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insights

Furniture & 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 furniture.



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



Who's Buying Furniture?

Almost a tenth of Americans have purchased furniture in the last month; these shoppers are more likely to be parents and employed. A major home improvement commonly triggers these purchases. These furniture shoppers have discretionary income, as they are buying vacations, cars, and electronic items. Radio listeners are more likely to have purchased furniture or plan to purchase furniture in 2022.



A Lack of Loyalty

Loyalty to a furniture brand is not high, with most consumers buying from various companies. Radio listeners are particularly open to exploring new furniture brands; almost three-quarters of this cohort is not brand-loyal.



In-Store Purchase is Still Preferred

In-store furniture purchase is still the preferred channel, particularly among radio listeners. However, online is catching up.. Lower prices and more inventory are reasons radio listeners may purchase furniture online.



Overall Furniture Trends



9% of Americans purchased furniture in the last month



Who's Buying Furniture?



Employed full-time **73%** vs. 63%



Pay more for sustainably sourced **53%** vs. 42%



Have children **50%** vs. 35%



Read online newspapers at least weekly
47% vs. 37%



Concerned about shopping in-store due to covid
39% vs. 27%

Furniture buyers are spending money on high ticket items.



Bought electronics **47%** vs. 18%



Went on a domestic vacation **35%** vs. 19%



Made a major home improvement **34%** vs. 8%



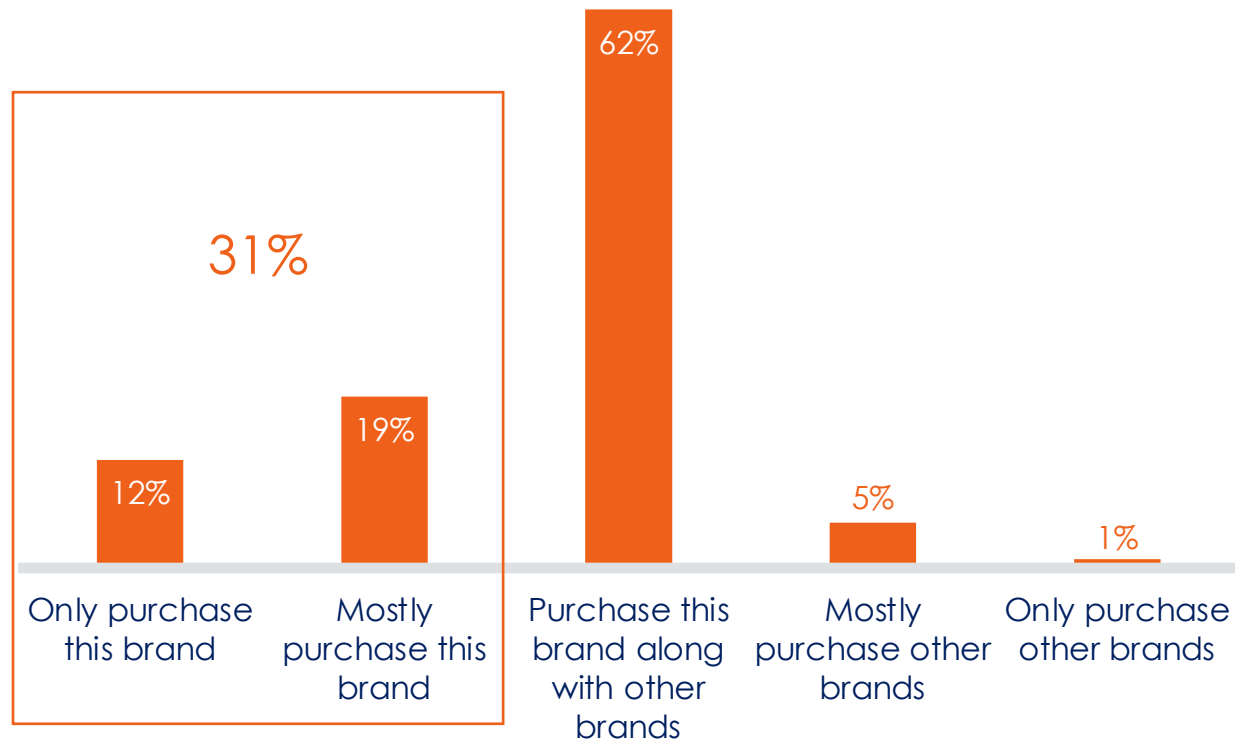
Bought/leased a car **14%** vs. 5%



Moved homes **12%** vs. 4%

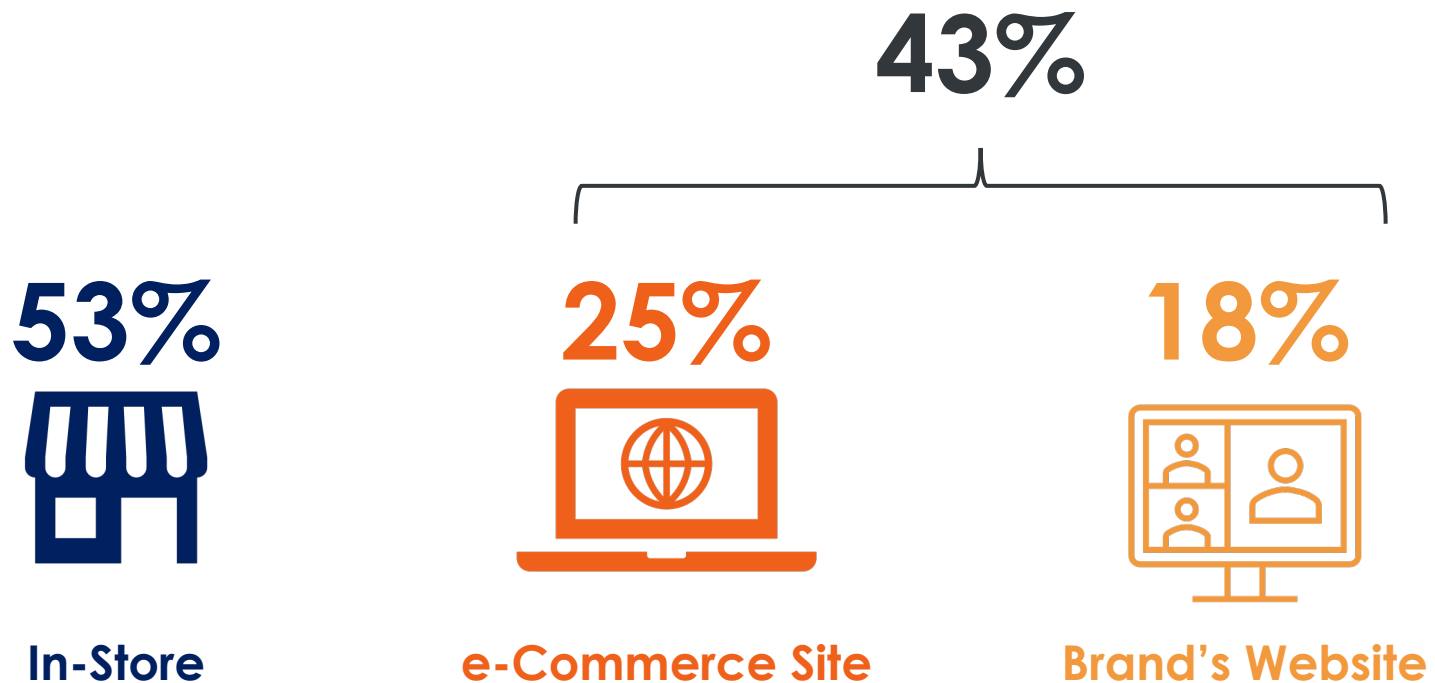
Furniture Brand Loyalty

Less than a third of customers are loyal to a furniture brand.



Where Consumers Are Purchasing Furniture

In-store purchases still dominate, but online is catching up.



*4% other method

Ease of purchase is the main reason for purchasing online.

Reason for Buying Online



A photograph of a woman and a young child in a retail environment. The woman, with dark hair, is smiling and holding a large red shopping bag. The child, with light hair, is also smiling and holding a smaller red shopping bag. They are both looking towards the camera. The background is a blurred store interior with shelves and other shoppers.

60% of
Americans are
planning to purchase
furniture in the next
six months

Radio Listeners & Furniture



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10% of radio listeners purchased
furniture in the last month
vs. 8% non-listeners



60% of radio listeners are planning to purchase furniture in the next six months
vs. 58% of non-listeners

Radio listeners
are more open
to trying new
furniture brands.

