

Client report

Audio today 2023

A focus on Black consumers

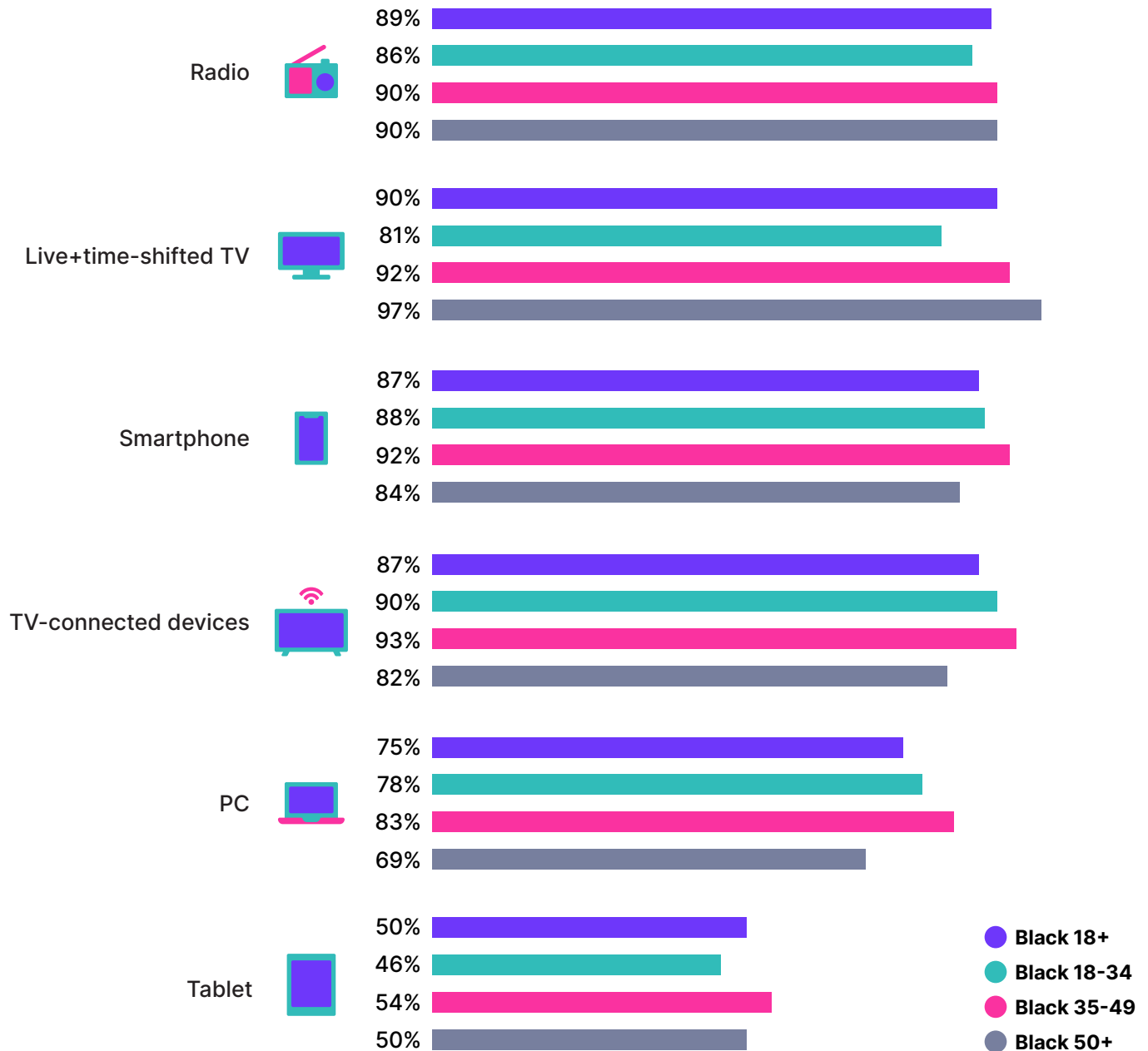
December 2023



Comparing monthly reach

U.S. monthly reach

Percent of population

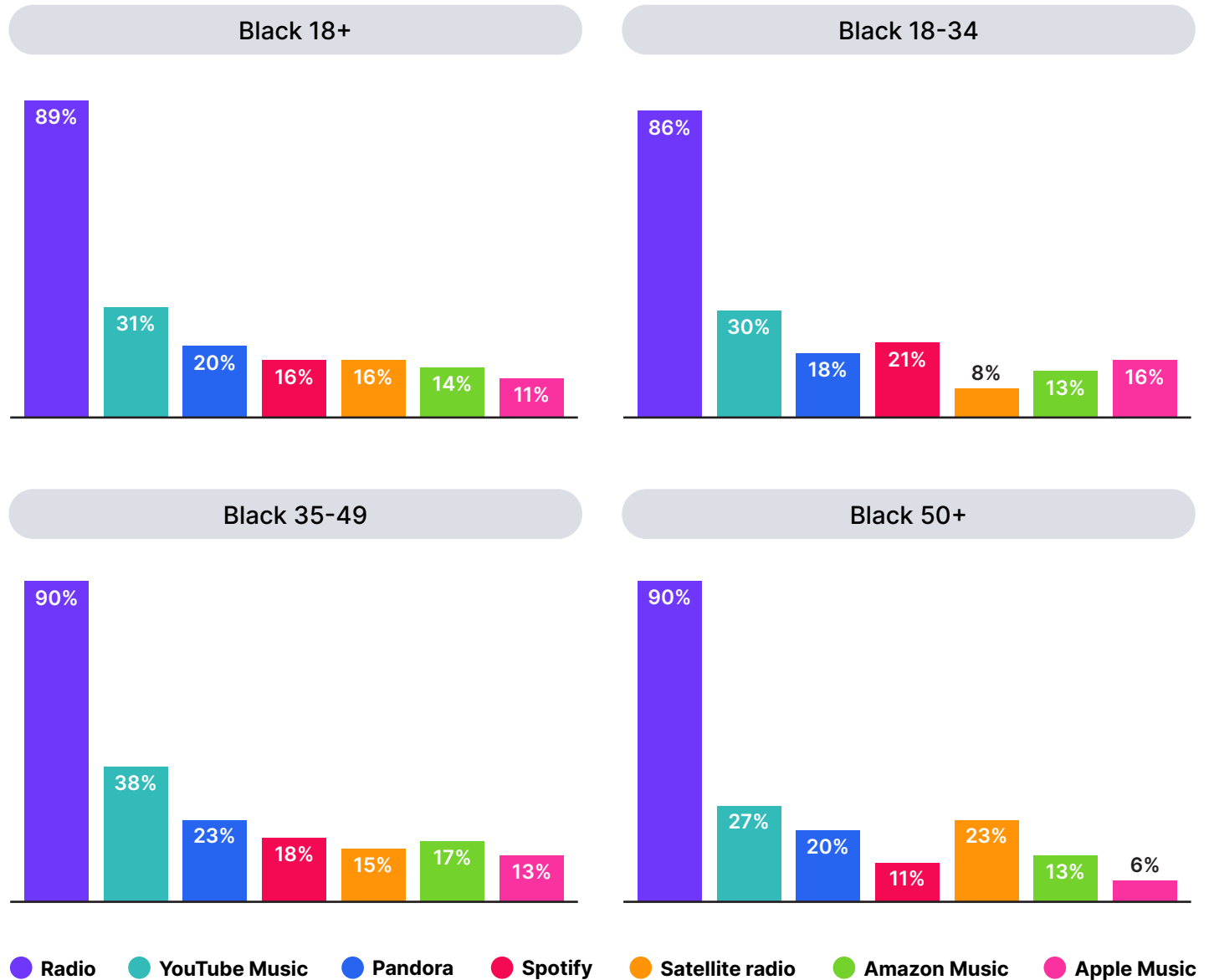


Source: Nielsen NPOWER, Nielsen RADAR, Nielsen Total Media Fusion - Q2 2023

In the audio universe, only AM/FM radio can deliver the scale advertisers need

All audio services (ad-free and ad-supported)

