

# Black Radio Today

How America Listens to Radio  
1998 Edition

# Introduction

*Black Radio Today* offers you a glimpse into the world of radio and its black listeners. Currently there are more than 12,000 radio stations broadcasting around the country. *Black Radio Today* illustrates that radio is a medium of steady popularity among blacks. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching blacks anytime or anyplace.

This study examines radio from a national viewpoint, outlining its strength as a medium and analyzing blacks' listening behavior for 15 top formats. It is part of Arbitron's commitment to giving radio stations, agencies and advertisers information about and insights into America's black radio audience.

From listening locations to format preferences, Arbitron invites you to explore this fascinating snapshot of how blacks spend time with radio!

# Contents

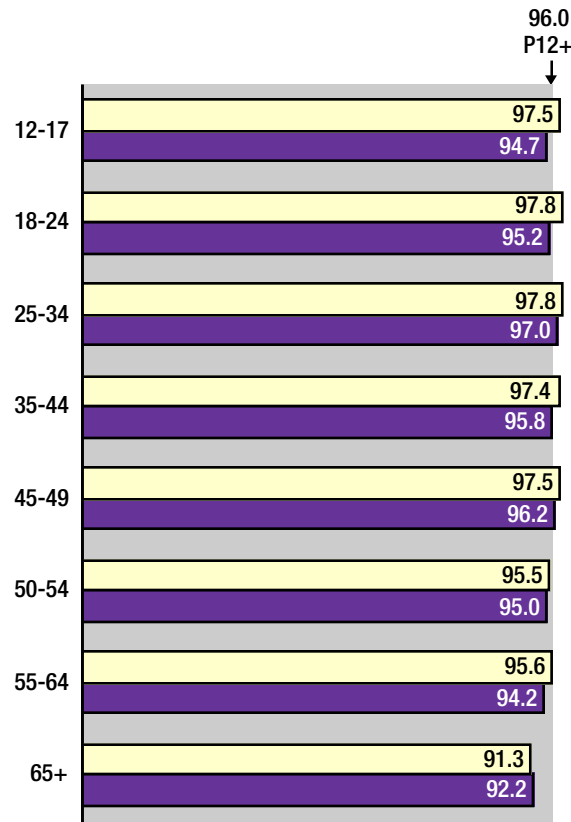
Radio Reaches All Ages .....	3
Hour-by-Hour Listening .....	4
Overnight Listening .....	5
Where People Listen: Weekdays .....	6
Where People Listen: Weekends .....	7
Where Men and Women Listen .....	8
Listening Location .....	9
Listening by Daypart .....	10
AC .....	12
Album Rock .....	13
Classic Rock .....	14
Classical .....	15
Country .....	16
Modern Rock .....	17
MOR/Big Band .....	18
NAC/Smooth Jazz .....	19
News/Talk .....	20
Oldies .....	21
Religious .....	22
Spanish .....	23
Top 40 .....	24
Urban .....	25
Urban AC .....	26
Sources .....	27
Glossary .....	28

# Radio Reaches All Ages

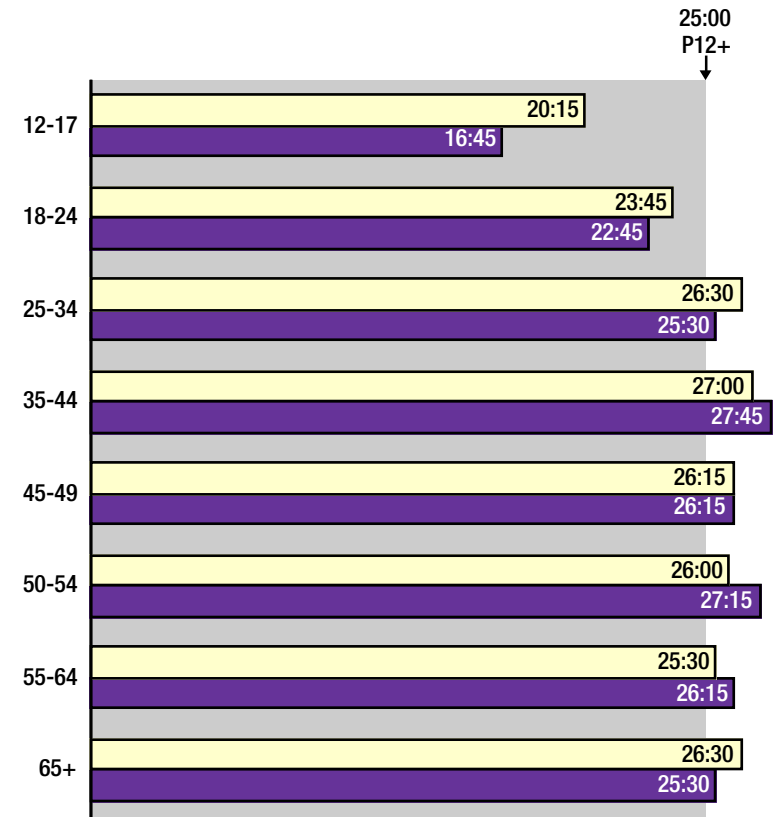
## Battle of the Sexes

At least 97 percent of black female teens and adults in the age groups under 50 listen to radio each week. Women 35-44 tune in for a full 27 hours, making them the age group with the longest weekly listening time. Those with the shortest listening time are teens. Although older black women, 65+, are less likely to be radio users (91 percent), they do devote a lot of time listening to radio each week (26:30).

Among black men, the share of radio listeners peaks with 25- to 34-year-olds (97 percent). Time spent listening is highest (27:45) for Men 35-44. Like the girls, black male teens devote the least amount of time each week to radio listening (16:45).



Weekly Cume Rating



Time Spent Listening

Hours and Minutes per Week

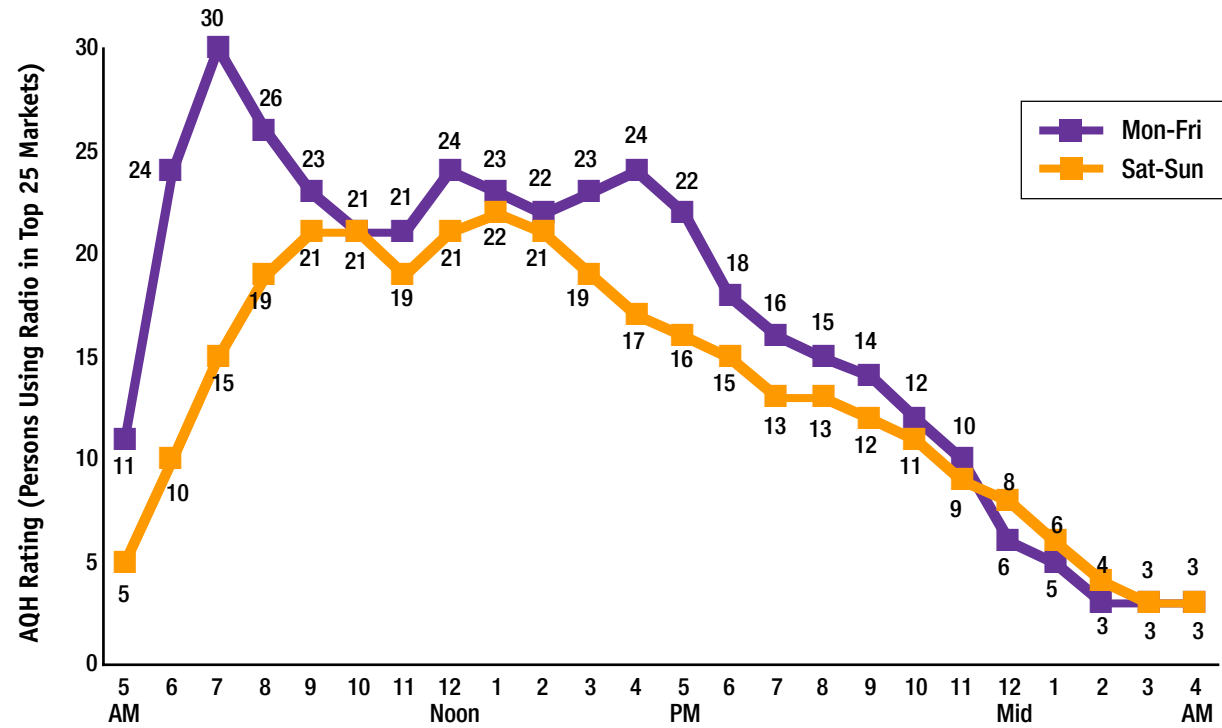


Source: All data come from Arbitron National Database, Mon-Sun, 6AM-Mid, Spring 1998 survey.

# Hour-by-Hour Listening

## Timing Is Everything

Radio listening among the black audience starts picking up at 6AM weekdays and remains strong through 6PM, after which it starts to taper off. Peak listening times on Saturday and Sunday center around the morning and the lunch hours from 9AM to 3PM. Listening is lowest on both weeknights and weekend nights from 12Midnight to 4AM.



Hour-by-Hour Listening, AQH Rating

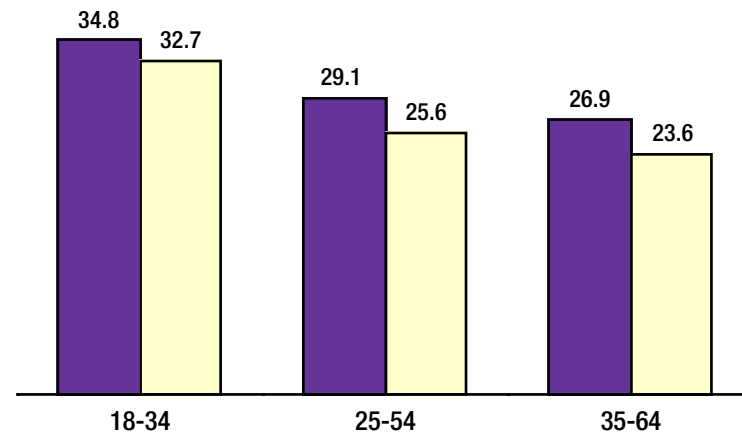
Source: MaximiSer 98/Media Professional<sup>SM</sup>, Spring 1998, Top 25 markets, Mon-Sun, 5AM-5AM

# Overnight Listening

## Tuning in at Twilight

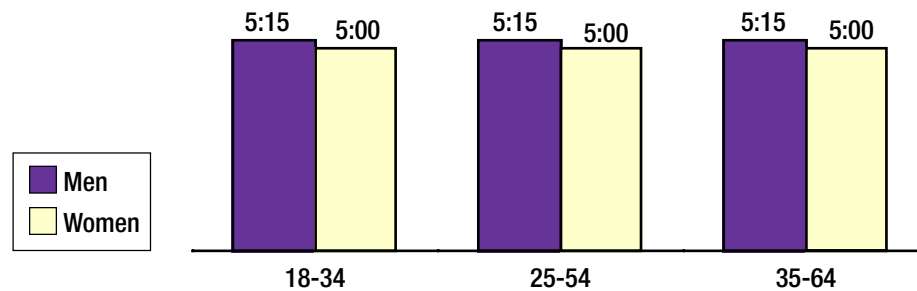
Late-night black listeners who tune in to radio from 12Midnight to 5AM are most likely to be young people. Thirty-five percent of black Men 18-34 and 33 percent of black Women 18-34 are nighttime listeners.

