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. This has been a key factor in radio’s ability to grow the AM/FM radio audience base by over 9 million listeners over that same time span, from 240.0 million to 249.1 million.

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 106 & 144, September 2010 & March 2020, Monday-Sunday 24-Hour Weekly Cume Estimate)