Monthly reach % among U.S. population



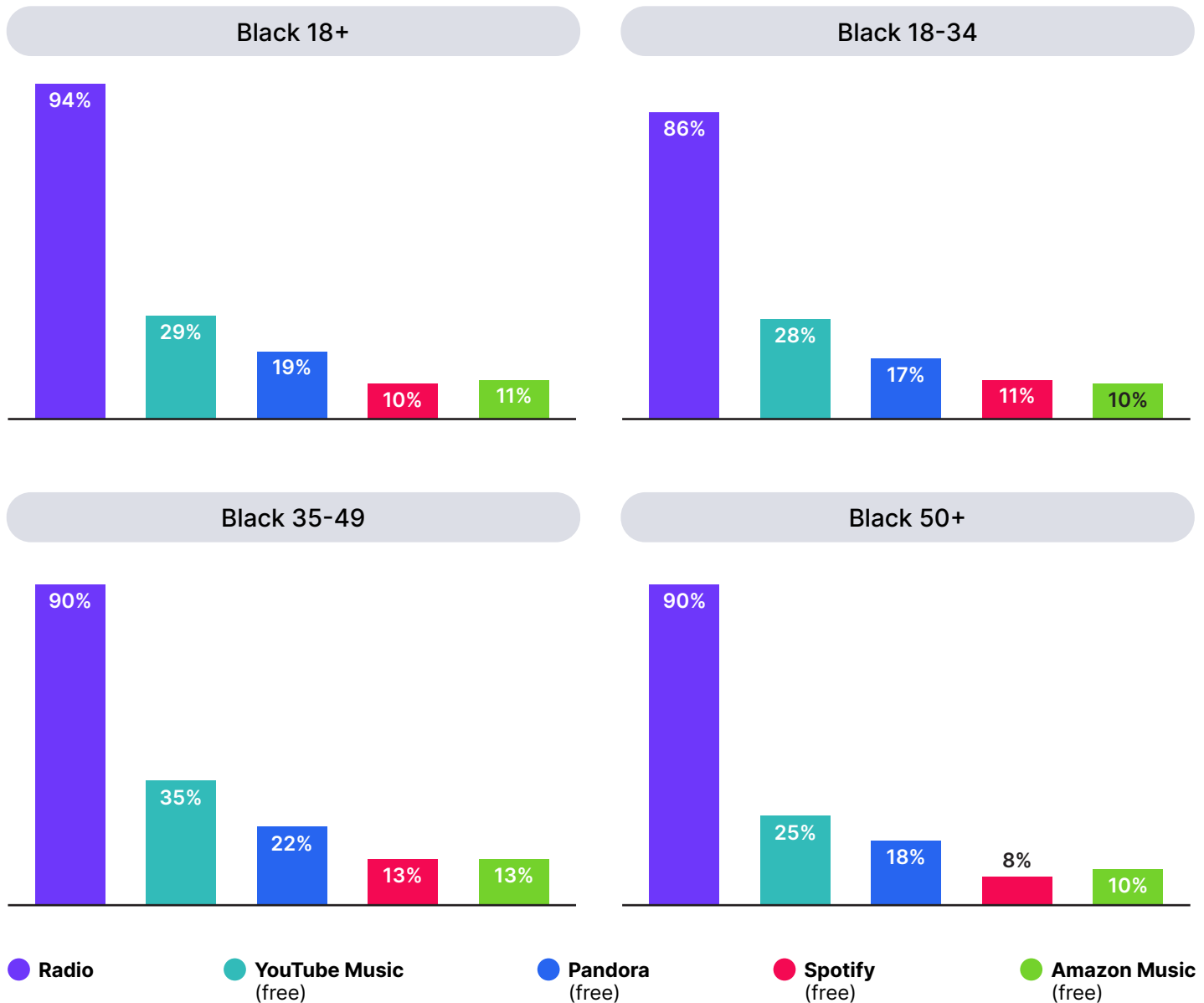
Source: Nielsen RADAR, Nielsen Scarborough - Q2 2023



Radio's impact among Blacks is even more pronounced when comparing reach among ad-supported options for audio marketing campaigns.

Ad-supported audio

Monthly reach % among U.S. population



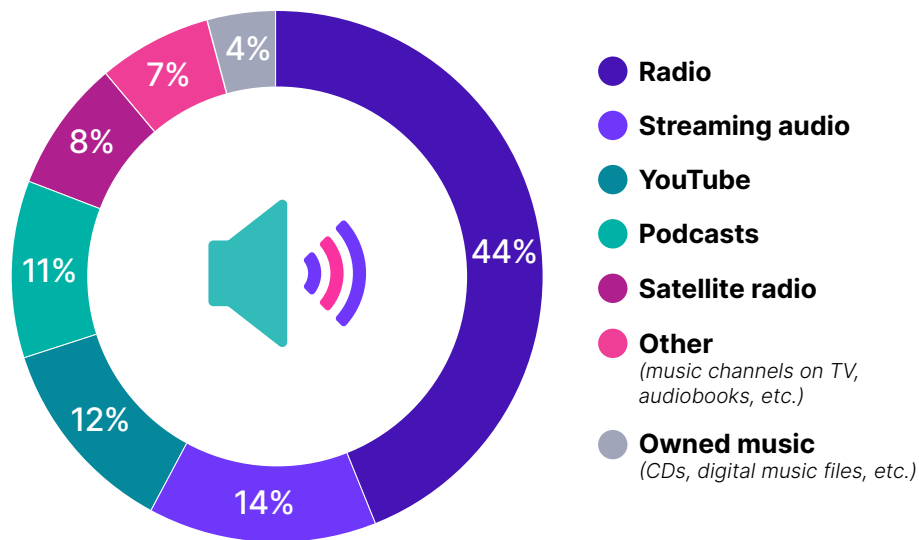
Source: Nielsen RADAR, Nielsen Scarborough - Q2 2023

