Radio Today
How America Listens to Radio

2006 Edition

Radio Hangs Tough

Americans today have more listening options than ever, yet 93 percent of all consumers 12 years old and over listen to the radio during the course of a week. No other entertainment or information medium comes close to radio's impressive, multi-venued reach. Radio has strong penetration in the home, at work and in the car—it works well on weekdays and on weekends—and it is strong in all dayparts, even during the overnight hours. Arbitron's *Radio Today* documents radio's ability to reach consumers at all times of the day and among all venues. We hope you'll examine the many fascinating facts about radio listening, gathered from nearly 400,000 listening diaries in 296 radio markets that were measured in the Spring of 2005.
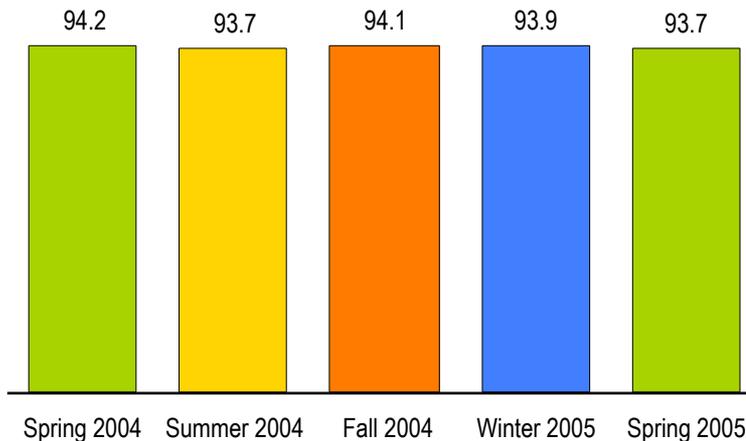
Contents

Recognizing Radio's Reach

Radio's Amazing Reach

Radio's near-universal reach has held steady throughout the years. No other medium—electronic or otherwise—can claim as many weekly consumers as radio does. An onslaught of competing entertainment, be it MP3 players, morning television news shows, online radio and other emerging media, has contributed to a 45-minute (per week) decline in time spent listening to radio over the past two years, yet the average radio consumer spends more than 19 hours listening to the radio every week.

Source: Arbitron's American Radio Listening Trends

Weekly Cume Rating
Mon-Sun 6AM-Mid, Total U.S., Persons 12+

Spring 2004	Summer 2004	Fall 2004	Winter 2005	Spring 2005
94.2	93.7	94.1	93.9	93.7

Time Spent Listening by Season
(Hours and Minutes per Week)
Mon-Sun 6AM-Mid, Total U.S., Persons 12+

Spring 2004	Summer 2004	Fall 2004	Winter 2005	Spring 2005
19:45	19:30	19:30	19:30	19:30

Radio's Reach Spans All Ages

Take note of this chart and you'll see that radio's reach is consistent among all age groups and both sexes (it does drop off among Persons 65+, whose away-from-home listening is a fraction of the away-from-home listening among younger adults). When measured according to Time Spent Listening, adults 25 and over consume radio fairly close to the national norm. Listening is lower among teens, primarily because of lower away-from home radio usage, and among Persons 18-24 because they tend to use less radio at home.

Weekly Cume Rating

Age Group	Men	Women
P12-17	88.8	95.0
P18-24	89.8	94.6
P25-34	94.4	96.0
P35-44	95.3	95.9
P45-49	95.1	95.7
P50-54	94.8	95.0
P55-64	93.5	93.1
P65+	87.3	84.9

92.9 P12+

Legend:
- Men
- Women
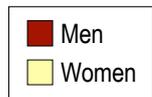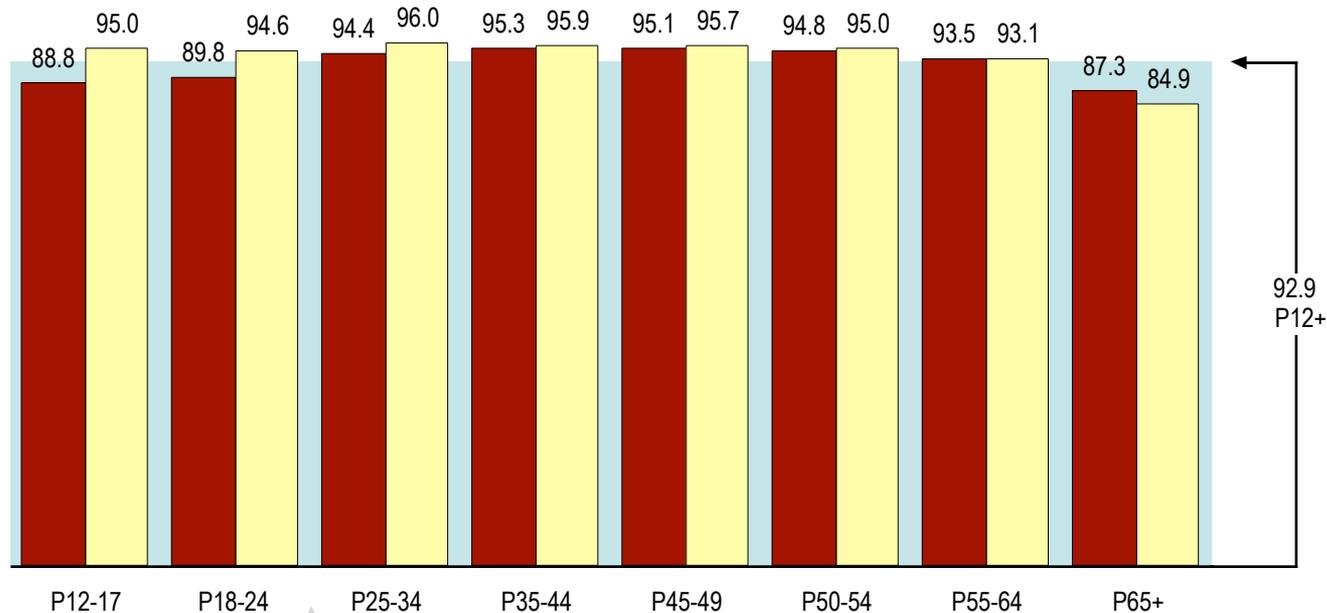
How To Read:
These figures represent "weekly cume ratings." For example, 95 percent of teen females in the U.S. tune to the radio at least once during an average week, between the hours of 6AM-Midnight, Monday through Sunday. The green background represents the average of all Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Radio Reaches All Ages

Time Spent Listening
Hours and Minutes per Week

Age Group	Men	Women
P12-17	11:30	14:30
P18-24	18:45	18:00
P25-34	21:00	18:45
P35-44	22:00	19:30
P45-49	22:00	20:00
P50-54	22:00	19:45
P55-64	20:45	19:15
P65+	18:45	19:00

19:15
P12+

■ Men
□ Women
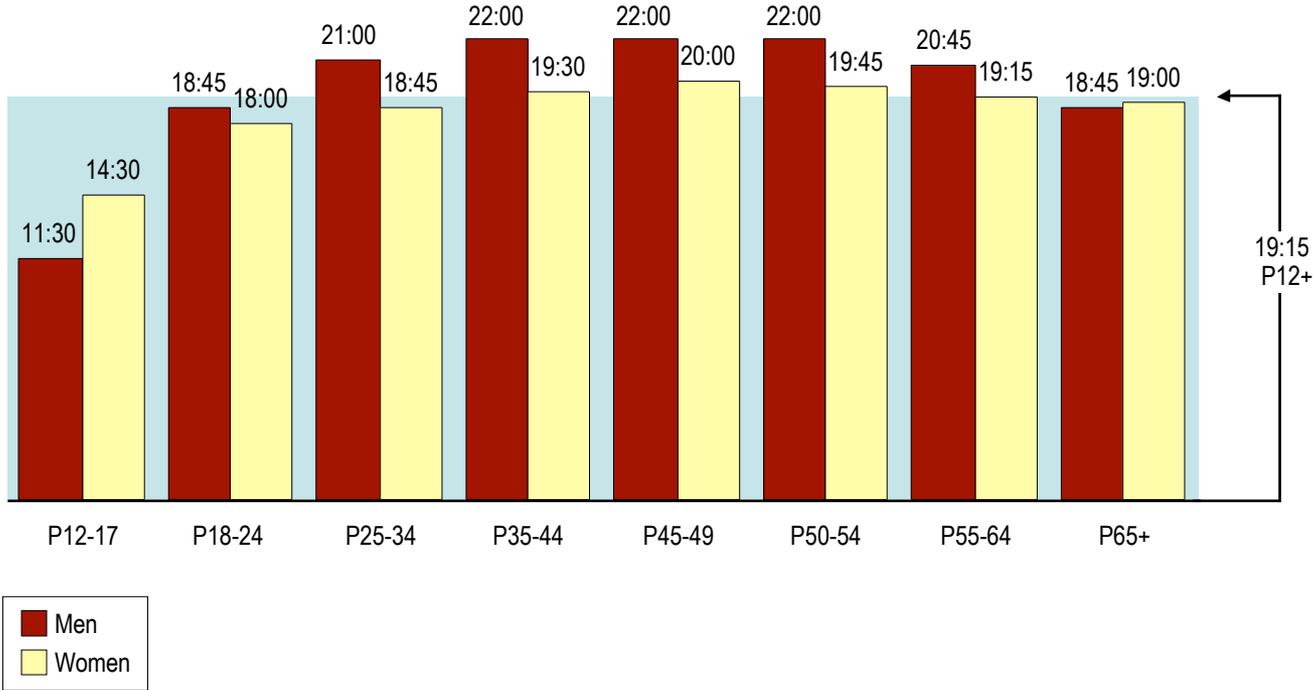
Source: Maximi$er® Plus National Regional Database,
Spring 2005, Mon-Sun, 6AM-Mid

Hour-by-Hour Listening

The chart at the right follows an ages-old listening pattern in which radio listening peaks during the 7AM hour. However, listening remains strong through the afternoon commute, and even as late as the 10PM hour, about five percent of all Persons 12+ are listening to the radio.

Hour-by-Hour Listening, AQH Rating
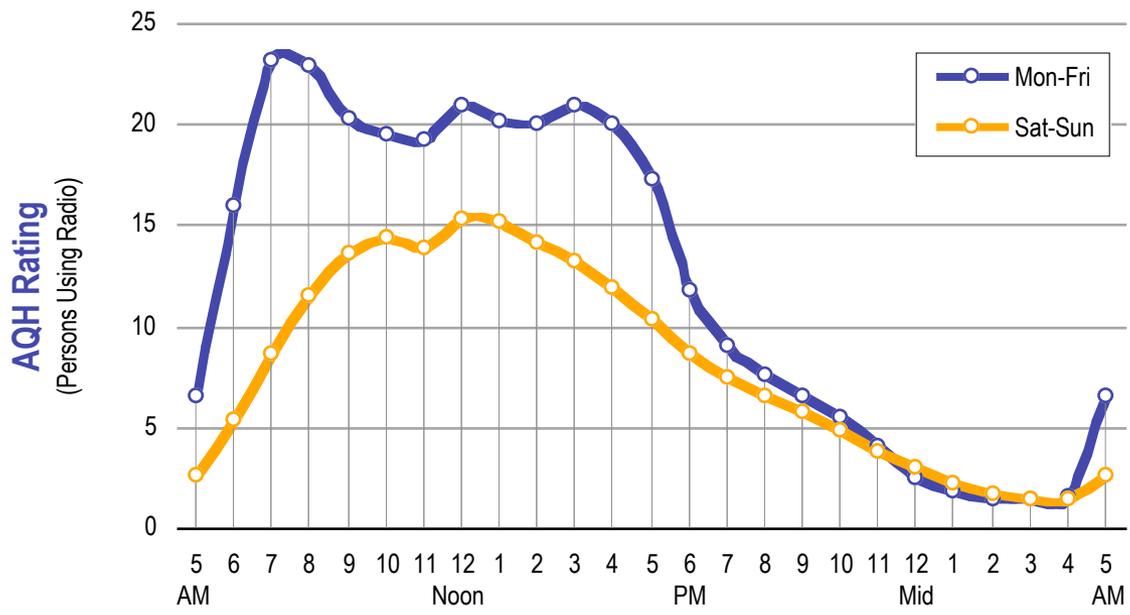
Source: Maximi$er® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid

Overnight Listening

Thanks in part to compelling overnight talk and music shows, not to mention commute times that creep earlier and earlier, radio listening between midnight and 6AM is strong and consistent among adult demos.

