**AM/FM Radio Rules Ad-Supported Listening**

﻿﻿In 2021, more than three-quarters of the time that US adults spent listening to ad-supported audio went to AM/FM radio. Podcasts trailed way behind traditional radio, capturing just 11% of ad-supported listening, while Pandora, SiriusXM, and Spotify each accounted for less than 10%. AM/FM radio held a majority share across adult age groups and was the most listened-to ad-supported audio not only in the car (88%), but also in the home (72%) and workplace (68%).

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[*https://www.emarketer.com/content/am-fm-radio-ad-supported-listening/?IR=T&utm\_source=Triggermail&utm\_medium=email&utm\_campaign=II20220412AdSupportedAudioCOTD&utm\_content=Final&utm\_term=COTD%20Active%20List*](https://www.emarketer.com/content/am-fm-radio-ad-supported-listening/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20220412AdSupportedAudioCOTD&utm_content=Final&utm_term=COTD%20Active%20List)

*Image credit:*

[*https://media.istockphoto.com/photos/young-driver-changing-radio-stations-picture-id533499615?k=6&m=533499615&s=612x612&w=0&h=eODf8fsPLWlL9YRU3uFmvULz2\_S7whctbfOMUeBU39k*](https://media.istockphoto.com/photos/young-driver-changing-radio-stations-picture-id533499615?k=6&m=533499615&s=612x612&w=0&h=eODf8fsPLWlL9YRU3uFmvULz2_S7whctbfOMUeBU39k)*=*