



Radio Today

# 2001 Radio Today

How America Listens to Radio

# Introduction

*Radio Today* looks at the evolving relationship between radio and its varied listeners. There are more than 13,000 radio stations currently broadcasting around the country. *Radio Today* illustrates that radio continues to be one of the most popular and pervasive forms of media among Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching across all segments of the American population anytime or anyplace.

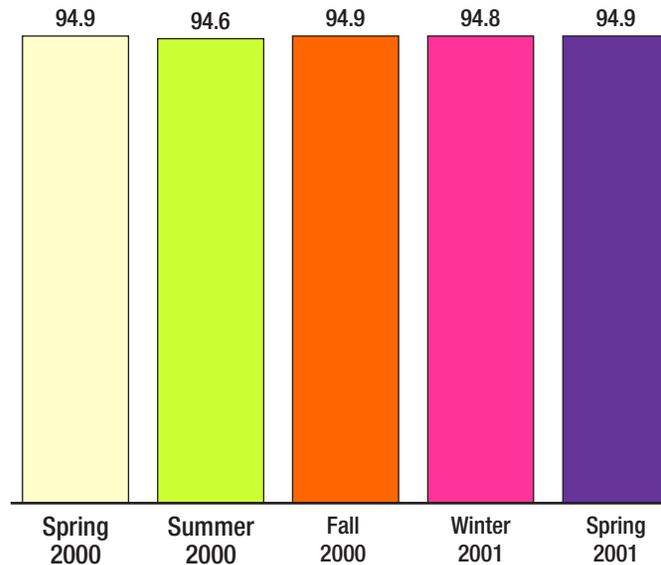
## Contents

Listening Patterns .....	3
Station Trends .....	4
Radio Reaches All Ages .....	5
Hour-by-Hour Listening .....	6
Overnight Listening .....	7
Where People Listen: Weekdays .....	8
Where People Listen: Weekends .....	9
Where Men and Women Listen .....	10
Listening Location .....	11
Listening by Daypart .....	12
<b>People's Favorite Formats</b> .....	14
AC .....	15
Adult Standards .....	17
Alternative .....	19
CHR .....	21
Classical .....	23
Country .....	25
New AC/Smooth Jazz .....	27
News/Talk/Information .....	29
Oldies .....	31
Religious .....	33
Rock .....	35
Spanish .....	37
Urban .....	39
Sources .....	41
Glossary .....	42

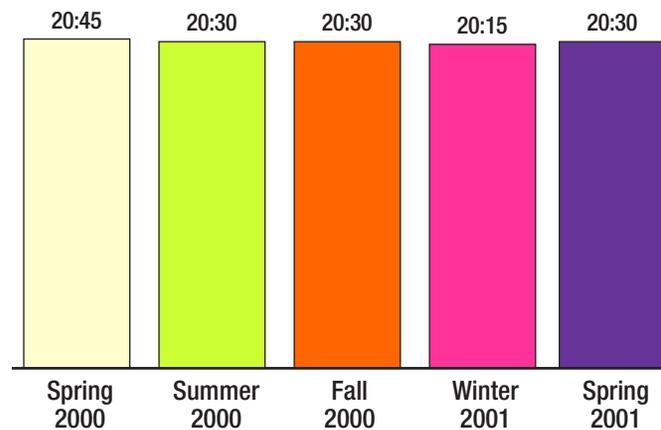
# Listening Patterns

## Recognizing Radio's Reach

Radio reaches nearly 95 percent of the U.S. 12+ population each week. On average, Americans spend about 20.5 hours per week listening to their favorite stations. These numbers have remained steady across recent surveys despite a growing number of consumer media options. Radio clearly remains a popular media choice among consumers.



**Weekly Cume Rating**



**Time Spent Listening by Season**

(Hours and Minutes per Week)  
Mon-Sun 6AM-Mid, Total U.S.

Source: Arbitron's American Radio Listening Trends

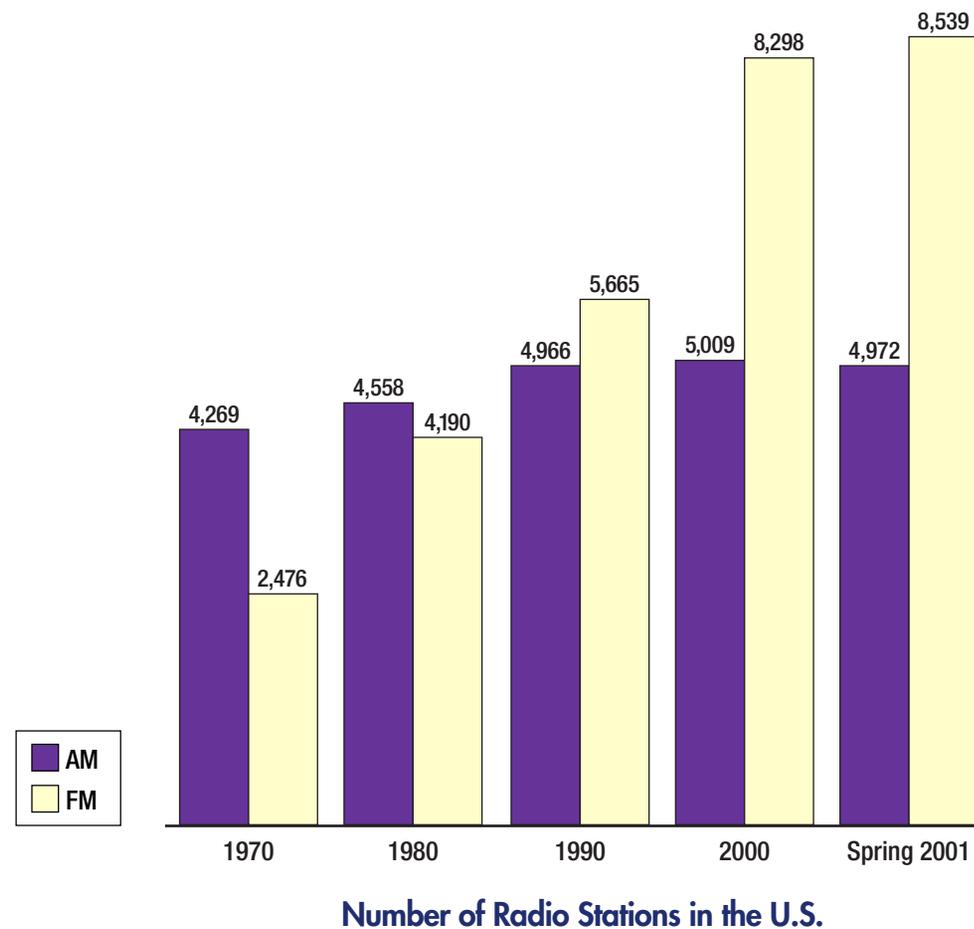
# Station Trends

## Radio Rules

The impressive number of radio stations broadcasting in the U.S. today is a testimony to radio's never-waning popularity.

Although the number of AM stations has remained fairly constant over the past 30 years, the number of FM stations has more than tripled.

In 2001, there were a total of 13,511 radio stations across the U.S: 11,047 were commercial stations and 2,464 were non-commercial stations. Arbitron surveys 13,209 of these stations.



Source: Arbitron's Radio Station Information Database

© 2002 Arbitron Inc.

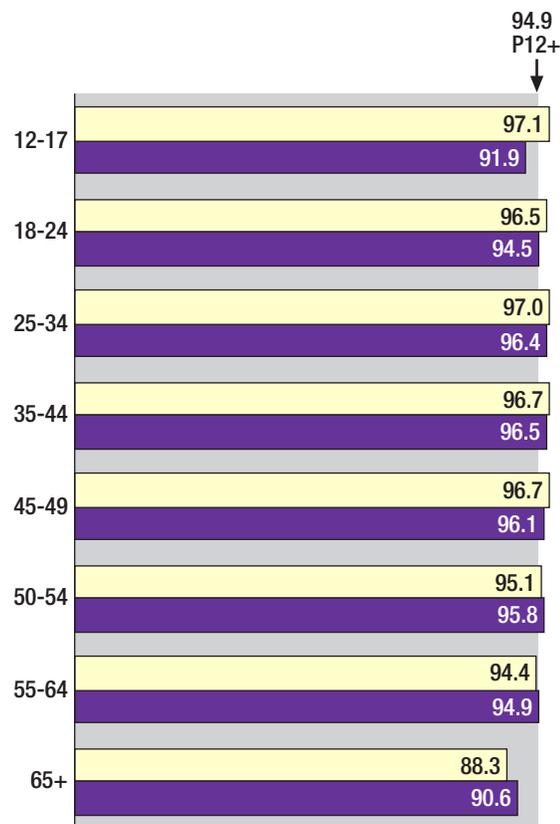
# Radio Reaches All Ages

## Battle of the Sexes

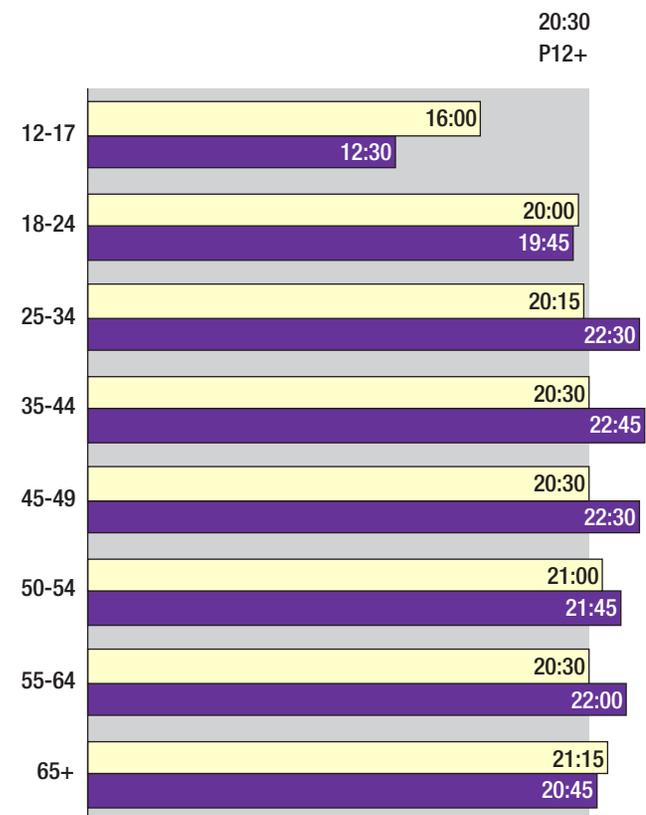
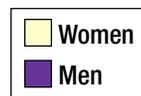
The number of people listening to radio weekly is fairly consistent across genders for people 18-64. Interestingly, the youngest male and the oldest female age groups are the least likely to tune in to radio each week. Teenagers of both sexes tend to spend less time listening than any other age group.

Among men, share of radio listening (96.5 percent) peaks among 35- to 44-year-olds. This group also spends the most time listening (22:45). Men 65+ are the least likely to tune in each week (90.6 percent), followed by teenage boys 12-17 (91.9 percent). Male teens spend the least time listening (12:30).

Share of radio listeners (97.1 percent) peaks among teenage girls. Teenage girls, however, spend significantly less time listening to radio (16:00) than their older counterparts. Older women, 65+, are the least likely to tune in each week, but when they do, they spend the most time listening (21:15). Otherwise, listening patterns for women 18-64 don't vary greatly by age.



Weekly Cume Rating



Time Spent Listening  
Hours and Minutes per Week

Source: Arbitron's American Radio Listening Trends

© 2002 Arbitron Inc.

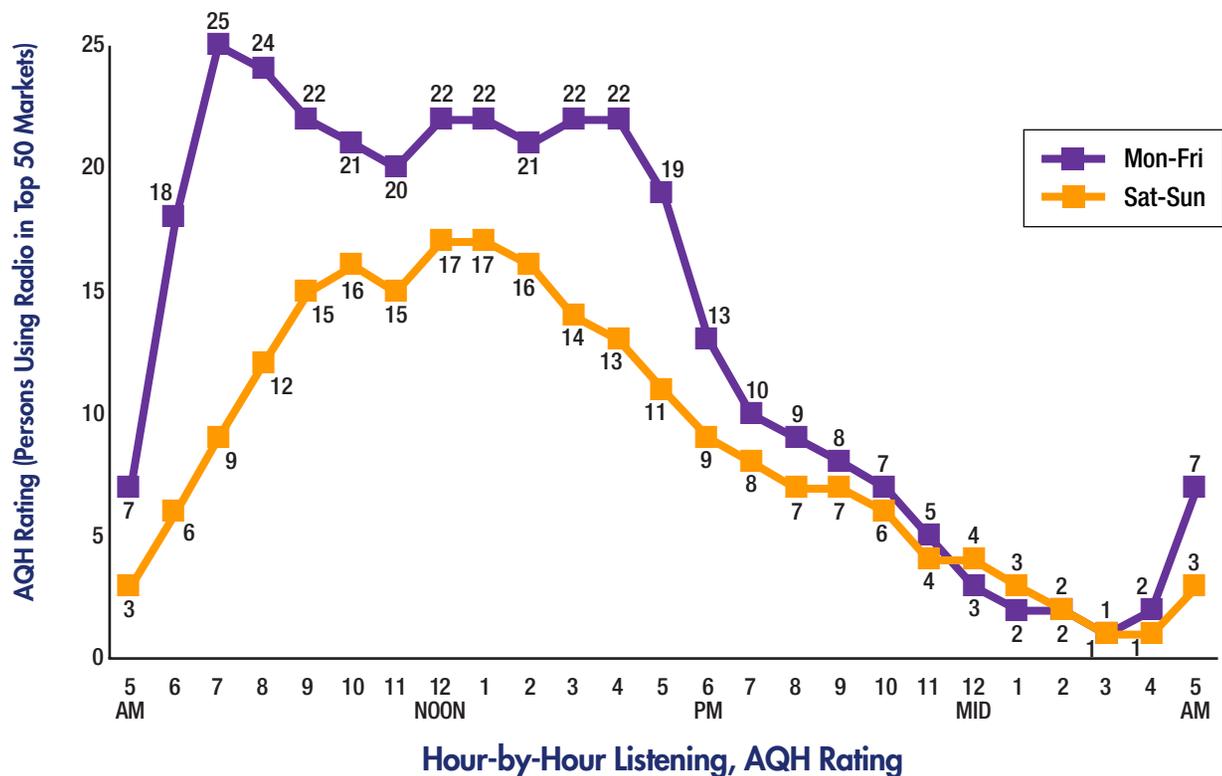
# Hour-by-Hour Listening

## Timing Is Everything

Radio listening peaks most noticeably during wake-ups and commutes at 7AM every weekday. Listening remains strong through 6PM, after which it begins to taper off.

On weekends, listening is at its highest between the hours of 9AM and 3PM.

Regardless of the day of the week, listening drops to its lowest levels while most people are sleeping—12Midnight through 5AM.