Radio also leads all audio sources in share of time spent listening among Blacks

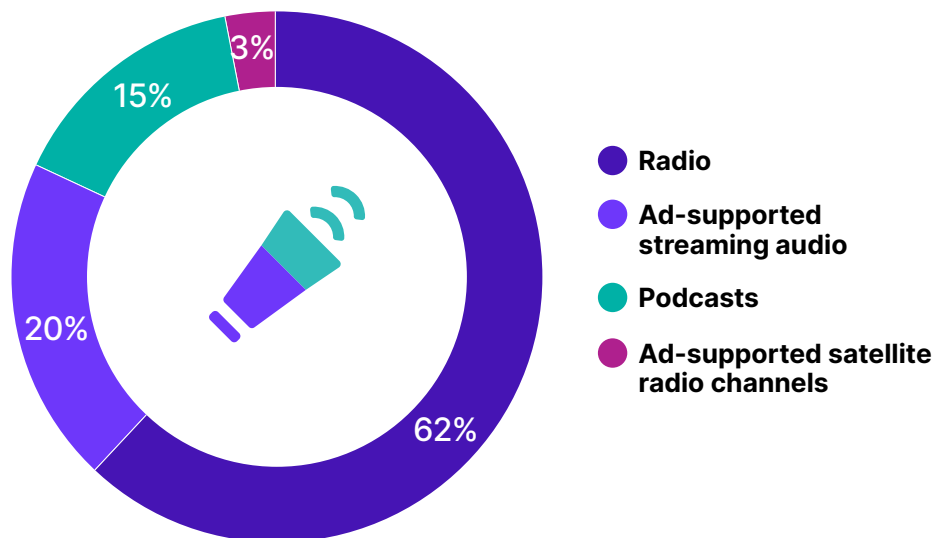
Similar to the reach comparisons, radio's impact is also more pronounced when comparing time spent with ad-supported audio.

Share of Ear®

Share of daily time spent listening to all audio sources among U.S. population, Black Adults 18+



Share of daily time spent listening to ad-supported audio sources among U.S. population, Black Adults 18+



Source: Edison Research, "Share of Ear," Q3 2023; Black Adults 18+

Radio use spans the bulk of the day, reaching Black consumers on the path to purchase; it is the dominant audio source in the car.

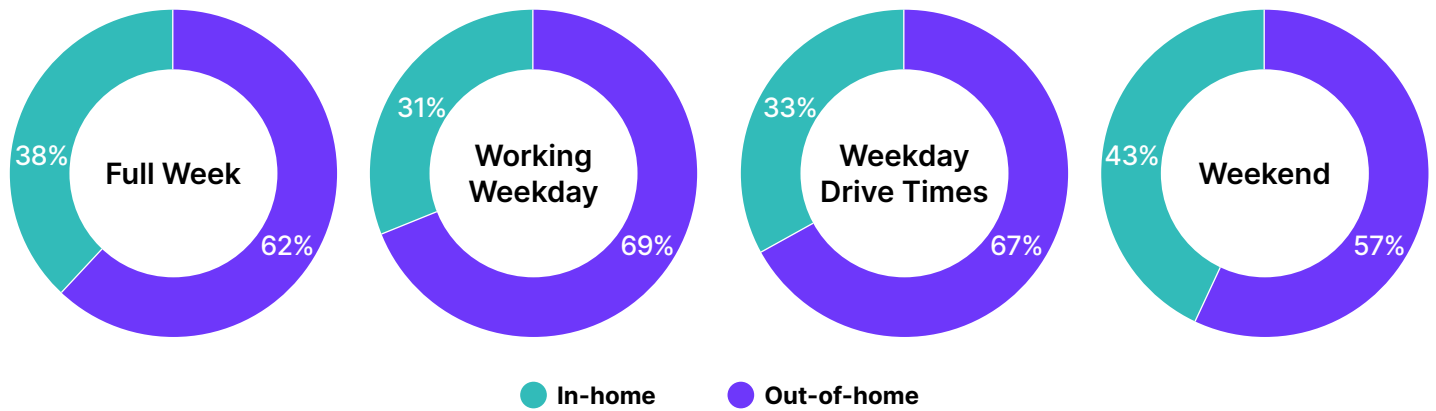
A daily habit for millions, radio is a particularly effective medium for advertisers due to its legacy of reaching listeners during the prime hours of the day while they are out of home and closest to the point of purchase (commuting, working, shopping). Furthermore, radio is also the top audio source in the car. More than 60% of all time spent with audio in vehicles goes to AM/FM radio as of the Q3 2023 Edison Share of Ear study.



