

A close-up photograph of a car's infotainment screen. The screen displays the time 10:35 AM in a large, white, sans-serif font. Below the time are five circular icons representing different functions: Radio (a radio tower), HDMI (an HDMI port), Bluetooth (a musical note), USB (a USB port), and Rear Camera (a camera lens). The background of the screen is dark blue. The car's interior, including the steering wheel and air vents, is visible in the background, all with a blue tint.

10:35 AM



Radio



HDMI



Bluetooth



USB



Rear Camera



CUMULUS
MEDIA



Westwood One

AUDIO ACTIVE
GROUP

**The vitality and
importance of AM radio**



According to Nielsen's Fall 2022 survey:

- **82,346,800** Americans listen to AM radio monthly
- **One out of three** American AM/FM radio listeners are reached monthly by AM radio
- **57%** of the AM radio audience listens to News/Talk stations, the very outlets that Americans turn to in times of crisis and breaking local news

By state: % of the radio audience that listens to AM radio in a month
Ranked by % of the radio audience that listens to AM radio

Source: Nielsen Nationwide Fall 2022, Persons 12+, Monday - Sunday 12m-12m, 4-week reach, Nielsen data processed by Act1 Systems

State	Monthly AM/FM radio reach	Monthly AM reach	% of radio reach from AM radio stations licensed to the state
North Dakota	741,700	391,200	52.7%
Montana	941,900	358,800	38.1%
Illinois	13,448,300	5,066,900	37.7%
Washington	7,243,300	2,540,600	35.1%
Wisconsin	5,872,800	2,025,600	34.5%
Nebraska	1,936,700	664,700	34.3%
Alaska	455,800	153,200	33.6%
Utah	2,948,100	970,100	32.9%
California	32,757,700	10,581,600	32.3%
Ohio	10,805,600	3,383,400	31.3%
Colorado	5,014,600	1,554,500	31.0%
Total	266,409,800	82,347,100	30.9%
New York	24,359,800	7,489,600	30.7%
New Mexico	2,077,200	628,700	30.3%
Arizona	6,419,100	1,934,300	30.1%
Georgia	9,974,600	2,982,900	29.9%
South Dakota	898,200	259,100	28.8%
Minnesota	5,475,300	1,563,100	28.5%
Texas	23,999,300	6,697,900	27.9%
Michigan	8,578,500	2,371,600	27.6%
Iowa	3,549,300	958,200	27.0%
Massachusetts	7,937,900	2,022,300	25.5%
Florida	18,768,700	4,714,200	25.1%
Oregon	4,331,100	1,087,100	25.1%
Hawaii	1,130,100	283,500	25.1%
Nevada	2,918,900	726,100	24.9%
Pennsylvania	14,986,200	3,685,700	24.6%
Idaho	1,994,400	461,900	23.2%
Missouri	7,273,500	1,634,700	22.5%
Tennessee	7,247,200	1,587,100	21.9%
Kentucky	5,564,100	1,095,600	19.7%
Louisiana	4,267,500	831,100	19.5%
Alabama	5,189,700	983,900	19.0%
North Carolina	10,665,300	1,804,400	16.9%
Rhode Island	2,025,000	335,300	16.6%
Virginia	7,400,900	1,182,500	16.0%
Kansas	3,315,800	473,100	14.3%
Oklahoma	3,639,700	507,200	13.9%
West Virginia	2,191,500	295,900	13.5%
Mexico	3,716,200	475,800	12.8%
Maine	1,380,600	174,200	12.6%
Connecticut	5,650,400	712,600	12.6%
Maryland	7,548,800	936,000	12.4%
Indiana	7,149,500	882,400	12.3%
Arkansas	3,283,900	388,700	11.8%
Mississippi	3,468,100	403,200	11.6%
Wyoming	1,104,600	117,600	10.6%
South Carolina	5,609,000	581,500	10.4%
New Hampshire	2,767,700	256,800	9.3%
Delaware	2,037,300	173,400	8.5%
Vermont	854,600	71,100	8.3%
New Jersey	13,009,000	669,900	5.1%
District of Columbia	6,143,900	281,900	4.6%

By state: % of the radio audience that listens to AM radio in a month
Ranked alphabetically by state

Source: Nielsen Nationwide Fall 2022, Persons 12+, Monday - Sunday 12m-12m, 4-week reach, Nielsen data processed by Act1 Systems

State	Monthly AM/FM radio reach	Monthly AM reach	% of radio reach from AM radio stations licensed to the state
Total	266,409,800	82,347,100	30.9%
Alabama	5,189,700	983,900	19.0%
Alaska	455,800	153,200	33.6%
Arizona	6,419,100	1,934,300	30.1%
Arkansas	3,283,900	388,700	11.8%
California	32,757,700	10,581,600	32.3%
Colorado	5,014,600	1,554,500	31.0%
Connecticut	5,650,400	712,600	12.6%
Delaware	2,037,300	173,400	8.5%
District of Columbia	6,143,900	281,900	4.6%
Florida	18,768,700	4,714,200	25.1%
Georgia	9,974,600	2,982,900	29.9%
Hawaii	1,130,100	283,500	25.1%
Idaho	1,994,400	461,900	23.2%
Illinois	13,448,300	5,066,900	37.7%
Indiana	7,149,500	882,400	12.3%
Iowa	3,549,300	958,200	27.0%
Kansas	3,315,800	473,100	14.3%
Kentucky	5,564,100	1,095,600	19.7%
Louisiana	4,267,500	831,100	19.5%
Maine	1,380,600	174,200	12.6%
Maryland	7,548,800	936,000	12.4%
Massachusetts	7,937,900	2,022,300	25.5%
Mexico	3,716,200	475,800	12.8%
Michigan	8,578,500	2,371,600	27.6%
Minnesota	5,475,300	1,563,100	28.5%
Mississippi	3,468,100	403,200	11.6%
Missouri	7,273,500	1,634,700	22.5%
Montana	941,900	358,800	38.1%
Nebraska	1,936,700	664,700	34.3%
Nevada	2,918,900	726,100	24.9%
New Hampshire	2,767,700	256,800	9.3%
New Jersey	13,009,000	669,900	5.1%
New Mexico	2,077,200	628,700	30.3%
New York	24,359,800	7,489,600	30.7%
North Carolina	10,665,300	1,804,400	16.9%
North Dakota	741,700	391,200	52.7%
Ohio	10,805,600	3,383,400	31.3%
Oklahoma	3,639,700	507,200	13.9%
Oregon	4,331,100	1,087,100	25.1%
Pennsylvania	14,986,200	3,685,700	24.6%
Rhode Island	2,025,000	335,300	16.6%
South Carolina	5,609,000	581,500	10.4%
South Dakota	898,200	259,100	28.8%
Tennessee	7,247,200	1,587,100	21.9%
Texas	23,999,300	6,697,900	27.9%
Utah	2,948,100	970,100	32.9%
Vermont	854,600	71,100	8.3%
Virginia	7,400,900	1,182,500	16.0%
Washington	7,243,300	2,540,600	35.1%
West Virginia	2,191,500	295,900	13.5%
Wisconsin	5,872,800	2,025,600	34.5%
Wyoming	1,104,600	117,600	10.6%

