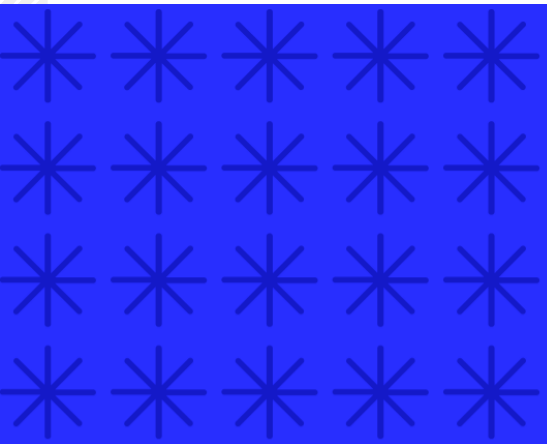




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

How Radio Supercharges Movie Advertising

July 2025

METHODOLOGY

DATES OF FIELDING: May 6-8, 2025

N=500 monthly radio listeners

Demos: Men/Women 18-54

Ethnic: 67% White/Asian/Other, 24% Black, 9% Hispanic

Meal Decisions Are Being Made On-The-Go



- **60% of moviegoers don't buy tickets until the day of the show**
- **Nearly 8 in 10 say hearing an ad for a movie on the radio while driving makes them MORE LIKELY to consider seeing it in the theater**
- **63% of participants are stopping at QSR on the way to and/or on the way home from work at least a few times each month.**

Radio Drives Consideration & Purchase Intent for QSR



7 in 10 of consumers agree that “hearing my favorite DJ talk about a fast food restaurant while driving makes me more likely to consider dining there.”



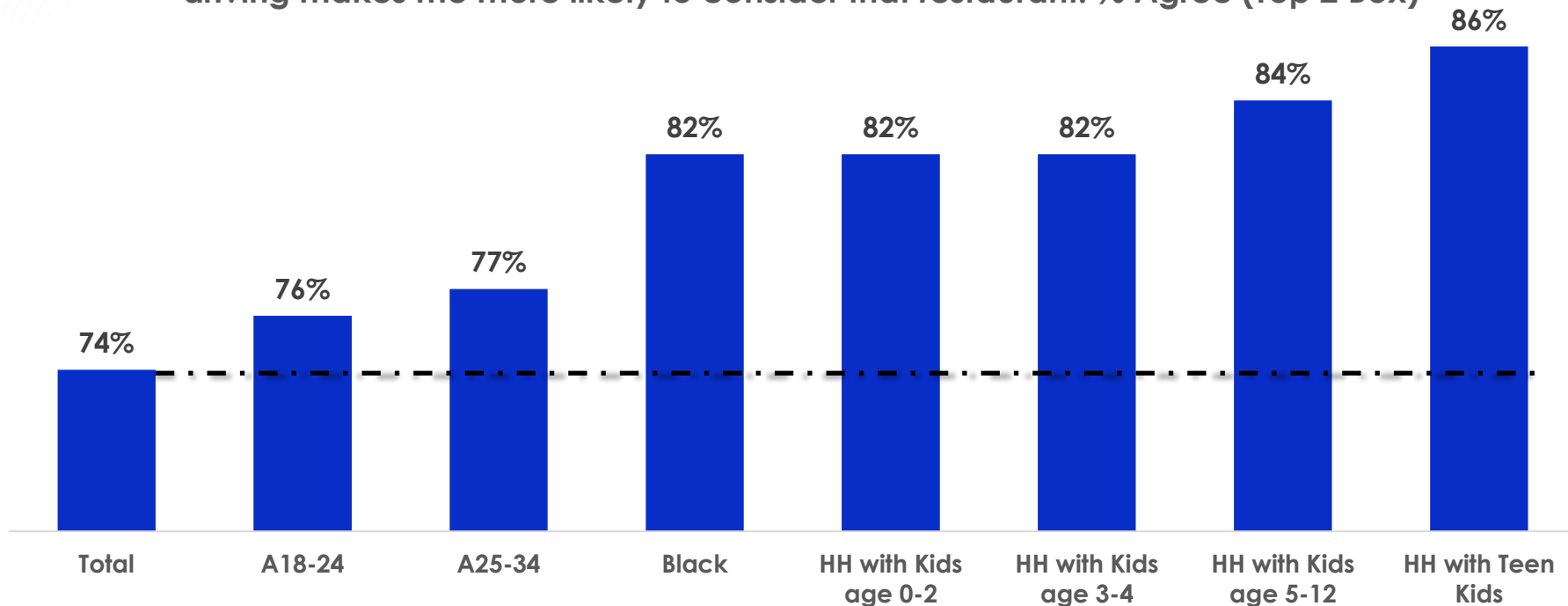
74% of Consumers agree that hearing “a fast food ad while driving makes me more likely to consider dining at that restaurant.”



7 in 10 of Consumers say “I’ve stopped at a fast food or casual dining restaurant after hearing about them on the radio”

Younger, Multicultural, and Parents are Even More Likely to Consider a Restaurant After Hearing an Ad on the Radio

Hearing an ad for a fast food or casual dining restaurant on the radio when I'm driving makes me more likely to consider that restaurant: % Agree (Top 2 Box)



THANKS FOR WORKING WITH



For additional insights and information, please contact:

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