



# Uncovering the diversity of Millennial consumers

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FOURSQUARE



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# Overview

**Millennials**, also known as Generation Y, is the largest generation within the United States, consisting of over 72 million people.

Millennials dominate both the country's workforce and consumer base, making them an important target audience for many brands & marketers. But not all Millennials are the same. As of this year, they range in age from 26 to 41, consisting of grad school students, parents (to both newborns and college students) and corporate leaders.

While many generalizations have been made about Millennials' behaviors, interests and preferences, we aim to uncover the unique nuances that exist within various subsets of this expansive and complex population.

In our latest research research analysis, we took a closer look at foot traffic patterns based on differing lifestyles & geographies to help brands & marketers identify and distinguish these unique and diverse consumers.





# 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 aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.

**Analysis Period:** July 1 2021 - December 31 2021

**Indexed Affinities** indicate the times (or percentage) 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 defined as the percentage of a group that have visited a given category or chain at least once

**Millennial Consumers** is defined as Americans between the ages of 25 and 40 (in 2H 2021).





# Millennial Audience Definitions

Within the context of this analysis, **Millennial Consumers**, is defined as Americans between the ages of 25 and 40 (in 2H 2021).

## LIFE STAGES

**Professional Millennials** is defined as Americans 25-40 who made at least 3+ visits to ‘professional’ venues in 2H 2021.

**Grad Student Millennials** is defined as Americans 25-40 who made at least 3+ visits to a medical school or law school in 2H 2021.

**Parent Millennials** is defined as Americans 25-40 who made at least 3+ visits to elementary and middle schools in 2H 2021.

**Home Owner Millennials** is defined as Americans 25-40 who made at least 3+ visits to real estate , furniture, and storage venues in 2H 2021.

## LIFESTYLES & AFFINITIES

**Affluent Millennials** is defined as Americans 25-40 with annual income exceeding \$100K in 2H 2021.

**Sustainable Millennials** is defined as Americans 25-40 who made at least 3+ visits to: EV charging stations, Thrift/Vintage Stores, Vegan/Vegetarian restaurants and/or Recycling Facilities in 2H 2021.

**Cost-Conscious Millennial Consumers** is defined as Americans 25-40 who made at least 3+ visits to a discount and/or outlet stores in 2H 2021.

**Healthy Millennials** is defined as Americans 25-40 who made at least 3+ visits to: gyms, fitness studios, acupuncturists and/or Health Food Stores in 2H 2021.

**Traveler Millennials** is defined as Americans 25-40 who made at least 3+ visits to an airport in 2H 2021.

## GEOGRAPHIES

**Urban Millennials** is defined as Americans between the ages of 25 and 40 who home zip code is greater than 3,000 persons per square mile.

**Suburban Millennials** is defined as Americans 25-40 whose home zip code is between 1,000-3,000 persons per square mile.

**Rural Millennials** is defined as Americans 25-40 whose home zip code is in an area with less than 1,000 persons per square mile.

# Did You Know?



## **Millennial grad school students are more likely to rent out storage space**

Millennial grad school students are +22-96% more likely than the average American to visit Public Storage, Extra Space Storage, and CubeSmart.



## **Millennial home owners are more likely to stay home**

Millennial home owners might be taking fewer vacations than most. They're -18-36% less likely than the average American to visit airports, hotels, travel lounges, and vacation rentals.



## **Health-conscious Millennials are willing to spend more on groceries and other goods, such as clothing**

Health-conscious Millennials are -12-13% less likely to visit discount stores and flea markets, and +16-23% more likely to visit department and clothing stores, than the average American.



## **Rural Millennials have the greatest affinity for discount & big box stores**

Millennials in rural areas are +31-37% more likely than the average American to shop at big box and discount stores. These shoppers are relying more heavily on exclusive membership savings amidst rising inflation.



## **Sustainable Millennials are more likely to maintain fitness routines**

Sustainable Millennials are +25-40% more likely than the average American to frequent yoga studios, martial arts schools, and boxing gyms to maintain physical health.



## **The vast majority of Millennials order fast food, especially in rural areas**

98% of Millennials visited fast food restaurants in 2H 2021. On top of that, this audience was +9% more likely to visit QSRs than the average American. Rural Millennials have an even stronger affinity at +23%.

Use location as a proxy to understand  
**Millennial** consumers' distinctive **life stages**.



# Millennials are shopping for a wide variety of occasions

As the largest consumer base in the U.S., Millennials are a powerful and expansive audience—encompassing an array of subgroups, from grad students in their mid-20s to soon-to-be empty nesters over 40.

The multitude of life stages being experienced across the generation make Millennials the perfect audience for a variety of different verticals.

Today, the eldest of Millennials can still remember a time before the prevalence of eCommerce, while for the youngest members of this generation, digital conveniences had been well-established by the time they attended college and entered the workforce. Experiencing both methods of shopping, has made Millennials a major driver of the hybrid BOPIS option (buy online, pick-up in stores).

This is great news for brands who want to reach new consumers digitally and/or physically.





# Despite driving online retail sales, Millennials enjoy **shopping in-store**

90%+ of Millennial Americans made at least one trip to a big box or department store IRL in the second half of 2021.

Though Millennials account make up 37.4% of online shoppers\*, the convenience of shopping from their phone hasn't kept them away from physical stores.

In fact, Millennials are the largest group of curbside pickup shoppers (70% of Millennials use curbside pickup vs 60% of all consumers). More than any other generation, Millennials feel that curbside pickup is faster, more efficient, safer, and allows for easier browsing (compared to in-store shopping).

% of Millennials Americans (25-40) who visited a retail category in person at least once in the second half of 2021...

