GEN Z TO BOOMERS

FUTURE OPPORTUNITIES IN RETAIL SETTINGS

LDP

A different View

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In July 2021 Leisure Development Partners and A Different View, working in partnership with Panelbase.com, conducted a market research survey of 1,100 UK based shoppers to investigate their likely future relationship with city centres, large towns and shopping centres/malls and what can be done to reverse trends of decline.

The survey was developed by LDP and ADV and the sample had all been shoppers in city centres, large towns and shopping centre/ malls before Covid lockdowns began in 2020.

The sample was recruited from the Panelbase.com database.

KEY POINT SUMMARY

In developing the campaign to have shoppers returning to city centres, large towns and shopping malls to key focus must be with Gen Z followed by Millennials to expect a degree of success.

- Gen Z is the age cohort most likely to visit city centres, large towns and shopping malls and importantly they also visit most frequently
- 97% of Gen Z visits to city centres, large towns and shopping malls are significantly more likely to always or sometimes include a variety of activities such as visiting cinemas, pubs/bars, eating out in a restaurant or live music performances or other cultural activities.
- Gen Z spend more on average than other age cohorts each visit and twice as much as Boomers for non-food shopping, food and drink and ten times more on entertainment than Boomers.
- Gen Z and Millennials are equally likely as GenerationX and Boomers to visit all types of retail outlets and malls, both within city centres and out of town.
- Gen Z are are more likely to visit cities, large towns or shopping malls as part of a group of people
- Gen Z are more likely to do most or all of their shopping online than other age cohorts but more than 50% of Gen Z say they do an equal mix of offline and online or only offline in bricks and mortar.
- When presented with free to enter city centre animation options to test likelihood of more frequent visiting; Gen Z followed by Millennials and the age cohort groups more likely to engage and participate. For open air markets and local exhibitions e.g. gardening the likelihood of visiting are equally attractive for all age cohorts
- When presented with a list of pay to participate ‘pay to enter’ animation options Gen Z is the cohort most likely to engage while Generation X and Boomers express almost no interest at all.
- When presented with added value shopping services and pop-up shops to be potentially offered by shopping malls, the interest was significantly with Gen Z followed by Millennials except for a small number of offers.
- Generation X and Boomers were equally likely to say that ‘restaurant dining’ and ‘social spaces to sit and chat’ would influence them to visit more frequently together with pop up restaurants featuring cultural diversity. GenerationX and Boomers were more interested than other age cohorts in money advice, price comparisons and tech advice centres in malls.

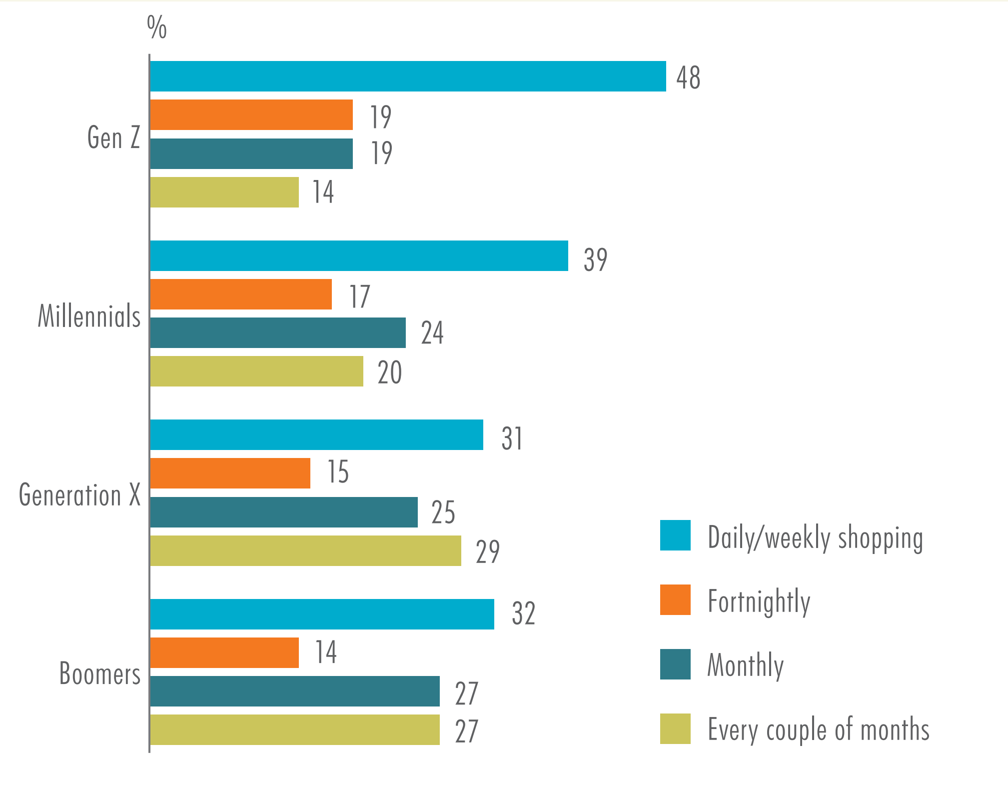
Gen Z	1997 to 2012
Millennials	1981 to 1996
Generation X	1965 to 1980
Boomers	1946 to 1964

SUMMARY OF SURVEY RESULTS

The survey was conducted between 7th and 16th of July with a nationally representative sample of 1,100 UK shoppers. The sampler was supplied by Panelbase.com.

