

BRIDGE MILLENNIAL

HOW WE WILL PAY

REIMAGINING COMMERCE FOR THE AGE OF CONNECTED DEVICES

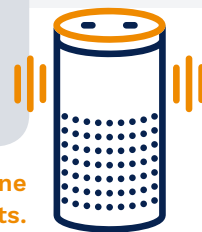
PYMNTS' third annual **How We Will Pay Study**, a Visa collaboration, analyzes the shopping habits of an influential demographic of connected consumers called bridge millennials. It surveys approximately 5,050 consumers on their usage of connected devices to shop and pay.



BRIDGE MILLENNIALS

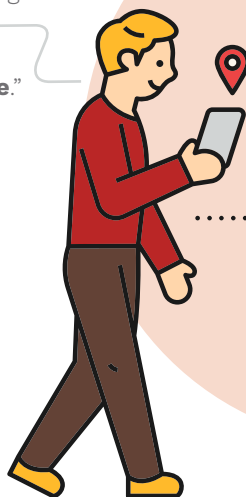
30 to 40
years old

- Average age: **36.3**
- Average income: **\$85.9K**
- Share with college degree: **42.9%**



They tend to purchase more online and using voice assistants.

"I love having my phone with me everywhere."



DAILY COMMUTE

Bridge millennials like to shop when commuting to and from work.

ONLINE
16.5%

VOICE
ASSISTANT
7.5%

AUTOPAY

is also becoming more popular among them.



60.5% are "very" or "extremely" interested in using technologies that allow them to automatically **pay for gas**.



54.8% are "very" or "extremely" interested in using technologies that automatically **fit and purchase their clothing**.

SHOPPING

ONLINE
27.2%

VOICE
ASSISTANT
6.9%

BUYING GROCERIES

ONLINE
19.4%

VOICE
ASSISTANT
6.6%



"Ugh, I don't like going to the store."

WORKING GIGS

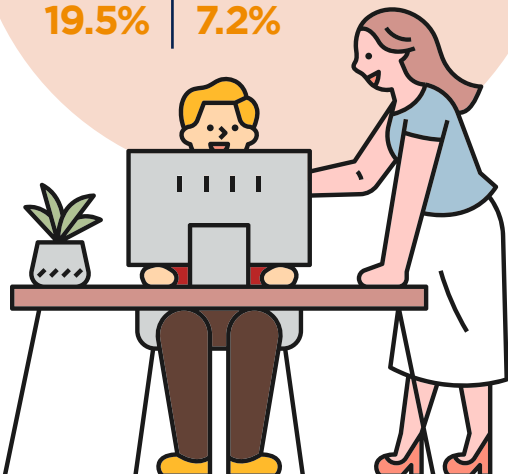
ONLINE
24.1%

VOICE
ASSISTANT
7.5%

WORKING IN OFFICES

ONLINE
19.5%

VOICE
ASSISTANT
7.2%



"That jacket is gorgeous. You should **buy it!**"

"Oh good, I don't have to write checks to pay my rent anymore."

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**.