

Radio Today

How America Listens to Radio
1999 Edition

ARBITRON

Introduction

Radio Today looks at the evolving relationship between radio and its varied listeners. There are nearly 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

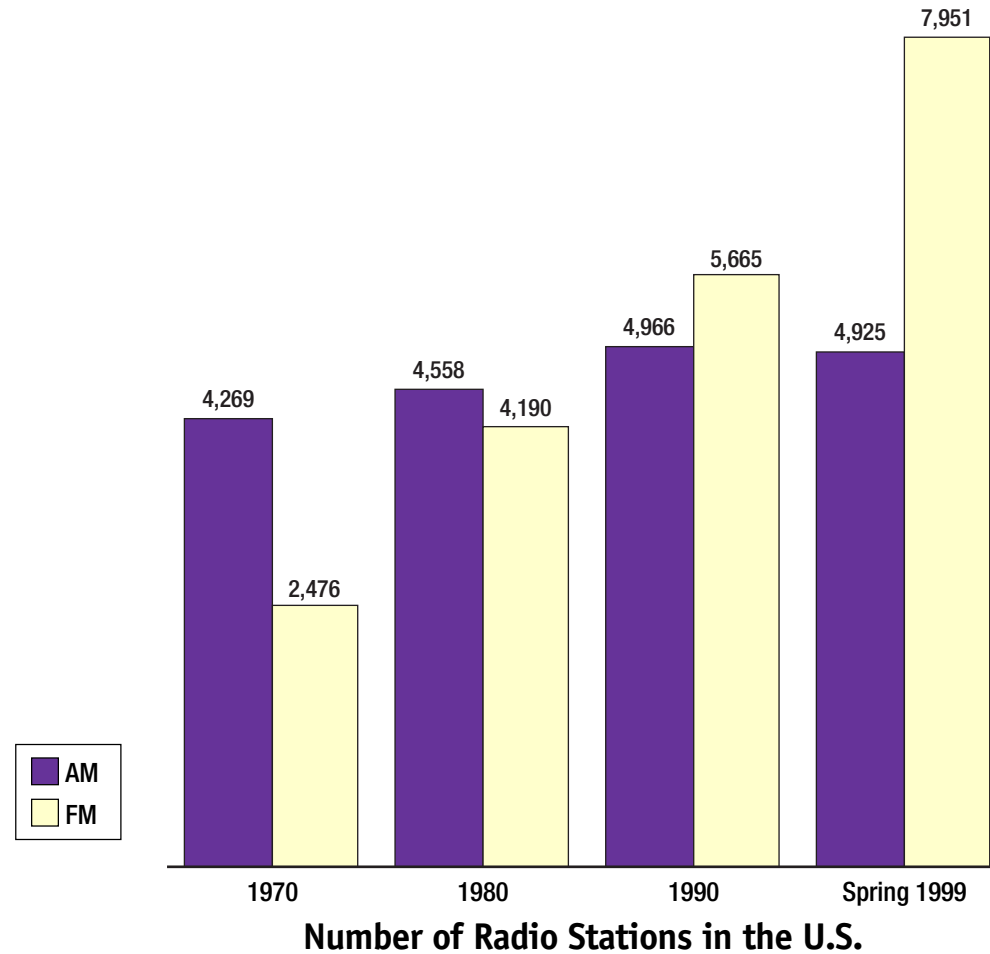
Station Trends	4
Radio Reaches All Ages	5
Hour-by-Hour Listening	6
Overnight Listening	7
Where People Listen: Weekdays	8
Where People Listen: Weekends	9
Where Men and Women Listen	10
Listening Location	11
Listening by Daypart	12
People's Favorite Formats	14
AC	15
Adult Standards	17
Alternative	19
CHR	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

Station Trends

Radio Rules

The impressive number of new radio stations added to the mix each year is 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 1999, the total number of commercial and noncommercial radio stations rose to 12,876.



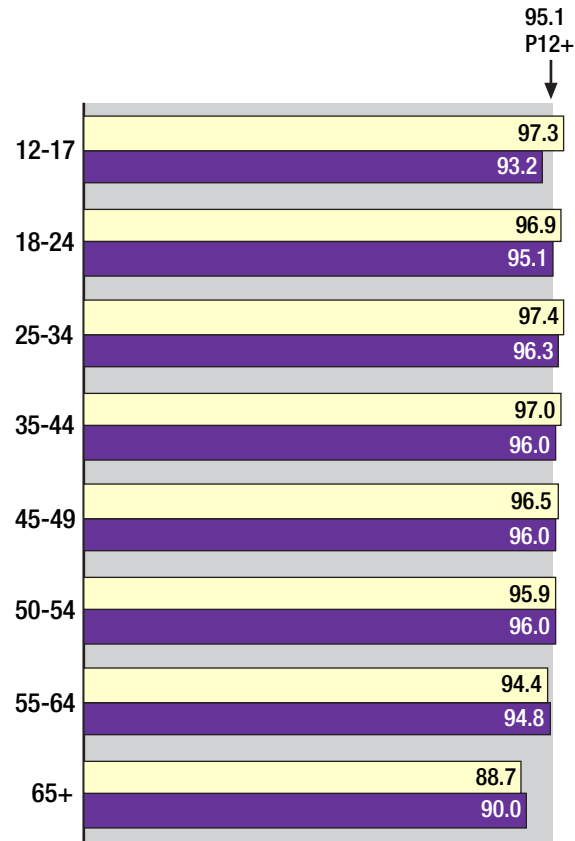
Source: Arbitron's Radio Station Information Database

Radio Reaches All Ages

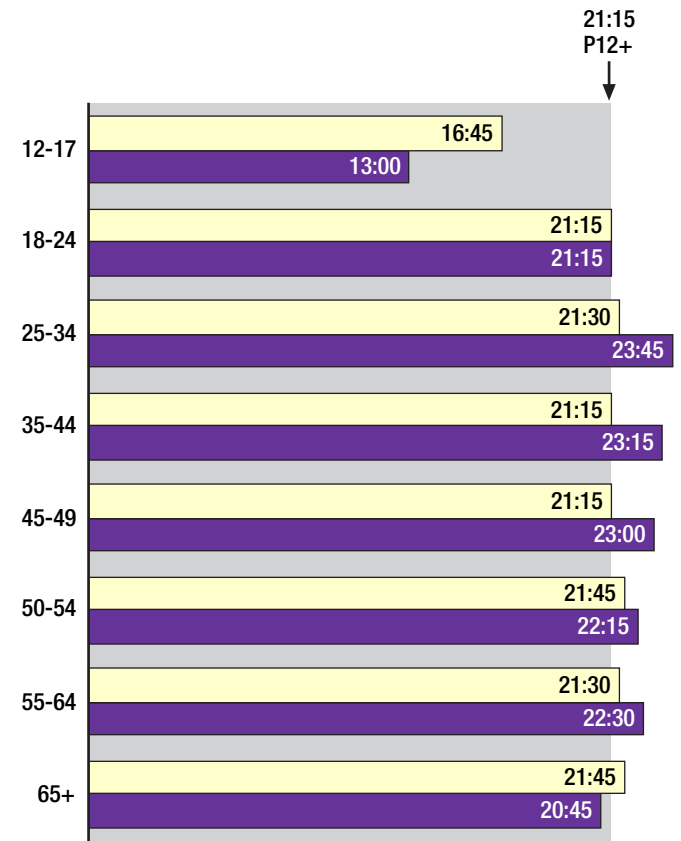
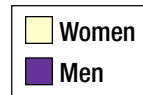
Battle of the Sexes

Among men, share of radio listening (96.3 percent) and listening time (23:45) peaks at age 25-34. They are closely shadowed by their older counterparts, with 96 percent of Men 35-54 listening weekly and tuning in at least 22 to 23 hours weekly. Although teen boys 12-17 are as likely to tune in as their older counterparts, they spend substantially less time listening (13:00) than any other group.

Share of radio listeners (97.4 percent) and listening time (21:30) also peaks among Women 25-34. Teen-age girls 12-17 are also likely to tune in (97.3 percent) but for shorter periods of time (16:45). Listening patterns for women don't vary greatly by age. Women's share of listening remains fairly even from the time they hit their teens (97.3 percent) through middle age (95.9 percent). Once women leave their teens, their time spent listening barely varies through the oldest age group (21:15 to 21:45).



Weekly Cume Rating



Time Spent Listening

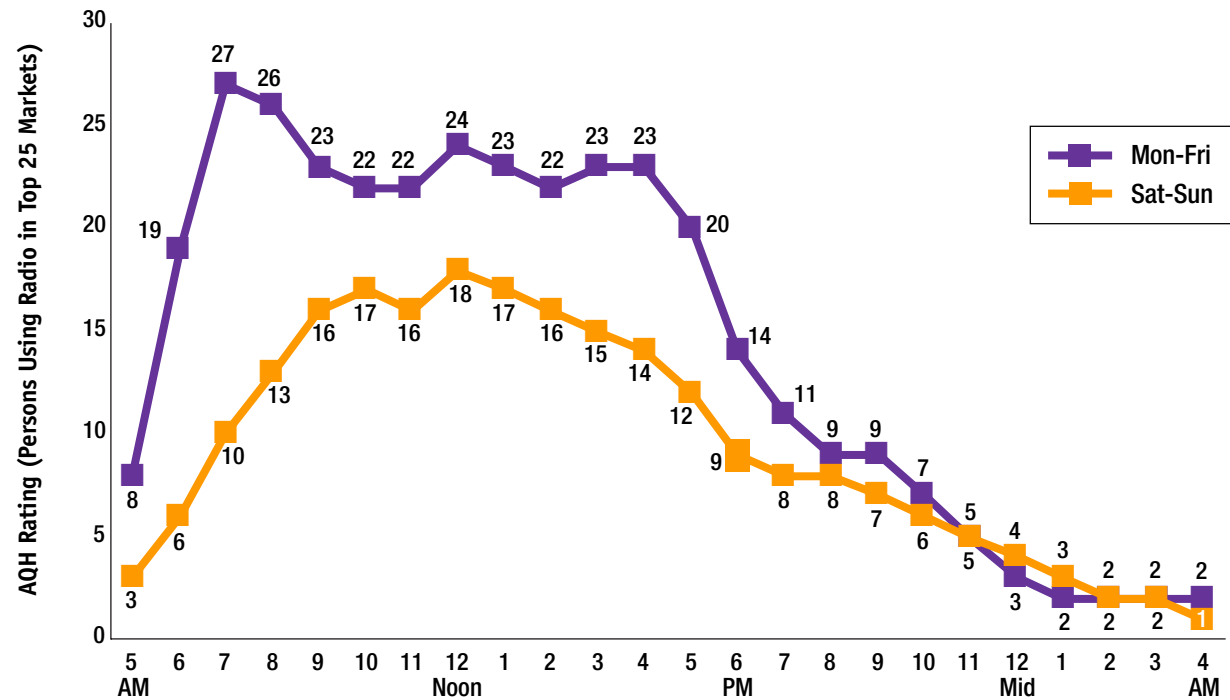
Hours and Minutes per Week

Source: Arbitron's American Radio Listening Trends

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 4AM.



Hour-by-Hour Listening, AQH Rating

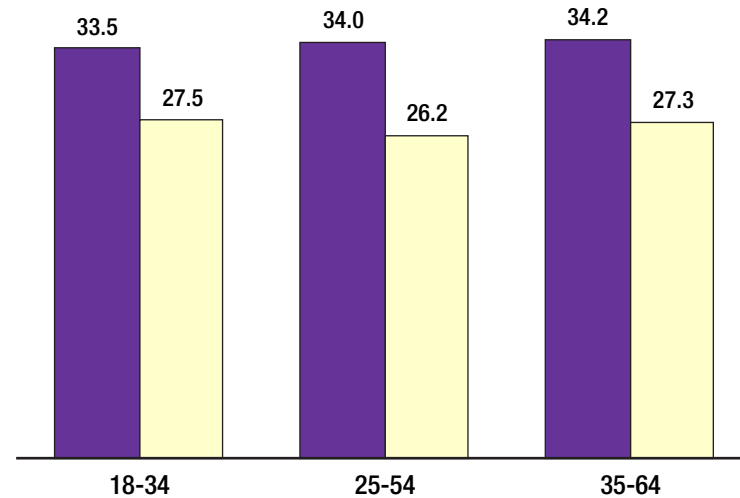
Source: MaximiSer 99SM/Media ProfessionalSM, Spring 1999, Top 25 Markets, Mon-Sun, 5AM-5AM

Overnight Listening

Tuning In at Twilight

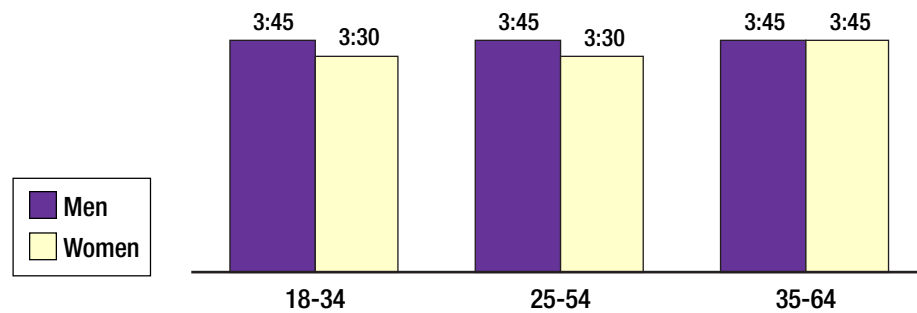
Overnight listening patterns remain consistent across age groups but not across gender. Men of all ages are more likely than their female counterparts to tune in to radio from 12Midnight to 6AM.

Weekly time spent listening from 12Midnight to 6AM is fairly consistent for both men and women and among listeners of all ages. Men 18-64 and Women 35-64 clock in three and three-quarter hours weekly. Women 18-54 tend to listen a bit less overnight (3:30).



