



# Black Radio Today

2008 Edition

From the Arbitron Series “Radio Today”

# Black Radio Today: 2008 Edition

Arbitron *Black Radio Today* highlights the radio listening habits of Black/African-American consumers nationwide in these leading formats:

- Urban Adult Contemporary
- Urban Contemporary
- Rhythmic Contemporary Hit Radio (Rhythmic CHR)
- Gospel
- New AC/Smooth Jazz
- News/Talk/Information
- Adult Contemporary
- Pop Contemporary Hit Radio (Pop CHR)
- Religious

*Black Radio Today* is part of the Arbitron series, *Radio Today*, a collection of targeted audience reports annually updated with the most current radio listening trends. Arbitron provides these reports free—to read online and as downloadable PDF files—at [www.arbitron.com](http://www.arbitron.com). Along with *Black Radio Today*, reports in this series include *Hispanic Radio Today*, *Network Radio Today*, and *Public Radio Today*, among others, as well as the flagship report on overall U.S. listening trends that inaugurated the series, *Radio Today*.

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## **The Most Popular Entertainment and Information Medium Among Black Consumers Is Radio**

Welcome to the *Black Radio Today 2008 Edition*—an in-depth look at radio listening nationally and by individual formats serving Black/African-American audiences. *Black Radio Today* combines Scarborough qualitative consumer data with Arbitron quantitative audience data to develop a valuable profile of radio listening among Black consumers across America. With information on the purchasing plans and leisure activities for nine specific formats, this report provides valuable insight on the enduring relationship between radio and Black listeners.

Well over 90% of Black consumers aged 12 years and over listen to the radio each week—a higher penetration than television, magazines, newspapers or the Internet. Radio reaches Black audiences everywhere they are: at home, at work and in the car; in stores and restaurants; online; and, more recently, via cell phones. Regardless of age, time of day or geography, radio is the true media companion of Black consumers. We hope you'll examine and find useful the many fascinating facts about radio listening, gathered from nearly 440,000 listening diaries in 130 radio markets with significant Black populations that were measured in the Spring of 2007.

You'll find detailed facts and figures on Black audience listening to radio stations in the United States over the past year, and in some cases, over several years. You'll see shares of the national Black/African-American audience for the nine featured formats overall and by region, as well as easy-to-read graphs highlighting general demographics, household income, education level, time spent listening (TSL), average age, timely Scarborough lifestyle/purchasing information and summary analyses.

After reading Arbitron's *Black Radio Today 2008*, you'll see that radio remains a valuable component of Black/African-American media usage.

# What's New in This Edition

## **Deeper Analyses for Every Format**

*Black Radio Today 2008* offers a fuller analysis of the audience listening patterns and demographics of nine leading radio formats that have appealed to Black/African-American listeners. You'll see detailed analyses for these formats, including multiyear trends to provide perspective on audience listening shifts.

## **Nine Notable Story Lines of the Year**

Back by popular demand is our expanded coverage of headlines gleaned from analyzing the Spring 2007 ratings. These "Ratings Story Lines of the Year" highlight significant trends and milestones in the listening behavior of Black/African-American audiences for specific formats, demographics and dayparts. Following the format-by-format reports, we also present a general overview and analysis of radio consumption by Black listeners.

## **New Scarborough Data on Voting, Political Affiliations, Cell Phones, Internet Connectivity, Consumer Electronics and More**

In addition to essential characteristics, such as household income and education levels, *Black Radio Today 2008* provides a special close-up of Scarborough Research insights into cell phone usage.

This edition also features Scarborough qualitative details on ownership, including the likelihood of Black listeners to purchase digital cameras, MP3 players and personal digital assistants (PDAs). You'll see the types of Internet connectivity Black consumers have, and the types they are likely to get within the next year, as well as information on where they access the Web.

Also featured in this report are consumer patterns of moviegoing among Black radio audiences in each format. Further, we present new data on how often in the past year Black radio listeners have seen eye-care specialists compared to the general public.

In recognition of the Presidential election year and the many campaigns taking place closer to home in 2008, *Black Radio Today 2008* also details how often Black/African-American consumers vote in local, state and national elections.

(continued on next page)

# What's New in This Edition

## **Share Report by Format, Average Age by Format**

We've added several charts at the back of this report, including, for the first time, a list of the 130 Black/African-American DST markets examined in this report and a list ranking national Average Quarter-Hour shares for the nine featured formats. To help clarify differences among programming approaches, we've also provided a chart outlining the average age of the Black listeners to these formats.

### *Arbitron Black Radio Today: 2008 Edition*

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# Ratings Story Lines of the Year

## **Urban Adult Contemporary Kept Getting Stronger**

A ratings juggernaut coast-to-coast, Urban AC garnered an even larger share of audience among Black/African-American listeners between Spring 2006 and 2007, rising from 22.9% to 25.4% of total listening. In every daypart, Urban AC improved its ratings for the fifth straight year. Urban AC was the solid No. 1 favorite format among Black/African-American listeners.

## **Rhythmic CHR, Pop CHR, Gospel and News/Talk/Information Also Scored Higher**

In addition to increased strength for the Urban AC format, Rhythmic CHR advanced from a 10.1% to a 10.3% share year-to-year; Gospel improved from a 5.6% share to 5.9%; News/Talk/Information rose from a 3.6% to 3.9%; and Pop CHR edged upward from a 3.0% to 3.1%. Both Gospel and N/T/I delivered impressive numbers of affluent Black/African-American listeners.

## **Urban AC Topped All Formats in Time Spent Listening**

With 10 hours, 45 minutes per week (Black Persons 12+), Urban AC led No. 2 Urban Contemporary (UC) by 30 minutes, followed by Gospel at 9.5 hours. However, among Black listeners 12-24, UC led with 10.5 hours, followed by Rhythmic CHR at 8.25 hours. With Black listeners 18-34, UC was also tops at 11 hours, with Rhythmic CHR next at 8.5 hours. Among Black 25-54s, Urban AC was No. 1 with 11.75 hours, followed by Urban Contemporary at 10.25 hours and Gospel at 9 hours. With Black 35-64s, Urban AC led with 13 hours; Gospel ranked second with 10.5 hours.

## **Formats Began Shifting Both Younger and Older**

- The Black 18-24 audience segment was higher in Spring 2007 than in Spring 2006 in every format other than Rhythmic CHR. And, in every case except N/T/I, that 18-24 segment was higher than even two years previously. Black Teens grew as a percentage of format composition in Gospel, Religious, Rhythmic CHR, Urban AC and Urban Contemporary.
- As for the middle demos, seven of the nine most popular formats among Black listeners showed decreases in their 25-34 audience compositions. Only Adult Contemporary (AC) and Religious grew in this age group. And only Rhythmic CHR increased the segment of its Black audience in the 35-44 demographic.
- Meanwhile, the majority of formats saw an increase in their 45-54 age-group composition of Black listeners, with AC, Gospel and Religious being the exceptions. Further, seven of the nine formats showed increases in the Black 55-64 demo.

(continued on next page)

# Ratings Story Lines of the Year

## **In-Car Continued to Grab More Share of Listening**

In-Car's share of Black/African-American total listening reached a six-year high, and every format except Gospel demonstrated an uptick in the percentage of listening taking place in the car. For the first time in evenings, in-car rose to more than a third of all listening by Black audiences. Black Urban AC and Urban Contemporary listening racked up five and four consecutive years of increases, respectively.

## **Education Profile Advanced with Black Radio Listeners**

Between Spring 2006 and 2007, seven of the nine formats featured in this report showed gains in the percentage of Black/African-American listeners who had attended or graduated from college, and seven of the formats also posted stronger high-school diploma percentages. The Religious and N/T/I formats were up in all three levels: high school graduate; having attended or graduated from college; and college graduate. Gospel also scored high marks in college education and graduate percentages.

## **Upper-Income Levels Improved for Black Radio Listeners**

Eight of the nine formats (all except AC) notched growth in the percentage of their Black/African-American listeners living in households earning \$75,000 or more annually. Gospel, Rhythmic, Urban AC, and Urban Contemporary all hit six-year highs in this category, while three-year peaks were posted by New AC/Smooth Jazz, Pop CHR and Religious listeners. News/Talk/Information tied a three-year high. Meanwhile, seven of the nine formats also were up in the \$50,000+ category, with Gospel and Urban AC reaching six-year peaks.

## **Radio's Reach Among Men 35-54 Showed Strength**

The Cume Rating for Black Men listeners 35-44 matched its best in at least six years, while reach among Black Men listeners 45-54 rose more than 1%, also reaching a six-year peak. Ratings for Black Men listeners 45-54 were up notably in all weekday dayparts, especially in afternoons.

## **Morning Reach Solid Among Women**

The weekly reach for Black/African-American Women was up or held even in all demos between 12 and 64 years old, especially among Black Women 35-44, whose reach rose for the second straight year, rising from 85% to 87%, to its best in at least six years.

## **East North Central Top Region for These Leading Formats**

With the nine formats in this report earning 81% of all radio listening by Black/African-American audiences, the East North Central area moved up from No. 3 in Spring 2006 to No. 1 with 85.4%, passing the South Atlantic, which remained a solid No. 2 with 84.1%. No. 3 was then a tie between the East South Central and West North Central regions with 81.7%. The nine formats also combined for more than 81% in the West South Central territory.

## **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 in 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 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.

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

On the following pages, you can read in detail about Black/African-American listening behavior to nine of America's most popular radio formats that include a substantial number of Black/African-American listeners: Urban Adult Contemporary, Urban Contemporary, Rhythmic CHR, Gospel, New AC/Smooth Jazz, News/Talk/Information, Adult Contemporary, Pop CHR and Religious. The audience estimates came from the 130 radio markets with a significant Black population (known as Differential Survey Treatment [DST] markets), using the Spring 2007 survey. These major formats appear in descending order of their popularity with Black listeners—a ranking based on the 12+ Average Quarter-Hour Share, leading off with the most popular format.

Some of these popular formats—such as Adult Contemporary, News/Talk/Information and Pop CHR (Top 40)—have appealed to the general market as well as to Black/African-American audiences. However, many of the formats featured in this report—Urban Contemporary, Urban AC and Gospel, for example—were specifically designed to attract Black listeners. Indeed, several formats among those targeted to Black radio consumers, such as Urban Contemporary and Urban AC, have had such huge success that they have become the most-listened-to stations in many cities.

Whereas some of these leading formats have been around for decades, others have burst onto the scene more recently in response to the evolving ethnic landscape as well as to consumer demand for more specific programming. Rhythmic CHR, Urban AC and New Adult Contemporary (New AC)/Smooth Jazz are examples of these newer formats.

Undoubtedly, this evolution will continue as demographic trends and changes in America's ethnic composition challenge radio programmers to design formats that appeal to even more segments of the increasingly influential population of Black/African-American media consumers.

# Urban Adult Contemporary

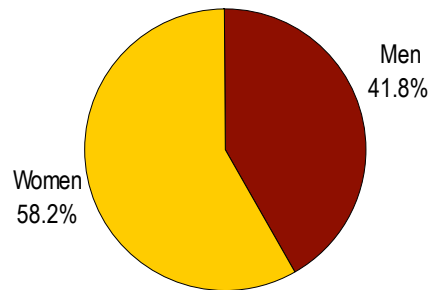
## Black Listeners' Favorite Format

The leading format among Black consumers with nearly a quarter of all listening, Urban Adult Contemporary grew even stronger in Spring 2007, rising from 22.9% of the audience to a whopping 25.4%—adding up to 62% growth since Spring 2002. Urban AC's 170 stations reached 11.2 million Black listeners each week, an 8% increase from Spring 2006.

The Black Urban AC audience leaned 58% women listeners, maintaining its long-stable gender balance. However, the Black Urban AC audience composition has been aging, as its 25-44 age group dropped from 46% to 39% since Spring 2002, while its 45+ segment rose from 44% to 50% during that time. Almost 90% of Black UAC listeners were at least 25 years old.

Looking at audience composition, Urban AC led all formats in terms of concentration of its Black listeners in the 35-44 and 45-54 age groups, and UAC ranked second only to New AC/Smooth Jazz for the 45-54 concentration.

## Listeners 12+ Mon-Sun, 6AM-Mid



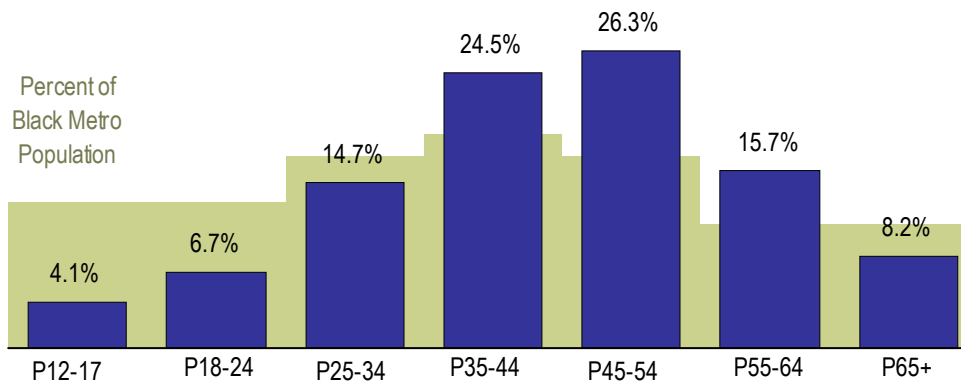
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
15.7%	26.0%	20.3%	22.0%	22.9%	<b>25.4%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Urban AC continued ►

# Urban Adult Contemporary

## Audience Growth in All Dayparts

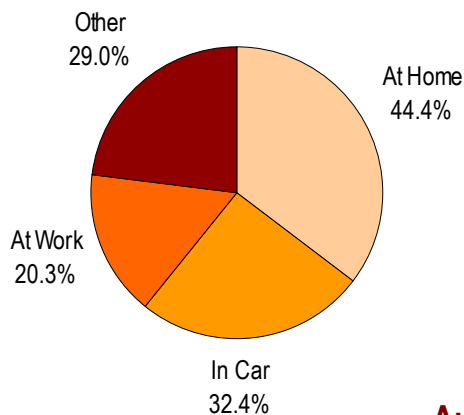
While listening to Urban AC at home had always been the preferred location, in-car rose to nearly a third of all listening in 2007 and was at its highest in six years, grabbing equally from at-home and at-work tune-in.

Urban AC expanded its share of the Black audience in every daypart, gaining 2.5 shares in mornings and 2.8 shares in middays from Spring 2006. Afternoons, evenings and weekends were up at least two shares as well. Since Spring 2002, the Urban AC audience share rose 50% or more in every weekday daypart, growing stronger every year. Urban AC led all formats in every daypart except evenings, where it ranked No. 2.

Urban AC was the No. 1 format among Black listeners in the South Atlantic, East South Central, West South Central, East North Central and West North Central regions, and ranked No. 2 in the Middle Atlantic and Pacific territories.

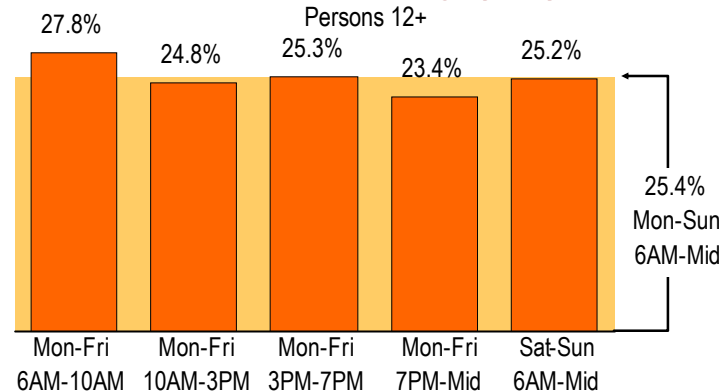
## AQH Share of Listening by Location

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



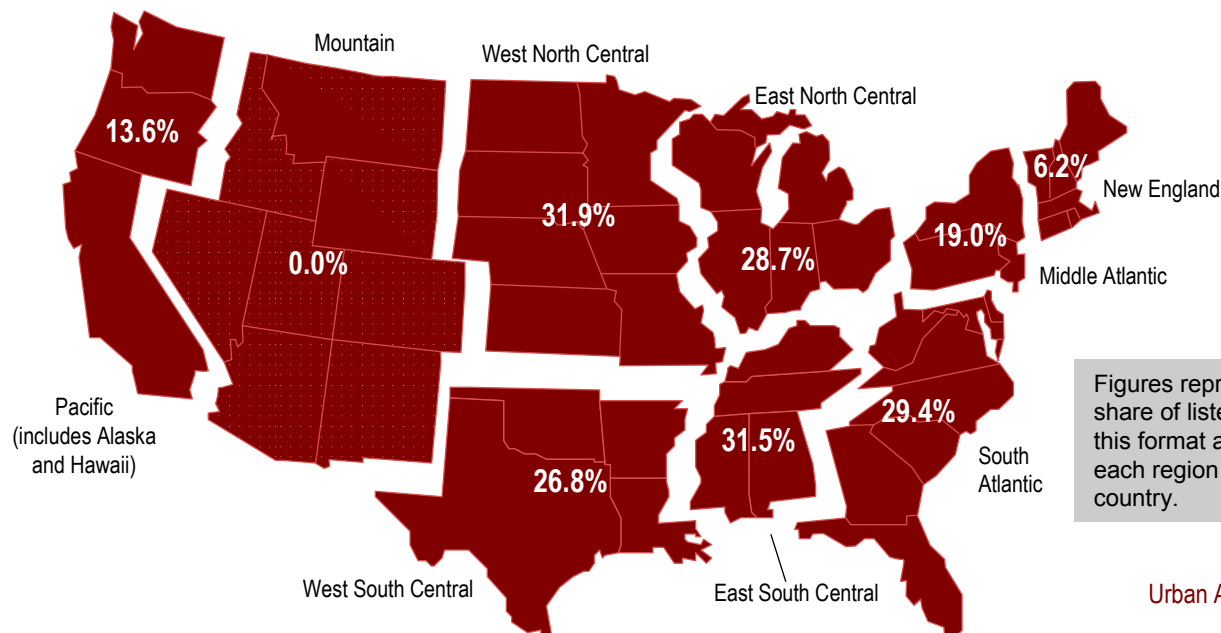
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Urban AC continued ►

Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

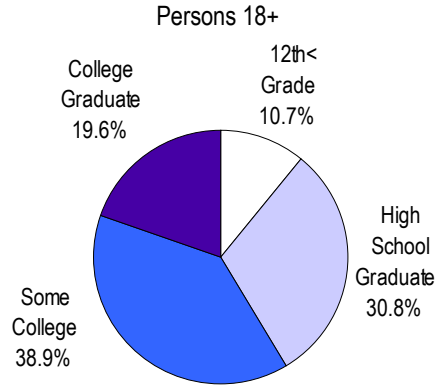
# Urban Adult Contemporary

## No. 1 in TSL Among Key Demos

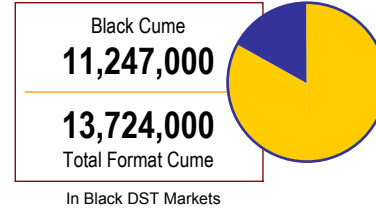
The percentage of Black Urban AC listeners who have graduated from high school rose noticeably to 31% in Spring 2007, up from 29% in Spring 2002. The segment of Black Urban AC households earning \$75,000 or more increased 4% between Spring 2002 and 2007. More Black Urban AC households were in the \$75,000+ bracket than ever, with nearly 2% joining that segment between Spring 2006 and 2007.

