

Black Radio Today 2009

How America Listens to Radio



Radio Is the Most Popular Entertainment and Information Medium Among Black Consumers

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 via cell phones.

Welcome to the *Black Radio Today 2009 Edition*—an in-depth look at radio listening nationally and by individual formats serving Black audiences. *Black Radio Today* uses Arbitron quantitative audience data to develop a valuable profile of radio listening among Black consumers across America. This report provides valuable insights on the enduring relationship between radio and Black listeners.

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 133 radio markets with significant Black populations that were measured in the Fall of 2008.

You'll find detailed facts and figures on Black audience listening to radio stations in the United States between Spring 2007 and Fall 2008 and, in some cases, over several years. You'll see shares of the national Black 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) and summary analyses.

After reading Arbitron's *Black Radio Today 2009*, you'll see that radio remains a valuable component of Black media usage.

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PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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What's New in This Edition of *Black Radio Today 2009*

Introducing All Sports Format Coverage

With a full 2.0% share of Black radio listening, Arbitron is pleased to present a full format report on All Sports. You'll see that this format not only generates an important share of audience, it also offers an impressive qualitative profile of its consumers. All Sports replaces New AC/Smooth Jazz in this study.

New AC/Smooth Jazz Fades From Prominence

There has been a significant loss in the number of stations programming New AC/Smooth Jazz, resulting in a decline from 5.4% to just 1.4% of radio listening by Black Americans. This decline is attributable to many format departures in larger markets such as New York; Philadelphia; Baltimore; Washington, DC; Denver-Boulder; Houston-Galveston; and, more recently, San Francisco, San Jose and Chicago. Others have recently rebranded themselves as "Smooth AC." In an effort to focus on the formats with the largest audience share, New AC/Smooth Jazz does not have a report in *Black Radio Today 2009*.

PPM Data Integrated for the First Time

The Arbitron Portable People Meter™ System measured listening behavior in several major Metro areas during Fall 2008. For the first time in this report, audience estimates and other audience information from PPM™ markets are included along with Diary-based data. PPM coverage for Fall 2008 tracked listening activity in (alphabetically) Chicago, Dallas-Ft. Worth, Los Angeles, Middlesex-Somerset-Union, Nassau-Suffolk (Long Island), New York, Philadelphia, Riverside-San Bernardino, San Francisco and San Jose. These markets account for about 24% of the nationwide 12+ population. Owing to PPM measurement disruptions as a result of Hurricane Ike in September 2008, Houston-Galveston data were not available for this study. As a useful reference, *Black Radio Today 2009* identifies specific markets where certain formats are leaders in either PPM or Diary ratings.

What Have We Learned About the PPM System So Far?

In our experience of measuring radio listening using the PPM System, certain characteristics stand in contrast to what we have observed using Diary measurement—the typical listener in the PPM system is exposed to nearly twice as many radio stations in a given week and uses radio on far more occasions than what is typically reported in the diary. The increase in the number of occasions is usually offset by a lower amount of time spent listening per occasion in the PPM service than in the diary. However, we have not seen consistent patterns in the amount of reported listening to a particular radio format or by particular demographic groups in the PPM service when compared to the diary; these statistics can vary widely by market.

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What's New in This Edition of *Black Radio Today 2009*

6+ PPM vs. 12+ Diary Demographics

The PPM system has the added benefit of measuring 6+ demographics versus the 12+ demographics measured by the Arbitron Diary. Because *Black Radio Today 2009* incorporates both PPM and Diary data, we include 12+ demographics only.

In-Home, Out-of-Home Locations Referenced

The Portable People Meter detects listening in two distinct locations, “at home” and “away from home,” while Diary-based methodology discerns specific out-of-home locations such as “in-car,” “at work” or “other” location. To be consistent across all markets, this report breaks down the distribution of listeners tuning in either “at-home” or “out-of-home.”

Thirteen Notable Story Lines of the Year

Back by popular demand is our expanded coverage of headlines gleaned from analyzing the Fall 2008 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, dayparts and locations. Following the format-by-format reports, we also present a general overview and analysis of radio consumption by Black listeners.

Formats Ranked by Audience Share by Demographic and Several Other New Criteria

In addition to format rankings by region, *Black Radio Today 2009* is now listing the leading formats ranked by key demographic segments, including composition of teens and adults 18-24, 25-34, 35-44, 45-54, 55-64 and 65+. As you might expect, there are some significant differences in format appeal according to age group. For the first time, *Black Radio Today 2009* also ranks the top formats by time spent listening, gender, listening by location, region and daypart.

New List of Formats by Audio Band

Also for the first time, *Black Today 2009* features the individual number of stations in every format broadcasting on FM, AM, via the Internet and HD channels.

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What's New in This Edition of *Black Radio Today 2009*

Market Conditions and Other Factors Make Trends Difficult to Track

There were several important factors affecting the ratings data between Spring 2007 and Fall 2008: There is an 18-month gap from the previous *Black Radio Today* and this report, which could account for some larger-than-typical shifts in the data trends. The 2008 presidential election likely accounted for some of the increase in reported listening to certain formats. Portable People Meter data were included for the first time, tracking exposure to radio in several major markets. With data from Houston-Galveston excluded, owing to disruptions from Hurricane Ike, those radio stations are not represented in this report. Combined, these factors make trending analysis for the period between Spring 2007 and Fall 2008 very difficult. Users of this study should consider the data as presented accordingly.

Ratings Story Lines of the Year

Urban Adult Contemporary Continued to Dominate

Far and away the most popular radio format among Black listeners, Urban AC controlled nearly 28% of their radio listening—more than 7% above any other format. Urban AC's reach increased more than 6% between Spring '07 and Fall '08 to nearly 12 million consumers, and all dayparts registered higher shares over that time span. It was the No. 1 format in every daypart except during evenings, when it was No. 2, just behind Urban Contemporary. The audience aged steadily, with the proportion of Urban AC listeners 55 or older rising from 18% to 27% between Spring '02 and Fall '08.

Urban Contemporary Gained During Weekends

A consistently strong performer during weekend evenings, Urban Contemporary delivered higher ratings during weekends in Fall '08 than in afternoons for the first time, making Saturday-Sunday the format's No. 2-rated daypart.

Rhythmic CHR Listeners Grew Older...

The 35+ segment of Rhythmic CHR's audience increased from 25% to 35% between Spring '02 and Fall '08, while the percentage of those aged 35-54 rose from below 23% to more than 29%. During Fall '08, each demographic group 35 years old or beyond reached its highest proportions since at least Spring '02. Rhythmic CHR attracted better than one-fifth of all teen listening, but its teen tune-in declined 22% between Spring 2005 and Fall '08, a bigger drop than any other format in this study.

...And More Affluent

The segment of Rhythmic CHR's 18+ consumers living in households producing \$50,000 or more per year climbed from below 37% in Spring '04 to more than 41% by Fall '08—an 11% rate of growth. Aside from an unusual spike in Spring '03, that \$50,000+ household segment was the highest in at least six years. During Fall '08, more than 18% of Rhythmic CHR resided in households earning \$75,000 or more annually—up 39% since Spring '04.

News/Talk/Information Audience Skewed Younger...

While nearly 90% of N/T/I listeners were at least 35 years old, between Spring '07 and Fall '08 that age group skewed younger, particularly within the 35-44 age group, which grew from less than 16% of the format's composition to more than 21%—a 38% increase rate.

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Time Spent Listening Shifted Lower

Overall time spent listening figures were about 26% lower—5.5 hours—in Fall 2008 than in Spring 2007, but that does not mean that there was less listening taking place. It would be more accurate to say the results are not comparable, and here's why:

- *PPM measurement data were included in the Fall '08 analysis, in addition to Diary data*
- *Two different seasons were being measured*
- *Fall 2008 was an election period, which affected listening patterns*
- *Houston-Galveston data were excluded owing to disruptions from Hurricane Ike*

Ratings Story Lines of the Year

...And Even More Well-Educated

Already ranking No. 1 among all formats in terms of college education, the segment of Black consumers of N/T/I with a college degree or beyond grew from less than 37% to more than 39% during that time, an increase of more than 7%.

Pop CHR Gained Regionally

From Spring '06 to Fall '08, Pop CHR enjoyed steady ratings increases in New England and the Middle Atlantic, East South Central, West North Central, Mountain and Pacific regions. Its share of the Pacific territory more than doubled during that time and was up 61% in the West North Central area.

All Sports: A Qualitative Winner

The percentage of Black All Sports listeners ranked No. 1 among all formats in this report. That education brought its own rewards, as All Sports was the all-around high-income leader, too. Nearly two-thirds of these consumers lived in households earning at least \$50,000 per year, and more than one-third resided in households producing \$75,000 or better.

Religious Listeners Also Gained Economically and Academically

The big story was the rapidly accelerating proportion of Religious radio's Black consumers who lived in households generating at least \$75,000 per year or more. That figure soared from less than 13% in Spring '05 to nearly 24% by Fall '08—an 85% rate of growth. No other format came close to that pace of increasing affluence. An even 61% attended or graduated from college, up from about 53% in Spring '05—a nearly 15% growth rate over that period of time. The proportion holding a degree rose from 19% in Spring '06 to 28% by Fall '08—a 44% rate of increase.

Radio Was Resilient With Black Americans Overall...

Despite myriad competing media, radio's overall reach among Black consumers declined by a rate of just 2% between Spring 2007 and Fall 2008, which was comparable to the performance of all radio listeners. More impressively, over a seven-year span going back to Spring 2002, the weekly tune-in among Black/African-American listeners remained above 92%, declining only 1.6% during that entire period.

continued ►

Ratings Story Lines of the Year

...And Grew With Older Adults

Between Spring '07 and Fall '08, radio's reach among Black listeners grew nearly 2% among Men 65+ to a seven-year high (up more than 4% over that time frame). Tune-in for Men 55-64 in Fall '08 was more than 2% higher than in Spring 2002, and Cume ratings for Women 65+ were 3% higher in Fall '08 than seven years prior.

Away-From-Home's Ratio Increased

Partially owing to the introduction of PPM in larger markets, the trend of away-from-home listening rose in every hour between 10AM and 2AM. Away-from-home's share of weekend listening increased in all hours except from 4AM to 8AM. Out-of-home took over as the majority of tune-in between 3PM and 7PM for the first time.

Glossary

Average Quarter-Hour Persons (AQH Persons)

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

Average Quarter-Hour Rating (AQH Rating or AQH PUR—persons using radio)

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.

Example:

$$\frac{6,400 \text{ AQH Persons to a specific format}}{80,000 \text{ AQH Persons to all formats}} \times 100 = \text{Share of 8.0\%}$$

Format Share

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

$$\frac{6,400 \text{ AQH Persons to a specific format}}{80,000 \text{ AQH Persons to all formats}} \times 100 = \text{Share of 8.0\%}$$

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.

Example:

$$\frac{168 \text{ Quarter-Hours in a time period} \times 2,000 \text{ AQH Persons}}{40,000 \text{ Cume Audience}} = \text{TSL of 8.4 hours}$$

Formats

On the following pages, you can read in detail about Black listening behavior to nine of America's most popular radio formats that include a substantial number of Black listeners: Urban Adult Contemporary, Urban Contemporary, Rhythmic CHR, News/Talk/Information, Gospel, Adult Contemporary, Pop Contemporary Hit Radio, All Sports and Religious. The audience estimates came from the 133 radio markets with a significant Black population (known as Differential Survey Treatment [DST] markets), using the Fall 2008 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, Pop CHR (Top 40), Rhythmic CHR and All Sports—have appealed to the general market as well as to Black audiences. However, several 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.

While not covered in this study, several other formats attract a notable percentage—at least 1%—of the national Black radio audience, such as All News, New AC/Smooth Jazz, Oldies, Contemporary Christian, Rhythmic Adult Contemporary and Classic Hits. Arbitron will continue to monitor these and other formats 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 media consumers.

Some Notes About the Format Pages

Although this study is dated 2009, it uses data gathered from the Fall 2008 survey period.

The “Education” and “Household Income” charts include only listeners 18 or older, whereas the gender ratios are among those 12 years old and above.

The “Audience Composition” information breaks out the total percentage of a format's audience within various age groups. The “Audience Share by Region” information breaks out the share each format generates of all listening across various regions.

Listening data include both commercial and noncommercial radio listening.

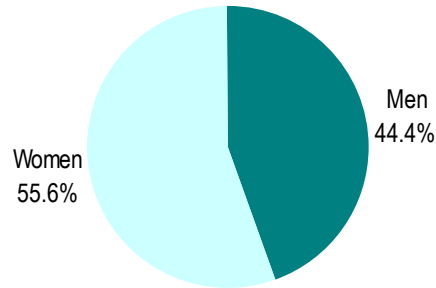
For additional terms and definitions, please see the Glossary on page 10.

Urban Adult Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



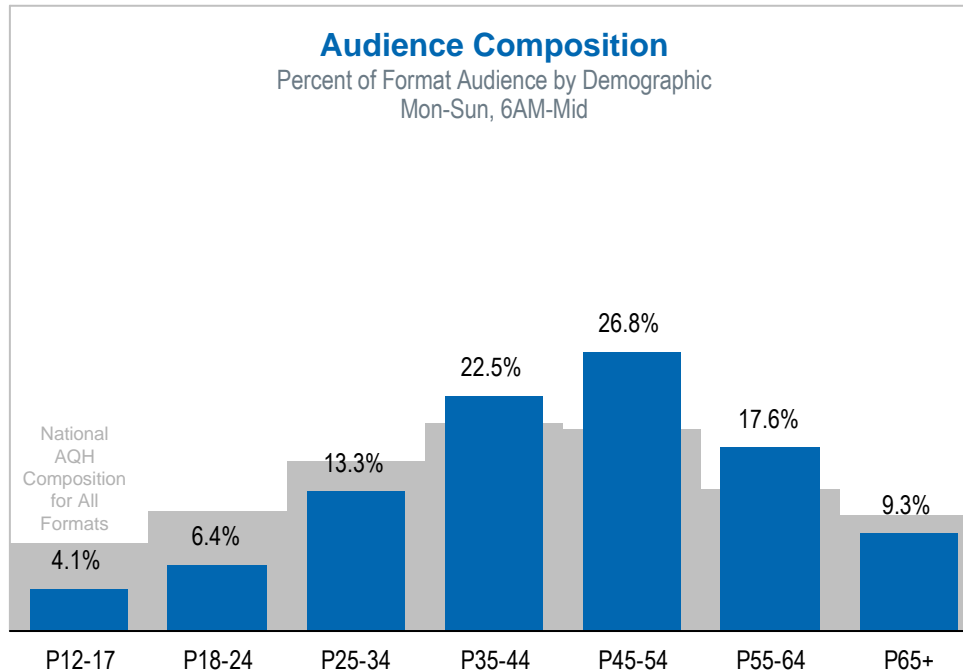
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
26.0%	20.3%	22.0%	22.9%	25.4%	27.9%

Audience Composition

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



No. 1 and Getting Stronger

Featuring artists such as Angie Stone, Charlie Wilson, Jill Scott and Jaheim, Urban AC was far and away the most popular radio format among African-Americans, commanding a 27.9% share of listening, more than 7% beyond any other. Urban AC's reach increased more than 6% between Spring '07 and Fall '08 to nearly 12 million Black consumers each week across 306 stations, including top 5-rated outlets in Chicago; San Francisco; Atlanta; Philadelphia; Washington, DC; Miami-Ft. Lauderdale-Hollywood; and Baltimore, among many others. Although Urban AC's appeal leaned female, the ratio of male listeners rose from less than 42% to more than 44% between Spring '07 and Fall '08, placing the format's gender balance squarely in the middle among the nine formats studied.

As its name implies, Urban AC's target listeners were solidly mature. Ninety percent of these listeners were at least 25 years old, and almost 27% were between 45-54, more than any other format. Nearly half of Urban AC's followers were between 35-54 years old. The audience is aging gracefully, with the proportion of those 55+ rising slowly but steadily from 18% to 27% between Spring '02 and Fall '08. Urban AC ranked third-highest in the percentage of its listeners between 35 and 44. It attracted close to 40% of all listening by adults 45-54 and more than a third of all tune-in of adults 55-64.

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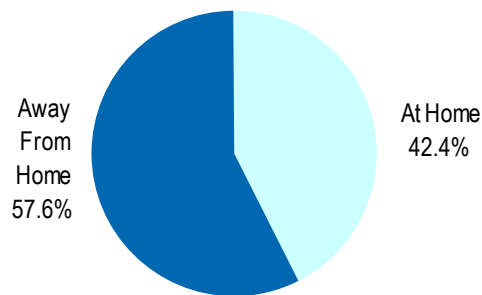
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Urban Adult Contemporary

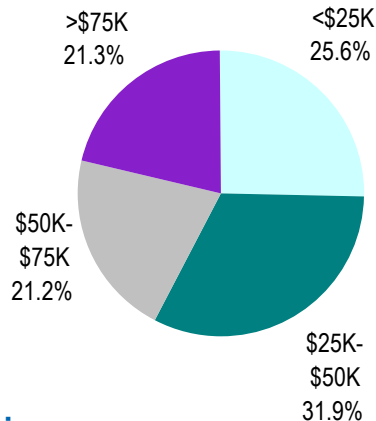
Share of Listening by Location

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



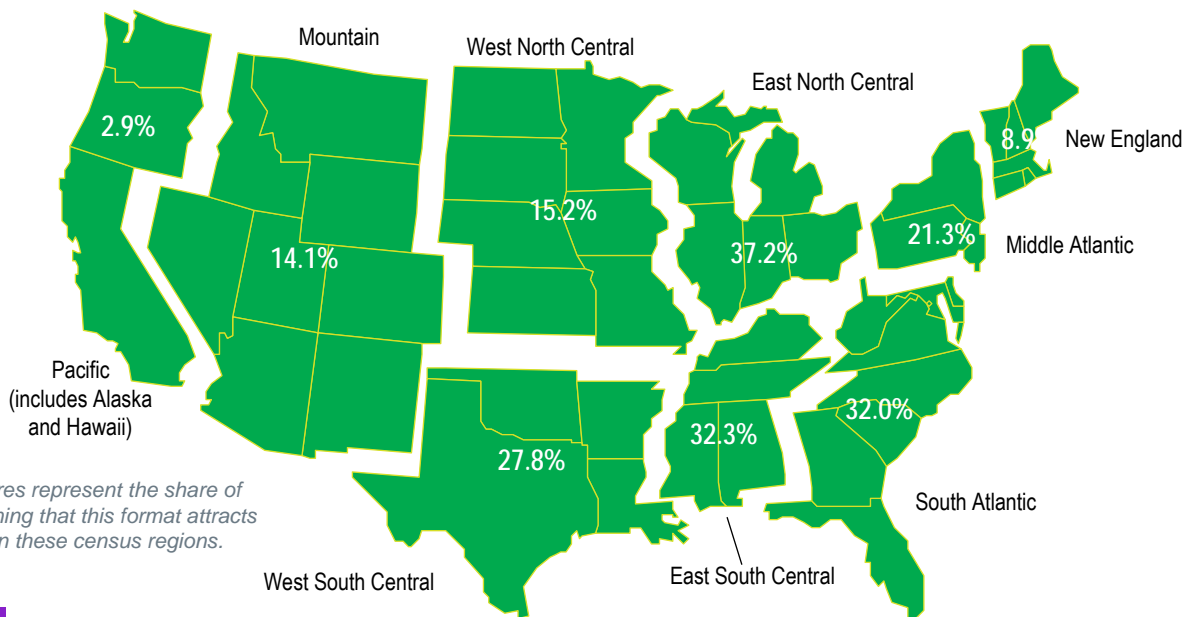
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

No. 1 In Most Dayparts and Regions

As with seven of the nine formats in this report, the majority of listening to Urban AC—almost 58%—occurred away from home in Fall '08, the fourth-highest percentage. That's up from 54% in Spring '03. Urban AC did best in morning drive, earning more than 30% of all listening by African-Americans—nearly 50% more than the next-closest programming. All dayparts reported higher figures between Spring '07 and Fall '08, with afternoons showing the greatest difference. Urban AC was the dominant No. 1 format in every daypart except evenings, where it was a close No. 2 to Urban Contemporary.

