

Radio Today

How America Listens to Radio
1998 Edition

Introduction

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

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

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

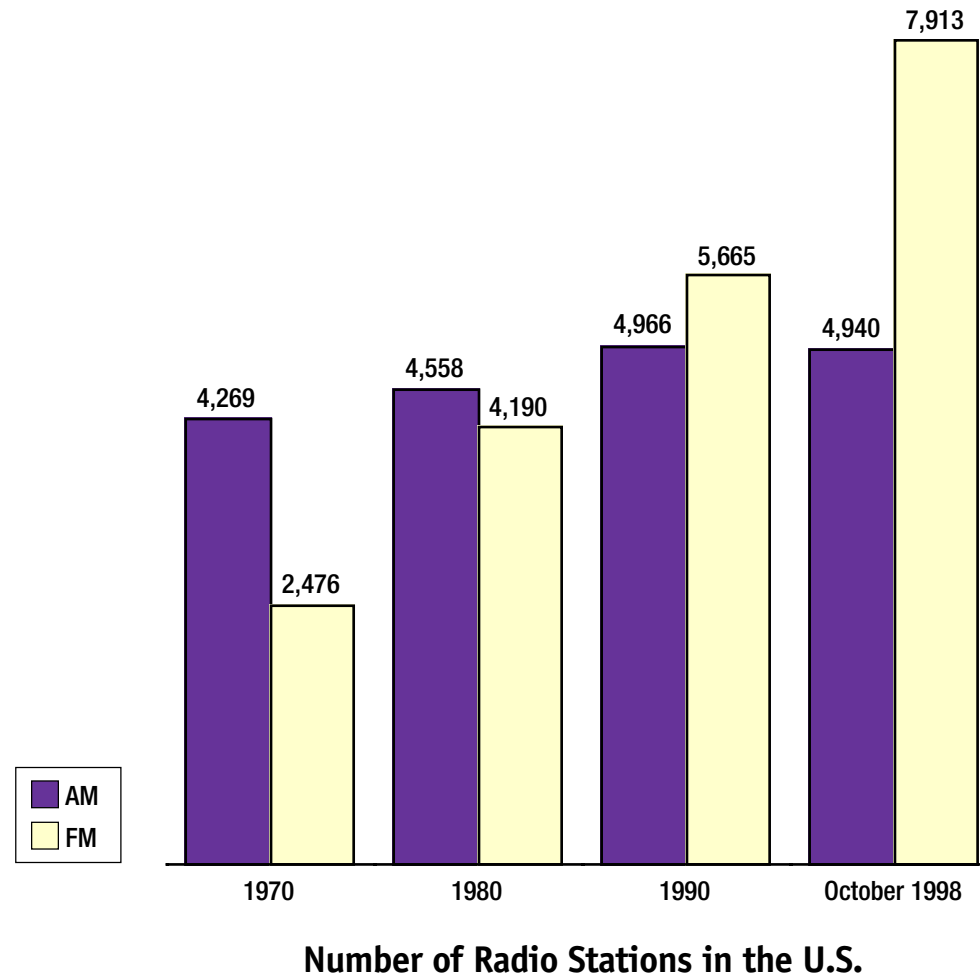
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Station Trends

Radio Rules

Although radio's been around for some time, its popularity never wanes. The impressive number of new radio stations being added to the mix each year is testimony to that. In 1998 the number of commercial and noncommercial radio stations rose to 12,853.



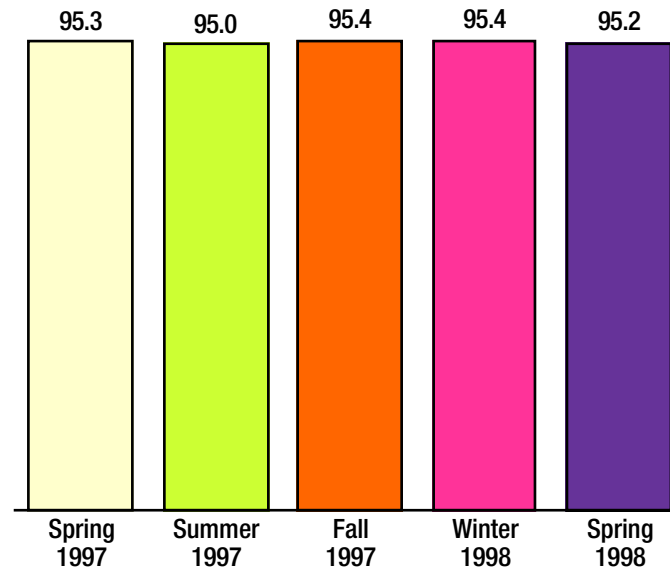
Sources: Broadcasting & Cable Yearbook 1997 and Arbitron.

Listening Patterns

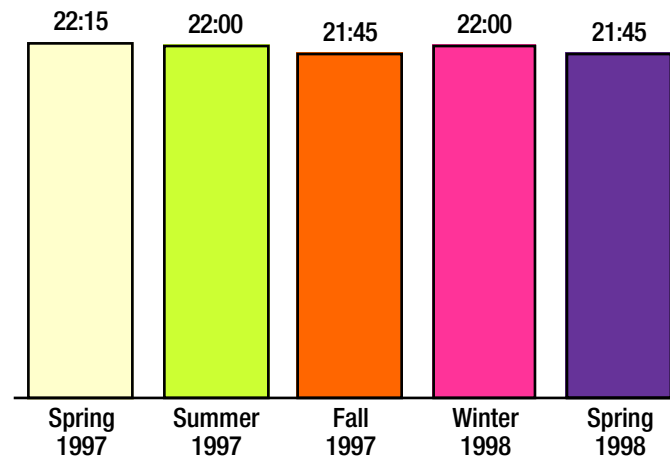
Recognizing Radio's Reach

At least 95 percent of all teenagers and adults listen to radio each and every week. This makes radio a powerful and reliable way to reach most Americans.

The average radio listener tunes in for about 22 hours each week—that adds up to over 1,100 hours of listening time per listener per year!



Weekly Cume Rating



Time Spent Listening by Season

(Hours and Minutes per Week)
Mon-Sun 6AM-Mid, Total U.S.

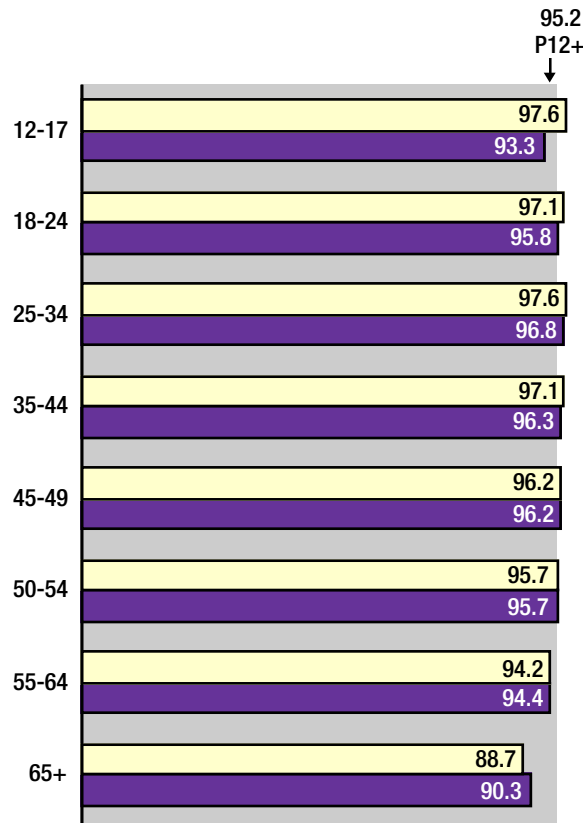
Source: All data come from Arbitron National Database, Mon-Sun, 6AM-Mid, Spring 1998 survey.

Radio Reaches All Ages

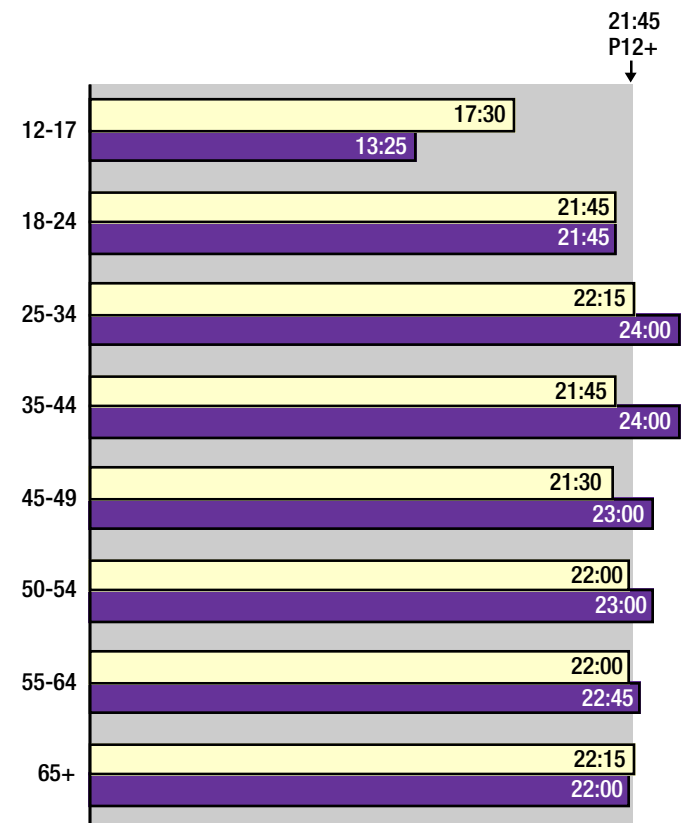
Battle of the Sexes

Ninety-eight percent of Women 25-34 listen to radio each week. They also spend the most time listening (22:15), making them a prime radio audience. Female teens are also likely to listen to radio during the week (98 percent), but their listening time is shorter (17:30). Women 65+ are less likely to be radio listeners (89 percent) than younger women although they too spend a lot of time listening (22:15).

The share of radio listeners (97 percent) and listening time (24:00) also peaks among Men 25-34. They are followed by their slightly older counterparts, aged 35-44, who are a bit less likely to tune in (96 percent) but who also clock 24 hours of listening time per week. Male teens spend less time than anyone else listening to the radio (13:25) and just 93 percent of them are weekly listeners. Only Men 65+ (90 percent) and Women 65+ (89 percent) are less apt to turn on their radios during the week.



Weekly Cume Rating



Time Spent Listening

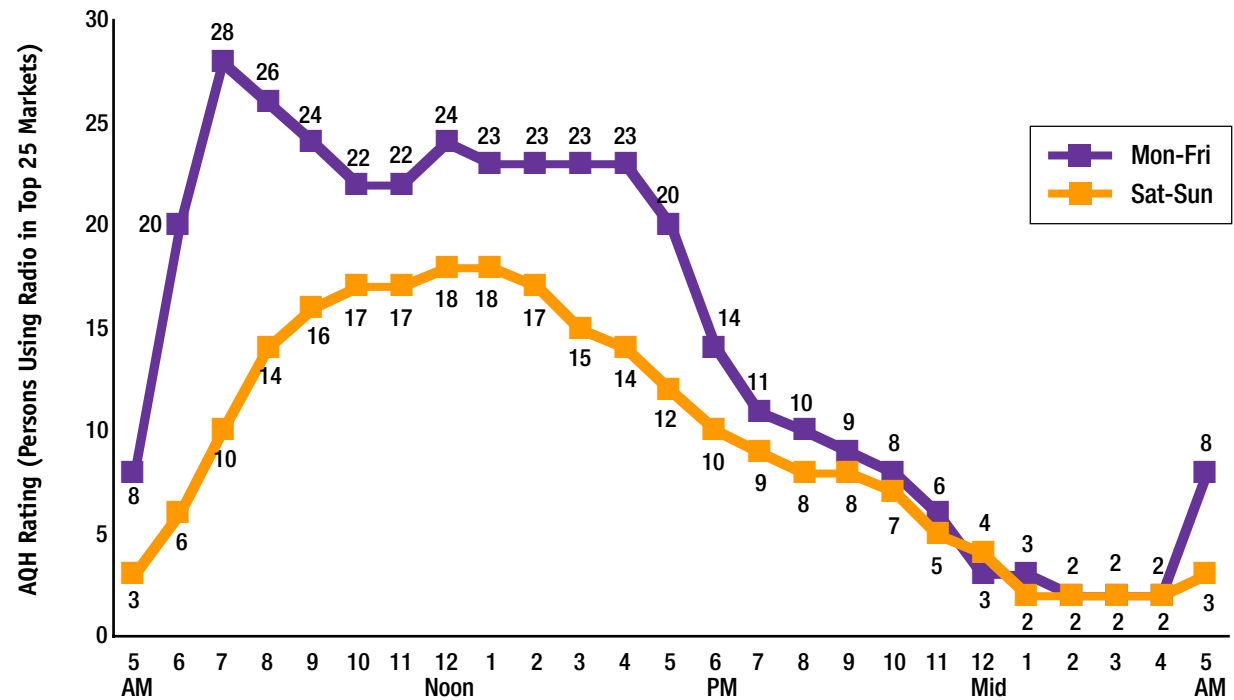
Hours and Minutes per Week

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

Hour-by-Hour Listening

Timing Is Everything

Radio listening peaks most noticeably during wake-ups and commutes at 7AM every weekday and remains strong through 5PM, after which it starts to taper off. During the 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

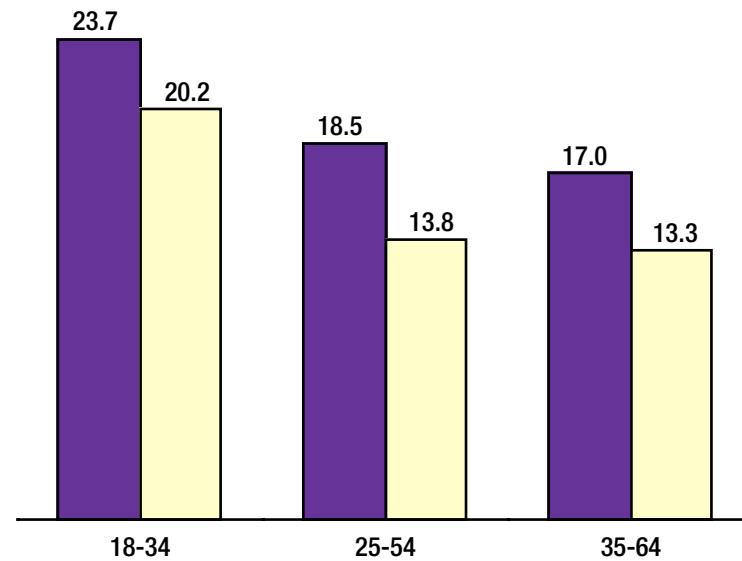
Source: MaximiSer 98/Media ProfessionalSM, Spring 1998, Top 25 markets, Mon-Sun, 5AM-5AM

Overnight Listening

Tuning In at Twilight

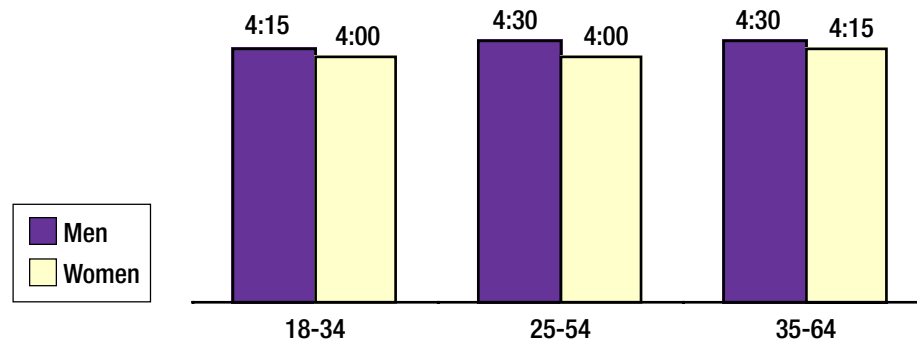
The night owls who tune in to radio from 12Midnight to 5AM are most likely to be young people. Twenty-four percent of Men 18-34 and 20 percent of Women 18-34 are nighttime listeners.

Weekly time spent listening from 12Midnight to 5AM is fairly consistent for both men and women and among listeners of all ages. Nighttime listeners clock between four hours and four and a half hours of radio listening each week.



