



## Retail's 2020 Roller Coaster Ride



While creating Media Group Online's 2021 Retail Sales Patterns Report, it became evident many retail sectors had to hold tight throughout 2020 as sales plunged and ascended quickly and often at a breakneck speed much like a mega-roller coaster ride.

Of 39 sectors in the report, only 10 experienced decreased sales during January and February, with fuel dealers suffering the most, at -11.5% and -12.6%, respectively. Men's clothing stores decreased 6.0% during January and office supplies and stationery stores decreased 5.3%.

Then came March and the pandemic, and the roller coaster ride headed down at a steep angle. The trend completely reversed with only 11 of the 39 retail sectors generating increased sales. The retail sectors with the best and worst March have been well documented and are unsurprising.

The stomach-churning ride for most retail sectors continued throughout Q2 2020, with only eight of the 39 reporting positive numbers for April and only nine for May. With June and a perceived pause in the spread of the pandemic, the ride just as quickly ascended as only 16 of the 39 sectors had negative sales.

Throughout the July through November period, the pattern was relatively stable, averaging 16 sectors in the red.

Only four retail sectors recorded negative sales for the January–November 2020 period: department stores; fuel dealers; gift, novelty and souvenir stores; and shoe stores. Six sectors rebounded from a bad ride through Q2 to experience positive sales from July through November: used auto dealers; automotive parts, accessories & tire stores; furniture stores; hobby, toy and game stores; household appliances stores; and sporting goods stores.

### The Five Retail Sectors with the Best and Worst March 2020 Sales

Five Best	Percent	Five Worst	Percent
#1: Grocery stores	+28.5%	#1: Men's clothing stores	-58.4%
#2: Food and beverage stores	+26.9%	#2: Women's clothing stores	-56.4%
#3: Electronic shopping & mail-order houses	+19.3%	#3: Clothing stores	-53.4%
#4: Beer, wine & liquor stores	+18.2%	#4: Family clothing stores	-53.0%
#5: Non-store retailers	+16.3%	#5: Shoe stores	-51.3%

US Census Bureau, January 2021

If you're not a Media Group Online, Inc. Member, then click here to join today!



## TV Antennas Make a Comeback



A new report from Horowitz Research reveals the age of the TV antenna hasn't ended and, in fact, it appears to be experiencing a bit of a renaissance. Horowitz's OTA 2020 study reported "US TV content viewers" (adults 18+) with an OTA antenna for their TV(s) increased from a 29% penetration during 2019 to 40% during 2020.

This trend was already in force prior to the pandemic, especially among younger adults who are cord-cutters or cord-nevers. Undoubtedly, the latest period of this trend is also pandemic-driven. Many households probably had to cancel unaffordable cable TV and/or streaming services, as household members lost jobs and had trouble paying regular monthly bills.

Young adults continued their portion of the trend, with OTA antenna penetration increasing 110%, from 20% during 2019 to 42% during 2020. It's likely many added an antenna also because of job loss and financial challenges.

African American households, which have suffered proportionally more during the pandemic, increased their YOY penetration from 27% to 39%. The Horowitz study also found 53% of TV content viewers in urban markets either own or intend to acquire an antenna, compared to 41% in suburban communities and 38% in rural communities.

A majority of OTA antenna owners haven't turned their backs on subscription services, as 59% also have an MVPD subscription and 82% stream video content. Approximately one-third of the 6.4 hours per day antenna owners said they watch TV is spent viewing OTA content.

A positive development for any TV station with NextGen TV technology, or planning to add it, is these OTA antenna owners will have access to the various added features, which could increase their viewing of OTA content. When consumers understand the benefits of NextGen TV, the Horowitz study found 5% have definite plans and 9% expect to buy an antenna.

The new OTA antennas are so affordable and unobtrusive that many households consider it an additional method to watch content. They still have access to local news and sports programming as well as the popular streaming content via digital access.

If you're not a Media Group Online, Inc. Member, then [click here](#) to join today!



## Business Profilers & PowerPoints

Rural Market  
 Waste Management  
 Optical Products & Services Market  
 Home Improvements & Hardware Market  
 Orthopedists  
 Mental Health Professionals & Psychiatric Care  
 Dentists  
 Regional Airlines & Airports

Veterinarians  
 Aviation Market  
 Philanthropy  
 Schools & Colleges  
 Physicians  
 Miscellaneous Beverages Market PLUS  
 Dermatologists & Cosmetic Surgeons  
 Manufactured/Modular Homes Market  
 Wedding Market



## Newest and Future Special Reports



Trends  
 (January 2021)



Convenience Stores:  
 Transforming with Their Communities  
 (February 2021)



Cultural Influences of Consumer Markets  
 (March 2021)

## Prepare Yourself for the Challenges of 2021

**Special Report** – Convenience stores are an essential retail sector, but what they experienced during 2020 will help them evolve, according to the February Special Report.

**Spring Profilers** – Look for new Profilers for the spring retail season, which should be better this year: home improvements, RVs, remodeling, lawn & garden and more.

**Video Rules** – The New Media Insights Report, Video Is a Mainstream Ad Tool for Mainstreet USA, makes it clear even the smallest retailer must go video to thrive.



**Media Group Online, Inc.**  
 103 Sterling Mine Road  
 Sloatsburg, NY 10974  
 Phone: 866-921-1026  
[www.mediagrouponlineinc.com](http://www.mediagrouponlineinc.com)



## 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 Tracy Austin, SVP and GSM, at **713-626-0333**.

[www.TheMediaAudit.com](http://www.TheMediaAudit.com)