

## **Radio's Cume Audience**

The U.S. 12+ population base increased from 309.3 million in July 2010 to 325.34 million in July 2017 according to the U.S. Census Bureau. This has been a key factor in radio's ability to grow the AM/FM radio audience base by nearly 10 million listeners over that same time span, from 239.8 million to 249.6 million.

Radio penetration of the 12+ demo remains relatively high from 93% in June 2010 to 91% in June 2017.

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 105 & 133, June 2010 & June 2017, Monday-Sunday 24-Hour Weekly Cume Estimates)*