

# Black Radio Today 2012

## How America Listens to Radio



# Radio's Enduring Relationship With Black Listeners

## **Arbitron *Black Radio Today* 2012**

About 93% of Black consumers aged 12 years and over listen to the radio each week at home, at work, in the car, and in other locations. Regardless of age, time of day, or location, radio is a reliable media companion of Black consumers.

Welcome to *Black Radio Today* 2012—an up-to-date look at listening to the following radio formats consumed by Black audiences during the Fall 2011 Diary and October-November-December 2011 PPM surveys: Urban Adult Contemporary, Urban Contemporary, Rhythmic Contemporary Hit Radio, Adult Contemporary, News/Talk/Information, Gospel, Pop Contemporary Hit Radio, All Sports, All News, Classic Hits, and Religious.

*Black Radio Today* 2012 uses Arbitron and Scarborough research to develop a profile of radio listening by Black consumers across America, gathered from thousands of respondents in each of the services. You'll find valuable insights on the enduring relationship between radio and Black listeners around the country.

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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# The Executive Summary

## Radio's Enduring Relationship With Black Listeners

Arbitron has published *Black Radio Today* since the 1990s. Throughout this period we have shown that, regardless of age, time of day, or location, radio remains a reliable media companion of Black consumers.

Arbitron *Black Radio Today* 2012 finds that about 93% of Black consumers aged 12 years and over listened to the radio in an average week during the Fall 2011 survey period. Black men and women in the key demographic of 35-54 listened in even greater numbers. Between 6AM and 6PM during the work week, at least 10% of the 12+ Black population tuned to the radio; a great majority of that listening occurred out of home. The All Sports format had the highest concentration of Black male listeners (at nearly 86%) while Gospel had the highest concentration of Black female listeners (68%).

*Among the major formats in this study...*

- Urban Adult Contemporary**, which became the No. 1 format among Black listeners in our 2006 report, remained atop the list for the seventh straight year. Many of its stations aired high-profile syndicated morning shows but were strong in both drivetime dayparts.
- Urban Contemporary** was the dominant format among Black listeners aged 12-34 and took 2<sup>nd</sup> place overall. Its strength in listenership was in the Eastern half of the U.S., particularly in the Mississippi Delta states.
- Rhythmic CHR** (Contemporary Hit Radio) had equal appeal nationally among three ethnic classifications: Black, Hispanic, and "Other." Despite the youthful profile of this format, Black listeners to this format were spenders, savers, and avid Internet users.
- Adult Contemporary** (and Soft Adult Contemporary) grew 50% in popularity among Black audiences (mostly women) since our 2004 report. The format's strength was in the major markets, and not surprisingly, was strongest in the midday daypart.
- News/Talk/Information** (and Talk Personality) matched the record-high share that it achieved in the Fall 2008 survey, which included the last Presidential election. The format boasted a high percentage of investors, coffee house patrons, and organic food fans.
- Gospel** was on the upswing after a multiyear dip in audience share and performed particularly well in PPM markets. The format, perhaps not surprisingly, got its highest ratings across the South.
- Pop CHR** (Contemporary Hit Radio) performed best in markets lacking an Urban Contemporary or Rhythmic CHR presence. The format has not performed this well among Black listeners in all the years we've published this study.
- All Sports** is the fastest rising format in our study, percentage wise; it debuted at a 2.0 share in 2008 and currently stands at 3.3. It boasted the highest-income and best-educated Black listeners of all the formats in this study.

# What's New and Noteworthy in *Black Radio Today* 2012

## PPM-Rated Markets Now in Place for Full Year

In December 2010, Arbitron completed its commercialization of the Portable People Meter™ (PPM®) service in 48 Metro markets. That means that for the first time since our 2008 study, users can compare adjacent editions of *Black Radio Today* using a similar set of Diary and PPM markets. Do note, however, that other conditions may affect the data estimates in a specific year. Some conditions that would affect the data in this year's report include:

- PPM data were included for the first time in *Black Radio Today* 2009, and the number of PPM-measured markets was expanded in the 2010 and 2011 reports.
- As a result of Hurricane Ike in 2008, data from Houston were not represented in the 2009 report.
- Due to the after effects of Hurricane Irene in 2011, data from Hartford-New Britain-Middletown are not represented in the 2012 report.

# About *Black Radio Today* 2012

*Black Radio Today* contains radio listening and consumer behavior statistics for Black listeners in the United States. Data for the charts and graphs in this edition come from these sources:

- Format definitions are supplied to Arbitron by U.S. government-licensed radio stations, their Internet streams, and HD Radio services, regardless of their status as an Arbitron client.
- Format-specific and some national data come from the Arbitron TAPSCAN™ Web National Regional Database, Fall 2012, featuring quantitative radio audience information from the Black DST Metro markets.
- Some national listening data come from RADAR 112, March 2012.
- Scarborough data in this report is from the company's National USA+ Study, Release 2, 2011.

Scarborough ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures American life. Its consumer insights reflect shopping patterns, media usage across platforms, and lifestyle trends for adults. Media professionals and marketers use Scarborough insights to make smarter marketing/business decisions on things like ad placement, multicultural targeting, and sponsorship opportunities. The company's core syndicated consumer insight studies in 77 Top-Tier Markets, Multimarket Study, and national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies, and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues, and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. and The Nielsen Company.

## ***Black Radio Today* 2012 Is Published by Arbitron Inc.**

- Ron Rodrigues, Arbitron Marketing/Radio Today Editor
- Jeff Green and Lauren Virshup, Arbitron Data Research
- Jenny Tsao and Laura Van Iderstine, Scarborough Data Research
- Randy Brooks, Kelli Passalacqua, and Tatia Pack, Art Direction
- Kaitlyn Watkins, Copy Editor
- Special thanks to industry authority Sean Ross for his expertise with format definitions and classifications.

Please direct inquiries to Ron Rodrigues ([ron.rodrigues@arbitron.com](mailto:ron.rodrigues@arbitron.com)).

Inquiries from journalists should go to Kim Myers ([kim.myers@arbitron.com](mailto:kim.myers@arbitron.com)).

# Black Differential Survey Treatment (DST) Markets

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

## 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 listening to a particular radio station or format.

Example:

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

## Differential Survey Treatment (DST)

The process by which Arbitron applies weighting to Black or Hispanic respondents in those Metro areas with a significant Black or Hispanic population.

## Format Share

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

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

## 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

In this section, you will read in detail about the 11 radio formats with a significant amount of Black listening during the Fall 2011 Diary survey (which correlates to the October-November-December 2011 PPM survey): Urban Adult Contemporary, Urban Contemporary, Rhythmic Contemporary Hit Radio, Adult Contemporary, News/Talk/Information, Gospel, Pop Contemporary Hit Radio, All Sports, All News, Classic Hits, and Religious. Three of these formats—Urban AC, Urban Contemporary, and Gospel—specifically target Black listeners.

The audience estimates came from the 126 radio markets with a significant Black population, known as DST (Differential Survey Treatment) markets. These formats appear in order of their popularity with Black listeners based on 12+ Average Quarter-Hour Share, leading off with the most listened-to format.

Some notes about the data in this study:

- Although the study is dated 2012, it uses Arbitron data gathered from the Fall 2011 survey period.
- Unless otherwise noted, all data represents 12+ persons. In particular, the “Education” and “Household Income” charts only represent listeners aged 18+.
- The “Audience Composition” information shows a format’s audience contribution by each age group (the percentages will add to 100).
- The “Audience Share by State” is color coded to represent whether a state is significantly above, significantly below, or roughly even with its national format share. States colored in gray have no stations in the format that met Arbitron minimum reporting standards.
- Listening data include both commercial and noncommercial stations.
- These data may include a broadcaster’s HD Radio and online streamed signals that met Arbitron minimum reporting standards.

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

# Urban Adult Contemporary (Urban AC)



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
20.3%	22.0%	22.9%	25.4%	27.9%	30.6%	31.2%	30.8%

12+ AQH Share in PPM Markets	30.9%
12+ AQH Share in Diary Markets	30.5%

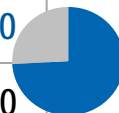
*The format came in at just slightly under its record share in last year's report, but it's still 50% higher than it was in our 2005 report. Urban AC performed equally well in PPM and Diary markets.*

## Cume

Black Cume  
13,889,200

18,658,700  
Total Format Cume

*In Black DST Markets*

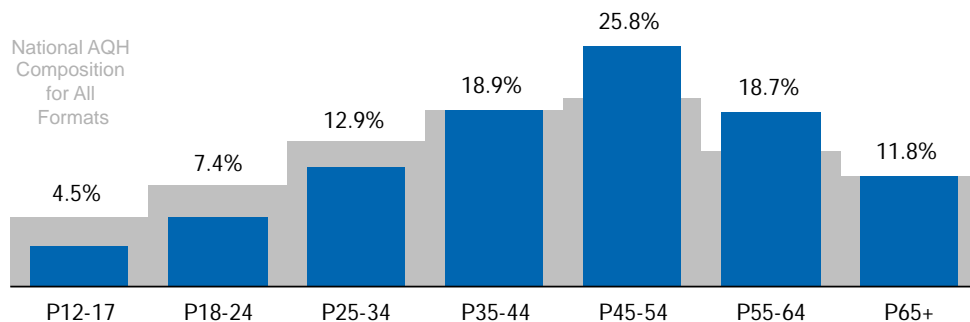


- No. 1 radio format among Black listeners
- 50% share growth since 2005 report
- More male listeners than mainstream AC
- Strong in both drive times

These stations combine longstanding favorites such as Maze featuring Frankie Beverly, Michael Jackson, the Isley Brothers, and Marvin Gaye with such current artists as Maxwell, R. Kelly, Jill Scott, Robin Thicke, Usher, and John Legend, with many of them offering an updated version of the classic R&B sound. In recent years, Urban AC stations have deemphasized '70s material, with many now featuring the '80s more prominently in their "yesterday and today" mix.

## Audience Composition

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



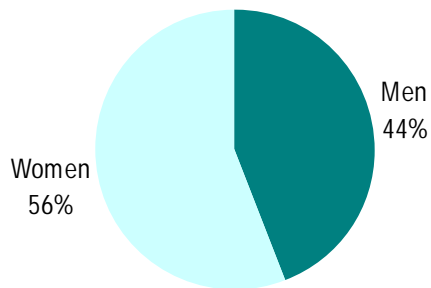
*Urban AC was the No. 1 format in every demographic segment of Black listeners aged 35 and over, and it was nearly tied with Urban Contemporary for No. 1 among 25-34s.*

*Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# Urban Adult Contemporary (Urban AC)

## Listeners 12+

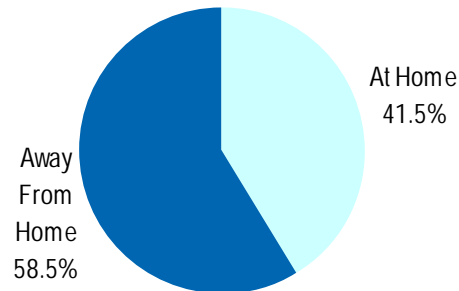
Mon-Sun, 6AM-Mid



*Unlike mainstream Adult Contemporary, which was dominated by female listeners, Urban AC attracted a relatively equal number of Black men and Black women.*

## Share of Listening by Location

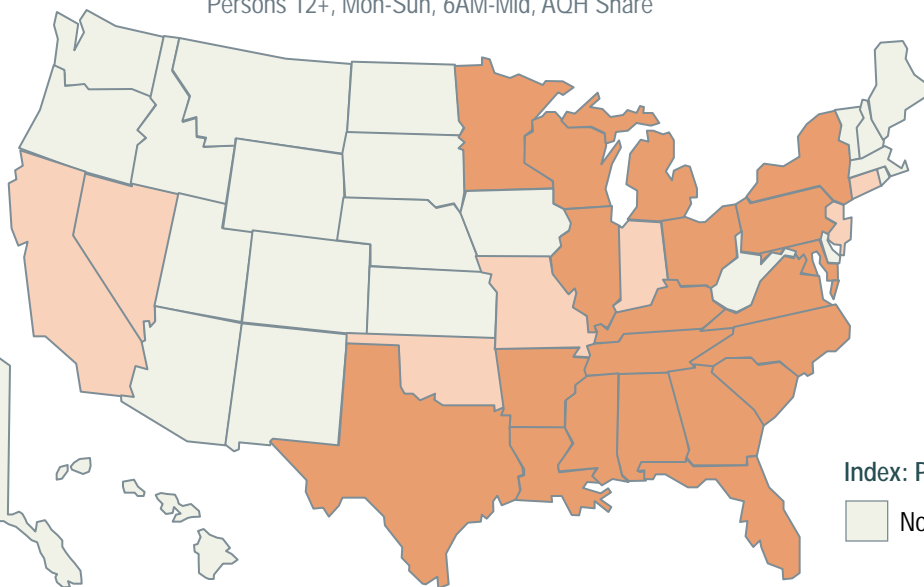
AQH Persons 12+, Mon-Sun, 6AM-Mid



*The percentage of at-home vs. out-of-home listening to this format has remained stable over the last decade.*

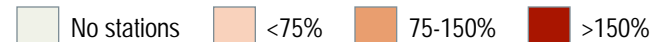
## Audience Share by State

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



*The top states for Black listening to this format were Pennsylvania, Georgia, Illinois, Louisiana, Mississippi, and Alabama.*

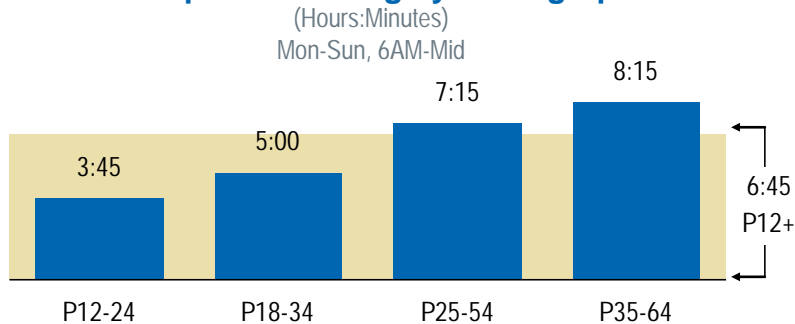
Index: Percent +/- National Format Share



*Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

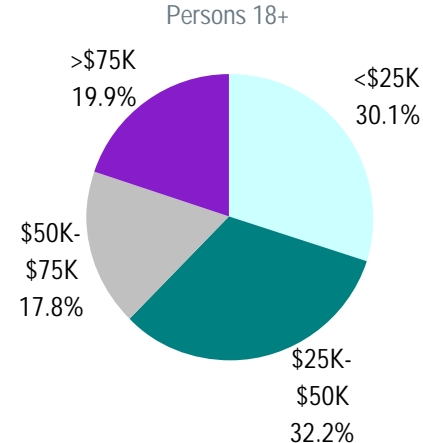
# Urban Adult Contemporary (Urban AC)

## Time Spent Listening by Demographic



Black listeners are loyal to this format: target listeners (25-54) spent more time with Urban Contemporary stations than with any other format in this study.

## Household Income



The household income profile of Urban AC listeners was about average for all Black radio listeners.

## Index of AQH Share of Listening by Daypart

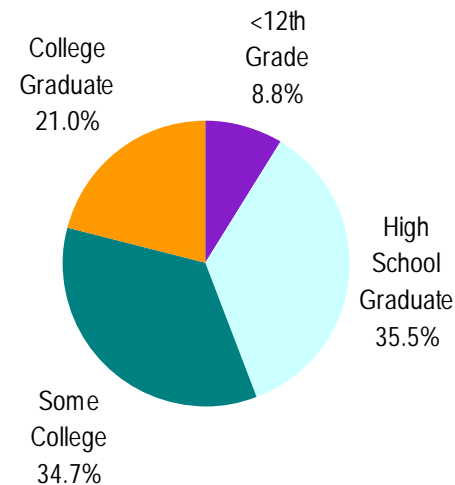
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
127	117	126	59	87

Many stations in the format have long depended on high-profile personalities, such as Tom Joyner and Steve Harvey. The format's most popular daypart was afternoon drive.

## Education

Persons 18+



Urban AC's education profile has remained stable over the last decade.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Urban Adult Contemporary (Urban AC)



Financial	Index	%
Any investment	105	33.4%
Bonds	112	9.3%
Money market	110	10.7%
Mutual funds	104	13.3%
Stocks/options	106	16.3%

About one-third of Black listeners to the Urban AC format had a financial investment—and they were slightly more likely than the average Black listener to invest in bonds, stocks, mutual funds, and money market accounts.



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	105	16.0%
Bought drapes/window treatments	106	20.4%
Painted exterior	109	6.6%
Painted/hung wallpaper	105	17.6%
Replaced/repaired heat/AC	112	6.8%
Landscaping	95	14.0%

About half of Black Urban AC listeners live in a home that is owned and they spend money on home improvements.



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	106	12.7%
Women's business clothing	105	17.5%
Fine jewelry	109	16.1%
Cosmetics/perfume/skin care	102	46.6%
Athletic shoes	108	42.5%
Furniture	105	22.1%
Mattress	107	18.9%
<i>Plan to buy:</i>		
Major appliance	101	12.6%
Energy saving appliance	111	6.3%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	103	6.4%

This consumer group also spent on retail—spending nearly a billion dollars on men's and women's business apparel and \$1.6 billion on fine jewelry and children and infants clothing.



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	99	17.0%
Jogging/running	105	27.2%
Gardening	93	26.4%
Musical instrument	87	8.8%
Volunteer work	102	25.0%
Attended comedy club	123	10.9%
<i>Visited casino:</i>		
Play slots at casino	108	30.4%
Visited bar/nightclub at casino	112	8.4%
<i>Lottery:</i>		
Bought any lottery ticket	108	48.8%
<i>Movies:</i>		
Attended movie (past 3 months)	105	49.6%

About half of Black Urban AC listeners have attended a movie on the past three months, and almost 38% have visited a casino—indexing 9% above the average of all Black listeners.

# Urban Adult Contemporary (Urban AC)



Electronics (Plan to buy)	Index	%
iPad	106	8.9%
Digital camera	114	9.0%
Computer	103	12.4%
HDTV	104	8.7%
Blu-ray disc player	101	5.5%
Smartphone	107	7.4%

*More likely to buy an iPad, smartphone, and computer, the Black Urban AC listener stays current with the latest technologies.*



Restaurant (Types Visited)	Index	%
Seafood	103	20.9%
Chinese	103	45.5%
Pizza	101	28.7%
Coffee house	103	10.3%
Any sit-down restaurant	103	74.8%
Any fast food (QSR) past month	102	90.0%

*Nine out of ten Black Urban AC listeners have used a fast food (quick service) restaurant, indexing above the average.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	110	24.7%
Take college courses online	103	5.3%
Watch/download movies	106	16.2%
Listen to local radio station	110	11.8%
Social networking	106	48.7%
<i>Used wireless/cell for:</i>		
Banking	116	13.5%
Search	114	25.7%
Social networking	112	23.0%
Text messaging	107	63.3%
Watch video clips	111	14.1%
News/traffic/weather	111	22.2%
Email	112	29.1%

*This group was also tech savvy—indexing high for using the Internet, social media, and text messaging.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	108	6.9%
Pretzels/chips/popcorn	102	56.6%
Store brand/private label	97	30.1%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	104	21.9%
Bought groceries/candy/food on the Internet	100	5.3%
Buy locally-grown food	91	19.1%
Buy organic food	101	15.0%

*Black Urban AC listeners were likely to spend over \$200 a week on groceries, including store brands and snack items (pretzels, chips, popcorn).*

# Urban Contemporary



## AQH Share Trend

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

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
24.0%	24.0%	22.6%	21.6%	20.7%	19.5%	17.9%	17.7%

12+ AQH Share in PPM Markets	13.4%
12+ AQH Share in Diary Markets	26.2%

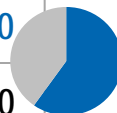
Although overall popularity of this format was off from a 24-share in the mid-2000s, it was still the second-most-listened-to format among Black listeners and very popular in key markets of all sizes across the Midwest and South. The format was far more popular in Diary markets than PPM markets.

