

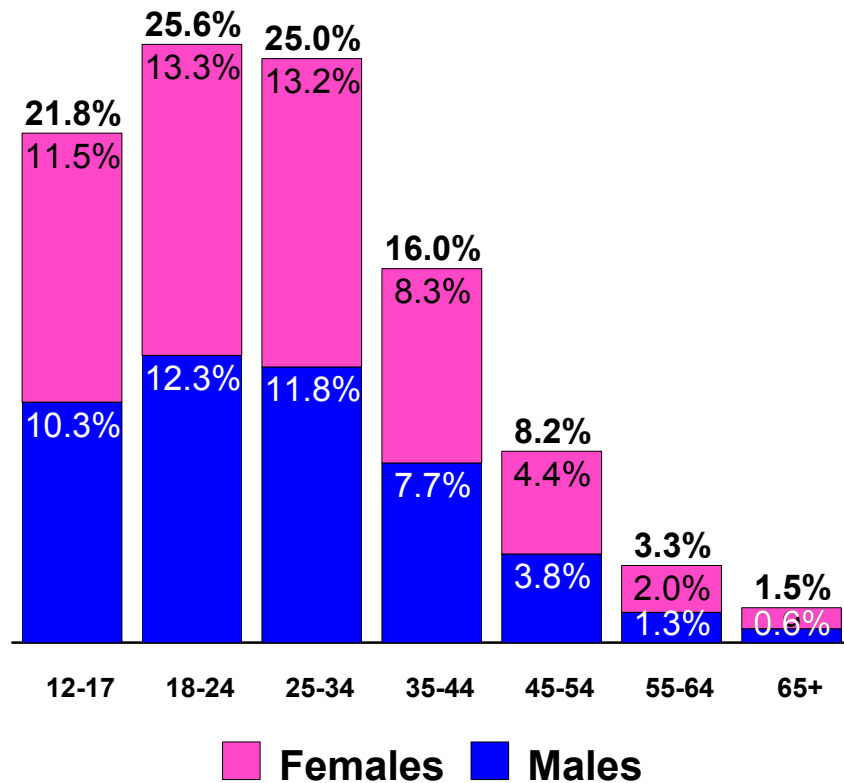


# **Profile of the Urban Contemporary Radio Listener**

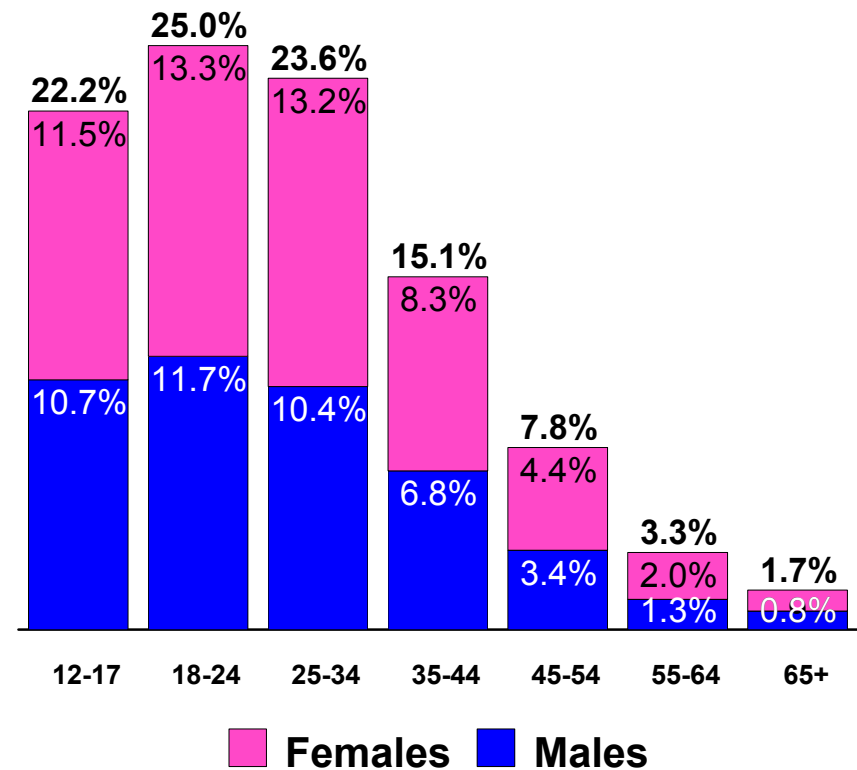
**Based on Arbitron  
Summer 03 - Spring 04**