Weekly Cume Rating
Mon-Fri, Mid-6AM

Demographic	Men	Women
P18-34	24.7	19.3
P25-54	28.6	20.1
P35-64	29.3	21.3
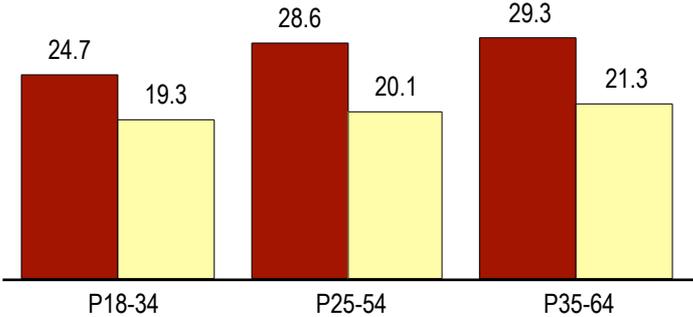
Weekly Time Spent Listening by Demographic
Mon-Fri, Mid-6AM
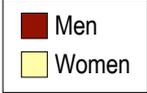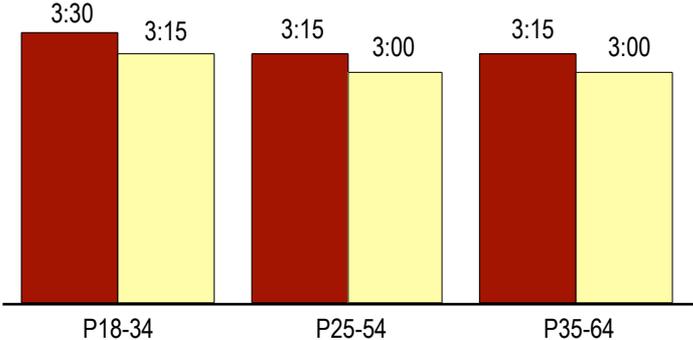
Demographic	Men	Women
P18-34	3:30	3:15
P25-54	3:15	3:00
P35-64	3:15	3:00

Legend: Men, Women

Where People Listen: Weekdays

Each weekday morning, as clock radios chime to life and wake up America, millions of consumers begin their day by listening to their radios at home.

But make no mistake; despite a massive amount of radio listening in the home every morning, most workday radio listening occurs *away* from the home. From 7AM to 7PM, the majority of radio listening—up to three-fourths of all listening—occurs in the car, at work or in some location other than the listeners' homes. The ease by which radio can be consumed, regardless of the venue, makes it unique among all media.

Weekday Listening, AQH Rating
Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)

Legend:
- ■ Percent of Listening Away from Home
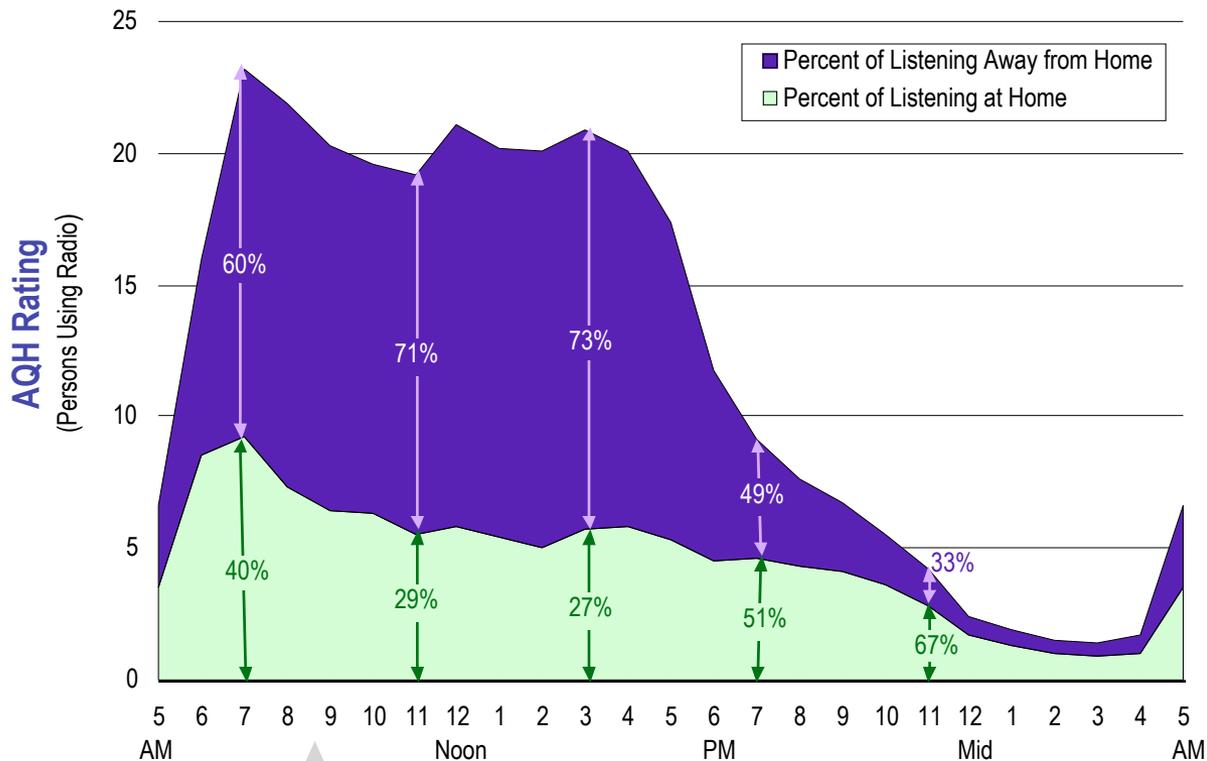- □ Percent of Listening at Home

Away from Home: 60%, 71%, 73%, 49%, 33%
At Home: 40%, 29%, 27%, 51%, 67%

Y-axis: AQH Rating (Persons Using Radio) — 0, 5, 10, 15, 20, 25

X-axis: 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5
AM — Noon — PM — Mid — AM

How to Read:
The chart on this page and the one on the next page show how listening location makes up radio listening during the course of a typical weekday and weekend day. For example, during the 12 Noon hour on this chart, about 21 percent of the 12+ population listened to the radio for at least five minutes. Of those who had listened, more than two-thirds were listening away from home.
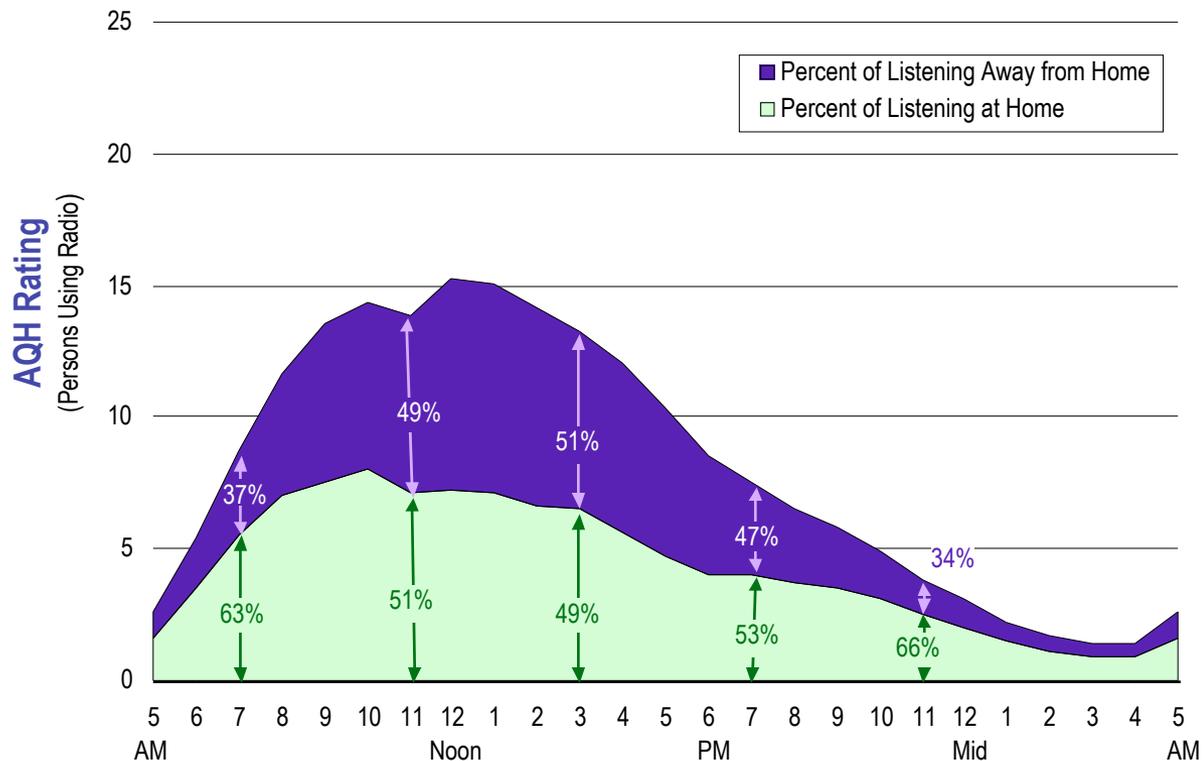
You can see by this chart that not as many consumers listen to the radio on the weekend compared to weekday listening, yet a substantial number of Americans find time to listen to their favorite sports broadcast, countdown show or other favorite programming.

At-home listening patterns on the weekend are not tremendously different from weekday listening—the biggest difference in at-home listening is that radios click on a little bit later in the morning and peak during the midday hours instead of in morning drive.

By contrast, away-from-home listening on the weekend—without the benefit of two commute periods and at-work listening—is dramatically smaller than it is on weekdays.

Weekend Listening, AQH Rating
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

AQH Rating (Persons Using Radio)

- ■ Percent of Listening Away from Home
- □ Percent of Listening at Home

37% · 49% · 51% · 47% · 34%

63% · 51% · 49% · 53% · 66%

5 AM 6 7 8 9 10 11 12 Noon 1 2 3 4 5 6 PM 7 8 9 10 11 12 Mid 1 2 3 4 5 AM

Where Men and Women Listen

The rule of thumb here is that if you work or drive to school, the bulk of your radio listening is more likely to occur away from the home. That's why listening among teens and adults 65+ is longer at home than it is away from the home. The same goes (to a lesser extent) among other adult women.

