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insights

Advertising: Consumer Trends

Fall 2023 | Winter 2024

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries.

The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Furniture Today & Provoke Insights Fall 2023 Wave

Since 2020, several trends have impacted consumer behaviors, from COVID to inflation. As a result, it's important to track consumers brand loyalty as well as their preferences for shopping online vs. in-store. As consumers are becoming more budget conscious, it is essential to understand what products they are purchasing.

Provoke Insights developed 17 industry specific decks; this deck focuses on the travel industry.

Methodology

Provoke Insights conducted a 15-minute survey among 1,502 Americans between the ages of 21 and 65. The study was in-field in September 2023.

A random stratified sample was used to ensure a high degree of sample 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 ± 2.5% at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview

Ad Perception

Although Americans are less active across various media channels, social media remains the most accessed platform. However, YouTube stands out as the primary platform for intrusive advertisements, especially those related to video games. Asian individuals are particularly more bothered by these ads.

Cable TV advertisements have the highest recall rate compared to any other platform. Boomers tend to remember ads through this medium the most.

In terms of motivation to explore more about a brand, both Cable TV and YouTube ads are top of mind. Despite consumers' mixed feelings about YouTube's intrusive nature, they are still drawn to learn more about ads, especially those for backpacks, electronics, and video games. As for Cable TV, beer ads are considered to be the most captivating.

Media Trends

Mediums Accessed Weekly

Despite a general decrease in frequently accessed channels, digital news platforms have seen a rise in popularity.

