

New Study Shows 47% of Diarykeepers Tune In at the Top of the Hour

Radio listeners mostly tune in to a radio station at the top of the hour and tune out at the end of the hour. We recently analyzed over 640,000 Arbitron radio listening diaries which were part of over 1600 individual radio station reports produced through Research Director Inc.'s *PD PROFILE™*.

Our study found that regardless of a station's format, listeners tune in to a station mostly at the top of the hour and tune out for the most part at the end of the hour, as almost half (46.9%) of all listening occasions start in the first quarter-hour (:00 to :15). Please keep in mind when reviewing the following table that diarykeepers must report listening for at least five minutes for a station to receive credit for a quarter-hour of listening. For example, all listening credited to the first quarter-hour had to start between :00 and :10 or had to end between :05 and :15.

Percentage of Diarykeepers Who Tune In or Tune Out by Quarter-Hour

	All Formats	AC	Hot AC	Soft AC	AOR	CHR	Classic Rock	Classical	Country	Modern Rock	NAC	News/Talk	Oldies	Urban AC
% Start Listening														
00:00 to 00:15 (Qhr 1)	46.9	45.6	44.3	46.3	44.4	48.8	45.7	44.1	47.2	44.0	48.5	49.4	45.7	52.1
00:15 to 00:30 (Qhr 2)	13.7	14.2	14.8	13.9	14.7	13.3	14.1	14.8	13.4	14.9	13.1	12.8	14.3	12.2
00:30 to 00:45 (Qhr 3)	27.9	28.2	28.4	28.3	28.3	27.0	28.3	28.1	28.4	28.0	27.7	27.2	28.3	26.0
00:45 to 00:60 (Qhr 4)	11.5	12.0	12.5	11.5	12.6	10.9	11.8	13.0	11.1	13.2	10.7	10.7	11.8	9.7
% Stop Listening														
00:00 to 00:15 (Qhr 1)	15.1	15.7	16.2	15.4	15.9	14.5	15.3	16.4	14.7	16.7	14.2	14.5	15.8	12.6
00:15 to 00:30 (Qhr 2)	29.4	29.9	29.6	29.7	29.7	29.0	29.4	29.2	29.9	29.5	29.2	28.8	29.7	28.3
00:30 to 00:45 (Qhr 3)	14.6	15.2	15.8	14.5	15.7	14.7	15.1	15.3	14.3	16.4	13.7	13.3	15.0	12.9
00:45 to 00:60 (Qhr 4)	40.9	39.3	38.4	40.5	38.7	41.8	40.2	39.2	41.0	37.4	42.9	43.4	39.5	46.1

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 Source: 649,436 Arbitron Diarykeepers, Winter 1993-Fall 2000