94%

BIG BOX STORES

69%

FURNITURE/HOME STORES

90%

DEPARTMENT STORES

66%

ELECTRONICS STORES

89%

CLOTHING STORES

64%

WAREHOUSE STORES

83%

HARDWARE STORES

61%

BEAUTY STORES



# Millennials have a strong affinity for **fast food**

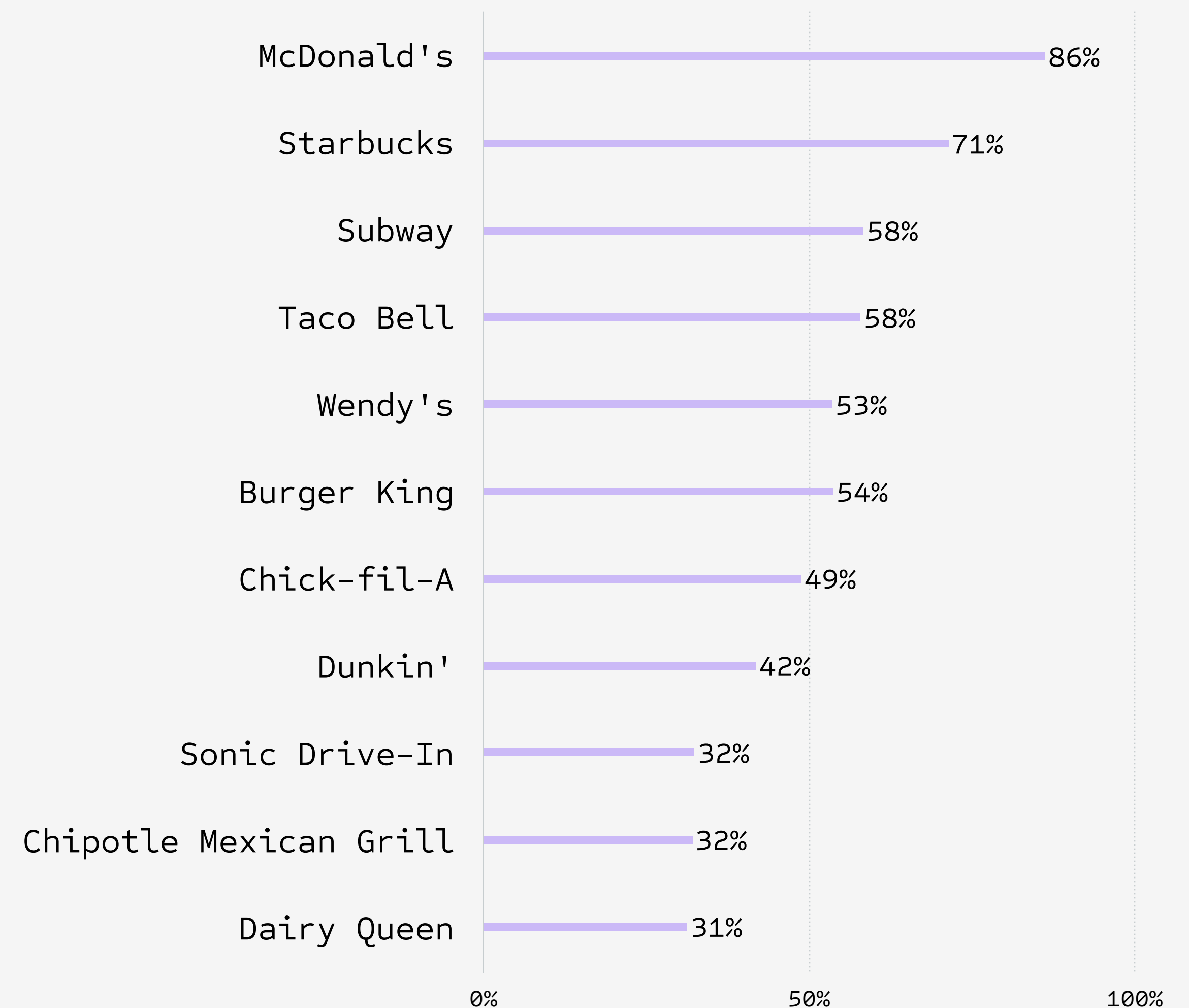
**98% of Millennial Americans visited a fast food restaurant at least once in the second half of 2021.**

For over 3/4 of Millennials, the primary appeal of fast food is the **convenience**, followed by taste (32%) and affordability (28%).

According to a survey by Segmanta, 88.4% of Millennial consumers typically get fast food via **pickup (online/app orders) or drive-thru**. This preference has become increasingly popular amongst all generations as a result of the pandemic.

Affinity data reveals that McDonald's, Starbucks, Subway and Taco Bell rank amongst the QSR chains that Millennials are frequenting the most.

% of Millennial Americans who dined at various QSR chains in 2H 2021:





# Millennials are experimenting in the **kitchen**

Though Millennials cook at home a lot less often than older generations, many have begun cooking at home more than usual as inflation has driven up the cost of dining out.

Millennials are enjoying perfecting the skill. In a survey conducted by Cinch Home Services, Millennials were the generation most likely to say they experiment with ingredients when cooking at home. 70% of Millennials say that they've tried recipes that they've found through viral social media trends.\*

% of Millenial Americans who visited various grocery retailers at least once in the second half of 2021...

**99%**

GROCERY STORES

**32%**

ORGANIC GROCERIES

**39%**

WINE SHOPS

**30%**

HEALTH FOOD STORES

**35%**

FARMERS MARKETS

**15%**

GOURMET SHOPS



# Millennials enjoy a greater variety of **alcoholic beverages**

While older generations tend to stick to staple categories such as beer or wine when they imbibe, Millennials are more likely to seek a variety of alcoholic beverages.

On the alcohol delivery app Drizly, Millennials over-index on tequila and ready-to-drink cocktails, at 20% and 5.2% of spirits share, respectively. Whiskey accounts for 37% of spirits share among Millennials on the app.

Millennials are also adventurous within staple categories such as beer. Unlike Boomers and Gen Xers who stay loyal to beer brands, Millennials are more likely to purchase craft beer. 50% of younger Millennials (ages 25-34) purchase craft beer compared to 36% of U.S. consumers overall.



Compared to the average U.S. consumer, Millennial Americans were more likely in 2H 2021 to have visited...

**22%**

Sake Bars

**11%**

Cocktail Bars

**2%**

Whisky Bars



# Self care is a top priority for Millennials

Millennials have long been at the forefront of the self-care movement. Though the trend is usually associated with the younger members of the generation, older Millennials invest in taking care of themselves as well.

Older American Millennials (ages 35-44) tend to have less leisure hours than any other age group. Despite this, they spent 21 more minutes on personal care in 2021 than they did in 2003. In general, Millennials spend \$115 per month on beauty, fitness, and wellness, the most of any generation.\*



**Compared to the average U.S. consumer, Millennial Americans were more likely in 2H 2021 to have visited...**

Perfume Shops <b>+32%</b>	Massage Studios <b>+6%</b>
Cosmetics Shops <b>+17%</b>	Salons / Barbershops <b>+5%</b>
Acupuncturists <b>+16%</b>	Nail Salons <b>+5%</b>



# Millennials prefer **on-demand entertainment**

More than any other generation, Millennials prefer instantaneous entertainment.

In Q2 2022, Millennials watched -14% less linear TV compared to the average U.S. household. Millennials also account for the largest share of subscribers across all major video-on-demand services.

Millennials aren't only turning to small screens for their immediate entertainment needs. Over half (52%) of Millennials visited a movie theater at least once in the second half of 2021. They were also +18-33% more likely than the average American to visit major theater chains including AMC, Regal and Cinemark.



Compared to the average U.S. consumer, Millennial Americans were more likely in 2H 2021 to have visited...

**33%**

AMC Theatres

**21%**

Regal Cinemas

**18%**

Cinemark



# Millennials by life stages



Leverage location data  
to identify & distinguish  
Millennial consumers in  
various **life stages**

### Grad School

**7%**

of Millennial Americans  
visited a medical school  
at least once in the  
second half of 2021

### Professional

**73%**

of Millennial Americans  
visited an office at least once  
in the second half of 2021

### Parenthood

**62%**

of Millennial Americans  
visited an elementary  
school at least once in  
the second half of 2021

### Home Ownership

**16%**

of Millennial Americans  
visited a real estate  
office at least once in  
the second half of 2021