## Cume

Black Cume  
10,246,300

16,958,700  
Total Format Cume

In Black DST Markets

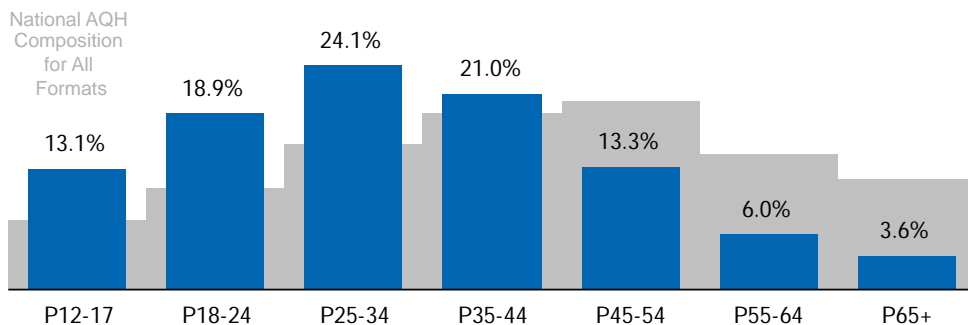


- No. 1 among young Black listeners
- More popular in Diary markets
- Very popular in heartland states
- Afternoon drive powerhouse

Combining contemporary R&B artists such as Trey Songz and Chris Brown with Hip-Hop artists such as Drake, J.Cole, DJ Khaled, and Lil Wayne, the 157 Urban Contemporary stations in the Black DST markets emphasize today's R&B and Hip-Hop with a relatively low percentage of library material.

## Audience Composition

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



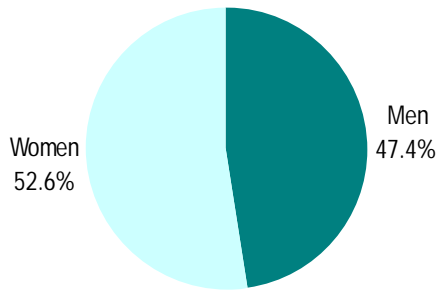
In our 2003 report, about 39% of the Urban Contemporary audience was aged 12-24; this year that figure stands at 32%.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Urban Contemporary

## Listeners 12+

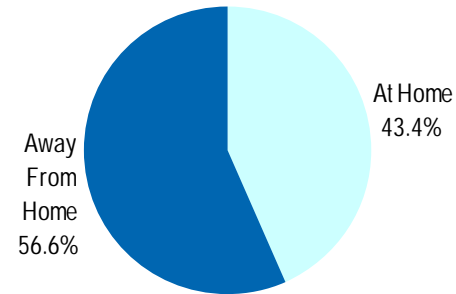
Mon-Sun, 6AM-Mid



*This format was slightly tilted in favor of females, a proportion which has held steady over the years.*

## Share of Listening by Location

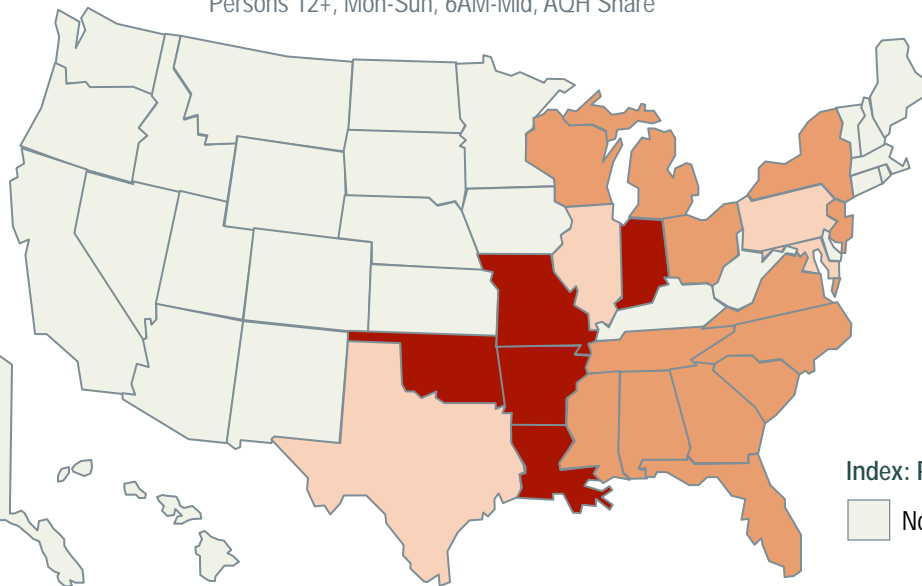
AQH Persons 12+, Mon-Sun, 6AM-Mid



*Like many formats, listeners are increasingly out of home when consuming Urban Contemporary. In our 2003 report 49% of listening occurred at home.*

## Audience Share by State

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



*This format commands 30% or more of all Black listening in Indiana, Missouri, Arkansas, and Oklahoma.*

Index: Percent +/- National Format Share



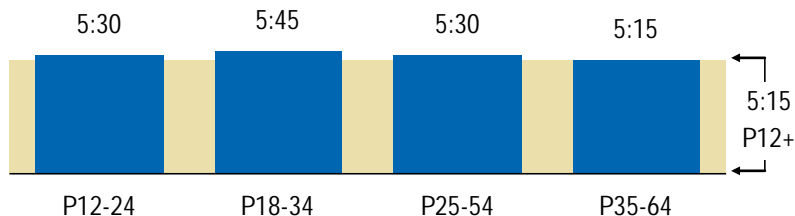
Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.



# Urban Contemporary

## Time Spent Listening by Demographic

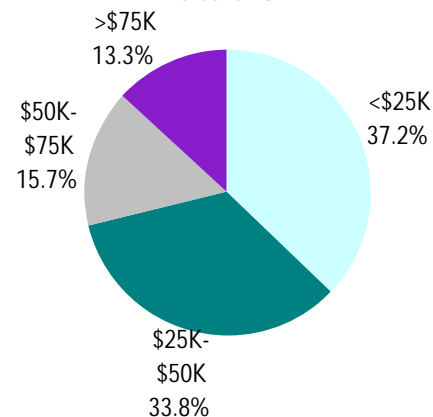
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Target listeners (12-24, 18-34) spent more time with this format than any other in this study.

## Household Income

Persons 18+



## Index of AQH Share of Listening by Daypart

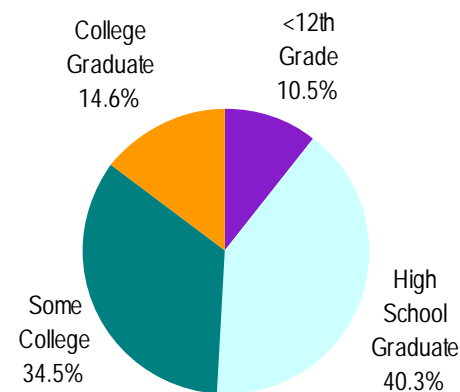
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
120	99	132	76	88

Like other youth formats, Urban Contemporary did best in afternoon drive, followed by morning drive.

## Education

Persons 18+



The proportion of college attendees has remained stable over the last decade.

# Urban Contemporary



Financial	Index	%
Any investment	90	28.8%
Bonds	99	8.2%
Money market	83	8.1%
Mutual funds	88	11.2%
Stocks/options	94	14.4%

About 29% of Black listeners to Urban Contemporary formats had an investment of some sort, with stocks being the most popular.



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	103	15.8%
Bought drapes/window treatments	108	20.8%
Painted exterior	94	5.7%
Painted/hung wallpaper	106	17.8%
Replaced/repaired heat/AC	113	6.9%
Landscaping	86	12.6%

Black Urban Contemporary listeners were interested in home improvement, including spending money on carpets, drapes, paint, and wallpaper.



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	106	12.7%
Women's business clothing	106	17.7%
Fine jewelry	108	16.0%
Cosmetics/perfume/skin care	102	46.4%
Athletic shoes	114	44.9%
Furniture	114	23.8%
Mattress	114	20.1%
<i>Plan to buy:</i>		
Major appliance	111	13.8%
Energy saving appliance	114	6.5%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	95	58.7%

Black listeners to Urban Contemporary radio are an attractive consumer group; they purchased business clothing, jewelry, cosmetics/perfume/skincare, and children's and infant's clothing at higher-than-average indices. They also plan to buy major appliances at above-average rates.



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	133	22.9%
Jogging/running	114	29.5%
Gardening	81	23.0%
Musical instrument	95	9.7%
Volunteer work	99	24.4%
Attended comedy club	115	10.2%
<i>Visited casino:</i>		
Play slots at casino	101	28.5%
Visited bar/nightclub at casino	118	8.9%
<i>Lottery:</i>		
Bought any lottery ticket	108	48.8%
<i>Movies:</i>		
Attended movie (past 3 months)	112	53.3%

In its leisure time, the Black Urban Contemporary audience enjoy going to the movies; they were 12% more likely than all Black listeners to attend movies.

# Urban Contemporary



Electronics (Plan to buy)	Index	%
iPad	134	11.2%
Digital camera	127	10.0%
Computer	122	14.7%
HDTV	125	10.5%
Blu-ray disc player	129	7.1%
Smartphone	125	8.6%

*This tech-savvy audience planned to buy electronics —indexing at least 20% above average for planning to purchase iPads, digital cameras, computers, HDTV, Blu-ray players, and smartphones.*



Restaurant (Types Visited)	Index	%
Seafood	100	20.3%
Chinese	111	48.9%
Pizza	111	31.6%
Coffee house	99	9.9%
Any sit-down restaurant	103	74.6%
Any fast food (QSR) past month	103	91.5%

*This audience enjoys dining out, with about 75% visiting a sit-down restaurant in the last month.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	129	29.0%
Take college courses online	120	6.1%
Watch/download movies	126	19.0%
Listen to local radio station	123	13.0%
Social networking	122	56.0%
<i>Used wireless/cell for:</i>		
Banking	128	14.9%
Search	129	29.0%
Social networking	139	28.7%
Text messaging	118	69.8%
Watch video clips	135	17.2%
News/traffic/weather	129	25.9%
Email	123	32.1%

*The Black Urban Contemporary Audience beats the average for using wireless and Internet and are more likely to use search, social networking, and text messaging.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	131	8.4%
Pretzels/chips/popcorn	106	58.8%
Store brand/private label	92	28.7%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	113	23.7%
Bought groceries/candy/food on the Internet	99	5.3%
Buy locally-grown food	80	16.9%
Buy organic food	95	14.1%

*Black Urban Contemporary listeners are 13% more likely to spend over \$200 a week on groceries. They are more likely than the average to buy store brands and snack foods (pretzels/chips/popcorn).*

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)



## AQH Share Trend

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

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
10.6%	10.2%	10.1%	10.3%	10.1%	9.4%	9.3%	8.9%

12+ AQH Share in PPM Markets	9.4%
12+ AQH Share in Diary Markets	8.1%

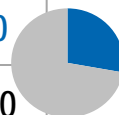
The format is off slightly from its peak of popularity among Black listeners (it had a 10.6 share in our 2005 report), but it was still strong in key markets across the country. Rhythmic CHR performs with near equality in PPM markets and Diary markets.

## Cume

Black Cume  
7,453,200

26,279,200  
Total Format Cume

In Black DST Markets

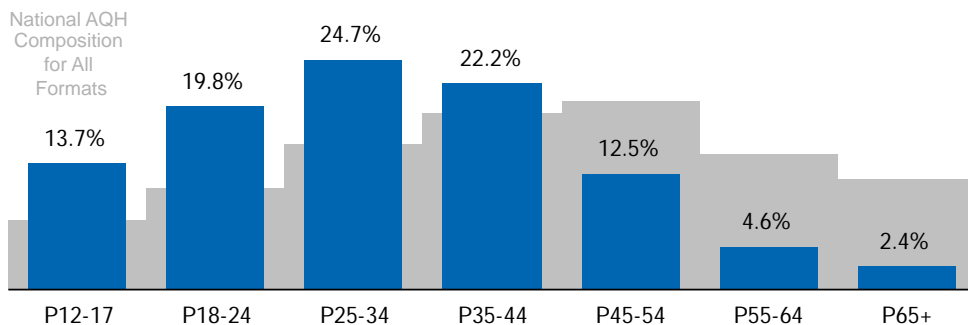


- Popular among young Black listeners
- Steady increase in out-of-home listening
- High-income listeners on the rise

Rhythmic CHR was conceived in the '80s to combine pop, R&B, and Hip-Hop music. Today it is often positioned on-air as "Hits and Hip-Hop," a result of the increased success with mainstream pop artists. Rhythmic CHR playlists vary widely, but a typical station can combine Hip-Hop and R&B artists heard on Urban radio (Usher, Kanye West, Nicki Minaj, J.Cole) with "poppier" Hip-Hop artists like Flo Rida as well as artists like Katy Perry and Carly Rae Jepsen ("Call Me Maybe"). There were 132 Rhythmic CHRs in the Black DST markets in Fall 2011.

## Audience Composition

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



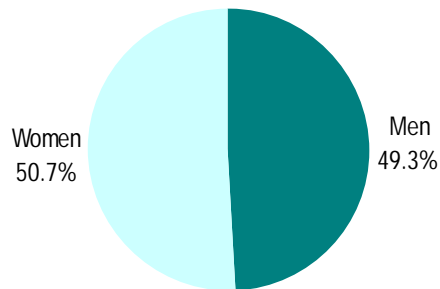
Much like the Urban Contemporary audience profile, this format has become slightly more mature over the years: in our 2003 report 39% of Black listeners to this format were aged 12-24; this year that figure stood at 34%.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## Listeners 12+

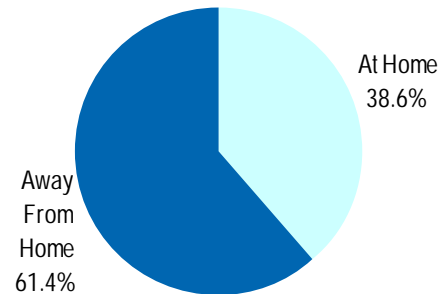
Mon-Sun, 6AM-Mid



*Among the few formats whose gender division has been split evenly over the years.*

## Share of Listening by Location

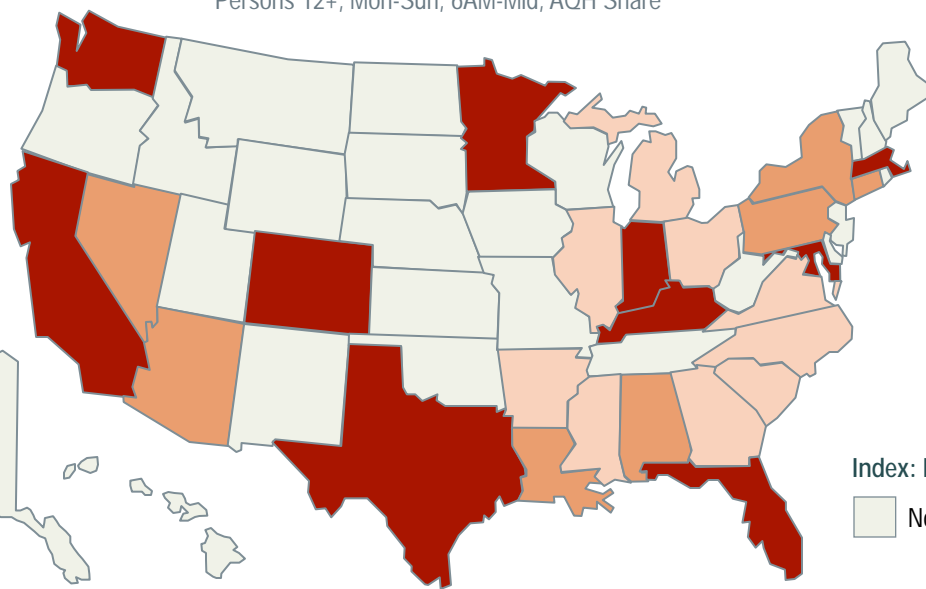
AQH Persons 12+, Mon-Sun, 6AM-Mid



*At-home listening is ten percentage points lower than it was in our 2005 report (where it was 48.9%).*

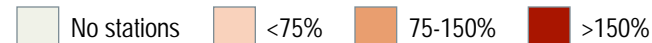
## Audience Share by State

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



*Rhythmic Contemporary stations drew the highest proportion of Black listeners in Kentucky, Massachusetts, Colorado, Washington, Texas, and California.*

Index: Percent +/- National Format Share



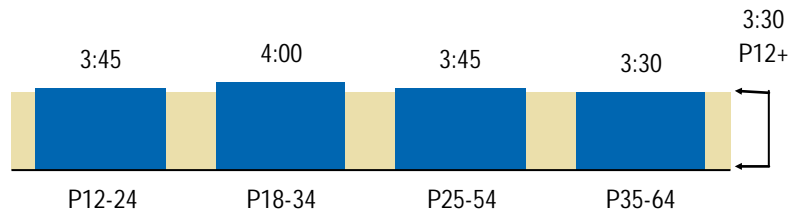
*Due to rounding, totals may not add to exactly 100.*

*Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

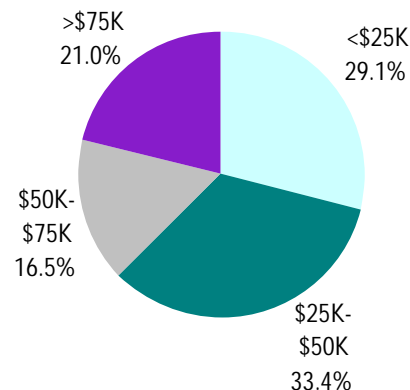
## Time Spent Listening by Demographic

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



## Household Income

Persons 18+



*The percentage of listeners living in \$50k+ households remained steady while the percentage living in \$75k+ households increased by about 40% since our 2003 report.*

## Index of AQH Share of Listening by Daypart

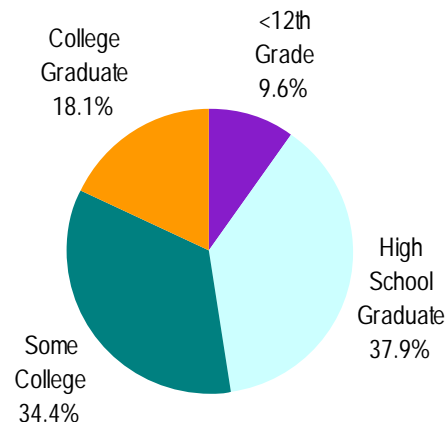
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
111	102	138	77	88

*Like many youth formats, afternoon drive is the strongest daypart.*

## Education

Persons 18+



*Over the last decade we've seen an uptick in the percentage of 18+ Black listeners to this format who have graduated from either high school or college.*

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Financial	Index	%
Any investment	101	32.3%
Bonds	106	8.8%
Money market	108	10.5%
Mutual funds	101	13.0%
Stocks/options	110	16.9%

*Black listeners to Rhythmic Contemporary radio were more likely to own stocks and money market funds than the average of Black listeners to all formats.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	105	16.1%
Bought drapes/window treatments	108	20.7%
Painted exterior	91	5.5%
Painted/hung wallpaper	99	16.7%
Replaced/repaired heat/AC	96	5.9%
Landscaping	101	15.0%

*About 43% of Black Rhythmic Contemporary listeners made certain home improvements in the last year, especially with window, wall, and floor coverings.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	128	15.4%
Women's business clothing	113	18.9%
Fine jewelry	119	17.7%
Cosmetics/perfume/skin care	109	49.6%
Athletic shoes	117	45.9%
Furniture	122	25.5%
Mattress	107	18.9%
<i>Plan to buy:</i>		
Major appliance	105	13.1%
Energy saving appliance	127	7.2%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	101	62.4%

*Black Rhythmic Contemporary listeners were avid buyers of business clothing, fine jewelry, furniture, and other accessories. They were also looking to buy energy saving appliances.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	136	23.3%
Jogging/running	118	30.6%
Gardening	82	23.4%
Musical instrument	96	9.8%
Volunteer work	102	25.0%
Attended comedy club	129	11.5%
<i>Visited casino:</i>		
Play slots at casino	106	29.8%
Visited bar/nightclub at casino	135	10.2%
<i>Lottery:</i>		
Bought any lottery ticket	104	47.0%
<i>Movies:</i>		
Attended movie (past 3 months)	117	55.5%

*Black Rhythmic Contemporary listeners liked to have fun and laugh—one in nine listeners visited a comedy club in the past year—29% more likely than the average.*

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Electronics (Plan to buy)	Index	%
iPad	145	12.2%
Digital camera	126	10.0%
Computer	104	12.4%
HDTV	112	9.3%
Blu-ray disc player	123	6.7%
Smartphone	138	9.5%

*Embracing new technology, the Black Rhythmic Contemporary audience was looking to buy, indexing high for planning to buy iPads, digital cameras, smartphones, HDTVs, and blu-ray players.*



Restaurant (Types Visited)	Index	%
Seafood	88	17.9%
Chinese	107	47.0%
Pizza	118	33.6%
Coffee house	118	11.8%
Any sit-down restaurant	104	75.6%
Any fast food (QSR) past month	103	91.3%

*Nine out of 10 Black Rhythmic Contemporary listeners have visited a fast food restaurant in the last month. About three-quarters visited a sit-down restaurant in the same period.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	141	31.6%
Take college courses online	149	7.6%
Watch/download movies	141	21.5%
Listen to local radio station	136	14.5%
Social networking	132	60.7%
<i>Used wireless/cell for:</i>		
Banking	146	17.0%
Search	146	32.9%
Social networking	148	30.5%
Text messaging	124	73.3%
Watch video clips	153	19.4%
News/traffic/weather	143	28.7%
Email	142	36.8%

*These young-skewing listeners were big Internet consumers; they over-indexed in key categories such as employment searches, watching movies, and listening to radio stations. They were also big social networking and text messaging practitioners.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	123	7.9%
Pretzels/chips/popcorn	107	59.8%
Store brand/private label	102	31.6%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	117	24.7%
Bought groceries/candy/food on the Internet	124	6.6%
Buy locally grown food	87	18.4%
Buy organic food	119	17.6%

*About a quarter of Black Rhythmic Contemporary listeners spend \$200+ per week on groceries; they are 23% more likely to have used baby food, and 7% more likely to have purchased snack food.*



# Adult Contemporary (and Soft Adult Contemporary)



## AQH Share Trend

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

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
3.5%	4.4%	3.9%	3.7%	4.5%	5.0%	5.5%	5.2%

12+ AQH Share in PPM Markets	6.4%
12+ AQH Share in Diary Markets	2.9%

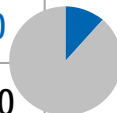
The formats are about 50% more popular among Black listeners since earning a 3.5 share in our 2004 report. AC-Soft AC was twice as popular in PPM markets than in Diary markets.

