



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Artist + Radio Study

June 2025

SAMPLE DEMOGRAPHICS

Online surveys conducted June 3-4, 2025

966 Participants

Nationwide Sample

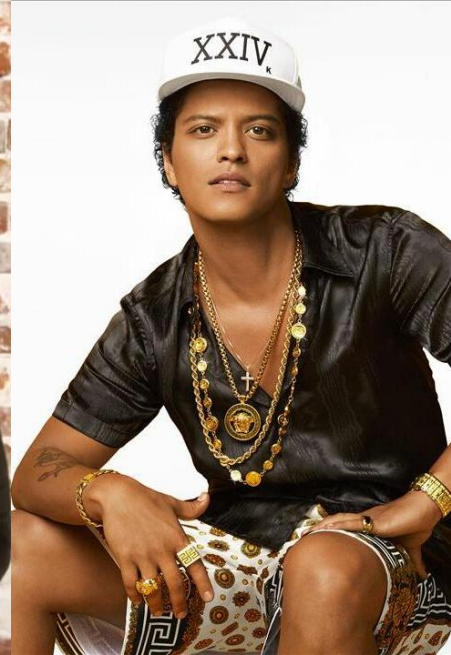
Men & Women, ages 18-54

Must use music radio to qualify

Radio plays a major role helping artists establish, grow, and sustain their brands

94%

agree they've discovered some of their favorite music artists from radio





91%

Agree their local radio stations are a major way they learn about new and trending music artists

That includes 98% of CHR P1s!

Radio increases the benefit of online & social campaigns

91%

agree they're more likely to Google an artist if they've heard them on the radio first





87%

agree they're more likely engage or interact with a music artist on social media if they've heard them on the radio first



85% agree they're more likely to hit the follow button, too!



**Radio primes listeners
to stream music,
boosting listens**

91%

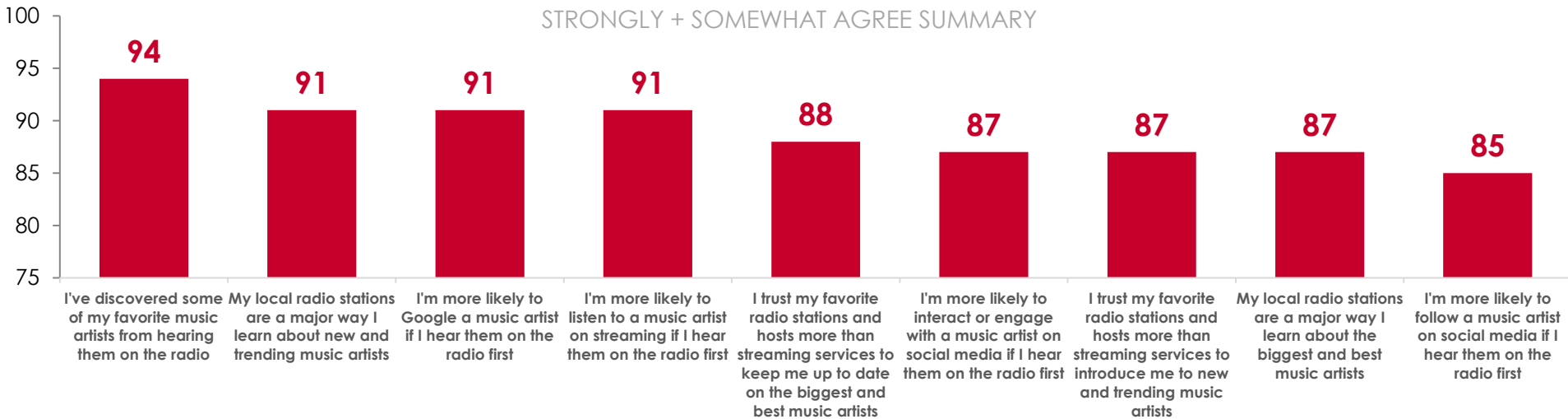
*agree they're more likely to
listen to an artist on streaming
platforms if they've heard
them on radio first*



Participants overwhelmingly agree that *hearing an artist or song on radio first* makes them more likely to listen and engage on other platforms

