



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

The Power of Audio in Cosmetic Purchases

May 2025

METHODOLOGY

DATES OF FIELDING: May 2025

N=500 adults interested in at least one sector of health & beauty products

Demos: Men/Women 18-64

Radio/Podcast Hosts are More Trusted than Influencers on Cosmetic Recommendations

Nearly 90% of participants say **Radio** is part of their daily routine.



Participants are **more likely** to trust info & recommendations from their favorite **radio/podcast shows & hosts** over social media influencers.
(76% vs 70%)

Radio and Podcasts Drive Consideration of Health/Personal Care Products

72%

Are likely to pay attention to health/personal care ads on social media if they hear about it on the radio first

8 in 10

Enjoy hearing reviews/recommendations for health/personal care products from their favorite radio/podcast hosts

7 in 10

Are likely to buy health/personal care products if they hear their favorite radio/podcast hosts talk about it first

8 in 10

Are likely to search for more info about health/personal products if they hear their favorite radio/podcast hosts talk about it first



THANKS FOR WORKING WITH



For additional insights and information, please contact:

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