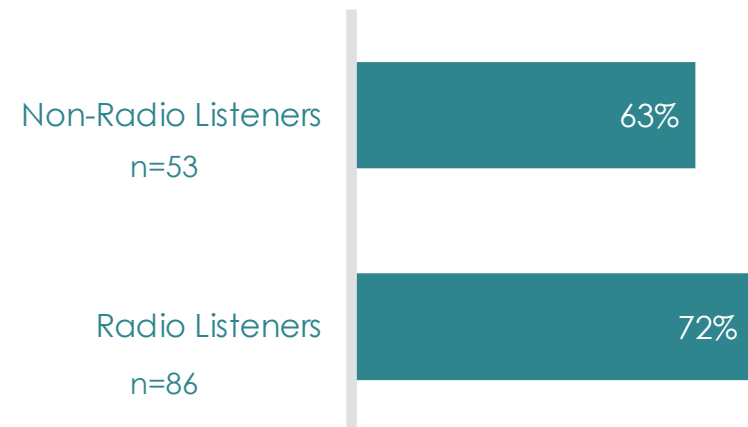


Open to Purchasing Other Furniture Brands

Radio Listeners vs. Non-Listeners

Bottom 3 on a 5-point scale

(Only/Mostly/Purchase a mix of other brands)



Radio listeners head to brick-and-mortar stores to experience furniture firsthand.

Point-of-Purchase for Furniture Brands Radio Listeners vs. Non-Listeners



Other 7% vs. 2%

Radio Listeners Turn to Online Purchases for Lower Prices and More Inventory

Reasons for Buying Furniture Online
Radio Listeners vs. Non-Listeners

Reason	Radio Listeners	Non-Listeners
Base (n=)	33	26
Ease of purchase	42%	54%
Lower prices	42%	23%
Free delivery	30%	31%
More inventory available	24%	23%
In-store shopping concerns due to COVID-19	18%	8%
Free assembly	6%	19%
Prefer not to interact with salespeople	12%	8%
More retailers are online only	6%	15%
More sustainable options available	12%	—

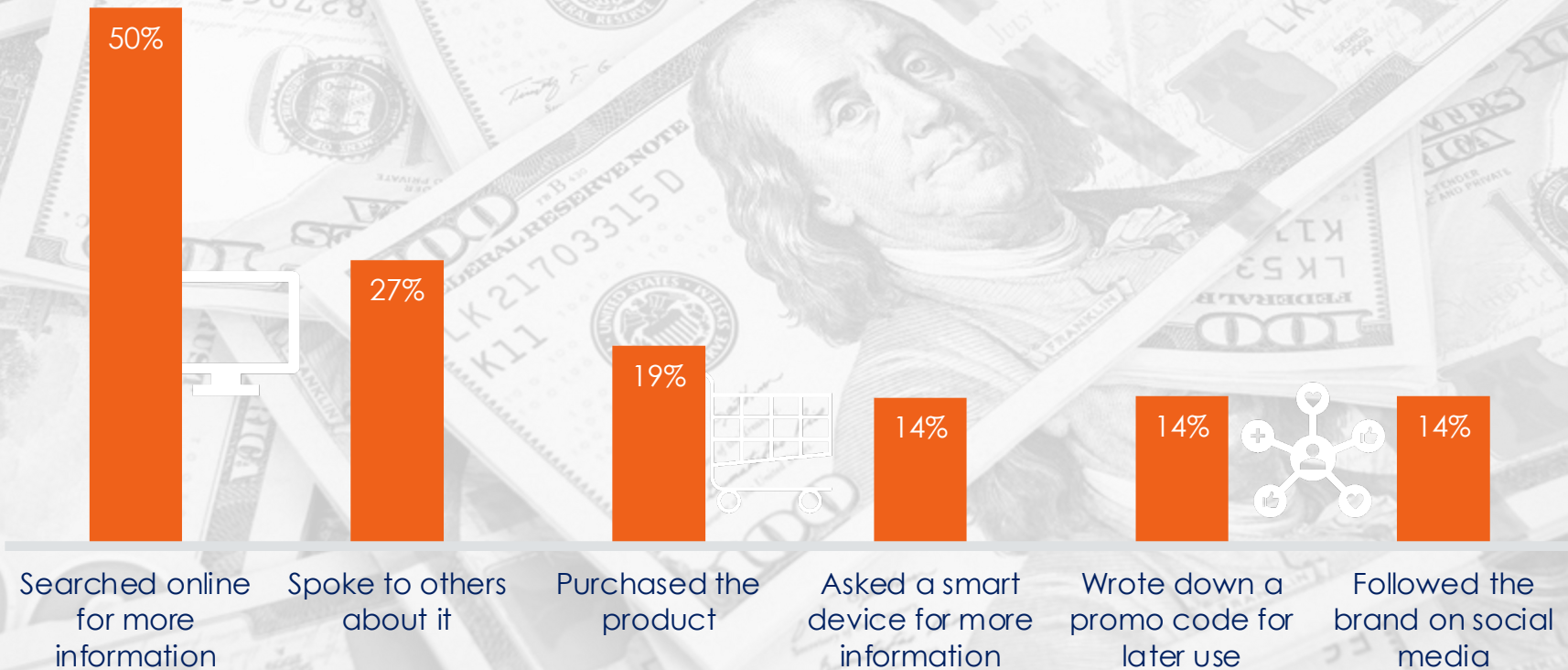
Why Radio?



