

Black Radio Today

How America Listens to Radio
1999 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. *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 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!

Contents

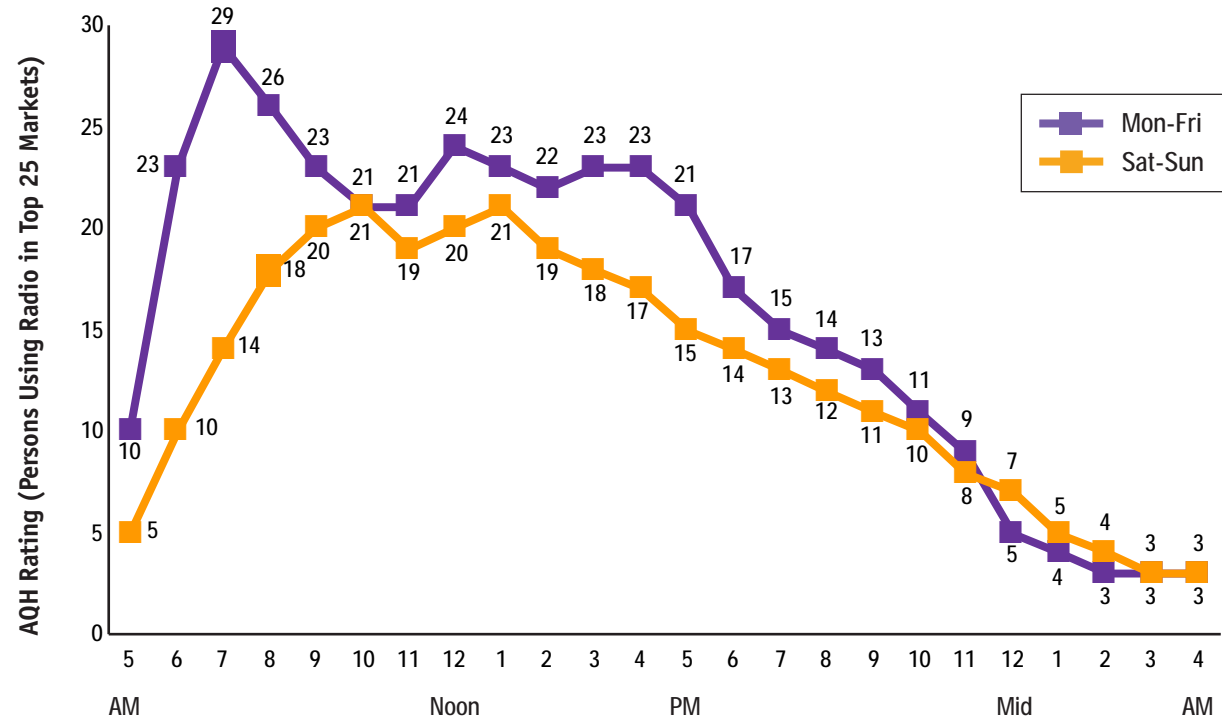
Hour-by-Hour Listening	3
Overnight Listening	4
Where People Listen: Weekdays	5
Where People Listen: Weekends	6
Where Black Men and Women Listen	7
Listening Location	8
Top 25 Metro Survey Areas Based on 12+ Black Population	9
Sources	10
Glossary	11

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 remains consistently higher than the general market from 7PM through 12Midnight.

Like the general audience, 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 4AM.