Black men in all age groups spend slightly more time than black women listening to nighttime radio. Men clock five hours and 15 minutes of listening time while women listen for about five hours.



**Weekly Cume Rating**

Top 25 Markets (12Mid-5AM)



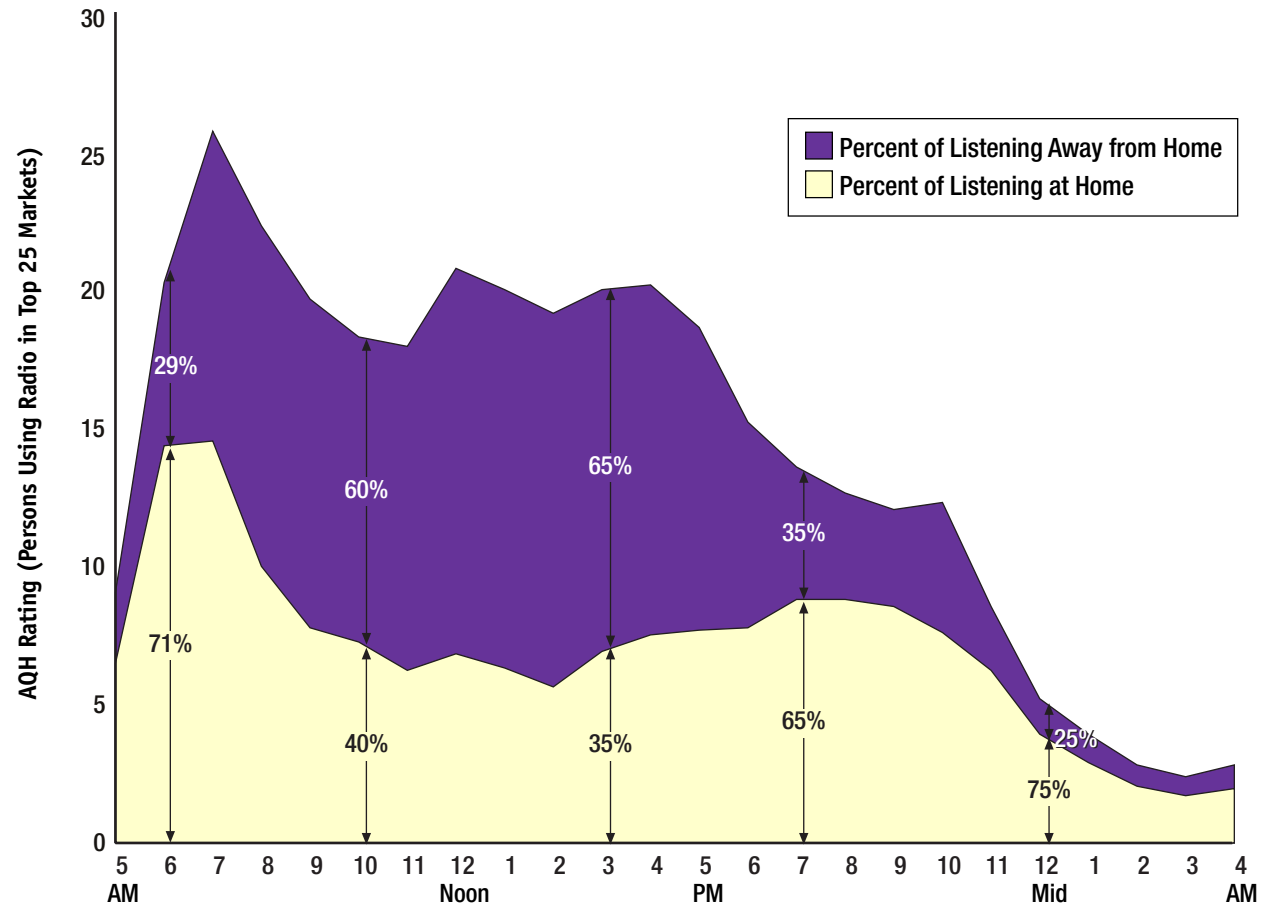
**Weekly Time Spent Listening**

Top 25 Markets (12Mid-5AM)

# Where People Listen: Weekdays

## Radio Is a Moving Medium

On weekdays before 8AM and after 6PM the majority of black radio listeners tune in at home. Between those hours a giant shift occurs, with at least 55 percent of listeners listening to a radio that is someplace away from their home.



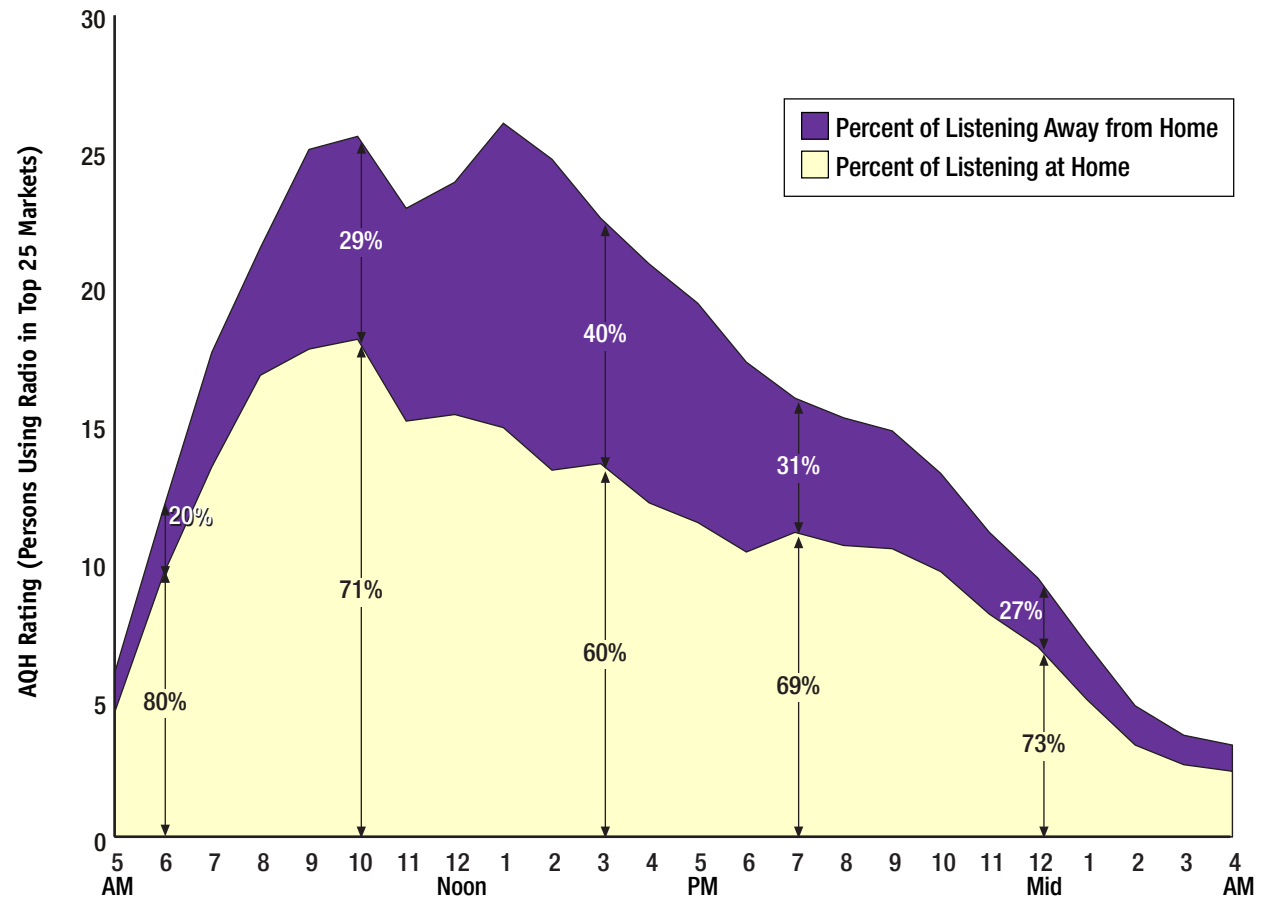
## Weekday Listening, AQH Rating

Mon-Fri, Total Day (5AM-4AM)

# Where People Listen: Weekends

## Strong Weekend Listening

Weekend listening takes place for most people in the comfort of their home. During all weekend hours at least 54 percent of black listeners are tuning in at home. Away-from-home weekend listening is highest (40 percent to 46 percent) between the hours of 1PM and 6PM.



