



Black Radio
Today

2001 Black Radio Today

How America Listens to Radio

Introduction

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

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

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

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

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Radio Reaches All Ages

Battle of the Sexes

The number of black people listening to radio weekly is fairly consistent across genders for people 18-64, with black Women 18+ tuning in just slightly more than black Men 18+. Interestingly, older black people 65+ of both sexes are the least likely to tune in to radio each week.

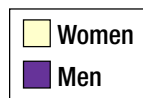
Among black men, share of radio listening (95.8 percent) peaks among 25- to 54-year-olds. Black Men 35-64, however, spend more time listening (25:30) than any other male group.

Share of radio listening (97.9 percent) peaks among younger black Women 18-34. Black Women 35-64, however, spend more time listening (25:45) than any other female group.



Weekly Cume Rating

Time Spent Listening
Hours and Minutes per Week



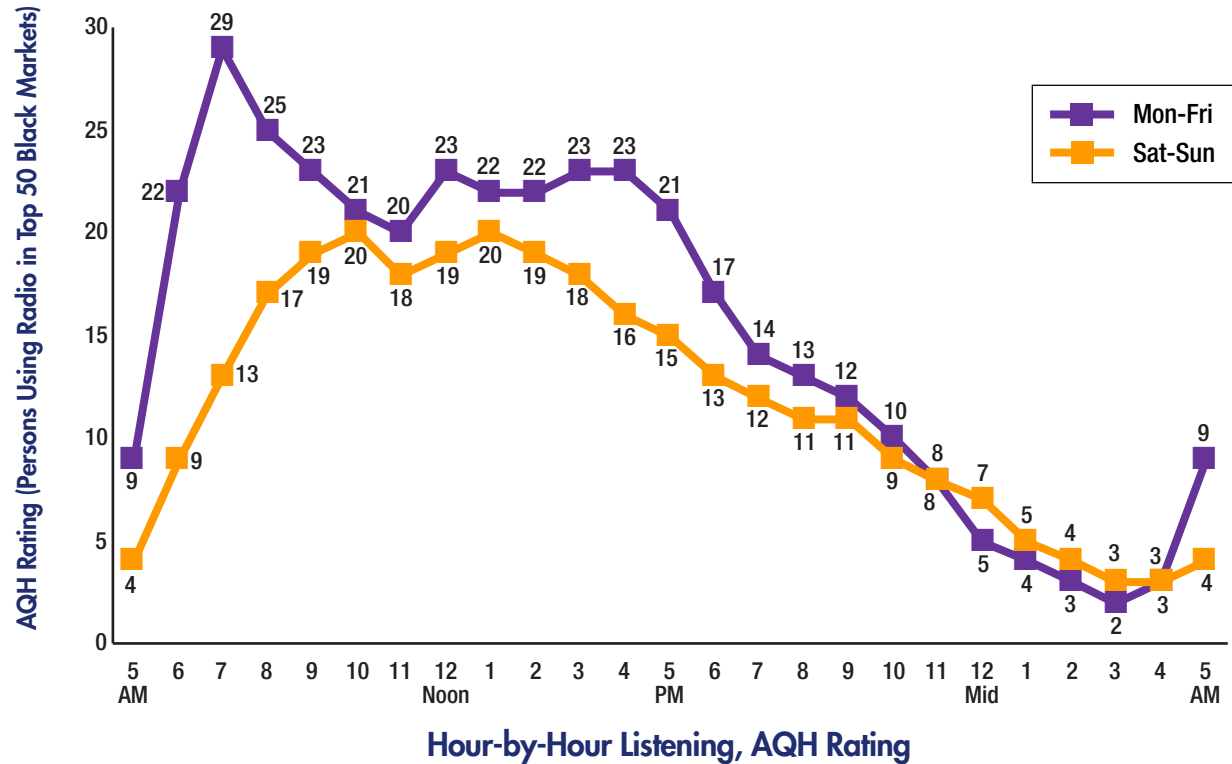
Source: MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets

Hour-by-Hour Listening

Timing Is Everything

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

Like the general audience (see *Radio Today*), peak listening times on Saturday and Sunday center around the morning and the lunch hours, from 9AM to 3PM. Listening is lowest on both weeknights and weekend overnights from 12Midnight to 5AM.



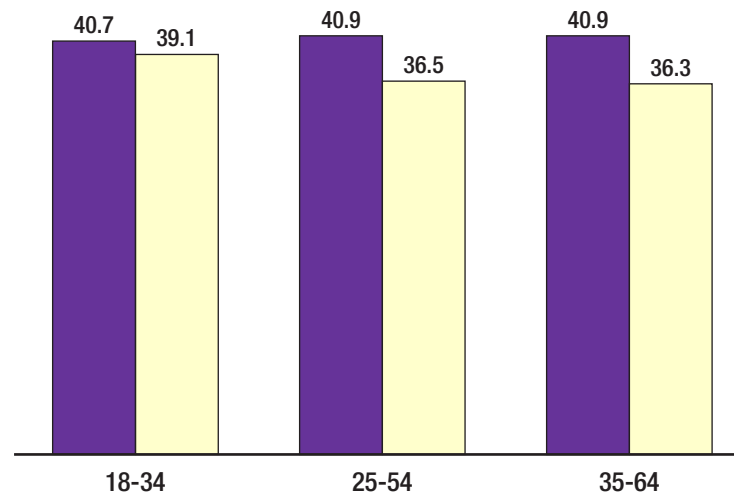
Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

Overnight Listening

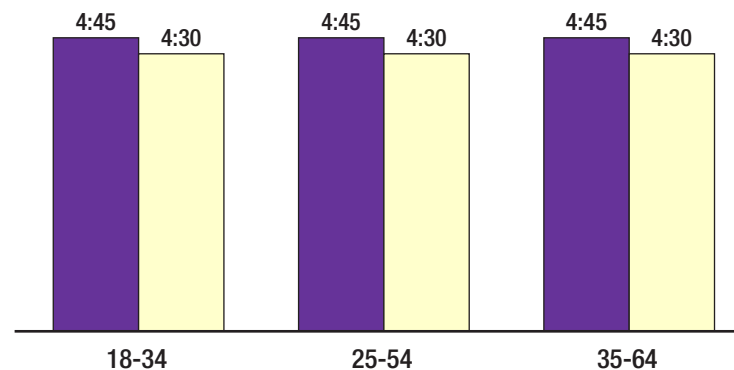
Tuning In at Twilight

Nearly 40 percent of black listeners tune in to radio from 12Midnight to 6AM. Overnight listening among blacks is distributed almost equally among age groups. For instance, 40.7 percent of black Men 18-34 and 40.9 percent of black Men 25-54 are nighttime listeners. About 39 percent of black Women 18-34 and 36.5 percent of black Women 25-54 are nighttime listeners as well.

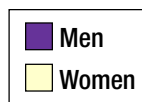
Black men of all ages listen slightly more than their female counterparts. Black listeners log between four and a half and five hours of overnight listening time weekly.



Weekly Cume Rating (in Percent)
Top 50 Black Markets (12Mid-6AM)



Weekly Time Spent Listening (in Hours and Minutes)
Top 50 Black Markets (12Mid-6AM)



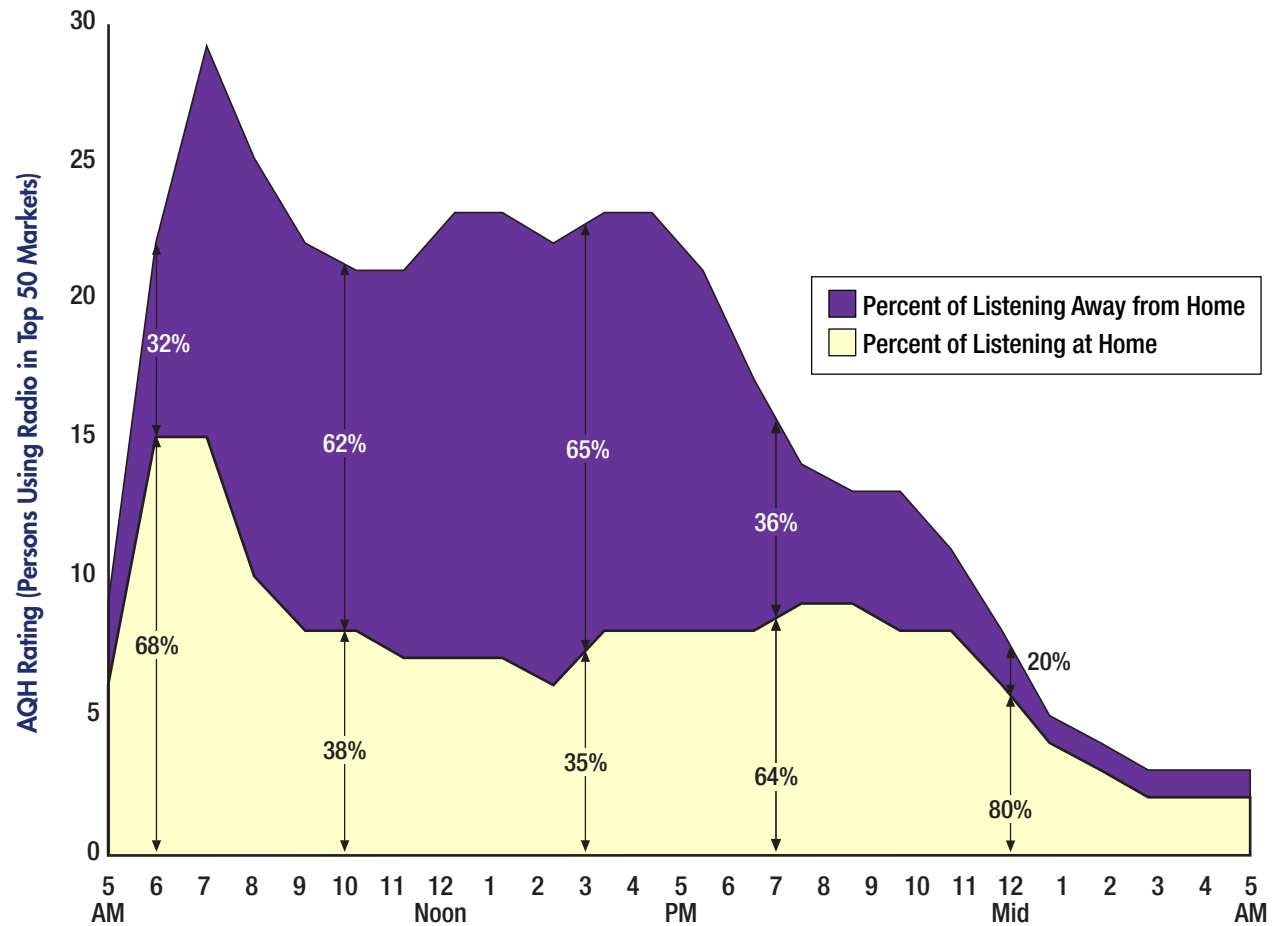
Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

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Where Black People Listen: Weekdays

Radio Is a Moving Medium

On weekdays before 8AM and after 7PM, the majority of black radio listeners tune in at home. Between those hours, a giant shift occurs, with an average of almost 66 percent of black listeners listening to a radio that is someplace away from their homes.



