

How to ask Sage a question

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Use plain English (or any other major language) like this: *What percentage of millennials in New York City prefer online shopping over in-store shopping?*

Sage will ask clarifying questions if necessary and provide various options for the scope of your query. A narrower scope will result in a more detailed initial response, while a wider scope will provide a higher-level overview of the data.

Answers will include a summary and insights. The insights include numbered references. Those references link to source questions in the CivicScience InsightStore.¹

Summary

The majority of survey respondents across all areas and age groups prefer not to buy online and pick up in-store, with only 29% in cities favoring this method. Around 29% of respondents research products online then visit a physical store to purchase. A significant proportion are shopping online the same amount or more than usual, notably in Maryland and California. The 35-64 age group is most likely to buy online and have purchases delivered, with 65-71% favoring this method. Most respondents visit a physical store to see a product before buying it online from a different retailer. Despite the majority maintaining usual online shopping habits, there's a slight increase in online shopping in cities and suburbs. Overall, 43% are maintaining their usual online shopping habits, 37% are shopping more, and 21% are shopping less.

Insights

- The majority of respondents from all areas (cities, suburbs, rural, and other) do not prefer the option to buy online and pick up in-store. In cities, only 29% prefer this method (5).
- A significant number of people from all types of areas have researched products online, then visited a physical store to make the purchase. The average percentage of people doing this is around 29% (4).
- Most respondents from all states are shopping online the same amount or more than they typically would at this time of year. Maryland and California have the highest percentages of "much more" online shopping, while North Dakota has the highest percentage of respondents shopping the "same amount" online (3).
- Respondents in the age groups of 35-44, 45-54, and 55-64 are more likely to buy online and have purchases delivered to their home, with percentages ranging from 65.0% to 71.0%. The group under 18 shows the least preference for this method at 46.0% (2).
- The majority of respondents from all age groups do not use the "Buy online, pick up in store" option, with the highest usage among 35-44 and 18-24 age groups at 35% and 33%, respectively (10).

At the bottom of the answer, you'll find a series of buttons allowing you to retrieve more information.

What would you like to do next?

Explore reference in detail ▾

Tell me more detail

Show related insights

Export data

I'm feeling lucky

This didn't answer my question

Help

You can select an action associated with a button or type in follow-up questions or new inquiries at any time.

We'll go over each button in the following articles.

- [Explore reference in detail](#)
- [Tell me more detail](#)
- [Show related insights](#)
- [Export data](#)

- [I'm feeling lucky](#)
- [This didn't answer my question](#)



Note: Sage's data is weighted using our U.S. Adults weighting scheme. If you don't specify a time frame for your query, Sage will default to using the last 90 days. If there isn't enough data for the previous 90 days, Sage will retry the query, expanding the time frame to the last three years.

1 An InsightStore account is required to use these links.