Regionally, Urban AC was the No. 1 format in the South Atlantic, East South Central, West South Central and East North Central areas. Urban AC ranked No. 2 in the Middle Atlantic, West North Central and Mountain zones, and was No. 4 in New England. In the East North Central area, Urban AC delivered more than 37% of Black radio listeners, leading all other formats by a 9:1 margin, and scored the highest share of any format in any region. In the South Atlantic and East South Central areas, Urban AC generated four times (32%) the tune-in of African-Americans compared to the nearest format competitor.

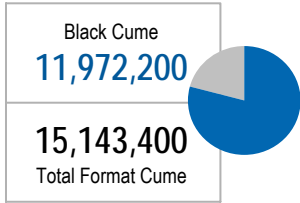
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Urban Adult Contemporary

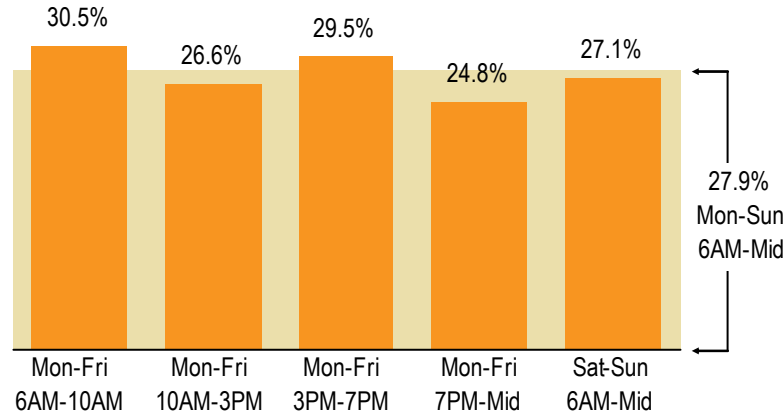
Cume



In Black DST Markets

AQH Share of Listening by Daypart

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



The largest regional shifts recently occurred in the Mountain area, where Urban AC grew from nothing in Spring '06 to 14% by Fall '08. During that period, its share in New England jumped from 1% to 9%, while in East North Central it soared from 27% to 37%.

A Strong Format for Education, Income

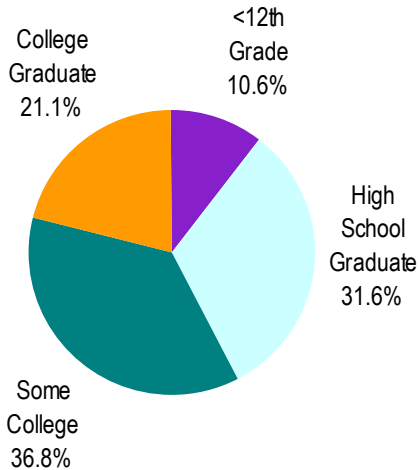
At 21%, the percentage of Urban AC listeners 18+ with a college degree or post-graduate education ranked No. 4 among the nine formats in this report. Better than one in five earned a degree, and nearly 58% attended or graduated from college, fifth-highest in this study.

Urban AC also ranked fourth-highest in the proportion of its 18+ audience living in households producing at least \$50,000 a year (nearly 43%, up from 39% in Spring '04). More than one in five Urban AC listeners resided in households generating \$75,000 or more.

African-American Urban AC listeners spent more time with the format (8 hours, 30 minutes) than any other in this study—almost 10% more. In TSL, Urban AC was the No. 1 format with adults 25-54 and 35-64; it was No. 2 among adults 18-34 and No. 3 with those 12 to 24 years old.

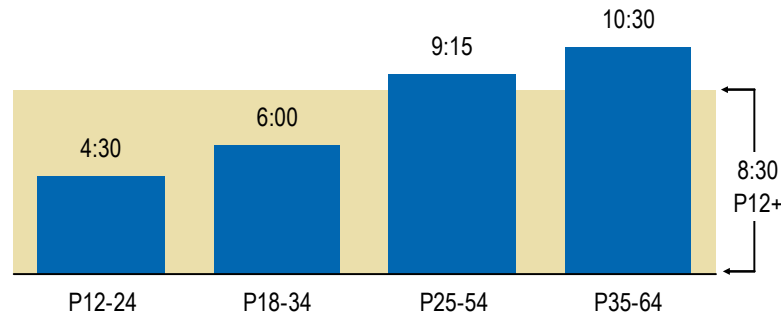
Education

Persons 18+



Time Spent Listening by Demographic

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



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

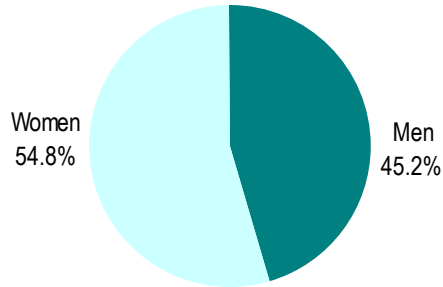
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Urban Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
18.0%	24.0%	24.0%	22.6%	21.6%	20.7%

Forever Young

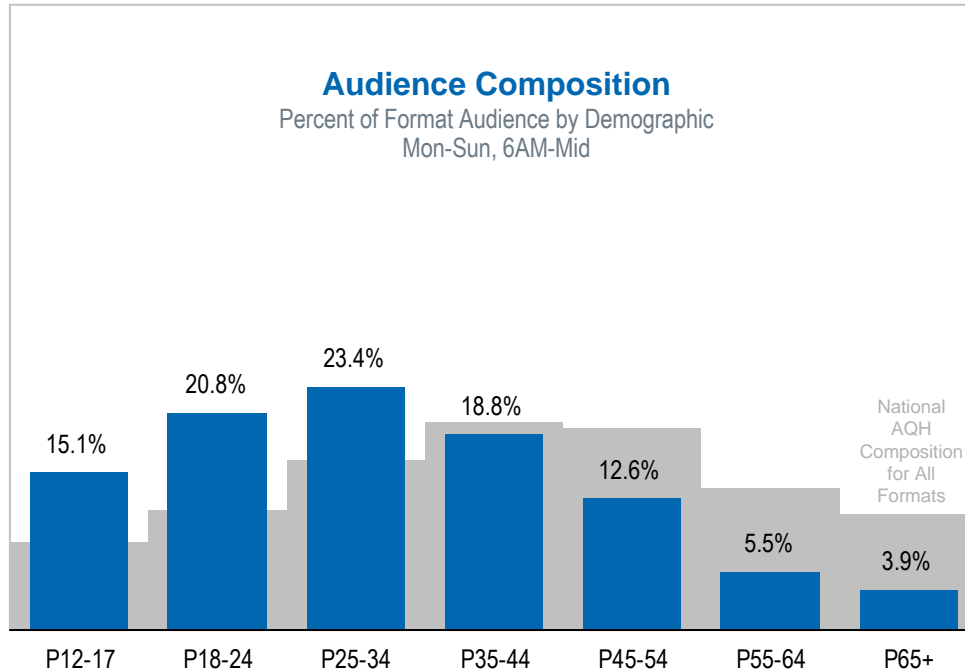
More than 10 million African-Americans each week enjoyed Urban Contemporary programming, exemplified by artists such as Beyoncé, Plies, T.I., Keyshia Cole and Lil Wayne. Heard on 258 stations, the format attracts 20.7% of all Black listening, a slightly lower share than in Spring '07, continuing a trend of modest declines in recent years. However, Urban Contemporary still had more than twice the share of the next-closest format, and its reach was up 3% from the previous report. You'll find Urban Contemporary stations among the top 5 stations in Dallas-Ft. Worth, Miami-Ft. Lauderdale-Hollywood and Baltimore, as well as other markets.

The Urban Contemporary format leaned 55%/45% female, ranking fourth-highest in its ratio of men to women; those percentages were virtually unchanged from Spring '07 to Fall '08. It was still a young audience, as it attracted 36% of all teen and 18-24 listening by African-Americans. About 59% of its listeners were under 35 years old in Fall '08, and 78% were under 45, though those figures were down from 64% and 84%, respectively, in Spring '02. Urban Contemporary ranked No. 2 in the proportion of 25-34s within its audience, and was third-highest in its composition of teens and 18-24s.

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Audience Composition

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



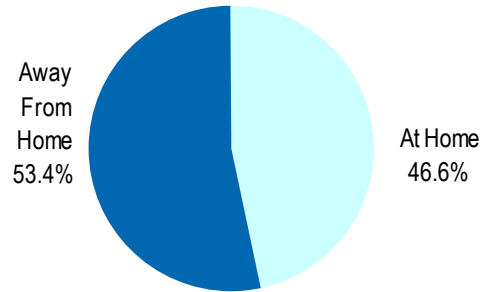
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Urban Contemporary

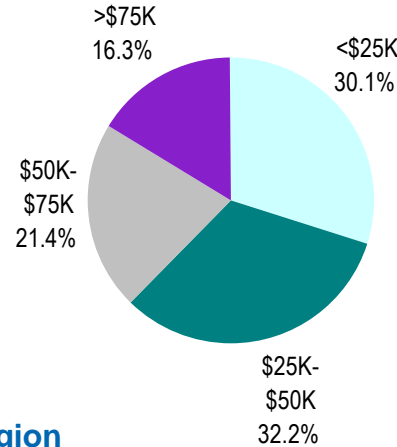
Share of Listening by Location

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



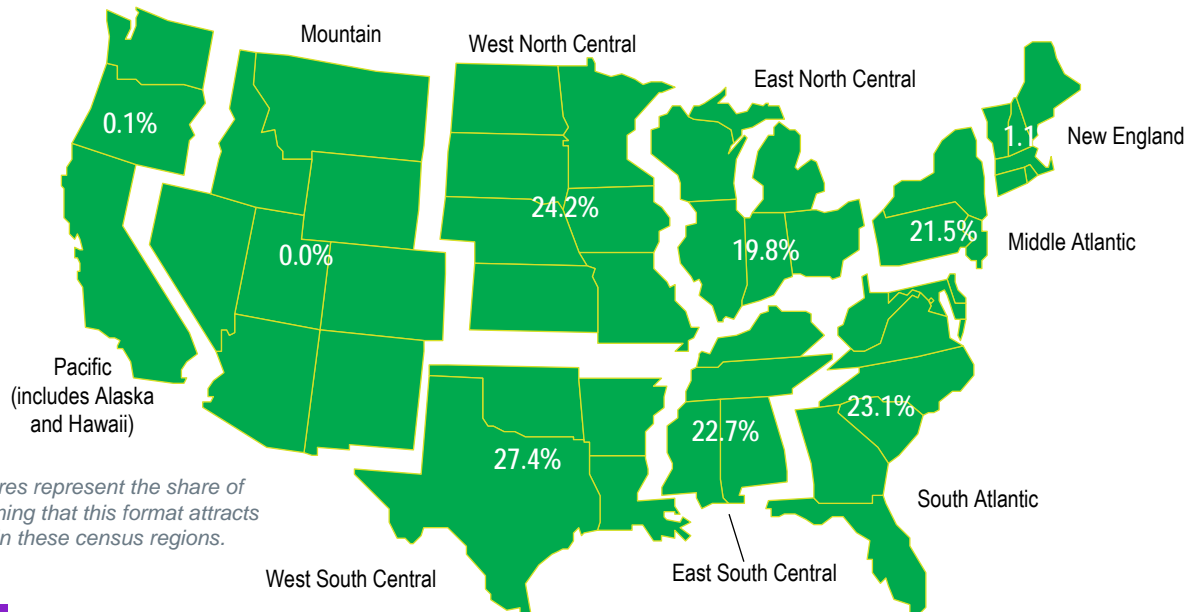
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Weekends Now No. 2 Daypart

Although the percentage of away-from-home tune-in to Urban Contemporary rose from 50% to 53% between Spring '03 and Fall '08, the format still ranked fourth-highest among the nine formats studied in its proportion of at-home listening. Its largest audience shares have consistently been during weekday evenings, when many of its listeners are not in school. However, between Spring '07 and Fall '08, weekends moved ahead of afternoons as the format's No. 2-rated daypart for the first time. Urban Contemporary was not only the No. 2 format across the full week; it was No. 1 in evenings (with a quarter of all listening) and ranked No. 2 the rest of the week. Its shares were slightly lower in Fall '08 than in Spring '07 across all dayparts.

The audience for Urban Contemporary was concentrated chiefly in six of the nine national regions, led by the West South Central, where it attracted more than a quarter of all listening in that area. Urban Contemporary was the No. 1 format in the Middle Atlantic sector and by far in the West North Central territory. It ranked No. 2 in the South Atlantic, East South Central, West and South Central and East zones. The most significant growth between Spring '06 and Fall '08 occurred in the West South Central region, up 4%, while the format experienced audience declines in the New England and Mountain regions.

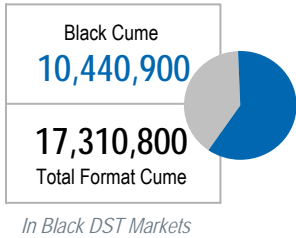
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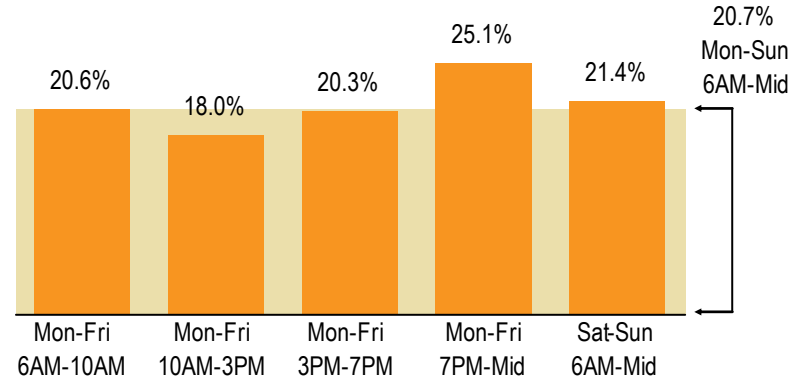
Urban Contemporary

Cume



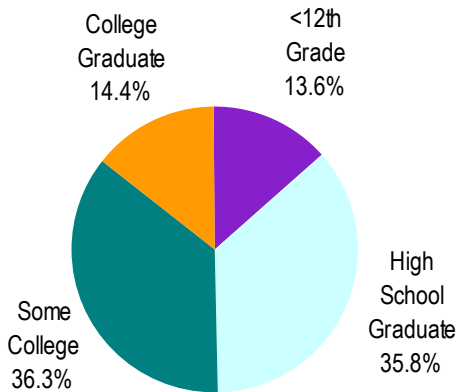
AQH Share of Listening by Daypart

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



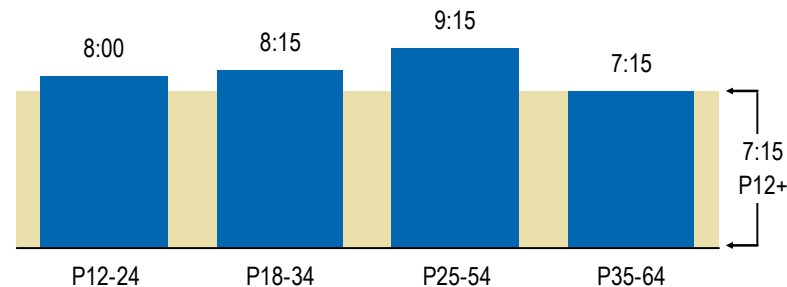
Education

Persons 18+



Time Spent Listening by Demographic

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



A Sign of Increasing Affluence, Strong TSL

More than half of Urban Contemporary's 18+ consumers attended or graduated from college, and one in seven had a degree or beyond, with the latter percentage rising 1% between Spring '07 and Fall '08. Nearly 38% of these listeners lived in households generating at least \$50,000 in income per year in Fall '08, up from 34% in Spring '06—an 11% rate of increase. One in six Urban Contemporary listeners resided in a household bringing in \$75,000 or more annually. That segment climbed from less than 13% to more than 16% between Spring '03 and Fall '08—a 29% growth rate.

At seven hours, 15 minutes, Urban Contemporary claimed the third-longest time spent listening with African-Americans among all the formats in this report. It had far and away the No. 1 TSL among consumers 12-24 and 18-34, and also tied for No. 1 with adults 25-54. Despite its younger appeal, Urban Contemporary's TSL ranked among the four leading formats even with adults 35-64.

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

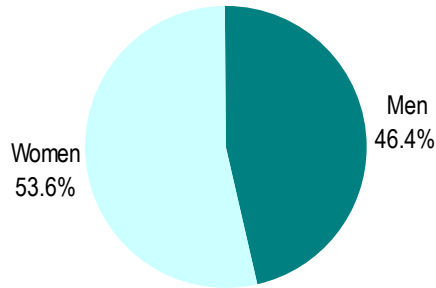
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Rhythmic Contemporary Hit Radio (CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
9.3%	10.6%	10.2%	10.1%	10.3%	10.1%

Youthful, but Getting Older

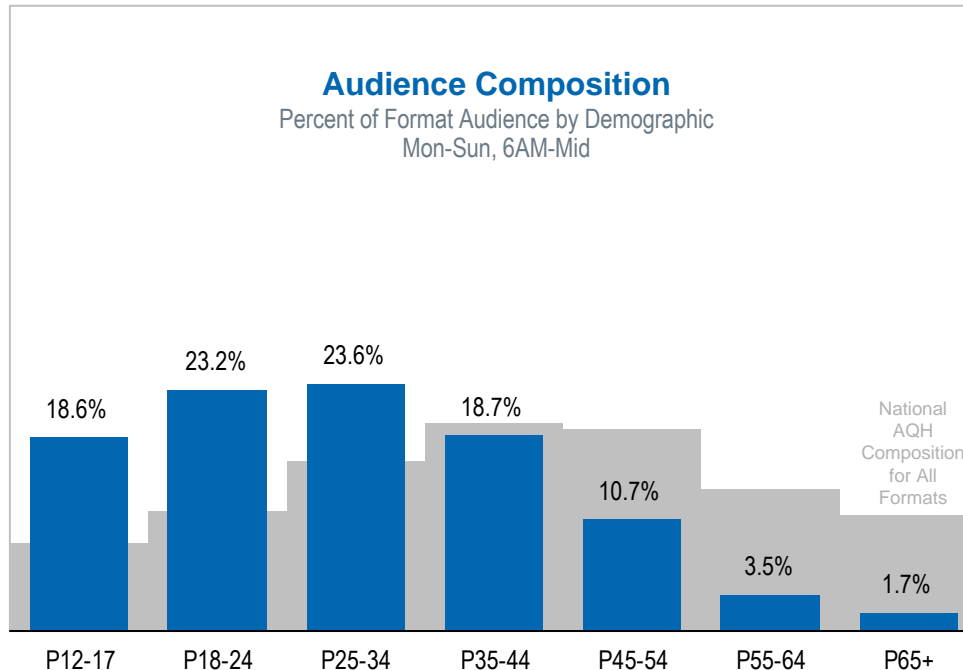
A consistent ratings performer, Rhythmic CHR earned 10.1% of all listening by African-Americans each week, presenting artists such as Pitbull, Flo Rida and Kanye West. More than 7.2 million Black consumers tuned into the format during Fall '08—nearly 16% more than reported in Spring '07. There were 317 stations programming Rhythmic CHR, including top 10-rated outlets in, among other markets, Los Angeles, San Francisco, Boston, San Diego, Tampa-St. Petersburg-Clearwater, Denver-Boulder and Charlotte-Gastonia-Rock Hill.

Rhythmic CHR had the third-highest ratio of male listeners to female, though women increased its proportion of the audience between Spring '07 and Fall '08, rising from 51% to nearly 54%. Nearly two-thirds of Rhythmic CHR listeners were under 35 years old, and the format had the highest 12-34, 18-24 and 25-34 audience composition of any format in this report, as well as the second-highest teen composition.