Weekly Cume Rating

Top 25 Markets (12Mid-5AM)



Weekly Time Spent Listening

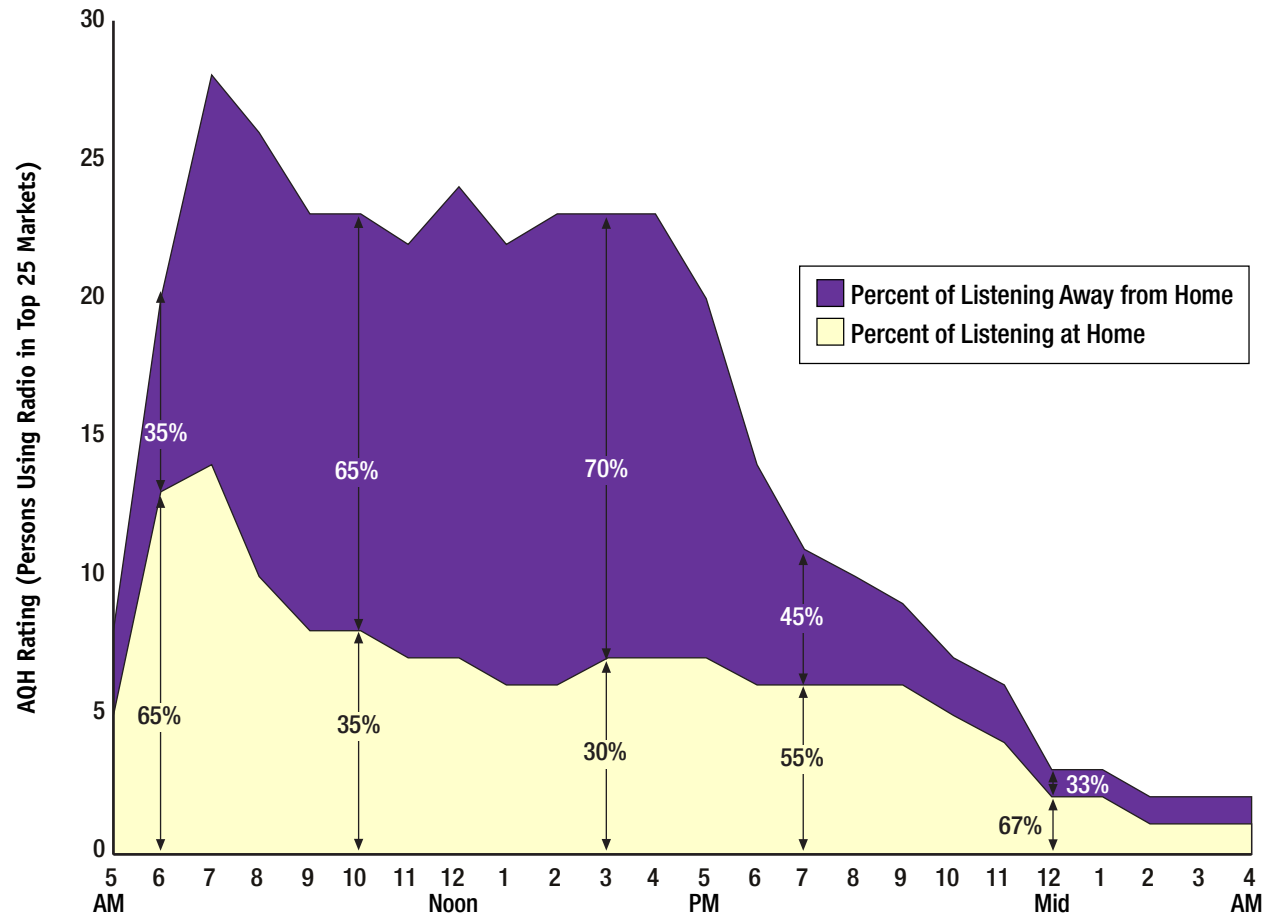
Top 25 Markets (12Mid-5AM)

Source: MaximiSer 98/Media ProfessionalSM, Spring 1998, Top 25 markets.

Where People Listen: Weekdays

Radio Is a Moving Medium

Monday through Friday, the majority of radio listeners tune in at home in the mornings before 8AM and evenings after 7PM. Between 10AM and 3PM a giant shift occurs, with 65 percent to 70 percent of radio listening occurring at places outside the home.



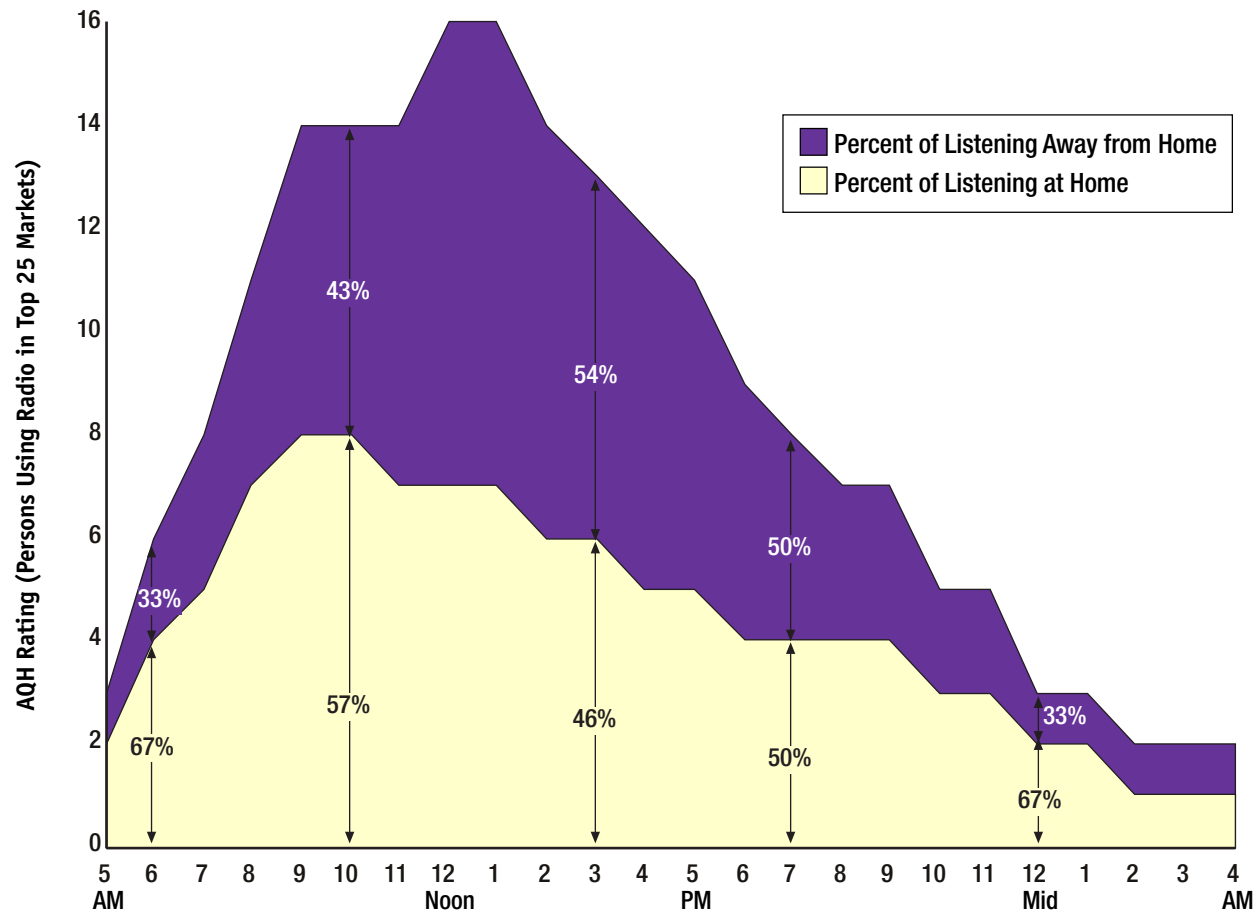
Weekday Listening, AQH Rating

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

Where People Listen: Weekends

Strong Weekend Listening

The weekend radio listening pattern has the same kind of flip-flop as weekday listening except that the peak time for out-of-home listening is shorter. More than 50 percent of radio listening is done at home on weekends before 11AM and after 8PM. The majority of away-from-home listening is done between those hours. The listening audience is split exactly in half from 11AM to noon, from 7PM to 8PM, and from 1 to 5 in the morning.



Weekend Listening, AQR Rating

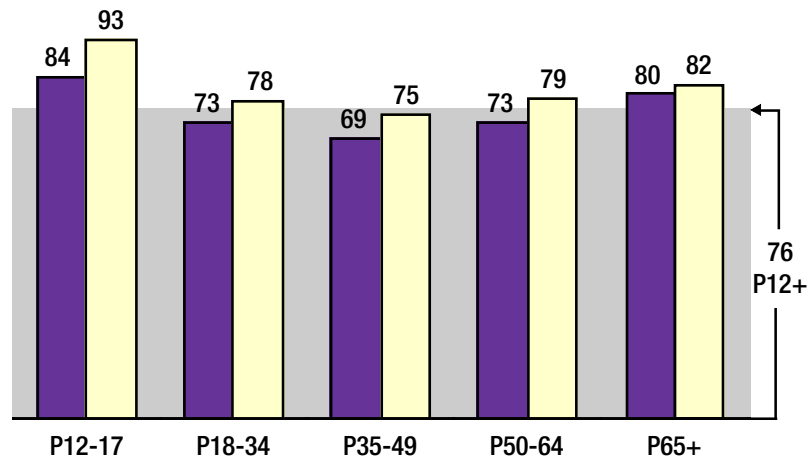
Sat-Sun, Total Day (5AM-4AM)

Source: MaximiSer 98/Media ProfessionalSM, Spring 1998, Top 25 markets, AQR Persons

Where Men and Women Listen

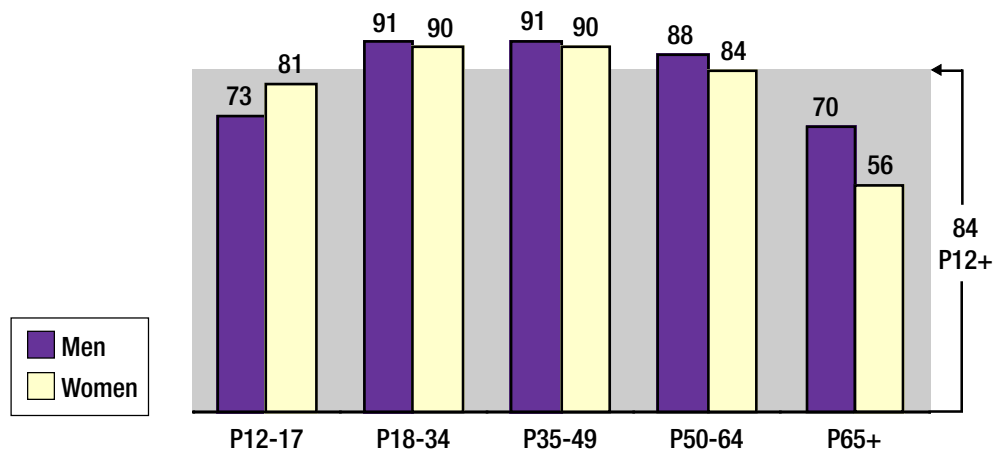
Home Is Where the Teen Listeners Are

Young people, both boys and girls, 12-17 are more likely than any other age group to tune in to radio at home during the week. Men and Women 35-49 are the least likely to be listening at home. Instead, 91 percent of Men and 90 percent of Women 18-49 are tuning in at work or some other location outside the home.



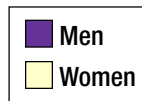
At-Home Listening for Men and Women

(Total Week, Average Cume Rating)



Away-from-Home Listening for Men and Women

(Total Week, Average Cume Rating)



Listening Location

At Home, at Work, or in the Car—Radio Goes 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).

On weekday mornings (6AM to 10AM), listening is highest at home, with 46 percent. At night (7PM to 12Midnight), at-home listening hits a high of 64 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the time most people are commuting to and from work (31 percent between 6AM and 10AM and 39 percent between 3PM and 7PM). At work, 44 percent of listening occurs on weekdays between 10AM and 3PM.

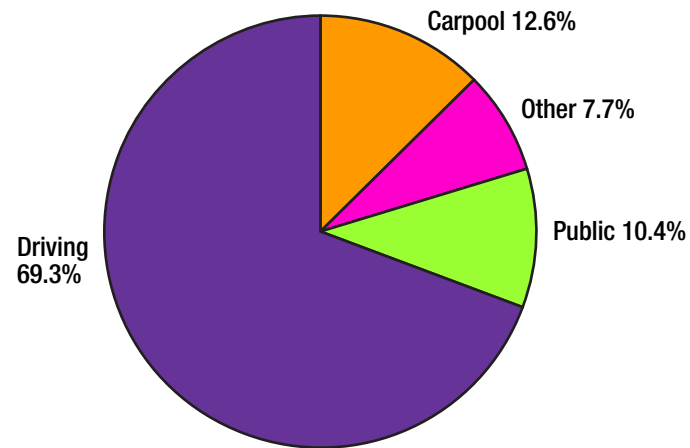
	Home	Car	Work	Other
Mon-Sun 6AM-Mid	43.7	28.7	24.9	2.7
Mon-Fri 6AM-10AM	46.0	30.6	22.9	1.2
Mon-Fri 10AM-3PM	30.0	23.4	44.3	2.3
Mon-Fri 3PM-7PM	33.0	38.6	25.8	2.6
Mon-Fri 7PM-Mid	63.6	22.4	10.4	3.6
Weekend 10AM-7PM	53.9	30.8	10.4	4.9

Distribution of AQH Radio Listeners by Listening Location

Top 25 Markets, Persons 12+

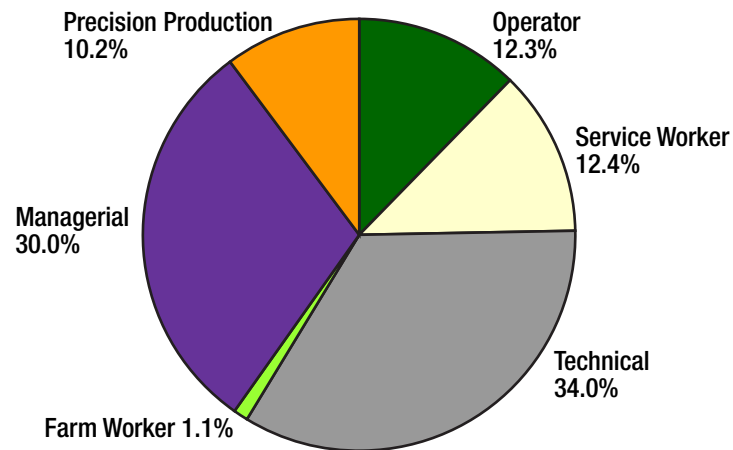
Occupation and Commuter Profile Data

According to the 1990 Census, 69 percent of working Americans 16 or older drive to work every day, with an average metro commuting time of 25 minutes. A majority of working people have occupations in the technical (34 percent) and managerial fields (30 percent).



Transportation to Work

Working Persons 16+
(Average Metro Commute Time One Way: 25 Minutes)



Occupation

Working Persons 16+

Source: 1990 Census data provided by Market Statistics, Top 25 Markets.

Listening by Season

Seasons May Change, But Listening Patterns Stay the Same

The time spent listening to radio from one season to another is extremely consistent among men and women of all ages. Summer is the time when slightly more Adult Men and Women are likely to be tuning in to their favorite station. A marked listening difference occurs across seasons among young people aged 12-24. In summer months, when school is not in session, there is a jump in the share of 12- to 24-year-old listeners between the hours of 10AM and 3PM.

To provide a relative comparison across surveys, the following charts have been designed to illustrate each seasonal daypart audience size indexed against the average annual audience size for that demographic.

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	94	103	103	100
M-F 10AM-3PM	113	93	93	101
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	101	100	99	99
S-S 6AM-Mid	100	100	100	99

Men 12-24

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	94	103	103	101
M-F 10AM-3PM	112	94	94	100
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	101	100	99	100
S-S 6AM-Mid	100	100	101	99

Women 12-24

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	99	101	100	100
M-F 10AM-3PM	102	100	99	100
M-F 3PM-7PM	100	100	100	99
M-F 7PM-Mid	102	99	99	100
S-S 6AM-Mid	100	100	100	99

Men 18-34

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	99	101	101	100
M-F 10AM-3PM	102	99	99	100
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	103	100	97	100
S-S 6AM-Mid	100	100	100	100

Women 18-34

Note: Figures above are Cume Rating Indexes.

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

Listening by Season

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	99	100	100	100
M-F 10AM-3PM	101	100	100	99
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	102	100	99	100
S-S 6AM-Mid	100	101	101	99

Men 25-54

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	98	101	101	100
M-F 10AM-3PM	102	99	99	100
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	104	100	96	100
S-S 6AM-Mid	100	100	100	100

Women 25-54

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	99	100	100	100
M-F 10AM-3PM	100	100	100	100
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	102	100	98	100
S-S 6AM-Mid	99	101	101	99

Men 35-64

	Summer '97	Fall '97	Winter '98	Spring '98
M-F 6AM-10AM	99	101	101	100
M-F 10AM-3PM	102	99	99	100
M-F 3PM-7PM	100	100	100	100
M-F 7PM-Mid	104	99	96	100
S-S 6AM-Mid	100	100	100	99

Women 35-64

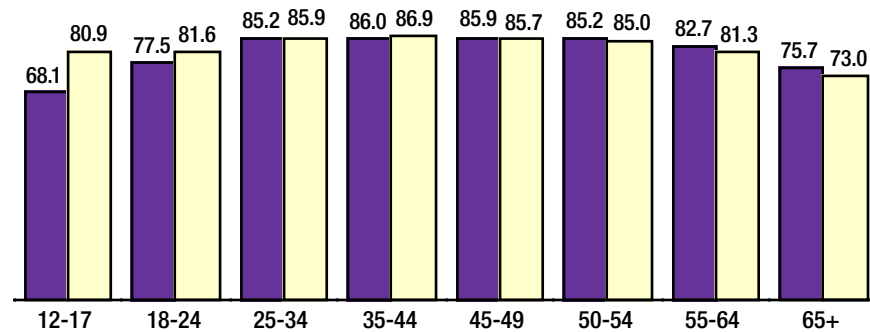
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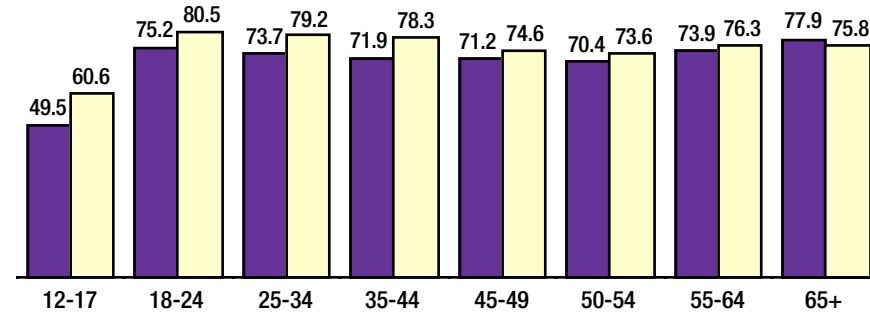
Listening by Daypart

Who's Listening When

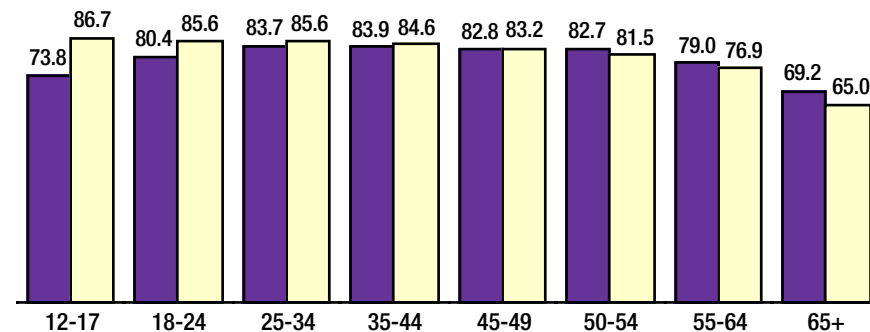
Different age groups listen to radio at different times. Peak listening times for most Men and Women are weekday mornings from 6AM to 10AM and evenings from 3PM to 7PM. Teenagers are most likely to tune in on weekends. Three-quarters of Men and Women 65+ are also weekend listeners. Weekday midday time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



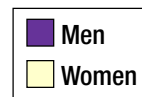
Mon-Fri 6AM-10AM



Mon-Fri 10AM-3PM



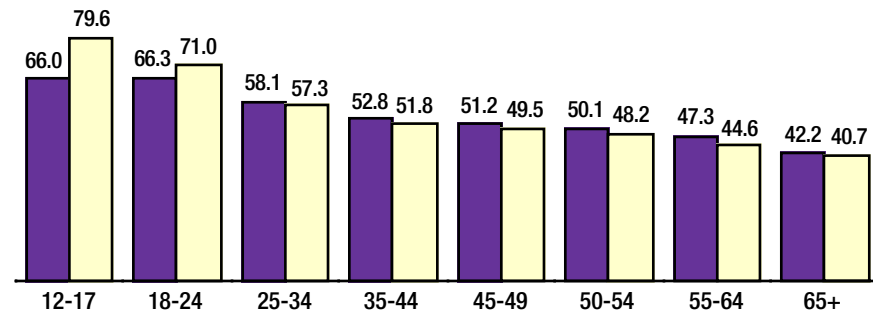
Mon-Fri 3PM-7PM



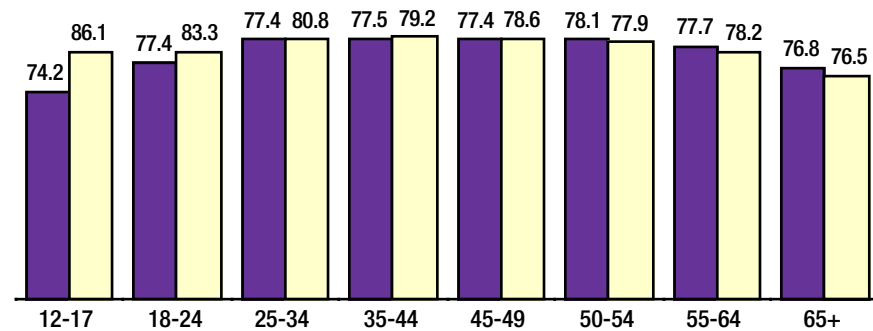
Note: Figures above are Cume Rating Indexes.

