

A person with a backpack is sitting on a rocky mountain peak, looking out over a valley. The person is wearing a white hoodie and dark pants. The background shows a vast landscape with mountains and a valley. The text 'provoked insights' is overlaid on the image.

# provoked insights

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Travel & Fitness

June 29th, 2022

# Who is Provoke Insights?

- A full-service global market research firm
- Specialists in branding, advertising, media, and content marketing initiatives
- Surveys, focus groups, in-depth interviews, secondary research and more
- Researchers + Brand Strategists



## Background & Objectives

Since 2020, Provoke Insights has bi-annually tracked trends and consumer behavior.


Brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights launches a bi-annual trends study to answer these pressing questions.



# Methodology

- Bi-annual 15-minute survey
- Fall 2021: 1,504 completes
- Spring 2022: 1,500 completes
- Representative sample of Americans between the ages of 21 and 65
- *Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.*
- *Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.*







# Who is Listening?



# Weekly Radio Listeners Are Significantly More Likely To Be

*Radio listeners vs. Non-Listeners*

-  Suburbia **57%** vs. 49%
-  Married **56%** vs. 47%
-  \$100K+ HHI **37%** vs. 29%
-  Republican **32%** vs. 26%



# Listener Lifestyles



71%

of radio listeners are  
optimistic about their  
future

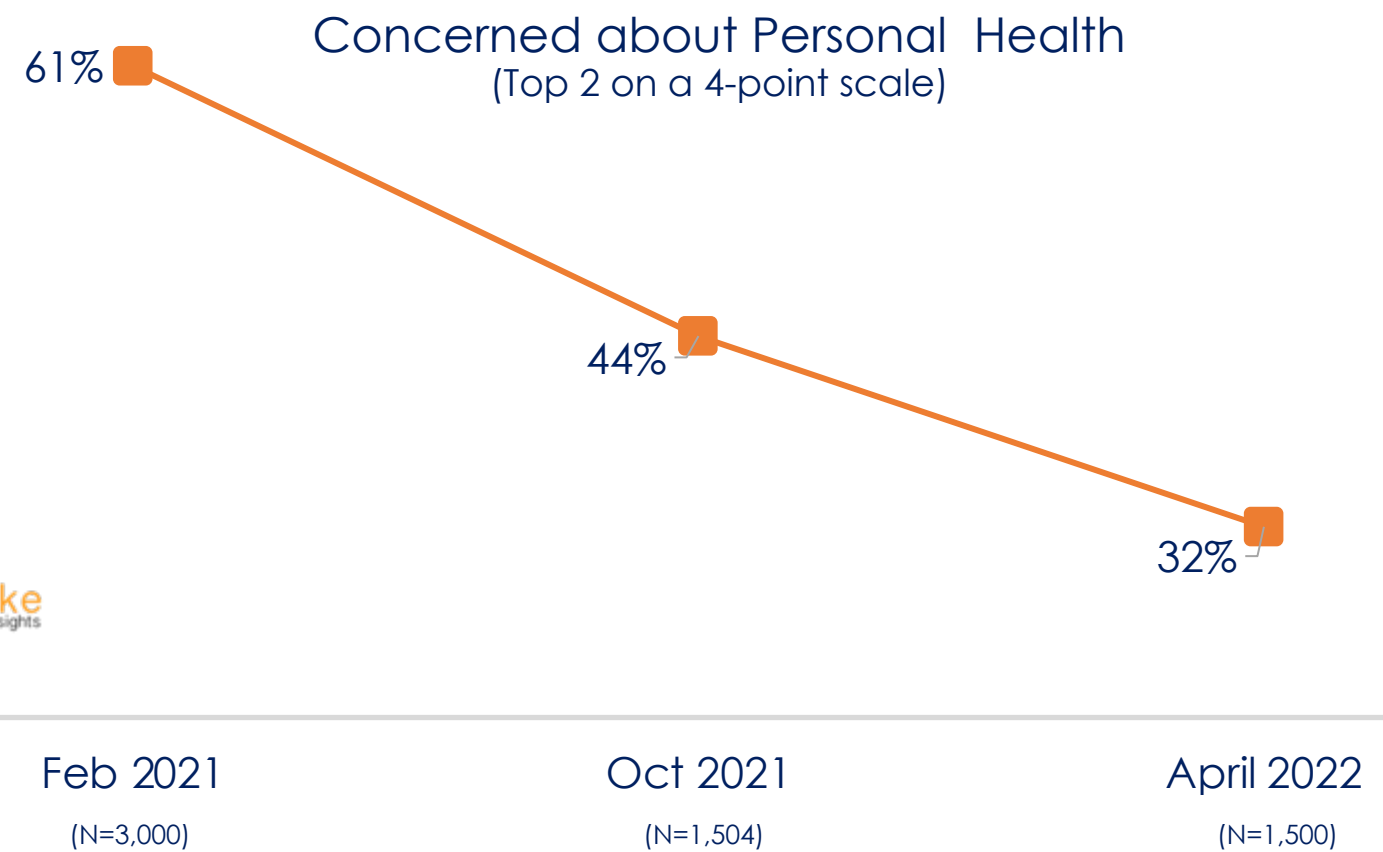
*(Top 2 on a 7-point scale)*





# Fitness Trends

# More Confident About Health





# Americans Prioritize Fitness

Top 3 Out 7-point Agree Scale



39%

are exercising more than pre-COVID



33%

are in better shape than pre-COVID

**55%**  
**of radio listeners**  
exercise as a hobby  
(vs. 47% non-listeners)



