



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

The Power of In-Car Messaging for Impulse Purchases

Feb 2026

METHODOLOGY

DATES OF FIELDING: Feb 3-Feb 20, 2026

N=462 monthly radio listeners

Demos: Men/Women 18-70

Ethnic: 71% White/Asian/Other, 19% Black, 10% Hispanic

In-Car Messaging is Critical for Impulse Fast Food Purchases

92% of respondents say they are **likely to make an unplanned fast food stop when in car**



80% of respondents say “For me, the car ride is the **last chance for me to decide whether to stop at a restaurant.**”

Consumers More Likely to Order from Fast Food While Out; Delivery Service Most Often Used at Home



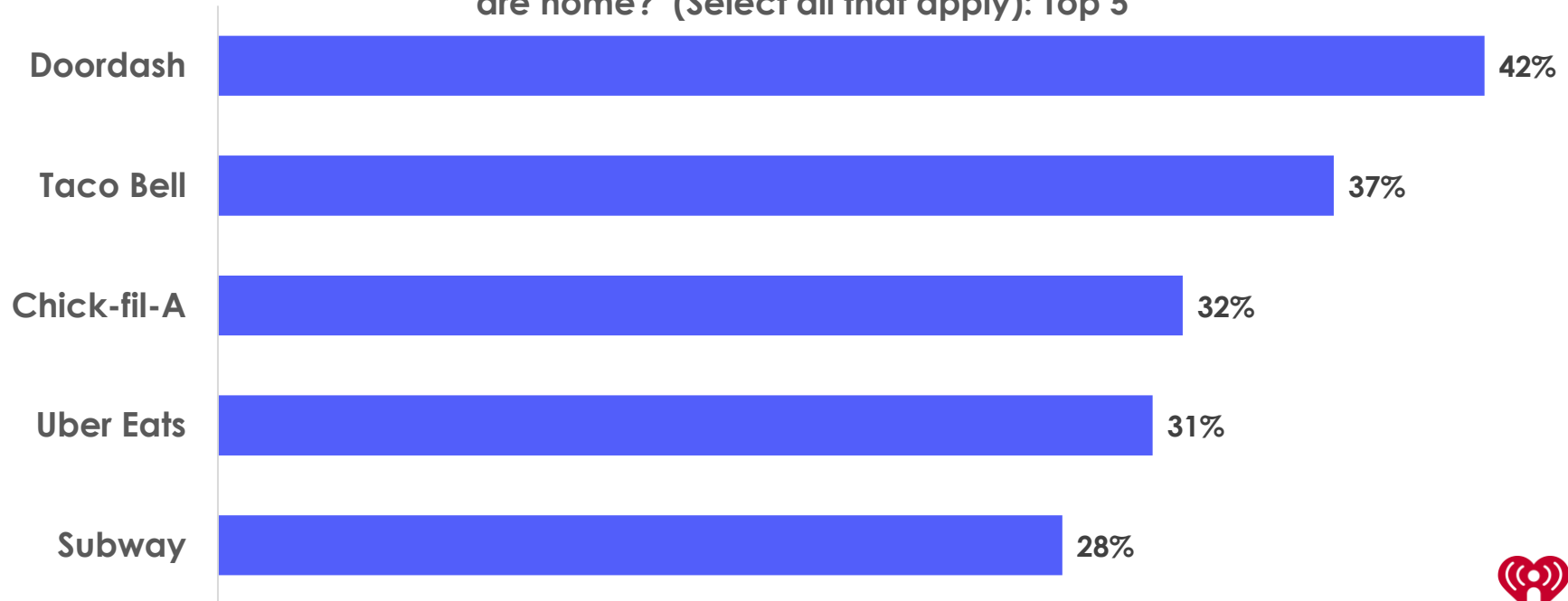
91% of respondents say “When I’m in my car, I’m more likely to go to a fast food restaurant than when I’m home.”



70% of respondents say “When I’m home, I’m more likely to order from a home delivery service or local restaurant than fast food chains (ie. Uber Eats, Doordash, local restaurant, etc.)”