Overall time spent listening among 18-34s and 25-54s remained steady. Urban AC ranked No. 1 among all formats in TSL among those 12+, 25-54 and 35-64, and it was third among 12-24s and 18-34s. At 13 hours, Black Urban AC listeners between 35 and 64 years old delivered the highest TSL of any demo in any format, and those between 25 and 54 years old posted the second-highest TSL of any age group, regardless of format.

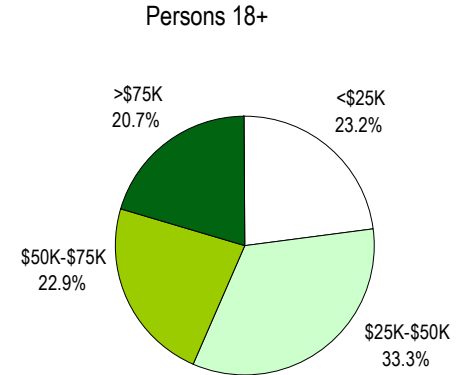
## Education



## Cume

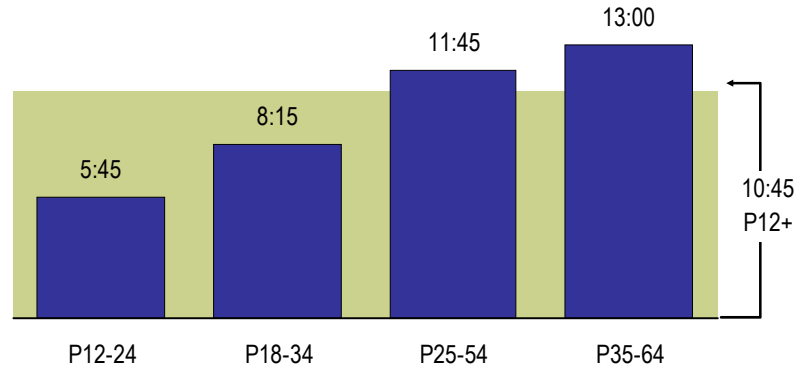


## Household Income



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Urban AC continued ►

# Urban Adult Contemporary

## Cell Phone Feature-Friendly

Black Urban AC listeners were much more inclined than the average person to use their cell phones as cameras and for downloading video games and sending e-mails as well as picture and instant messages.

The Black Urban AC audience was 80% more likely than the average person to attend movies on the premiere weekend and 24% more likely to attend movies 3 or more times within the past three months. Black Urban AC listeners were 74% more likely than the national average to have used the Internet for job/employment searches within the past month.

Black Urban AC listeners were 88% more likely than the national average to affiliate themselves with the Democratic Party.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	149
T-Mobile®	139
AT&T®, Cingular® Wireless	104
Verizon® Wireless	77
None	92

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	146
Receive Bill Each Month	99

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	146
No	98

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	125
Download Ringtones	147
Download Video Games	161
E-mail	151
Instant Messaging	147
Picture Messaging	157
Push to Talk—2-Way	188

Household Electronics	Buy Next 12 Mos. Index	
	Owns Index	Index
Digital Camera	74	142
MP3 Player	81	161
Personal Digital Assistant (PDA)	73	132

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	180
After Opening Weekend; Within First 2 Weeks	119
After Second Week	77
Did Not Attend New Movie	89

Movie Attendance	Past 3 Mos. Index	Past 30 Days Index
	1 Time	92
2 Times	114	106
3 or More Times	124	133
No Times	90	100

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	95
Eye Examiner (Optometrist)	102

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	69%	98
Sometimes	10%	109
Never	21%	103

Political Party Affiliation	Pct.	Index
Democratic	55%	188
Republican	10%	35
Independent	6%	61
Independent, But Feel Closer to Democratic	9%	101
Independent, But Feel Closer to Republican	3%	46
None of These	17%	97

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	84	107
Dial-Up	96	109
DSL	100	91
Broadband (Cable or DSL)	94	110
None	115	93



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Urban Contemporary

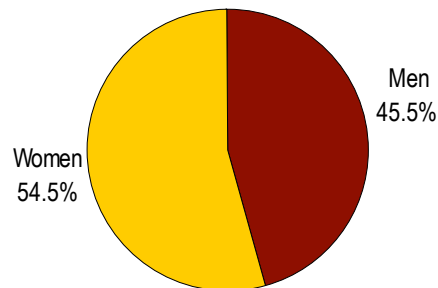
## Enduring Popularity with Young Listeners

Urban Contemporary's 154 stations attracted 10.1 million Black/African-American listeners each week in Spring 2007, claiming 21.6% of the Black radio audience. The format's gender balance favored women by a 10% margin—a gap that has remained virtually unchanged for years.

Demographically, the audience was also stable, with 45-54s being the only segment shifting consistently one way or the other. That group increased its stake from 9% to 11% of all Black Urban Contemporary listeners between Spring 2002 and 2007—a shift coming from fractional decreases among 24-44s. More than 62% of the Black UC audience was under 35, and 92% was under 55. Black Urban Contemporary listening ranked second only to Rhythmic CHR in terms of its high percentage of audience concentration in the 25-34 age group. Nearly 81% of Black Urban Contemporary listeners were between 12 and 44 years old, ranking third among all formats in this report.

## Listeners 12+

Mon-Sun, 6AM-Mid



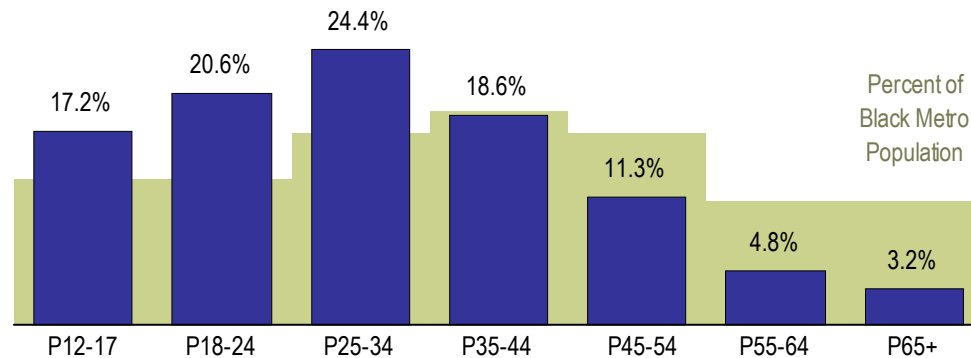
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
26.3%	18.0%	24.0%	24.0%	22.6%	<b>21.6%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Urban Contemporary continued ►

# Urban Contemporary

## The No. 1 Format In Evenings

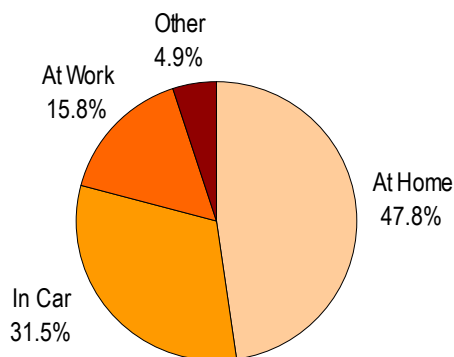
The percentage of at-home listening by the Urban Contemporary Black audience slipped incrementally between Spring 2006 and 2007, but at-home was still the preferred location at 48% of all listening to the format. In-car's portion grew for the fourth straight year with more than a 1% increase and was approaching the one-third mark. At-work's share dipped to match its low-water mark set in Spring 2005.

Urban Contemporary's ratings ranked No. 1 among all formats in this study in evenings, and UC was second only to Urban Adult Contemporary in all other dayparts.

Urban Contemporary had solid appeal across the country in most areas. The format ranked No. 1 among all programming approaches in the Middle Atlantic, and it was No. 2 in the South Atlantic, East South Central, West South Central, East North Central, West North Central and Mountain regions. Between Spring 2006 and 2007, Urban Contemporary increased its share of the Black radio audience in the East South Central, East North Central and Mountain territories.

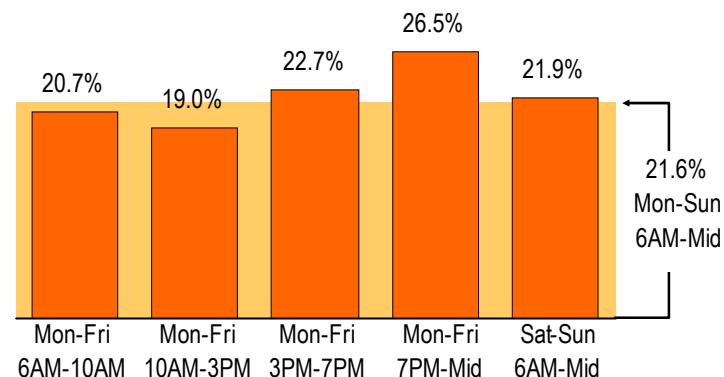
## AQH Share of Listening by Location

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



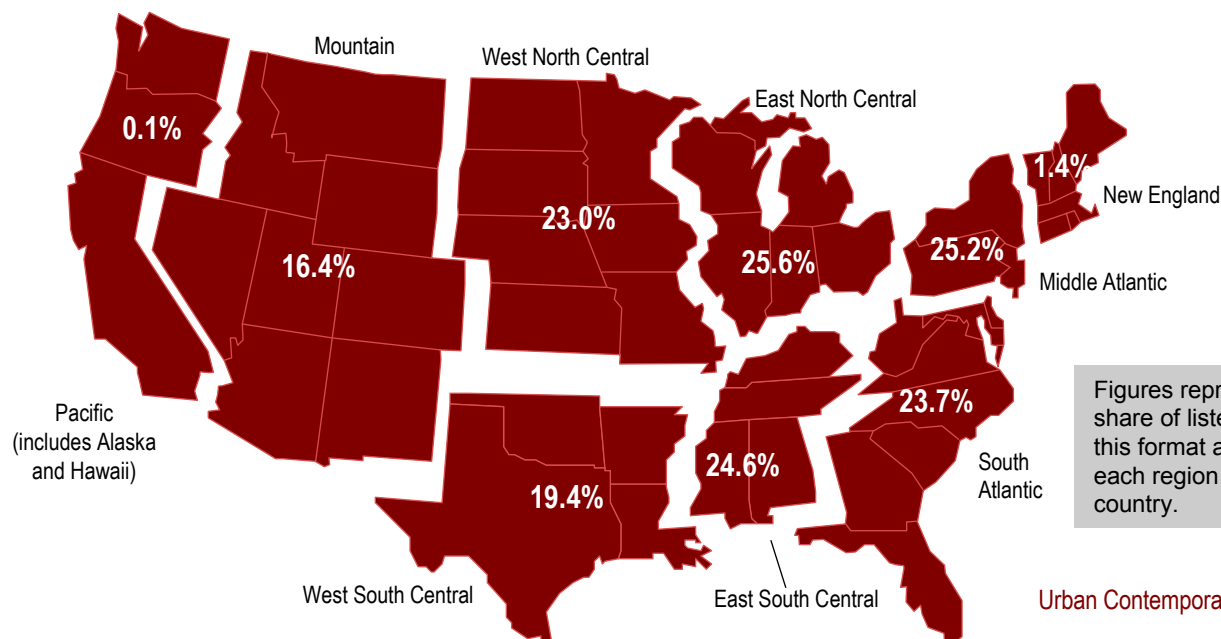
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Urban Contemporary continued ►

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Urban Contemporary

## No. 1 in TSL Among 12-24s, 18-34s

The percentage of Urban Contemporary's Black listeners who completed high school rose in Spring 2007 to 89%—its highest figure in six years—while the segment of listeners with at least some college experience jumped almost 2%, to its highest level over that same time frame.

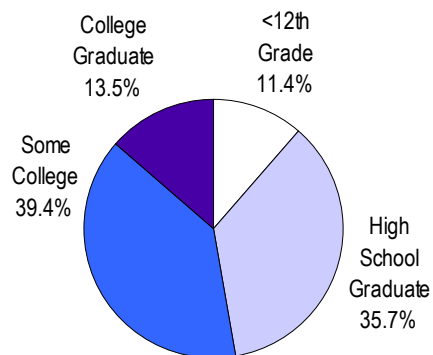
Income among Urban Contemporary Black listeners continued to advance: Those in households earning \$75,000 or more reached a six-year high at nearly 17% in Spring 2007, up from 13% in Spring 2002, marking the fourth straight increase—with the largest shift coming from the \$25,000 to the \$50,000 groups.

Urban Contemporary ranked No. 1 in terms of weekly time spent listening in both the 12-24 and 18-34 age groups. UC also placed No. 2 among Black Persons 12+ and those between 25 and 54 years of age and was No. 3 among Black Persons 35-64. At 11 hours, Urban Contemporary's 18-34 Black listeners produced the third-highest TSL of any demo in any format.

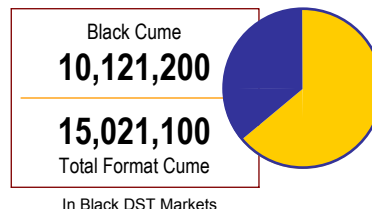
*Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

## Education

Persons 18+

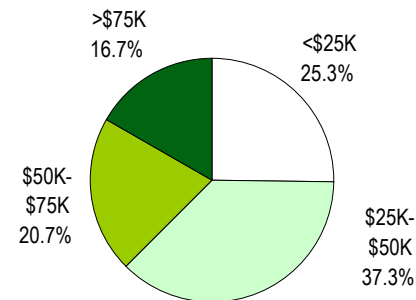


## Cume



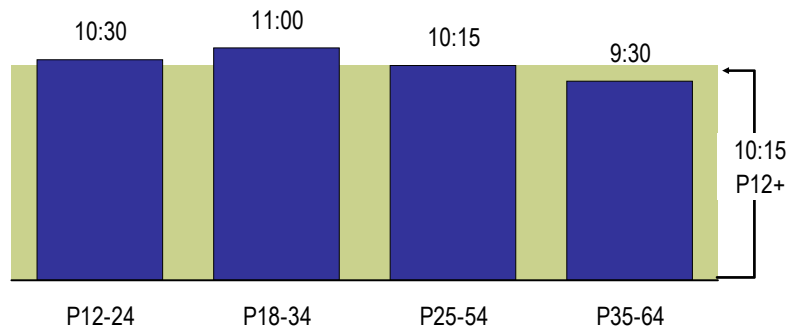
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Urban Contemporary continued ►

# Urban Contemporary

## Movies, Cameras, Music Had Appeal

Black/African-American Urban Contemporary listeners were among the most likely to have used prepaid cell phone plans and to be contemplating a change in service over the next 12 months. They were big cell phone users for ringtones, picture messaging and video games. These listeners were more than twice as likely as the average person to have seen a film on its opening weekend, and they were 48% more likely to have attended the movies three or more times within the past 30 days. While Black UC listeners were far more likely than most people to have some online at the library or school, they were also 10% more likely than the national average to be a part of a household that planned to switch to a broadband Internet connection within the upcoming year. Scoring well above the national average, Black UC listeners were among the best prospects to be in the market for a digital camera and MP3 player.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	155
T-Mobile®	154
AT&T®, Cingular® Wireless	89
Verizon® Wireless	68
None	97

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	156
Receive Bill Each Month	95

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	154
No	95

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	124
Download Ringtones	153
Download Video Games	177
E-mail	150
Instant Messaging	145
Picture Messaging	176
Push to Talk—2-Way	185

Household Electronics	Owns Index	Buy Next 12 Mos. Index
Digital Camera	71	146
MP3 Player	89	164
Personal Digital Assistant (PDA)	66	148

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	215
After Opening Weekend; Within First 2 Weeks	116
After Second Week	73
Did Not Attend New Movie	87

Movie Attendance	Past 3 Mos. Index	Past 30 Days Index
1 Time	103	88
2 Times	107	103
3 or More Times	122	148
No Times	90	99

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	86
Eye Examiner (Optometrist)	92

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	63%	90
Sometimes	11%	118
Never	26%	128

Political Party Affiliation	Pct.	Index
Democratic	51%	175
Republican	11%	40
Independent	5%	58
Independent, But Feel Closer to Democratic	9%	101
Independent, But Feel Closer to Republican	3%	45
None of These	20%	113

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	84	133
Dial-Up	94	114
DSL	103	98
Broadband (Cable or DSL)	94	110
None	114	99



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

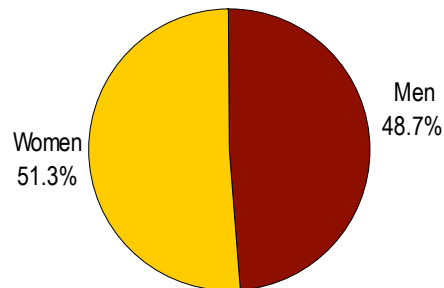
## No. 1 in 12-24 Concentration

Presenting a mix of dance, upbeat Rhythmic Pop, Hip-Hop and R&B hits, the 156 stations programming Rhythmic CHR increased the format's weekly reach of African-American listeners by 3% between Spring 2006 and 2007 to nearly 6.3 million, good enough for a 10.3 audience share, up from a 10.1.

Rhythmic CHR leaned toward women very slightly over men—51% to 49%. It attracted a young audience, as nearly 90% of the format's Black listeners were under 44 years old, with nearly half between 18 and 34 years old and 70% between 12 and 34 years old. While ranking second only to Pop CHR in its teen composition, Rhythmic CHR was tops among all formats in terms of its 12-24 listener concentration with nearly 46% of its Black audience in that segment. It also was No. 1 compared with other formats' 18-24, 25-34, 12-34 and 12-44 audience compositions.

