Radio Today

How America Listens to Radio
1999 Edition
Introduction

*Radio Today* looks at the evolving relationship between radio and its varied listeners. There are nearly 13,000 radio stations currently broadcasting around the country. *Radio Today* illustrates that radio continues to be one of the most popular and pervasive forms of media among Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching across all segments of the American population anytime or anyplace.
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Radio Rules
The impressive number of new radio stations added to the mix each year is testimony to radio’s never-waning popularity. Although the number of AM stations has remained fairly constant over the past 30 years, the number of FM stations has more than tripled.

In 1999, the total number of commercial and noncommercial radio stations rose to 12,876.

Source: Arbitron’s Radio Station Information Database
Radio Reaches All Ages

**Battle of the Sexes**

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

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

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**Weekly Cume Rating**

- **12-17**: Men 97.3, Women 95.1
- **18-24**: Men 96.9, Women 95.1
- **25-34**: Men 97.4, Women 96.3
- **35-44**: Men 97.0, Women 96.0
- **45-49**: Men 96.5, Women 96.0
- **50-54**: Men 95.9, Women 96.0
- **55-64**: Men 94.4, Women 94.8
- **65+**: Men 88.7, Women 90.0

**Time Spent Listening**

- **12-17**: Men 23:45, Women 21:30
- **18-24**: Men 21:15, Women 21:15
- **25-34**: Men 23:45, Women 21:15
- **35-44**: Men 23:15, Women 21:15
- **45-49**: Men 23:00, Women 21:15
- **50-54**: Men 22:15, Women 21:45
- **55-64**: Men 22:30, Women 21:30
- **65+**: Men 20:45, Women 21:45

*Source: Arbitron’s American Radio Listening Trends*
Hour-by-Hour Listening

Timing Is Everything

Radio listening peaks most noticeably during wake-ups and commutes at 7AM every weekday. Listening remains strong through 6PM, after which it begins to taper off. On weekends, listening is at its highest between the hours of 9AM and 3PM. Regardless of the day of the week, listening drops to its lowest levels while most people are sleeping—12 Midnight through 4AM.

Source: Maxi$er 99™/Media Professional™, Spring 1999, Top 25 Markets, Mon-Sun, 5AM-5AM
Overnight Listening

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

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

Weekly Cume Rating
Top 25 Markets (12Mid-6AM)

Weekly Time Spent Listening
Top 25 Markets (12Mid-6AM)

Source: Arbitron's American Radio Listening Trends
Where People Listen: Weekdays

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

Weekday Listening, AQH Rating
Mon-Fri, Total Day (5AM-5AM)

Source: Maxi$er 99/Media Professional, Spring 1999, Top 25 Markets
Where People Listen: Weekends

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

Source: Arbitron’s American Radio Listening Trends, AQH Rating
At Home, at Work, or in the Car—Radio Goes Along
One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to 12Midnight).

At night (7PM to 12Midnight), at-home listening hits a high of 61.8 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (35.3 percent). At work, 44.5 percent of listening occurs on weekdays between 10AM and 3PM.

### Distribution of AQH Radio Listeners by Listening Location
Top 25 Markets, Persons 12+

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Home</th>
<th>Car</th>
<th>Work</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Sun 6AM-Mid</td>
<td>41.9</td>
<td>29.9</td>
<td>25.6</td>
<td>2.6</td>
</tr>
<tr>
<td>Combined Drive</td>
<td>38.3</td>
<td>35.3</td>
<td>24.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Mon-Fri 10AM-3PM</td>
<td>28.9</td>
<td>24.5</td>
<td>44.5</td>
<td>2.2</td>
</tr>
<tr>
<td>Mon-Fri 7PM-Mid</td>
<td>61.8</td>
<td>23.8</td>
<td>10.9</td>
<td>3.5</td>
</tr>
<tr>
<td>Weekend 10AM-7PM</td>
<td>52.6</td>
<td>32.3</td>
<td>10.3</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Source: Arbitron’s American Radio Listening Trends
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.

Note: Figures above are Cume Rating Indexes.
Source: Arbitron’s American Radio Listening Trends, Cume Rating
Listening by Daypart

Mon-Fri 7PM-Mid

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>65.9</td>
<td>78.0</td>
</tr>
<tr>
<td>18-24</td>
<td>63.7</td>
<td>69.2</td>
</tr>
<tr>
<td>25-34</td>
<td>59.1</td>
<td>57.9</td>
</tr>
<tr>
<td>35-44</td>
<td>55.9</td>
<td>52.7</td>
</tr>
<tr>
<td>45-49</td>
<td>51.1</td>
<td>53.6</td>
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<td>50-54</td>
<td>48.6</td>
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<td>55-64</td>
<td>46.2</td>
<td>43.9</td>
</tr>
<tr>
<td>65+</td>
<td>44.2</td>
<td>41.0</td>
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</table>