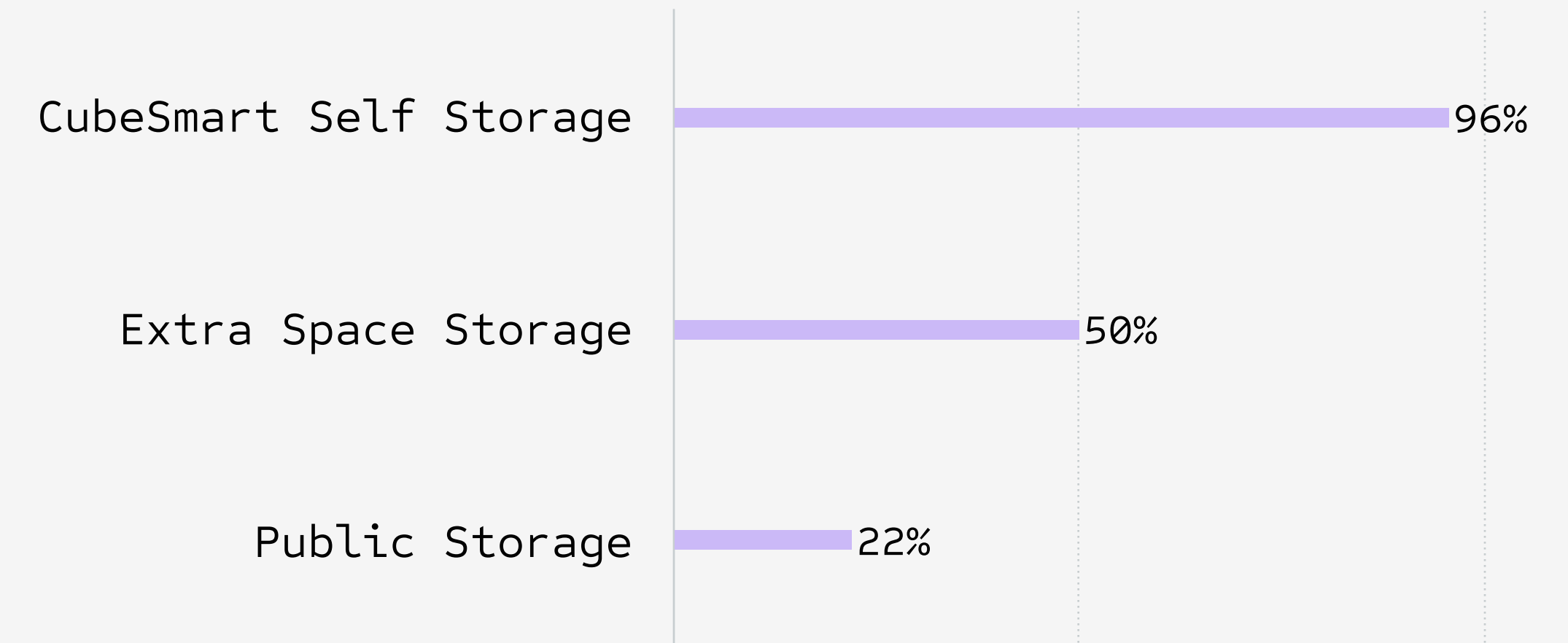


# Millennial grad school students have yet to **settle down**

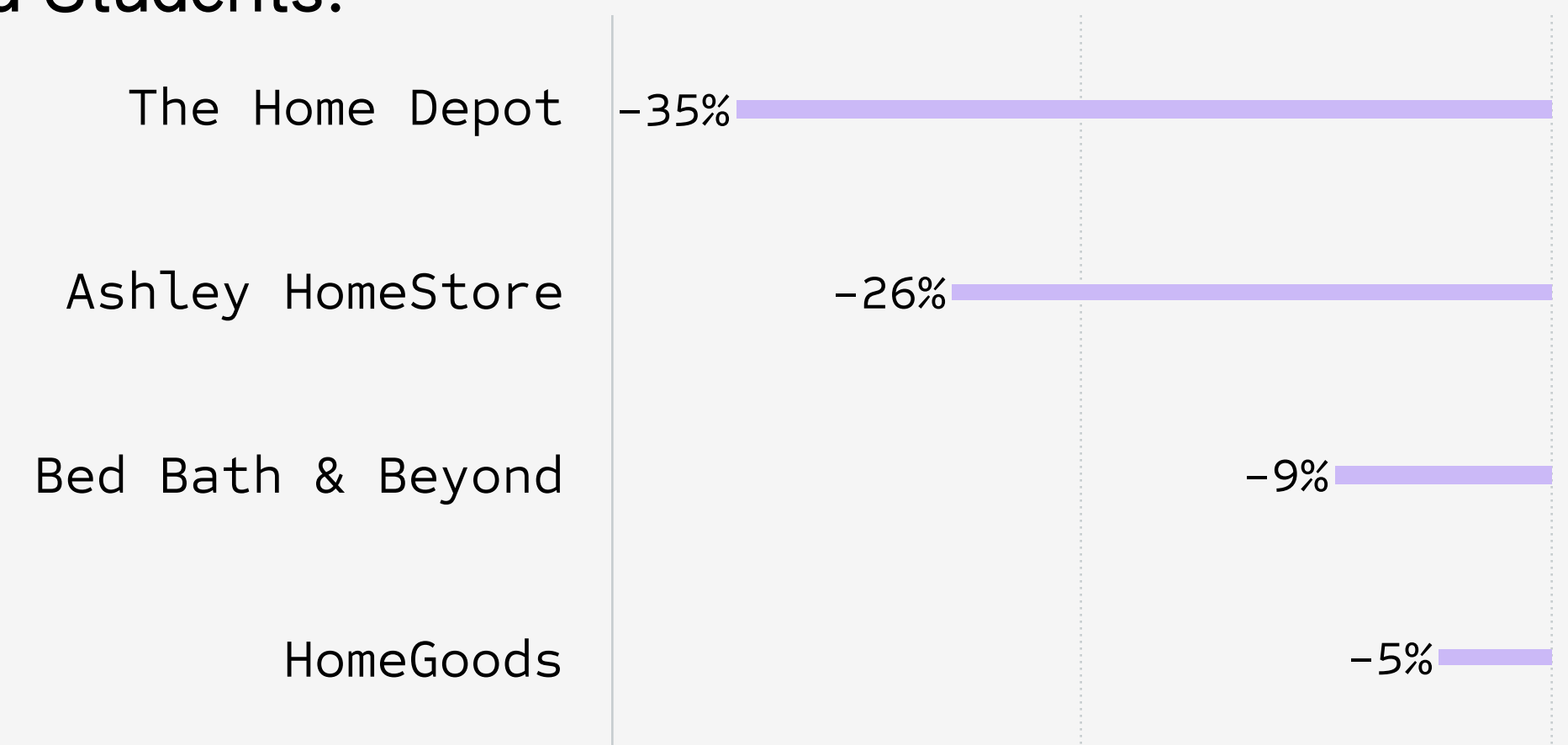
Grad school students often relocate to new cities to pursue their degrees. But since their time in school is only temporary, many Millennial grad school students are putting away furniture and other nonessential belongings in storage until they graduate. In fact, Millennial grad school students were +18% more likely than the average American to visit a storage facility in the second half of 2021.

And given the temporary nature of their time away from home, Millennial grad school students aren't investing too heavily into furnishing or decorating. They were -10% less likely than the average American to visit furniture / home stores in the second half of 2021.

## Top Storage Chains Amongst Millennial Grad Students:



## Home Goods Chains Under-Indexing With Millennial Grad Students:

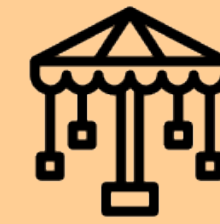




# Professional Millennials balance work with **play**

73% of Millennials work more than 40 hours a week, and over 1/4 juggle 2 or more jobs. Burnout has made work-life balance a priority in their lives.

Our data shows that, outside of work, professional Millennials were more likely than the average American to visit various entertainment & nightlife venues in the second half of 2021, including theme parks, arcades, and nightclubs.



Compared to the average U.S. consumer, **professional Millennials** were more likely to have visited...

