

AUDIENCE LEVELS SOAR

Nielsen Audio has released January and February 2025 survey results, the first surveys that measure using the 3-Minute Qualifier.

Audience levels are the highest they have been since 2022 and even higher when considering January and February are historically lower month for listening each year. Key insights reveal:

DOUBLE DIGIT GROWTH ACROSS DAYPARTS.

- 1 Weekends (+13%) and drive times (+13%) have the greatest PPM audience growth in the January/February combined release..

AUDIENCE COMPOSITION SKEWS YOUNGER

- 2 Trends from January continue under this combined report. Every demographic has a higher composition of listening. The largest increase in audience composition was seen among adults 18-49 (.6% increase) and adults 25-54 (nearly 1% increase) as compared to October 2024.

PROJECTED NATIONAL LIFT – DIARY & PPM COMBINED

- 3 When combining the average quarter hour audiences from the January PPM survey with diary audiences from the Spring 2024 Nationwide survey, total listening is up 3%, 25-54 listening increased +3% and 18-49 listening increased +2%. February results ensure these increases.

LISTENING INCREASES WILL DRIVE GROWTH

- 4 Radio is already America's number one mass reach media. With PPM now reporting higher AM/FM radio reach levels, campaign reach will experience growth. Since reach is the foundation of advertising effectiveness, this is a positive for AM/FM radio's performance in attribution studies and media mix modeling analysis.