## Weekend Listening, AQR Rating

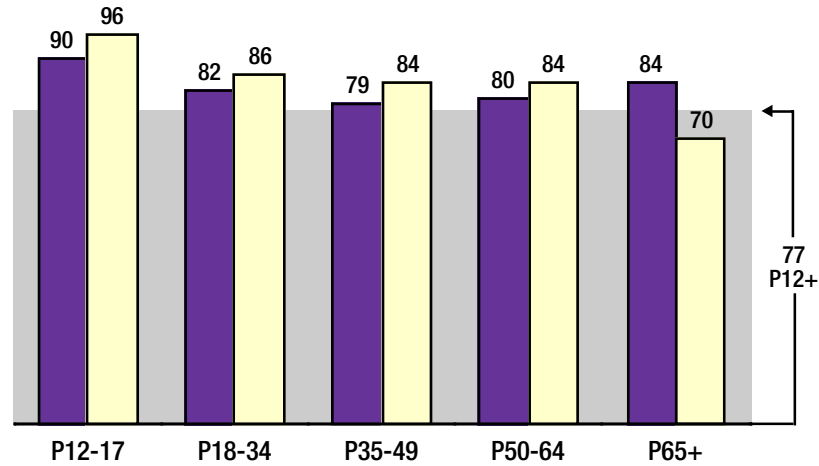
Sat-Sun, Total Day (5AM-4AM)

Source: MaximiSer 98/Media Professional<sup>SM</sup>, Spring 1998, Top 25 markets, AQR Persons

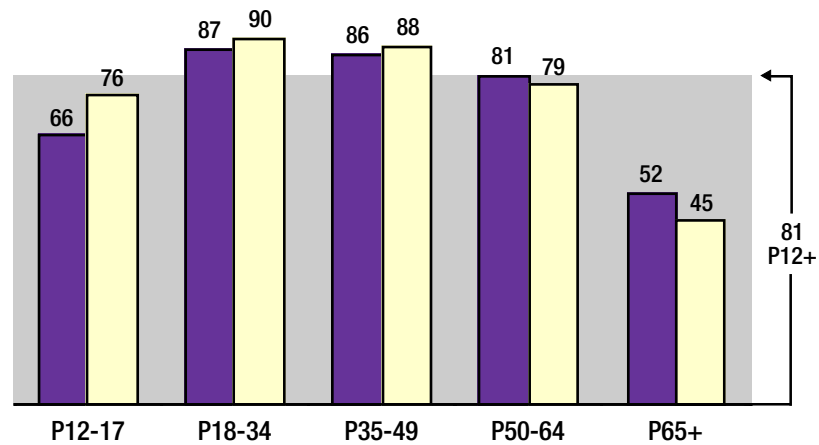
# Where Men and Women Listen

## Home Is Where the Teen Listeners Are

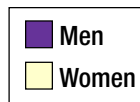
At-home radio listening is highest among black teenagers—90 percent of boys and 96 percent of girls tune in during the week. Working-age black men and women between 18 and 64 are those who are most likely to be listening at places outside the home.



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



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



# Listening Location

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

One of radio's great strengths is its portability. Radio has the flexibility to reach listeners at home, in their car, at work, and at other away-from-home locations. Listening shifts along with people's movements during the day. The majority of weekend listening by blacks (61 percent) takes place at home. On weekdays, listening at home is high in the morning time slot from 6AM to 10AM (52 percent) and peaks from 7PM to 12Midnight (70 percent). In-car listening is highest during commuting times, and at-work listening is highest on weekdays from 10AM to 3PM (44 percent).

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	51.1	22.7	22.4	3.8
Mon-Fri 6AM-10AM	52.3	25.0	20.8	1.9
Mon-Fri 10AM-3PM	32.6	19.3	44.4	3.7
Mon-Fri 3PM-7PM	39.7	31.8	24.3	4.2
Mon-Fri 7PM-Mid	69.8	15.9	9.9	4.4
Weekend 10AM-7PM	60.8	24.7	9.2	5.3

### Distribution of AQH Radio Listeners by Listening Location

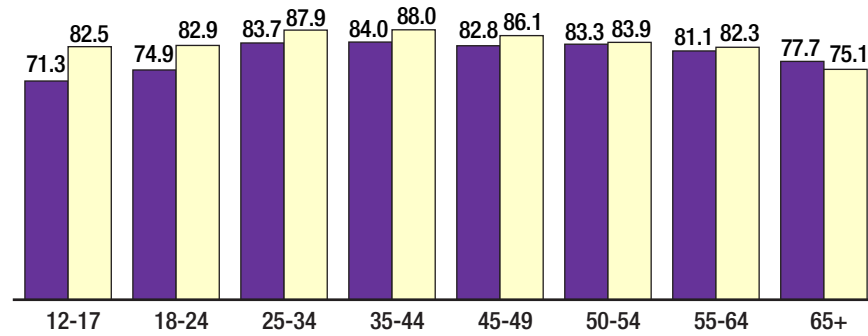
Top 25 Markets, Persons 12+

# Listening by Daypart

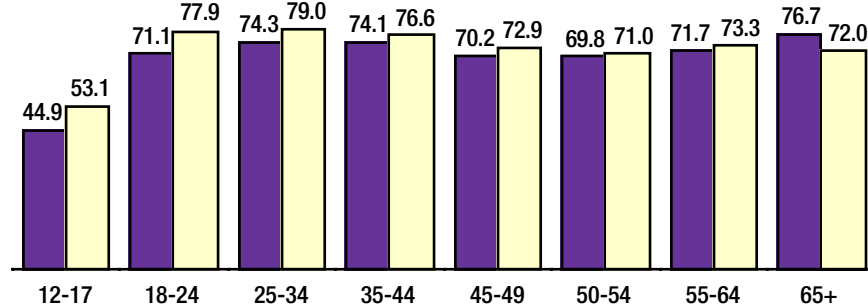
## Who's Listening When

Peak listening times for most black men and women are weekday mornings from 6AM to 10AM and weekends. Teenagers of both sexes are most likely to tune in on weekdays from 3PM to 7PM and weekends.

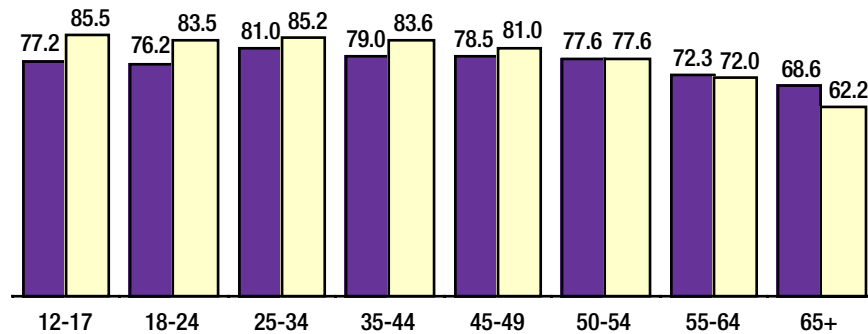
Weekday midday (10AM to 3PM) and early evening (3PM to 7PM) capture the attention of more black women than black men.



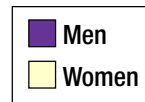
Mon-Fri 6AM-10AM



Mon-Fri 10AM-3PM



Mon-Fri 3PM-7PM



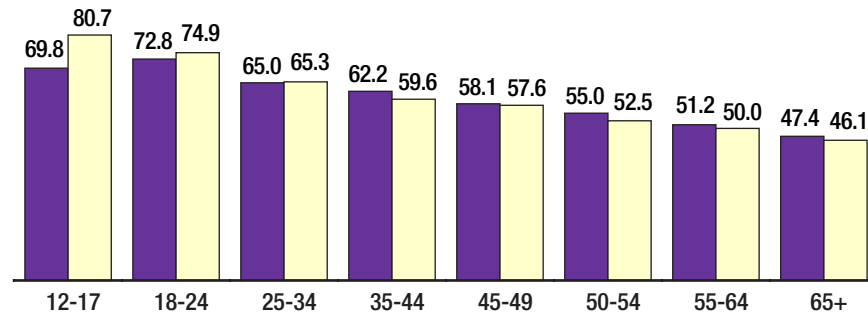
Note: Figures above are Cume Rating Indexes.

Sources: All data come from Arbitron Database, Mon-Sun, 6AM-Mid, Spring 1998 survey.

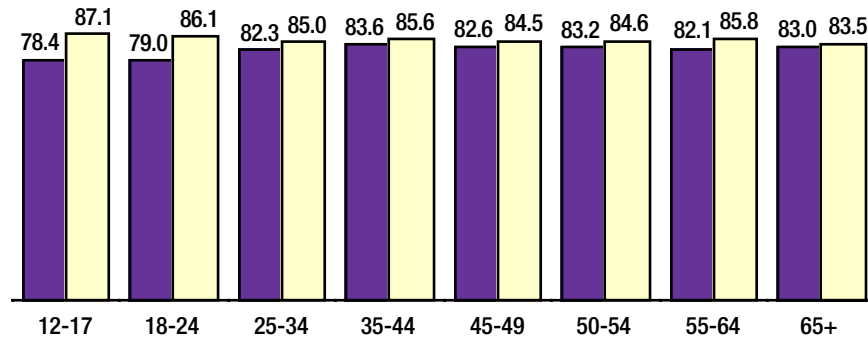
# Listening by Daypart

Monday through Friday, the most dedicated listeners from 7PM to 12Midnight are teens and young adults 18-24.

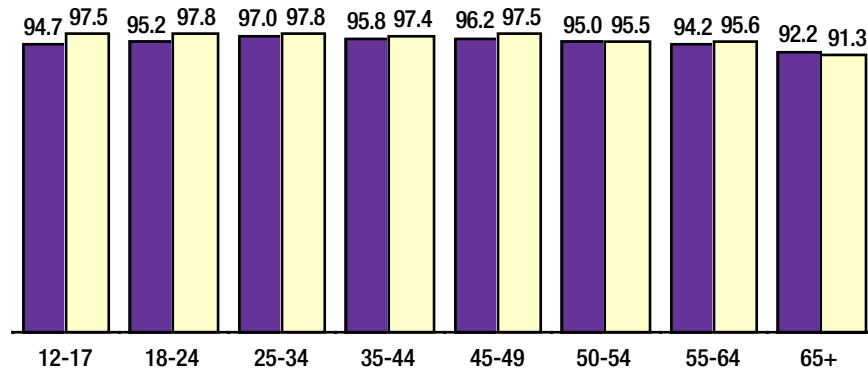
Weekends are also the most popular listening time for older black Adults 65+.



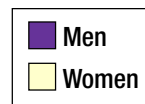
**Mon-Fri 7PM-Mid**



**Sat-Sun 6AM-Mid**



**Mon-Sun 6AM-Mid**



Note: Figures above are Cume Rating Indexes.

Sources: All data come from Arbitron Database, Mon-Sun, 6AM-Mid, Spring 1998 survey.

# AC

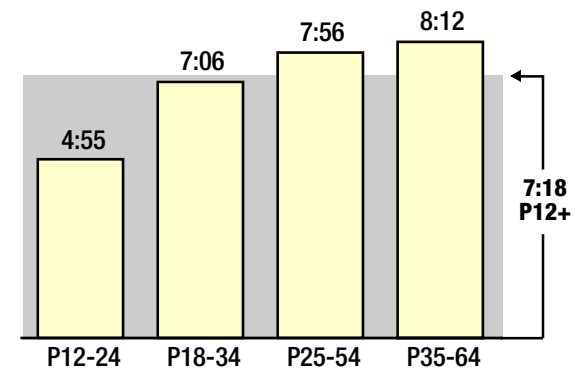
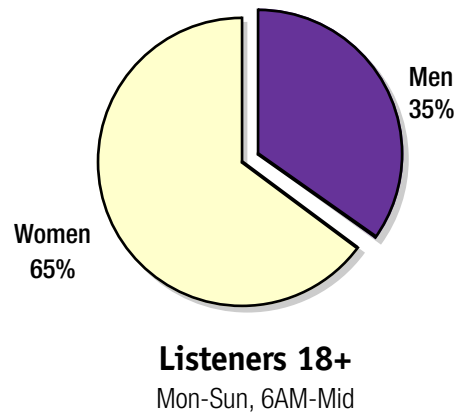
Encompasses all variants of Adult Contemporary: soft/light AC, Hot AC, Mainstream AC, Full-Service AC and Adult Rock.

