



Foursquare Insights: Studying The Home Improvement Boom

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FOURSQUARE

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Overview

Remote work, the desire for more space and low interest rates made real estate the hottest commodity of 2020. This boom in the housing market resulted in a huge uptick in home improvement activity across the country.

According to the National Association of Home Builders*, remodeling activity rose 13% from 2020 to 2021 and is on pace for slower but still solid growth this year (2022).

Location data suggests that this is only the beginning of the home improvement boom in America.

In this report, we take a closer look at shopper behavior and foot traffic patterns to hardware stores in 2021 vs 2020 to help home improvement retailers identify and capitalize on key learnings and trends in 2022.



Methodology

Foursquare analyzes consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. For the purpose of this report, all data is anonymized, aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.

Analysis Period: 2H (July 1 - December 31) 2020 & 2021; Q2 (April, May, June) 2020 & 2021

Indexed Affinities indicate the % [a given audience is] more or less likely than the average U.S. consumer to visit a given category or chain, where 1 represents the average U.S. consumer's visit propensity.

Penetration is calculated as the percentage of [a given audience] who visited a given category at least once within a given period.



AUDIENCE DEFINITIONS

Lapsed Customers is defined as Americans who visited a hardware store at least once in 2H 2020, but **did not** visit again in 2H 2021.

New Customers is defined as Americans who visited a hardware store at least once in 2H 2021, but **had not** visited at all in 2H 2020.

Returning Customers is defined as Americans who visited a hardware store at least once in 2H 2020 and **also** made at least 1+ visit to a hardware store in 2H 2021.

So, what are **the latest trends** around home improvement?

Home improvement is still on the rise in America.

Hardware stores are benefiting from a historic boom in the housing market. 57% of Americans visited a hardware store at least once in Q2 2021, up +5 % points from 52% of Americans in Q2 2020.

Hardware stores are seeing more frequent than occasional customers.

64% of Americans visited a hardware store at least 3+ times in the second half of 2021, while only 21% of Americans made 1-2 hardware store trips in that time. Furthermore, today's hardware store shoppers are making more trips on average compared to 2020 shoppers.

Some home improvement shoppers are more influenced by value & product availability over brand loyalty.

Home improvement shoppers are cross-shopping with direct competitors as a result of ongoing production & shipping delays, coupled with rising inflation.

Today's home improvers are more thrifty, and taking on more DIY projects to help combat rising costs.

21% of 2021 hardware store shoppers also visited a thrift store, up from 14% of hardware shoppers in 2020. Today's hardware store shoppers are increasingly frequenting value-focused retailers.

Hardware stores have started to attract younger shoppers in recent years, and they're more likely to return.

Our data suggests that Millennials are more likely to be involved in longer-term home improvement projects, while older Americans with equity account for a higher share of new hardware store customers.

Lapsed customers are either focused on saving, or spending time & money elsewhere.

While some lapsed customers are focused on cutting costs in these trying times, others are spending their time & money on traveling (nomads), urban nightlife & social events, or they're investing in other big life projects (engagements & weddings).

Trend 1:

Hardware stores are now drawing more frequent customers compared to 2020, but shoppers aren't necessarily only visiting a single hardware store chain.

Hardware stores are seeing an uptick in visitation as a result of the historic housing market boom

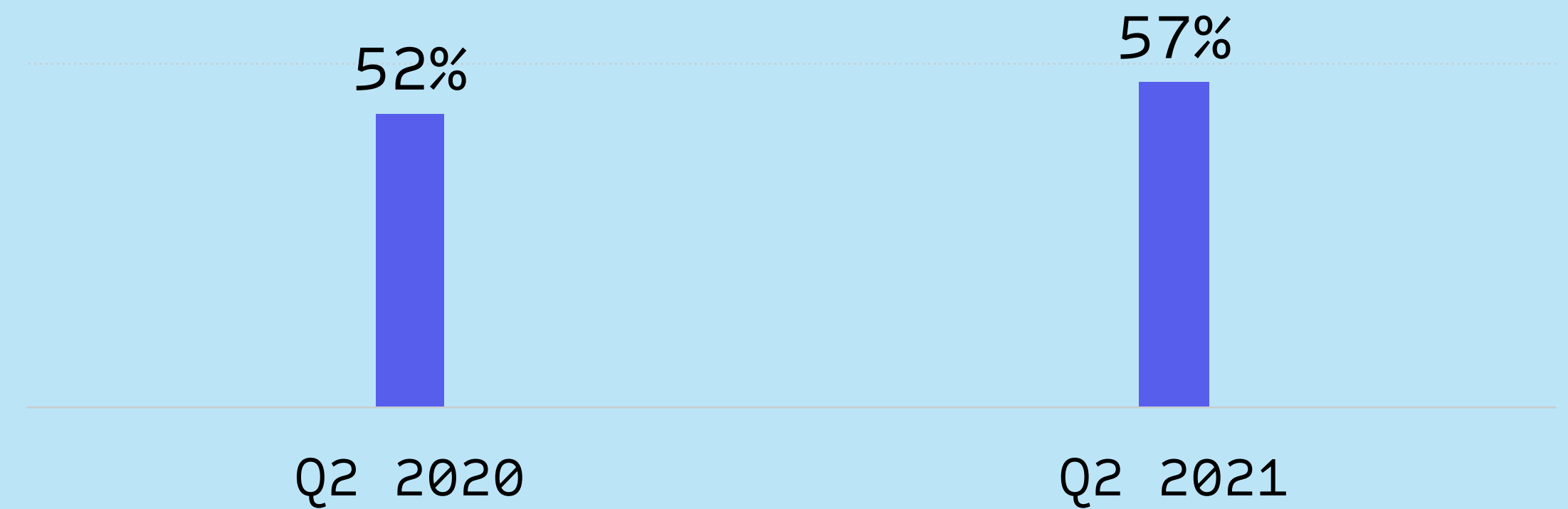
Amidst a historic housing shortage, many Americans have chosen to stay put and invest in home improvement.

According to Bank of America*, spending on home improvement overall increased by 7% in the latter half of 2020 and early 2021.

Indeed, our data reveals that **57%** of Americans made at least one trip to a hardware store in Q2 2021, **up +5 % points** from the % of Americans who visited a year prior in Q2 2020 (**52%**).



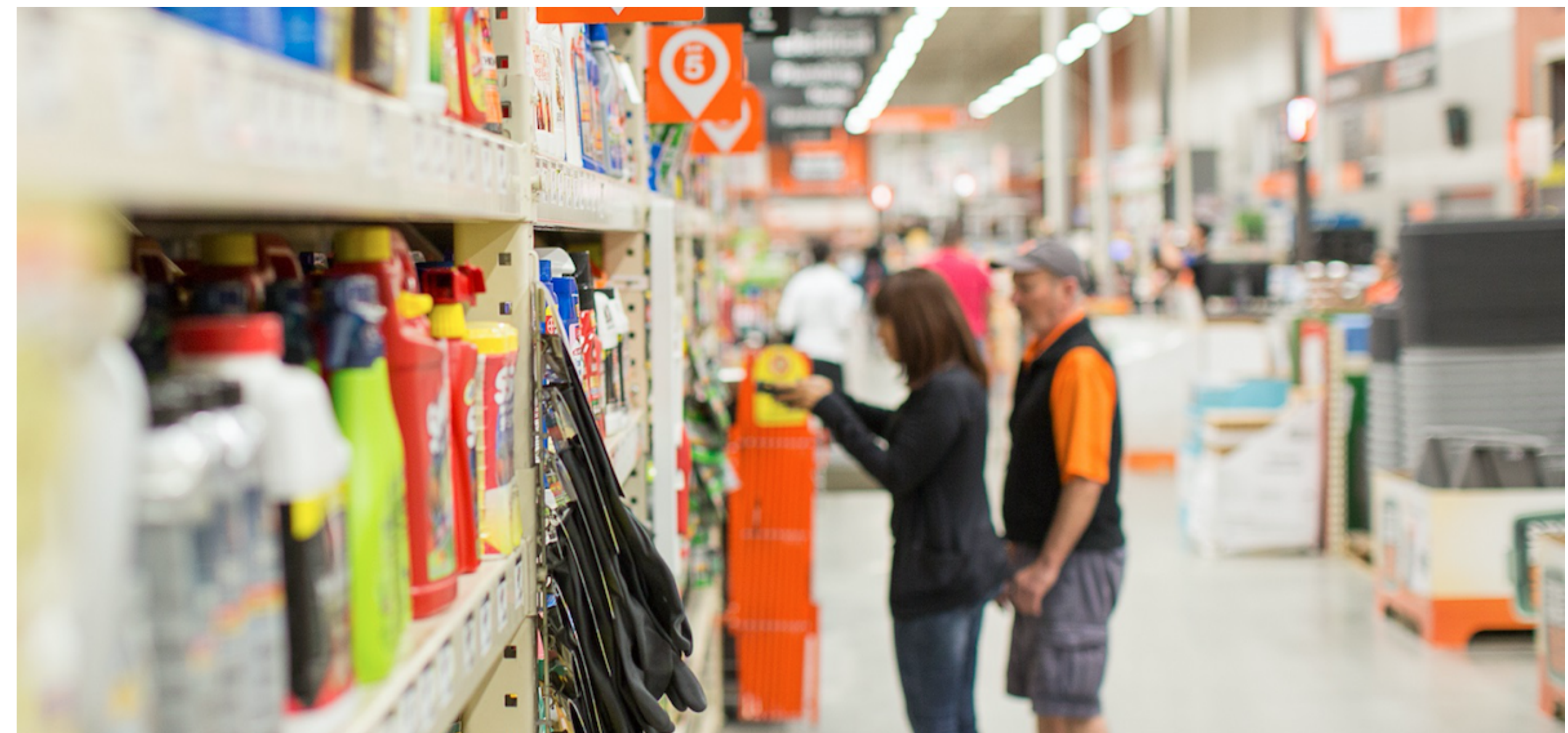
% of Americans that visited a **hardware store** at least once in Q2:



Hardware stores are seeing an even higher % of Americans visit **later in the season** compared to 2020

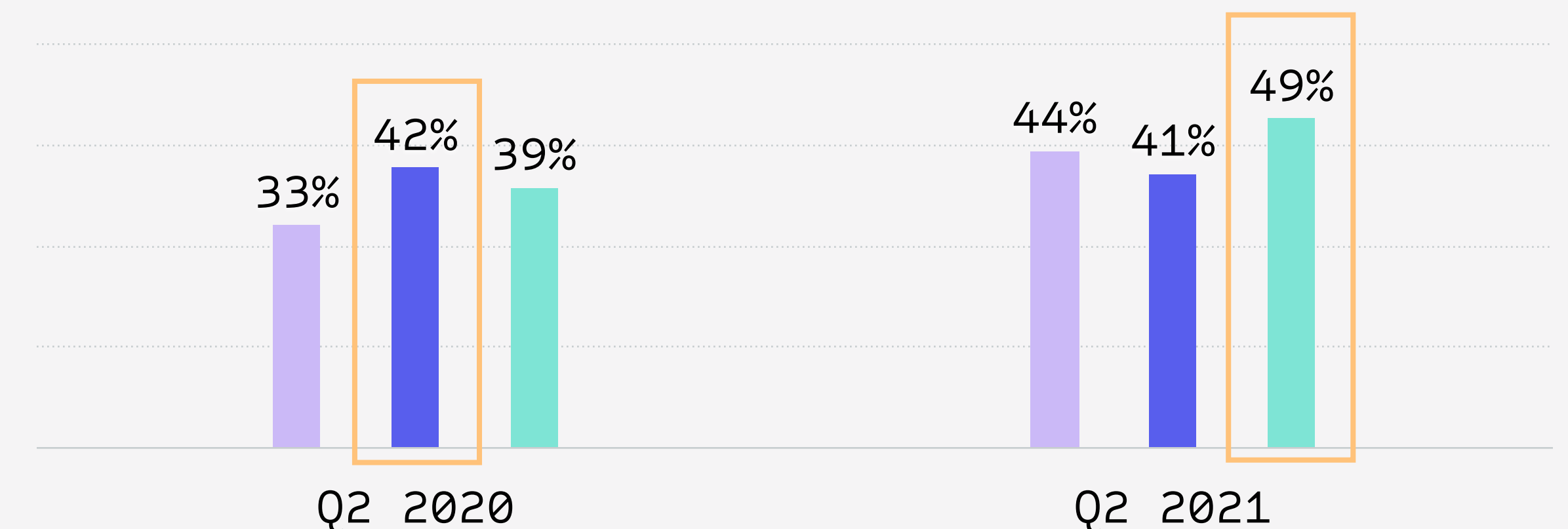
In Q2 2020, hardware stores attracted the highest % of customers in **May 2020** (42%). While roughly the same % of Americans visited a hardware store in **May 2021** (41%), location data reveals an even more notable uptick in the % of Americans who visited a hardware store in April & June (resulting in a +10 % point increase for both months YoY). In fact, hardware stores saw the highest penetration of all in **June 2021** (49%). It's worth noting that this change in behavior could be reflective of changes in vaccination rates & comfort levels over the past two years.

Opportunity: Capitalize on seasonal changes in home improvement shopping patterns YoY.



Penetration (% of Americans who visited at least 1X) By Month

April May June



More Americans are **frequenting** hardware stores than visiting occasionally

Not only were more Americans visiting hardware stores this past year, but they were also **making more trips**.

64% of Americans made at least **3+ visits** to a hardware store in the second half of 2021, while only 21% of Americans made 1-2 trips to a hardware store during those same months. This could indicate that many shoppers are involved with longer-term and/or multiple projects at once, requiring them to make more frequent trips to a hardware store.

Opportunity: Distinguish frequent customers from occasional customers based on visit frequency & penetration.



To what extent are Americans frequenting hardware stores vs. visiting occasionally? Location data reveals that...

64%

of Americans visited a hardware store at least **3+ times** in 2H 2021

21%

of Americans **less than 2 trips** to a hardware store in 2H 2021

In fact, hardware stores were seeing a **higher visit frequency** amongst 2021 shoppers compared to 2020

We know that a higher % of Americans have been frequenting hardware stores, but just how often are they visiting? Our data reveals that the average hardware store visitor made roughly 8 trips [to a hardware store] in the second half of 2021, up from 7 trips on average in the second half of 2020.

This year-over-year increase in visit frequency could very well be attributed to supply chain challenges driving shoppers in-stores more than usual to find what they need in-stock, and at the best available price point.



Location data reveals that hardware store shoppers were making more trips on average in the second half of 2021 compared to the same time frame in 2020:

Average visit frequency amongst hardware store shoppers in **2H 2021:** **8**

Average visit frequency amongst hardware store shoppers in **2H 2020:** **7**

Home improvement aren't always **loyal** to one store

Many Americans have been experiencing ongoing delays with home improvement projects as a result of production & shipping delays for raw materials and appliances. On top of this, renovation projects are becoming increasingly more costly due to rising inflation.

Recent data from consulting company Daymon Worldwide Inc.* shows that 70% of U.S. shoppers have purchased a new or a different brand than they had pre-pandemic.