Theme Parks **+34%**

Gay Bars **+30%**

Hookah Bars **+28%**

Zoo Exhibits **+24%**

Roof Decks **+21%**

Movie Theaters **+18%**

Arcades **+17%**

Nightclubs **+14%**



# Location data reveals **where** professional Millennials are going for their...

## WORK CLOTHES

Nordstrom +37%  
Rainbow +36%  
Nordstrom Rack +33%  
H&M +32%  
Burlington +31%  
EXPRESS +31%  
Macy's +30%  
Ross Dress for Less +30%  
Banana Republic +28%  
Forever 21 +27%  
GAP +26%

## MORNING COFFEE

The Coffee Bean & Tea Leaf +29%  
Peet's Coffee & Tea +27%  
Starbucks +18%  
Dutch Bros. Coffee +15%  
Caribou Coffee +4%  
Dunkin' +2%

## LUNCH

El Pollo Loco +38%  
Shake Shack +33%  
The Habit Burger Grill +27%  
Charley's Grilled Subs +25%  
In-N-Out Burger +23%  
Chipotle Mexican Grill +23%  
Boston Market +22%  
Potbelly Sandwich Shop +22%  
Panda Express +21%  
Jack in the Box +21%  
Noodles & Company +20%



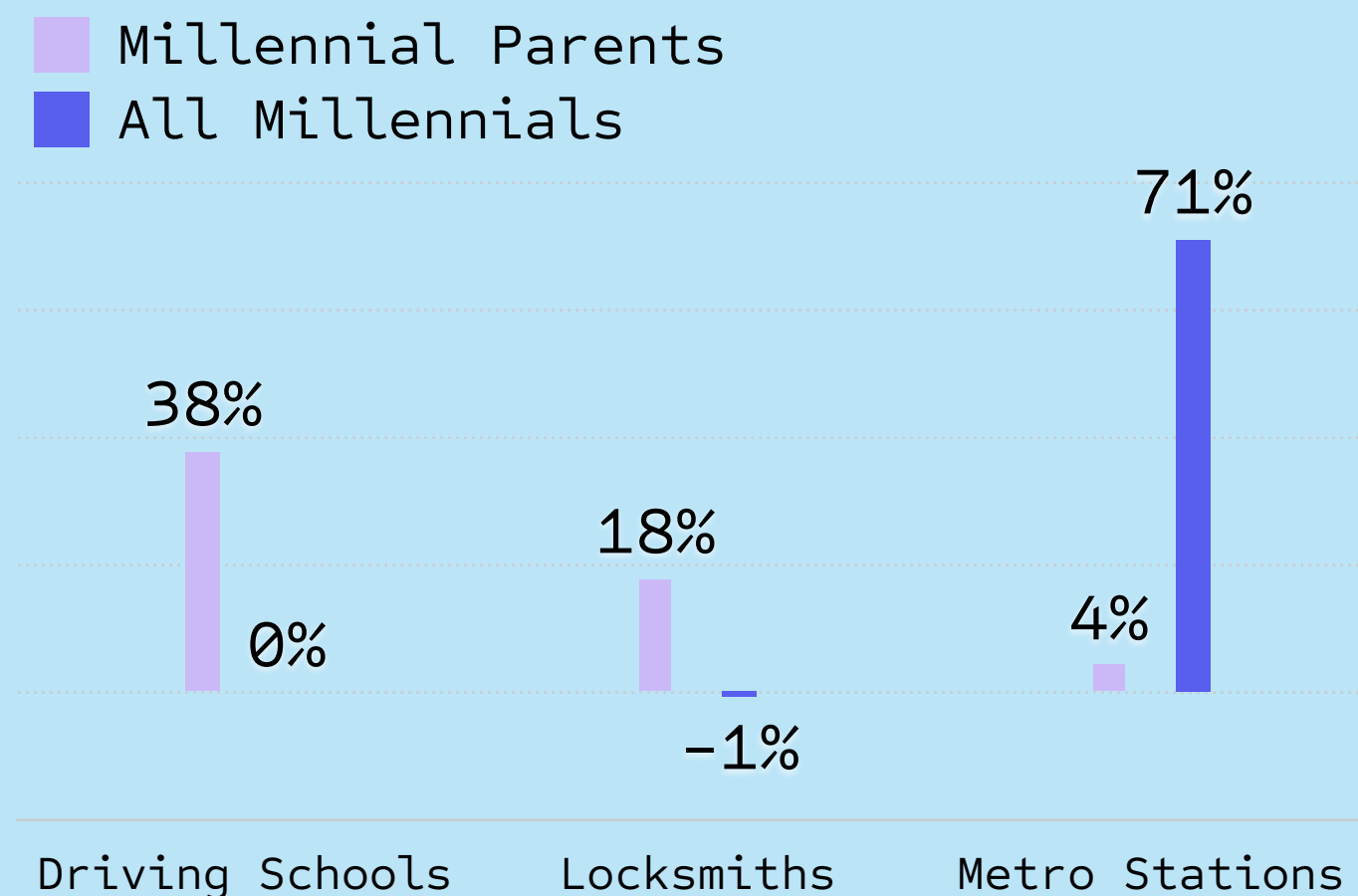
# Millennial Parents

Due to virtual schooling and WFH policies during the pandemic, Millennial parents have developed a rather close bond with their Gen Alpha kids, dubbed "mini Millennials", and have been working to give them the best life.

## They live in the suburbs

Millennial parents move to the suburbs to provide more space for their family.

Compared to the average Millennial, parents of this generation have stronger affinities for places typically found in suburban areas, and less affinity for urban places.



## They're making the most of limited wealth

Millennials have less wealth than previous generations, but aren't letting that limit their ability to provide for their kids.

And compared to the average American, Millennial parents are more likely to frequent...

Check Cashing Services **+24%**

Pawn Shops **+21%**

Outlet Malls **+14%**

Outlet Stores **+12%**

Discount Stores **+2%**

They're favorite chains include...

dd's DISCOUNTS **+66%**

99 Cents Only **+41%**

Ross Dress for Less **+30%**

## They are keeping their kids active outside of school

75% of Gen Alpha parents play sports with their kids compared to 63% of Gen Z parents.

And compared to the average American, Millennial parents are more likely to frequent...

Basketball Courts **+33%**

Baseball Fields **+30%**

Skate Parks **+29%**

Soccer Fields **+28%**

Martial Arts Schools **+28%**

Gymnastics Gyms **+24%**



# Millennial Home Owners

Millennials make up 43% of home buyers in the U.S. However, many remain 'unmortgaged' due to factors such as rising prices and outstanding debt. The barriers to ownership have led to similarities among those who manage to attain it.

## They're Parents

54% of Millennials want a home to raise a family in.

Compared to the average American, Millennial home owners are more likely to frequent...

Preschools **+50%**  
Private Schools **+46%**  
Child Care Services **+42%**  
Daycares **+42%**  
Baby Stores **+36%**  
Kids Stores **+28%**

KinderCare **+53%**  
The Children's Place **+35%**

## They're Cutting Back on Travel

47% of Millennials would be willing to delay vacations if it saved them enough money to buy a home.

Compared to the average American, Millennial home owners are less likely to frequent...

Vacation Rentals **-36%**  
Travel Lounges **-32%**  
Airports **-24%**  
Hotels **-18%**

They're least visited travel chains include...

Best Western **-32%**  
Comfort Inn & Suites **-31%**  
Delta **-28%**  
Holiday Inn Express **-27%**  
Days Inn **-26%**

## They Are Budgeting

56% of Millennials have less than \$25,000 in savings.

Compared to the average American, Millennial home owners are more likely to stretch their dollars further by shopping at places like...

Outlet Stores **+30%**  
Outlet Malls **+27%**

They're favorite discount chains include...

dd's DISCOUNTS **+46%**  
Food 4 Less **+37%**  
99 Cents Only **+35%**  
Ross Dress for Less **+35%**  
Premium Outlets **+30%**



Use location as a proxy to understand **Millennial** consumers' distinctive **lifestyles & preferences.**



# Leverage location data to identify & distinguish Millennial consumers based on **lifestyles & affinities**

## Health & Wellness

Compared to the average American, Millennial consumers are more likely to maintain healthy habits, like exercise & clean eating.

Juice Bars +21%  
Yoga Studios +19%  
Gyms & Fitness Studios +18%  
Salad Places +18%

## Luxury

Compared to the average American, affluent Millennial consumers are more likely to spend on fashion, travel & various athleisure activities.

Shopping Malls +53%  
Art Galleries +52%  
Ski Lodges +41%  
Jewelry Stores +36%  
Travel Agencies +22%

## Travel

Compared to the average American, Millennial travelers are more likely to spend on unique experiences.

Monuments / Landmarks +42%  
Art Museums +42%  
Sculpture Gardens +28%

## Value

Compared to the average American, Millennial consumers are more likely to seek out the best deals at..

