



nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

# STATE OF THE MEDIA: AUDIO TODAY 2014

**HOW AMERICA LISTENS**  
FEBRUARY 2014





## WELCOME

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MATT O'GRADY  
EVP & MANAGING  
DIRECTOR, NIELSEN

No matter where you are in America, the radio is always on. The original mass medium, radio today reaches more than ninety percent of everyone in the United States on a weekly basis. This enormous reach stretches across demographics, ethnicities and geographies as listeners engage every day with stations in their local markets on matters important to them.

I am pleased to introduce our *State of the Media: Audio Today* report to the stable of Nielsen's diverse thought leadership pieces. Last year we added audio to our measurement portfolio, bringing us one step closer to our goal of a 360-degree view of a consumer's normal day.

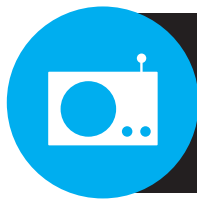
In the pages of this report are profiles of the audio landscape as we hear it today; available across multiple platforms, wherever the consumer wants to listen, in real time; reaching a highly qualified audience outside of the home during the work day; and through formats that offer a diverse lineup of music, sports and talk programming every day in more than 250 markets.

I hope you enjoy our first *Audio Today* report, and we welcome your feedback. Each quarter we will add more insights to the report, including deep dives into ethnic listening landscapes, a look at both the network and public radio worlds, and how sports and special events programming influence day-to-day listening habits all over the country.

The future of audio sounds great to our ears.

  
MATT O'GRADY

ARE YOU LISTENING? 242 MILLION OF US ARE, EACH WEEK, TO AUDIO ACROSS AMERICA. THAT'S NEARLY 92% OF EVERYONE AGE 12 OR OLDER, AND THE REACH IS NEARLY IDENTICAL ACROSS ALL MAJOR DEMOGRAPHIC GROUPS, ETHNICITIES AND GEOGRAPHIES.



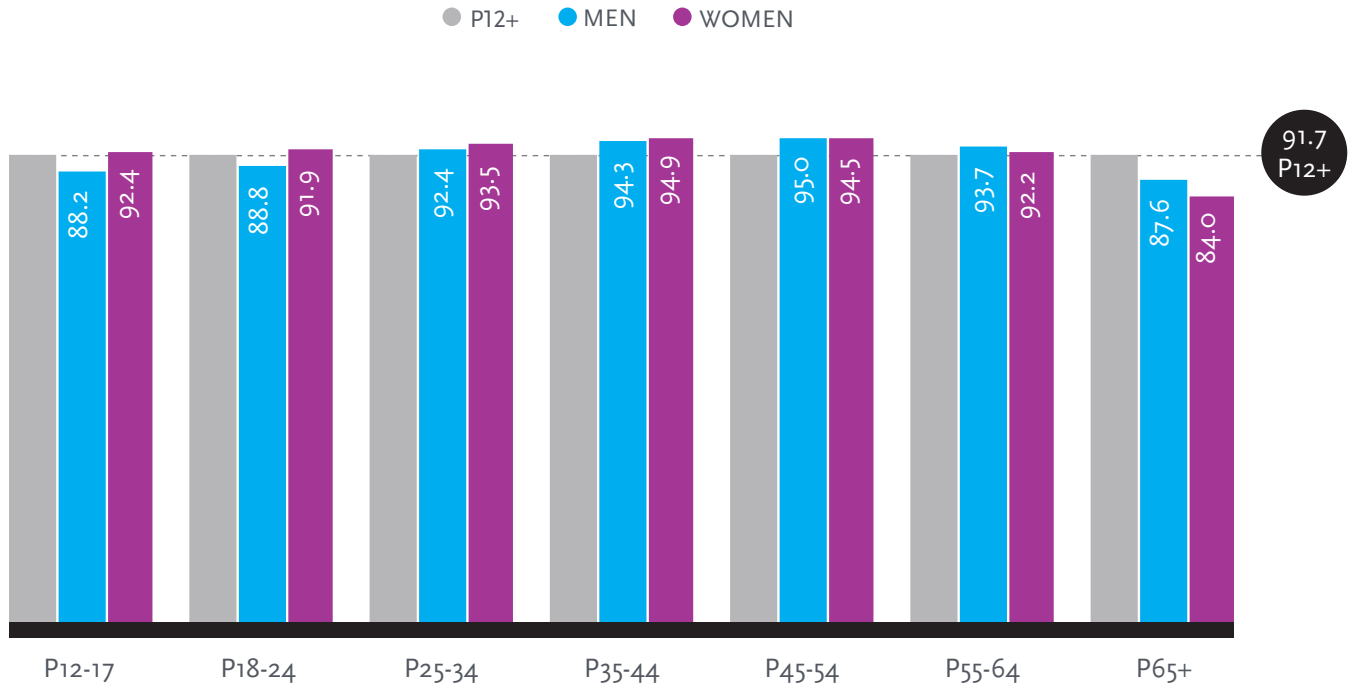
242 MILLION AMERICANS LISTEN TO RADIO EACH WEEK

