

Data in Motion

Marketing & Insights



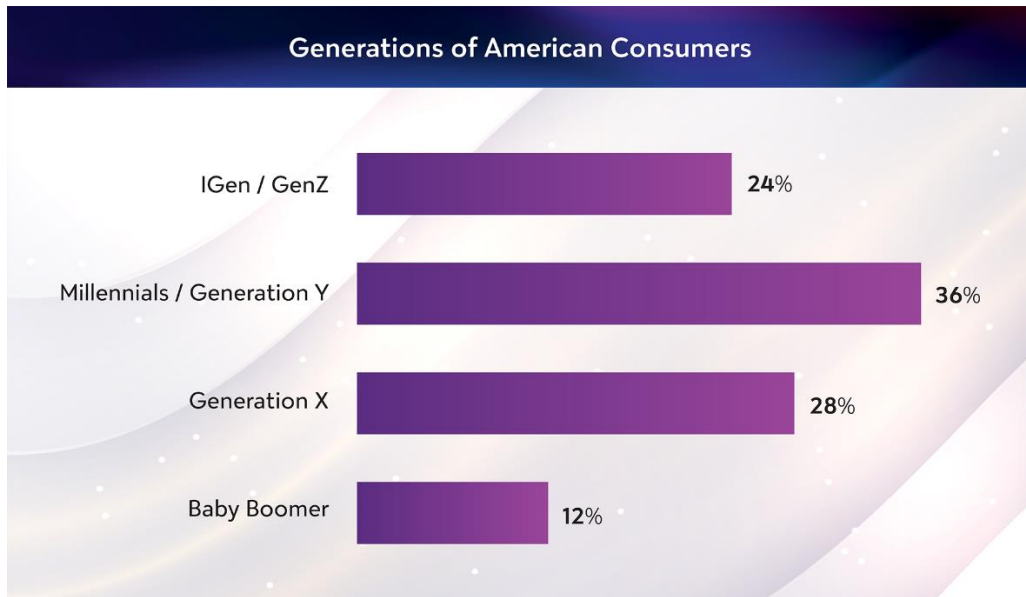
July 31, 2024

The U.S. Consumer – A Snapshot

Regular readers of Data in Motion know that we are big fans of Statista, the “global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.” We especially look forward to their annual U.S. Consumer Insights report which is carved out of a larger global survey they conduct with over a million respondents across 56 different countries and covering more than 15,000 brands. In this issue of Data in Motion, we share some highlights from the most recent U.S. Consumer Insights report, which Statista subscribers can access by clicking on the link below in the “Sources” section

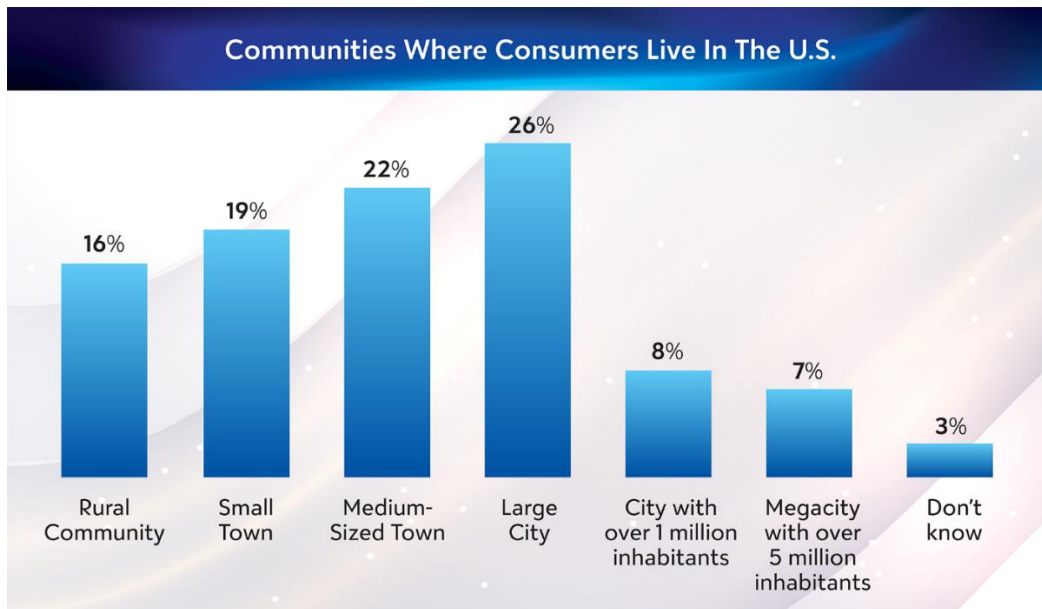
Who They Are

According to Statista, U.S. shoppers are evenly split male/female, both coming in at 50%. More than a third of U.S. shoppers (36%) are Millennials, followed by Generation X (28%), Generation Z (24%), and Baby Boomers (12%).