Outlet Stores +25%  
Big Box Stores +5%  
Discount Stores +5%

## Sustainability

Compared to the average American, Millennial consumers are more likely to shop resale & cut down on animal product consumption.

Vegan & Vegetarian Restaurants +26%  
Thrift/Vintage Stores +2%  
  
-27% steakhouses  
-23% seafood restaurants



# Health-conscious Millennials spend more on food — and on **retail**

For Millennials in general, affordability is of less importance when it comes to shopping for groceries, compared to Gen Z, Gen X, and Boomers.

Our data shows that, compared to the average American, health-conscious Millennials were more likely to visit pricier organic grocery and health food stores, but were -9% less likely to visit regular grocery stores in 2H 2021.

Food isn't the only category health-conscious Millennials are willing to spend a little more money on. This particular subset of Millennials is also less likely to frequent bargain retail stores, like Dollar General (-31%).

Compared to the average U.S. consumer, health-conscious Millennials were more/less likely in 2H 2021 to have visited...



# Where are health-conscious Millennials eating?



Compared to the average U.S. consumer, **health-conscious Millennials** were more likely to have visited...

Shake Shack **+78%**

California Pizza Kitchen **+67%**

El Pollo Loco **+55%**

Boston Market **+52%**

The Habit Burger Grill **+51%**

Potbelly Sandwich Shop **+50%**

Chipotle Mexican Grill **+50%**

Wingstop **+48%**

The Cheesecake Factory **+47%**



# Millennial Travelers

Though heavily impacted by inflation, Millennials have been the driving force behind post-pandemic travel recovery. 71% of Millennials have stated their desire to travel in 2022.

## They Value Unique Experiences

Millennial travelers are more willing to spend money on unique experiences.

Compared to the average American, Millennial travelers are more likely to frequent...

Theme Park Attractions **+88%**

Cultural Centers **+54%**

Aquariums **+51%**

Monuments / Landmarks **+42%**

Art Museums **+42%**

Zoo Exhibits **+40%**

Science Museums **+39%**

## They Spend Less On Things

Studies have shown that Millennials generally prefer to spend on experiences over material things. Location data reveals that Millennial travelers are less likely to shop brick & mortar retailers, perhaps in an effort to save up for unique travel experiences.

Compared to the average American, Millennial parents are less likely to frequent...

Convenience Stores **-12%**

Drugstores **-12%**

Big Box Stores **-11%**

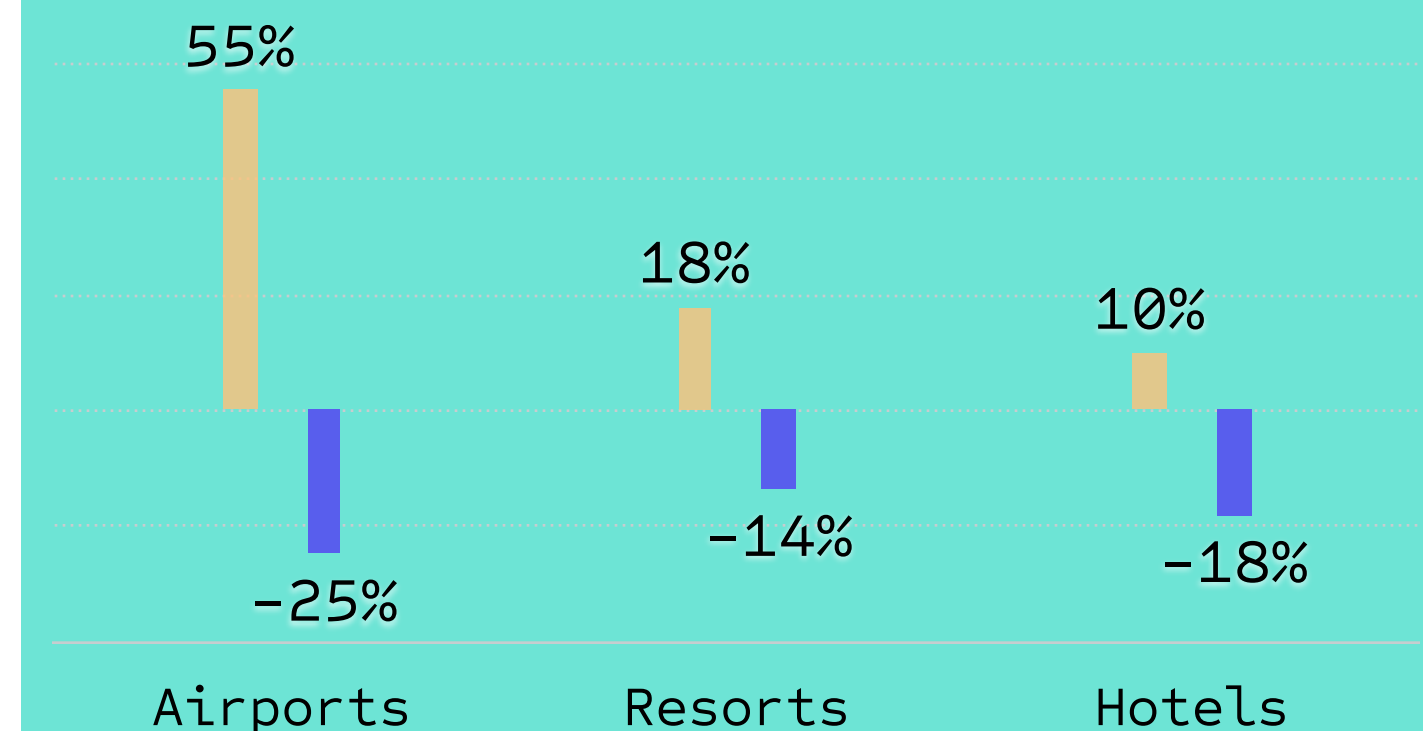
Warehouse Stores **-1%**

## They're More Affluent

Rising airfare costs has made travel less attainable for lower income Millennials.

Compared to the average Millennial, affluent Millennials are more likely to frequent travel-related venues.

■ Affluent Millennials  
■ All Millennials



# Location data reveals **where** Millennial travelers are most likely to make a booking...

## Hotels

Hyatt Place **+52%**  
Hilton Hotels & Resorts **+52%**  
Sheraton **+45%**  
Marriott Hotels **+41%**  
Embassy Suites by Hilton **+37%**  
Extended Stay America **+35%**  
DoubleTree by Hilton **+35%**  
Residence Inn Marriott **+28%**

## Car Rentals

Budget Car Rental **+64%**  
National Car Rental **+62%**  
Hertz **+61%**  
Avis Car Rental **+50%**  
Enterprise Rent-A-Car **+5%**



# Affluent Millennials are venturing into entrepreneurship

Millennials hold a lot less wealth than older generations, and there's a deepening wealth gap among its members. Despite this, the average Millennial net worth has doubled during the pandemic, jumping to \$127,793 in Q1 2022.

Affluent members of the generation have been making the most of their increase in wealth to start their own businesses. Over a quarter (27%) of Millennials say that their top financial goal is to **launch their own company**.

Our data shows that Millennials were hiring recruiters, networking at conferences, and booking office space to get their businesses off the ground in 2H 2021.



Compared to the average U.S. consumer, **affluent Millennials** were more likely to have visited...

