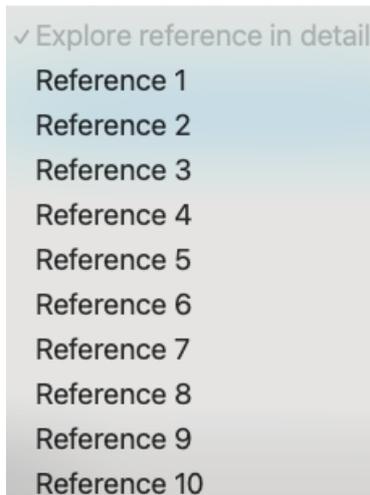


Explore reference in detail

01/31/2024 1:44 pm EST

The references in Sage's answers refer to the InsightStore questions from which the data is sourced.

My query was, *What percentage of millennials in New York City prefer online shopping over in-store shopping?* The response I received included ten reference links. When I click on *Explore reference in detail*, I see this dropdown:



When I select *Reference 1*, Sage replies to let me know she's fetching data. Then, she responds with the text of that question and a detailed summary of the answers from our respondents.

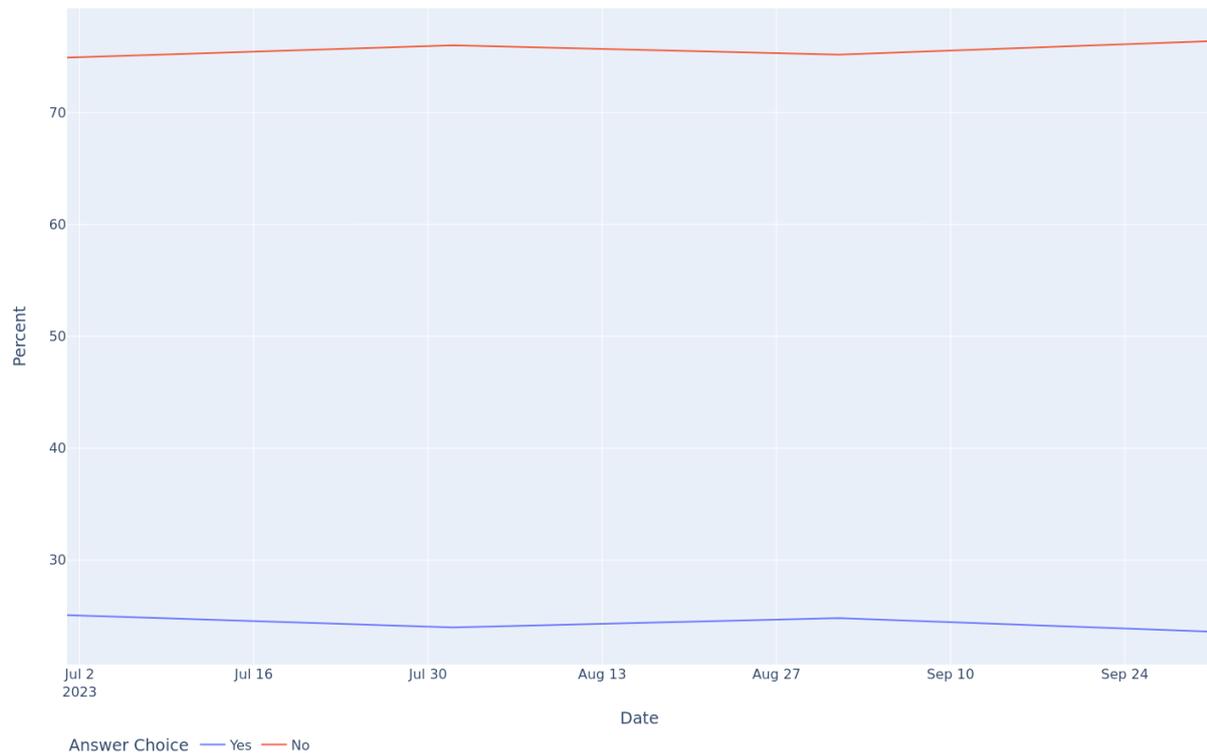
[checkbox 3841] In What Ways Have You Purchased Products From Retailers In The Last 3 Months? (please Select All That Apply.) - ANSWER: Online Via Retailer's Mobile App* Vs *what Is Your Parental Status?

Timeview: *[checkbox 3841] In What Ways Have You Purchased Products From Retailers In The Last 3 Months? (please Select All That Apply.) - ANSWER: Online Via Retailer's Mobile App*

From July to October 2023, the data shows a slight decrease in the percentage of respondents who purchased products from retailers via a mobile app. In July, 25.1% did so, decreasing to 23.6% in October. Meanwhile, the percentage of respondents not using the mobile app increased from 74.9% to 76.4%.

The answer includes a timeview chart:

[Checkbox 3841] In what ways have you purchased products from retailers in the last 3 months? (Please select all that apply.) - ANSWER: Online via retailer's mobile app



The chart is followed by more analysis:

Timeview: *What Is Your Parental Status?*

From July to October 2023, the percentage of respondents identifying as parents slightly increased from 38.9% to 39.5%. Those identifying as grandparents also slightly increased from 25.9% to 26.4%. However, respondents who identified as neither decreased from 35.1% to 34.1%.

Question Compare

- The data was collected from 21st July 2023 to 19th October 2023.
- 24% of the respondents have purchased products from retailers online via the retailer's mobile app in the last 3 months.
- Among those who purchased online via the mobile app, 12% are parents, 5% are grandparents, and 7% are neither.
- 76% of respondents have not made purchases via a retailer's mobile app in the last 3 months.
- Among those who did not make purchases via the mobile app, 28% are parents, 23% are grandparents, and 25% are neither.

And finally, you can use the Go button to get even more details from the InsightStore.

View more details in the InsightStore.

