

TOTAL U.S. RADIO AUDIENCES UP 6%

Nielsen Audio has released the Spring 2025 Nationwide study of total AM/FM radio listening in the U.S.

The data is a 3-book (survey) average that combines PPM and Diary methodology for the period of April, May and June 2025..

This is the first Nationwide report issued by Nielsen Audio since the 3-Minute Qualifier was implemented.

Key findings include:

1 IMPRESSIONS & REACH INCREASE

Among adults 25-54, total U.S. AM/FM radio listening has grown +6%, powered by a +19% increase in the PPM markets using the 3MQ.

2 MULTICULTURAL LISTENING GROWTH IN KEY DAYPARTS

Among Hispanic 25-54 audiences, nights and weekends saw double-digit growth and among Black 25-54 audiences, nights are up +12.2%.

3 LISTENING AMONG UPSCALE CONSUMERS SOAR

Total U.S. Spring 2025 audience growth is up 8.9% among college graduates and 11.2% among \$75K+ income Americans.

4 MEDIA PLANS USING RADIO WILL OVERDELIVER!

For total U.S. media plans using Nielsen's Nationwide survey, deliveries will grow by low/mid-single digits. Differences will result due to the mix of diary versus PPM market composition in network lineups as well as AM/FM radio programming format mix.

The surge in both diary and PPM listening proves, beyond question, that radio audiences are listening more than originally reported.