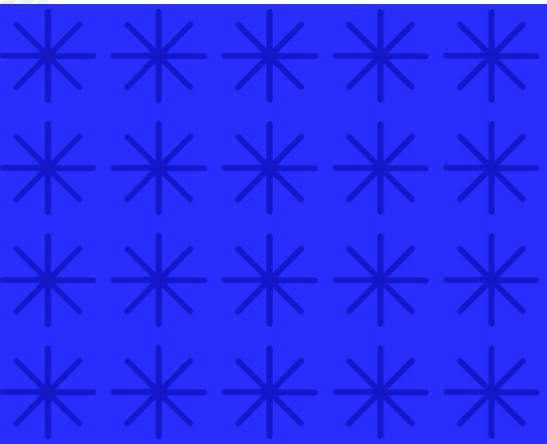




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Radio and Social Media Study

March 2025

METHODOLOGY

DATES OF FIELDING: March 24th-27th, 2025

N=900 monthly radio listeners

Demos: Men/Women 18-64

Ethnic: 60% White/Asian/Other, 12% Black, 18% Hispanic

Geography: 36% Southern, 22% Midwestern, 24% Northeastern, 17% Western

Adding Radio helps your social media investment work harder

64%

Of 25-44 say they are
MORE LIKELY to **CLICK** a
social ad after hearing
about a product a lot
on the radio

7 in 10

Consumers say they're
MORE LIKELY to **TRY** a new
product that they've heard
their favorite radio or
podcast host talk about

7 in 10

Consumers say they're
MORE LIKELY to stop and
READ a social media ad for
a product they've heard
about on the radio

72%

Of consumers are
MORE LIKELY to **NOTICE**
social media advertising for
a product after they've
heard about it on the radio

Radio Drives Consideration & Purchase Intent



50% of Consumers more likely to consider a product they see in the grocery store if they heard about it on the radio first



50% of Consumers more likely to visit a fast food restaurant after hearing about it on the radio



Those who engage with brands on social are **2x more likely** to after hearing about a product on the radio

For Hispanic Audiences, Radio Maximizes Social Media Impact

74%

Of **Hispanic Consumers** say they are **MORE LIKELY** to **CLICK** a social ad after hearing about a product a lot on the radio

8 in 10

Hispanic Consumers say "I'm **MORE LIKELY** to **NOTICE** a social media advertisement for a product I heard about from my favorite radio or podcast host"

8 in 10

Hispanic Consumers say they're "**MORE LIKELY** to stop and **READ** a social media ad for a product they've heard about on the radio"

78%

Of **Hispanic** Consumers say "I'm **MORE LIKELY TO TRY A NEW PRODUCT** after I've heard about it on the radio"

For Black Audiences, Radio Maximizes Social Media Impact

7 in 10

Of **Black Consumers** say they are **MORE LIKELY** to **CLICK** a social ad after hearing about a product a lot on the radio

73%

Of **Black Consumers** say "I'm **MORE LIKELY** to **NOTICE** a social media advertisement for a product I heard about from my favorite radio or podcast host"

7 in 10

Of **Black Consumers** say they're "**MORE LIKELY** to stop and **READ** a social media ad for a product they've heard about on the radio"

70%

Of **Black Consumers** say "I'm **MORE LIKELY TO TRY A NEW PRODUCT** after I've heard about it on the radio"

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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