

# Radio Today

How America Listens to Radio  
2000 Edition

# Introduction

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

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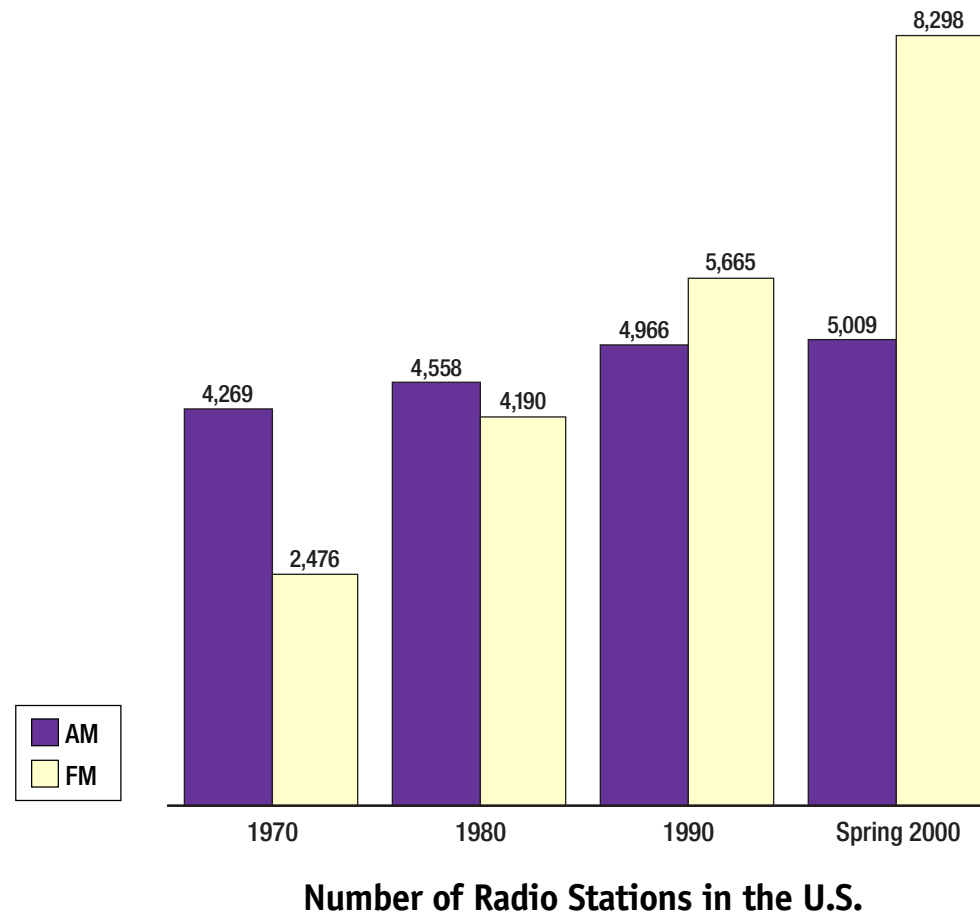
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# Station Trends

## 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 2000, the total number of commercial and noncommercial radio stations rose to 13,307.



Source: Arbitron's Radio Station Information Database

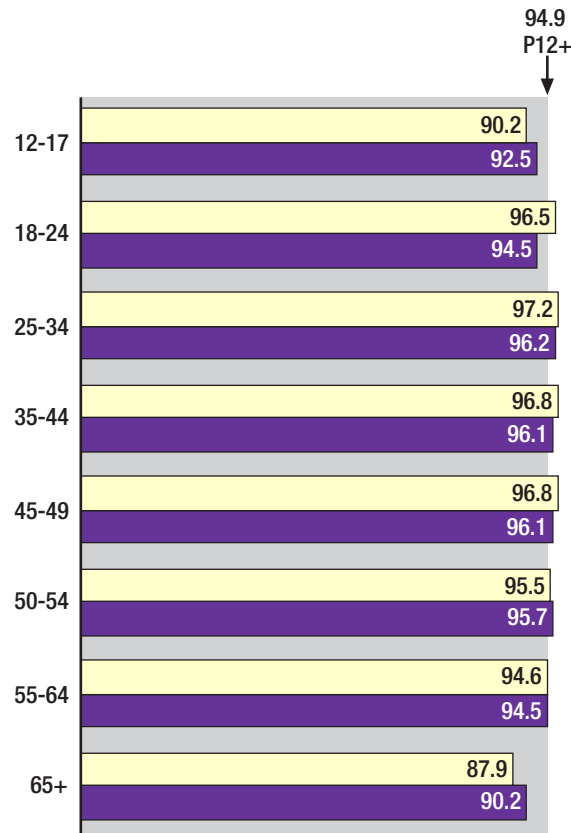
# Radio Reaches All Ages

## Battle of the Sexes

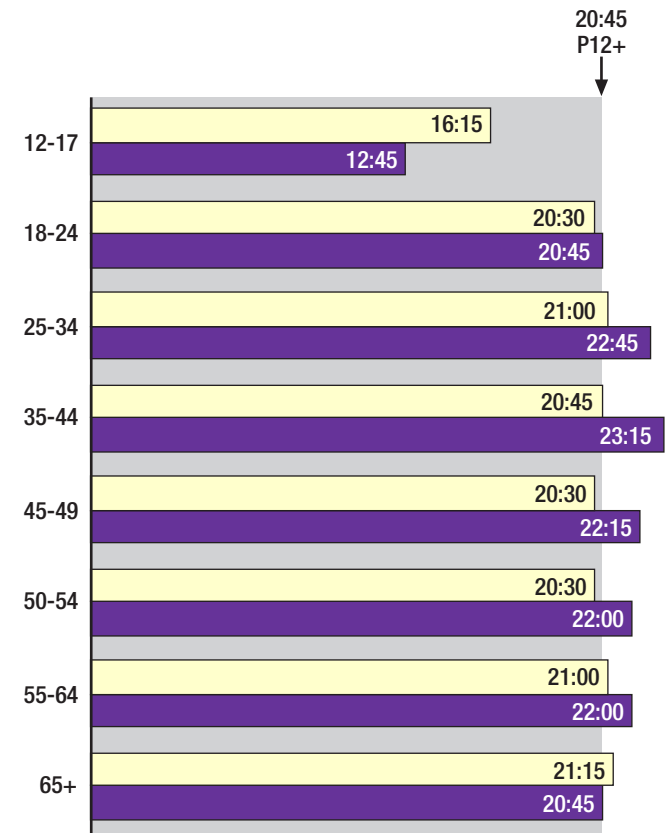
The number of people listening to radio weekly is fairly consistent across genders for people 18-64. Interestingly, the oldest and youngest age groups are the least likely to tune in to radio each week. Teenagers of both sexes tend to spend less time listening than any other age group.

Among men, share of radio listening (96.2 percent) peaks among 25- to 34-year-olds. Men 35-44, however, spend more time listening than any other group (23:15), while teenage boys 12-17 spend the least time listening to radio (12:45).

Share of radio listeners (97.2 percent) also peaks among women 25-34. Teenage girls, however, are listening to radio significantly less than their older counterparts, and when they do, they spend less time listening. Otherwise, listening patterns for women 18-64 don't vary greatly by age.



**Weekly Cume Rating**



**Time Spent Listening**

Hours and Minutes per Week

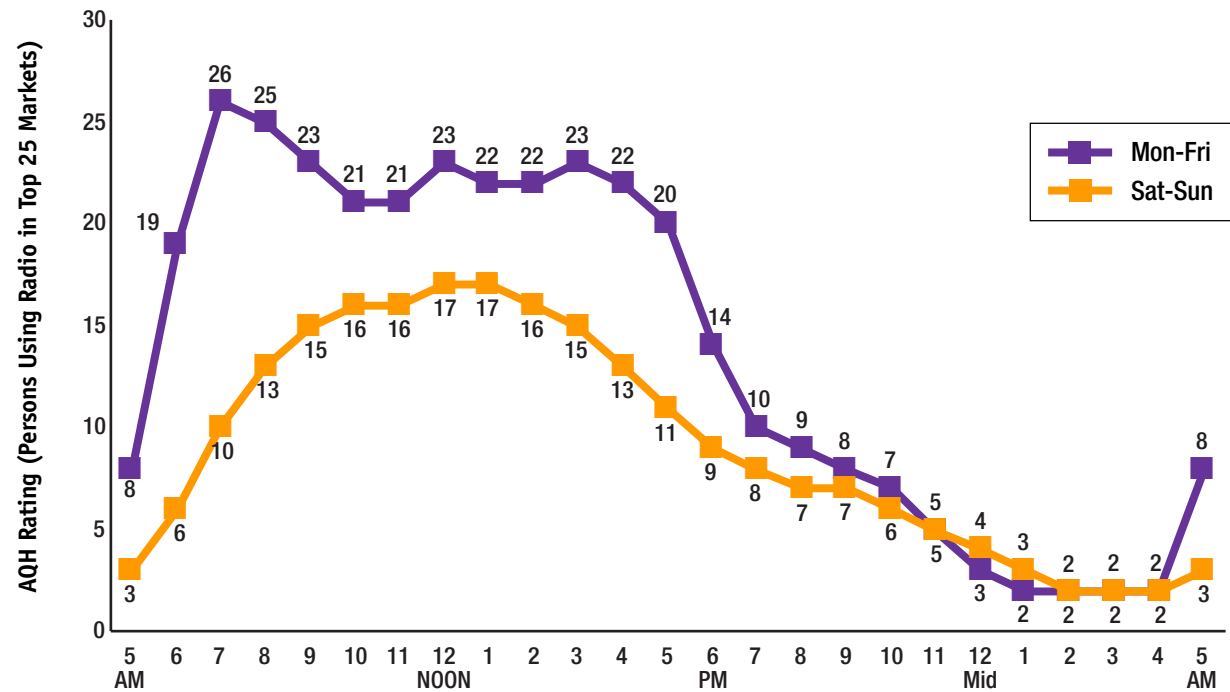
# Hour-by-Hour Listening

## 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

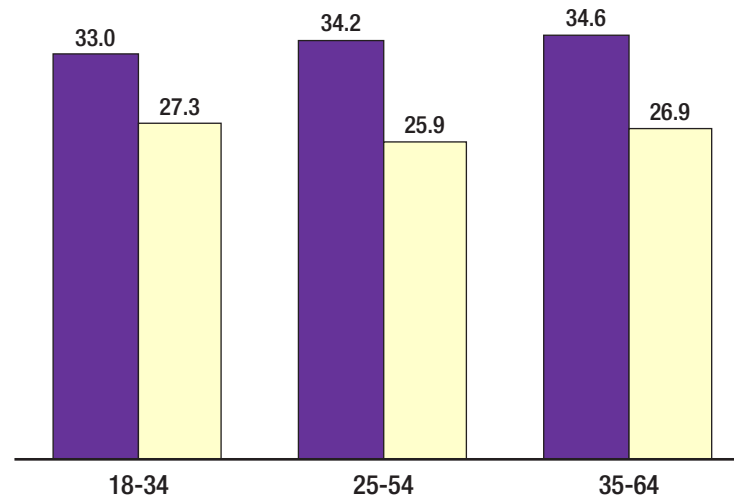
Source: MaximiSer 99/Media Professional, Spring 2000, Top 25 Markets, Mon-Sun, 5AM-5AM

# Overnight Listening

## Tuning In at Twilight

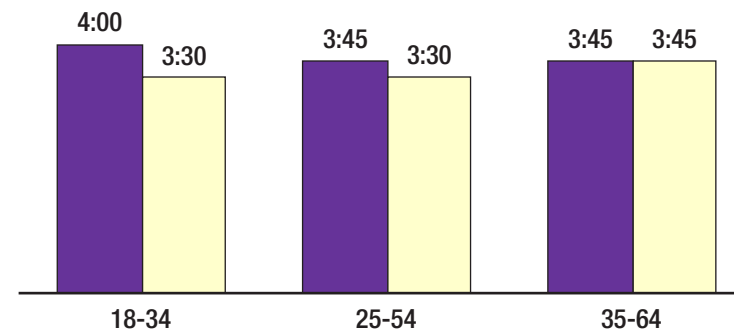
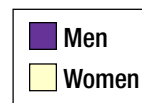
Overnight listening patterns remain consistent across age groups but not across gender. Men of all ages are more likely than their female counterparts to tune in to radio from 12M to 6AM.

Weekly time spent listening from 12Midnight to 6AM is fairly consistent for both men and women and among listeners of all ages. Men 18-34 do seem to spend slightly more time listening at night than any other group (4:00), while Women 18-54 tend to listen a bit less (3:30).



## Weekly Cume Rating

Top 25 Markets (12Mid-6AM)



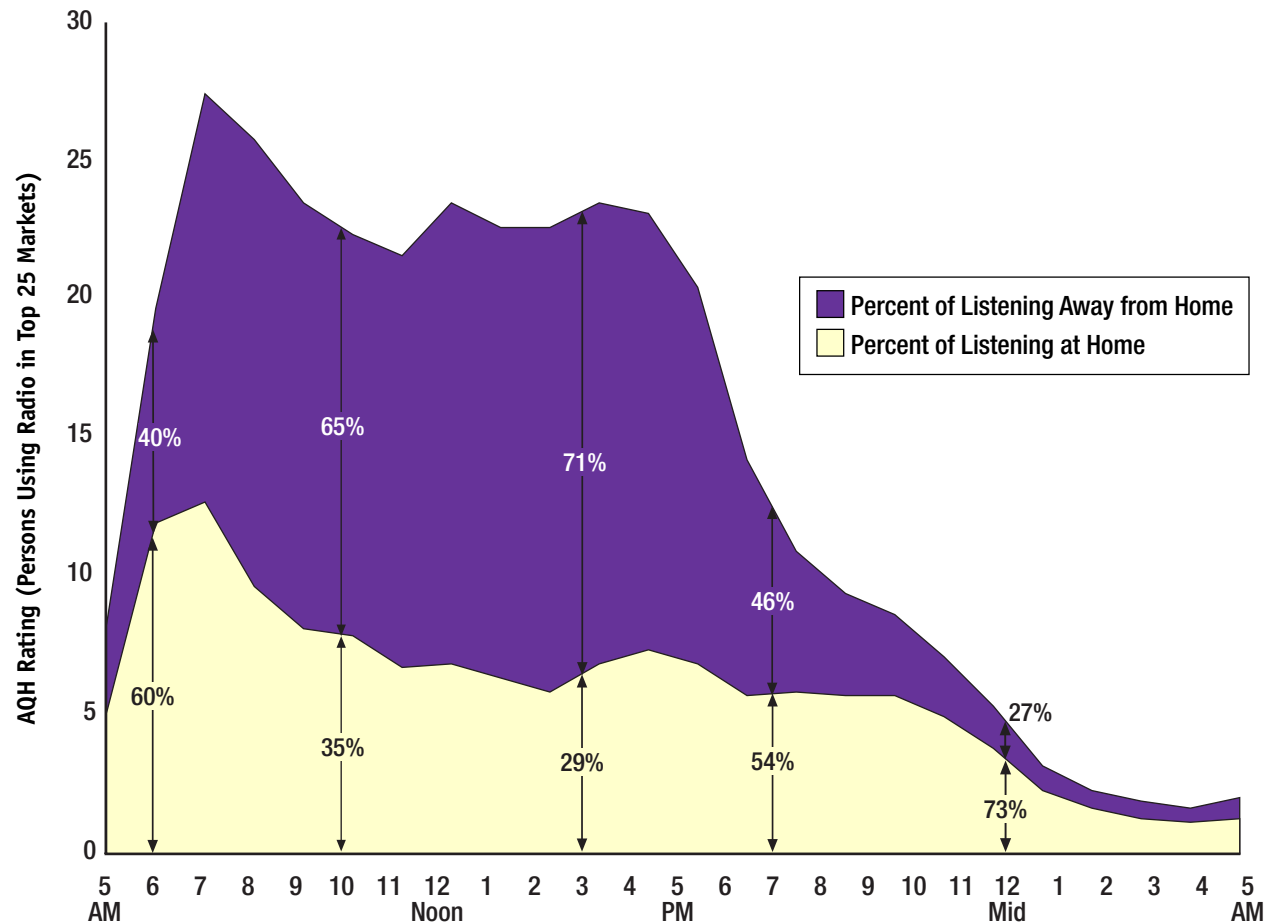
## Weekly Time Spent Listening

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 7AM 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.



