

# Black Radio Today

How America Listens to Radio  
2000 Edition

# Introduction

*Black Radio Today* offers you a glimpse into the world of radio and its black listeners. Currently there are more than 13,000 radio stations broadcasting around the country, of which more than 300 are Urban-format stations.

*Black Radio Today* illustrates that radio is a medium of steady popularity among black Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching black people and those who love black radio anytime or anyplace.

As part of Arbitron's commitment to radio stations, agencies and advertisers, this study offers insights and information on the listening patterns of a population segment integral to the growth of the radio medium.

Arbitron invites you to explore this fascinating snapshot of how black Americans spend time with radio!

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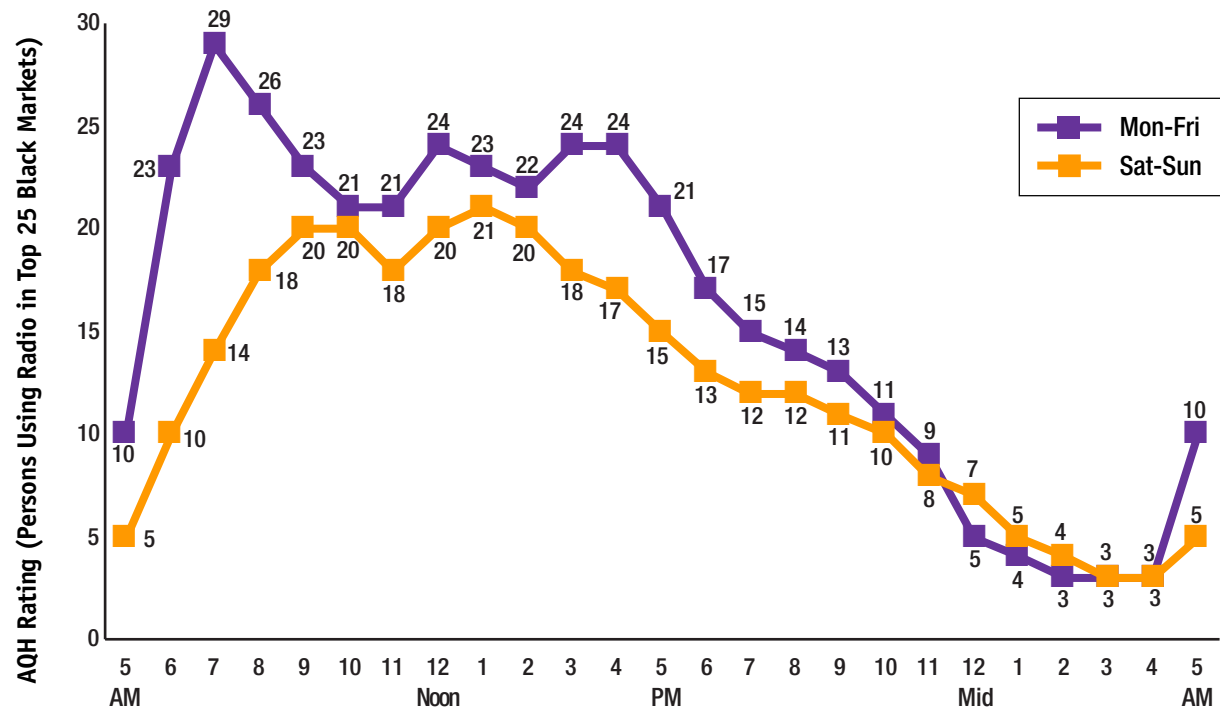
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# Hour-by-Hour Listening

## Timing Is Everything

Radio listening among the black audience starts picking up at 6AM weekdays and remains strong through 6PM. Listening levels among the black audience remain consistently higher than the general market from 7PM through 12Midnight.

Like the general audience (see *Radio Today*), 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 overnights from 12Midnight to 5AM.



Hour-by-Hour Listening, AQH Rating

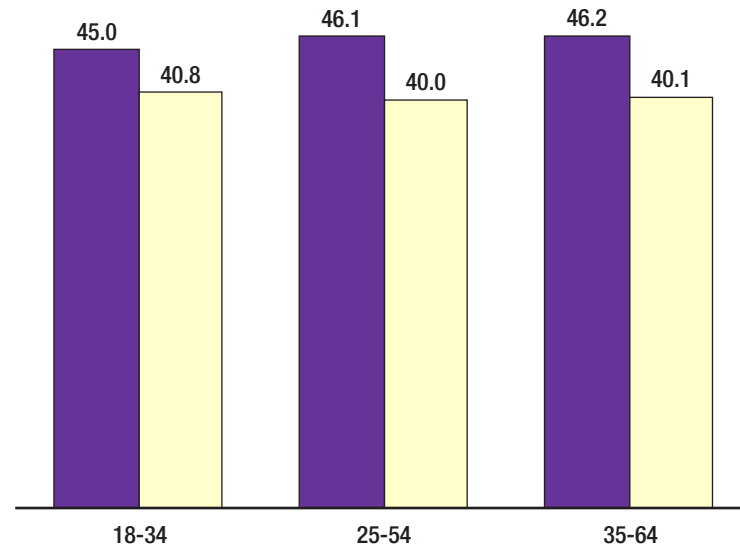
Source: MaximiSer®/Media Professional<sup>SM</sup>, Spring 2000, Top 25 Black Markets, Mon-Sun, 5AM-5AM

# Overnight Listening

## Tuning In at Twilight

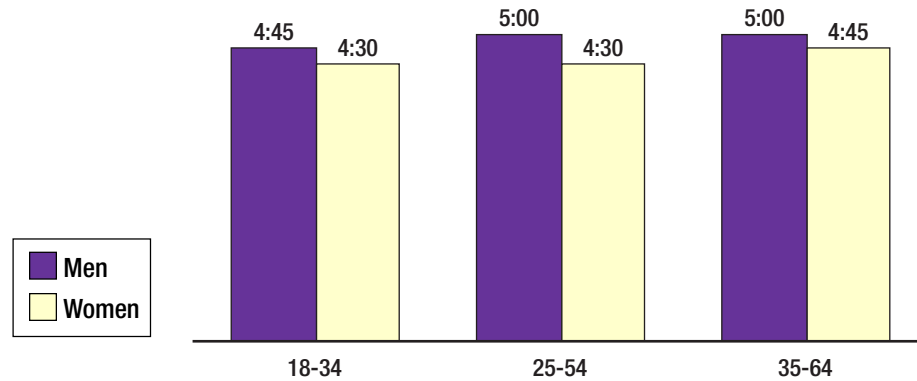
More than 40 percent of black listeners tune in to radio from 12Midnight to 6AM. Overnight listening among blacks is distributed almost equally among age groups. For instance, 45 percent of black Men 18-34 and 46.1 percent of black Men 25-54 are nighttime listeners. About 40 percent of black Women 18-34 and black Women 25-54 are nighttime listeners as well.

Black men of all ages listen slightly more than their female counterparts. Black listeners clock in between four and a half and five hours of overnight listening time weekly.



**Weekly Cume Rating (in Percent)**

Top 25 Black Markets (12Mid-6AM)



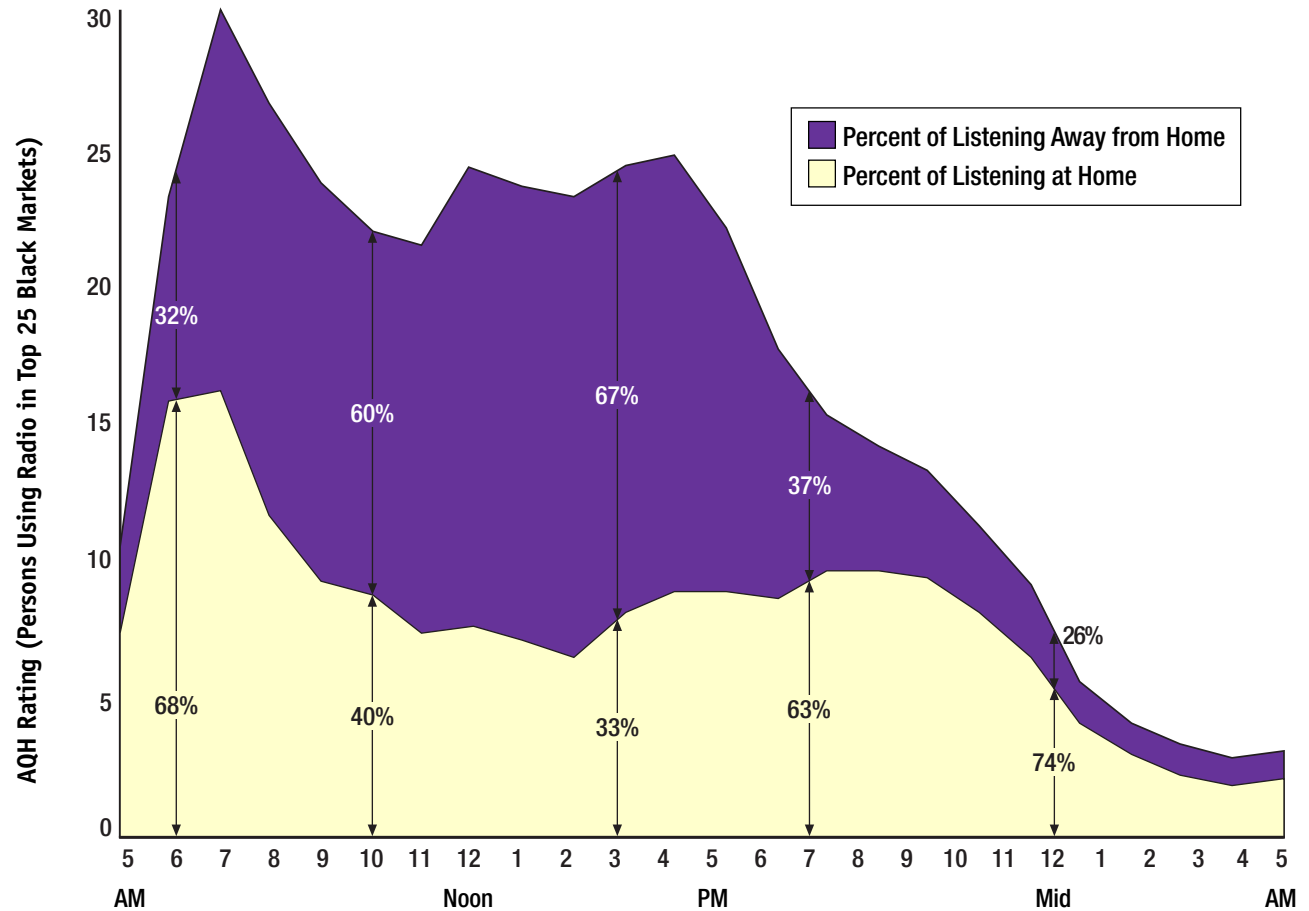
**Weekly Time Spent Listening (in Hours and Minutes)**

Top 25 Black Markets (12Mid-6AM)

# Where Black People Listen: Weekdays

## Radio Is a Moving Medium

On weekdays before 8AM and after 7PM, the majority of black radio listeners tune in at home. Between those hours, a giant shift occurs, with an average of approximately 63 percent of black listeners listening to a radio that is someplace away from their homes.