# What is the Audience Composition of the Urban Contemporary Radio Listener?

**AQH Composition**  
Mon-Sun 6a-12m

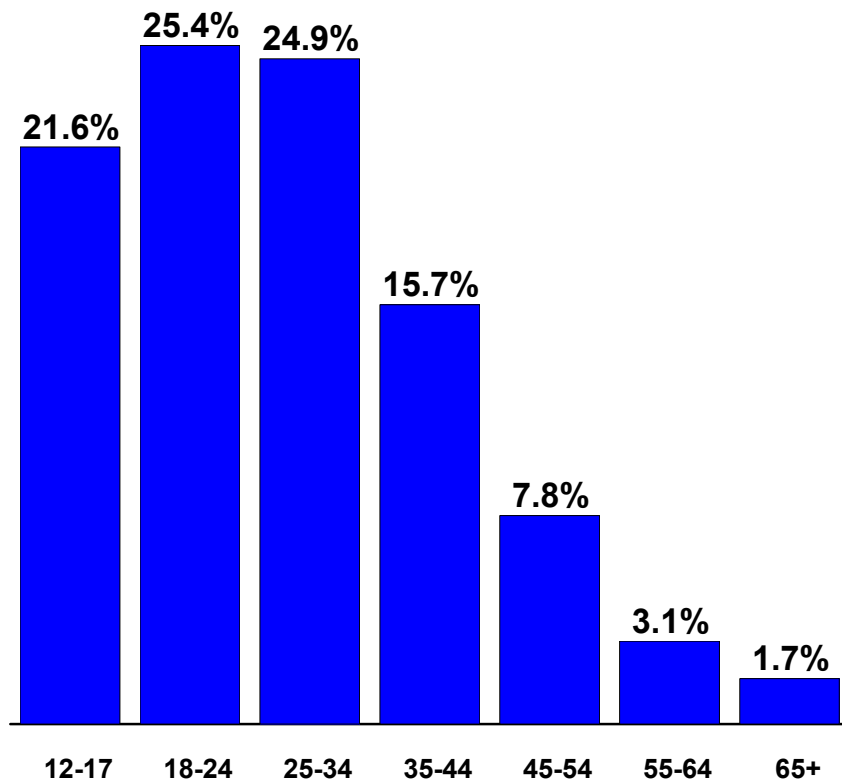


**Cume Composition**  
Mon-Sun 6a-12m

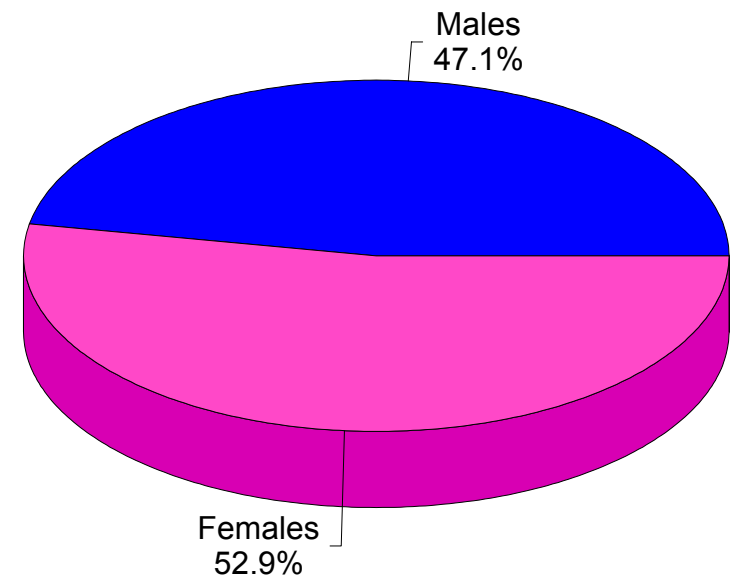


# What is the Audience Composition of the Urban Contemporary Radio Listener?

**AQH Composition**  
Mon-Sun 6a-12m

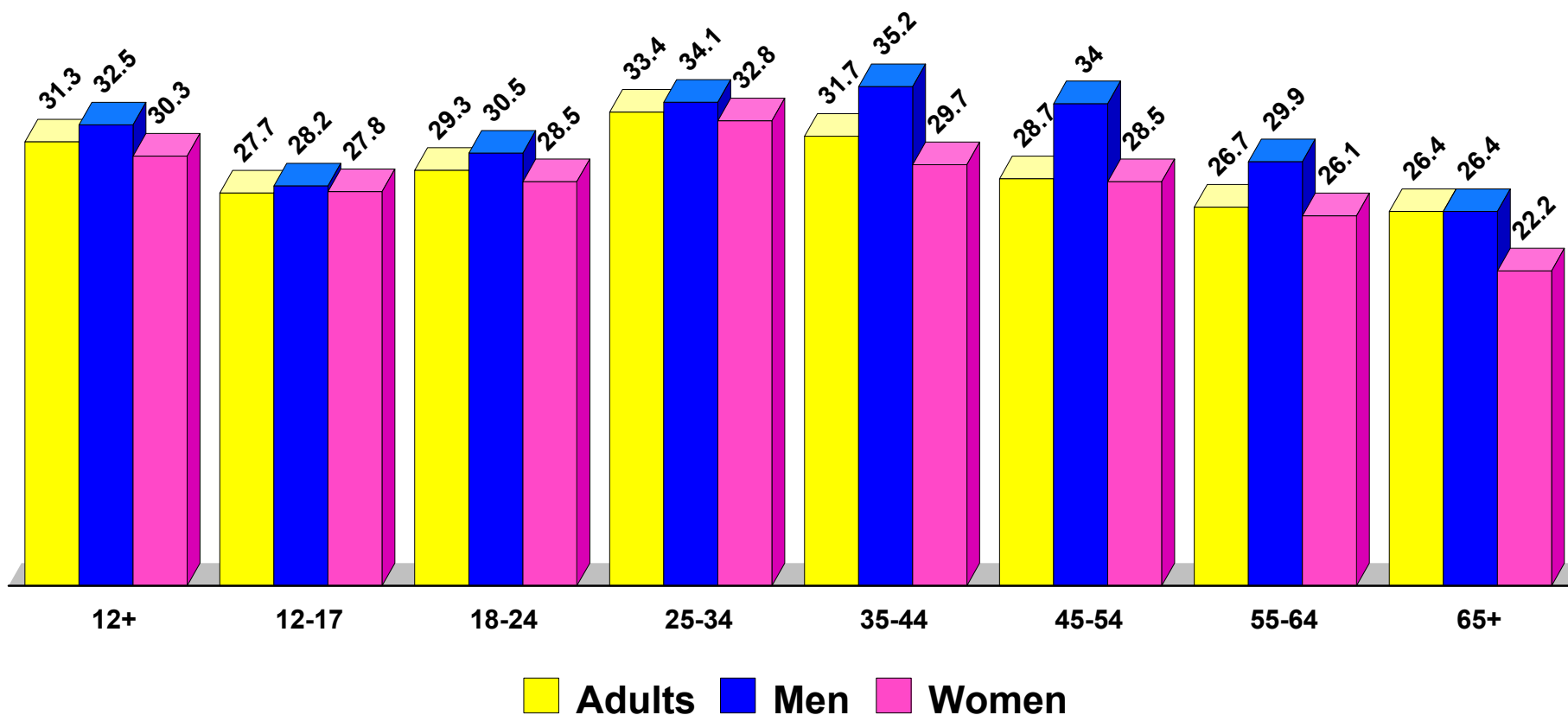


**AQH Composition**  
Mon-Sun 6a-12m



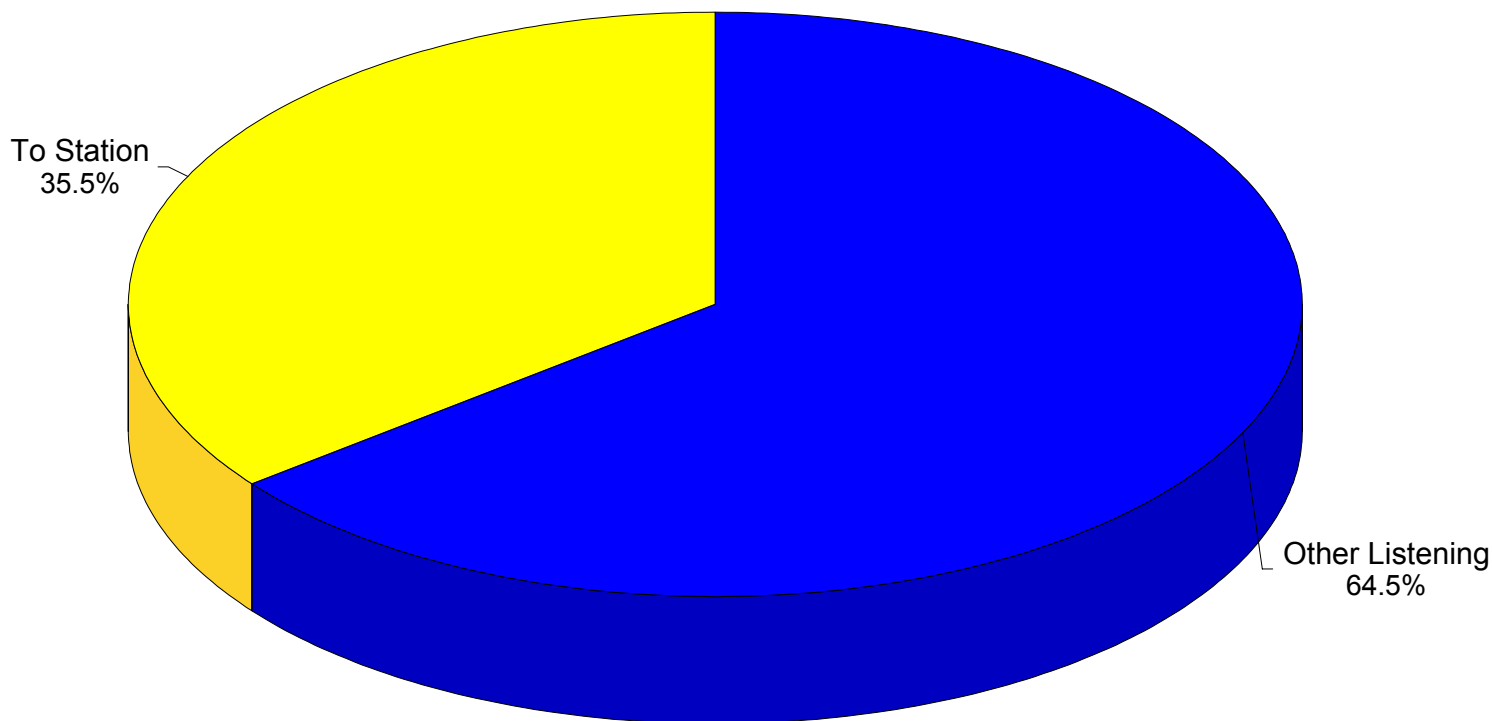
# Does Time Spent Listening To Urban Contemporary Radio Vary By Gender and Age?

Time Spent Listening (Qhrs) to Urban Contemporary Radio  
Persons 12+ Mon-Sun 6a-12m



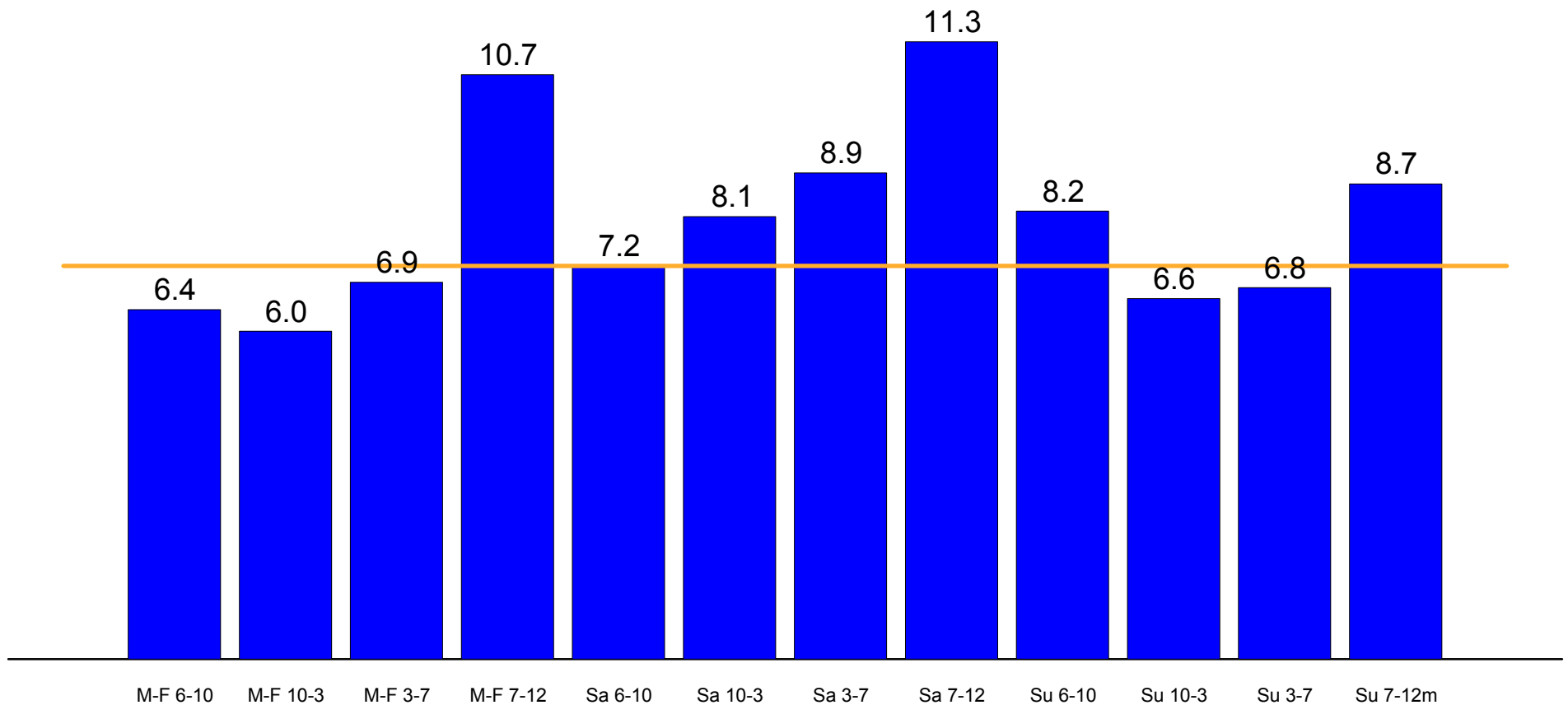
# What Percentage of an Urban Contemporary Radio Listener's Time Is Spent With The Station?

The average Urban Listener Spends 23.2 Quarter-Hours with Radio. They spent 35.5% of that time with their Urban Contemporary station.



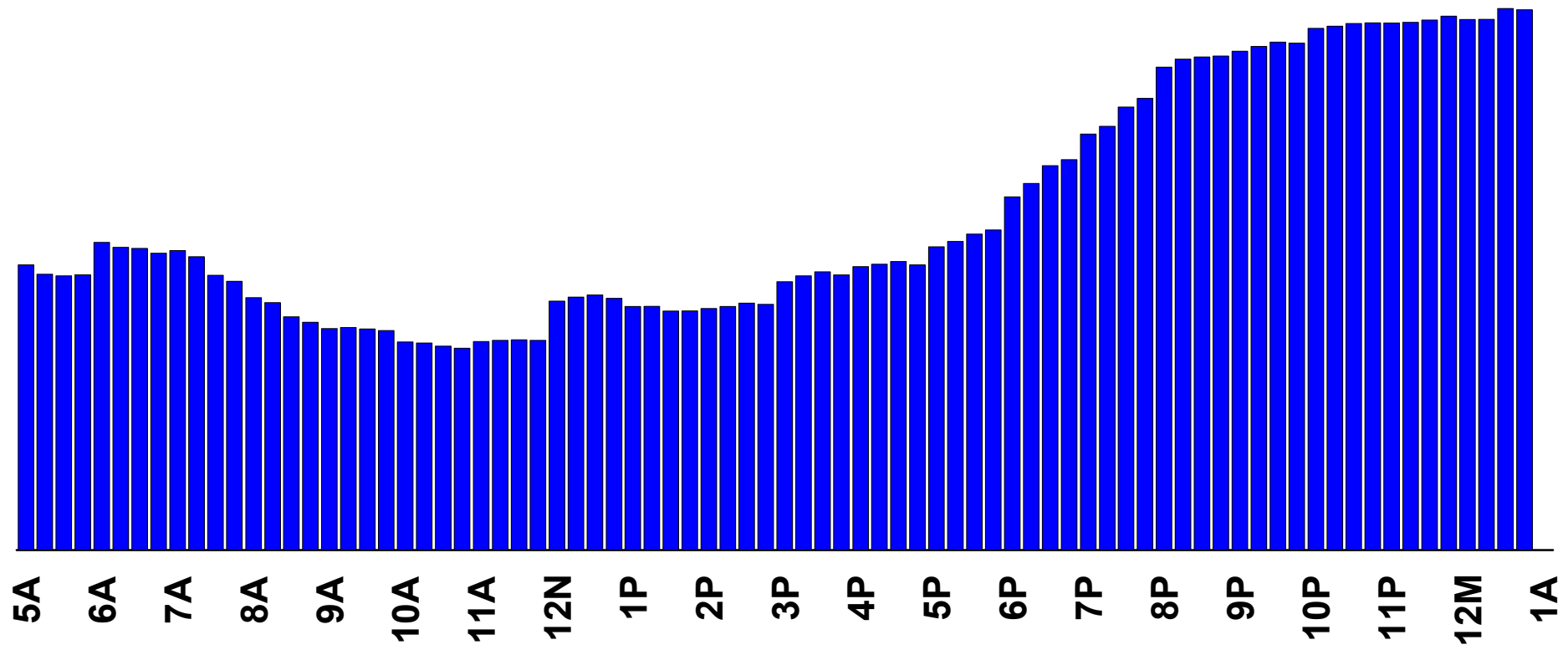
# Which Dayparts Perform Best For Urban Contemporary Radio Stations?