1.0 FREQUENCY OF BRICKS AND MORTAR SHOPPING PRE-COVID

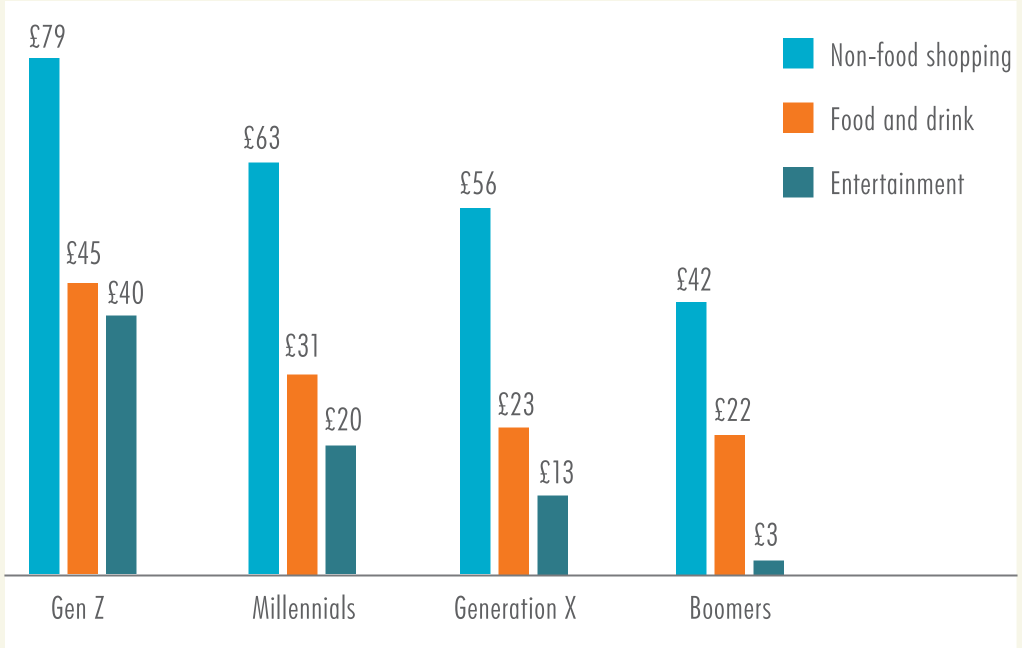
Before Covid, the Gen Z cohort shopped most frequently in bricks and mortar outlets than others groups.



2.0 TYPICAL VISIT SPEND

Typically, Gen Z also spend the most.

On a typical visit to a large town/city centre or shopping centre/mall pre-Covid lockdown, how much did YOU expect to spend for:



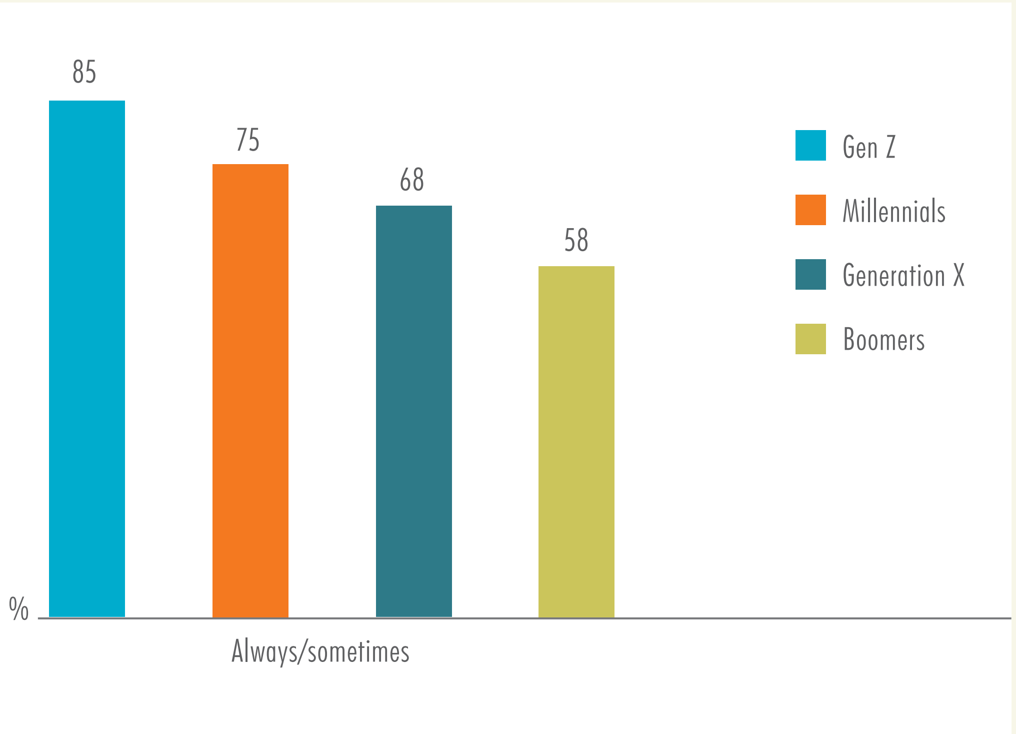
The clear message from this analysis is that Gen Z are the highest spenders and the typical visit spend declines across each age segment from Gen Z, through Millennials, Generation Y and Boomers.

The most marked difference between the cohort groups is for 'entertainment spend', and it suggests that Boomers classify watching and tipping street buskers/musicians as entertainment.

3.0 SHOPPING AND 'OTHER ACTIVITIES'

Gen Z were more likely to have included other activities in their pre-covid shopping trips but in all cohort groups shopping trips a majority were more likely to have included activities other than shopping in their visits.

