

## **PART IV: RADIO**

## RADIO LISTENING

### **21.1 Overview**

According to *Audio Today 2019*, by Nielsen ([www.nielsen.com](http://www.nielsen.com)), radio reaches 272.0 million Americans ages 6 and older, including 244.5 million adults, over the course of a typical month.

Monthly radio reach is as follows:

- 12-to-17: 23.4 million (93% of population)
- 18-to-34: 71.3 million (90% of population)
- 35-to-49: 58.6 million (94% of population)
- 50 and older: 114.9 million (91% of population)

Radio reaches 96% of adults ages 18-to-49 with a college education and a household income of more than \$75,000.

### **21.2 Top Genre**

According to Nielsen, the following are the top formats for listeners in various age demographics (average share of total listening):

#### **Total, Ages 12 and Older**

- Country: 13.2%
- News/talk: 12.0%
- Adult contemporary: 8.6%
- Pop/contemporary hit radio: 7.3%
- Classic rock: 6.1%
- Classic hits: 5.8%
- Hot adult contemporary: 4.7%
- Urban adult contemporary: 4.1%
- Contemporary Christian: 3.9%
- Urban contemporary: 3.8%
- All sports: 3.7%
- Rhythmic contemporary hit radio: 2.7%
- Mexican regional: 2.5%
- Alternative: 2.0%
- Adult hits and 80s hits: 2.0%
- Active rock: 2.0%
- Album-oriented and mainstream rock: 1.7%

- Spanish contemporary: 1.6%
- Classical: 1.5%

### **12-to-17**

- Pop/contemporary hit radio: 18.5%
- Country: 12.7%
- Adult contemporary: 8.6%
- Hot adult contemporary: 8.0%
- Urban contemporary: 7.5%
- Rhythmic contemporary hit radio: 6.4%
- Contemporary Christian: 5.8%
- Classic hits: 3.5%
- Classic rock: 3.5%
- Urban adult contemporary: 3.4%

### **18-to-34**

- Country: 15.1%
- Pop contemporary hit radio: 12.9%
- Adult contemporary: 7.9%
- Urban contemporary: 6.9%
- Hot adult contemporary: 6.2%
- Rhythmic contemporary hit radio: 5.5%
- Classic rock: 5.2%
- News/talk: 4.5%
- Classic hits: 4.0%
- Contemporary Christian: 3.5%

### **25-to-54**

- Country: 13.1%
- Pop contemporary hit radio: 8.6%
- Adult contemporary: 8.6%
- News/talk: 7.9%
- Classic rock: 6.5%
- Hot adult contemporary: 5.6%
- Classic hits: 5.2%
- Urban contemporary: 4.6%
- Contemporary Christian: 4.1%

## **21.3 Daypart Listening**

According to The Media Audit ([www.themediiaudit.com](http://www.themediiaudit.com)), adults earning \$150,000 or more in household income are 31% more likely than the general population to listen to radio during the afternoon drive time (i.e., between 3:00 p.m. and 7:00 p.m.). Fifty-four percent (54%) of adults with a household income of \$150,000 or more tune in

to radio during the afternoon drive time on a typical day; among all adults that figure is 41%. Sixty percent (60%) of adults ages 21-to-34 with a college education and a technical, professional or managerial job listen to radio during afternoon drive time. Fifty-six percent (56%) of adults ages 45-to-64 with a household income of \$100,000 or more listen to radio during this time period.

The percentage of people listening to the radio between midnight and 5:00 a.m. increased 10% year-over-year; nearly half of listeners during this time are between the ages of 18 and 44.

#### **21.4 Listening By Car Commuters**

Edison Research ([www.edisonresearch.com](http://www.edisonresearch.com)) reported that 90% of commuters listen to traditional AM/FM radio in their car on the way to work.

Commuters spend an average of 87 minutes each day listening to audio in their cars. While most commute time is spent listening to radio, 54% listen to their own digital music files and 54% stream Internet radio some of the time. Given only one choice of audio media, 43% would choose traditional AM/FM radio. Among those who have ever listened to streaming Internet radio during their commute, 28% would stream while 25% would listen to traditional AM/FM radio.

Among those who listen to an AM/FM station that plays commercials, 29% don't typically switch away, but 23% say they tune away immediately. Overall, 71% switch at some point during commercials – 23% tune away immediately, 25% say they listen to part of one commercial, and 23% listen to at least one commercial.

#### **21.5 Public Radio**

NPR and its family of 972 member stations deliver news and other content to local communities over the airwaves and through smartphones and computers. The weekly broadcast audience is 26 million, according to Nielsen.

Public Media Futures Forum (<http://current.org/tag/public-media-futures/>) reports that the 125 largest public radio licensees are supported each year by individual giving of \$320 million and \$190 million in underwriting.