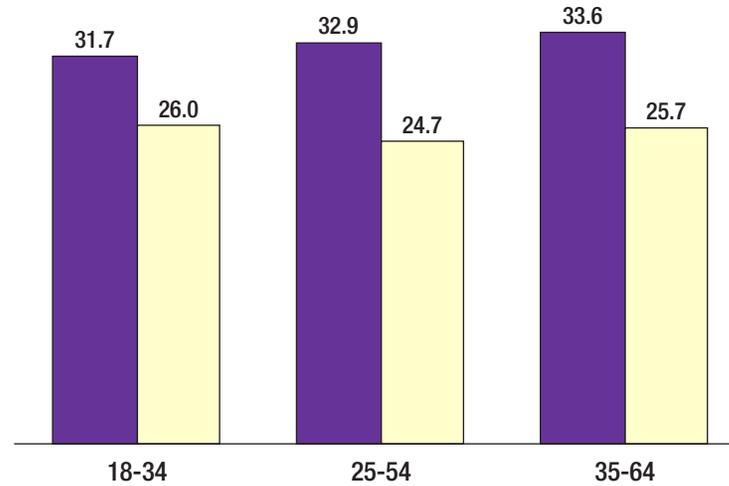
Source: MaximiSer® 8.0/Media Professional<sup>SM</sup>, Spring 2001, Top 50 Markets, Mon-Sun, 5AM-5AM

# Overnight Listening

## Tuning In at Twilight

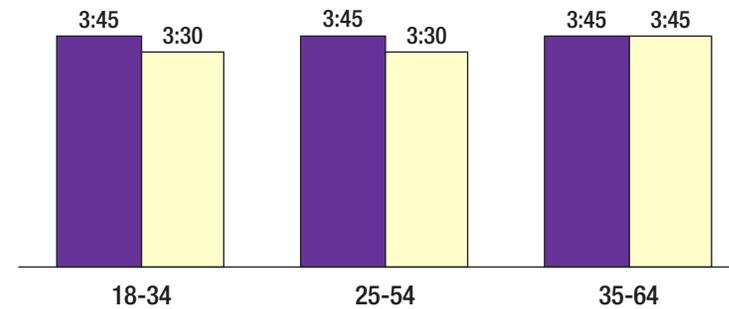
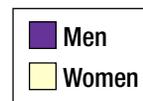
Overnight listening patterns remain consistent across age groups but not across genders. Men of all ages are more likely than their female counterparts to tune in to radio from 12Midnight to 6AM.

Weekly time spent listening from 12Midnight to 6AM is fairly consistent for both men and women and among listeners of all ages.



## Weekly Cume Rating

Top 50 Markets (12Mid-6AM)



## Weekly Time Spent Listening

Top 50 Markets (12Mid-6AM)

Source: Arbitron's American Radio Listening Trends

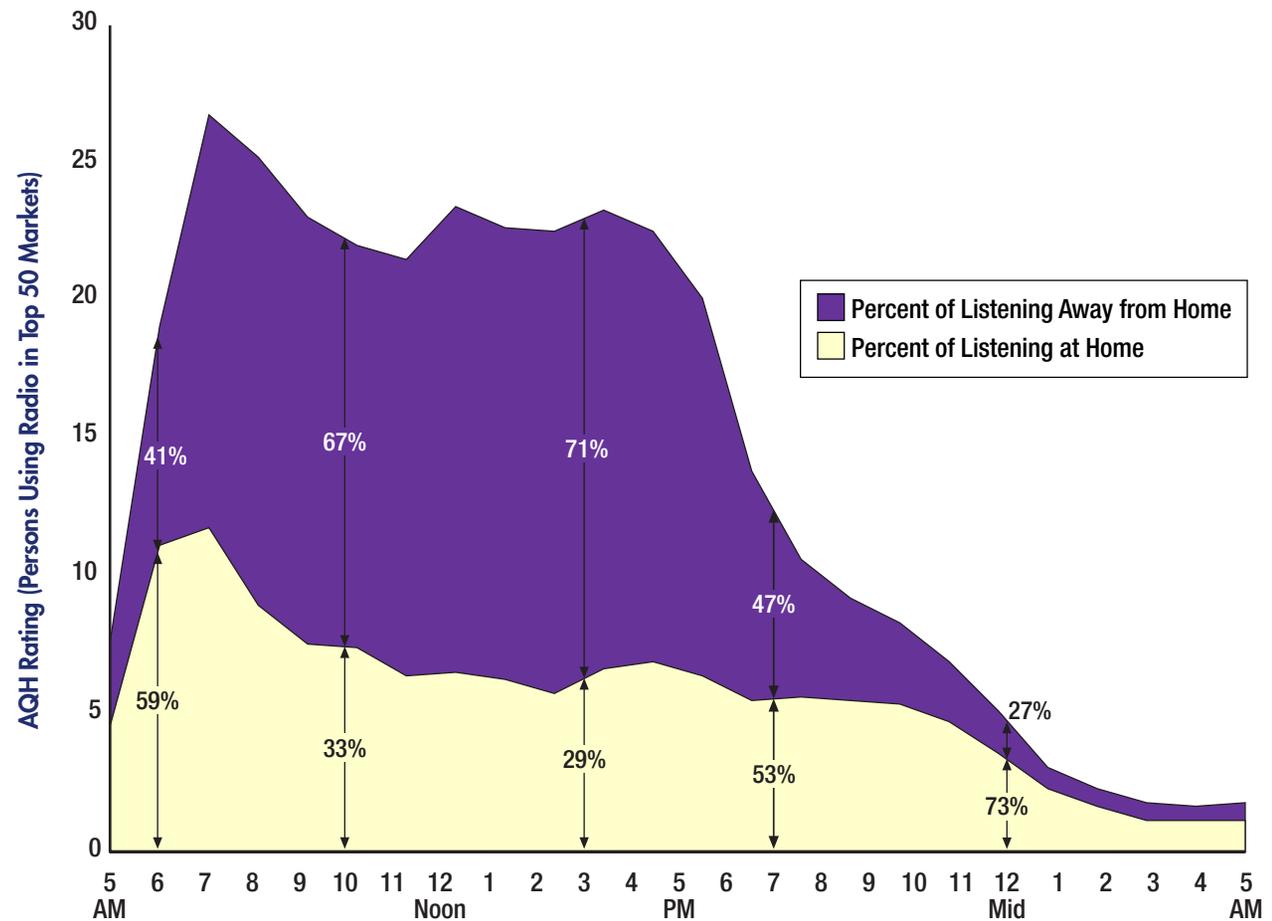
© 2002 Arbitron Inc.

# Where People Listen: Weekdays

## Radio Is a Moving Medium

Monday through Friday, the majority of radio listeners tune in at home in the morning before 7AM and in the evening after 7PM.

Between 8AM and 6PM a giant shift occurs, with 65 percent to 75 percent of radio listening occurring at places outside the home.



## Weekday Listening, AQH Rating

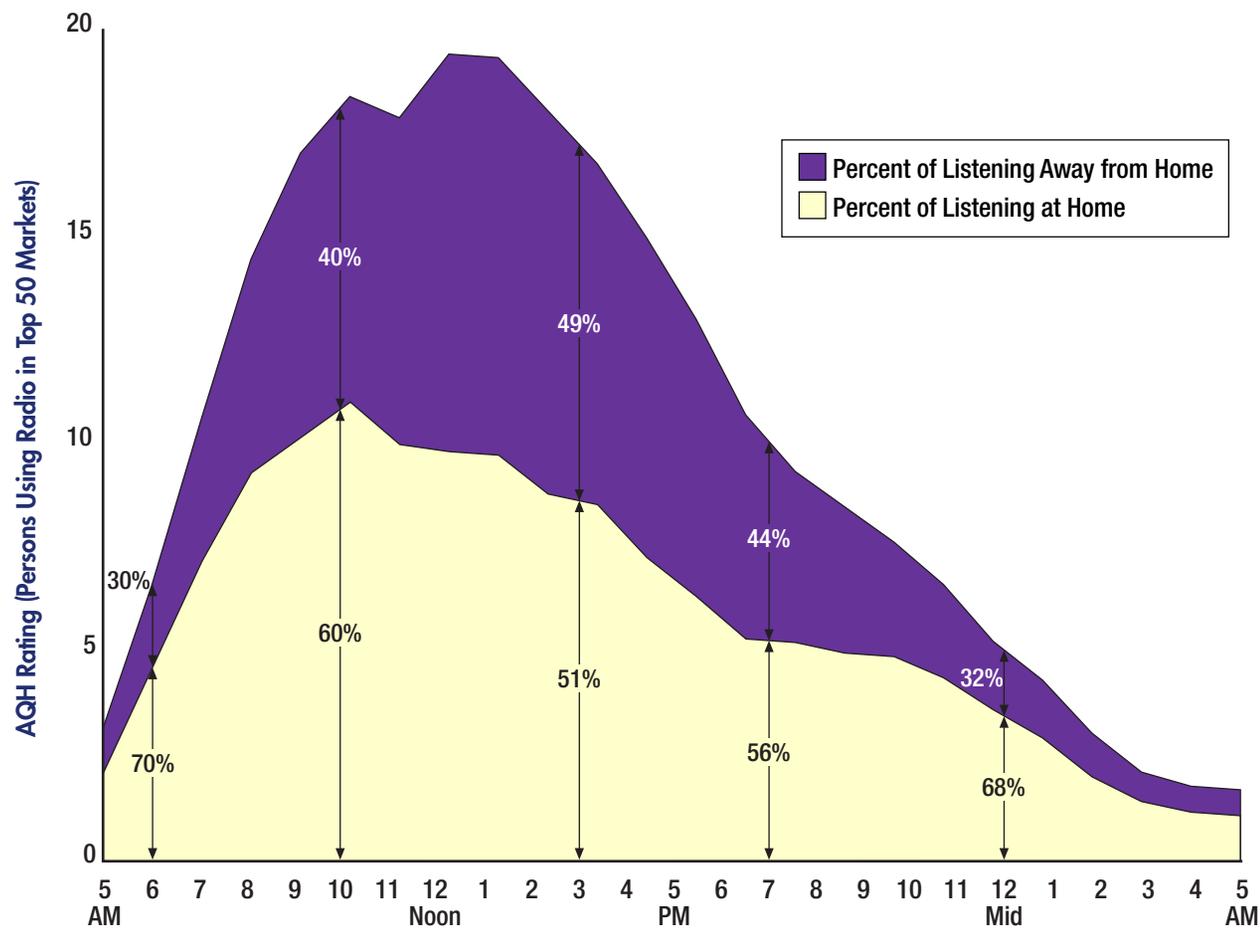
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Markets

# Where People Listen: Weekends

## Strong Weekend Listening at Home

Not surprisingly, listening on weekends is more likely to take place at home. Peak listening hours are before 12 Noon and after 7 PM. Between those hours, away-from-home listening climbs to between 49 percent and 51 percent.



## Weekend Listening, AQH Rating

Sat-Sun, Total Day (5AM-5AM)

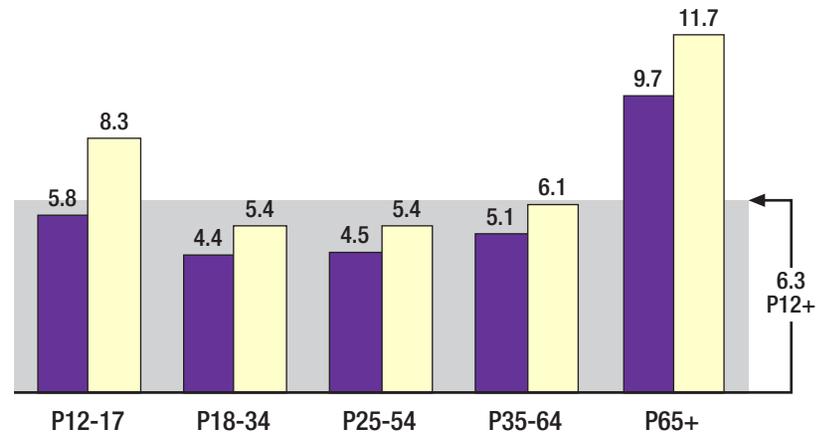
Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Markets

# Where Men and Women Listen

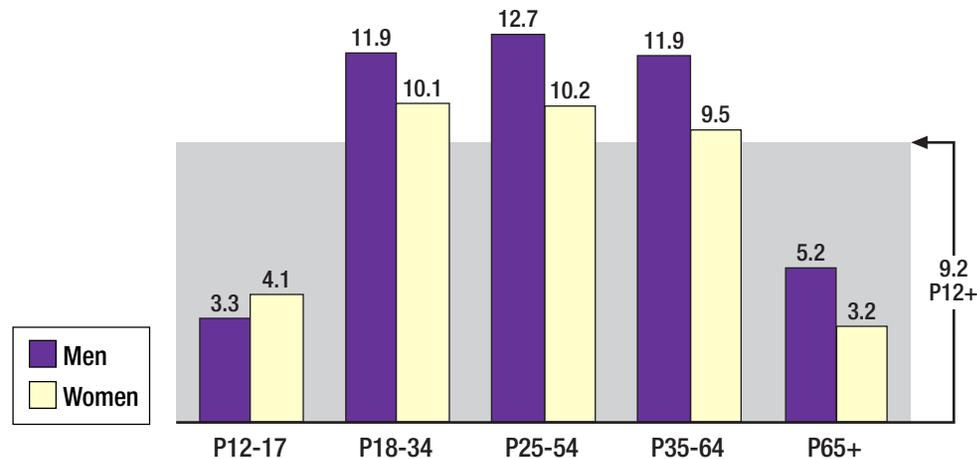
## Radio Is an Out-of-Home Medium for Adults 18-64

The over-65 crowd spends more time listening at home than any other age group. Interestingly, teenage girls spend a surprising amount of time tuning in at home, as well. Women across all age groups tend to listen at home more than their male counterparts.

Conversely, men are more likely to listen to radio away from home; 25- to 54-year-old men are the most likely to tune in at work or at some other location outside the home.



**At-Home Listening for Men and Women**  
(Total Week, AQH Rating)



**Away-from-Home Listening for Men and Women**  
(Total Week, AQH Rating)

Source: Arbitron's American Radio Listening Trends, AQH Rating

# Listening Location

## At Home, at Work, or in the Car—Radio Goes Along

One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to 12Midnight).

At night (7PM to 12Midnight), at-home listening hits a high of 61.2 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (37.7 percent). At work, 43.5 percent of listening occurs on weekdays between 10AM and 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	40.7	31.9	24.9	2.5
Combined Drive	36.8	37.7	23.7	1.7
Mon-Fri 10AM-3PM	28.2	26.2	43.5	2.1
Mon-Fri 7PM-Mid	61.2	24.7	10.6	3.5
Weekend 10AM-7PM	51.5	34.2	9.9	4.5

### Distribution of AQH Radio Listeners by Listening Location

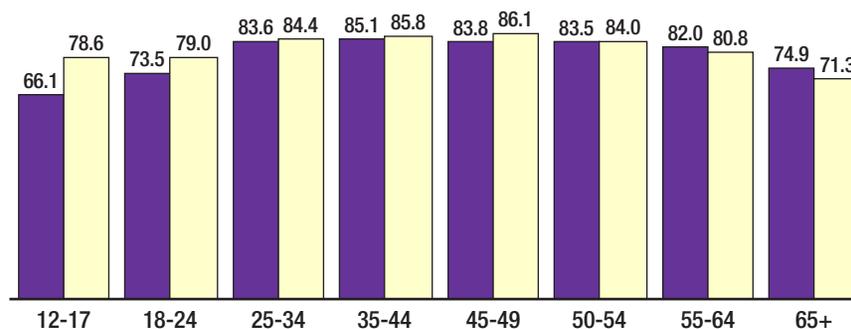
Top 50 Markets, Persons 12+

Source: Arbitron's American Radio Listening Trends

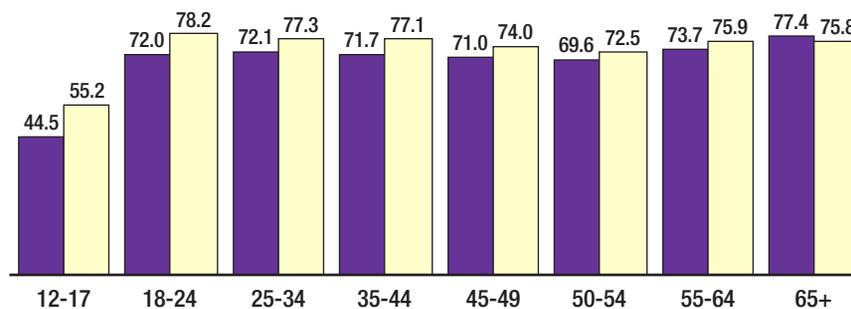
# Listening by Daypart

## Who's Listening When

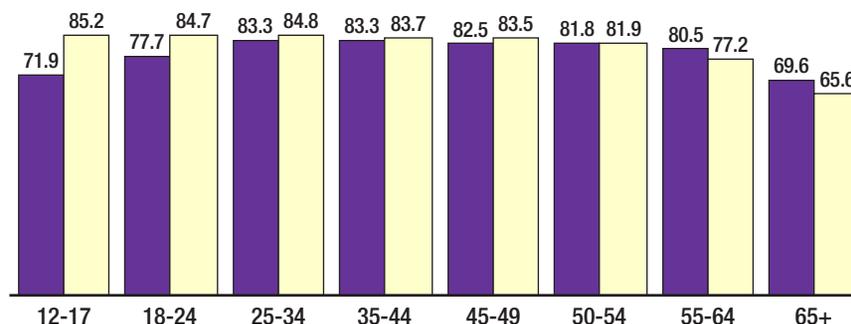
Different age groups listen to radio at different times. Peak listening times for most men and women are weekday mornings from 6AM to 10AM and late afternoons from 3PM to 7PM. Teenagers are most likely to tune in on weekends and weekday afternoons, after school. The Monday-Friday midday time slot (10AM-3PM) captures the attention of more women than men. Monday through Friday, the most dedicated nighttime listeners are teens and young Adults 18-24.