75% of all Black radio use during morning and afternoon drive times happens in the car; 79% on the weekends also occurs behind the wheel.



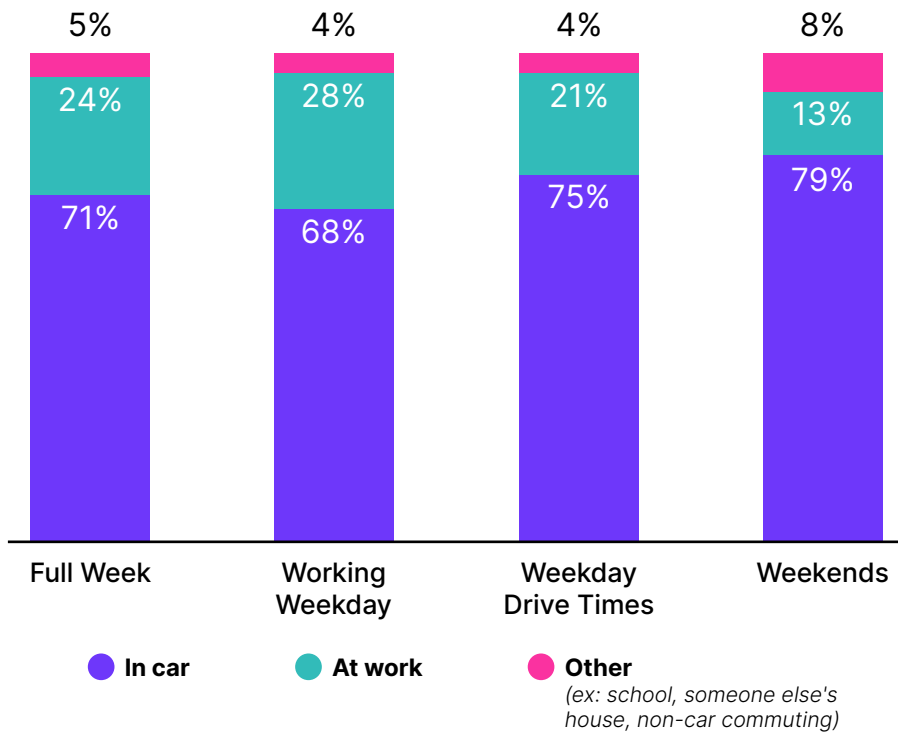
Black consumers use radio when they're away from home



