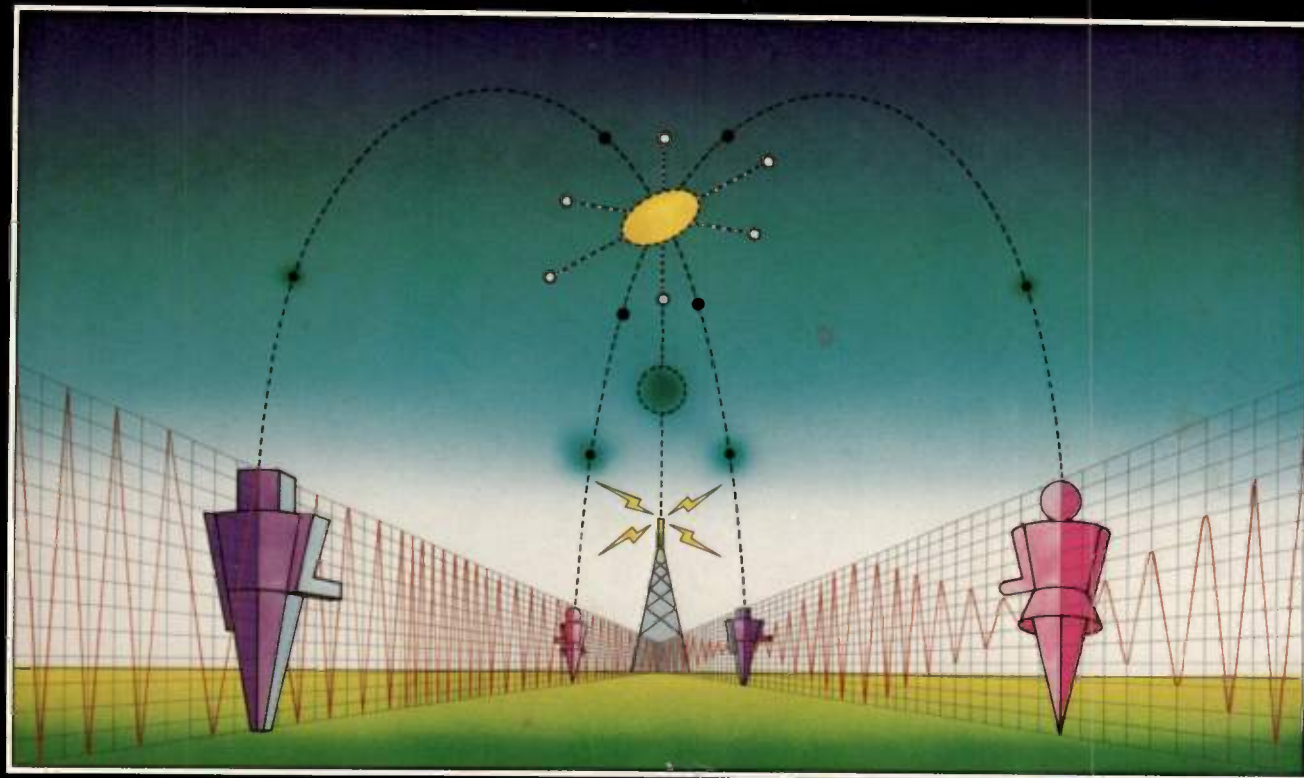


RADIO TODAY



ARBITRON RATINGS

RADIO TODAY

This report on Radio Today is the second produced by Arbitron. It contains general statistics to show the vitality of radio listening behavior by the people in the United States. We have tried to quantify that behavior in terms of:

	who
	when
	how often
	where people listen

in order to supply you with a service for basic and valuable information.

According to our estimates the average radio listener in the U.S. spends 22 hours each week listening to the radio. This indicates to us that Radio continues to be an important source for information, entertainment, and companionship to the public.

We hope that you will find the information contained herein to be useful and that you will refer to it often. We certainly enjoyed putting it together and would appreciate your comments to help improve the report in the future.

Many thanks for allowing us to be part of the industry we serve.

Sincerely,



Rick Aurichio
Executive Vice President

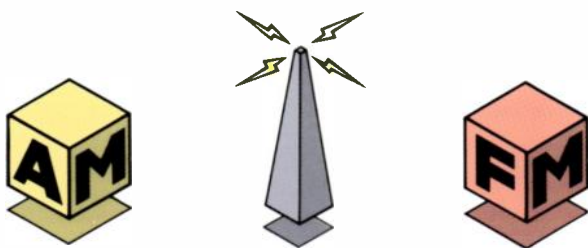
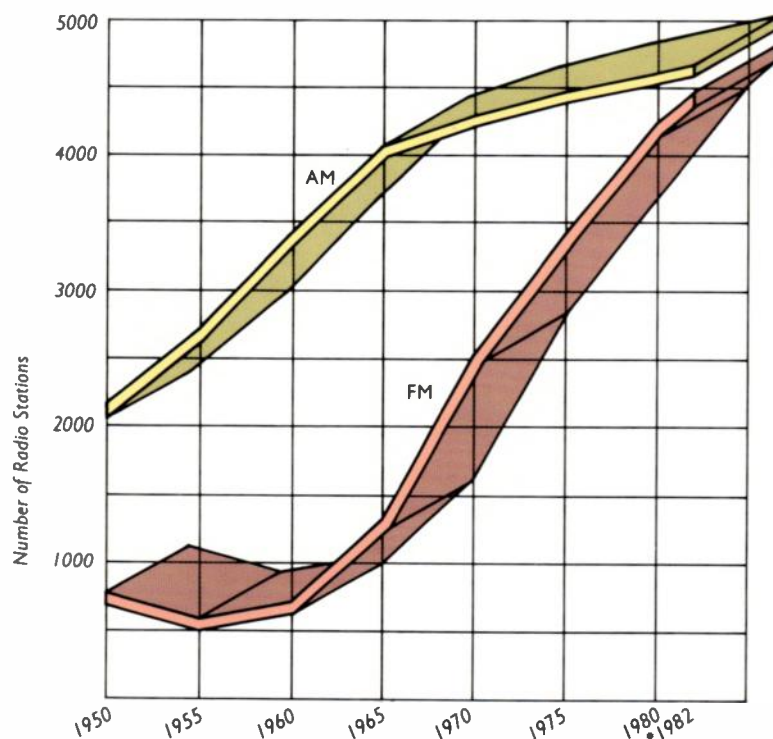
THERE ARE OVER 9100* RADIO STATIONS ON THE AIR TODAY.

Radio's popularity thrives despite challenging competition from other media.

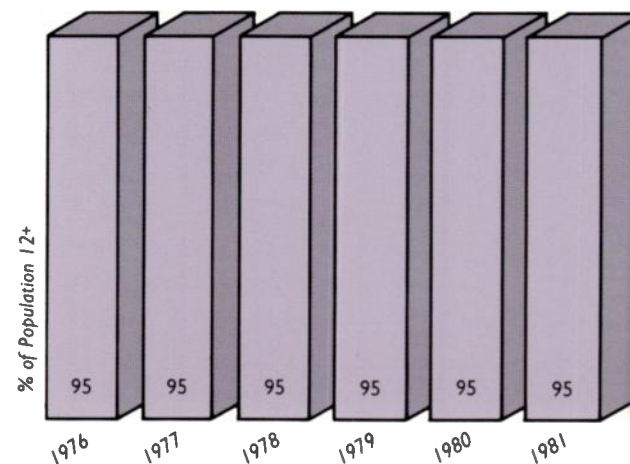
RADIO REACHES ALMOST EVERYONE.

95% of all people age 12 and older listen to radio each week.

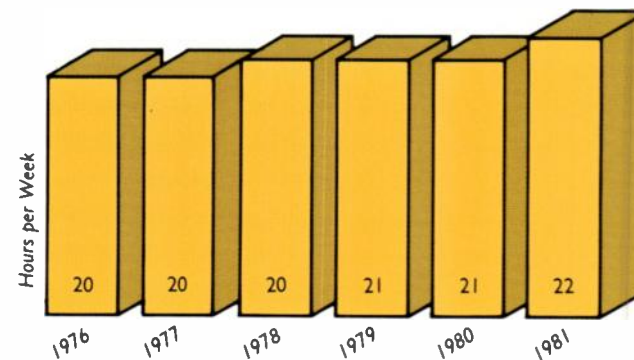
Growth of AM and FM radio stations since 1950.



Population age 12 and older who listen to radio at least once a week.



The average time spent listening to radio by listeners age 12 and older.



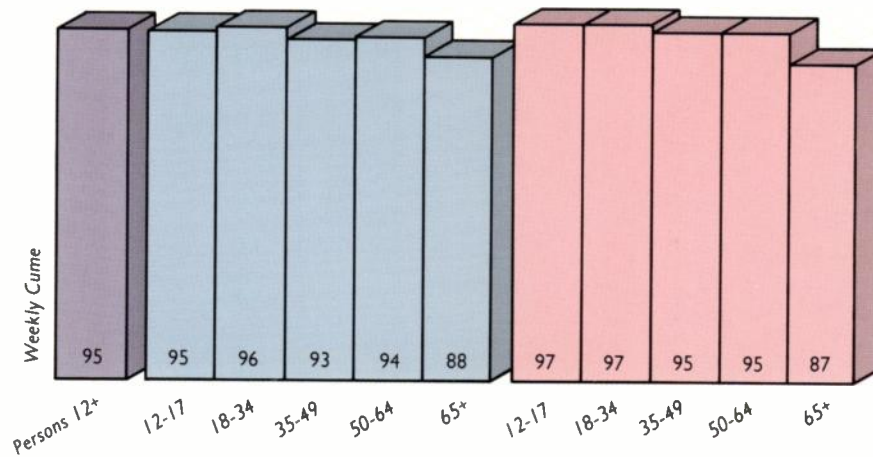
RADIO REACHES MORE WOMEN 18-64 THAN MEN OF THE SAME AGE.