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

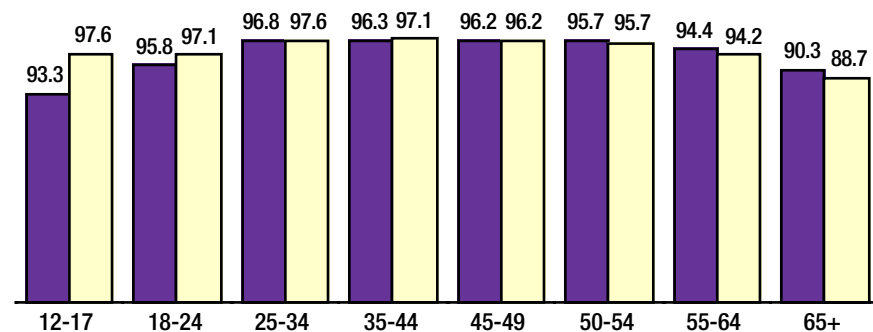
Listening by Daypart



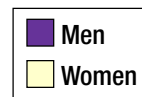
Mon-Fri 7PM-Mid



Sat-Sun 6AM-Mid



Mon-Sun 6AM-Mid



Note: Figures above are Cume Rating Indexes.

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

People's Favorite Formats

This section highlights 15 specific formats available to millions of people across the county. 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 it reinforces the fact that there is a format out there for everyone!

Here is a sampling of the facts you'll find in the following pages:

Teens 12-17 listen the most to music that is "current"—formats such as Top 40 (31), Urban (25), and Modern Rock (9). Those formats, along with Adult Contemporary (14) and Album Rock (12), are the top choices for young adults 18-24 as well.

Identifying with the music they grew up with and still interested in new sounds, Adults 25-34 listen to Album Rock (13) and Top 40 (11) stations. However, those formats are not their first listening choice. Instead, 25- to-34-year-olds turn to Adult Contemporary for a lot of their listening pleasure (18).

After age 35 format preferences start to change. Like the demographic before them, 35- to-44-year-old listeners choose Adult Contemporary as their favorite format (18). But, the similarities among those two age groups end there, because 35- to-44-year-old listeners opt next for News/Talk (13) and then Country (10).

Older baby boomers in the 45-54 age group spend most of their tune-in time with News/Talk (18), Adult Contemporary (18) and Oldies (13). With 28 percent of 55- to-64-year-olds' listening going to News/Talk, this gab-fest format slots in at number one for this age group, followed by Country (15) and Adult Contemporary (14).

Adults 65+ have a very clear favorite—41 percent of their listening is devoted to News/Talk. Other strong contenders for the 65+ crowd are MOR/Big Band (18) and Country (10).

AC

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

A Few Format Highlights

Sixty-four percent of the Adult Contemporary audience are Women 18+ and 36 percent are Men 18+.

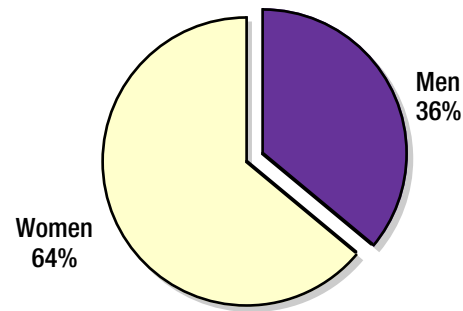
Fully half of the Adult Contemporary audience is aged 25-44.

Adults 35-64 spend the most time listening to Adult Contemporary, eight hours and 11 minutes, during an average week.

AC Stations
978
Total Stations
12,840

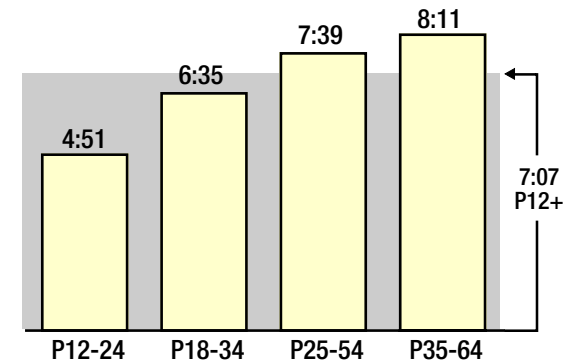
Source: Arbitron
September 1998

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



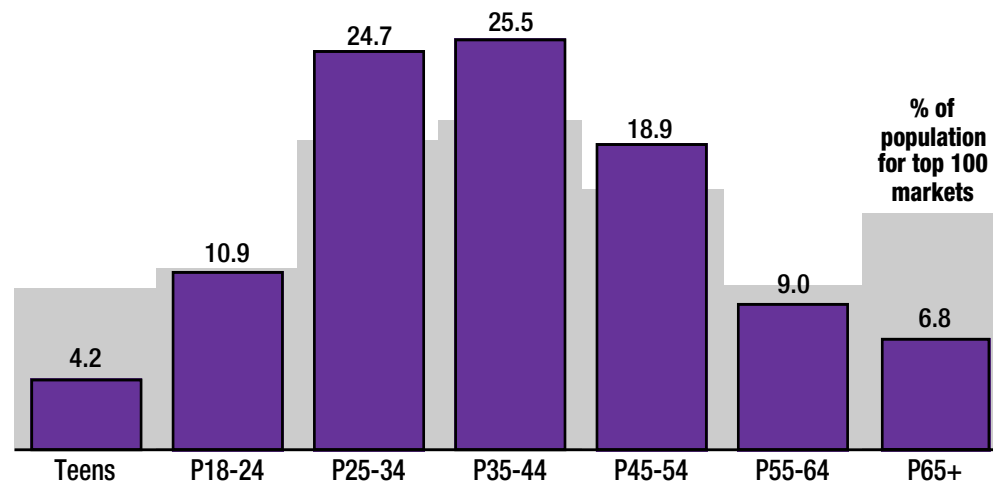
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on AC

AC

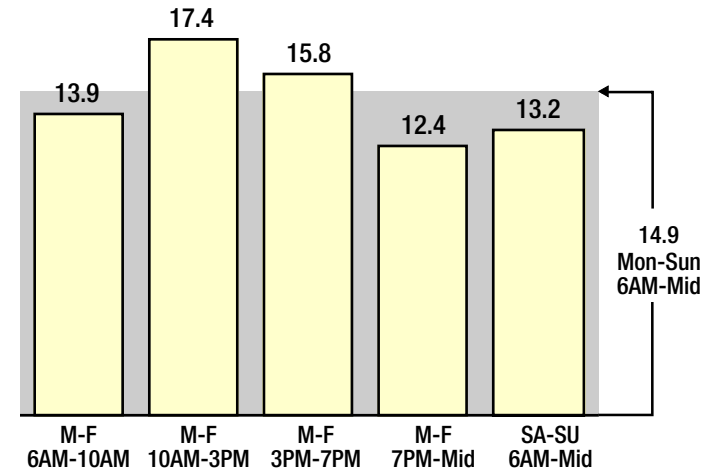
Adult Contemporary is a year-round favorite—its share of listening changes very little from month to month.

Adult Contemporary is the most listened-to format during the 10AM-3PM and 3PM-7PM dayparts.

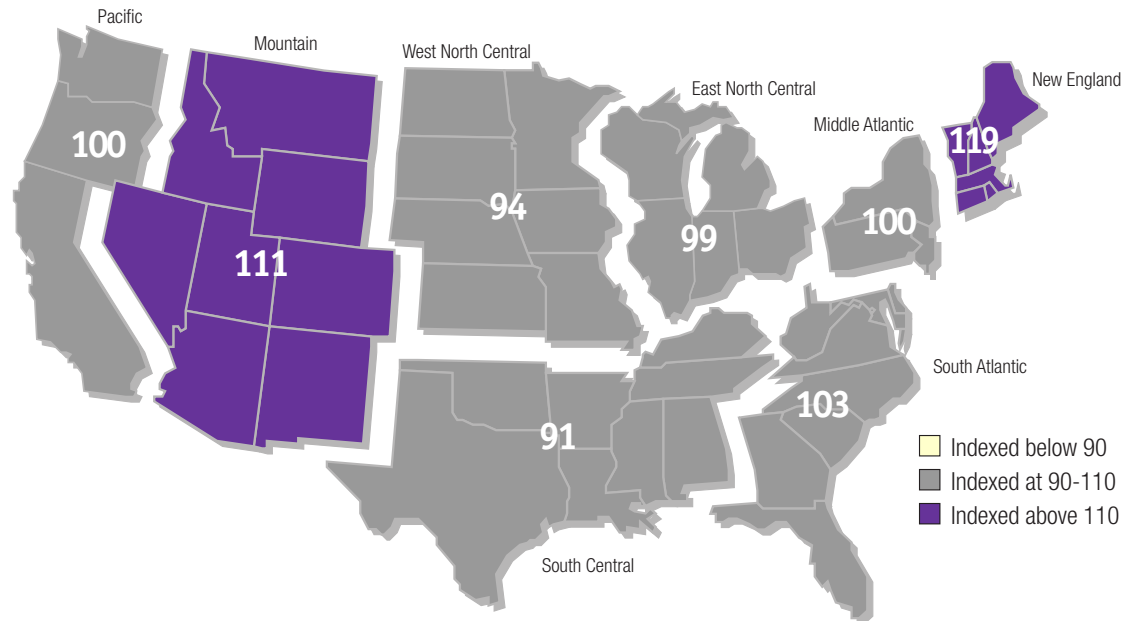
Compared with other regions of the country, New Englanders are 19 percent more likely to tune in to Adult Contemporary stations.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	14.6	14.4	15.1	14.9
P18-34	16.0	15.7	16.7	16.2
P25-54	17.0	16.7	17.7	17.5
P35-64	16.3	16.1	17.0	16.9
M18+	11.0	10.7	11.4	11.2
W18+	18.9	18.9	19.8	19.5
Teens	8.9	8.8	8.6	8.6

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Album Rock

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

A Few Format Highlights

This is a format with tremendous appeal to men—71 percent of Album Rock's listeners are Men 18+. No other format can claim such a large share of adult male listeners.

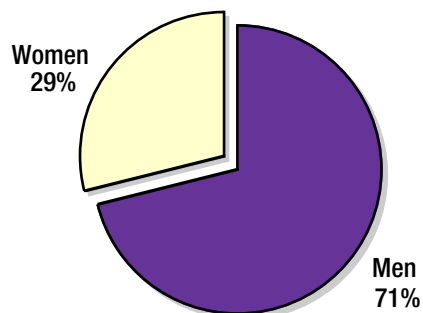
Sixty-five percent of Album Rock listeners are Adults 25-44 and they spend about seven and a half hours listening to Album Rock each week.

Album Rock attracts more listeners aged 25-34 than any other format.

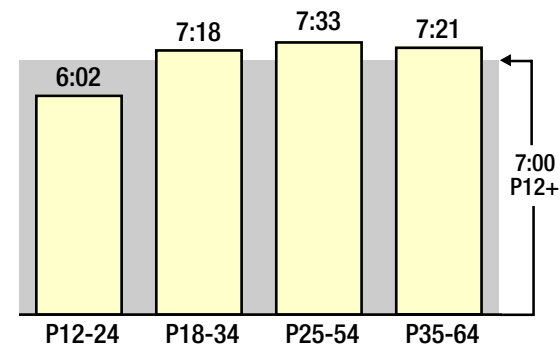
Album Rock Stations
381
Total Stations
12,840

Source: Arbitron
September 1998

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

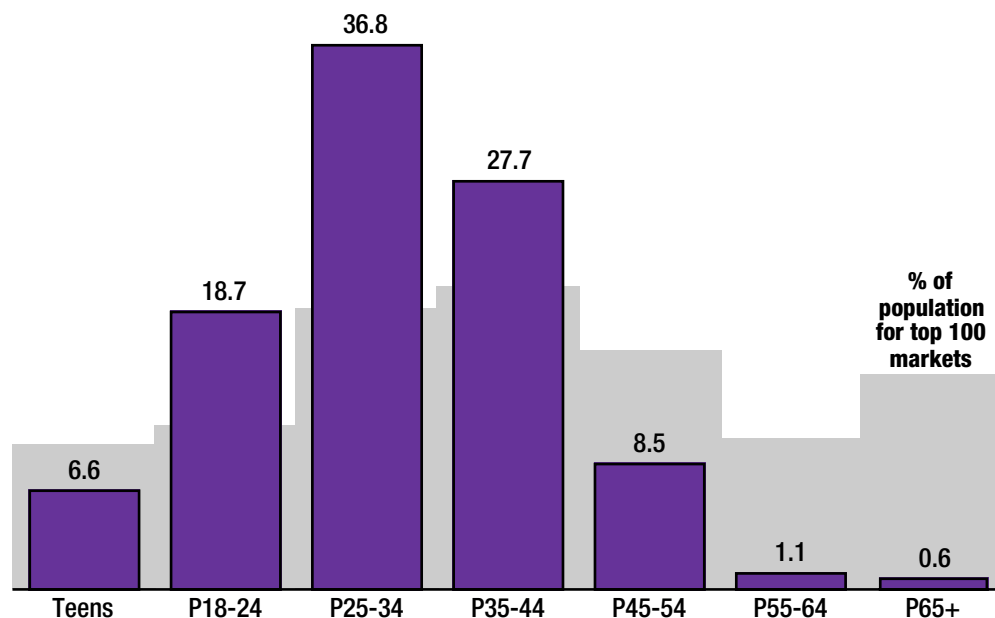


Listeners 18+
Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Album Rock 

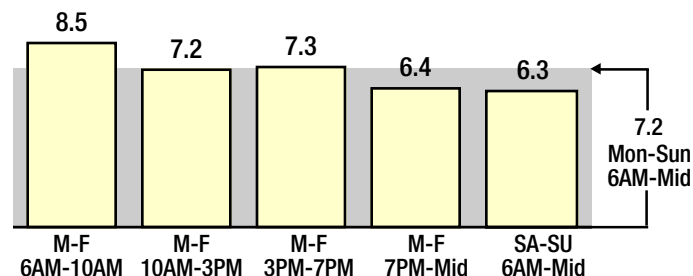
Album Rock

Teens and adults start their day with Album Rock. Monday through Friday, nine percent of them tune in to Album Rock between 6AM and 10AM.