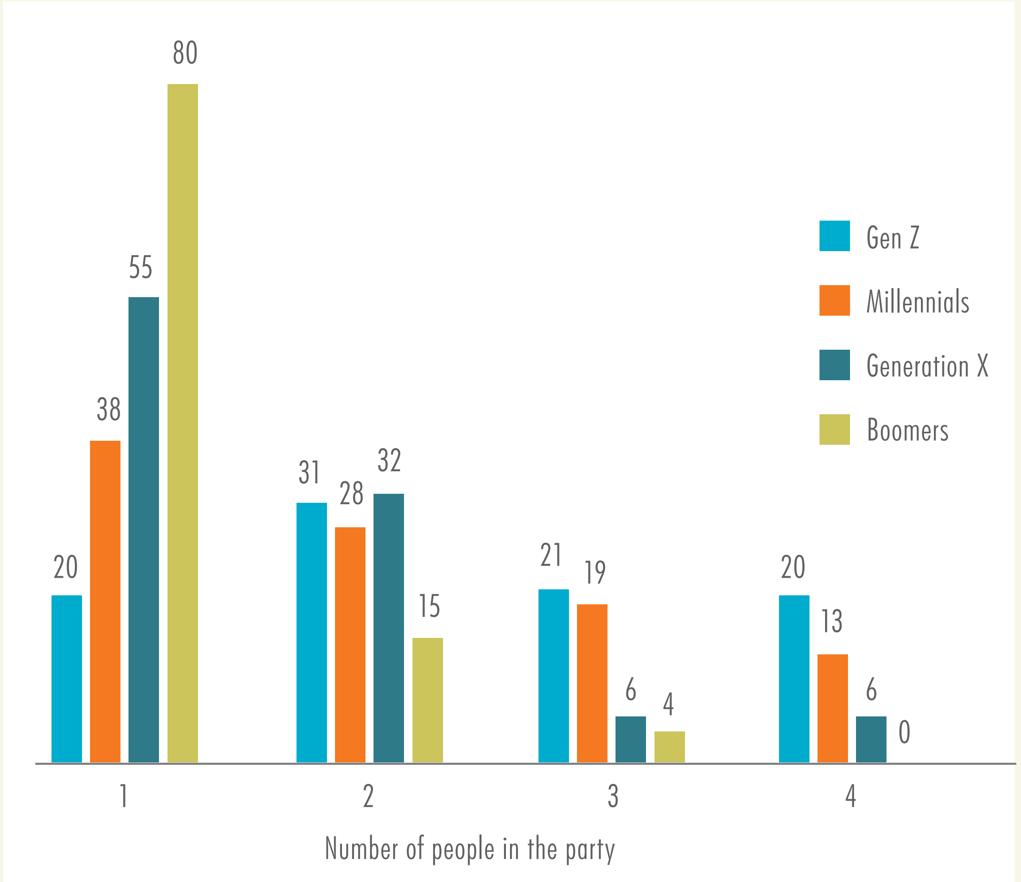
How often did your pre-Covid lockdown large town or city centre shopping trips also include other activities like going to the cinema, going to a pub/bar, eating at a restaurant, live music performances, library or other leisure and cultural activities?



4.0 THE TYPICAL VISITING PARTY

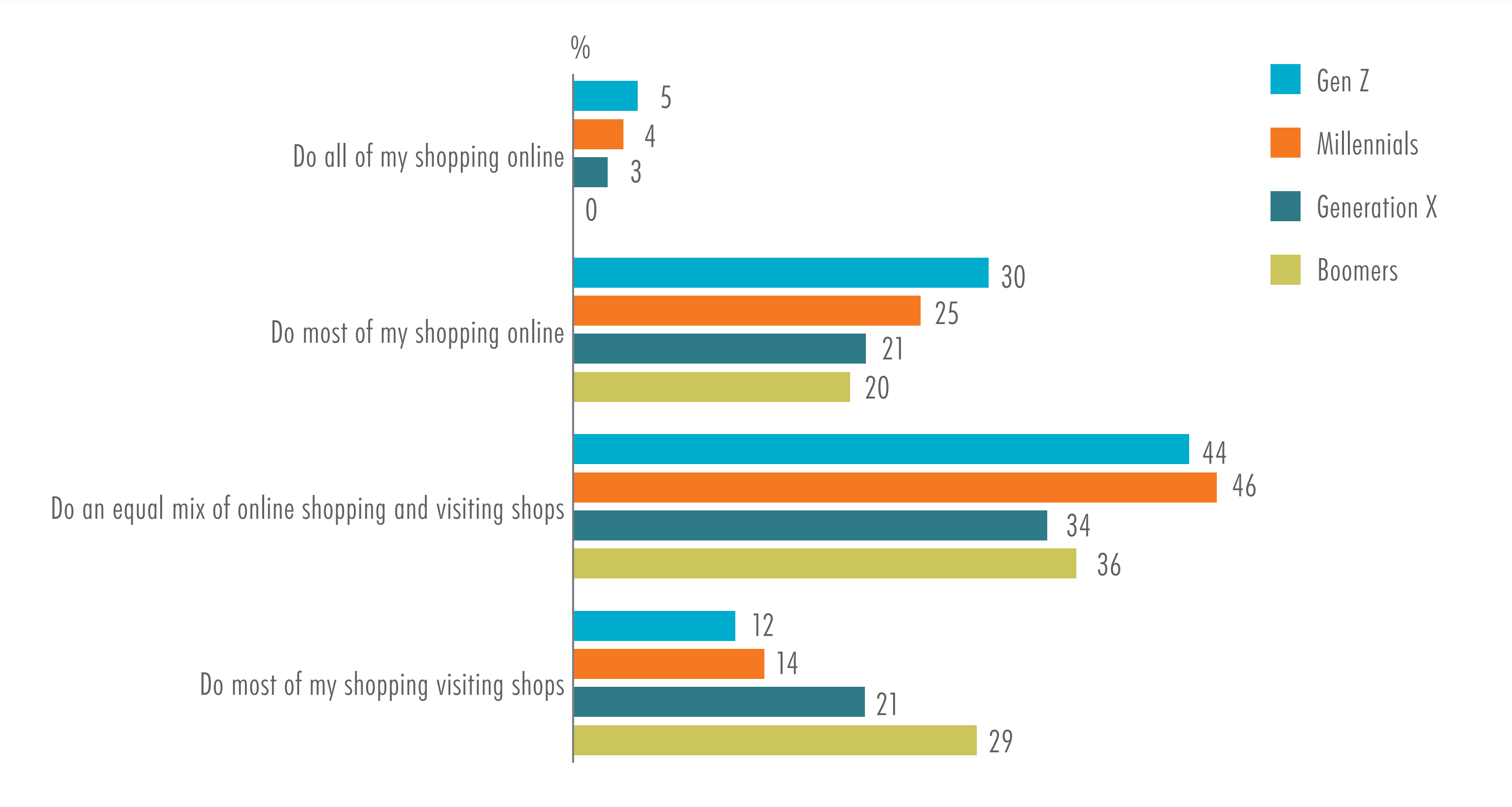
The typical visiting party is 2 but there are significant age cohort differences.

