

ROAD TRIPS AND RADIO 2023





Vacations are back in full force, especially now that most schools in the US are out for summer break. Consumers are eager to make up for the traveling time they lost during the months of restrictions and many are choosing their cars as a means of escape.

Learn why more and more people will be behind the wheel in the coming months and why radio is the best medium to reach these consumers.



According to a Katz Media study,

50%

of Americans went on
a road trip during the
summer of 2022.

In 2022:

**Road-trippers took an
average of 2 road trips.**

**The average length of a
road trip was 5 days.**

**Roughly 3 in 4 road trips
were taken out of state.**

2023 is looking to be even more holiday-filled.

According to a study by The Vacationer, 85% of Americans are planning to travel at least once this summer.



Nearly 9 in 10 Americans plan to travel the same amount as or more this summer than they did last summer.

Road trips are back! The Vacationer reports 4 in 5 Americans are planning at least one summer road trip.



This includes about 40% of people who will be road-tripping to destinations over 250 miles from home.

Signs are already pointing to increased car use in the summer of 2023.

A new Katz Media study showed 8 in 10 Americans reported using a car for their Memorial Day weekend travels.

Looking ahead to one of the next key summer dates, The Vacationer is forecasting more than half of Americans will be taking a road trip during the 4th of July holiday.

The car remains an ideal environment for marketers to connect with a captive audience.



Inflation: on people's minds, but not always a deal-breaker.

Personal finance services company Bankrate.com finds that inflation will have some impact on summer travel plans. While inflation is not keeping the majority of Americans from traveling, it is affecting things like mode of transportation – 1 in 4 likely summer travelers will choose to drive instead of fly to their destination.



"This year, as prices and interest rates continue to push higher, we're seeing more signals that vacationers are adapting their plans. Many are still going somewhere, but they're being more thoughtful about how they're spending."

– Ted Rossman, Senior Industry Analyst at Bankrate.com

**But is it just about saving money?
When it comes to traveling in
personal vehicles, it's personal.**

**People can have strong feelings
about their cars and the benefits
they deem important enough to
make it a preferred mode of
transportation.**

**According to Mintel's Role of
Transportation study, cars provide
a sense of freedom and security and
tap into highly valued perceptions
of comfort, convenience, reliability,
and safety.**

**The majority of Americans have positive views
of traveling in their personal vehicles.**



Personal choices don't only have to do with convenience and reliability – 82% of Americans enjoy going on trips in their cars, per Katz Media's Summer Road Trip Study.

In addition, 81% believe the journey of a road trip is part of the fun, and nearly half of road-trippers say their road trips are a yearly tradition.



A smiling woman with long dark hair, wearing a brown shirt and a light-colored apron, stands in a cafe or bakery setting. In the background, there is a chalkboard with some writing and a coffee machine. The overall tone is warm and inviting.

Road-trippers take full advantage of their travels to explore shopping, dining, and entertainment – both en route and at their destinations.

74%

prefer to stop at restaurants and grocery stores while on a road trip.

82%

like to try the local cuisine when travelling.