## Weekday Listening, AQH Rating

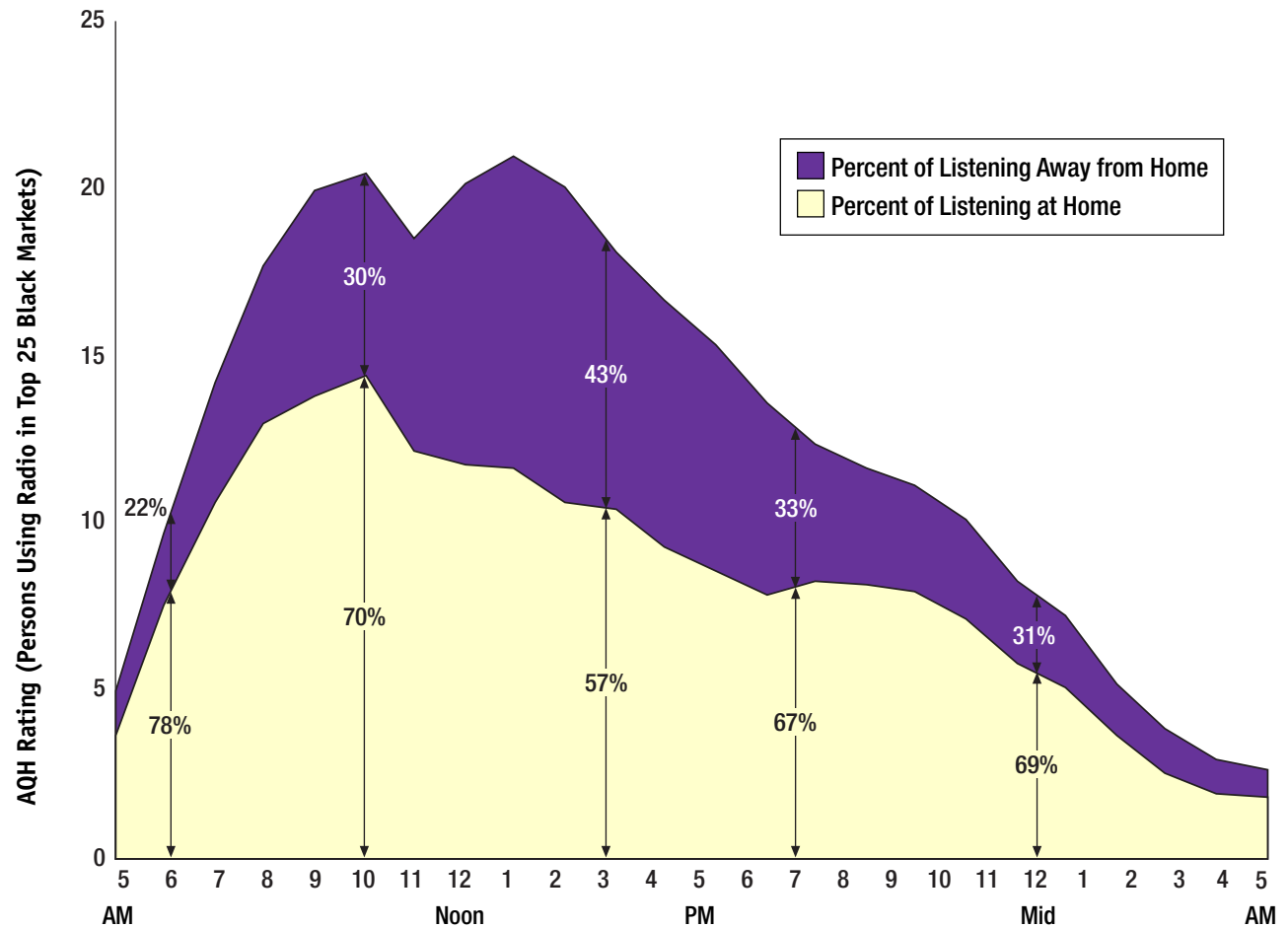
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer/Media Professional, Spring 2000, Top 25 Black Markets

# Where Black People Listen: Weekends

## Strong Weekend Listening at Home

Like the general population, black listeners are tuning in on weekends in the comfort of their homes. During all weekend hours, at least 53 percent of black listeners are tuning in at home. Away-from-home weekend listening is highest between the hours of 12 Noon and 7PM, peaking at 47 percent at 2PM.



## Weekend Listening, AQH Rating

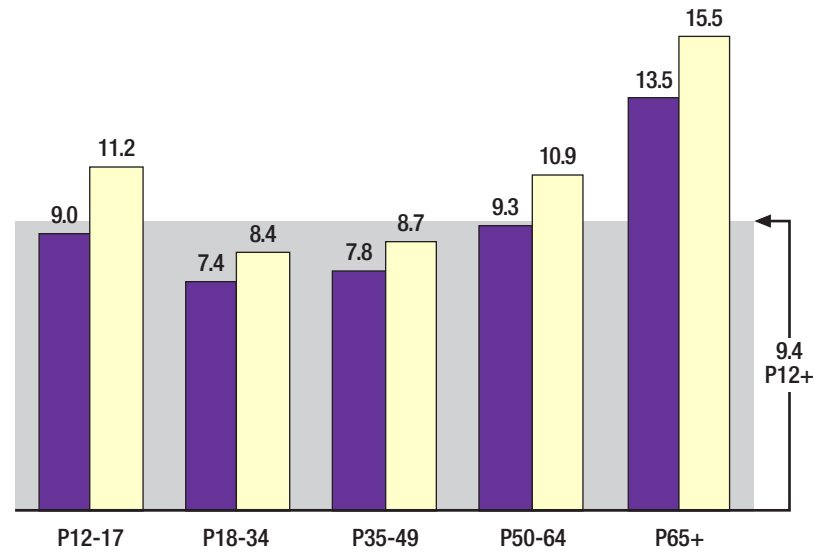
Sat-Sun, Total Day (5AM-5AM)

Source: MaximiSer/Media Professional, Spring 2000, Top 25 Black Markets, Mon-Sun, 5AM-5AM

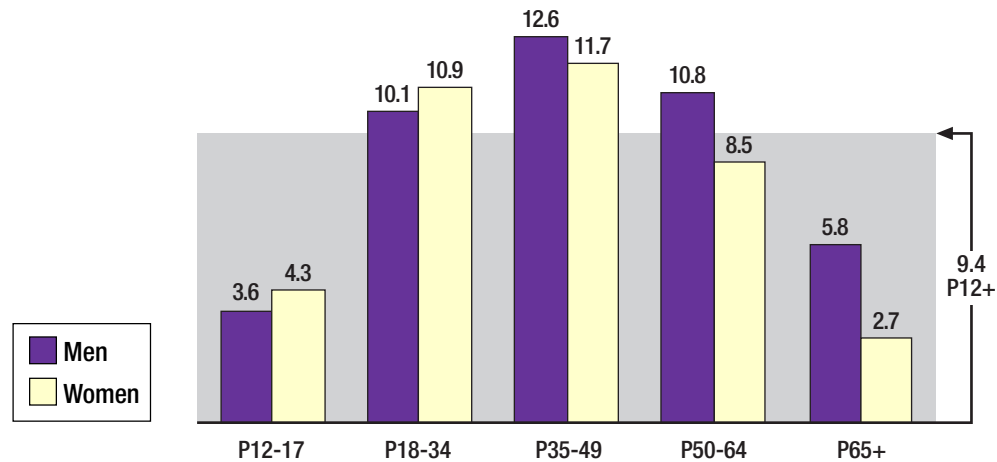
# Where Black Men and Women Listen

## Listening Patterns Differ for Men and Women

Black teenagers and elderly black people spend more time listening at home than other age groups. Black Women overall spend more time listening at home than black Men. Black Men 35-49 spend more time listening away from home than any other age group. Women tend to clock in more hours of away-from-home listening between the ages of 18 and 49.



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



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

The majority of listening by black people takes place at home. Peak listening times are weeknights after 7PM (62.9 percent) and weekends (53.5 percent). In-car listening is highest during commuting times, and at-work listening is highest on weekdays between 10AM and 3PM (43.1 percent).

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	41.8	31.5	24.2	2.5
Combined Drive	39.1	36.5	22.7	1.8
Mon-Fri 10AM-3PM	29.7	25.0	43.1	2.2
Mon-Fri 7PM-Mid	62.9	23.6	10.0	3.5
Weekend 10AM-7PM	53.5	32.0	10.1	4.4

### Distribution of AQH Radio Listeners by Listening Location (in Percent)

Top 25 Black Markets, Persons 12+

# Black People's Favorite Formats

This section highlights 15 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience of black consumers. It also demonstrates radio's effectiveness in targeting blacks 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:**

Black Teens 12-17 strongly prefer music that is "current"—formats such as CHR (pages 17-18) and to a lesser extent Urban Contemporary (pages 37-38) and Alternative (pages 15-16). As they get older, young black adults 18-24 show increased interest in Alternative, Rock and Urban Contemporary while maintaining their enthusiasm for CHR.

Black Adults 25-34 intensify their already strong listening to Alternative (pages 15-16), Rock (pages 31-32), CHR (pages 17-18) and Urban Contemporary (pages 37-38), but now display an openness to new sounds and stations, such as AC (pages 11-12), Urban AC (pages 35-36) and Country (pages 21-22).

After age 35, format preferences start to change. New AC (NAC)/Smooth Jazz, Oldies and Urban AC (pages 35-36) are virtually tied as the top listening choices, but formats such as Rock (pages 31-32), Spanish (pages 33-34) and Urban Oldies (pages 39-40) are also popular.

Listening to New AC/Smooth Jazz (pages 23-24) remains strong for blacks in the 45-54 age group; however, Oldies (pages 27-28) and Urban Oldies (pages 39-40) now take over as the most popular formats. Other popular choices include News/Talk/Information (pages 25-26), Spanish (pages 33-34) and Religious (pages 29-30).

Older blacks in the 55-64 age group shift their preferences, taking an interest in Classical (pages 19-20) and Country (pages 21-22). However, Adult Standards (pages 13-14), News/Talk/Information (pages 25-26) and Religious (pages 29-30) are also popular choices.

Black Adults 65+ have very clear preferences, with News/Talk/Information (pages 25-26) and Classical (pages 19-20) distinctly rising to the top. Adult Standards (pages 13-14) and Religious (pages 29-30) are also popular formats for this crowd.

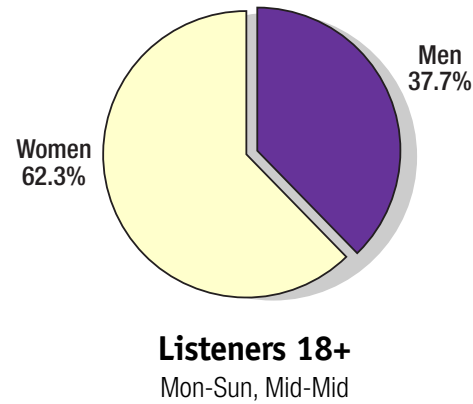
# AC

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

## A Few Format Highlights

Nearly two-thirds (62.3 percent) of the black audience for Adult Contemporary stations are Adult Women 18+. Adult Men 18+ are 37.7 percent of the audience.