## Listeners 12+

Mon-Sun, 6AM-Mid



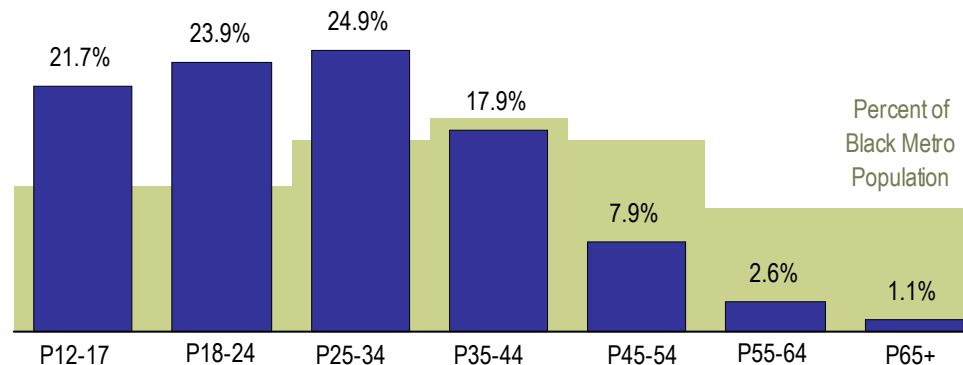
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
9.3%	9.3%	10.6%	10.2%	10.1%	<b>10.3%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Rhythmic CHR continued ▶

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## No. 1 in In-Car Listening Growth

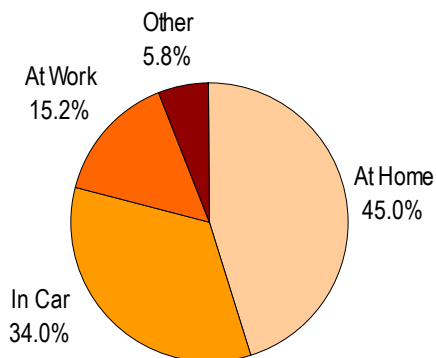
In-car tune-in to Rhythmic CHR made its largest gains in six years, rising a dramatic 3% between Spring 2006 and 2007 to represent 34% of all Rhythmic CHR listening—that was a higher percentage than any other format in this report. That increase came almost entirely at the expense of at-home listening, which fell to 45%, its lowest percentage in at least six years.

Rhythmic CHR scored its best morning ratings in six years, climbing from 9.4% to 10.0% of Black listening, while middays, afternoons and weekends also posted increases. It ranked third in every daypart among all formats in this report.

Rhythmic CHR generated its highest ratings in the New England, Mountain and Pacific regions; and, between Spring 2006 and 2007, it gained the most ground in New England and West South Central areas. Rhythmic CHR ranked No. 1 among all formats in the New England, Mountain and Pacific regions, and was third in the West South Central territory.

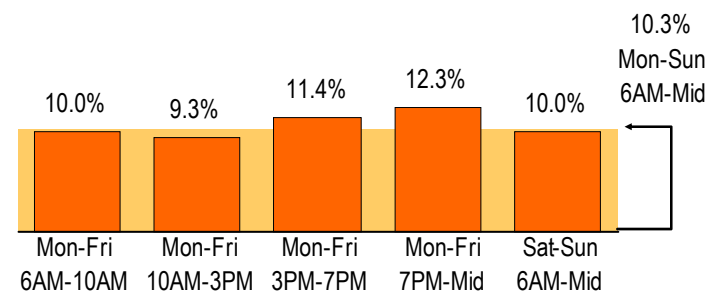
## AQH Share of Listening by Location

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



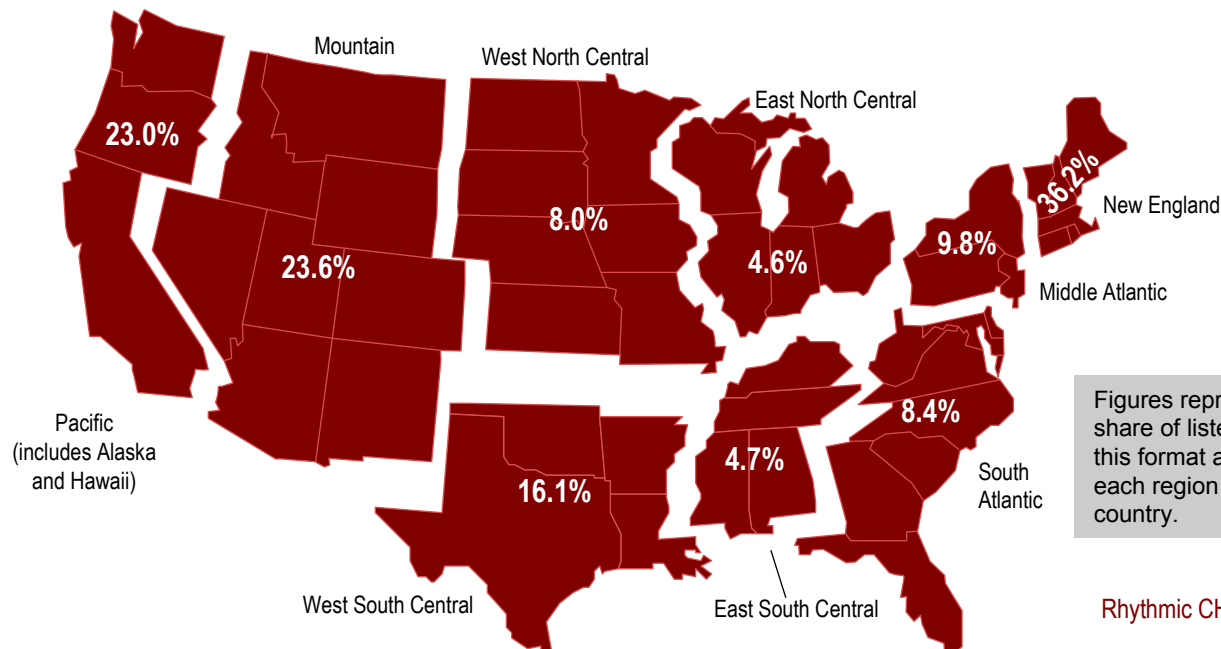
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Rhythmic CHR continued ▶

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## Education Growth Makes The Grade

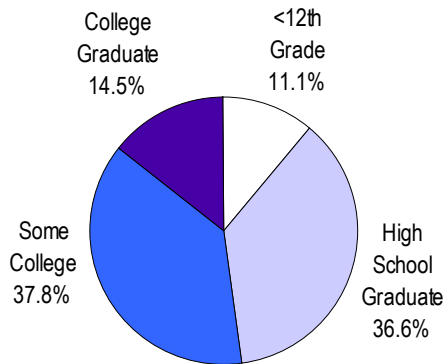
The percentage of Rhythmic CHR's Black audience who had graduated from high school improved in Spring 2007 for the second straight year to 89%. That figure approached a six-year peak, was up a full point from Spring 2005 and was 3% more than in Spring 2002. Meanwhile, the percentage of Rhythmic CHR's Black listeners who had attended college was at its highest since Spring 2004.

In terms of income, this format fluctuated from year to year, but the percentage of those in households earning \$75,000 or more had risen from 16% to 18%—a six-year high.

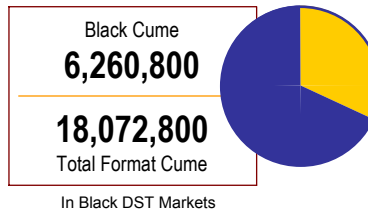
Rhythmic CHR delivered the second-highest time spent listening of all formats in this report among Black listeners between 12 and 24 years old, as well as those between 18 and 34 years old.

## Education

Persons 18+

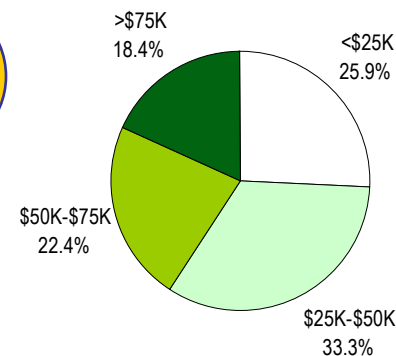


## Cume



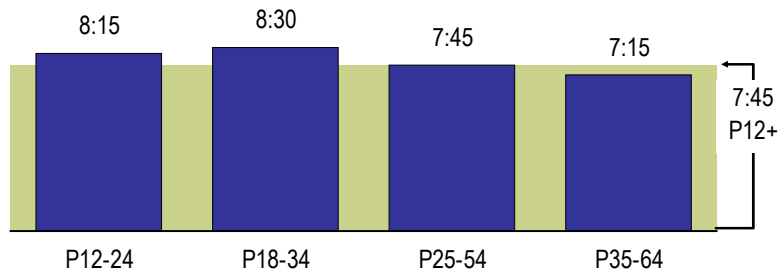
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Rhythmic CHR continued ►

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## The Heavy-User Cell Phone Leader

Black Rhythmic CHR listeners were 30% more likely than the national average to spend between \$100 and \$149 on their monthly cell phone bill.

Moreover, they were 69% more likely to switch services in the next 12 months: That was second-highest of all formats. They were more active than listeners of all other formats in using their cell phone for ringtones, video games, e-mail, instant messaging and video clips.

Rhythmic CHR's Black listeners were 67% more likely to buy a digital camera in the coming year—tops among all formats. They were more than twice as likely as the average person to buy an MP3 player and to have seen a film on its opening weekend. They were 26% more likely than the national average to have no political affiliation: That was also the highest index of all formats in this study.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	184
T-Mobile®	147
AT&T®, Cingular® Wireless	97
Verizon® Wireless	80
None	86

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	155
Receive Bill Each Month	100

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	169
No	98

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	144
Download Ringtones	172
Download Video Games	209
E-mail	183
Instant Messaging	180
Picture Messaging	200
Push to Talk—2-Way	206

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	84	167
MP3 Player	116	218
Personal Digital Assistant (PDA)	90	175

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	230
After Opening Weekend; Within First 2 Weeks	125
After Second Week	82
Did Not Attend New Movie	74

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	111	99
2 Times	117	126
3 or More Times	144	172
No Times	78	94

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	79
Eye Examiner (Optometrist)	89

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	59%	83
Sometimes	13%	139
Never	29%	143

Political Party Affiliation	Pct.	Index
Democratic	47%	160
Republican	12%	43
Independent	7%	73
Independent, But Feel Closer to Democratic	9%	102
Independent, But Feel Closer to Republican	3%	42
None of These	22%	126

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	92	140
Dial-Up	94	98
DSL	114	108
Broadband (Cable or DSL)	103	117
None	99	101



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Gospel

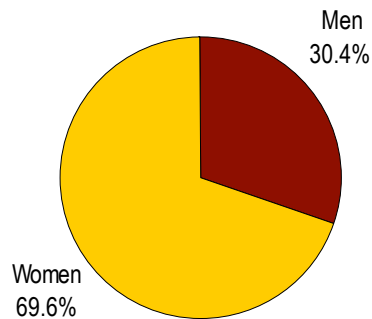
## Reaching Women, and Growing

Gospel enjoyed a 2.5% increase in total Black radio listeners between Spring 2006 and 2007, climbing to nearly 2.9 million African-Americans per week. Its share of all Black radio listening rebounded after a decline in Spring 2006 to post a gain from 5.6% to 5.9%, which beat the format's average share of 5.7% in the eight years between Spring 2000 and 2007.

Broadcast on 304 stations, Gospel appealed primarily to women, who comprises 70% of its audience; that was more than any other format in this report. Demographically, Gospel has been aging; its composition of 55+ listeners rose from 38% in Spring 2002 to 43% in Spring 2007, with the shift coming almost equally from the 18-24, 25-34 and 35-44 demos. More than 82% of Gospel's listeners were at least 35 years old.

## Listeners 12+

Mon-Sun, 6AM-Mid



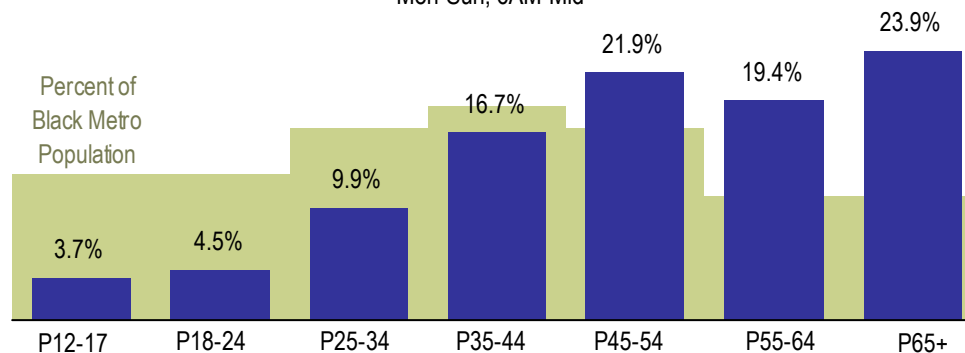
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
6.4%	5.8%	5.2%	6.0%	5.6%	<b>5.9%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Gospel continued ►

## There's No Place Like Home

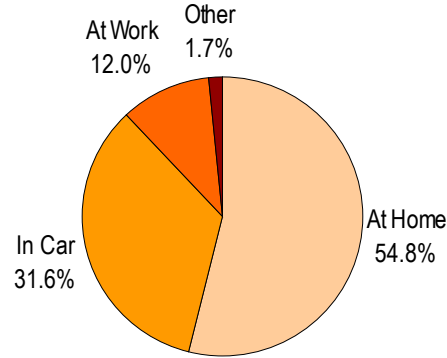
Gospel's ratings improvements occurred in every daypart including weekends, ranking a solid fourth in mornings among all formats. Gospel was strongest on weekends, owing to heightened interest in Sunday programming.

Contrary to most other formats, at-home tune-in has been increasing its share of Gospel listening in recent years, rising in Spring 2007 to a three-year high, while in-car's percentage fell to its lowest point since Spring 2003. At-work listening reached a six-year high in Spring 2007, though it is still the tertiary location.

Gospel did best in the East South Central region; and, between Spring 2006 and 2007, it made ratings gains in the New England, Middle Atlantic, East North Central and Mountain areas. Gospel ranked third in the East South Central territory, and was fourth in the South Atlantic, West South Central, East North Central and West North Central regions. From Spring 2006 to 2007, Gospel registered growth in the Middle Atlantic, East South Central, East North Central and Mountain areas.

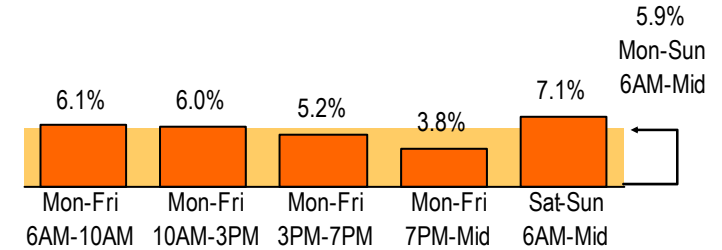
## AQH Share of Listening by Location

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



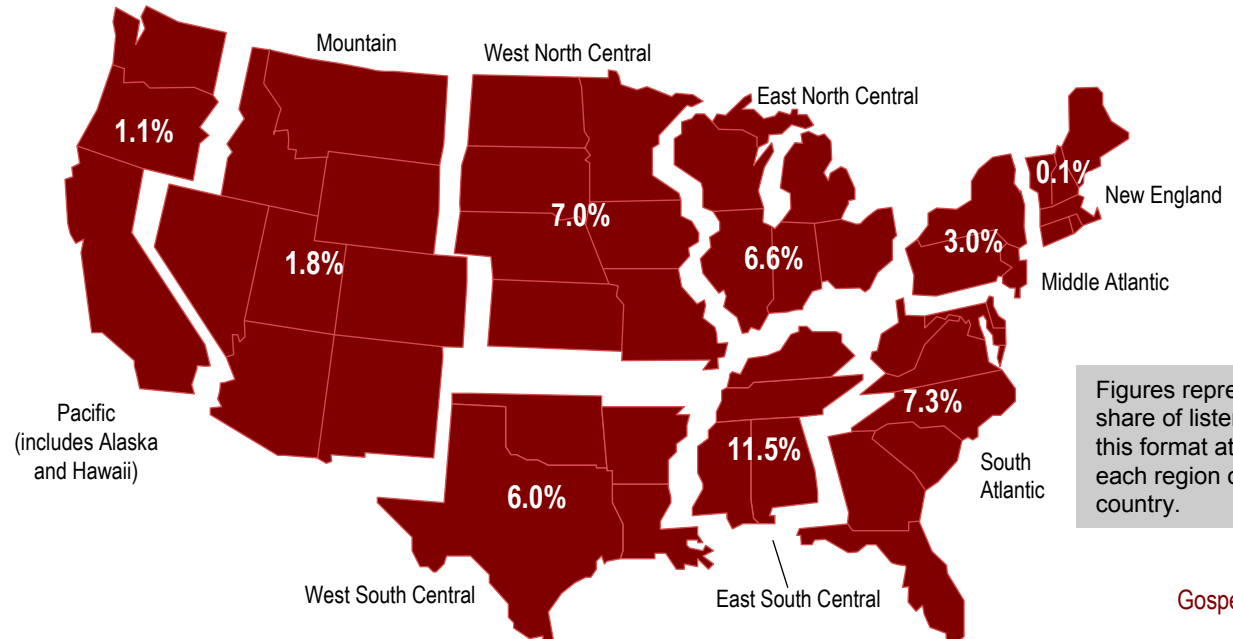
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Gospel continued ▶

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Money In The Bank

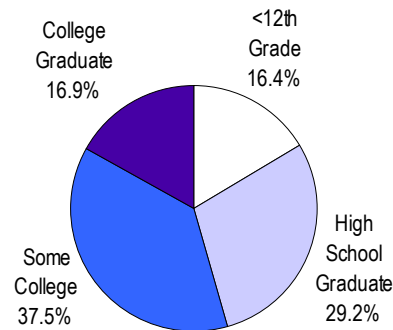
The percentage of Black Gospel listeners who had attended college rose to a six-year high in Spring 2007. More than 54% had attended or graduated from college, and that was the format's high-water mark for the past six years.

Gospel delivered impressive gains in listener affluence between Spring 2006 and 2007. More than 35% of Gospel listeners lived in households earning at least \$50,000, up from 31% the previous year—a six-year high. Gospel listeners in the \$75,000+ category grew from 11% to 14%—also a six-year peak.

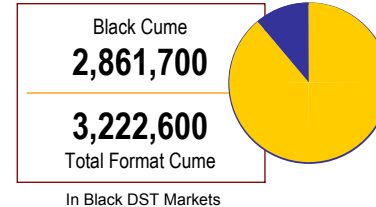
Gospel gained 45 minutes of time spent listening among 12-24s in Spring 2007 and posted its highest TSL among 12-24s since Spring 2003. Gospel's TSL among 18-34s remained stable in recent years. Among the formats in this report, Gospel ranked No. 2 for the most TSL among 35- to 64-year-olds, and Gospel was third in TSL with those 12+ and those between 25 and 54 years old.