Tech Startups **+116%**

Conferences **+103%**

Coworking Spaces **+48%**

Business Centers **+28%**

Recruiting Agencies **+21%**

Conference Rooms **+15%**

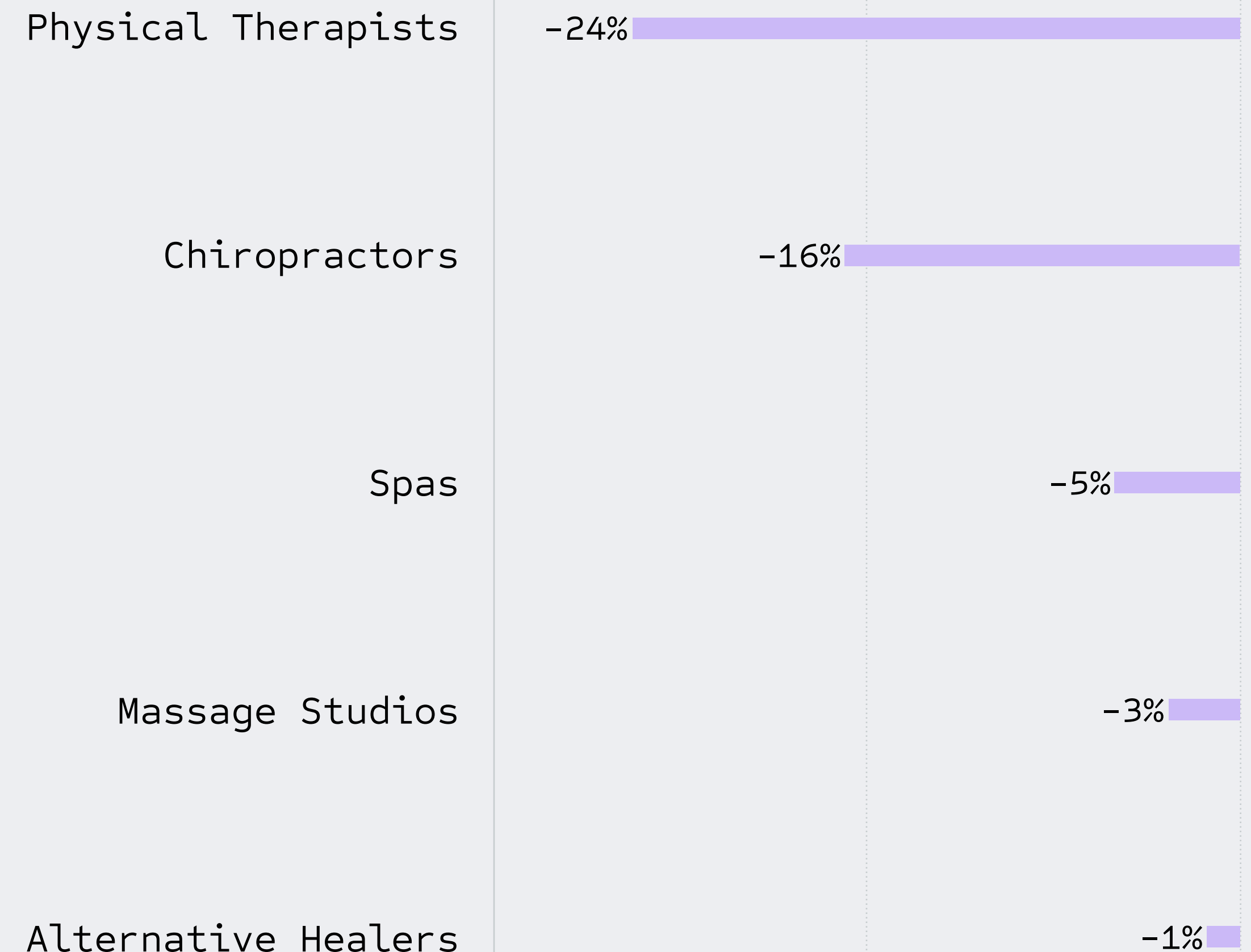
Convention Centers **+10%**

Meeting Rooms **+6%**

# Millennials cut down on **wellness** when budgeting

Millennials are the top target audiences for many health & wellness brands, spanning CPG products to massage and chiropractic care. And yet, when Millennials are looking to cut back on spending, they're more likely to drop wellness from their expenses.

Compared to the average U.S. consumer, cost-conscious Millennials were less likely in 2H 2021 to have visited...





# Location data reveals **where** cost-conscious Millennials are still spending money...

## CLOTHING

Nike Factory Store +54%  
Rainbow +49%  
GAP Factory Store +45%  
Burlington +44%  
Citi Trends +43%  
Macy's +42%  
Ross Dress for Less +39%  
H&M +38%  
Forever 21 +36%  
Premium Outlets +35%  
Hot Topic +35%

## ERRANDS / GROCERIES

dd's DISCOUNTS +67%  
99 Cents Only +60%  
Key Food +47%  
Food 4 Less +46%  
Duane Reade +40%  
Five Below +37%  
Family Dollar +27%  
Dollar Tree +25%

## KIDS ITEMS

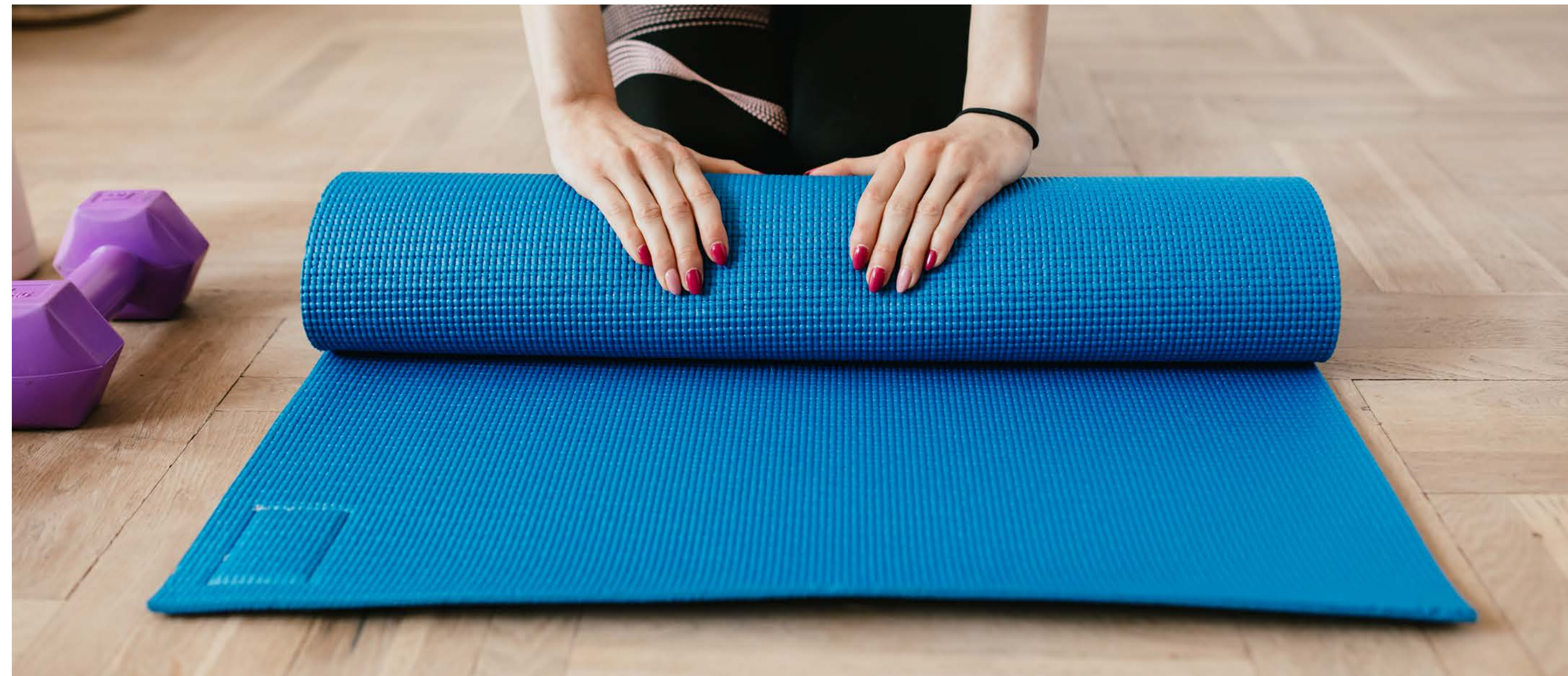
Justice +44%  
Disney Store +38%  
The Children's Place +37%  
Carter's +34%  
Chuck E. Cheese's +27%  
GameStop +25%



# Sustainable Millennials are taking care of the environment and **their bodies**

Sustainably-minded Millennials make an effort to keep the environment healthy by shopping secondhand and cutting down on meat consumption. They also work to keep themselves healthy by maintaining physical fitness routines.