## A Few Format Highlights

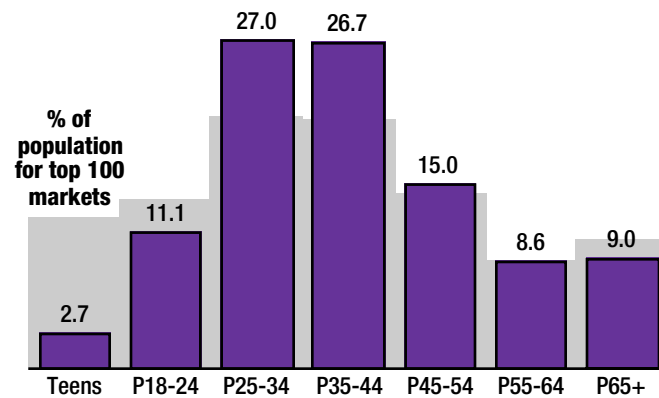
Nearly two-thirds (65 percent) of the black audience for Adult Contemporary stations are Adult Women 18+. Adult Men 18+ are 35 percent of the audience.

A clear majority of the black audience for Adult Contemporary (54 percent) is aged 25-44. And the folks who spend the most time listening to Adult Contemporary are Adults 35-64 (8:12).

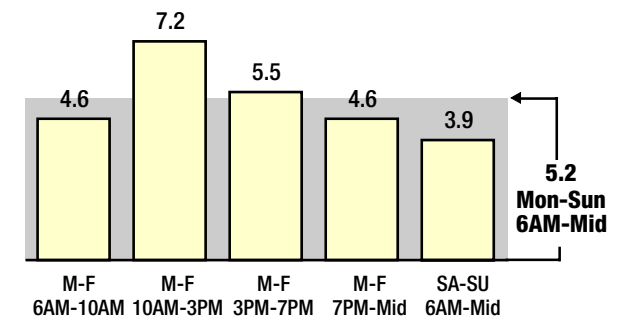
The time of day when black listeners are most likely to tune in to Adult Contemporary is weekdays from 10AM to 3PM when about seven percent of teens and adults are listening.



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Album Rock

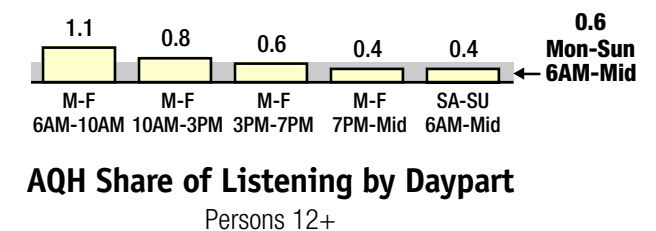
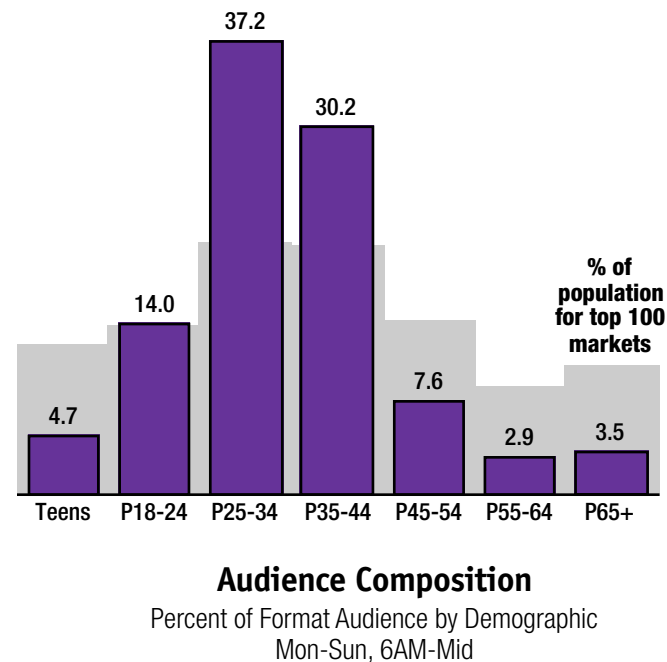
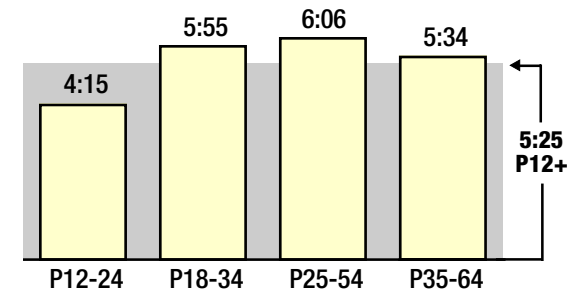
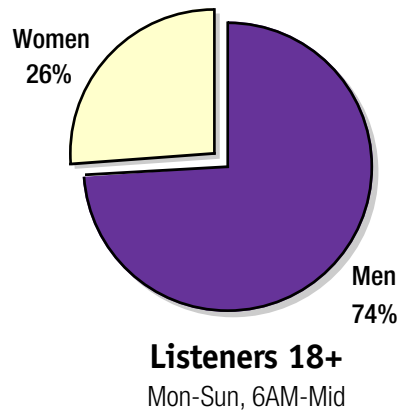
Rock-based music from the mid-60s to present. Plays a mix of current and noncurrent rock.

## A Few Format Highlights

A full 74 percent of the black audience for Album Rock is Men 18+. Just about a quarter of this format's black audience is Adult Women 18+.

Although it is a format that is listened to by blacks of all ages, eight in every ten listeners is an Adult 18-44. Among 25- to-34-year-olds, it is clearly the format of choice, with 37 percent of that age group tuning in.

Album Rock gets its largest share of listeners in the weekday time slot from 6AM to 10AM. And the folks who spend the most time listening are Adults 25-54 (6:06).



Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Classic Rock

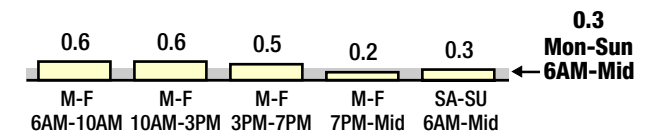
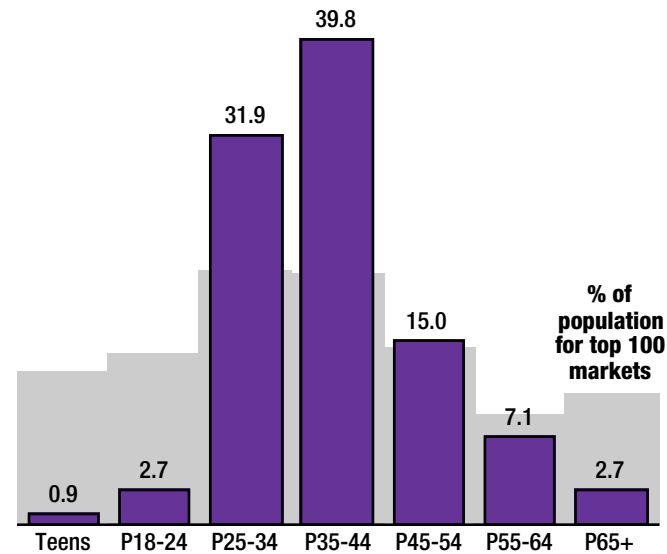
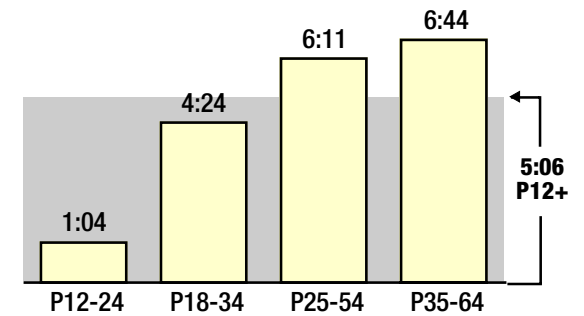
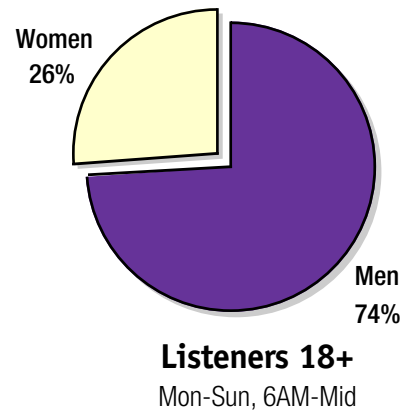
Plays the same universe of music as Album Rock, but without much current rock.

## A Few Format Highlights

Black Men 18+ are about two-thirds of the audience for Classic Rock stations. Women 18+ are the remaining third.

Classic Rock's biggest fans are the people who grew up with the music. A whopping 87 percent of Classic Rock's black listeners are Adults 25-54. It attracts more Adults 35-44 (40 percent) than any other radio format.

Listeners in the age group 35-64 spend the most time each week with this format—six hours and 44 minutes. The most popular dayparts among black listeners are weekdays from 6AM to 10AM and 10AM to 3PM.



Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Classical

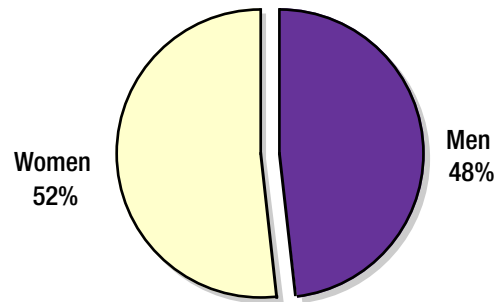
Consists of fine-arts music and talk. Includes classical compositions, opera, theater and commentary.

## A Few Format Highlights

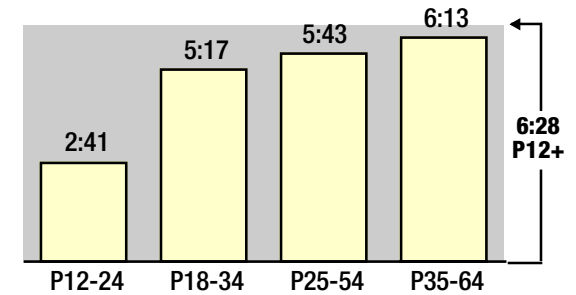
The black audience for Classical stations splits about evenly between adult men and women. A slight majority—52 percent—of listeners are Women 18+.