Channels accessed weekly

77%
Social

-2%*

75%
Television

-3%*

48%
Radio

-2%*

36%
Online News

+3%*

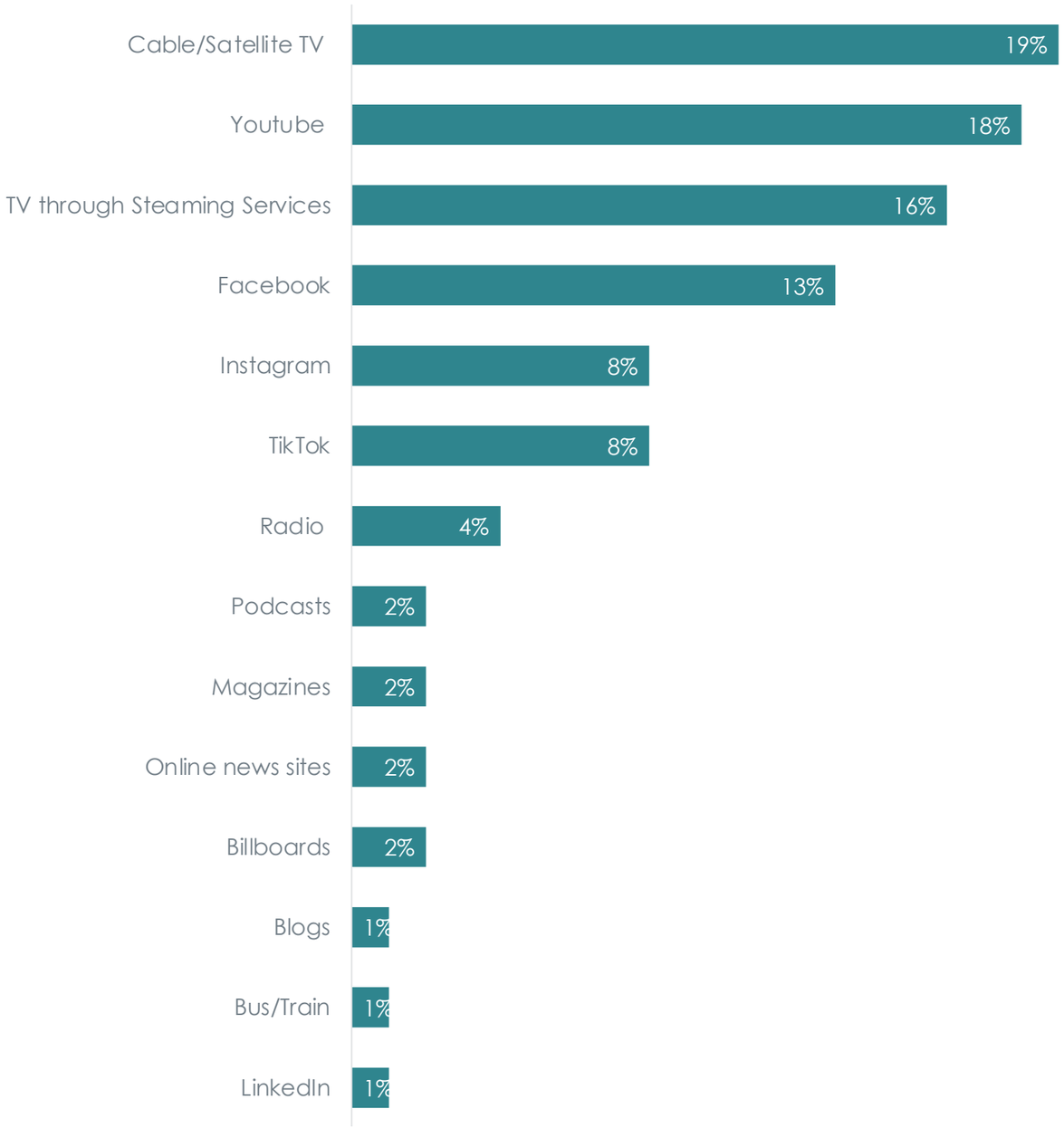
15%
Newspaper

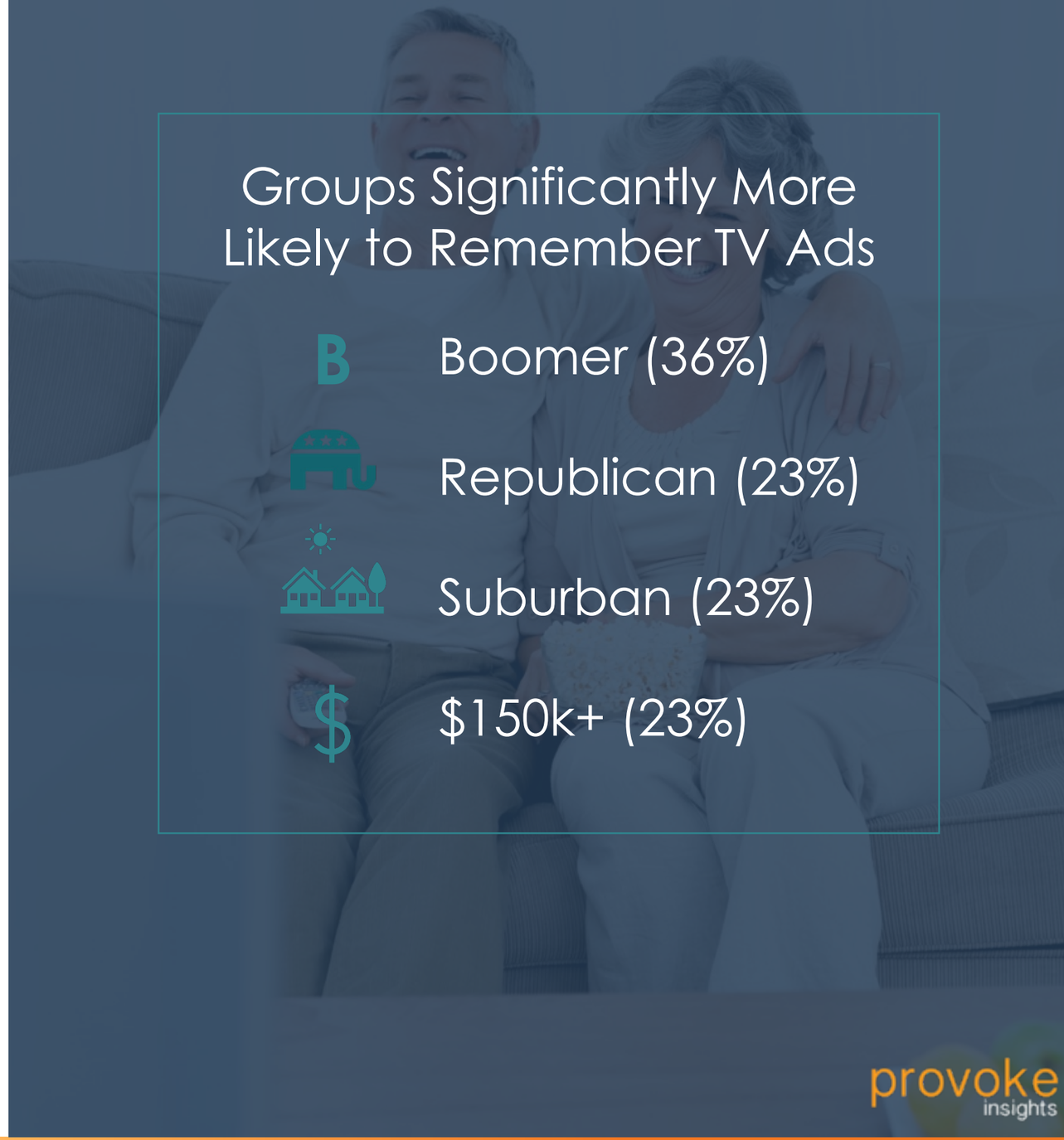
-1%*

*increased/decreased from the last 6 months

Memorable Platforms

Boomers are more inclined to remember ads shown on cable TV.





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Q. Which platform do you remember the most ads from?

Base: All Qualified Respondents (N=1,502)

Cable TV ads showcasing vitamins and/or supplements have the highest likelihood of being remembered.

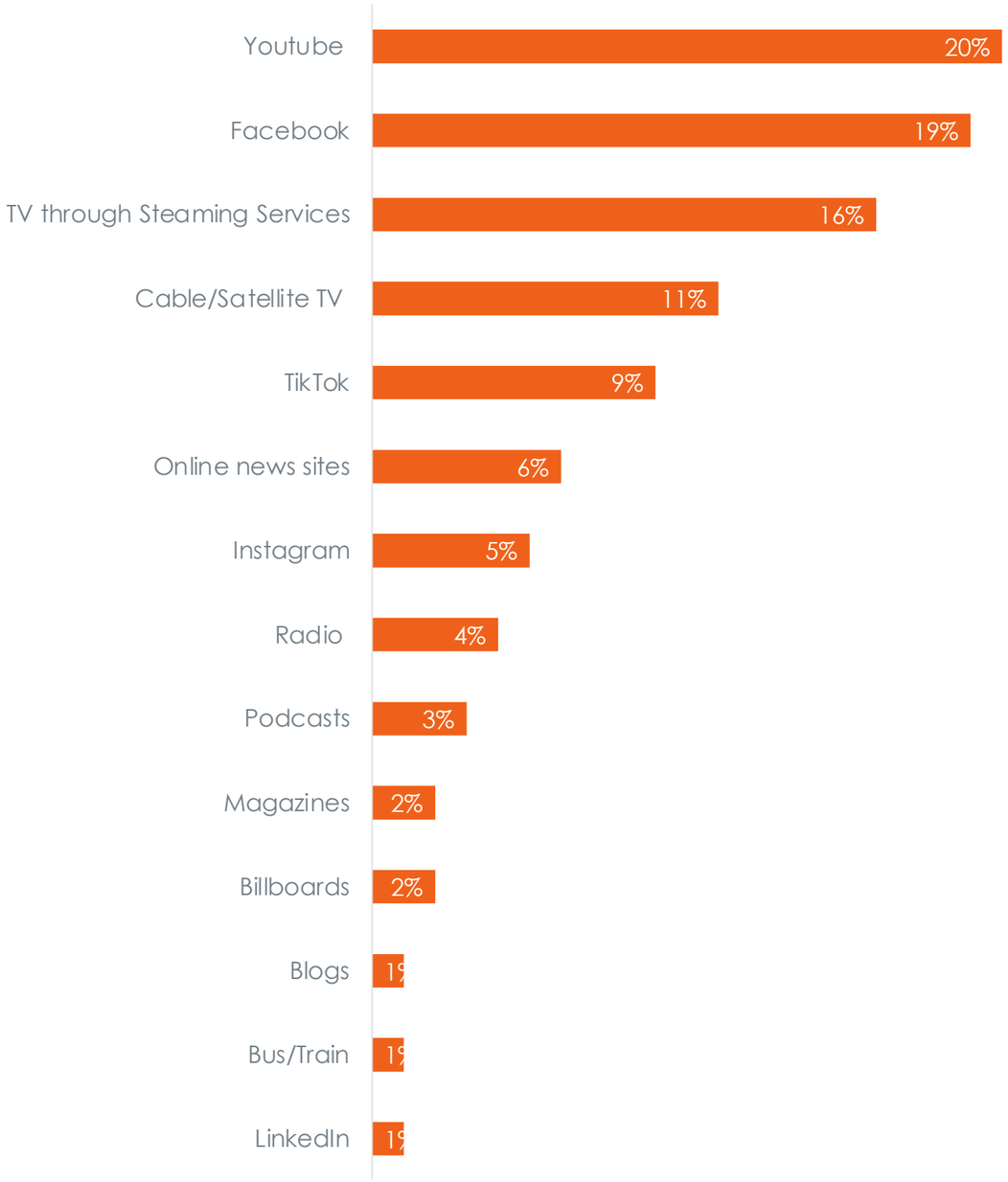
Industry	Memorability
Vitamins/supplements	21%
Airline Tickets	20%
Beer	20%
Beauty Supplies	18%
Liquor	18%
Wine/champagne	18%
Apparel	17%
Hotel Stays	17%
Home Improvement	16%
Skincare	15%
Custom Items	14%
Electronics	13%
Fitness Gear	12%
Major appliances	10%
Furniture	9%
Luxury Items	9%
Backpacks	7%
Video games	7%

Q. Which of the following mediums have you accessed in the last week? (Select all that apply)

Base: All Qualified Respondents (N=1,502)

Intrusive Platforms

Asian individuals are more likely to find YouTube ads irritating.



