PYMNTS’ third annual How We Will Pay Study, a Visa collaboration, analyzes the shopping habits of an influential demographic of connected consumers called bridge millennials. It surveys approximately 5,050 consumers on their usage of connected devices to shop and pay.

They tend to purchase more online and using voice assistants.

**Daily Commute**
- Bridge millennials like to shop when commuting to and from work.
- Online: 16.5%
- Voice Assistant: 7.5%

**Shopping**
- Online: 27.2%
- Voice Assistant: 6.9%

**Buying Groceries**
- Online: 19.4%
- Voice Assistant: 6.6%

**Working Gigs**
- Online: 24.1%
- Voice Assistant: 7.5%

**Working in Offices**
- Online: 19.5%
- Voice Assistant: 7.2%

**At Home**
- Paying household bills is the most common transaction they perform online.
- Online: 46.3%
- Voice Assistant: 5.8%

Bridge millennials are becoming more interested in new commerce experiences.

BRIDGE MILLENNIALS
- Average age: 36.3
- Average income: $85.9K
- Share with college degree: 42.9%

*“I love having my phone with me everywhere.”*

*“That jacket is gorgeous. You should buy it!”*

*“Oh good, I don’t have to write checks to pay my rent anymore.”*

*“Ugh, I don’t like going to the store.”*