More men 65+ are reached than women.

MEN 18-34 LISTEN TO RADIO MORE THAN ANY OTHER GROUP OF MEN.

Women age 50-64 listen to radio more than any other group of women.

Percent of men and women age 12 and older who listen to radio.

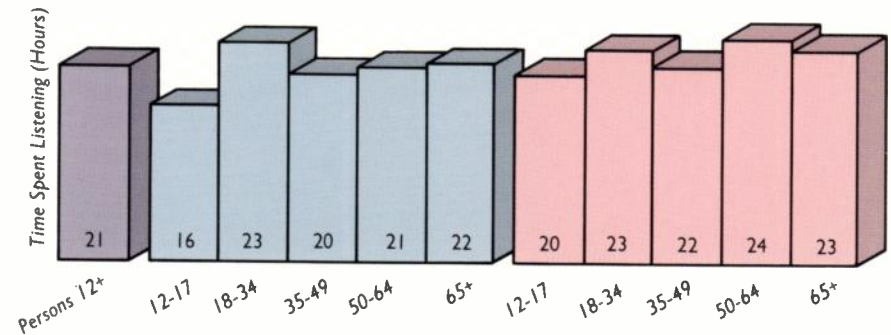


Men



Women

Average hours spent listening to radio by age and sex.



Men



Women

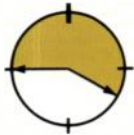
ALL DAY IS "PRIME TIME" ON RADIO.

The most listeners are tuned in at 7 AM every weekday. And between 10 and 11 AM on weekends.

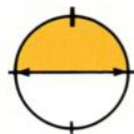
Percent of listeners
listening to radio:
Weekdays, Saturday,
Sunday.



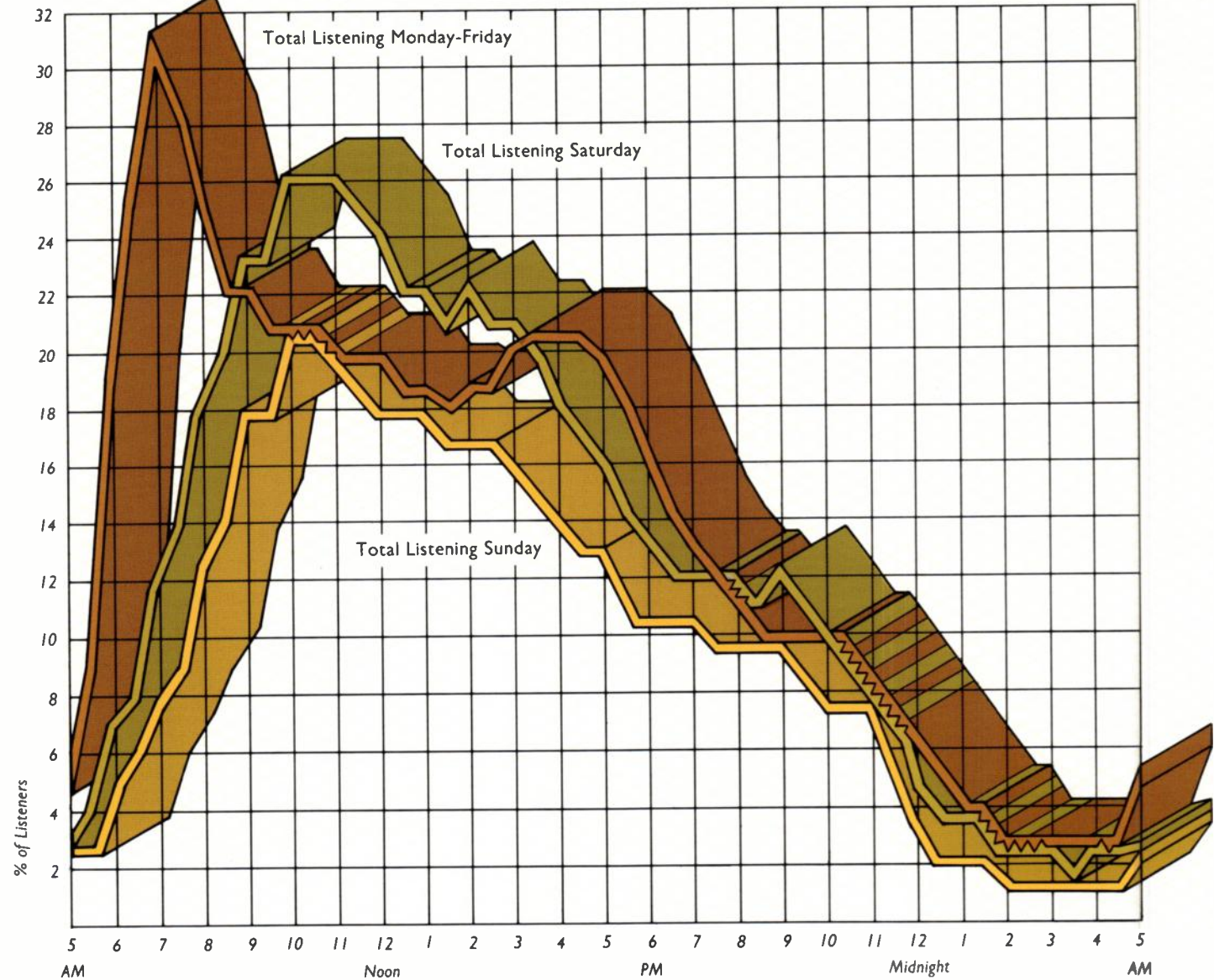
Total Listening Monday-Friday
6AM-6PM



Total Listening Saturday
9AM-4PM



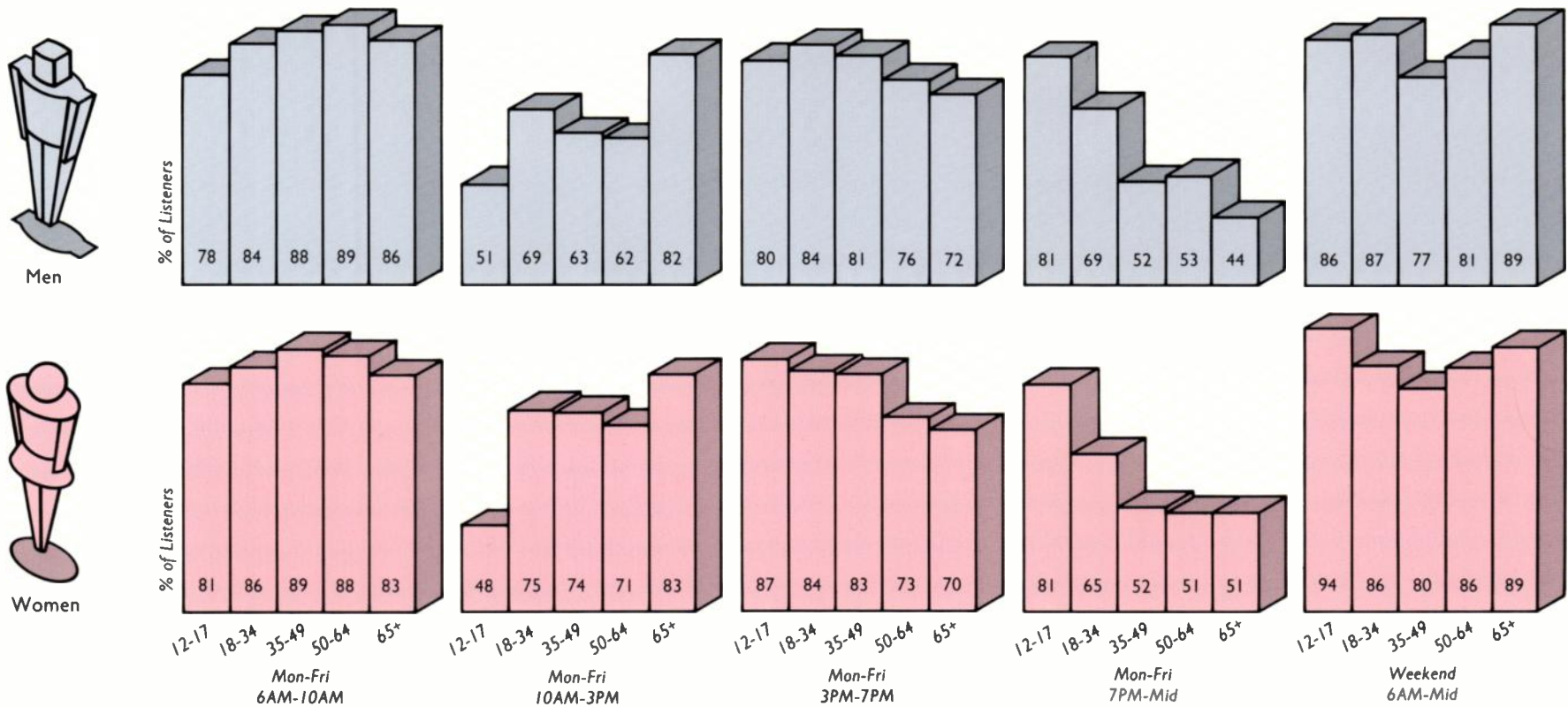
Total Listening Sunday
9AM-3PM



RADIO REACHES DIFFERENT PEOPLE DEPENDING ON THE TIME OF DAY.