## Cume

Black Cume  
6,100,500

54,354,800  
Total Format Cume

In Black DST Markets

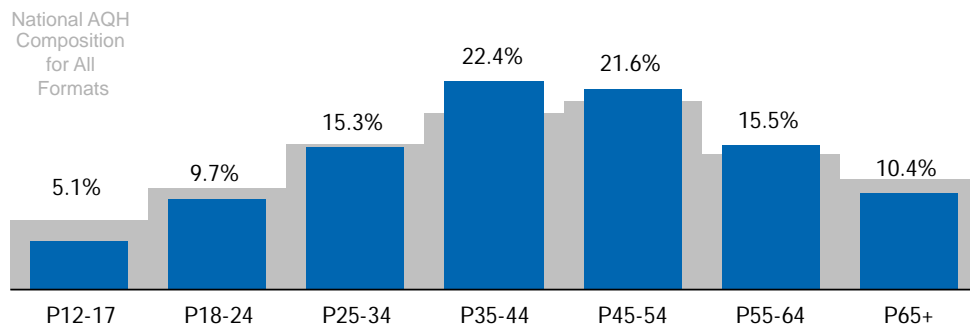


- Listening strength lies in major markets
- Most popular in Northeastern states
- Time spent listening steady in key 25-54 demographic

AC stations combine current hitmakers such as Train, Bruno Mars, and Michael Bubl  with music dating back to the '80s and sometimes before. Like Urban AC stations, AC stations have become increasingly contemporary in recent years, deemphasizing '70s music and playing some CHR artists and Country crossover acts. Today's AC stations have also had an increased presence from R&B/pop acts such as Usher and Rihanna. Many of the 282 AC stations in the Black DST markets also benefit from a traditionally strong workplace presence.

## Audience Composition

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

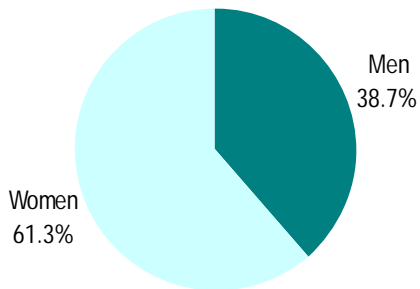


The age composition profile of these formats have remained consistent over the years.

# Adult Contemporary (and Soft Adult Contemporary)

## Listeners 12+

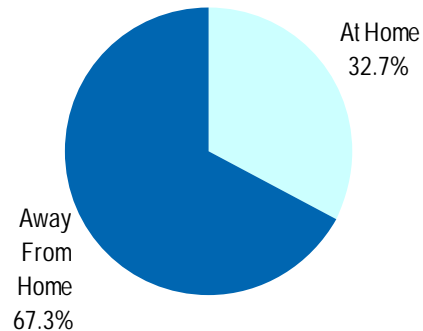
Mon-Sun, 6AM-Mid



*The gender split in this format has been consistent over the last decade.*

## Share of Listening by Location

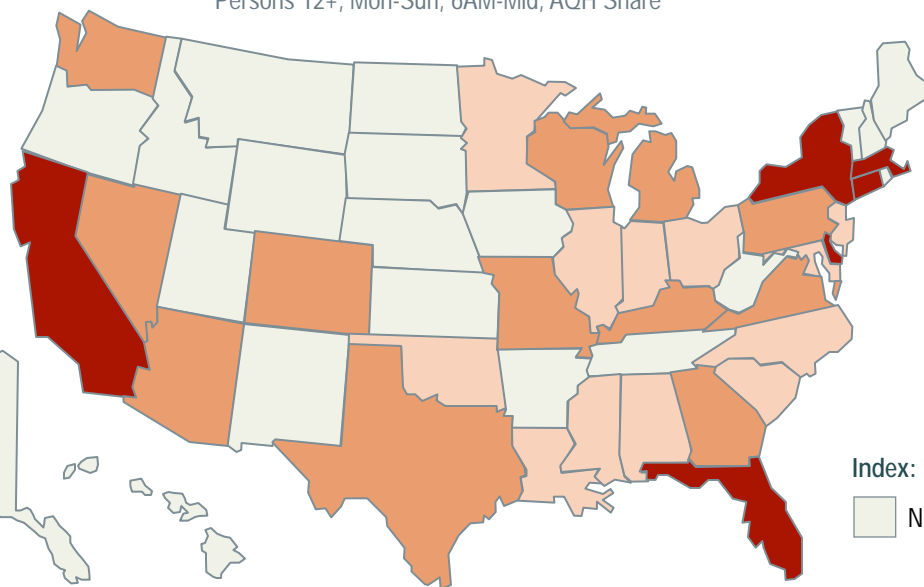
AQH Persons 12+, Mon-Sun, 6AM-Mid



*This format had among the lowest shares of at-home listening in this study.*

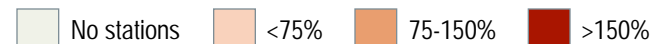
## Audience Share by State

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



*Adult Contemporary (and Soft AC) stations located in Connecticut, Delaware, and Massachusetts captured more than 20% of all Black listening in these states.*

Index: Percent +/- National Format Share



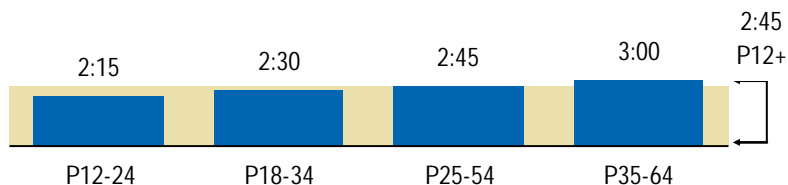
*Due to rounding, totals may not add to exactly 100.*

*Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# Adult Contemporary (and Soft Adult Contemporary)

## Time Spent Listening by Demographic

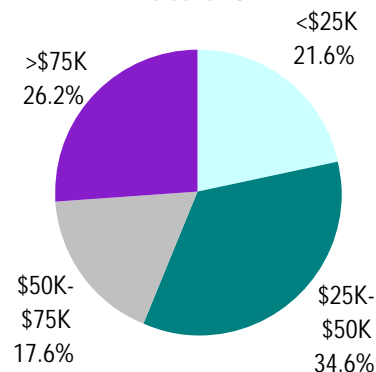
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL held steady in the critical 25-54 demographic and increased by a quarter-hour in younger and older demos.

## Household Income

Persons 18+



Black listeners to these formats have become increasingly affluent: the percentage who live in \$75k+ households was 17% in our 2005 report.

## Index of AQH Share of Listening by Daypart

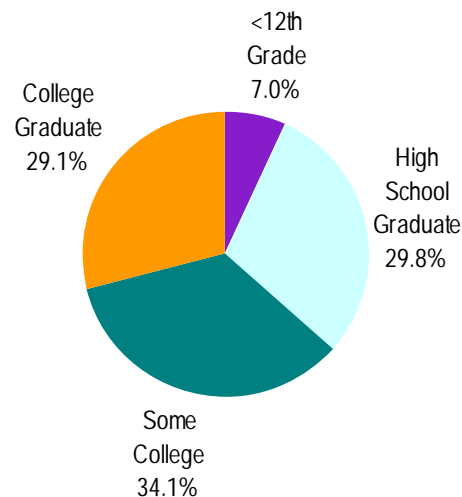
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
102	159	128	51	76

Reinforcing its dominance as an at-work format, AC and Soft AC stations generously outperformed in middays, followed by afternoon drive.

## Education

Persons 18+



Nearly two-thirds of Black listeners to these formats have attended college and the percentage of Black listeners who graduated from college increased from 23% in our 2008 report.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Adult Contemporary (and Soft Adult Contemporary)



Financial	Index	%
Any investment	108	34.5%
Bonds	112	9.3%
Money market	135	13.2%
Mutual funds	114	14.6%
Stocks/options	110	16.8%

*The Black AC/Soft AC audience was investing for the future indexing above the market for any investment; 35% of the audience had some kind of financial investment.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	99	15.2%
Bought drapes/window treatments	96	18.5%
Painted exterior	88	5.3%
Painted/hung wallpaper	107	18.1%
Replaced/repaired heat/AC	108	6.6%
Landscaping	92	13.6%

*The Black AC/Soft AC audience spent a little more on internal home improvements, with almost one in five (18.1%) painting/wallpapering.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	117	14.1%
Women's business clothing	113	18.8%
Fine jewelry	110	16.3%
Cosmetics/perfume/skin care	103	46.9%
Athletic shoes	112	43.9%
Furniture	112	23.4%
Mattress	97	17.2%
<i>Plan to buy:</i>		
Major appliance	104	13.0%
Energy saving appliance	107	6.1%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	104	64.8%

*The Black AC/Soft AC audience was an attractive consumer group—it indexed above the average of all Black consumers in many retail categories, including men's and women's business apparel and fine jewelry.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	114	19.5%
Jogging/running	113	29.2%
Gardening	99	28.3%
Musical instrument	98	24.2%
Volunteer work	105	10.6%
Attended comedy club	119	10.6%
<i>Visited casino:</i>		
Play slots at casino	113	31.7%
Visited bar/nightclub at casino	121	9.1%
<i>Lottery:</i>		
Bought any lottery ticket	108	49.0%
<i>Movies:</i>		
Attended movie (past 3 months)	109	51.6%

*Black AC/Soft AC listeners liked to have fun—indexing higher for attending the movies, comedy clubs, and casinos, than the overall average of Black consumers.*

# Adult Contemporary (and Soft Adult Contemporary)



Electronics (Plan to buy)	Index	%
iPad	124	10.4%
Digital camera	115	9.1%
Computer	110	13.2%
HDTV	98	8.2%
Blu-ray disc player	117	6.4%
Smartphone	102	7.1%

*Black listeners to the AC/Soft AC format were looking to purchase iPads, digital cameras, and computers at rates above the average of Black consumers.*



Restaurant (Types Visited)	Index	%
Seafood	92	18.6%
Chinese	106	46.6%
Pizza	105	29.9%
Coffee house	116	11.6%
Any sit-down restaurant	100	72.2%
Any fast food (QSR) past month	100	88.6%

*Black AC/Soft AC listeners are 16% more likely than Black consumers overall to visit a coffee house.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	115	25.9%
Take college courses online	111	5.7%
Watch/download movies	113	17.1%
Listen to local radio station	116	12.4%
Social networking	111	50.9%
<i>Used wireless/cell for:</i>		
Banking	123	14.3%
Search	116	26.0%
Social networking	105	21.7%
Text messaging	112	66.0%
Watch video clips	112	14.2%
News/traffic/weather	121	24.2%
Email	119	31.1%

*Black AC/Soft AC listeners were embracing technology, with 51% engaging in social networking. One in four listeners (24.2%) used wireless/cell for news/traffic/weather.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	110	7.0%
Pretzels/chips/popcorn	97	54.1%
Store brand/private label	104	32.4%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	105	22.1%
Bought groceries/candy/food on the Internet	111	5.9%
Buy locally grown food	98	20.7%
Buy organic food	125	18.6%

*Over half (54%) of the Black AC/Soft AC audience snacked on pretzel/chips/popcorn. This audience is more likely to have bought a store brand/private label grocery product.*

# News/Talk/Information (and Talk/Personality)



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
3.8%	3.9%	3.6%	3.9%	4.9%	4.6%	4.5%	4.9%

12+ AQH Share in PPM Markets	5.7%
12+ AQH Share in Diary Markets	3.3%

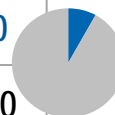
Since the 2009 record high (which included the 2008 presidential election), Black listeners are returning to the format in similar numbers. Note: In our 2010 report, we began to include stations labeled "Talk/Personality" to the totals, which in this report added about 0.6% of listening.

## Cume

Black Cume  
3,135,600

37,770,800  
Total Format Cume

In Black DST Markets

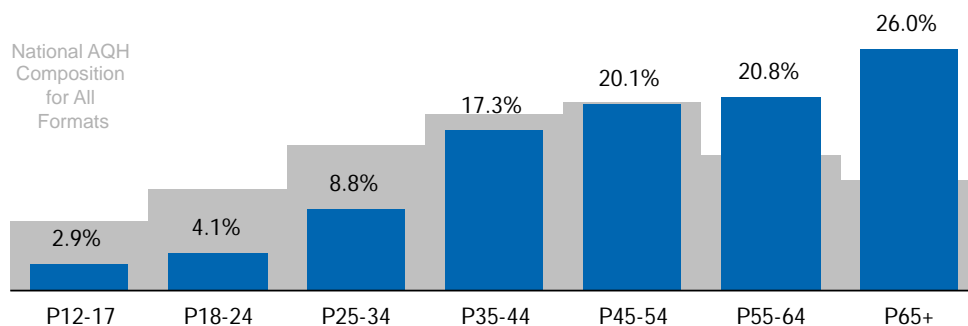


- Equaled high-water mark from 2009 report
- At-home listening on the rise
- Highest percentage of Black college graduates

During the Fall 2011 rating period, a whopping 803 commercial and noncommercial News/Talk/Information stations were measured in the Black DST markets (compared to 686 in last year's report). Much like with the general market, N/T ratings can be affected by major news events such as a presidential election or geopolitical action. Ratings from Fall 2011 equaled the format's performance from the presidential election of 2008, considered historic in many corners.

## Audience Composition

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

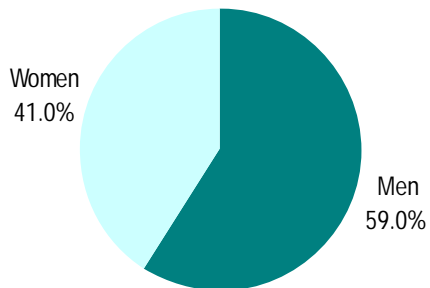


The proportion of under-45s vs. 45 and older Black listeners has held steady over the last decade.

# News/Talk/Information (and Talk/Personality)

## Listeners 12+

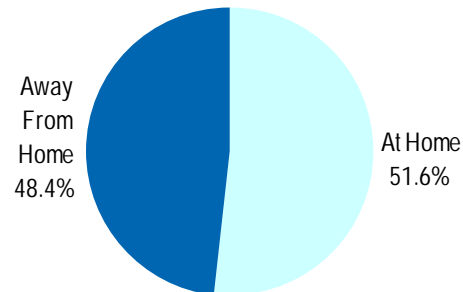
Mon-Sun, 6AM-Mid



*This format had the second highest proportion of male listeners of all the formats profiled in this study.*

## Share of Listening by Location

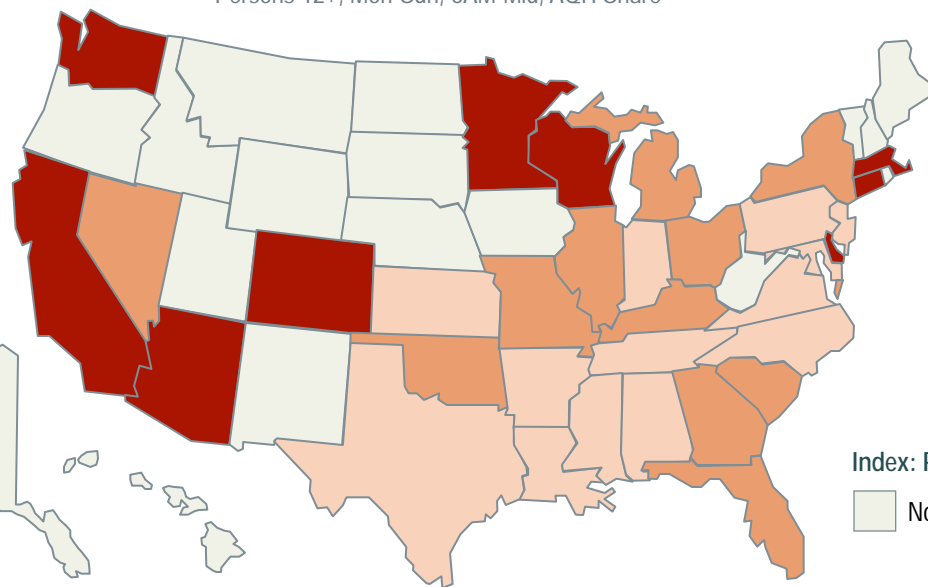
AQH Persons 12+, Mon-Sun, 6AM-Mid



*One of a few formats in this study where at-home listening was on the rise.*

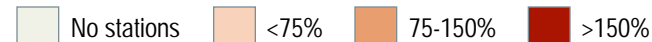
## Audience Share by State

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



*The format has above-average performance in California, Connecticut, Colorado, Arizona, and five other states.*

Index: Percent +/- National Format Share

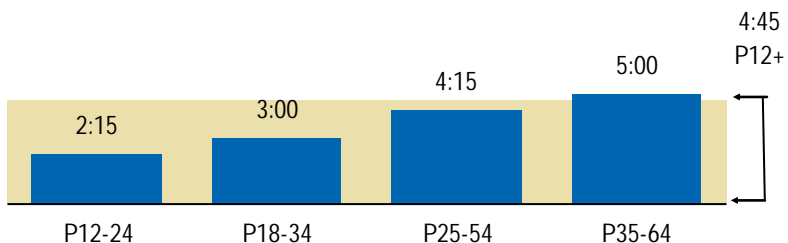


Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# News/Talk/Information (and Talk/Personality)

## Time Spent Listening by Demographic

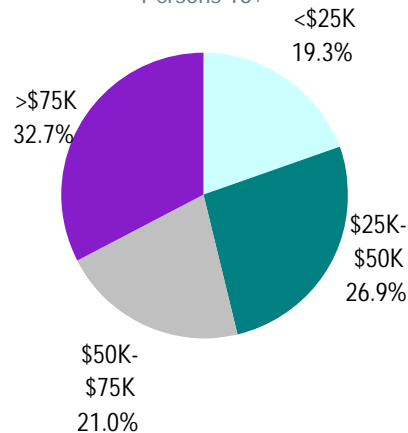
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL among core 35-64 listeners rose by 15 minutes over the prior year.

