

TD Retail Experience INDEX 17

TD Partnership Programs polled 1,021 Americans to better understand the buying behaviors, paths to purchase and shopping preferences of today's consumers.

The result is our **comprehensive Retail Experience Index.**

A look at what we found:



Shopping Is The New Black

75% 

of Americans are shopping again, attesting to the continued rise in consumer spending

Hey, Big Spenders

73%

of consumers have spent \$500 or more on a single purchase in the last year

Knowledge Is Purchase Power

Of those who spent more than \$2,000 on a single purchase...



23% researched via retailer mobile apps (vs. 12% of average spenders)



32% researched on social media and blogs (vs. 21% of average spenders)

Better Shop Around

\$500 - \$1,000

Consumers who spent between \$500 - \$1,000 were more likely to make a purchase during their initial visit to a store (48% vs. 40% on average)

\$2,000+

Big spenders (those who spent \$2,000 or more on a single purchase) who made a purchase in-store were significantly less likely to buy the item during their first visit (40% vs. 23%)



Digital Shopping #ForTheWIN

Millennials are more likely to shop digitally than any other age group



Millennials



Gen-Xers



Boomers



Apps Gain Ground

34% of consumers say they frequently use a retailer mobile app when shopping.

The top **three** reasons why:

52% Ability to shop off-hours

51% In-app promotions, coupons or discounts

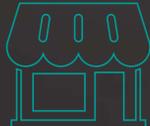
48% No lines/crowds

Pricing/sales	89%
Selection of products/merchandise	88%
Free shipping	79%
Convenience/seamless purchase experience	72%

What Impacts Retailer Selection?

In-Store Shopping Still Reigns Supreme, But Barely

Consumers still prefer the experience of shopping in-store



51%

of consumers report shopping in-store "all the time"



66%

of those who made a major in-store purchase over the past year asked a sales associate for help

Millennials Lead Brand-Loyalty

Millennials

69%

Gen-Xers

58%

Baby Boomers

56%

69% of Millennials "always" or "often" choose the same brand when making a major purchase versus 58% of Gen-Xers and 56% of Baby Boomers

Loyalty Knows No Bounds

Millennials were more than likely to choose the same brand "always" or "often" when making major purchases, compared with Gen-X or Boomers in almost all categories surveyed:

	Electronics/music	44%
	Furniture	35%
	Jewelry	27%
	Wearables (Google glasses, smartwatches, AI goggles, etc.)	20%
	Luxury/high-end fashion & accessories	23%

"...Millennials [are] debt-averse and price-conscious for good reason. As more begin to start families and buy homes, retailers have an opportunity to earn brand loyalty by providing smart pricing and flexible payment options [to keep them] coming back in the long-term."

David Boone, EVP and Head of U.S. Partnerships at TD Bank