More of the under 35 audience can be reached on weekends than on weekdays.
Teenagers make up a major portion of the nighttime radio audience.

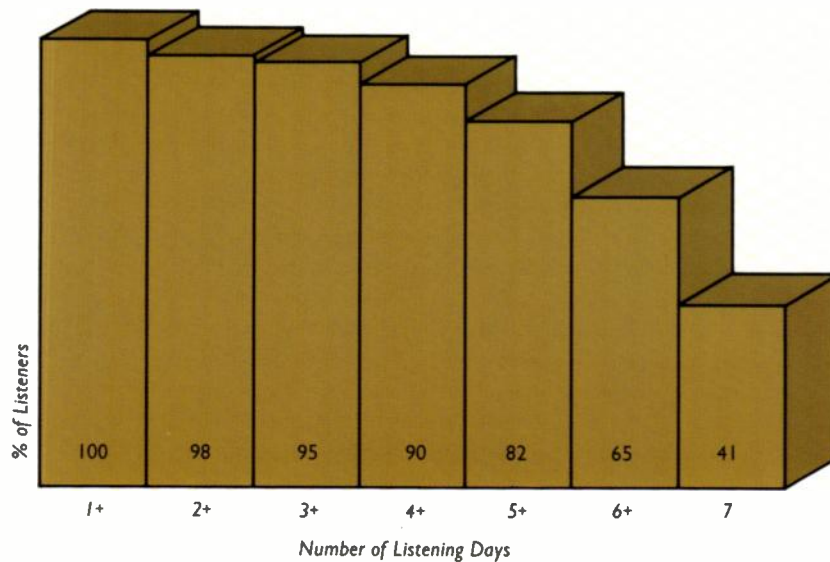
The percent of people who listen to radio, at least once a week by daypart, age and sex.



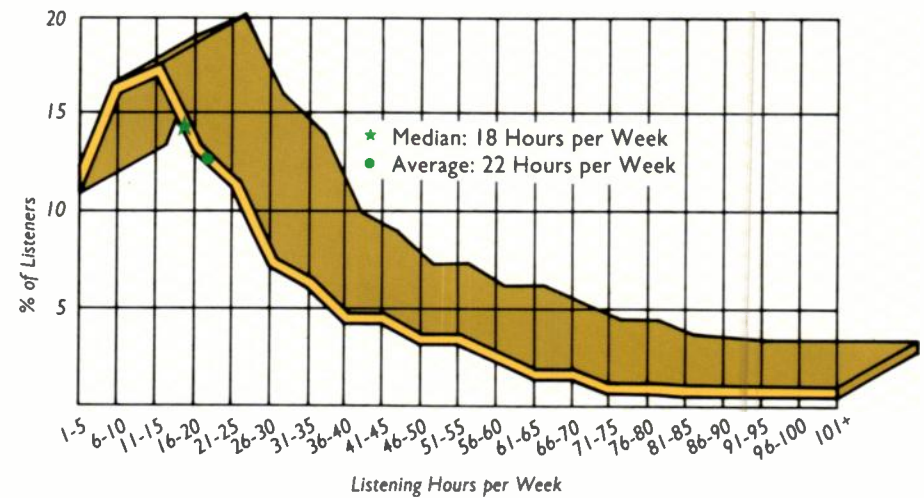
EIGHT OUT OF TEN PERSONS LISTEN TO RADIO FIVE OR MORE DAYS A WEEK.

The average radio listener tunes in for 22 hours each week.

The number of days per week listeners listen to radio.



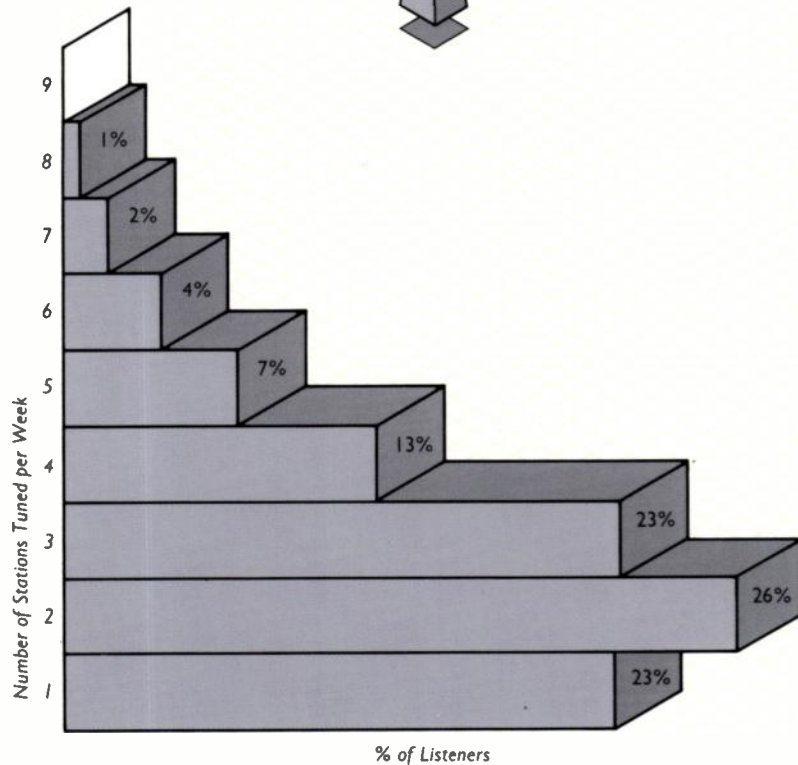
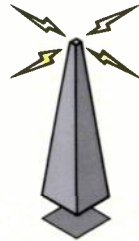
The number of hours per week listeners listen to radio.



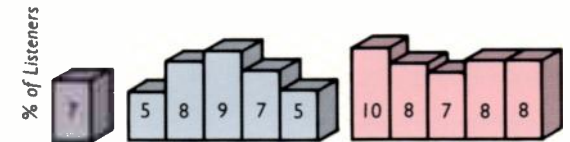
THE AVERAGE LISTENER TUNES TO 2.5 DIFFERENT STATIONS EACH WEEK.

Nearly 25% of all listeners tune exclusively to one station.

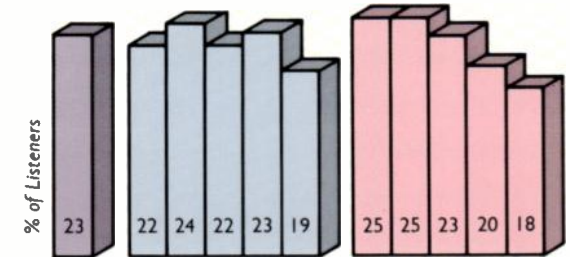
The number of different radio stations listeners tune to each week.



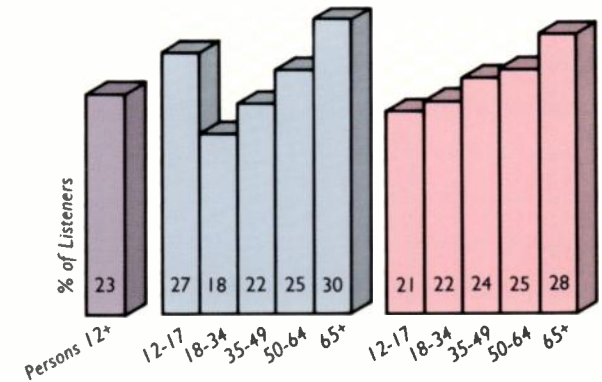
Percent of listeners by age and sex who tune to five different stations each week.



Percent of listeners by age and sex who tune to three different stations each week.



Percent of listeners by age and sex who tune to only one station each week.



Men



Women

PEOPLE LISTEN TO RADIO EVERYWHERE.

Listeners' lifestyles change and radio goes along—at home, in the car, even at work.

