

# Boomers are the only age group that still prefers stores

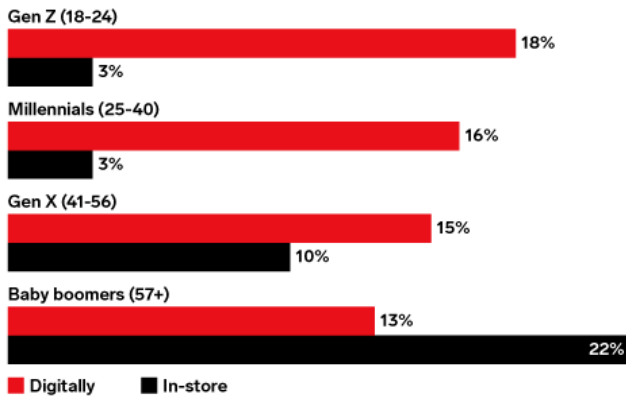
## Article

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Internet users worldwide plan on shopping both in-store and online this season. That said, a high percentage of Gen Zers (**18%**), millennials (**16%**), and Gen Xers (**15%**) plan to do all their shopping digitally, while **22%** of boomers are still doing all their shopping in person this year.

## Internet Users Worldwide Who Plan to Do Their Entire Holiday Shopping Digitally vs. In-Store, by Generation, Sep 2021

% of respondents in each group



Source: Airship survey conducted by Sapio Research, Nov 4, 2021

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