Weekday Listening, AQH Rating

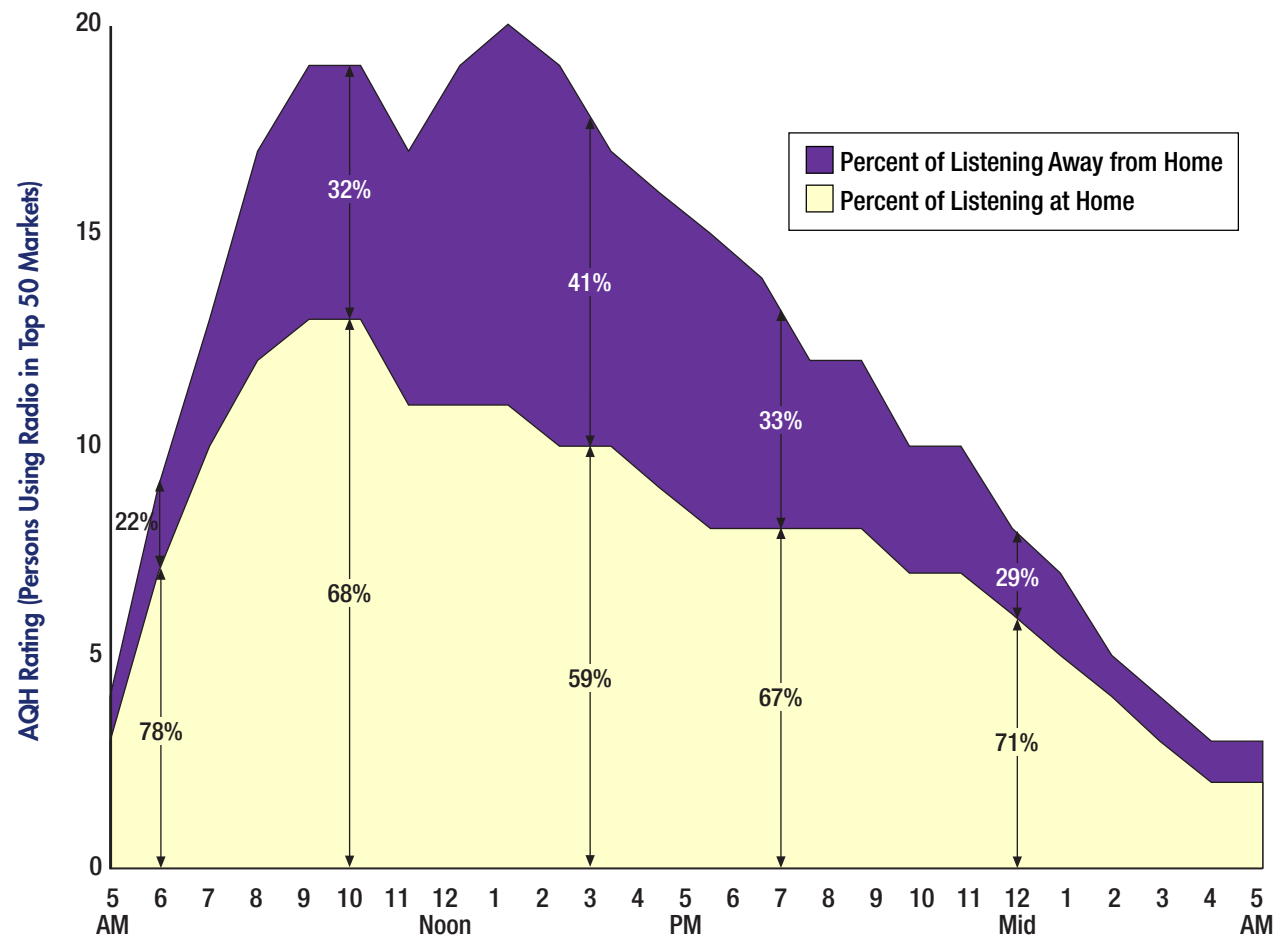
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

Where Black People Listen: Weekends

Strong Weekend Listening at Home

Like the general population, black listeners are tuning in on weekends in the comfort of their homes. During all weekend hours, at least 53 percent of black listeners are tuning in at home. Away-from-home weekend listening is highest between the hours of 12 Noon and 7 PM, peaking at 47 percent at 2 PM and 5 PM.



Weekend Listening, AQH Rating

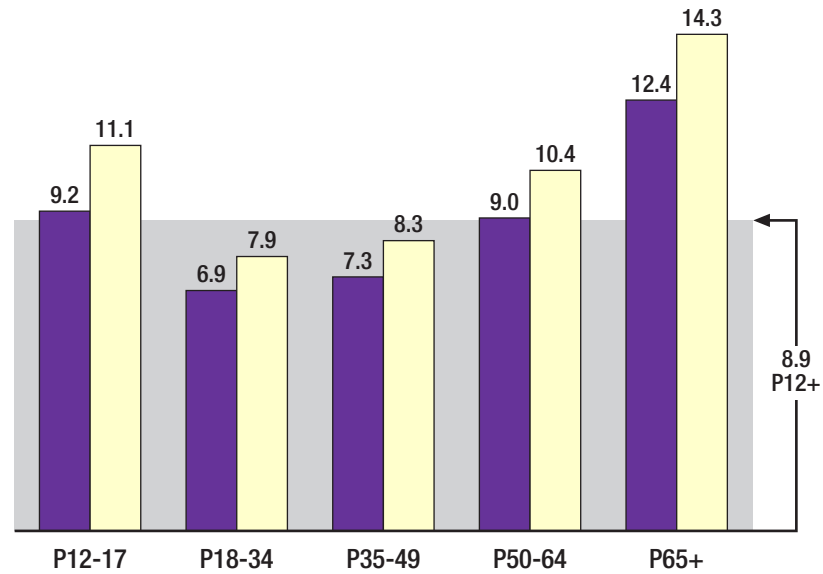
Sat-Sun, Total Day (5AM-5AM)

Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

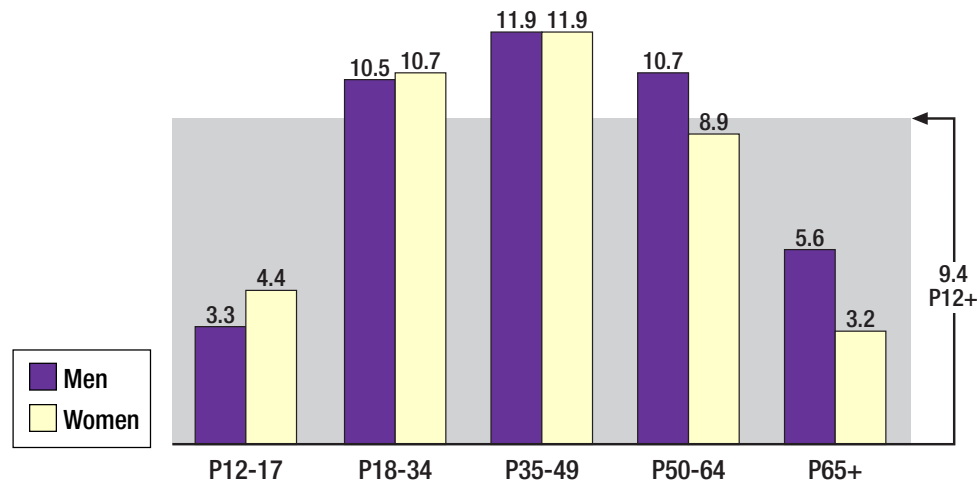
Where Black Men and Women Listen

Listening Patterns Differ for Men and Women

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



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



Away-from-Home Listening for Men and Women
(Total Week, AQH Rating)

Source: MaximiSer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

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Listening Location

At Home, at Work, or in the Car, Radio Goes Along

One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to 12Midnight).

The majority of listening by black people takes place at home. Peak listening times are weeknights after 7PM (67.8 percent) and weekends (58.1 percent). In-car listening is highest during commuting times, and at-work listening is highest on weekdays between 10AM and 3PM (42.6 percent).

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	48.6	26.4	21.8	3.1
Combined Drive	43.9	32.1	21.6	2.4
Mon-Fri 10AM-3PM	31.8	22.4	42.6	3.2
Mon-Fri 7PM-Mid	67.8	18.2	10.3	3.7
Weekend 10AM-7PM	58.1	29.1	8.5	4.4

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

Top 50 Black Markets, Persons 12+

Source: Maximizer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

Black People's Favorite Formats

This section highlights 17 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience of black consumers. It also demonstrates radio's effectiveness in targeting blacks and reinforces the fact that there is a format out there for everyone!

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

Black Teens 12-17 strongly prefer music that is "current"—formats such as Rhythmic CHR (pages 34-35), CHR (pages 18-19) and, to a lesser extent, Urban Contemporary (pages 42-43). As they get older, young black adults 18-24 show increased interest in Alternative and Urban Contemporary while maintaining their enthusiasm for Rhythmic CHR and CHR.

Black Adults 25-34 intensify their already strong listening to Alternative (pages 16-17), Rhythmic CHR (pages 34-35), CHR (pages 18-19) and Urban Contemporary (pages 42-43), but now display an openness to new sounds and stations, such as Rock (pages 36-37), AC (pages 12-13), Spanish (pages 38-39), Urban AC (pages 40-41) and Country (pages 22-23).

After age 35, format preferences start to change. Urban AC and Urban Oldies emerge as the top listening choices, but formats such as Spanish (pages 38-39), Rock (pages 36-37), Oldies (pages 30-31) and New AC/Smooth Jazz (pages 26-27) are also popular.

Listening to Urban AC (pages 40-41) and Urban Oldies (pages 44-45) remains strong for blacks in the 45-54 age group; however, New AC/Smooth Jazz (pages 26-27) and Oldies (pages 30-31) now take over as the most popular formats. Other popular choices include News/Talk/Information (pages 28-29), Classical (pages 20-21) and Adult Standards (pages 14-15).

Older blacks in the 55-64 age group shift their preferences, becoming more interested in Classical (pages 20-21). However, New AC/Smooth Jazz (pages 26-27), News/Talk/Information (pages 28-29), Adult Standards (pages 14-15) and Gospel (pages 24-25) are also popular choices.

Black Adults 65+ have very clear preferences, with News/Talk/Information (pages 28-29) and Classical (pages 20-21) distinctly rising to the top. Religious (pages 32-33), Gospel (pages 24-25) and Adult Standards (pages 14-15) are also popular formats for this crowd.

Source: Maximizer 8.0/Media Professional, Spring 2001, Top 50 Black Markets

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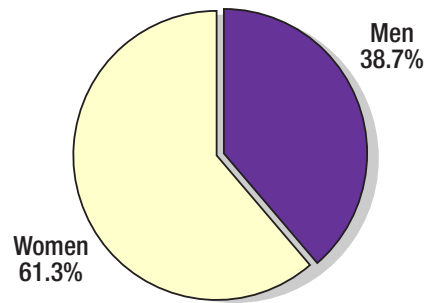
AC

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

A Few Format Highlights

Nearly two-thirds (61.3 percent) of the black audience for Adult Contemporary stations are Adult Women 18+. Adult Men 18+ are 38.7 percent of the audience.

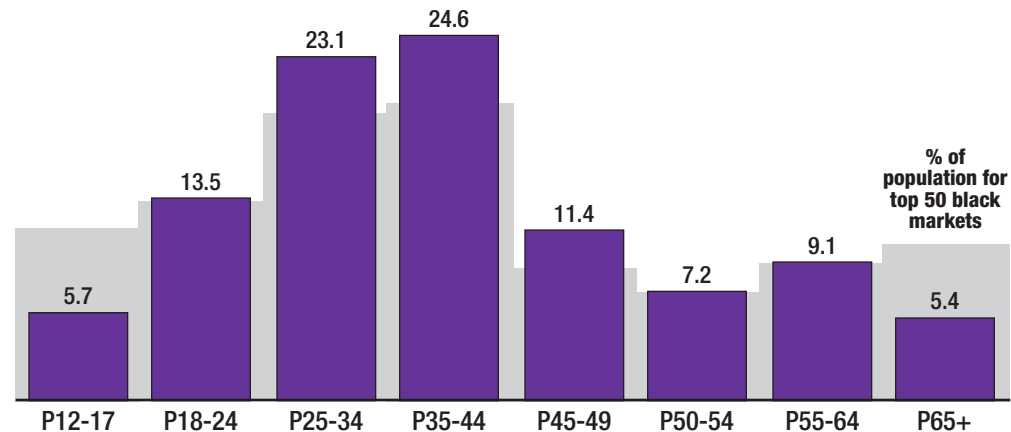
A clear majority of the black audience for Adult Contemporary (66.3 percent) are ages 25-54.



