

Radio Beats Television Among 18-49 Year-Olds.

The latest Nielsen Ratings Report reveals for the first time ever, radio surpassed television in audience delivery. According to Nielsen, radio had a three percent greater audience than TV during the third quarter of 2022, as the result of cord cutting and video streaming.

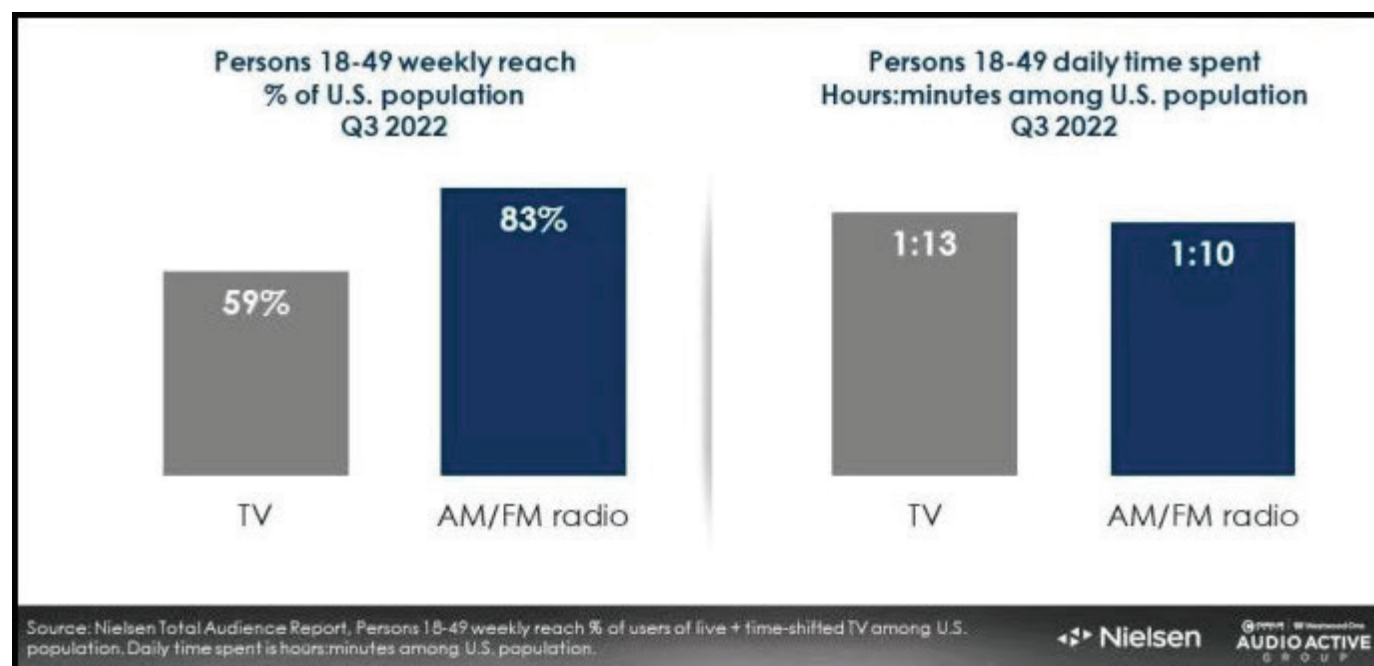
Beyond the milestone, the pace of change is also remarkable. In 2018, radio's average audience was 63% the size of TV, but now Nielsen shows radio reaches 41% more persons 18-49 than live and time-shifted television.

Nielsen says broadcast radio reached 83% of the 18-49 demo each week during the third quarter compared to a 59% reach for broadcast TV.

Nielsen also reported that the time spent with TV and radio are now virtually tied. Television has a mere three-minute advantage over broadcast radio – 1 hour and 13 minutes versus 1 hour and 10 minutes.

The history-making shift comes in part due to radio's stability. But the biggest change in television is the once-in-a-generation upending of viewing habits among Americans.

Nielsen data shows TV viewership has declined 28% during the past five years and time spent viewing plunged 56%.



Radio also has a value play. In a 4th quarter Johnson & Johnson campaign, their \$14 million budget allowed them to reach roughly half of 25–54-year-olds. But J&J then began advertising a drug on radio for the first time. Their \$1 million radio buy increased the brand's reach by 45%.