Weekly Cume Rating

Top 25 Markets (12Mid-6AM)



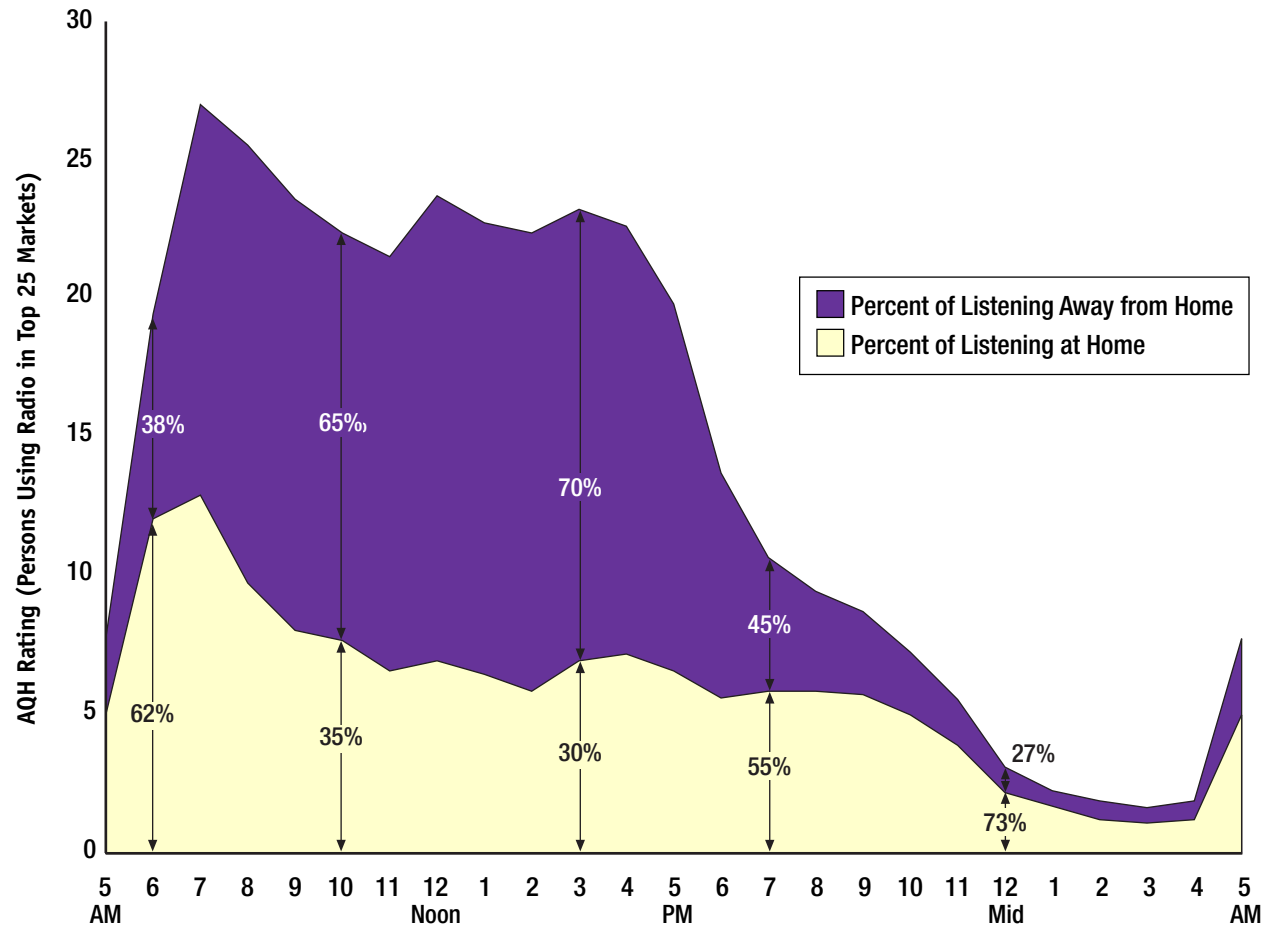
Weekly Time Spent Listening

Top 25 Markets (12Mid-6AM)

Where People Listen: Weekdays

Radio Is a Moving Medium

Monday through Friday, the majority of radio listeners tune in at home in the mornings before 8AM and in the evening after 7PM. Between 9AM and 5PM a giant shift occurs, with 65 percent to 74 percent of radio listening occurring at places outside the home.



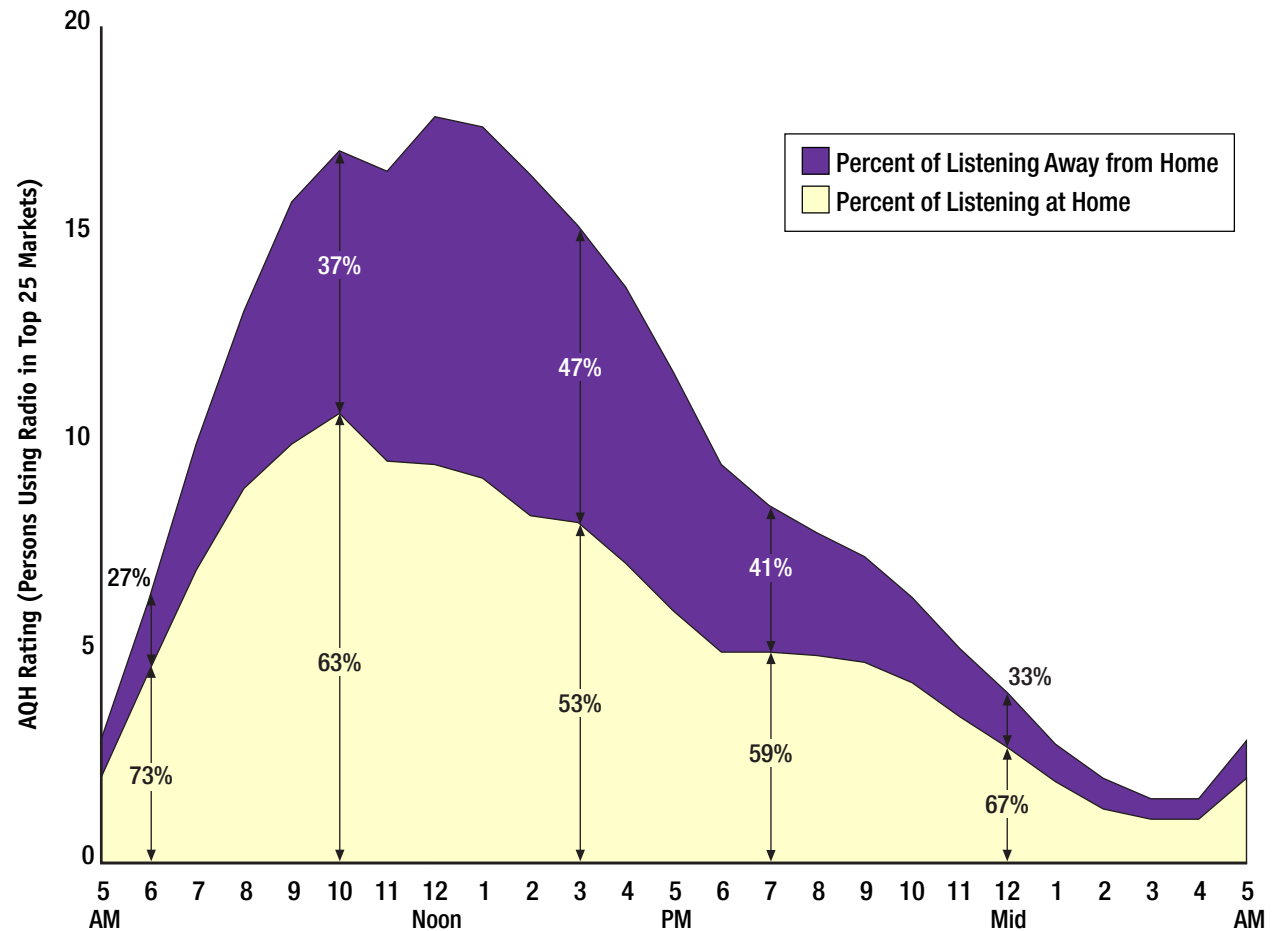
Weekday Listening, AQH Rating

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

Where People Listen: Weekends

Strong Weekend Listening at Home

Not surprisingly, listening on weekends is more likely to take place in the home. Peak listening hours at home are before 11AM and after 8PM. Between those hours, away-from-home listening climbs, reaching a high of 49 percent between 2PM and 3PM; at-home listening, however, throughout the day never dips below 51 percent.



Weekend Listening, AQR Rating

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

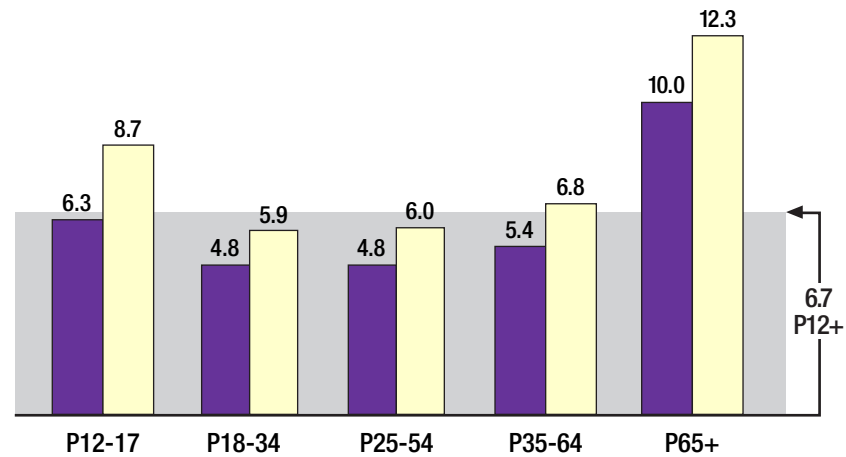
Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Markets, Mon-Sun, 5AM-5AM

Where Men and Women Listen

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

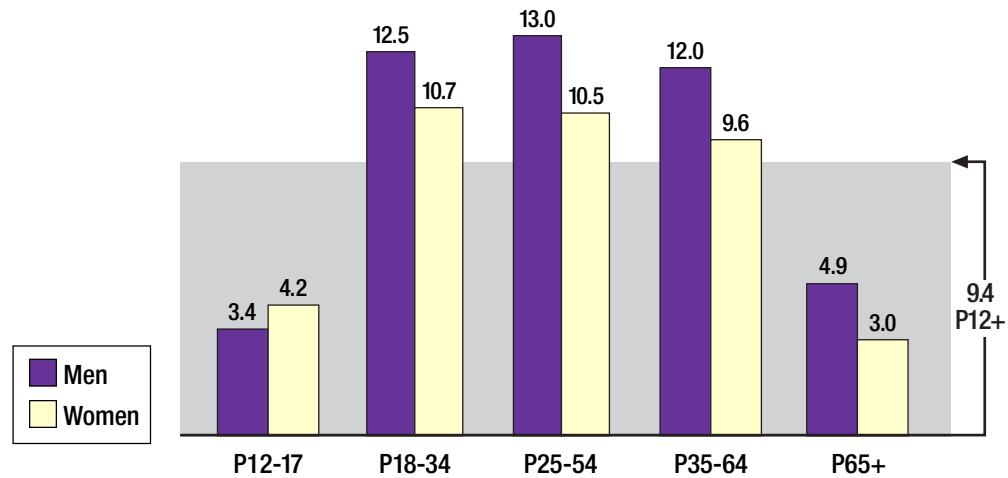
The over 65 crowd spends more time listening at home than any other age group. Interestingly, teenage girls spend a surprising amount of time tuning in at home, as well. Women across all age groups tend to listen at home more than their male counterparts.

Conversely, men are more likely to listen to radio away from home. Eighteen- to 54-year-olds of both sexes 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 61.8 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (35.3 percent). At work, 44.5 percent of listening occurs on weekdays between 10AM and 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	41.9	29.9	25.6	2.6
Combined Drive	38.3	35.3	24.7	1.7
Mon-Fri 10AM-3PM	28.9	24.5	44.5	2.2
Mon-Fri 7PM-Mid	61.8	23.8	10.9	3.5
Weekend 10AM-7PM	52.6	32.3	10.3	4.7

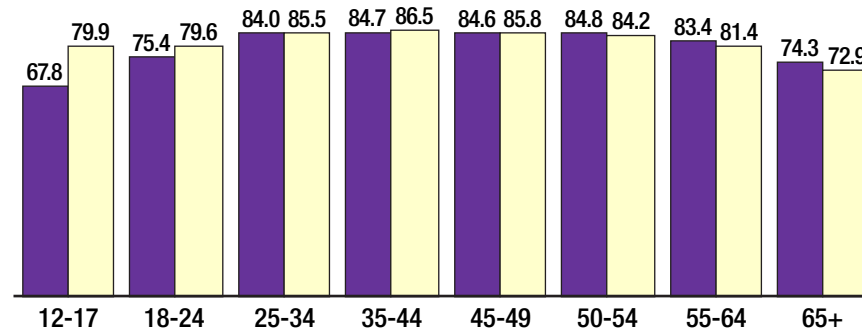
Distribution of AQH Radio Listeners by Listening Location

Top 25 Markets, Persons 12+

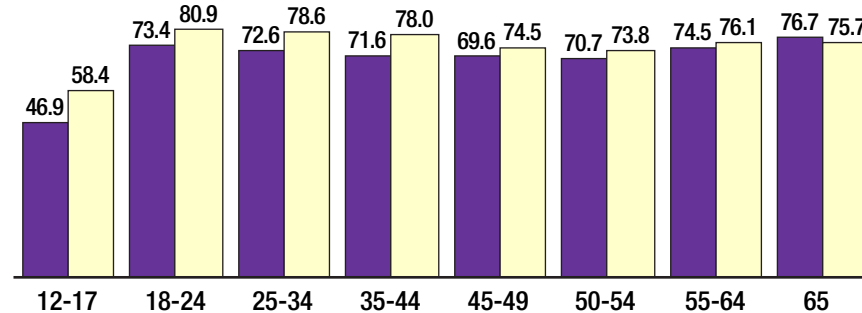
Listening by Daypart

Who's Listening When

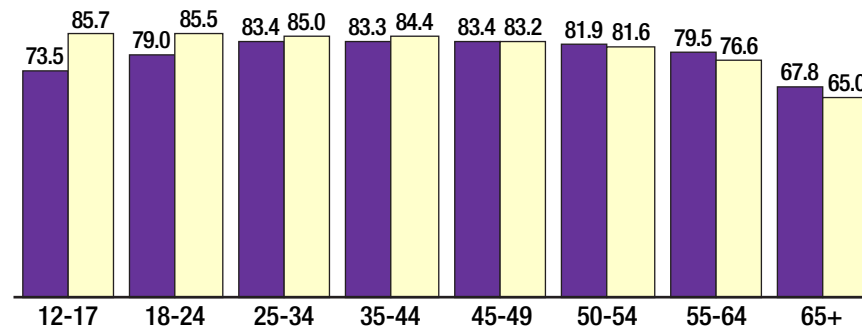
Different age groups listen to radio at different times. Peak listening times for most men and women are weekday mornings from 6AM to 10AM and evenings from 3PM to 7PM. Teenagers are most likely to tune in on weekends. Three-quarters of Men and Women 65+ are also weekend listeners. Weekday midday time slots (10AM-3PM and 3PM-7PM) capture the attention of more women than men. Monday through Friday, the most dedicated nighttime listeners are teens and young Adults 18-24.



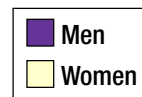
Mon-Fri 6AM-10AM



Mon-Fri 10AM-3PM



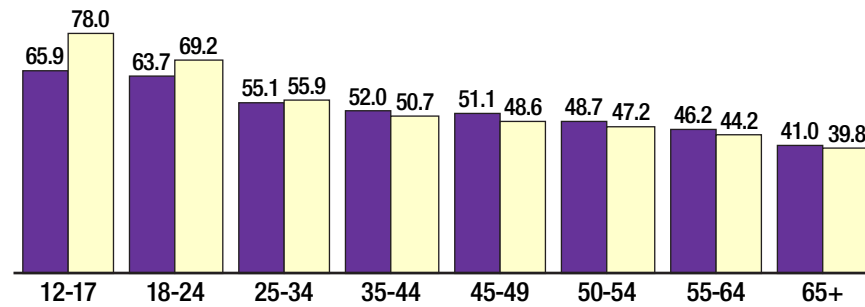
Mon-Fri 3PM-7PM



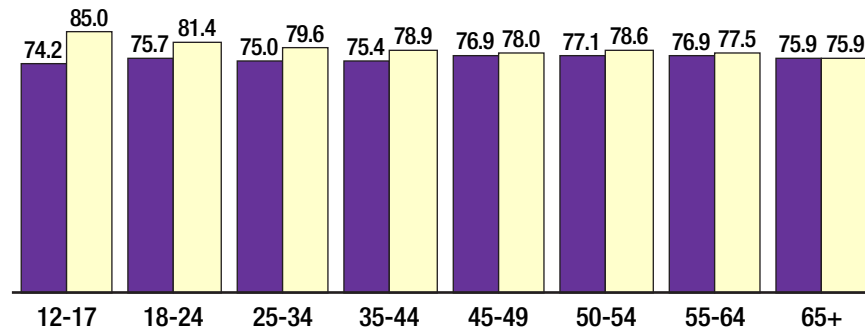
Note: Figures above are Cume Rating Indexes.