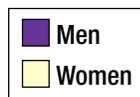
Mon-Fri 6AM-10AM



Mon-Fri 10AM-3PM



Mon-Fri 3PM-7PM



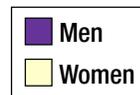
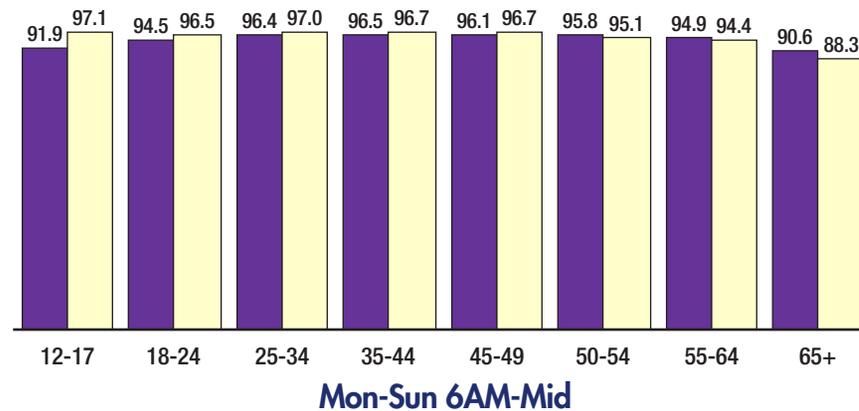
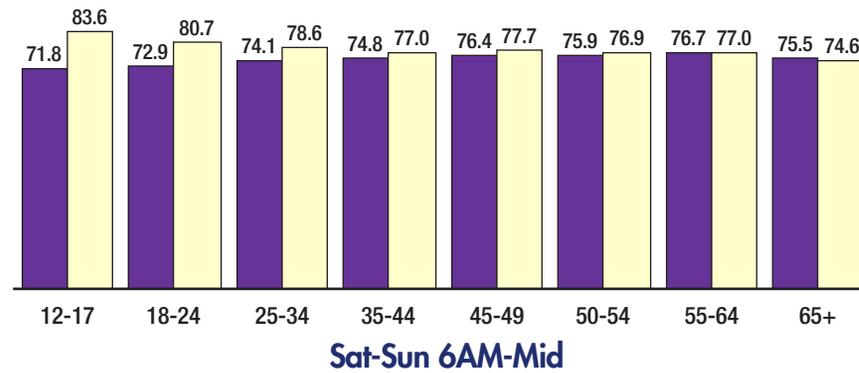
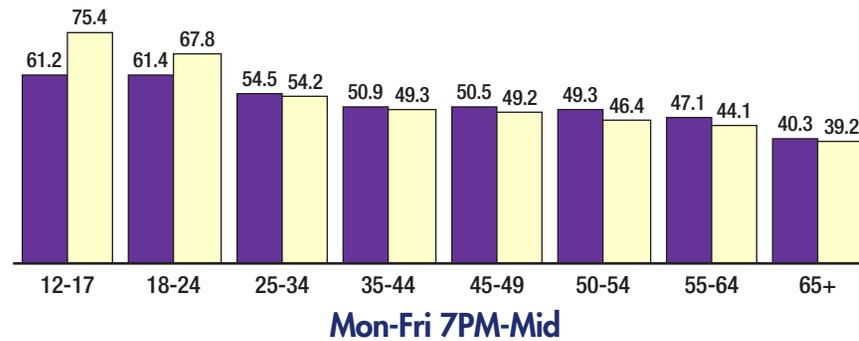
Note: Figures above are Cume Ratings.

Source: Arbitron's American Radio Listening Trends, Cume Rating

(Continued on page 13)

# Listening by Daypart

(Continued from page 12)



Note: Figures above are Cume Ratings.

Source: Arbitron's American Radio Listening Trends, Cume Rating

# People's Favorite Formats

This section highlights 13 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience. It also demonstrates radio's effectiveness in targeting its audience and reinforces the fact that there is a format out there for everyone!

## Here is a sampling of the facts you'll find in the following pages:

Teens 12-17 strongly prefer to listen to music that is "current"—formats such as CHR (pages 21-22) and, to a lesser extent, Urban (pages 39-40) and Alternative (pages 19-20). As they get older, young adults 18-24 lean more toward Alternative music while maintaining a continued interest in CHR and Urban.

Adults 25-34 retain their habit of strong listening to Alternative (pages 19-20) but are open to a wide variety of new sounds and stations: Rock (pages 35-36) and Spanish (pages 37-38) are strong favorites, but Urban (pages 39-40), CHR (pages 21-22) and AC (pages 15-16) are popular formats, as well.

After age 35, format preferences start to change. Rock (pages 35-36) is the first listening choice, but formats that hark back to an earlier era—AC (pages 15-16), New AC/Smooth Jazz (pages 27-28) and Oldies (pages 31-32)—are increasingly popular.

New AC/Smooth Jazz (pages 27-28) is the format of choice for older baby boomers in the 45-54 age group, followed closely by Oldies (pages 31-32). Classical (pages 23-24) takes first place for Adults 55-64, with Adult Standards (pages 17-18), New AC/Smooth Jazz (pages 27-28) and News/Talk/Information (pages 29-30) emerging as strong contenders, as well.

Adults 65+ have a very clear favorite—65.5 percent of their listening is devoted to Adult Standards (pages 17-18). Classical (pages 23-24) and News/Talk /Information (pages 29-30) are also popular formats for this crowd.

*Source: All data come from Arbitron's American Radio Listening Trends.*

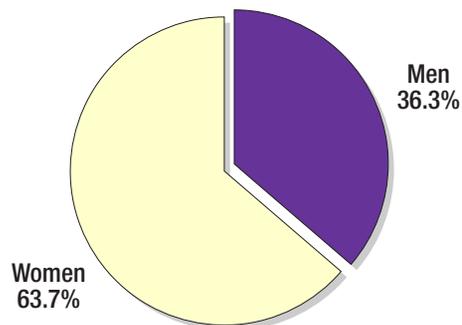
# AC

Encompasses all variants of Adult Contemporary: Soft/Light, Hot AC, Mainstream AC, Full-Service AC and Adult Rock.

## A Few Format Highlights

Sixty-four percent of the AC audience are Women 18+, and 36 percent are Men 18+.

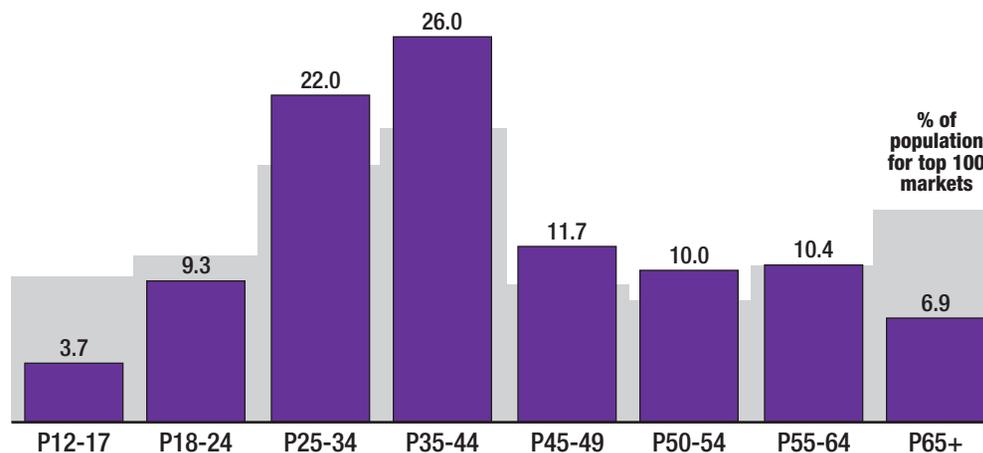
Approximately half of the AC audience is aged 25-44.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

AC	7.7
Hot AC	3.4
Modern AC	1.2
Soft AC	2.1
<b>Total AC</b>	<b>14.4</b>

**AQH Share of AC Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# AC

Thirty-nine percent of Adult Contemporary listening is done at work.

AC has the second highest AQH share after News/Talk/Information.

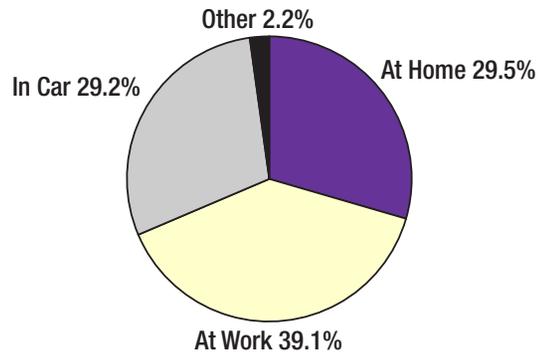
AC has the second highest share of listening in three dayparts: M-F 6AM-10AM, M-F 10AM-3PM, and M-F 3PM-7PM.

New Englanders are 51 percent more likely to tune in to Adult Contemporary when compared with other regions of the country.

AC Stations
<b>1,545</b>
Total Stations
<b>13,209</b>

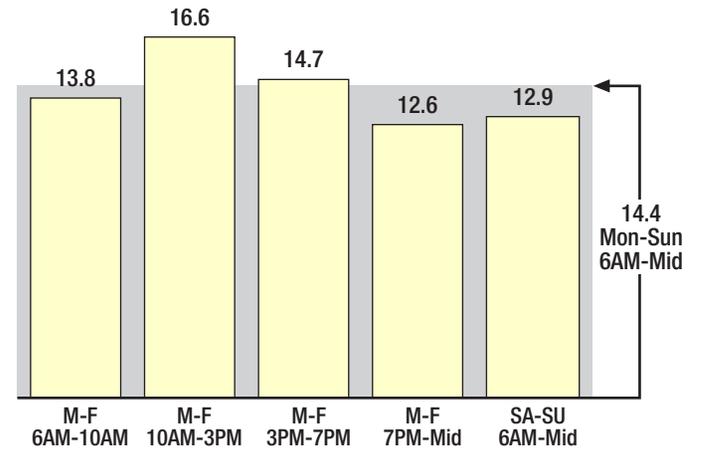
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



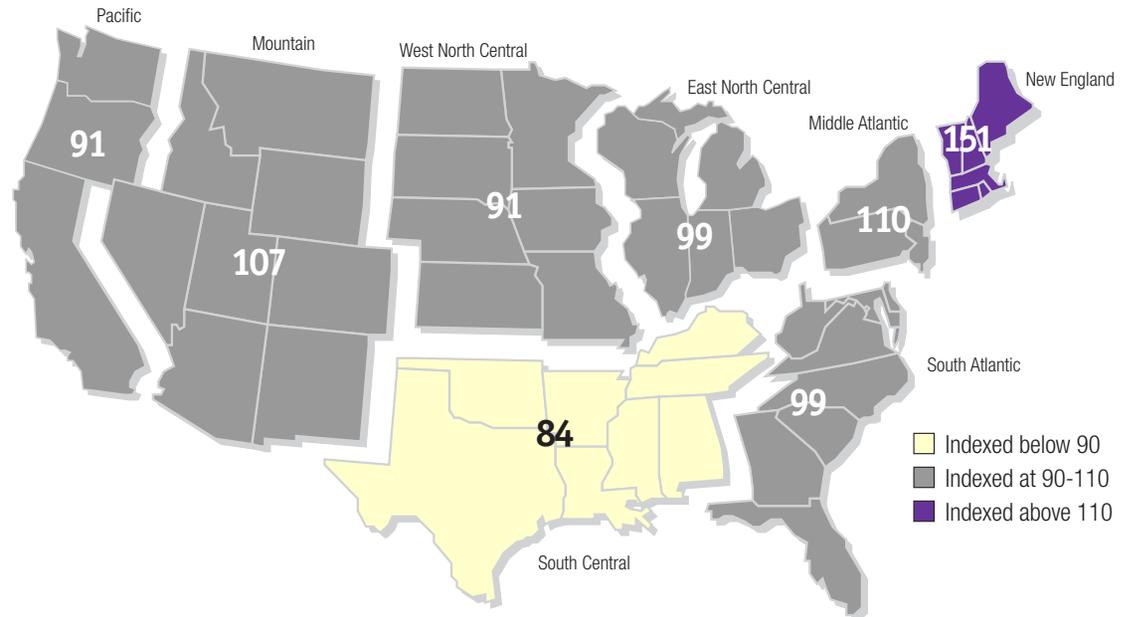
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

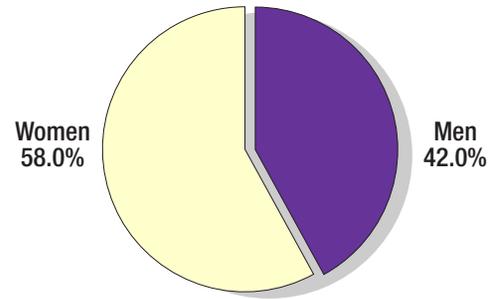
# Adult Standards

Features a substantial amount of pre-Rock era music: Includes Easy Listening, Middle-of-the Road, Nostalgia and Variety outlets.

## A Few Format Highlights

Fifty-eight percent of the Adult Standards audience are Women 18+; 42 percent are Men 18+.

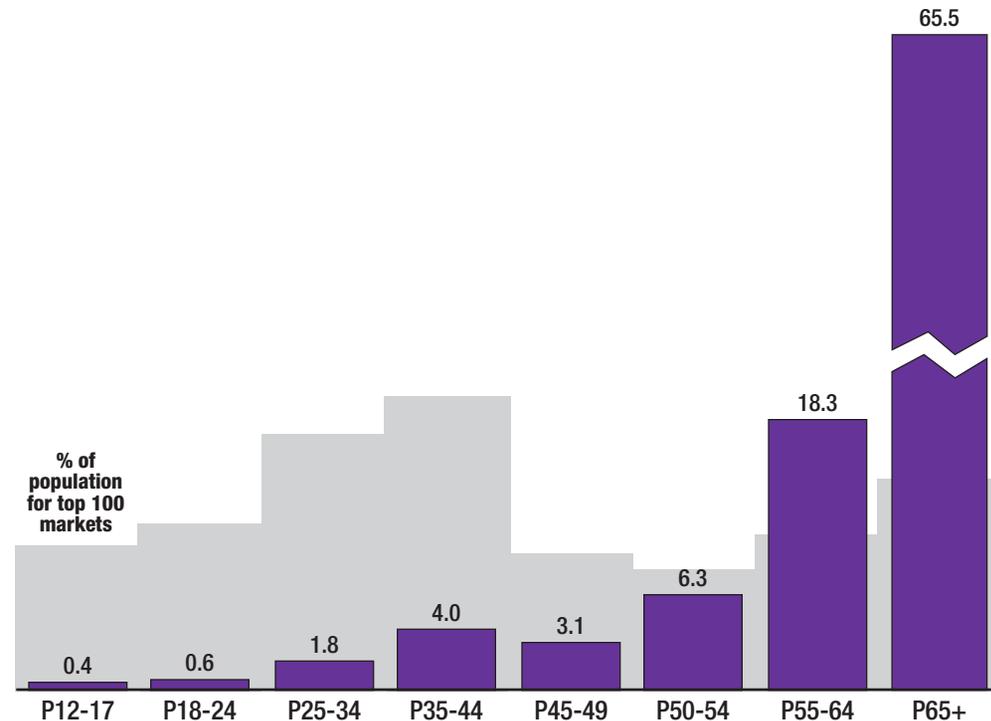
Sixty-five and a half percent of Adult Standards' listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Easy Listening	0.0
MOR	1.9
Nostalgia	0.5
Variety	0.2
<b>Total Adult Standards</b>	<b>2.7</b>

**AQH Share of Adult Standards Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Adult Standards

Adult Standards listeners strongly prefer to listen at home. Sixty-four and a half percent listen at home, while about 24 and a half percent listen in their cars.