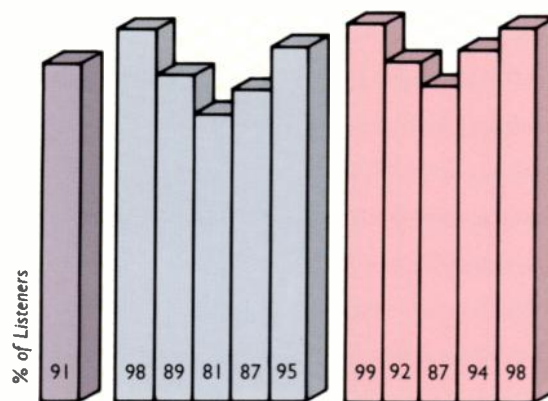


Men

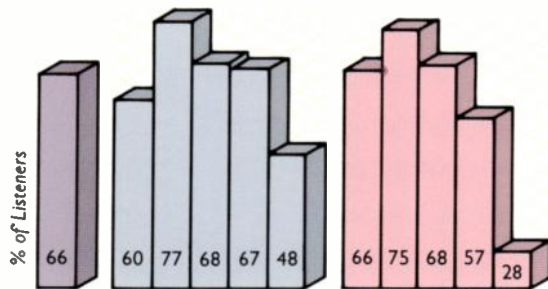


Women

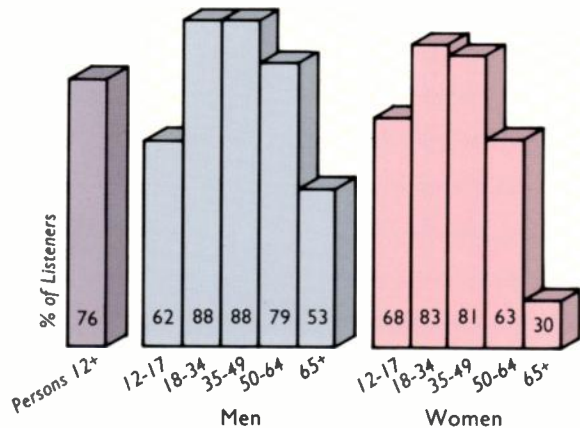
People who listen to radio At-Home at least once a week by age and sex.



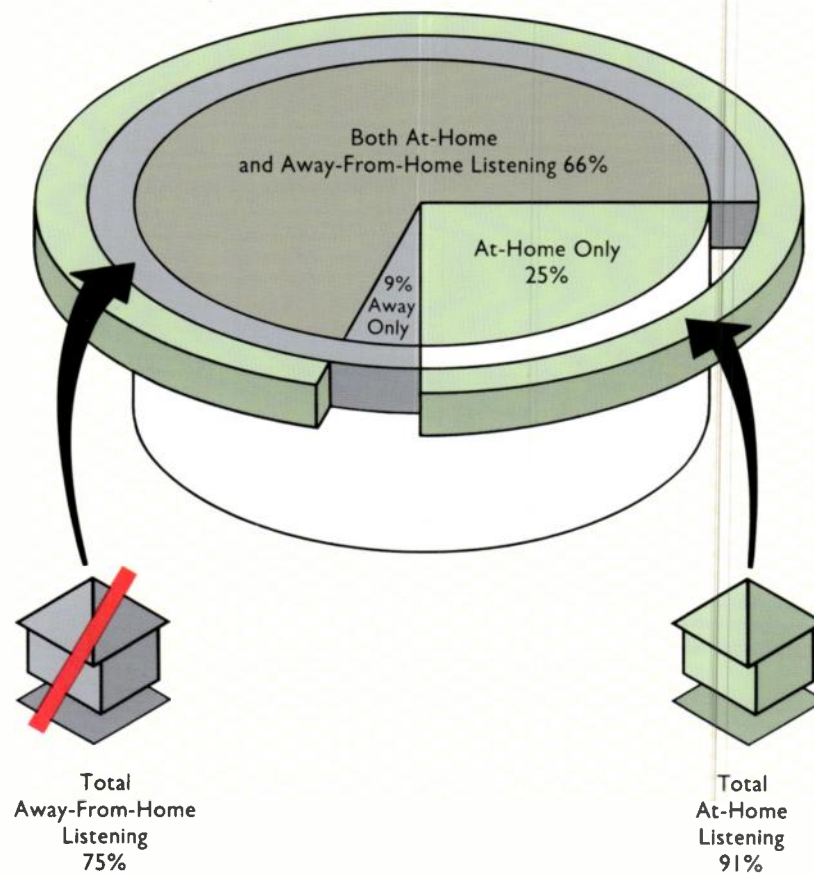
People who listen to radio At-Home and Away-From-Home at least once a week by age and sex.



The Away-From-Home audience reached at least once a week by age and sex.



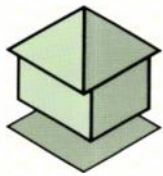
Where radio listening takes place.



HOME IN THE MORNING—AWAY IN THE AFTERNOON.

Almost 75% of the listeners at 7 AM are At-Home.
By 2:30 PM 60% of the radio audience is Away-From-Home.

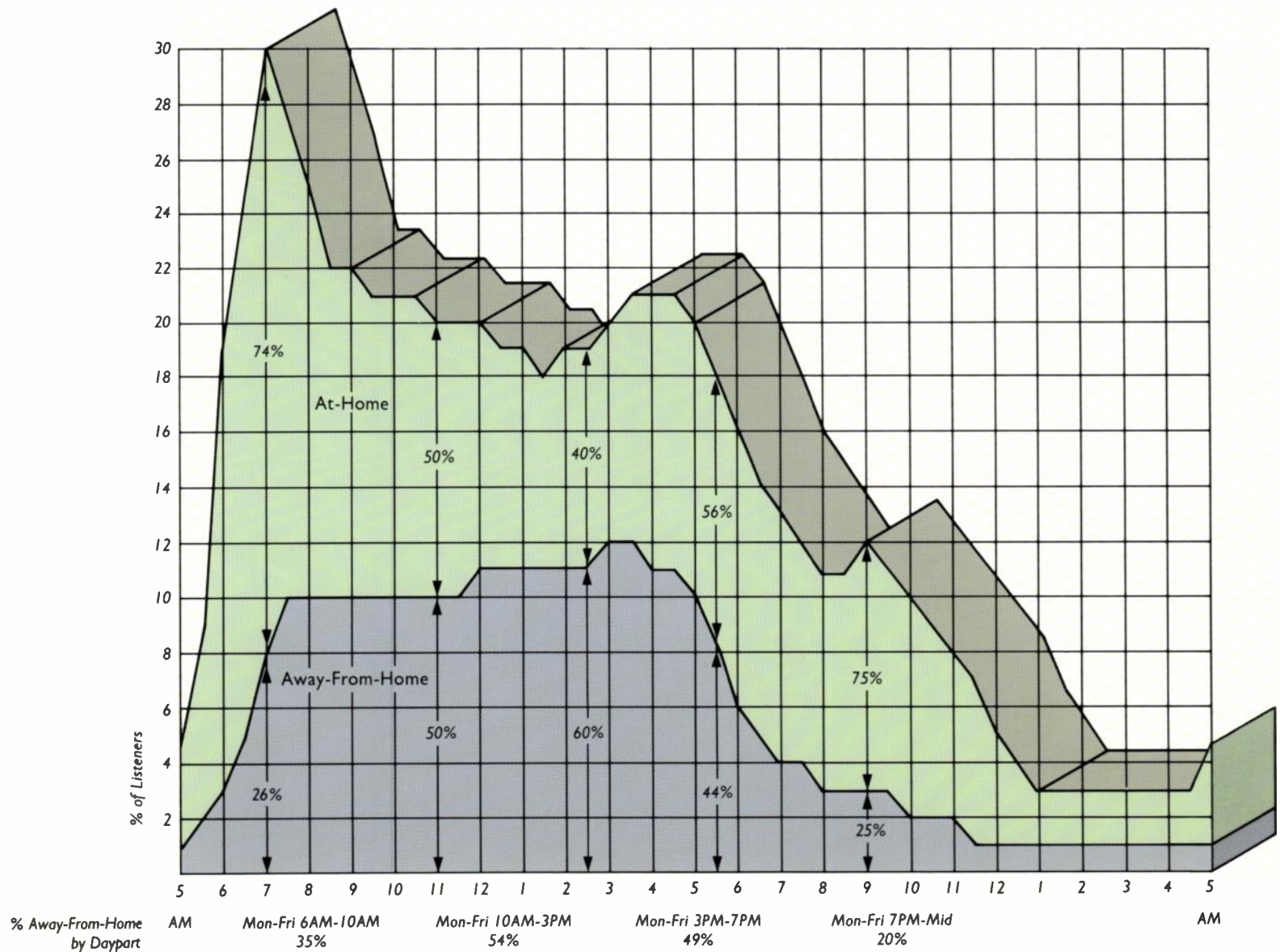
When people listen at
least once At-Home or
Away-From-Home,
Monday-Friday.