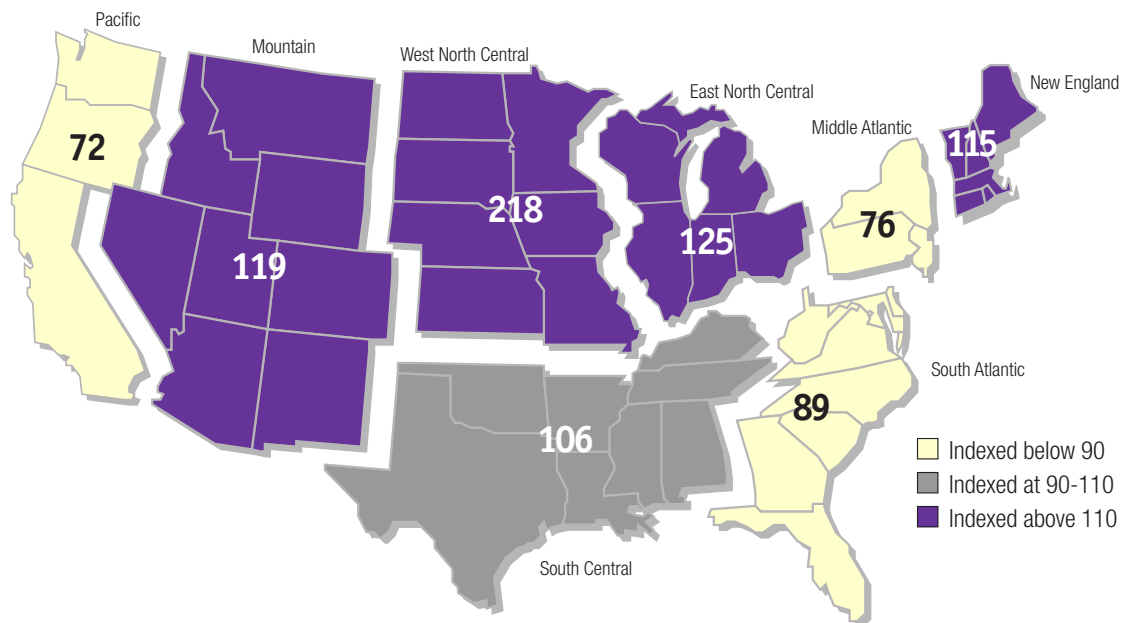
Listeners in the West North Central region are twice as likely to listen to Album Rock than the average listener. This format is also very popular in the East North Central and Mountain regions.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	6.8	6.8	6.8	7.2
P18-34	11.8	11.7	11.4	12.2
P25-54	8.3	8.4	8.5	9.0
P35-64	5.0	5.4	5.5	5.7
M18+	9.7	9.9	10.0	10.5
W18+	4.0	4.0	3.8	4.2
Teens	6.5	6.1	6.8	6.6

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Classic Rock

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

A Few Format Highlights

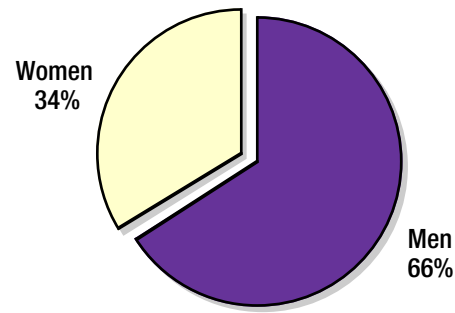
Two-thirds of Classic Rock's audience is Men 18+. After Album Rock, this format pulls in the second largest adult male audience.

A huge share of Classic Rock's listeners are, not surprisingly, those who grew up with it. Forty percent of the audience are Adults 35-44, along with another 29 percent of Adults 25-34. They listen to Classic Rock for a little more than seven hours each week.

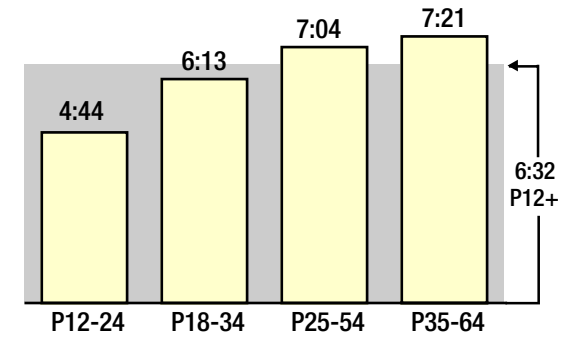
Classic Rock Stations
381
Total Stations
12,840

Source: Arbitron September 1998

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

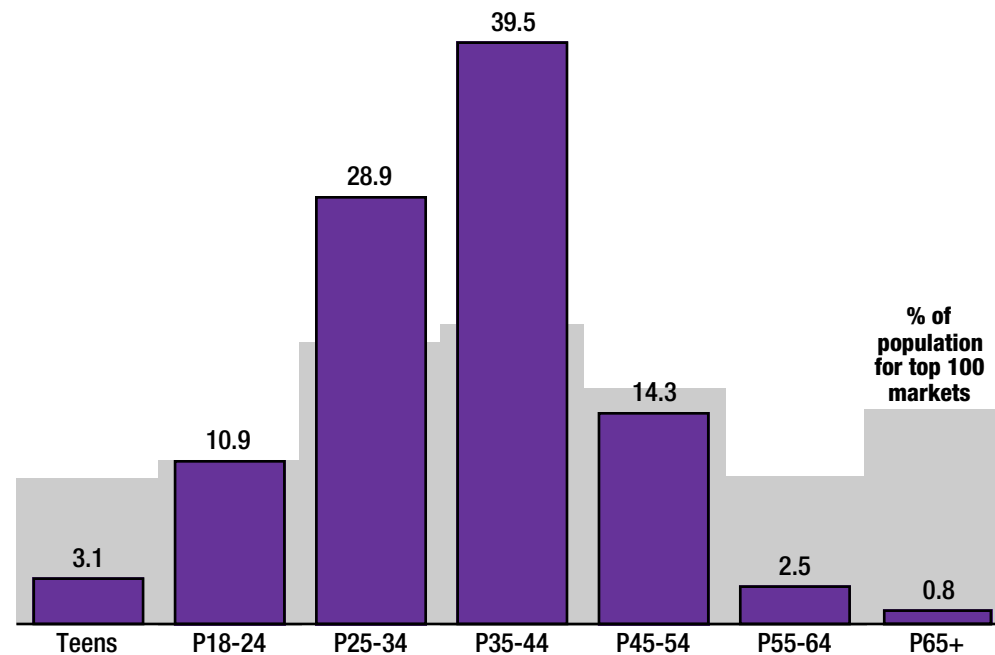


Listeners 18+
Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Classic Rock

Classic Rock

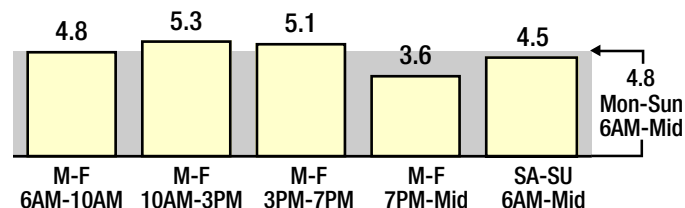
Classic Rock listeners are most likely to tune in weekdays during the 10AM-3PM daypart.

Teens and adults living in the Mountain and New England regions are most likely to be Classic Rock fans. The listening indexes there are 173 and 152, respectively.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	4.9	4.7	4.6	4.8
P18-34	6.4	6.1	5.6	5.8
P25-54	6.9	6.7	6.6	6.7
P35-64	5.6	5.4	5.5	5.7
M18+	7.1	6.7	6.6	6.7
W18+	3.3	3.2	3.1	3.4
Teens	2.4	2.0	2.0	2.0

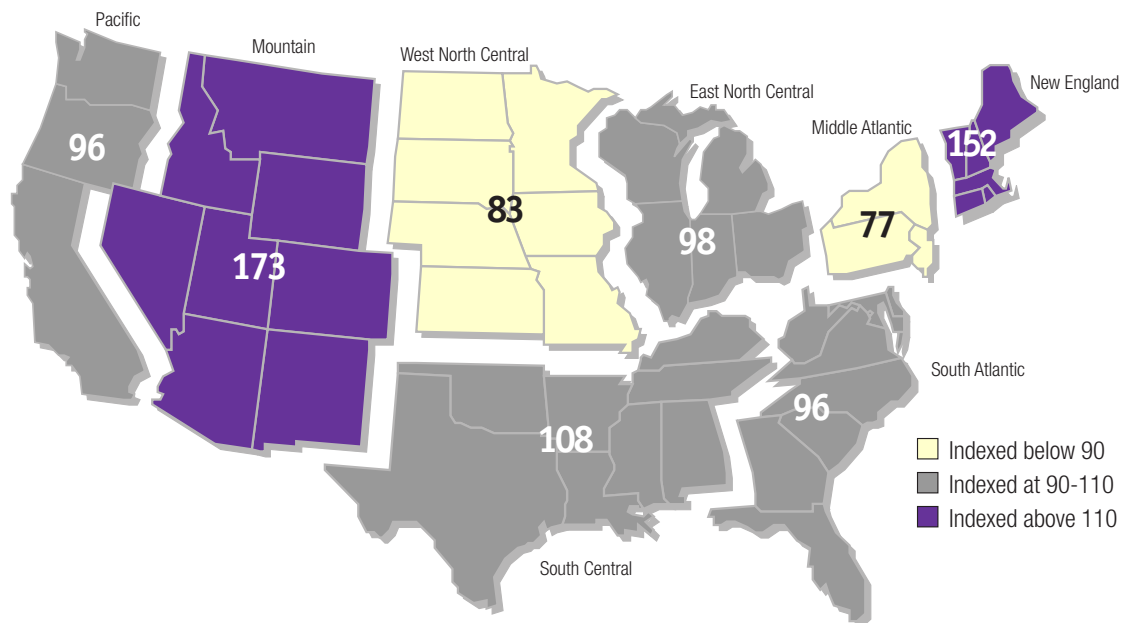
AQH Share of Listening by Season

Mon-Sun, 6AM-Mid



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

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

Classical

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

A Few Format Highlights

A little over half of Classical's listening audience is Women 18+. Men 18+ make up the balance of 47 percent.

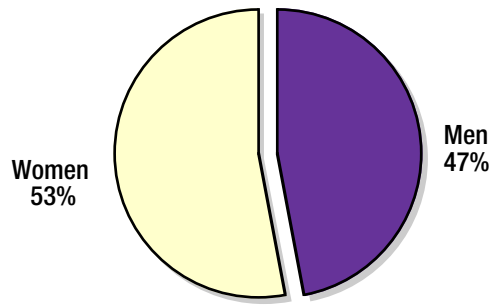
More than three-quarters—77 percent—of Classical listeners are aged 45+. Clearly this is a format that has great appeal for middle-aged and older adults.

Adults 35-64 spend three more hours (seven hours and 44 minutes) each week listening to Classical than Adults 18-34 (four hours and 35 minutes).

Classical Stations
286
Total Stations
12,840

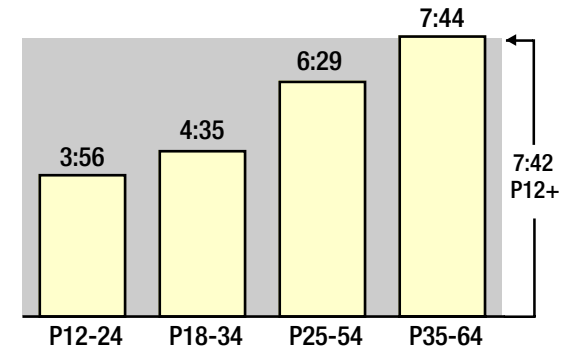
Source: Arbitron September 1998

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



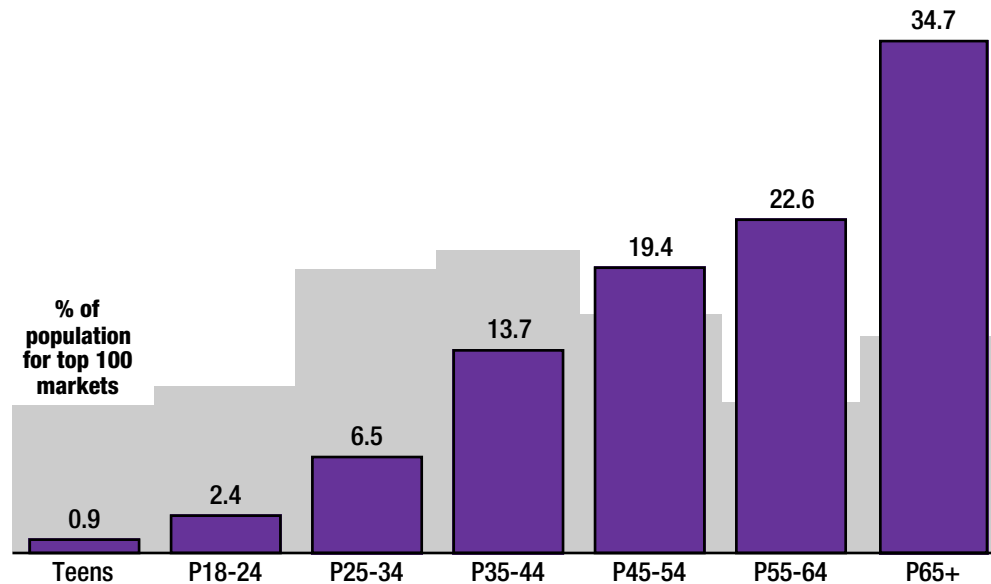
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Classical 

Classical

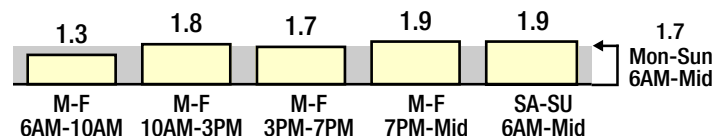
The weather does not seriously affect Classical listeners. The share of listeners of all ages who tune in to Classical stations is stable from season to season.

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

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	1.7	1.7	1.8	1.7
P18-34	0.5	0.5	0.5	0.5
P25-54	1.2	1.2	1.2	1.1
P35-64	2.0	2.0	2.0	2.0
M18+	1.7	1.8	1.9	1.7
W18+	1.9	1.9	2.0	1.9
Teens	0.2	0.2	0.2	0.2

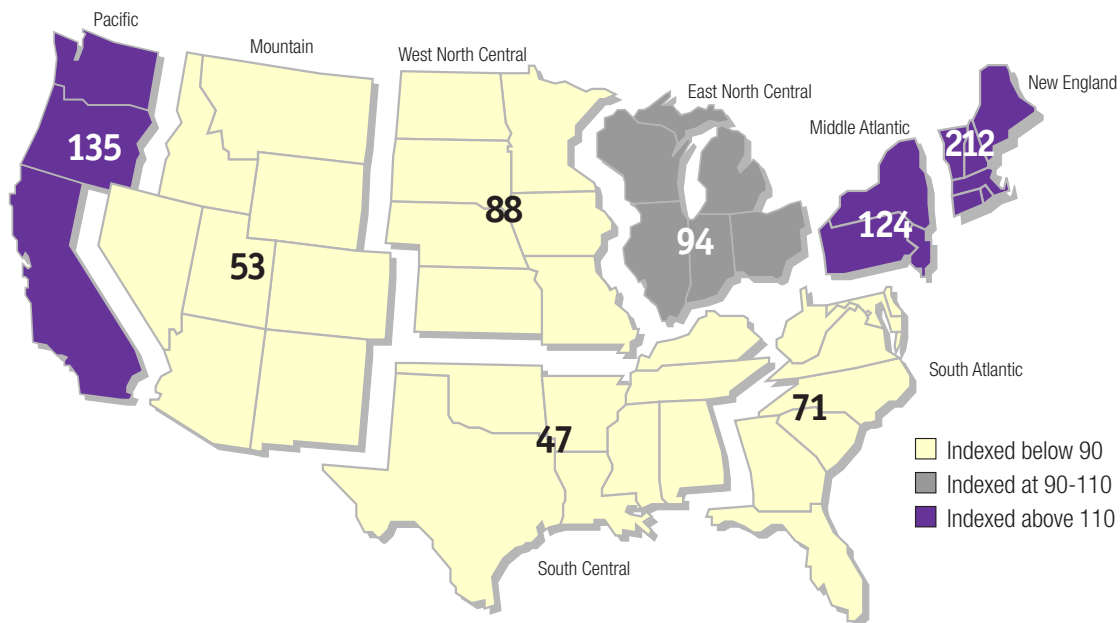
AQH Share of Listening by Season

Mon-Sun, 6AM-Mid



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

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

Country

Includes traditional and modern country music.

A Few Format Highlights

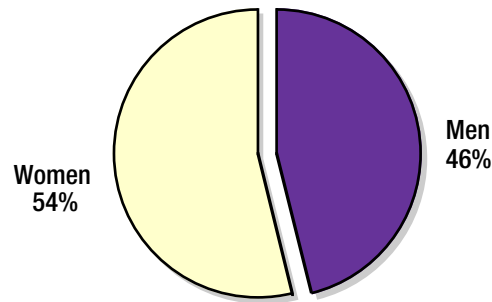
Country appeals to both men and women. Country-formatted stations have slightly more adult women (54 percent) than men (46 percent) in their listening audience.

The majority of Country's audience are Adults 25-54. This group spends eight hours and 51 minutes each week listening to Country. Adults 35-64 are the biggest listeners at nine hours and 36 minutes per week.

Country Stations
2,149
Total Stations
12,840

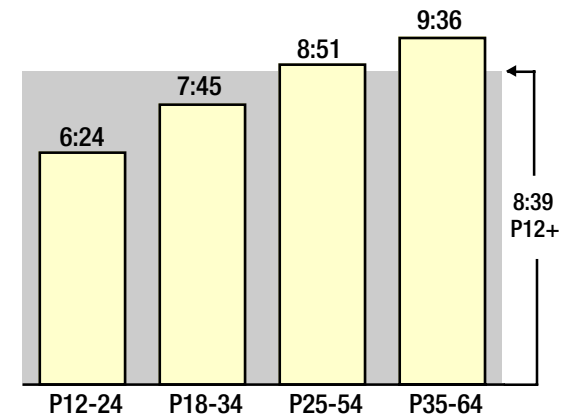
Source: Arbitron
September 1998

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



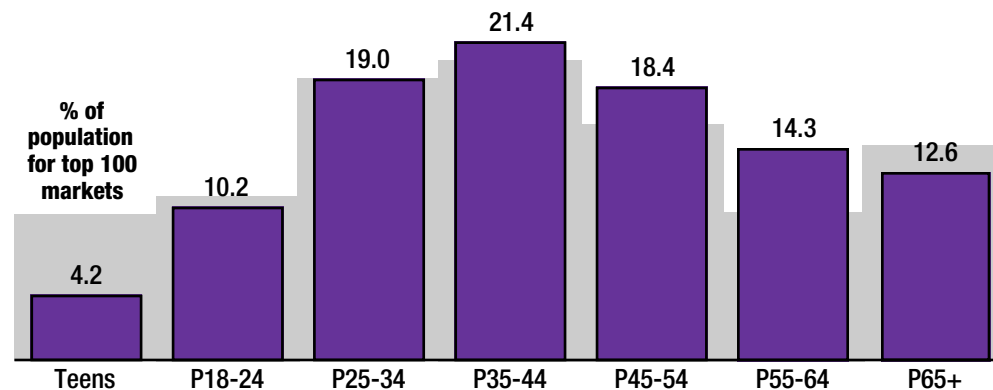
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Country 

Country

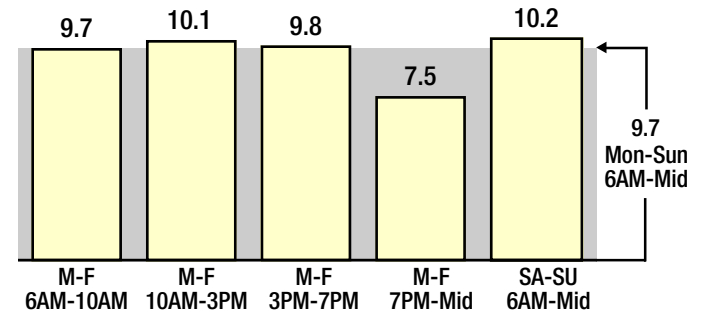
Country's audience tunes in consistently year-round, although summer attracts a slightly larger share of listeners of all ages.

