

Nearly Half of Boomers Have Increased Digital Spending Since The Pandemic

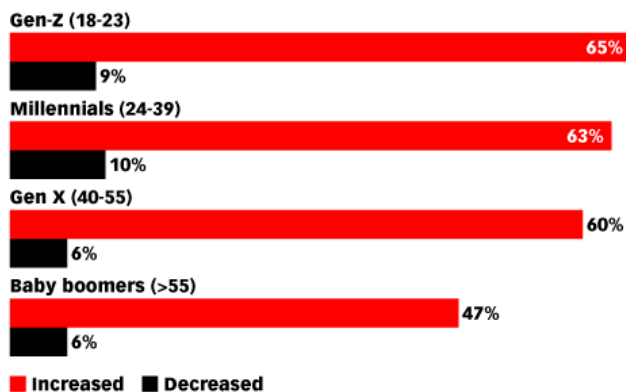
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Social distancing and stay-at-home measures have upended the shopping habits of US consumers across generations, including older cohorts. In May 2020 data from CouponFollow, nearly half of US boomer internet users said they increased their digital spending since the coronavirus pandemic.

US Internet Users Who Have Increased vs. Decreased Their Digital Spending Since the Coronavirus Pandemic, by Generation, May 2020

% of respondents in each group



Source: CouponFollow, "Commerce During COVID," June 10, 2020

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And while boomers typically lag in digital technology adoption compared with younger generations—preferring to only adopt digital tools that are clearly useful—**the desire for interaction during the pandemic has motivated their increased digital usage**, according to eMarketer principal analyst at Insider Intelligence Mark Dolliver.

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