# Radio Listeners Stay Active

## Participate in as a Hobby: Radio Listeners vs. Non-Listeners



**34% vs. 26%**  
go camping/  
hiking



**26% vs. 19%**  
bike



**17% vs. 8%**  
play golf



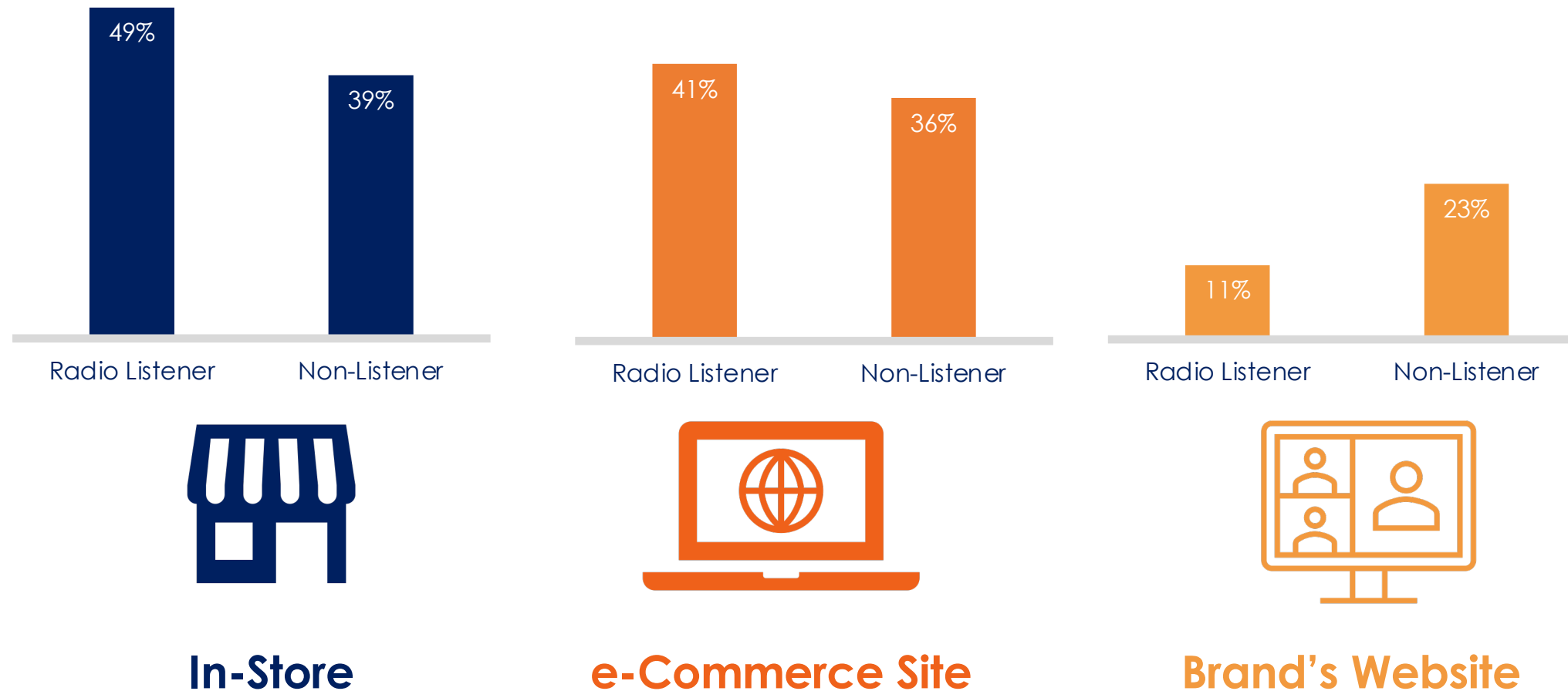
**11% vs. 7%**  
play team sports



**1 in 10**

Radio Listeners Purchased  
Fitness Gear in the Past  
Month

# Radio Listeners Purchase Fitness Brands In-Store



\*1% other method

Opportunity  
to Introduce  
Radio  
Listeners to  
New Fitness  
Brands



**70%**  
are Open to  
Purchasing New  
Fitness Brands





# Who is Buying Fitness Gear?

*Fitness Gear Purchasers vs. Non-Purchasers*

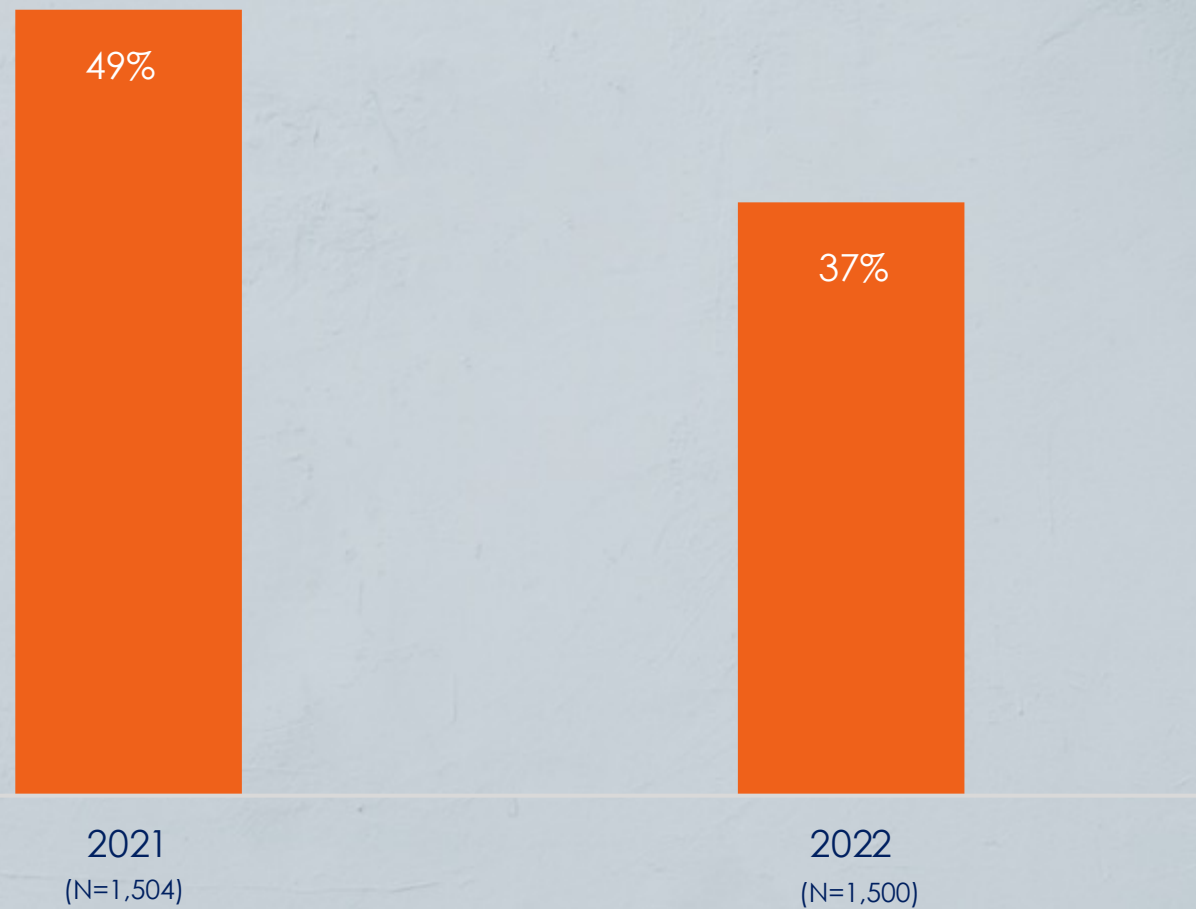
- Optimistic for the future **87%** vs. 70%
- Exercise **81%** vs. 47%
- Have children in the household **57%** vs. 33%
- Males **52%** vs. 46%
- Hiked in the last month **51%** vs. 20%
- \$100K+ household Income **45%** vs. 32%
- Affiliate as democrat **45%** vs. 34%
- Live in urban area **35%** vs. 25%
- Hispanic **20%** vs. 13%