## Household Income

Persons 18+



Like other spoken-word formats, these formats drew high-income Black listeners.

## Index of AQH Share of Listening by Daypart

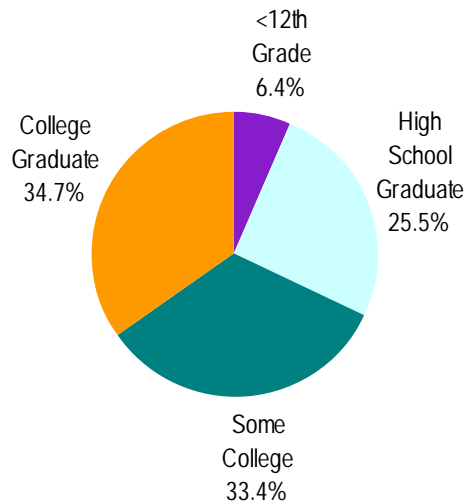
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
171	133	117	49	64

The formats' proportion of morning drive listening was on the rise (the index was 146 in our 2010 report), but midday and afternoon indices were holding steady.

## Education

Persons 18+



These formats drew a higher percentage of Black listeners who graduated from college than any other format in this study.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.



# News/Talk/Information (and Talk/Personality)



Financial	Index	%
Any investment	134	42.7%
Bonds	150	12.4%
Money market	154	15.1%
Mutual funds	162	20.8%
Stocks/options	148	22.7%

*Black listeners to News/Talk/Information & Talk/Personality radio were more likely to invest for their futures, with about 43% having some kind of investment, and over one in five having mutual funds and/or bonds.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	107	16.3%
Bought drapes/window treatments	97	18.5%
Painted exterior	123	7.4%
Painted/hung wallpaper	102	17.3%
Replaced/repaired heat/AC	111	6.8%
Landscaping	105	15.5%

*About 60% of Black listeners to News/Talk/Information & Talk Personality owned their homes, which was 21% more likely than the average of all Black listeners. Consequently, this is an ideal group for home improvement projects.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	122	14.7%
Women's business clothing	90	15.0%
Fine jewelry	101	15.0%
Cosmetics/perfume/skin care	97	44.5%
Athletic shoes	102	40.2%
Furniture	101	21.1%
Mattress	104	18.5%
<i>Plan to buy:</i>		
Major appliance	95	11.9%
Energy saving appliance	113	6.4%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	115	71.2%

*Black listeners to News/Talk/Information & Talk/Personality were 22% more likely to purchase men's business clothing, collectively spending \$107 million.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	79	13.5%
Jogging/running	96	24.7%
Gardening	117	33.2%
Musical instrument	119	29.4%
Volunteer work	103	105.0%
Attended comedy club	124	11.1%
<i>Visited casino:</i>		
Play slots at casino	103	29.1%
Visited bar/nightclub at casino	102	7.7%
<i>Lottery:</i>		
Bought any lottery ticket	102	46.0%
<i>Movies:</i>		
Attended movie (past 3 months)	100	47.2%

*Black News/Talk/Information & Talk/Personality listeners contributed to their communities, with 29% lending a hand through volunteer work.*

# News/Talk/Information (and Talk/Personality)



Electronics (Plan to buy)	Index	%
iPad	88	7.4%
Digital camera	92	7.2%
Computer	101	12.2%
HDTV	87	7.2%
Blu-ray disc player	92	5.0%
Smartphone	97	6.6%

Over 12% of this audience planned to buy a computer. This was in line with all Black listeners.



Restaurant (Types Visited)	Index	%
Seafood	103	20.9%
Chinese	97	42.5%
Pizza	100	28.3%
Coffee house	125	12.5%
Any sit-down restaurant	106	76.5%
Any fast food (QSR) past month	99	87.8%

This audience was more likely to have patronized a sit-down restaurant than the overall Black listening population, and they were 25% more likely to patronize a coffee house.



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	96	21.5%
Take college courses online	83	4.2%
Watch/download movies	103	15.6%
Listen to local radio station	122	13.1%
Social networking	92	42.4%
<i>Used wireless/cell for:</i>		
Banking	90	10.4%
Search	98	21.9%
Social networking	84	17.3%
Text messaging	98	57.9%
Watch video clips	83	10.5%
News/traffic/weather	98	19.6%
Email	103	26.7%

The Black News/Talk/Information & Talk/Personality audience was 22% more likely to listen to local radio stations on the Internet.



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	79	5.0%
Pretzels/chips/popcorn	99	55.3%
Store brand/private label	107	33.3%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	89	18.8%
Bought groceries/candy/food on the Internet	95	5.0%
Buy locally grown food	117	24.6%
Buy organic food	140	20.7%

This audience was 40% more likely than Black listeners overall to buy locally grown and/or organic food.

# Gospel



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
5.2%	6.0%	5.6%	5.9%	4.6%	4.4%	4.5%	4.9%

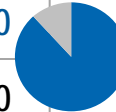
12+ AQH Share in PPM Markets	3.6%
12+ AQH Share in Diary Markets	7.5%

The format's current share is a point off a 6.0 share in our 2005 report, but it's climbing back from a 4.4 share in our report two years ago. The format only had a 2.1 12+ share in PPM markets two years ago; this year's PPM share is 70% better.

## Cume

Black Cume  
2,512,700

2,928,500  
Total Format Cume



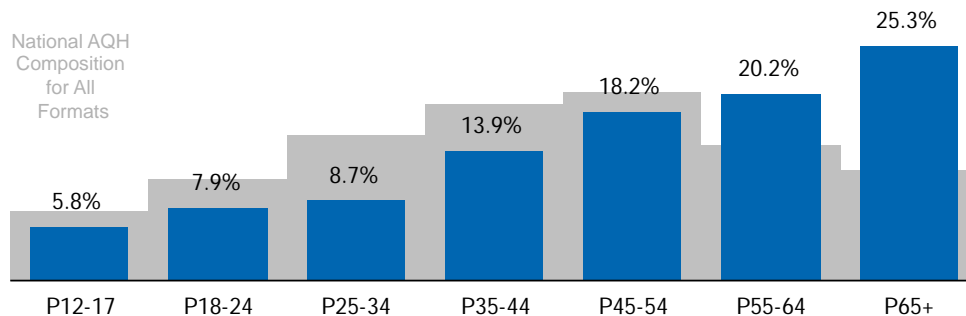
In Black DST Markets

- Highest proportion of female listeners
- Major market ratings on rebound
- Performs best in the "Bible Belt" states

Lisa Page Brooks, Fred Hammond, Marvin Sapp, and James Fortune & FIYA are among the artists you'll hear on the 164 Gospel stations in the Black DST markets. Gospel listeners are incredibly loyal. The format generates its audience share on a fraction of available audience (Cume) when compared to formats of similar stature.

## Audience Composition

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



Although small, the proportion of 12-24s in this format (14%) was nearly twice what it was in our 2007 report.

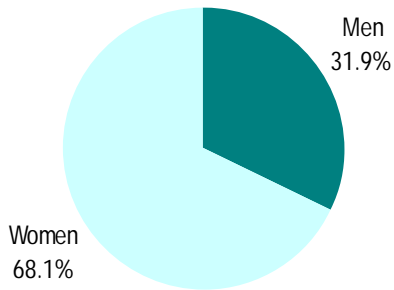
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Gospel

## Listeners 12+

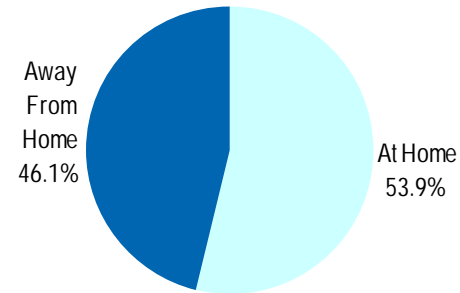
Mon-Sun, 6AM-Mid



*Among Black listeners, no format had a higher proportion of females.*

## Share of Listening by Location

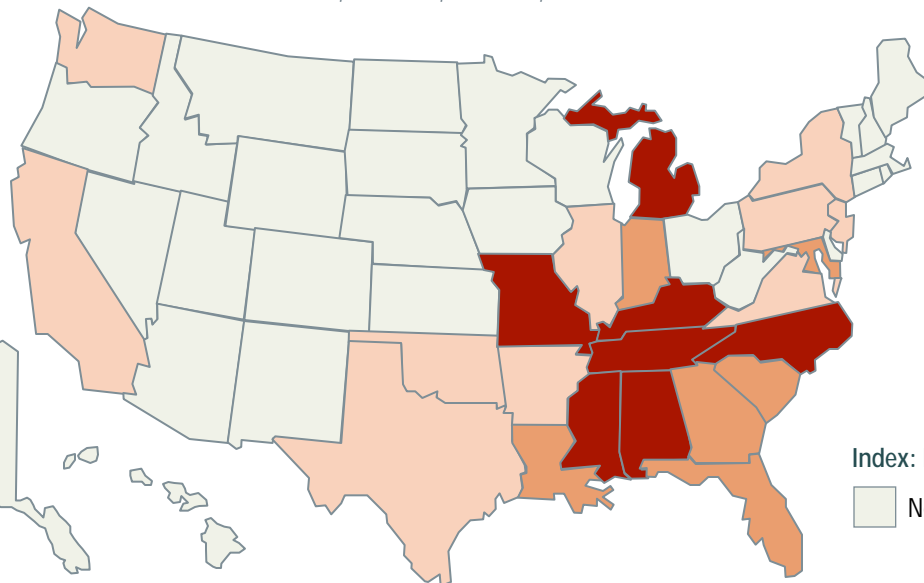
AQH Persons 12+, Mon-Sun, 6AM-Mid



*Slightly over half of listening to this format occurred in the home; a statistic that has remained consistent over the last decade.*

## Audience Share by State

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



*Perhaps not surprisingly, this format performed best across the South. The format's top-rated states included Missouri, Mississippi, Alabama, Tennessee, North Carolina, and Kentucky.*

Index: Percent +/- National Format Share

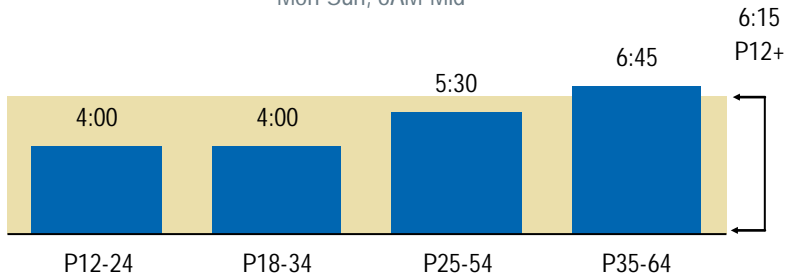


*Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# Gospel

## Time Spent Listening by Demographic

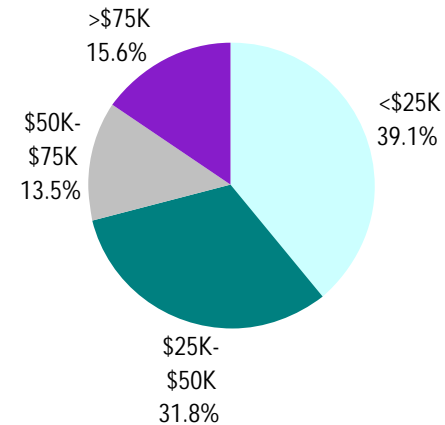
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL is strongest in the core 35-64 demographic.

## Household Income

Persons 18+



The percentage of Black listeners to this format who live in \$75k+ households has increased by 50% over the last decade.

## Index of AQH Share of Listening by Daypart

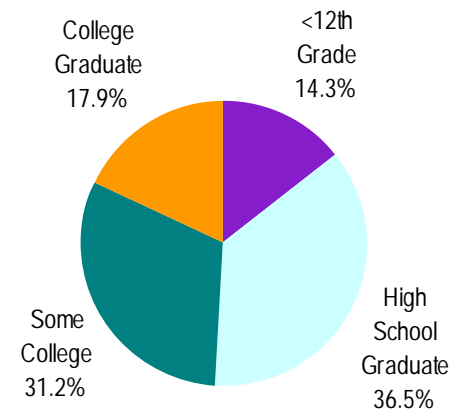
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
131	121	113	51	95

Although morning drive is the best-performing daypart, Gospel also does well on weekends, similar to other religion-based formats.

## Education

Persons 18+



More Black listeners to this format have graduated from high school compared to a decade ago.



Financial	Index	%
Any investment	94	29.8%
Bonds	85	7.0%
Money market	82	8.0%
Mutual funds	109	14.0%
Stocks/options	88	13.5%

*Almost 30% of the Black Gospel audience had investments, and it is more likely to own mutual funds.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	103	15.8%
Bought drapes/window treatments	118	22.7%
Painted exterior	109	6.6%
Painted/hung wallpaper	114	19.2%
Replaced/repaired heat/AC	116	7.1%
Landscaping	100	14.7%

*With 43% of the Gospel audience having home improvements done in the past year, this audience was more likely than the market average to have bought draperies/window treatments, carpet/floor covering, and to have painted/hung wallpaper in their homes.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	76	9.1%
Women's business clothing	112	18.6%
Fine jewelry	77	11.4%
Cosmetics/perfume/skin care	98	44.9%
Athletic shoes	101	39.6%
Furniture	93	19.6%
Mattress	101	17.8%
<i>Plan to buy:</i>		
Major appliance	103	12.8%
Energy saving appliance	143	8.1%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	96	59.9%

*About 60% of Black Gospel listeners used a credit card. They were more likely than the average Black listener to purchase women's business clothing and plan to purchase energy saving appliances.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	86	14.8%
Jogging/running	81	20.9%
Gardening	102	29.1%
Musical instrument	86	21.2%
Volunteer work	91	9.3%
Attended comedy club	72	6.4%
<i>Visited casino:</i>		
Play slots at casino	89	25.1%
Visited bar/nightclub at casino	71	5.4%
<i>Lottery:</i>		
Bought any lottery ticket	92	41.9%
<i>Movies:</i>		
Attended movie (past 3 months)	91	43.0%

*Some 29% of this audience participated in gardening.*



Electronics (Plan to buy)	Index	%
iPad	87	7.4%
Digital camera	101	7.9%
Computer	70	8.4%
HDTV	86	7.2%
Blu-ray disc player	99	5.4%
Smartphone	73	5.0%

*Black listeners to Gospel radio planned to buy digital cameras and Blu-ray players in line with average Black listeners.*



Restaurant (Types Visited)	Index	%
Seafood	122	24.7%
Chinese	99	43.6%
Pizza	94	26.5%
Coffee house	80	8.0%
Any sit-down restaurant	102	74.2%
Any fast food (QSR) past month	99	87.8%

*The Black Gospel audience was 22% more likely to patronize a seafood restaurant.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	71	16.0%
Take college courses online	74	3.8%
Watch/download movies	77	11.8%
Listen to local radio station	76	8.2%
Social networking	83	38.0%
<i>Used wireless/cell for:</i>		
Banking	70	8.2%
Search	78	17.6%
Social networking	79	16.2%
Text messaging	92	54.1%
Watch video clips	59	7.4%
News/traffic/weather	76	15.2%
Email	79	20.7%

*Over half of Black Gospel listeners engaged in text messaging.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	100	6.4%
Pretzels/chips/popcorn	94	52.3%
Store brand/private label	97	30.0%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	89	18.7%
Bought groceries/candy/food on the Internet	87	4.6%
Buy locally grown food	92	19.4%
Buy organic food	76	11.2%

*Nearly one in five Black Gospel listeners bought locally grown food and about 19% spent at least \$200 a week on groceries.*

# Pop Contemporary Hit Radio (Pop CHR)



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
2.8%	3.0%	3.0%	3.1%	3.2%	3.8%	4.3%	4.6%

12+ AQH Share in PPM Markets	4.6%
12+ AQH Share in Diary Markets	4.5%

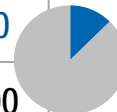
Although Black listening to Pop CHR remained modest, its listening levels are substantially higher than at any time in the past dozen years. The format performs equally well among Black listeners in both PPM and Diary markets.

## Cume

Black Cume  
6,087,000

49,268,100  
Total Format Cume

In Black DST Markets

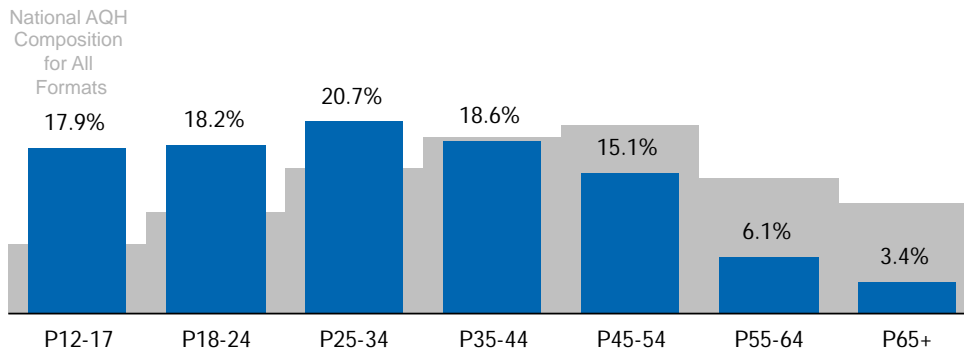


- Like with the general market, this format is on the rise
- Substantial portion of listeners aged 35+
- Performs best in markets lacking an Urban or Rhythmic CHR station

Thanks to rocket-fueled pop from the likes of Katy Perry, Adele, Lady Gaga, and LMFAO Pop/CHR continues its decade-long path of diverging from Urban Contemporary and remains the format that plays "pop"- and dance-oriented songs from artists like Usher, Nicki Minaj, and Rihanna that aren't widely heard at Urban radio. Black listening share to the 246 Pop CHR stations in the DST markets was 50% higher compared to the mid-2000s and mirrored the format's success with the general market.

## Audience Composition

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



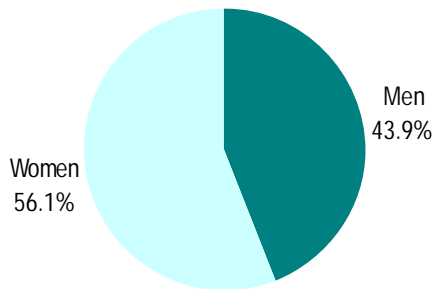
Over time, the Black audience to Pop CHR has matured. About 43% of its audience was 35 or older, compared to 27% in our 2003 report.