Hour-by-Hour Listening, AQH Rating

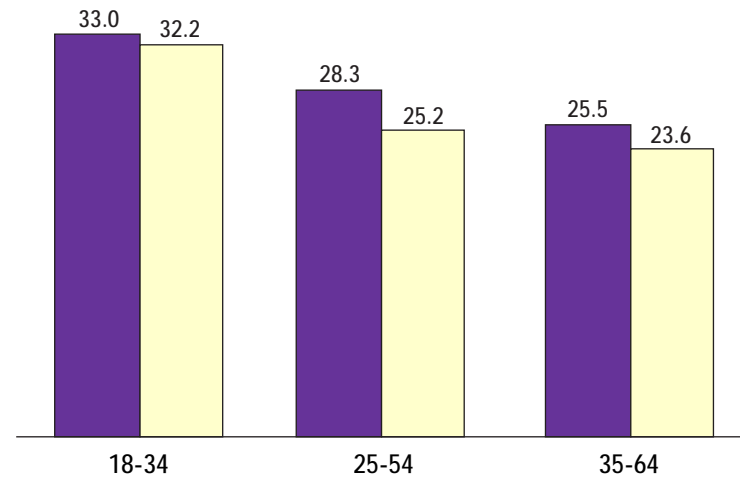
Source: MaximiSer 99SM/Media ProfessionalSM, Spring 1999, Top 25 Black Markets, Mon-Sun, 5AM-5AM

Overnight Listening

Tuning In at Twilight

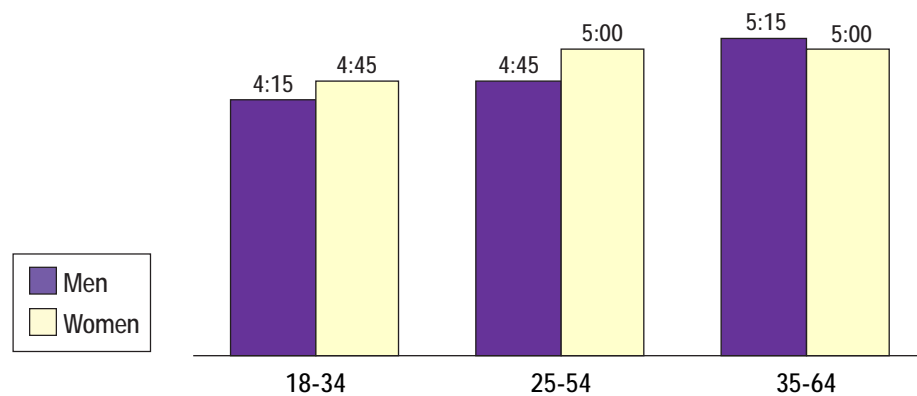
Late-night black listeners who tune in to radio from 12Midnight to 5AM are most likely to be young people. Thirty-three percent of black Men 18-34 and 32 percent of black Women 18-34 are nighttime listeners.

Black Women 18-34 and 25-54 listen slightly more than their male counterparts. Conversely, black Men in the 35-64 age group spend slightly more time listening to nighttime radio than black Women 35-64. Black listeners clock in between four and a quarter and five and a quarter hours of overnight listening time weekly.



Weekly Cume Rating

Top 25 Markets (12Mid-5AM)