At-Home Listening for Men and Women
Total Week, AQH Rating

Age	Men	Women
P12-17	4.9	7.0
P18-34	3.8	4.8
P25-54	4.1	4.9
P35-64	4.7	5.5
P65+	7.9	9.7

5.5 P12+
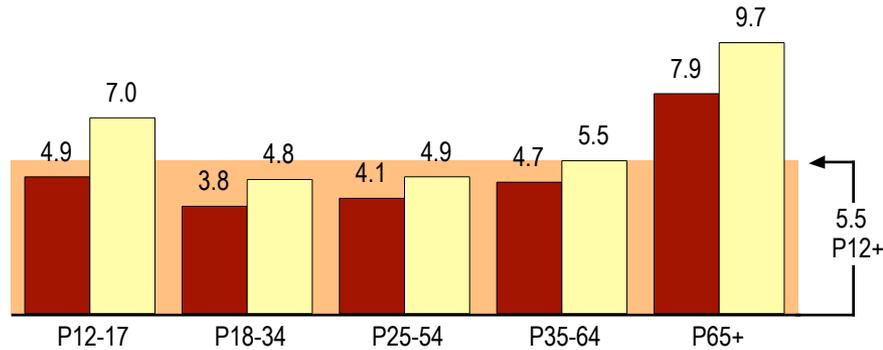
Away-from-Home Listening for Men and Women
Total Week, AQH Rating

Age	Men	Women
P12-17	3.3	4.0
P18-34	11.0	9.2
P25-54	12.4	9.9
P35-64	11.7	9.3
P65+	5.2	3.3

8.7 P12+

Legend: ■ Men ▢ Women
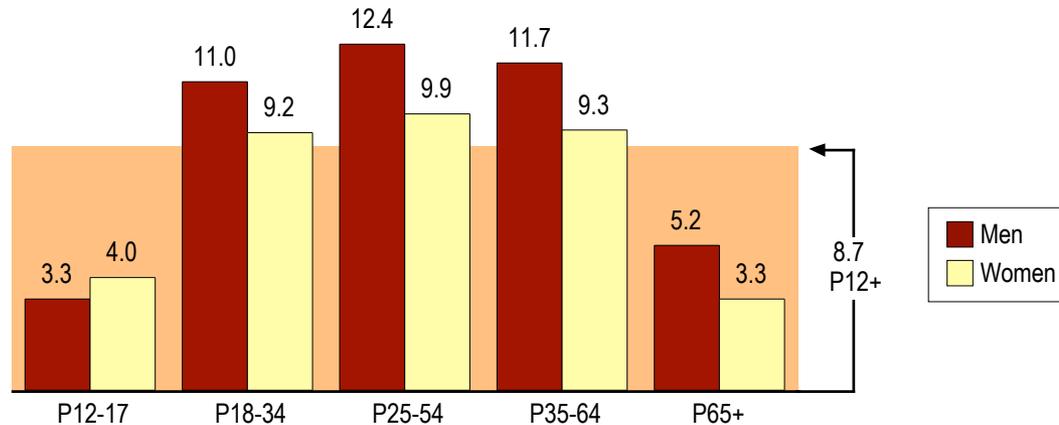
Listening Location

On the previous pages we showed you at-home vs. away-from-home listening patterns. On this page you can see how away-from-home listening is broken down even further. More than 70 percent of midday listening (from 10AM to 3PM weekdays) occurs outside the home. On the other hand, most radio listening on weekday evenings from 7PM to midnight occurs at home, after listeners have completed their workday and finished their homebound commute.

Distribution of AQH Radio Listeners by Listening Location
Persons 12+

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	38.8%	34.6%	24.0%	2.6%
Mon-Fri 6AM-10AM	38.6%	36.8%	23.3%	1.3%
Mon-Fri 10AM-3PM	27.9%	29.2%	40.8%	2.2%
Mon-Fri 3PM-7PM	30.4%	44.4%	22.8%	2.4%
Mon-Fri 7PM-Mid	58.9%	27.2%	10.4%	3.6%
Weekend 10AM-7PM	48.6%	36.8%	10.2%	4.5%

Fast Fact:
It's well known that radio is the only mass medium that easily adapts to all key listening locations. But exactly what is "other" as a listening location? If you're listening to the radio at a friend's house, while at the beach or park, while working out at the gym or in a doctor's waiting room, you're in an "other" location. By the way, "at work" listening, while frequently defined as "office" listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), a retail outlet, a factory or a construction site.

Listening by Daypart

As with other charts in this volume, you can see here that radio listening patters are largely dictated by occupation. Radio listening among working-age consumers typically peaks in morning drive. Listening among adults 65+ peaks in middays while listening among teens peaks on weekday afternoons and on the weekends.

Listening by Daypart
Mon-Sun, 6AM-Mid
Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	62.3	41.3	67.1	53.4	66.0	88.8
	W	74.1	52.0	80.0	67.2	78.3	95.0
P18-24	M	68.3	66.5	72.6	54.5	68.4	89.8
	W	73.8	76.7	80.8	62.5	77.0	94.6
P25-34	M	79.9	69.7	79.8	49.0	70.5	94.4
	W	81.9	76.6	82.7	50.7	75.5	96.0
P35-44	M	83.4	71.1	82.2	47.0	73.2	95.3
	W	84.2	76.1	82.7	47.5	75.5	95.9
P45-49	M	82.2	70.4	81.4	46.9	73.9	95.1
	W	83.9	74.6	82.1	46.9	75.9	95.7
P50-54	M	81.9	70.6	81.1	45.7	74.6	94.8
	W	82.7	74.0	81.0	44.2	75.6	95.0
P55-64	M	79.0	73.5	78.3	42.8	74.6	93.5
	W	78.2	74.6	76.4	41.5	74.8	93.1
P65+	M	70.9	75.1	64.9	35.8	71.2	87.3
	W	68.2	72.6	61.1	34.9	69.9	84.9

America's Favorite Formats

On the following pages, you can read in detail about America's 15 most popular radio formats. While some of these formats—such as Country, News/Talk/Information and Pop CHR (Top 40)—have been around for 40 years or more, many of today's popular formats sprang up in the '80s and '90s in response to new music trends, the evolving ethnic landscape as well as consumer demands for more specific programming. Classic Rock, Rhythmic CHR, Hot AC, Urban AC, Contemporary Christian and All Sports are examples of full-time formats that weren't around in significant numbers before the mid-1980s.

And the evolution will continue: Several formats are riding growth trends and could find their way into the top 15 in the next year or two, including Spanish Contemporary, AOR and Talk Personality. One-page profiles for these and two other formats can be found on pages 75-79.

To help you get a sense of the music formats, we included a list of the 10 most-played songs in that format for 2005 (courtesy of *Radio & Records* and Mediabase 24/7).

Editor's Note:
Readers of previous editions of *Radio Today* will notice a dramatic change in this edition, because for this first time our format descriptions refer to *discrete* radio formats. They are specific formats that can be heard on radio stations in most markets around the country. Format descriptions in previous editions referred to format "umbrellas" that consolidated several like formats into one heading (for example, "News/Talk/Information" was actually a consolidation of All News, All Sports, Talk Personality and News/Talk/Information). We felt that a description of discrete formats, rather than format umbrellas, painted a better picture of the listeners to that format.

Fascinating New Qualitative Profiles
We hope you'll take particular notice of the fourth page of each format profile, courtesy of Scarborough Research. We have built a qualitative profile of the listeners to each of the nation's top 15 formats. Here, you can get a snapshot of the listeners, such as their marital status, homeowner status and occupation. You can also examine where these listeners go when they are online (with a few exceptions, radio listeners are avid online consumers); and in this Congressional election year, you can see how these listeners identify themselves politically. Finally, in conjunction with Scarborough's extensive analysis of exclusive shoppers of retail behemoths Wal-Mart and Target, you can see how listeners to specific formats patronize these two outlets. One thing is certain: The vast majority of radio listeners has shopped at one or both of these stores in the past three months!
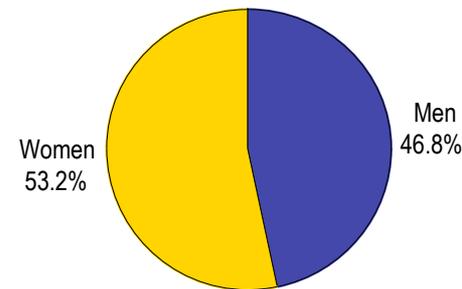
Country

Year-in and year-out, Country is an American favorite. More stations program Country music than any other format. It performs well in big cities and small towns and for the most part in all regions of the country. Very few markets go without a Country station, and many markets have two or three Country competitors. Country listeners are loyal to their music—the format boasts nearly 10 hours of weekly time spent listening, which ranks near the top of America's top 15 formats.

AQH Share Trend

SP02	SP03	SP04	SP05
12.9%	13.0%	12.0%	**12.5%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 46.8%

Women 53.2%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
5.2%	10.6%	15.4%	19.7%	10.4%	9.3%	14.9%	14.6%

Country

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.7%
- At Home 33.5%
- At Work 26.2%
- In Car 37.6%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
12.6%	13.2%	12.5%	10.0%	13.3%

12.6% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

- Pacific 74
- Mountain 108
- West North Central 134
- East North Central 105
- New England 82
- Middle Atlantic 55
- South Atlantic 114
- South Central 140

Legend:
- Indexed below 90
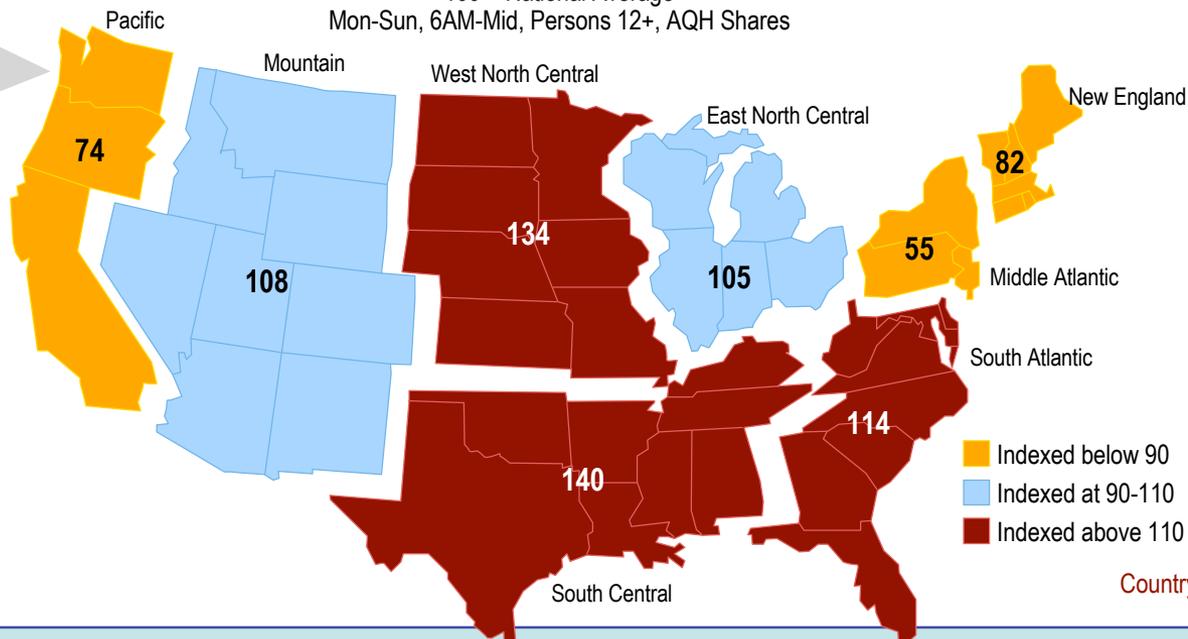- Indexed at 90-110
- Indexed above 110

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Country continued ▶

Country

Popular Songs in This Format from 2005

That's What I Love About Sunday *Craig Morgan*
Bless the Broken Road *Rascal Flatts*
Nothin' to Lose *Josh Gracin*
Baby Girl *Sugarland*
Fast Cars and Freedom *Rascal Flatts*
As Good As I Once Was *Toby Keith*
Something More *Sugarland*
Anything But Mine *Kenny Chesney*
GentryGone *Montgomery*
Making Memories of Us *Keith Urban*

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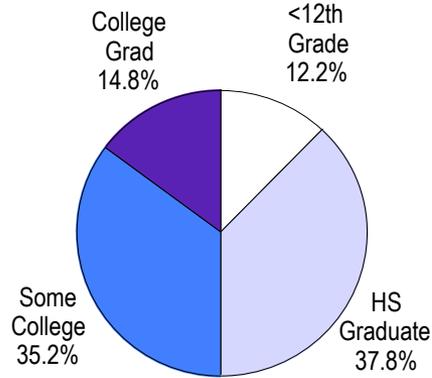*© Mediabase 24/7, used with permission*

Average Age of P1 Listeners
47
75%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Education
Persons 18+

College Grad 14.8%
<12th Grade 12.2%
Some College 35.2%
HS Graduate 37.8%

Household Income
Persons 18+

>$75K 21.5%
<$25K 18.9%
$50K-$75K 25.3%
$25K-$50K 34.3%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