Audio is available on multiple platforms, in real time, wherever consumers want to listen on more than 16,000 stations across the country covering 50 different formats. Radio is also a hyper-local medium serving every unique community from one coast to the other.

Audio consumers are listening for more than 2 ½ hours every day, and one of radio's best-kept secrets is its ability to reach a highly qualified audience right before they arrive to shop. And audio consumers have money to spend because more than two-thirds of the weekly audience works full-time, tuning in during the working day, away from home.

# RADIO REACHES 90%+ OF NEARLY EVERY DEMOGRAPHIC

WEEKLY CUME RATING  
LISTENERS 12+ (M-SU 6AM-MID)



**HOW TO READ:**

These figures represent “Weekly Cume Ratings.” For example, more than 90% of Women 18-24 in the United States tuned in to radio for five or more minutes during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The grey bar represents the average of all Americans 12+ who listen to radio at least once during the week (91.7%). You can then see how radio reaches various demographic groups compared to the national average.



Source: RADAR 119, December 2013; Radio Usage; M-SU 6AM-MID

## MILLENNIALS (P18-34)

65 MILLION OF AMERICA'S MOST CONNECTED CONSUMERS USE RADIO EACH WEEK



65.2 MILLION

MILLENNIALS USE RADIO EACH WEEK



52%



48%



90.3%

OF ALL MILLENNIALS REACHED WEEKLY BY RADIO



11.5 HOURS

SPENT WITH RADIO EACH WEEK



3PM-7PM  
THE TOP DAYPART IS PM DRIVE



COUNTRY IS THE #1 FORMAT

### LISTENING LOCATION



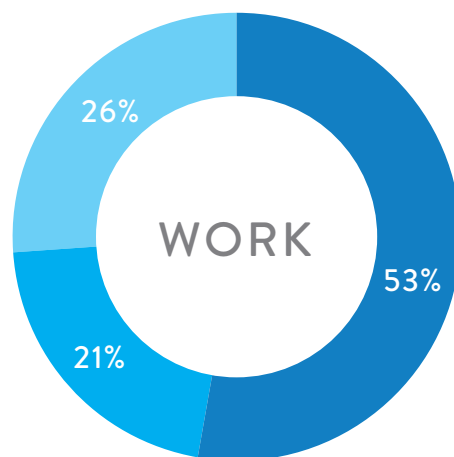
IN HOME

28%



OUT OF HOME

72%



Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID

● FULL-TIME ● PART-TIME ● NON-WORKING

## GENERATION X (P35-49)

RADIO'S WORKFORCE; 74% OF GENERATION X LISTENERS WORK FULL-TIME



57.7 MILLION

GEN X'ERS USE RADIO EACH WEEK



53%



47%



92.7%

OF GENERATION X  
REACHED WEEKLY  
BY RADIO



14 HOURS

SPENT WITH RADIO  
EACH WEEK



10AM-3PM

THE TOP DAYPART  
IS MID DAY



COUNTRY

IS THE #1 FORMAT

### LISTENING LOCATION



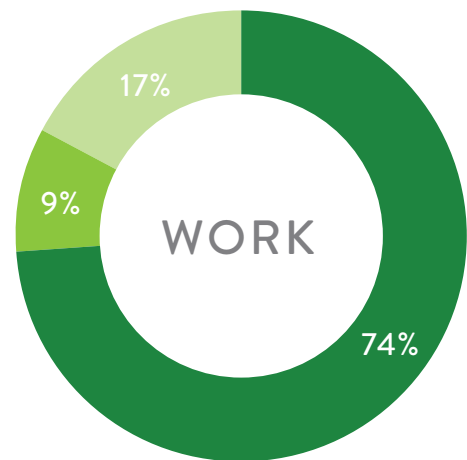
IN HOME

28%



OUT OF HOME

72%



Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID

● FULL-TIME ● PART-TIME ● NON-WORKING

## BOOMERS (P50-64)

RADIO'S MOST ENGAGED DEMO; MORE THAN 14 HOURS PER WEEK SPENT WITH RADIO



56.2 MILLION  
BOOMERS USE RADIO EACH WEEK



53%



47%



91.5%  
OF BOOMERS  
REACHED WEEKLY  
BY RADIO



14.5 HOURS  
SPENT WITH RADIO  
EACH WEEK  
(MOST OF ANY DEMO)



10AM-3PM  
THE TOP DAYPART IS  
MID DAY



NEWS/TALK  
IS THE #1 FORMAT

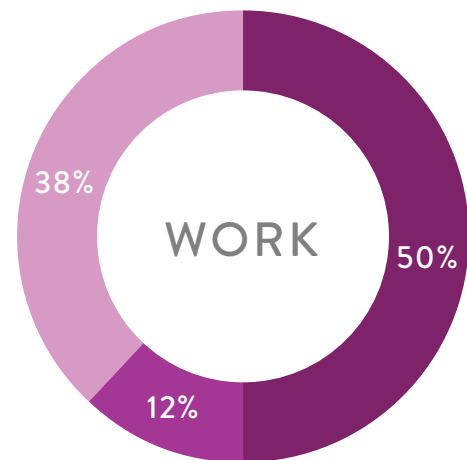
## LISTENING LOCATION



IN HOME  
34%



OUT OF HOME  
66%



Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID

● FULL-TIME ● PART-TIME ● NON-WORKING

## HISPANICS (P12+)

MORE THAN 94% OF ALL HISPANICS USE RADIO EACH WEEK



32.4 MILLION\*

HISPANICS USE RADIO EACH WEEK



53%



47%



94.2%

OF ALL HISPANICS  
REACHED WEEKLY  
BY RADIO



12.5 HOURS

SPENT WITH RADIO  
EACH WEEK (MOST OF  
ANY ETHNIC GROUP)



10AM-3PM  
THE TOP DAYPART IS  
MID DAY



MEXICAN  
REGIONAL  
IS THE #1 FORMAT

### LISTENING LOCATION



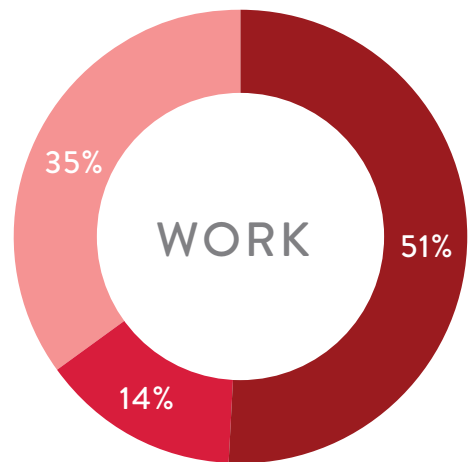
IN HOME

34%



OUT OF HOME

66%



Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID  
\*Nielsen Hispanic Differential Survey Treatment Markets (99) only.