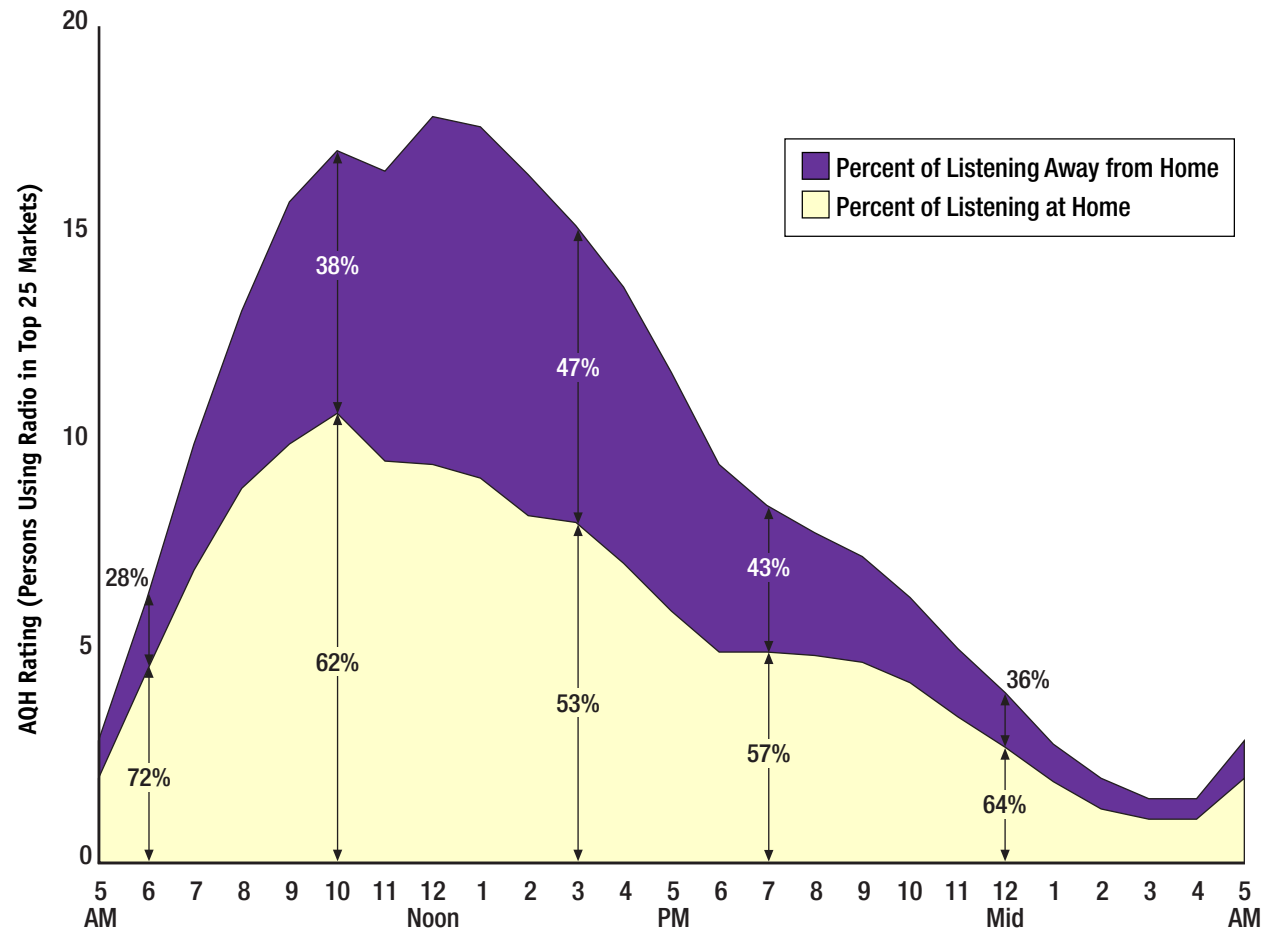
## Weekday Listening, AQH Rating

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 at home. Peak listening hours are before 11AM and after 8PM. Between those hours, away-from-home listening climbs, reaching a high of 50 percent between 5PM and 6PM; at that same time, at-home listening dips to its lowest point: 50 percent.



## Weekend Listening, AQH Rating

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

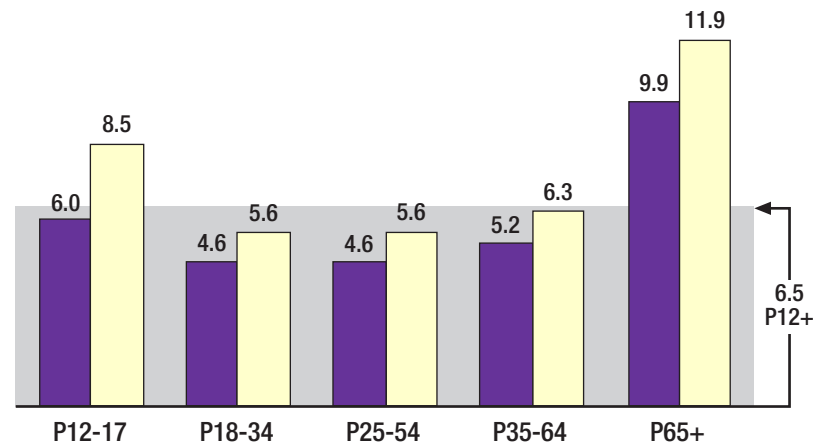
Source: MaximiSer 99/Media Professional, Spring 2000, Top 25 Markets

# Where Men and Women Listen

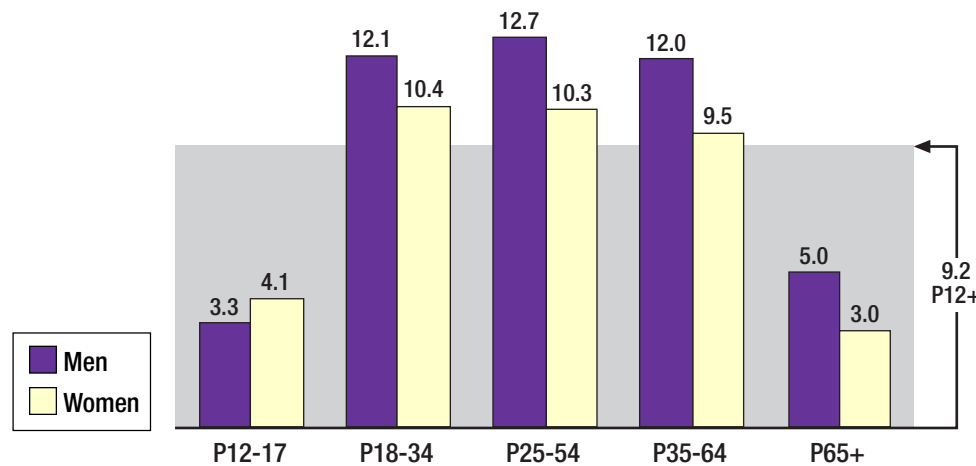
## Radio Is an Out-of-Home Medium for Adults 18-64

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

Conversely, men are more likely to listen to radio away from home. 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 61.2 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (36.8 percent). At work, 43.8 percent of listening occurs on weekdays between 10AM and 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	41.3	31.1	25.2	2.5
Combined Drive	37.5	36.8	24.0	1.7
Mon-Fri 10AM-3PM	28.6	25.5	43.8	2.1
Mon-Fri 7PM-Mid	61.2	24.4	10.9	3.5
Weekend 10AM-7PM	52.2	33.1	10.4	4.4

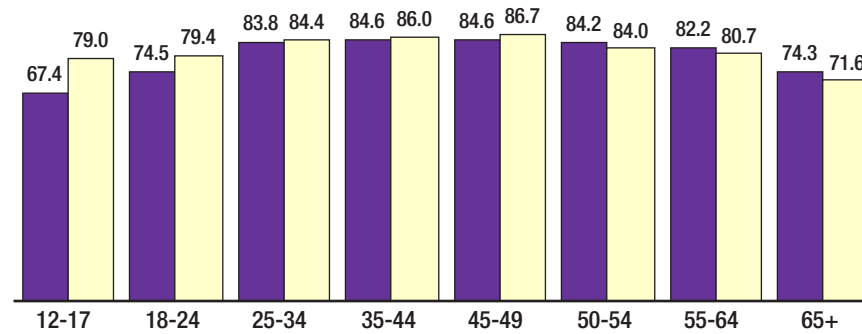
## Distribution of AQH Radio Listeners by Listening Location

Top 25 Markets, Persons 12+

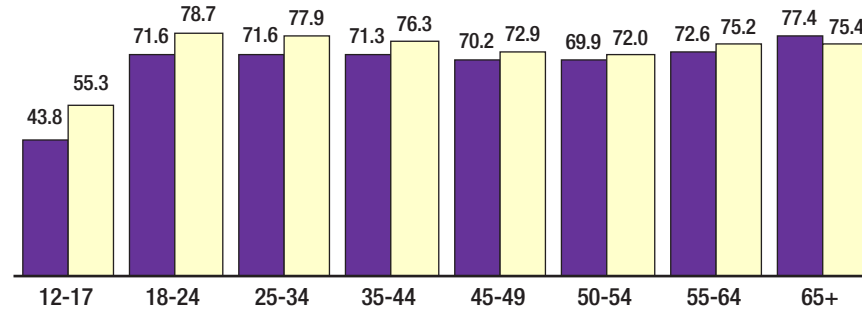
# Listening by Daypart

## Who's Listening When

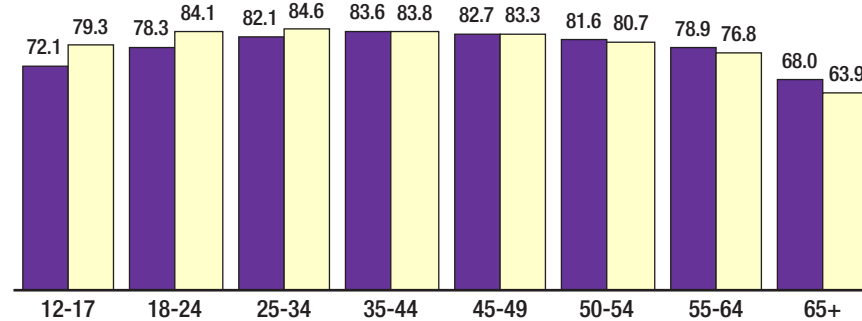
Different age groups listen to radio at different times. Peak listening times for most men and women are weekday mornings from 6AM to 10AM and late afternoons from 3PM to 7PM. Teenagers are most likely to tune in on weekends and weekday afternoons, after school. The Monday-Friday midday time slot (10AM-3PM)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



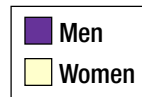
**Mon-Fri 6AM-10AM**



**Mon-Fri 10AM-3PM**



**Mon-Fri 3PM-7PM**



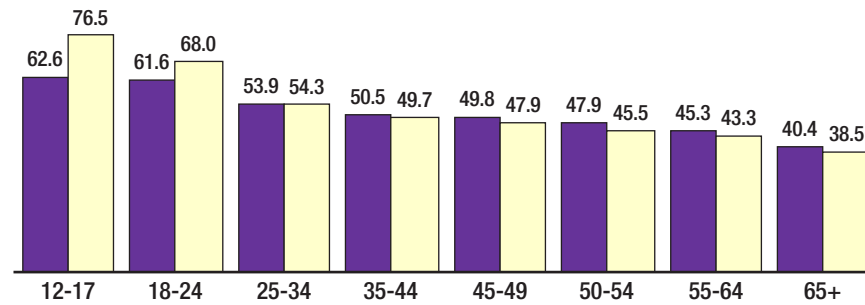
Note: Figures above are Cume Rating Indexes.

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

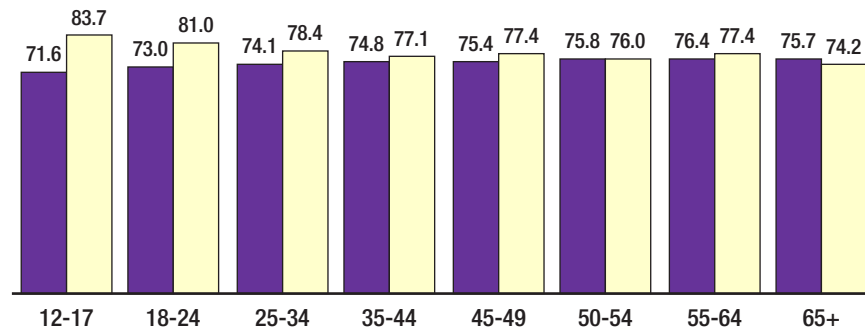
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# Listening by Daypart

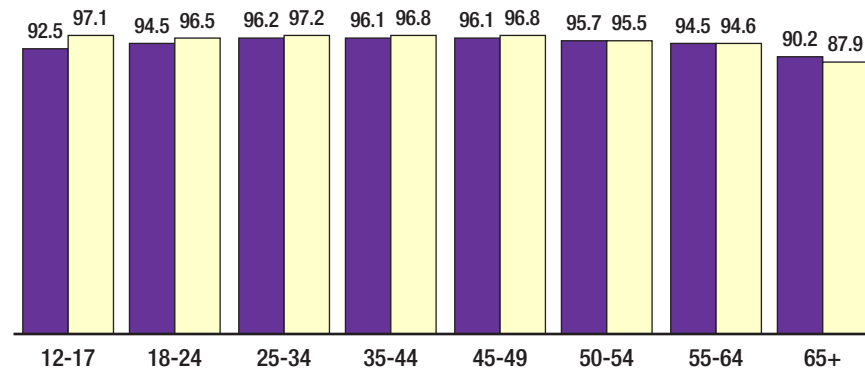
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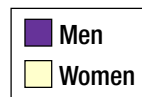
**Mon-Fri 7PM-Mid**



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

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

After age 35, format preferences start to change. Rock (pages 35-36) is the first listening choice, but formats that hark back to an earlier era—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 older baby boomers in the 45-54 age group, followed closely by New AC/Smooth Jazz (pages 27-28). Classical (pages 23-24) takes first place for Adults 55-64, with Adult Standards (pages 17-18), News/Talk/Information (pages 29-30) and New AC/Smooth Jazz (pages 27-28) strong contenders, as well.

