**Nielsen Underscores Radio's Reach With Black Audiences**

Broadcast radio reaches 89% of Black adults each month, outpacing the reach of other audio platforms among Black audiences, Nielsen reports. YouTube Music has the second-highest audio reach among Black listeners at 31%, while Pandora reaches 20% and Spotify and satellite radio each account for just 16%, Nielsen says.

***Radio Ink 12.13.23***

[*https://radioink.com/2023/12/13/nielsen-radio-is-essential-to-reach-black-audiences/*](https://radioink.com/2023/12/13/nielsen-radio-is-essential-to-reach-black-audiences/)

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[*https://www.bdcast.com/wp-content/uploads/2020/09/bigstock-Test-Drive-Relaxed-Black-Man-367888891-600x400.jpg*](https://www.bdcast.com/wp-content/uploads/2020/09/bigstock-Test-Drive-Relaxed-Black-Man-367888891-600x400.jpg)