However, Rhythmic CHR's total audience has aged gradually. The 35+ segment grew from 25% to 35% between Spring '02 and Fall '08, while the percentage of those 35-54 rose from below 23% to more than 29% during that time frame. In Fall '08, each demographic cell 35 years old or beyond reached its highest level since at least Spring '02.

Audience Composition

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



continued ►

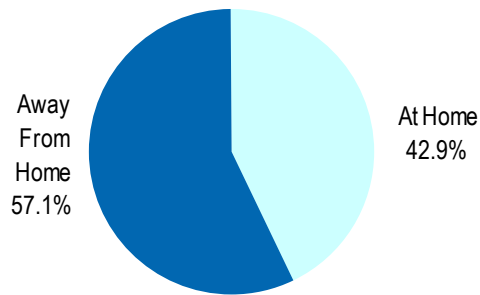
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Rhythmic Contemporary Hit Radio (CHR)

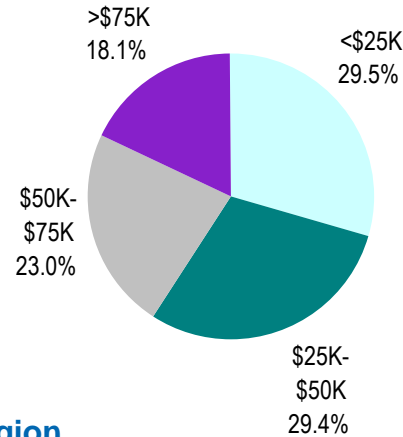
Share of Listening by Location

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



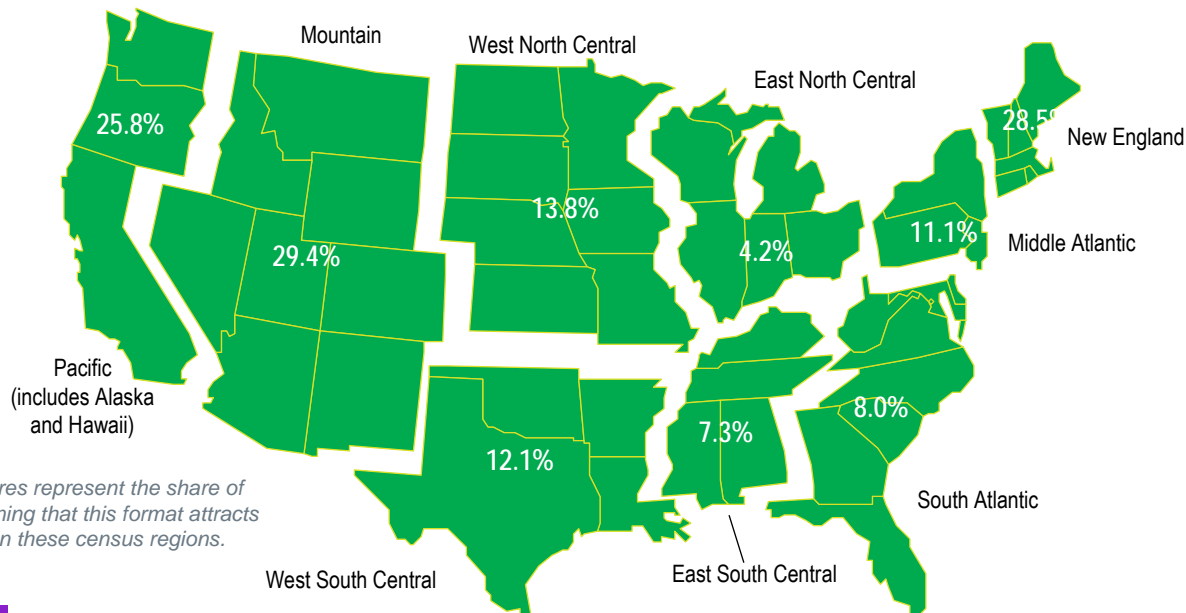
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Although Rhythmic CHR attracts better than a fifth of all teen listening, the format shed 22% of its teen tune-in between Spring 2005 and Fall '08, more than any other programming approach during that period.

A Dominant Regional Leader

A clear majority of listening to Rhythmic CHR took place away-from-home, ranking fifth-highest among the nine formats in this study. Out-of-home's preference has been rising in recent years, up from 51% in Spring '04 to 57% in Fall '08.

Thanks in part to Rhythmic CHR's strong youth appeal, the biggest ratings for the format occurred on weekday evenings, followed by weekday afternoons and weekends. While its 12+ full-week ratings were slightly below that in Spring '07, Rhythmic CHR's share actually was slightly higher in evenings and weekends in Fall '08, from 12.3-12.8% and 10.0-10.5%, respectively. In fact, weekend ratings were the highest posted in at least six years. Just as it does overall, Rhythmic CHR ranks third among all formats in this report across all major dayparts.

By far the No. 1 format in the Pacific, Mountain and New England areas by wide margins (more than 2:1 in the Mountain and Pacific zones), Rhythmic CHR also ranked No. 2 in the East North Central territory and No. 3 in the Middle Atlantic, South Atlantic, West South Central and West North Central regions.

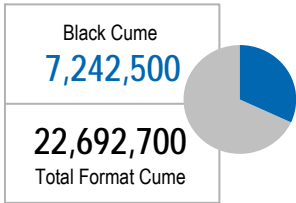
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Rhythmic Contemporary Hit Radio (CHR)

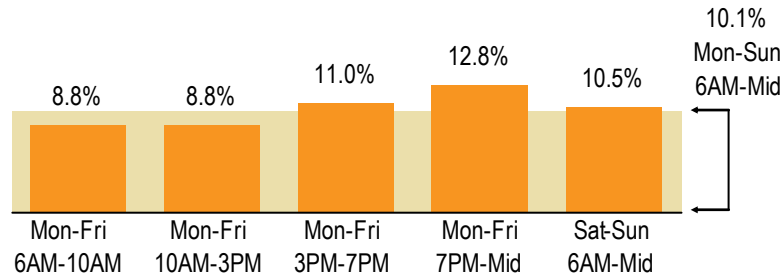
Cume



In Black DST Markets

AQH Share of Listening by Daypart

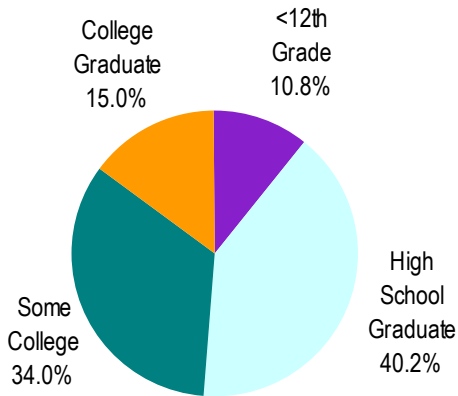
Persons 12+, Mon-Sun, 6AM-Mid



10.1%
Mon-Sun
6AM-Mid

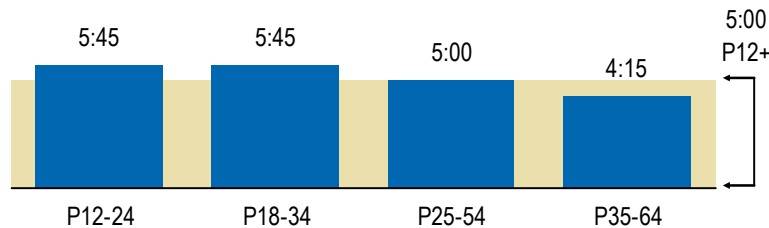
Education

Persons 18+



Time Spent Listening by Demographic

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



5:00
P12+

In terms of percentage rates of growth, areas where the format experienced the largest increases between Spring '06 and Fall '08 were in New England (+18%), as well as the West North Central (+19%) and Mountain areas (+28%).

Education, Household Income On the Rise

Almost half of all Rhythmic CHR's 18+ listeners attended or graduated from college, with more than one in seven holding a degree or beyond. Nearly 90% had a high school diploma, a percentage higher than the format has seen since Spring 2002.

The proportion of Rhythmic CHR's 18+ consumers residing in households generating at least \$50,000 in income annually has risen significantly in recent years, up from less than 37% in Spring '04 to more than 41% by Fall '08—an 11% rate of growth over that time period. Aside from an unusual spike in Spring '03, that \$50,000+ household segment was the highest in at least six years. In Fall '08, better than 18% of Rhythmic CHR listeners—more than one six—lived in households earning \$75,000 or more per year, a 39% rate of growth since Spring '04.

Rhythmic CHR listeners 12-24 spent nearly six hours per week with the format, which ranked No. 2 among all programming for that age group. It tied for No. 3 in time spent listening among adults 18-34.

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

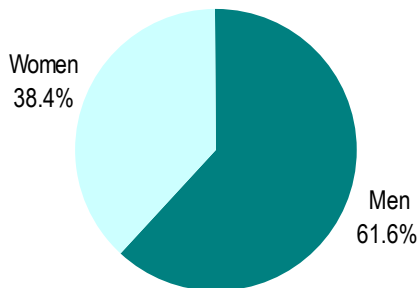
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

News/Talk/Information



Listeners 12+

Mon-Sun, 6AM-Mid



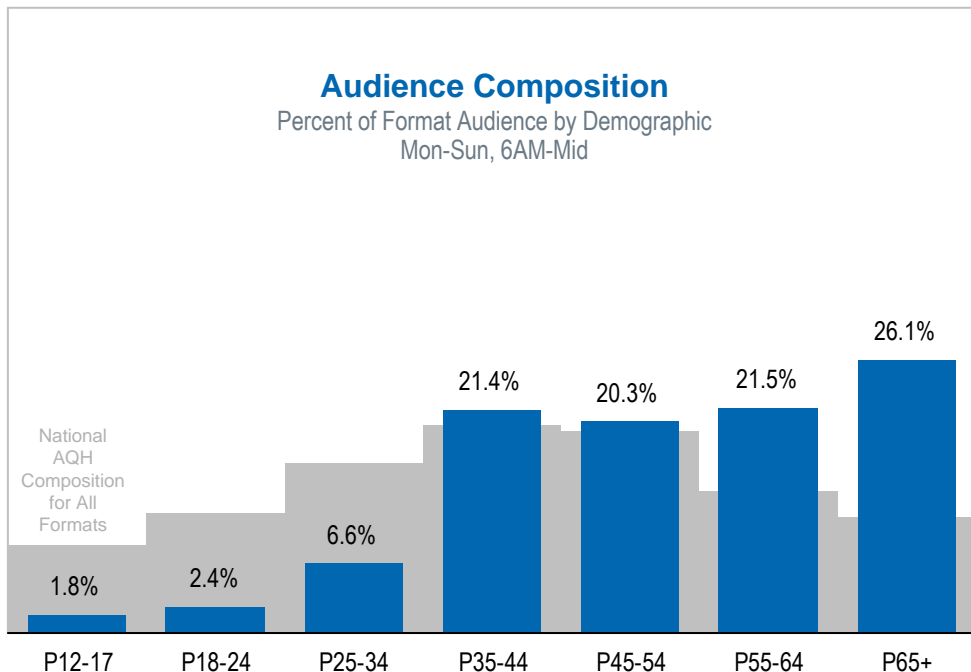
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
3.9%	3.8%	3.9%	3.6%	3.9%	4.9%

Audience Composition

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



A Stronghold Among Adults 55+

With 2,634 stations, News/Talk/Information had more outlets than any other format, attracting 2.7 million African-American listeners weekly. It earned 4.9% of all Black listening, significantly above its steady ratings of recent years, and that difference can be partially attributed to the 2008 presidential and congressional campaigns. N/T/I stations were among the top 5-rated in Los Angeles; Chicago; San Francisco; Dallas-Ft. Worth; Atlanta; Washington, DC; Boston; Seattle-Tacoma; Minneapolis-St. Paul; Denver-Boulder; St. Louis; and Pittsburgh, PA.

N/T/I had the second-largest ratio of men to women of all formats analyzed, and the proportion of men increased notably from 57% to nearly 62% between Spring '07 and Fall '08. Almost 90% of N/T/I listeners were at least 35 years old—a figure that has changed little since Spring '05. However, between Spring '07 and Fall '08, that age group skewed younger, particularly within the 35-44 age group, which grew from less than 16% of the N/T/I audience composition to more than 21%—a 38% increase rate.

continued ►

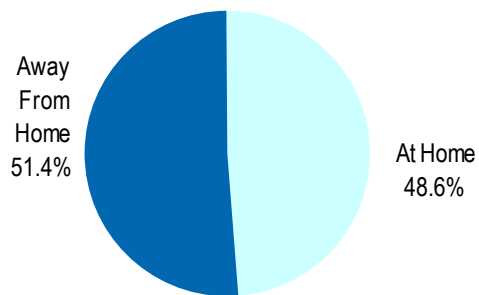
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

News/Talk/Information

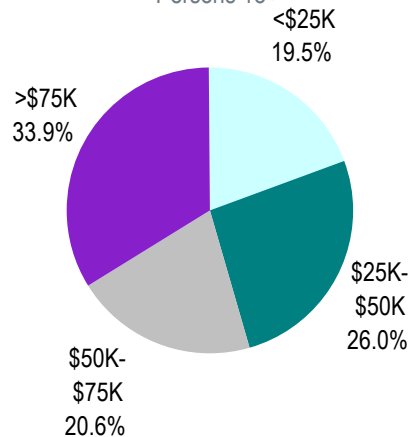
Share of Listening by Location

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



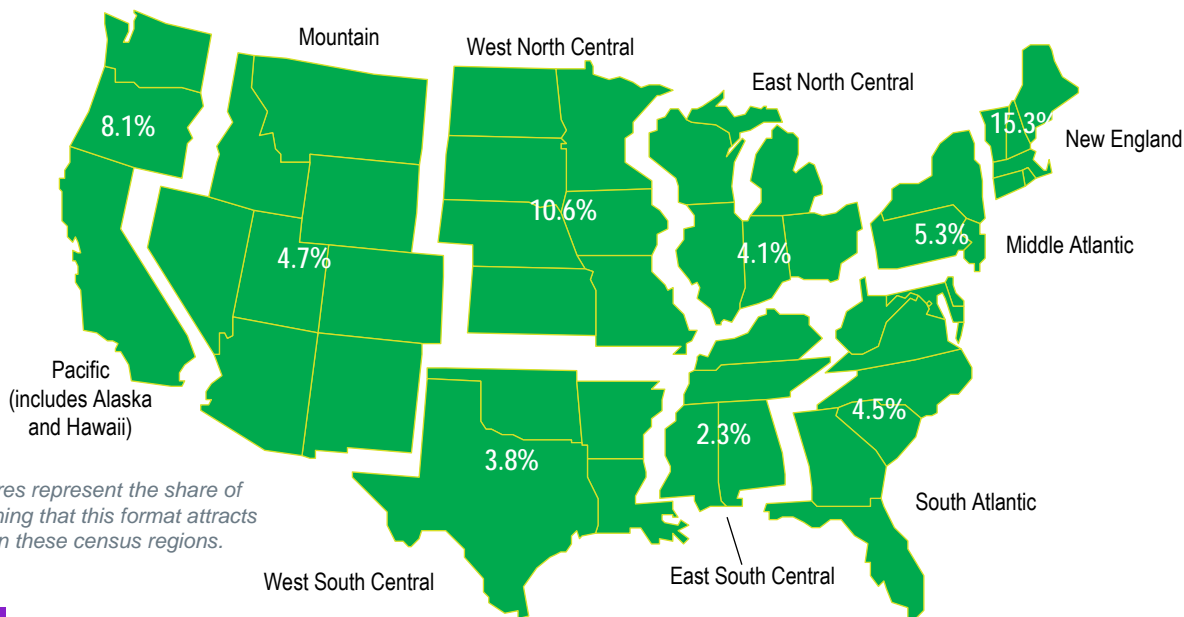
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

N/T/I ranked No. 1 with Black adults 55-64, No. 3 with those 65+ and No. 4 with African-American adults 35-44. Almost 12% of all listening by Black consumers aged 65+ was to N/T/I, and the format picked up nearly 8% among those 55-64.

Away-From-Home Now Preferred Location

During Fall '08, the majority of listening to N/T/I occurred away from home for the first time, up from less than 47% in Spring '07 to more than 51%. This shift toward out-of-home tune-in has been a continuing trend in recent years. However, N/T/I's at-home percentage was still third-highest of the formats in this report.

Although comparisons were difficult because the PPM ratings methodology was deployed in certain markets in Fall '08 compared to Spring '07 (not to mention seasonal differences), N/T/I appeared to benefit from interest in the 2008 presidential and key congressional campaigns. The format experienced significantly higher ratings in every daypart. As the fourth-rated programming overall, N/T/I also ranked fourth in mornings, was tied for No. 4 in afternoons, fifth during middays and was No. 6 in evenings and on weekends.

During Fall '08, N/T/I was tied with AC as the No. 2 format in New England, where it delivered more than three times its national share.

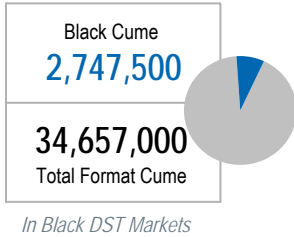
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

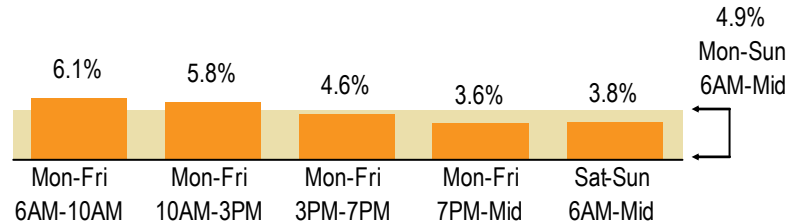
News/Talk/Information

Cume



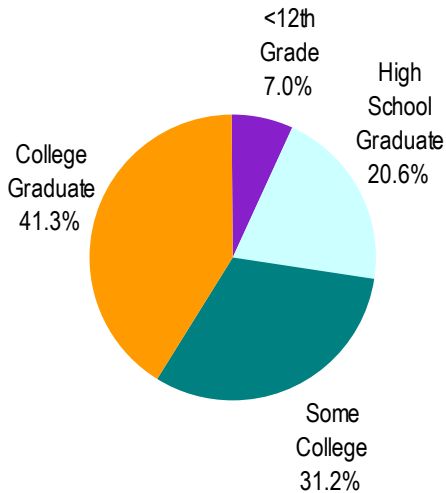
AQH Share of Listening by Daypart

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



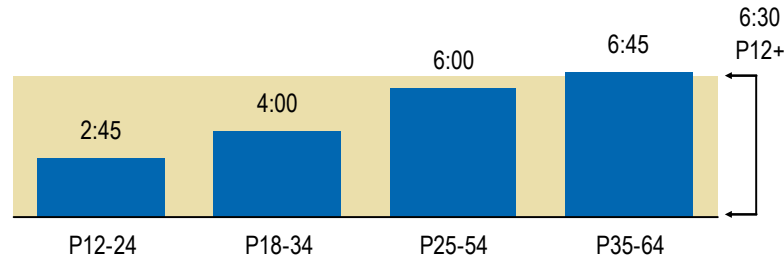
Education

Persons 18+



Time Spent Listening by Demographic

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



N/T/I ranked No. 3 in the East North Central and Pacific regions, No. 4 in the West North Central zone and fifth in the Middle Atlantic, South Atlantic, West South Central and Mountain territories. Between Spring '06 and Fall '08, N/T/I saw its regional shares grow in most parts of the country, doubling in the West North Central and by large percentages in the Middle Atlantic, Pacific and New England regions.

The Most Well-Educated Listeners

Nearly three-quarters of African-American listeners to N/T/I attended or graduated from college, ranking No. 1 among all formats in this report. The proportion rose 4% between Spring '06 and Fall '08, a nearly 6% growth rate over that time. The segment of Black consumers of N/T/I with a college degree or beyond rose from less than 37% to more than 41% during that period, a rate of increase of almost 13%.

