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**Driving Demand: The Impact of Radio Listening
on Automobile Purchases**

Summer 2024

Who is Provoke Insights?

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



Background & Objectives

Inflation, COVID and politics has dramatically changed consumer preferences, resulting in the need for brands to quickly shift strategies.

Since 2020, Provoke Insights launches comprehensive bi-annual studies focused on deciphering consumer purchasing habits and identifying emerging trends that significantly influence.



Methodology

- Bi-annual 15-minute survey
- 8th Wave: 1,500 respondents completed the survey in April 2024
- US Census representative sample 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?

Radio Listeners

48%

of Americans listen to the radio at least weekly



Weekly Radio Listeners

Are Significantly More Likely To Be...

B Baby Boomers (58%)

\$ Carry CC Balance (54%)

 Midwest (51%)

 Suburb outside urban area (50%)

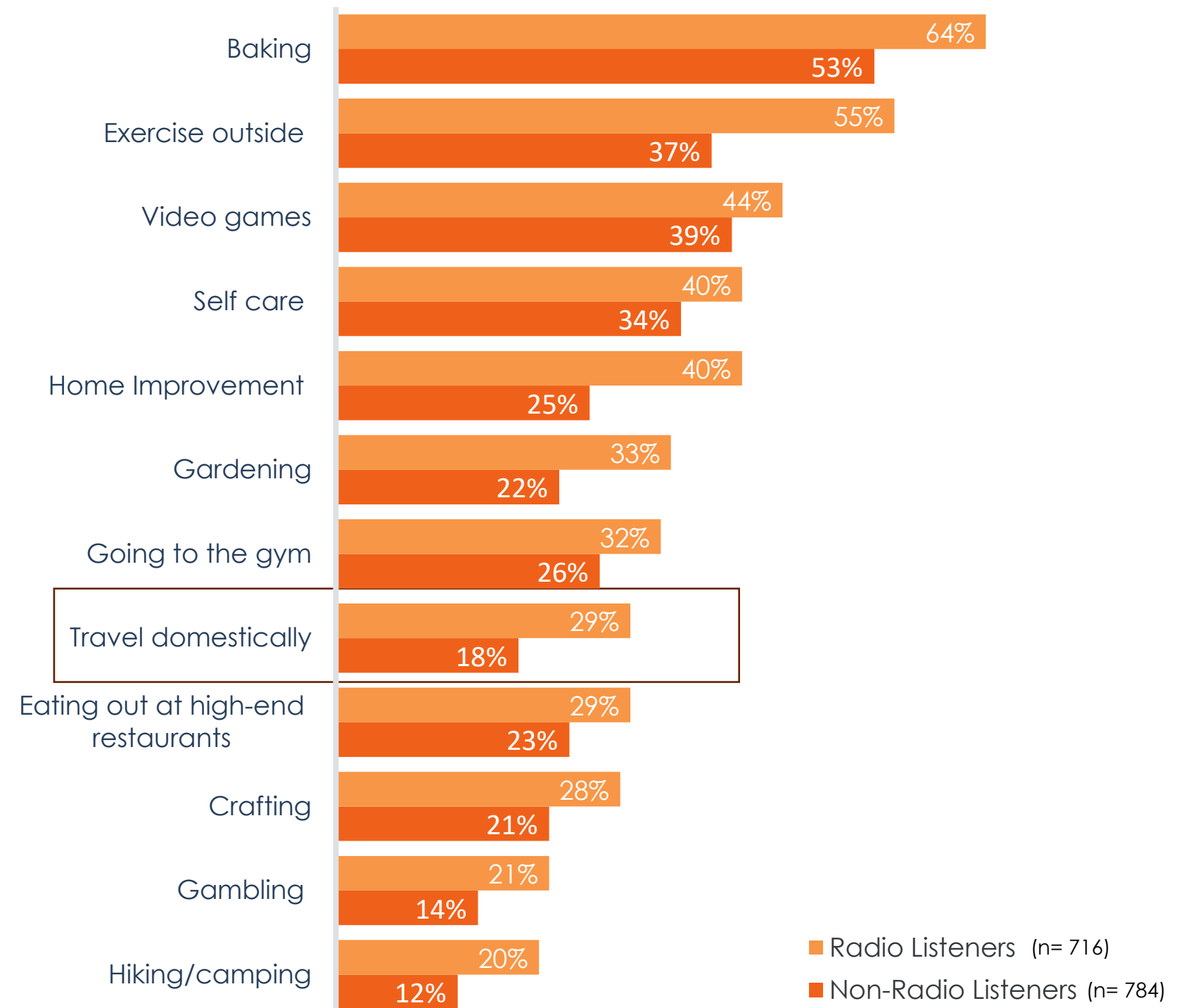
Radio Listeners Are Significantly More Active, Especially Traveling Domestically