Thus, as inflation spreads and stretched supply chains leave gaps on shelves, we expect to see more Americans abandon brand loyalty and look to direct competitors to find what they need (in stock and at an affordable price).

Opportunity: Capitalize on this disruption to brand loyalty and conquest from competitors to increase market share.



In the second half of 2021,

13%

of **Lowe's** shoppers visited The Home Depot in the same day

10%

of **The Home Depot** shoppers visited a Lowe's store in the same day

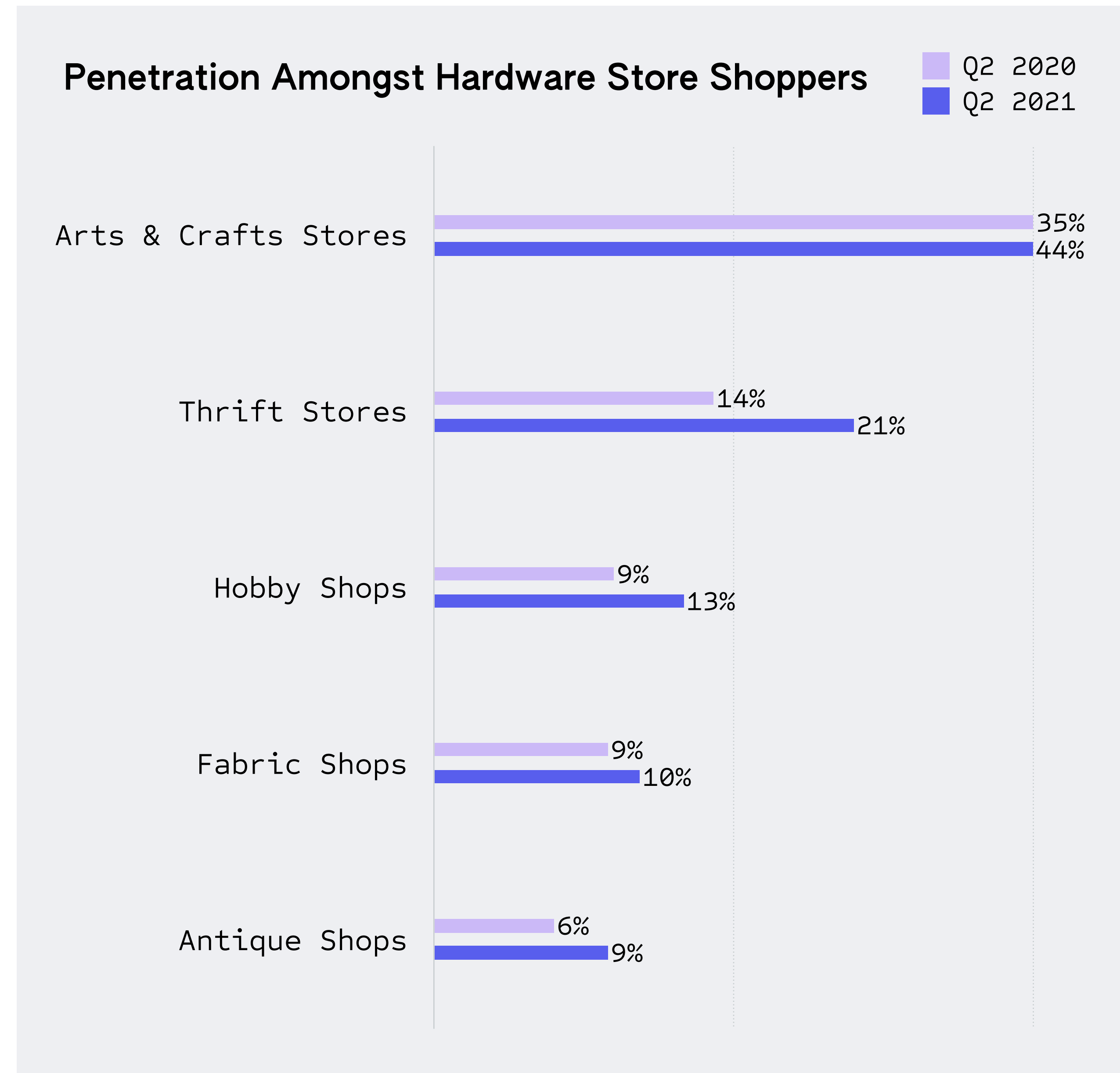
Trend 2:

Location data reveals nuances in today's home improvers' lifestyles & affinities (hint: they're DIYers with a preference to shop in-stores vs. online).

Home improvement shoppers are **thrifters** & **DIYers**

Location data reveals a year-over-year uptick in the % of Americans visiting **hobby, crafting & resale shops**, perhaps indicating that home improvement shoppers are **increasingly seeking value** & looking to cut costs by taking on more work themselves.

In fact, Bank of America* found that many homeowners are tackling home projects themselves, as 72% of younger homeowners (ages 18-43) have completed DIY work around their homes recently, compared to only 42% of older homeowners (ages 57-75).



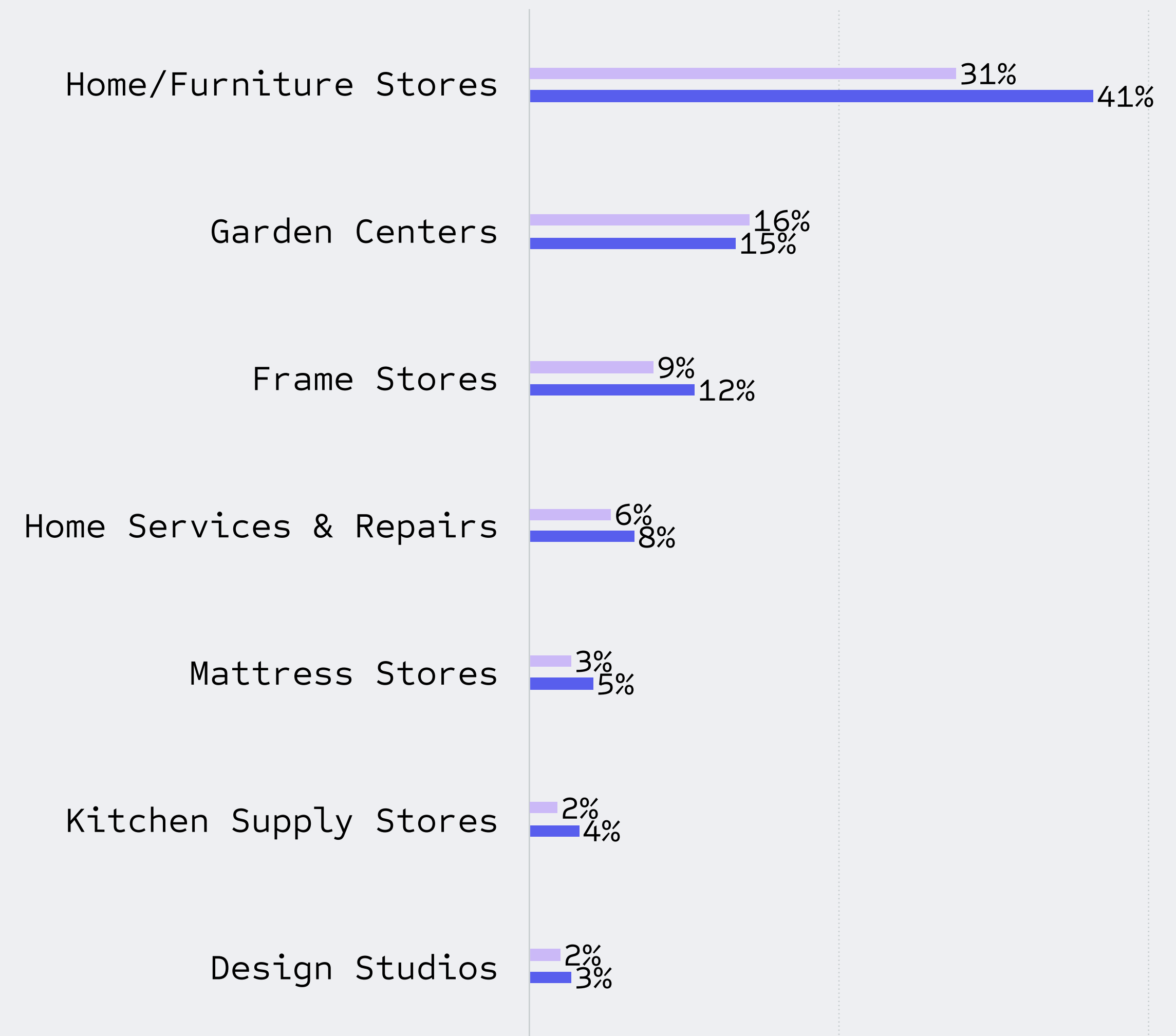
Home improvement shoppers are investing in **improving their living space**

Home/Furniture stores saw the biggest increase in penetration between 2H 2020 - 2H 2021, indicating that even more Americans are investing in improving their living space.

Garden centers was the only adjacent home improvement category to see a slightly smaller % of Americans visit in 2H 2021 compared to 2H 2020, perhaps indicating that home improvers are more focused on improving their indoor space post-covid.

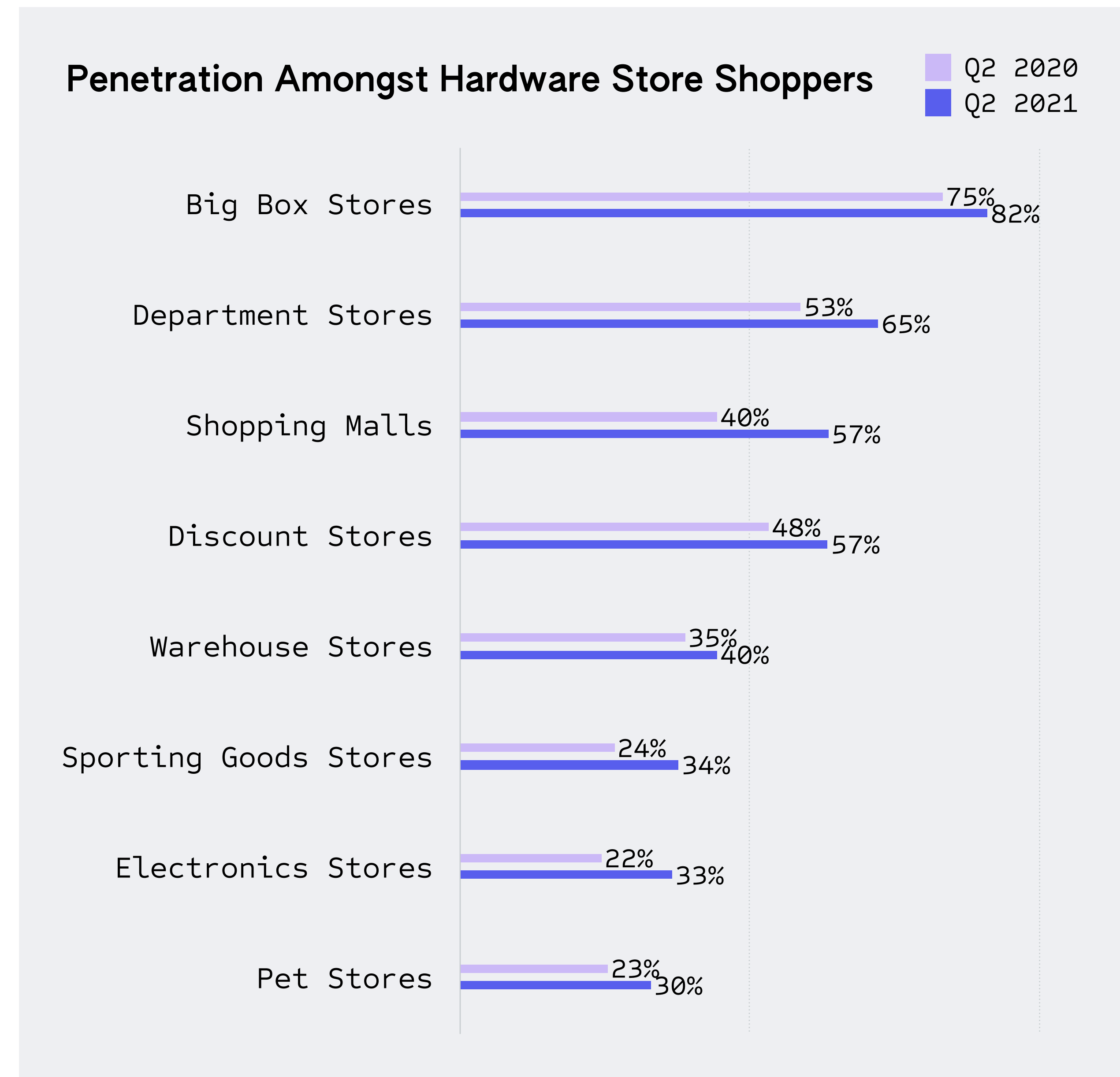
Penetration Amongst Hardware Store Shoppers

Q2 2020
Q2 2021



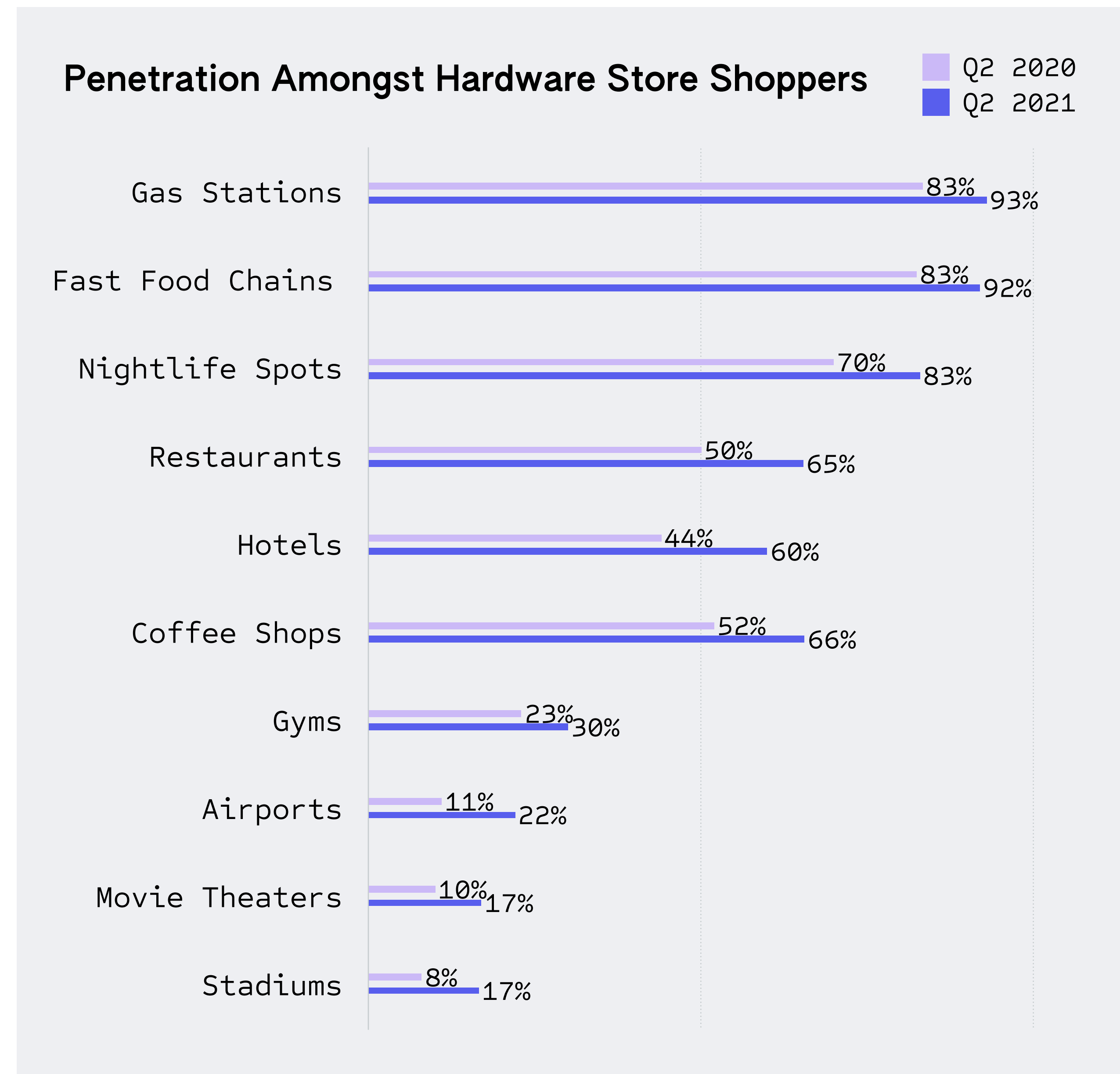
In-store shopping across all categories has increased amongst today's home improvement shoppers compared to 2020

As of late, a larger % of hardware store customers have been visiting other retail stores as compared to 2020. **Shopping malls** and **department stores** saw the biggest increase overall (+12-17 % points) between 2H 2020 to 2H 2021, perhaps indicating that this audience generally prefers to shop in-stores vs. online.



