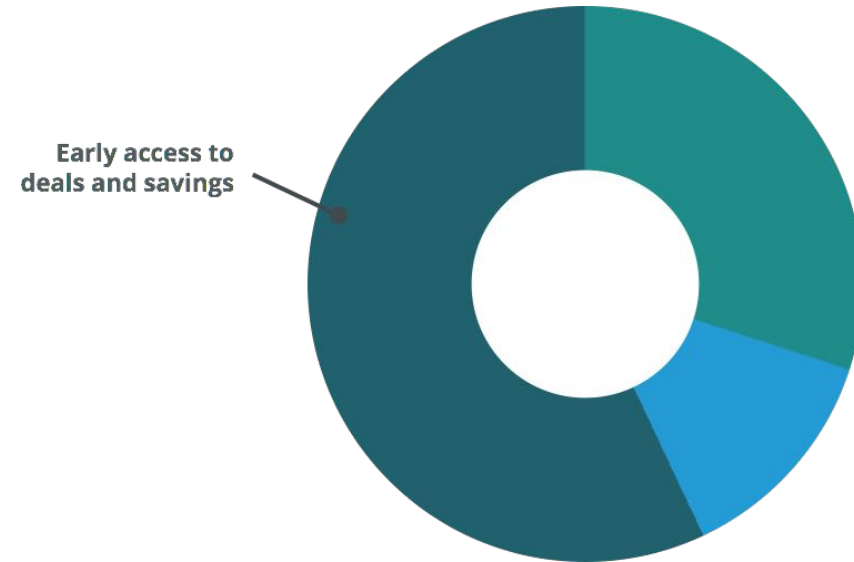


A pair of hands is shown from a top-down perspective, holding several blue pens. The pens are held in a fan-like arrangement, with their blue caps pointing towards the viewer. The background is a soft, out-of-focus grey. A teal banner with a white dashed border is overlaid across the middle of the image, containing white text.

66% OF MILLENNIALS WOULD TRY  
A PRODUCT FROM A COMPETITOR  
OF THEIR FAVORITE BRAND FOR A  
30% DISCOUNT

The primary reason Millennials follow brands on social media is to receive cost-saving offers and incentives.

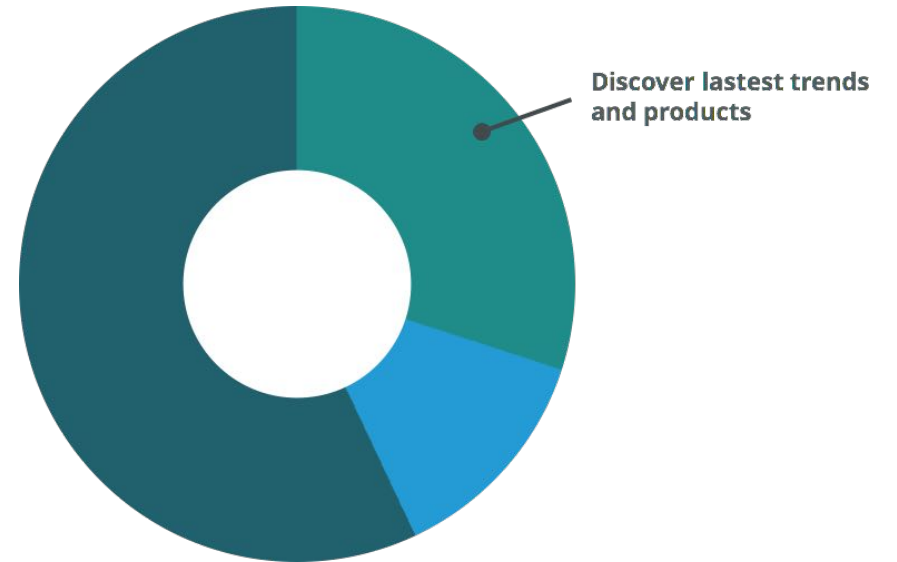
- 56% of Millennials follow brands on social media to gain early access to deals and savings