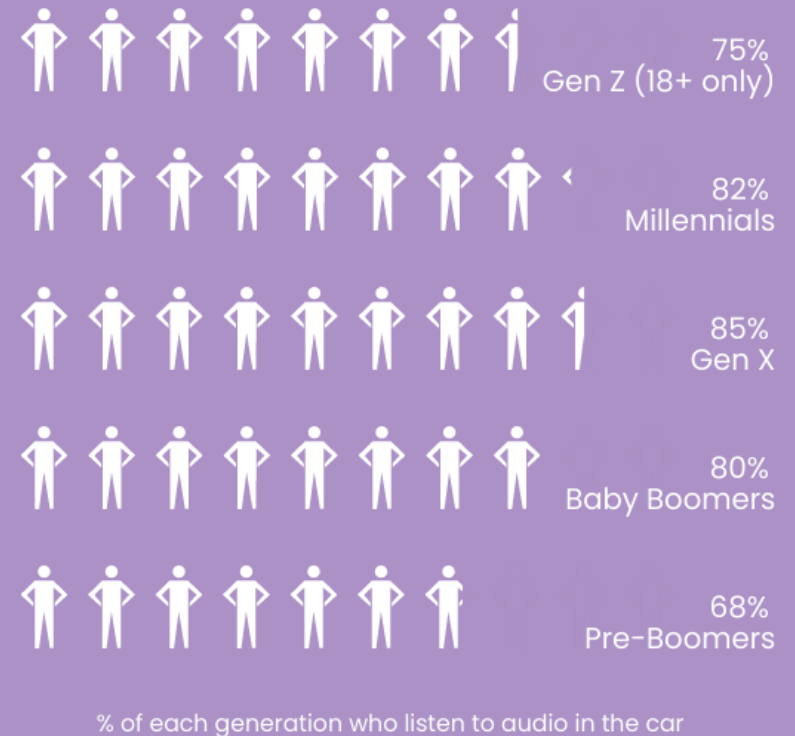
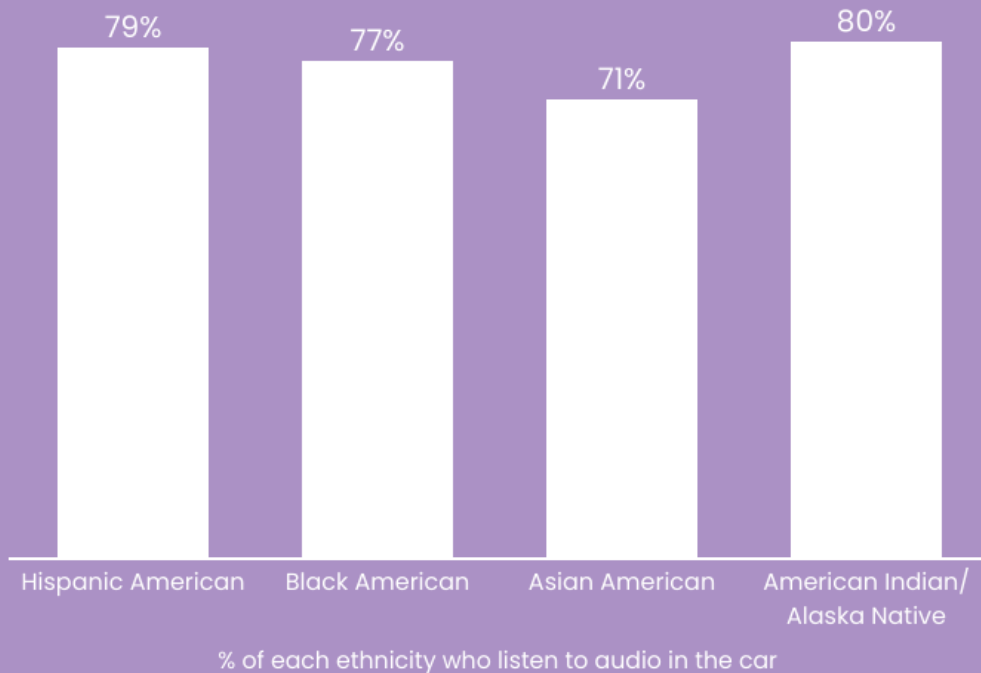
75%

are open to checking out the local radio stations while on a road trip.

Road-trippers (and vacationers in general) are prime consumer targets for local businesses to engage with on radio; studies have shown that radio ads drive brand awareness, consideration, and store traffic.

80% of Americans listen to audio IN THE CAR.

The strength of in-car audio listening stretches across all generations and ethnicities.

