



in|market insights

Fathers Day 2019

Foot Traffic Predictions

Overview

While [Mothers Day](#) is revered as one of the biggest spending days of the year, Fathers Day is a more modest but growing market. Spending on Fathers Day in the U.S. has grown 70% (or \$6.6 billion) over the past decade, and shoppers are expected to spend a record high of \$16 billion for dads nationwide. As this day for dad increasingly becomes a bigger spending holiday, inMarket's first-party SDK derived location data has predicted the top restaurant and retail chains that will receive the biggest boosts in consumer traffic this Fathers Day.

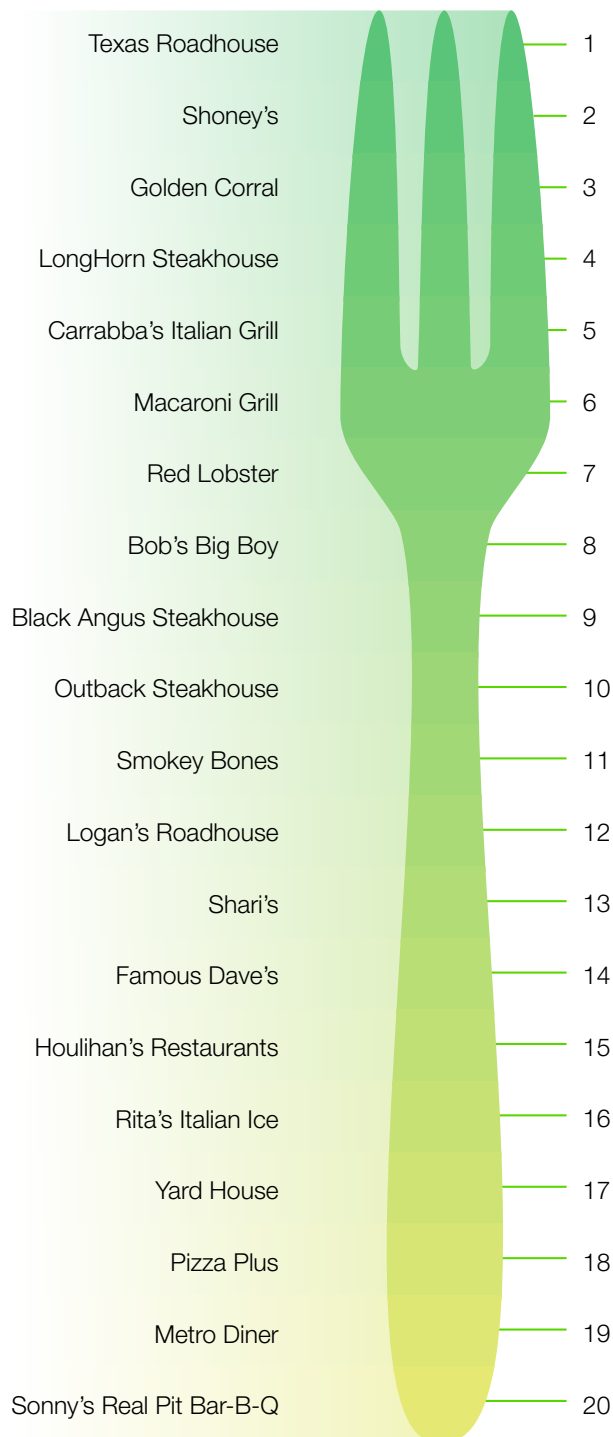
In this inMarket inSights Report, we've analyzed multiple years of our precise SDK derived, always-on, location data coupled with advanced AI algorithms in order to predict the big winners in visitation increase this Fathers Day. We first analyzed each location's average traffic in the weeks leading up to Fathers Day, then observed how much traffic increased the day of Fathers Day, and finally ranked each location by visitation growth % from highest to lowest. We've uncovered a comprehensive list of high performers and unexpected trends.



Predicted Fathers Day 2019 Winners



Top 20 Restaurants



Dads really like their meat. Eight of the top twenty restaurants are comprised of steakhouses and BBQ chains, suggesting that wherever the ribs or steaks are, families will be there as well (be sure to bring wipes).