Black 2.3%
Hispanic 5.4%
Other 92.3%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64
7:30	9:00	10:15	10:45

9:45 P12+

Country

The nation's most-popular format indexes high with married listeners, those who own their homes and those in blue-collar profession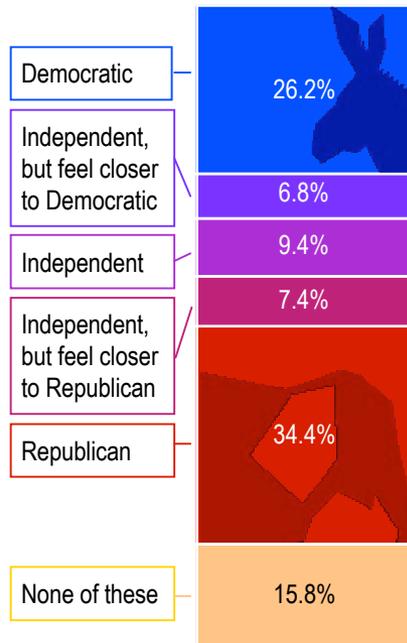s. Country listeners cling close to the national norms when it comes to online usage. They go to auction sites and gather automobile information in slightly higher-than-average numbers, and they check the weather online too (perhaps because Country listeners are more likely to work in the outdoors, such as in construction or transportation). Country and Oldies stations often share a good amount of audience, and you'll notice that the qualitative profiles of the two formats are similar. That similarity breaks up when it comes to political leanings: Country listeners tend to lean Republican while Oldies listeners are more independent. Country listeners love their discount department stores; some 92 percent of them shop at Wal-Mart, Target or both, but they index higher with Wal-Mart.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	117
Wal-Mart	115
Wal-Mart and Target	113
Target	102
Target exclusive	60

Political Affiliation

Democratic	26.2%
Independent, but feel closer to Democratic	6.8%
Independent	9.4%
Independent, but feel closer to Republican	7.4%
Republican	34.4%
None of these	15.8%

Where They Go Online

	Index
E-mail	105
Pay bills	102
Auction site	108
Travel reservations	97
Broadcast network TV site	85
Cable TV network site	86
Local television site	105
Radio station site	93
Listen to a radio station	92
Newspaper site	87
News	97
Sports scores/updates	96
Weather	108
Financial/information services	94
Games	107
Movie listings	96
Internet yellow pages	99
Automobile information	106
Job/employment site	94
Local/community events	104
Medical services information	104
Personal ads/dating	83
Real-estate listings	103

Listener Characteristics

Family Status

Married	62.3%
At least one child in HH	46.5%
At least one teen in HH	23.4%

Own or Rent Residence

Own	76.8%
Rent	18.3%
Other	4.9%

Employment Status

Employed 35 hours or more	57.2%
Employed less than 35 hours	14.9%
Not employed	27.9%

Occupation Summary

White collar	41.9%
Blue collar	30.2%

Occupation Category

Management, business and financial operations	11.4%
Professional and related occupations	13.0%
Service	10.8%
Sales and office	17.5%
Farming, fishery and forestry	0.3%
Construction, extraction and maintenance	8.6%
Production, transportation and material moving	10.1%
Military specific	0.4%

News/Talk/Information

This venerable format performs well year after year. Not only do News/Talk/Information stations present compelling talk shows throughout the day, but they are a source of traffic and weather information, often provide play-by-play broadcasts of local sports teams, and they serve as a source of critical information in times of crisis. There are several related formats: Talk Personality, which usually appeals to younger talk radio audiences; All News, which is popular in Top 10 markets; and All Sports, which will be described later in this volume. News/Talk/Information has the highest average listener age among the nation's top 15 formats, yet advertisers covet the very high incomes and education levels among those listeners. The advent of midday syndicated talk shows has boosted the fortunes of News/Talk/Information stations in the past 15 years and has made the format popular in markets of all sizes. A large number of noncommercial stations characterize themselves as News/Talk/Information, and the audiences to those stations are included in our data.

AQH Share Trend

SP02	SP03	SP04	SP05
9.7%	10.6%	10.6%	**10.4%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 43.9%

Men 56.1%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17: 0.8%
P18-24: 1.9%
P25-34: 8.1%
P35-44: 14.7%
P45-49: 9.7%
P50-54: 10.6%
P55-64: 20.1%
P65+: 34.1%

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 1.2%
- At Work 13.4%
- At Home 51.2%
- In Car 34.3%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
12.0%	11.3%	10.0%	9.5%	8.3%

10.4% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific 116
Mountain
West North Central 129
East North Central 113
New England 112
Middle Atlantic 88
South Atlantic 89
South Central 79
119

- Indexed below 90
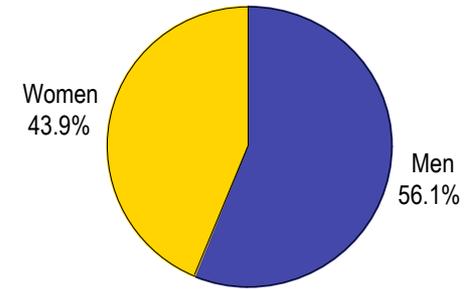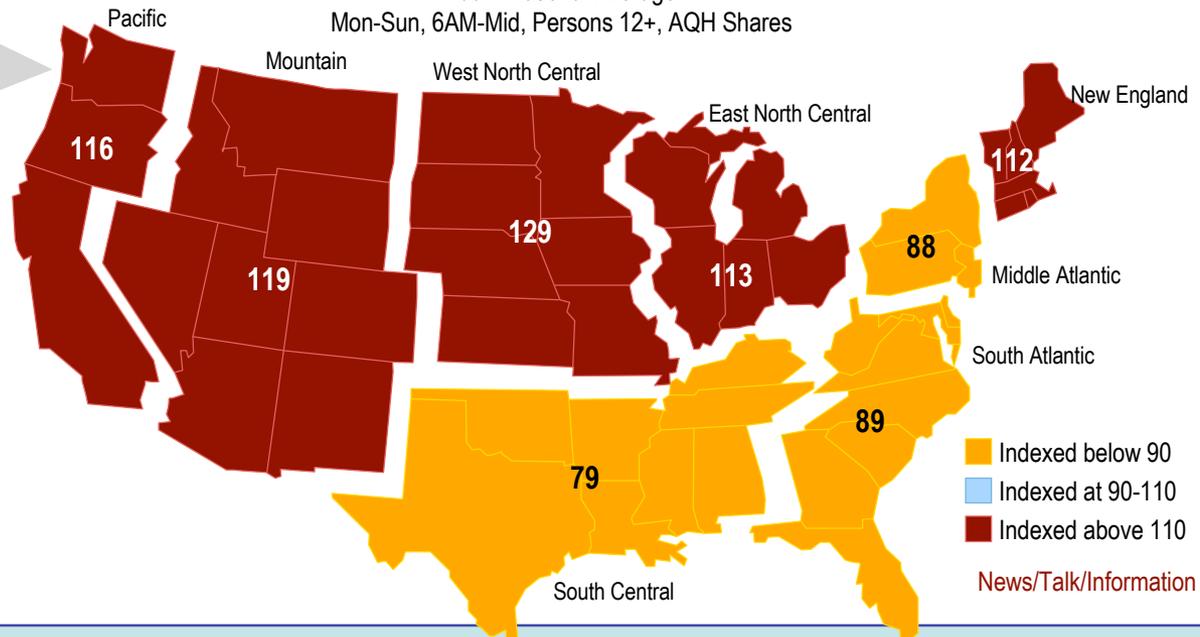- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

News/Talk/Information continued ▶

News/Talk/Information

Education
Persons 18+

<$12th Grade 4.2%
HS Graduate 19.9%
Some College 32.9%
College Grad 43.1%

Household Income
Persons 18+

<$25K 13.3%
$25K-$50K 26.0%
$50K-$75K 23.9%
>$75K 36.8%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

Black 6.5%
Hispanic 4.8%
Other 88.7%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64
4:15	6:30	8:15	9:00

9:15 P12+

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
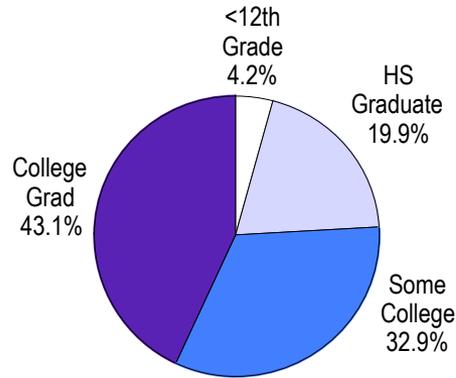
News/Talk/Information

Yes, News/Talk/Information listeners are very likely to be married, but they're not as likely as listeners to other formats to have children in the house. They are the most likely to own their own home, and about one-third of the base have reached or surpassed the traditional retirement age. News/Talk/Information listeners represent enthusiastic online users—they often visit newspaper, broadcast media and financial information sites. They even listen to radio stations online in large numbers. Listeners to this format are more likely to identify themselves as Republican than any of the nation's other top formats. Due to the geographic and market-size strengths of this format, N/T/I listeners index higher with Target stores than they do with Wal-Mart.

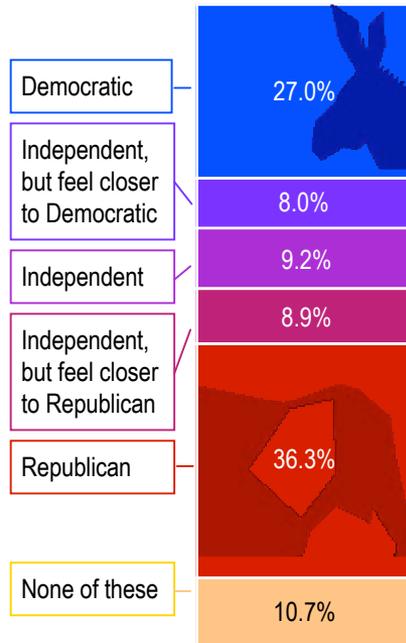## Target vs. Wal-Mart

	Index
Wal-Mart exclusive	82
Wal-Mart	90
Wal-Mart and Target	98
Target	108
Target exclusive	146

Political Affiliation

Democratic	27.0%
Independent, but feel closer to Democratic	8.0%
Independent	9.2%
Independent, but feel closer to Republican	8.9%
Republican	36.3%
None of these	10.7%

Where They Go Online

	Index
E-mail	118
Pay bills	120
Auction site	127
Travel reservations	137
Broadcast network TV site	138
Cable TV network site	134
Local television site	137
Radio station site	134
Listen to a radio station	129
Newspaper site	143
News	129
Sports scores/updates	135
Weather	123
Financial/information services	145
Games	98
Movie listings	114
Internet yellow pages	123
Automobile information	124
Job/employment site	95
Local/community events	125
Medical services information	130
Personal ads/dating	94
Real-estate listings	121

Listener Characteristics

Family Status

Married	68.0%
At least one child in HH	32.9%
At least one teen in HH	16.9%

Own or Rent Residence

Own	82.0%
Rent	15.5%
Other	2.4%

Employment Status

Employed 35 hours or more	54.4%
Employed less than 35 hours	12.8%
Not employed	32.8%

Occupation Summary

White collar	48.8%
Blue collar	18.4%

Occupation Category

Management, business and financial operations	14.8%
Professional and related occupations	20.0%
Service	6.0%
Sales and office	14.0%
Farming, fishery and forestry	0.2%
Construction, extraction and maintenance	5.4%
Production, transportation and material moving	6.5%
Military specific	0.3%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Adult Contemporary

There are several flavors of Adult Contemporary, but all of them target adult women. Previous editions of *Radio Today* rolled the different versions of AC under one umbrella called Adult Contemporary. Hot AC, which is profiled later in this volume, targets the lower end (average age: 36), while Soft AC targets older women (average age: 53). This mainstream version of Adult Contemporary targets women whose average age is 47. Adult Contemporary is a popular choice for at-work listening and enjoys consistent popularity in all market sizes and throughout the country, especially where there is no competition from Hot AC or Soft AC stations. Advertisers love AC listeners because they have good incomes, can be ethnically diverse and are well educated. What's more, nearly 62 percent of the AC audience falls within the coveted 25-54 advertising demo.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