Weekly Time Spent Listening

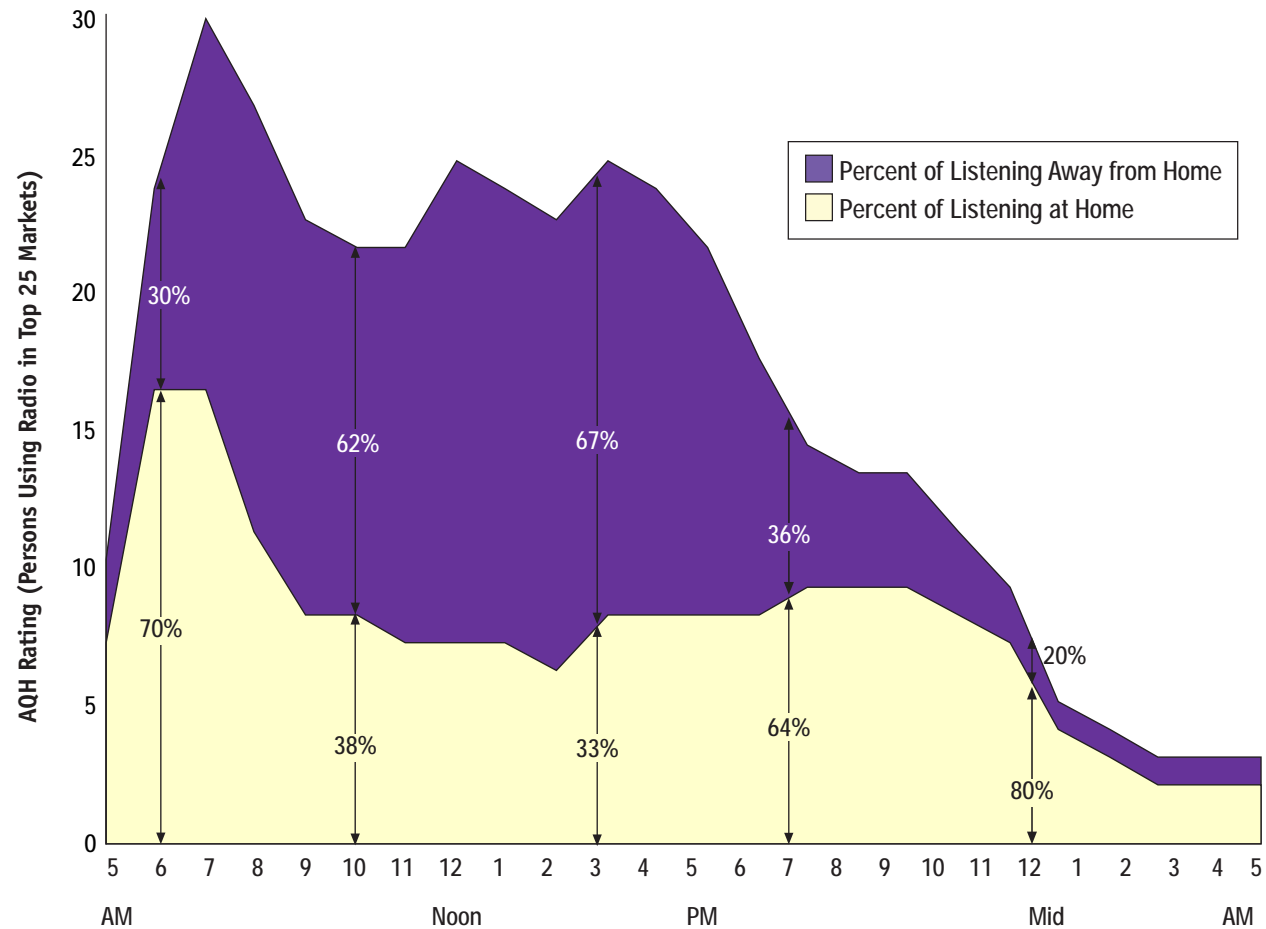
Top 25 Markets (12Mid-5AM)

Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Black Markets

Where 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 at least 53 percent of black listeners listening to a radio that is someplace away from their home.



