



Pinning the Tail on Gen Zers



The Gen Z generation is a difficult group for brands and retailers because the youngest will be 10 years of age during 2022 and the oldest will be 25. Much of the consumer research, therefore, focuses more on Gen Zers who are adults, either in college or starting their career, family and consumer journeys, than pre-teens and teens, although they are a potent group of spenders and digital natives.

Sailthru's new report, *Marketing to Gen Z*, reveals many interesting insights and comparisons between Gen Zers and other generations. For example, the myth that Gen Zers prefer to buy online than in a store is primarily untrue. Yes, they will buy online, but they want to be immersed in an experience when shopping in a store not just making a transaction for merchandise.

Another twist to Gen Zers' shopping habits is a larger percentage (38%) are attracted to renting or shopping for resale items compared to 27% of Millennials.

Gen Zers have also adopted contactless payment methods at large rates than other generations. While 22% of Gen Zers say they've used Apple Pay during the past six months, 13% of Millennials, 11% of Gen Xers and 5% of Baby Boomers say the same.

Gen Zers are also savvy about their personal data. Half say they are able to control their personal data and less concerned about their online privacy as well as brands and retailers obtaining their personal data.

News outlets must also adjust how they engage with Gen Zers because significant percentages of them access social networks for news.

Comparison of Social Networks Where Gen Zers and Millennials Obtain Their News, 2022

Social Network	Gen Zers	Millennials
YouTube	49%	37%
TikTok	41%	22%
Twitter	30%	21%
Instagram	30%	24%

Sailthru, March 2022

Gen Zers are also less optimistic about many social issues, from climate change to diversity and equality, than Millennials, or 25% and 32%, respectively. Brands and retailers must demonstrate their support for sustainability and these issues to engage with Gen Zers today and as they age.

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OOH Is on the Move Again



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During the peaks of the various COVID-19 variants, OOH (out-of-home) media was at a disadvantage with so many people stuck at or working from home and not traveling to and from work, stores and entertainment venues.

With the current waning of the pandemic and more people comfortable in groups, OOH is poised to become the very engaging and affordable ad medium it has always been. Plus, the exposure of OOH messages to a variety of consumer demographics throughout the day can enhance TV's reach when both are part of an ad media mix.

According to Michael Rosen, chief revenue officer at Intersection, an OOH media and technology company, there are two trends critical to the successful use of OOH in the post-pandemic city.

First, significant numbers of city/urban dwellers did not escape cities for the suburbs or small towns. The US Census Bureau reports only 8% of people moved from one home to another during the March 2020–March 2021 period.

Second, the evolution to hybrid work has resulted in many of the workers who only worked in the center of cities working in suburban locations and/or at home as well as coming to a downtown office during the week. This is a positive trend for OOH because hybrid workers are seeing messages in multiple locations during an average day.

Data from five representative 2021 consumer/market surveys conducted by The Media Audit shows many categories of people working from home over-indexed for heavy exposure to OOH (200+ miles during an average day) in all of these markets.

Indices of Adults 18+ Who Work and Don't Work from Home and Their Heavy Exposure to Outdoor, in Selected Markets, 2021

Work Status	Miami-Ft. Lauderdale	Indianapolis	Austin	Monterey-Salinas, CA	Portland, OR
Work from home	109	147	103	123	97
Always work from home	83	164	68	88	78
Work from home 3–4/week	77	174	108	117	68
Work from home 1–2/week	131	117	161	83	157
Employed full-time, don't work from home	130	125	173	216	191
Employed part-time, don't work from home	191	73	67	9	82

Based on The Media Audit's 2021 surveys

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New Opportunities Are Ready to Bloom

Keep an Eye on Social Commerce – It's the next evolution of e-commerce. Learn more about this latest trend in the February 2022 New Media Insights Report.

The Convenience-Store Comeback – C-stores haven't had it easy during the pandemic, but the March 2022 Special Report reveals how they're returning.

The New Outdoor Season – Americans can't wait to enjoy the outdoors again. You'll find the trends in various Profilers: Marine Industry, Bicycles and Hunting and Fishing.



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