

# The Record: Q2 2024 Audio Data

## Radio listening by format and audience

Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Persons 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
*News/Talk	10.0%	19.8%
Adult Contemporary	8.1%	8.1%
Country	6.0%	3.6%
Classic Hits	5.9%	3.7%
Classic Rock	5.8%	6.1%
Urban Adult Contemporary / R&B	5.2%	5.6%
All Sports	4.6%	9.9%
Pop Contemporary Hit Radio	4.5%	5.1%
Hot Adult Contemporary	3.9%	4.4%
Contemporary Christian	3.2%	1.4%
Mexican Regional	2.9%	1.1%
Urban Contemporary / Hip-Hop/R&B	2.8%	2.2%
Adult Hits	2.7%	1.6%
Alternative	2.7%	3.9%
Spanish Contemporary	2.5%	1.4%

\*includes commercial and non-commercial

Read as: News/Talk radio stations receive 10.8% of all radio listening overall, and 21.7% of all streaming radio listening among Persons 18+.

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Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Black 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary / R&B	29.2%	34.5%
Urban Contemporary / Hip-Hop/R&B	13.8%	13.5%
Adult Contemporary	5.7%	6.8%
Rhythmic Contemporary Hit Radio	4.8%	2.2%
All Sports	4.0%	9.9%
*News/Talk	3.6%	5.9%
Contemporary Christian	3.5%	1.0%
Pop Contemporary Hit Radio	3.5%	3.6%
Contemporary Inspirational	2.8%	2.6%
All News	2.4%	1.3%
Classic Hits	2.3%	1.8%
Rhythmic AC	2.1%	0.9%
Hot Adult Contemporary	1.9%	1.5%
Country	1.6%	2.5%
Urban Oldies	1.5%	1.9%

Hispanic 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	12.2%	6.3%
Spanish Contemporary	10.2%	7.6%
Adult Contemporary	8.0%	10.9%
Spanish Adult Hits	6.2%	3.0%
Classic Hits	5.0%	4.8%
Pop Contemporary Hit Radio	4.6%	5.6%
Hot Adult Contemporary	4.0%	5.5%
*News/Talk	3.7%	13.2%
Classic Rock	3.6%	6.5%
Spanish Tropical	3.4%	6.7%
Contemporary Christian	3.2%	1.2%
Country	2.8%	2.3%
Adult Hits	2.7%	1.6%
Rhythmic Contemporary Hit Radio	2.1%	1.5%
Alternative	2.1%	2.7%

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### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Persons 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Adult Contemporary	8.4%	13.6%
Pop Contemporary Hit Radio	7.3%	8.9%
Country	6.8%	5.5%
Classic Rock	5.3%	5.6%
Hot Adult Contemporary	5.1%	5.9%
Urban Contemporary / Hip-Hop/R&B	4.9%	4.5%
Classic Hits	4.8%	3.6%
Urban Adult Contemporary / R&B	4.4%	6.0%
Alternative	3.9%	5.6%
Mexican Regional	3.4%	1.8%
Spanish Contemporary	3.4%	1.7%
*News/Talk	3.3%	8.1%
Adult Hits	3.2%	2.1%
All Sports	3.1%	8.4%
Contemporary Christian	3.1%	1.1%

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## Radio listening by format and audience

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### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Black 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary / R&B	20.8%	28.7%
Urban Contemporary / Hip-Hop/R&B	20.4%	23.6%
Rhythmic Contemporary Hit Radio	7.4%	2.0%
Adult Contemporary	5.5%	6.3%
Pop Contemporary Hit Radio	4.5%	4.5%
Contemporary Christian	3.5%	1.3%
Classic Hits	2.6%	2.6%
All Sports	2.4%	4.3%
Adult Hits	2.4%	1.3%
Country	2.4%	8.6%
Hot Adult Contemporary	2.2%	1.3%
Rhythmic AC	2.1%	0.3%
Classic Rock	1.5%	0.5%
Contemporary Inspirational	1.5%	3.3%
*News/Talk	1.4%	2.8%

Hispanic 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	10.4%	7.1%
Spanish Contemporary	9.9%	6.9%
Adult Contemporary	7.1%	13.9%
Pop Contemporary Hit Radio	6.9%	9.2%
Hot Adult Contemporary	4.6%	4.7%
Classic Hits	4.5%	4.9%
Spanish Adult Hits	3.8%	1.5%
Rhythmic Contemporary Hit Radio	3.7%	1.7%
Classic Rock	3.6%	4.3%
Contemporary Christian	3.3%	2.0%
Adult Hits	3.2%	1.8%
Country	3.2%	2.6%
Spanish Tropical	3.0%	8.5%
Alternative	2.8%	4.4%
Urban Contemporary / Hip-Hop/R&B	2.4%	0.8%

