



# **Critical Mass** Insights

Helping America's  
most influential voices

**know what to say to America.**

## **How Radio Supercharges QSR Advertising**

**May 2025**

# METHODOLOGY

**DATES OF FIELDING:** April 30-May 1, 2025

**N=500** monthly radio listeners

**Demos:** Men/Women 18-54

**Ethnic:** 66% White/Asian/Other, 21% Black, 13% Hispanic

# Meal Decisions Are Being Made On-The-Go



- 60% of respondents typically **don't know what they're going to eat for lunch or dinner** when they leave their house in the morning.
- Nearly 90% of respondents say they **are making dining decisions while driving** at least some of the time.
- 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.”



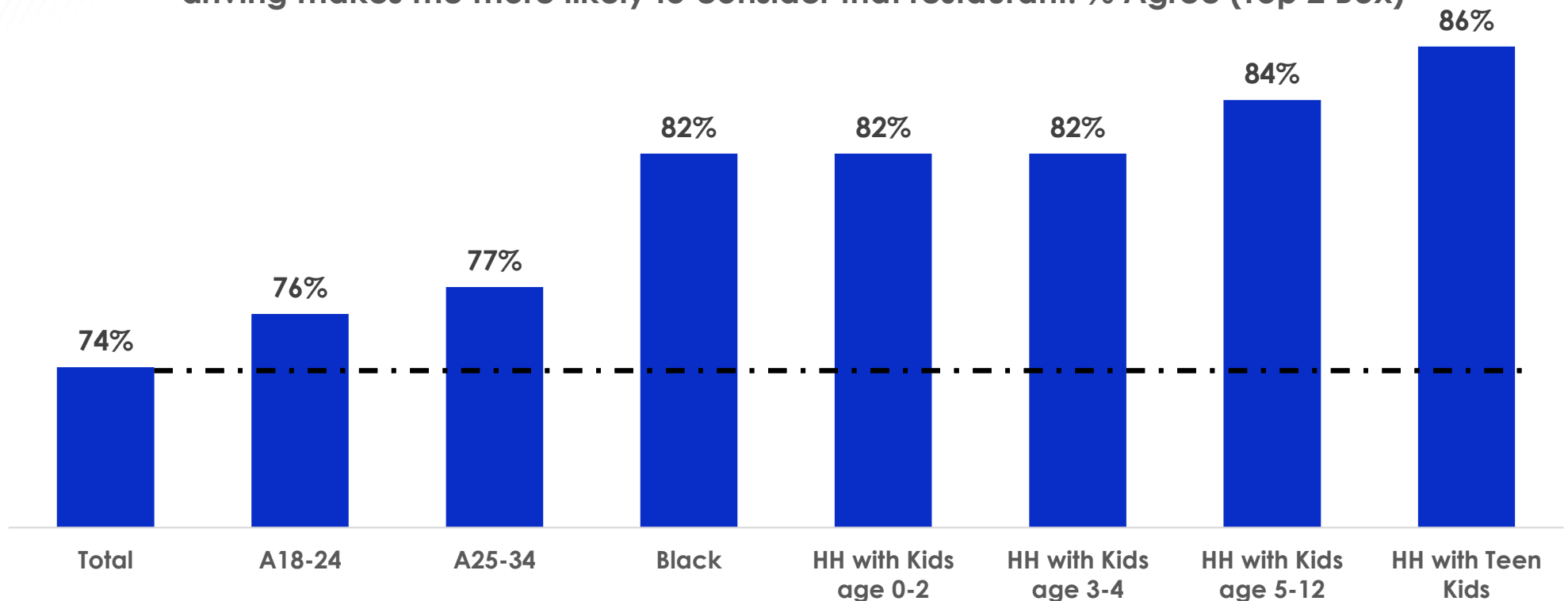
**74% of Consumers** agree that hearing “a fast food ad while driving makes me more likely to consider dining at that restaurant.”



**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)



Source Critical Mass Insights May 2025 N=500 respondents

**THANKS FOR WORKING WITH**



For additional insights and information, please contact:

**Lainie Fertick**

President, Critical Mass Insights

| c 513-373-5113