



# provoke

insights

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CBD & 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 consumer mindsets 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 CBD.





## 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 1<sup>st</sup> to March 10<sup>th</sup>, 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).<sup>1</sup>

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



# Overview



## **Familiarity & Purchase**

Most Americans are familiar with CBD. However, in the last year, awareness of the product has not increased.

Radio listeners are 4% more likely to purchase CBD. They are also more aware of the medical remedy. CBD brands should turn to radio as an effective advertising channel to reach these high-user customers.



## **The Benefits**

Pain relief, followed by improving anxiety/depression, is the main benefit of CBD. Interestingly, those who use the product are much more likely to say that CBD helps with sleep. Younger adults are more likely to view CBD as a mental health aid.



## **The Future**

Two-thirds of those who purchased CBD in the past are planning to buy it this year. The CBD category will see almost a fifth of new users trialing it in 2022. Barriers to purchase include no need to buy. Radio listeners, however, are driving future purchases.



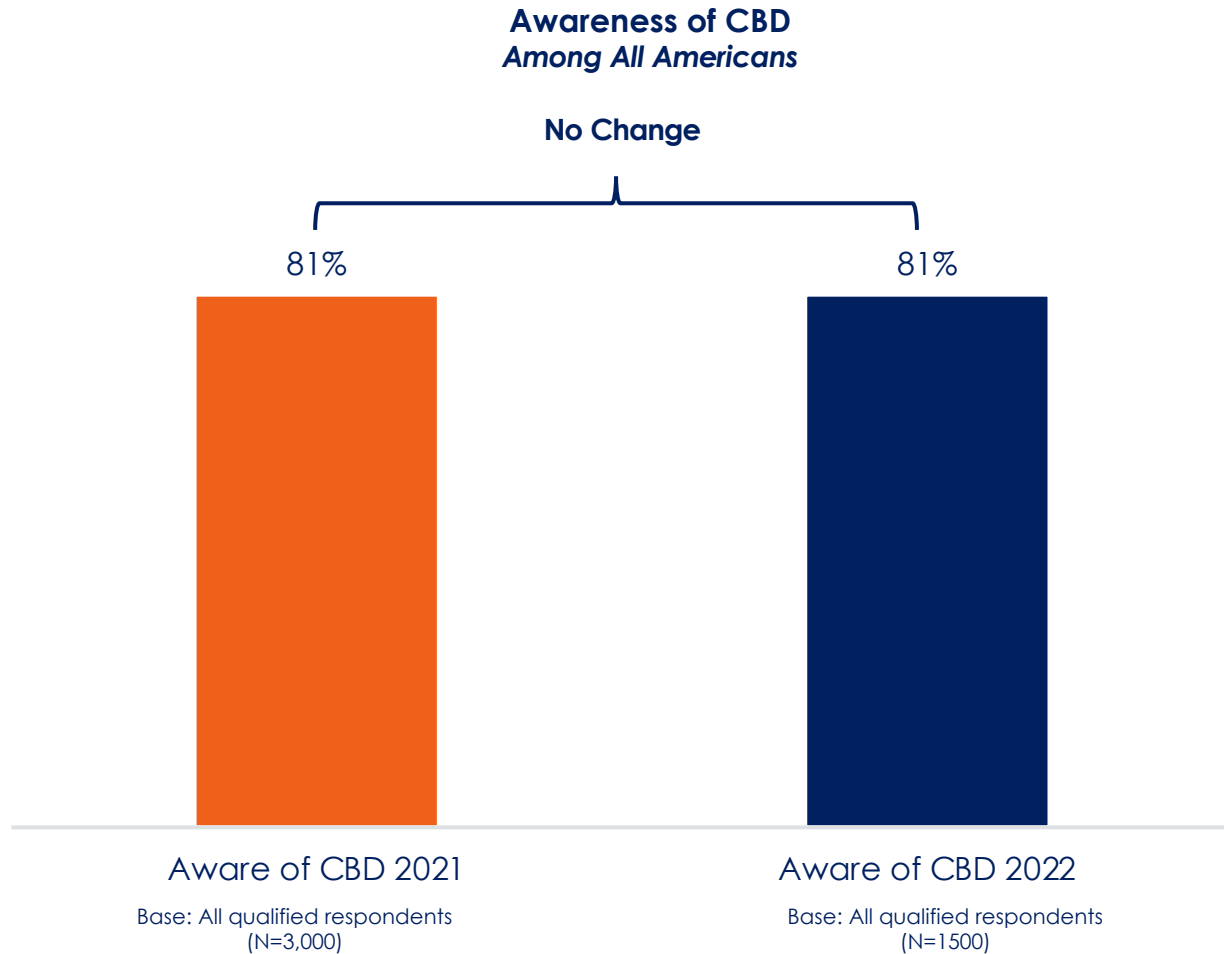
# Overall CBD Trends





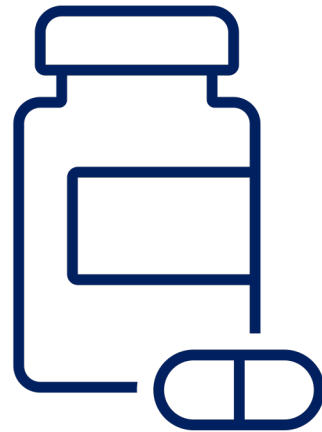
# Awareness of CBD Has Plateaued

The majority of Americans are aware of CBD. Year-over-year familiarity has not grown.





# The Percentage of People Purchasing CBD Remains the Same



**34%** of Americans  
have purchased CBD

*-2% difference from 2021*



# The CBD Purchaser

is Significantly More Likely to:



