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Consumers Want Humorous Brand Messages and Other Insights

During the pandemic era, surveys of consumer outlooks and shopping and media preferences can be outdated almost as soon as they are published. Despite the Attest 2022 US Consumer Trends Report having been conducted during November before the Omicron variant surge, many of the findings are still very valid now that the surge is front and center.

Like many similar surveys, the Attest results show Americans were more positive than negative at the time, but the long slog through the pandemic may be why 57% ranked humorous brand messages as the most appealing. The others on that list seem to suggest they want brands to help them be more positive: motivational 47%, educational 34.5%, thought-provoking and reassuring 34% each and inclusive 18%.

More consumers have voiced their insistence on brands and businesses in general to show their support for various social issues and the Attest survey reveals the most important.

Top Five Issues Consumers Want Brands to Support, November 2021

Issue	Percent
Poverty and inequality	36%
Racism	36%
Climate change	31%
Women’s rights	24%
Avoid politics	24%

Attest, January 2022

When asked where they were currently purchasing merchandise (other than groceries), the survey responses reinforced the trend among consumers who view shopping as an in-store/online combination. 30% said they were shopping equally in-store and online, but slightly more were shopping mostly online at 26% than mostly in-store at 23%. Unsurprisingly, Millennials skew more towards online shopping than other generations at 45% always or mostly.

The Attest survey results are mixed for TV media consumption. Those binge-viewing streaming platforms for five hours or more decreased by more than half, from 26% during 2020 to 12% during 2021. News viewing has declined 14 percentage points from 46% (2020) to 32% (2021), but the overwhelming and continuous coverage of the pandemic may have led to news-consumption exhaustion.

As other research sources indicate, more Boomers watch three or more hours of live TV daily at 54% and Gen Zers the least at 20%. Slightly more Millennials (37%) than Boomers listen to radio daily and a counterintuitive result is the largest percentage of those who read a newspaper weekly are Millennials (32%) compared to Boomers (25%).

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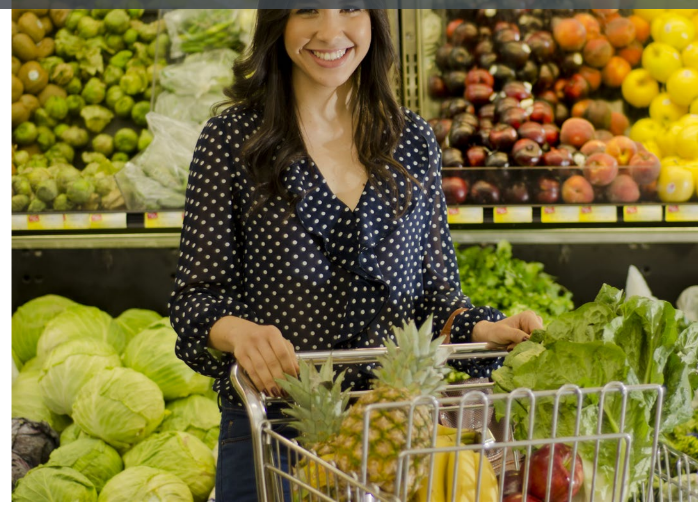
Latinx Americans Who Spend More on Groceries Are Heavy TV Viewers



Latinx Americans' buying power is almost $2 trillion and much of it is spent weekly at their local supermarkets. Analysis of data from five representative 2021 consumer/market surveys conducted by The Media Audit reveals Latinx Americans who are heavily exposed to TV (300+ minutes during the average day) over-index for spending larger amounts at supermarkets.

Two of the markets, Monterey-Salinas, CA and Phoenix, have large Latinx American populations at 43.1% and 24.0%, respectively. Chicago's Latinx American population is 18.6%, Tampa-St. Petersburg 14.2% and Columbus 3.0%.

Latinx Americans Who Are Heavily Exposed to TV* and Their Weekly Supermarket Spending (by Indices), in Selected Markets, 2021

Weekly Supermarket Spending	Tampa-St. Petersburg	Columbus	Chicago	Phoenix	Monterey-Salinas, CA
less than $100	113	36	98	75	88
$100–$150	55	72	109	135	60
$150–$250	90	214	116	69	132
$100+	90	158	102	120	108
$150+	103	199	99	110	120
$250+	122	177	71	140	107

*Based on The Media Audit's 2021 surveys *300+ minutes during an average day*

On average, Latinx American households heavily exposed to TV spend more for groceries weekly, with the correlation strongest among those who spend $150 or more.

In that range of $150+, Latinx Americans who are heavily exposed to TV over-index as much and sometimes more than Caucasian Americans, who are the largest population of supermarket shoppers and TV viewers.

- Tampa-St. Petersburg – 106
- Columbus – 103
- Chicago – 107
- Phoenix – 98
- Monterey-Salinas, CA – 96

More Latinx American households are multi-generational, which is likely a driver for spending larger amounts at the supermarket and suggests these households buy a broader selection of products, both traditionally ethnic and mainstream. Many of them, especially young adults, are also likely to be among the adventurous consumers who are attracted to new tastes and often from other cultures.

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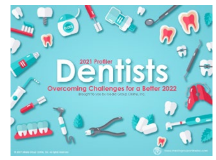

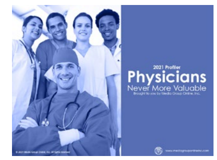

Newest and Future Special Reports

Restaurants: A Menu of Challenges
(December 2021)

Trends 2022
(January 2022)

Television's Exciting Journey into the Future
(February 2022)

Another Year of New Opportunities

Trends 2022 – The annual January Special Report highlights a few of the trends that should boost our collective optimism that 2022 will be better.

Co-op Programs' Popularity – More MGO members have been searching the Co-op Connect database during recent weeks – and it's exclusively for you and your clients.

Desktop Shopping Is Tops – The December 2021 New Media Insights Report reveals consumers are more satisfied shopping online from a desktop than a mobile device.

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