Listener

Travel & Leisure

# Travel Concerns Due to COVID are Decreasing



# Radio Listeners are More Likely to Buy Airplane Tickets in the Next Month

16% vs. 13%



# Radio Listeners are More Loyal to their Airline Brands than Non-Listeners

Only Purchase Brand/  
Mostly Purchase Brand

**57%** vs. 43%





# Who is Booking Flights?

*Airplane Ticket Purchasers vs. Non-Purchasers*

- Vaccinated for COVID **90%** vs. 74%
- Females **59%** vs. 52%
- Purchasing wine **59%** vs. 42%
- Purchasing beer **54%** vs. 47%
- \$100K+ household income **51%** vs. 31%

## Radio Listeners are More Likely Booking Hotels



22% vs. 18%

provoke  
insights

# Radio Listeners are More Willing to Book with Multiple Hotel Brands

*Only Purchase Brand/  
Mostly Purchase Brand*

**31%** vs. 38%







# Who is Booking Hotels?

*Booked Hotels vs. Did Not Book Hotels*

- Optimistic for the future **77%** vs. 70%
- Purchasing beer **57%** vs. 46%
- Purchasing wine **53%** vs. 42%
- Children in the household **43%** vs. 34%
- \$100K+ household income **42%** vs. 32%
- Purchase airline tickets **42%** vs. 8%
- Eating at full-service restaurants **19%** vs. 12%

# Radio Listeners Are Traveling...



**24%**

Have gone on a domestic  
vacation in the past 3  
months

(vs. 16%)



International Travel for Radio Listeners  
was Slow in the Last 3 Months **(4%)**  
but will Slowly Pick Up in the Near  
Future **(7%)**