Children in the Household **41%**



Very Optimistic about the Future  
**40%**



Millennials **40%**



Not Vaccinated for Covid **39%**

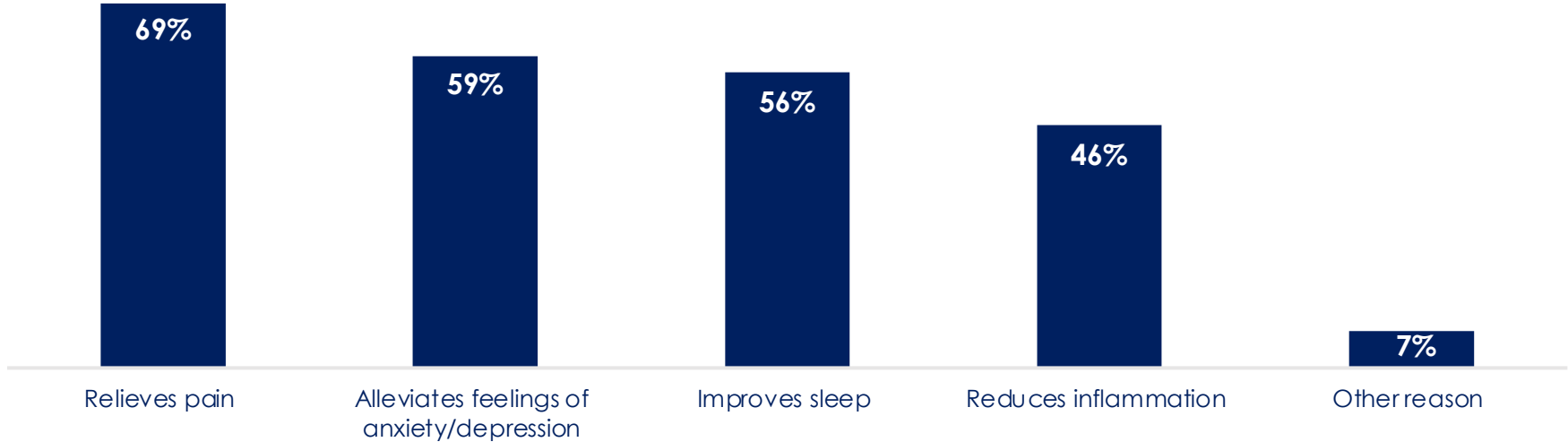


Democrat **38%**



# Pain and Mental Health Relief are the Top Perceived Benefits of CBD

Perceptions of CBD Benefits  
Among Those Aware of CBD

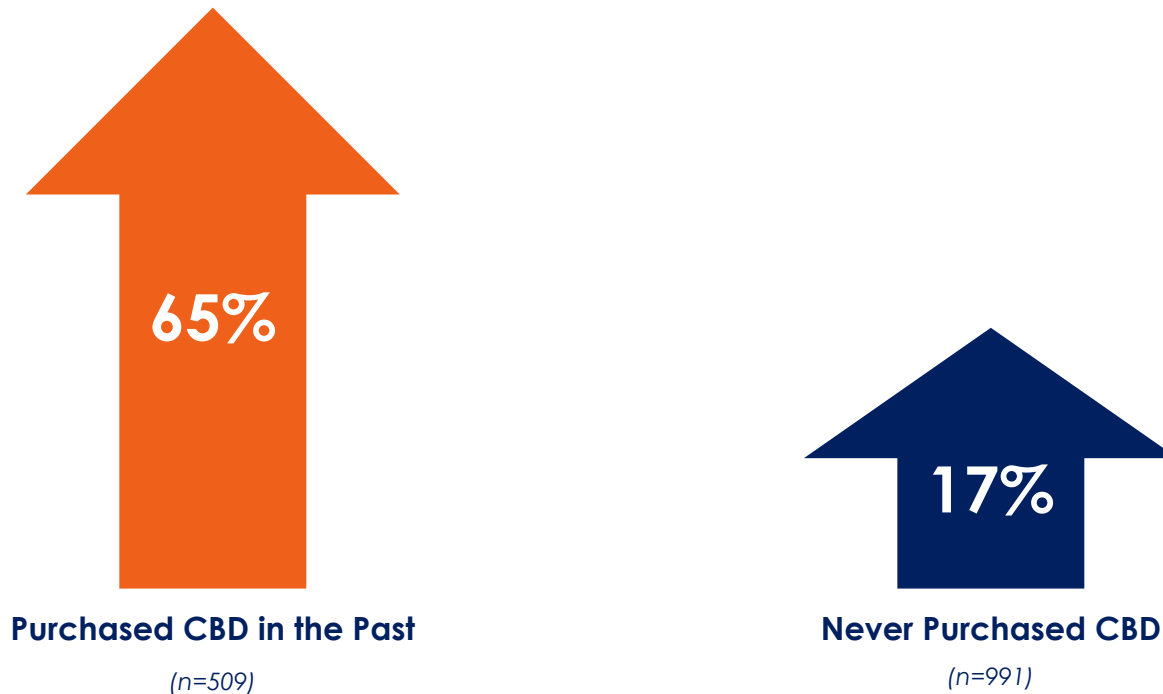