## Education

Persons 18+

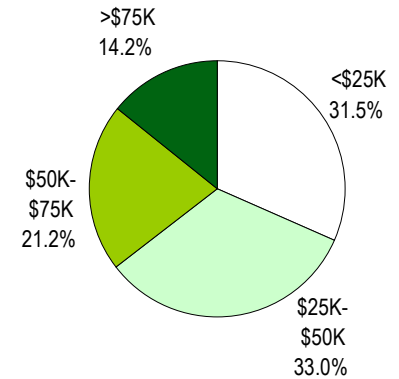


## Cume



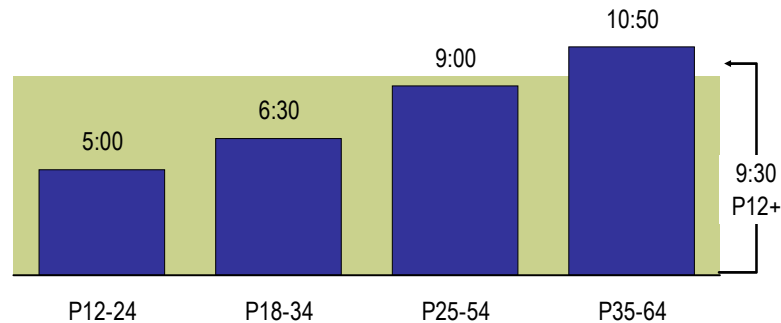
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Gospel continued ►

## Democrats Who Voted

Black Gospel listeners were 7% more likely than the national average to have seen an eye examiner within the past year. They were twice as likely as the average person to be politically affiliated with the Democratic party, and that was a higher index than listeners of any other format in this study. The Black Gospel listener also was active politically, being more likely than the average person to always vote in local and presidential elections. Black Gospel listeners were at least 50% more likely than the average person to use their cell phones for e-mail and downloading games. They were 42% more likely to switch mobile carriers in the coming year.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	121
T-Mobile®	142
AT&T®, Cingular® Wireless	105
Verizon® Wireless	69
None	98

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	113
Receive Bill Each Month	99

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	142
No	96

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	107
Download Ringtones	148
Download Video Games	168
E-mail	153
Instant Messaging	135
Picture Messaging	139
Push to Talk—2-Way	195

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	66	103
MP3 Player	68	95
Personal Digital Assistant (PDA)	56	n/a

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	161
After Opening Weekend; Within First 2 Weeks	91
After Second Week	76
Did Not Attend New Movie	107

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	92	65
2 Times	97	94
3 or More Times	98	103
No Times	105	106

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	101
Eye Examiner (Optometrist)	107

How Often Usually Vote in Presidential Elections	Pct.	Index
	Always	76%
Sometimes	10%	106
Never	14%	72

Political Party Affiliation	Pct.	Index
	Democratic	58%
Republican	9%	34
Independent	5%	54
Independent, But Feel Closer to Democratic	9%	98
Independent, But Feel Closer to Republican	4%	54
None of These	14%	81

Household (HH) Internet Connection	Currently in HH	Switch Next 12 Mos.
	Index	Index
Cable Modem	68	n/a
Dial-Up	98	n/a
DSL	105	n/a
Broadband (Cable or DSL)	87	89
None	121	n/a



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# New AC/Smooth Jazz

## The Format Men and Women Agree On

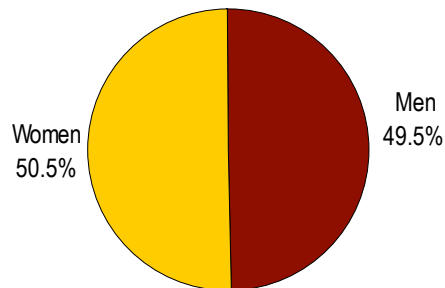
Slightly more than 3 million African-Americans tuned in to the nation's 72 New AC/Smooth Jazz stations each week in Spring 2007, earning a 5.4% share of the Black audience. New AC/Smooth Jazz's gender balance was nearly even, with men posting a 1% edge over women; it was one of only two formats (along with News/Talk/Information) that leaned male.

New AC/Smooth Jazz has gradually attracted an older audience. Nearly 90% of its audience was at least 35 years old, and the percentage of those 65+ rose from 16% in Spring 2005 to 18% in Spring 2007; those New AC/Smooth Jazz listeners between 25 and 44 years old dipped from 28% to under 25% during that time.

The format led all others in 45-54 and 55-64 demographic concentrations, and was also No. 1 in 45-64 composition at nearly 52%. It was second only to News/Talk/Information for 35+ composition, with nearly 87% of its audience in that demo. New AC/Smooth Jazz was also No. 2 only to Urban AC in the 35-54 concentration at 46%.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Listeners 12+ Mon-Sun, 6AM-Mid



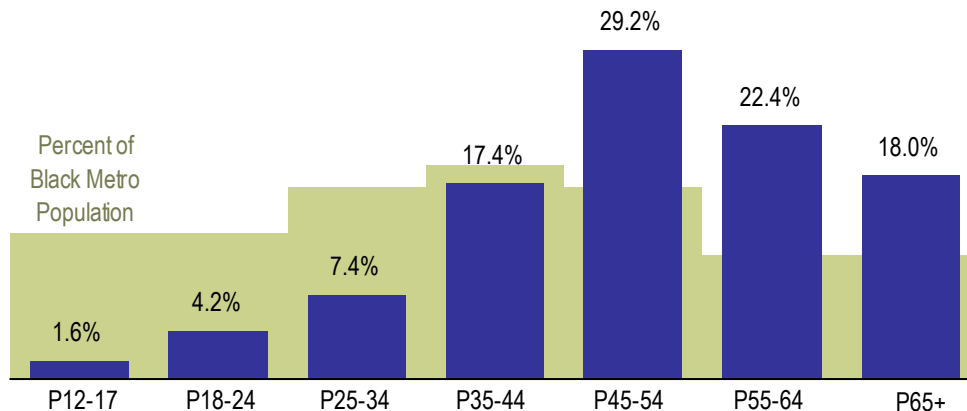
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
6.5%	6.2%	5.5%	5.5%	5.6%	<b>5.4%</b>

## Audience Composition

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



New AC/Smooth Jazz continued ►

# New AC/Smooth Jazz

## Solid Regional Appeal

At-home listening was the leading location for New AC/Smooth Jazz and increased its proportion slightly between Spring 2006 and 2007. However, in-car tune-in continued its steady increase to more than 30% for the first time, while at-work slipped 2% to 25% of all New AC/Smooth Jazz listening by Black consumers.

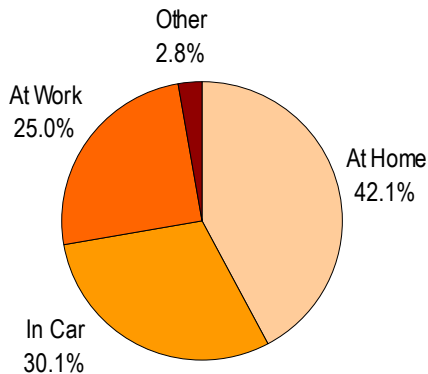
New AC/Smooth Jazz's listening pattern by daypart traditionally registered its lowest ratings in mornings, then peaked in middays and declined slowly the rest of the day, with solid, steady ratings on weekends, when ratings for New AC/Smooth Jazz rose in Spring 2007 to a three-year high. The format ranked fourth among all formats in this report in middays, afternoons and evenings.

The audience for New AC/Smooth Jazz was significantly regionalized. It ranked third among all formats in this report and scored its highest ratings in the Mountain, Pacific and East North Central areas. Smooth Jazz posted ratings increases in the New England, South Atlantic, East North Central, West North Central territories between Spring 2006 and 2007.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

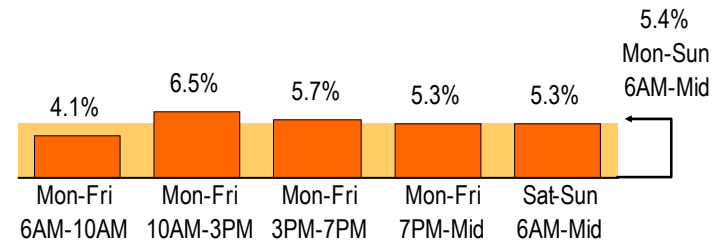
## AQH Share of Listening by Location

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



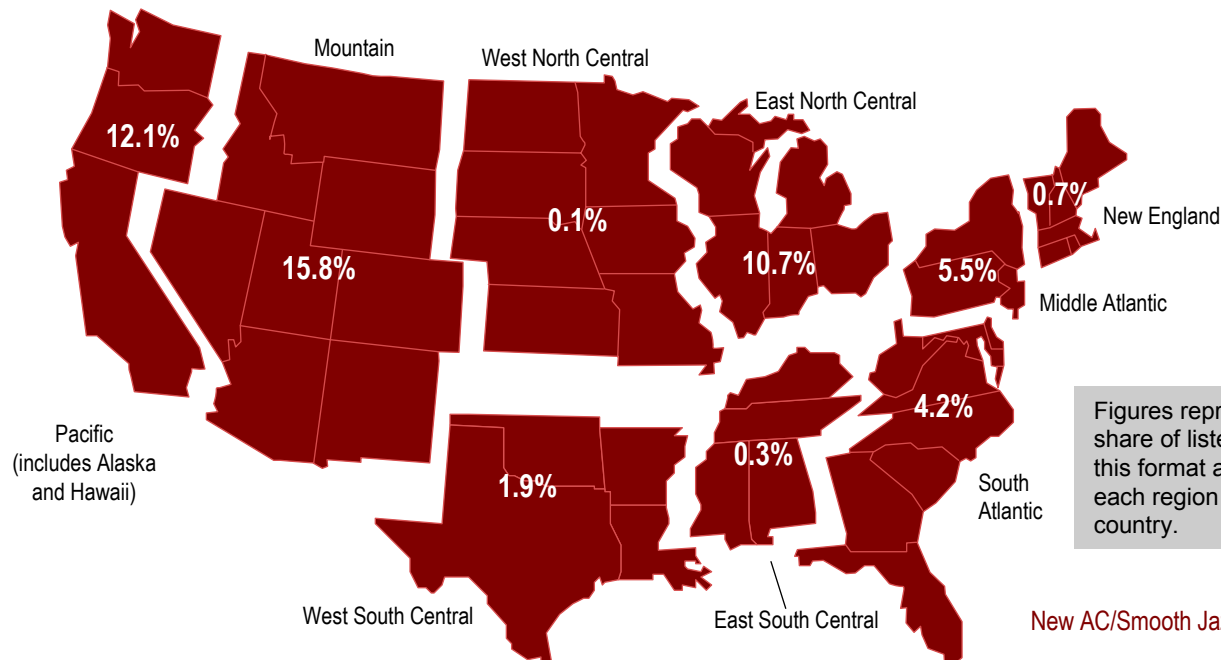
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

New AC/Smooth Jazz continued ▶

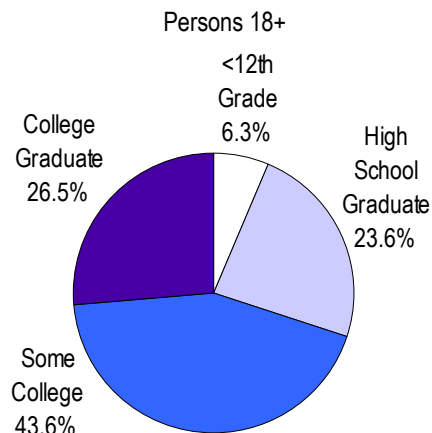
# New AC/Smooth Jazz

## Smart and Affluent

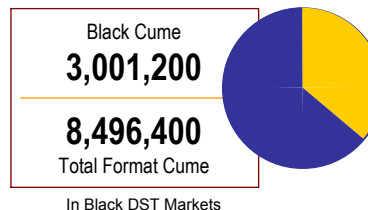
New AC/Smooth Jazz ranked No. 1 among all formats in terms of high school graduates, with 94% of its African-American listeners holding a diploma. Even more impressive was its No. 2 rank in the percentage of its Black listeners with a college degree. It was also No. 2 among all formats in the percentage of its Black listeners who have attended or graduated from college.

Black listeners to New AC/Smooth Jazz have been becoming increasingly affluent, with the percentage of those living in households earning \$50,000 or more rising from less than 49% in Spring 2005 to more than 53% in Spring 2007. Most of that growth occurred in the \$75,000+ category, which was up 3% over that time. The format ranked No. 1 in the percentage of its listeners with household incomes of \$50,000 or more, and it was No. 2 in the \$75,000+ segment.

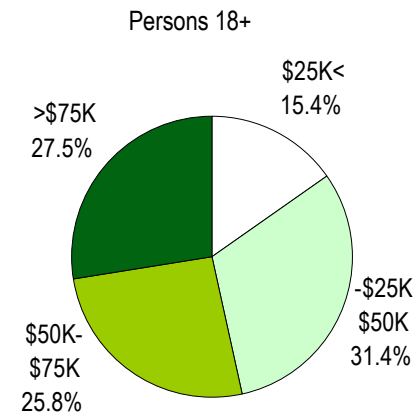
## Education



## Cume

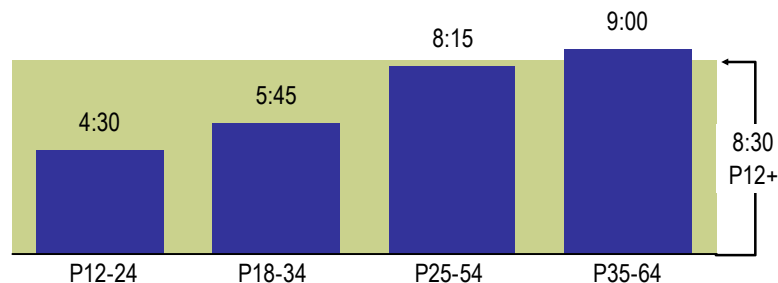


## Household Income



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

New AC/Smooth Jazz continued ▶

# New AC/Smooth Jazz

## Organized and In Touch

Black New AC/Smooth Jazz listeners were one of the most likely of formats measured in this report to have cell phone service. They were at least 50% more likely than the national average to use their cell phone for e-mail, instant messaging, and two-way communication. Black New AC/Smooth Jazz listeners were 27% more likely than the national average to be a part of a household that planned to switch to a broadband Internet connection within the next 12 months. They're also nearly twice as likely as the average person to be politically affiliated with the Democratic Party.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	171
T-Mobile®	143
AT&T®, Cingular® Wireless	105
Verizon® Wireless	96
None	83

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	143
Receive Bill Each Month	104

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	148
No	102

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	118
Download Ringtones	137
Download Video Games	155
E-mail	155
Instant Messaging	154
Picture Messaging	149
Push to Talk—2-Way	193

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	77	127
MP3 Player	89	138
Personal Digital Assistant (PDA)	99	n/a

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	164
After Opening Weekend; Within First 2 Weeks	125
After Second Week	89
Did Not Attend New Movie	82

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	96	90
2 Times	128	93
3 or More Times	123	108
No Times	87	103

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	101
Eye Examiner (Optometrist)	105

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	75%	105
Sometimes	9%	93
Never	17%	85

Political Party Affiliation	Pct.	Index
Democratic	56%	191
Republican	9%	33
Independent	6%	65
Independent, But Feel Closer to Democratic	10%	113
Independent, But Feel Closer to Republican	3%	43
None of These	16%	90

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	89	n/a
Dial-Up	92	n/a
DSL	118	n/a
Broadband (Cable or DSL)	103	127
None	103	n/a



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# News/Talk/Information

## Keeping Listeners In The Know

America's 1,553 News/Talk/Information (N/T/I) stations attracted 2.2 million African-American listeners per week in Spring 2007, improving the format's share of Black radio listeners to a 3.9% from a 3.6% the previous year.

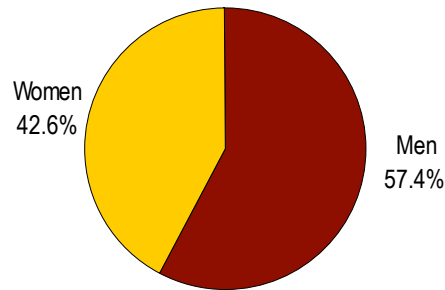
N/T/I's ratings have been consistent for several years. Men comprised more than 57% of listeners—more than any other format in this report and only one of two (along with New AC/Smooth Jazz) with a higher proportion of men listeners than women listeners.

Nearly 90% of N/T/I listeners were at least 35 years old, more than any other format. But N/T/I's core audience was 73% 45+—also No. 1 among all formats. N/T/I led all formats in 55+ concentration at 53%. And the format's proportion of listeners 65+ was second only to Religious. N/T/I ranked second only to New AC/Smooth Jazz in its 55-64 composition, which comprised more than 21% of its audience.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



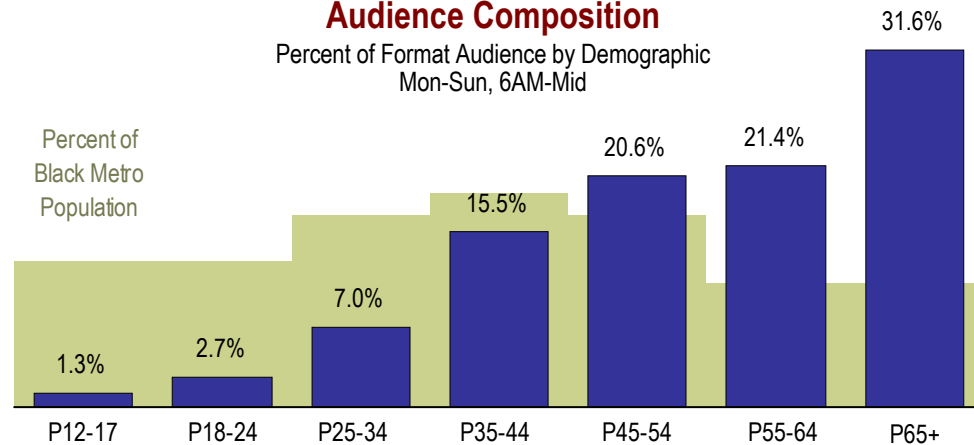
## AQH Share

Persons 12+, Mon-Sun 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
3.8%	3.9%	3.8%	3.9%	3.6%	<b>3.9%</b>

## Audience Composition

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



News/Talk/Information continued ►

## Strength Across America

Listening by location remained virtually unchanged between Spring 2006 and 2007, with at-home tune-in capturing more than half of all News/Talk/Information listening. At-work's share rose 1% in the two years between Spring 2005 and 2007.