The most popular dayparts for Country are weekends and weekdays 10AM-3PM.

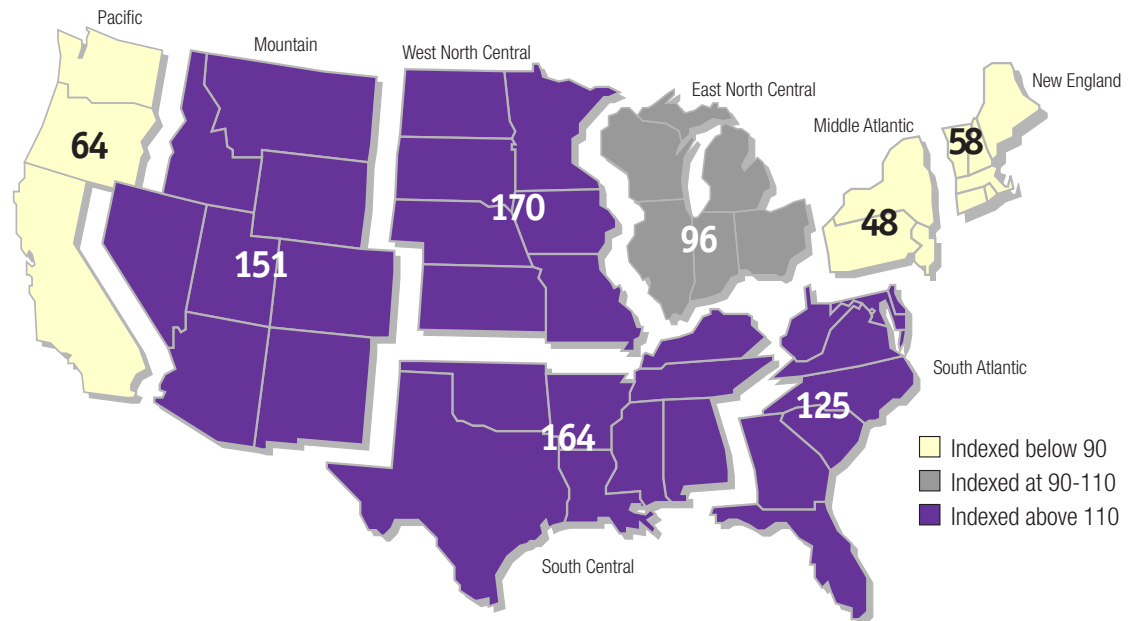
The largest audiences for Country are found in the West North Central and South Central regions.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	10.4	10.3	9.8	9.7
P18-34	9.5	9.5	9.2	8.6
P25-54	10.8	10.7	10.1	9.7
P35-64	11.9	11.7	11.1	11.1
M18+	10.2	10.0	9.5	9.3
W18+	11.2	11.3	10.8	10.8
Teens	7.0	5.8	5.3	5.6

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Modern Rock

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

A Few Format Highlights

Sixty-two percent of Modern Rock’s listeners are Men 18+ and 38 percent are Women 18+.

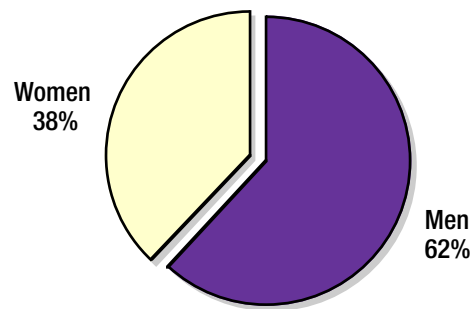
Modern Rock appeals most to the under 50 crowd—94 percent of the audience is aged 44 or younger. Adults 25-34 account for fully 36 percent of Modern Rock listeners.

Teens and adults alike spend some five to six hours a week listening to Modern Rock.

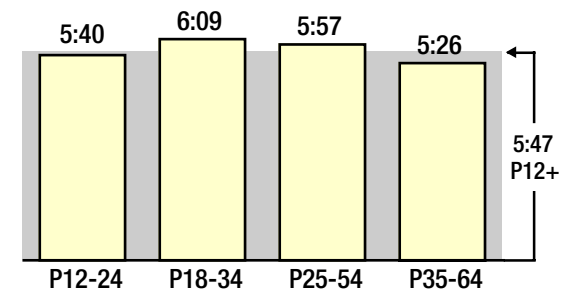
Modern Rock Stations
94
Total Stations
12,840

Source: Arbitron
September 1998

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

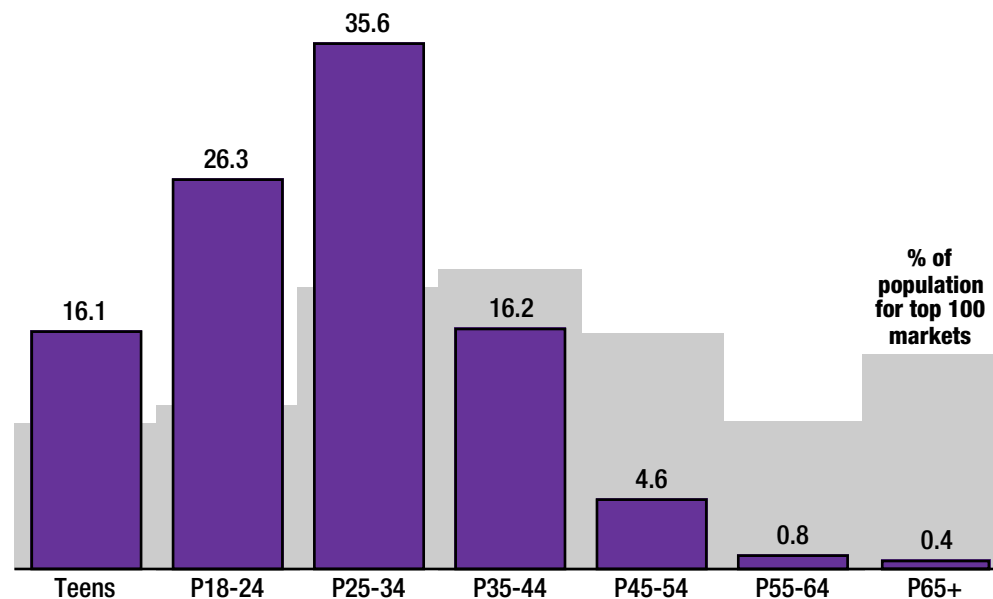


Listeners 18+
Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Modern Rock

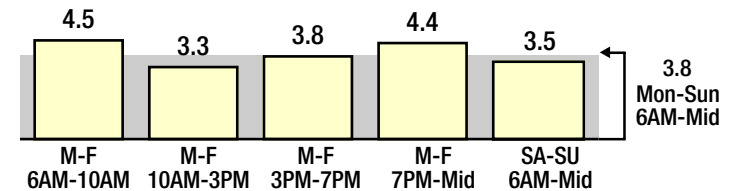
Modern Rock

Modern Rock's listeners can be found tuning in 6AM to 10AM (4.5 percent) and 7PM to 12Midnight (4.4 percent) Monday through Friday.

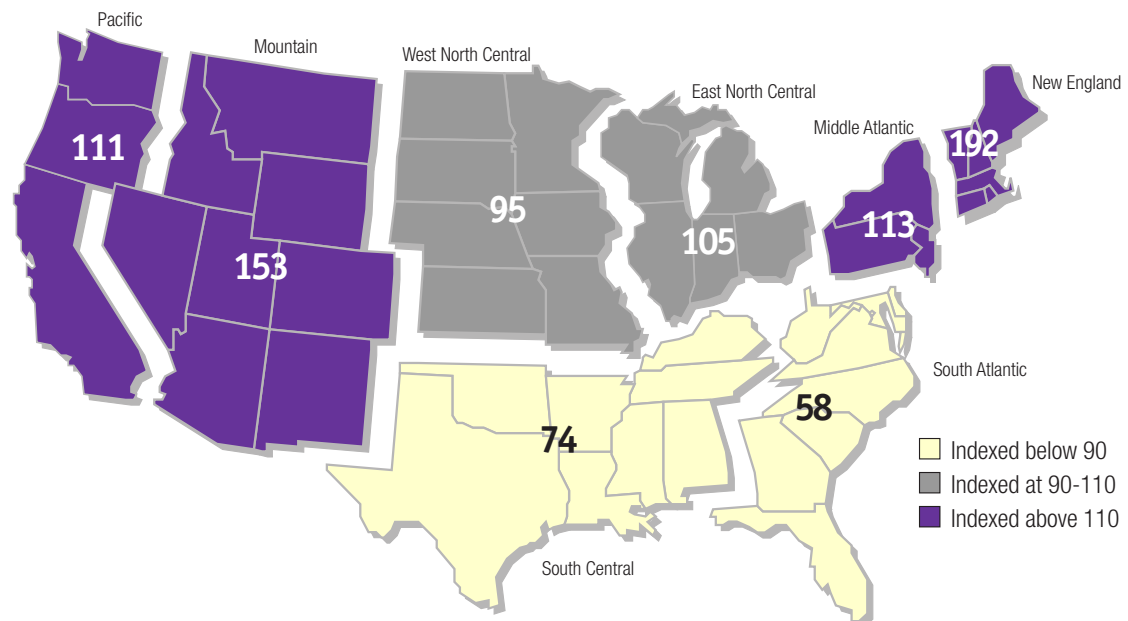
People living in the New England and Mountain regions are far more likely to tune in to Modern Rock than the average listener.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	4.1	4.1	4.0	3.8
P18-34	7.7	7.5	7.5	7.2
P25-54	3.8	3.8	3.9	3.7
P35-64	1.7	1.8	1.9	1.8
M18+	4.6	4.7	4.6	4.4
W18+	2.8	2.6	2.6	2.6
Teens	9.9	9.7	9.4	8.5

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

MOR/ Big Band

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

A Few Format Highlights

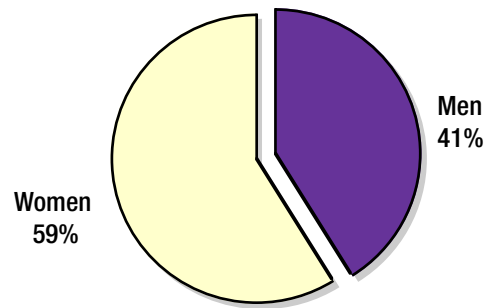
Six out of every 10 MOR/Big Band listeners are Women 18+. The remainder of the audience are Men 18+.

Sixty-five percent of MOR/Big Band's listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.

MOR/Big Band Stations
391
Total Stations
12,840

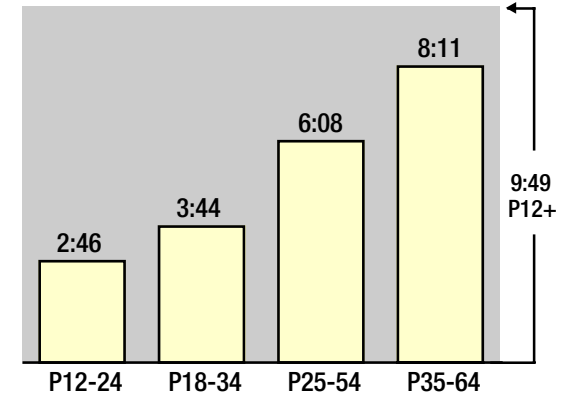
Source: Arbitron
September 1998

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



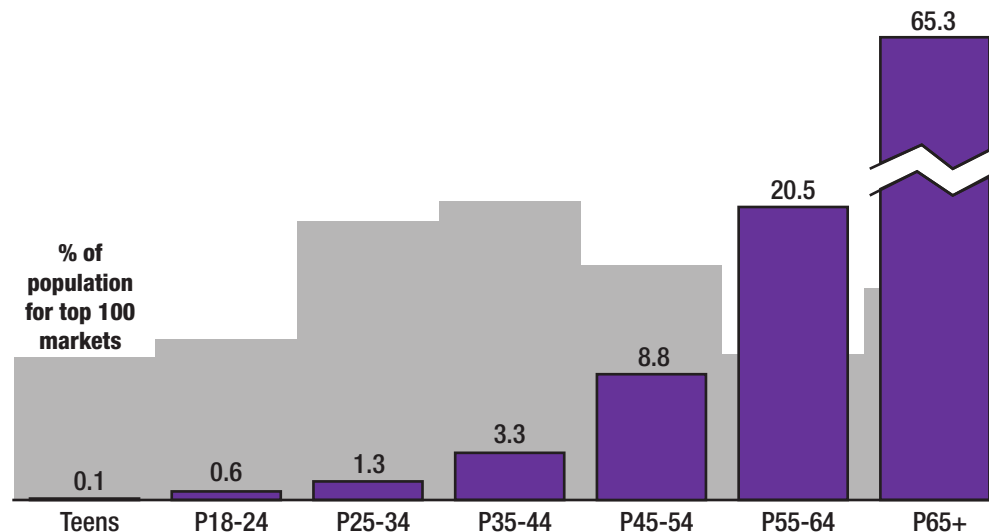
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on MOR/Big Band 

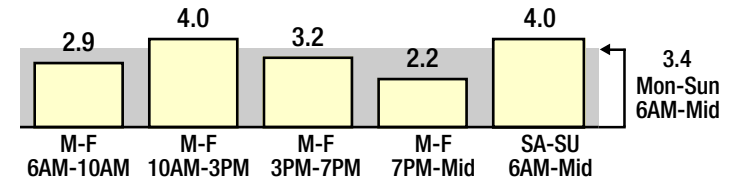
MOR/ Big Band

The most popular dayparts for listening to MOR/Big Band are weekdays 10AM to 3PM and weekends.

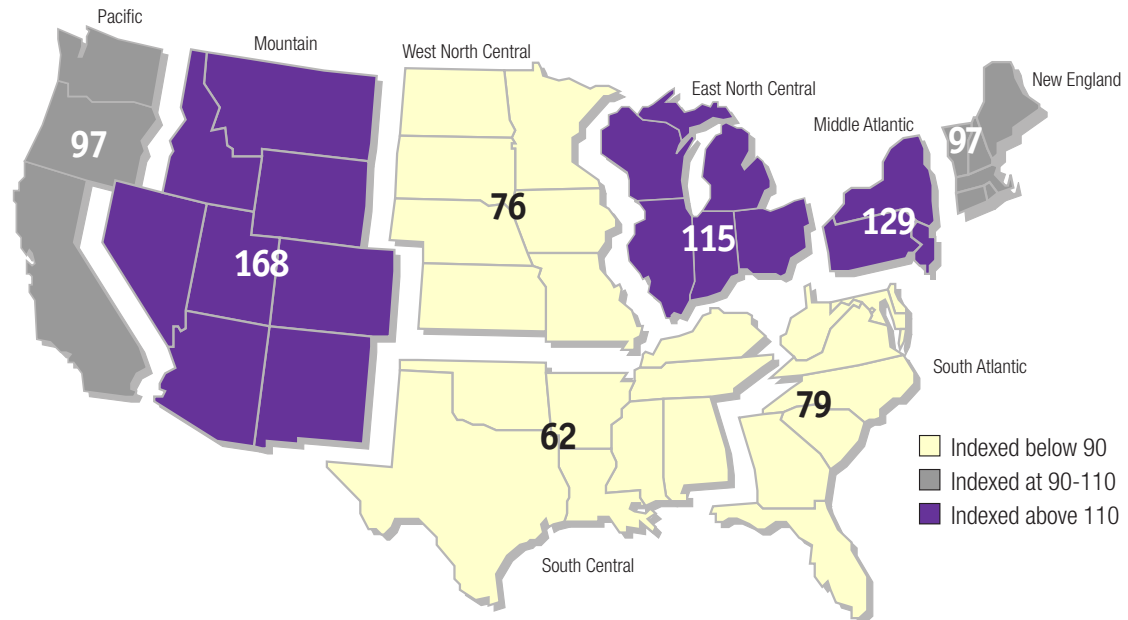
MOR/Big Band has its largest following among listeners in the Mountain region, where they are 68 percent more likely to tune in to the MOR/Big Band sound than the average listener.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	3.4	3.4	3.5	3.4
P18-34	0.2	0.2	0.2	0.2
P25-54	0.7	0.8	0.8	0.8
P35-64	2.3	2.3	2.4	2.4
M18+	3.0	3.0	3.2	3.1
W18+	4.2	4.3	4.4	4.3
Teens	0.1	0.1	0.1	0.0

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

NAC/ Smooth Jazz

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

A Few Format Highlights

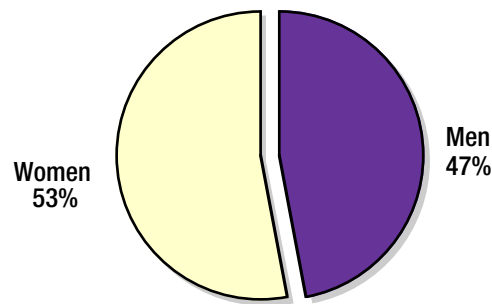
NAC/Smooth Jazz has slightly more Adult Women 18+ (53 percent) in its audience than Adult Men (47 percent).