Sat-Sun 6AM-Mid

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>74.2</td>
<td>85.0</td>
</tr>
<tr>
<td>18-24</td>
<td>75.7</td>
<td>81.4</td>
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<td>25-34</td>
<td>75.0</td>
<td>79.6</td>
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<td>35-44</td>
<td>75.4</td>
<td>78.9</td>
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<td>45-49</td>
<td>76.9</td>
<td>78.0</td>
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<td>50-54</td>
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<td>55-64</td>
<td>76.9</td>
<td>77.5</td>
</tr>
<tr>
<td>65+</td>
<td>75.9</td>
<td>75.9</td>
</tr>
</tbody>
</table>

Mon-Sun 6AM-Mid

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>93.2</td>
<td>97.3</td>
</tr>
<tr>
<td>18-24</td>
<td>95.1</td>
<td>96.9</td>
</tr>
<tr>
<td>25-34</td>
<td>96.3</td>
<td>97.4</td>
</tr>
<tr>
<td>35-44</td>
<td>96.0</td>
<td>97.0</td>
</tr>
<tr>
<td>45-49</td>
<td>96.0</td>
<td>96.5</td>
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<tr>
<td>50-54</td>
<td>96.0</td>
<td>95.9</td>
</tr>
<tr>
<td>55-64</td>
<td>94.8</td>
<td>94.4</td>
</tr>
<tr>
<td>65+</td>
<td>90.0</td>
<td>88.7</td>
</tr>
</tbody>
</table>

Note: Figures above are Cume Rating Indexes.
Source: Arbitron's American Radio Listening Trends, Cume Rating
People’s Favorite Formats

This section highlights 13 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience. It also demonstrates radio’s effectiveness in targeting its audience and reinforces the fact that there is a format out there for everyone!

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

Teens 12-17 listen the most to music that is “current”—formats such as CHR (pages 21-22), Urban (pages 39-40) and Alternative (pages 19-20). As they get older, young adults 18-24 maintain these formats as top choices.

Identifying with the music they grew up with but also interested in new sounds, Adults 25-34 listen to a wide variety of stations: Alternative (pages 19-20) and Rock (pages 35-36) are favorites, but Spanish (pages 37-38), Urban (pages 39-40), CHR (pages 21-22) and AC (pages 15-16) are popular formats as well.

After age 35, format preferences start to change. Rock (pages 35-36) is still the first listening choice, but formats that hark back to an earlier era—New AC/Smooth Jazz (pages 27-28), AC (pages 15-16) and Oldies (pages 31-32)—are increasingly popular.

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

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

Source: All data come from Arbitron’s American Radio Listening Trends
AC

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

**A Few Format Highlights**

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

Half of the AC audience is aged 25-44.

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

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

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

### Audience Composition

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

<table>
<thead>
<tr>
<th>Demographic</th>
<th>AC</th>
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</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>4.1</td>
</tr>
<tr>
<td>P18-24</td>
<td>11.1</td>
</tr>
<tr>
<td>P25-34</td>
<td>23.9</td>
</tr>
<tr>
<td>P35-44</td>
<td>26.1</td>
</tr>
<tr>
<td>P45-49</td>
<td>11.0</td>
</tr>
<tr>
<td>P50-54</td>
<td>8.2</td>
</tr>
<tr>
<td>P55-64</td>
<td>9.2</td>
</tr>
<tr>
<td>P65+</td>
<td>6.5</td>
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</table>

### AQH Share of AC Formats

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

<table>
<thead>
<tr>
<th>Format</th>
<th>AQH Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC</td>
<td>8.2</td>
</tr>
<tr>
<td>Hot AC</td>
<td>3.1</td>
</tr>
<tr>
<td>Modern AC</td>
<td>1.4</td>
</tr>
<tr>
<td>Soft AC</td>
<td>2.6</td>
</tr>
<tr>
<td><strong>Total AC</strong></td>
<td><strong>15.3</strong></td>
</tr>
</tbody>
</table>
AC

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

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

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

AC Stations
1,586
Total Stations
12,876

Note: Due to rounding, totals may differ.
Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
**Adult Standards**

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

**A Few Format Highlights**

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

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

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

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

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

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

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

Note: Due to rounding, totals may differ.