By DMA: % of the radio audience that listens to AM radio in a month
Ranked by % of the radio audience that listens to AM radio

Source: Nielsen Nationwide Fall 2022, Persons 12+, Monday - Sunday 12m-12m, 4-week reach, Nielsen data processed by Act1 Systems

Market rank	Market	Monthly AM/FM radio net reach	Monthly AM radio net reach	% of AM/FM radio reach from AM radio
210	Glendive	6,800	4,900	72.1%
207	Juneau	22,400	14,500	64.7%
54	Buffalo	1,220,800	655,900	53.7%
38	Milwaukee [PPM+D]	1,760,800	944,400	53.6%
166	Billings	230,200	122,300	53.1%
145	Minot-Bismarck-Dickinson (Wlstr)	311,100	164,300	52.8%
113	Fargo	505,100	265,000	52.5%
3	Chicago [PPM+D]	7,738,500	3,965,200	51.2%
36	Cincinnati [PPM+D]	1,943,300	883,400	45.5%
77	Rochester, NY	843,100	374,700	44.4%
209	North Platte	27,500	12,000	43.6%
191	Great Falls	120,700	52,600	43.6%
203	Zanesville	67,000	28,700	42.8%
12	Seattle-Tacoma [PPM+D]	4,486,400	1,920,700	42.8%
170	Rapid City	204,800	87,500	42.7%
49	Albuquerque-Santa Fe	1,511,300	640,100	42.4%
93	Cedar Rapids-Wirloo-Iowa Ct-Dubq	703,900	293,900	41.8%
201	St. Joseph	89,100	37,200	41.8%
31	San Antonio [PPM+D]	2,324,300	967,100	41.6%
199	Mankato	99,600	41,200	41.4%
10	San Francisco-Oakland-San Jose [PPM+D]	6,092,200	2,513,500	41.3%
101	Tri-Cities, TN-VA	626,200	256,100	40.9%
119	Eugene	514,500	210,000	40.8%
73	Omaha	912,600	366,100	40.1%
67	Spokane	964,200	386,100	40.0%
106	Lincoln & Hastings-Kearney	571,700	228,000	39.9%
64	Dayton	930,500	365,900	39.3%
98	Boise	723,100	283,800	39.2%
108	Ft. Wayne	576,000	223,900	38.9%
20	Sacramento-Stockton-Modesto [PPM+D]	3,564,100	1,374,800	38.6%
6	Atlanta [PPM+D]	5,814,800	2,229,300	38.3%
165	Bluefield-Beckley-Oak Hill	221,400	84,800	38.3%
112	Sioux Falls (Mitchell)	538,600	204,400	38.0%
72	Madison	889,800	336,100	37.8%
48	Louisville	1,418,000	534,300	37.7%
116	Youngstown	497,500	185,500	37.3%
162	Missoula	251,900	93,900	37.3%
149	Sioux City	306,100	113,700	37.1%
121	Montgomery-Selma	496,300	183,700	37.0%
33	Kansas City [PPM+D]	2,077,900	767,600	36.9%
68	Des Moines-Ames	924,600	338,600	36.6%
65	Tucson (Sierra Vista)	949,400	347,600	36.6%
151	Rochester-Mason City-Austin, MN	292,700	106,600	36.4%
138	Rockford	346,000	126,000	36.4%
114	Springfield-Holyoke	553,500	196,600	35.5%
146	Anchorage	342,500	121,200	35.4%
132	Wausau-Rhineland	362,300	128,000	35.3%
127	Monterey-Salinas	594,000	208,600	35.1%
90	Champaign & Springfield-Decatur	704,400	245,000	34.8%
51	Providence-New Bedford [PPM]	1,370,200	474,700	34.6%
56	Richmond-Petersburg	1,195,600	413,900	34.6%
15	Minneapolis-St. Paul [PPM+D]	3,922,600	1,357,700	34.6%
29	Salt Lake City [PPM+D]	2,733,400	945,500	34.6%
18	Miami-Ft. Lauderdale [PPM+D]	3,811,500	1,318,000	34.6%
30	San Diego [PPM]	2,642,500	913,700	34.6%
86	Colorado Springs-Pueblo	802,800	277,400	34.6%
4	Philadelphia [PPM+D]	6,717,000	2,320,200	34.5%
69	Green Bay-Appleton	929,700	321,000	34.5%
102	Reno	626,700	211,400	33.7%
196	Cheyenne, WY-Scottsbluff, NE	117,600	39,300	33.4%
120	Macon	518,100	172,600	33.3%

