



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Shopping Mall Visit Insights

October 2026

Key highlights from study

- Malls remain a regular part of consumers' routines, and many are visiting as often or more than they did five years ago.
- Gen Z and Zillennials are more likely to visit malls monthly, giving brands a chance to reach younger shoppers through audio. Conversely, older Gen X are visiting less, providing an opportunity to find ways to draw that cohort back to in-store.
- Shoppers choose malls for convenience and to see products in person, giving audio a chance to promote sales and events before they visit.
- Nearly all consumers say it's important for businesses to feel connected to their community, and local stories on audio make listeners feel more positively toward the organizations involved.
- Audio helps local businesses and retailers build trust and stay top of mind. Hearing them on radio or podcasts makes listeners more likely to trust and consider them in the future.

**Shopping malls
remain a popular
shopping
destination for
consumers.**

6 in 10

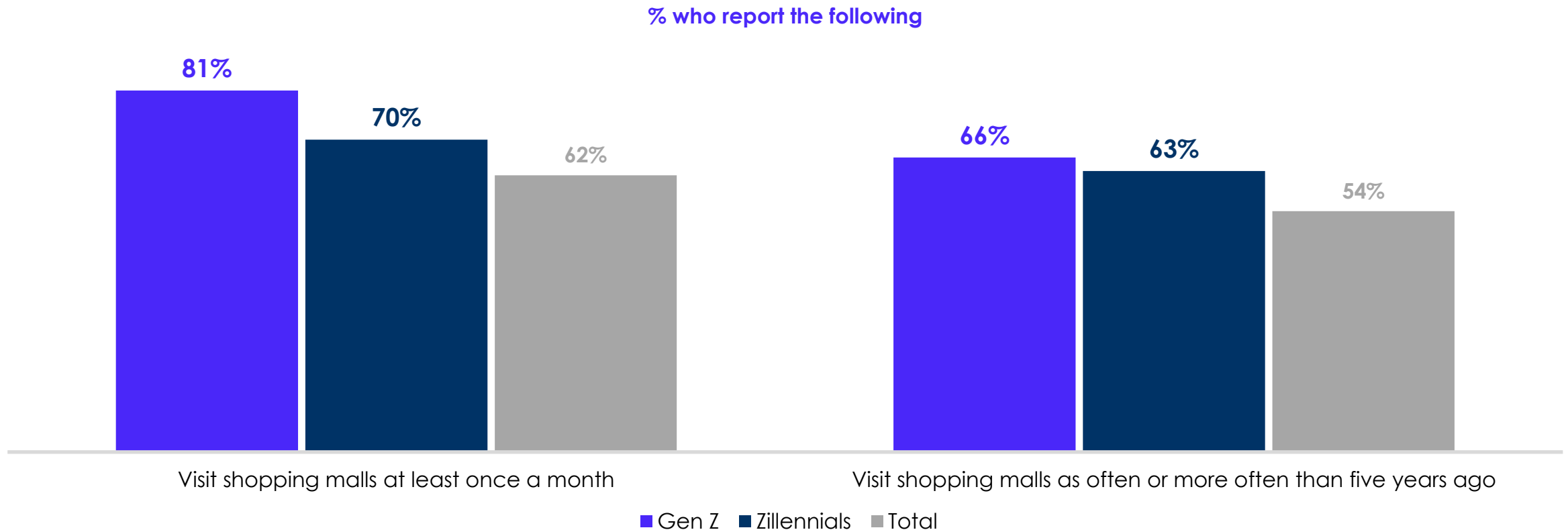
**Visit shopping malls at
least once a month**

Over half

**Say mall visitation is
about the same to
more often compared
to five years ago**

Younger generations are even more likely to visit shopping malls.

Gen Z and Zillennials overindex in shopping mall visitation.



In contrast, Older Gen X (ages 55-64) is visiting malls less often, creating an opportunity for audio campaigns to encourage more frequent visits.



More than half of **A55-64** visit shopping malls **only once every few months or less**



A55-64 are 14% more likely to **visit malls less often** than they did five years ago

Convenient locations and product experience drive in-store visits.



Local community ties matter, and audio helps build trust and strengthen connections.

93%

Say it is important that businesses and organizations feel connected to their local community

91%

Agree that hearing local success stories and community initiatives on radio or podcasts makes them feel more positively toward the organizations involved

88%

Agree that hearing local businesses, banks, hospitals, and retailers on radio or podcasts helps them feel more connected to their community

78%

Say that community involvement has an impact on their trust and they trust organizations more when they are active in their local community

Radio and podcasts help local businesses reach new audiences and drive consumer consideration.

84%

Agree that local radio personalities help them learn about businesses and organizations that support their community

84%

Agree that hearing about a business or organization on radio or podcasts makes them more likely to consider it in the future

79%

Agree they are more likely to trust a local organization when they hear about it on radio or podcasts

Radio reaches mall shoppers, with Spanish Hot AC, All News, Latino Urban top radio formats and TV & Film, Music, and Education top podcast genres.

Radio reaches
87%
of those who have visited a
shopping mall in the past 3
months



Top Radio Formats

Spanish Hot Adult
Contemporary (111i)
All News (109i)
Latino Urban (109i)
Rhythmic Oldies (109i)
Spanish Contemporary (109i)



Top Podcast Topics

TV & Film (111i)
Music (109i)
Education (107i)
Health & Fitness (107i)
History (107i)

THANKS FOR WORKING WITH



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METHODOLOGY

DATES OF FIELDING: October 2026

N = 1,000 radio listeners ages 18+ who have shopped at a shopping mall in the past 12 months.