Adults 65+ have a very clear favorite—59 percent of their listening is devoted to Adult Standards (pages 17-18). Classical (pages 23-24) and News/Talk /Information (pages 29-30) are also popular formats for this crowd.

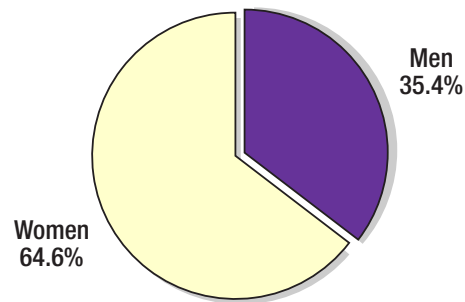
# AC

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

## A Few Format Highlights

Sixty-five percent of the AC audience are Women 18+, and 35 percent are Men 18+.

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

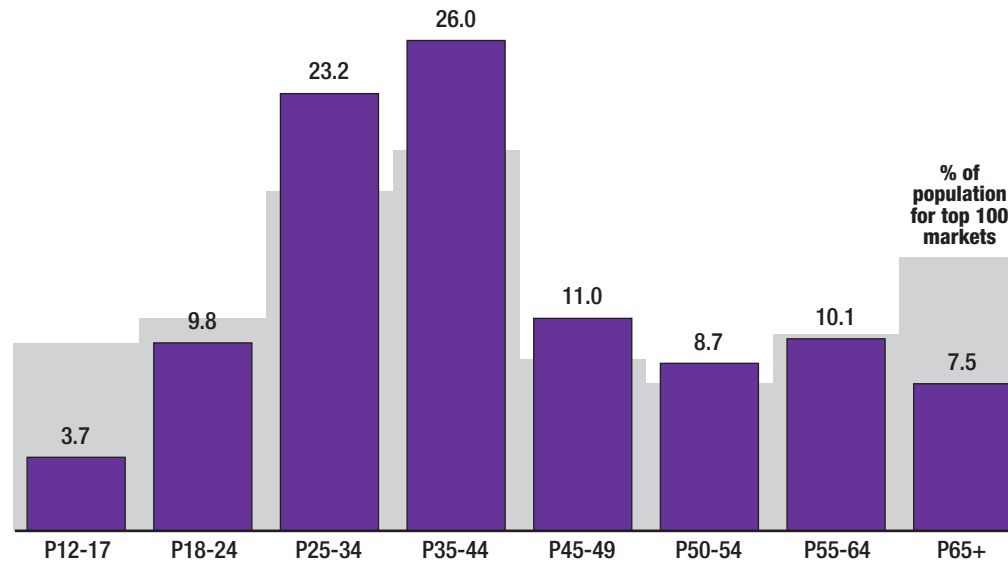


**Listeners 18+**  
Mon-Sun, 6AM-Mid

AC	7.9
Hot AC	3.1
Modern AC	1.2
Soft AC	2.2
<b>Total AC</b>	<b>14.4</b>

## AQH Share of AC Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# AC

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

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

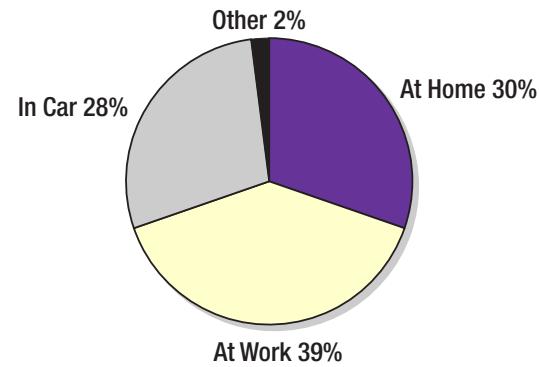
AC has the highest share of listening in three dayparts: M-F 10AM-3PM, M-F 3PM-7PM and Weekends.

New Englanders are 44 percent more likely to tune in to Adult Contemporary when compared with other regions of the country.

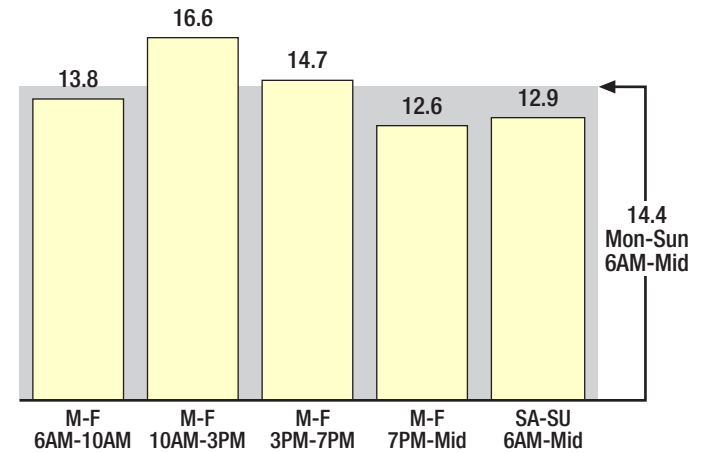
<b>AC Stations</b>
<b>1,590</b>
<b>Total Stations</b>
<b>13,307</b>

Note: Due to rounding, totals may differ.

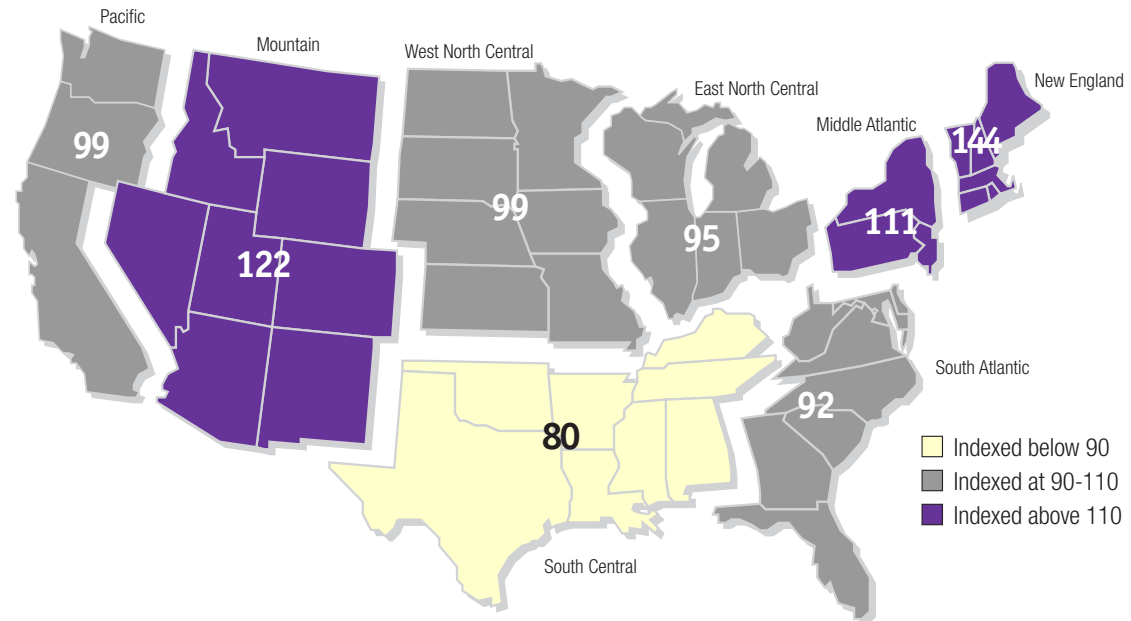
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



**AQH Share of Listening by Location**  
Mon-Sun, 6AM-Mid, Persons 12+



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



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

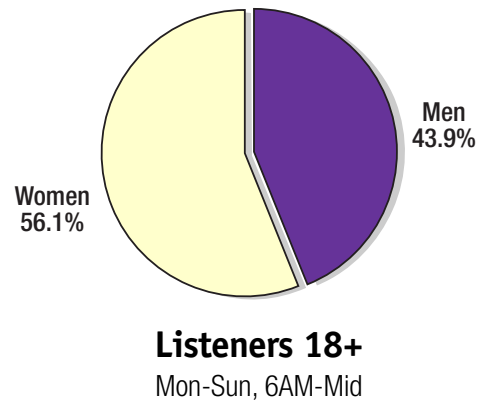
# Adult Standards

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

## A Few Format Highlights

Fifty-six percent of the Adult Standards audience are Women 18+; 44 percent are Men 18+.

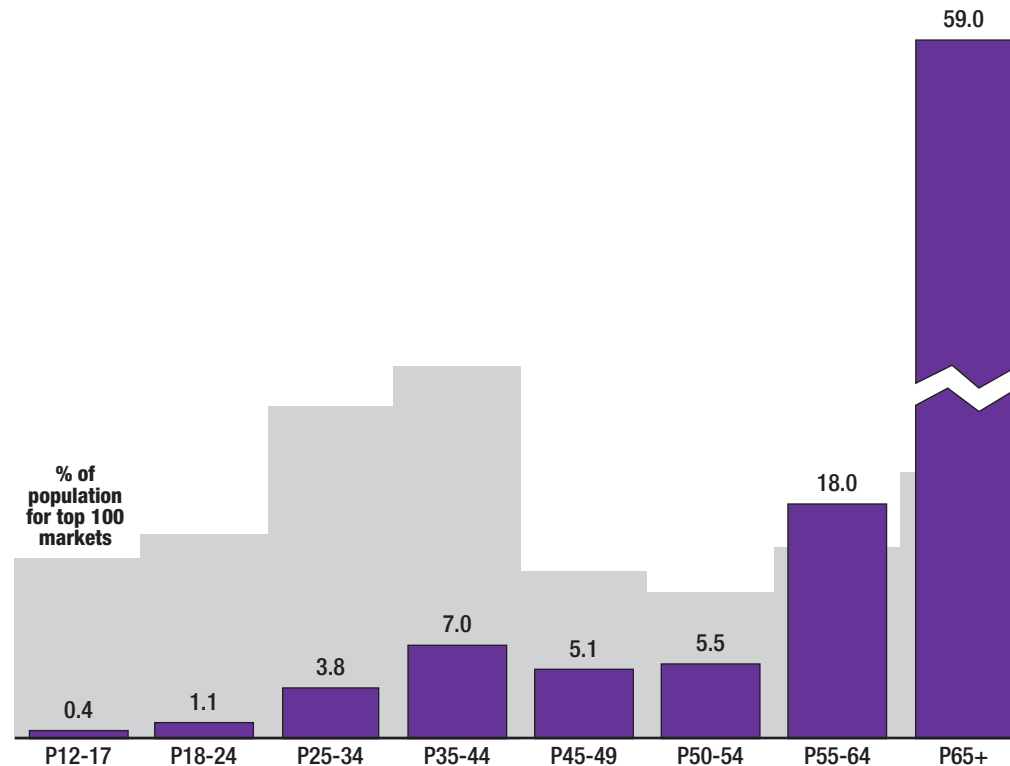
Fifty-nine percent of Adult Standards' listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.



Easy Listening	0.1
MOR	2.2
Nostalgia	0.6
Variety	0.8
<b>Total Adult Standards</b>	<b>3.1</b>

## AQH Share of Adult Standards Formats

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



Note: Due to rounding, totals may differ.

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

# Adult Standards

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

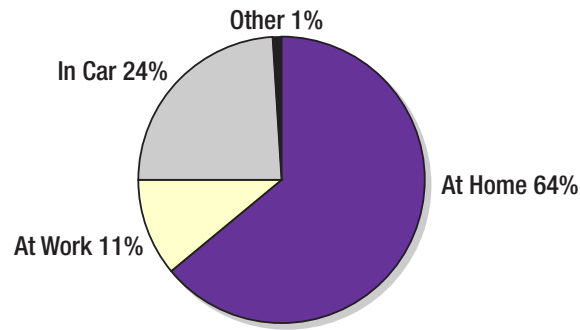
The most popular dayparts for listening to Adult Standards are weekdays 10AM to 3PM and weekends 6AM to 3PM.

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

<b>Adult Standards Stations</b>
<b>1,303</b>
<b>Total Stations</b>
<b>13,307</b>

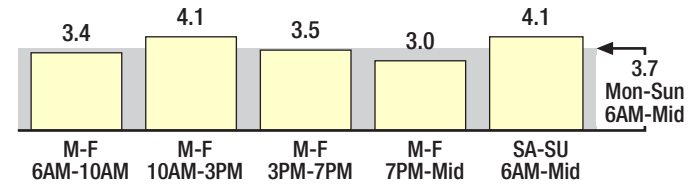
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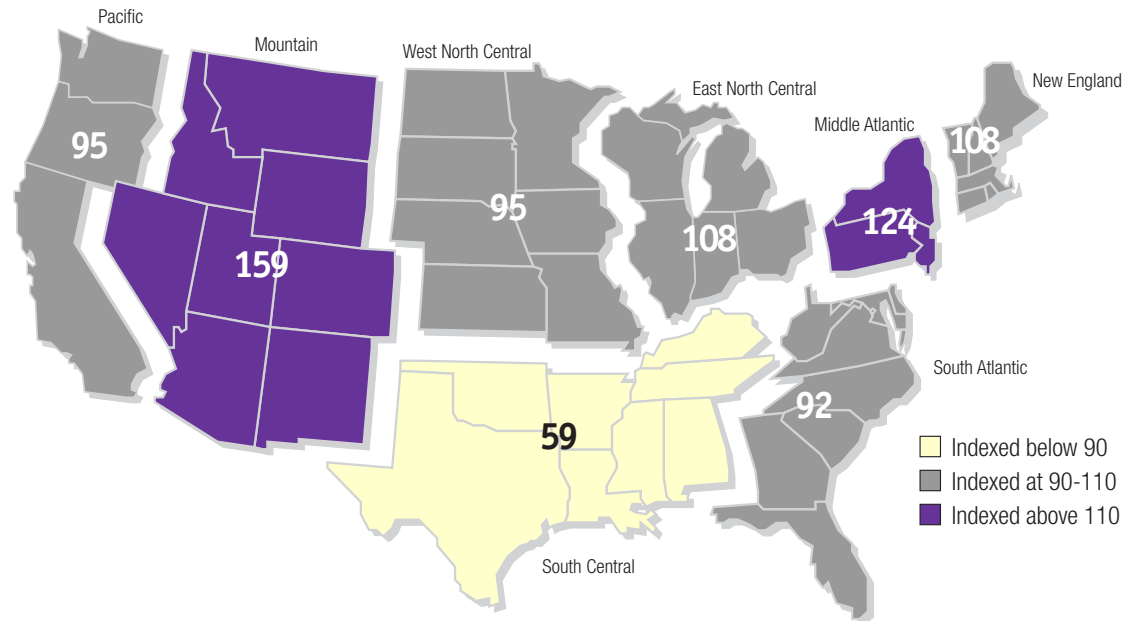
## AQH Share of Listening by Location

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

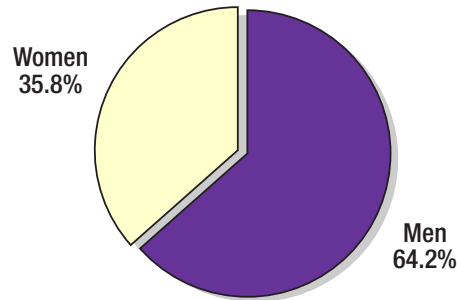
# Alternative

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

## A Few Format Highlights

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

Alternative appeals most to the under-50 crowd—90 percent of the audience is aged 44 or younger. Adults 25-34 account for approximately one-third of Alternative listeners and are more likely to listen to Alternative than to any other format.

