

A top-down view of a group of people at a table, clinking wine glasses. The scene is dimly lit, with a focus on the hands and glasses. In the foreground, there are several small bowls of food, including what looks like a bowl of dark sauce and some bread. The overall atmosphere is social and celebratory.

provoke
insights

Alcohol & Radio: Trends
2022



Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is challenging without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including alcohol.

A photograph of a desk with a laptop, a notebook, and glasses. The laptop is on the left, the notebook is in the center, and the glasses are in the foreground. The background is a wooden desk.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1st to March 10th, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Overview



The Reach of Radio

Radio reaches a diverse set of alcohol buyers. Across the beer, wine, liquor, and hard seltzer categories, radio listeners purchased more in the past three months than non-listeners.



In-Store is Key

Almost all alcohol purchases are taking place in person at stores. Now that consumers are less concerned about venturing to stores, online wine sales have decreased since 2021. Radio listeners especially prefer shopping in-store, with the vast majority in each alcohol category purchasing in-store within the last three months.



Preferred Drinks for Different Occasions

Alcohol preferences differ based on the occasion. Wine is the top drink at restaurants and on special occasions. Beer is preferred at bars, parties, and at home. Hard seltzer is not prioritized for a specific location, though it is most commonly consumed at casual parties



The Overall Alcohol Consumer



73% of Americans Purchased
Alcohol in the Last 3 Months

Consumers are Buying a Variety of Alcoholic Beverages

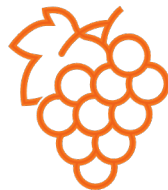
Even though hard seltzer is a newer product, a quarter of consumers are purchasing it.