Groups Significantly More Likely to Find YouTube Ads Intrusive

- **A** Asian (31%)
- West (25%)
- **M** Millennial (24%)

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Q. Which platform do you find ads to be the most intrusive?

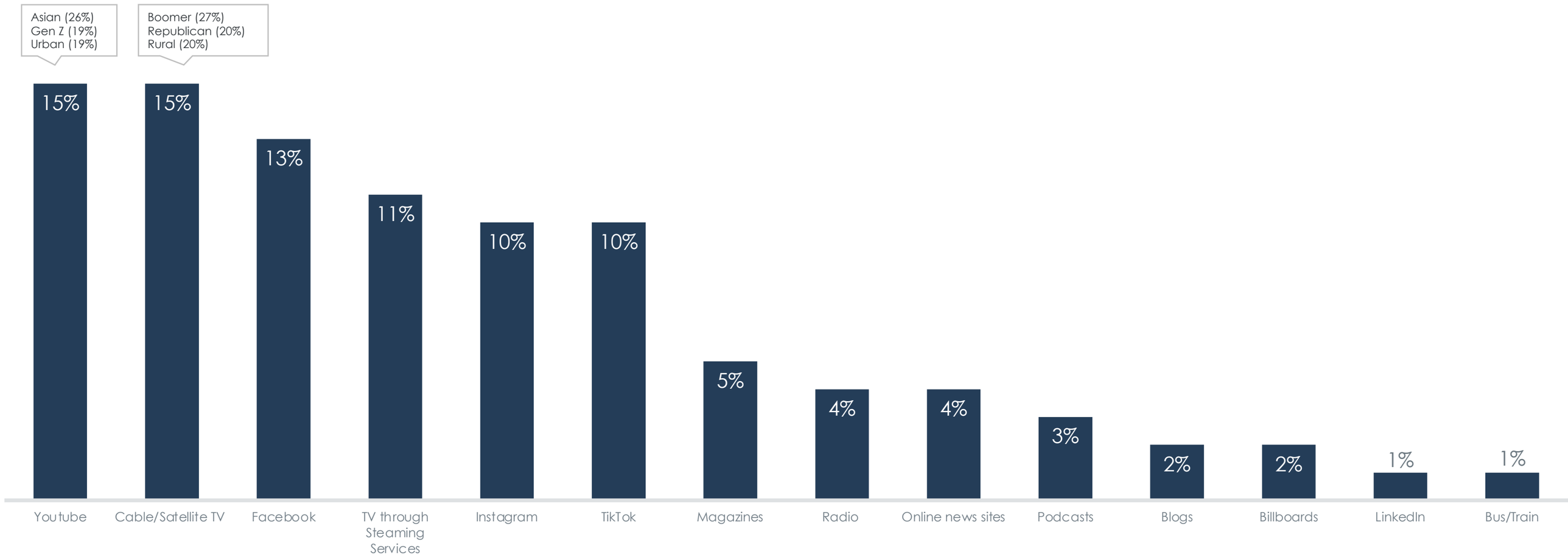
Base: All Qualified Respondents (N=1,502)

Video game-related ads on YouTube are the most invasive compared any other industry ads.

Industry	Intrusiveness
Video games	23%
Airline Tickets	20%
Home Improvement	20%
Apparel	19%
Fitness Gear	19%
Luxury Items	19%
Skincare	19%
Vitamins/supplements	19%
Beauty Supplies	18%
Electronics	18%
Liquor	18%
Backpacks	17%
Beer	17%
Major appliances	17%
Wine/champagne	17%
Custom Items	16%
Furniture	16%
Hotel Stays	14%

Most Captivating Platforms

Americans have a strong inclination to explore brands further after viewing ads on cable TV and YouTube.



Q. Which platform would you be most motivated to learn more about a brand in an advertisement?

Base: All Qualified Respondents (N=1,502)

Ads Driving Engagement Across Industries

Ads for beer are the most captivating to consumers viewing them on cable television. Meanwhile, backpack, video game, and electronic ads on YouTube have a similar effect.

Cable TV	
Industry	**Motivating**
Beer	17%
Wine/champagne	17%
Hotel Stays	16%
Liquor	16%
Vitamins/supplements	15%
Apparel	14%
Custom Items	14%
Airline Tickets	13%
Beauty Supplies	13%
Home Improvement	13%
Fitness Gear	12%
Skincare	12%
Backpacks	11%
Furniture	11%
Major appliances	11%
Electronics	9%
Luxury Items	7%
Video games	7%

YouTube	
Industry	**Motivating**
Backpacks	19%
Electronics	19%
Video games	19%
Custom Items	16%
Home Improvement	16%
Luxury Items	16%
Major appliances	16%
Vitamins/supplements	16%
Apparel	15%
Beer	15%
Furniture	15%
Hotel Stays	15%
Skincare	15%
Airline Tickets	14%
Liquor	14%
Beauty Supplies	13%
Wine/champagne	13%
Fitness Gear	12%

Q. Which of the following mediums have you accessed in the last week? (Select all that apply)

Base: All Qualified Respondents (N=1,502)

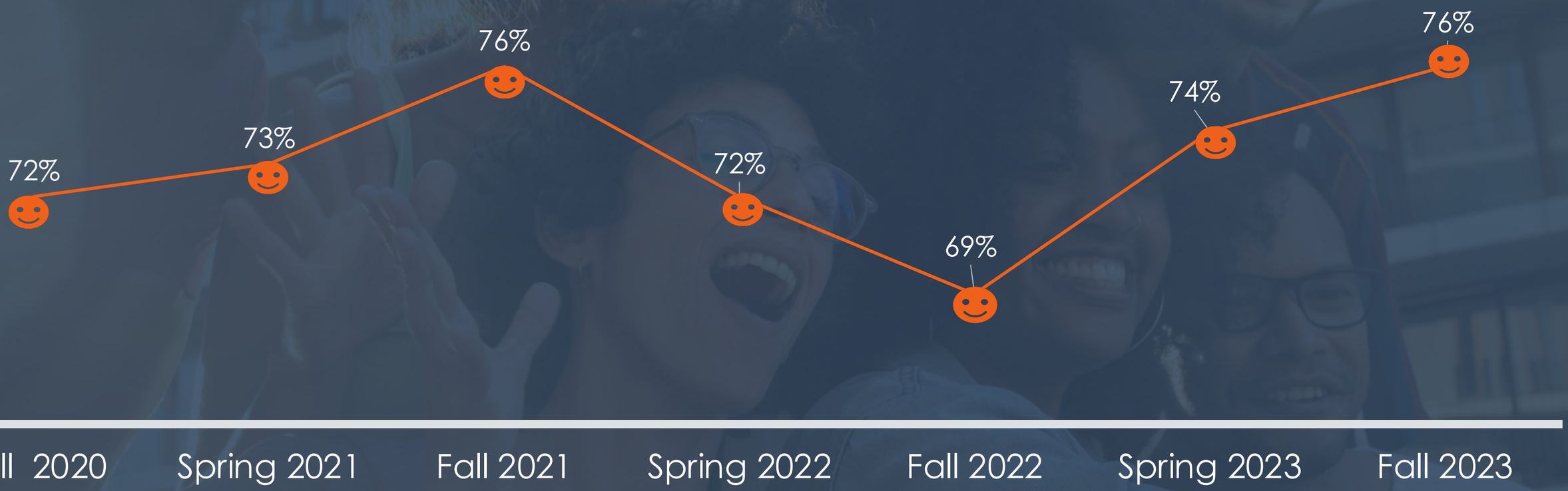
How is the Economy Impacting Consumers?