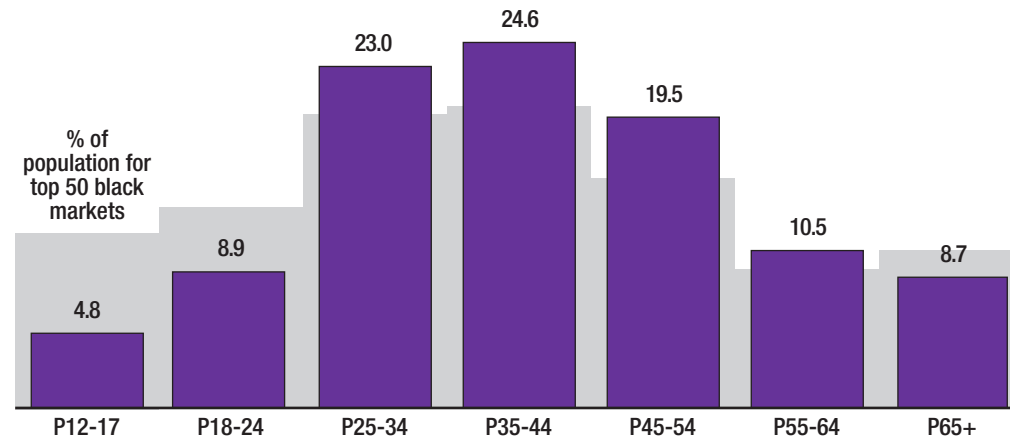
A clear majority of the black audience for Adult Contemporary (67.1 percent) are ages 25-54.



AC	6.8
Hot AC	0.7
Modern AC	0.1
Soft AC	0.7
<b>Total AC</b>	<b>8.3</b>

## Black AQH Share of AC Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

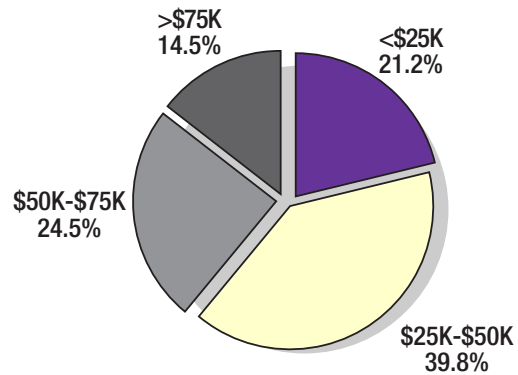
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

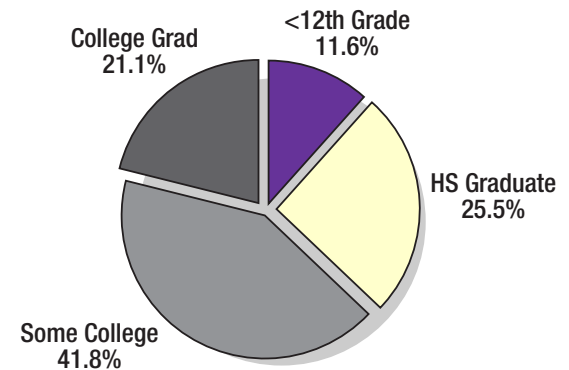
# AC

Almost 40 percent of black listeners to Adult Contemporary earn between \$25,000 and \$50,000; 39 percent earn over \$50,000.

The majority of black people who listen to Adult Contemporary have gone beyond high-school level (62.9 percent).



**Household Income P18+**  
Mon-Sun, Mid-Mid



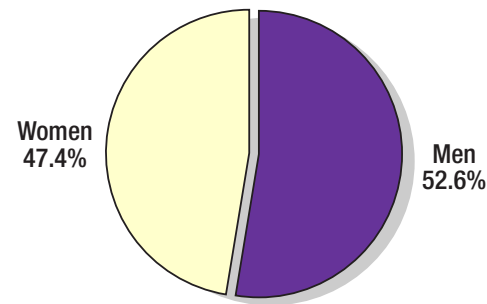
**Education P18+**  
Mon-Sun, Mid-Mid

# 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

Nearly 53 percent of the black audience for Adult Standards are Men 18+; slightly more than 47 percent are Women 18+. Almost 26 percent of Adult Standards' black listening audience are Adults 65+. Black listeners ages 35-44 are the second largest group of black Adult Standards listeners.

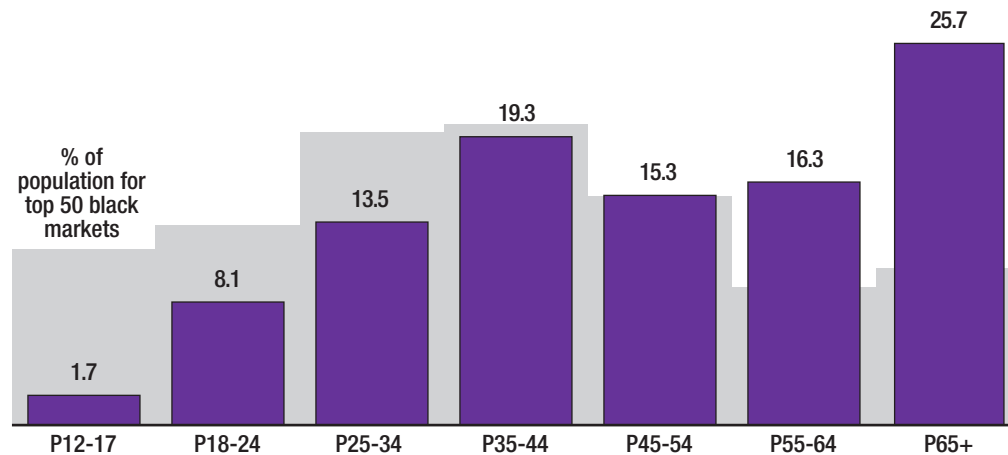


**Listeners 18+**  
Mon-Sun, Mid-Mid

Easy Listening	0.0
MOR	0.5
Nostalgia	0.0
Variety	1.1
<b>Total Adult Standards</b>	<b>1.7</b>

## Black AQH Share of Adult Standards Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

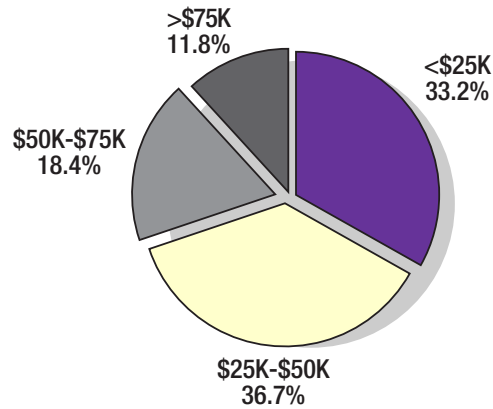
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

# Adult Standards

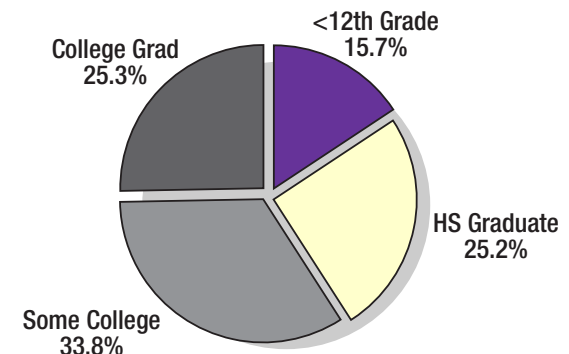
Two-thirds of black adults (66.9 percent) who listen to Adult Standards have household incomes of \$25,000 or above. Almost 37 percent fall within the \$25,000-\$50,000 income bracket, and 30.2 percent have incomes of \$50,000+.

More than half have either finished high school or had some college education (59 percent), while one-fourth (25.3 percent) hold a college degree.



**Household Income P18+**

Mon-Sun, Mid-Mid



**Education P18+**

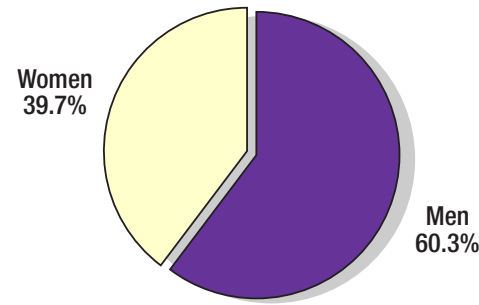
Mon-Sun, Mid-Mid

# Alternative

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

## A Few Format Highlights

Over 60 percent of Alternative’s black audience are Men 18+ and nearly 40 percent are Women 18+. Nearly 34 percent of Alternative’s audience are black Adults 25-34. Another 23.7 percent are young adults 18-24. Fewer than 20 percent of Alternative fans are in the age groups over 45.

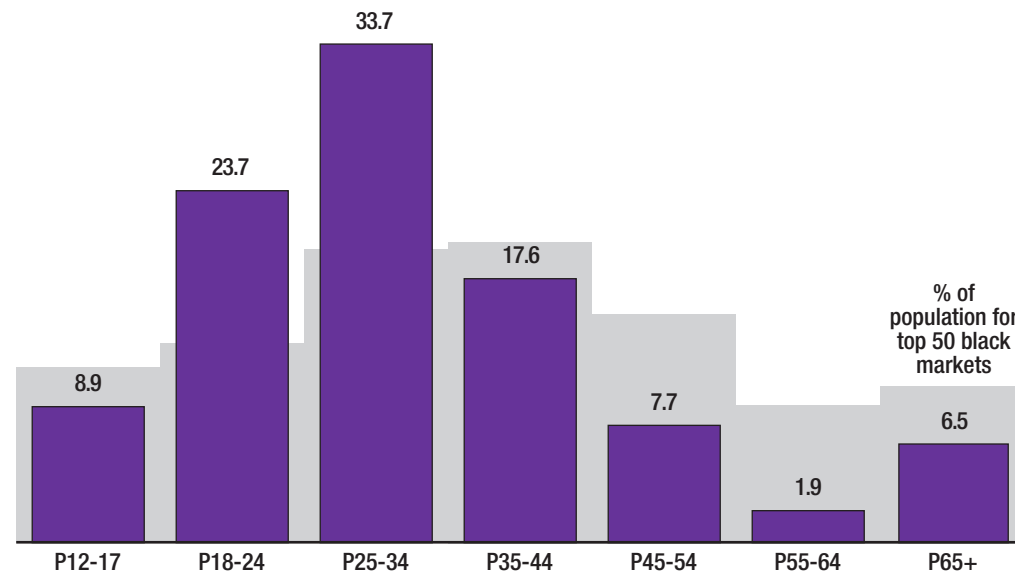


**Listeners 18+**  
Mon-Sun, Mid-Mid

Album Adult Alternative	0.1
Alternative	0.5
New Rock	0.2
<b>Total Alternative</b>	<b>0.8</b>

## Black AQH Share of Alternative Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

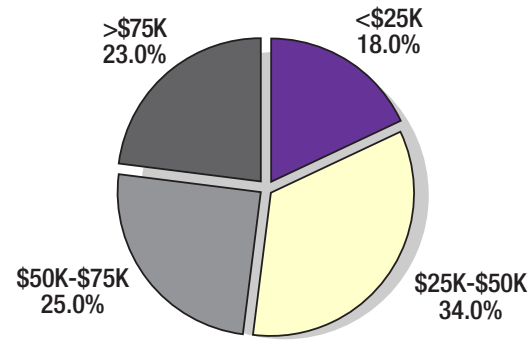
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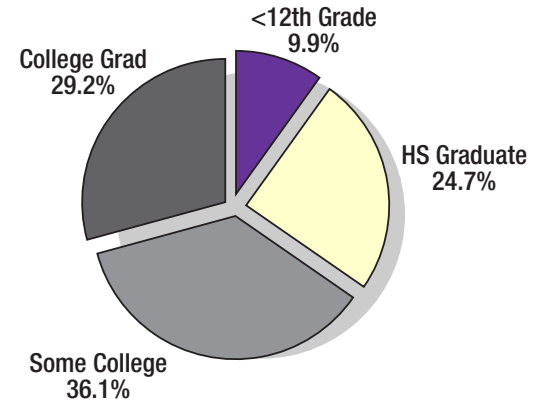
# Alternative

Thirty-four percent of black listeners to Alternative earn between \$25,000 and \$50,000; 48 percent earn over \$50,000.