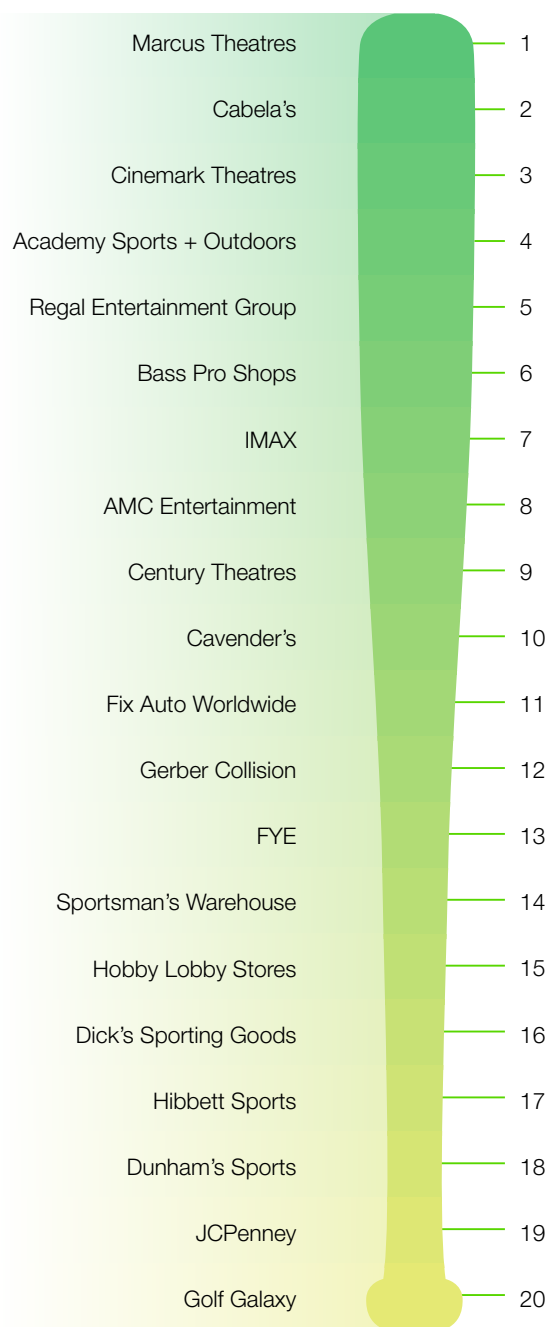
There's a definite type of ambiance that dads are attracted to on Fathers Day -- families are predicted to keep meals casual this year. While all restaurants anticipate a boost in foot traffic due to this holiday, upscale restaurants like Morton's Steakhouse and The Capital Grille see much smaller increases in foot traffic than casual chains like Texas Roadhouse.

Pizza joints like Simple Simon's Pizza and Anthony's Coal Fired Pizza see an increase in foot traffic, but are not expected to be a top choice amongst those celebrating Fathers Day.

Ranked by % of growth of average visits before Fathers Day 2018 vs. Fathers Day 2018.



Top 20 Retail Chains



Ranked by % of growth of average visits before Fathers Day 2018 vs. Fathers Day 2018.

Amongst the top ten chains with highest increase in foot traffic, movie theaters are expected to see higher foot traffic. While blockbuster films like Incredibles 2 and Ocean's 8 caused visitations to spike in 2018, new hits like The Secret Life of Pets 2 and Men in Black: International will also likely drive families into theaters on Fathers Day.

Almost half of the top twenty chains, comprised of Outdoor and Sporting Goods chains, are predicted to see higher than average foot traffic. Want to make dad happy this year? Get him a new tackle box or new golf clubs.

While two auto chains, Fix Auto Worldwide and Gerber Collision, are included amongst the top 20, they are the exception as a majority of auto chains are expected to see a drop in foot traffic.

Surprisingly, while tools and home maintenance are typical "dad" interests, hardware and home improvement chains like The Home Depot and Lowe's are expected to see a significant decrease during Fathers Day.

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At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

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