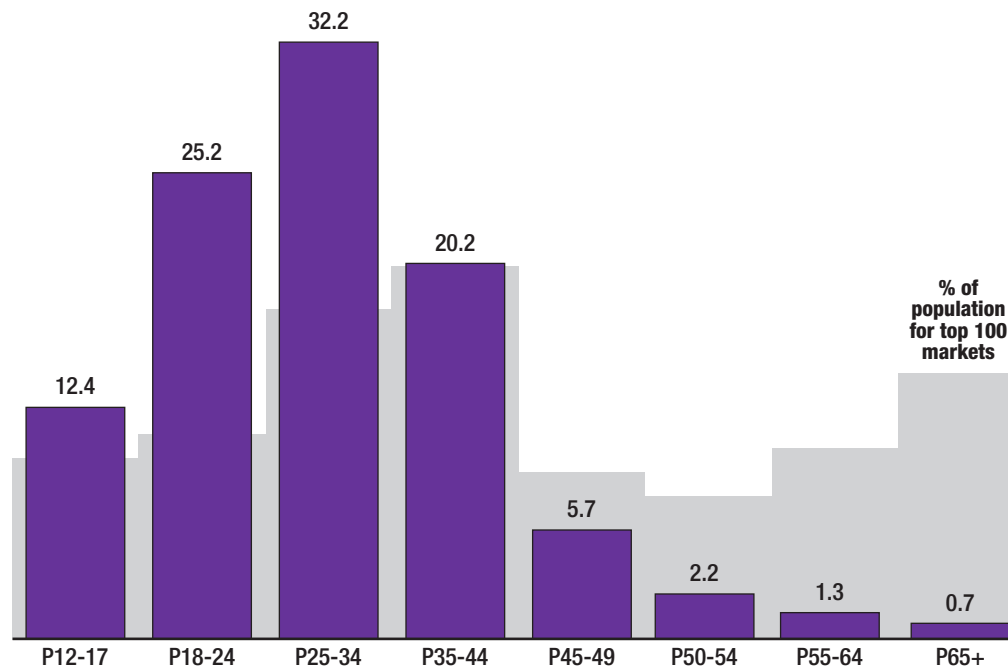


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Album Adult Alternative	1.0
Alternative	3.0
New Rock	1.0
<b>Total Alternative</b>	<b>5.0</b>

## AQH Share of Alternative Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Alternative

Alternative listeners tune in wherever they can. These listeners spend more time listening in cars (36 percent) but they are also listening at home (31 percent) and at work (30 percent).

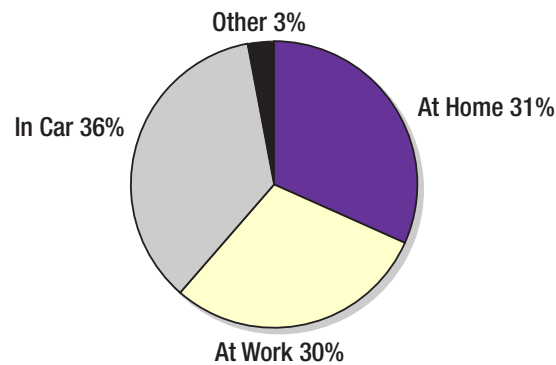
Alternative listeners can be found tuning in 6AM to 10AM (5.4 percent) and 7PM to 12Midnight (5.3 percent) Monday through Friday.

New Englanders are more than twice as likely to tune in to Alternative than the average listener.

<b>Alternative Stations</b>
<b>450</b>
<b>Total Stations</b>
<b>13,307</b>

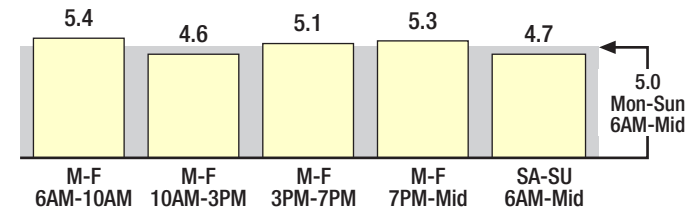
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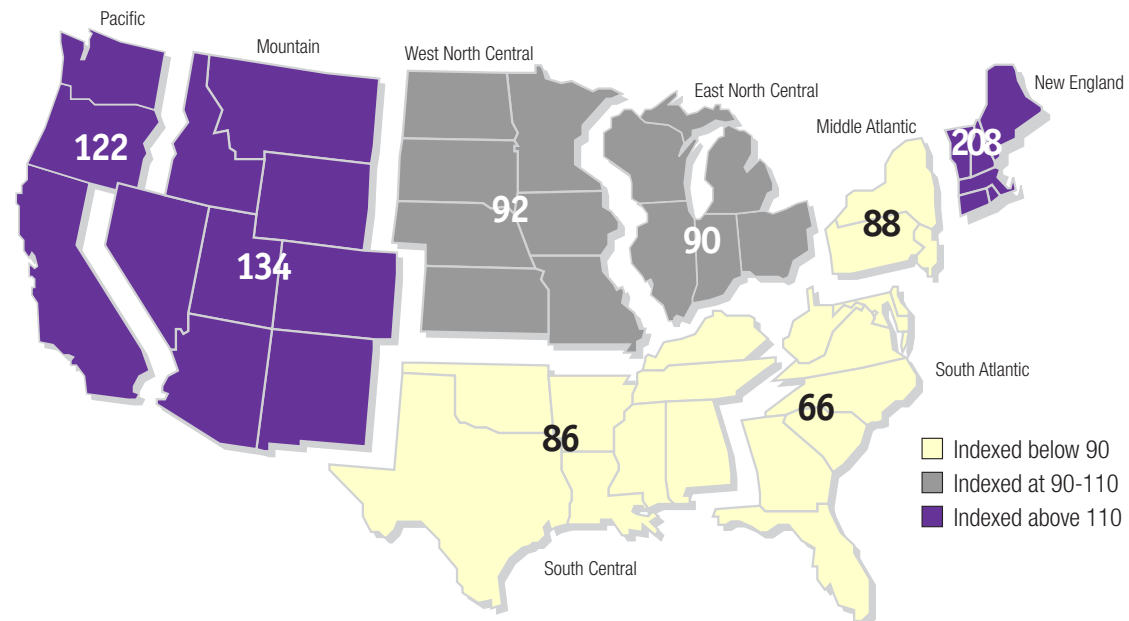
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



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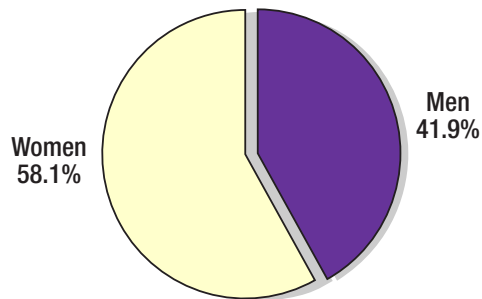
# CHR

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

## A Few Format Highlights

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

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

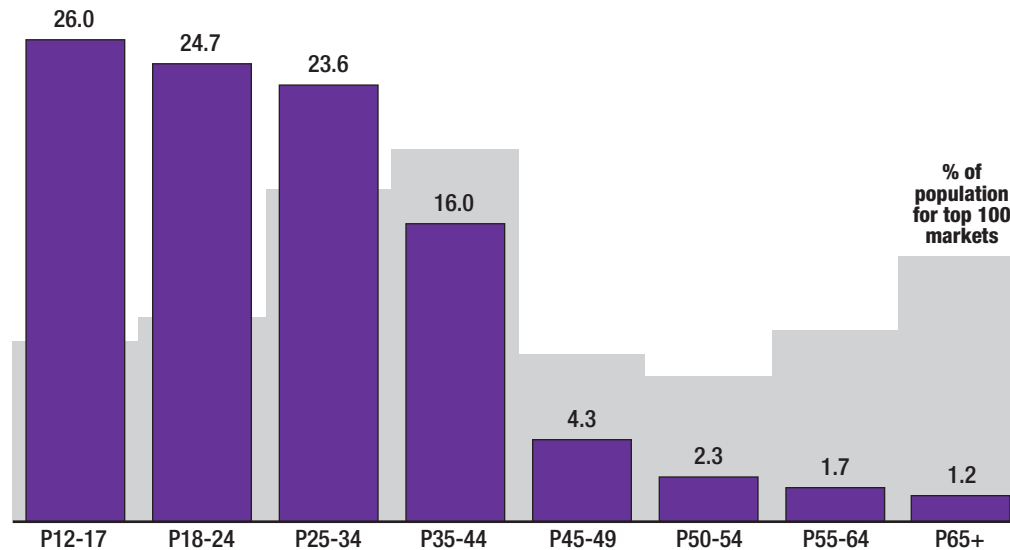


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Pop CHR	8.5
Rhythmic CHR	3.2
<b>Total CHR</b>	<b>11.5</b>

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

# CHR

More CHR listening occurs at home (41 percent) than in the car (33 percent) or at work (22 percent).

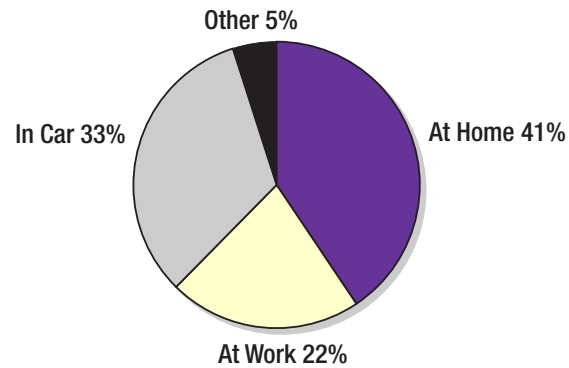
This format has a greater share of evening listening (16.4 percent) than any other.

CHR performs best in the Middle Atlantic (123) and New England (113) regions.

<b>CHR Stations</b>
<b>496</b>
<b>Total Stations</b>
<b>13,307</b>

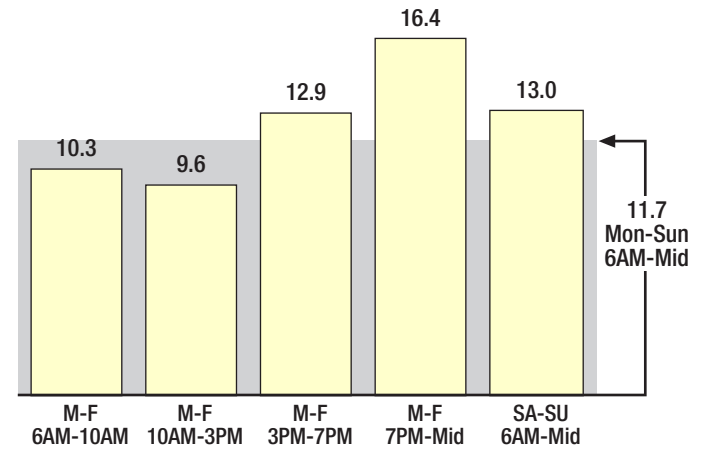
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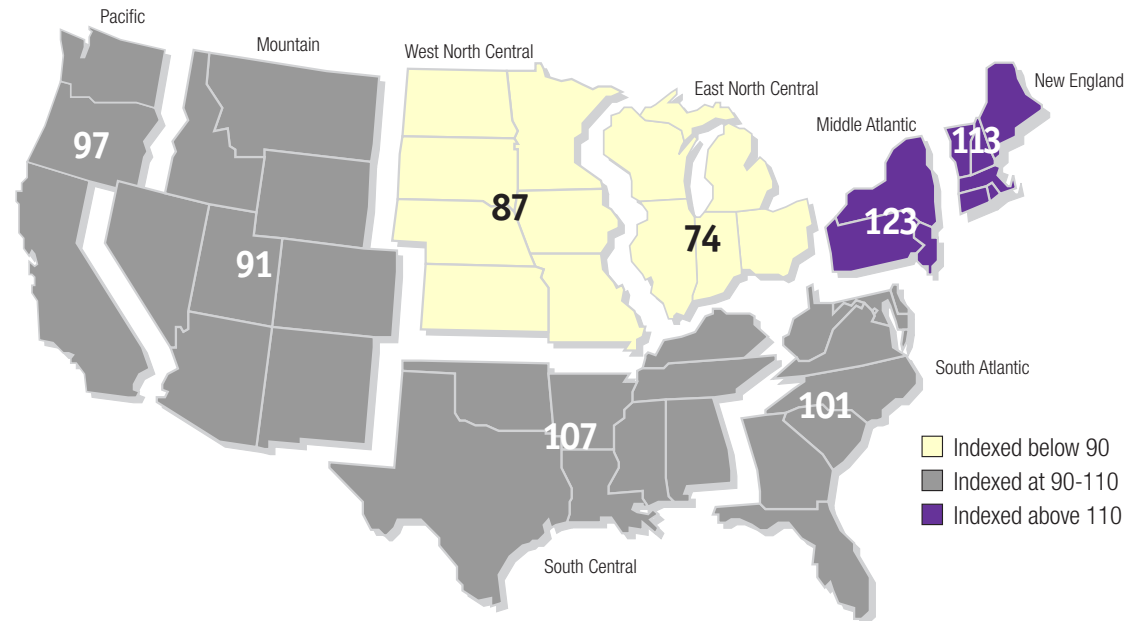
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Mon-Sun, 6AM-Mid, Persons 12+



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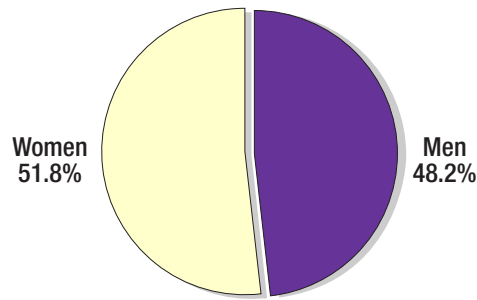
# Classical

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

## A Few Format Highlights

A little over half (52 percent) of Classical's listening audience is Women 18+. Men 18+ make up the balance of 48 percent.

Almost half of Classical's listeners are made up of Adults 55+. An additional third is made up of 35- to 54-year-olds. Clearly this is a format with great appeal for middle-aged and older adults.