# Pop Contemporary Hit Radio (Pop CHR)

## Listeners 12+

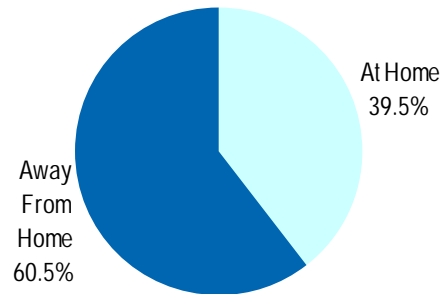
Mon-Sun, 6AM-Mid



*Females dominated this format, much like Pop CHR's overall audience, however it has become slightly more male oriented in recent years.*

## Share of Listening by Location

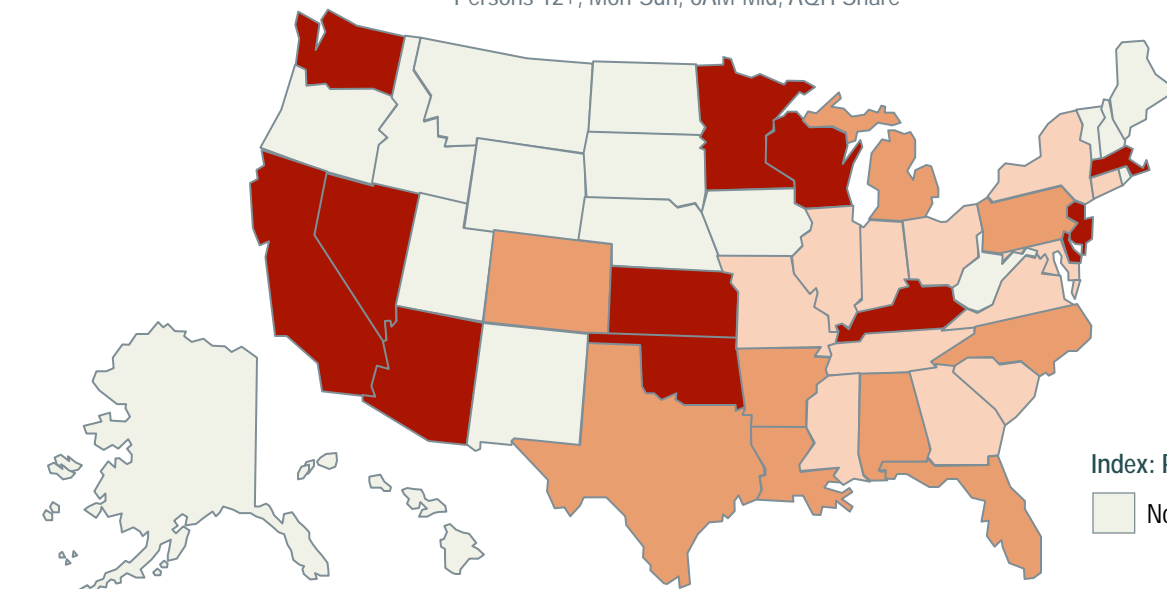
AQH Persons 12+, Mon-Sun, 6AM-Mid



*In our 2003 report, about 47% of Black listening to Pop CHR occurred at home; this year that figure decreased to 40%.*

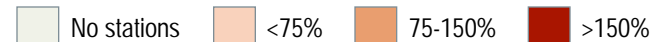
## Audience Share by State

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



*Black listening to Pop CHR was frequently higher in markets and states that lack an Urban Contemporary or Rhythmic CHR station.*

Index: Percent +/- National Format Share

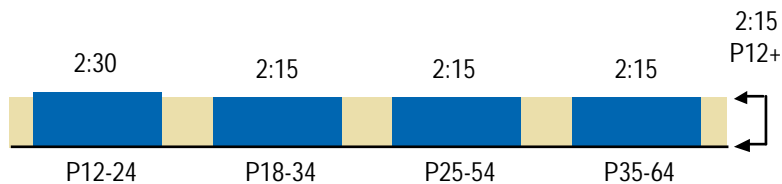


*Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# Pop Contemporary Hit Radio (Pop CHR)

## Time Spent Listening by Demographic

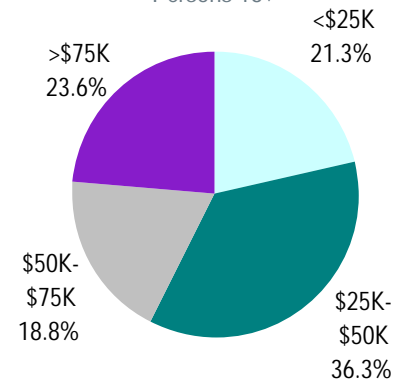
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL to this format among Black listeners is stable from last year across all demographic cells.

## Household Income

Persons 18+



The proportion of Black listeners to this format living in \$75,000+ households grew 50% since our 2006 report.

## Index of AQH Share of Listening by Daypart

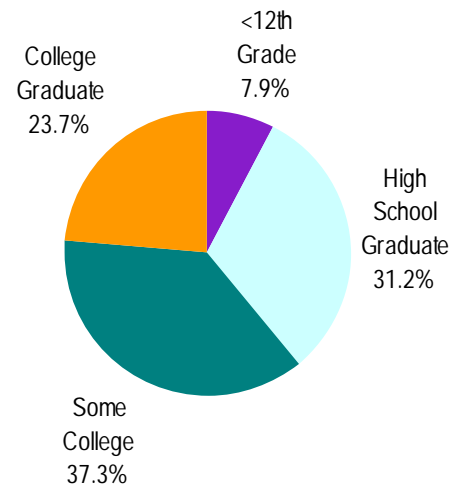
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
108	107	133	74	90

Like other youth-oriented formats, Black listening to Pop CHR was strongest in afternoon drive, followed by morning drive listening. This was a consistent trend in recent years.

## Education

Persons 18+



The percentage of Black listeners to Pop CHR who graduated from college ballooned from 17% in our 2006 report to its current 24%.

Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Pop Contemporary Hit Radio (Pop CHR)



Financial	Index	%
Any investment	97	30.9%
Bonds	104	8.6%
Money market	102	10.0%
Mutual funds	92	11.8%
Stocks/options	103	15.9%

About 31% of Black POP CHR listeners invested their savings. Their investment patterns were about average for all Black listeners.



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	112	17.2%
Bought drapes/window treatments	107	20.6%
Painted exterior	88	5.3%
Painted/hung wallpaper	110	18.6%
Replaced/repaired heat/AC	105	6.4%
Landscaping	101	14.9%

Black POP CHR listeners were more likely to improve their wall, floor, and window coverings. Almost 42% of this audience had some kind of home improvement done in the last year.



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	145	17.5%
Women's business clothing	121	20.2%
Fine jewelry	124	18.3%
Cosmetics/perfume/skin care	112	51.2%
Athletic shoes	121	47.6%
Furniture	121	25.4%
Mattress	126	22.2%
<i>Plan to buy:</i>		
Major appliance	108	13.5%
Energy saving appliance	116	6.6%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	97	60.1%

Black Pop CHR listeners were more likely to purchase business apparel, fine jewelry, and mattresses. They also spent \$321 million on cosmetics, perfume, and skincare.



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	143	24.5%
Jogging/running	129	33.4%
Gardening	81	23.1%
Musical instrument	111	27.3%
Volunteer work	113	11.5%
Attended comedy club	119	10.6%
<i>Visited casino:</i>		
Play slots at casino	102	28.6%
Visited bar/nightclub at casino	137	10.3%
<i>Lottery:</i>		
Bought any lottery ticket	98	44.6%
<i>Movies:</i>		
Attended movie (past 3 months)	121	57.4%

About 57% of Black listeners to POP CHR radio attended at least one movie in the past three months.

# Pop Contemporary Hit Radio (Pop CHR)



Electronics (Plan to buy)	Index	%
iPad	144	12.1%
Digital camera	127	10.0%
Computer	122	14.6%
HDTV	107	8.9%
Blu-ray disc player	123	6.7%
Smartphone	164	11.3%

*The POP CHR audience indexed higher for their intention to buy newer technologies in the coming year, with 12% planning to buy an iPad and 11% planning to buy a smartphone.*



Restaurant (Types Visited)	Index	%
Seafood	90	18.3%
Chinese	112	49.4%
Pizza	129	36.5%
Coffee house	131	13.1%
Any sit-down restaurant	101	73.3%
Any fast food (QSR) past month	104	92.0%

*This audience patronized sit-down and fast food restaurants at the same rates as the overall Black audience; however, they consumed pizza and visited coffee houses at above-average rates.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	149	33.5%
Take college courses online	167	8.5%
Watch/download movies	160	24.4%
Listen to local radio station	144	15.4%
Social networking	141	65.0%
<i>Used wireless/cell for:</i>		
Banking	161	18.8%
Search	153	34.5%
Social networking	165	34.1%
Text messaging	129	76.0%
Watch video clips	168	21.3%
News/traffic/weather	158	31.7%
Email	152	39.6%

*This younger audience was tech savvy: they used the Internet for employment searches, taking online classes, social networking, and listening to local radio stations.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	164	10.5%
Pretzels/chips/popcorn	110	61.2%
Store brand/private label	103	32.1%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	120	25.3%
Bought groceries/candy/food on the Internet	104	5.5%
Buy locally grown food	81	17.1%
Buy organic food	117	17.3%

*About a quarter of this group lived in a household that spends over \$200 a week on groceries.*

# All Sports



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
-	-	-	-	2.0%	3.0%	3.2%	3.3%

12+ AQH Share in PPM Markets	4.2%
12+ AQH Share in Diary Markets	1.5%

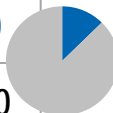
*In only the fourth report since we began tracking All Sports in Black Radio Today, the format has grown in every report since then. It performed particularly well in PPM markets.*

## Cume

Black Cume  
2,446,000

20,995,800  
Total Format Cume

*In Black DST Markets*

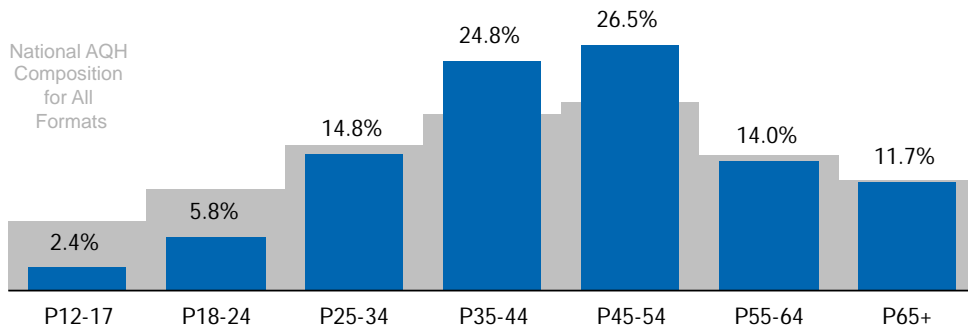


- Big gains in share since 2009 intro
- Super high education/income levels
- Performs better in PPM markets
- High concentration of 25-54 men

Much like with the general market, All Sports is drawing a growing and affluent group of Black listeners, especially in the major markets. The 360 stations in this format was dominated by male listening and it's a well-targeted format: 80% of its listeners were between 25-64 years old. Black All Sports listeners are well educated (nearly three-quarters have attended college) and well over half live in homes with \$50k incomes.

## Audience Composition

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

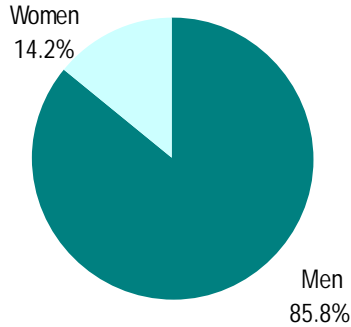


*About 80% of the Black All Sports audience is aged 25-64 (compared to 70% of the overall market for All Sports).*

# All Sports

## Listeners 12+

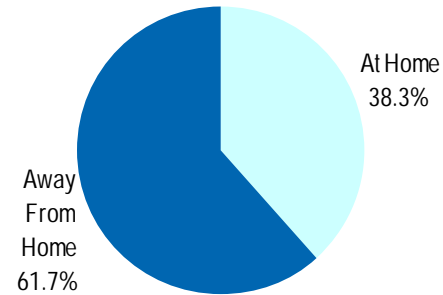
Mon-Sun, 6AM-Mid



*Some 86% of Black listeners to the All Sports AQH audience was men, a figure similar to the overall market.*

## Share of Listening by Location

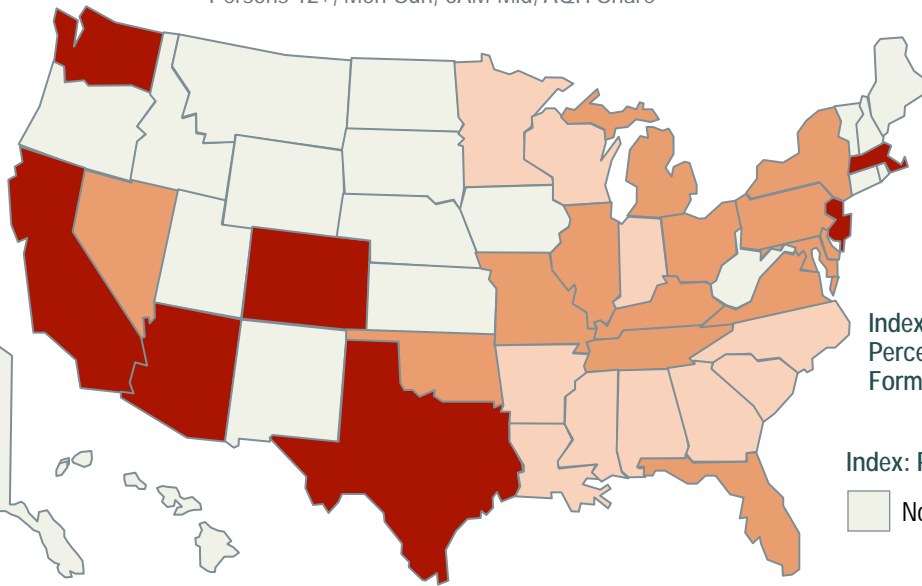
AQH Persons 12+, Mon-Sun, 6AM-Mid



*In our 2009 report, 33% of Black listening to All Sports occurred in the home, five points less than in our current report.*

## Audience Share by State

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



*Black listening to All Sports radio was, perhaps not surprisingly, strongest in those markets/states with major league teams. The five strongest listening states were New Jersey, Colorado, District of Columbia, Arizona, and Massachusetts.*

Index:  
Percent +/- National  
Format Share

Index: Percent +/- National Format Share



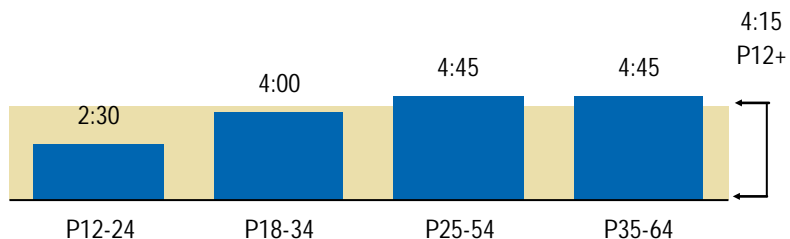
*Due to rounding, totals may not add to exactly 100.*

*Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# All Sports

## Time Spent Listening by Demographic

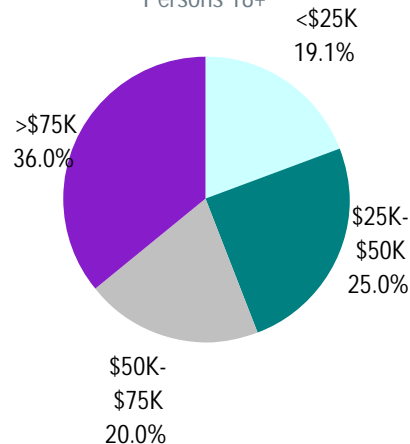
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Overall, TSL to the format held steady compared to the previous year and there were substantial TSL gains among young Black listeners 12-34.

## Household Income

Persons 18+



All Sports had more Black listeners who lived in households earning \$75,000+ than any other format in this report. Likewise, it had more \$50k household listeners than any other format.

## Index of AQH Share of Listening by Daypart

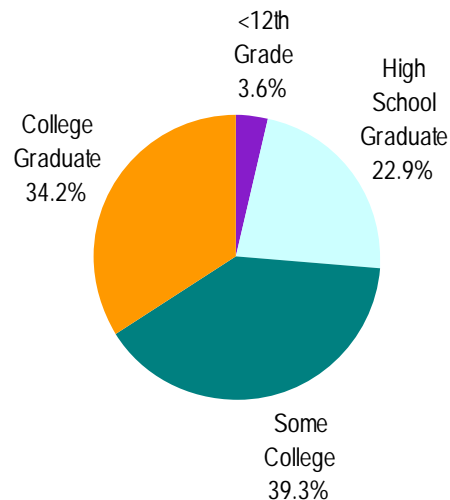
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
119	126	135	58	82

All Sports outperforms its average weekly share between 6AM-7PM during the work week. Its strongest daypart has varied in recent years between middays and afternoons.

## Education

Persons 18+



All Sports has among the best-educated Black listeners among all of the formats in this report. Nearly three-quarters of its 18+ audience attended college.



Financial	Index	%
Any investment	136	43.3%
Bonds	127	10.5%
Money market	148	14.5%
Mutual funds	159	20.5%
Stocks/options	137	21.0%

*Black listeners to All Sports radio indexed way above average to invest in stocks, bonds, mutual funds, and money market accounts.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	106	16.3%
Bought drapes/window treatments	97	18.7%
Painted exterior	101	6.2%
Painted/hung wallpaper	122	20.6%
Replaced/repaired heat/AC	134	8.2%
Landscaping	120	17.6%

*About 57% of this audience lived in an owned home, so home improvements were likely to follow. For example, the Black listener to All Sports was much more likely to replace or repair his heating/air conditioning.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	171	20.6%
Women's business clothing	92	15.3%
Fine jewelry	115	17.0%
Cosmetics/perfume/skin care	97	44.1%
Athletic shoes	117	46.0%
Furniture	120	25.2%
Mattress	108	19.0%
<i>Plan to buy:</i>		
Major appliance	105	13.1%
Energy saving appliance	139	7.9%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	115	71.2%

*Because the Black All Sports audience skewed substantially male—this audience was 71% more likely than the average Black listener to buy men's business clothes. This audience was 15% more likely to purchase fine jewelry, and they were more likely to buy major appliances, especially energy saving appliances.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	147	25.3%
Jogging/running	116	30.0%
Gardening	92	26.2%
Musical instrument	105	10.6%
Volunteer work	99	24.3%
Attended comedy club	138	12.3%
<i>Visited casino:</i>		
Play slots at casino	115	32.4%
Visited bar/nightclub at casino	149	11.2%
<i>Lottery:</i>		
Bought any lottery ticket	115	52.1%
<i>Movies:</i>		
Attended movie (past 3 months)	113	53.4%

*The Black All Sports audience enjoyed going to the movies, over half (53.4%) visited the movies at least once in the past three months, which is 13% more likely than the average.*



# All Sports



Electronics (Plan to buy)	Index	%
iPad	113	9.5%
Digital camera	111	8.8%
Computer	104	12.5%
HDTV	90	7.5%
Blu-ray disc player	108	5.9%
Smartphone	150	10.4%

*This is an audience filled with men with high incomes, making them 50% more likely than the average to buy a smartphone and 13% more likely to buy an iPad.*



Restaurant (Types Visited)	Index	%
Seafood	105	21.3%
Chinese	102	45.0%
Pizza	110	31.2%
Coffee house	142	14.2%
Any sit-down restaurant	108	78.6%
Any fast food (QSR) past month	102	90.4%

*The Black All Sports listeners will break away to eat (79% of this audience visited a sit-down restaurant), or get caffeinated; they were 42% more likely to have visited a coffee house.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	111	25.0%
Take college courses online	104	5.3%
Watch/download movies	116	17.6%
Listen to local radio station	143	15.3%
Social networking	105	48.2%
<i>Used wireless/cell for:</i>		
Banking	112	13.0%
Search	113	25.4%
Social networking	103	21.2%
Text messaging	109	64.4%
Watch video clips	99	12.6%
News/traffic/weather	115	23.1%
Email	116	30.3%

*Black All Sports listeners undoubtedly use the Internet to keep up with their teams. They were 43% more likely to listen to a local radio station on the Internet.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	95	6.0%
Pretzels/chips/popcorn	99	55.2%
Store brand/private label	101	31.3%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	115	24.2%
Bought groceries/candy/food on the Internet	113	6.0%
Buy locally grown food	105	22.1%
Buy organic food	124	18.3%

*Almost one in five All Sports listeners bought locally grown and/or organic food.*



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
-	-	-	-	1.9%	1.8%	2.0%	2.1%

12+ AQH Share in PPM Markets	3.2%
12+ AQH Share in Diary Markets	0.1%

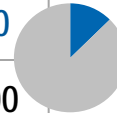
*Black listening is occurring at peak levels with this year's report. Since All News stations exist primarily in the nation's most populous markets, it's no surprise that listening was concentrated in the PPM markets.*

## Cume

Black Cume  
**1,805,000**

**13,318,100**  
Total Format Cume

*In Black DST Markets*

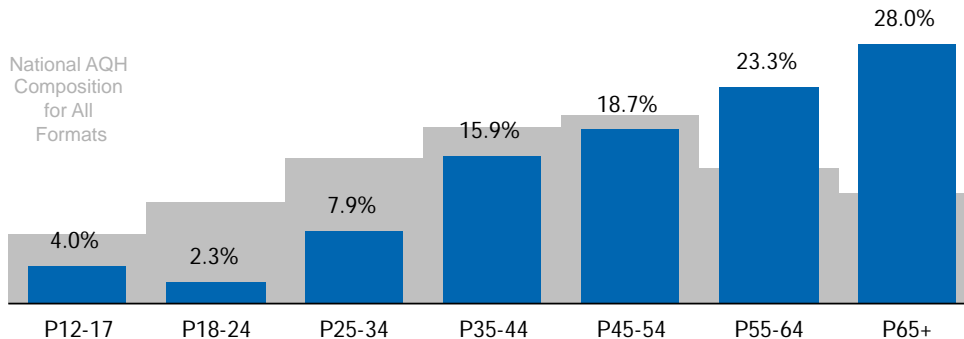


- **Big performance from just 35 stations**
- **Listening by younger demos on the rise**
- **Most listening occurred at home**

There are only 35 All News stations in the Black DST markets (most of which are in the Top-10 markets) but these stations pack a listening wallop among Black listeners. All told, some 13.3 million listeners tuned in to an All News station in Fall 2011 with Black listeners constituting 14% of that audience.