The bulk of NAC/Smooth Jazz's audience—72 percent—are Adults 35-64. These people spend just under nine hours a week listening to this format.

NAC/ Smooth Jazz Stations
79
Total Stations
12840

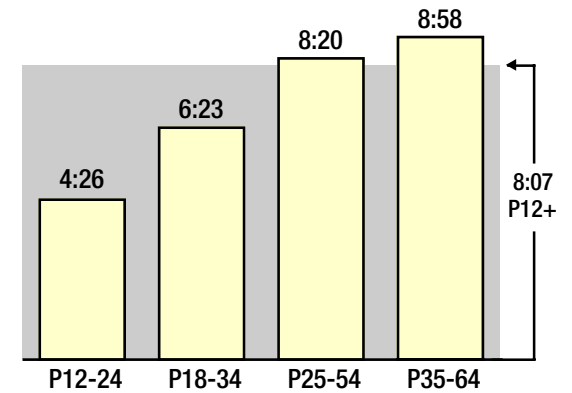
Source: Arbitron
September 1998

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



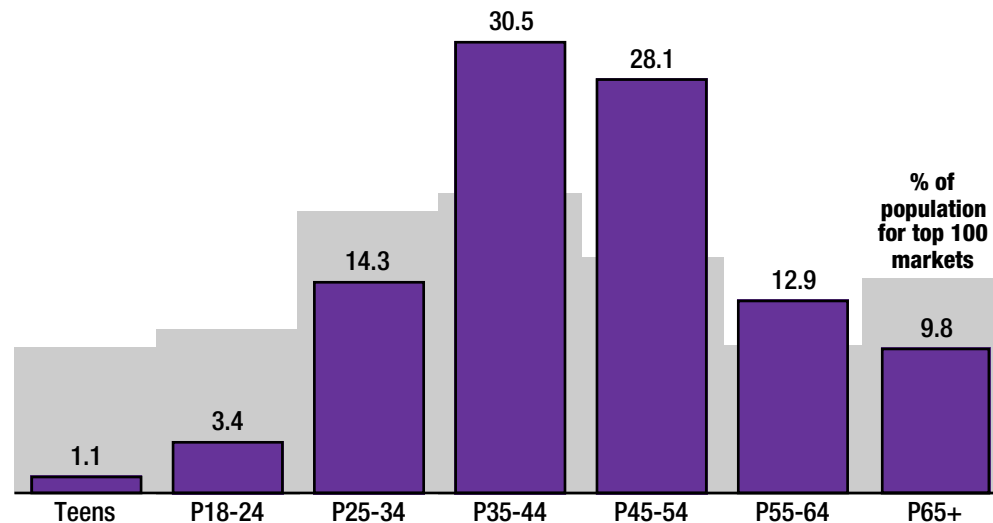
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on NAC/Smooth Jazz 

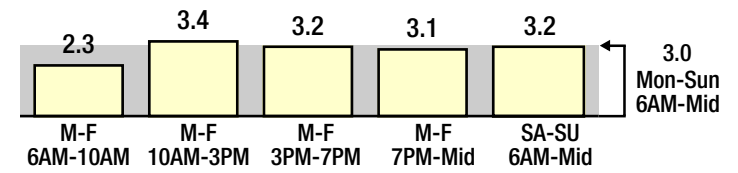
NAC/ Smooth Jazz

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

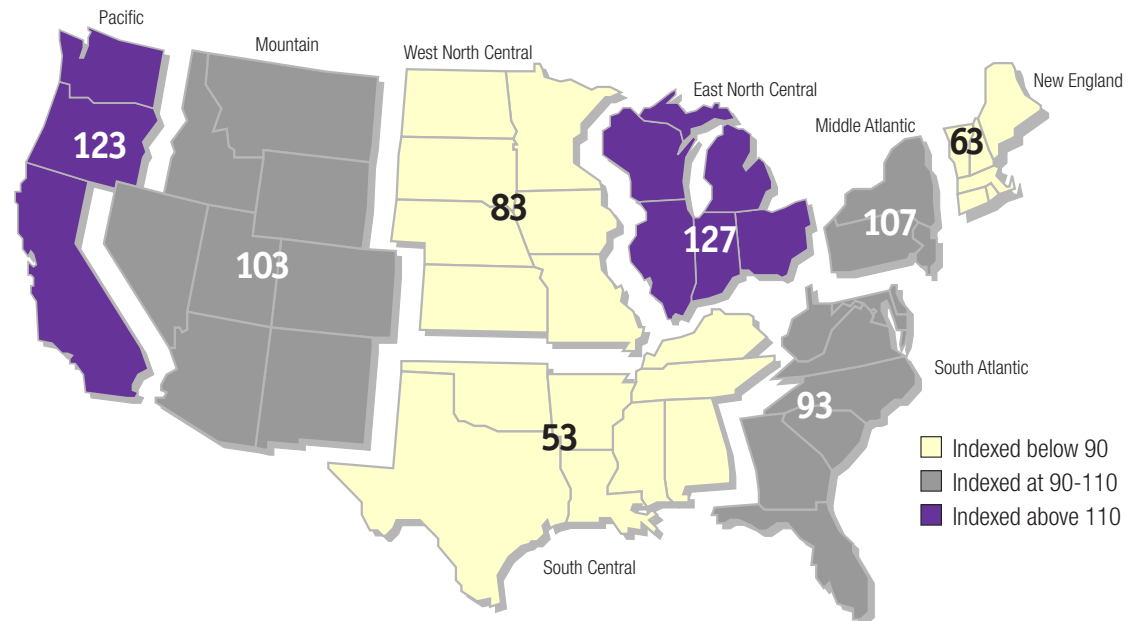
NAC/Smooth Jazz has an above-average share of listening in the East North Central (127) and Pacific (123) regions.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	3.1	3.0	3.2	3.0
P18-34	1.7	1.7	2.0	1.6
P25-54	3.8	3.7	4.0	3.7
P35-64	4.7	4.5	4.7	4.6
M18+	3.2	3.2	3.4	3.1
W18+	3.3	3.3	3.4	3.3
Teens	0.5	0.5	0.4	0.5

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

News/Talk

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

A Few Format Highlights

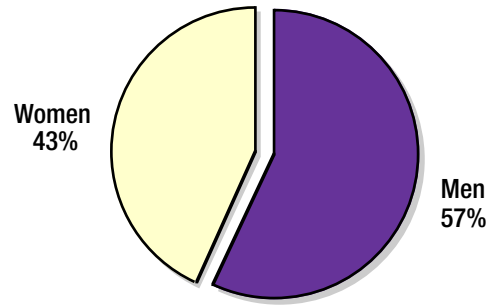
Fifty-seven percent of News/Talk's listeners are Men 18+ and a slightly smaller share, 43 percent, are Women 18+.

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

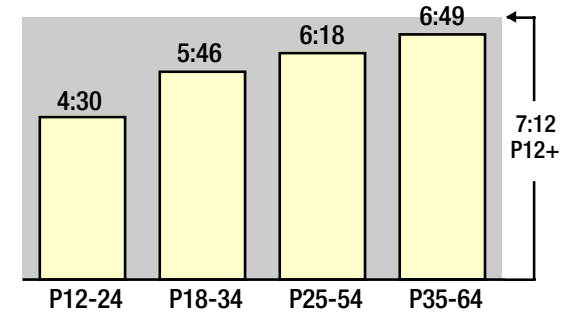
News/Talk Stations
1,240
Total Stations
12,840

Source: Arbitron
September 1998

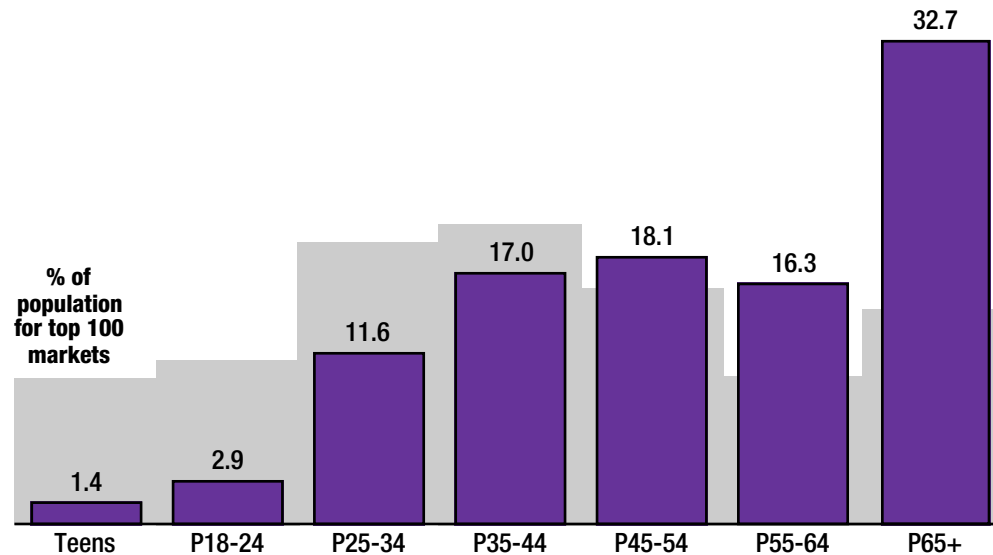
Source: Format definitions are from Billboard and are used in the Arbitron National Database. All data come from Arbitron National Database, 94 Continuously Measured markets, Spring '98 survey.



Listeners 18+
Mon-Sun, 6AM-Mid



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



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

More on News/Talk 

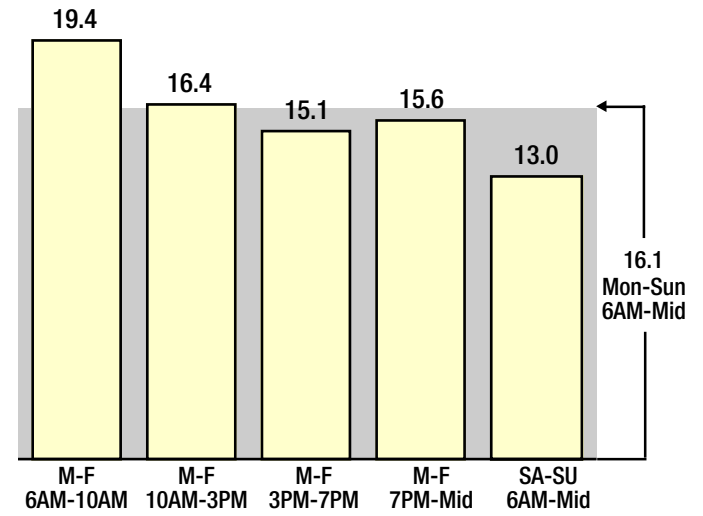
News/Talk

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

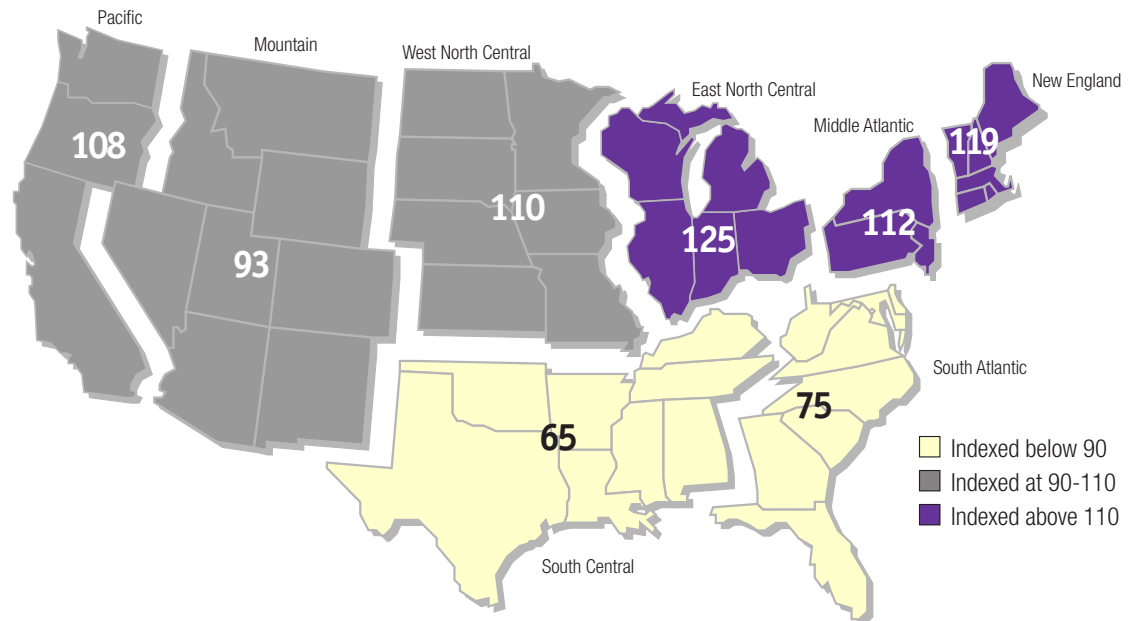
This format performs best in the East North Central (25 percent above average), New England (19 percent above average) and Middle Atlantic (12 percent above average) regions.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	15.6	16.5	16.2	16.1
P18-34	6.1	7.1	6.8	7.1
P25-54	12.3	13.4	13.1	12.7
P35-64	17.5	18.5	18.0	17.5
M18+	19.0	20.5	20.0	19.7
W18+	14.5	14.9	14.8	14.5
Teens	1.8	1.6	1.4	3.1

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Oldies

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

A Few Format Highlights

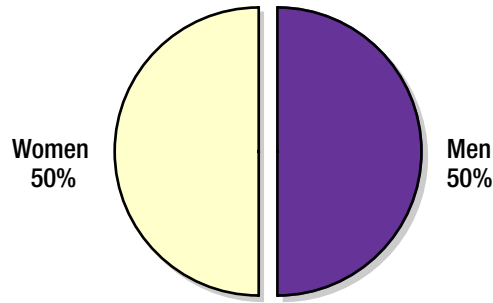
This format's audience splits right down the middle—half is Women 18+ and half is Men 18+.

Oldies' biggest fans are Adults 35-54, with 62 percent of Oldies listeners in this age group. Of all formats, Oldies has the largest share of listeners (38 percent) aged 45-54.

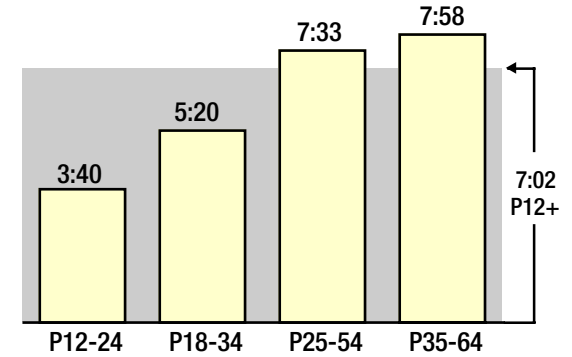
Oldies Stations
801
Total Stations
12,840

Source: Arbitron
September 1998

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

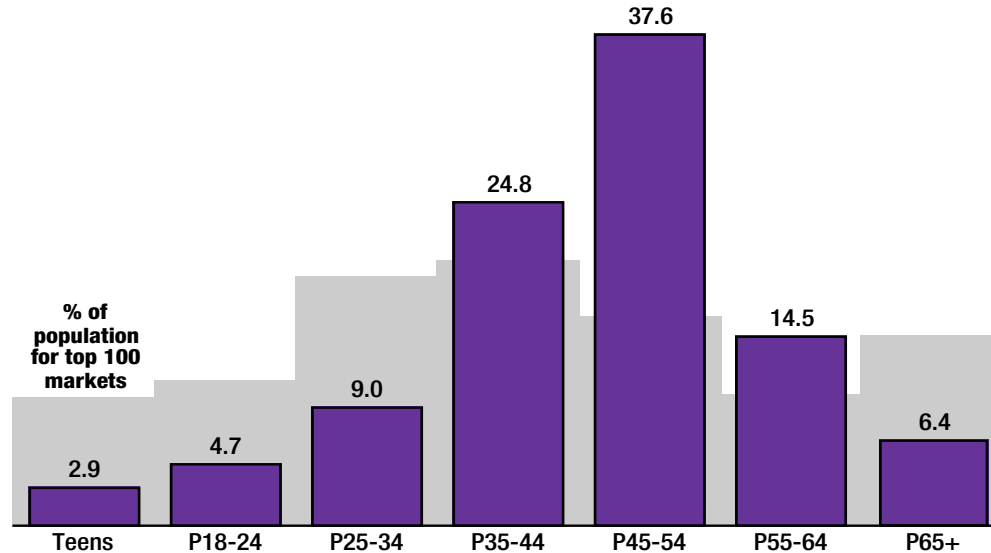


Listeners 18+
Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Oldies

Oldies

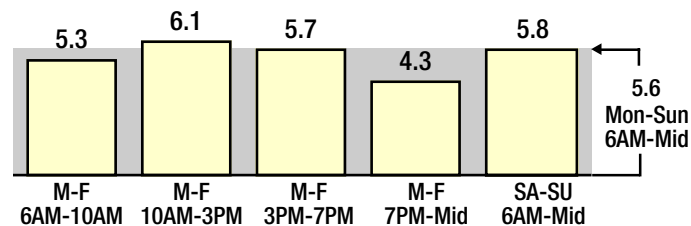
Oldies listeners are inspired by warm weather. Listeners of all ages are more likely to tune in to this format in the summer than during any other season.