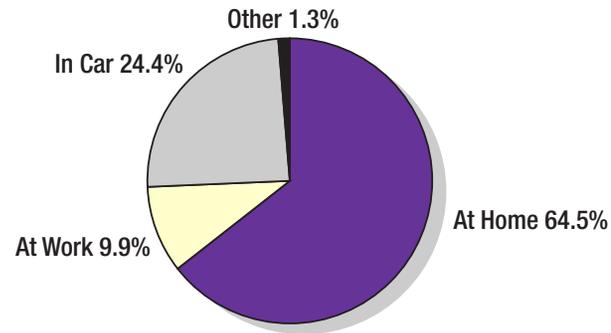
The most popular dayparts for listening to Adult Standards are weekdays 10AM to 3PM and weekends 6AM to midday.

Adult Standards has its largest following among listeners in the Mountain region, where they are 59 percent more likely to tune in than the average listener.

Adult Standards Stations	<b>1,290</b>
Total Stations	<b>13,209</b>

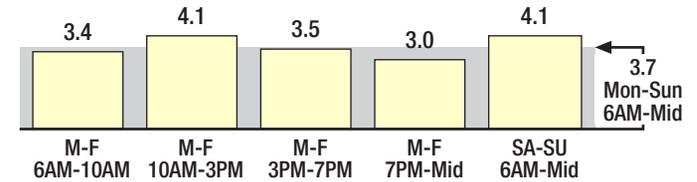
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



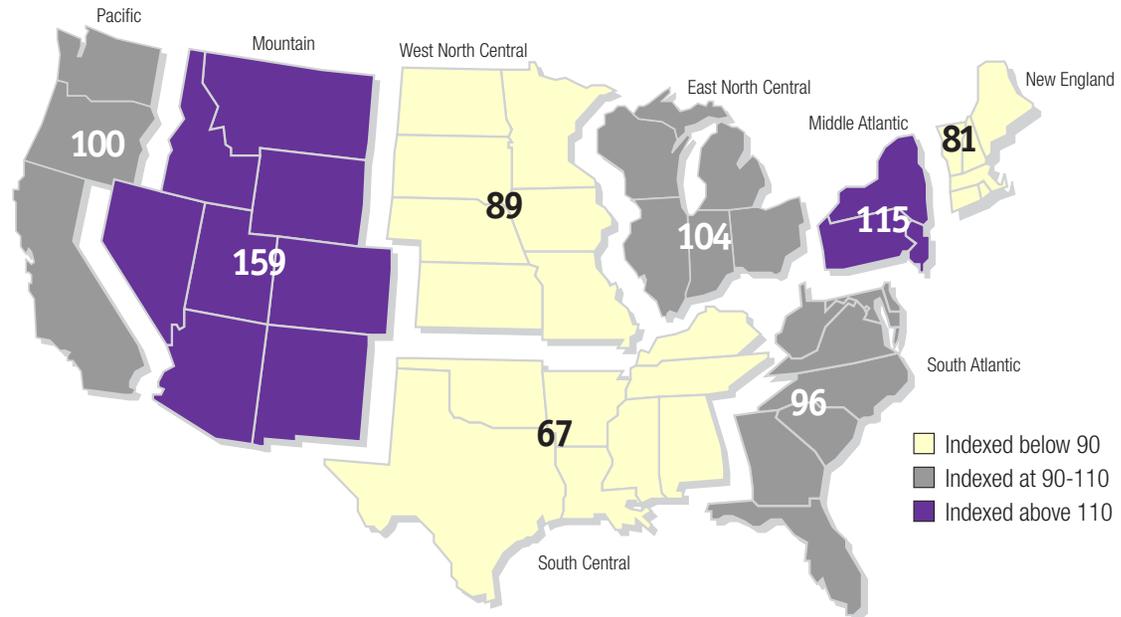
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

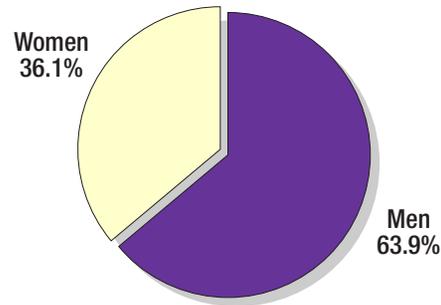
# Alternative

Includes stations billing themselves as "Album Alternative" and "New Rock."

## A Few Format Highlights

Sixty-four percent of Alternative's listeners are Men 18+, and 36 percent are Women 18+.

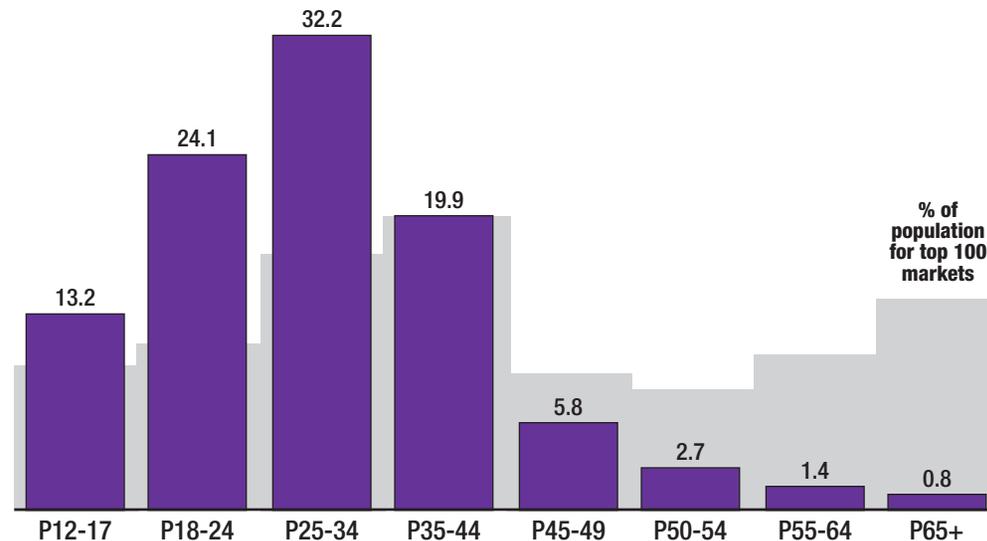
Alternative appeals most to the under-50 crowd—89 percent of the audience are aged 44 or younger. Adults 25-34 account for approximately one-third of Alternative listeners and are more likely to listen to Alternative than to any other format.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Album Adult Alternative	0.8
Alternative	4.0
<b>Total Alternative</b>	<b>4.8</b>

**AQH Share of Alternative Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

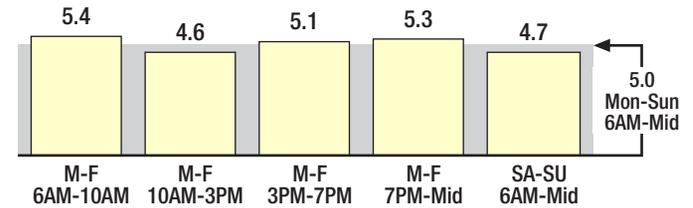
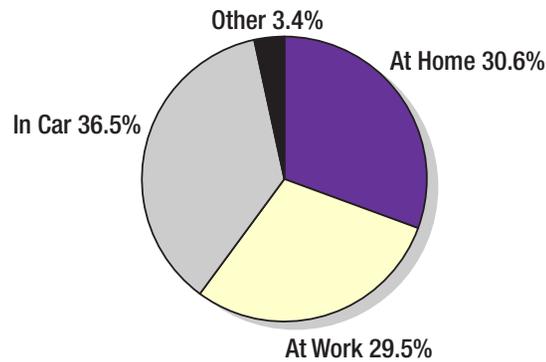
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Alternative

Alternative listeners tune in wherever they can. These listeners spend more time listening in cars (36.5 percent), but they are also listening at home (30.6 percent) and at work (29.5 percent).

Alternative listeners can be found tuning in 6AM to 10AM (5.4 percent) and 7PM to 12Midnight (5.3 percent) Monday through Friday.

New Englanders and those in the Mountain region are much more likely to tune in to Alternative than the average listener.



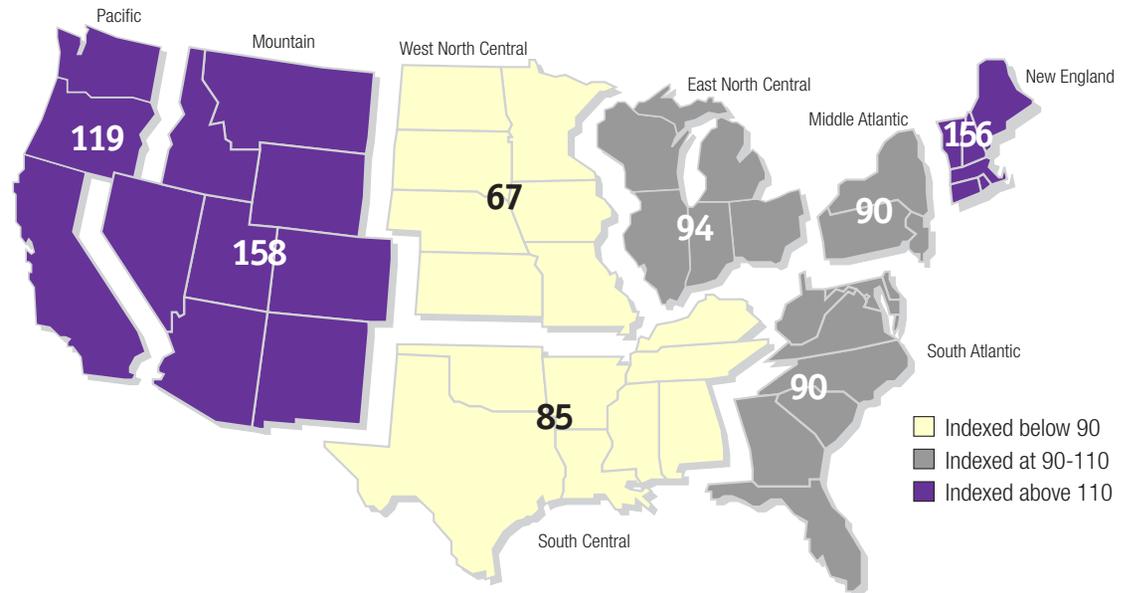
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+

Alternative Stations	429
Total Stations	13,209



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

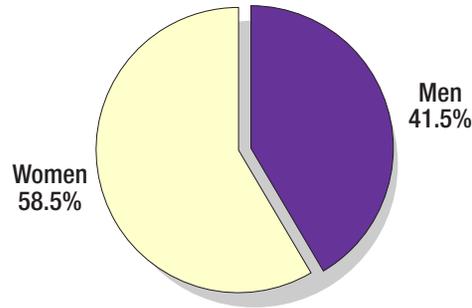
# CHR

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR" and "Rhythmic CHR."

## A Few Format Highlights

CHR listeners are more likely to be women than men. Fifty-eight and a half percent of this audience are Women 18+.

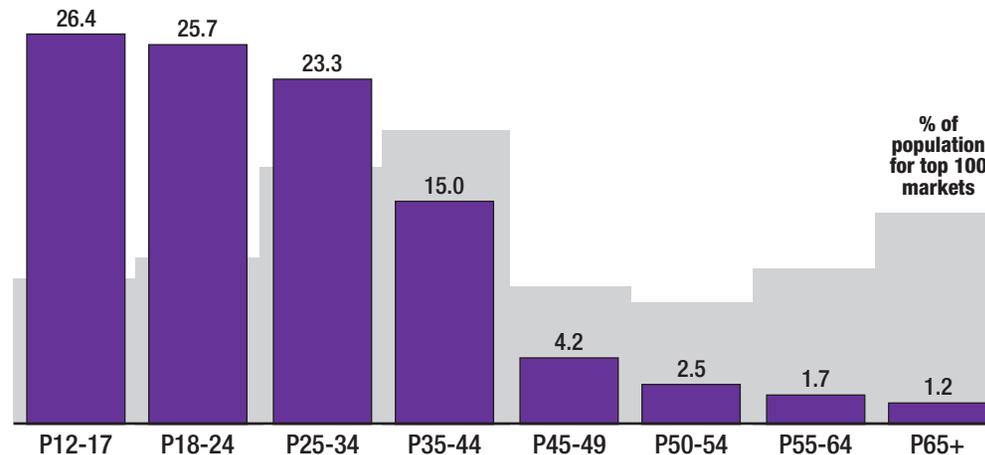
Of all formats, CHR has the highest share of teen listeners (26 percent). Approximately three-quarters of its listeners are 34 and under.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Pop CHR	7.7
Rhythmic CHR	4.6
<b>Total CHR</b>	<b>12.3</b>

**AQH Share of CHR Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

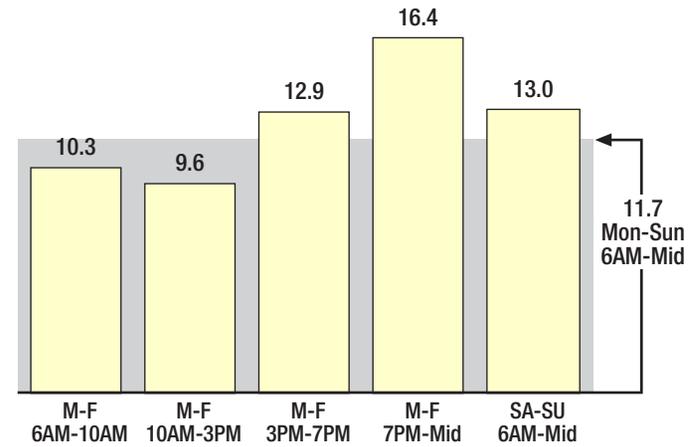
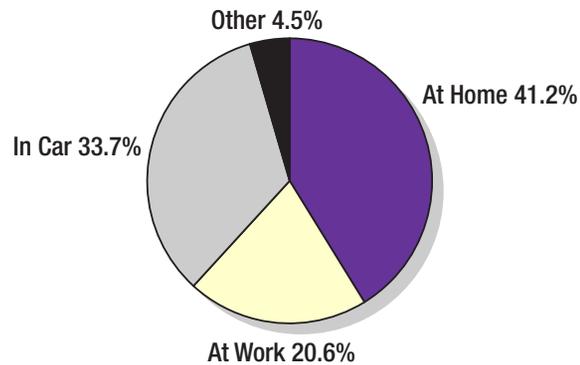
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# CHR

More CHR listening occurs at home (41 percent) than in the car (34 percent) or at work (21 percent).

This format has a greater share of evening listening (16.4 percent) than any other.

CHR performs best in the Middle Atlantic (122) and New England (124) regions.



