

# The Record: Q1 2024 Audio Data Tables

## Tracking radio listening by format

Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q1 2024 Radio Formats Share of Audience (AQH)

Persons 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
News/Talk*	10.8%	21.7%
Adult Contemporary (AC)	8.6%	8.4%
Classic Hits	5.9%	3.6%
Country	5.9%	3.5%
Classic Rock	5.7%	6.6%
Urban Adult Contemporary   R&B	5.0%	5.3%
All Sports	4.5%	8.6%
Pop Contemporary Hit Radio (CHR)	4.3%	4.8%
Hot AC	3.8%	4.0%
Contemporary Christian	3.2%	1.1%
Alternative	2.8%	3.9%
Mexican Regional	2.7%	1.3%
Urban Contemporary Hip-Hop/R&B	2.7%	2.1%
Adult Hits	2.7%	1.3%
All News	2.6%	1.6%

\*includes commercial and non-commercial

Read as: News/Talk radio stations receive 10.8% of all radio listening overall, and 21.7% of all streaming radio listening among Persons 18+.

Persons 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Adult Contemporary (AC)	8.8%	11.8%
Pop Contemporary Hit Radio (CHR)	7.0%	7.3%
Country	7.0%	5.8%
Hot AC	5.2%	6.2%
Classic Rock	4.9%	4.4%
Classic Hits	4.8%	4.0%
Urban Contemporary   Hip-Hop/R&B	4.5%	4.3%
Urban Adult Contemporary   R&B	4.3%	5.8%
Alternative	4.2%	4.4%
Spanish Contemporary	3.8%	3.7%
Mexican Regional	3.7%	3.2%
News/Talk*	3.5%	9.6%
Rhythmic CHR	3.3%	1.7%
Contemporary Christian	3.2%	0.9%
Adult Hits	3.1%	1.7%

\*includes commercial and non-commercial

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## Tracking radio listening by format

Source: Nielsen PPM Cross-Market AQH Share. Mon-Sun 6a-Mid

### Q1 2024 Radio Formats Share of Audience (AQH)

Persons 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Adult Contemporary (AC)	8.5%	8.6%
Country	6.0%	4.5%
Pop Contemporary Hit Radio (CHR)	6.0%	6.8%
News/Talk*	5.8%	14.3%
Classic Hits	5.4%	4.1%
Classic Rock	4.9%	4.6%
Hot AC	4.9%	5.1%
Urban Adult Contemporary   R&B	4.5%	5.5%
All Sports	4.4%	10.5%
Alternative	4.2%	7.0%
Mexican Regional	4.0%	1.9%
Urban Contemporary   Hip-Hop/R&B	3.9%	3.1%
Spanish Contemporary	3.5%	2.3%
Contemporary Christian	3.4%	1.4%
Adult Hits	3.0%	1.4%

\*includes commercial and non-commercial

Persons 35+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
News/Talk*	12.3%	24.1%
Adult Contemporary (AC)	8.5%	7.8%
Classic Hits	6.1%	3.6%
Classic Rock	6.0%	6.9%
Country	5.6%	3.1%
Urban Adult Contemporary   R&B	5.2%	5.2%
All Sports	4.8%	8.7%
Pop Contemporary Hit Radio (CHR)	3.7%	4.0%
Hot AC	3.5%	3.5%
Contemporary Christian	3.2%	1.1%
All News	2.9%	1.8%
Adult Hits	2.6%	1.2%
Mexican Regional	2.5%	0.9%
Alternative	2.5%	3.8%
Spanish Contemporary	2.3%	1.3%

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Black 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary   R&B	28.9%	33.5%
Urban Contemporary   Hip-Hop/R&B	13.5%	13.4%
Adult Contemporary (AC)	5.9%	6.5%
Rhythmic Contemporary Hit Radio (CHR)	4.8%	2.0%
All Sports	4.4%	9.8%
News/Talk*	3.7%	6.3%
Pop Contemporary Hit Radio (CHR)	3.4%	3.1%
Contemporary Christian	3.3%	1.0%
Contemporary Inspirational	3.1%	1.8%
Classic Hits	2.6%	3.6%
All News	2.6%	1.2%
Rhythmic AC	2.2%	0.6%
Hot AC	1.8%	1.0%
Urban Oldies	1.6%	1.9%
Country	1.3%	2.6%

\*includes commercial and non-commercial

Hispanic 18+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	11.7%	7.6%
Spanish Contemporary	10.9%	10.1%
Adult Contemporary (AC)	8.4%	11.2%
Spanish Adult Hits	6.4%	3.3%
Classic Hits	5.5%	4.1%
Pop Contemporary Hit Radio (CHR)	4.3%	4.7%
Hot AC	4.0%	6.3%
Spanish Tropical	3.7%	7.9%
News/Talk*	3.5%	11.3%
Classic Rock	3.3%	5.3%
Contemporary Christian	3.2%	0.8%
Country	3.0%	1.6%
Adult Hits	2.4%	1.4%
Alternative	2.3%	2.6%
Rhythmic Contemporary Hit Radio (CHR)	2.3%	1.0%