# CBD Users Drive Future Purchases

Two-thirds of those who purchased CBD in the past are planning to buy it again. The CBD category will see almost one-fifth of new users trying it this year.

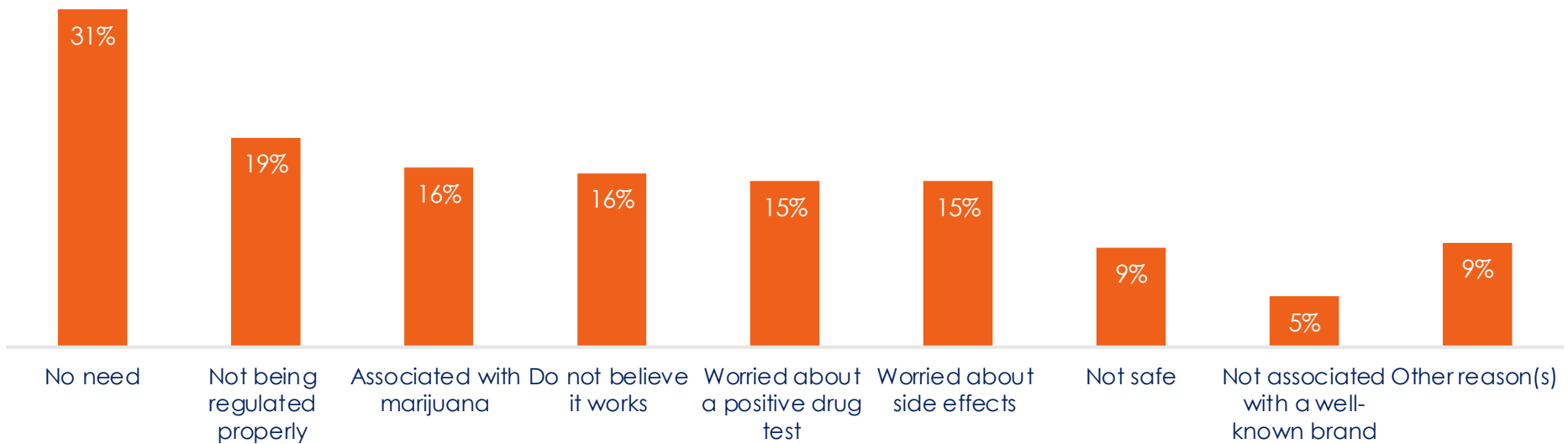
**Likely to Purchase CBD in the Future**  
**Top 2 on a 5-point scale**  
*CBD Purchasers vs. Non-CBD Purchasers*