The majority of blacks who listen to Alternative have either some college education or a college degree (65.3 percent).



**Household Income P18+**  
Mon-Sun, Mid-Mid



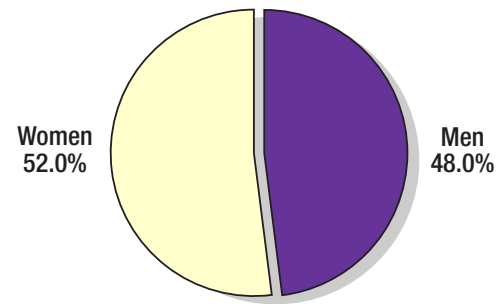
**Education P18+**  
Mon-Sun, Mid-Mid

# CHR

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

## A Few Format Highlights

CHR is the second most popular format among black listeners. CHR has four percent more black Women 18+ (52 percent) than black Men 18+ (48 percent) in its audience. More than 75 percent of CHR listeners are under the age of 35. More teens (21.8 percent) listen to CHR than to any other format.

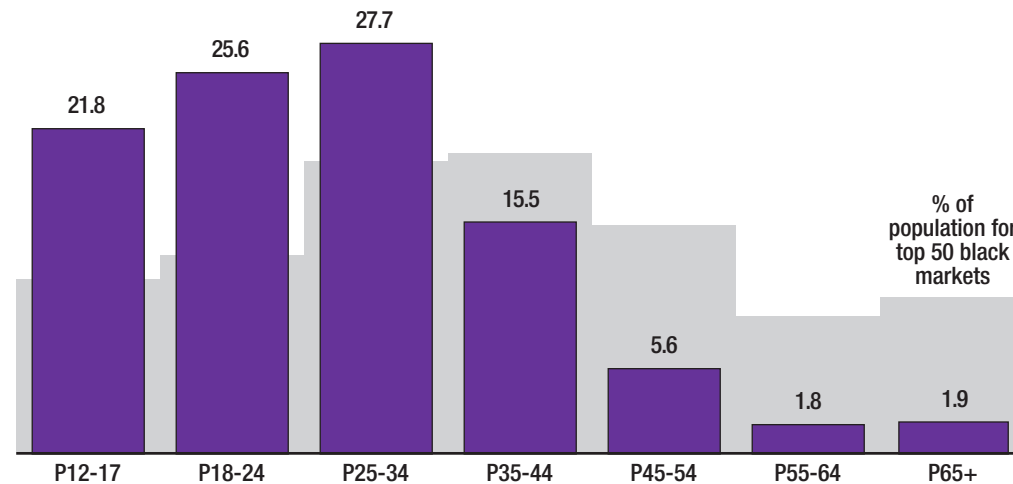


**Listeners 18+**  
Mon-Sun, Mid-Mid

Pop CHR	4.3
Rhythmic CHR	6.1
<b>Total CHR</b>	<b>10.5</b>

## Black AQH Share of CHR Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

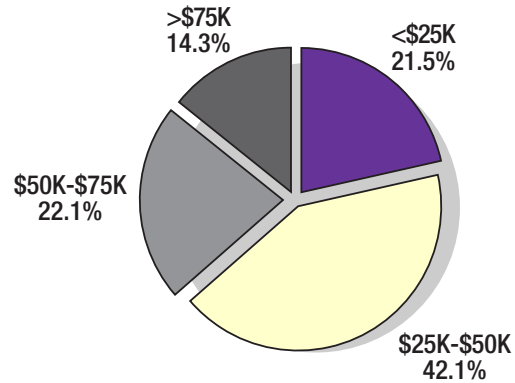
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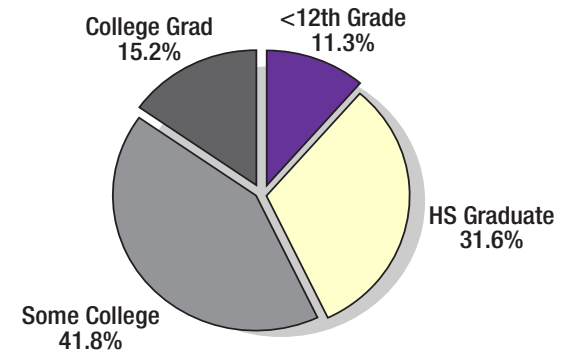
# CHR

The majority of black adults 18+ who listen to CHR (78.5 percent) have household incomes of \$25,000+; 36.4 percent have household incomes of \$50,000 or above.

This format tends to attract young listeners, with almost half of its audience (47.4 percent) in the 12-24 age group. That youthful demographic matches with the high number of listeners who are listed as having some college (41.8 percent) since these listeners are very likely in the midst of pursuing a college education.



**Household Income P18+**  
Mon-Sun, Mid-Mid



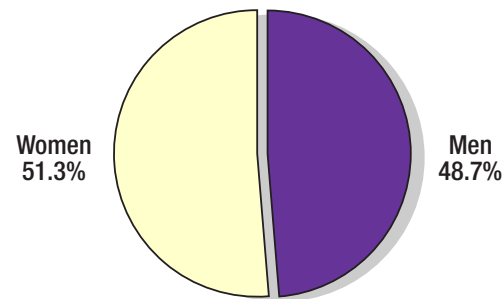
**Education P18+**  
Mon-Sun, Mid-Mid

# Classical

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

## A Few Format Highlights

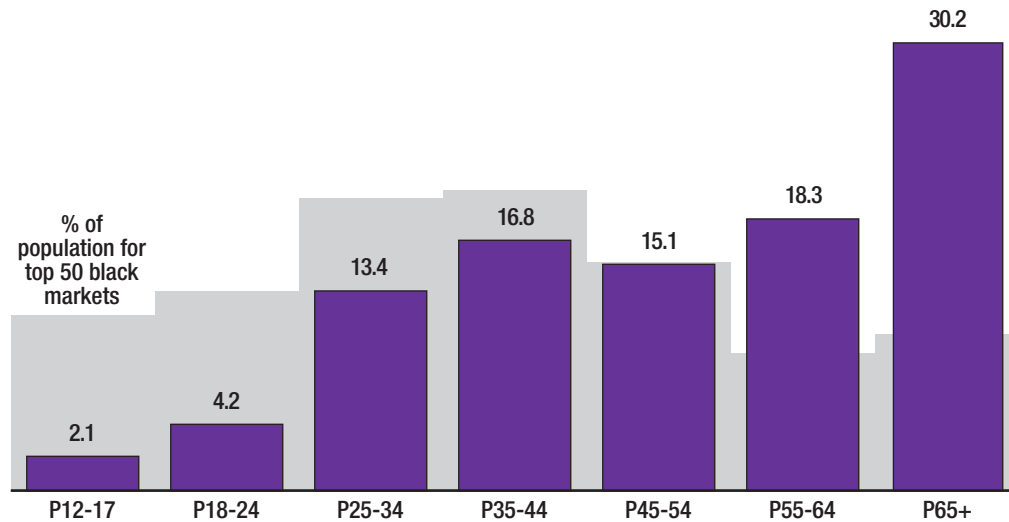
The black audience for Classical stations splits about evenly between adult men and women. A slight majority – 51.3 percent – of black listeners are Women 18+. Classical formats are most popular with older listeners. Adults 65+ are 30.2 percent of the audience, and another 50.2 percent are between the ages of 35 and 64.



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

**Total Classical** 0.8

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



## Audience Composition

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

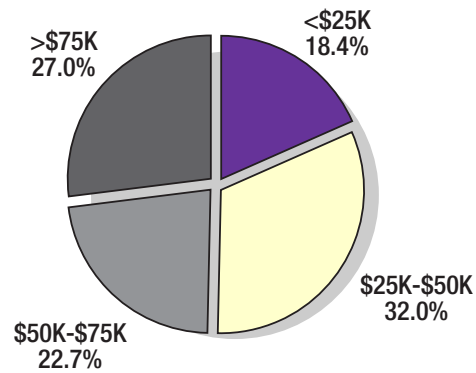
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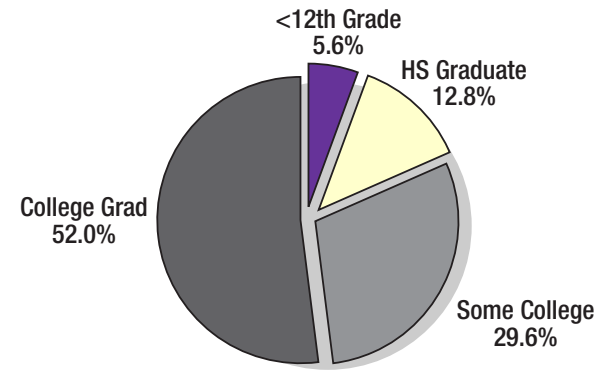
# Classical

Almost 50 percent of Classical's black listeners are upscale, earning more than \$50,000. Thirty-two percent have household incomes between \$25,000 and \$50,000.

The black audience for Classical is well educated, with 81.6 percent having some college education or a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



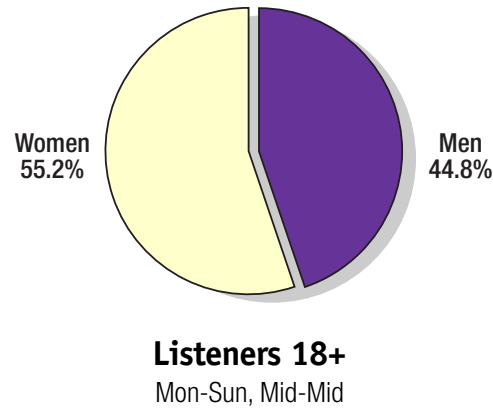
**Education P18+**  
Mon-Sun, Mid-Mid

# Country

Includes traditional and modern country music.