Consumer Optimism

Optimism levels are at the highest levels since Fall 2020.

Optimism

Top 2 box on a 4-point scale

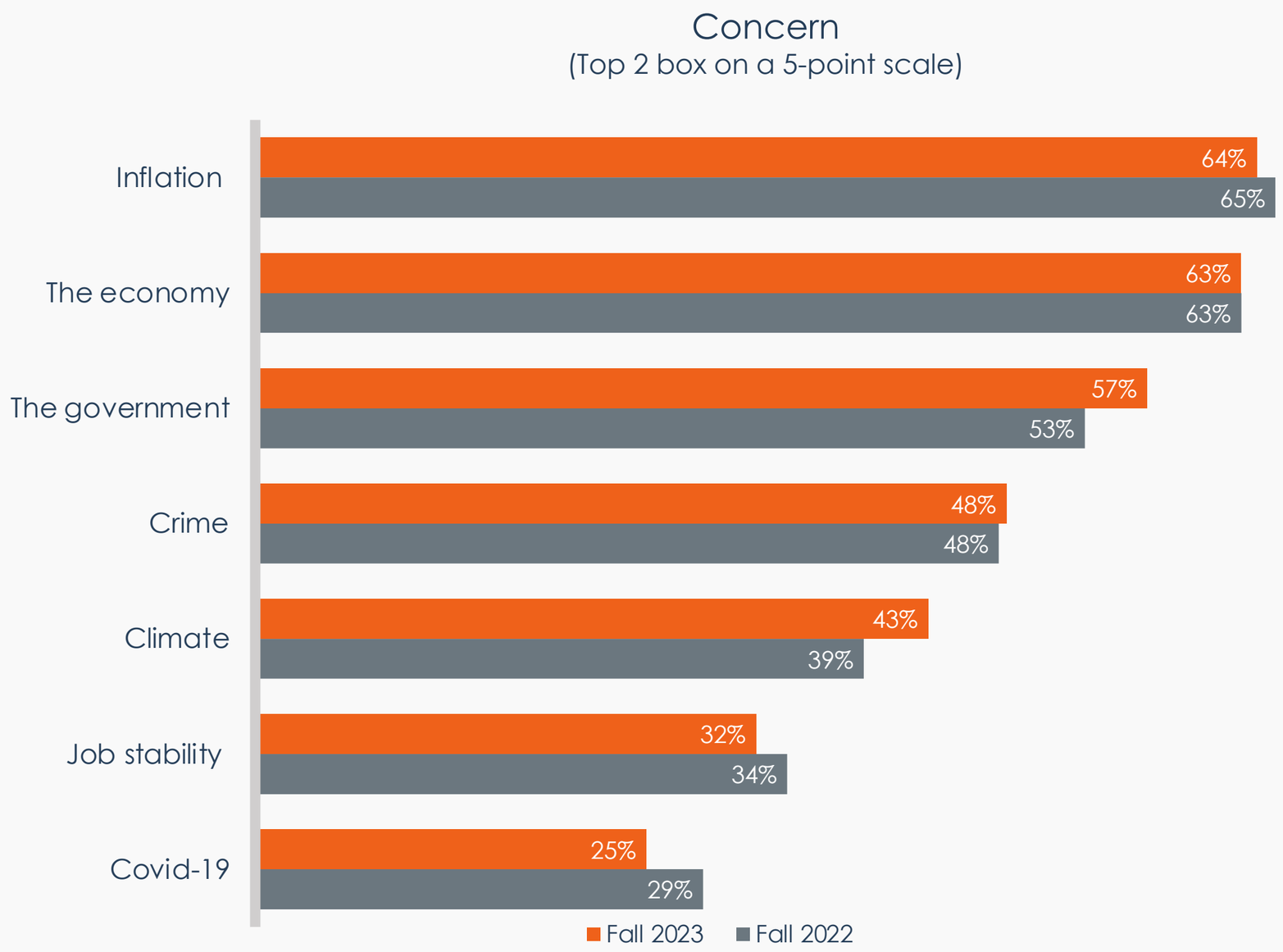


Q. How optimistic are you about the future?

Base: All Qualified Respondents (N=1,502)

Top Concerns Impacting Consumers

Inflation and the economy are still the leading issues impacting Americans. Climate concerns and concerns about the government have increased in the past year.



Q. How concerned are you with the following areas impacting you personally?

Base: All Qualified Respondents Fall 2022 (N=1,500), Fall 2023 (N=1,502)

64%

of Americans are concerned inflation will impact them personally

Groups Significantly More Likely to be Concerned with Inflation

- Going Further into debt (76%)
- Republican (70%)
- Budget conscious (70%)
- HHI Under $75K (70%)
- Rural (69%)