48%



Beer

44%



Wine

42%



Liquor

24%



Hard Seltzer



The Beer Shopper

is Significantly More Likely to Be



67% Are not concerned about eating at restaurants vs. 67%



57% Male vs. 37%



43% Have children vs. 30%



41% Millennials vs. 34%



The Wine Shopper is Significantly More Likely to Be



58% Female vs. 49%



55% Prefers to purchase from small businesses vs. 48%



45% Have children living in the household vs. 29%



46% Prefers online shopping vs. 33%

The Liquor Shopper is Significantly More Likely to Be



69% are not concerned about eating at restaurants vs. 67%



54% Male vs. 54%



42% Have kids living in the household vs. 32%





The Hard Seltzer Shopper

is Significantly More Likely to Be



73% Employed full-time vs. 61%

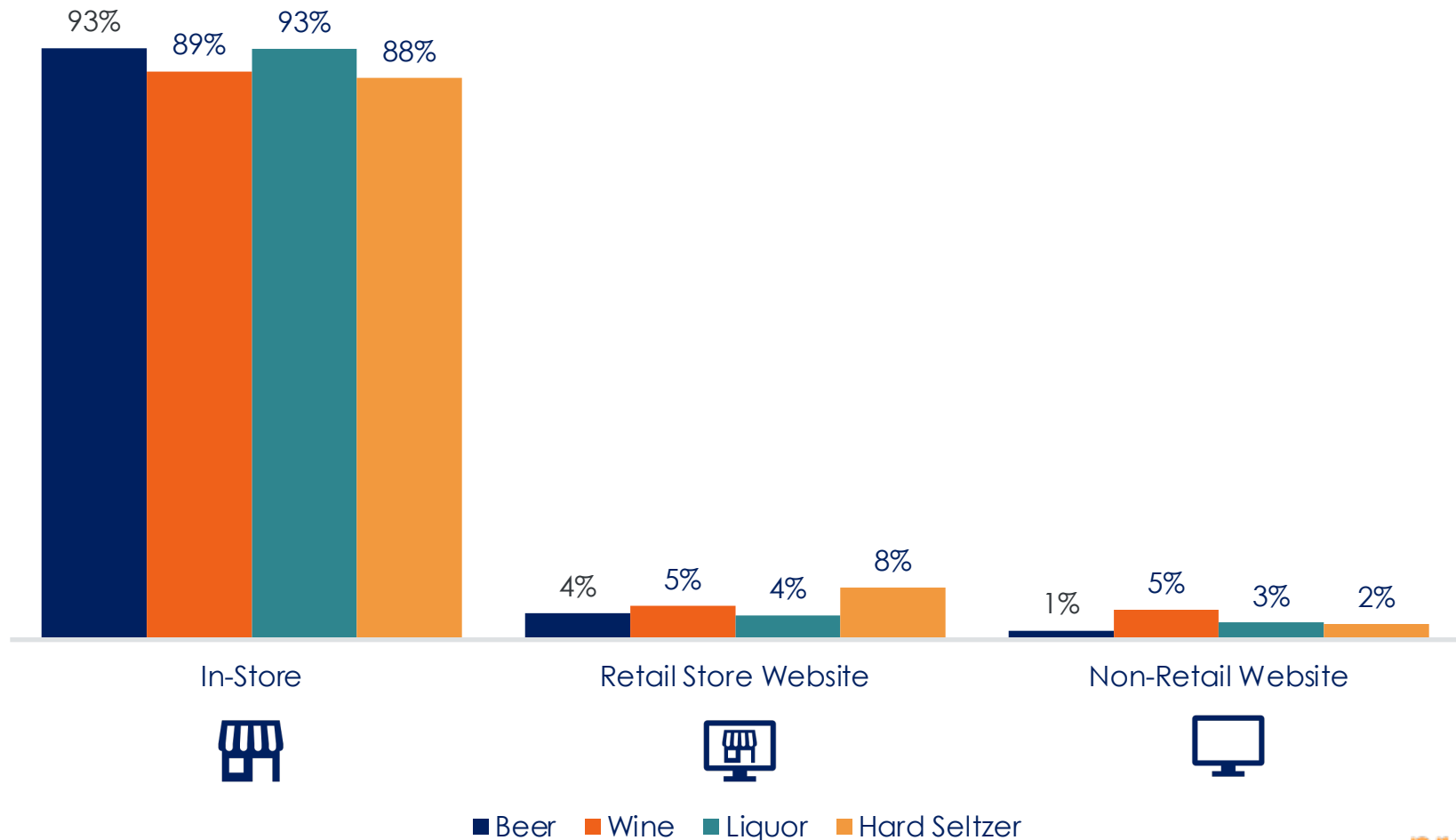


60% Would pay more for sustainably sourced items vs. 38%



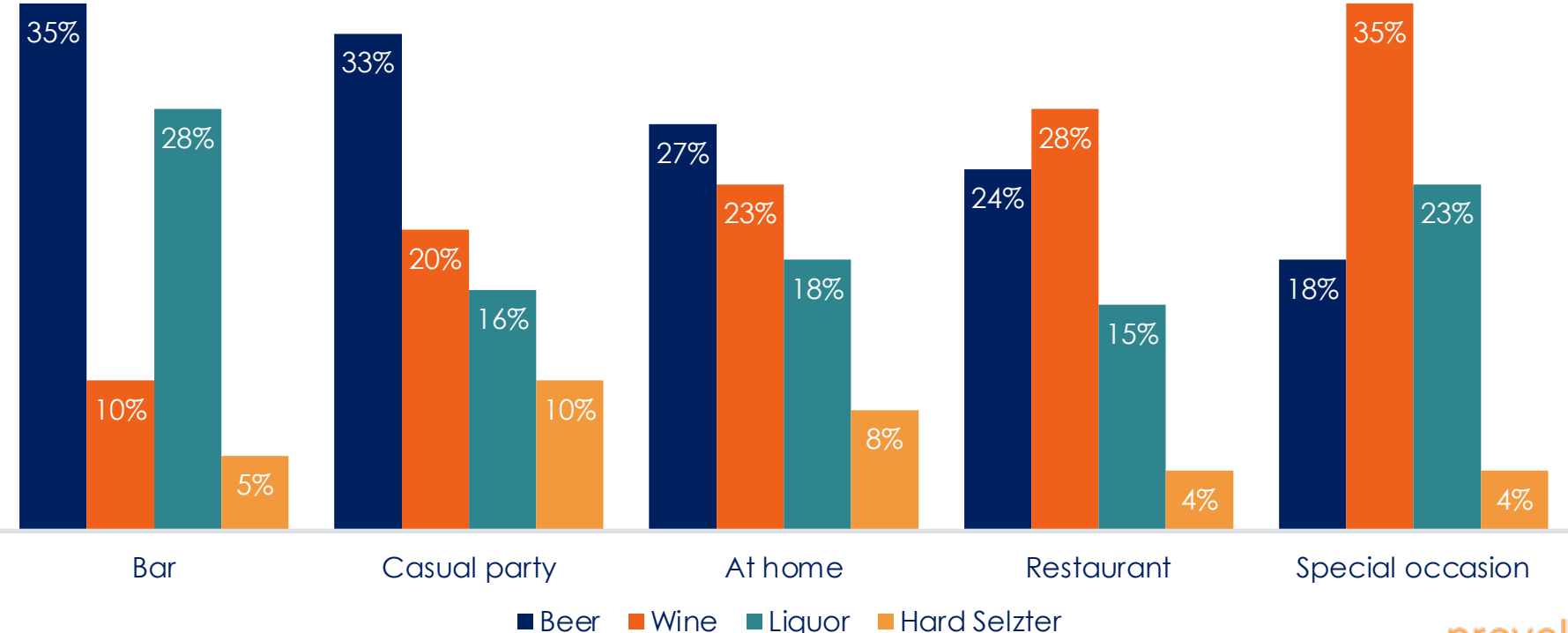
43% Concerned about taking a vacation vs. 35%