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

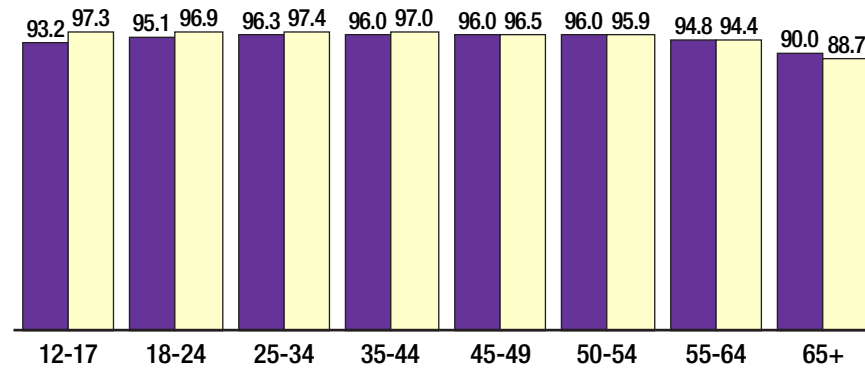
Listening by Daypart



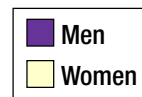
Mon-Fri 7PM-Mid



Sat-Sun 6AM-Mid



Mon-Sun 6AM-Mid



Note: Figures above are Cume Rating Indexes.

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 listen the most to music that is "current"—formats such as CHR (pages 21-22), Urban (pages 39-40) and Alternative (pages 19-20). As they get older, young adults 18-24 maintain these formats as top choices.

Identifying with the music they grew up with but also interested in new sounds, Adults 25-34 listen to a wide variety of stations: Alternative (pages 19-20) and Rock (pages 35-36) are favorites, but Spanish (pages 37-38), 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 still the first listening choice, but formats that hark back to an earlier era—New AC/Smooth Jazz (pages 27-28), AC (pages 15-16) and Oldies (pages 31-32)—are increasingly popular.

Oldies (pages 31-32) is the format of choice for baby boomers—the 45-54 age group—followed closely by New AC/Smooth Jazz (pages 27-28). Oldies and New AC/Smooth Jazz remain the top formats for Adults 50-54, but Classical (pages 23-24) begins to take hold as a strong option. Classical takes first place for Adults 55-64, with Adult Standards (pages 17-18) and News/Talk/Information (pages 29-30) as strong contenders as well.

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

AC

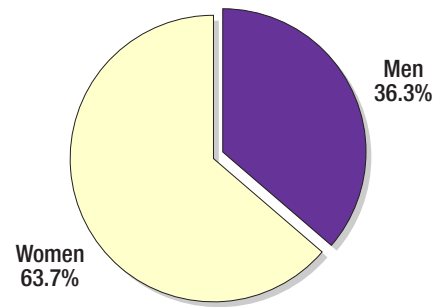
Encompasses all variants of Adult Contemporary: Soft AC, Hot AC and Modern AC.

A Few Format Highlights

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

Half of the AC audience is aged 25-44.

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

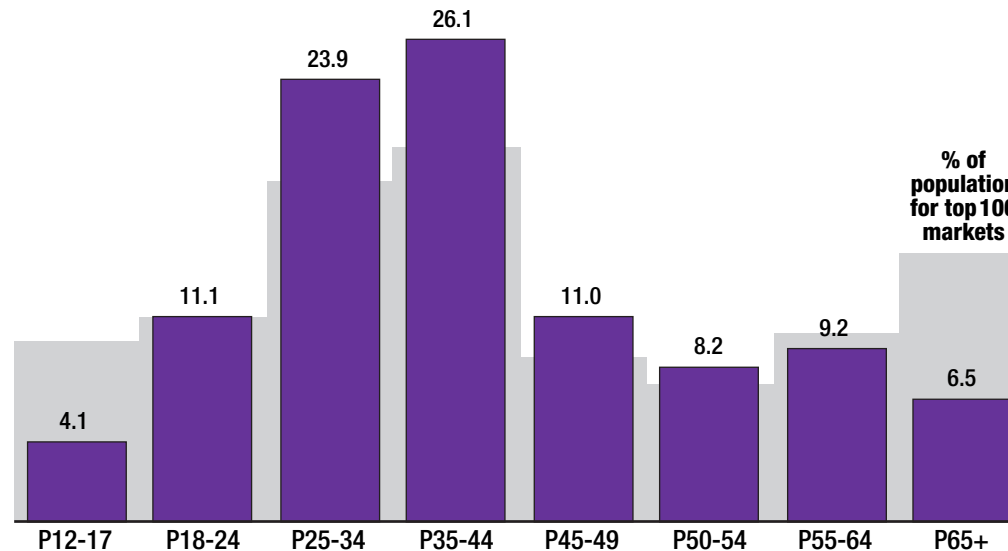


Listeners 18+
Mon-Sun, 6AM-Mid

AC	8.2
Hot AC	3.1
Modern AC	1.4
Soft AC	2.6
Total AC	15.3

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

AC

More time is spent listening to Adult Contemporary at work than any other format.

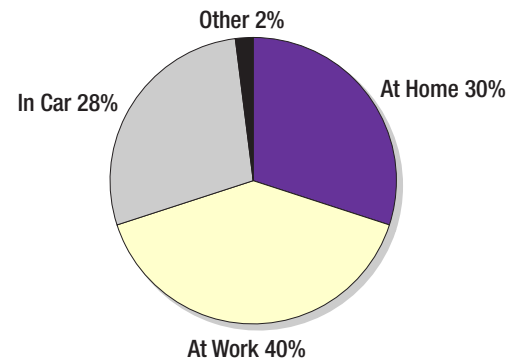
AC has the highest share of listening in three dayparts: M-F 10AM-3PM, M-F 3PM-7PM and Weekends.

New Englanders are 42 percent more likely to tune in to Adult Contemporary when compared with other regions of the country.

AC Stations
1,586
Total Stations
12,876

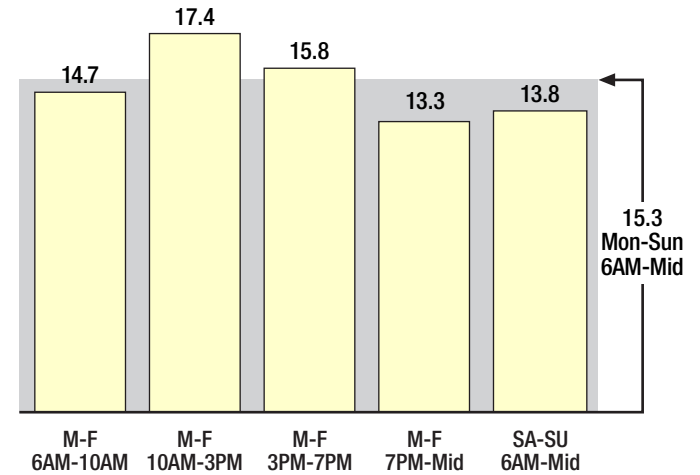
Note: Due to rounding, totals may differ.

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



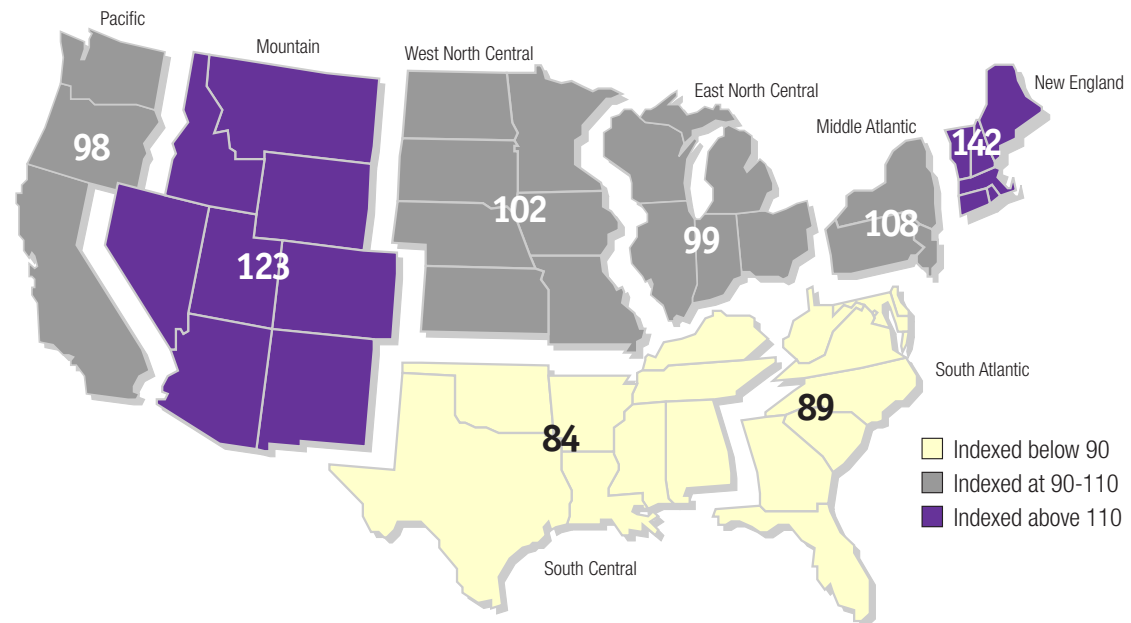
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

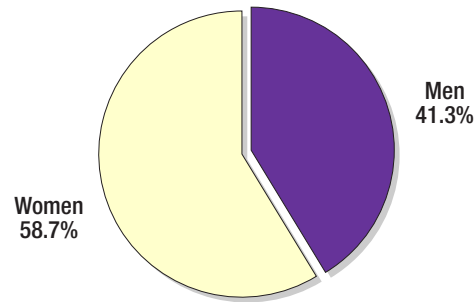
Adult Standards

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

A Few Format Highlights

Six out of every 10 Adult Standards listeners are Women 18+. The remainder of the audience are Men 18+.

Sixty-five 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.

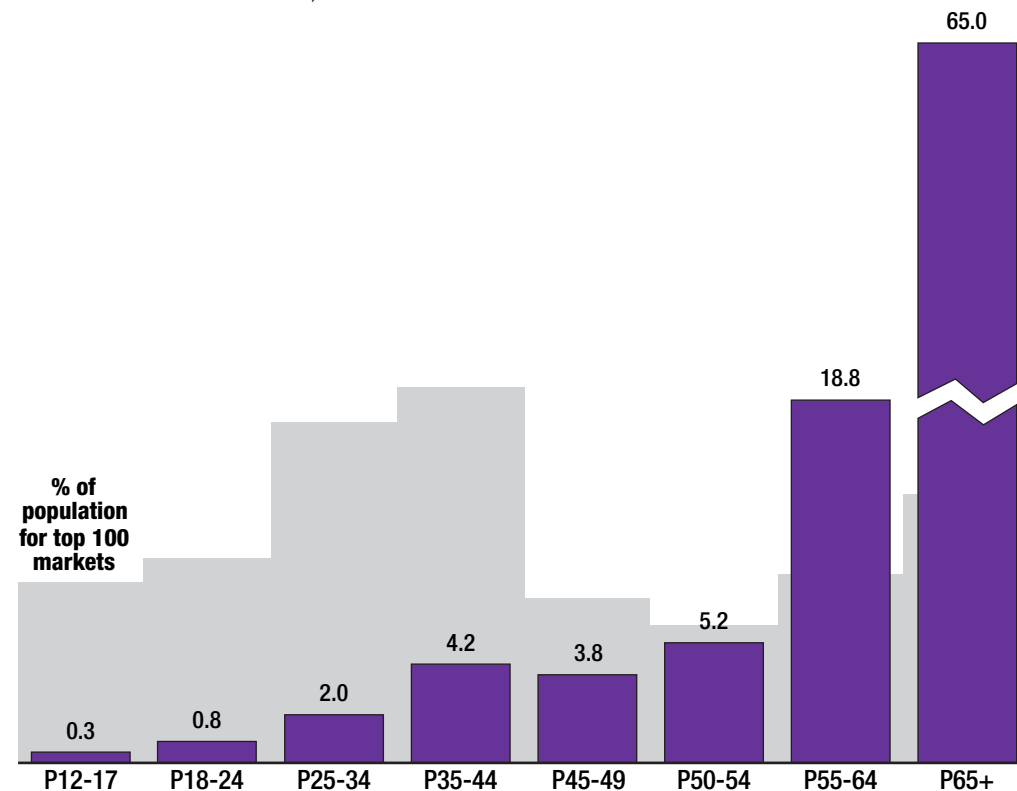


Listeners 18+
Mon-Sun, 6AM-Mid

Easy Listening	0.2
MOR	2.2
Nostalgia	0.8
Variety	0.2
Total Adult Standards	3.4

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Adult Standards

Adult Standards listeners strongly prefer to listen at home. Sixty-six percent do so, while 23 percent listen in their cars.

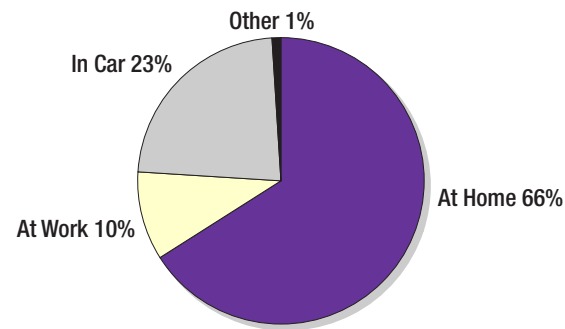
The most popular dayparts for listening to Adult Standards are weekdays 10AM to 3PM and weekends.

Adult Standards has its largest following among listeners in the Mountain region, where they are 56 percent more likely to tune in than the average listener.

Adult Standards Stations
1,272
Total Stations
12,876

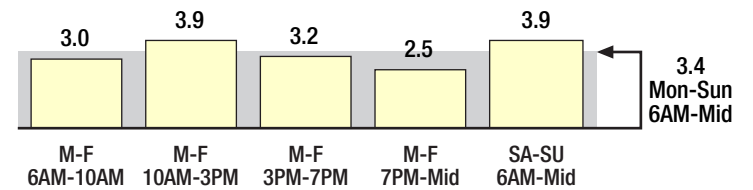
Note: Due to rounding, totals may differ.