Listeners 18+
Mon-Sun, Mid-Mid

AC	6.4
Hot AC	0.8
Modern AC	0.2
Soft AC	0.5
Total AC	7.9

Black AQH Share of AC Formats
Mon-Sun, Mid-Mid, Persons 12+



Audience Composition

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

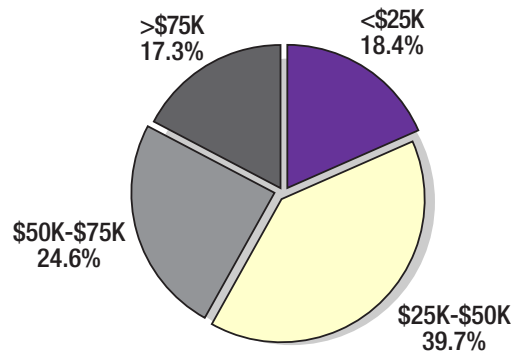
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

AC

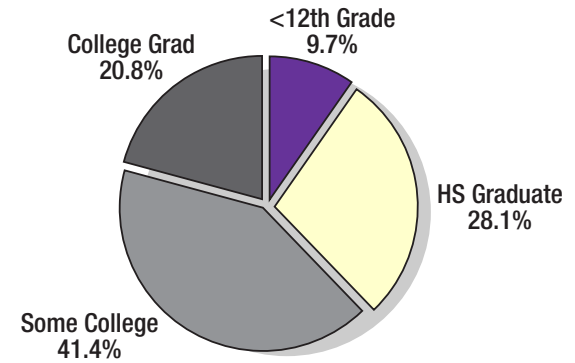
Almost 40 percent of black listeners to Adult Contemporary earn between \$25,000 and \$50,000; almost 42 percent earn over \$50,000.

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



Household Income P18+

Mon-Sun, Mid-Mid



Education P18+

Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

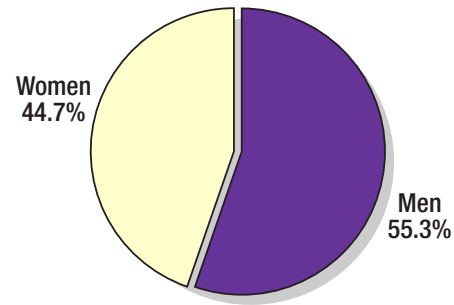
Adult Standards

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

A Few Format Highlights

More than 55 percent of the black audience for Adult Standards are Men 18+; nearly 45 percent are Women 18+. More than 21 percent of Adult Standards' black listening audience are Adults 65+.

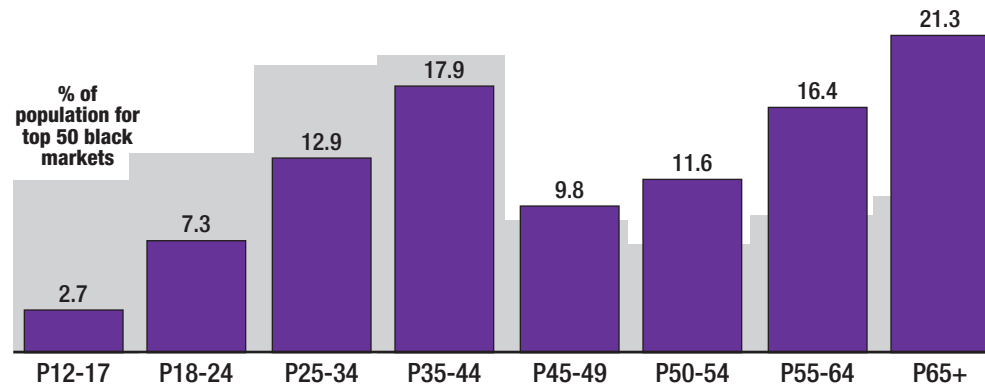
Black listeners ages 35-44 are the second largest group of black Adult Standards listeners.



Listeners 18+
Mon-Sun, Mid-Mid

Easy Listening	0.0
MOR	0.3
Nostalgia	0.0
Variety	1.0
Total Adult Standards	1.4

Black AQH Share of Adult Standards Formats
Mon-Sun, Mid-Mid, Persons 12+



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

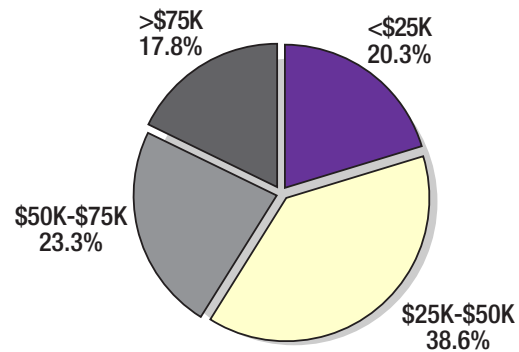
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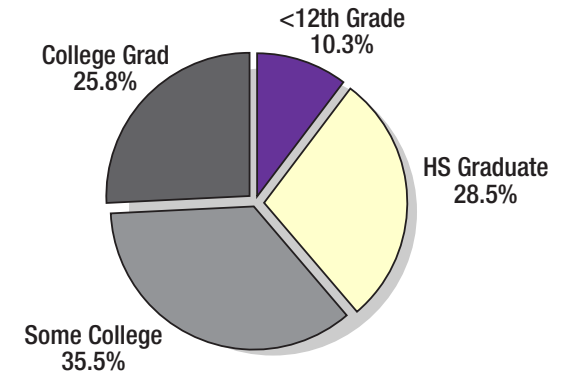
Adult Standards

More than three-fourths of black adults (79.7 percent) who listen to Adult Standards have household incomes of \$25,000 or above. Almost 39 percent fall within the \$25,000-\$50,000 income bracket, and 41.1 percent have incomes of \$50,000+.

Sixty-four percent have either finished high school or had some college education, while one-fourth (25.8 percent) hold a college degree.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

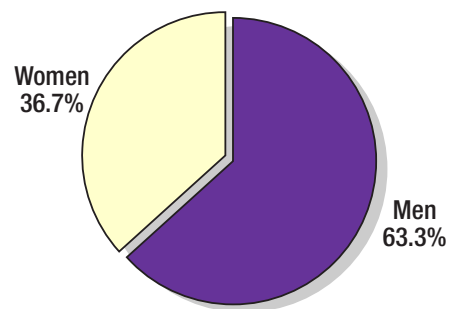
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Alternative

Includes stations billing themselves as "Album Alternative" and "New Rock."

A Few Format Highlights

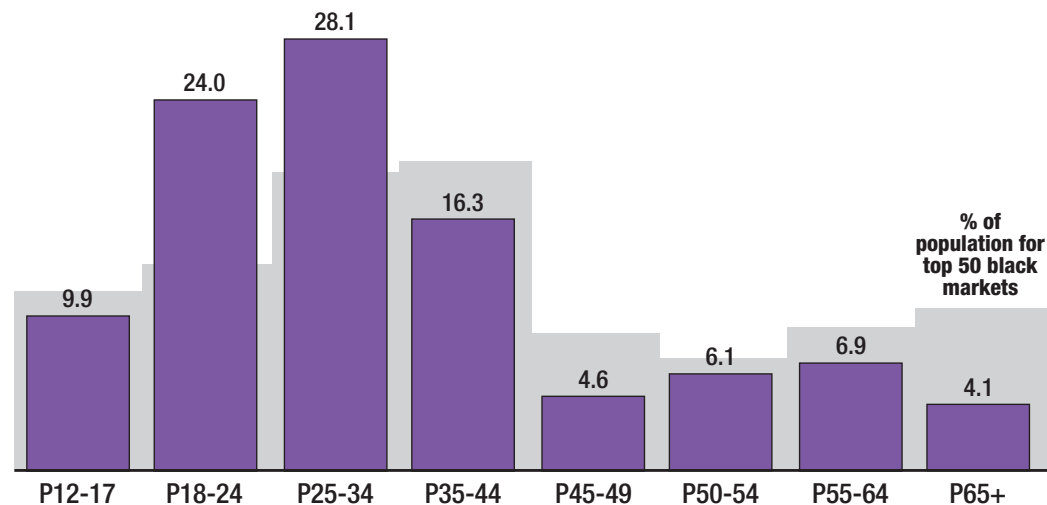
Over 63 percent of Alternative's black audience are Men 18+ and nearly 37 percent are Women 18+. Slightly more than 28 percent of Alternative's black audience are Adults 25-34. Another 24 percent are young Adults 18-24. Fewer than 22 percent of Alternative fans are in the age groups over 45.



Listeners 18+
Mon-Sun, Mid-Mid

Album Adult Alternative	0.1
Alternative	0.8
Total Alternative	0.9

Black AQH Share of Alternative Formats
Mon-Sun, Mid-Mid, Persons 12+



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

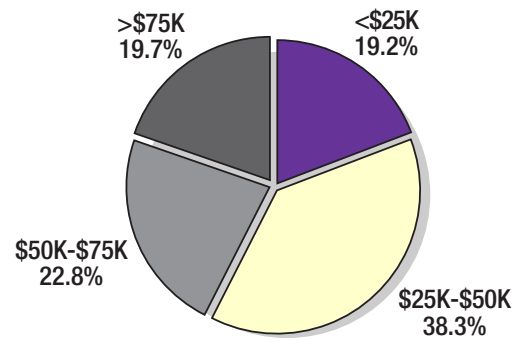
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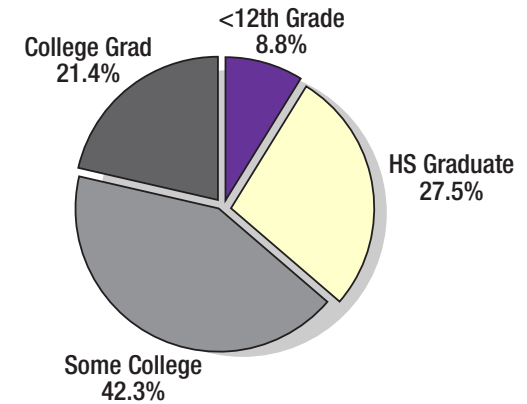
Alternative

More than 38 percent of black listeners to Alternative earn between \$25,000 and \$50,000; 42.5 percent earn over \$50,000.

The majority of blacks who listen to Alternative have either some college education or a college degree (63.7 percent).



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

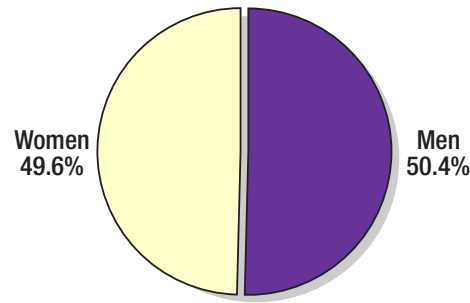
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

CHR

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR."

A Few Format Highlights

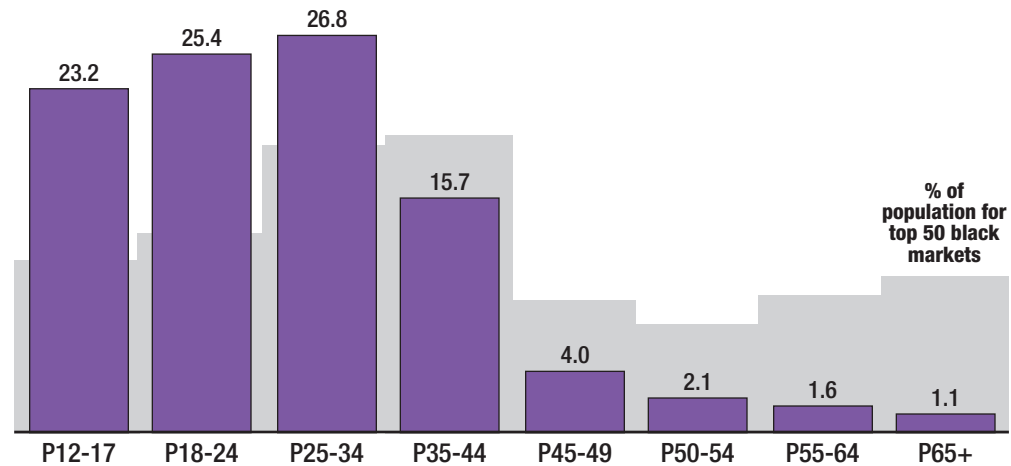
CHR is the second most popular format among black listeners. CHR has almost equal proportions of black Women 18+ (49.6 percent) and black Men 18+ (50.4 percent) in its audience. More than 75 percent of CHR listeners are under the age of 35. More teens (23.2 percent) listen to CHR than to any other format.



