

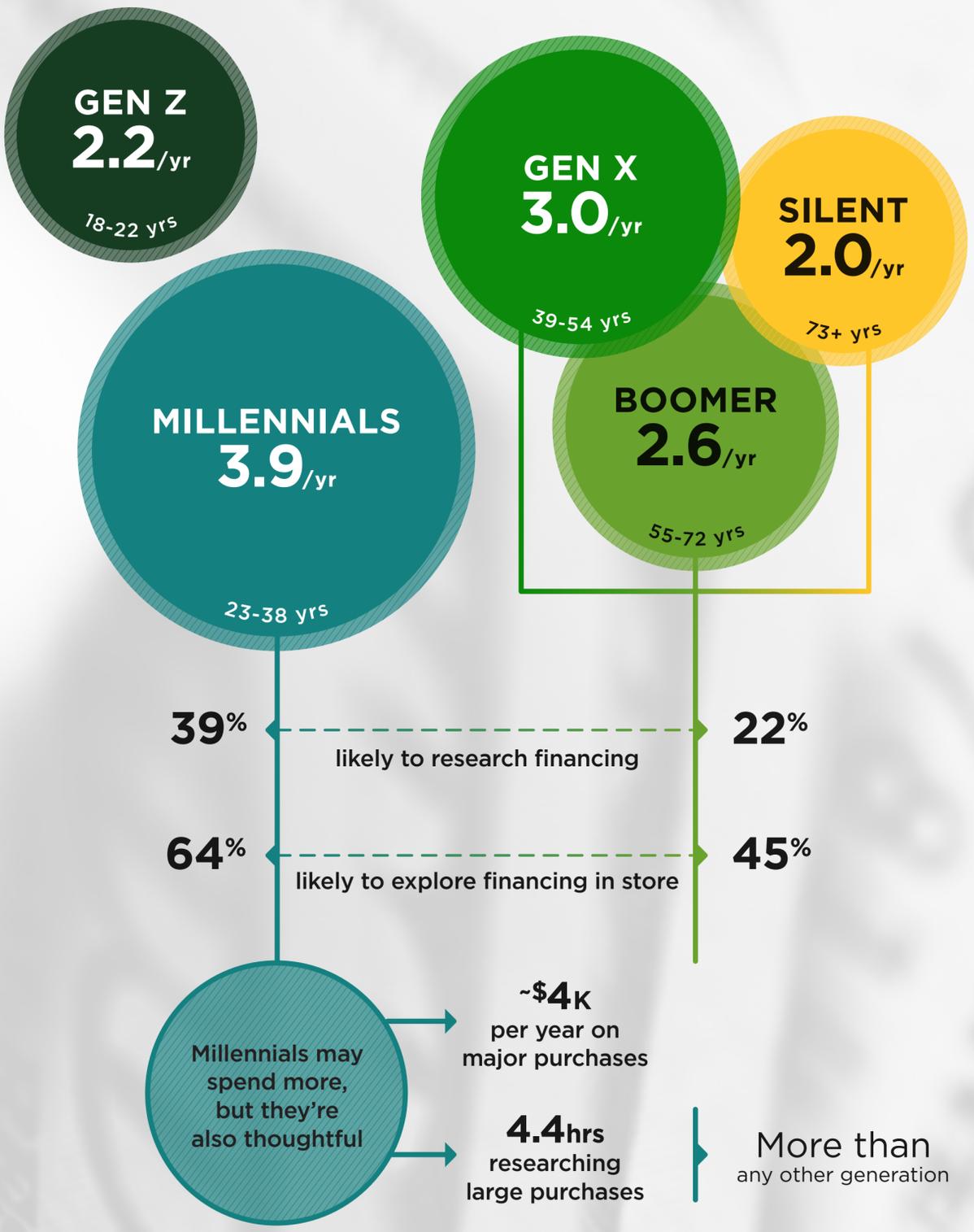


What's in Store for Retailers?

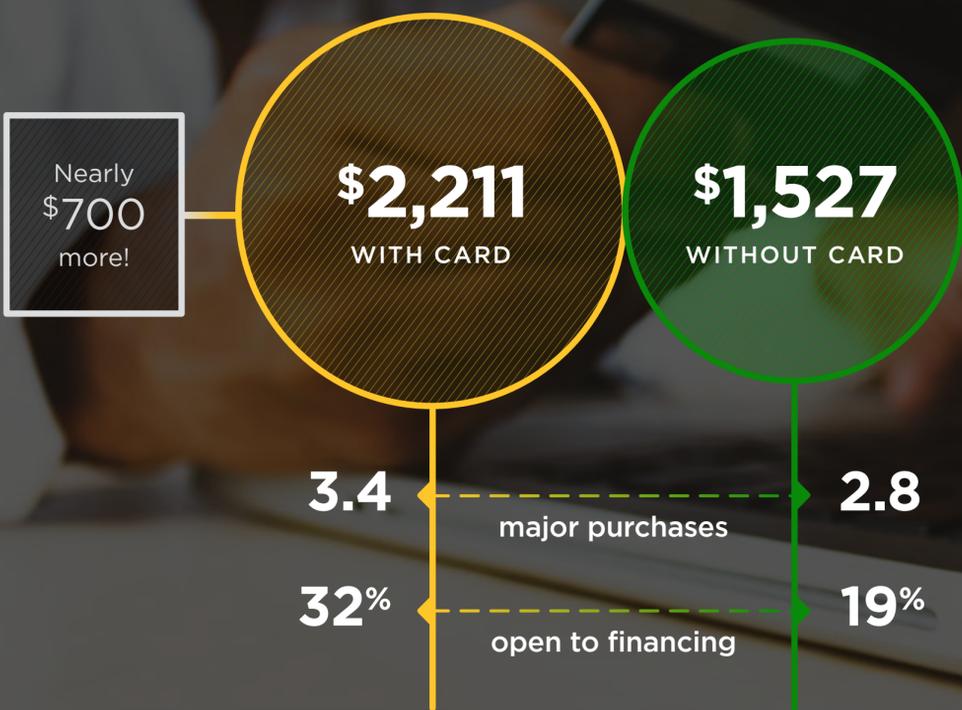
In 2017, we conducted a nationwide consumer survey on shopper behaviors and trends affecting retailers.

In late 2019, we conducted the Retail Experience Index for a second time. Here's an overview of what, and who, will shape shopping in 2020 and beyond.

Millennials average 1.5 more major purchases* than other generations



Retail cardholders simply spend more



Spending is trending

Here's what's changed in the retail environment since 2017

Average annual spending increased by \$245 on major purchases

\$1,639 vs **\$1,884**
2017 vs 2019



Consumers are **less than half** as likely to make a major purchase on their first visit to retail

Likelihood of making a major purchase in the next six months

60% vs **70%**
2017 vs 2019



Shoppers do **33% more** research on mobile devices before making a large purchase