## A Few Format Highlights

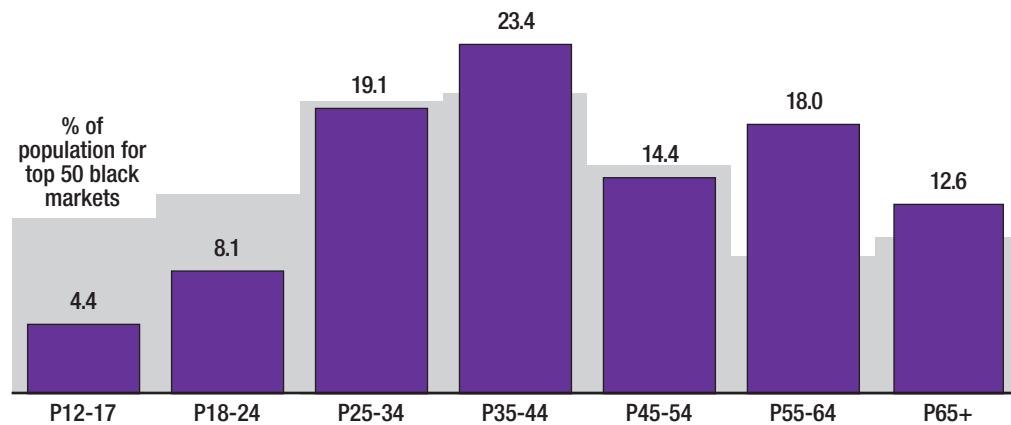
Women hold a slight majority when it comes to Country. About 55 percent of black Women 18+ are country fans along with almost 45 percent of black Men 18+. Country appeals to most black adults aged 25 or older. Teens and young adults 18-24 account for only 12.5 percent of the audience for Country.



Classic Country	0.0
Country	1.1
New Country	0.1
<b>Total Country</b>	<b>1.1</b>

## Black AQH Share of Country Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

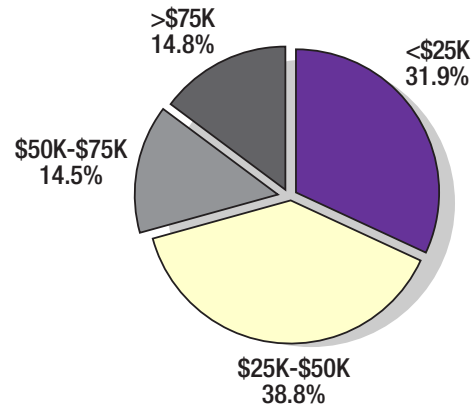
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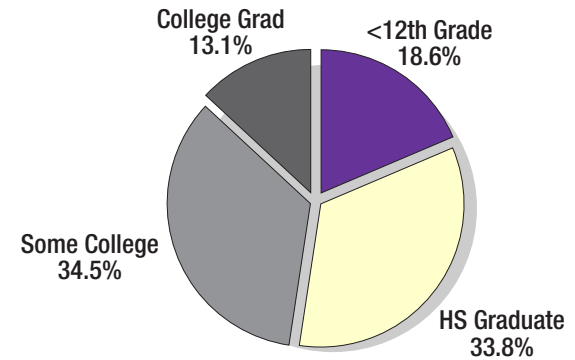
# Country

Over 68 percent of black adults who listen to Country have household incomes of \$25,000 or more.

Most have either finished high school or had some college education (68.3 percent). Almost half (47.6 percent) have had some college education or are college graduates.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

# New AC/ Smooth Jazz

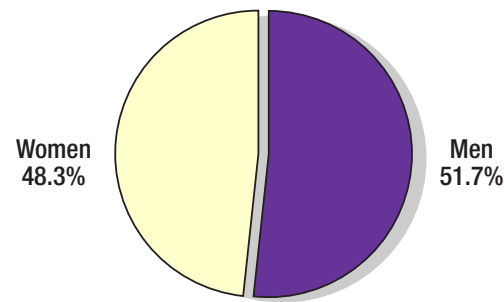
Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

## A Few Format Highlights

With an almost even split between male and female adult listeners, New AC/Smooth Jazz has a slightly larger share of men (51.7 percent) in its audience than women (48.3 percent). Black baby boomers aged 35-54 are the largest share of New AC/Smooth Jazz listeners. Adults of all ages tune in to New AC/Smooth Jazz, but it attracts only 6.1 percent of teens and young adults 18-24.

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

*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.*

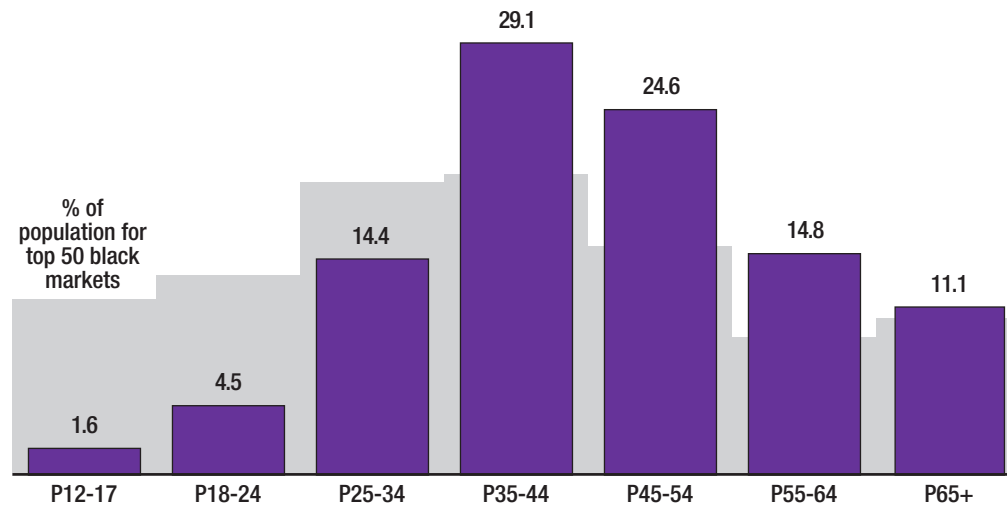


**Listeners 18+**  
Mon-Sun, Mid-Mid

Jazz	1.3
New AC	6.0
<b>Total New AC/Smooth Jazz</b>	<b>7.3</b>


## Black AQH Share of New AC/Smooth Jazz Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

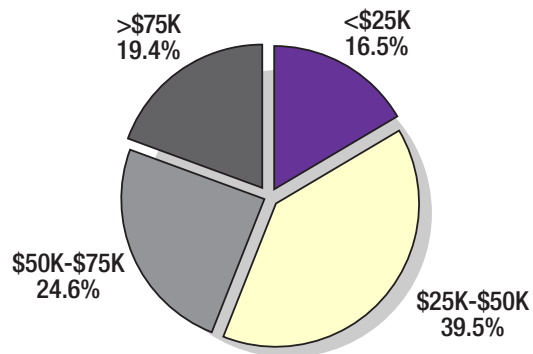
Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

More on New AC/Smooth Jazz 

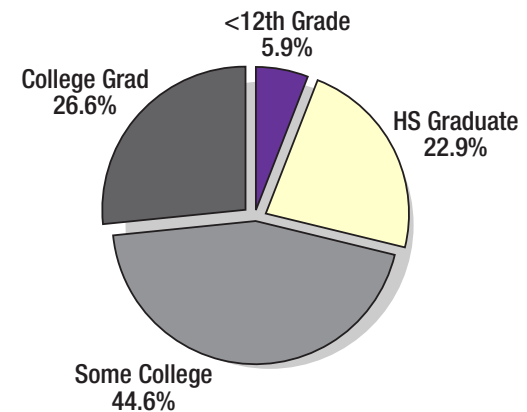
# New AC/ Smooth Jazz

Forty-four percent of black listeners to New AC/Smooth Jazz earn more than \$50,000 per year. Almost 40 percent earn between \$25,000 and \$50,000. Therefore 83.5 percent have household incomes of \$25,000 or better.

Almost three-fourths (71.2 percent) of black adults who listen to New AC/Smooth Jazz have gone beyond high school, having some college education or a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



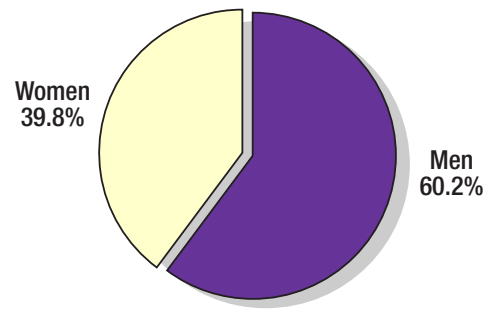
**Education P18+**  
Mon-Sun, Mid-Mid

# News/Talk/ Information

Includes news, business news, talk, and sports formats.

## A Few Format Highlights

Men dominate News/Talk/Information listening. Sixty percent of News/Talk/Information's black listeners are Men 18+, while 40 percent are Women 18+. Almost 40 percent are Women 18+. Almost 28 percent of the listening audience for News/Talk/Information are Adults 65+. Another 57.9 percent are adults ages 35 to 64.

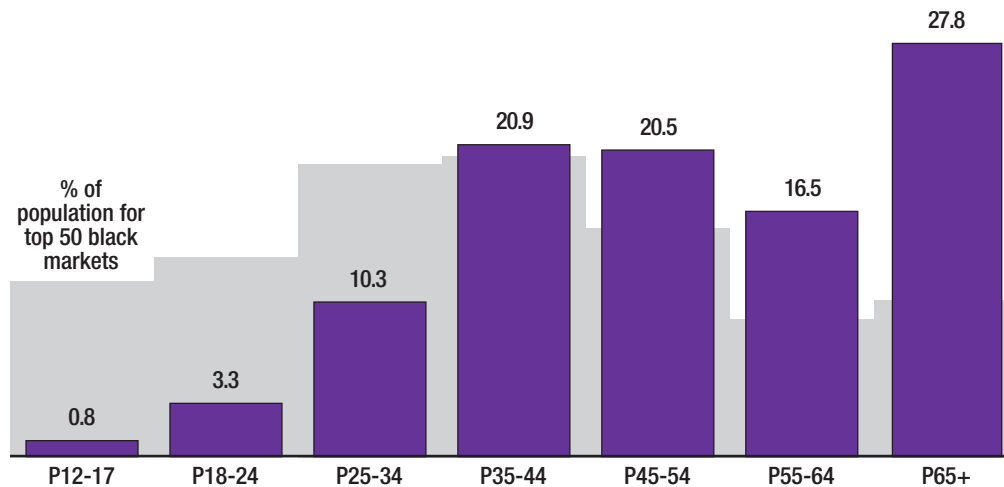


**Listeners 18+**  
Mon-Sun, Mid-Mid

All News	2.4
All Sports	1.2
News/Talk	4.0
Talk	0.7
<b>Total News/Talk/Information</b>	<b>8.4</b>

## Black AQH Share of News/Talk/Information Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

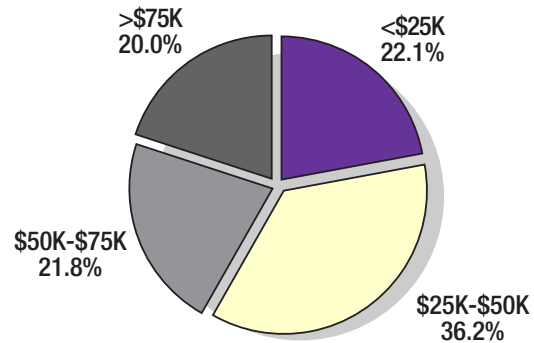
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

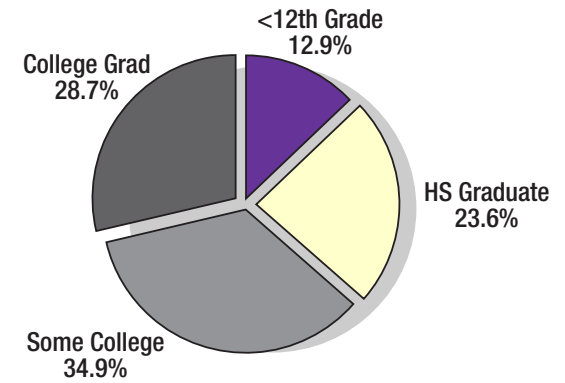
# News/Talk/ Information

News/Talk/Information primarily appeals to those black listeners with incomes of more than \$25,000 (78 percent). Almost 42 percent have incomes of over \$50,000.

