

# Radio Today 2013

## How America Listens to Radio



# Radio's Enduring Relationship With U.S. Listeners

Some 93 years after its introduction as a commercial medium, radio has been heralded for its remarkable, enduring reach. To this day, about 92% of consumers aged 12 years and older listen to the radio each week. Radio is unique in its ability to reach people wherever they are: at home, at work, in the car—nearly everywhere. Regardless of one's age, race/ethnicity, gender, the time of day, or listening location, Americans depend on radio as a reliable media companion.

*Radio Today 2013* is an in-depth snapshot of radio listening nationwide and of the 22 most popular radio formats. *Radio Today* combines Scarborough consumer profiles with Arbitron audience data to develop a comprehensive profile of radio listening across America, based on the Spring 2012 Diary and April-May-June 2012 PPM® survey periods.

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Arbitron clients can access the full *Radio Today 2013* study at [my.arbitron.com](http://my.arbitron.com).

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# The Executive Summary

About 92% of the U.S. population listened to radio in an average week during the Spring 2012 Arbitron survey (March 29-June 20, 2012). This widespread reach has changed very little over the decades; radio remains a reliable entertainment and information source for listeners regardless of their age, race/ethnicity, gender, income, education, or listening location. Time spent listening to radio among the major formats was relatively stable compared to last year—in most listener demographic age and gender categories, and in most dayparts, TSL changed at most one quarter-hour.

*Among the formats in this year's study (listed in order of national Average Quarter-Hour share and appearance in the study)...*

**Country + New Country**, already No. 1 in our report last year, grew again to remain in first place and reach another record audience share. The format benefited most from an influx of listeners aged 18-24 and is even No. 2 among teen listeners nationally.

**News/Talk/Information + Talk/Personality** remained No. 1 in PPM markets and No. 2 in the rest of the U.S. The 2,121 rated AM, FM, HD Radio®, and streamed stations in these formats far exceed any other format. Like other spoken word formats, N/T/I + T/P rank prominently in highly educated, high income listeners.

**Pop Contemporary Hit Radio (Pop CHR)** continued its fiery pace of recent years and this year moved from fourth to third-most-popular radio format when ranked by AQH share. What's more, Pop CHR's 72 million weekly listeners is tops among all radio formats, supplanting AC + Soft AC as the No. 1 format on a cume basis. Nearly 30% of teen females nationally listen to Pop CHR stations.

**Adult Contemporary + Soft Adult Contemporary's** 69 million 12+ listeners is off from previous years, due in part to the surge in Country, Pop CHR, and Hot AC listening. The formats boast high-income, highly educated (mostly female) listeners and they remain strong in the midday daypart, reinforcing their reputations as "at-work" strongholds.

**Classic Hits** has steadily replaced Oldies as the format to play pop hits from recent decades. As such, it reached a ratings high in Spring 2012. The format has a near-equal male-female gender share and it performs equally well in all market sizes.

**Classic Rock** registered its highest audience share in a decade and remains a reliable performer in all market sizes and rates highly among its core demographic of 45- to 54-year-old men (the format's 70% male composition ranks fourth-most-male among the 22 formats in this year's study).

**Hot Adult Contemporary (Hot AC)** experienced the second largest growth spurt in this year's study and achieved a national historical high. Its gains were notable among teens, adults 18-24, and adults 35-44.

*continued* ►

# The Executive Summary *(Continued)*

**Urban Adult Contemporary (Urban AC)** generated its best-ever audience share in this year's study. It packs a powerful punch considering its relatively few (220) AM, FM, HD Radio, and streamed outlets. The format has the highest percentage of Black listeners in this study and performed best in PPM markets.

**Rhythmic Contemporary Hit Radio (Rhythmic CHR)** is radio's youngest major format, but this year, increased its popularity among older demographics, especially among adults 25-34. Nationally, the format has the most equal distribution of Black, Hispanic and "Other" listeners of any format in this study.

**All Sports** boasts the best educated and highest income listeners of any format in this study. The format's AQH share leveled off in Spring 2012 following eight consecutive annual gains, but remains substantially ahead of where it was a decade ago.

**Urban Contemporary**, despite its name, is actually more popular in Diary markets than in PPM markets. Its regional strength lies in many southern and industrial states. Thanks to its youthful audience profile, Urban Contemporary listeners rank high in ownership of consumer electronics, use of the Internet, and online shopping.