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



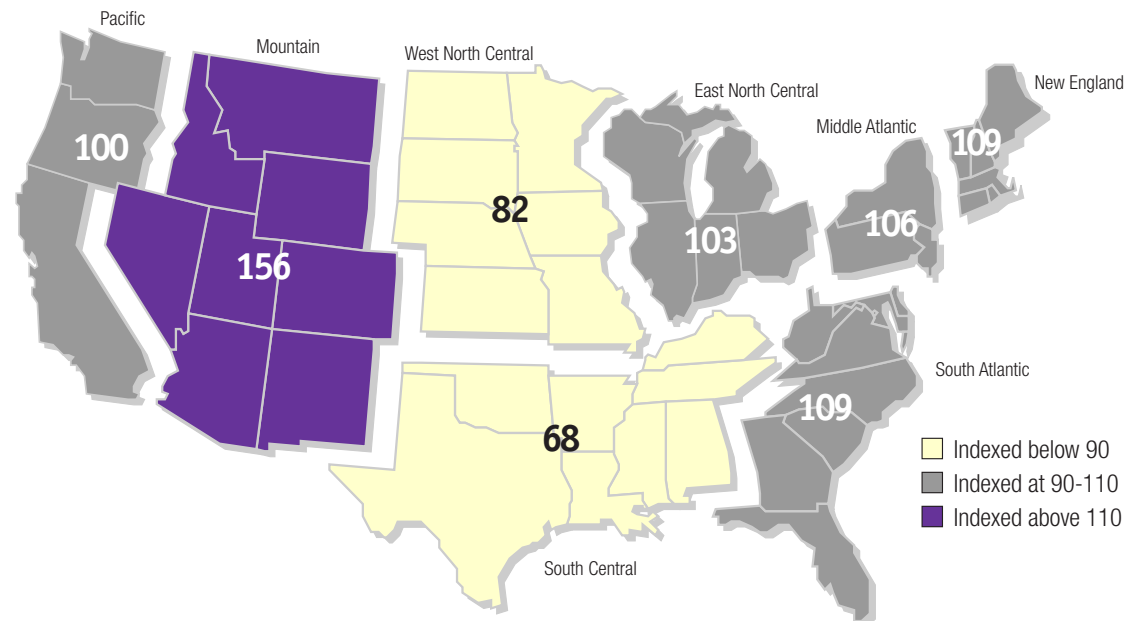
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

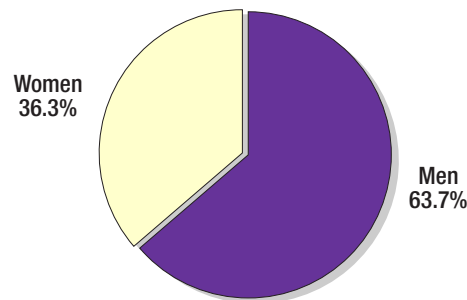
Alternative

Includes stations billing themselves as “Album Adult Alternative” and “New Rock.”

A Few Format Highlights

Sixty-four percent of Alternative’s listeners are Men 18+, and 34 percent are Women 18+.

Alternative appeals most to the under-50 crowd—92 percent of the audience is aged 44 or younger. Adults 25-34 account for approximately one-third of Alternative listeners.

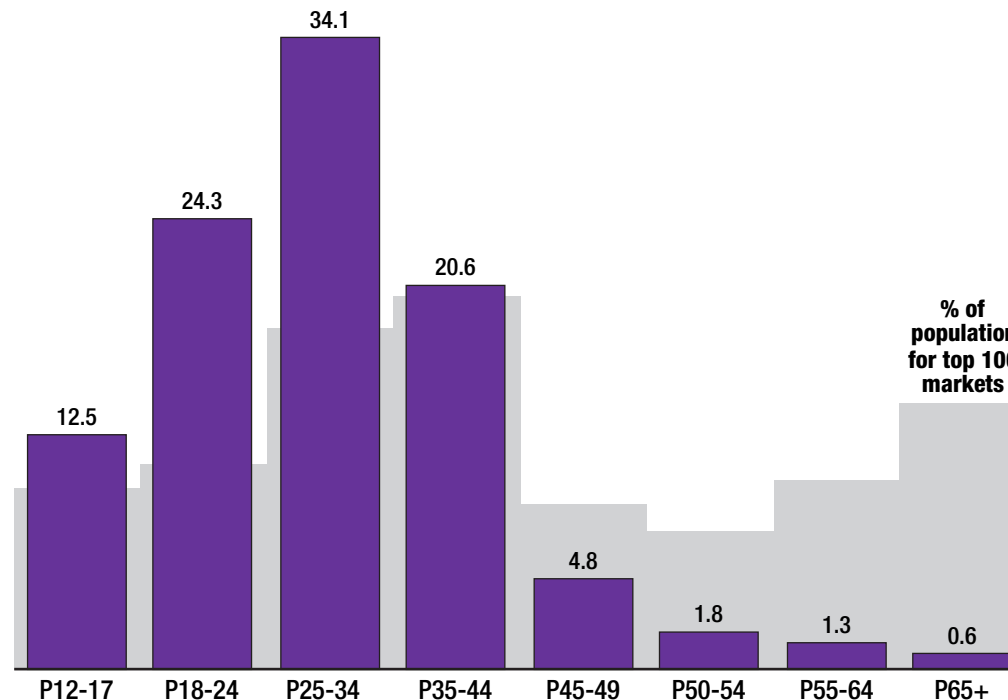


Listeners 18+
Mon-Sun, 6AM-Mid

Album Adult Alternative	0.8
Alternative	3.1
New Rock	1.1
Total Alternative	5.1

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 Billboard. All data come from Arbitron’s American Radio Listening Trends.

Alternative

Alternative listeners tune in wherever they can. These listeners spend a bit more time listening in cars (35 percent) but are also listening at home (32 percent) or at work (30 percent).

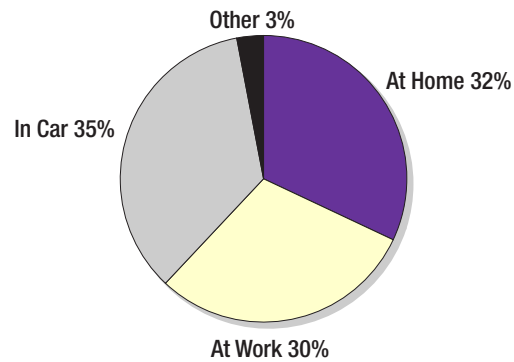
Alternative listeners can be found tuning in 6AM to 10AM (5.7 percent) and 7PM to Midnight (5.4 percent) Monday through Friday (5.4 percent) Monday through Friday.

New Englanders are more than twice as likely to tune in to Alternative than the average listener. Mountain region dwellers are heavy listeners to Alternative as well.

Alternative Stations
424
Total Stations
12,876

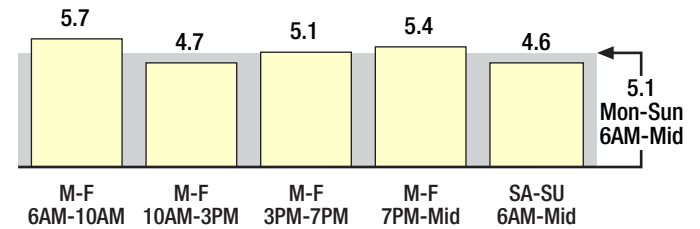
Note: Due to rounding, totals may differ.

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



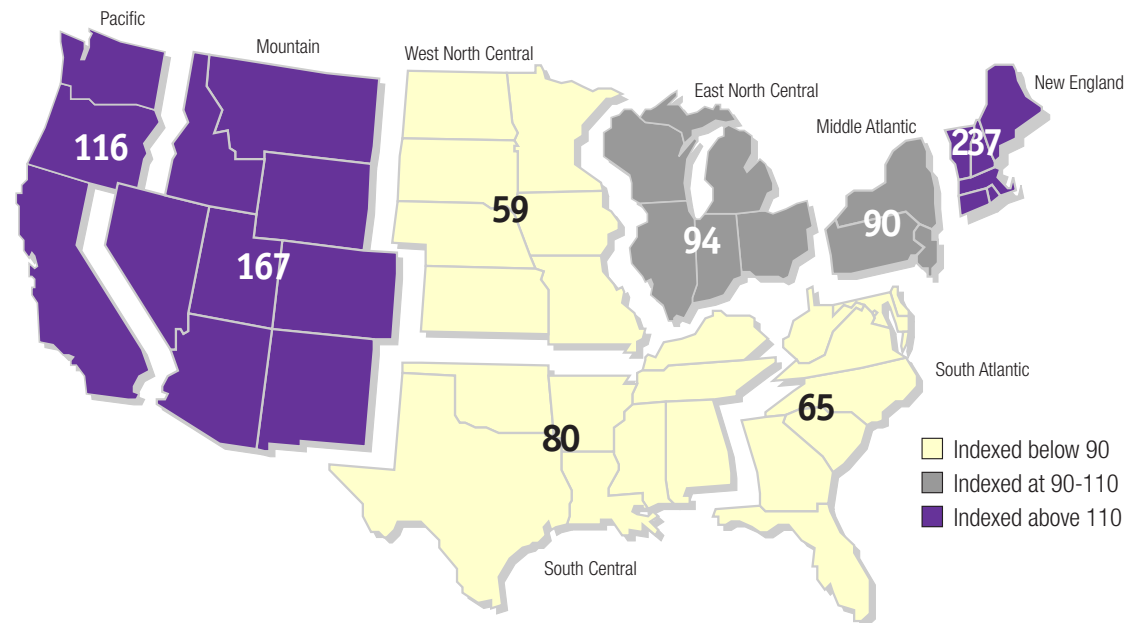
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

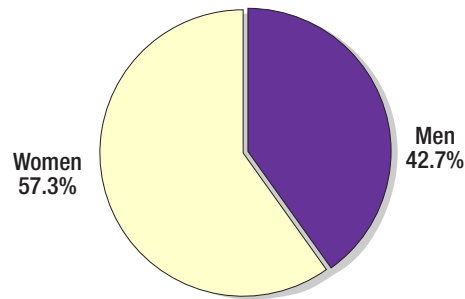
CHR

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in “adult,” “rhythm” or “rock”—based on Top 40 formats.

A Few Format Highlights

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

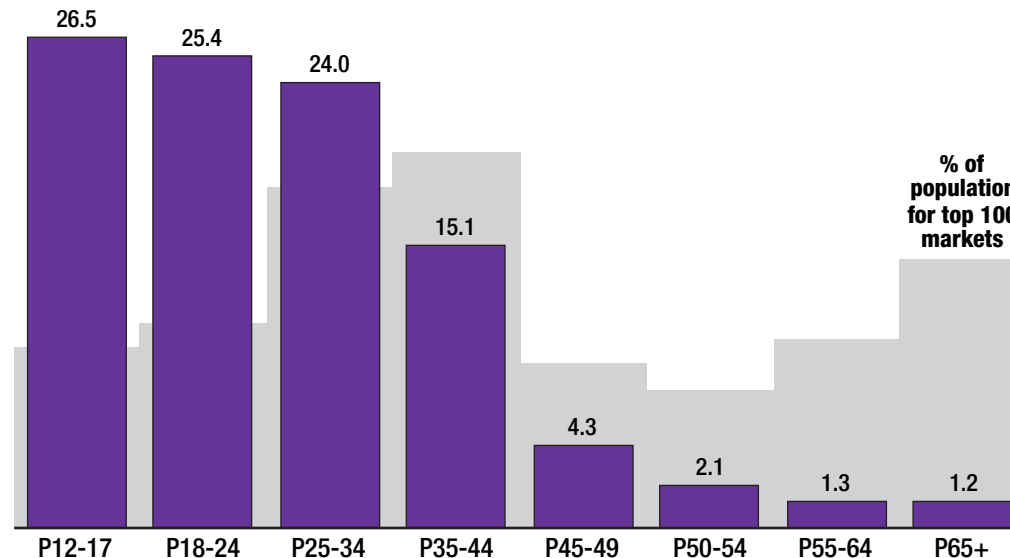
Of all formats, CHR has the highest share of teen listeners (27 percent). Over three-quarters of its listeners are age 34 and under.



Listeners 18+
Mon-Sun, 6AM-Mid

Total CHR 11.5

AQH Share of CHR 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 Billboard. All data come from Arbitron's American Radio Listening Trends.

CHR

More CHR listening occurs at home (43 percent) than in the car (31 percent) or at work (22 percent).

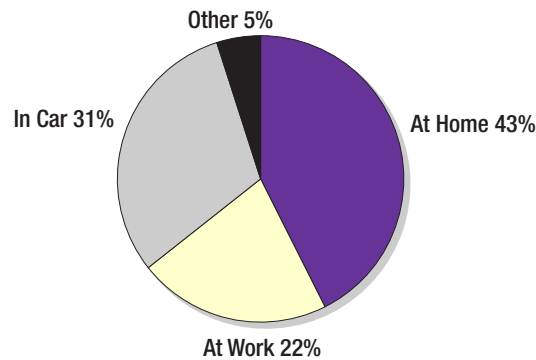
This format has a greater share of evening listening (16.3 percent) than any other.

CHR performs best in the New England (129) and Middle Atlantic (127) regions.

CHR Stations
462
Total Stations
12,876

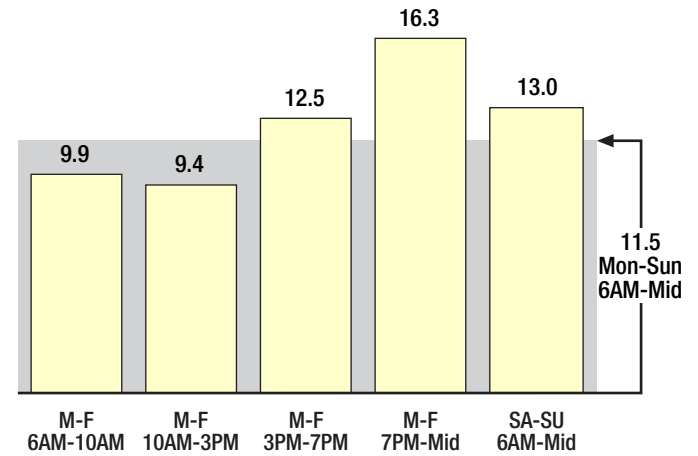
Note: Due to rounding, totals may differ.

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



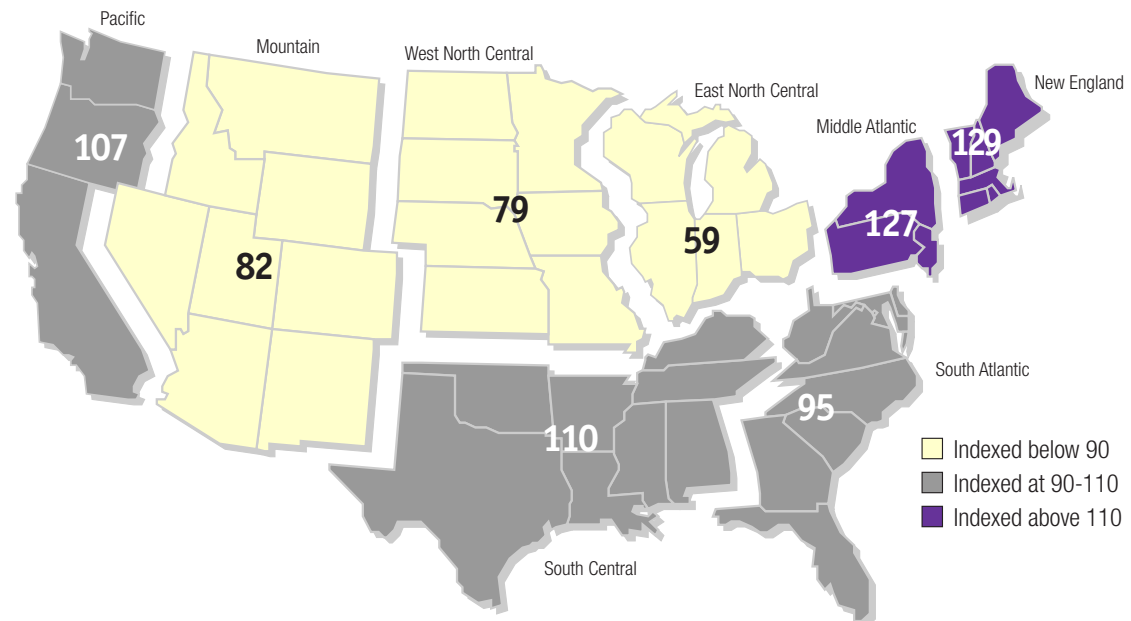
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

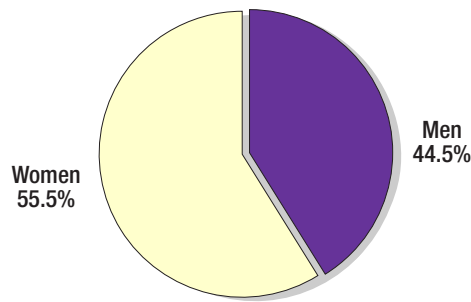
Classical

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

A Few Format Highlights

A little over half of Classical's listening audience is Women 18+. Men 18+ make up the balance of 45 percent.