In-Store Dominates Alcohol Sales

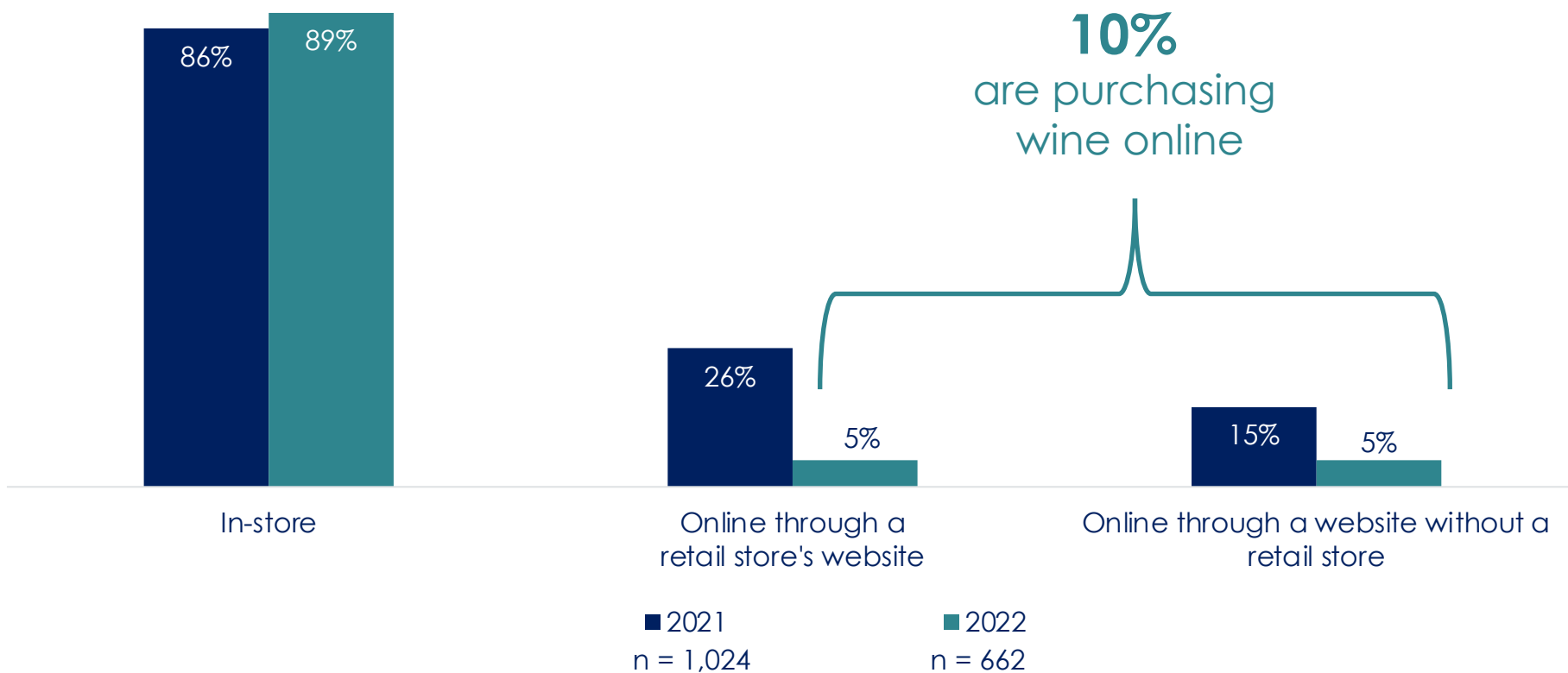


Different Drinks for Different Places

Wine is the top drink at restaurants and special occasions, while beer is preferred at bars, parties, and at home. Hard seltzer is not a prioritized beverage.



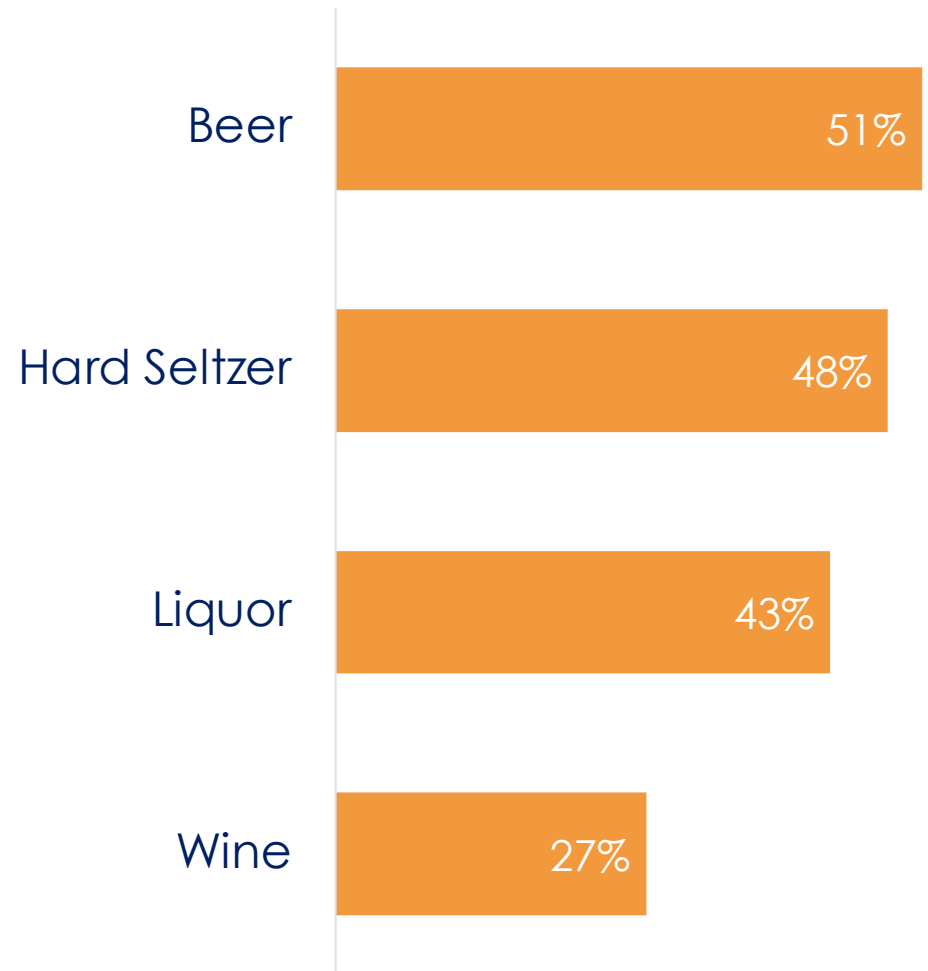
Online Wine Purchasing Has Decreased Since 2021



