

# RADIO MAKES SOCIAL WORK HARDER

Powering up consideration and purchase intent.

## Purpose:

Determine how radio influences consumer behavior across digital and in-person platforms and its impact on social media advertising.

A national survey among 1,000 consumers ages 18-64 with race, ethnicity, and geography matched to Census targets revealed findings.

## Key Finding:

72% of consumers are more likely to notice a social media ad for a product after they've heard about it on the radio and 55% are more likely to click the link if they had first heard it advertised on the radio.

**Adding Radio**  
helps your social  
media  
investment work  
harder

**64%**

Of 25-44 say they are **MORE LIKELY** to **CLICK** a social ad after hearing about a product a lot on the radio

**7 in 10**

Consumers say they're **MORE LIKELY** to **TRY** a new product that they've heard their favorite radio or podcast host talk about

**7 in 10**

Consumers say they're **MORE LIKELY** to stop and **READ** a social media ad for a product they've heard about on the radio

**72%**

Of consumers are **MORE LIKELY** to **NOTICE** social media advertising for a product after they've heard about it on the radio

## Key Takeaways:

- Those who engage with brands on social are 2X more likely to after hearing about a product on the radio.
- 64% of adults 25-54 are more likely to click on a social ad after hearing about a product a lot on the radio and 70% say they are more likely to try a new product after hearing about it on the radio.
- 74% of Hispanic consumers say they are more likely to click on a social ad after hearing about a product a lot on the radio and 78% say they are more likely to try a new product after hearing about it on the radio.
- 70% of Black consumers say they are more likely to click a social ad after hearing about a product a lot on the radio and 70% are more likely to try a new product after they heard about it on the radio.

Source: Critical Mass Media Study March 2025, 900 respondents.