New England is home to the most devoted Oldies audience. Here listeners are 41 percent more likely to tune in to an Oldies station than the average listener.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	6.1	5.9	5.7	5.6
P18-34	2.7	2.6	2.4	2.3
P25-54	7.4	7.2	6.7	6.8
P35-64	9.8	9.5	9.2	9.1
M18+	6.5	6.2	6.0	5.9
W18+	6.2	6.1	5.9	5.8
Teens	2.9	2.6	2.5	2.2

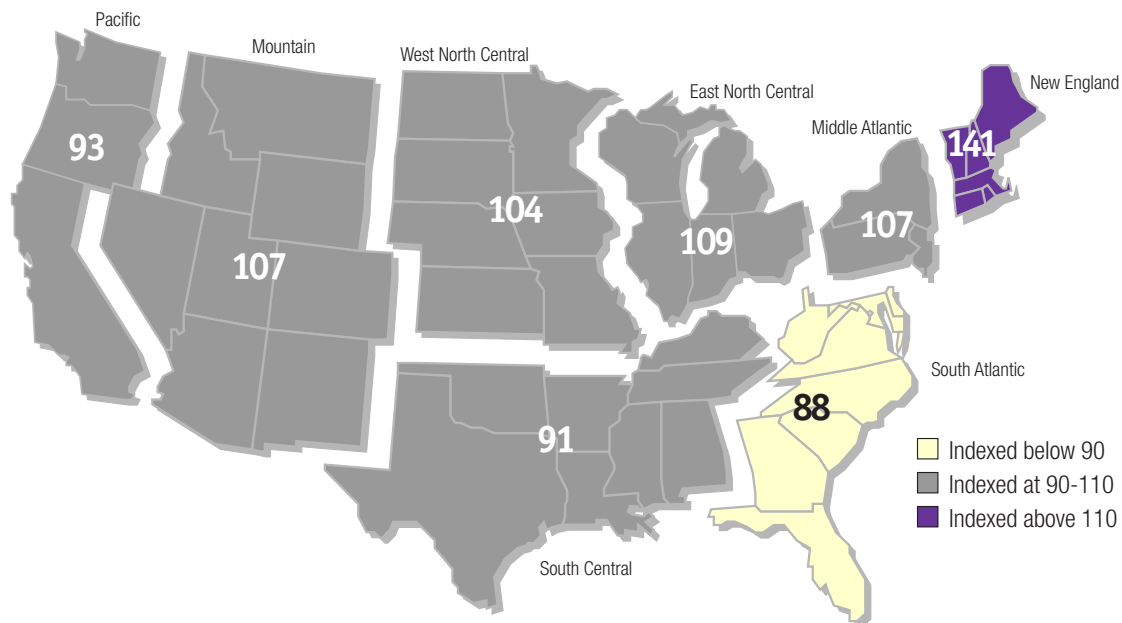
AQH Share of Listening by Season

Mon-Sun, 6AM-Mid



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

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

Religious

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

A Few Format Highlights

Religious claims the number one spot among formats for having the largest share—66 percent—of Women 18+ in its audience.

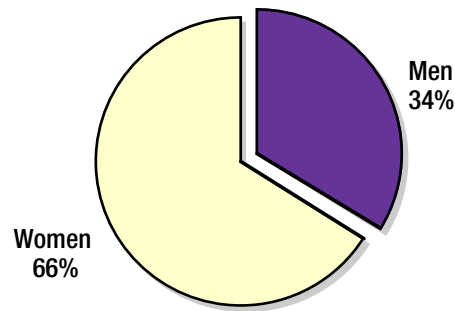
One-quarter of this format’s audience is Adults 35-44.

Adults 35-64 spend the most time each week listening to Religious stations—eight hours and 11 minutes.

Religious Stations
1,089
Total Stations
12,840

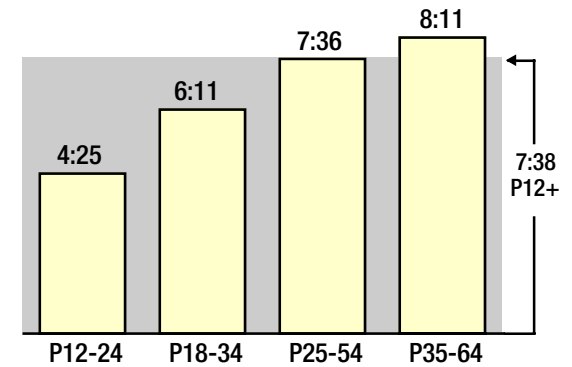
Source: Arbitron September 1998

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



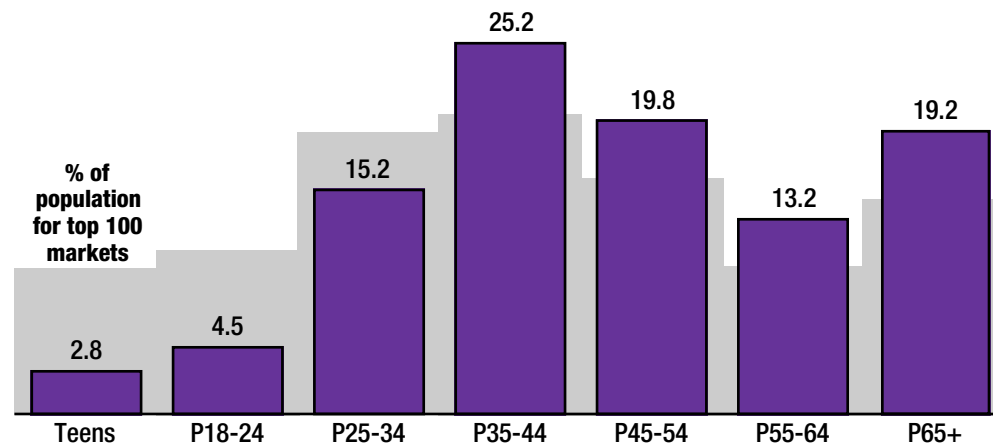
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Religious 

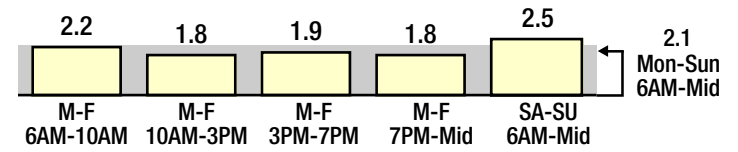
Religious

The largest share of listeners tune in to this format on the weekend.

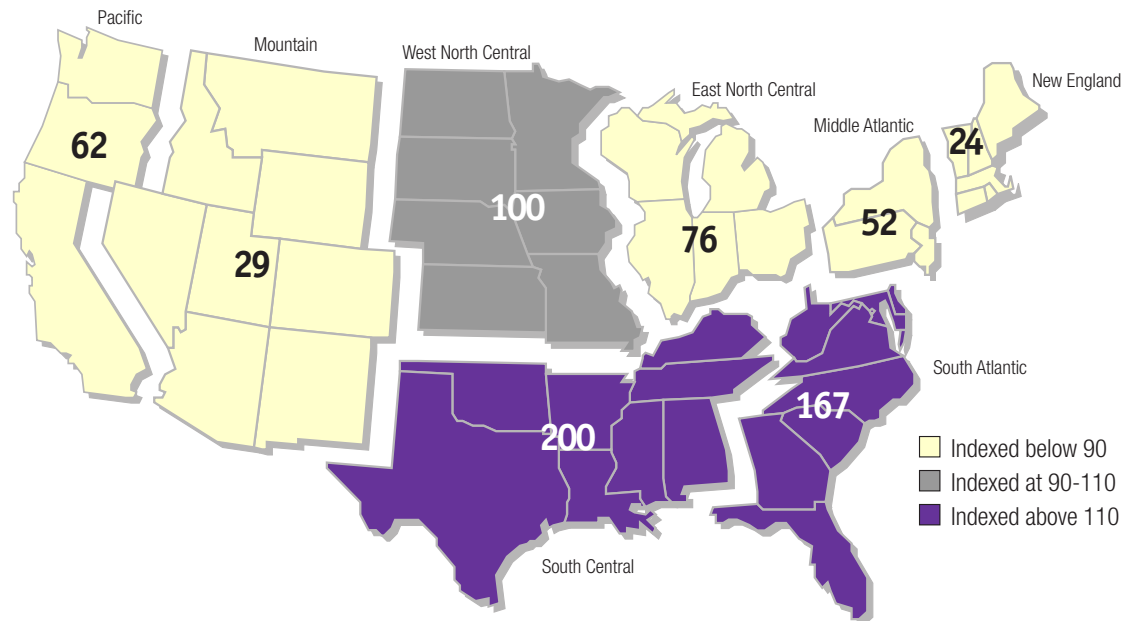
Compared to the average listener, listeners in the South Central region are twice as likely to listen to Religious-formatted stations.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	2.2	2.2	2.2	2.1
P18-34	1.4	1.3	1.5	1.2
P25-54	2.3	2.1	2.3	2.1
P35-64	2.7	2.6	2.6	2.5
M18+	1.6	1.5	1.6	1.5
W18+	3.0	3.1	3.0	2.8
Teens	0.9	0.9	0.7	0.8

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Spanish

All Spanish-language formats, including talk and music.

A Few Format Highlights

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

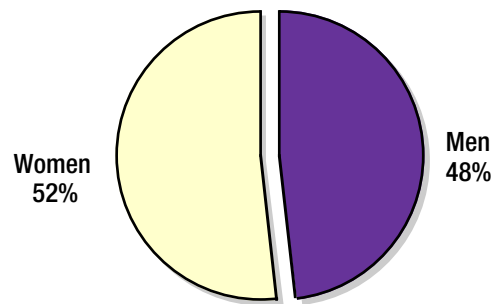
Nearly half—48 percent—of Spanish-radio-format listeners are Adults 25-44.

Compared with other formats, Spanish-formatted radio claims the greatest amount of time spent listening—10 hours and 23 minutes—by Adults 25-54.

Spanish Stations
459
Total Stations
12,840

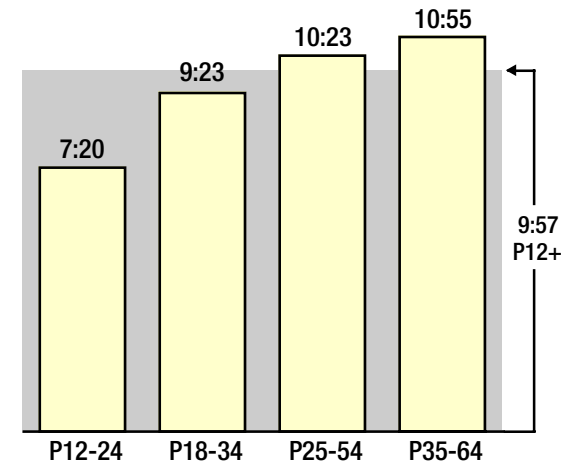
Source: Arbitron
September 1998

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



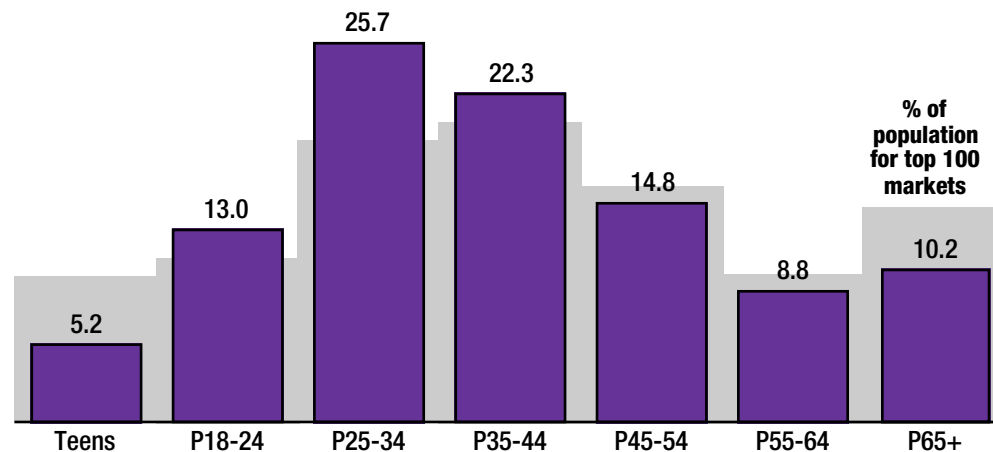
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

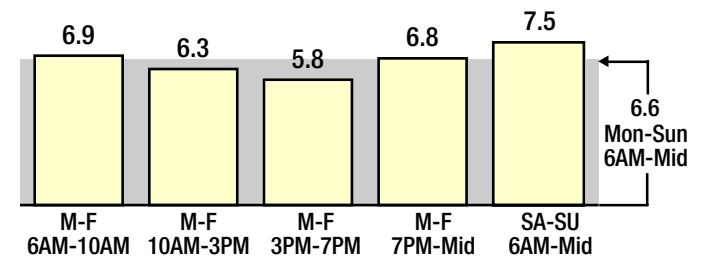
More on Spanish 

Spanish

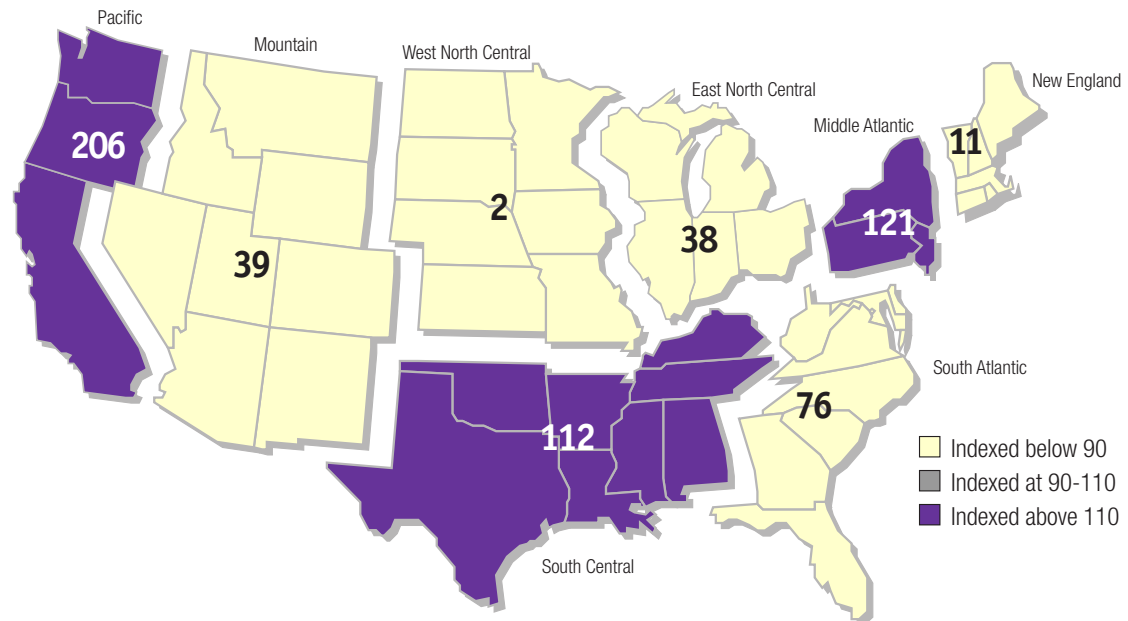
Above-average-listening audiences for Spanish-formatted radio are located in three regions: Pacific, Middle Atlantic and South Central. Listeners in the Pacific states are 106 percent more likely to tune in to a Spanish-formatted station than your average listener.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	6.2	6.2	6.3	6.6
P18-34	7.4	7.3	7.5	7.8
P25-54	6.5	6.7	6.8	7.1
P35-64	5.9	6.1	6.2	6.5
M18+	6.0	5.8	6.2	6.7
W18+	6.7	6.7	6.7	6.9
Teens	4.4	4.6	4.4	4.7

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Top 40

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

A Few Format Highlights

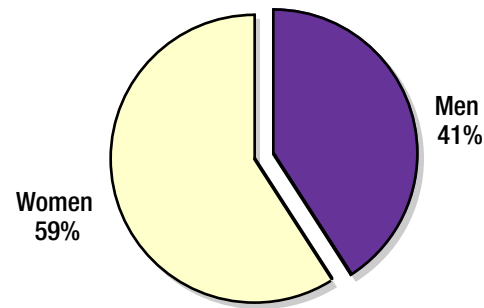
Top 40 listeners are more likely to be women than men. Fifty-nine percent of the Top 40 audience are Women 18+.

Three-quarters of Top 40’s audience are Teens and Adults 18-34. And, of all formats, Top 40 has the highest share of teenage listeners (25 percent).