News/Talk/Information's black listeners are also well educated, with almost 63.6 percent having at least some college education or a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



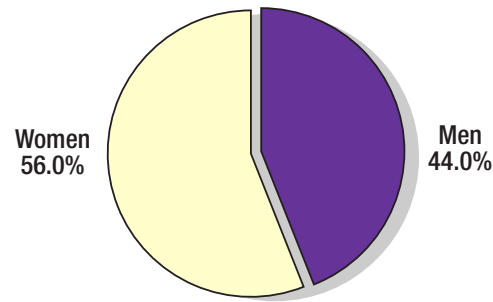
**Education P18+**  
Mon-Sun, Mid-Mid

# Oldies

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

## A Few Format Highlights

The black listening audience for the Oldies format is 56 percent Women 18+ and 44 percent Men 18+. Oldies is a popular format among the over-35 crowd. Its popularity peaks with Adults 35-54, who are 57.3 percent of the audience.

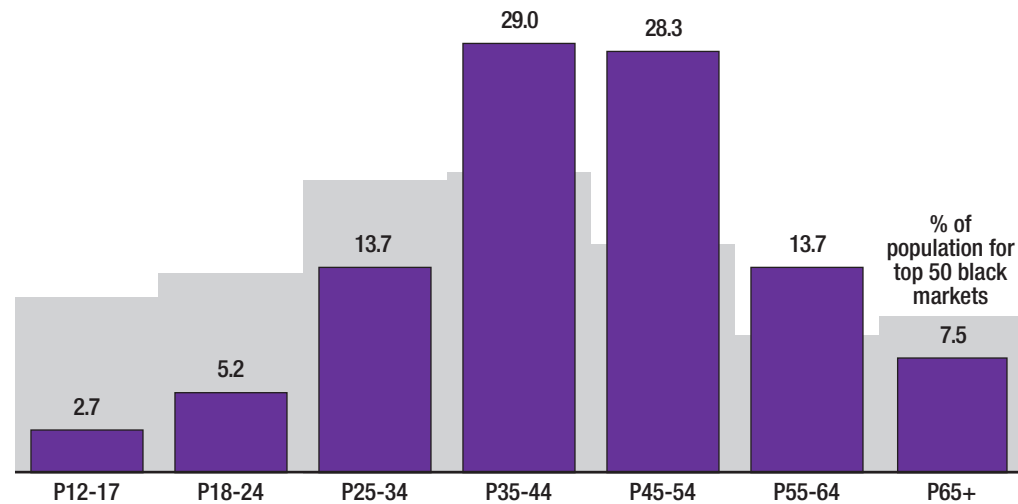


**Listeners 18+**  
Mon-Sun, Mid-Mid

'70s Hits	0.1
Oldies	2.7
Rhythmic Oldies	3.2
<b>Total Oldies</b>	<b>5.9</b>

## Black AQH Share of Oldies Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

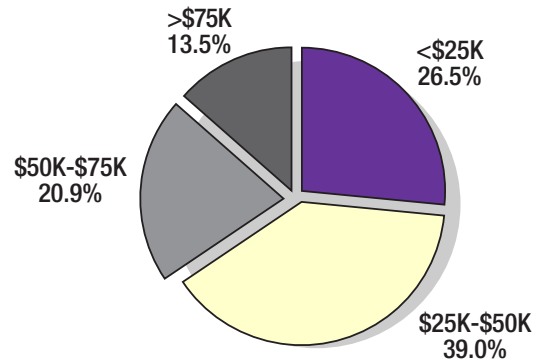
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

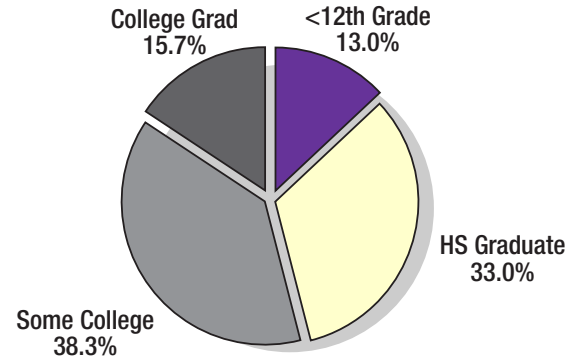
# Oldies

Adult blacks who listen to Oldies tend to fall into the middle income brackets. Thirty-nine percent have household incomes of \$25,000-\$50,000, while 20.9 percent report incomes of \$50,000-\$75,000. Also, 13.5 percent report incomes of \$75,000+.

Almost three-fourths have either finished high school or had some college education (71.3 percent), while 15.7 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



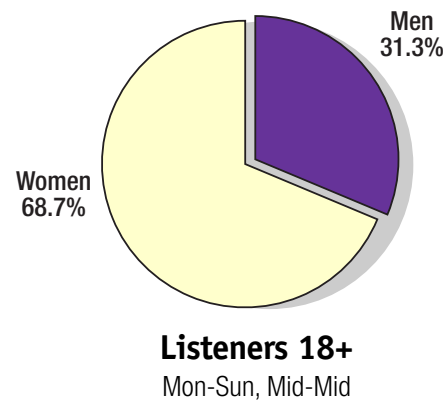
**Education P18+**  
Mon-Sun, Mid-Mid

# Religious

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

## A Few Format Highlights

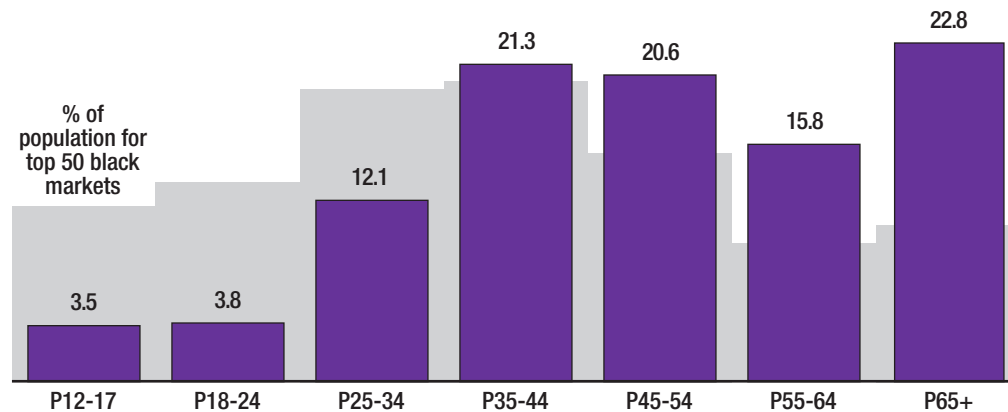
Religious is the third most popular format among black listeners. This format also attracts the largest share of female listeners. Almost 69 percent of the black audience for Religious stations are Women 18+. Just over 31 percent are Men 18+. Religious-formatted radio is most popular with black listeners over 35 years of age, who account for 80.5 percent of the audience.



Christian	0.8
Gospel	5.3
Religious	4.2
Southern Gospel	0.0
<b>Total Religious</b>	<b>10.3</b>

## Black AQH Share of Religious Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

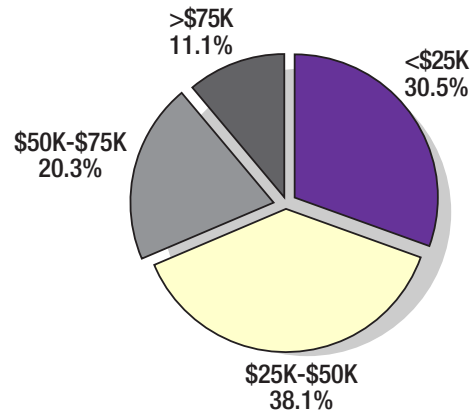
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

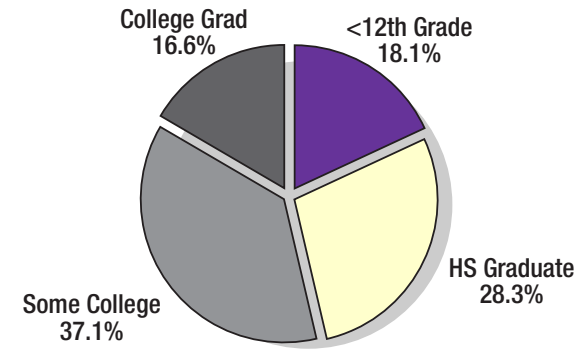
# Religious

Most of the black adults who listen to Religious stations (69.5 percent) have household incomes of \$25,000 or more; 11.1 percent have incomes of \$75,000+.

Almost 54 percent have either attended college classes or earned their degrees.



**Household Income P18+**  
Mon-Sun, Mid-Mid



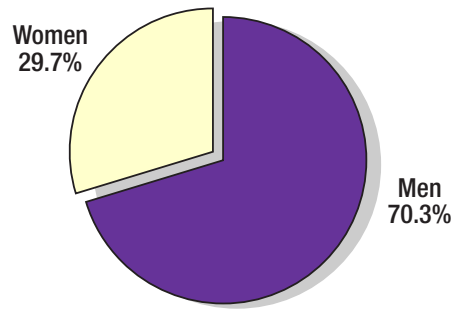
**Education P18+**  
Mon-Sun, Mid-Mid

# Rock

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

## A Few Format Highlights

Black Men 18+ are more than two-thirds of the audience for Rock stations. Women 18+ are the remaining third. Over 60 percent of Rock's black listeners are Adults ages 25-44. Almost 12 percent are ages 45-54, while only 7.9 percent are over age 55.