29%

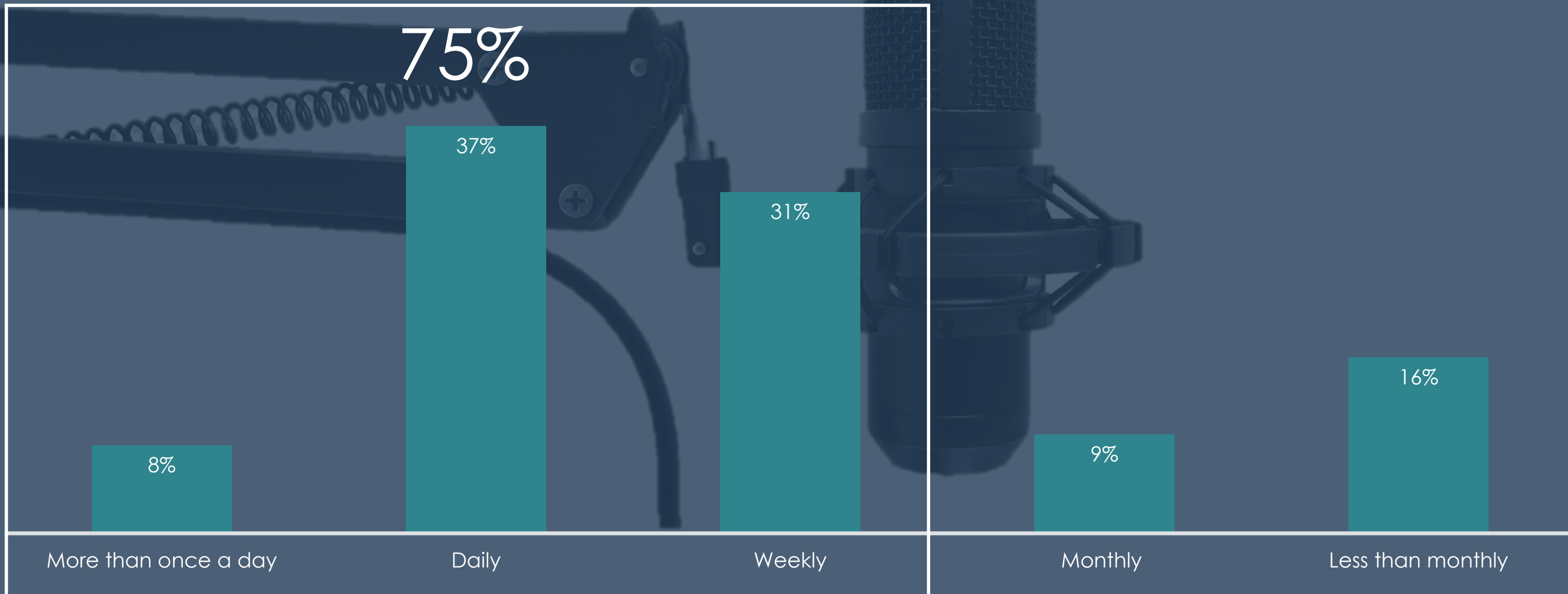


Traveling Domestically



Three-Quarters Stay Attuned to News & Local Events through Radio

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They are more likely to be...