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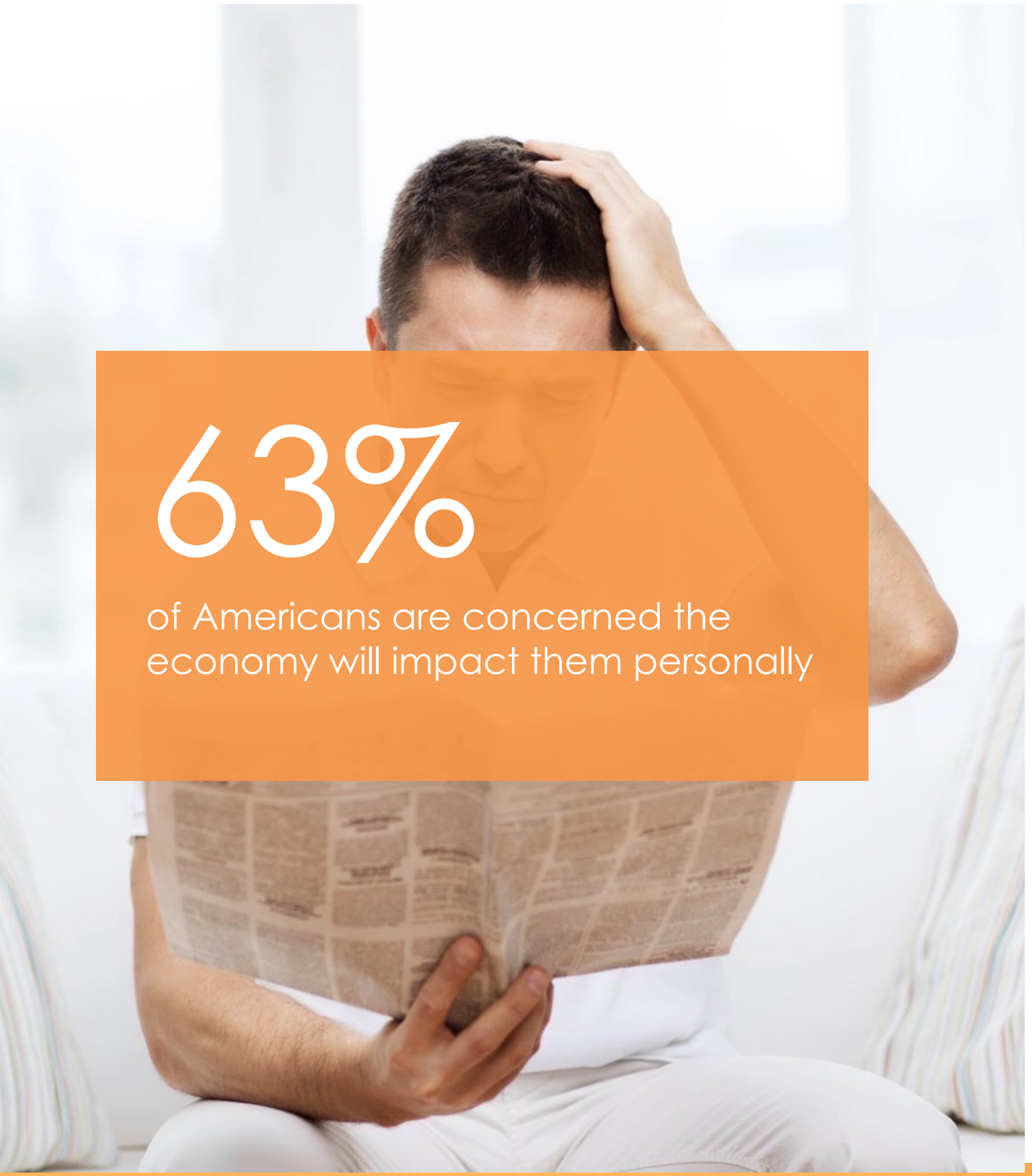
Q. How concerned are you with the following areas impacting you personally?



63%

of Americans are concerned the economy will impact them personally

Groups Significantly More Likely to be Concerned with The Economy

- Going Further into debt (73%)
- Republican (71%)
- HHI Under $75K (69%)
- Budget conscious (68%)
- Rural (68%)
- Female (68%)
- Millennials (67%)

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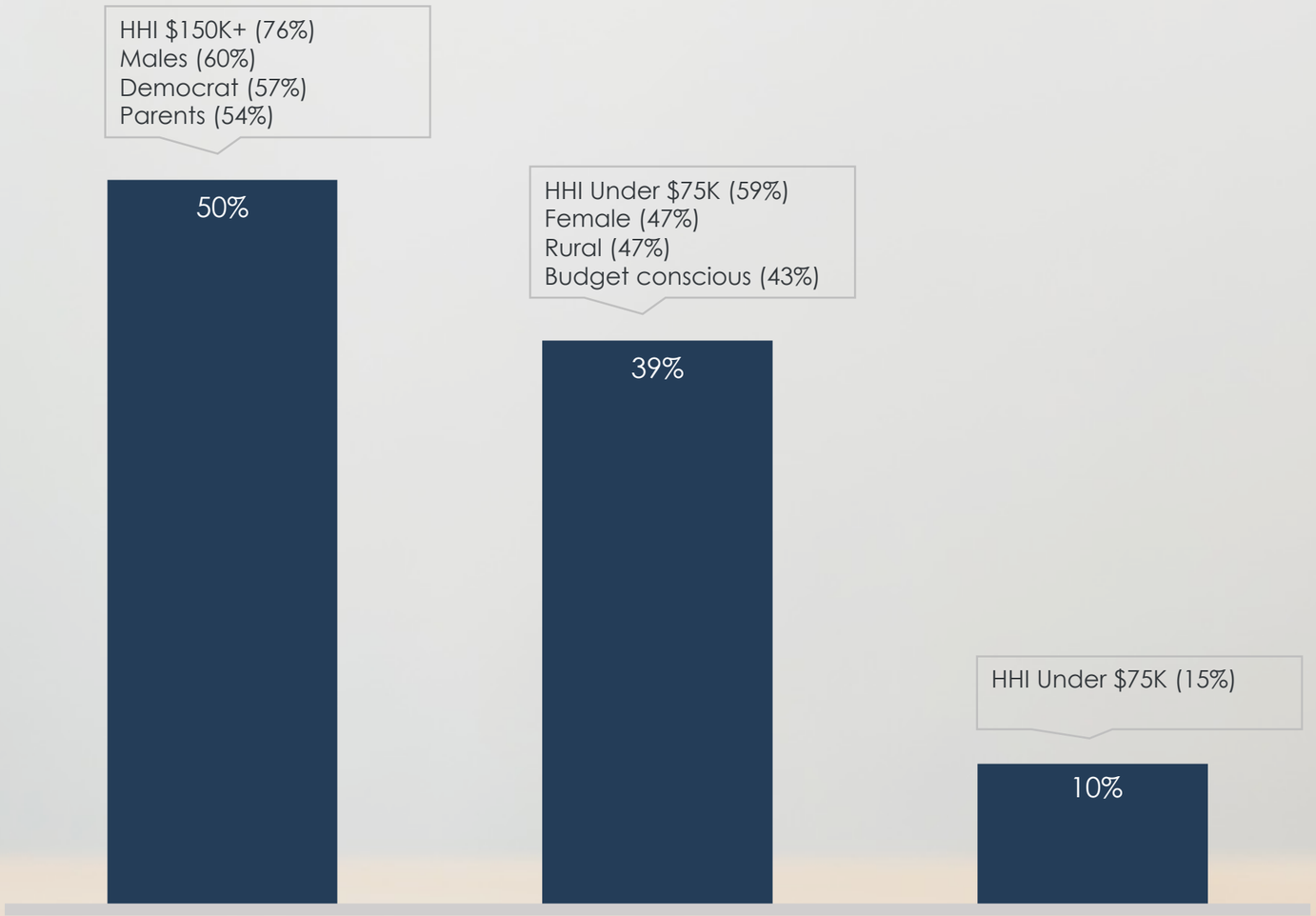
Q. How concerned are you with the following areas impacting you personally?