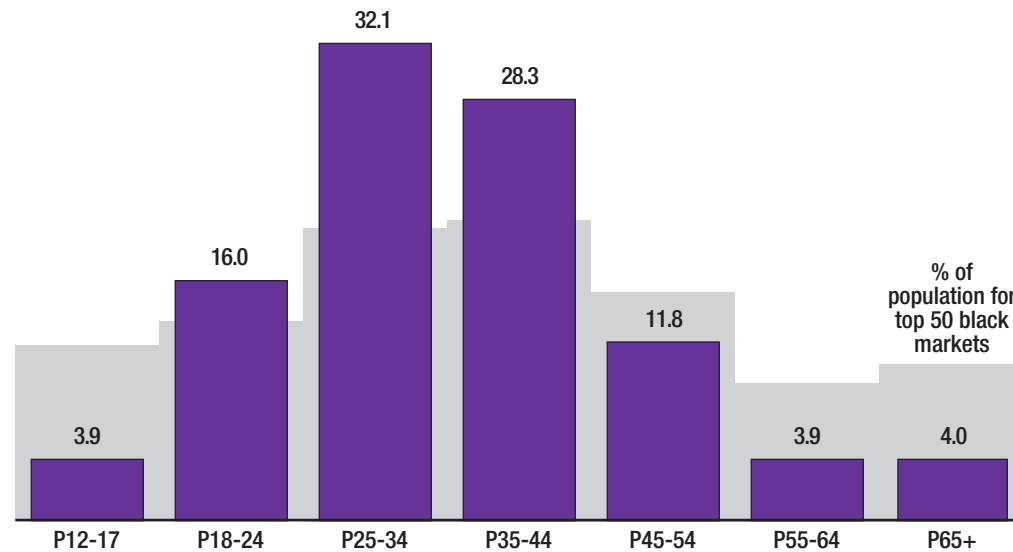


**Listeners 18+**  
Mon-Sun, Mid-Mid

'70s Rock	0.0
AOR	0.6
Classic Rock	0.6
<b>Total Rock</b>	<b>1.2</b>

## Black AQH Share of Rock Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

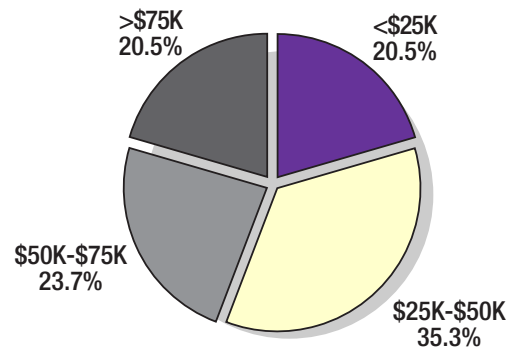
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

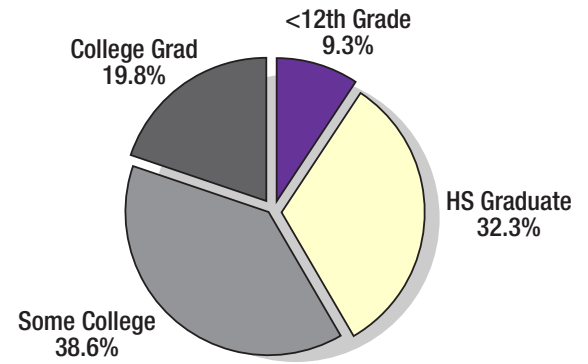
# Rock

More than 35 percent of the black adults who listen to Rock have household incomes between \$25,000 and \$50,000; over 44 percent have incomes of \$50,000 and above.

Well over half of Rock's black audience has either graduated or attended some college.



**Household Income P18+**  
Mon-Sun, Mid-Mid



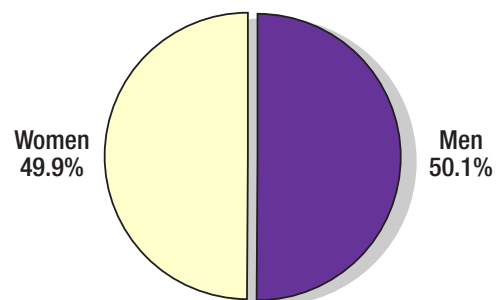
**Education P18+**  
Mon-Sun, Mid-Mid

# Spanish

All Spanish-language formats, including talk and music.

## A Few Format Highlights

Black's Spanish-radio-format listeners are split almost equally between men and women. The largest share of the black audience for Spanish-formatted radio (26 percent) are Adults 35-44. Another 23.1 percent of the audience are Adults 45-54.

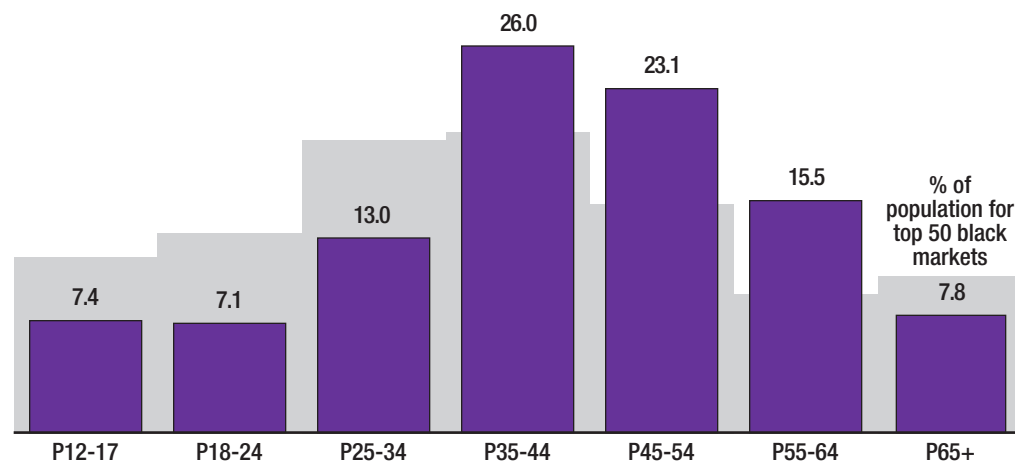


**Listeners 18+**  
Mon-Sun, Mid-Mid

Spanish Contemporary	0.1
Spanish Language	0.0
Spanish News/Talk	0.0
Spanish Regional	0.0
Spanish Tropical	0.0
Spanish Variety	0.1
Tejano	0.0
<b>Total Spanish</b>	<b>0.3</b>

## Black AQH Share of Spanish Formats

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

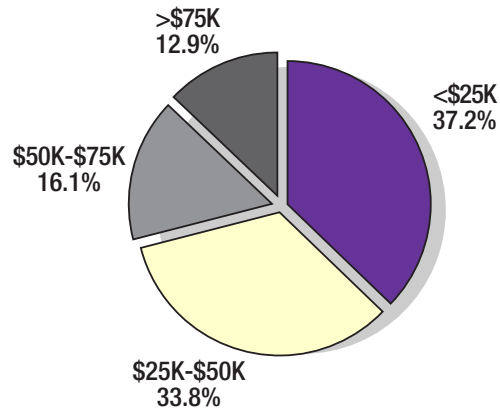
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

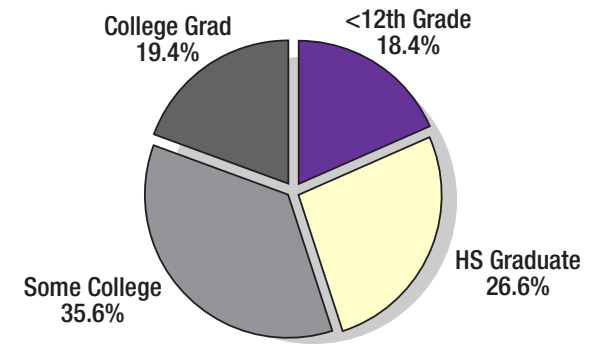
# Spanish

Of the black adults 18+ who listen to Spanish-language stations, 62.8 percent have household incomes of \$25,000 and above; 29 percent have incomes of \$50,000 and above.

Most have graduated from high school or attended some college (62.2 percent). Over half (55 percent) of black listeners to Spanish radio have either graduated or attended some college.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

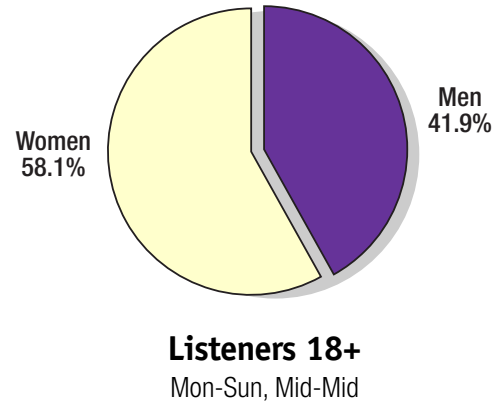
# Urban AC

Also known as “R&B Adult.”

## A Few Format Highlights

Like the Urban audience, Urban AC’s black listeners are more likely to be Women 18+ (58.1 percent) than Men 18+ (41.9 percent).

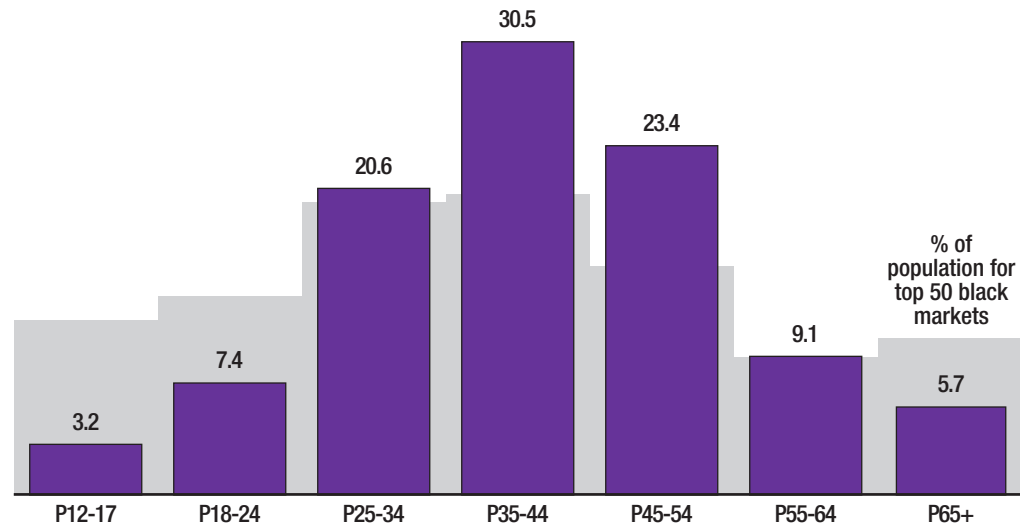
Nearly three-quarters of the black audience for Urban AC are adults aged 25-54. Only 3.2 percent of the black audience are teens.



<b>Total Urban AC</b>	<b>14.5</b>
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## Black AQH Share of Urban AC Format

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

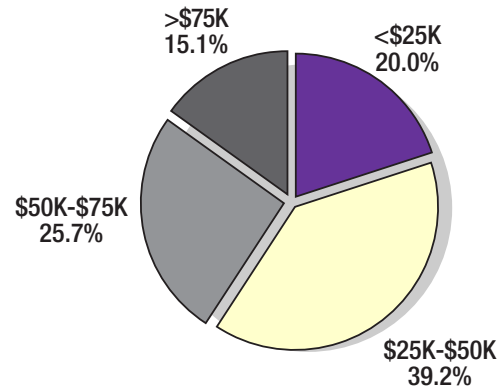
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Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2000, Top 50 Black Markets, Mon-Sun, Mid-Mid.

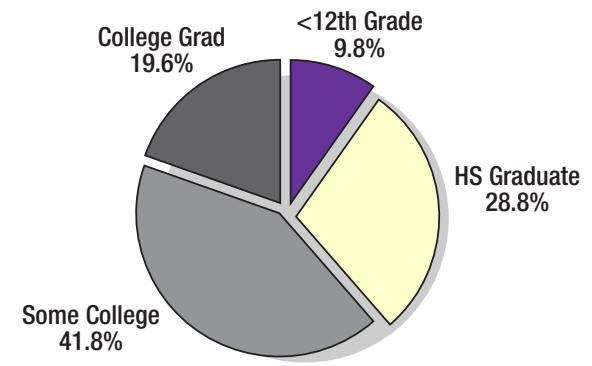
# Urban AC

Almost 41 percent of black listeners to Urban AC earn over \$50,000, while about 39 percent earn between \$25,000 and \$50,000.

A majority, 61.4 percent, have either attended some college or received their degrees.