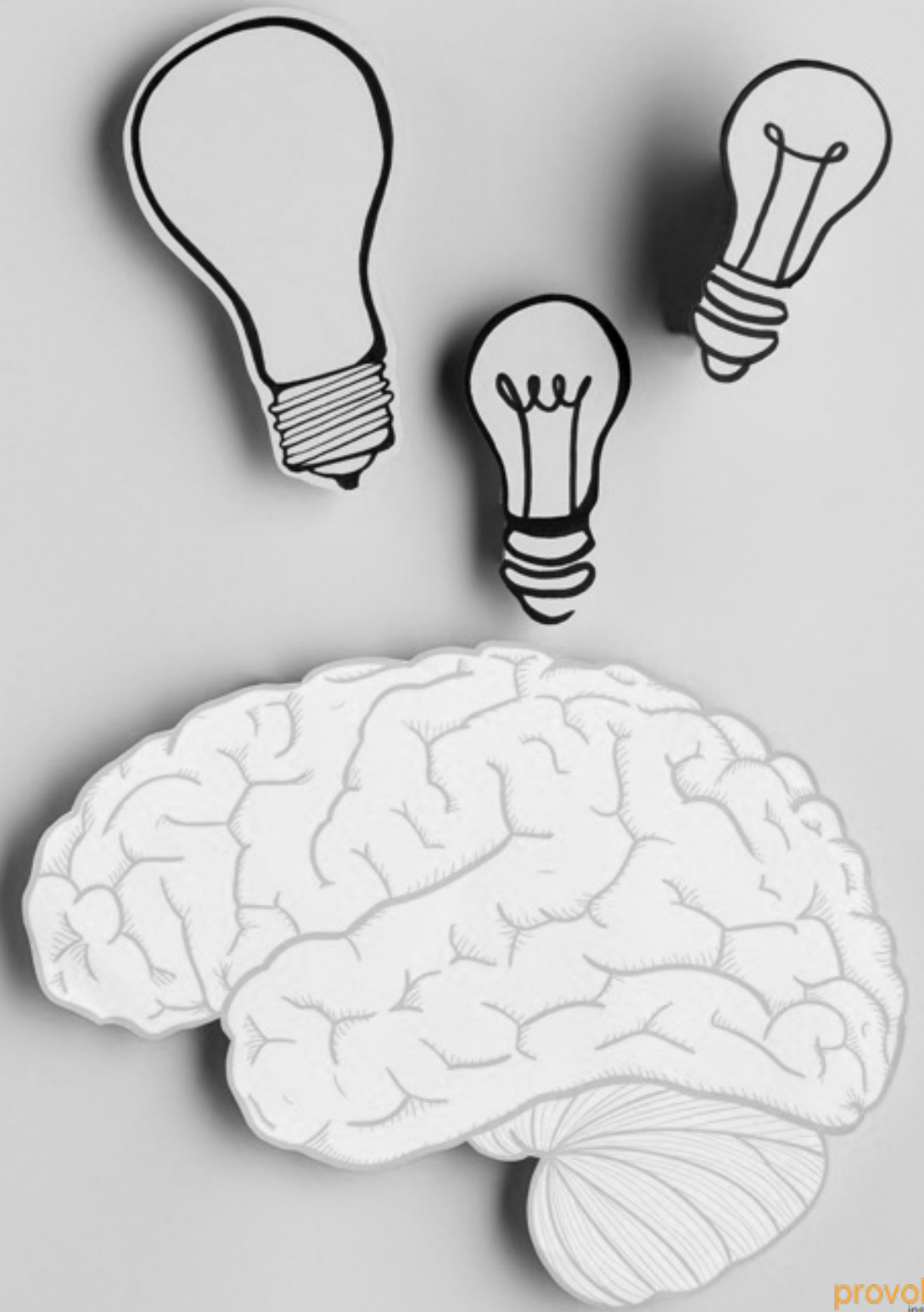


# Why Radio?

The Role it Plays In the  
Retail Space


**55%** say  
radio informs  
them of  
products and  
service

Top 3 on a 7-point agree scale





**51%**  
mention  
radio  
educates  
them about  
sales



**40%** feel a connection with on-air personalities

**32%** follow an on-air personality via social media

# Radio Leads to Sales

## After listening to a radio ad...

Top 2 on a 5-point scale (Agree/Strongly Agree)



Go to product's website



Went to store



Visited social media site



# Takeaways



# 1. Concerns Regarding COVID & Travel are Decreasing

While COVID-19 is still present in the United States, Americans are less concerned. As a result, more Americans are venturing out of the home. Brands need to consider this changing behavior, particularly those in the travel/hospitality spaces.

For example, as more consumers leave their homes, more people are driving (i.e., listening to the radio in the car).



## 2. Opportunity to Stand Out as a Fitness Brand Among Radio Listeners

Radio listeners are fitness gear purchasers and are willing to try new brands. They are not going to specific fitness brand websites but are shopping more in-store and e-commerce stores.

Radio has the opportunity to educate these consumers about what brands to purchase when shopping.





# They Stick to Their Tried-and-True Airlines but Like to Experience New

## 3. Hotels

Radio can educate listeners about new hotels. It can also help re-affirm why they love the airlines they use.



Thank You!

<https://provokeinsights.com/>

Carly Fink

Breeda Bennett-Jones