Today's home improvement shoppers have returned to their usual **pre-pandemic lifestyles & routines**

Location data reveals an increase in the % of home improvement shoppers visiting restaurants, airports & nightlife/entertainment venues in 2021 compared to 2020.



Trend 3:

Hardware stores are starting to draw more younger shoppers in stores, and they're more likely to be returning customers.

Hardware stores are drawing more **younger Americans**

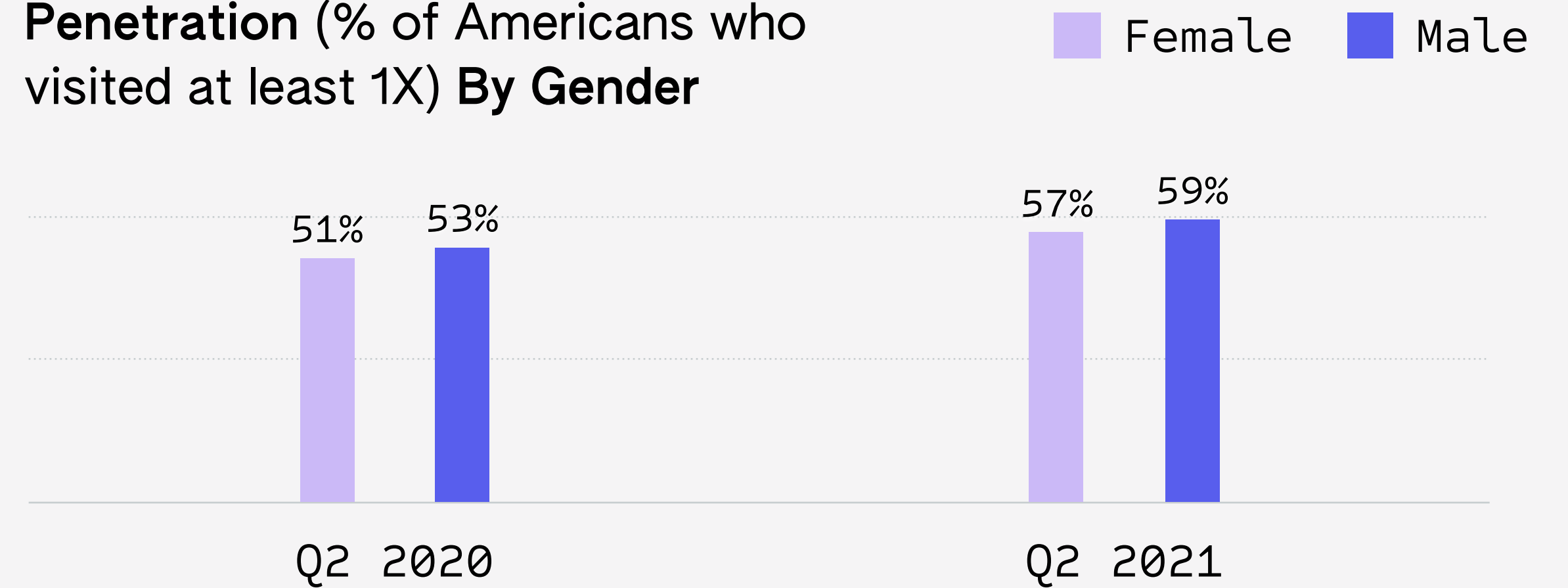
According to Bank of America Research's 6th Annual Millennial home improvement survey*, 82% of Millennials said they're more likely to buy a fixer-upper than a newly built home amidst the shrinking housing market. As housing prices continue to skyrocket, some **Millennials** are resorting to buying older homes and renovating them which can often result in a **long-term home improvement project**.

Location data indeed reveals that 23% of Millennials & younger Gen Xers (ages 25-44) in America visited a hardware store at least once in Q2 2021, resulting in a **+2-4 % point increase** from Q2 2020.

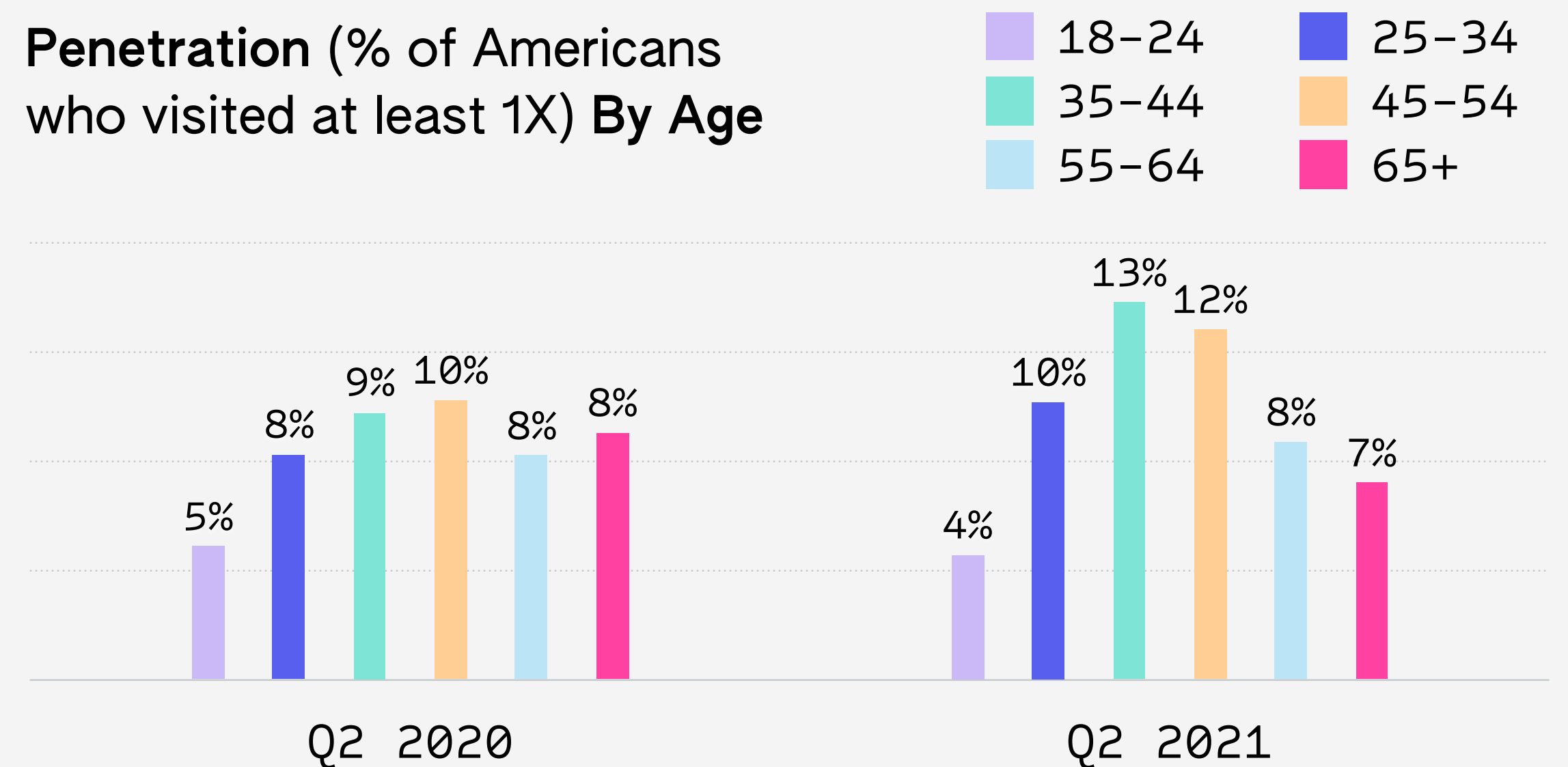
Hardware store penetration amongst older consumers, ages 55+ has either remained stable, or has even started to decline in recent years.

It's worth noting that hardware stores saw an increase in the % of both **men & women** visiting in 2H 2021 compared to 2020, with only a slightest difference between them.

Penetration (% of Americans who visited at least 1X) **By Gender**



Penetration (% of Americans who visited at least 1X) **By Age**



Location data suggests that some hardware store chains are in a better position to win with younger shoppers

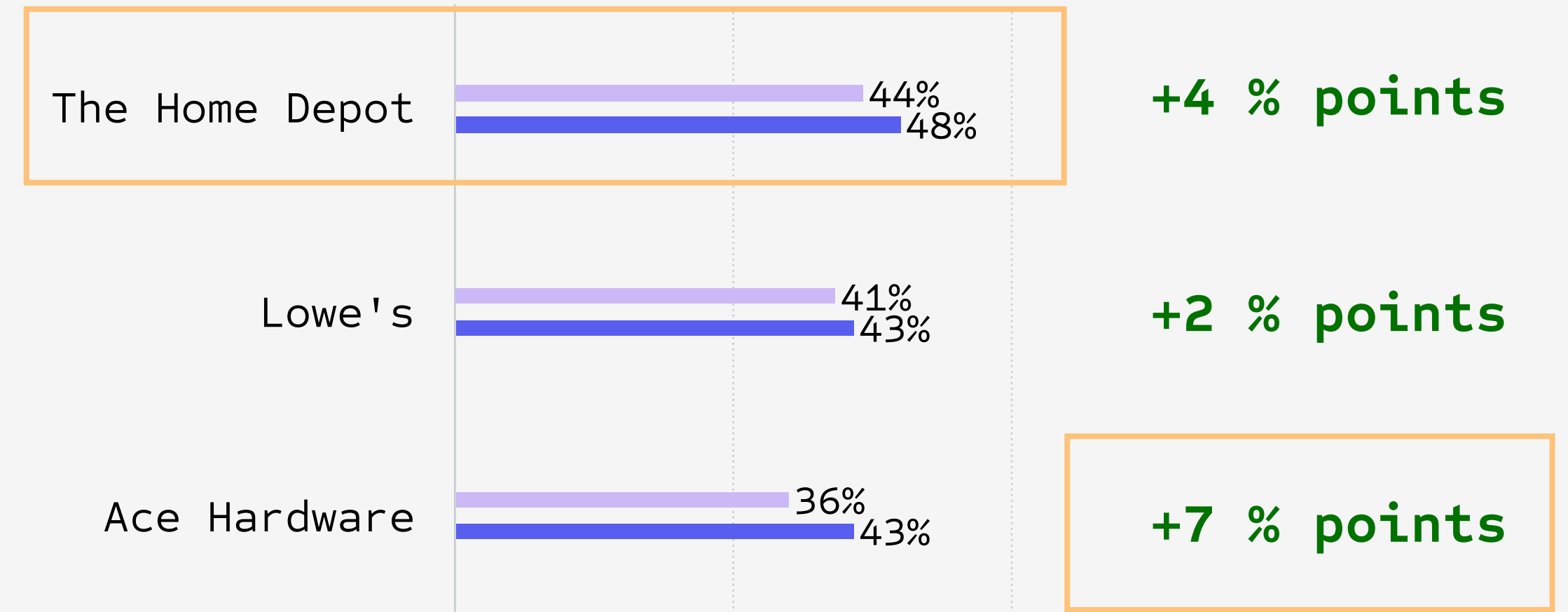
Ace Hardware continues to see the highest share of traffic from older shoppers (55+) compared to competitors, while **The Home Depot** continues to draw more younger shoppers (18-44) in stores.

However, Ace Hardware saw the **biggest increase** in share of traffic from this younger demographic between 2H 2020 to 2H 2021 (+7 % points), as well as the biggest decrease in share of traffic from older shoppers (-7 % points).

Opportunity: Conquest from competitors who are winning with younger shoppers.

