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## VBR – The Valued Business of Retail

May 4, 2022



# Who is Provoke Insights?

- A full-service market research firm
- Specialists in branding, advertising, media, and content marketing initiatives
- Researchers + Brand Strategists

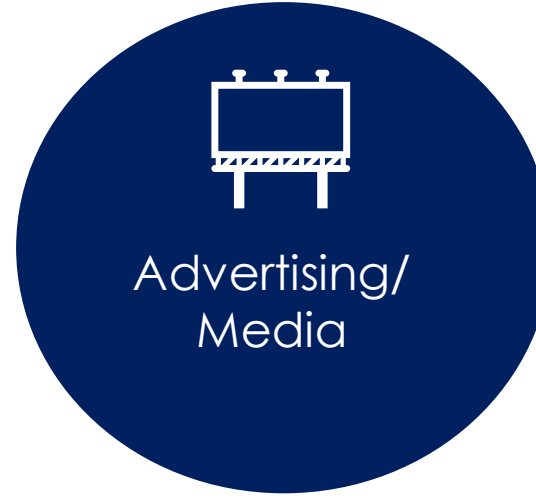
# The Provoke Difference

Provoke Insights assures that the data you receive an integral way to make critical decisions. Our agile, collaborative approach, allows your team to stay abreast of the research and make decisions to best meet your business needs.

Our core specialties fall into the three below categories:



- Segmentation
- Market Analysis
- Social Listening
- Brand Ideation
- Brand Equity
- Product Development/UX



- Concept Testing
- Message Testing
- Ad Tracking
- Ad Effectiveness
- Channel Optimization
- User Experience
- Media Habits
- Communication Strategy



- Research for:
  - Social Media
  - Blogs
  - Sales Collateral
  - Infographics
  - Articles



## Background & Objectives

Since the start of the pandemic, new trends have emerged, and consumers have modified their behaviors.

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

 Married **57%** vs. 42%

 Suburbia **54%** vs. 47%

 Children in the household **51%** vs. 36%

 \$100K HHI **38%** vs. 28%

 Republican **32%** vs. 23%

# Listener Lifestyle



39% of radio listeners plan to  
work remotely in 2022





## Health & Wellness

Radio listeners...

55%

Exercise as a hobby  
(vs. 47%)

39%

Exercising more than pre-COVID

Top 3 Out 7 Agree Scale

15%

Purchased fitness gear in past month  
(vs. 9%)



**71%** of Radio Listeners have  
adopted a more casual style  
(vs. 66%)

Top 3 Out 7 Agree Scale



**52%**

Are wearing  
jewelry less  
frequently



**51%**

Are wearing less  
makeup

Base: Listen to radio at least weekly , are  
more casual & females (n=460)



# Radio Listeners are Planning Vacations...



**54%**

plan to vacation

(vs. 41%)



**41%**

plan to fly



**61%**

plan to stay  
in hotel

Base: plan to vacation (n=725)

# Shopping Attitudes



# Radio Listeners are the Ideal Shoppers...

 **71%** Enjoy spending time picking out items to purchase (vs. 67%)

*Top 3 on a 7-point agree scale*

 **56%** Not only looking for the cheapest brand possible (vs. 46%)

*Bottom 3 on a 7-point agree scale*

 **33%** spend money to stay on top of the latest trends (vs. 27%)

*Top 3 on a 7-point agree scale*

provoke  
insights



58% consider themselves environmentally conscious (vs. 56%)

