

New Media Insights for Local Advertisers



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Latest Ecommerce Shopping Habits Are Intriguing

The pandemic's effect on ecommerce has been well-documented and total spending continued to increase significantly during 2021. According to Comscore's 2022 State of Retail report, 2021 digital commerce totaled \$904.4 billion and is likely to surpass \$1 trillion this year. The 31% increase during Q4 2021 was the largest fourth quarter Comscore has ever recorded.

Mobile accounted for 36% of Q4 2021 digital commerce spending and increased by 44.1% YOY. The top four mobile categories were grocery, baby, pet; apparel and accessories; computers and peripherals; and toys and hobbies; however, event tickets increased the most at +9 percentage points given the return of audiences to many entertainment venues.

It was only a few years ago when many consumers didn't like the idea of purchasing groceries online, but the pandemic changed their perspective very quickly. During Q4 2019, the total was just \$18.8 billion, then it almost doubled during Q4 2020 to \$34.3 billion before increasing another 70.3% to \$58.4 billion during Q4 2021.

Nonetheless, 91% of surveyed consumers told Comscore they bought groceries in person during the past 30 days, which is identical to September 2020. Conversely, online grocery shopping has decreased seven percentage points from September 2020 to 31%.

Despite ecommerce's growth, companies don't appear to have improved the process of shopping online. The Comscore report found 65% of consumers said they had abandoned their shopping cart during January 2022 and unexpected shipping costs were the primary reason.

Top 5 Reasons Consumers Said They Abandoned Their Online Shopping Cart*, February 2022

Reason	Percent
Unexpected shipping costs	36%
Coupon or promo code did not apply to purchase	26%
Final fees were too much (e.g., sales tax)	25%
Was conducting research for future purchase	25%
Items unavailable or back-ordered	20%

Comscore, May 2022

**during the past month*

Another 2021 consumer survey about their ecommerce shopping habits from GRIN, an ecommerce management company, found more consumers make impulse purchases online at 46.9%, compared to 39.6% in physical stores and 8.5% on social media.



YouTube Viewership Is Almost Universal

Advertisers who think YouTube is only a platform to engage with young adults are missing a huge audience, especially older adults, who earn more income and spend more consumer dollars. A January 2022 survey from Pixability, a video technology and data company, found 87% of all adults watch YouTube, but almost as many adults 45–54 (90.2%) watch as adults 18–24 (90.7%). More than three-quarters of adults 55–64 watch at 82.2% and two-thirds of adults 65+ at 67.2%.

Interestingly, women watch YouTube more than men during an average day at 55 minutes and 50 minutes, respectively. Unsurprisingly, 27.3% of Gen Zers watch two hours or more daily, with Millennials a close second at 25.4%. Among Baby Boomers, 34% watch less than five minutes daily.

Top 5 Types of Content Men and Women Are Watching on YouTube, January 2022

Type of Content	Men	Women
Music and audio	67.4%	65.2%
Hobbies and interests	50.7%	46.4%
Movies	46.4%	41.4%
Food and drink	29.9%	40.2%
Television	42.0%	37.2%

Pixability, April 2022



Outdoor Correlates Well with Digital Media Among Young Adults

As much as digital media seems to be taking total control, it like all other media is more effective for advertisers when they use a complementary medium. The Media Audit's newly released 2021 Aggregate Report of data from 49 of its consumer/market surveys reveals younger adults who over-indexed for heavy exposure to outdoor (200+ miles during an average week) also over-indexed for various digital media platforms.

Most brands and advertisers know digital is the place to engage with younger adults, especially Gen Zers. According to the report, they were 10% more likely to be heavily exposed to outdoor than the market average, but even more for heavy exposure to social media (180+ minutes during the average day) at 196.

Millennials scored even higher. Their index for heavy exposure to outdoor was 115 and they over-indexed for heavy exposure to social media at 136, listening to a podcast during the past month at 129 and watching video streaming content during the past seven days at 114.



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InsightBrief: AVOD and FAST Services Are the Next Era of TV

Consumers love their streaming services until the prices increase, which is making AVOD (advertiser-supported on demand) and FAST (free ad-supported television) more popular. So much so that Disney is launching an AVOD during fall 2022 and Netflix may be by 2023 or 2024.

InsightBrief: Teens Drive TikTok to the Top

For six years, Snapchat has been teens' favorite social platform, but according to the Spring 2022 Piper Sandler Taking Stock of Teens survey, TikTok is now the favorite among 33% of teens, compared to 31% for Snapchat.

InsightBrief: Local Content Is Very Important for Local Viewers

The TiVo Q4 2021 Video Trends Report found the importance of local content for viewers increased from 32% during Q4 2020 to 36% during Q4 2021. It was most important among pay-TV subscribers at 41% than broadband subscribers at 23%.



InsightBrief: TV and TikTok Lift Brand Awareness

Teens may favor TikTok over all other social media platforms, but new 2021 data from TikTok indicates survey participants who viewed a brand's TV commercial followed by a visit to TikTok generated a 16% lift in "visual attention to key branding moments."

Sources: Comscore Website, 5/22 GRIN Website, 5/22 Pixability Website, 5/22; MThe Media Audit Website, 5/22; Marketing Charts Website, 5/22; Media Village Website, 5/22; Social Media Today Website, 5/22

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