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## Radio listening by format and audience

Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Persons 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Adult Contemporary	8.1%	8.3%
Pop Contemporary Hit Radio	6.3%	7.6%
Country	6.1%	4.4%
*News/Talk	5.5%	12.4%
Classic Hits	5.2%	4.2%
Hot Adult Contemporary	4.9%	5.1%
Classic Rock	4.9%	4.9%
Urban Adult Contemporary / R&B	4.6%	5.3%
All Sports	4.5%	12.3%
Urban Contemporary / Hip-Hop/R&B	4.2%	3.5%
Mexican Regional	4.1%	1.7%
Alternative	4.0%	6.1%
Contemporary Christian	3.5%	2.0%
Spanish Contemporary	3.2%	1.5%
Adult Hits	3.1%	1.7%

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## Radio listening by format and audience

Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Black 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary / R&B	24.0%	28.3%
Urban Contemporary / Hip-Hop/R&B	20.1%	19.3%
Rhythmic Contemporary Hit Radio	6.3%	2.8%
Adult Contemporary	5.5%	7.4%
Pop Contemporary Hit Radio	4.1%	3.9%
Contemporary Christian	3.6%	1.2%
All Sports	3.4%	9.9%
Classic Hits	2.6%	2.1%
Hot Adult Contemporary	2.4%	2.1%
Rhythmic AC	2.3%	1.0%
*News/Talk	2.3%	4.3%
Country	2.0%	4.2%
Contemporary Inspirational	1.8%	3.0%
All News	1.6%	1.0%
Urban Oldies	1.4%	1.7%

Hispanic 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	13.4%	7.3%
Spanish Contemporary	10.2%	6.5%
Adult Contemporary	7.6%	12.0%
Spanish Adult Hits	5.6%	3.5%
Pop Contemporary Hit Radio	5.2%	7.6%
Classic Hits	4.7%	4.9%
Hot Adult Contemporary	4.6%	6.4%
Classic Rock	3.6%	8.0%
Spanish Tropical	3.2%	4.0%
Contemporary Christian	3.1%	1.4%
*News/Talk	2.9%	10.2%
Rhythmic Contemporary Hit Radio	2.8%	2.4%
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Adult Hits	2.7%	1.0%
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### Q2 2024 Share of average daily time spent with ad-supported audio among U.S. audiences

Persons 35+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
*News/Talk	11.4%	22.2%
Adult Contemporary	8.0%	7.1%
Classic Hits	6.1%	3.7%
Classic Rock	5.8%	6.2%
Country	5.8%	3.2%
Urban Adult Contemporary / R&B	5.3%	5.5%
All Sports	4.9%	10.2%
Pop Contemporary Hit Radio	3.9%	4.3%
Hot Adult Contemporary	3.6%	4.1%
Contemporary Christian	3.2%	1.5%
Mexican Regional	2.8%	1.0%
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Urban Contemporary / Hip-Hop/R&B	12.3%	10.9%
Adult Contemporary	5.7%	7.0%
All Sports	4.3%	11.4%
Rhythmic Contemporary Hit Radio	4.2%	2.2%
*News/Talk	4.1%	6.6%
Contemporary Christian	3.5%	1.0%
Pop Contemporary Hit Radio	3.2%	3.3%
Contemporary Inspirational	3.1%	2.4%
All News	2.7%	1.3%
Classic Hits	2.2%	1.6%
Rhythmic AC	2.1%	1.0%
Hot Adult Contemporary	1.8%	1.6%
Urban Oldies	1.6%	2.3%
Jazz	1.4%	4.1%

Hispanic 35+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	12.7%	6.0%
Spanish Contemporary	10.3%	7.9%
Adult Contemporary	8.3%	10.0%
Spanish Adult Hits	7.0%	3.5%
Classic Hits	5.2%	4.7%
*News/Talk	4.3%	15.0%
Pop Contemporary Hit Radio	3.8%	4.5%
Hot Adult Contemporary	3.8%	5.7%
Classic Rock	3.5%	7.2%
Spanish Tropical	3.4%	6.0%
Contemporary Christian	3.2%	1.0%
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