TOTAL SAMPLE

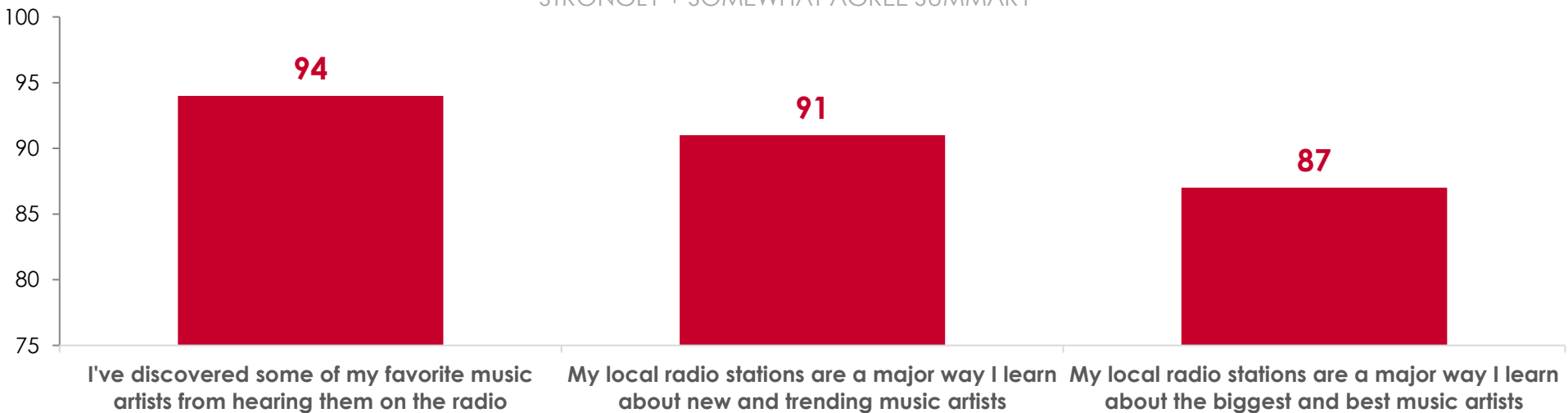
STRONGLY + SOMEWHAT AGREE SUMMARY



Radio helps listeners discover – and stay informed about – their favorite (and potentially *new* favorite) artists

