

MULTICULTURAL AUDIENCES SOAR

Nielsen Audio has released both January and February 2025 survey results using the 3-minute qualifier. The 2-books reveal audience levels are highest they have been since 2022 with listening among Blacks and Hispanics showing significant increases:

Jan/Feb25 vs Jan/Feb24 PPM Markets - total listening (PUMM)

	Full Week	AM Drive	Mid Day	PM Drive	Weekend 6a-7p
Black 6+	9%	12%	9%	8%	9%
Black 18-34	10%	13%	10%	11%	11%
Black 25-54	10%	14%	7%	6%	10%
Black 35-64	11%	13%	9%	8%	14%
Hisp 6+	20%	21%	21%	21%	20%
Hisp 18-34	4%	6%	3%	4%	1%
Hisp 25-54	14%	16%	14%	14%	13%
Hisp 35-64	22%	22%	23%	23%	22%

B Copyright © 2024 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.

Nielsen PPM Markets (45 non-embedded metro markets|43 Black DST markets|42 Hispanic DST markets). Jan/Feb25 vs Jan/Feb24.

 Nielsen

RADIO ENGAGES MORE HISPANIC CONSUMERS

Radio reaches nearly 42M Hispanic consumers each week, more than any other entertainment options. Hispanic listeners tune in for more than 9.5 hours every week.

RADIO ENGAGES MORE BLACK CONSUMERS

Radio reaches over 30M Black consumers each week, more than any other entertainment options. Black listeners tune in for more than 11 hours every week.

LISTENING INCREASES ACROSS DAYPARTS DRIVE GROWTH

Every daypart saw increases in the 2-book average for multicultural audiences with Weekends (Sat./Sun. 6A-7P) seeing the largest gains. The gains are reflective of how consumers are engaging with media and reinforces radio's dominant influence among Hispanic and Black consumers.