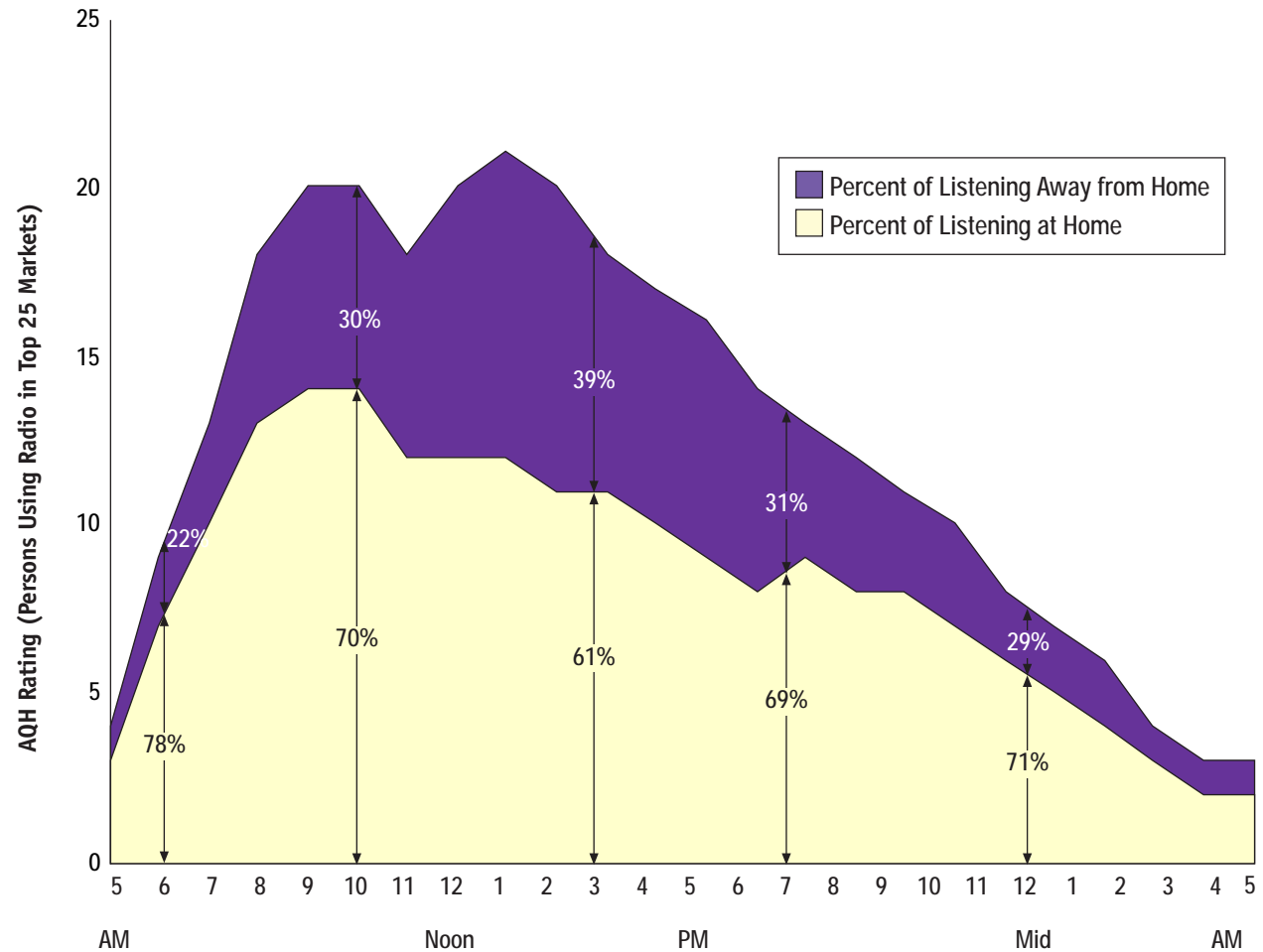
Weekday Listening, AQH Rating

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

Where People Listen: Weekends

Strong Weekend Listening at Home

Like the general population, black listeners are tuning in on weekends in the comfort of their home. During all weekend hours, at least 55 percent of black listeners are tuning in at home. Away-from-home weekend listening is highest between the hours of 12Noon and 6PM, peaking at 45 percent.



Weekend Listening, AQH Rating

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

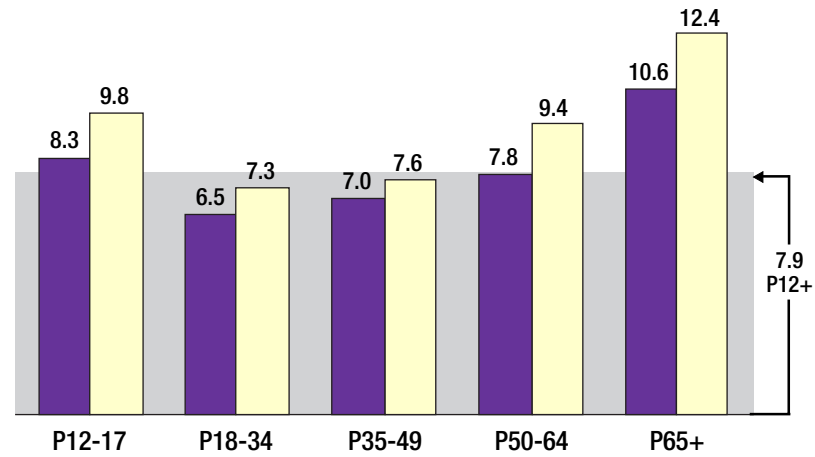
Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Black Markets, Mon-Sun, 5AM-5AM