# Non-CBD Purchasers Do Not See the Need for the Product

**Reasons for Not Purchasing CBD**  
*Among Those Unlikely to Purchase CBD*





# Radio Listeners & CBD

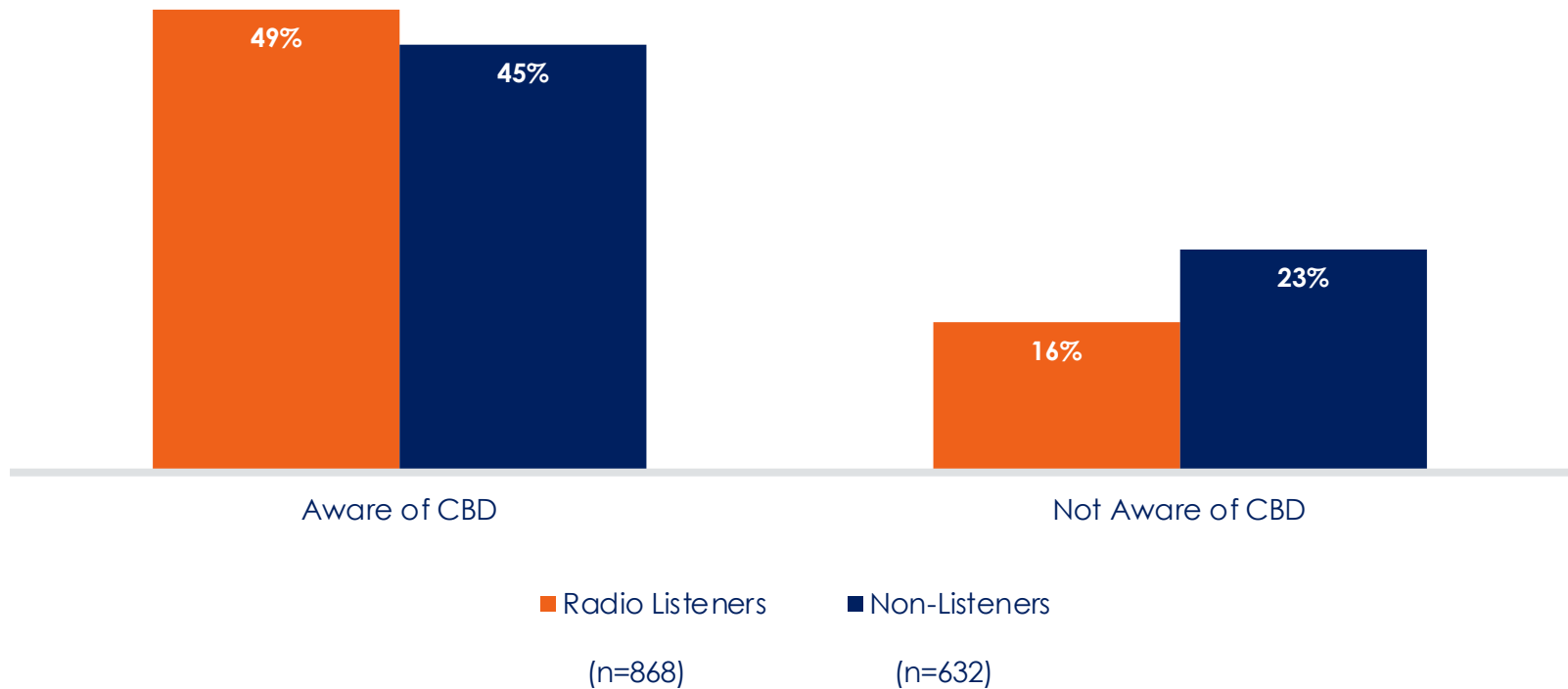


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# Radio Listeners are More Likely to be Aware of CBD