Listeners 18+
Mon-Sun, Mid-Mid

Total CHR	4.2
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Black AQH Share of CHR Format
Mon-Sun, Mid-Mid, Persons 12+



Audience Composition

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

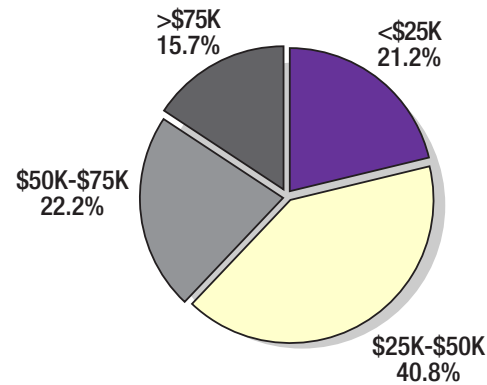
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Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

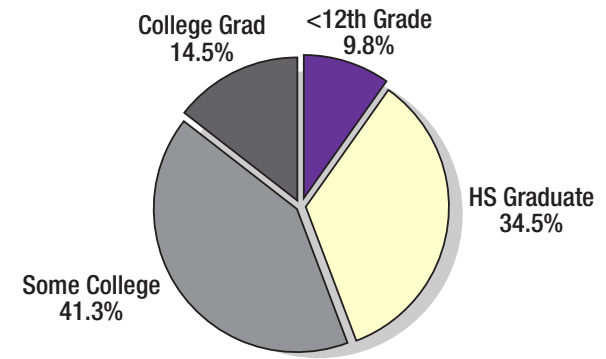
CHR

The majority of black adults 18+ who listen to CHR (78.7 percent) have household incomes of \$25,000+; 37.9 percent have household incomes of \$50,000 or above.

This format tends to attract young listeners, with almost half of its audience (48.6 percent) in the 12-24 age group. That youthful demographic matches with the high number of listeners who are listed as having some college (41.3 percent) since these listeners are very likely in the midst of pursuing a college education.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

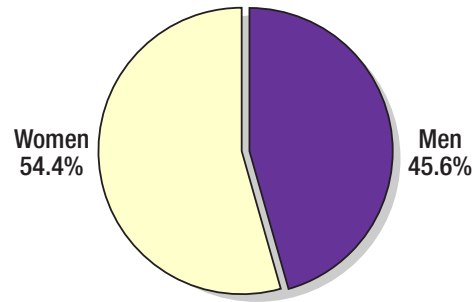
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Classical

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

A Few Format Highlights

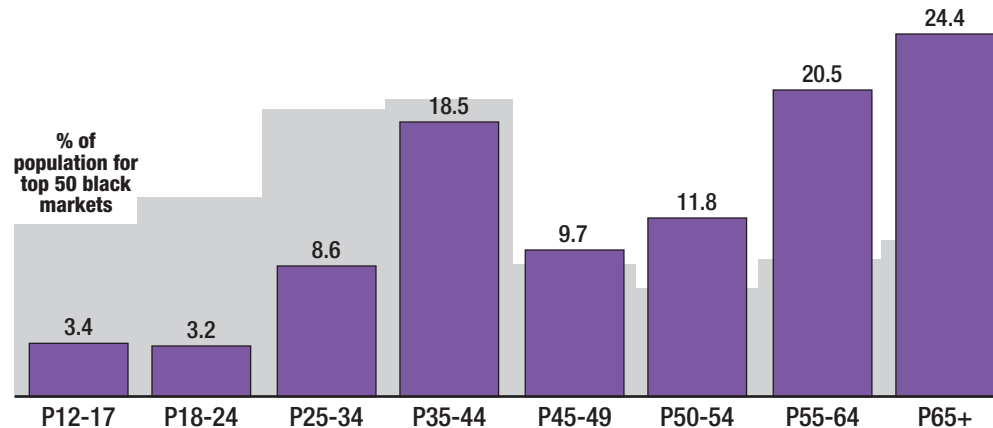
A slight majority—54.4 percent—of Classical's black listeners are Women 18+; 45.6 percent are Men 18+. Classical formats are most popular with older listeners. Adults 55+ are 44.9 percent of the audience, and another 40 percent are between the ages of 35 and 54.



Listeners 18+
Mon-Sun, Mid-Mid

Total Classical 0.7

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



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

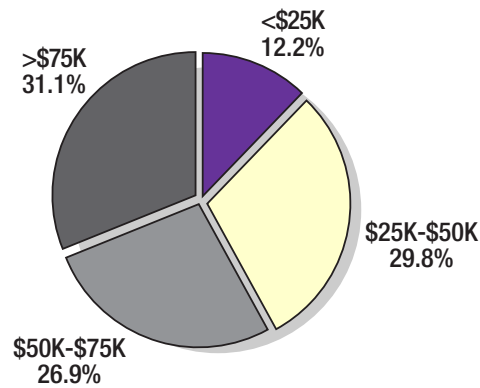
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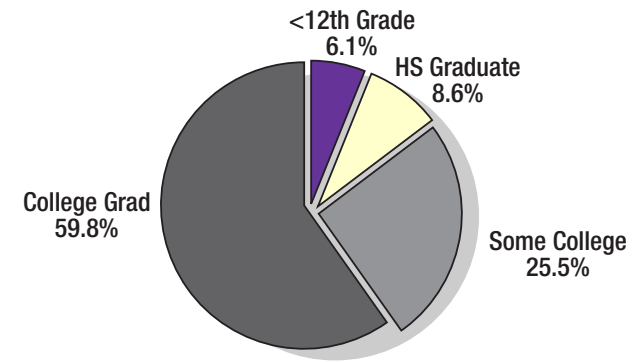
Classical

Fifty-eight percent of Classical's black listeners are upscale, earning more than \$50,000. Almost 30 percent have household incomes between \$25,000 and \$50,000.

The black audience for Classical is well educated, with 85.3 percent having some college education or a college degree.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

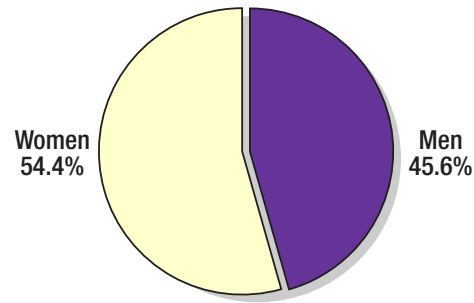
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Country

Includes traditional and modern country music.

A Few Format Highlights

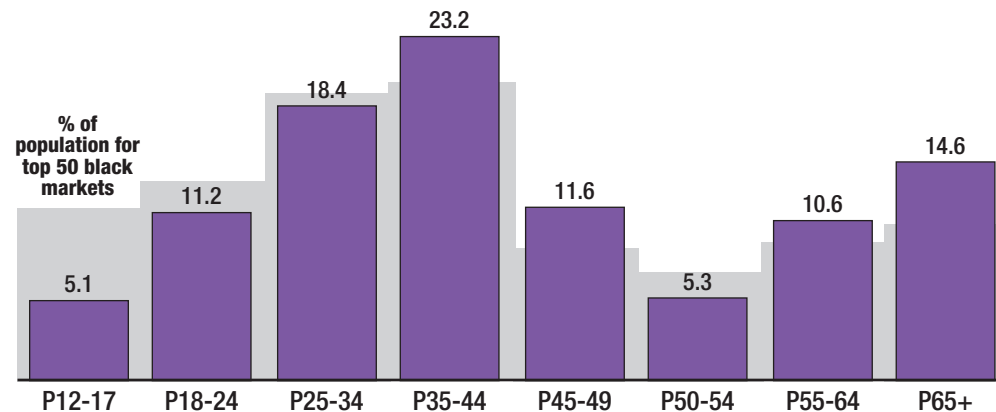
Women hold a slight majority when it comes to Country. More than 54 percent of black Women 18+ are country fans along with almost 46 percent of black Men 18+. Country appeals to most black adults aged 25 or older. Teens and young adults 18-24 account for only 16.3 percent of the audience for Country.



Listeners 18+
Mon-Sun, Mid-Mid

Classic Country	0.0
Country	1.0
New Country	0.1
Total Country	1.1

Black AQH Share of Country Formats
Mon-Sun, Mid-Mid, Persons 12+



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

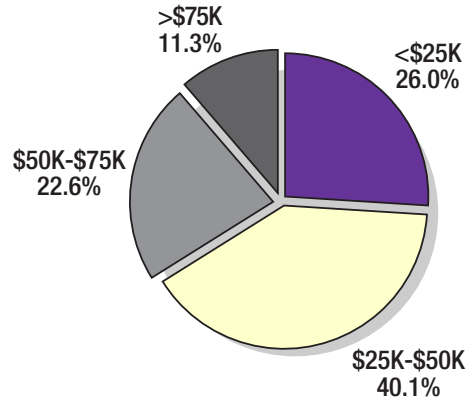
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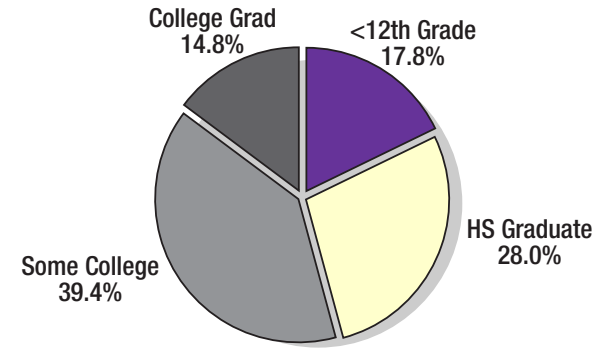
Country

Seventy-four percent of black adults who listen to Country have household incomes of \$25,000 or more.

Most have either finished high school or had some college education (67.4 percent). A little more than half (54.2 percent) have had some college education or are college graduates.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

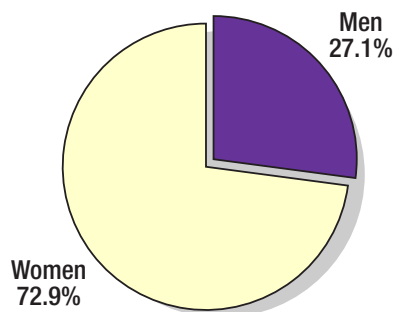
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Gospel

Also known as "Black Gospel." Rhythm-and-blues-based, inspirational music with church origins.

A Few Format Highlights

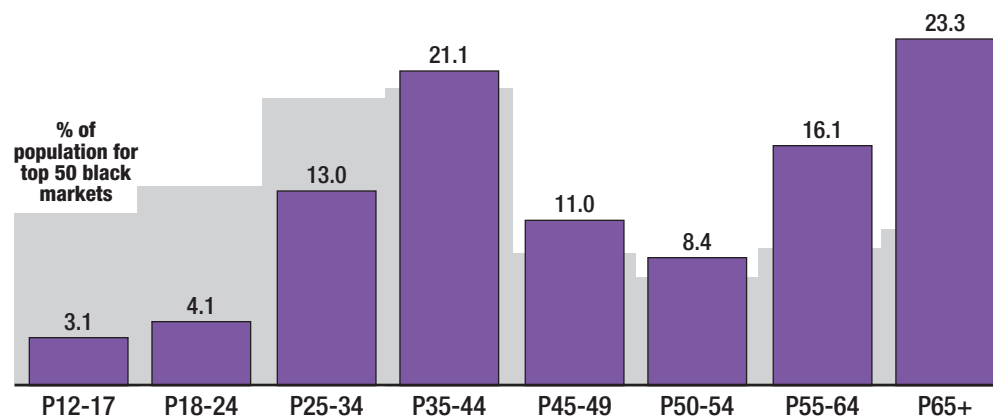
Gospel attracts the largest share of female listeners. Almost 73 percent of the black audience for Gospel stations are Women 18+. Just over 27 percent are Men 18+. Almost one-quarter of this format's audience are Adults 65+. Another 21.1 percent are adults 35-44.