At-Home

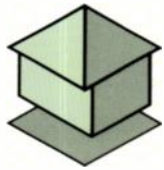


Away-From-Home

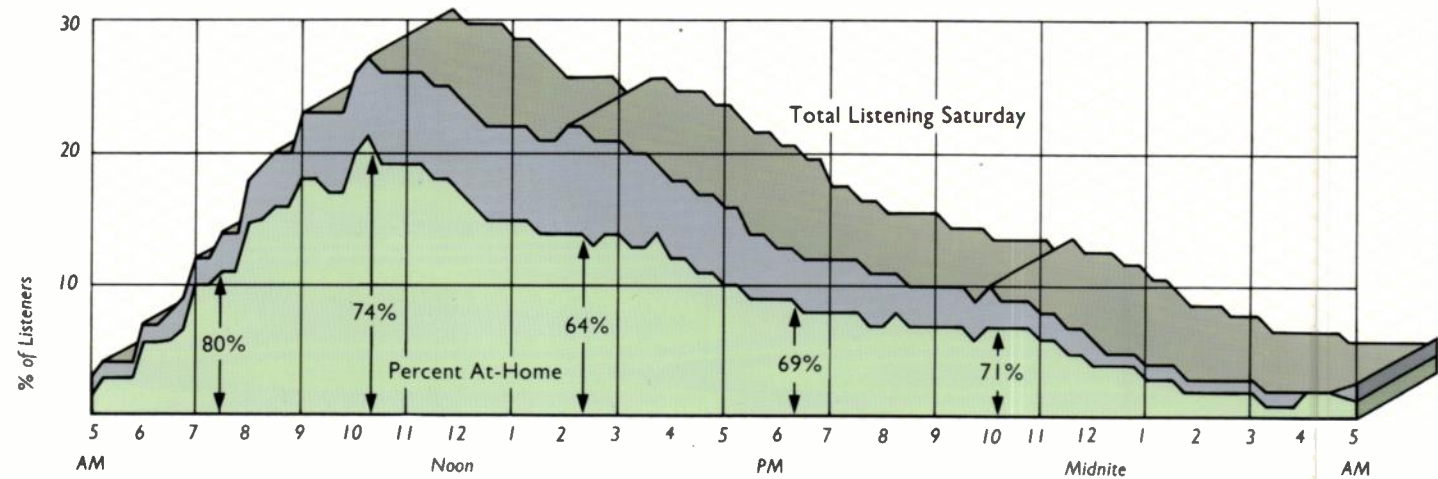


WEEKEND LISTENING IS MOSTLY AT-HOME.

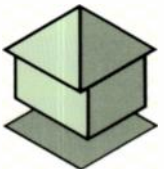
**Saturday's radio
audience listening At-
Home by the hour.**



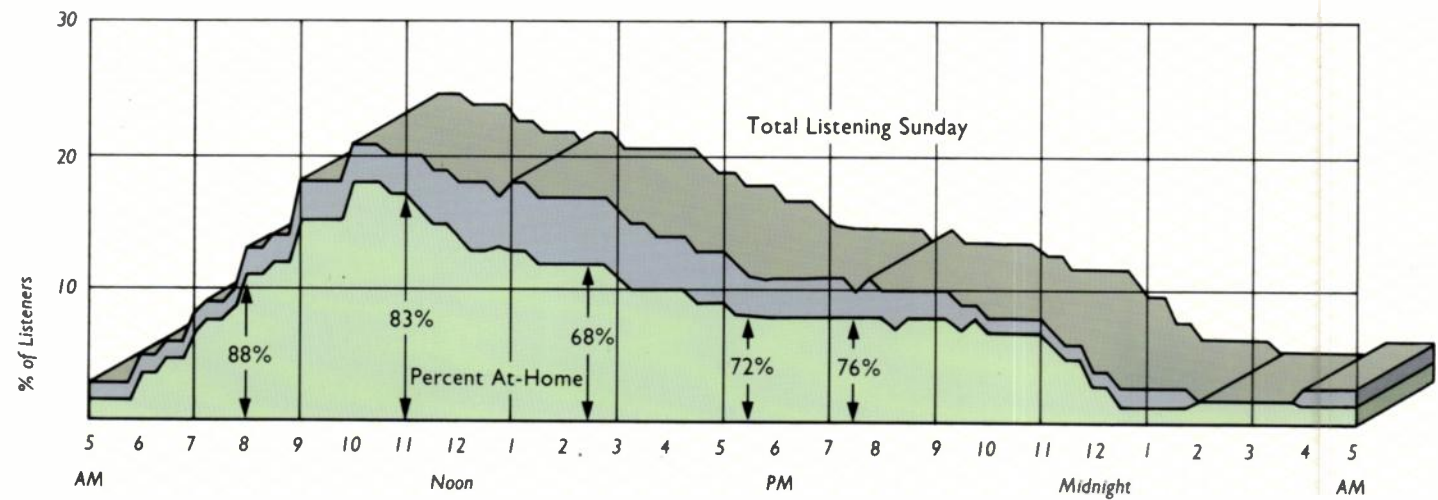
At-Home



**Sunday's radio audience
listening At-Home by
the hour.**



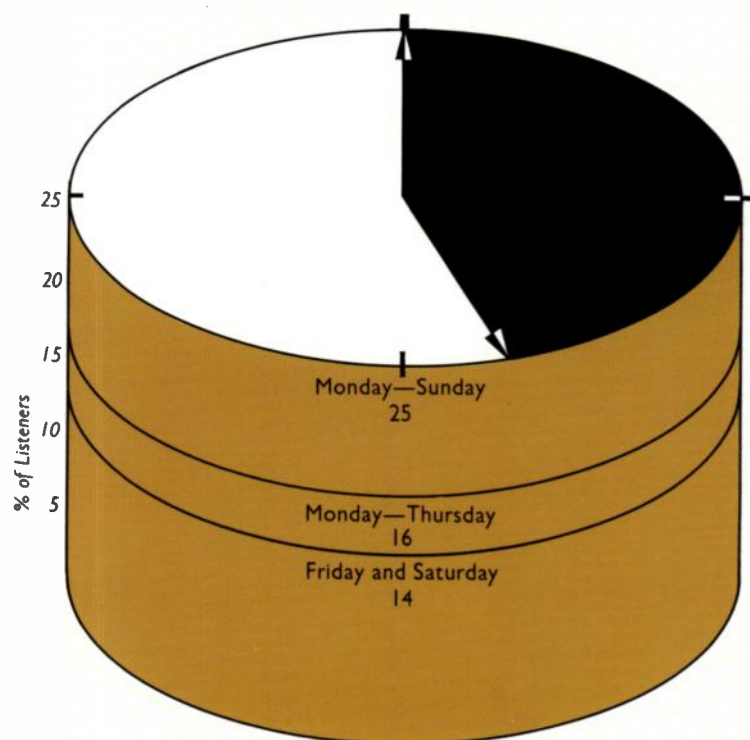
At-Home



ONE OUT OF EVERY FOUR PEOPLE LISTEN TO OVERNIGHT RADIO (MID-5AM).

Overnight listeners are heavy users of radio, averaging 32 hours per week.

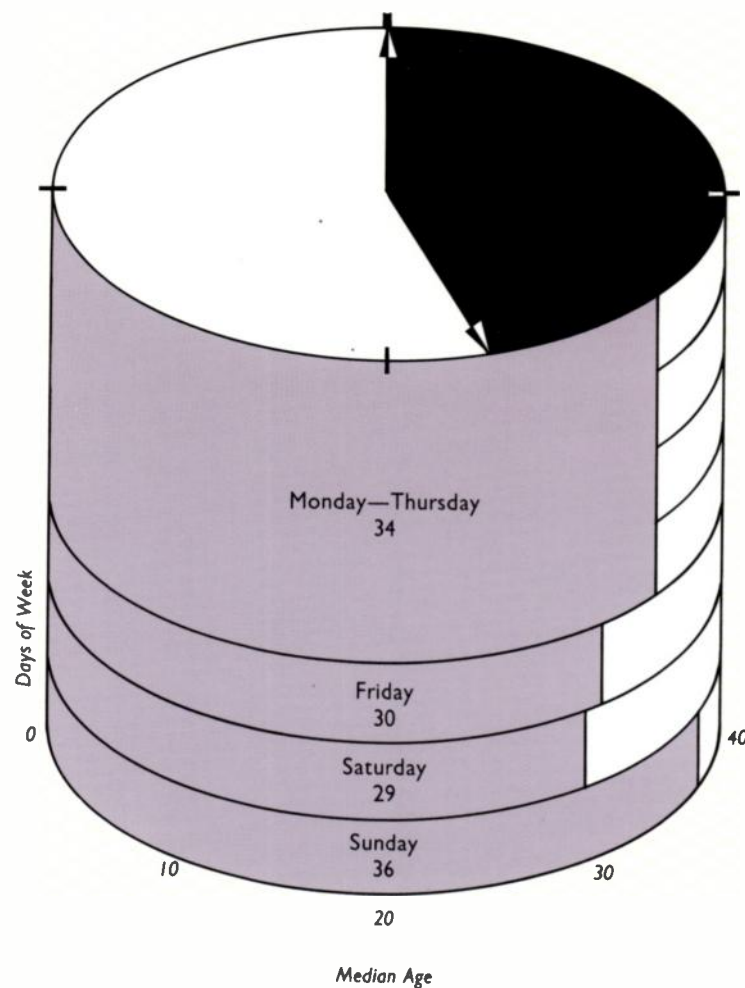
Percent of Listeners Reached
Midnight to 5 AM.



SATURDAY NIGHT ATTRACTS THE YOUNGEST AUDIENCE.