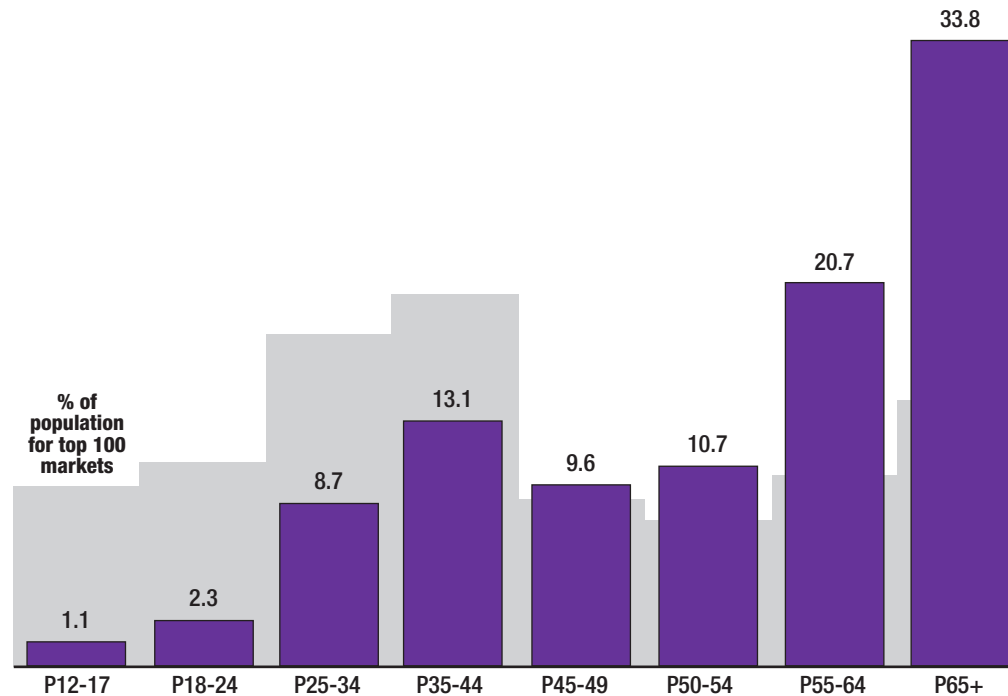


**Listeners 18+**  
Mon-Sun, 6AM-Mid

<b>Total Classical</b>	<b>2.6</b>
------------------------	------------

## AQH Share of Classical Format

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Classical

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

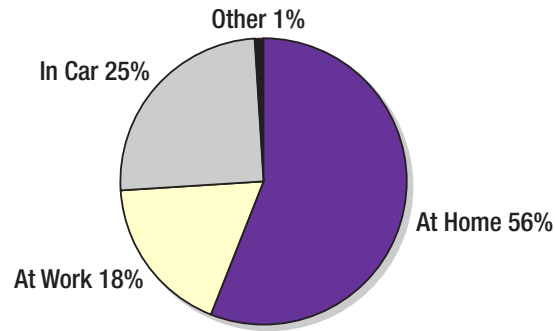
Classical listening climbs slightly through the day peaking in the evenings and on weekends.

New England and the West North Central regions are more likely to listen to Classical than the average listener.

<b>Classical Stations</b>
<b>280</b>
<b>Total Stations</b>
<b>13,307</b>

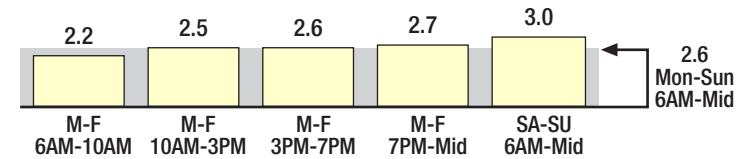
Note: Due to rounding, totals may differ.

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



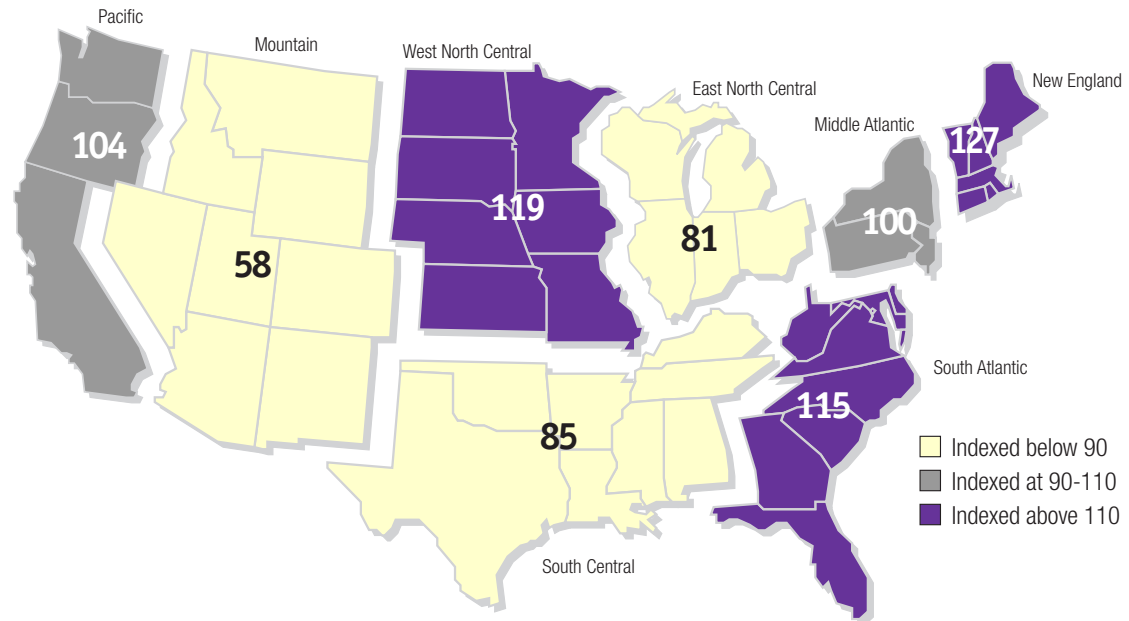
## AQH Share of Listening by Location

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



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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

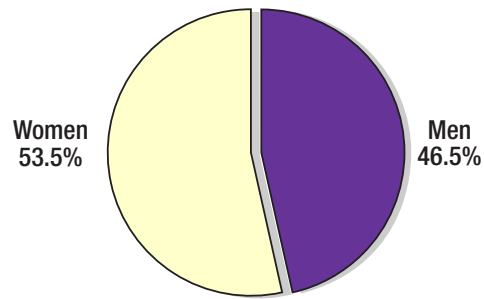
# Country

Includes traditional and modern country music.

## A Few Format Highlights

Country-formatted stations have slightly more adult women (54 percent) than men (46 percent) in their listening audience.

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

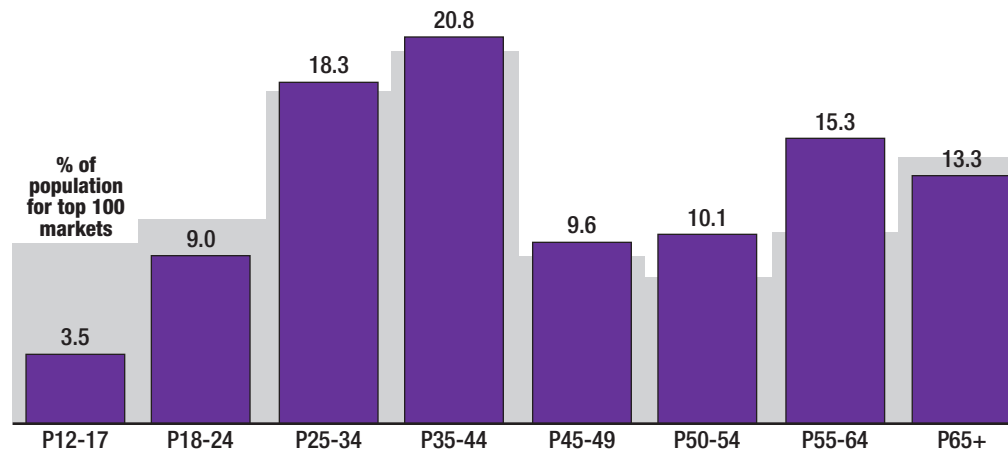


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Classic Country	0.3
Country	8.1
New Country	0.4
<b>Total Country</b>	<b>8.8</b>

## AQH Share of Country Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Country

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

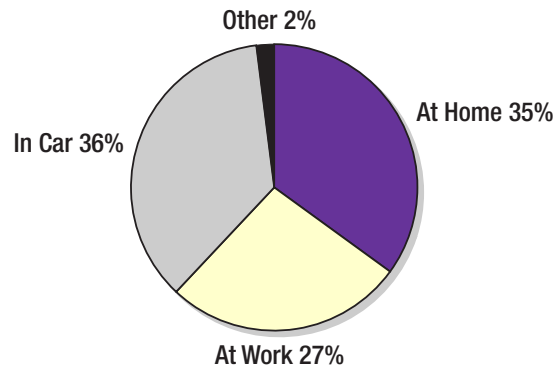
Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

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

<b>Country Stations</b>
<b>2,284</b>
<b>Total Stations</b>
<b>13,307</b>

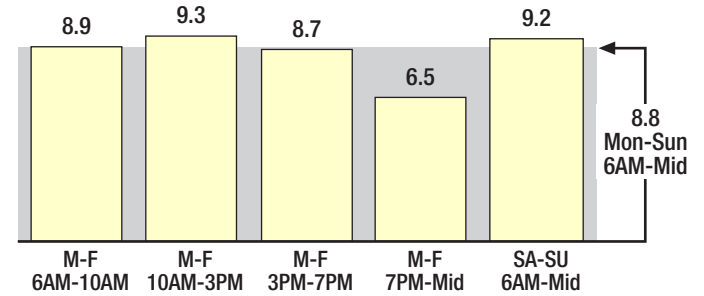
Note: Due to rounding, totals may differ.

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



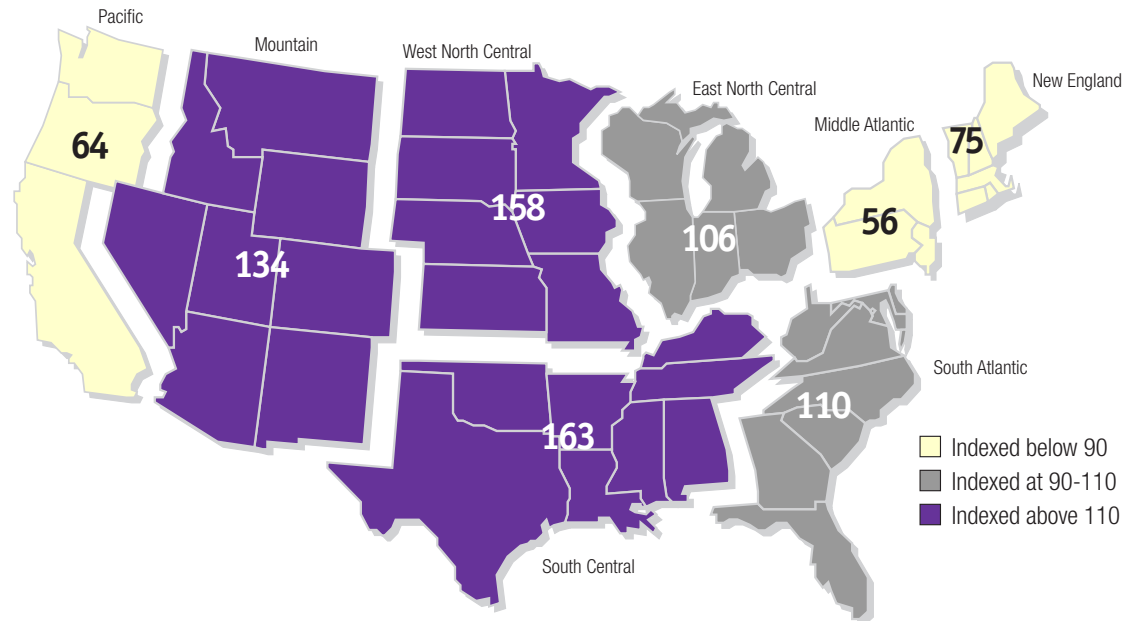
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



**Audience Share by Region**

Index Based on 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.

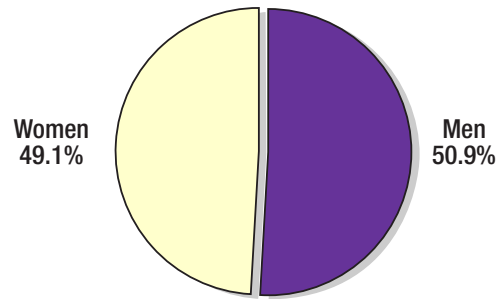
## A Few Format Highlights

NAC/Smooth Jazz has slightly more Adult Men 18+ (51 percent) in its audience than Adult Women (49 percent).

Adults 35-44 make up the core of NAC/Smooth Jazz's audience (28 percent).

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

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

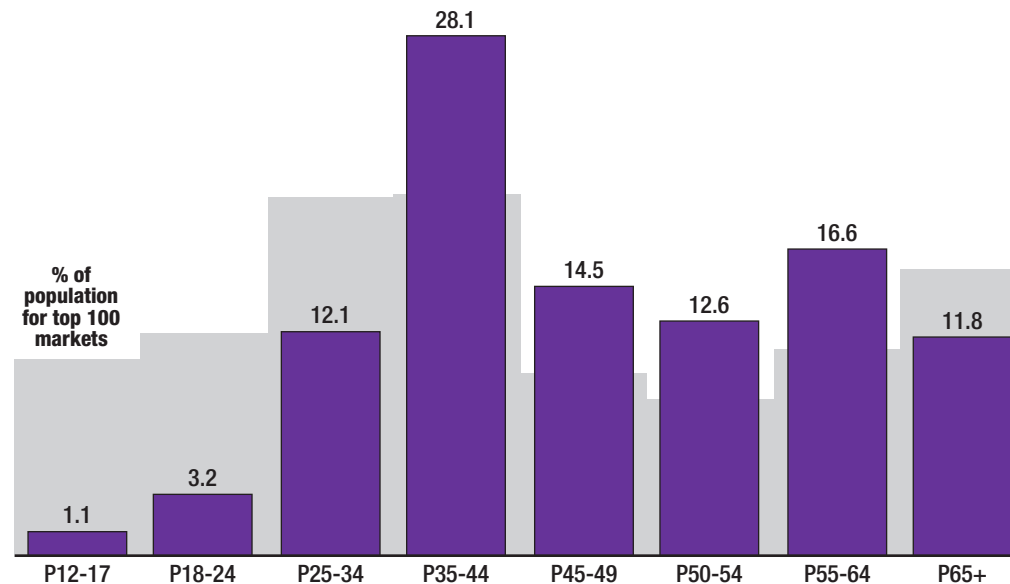


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Jazz	0.5
NAC	2.6
<b>Total NAC/Smooth Jazz</b>	<b>3.1</b>

## AQH Share of NAC/Smooth Jazz Formats

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



## Audience Composition

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

More on NAC/Smooth Jazz 

# New AC/ Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (41 percent) than at work (31 percent) or in their cars (26 percent).