Classical formats are most popular with older listeners. Adults 65+ are 30 percent of the audience, and another 51 percent are between the ages of 35 and 64.

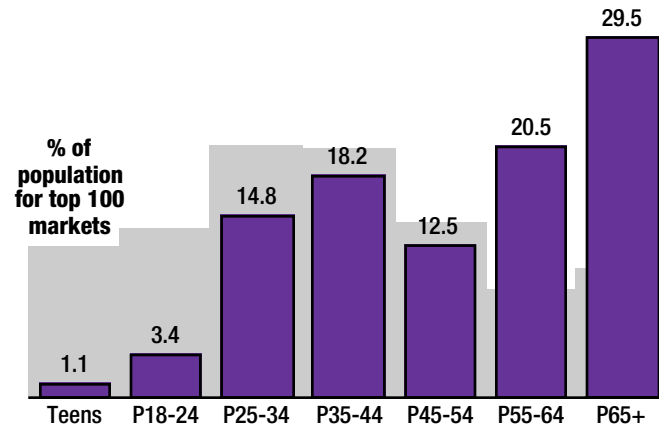
People listen to Classical stations during all the dayparts, with a slightly larger share of listeners tuning in on weekdays from 10AM to 3PM.



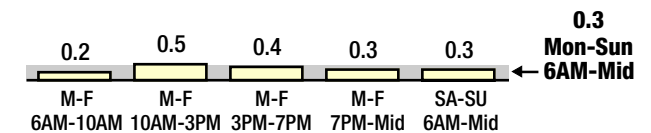
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Country

Includes traditional and modern country music.

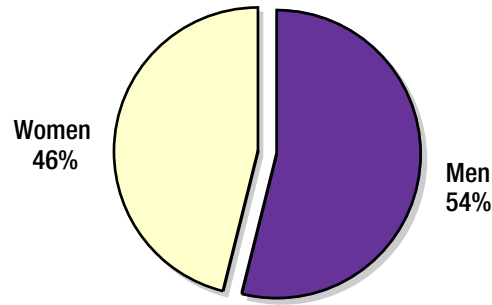
## A Few Format Highlights

Men hold a slight majority when it comes to Country. Fifty-four percent of black Men 18+ are Country fans along with 46 percent of black Women 18+.

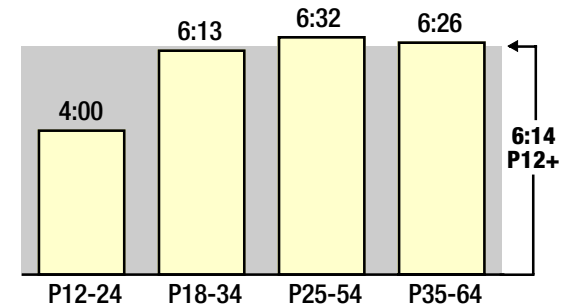
Country appeals to most black adults aged 25 or older. Teens and young adults 18-24 account for only 12 percent of the audience for Country.

Black Adults 25-54 tune in to Country-formatted stations for six hours and 32 minutes each week, making them the biggest listeners.

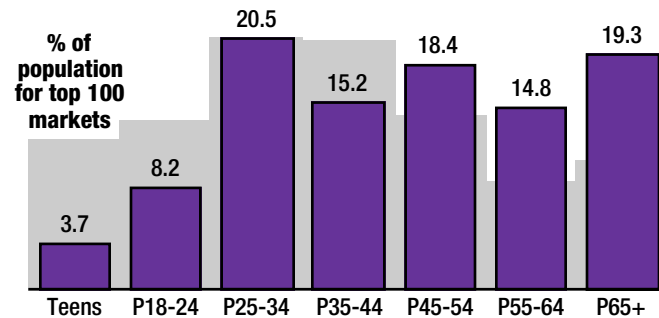
Country's strongest share of listeners is on weekdays from 6AM to 3PM.



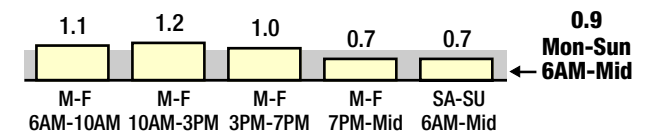
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Modern Rock

Includes stations billing themselves as “Progressive Rock” or “Rock of the ’90s.”

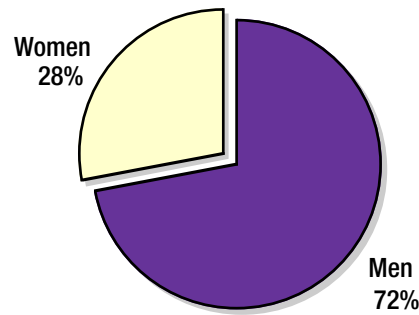
## A Few Format Highlights

Seventy-two percent of Modern Rock’s black audience is Men 18+ and 28 percent is Women 18+.

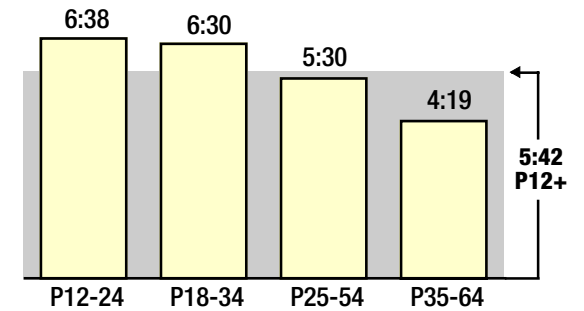
Nearly 34 percent of Modern Rock’s audience is black Adults 25-34. Another 27 percent is young adults 18-24. Fewer than 10 percent of Modern Rock fans are in the age groups over 45.

Teens and young adults 12-24 tune in to Modern Rock for six hours and 38 minutes each week.

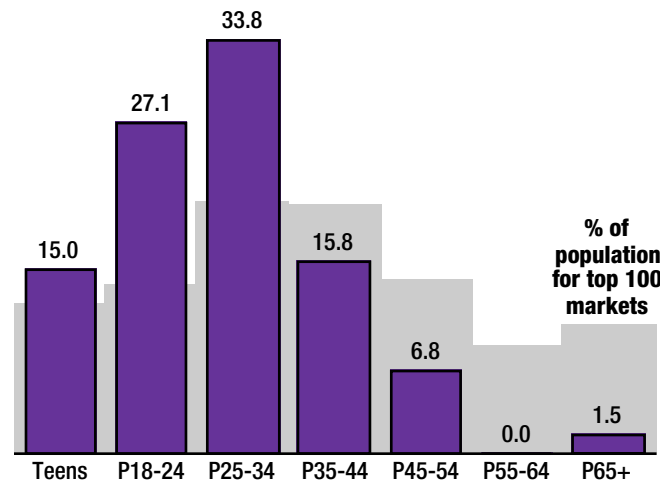
Black listeners are most likely to tune in to Modern Rock on weekdays from 6AM to 10AM.



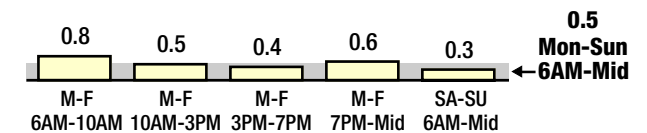
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# MOR/ Big Band

Features a substantial amount of pre-Rock era music: Includes Big Band, Middle-of-the-Road, nostalgia and Music of Your Life outlets.

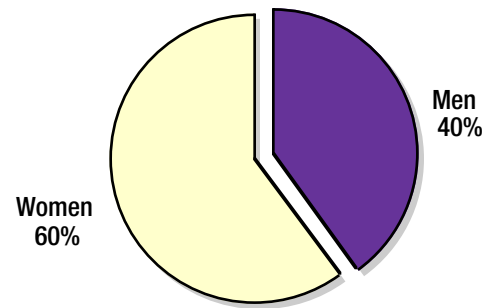
## A Few Format Highlights

This format's black audience is 60 percent Women 18+ and 40 percent Men 18+.

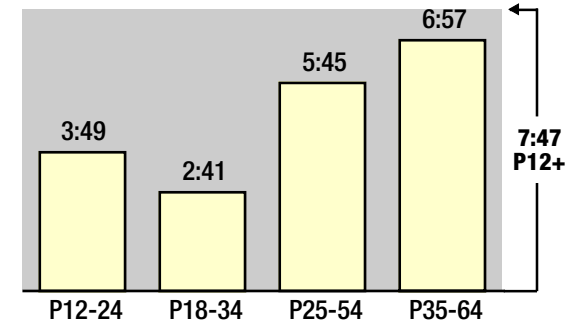
Fifty-eight percent of MOR/Big Band's black listening audience is Adults 65+. No other format claims such a large share of this older group's attention.

MOR/Big Band's black listeners tune in pretty evenly across the dayparts.

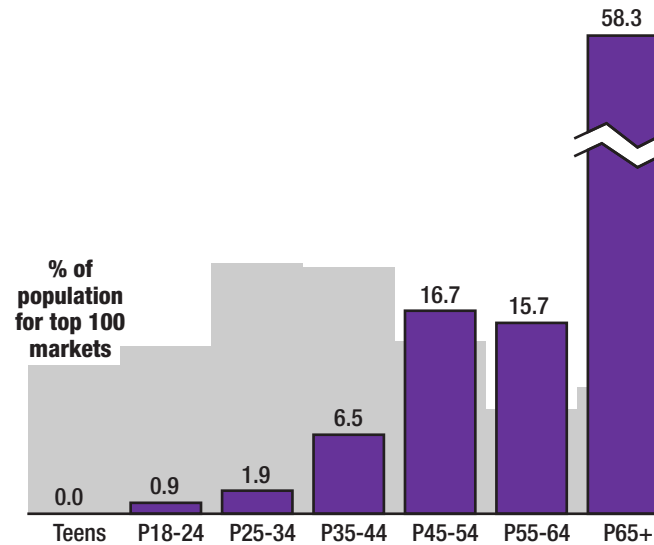
Black Adults 35-64 clock the most listening time with MOR/Big Band stations—almost seven hours a week.