Listeners 18+
Mon-Sun, Mid-Mid

Total Gospel	5.3
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Black AQH Share of Gospel Format
Mon-Sun, Mid-Mid, Persons 12+



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

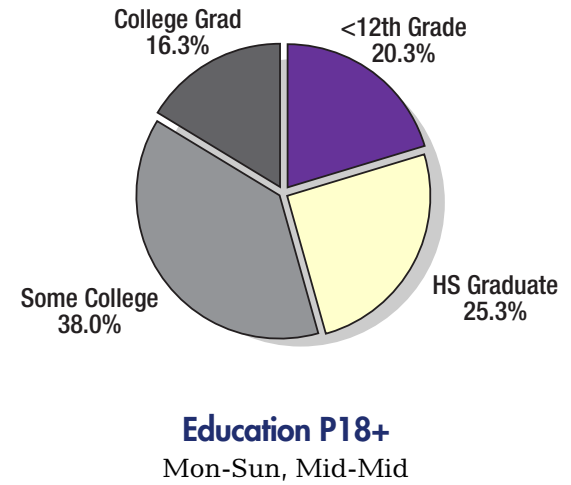
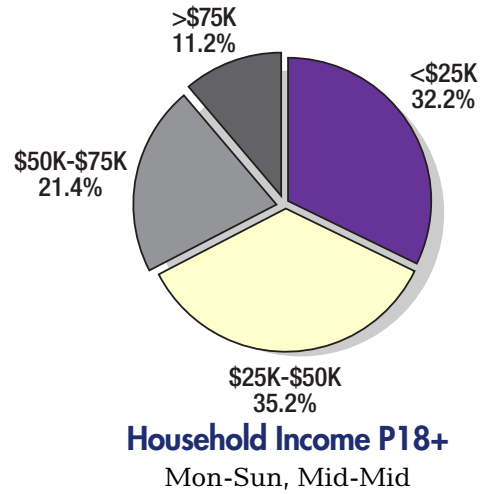
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Gospel

Slightly more than a third of the black adults who listen to Gospel have household incomes between \$25,000 and \$50,000. Approximately another third have household incomes above \$50,000.

The majority (63.3 percent) of Gospel's black listeners have either graduated high school or attended some college. A little more than 16 percent hold college degrees.



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

New AC/ Smooth Jazz

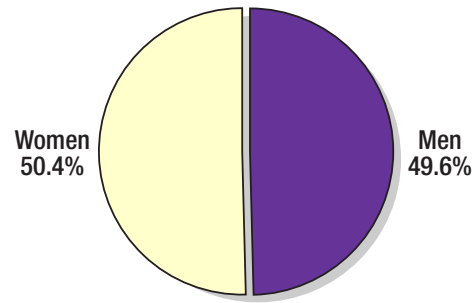
Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

A Few Format Highlights

With an almost even split between male and female adult listeners, New AC/Smooth Jazz has a slightly larger share of women (50.4 percent) in its audience than men (49.6 percent). The largest share of New AC/Smooth Jazz listeners are ages 35-44. Adults of all ages tune in to New AC/Smooth Jazz, but it attracts only 5.6 percent of teens and young adults 18-24.

Note: Due to rounding, totals may differ.

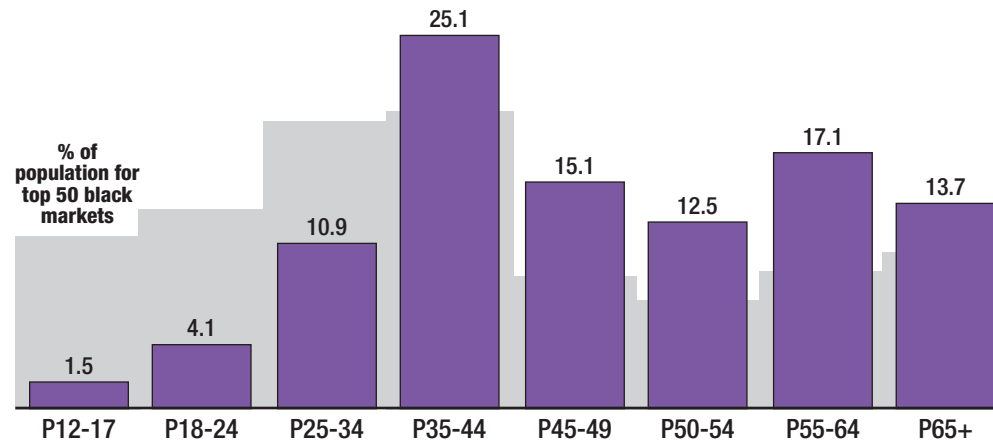
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media Professional™, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.



Listeners 18+
Mon-Sun, Mid-Mid

Jazz	1.6
New AC	5.9
Total New AC/Smooth Jazz	7.5

Black AQH Share of New AC/Smooth Jazz Formats
Mon-Sun, Mid-Mid, Persons 12+

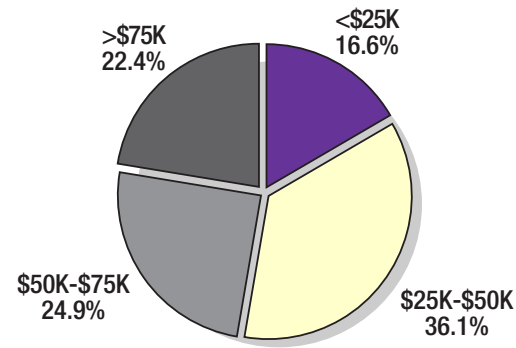


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, Mid-Mid

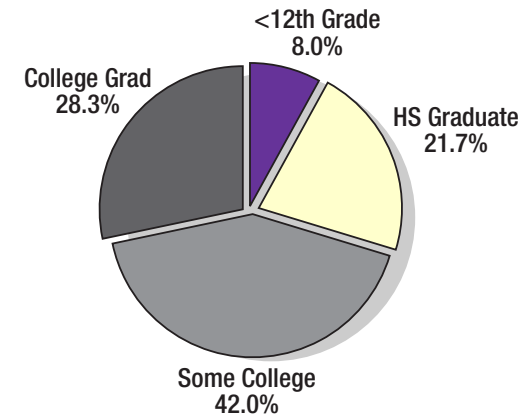
New AC/ Smooth Jazz

More than 47 percent of black listeners to New AC/Smooth Jazz earn above \$50,000 per year. About 36 percent earn between \$25,000 and \$50,000. Therefore, 83.4 percent have household incomes of \$25,000 or better.

Almost three-fourths (70.3 percent) of black adults who listen to New AC/Smooth Jazz have gone beyond high school, having some college education or a college degree.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

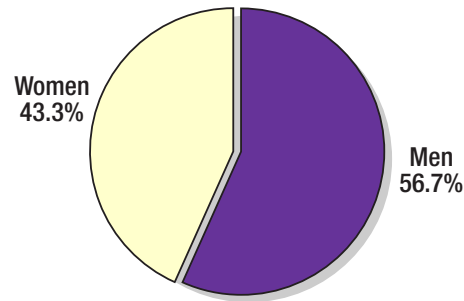
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

News/Talk/Information

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

A Few Format Highlights

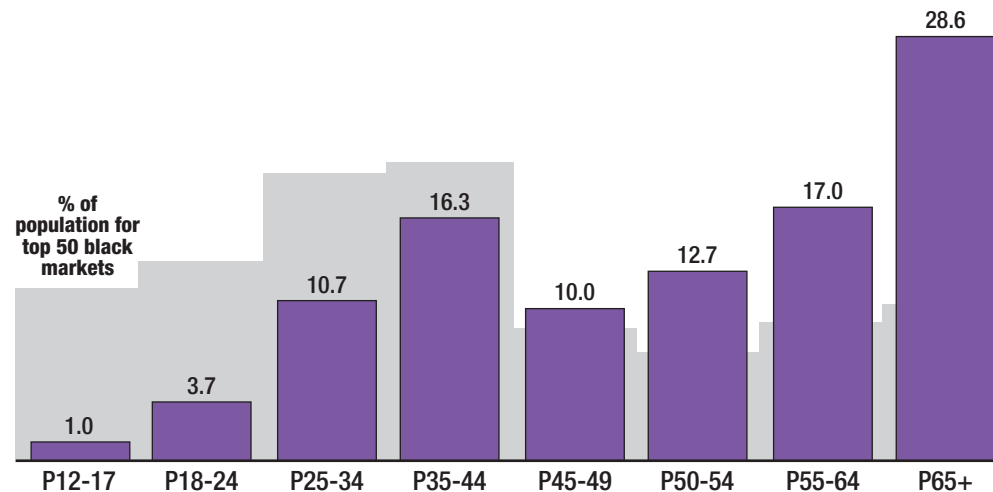
Men dominate News/Talk/Information listening. Almost 57 percent of News/Talk/Information's black listeners are Men 18+, while about 43 percent are Women 18+. Almost 29 percent of the listening audience for News/Talk/Information are Adults 65+. Another 56 percent are adults ages 35 to 64.



Listeners 18+
Mon-Sun, Mid-Mid

All News	2.4
All Sports	1.2
News/Talk	4.1
Talk	1.4
Total News/Talk/Information	9.0

Black AQH Share of News/Talk/Information Formats
Mon-Sun, Mid-Mid, Persons 12+



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

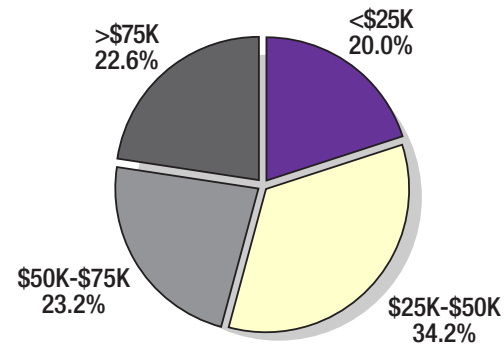
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

News/Talk/ Information

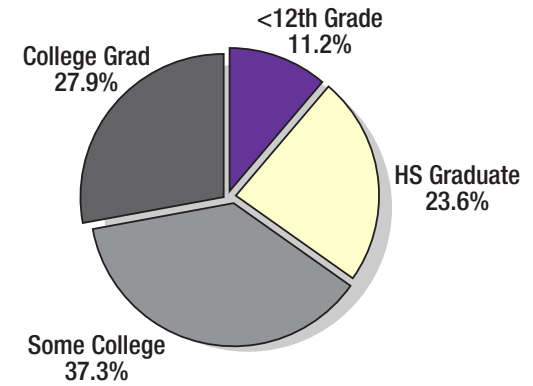
News/Talk/Information primarily appeals to those black listeners with incomes of more than \$25,000 (80 percent). Almost 46 percent have incomes of over \$50,000.

News/Talk/Information's black listeners are also well educated, with slightly more than 65 percent having at least some college education or a college degree.



Household Income P18+

Mon-Sun, Mid-Mid



Education P18+

Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

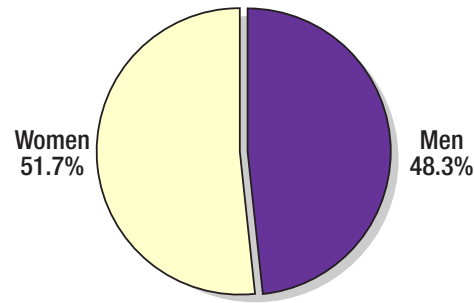
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Oldies

Specializes in Rock-era Oldies, including '70s hits, '80s hits and Rhythmic Oldies, usually those played on Top 40 stations.