**Awareness of CBD**  
*Radio Listeners vs. Non-Listeners*





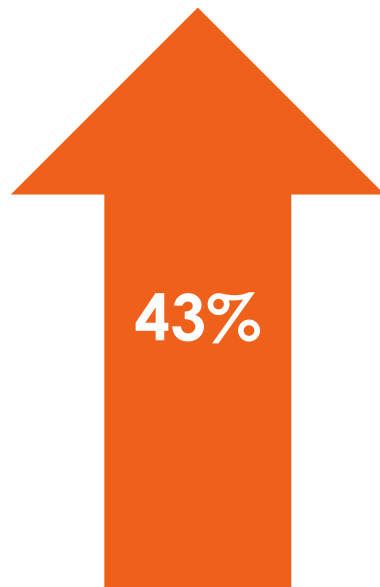


**36%** of Radio Listeners Purchased  
CBD in the Last Month  
**vs. 32% Non-Listeners**



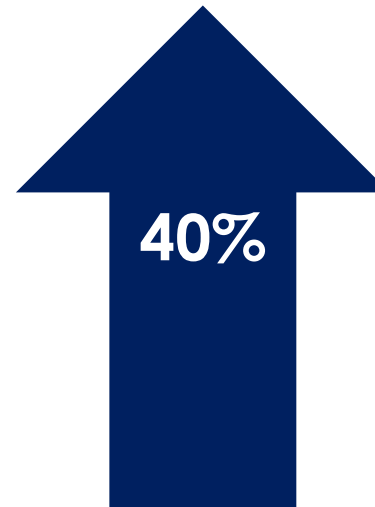
# Radio Listeners are Driving Future CBD Purchases. They are More Likely to Purchase CBD in 2022.

**Likely to Purchase CBD in the Future**  
**Top 2 on a 5-point scale**  
*Radio Listeners vs. Non-Listeners*



**Radio Listeners**

*(n=731)*



**Non-Listeners**

*(n=484)*



# In Radio Advertising, CBD Brands Should Focus on Driving Need & Educating on Safe Regulation

**Reasons for Not Purchasing CBD**  
*Radio Listeners vs. Non-Listeners*

Reason	Radio Listeners	Non-Listeners
<i>Base (n=</i>	<i>234</i>	<i>179</i>
No need	29%	<b>32%</b>
Not being regulated properly	<b>24%</b>	13%
Associated with marijuana	15%	<b>17%</b>
Do not believe it works	<b>17%</b>	14%
Worried about a positive drug test	15%	<b>17%</b>
Worried about side effects	13%	<b>17%</b>
Not safe	8%	<b>11%</b>
Not associated with a well-known brand	4%	<b>5%</b>
Other reason(s)	9%	<b>11%</b>



