

RADIO REACHES SHOPPERS

Total Population

- 84% who purchased any women's casual clothing
- 85% who purchased any men's casual clothing
- 86% who spent \$100-\$499 on athletic shoes
- 87% who plan on doing any home improvement

African Americans

- 86% who purchased any women's casual clothing
- 87% who purchased any men's casual clothing
- 87% who spent \$100-\$499 on athletic shoes
- 89% who plan on doing any home improvement

Hispanics

- 86% who purchased any women's casual clothing
- 85% who purchased any men's casual clothing
- 87% who spent \$100-\$499 on athletic shoes
- 86% who plan on doing any home improvement

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Provoke Insights is a market research firm and brand consultancy that specializes in advertising research and brand strategy. In partnership with the RAB, these reports provide local radio sellers and managers strategic and insightful knowledge into the consumer mindset and audio's role in consumers' behavior across key business categories.

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