● FULL-TIME ● PART-TIME ● NON-WORKING



## AFRICAN AMERICANS (P12+)

NEARLY 92% OF ALL AFRICAN AMERICANS USE RADIO EVERY WEEK



24.8 MILLION\*  
AFRICAN AMERICANS USE RADIO EACH WEEK



47%



53%



91.7%  
OF ALL AFRICAN AMERICANS  
REACHED WEEKLY  
BY RADIO



12 HOURS  
SPENT WITH RADIO  
EACH WEEK (2ND MOST  
BEHIND HISPANICS)



3PM-7PM  
THE TOP DAYPART  
IS PM DRIVE



URBAN ADULT  
CONTEMPORARY  
IS THE #1 FORMAT

### LISTENING LOCATION



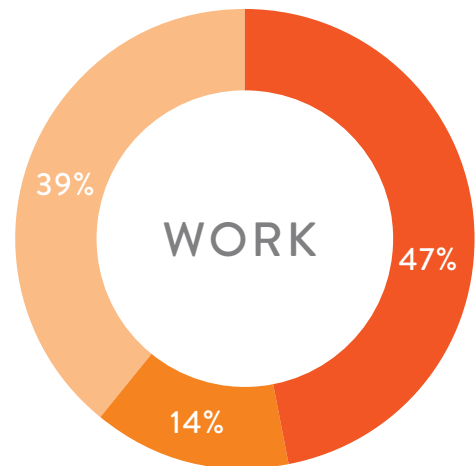
IN HOME

39%



OUT OF HOME

61%

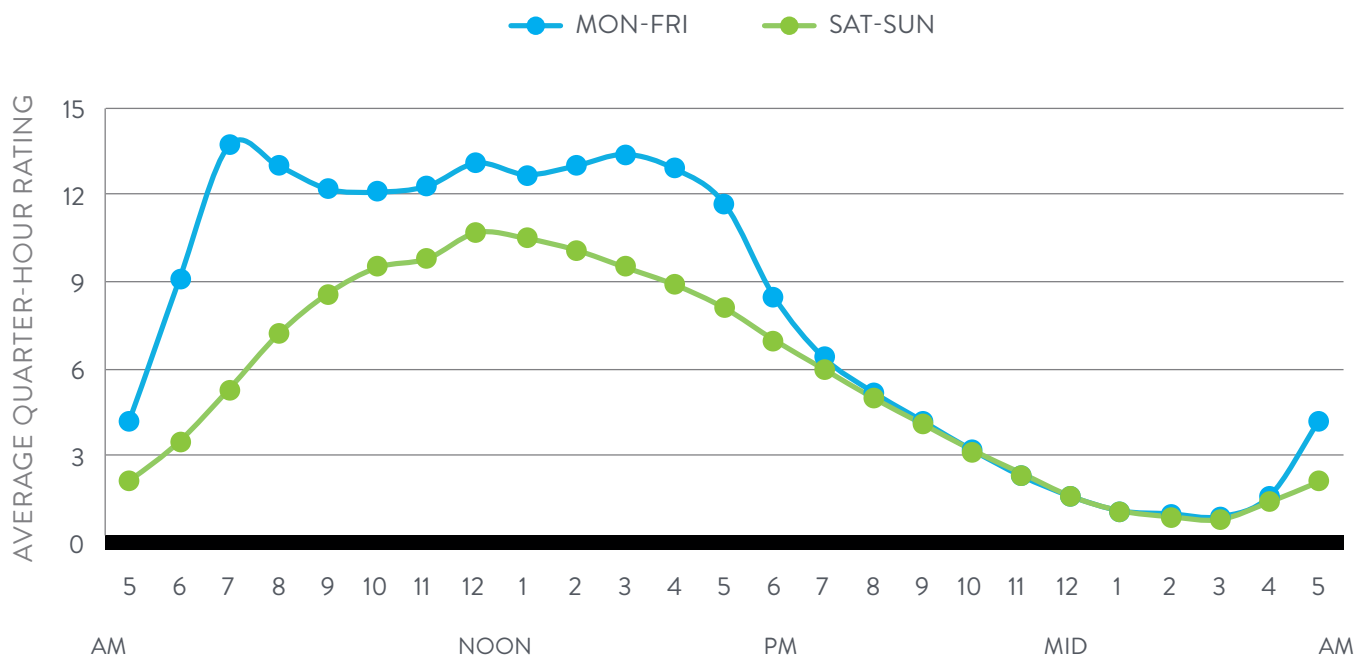


Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID  
\*Nielsen Black Differential Survey Treatment markets (128) only.

● FULL-TIME ● PART-TIME ● NON-WORKING

## RADIO PEAKS DURING THE WORK-DAY

### TOP-RATED HOURS LISTENERS 12+ MON-FRI, SAT-SUN, TOTAL DAY AQH RATING



Source: Nielsen National Regional Database, Spring 2013

### TOP-RATED DAYPARTS

ALL DAYPARTS MON-FRI EXCEPT WHERE NOTED AQH RATING

DAYPART	P12+	P18-34	P25-54	P55+
AM DRIVE (6AM-10AM)	12.0	10.0	13.5	12.9
MID DAY (10AM-3PM)	12.6	11.1	14.0	14.2
PM DRIVE (3PM-7PM)	11.6	11.2	13.2	10.8
EVENINGS (7PM-MID)	4.3	4.8	4.5	3.6
WEEKENDS (6AM-MID)	7.2	6.7	7.4	7.5

#### HOW TO READ:

These figures represent “Average Quarter-Hour” Ratings for all major dayparts. For all listeners 12+, 10AM-3PM is the highest rated daypart during the week. During that time, in an average 15-minute period, 13.3% of the total US population (12+) is tuning to radio.