Sustainable Millennials are more likely than the average American to visit gyms & fitness studios spanning boutique places for boxing, pilates, as well as traditional gyms like 24 Hour Fitness.



## Top Fitness Categories:

1. Boxing Gyms **+40%**
2. Bike Rentals **+36%**
3. Cycle Studios **+35%**
4. Pilates Studios **+27%**
5. Martial Arts **+26%**
6. Yoga Studios **+25%**



## Top Fitness Chains:

1. 24 Hour Fitness **+67%**
2. Gold's Gym **+51%**
3. Crunch Gym **+40%**
4. Orangetheory Fitness **+37%**
5. LA Fitness **+37%**
6. Planet Fitness **+19%**



# Millennial Insights By **Population Density** (urban, suburban, rural)

# Identify & distinguish various types of **Millennial** consumers based on **where they live**

With the rise of remote work, Millennials have more flexibility to move out of America's pricier urban areas. While many have flocked to the suburbs for more space, rising interest rates have kept them from buying in today's hot housing market.

Wealthy Millennials, however, have boomeranged back to cities, with 60% planning to buy a home in an urban areas, compared to 40% hoping to buy in the suburbs.

Location data reveals opportunities to reach Millennial consumers whether they're in dense urban areas or smaller suburban markets.

**Insight:** Not all Millennial consumers are the same. Location data can help you distinguish urban Millennials from rural Millennials, in order to craft the most relevant messaging for your audience.



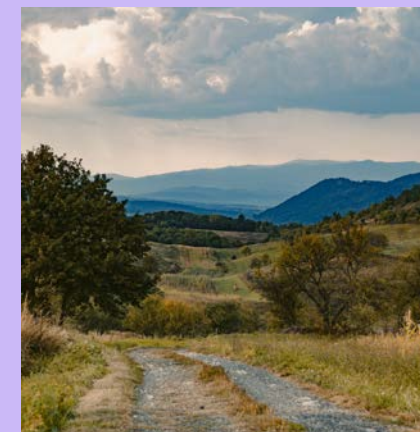
## Urban Millennials

Laundromats +75%,  
Apartment Buildings +73%  
Bagel Shops +57%  
Coffee Shops +37%



## Suburban Millennials

Private Schools +121%  
Preschools +93%  
Daycares +81%  
Child Care Services +80%



