**Radio Widens Lead For Mass Reach, Nielsen Reports**

The size of the average radio audience has continued to grow in the 12 months since Nielsen revealed that radio's reach had eclipsed that of television for the first time, the measurement firm reports. Radio now has an average audience 12% larger than TV in the key 18-49 demographic, reaching 81% of this audience, whereas television's reach has declined.

***Radio Ink 3/5/24***

[*https://radioink.com/2024/03/05/nielsen-radio-is-americas-number-one-mass-reach-medium/*](https://radioink.com/2024/03/05/nielsen-radio-is-americas-number-one-mass-reach-medium/)

*Image copyright:*

[*https://thewashingtonnote.com/wp-content/uploads/2020/06/radio-1024x682.jpg*](https://thewashingtonnote.com/wp-content/uploads/2020/06/radio-1024x682.jpg)