



inmarket insights

From Gen Z to Boomers: Ranking Businesses Based on Generational Foot Traffic

Marketers have spent the past decade trying to figure out millennials. Their purchasing and brand loyalty habits are different; they want quality products at a moment's notice; and they view mobile as an absolutely necessity versus a luxury — contrary to their older counterparts.

Today, millennials have come of age and many have started families. As the bulk of the 18-35 demographic, they're still a vitally important target for most brands we work with. But if you're a brand marketer, it's never too early to start understanding what's coming next.

Lately, we've been getting requests for insights about Gen Z — the supergroup of digital natives born after 1995 — who don't know a world without the internet and who are poised to shake up the world as they become the prime-spending demographic.



Gen Z has been very interesting to analyze thus far, and while the sample size is still relatively small, their habits are even more interesting set to the context of their older generation counterparts. (That's right — let's not forget about Gen X and Boomers — who are quickly adapting to the mobile-first era and are interesting to analyze in their own right.)

With all of that in mind, and with the inMarket platform of mobile location data from over 50 million U.S. consumers at our fingertips, we decided to put the algorithms to work.

- Where do people shop most frequently by age group?
- Which businesses are over-indexing among each generation?
- Which businesses are struggling to gain traction?

Before the age of mobile, this type of analysis was impossible. But in 2017, mobile location data tells the story. Brands that act without the best intel risk wasting ad dollars on moving targets who are no longer there.

Check out the “power rankings” for each generation. If you’re interested in hearing more about the rankings or how you can reach these shoppers both in-store and throughout the purchase cycle, please contact us [here](#).

“ A quick note on methodology: These rankings are determined by frequency of visits versus the category average for each generation, as measured by first-party mobile location data from January through April 2017. The higher the ranking, the more frequently that generation visits the business versus other age groups. It’s not a “total visits” ranking — otherwise Walmart would own every generation based on critical mass. Instead, we’re looking at which businesses over-index or under-index for these age groups — which is much more interesting. ”



Foot Traffic Power Rankings: Gen Z (born after 1995)

These businesses are attracting Gen Z customers more frequently than other generations.

inMarket Power
Ranking

1

2

3

4

5

Retail



QSRs



Finance



Key Insights:

- **The New Fast Food Giants.** Jimmy John's is the "Gen Z Magnet," attracting young customers 49% more frequently than the other age groups. The category itself is performing exceptionally well with Gen Z foot traffic, as the five restaurants on this ranking are all in the top 10 of total businesses for the age group. We're predicting a new golden age for fast food chains that market successfully to Gen Z customers.
- **Bank On It.** While this generation will surely bank almost exclusively on mobile devices, Wells Fargo appears to have significant reach with the younger demographic — attracting Gen Z customers 13% more frequently than other banks.
- **Mall Rats.** While the heyday of malls may have come and gone, Gen Z is actually over-indexing at mall-based stores like UGG, Gamestop, The North Face and Sunglass Hut. Is it enough to stave off mass closures? That remains to be seen.

Who's Missing the Mark?

- Mega-chains Target and Walgreens are both indexing ~15% lower than average Gen Z foot traffic versus other businesses in their space.

Foot Traffic Power Rankings: Millennials (born between 1980-1994)

These businesses are attracting millennials more frequently than any other generation.

inMarket Power
Ranking

1

2

3

4

5

Retail

ROSS

Rainbow

Burlington

DaVinci

IKEA

QSRs +
Casual Dining

WaBa grill

FREEB!RDS
WORLD BURRITO

Ono Hawaiian BBQ

TACO CABANA
MEXICAN PINTO CAFE

Jack
in the box

Grocery

Food
4 LESS

99¢
only
STORES

C TOWN
TOWN

H-E-B

fray's

Finance

IBC
BANK

Frost

FIRST
CONVENIENCE
BANK

UnionBank

Bank of America

Key Insights:

- **Frugality Rules.** Perhaps because of their experience with the Great Recession, Millennials appear to be the “Frugal Generation” when it comes to both retail and groceries. There is a clear trend among this age group to favor discount retailers like 99 Cents Only Stores, Ross Stores and Rainbow Shops. Food 4 Less (owned by Kroger) is the #1 retailer for the millennial age group, attracting the demographic 48% more often than any other age group.
- **Not Your Momma’s Fast Food.** Millennials, who have come of age under the watchful gaze of digital marketers, favor new fast-casual chains like WaBa Grill and Ono Hawaiian Grill over their classic “fast food” counterparts.
- **Love and Marriage.** Da Vinci Bridal is the only wedding-focused business in this report, and it’s no surprise that the company over-indexes with “marriage-aged” millennials by 12% versus other age groups.

Who’s Missing the Mark?

- Grocery chain Giant Eagle is the most sluggish in the category, attracting millennial customers 38% less frequently than other age groups.
- Restaurant chain Bob Evans — while quite popular with Gen X — is struggling to attract millennials, with 18-35 customers visiting 29% less frequently than older age groups.

Foot Traffic Power Rankings: Gen X (born between 1965-1979)

These businesses are attracting Gen X-ers more frequently than any other generation.

inMarket Power
Ranking

1

2

3

4

5

Retail

OLYMPIA
Sports

TSC TRACTOR
SUPPLY CO.

petvalu
your pet • your store

JONES
NEW YORK

MENARDS®

QSRs +
Casual Dining

Friendly's

Bob Evans
FARMS®

Tim Hortons

★Hardee's

Cracker
Barrel
OLD COUNTRY STORE

Grocery

GIANT
EAGLE

Wegmans

weis

Stop&Shop®

meijer

Finance

Citizens
Bank®

Huntington

M&T Bank

KeyBank

Santander

Key Insights:

- **It's a Family Affair.** Gen X — perhaps because many are right in the middle of raising children — over-index at family-friendly dining chains like Friendly's, Bob Evans and Perkins.
- **Good Sports.** Northeast sporting chain Olympia Sports is the #1 business for Gen X customers, who visit these store 43% more frequently than any other age group.

Who's Missing the Mark?

- 99 Cents Only Store and H-E-B are struggling to attract Gen X customers — with both chains attracting the age group at 37% less frequently than others.

Foot Traffic Power Rankings: Baby Boomers (born before 1965)

These businesses are attracting baby boomers more frequently than any other generation.

inMarket Power
Ranking

1

2

3

4

5

Retail

YANKEE
CANDLE®



RALPH
LAUREN

TJ-maxx

QSRs +
Casual Dining



Grocery +
Pharmacy

Publix



Walgreens



Finance

Edward Jones®



citibank



Key Insights:

- **No Surprise.** Publix, with its many Florida locations, is the #1 business for Baby Boomers — attracting these customers a whopping 92% more frequently than other age groups. Publix's saturation with boomers is the highest of any business with any generational group.
- **A New Car!** While it doesn't fit into any of the chart categories, Tesla dealerships are attracting boomers 27% more frequently than any other age group — perhaps because they have more disposable income.

Who's Missing the Mark?

- Fast food chains Panda Express, Little Caesars and Sonic are not popular with Baby Boomers — who visit 26%, 23% and 22% less frequently than other generations, respectively.



Interested in hearing more about inMarket Power Rankings? Have suggestions or a request for a future report? Contact us [here.](#)