## Audience Composition

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



*About 10% of this format's audience was 18-34, twice what it was in our 2010 report.*

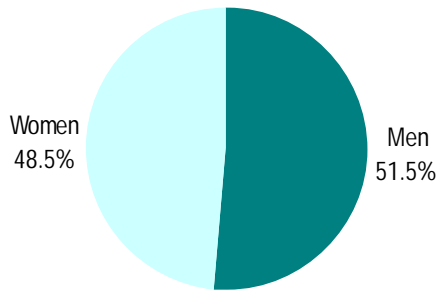
*Due to rounding, totals may not add to exactly 100.*

*Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# All News

## Listeners 12+

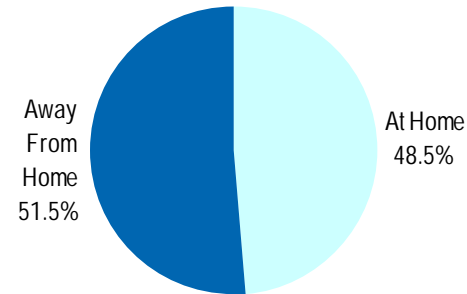
Mon-Sun, 6AM-Mid



*Unlike other spoken word formats, where men dominate the listening, All News attracted a near-equal amount of male and female listening.*

## Share of Listening by Location

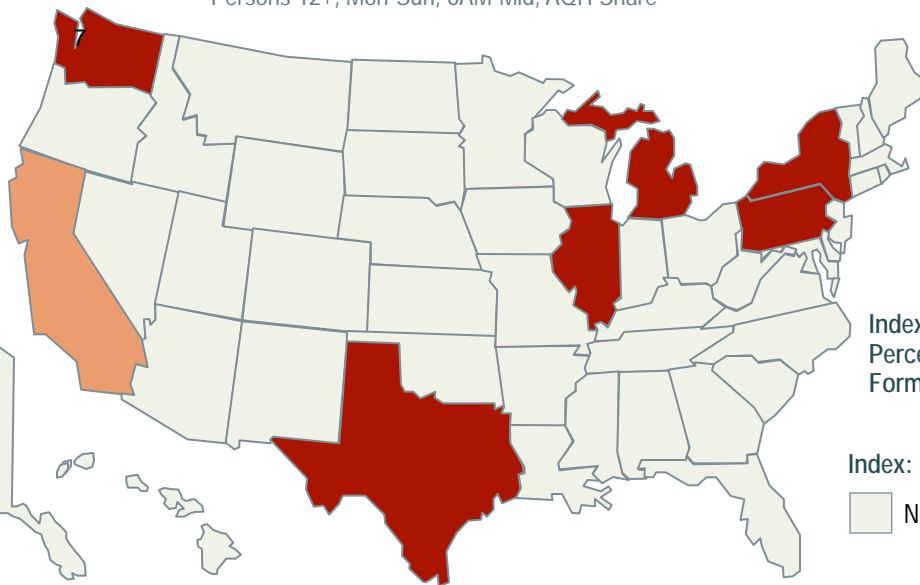
AQH Persons 12+, Mon-Sun, 6AM-Mid



*Listening location has shifted dramatically in two years; in our 2010 report 58% of listening occurred at home.*

## Audience Share by State

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



*Not surprisingly, All News performed best in the eight states that have All News stations.*

Index:  
Percent +/- National  
Format Share

Index: Percent +/- National Format Share



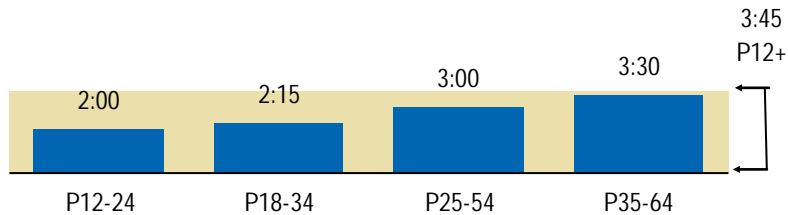
*Due to rounding, totals may not add to exactly 100.*

*Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

# All News

## Time Spent Listening by Demographic

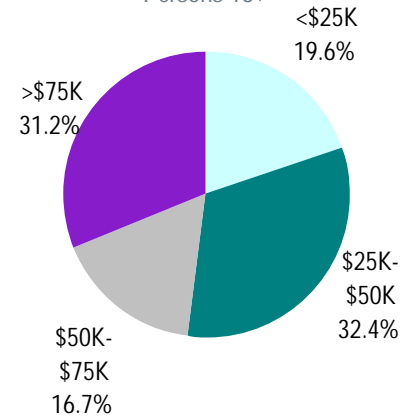
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL among 25-54 listeners was consistent with the previous year.

## Household Income

Persons 18+



About half of Black listeners to this format lived in \$50k+ households.

## Index of AQH Share of Listening by Daypart

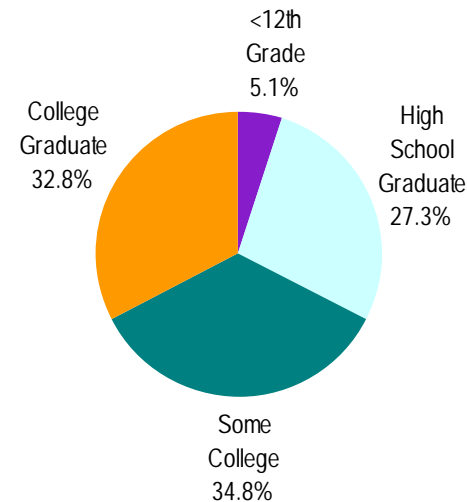
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
150	105	116	60	88

Not surprisingly, morning drive was strongest for this format, but share of listening in middays and afternoons was on the rise.

## Education

Persons 18+



Over two-thirds of Black listeners to All News attended college, one of the highest rates among all formats in this report.



Financial	Index	%
Any investment	137	43.6%
Bonds	144	11.9%
Money market	176	17.2%
Mutual funds	153	19.6%
Stocks/options	140	21.5%

*Four out of ten (43.6%) of Black All News listeners had an investment and they indexed very high for bonds, stocks/stock options, mutual funds, and money market funds.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	126	19.3%
Bought drapes/window treatments	88	16.9%
Painted exterior	118	7.2%
Painted/hung wallpaper	129	21.8%
Replaced/repaired heat/AC	84	5.1%
Landscaping	92	13.5%

*Black listeners to All News formats were 16% more likely than all Black listeners to live in an owned home. Almost 22% painted or wallpapered their homes in the past year, and a similar percentage bought carpeting or floor coverings in the last year.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	103	12.4%
Women's business clothing	95	15.9%
Fine jewelry	97	14.4%
Cosmetics/perfume/skin care	94	43.0%
Athletic shoes	93	36.7%
Furniture	111	23.4%
Mattress	101	17.8%
<i>Plan to buy:</i>		
Major appliance	100	12.4%
Energy saving appliance	152	8.7%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	122	75.8%

*Black listeners to All News formats were 16% more likely than all Black listeners to live in an owned home. Almost 22% painted or wallpapered their homes in the past year, and a similar percentage bought carpeting or floor coverings in the last year.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	74	12.7%
Jogging/running	97	25.2%
Gardening	110	31.4%
Musical instrument	96	23.6%
Volunteer work	96	9.7%
Attended comedy club	94	8.3%
<i>Visited casino:</i>		
Play slots at casino	123	34.4%
Visited bar/nightclub at casino	125	9.4%
<i>Lottery:</i>		
Bought any lottery ticket	114	51.5%
<i>Movies:</i>		
Attended movie (past 3 months)	103	48.6%

*Black listeners to this format take chances: they were 14% more likely to have purchased a lottery ticket, and they are 22% more likely to visit a casino.*

Index compares Black listeners of format with total Black adults in USA. An Index of 100 is average. Source: Scarborough USA+, Release 2, 2011



Electronics (Plan to buy)	Index	%
iPad	98	8.2%
Digital camera	93	7.4%
Computer	98	11.8%
HDTV	109	9.1%
Blu-ray disc player	88	4.8%
Smartphone	115	7.9%

*The Black All News audience liked to stay in touch, and with technology—they were 15% more likely than the average Black listener to plan to buy a smartphone.*



Restaurant (Types Visited)	Index	%
Seafood	84	17.1%
Chinese	98	43.3%
Pizza	90	25.5%
Coffee house	129	12.9%
Any sit-down restaurant	102	74.2%
Any fast food (QSR) past month	99	87.8%

*The Black All News audience may be on the go and caffeinated. This group is 29% more likely to have visited a coffee house.*



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	64	14.4%
Take college courses online	76	3.9%
Watch/download movies	100	15.2%
Listen to local radio station	123	13.1%
Social networking	91	41.8%
<i>Used wireless/cell for:</i>		
Banking	81	9.4%
Search	93	20.9%
Social networking	79	16.2%
Text messaging	86	50.8%
Watch video clips	104	13.2%
News/traffic/weather	102	20.5%
Email	93	24.1%

*The Black All News listener may also be listening online—13% of the All News audience reports using the Internet to listen to a local radio station, which was 23% more likely than average.*



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	82	5.2%
Pretzels/chips/popcorn	91	50.7%
Store brand/private label	93	28.8%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	86	18.2%
Bought groceries/candy/food on the Internet	108	5.7%
Buy locally grown food	105	22.2%
Buy organic food	134	19.9%

*The Black All News audience was more likely to buy locally grown and organic food.*

# Classic Hits



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
0.2%	-	-	-	-	-	1.8%	1.7%

12+ AQH Share in PPM Markets	2.2%
12+ AQH Share in Diary Markets	0.7%

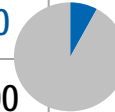
*Listening to this format was strongest in PPM markets, where its share of listening remained stable from our 2011 report.*

## Cume

Black Cume  
2,380,900

31,740,100  
Total Format Cume

*In Black DST Markets*

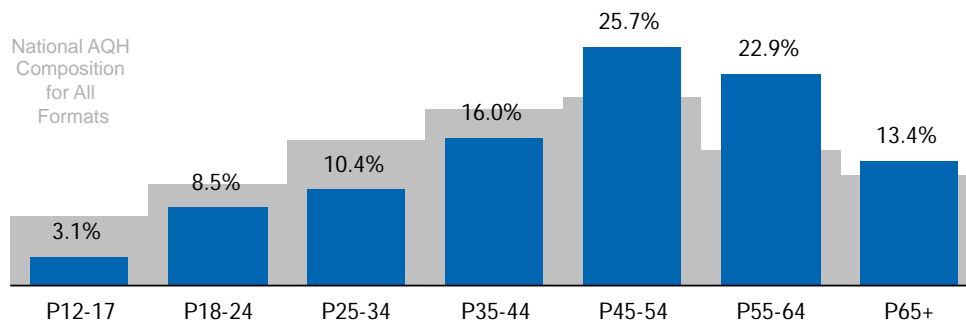


- More than half of audience lies in 25-54 demo
- Male-female split virtually equal
- Strongest in PPM markets

With the ongoing modernization of the Urban AC and Adult Contemporary formats, the 170 Classic Hits stations in the Black DST markets have become the headquarters in many places for Motown, Aretha Franklin, Earth, Wind & Fire, and '70s disco, as well as the Beatles, Billy Joel, and the pop-oriented '70s Classic Rock, such as Fleetwood Mac and Queen. Many Classic Hits stations have taken on an increasingly rhythmic flavor in recent years.

## Audience Composition

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

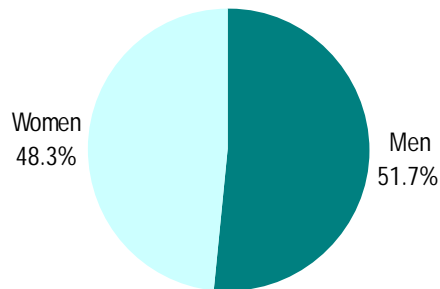


*Slightly over half of the audience fell in the lucrative 25-54 demographic.*

# Classic Hits

## Listeners 12+

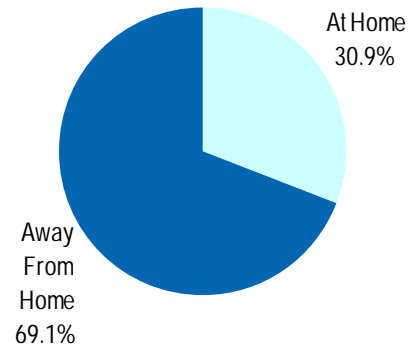
Mon-Sun, 6AM-Mid



*One of only two music formats in this study where male and female listening was nearly equal.*

## Share of Listening by Location

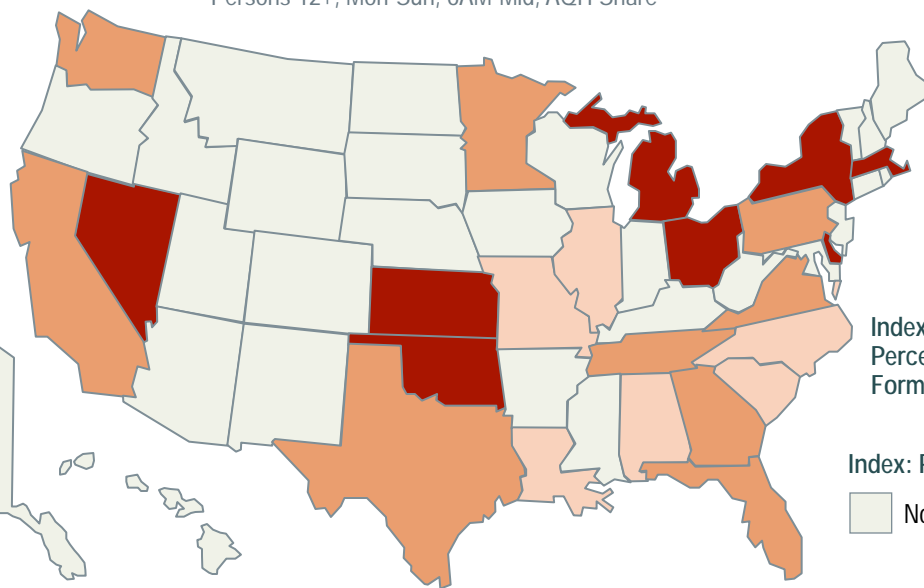
AQH Persons 12+, Mon-Sun, 6AM-Mid



*More Black listening to this format occurred out-of-home than with any other format in this study.*

## Audience Share by State

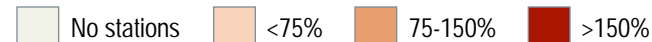
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



*The format drew the most Black listening in Kansas, Massachusetts, Delaware, New York, Nevada, and Oklahoma.*

Index: Percent +/- National Format Share

Index: Percent +/- National Format Share



*Due to rounding, totals may not add to exactly 100.*

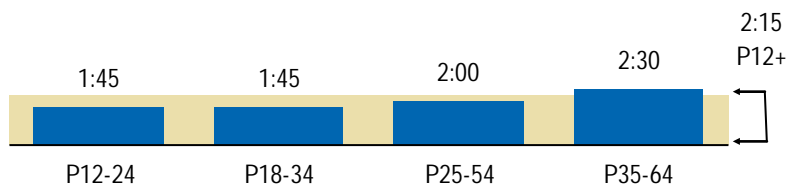
Source: TAPSCAN™ Web National Regional Database, Fall 2011.



# Classic Hits

## Time Spent Listening by Demographic

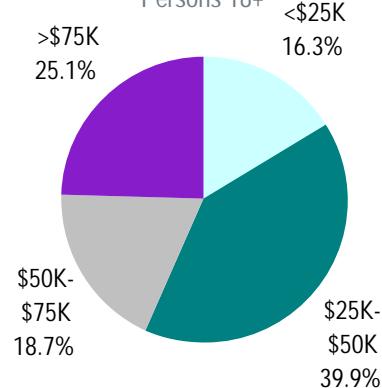
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Overall TSL held steady from the prior year.

## Household Income

Persons 18+



## Index of AQH Share of Listening by Daypart

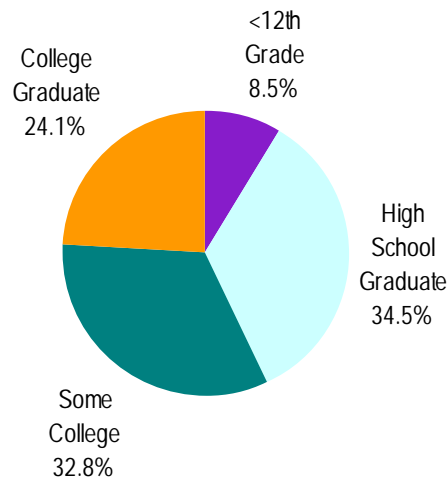
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
111	160	125	52	71

This format performed best in middays, evidence of strong workplace listening.

## Education

Persons 18+



Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Fall 2011.



Financial	Index	%
Any investment	104	33.1%
Bonds	94	7.8%
Money market	105	10.2%
Mutual funds	101	12.9%
Stocks/options	108	16.6%

*Over a third of the Black Classic Hits audience had an investment, more likely to be stocks/stock options.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	107	16.4%
Bought drapes/window treatments	190	17.3%
Painted exterior	117	7.1%
Painted/hung wallpaper	105	17.8%
Replaced/repaired heat/AC	123	7.5%
Landscaping	112	16.5%



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	138	16.6%
Women's business clothing	108	18.0%
Fine jewelry	99	14.6%
Cosmetics/perfume/skin care	102	46.8%
Athletic shoes	116	45.5%
Furniture	101	21.3%
Mattress	97	17.1%
<i>Plan to buy:</i>		
Major appliance	105	13.1%
Energy saving appliance	80	4.6%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	110	68.5%

*Black listeners to the Classic Hits format purchased business clothing (men's and women's), fine jewelry, and cosmetics and were 10% more likely than Black listeners overall to have used a credit card.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	106	18.2%
Jogging/running	95	24.5%
Gardening	104	29.5%
Musical instrument	114	28.0%
Volunteer work	130	13.2%
Attended comedy club	120	10.7%
<i>Visited casino:</i>		
Play slots at casino	104	29.3%
Visited bar/nightclub at casino	118	8.9%
<i>Lottery:</i>		
Bought any lottery ticket	113	51.1%
<i>Movies:</i>		
Attended movie (past 3 months)	103	48.9%

*Black listeners to the Classic Hits format enjoyed leisure and entertainment, such as gardening, attending comedy clubs, casinos, and visiting bars/nightclubs.*

# Classic Hits



Electronics (Plan to buy)	Index	%
iPad	115	9.7%
Digital camera	98	7.8%
Computer	84	10.1%
HDTV	86	7.1%
Blu-ray disc player	119	6.5%
Smartphone	64	4.4%

About 10% of Black Classic Hits listeners planned to buy an iPad in the next year—15% more likely than the average Black listener.