During Fall '08, more than a third of Black listeners to N/T/I lived in households generating \$75,000 a year, and well over half resided in households generating \$50,000 or better. Both figures were the highest percentages reported to date, and placed N/T/I as the No. 2 format in both income categories.

N/T/I delivered the fourth-longest time spent listening of the nine formats in this report. In TSL, it ranked No. 3 with African-American adults 35-64, No. 4 with those 25-54 and No. 6 among Black adults 18-34.

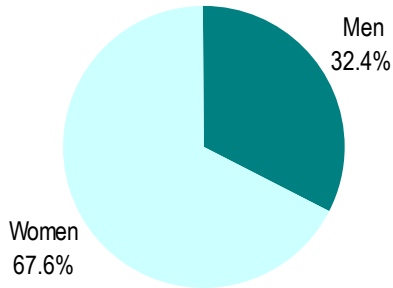
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
5.8%	5.2%	6.0%	5.6%	5.9%	4.6%

Where Women Consumers Congregate

More than 2.2 million African-Americans tuned in to America's 386 Gospel radio stations each week, delivering 4.6% of all Black listening. Fred Hammond, Shirley Caesar, Donnie McClurkin and Yolanda Adams were among the most popular artists in the genre.

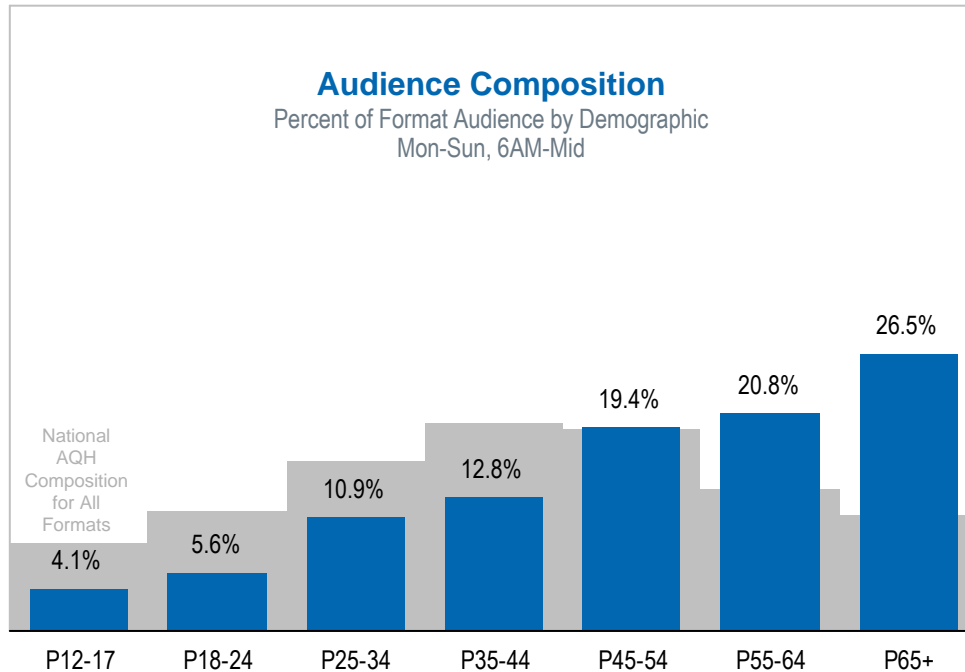
Women listeners to Gospel outnumbered men by better than a 2:1 ratio—the highest proportion by far of any of the nine formats in this study. However, the percentage of male listeners to Gospel did increase from 30% to 32% between Spring '07 and Fall '08. Appealing largely to those 45 years old or above, who comprised two-thirds of its listenership, Gospel saw its audience composition shift steadily toward consumers 55+, whose proportion rose from less than 38% to more than 47% between Spring '02 and Fall '08. In fact, Gospel earned more than 7% of all African-American radio listening among those 55-64 and more than 11% among those 65+. It was the No. 2 format among Black consumers 65+ and No. 3 with those 55-64.

Interestingly, the transition to older consumers did not come purely at the expense of 12-34 listeners, whose segment was down less than 2% during that time frame. Rather, the largest change was within the 35-44 age group, which in Spring '06 represented as much as 20% of the audience, but by Fall '08 had fallen to less than 13%.

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Audience Composition

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



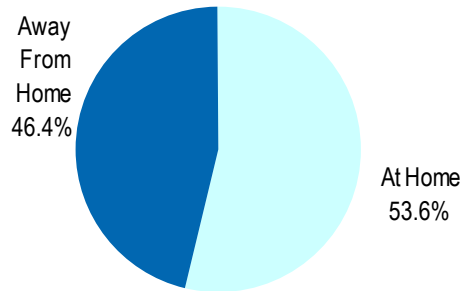
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Gospel

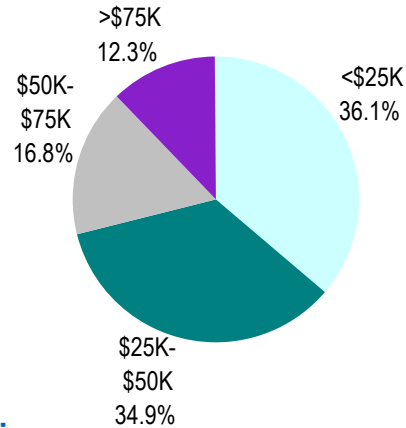
Share of Listening by Location

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



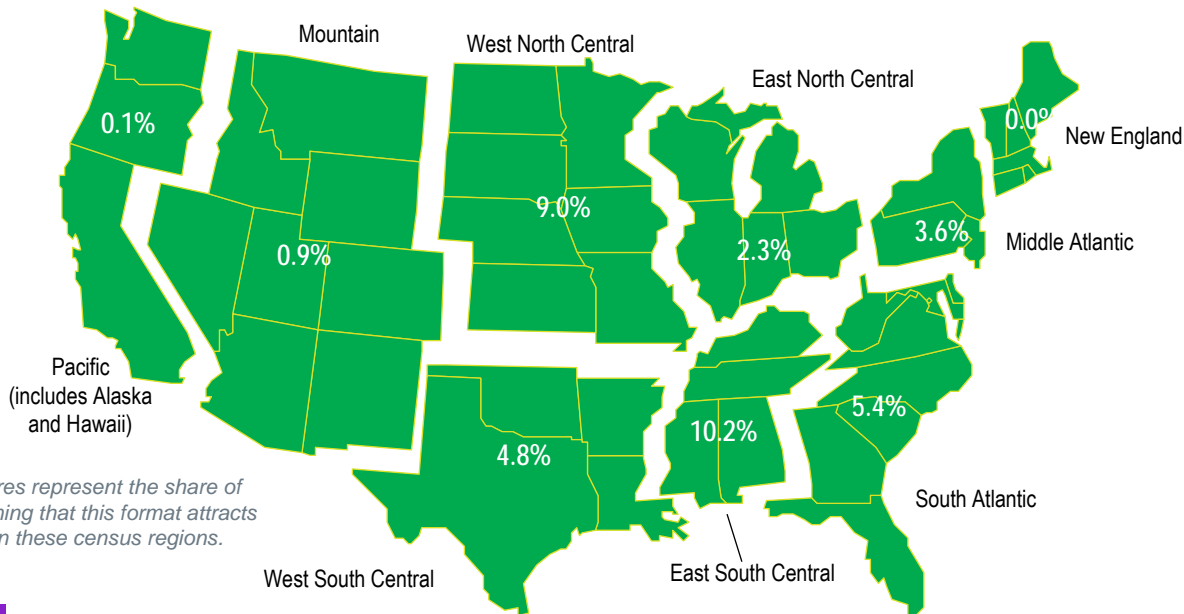
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Sunday Strength in the South

Gospel was the No. 2 format in this report for its nearly 54% proportion of tune-in at home, one of just two formats that received the majority of its listening in that location year after year. That figure has shifted incrementally up or down over time, but away from home's share was up just 2% between Spring '03 and Fall '08.

It's no surprise that Gospel consistently did best on weekends, where its 5.4% share was 17% higher than its 4.6% full-week figure. The format also slightly outperformed its overall ratings during mornings and middays. Ranking fifth 12+ overall, Gospel was fourth on weekends, fifth in mornings, sixth in middays and afternoons and seventh during evenings.

Gospel drew particularly strong ratings in the East South Central, where its 10.2% share ranked a solid No. 3 among the nine formats covered in this report. However, nearly 43% of its total listening took place in the South Atlantic and West South Central areas, where it ranked No. 4. Gospel was fifth in the West North Central zone, and No. 7 in the Middle Atlantic, East North Central and Mountain zones. Between Spring '06 and Fall '08, Gospel saw a notable share increase in the Middle Atlantic, up from 0.4% to 3.6% of all African-American listening in that region.

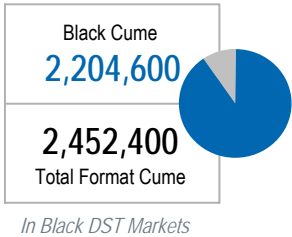
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

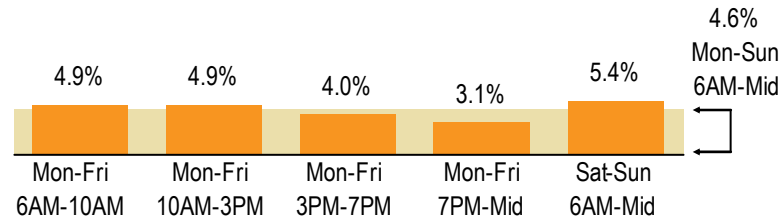
Gospel

Cume



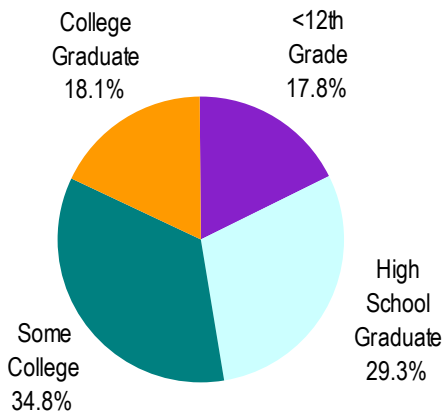
AQH Share of Listening by Daypart

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



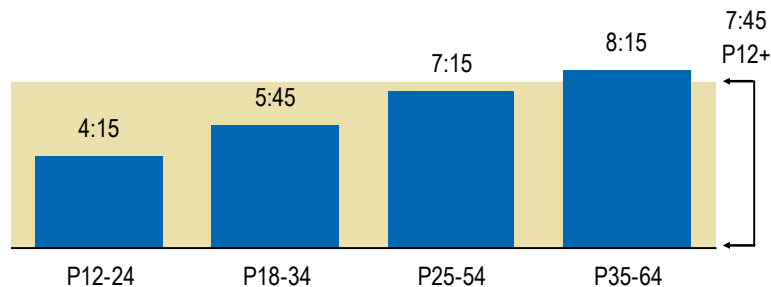
Education

Persons 18+



Time Spent Listening by Demographic

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



A Time-Spent-Listening Powerhouse

A majority of Gospel's listeners aged 18+ had some college experience. More than one in six possessed a degree or graduate school credentials, a figure that increased from 15% to 18% between Spring '04 and Fall '08.

Almost 30% of Gospel consumers lived in households generating at least \$50,000 in income per year, and about one in eight resided in households producing \$75,000 or more annually. Nearly 35% of Gospel listeners were in the \$25,000-\$50,000 household bracket—the highest percentage of any format in this report for that income category.

Gospel delivered the second-longest time spent listening per week of all formats in this study. It ranked No. 2 in TSL among African-American adults 25-54 and 35-64. And despite its more mature appeal, it was No. 3 among adults 18-34, and even No. 4 among those aged 12-24.

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

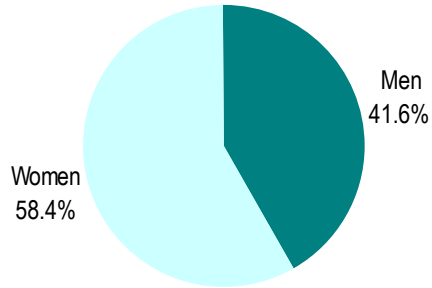
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Adult Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



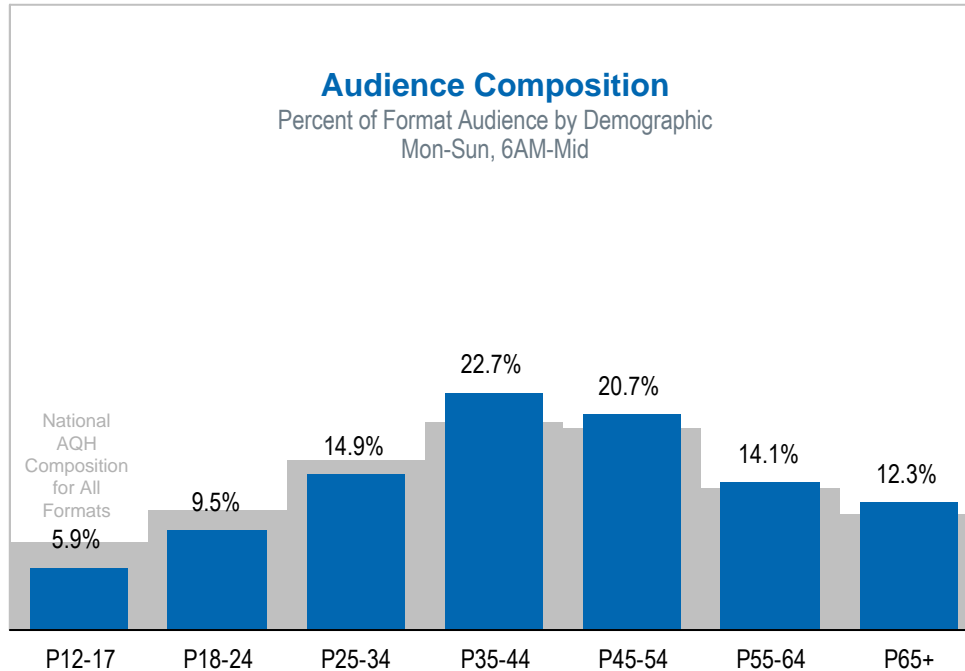
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
3.8%	3.5%	4.4%	3.9%	3.7%	4.5%

Audience Composition

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



Broad-Based Adult Appeal

Featuring artists such as Leona Lewis, Jordin Sparks, Timbaland, Lionel Richie and Kenny “Babyface” Edmonds, Adult Contemporary delivered 4.5% of the African-American radio audience each week. Some of America’s most successful stations were AC broadcasters, including leading outlets in New York, Philadelphia, Miami-Ft. Lauderdale-Hollywood, Seattle-Tacoma, Nassau-Suffolk (Long Island), Tampa-St. Petersburg-Clearwater and many more.

Reaching 4.6 million Black consumers each week on 1,176 stations, AC leaned decisively female, ranking third-highest in its ratio of women to men. However, from Spring '07 to Fall '08, the proportion of male listeners increased more than 3% to nearly 42%. With its mix of contemporary artists and familiar hits, AC had a wide appeal across many age groups, but its core target of 35-54 comprised more than 43% of its audience. However, the format saw an increase in the composition of both its 12-24 and 55+ listeners. The segment of those 12-24 rose from 11% to more than 15% between Spring '05 and Fall '08, while the 55+ demographic grew from 22% to more than 26% over that time span.

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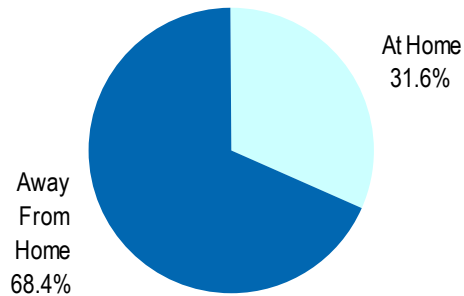
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Adult Contemporary

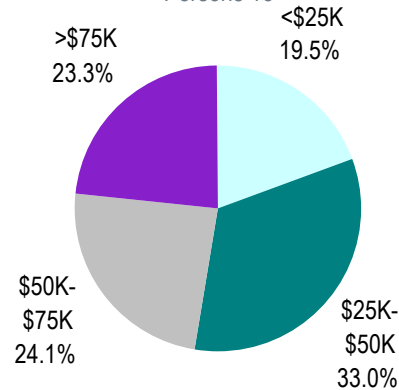
Share of Listening by Location

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



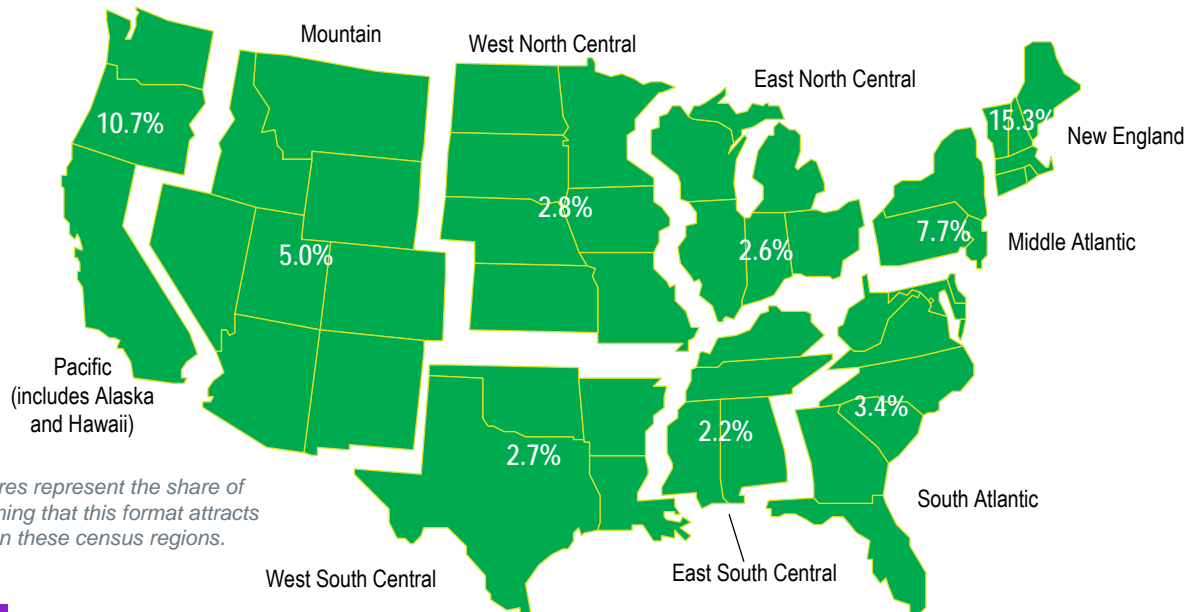
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

An At-Work Favorite

Although at-home's share of AC listening was higher in Fall '08 than in the previous three reports, more than 68% of AC listening occurred out-of-home, the third-highest proportion of the nine formats in this study, and up significantly from less than 60% in Spring '05. A popular at-work format, AC received its highest ratings during middays, when it ranked No. 4 overall and outperformed its overall full-week numbers by 38%. AC was tied for fourth-strongest in afternoons and evenings, was fifth on weekends and No. 6 in mornings. Compared to Spring '05 when the format had similar 12+ results, AC scored larger ratings in Fall '08 in both middays and afternoons.

Adult Contemporary was tied with N/T/I as the No. 2 format in the New England region and was No. 2 in the Pacific region. It ranked No. 4 in the Middle Atlantic and Mountain territories and No. 5 in the East North Central zone. From Spring '06 to Fall '08, AC witnessed share growth in every region except New England, where, as noted, it was already a leading format. More than 56% of its African-American audience was found in just two regions: the Middle Atlantic and South Atlantic.