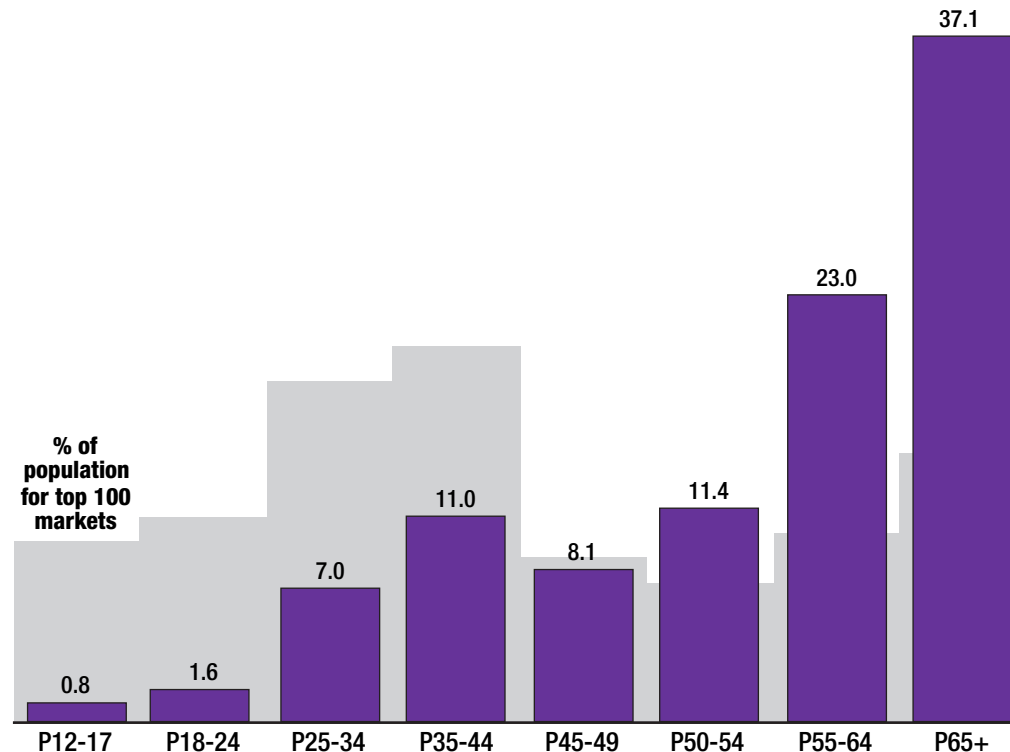
Eighty percent of Classical listeners are 45+. Clearly this is a format that has great appeal for middle-aged and older adults.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Classical	1.6
------------------------	------------

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Classical

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

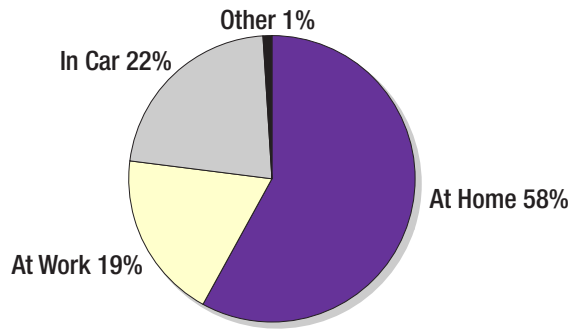
Classical listening climbs slightly through the day, peaking in the evenings and on weekends.

New England is home to the most dedicated Classical audience. Residents of that region are 69 percent more likely to listen to Classical than the average listener.

Classical Stations
287
Total Stations
12,876

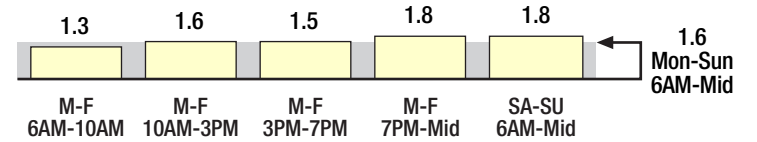
Note: Due to rounding, totals may differ.

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



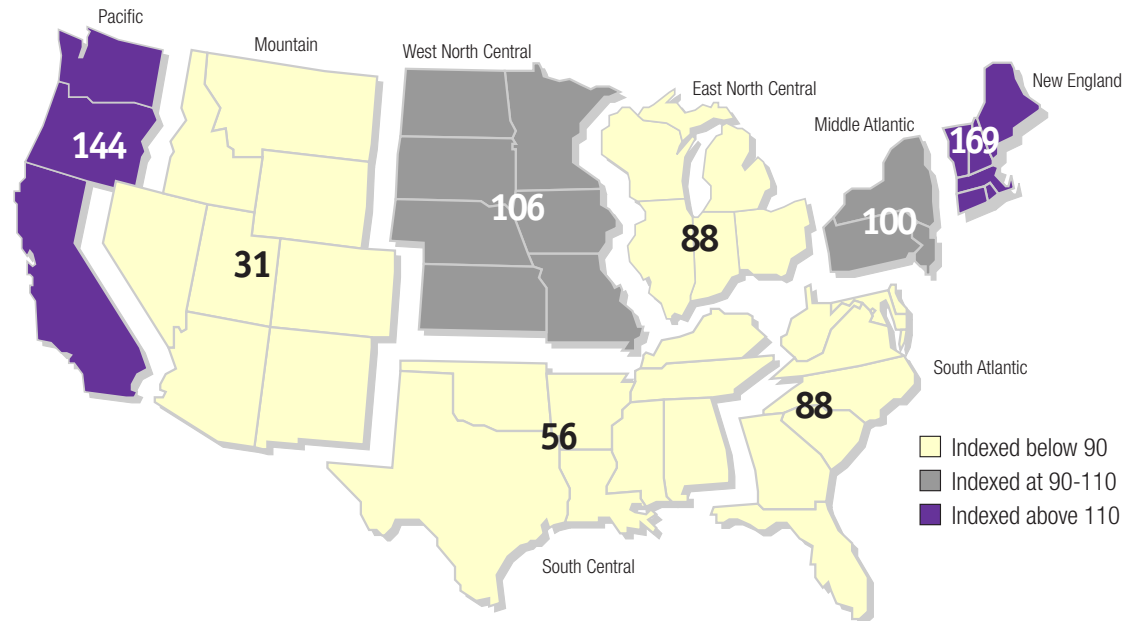
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

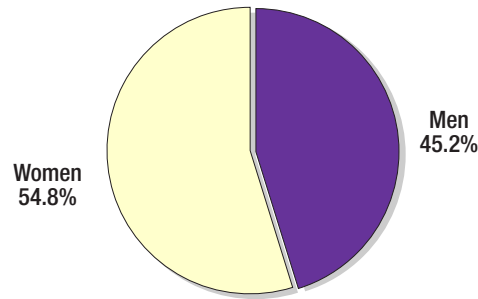
Country

Includes traditional and modern country music.

A Few Format Highlights

Country-formatted stations have slightly more adult women (55 percent) than men (45 percent) in their listening audience.

Adults 25-44 are more likely to tune in to this format than any other age groups.

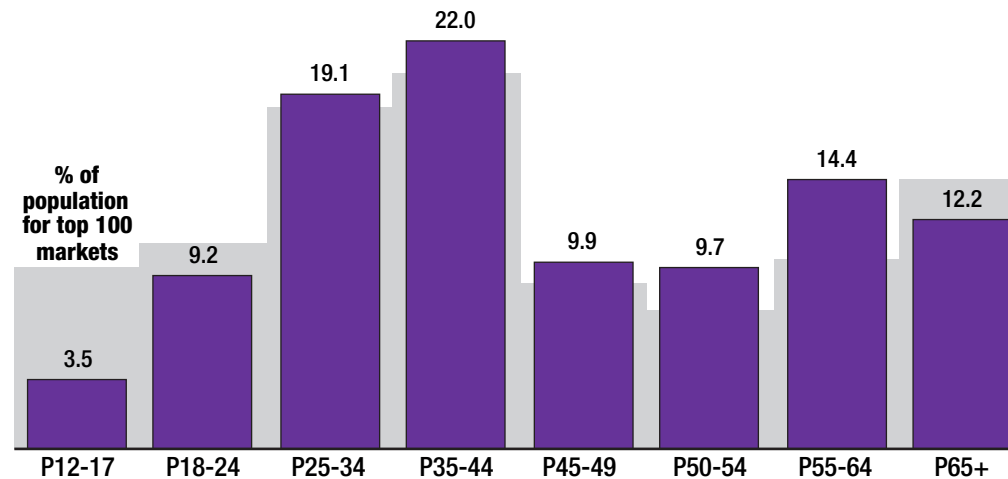


Listeners 18+
Mon-Sun, 6AM-Mid

Classic Country	0.2
Country	8.8
New Country	0.5
Total Country	9.5

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Country

Country listeners tend to do most of their listening at home and in the car.

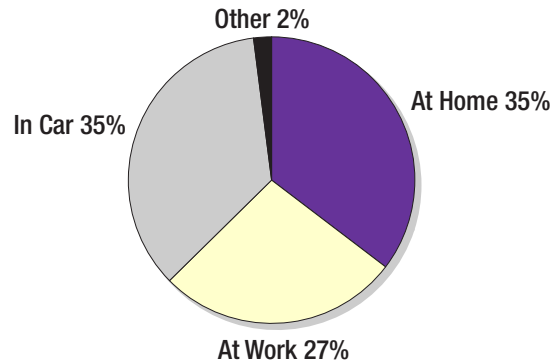
Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

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

Country Stations
2,355
Total Stations
12,876

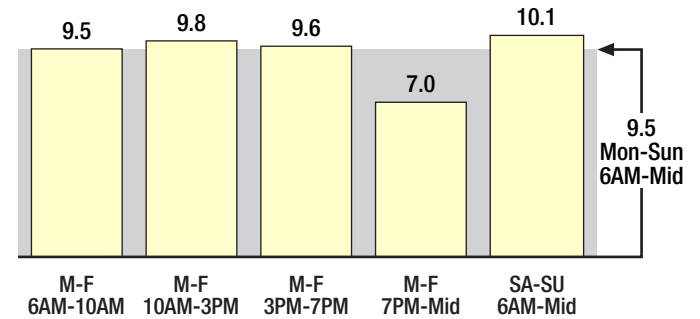
Note: Due to rounding, totals may differ.

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



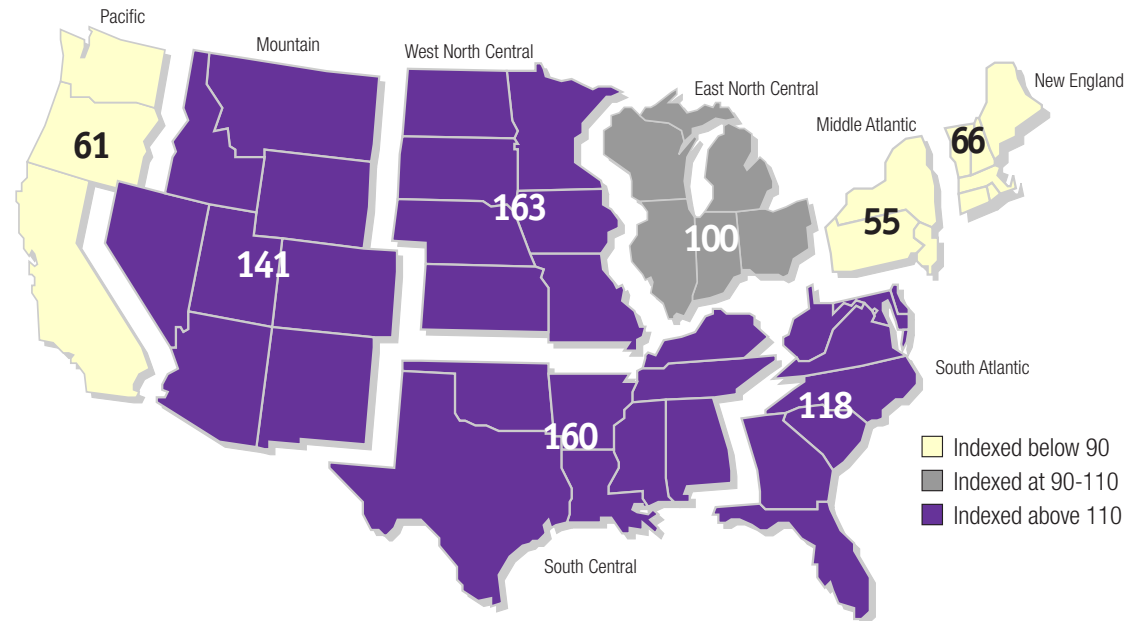
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 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.

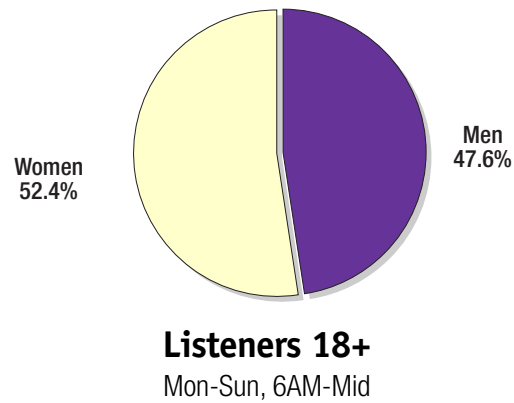
A Few Format Highlights

NAC/Smooth Jazz has slightly more Adult Women 18+ (52 percent) in its audience than Adult Men (48 percent).

Adults 35-44 make up the core of NAC/Smooth Jazz's audience (28 percent). The bulk of this format's audience (72 percent) are Adults 35-64.

Note: Due to rounding, totals may differ.

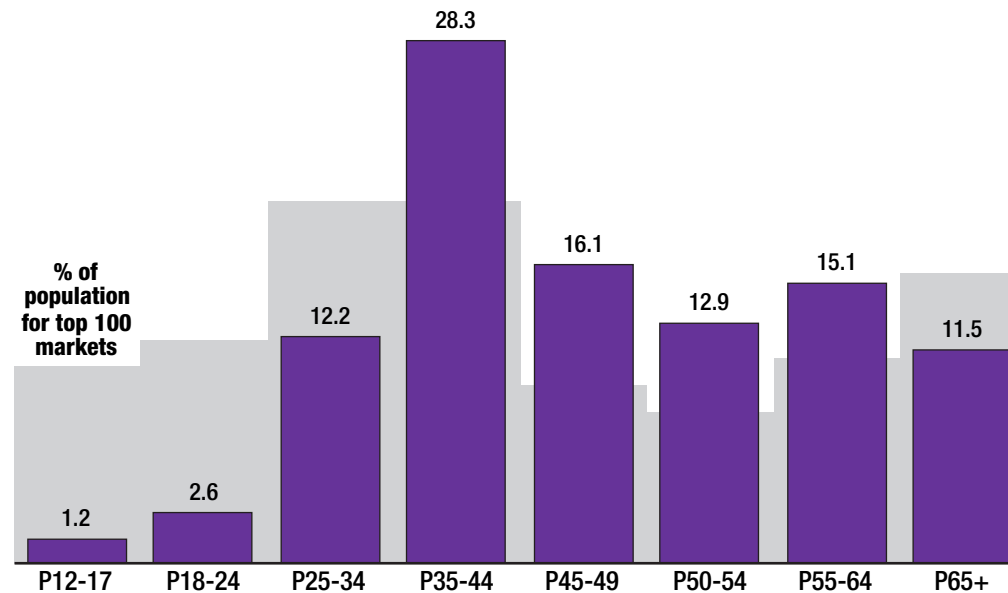
Source: Format definitions are from Billboard. All data come from Arbitron's American Radio Listening Trends.