Saving Money is Difficult in this Economy

Only half of Americans are actively saving money. A tenth are going further into debt.

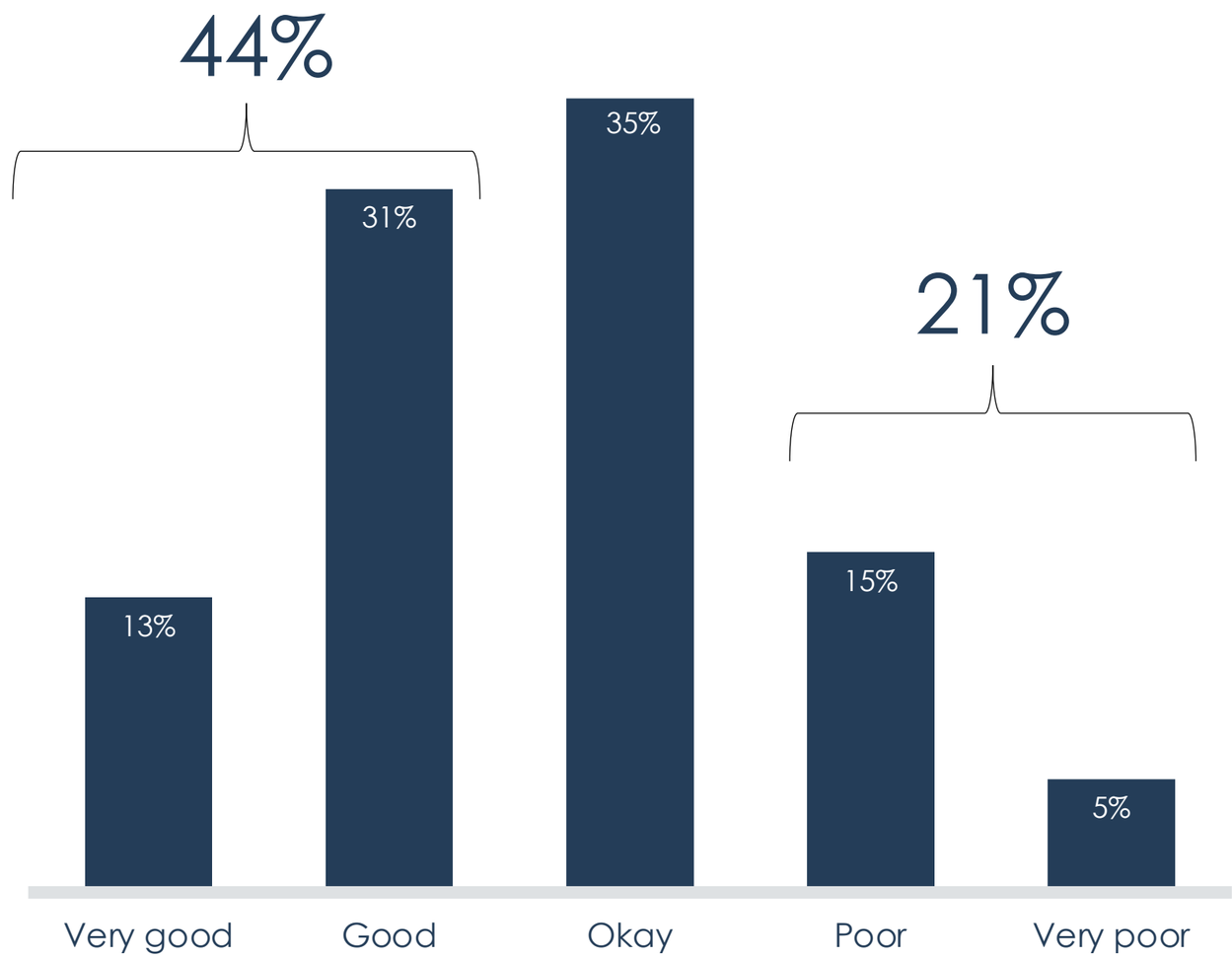


Q. How would you rate your current financial position?

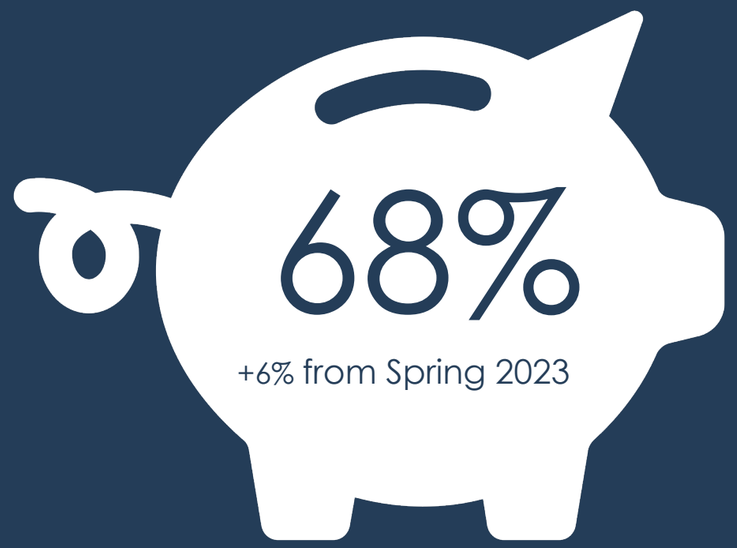
Base: All Qualified Respondents (N=1,502)

Most Consumers are Doing "Okay" Financially

Less than half see themselves in a financially good situation.



As Inflation and the Economy are a Top Concern, Consumers are Becoming More Budget Conscious



More Budget Conscious

Who is Significantly More Likely to Be Budget Conscious

78% LGBTQIA+

76% Going Into Debt

74% Living Paycheck to Paycheck

Consumers Are in Budget Mode When It Comes to Spending

Spending Less To Save More

"I refuse to pay more than I must. This means I drive less, eat less, and am less likely to go to recreational activities."

"The only thing I consistently spend money on are bills, I put everything else towards my savings."

"I only spend a certain amount of my check each month and save the rest."

"I have been spending less because I want to increase my retirement savings."

Inflation Concerns

"I used to shop freely whenever I wanted too. Now I have to plan where I can go. Even then I have to watch prices. Sad world! "

"Even though my spending habits have stayed the same, I am still not happy about prices increasing time and time again."

"Inflation is on the rise again so therefore I'm spending much more then I was before on gas and groceries."

Avoiding Frivolous Spending

"My spending habits have become stricter. I've had to cut back on nonessential purchases like streaming subscriptions, Starbucks trips, etc."