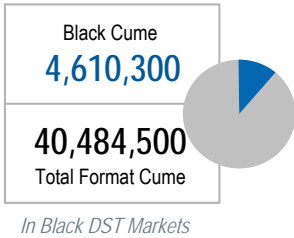
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

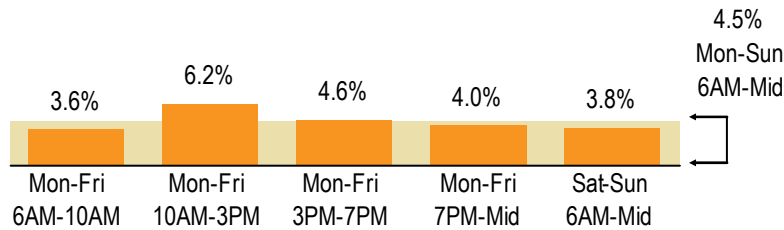
Adult Contemporary

Cume



AQH Share of Listening by Daypart

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



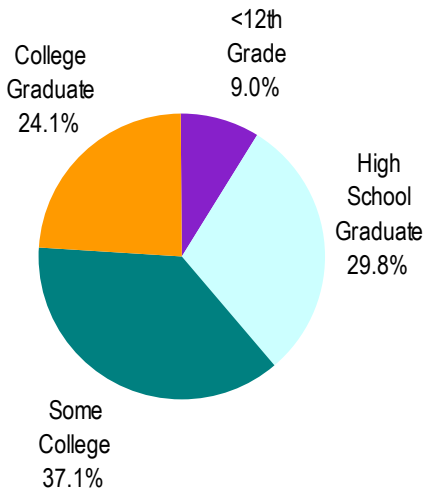
A Leader in Education and Household Income

The African-American AC audience was well-educated, with more than 61% of its 18+ listeners having attended or graduated from college by Fall '08; that's third-highest of all formats analyzed. However, more than 24% of the Black AC audience held at least a college degree (fourth-most), which was up from less than 23% in Spring '07 and was the highest percentage since at least Spring '05.

Close to half of AC's Black 18+ consumers resided in households producing at least \$50,000 annually, which was second-highest of the nine formats in this report overall and No. 1 among music programming styles.

Education

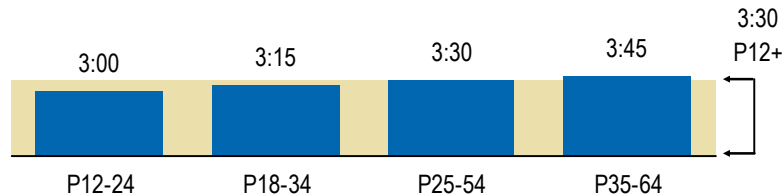
Persons 18+



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



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

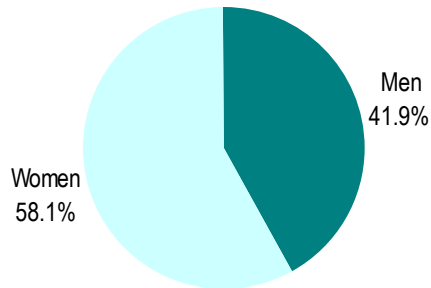
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Pop Contemporary Hit Radio (Pop CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
3.7%	2.8%	3.0%	3.0%	3.1%	3.2%

A Teen and Young Adult Magnet

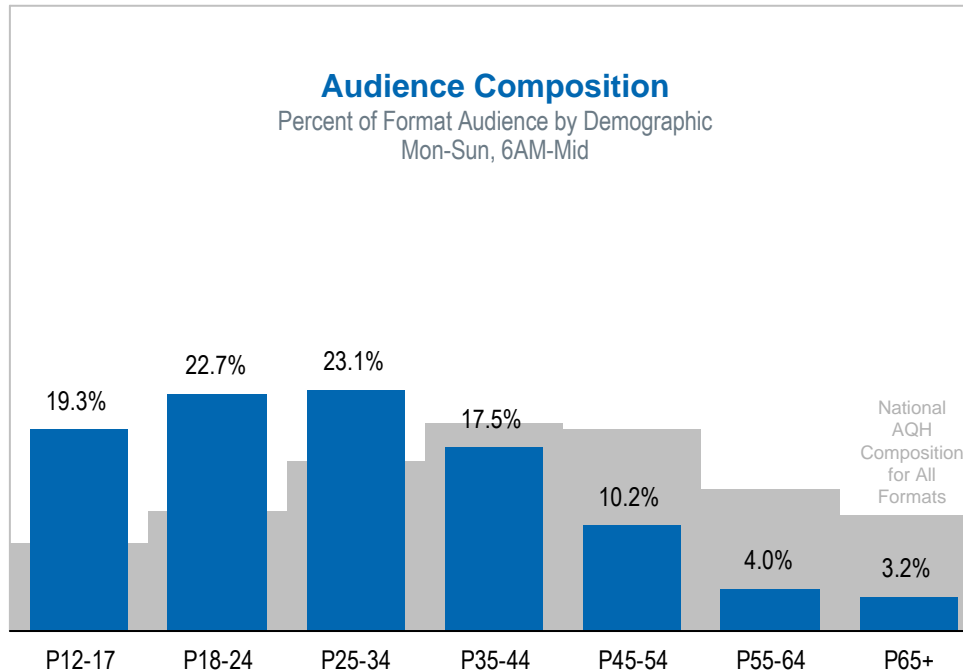
There were 694 stations programming Pop CHR, which delivered more than 4 million African-American listeners each week. Lady GaGa, Jay-Z, Taylor Swift and Rihanna were among the format's featured stars heard on top 5-rated stations in markets including New York; Los Angeles; Dallas-Ft. Worth; Washington, DC; Boston; Detroit; Minneapolis-St. Paul; San Diego; Nassau-Suffolk (Long-Island); Tampa-St. Petersburg-Clearwater; and St. Louis. Pop CHR generated 3.2% of the Black audience in Fall '08. Although ratings methodologies now include PPM and are therefore not uniformly comparable, that share was higher than previous reports going back to Spring '03. Slightly more than 58% of Pop CHR's African-American listeners were female, ranking fourth-highest among the formats in this study, though Pop CHR's male ratio grew 2% between Spring '07 and Fall '08.

Pop CHR had a higher proportion of teens in its total audience composition than any other format. Its 18-24 segment was second-highest, and its 25-34 demo was third-highest. Nearly 83% of Pop CHR's listeners were under 45 years old, making it the second-youngest format in that statistic behind Rhythmic CHR. More than 7% of all teen listening was credited to Pop CHR.

continued ►

Audience Composition

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



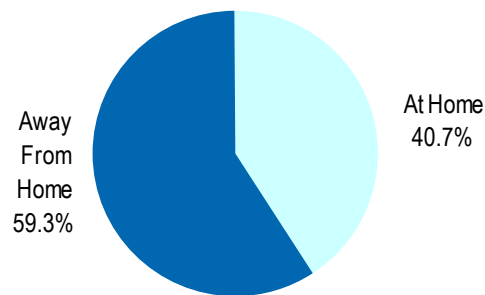
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Pop Contemporary Hit Radio

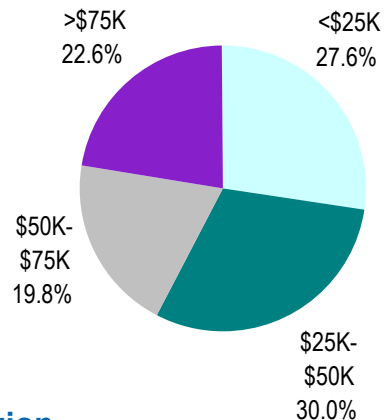
Share of Listening by Location

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



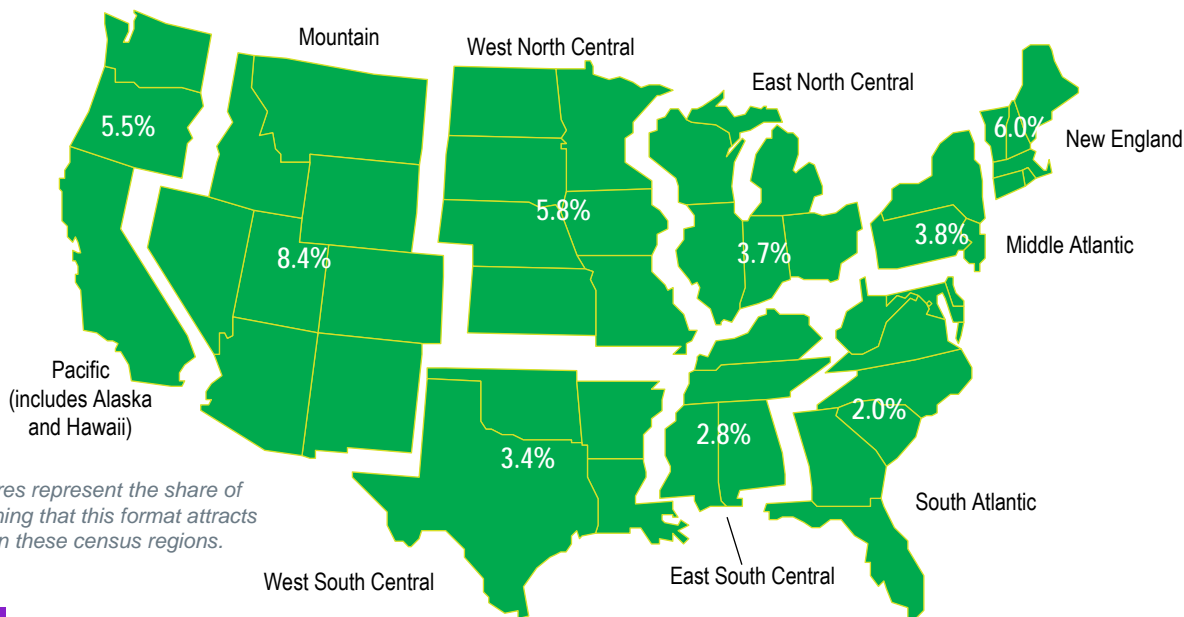
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

With a core target of 12-44, Pop CHR's overall audience grew slightly older, with the aforementioned teen composition dipping below 20% for the first time (from nearly 25% in Spring '06), and the 45+ demo up from 14% to 17% between Spring '02 and Fall '08.

Solid Growth in Most Regions

As with most formats, Pop CHR saw an increasing proportion of its listening occur away from home. That percentage increased from less than 55% to more than 59% between Spring '06 and Fall '08. Pop CHR ranked No. 3 in its high ratio of away-from-home tune-in to at-home listening.

A steady ratings performer throughout the week, Pop CHR pulled in its largest audience share in evenings and afternoons, when teens were home or out of school. Although ranked seventh overall by full-week share and in most dayparts, Pop CHR's ratings were tied for fourth-best in evenings.

Pop CHR was the third-most-popular format in the Mountain region, fourth in the East North Central and Pacific zones and ranked No. 5 in New England and the East South Central territory.

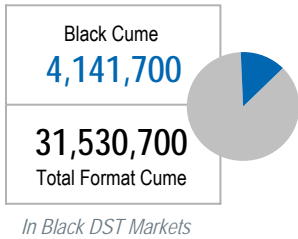
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

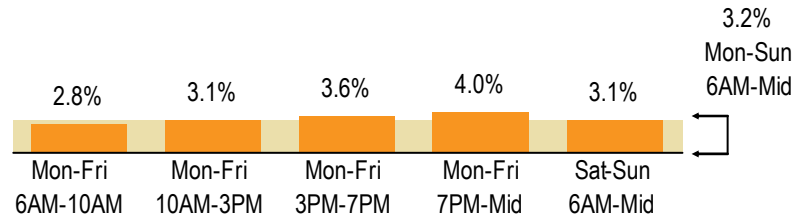
Pop Contemporary Hit Radio

Cume



AQH Share of Listening by Daypart

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



From Spring '06 to Fall '08, the format experienced consistent ratings growth in New England, the Middle Atlantic, East South Central, West North Central, Mountain and Pacific regions. Its share of the Pacific territory more than doubled during that time, and was up 61% in the West North Central area.

Gains in College Graduation, Affluence

More than 55% of Pop CHR's African-American 18+ listeners attended college or were college graduates, and nearly one in five earned a degree or beyond. That 19.8% college-graduate figure was up 3% from Spring '05—an 18% rate of increase. Almost 90% of Pop CHR's Black 18+ consumers held a high school diploma. The format ranked sixth-highest in all three statistics.

Better than four in 10 Pop CHR Black 18+ listeners resided in households earning at least \$50,000 per year—a figure that rose from 37% to more than 42% between Spring '06 and Fall '08—a 14% growth rate. More than one in five lived in households producing \$75,000 or better. Pop CHR was fifth-best in both the \$50,000+ and \$75,000+ categories, and ranked fourth-highest for the proportion of its consumers who were in households generating \$25,000 or more annually.

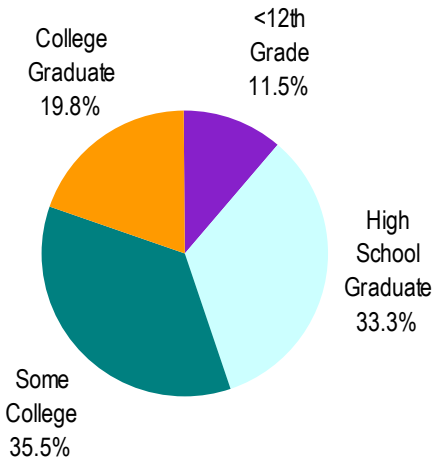
Pop CHR delivered more than three hours of listening per week among its 12-24 Black audience, fifth-highest for that age group.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

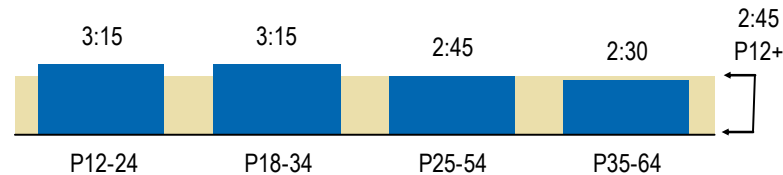
Education

Persons 18+



Time Spent Listening by Demographic

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

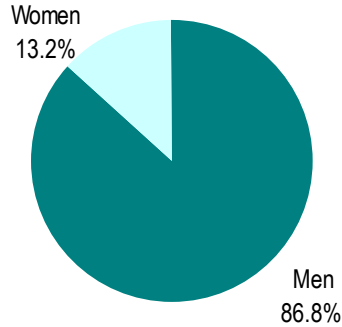


All Sports



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
—	—	—	—	—	2.0%

A Favorite Among Men

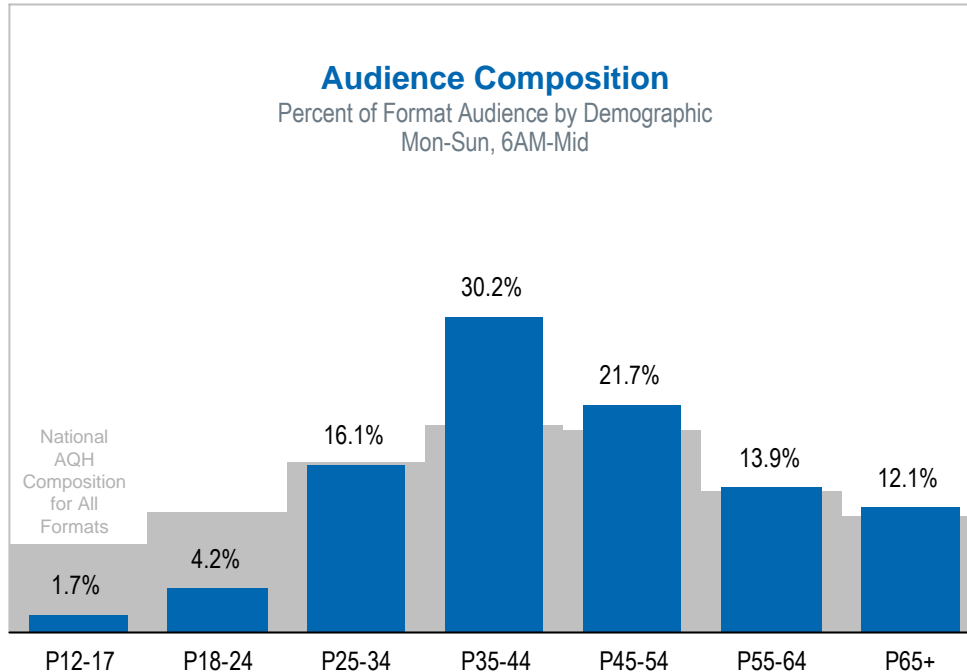
There are 887 All Sports stations in America, and African-Americans gave 2.0% of their listening to the format. Sports stations were among the top 5 ratings performers in San Francisco, Detroit and Boston and delivered top 10 ratings in Dallas-Ft. Worth, Philadelphia, Minneapolis-St. Paul and Nassau-Suffolk (Long Island).

More than 1.5 million Black consumers each week tuned in to All Sports stations, which attracted a far higher percentage of male listeners (almost 87%) than any other radio format. All Sports appealed to a wide age range, with a general target of adults 25+. While slightly more than half of its listeners were between 35 and 54 years old, nearly half were also between 25 and 44 and also 45+. Although All Sports had a 2.0% share overall, it earned more than 3% of all adults 35-44.

continued ►

Audience Composition

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



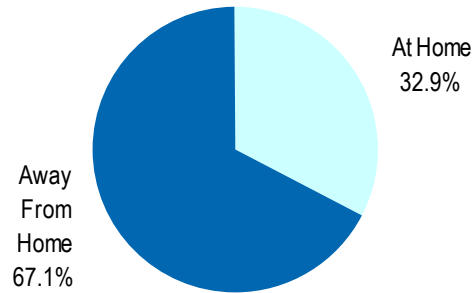
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

All Sports

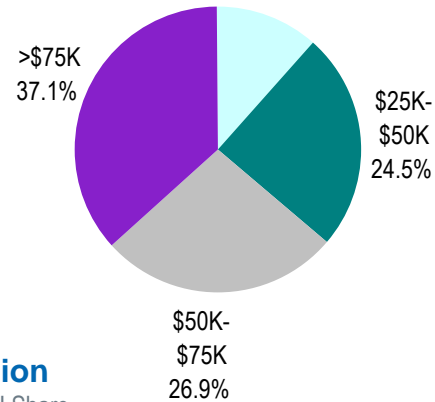
Share of Listening by Location

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



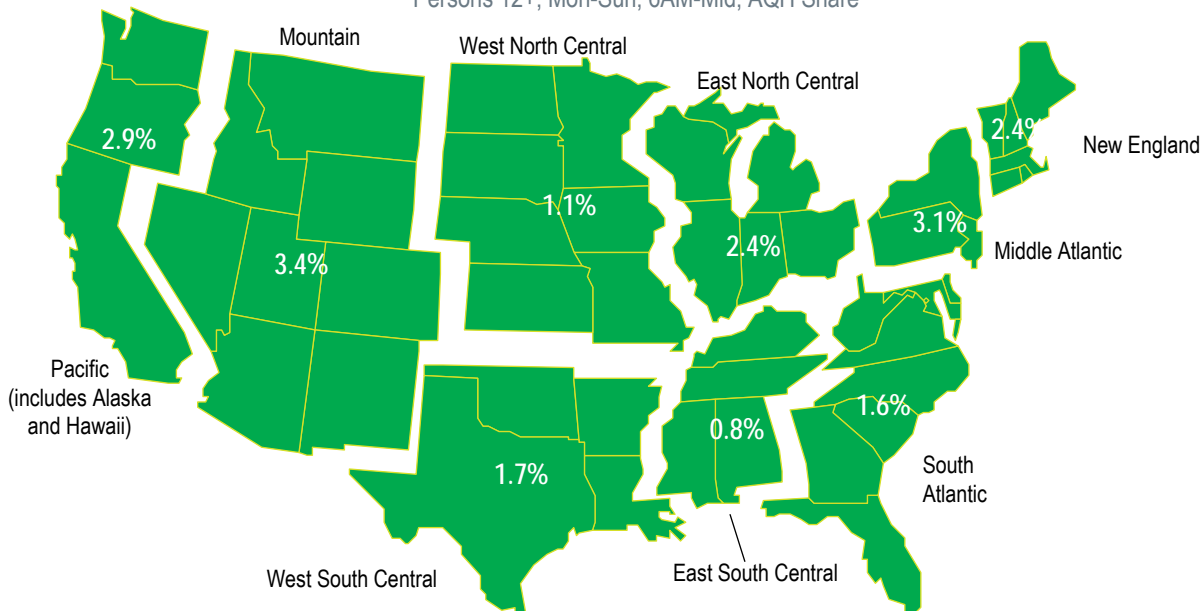
Household Income

Persons 18+
<\$25K
11.6%



Audience Share by Region

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



It's logical that All Sports would draw its audience from those at work to hear the latest news and commentary, from listeners following the action at the game, en route to and from games, or from being on the road and unable to watch on TV. That helps explain why All Sports has the highest proportion of its tune-in away from home—more than two-thirds—of any format in this report. All Sports scored its top ratings during the week in middays, followed by afternoon drive.