A Few Format Highlights

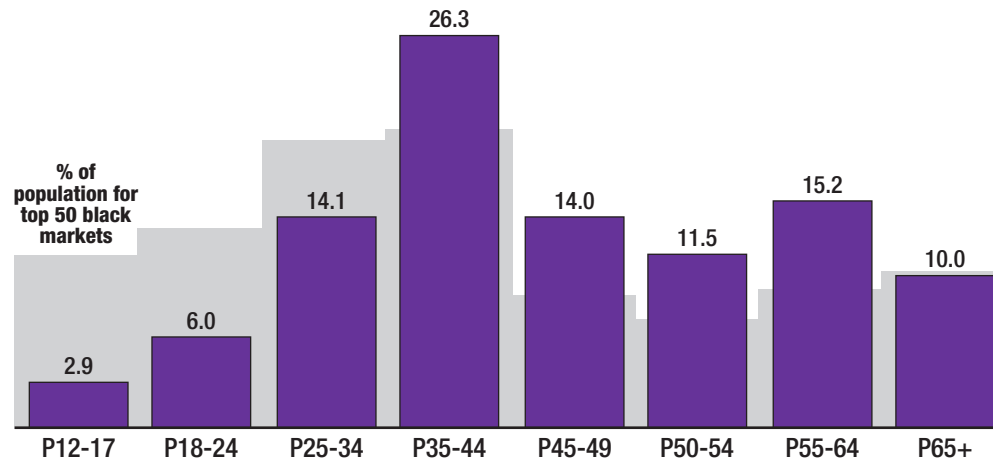
The black listening audience for the Oldies format is 51.7 percent Women 18+ and 48.3 percent Men 18+. Oldies is a popular format among the over-35 crowd, especially with those between 35 and 44, who are 26.3 percent of the audience.



Listeners 18+
Mon-Sun, Mid-Mid

'70s Hits	0.1
'80s Hits	0.1
Oldies	1.6
Rhythmic Oldies	1.5
Total Oldies	3.2

Black AQH Share of Oldies Formats
Mon-Sun, Mid-Mid, Persons 12+



Audience Composition

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

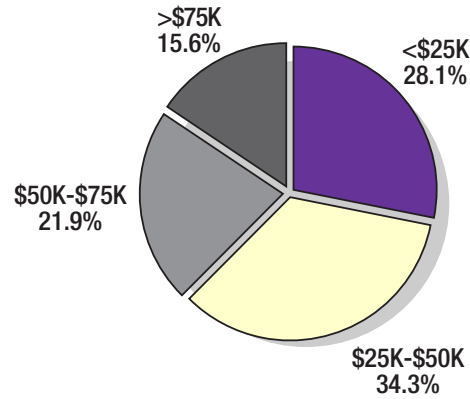
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

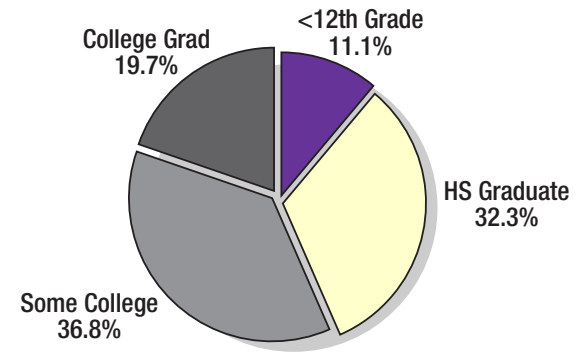
Oldies

Adult blacks who listen to Oldies tend to fall into the middle-income brackets. More than 34 percent have household incomes of \$25,000-\$50,000, while 21.9 percent report incomes of \$50,000-\$75,000. Also, 15.6 percent report incomes higher than \$75,000.

More than two-thirds have either finished high school or had some college education (69.1 percent), while 19.7 percent hold a college degree.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

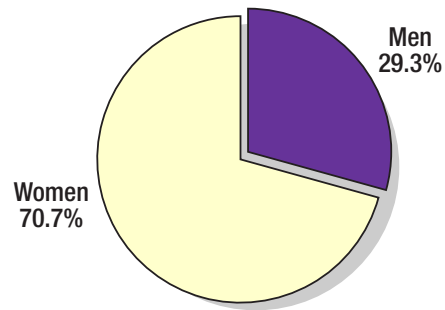
Religious

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

A Few Format Highlights

Religious is the third most popular format among black listeners. This format also attracts the second largest share of female listeners. Almost 71 percent of the black audience for Religious stations are Women 18+. Just over 29 percent are Men 18+.

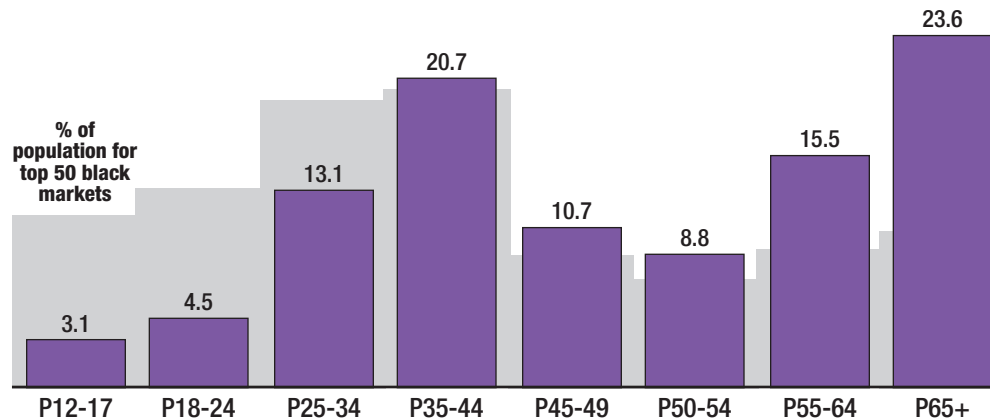
Religious-formatted radio is most popular with black listeners over 35 years of age, who account for 79.3 percent of the audience.



Listeners 18+
Mon-Sun, Mid-Mid

Christian	0.9
Religious	4.0
Southern Gospel	0.0
Total Religious	4.9

Black AQH Share of Religious Formats
Mon-Sun, Mid-Mid, Persons 12+



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

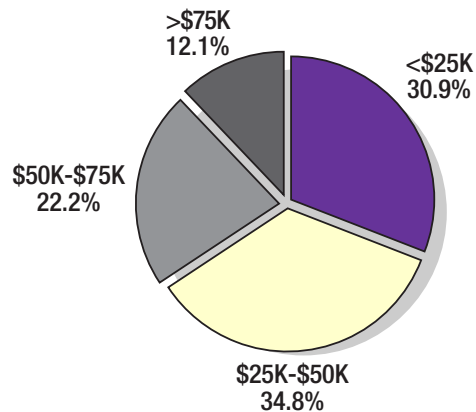
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

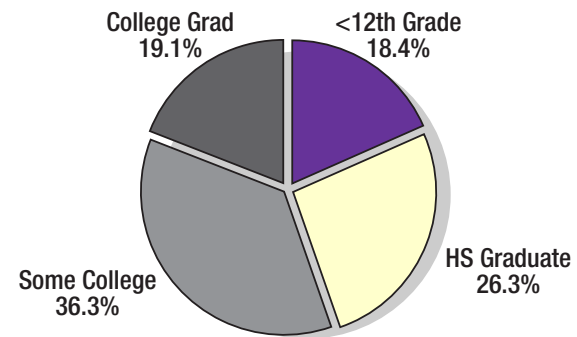
Religious

Most of the black adults who listen to Religious stations (69.1 percent) have household incomes of \$25,000 or more; 12.1 percent have incomes above \$75,000.

More than 55 percent have either attended college classes or earned their degrees.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

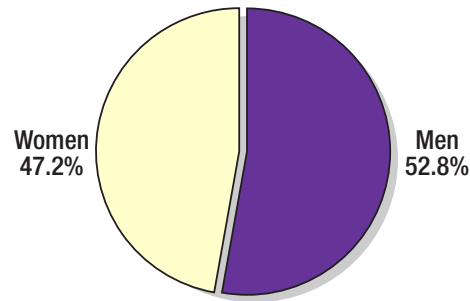
Note: Due to rounding, totals may differ.
 Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Rhythmic CHR

Current Rhythm-and-Blues, Hip-Hop and dance hits. Includes popular "Club" music.

A Few Format Highlights

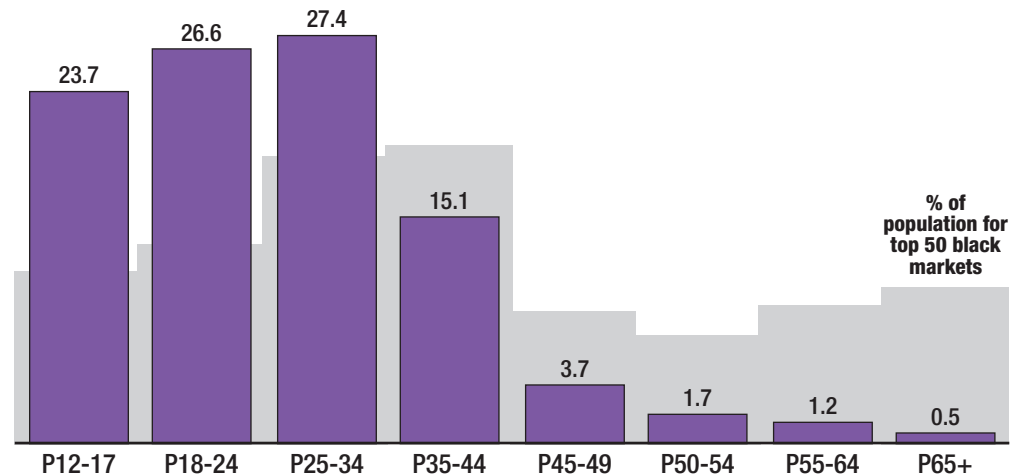
Rhythmic CHR has slightly more black Men 18+ (52.8 percent) in its audience than black Women 18+ (47.2 percent). Like CHR, Rhythmic CHR is most popular among younger people. More than 75 percent of Rhythmic CHR listeners are under the age of 35. Almost 24 percent are teens.



Listeners 18+
Mon-Sun, Mid-Mid

Total Rhythmic CHR 8.1

Black AQH Share of Rhythmic CHR Format
Mon-Sun, Mid-Mid, Persons 12+



Audience Composition

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

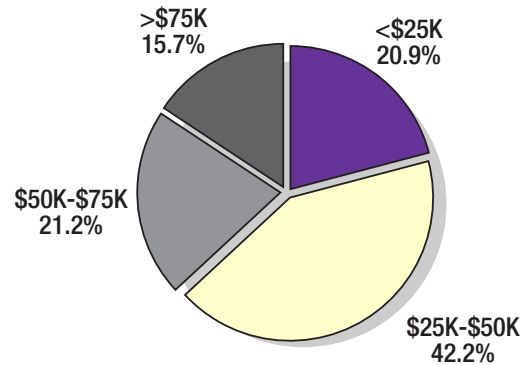
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

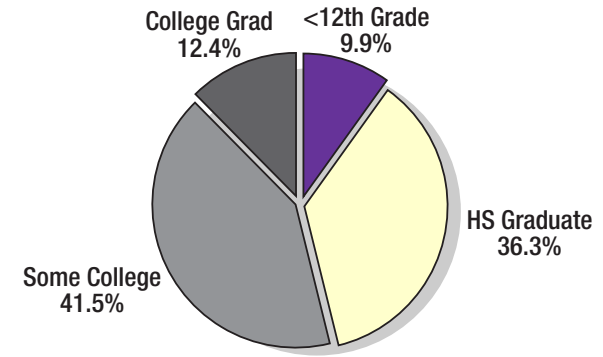
Rhythmic CHR

Over 40 percent of black adults 18+ who listen to Rhythmic CHR have household incomes between \$25,000 and \$50,000; 36.9 percent have household incomes of \$50,000 or above.