75%

Of radio listeners utilize the radio to keep up with local news or events more than weekly



Major urban center (87%)



Impulse shop (82%)



Male (80%)



Listener Lifestyle

Commuting is Back in the U.S

54%

of employed
Americans were
working at physical
company locations
in 2022

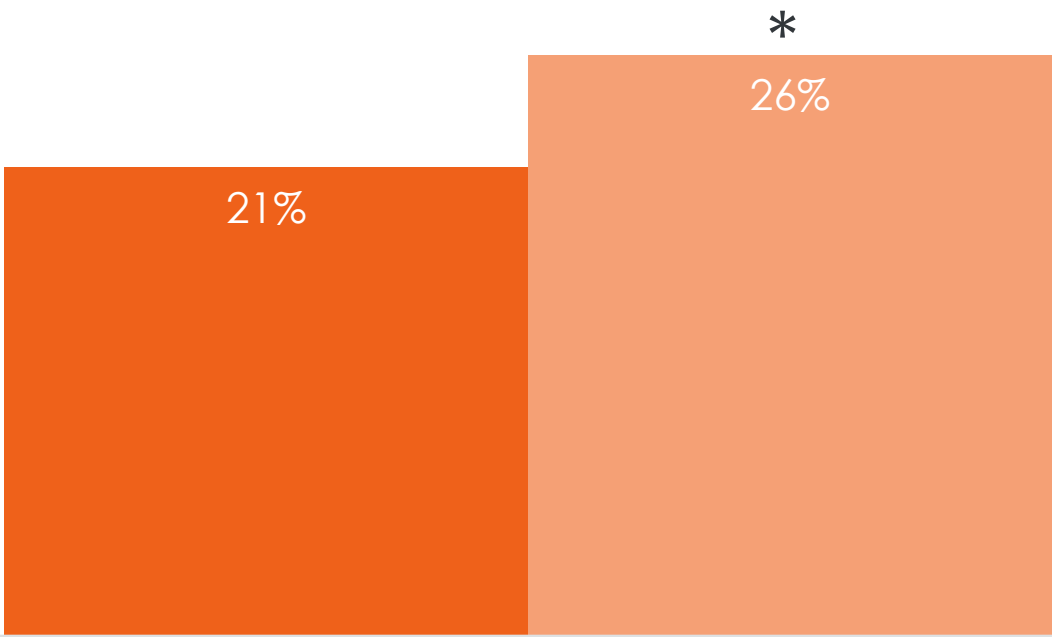
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Radio Listeners Are More Likely to Trial Other Brands

Top 2 on a 7-Point Agree Scale



Stick with familiar brands

■ Radio Listeners (n= 716) ■ Non-Listener (n= 784)

Trustworthy Media Channels

Radio is the 4th
Most Trustworthy
Channel to
Americans

Ranked In order of Trustworthiness

Television	27%
News publications	26%
Youtube	8%
Radio	7%
Podcasts	6%
TikTok	6%
X (formally Twitter)	5%
Facebook	5%
Blogs	3%
Reddit	3%
Instagram	2%
Magazine	2%
Pinterest	1%
Threads	-
Snapchat	-