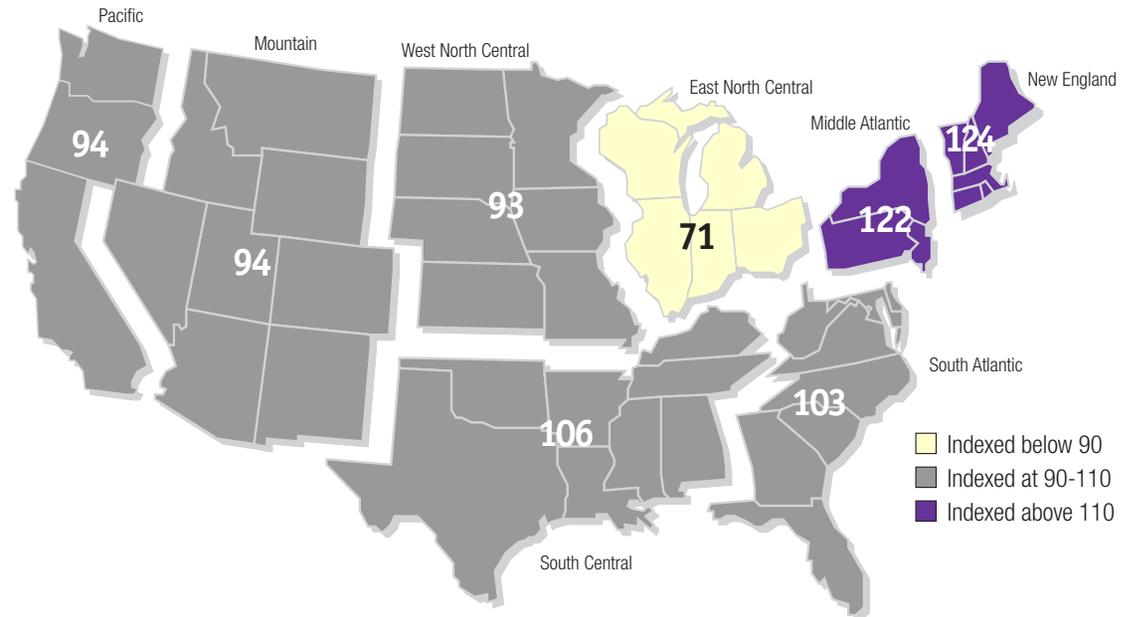
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+

CHR Stations
<b>551</b>
Total Stations
<b>13,209</b>



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

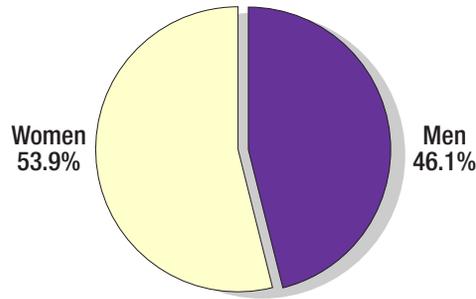
# Classical

Consists of fine-arts music and talk. Includes classical compositions, opera, theater and commentary.

## A Few Format Highlights

More than half (54 percent) of Classical's listening audience are Women 18+. Men 18+ make up the balance of 46 percent.

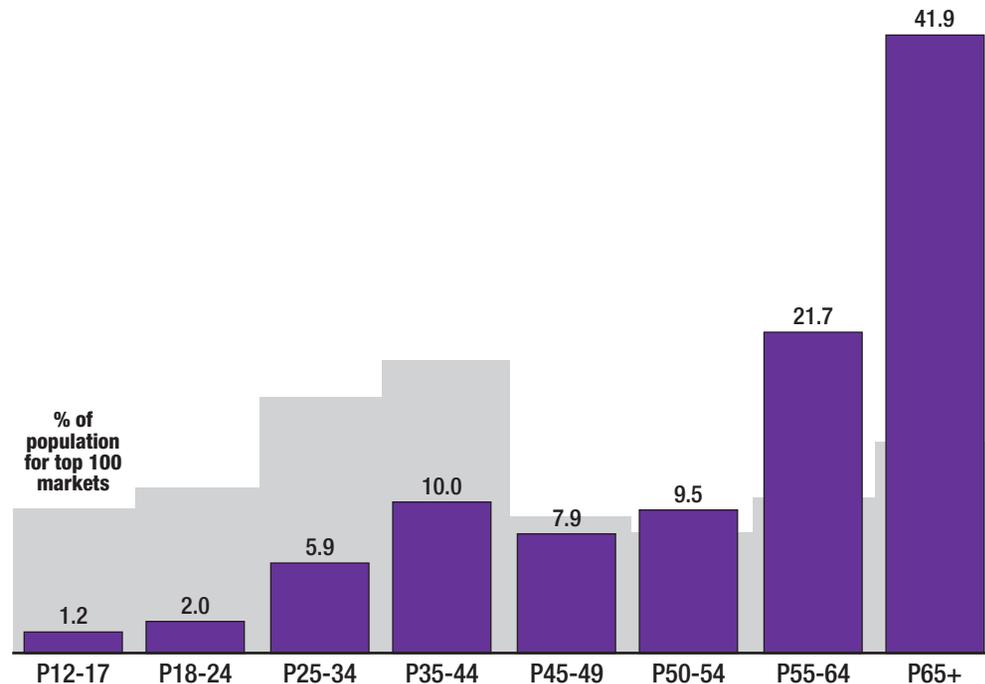
Adults 55+ account for 64 percent of listening to Classical stations; 35- to 54-year-olds make up an additional 27 percent. Clearly this is a format with great appeal for middle-aged and older adults.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

**Total Classical** 1.5

**AQH Share of Classical Format**  
Mon-Sun, 6AM-Mid, Persons 12+



**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Classical

More than half of all Classical listening is done at home.

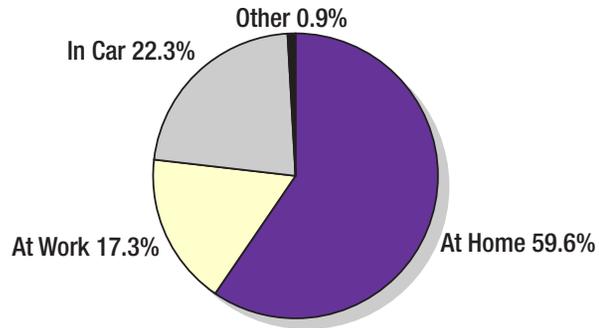
Classical listening climbs slightly through the day, peaking in the evenings and on weekends.

New Englanders (220) are more than twice as likely to listen to Classical than the average listener.

Classical Stations
<b>276</b>
Total Stations
<b>13,209</b>

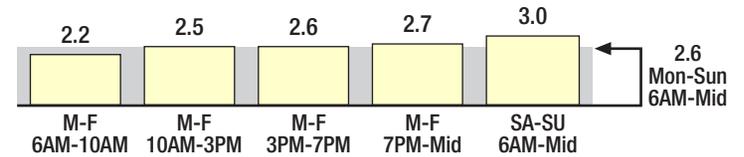
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



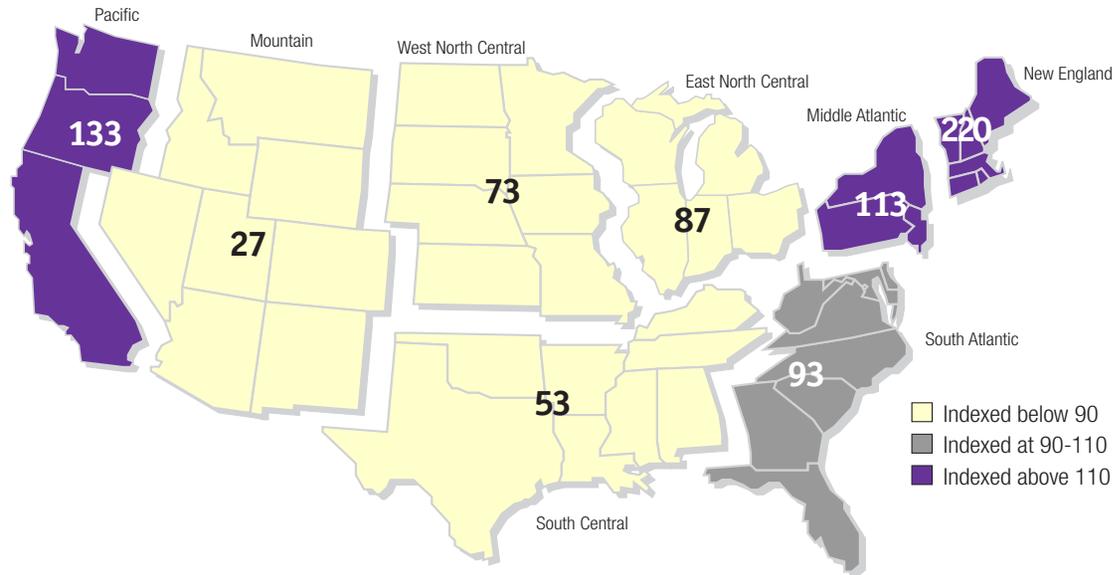
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

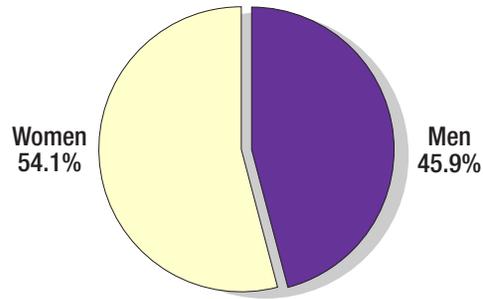
Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

# Country

Includes traditional and modern country music.

## A Few Format Highlights

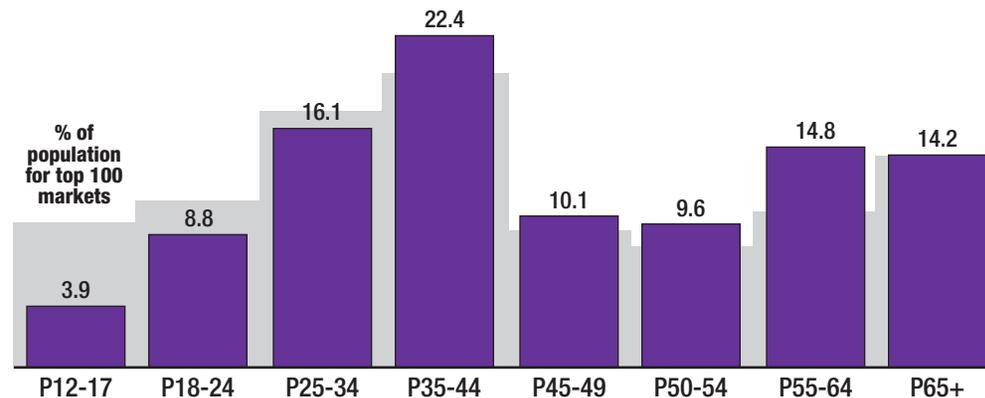
Total AQH listening for adult women (54 percent) is slightly higher than men's (46 percent). Adults 25-44 are more likely to tune in to this format than any other age group.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Classic Country	0.3
Country	8.2
New Country	0.4
<b>Total Country</b>	<b>8.9</b>

**AQH Share of Country Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

*Note: Due to rounding, totals may differ.*

*Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.*

# Country

Country listeners tend to split most of their listening between home and the car.

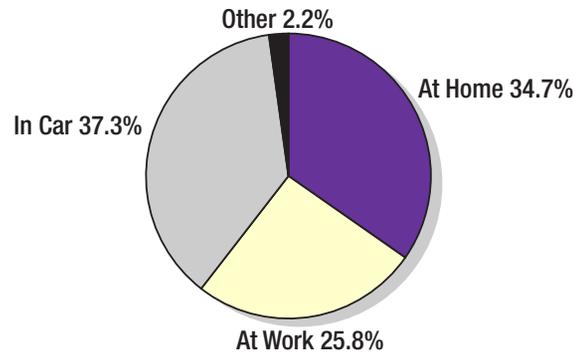
Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

The largest audiences for Country are found in the South Central and West North Central regions.

Country Stations
<b>2,218</b>
Total Stations
<b>13,209</b>

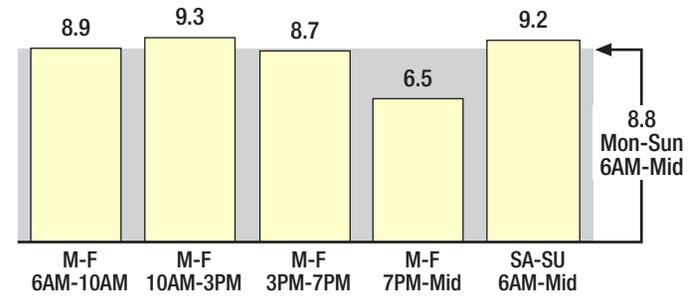
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



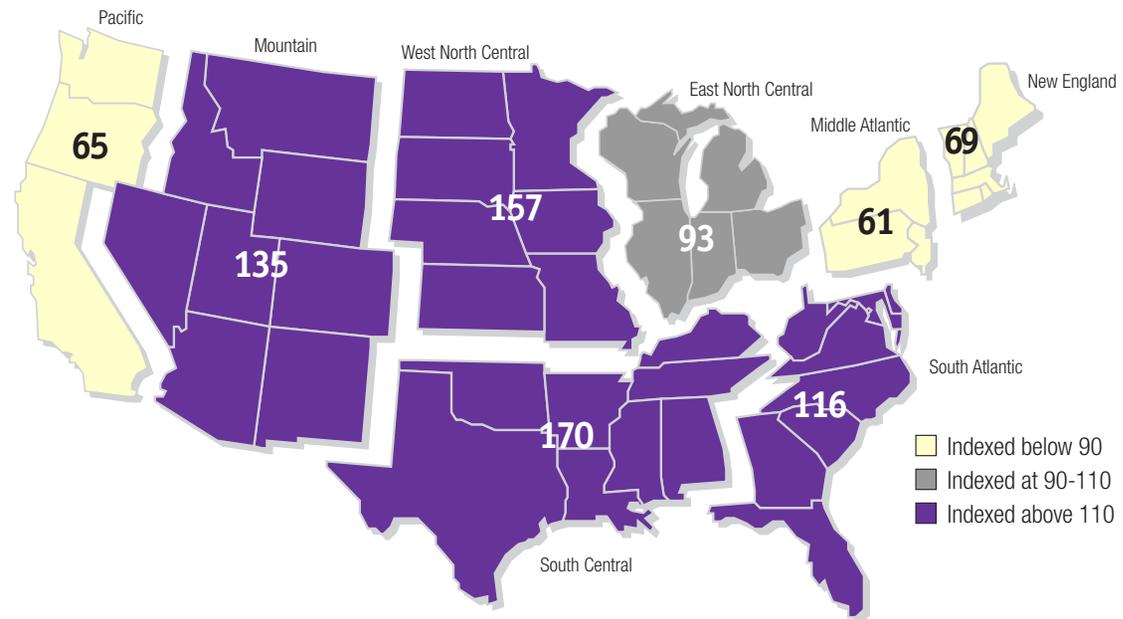
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

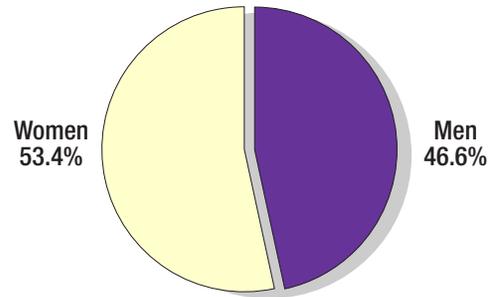
# New AC/ Smooth Jazz

Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

## A Few Format Highlights

NAC/Smooth Jazz has slightly more Adult Women 18+ (53 percent) in its audience than Adult Men (47 percent).

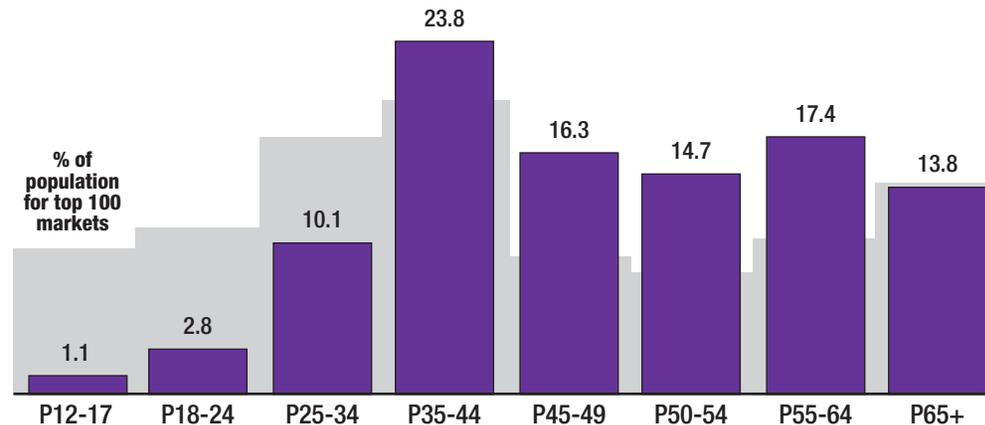
Adults 35-44 make up the core of NAC/Smooth Jazz's audience (24 percent).