Restaurant (Types Visited)	Index	%
Seafood	87	17.6%
Chinese	105	46.4%
Pizza	106	30.1%
Coffee house	105	10.5%
Any sit-down restaurant	96	69.7%
Any fast food (QSR) past month	97	85.5%

Whether it is a sit-down or quick service restaurant, Black Classic Hits listeners enjoyed Chinese, pizza, and coffee house establishments.



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	102	22.8%
Take college courses online	141	7.2%
Watch/download movies	87	13.3%
Listen to local radio station	103	11.0%
Social networking	100	45.9%
<i>Mobile:</i>		
Banking	91	10.6%
Search	88	19.8%
Social networking	86	17.8%
Text messaging	100	58.7%
Watch video clips	92	11.6%
News/traffic/weather	84	16.9%
Email	94	24.6%

The Black Classic Hits audience used technology to share their lives. Close to half participated in social networking and nearly 60% engaged in text messaging.



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	132	8.4%
Pretzels/chips/popcorn	93	51.8%
Store brand/private label	109	34.1%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	104	22.0%
Bought groceries/candy/food on the Internet	98	5.2%
Buy locally grown food	95	20.1%
Buy organic food	118	17.5%

This audience also was more likely to spend good money on groceries, and they were more likely to buy store brands and organic foods.

# Religious



## AQH Share Trend

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

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
2.8%	2.4%	2.2%	2.1%	1.8%	1.6%	1.5%	1.4%

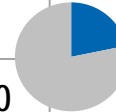
12+ AQH Share in PPM Markets	1.1%
12+ AQH Share in Diary Markets	2.1%

## Cume

Black Cume  
**970,300**

**4,577,600**  
Total Format Cume

*In Black DST Markets*

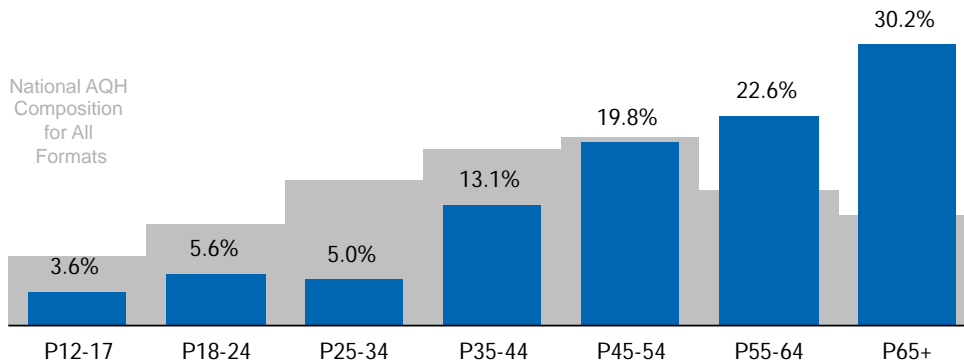


- Stronger in Diary markets
- Tops in New Jersey, Midwest, South
- Performs well on weekends

The 344 commercial and noncommercial Religious stations in the Black DST markets aired a variety of educational and spiritual programming, including self-help, discussions of social and family issues, preaching, music, and paid religious content.

## Audience Composition

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

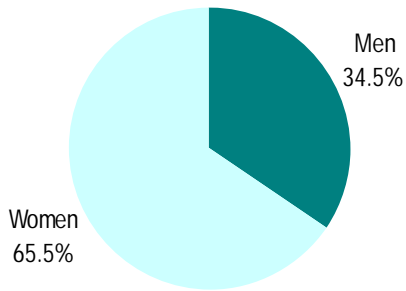


*The proportion of 55+ listeners has held steady in recent years but was 10 points higher than in our 2003 report.*

# Religious

## Listeners 12+

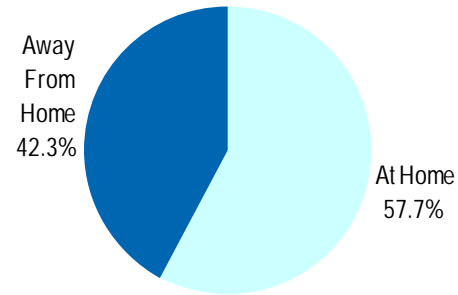
Mon-Sun, 6AM-Mid



*This format has consistently been a female-dominated format.*

## Share of Listening by Location

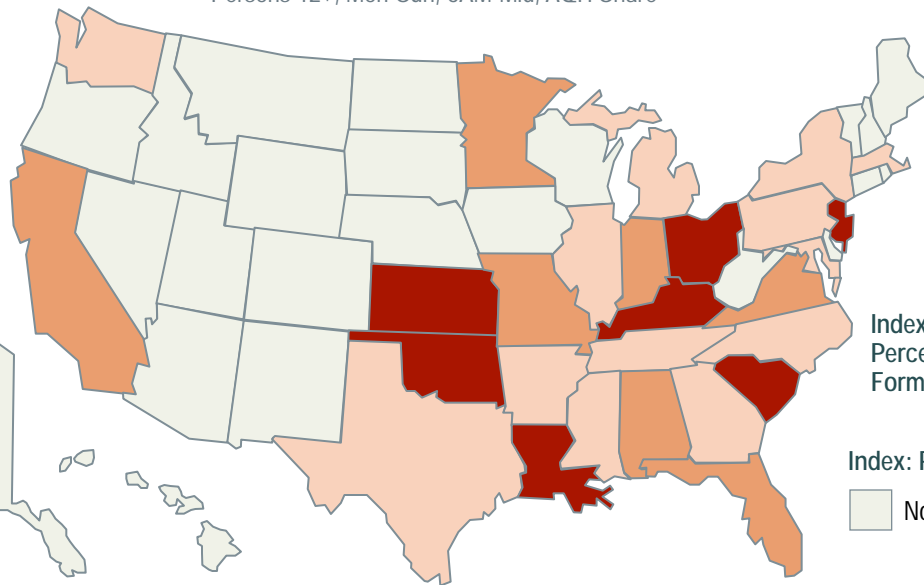
AQH Persons 12+, Mon-Sun, 6AM-Mid



*The proportion of at-home vs. out-of-home listening to this format remained very consistent over the past decade.*

## Audience Share by State

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



*Religious formats performed best with Black listeners in New Jersey, Kansas, Kentucky, Oklahoma, and South Carolina.*

Index: Percent +/- National Format Share

Index: Percent +/- National Format Share



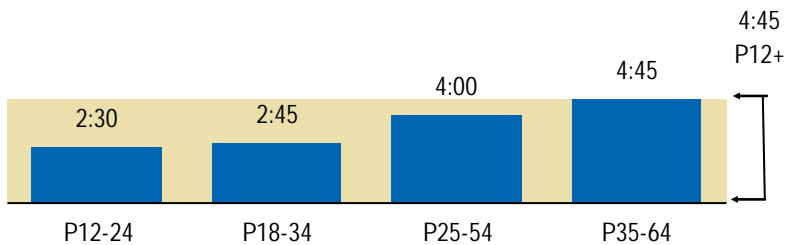
*Due to rounding, totals may not add to exactly 100.*

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Religious

## Time Spent Listening by Demographic

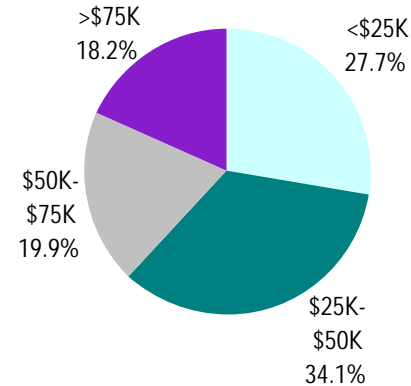
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



TSL is holding steady among key 25-64 demographics.

## Household Income

Persons 18+



The percentage of Black listeners to this format who reside in \$75k+ households increased nearly 50% over the last decade.

## Index of AQH Share of Listening by Daypart

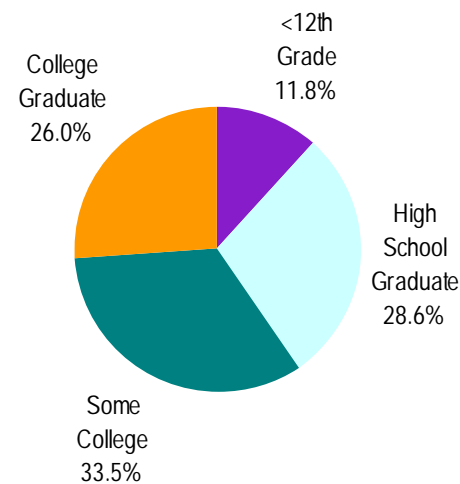
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
168	110	92	54	91

One of three formats in this study to index at 90 or better on the weekends.

## Education

Persons 18+



Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

# Religious



Financial	Index	%
Any investment	120	38.1%
Bonds	129	10.7%
Money market	119	11.7%
Mutual funds	124	16.0%
Stocks/options	125	19.1%

*The Black Religious audience was 20% more likely than the average Black listener to have an investment, and they indexed above average for bonds, stocks/stock options, mutual funds, and money market investments.*



Home Improvements Done (Past Year)	Index	%
Bought carpet/floor covering	130	19.9%
Bought drapes/window treatments	102	19.5%
Painted exterior	120	7.3%
Painted/hung wallpaper	93	15.7%
Replaced/repaired heat/AC	133	8.1%
Landscaping	87	12.8%

*The Black Religious listener was more likely to live in an owned home, indexing 11% above the average, and thus were more likely to invest in home improvements.*



Shopping/Retail	Index	%
<i>Purchased:</i>		
Men's business clothing	100	12.1%
Women's business clothing	112	18.7%
Fine jewelry	82	12.2%
Cosmetics/perfume/skin care	108	49.2%
Athletic shoes	91	35.7%
Furniture	100	20.9%
Mattress	75	13.3%
<i>Plan to buy:</i>		
Major appliance	101	12.6%
Energy saving appliance	88	5.0%
<i>Credit cards:</i>		
Used any credit card (past 3 months)	105	65.1%

*Black listeners to Religious radio were more likely than the average Black listener to have purchased women's business clothing, as well as cosmetics/perfume/skin care.*



Entertainment/Leisure	Index	%
<i>Participated in:</i>		
Basketball	59	10.1%
Jogging/running	102	26.5%
Gardening	106	30.1%
Musical instrument	107	10.9%
Volunteer work	109	26.8%
Attended comedy club	111	9.9%
<i>Visited casino:</i>		
Play slots at casino	95	26.6%
Visited bar/nightclub at casino	111	8.4%
<i>Lottery:</i>		
Bought any lottery ticket	88	39.8%
<i>Movies:</i>		
Attended movie (past 3 months)	94	44.4%

*Finding the time to garden and to lend a helping hand were important to Black Religious listeners; over 30% of the audience participated in gardening and almost 27% engaged in volunteer activity.*

# Religious



Electronics (Plan to buy)	Index	%
iPad	114	9.6%
Digital camera	77	6.1%
Computer	111	13.3%
HDTV	81	6.8%
Blu-ray disc player	109	6.0%
Smartphone	84	5.8%

About 10% of Black listeners to Religious formats were planning to purchase iPads, and about 13% planned to purchase a computer.



Restaurant (Types Visited)	Index	%
Seafood	95	19.3%
Chinese	88	38.7%
Pizza	94	26.5%
Coffee house	113	11.3%
Any sit-down restaurant	102	73.9%
Any fast food (QSR) past month	98	86.9%

Black listeners to this format were more likely to visit a sit-down restaurant. They were also 13% more likely to visit a coffee house.



Ways Used Internet and Mobile	Index	%
<i>Ways used Internet:</i>		
Employment search	85	19.1%
Take college courses online	47	2.4%
Watch/download movies	90	13.7%
Listen to local radio station	119	12.8%
Social networking	95	43.7%
<i>Used wireless/cell for:</i>		
Banking	78	9.1%
Search	86	19.3%
Social networking	61	12.5%
Text messaging	100	59.0%
Watch video clips	60	7.7%
News/traffic/weather	69	13.9%
Email	86	22.4%

Black Religious listeners were 19% more likely to listen to a local radio station online.



Grocery	Index	%
<i>Foods used in household (month):</i>		
Baby food	63	4.0%
Pretzels/chips/popcorn	96	53.3%
Store brand/private label	93	29.0%
<i>Spending:</i>		
Spent over \$200 on groceries (week)	95	19.9%
Bought groceries/candy/food on the Internet	107	5.7%
Buy locally grown food	114	24.1%
Buy organic food	106	15.7%

The Black Religious audience was 14% more likely to buy locally grown food with almost one in four listeners buying local.



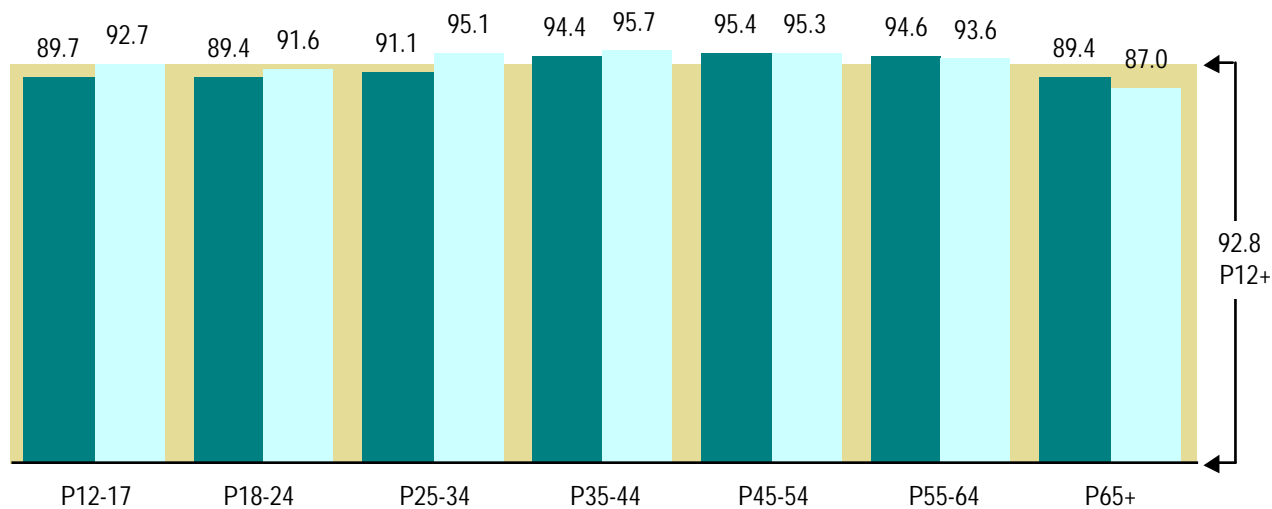
# Radio Listening Trends Among Black Listeners

This section provides 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 composition breakouts and 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 and key 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:**

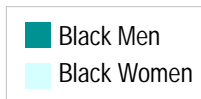
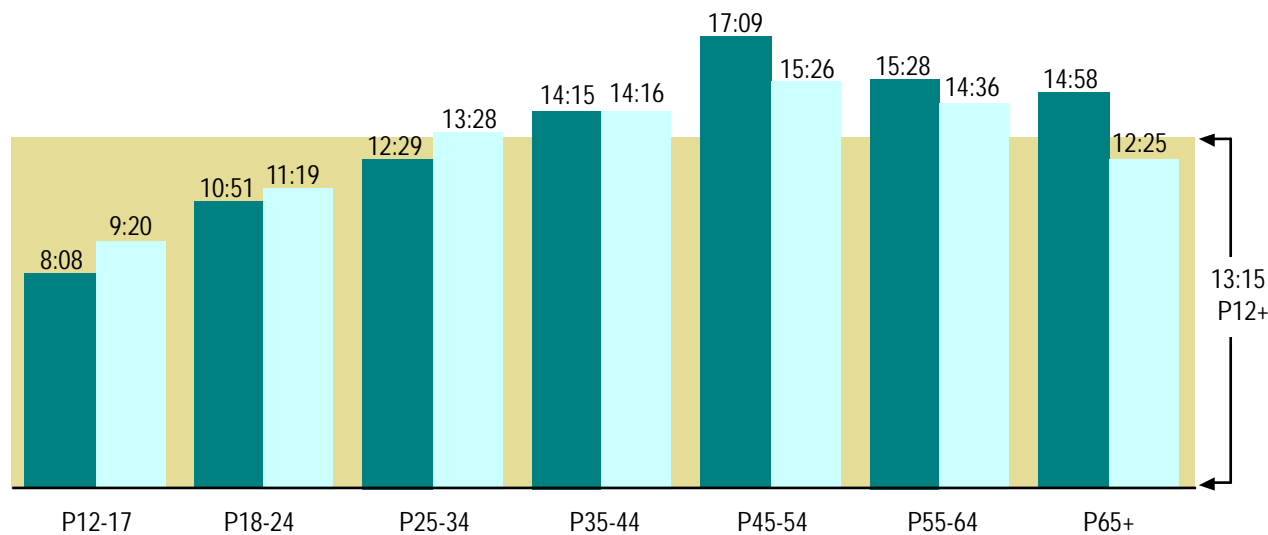
These figures represent "Weekly Cume Ratings." For example, more than 96% of Black Women aged 25-34 in the U.S. tuned in to radio at least once during an average week between the hours of 6AM and midnight. The tan background represents the average of all Black persons at least 12 years old who listened 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.

Year after year, these figures testify to radio's remarkable ability to attract Black listeners in every demographic group. Radio's relationship with its Black audience is consistent over time as well.

# Radio Reaches All Ages

## Time Spent Listening

Hours:Minutes per Week  
Black Listeners 12+



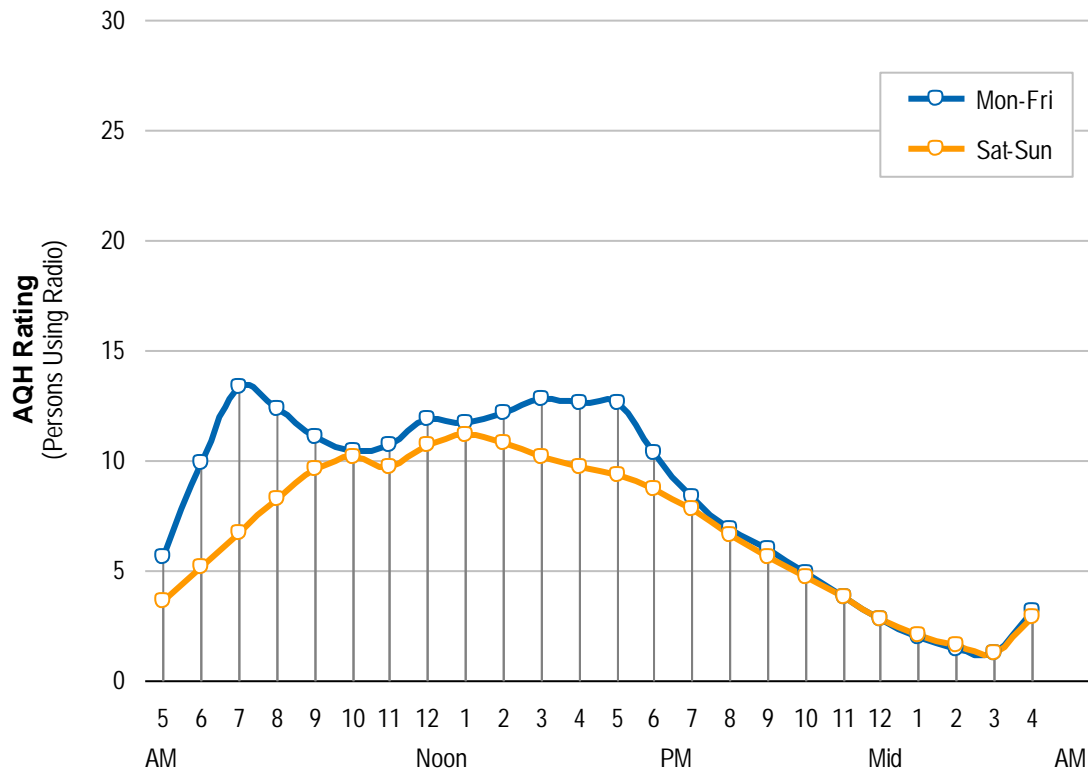
Black audiences generally listen to more radio than the population as a whole. Black adults aged 35 and older use radio more than the national average for Black persons, peaking in the 45-54 age group for both men and women. Black teen girls and women 18-24 listen to radio more than their male counterparts, whereas Black men aged 25 and older consume more radio than Black women by about a half-hour per week. Black men 45 and above listen at least two more hours per week than do Black women aged 45+.