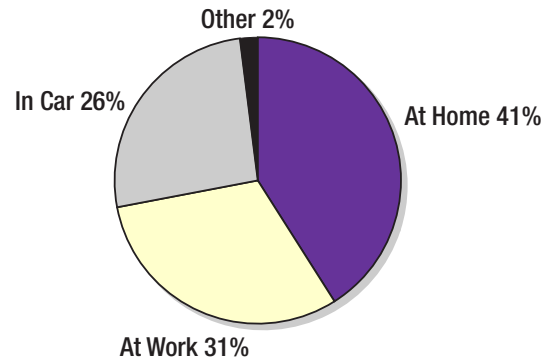
Listeners tune in to NAC/Smooth Jazz pretty evenly across the dayparts. Weekday mornings from 6AM to 10AM have the smallest audience.

NAC/Smooth Jazz has its highest share of listening in the Pacific region (145) but has an above-average share of listening in the Mountain (126) and East North Central (116) regions as well.

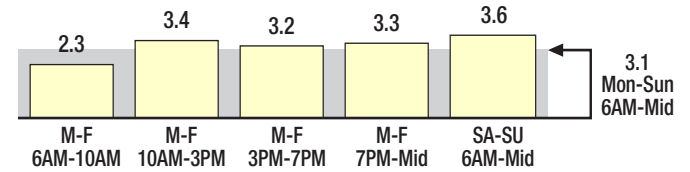
<b>NAC/ Smooth Jazz Stations</b>
<b>144</b>
<b>Total Stations</b>
<b>13,307</b>

Note: Due to rounding, totals may differ.

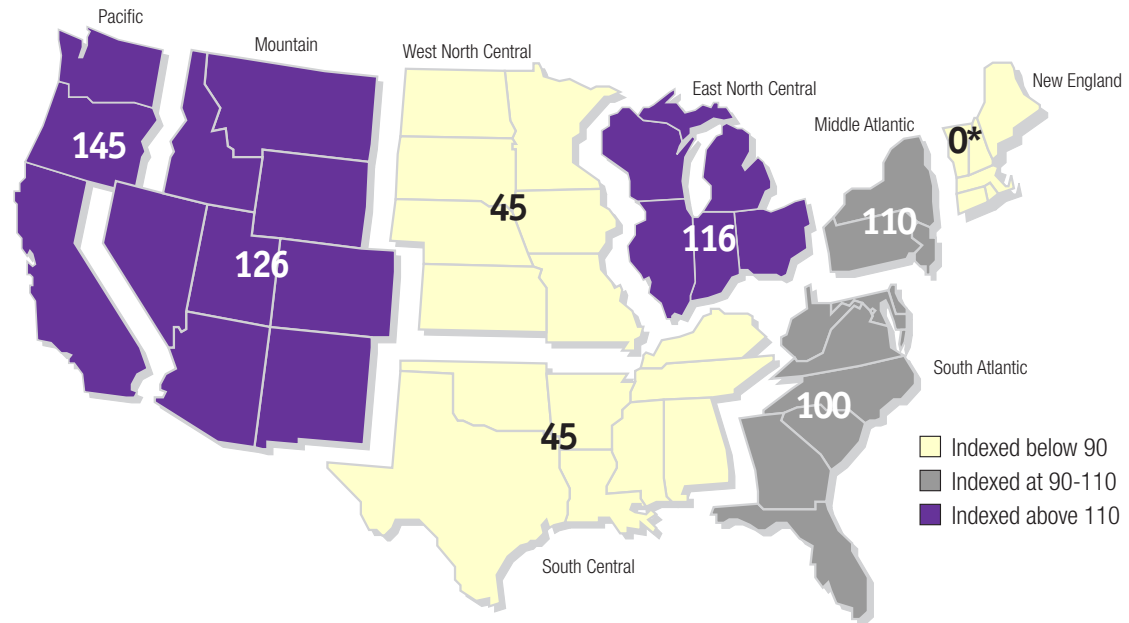
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



**AQH Share of Listening by Location**  
Mon-Sun, 6AM-Mid, Persons 12+



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



## Audience Share by Region

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

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

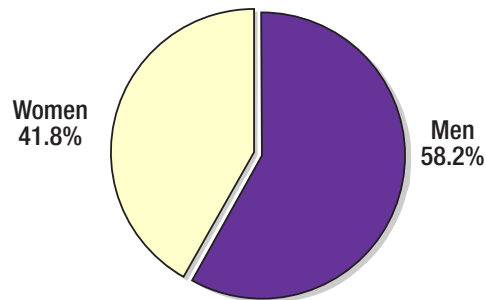
# News/Talk/ Information

Includes news, business news, talk and sports formats.

## A Few Format Highlights

Fifty-eight percent of News/Talk/Information listeners are Men 18+; 42 percent are Women 18+.

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

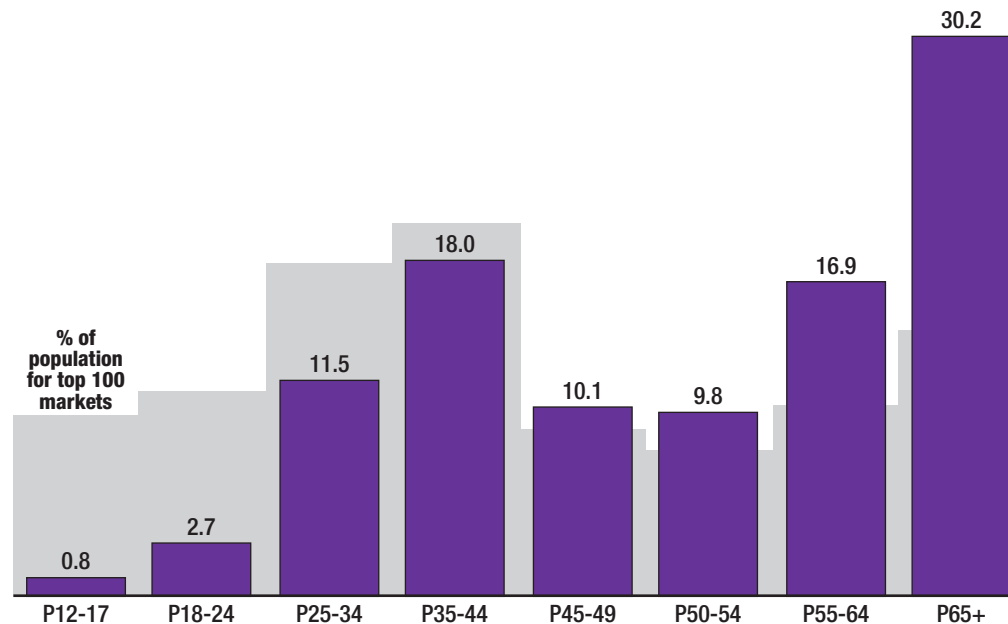


**Listeners 18+**  
Mon-Sun, 6AM-Mid

All News	2.3
All Sports	2.1
News/Talk	10.1
Talk	1.9
<b>Total News/Talk/Information</b>	<b>16.3</b>

## AQH Share of News/Talk/Information Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

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.

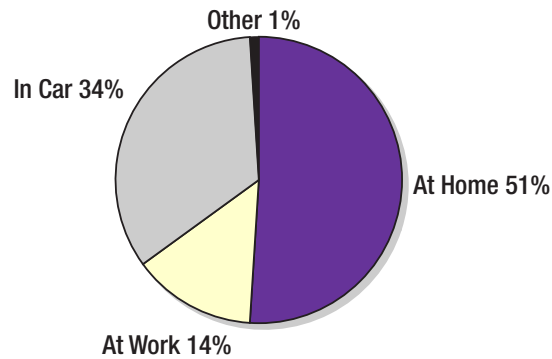
Tops in morning drive time, News/Talk/Information has the largest share of listeners tuning in from 6AM to 10AM of any format.

This format performs best in the New England (125) and North Central regions (115 each).

<b>News/Talk/Info Stations</b>
<b>1,724</b>
<b>Total Stations</b>
<b>13,307</b>

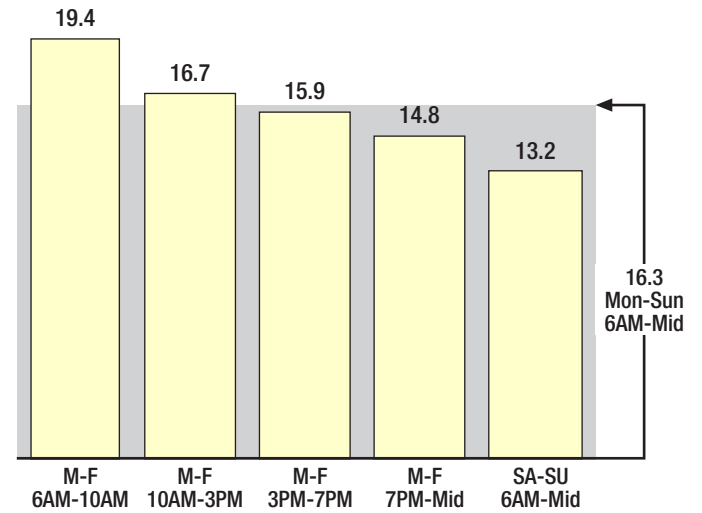
Note: Due to rounding, totals may differ.

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



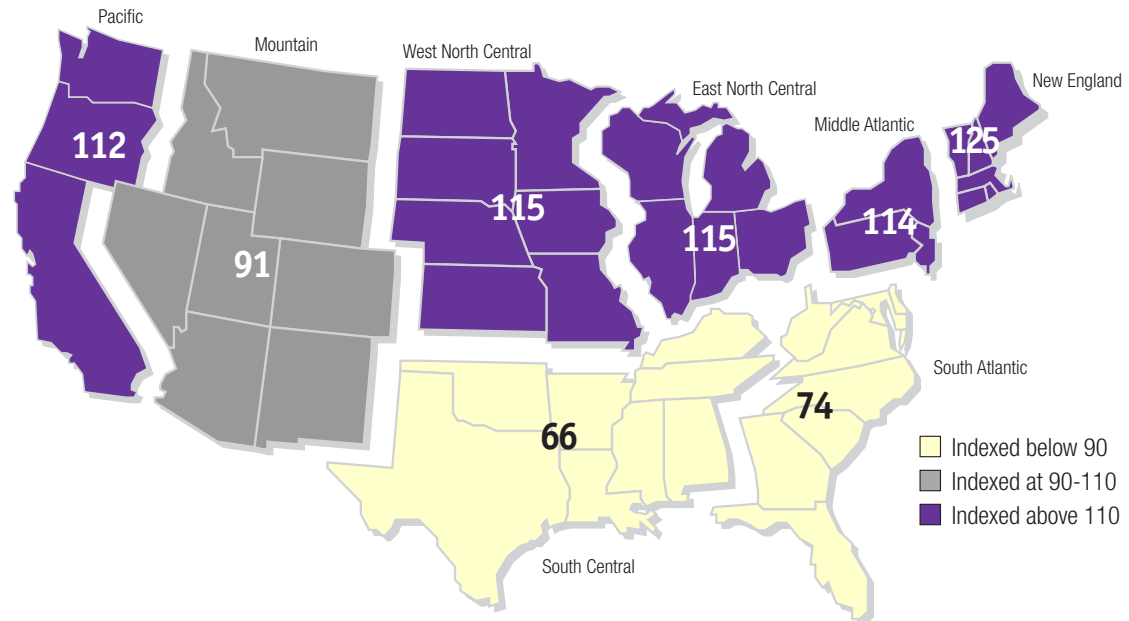
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



**Audience Share by Region**

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

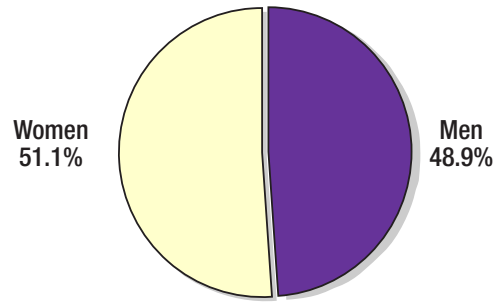
# Oldies

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

## A Few Format Highlights

Fifty-one percent of this format's audience are Women 18+. The remaining 49 percent are Men 18+.

A quarter of the Oldies audience is composed of Adults 35-44. Fifty-eight percent of Oldies listeners are Adults 35-54. Of all formats, Oldies has the largest share of listeners (33 percent) aged 45-54.

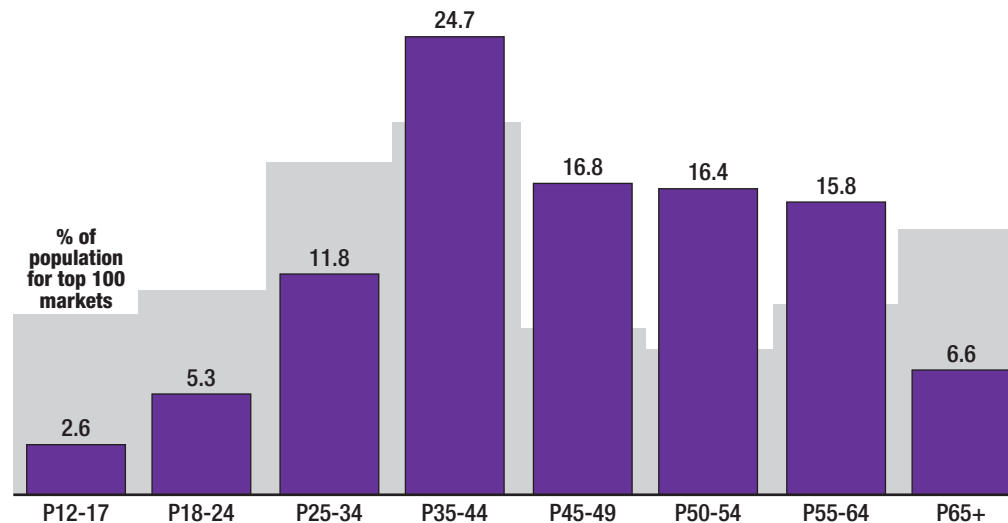


**Listeners 18+**  
Mon-Sun, 6AM-Mid

'70s Hits	0.8
Oldies	5.7
Rhythmic Oldies	1.4
<b>Total Oldies</b>	<b>7.9</b>

## AQH Share of Oldies Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Oldies

Oldies listeners listen in various locations: at work (34 percent), in their cars (33 percent) and at home (31 percent).

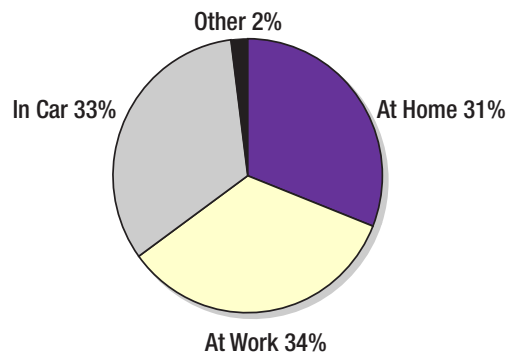
The most popular dayparts for listening to Oldies are weekdays 10AM to 3PM and weekends.

This format performs best in the Middle Atlantic (115) and Mountain (110) regions.