AQH Share Trend

SP02	SP03	SP04	SP05
7.2%	7.0%	7.2%	**7.1%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 34.4%

Women 65.6%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
3.0%	7.7%	14.4%	22.0%	13.0%	12.2%	16.0%	11.6%

Adult Contemporary

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.1%
- At Home 31.0%
- In Car 28.2%
- At Work 38.7%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
6.8%	8.5%	7.1%	6.2%	6.5%

← 7.2% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific 82
Mountain 80
West North Central 68
East North Central 89
New England 156
Middle Atlantic 139
South Atlantic 100
South Central 78

- Indexed below 90
- Indexed at 90-110
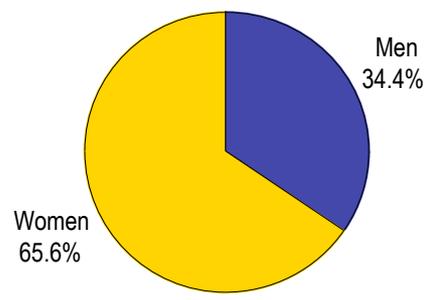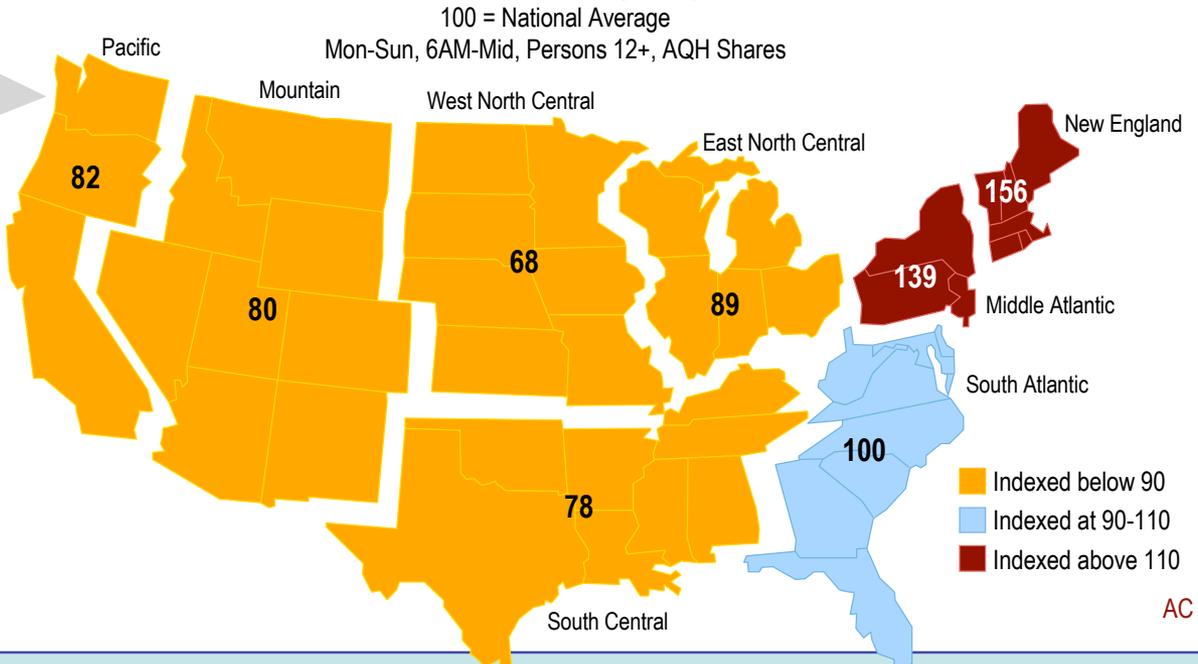- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

AC continued ▶

Adult Contemporary

Popular Songs in This Format from 2005

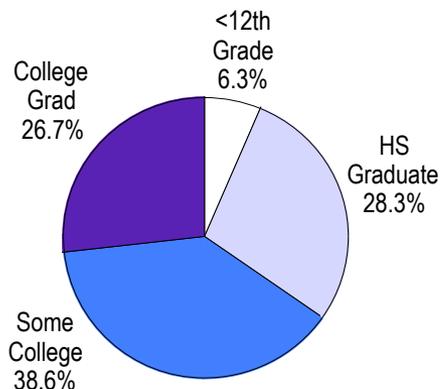| Song	Artist
Breakaway	*Kelly Clarkson*
Heaven	*Los Lonely Boys*
Home	*Michael Buble*
Daughters	*John Mayer*
Live Like You Were Dying	*Tim McGraw*
She Will Be Loved	*Maroon 5*
Lonely No More	*Rob Thomas*
You'll Think of Me	*Keith Urban*
In My Daughter's Eyes	*Martina McBride*
Give a Little Bit	*Goo Goo Dolls*

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Average Age of P1 Listeners
47
73%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Education
Persons 18+

- <12th Grade 6.3%
- HS Graduate 28.3%
- Some College 38.6%
- College Grad 26.7%

Household Income
Persons 18+

- <$25K 14.3%
- $25K-$50K 29.4%
- $50K-$75K 25.6%
- >$75K 30.7%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 11.1%
- Hispanic 13.1%
- Other 75.8%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

- P12-24: 5:15
- P18-34: 6:45
- P25-54: 8:15
- P35-64: 8:30
- 7:45 P12+

Adult Contemporary

Few formats fit the ideal profile of an active consumer better than Adult Contemporary: AC listeners are female, likely to be married, likely to own a home, likely to have kids in the house, and they're usually employed in a white-collar job. AC listeners actively use the Internet, especially when it comes to paying bills, visiting media sites and looking up information such as with an online yellow pages service. Politically, AC listeners hold close to the national norms—they do not lean particularly in one direction or another. Adult Contemporary listeners are huge fans of both Wal-Mart and Target stores, but they index significantly higher with Target stores.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

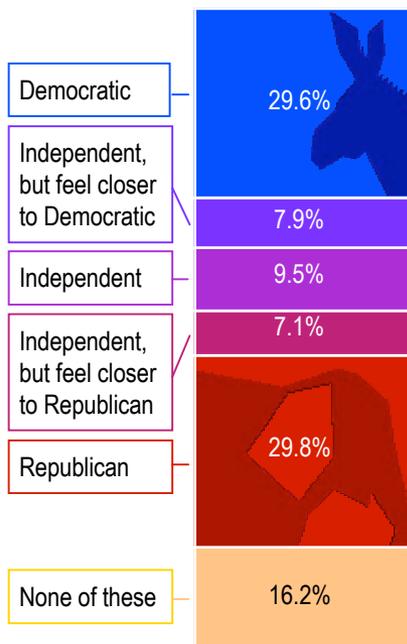|	Index
Wal-Mart exclusive	84
Wal-Mart	99
Wal-Mart and Target	113
Target	113
Target exclusive	115

Political Affiliation

Democratic	29.6%
Independent, but feel closer to Democratic	7.9%
Independent	9.5%
Independent, but feel closer to Republican	7.1%
Republican	29.8%
None of these	16.2%

Where They Go Online

	Index
E-mail	118
Pay bills	121
Auction site	113
Travel reservations	122
Broadcast network TV site	123
Cable TV network site	113
Local television site	130
Radio station site	110
Listen to a radio station	110
Newspaper site	114
News	116
Sports scores/updates	101
Weather	116
Financial/information services	114
Games	113
Movie listings	125
Internet yellow pages	124
Automobile information	106
Job/employment site	119
Local/community events	129
Medical services information	123
Personal ads/dating	109
Real-estate listings	126

Listener Characteristics

Family Status

Married	60.4%
At least one child in HH	45.8%
At least one teen in HH	23.2%

Own or Rent Residence

Own	73.1%
Rent	22.4%
Other	4.5%

Employment Status

Employed 35 hours or more	57.2%
Employed less than 35 hours	17.1%
Not employed	25.7%

Occupation Summary

White collar	51.4%
Blue collar	22.9%

Occupation Category

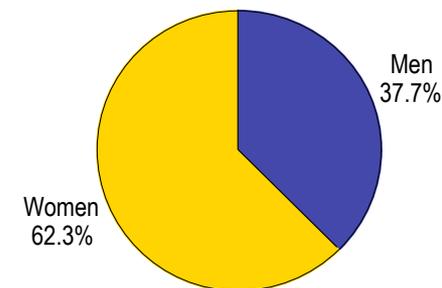|	
Management, business and financial operations	12.8%
Professional and related occupations	18.1%
Service	10.8%
Sales and office	20.5%
Farming, fishery and forestry	0.2%
Construction, extraction and maintenance	5.1%
Production, transportation and material moving	6.6%
Military specific	0.2%

Pop CHR

About 20 years ago, Contemporary Hit Radio split into two formats. One of them, Pop Contemporary Hit Radio—also known as Top 40—remains a popular fixture in many markets. Pop CHR is not just a teen format: Nearly 50 percent of its audience is between 25 and 54. The format boasts the second-highest number of listeners with some college education. It performs well in most parts of the country.

AQH Share Trend

SP02	SP03	SP04	SP05
6.8%	6.3%	5.8%	**5.5%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 37.7%

Women 62.3%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
24.5%	24.9%	23.1%	15.8%	5.2%	3.0%	2.2%	1.2%

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 4.0%
- At Work 20.2%
- At Home 35.7%
- In Car 40.1%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
5.2%	4.5%	6.1%	7.4%	5.9%

5.5% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific: 57
- Mountain: 54
- West North Central: 119
- East North Central: 101
- New England: 128
- Middle Atlantic: 117
- South Atlantic: 100
- South Central: 113

Legend:
- Indexed below 90
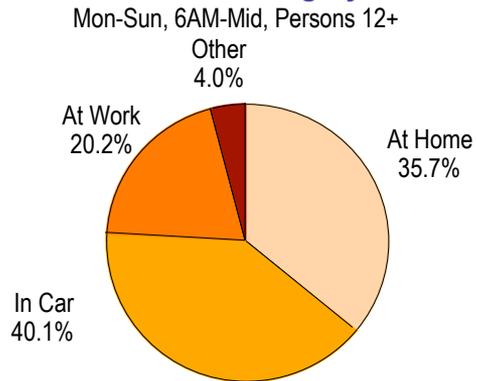- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
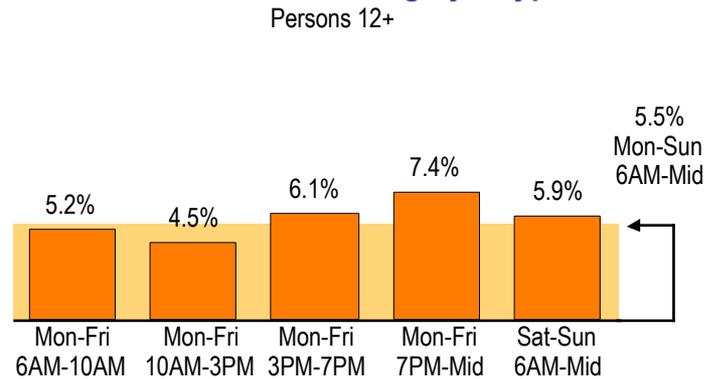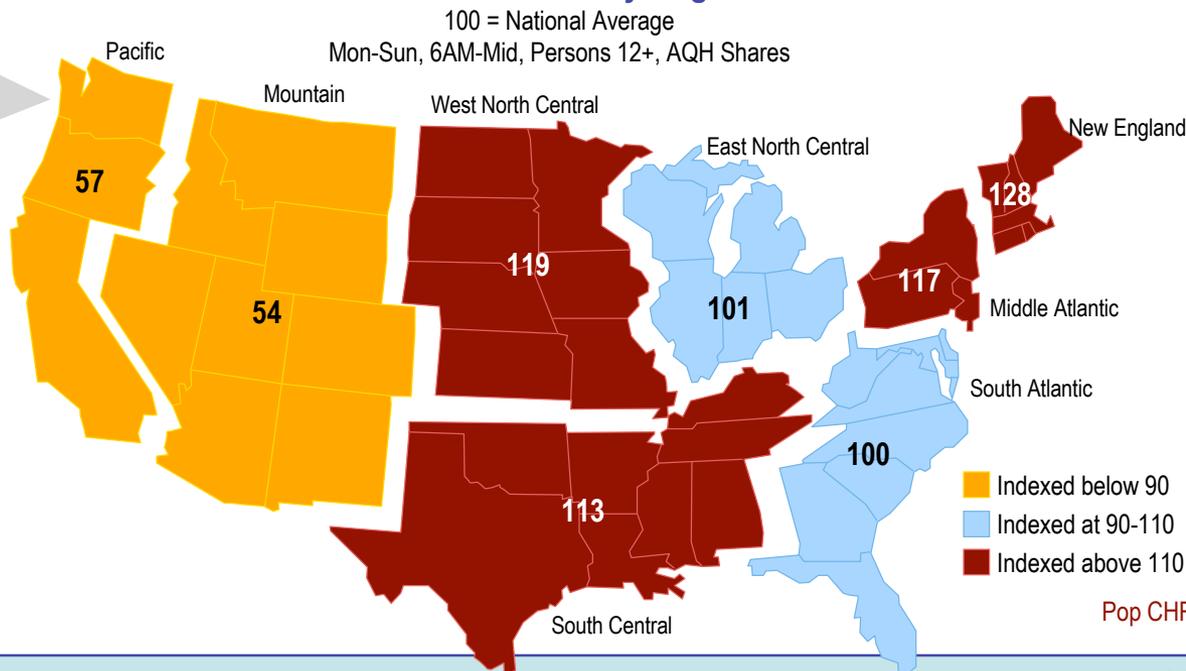*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*