#### **21.6 News Radio**

According to BIA Kelsey ([www.biakelsey.com](http://www.biakelsey.com)), there are 31 all-news stations, a number which has remained relatively unchanged in recent years. The stations are as follows:

- KCBS (AM; San Francisco, CA)
- KFRC (FM; San Francisco, CA)
- KGO (AM; San Francisco, CA)
- KLIV (AM; San Jose, CA)
- KNEZ (FM; Fernley, NV)

- KNX (AM; Los Angeles, CA)
- KOMO (AM; Seattle, WA)
- KOMO (FM; Oakville, WA)
- KPMI (AM; Bemidji, MN)
- KQV (AM; Pittsburgh, PA)
- KRFP (FM; Moscow, ID)
- KYW (AM; Philadelphia, PA)
- WAMT (AM; Pine Castle, FL)
- WBBM (AM; Chicago, IL)
- WBBR (AM; New York, NY)
- WCBS (AM; New York, NY)
- WCCO (AM; Minneapolis, MN)
- WCFS (FM; Elmwood Park, IL)
- WEMA (FM; Portland, OR)
- WINS (AM; New York, NY)
- WIXC (AM; Titusville, FL)
- WJDY (AM; Salisbury, MD)
- WMCD (FM; Claxton, GA)
- WOKV (FM; Atlantic Beach, FL)
- WOKV (AM; Jacksonville, FL)
- WRSW (AM; Warsaw, IN)
- WTLP (FM; Braddock Heights, MD)
- WTOP (FM; Washington, DC)
- WWJ (AM; Detroit, MI)
- WWNS (AM; Statesboro, GA)
- WWWT (FM; Manassas, VA)
- WYAY (FM; Gainesville, GA)

## **21.7 Market Resources**

*Audio Today 2019*, Nielsen, June 2019.

([www.nielsen.com/wp-content/uploads/sites/3/2019/06/audio-today-2019.pdf](http://www.nielsen.com/wp-content/uploads/sites/3/2019/06/audio-today-2019.pdf)).

Edison Research, 6 West Cliff Street, Somerville, NJ 08876. (908) 707-4707.

([www.edisonresearch.com](http://www.edisonresearch.com))

Nielsen, 85 Broad Street, New York, NY 10004. (800) 864-1224. ([www.nielsen.com](http://www.nielsen.com))

*State of the News Media 2019: Audio*, Pew Research Center for Journalism and Media, July 2019. ([www.journalism.org/fact-sheet/audio-and-podcasting/](http://www.journalism.org/fact-sheet/audio-and-podcasting/))

## RADIO METROS

### 22.1 Top Radio Markets

Nielsen ([www.nielsen.com](http://www.nielsen.com)) defines geographic areas for radio stations as Radio Metros. There are 263 Radio Metros in the United States.

The following is the Fall 2019 ranking, by population ages 12 and older, of Radio Metros. Hispanic and Black populations ages 12 and older are also provided (source: Nielsen):

	Population	Hispanic	Black
1. New York, NY:	16,110,500	4,092,600	2,682,700
2. Los Angeles, CA:	11,469,700	4,993,500	794,000
3. Chicago, IL:	7,952,400	1,698,900	1,322,300
4. San Francisco, CA:	6,764,400	1,507,600	438,600
5. Dallas-Ft. Worth, TX:	6,339,800	1,742,200	1,052,000
6. Houston-Galveston, TX:	5,979,700	2,137,700	1,041,000
7. Washington, DC:	5,019,400	815,800	1,346,600
8. Atlanta, GA:	4,971,100	510,100	1,760,500
9. Philadelphia, PA:	4,627,200	432,000	959,200
10. Boston, MA:	4,376,900	507,100	356,600
11. Miami-Ft. Lauderdale-Hollywood, FL:	4,159,800	2,296,000	840,000
12. Seattle-Tacoma, WA:	4,006,500	366,200	268,900
13. Detroit, MI:	3,848,800	159,800	844,000
14. Phoenix, AZ:	3,815,900	1,113,200	240,600
15. Minneapolis-St. Paul, MN:	3,032,400	164,100	278,900
16. San Diego, CA:	2,873,100	935,300	156,500
17. Tampa-St. Petersburg-Clearwater, FL:	2,797,700	544,600	336,500
18. Denver-Boulder, CO:	2,796,400	582,500	161,400
19. Puerto Rico:	2,740,700	n/a	n/a
20. Nassau-Suffolk, NY:	2,458,400	455,300	244,800
21. Portland, OR:	2,413,400	307,400	85,600
22. Baltimore, MD:	2,408,800	142,300	710,800
23. Charlotte-Gastonia-Rock Hill, NC:	2,391,900	221,100	553,300
24. St. Louis, MO:	2,342,200	71,100	439,300
25. San Antonio, TX:	2,151,300	1,175,900	154,500
26. Riverside-San Bernardino, CA:	2,145,300	1,173,600	184,100
27. Sacramento, CA:	2,052,500	411,200	164,300
28. Salt Lake City-Ogden-Provo, UT:	2,012,700	297,900	33,400