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

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

**A Few Format Highlights**
Sixty-four percent of Alternative’s listeners are Men 18+, and 34 percent are Women 18+.

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

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

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

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

- **Men** 63.7%
- **Women** 36.3%

**Album Adult Alternative**
0.8

**Alternative**
3.1

**New Rock**
1.1

**Total Alternative**
5.1

---

**AQH Share of Alternative Formats**
Mon-Sun, 6AM-Mid, Persons 12+

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Album Adult Alternative</th>
<th>Alternative</th>
<th>New Rock</th>
<th>Total Alternative</th>
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<tr>
<td>P12-17</td>
<td>12.5</td>
<td>24.3</td>
<td>4.8</td>
<td>3.1</td>
</tr>
<tr>
<td>P18-24</td>
<td>20.6</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
</tr>
<tr>
<td>P25-34</td>
<td>34.1</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
</tr>
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<td>P35-44</td>
<td>20.6</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
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<td>P45-49</td>
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<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
</tr>
<tr>
<td>P50-54</td>
<td>1.8</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
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<tr>
<td>P55-64</td>
<td>1.3</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
</tr>
<tr>
<td>P65+</td>
<td>0.6</td>
<td>24.3</td>
<td>4.8</td>
<td>5.1</td>
</tr>
</tbody>
</table>

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

**More on Alternative**
Alternative

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

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

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

Alternative listeners tune in
\[\text{At Home 32\%} \quad \text{At Work 30\%} \quad \text{In Car 35\%} \quad \text{Other 3\%}\]

**Alternative Stations**

<table>
<thead>
<tr>
<th>Stations</th>
<th>424</th>
</tr>
</thead>
</table>

**Total Stations**

<table>
<thead>
<tr>
<th>Stations</th>
<th>12,876</th>
</tr>
</thead>
</table>

Note: Due to rounding, totals may differ.

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

**Audience Share by Region**

Index Based on 94 Markets; 100 = National Average, Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares
Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in “adult,” “rhythm” or “rock”—based on Top 40 formats.

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

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

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

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

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

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

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

Note: Due to rounding, totals may differ.

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

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

**A Few Format Highlights**

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

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

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

**Source:** Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
More than half of all Classical listening is done at home.

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

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

Classical

<table>
<thead>
<tr>
<th>Stations</th>
<th>Total Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>287</td>
</tr>
<tr>
<td>Total Stations</td>
<td>12,876</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.

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

Includes traditional and modern country music.

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

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

---

**AQH Share of Country Formats**
Mon-Sun, 6AM-Mid, Persons 12+

<table>
<thead>
<tr>
<th>Format</th>
<th>AQH Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Country</td>
<td>0.2</td>
</tr>
<tr>
<td>Country</td>
<td>8.8</td>
</tr>
<tr>
<td>New Country</td>
<td>0.5</td>
</tr>
<tr>
<td>Total Country</td>
<td>9.5</td>
</tr>
</tbody>
</table>

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

- Women 54.8%
- Men 45.2%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
Country

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

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

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

Country Stations
2,355

Total Stations
12,876

Note: Due to rounding, totals may differ.

Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
New AC/Smooth Jazz

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

A Few Format Highlights

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

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

Note: Due to rounding, totals may differ.

Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
New AC/Smooth Jazz

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

Listeners tune in to NAC/Smooth Jazz pretty evenly across the 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 (an index of 136), Mountain (129) and Pacific (125) regions.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
News/Talk/Information

Includes news, business news, talk and sports formats.

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

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

Note: Due to rounding, totals may differ.

Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.
**News/Talk/Information**

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

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

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

---

**AQH Share of Listening by Location**

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

- At Home 52%
- In Car 33%
- At Work 14%

**AQH Share of Listening by Daypart**

Persons 12+

- M-F 6AM-10AM: 19.0
- M-F 10AM-3PM: 16.5
- M-F 3PM-7PM: 15.2
- M-F 7PM-Mid: 14.9
- SA-SU 6AM-Mid: 15.8

**Audience Share by Region**

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

- New England: Indexed at 90-110
- Mountain: Indexed below 90
- Pacific: Indexed below 90
- East North Central: 110-112
- West North Central: Indexed below 90
- South Atlantic: Indexed below 90
- South Central: Indexed below 90
- Middle Atlantic: Indexed above 110
- West: Indexed below 90

**News/Talk/Info Stations**

- 1,682

**Total Stations**

- 12,876

---

Note: Due to rounding, totals may differ.

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

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

**A Few Format Highlights**

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

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

**AQH Share of Oldies Formats**

<table>
<thead>
<tr>
<th>Format</th>
<th>AQH Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>’70s Hits</td>
<td>0.8</td>
</tr>
<tr>
<td>Oldies</td>
<td>6.5</td>
</tr>
<tr>
<td>Rhythmic Oldies</td>
<td>0.8</td>
</tr>
<tr>
<td>Total Oldies</td>
<td>8.1</td>
</tr>
</tbody>
</table>

**Audience Composition**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>% of Population for Top 100 Markets</th>
<th>Mon-Sun, 6AM-Mid</th>
</tr>
</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>P18-24</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>P25-34</td>
<td>12.8</td>
<td></td>
</tr>
<tr>
<td>P35-44</td>
<td>25.7</td>
<td></td>
</tr>
<tr>
<td>P45-49</td>
<td>17.1</td>
<td></td>
</tr>
<tr>
<td>P50-54</td>
<td>15.4</td>
<td></td>
</tr>
<tr>
<td>P55-64</td>
<td>14.4</td>
<td></td>
</tr>
<tr>
<td>P65+</td>
<td>5.9</td>
<td></td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.

