**Radio Statistics**

Roughly 289 million adults in the United States listened to some form of radio at least once a week in the fourth quarter of 2021, the report said. That's good for 89% of the US adult population, and the figure is growing. TV had the second-farthest reach at 85%, followed by smartphones at 83%. The PC and tablet were well behind, at 50% and 37%, respectively.

But the enduring usage of the radio seems to suggest that the rise of on-demand streaming doesn’t have to mean the death of older audio technologies. Since the bulk of this radio usage is coming from people in cars, it also suggests the amount of time we continue to spend getting to or from our destinations!

We value our partnership with [Company Name] and invite you to join us in exploring ways that radio can serve your business and expand **your** reach!