

Insights >

The Record: Q3 U.S. audio listening trends

3 minute read | October 2025

[Share](#)

Understanding today's complex media consumer habits means that advertisers need more granular data to stay informed and reach the right audiences.

The Record is a quarterly report card on how U.S. consumers spend their listening day, fueled by Nielsen and Edison Research. While advertisers are constantly tracking changes in consumer behavior to improve the impact of their cross-channel marketing, [The Record](#) helps cut through with a unique representation of the time spent with *ad supported* audio.

So how have audio listening habits shifted in the third quarter of 2025 [compared to the second](#)? Let's dig into the data.

The Q3 audio overview

Daily audio consumption amounted to 3 hours and 53 minutes of daily listening across both ad supported and ad free platforms like radio, podcasts, streaming music services and satellite radio. In the third quarter of 2025, ad supported audio accounted for 64% of all listening.

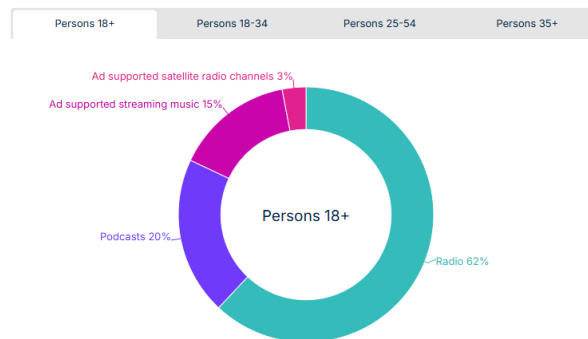
Zeroing in on the ad supported audio universe, consumers spent 62% of their daily time in the third quarter with radio, 20% with podcasts, 15% with streaming music and 3% with satellite radio.

For advertisers planning for audio marketing campaigns, it is important to consider that 82% of all daily ad supported audio time goes to radio and podcasts, while only 15% goes to streaming music services.

A quarterly snapshot: Edison Research Share of Ear®

This chart shows how U.S. audiences spent their time with ad supported audio in Q3 2025.

Share of daily time spent with ad supported audio among U.S. audiences



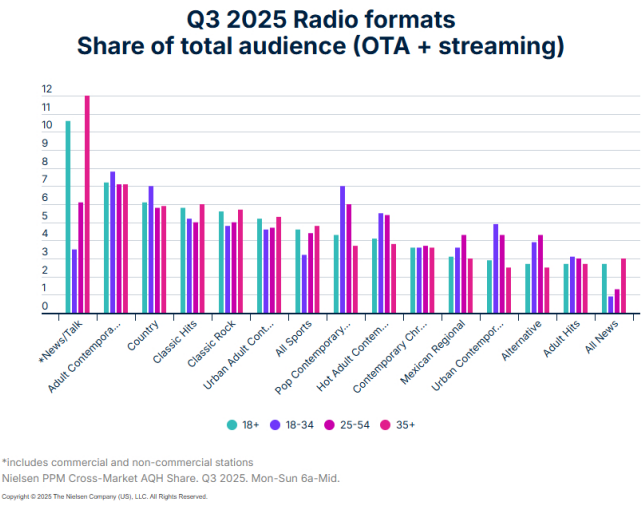
Ad-supported streaming audio excludes premium subscribers who do not receive ads as well as any listening to satellite radio music channels that do not carry ads.
Source: Edison Research, "Share of Ear®" Q3 2025

[Explore even more audio insights with the additional data tables here.](#)

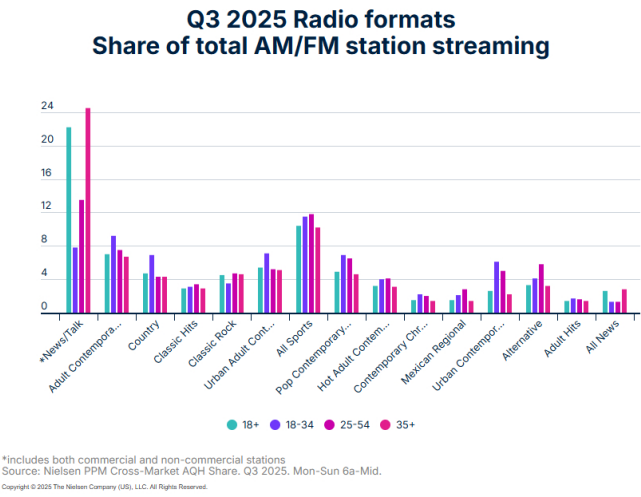
Tracking radio listening by format

The following tables detail how the share of radio audience varies by format, age, demographic and platform for the top 15 largest-reaching AM/FM radio formats. These

differentiate between the share of all radio listening and the share of streaming listening specifically, which are those listening to the digital streams of AM/FM radio stations.



[Explore even more audio insights with the additional data tables here.](#)



[Explore even more audio insights with the additional data tables here.](#)

Get the latest audio insights

As the data continues to demonstrate, radio commands the majority of U.S. consumers audio listening time, with the widest reach across different audience segments. Explore more consumer insights from our latest [Network Audio Today report](#), including how national radio stands out as an attractive option for advertisers with more than 93% of radio listeners tuning to a network-affiliated station every week.

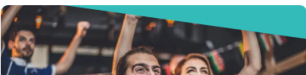
The Record provides a quarterly analysis of audio listening behaviors across the total radio universe. The charts represent average daily usage and share of listening for U.S. audiences. For even more audio data and insights, explore our [audio measurement solutions](#) and [connect with our team of experts](#).



Related tags: [Audience measurement](#) [Music](#) [Total audience](#) [TV](#)

Related insights

Continue browsing similar insights





Report

Getting ahead during retail's peak advertising season

As consumers ready their carts for the year's biggest sales events, brands and agencies across Southeast...

Advertising

2mins read



Articles

Engaging U.S. soccer fans ahead of FIFA World Cup 2026™

Anticipation of the 2026 FIFA World Cup™ is growing the U.S. soccer fanbase. Get the insights to reach the...

Sports & gaming

4mins read



Report

Marketing ROI Blueprint 2025

Explore our blueprint for elevating your marketing ROI, aligning strategy with measurable impact, and making...

Marketing performance

2mins read

Related Products

Our products can help you and your business

Media Analytics

Transform complex data into a clear strategy. Our custom research empowers you to justify media budgets and...

[Read more](#)

Brand Lift

Measure the true impact of your campaigns with Nielsen Brand Lift – trusted brand lift insights across...

[Read more](#)

International Linear TV

Uncover comprehensive insights into global linear TV audiences to optimize content, programming, and ad...

[Read more](#)

Let's Talk

[Get a Demo](#)

Discover how Nielsen can help.

[Solutions](#)

[About Nielsen](#)

[SEC Filings](#)



Copyright © 2025 The Nielsen Company (US), LLC. All Rights Reserved.

[Privacy notice](#) | [Terms of use](#) |

[Limit the use of my sensitive personal information](#)

[Nielsen Marketing Cloud Privacy Statement](#) | [Health Privacy Notice](#)

[Locations](#)

[Careers](#)

[Insights](#)

[News Center](#)