MUSIC DISCOVERY & TRENDS

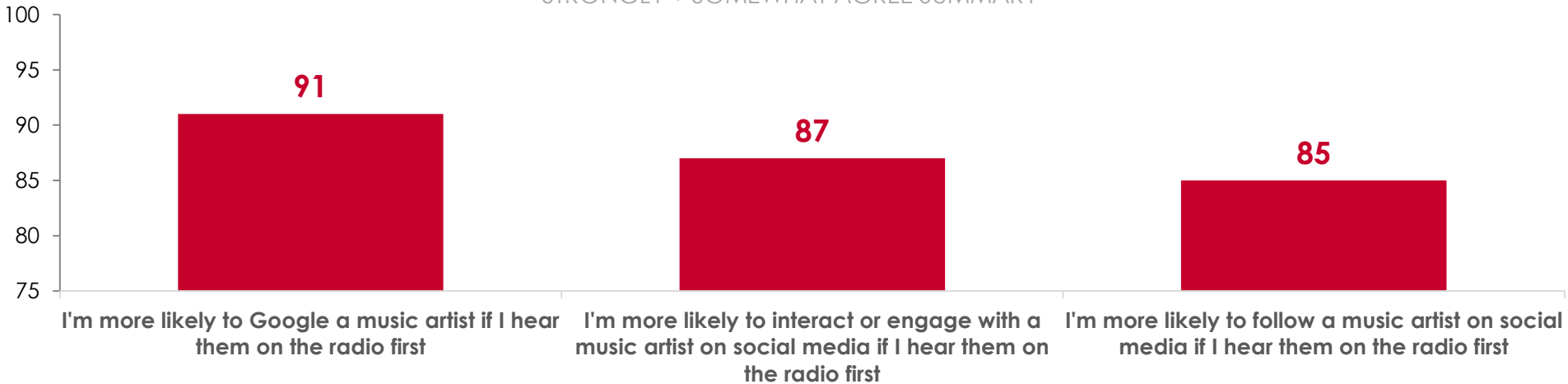
STRONGLY + SOMEWHAT AGREE SUMMARY



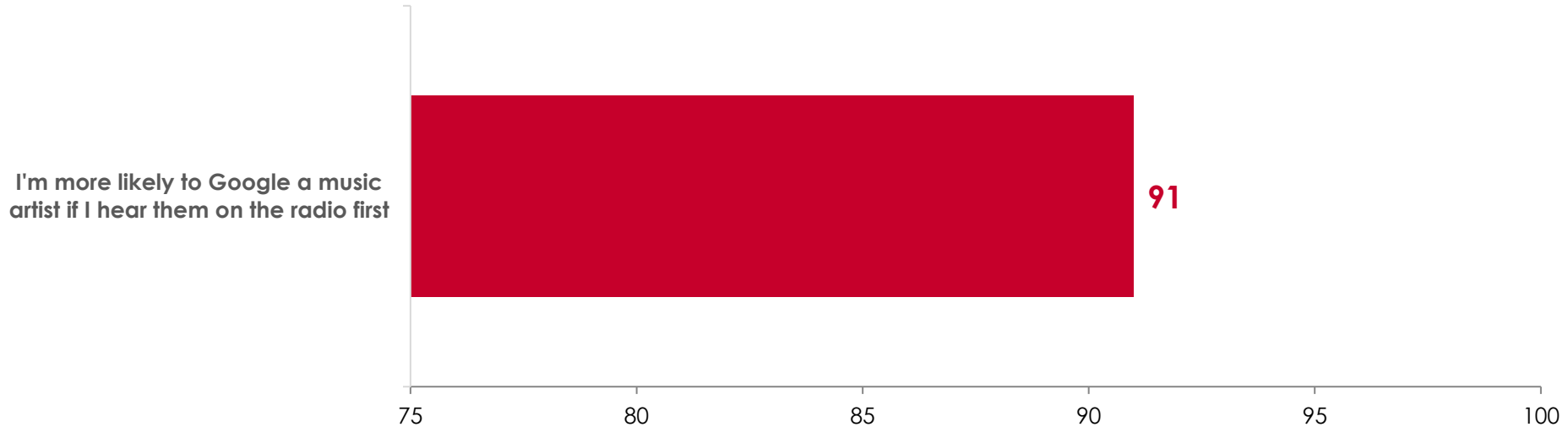
Radio primes listeners to seek out more information about artists – and connect with them on social media