<b>Oldies Stations</b>
<b>973</b>
<b>Total Stations</b>
<b>13,307</b>

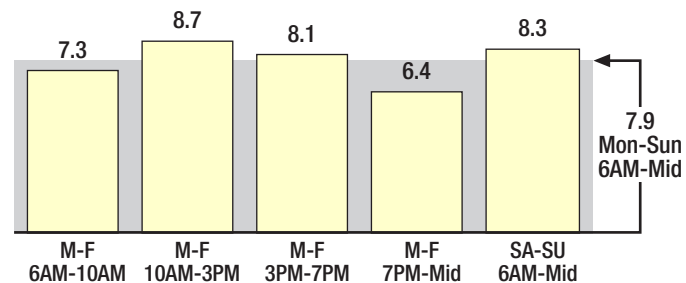
Note: Due to rounding, totals may differ.

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



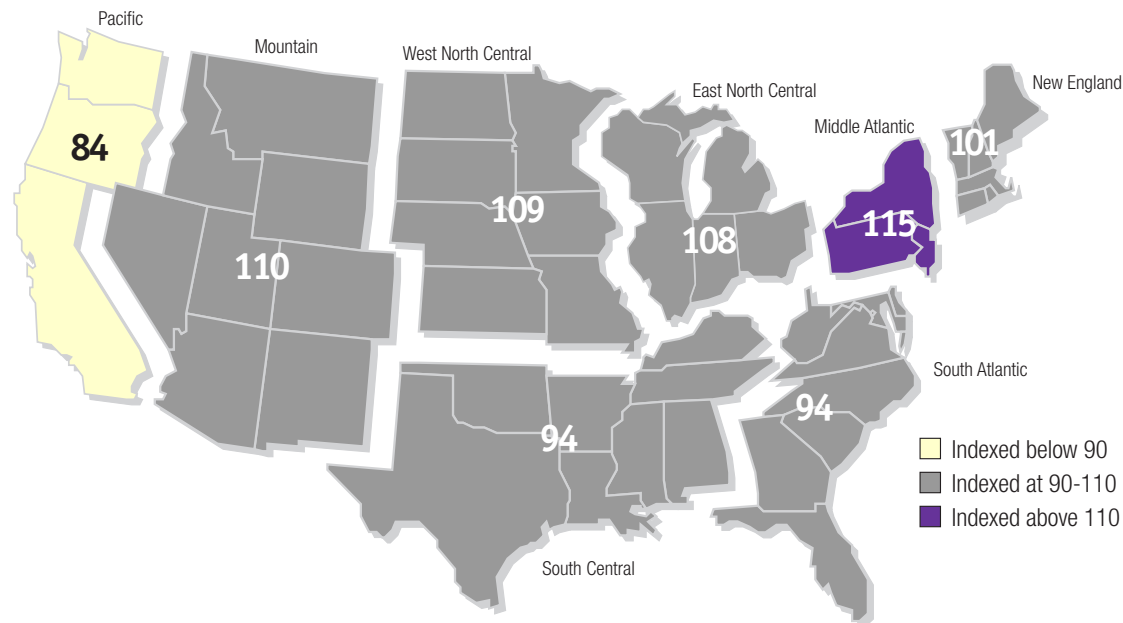
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



**Audience Share by Region**

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

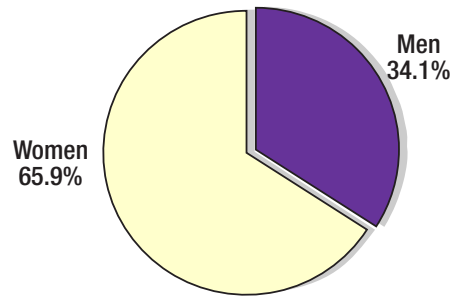
# Religious

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+.

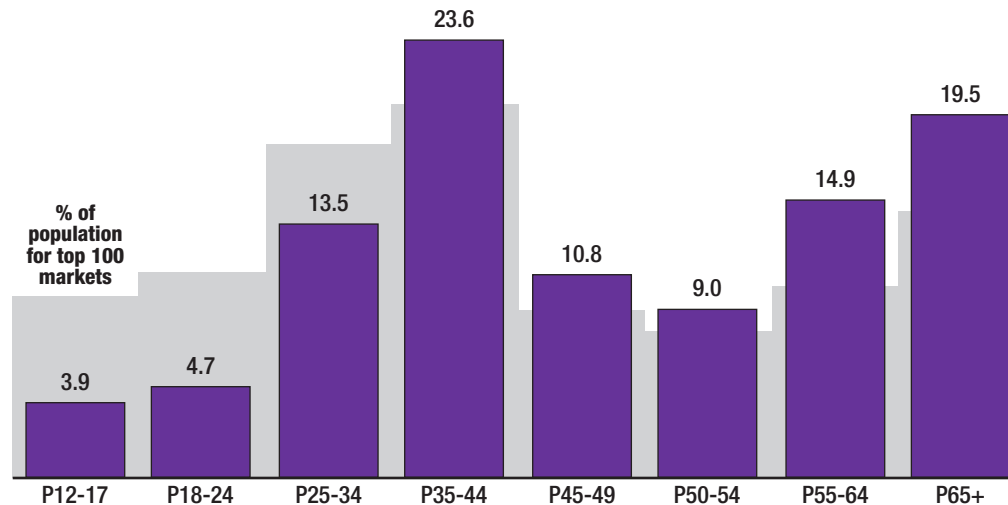


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Christian	0.4
Gospel	0.8
Religious	1.0
Southern Gospel	0.0
<b>Total Religious</b>	<b>2.2</b>

## AQH Share of Religious Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Religious

More than half (52 percent) of Religious radio listening occurs at home, and one-third (33 percent) occurs in cars.

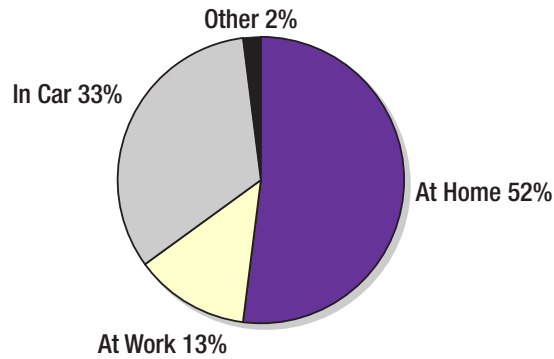
The largest share of listeners tune in to Religious stations on the weekend.

The religious format has high audience shares in the South Central (200) and South Atlantic (159) regions.

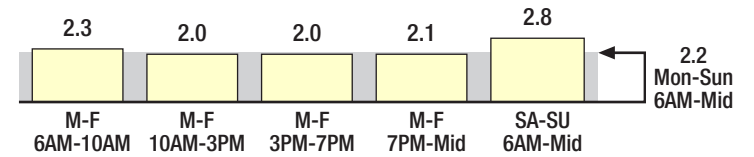
<b>Religious Stations</b>
<b>1,769</b>
<b>Total Stations</b>
<b>13,307</b>

Note: Due to rounding, totals may differ.

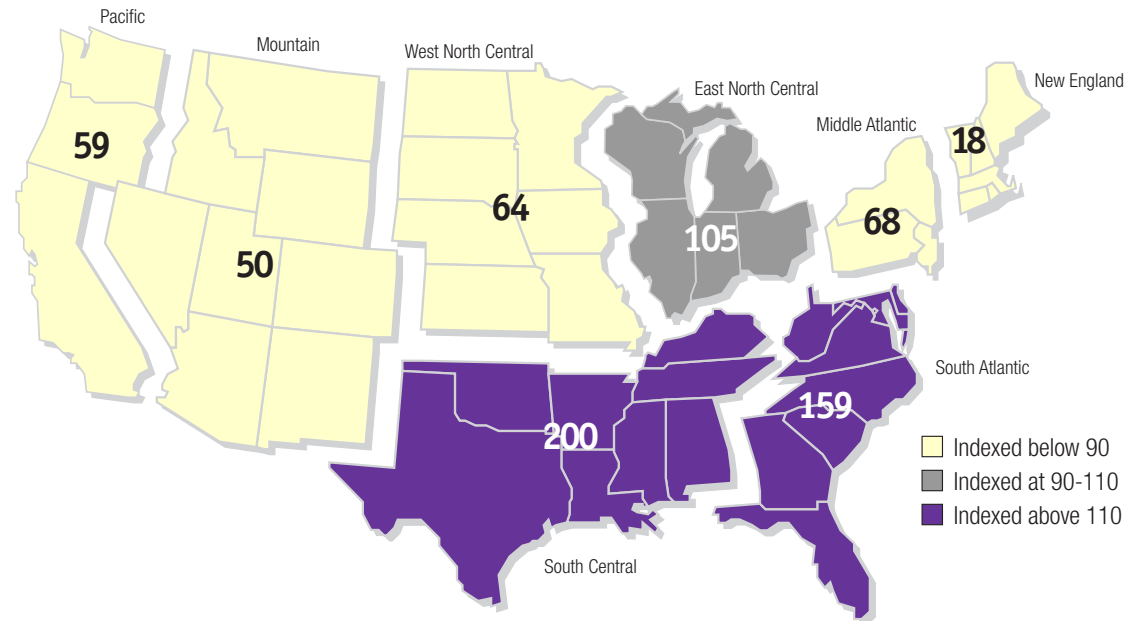
Source: Format definitions are from Arbitron. All data come from Arbitron's American Radio Listening Trends.



**AQH Share of Listening by Location**  
Mon-Sun, 6AM-Mid, Persons 12+



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



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

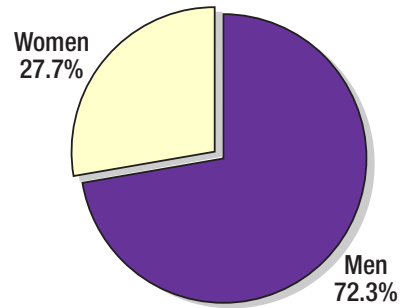
# Rock

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.

Rock has a higher audience composition among Adults 25-44 (64 percent) than any other format.

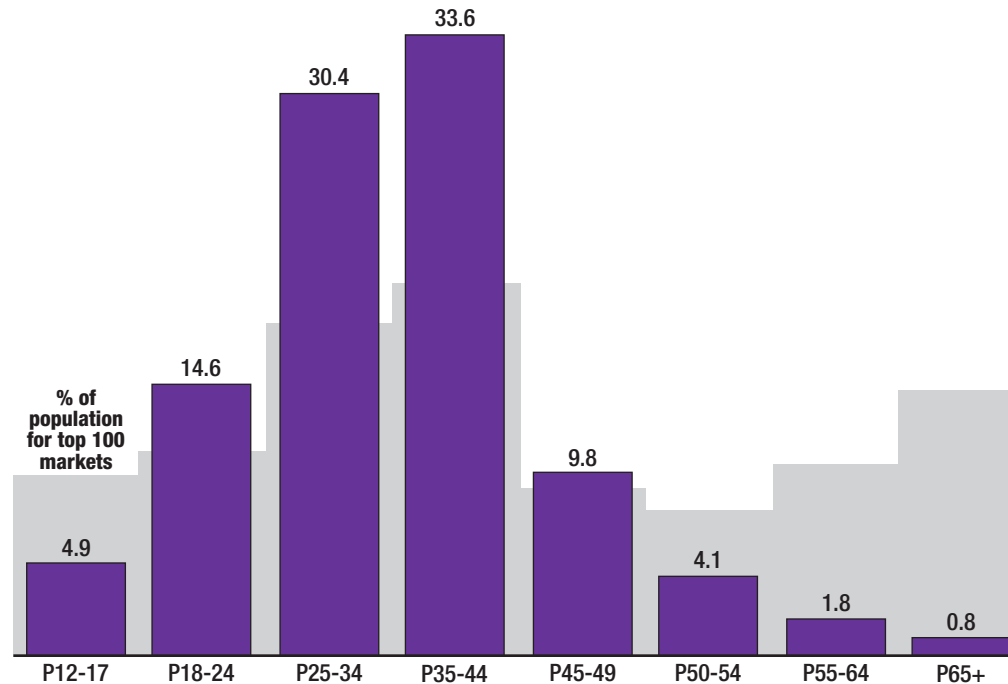


**Listeners 18+**  
Mon-Sun, 6AM-Mid

'70s Rock	0.0
AOR	5.1
Classic Rock	4.2
<b>Total Rock</b>	<b>9.3</b>

## AQH Share of Rock Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Rock

The majority of listening for Rock is done away from home, either at work (39 percent) or in the car (35 percent).

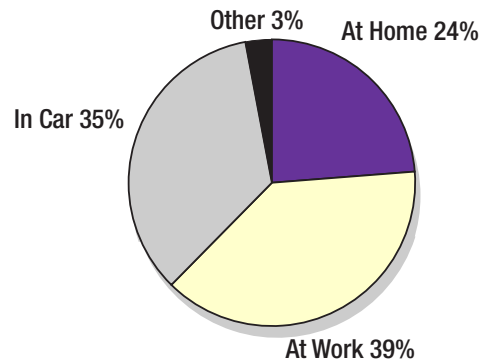
Rock listeners start their day with their favorite format and listen consistently throughout the day. Morning drive has the highest share of listening.

West North Central listeners are 45 percent more likely to tune in to Rock stations than any other format. Rock is quite popular in the Mountain region as well.

<b>Rock Stations</b>
<b>770</b>
<b>Total Stations</b>
<b>13,307</b>

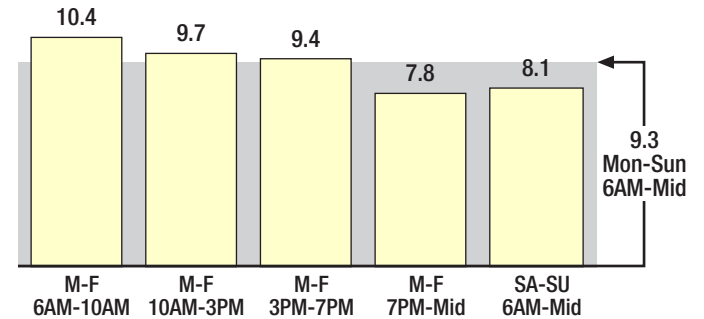
Note: Due to rounding, totals may differ.