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Jazz	0.0
NAC	2.8
<b>Total NAC/Smooth Jazz</b>	<b>2.8</b>

**AQH Share of NAC/Smooth Jazz Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

*Note: Due to rounding, totals may differ.*

*Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.*

# New AC/ Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (38 percent) than at work (33 percent) or in their cars (27 percent).

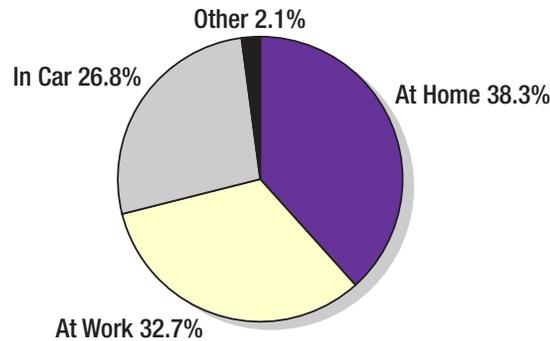
Listeners tune in to NAC/Smooth Jazz pretty evenly across the dayparts. Weekday mornings from 6AM to 10AM have the smallest audience.

NAC/Smooth Jazz has above-average shares of listening in the East North Central, Mountain and Pacific regions.

NAC/ Smooth Jazz Stations
<b>148</b>
Total Stations
<b>13,209</b>

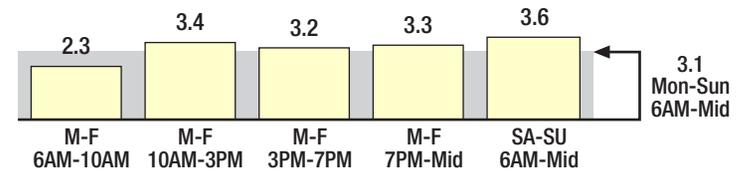
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



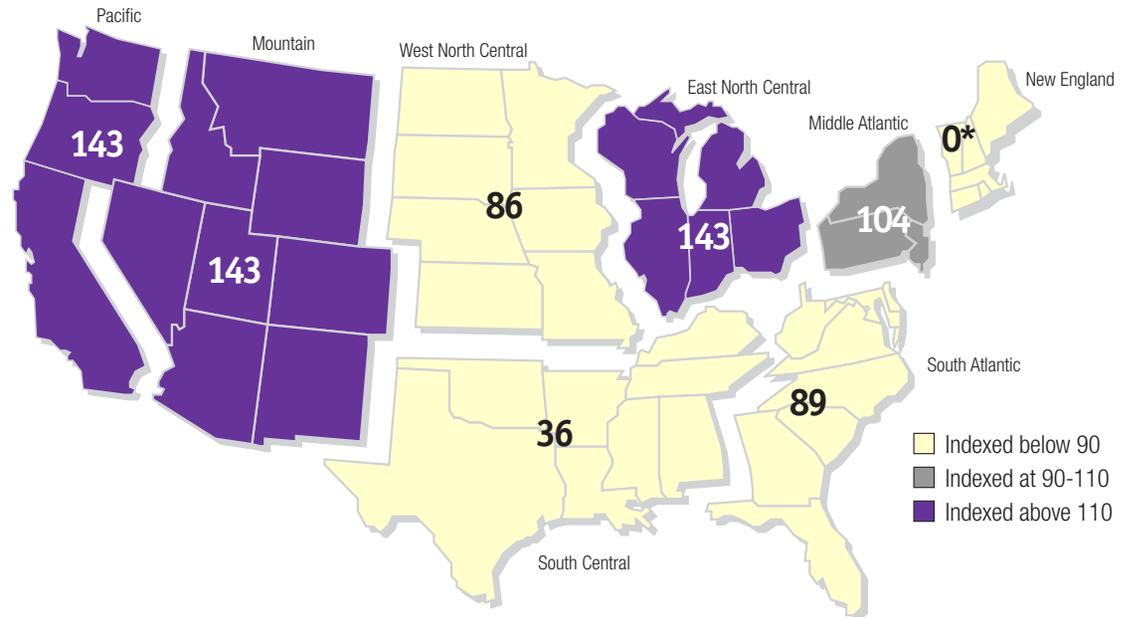
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

\* There are no NAC/Smooth Jazz format stations in this region.

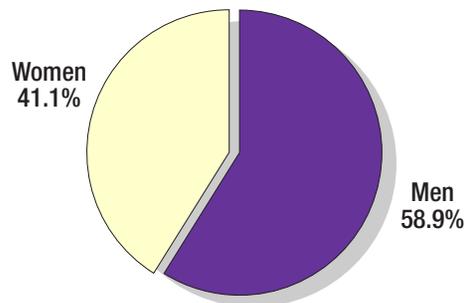
# News/Talk/ Information

Includes news, business news, talk and sports formats.

## A Few Format Highlights

Fifty-nine percent of the News/Talk/Information audience are Men 18+; 41 percent are Women 18+.

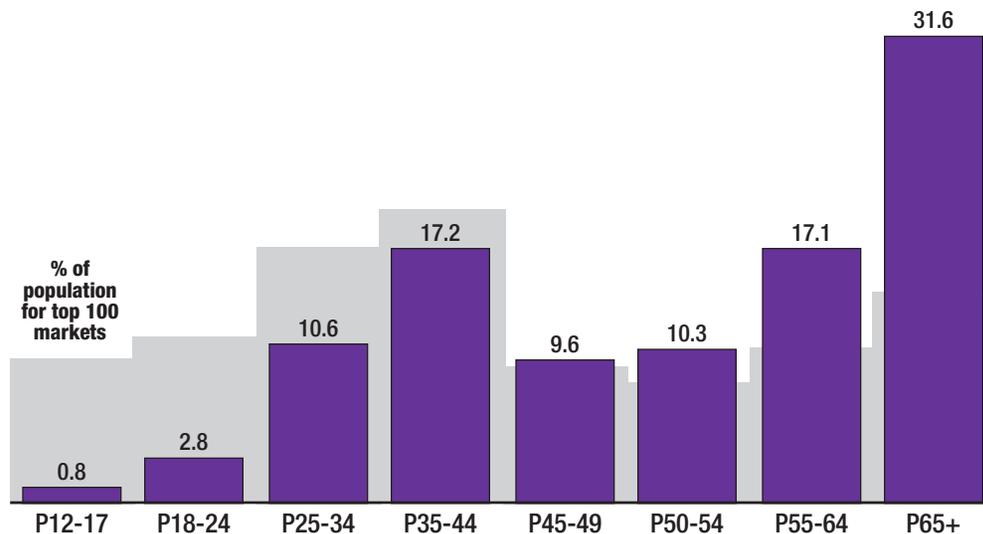
Almost a third of all News/Talk/Information listeners are Adults 65+.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

All News	2.3
All Sports	2.3
News/Talk	9.5
Talk	2.2
<b>Total News/Talk/Information</b>	<b>16.2</b>

**AQH Share of News/Talk/Information Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# News/Talk/Information

More than half of News/Talk/Information listening occurs at home. A third of News/Talk/Information listening takes place in cars.

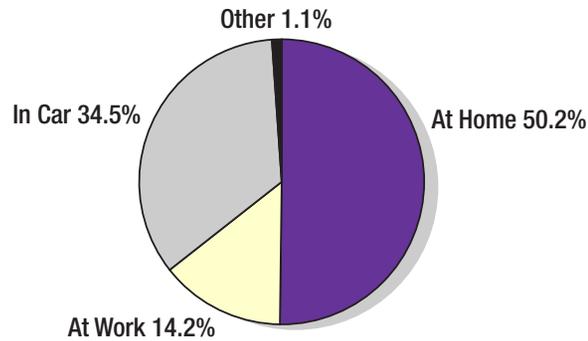
Tops in morning drive time, News/Talk/Information has the largest share of listeners tuning in from 6AM to 10AM of any format.

This format performs best in the New England (123) and Middle Atlantic (117) regions.

News/Talk/Info Stations	<b>1,838</b>
Total Stations	<b>13,209</b>

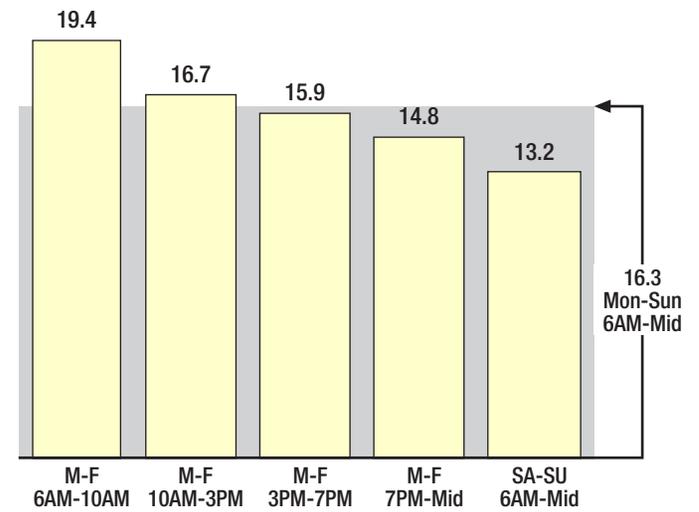
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



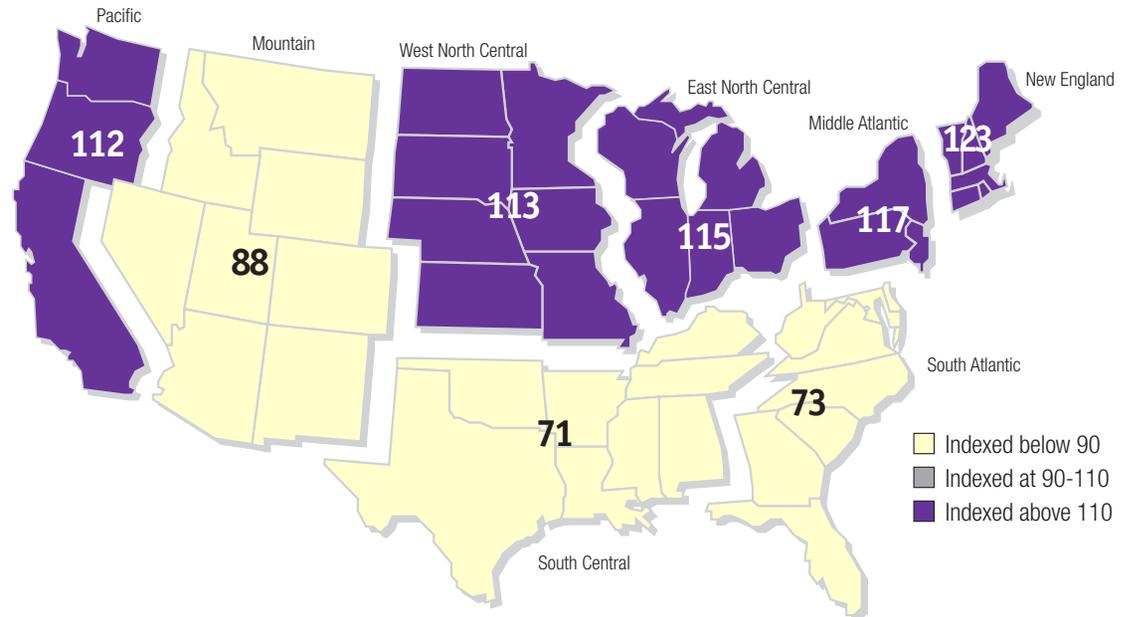
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

# Oldies

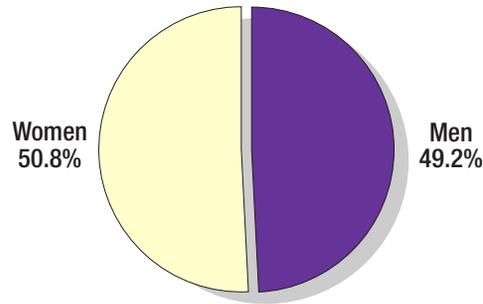
Specializes in Rock-era oldies, including '70s hits and Rhythmic Oldies, usually those played on Top 40 stations.

## A Few Format Highlights

Fifty-one percent of this format's audience are Women 18+.

The remaining 49 percent are Men 18+.

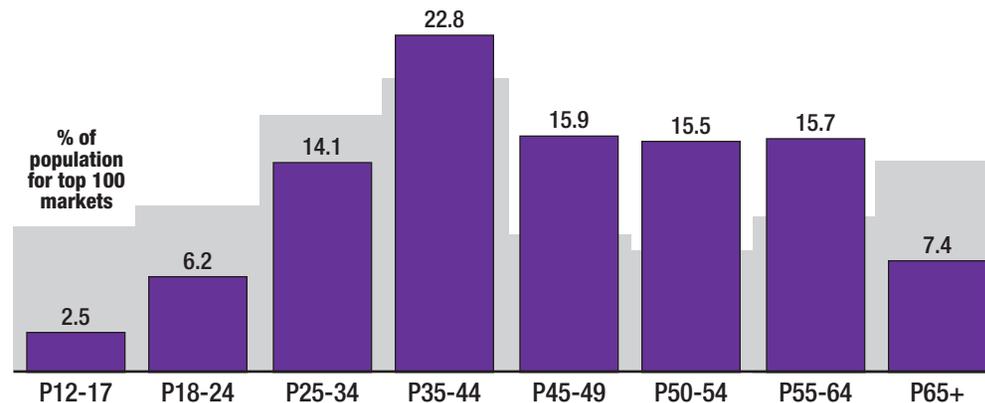
Nearly a quarter of the Oldies audience is composed of Adults 35-44. Fifty-four percent of Oldies listeners are Adults 35-54. Oldies and New AC/Smooth Jazz have the largest share of listeners (31 percent) aged 45-54.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

'70s Hits	0.9
'80s Hits	1.2
Oldies	5.4
Rhythmic Oldies	1.0
<b>Total Oldies</b>	<b>8.5</b>

**AQH Share of Oldies Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

*Note: Due to rounding, totals may differ.*

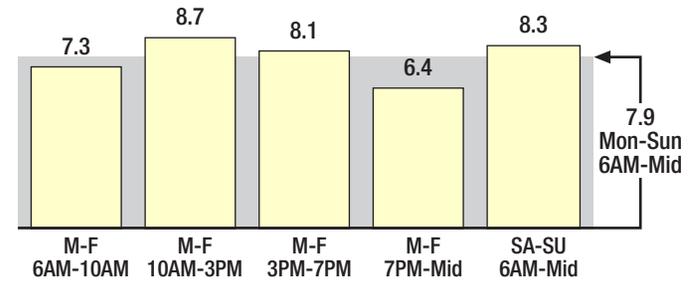
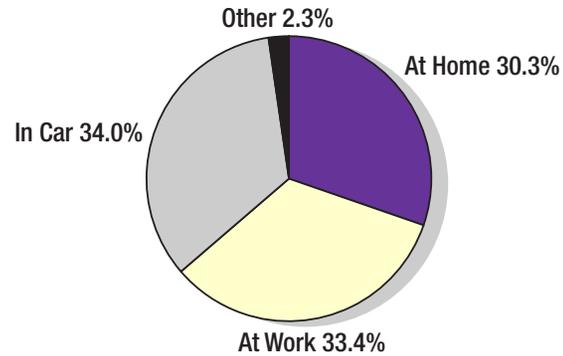
*Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.*

# Oldies

Oldies listeners listen in various locations: at work (33 percent), in their cars (34 percent) and at home (30 percent).

The most popular dayparts for listening to Oldies are weekdays 10AM to 3PM and weekends.

This format performs best in the West North Central (140) and Mountain (121) regions.