Pop CHR

Popular Songs in This Format from 2005

Since U Been Gone *Kelly Clarkson*
Behind These Hazel Eyes *Kelly Clarkson*
We Belong Together *Mariah Carey*
1, 2 Step *Ciara f/Missy Elliott*
Boulevard of Broken Dreams *Green Day*
Let Me Love You *Mario*
Let Me Go *3 Doors Down*
Hollaback Girl *Gwen Stefani*
I Don't Want To Be *Gavin DeGraw*
Don't Cha *Pussycat Dolls f/Busta Rhymes*

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Average Age of P1 Listeners
26
65% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Education
Persons 18+

- College Grad 20.9%
- <12th Grade 9.2%
- HS Graduate 30.0%
- Some College 39.9%

Household Income
Persons 18+

- >$75K 27.3%
- <$25K 15.7%
- $25K-$50K 31.0%
- $50K-$75K 26.0%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 10.8%
- Hispanic 17.0%
- Other 72.2%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64	
6:00	6:00	5:45	5:30	5:45 P12+
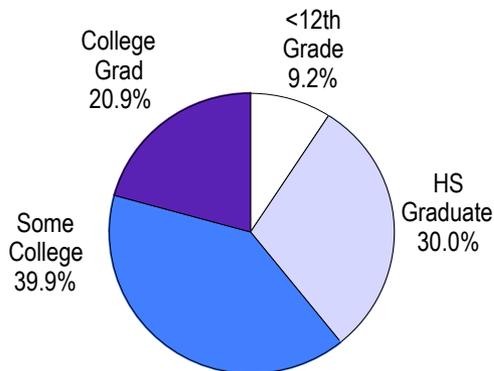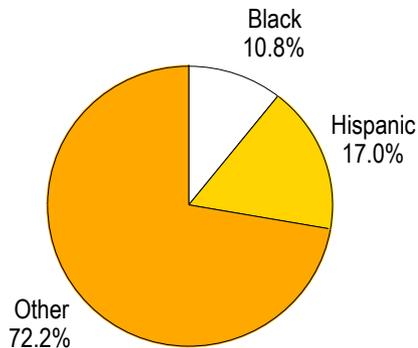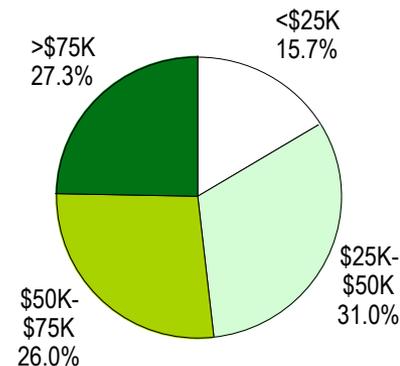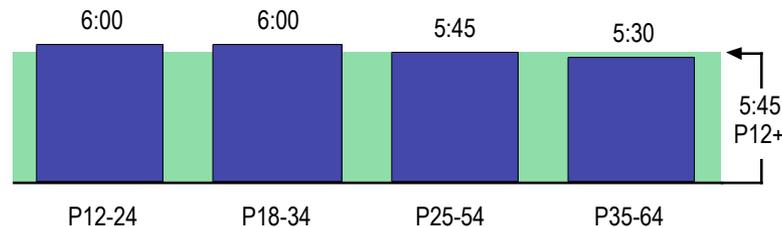
Pop CHR

With a substantial portion of its audience under the age of 25, it should be no surprise that less than half of Pop CHR listeners are married. They're less likely to own or rent their residences, and are far more likely than average to hold a part-time job (particularly in service, sales or office occupations). Pop CHR listeners are avid online users, especially when visiting social sites such as radio stations, movie listings, games and dating sites. A large number of these listeners don't have a political affiliation, and those who have declared an affiliation are Independent with a Democratic lean. Pop CHR listeners are enthusiastic discount shoppers—some 90 percent of them patronize Wal-Mart, Target or both. They index slightly higher with Target than with Wal-Mart.

Note: Due to rounding, totals may differ.
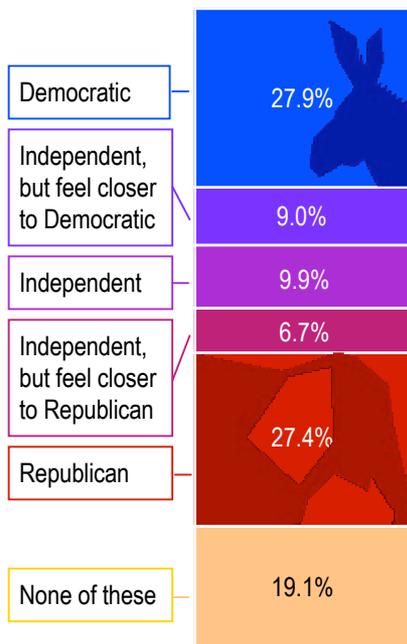*Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.*

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	91
Wal-Mart	107
Wal-Mart and Target	120
Target	116
Target exclusive	98

Political Affiliation

Democratic	27.9%
Independent, but feel closer to Democratic	9.0%
Independent	9.9%
Independent, but feel closer to Republican	6.7%
Republican	27.4%
None of these	19.1%

Where They Go Online

	Index
E-mail	124
Pay bills	136
Auction site	125
Travel reservations	118
Broadcast network TV site	144
Cable TV network site	135
Local television site	137
Radio station site	147
Listen to a radio station	142
Newspaper site	125
News	125
Sports scores/updates	120
Weather	126
Financial/information services	110
Games	146
Movie listings	163
Internet yellow pages	134
Automobile information	127
Job/employment site	158
Local/community events	139
Medical services information	111
Personal ads/dating	160
Real-estate listings	134

Listener Characteristics

Family Status

Married	43.9%
At least one child in HH	59.3%
At least one teen in HH	30.1%

Own or Rent Residence

Own	59.9%
Rent	30.2%
Other	9.9%

Employment Status

Employed 35 hours or more	55.0%
Employed less than 35 hours	23.4%
Not employed	21.6%

Occupation Summary

White collar	49.8%
Blue collar	28.6%

Occupation Category

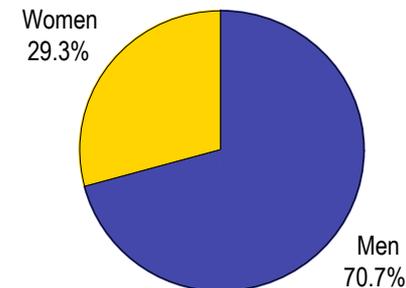|	
Management, business and financial operations	11.1%
Professional and related occupations	16.0%
Service	14.5%
Sales and office	22.7%
Farming, fishery and forestry	0.3%
Construction, extraction and maintenance	5.7%
Production, transportation and material moving	7.7%
Military specific	0.4%

Classic Rock

Classic Rock was split off from the Rock (AOR) format in 1986. With nearly 77 percent of its audience falling within the 25-54 sales demographic, Classic Rock has highest concentration of 25-54s and one of the highest shares of at-work listening among the nation's top 15 formats. It performs consistently well in all market sizes and in all regions of the country. Classic Rock ranks very high among listeners with some college education.
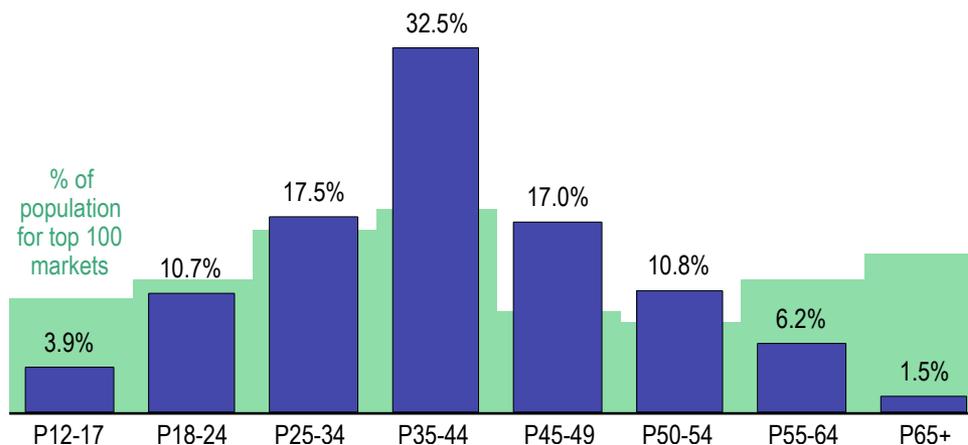
AQH Share Trend

SP02	SP03	SP04	SP05
5.2%	4.9%	4.8%	**4.9%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 29.3%

Men 70.7%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
3.9%	10.7%	17.5%	32.5%	17.0%	10.8%	6.2%	1.5%

Classic Rock

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.7%
- At Home 23.9%
- In Car 36.8%
- At Work 36.6%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
5.3%	5.3%	5.1%	4.1%	4.5%

5.0% Mon-Sun 6AM-Mid

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

- Pacific: 103
- Mountain: 127
- West North Central: 128
- East North Central: 93
- New England: 94
- Middle Atlantic: 109
- South Atlantic: 82
- South Central: 98