Jazz	0.0
NAC	2.8
Total NAC/Smooth Jazz	2.8

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

More on NAC/Smooth Jazz 

New AC/ Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (40 percent) than at work (34 percent) or in their cars (25 percent).

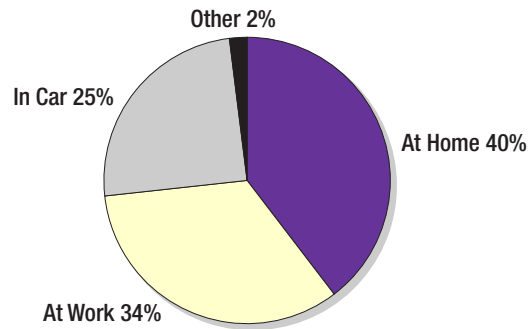
Listeners tune in to NAC/Smooth Jazz pretty evenly across the day-parts. Weekday mornings from 6AM to 10AM have the smallest audience.

NAC/Smooth Jazz has an above-average share of listening in the East North Central (an index of 136), Mountain (129) and Pacific (125) regions.

NAC/ Smooth Jazz Stations
150
Total Stations
12,876

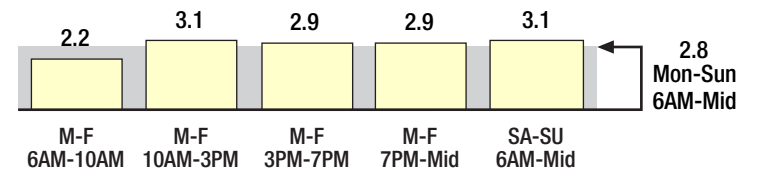
Note: Due to rounding, totals may differ.

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



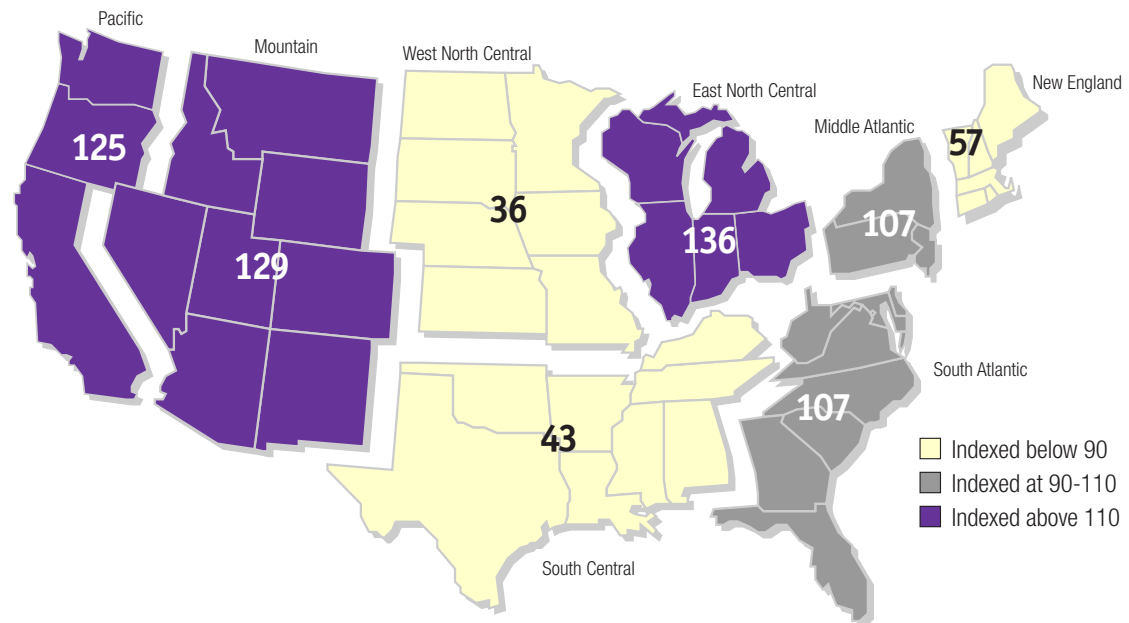
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

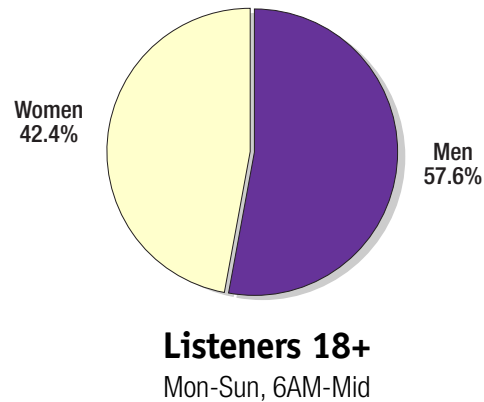
News/Talk/ Information

Includes news, business news, talk and sports formats.

A Few Format Highlights

Fifty-eight percent of News/Talk/Information listeners are Men 18+, and a slightly smaller share, 42 percent, are Women 18+.

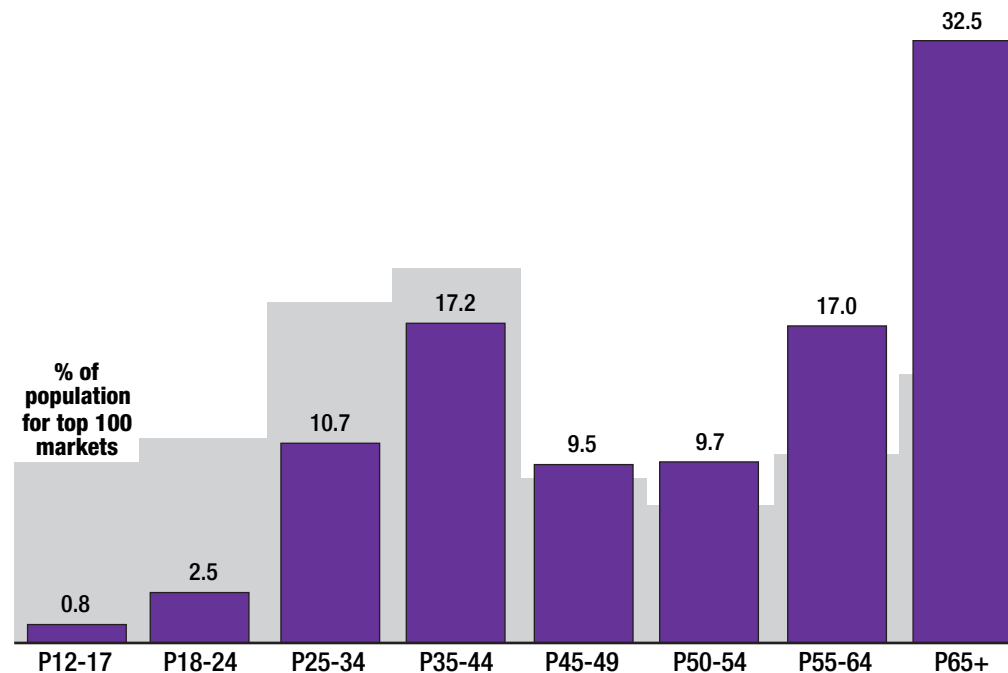
A third of all News/Talk/Information listeners are Adults 65+.



All News	2.4
All Sports	2.0
News/Talk	9.7
Talk	1.8
Total News/Talk/Information	15.8

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

More on News/Talk/Information 

News/Talk/ Information

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

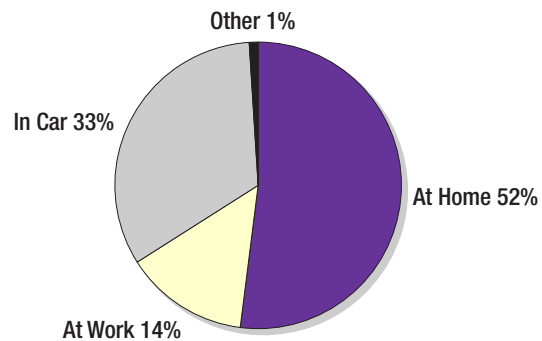
Tops in morning drive time, News/
Talk/Information has the largest
share of listeners tuning in from
6AM to 10AM.

This format performs best in the
East North Central (120), West
North Central (116), Middle
Atlantic (113) and Pacific (112)
regions.

News/Talk/Info Stations
1,682
Total Stations
12,876

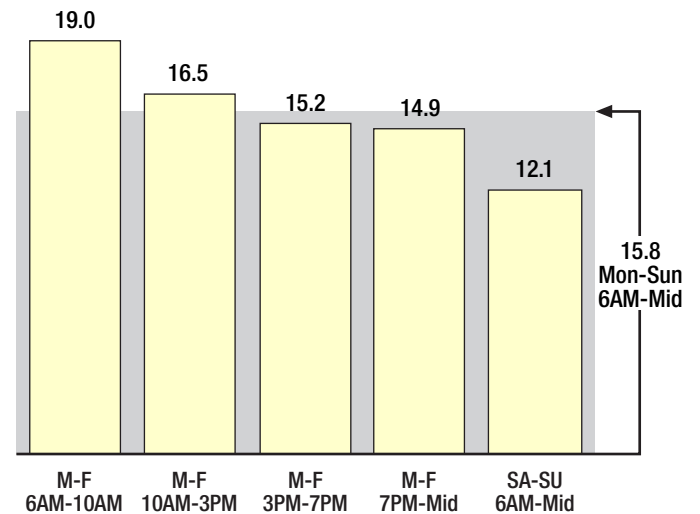
Note: Due to rounding, totals may differ.

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



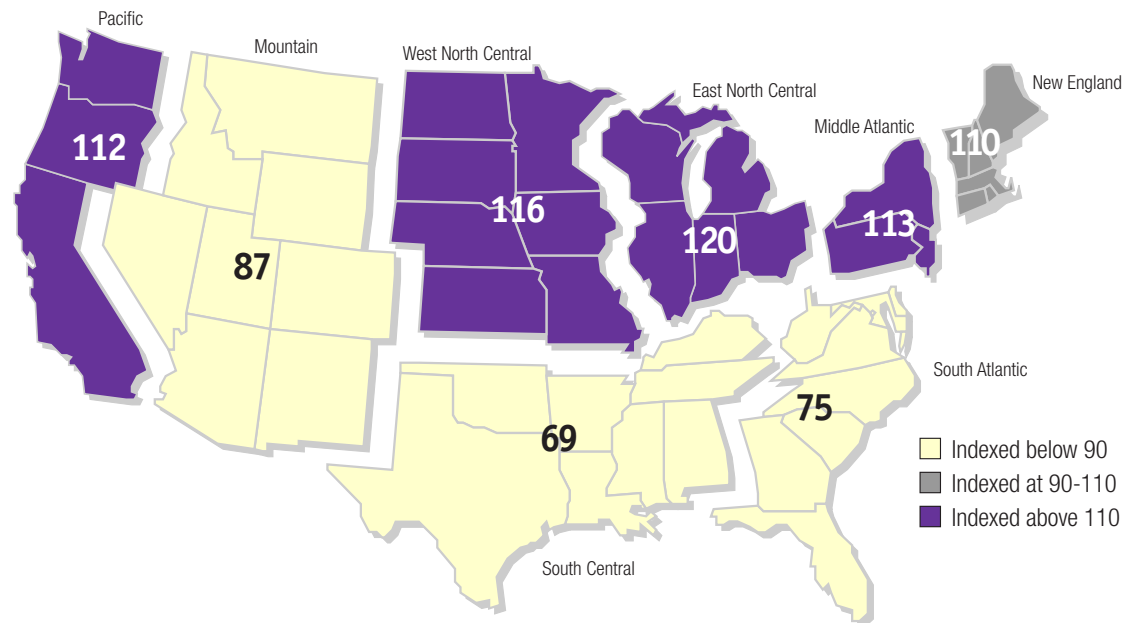
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average,
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

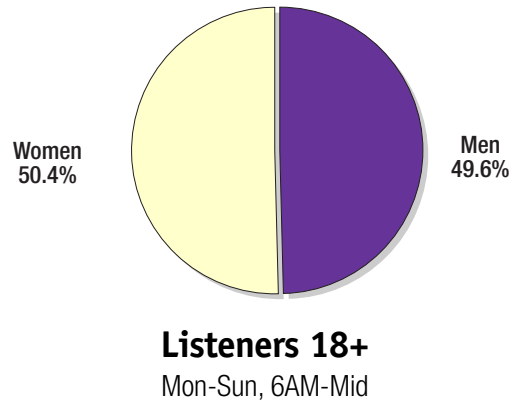
Oldies

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

A Few Format Highlights

This format's audience splits right down the middle—half is Women 18+ and half is Men 18+.

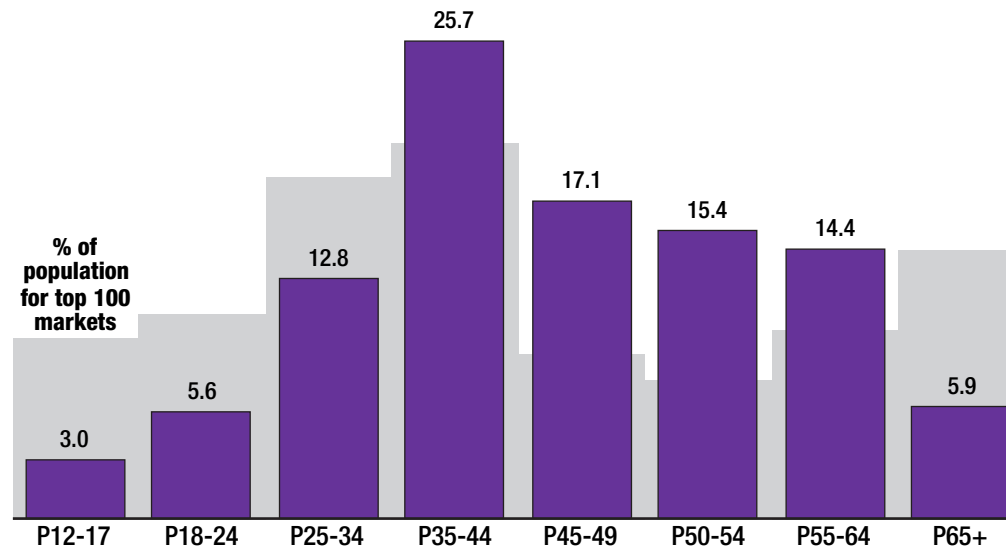
Oldies' biggest fans are Adults 35-54, with 58 percent of Oldies listeners in this age group. Of all formats, Oldies has the largest share of listeners (33 percent) aged 45-54.



'70s Hits	0.8
Oldies	6.5
Rhythmic Oldies	0.8
Total Oldies	8.1

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Oldies

Oldies listeners listen in various locations: at work (35 percent), in their cars (32 percent) and at home (31 percent).