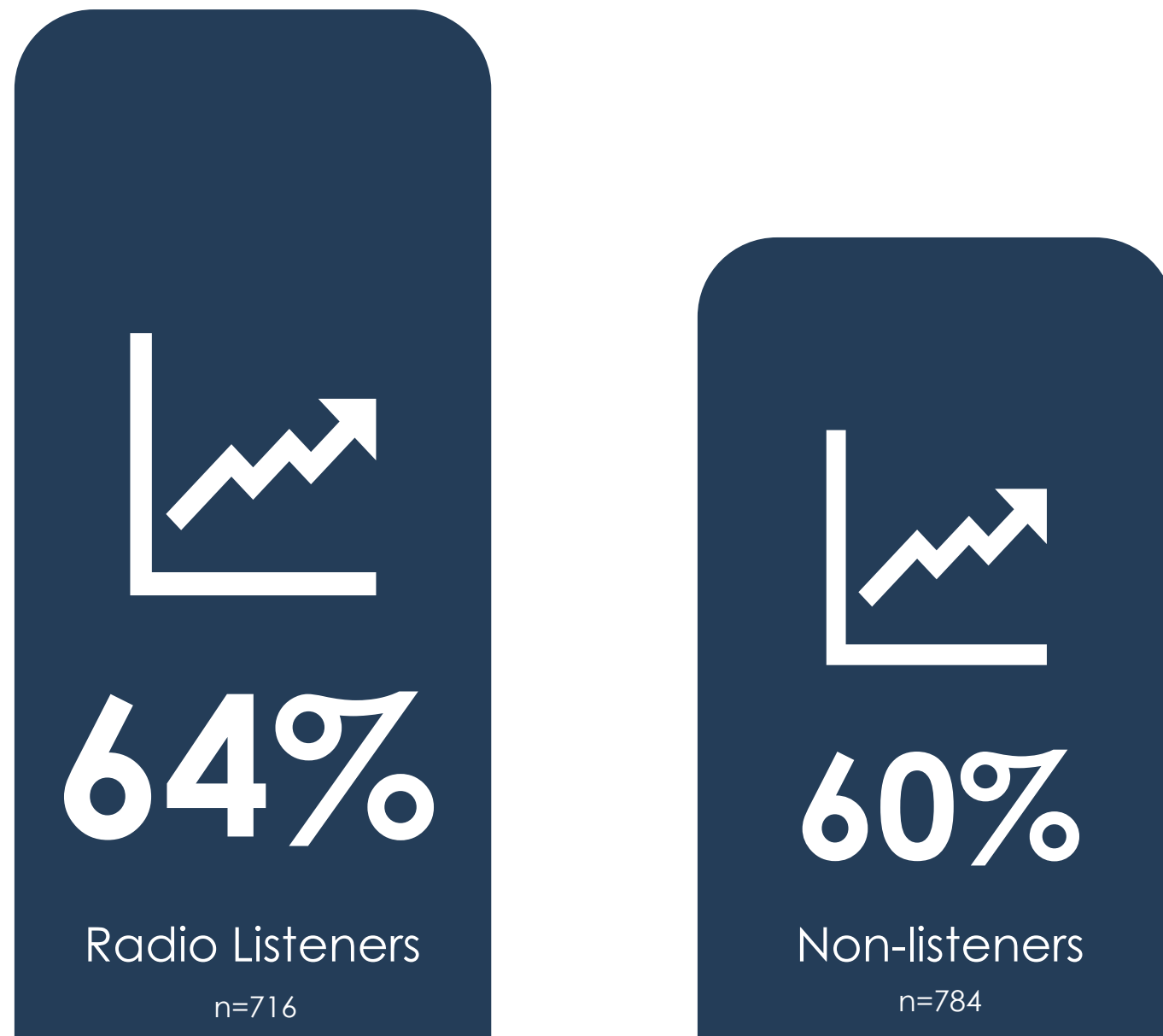
Radio Listeners Financial Status & Concerns