Source: Nielsen National Regional Database, Spring 2013



**OVERALL, MID DAY (10AM-3PM) IS THE HIGHEST RATED DAYPART...**

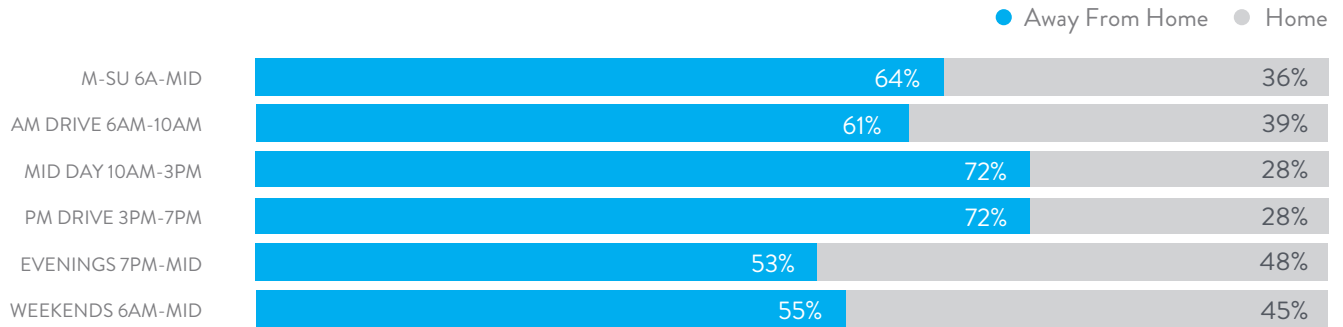
...WHILE 7AM IS THE HIGHEST RATED HOUR DURING THE WEEKDAY FOR RADIO LISTENING

## RADIO; OUT-OF-HOME AND EMPLOYED

A MAJORITY OF RADIO USAGE COMES FROM THE EMPLOYED AUDIENCE, AWAY FROM HOME

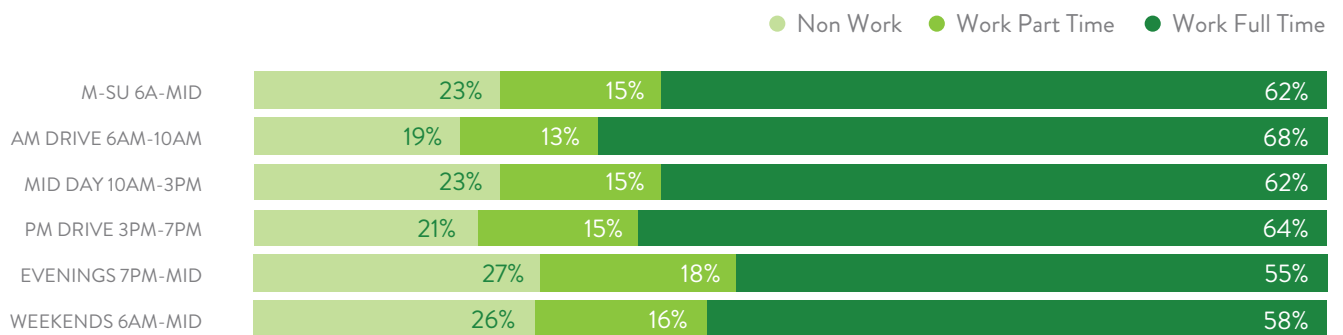
### LISTENING LOCATION BY DAYPART

LISTENERS 12+ AQH COMPOSITION

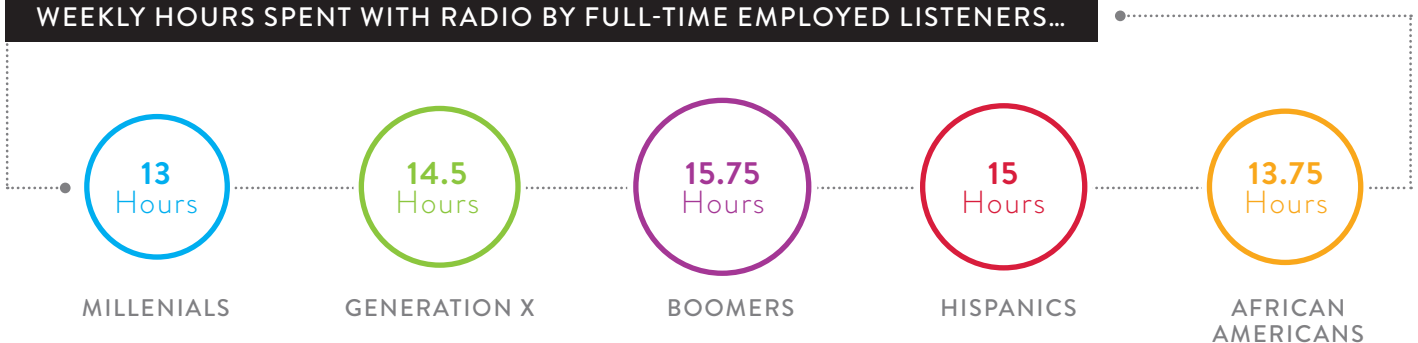


### WORKING STATUS BY DAYPART

LISTENERS 18-64 AQH COMPOSITION



### WEEKLY HOURS SPENT WITH RADIO BY FULL-TIME EMPLOYED LISTENERS...



Source: RADAR 119, December 2013; M-SU 6AM-MID

Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID; including Black & Hispanic DST markets.