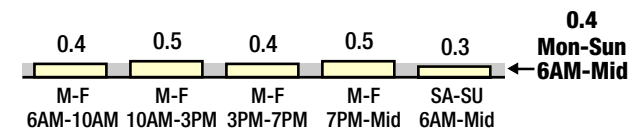
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# NAC/ Smooth Jazz

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

## A Few Format Highlights

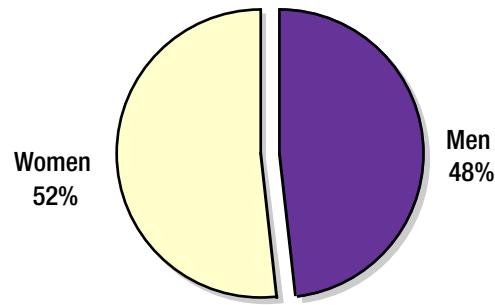
An almost even split between black men and women listeners 18+, NAC/Smooth Jazz has a slightly larger share of women (52 percent) in its audience than men (48 percent).

Black baby boomers are the largest share of NAC/Smooth Jazz listeners, with 57 percent of listeners aged 35 to 54. Adults of all ages tune in to NAC/Smooth Jazz. But it attracts only five percent of teens and young adults 18-24.

Black Adults 35-64 tune in to this format for a full 11 hours and four minutes each week.

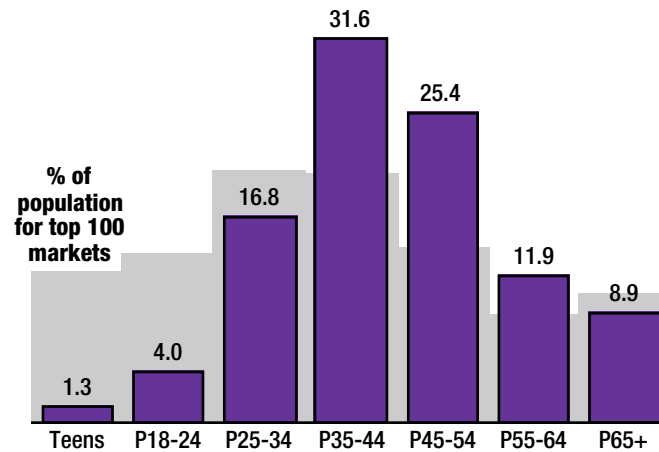
NAC/Smooth Jazz commands a large black audience during all the dayparts, especially weekdays from 10AM to 3PM and 3PM to 7PM.

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.



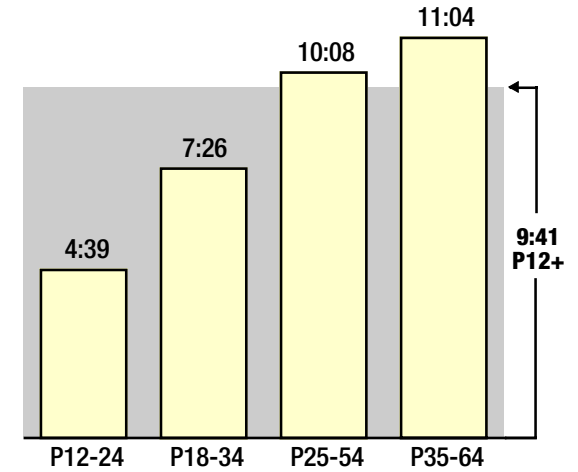
## Listeners 18+

Mon-Sun, 6AM-Mid



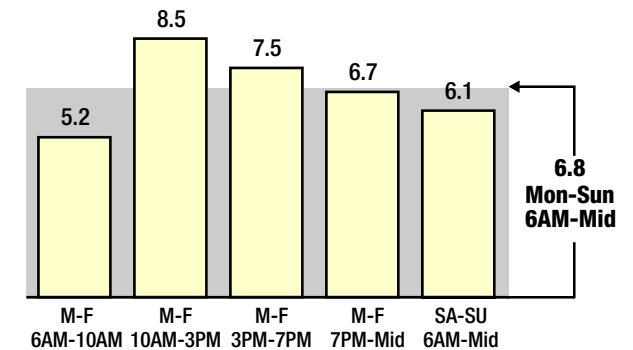
## Audience Composition

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



## Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid, HH:MM



## AQH Share of Listening by Daypart

Persons 12+

# News/Talk

Includes news, business news, talk, sports and children's formats.

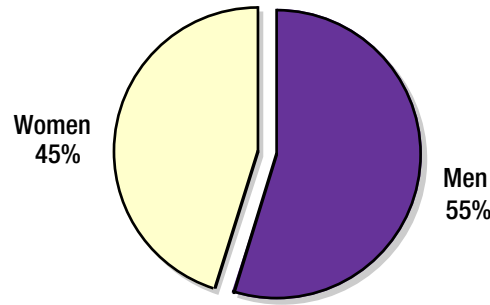
## A Few Format Highlights

Fifty-five percent of News/Talk's black listeners are Men 18+, and a marginally smaller 45 percent are Women 18+.

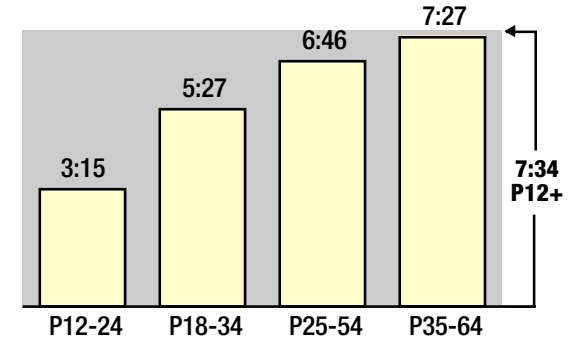
Nearly a third (32 percent) of the listening audience for News/Talk is Adults 65+. Another 53 percent are adults aged 35 to 64.

News/Talk is one of the top performers in the wake-up and commuting time slots from 6AM to 10AM weekdays. About 13 percent of black radio listeners tune in to News/Talk at that time.

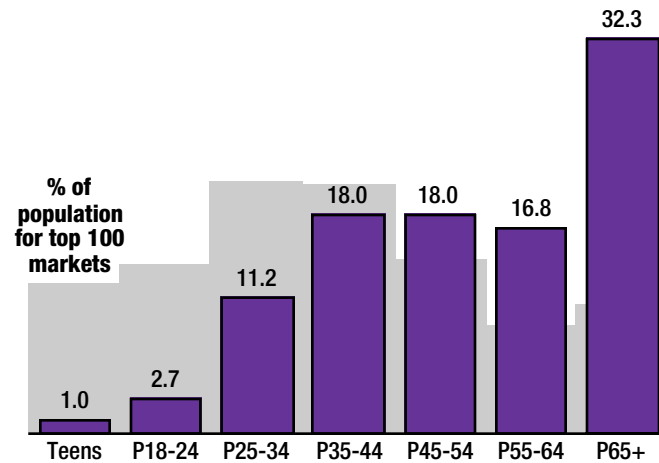
Black Adults 35-64 spend seven hours and 27 minutes listening to News/Talk each week.



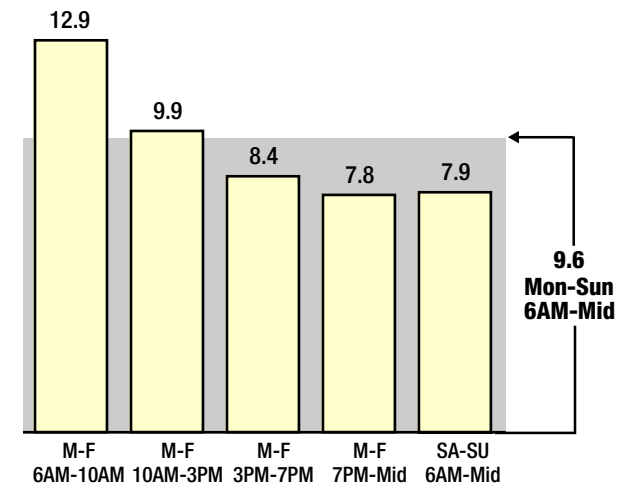
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Oldies

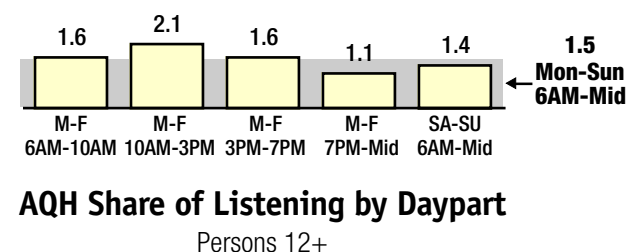
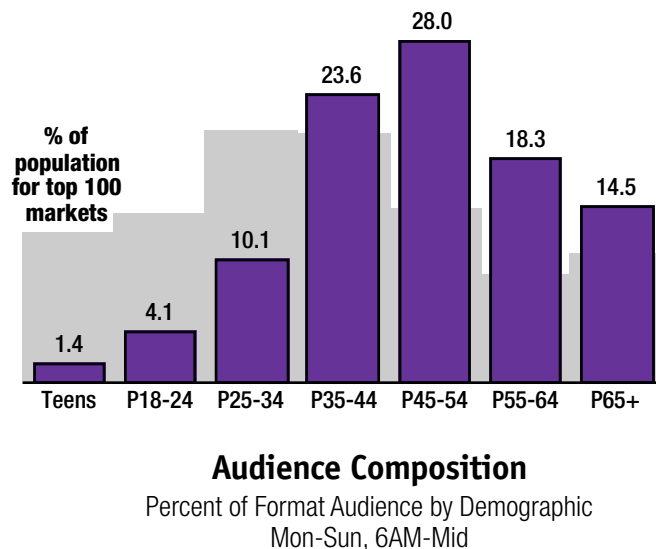
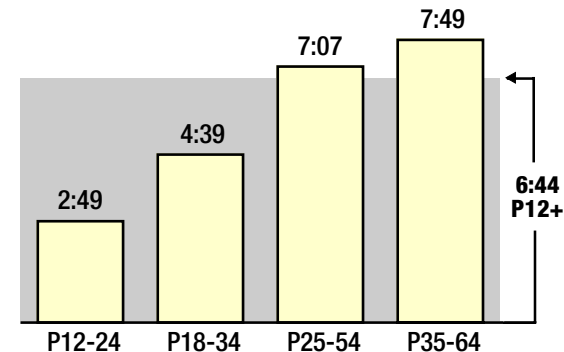
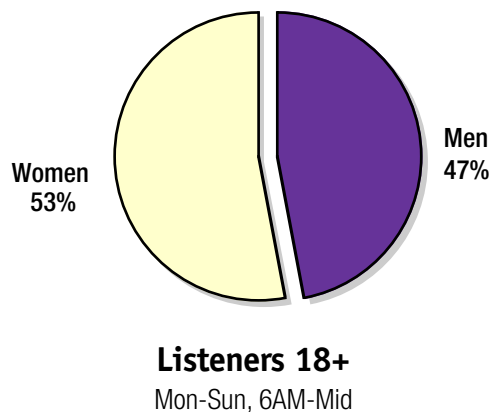
Specializes in Rock-era oldies, usually those played on Top 40 stations (as opposed to Album Rock oldies played by Classic Rock stations).

