**NFL Radio Reaches More High-Income Listeners**

Audiences tuning into radio broadcasts of NFL games are more likely to be educated and have higher incomes than the average listener, Nielsen data indicates, noting on average, 66% of NFL radio audiences have a household income over $75,000 compared to 53% of total radio audiences. Nielsen found 45% of NFL listeners have a college degree compared to 36% of all radio audiences.

***Inside Radio 11/14/23***

[*https://www.insideradio.com/free/nielsen-nfl-on-radio-reaches-highly-desirable-consumers/article\_b57ce826-82c9-11ee-a9a2-ebc35e4a445a.html*](https://www.insideradio.com/free/nielsen-nfl-on-radio-reaches-highly-desirable-consumers/article_b57ce826-82c9-11ee-a9a2-ebc35e4a445a.html)

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