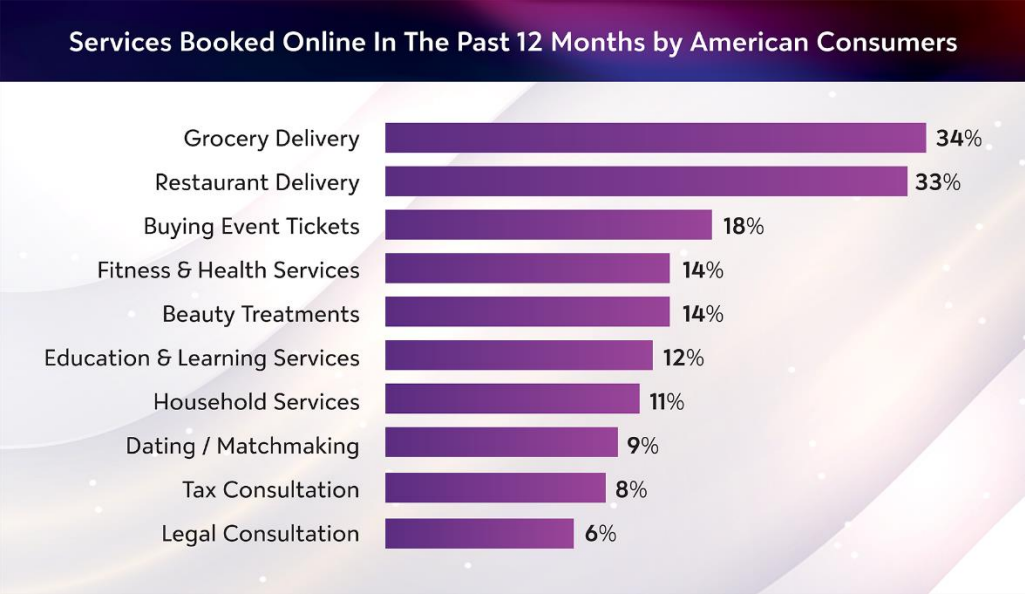
Where They Live

Roughly 40% of U.S. shoppers live in large cities or urban areas while 57% live in small/medium towns or rural areas.

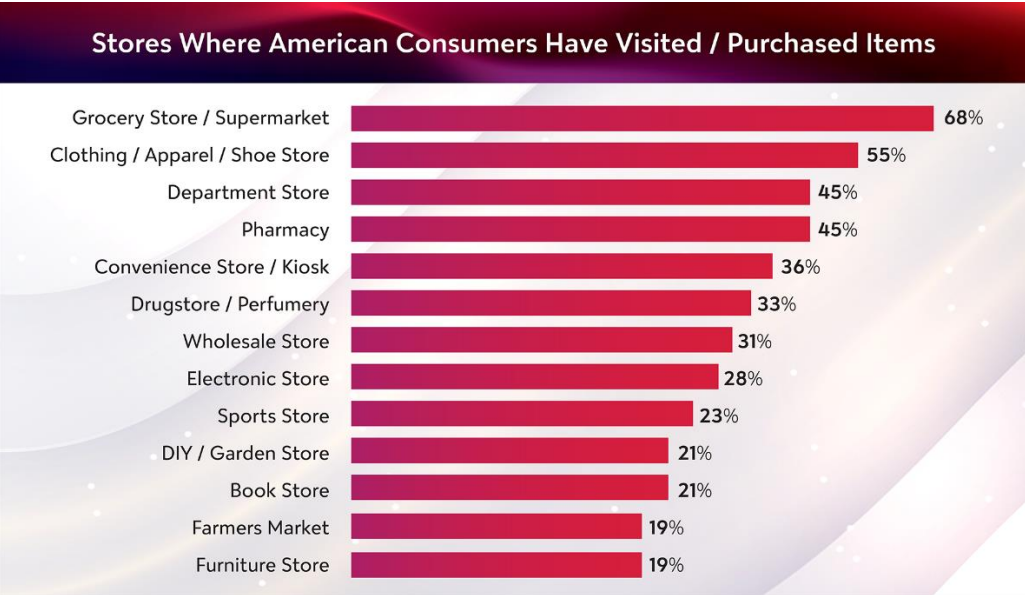


Convenience is a Priority

A full third (33%) of the U.S. respondents indicated that they “Gladly pay for services that make my life more convenient” and 72% of the respondents indicated that they book such services online. “Grocery Delivery” and “Restaurant Delivery” were the most popular services booked online at 34% and 33%, respectively.



The grocery channel also topped the offline shopping category with 68% of the respondents indicating that they had purchased goods from a brick-and-mortar grocery store/supermarket in the past 12 months. The convenience store category was the fifth most visited brick-and-mortar shopping destination with 36% of the respondents indicating that they had purchased products through this channel in the past 12 months.



Final Word

While these highlights are just that – individual data points from a much larger report – there are some takeaways that our industry would benefit from keeping in mind. Overall, convenience continues to play an important role in the consumer purchasing process, so it is vital that we ensure our products are easy to find, easy to purchase,

and easy to redeem. Making our products “easy to find” means paying attention to where consumers do their shopping, and making sure our products are readily available at those locations. Thankfully, our industry continues to develop technical solutions that enable us to expand our distribution network beyond the traditional c-store channel so we can be where our players are, both online and in the physical world.

Sources: Statista, Consumers in the US Report, 2024 <https://www.statista.com/study/85061/consumers-in-the-us/>
© 2024 Scientific Games, LLC. All rights reserved.

Editor: John Paul Candler

Design: Sarah Schroeder