

Radio's Cume Audience

The U.S. 12+ population base increased from 308.6 million in 2010 to 329.4 million in 2020 according to the U.S. Census Bureau. As of March 2021, one of AM/FM radio's key factors is its ability to reach 235 million listeners.

With the plethora of new media choices, radio still offers near universal coverage of the broad 12+ demo, underscoring radio's appeal to listeners young and old.

(Source: Nielsen, RADAR 148, March 2021, Monday-Sunday 24-Hour Weekly Cume Estimate)