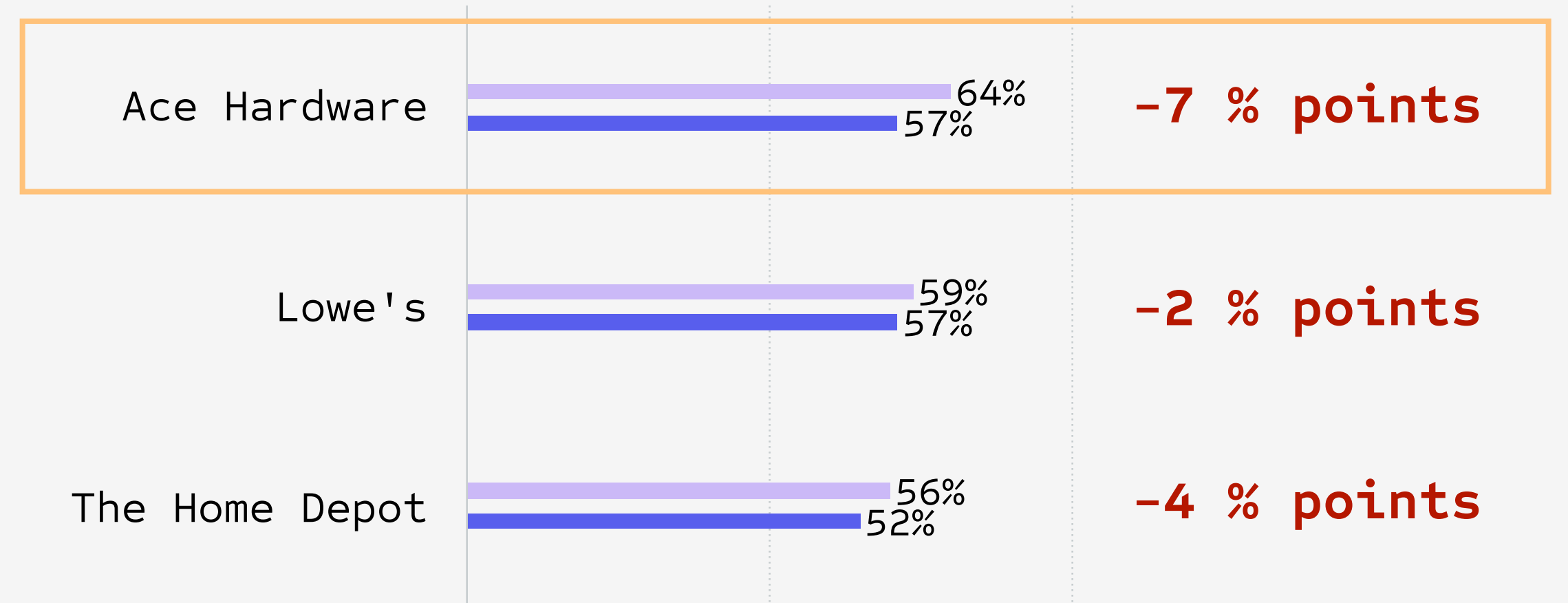
% of total traffic from shoppers ages 18-44

Q2 2020
Q2 2021



% of total traffic from shoppers ages 55+

Q2 2020
Q2 2021

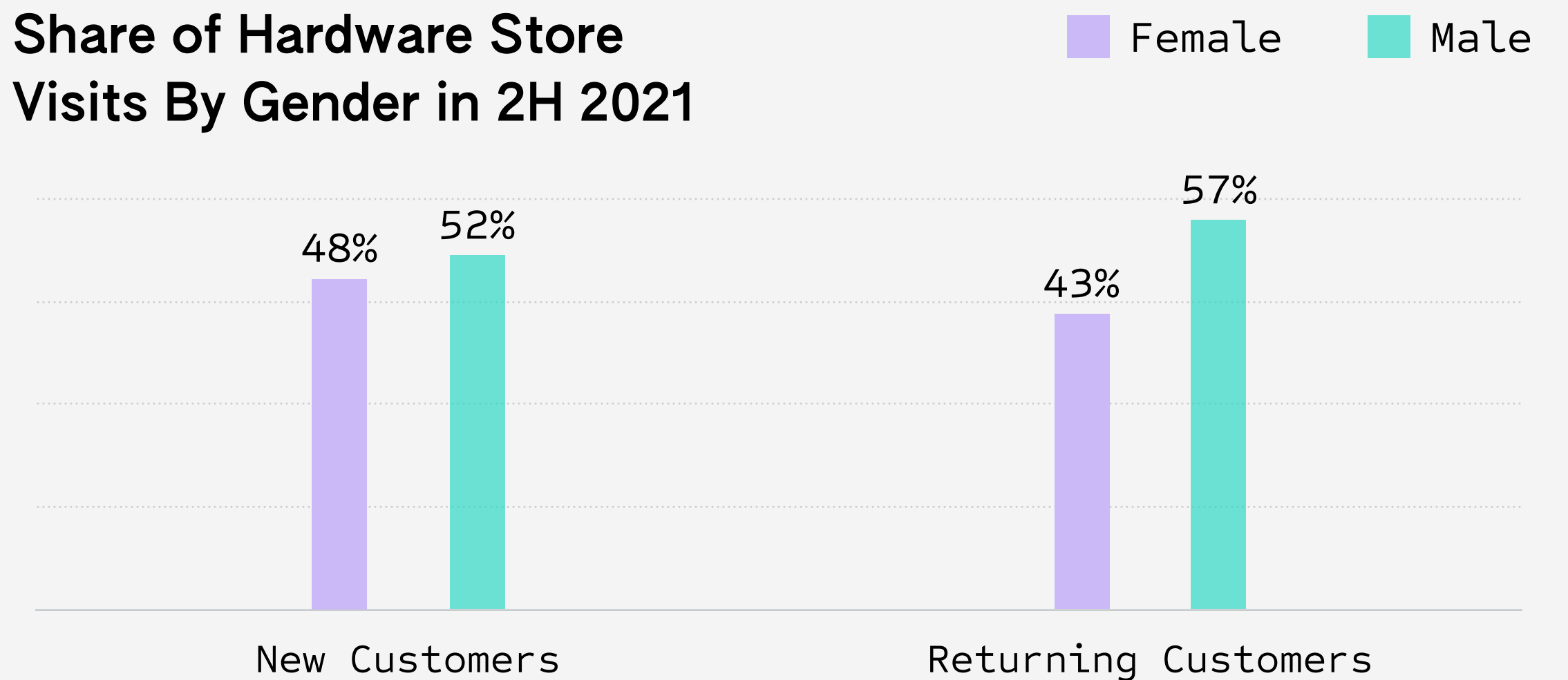


Women are more likely to be **new customers** than returning customers

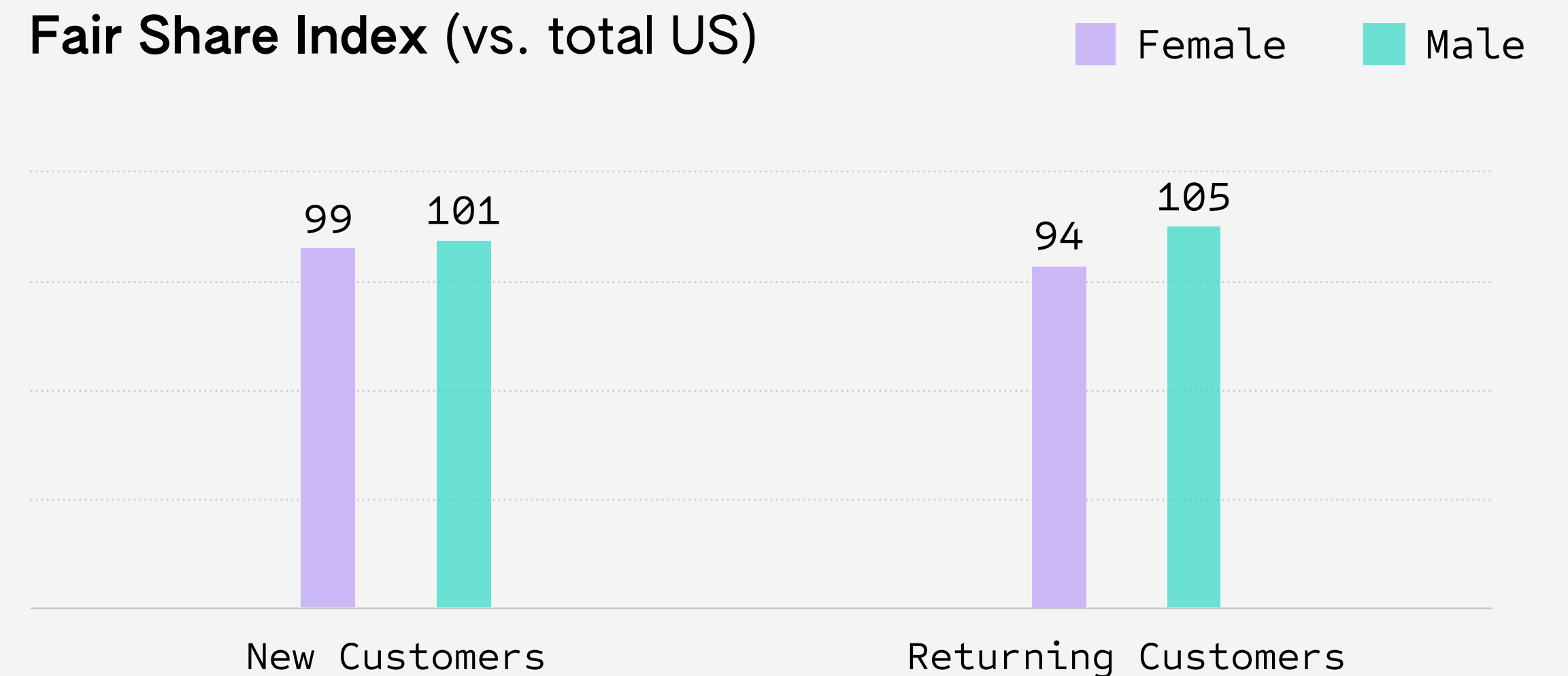
While **men** still make up the majority of both new & returning hardware store shoppers, these stores were seeing a higher share of traffic from **female customers** amongst the **new shopper audience** (48%) as compared to returning customers (43%).

Returning hardware store shoppers are significantly more likely to be men. Male returning customer over-indexed most vs. total U.S. in 2H 2021, meaning hardware stores were seeing more than their fair share of returning male shoppers in the second half of 2021 as compared to total U.S. population.

Share of Hardware Store Visits By Gender in 2H 2021



Fair Share Index (vs. total US)



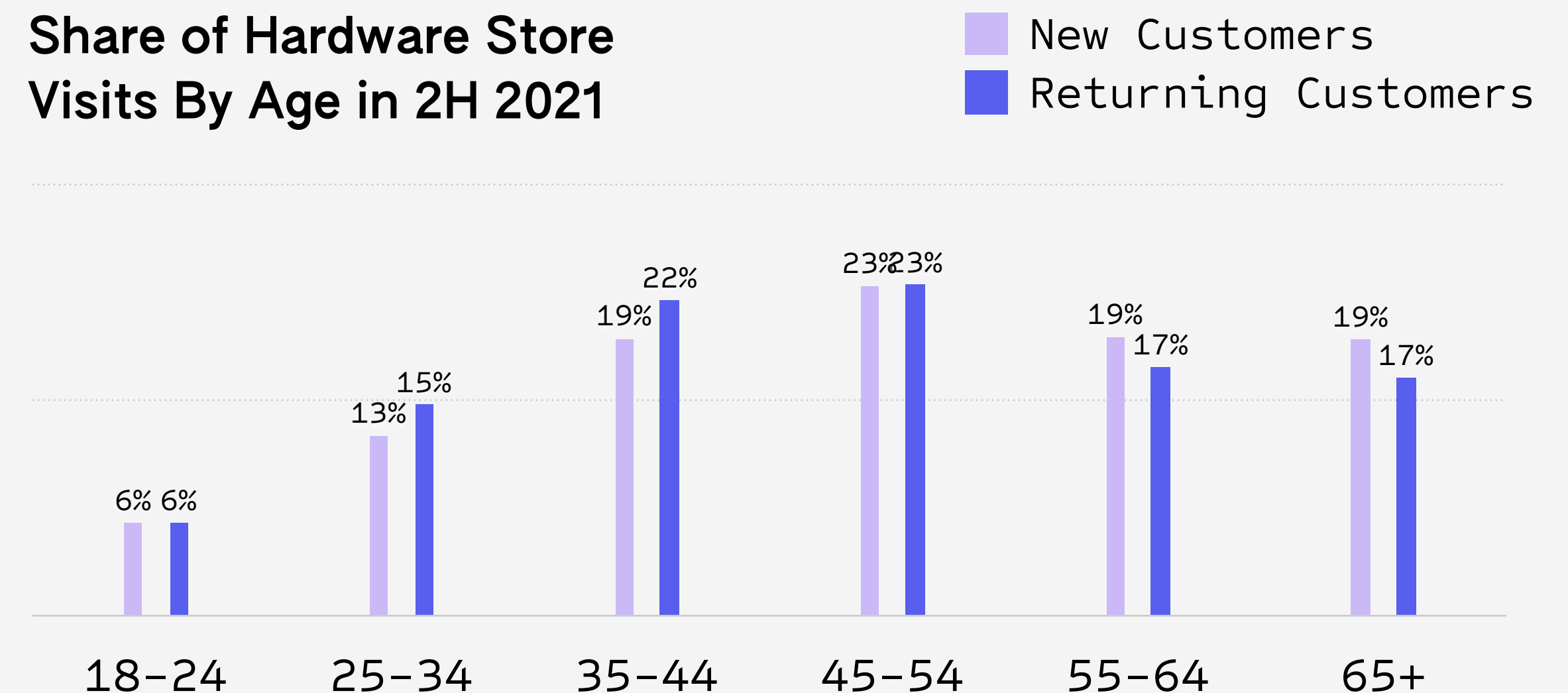
Millennials may be taking on longer-term home improvement projects

Gen X Americans with equity are leading the latest home improvement boom — Hardware store customers ages 35-54 make up 42-45% of new & returning customers.

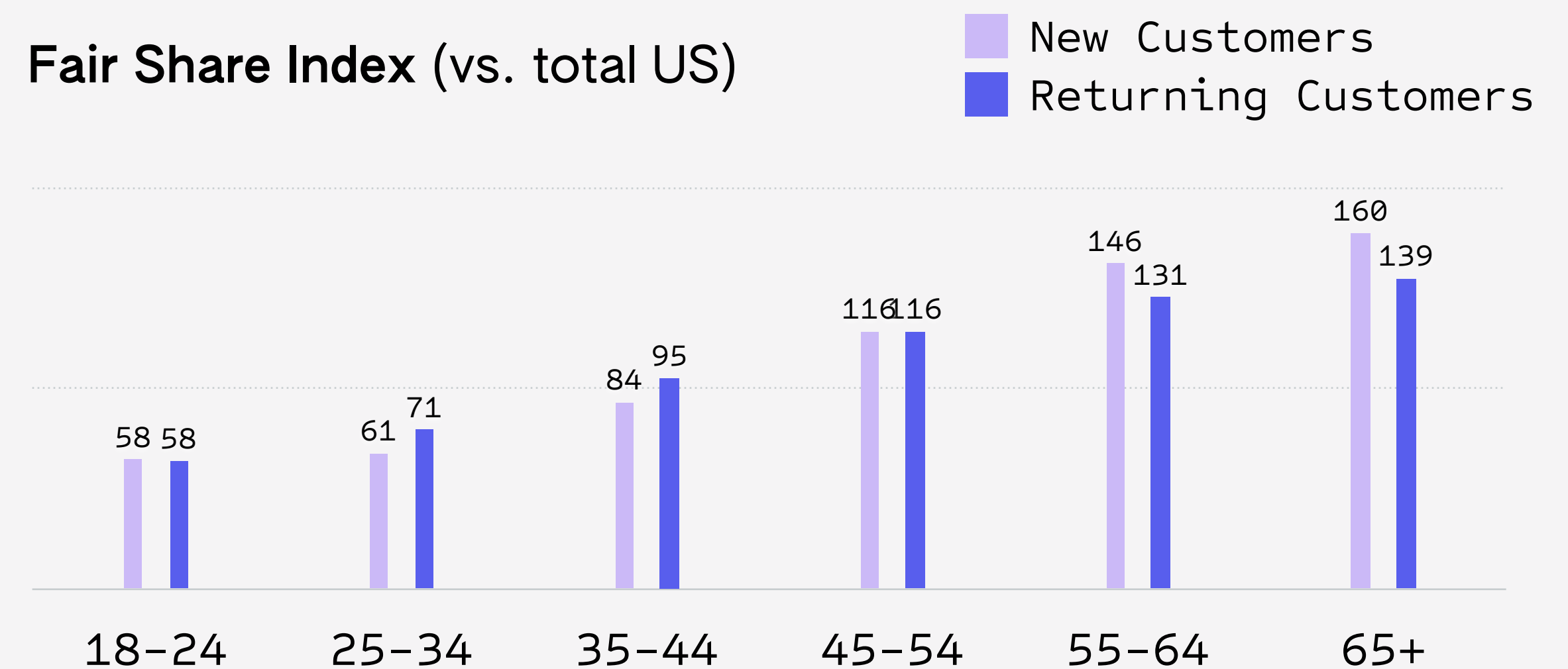
Interestingly, older shoppers ages 55+ account for a slightly higher share of traffic amongst **new customers** as compared to returning visitors. In fact, this audience over-indexes most vs. total U.S. population, meaning hardware stores have been seeing more than their fair share of new, older customers (ages 55+) as of late.

