

Millennials vs. Gen X vs. Baby Boomers

Usage and interest in “convenient” shopping innovations varies by generation

A “convenient” shopping option no longer means just a trip to the local convenience store. Today, convenient shopping options include home delivery, curbside pickup, drive-thru, self-checkout and more. EIQ Research Solutions, sister company of *Convenience Store News*, surveyed 1,000-plus convenience store shoppers in January 2019 to determine their interest and likelihood to use different shopping options when frequenting c-stores. The findings revealed interesting differences between the millennial, Gen X and baby boomer generations.



Convenience store shoppers across generations have tried similar services, but a larger proportion of millennials have experienced mobile-based options.

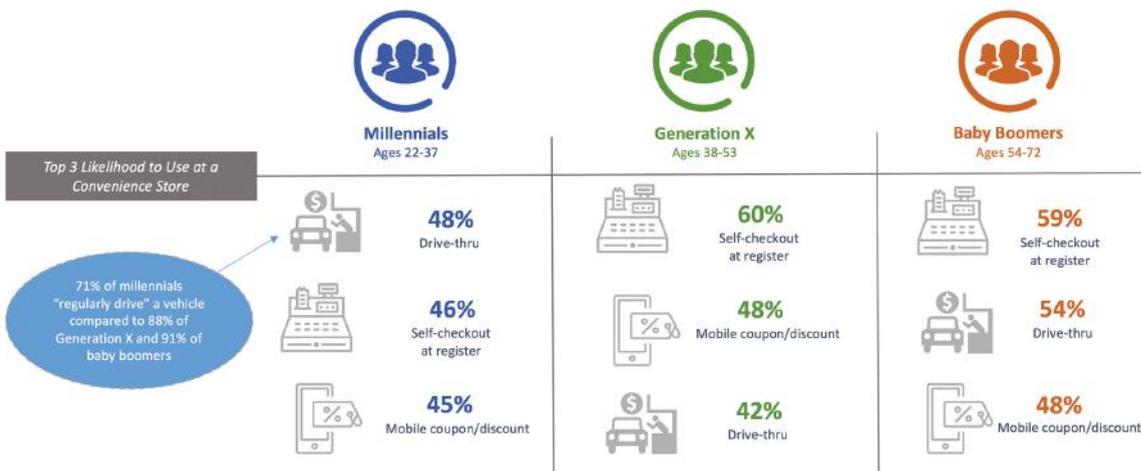


Key Takeaway

While generations shop c-stores at a similar frequency, millennials appear to have tried most of the services at a higher rate than Generation X and baby boomers. As retail channels like mass, grocery and QSR/fast food increasingly provide these services, younger and future shoppers will come to view them as basic, everyday necessities rather than unique and cutting-edge.

Different generations have comparable priorities in the services they would be likely to try at convenience stores, but the order is slightly unique.

% of Shoppers Ranking Likelihood They Would Use at a Convenience Store if Available
(Items ranked from 1-8 where 1 is “Most Likely” and 8 is “Least Likely”)



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