29.	Pittsburgh, PA:	1,972,100	36,100	176,800
30.	Orlando, FL:	1,956,800	670,800	331,400
31.	Las Vegas, NV:	1,945,100	579,100	255,500
32.	Austin, TX:	1,877,300	580,000	143,200
33.	Cincinnati, OH:	1,856,600	57,300	242,100
34.	Kansas City, KS-MO:	1,777,000	153,000	235,300
35.	Cleveland, OH:	1,774,400	99,800	355,700
36.	Columbus, OH:	1,722,000	69,900	297,400
37.	San Jose, CA:	1,674,400	401,000	47,200
38.	Raleigh-Durham, NC:	1,651,400	165,900	365,400
39.	Indianapolis, IN:	1,585,200	104,000	266,100
40.	Nashville, TN:	1,512,100	105,600	249,800
41.	Hudson Valley, NY:	1,508,800	337,700	195,100
42.	Milwaukee-Racine, WI:	1,508,500	153,900	235,800
43.	Middlesex-Somerset-Union, NJ:	1,483,000	354,000	203,000
44.	Providence-Warwick-Pawtucket, RI:	1,419,800	177,800	85,300
45.	Norfolk-Virginia Beach-Newport News, VA:	1,411,600	98,600	448,100
46.	Jacksonville, FL:	1,345,400	121,500	285,400
47.	West Palm Beach-Boca Raton, FL:	1,321,300	297,800	243,900
48.	Greensboro-Winston-Salem-High Point, NC:	1,315,100	116,800	308,200
49.	Oklahoma City, OK:	1,279,500	152,200	141,700
50.	New Orleans, LA:	1,258,400	108,800	399,100
51.	Memphis, TN:	1,127,600	59,100	532,400
52.	Hartford-New Britain-Middletown, CT:	1,078,200	169,000	127,000
53.	Richmond, VA:	1,069,300	67,000	323,300
54.	Louisville, KY:	1,053,000	49,200	167,100
55.	Monmouth-Ocean City, NJ:	1,049,400	103,600	56,500
56.	McAllen-Brownsville-Harlingen, TX:	1,036,900	958,800	4,300
57.	Ft. Myers-Naples, FL:	1,027,200	228,900	77,300
58.	Greenville-Spartanburg, SC:	1,003,700	66,200	176,000
59.	Buffalo-Niagara Falls, NY:	980,800	46,300	119,800
60.	Rochester, NY:	955,600	67,000	106,000
61.	Birmingham, AL:	925,500	37,300	277,700
62.	Tucson, AZ:	906,300	324,400	36,200
63.	Dayton, OH:	842,100	22,400	124,500
64.	Honolulu, HI:	832,800	77,600	35,100
65.	Tulsa, OK:	827,500	76,000	73,500
66.	Fresno, CA:	817,300	424,600	41,300
67.	Albany-Schenectady-Troy, NY:	814,900	44,400	68,000
68.	Grand Rapids, MI:	804,900	75,100	62,500
69.	Albuquerque, NM:	775,400	375,700	21,300
70.	Sarasota-Bradenton, FL:	755,300	87,100	47,500
71.	Des Moines, IA:	751,900	44,100	38,400
72.	Knoxville, TN:	739,500	31,100	46,900

73.	Allentown-Bethlehem, PA:	736,400	123,700	43,300
74.	Omaha-Council Bluffs, NE:	726,800	75,200	63,500
75.	El Paso, TX:	696,500	580,800	23,300
76.	Baton Rouge, LA:	695,200	29,500	241,700
77.	Wilkes Barre-Scranton, PA:	692,500	71,500	41,500
78.	Charleston, SC:	690,400	35,700	173,300
79.	Bakersfield, CA:	661,300	364,700	35,300
80.	Stockton, CA:	632,400	254,900	50,700
81.	Wilmington, DE:	625,900	54,000	138,200
82.	Lakeland-Winter Haven, FL:	620,900	137,400	92,500
83.	Harrisburg-Lebanon-Carlisle, PA:	619,900	46,300	57,200
84.	Columbia, SC:	617,400	32,700	210,900
85.	Gainesville-Ocala, FL:	615,100	70,400	92,000
86.	Colorado Springs, CO:	613,200	99,600	45,800
87.	Akron, OH:	612,500	12,400	78,900
88.	Chattanooga, TN:	606,900	28,100	73,600
89.	Little Rock, AR:	606,300	30,700	149,800
90.	Monterey-Salinas-Santa Cruz, CA:	603,700	284,000	15,600
91.	Boise, IA:	601,600	77,000	8,800
92.	Madison, WI:	601,200	32,600	28,400
93.	Greenville-New Bern-Jacksonville, NC:	599,800	48,100	144,900
94.	Daytona Beach, FL:	596,400	78,300	63,200
95.	Spokane, WA:	590,200	31,000	13,600
96.	Ft. Pierce-Stuart-Vero Beach, FL:	574,900	87,900	76,700
97.	Reno, NV:	569,200	122,700	14,900
98.	Portland, ME:	565,400	10,900	14,700
99.	Syracuse, NY:	560,600	22,400	48,500
100.	Springfield, MA:	554,700	108,300	40,200
101.	Mobile, AL:	543,300	18,500	141,500
102.	Melbourne-Titusville-Cocoa, FL:	537,800	56,400	55,200
103.	Lexington-Fayette, KY:	528,300	26,500	57,200
104.	Toledo, OH:	512,600	32,600	78,300
105.	Wichita, KS:	512,200	62,700	43,900
106.	Ft. Collins-Greeley, CO:	511,500	90,200	8,900
107.	Huntsville, AL:	506,400	26,900	106,600
108.	Visalia-Tulare-Hanford, CA:	500,500	307,200	14,300
109.	Augusta, GA:	493,300	28,100	173,900
110.	York, PA:	477,700	33,900	25,900
111.	Corpus Christi, TX:	477,200	299,200	17,000
112.	Lafayette, LA:	477,000	19,500	127,100
113.	Johnson City-Kingsport-Bristol, NC-TN:	472,100	10,500	13,600
114.	Victor Valley, CA:	469,600	202,400	51,700
115.	Ft. Wayne, IN:	464,300	26,200	40,400
116.	Lancaster, PA:	460,900	46,800	19,600