Beer & Hard Seltzer Drinkers are More Loyal to Specific Brands

Loyalty

Top 2 on a 5-point scale (Only/Mostly Loyal)



Radio Listeners & Alcoholic Beverages



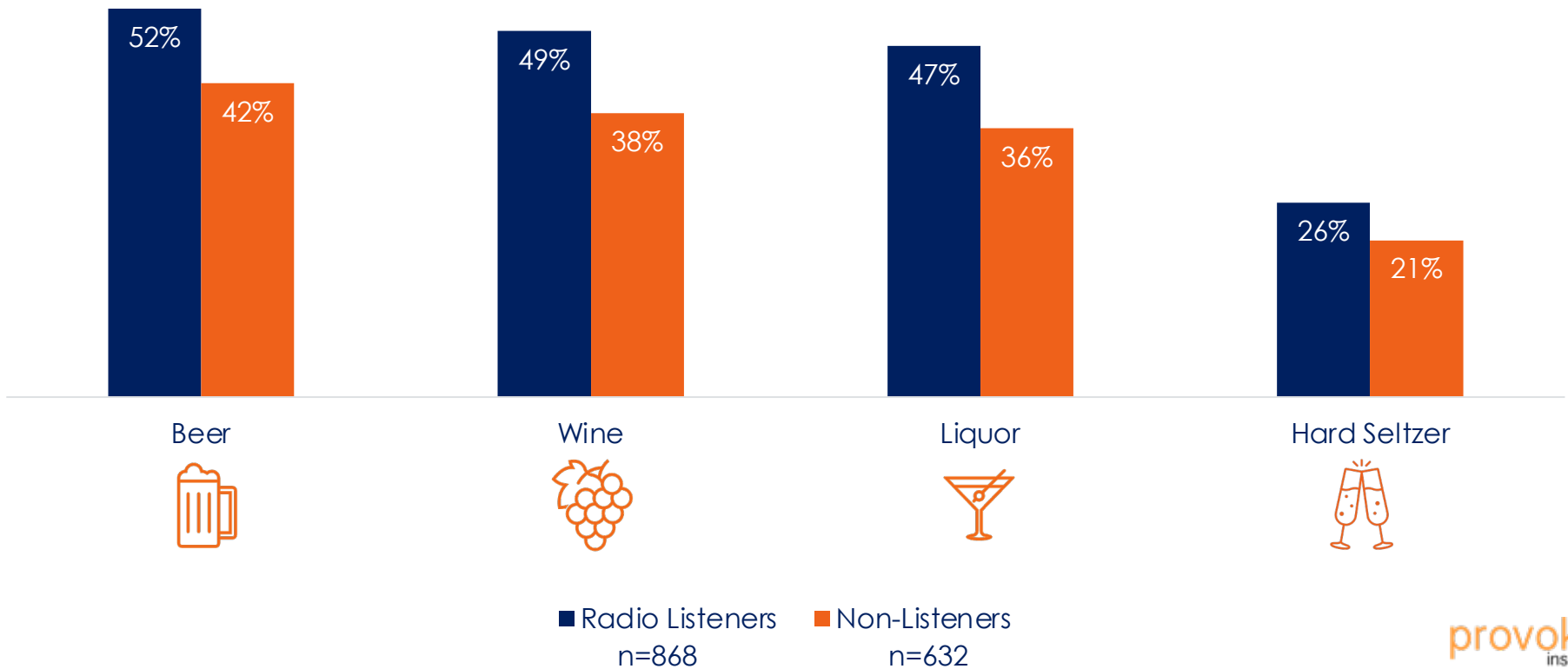


78% of Radio Listeners Purchased
Alcohol in the Last 3 Months

+12% Higher Than Non-Listeners

Radio Reaches the Alcohol Buyer

Purchased in the Last 3 Months
Radio Listeners vs. Non-Listeners



Radio Listeners are More Inclined to Shop at their Local Liquor Store

In-Store Purchases in the Last 3 Months *Radio Listeners vs. Non-Listeners*

95%
of listeners
vs. 90%



