

The Age Effect

A look at how the different generations of c-store shoppers are reacting to the pandemic

No matter your feelings on mask wearing or the need to social distance, the one thing that most Americans can agree on these days is that their daily lives have been upended since the coronavirus pandemic hit. Changes in work, school and home routines, as well as changes in how consumers are getting the goods they need, have had significant ripple effects on the convenience channel. A new, exclusive c-store shopper study conducted by *Convenience Store News* to identify and understand the shifts in shopping behavior and frequency happening as a result of the pandemic reveals some interesting generational differences in behavior.

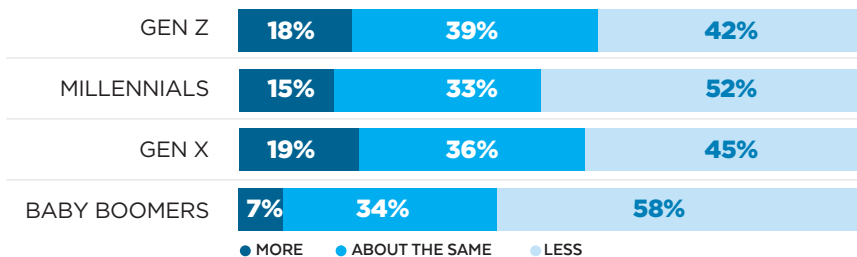


SHOPPING FREQUENCY AT CONVENIENCE STORES TODAY VS. BEFORE PANDEMIC

GENERATION X SHOPPERS

(aged 38-53) are the most likely to say they are shopping at convenience stores **more** today than before the pandemic.

BABY BOOMERS (aged 54-72) are the most likely to say they are shopping at c-stores **less** these days.



THE TOP REASON CITED BY

GEN X shoppers for why they've increased their c-store visits is because convenience stores are **one of the only stores open or available in their area.**



THE TOP REASON CITED BY

BABY BOOMERS for why they've decreased their c-store visits is because of **changes in their daily routine due to COVID-19.**



This was the **NO. 1 FACTOR** among all generations, followed by the fact that they're **NOT PURCHASING FUEL AS OFTEN.**

56%



MORE THAN HALF OF ALL C-STORE SHOPPERS HAVE INCREASED DELIVERY-SERVICE USAGE DURING THE PANDEMIC.

THE MOST-UTILIZED DELIVERY SERVICES BY GENERATION ARE:



GENERATION Z
(AGED 18-21)
DoorDash



MILLENNIALS
(AGED 22-37)
Local chain restaurant



GENERATION X
(AGED 38-53)
Amazon/
Amazon Fresh



BABY BOOMERS
(AGED 54-72)
Amazon/
Amazon Fresh