# AMERICA'S TOP FORMATS IN 2013

RANKED BY SHARE OF TOTAL LISTENING (%)



14.8	COUNTRY	1.9	ACTIVE ROCK
11.3	NEWS /TALK	1.9	ALTERNATIVE
8.0	POP CONTEMPORARY HIT RADIO	1.8	ALBUM ORIENTED ROCK +MAINSTREAM ROCK
7.3	ADULT CONTEMPORARY	1.5	ALL NEWS
5.5	CLASSIC HITS	1.4	CLASSICAL
5.2	CLASSIC ROCK	1.4	OLDIES
4.8	HOT ADULT CONTEMPORARY	1.4	SPANISH CONTEMPORARY/ HOT ADULT CONTEMPORARY
4.0	URBAN ADULT CONTEMPORARY		
3.3	RHYTHMIC CONTEMPORARY HIT RADIO		
3.1	SPORTS		
3.1	URBAN CONTEMPORARY		
3.1	CONTEMPORARY CHRISTIAN		
2.8	MEXICAN REGIONAL		
2.1	ADULTS HITS+80S HITS		



Source: Nielsen National Regional Database, Spring 2013, M-SU 6AM-MID, all listeners 12+, AQH Share

# SOURCING & METHODOLOGIES

## GLOSSARY

**WEEKLY CUME PERSONS:** The total weekly number of different persons who tune to radio for at least five minutes during the given daypart.

**WEEKLY CUME RATING:** 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.

**TSL:** Time Spent Listening. The amount of time (expressed in hours and minutes) the average listener spends with a particular station or format during the selected daypart. It can be defined on both a Daily and Weekly basis.

**AQH PERSONS:** Average Quarter-Hour persons. The basic element of measurement for the ratings, based on the average number of listeners who tuned in for at least five minutes during a given 15-minute period. Also referred to as Persons Using Radio (PUR) for Diary markets or Persons Using Measured Media (PUMM) for PPM markets.

**AQH RATING:** The Average Quarter-Hour audience expressed as a percentage of the total population for the specified demographic group.

**AQH SHARE:** The Average Quarter-Hour audience expressed as a percentage of the total radio-listening population in the specified demographic group.

**AQH COMPOSITION:** The composition of the audience based on the Average Quarter-Hour persons estimate.

**DIFFERENTIAL SURVEY TREATMENT:** A special procedure used to help maximise participation in the survey or panel by persons in a demographic group with a history of under-representation in survey research.

## SOURCING

Nielsen RADAR 119, December 2013  
Nielsen National Regional Database, Spring 2013

## METHODOLOGIES

Format definitions are supplied to Nielsen by U.S. government-licensed radio stations, their internet streams and HD Radio Services, regardless of their status as Nielsen clients.

Nielsen's Portable People Meter (PPM) technology surveys respondents in the top 48 radio metros in the United States as of the Spring 2013 survey.

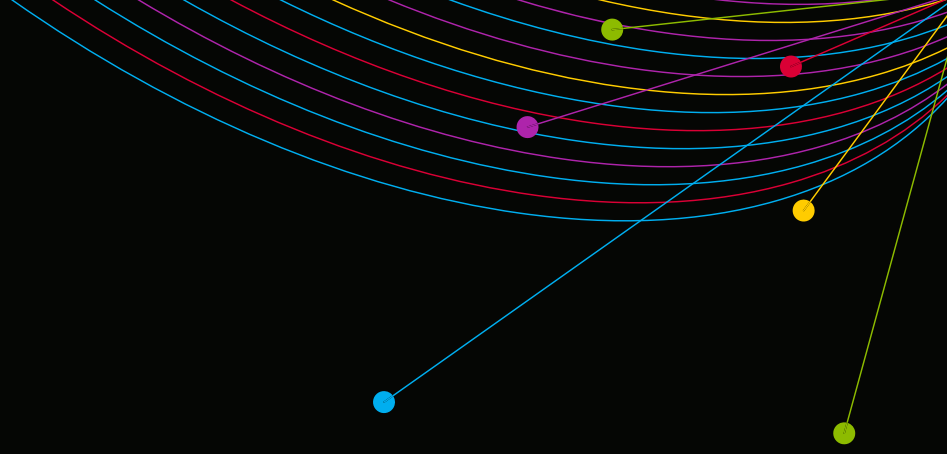
Nielsen's Diary service surveys respondents in the remaining 226 radio metros in the United States as of the Spring 2013 survey.

## ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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