117.	Modesto, CA:	458,900	207,200	15,200
118.	Worcester, MA:	457,500	51,500	29,900
119.	Fayetteville, AR:	451,400	67,600	13,800
120.	Roanoke-Lynchburg, VA:	449,800	15,800	73,300
121.	Oxnard-Ventura, CA:	443,300	240,500	11,300
122.	Portsmouth-Dover-Rochester, NH:	443,200	11,600	5,200
123.	Pensacola, FL:	435,900	24,700	73,500
124.	New Haven, CT:	431,700	65,000	65,100
125.	Morristown, NJ:	431,000	60,900	16,200
126.	Bridgeport, CT:	420,700	83,000	63,700
127.	Jackson, MS:	420,600	9,400	204,400
128.	Lansing-East Lansing, MI:	420,300	25,800	40,700
129.	Fayetteville, NC:	386,500	40,100	134,600
130.	Macon, GA:	378,500	16,800	148,500
131.	Palm Springs, CA:	375,400	183,800	11,100
132.	Myrtle Beach, SC:	373,100	18,500	56,700
133.	Youngstown-Warren, OH:	370,300	14,800	45,900
134.	Salisbury-Ocean City, NJ:	364,700	23,900	64,700
135.	Reading, PA:	362,100	73,400	17,300
136.	Springfield, MO:	360,100	12,100	12,000
137.	Killeen-Temple, TX:	356,700	82,600	81,600
138.	Appleton-Oshkosh, WI:	352,000	13,600	7,000
139.	Fredericksburg, VA:	349,000	34,400	67,100
140.	Flint, MI:	346,200	11,100	70,600
141.	Tyler-Longview, TX:	342,900	62,800	62,600
142.	Canton, OH:	342,700	6,800	27,800
143.	Biloxi-Gulfport-Pascagoula, AL-MS:	341,300	19,200	75,500
144.	Shreveport, LA:	339,800	13,700	133,400
145.	Eugene-Springfield, OR:	337,800	27,900	6,000
146.	Savannah, GA:	334,300	21,000	110,300
147.	Burlington-Plattsburgh, NY-VT:	333,300	9,100	10,200
148.	Beaumont-Port Arthur, TX:	330,700	51,600	79,600
149.	Ann Arbor, MI:	330,500	15,600	42,300
150.	Saginaw-Bay City-Midland, MI:	325,200	19,100	33,800
151.	Stamford-Norwalk, CT:	324,200	65,000	28,700
152.	Newburgh-Middletown, NY:	322,000	65,700	37,400
153.	Trenton, NJ:	320,500	57,200	63,700
154.	Quad Cities, IA-IL:	309,800	25,800	26,500
155.	Atlantic City-Cape May, NJ:	308,500	47,300	38,100
156.	Montgomery, AL:	307,500	9,500	136,500
157.	Asheville, NC:	307,200	16,200	16,700
158.	Traverse City-Petoskey-Cadillac, MI:	299,900	6,700	4,000
159.	Peoria, IL:	294,000	10,100	29,700
160.	Tallahassee:	289,900	18,700	85,000