This format tends to attract young listeners, with almost half of its audience (50.3 percent) in the 12-24 age group. This popularity among black youths corresponds to the high number of listeners who report having attended some college (41.5 percent), since these listeners are very likely in the midst of pursuing a college education.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

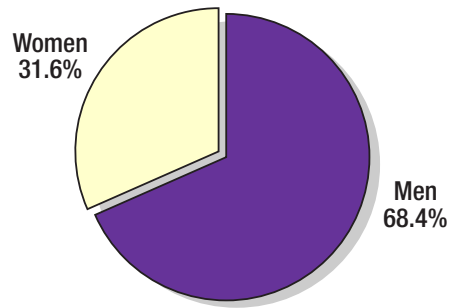
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Rock

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

A Few Format Highlights

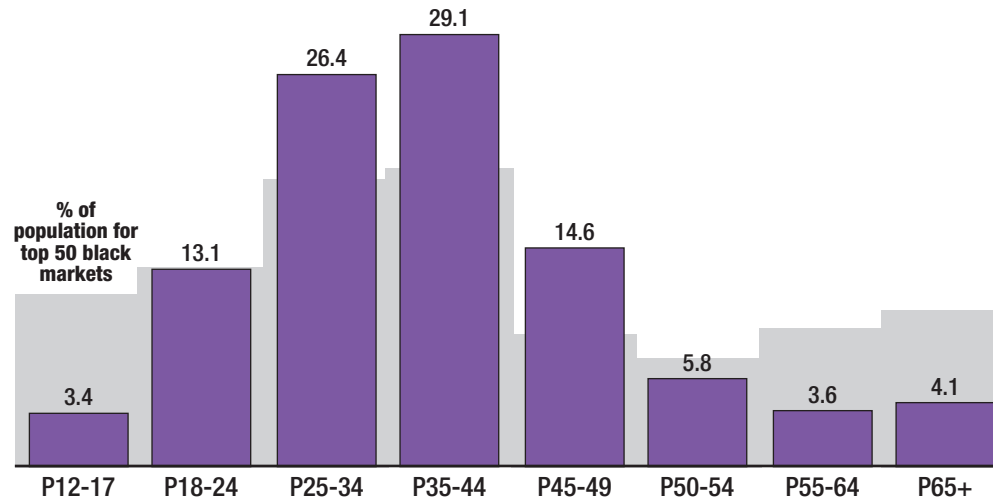
Black Men 18+ are more than two-thirds of the audience for Rock stations. Women 18+ are the remaining third. Well over half (55.5 percent) of Rock's black listeners are Adults ages 25-44. Over 20 percent are ages 45-54, while only 7.7 percent are over age 55.



Listeners 18+
Mon-Sun, Mid-Mid

Active Rock	0.2
AOR	0.3
Classic Rock	0.5
Total Rock	1.0

Black AQH Share of Rock Formats
Mon-Sun, Mid-Mid, Persons 12+



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

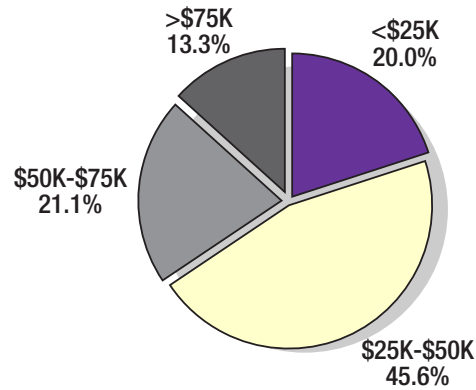
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

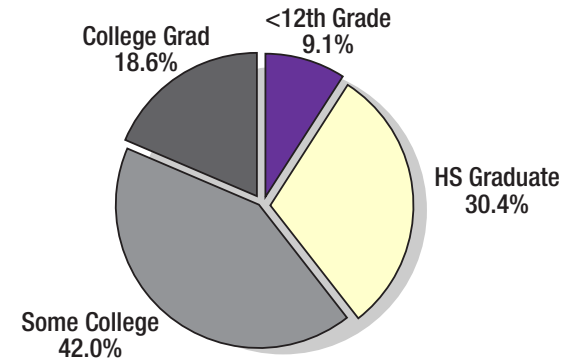
Rock

Almost 46 percent of the black adults who listen to Rock have household incomes between \$25,000 and \$50,000; over 34 percent have incomes of \$50,000 and above.

About 61 percent of Rock's black audience have either graduated or attended some college.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

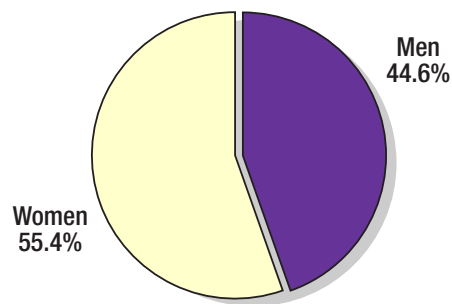
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Spanish

All Spanish-language formats, including talk and music.

A Few Format Highlights

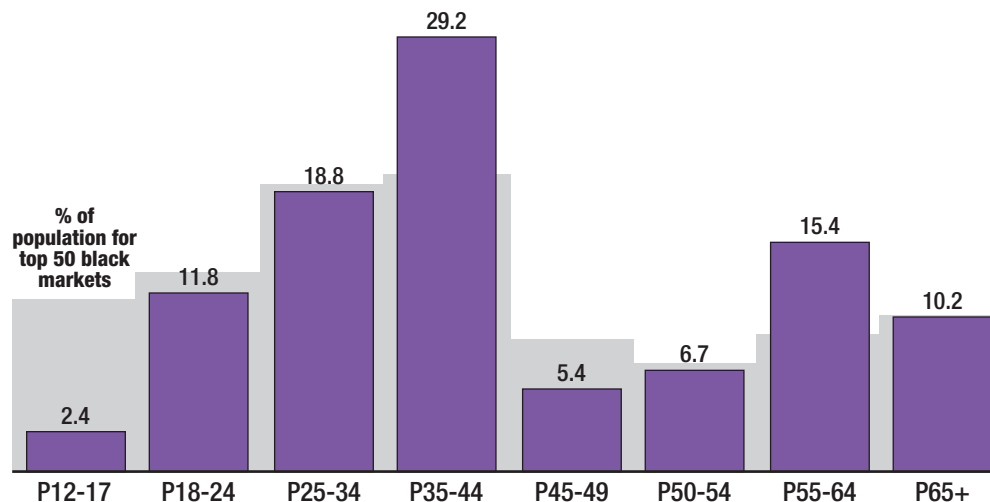
Women 18+ (55.4 percent) compose slightly more of the black audience to Spanish-radio formats than Men 18+ (44.6 percent). The largest share of the black audience for Spanish-formatted radio (29.2 percent) are Adults 35-44. Another 18.8 percent of the audience are Adults 25-34.



Listeners 18+
Mon-Sun, Mid-Mid

Mexican Regional	0.1
Spanish Contemporary	0.1
Spanish News/Talk	0.0
Spanish Tropical	0.1
Spanish Variety	0.1
Tejano	0.0
Total Spanish	0.3

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



Audience Composition

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

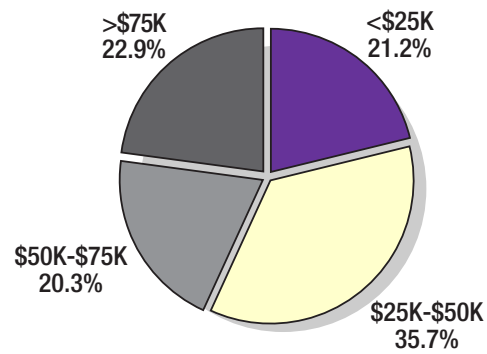
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

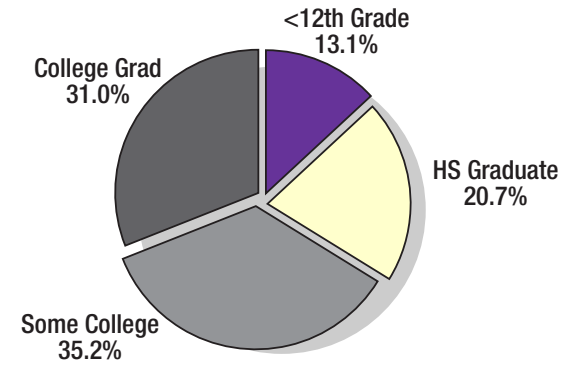
Spanish

Of the black Adults 18+ who listen to Spanish-language stations, 78.9 percent have household incomes of \$25,000 and above; 43.2 percent have incomes of \$50,000 and above.

Most have either graduated or attended some college (66.2 percent).



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

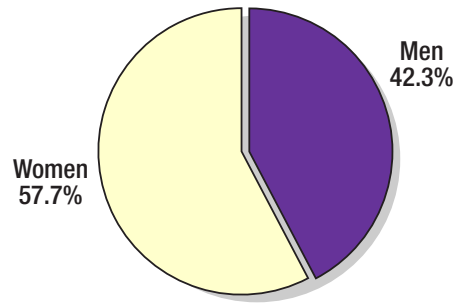
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Urban AC

Also known as "R&B Adult."

A Few Format Highlights

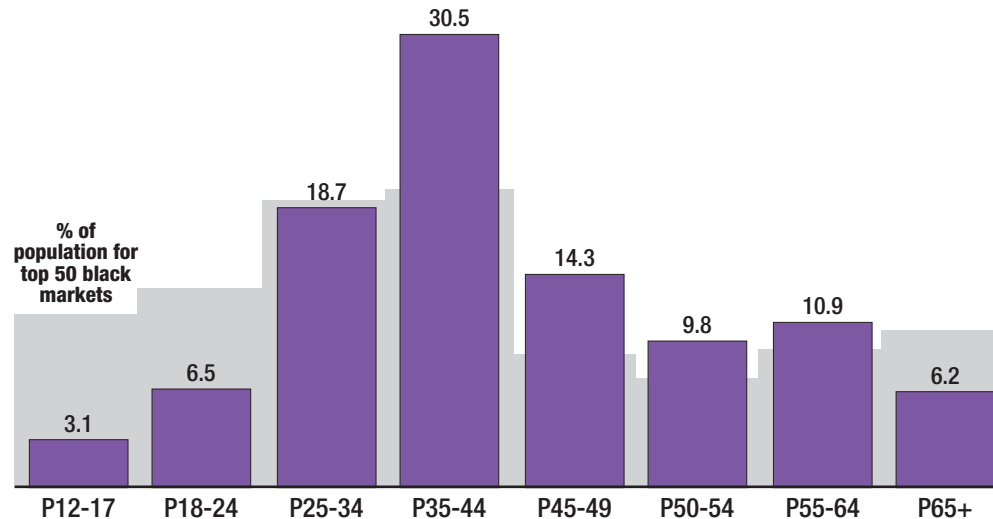
Urban AC's black listeners are more likely to be Women 18+ (57.7 percent) than Men 18+ (42.3 percent). Nearly three-quarters of the black audience for Urban AC are adults aged 25-54. Only 3.1 percent of the black audience are teens.