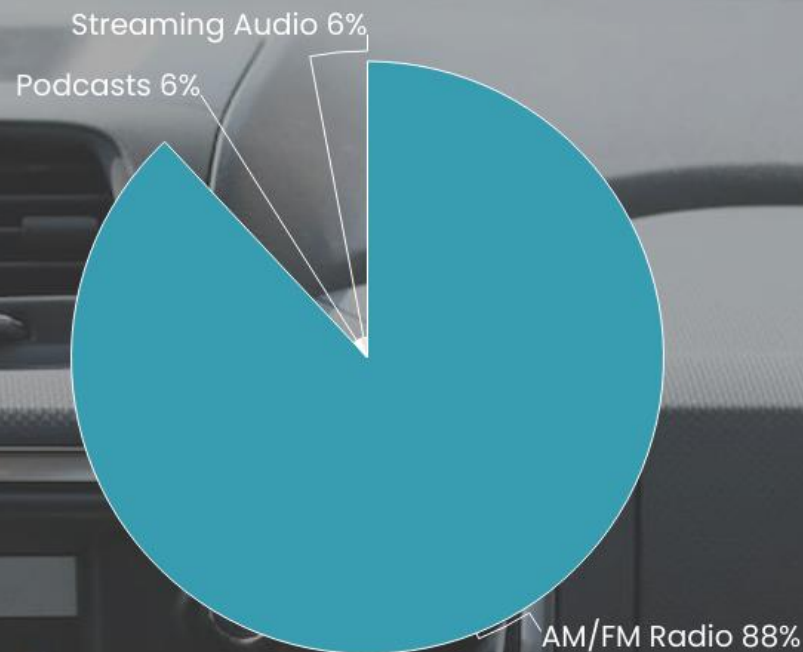


AM/FM radio dominates in-car messaging opportunities – delivering the highest reach AND engagement in the car.

AM/FM radio's dominance with in-car messaging opportunities is clear: 7 out of every 10 car-users listen to AM/FM radio in the car...