161.	Ft. Smith, AR:	285,900	24,100	12,000
162.	Rockford:	285,400	37,700	32,700
163.	Odessa-Midland, TX:	275,300	145,500	15,000
164.	Lincoln:	273,100	18,300	13,200
165.	Evansville:	268,900	6,200	20,300
166.	Hagerstown-Chambersburg, MD-PA:	263,400	13,700	22,600
167.	Lubbock, TX:	262,600	90,800	18,900
168.	Poughkeepsie, NY:	259,600	31,700	29,800
169.	Amarillo, TX:	259,400	76,200	15,800
170.	Huntington-Ashland, OH-WV:	258,400	3,000	8,200
171.	Bowling Green, KY:	255,000	9,300	18,700
172.	San Luis Obispo, CA:	250,700	53,400	5,000
173.	Utica-Rome, NY:	250,200	12,000	14,000
174.	Concord, NH:	246,800	4,800	3,200
175.	Morgantown-Clarksburg-Fairmont, WV:	246,700	4,600	8,300
176.	Tri-Cities, WA:	246,300	73,400	5,800
177.	Anchorage, AK:	242,400	21,600	16,600
178.	Ft. Walton Beach-Destin, FL:	241,500	20,000	22,000
179.	Wausau-Stevens Point, WI:	240,800	6,400	2,700
180.	New Bedford-Fall River, MA:	234,200	27,200	14,300
181.	New London, CT:	232,600	24,000	16,300
182.	Erie, PA:	232,400	9,200	18,300
183.	Sioux Falls, SD:	230,000	8,800	11,300
184.	South Bend, IN:	229,800	18,700	31,300
185.	Kalamazoo, MI:	228,900	10,800	28,100
186.	St. Cloud, MN:	226,500	6,100	13,800
187.	Green Bay, WI:	224,100	17,300	7,000
188.	Frederick, MD:	222,700	21,500	22,900
189.	Laredo, TX:	219,700	212,700	600
190.	Columbus, GA:	217,300	15,900	100,000
191.	Waco, TX:	216,400	54,200	31,300
192.	Bryan-College Station, TX:	214,400	52,200	23,200
193.	Bend, OR:	213,800	17,500	2,100
194.	Dothan, AL:	212,700	9,300	47,000
195.	Fargo-Moorhead, ND:	210,700	6,300	12,700
196.	Cape Cod, MA:	208,900	6,300	8,400
197.	Binghamton, NY:	207,900	7,600	11,100
198.	Manchester, NH:	206,100	13,400	5,900
199.	Yakima, WA:	205,400	96,900	2,700
200.	Charleston, WV:	202,400	2,400	13,900
201.	Santa Maria-Lompoc, CA:	201,500	110,400	5,900
202.	Chico, CA:	201,300	31,500	4,600
203.	Danbury, CT:	200,000	31,300	7,200
204.	Topeka, KS:	196,500	18,400	14,300

205.	Cedar Rapids, IA:	193,500	6,100	12,700
206.	Salina-Manhattan, KS:	193,400	16,600	12,600
207.	Winchester, VA:	185,900	14,700	10,500
208.	Santa Barbara, CA:	181,900	56,900	3,500
209.	Tuscaloosa, AL:	181,300	6,800	57,800
210.	Duluth-Superior, MN:	180,100	3,400	4,900
211.	Terre Haute, IN:	174,100	3,900	9,300
211.	Florence, SC:	174,100	4,300	72,900
213.	Laurel-Hattiesburg, MS:	173,500	5,400	50,100
214.	Lake Charles, LA:	171,100	6,400	43,400
215.	Las Cruces-Deming, NM:	169,500	100,700	4,000
216.	Sunbury-Selinsgrove-Lewisburg, PA:	169,200	6,200	5,800
217.	Bangor, ME:	168,800	2,200	2,100
218.	Rochester, MN:	168,700	7,700	8,500
219.	La Crosse, WI:	167,700	3,800	2,900
220.	Muncie-Marion, IN:	167,100	5,000	12,200
221.	Panama City, FL:	160,500	10,400	18,600
222.	Lebanon-Hanover-White River Jct., NH-VT:	158,300	3,400	2,700
223.	Columbia, MO:	157,500	5,200	15,600
224.	Olean, NY:	155,000	3,100	3,500
225.	Redding, CA:	154,100	14,700	2,500
226.	Elmira-Corning, NY:	153,600	3,500	6,800
227.	Lima, OH:	153,400	4,900	12,300
228.	Joplin, MO:	151,000	9,800	3,700
229.	Muskegon, MI:	147,900	7,600	21,700
229.	Bloomington, IL:	147,900	6,900	12,200
231.	Eau Claire, WI:	146,500	3,100	2,400
232.	Abilene, TX:	145,300	32,800	11,900
233.	Pueblo, CO:	144,900	60,500	3,500
234.	Rapid City-Spearfish, SD:	143,400	5,900	2,900
235.	Billings, MT:	136,800	7,000	1,600
236.	Albany, GA:	134,800	4,200	72,900
237.	Waterloo-Cedar Falls, IA:	133,800	4,600	10,900
238.	Grand Junction, CO:	133,000	18,100	1,600
239.	Monroe, LA:	128,400	3,200	46,500
240.	Texarkana, TX-AR:	128,200	8,000	31,600
241.	Florence-Muscle Shoals, AL:	128,100	3,200	16,500
242.	Twin Falls-Sun Valley, ID:	127,700	26,400	1,000
243.	Parkersburg-Marietta, WV-OH:	124,100	1,500	2,300
244.	Sussex, NJ:	123,200	10,300	3,100
245.	Valdosta, GA:	123,100	7,700	41,900
246.	Wheeling, WV:	121,000	1,600	4,500
247.	Wichita Falls, TX:	120,600	21,400	13,100
248.	Harrisonburg, VA:	119,600	13,800	6,100