19	Cleveland-Akron (Canton) [PPM+D]	3,077,900	1,024,500	33.3%
186	Butte-Bozeman, MT	164,600	54,600	33.2%
11	Phoenix (Prescott) [PPM+D]	4,685,600	1,553,300	33.2%
14	Detroit [PPM+D]	3,958,000	1,299,600	32.8%
193	Parkersburg	118,100	38,400	32.5%
109	Johnstown-Altoona-State College	560,500	181,800	32.4%
13	Tampa-St. Petersburg (Sarasota) [PPM+D]	4,236,200	1,365,600	32.2%
175	Harrisonburg	208,200	67,000	32.2%
35	Austin [PPM+D]	2,044,500	656,000	32.1%
16	Denver [PPM+D]	3,799,200	1,216,400	32.0%
124	Santa Barbara-Snta Mria-Sn Lu Ob	558,800	178,900	32.0%
1	New York [PPM+D]	17,524,100	5,571,000	31.8%
2	Los Angeles [PPM+D]	14,496,500	4,608,400	31.8%
115	Lansing	523,700	165,800	31.7%
178	Elmira (Corning)	171,400	53,900	31.4%
59	Albany-Schenectady-Troy	1,093,400	343,800	31.4%
34	Hartford & New Haven [PPM+D]	2,120,800	666,700	31.4%
104	Davenport-Rock Island-Moline	569,900	178,600	31.3%
141	Topeka	346,600	108,000	31.2%
52	Memphis [PPM+D]	1,392,800	431,900	31.0%
	Total	266,409,800	82,347,100	30.9%
5	Dallas-Ft. Worth [PPM+D]	6,735,900	2,076,800	30.8%
63	Lexington	1,039,300	319,700	30.8%
190	Lima	138,300	42,500	30.7%
128	La Crosse-Eau Claire	445,200	136,700	30.7%
57	Wilkes Barre-Scranton-Hztn	1,165,000	357,400	30.7%
9	Boston (Manchester) [PPM+D]	5,545,500	1,691,300	30.5%
189	Twin Falls	149,900	45,600	30.4%
107	Evansville	568,400	172,100	30.3%
43	Harrisburg-Lancaster-Leb-York	1,577,900	475,600	30.1%
183	Jonesboro	174,100	52,300	30.0%
42	Grand Rapids-Kalmzoo-Battle Crk	1,617,900	482,900	29.8%
152	Joplin-Pittsburg	297,700	88,400	29.7%
7	Houston [PPM]	5,998,100	1,774,500	29.6%
184	Bowling Green	163,600	48,300	29.5%
122	Peoria-Bloomington	465,900	137,400	29.5%
32	Columbus, OH [PPM+D]	2,094,400	612,900	29.3%
53	Fresno-Visalia	1,596,400	460,900	28.9%
117	Yakima-Pasco-Richland-Kennewick	554,900	160,000	28.8%
40	Las Vegas [PPM+D]	1,901,500	548,200	28.8%
161	Binghamton	256,200	73,800	28.8%
176	Quincy-Hannibal-Keokuk	190,600	54,900	28.8%
164	Yuma-El Centro	298,300	85,300	28.6%
139	Duluth-Superior	325,100	92,600	28.5%
130	Corpus Christi	441,700	125,800	28.5%
205	Helena	60,900	17,300	28.4%
22	Portland, OR [PPM+D]	2,834,200	800,100	28.2%
95	Baton Rouge	722,800	204,000	28.2%
71	Roanoke-Lynchburg	891,800	249,200	27.9%
204	Victoria	68,800	19,100	27.8%
180	Bend, OR	184,600	51,200	27.7%
144	Palm Springs	370,300	102,400	27.7%
26	Pittsburgh [PPM+D]	2,302,800	631,200	27.4%
85	Syracuse	761,900	207,700	27.3%
81	Huntsville-Decatur (Florence)	807,700	215,100	26.6%
45	Birmingham (Ann and Tusc)	1,528,000	406,500	26.6%
82	Waco-Temple-Bryan	863,600	229,000	26.5%
129	Wilmington, NC	401,900	106,000	26.4%
194	Greenwood-Greenville, MS	128,800	33,700	26.2%
160	Sherman, TX-Ada, OK	259,700	67,800	26.1%
84	Chattanooga	809,800	209,900	25.9%
126	Columbus, GA (Opelika, AL)	462,900	119,800	25.9%
92	Paducah-Cape Girard-Harrisburg	716,600	183,500	25.6%
17	Orlando-Daytona Beach-Melbourne [PPM+D]	3,656,600	930,500	25.4%
61	Knoxville	1,117,700	284,300	25.4%
66	Honolulu	1,126,200	286,000	25.4%
155	Idaho Falls-Pocatello (Jackson)	324,800	81,900	25.2%
202	Fairbanks	70,200	17,700	25.2%
172	Utica	203,000	51,100	25.2%
123	Bakersfield [Rev. 1]	628,400	154,200	24.5%
150	Erie	293,700	71,800	24.4%
94	Burlington-Plattsburgh	708,900	171,600	24.2%
80	Toledo	811,100	195,800	24.1%
28	Baltimore [PPM+D]	2,431,300	582,300	24.0%
91	El Paso (Las Cruces)	847,100	201,900	23.8%

