

Black Radio Today 2013

How America Listens to Radio



Radio's Enduring Relationship With Black America

Arbitron *Black Radio Today* 2013

About 92% of Black consumers aged 12 years and over listen to the radio each week at home, at work, in the car and in other locations. Regardless of age, time of day or location, radio is a reliable media companion of Black consumers.

Welcome to Black Radio Today 2013—an up-to-date look at radio listening nationwide and by these formats consumed by Black audiences during the Spring 2012 Diary and April-May-June 2012 PPM surveys: Gospel, Urban Adult Contemporary, Urban Contemporary, Contemporary Inspirational, Rhythmic Contemporary Hit Radio, Adult Contemporary, News/Talk/Information, Pop Contemporary Hit Radio and All Sports.

Black Radio Today 2013 uses Arbitron and Scarborough research to develop a profile of radio listening by Black consumers across America, gathered from thousands of respondents in each of the services. You'll find valuable insights on the enduring relationship between radio and Black listeners around the country.

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The Executive Summary

Radio's Enduring Relationship With Black Listeners

For two decades, the annual Arbitron Black Radio Today study has shown that, regardless of age, gender, time of day or location, radio remains a reliable media companion of Black consumers.

Our 2013 study finds that about 92% of Black consumers aged 12 years and over listened to the radio in an average week during the Spring 2012 survey period. Black persons in the prime 35-54 demographic listened in even greater numbers. Between 6am and 6pm during the work week, at least 10% of the 12+ Black population tuned to the radio; a great majority of that listening occurred out of home.

Four of the nine formats that are profiled in this study are targeted to Black audiences; those four formats (Gospel, Urban Adult Contemporary, Urban Contemporary and Contemporary Inspirational) earn 58% of Black radio listening nationwide.

Among the formats profiled in this study...

The venerable **Gospel** format, which appears in all-sized markets, on AM & FM, commercial and noncommercial, commands the highest proportion of Black listeners (93%) of the formats profiled in this year's study. Now that we are ranking the formats according to Black listener percentage, it's profiled first.

Urban Adult Contemporary (Urban AC) became the No. 1 format among Black listeners in our 2006 report and remains a powerhouse among Black consumers. It is the most-listened-to format among Black persons in the 35-44, 45-54, 55-64 and 65+ age cells and is No. 2 in all of the younger age cells. The format captures 40% of all listening among Black adults aged 45-64. Listeners to this format have impressive education and household income characteristics.

Urban Contemporary is the format of choice among young Black listeners; it captures about 30% of all radio listening among Black persons 12-34. With a few exceptions, Urban Contemporary thrives in states east of the Mississippi River and particularly in the industrial Midwest and South.

The Gospel-flavored **Contemporary Inspirational** format makes its first appearance in this year's Black Radio Today. It has a somewhat younger age profile than Gospel and lower Black listener percentage due to some Inspirational stations that don't target Black audiences.

The listening levels for **Rhythmic Contemporary Hit Radio** (Rhythmic CHR) are off from the last decade but level compared to our 2012 report. The format has the distinction of having nearly equal proportions of Black, Hispanic and "other" ethnic listeners.

About 11% of the **All Sports** listening audience is Black, and the Black men who listen to this format live in the highest income households and constitute the best educated of all the formats in this study.

Ever since the 2008 presidential election, Black listenership to **News/Talk/Information + Talk/Personality** radio has reached new highs. However ratings to the format in this study are lower by a half-share when compared to our 2012 report as well as at the same point in 2008.

What's New and Noteworthy in *Black Radio Today* 2013

A New Order for the Formats

Previous editions of Black Radio Today ranked the formats according to Average Quarter Hour share. Starting this year we rank them based on Black listener composition, starting with the highest composition. This year's study includes formats that earned a 2.0% share of Black listening or more. Scarborough qualitative data is included with the top four formats in this study that target Black audiences: Gospel, Urban Adult Contemporary, Urban Contemporary and Contemporary Inspirational. Scarborough data for the other formats in this study can be found in our Radio Today series.

Regarding PPM Measurement

In December 2010, Arbitron completed its commercialization of the Portable People Meter (PPM) service in 48 Metro markets. That means that for the first time since our 2008 study, users can compare adjacent editions of Black Radio Today using a similar set of Diary and PPM markets. Do note, however, that other conditions may affect the data estimates in a specific year. Some conditions that would affect the data in this year's report include:

- PPM data were included for the first time in Black Radio Today 2009, and the number of PPM-measured markets was expanded in the 2010 and 2011 reports.
- As a result of Hurricane Ike in 2008, data from Houston were not represented in the 2009 report.
- Due to the aftereffects of Hurricane Irene in 2011, data from Hartford-New Britain-Middletown are not represented in the 2012 report.