All Sports was strongest in the Mountain area, followed by the Middle Atlantic, Pacific, New England and East North Central territories. It outperformed its national ratings in all of these regions. Although ranking No. 8 overall in this study, All Sports was tied for fifth in the Pacific, was sixth in the East North Central and Mountain zones and was ranked No. 7 in New England.

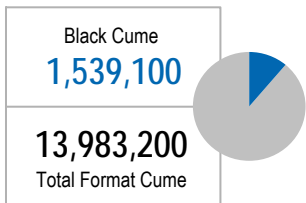
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

All Sports

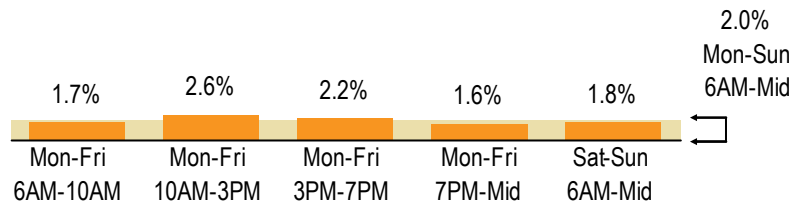
Cume



In Black DST Markets

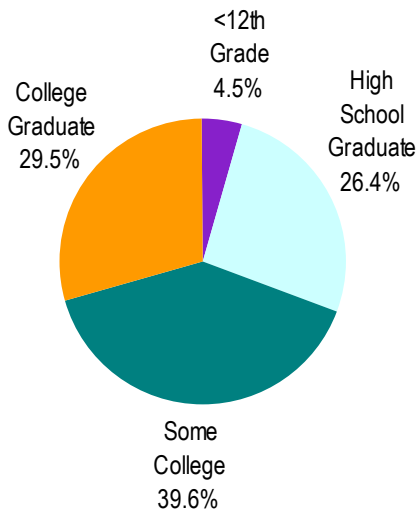
AQH Share of Listening by Daypart

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



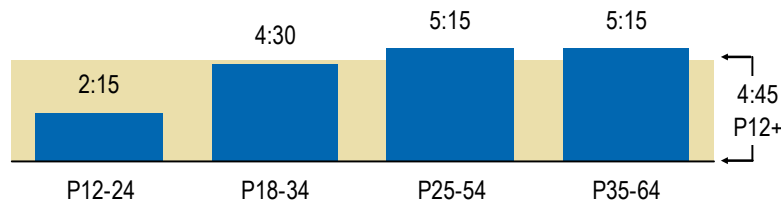
Education

Persons 18+



Time Spent Listening by Demographic

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



The Most Affluent African-Americans

Among the nine formats studied in this report, All Sports drew some of the best-educated Black listeners. More than 69% went to college or earned a degree, and close to 30% were college graduates or beyond, second-best only to News/Talk/Information listeners. But All Sports was the winner in the percentage of its audience (more than 95%) who held at least a high school diploma.

That education brings higher incomes, and All Sports was the all-around leader here, too. More than six in 10 African-American All Sports consumers resided in households earning at least \$50,000 per year, and well more than a third lived in households producing \$75,000 or more. And 88% were in the \$25,000+ category. All three of those percentages ranked No. 1 in this report.

At nearly five hours per week, All Sports was seventh overall in time spent listening. However, it was fifth-highest among adults 18-34, tied for fifth with those 25-54 and sixth among adults 35-64.

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

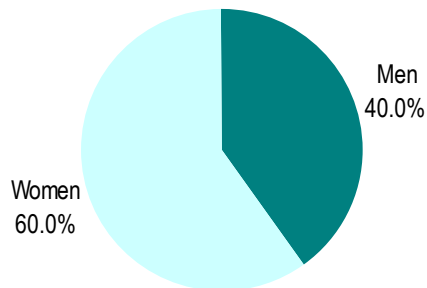
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Religious



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08
3.1%	2.8%	2.4%	2.2%	2.1%	1.8%

The Most Mature Format for African-Americans

There were 1,352 Religious stations in America, and more than 1.1 million African-Americans tuned in to hear spoken-word and music programming on them each week, drawing 1.8% of the national Black radio audience. Apart from Gospel outlets, you'll find Religious broadcasts all over the country, including among the top 30 stations in Chicago.

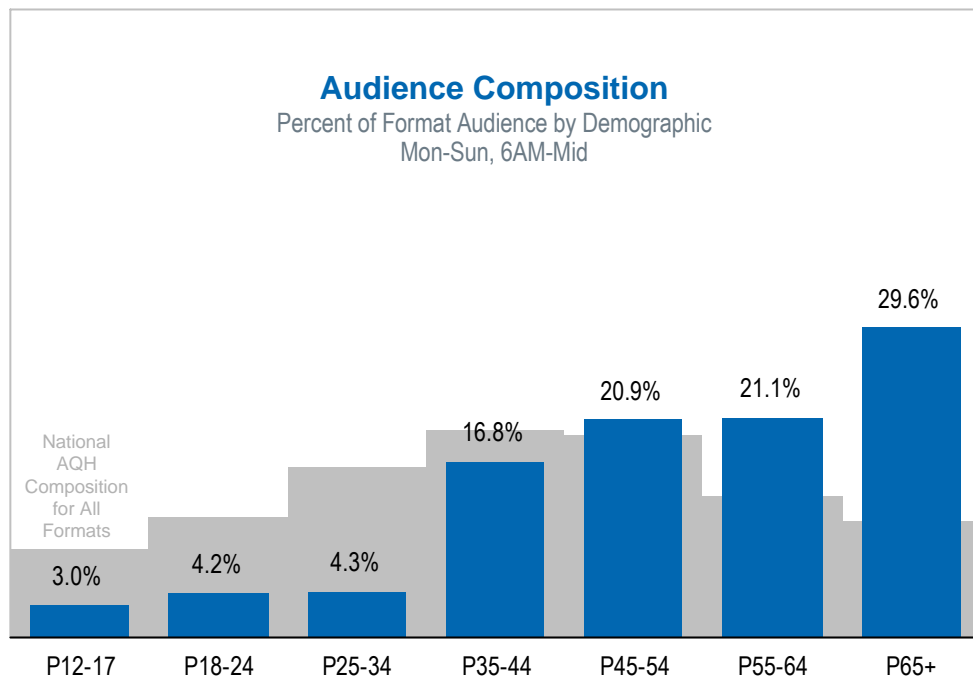
For years, women represented the primary target for Religious radio, and they outnumbered men by an even ratio of 3:2. However, the proportion of men listening to Religious increased from about 38% to 40% between Spring '07 and Fall '08.

More than half of Religious listeners were aged 55 or older and, just as in Spring '05, almost 72% in Fall '08 were 45+, giving this format the most mature audience of any in this report. Nearly 93% of Religious consumers were at least 25 years old. Close to 5% of all listening among Black consumers 65+ went to Religious stations, and the format attracted nearly 3% of tune-in by African-Americans 55-64, with whom its audience concentration was second-highest of any format. It ranked No. 3 in its high composition of adults 45-54, and no format had as high a segment of its audience aged 65+.

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Audience Composition

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



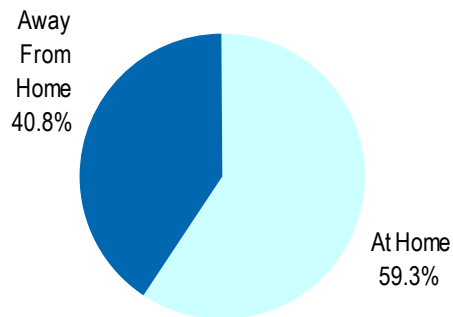
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Religious

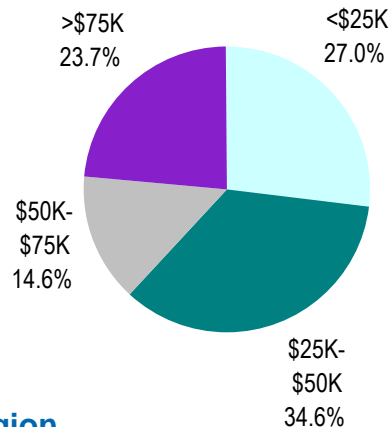
Share of Listening by Location

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



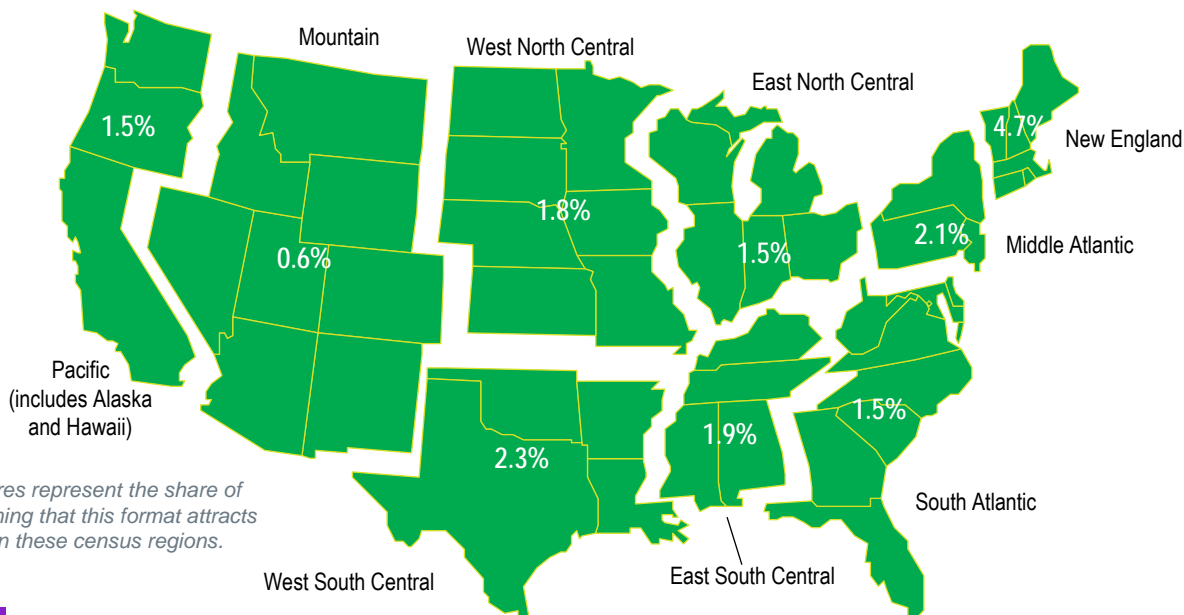
Household Income

Persons 18+



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

While the Religious format's composition of most age groups has fluctuated in recent years, the 25-34 demographic lost more than half of its listeners from Spring '05 to Fall '08, with gains going to 35-44, 55-64 and even 12- to 24-year-olds.

The At-Home Listening Leader

The proportion of listening to Religious radio at home has decreased since Spring '06 to below 60%, although it was a bit lower than that before a mid-decade spike. Still, Religious had a higher percentage of its listening taking place at home than any other format in this report, and was one of just two formats (the other being Gospel) where at-home earned the majority of listening by location.

Weekday mornings were when Religious radio delivered its highest ratings, followed by weekends that featured special broadcasts on Sunday. Although ninth overall, the format ranked eighth-highest during those two dayparts.

Although its 12+ share has been steadily lower in recent years, Religious radio enjoyed ratings increases between Spring '06 and Fall '08 in the New England and East South Central regions. Its ratings also have remained steady in the West South Central, East North Central and Mountain territories. By audience share, Religious produced its strongest ratings in New England, where it ranked sixth of the nine formats covered.

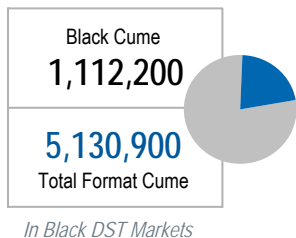
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

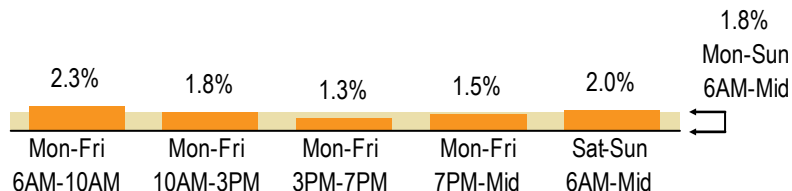
Religious

Cume



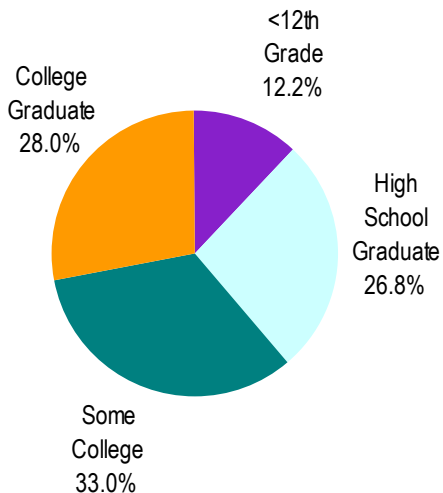
AQH Share of Listening by Daypart

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



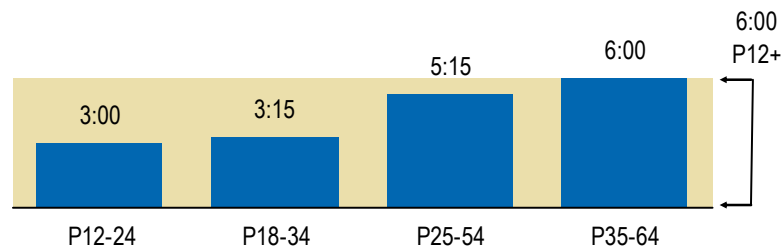
Education

Persons 18+



Time Spent Listening by Demographic

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



Affluence, Higher Education on the Rise

Religious radio's African-American listeners 18+ ranked among those in the top four formats in terms of higher education, as an even 61% attended or graduated from college. That figure rose from about 53% in Spring '05—a nearly 15% growth rate over that period of time. Even more impressive, the proportion of Religious radio's Black listeners who earned a college degree climbed from slightly more than 19% in Spring '06 to 28% by Fall '08—a 44% rate of increase—and third-best of the nine formats in this study.

However, an even bigger story was in the rapidly accelerating proportion of Religious radio's African-American consumers who lived in households generating at least \$75,000 per year or more. That figure soared from less than 13% in Spring '05 to nearly 24% by Fall '08—an 85% rate of growth. No other format came close to that pace of increasing affluence. Close to four in 10 Black consumers of Religious radio resided in homes generating at least \$50,000 in income per year.

At six hours per week, Religious radio had the fifth-longest time spent listening of all formats analyzed.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Radio Listening Trends Among Black Listeners

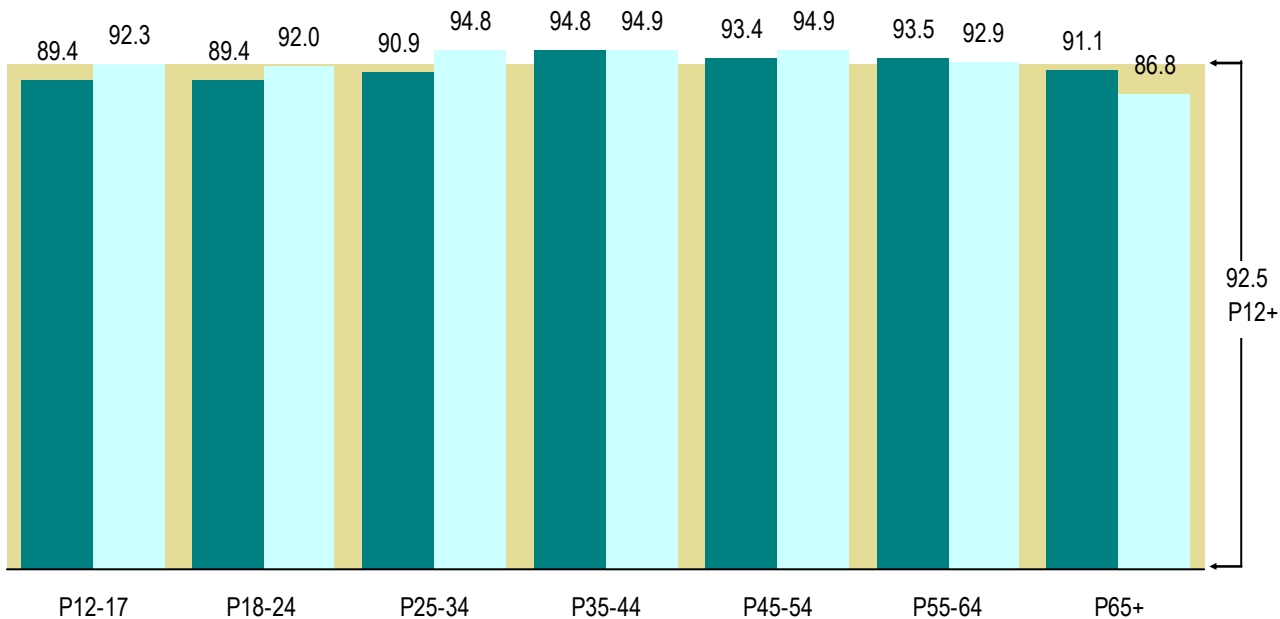
This section details nationwide listening trends among Black radio audiences. You'll see listening patterns traced by age and gender, on an hour-by-hour basis and according to listening location, as well as format rankings by audience share.

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

Radio Reaches All Ages

Weekly Cume Rating

Black Listeners 12+ (Mon-Sun 6AM-Mid)



Black Men
Black Women

How to Read:

These figures represent “Weekly Cume Ratings.” For example, more than 92% 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 Blacks at least 12 years old who listened 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.

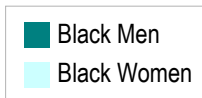
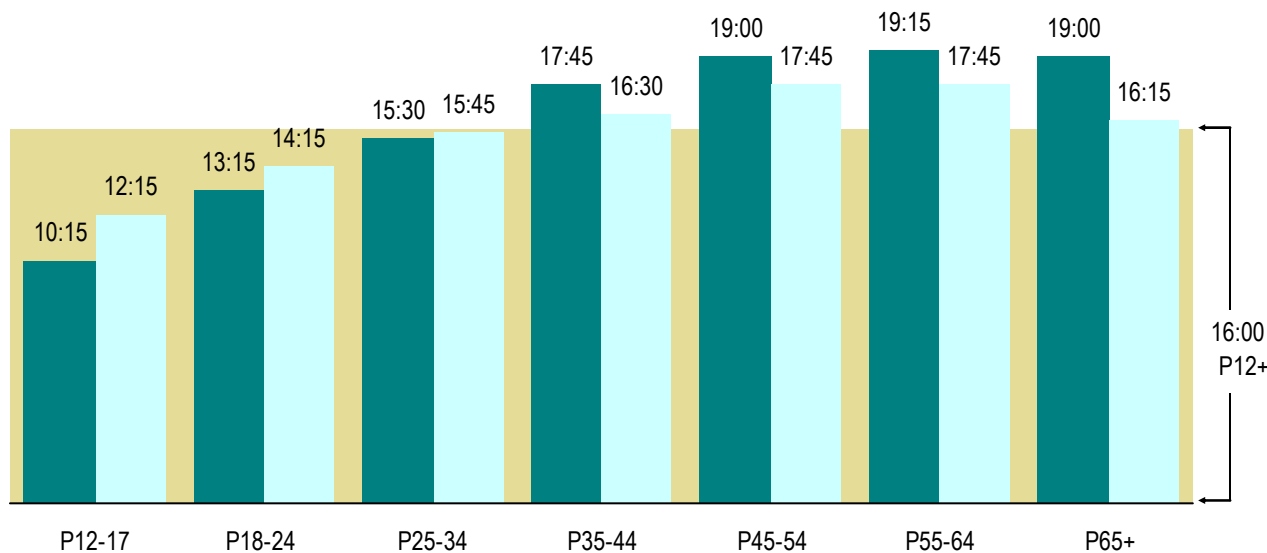
These figures testify to radio’s remarkable ability to attract Black listeners in every demographic group. And radio’s strength among its Black audience has been consistent over time, as well. Despite a plethora of competing media, radio’s overall reach of Black consumers declined by a rate of just 2% between Spring 2007 and Fall 2008. More impressively, over a seven-year span starting in Spring 2002, the weekly tune-in among Black consumers has remained solidly above 92% and decreased a total of only 1.6% during that period.