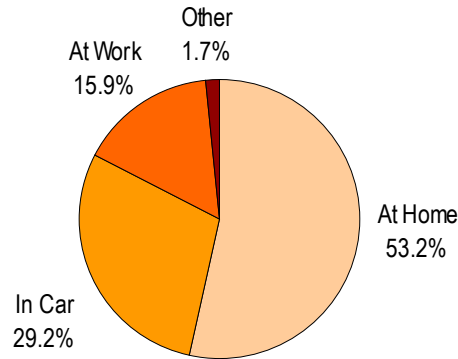
N/T/I registered its best ratings in morning drive as people caught up on what was going on in the world. The News/Talk/Information format gained audience share in every weekday daypart between Spring 2006 and 2007, including a three-year high in middays. N/T/I maintained steady ratings on weekends for the third straight year.

Regionally, N/T/I scored solid ratings in every geographic area, with New England generating the best ratings by far. In the year between Spring 2006 and 2007, the format improved in six of the nine regions—New England, Middle Atlantic, South Atlantic, East South Central, East North Central and Pacific. News/Talk/Information ranked as the No. 2 format in New England among Black radio audiences.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

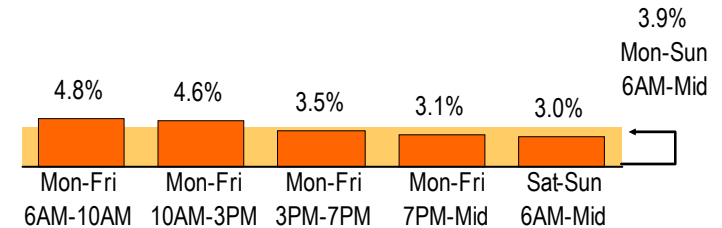
## AQH Share of Listening by Location

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



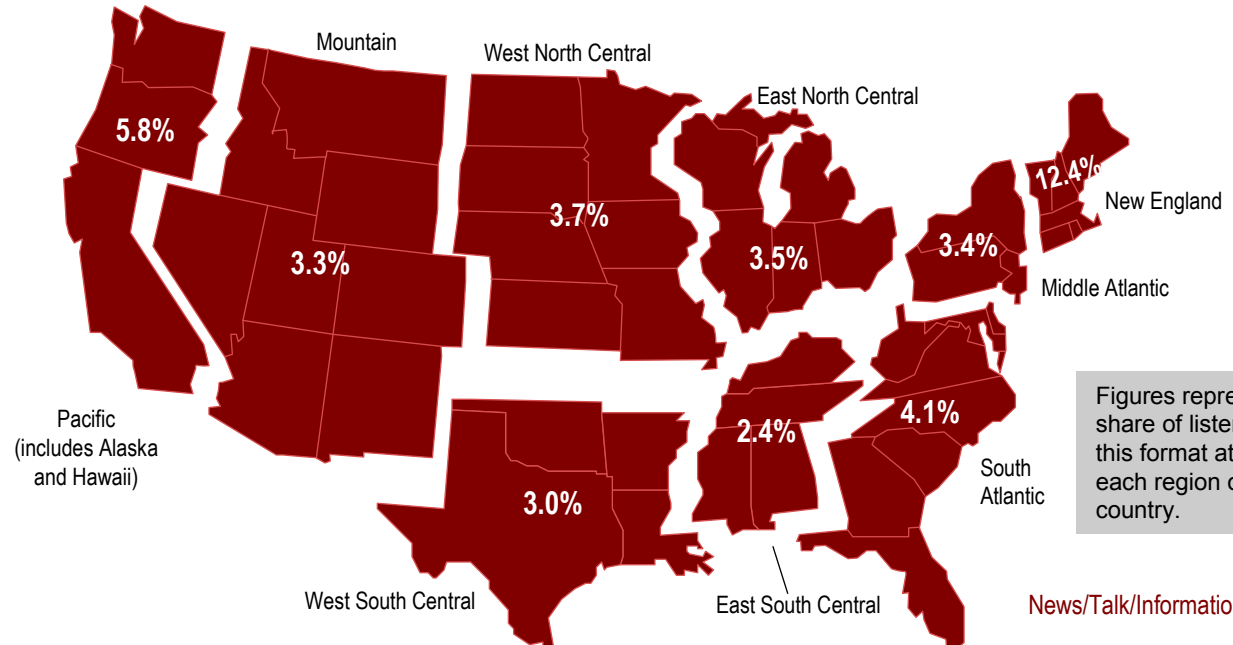
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

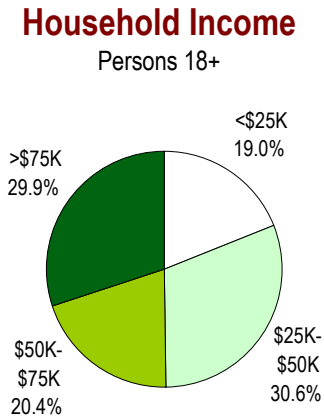
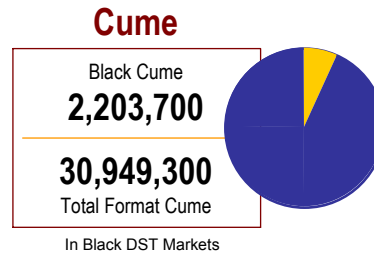
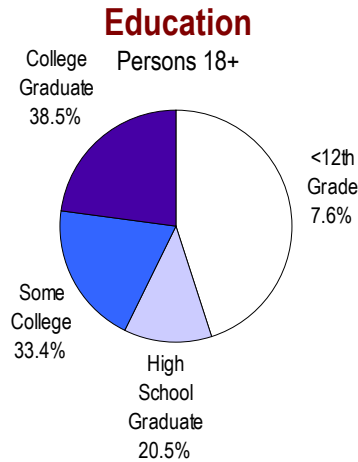
News/Talk/Information continued ▶

## No. 1 in Higher Education, Affluence

N/T/I's African-American listeners ranked No. 1 among all formats in higher education, as 72% had attended or graduated from college in Spring 2007, up more than 3% from Spring 2006. N/T/I was No. 1 in terms of the percentage of its listeners—38%—who were college graduates. More than 92% completed high school.

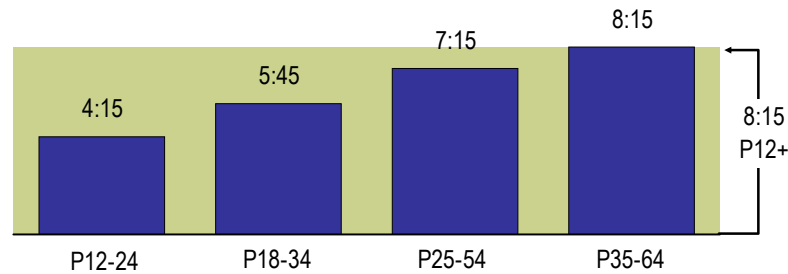
In household income, 81% of News/Talk/Information's Black listeners earned \$25,000 or more per year, up more than 2% from Spring 2006. Almost 30% lived in households generating \$75,000 or more, ranking N/T/I No. 1 in that category. N/T/I was No. 2 in the percentage of those in households earning \$50,000 or more.

Time spent listening to N/T/I grew 15 minutes per week between Spring 2006 and 2007, with an impressive 45-minute jump among 12-24s. The format also gained 15 minutes among 18-34s and 35-64s, holding steady among 25-54s, holding steady among 25-54s.



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## The Most Active Voters

News/Talk/Information's Black listeners were 11% more likely than the national average to always vote in local, statewide or presidential elections. They were 51% more likely than the average person to switch cell phone carriers in the coming year.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	126
T-Mobile®	124
AT&T®, Cingular® Wireless	110
Verizon® Wireless	87
None	91

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	100
Receive Bill Each Month	104

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	151
No	98

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	98
Download Ringtones	107
Download Video Games	133
E-mail	141
Instant Messaging	131
Picture Messaging	109
Push to Talk—2-Way	155

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	81	119
MP3 Player	79	131
Personal Digital Assistant (PDA)	104	n/a

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	122
After Opening Weekend; Within First 2 Weeks	97
After Second Week	96
Did Not Attend New Movie	99

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	90	85
2 Times	93	118
3 or More Times	108	84
No Times	103	102

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	99
Eye Examiner (Optometrist)	105

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	78%	111
Sometimes	8%	89
Never	13%	67

Political Party Affiliation	Pct.	Index
Democratic	50%	170
Republican	12%	45
Independent	8%	81
Independent, But Feel Closer to Democratic	11%	127
Independent, But Feel Closer to Republican	6%	75
None of These	14%	76

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	105	n/a
Dial-Up	95	n/a
DSL	98	n/a
Broadband (Cable or DSL)	100	114
None	100	n/a



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Adult Contemporary

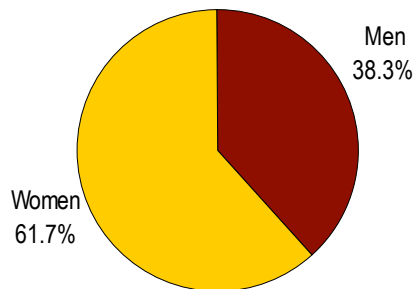
## The 35-54 Bullseye

Slightly more than 2.2 million African-American listeners tuned in to America's 798 Adult Contemporary radio stations each week in Spring 2007, a gain from the previous year, giving AC 3.7% of the Black radio audience. AC's listenership was apportioned 62% women and 38% men.

The core demographic for AC was the 35-54 age group, comprising 46% of the format's total audience. AC's reach appeared to be getting slightly younger, as the 18-34 segment grew from 25% in Spring 2005 to 28% by Spring 2007. AC ranked second only to Urban AC in terms of 35-44 audience concentration, with nearly 24% of its audience in that demo.

## Listeners 12+

Mon-Sun, 6AM-Mid



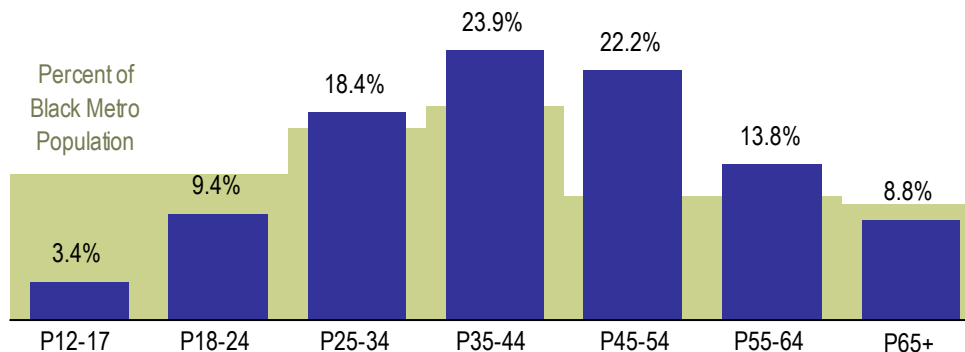
## AQH Share

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

SP02	SP03	SP04	SP05	SP06	SP07
5.9%	3.8%	3.5%	4.4%	3.9%	<b>3.7%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Adult Contemporary continued ►

# Adult Contemporary

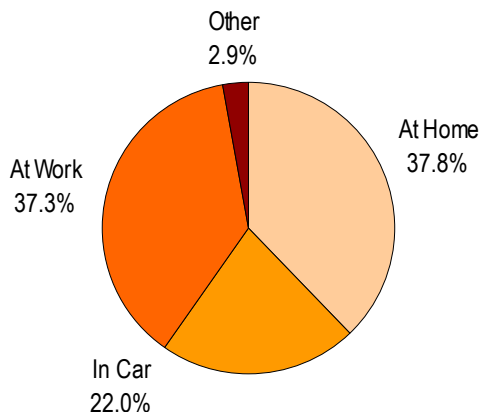
## The At-Work Favorite

A solid favorite for on-the-job listening, AC generated a higher percentage of the format's total listening in the work setting than any other format in this report. At-work tune-in was then virtually equal to the share of at-home listening, which was the lowest percentage of any format in this study. However, in-car's share, which also was the lowest percentage of all formats, continued steadily to increase more than 1% per year.

Looking at dayparts, AC earned its strongest ratings in middays—as expected with its high proportion of at-work listening—followed by evenings, which showed an increase in audience share between Spring 2006 and 2007. Regionally, the format did best in New England, followed by the Pacific, Middle Atlantic and Mountain areas. AC ranked third among all formats in New England, and fourth in the Middle Atlantic and Pacific territories. From Spring 2006 to 2007, AC gained audience share in the South Atlantic, East South Central, West South Central and Mountain areas.

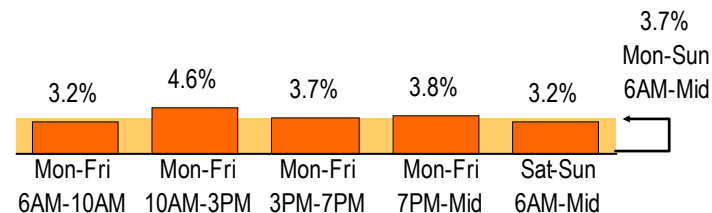
## AQH Share of Listening by Location

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



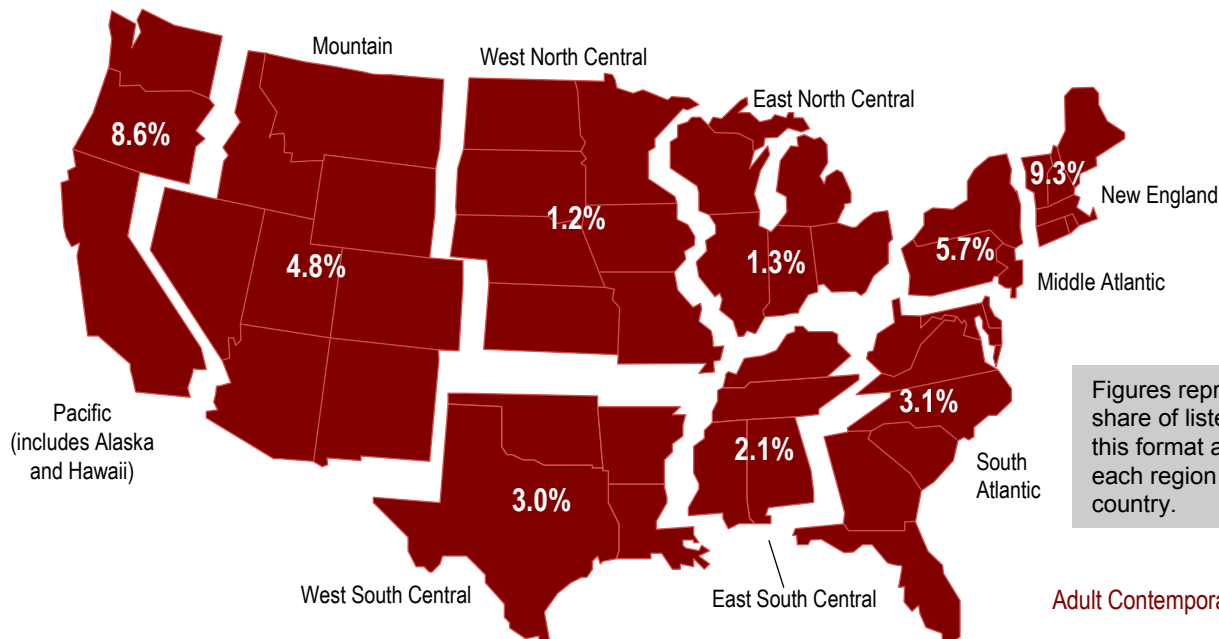
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Adult Contemporary continued ▶

# Adult Contemporary

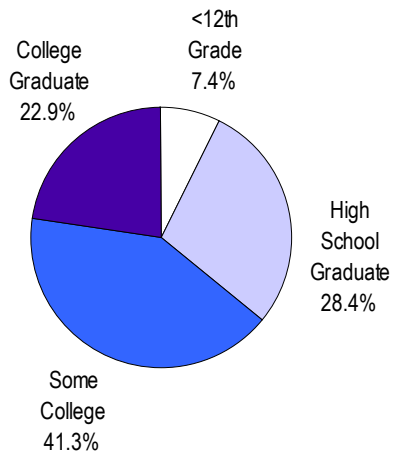
## Book Smart, Money-Wise

AC's Black listeners were among the best educated of any format in this study, with 64% having attended or graduated from college in Spring 2007; that was up from 61% two years prior. Almost a quarter of all AC's Black audience had earned a college degree. AC ranked No. 2 among all formats in terms of the percentage of its listeners holding a high school diploma. Nearly 42% of AC's listeners lived in households earning \$50,000 or more per year.

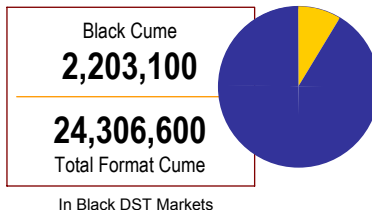
Adult Contemporary generated its highest time spent listening among 35-64 year-olds, who delivered close to nine hours per week, followed by 25-54s, who provided nearly as many hours per week.

## Education

Persons 18+

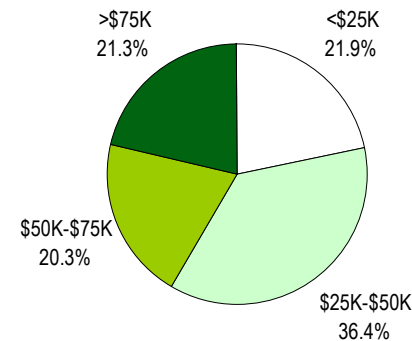


## Cume



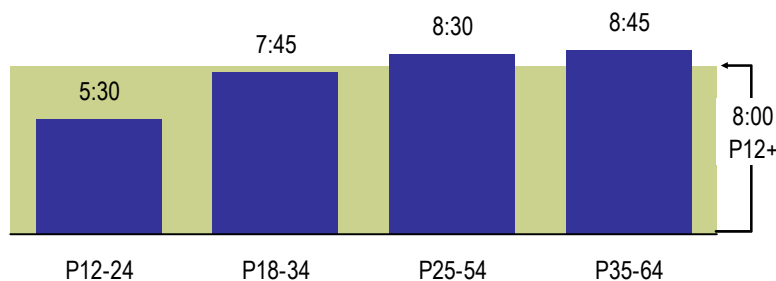
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Adult Contemporary continued ►

# Adult Contemporary

## Where The Movie Fans Are

AC's Black listeners were 68% more likely than the average person to have a prepaid cell phone plan; that was tops of all listeners in this study. They were big on using their cell phone as a camera, as well as for ringtones, video games, instant messaging and two-way communications. Black AC listeners were twice as likely as the average person to buy a PDA in the coming year.