**Contemporary Christian** has the highest proportion of female listeners of any format in this study. It reached record-high ratings in this study thanks to ongoing gains in PPM markets. Its listeners rank high in education and income levels.

**Mexican Regional** is the most popular format among Hispanic listeners and one of the two Spanish-language formats profiled in this study. As other Spanish-language formats have gained in popularity, Mexican Regional's ratings have plateaued in the last couple of years and its audience profile has become somewhat more mature.

**Adult Hits + 80s Hits** are marketed on their musical variety and are frequently branded as "JACK-FM." The formats have delivered a 2.2 12+ AQH share for the fourth straight year. Its midday index was 57% above its weekly average, indicating good "at-work" performance.

**Active Rock's** 74% male gender ratio makes it the most "male" music format in this study. It performed best in afternoon drive and also had a high proportion of out-of-home listening. The format tends to have higher ratings in Diary markets followed by non-Metro areas.

**Album Oriented Rock (AOR) + Mainstream Rock** make their debut as a "major" format in this year's study (we combined the two formats owing to their similarity in on-air presentation and audience demographics). Like all rock formats, AOR + Mainstream Rock heavily consists of adult men. Nearly 70% of its audience falls into the 25-54 age group.

# About *Radio Today* 2013

Arbitron *Radio Today* contains radio listening and consumer behavior statistics for radio 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 statuses as Arbitron clients.
- Format-specific and some national data come from the Arbitron TAPSCAN™ Web National Regional Database, Spring 2012, featuring quantitative radio audience information from the total U.S.
- Some national listening data come from RADAR 115, December 2012.
- Scarborough data in this report are from the company's National USA+ Study, Release 2, 2012.

## ***Radio Today 2013 is published by Arbitron Inc.***

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# National Radio Format Shares and Station Counts

## Fall 2012

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Country + New Country	14.2	2893	1426	301	1727	144	0	37	3	1	854	113	12	2	0
News/Talk/Info + Talk/Personality	11.4	3984	616	1337	1953	240	97	111	64	6	515	867	78	47	6
Pop Contemporary Hit Radio	8.2	1012	462	3	465	116	0	33	3	1	375	2	15	2	0
Adult Contemporary + Soft AC	8.1	1390	685	107	792	108	0	16	2	0	420	44	7	1	0
Classic Hits	5.2	883	422	88	510	51	2	17	1	0	250	45	6	1	0
Classic Rock	5.2	944	490	14	504	76	0	39	1	0	308	4	12	0	0
Hot Adult Contemporary	4.7	810	447	9	456	71	0	7	0	0	274	1	1	0	0
Urban Adult Contemporary	4.1	336	130	33	163	43	2	9	1	0	99	15	4	0	0
Rhythmic CHR	3.4	370	145	0	145	48	0	35	0	0	124	0	18	0	0
All Sports	3.1	1274	133	556	689	29	40	36	27	3	98	321	18	12	1
Urban Contemporary	3.0	274	121	16	137	28	0	13	0	0	80	9	7	0	0
Contemporary Christian	2.9	1691	871	32	903	18	0	27	8	0	690	16	23	6	0
Mexican Regional	2.9	550	204	132	336	24	2	7	0	0	121	55	5	0	0
Adult Hits + '80s Hits	2.2	395	180	15	195	34	1	22	4	0	124	4	9	2	0
Active Rock	2.1	356	164	2	166	32	0	20	0	0	129	2	7	0	0
AOR+Mainstream Rock	2.0	336	170	2	172	25	0	13	2	0	119	2	2	1	0
Alternative	1.9	614	266	6	272	33	1	55	10	0	199	6	30	8	0
Oldies	1.8	831	252	286	538	11	3	32	4	0	109	116	16	2	0
Spanish Cont. + Spanish Hot AC	1.5	224	75	35	110	20	2	10	3	0	52	21	3	3	0
All News	1.4	93	13	24	37	6	7	2	5	0	12	20	1	3	0
Classical	1.4	823	254	4	258	131	0	101	9	0	225	3	88	8	0
Religious	1.3	1739	828	384	1212	8	14	8	3	1	298	188	5	2	0
Album Adult Alternative	1.1	508	179	4	183	44	0	55	15	0	156	3	40	12	0
Variety	1.0	1579	746	105	851	111	4	23	12	0	502	54	18	4	0
Classic Country	0.9	472	106	201	307	6	2	25	2	0	44	77	8	1	0
Spanish Adult Hits	0.8	104	35	9	44	14	2	5	0	0	30	6	3	0	0
Gospel	0.7	454	80	219	299	3	7	10	0	0	32	96	7	0	0
Contemporary Inspirational	0.6	224	111	18	129	8	2	5	2	1	65	7	4	1	0
Adult Standards/MOR	0.5	289	36	172	208	0	6	4	1	0	13	55	2	0	0

