

# The Record: Q3 2024 Audio Data

## Radio listening by format and audience

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

### Q3 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                       | 10.7%                             | 23.1%                                |
| Adult Contemporary               | 7.4%                              | 7.8%                                 |
| Country                          | 5.9%                              | 3.6%                                 |
| Classic Hits                     | 5.9%                              | 3.6%                                 |
| Classic Rock                     | 5.7%                              | 5.5%                                 |
| Urban Adult Contemporary / R&B   | 5.5%                              | 5.4%                                 |
| Pop Contemporary Hit Radio       | 4.5%                              | 4.8%                                 |
| All Sports                       | 4.4%                              | 9.2%                                 |
| Hot Adult Contemporary           | 4.0%                              | 3.6%                                 |
| Contemporary Christian           | 2.9%                              | 1.0%                                 |
| Mexican Regional                 | 2.8%                              | 1.1%                                 |
| Urban Contemporary / Hip-Hop/R&B | 2.8%                              | 1.5%                                 |
| Adult Hits                       | 2.8%                              | 1.8%                                 |
| Alternative                      | 2.6%                              | 3.7%                                 |
| Spanish Contemporary             | 2.6%                              | 1.3%                                 |

\*includes commercial and non-commercial

Read as: News/Talk radio stations receive 10.7% of all radio listening overall, and 23.1% of all streaming radio listening among Persons 18+.

The Record provides a quarterly analysis of audio listening behaviors across the total radio universe. These charts represent average daily usage and share of listening for U.S. audiences.

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## Radio listening by format and audience

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### Q3 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%                              | 15.9%                                |
| Pop Contemporary Hit Radio       | 7.3%                              | 8.8%                                 |
| Country                          | 6.8%                              | 5.5%                                 |
| Hot Adult Contemporary           | 5.6%                              | 5.8%                                 |
| Classic Rock                     | 5.2%                              | 4.3%                                 |
| Classic Hits                     | 5.1%                              | 4.0%                                 |
| Urban Contemporary / Hip-Hop/R&B | 5.0%                              | 3.0%                                 |
| Urban Adult Contemporary / R&B   | 4.6%                              | 5.0%                                 |
| *News/Talk                       | 3.8%                              | 10.1%                                |
| Alternative                      | 3.7%                              | 5.6%                                 |
| Rhythmic Contemporary Hit Radio  | 3.6%                              | 1.4%                                 |
| Spanish Contemporary             | 3.5%                              | 1.3%                                 |
| Adult Hits                       | 3.1%                              | 2.5%                                 |
| Mexican Regional                 | 3.0%                              | 2.0%                                 |
| All Sports                       | 2.8%                              | 7.7%                                 |

\*includes commercial and non-commercial

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### Q3 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               | 7.4%                              | 7.9%                                 |
| Pop Contemporary Hit Radio       | 6.3%                              | 5.3%                                 |
| Country                          | 6.3%                              | 4.8%                                 |
| *News/Talk                       | 6.0%                              | 11.3%                                |
| Hot Adult Contemporary           | 5.1%                              | 3.1%                                 |
| Classic Hits                     | 5.0%                              | 4.0%                                 |
| Classic Rock                     | 5.0%                              | 4.0%                                 |
| Urban Adult Contemporary / R&B   | 4.9%                              | 6.0%                                 |
| Urban Contemporary / Hip-Hop/R&B | 4.3%                              | 2.6%                                 |
| All Sports                       | 4.1%                              | 8.5%                                 |
| Mexican Regional                 | 3.9%                              | 2.2%                                 |
| Alternative                      | 3.9%                              | 4.6%                                 |
| Spanish Contemporary             | 3.3%                              | 1.1%                                 |
| Contemporary Christian           | 3.1%                              | 0.8%                                 |
| Adult Hits                       | 3.1%                              | 1.9%                                 |

\*includes commercial and non-commercial

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### Q3 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                       | 12.2%                             | 25.3%                                |
| Adult Contemporary               | 7.2%                              | 6.3%                                 |
| Classic Hits                     | 6.0%                              | 3.5%                                 |
| Classic Rock                     | 5.8%                              | 5.7%                                 |
| Country                          | 5.7%                              | 3.2%                                 |
| Urban Adult Contemporary / R&B   | 5.6%                              | 5.4%                                 |
| All Sports                       | 4.8%                              | 9.4%                                 |
| Pop Contemporary Hit Radio       | 3.9%                              | 4.1%                                 |
| Hot Adult Contemporary           | 3.6%                              | 3.2%                                 |
| Contemporary Christian           | 3.0%                              | 1.0%                                 |
| All News                         | 2.8%                              | 1.9%                                 |
| Mexican Regional                 | 2.7%                              | 0.9%                                 |
| Adult Hits                       | 2.7%                              | 1.7%                                 |
| Spanish Contemporary             | 2.5%                              | 1.3%                                 |
| Urban Contemporary / Hip-Hop/R&B | 2.4%                              | 1.5%                                 |

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