Source: RADAR 112, March 2012; Radio Usage; Total U.S., Black Non-Hispanic Respondents.

# Hour-by-Hour Listening

## Hour-by-Hour Listening, AQH Rating

Black Listeners 12+  
Percent of Persons Using Radio  
Mon-Fri, Sat-Sun, Total Day (5AM-5AM)

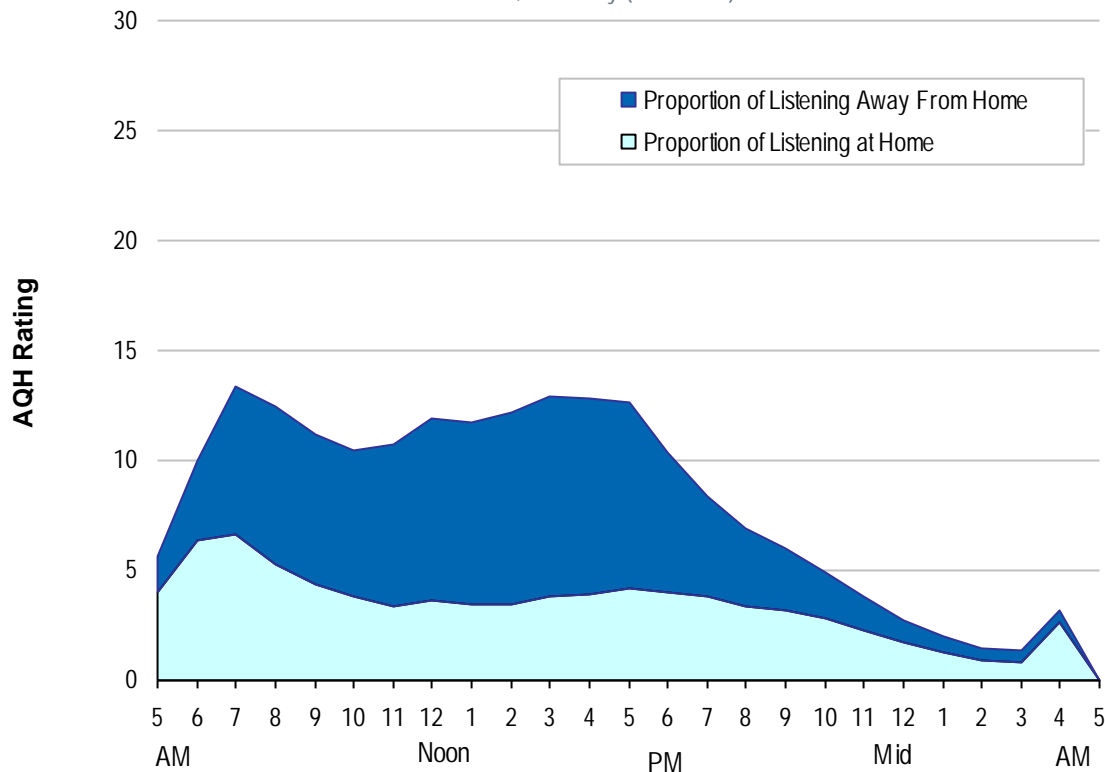


For years, this chart has illustrated a longstanding pattern in which radio listening among Black consumers peaks during the 7AM weekday hour. However, listening remains strong throughout the morning, rises during the 11AM-1PM lunch hour and at the start of the afternoon commute.

# Where Black People Listen: Weekdays

## Weekday Listening, AQH Rating

Black Listeners 12+  
Percent of Persons Using Radio  
Mon-Fri, Total Day (5AM-5AM)



### How to Read:

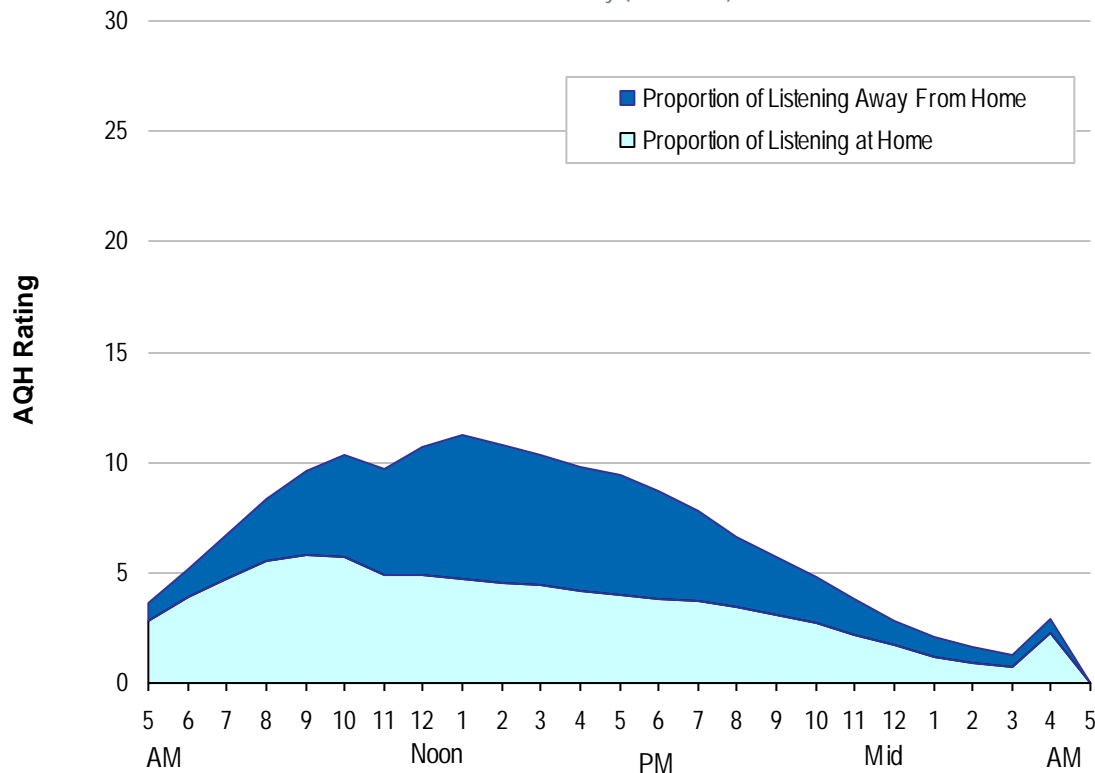
The charts on this and the next page depict listening location over the course of a typical weekday and weekend day. For example, during the 7AM hour on this chart, about 14% of the 12+ Black population listened to the radio for at least five minutes. Of that number, about 52% were listening away from home.

From the 7AM through 9PM hours each weekday, more radio listening by Black persons takes place away from home, accompanying listeners in the car, at work, or in 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 most directly influence purchasing decisions. In the 3PM hour, 73% of radio tune-in is somewhere other than home.

# Where Black People Listen: Weekends

## Weekend Listening, AQH Rating

Black Listeners 12+  
Persons Using Radio  
Sat-Sun, Total Day (5AM-5AM)



Weekend radio offers some of radio's most popular programming, including countdown shows, play-by-play sports, religious services, longstanding live broadcasts, and other special features.

However, due to the lack of a workday commute, radio's listening levels are somewhat lower than during the week. The majority of listening during the weekend takes place at home from 5AM to 8AM, then away from home between 11AM and 8PM and then at home again from 8PM to 5AM. The percentage of away-from-home listening on weekends is highest between 2PM and 4PM, although radio's largest tune-in (both at-home and away-from-home) takes place between 1PM and 2PM.

Away-from-home as the majority of radio listening during weekend midday, afternoon, and early evening hours is a relatively recent development. As recently as Spring 2006, at-home tune-in was the mainstay of weekend listening.

# 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	42.2%	57.8%
Mon-Fri, 6AM-10AM	48.3%	51.7%
Mon-Fri, 10AM-3PM	31.2%	68.8%
Mon-Fri, 3PM-7PM	32.6%	67.4%
Mon-Fri, 7PM-Mid	51.6%	48.4%
Weekend, 10AM-7PM	45.2%	54.8%

Overall, nearly 60% of all radio listening by Black persons is done away from the home—this is particularly so during the weekday midday, afternoon, and early evening hours. Evenings overall are the only daypart where at-home listening attracts the majority of tune-in.

In a significant shift regarding weekend listening, for the past two years the majority has taken place away from home during the “prime hours” of 10AM and 7PM.

# 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	54.3	38.5	66.7	51.7	65.2	90.0
	W	60.2	43.8	71.1	56.8	71.8	91.6
P18-24	M	53.8	66.1	67.9	59.1	70.2	90.8
	W	61.0	72.5	74.5	64.4	74.7	92.7
P25-34	M	60.9	68.3	73.7	62.4	71.7	91.0
	W	71.0	75.3	81.3	62.7	77.6	94.7
P35-44	M	75.1	77.2	80.8	66.6	78.7	94.8
	W	76.3	76.9	81.9	62.5	79.0	95.0
P45-54	M	75.0	80.0	81.9	66.3	81.5	95.4
	W	73.4	76.6	80.3	61.9	80.1	94.6
P55-64	M	71.0	78.7	77.7	58.5	80.3	94.0
	W	66.5	75.2	74.6	52.0	75.6	92.3
P65+	M	62.9	79.4	71.5	48.2	75.5	90.3
	W	56.5	72.4	61.0	38.1	69.2	87.7

Radio listening levels can vary widely according to the age group and the daypart. When looking at the specific dayparts on the chart at the left, you'll see that a higher percentage of each age group listens to radio during the 48-hour weekend span than during the week. And while most Black adult age groups will consume a lot of radio in "morning drive," more of these listeners will tune into the radio during weekday middays or afternoon drive.

In recent years, a steadily higher percentage of Adult Black men aged 35 or above have been tuning in to radio each during weekday middays, afternoons, and evenings.



# Black Audience Composition by Demographic

## AQH Share of Teens 12-17

POP CHR 2012	17.9%
RHYTHMIC CHR 2012	13.7%
URBAN CONTEMP 2012	13.1%
GOSPEL 2012	5.8%
AC + SAC 2012	5.1%
URBAN AC 2012	4.5%
ALL NEWS 2012	4.0%
RELIGIOUS 2012	3.6%
CLASSIC HITS 2012	3.1%
NTI + T/P 2012	2.9%
ALL SPORTS 2012	2.4%

## AQH Share of Adults 18-24

RHYTHMIC CHR 2012	19.8%
URBAN CONTEMP 2012	18.9%
POP CHR 2012	18.2%
AC + SAC 2012	9.7%
CLASSIC HITS 2012	8.5%
GOSPEL 2012	7.9%
URBAN AC 2012	7.4%
ALL SPORTS 2012	5.8%
RELIGIOUS 2012	5.6%
NTI + T/P 2012	4.1%
ALL NEWS 2012	2.3%

Mon-Sun, 6AM-Mid, Fall 2011

## AQH Share of Adults 25-34

RHYTHMIC CHR 2012	24.7%
URBAN CONTEMP 2012	24.1%
POP CHR 2012	20.7%
AC + SAC 2012	15.3%
ALL SPORTS 2012	14.8%
URBAN AC 2012	12.9%
CLASSIC HITS 2012	10.4%
NTI + T/P 2012	8.8%
GOSPEL 2012	8.7%
ALL NEWS 2012	7.9%
RELIGIOUS 2012	5.0%

## AQH Share of Adults 35-44

ALL SPORTS 2012	24.8%
AC + SAC 2012	22.4%
RHYTHMIC CHR 2012	22.2%
URBAN CONTEMP 2012	21.0%
URBAN AC 2012	18.9%
POP CHR 2012	18.6%
NTI + T/P 2012	17.3%
CLASSIC HITS 2012	16.0%
ALL NEWS 2012	15.9%
GOSPEL 2012	13.9%
RELIGIOUS 2012	13.1%

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

# Black Audience Composition by Demographic

## AQH Share of Adults 45-54

ALL SPORTS 2012	26.5%
URBAN AC 2012	25.8%
CLASSIC HITS 2012	25.7%
AC + SAC 2012	21.6%
NTI + T/P 2012	20.1%
RELIGIOUS 2012	19.8%
ALL NEWS 2012	18.7%
GOSPEL 2012	18.2%
POP CHR 2012	15.1%
URBAN CONTEMP 2012	13.3%
RHYTHMIC CHR 2012	12.5%

## AQH Share of Adults 55-64

ALL NEWS 2012	23.3%
CLASSIC HITS 2012	22.9%
RELIGIOUS 2012	22.6%
NTI + T/P 2012	20.8%
GOSPEL 2012	20.2%
URBAN AC 2012	18.7%
AC + SAC 2012	15.5%
ALL SPORTS 2012	14.0%
POP CHR 2012	6.1%
URBAN CONTEMP 2012	6.0%
RHYTHMIC CHR 2012	4.6%

Mon-Sun, 6AM-Mid, Fall 2011

## AQH Share of Adults 65+

RELIGIOUS 2012	30.2%
ALL NEWS 2012	28.0%
NTI + T/P 2012	26.0%
GOSPEL 2012	25.3%
CLASSIC HITS 2012	13.4%
URBAN AC 2012	11.8%
ALL SPORTS 2012	11.7%
AC + SAC 2012	10.4%
URBAN CONTEMP 2012	3.6%
POP CHR 2012	3.4%
RHYTHMIC CHR 2012	2.4%

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

# Black Audience Composition by Gender

## Men

ALL SPORTS 2012	85.8%
NTI + T/P 2012	59.0%
CLASSIC HITS 2012	51.7%
ALL NEWS 2012	51.5%
RHYTHMIC CHR 2012	49.3%
URBAN CONTEMP 2012	47.4%
URBAN AC 2012	44.3%
POP CHR 2012	43.9%
AC + SAC 2012	38.7%
RELIGIOUS 2012	34.5%
GOSPEL 2012	31.9%

## Women

GOSPEL 2012	68.1%
RELIGIOUS 2012	65.5%
AC + SAC	61.3%
POP CHR 2012	56.1%
URBAN AC 2012	55.7%
URBAN CONTEMP 2012	52.6%
RHYTHMIC CHR 2012	50.7%
ALL NEWS 2012	48.5%
CLASSIC HITS 2012	48.3%
NTI + T/P 2012	41.0%
ALL SPORTS 2012	14.2%

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

# Black Percentage of Listening by Location

## At Home

RELIGIOUS 2012	57.7%
GOSPEL 2012	53.9%
NTI + T/P 2012	51.6%
ALL NEWS 2012	48.5%
URBAN CONTEMP 2012	43.4%
URBAN AC 2012	41.5%
POP CHR 2012	39.5%
RHYTHMIC CHR 2012	38.6%
ALL SPORTS 2012	38.3%
AC + SAC 2012	32.7%
CLASSIC HITS 2012	30.9%

## Away From Home

CLASSIC HITS 2012	69.1%
AC + SAC 2012	67.3%
ALL SPORTS 2012	61.7%
RHYTHMIC CHR 2012	61.4%
POP CHR 2012	60.5%
URBAN AC 2012	58.5%
URBAN CONTEMP 2012	56.6%
ALL NEWS 2012	51.5%
NTI + T/P 2012	48.4%
GOSPEL 2012	46.1%
RELIGIOUS 2012	42.3%

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

# Black AQH Share of Listening by Daypart

## Monday-Sunday, 6AM-Midnight

Urban Adult Contemporary	30.8%
Urban Contemporary	17.7%
Rhythmic CHR	8.9%
Adult Contemporary	5.2%
Gospel	4.9%
News/Talk/Information	4.9%
Pop Contemporary Hit Radio	4.6%
All Sports	3.3%
All News	2.1%
Classic Hits	1.7%
Religious	1.4%

## Monday-Friday, 6AM-10AM

Urban Adult Contemporary	32.0%
Urban Contemporary	17.4%
Rhythmic CHR	8.1%
News/Talk/Information	6.9%
Gospel	5.3%
Ac/Sac	4.3%
Pop Contemporary Hit Radio	4.0%
All Sports	3.2%
All News	2.6%
Religious	2.0%
Classic Hits	1.5%

## Monday-Friday, 10AM-3PM

Urban Adult Contemporary	30.3%
Urban Contemporary	14.9%
Rhythmic CHR	7.6%
Ac/Sac	7.0%
News/Talk/Information	5.5%
Gospel	5.0%
Pop Contemporary Hit Radio	4.1%
All Sports	3.5%
Classic Hits	2.3%
All News	1.9%
Religious	1.3%

## Monday-Friday, 3PM-7PM

Urban Adult Contemporary	30.7%
Urban Contemporary	18.5%
Rhythmic CHR	9.7%
Adult Contemporary	5.3%
Pop Contemporary Hit Radio	4.8%
News/Talk/Information	4.5%
Gospel	4.4%
All Sports	3.5%
All News	1.9%
Classic Hits	1.7%
Religious	1.0%

## Monday-Friday, 7PM-Midnight

Urban Adult Contemporary	29.0%
Urban Contemporary	21.7%
Rhythmic CHR	10.9%
Pop Contemporary Hit Radio	5.4%
Adult Contemporary	4.2%
Gospel	4.0%
News/Talk/Information	3.8%
All Sports	3.0%
All News	2.0%
Classic Hits	1.4%
Religious	1.2%

## Saturday-Sunday, 6AM-Midnight

Urban Adult Contemporary	31.2%
Urban Contemporary	18.1%
Rhythmic CHR	9.1%
Gospel	5.4%
Pop Contemporary Hit Radio	4.8%
Adult Contemporary	4.6%
News/Talk/Information	3.6%
All Sports	3.1%
All News	2.2%
Religious	1.5%
Classic Hits	1.4%

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

# Time Spent Listening by Demographic

Black Persons 12+	Hours / Wk.	QH
Urban Adult Contemporary	6:45	27
Gospel	6:15	25
Urban Contemporary	5:15	21
News/Talk/Information	4:45	19
Religious	4:45	19
All Sports	4:15	17
All News	3:45	15
Rhythmic CHR	3:30	14
Adult Contemporary	2:45	11
Classic Hits	2:15	9
Pop Contemporary Hit Radio	2:15	9

Black Persons 12-24	Hours / Wk.	QH
Urban Contemporary	5:30	22
Gospel	4:00	16
Rhythmic CHR	3:45	15
Urban Adult Contemporary	3:45	15
All Sports	2:30	10
Pop Contemporary Hit Radio	2:30	10
Religious	2:30	10
Adult Contemporary	2:15	9
News/Talk/Information	2:15	9
All News	2:00	8
Classic Hits	1:45	7

Black Persons 18-34	Hours / Wk.	QH
Urban Contemporary	5:45	23
Urban Adult Contemporary	5:00	20
All Sports	4:00	16
Gospel	4:00	16
Rhythmic CHR	4:00	16
News/Talk/Information	3:00	12
Religious	2:45	11
Adult Contemporary	2:30	10
All News	2:15	9
Pop Contemporary Hit Radio	2:15	9
Classic Hits 2012	1:45	7

Mon-Sun, 6AM-Mid, Fall 2011

Black Persons 25-54	Hours / Wk.	QH
Urban Adult Contemporary	7:15	29
Gospel	5:30	22
Urban Contemporary	5:30	22
All Sports	4:45	19
News/Talk/Information	4:15	17
Religious	4:00	16
Rhythmic CHR	3:45	15
All News	3:00	12
Adult Contemporary	2:45	11
Pop Contemporary Hit Radio	2:15	9
Classic Hits	2:00	8

Black Persons 35-64	Hours / Wk.	QH
Urban Adult Contemporary	8:15	33
Gospel	6:45	27
Urban Contemporary	5:15	21
News/Talk/Information	5:00	20
All Sports	4:45	19
Religious	4:45	19
All News	3:30	14
Rhythmic CHR	3:30	14
Adult Contemporary	3:00	12
Classic Hits	2:30	10
Pop Contemporary Hit Radio	2:15	9

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