



## The New Age of Media Collaboration



Media Group Online's April 2022 Special Report, *The Many Advantages of Ad Media Collaboration*, explained why local media can benefit when they add a dash of cooperation to their natural competitiveness.

An April 7th article on the TVNewsCheck Website authored by Paul Greeley showcases a recent example of media collaboration between WPTA-TV and WBOI-FM, both located in the Fort Wayne, IN market.

The WPTA-TV weather team have been invited to report on local weather during the NPR weekday Morning Edition program. TV stations typically have a much larger weather team than most radio stations, many of which don't have any dedicated weather person. WBOI-FM is the local public radio station with extensive coverage of the arts and cultural scene in northeast Indiana. WBOI-FM arts reporters will appear during WPTA-TV ABC21 News at 7 p.m. and ABC21 News Saturday Morning.

Data from five representative 2021/2022 consumer/market surveys conducted by The Media Audit shows various strong correlations that adults 18+ who are heavily exposed to TV (300+ minutes during an average day) are also heavily exposed to radio (180+ minutes during an average day).

In the five markets (see table below), adults 18+ indexed at an average of 117 for this TV/radio correlation, or 17% more than the markets' average of 100. Of particular importance to advertisers is 58% of all households, on average, with incomes of \$50,000 or less and heavily exposed to TV are also heavily exposed to radio. These households are the primary drivers of the consumer economy, not those with the largest household incomes.

### Indices of Adults 18+ Who Are Heavily Exposed to TV Correlated to Being Heavily Exposed to Radio, by Generation, in Selected Markets, 2021 and 2022

Generation	Miami-Ft. Lauderdale	Columbus	Little Rock	Denver	Portland, OR
Gen Z	179	98	123	169	47
Millennials	135	213	97	117	170
Gen X	90	101	127	97	127
Baby Boomers	58	58	94	85	59
Silent Generation	69	*	*	53	55

Based on The Media Audit's 2021 and 2022 surveys \*insufficient data

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## Restaurants Are Still Struggling

Despite the extraordinary measures the restaurant industry and individual restaurants have implemented during the pandemic, they still face major hurdles, according to the National Restaurant Association 2022 State of the Restaurant Industry Report.

- Almost all (96%) of the surveyed restauranteurs had food and beverage supply issues during 2021, which they expect to continue during 2022.
- 70% said they still don't have enough employees to serve their customers although 1.7 million new jobs were added during 2021 – and it's another situation unlikely to change much during 2022.
- More than half of operators think it will be 2023 or 2024 before their restaurants return to any kind of normalcy, notwithstanding two major unknowns: inflation and recession.

The good news is the US House of Representatives passed a bill during early April 2022 to replenish the Restaurant Revitalization Fund with \$42 billion. It must still pass the US Senate and be signed into law to have the intended effect.

Many consumers, however, are still reluctant or cautious about eating in restaurants. In its Q1 2022 State of Food & Beverage Report, Morning Consult stated July 4, 2021 was the day when the largest percentage (71%) of surveyed consumers said they were comfortable dining in a restaurant since March 2020. By the January 2022 survey, the percentage was 62%, keeping in mind the COVID-19 Omicron variant was still raging.

More recent (March 2022) survey results from Datassential, found less than half (43%) of consumers were unconcerned eating at a restaurant. The other 57% was divided between 34% who still had some concern, but will likely visit a restaurant and 23% who won't.



The Datassential research also revealed which foodservice choices consumers considered the most and least risky.

### The Most and Least Risky Foodservice Choices, March 2022

Choices	Percent
Too Risky: Going to a nightclub	46%
Too Risky: Self-service from salad or soup bar	35%
Too Risky: Drinks at a bar/pub/sports bar	33%
Not Risky: Restaurant food carryout	61%
Not Risky: Restaurant food delivery	57%
Not Risky: Outdoor restaurant dining	56%

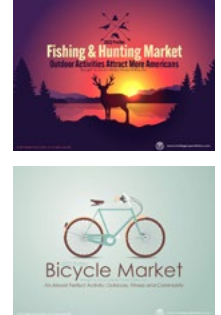
*Datassential, April 2022*

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**The Many Advantages of  
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(May 2022)

## Facing Challenges Is Rewarding

**Foster Media Partnerships** – The April 2022 Special Report, The Many Advantages of Ad Media Collaboration, explores how local media can find common purpose to succeed.

**Looking for Positives in the Auto Industry** – Although the April 2022 Automotive Update Report shows mostly red numbers for Q1 US auto sales, there are positive signs for the future.

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## An Unbeatable Combination



### The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Jeff Stein, VP/Director of Sales, at **352-579-6668**.

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