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



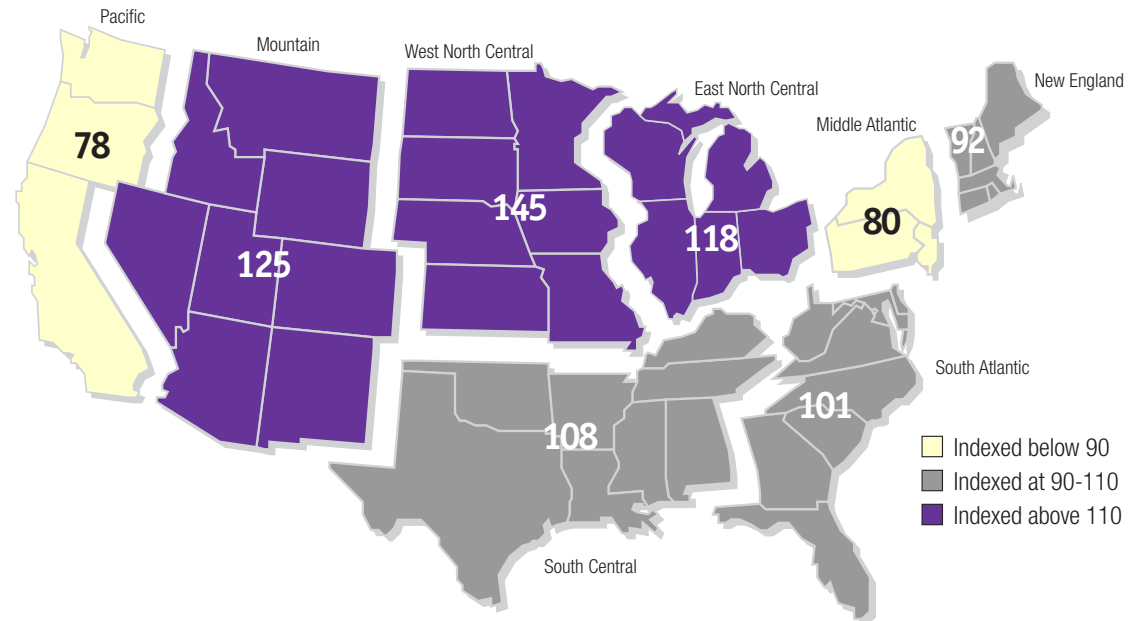
## AQH Share of Listening by Location

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



## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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

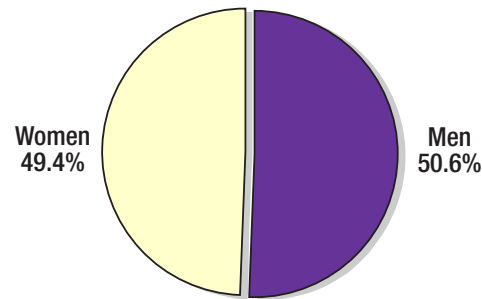
# Spanish

All Spanish-language formats, including talk and music.

## A Few Format Highlights

Forty-nine percent of Spanish-radio-format listeners are Women 18+, and 51 percent are Men 18+.

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

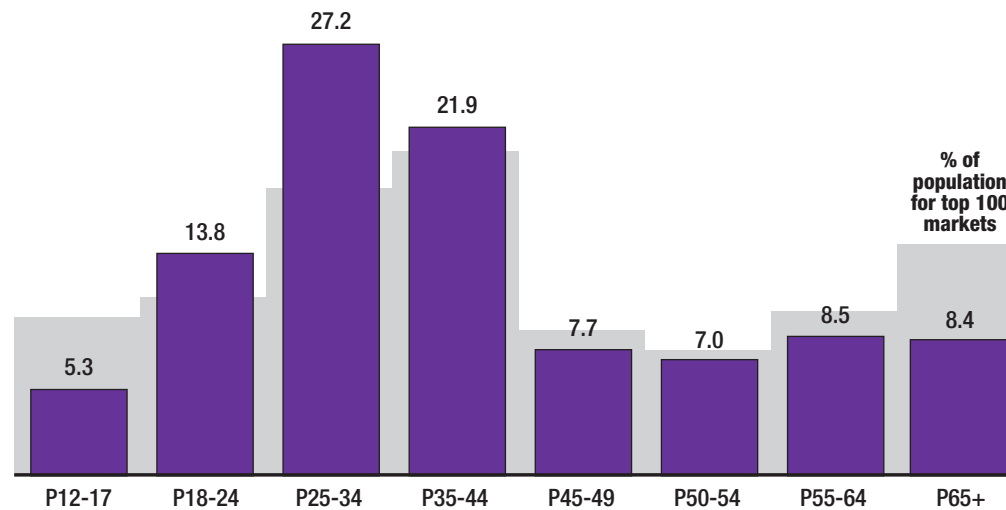


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Spanish Contemporary	2.0
Spanish Language	0.1
Spanish News/Talk	0.8
Spanish Regional	2.4
Spanish Tropical	0.8
Spanish Variety	0.3
Tejano	0.2
<b>Total Spanish</b>	<b>6.7</b>

## AQH Share of Spanish Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Spanish

Fifty-three percent of Spanish radio listeners do their listening at home.

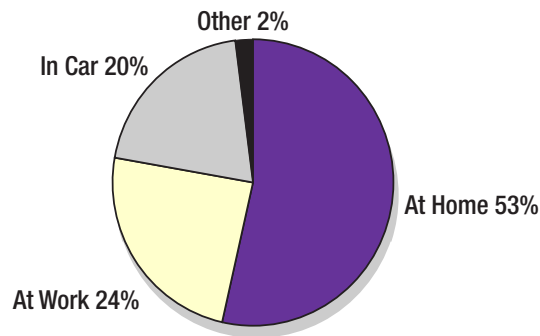
For this format, more listening occurs on weekends than during any other daypart.

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

<b>Spanish Stations</b>
<b>578</b>
<b>Total Stations</b>
<b>13,307</b>

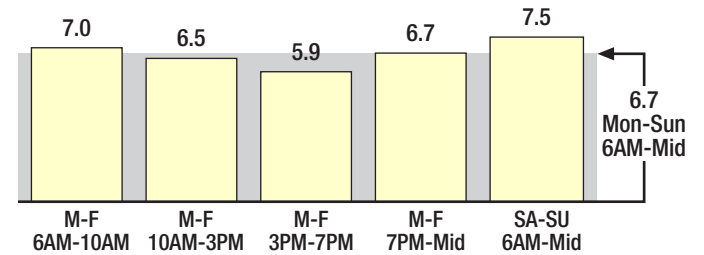
Note: Due to rounding, totals may differ.

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



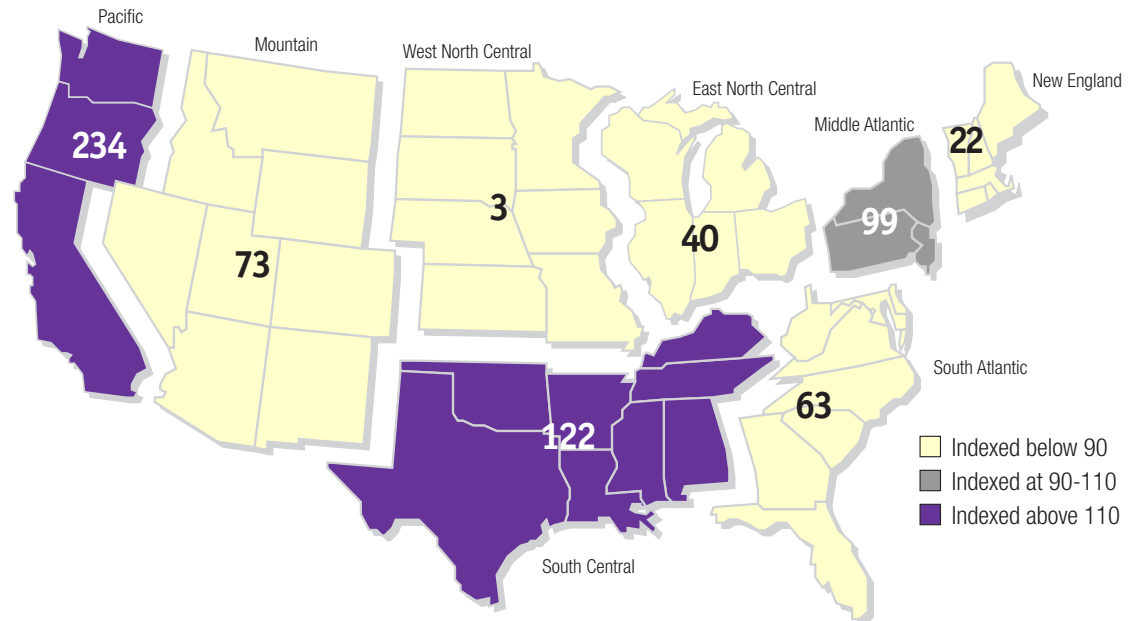
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



**Audience Share by Region**

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

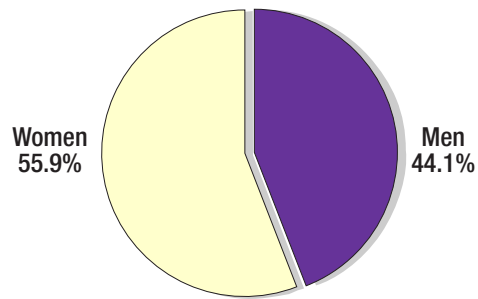
# Urban

Includes Urban A/C 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: 78 percent of them are 44 or younger.

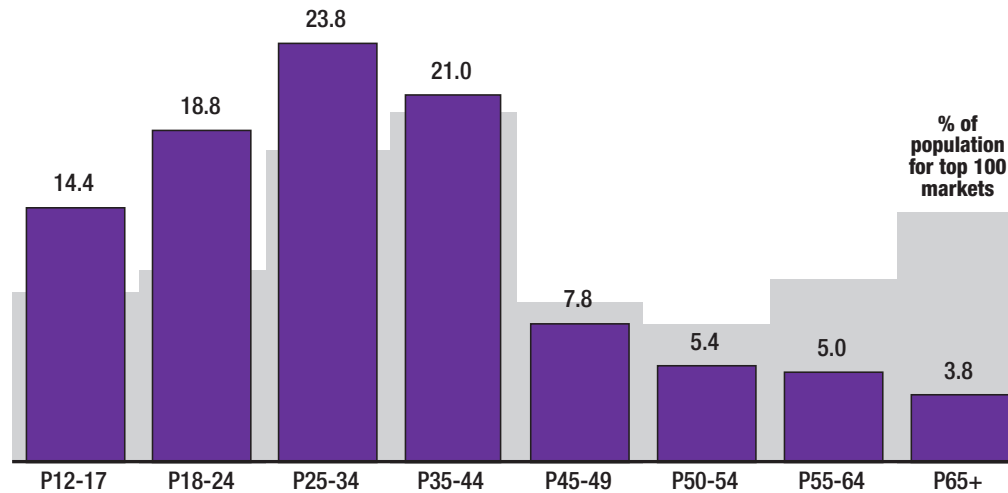


**Listeners 18+**  
Mon-Sun, 6AM-Mid

Urban	4.9
Urban AC	2.4
Urban Oldies	0.3
<b>Total Urban</b>	<b>7.6</b>

## AQH Share of Urban Formats

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



## Audience Composition

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

Note: Due to rounding, totals may differ.

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

# Urban

Almost half (47 percent) of Urban listening occurs at home. More than a quarter (28 percent) occurs in cars.

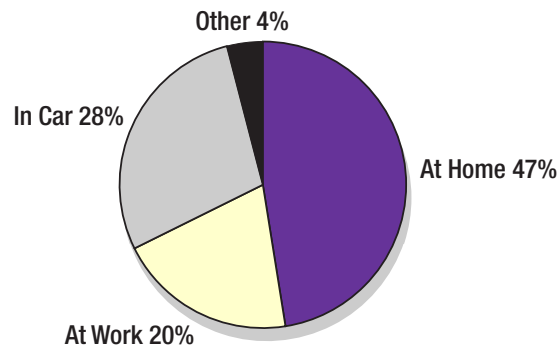
Urban stations are enjoyed at night: 11.8 percent of listeners tune in weekdays from 7PM to Midnight.

Listeners in the South Atlantic region are twice as likely to listen to Urban than the average listener.

<b>Urban Stations</b>
<b>314</b>
<b>Total Stations</b>
<b>13,307</b>

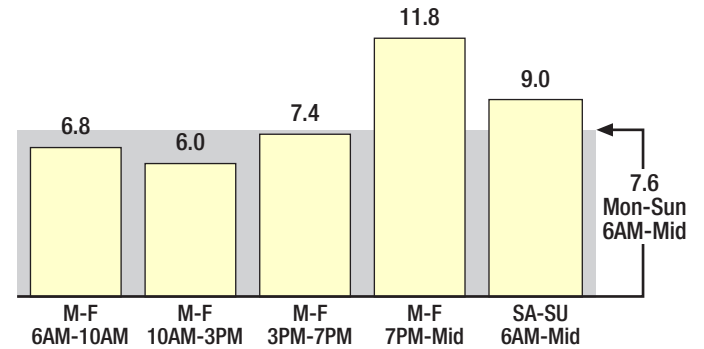
Note: Due to rounding, totals may differ.

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



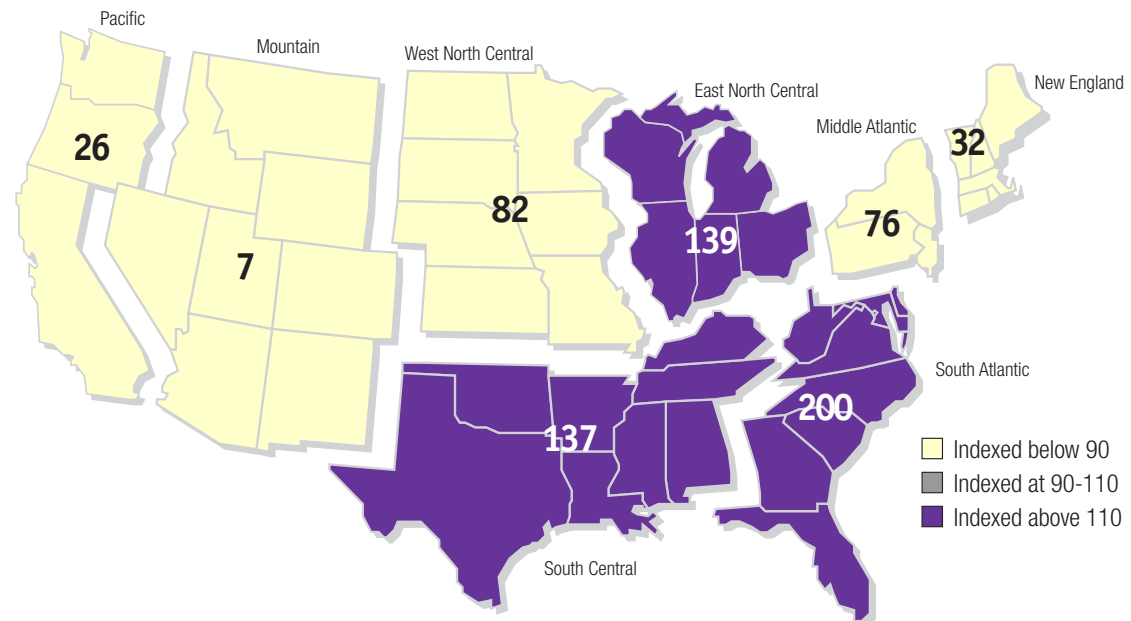
**AQH Share of Listening by Location**

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



**AQH Share of Listening by Daypart**

Persons 12+



**Audience Share by Region**

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

# Sources

*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 charts and graphs come from Arbitron's American Radio Listening Trends, Maxi\$er 99<sup>SM</sup>/Media Professional<sup>SM</sup>. The American Radio Listening Trends combine radio listening data in Arbitron's 94 continuously measured markets with Arbitron's own format information.

The markets listed below were determined using Arbitron's Spring 2000 population rankings.

## Spring 2000 Top 25 Radio Metro Markets

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

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

**Atlanta**

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

**Los Angeles**

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

**Dallas**

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

**Washington/Baltimore**

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

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

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