Typically, how many people went with you when you went shopping in large towns or cities centres in pre-Covid lockdown times



5.0 ONLINE SHOPPING

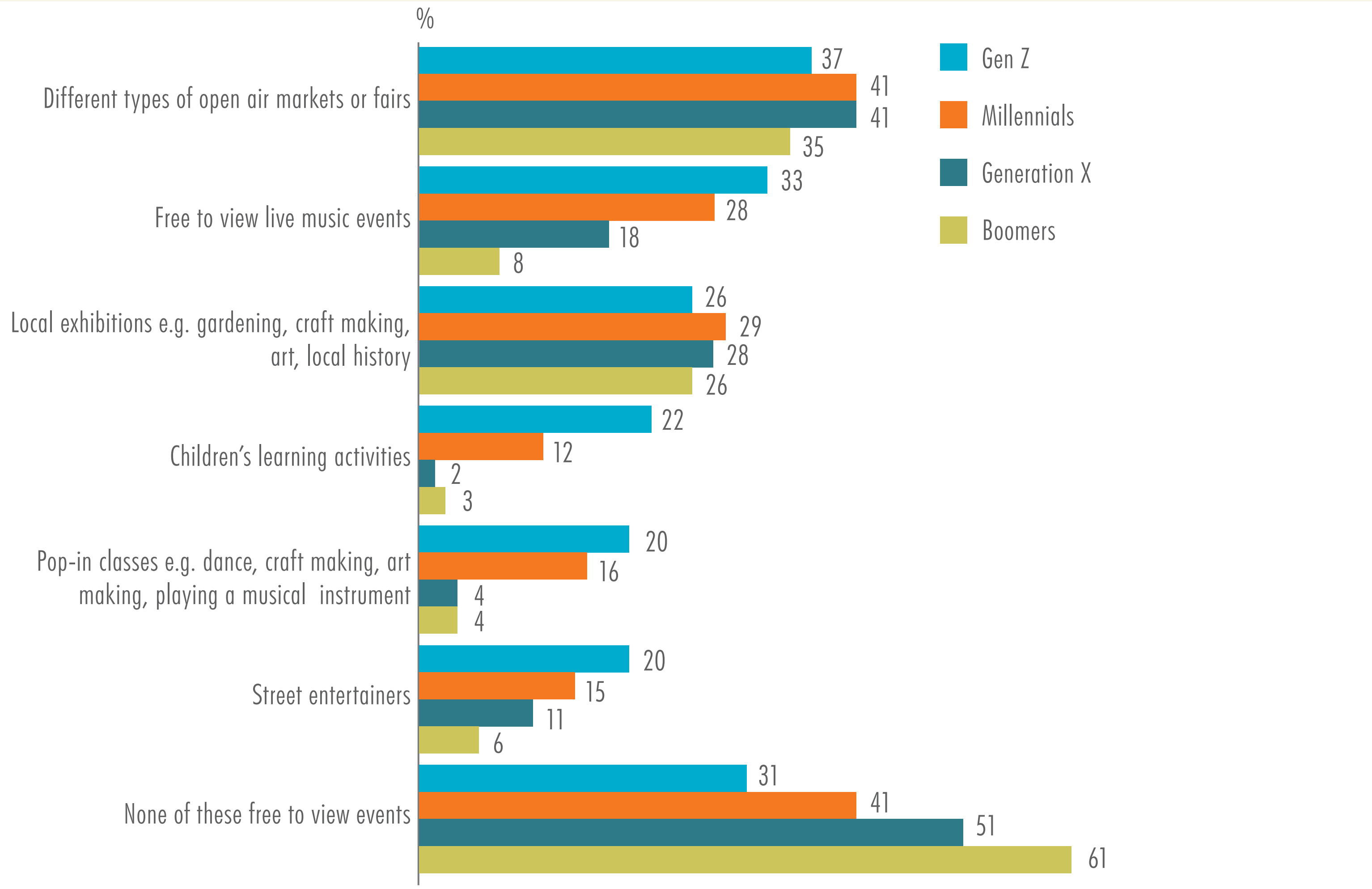
The majority in each age cohort, 'do an equal mix of online shopping and visiting shops'. Not surprisingly Gen Z and millennials are more active online than older cohorts. Boomers are more than twice as likely to do most of their shopping online than Gen Z and Millennials.