Of note, we're seeing a slightly higher share of traffic from **younger Americans** (25-44) amongst **returning customers** (37%) vs. new customers (32%). This data further suggests that Millennials may be more involved with longer-term home improvement projects (remember, they're more likely to buy fixer uppers).

Share of Hardware Store Visits By Age in 2H 2021



Fair Share Index (vs. total US)



Trend 4:

Hardware stores are seeing new business from recent movers & newly relocated customers as result of the pandemic.

Hardware stores are already benefiting from what many are referring to as the ‘urban exodus’

Location data reveals a notable increase in the % of Hardware store shoppers visiting real estate offices, insurance providers and financial & legal services — compared to 2020.

This year-over-year uptick coincides with the larger trend we’ve been seeing around the increase in Americans relocating from **urban** centers to more **suburban** areas across the country.

According to Bloomberg*, 82% of urban centers saw more people **moving out** than in, and 91% of suburban counties saw more people **moving in** than out during the pandemic.

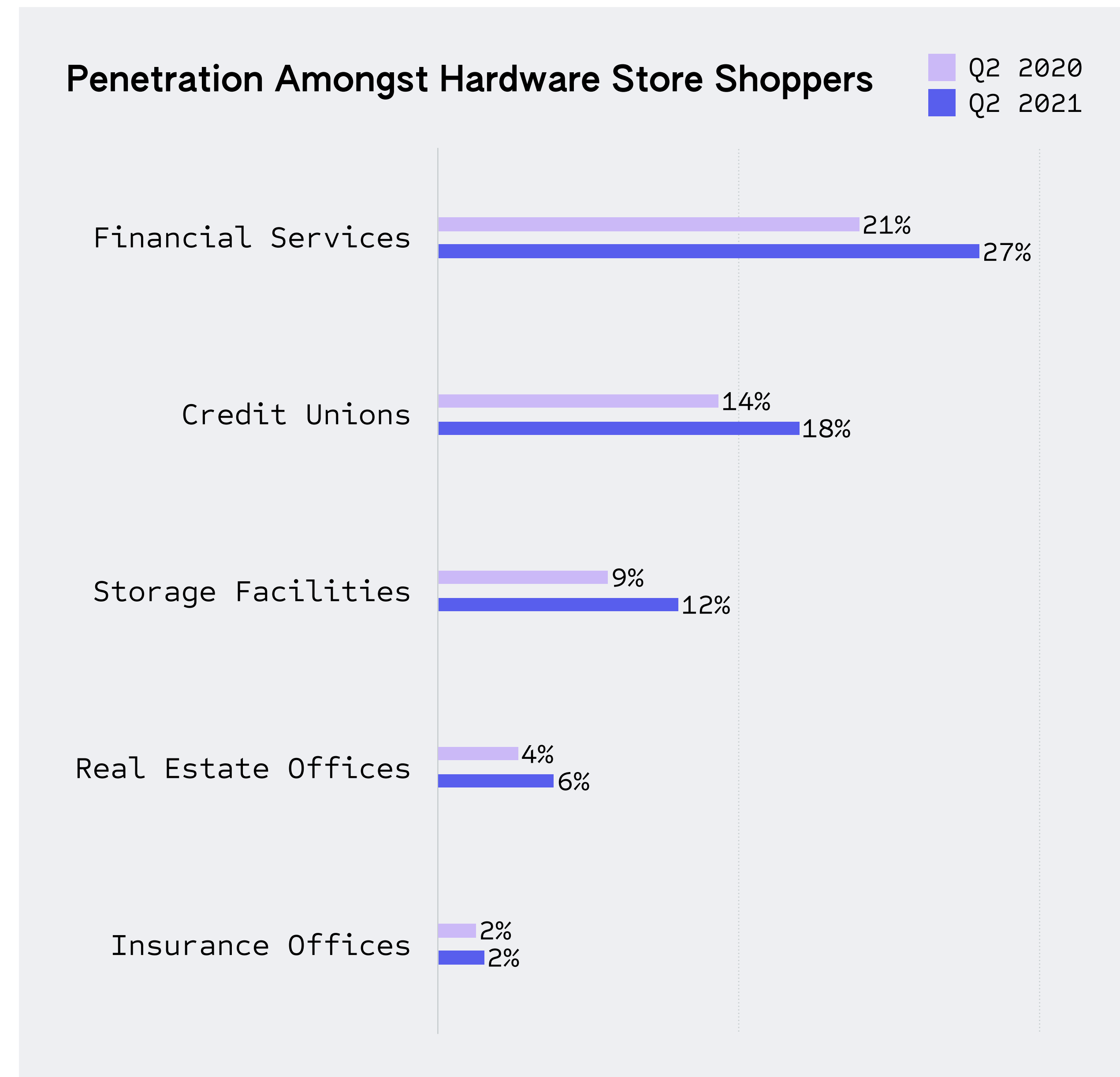
For hardware stores, this nationwide movement has resulted in an influx of **new shoppers**.



Hardware stores have recently seen even more traffic from **first-time homebuyers** & others in the market to make a move

Location data reveals a year-over-year uptick in the % of Americans visiting real estate & financial offices, often visited when relocating or buying a new home. 12-27% of Americans who visited a hardware store in Q2 2021 also visited storage facilities, credit unions or financial services during that time, up from 9-21% in Q2 2020.

Opportunity: Identify & reach moving intenders by targeting people at or nearby real estate offices, insurance providers, financial & legal services and credit unions as a way to reach movers.



Relocation & new home sales has resulted in **new business** for hardware stores

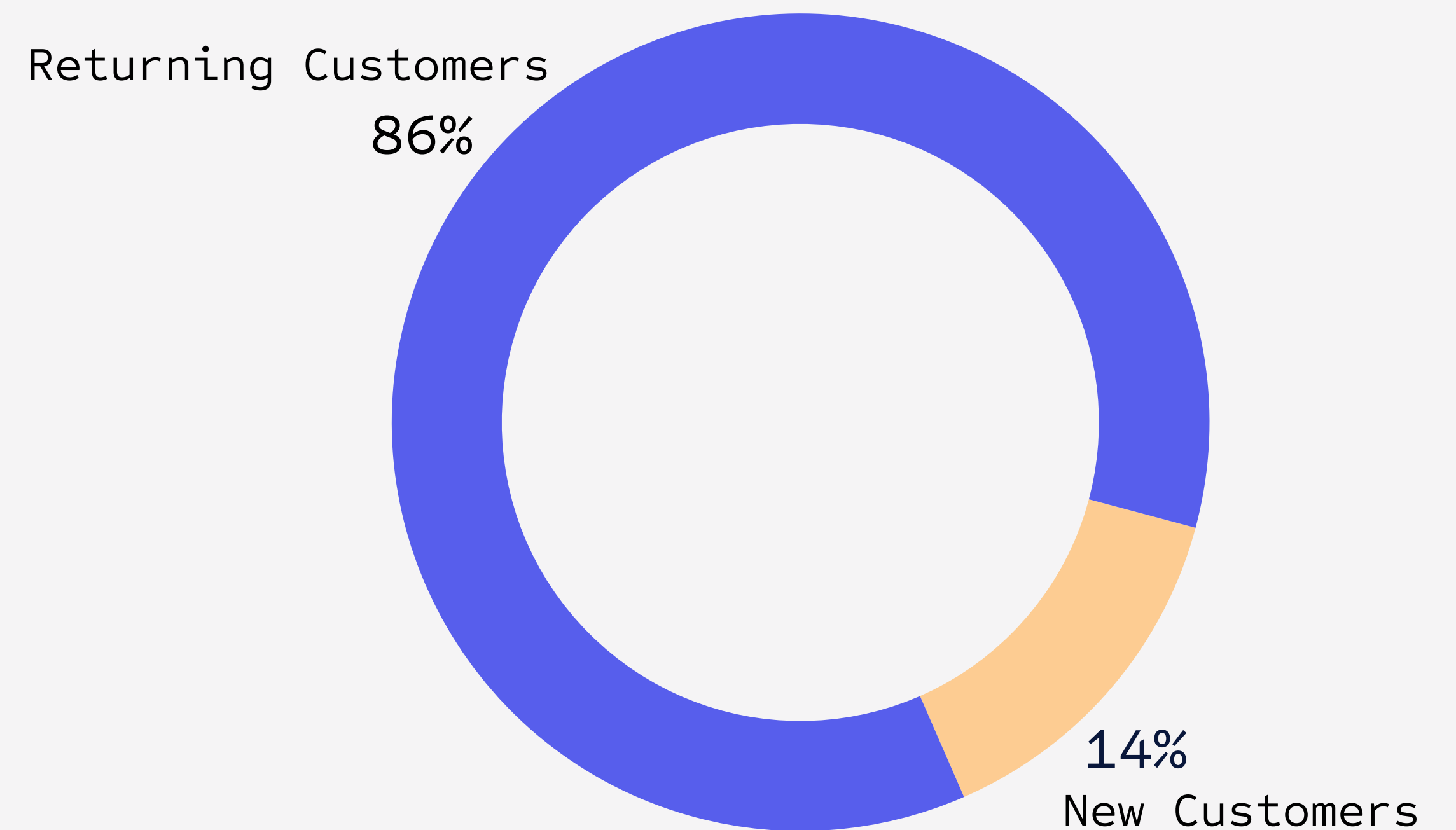
Of total hardware store visits that occurred in the second half of 2021, **86% of traffic was from consumers who had also visited a hardware store at least once in the second half of 2020.**

While this might not be all too surprising, it's worth noting that **14%** of total hardware store traffic in 2H 2021 was from **new customers** who hadn't previously visited at all in the second half of 2020. This subset of new customers likely includes recent movers & new homeowners (now in the market for home upgrades).

Opportunity: Identify & reach moving intenders, first-time homebuyers, and other Americans who are likely in need of home services & updates.

14%

of hardware store traffic in 2H 2021 came from customers who hadn't previously visited a hardware store in 2H 2020.



So, who are these **new customers**?

Insight: Identify today's opportunity audiences based on foot traffic patterns and brand affinities.

Outdoor Enthusiasts

Compared to the average American, they're more likely to visit...

Campgrounds **+6%**
Outdoor Supply Stores **+5%**
Fishing Stores **+7%**
State Parks **+5%**

They be also be more affluent:

Golf Courses **+3%**
Wineries **+4%**
Stables **+7%**



Perhaps they're more inclined to shop for outdoor improvement (backyard, garden)

New Homeowners & Renovators

Compared to the average American, they're **+3%** more likely to have visited a **credit union** in 2H 2021, as well as:

Carpet Stores **+11%**
Fabric Shops **+9%**
Garden Centers **+4%**
Furniture / Home Stores **+4%**

They're also DIYers with an affinity for:

Hobby Lobby **+10%**
Jo-Ann's Fabric & Crafts **+9%**
Michaels **+6%**
Sherwin-Williams **+6%**

Suburban Parents & Pet Owners

They're frequenting:

Warehouse Stores **+11%**
Big Box Stores **+3%**
Pet Stores **+2%**

They're favorite retailers for everyday essentials include:

Meijer **+18%**
Sam's Club **+13%**
Costco **+10%**
Pet Supplies Plus **+8%**
Big Lots **+5%**
Walmart **+4%**

Remote Professionals

They're less likely to have returned to **offices** in the second half of 2021, indicating that they are **still likely working remotely**.

Coworking Spaces **-5%**
Advertising Agencies **-5%**
Tech Startups **-5%**

WFH means they're also making more trips to **office supply stores** (+3%) like:

OfficeMax **+9%**
STAPLES **+4%**

Hardware stores are indeed starting to attract more customers who **likely relocated from urban centers**

Location data verifies that new hardware store customers (who hadn't previously visited a hardware store in 2H 2020), are **less likely to be urban dwellers**, and more likely to have recently visited places more commonly associated with a **suburban lifestyle** and **new home ownership**.



Compared to the average American, new home improvement customers are **less likely** to have visited places commonly found in **densely populated / urban areas**, such as:

- Laundromats -7%
- Metro Stations -22%
- Coworking Spaces -5%
- Apartment Buildings -7%



Compared to the average American, new home improvement shoppers are **more likely** to visit places more commonly found in **suburban areas**, such as:

- Wholesale Clubs +10%
- Big Box Stores +3%
- Farmers Markets +2%



This subset of new customers likely relocated to more suburban areas during the pandemic. Their motivation to visit hardware stores is influenced by new homeownership and/or renovation projects as evidenced by their visitation to:

- Construction & landscaping venues +10%
- Frame Stores +7%
- Carpet Stores +11%
- Garden Centers +4%
- Home / Furniture Stores +4%