249.	Grand Island-Kearney-Hastings, NE:	119,000	19,500	2,800
250.	Battle Creek, MI:	114,300	5,600	13,600
251.	Bismarck, ND:	107,400	2,900	3,300
252.	Augusta-Waterville, ME:	107,300	1,600	1,200
253.	Montpelier-Barre-St. Johnsbury, VT:	106,600	2,000	1,400
254.	Sioux City, IA:	100,900	19,100	4,800
255.	San Angelo, TX:	100,500	39,400	4,300
256.	Sheboygan, WI:	99,300	5,700	2,500
257.	Williamsport, PA:	97,900	1,900	5,000
258.	Watertown, NY:	90,900	6,800	7,000
259.	Brunswick, GA:	90,300	5,100	19,700
260.	Hot Springs, AR:	86,700	4,500	8,000
261.	Cheyenne, WY:	84,400	11,900	2,900
262.	Jackson, TN:	83,100	3,000	31,000
263.	Grand Forks, ND-MN:	78,600	4,000	4,300

## **22.2 Market Resources**

Nielsen, 85 Broad Street, New York, NY 10004. (800) 864-1224. ([www.nielsen.com](http://www.nielsen.com))

## 23

### RADIO STATIONS

#### **23.1 Station Count**

According to StationIntel ([www.stationintel.com](http://www.stationintel.com)), as of April 2020 there were 18,270 radio stations operating in the United States, distributed as follows:

- FM: 11,352
- AM: 4,722
- Low-powered FM: 2,196

#### **23.2 Market Assessment**

BIA Advisory Services ([www.biakelsey.com](http://www.biakelsey.com)) assesses over-the-air radio station revenues

as follows:

- 2008: \$16.5 billion
- 2009: \$13.3 billion
- 2010: \$14.1 billion
- 2011: \$14.1 billion
- 2012: \$14.3 billion
- 2013: \$14.3 billion
- 2014: \$14.5 billion
- 2015: \$14.8 billion
- 2016: \$15.1 billion
- 2017: \$15.4 billion
- 2018: \$15.8 billion

#### **23.3 Transactions**

BIA Advisory Services reports radio station transactions as follows:

	Number of Stations Sold	Total Value
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### **23.4 Largest Station Groups**

According to Inside Radio ([www.insideradio.com](http://www.insideradio.com)), the following are radio station operators ranked by number of stations (April 2020):



### **23.5 Station Assessment By Genre**

According to Inside Radio, the format count of the radio stations operating in the United States as of April 2020 were as follows:

- Oldies: 331
- Rock: 303
- Classical: 257
- Southern gospel: 248
- Black gospel: 238
- Ethnic: 226
- R&B: 181
- Modern rock: 135
- Jazz: 104
- Urban adult contemporary: 179
- Adult standards: 141
- Soft adult contemporary: 132
- R&B adult/oldies: 91
- Gospel: 31
- Easy listening: 26
- Format not available: 73

### **23.6 News Radio Stations**

As of 2019, there were 25 AM or FM stations listed as “all-news” in the BIA Advisory Services database of radio stations. Entercom, which merged with CBS Corp. in 2017, is the parent company of 10 of these 25 stations.

### **23.7 Market Resources**

BIA Advisory Services, 15120 Enterprise Court, Chantilly, VA 20151. (703) 818-2425. ([www.biakelsey.com](http://www.biakelsey.com))

Inside Radio, P.O. Box 567925, Atlanta, GA 31156. (800) 248-4242. ([www.insideradio.com](http://www.insideradio.com))

## DIGITAL RADIO

### **24.1 Audience Assessment**

According to Edison Research ([www.edisonresearch.com](http://www.edisonresearch.com)) and Triton Digital ([www.tritondigital.com](http://www.tritondigital.com)), the percentage of Americans ages 12 and older who have listened to online radio as follows:

	Past Month	Past Week
• 2007:	20%	12%
• 2008:	21%	13%
• 2009:	27%	17%
• 2010:	27%	17%
• 2011:	34%	22%
• 2012:	39%	29%
• 2013:	45%	33%
• 2014:	47%	36%
• 2015:	53%	44%
• 2016:	57%	50%
• 2017:	61%	53%
• 2018:	64%	57%
• 2019:	67%	60%

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**“Digital radio has evolved into a viable, robust digital channel that complements social media, video sites and other mainstream venues.”**

eMarketer

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Higher percentages of teens and younger adults make up the listening audience, with 75% of Americans ages 12-to-24 listening to Internet radio over a given month compared to 50% of those ages 25-to-54.