Auto is a
high-ticket
item & the
decision
process is
long

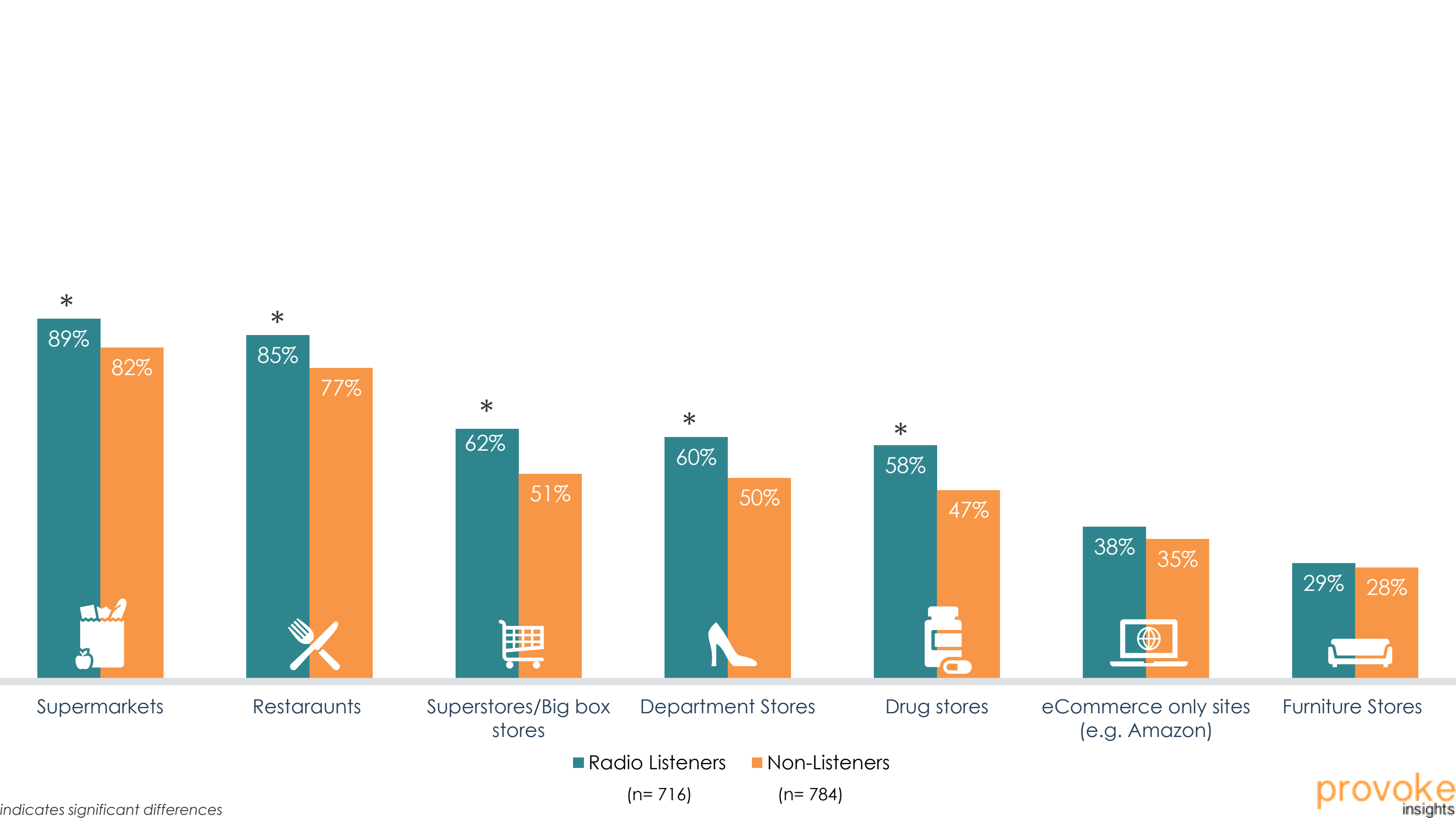


Inflation Is A Top Concern For Radio Listeners

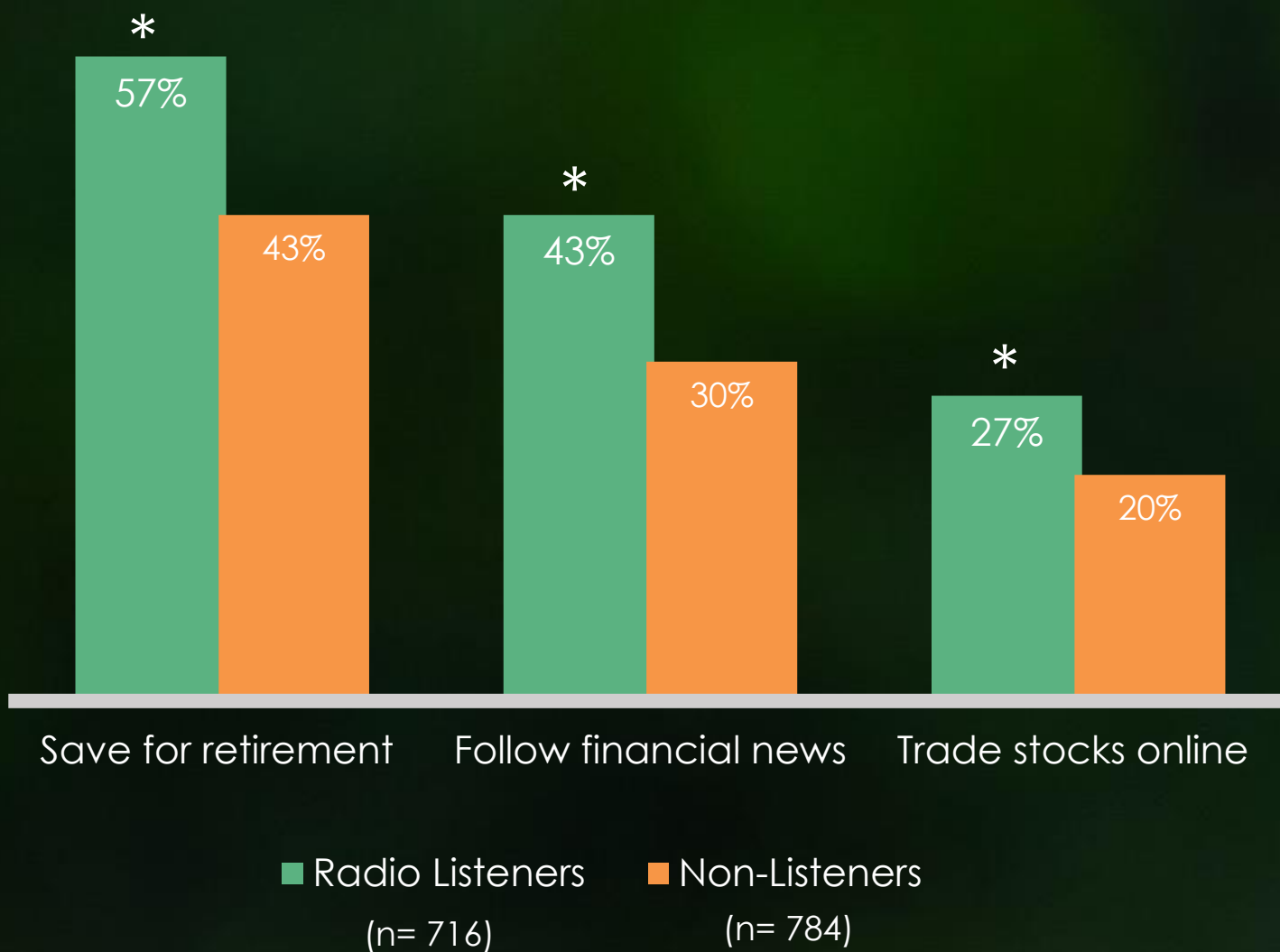
Inflation



Inflation Impact Across Different Types of Stores



Radio Listeners are Active in Financial Planning Habits



*Indicates significant differences

Q. Thinking about the next 6 months, which of the following financial activities do you plan to participate in?



Auto Trends

Radio Listeners are Purchasing Automobiles at Nearly Double the Rate



Auto Purchasers

In the last month, men who listen to radio had a higher propensity for buying automobiles.