Source: Nielsen National Regional Database, Black Adults 18+ - Q4 2022

Most away-from-home listening happens in the car

Percent of all out-of-home listening, by location

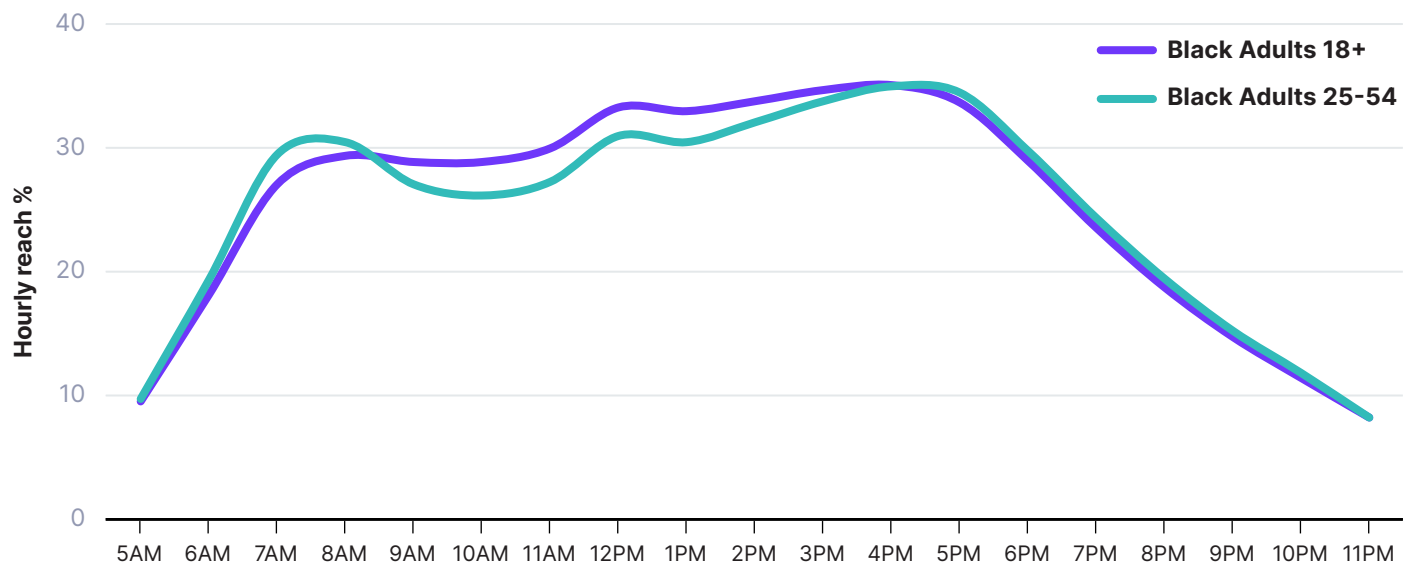


Source: Nielsen National Regional Database, Black Adults 18+, Audio Diary markets only - Q4 2022

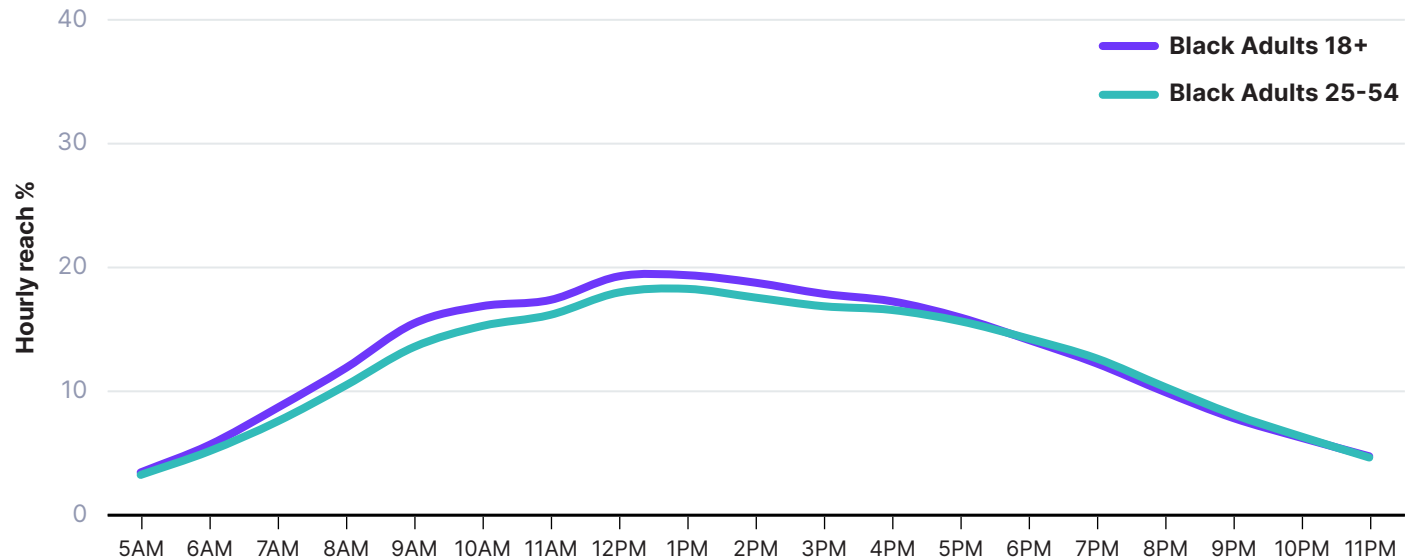
Radio's share of total time spent with media during the week is highest during morning drive and mid-day, while overall listening peaks in the afternoon hours (between 3-5pm).