Daypart Performance  
Adults 25-54 AQH Share



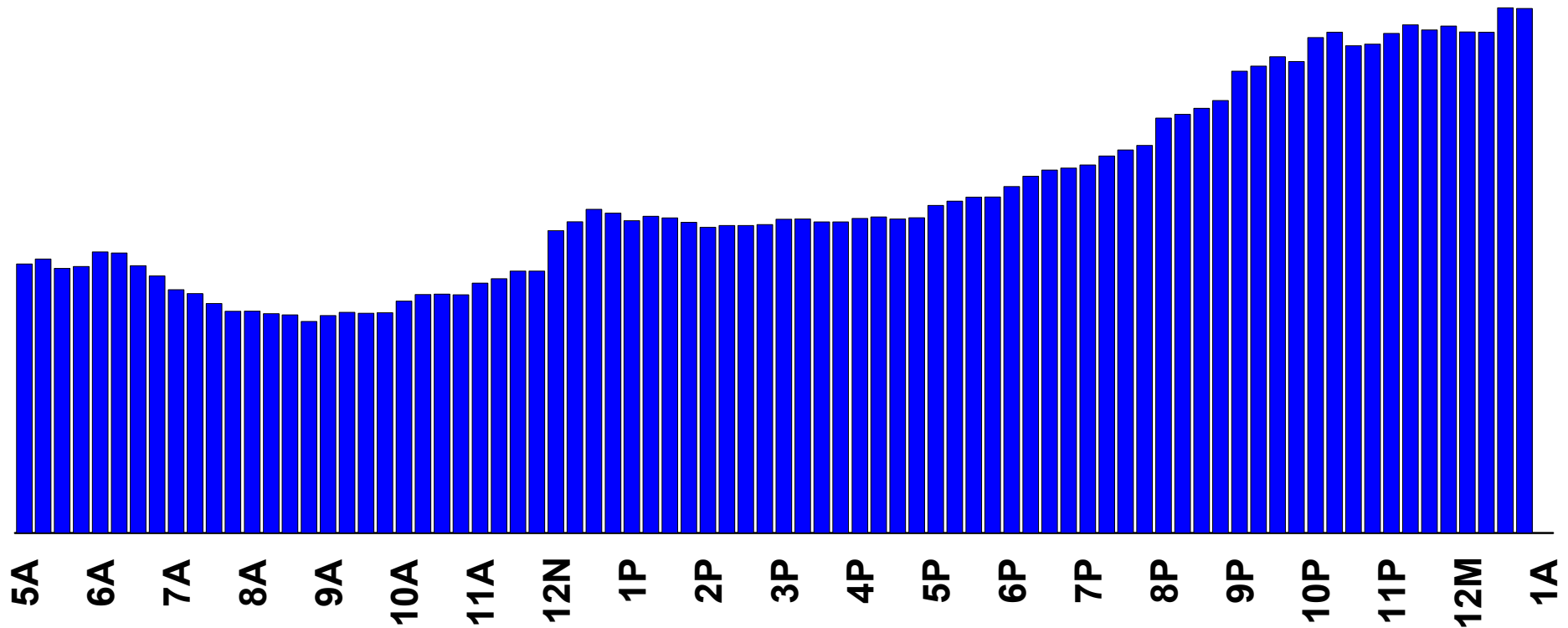
# When Does Urban Contemporary Radio Get Its Highest Share?

12+ AQH Share  
Mon-Fri



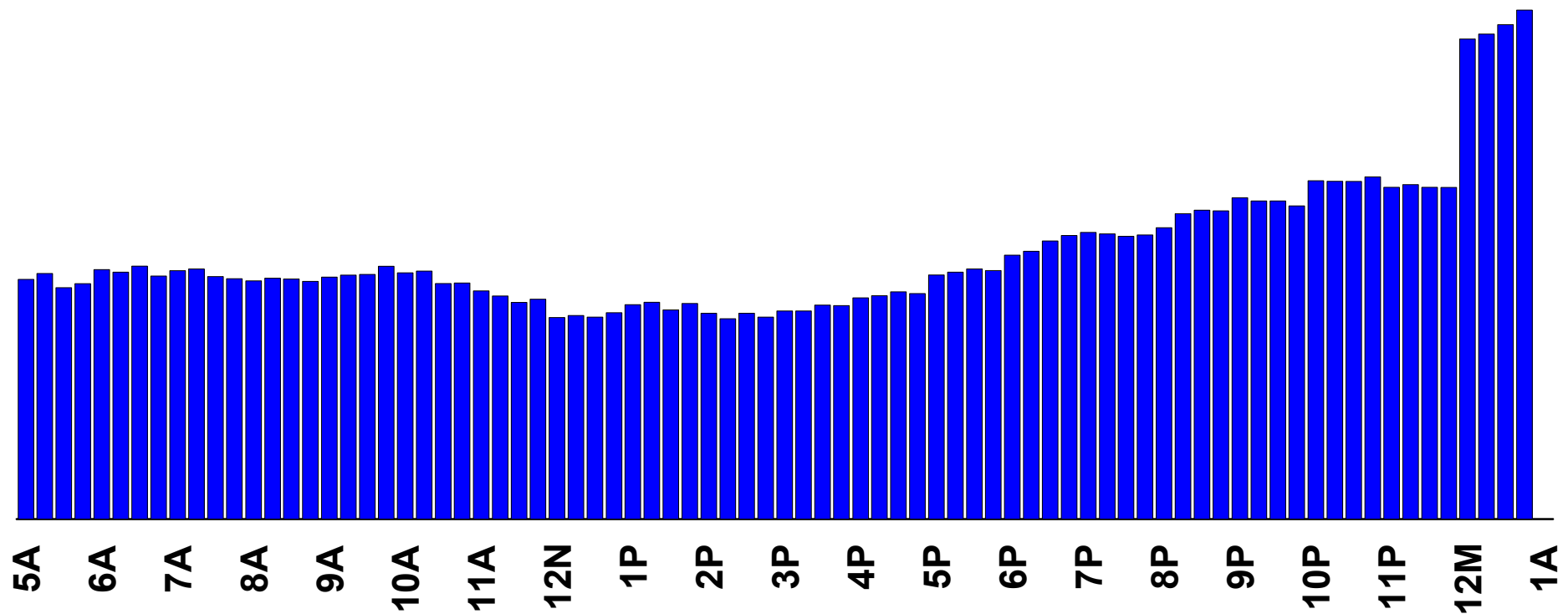
# When Does Urban Contemporary Radio Get Its Highest Share?

12+ AQH Share  
Saturday



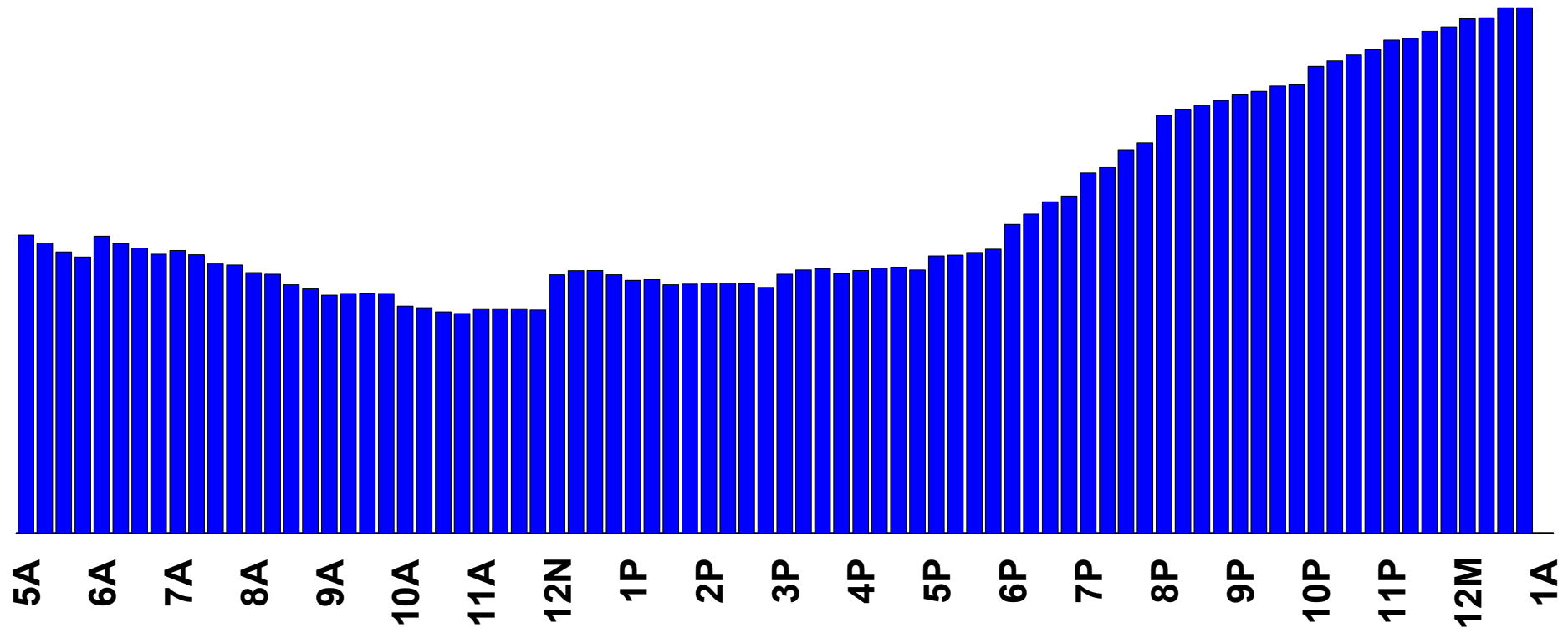
# When Does Urban Contemporary Radio Get Its Highest Share?