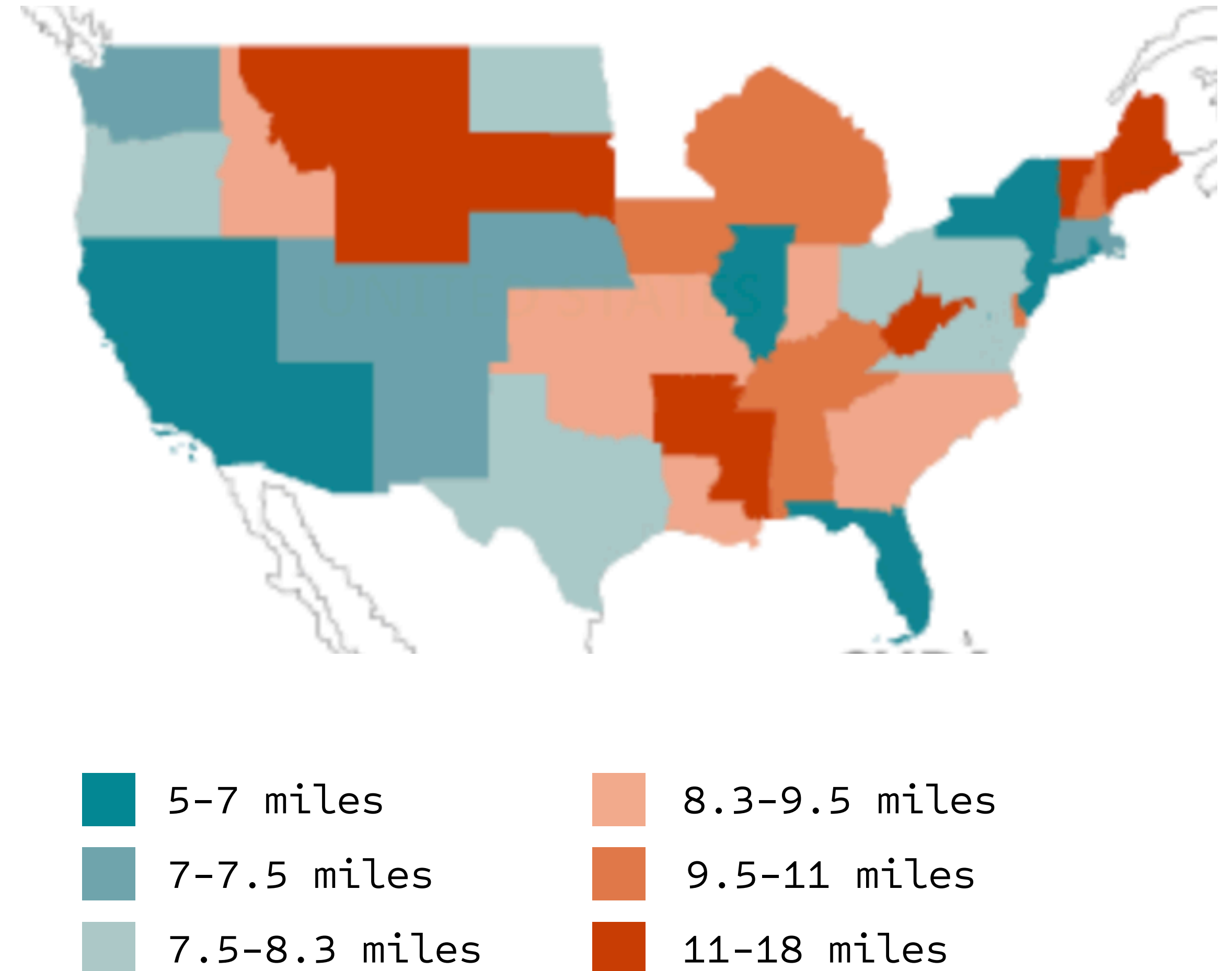
Americans in **suburban & urban** areas are likely traveling less distance to visit hardware stores compared to those in rural areas

Distance traveled to hardware stores by state is closely aligned with the overall distribution of Americans based on population density. In other words, Americans in more densely populated states (such as California, Florida and New York) tend to travel the least distance on average to visit hardware stores compared to consumers in less populated states such as Maine, Montana and Wyoming.

This geographical assessment could also signify that states with the lowest median travel mileage tend to have a larger % of Americans living in more **urban & suburban** areas, living within closer proximity of hardware stores.

Opportunity: Segment home improvement shoppers based on population density trends and/or their proximity to hardware stores.

Median Distance Traveled (miles from home)
To Hardware Stores By State



Trend 5:

Returning customers are industry professionals and Americans undergoing long-term home improvement projects.

So, who are these **returning customers**?

Compared to the average American, consumers who visited hardware stores in 2H 2020 and also visited in 2H 2021 are more likely to be...

Suburban Parents with young kids

Returning customers are busy with young kids at home. They're frequenting...

Nursery Schools **+27%**
Elementary Schools **+13%**
Middle Schools **+13%**
Baby Stores **+11%**
Private Schools **+9%**
Kids Stores **+7%**
Daycares **+5%**

Artists & DIYers

Returning hardware store customers are comfortable DIY-ing many of their home renovations. In addition frequenting hardware stores, they're also regularly visiting:

Art Studios **+38%**
Arts & Crafts **+29%**
Fabric Shops **+22%**
Hobby Shops **+16%**
Frame Stores **+15%**

Urban Dwellers & Apartment Owners

Not all home improvement shoppers reside in suburban & rural areas. Location data verifies that some returning customers are frequenting...

Metro Stations **+21%**
Bike Shares **+15%**
Laundry Services **+11%**
Laundromats **+7%**
Tech Startups **+4%**
Coworking Spaces **+4%**
Cocktail Bars **+4%**

Dinner Party Hosts & Home Chefs

Returning customers enjoy hosting & entertaining at home. They also have a propensity to shop locally at:

Butchers **+34%**
Cheese Shops **+28%**
Grocery Stores **+16%**
Gourmet Shops **+17%**
Kitchen Supply Stores **+14%**
Farmers Markets **+14%**
Fish Markets **+11%**
Wine Shops **+8%**
Bakeries **+7%**
Flower Shops **+5%**

INSIGHT: **Men** account for **57%** of returning customers, while shoppers **ages 25-44** account for **37%** of returning customers. **Targeting Opportunity:** Heavy up on Millennials & Gen X ages 25-44 & The Modern Male.

Returning customers are also **contractors** & other **industry professionals**

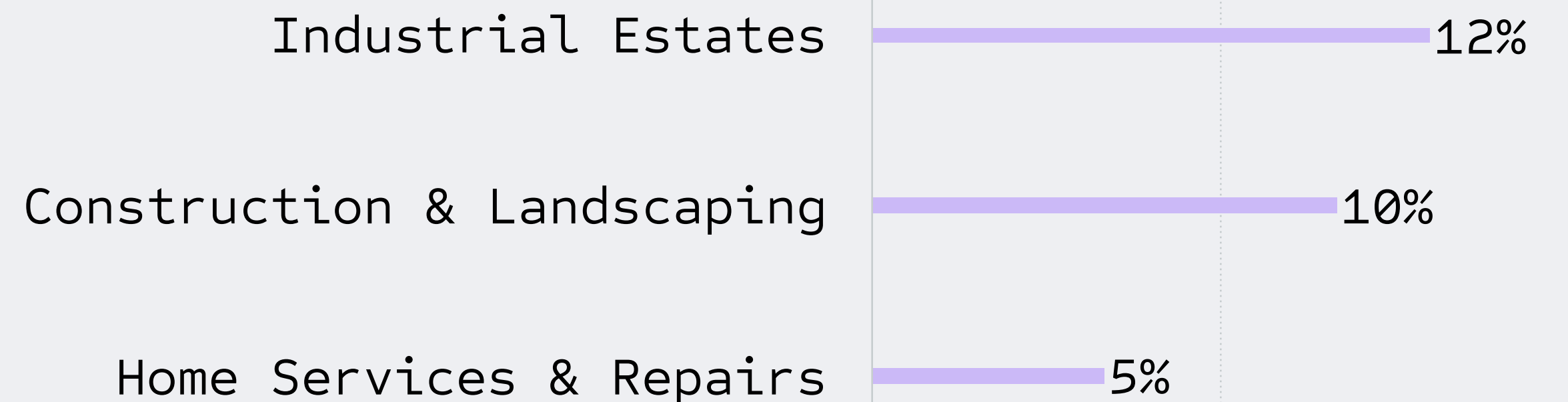
Location data reveals that a % of returning customers are likely contractors and other trade professionals, who are also frequenting construction sites, industrial estates and various home service & repair businesses day-to-day.

These frequent customers may be more inclined to shop with a particular chain compared to other returning customers.

Opportunity: Identify & segment frequent customers and increase brand loyalty amongst returning home improvement professionals.



Compared to the average American in 2H 2021, **returning customers** were more likely to frequent:



Returning hardware store shoppers are seeking **value & savings**

Returning customers may be encountering longer-than-usual project delays and budget constraints.

Material shortages & shipping delays are hijacking many costs involved with renovating a house, making renovating more costly and more drawn out than expected.

It comes at no surprise then that returning hardware store customers are highly influenced by **value & savings**, especially amidst rising inflation and a scorching hot housing market. Compared to the average American, this audience is more likely to shop at retailers known to offer low prices on everyday essentials.

Opportunity: Messaging around seasonal promotions and limited-time offers will resonate with cost-conscious homeowners.



Compared to the average American, returning home improvement shoppers are **more likely** to shop at places more commonly associated with **value & savings**, such as:

Flea Markets **+41%**
Warehouse Stores **+31%**
Discount Stores **+27%**
Outlet Stores **+15%**
Thrift/Vintage Stores **+15%**
Big Box Stores **+7%**

Some of their favorite retail brands include:

Burlington **+85%**
Ross Dress For Less **+70%**
JCPenney **+60%**
Smart & Final **+55%**
Big Lots **+55%**
BJ's Wholesale Club **+53%**
Dollar Tree **+44%**
Save-A-Lot Foods **+37%**

Trend 6:

Value is top of mind for today's homeowners & home improvers; Lower income consumers may be putting off home improvement projects due to financial constraint.

Hardware stores are seeing **fewer low income shoppers** compared to 2020

All three hardware store chains have continued to see the biggest share of overall traffic from consumers with annual income **under \$25K**. However, share of traffic amongst this lower income audience decreased in 2021.

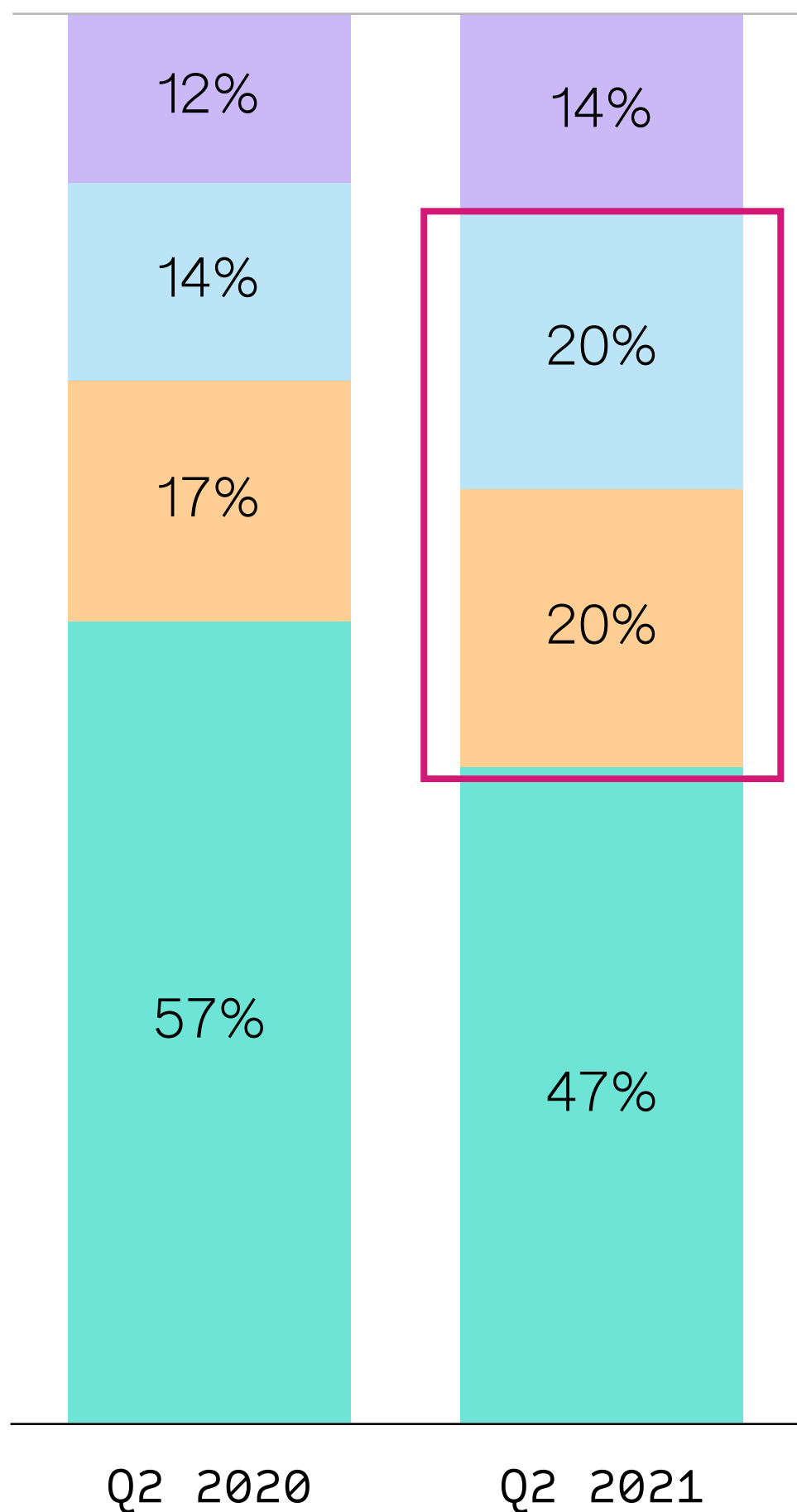
As a result, all three chains saw an increase in share of traffic from middle-income consumers (**\$25K-100K**) between Q2 2020 to Q2 2021. For instance, shoppers with annual income between 25K-100K accounted for 43% of total traffic to The Home Depot in Q2 2021 (up +9 % points from 34% of total traffic in Q2 2020).

This redistribution in share of traffic could mean that lower income consumers are putting off home improvement projects due to financial constraint.