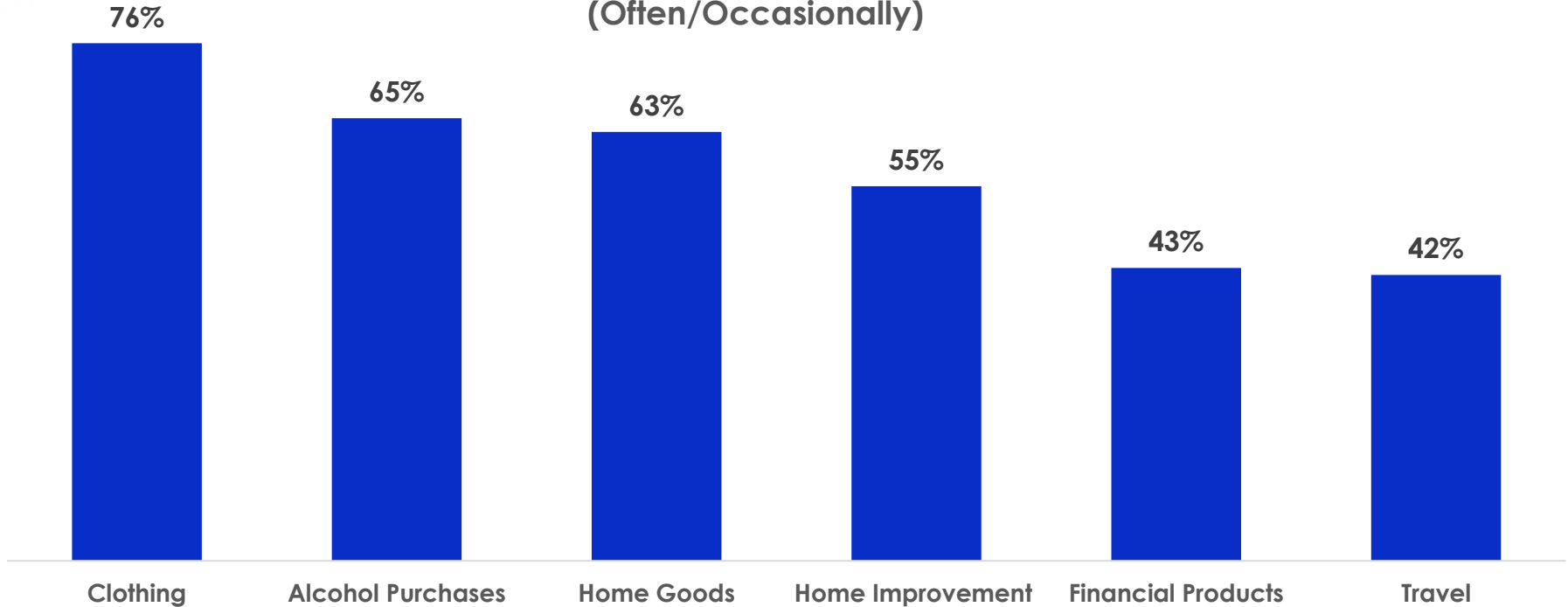
Consumers are More Likely to Order from DoorDash than Fast Food Restaurants Once Home

Which, if any, of the following places would you order food from when you are home? (Select all that apply): Top 5



Impulse Purchasing Not Limited to Fast Food; More Than Half of Respondents Make Last Minute Purchases in Clothing, Alcohol and Home Goods/Improvement Categories

How often do you make impulse/ last minute purchases in this category?
(Often/Occasionally)



In-Car Messaging is Critical for Impulse Purchases Across Categories



- **83% of respondents say** “I'm more likely to stop to shop when I'm driving or riding in the car.”
- **81% of respondents say** “I often make last minute shopping decisions when I'm already in the car.”
- **82% of respondents say** “I am more open to impulse decisions when I am already out and driving around.”



**The Best Way to Reach Consumers
Right Before They Buy is
In the Car with Broadcast Radio**

85%

of consumers say the last media they
consume before shopping is radio

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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