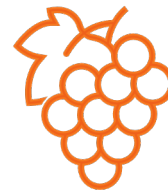
Beer

94%
of listeners
vs. 91%



Liquor

91%
of listeners
vs. 86%



Wine

91%
of listeners
vs. 83%



Hard Seltzer

Radio Listeners Like to Kick Back and Relax with Their Beverage of Choice

Who Chooses to Drink Alcohol at the Following Occasions?

Radio Listeners vs. Non-Listeners

83%
vs. 75%



Casual Party

82%
vs. 73%



Bar

82%
vs. 75%



Special occasion

79%
vs. 72%



Home

75%
vs. 68%

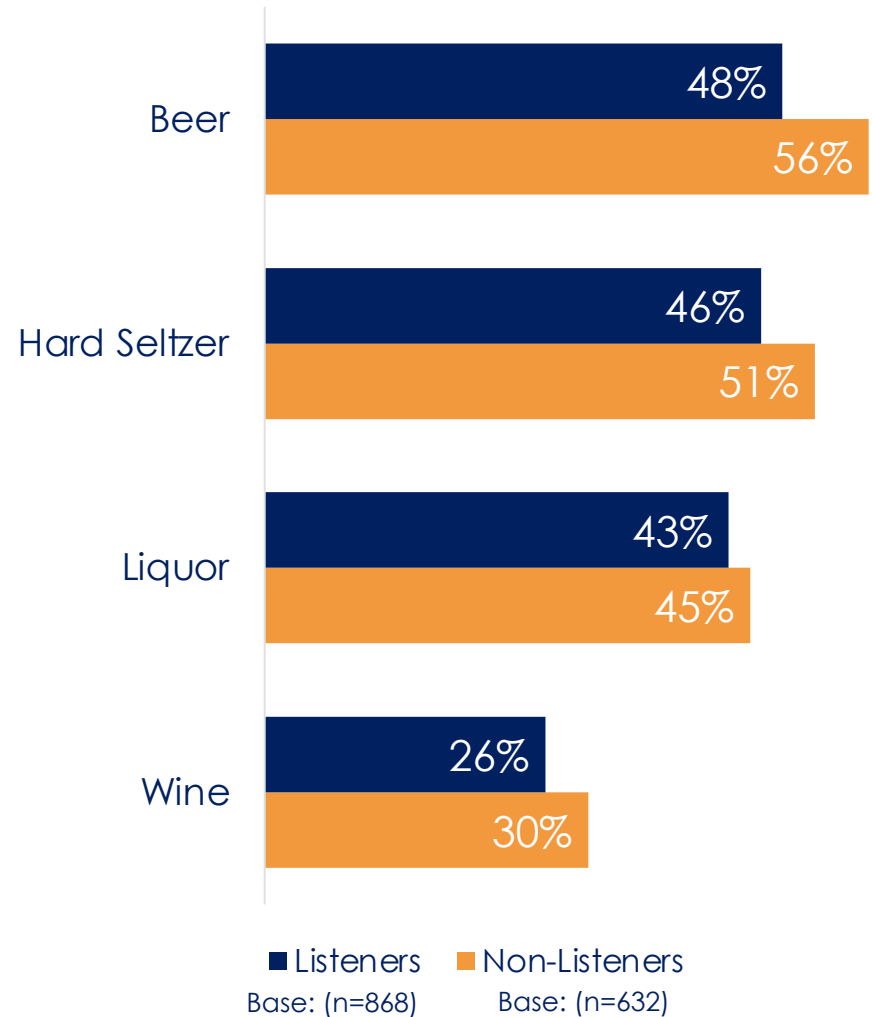


Restaurant

Radio Listeners are Less Loyal to Specific Brands

Loyalty

Top 2 on a 5-point scale (Only/Mostly Loyal)