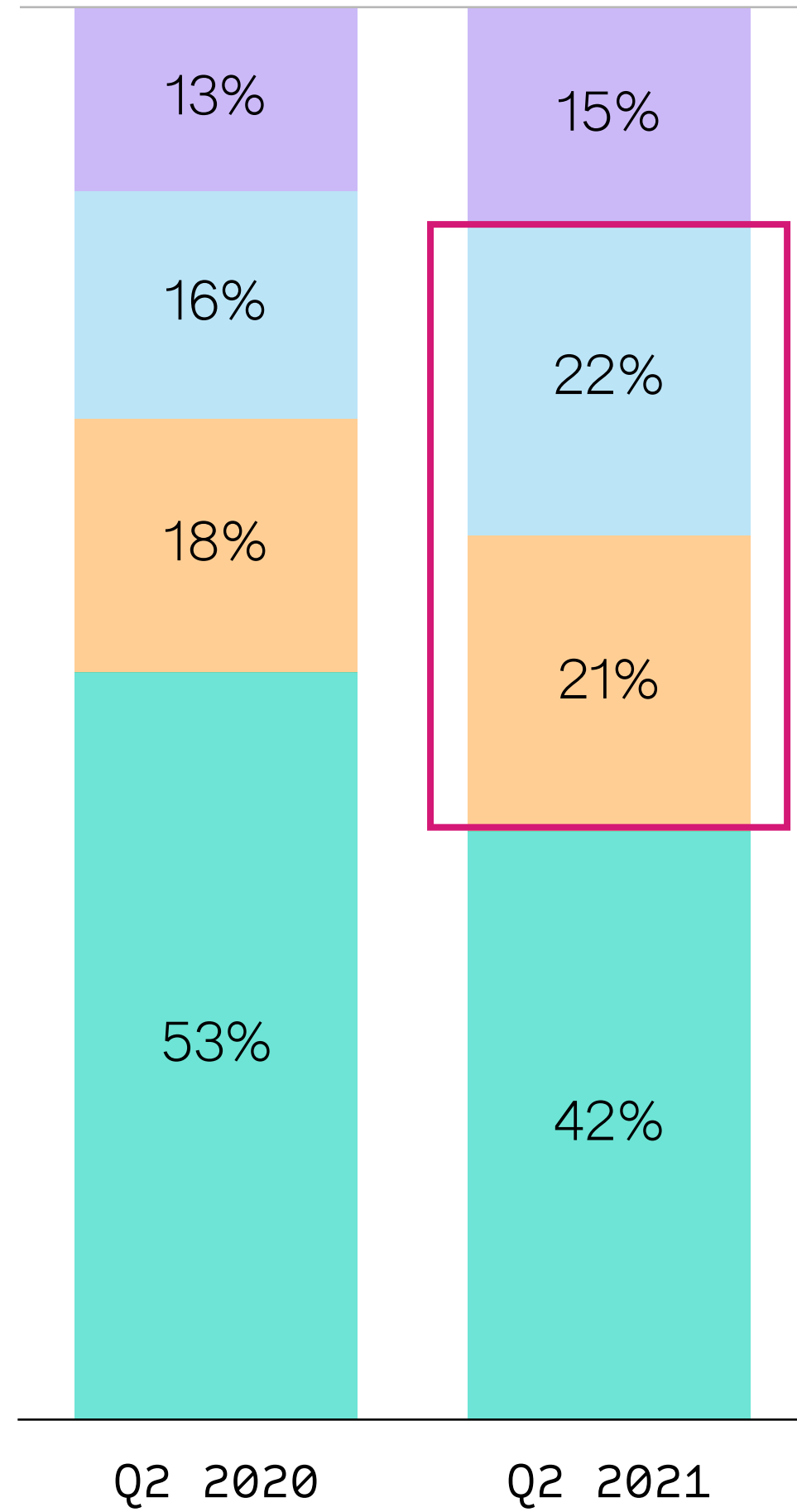
Share of Store Visits By Income

<25K 25K-50K 50K-100K 100K+

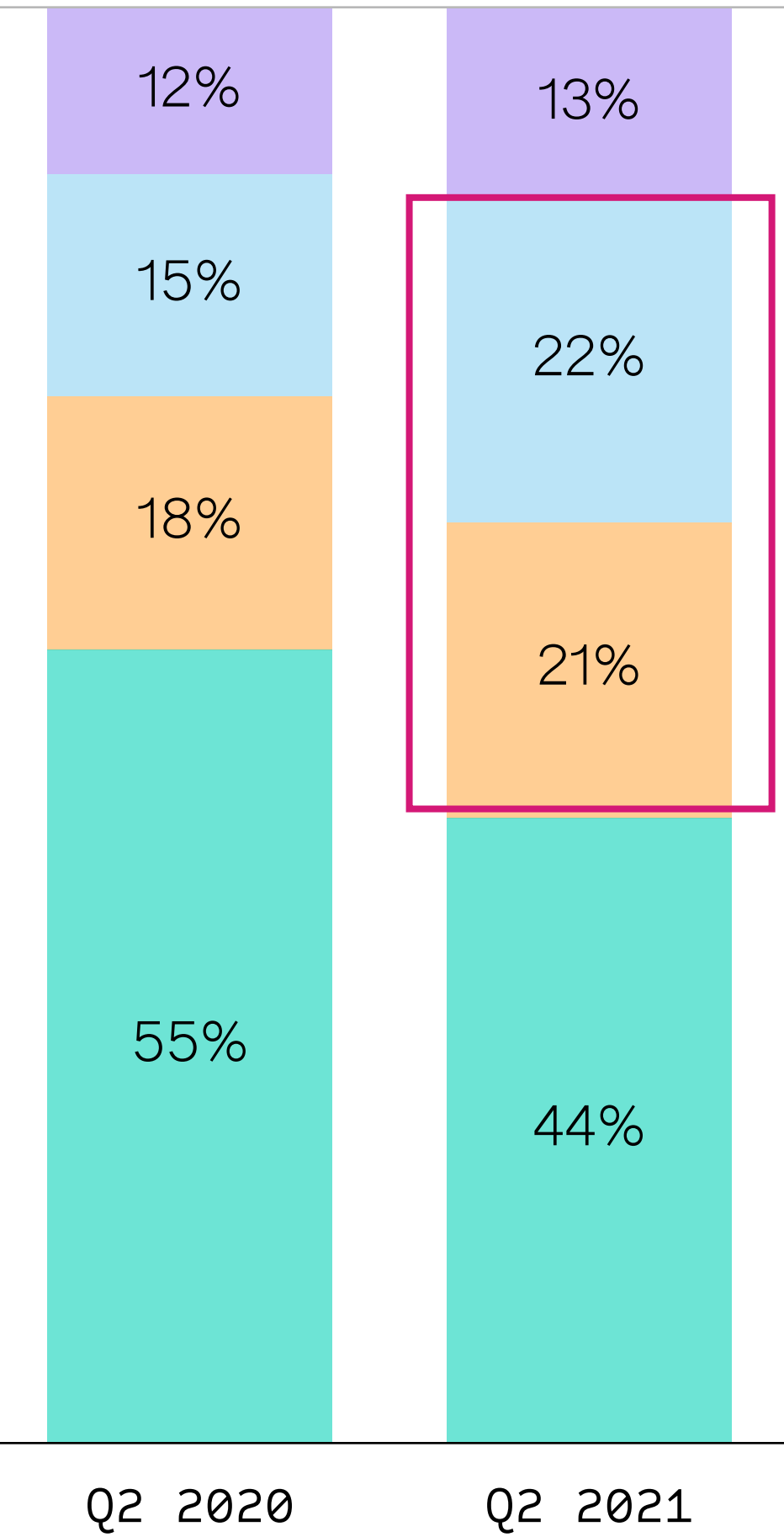
ACE HARDWARE



THE HOME DEPOT



LOWE'S

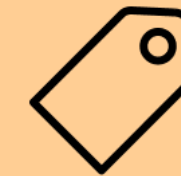


Some lapsed customers are seeking ways to cut costs and focus on **everyday savings**

Home ownership has become increasingly less attainable for budget-constrained consumers. This audience is increasingly searching for value & savings across shopping, travel and everyday life. Thus, **cost** may be a major obstacle to reengaging this lapsed customer cohort.

People who had visited a hardware store in the second half of 2020 but did not return in the second half of 2021 are more likely to have visited value-focused retail, travel and dining venues than the average American in recent months.

SHOPPING



Pick 'n Save +75%
Save-A-Lot Foods +66%
Price Chopper +57%
Food 4 Less +35%
Burlington +25%
The Salvation Army +24%
99 Cents Only +23%

Stop & Shop +22%
Family Dollar +21%
Famous Footwear +18%
Dollar General +18%
Big Lots +13%
Marshalls +5%
JCPenney +4%

TRAVEL



Americas Best Value Inn +31%
Best Western Plus +30%
Holiday Inn +22%
Comfort Inn & Suites +15%
Econo Lodge +13%

DINING



Subway +14%
Dairy Queen +14%
Pizza Hut +13%
Quiznos +12%
Applebee's +10%

SELF CARE



Supercuts +17%
Great Clips +11%

Trend 7:

While some lapsed customers may be focused on saving, others are spending on travel, urban nightlife & taking on other costly life projects.

So, who are the **lapsed customers**?

Compared to the average American, people who visited a hardware store in 2H 2020 but **did not return** in 2H 2021 are more likely to be...

Social City Crowd

Perhaps they've returned to major cities after temporarily relocating during the pandemic.

These city dwellers are more likely to frequent:

Karaoke Bars **+86%**
Sports Bars **+67%**
Breweries **+36%**
Comedy Clubs **+29%**
Bowling Alleys **+28%**
Casinos **+26%**
Music Venues **+30%**

Corporate Professionals

Location data reveals this audience is more likely to have returned to offices this past year, perhaps rendering them too busy to take on home improvement projects.

These busy professionals are more likely to frequent:

Conference Venues **+73%**
Advertising Agencies **+23%**
Coworking Spaces **+12%**

Recent Retirees

Older Americans may have retired and/or relocated to assisted living developments this past year.

They're frequenting:

Golf Courses **+31%**
Casinos **+26%**
Lakes **+24%**
Assisted Living Facilities **+9%**

They're also **14X** more likely than the average American to visit **Veteran's Organizations**

Frequent Travelers & Nomads

Many Americans have taken advantage of flexible/remote work policies by exploring new cities for extended period of time. Some have even adapted a nomadic lifestyle.

They're frequenting:

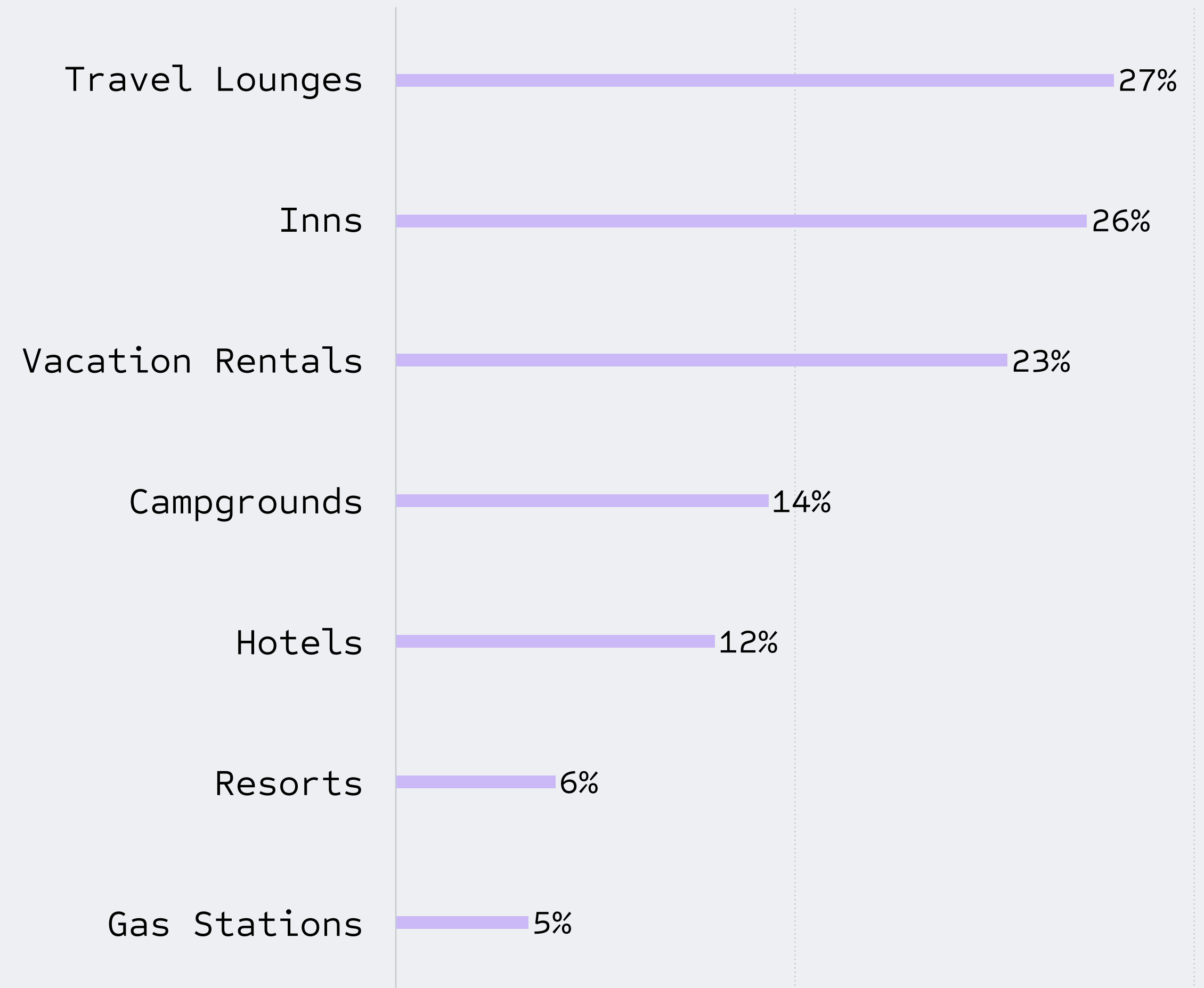
Travel Lounges **+26%**
Vacation rentals **+23%**

Lapsed customers are busy **traveling**, working remotely & living a nomadic lifestyle

While many Americans relocated from major cities to more suburban areas during the pandemic, some Americans have adopted a more nomadic lifestyle.

This audience enjoys traveling and new experiences. Many corporate professionals are taking advantage of more flexible WFH guidelines, and moving around more often vs. settling down in a single place. Thus, home improvement is no longer top-of-mind for this nomadic audience.

Compared to the average American, lapsed customers were more likely to frequent places commonly associated with travel in 2H 2021:

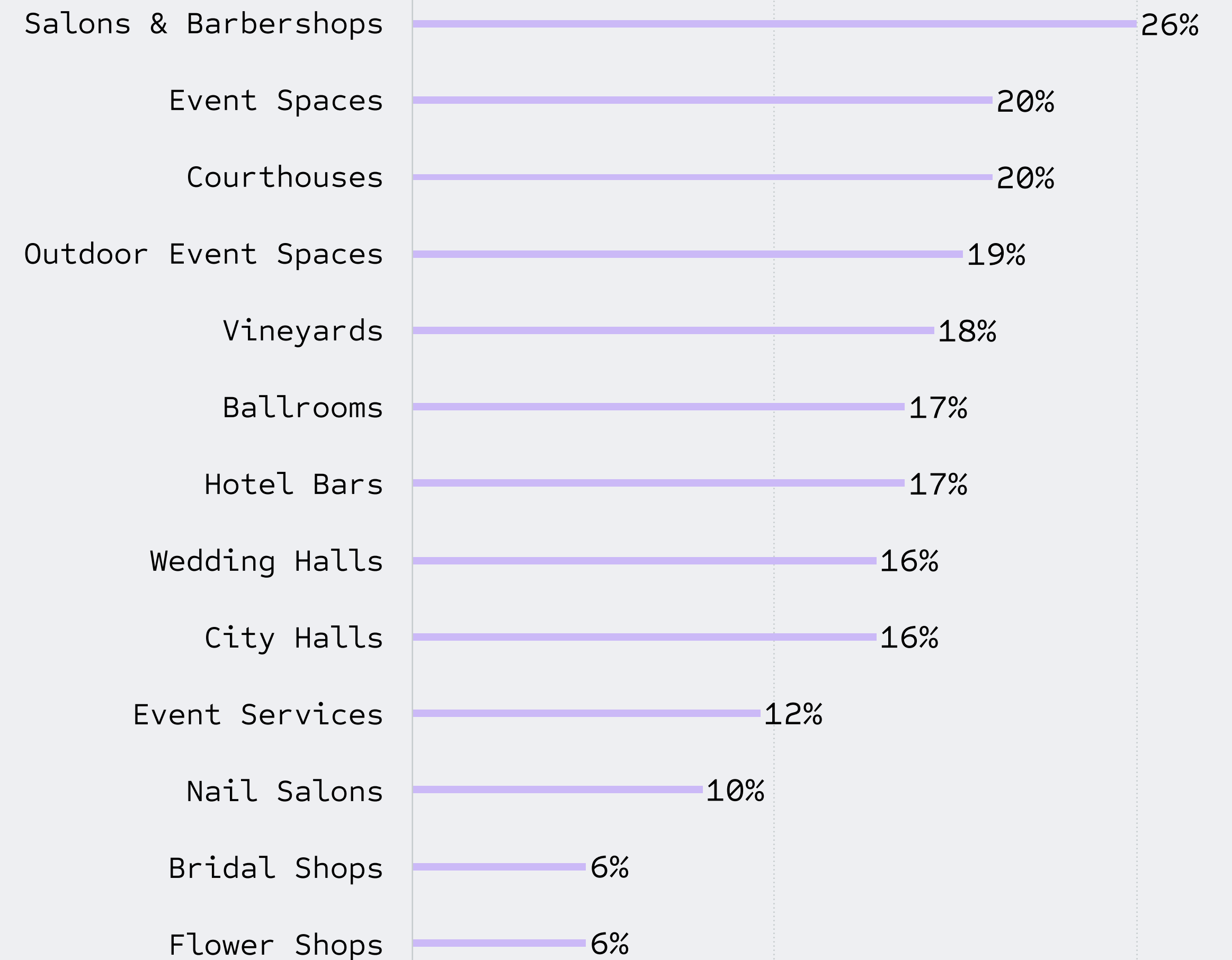


Lapsed customers are **engaged couples** & **newlyweds**

Location data suggest that this audience is undergoing some big life experiences that require a lot of time, money and planning — **engagements & weddings**.