12+ AQH Share  
Sunday



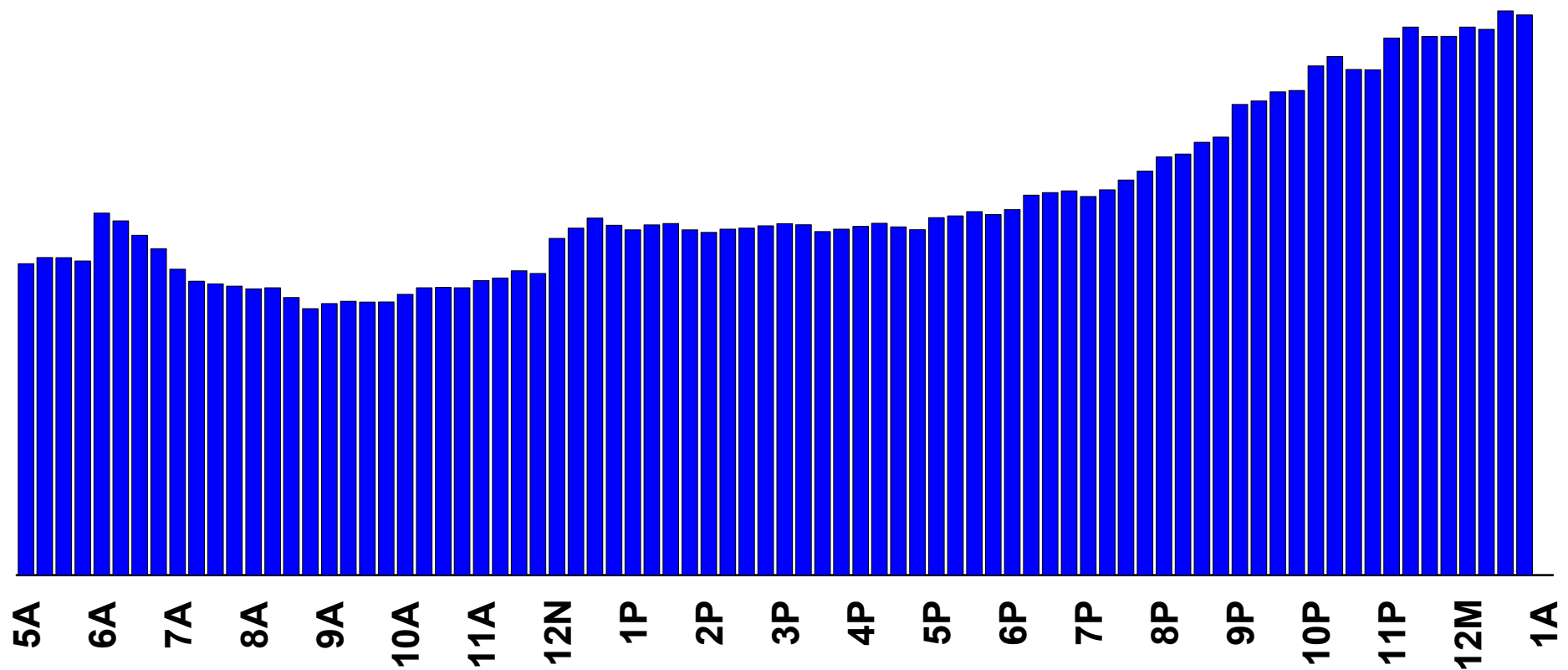
# When Does Urban Contemporary Radio Get Its Highest Share?

18-49 AQH Share  
Mon-Fri



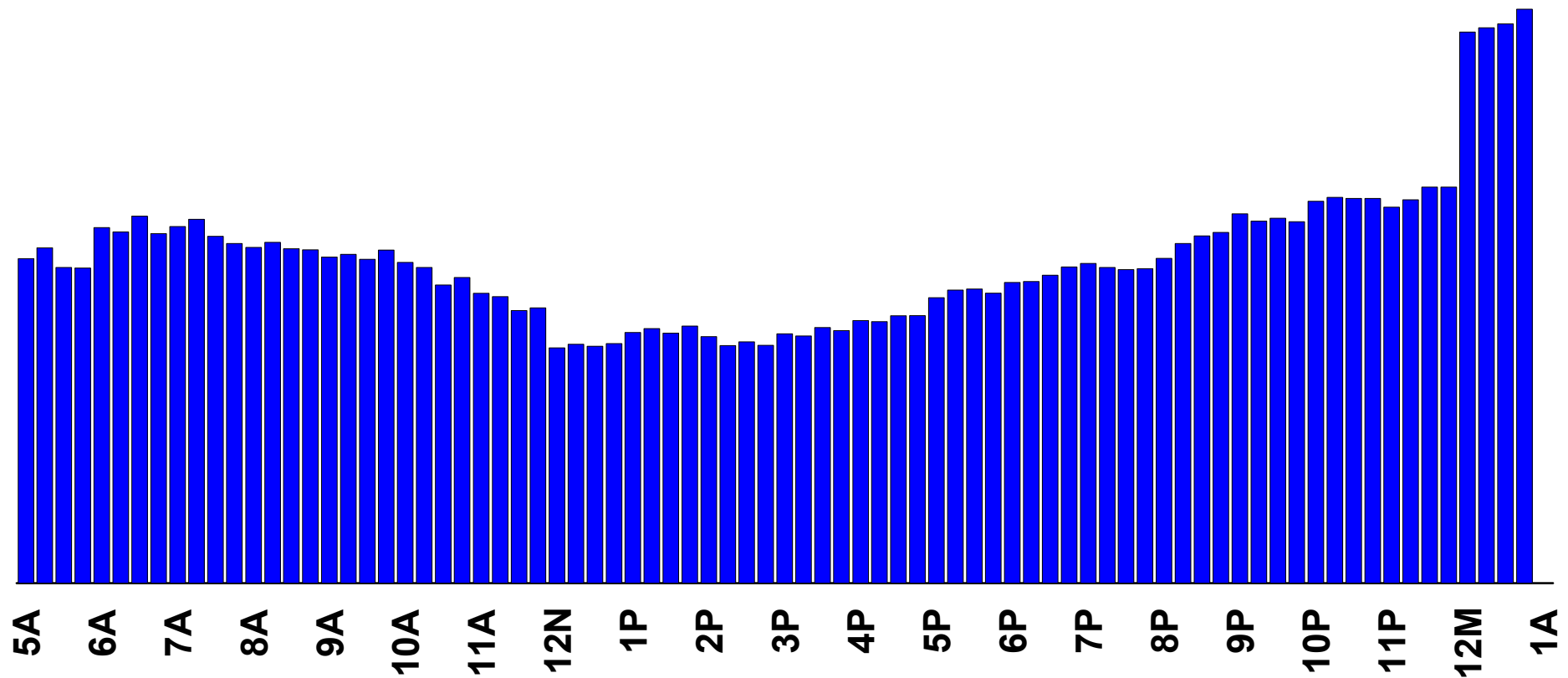
# When Does Urban Contemporary Radio Get Its Highest Share?

18-49 AQH Share  
Saturday



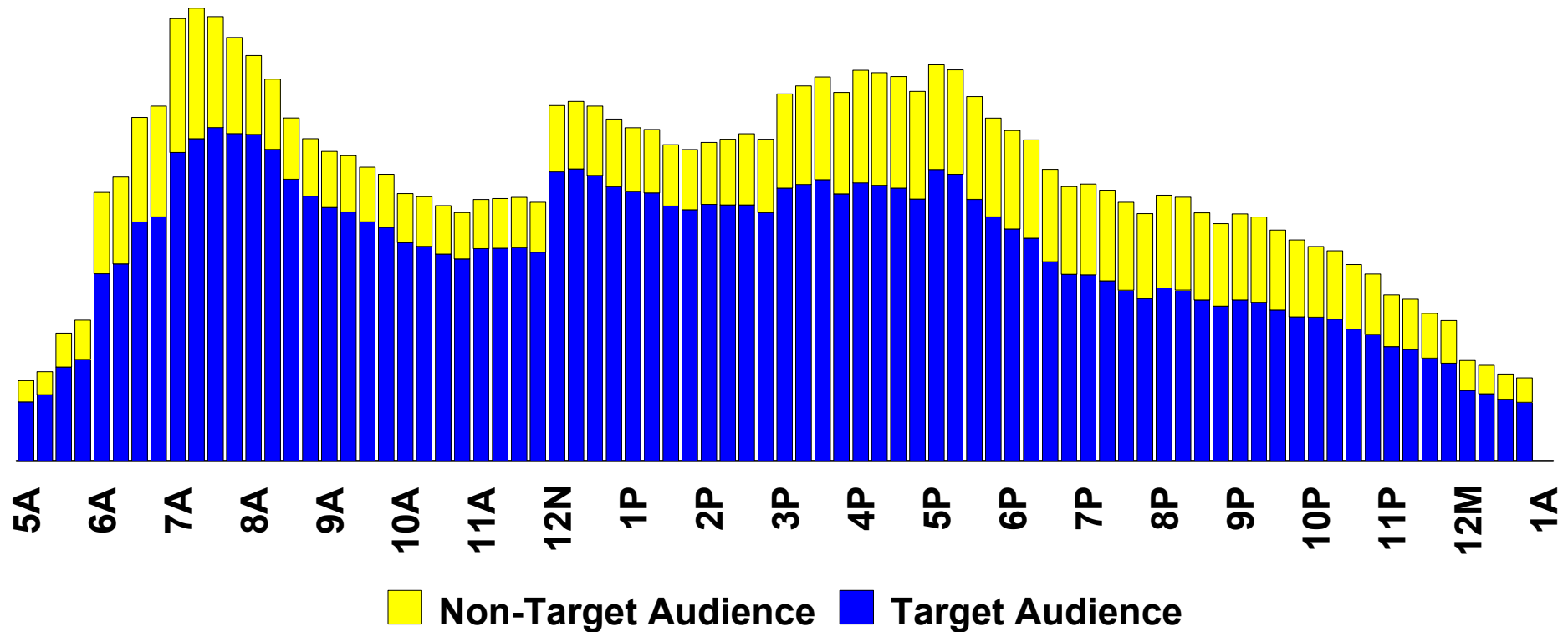
# When Does Urban Contemporary Radio Get Its Highest Share?