Legend:
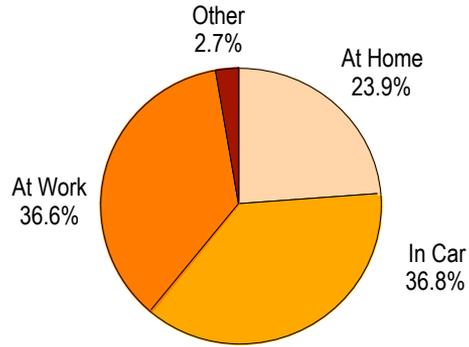- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
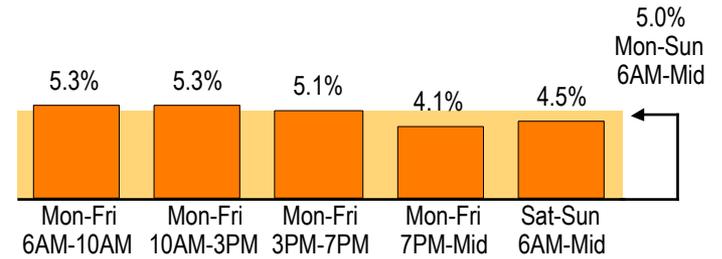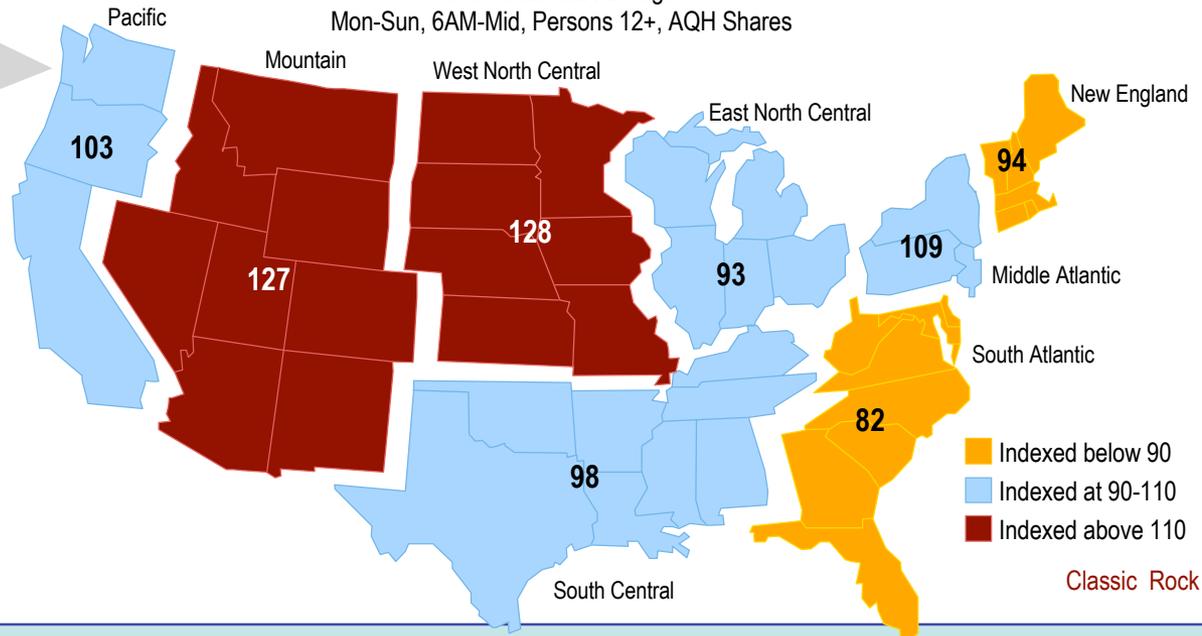
Classic Rock continued ▶

Classic Rock

Popular Songs in This Format from 2005

Rough Justice *Rolling Stones*
Shine It All Around *Robert Plant*
Boulevard of Broken Dreams *Green Day*
Vertigo *U2*
Fall to Pieces *Velvet Revolver*
Cold Hard Bitch *Jet*
When I'm Gone *3 Doors Down*
Are You Gonna Be My Girl *Jet*
Revolution *Eric Clapton*
Be Yourself *Audioslave*

© 2005 Radio & Records, used with permission
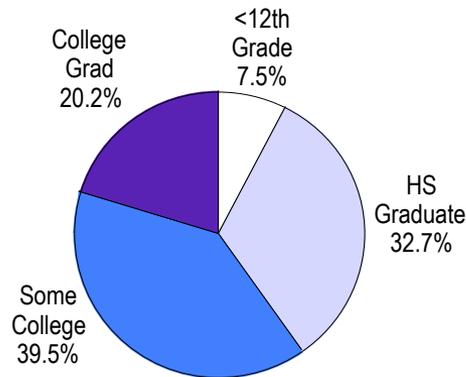*© Mediabase 24/7, used with permission*

Average Age of P1 Listeners **40**
68% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
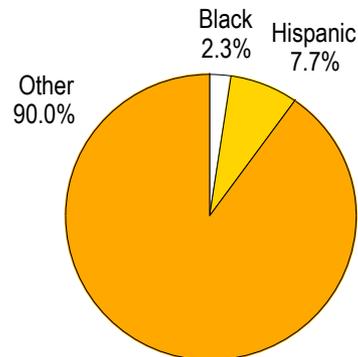*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*

Education
Persons 18+

- <12th Grade 7.5%
- HS Graduate 32.7%
- Some College 39.5%
- College Grad 20.2%

Household Income
Persons 18+

- <$25K 12.2%
- $25K-$50K 29.5%
- $50K-$75K 27.3%
- >$75K 31.0%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Other 90.0%
- Black 2.3%
- Hispanic 7.7%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64
5:15	6:45	8:00	8:00

7:15 P12+

Classic Rock

Classic Rock listeners hold close to the national norms among "married" and "homeowner," but explode past the norms with children in the household and blue-collar workers. Classic Rock partisans use the Internet in large numbers, especially to check sports scores, obtain automobile information and to find out what's playing at the movies. As a group, they are mostly Independent but lean Republican. Classic Rock listeners index slightly higher with Target than with Wal-Mart.
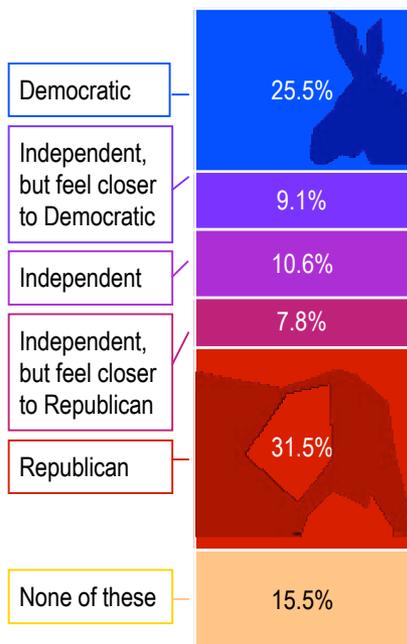
Target vs. Wal-Mart

	Index
Wal-Mart exclusive	96
Wal-Mart	102
Wal-Mart and Target	108
Target	108
Target exclusive	111

Political Affiliation

Democratic	25.5%
Independent, but feel closer to Democratic	9.1%
Independent	10.6%
Independent, but feel closer to Republican	7.8%
Republican	31.5%
None of these	15.5%

Where They Go Online

	Index
E-mail	118
Pay bills	121
Auction site	138
Travel reservations	119
Broadcast network TV site	133
Cable TV network site	133
Local television site	143
Radio station site	141
Listen to a radio station	130
Newspaper site	129
News	128
Sports scores/updates	150
Weather	128
Financial/information services	121
Games	119
Movie listings	133
Internet yellow pages	129
Automobile information	143
Job/employment site	127
Local/community events	132
Medical services information	111
Personal ads/dating	113
Real-estate listings	130

Listener Characteristics

Family Status

Married	58.0%
At least one child in HH	51.1%
At least one teen in HH	26.6%

Own or Rent Residence

Own	73.3%
Rent	21.4%
Other	5.3%

Employment Status

Employed 35 hours or more	67.6%
Employed less than 35 hours	14.6%
Not employed	17.7%

Occupation Summary

White collar	47.3%
Blue collar	34.9%

Occupation Category

Management, business and financial operations	14.6%
Professional and related occupations	16.0%
Service	10.9%
Sales and office	16.7%
Farming, fishery and forestry	0.4%
Construction, extraction and maintenance	11.4%
Production, transportation and material moving	11.8%
Military specific	0.4%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.
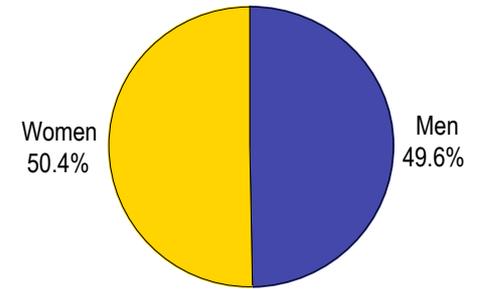
Rhythmic CHR

Rhythmic Contemporary Hit Radio was invented as a response to the country's changing ethnic makeup. Rhythmic CHR stations got their start in America's largest markets, then expanded along both coasts and throughout the Southwest. The format can now be found in markets as diverse as Peoria, IL, Knoxville, TN, and Little Rock, AR. You can find a Rhythmic CHR station in almost every major market now, which is why the format has seen steady 12+ national Average Quarter-Hour audience growth in the past four years. The Rhythmic CHR format is unique in that it is equally composed of black, Hispanic and "Other" listeners. It also has the youngest average listener age (25) of any of America's leading formats.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

AQH Share Trend

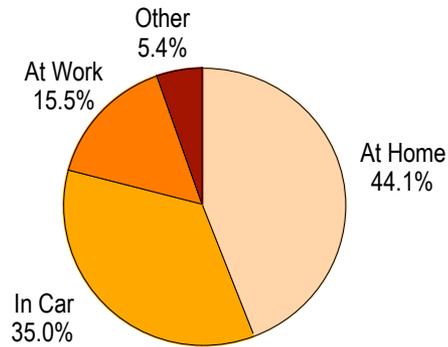| SP02	SP03	SP04	SP05
3.8%	4.0%	4.5%	**4.4%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 50.4%
Men 49.6%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
26.7%	29.4%	22.5%	12.6%	3.5%	2.0%	2.0%	1.3%

Rhythmic CHR

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 5.4%
- At Work 15.5%
- At Home 44.1%
- In Car 35.0%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
3.6%	3.4%	5.0%	7.4%	5.0%

4.4% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific 183
Mountain 128
West North Central 46
East North Central 44
New England 103
Middle Atlantic 109
South Atlantic 92
South Central 103

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
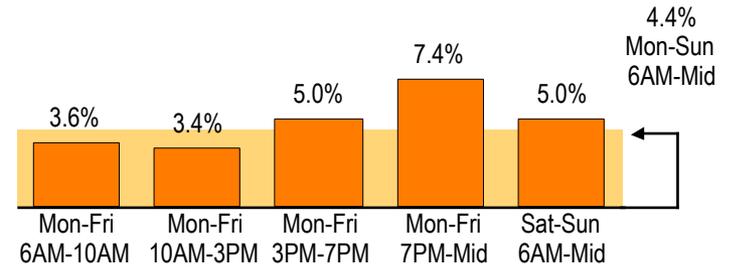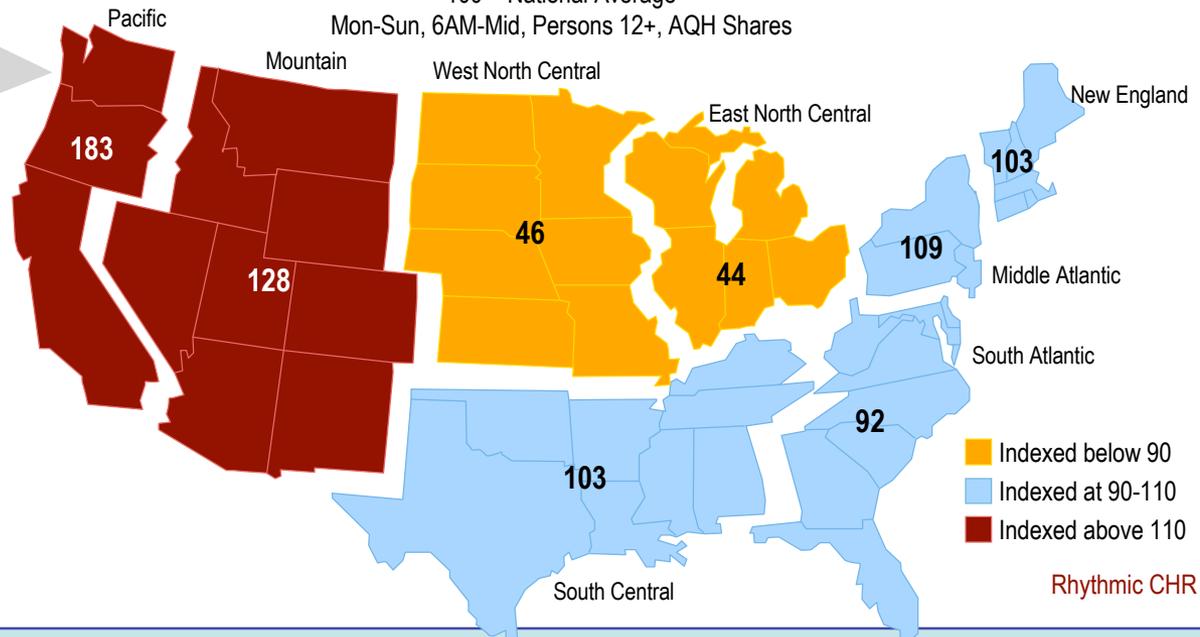
Rhythmic CHR continued ▶

