



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Using Radio to Drive Movie
Theater Ticket Sales**

October 2025

METHODOLOGY

DATES OF FIELDING: 10/9-15/2025

N=757 monthly radio listeners

Demos: Men/Women 18-64



75%

Of consumers say ***they DO NOT know what is playing in the theaters in the next two weeks.***

Streaming is Becoming a Popular Alternative to Watching Movies in Theater



- **1 in 2 consumers** now say they prefer streaming movies due to affordability and convenience
- **3 in 5 consumers** cannot name a single movie currently playing in theaters

Online movie searches usually happen after consumers have already chosen a title.

Sources: Critical Mass Insights Study Oct 2025



92%

Of consumers say ***"When I have decided to go to the movie theater, I typically don't search until I know which movies I want to see."***

90%

Of consumers say ***"I have typically heard about movies playing from other sources before I go online to buy a ticket."***

When consumers say they go online to search for movies they are

37% more likely

to say it is for trailers and previews than to see what movies are playing

But, Radio advertising plays a vital role in helping consumers discover new movies

9 in 10

Radio Listeners are more likely to **tell friends about a movie they are interested in if they hear it on the radio**

85%

Radio Listeners are more likely to **see a movie if their favorite radio personality recommended it**

74%

Radio Listeners say they **trust their favorite radio personality's opinion over a professional movie critic's review**

83%

Of radio listeners **prefer to see a new movie in theaters**