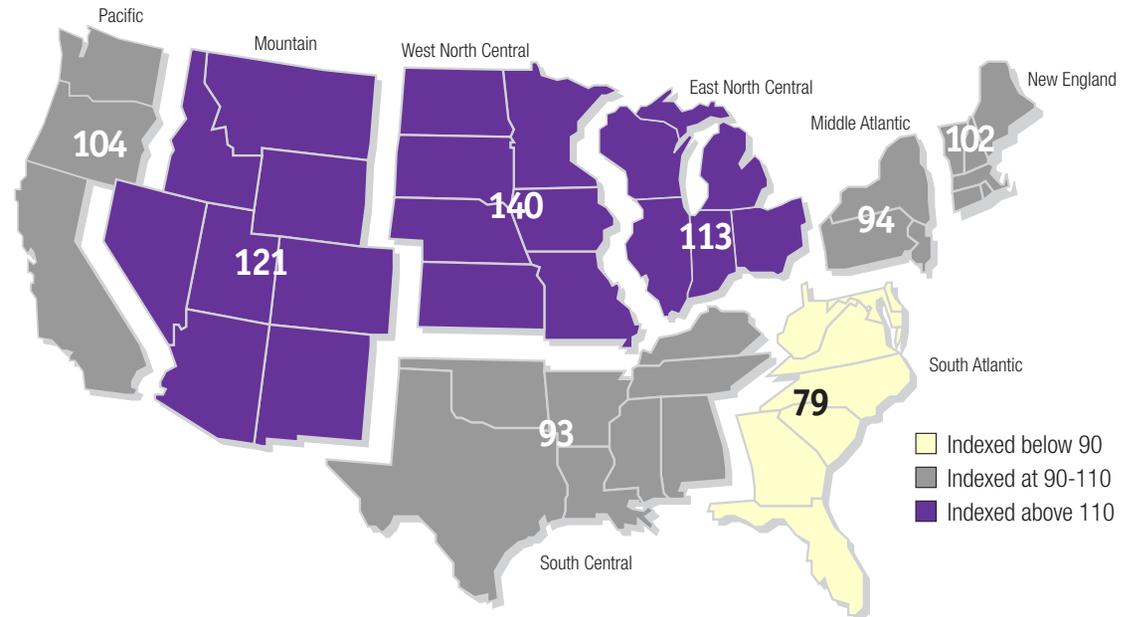
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+

Oldies Stations
<b>1,006</b>
Total Stations
<b>13,209</b>



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

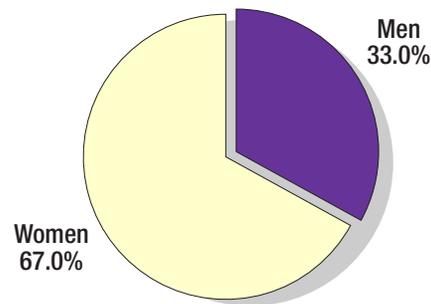
# Religious

Includes Gospel and "Contemporary Christian" formats as well as nonmusic-based religious stations specializing in "teaching programs."

## A Few Format Highlights

Religious claims the number one spot among formats for having the largest share of Women 18+ (67 percent) in its audience.

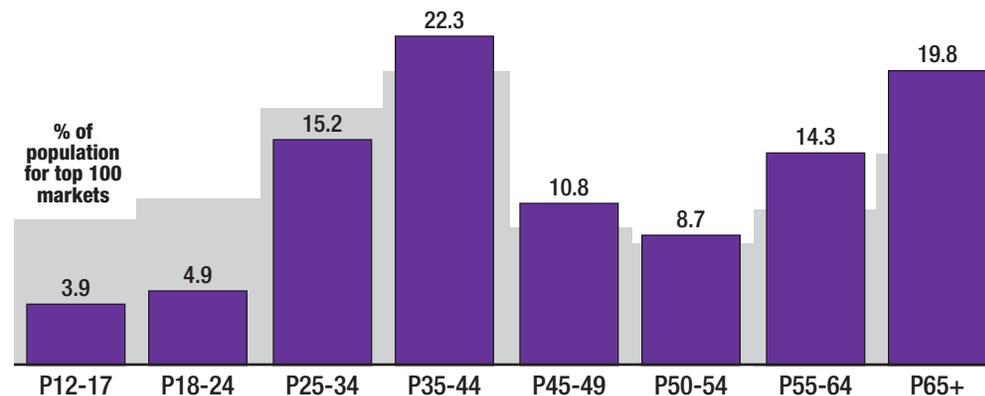
Almost one-quarter of this format's audience is Adults 35-44. Over one-third of the audience is Adults 55+.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Christian	0.7
Gospel	0.9
Religious	1.0
Southern Gospel	0.0
<b>Total Religious</b>	<b>2.6</b>

**AQH Share of Religious Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

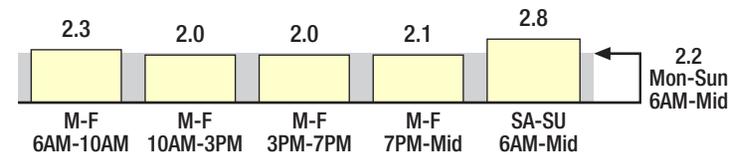
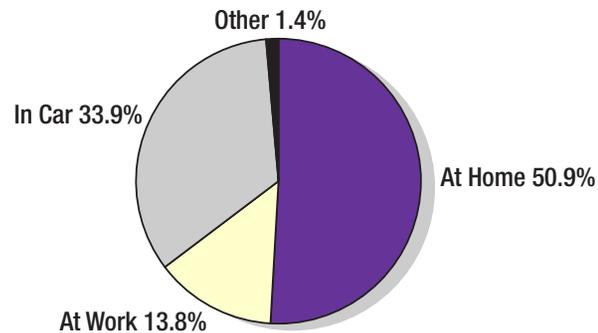
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Religious

More than half (51 percent) of Religious radio listening occurs at home, and one-third (34 percent) occurs in cars.

The largest share of listeners tune in to Religious stations on the weekend.

The religious format has high audience shares in the South Central (185) and South Atlantic (150) regions.



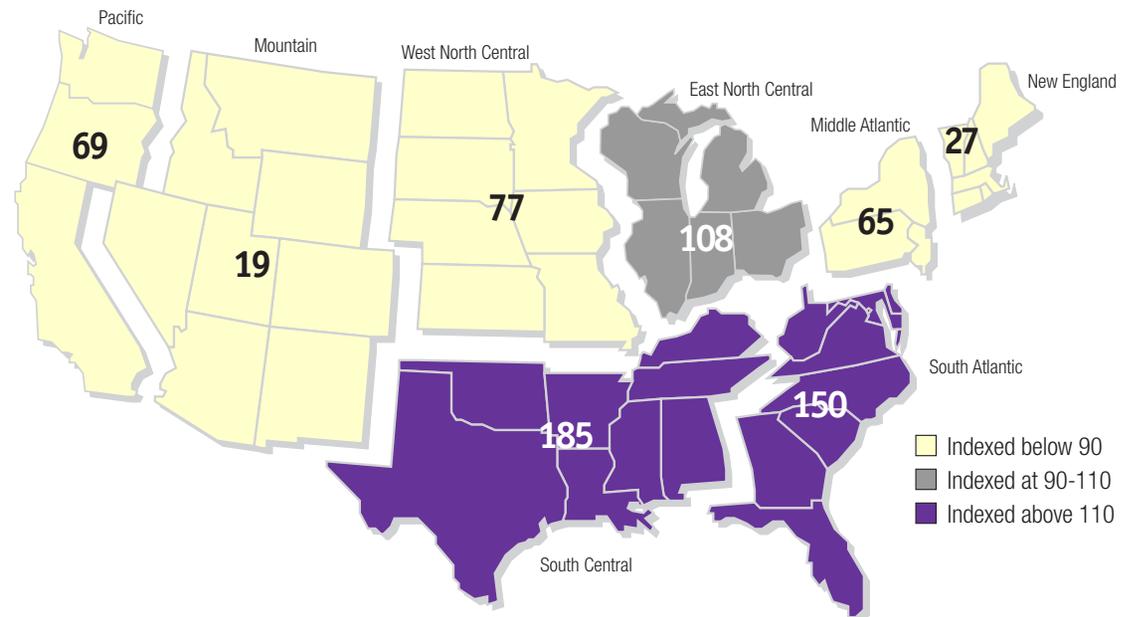
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+

Religious Stations	1,803
Total Stations	13,209



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

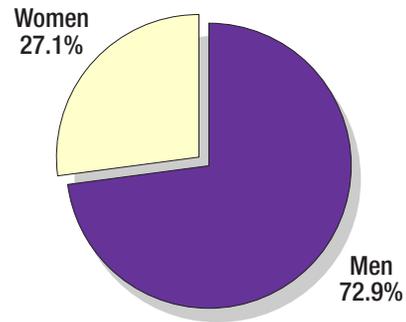
# Rock

Rock-based music from the mid-'70s to the present. Includes Album Rock and Classic Rock.

## A Few Format Highlights

This is a format with tremendous appeal to men. Seventy-three percent of Rock's listeners are Men 18+. No other format can claim such a large share of adult male listeners.

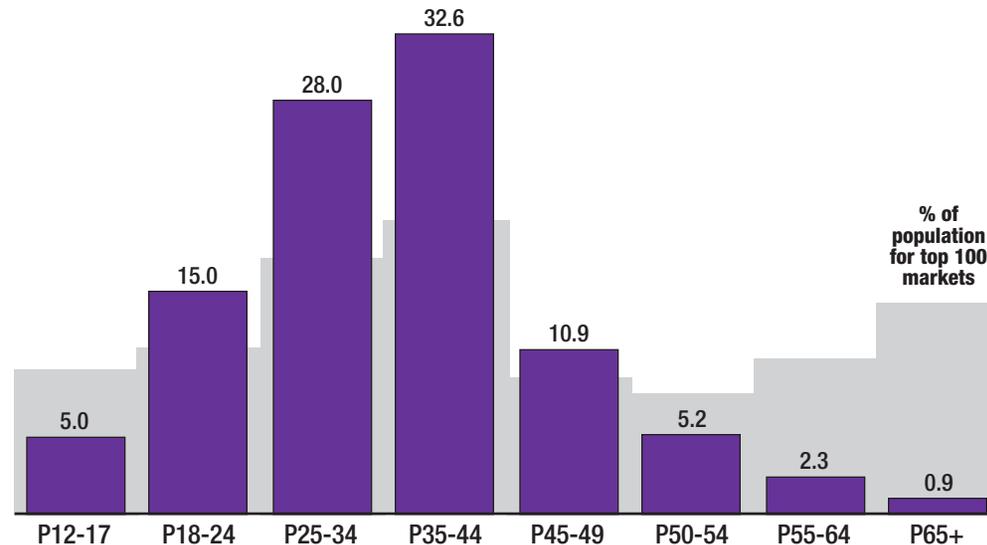
Rock has a higher audience composition among Adults 25-44 (61 percent) than any other format.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Active Rock	1.6
AOR	3.0
Classic Rock	4.7
<b>Total Rock</b>	<b>9.4</b>

**AQH Share of Rock Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

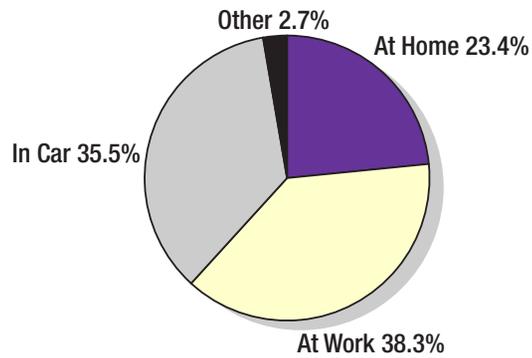
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Rock

The majority of listening for Rock is done away from home, either at work (38 percent) or in the car (35.5 percent).

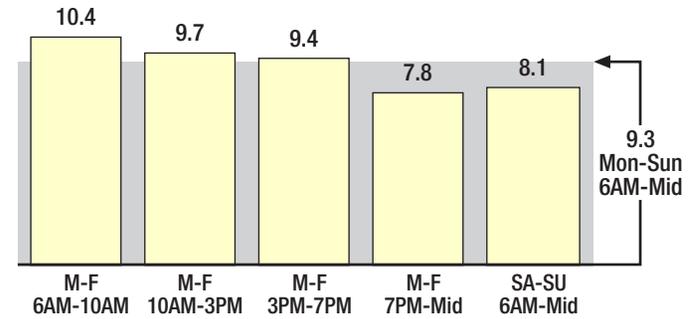
Morning drive has the highest share of listening for this format, but throughout the day listening to Rock stations remains fairly consistent.

West North Central listeners are 48 percent more likely to tune in to Rock stations than listeners in other regions. Rock is quite popular in the Mountain region as well.



## AQH Share of Listening by Location

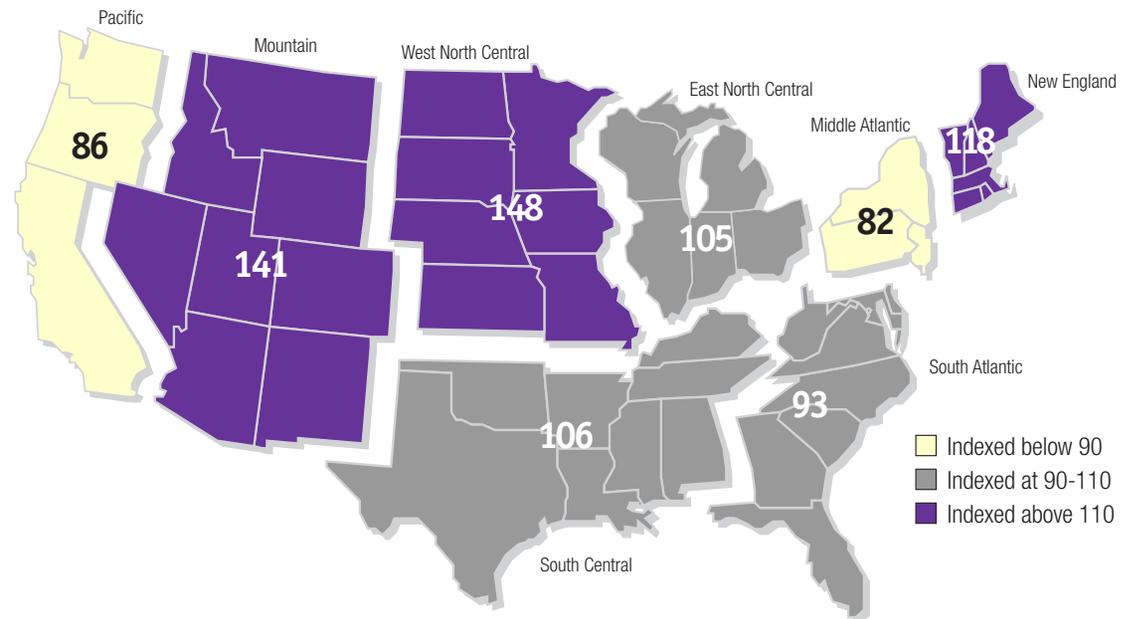
Mon-Sun, 6AM-Mid, Persons 12+



## AQH Share of Listening by Daypart

Persons 12+

Rock Stations	812
Total Stations	13,209



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

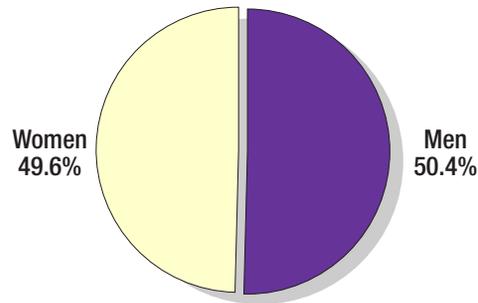
# Spanish

All Spanish-language formats, including talk and music.

## A Few Format Highlights

Spanish-radio-format listeners are split evenly between Women 18+ and Men 18+.