136	Medford-Klamath Falls	344,000	81,900	23.8%
133	Chico-Redding	384,100	91,200	23.7%
171	Jackson, TN	202,500	47,800	23.6%
58	Mobile-Pensacola (Ft. Walton)	1,184,300	279,300	23.6%
163	Wheeling-Steubenville	241,900	56,200	23.2%
188	Grand Junction-Montrose	153,300	35,300	23.0%
50	New Orleans	1,353,900	310,800	23.0%
70	Wichita-Hutchinson Plus	909,200	208,400	22.9%
23	Raleigh-Durham (Fayetteville) [PPM+D]	2,656,200	602,700	22.7%
137	Columbia-Jefferson City, MO	370,800	83,400	22.5%
87	Savannah	771,600	173,500	22.5%
24	St. Louis [PPM+D]	2,545,800	572,400	22.5%
39	West Palm Beach-Ft. Pierce [PPM+D]	1,798,900	404,200	22.5%
76	Columbia, SC	851,100	191,100	22.5%
89	Shreveport	719,000	160,400	22.3%
74	Flint-Saginaw-Bay City	869,500	189,700	21.8%
99	South Bend-Elkhart	683,800	148,100	21.7%
110	Augusta-Aiken, GA	557,400	120,400	21.6%
96	Jackson, MS	687,900	148,300	21.6%
147	Odessa-Midland	331,000	70,700	21.4%
78	Portland-Auburn, ME	826,300	174,500	21.1%
192	Meridian	129,800	27,400	21.1%
158	Terre Haute	273,500	57,700	21.1%
21	Charlotte [PPM+D]	2,759,200	575,000	20.8%
157	Biloxi-Gulfport	285,400	59,200	20.7%
182	Marquette	169,700	34,500	20.3%
131	Amarillo	394,600	79,900	20.2%
134	Columbus-Tupelo-West Point, MS	373,200	74,400	19.9%
37	Greenville-Sprtnbrg-Ashvl-Andrsn	1,874,300	373,200	19.9%
125	Lafayette, LA	487,300	96,400	19.8%
118	Traverse City-Cadillac	477,200	94,200	19.7%
46	Oklahoma City	1,525,800	298,700	19.6%
168	Hattiesburg-Laurel	230,100	45,000	19.6%
142	Lubbock	347,500	67,900	19.5%
143	Beaumont-Port Arthur	343,100	66,900	19.5%
206	Presque Isle	47,800	9,300	19.5%
187	Lafayette, IN	168,300	32,700	19.4%
200	Ottumwa-Kirksville	92,600	17,900	19.3%
27	Nashville [PPM+D]	2,439,800	469,700	19.3%
88	Charleston, SC	739,400	141,300	19.1%
62	Tulsa	1,096,600	207,500	18.9%
83	Harlingen-Wslco-Brownsville-McA	1,041,900	189,800	18.2%
159	Gainesville	279,600	49,800	17.8%
97	Ft. Smith-Fayettevl-Sprndl-Rgrs	689,000	122,700	17.8%
44	Norfolk-Portsmouth-Newport [PPM+D]	1,585,500	281,600	17.8%
148	Wichita Falls & Lawton	314,000	54,600	17.4%
55	Ft. Myers-Naples	1,194,800	207,500	17.4%
135	Salisbury	362,300	62,100	17.1%
79	Charleston-Huntington	819,200	137,800	16.8%
181	Alexandria, LA	175,500	29,400	16.8%
140	Monroe-El Dorado	335,500	56,100	16.7%
167	Abilene-Sweetwater	228,600	37,200	16.3%
100	Myrtle Beach-Florence, SC	619,800	100,700	16.2%
169	Dothan	204,100	31,200	15.3%
25	Indianapolis [PPM+D]	2,447,500	371,600	15.2%
111	Tyler-Longview (Lfk & Ncgd)	569,800	85,600	15.0%
179	Watertown	185,000	27,200	14.7%
177	Charlottesville	200,000	29,400	14.7%
105	Tallahassee-Thomasville	606,200	88,900	14.7%
75	Springfield, MO	852,600	119,200	14.0%
197	San Angelo	110,200	15,000	13.6%
60	Little Rock-Pine Bluff	1,110,500	150,500	13.6%
41	Jacksonville [PPM+D]	1,655,100	216,300	13.1%
156	Bangor	270,100	34,800	12.9%
47	Greensboro-High Point-Winston-Salem [PPM+D]	1,495,000	192,300	12.9%
174	Clarksburg-Weston	201,800	24,800	12.3%
8	Washington, DC (Hagerstown) [PPM+D]	5,602,400	661,000	11.8%
154	Albany, GA	284,200	33,200	11.7%
103	Greenville-New Bern-Washington	604,200	52,000	8.6%
173	Lake Charles	198,900	16,100	8.1%
185	Laredo	200,000	14,100	7.1%
153	Panama City	305,200	20,700	6.8%
198	Casper-Riverton	100,300	5,900	5.9%
195	Eureka	121,600	7,000	5.8%
208	Alpena	28,900	1,100	3.8%

By DMA: % of the radio audience that listens to AM radio in a month Ranked alphabetically by market

Source: Nielsen Nationwide Fall 2022, Persons 12+, Monday - Sunday 12m-12m, 4-week reach, Nielsen data processed by Act1 Systems

Market rank	Market	Monthly AM/FM radio net reach	Monthly AM radio net reach	% of AM/FM radio reach from AM radio
	Total	266,409,800	82,347,100	30.9%
167	Abilene-Sweetwater	228,600	37,200	16.3%
59	Albany-Schenectady-Troy	1,093,400	343,800	31.4%
154	Albany, GA	284,200	33,200	11.7%
49	Albuquerque-Santa Fe	1,511,300	640,100	42.4%
181	Alexandria, LA	175,500	29,400	16.8%
208	Alpena	28,900	1,100	3.8%
131	Amarillo	394,600	79,900	20.2%
146	Anchorage	342,500	121,200	35.4%
6	Atlanta [PPM+D]	5,814,800	2,229,300	38.3%
110	Augusta-Aiken, GA	557,400	120,400	21.6%
35	Austin [PPM+D]	2,044,500	656,000	32.1%
123	Bakersfield [Rev. 1]	628,400	154,200	24.5%
28	Baltimore [PPM+D]	2,431,300	582,300	24.0%
156	Bangor	270,100	34,800	12.9%
95	Baton Rouge	722,800	204,000	28.2%
143	Beaumont-Port Arthur	343,100	66,900	19.5%
180	Bend, OR	184,600	51,200	27.7%
166	Billings	230,200	122,300	53.1%
157	Biloxi-Gulfport	285,400	59,200	20.7%
161	Binghamton	256,200	73,800	28.8%
45	Birmingham (Ann and Tusc)	1,528,000	406,500	26.6%
165	Bluefield-Beckley-Oak Hill	221,400	84,800	38.3%
98	Boise	723,100	283,800	39.2%
9	Boston (Manchester) [PPM+D]	5,545,500	1,691,300	30.5%
184	Bowling Green	163,600	48,300	29.5%
54	Buffalo	1,220,800	655,900	53.7%
94	Burlington-Plattsburgh	708,900	171,600	24.2%
186	Butte-Bozeman, MT	164,600	54,600	33.2%
198	Casper-Riverton	100,300	5,900	5.9%
93	Cedar Rapids-Wtrloo-Iowa Ct-Dubq	703,900	293,900	41.8%
90	Champaign & Springfield-Decatur	704,400	245,000	34.8%
79	Charleston-Huntington	819,200	137,800	16.8%
88	Charleston, SC	739,400	141,300	19.1%
21	Charlotte [PPM+D]	2,759,200	575,000	20.8%
177	Charlottesville	200,000	29,400	14.7%
84	Chattanooga	809,800	209,900	25.9%
196	Cheyenne, WY-Scottsbluff, NE	117,600	39,300	33.4%
3	Chicago [PPM+D]	7,738,500	3,965,200	51.2%
133	Chico-Redding	384,100	91,200	23.7%
36	Cincinnati [PPM+D]	1,943,300	883,400	45.5%
174	Clarksburg-Weston	201,800	24,800	12.3%
19	Cleveland-Akron (Canton) [PPM+D]	3,077,900	1,024,500	33.3%
86	Colorado Springs-Pueblo	802,800	277,400	34.6%
137	Columbia-Jefferson City, MO	370,800	83,400	22.5%
76	Columbia, SC	851,100	191,100	22.5%
134	Columbus-Tupelo-West Point, MS	373,200	74,400	19.9%
126	Columbus, GA (Opelika, AL)	462,900	119,800	25.9%
32	Columbus, OH [PPM+D]	2,094,400	612,900	29.3%
130	Corpus Christi	441,700	125,800	28.5%
5	Dallas-Ft. Worth [PPM+D]	6,735,900	2,076,800	30.8%
104	Davenport-Rock Island-Moline	569,900	178,600	31.3%
64	Dayton	930,500	365,900	39.3%