Top 25 Radio Formats Ranked by Black Ethnic Composition	2013 Format Share	Black Listener Composition
Urban Oldies	0.62	95.8%
Gospel	4.65	92.8%
Urban AC	31.72	90.5%
Urban Contemporary	18.32	78.9%
Contemporary Inspirational	3.40	73.6%
Jazz	0.86	42.6%
Rhythmic CHR	8.93	31.2%
Rhythmic Oldies	0.67	30.2%
Smooth AC	0.56	24.8%
Rhythmic AC	0.93	24.7%
Religious	1.43	20.0%
All News	1.70	13.8%
Variety	0.63	13.0%
All Sports	2.81	11.3%
Adult Contemporary + Soft AC	5.24	9.6%
Pop CHR*	4.62	8.4%
Contemporary Christian	1.16	6.7%
News/Talk/Info+Talk/Personality	4.44	5.8%
Classical	0.51	5.8%
Hot AC	1.71	5.3%
Classic Hits	1.57	4.5%
Adult Hits+80sHits	0.70	4.3%
Alternative	0.53	3.5%
Country + New Country	1.37	2.1%
Classic Rock	0.64	2.1%

Formats highlighted in yellow are profiled in Black Radio Today 2013

Source: Arbitron National Regional Database Black DST markets, Spring 2012, Monday-Sunday, 6am-Midnight, 12+ Black Persons

About *Black Radio Today* 2013

Black Radio Today contains radio listening and consumer behavior statistics for Black listeners in the United States. Data for the charts and graphs in this edition come from these sources:

- Format definitions are supplied to Arbitron by U.S. government-licensed radio stations, their Internet streams and HD Radio services.
- Format-specific and some national data come from the Arbitron TASPCAN™ Web National Regional Database, Spring 2012, featuring quantitative radio audience information from the Black DST Metro markets.
- Some national listening data come from RADAR 115, December 2012.
- Scarborough data in this report are from the company's National USA+ Study, Release 1, 2012 (February 2011-March 2012).

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Black Differential Survey Treatment (DST) Markets (Spring 2012)

Akron	Decatur, IL	Los Angeles*	Rochester, NY
Albany, GA	Denver-Boulder*	Louisville	Rockford
Alexandria, LA	Detroit*	Lufkin-Nacogdoches, TX	Sacramento*
Ann Arbor	Dothan, AL	Macon	Saginaw-Bay City-Midland
Atlanta*	Fayetteville, NC	Melbourne-Titusville-Cocoa	Salisbury-Ocean City
Atlantic City-Cape May	Flint	Memphis*	San Antonio*
Augusta, GA	Florence, SC	Miami-Ft. Lauderdale-Hollywood*	San Diego*
Austin*	Florence-Muscle Shoals, AL	Middlesex-Somerset-Union*	San Francisco*
Baltimore*	Fredericksburg	Milwaukee-Racine*	San Jose*
Baton Rouge	Ft. Pierce-Stuart-Vero Beach	Minneapolis-St. Paul*	Savannah
Battle Creek, MI	Gainesville-Ocala	Mobile	Seattle-Tacoma*
Beaumont-Port Arthur, TX	Greensboro-Winston-Salem- High Point*	Monroe, LA	Shreveport
Biloxi-Gulfport-Pascagoula	Greenville-New Bern-Jacksonville	Montgomery	South Bend
Birmingham	Greenville-Spartanburg	Muskegon, MI	St. Louis*
Boston*	Houston-Galveston*	Myrtle Beach, SC	Tallahassee
Bridgeport	Hudson Valley	Nashville*	Tampa-St. Petersburg-Clearwater*
Brunswick, GA	Huntsville	Nassau-Suffolk (Long Island) *	Texarkana, TX-AR
Bryan-College Station, TX	Indianapolis*	New Orleans	Toledo
Buffalo-Niagara Falls	Jackson, TN	New York*	Trenton
Champaign, IL	Jacksonville*	Norfolk-Virginia Beach- Newport News*	Tupelo, MS
Charleston, SC	Jonesboro, AR	Oklahoma City	Tuscaloosa, AL
Charlotte-Gastonia-Rock Hill*	Jackson, MS	Orlando*	Tyler-Longview
Chattanooga	Kalamazoo	Panama City, FL	Valdosta, GA
Chicago*	Kansas City*	Pensacola	Waco, TX
Cincinnati*	Killeen-Temple TX	Philadelphia*	Washington, DC*
Cleveland*	Lafayette, LA	Phoenix*	West Palm Beach-Boca Raton*
Columbia, SC	Lake Charles, LA	Pittsburgh, PA*	Wichita Falls, TX
Columbus, GA	Lakeland-Winter Haven, FL	Poughkeepsie, NY	Wilmington, DE
Columbus, OH*	Las Vegas*	Raleigh-Durham*	Wilmington, NC
Columbus-Starkville- West Point, MS	Laurel-Hattiesburg, MS	Richmond	Youngstown-Warren
Dallas-Ft. Worth*	Lawton, OK	Riverside-San Bernardino*	
Daytona Beach	Little Rock	Roanoke-Lynchburg	

*Indicates PPM market



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