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

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

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

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

Note: Due to rounding, totals may differ.

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

Oldies Stations

795

Total Stations

12,876

Oldies

AQH Share of Listening by Location

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

At Home 31%

At Work 35%

In Car 32%

Other 2%

AQH Share of Listening by Daypart

Persons 12+

7.4

8.9

8.3

6.6

8.6

9389

98

102

110

111

Indexed below 90

Indexed at 90-110

Indexed above 110

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+

Note: Due to rounding, totals may differ.

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

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

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

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

Note: Due to rounding, totals may differ.

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

Religious Stations
1,710

Total Stations
12,876

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

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

Religious Stations
1,710

Total Stations
12,876

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

A Few Format Highlights
This is a format with tremendous appeal to men. Seventy-two percent of Rock's listeners are Men 18+.
No other format can claim such a large share of adult male listeners.
Sixty-five percent of Rock listeners are Adults 25-44.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Billboard. All data come from Arbitron's American Radio Listening Trends.

Rock

Listenrs 18+
Mon-Sun, 6AM-Mid

Men 71.5%
Women 28.5%

\begin{tabular}{|c|c|c|c|c|}
\hline
P12-17 & P18-24 & P25-34 & P35-44 & P45-49 & P50-54 & P55-64 & P65+ \\
\hline
4.9 & 15.5 & 32.4 & 32.4 & 8.6 & 3.5 & 1.8 & 0.9 \\
\hline
\end{tabular}

\textbf{AQH Share of Rock Formats}
Mon-Sun, 6AM-Mid, Persons 12+

\begin{tabular}{|c|c|}
\hline
\textbf{Format} & \textbf{Share} \\
\hline
'70s Rock & 0.0 \\
AOR & 5.5 \\
Classic Rock & 4.2 \\
Total Rock & 9.8 \\
\hline
\end{tabular}

\textbf{Audience Composition}
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

More on Rock
Rock

The majority of listening for Rock is done away from home, either at work (39 percent) or in the car (34 percent).

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

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

Note: Due to rounding, totals may differ.

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

All Spanish-language formats, including talk and music.

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

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

Note: Due to rounding, totals may differ.
Source: Format definitions are from Billboard. All data come from Arbitron’s American Radio Listening Trends.

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

AQH Share of Spanish Formats
Mon-Sun, 6AM-Mid, Persons 12+

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

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

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

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

**Spanish Stations**

<table>
<thead>
<tr>
<th>Region</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>12,876</td>
</tr>
<tr>
<td>Spanish</td>
<td>559</td>
</tr>
</tbody>
</table>

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

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

**AQH Share of Listening by Location**

- At Home 56%
- At Work 24%
- In Car 18%
- Other 2%

**AQH Share of Listening by Daypart**

- M-F 6AM-10AM: 7.1
- M-F 10AM-3PM: 6.5
- M-F 3PM-7PM: 5.9
- M-F 7PM-Mid: 6.6
- SA-SU 6AM-Mid: 7.8

**Indexed Share**

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

**Audience Share by Region**

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

**A Few Format Highlights**
More Women 18+ (56 percent) listen to Urban-formatted stations than Men 18+ (44 percent).

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

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

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

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

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

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

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**Urban Stations**

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>314</td>
</tr>
<tr>
<td>Total</td>
<td>12,876</td>
</tr>
</tbody>
</table>

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

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

Radio Today contains general statistics on radio and listening trends. With the exception of the seasonal listening trends, all data included in this review are from Arbitron’s Spring 1999 survey. Data for charts and graphs come from Arbitron’s National Database, Maximizer 99SM/Media ProfessionalSM. The National Database combines radio listening data in Arbitron’s 94 continuously measured markets with format information supplied exclusively by Billboard. All data regarding formats and much of the cume data were supplied by the National Database.

Analyses such as overnight listening and listening location were computed using Maximizer 99/ Media Professional, Arbitron’s radio respondent-level software application. All Maximizer 99/ Media Professional reports were based on top 25 radio Metro markets. Those markets, listed below, were determined using Arbitron’s Spring 1999 population rankings.

Spring 1999 Top 25 Radio Metro Markets

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

\[
\text{AQH Persons} \times 100 = \text{AQH Rating} \%
\]

**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.

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