18-49 AQH Share  
Sunday



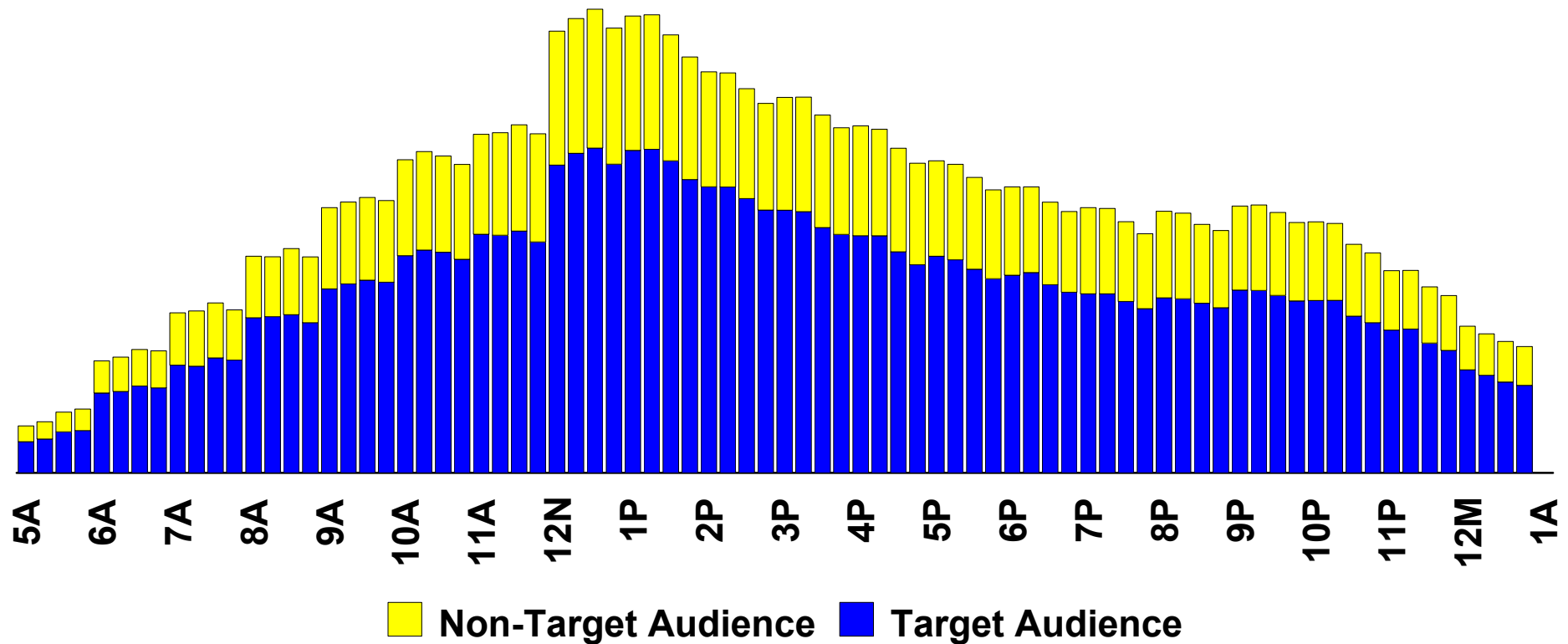
# When Does the Urban Contemporary Target Audience Listen?

Mon-Fri  
AQH Persons



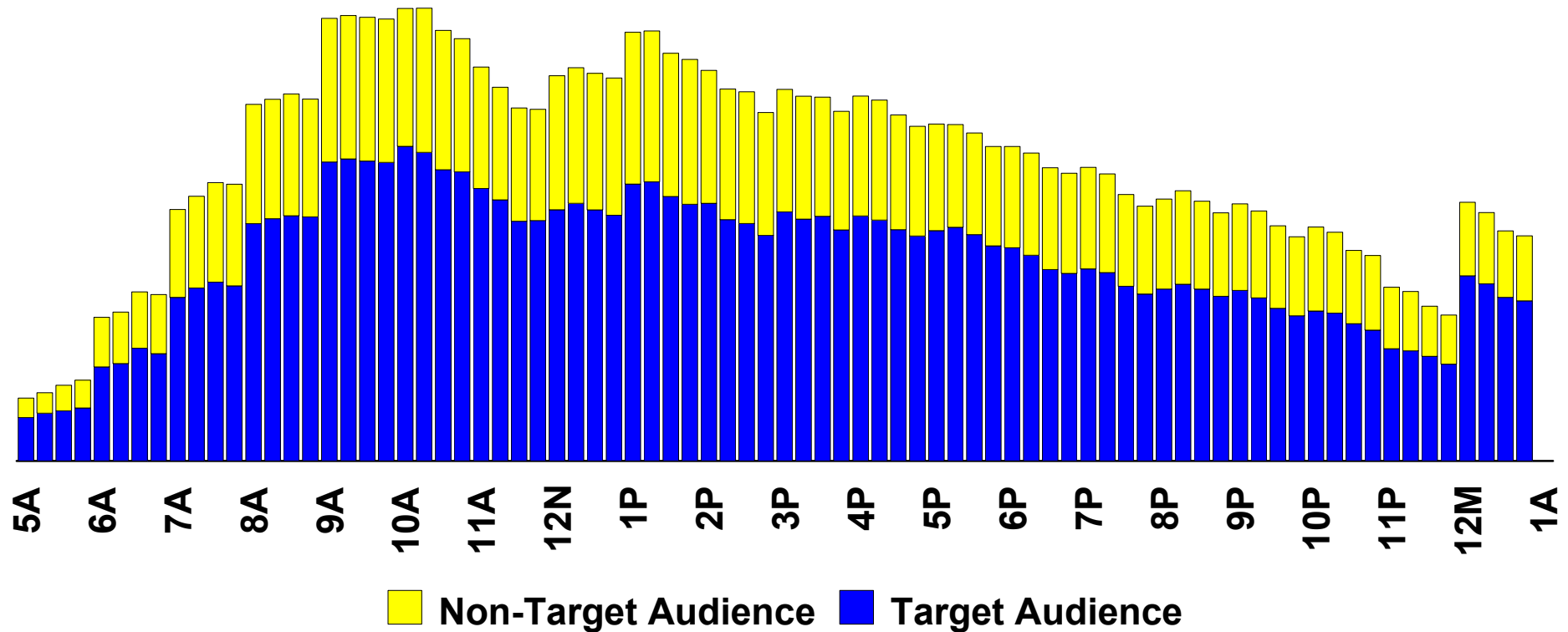
# When Does the Urban Contemporary Target Audience Listen?

Saturday  
AQH Persons



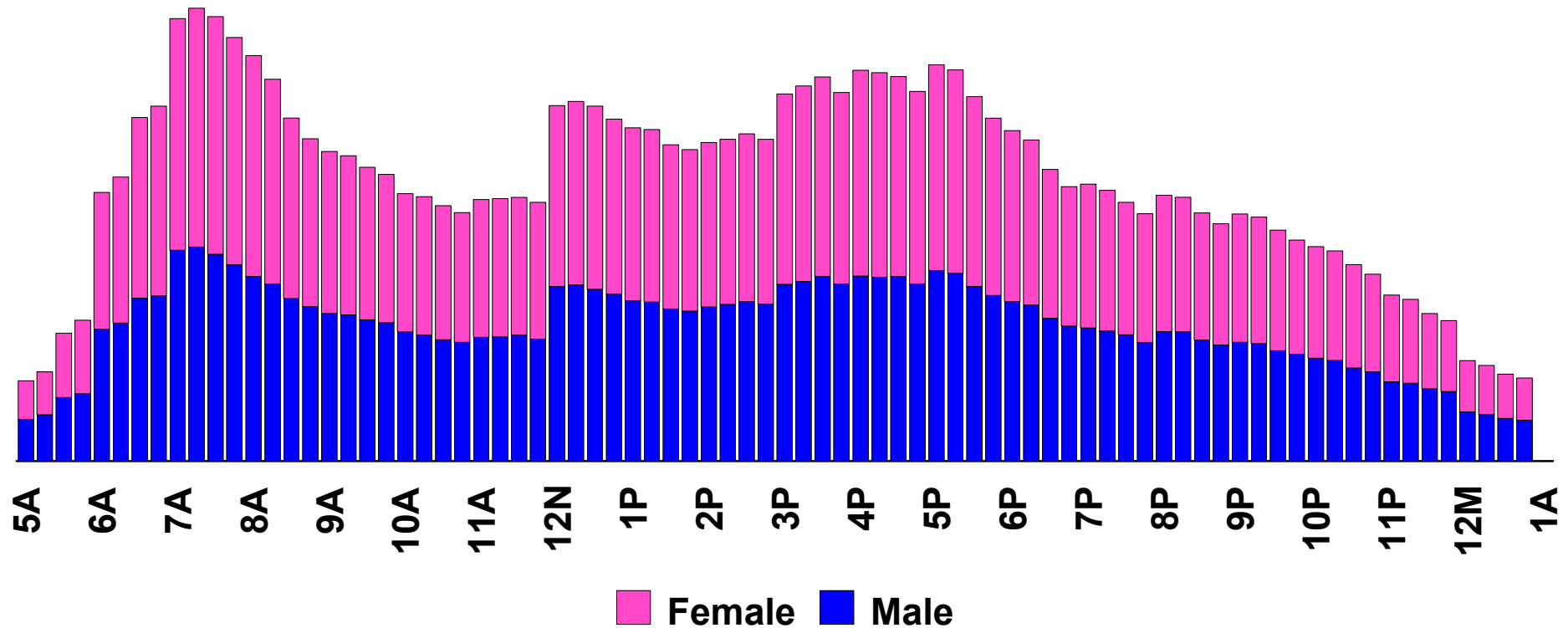
# When Does the Urban Contemporary Target Audience Listen?

Sunday  
AQH Persons



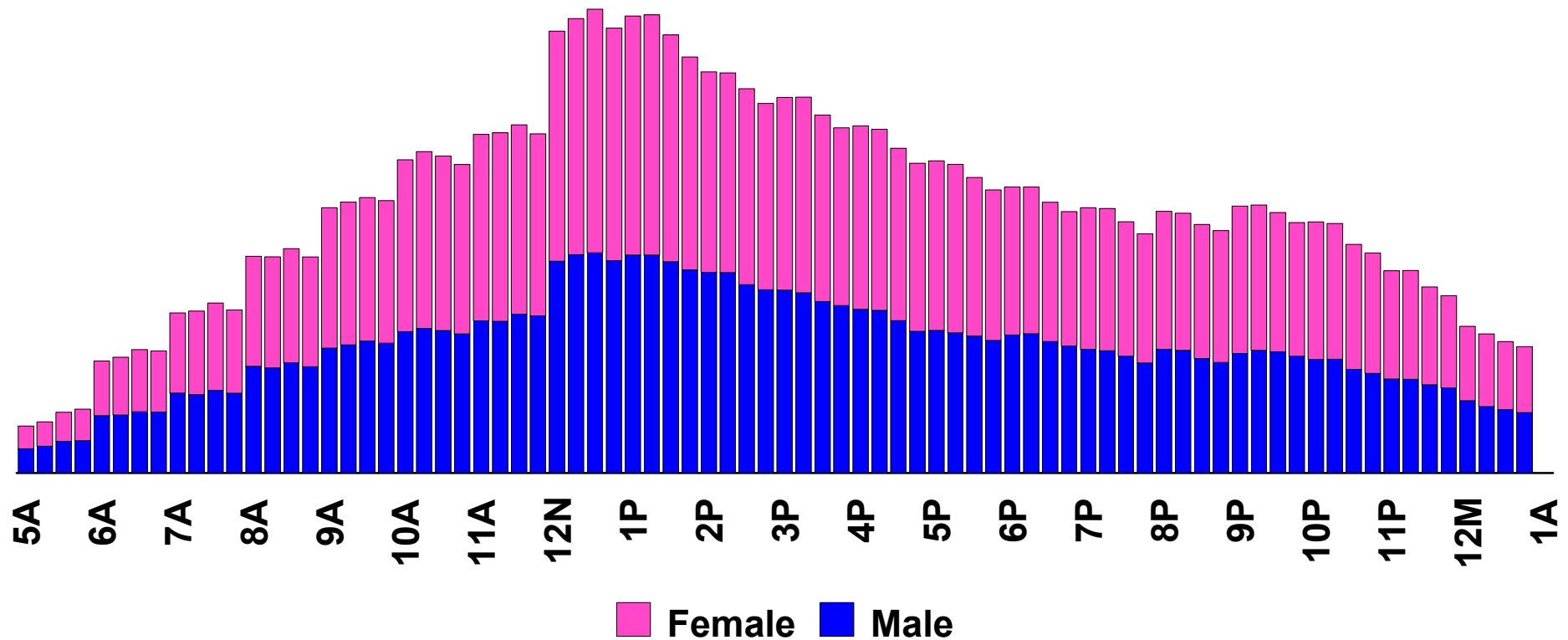
# When Does the Urban Contemporary Target Audience Listen?