ONLINE & SOCIAL ENGAGEMENT

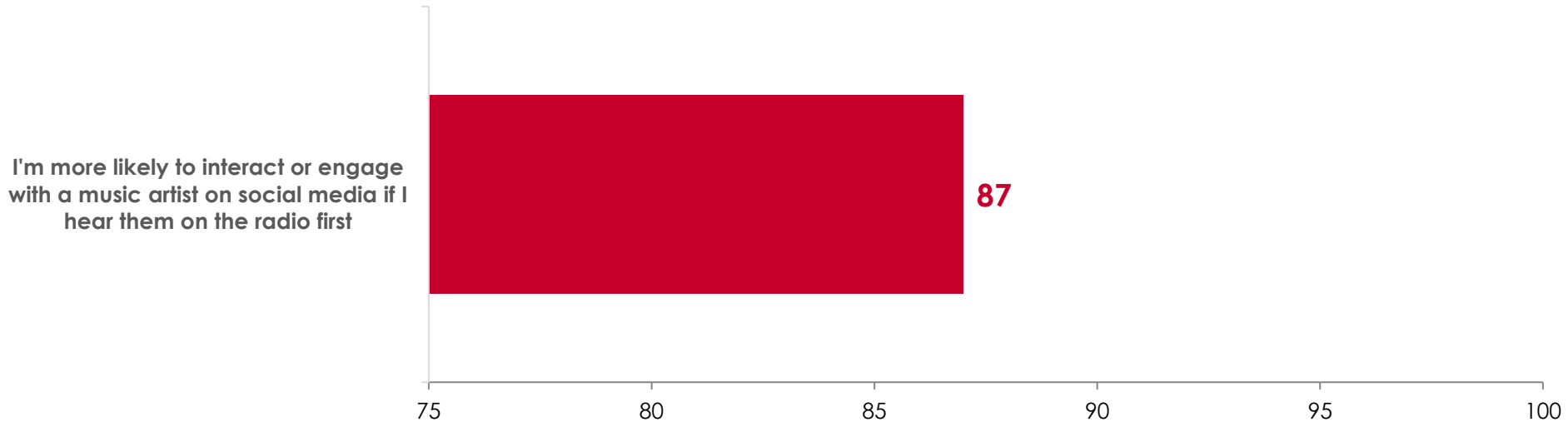
STRONGLY + SOMEWHAT AGREE SUMMARY



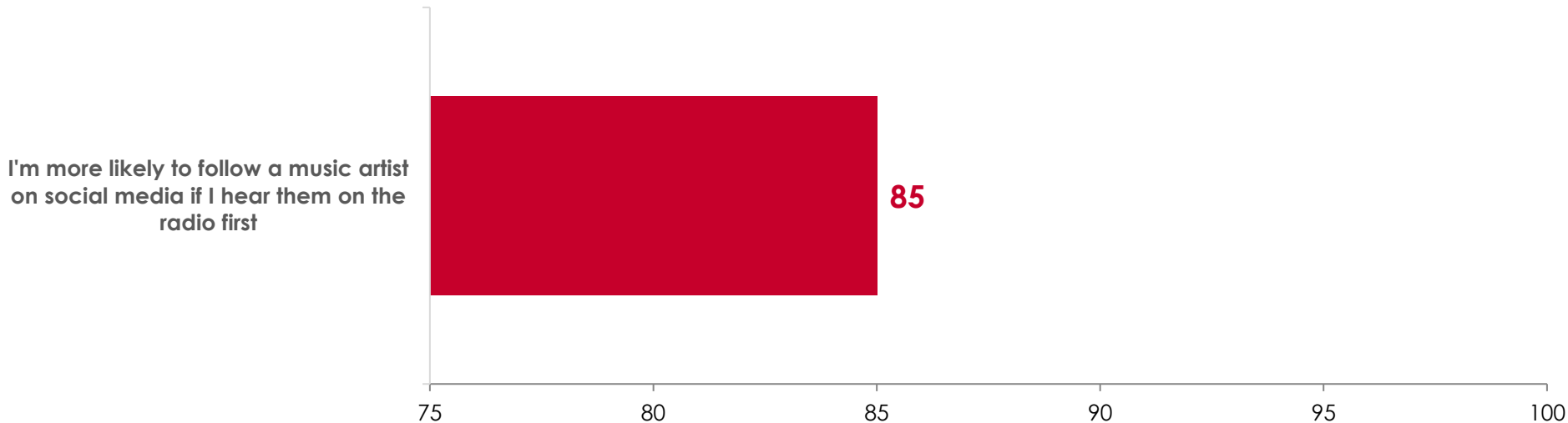
More than 9 in 10 music listeners agree – They're more likely to search for an artist online if they hear them *on radio first*



Nearly 9 in 10 music listeners say they're more likely to interact or engage with a music artist on social media if they're first exposed to them *on the radio*



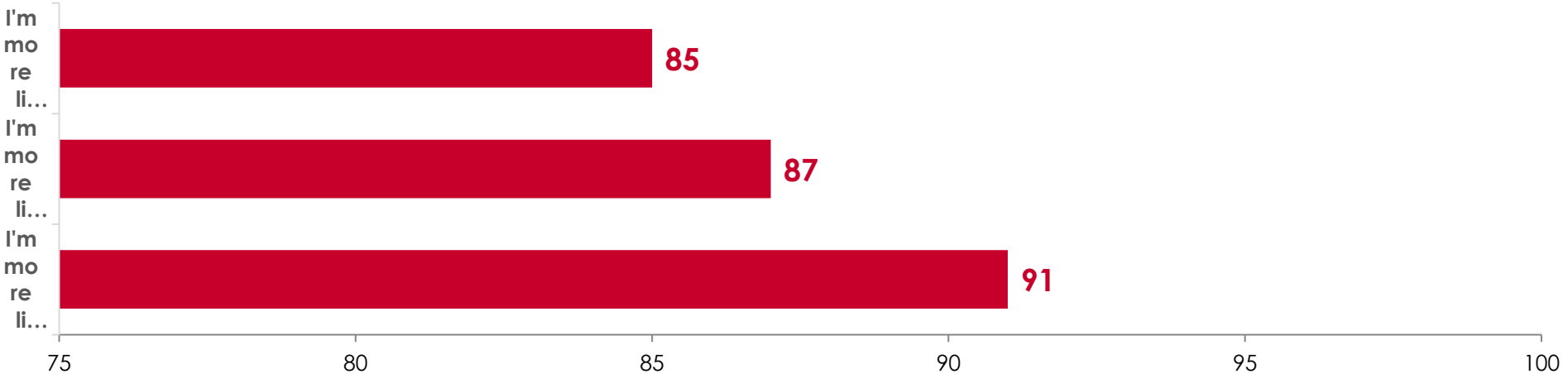
85% of music listeners say they're more likely to follow a music artist on social media if they've heard them first *on the radio*



Radio primes listeners to seek out more information about artists – and connect with them on social media

ONLINE & SOCIAL ENGAGEMENT

STRONGLY + SOMEWHAT AGREE SUMMARY



Listeners' trust in radio leads to more streams – not the other way around

STREAMING COMPARISON

STRONGLY + SOMEWHAT AGREE SUMMARY