16	Denver [PPM+D]	3,799,200	1,216,400	32.0%
68	Des Moines-Ames	924,600	338,600	36.6%
14	Detroit [PPM+D]	3,958,000	1,299,600	32.8%
169	Dothan	204,100	31,200	15.3%
139	Duluth-Superior	325,100	92,600	28.5%
91	El Paso (Las Cruces)	847,100	201,900	23.8%
178	Elmira (Corning)	171,400	53,900	31.4%
150	Erie	293,700	71,800	24.4%
119	Eugene	514,500	210,000	40.8%
195	Eureka	121,600	7,000	5.8%
107	Evansville	568,400	172,100	30.3%
202	Fairbanks	70,200	17,700	25.2%
113	Fargo	505,100	265,000	52.5%
74	Flint-Saginaw-Bay City	869,500	189,700	21.8%
53	Fresno-Visalia	1,596,400	460,900	28.9%
55	Ft. Myers-Naples	1,194,800	207,500	17.4%
97	Ft. Smith-Fayettevll-Sprndl-Rgrs	689,000	122,700	17.8%
108	Ft. Wayne	576,000	223,900	38.9%
159	Gainesville	279,600	49,800	17.8%
210	Glendive	6,800	4,900	72.1%
188	Grand Junction-Montrose	153,300	35,300	23.0%
42	Grand Rapids-Kalmzoo-Battle Crk	1,617,900	482,900	29.8%
191	Great Falls	120,700	52,600	43.6%
69	Green Bay-Appleton	929,700	321,000	34.5%
47	Greensboro-High Point-Winston-Salem [PPM+D]	1,495,000	192,300	12.9%
103	Greenville-New Bern-Washington	604,200	52,000	8.6%
37	Greenville-Sprtnbrg-Ashvl-Andrsn	1,874,300	373,200	19.9%
194	Greenwood-Greenville, MS	128,800	33,700	26.2%
83	Harlingen-Wslco-Brownsville-McA	1,041,900	189,800	18.2%
43	Harrisburg-Lancaster-Leb-York	1,577,900	475,600	30.1%
175	Harrisonburg	208,200	67,000	32.2%
34	Hartford & New Haven [PPM+D]	2,120,800	666,700	31.4%
168	Hattiesburg-Laurel	230,100	45,000	19.6%
205	Helena	60,900	17,300	28.4%
66	Honolulu	1,126,200	286,000	25.4%
7	Houston [PPM]	5,998,100	1,774,500	29.6%
81	Huntsville-Decatur (Florence)	807,700	215,100	26.6%
155	Idaho Falls-Pocatello (Jackson)	324,800	81,900	25.2%
25	Indianapolis [PPM+D]	2,447,500	371,600	15.2%
96	Jackson, MS	687,900	148,300	21.6%
171	Jackson, TN	202,500	47,800	23.6%
41	Jacksonville [PPM+D]	1,655,100	216,300	13.1%
109	Johnstown-Altoona-State College	560,500	181,800	32.4%
183	Jonesboro	174,100	52,300	30.0%
152	Joplin-Pittsburg	297,700	88,400	29.7%
207	Juneau	22,400	14,500	64.7%
33	Kansas City [PPM+D]	2,077,900	767,600	36.9%
61	Knoxville	1,117,700	284,300	25.4%
128	La Crosse-Eau Claire	445,200	136,700	30.7%
187	Lafayette, IN	168,300	32,700	19.4%
125	Lafayette, LA	487,300	96,400	19.8%
173	Lake Charles	198,900	16,100	8.1%
115	Lansing	523,700	165,800	31.7%
185	Laredo	200,000	14,100	7.1%
40	Las Vegas [PPM+D]	1,901,500	548,200	28.8%
63	Lexington	1,039,300	319,700	30.8%
190	Lima	138,300	42,500	30.7%
106	Lincoln & Hastings-Kearney	571,700	228,000	39.9%
60	Little Rock-Pine Bluff	1,110,500	150,500	13.6%
2	Los Angeles [PPM+D]	14,496,500	4,608,400	31.8%
48	Louisville	1,418,000	534,300	37.7%
142	Lubbock	347,500	67,900	19.5%
120	Macon	518,100	172,600	33.3%
72	Madison	889,800	336,100	37.8%
199	Mankato	99,600	41,200	41.4%
182	Marquette	169,700	34,500	20.3%