Monday-Friday



Saturday-Sunday

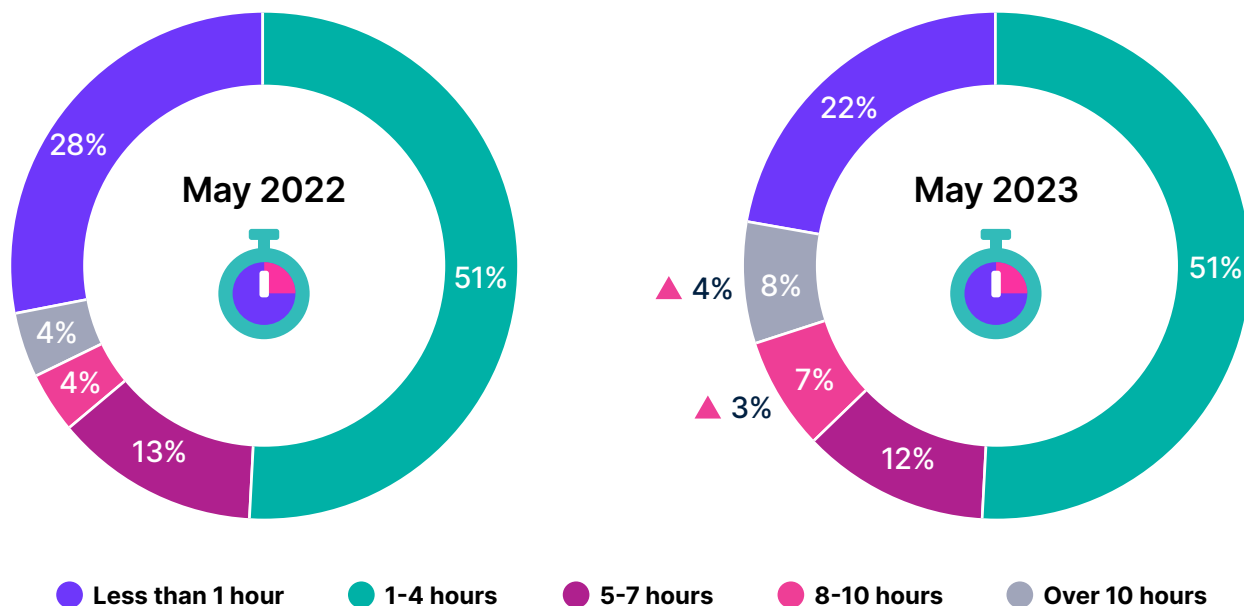


Source: Nielsen National Regional Database - Q4 2022

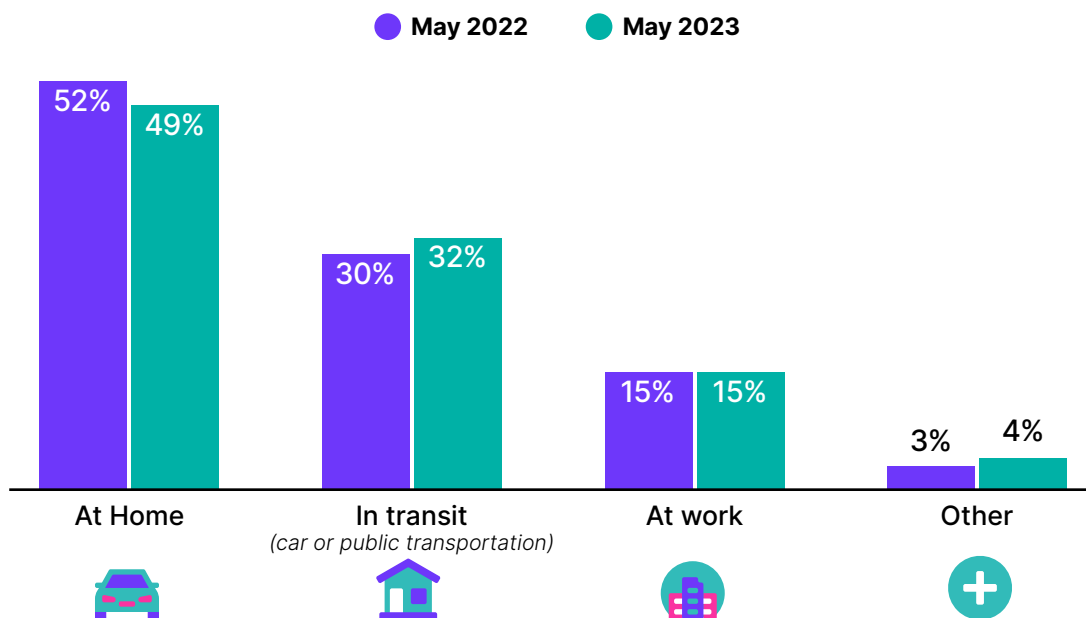
Podcasting today – yearly listening trends

Around half of all Black podcast consumers listen at home, making podcasting a natural compliment to radio in an audio marketing strategy. Another third listen while on the go and at the same time heavier podcast usage is growing (5+ weekly hours of listening time) while lighter usage is in decline (less than an hour per week).

Time spent listening to podcasts in typical week



Where listen to podcasts most often



Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Black Adults 18+

Appendix

The following pages detail the monthly reach of radio and top formats among key Black audience groups, as well as a qualitative profile of the top 20 largest-reaching formats.