Mon-Fri  
AQH Persons



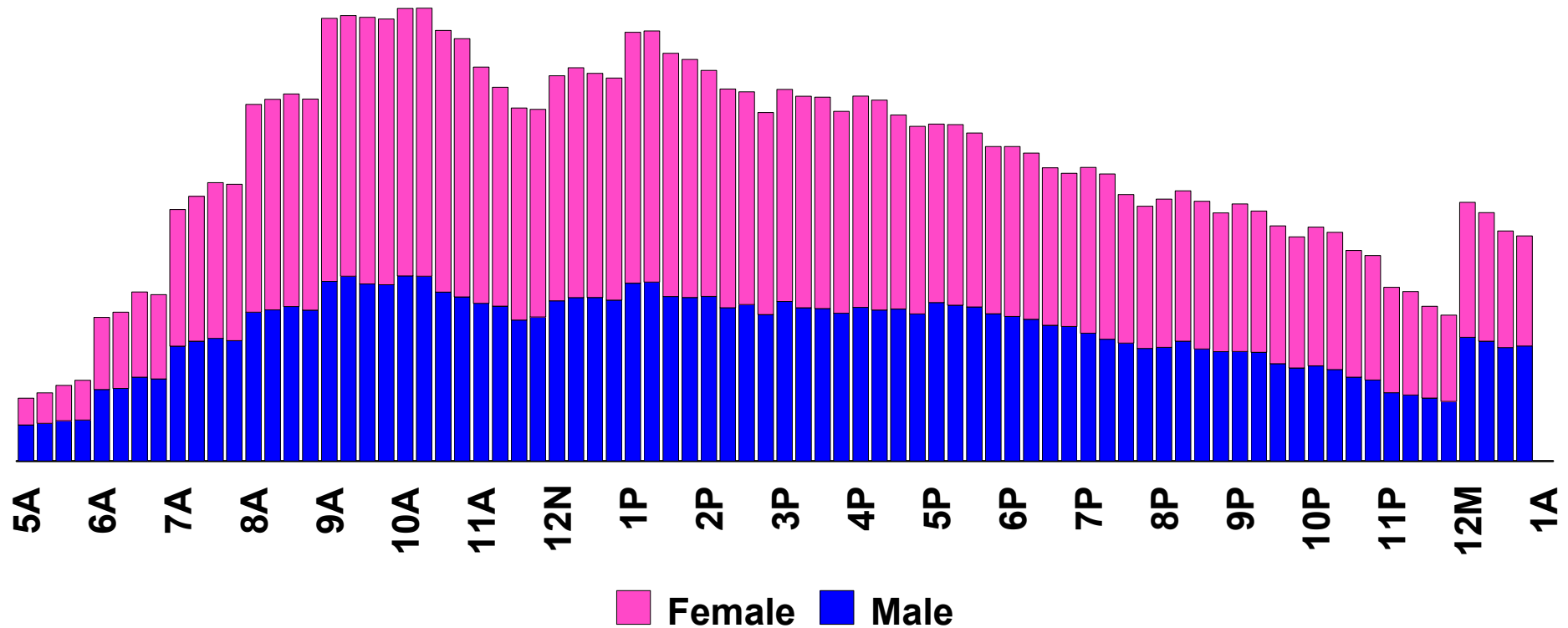
# When Does the Urban Contemporary Target Audience Listen?

Saturday  
AQH Persons



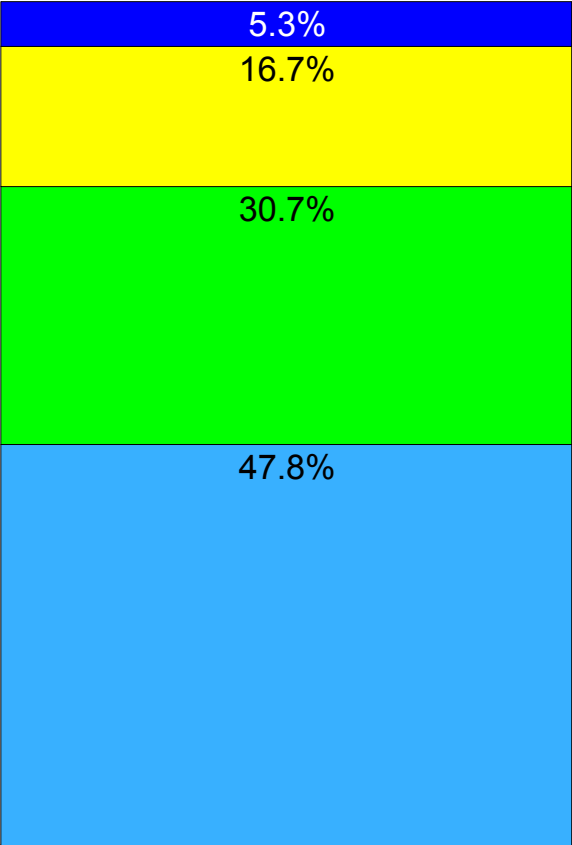
# When Does the Urban Contemporary Target Audience Listen?

Sunday  
AQH Persons



# In What Location Does the Urban Contemporary Target Audience Listen?

AQH Listening Location Composition  
Mon-Sun 6a-12m

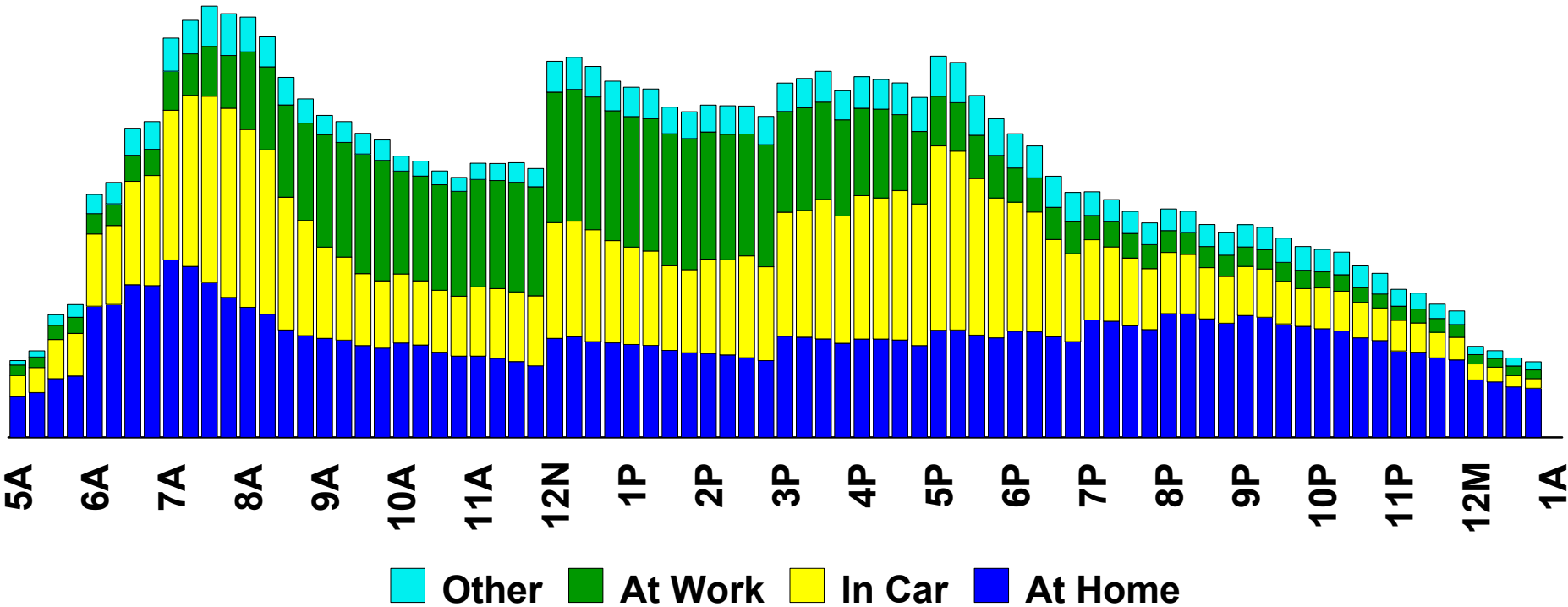


	<u>At Home</u>	<u>In Car</u>	<u>At Work</u>	<u>Other</u>
AQH %	47.8%	30.7%	16.7%	5.3%
Cume %	59.9%	69.1%	15.4%	13.1%
TSL	24.9	13.6	34.0	12.3

- Other
- At Work
- In Car
- At Home

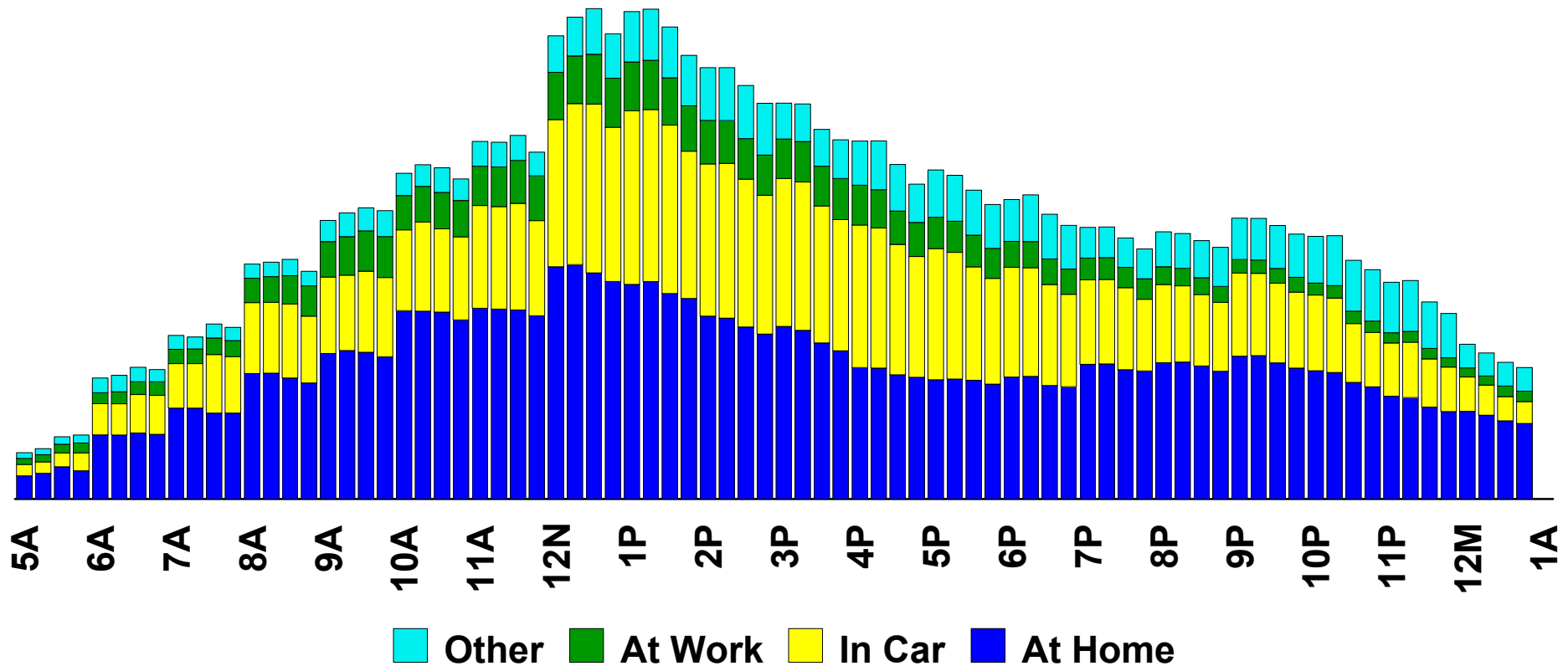
# In What Location Does the Urban Contemporary Target Audience Listen?

