

## **Radio's Cume Audience**

The U.S. 12+ population base increased from 308.6 million in 2010 to 332.6 million in 2022 according to the U.S. Census Bureau. As of March 2022, one of AM/FM radio's key factors is its ability to reach 237 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 152, March 2022, Monday-Sunday 24-Hour Weekly Cume Estimate)*