

AUDIENCE LEVELS SOAR

Nielsen Audio has released January 2025 survey results, the first survey that measures using the 3-minute qualifier. January 2025 audience levels are the highest they have been since 2021 and even higher when considering January is a historically low month for listening each year. Key insights reveal:

1 **DOUBLE DIGIT GROWTH ACROSS DAYPARTS.**

Among persons 12+, weekends (+16%) and drive times (+16%) have the greatest PPM audience growth.

Among persons 25-54, drive times (+14%) and weekends (+13%) show the largest increases.

2 **AUDIENCE COMPOSITION SKEWS YOUNGER**

In January as compared to October 2024 listening, every demographic has a higher composition of listening. The largest increase in audience composition was seen among adults 18-49 (.6% increase) and adults 25-54 (nearly 1% increase.)

3 **PROJECTED NATIONAL LIFT – DIARY & PPM COMBINED**

When combining the average quarter hour audiences from the January PPM survey with diary audiences from the Spring 2024 Nationwide survey, total listening is up 3%, 25-54 listening increased +3% and 18-49 listening increased +2%.

4 **LISTENING INCREASES WILL DRIVE GROWTH**

Radio is already America's number one mass reach media. With PPM now reporting higher AM/FM radio reach levels, campaign reach will experience growth. Since reach is the foundation of advertising effectiveness, this is a positive for AM/FM radio's performance in attribution studies and media mix modeling analysis.