



Financial Optimists Are Retailers' Prime Target Audience

The results of these selected markets are quite similar and unsurprising. Gen Zers, which includes mostly teenagers and college students (and some graduates) were more likely to have lost many of the minimum/low wage jobs during the pandemic. It's understandable why this is dousing their optimism. Conversely, they are likely to regain many of those jobs as restaurants and other retail sectors recover.

As the COVID-19 vaccinations increase and more people are returning to workplaces, shopping in stores and traveling, your prospects and clients want to maximize foot traffic and sales. People who consider themselves financial optimists are a prime target audience because they typically have steady employment, disposable income and are less concerned with using credit to buy whatever they want and need.

Media Group Online's strategic partner, The Media Audit, has all the insights about this prime audience.

Millennials are, of course, the "Golden Ticket," as their careers are typically well-established, they have been buying most of the houses during the past year (and will continue to do so) and are spending to improve the livability of their current home or newly acquired home. As many have children, they will be a major factor in helping the leisure & hospitality industry to rebound during the summer and beyond.

Many Gen Xers are at the peak of their careers and earning power. Their spending is also very focused on their homes and families – and they are also ready to escape from "lockdown" to fabulous vacations.

Adults 18+ Who Consider Themselves Financial Optimists*, by Generation and Selected Markets

Market	Gen Z	Millennials	Gen X	Boomers
Buffalo	14.0%	37.4%	35.8%	10.5%
Houston	12.4%	37.2%	32.2%	16.0%
Atlanta	10.8%	34.8%	31.4%	22.5%
Detroit	14.0%	32.0%	26.7%	19.5%
Boise	17.5%	32.5%	26.5%	19.4%
San Francisco	14.7%	41.5%	25.7%	15.1%

Source: Based on The Media Audit's Fall 2020 and Winter and Spring 2021 surveys

Many Baby Boomers are enjoying their retirement and have the disposable income to make it very enjoyable. Many want to stay in their homes, which requires spending for most home products, and they will be the first returning travelers, being fully vaccinated.

With many economic experts expecting a huge increase in the 2021 GDP and a tidal wave of renewed consumer spending, recommend your prospects and clients display their optimism to attract more people who consider themselves financial optimists.

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Where American Consumers Plan to Spend More

Consumers returning to retailers' stores in droves is certainly a welcoming trend, but knowing where and on what they want to spend their money will help retailers create promotions/specials and displays to maximize that spending.

Recent survey data from YouGuv reveals consumers' perspectives about their spending priorities as the pandemic wanes. A November 2020 global survey found a majority of consumers in 15 of 17 countries said they would be spending less on non-essentials. The US was tied with Great Britain for the fourth-smallest percentage at 61%, with only Denmark (46%) and Germany (45%) where consumers didn't plan to spend less. Keep in mind, however, November is when the pandemic was surging.

Fast-forward to a March 2021 YouGuv survey in the US, which provides some details about where consumers plan to spend more or less of their money once the pandemic has subsided and most people are vaccinated.

These results bode well for many retail sectors, especially restaurant, bars and movie theaters, which have suffered the most during the pandemic.

Data from The Media Audit consumer surveys in several markets reveals adults' planned spending for new furniture, which is likely the focus of the many new and current homeowners as well as apartment tenants.

Where US Consumers Spend More or Less, March 2021

Spending Venues	Much/Slightly More	Neither More Nor Less	Much/Slightly Less
Socializing at restaurants and bars	31%	49%	14%
Clothes, footwear and beauty products	18%	66%	12%
Watching movies at a theater	23%	50%	21%
Personal care (haircut, manicure, etc.)	23%	62%	11%

YouGuv, March 2021

Use these insights and data points and many others you'll find in Media Group Online reports to help your prospects and clients target the prime audiences with the money to spend on the products and services they've put on hold.

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Adults 18+ Who Plan to Buy New Furniture During the Next 12 Months, by Household Income and Selected Markets

Market	<\$25K	\$25K-\$50K	\$50K-\$75K	\$75K-\$100K	\$100K-\$150K	\$150K-\$200K	\$200K+
New York City	11.4%	14.8%	12.5%	16.0%	16.9%	14.9%	13.5%
Columbus	19.0%	17.3%	24.5%	13.0%	13.8%	6.7%	5.8%
Milwaukee-Racine	15.2%	19.2%	15.7%	18.5%	23.9%	2.5%	5.0%
Austin	6.3%	9.9%	20.3%	29.1%	19.2%	5.3%	9.9%
Portland, OR	15.7%	23.0%	13.5%	18.1%	14.9%	6.2%	8.7%

Source: Based on The Media Audit's Fall 2020 and Winter and Spring 2021 surveys

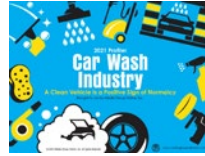


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Newest and Future Special Reports



Cultural Influences of Consumer Markets (March 2021)



The New Day of Sales and Sales Management (April 2021)



Here Comes the Boom! (May 2021)

Master the Insights for More Sales

March New Media Insights Report – Introduce local advertisers to social commerce, which pairs very well with the many consumers using a second screen while watching TV.

Fishing/Hunting Profiler – This new Profiler reveals how fishing is becoming even more of a family activity and detailed insights about “The Hunter” persona.

More Welcoming Homes – Many consumers are ready to allow home services companies in their homes. Use the Profilers to help these companies grab their share.



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