**FOR BUY INFOGRAPHIC**

WHAT TECHNOLOGY THEY USE WHEN SHOPPING ONLINE

Mobile Device/Smartphone 36.8%

Laptop 34%

Desktop Computer 16.2%

Tablet 12%

80% of Millennials have used their mobile phone in a store to compare prices online.

PREFERRED SHOPPING REFERRALS

Product Review Sites 54%

Friends and Family 24.8%

Company Website 13.6%

Company Social Media Site 4.4%

WHAT IS MOST IMPORTANT TO MILLENNIAL SHOPPERS?

Quality 45.4%

Price 43.3%

Purpose or Mission 5.8%

WOULD THEY RATHER OWN OR SHARE?

Sharing/Having access to certain products 57%

Owning certain products 43%

CONSUMER DEBT

Credit Cards 45.4%

Student Loans 42.4%

Car Loan 30.6%

Mortgage 13.8%