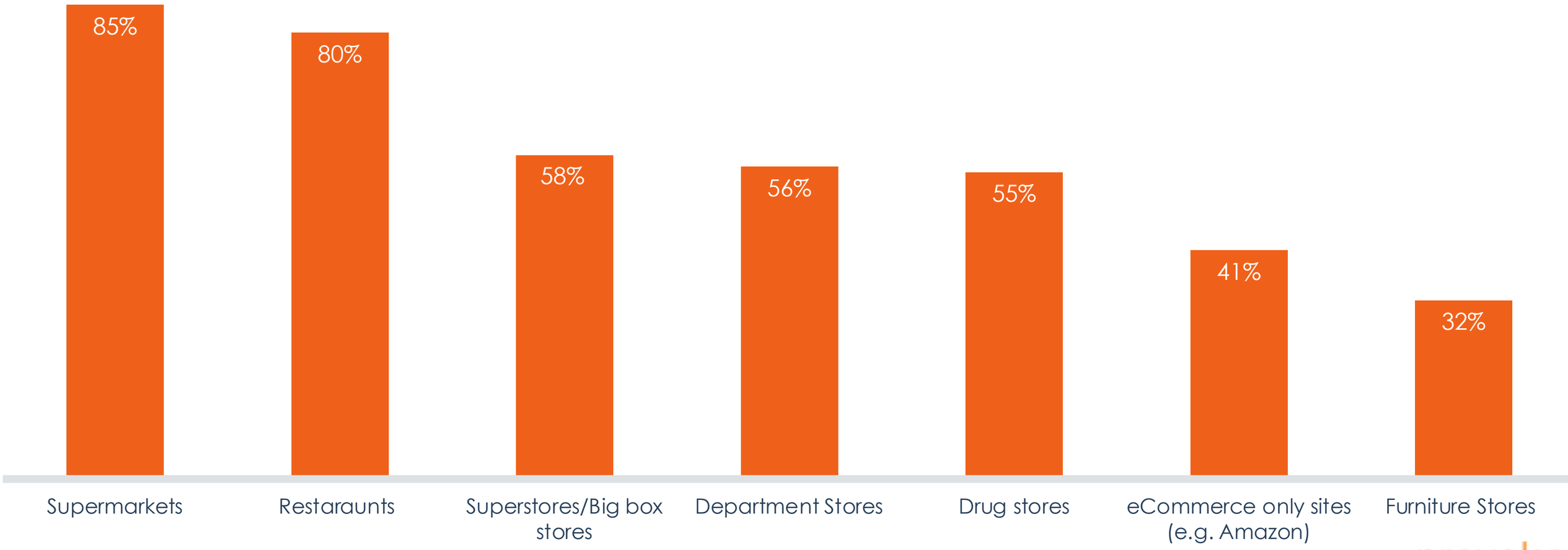
"I use coupons and try to watch for sales and deals so I'm not buying full price."

"I am shopping more wisely now, always looking for deals, discounts and price cuts."

"I am only buying essentials and generic brands to make ends meet."

Price Increases

Americans see the impact of inflation, especially at food establishments such as supermarkets and restaurants.



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Q. In the last six months, which of the following venues have you noticed price increases?