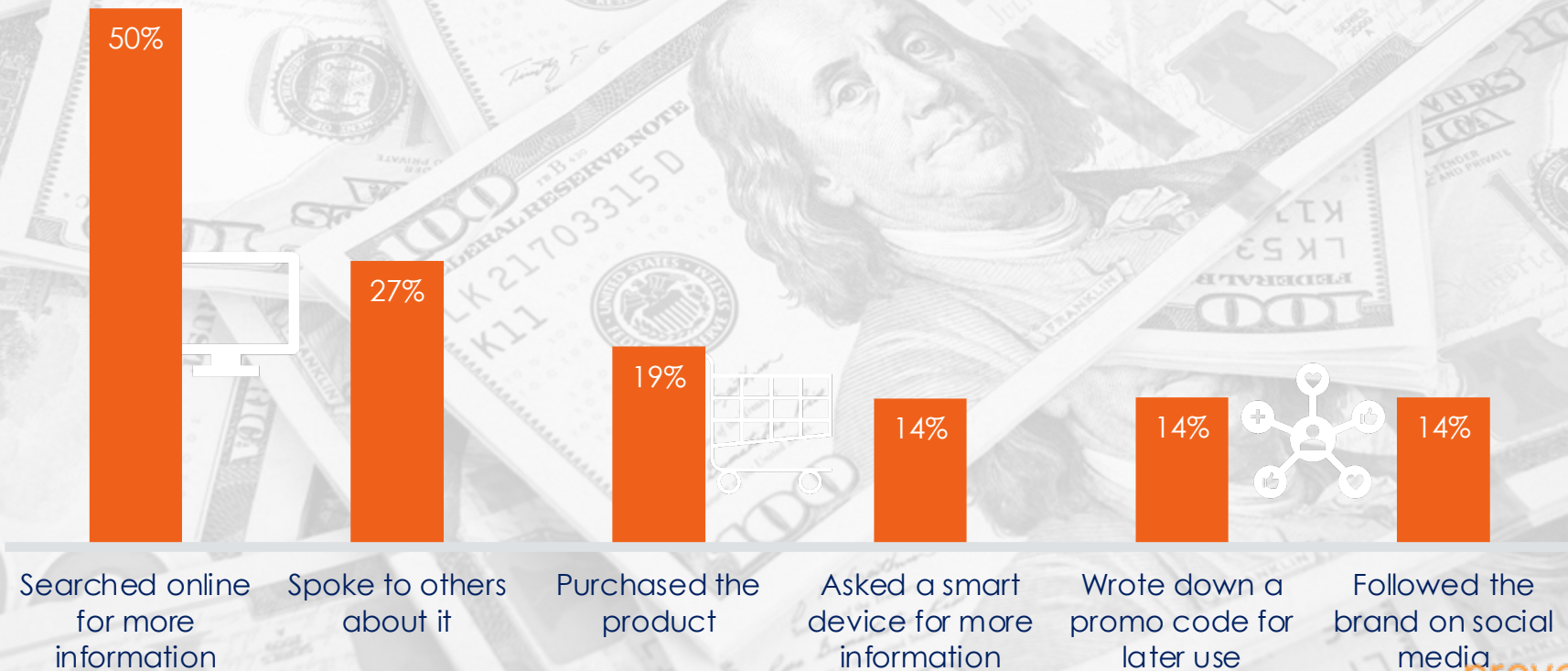
Why Radio?



The Role it Plays In the
Retail Space

Radio Ads Leads to Sales

After listening to a radio ad...