17%

of radio listeners have purchased autos in the last month

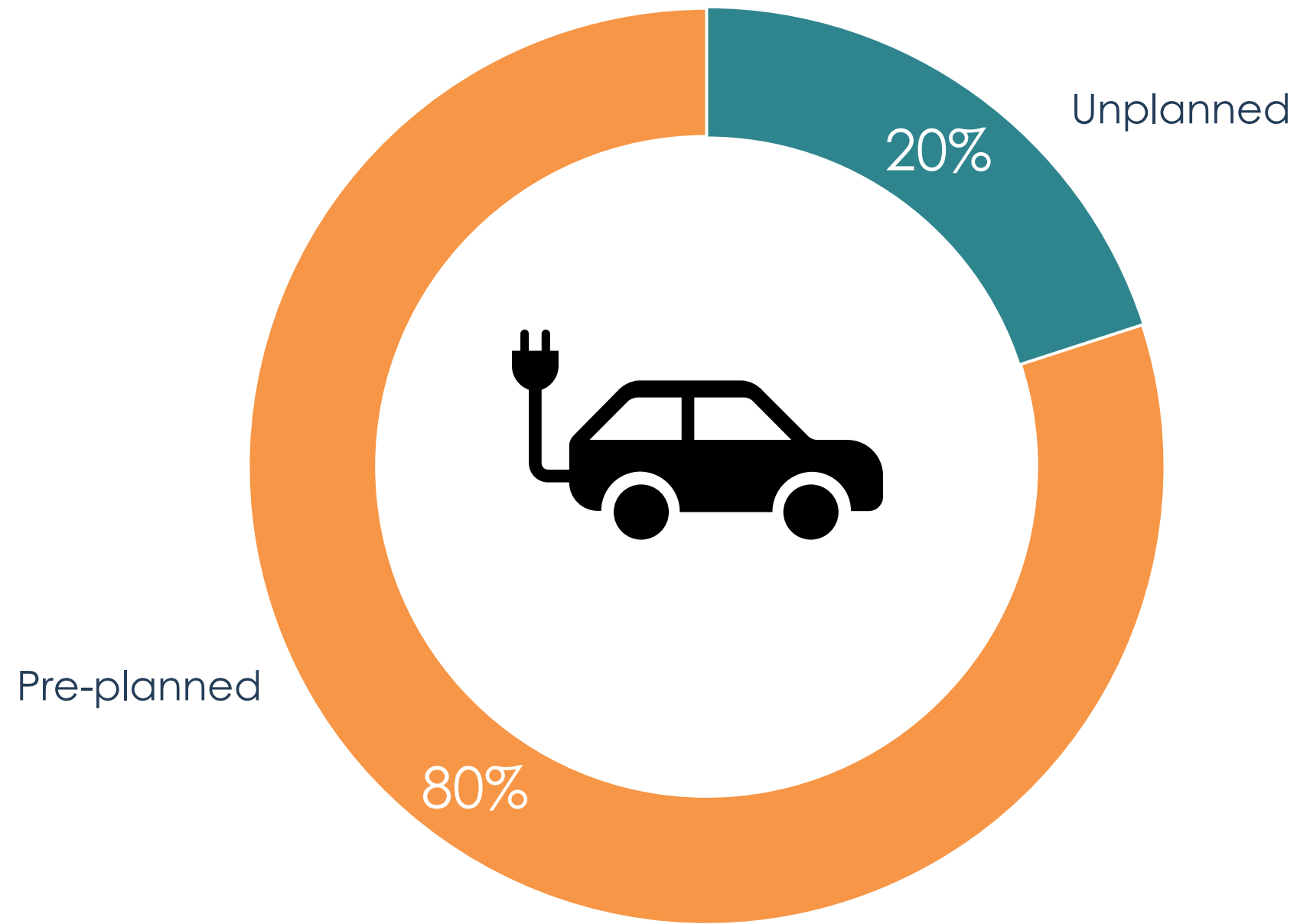
Who is Significantly More Likely to Purchase Autos

 West (26%)

 Men (22%)