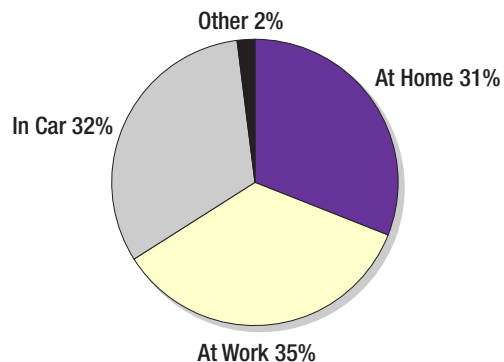
The most popular dayparts for listening to Oldies are weekdays 10AM to 3PM and weekends.

This format performs best in the Middle Atlantic (111) and East North Central (110) regions.

Oldies Stations
795
Total Stations
12,876

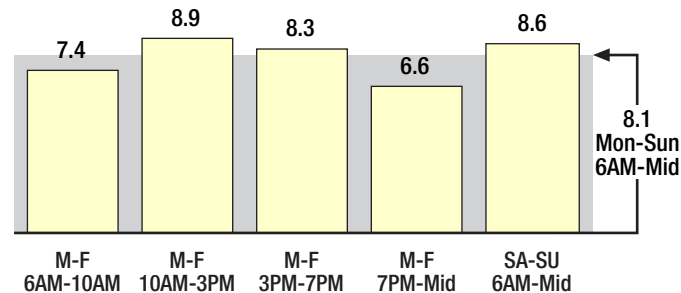
Note: Due to rounding, totals may differ.

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



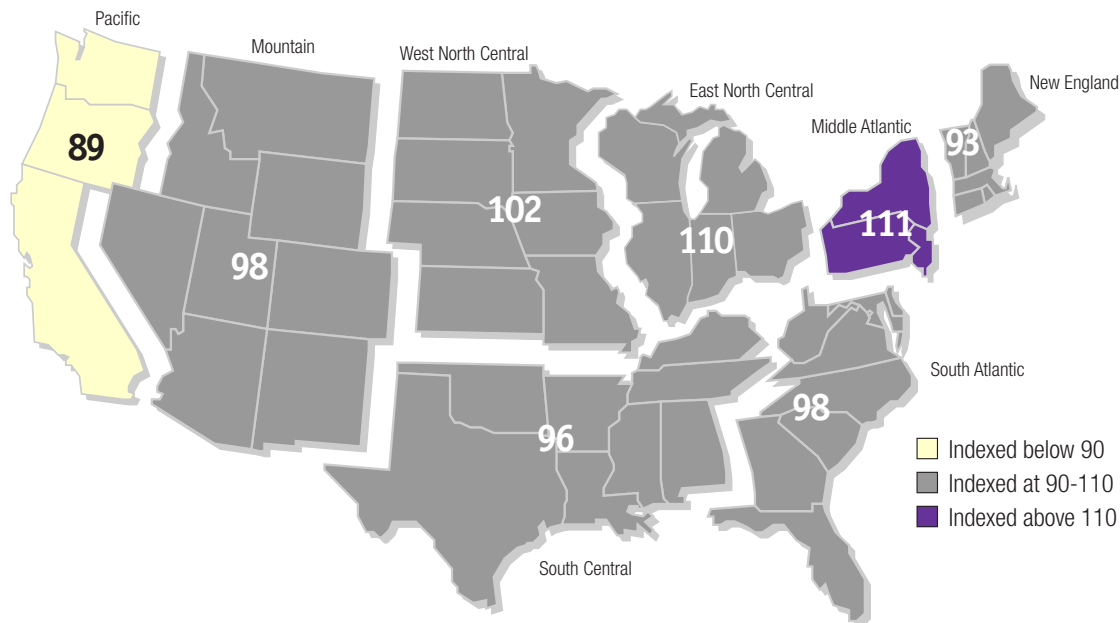
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

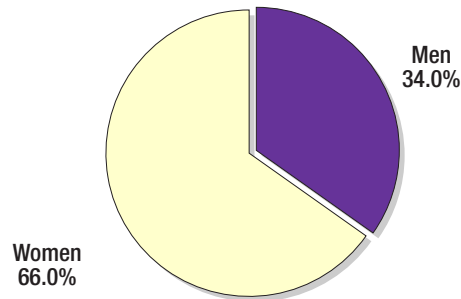
Religious

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+ (66 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+.

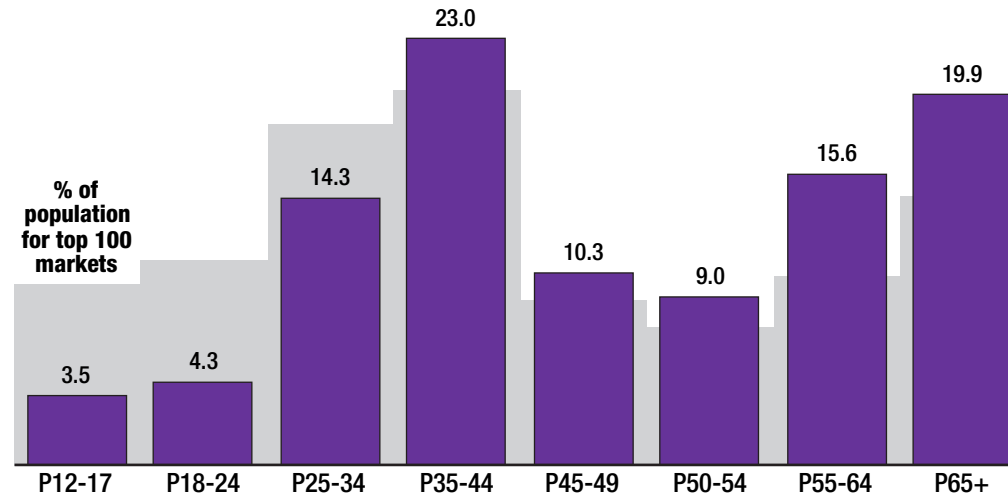


Listeners 18+
Mon-Sun, 6AM-Mid

Christian	0.3
Gospel	0.9
Religious	1.0
Southern Gospel	0.0
Total Religious	2.2

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 Billboard. All data come from Arbitron’s American Radio Listening Trends.

Religious

More than half (54 percent) of Religious radio listening occurs at home. Almost one-third (31 percent) occurs in cars.

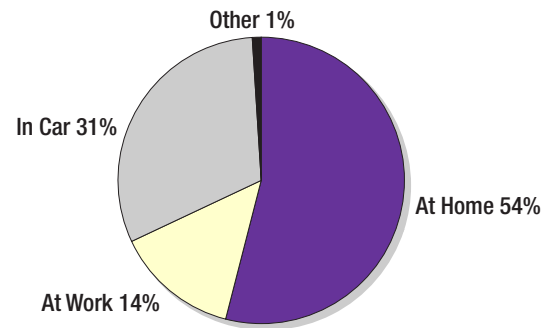
The largest share of listeners tune in to Religious stations on the weekend.

The South Atlantic (177) and South Central (164) regions claim the highest audience shares of this format.

Religious Stations
1,710
Total Stations
12,876

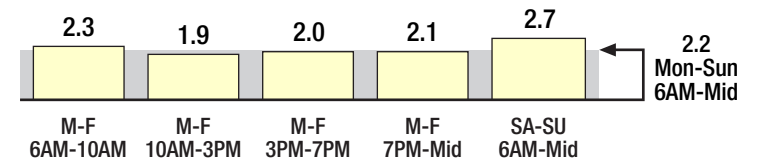
Note: Due to rounding, totals may differ.

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



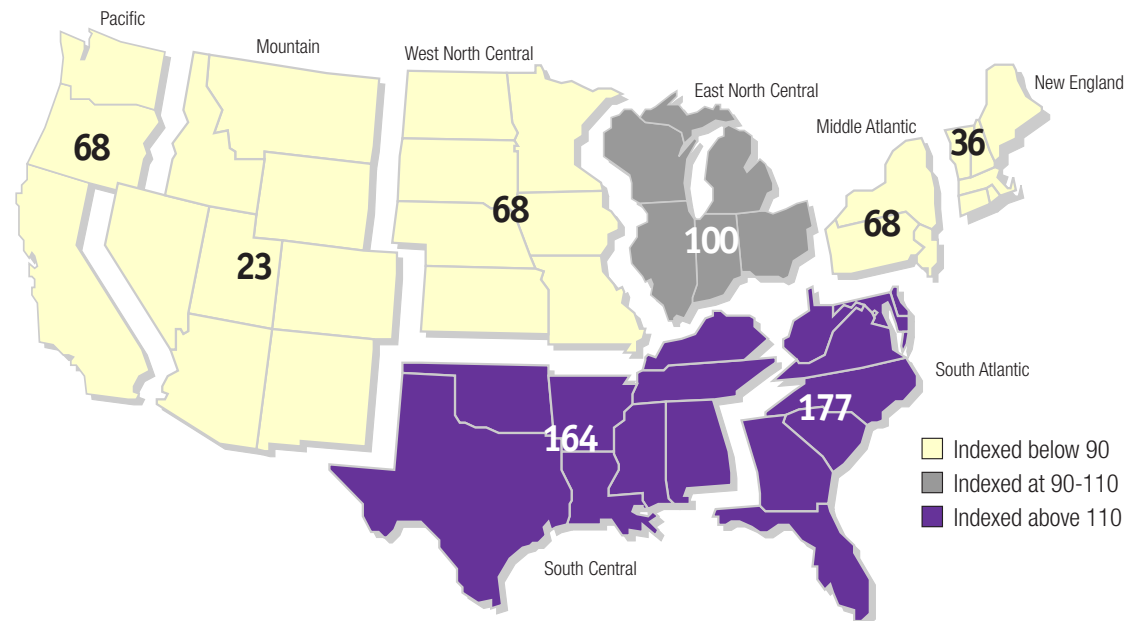
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

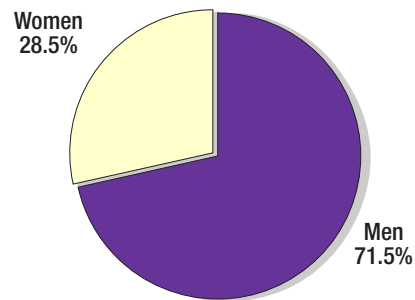
Rock

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-two percent of Rock's listeners are Men 18+. No other format can claim such a large share of adult male listeners.

Sixty-five percent of Rock listeners are Adults 25-44.

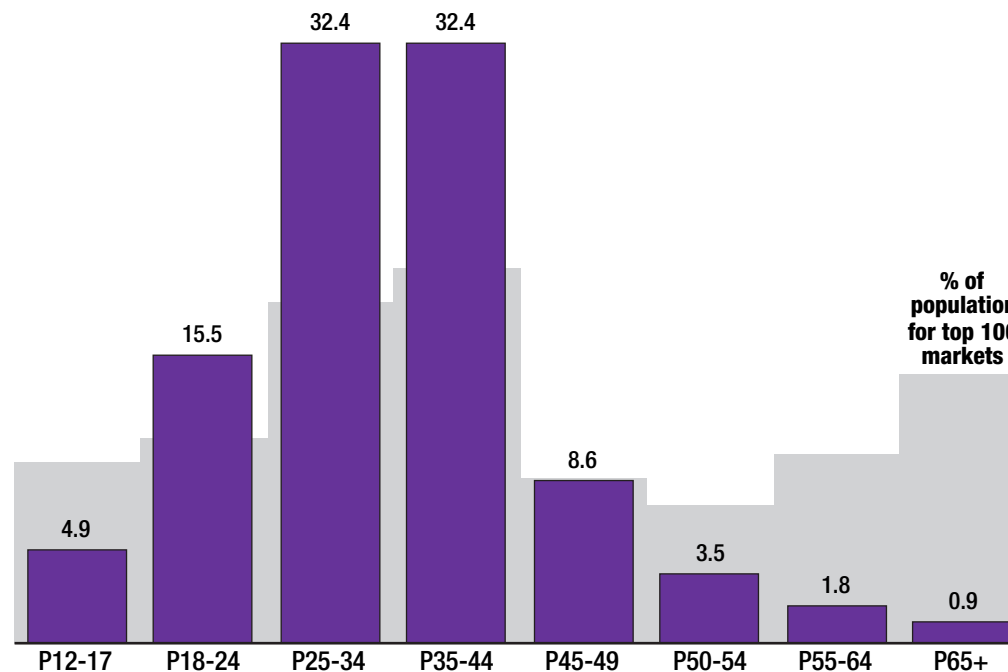


Listeners 18+
Mon-Sun, 6AM-Mid

'70s Rock	0.0
AOR	5.5
Classic Rock	4.2
Total Rock	9.8

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 Billboard. 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 (39 percent) or in the car (34 percent).

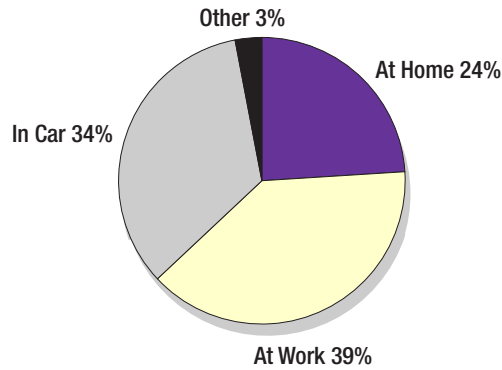
Rock listeners start their days with their favorite format and listen consistently through 7PM. From 7PM to Midnight there is a slight dip.

West North Central listeners are 70 percent more likely to tune in to Rock stations than any other format. Rock is quite popular in the Mountain region as well.

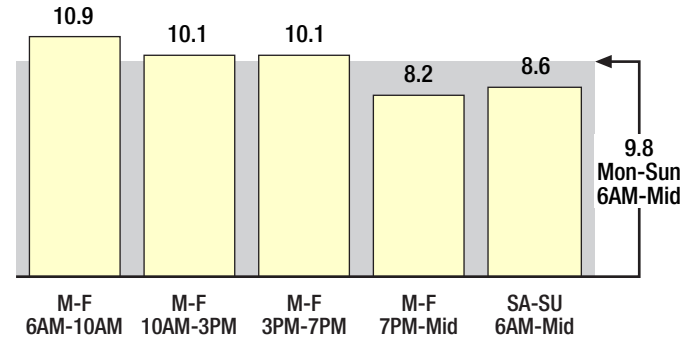
Rock Stations
539
Total Stations
12,876

Note: Due to rounding, totals may differ.