## Legend

<b>FM</b>	FM Station
<b>AM</b>	AM Station
<b>HF</b>	Digital (HD Radio) FM Station
<b>HA</b>	Digital (HD Radio) AM Station
<b>F2</b>	HD Radio Multicast Station
<b>F3</b>	HD Radio Multicast Station
<b>F4</b>	HD Radio Multicast Station
<b>IF</b>	Internet Stream of FM station
<b>IA</b>	Internet Stream of AM station
<b>G2</b>	Internet Stream of HD Radio Multicast F2
<b>G3</b>	Internet Stream of HD Radio Multicast F3
<b>G4</b>	Internet Stream of HD Radio Multicast F4

Source: Arbitron Radio Station Information Database, June 2012. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

# National Radio Format Shares and Station Counts

Fall 2012 (continued)

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Rhythmic AC	0.5	57	19	1	20	9	0	7	0	0	17	0	4	0	0
Spanish Tropical	0.5	79	20	26	46	2	2	1	0	0	15	12	1	0	0
Christian Adult Contemporary	0.4	112	57	0	57	5	0	1	0	0	49	0	0	0	0
Modern Adult Contemporary	0.4	42	20	0	20	5	0	4	0	0	12	0	1	0	0
Rhythmic Oldies	0.3	33	12	6	18	1	0	3	0	0	8	2	1	0	0
Southern Gospel	0.3	264	95	88	183	1	0	1	0	0	44	34	1	0	0
Spanish News/Talk	0.3	115	4	55	59	0	4	5	3	0	3	36	4	1	0
Educational	0.2	206	99	4	103	18	2	7	1	0	64	3	7	1	0
Jazz	0.2	192	67	2	69	22	0	23	8	0	52	1	10	7	0
Smooth AC	0.2	17	5	0	5	3	0	3	0	0	5	0	1	0	0
Spanish Variety	0.2	175	44	72	116	8	0	1	2	0	20	28	0	0	0
Comedy	0.1	20	2	6	8	0	3	3	2	0	0	2	2	0	0
Easy Listening	0.1	50	24	8	32	2	0	0	0	0	14	2	0	0	0
New AC (NAC)/Smooth Jazz	0.1	93	20	5	25	0	0	32	2	0	17	4	13	0	0
Spanish Religious	0.1	184	52	67	119	2	0	2	0	0	29	31	1	0	0
Tejano	0.1	35	13	9	22	0	1	3	0	0	5	3	1	0	0
Urban Oldies	0.1	50	9	14	23	0	1	9	2	0	3	7	4	1	0
World Ethnic	0.1	172	20	81	101	2	2	4	0	0	12	49	2	0	0
Blues	0.0	23	1	1	2	0	0	17	0	0	1	1	2	0	0
Children's Radio	0.0	27	0	10	10	0	7	0	1	0	0	8	0	1	0
Family Hits	0.0	64	2	22	24	1	17	0	0	0	2	20	0	0	0
Latino Urban	0.0	6	2	0	2	0	0	2	0	0	2	0	0	0	0
Nostalgia	0.0	51	10	26	36	1	0	0	1	0	7	5	0	1	0
Other	0.0	157	53	24	77	2	1	22	16	0	24	6	6	3	0
Spanish Cont. Christian	0.0	62	13	17	30	0	1	4	3	0	9	11	1	3	0
Spanish Oldies	0.0	26	3	18	21	0	0	0	0	0	0	5	0	0	0
Spanish Sports	0.0	40	3	20	23	0	1	2	2	1	0	9	1	1	0

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