

AUDIENCE LIFT: IMPACT TO ACTION

Nielsen Audio has released January - March 2025 survey results, the first quarter of data using the 3-Minute Qualifier.

First quarter audience levels are the highest they have been since 2022 and are approximately 15% higher than Q4 2024. Key insights reveal:

GROWTH ACROSS DAYPARTS AND DEMOS.

Radio has achieved double digit increases in PPM audience when compared to the October/November/December 2024 release. Every listening demographic in Q1 2025 has a higher listening level versus Q4 2024. An average 15% increase in young demos (18-34) among all adults as well as Black and Hispanics. The highest growth is among adults and Hispanic adults 35-64-year-olds (21%) and Black adults 35-64 (18%).

HIGHER RATINGS AND MORE IMPRESSIONS

Under the new measurement, radio exceeds estimated GRP, reach, frequency and impression delivery across various campaign plan levels.

How Will A Schedule Change from Q4 to Q1?

45 PPM Market Average for Adults 25-54 – All Rated Commercial AM/FM Stations

	LIGHT +/- 10 spots/wk			MEDIUM +/- 20 spots/wk			HEAVY +/- 40 spots/wk		
	Q4 2024	Q1 2025	Increase	Q4 2024	Q1 2025	Increase	Q4 2024	Q1 2025	Increase
AD 25-54									
GRPs	100.0	119.4	+19%	200.0	238.8	+19%	400.0	477.8	+19%
Reach %	50.2%	53.6%	+7%	65.9%	68.7%	+4%	78.1%	80.1%	+3%
Frequency	2.1	2.3	+8%	3.2	3.5	+10%	5.4	6.1	+13%
Impr.	1,713,484	1,978,907	+15%	3,426,769	3,957,867	+15%	6,853,938	7,915,733	+15%

Source: Nielsen PPM Schedules in Tapscan, Q4 2024 vs Q1 2025, Adults 25-54, All rated commercial AM/FM Stations

Nielsen

IMPLEMENTATION

Communicate and underscore this proof of radio's value to reach and connect. Ensure campaign effectiveness by maintaining and/or increasing frequency levels, maximizing dayparts, etc. Suggest higher valuations of inventory during negotiations but anticipate objections.