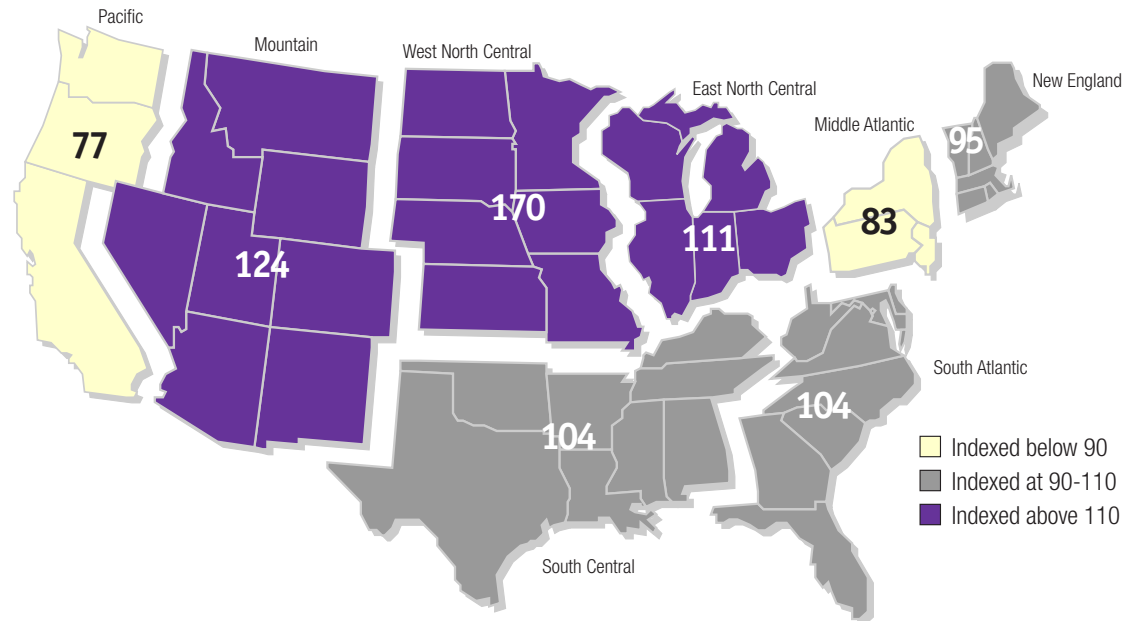
Source: Format definitions are from Billboard. All data come from Arbitron's American Radio Listening Trends.



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 94 Markets; 100 = National Average,
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

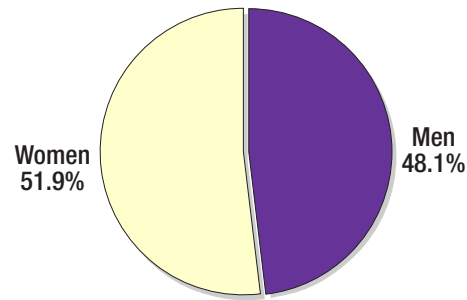
Spanish

All Spanish-language formats, including talk and music.

A Few Format Highlights

Fifty-two percent of Spanish-radio-format listeners are Women 18+, and 48 percent are Men 18+.

Nearly half (49 percent) of Spanish-radio-format listeners are Adults 25-44.

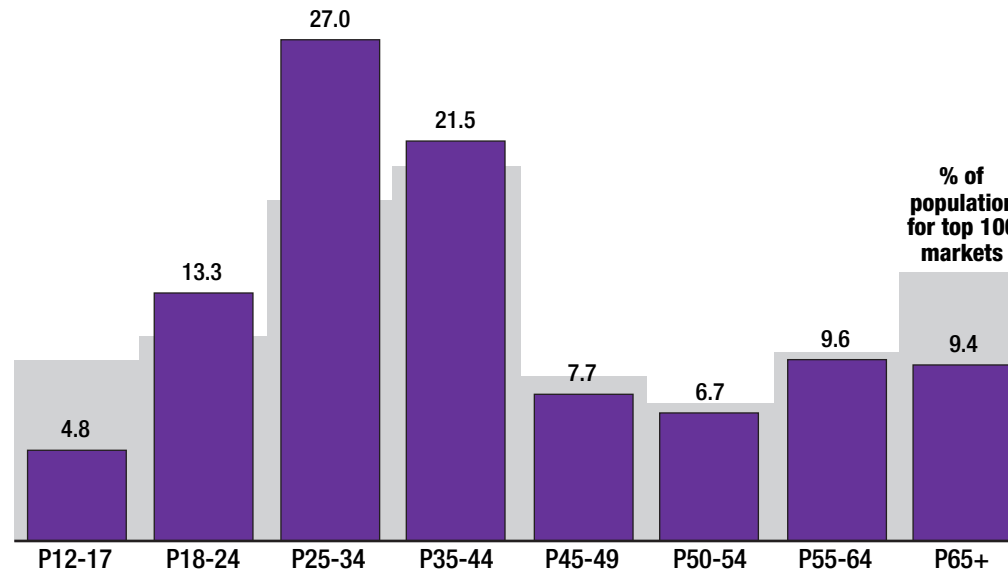


Listeners 18+
Mon-Sun, 6AM-Mid

Spanish Contemporary	2.2
Spanish Language	0.4
Spanish News/Talk	0.8
Spanish Regional	2.1
Spanish Tropical	1.1
Spanish Variety	0.0
Tejano	0.2
Total Spanish	6.8

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Spanish

Fifty-six percent of Spanish-format listeners do their listening at home.

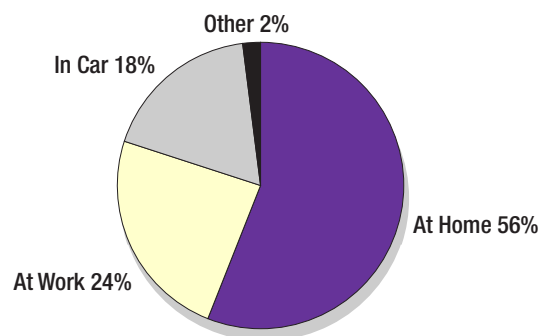
For this format, more listening occurs on weekends than during any other daypart.

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
559
Total Stations
12,876

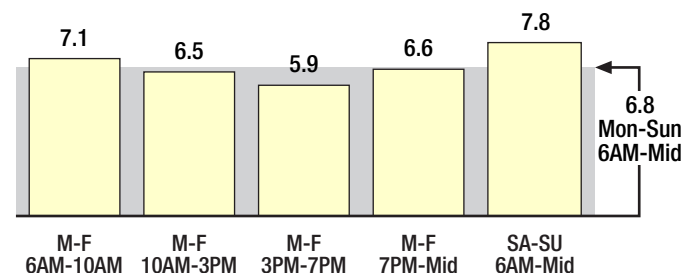
Note: Due to rounding, totals may differ.

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



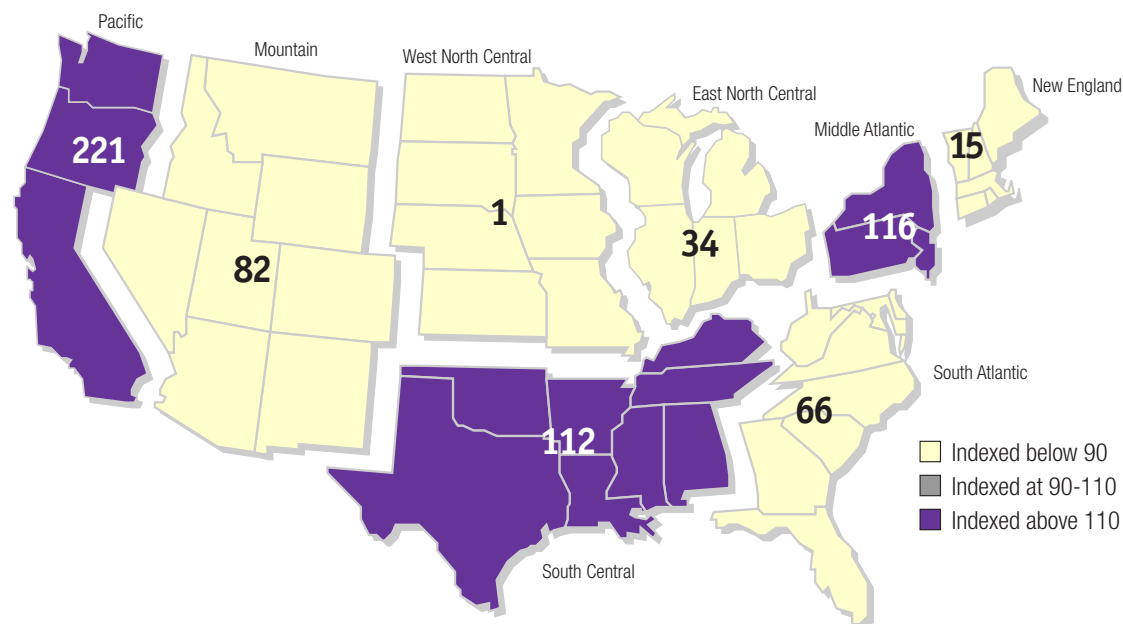
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

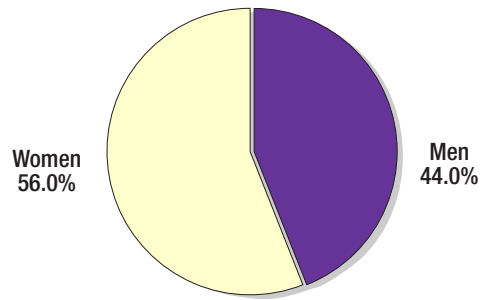
Urban

Includes Urban AC and Urban Oldies.

A Few Format Highlights

More Women 18+ (56 percent) listen to Urban-formatted stations than Men 18+ (44 percent).

Like the CHR audience, Urban listeners are young: 80 percent of them are 44 or younger.

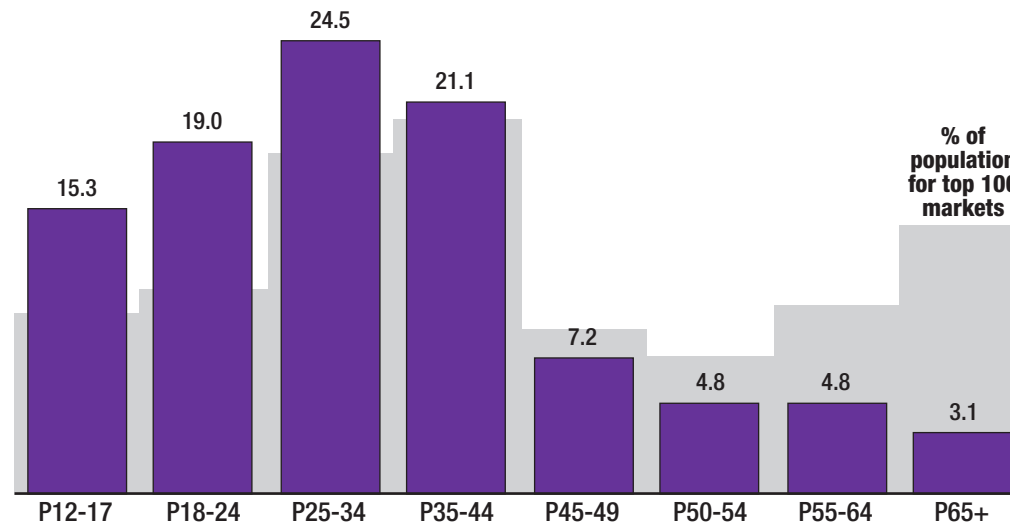


Listeners 18+
Mon-Sun, 6AM-Mid

Urban	5.1
Urban AC	2.2
Urban Oldies	0.4
Total Urban	7.7

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 Billboard. All data come from Arbitron's American Radio Listening Trends.

Urban

Almost half (48 percent) of Urban listening occurs at home. More than a quarter (28 percent) occurs in cars.

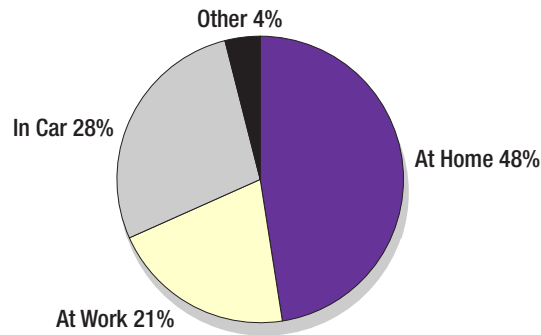
Urban stations are enjoyed at night: 12 percent of listeners tune in weekdays from 7PM to Midnight.

Listeners in the South Atlantic region are 87 percent more likely to listen to Urban than the average listener; in the East North Central region, they are 52 percent more likely to do so.

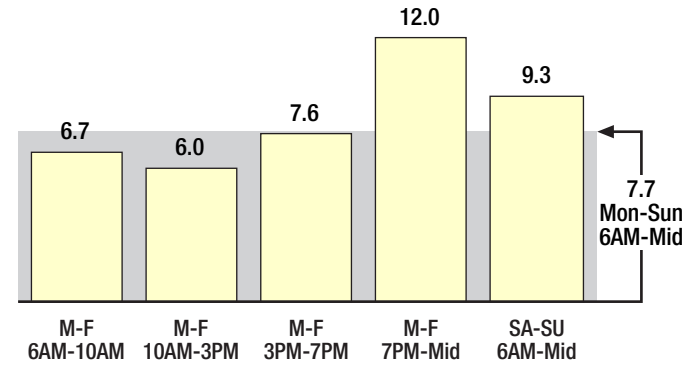
Urban Stations
314
Total Stations
12,876

Note: Due to rounding, totals may differ.

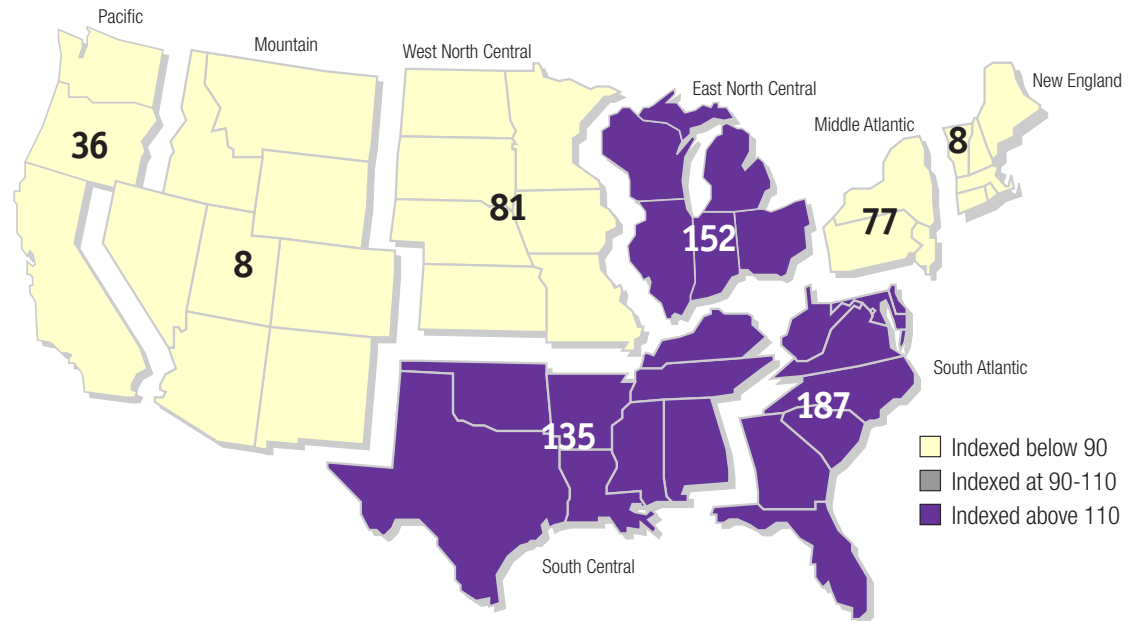
Source: Format definitions are from Billboard. All data come from Arbitron's American Radio Listening Trends.



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 94 Markets; 100 = National Average,
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Sources

Radio Today contains general statistics on radio and listening trends. With the exception of the seasonal listening trends, all data included in this review are from Arbitron's Spring 1999 survey.

Data for charts and graphs come from Arbitron's National Database, Maximi\$er 99SM/Media ProfessionalSM. 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 99/Media Professional, Arbitron's radio respondent-level software application. All Maximi\$er 99/Media Professional reports were based on top 25 radio Metro markets. Those markets, listed below, were determined using Arbitron's Spring 1999 population rankings.

Spring 1999 Top 25 Radio Metro Markets

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

MaxiSer 99SM, Media ProfessionalSM are marks of The Arbitron Company.