POTENTIAL INFLUENCE OF 'FREE TO VIEW' EVENTS AND ACTIVITIES

The survey explored which from a provided list of 'free to view' events and activities may influence more frequent visits to large towns, city centres, and shopping malls.

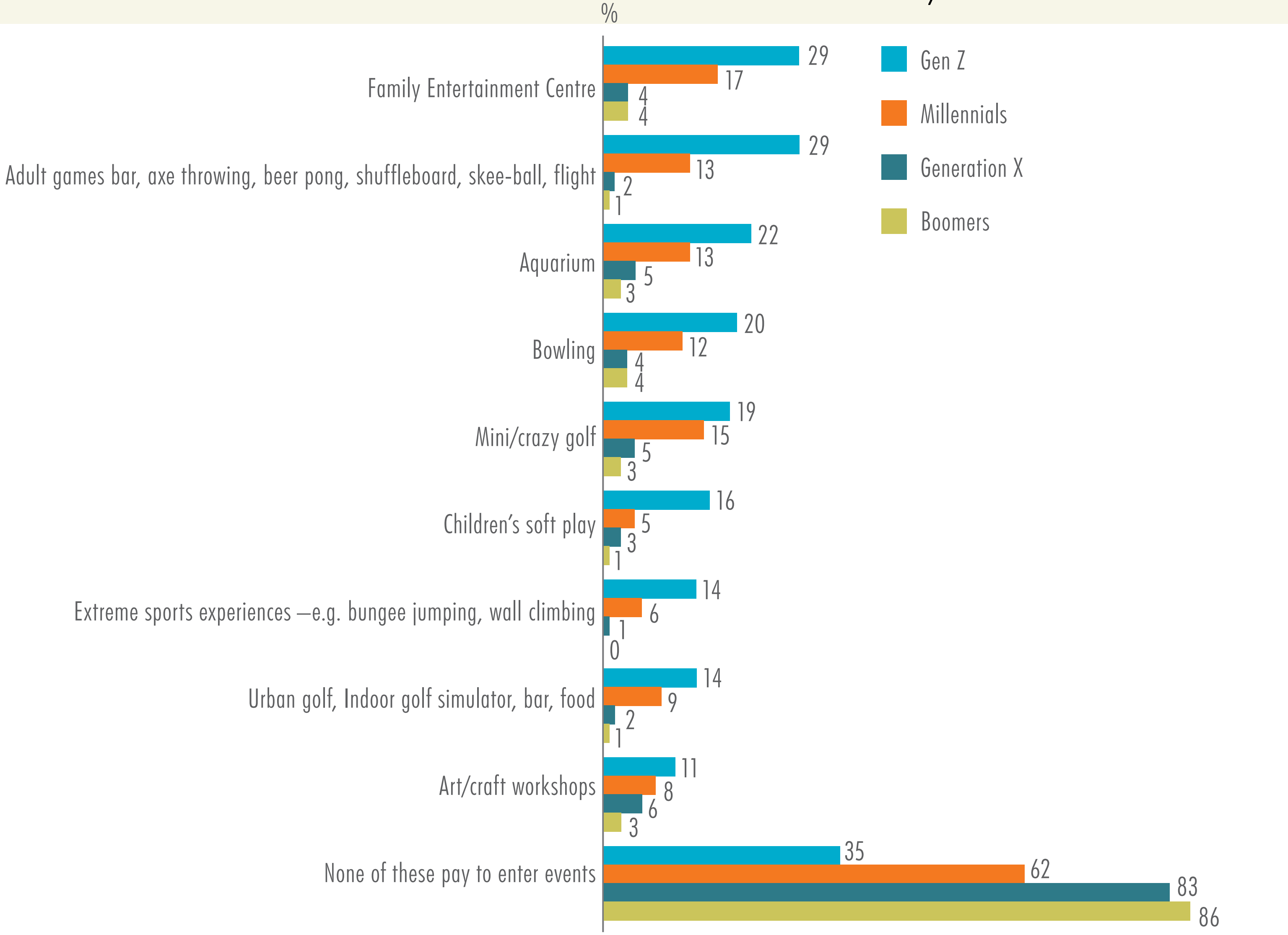
In most cases the level of influence that free to view events have in encouraging more frequent visits declines steeply with each cohort group. There are two exceptions: 'Different types of open air markets or fairs each week e.g craft makers, art, antiques, local produce',
and
'Local exhibitions e.g. gardening, craft making, local history', where the interest is more equally spread across the age cohorts.



POTENTIAL INFLUENCE OF 'PAY TO ENTER' EVENTS AND ACTIVITIES

The survey then explored which from a list of pay to enter activities may influence more frequent visits to large towns, city centres, and shopping malls.