Respondent Profile

Gender

50.5% Female

49.5% Male

*<1% other identity

Generation

43 years old
Median Age

Z **16%** Gen Z

X **30%** Gen X

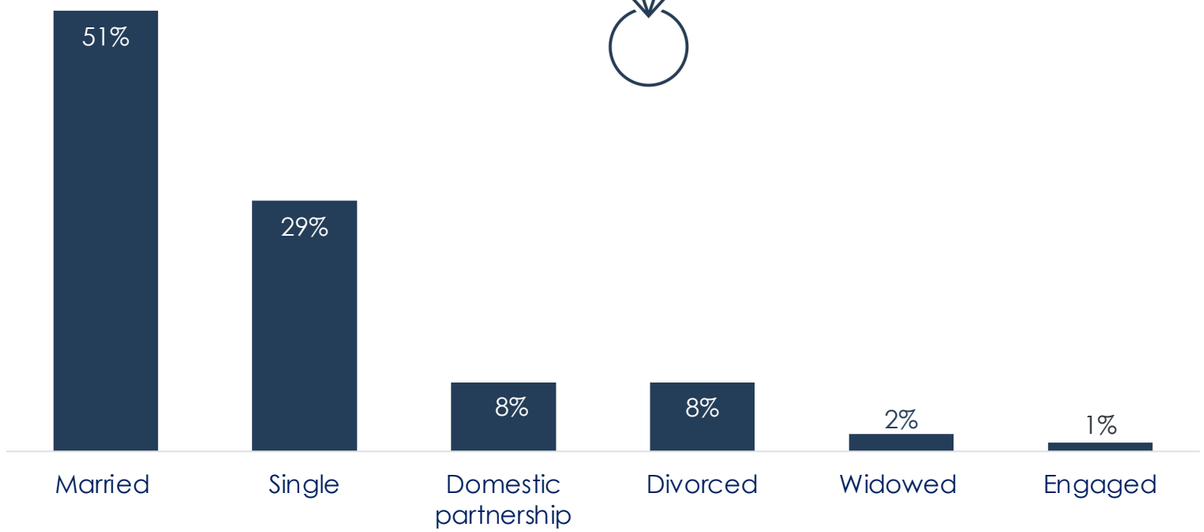
M **35%** Millennials

B **18%** Baby Boomers

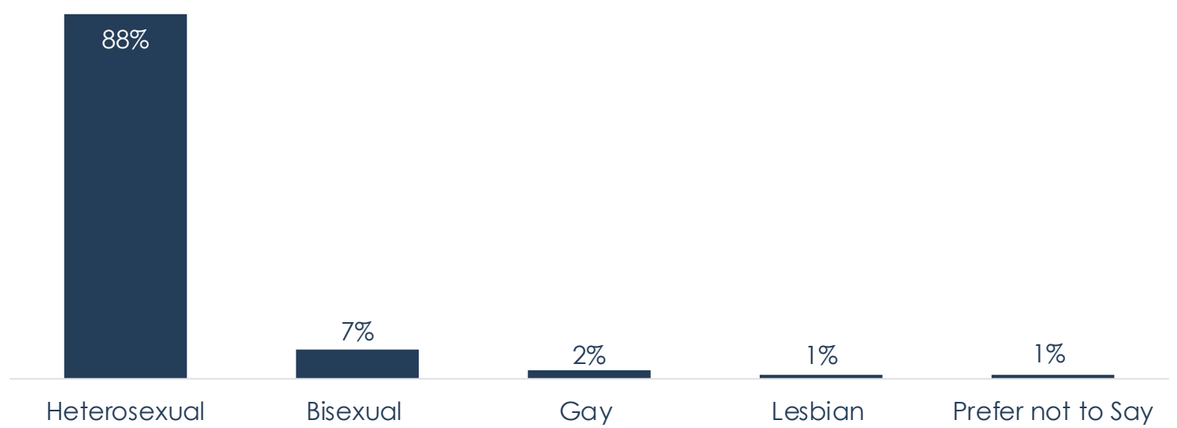
Parental Status

40%
Have children

Marriage Status

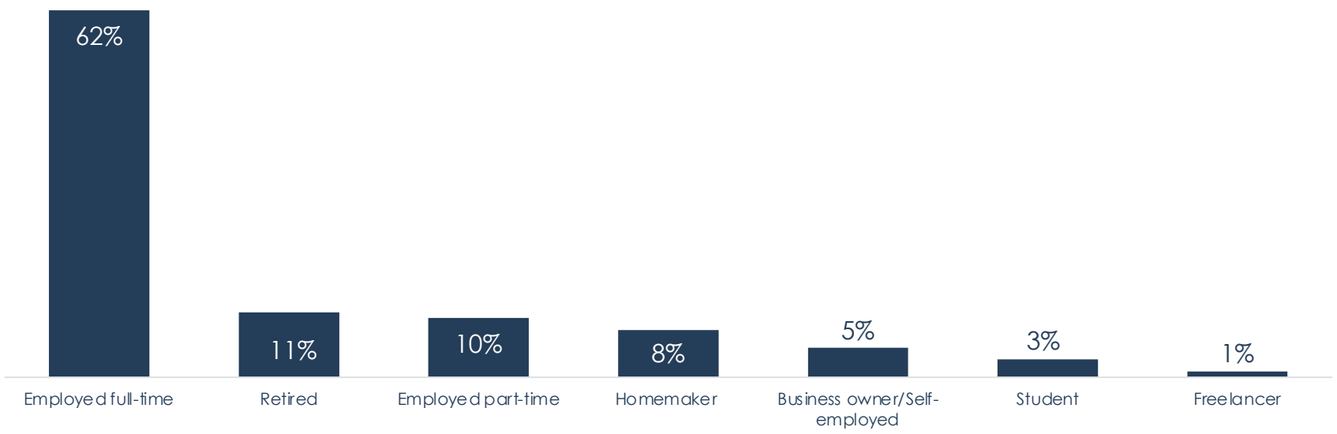


Sexual Orientation



Respondent Profile

Employment Status



Political Party

36% Democrat

26% Independent

30% Republican

***6%** Prefer not to say

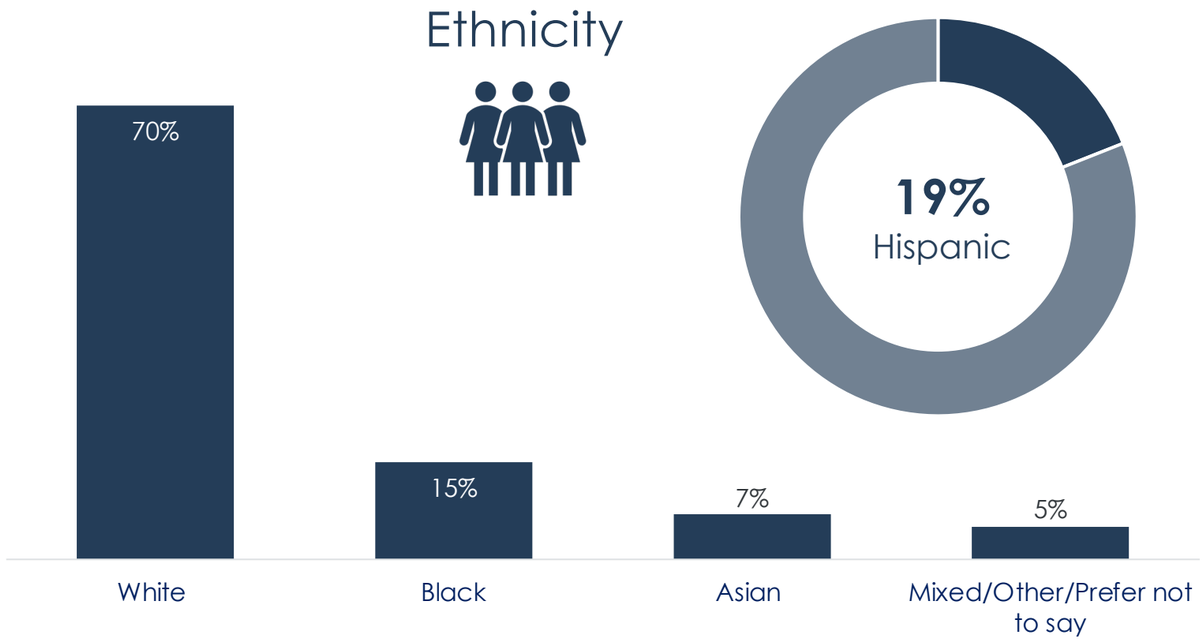
Area

52% Suburban

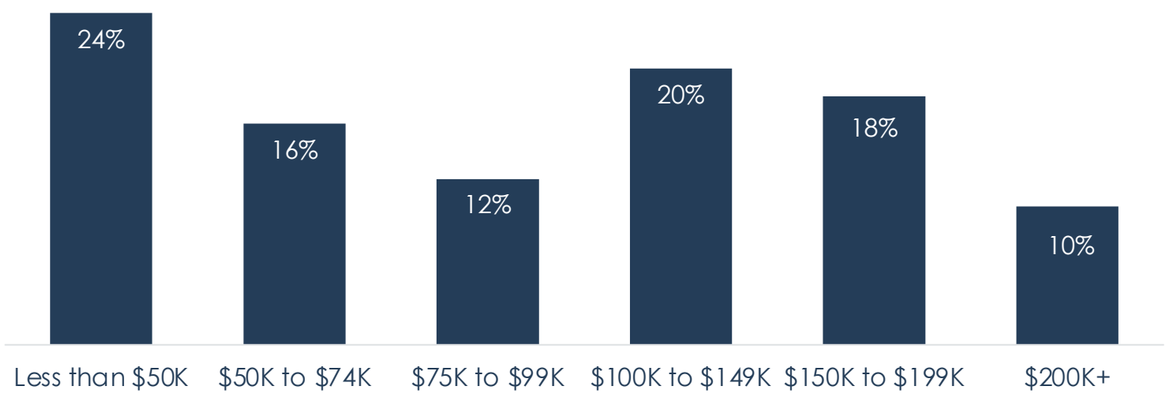
32% Urban

16% Rural

Ethnicity



Household Income



About Provoke Insights

Founded on the premise that research should better align with marketers' needs, Provoke Insights' innovative approach empowers brands to navigate today's marketing verticals. As a builder of brands, the firm focuses on research for consumer needs, market opportunities, and branding.

Provoke Insights conducts traditional market research projects and develops agile, innovative initiatives to meet the quick and varied needs of today's ever-changing market.

Provoke Insights stands out from other full-service market research firms as we solely specialize in branding and advertising initiatives. Our staff consists of researchers that are also seasoned brand & media strategists.

For more information or press inquiries, reach out to info@provokeinsights.com.