SHOPPING IN-STORE VS. ONLINE SHOPPING

The retail industry is in the midst of epic change and while some predict the end of brick and mortar stores, a recent Coldwell Banker Commercial Affiliates survey conducted online by Harris Poll aimed to explore current shopper preferences and trends to determine the real state of commercial real estate today.

Nearly half of U.S. adults (47%) prefer shopping in-store over shopping online.

47%

50% YOUNGER MILLENNIALS
27% OLDER MILLENNIALS
42% GEN-X
51% BABY BOOMERS

RETAIL TECHNOLOGY IS MAKING AN IMPRESSION

As U.S. adults become more comfortable with technology in every aspect of their lives, the affinity for it seems to be spilling into their shopping preferences as well.

35% say in-store technology, like self-serve kiosks and checkouts, improves their shopping experience

41% of Younger Millennials stay in touch with their favorite brands while shopping via in-store tracking and notifications

28% of Older Millennials aged 30-34 reported interest in VR technology while shopping in store

MOM-AND- POPS REMAIN POPULAR, EVEN AMONG A YOUNGER CROWD

Despite the easy availability of goods online and in big box stores, it seems Americans across all age groups still value local small businesses and often prefer to shop in boutique stores.

42% of U.S. adults say supporting local small businesses is important to them as they make decisions about where to shop

38% MILLENNIALS
37% GEN-X
45% BABY BOOMERS