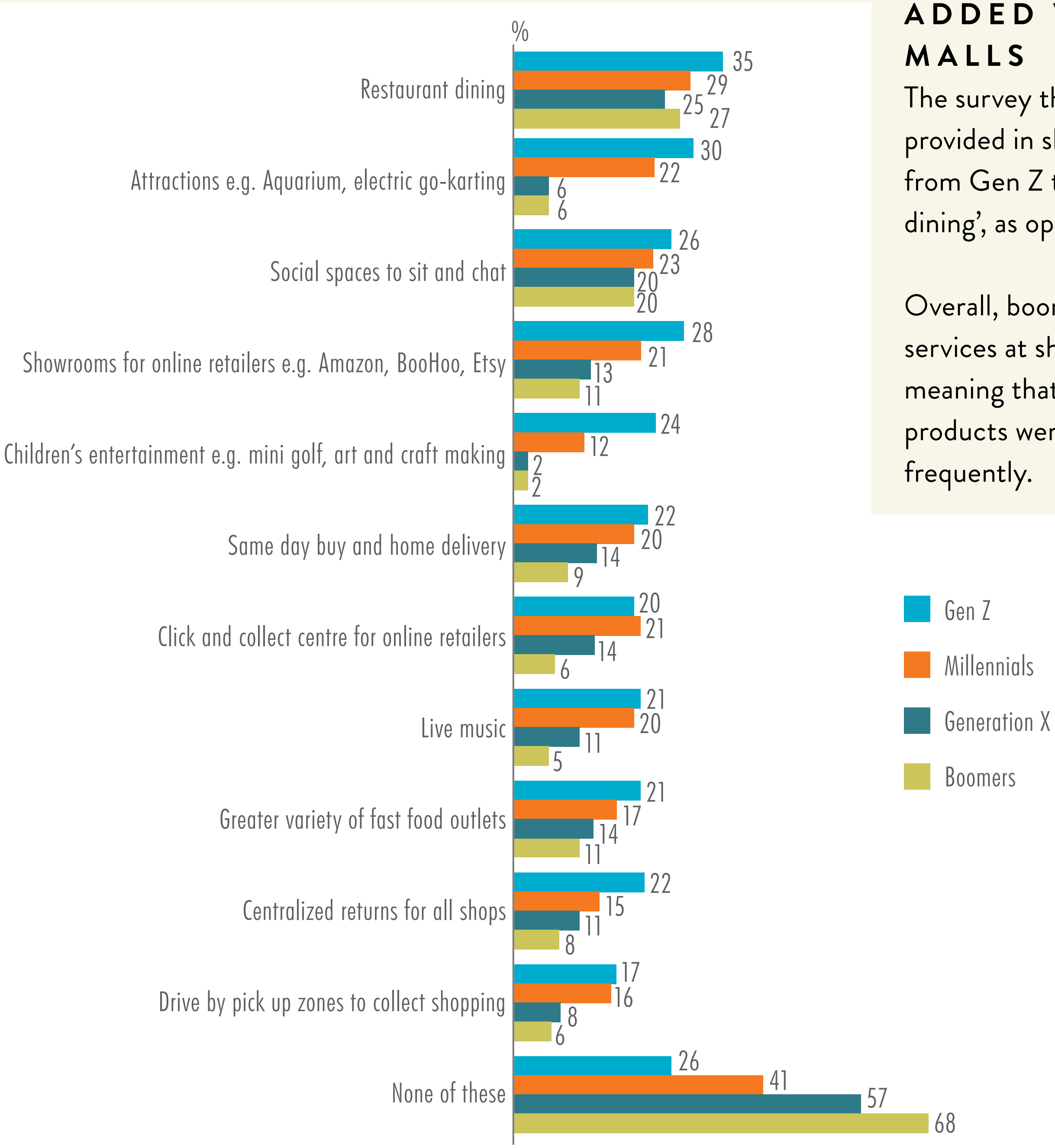
On average, 40% of the sample say they would be influenced to visit more frequently by at least one from a list of 'pay to enter' attractions and events if they were made available in large towns, city centres or shopping malls. This increases to 65% of GenZ respondents and declines to 14% of Baby Boomers.