## **24.2 Internet Radio Stations**

*The Wall Street Journal* estimates there are approximately 30,000 Internet radio stations in the U.S.

According to BIA/Kelsey ([www.biakelsey.com](http://www.biakelsey.com)), Internet radio station revenues have been as follows:

- 2010: \$410 million
- 2011: \$420 million
- 2012: \$440 million
- 2013: \$570 million
- 2014: \$630 million
- 2015: \$700 million
- 2016: \$770 million
- 2017: \$820 million
- 2018: \$880 million
- 2019: \$950 million

## **24.3 Top Digital Radio Companies**

eMarketer ranks the top digital radio stations by average active sessions as follows:

1. Pandora
2. Spotify
3. iHeartRadio
4. National Public Radio member stations
5. Cumulus Streaming Network
6. CBS Radio
7. Entercom Communications
8. Univision
9. AccuRadio
10. ESPN Radio
11. Beasley Broadcasting Group
12. EMF Broadcasting
13. Salem Communications
14. Hubbard Broadcasting
15. New York Public Radio
16. Townsquare Media
17. Emmis Communications
18. Radio One
19. Bonneville International
20. Prista Radio

## **24.4 Top Internet Radio Groups**

According to The Media Audit ([www.themediainaudit.com](http://www.themediainaudit.com)), the top local Internet radio groups, ranked by reach, are as follows:

- Clear Channel (Cincinnati, OH): 9.1%
- Entercom Radio (Buffalo, NY): 8.5%
- Clear Channel (Lexington, KY): 8.2%
- Clear Channel (Tampa-St. Petersburg, FL): 7.7%
- Clear Channel (Houston, TX): 7.6%
- Clear Channel (Pittsburgh, PA): 7.5%
- Entercom Radio (Seattle-Tacoma, WA): 7.5%
- Clear Channel (Albuquerque, NM): 6.9%
- Wilks Broadcasting (Columbus, OH): 6.7%

## **24.5 Connected Radio**

One of the growth areas for radio is connected radio, where users connect through the Internet (wired or wireless) to radio stations or audio streams throughout the world. Content aggregators let users choose from hundreds of music and talk categories.

One site offering the service is RadioTime.com, which provides access to more than 100,000 radio stations and shows. Another site, Reciva.com, is like an electronic TV guide for online audio streams and offers more than 60 genres. Both of these companies generate revenue from a license fee they charge each radio manufacturer carrying their playlists.

Connected technology also includes devices that access Internet content. Livio Connect ([www.livioradio.com](http://www.livioradio.com)), for example, has contracted to stream select content to these devices. In a venture with National Public Radio, Livio developed the NPR Radio, which retails for \$200 and features more than 800 NPR stations. A Pandora Livio Radio is available and provides users with automatic music selections from 20,000 Internet radio streams from around the world and without subscriptions or monthly fees.

## **24.6 Advertising Costs**

According to Alexis van de Wyer, president of AdsWizz ([www.adswizz.com](http://www.adswizz.com)), Internet radio CPM (i.e., cost per thousand) is in the range of \$3 to \$6 for non-targeted ads and higher for geo-targeted ads. For comparison, video ads are in the \$20 per CPM range; banner ads are much lower.

Costs to local advertisers for spot ads range from a couple hundred dollars in small markets to \$5,000 to \$10,000 per week in a large market such as New York City.

Pandora garners a RPM (i.e., revenue per 1,000 listening hours) of \$60 to \$70 for its desktop Internet business and \$20 RPM for mobile listeners, according to Steven Kritzman, senior vice president of advertising sales. About 70% of Pandora's audience listen on a mobile device.

## RADIO ADVERTISING

### 25.1 Market Assessment

According to Zenith Media ([www.zenithmedia.com](http://www.zenithmedia.com)), radio advertising spending has been as follows (change from prior year in parenthesis):

- 2016: \$17.6 billion (no change)
- 2017: \$17.6 billion (no change)
- 2018: \$17.6 billion (no change)
- 2019: \$17.6 billion (no change)

Radio marketshare of total advertising spending has been as follows (source: Zenith Media):

• 2000: 13.3%	• 2010: 10.5%
• 2001: 12.8%	• 2011: 10.6%
• 2002: 13.0%	• 2012: 10.3%
• 2003: 12.9%	• 2013: 10.2%
• 2004: 12.6%	• 2014: 9.9%
• 2005: 12.4%	• 2015: 9.6%
• 2006: 12.0%	• 2016: 9.2%
• 2007: 11.9%	• 2017: 8.9%
• 2008: 11.3%	• 2018: 7.7%
• 2009: 11.1%	• 2019: 7.3%