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Black 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary   R&B	20.4%	27.0%
Urban Contemporary   Hip-Hop/R&B	19.8%	20.6%
Rhythmic Contemporary Hit Radio (CHR)	7.6%	3.5%
Adult Contemporary (AC)	6.2%	7.9%
Pop Contemporary Hit Radio (CHR)	4.9%	4.9%
Classic Hits	3.5%	5.7%
Contemporary Christian	2.8%	1.7%
All Sports	2.4%	4.6%
Hot AC	2.3%	1.0%
Country	2.2%	9.0%
Rhythmic AC	2.2%	0.5%
Adult Hits	2.1%	1.0%
News/Talk*	1.6%	2.9%
Contemporary Inspirational	1.5%	2.2%
Classic Rock	1.5%	0.7%

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Hispanic 18-34	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Spanish Contemporary	10.9%	13.0%
Mexican Regional	10.8%	11.3%
Adult Contemporary (AC)	7.7%	10.3%
Pop Contemporary Hit Radio (CHR)	6.6%	7.5%
Hot AC	4.6%	7.5%
Classic Hits	4.2%	3.2%
Rhythmic Contemporary Hit Radio (CHR)	4.2%	2.5%
Spanish Adult Hits	4.0%	1.6%
Country	3.6%	1.0%
Spanish Tropical	3.3%	9.7%
Classic Rock	3.3%	3.1%
Adult Hits	3.1%	0.8%
Alternative	3.0%	3.8%
Contemporary Christian	2.8%	0.8%
Urban Contemporary   Hip-Hop/R&B	2.3%	1.0%

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Black 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Urban Adult Contemporary   R&B	24.0%	29.3%
Urban Contemporary   Hip-Hop/R&B	19.1%	18.7%
Rhythmic Contemporary Hit Radio (CHR)	6.8%	3.0%
Adult Contemporary (AC)	6.2%	7.0%
Pop Contemporary Hit Radio (CHR)	4.4%	3.6%
All Sports	3.8%	8.8%
Contemporary Christian	2.8%	1.1%
Classic Hits	2.6%	4.1%
News/Talk*	2.4%	4.9%
Rhythmic AC	2.3%	0.7%
Hot AC	2.1%	1.2%
Contemporary Inspirational	2.1%	1.5%
All News	1.8%	1.1%
Urban Oldies	1.7%	2.8%
Country	1.6%	4.7%

\*includes commercial and non-commercial

Hispanic 25-54	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	13.0%	8.2%
Spanish Contemporary	11.3%	9.7%
Adult Contemporary (AC)	7.7%	11.4%
Spanish Adult Hits	6.0%	3.6%
Classic Hits	5.5%	4.4%
Pop Contemporary Hit Radio (CHR)	4.7%	5.6%
Hot AC	4.6%	8.5%
Spanish Tropical	3.5%	5.9%
Classic Rock	3.0%	5.8%
Contemporary Christian	3.0%	0.8%
Alternative	2.9%	3.5%
Rhythmic Contemporary Hit Radio (CHR)	2.9%	1.3%
News/Talk*	2.8%	9.1%
Country	2.7%	1.9%
Adult Hits	2.5%	1.1%

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Urban Adult Contemporary   R&B	30.9%	35.3%
Urban Contemporary   Hip-Hop/R&B	12.1%	11.4%
Adult Contemporary (AC)	5.8%	6.2%
All Sports	4.8%	11.3%
News/Talk*	4.2%	7.2%
Rhythmic Contemporary Hit Radio (CHR)	4.2%	1.7%
Contemporary Inspirational	3.5%	1.7%
Contemporary Christian	3.4%	0.7%
Pop Contemporary Hit Radio (CHR)	3.1%	2.5%
All News	2.9%	1.4%
Classic Hits	2.4%	3.0%
Rhythmic AC	2.1%	0.7%
Hot AC	1.7%	1.0%
Urban Oldies	1.6%	2.4%
Jazz	1.4%	4.8%

\*includes commercial and non-commercial

Hispanic 35+	Share of All Radio (OTA + Stream)	Share of all AM/FM Station Streaming
Mexican Regional	12.0%	6.2%
Spanish Contemporary	10.9%	9.0%
Adult Contemporary (AC)	8.6%	11.6%
Spanish Adult Hits	7.3%	3.9%
Classic Hits	6.0%	4.4%
News/Talk*	4.0%	12.6%
Spanish Tropical	3.8%	7.2%
Hot AC	3.7%	5.9%
Pop Contemporary Hit Radio (CHR)	3.5%	3.7%
Classic Rock	3.3%	6.1%
Contemporary Christian	3.3%	0.9%
Country	2.7%	1.9%
Adult Hits	2.1%	1.7%
Alternative	2.0%	2.1%
Rhythmic AC	1.7%	1.8%

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