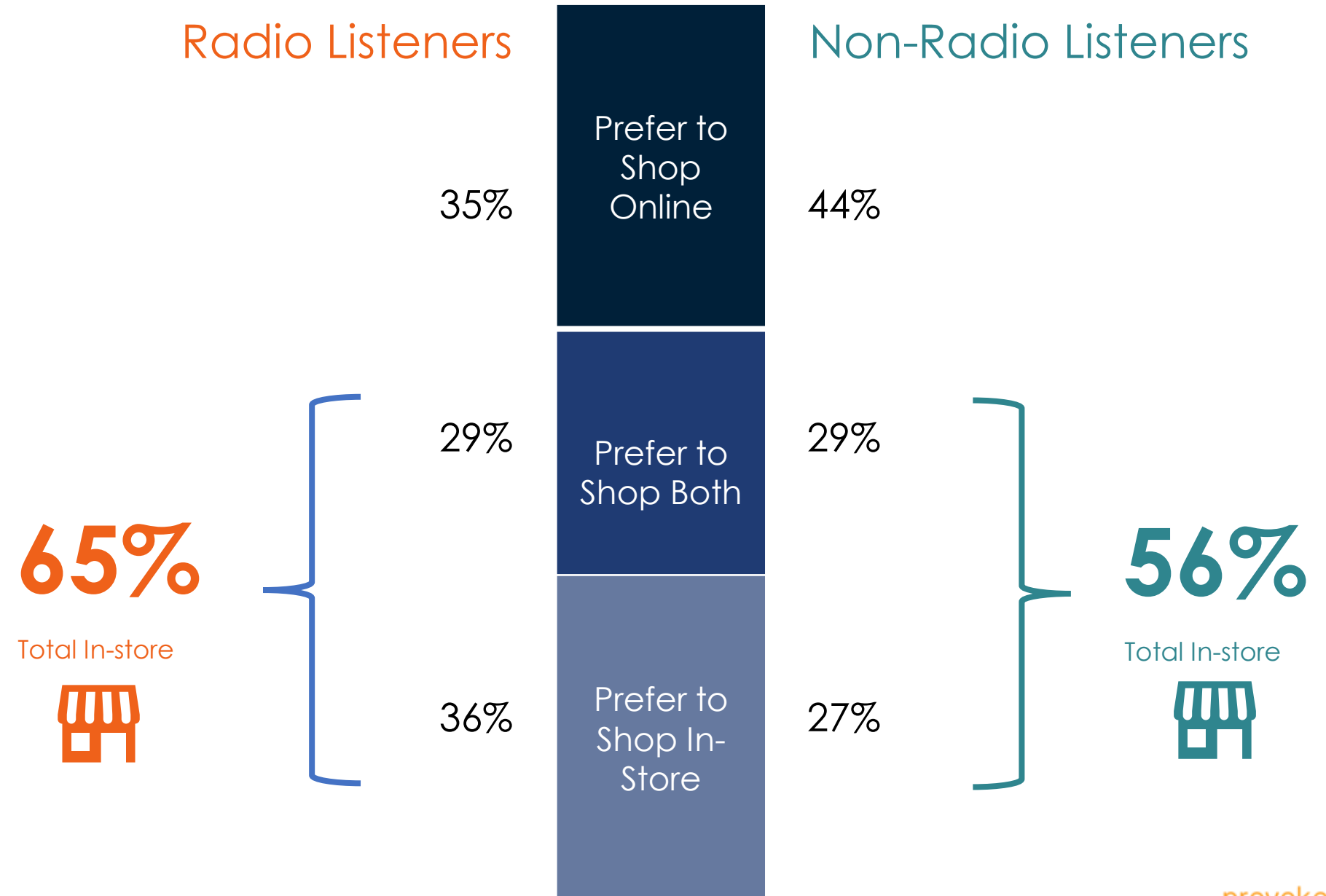
44% would pay more for items that are sustainably sourced (vs. 42%)