Top 40 Stations
449
Total Stations
12,840

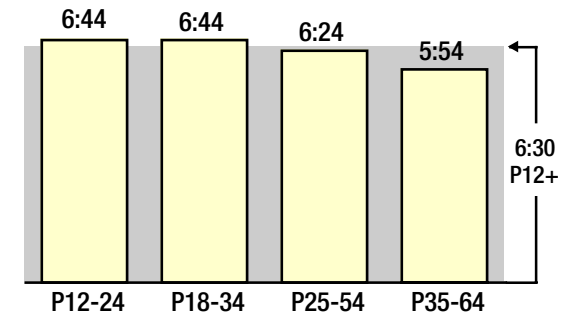
Source: Arbitron
September 1998

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



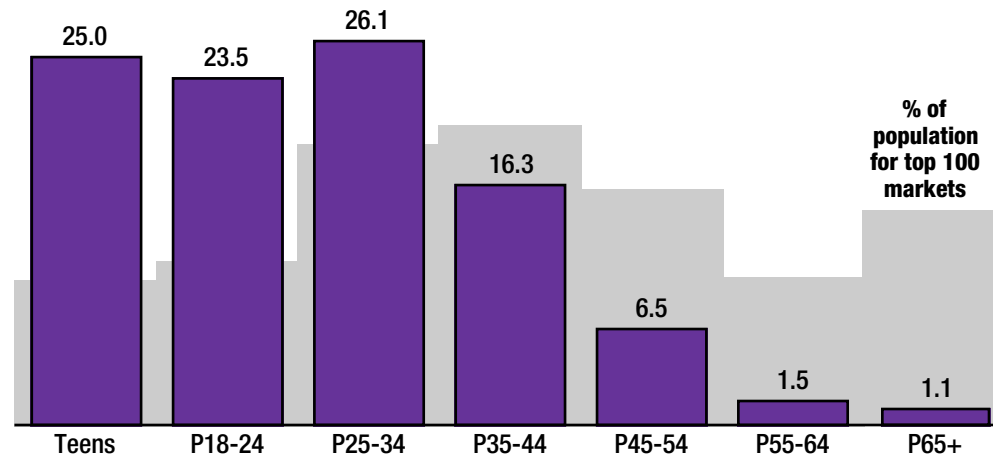
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

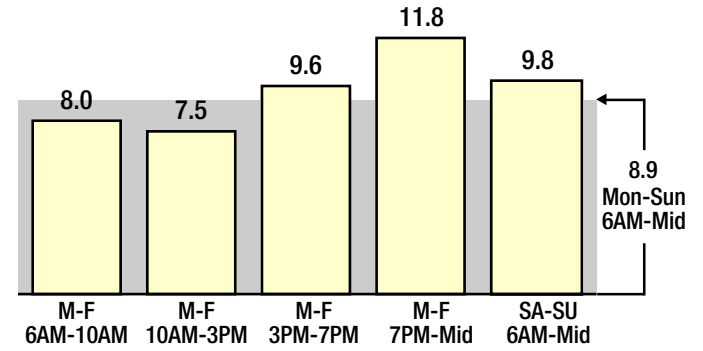
More on Top 40 

Top 40

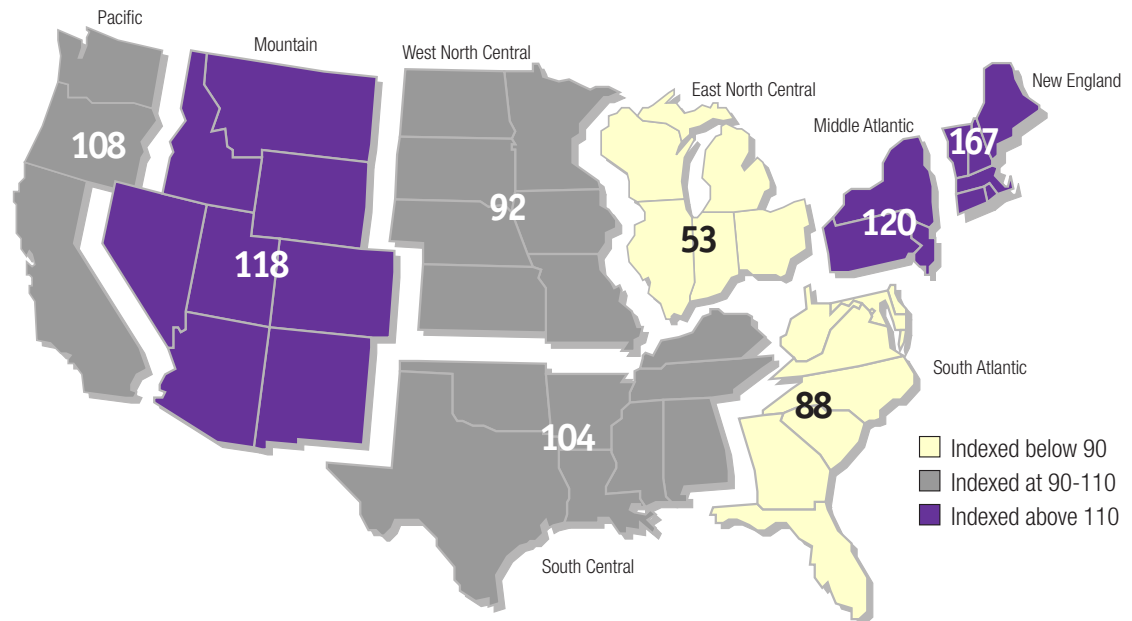
Out of all dayparts, Top 40 gets its largest share of listening—nearly 12 percent— weekdays from 7PM to 12Midnight.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	9.0	8.2	8.2	8.9
P18-34	13.3	12.2	12.4	13.4
P25-54	7.5	6.6	6.6	7.4
P35-64	4.8	4.1	4.2	4.6
M18+	6.3	5.4	5.3	6.0
W18+	8.3	7.6	7.7	8.3
Teens	28.7	30.2	30.7	30.5

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Urban

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

A Few Format Highlights

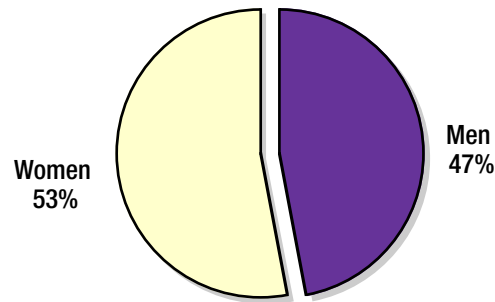
More Women 18+ (53 percent) listen to Urban-formatted stations than Men 18+ (47 percent).

Like the Top 40 audience, Urban listeners are young. More than 70 percent of Urban enthusiasts are Teens and Adults 18-34.

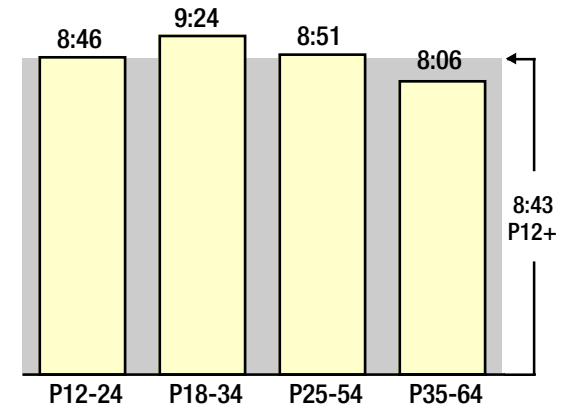
Urban Stations
186
Total Stations
12,840

Source: Arbitron
September 1998

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

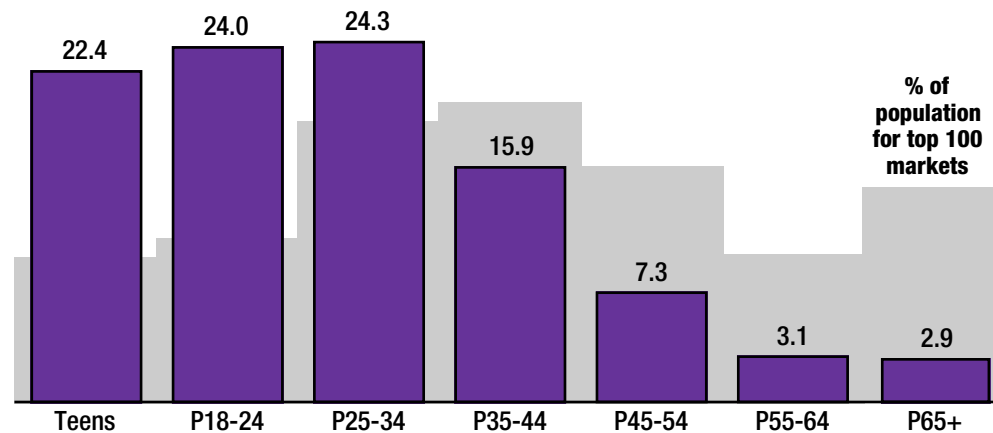


Listeners 18+
Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

More on Urban 

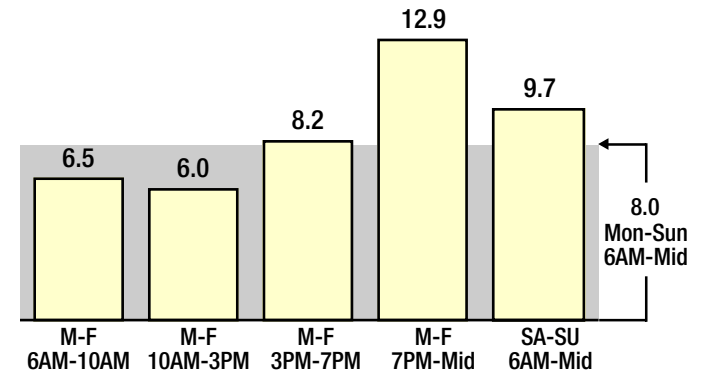
Urban

Urban stations are enjoyed at night—13 percent of listeners tune in weekdays from 7PM to 12Midnight.

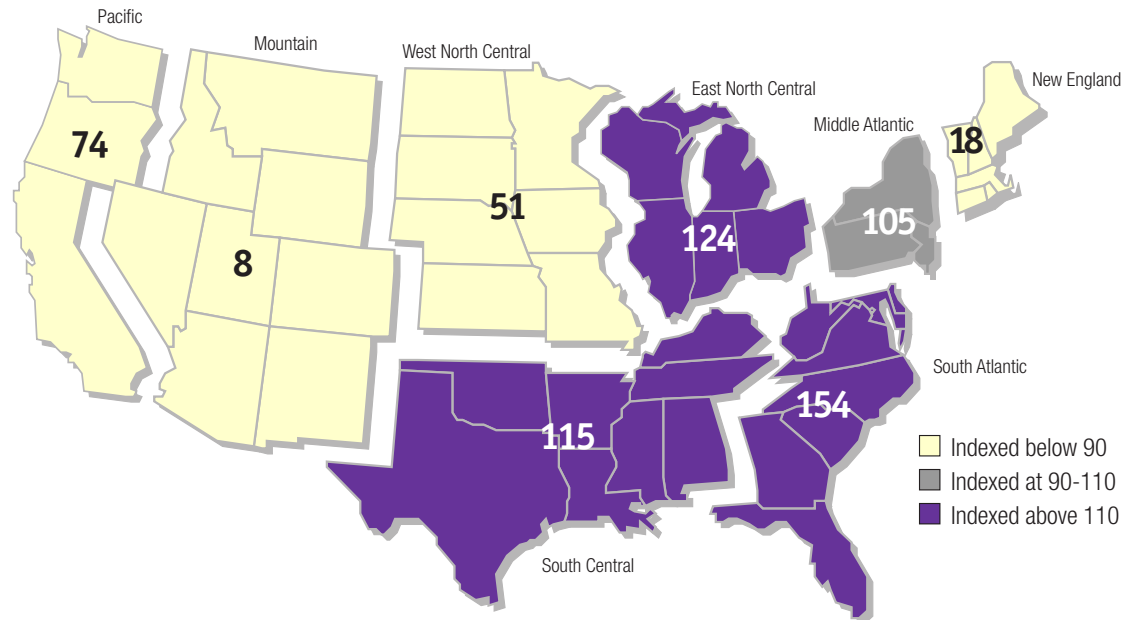
Listeners in the South Atlantic region are 54 percent more likely to listen to Urban than the average listener. Above-average-listening audiences are also located in the East North Central, South Central and Middle Atlantic regions.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	7.5	7.7	7.6	8.0
P18-34	11.0	11.4	11.4	11.7
P25-54	5.9	6.3	6.0	6.4
P35-64	4.1	4.4	4.1	4.5
M18+	6.0	6.1	6.0	6.4
W18+	6.5	6.8	6.6	6.9
Teens	22.9	23.9	24.6	24.5

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

Urban AC

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

A Few Format Highlights

Urban AC’s audience is made up of a larger share of Women 18+ (58 percent) than Men 18+ (42 percent).

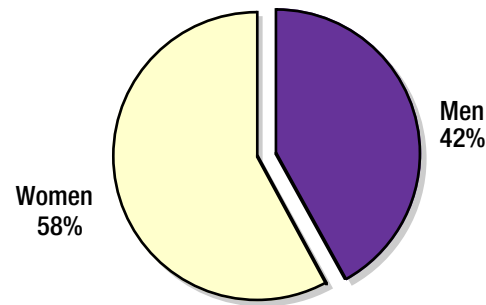
Fifty-four percent of Urban AC’s listeners are Adults 25-44.

Adults 35-64 dedicate almost 11 hours a week to Urban AC; no other age group spends this much time listening to a format!

Urban AC Stations
126
Total Stations
12,840

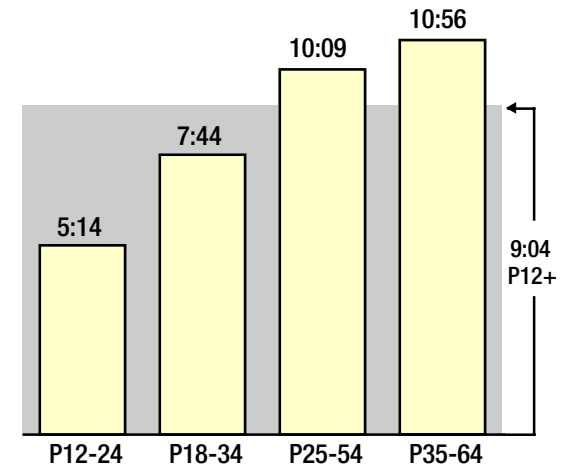
Source: Arbitron
September 1998

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



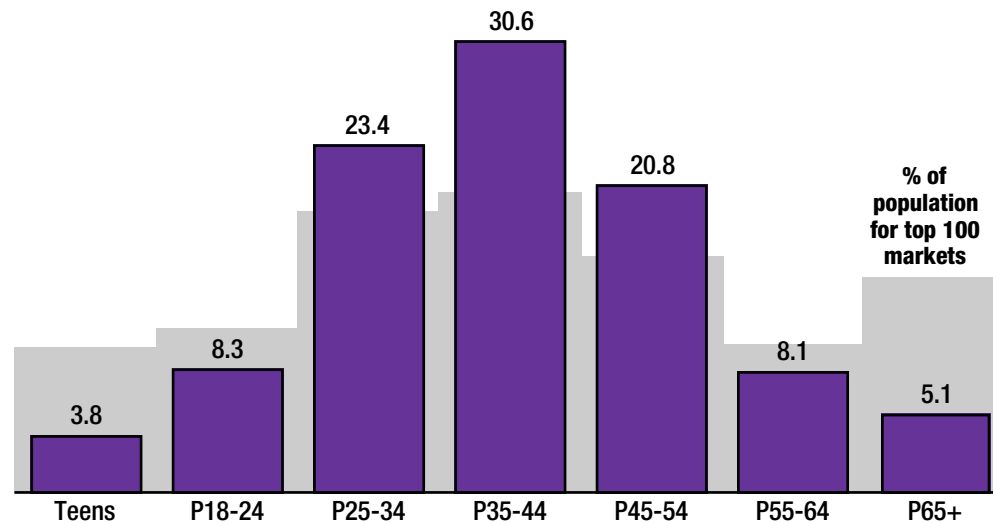
Listeners 18+

Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

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



Audience Composition

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

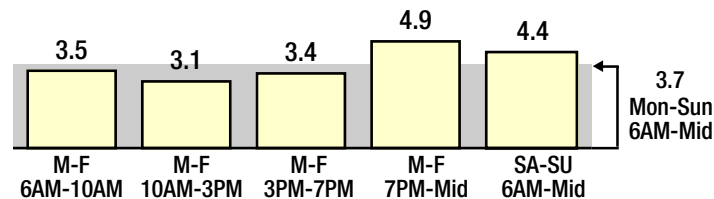
More on Urban AC 

Urban AC

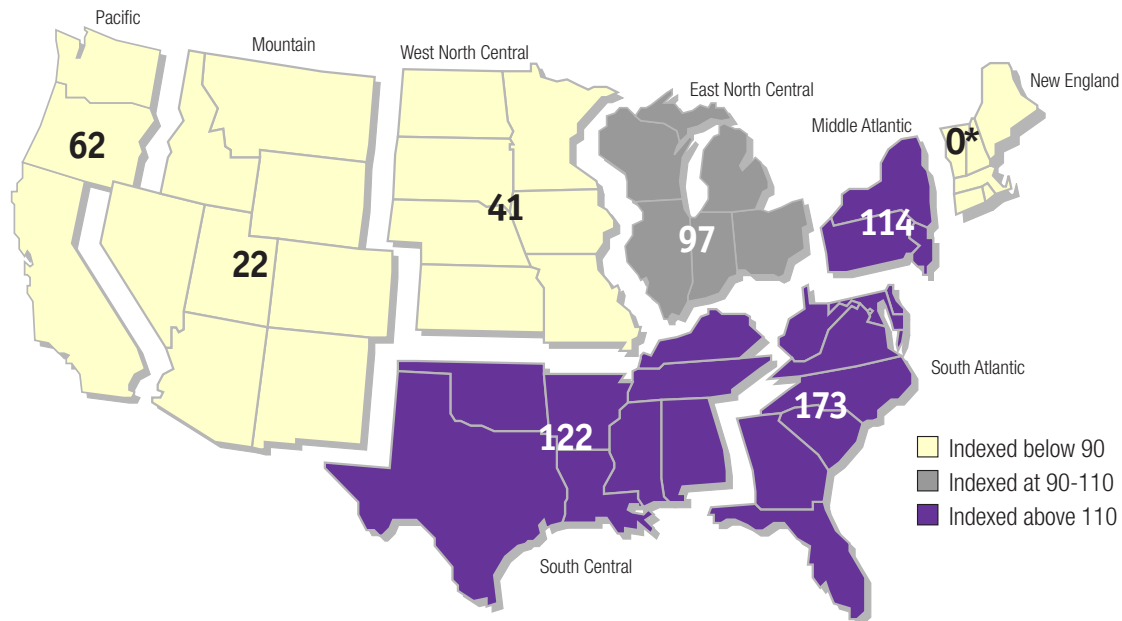
The South Atlantic region is home to the biggest Urban AC fans. Listeners there are 73 percent more likely to tune in to Urban AC than other radio listeners.

	Summer '97	Fall '97	Winter '98	Spring '98
P12+	3.9	4.2	4.2	3.7
P18-34	3.8	4.5	4.4	3.6
P25-54	4.8	5.1	5.1	4.7
P35-64	4.9	4.9	4.9	4.7
M18+	3.3	3.6	3.7	3.3
W18+	4.6	4.9	4.9	4.4
Teens	2.5	2.8	2.7	1.9

AQH Share of Listening by Season
Mon-Sun, 6AM-Mid



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

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

* There are no Urban AC format stations in this region.

Sources

Radio Today contains general statistics on radio and listening trends. With the exception of the seasonal listening trends, all data included in this review are from Arbitron's Spring 1998 survey.

Data for charts and graphs come from Arbitron's National Database, MaximiSer 98/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 MaximiSer 98/Media Professional, Arbitron's radio respondent-level software application. All MaximiSer 98/Media Professional reports were based on top 25 radio Metro markets. Those markets, listed below, were determined using Arbitron's Spring 1998 population rankings.

Spring 1998 Top 25 Radio Metro Markets

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

Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR)

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Cume Persons

The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station format.

$$\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}$$

Index

A numerical comparison of one percentage to another, with an index of 100 being the norm.

Time Spent Listening (TSL)

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

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



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