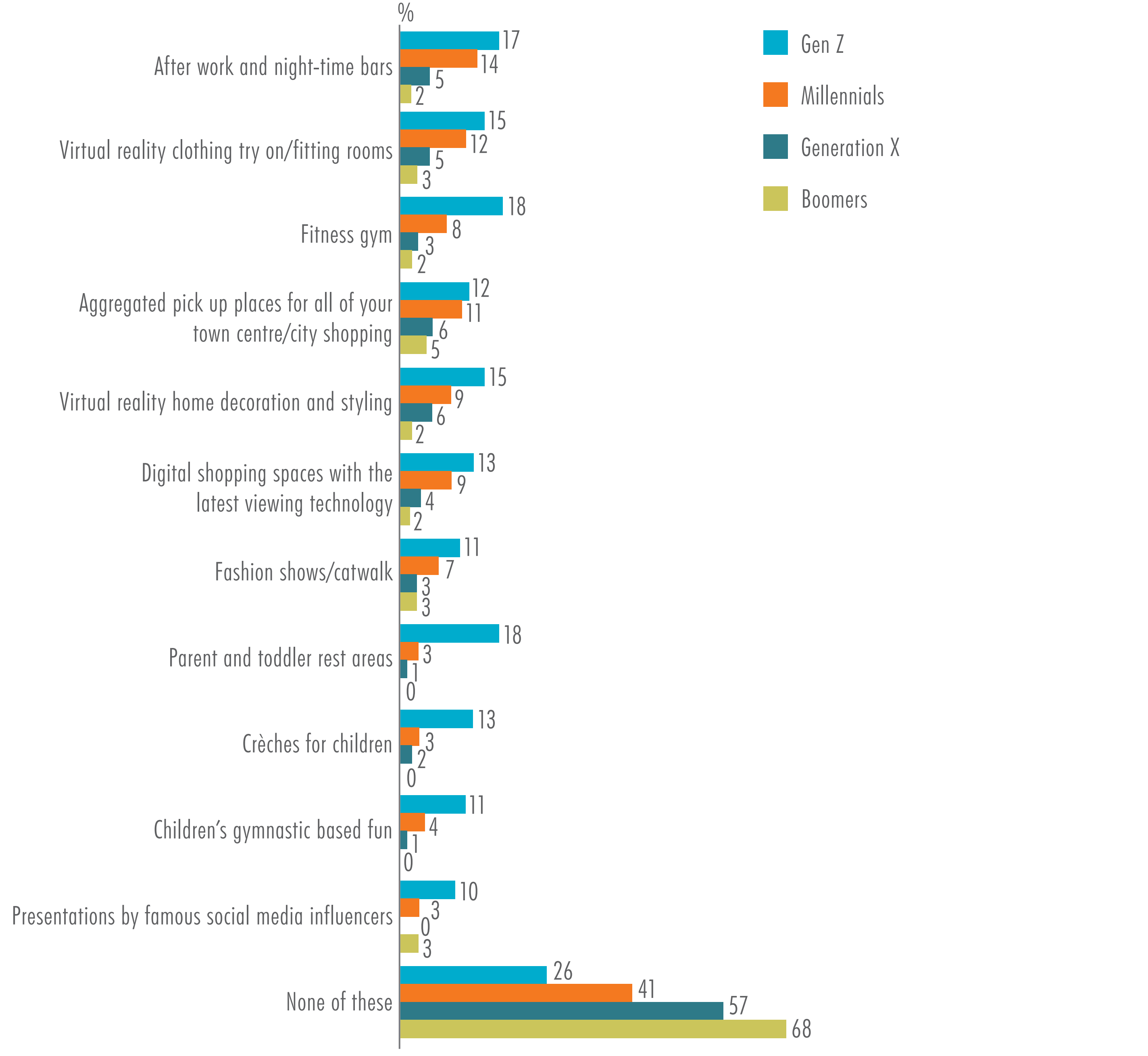


ADDED VALUE SERVICES IN SHOPPING MALLS

The survey then survey focused on 'added value services' that could be provided in shopping malls. Again there is a significant drop of interest from Gen Z to Boomers in most cases. Exceptions to this are 'restaurant dining', as opposed to fast food dining, and 'social spaces to sit and chat'.

Overall, boomers were most resistant to all additional products and services at shopping malls 68%, and Generation Z most welcoming, meaning that 74% of GenerationZ said that added value services and products were likely to influence them to visit shopping malls more frequently.