Adults 18-49 Mon-Fri  
AQH Persons



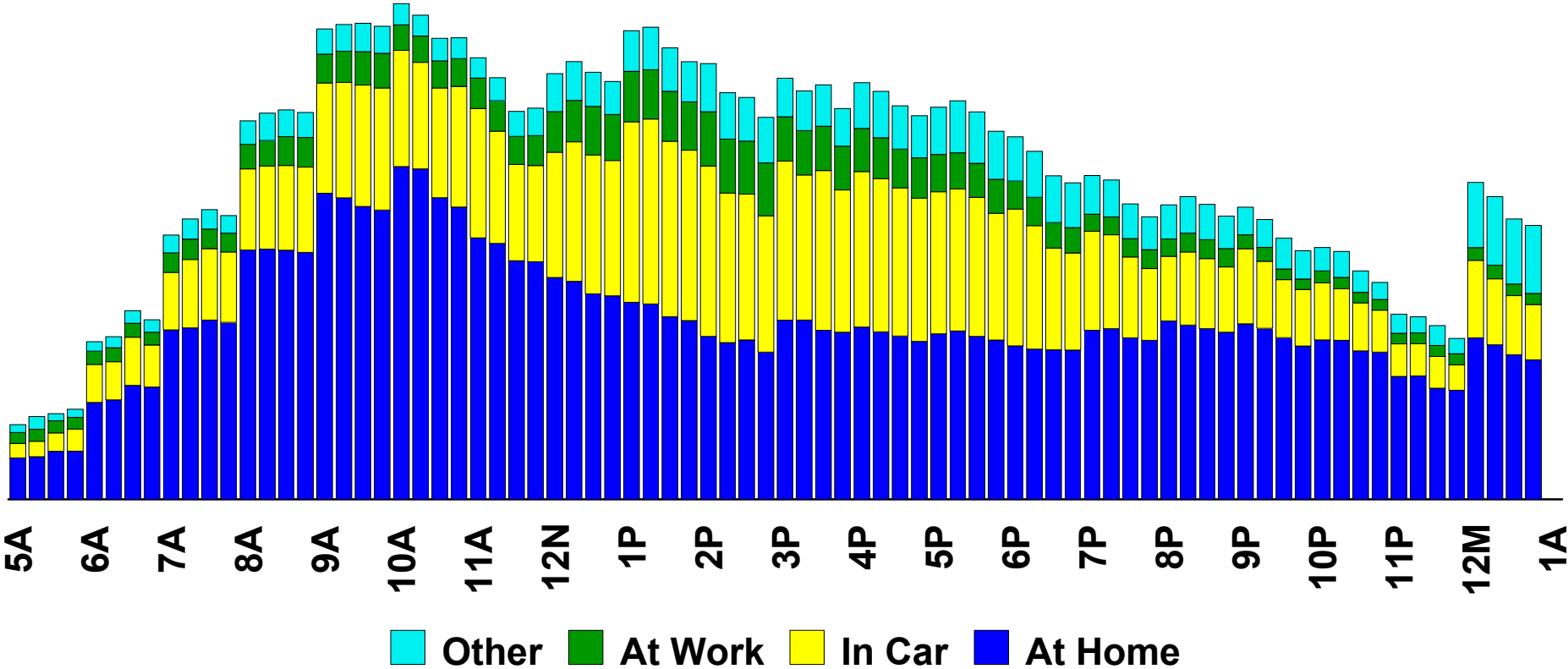
# In What Location Does the Urban Contemporary Target Audience Listen?

Adults 18-49 Saturday  
AQH Persons



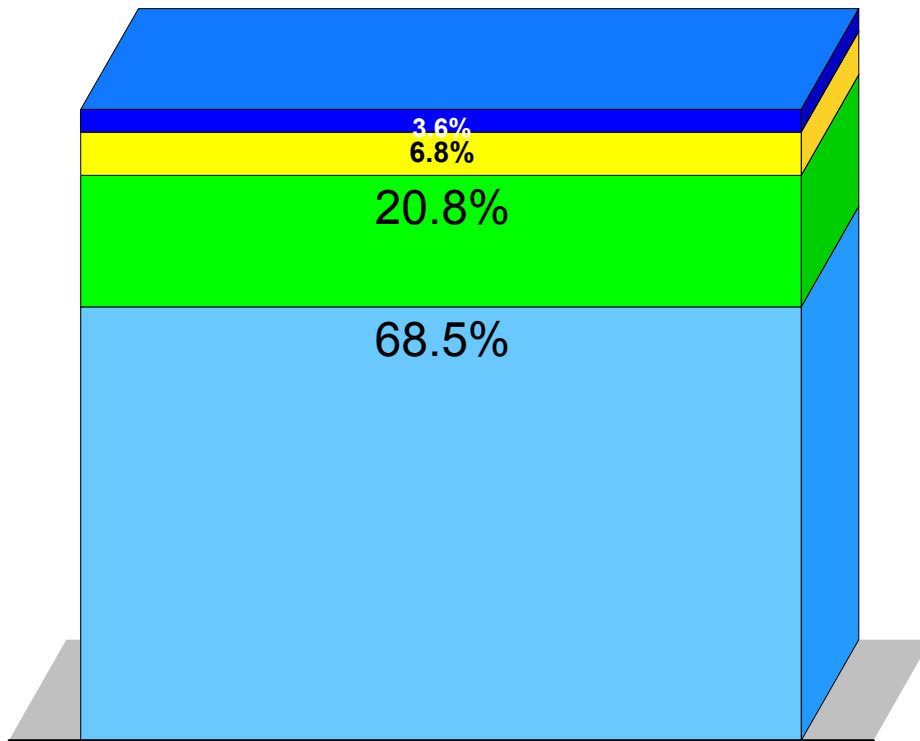
# In What Location Does the Urban Contemporary Target Audience Listen?

Adults 18-49 Sunday  
AQH Persons



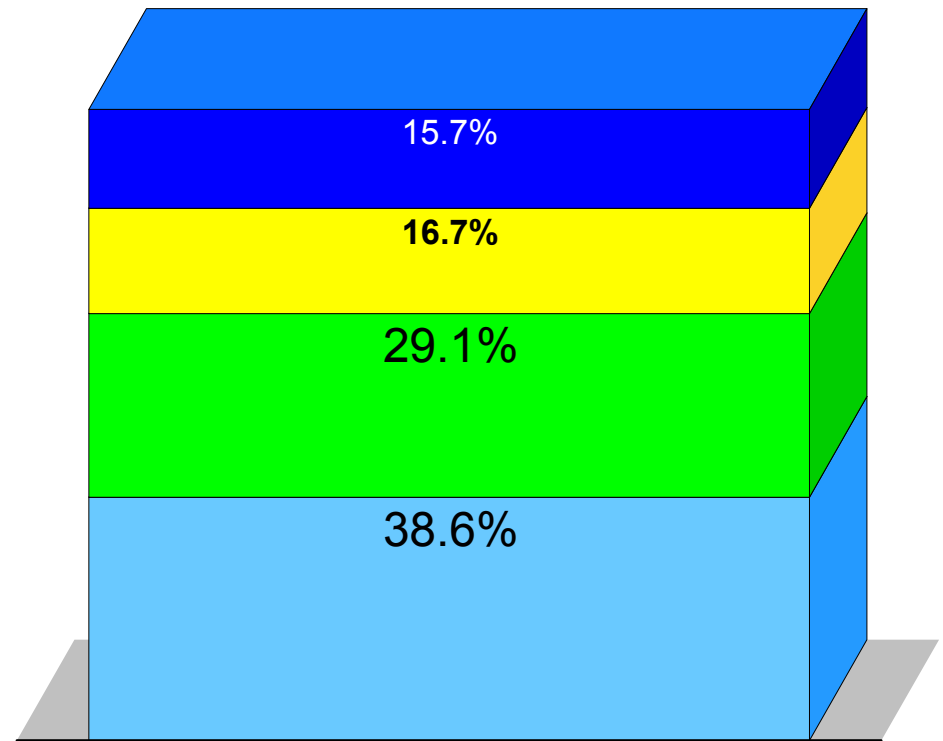
# What Are The Preference Levels of the Urban Contemporary Radio Listener?