## A Few Format Highlights

The black listening audience for the Oldies format is 53 percent Women 18+ and 47 percent Men 18+.

With the exception of the under 25 crowd, Oldies is a popular format among all age groups. Its popularity peaks with Adults 45-54, who are 28 percent of the audience.

Black Adults 35-64 spend the most time listening to this format—seven hours and 49 minutes each week.



Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Religious

Includes Gospel and “Contemporary Christian” formats as well as non-music-based religious stations specializing in “teaching programs.”

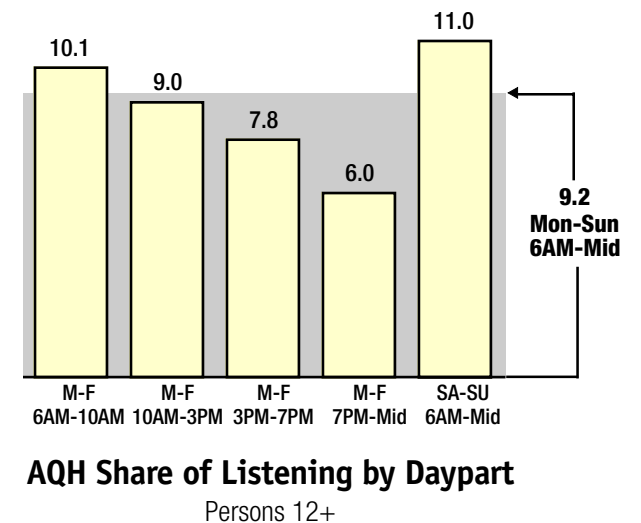
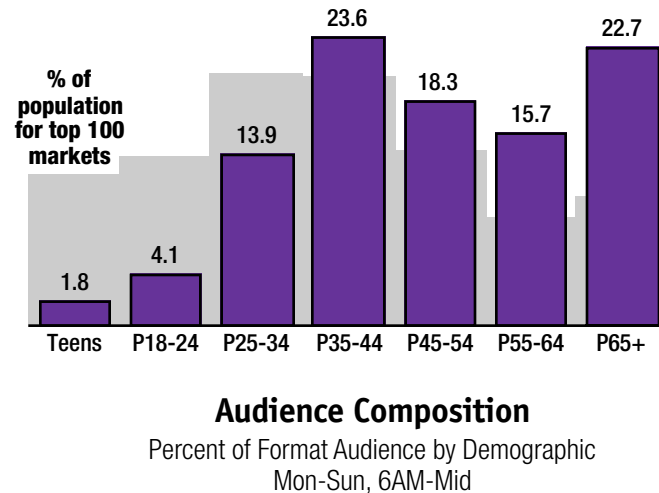
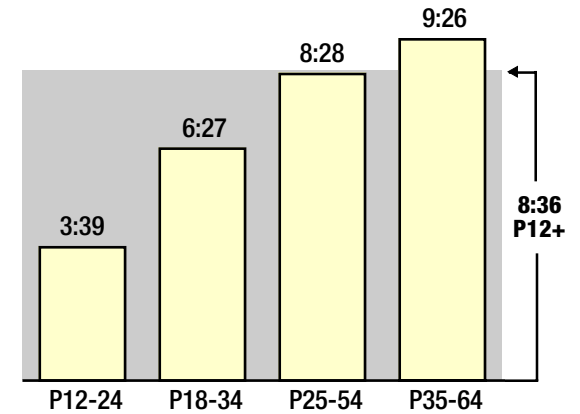
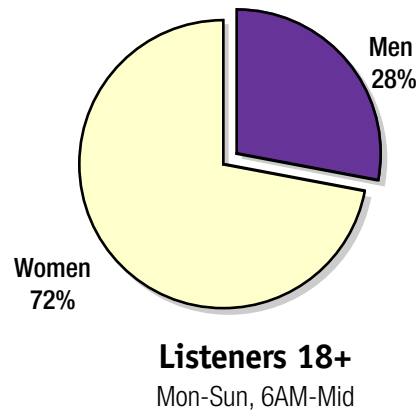
## A Few Format Highlights

This format attracts the largest share of female listeners. Seventy-two percent of the black audience for Religious stations is Women 18+. Just 28 percent is Men 18+.

Nearly half of the black audience for Religious-formatted radio (46 percent) is Adults 35-44 and 65+.

Black Adults 35-64 spend the most time listening to Religious-formatted stations—nine hours and 26 minutes each week.

Religious stations attract the largest share of listeners on weekday mornings from 6AM to 10AM and on weekends.



Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Spanish

All Spanish-language formats, including talk and music.

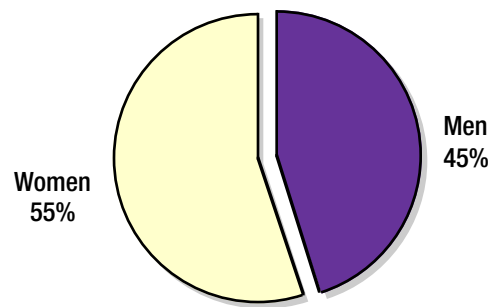
## A Few Format Highlights

Fifty-five percent of black Spanish-radio-format listeners are Women 18+ and 45 percent are Men 18+.

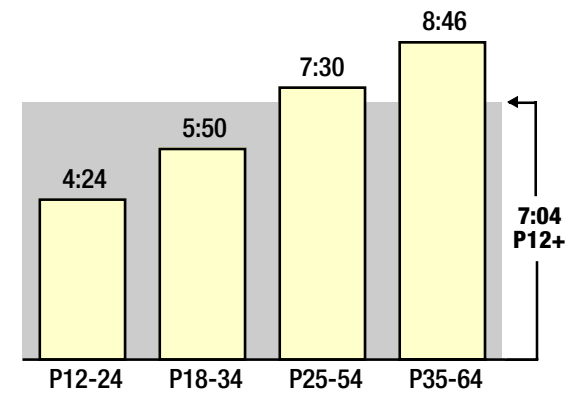
The largest share of the audience for Spanish-formatted radio (31 percent) is Adults 35-44. Another 22 percent of the audience is Adults 25-34.

Listeners enjoy Spanish-formatted stations equally across all dayparts.

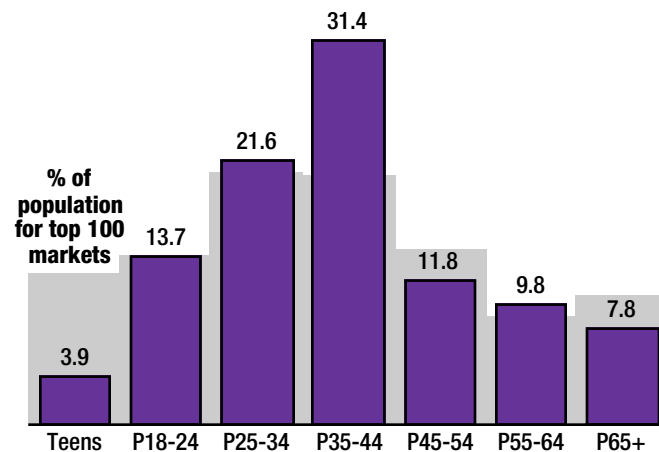
Black Adults 35-64 spend the most time listening to Spanish radio—eight hours and 46 minutes per week.



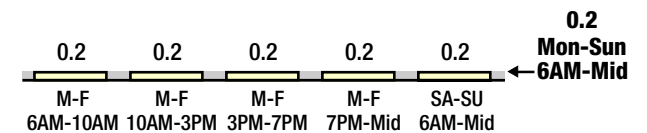
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Top 40

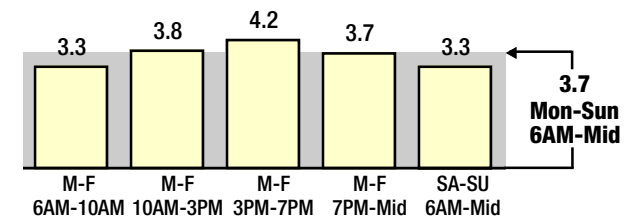
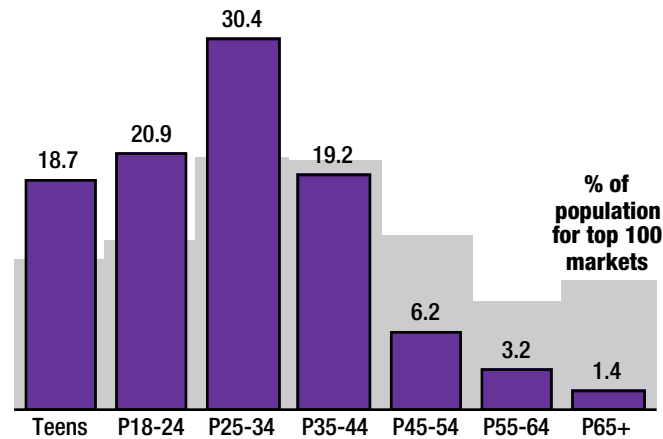
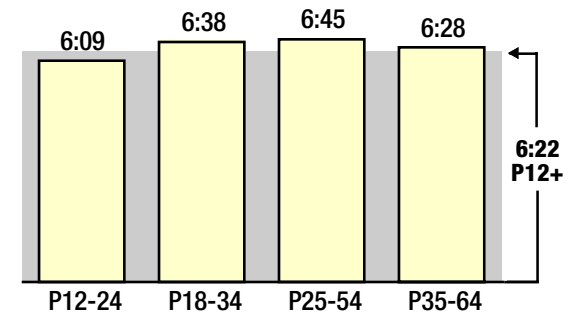
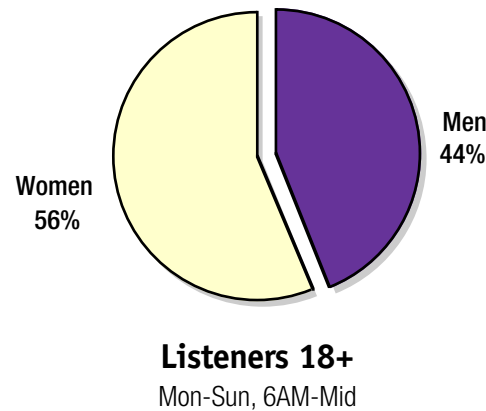
Emphasizes current hit music. Also known as CHR (Contemporary Hit Radio). Includes stations specializing in “adult,” “rhythm” or “rock” –based on Top 40 formats.