### 25.2 Top Radio Advertisers

According to *Advertising Age*, the top radio advertisers, ranked by 2019 spending, were as follows:

- T-Mobile US: \$220 million
- Comcast: \$170 million
- Berkshire Hathaway: \$135 million
- Procter & Gamble: \$119 million
- AT&T: \$101 million
- Home Depot: \$ 89 million
- Walt Disney Co.: \$ 88 million
- Fiat-Chrysler: \$ 72 million
- iHeart Media: \$ 70 million
- U.S. Government: \$ 69 million

### **25.3 Measured Ad Spending by Sector**

By sector, the Top 5 categories for radio advertising spending were as follows (percentage of total spending of top category; source: RAB):

- Automotive: 29%
- Communications: 22%
- TV/Networks/Cable: 17%
- Restaurants: 16%
- Financial: 16%

The following categories posted the highest gains year-over-year:

- Professional services: 23%
- Communications: 18%
- Concerts/Theater/Movies: 12%
- Department/Discount Stores/Shopping Centers: 7%
- Home Furnishings/Floor Coverings: 5%

### **25.4 Radio ROI**

According to Nielsen ([www.nielsen.com](http://www.nielsen.com)), the payback per dollar spent on radio advertising is as follows:

- Department stores: \$17.00
- Mass merchandisers: \$16.37
- Home improvement: \$ 9.48
- Quick-service restaurants: \$ 3.01

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**“According to a Nielsen study examining radio’s return on ad spend in four retail categories, every dollar spent in radio advertising could generate up to \$17 of revenue from listeners exposed to ads from department stores, home improvement stores, mass merchandisers and quick-service restaurants. The study found that, while new digital formats are capturing headlines, traditional formats, specifically radio, gives advertisers the returns they want.”**

Center for Media Intelligence

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## **25.5 Market Resources**

Radio Advertising Bureau, 125 West 55<sup>th</sup> Street, 21<sup>st</sup> Floor, New York, NY 10019.  
(212) 681-7200. ([www.rab.com](http://www.rab.com))

## SATELLITE RADIO

### **26.1 Overview**

Satellite radio is relayed through systems of satellites in North America and Europe. The 2.3 GHz S band is used for satellite radio in North America and is strong enough that it requires no satellite dish to receive the signal.

SiriusXM Radio (SiriusXM, [www.siriusxm.com](http://www.siriusxm.com)) is the only satellite operator in the United States. The company was formed in July 2008 when regulators approved the merger of XM Satellite Radio Holdings Inc. and Sirius Satellite Radio.

The footprint of SiriusXM includes the entire continental United States, Canada, the upper third of Mexico, and 200 miles offshore. In 2011, SiriusXM was granted permission to expand service to Alaska and Hawaii.

In Europe, there are several subscription-based digital packages of numerous satellite radio channels that do not broadcast terrestrially. Additionally, many FM radio stations provide an unencrypted satellite feed.

### **26.2 SiriusXM Radio**

The number of SiriusXM U.S. subscribers has been as follows:

- 2011: 21.89 million
- 2012: 23.90 million
- 2013: 25.60 million
- 2014: 27.31 million
- 2015: 29.59 million
- 2016: 31.35 million
- 2017: 32.74 million
- 2018: 33.69 million
- 2019: 34.55 million

Revenue and operating income for SiriusXM Radio, a publically traded company (stock symbol: SIRI), have been as follows:

	<b>Revenue</b>	<b>Operating Income</b>
• 2007:	\$ 918 million	<\$ 513 million>
• 2008:	\$1.65 billion	<\$5.14 billion>
• 2009:	\$2.47 billion	<\$ 39 million>
• 2010:	\$2.82 billion	\$ 345 million
• 2011:	\$3.02 billion	\$ 669 million

- 2012: \$3.40 billion \$ 739 million
- 2013: \$3.80 billion \$ 854 million
- 2014: \$4.18 billion \$1.12 billion
- 2015: \$4.57 billion \$1.18 billion
- 2016: \$5.02 billion \$1.41 billion
- 2017: \$5.42 billion \$1.60 billion
- 2018: \$5.77 billion \$1.73 billion
- 2019: \$7.79 billion \$1.59 billion

Market capitalization as of January 2020 was \$30.6 billion.

SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at [siriusxm.com](http://siriusxm.com). SiriusXM programming is also available through the SiriusXM Internet Radio App for Android, Apple, and BlackBerry smartphones and other connected devices. SiriusXM broadcasts over 150 full-time channels, distributed by genre as follows:

- Commercial-free music: 72
- Talk and entertainment: 22
- News and issues: 15
- Latin: 14
- Sports talk and play-by-play: 11+
- Traffic and weather: 9
- Comedy: 9
- Other/various: 12