

# TIME SPENT WITH AUDIO CONTINUES TO GROW

Broadcast radio is the vast majority of listening

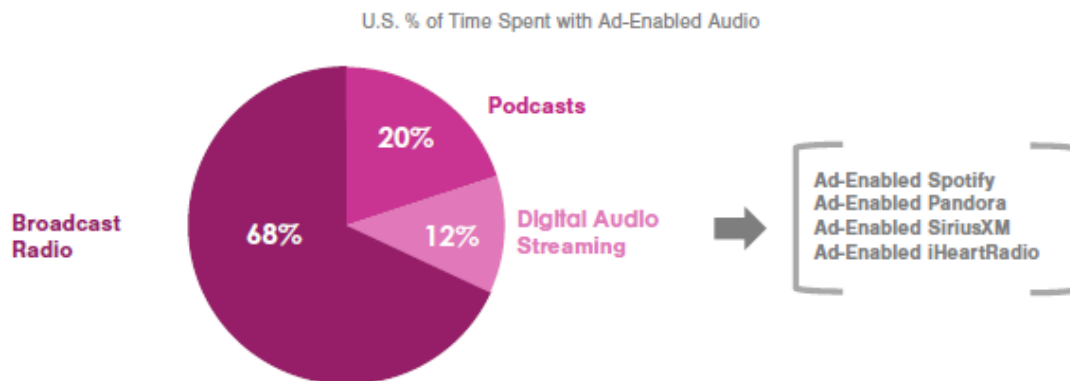
**Purpose:**

Unearth an understanding of how U.S. consumers across demographics are engaging with audio channels to inform marketers as to how to best utilize audio in their campaigns.

**Key Findings:**

Listeners are spending more time with audio overall since 2021 with most listening being broadcast radio and podcasts. Broadcast radio remains the #1 ad-enabled audio platform in-car across all demographics.

## The Vast Majority of Audio Listening is to Broadcast Radio and Podcasts

**Key Takeaways:**

- Listeners are spending 8% more time with audio since 2021 overall. This includes Gen Z (+5%), Millennials (+23%), and Gen X (+9%).
- Broadcast radio accounts for 65% of time spent with ad-enabled audio, podcasts 20%, and digital audio streaming 12%.
- Broadcast radio remains #1 for ad-enabled, in-car listening. Key Demo: Gen X 88%; Millennials, 79%; Gen Z 83%.

Source: iHeartMedia; Edison Research, Share of Ear, Q1 2024, U.S. P13+