## A Few Format Highlights

Top 40 has 12 percent more black Women 18+ (56 percent) than black Men 18+ (44 percent) in its audience.

Seventy percent of Top 40 listeners are under the age of 35. More teens (19 percent) listen to Top 40 than to any other format.

Top 40 commands its largest audience shares on weekdays from 10AM to 3PM and 3PM to 7PM.



Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Urban

Also known as R&B. Specializes in Contemporary R&B music.

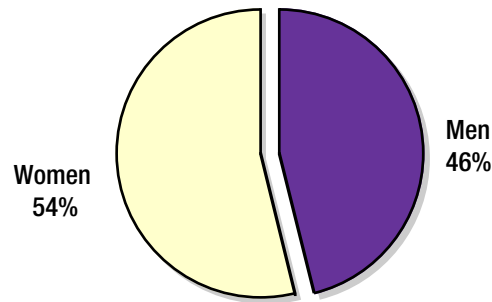
## A Few Format Highlights

The Urban format is more popular among black women 18+ (54 percent) than black men 18+ (46 percent).

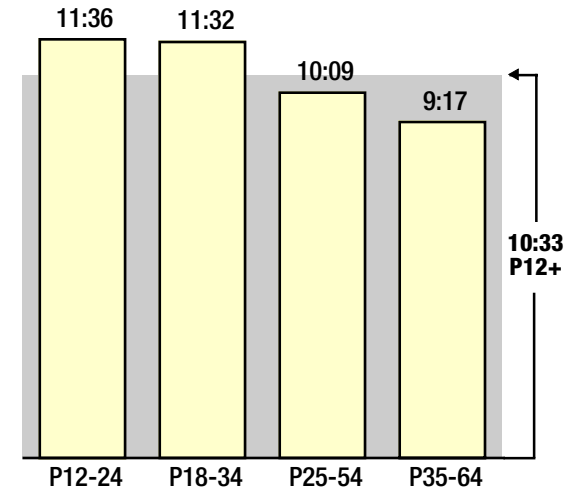
Urban is a format enjoyed by the young. Just 16 percent of its audience is aged 45 or older while 40 percent of the audience is under age 25.

Black listeners under age 25 clock a full eleven hours and 36 minutes each week listening to Urban-formatted radio.

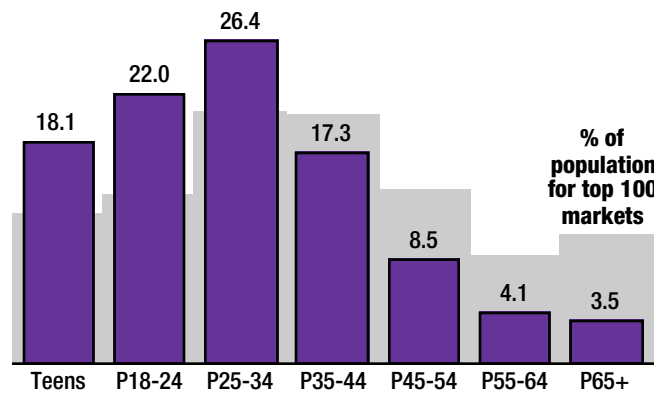
Urban attracts its largest share of listeners on weekdays from 7PM to 12Midnight.



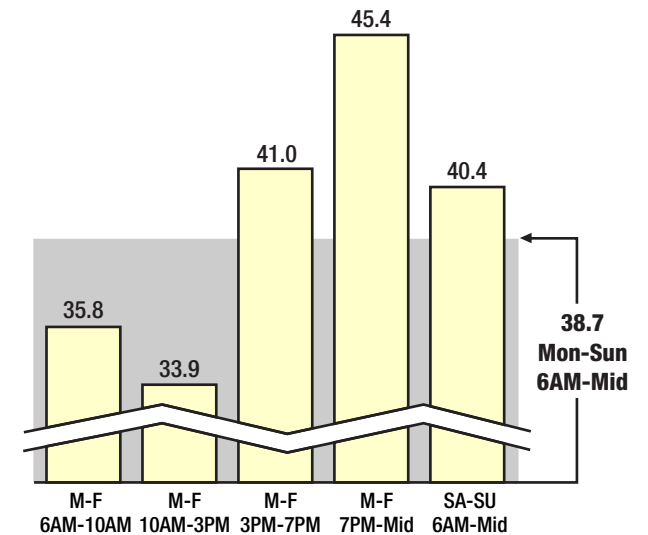
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Urban AC

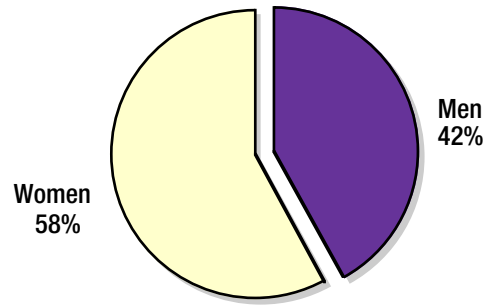
Also known as “R&B/Adult” and includes “R&B Oldies.”

## A Few Format Highlights

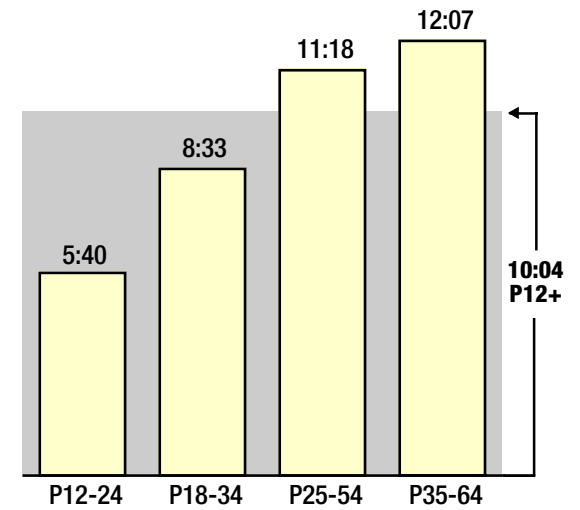
Like the Urban audience, Urban AC’s black listeners are more likely to be women 18+ (58 percent) than men 18+ (42 percent).

Three-quarters of the black audience for Urban AC is Adults aged 25-54. Only four percent of teens tune in to this format.

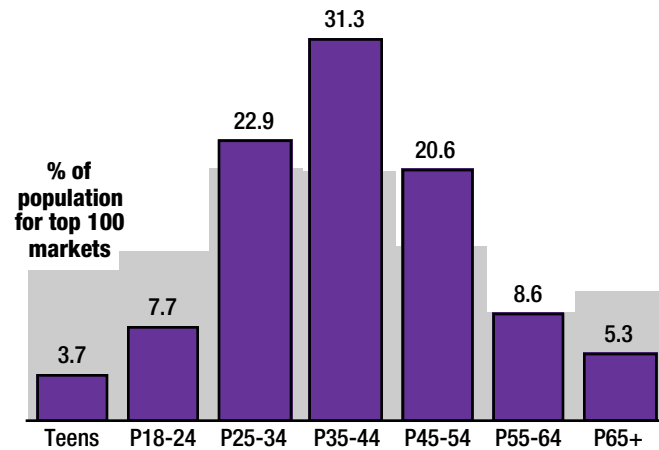
Urban AC stations attract about the same share of listeners during each daypart.



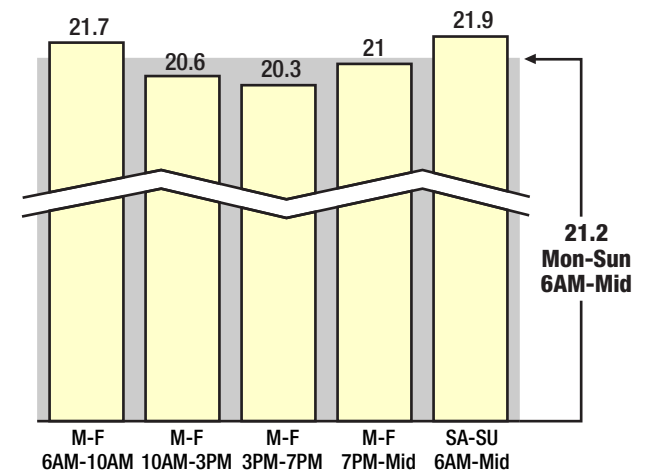
**Listeners 18+**  
Mon-Sun, 6AM-Mid



**Time Spent Listening by Demographic**  
Mon-Sun, 6AM-Mid, HH:MM



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



**AQH Share of Listening by Daypart**  
Persons 12+

Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.

# Sources

*Black Radio Today* contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 1998 survey.

Data for charts and graphs come from Arbitron's National Database, Maximi\$er 98/Media Professional<sup>SM</sup>. The National Database combines radio listening data in Arbitron's 94 continuously measured markets with format information supplied exclusively by Billboard. All data regarding formats and much of the cume data were supplied by the National Database.

Analyses such as overnight listening and listening location were computed using Maximi\$er 98/Media Professional, Arbitron's radio respondent-level software application. All Maximi\$er 98/Media Professional reports were based on top 25 radio Metro markets. Those markets, listed below, were determined using Arbitron's Spring 1998 population rankings.

## Spring 1998 Top 25 Radio Metro Markets

1 New York	14 Minneapolis-St. Paul
2 Los Angeles	15 San Diego
3 Chicago	16 Phoenix
4 San Francisco	17 St. Louis
5 Philadelphia	18 Baltimore
6 Dallas-Ft. Worth	19 Pittsburgh
7 Detroit	20 Tampa-St. Petersburg-Clearwater
8 Washington, DC	21 Denver-Boulder
9 Houston-Galveston	22 Cleveland
10 Boston	23 Portland, OR
11 Miami-Ft. Lauderdale-Hollywood	24 Cincinnati
12 Atlanta	25 Kansas City
13 Seattle-Tacoma	

# 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, New York 10019-3300  
(212) 887-1300

**Chicago**

311 South Wacker Drive, Suite 1600  
Chicago, Illinois 60606-6619  
(312) 913-6220

**Atlanta**

9000 Central Parkway, Suite 300  
Atlanta, Georgia 30328-1639  
(770) 551-1400

**Los Angeles**

10877 Wilshire Blvd., Suite 1600  
Los Angeles, California 90024-4341  
(310) 824-6600

**Dallas**

One Galleria Tower  
13355 Noel Road, Suite 1120  
Dallas, Texas 75240-6646  
(972) 385-5388

**Washington/Baltimore**

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

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