Top 3 Out 7 Agree Scale





# Radio Listeners Prefer To Shop In-store



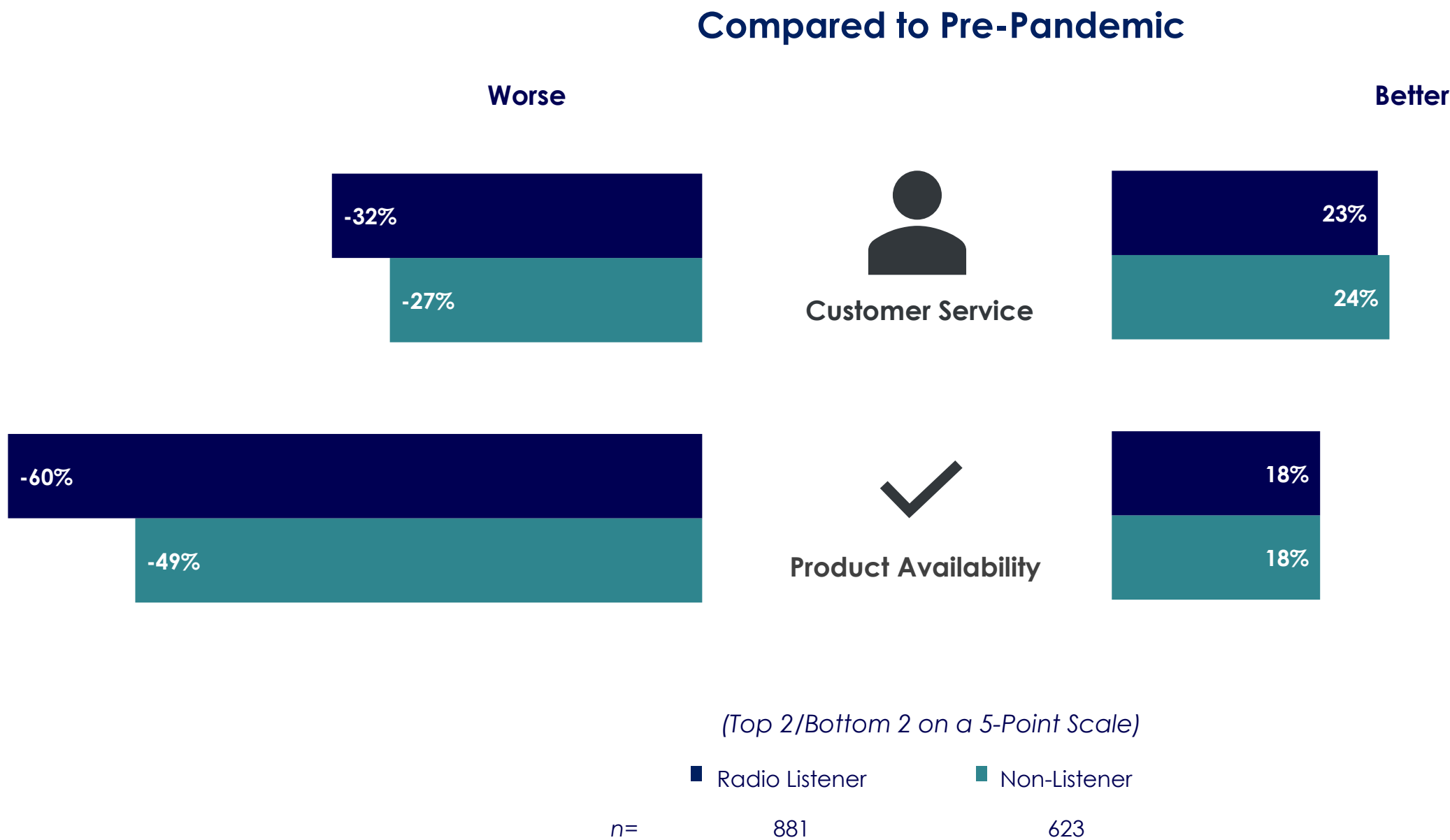




**55%**  
Prefer to  
purchase from  
small businesses  
(vs. 46%)

Top 3 Out 7 Agree Scale

# Radio Listeners Need Confirmation on Customer Service & Product Availability





# What are Listeners Buying?

Top Categories Purchased

# Apparel

71%

Of weekly radio listeners have purchased clothing in the past month (vs. 62%)

# Footwear



**49%**  
Purchase  
footwear  
(vs. 35%)



# Beauty

**65%**  
of female  
listeners purchase  
beauty items  
(vs. 45%)





# Alcohol Purchases in the Last Month



Beer

**56%**

(vs. 45%)



Liquor

**48%**

(vs. 39%)



Wine

**41%**

(vs. 31%)



