**At-Home NFL Radio Audiences Higher Than Expected**

Approximately 20% of people who tune into NFL radio sportscasts are listening from home, although at-home listening varies considerably by team, analysis by Nielsen indicates. The higher-than-expected number of people listening to games at home could be attributed to audience loyalty to familiar announcers, a lack of time to sit down and watch the game or challenges accessing local coverage on television, Nielsen exec John Snyder says.

***Inside Radio 10/11/23***

[*https://www.insideradio.com/free/new-data-shows-20-of-listening-to-nfl-games-on-radio-occurs-in-home/article\_74c55fdc-67fa-11ee-a37d-1f0fb199dc8e.html*](https://www.insideradio.com/free/new-data-shows-20-of-listening-to-nfl-games-on-radio-occurs-in-home/article_74c55fdc-67fa-11ee-a37d-1f0fb199dc8e.html)

*Image credit:*

[*https://static-dev.adweek.com/wp-content/uploads/2017/10/scoring-with-nfl-fans-content-2017-652x367.jpg*](https://static-dev.adweek.com/wp-content/uploads/2017/10/scoring-with-nfl-fans-content-2017-652x367.jpg)