**AQH Composition**  
Persons 12+



■ P4 ■ P3 ■ P2 ■ P1

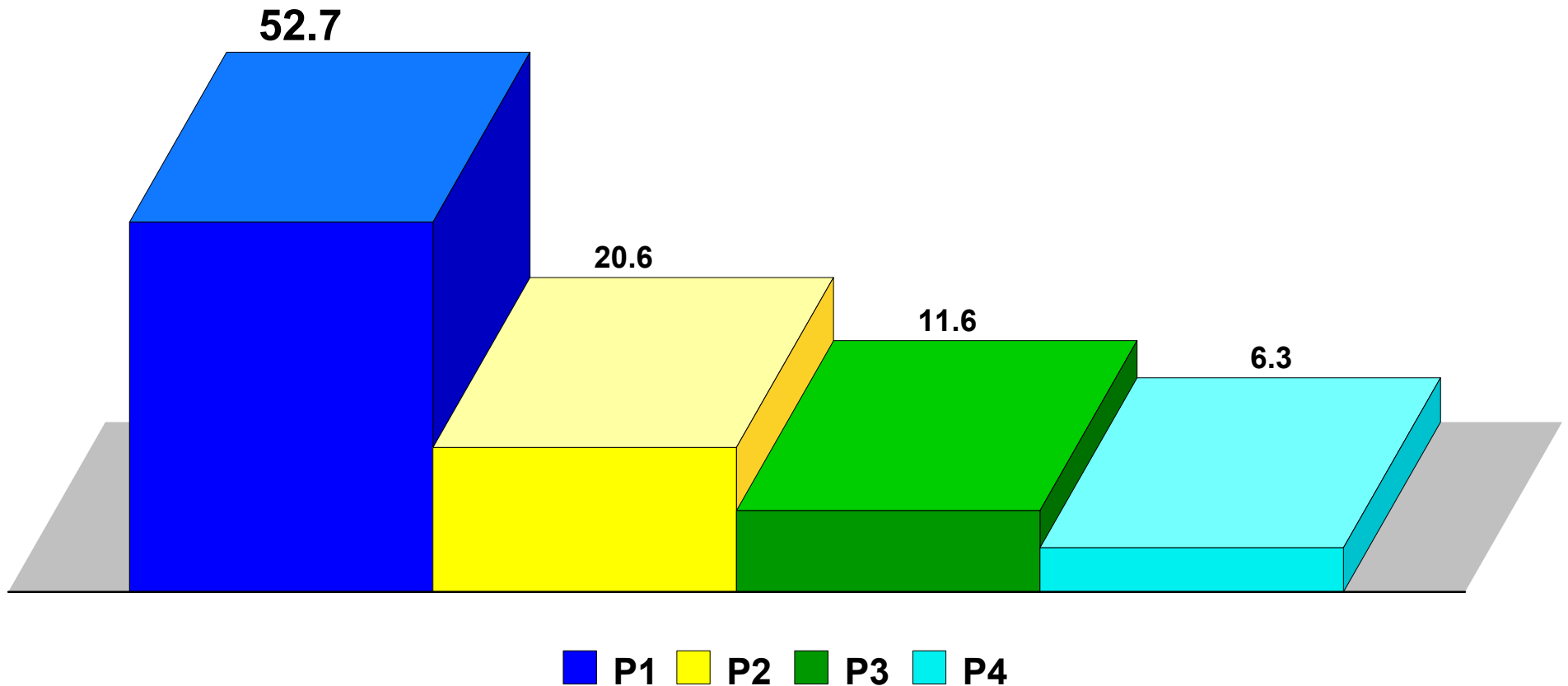
**Cume Composition**  
Persons 12+



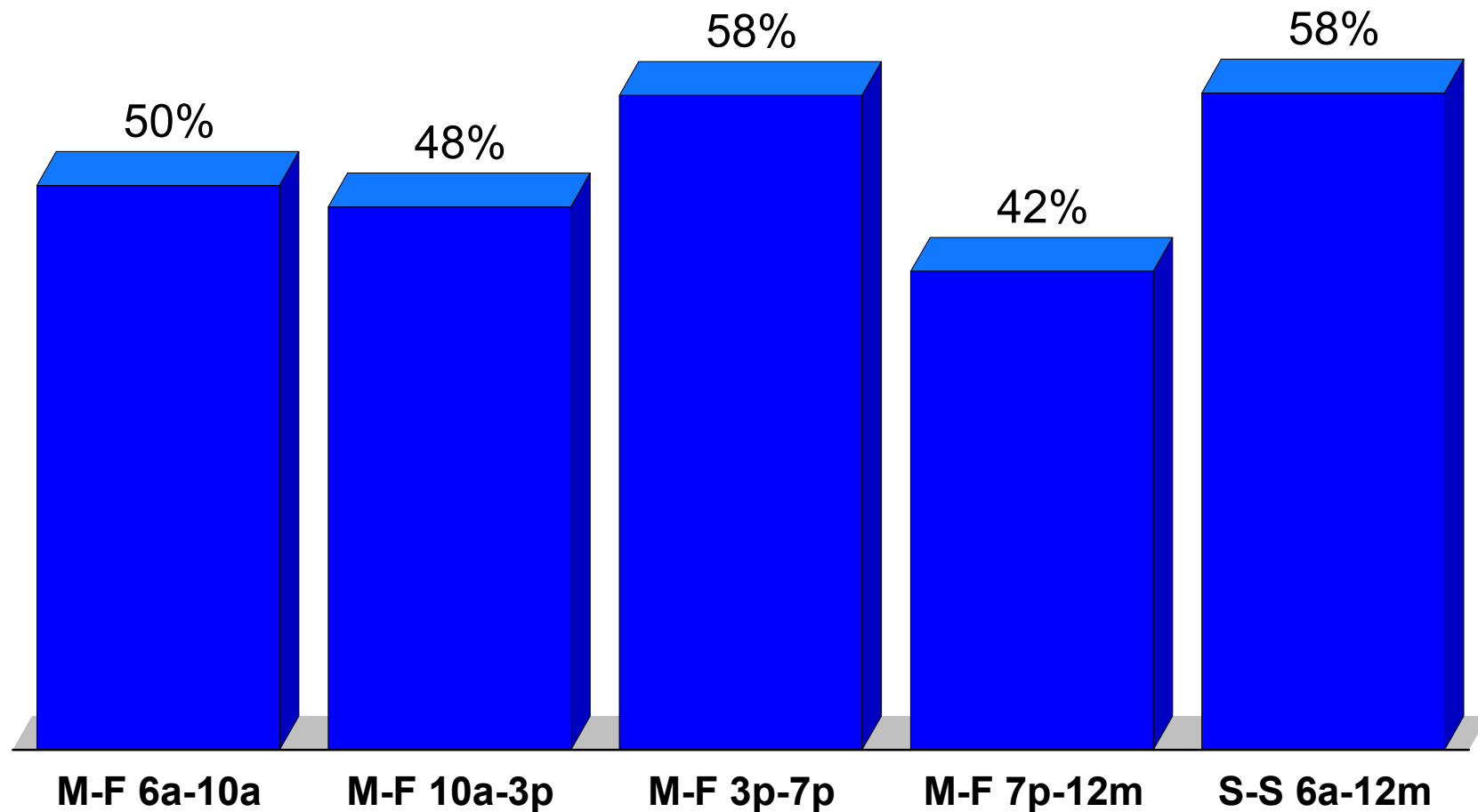
■ P4 ■ P3 ■ P2 ■ P1

# How Long Does the Urban Contemporary Audience Listen By Preference Level?

Persons 12+ TSL (Qhrs)  
Mon-Sun 6a-12m



# What Percentage of the Urban Contemporary Audience Tunes To Each Major Daypart?

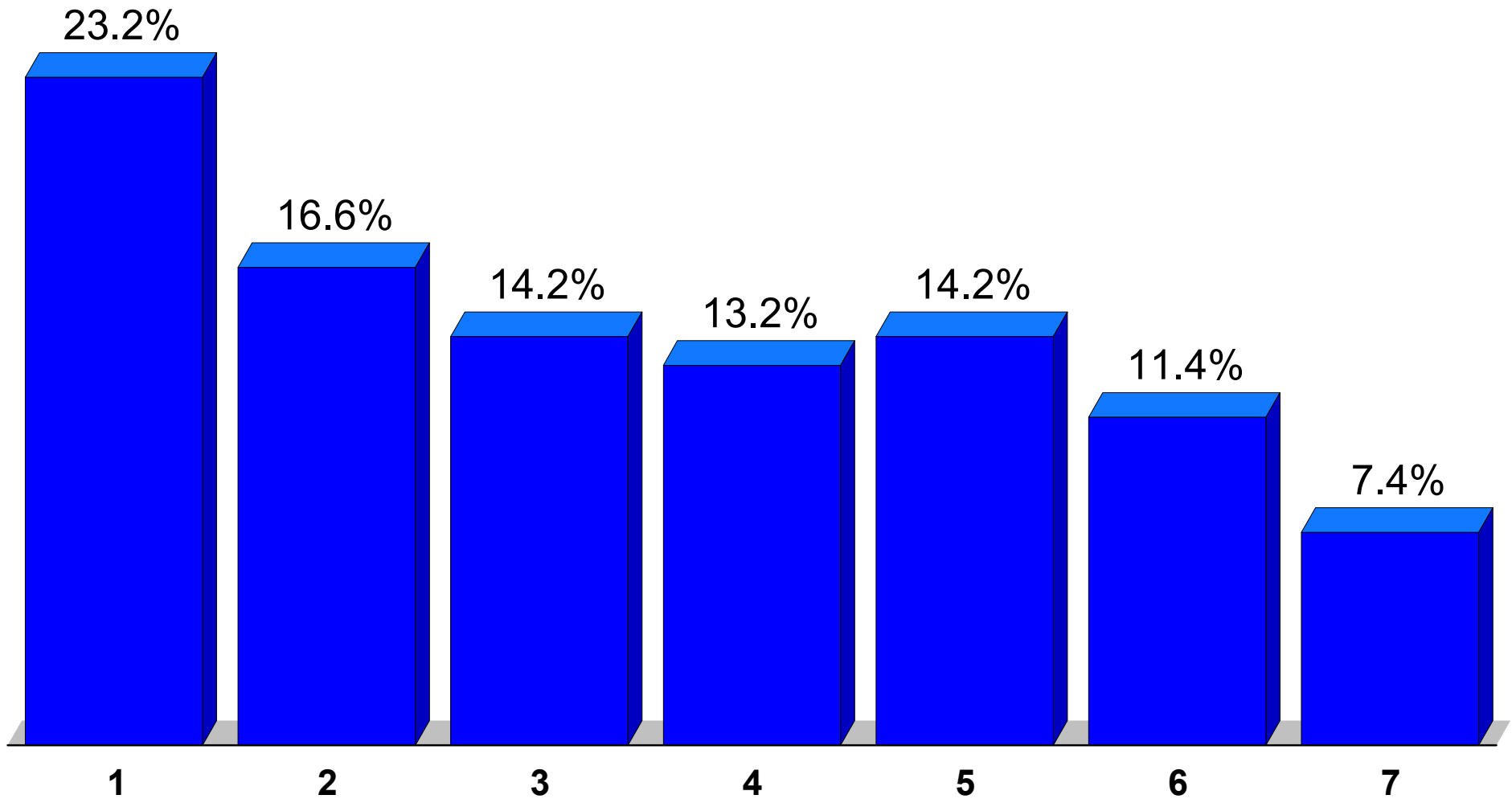


# How Well Do Urban Radio Stations Move Their Audiences Across Dayparts?

Percentage of Daypart Cume Persons 18-49

Daypart	<u>M-F 6-10</u>	<u>M-F 10-3</u>	<u>M-F 3-7</u>	<u>M-F 7-12</u>	<u>S-S 6-12</u>
M-F 6-10	100%	58%	55%	54%	51%
M-F 10-3	56%	100%	56%	52%	48%
M-F 3-7	64%	67%	100%	71%	59%
M-F 7-12	45%	46%	51%	100%	48%
S-S 6-12	59%	58%	59%	65%	100%

# On How Many Days Each Week Do Urban Radio Listeners Tune In?





# **Profile of the Urban Contemporary Radio Listener**

**Based on Arbitron  
Summer 03 - Spring 04**

Visit the News Vault at  
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