Where Black Men and Women Listen

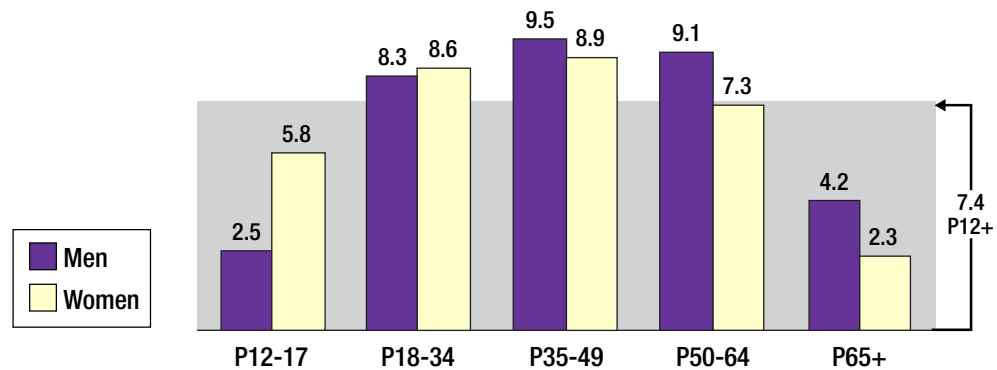
Listening Patterns Differ for Men and Women

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 35-64 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 12 and 34.



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 (69 percent) and weekends (60 percent). In-car listening is highest during commuting times, and at-work listening is highest on weekdays between 10AM and 3PM (44 percent).

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	50.0	24.4	22.0	3.6
Combined Drive	45.7	29.8	21.8	2.7
Mon-Fri 10AM-3PM	32.0	20.8	43.7	3.6
Mon-Fri 7PM-Mid	69.1	17.3	9.8	3.9
Weekend 10AM-7PM	59.6	26.6	8.6	5.3

Distribution of AQH Radio Listeners by Listening Location

Top 25 Markets, Persons 12+

Top 25 Metro Survey Areas

Metro Survey Area	Population	Metro Survey Area	Population
New York, NY	2,372,000	St. Louis, MO	358,700
Chicago, IL	1,286,600	Norfolk-Virginia Beach-Newport News, VA	355,700
Washington, DC	907,600	New Orleans, LA	336,100
Detroit, MI	817,300	Cleveland, OH	322,500
Los Angeles, CA	778,300	Richmond, VA	230,700
Atlanta, GA	769,000	Charlotte-Gastonia-Rock Hill, NC-SC	224,700
Philadelphia, PA	766,600	Birmingham, AL	213,900
Houston-Galveston, TX	609,000	Raleigh-Durham, NC	212,700
Baltimore, MD	558,400	Boston, MA	205,600
Miami-Ft. Lauderdale-Hollywood, FL	507,300	Jacksonville, FL	190,500
Dallas-Ft. Worth, TX	506,900	Milwaukee-Racine, WI	188,400
San Francisco, CA	450,200	Greensboro-Winston Salem-High Point, NC	187,200
Memphis, TN	379,400		

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 1999 survey.

Data for charts and graphs come from Arbitron's National Database, Maxi\$er 99/Media ProfessionalSM. The National Database combines radio listening data in Arbitron's 94 continuously measured markets with format information supplied exclusively by Billboard. All data regarding formats and much of the cume data were supplied by the National Database.

Analyses such as overnight listening and listening location were computed using Maxi\$er 99/Media Professional, Arbitron's radio respondent-level software application. All Maxi\$er 99/Media Professional reports were based on top 25 radio Metro markets. Those markets, listed on the preceding page, were determined using Arbitron's Spring 1999 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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