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

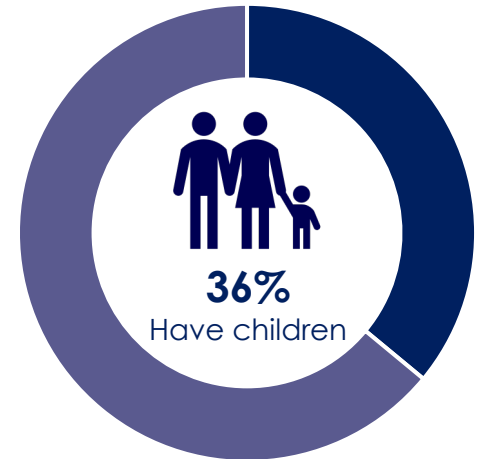
M

38% Millennials

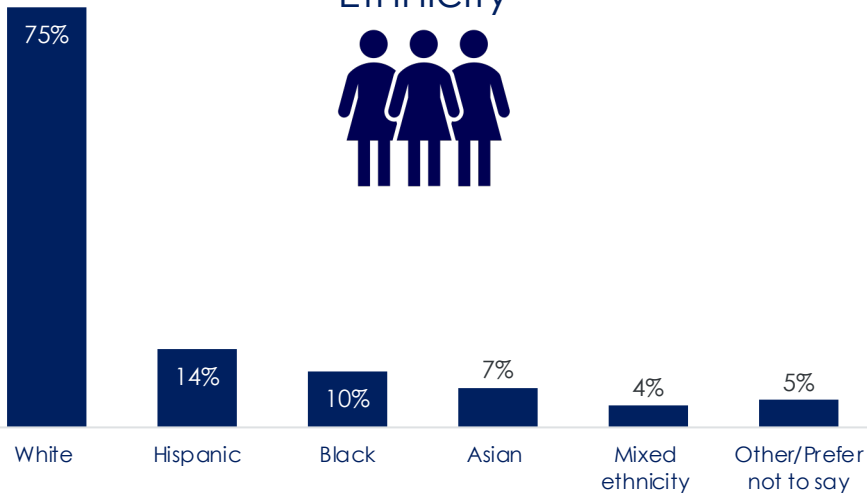
B

21% Baby Boomers

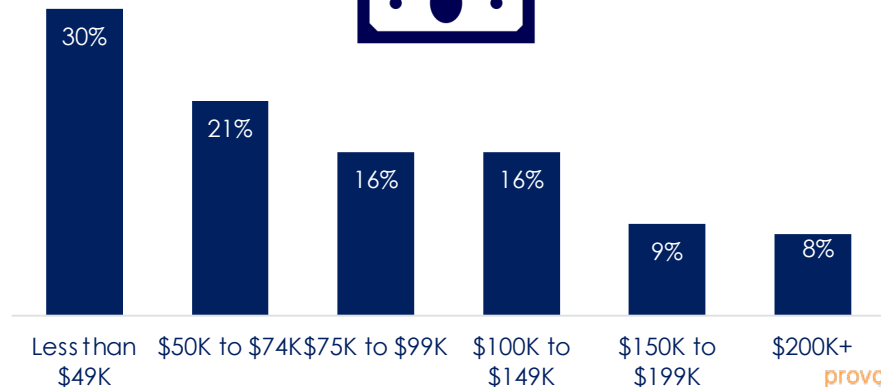
Parental Status



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.