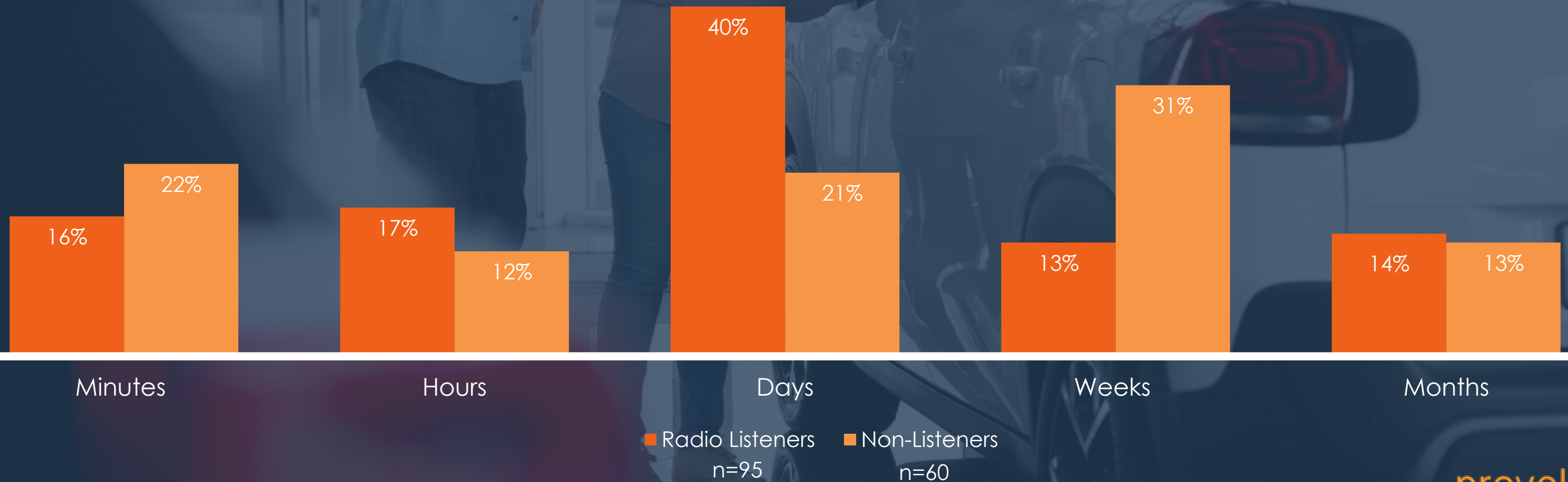
Planned vs. Spontaneous

Most consumers pre-plan this high-ticket purchase.



How Long Did it Take to Purchase Automobiles?

How long it took to decide to purchase



Pre-Planned Auto Purchases



75%
Purchased
Go-To Brand



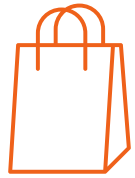
25%
Purchased
New Brand

Takeaways

1. Radio Listeners are More Conscious of Inflation....But more Financially Aware



Inflation is more of a concern for radio listeners versus those who do not listen to the radio.



They have also been more aware of rising prices at big-box retailers and department stores.



Radio listeners are more in tune with healthy financial habits such as saving and following financial news.



2. Trust in Radio: A Reliable Source for Local News and Information

Americans consider radio the fourth most trustworthy media channel out of fifteen options, highlighting its enduring credibility in delivering reliable information. This is a trustworthiness source to discuss automobiles.

Three-quarters of radio listeners are using radio weekly or more to keep up with local news and events in their area.

3. Radio Listeners take to the Road More Often

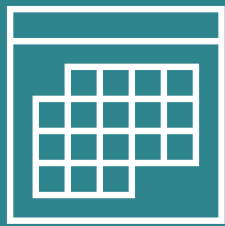


As radio listeners embark on more domestic travels and return to office, their increased car use are set to bolster the auto industry by driving up demand for vehicles and related services.



Radio listeners' trend of purchasing double the number of cars reflects a significant surge in consumer demand within the automotive industry.

4. Radio Is Considered to Help Sway Decision Making



Most purchases are pre-planned, with radio listeners taking multiple days to decide. Radio can help sway decision-making.



Radio listeners are more likely to branch out to try different brands, while non-listeners stick to familiar brands. Radio is an opportunity to reach new customers for a brand.





Thank You!

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