Listeners 18+
Mon-Sun, Mid-Mid

Total Urban AC 16.8

Black AQH Share of Urban AC Format
Mon-Sun, Mid-Mid, Persons 12+



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

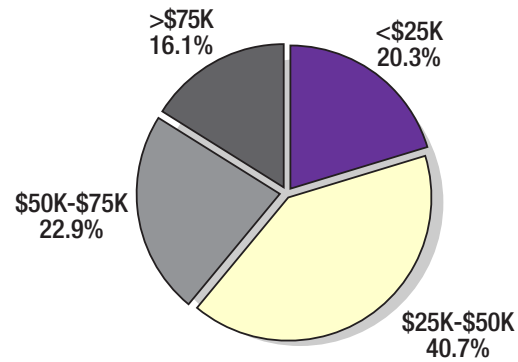
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

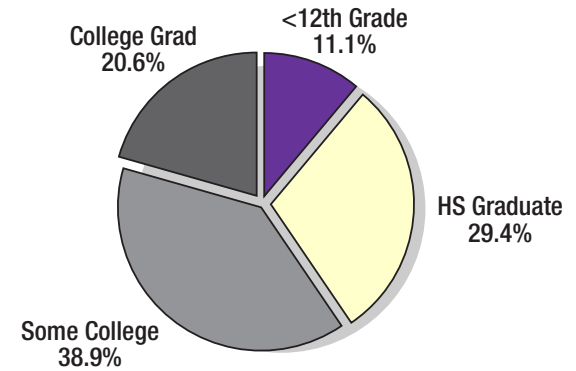
Urban AC

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

A majority, 59.5 percent, have either attended some college or received their degrees.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

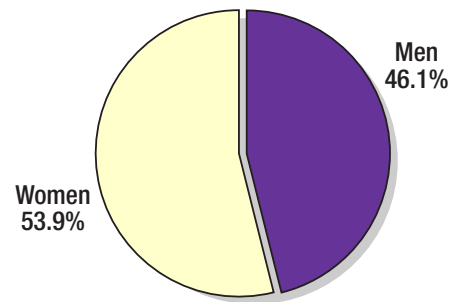
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Urban Contemporary

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

A Few Format Highlights

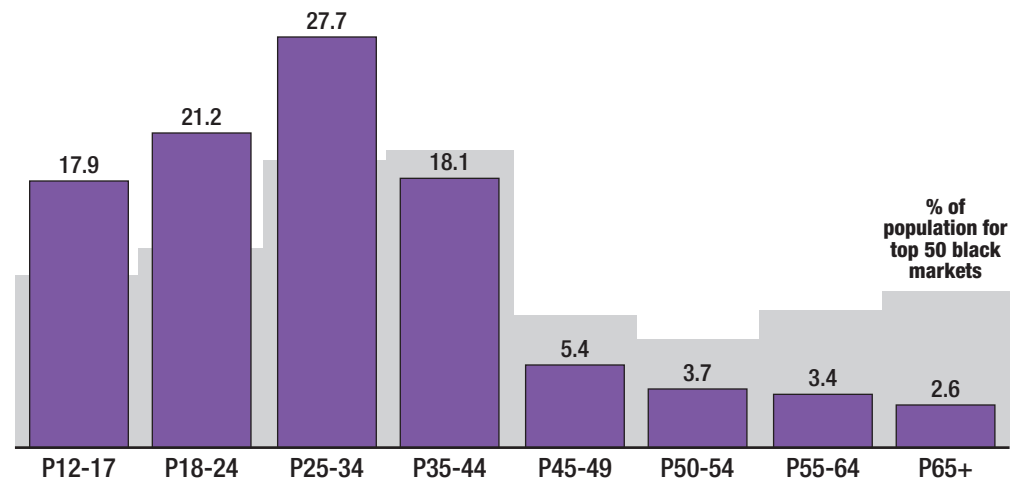
Urban Contemporary is the most popular format among black listeners. It is slightly more popular with black Women 18+ (53.9 percent) than Men 18+ (46.1 percent). This is a format that appeals to a younger demo, with almost 67 percent of its audience ages 34 and under. Black teens account for 17.9 percent of the listening. Black teens account for 17.9 percent of the listening.



Listeners 18+
Mon-Sun, Mid-Mid

Total Urban Contemporary 23.9

Black AQH Share of Urban Contemporary Format
Mon-Sun, Mid-Mid, Persons 12+



Audience Composition

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

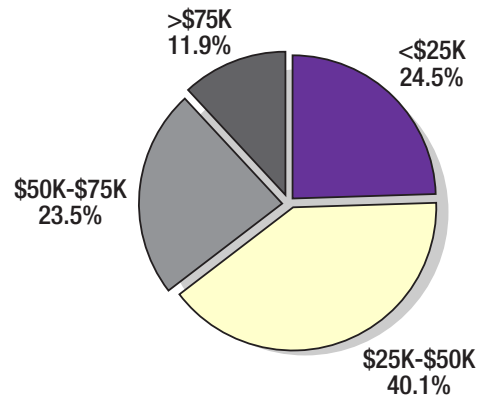
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

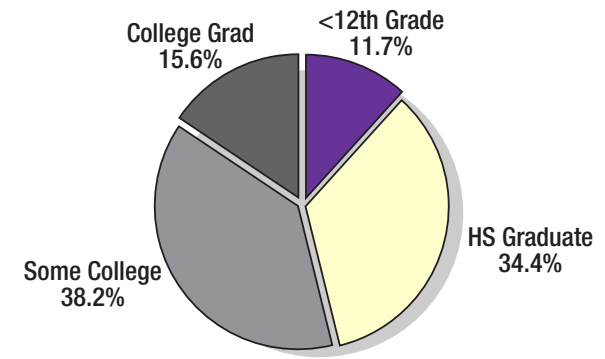
Urban Contemporary

Approximately 40 percent of black listeners to Urban Contemporary earn between \$25,000 and \$50,000; 11.9 percent have incomes of more than \$75,000.

Since 39.1 percent are ages 12-24, a large number of these listeners are probably still in the process of pursuing a degree, with 38.2 percent reporting that they have attended some college and only 15.6 percent having graduated.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

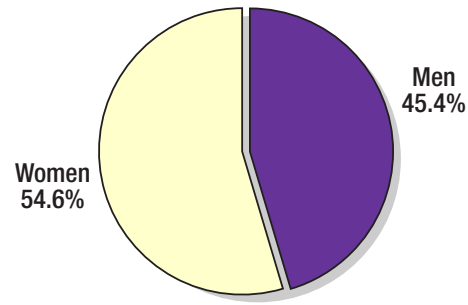
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Urban Oldies

Includes Urban Oldies Gold.

A Few Format Highlights

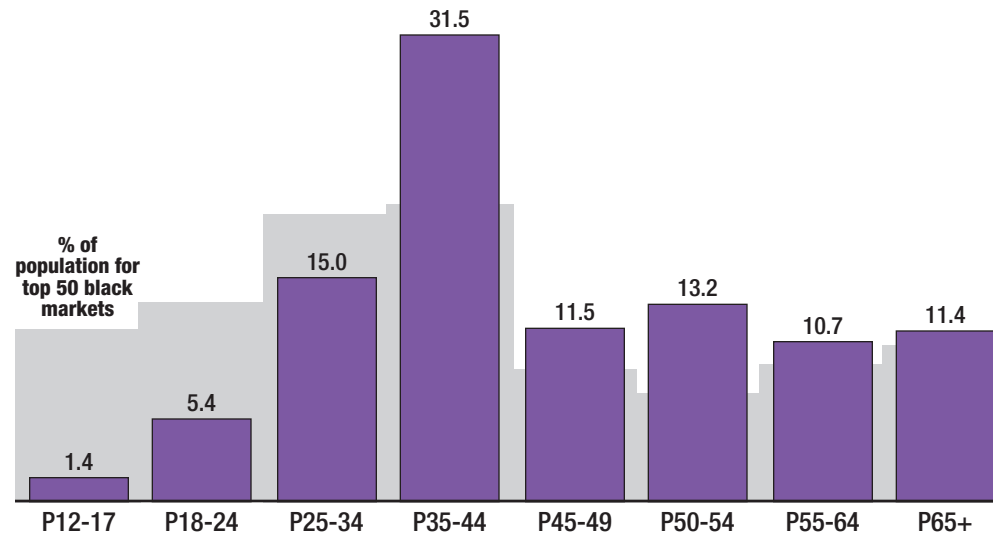
Black listenership to Urban Oldies splits about evenly between Women 18+ (54.6 percent) and Men 18+ (45.4 percent). Over half of the black audience for Urban Oldies are adults ages 35-54; almost a quarter are adults over age 55.



Listeners 18+
Mon-Sun, Mid-Mid

Total Urban Oldies 1.3

Black AQH Share of Urban Oldies Format
Mon-Sun, Mid-Mid, Persons 12+



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

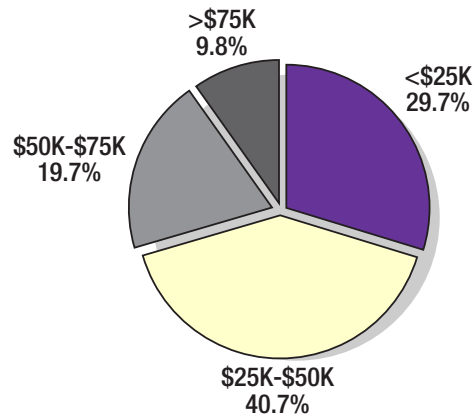
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® 8.0/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

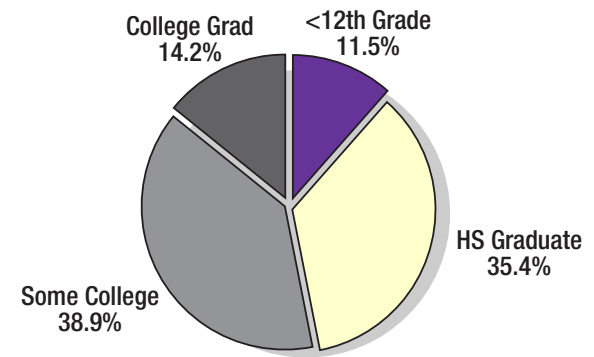
Urban Oldies

Nearly 30 percent of this format's listeners earn \$50,000+.

More than half (53.1 percent) have either attended some college or received their degrees.



Household Income P18+
Mon-Sun, Mid-Mid



Education P18+
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer 8.0®/Media ProfessionalSM, Spring 2001, Top 50 Black Markets, Mon-Sun, Mid-Mid.

Top 50 Black Metro Survey Areas

Metro Survey Area	Population	Metro Survey Area	Population
1 New York, NY	2,393,700	26 Milwaukee-Racine, WI	190,900
2 Chicago, IL	1,300,300	27 Kansas City, MO-KS	184,200
3 Washington, DC	937,000	28 Cincinnati, OH	178,400
4 Atlanta, GA	817,800	29 Columbus, OH	163,200
5 Los Angeles, CA	812,400	30 Pittsburgh, PA	161,300
6 Detroit, MI	807,900	31 Indianapolis, IN	159,600
7 Philadelphia, PA	767,600	32 Orlando, FL	153,000
8 Houston-Galveston, TX	633,400	33 Nashville, TN	149,900
9 Baltimore, MD	576,900	34 Jackson, MS	147,200
10 Dallas-Ft. Worth, TX	529,000	35 Baton Rouge, LA	141,900
11 Miami-Ft. Lauderdale-Hollywood, FL	518,500	36 Seattle-Tacoma, WA	135,700
12 San Francisco, CA	479,600	37 Charleston, SC	134,900
13 Memphis, TN	393,600	38 San Diego, CA	126,300
14 Norfolk-Virginia Beach-Newport News, VA	365,400	39 Greenville-Spartanburg, SC	125,700
15 St. Louis, MO	362,000	40 Columbia, SC	121,600
16 New Orleans, LA	333,500	41 Greenville-New Bern-Jacksonville, NC	121,200
17 Cleveland, OH	327,600	42 Augusta, GA	121,100
18 Richmond, VA	242,500	43 Mobile, AL	118,800
19 Charlotte-Gastonia-Rock Hill, NC	237,900	44 West Palm Beach-Boca Raton, FL	115,600
20 Raleigh-Durham, NC	222,400	45 Dayton, OH	113,800
21 Boston, MA	221,000	46 Lafayette, LA	109,500
22 Birmingham, AL	217,800	47 Riverside-San Bernardino, CA	109,100
23 Jacksonville, FL	197,600	48 Las Vegas, NV	108,700
24 Tampa-St. Petersburg-Clearwater, FL	192,400	49 Louisville, KY	108,500
25 Greensboro-Winston Salem-High Point, NC	191,000	50 Minneapolis-St. Paul, MN	106,800

Based on 12+ Black Population

Sources

Black Radio Today contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 2001 survey.

Data for analyses such as overnight listening and listening location were computed using Arbitron's radio respondent-level software application, *MaxiSer/Media Professional*, Top 50 black radio Metro markets. Format information was based on the top 50 black radio Metro markets. The radio Metro markets listed on the preceding page were determined using Arbitron's Spring 2001 population rankings.

Glossary

Average Quarter-Hour Persons (AQH Persons)

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

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

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

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

Cume Persons

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

Cume Rating or Cume PUR

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

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

Format Share

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

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

Index

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

Time Spent Listening (TSL)

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

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



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