Avid moviegoers, this audience ranked No. 1 among all listeners in this report for seeing three films in the past 30 days.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	176
T-Mobile®	148
AT&T®, Cingular® Wireless	91
Verizon® Wireless	81
None	87

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	168
Receive Bill Each Month	98

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	138
No	102

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	124
Download Ringtones	153
Download Video Games	187
E-mail	147
Instant Messaging	152
Picture Messaging	149
Push to Talk—2-Way	200

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	78	128
MP3 Player	92	123
Personal Digital Assistant (PDA)	91	n/a

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	182
After Opening Weekend; Within First 2 Weeks	119
After Second Week	91
Did Not Attend New Movie	81

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	98	110
2 Times	117	106
3 or More Times	130	130
No Times	87	96

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	94
Eye Examiner (Optometrist)	101

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	65%	92
Sometimes	9%	101
Never	26%	129

Political Party Affiliation	Pct.	Index
Democratic	52%	177
Republican	9%	34
Independent *	21%	80
None of These	19%	104

Household (HH) Internet Connection	Currently in HH	Switch Next 12 Mos.
	Index	Index
Cable Modem	96	n/a
Dial-Up	82	n/a
DSL	114	n/a
Broadband (Cable or DSL)	105	110
None	105	n/a

\* Independent Political Party Affiliate: Independent, Independent But Lean Toward Democratic or Independent But Lean Toward Republican.



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Pop Contemporary Hit Radio (Pop CHR)

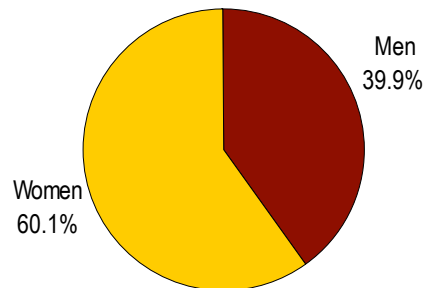
## Forever Young, but Not Too Young

More than 3.1 million African-Americans tuned in to America's 381 Pop CHR stations in Spring 2007—almost 8% more than in Spring—giving the format 3.1% of the weekly Black radio audience, up from 3.0% and its highest share since Spring 2003.

Pop CHR's gender balance was 60% women, 40% men. Nearly two-thirds of the format's Black listeners were under 35, with 84% under 45. Between Spring 2006 and 2007, the 18-24 segment of Pop CHR's audience became the format's largest demographic group, surpassing 25-34s, with growth also seen among 45-54s.

Although its teen composition dipped slightly, Pop CHR for the second straight year led all formats in teen emphasis, with 23% of its audience in that age group. Pop CHR ranked second only to Rhythmic CHR in its proportion of 12-24, 18-24 and 12-34 listeners. PCHR also was second only to Rhythmic CHR in 12-44 concentration, with nearly 84% of its audience in that demo.

**Listeners 12+**  
Mon-Sun, 6AM-Mid



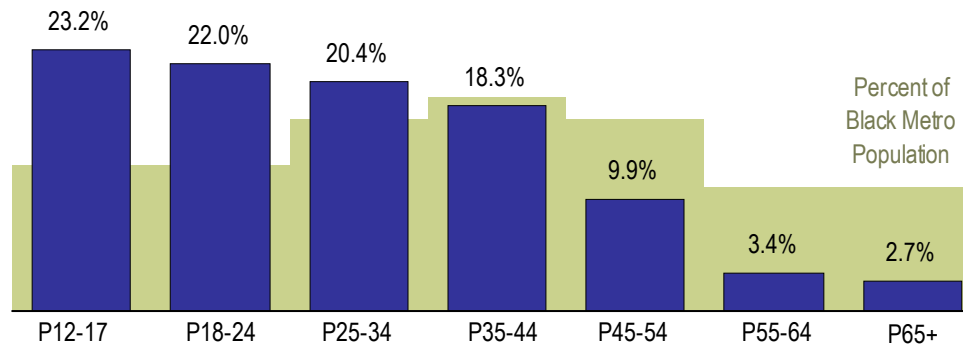
## AQH Share

Persons 12+, Mon-Sun 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
3.8%	3.7%	2.8%	3.0%	3.0%	<b>3.1%</b>

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Pop CHR continued ►

# Pop Contemporary Hit Radio (Pop CHR)

## Popular Wherever You Go

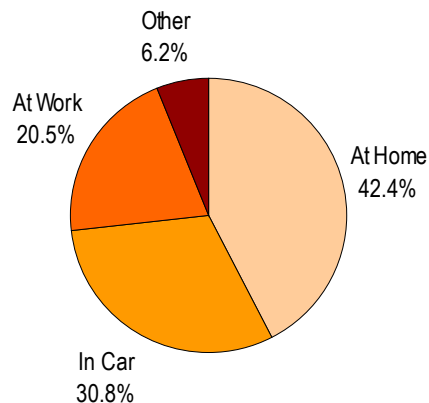
Pop CHR's in-car tune-in grew rapidly between Spring 2006 and 2007, rising from 28% to almost 31% of the format's listening during that time, while at-home declined nearly 3%. The amount of listening to Pop CHR in "other" locations (not in-car, at work or at home) 6.2%—is higher than any other format in this report.

The format's ratings were consistent throughout the day, rising in middays to peak in afternoons. Middays, afternoons and weekends in Spring 2007 showed increases from the previous year to match or reach three-year highs, while mornings held steady for the third consecutive year.

Pop CHR captured 3% or more of the Black radio audience in most regions, and showed gains between Spring 2006 and 2007 in the New England, Middle Atlantic, South Atlantic, East South Central, West North Central, Mountain and Pacific regions. The format scored its strongest numbers in the Mountain territory, where it ranked No. 4 among all formats in this study.

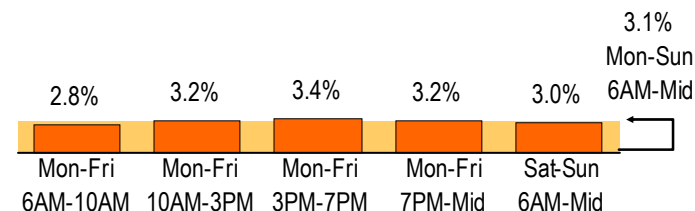
## AQH Share of Listening by Location

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



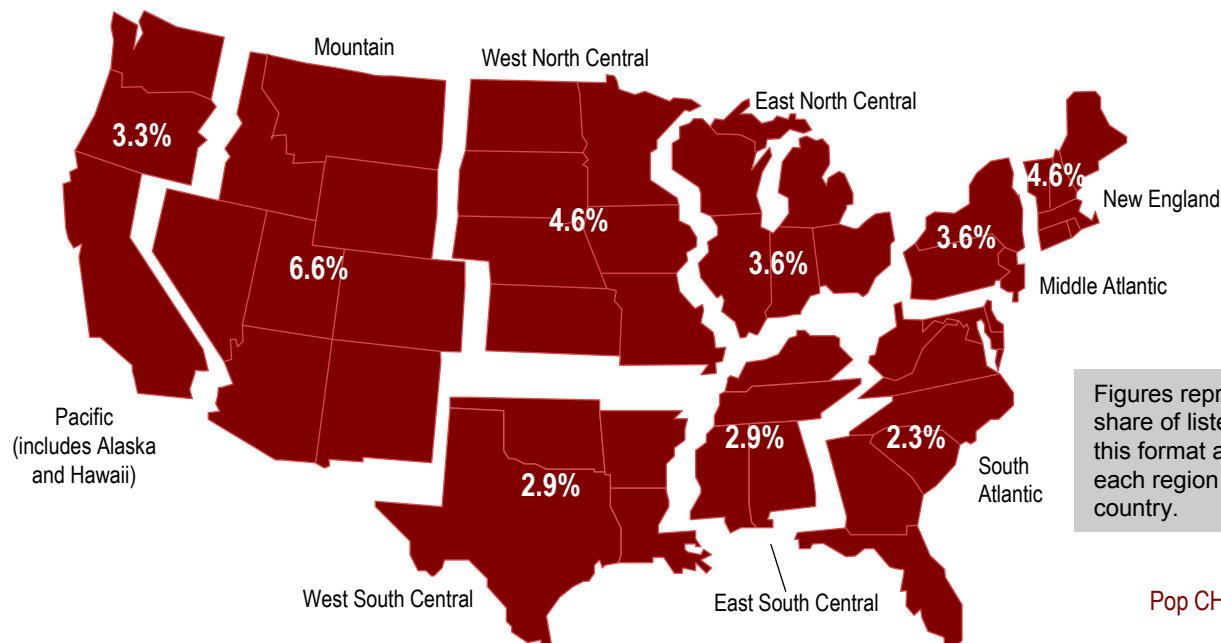
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Pop CHR continued ▶

# Pop Contemporary Hit Radio (Pop CHR)

## Upper-Income Levels Rising

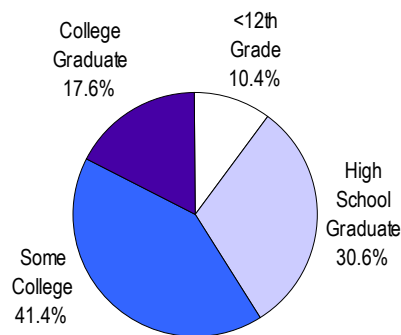
Ninety percent of Pop CHR's Black audience were high school graduates or beyond, and 59% attended or graduated from college.

Black Pop CHR's African-American listeners have shown strong gains recently in terms of household income, as the percentage of those earning at least \$50,000 rose from 37% in Spring 2006 to more than 41% in Spring 2007, with that increase coming mostly from the \$75,000+ segment.

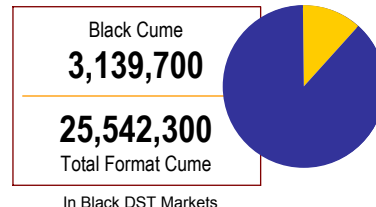
Time spent listening to Pop CHR was very consistent across various demos, with Adults 25+ actually listening longer than 12-24s, and 35-64s having the longest TSL at five hours per week.

## Education

Persons 18+

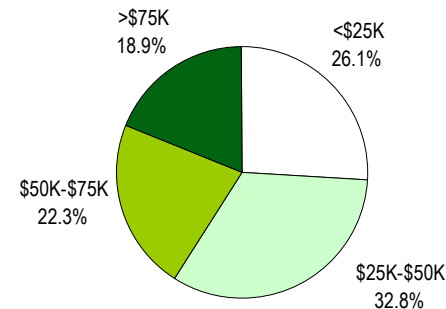


## Cume



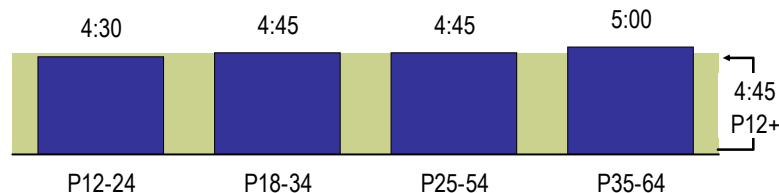
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Pop CHR continued ►

# Pop Contemporary Hit Radio (Pop CHR)

## The Media-Usage Leaders

Black Pop CHR listeners were 80% more likely than the national average to plan to switch cell phone carriers within the next 12 months.

Black Pop CHR listeners were 29% more likely than the national average to be a part of a household that planned to switch to a broadband Internet connection within the upcoming year. They were over two-times more likely than the national average to plan to purchase an MP3 player within the next year as well.

These listeners were 87% more likely than the national average to have attended the movies three or more times within the past month. They were also 39% more likely to be politically affiliated with the Independent party but to have sentiments closer to those of the Democratic Party.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	165
T-Mobile®	132
AT&T®, Cingular® Wireless	89
Verizon® Wireless	79
None	89

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	150
Receive Bill Each Month	100

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	180
No	95

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	149
Download Ringtones	169
Download Video Games	206
E-mail	172
Instant Messaging	160
Picture Messaging	224
Push to Talk—2-Way	178

Household Electronics	Owns	Buy Next 12 Mos.
	Index	Index
Digital Camera	86	160
MP3 Player	122	235
Personal Digital Assistant (PDA)	94	n/a

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	244
After Opening Weekend; Within First 2 Weeks	127
After Second Week	80
Did Not Attend New Movie	71

Movie Attendance	Past 3 Mos.	Past 30 Days
	Index	Index
1 Time	107	113
2 Times	120	144
3 or More Times	152	187
No Times	76	90

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	80
Eye Examiner (Optometrist)	97

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	61%	86
Sometimes	10%	107
Never	29%	146

Political Party Affiliation	Pct.	Index
Democratic	45%	154
Republican	10%	38
Independent	8%	80
Independent, But Feel Closer to Democratic	13%	139
Independent, But Feel Closer to Republican	4%	46
None of These	21%	120

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	101	n/a
Dial-Up	96	n/a
DSL	119	n/a
Broadband (Cable or DSL)	110	129
None	85	n/a



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Religious

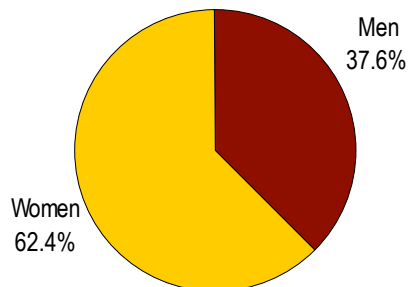
## Reaching Audiences of All Ages

With nearly 1.2 million African-American listeners per week, the Religious format's 993 stations earned a 2.1 share of the Black audience in Spring 2007. The percentage of listeners leaned significantly female, with women making up more than 62% of the audience.

Although almost 72% of the audience was over 45 years old, the format's audience composition became slightly younger, with 12-34s comprising nearly 15% of listeners, up from 10% in Spring 2006.

Religious led all formats in terms of 65+ composition, with nearly 32% of its audience in that demographic segment. Religious ranked second only to News/Talk/Information in 45+ concentration at 72%, and also is No. 2 in its 55+ concentration, with almost 53% of its audience in that demo.

## Listeners 12+ Mon-Sun, 6AM-Mid



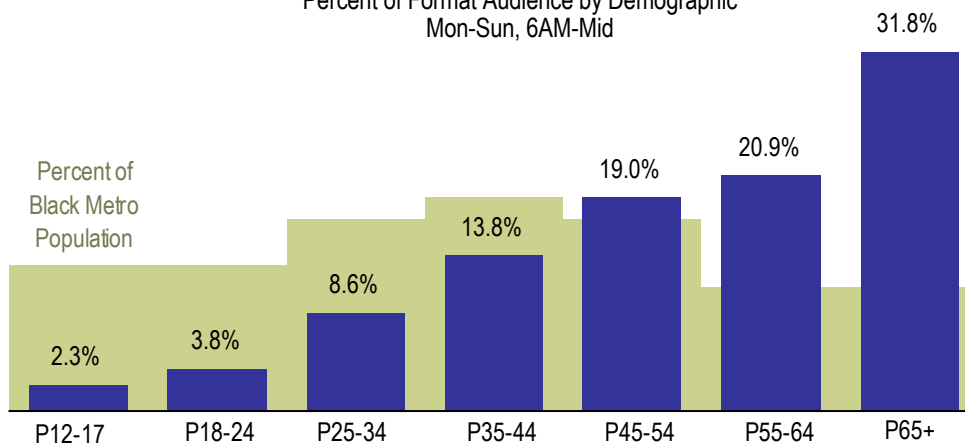
## AQH Share

Persons 12+, Mon-Sun 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
4.0%	3.1%	2.8%	2.4%	2.2%	2.1%

## Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Religious continued ►

## A Very Home Companion

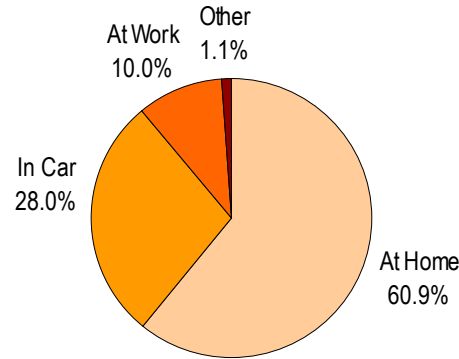
A jump of more than 3% in in-car listening stopped a two-year trend toward increasingly higher at-home tune-in, which still controlled 61% of Religious listening—a higher percentage than any other format in this report. At-work rose for the second straight year to capture 10% of Religious listening, though that was the lowest percentage of all formats in this study.

Religious listening was highest during weekday mornings and, as expected, on weekends. Though the format declined slightly overall from Spring 2006 to 2007, its ratings on weekday evenings showed an increase.

Religious had notable audience shares in almost every region, with its strongest ratings in New England, Middle Atlantic and Pacific areas. The format registered growth between Spring 2006 and 2007 in the New England, East South Central, West North Central, Mountain and Pacific areas.