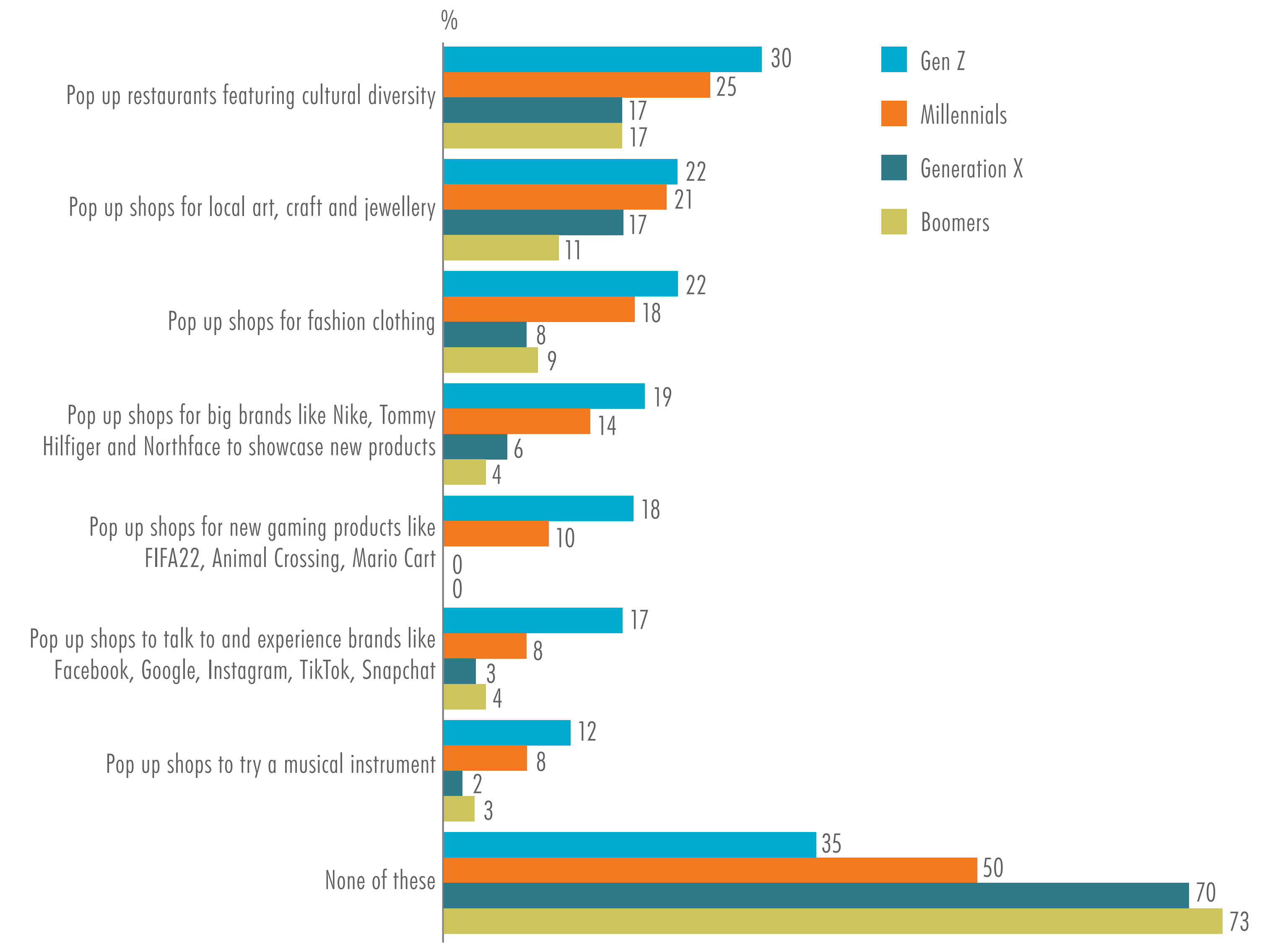



%
After work and night-time bars
17
14
5
2
Virtual reality clothing try on/fitting rooms
15
12
5
3
Fitness gym
18
8
3
2
Aggregated pick up places for all of your town centre/city shopping
12
11
6
5
Virtual reality home decoration and styling
15
9
6
2
Digital shopping spaces with the latest viewing technology
13
9
4
2
Fashion shows/catwalk
11
7
3
3
Parent and toddler rest areas
18
3
1
0
Crèches for children
13
3
2
0
Children's gymnastic based fun
11
4
1
0
Presentations by famous social media influencers
10
3
0
3
None of these
26
41
57
68
Gen Z
Millennials
Generation X
Boomers

POP UP SHOPS

The survey asked, **'And would any of these pop up shops influence you to return regularly? Pop up shops are only in the shopping centre or mall a short time, say only a few days or a week or two?'**

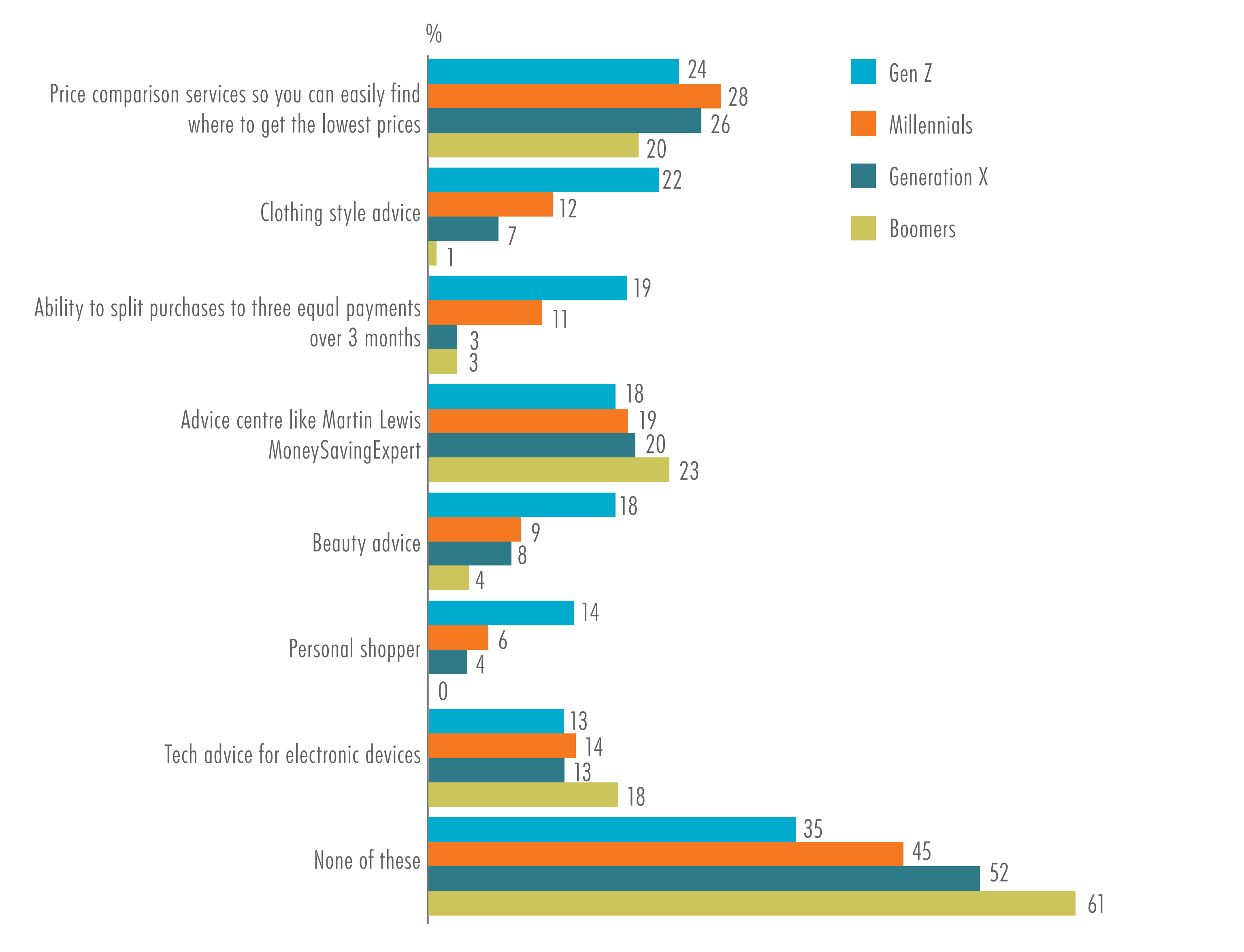
The same decline in interest across the age cohort groups is clear.



PERSONAL SHOPPING SERVICES

Finally, the survey examined more personal shopping services that could influence to visit a shopping centre or mall more frequently.

All age cohorts expressed a similar interest in price comparisons services to easily find where to get the lowest prices, advice centre like Martin Lewis MoneySavingExpert and tech advice for electronic devices.



Gen Z respondents were significantly more like y to say that the ability to spread payments across 3 months, beauty advice and 'personal shopper would make them more likely to increase the frequency of their visits.

For further information about ADV research or to ask about this consumer sentiment survey please contact:

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