**Household Income P18+**  
Mon-Sun, Mid-Mid



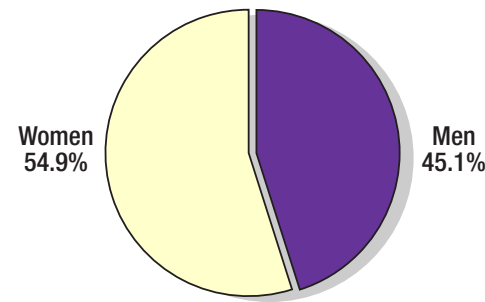
**Education P18+**  
Mon-Sun, Mid-Mid

# Urban Contemporary

Encompasses Black Adult, Rap, Hip-Hop, Black-Oriented Contemporary and Black Dance Music.

## A Few Format Highlights

Urban Contemporary is slightly more popular with black Women 18+ (54.9 percent) than Men 18+ (45.1 percent). This is a format that appeals to a younger demo, with almost 70 percent of its audience ages 34 and under. Black teens account for 18.5 percent of the listening.

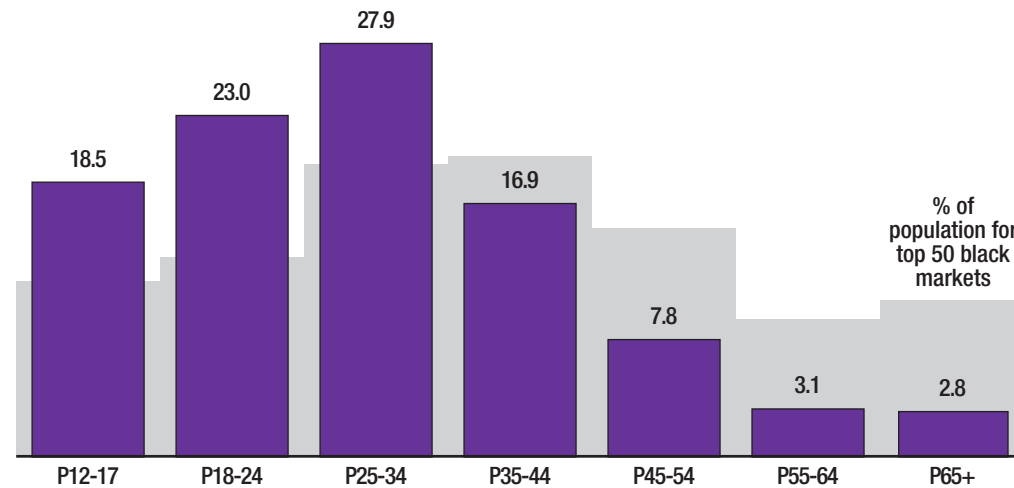


**Listeners 18+**  
Mon-Sun, Mid-Mid

**Total Urban Contemporary 25.0**

## Black AQH Share of Urban Contemporary Format

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

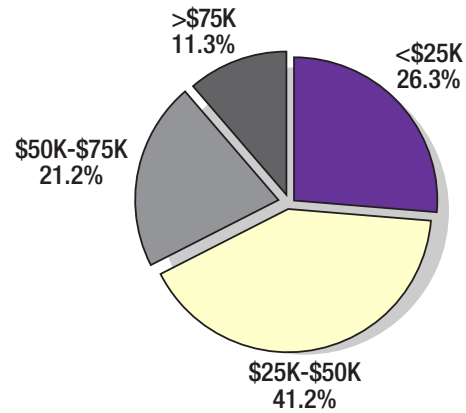
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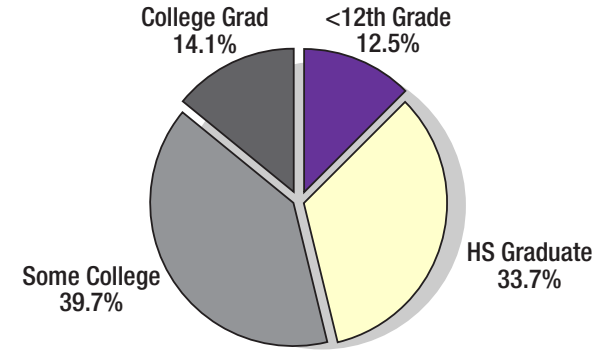
# Urban Contemporary

Approximately 40 percent of black listeners to Urban Contemporary earn between \$25,000 and \$50,000; 11.3 percent have incomes of \$75,000+.

Since 41.5 percent are ages 12-24, a large number of these listeners are probably still in the process of pursuing a degree, with 39.7 percent reporting that they have attended some college and only 14.1 percent having graduated.



**Household Income P18+**  
Mon-Sun, Mid-Mid



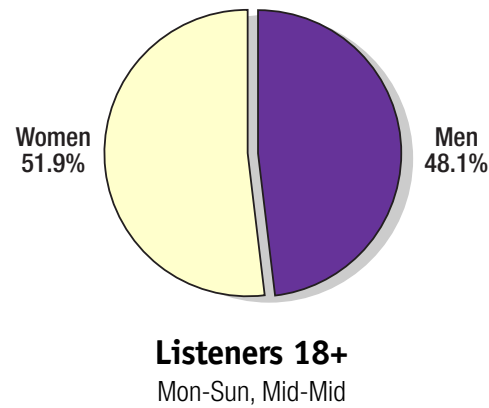
**Education P18+**  
Mon-Sun, Mid-Mid

# Urban Oldies

Includes Urban Oldies Gold.

## A Few Format Highlights

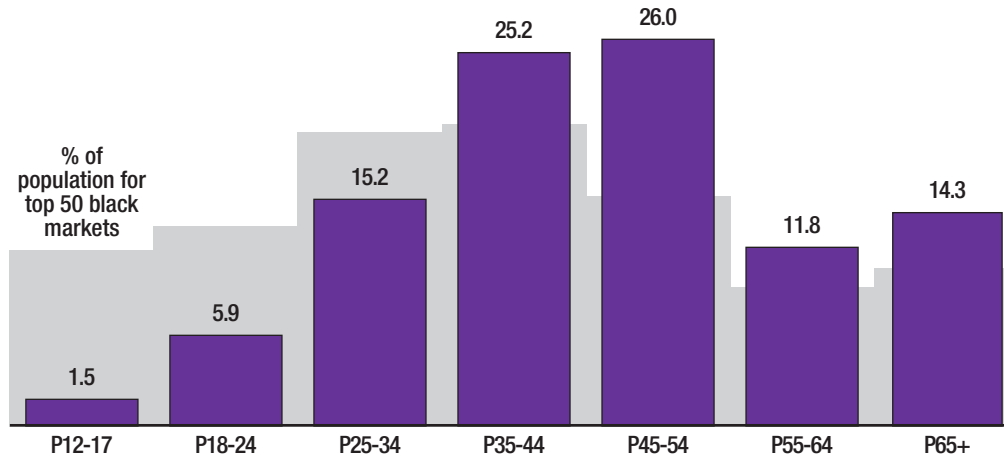
Black listenership to Urban Oldies splits about evenly between Women 18+ (51.9 percent) and Men 18+ (48.1 percent). Over half of the black audience for Urban Oldies are adults aged 35-54; slightly more than a quarter are adults over age 55.



<b>Total Urban Oldies</b>	<b>1.6</b>
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## Black AQH Share of Urban Oldies Format

Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

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

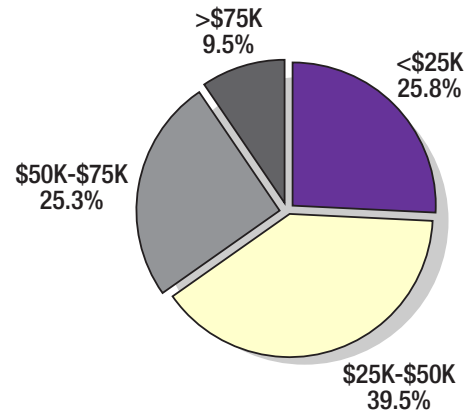
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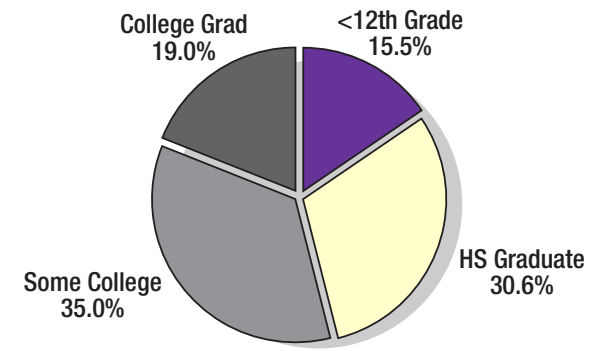
# Urban Oldies

Over a third (34.8 percent) of this format's listeners earn \$50,000+.

More than half (54 percent) have either attended some college or received their degrees.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

# Top 50 Black Metro Survey Areas

Metro Survey Area	Population	Metro Survey Area	Population
1 New York, NY	2,406,500	26 Greensboro-Winston Salem-High Point, NC	190,100
2 Chicago, IL	1,305,200	27 Kansas City, MO-KS	182,800
3 Washington, DC	927,500	28 Cincinnati, OH	178,000
4 Detroit, MI	795,700	29 Nassau-Suffolk (Long Island), NY	172,800
5 Atlanta, GA	795,000	30 Pittsburgh, PA	161,800
6 Los Angeles, CA	784,600	31 Columbus, OH	159,900
7 Philadelphia, PA	767,200	32 Indianapolis, IN	156,700
8 Houston-Galveston, TX	622,500	33 Orlando, FL	153,000
9 Baltimore, MD	567,200	34 Nashville, TN	148,300
10 Dallas-Ft. Worth, TX	517,300	35 Jackson, MS	147,700
11 Miami-Ft. Lauderdale-Hollywood, FL	515,500	36 Baton Rouge, LA	140,600
12 San Francisco, CA	470,700	37 Seattle-Tacoma, WA	138,300
13 Memphis, TN	385,800	38 Charleston, SC	131,700
14 St. Louis, MO	361,400	39 San Diego, CA	125,800
15 Norfolk-Virginia Beach-Newport News, VA	357,600	40 Greenville-Spartanburg, SC	125,300
16 New Orleans, LA	334,700	41 Columbia, SC	123,200
17 Cleveland, OH	326,000	42 Augusta, GA	120,700
18 Richmond, VA	235,700	43 Greenville-New Bern-Jacksonville, NC	120,500
19 Charlotte-Gastonia-Rock Hill, NC-SC	231,900	44 Mobile, AL	117,500
20 Raleigh-Durham, NC	218,300	45 West Palm Beach-Boca Raton, FL	116,600
21 Birmingham, AL	216,400	46 Dayton, OH	111,600
22 Boston, MA	210,600	47 Lafayette, LA	108,100
23 Jacksonville, FL	200,600	48 Louisville, KY	106,200
24 Milwaukee-Racine, WI	191,100	49 Buffalo-Niagara Falls, NY	106,100
25 Tampa-St. Petersburg-Clearwater, FL	190,200	50 Shreveport, LA	105,500

Based on 12+ Black Population

# Sources

*Black Radio Today* contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 2000 survey.

Data for analyses such as overnight listening and listening location were computed using Arbitron's radio respondent-level software application, Maximizer/Media Professional, Top 25 black radio Metro markets. Format information was based on the top 50 black radio Metro markets. The radio Metro markets listed on the preceding page were determined using Arbitron's Spring 2000 population rankings.

# 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.

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



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