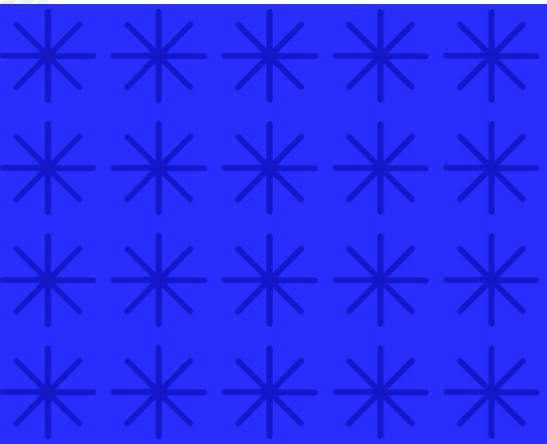




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

How Radio Frequency Drives Advocacy and Loyalty

September 2025

METHODOLOGY

DATES OF FIELDING: 9/15-16/2025

N=750 monthly radio listeners

Demos: Men/Women 18-59

Frequent Radio Advertising Drives Brand Advocacy and Loyalty

9 in 10

Consumers who have purchased a product say "Hearing about it on the radio a lot makes me feel good about my purchase decision."

9 in 10

Consumers who have purchased a product say "I am more likely to explore other products from the same brand after hearing about it on the radio often."

86%

Consumers who have purchased a product say "I am more likely to tell others about the product after hearing about it often."

8 in 10

Consumers who have purchased a product say "Hearing about it on the radio often makes me feel like I am part of a community"

Sources: CMM Radio frequency Survey Sept 2025, national survey of 750 radio listeners, We would like you to think about a product you use that is often mentioned on the radio (ie. mentioned on the radio by a favorite host or in an ad). To what extent do you agree or disagree with the following statements as it relates to that product?



Radio Frequency Drives More Positive Emotion



Consumers are almost 30% more likely to say “I feel annoyed or manipulated when I see a product I purchased show up often in my social media feed” vs. those who hear about it on the radio.