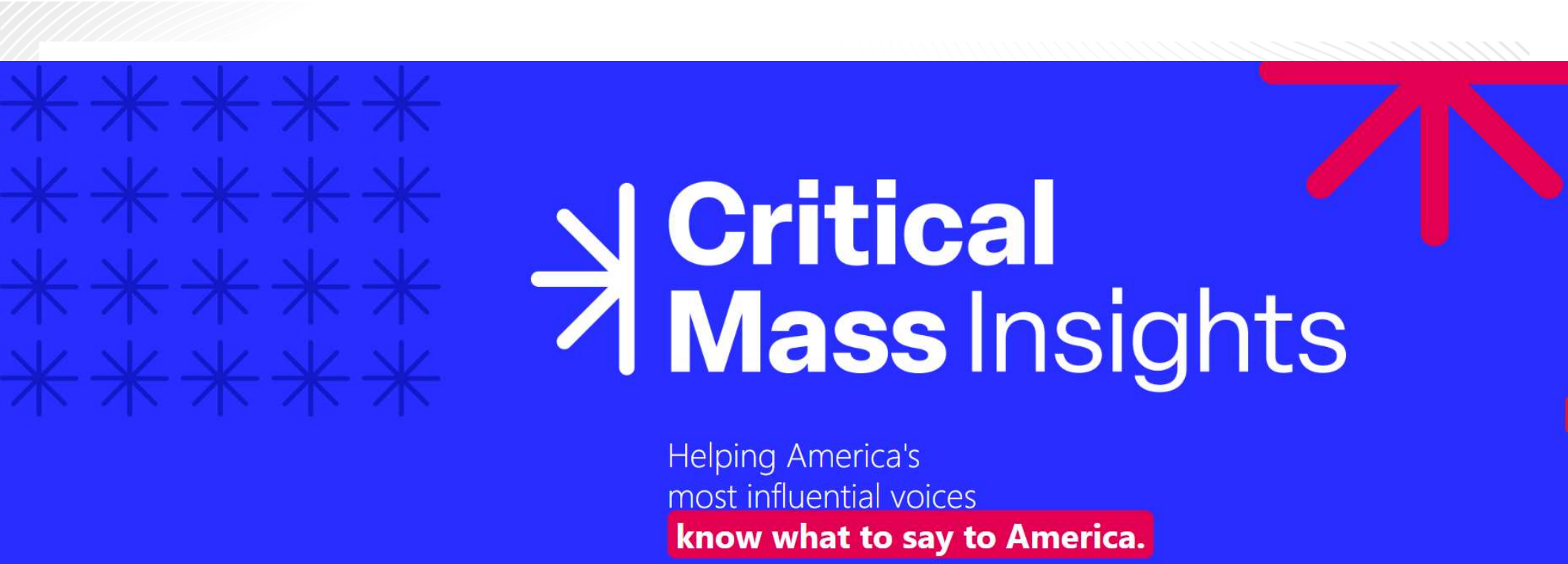




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Brand Loyalty Study

June 2025

METHODOLOGY

DATES OF FIELDING: June 27-30, 2025

N=750 monthly radio listeners

Demos: Adults 18+

Ethnic: 80% White/Asian/Other, 20% Black or Hispanic

Consumers Are Less BRAND LOYAL Than They were in the Past



6 in 10 of Adults 18+ say that they are more open to trying new brands than they were 5 years ago



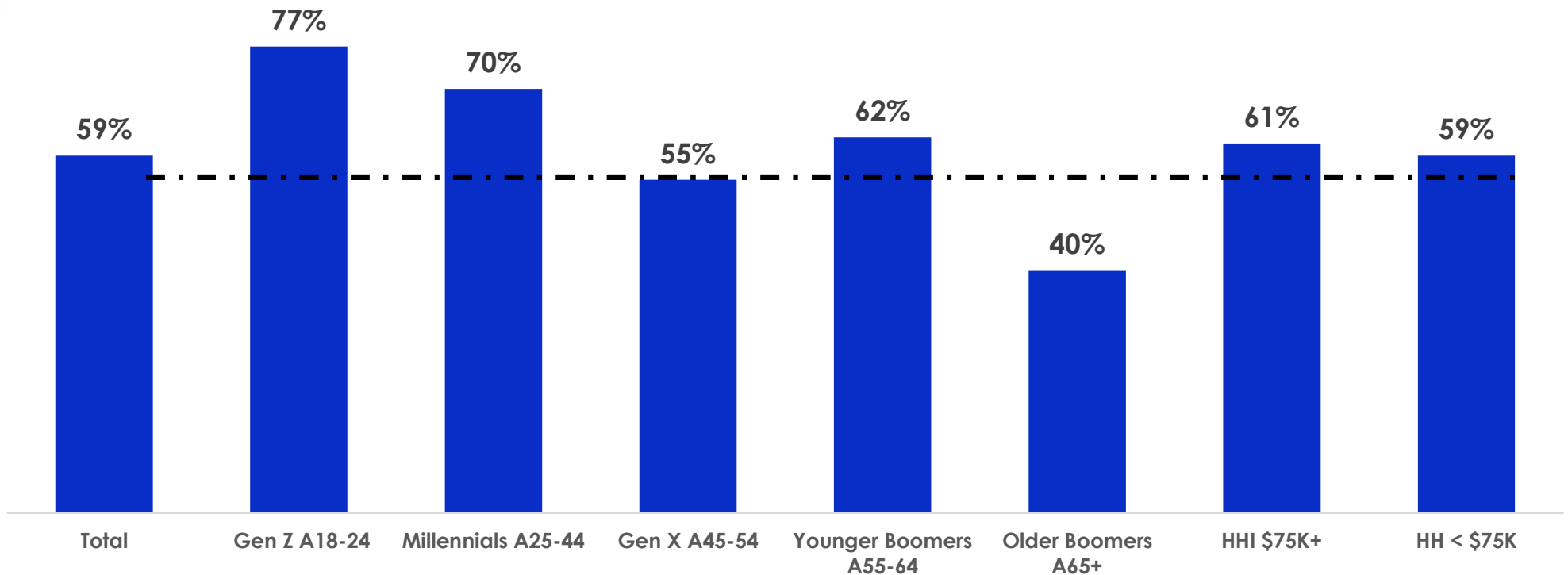
7 in 10 Adults 18+ say that in the last 12 months, they switched from a regular brand to an unfamiliar brand 2+ times



Adults 65+ are nearly 40% MORE LIKELY to say they are willing to try a new brand if they lost trust in prior brand (vs. A18-24)

While Younger Consumers are More Likely to Switch Brands, So are Boomers and Higher Income HHs

Compared to 5 years ago, how open are you today to trying new brands in categories you regularly purchase (e.g., food, clothing, tech)? (Top 2 Box)



And Those in the Midwest and South as Well as Hispanic, Black and Asian Also Less Brand Loyal Than They Were

Compared to 5 years ago, how open are you today to trying new brands in categories you regularly purchase (e.g., food, clothing, tech)? (Top 2 Box)