Radio Has Engaged Listeners



23%

of radio listeners
followed a radio
station on social
media



12%

of radio listeners
entered a radio
contest



5%

of radio listeners
attended a radio
station event



Who's Listening to Radio?



Concerned about the economy due to Covid **73%** vs. 68%



Employed full-time **67%** vs. 59%



Have children **37%** vs. 35%

Respondent Overview

Gender



53%
Female



47%
Male

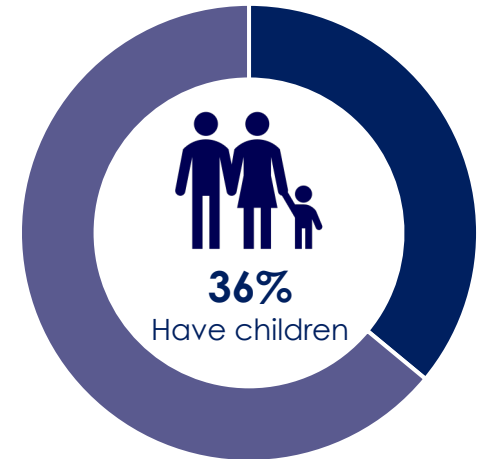
Generation

44 years old
Average Age

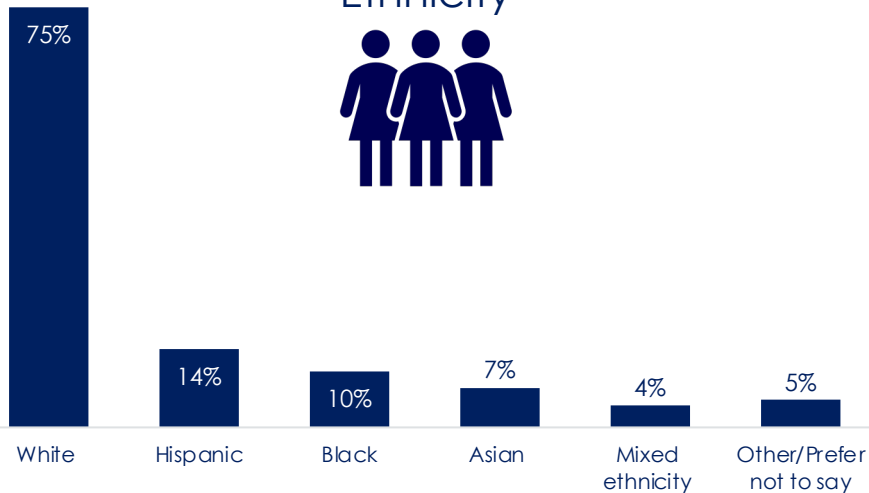


Z 7% Gen Z **X** 34% Gen X
M 38% Millennials **B** 21% Baby Boomers

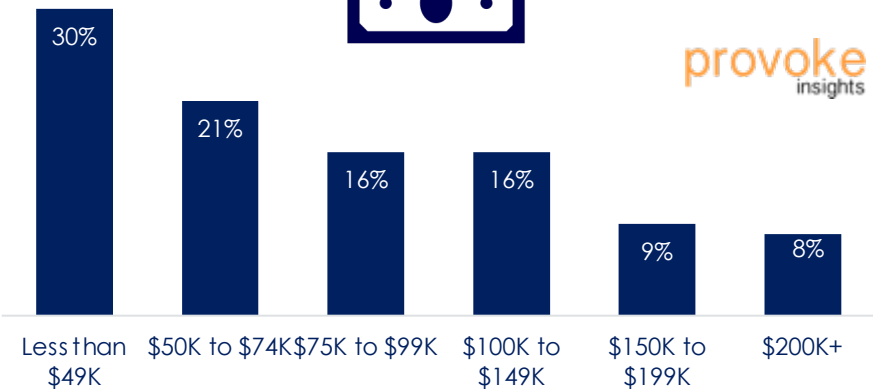
Parental Status



Ethnicity



Household Income



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About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to matt@provokeinsights.com.