Overall, both African-American Men and Women 45+ exhibited the most consistently durable Cume ratings year after year. Between Spring ’07 and Fall ’08, radio’s reach among Black listeners grew at a rate of nearly 2% among adult Men 65+ to a seven-year high (up more than 4% over that time frame).

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
Black Listeners 12+



Black radio listeners spent an average of 45 more minutes per week listening to radio than the national 12+ population as a whole, tuning in more than 2 hours, 15 minutes per week.

Time spent with radio by gender shifts according to the age of the listener. For example, over the past several years, teen girls consistently listened to radio more per week than did teen boys, and Women 18-34 gave more hours to radio than Men 18-34. However, Men 35+ across age groups devoted more time to radio each week than did Women 35+. The heaviest amount of listening occurred among Men 45-54, 55-64 and 65+, all of whom enjoyed radio at least 19 hours per week. Women 35-44, 45-54, 55-64 and 65+ all listened more than the average for African-Americans overall, and among women, those 45-64 tuned in the most, at nearly 18 hours each week.

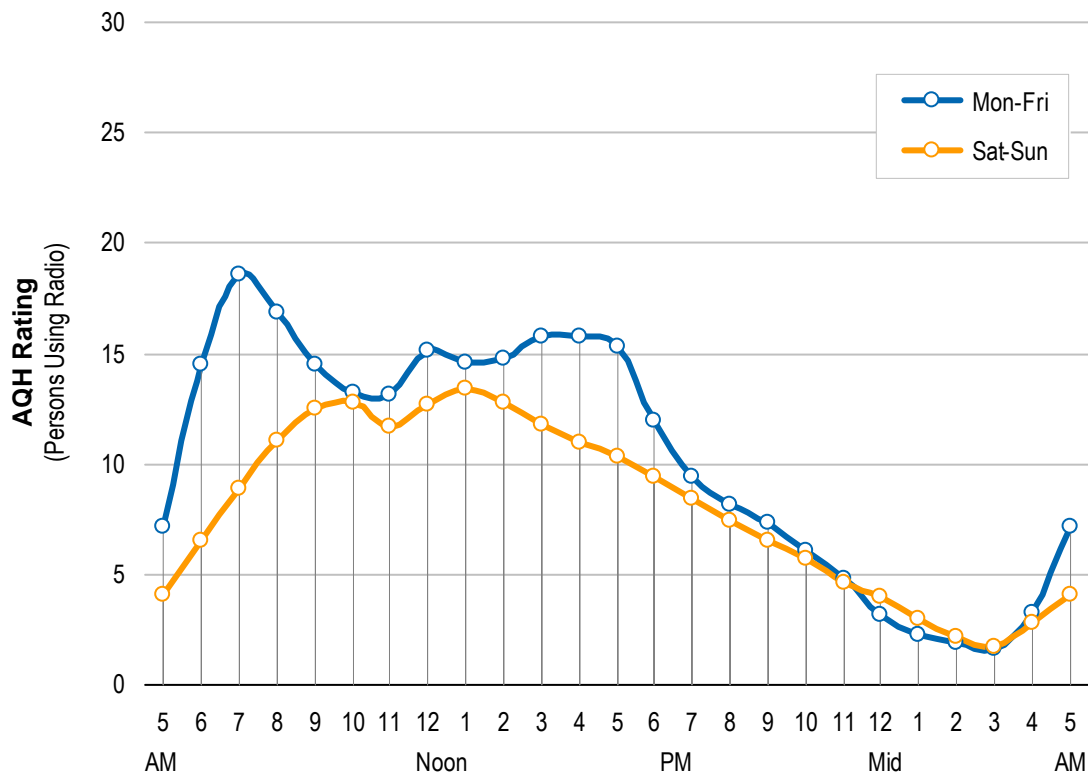
Overall time spent listening figures were about 26% lower—5.5 hours—in Fall 2008 than in Spring 2007, but that does not mean that there was less listening taking place. It would be more accurate to say the results were not comparable, and here's why:

PPM measurement data were included in the Fall '08 analysis, in addition to Diary data. Two different seasons were being measured. Fall 2008 was an election period that affected listening patterns. Houston-Galveston data were excluded owing to disruptions from Hurricane Ike.

Hour-By-Hour Listening

Hour-by-Hour Listening, AQH Rating:

Black Listeners 12+



This chart illustrates a longstanding pattern in which radio listening among African-American audiences peaks in the 7AM hour during weekdays. However, listening remains strong throughout the morning, rises during the lunch hour and again at 2PM leading into the afternoon commute before starting to decline at 5PM as people get home from work and shift to evening activities. However, even as late as the 10PM hour, more than 6% of all Black Persons 12+ are listening to the radio.

Although Cume ratings for African-Americans were lower in Fall 2008 than Spring 2007 (see the previous page for an explanation of this shift) in most hours, listening increased between 4AM and 5AM from a 2.4 rating to 3.3—a 38% growth rate. Tune-in in the 11AM hour and 5PM hour in Fall '08 was nearly as high as the 10AM hour and 4PM hour, respectively, reflecting increased at-work listening and longer commute times.

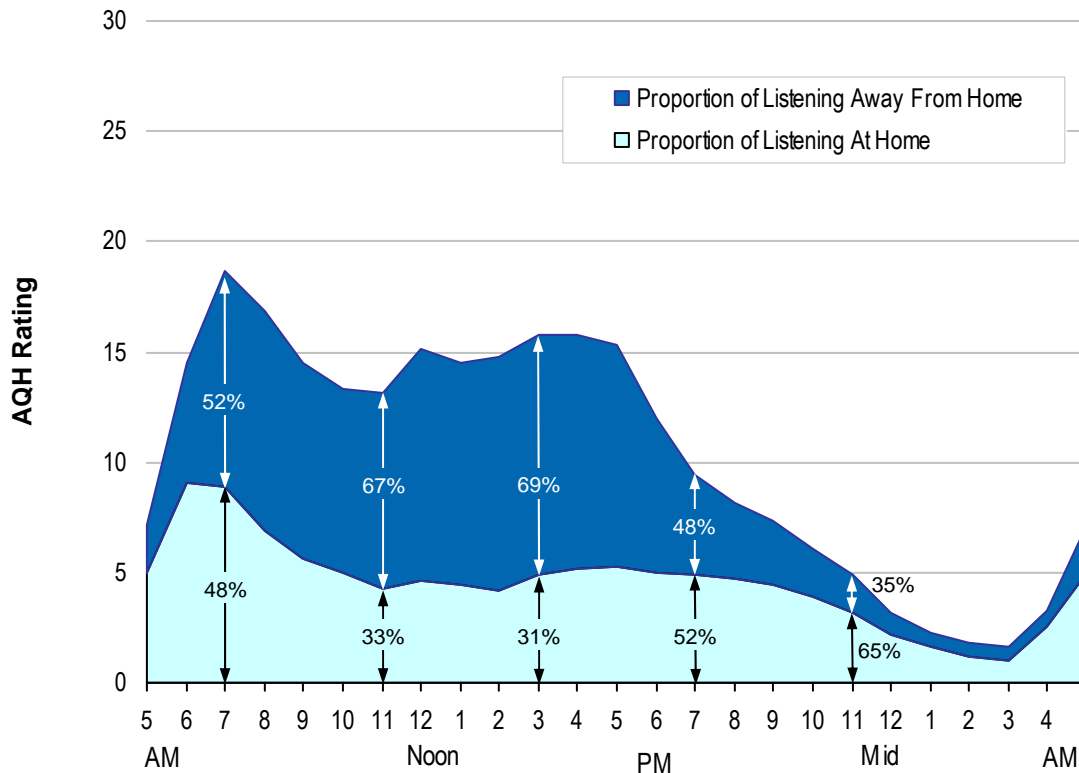
Weekend listening peaked during the 1PM hour, and without morning/afternoon commutes, reflected much more gradual listening shifts throughout the day. Weekend listening declined slightly compared to weekday tune-in between Spring '07 and Fall '08, with overall weekend ratings 78% as high as weekdays, down from 81%. However, excluding workday hours, between 7PM and 5AM weekend ratings were 96% as high as weekdays, up from 93%.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Black People Listen: Weekdays

Weekday Listening, AQH Rating

Percent of Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)



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, slightly more than 15% of the 12+ Black population listened to the radio for at least five minutes. Of those who listened, 70% were listening away from home.

For half of each weekday—from 7AM to 7PM—more radio listening by African-American consumers actually takes 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 is its ability to reach Black listeners wherever they are, and for advertisers, to directly influence purchasing decisions. In the 2PM hour during Fall 2008, away-from-home's proportion peaked at 72%. Overall, away-from-home earned about 57% of all listening by African-Americans.

Since the last report, the ratio of at-home vs. away-from-home radio listening during weekdays shifted more than is typically seen from one year to the next, partially owing to the introduction of PPM in larger markets. The trend of away-from-home listening rising in the 16 hours covering 10AM to 2AM has accelerated: Between Spring '07 and Fall '08, the proportion of listening away from home rose 1% from 10AM to noon, was up 2-3% from noon to 7PM, gained 5-8% from 7PM to 1AM and increased 1% from 1AM to 2AM.

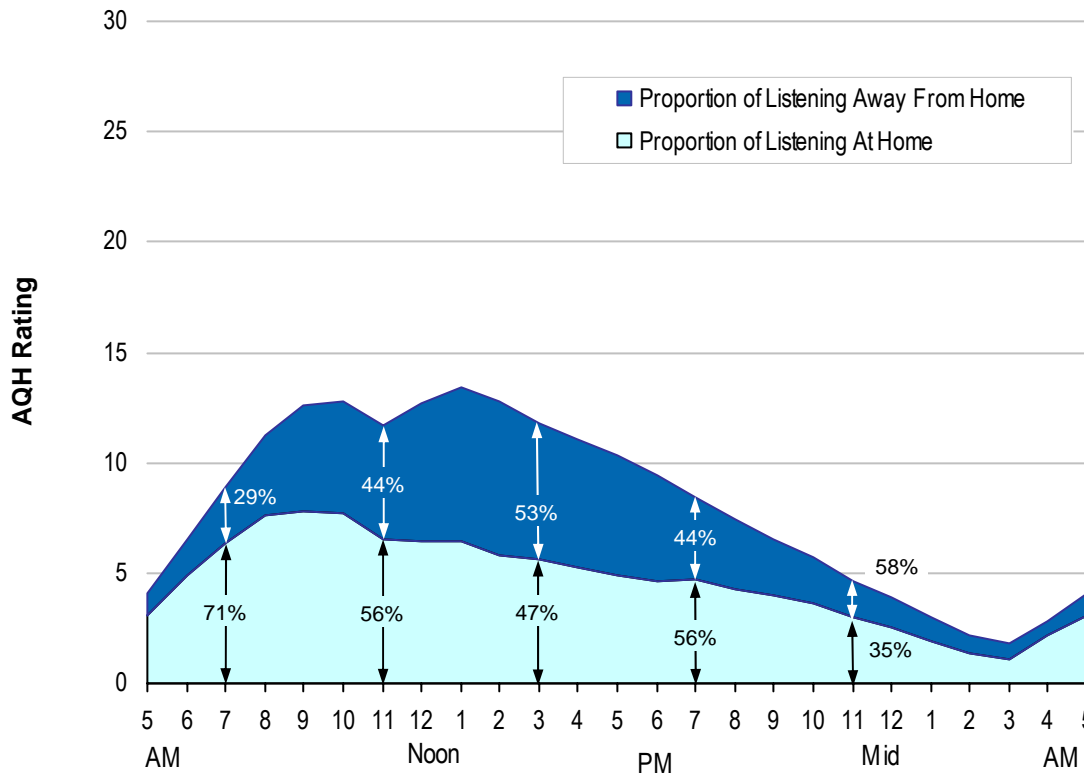
Over that same time frame, at-home's proportion grew 3% from 6AM to 7AM, and rose 1% each hour from 7AM to 10AM. At-home's share of tune-in also increased 2% from 2AM to 4AM, then jumped 16% from 4AM to 5AM (to a peak of 76%) and increased 10% from 5AM to 6AM.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Black People Listen: Weekends

Weekend Listening, AQH Rating

Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)



Radio's overall African-American audience on the weekend during Fall 2008 was 22% lower than during the week (and 41% less away-from-home), owing to many people having the weekend off and not needing to commute. In fact, away-from-home tune-in on weekends was 41% below that during weekdays. Meanwhile, total at-home tune-in was 3% higher on weekends than during weekdays. In all, at-home accounted for 57% of weekend listening in Fall '08, while away-from-home generated 43%—exactly the reverse proportions as those occurring during the workweek.

Away-from-home's share of weekend listening, which rose from 39% in Spring '06 to the aforementioned 43% in Fall '08, increased its proportion in every hour except 4AM and 8AM. Notably, out-of-home took over as the majority of tune-in between 3PM and 7PM for the first time. Away-from-home's stake actually increased the most in the 8PM hour (7%), while at-home's share increased the most during the 4AM hour (14%).

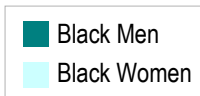
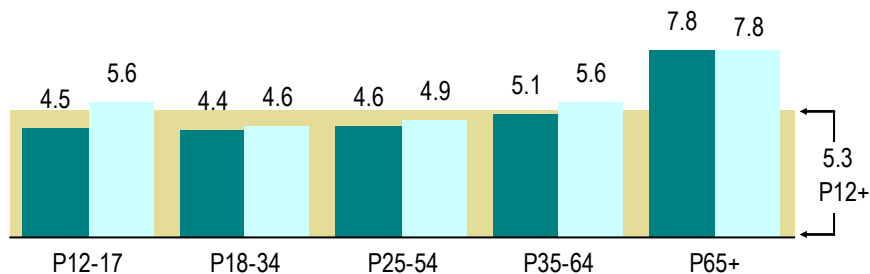
On weekends, listening peaked in the 1PM hour, regardless of location. Away-from-home earned the majority of the audience between 1PM and 7PM, generating its highest ratings from 1PM to 3PM, while at-home tune-in peaked in the 9AM hour.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Black Men and Women Listen

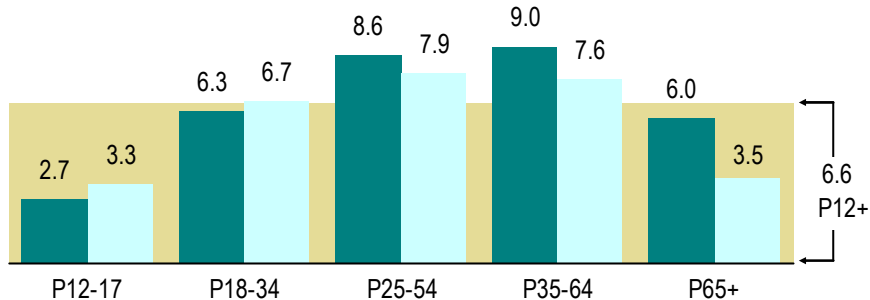
At-Home Listening for Black Men and Women

Mon-Sun, 6AM-Mid, AQH Rating
Black Listeners 12+



Away-From-Home Listening for Black Men and Women

Mon-Sun, 6AM-Mid, AQH Rating
Black Listeners 12+



During Fall 2008, the proportions of at-home vs. away-from-home listening were the same for teen boys as for girls, as well as with Men 18-34 and Women 18-34. However, among older adults, men registered a slightly higher ratio of away-from-home listening than did women.

Measuring radio listening across all seven days during Fall 2008, the overall away-from-home/at-home ratio was 55%/45%, slightly higher than the 53%/47% proportion seen in Spring '07. The away-from-home ratio for most age groups—male and female—was up, most notably among teens and adults 65+.

Out-of-home's share of listening grew across the various male demographics, rising from 1% to 6% among teen boys and men, led by a 6% increase among Men 65+. Looking at the period between Spring '02 and Fall '08, away-from-home listening by teen boys rose 8%, and has rose 10% for Men 65+.

On the female side, away-from-home's share of listening was up for every age group except Women 18-34; that ratio remained relatively unchanged over the past seven years. However, the proportion of listening away-from-home by teen girls was up 5% between Spring '07 and Fall '08, and 9% higher than in Spring '02. Women 65+ also posted a large increase in out-of-home tune-in, rising 6% from Spring '07 to Fall '08 and up 13% since Spring '02.

Where Black Men and Women Listen

Distribution of AQH Radio Listeners by Listening Location

P12+ Black Listeners

	Home	Away From Home
Mon-Sun, 6AM-Mid	44.5%	55.5%
Mon-Fri, 6AM-10AM	47.2%	52.8%
Mon-Fri, 10AM-3PM	31.8%	68.2%
Mon-Fri, 3PM-7PM	34.5%	65.5%
Mon-Fri, 7PM-Mid	58.6%	41.4%
Weekend, 10AM-7PM	50.1%	49.9%

Continuing the trend reported on previous pages, out-of-home generated more of all radio listening by African-Americans, and had the lion's share of tune-in from 6AM to 7PM during the workweek. A clear majority (nearly 56%) of overall radio listening throughout the full week took place out-of-home during Fall '08, up from 53% in Spring '07. These figures reflect the reality of American workers' gradually longer commutes and increasingly mobile lifestyles. Over that same time period during weekdays, away-from-home's share of total tune-in was down 1% in mornings, but up 1% in middays, 3% in afternoons and 7% in evenings. During weekends from 10AM to 7PM, out-of-home's proportion grew 3% to make the ratio of at-home/out-of-home nearly equal for the first time. These shifts toward away-from-home were even more apparent in certain dayparts when taken over a longer time period: Since Spring 2002, out-of-home's share grew from 62% to nearly 66% in afternoons, from 33% to 41% in evenings and from 44% to 50% on weekends.

Listening by Daypart

Listening by Daypart

Mon-Sun, 6AM-Mid
Black 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	62.8	39.2	64.8	52.3	68.1	89.4
	W	68.7	46.1	74.3	63.0	74.9	92.3
P18-24	M	61.0	64.9	67.9	59.0	69.2	89.4
	W	66.5	71.1	74.2	63.3	75.2	92.0
P25-34	M	66.8	68.6	71.9	56.2	69.8	90.9
	W	76.9	74.3	79.5	59.1	78.3	94.8
P35-44	M	77.2	73.6	80.0	61.3	77.2	94.8
	W	80.8	74.0	81.1	57.7	79.0	94.9
P45-54	M	75.8	73.9	79.0	55.1	76.6	93.4
	W	78.8	74.8	79.3	55.6	79.7	94.9
P55-64	M	75.0	78.1	77.5	54.8	79.9	93.5
	W	74.2	74.3	75.9	51.4	77.9	92.9
P65+	M	71.2	77.1	72.2	48.2	78.4	91.1
	W	63.1	71.1	61.8	38.4	71.2	86.8

This chart shows that each week radio takes part in the lives of nearly all Black consumers—from 87% to 95%—regardless of age group or gender. Among teens and adults 18-54, more women than men listened to radio each week, while men led among those aged 55+—a pattern that has remained largely consistent for the past several years.

