Brands Are Finding More Gen Zs on Radio Than Any Other Platform

Source: Horizon Media’s Gen Z Field Guide

FACT ONE
Gen Zs are heavy users of Radio/Audio.
Gen Zs Are 24% More Likely to Listen to the Radio or Audio Media Than the Typical U.S. Adult
Source: Radio: Nielsen Audio Fall 2019; Streaming Services; MRI 2020 Teen Mark, Music/Audio Services Listened/Used last 30 days; Streaming Audio Services Include: Amazon Music, Apple Music, Google Play Music, iTunes, Pandora, SoundCloud, Spotify

FACT TWO
Gen Z makes radio part of their daily routine.

Source: Consumer Expectations of Radio in Car, iHM Proprietary study, March 2019

FACT THREE
iHeartMedia gives brands access to more Gen Z consumers than any other media company, including social media.

No One Reaches Gen Z Better Than iHeart

iHeartMedia Broadcast Reach With Gen Z vs. Social Platforms

Monthly % Reach - P12-17

Sources: Radio: Nielsen Audio Nationwide, Spring 2022 - Mon-Su 12m12m, monthly reach P12-24; Digital: eMarketer, P12-17 Audience, April 2022

iHeart Broadcast Reach With Gen Z vs. Brands Offering Audio

Monthly % Reach - P12-17

Sources: Radio: Nielsen Audio Nationwide, Spring 2022 - Mon-Su 12m12m, monthly reach P12-24; Digital Audio: MRI Teen Mark 2021, Social media, photo or video-sharing services visited or used

FACT FOUR
Gen Z values companionship, and they use different audio platforms to fulfill different needs:

8 in 10 Say Listening to the Radio Makes Them Feel Good

5 in 10 Listen to Podcasts to Learn Something New

6 in 10 Listen to Music to Set a Happy Mood

Source: Consumer Expectations of Radio in Car, iHM Proprietary study, March 2019

iHeartMedia Helps Brands Access and Have a Conversation With Gen Z - At Scale

Now that you've seen the data, let's get started