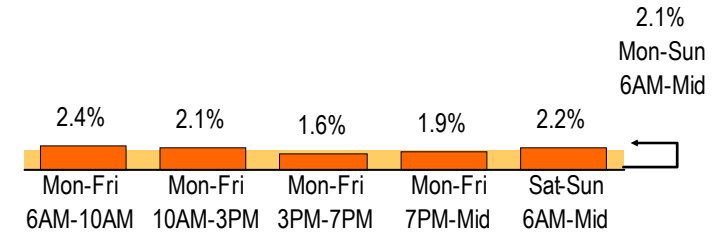
## AQH Share of Listening by Location

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



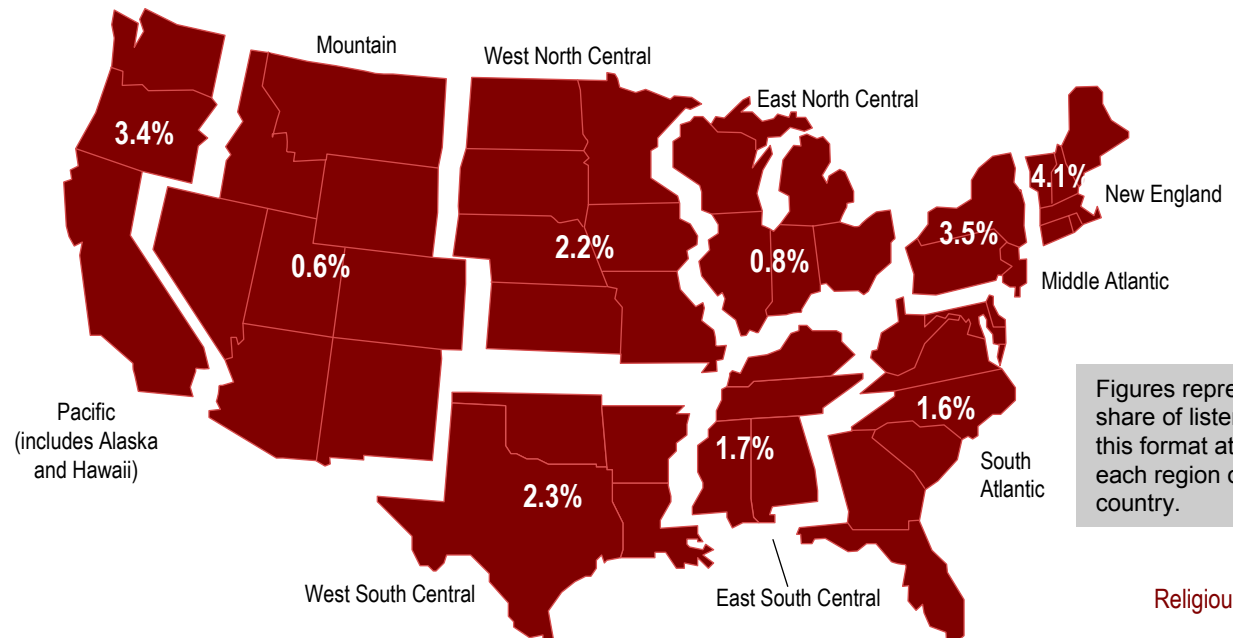
## AQH Share of Listening by Daypart

Persons 12+



## Audience Share by Region

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



Figures represent the share of listening that this format attracts in each region of the country.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Religious continued ▶

## Flexing Real Earning Power

In terms of educational attainment, Religious had the most improvement of all formats between Spring 2006 and 2007, with the percentage of its listeners having graduated from high school rising from 82% to 88%, and those who had attended or graduated from college climbing rapidly from less than 55% in Spring 2006 to nearly 64% in Spring 2007. Religious ranked No. 3 among all formats in this report in terms of the proportion of its listeners who were college graduates.

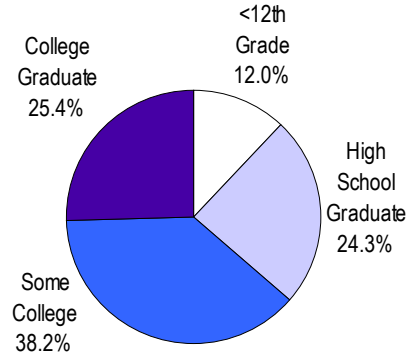
There was a huge increase among Religious listeners—best among all formats—in the percentage of listeners who lived in households earning at least \$50,000 per year. That figure skyrocketed from 34% in Spring 2006 to more than 45% in Spring 2007, ranking third among all formats in this report. Conversely, those in households earning less than \$25,000 fell from 32% to 26%.

While time spent listening was down modestly overall in Spring 2007 from 2006, grew dramatically—a full hour among 12-24s and 18-34s—with Religious having been the only format to register that level of improvement.

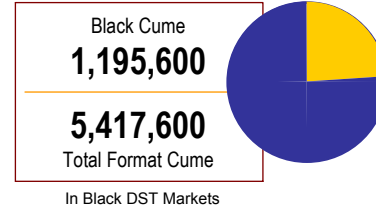
Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Education

Persons 18+

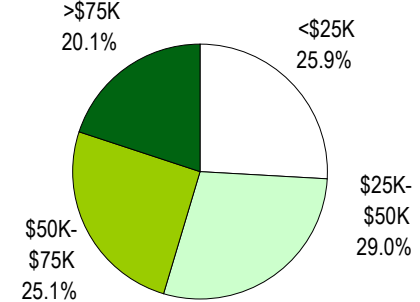


## Cume



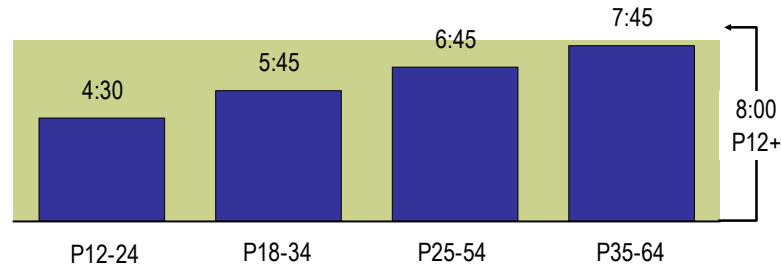
## Household Income

Persons 18+



## Time Spent Listening by Demographic

(Hours:Minutes)  
Mon-Sun, 6AM-Mid



## An Audience to Keep Your Eye On

The Religious format's African-American listeners were 19% more likely than the national average to be part of a household that was planning to buy a computer within the next 12 months. They were 5% more likely than the national average to have seen an eye doctor within the past year. They were also 24% more likely than the national average to have attended the movies 3 or more times within the past 3 months.

Wireless/Cell Phone Carriers Currently Used	Index
Sprint® Nextel	123
T-Mobile®	105
AT&T®, Cingular® Wireless	113
Verizon® Wireless	81
None	99

Wireless/Cell Phone Payment Plan Currently Used	Index
Prepaid Usage	109
Receive Bill Each Month	99

Wireless/Cell Phone Carrier Plan to Switch Next 12 Months	Index
Yes	91
No	102

Wireless/Cell Phone Features Currently Used	Index
Camera/Picture Taking	100
Download Ringtones	118
Download Video Games	106
E-mail	131
Instant Messaging	110
Picture Messaging	122
Push to Talk—2-Way	208

Household Electronics	Buy Next 12 Mos.	
	Owns Index	Index
Digital Camera	75	113
Computer	94	119

Movies—When Usually Seen in Past 12 Months	Index
Opening Weekend	144
After Opening Weekend; Within First 2 Weeks	84
After Second Week	94
Did Not Attend New Movie	103

Movie Attendance	Past 3 Mos.
	Index
1 Time	85
2 Times	85
3 or More Times	124
No Times	102

Specialists Used Past 12 Months	Index
Eye Doctor (Ophthalmologist)	105
Eye Examiner (Optometrist)	93

How Often Usually Vote in Presidential Elections	Pct.	Index
Always	73%	103
Sometimes	8%	84
Never	19%	97

Political Party Affiliation	Pct.	Index
Democratic	50%	173
Republican	18%	100
Independent*	20%	77
None of These	12%	44

Household (HH) Internet Connection	Currently in HH Index	Switch Next 12 Mos. Index
Cable Modem	88	n/a
Dial-Up	92	n/a
DSL	88	n/a
Broadband (Cable or DSL)	88	107
None	121	n/a

\* Independent Political Party Affiliation: Independent, Independent But Lean Toward Democratic or Independent But Lean Toward Republican.



Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2007.

# Radio Listening Trends Among Black Listeners

This section details nationwide listening trends among Black/African-American radio audiences. You'll see listening patterns traced by age and gender, on an hour-by-hour basis and according to listening location, as well as format rankings by audience share.

In these pages you can see that dawn to dusk, weekdays and weekends, at home or away, radio listening is a valuable component of Black/African-American media usage.

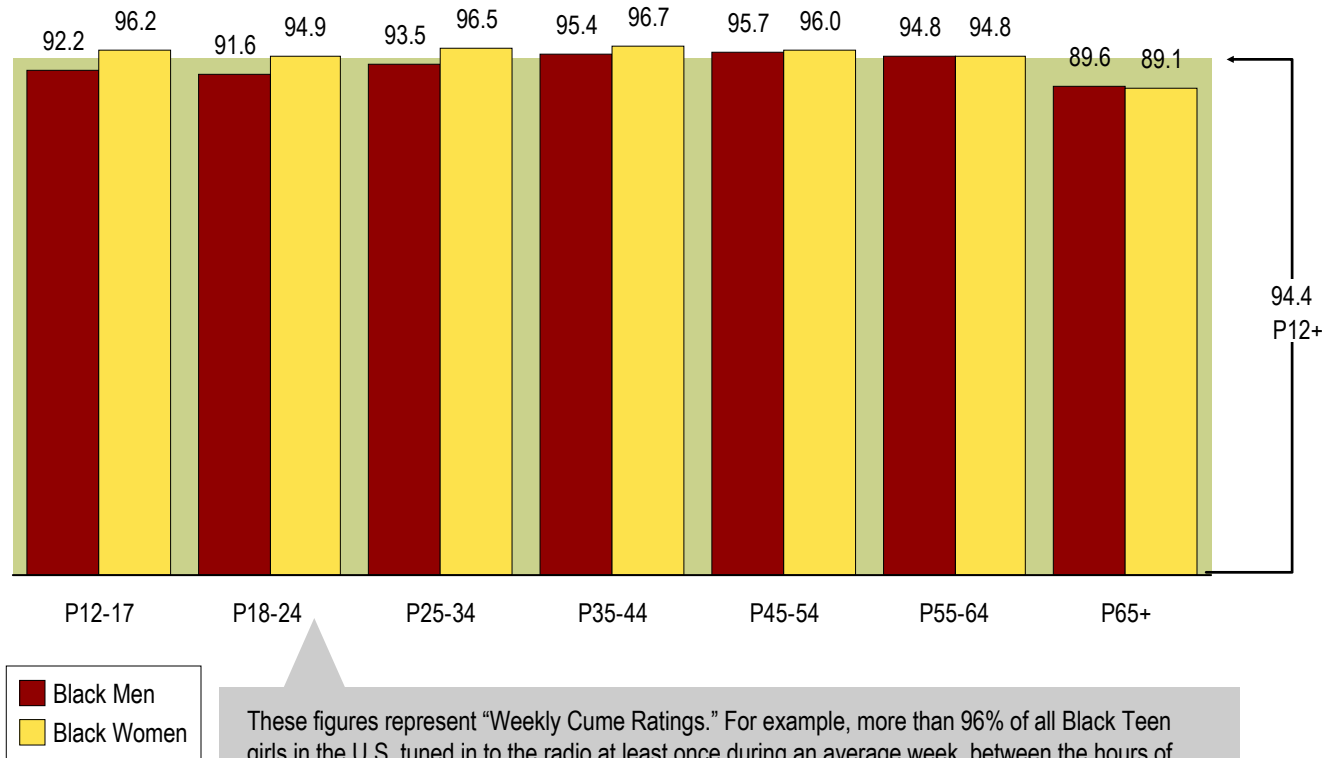
# Radio Reaches All Ages

These figures testify to radio's remarkable ability to attract Black/African-American listeners in every demographic group. And radio's strength among its Black audience has been consistent over time as well: Between 2002 and 2007, the weekly tune-in among Black consumers remained solid.

From Spring 2006 to 2007, radio's reach among Black listeners improved among both teen boys and girls. Teen girls—best among all demographics on women—posted that segment's highest numbers since Spring 2005; those Cume Ratings have held firmly for several years.

Radio's reach also grew among both Men and Women 35-44. In fact, the Cume Rating for Black Men 35-44—very stable over time—matched its highest level in at least six years. Radio's reach with Black Women 35-44 in Spring 2007 was its best since Spring 2004, and radio's Cume Rating among Black Men 45-54 rose more than 1% to at least a six-year high.

### Weekly Cume Rating



These figures represent "Weekly Cume Ratings." For example, more than 96% of all Black Teen girls in the U.S. tuned in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The green background represents the average of all Black/African Americans, at least 12 years old, who listen to the radio at least once during the week. Against that background, you can then see how radio reached various demographic groups compared to the national average.

Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid

# Radio Reaches All Ages

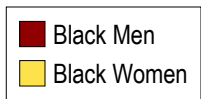
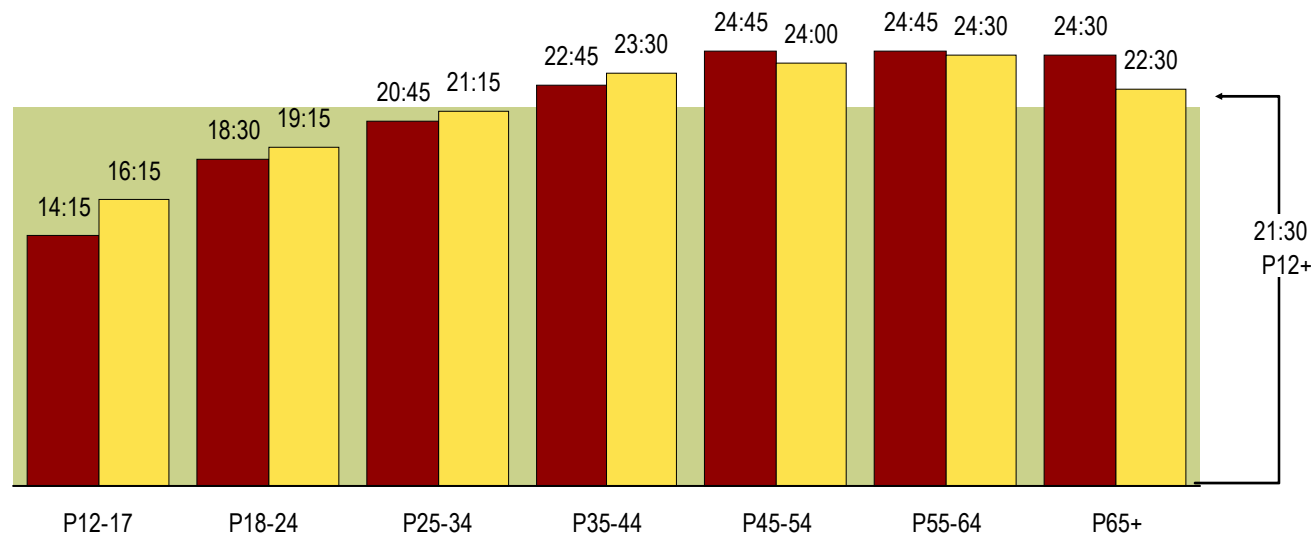
Black radio listeners spent, on average, more than three hours a day listening to radio. Most demographic segments, including Adults 35+, spent more than 21 hours per week with radio.

TSL was highest among Black Men and Women 45-64, who tune in more than 24 hours per week. Radio also remains particularly strong with Black listeners 55+.

Among Black Women 55-64, TSL was up 30 minutes between Spring 2006 and 2007. That was the most one-year improvement of anyone, and at 24.5 hours per week, Black Women 55-64 had a higher TSL than in any other year between 2002 and 2006, except for 2005.

TSL also remained very stable among Black Men 55-64 and 65+. The latter posted a 15-minute TSL increase since the previous report, and TSL in this 65+ audience segment hasn't been higher since Spring 2003.

**Time Spent Listening**  
Hours:Minutes per Week



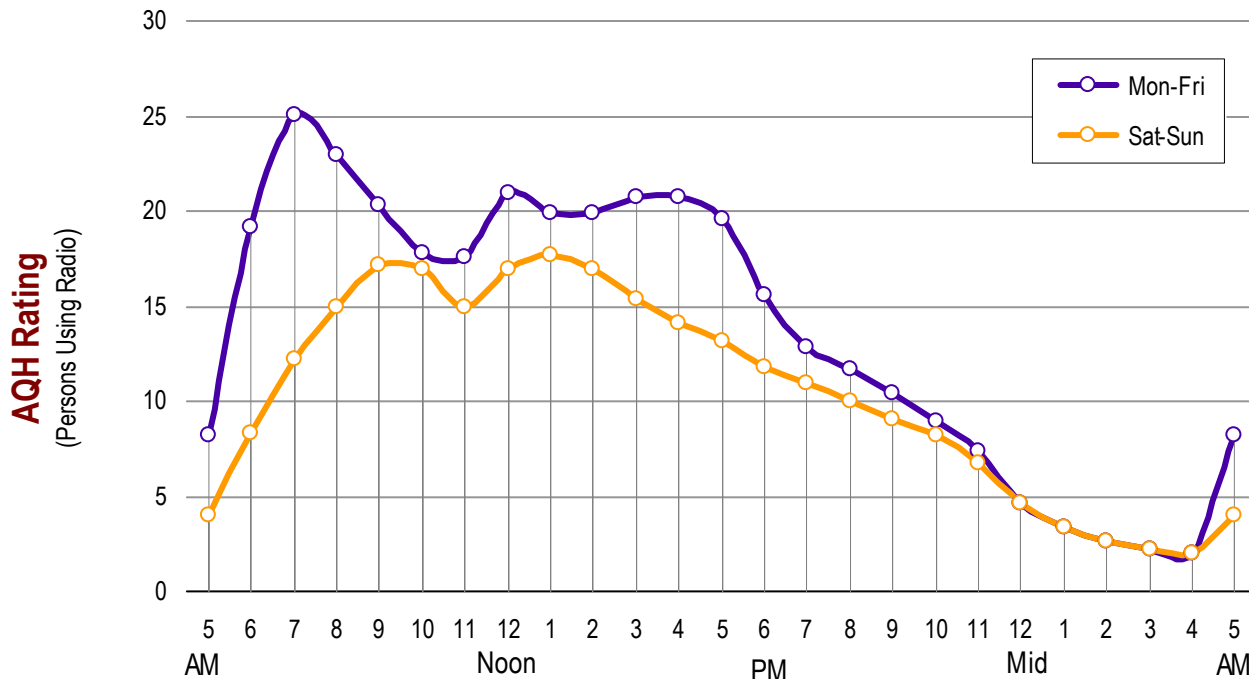
Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid

# Hour-by-Hour Listening

This chart illustrates a longstanding pattern in which weekday radio listening among African-American audiences peaked during the 7AM hour. However, weekday listening remained strong throughout the morning, rose during the lunch hour and at the start of the afternoon commute, before declining as people got home from work and shifted to evening activities. Moreover, even as late as 9PM, more than 10% of all Black Persons 12+ were listening to the radio. Radio's AQH rating improved slightly between midnight and 5AM from Spring 2006.

Weekend listening peaked in the 1PM hour and, without morning/afternoon commute schedules, reflected more gradual listening shifts throughout the day. Depending on the demographic segment, weekend ratings were 77% to 86% as high as those for weekday listening. Weekend ratings were nearly equal to weekdays from 10AM to 11AM and from 10PM to midnight, and were even higher between midnight and 3AM. AQH weekend ratings were up in Spring 2007 between 3PM and 6PM compared to Spring 2006.