# Why Radio?

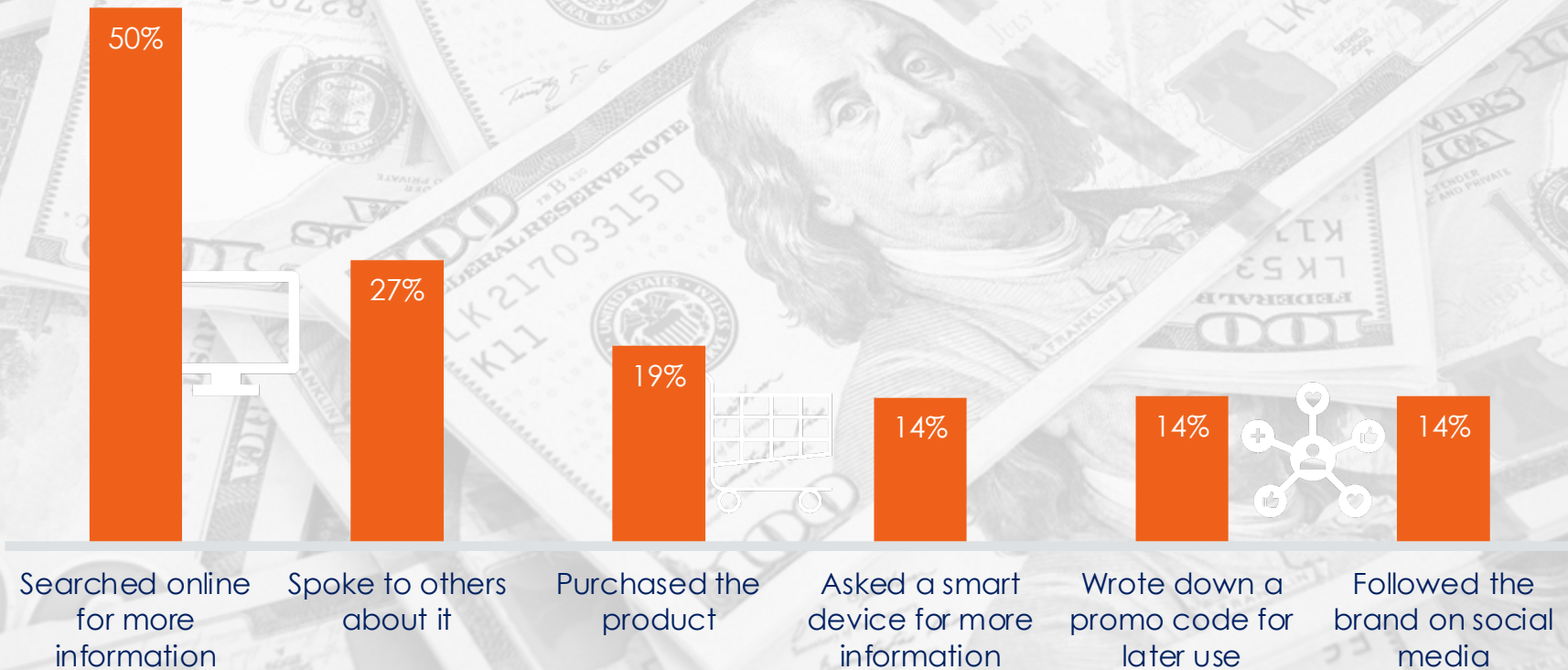


The Role it Plays In the  
Retail Space



# 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

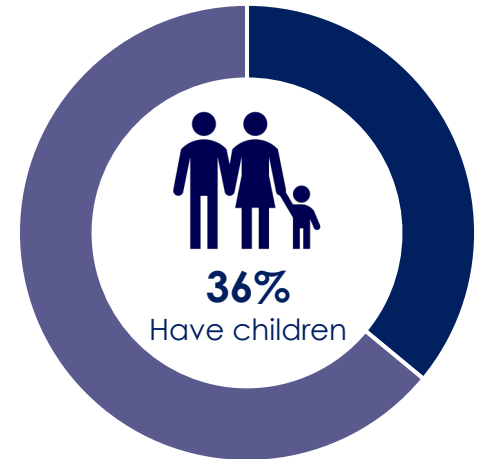
**M**

**38%** Millennials

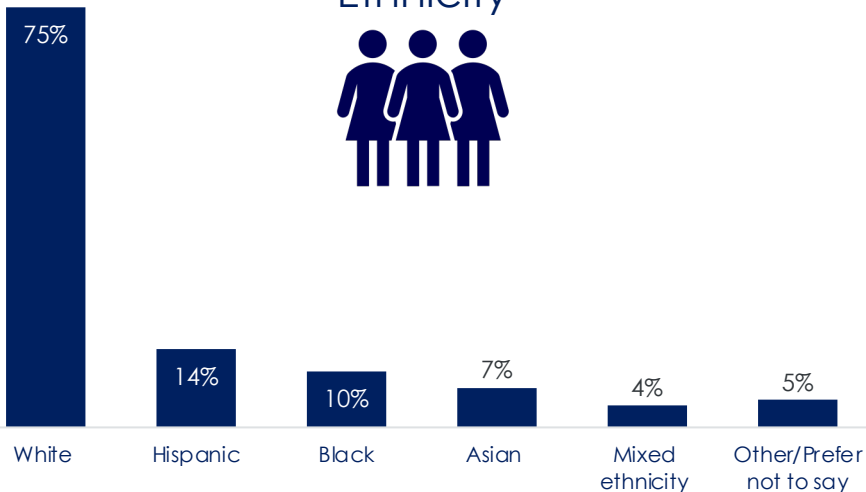
**B**

**21%** Baby Boomers

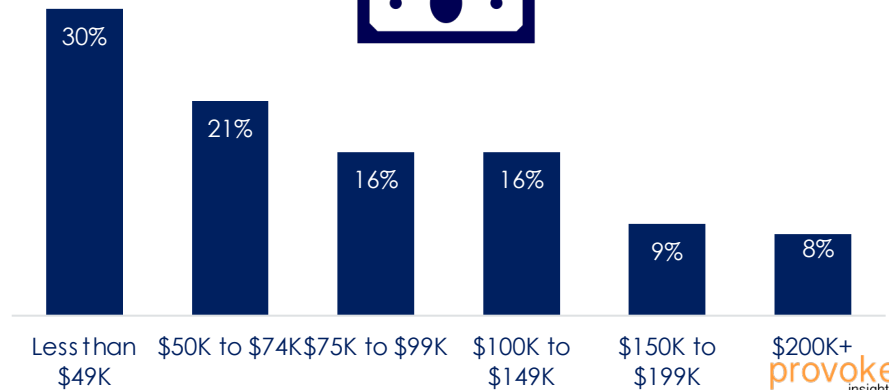
## Parental Status



## Ethnicity



## Household Income





# 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](mailto:matt@provokeinsights.com).