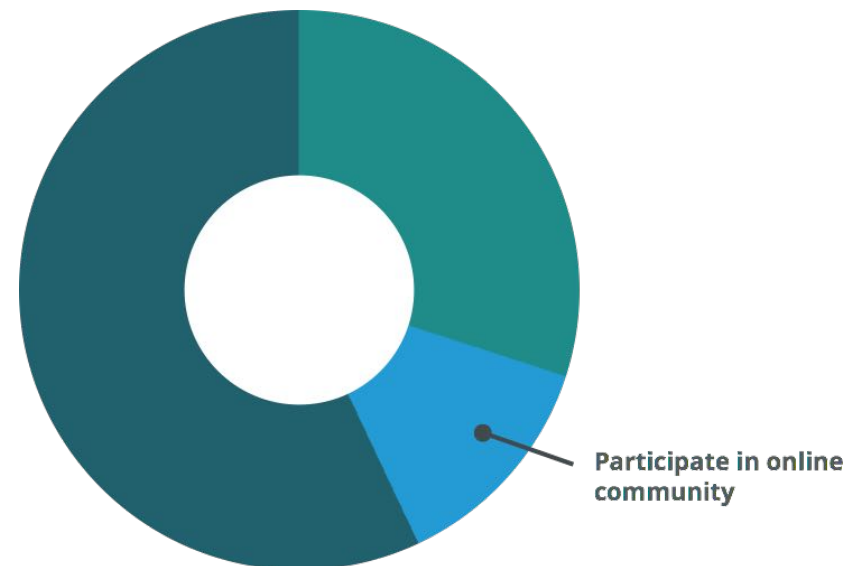
A significant number of Millennials follow brands on social media to stay current on fads and merchandise.

- 36% of Millennials follow brands on social media to discover the latest trends and products



Millennials do not generally follow brands on social media merely to participate in an online community.

- 7% of Millennials follow brands on social media to participate in online community



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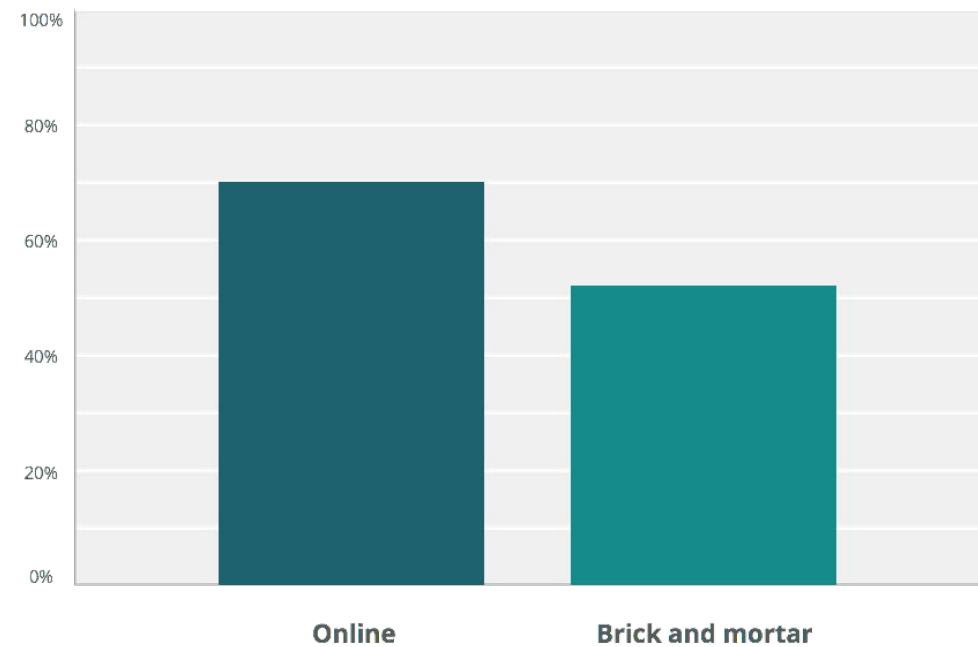
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On average, more than half of Millennials search for coupons on the Internet before making an online or offline purchase.

- 70% of Millennials search the Internet for coupons before making an online purchase (via desktop)
- 52% of Millennials search the Internet for coupons before making a purchase at a brick and mortar store

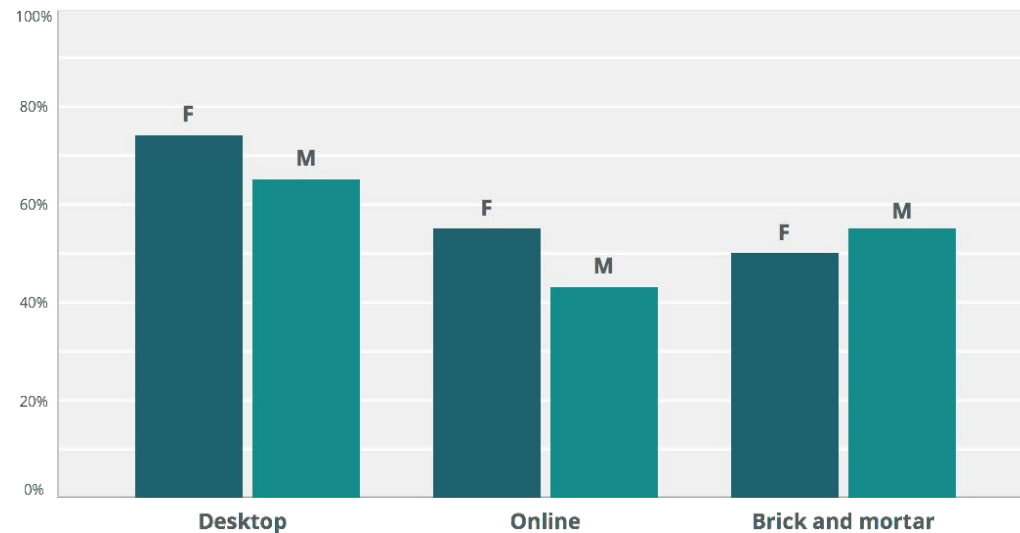






Millennial females are more likely than Millennial males to search for coupons online when shopping on the Internet, while the reverse is true when shopping offline.