Their days are consumed with project planning, booking venues and making other arrangements in the months leading up to their big day. These engaged couples & recent newlyweds may be too busy to take on other time consuming and costly projects.

Compared to the average American, lapsed customers were more likely to frequent places commonly associated with wedding planning in 2H 2021, such as:

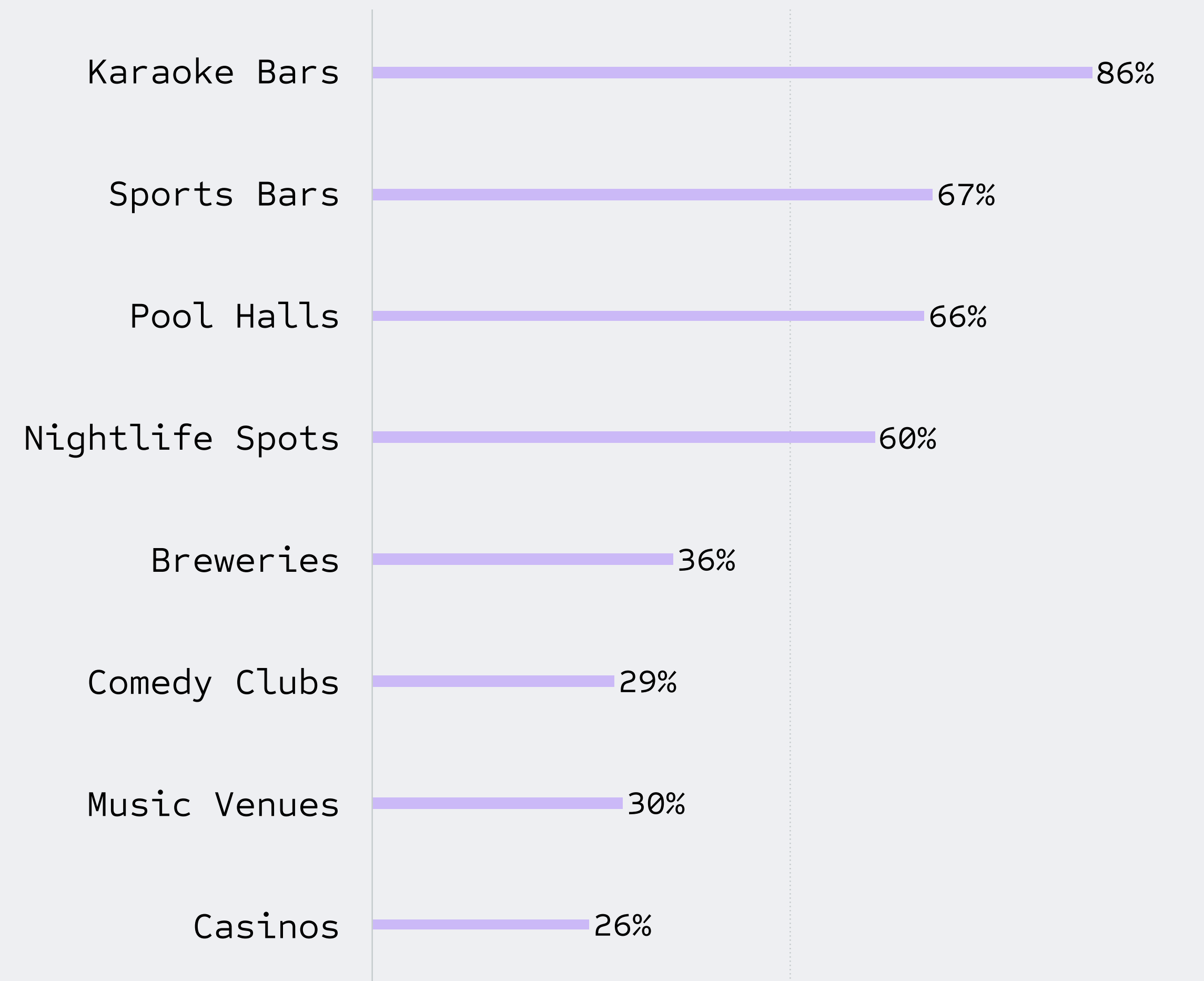


Lapsed customers have returned to **cities** and resumed their usual **social lives**

Many urban dwellers temporarily relocated to more suburban areas at the height of the pandemic. Now that life is returning to normal, many of these younger Americans have since returned to major cities across the country. In doing so, they've also shifted to spending more on nightlife & social activities.

Location data reveals that this audience is +10-14% more likely to frequent **laundromats** and **laundry services** compared to the average American, further suggesting they're more likely to reside in **urban areas**.

Compared to the average American, lapsed customers were more likely to frequent places commonly associated with cities & nightlife in 2H 2021:

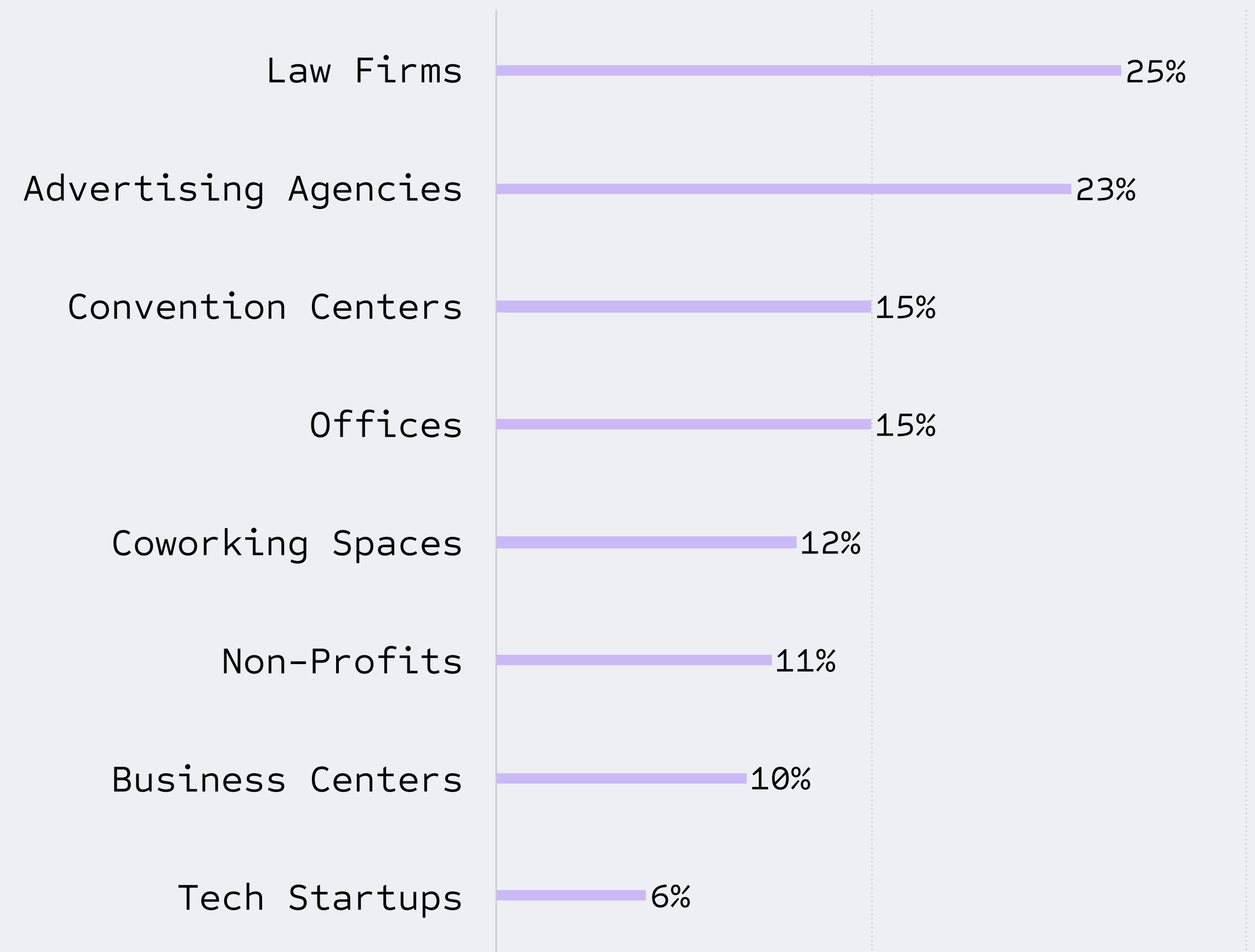


Lapsed customers are more likely to have **returned to offices** this past year

Location data suggests that lapsed customers are more likely than the average American to have returned to their workplace in the second half of 2021.

Between commuting, running errands and spending time with friends & family, this audience may not have as much time to take on new home improvement projects.

Compared to the average American, lapsed customers were more likely to frequent places commonly associated with the corporate workplace in 2H 2021:



Activate with Foursquare: Learnings, Predictions & Opportunities

Learnings, Predictions & Activation Opportunities



Supply chain disruption & inflation will continue to impact consumer behavior in-stores.

OPPORTUNITY

Supply chain disruption and rising inflation could be driving brand loyalists to visit competitors' stores.

Target consumers around competitor retailers to influence buyer behavior, using location data to identify brands with the highest penetration, visit frequency, or audience overlap.



The home improvement boom will remain prominent throughout 2022.

OPPORTUNITY

Identify home improvement shoppers in different life stages (new homeowners vs renovators) with changes in foot traffic patterns, visit frequency & brand affinities.

Other retailers (warehouse, big box) can also capitalize on these trends to **optimize store layouts and product placement**, by placing home improvement products near the front of the store.



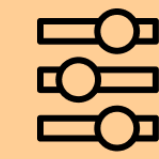
Today's home improvers are thrifty DIYers & value-conscious shoppers.

OPPORTUNITY

Identify distinct cohorts of consumers based on their foot traffic patterns and brand affinities, differentiating thrifty first-time homebuyers vs. affluent homeowners, and moving intenders vs. recent movers.

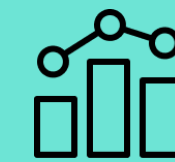
Reach cost-conscious home improvement shoppers in real-time with an ad or coupon while they're at or nearby a store.

Activate with Foursquare today



Segment Audiences

Identify consumers in different life stages with changes in foot traffic patterns, visit frequency & brand affinities



Measure Impact

Monitor how cross platform advertising is driving visits to store locations, optimizing performance in real-time



Understand People & Places

Use insights on lifestyles & brand preferences to influence future growth initiatives

Reach new customers & align with the right moments with Foursquare's **targeting solutions.**

FOURSQUARE /audience

Build **highly-customized, scalable audiences** based on real-world consumer behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

FOURSQUARE /proximity

Build **accurate, custom geofences** to reach consumers in geo-contextual real-time moments.

Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals

Recommended Targeting Strategies

OPPORTUNITY: Reach consumers who are most likely to shop for home improvement projects based on their real-world & online behavior.



Recommended Behavioral Audiences

- New Homeowners
- Recent Movers
- Future Movers
- In-Market Home Buyers
- Home Entertainers
- Home Decorators
- Home Improvement Shoppers
- Home Improvement DIY Shoppers
- Kitchen/Bathroom Remodelers
- Home Design Shoppers
- Mattress Shoppers



Recommended Proximity Audiences

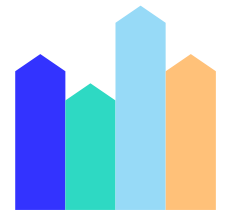
- **New Home Owner Points of Interest:** Reach consumers in real-time while they are at a location aligned with owning a new home (i.e. escrow companies, real estate agencies, mortgage brokers, etc.).
- **Moving & Storage Companies:** Reach consumers in real-time while they are visiting moving and storage companies.
- **Real Estate POIs:** Reach potential consumers by geofencing relevant real estate locations such as brokers, agencies, escrow companies, mortgage brokers, etc.
- **Home Improvement:** Reach consumers who are working on a home improvement or renovation projects in real-time. Reach consumers while they're shopping at retailers such as hardware stores, DIY shops, home appliance stores, and home furnishing, decor, and lighting stores.



Recommended Online Interest Audiences

- Real Estate Listings
- Home Improvement
- Construction & Power Tools
- Doors & Windows
- Flooring
- House Painting & Finishing
- Locks & Locksmiths
- Roofing
- Kitchen & Dining
- Interior Decor
- Appliances
- Yard & Patio

Understand the impact of your advertising



Understand the Customer Journey



Optimize Your Investments

FSQ/attribution



Accuracy at Our Core

With 10+ years of experience and **MRC accreditation**, we are the Industry leaders in location data with proven expertise across all verticals.



The Right Scale

Our Always-on data sources provide accuracy and scale with 300-1300 location data signals per device daily.



Accessibility

The largest media partnerships footprint by a wide margin: 550+. Available across all media channels & social networks.



Holistic Campaign Performance

Our Omnichannel Dashboard updates daily and allows marketers to optimize and maximize investments in flight.



Privacy-First

We are committed to building products with privacy-protecting features and holding our partners accountable.



Independently Vetted

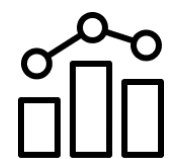
We are agnostic to platforms and because of our accessibility, you can use our data in walled gardens or not.

Beyond Marketing

Location technology and data can play a game-changing role in helping **retailers** with the following strategic decisions and initiatives:



Determine optimal sites for new retail locations or develop properties based on foot traffic patterns to certain retail categories or chains.



Demand Forecasting



Optimize Store Layouts



Glean Competitive / Market Intelligence



Help home improvement shoppers find a retail location near them



Thank You

Emily Owayni
Senior Strategist, Insights
eowayni@foursquare.com