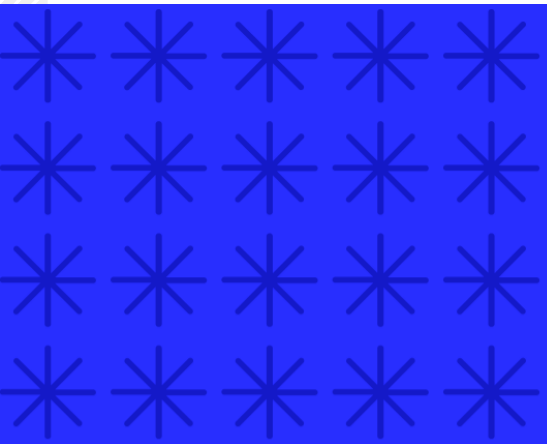




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Using Radio to Drive Soda
Sales in a Time of Opportunity**

September 2025

METHODOLOGY

DATES OF FIELDING: 9/15-16/2025

N=750 monthly radio listeners

Demos: Men/Women 18-59

Consumers are Drinking Less Alcohol

- According to a recent Gallup poll, the percent of US consumers who reported they drink alcohol is **down -13% over last 2 years**.
- And according to recent research conducted by Critical Mass, **nearly a third of radio listeners said they are drinking less than they did 2 years ago**.



Soft Drinks and Sodas are Replacing Alcohol



- **8 in 10** who are drinking less alcohol say they are replacing it with soft drinks/sodas
- **84% of radio listeners** say “I’d consider replacing some of my alcoholic beverages with soft drinks or other non-alcoholic beverages in a typical week”

Radio Advertising Inspires Food & Beverage Purchases

8 in 10

Radio Listeners say "I trust
radio and podcast hosts'
recommendations for food
and beverage products."

83%

Radio Listeners say "I am
more likely to check out a
food or beverage product
if I hear about it on the
radio."

8 in 10

Radio listeners say "I am
more likely to click on a
social media post about a
food or beverage product if
I've heard about it on the
radio first."

3 in 4

Radio listeners say "Radio
and/ or podcast hosts
inspire me when I am
thinking about making
healthier changes in my life