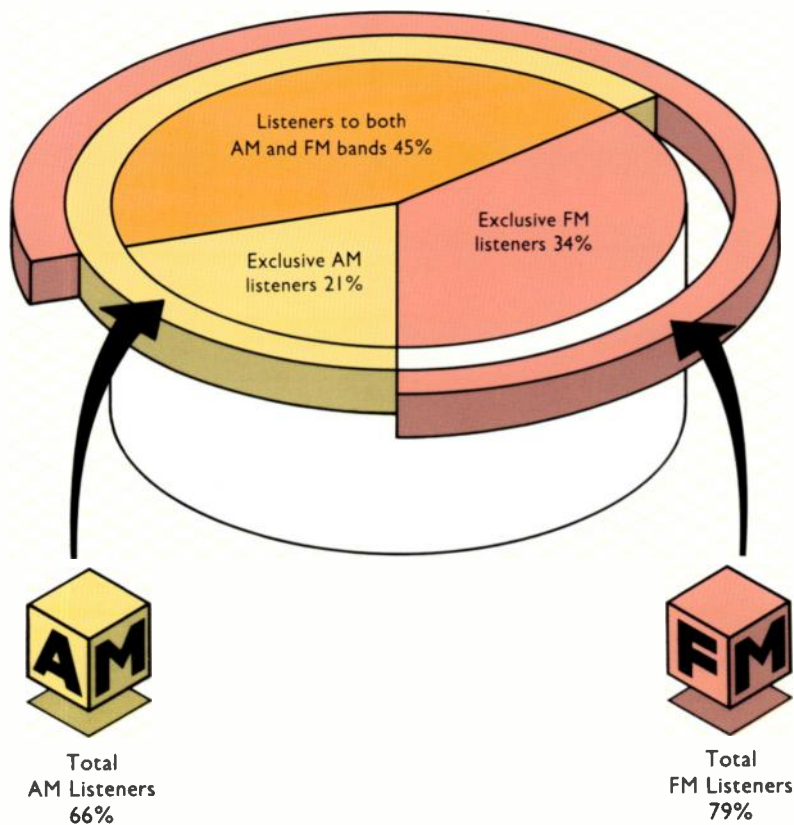
The median age of weekday Overnight listeners is 34, the same for all radio listeners.

Median Age
of Overnight Listeners.

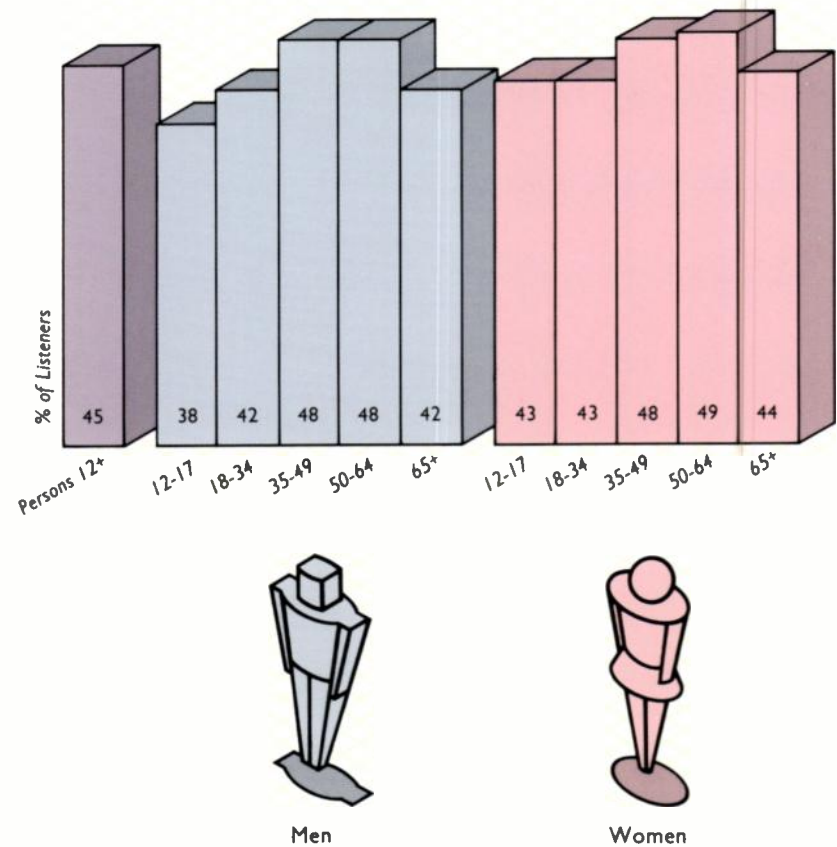


ALMOST HALF OF ALL RADIO LISTENERS TUNE TO BOTH AM AND FM.

How listeners use the
AM and FM radio bands.



The persons who listen
at least once a week to
BOTH the AM and FM
bands by age and sex.



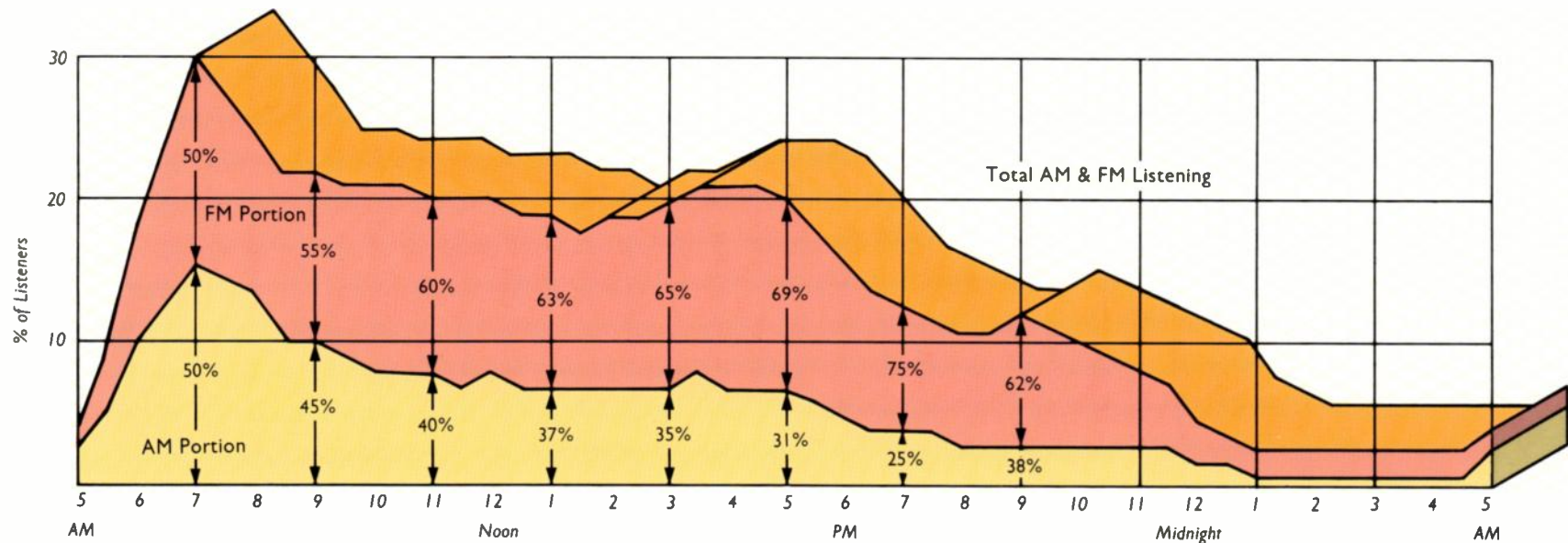
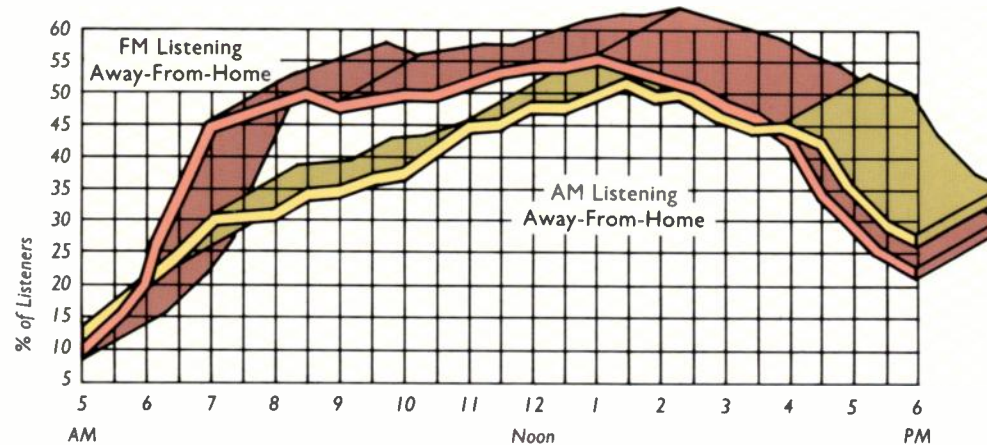
MORE PEOPLE LISTEN TO FM AWAY-FROM-HOME.

AM has proportionately more At-Home listeners.

