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Buying on Impulse

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Most consumers (72%) made an impulse buy during the 2016 holiday shopping season, according to a survey from CreditCards.com. Of those impulse purchases, 45% were for the purchasers themselves, while 24% were for children and 17% were for spouses or significant others. Two-thirds of these purchases cost less than \$100. Most of these impulse buys (about 70%) took place in-store rather than online. Here's a look at some other interesting findings:

- 83% of Millennials admitted to making an impulse buy, the highest of all the generations.
- Women made impulse buys for children twice as much as men did.
- Men made impulse purchases for their spouses/significant others three times more than women did.
- 8% of Republicans made an impulse purchase of \$1,000 or more, compared to 2% of Democrats. **GP**