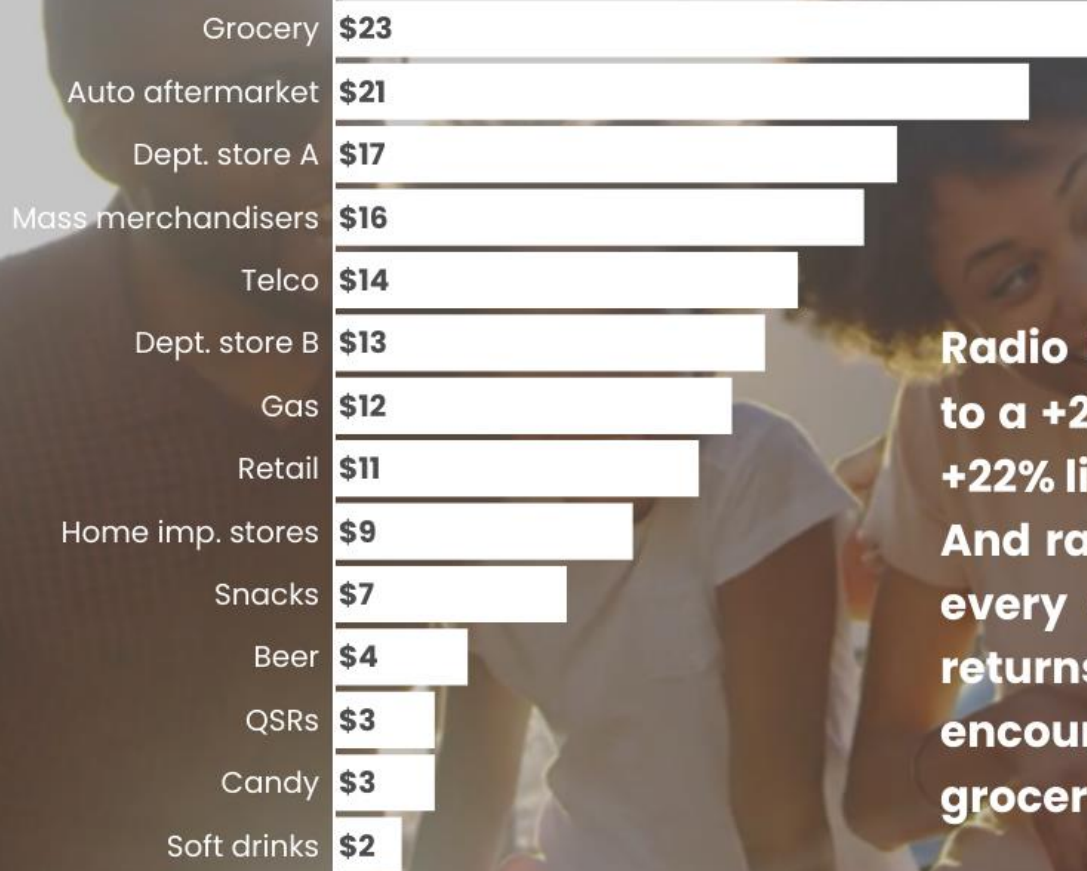
% who use audio source in-car



% share of ad-supported audio in car/truck

...and ad-supported radio makes up nearly 9 out of every 10 minutes spent listening to audio in the car.

For retailers wanting to inspire ideas and influence where consumer dollars are spent, AM/FM radio is a must.



Radio impacts consumer behavior, leading to a +29% lift in online search activity, and a +22% lift in store traffic.

And radio delivers an average \$12 return for every dollar spent on ads, including large returns for the the categories you'd likely encounter while on a road trip, such as grocery, gas, retail, QSRs, and snacks.

ADVERTISERS!

4 in 5 Americans will be spending their summer on the road in search of adventure, relaxation, or even just a familiar face. Place your ad dollars in AM/FM radio to take advantage of its unmatched ability to reach and engage valuable consumers where and when they are open to your messaging, and in a position to act: the car.

Sources

Slide 3: [Katz Media 2022 Road Trip survey, September 2022 \(A18-64\)](#)

Slide 4: [The Vacationer Summer Travel Survey & Trends 2023 \(A18+\)](#)

Slide 5: [Katz Media 2023 Memorial Day Travel study, May 2023 \(A18-74\)](#)
[The Vacationer Fourth of July Travel Survey and Trends 2023 \(A18+\)](#)

Slide 6: [Bankrate.com, "Survey: 80% of summer vacationers are changing their plans due to inflation," April 2023 \(A18+\)](#)

Slide 7: Mintel, Role of Transportation, April 2023 (A18+ internet users who have used a mode of transportation in the past 12 months)

Slide 8: [Katz Media 2022 Road Trip survey, September 2022 \(A18-64\)](#)

Slide 9: Katz Media 2021 Road Trip Survey, May 2021 (A18+)
MRI-Simmons Winter 2023 weighted to the population (A18+ who prefer road trips over trips requiring a flight or who often go on long car trips for vacation); any agree
[Katz Media 2022 Road Trip survey, September 2022 \(A18-64\)](#)

Slide 10: MRI-Simmons Winter 2023 weighted to the population (A18+; Gen Z A18+ respondents only); audio includes AM/FM, internet, apps, and satellite

Slide 11: Edison Research with Amazon Music, Wondery, and ART19, The Infinite Dial 2023 (A18+ who have driven/ridden in car in last month); Online Audio defined as online streams of AM/FM Radio stations, or Internet-only streams from cell phone/mobile device connected to the car audio system
Edison Research, Share of Ear Q4 2022 (A18-54). Analysis by Cumulus Media | Westwood One; AM/FM Radio includes over the air and radio streams

Slide 12: Nielsen Studies 2014-2021; Department Store B data is from latest Cumulus | Westwood One commissioned study
RAB Lift Studies 2017-2022