**AM and FM
Away-From-Home radio
listeners by time of day.**



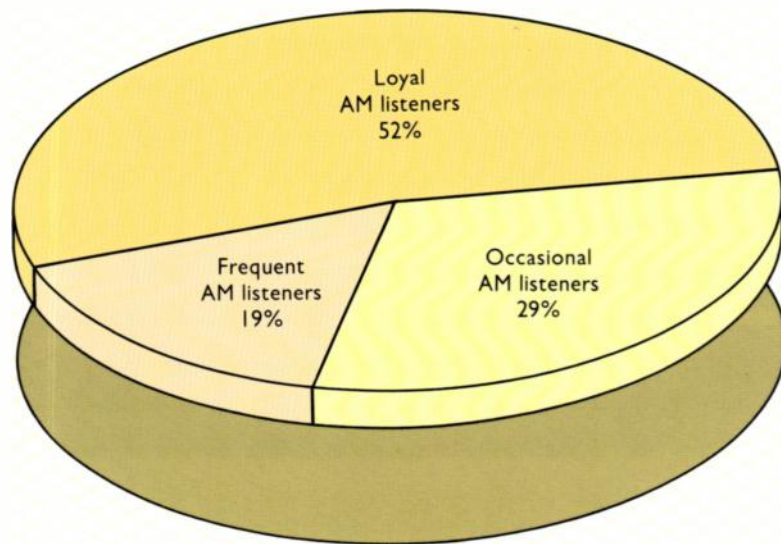
**The listening population
reached at least once per
week, Monday-Friday by
time of day, showing
proportion to AM
and FM**



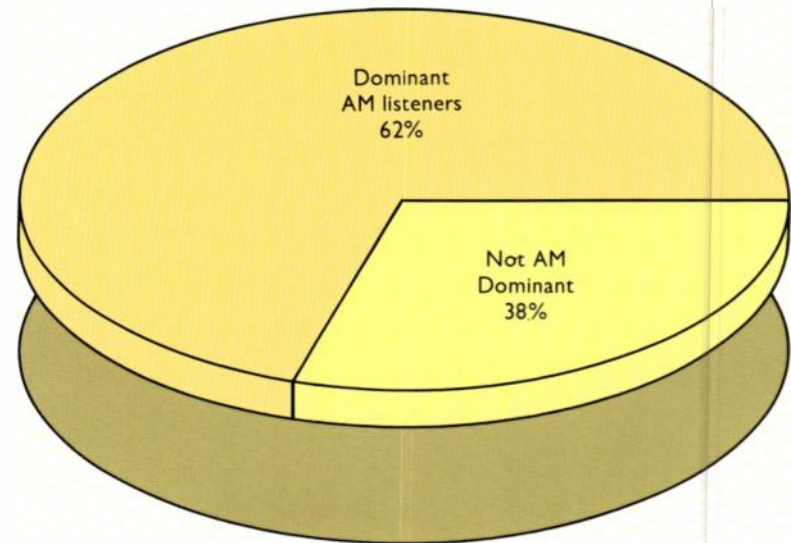
52% OF ALL AM LISTENERS SPEND TWO-THIRDS OF THEIR TOTAL RADIO TIME WITH AM.

62% of all AM listeners spend more than half of their total radio time with AM.

The distribution of all AM listeners by degrees of loyalty.



The proportion of AM listeners who are AM Dominant.



There are 4 types of AM Listeners.

1
AM Loyal: listeners who spend more than two-thirds of their radio time listening with AM.

2
AM Frequent: listeners who spend between one-third and two-thirds of their time with AM.

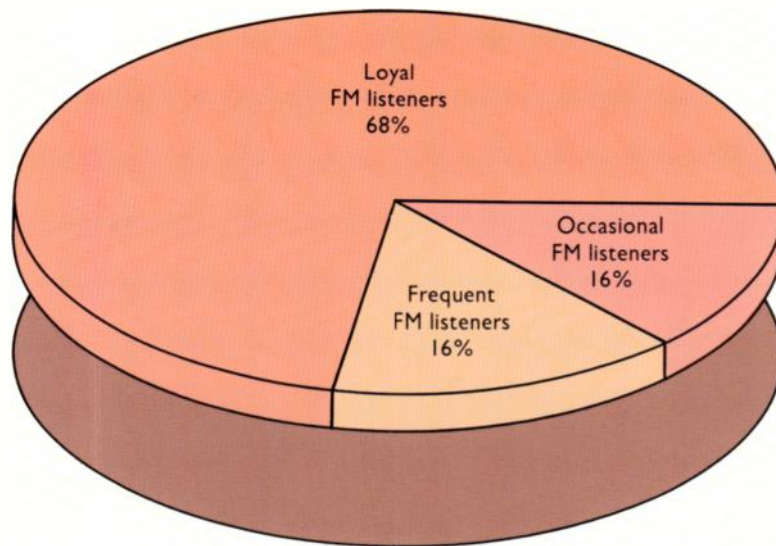
3
AM Occasional: listeners who spend less than one-third of their time with AM.

4
AM Dominant: listeners who spend more than half their time with AM.

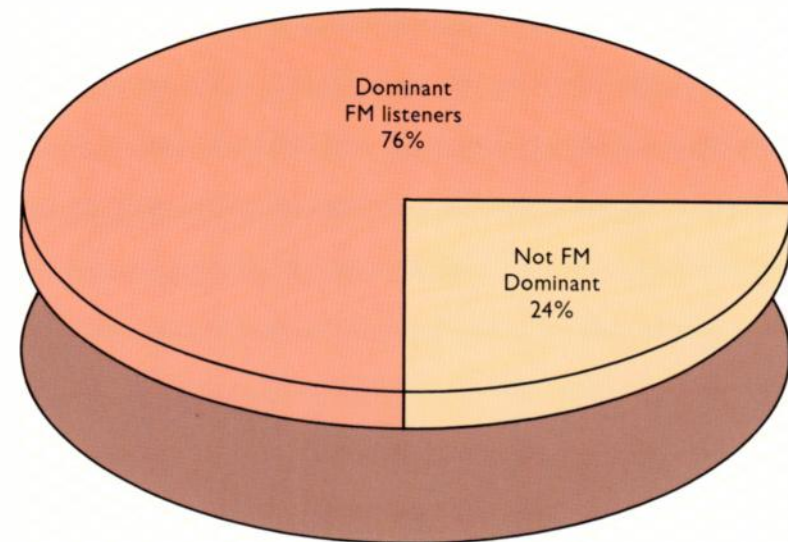
68% OF ALL FM LISTENERS SPEND TWO-THIRDS OF THEIR TOTAL RADIO TIME WITH FM.

76% of all FM listeners spend more than half of their total radio time with FM.

The distribution of all FM listeners by degrees of loyalty.



The proportion of FM listeners who are FM Dominant.



There are 4 types of FM listeners.

1
FM Loyal: listeners who spend more than two-thirds of their time listening with FM.

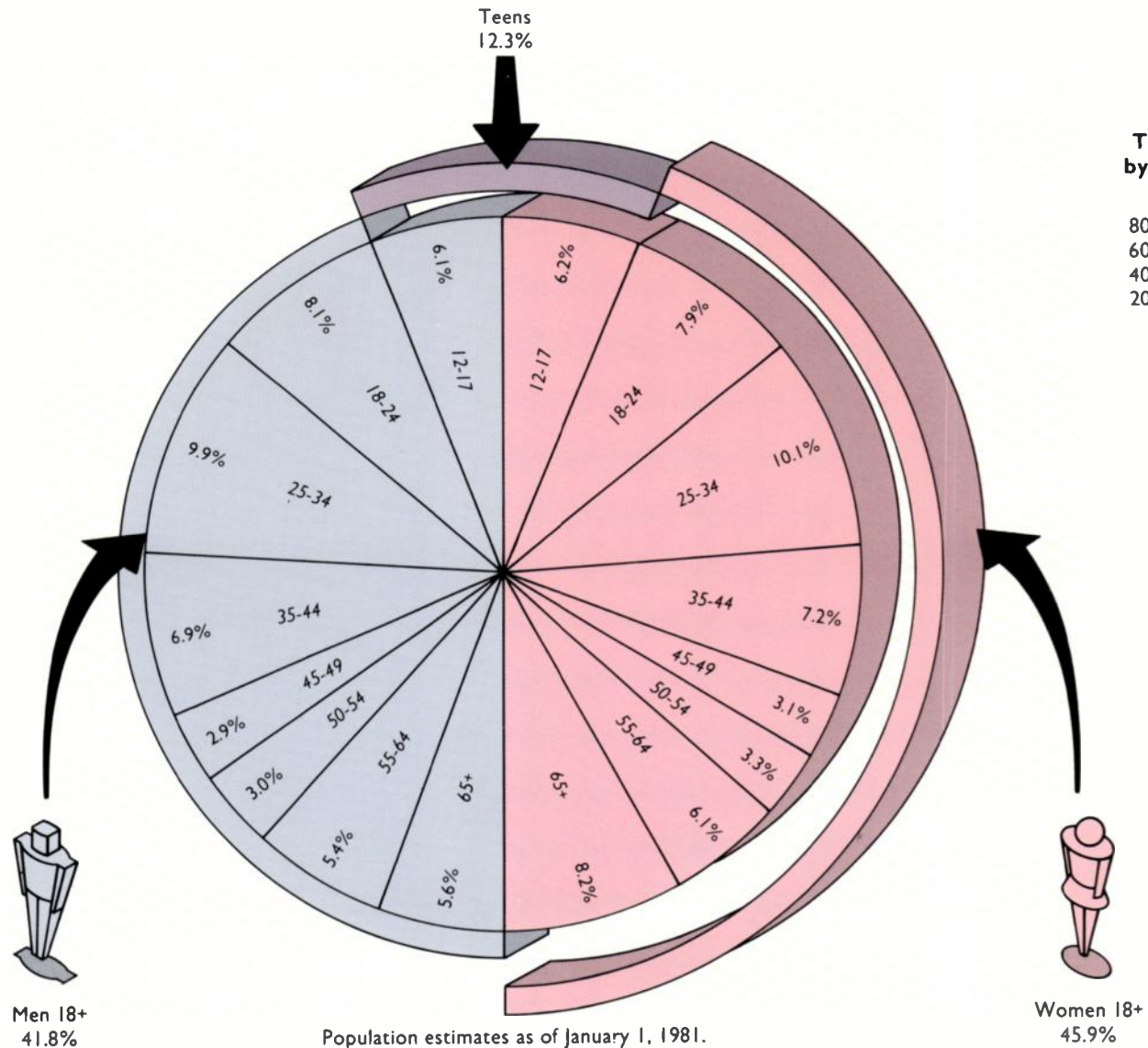
2
FM Frequent: listeners who spend between one-third and two-thirds of their time with FM.