Comparing ratings among Black men between Spring 2007 to Fall 2008, there was an increase in the percentage of those 35-44 tuning in during middays, afternoons, evenings and weekends. Each of these dayparts posted seven-year highs in Cume ratings, with evenings up from 54% to more than 61%. Midday ratings among Men in each demo 45+ also reached seven-year peaks, as did those 55-64 in evenings and 65+ in afternoons.

Although a higher percentage of African-American women listened to radio than men, Women showed decreases in every age group and daypart between Spring '07 and Fall '08 except among those 55-64 during weekday evenings. The highest Cume ratings among women occurred with those 25-64 in afternoons, edging ahead of Women 25-54 in mornings in all discrete age groups for the first time. Weekend ratings among Black Women 25-34 also topped morning figures for the first time.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Radio Formats Ranked by Black Audience Share by Region

Radio Formats Ranked by Black Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

New England

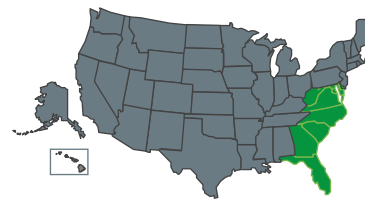
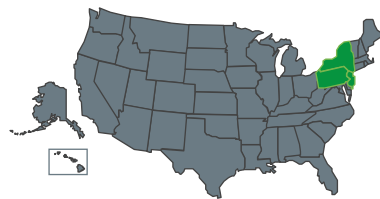
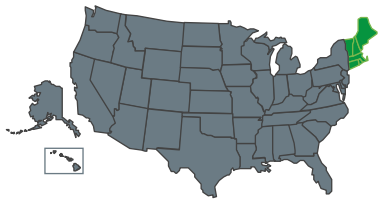
Rhythmic CHR	28.5%
Adult Contemporary	15.3%
News/Talk/Information	15.3%
Urban Adult Contemporary	8.9%
Pop CHR	6.0%
Religious	4.7%
All Sports	2.4%
Urban Contemporary	1.1%
Gospel	0.0%

Middle Atlantic

Urban Contemporary	21.5%
Urban Adult Contemporary	21.3%
Rhythmic CHR	11.1%
Adult Contemporary	7.7%
News/Talk/Information	5.3%
Pop CHR	3.8%
Gospel	3.6%
All Sports	3.1%
Religious	2.1%

South Atlantic

Urban Adult Contemporary	32.0%
Urban Contemporary	23.1%
Rhythmic CHR	8.0%
Gospel	5.4%
News/Talk/Information	4.5%
Adult Contemporary	3.4%
Pop CHR	2.0%
All Sports	1.6%
Religious	1.5%



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Radio Formats Ranked by Black Audience Share by Region

Radio Formats Ranked by Black Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

East South Central

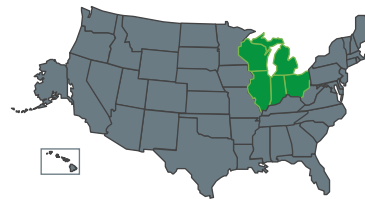
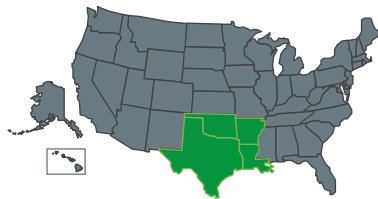
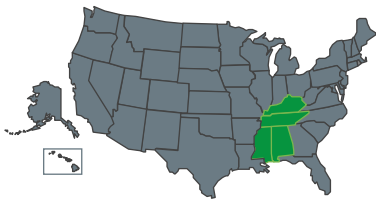
Urban Adult Contemporary	32.3%
Urban Contemporary	22.7%
Gospel	10.2%
Rhythmic CHR	7.3%
Pop CHR	2.8%
News/Talk/Information	2.3%
Adult Contemporary	2.2%
Religious	1.9%
All Sports	0.8%

West South Central

Urban Adult Contemporary	27.8%
Urban Contemporary	27.4%
Rhythmic CHR	12.1%
Gospel	4.8%
News/Talk/Information	3.8%
Pop CHR	3.4%
Adult Contemporary	2.7%
Religious	2.3%
All Sports	1.7%

East North Central

Urban Adult Contemporary	37.2%
Rhythmic CHR	4.2%
News/Talk/Information	4.1%
Pop CHR	3.7%
Adult Contemporary	2.6%
All Sports	2.4%
Gospel	2.3%
Urban Contemporary	2.0%
Religious	1.5%



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Radio Formats Ranked by Black Audience Share by Region

Radio Formats Ranked by Black Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

West North Central

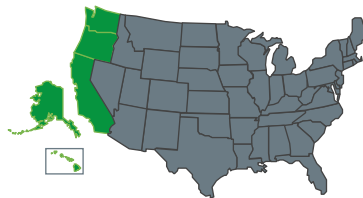
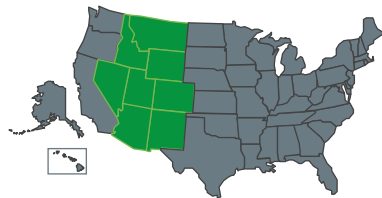
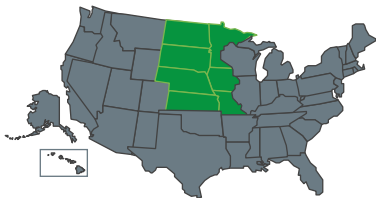
Urban Contemporary	27.3%
Urban Adult Contemporary	15.2%
Rhythmic CHR	13.8%
News/Talk/Information	10.6%
Gospel	9.0%
Pop CHR	5.8%
Adult Contemporary	2.8%
Religious	1.8%
All Sports	1.1%

Mountain

Rhythmic CHR	29.4%
Urban Adult Contemporary	14.1%
Pop CHR	8.4%
Adult Contemporary	5.0%
News/Talk/Information	4.7%
All Sports	3.4%
Gospel	0.9%
Religious	0.6%
Urban Contemporary	0.0%

Pacific

Rhythmic CHR	25.8%
Adult Contemporary	10.7%
News/Talk/Information	8.1%
Pop CHR	5.5%
All Sports	2.9%
Urban Adult Contemporary	2.9%
Religious	1.5%
Gospel	0.1%
Urban Contemporary	0.1%



Black Audience Composition by Demographic

AQH Share of Teen Boys and Girls 12-17

Pop Contemporary Hit Radio	19.3%
Rhythmic CHR	18.6%
Urban Contemporary	15.1%
Adult Contemporary	5.9%
Gospel	4.1%
Urban Adult Contemporary	4.1%
Religious	3.0%
News/Talk/Information	1.8%
All Sports	1.7%

AQH Share of Adults 18-24

Rhythmic CHR	23.2%
Pop Contemporary Hit Radio	22.7%
Urban Contemporary	20.8%
Adult Contemporary	9.5%
Urban Adult Contemporary	6.4%
Gospel	5.6%
All Sports	4.2%
Religious	4.2%
News/Talk/Information	2.4%

Mon-Sun, 6AM-Mid, Fall 2008

AQH Share of Adults 25-34

Rhythmic CHR	23.6%
Urban Contemporary	23.4%
Pop Contemporary Hit Radio	23.1%
All Sports	16.1%
Adult Contemporary	14.9%
Urban Adult Contemporary	13.3%
Gospel	10.9%
News/Talk/Information	6.6%
Religious	4.3%

AQH Share of Adults 35-44

All Sports	30.2%
Adult Contemporary	22.7%
Urban Adult Contemporary	22.5%
News/Talk/Information	21.4%
Urban Adult Contemporary	18.8%
Rhythmic CHR	18.7%
Pop Contemporary Hit Radio	17.5%
Religious	16.8%
Gospel	12.8%

Black Audience Composition by Demographic

AQH Share of Adults 45-54

Urban Adult Contemporary	26.8%
All Sports	21.7%
Religious	20.9%
Adult Contemporary	20.7%
News/Talk/Information	20.3%
Gospel	19.4%
Urban Contemporary	12.6%
Pop Contemporary Hit Radio	10.7%
Rhythmic CHR	10.2%

AQH Share of Adults 55-64

News/Talk/Information	21.5%
Religious	21.1%
Gospel	20.8%
Urban Adult Contemporary	17.6%
Adult Contemporary	14.1%
All Sports	13.9%
Urban Contemporary	5.5%
Pop Contemporary Hit Radio	4.0%
Rhythmic CHR	3.5%

Mon-Sun, 6AM-Mid, Fall 2008

AQH Share of Adults 65+

Religious	29.6%
Gospel	26.5%
News/Talk/Information	26.1%
Adult Contemporary	12.3%
All Sports	12.1%
Urban Adult Contemporary	9.3%
Urban Contemporary	3.9%
Pop Contemporary Hit Radio	3.2%
Rhythmic CHR	1.7%

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Black Audience Composition by Gender

Men		Women	
All Sports	86.8%	Gospel	67.6%
News/Talk/Information	61.6%	Religious	60.0%
Rhythmic CHR	46.4%	Adult Contemporary	58.4%
Urban Contemporary	45.2%	Pop Contemporary Hit Radio	58.1%
Urban Adult Contemporary	44.4%	Urban Adult Contemporary	55.6%
Pop Contemporary Hit Radio	41.9%	Urban Contemporary	54.8%
Adult Contemporary	41.6%	Rhythmic CHR	53.6%
Religious	40.0%	News/Talk/Information	38.4%
Gospel	32.4%	All Sports	13.2%

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

Black Percentage of Listening by Location

At Home

Religious	59.3%
Gospel	53.6%
News/Talk/Information	48.6%
Urban Contemporary	46.6%
Rhythmic CHR	42.9%
Urban Adult Contemporary	42.4%
Adult Contemporary	41.6%
Pop Contemporary Hit Radio	40.7%
All Sports	32.9%

Away From Home

All Sports	67.1%
Pop Contemporary Hit Radio	59.3%
Adult Contemporary	58.4%
Urban Adult Contemporary	57.6%
Rhythmic CHR	57.1%
Urban Contemporary	53.4%
News/Talk/Information	51.4%
Gospel	46.4%
Religious	40.8%

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

Black AQH Share of Listening by Daypart

Monday-Sunday, 6AM-Midnight

Urban Adult Contemporary	27.9%
Urban Contemporary	20.7%
Rhythmic CHR	10.1%
News/Talk/Information	4.9%
Gospel	4.6%
Adult Contemporary	4.5%
Pop Contemporary Hit Radio	3.2%
All Sports	2.0%
Religious	1.8%

Monday-Friday, 6AM-10AM

Urban Adult Contemporary	30.5%
Urban Contemporary	20.6%
Rhythmic CHR	8.8%
News/Talk/Information	6.1%
Gospel	4.9%
Adult Contemporary	3.6%
Pop Contemporary Hit Radio	2.8%
Religious	2.3%
All Sports	1.7%

Monday-Friday, 10AM-3PM

Urban Adult Contemporary	26.6%
Urban Contemporary	18.0%
Rhythmic CHR	8.8%
Adult Contemporary	6.2%
News/Talk/Information	5.8%
Gospel	4.9%
Pop Contemporary Hit Radio	3.1%
All Sports	2.6%
Religious	1.8%

Monday-Friday, 3PM-7PM

Urban Adult Contemporary	29.5%
Urban Contemporary	20.3%
Rhythmic CHR	11.0%
Adult Contemporary	4.6%
News/Talk/Information	4.6%
Gospel	4.0%
Pop Contemporary Hit Radio	3.6%
All Sports	2.2%
Religious	1.3%

Monday-Friday, 7PM-Midnight

Urban Contemporary	25.1%
Urban Adult Contemporary	24.8%
Rhythmic CHR	12.8%
Adult Contemporary	4.0%
Pop Contemporary Hit Radio	4.0%
News/Talk/Information	3.6%
Gospel	3.1%
All Sports	1.6%
Religious	1.5%

Saturday-Sunday, 6AM-Midnight

Urban Adult Contemporary	27.1%
Urban Contemporary	21.4%
Rhythmic CHR	10.5%
Gospel	5.4%
Adult Contemporary	3.8%
News/Talk/Information	3.8%
Pop Contemporary Hit Radio	3.1%
Religious	2.0%
All Sports	1.8%

Time Spent Listening by Demographic

Persons 12+	Hours / Wk.	QH
Urban Adult Contemporary	8:30	34
Gospel	7:45	31
Urban Contemporary	7:15	29
News/Talk/Information	6:30	26
Religious	6:00	24
Rhythmic CHR	5:00	20
All Sports	4:45	19
Adult Contemporary	3:30	14
Pop Contemporary Hit Radio	2:45	11

Persons 12-24	Hours / Wk.	QH
Urban Contemporary	8:00	32
Rhythmic CHR	5:45	23
Urban Adult Contemporary	4:30	18
Gospel	4:15	17
Pop Contemporary Hit Radio	3:15	13
Adult Contemporary	3:00	12
Religious	3:00	12
News/Talk/Information	2:45	11
All Sports	2:15	9

Mon-Sun, 6AM-Mid, Fall 2008

Persons 18-34	Hours / Wk.	QH
Urban Contemporary	8:15	33
Urban Adult Contemporary	6:00	24
Gospel	5:45	23
Rhythmic CHR	5:45	23
All Sports	4:30	18
News/Talk/Information	4:00	16
Adult Contemporary	3:15	13
Pop Contemporary Hit Radio	3:15	13
Religious	3:15	13

continued ►

Time Spent Listening by Demographic

Persons 25-54	Hours / Wk.	QH
Urban Adult Contemporary	9:15	37
Urban Contemporary	9:15	37
Gospel	7:15	29
News/Talk/Information	6:00	24
All Sports	5:15	21
Religious	5:15	21
Rhythmic CHR	5:00	20
Adult Contemporary	3:30	14
Pop Contemporary Hit Radio	2:45	11

Persons 35-64	Hours / Wk.	QH
Urban Adult Contemporary	10:30	42
Gospel	8:15	33
News/Talk/Information	6:45	27
Urban Contemporary	6:15	25
Religious	6:00	24
All Sports	5:15	21
Rhythmic CHR	4:15	17
Adult Contemporary	3:45	15
Pop Contemporary Hit Radio	2:30	10

Mon-Sun, 6AM-Mid, Fall 2008

Black DST Markets

Akron
Albany, GA
Alexandria, LA
Ann Arbor
Atlanta
Atlantic City-Cape May
Augusta, GA
Austin
Baltimore
Baton Rouge
Battle Creek, MI
Beaumont-Port Arthur, TX
Biloxi-Gulfport-Pascagoula
Birmingham
Boston
Bridgeport
Brunswick, GA
Bryan-College Station, TX
Buffalo-Niagara Falls
Champaign, IL
Charleston, SC
Charlotte-Gastonia-Rock Hill
Charlottesville, VA
Chattanooga
Chicago
Cincinnati
Clarksville-Hopkinsville, TN-KY
Cleveland
Columbia, SC
Columbus, GA
Columbus, OH
Columbus-Starkville-West Point, MS
Dallas-Ft. Worth
Dayton
Daytona Beach
Decatur, IL
Denver-Boulder
Detroit
Dothan, AL
Fayetteville, NC

Flint
Florence, SC
Florence-Muscle Shoals, AL
Fredericksburg
Ft. Pierce-Stuart-Vero Beach
Ft. Walton Beach, FL
Gainesville-Ocala
Greensboro-Winston Salem-High Point
Greenville-New Bern-Jacksonville
Greenville-Spartanburg
Hartford-New Britain-Middletown
Hilton Head, SC
Houston-Galveston (excluded from this study)
Huntsville
Indianapolis
Jackson, MS
Jackson, TN
Jacksonville
Jonesboro, AR
Kalamazoo
Kansas City
Killeen-Temple, TX
Lafayette, LA
Lake Charles, LA
Lakeland-Winter Haven
Las Vegas
Laurel-Hattiesburg, MS
Lawton, OK
Lexington-Fayette
Little Rock
Los Angeles
Louisville
Lufkin-Nacogdoches, TX
Macon
Memphis
Meridian, MS
Miami-Ft. Lauderdale-Hollywood
Middlesex-Somerset-Union
Milwaukee-Racine
Minneapolis-St. Paul

continued ►

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Black DST Markets

Mobile
Monroe, LA
Montgomery
Muskegon, MI
Myrtle Beach, SC
Nashville
Nassau-Suffolk (Long Island)
New Haven
New Orleans
New York
Newburgh-Middletown, NY (Mid-Hudson Valley)
Norfolk-Virginia Beach-Newport News
Oklahoma City
Orlando
Panama City, FL
Pensacola
Philadelphia
Pittsburgh, PA
Poughkeepsie, NY
Raleigh-Durham
Richmond
Riverside-San Bernardino
Roanoke-Lynchburg
Rochester, NY
Rocky Mount-Wilson, NC
Sacramento
Saginaw-Bay City-Midland

Salisbury-Ocean City
San Antonio
San Diego
San Francisco
San Jose
Savannah
Seattle-Tacoma
Shreveport
South Bend
St. Louis
Tallahassee
Tampa-St. Petersburg-Clearwater
Texarkana, TX-AR
Toledo
Trenton
Tupelo, MS
Tuscaloosa, AL
Tyler-Longview
Valdosta, GA
Waco, TX
Washington, DC
Watertown, NY
West Palm Beach-Boca Raton
Wichita Falls, TX
Wilmington, DE
Wilmington, NC
Youngstown-Warren

National Radio Format Station Counts

Fall 2008											
Format	Total	Primary		HD® Radio				Streaming			
		FM	AM	HF	HA	F2	F3	IF	IA	G2	G3
News Talk Information	2,634	391	1,192	107	60	27	12	290	532	20	3
Religious	1,352	659	375	6	9	2	0	168	132	1	0
Adult Contemporary	1,176	683	91	74	1	6	0	300	18	3	0
All Sports	887	60	530	8	38	1	6	36	206	0	2
Pop Contemporary Hit Radio	694	361	4	59	1	26	0	224	3	16	0
Gospel	386	70	227	2	5	8	0	18	52	4	0
Rhythmic Contemporary Hit Radio	317	154	0	32	0	19	0	103	0	9	0
Urban Adult Contemporary	306	144	27	34	0	5	0	84	10	2	0
Urban Contemporary	258	126	22	21	0	8	0	74	5	2	0

Legend	
FM	FM Station
AM	AM Station
HF	Digital FM Station
HA	Digital AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
IF	Internet Stream of FM station
IA	Internet Stream of AM station
G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3

Source: Arbitron Radio Station Information Database.

HD® Radio is a registered trademark of iBiquity Digital Corporation.

Sources

Black Radio Today 2009 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States. Data for the charts and graphs in this edition come from this source:

Format definitions are from the Arbitron Radio Station Information Database. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis. Arbitron's TAPSCAN™ Web National Regional Database, Fall 2008, includes quantitative radio audience information from every market surveyed by Arbitron in the United States.

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- Julian Davis (Multicultural Services), Director of Urban Outreach
- Ron Rodrigues (Marketing Communications), Editor
- Jeff Green, Writer/Research
- Randy Brooks (Marketing Communications), Art Direction
- Kelli Passalacqua (Marketing Communications), Design and Layout
- Siobhan Leftwich (Marketing Communications), Copyediting/Proofreading
- Meghan Gourley, Consultant Proofreader

Questions and comments about *Black Radio Today 2009* can be directed to julian.davis@arbitron.com.

News media inquiries can be directed to jessica.benbow@arbitron.com.



Headquarters

9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

Atlanta

9000 Central Parkway, Suite 300
Atlanta, Georgia 30328-1639
(770) 668-5400

Chicago

222 South Riverside Plaza, Suite 630
Chicago, Illinois 60606-6101
(312) 542-1900

Dallas

13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Los Angeles

10877 Wilshire Blvd., Suite 1400
Los Angeles, California 90024-4341
(310) 824-6600

New York

142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

www.arbitron.com

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