136	Medford-Klamath Falls	344,000	81,900	23.8%
52	Memphis [PPM+D]	1,392,800	431,900	31.0%
192	Meridian	129,800	27,400	21.1%
18	Miami-Ft. Lauderdale [PPM+D]	3,811,500	1,318,000	34.6%
38	Milwaukee [PPM+D]	1,760,800	944,400	53.6%
15	Minneapolis-St. Paul [PPM+D]	3,922,600	1,357,700	34.6%
145	Minot-Bismarck-Dickinson (Wlstr)	311,100	164,300	52.8%
162	Missoula	251,900	93,900	37.3%
58	Mobile-Pensacola (Ft. Walton)	1,184,300	279,300	23.6%
140	Monroe-El Dorado	335,500	56,100	16.7%
127	Monterey-Salinas	594,000	208,600	35.1%
121	Montgomery-Selma	496,300	183,700	37.0%
100	Myrtle Beach-Florence, SC	619,800	100,700	16.2%
27	Nashville [PPM+D]	2,439,800	469,700	19.3%
50	New Orleans	1,353,900	310,800	23.0%
1	New York [PPM+D]	17,524,100	5,571,000	31.8%
44	Norfolk-Portsmouth-Newport [PPM+D]	1,585,500	281,600	17.8%
209	North Platte	27,500	12,000	43.6%
147	Odessa-Midland	331,000	70,700	21.4%
46	Oklahoma City	1,525,800	298,700	19.6%
73	Omaha	912,600	366,100	40.1%
17	Orlando-Daytona Beach-Melbourne [PPM+D]	3,656,600	930,500	25.4%
200	Ottumwa-Kirksville	92,600	17,900	19.3%
92	Paducah-Cape Girard-Harrisburg	716,600	183,500	25.6%
144	Palm Springs	370,300	102,400	27.7%
153	Panama City	305,200	20,700	6.8%
193	Parkersburg	118,100	38,400	32.5%
122	Peoria-Bloomington	465,900	137,400	29.5%
4	Philadelphia [PPM+D]	6,717,000	2,320,200	34.5%
11	Phoenix (Prescott) [PPM+D]	4,685,600	1,553,300	33.2%
26	Pittsburgh [PPM+D]	2,302,800	631,200	27.4%
78	Portland-Auburn, ME	826,300	174,500	21.1%
22	Portland, OR [PPM+D]	2,834,200	800,100	28.2%
206	Presque Isle	47,800	9,300	19.5%
51	Providence-New Bedford [PPM]	1,370,200	474,700	34.6%
176	Quincy-Hannibal-Keokuk	190,600	54,900	28.8%
23	Raleigh-Durham (Fayetteville) [PPM+D]	2,656,200	602,700	22.7%
170	Rapid City	204,800	87,500	42.7%
102	Reno	626,700	211,400	33.7%
56	Richmond-Petersburg	1,195,600	413,900	34.6%
71	Roanoke-Lynchburg	891,800	249,200	27.9%
151	Rochester-Mason City-Austin, MN	292,700	106,600	36.4%
77	Rochester, NY	843,100	374,700	44.4%
138	Rockford	346,000	126,000	36.4%
20	Sacramento-Stockton-Modesto [PPM+D]	3,564,100	1,374,800	38.6%
135	Salisbury	362,300	62,100	17.1%
29	Salt Lake City [PPM+D]	2,733,400	945,500	34.6%
197	San Angelo	110,200	15,000	13.6%
31	San Antonio [PPM+D]	2,324,300	967,100	41.6%
30	San Diego [PPM]	2,642,500	913,700	34.6%
10	San Francisco-Oakland-San Jose [PPM+D]	6,092,200	2,513,500	41.3%
124	Santa Barbara-Santa Maria-Santa Lucia-Obispo	558,800	178,900	32.0%
87	Savannah	771,600	173,500	22.5%
12	Seattle-Tacoma [PPM+D]	4,486,400	1,920,700	42.8%
160	Sherman, TX-Ada, OK	259,700	67,800	26.1%
89	Shreveport	719,000	160,400	22.3%
149	Sioux City	306,100	113,700	37.1%
112	Sioux Falls (Mitchell)	538,600	204,400	38.0%
99	South Bend-Elkhart	683,800	148,100	21.7%
67	Spokane	964,200	386,100	40.0%
114	Springfield-Holyoke	553,500	196,600	35.5%
75	Springfield, MO	852,600	119,200	14.0%
201	St. Joseph	89,100	37,200	41.8%
24	St. Louis [PPM+D]	2,545,800	572,400	22.5%

85	Syracuse	761,900	207,700	27.3%
105	Tallahassee-Thomasville	606,200	88,900	14.7%
13	Tampa-St. Petersburg (Sarasota) [PPM+D]	4,236,200	1,365,600	32.2%
158	Terre Haute	273,500	57,700	21.1%
80	Toledo	811,100	195,800	24.1%
141	Topeka	346,600	108,000	31.2%
118	Traverse City-Cadillac	477,200	94,200	19.7%
101	Tri-Cities, TN-VA	626,200	256,100	40.9%
65	Tucson (Sierra Vista)	949,400	347,600	36.6%
62	Tulsa	1,096,600	207,500	18.9%
189	Twin Falls	149,900	45,600	30.4%
111	Tyler-Longview (Lfkn & Ncgd)	569,800	85,600	15.0%
172	Utica	203,000	51,100	25.2%
204	Victoria	68,800	19,100	27.8%
82	Waco-Temple-Bryan	863,600	229,000	26.5%
8	Washington, DC (Hagerstown) [PPM+D]	5,602,400	661,000	11.8%
179	Watertown	185,000	27,200	14.7%
132	Wausau-Rhineland	362,300	128,000	35.3%
39	West Palm Beach-Ft. Pierce [PPM+D]	1,798,900	404,200	22.5%
163	Wheeling-Steubenville	241,900	56,200	23.2%
148	Wichita Falls & Lawton	314,000	54,600	17.4%
70	Wichita-Hutchinson Plus	909,200	208,400	22.9%
57	Wilkes Barre-Scranton-Hztn	1,165,000	357,400	30.7%
129	Wilmington, NC	401,900	106,000	26.4%
117	Yakima-Pasco-Richland-Kennewick	554,900	160,000	28.8%
116	Youngstown	497,500	185,500	37.3%
164	Yuma-El Centro	298,300	85,300	28.6%
203	Zanesville	67,000	28,700	42.8%

Top 141 metros: % of the metro radio audience that listens to AM radio in a month
Ranked by % of the radio audience that listens to AM radio among Nielsen subscribers; Markets with at least 20% reach

Source: Nielsen Nationwide Fall 2022 Metro, Persons 12+, Monday - Sunday 12m-12m, analysis represents listening to Nielsen radio station subscribers

Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers	Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers	Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers
59	Buffalo-Niagara Falls, NY	56%	96	Reno, NV	32%	51	Memphis, TN [PPM]	25%
3	Chicago, IL [PPM]	48%	28	Sacramento, CA [PPM]	32%	142	Canton, OH	25%
43	Milwaukee-Racine, WI [PPM]	48%	209	Rochester, MN	32%	151	Ann Arbor, MI	24%
245	Sheboygan, WI	45%	15	Minneapolis-St. Paul, MN [PPM]	31%	90	Columbia, SC	24%
253	Grand Forks, ND-MN	45%	178	Anchorage, AK	31%	208	Las Cruces-Deming, NM	24%
241	Bismarck, ND	44%	199	Salina-Manhattan, KS	31%	178	Traverse City-Petoskey, MI	24%
39	San Jose, CA [PPM]	43%	2	Los Angeles, CA [PPM]	31%	111	York, PA	24%
33	Cincinnati, OH [PPM]	42%	89	Madison, WI	31%	87	Colorado Springs, CO	24%
11	Seattle-Tacoma, WA [PPM]	42%	5	Dallas-Ft. Worth, TX [PPM]	31%	218	Columbia, MO	24%
192	Fargo-Moorhead, ND-MN	41%	68	Grand Rapids, MI	31%	140	Savannah, GA	23%
187	St. Cloud, MN	41%	223	Eau Claire, WI	30%	163	Evansville, IN	23%
160	Lincoln, NE	40%	74	Allentown-Bethlehem, PA	30%	121	Portsmouth-Dover-Rochester, NH	23%
130	Macon, GA	40%	86	Harrisburg-Lebanon-Carlisle, PA	30%	247	Williamsport, PA	23%
196	Danbury, CT	39%	20	Nassau-Suffolk (Long Island) [PPM]	30%	221	Joplin, MO	22%
75	Omaha-Council Bluffs, NE-IA	39%	249	Brunswick, GA	30%	197	Charleston, WV	22%
4	San Francisco, CA [PPM]	39%	139	Appleton-Oshkosh, WI	29%	126	New Haven, CT	22%
137	Youngstown-Warren, OH	38%	14	Detroit, MI [PPM]	29%	120	Modesto, CA	22%
244	Sioux City, IA	38%	239	Harrisonburg, VA	29%	234	Sussex, NJ	22%
83	Boise, ID	38%	30	Orlando, FL [PPM]	29%	69	Sarasota-Bradenton, FL	22%
25	San Antonio, TX [PPM]	38%	10	Boston, MA [PPM]	29%	79	Wilkes Barre-Scranton, PA	22%
7	Atlanta, GA [PPM]	38%	189	Bryan-College Station, TX	29%	29	Austin, TX [PPM]	22%

60	Rochester, NY	37%	106	Lexington-Fayette, KY	28%	24	St. Louis, MO [PPM]	22%
186	Columbus, GA	36%	154	Montgomery, AL	28%	23	Baltimore, MD [PPM]	22%
65	Dayton, OH	36%	136	Reading, PA	28%	127	Jackson, MS	22%
176	Wausau-Stevens Pt (Centrl WI), WI	36%	18	Denver-Boulder, CO [PPM]	28%	77	Baton Rouge, LA	21%
114	Johnson City-Kingspt-Brstl, TN-VA	36%	188	Kalamazoo, MI	28%	66	Fresno, CA	21%
62	Tucson, AZ	36%	41	Hudson Valley, NY	28%	206	Chico, CA	21%
159	Rockford, IL	36%	17	Tampa-St Petersburg-Clearwater [PPM]	28%	104	Huntsville, AL	21%
55	Louisville, KY	36%	228	Pueblo, CO	27%	205	Santa Barbara, CA	21%
27	Salt Lake City-Ogden-Provo [PPM]	36%	230	Monroe, LA	27%	166	Poughkeepsie, NY	21%
202	Cedar Rapids, IA	35%	116	Ft. Wayne, IN	27%	157	Peoria, IL	21%
34	Kansas City, KS-MO [PPM]	35%	35	Cleveland, OH [PPM]	27%	224	Muskegon, MI	20%
70	Albuquerque, NM	35%	22	Portland, OR [PPM]	27%	63	Honolulu, HI	20%
88	Spokane, WA	35%	183	Green Bay, WI	27%	50	New Orleans, LA	20%
16	Puerto Rico	35%	227	Bloomington, IL	26%	19	San Diego, CA [PPM]	20%
67	Albany-Schenectady-Troy, NY	34%	190	Waco, TX	26%	236	Parkersburg-Marietta, WV-OH	20%
124	Morristown, NJ	34%	6	Houston-Galveston, TX [PPM]	26%	32	Las Vegas, NV [PPM]	20%
204	Duluth-Superior, MN-WI	34%	193	Binghamton, NY	26%	37	Raleigh-Durham, NC [PPM]	20%
71	Des Moines, IA	34%	201	Topeka, KS	26%	115	Worcester, MA	20%
53	Richmond, VA	33%	81	Stockton, CA	26%	207	Laurel-Hattiesburg, MS	20%
145	Eugene-Springfield, OR	33%	54	Hartford-New Britain-Middletown [PPM]	26%	95	Akron, OH	20%
252	Jackson, TN	33%	200	Tuscaloosa, AL	26%	117	Lancaster, PA	20%
149	Shreveport, LA	33%	175	Sioux Falls, SD	25%			
52	Monmouth-Ocean, NJ	33%	100	Syracuse, NY	25%			
73	Metro Fairfield County, CT	33%	44	Providence-Warwick-Pawtucket [PPM]	25%			
231	Waterloo-Cedar Falls, IA	32%	195	Manchester, NH	25%			
13	Phoenix, AZ [PPM]	32%	180	Lima-Van Wert, OH	25%			
12	Miami-Ft Lauderdale-Hollywood [PPM]	32%	1	New York, NY [PPM]	25%			
9	Philadelphia, PA [PPM]	32%	119	Corpus Christi, TX	25%			
			237	Grand Island-Kearney-Hastngs, NE	25%			

Top 141 metros: % of the metro radio audience that listens to AM radio in a month
 Ranked alphabetically by market; Markets with at least 20% reach

Source: Nielsen Nationwide Fall 2022 Metro, Persons 12+, Monday - Sunday 12m-12m, analysis represents listening to Nielsen radio station subscribers

Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers	Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers	Metro market rank	Market	% of the radio audience that listens to AM radio among Nielsen subscribers
95	Akron, OH	20%	239	Harrisonburg, VA	29%	16	Puerto Rico	35%
67	Albany-Schenectady-Troy, NY	34%	54	Hartford-New Britain-Middletown [PPM]	26%	37	Raleigh-Durham, NC [PPM]	20%
70	Albuquerque, NM	35%	63	Honolulu, HI	20%	136	Reading, PA	28%
74	Allentown-Bethlehem, PA	30%	6	Houston-Galveston, TX [PPM]	26%	96	Reno, NV	32%
178	Anchorage, AK	31%	41	Hudson Valley, NY	28%	53	Richmond, VA	33%
151	Ann Arbor, MI	24%	104	Huntsville, AL	21%	209	Rochester, MN	32%
139	Appleton-Oshkosh, WI	29%	127	Jackson, MS	22%	60	Rochester, NY	37%
7	Atlanta, GA [PPM]	38%	252	Jackson, TN	33%	159	Rockford, IL	36%
29	Austin, TX [PPM]	22%	114	Johnson City-Kingspt-Brstl, TN-VA	36%	28	Sacramento, CA [PPM]	32%
23	Baltimore, MD [PPM]	22%	221	Joplin, MO	22%	199	Salina-Manhattan, KS	31%
77	Baton Rouge, LA	21%	188	Kalamazoo, MI	28%	27	Salt Lake City-Ogden-Provo [PPM]	36%
193	Binghamton, NY	26%	34	Kansas City, KS-MO [PPM]	35%	25	San Antonio, TX [PPM]	38%
241	Bismarck, ND	44%	117	Lancaster, PA	20%	19	San Diego, CA [PPM]	20%
227	Bloomington, IL	26%	208	Las Cruces-Deming, NM	24%	4	San Francisco, CA [PPM]	39%
83	Boise, ID	38%	32	Las Vegas, NV [PPM]	20%	39	San Jose, CA [PPM]	43%
10	Boston, MA [PPM]	29%	207	Laurel-Hattiesburg, MS	20%	205	Santa Barbara, CA	21%
249	Brunswick, GA	30%	106	Lexington-Fayette, KY	28%	69	Sarasota-Bradenton, FL	22%
189	Bryan-College Station, TX	29%	180	Lima-Van Wert, OH	25%	140	Savannah, GA	23%
59	Buffalo-Niagara Falls, NY	56%	160	Lincoln, NE	40%	11	Seattle-Tacoma, WA [PPM]	42%
142	Canton, OH	25%	2	Los Angeles, CA [PPM]	31%	245	Sheboygan, WI	45%

202	Cedar Rapids, IA	35%	55	Louisville, KY	36%	149	Shreveport, LA	33%
197	Charleston, WV	22%	130	Macon, GA	40%	244	Sioux City, IA	38%
3	Chicago, IL [PPM]	48%	89	Madison, WI	31%	175	Sioux Falls, SD	25%
206	Chico, CA	21%	195	Manchester, NH	25%	88	Spokane, WA	35%
33	Cincinnati, OH [PPM]	42%	51	Memphis, TN [PPM]	25%	187	St. Cloud, MN	41%
35	Cleveland, OH [PPM]	27%	73	Metro Fairfield County, CT	33%	24	St. Louis, MO [PPM]	22%
87	Colorado Springs, CO	24%	12	Miami-Ft Lauderdale-Hollywood [PPM]	32%	81	Stockton, CA	26%
218	Columbia, MO	24%	43	Milwaukee-Racine, WI [PPM]	48%	234	Sussex, NJ	22%
90	Columbia, SC	24%	15	Minneapolis-St. Paul, MN [PPM]	31%	100	Syracuse, NY	25%
186	Columbus, GA	36%	120	Modesto, CA	22%	17	Tampa-St Petersburg-Clearwater [PPM]	28%
119	Corpus Christi, TX	25%	52	Monmouth-Ocean, NJ	33%	201	Topeka, KS	26%
5	Dallas-Ft. Worth, TX [PPM]	31%	230	Monroe, LA	27%	178	Traverse City-Petoskey, MI	24%
196	Danbury, CT	39%	154	Montgomery, AL	28%	62	Tucson, AZ	36%
65	Dayton, OH	36%	124	Morristown, NJ	34%	200	Tuscaloosa, AL	26%
18	Denver-Boulder, CO [PPM]	28%	224	Muskegon, MI	20%	190	Waco, TX	26%
71	Des Moines, IA	34%	20	Nassau-Suffolk (Long Island) [PPM]	30%	231	Waterloo-Cedar Falls, IA	32%
14	Detroit, MI [PPM]	29%	126	New Haven, CT	22%	176	Wausau-Stevens Pt (Centrl WI), WI	36%
204	Duluth-Superior, MN-WI	34%	50	New Orleans, LA	20%	79	Wilkes Barre-Scranton, PA	22%
223	Eau Claire, WI	30%	1	New York, NY [PPM]	25%	247	Williamsport, PA	23%
145	Eugene-Springfield, OR	33%	75	Omaha-Council Bluffs, NE-IA	39%	115	Worcester, MA	20%
163	Evansville, IN	23%	30	Orlando, FL [PPM]	29%	111	York, PA	24%
192	Fargo-Moorhead, ND-MN	41%	236	Parkersburg-Marietta, WV-OH	20%	137	Youngstown-Warren, OH	38%
66	Fresno, CA	21%	157	Peoria, IL	21%			
116	Ft. Wayne, IN	27%	9	Philadelphia, PA [PPM]	32%			
253	Grand Forks, ND-MN	45%	13	Phoenix, AZ [PPM]	32%			
237	Grand Island-Kearney-Hastngs, NE	25%	22	Portland, OR [PPM]	27%			
68	Grand Rapids, MI	31%	121	Portsmouth-Dover-Rochester, NH	23%			
183	Green Bay, WI	27%	166	Poughkeepsie, NY	21%			
86	Harrisburg-Lebanon-Carlisle, PA	30%	44	Providence-Warwick-Pawtucket [PPM]	25%			



Full-service advisory offering media planning recommendations, creative best practices, and measurement services

The **Cumulus Media | Westwood One Audio Active Group**[®] is a true comprehensive marketing advisory that partners with clients to measure the impact of the **entire** audio campaign (not just the Cumulus Media | Westwood One investment), specializing in the following areas:

- **Audio creative best practices:** Advising on the development and testing of sonic logos and advertising creative; offering recommendations on how to optimize and enhance current creative; advising on how to deploy new creative strategies to meet campaign objectives
- **Media planning:** Providing recommendations on daypart mix, flighting, weight levels, podcast genres, and AM/FM radio programming formats to meet campaign objectives, based on audience analytics
- **Strategic allocation within audio:** Advising on the right mix of ad-supported audio platforms
- **Measurement of the entire audio investment:** Advising on the right approach for brands to measure campaign effectiveness, including brand lift, sales effect, and search and site attribution