Monthly radio reach and top formats

Black 18+



Monthly reach (000)

29,720

89% of population

Top 3 formats (audience share)

- 1 Urban AC | R&B 31.1%
- 2 Urban Contemporary | Hip-Hop/R&B 19.2%
- 3 AC 5.5%

Black Teens 12-17



Monthly reach (000)

3,427

87% of Black Teens

Top 3 formats (audience share)

- 1 Urban Contemporary | Hip-Hop/R&B 29.9%
- 2 Urban AC | R&B 20.5%
- 3 AC 9.3%

Black 18-34



Monthly reach (000)

9,175

86% of population

Top 3 formats (audience share)

- 1 Urban Contemporary | Hip-Hop/R&B 30.7%
- 2 Urban AC | R&B 21.9%
- 3 Rhythmic CHR 8.8%

Black 18-49



Monthly reach (000)

17,141

88% of population

Top 3 formats (audience share)

- 1 Urban Contemporary | Hip-Hop/R&B 27.5%
- 2 Urban AC | R&B 25.0%
- 3 Rhythmic CHR 7.7%

Black Men 18-49



Monthly reach (000)

8,195

92% of population

Top 3 formats (audience share)

- 1 Urban Contemporary | Hip-Hop/R&B 27.6%
- 2 Urban AC | R&B 21.7%
- 3 Rhythmic CHR 8.1%

Black Women 18-49



Monthly reach (000)

8,946

85% of population


Top 3 formats (audience share)

- 1 Urban AC | R&B 27.8%
- 2 Urban Contemporary | Hip-Hop/R&B 27.4%
- 3 Rhythmic CHR 7.4%

Nielsen RADAR 158 Sep 2023 (Contiguous U.S.) + Nielsen National Regional Database Q4 2022 (AK & HI). M-Su 12M-12M
 AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio; AC = Adult Contemporary + Soft Adult Contemporary

Monthly radio reach and top formats (continued)

Black Adults 25-54




Monthly reach (000)
15,862
89% of population

Top 3 formats (audience share)

- 1 Urban AC | R&B **27.7%**
- 2 Urban Contemporary | Hip-Hop/R&B **25.3%**
- 3 Rhythmic CHR **7.2%**

Black Men 25-54




Monthly reach (000)
7,524
95% of population

Top 3 formats (audience share)

- 1 Urban Contemporary | Hip-Hop/R&B **25.2%**
- 2 Urban AC | R&B **24.1%**
- 3 Rhythmic CHR **7.6%**

Black Women 25-54



Monthly reach (000)
8,338
94% of population

Top 3 formats (audience share)

- 1 Urban AC | R&B **30.8%**
- 2 Urban Contemporary | Hip-Hop/R&B **25.4%**
- 3 Rhythmic CHR **6.9%**

Nielsen RADAR 158 Sep 2023 (Contiguous U.S.) + Nielsen National Regional Database Q4 2022 (AK & HI). M-Su 12M-12M
AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio; AC = Adult Contemporary + Soft Adult Contemporary

Top 20 AM/FM Radio formats

(ranked by reach)



Black 18+		Monthly reach (000)	Median age	% Employed (full or part time)	Average HH size	% of HHs with children under 18
1	Urban AC R&B	11,162	52	58%	2.9	34%
2	Urban Contemporary Hip-Hop/R&B	8,711	43	67%	3.2	45%
3	AC	4,892	47	67%	3.2	41%
4	Rhythmic CHR	3,759	41	72%	3.2	41%
5	Pop CHR	3,617	39	72%	3.3	42%
6	News/Talk	2,336	55	63%	2.9	26%
7	Hot AC	2,103	39	67%	3.3	48%
8	Classic Hits	2,087	51	59%	2.9	28%
9	All Sports	1,971	54	66%	3.0	33%
10	Country	1,649	42	61%	3.2	35%
11	Contemporary Christian	1,642	47	67%	3.0	37%
12	Rhythmic AC	1,454	50	64%	2.9	29%
13	Classic Rock	1,247	48	60%	3.1	27%
14	All News	1,161	55	64%	2.7	25%
15	Gospel	1,125	58	46%	2.9	22%
16	Contemporary Inspirational	971	56	62%	3.0	35%
17	Urban Oldies	908	52	66%	3.1	43%
18	Adult Hits/80s Hits	886	45	65%	3.0	43%
19	Alternative	667	48	71%	3.3	37%
20	Jazz	665	63	45%	2.5	18%

Source: Nielsen National Regional Database Q4 2022, Black Adults 18+. M-SU 12M-12M

Age, Employment, HHLD size and % w Children via Nielsen Scarborough USA+ Rel 1 2023, current 6 months, Black Adults 18+.

AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio | AC = Adult Contemporary + Soft Adult Contemporary; Country = Country + New Country; News/Talk = News/Talk/Information + Talk/Personality and includes both commercial and non-commercial stations

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media.

Audience Is Everything®