3
FM Occasional: listeners who spend less than one-third of their time with FM.

4
FM Dominant: listeners who spend more than half their time with FM

RADIO'S POTENTIAL AUDIENCE.

The distribution of the total population age 12 and older by age and sex.



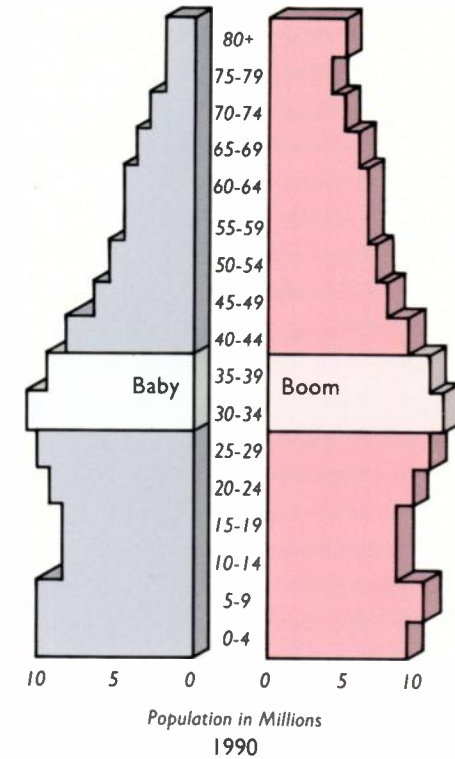
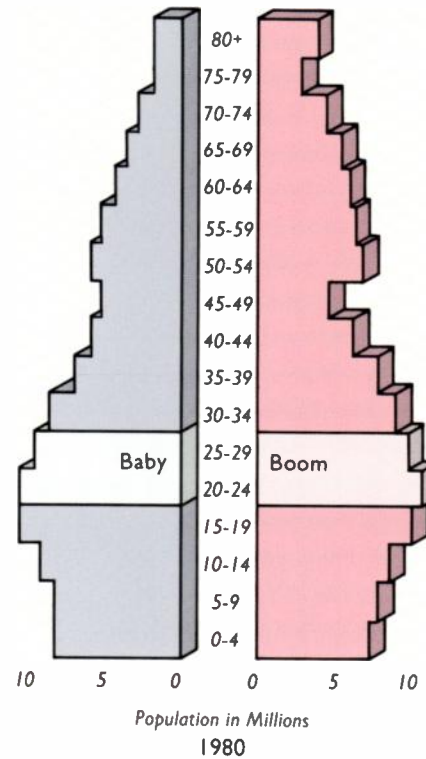
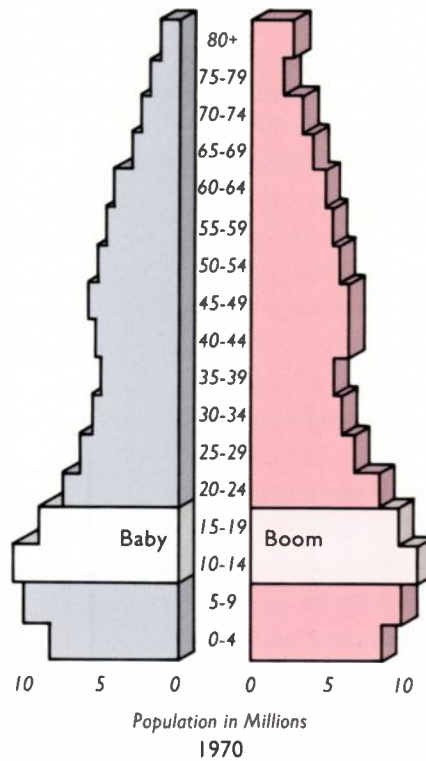
The population varies by age and market, but generally:

80% are over 21 years old
60% are over 30 years old
40% are over 40 years old
20% are over 56 years old

THE POPULATION IS GETTING OLDER.

The shape of the population is changing and radio can respond to these changes by developing new formats and services.

The population "bulge" caused by the "baby boom" of the late 1940's and 1950's will be with us for many years to come.



Men



Women

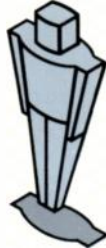

Source:
Population Bulletin Magazine, Volume 37,
#2, 1982: "U.S. Population: Where We
Are, Where We Are Going".

“PERCENT OF LISTENERS.”

The Formula:

demographic percent of listeners x factor = Weekly Cume Ratings

Most of the demographic information presented in Radio Today is percentages of listeners by demographic groups. To convert this data into *WEEKLY CUME* ratings, you may want to use the following formula and factors.

	Demographic Group	
 Male Factor	.95 ← 12-17 → .97	 Female Factor
	.96 ← 18-34 → .97	
	.93 ← 35-54 → .95	
	.94 ← 55-64 → .95	
	.88 ← 65+ → .87	
	Age	

The behavior of the individual listener translates into ratings and shares. Understanding this behavior is a step in understanding a station's performance.

And remember, the listener has control of the set.

A WORD ABOUT THE RELIABILITY OF ARBITRON RADIO RATINGS IN YOUR LOCAL MARKET REPORT.

REPLICATION II, a comprehensive study of the reliability of Arbitron audience estimates contained in Arbitron Standard and Condensed Radio Market Reports has recently been completed. This study is an important breakthrough in gauging the reliability of Arbitron radio ratings.

Based on an empirical analysis of over one million Arbitron Radio audience estimates, Replication II provides answers to such questions as:

- How likely is it that an increase or decrease in a station's audience reported from one survey to another represents a real change?
- If Arbitron had used a different sample of persons in a survey, how much different would the results be?
- How reliable are Arbitron radio audience estimates? For a specific demographic group? For a particular time period?

Of considerable significance to those who use Arbitron radio audience ratings, the two year study found that:

- The ratings have considerably less sampling error than previously believed.
- Effective sample bases for Arbitron radio ratings are higher than previously thought and thus reflect audience listening with greater precision.
- Reliability varies by audience estimate type, by geographic region and by demographic group, as well as by unique market factors; therefore, reliability parameters must be custom-designed for each Local Radio Market Report.

REPLICATION II also led to the development of a simple, two-step Reliability Procedure for quantifying the reliability of Arbitron radio audience estimates. This procedure has appeared in all Radio Market Reports since Fall 1981 and can be used to quickly determine the standard error surrounding any audience estimate or projection contained in a specific Market Report.

Complete results of the study are available in the 139-page book, *ARBITRON REPLICATION II: A STUDY OF THE RELIABILITY OF RADIO RATINGS*. This book, available through Arbitron, includes a thorough description of the methodology used in the study, along with instructions and formulas for applying the study's findings.

A WORD ABOUT RADIO TODAY AND OUR SPECIAL NATIONAL SAMPLE.

RADIO TODAY

documents national patterns of radio use and listener behavior. For RADIO TODAY, we designed a special national sample of diaries from 12,861 listeners. Using random sampling techniques and factoring in market size, time zone and region, we drew a sample of ADIs (Area of Dominant Influence) and then counties within the selected ADIs. We used diaries primarily from the Fall 1981 survey period, and secondarily from Spring 1981 diaries.

This report has been compiled from all listening recorded in all the diaries listening twenty-four hours a day during the seven days of the diary reporting period.

RADIO TODAY is an analysis of radio audience estimates and other related data. All audience estimates are approximations subject to statistical variations related to sample size and other limitations.

A separate publication, Arbitron Ratings' *DESCRIPTION OF METHODOLOGY*, details the policies and procedures used to produce audience estimates.

ARBITRON RADIO

New York

1350 Avenue of the Americas
New York, New York 10019
(212) 887-1300

Atlanta

Corporate Square Office Park
Suite 100, Building 13
Atlanta, Georgia 30329
(404) 320-1533

Chicago

1807 Tribune Tower
Chicago, Illinois 60611
(312) 454-3444

Dallas

14801 Quorum Drive
Suite 506
Dallas, Texas 75240
(214) 385-5788

Los Angeles

5670 Wilshire Boulevard
Suite 2560
Los Angeles, California 90036
(213) 937-6420

San Francisco

417 Montgomery Street
Suite 444
San Francisco, California 94104
(415) 393-6925

Washington

The Arbitron Building
Laurel, Maryland 20707
(301) 982-4600
(301) 982-4720