# Home Improvement



**34%**  
are purchasing  
items to improve  
their home  
(vs. 22%)

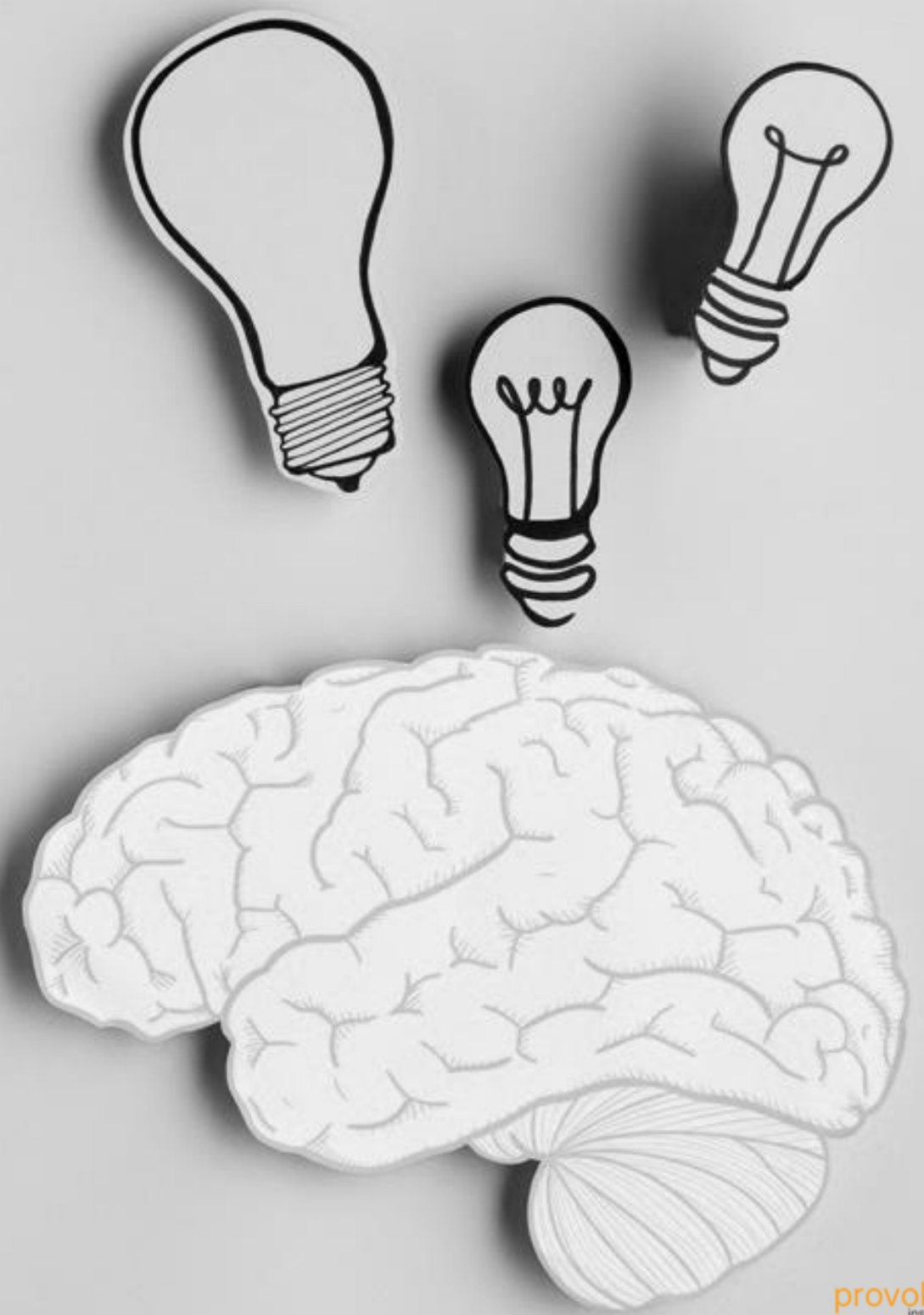
# Why Radio?

A white icon of a portable radio with an antenna and a speaker, positioned to the right of the main title.

## 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)*



# Takeaways



# Back on the road.

1.

There are more opportunities to reach this valuable audience as more Americans are heading back to offices, shopping in-stores, and planning to travel.

Brands have the advantage of reaching this audience via their car when they are less distracted.





# Message to Their Values.

2.

Radio listeners are adopting lifestyle changes that affect their personal preferences and priorities.

As sustainability becomes more top of mind, brands need to consider listeners' new preferences.







## Listeners Shop Local.

3.

Consumers value small businesses.

Educate local brand partners on how to develop relationships early on with this valuable audience.

# Leverage Other Channels With Radio

Listeners are following radio personalities and brands online.

4.

Extend your brand partnerships with cross-media promotions to stay relevant with these consumers.



# Thank You!

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