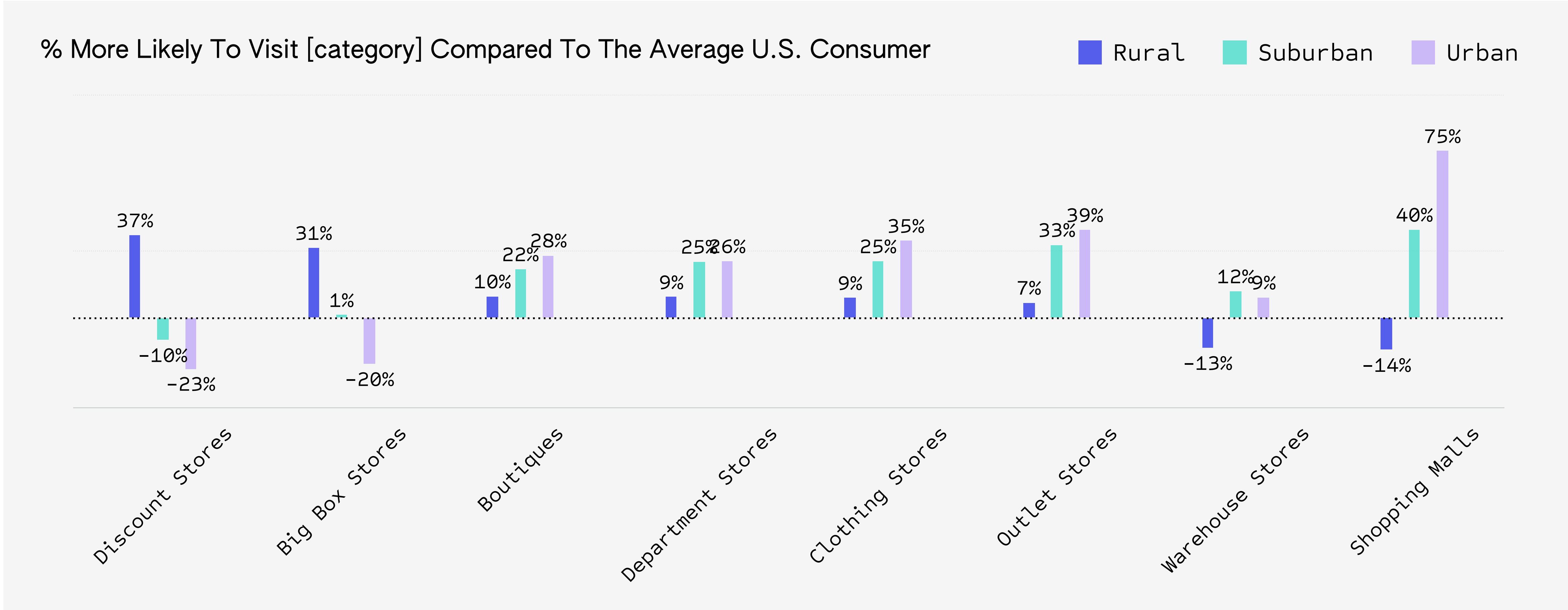
## Rural Millennials

Fishing Stores +29%  
Farms +25%  
Ski Lodges +16%  
Hot Springs +9%



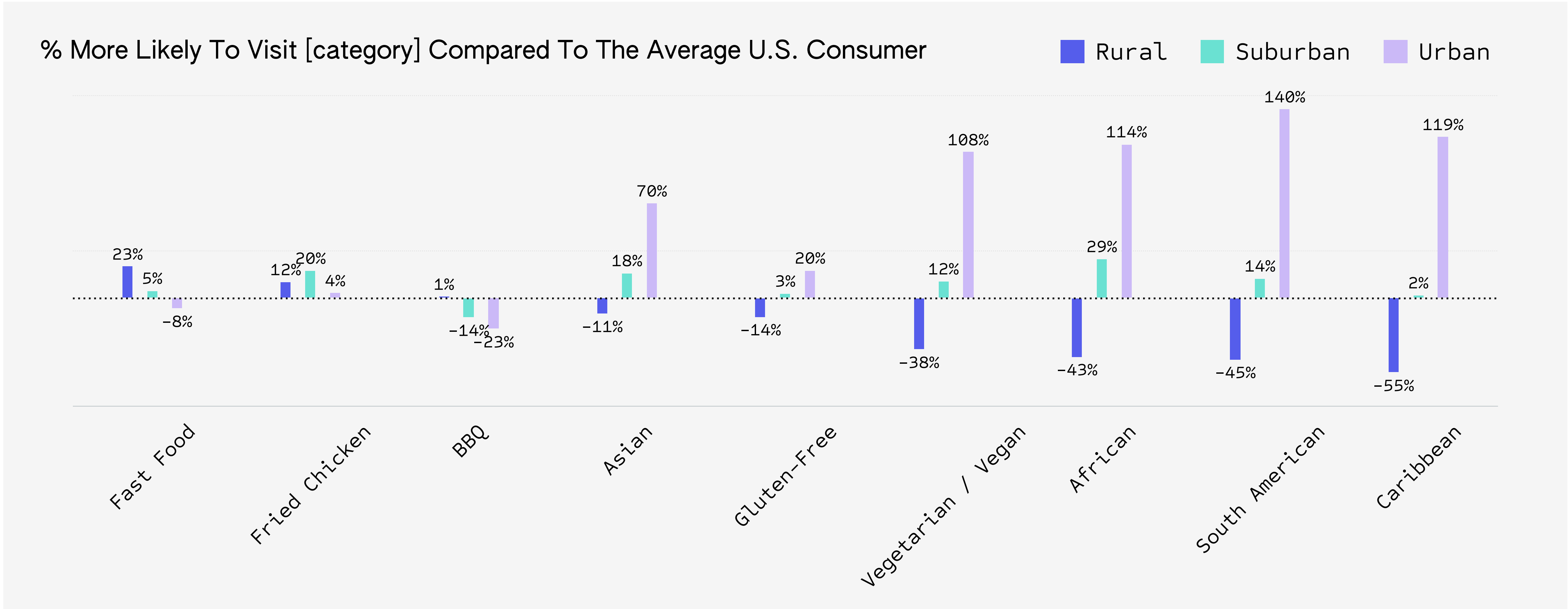
# Millennials' shopping preferences By Population Density

Millennials in rural communities have a stronger affinity for bargains and one-stop shops. They're +25% more likely to visit Walmart than the average American, while suburban and urban Millennials are less likely to visit Walmart at all. Urban Millennials gravitate towards malls, with access to shop across a larger variety of name-brands at once. Suburban Millennials, on the other hand, rely most on warehouse stores like Costco and Sam's Club for membership discounts on everyday essentials.



# Millennials' dining preferences By Population Density

Rural Millennials are more likely to dine at fast food and meat-heavy restaurants. Urban Millennials are most likely to indulge in worldly cuisines and frequent restaurants that cater to restrictive diets. Suburban Millennials' affinities tend to fall somewhere between the two, though they're also the most likely of the three to visit fried chicken joints.





# Millennials' **entertainment** preferences by population density

In their leisure time, rural Millennials are more likely to participate in adventurous and outdoorsy activities, such as paintball and fishing. Entertainment for suburban Millennials is much calmer, with their higher likelihood to listen to music, read comics, and watch animals at the zoo and aquarium. Urban Millennial entertainment consists primarily of socializing at bars and rooftops.

RURAL	SUBURBAN	URBAN
Paintball Fields +36%	Theme Parks +43%	Climbing Gyms +127%
Ski Chairlifts +36%	Skating Rinks +43%	Gay Bars +127%
Theme Park Rides +33%	Music Stores +41%	Roof Decks +121%
Fishing Stores +29%	Zoo Exhibits +37%	Hookah Bars +78%
Fairs +29%	Recreation Centers +30%	Cultural Centers +73%
Water Parks +28%	Comic Shops +29%	Cocktail Bars +69%
Bowling Alleys +22%	Aquariums +28%	Nightclubs +60%
Disc Golf Courses +15%	Record Shops +26%	Art Studios +59%

# Did you know?

## Rural Millennials Are Auto Enthusiasts

Compared to the average American, rural Millennials are more likely to frequent...

Nationwide **+46%**

Sheetz **+42%**

Kwik Trip / Kwik Star **+39%**

Stripes Convenience Stores **+38%**

Walmart Auto Care Center **+25%**

Cenex **+22%**

Phillips 66 **+16%**

Irving Oil **11%**

Circle K **+9%**

CITGO **+9%**

## Suburban Millennials Are Parents

Compared to the average American, suburban Millennials are more likely to frequent...

Private Schools **+121%**

Preschools **+93%**

Daycares **+81%**

Child Care Services **+80%**

Indoor Play Areas **+62%**

Religious Schools **+51%**

Nursery Schools **+50%**

Kids Stores **+33%**

Baby Stores **+32%**

Elementary Schools **+29%**

## Urban Millennials Are Land Lovers

Though they are **84% more likely to visit waterfronts**, compared to the average American, urban Millennials are less likely to frequent...

Fishing Spots **-53%**

Rivers **-52%**

Hot Springs **-45%**

Lakes **-43%**

Harbors / Marinas **-28%**

Islands **-28%**

Boats / Ferries **-18%**

Beaches **-12%**

Surf Spots **-8%**



# How to activate with Foursquare



# Executive Summary

With a considerable gap in life experience between ages 26 to 41, the Millennial generation is uniquely comprised of individuals spanning various interests, lifestyles and life stages. Members of this audience have differing values, habits and levels of digital expertise due to drastically different upbringings in the age of information technology. Today, location data is more important than ever when it comes to understanding the various patterns and preferences of this expansive generation.

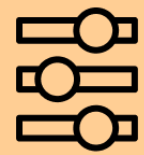
Though they're far from monolithic, brands can gain Millennial's attention & loyalty by appealing to their common affinity for value and unique experiences. Affordability and convenience are becoming increasingly important considerations amongst Millennial consumers amidst rising inflation.

Brands across all verticals can leverage these learnings to uncover new trends in consumer behavior, assess the competitive landscape and unlock unique opportunities to reach this diverse consumer base.





# How to activate with Foursquare.



## Segment Audiences

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



## Tap Into Trends

Use taste & trend data to identify consumer preferences, creating programs that drive mass personalization



## Reach Consumers With Moment Based Messaging

Dynamically optimize messaging and creative to align with the appropriate moment



## Influence Buyer Behavior

Reach key audiences on their path to purchase, intercepting and influencing their journeys



## Conquest Competitors

Target consumers in and around competitor locations to change their behavior with conquering messaging



## Proximity Target

Identify consumers in & around store locations to drive them to purchase specific products



## Leverage Insights

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



## Measure Impact

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

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.

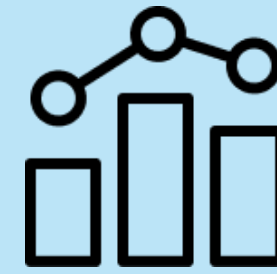
Build accurate, custom geofences to reach consumers based on where they are in real-time and key moments of receptivity. Design your own custom segments in our self-serve UI, or let us create segments that meet your goals



# Harness the power of location data with **Foursquare Visits**

Your first party data is invaluable, but incomplete. Real-world visits inform how to keep your customers engaged and loyal.

With **Foursquare Visits**, you can incorporate the only MRC accredited visits solution, which is couples from our first party and our trusted third party partnerships.



## MODEL & FORECAST

Identify and predict trends based on foot traffic in different regions, cities, and neighborhoods.



## SELECT SITES

Determine where to place new locations or develop properties based on foot traffic patterns amongst Gen Z consumers.



## DERIVE INSIGHTS

Enrich your CRM database with information about the places your customers are going, including breakdown by demographics.

# Harness the power of location data with **Foursquare Places**

The landscape is constantly changing: thousands of business open & close each year. Foursquare's POI data enables data providers to deliver accurate, fresh and contextual data.

With **Foursquare Places**, you can leverage 100+ million points of interest around the globe.



## **SELECT SITES**

Determine where to place new locations or develop properties based on analysis of Gen Z patterns & preferences.



## **RECOMMEND NEARBY PLACES**

Deliver geo-contextual experiences to users based on their real-time location, whether they're commuting to offices or attending college football games.



## **POWER SEARCH RESULTS**

Surface relevant places for your users, whether they're looking for lunch near the office or delivery to their home.



# Thank You

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