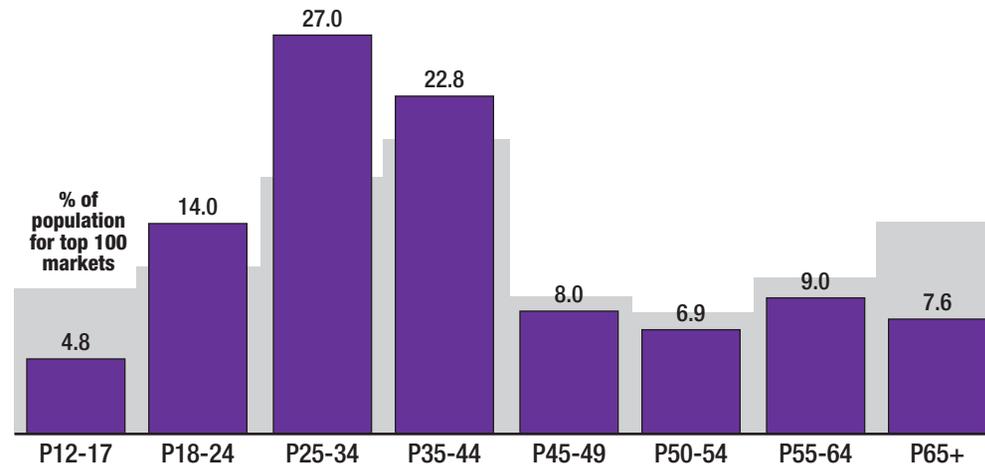
Half of Spanish-radio-format listening comes from Adults 25-44.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Mexican Regional	2.5
Spanish Contemporary	2.1
Spanish Language	0.0
Spanish News/Talk	0.7
Spanish Tropical	0.8
Spanish Variety	0.6
Tejano	0.2
<b>Total Spanish</b>	<b>7.0</b>

**AQH Share of Spanish Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Spanish

Fifty-one percent of Spanish radio listening happens at home.

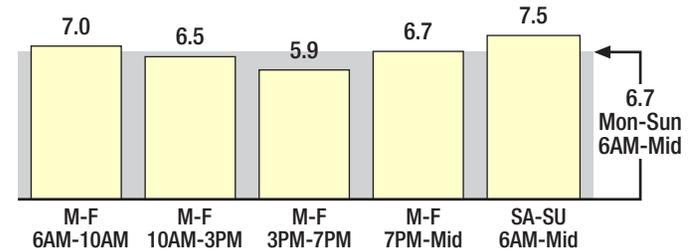
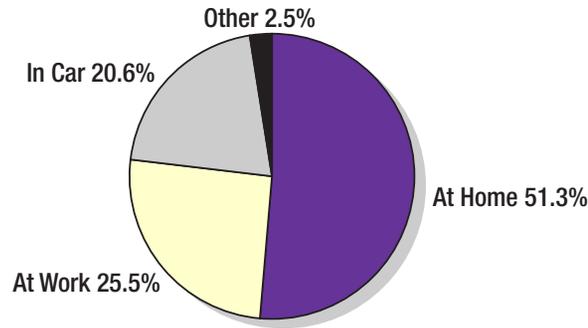
For this format, more listening occurs on weekends than during any other daypart.

Listeners in the Pacific states are more than twice as likely to tune in to a Spanish-formatted station than the average listener.

Spanish Stations
<b>600</b>
Total Stations
<b>13,209</b>

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

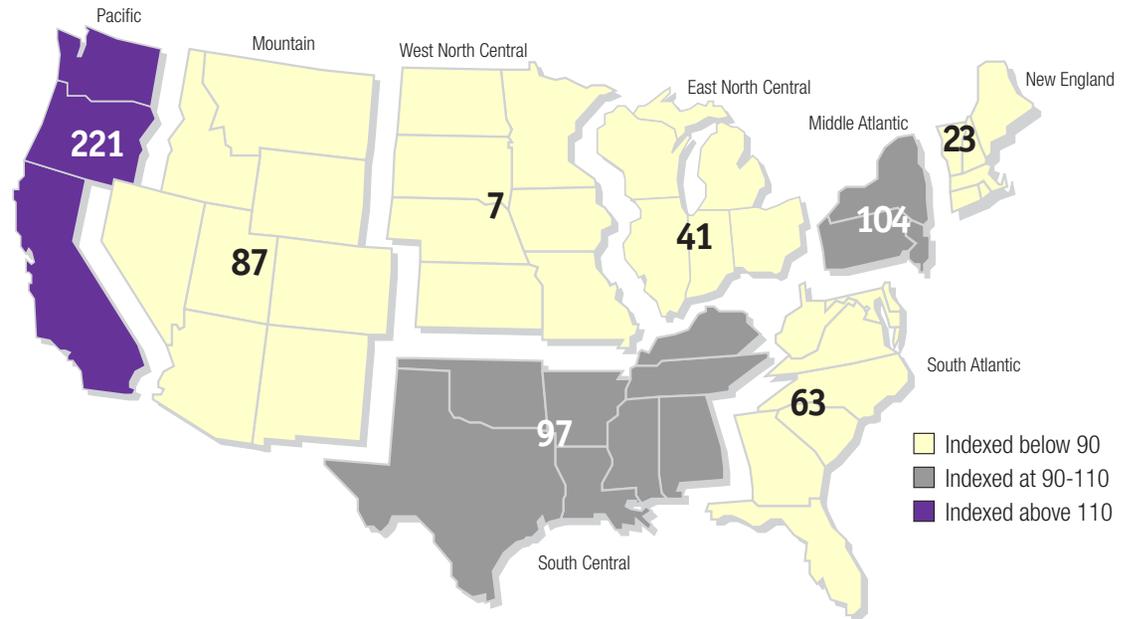


## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

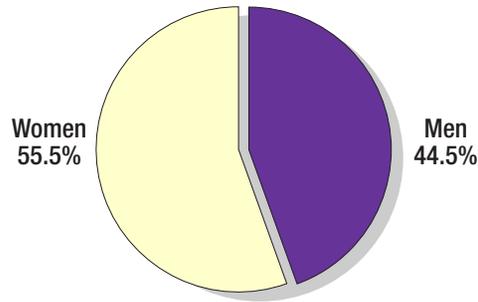
# Urban

Includes Urban AC and Urban Oldies.

## A Few Format Highlights

More listening to Urban-formatted stations comes from Women 18+ (55.5 percent) than Men 18+ (44.5 percent).

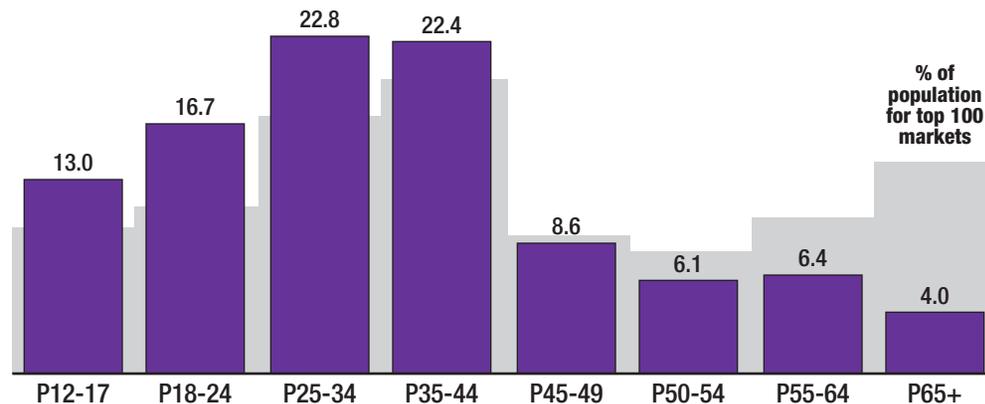
Like the CHR audience, Urban listeners are young: 75 percent of them are 44 or younger.



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Urban	5.0
Urban AC	3.1
Urban Oldies	0.2
<b>Total Urban</b>	<b>8.4</b>

**AQH Share of Urban Formats**  
Mon-Sun, 6AM-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.

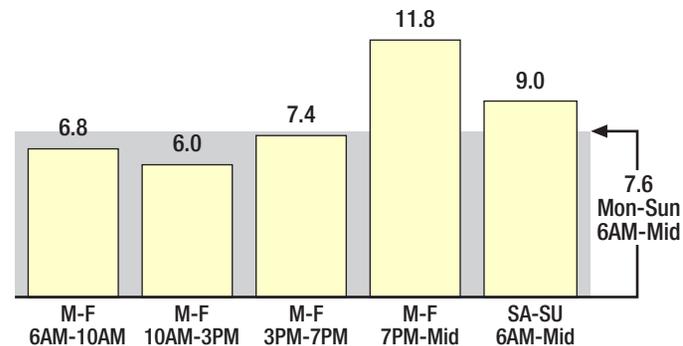
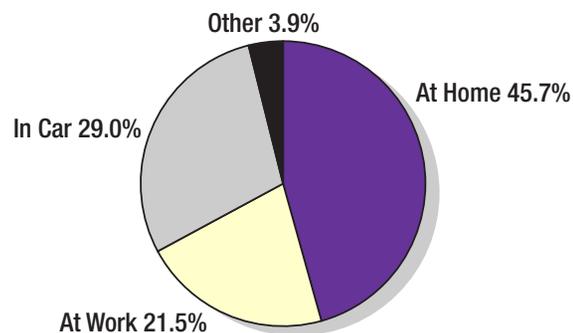
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

# Urban

Almost half (46 percent) of Urban listening occurs at home. More than a quarter (29 percent) occurs in cars.

Urban stations are enjoyed at night: 11.8 percent of listening occurs during weekdays from 7PM to Midnight.

Listeners in the South Atlantic region are 88 percent more likely to listen to Urban than the average listener.



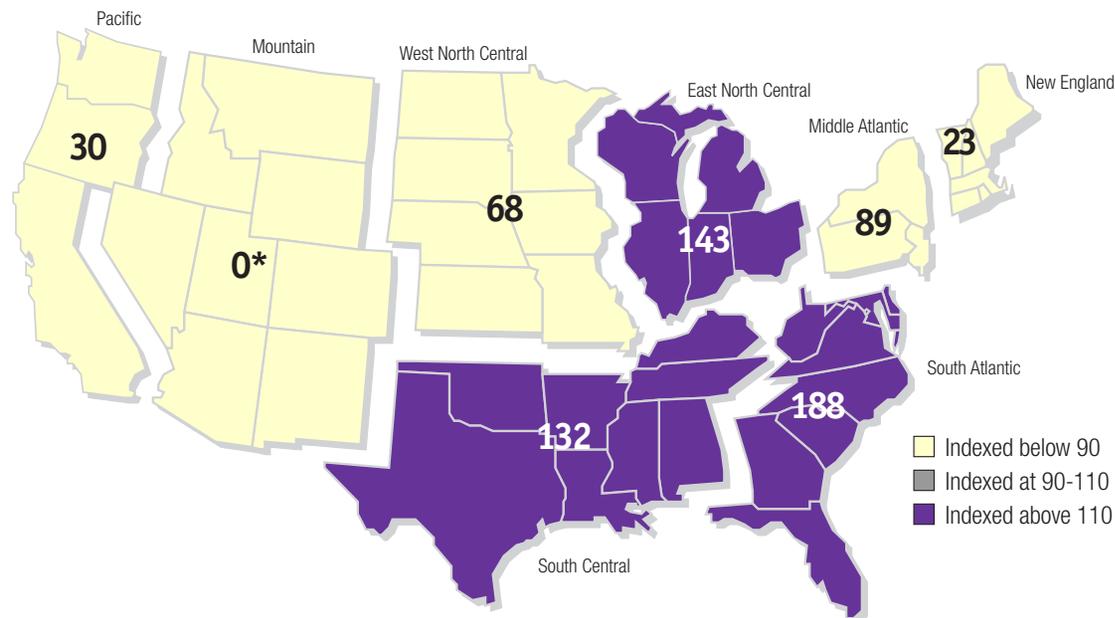
## AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+

## AQH Share of Listening by Daypart

Persons 12+

Urban Stations	<b>321</b>
Total Stations	<b>13,209</b>



## Audience Share by Region

Index Based on 97 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.

\* There are no Urban format stations in this region.

# Sources

*Radio Today* contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 2001 survey.

Data for charts and graphs come from Arbitron's American Radio Listening Trends, MaxiSer 8.0®/Media Professional<sup>SM</sup>. The American Radio Listening Trends combine radio listening data in Arbitron's 97 continuously measured markets with Arbitron's own format information.

The markets listed below were determined using Arbitron's Spring 2001 population rankings.

## Spring 2001 Top 50 Radio Metro Markets

- |                                    |  |
|------------------------------------|--|
| 1 New York                         | 26 Riverside-San Bernardino            |
| 2 Los Angeles                      | 27 Kansas City                         |
| 3 Chicago                          | 28 Milwaukee-Racine                    |
| 4 San Francisco                    | 29 San Antonio                         |
| 5 Philadelphia                     | 30 Columbus, OH                        |
| 6 Dallas-Ft. Worth                 | 31 Providence-Warwick-Pawtucket        |
| 7 Detroit                          | 32 Salt Lake City-Ogden-Provo          |
| 8 Boston                           | 33 Charlotte-Gastonia-Rock Hill        |
| 9 Washington, DC                   | 34 Norfolk-Virginia Beach-Newport News |
| 10 Houston-Galveston               | 35 Las Vegas                           |
| 11 Atlanta                         | 36 Indianapolis                        |
| 12 Miami-Ft. Lauderdale-Hollywood  | 37 Orlando                             |
| 13 Seattle-Tacoma                  | 38 New Orleans                         |
| 14 Phoenix                         | 39 Greensboro-Winston Salem-High Point |
| 15 San Diego                       | 40 Nashville                           |
| 16 Minneapolis-St. Paul            | 41 Memphis                             |
| 17 St. Louis                       | 42 Hartford-New Britain-Middletown     |
| 18 Baltimore                       | 43 Austin                              |
| 19 Tampa-St. Petersburg-Clearwater | 44 Raleigh-Durham                      |
| 20 Pittsburgh                      | 45 Buffalo-Niagara Falls               |
| 21 Denver-Boulder                  | 46 West Palm Beach-Boca Raton          |
| 22 Cleveland                       | 47 Jacksonville                        |
| 23 Portland, OR                    | 48 Rochester, NY                       |
| 24 Cincinnati                      | 49 Louisville                          |
| 25 Sacramento                      | 50 Oklahoma City                       |

# Glossary

## **Average Quarter-Hour Persons (AQH Persons)**

The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

## **Average Quarter-Hour Rating (AQH Rating or AQH PUR)**

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

## **Cume Persons**

The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

## **Cume Rating or Cume PUR**

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

## **Format Share**

The percentage of those listening to radio in the Metro who are listening to a particular radio station format.

$$\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}$$

## **Index**

A numerical comparison of one percentage to another, with an index of 100 being the norm.

## **Time Spent Listening (TSL)**

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

$$\frac{\text{Quarter-Hours in a time period} \times \text{AQH Persons}}{\text{Cume Audience}} = \text{TSL}$$



#### New York

142 West 57th Street  
New York, NY 10019-3300  
(212) 887-1300

#### Chicago

222 South Riverside Plaza  
Suite 1050  
Chicago, IL 60606-6101  
(312) 542-1900

#### Atlanta

9000 Central Parkway  
Suite 300  
Atlanta, GA 30328-1639  
(770) 668-5400

#### Los Angeles

10877 Wilshire Boulevard  
Suite 1600  
Los Angeles, CA 90024-4341  
(310) 824-6600

#### Dallas

13355 Noel Road  
Suite 1120  
Dallas, TX 75240-6646  
(972) 385-5388

#### Washington/Baltimore

9705 Patuxent Woods Drive  
Columbia, MD 21046-1572  
(410) 312-8000

#### Birmingham

3500 Colonnade Parkway  
Suite 400  
Birmingham, AL 35243

[www.arbitron.com](http://www.arbitron.com)

Maximiser® and Media Professional<sup>SM</sup> are marks of Arbitron Inc.

© 2002 Arbitron Inc.

02-RSS-630 7/02