- 74% of Millennial females search the Internet for coupons when shopping online (via desktop), compared to 65% of Millennial males
- 55% of Millennial females search the Internet for coupons when shopping online (via mobile device), compared to 43% of Millennial males
- 50% of Millennial females search the Internet for coupons when shopping at brick and mortar stores, compared to 55% of Millennial males





Most Millennials (83%) would be interested in a cashback program that offers savings with each online purchase. The importance of quality over quantity, however, remains bifurcated.

- 53% of Millennials would prefer to earn less cash back (1-4%) on every purchase
- 47% of Millennials would prefer to earn more cash back (5-8%) from a small pool of their favorite retailers





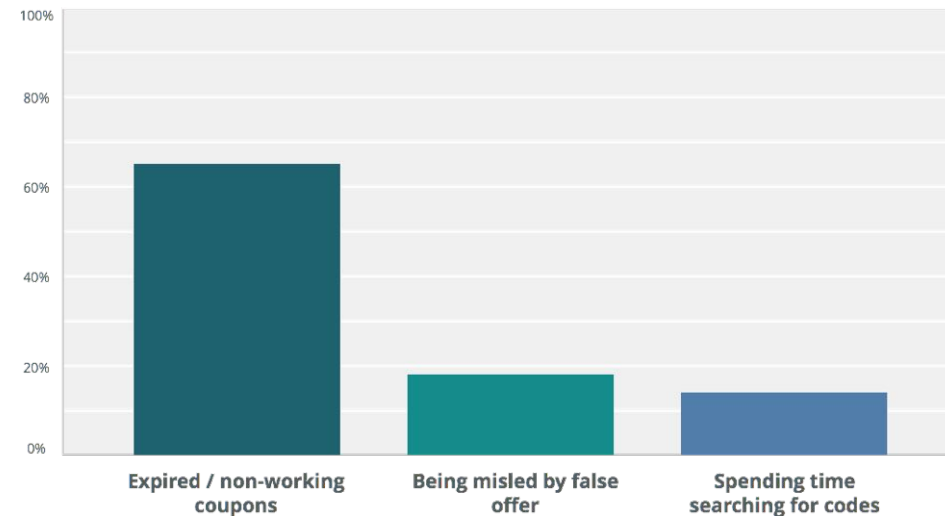
THE MAJORITY OF MILLENNIALS  
SPEND AN AVERAGE OF THREE  
MINUTES SEARCHING FOR COUPONS  
WHEN SHOPPING ONLINE





While Millennials are enthusiastic about saving money on purchases, many are frustrated with the process of finding coupons on the Internet.

- 65% of Millennials say expired or nonworking codes are their greatest frustration when searching for coupons online
- 18% of Millennials say feeling misled by a false offer is their greatest frustration when searching for coupons online
- 14% of Millennials say the time required to find relevant codes is their greatest frustration when searching for coupons online





# FINAL THOUGHTS

Personal consumption continues to be the largest contributor to the nation's GDP—accounting for nearly 70% of the U.S. economy.

As Millennials advance in age and spending power, so too must the strategies developed and implemented by America's retailers.

By fusing together the online and offline shopping experience, brands can earn considerable market share by adopting a hybrid approach to commerce that's rooted in value and designed to empower authentic consumer engagement across a rapidly evolving suite of channels and platforms.



# COUPON FOLLOW

CouponFollow is a real-time discount code search engine and directory.

Started in 2009 by Marc Mezzacca, CouponFollow scours the Internet for the latest savings data and delivers it to consumers on the web and through the browser extension Coupons at Checkout.

Learn more at: [www.couponfollow.com](http://www.couponfollow.com)



# TEAM



**Marc Mezzacca**  
Founder

A trailblazer in the online coupon space, Marc has been helping consumers save money for over a decade.



**Michael Parrish DuDell**  
Chief Strategy Officer

Named "one of nation's leading Millennial voices" by IBM, Michael is a noted industry expert and media commentator.



**Pierre Wooldridge**  
Head of Product

Recognized for his ability to design and build celebrated products, Pierre's work has garnered international praise.





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