## Hour-by-Hour Listening, AQH Rating



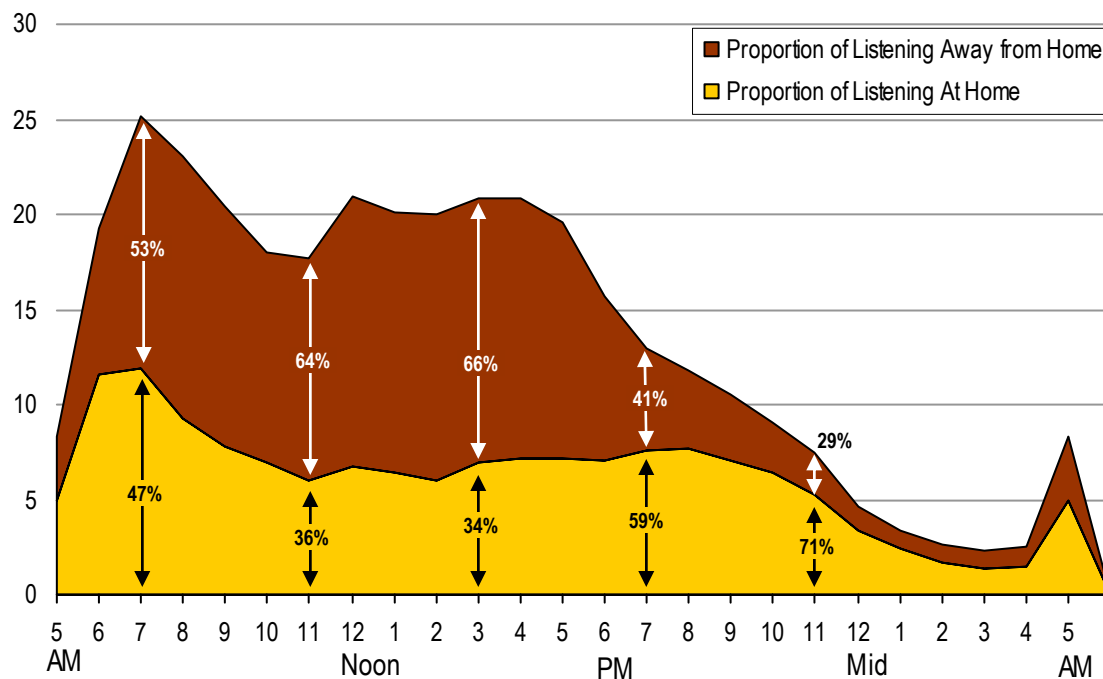
Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 5AM-4AM

From sunup to sundown each weekday, more radio listening by African-American audiences actually took place away from home, accompanying listeners in the car, at work or some other location. Radio's unique advantage as *the* on-the-go medium was its ability to reach Black listeners wherever they were, and for advertisers, to have most directly influenced purchasing decisions. In the 2PM hour, nearly three-quarters of radio tune-in was somewhere other than home.

Hour-by-hour, weekday radio listening by general location has not fluctuated significantly in recent years, but away-from-home listening has been gradually gaining ground overall. Between Spring 2006 and 2007, the percentage of total listening taking place away from home rose 1% from 5AM to 7AM, 1% to 2% from 4PM to 2AM, and from 4% to 6% between 2AM and 5AM. At-home's share increased 1% in the two hours between 1PM and 3PM.

## Weekday Listening, AQH Rating

Percent of Persons Using Radio  
Mon-Fri, 5AM-4AM



### How to Read:

The chart on this page and the one on the next page show how listening location makes up radio listening during the course of a typical weekday and weekend day. For example, during the 12 Noon hour on this chart, about 21% of the 12+ Black population listened to the radio for at least five minutes. Of those who had listened, about two-thirds were listening away from home.

Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Fri, 5AM-4AM

The majority of listening during the weekend took place at home regardless of time of day, and radio's largest tune-in (both at-home and away-from-home) took place between 1PM and 2PM.

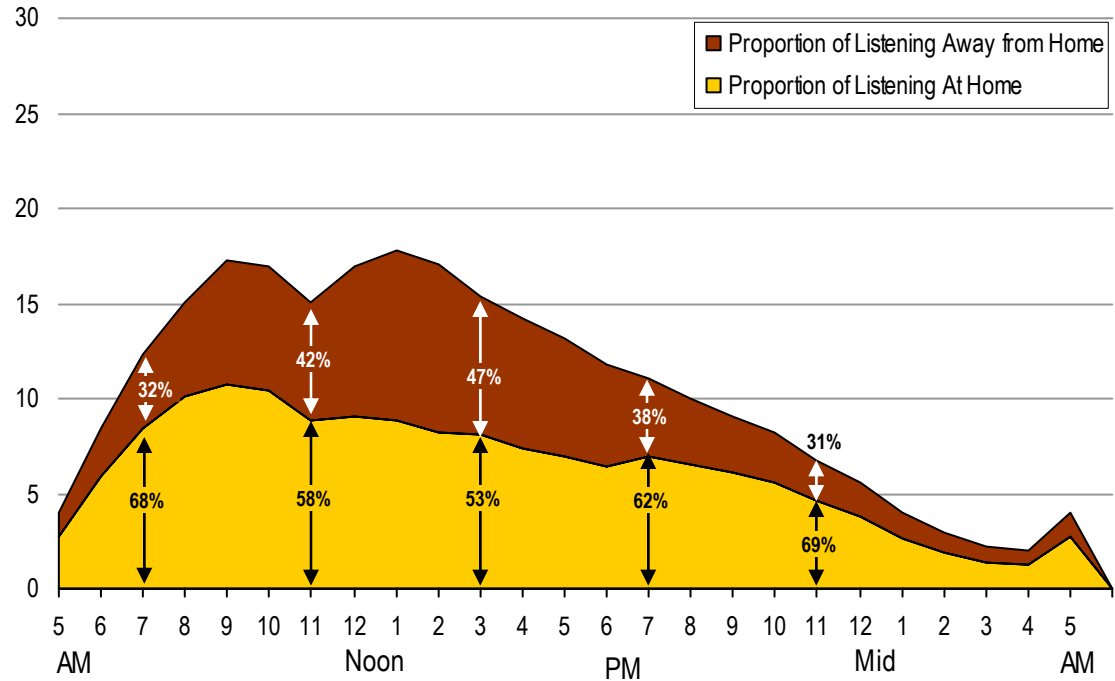
However, away-from-home's percentage of weekend listening has been rising. Between Spring 2006 and 2007, away-from-home's share of total weekend listening picked up from 1% to 5% each hour between 5AM and 4AM, while away-from-home's share of listening increased 4% from midnight to 1AM and 5% between 1AM and 2AM.

The percentage of away-from-home listening between 4PM and 6PM was nearly equal to at-home tune-in (48% vs. 52%). It was *more* than at-home in at least one hour for the first time in Spring 2007, occurring during the two hours between 1PM and 3PM: Away-from-home's share of weekend listening was highest between 2PM and 3PM.

Weekend radio offered some of broadcasting's most popular programming, including countdown shows, sportscasts, religious services and other special features.

## Weekend Listening, AQH Rating

Percent of Persons Using Radio  
Sat-Sun, 5AM-4AM



Source: MaximiSer® Plus National Regional Database, Spring 2007, Sat-Sun, 5AM-4AM

# Listening Location

The Average Quarter-Hour audience rating, whether at home or elsewhere, has overall remained fairly stable during the six years between 2002 and 2007, more so with men than women listeners.

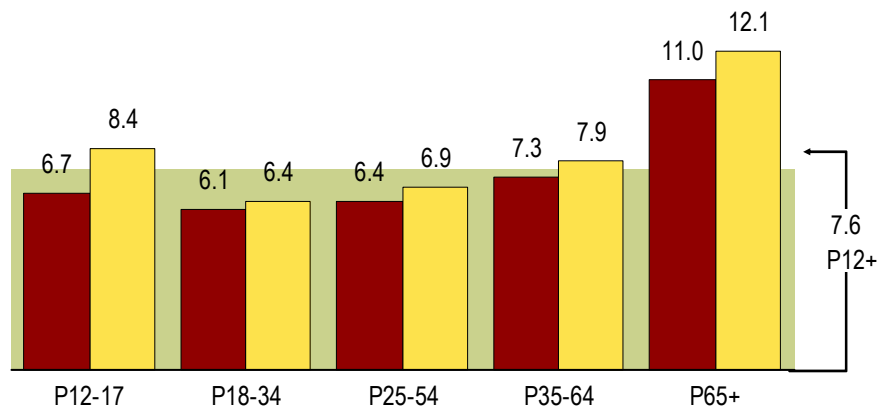
Examining at-home AQH ratings, Men 25-54 have remained very consistent over that time frame, with Men 35-64 showing a slight increase between Spring 2006 and 2007, and ahead of their 2002 numbers.

The share of total radio listening away-from-home increased 1% between Spring 2006 and 2007 to 53%. Away-from-home ratings rose among Women 65+ to its highest in at least six years—a growth rate of 38% since Spring 2002. Away-from-home ratings held steady with Women 18-34 and 25-54. Among Women 35-64, away-from-home AQH ratings remained above those of Spring 2002.

Away-from-home AQH ratings showed big gains among teen boys. That demographic segment earned its highest figure (3.8) in at least six years, and it was up at a rate of 19% since Spring 2002.

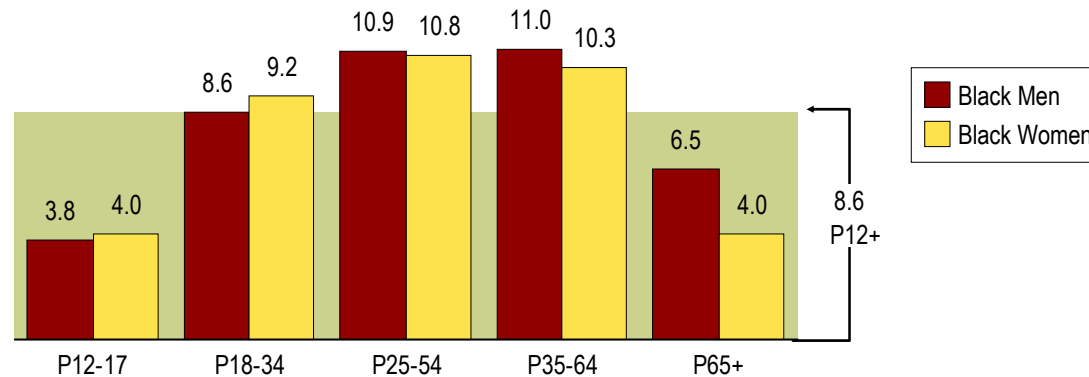
## At-Home Listening for Black Men and Women

Mon-Sun, 6AM-Mid, AQH Rating



## Away-from-Home Listening for Black Men and Women

Mon-Sun, 6AM-Mid, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid

# Listening Location

A slight majority (53%) of radio listening throughout the week took place out-of-home, except in the evenings and weekends. This chart shows how the distribution of radio listening has logically moved around throughout the workweek: At-home and in-car led in the mornings, at-work dominated in middays, in-car led slightly in the afternoons and at-home won again in the evenings.

The change has been incremental year-by-year, but in-car listening has been becoming a larger proportion of total radio listening for the past several years and continued to do so between Spring 2006 and 2007 from 6AM to midnight during both weekdays and weekends. In-car's percentage in mornings, afternoons and evenings rose to its highest level in at least six years. In-car's weekend share of listening was up from 30.5% to 34.3% in the four years between Spring 2003 and 2007. These figures reflect the reality of American workers' gradually longer commutes and increasingly mobile lifestyles.

## Distribution of Black Radio Listeners by Listening Location

Persons 12+, AQH

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	46.8%	31.2%	18.5%	3.5%
Mon-Fri 6AM-10AM	46.1%	33.8%	18.2%	1.9%
Mon-Fri 10AM-3PM	33.2%	27.9%	35.2%	3.7%
Mon-Fri 3PM-7PM	37.0%	40.6%	18.6%	3.8%
Mon-Fri 7PM-Mid	66.0%	21.6%	8.2%	4.2%
Weekend 10AM-7PM	53.4%	34.1%	8.0%	4.5%

It's well known that radio is the only mass medium that easily adapts to all key listening locations. But exactly what is "other" as a listening location? If you're listening to the radio at a friend's house, at the beach, or a park, while working out at the gym or waiting in a doctor's office, you're in an "other" location. It should be noted that "at-work" listening, while frequently thought of as "office" listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), retail outlet, factory, or construction site.

Source: MaximiSer® Plus National Regional Database, Spring 2007

# Listening by Daypart

This chart shows that each week radio has been part of the lives of nearly all Black/African-American consumers. In general, radio claims a higher percentage of Black women listeners than Black men listeners.

Comparing Spring 2007 to 2006, in weekday mornings Men 25-34 rose for the second straight year; Men 35-54 also improved. Cume Ratings for women were even or up in all demos 12-64, especially 35-44s and 55-64s.

During middays, Men 12-34 showed growth, while Men 45-54 and 65+ also advanced. It was an especially strong year for Women 12-44, as the Cume Rating for teen girls soared 5% in one year—more than any other demo or daypart.

In afternoons, Men 45+ rose solidly. Gains among women included 18-24s, 35-44s and especially those 45-54 and 65+. In evenings, Men 45+ picked up notably. Women 25-44 generated increases, while Women 65+ posted a 4% uptick—one of the biggest increases.

## Listening by Daypart

Mon-Sun, 6AM-Mid  
Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	64.4	46.5	71.3	59.5	70.4	92.2
	W	74.4	57.8	80.0	70.8	80.5	96.2
P18-24	M	67.1	68.7	70.7	63.0	72.3	91.6
	W	74.5	76.5	78.8	67.8	78.2	94.9
P25-34	M	77.6	72.2	77.3	56.7	72.0	93.5
	W	85.2	76.9	82.8	61.1	80.3	96.5
P35-44	M	81.9	72.5	77.3	54.4	75.3	95.4
	W	86.9	76.8	83.1	58.5	81.4	96.7
P45-54	M	81.7	73.2	79.7	55.4	79.3	95.7
	W	85.0	75.7	81.7	56.0	82.9	96.0
P55-64	M	80.1	76.0	77.4	54.5	81.3	94.8
	W	82.7	75.3	76.1	51.2	82.3	94.8
P65+	M	75.4	76.4	69.5	48.9	79.1	89.6
	W	72.8	74.4	64.8	45.1	78.3	89.1

Source: MaximiSer® Plus National Regional Database, Spring 2007.

# Black/African-American DST Markets

Akron	Ft. Pierce-Stuart-Vero Beach	New York
Albany, GA	Ft. Walton Beach, FL	Newburgh-Middletown, NY
Alexandria, LA	Gainesville-Ocala	Norfolk-Virginia Beach-Newport News
Ann Arbor	Greensboro-Winston-Salem-High Point	Oklahoma City
Atlanta	Greenville-New Bern-Jacksonville	Orlando
Atlantic City-Cape May	Greenville-Spartanburg	Pensacola
Augusta, GA	Hartford-New Britain-Middletown	Philadelphia
Austin	Hilton Head, SC	Pittsburgh, PA
Baltimore	Houston-Galveston	Poughkeepsie, NY
Baton Rouge	Huntsville	Raleigh-Durham
Battle Creek, MI	Indianapolis	Richmond
Beaumont-Port Arthur, TX	Jackson, MS	Riverside-San Bernardino
Biloxi-Gulfport-Pascagoula	Jackson, TN	Roanoke-Lynchburg
Birmingham	Jacksonville	Rochester, NY
Boston	Kalamazoo	Rocky Mount-Wilson, NC
Bridgeport	Kansas City	Sacramento
Brunswick, GA	Killeen-Temple, TX	Saginaw-Bay City-Midland
Bryan-College Station, TX	Lafayette, LA	Salisbury-Ocean City
Buffalo-Niagara Falls	Lake Charles, LA	San Antonio
Champaign, IL	Lakeland-Winter Haven	San Diego
Charleston, SC	Las Vegas	San Francisco
Charlotte-Gastonia-Rock Hill	Laurel-Hattiesburg, MS	Savannah
Charlottesville, VA	Lawton, OK	Seattle-Tacoma
Chattanooga	Lexington-Fayette	Shreveport
Chicago	Little Rock	South Bend
Cincinnati	Los Angeles	St. Louis
Clarksville-Hopkinsville, TN-KY	Louisville	Tallahassee
Cleveland	Lufkin-Nacogdoches, TX	Tampa-St. Petersburg-Clearwater
Columbia, SC	Macon	Texarkana, TX-AR
Columbus, GA	Memphis	Toledo
Columbus, OH	Meridian, MS	Trenton
Columbus-Starkville-West Point, MS	Miami-Ft. Lauderdale-Hollywood	Tupelo, MS
Dallas-Ft. Worth	Middlesex-Somerset-Union	Tuscaloosa, AL
Dayton	Milwaukee-Racine	Tyler-Longview
Daytona Beach	Minneapolis-St. Paul	Valdosta, GA
Decatur, IL	Mobile	Waco, TX
Denver-Boulder	Monroe, LA	Washington, DC
Detroit	Montgomery	West Palm Beach-Boca Raton
Dothan, AL	Muskegon, MI	Wichita Falls, TX
Fayetteville, NC	Myrtle Beach, SC	Wilmington, DE
Flint	Nashville	Wilmington, NC
Florence, SC	Nassau-Suffolk (Long Island)	Youngstown-Warren
Florence-Muscle Shoals, AL	New Haven	
Fredericksburg	New Orleans	

# Radio Formats Ranked by Audience Share

## Radio Formats Ranked by Audience Share

Persons 12+, Mon-Sun, 6AM-Mid, Spring 2007

<b>Format</b>	<b>Share</b>	<b>No. of Stations</b>
Urban Adult Contemporary	25.4%	170
Urban Contemporary	21.6%	154
Rhythmic Contemporary Hit Radio (Rhythmic/CHR)	10.3%	156
Gospel	5.9%	304
New AC/Smooth Jazz	5.4%	72
News/Talk/Information	3.9%	1,553
Adult Contemporary	3.7%	798
Pop Contemporary Hit Radio (Pop CHR)	3.1%	381
Religious	2.1%	993

Source: MaximiSer® Plus National Regional Database,  
Spring 2007, Mon-Sun, 6AM-Mid.

Data for the charts, graphs and tables in *Black Radio Today 2008* come in from Arbitron's American Radio Listening Trends, Spring 2007; Maximi\$er® Plus National Regional Database, Spring 2007 (130 Black DST markets); and Scarborough USA+, Release 1, 2007. The American Radio Listening Trends report combines radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The Maximi\$er Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. Scarborough Research data are gathered from more than 200,000 interviews with adults, aged 18 and over, in 75 of the country's largest markets. Scarborough reports examine a variety of characteristics, including demographics, socioeconomic characteristics, lifestyle activities, consumer habits, local market shopping patterns and product usage as well as media behavior.

Portable People Meter™ information is not included in this study because Arbitron's National Regional Database, from which this data is derived, currently only includes diary data. In future Radio Today reports, you'll see PPM data integrated as markets deploy PPM service. Diary data was collected for the already-current PPM metros of Philadelphia and Houston, and listener behavior from those markets is represented in this study.



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