Rhythmic CHR

Popular Songs in This Format from 2005

Song / Artist
We Belong Together *Mariah Carey*
Let Me Love You *Mario*
Candy Shop *50 Cent*
Lovers & Friends *Lil' Jon & The Eastside Boyz f/Usher & Ludacris*
1, 2 Step *Ciara f/Missy Elliott*
Disco Inferno *50 Cent*
Drop It Like It's Hot *Snoop Dogg f/Pharrell*
How We Do *Game f/50 Cent*
Just A Lil' Bit *50 Cent*
Oh *Ciara f/Ludacris*

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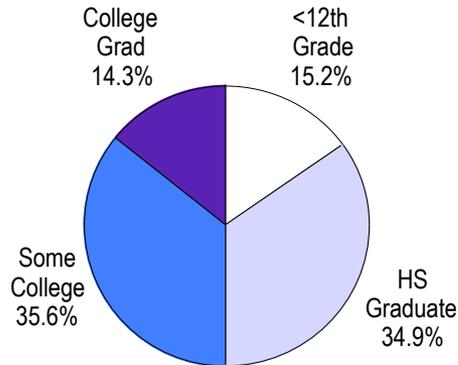
Average Age of P1 Listeners
25

64%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
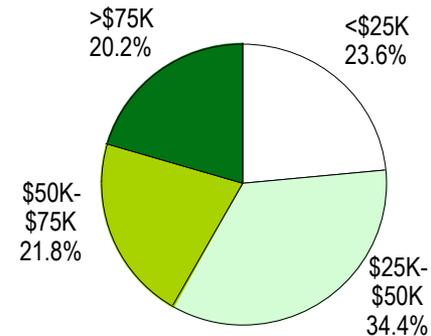
Education
Persons 18+

College Grad 14.3%
<12th Grade 15.2%
Some College 35.6%
HS Graduate 34.9%

Household Income
Persons 18+

>$75K 20.2%
<$25K 23.6%
$50K-$75K 21.8%
$25K-$50K 34.4%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

Other 34.0%
Black 32.4%
Hispanic 33.6%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64
7:30	7:00	6:15	6:00

6:45 P12+

Rhythmic CHR

Listeners to this format are more likely than those to any of the other top 15 formats to live in a household with at least one teenager present. They are far less likely than average to live in a home that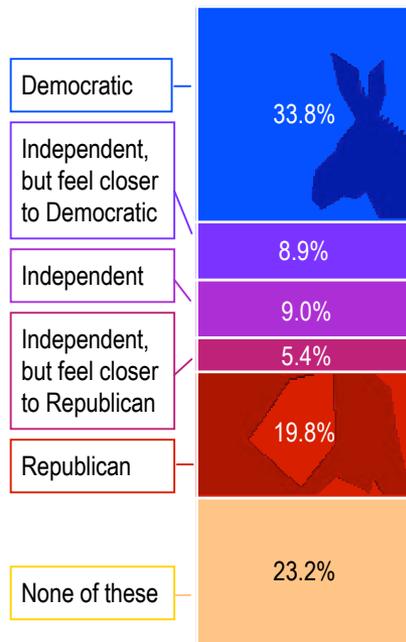 they neither own nor rent, and they rank highest among the top 15 to have a part-time job (similar to the profile of Pop CHR listeners). Rhythmic CHR listeners are among the most enthusiastic visitors to radio station Web sites (as well as listen to a radio station online), and they're very likely to check movie listings online, look for a job and seek a dating partner. Rhythmic CHR listeners are young, and many of them haven't identified themselves with a political party, but those who have lean Democratic. Rhythmic CHR listeners index higher with Target stores.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	79
Wal-Mart	97
Wal-Mart and Target	112
Target	114
Target exclusive	118

Political Affiliation

Affiliation	%
Democratic	33.8%
Independent, but feel closer to Democratic	8.9%
Independent	9.0%
Independent, but feel closer to Republican	5.4%
Republican	19.8%
None of these	23.2%

Where They Go Online

	Index
E-mail	112
Pay bills	132
Auction site	108
Travel reservations	106
Broadcast network TV site	143
Cable TV network site	127
Local television site	121
Radio station site	157
Listen to a radio station	139
Newspaper site	109
News	113
Sports scores/updates	120
Weather	104
Financial/information services	105
Games	134
Movie listings	151
Internet yellow pages	128
Automobile information	120
Job/employment site	168
Local/community events	123
Medical services information	90
Personal ads/dating	183
Real-estate listings	127

Listener Characteristics

Family Status

Married	32.8%
At least one child in HH	60.4%
At least one teen in HH	30.8%

Own or Rent Residence

Own	47.8%
Rent	40.7%
Other	11.5%

Employment Status

Employed 35 hours or more	52.4%
Employed less than 35 hours	23.7%
Not employed	23.9%

Occupation Summary

White collar	44.8%
Blue collar	31.3%

Occupation Category

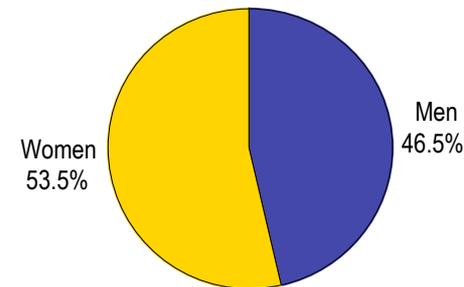|	
Management, business and financial operations	9.6%
Professional and related occupations	13.1%
Service	15.1%
Sales and office	22.1%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	6.8%
Production, transportation and material moving	8.5%
Military specific	0.8%

Urban Contemporary

Urban Contemporary has been a rock-solid force in radio over the years. The format performs well in all market sizes and around the country, but it does best across the South, in the middle Eastern seaboard and in the urban Midwest. As Urban AC becomes more popular, the average age of Urban Contemporary gets lower. At 29, Urban Contemporary audiences rank among the youngest in radio, yet about half of its audience is between 25 and 54.
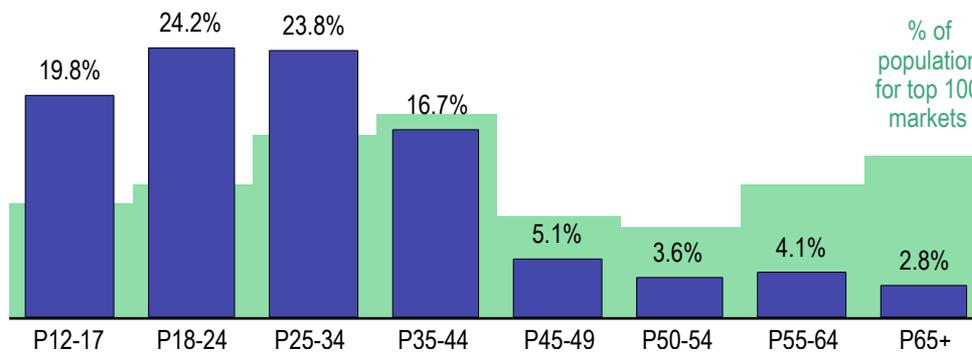
AQH Share Trend

SP02	SP03	SP04	SP05
4.3%	4.6%	4.4%	**4.3%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 53.5%

Men 46.5%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
19.8%	24.2%	23.8%	16.7%	5.1%	3.6%	4.1%	2.8%

Note: Due to rounding, totals may differ.
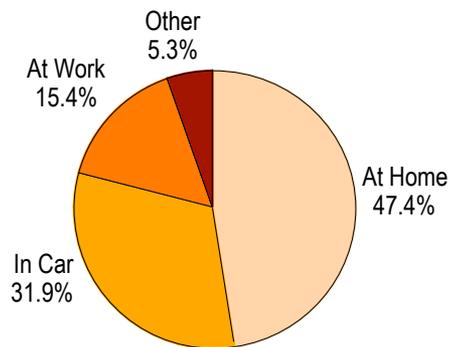*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*
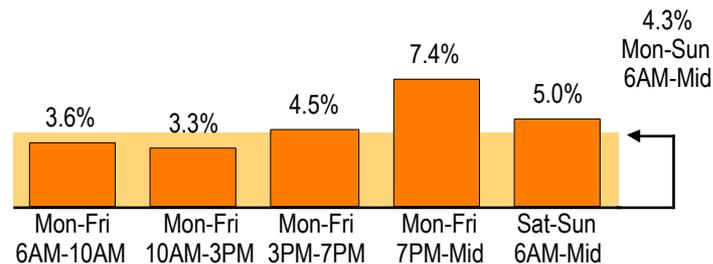
Urban Contemporary

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- At Home 47.4%
- In Car 31.9%
- At Work 15.4%
- Other 5.3%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
3.6%	3.3%	4.5%	7.4%	5.0%

4.3% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
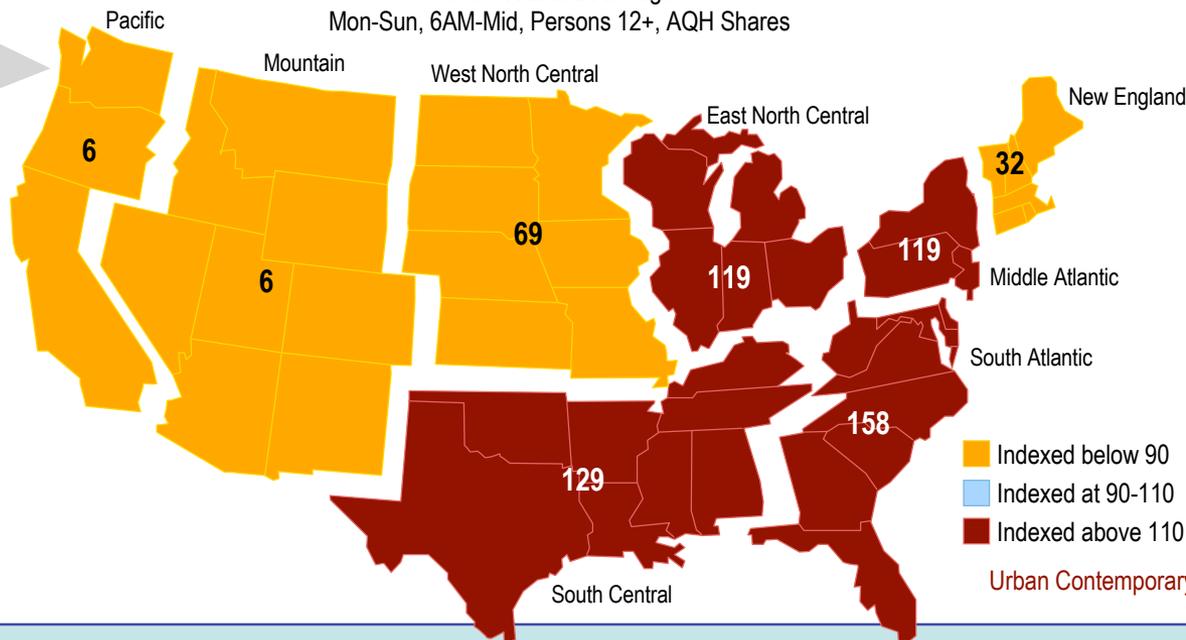Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific **6**
Mountain **6**
West North Central **69**
East North Central **119**
New England **32**
Middle Atlantic **119**
South Atlantic **158**
South Central **129**

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Urban Contemporary continued ▶

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Urban Contemporary

Popular Songs in This Format from 2005

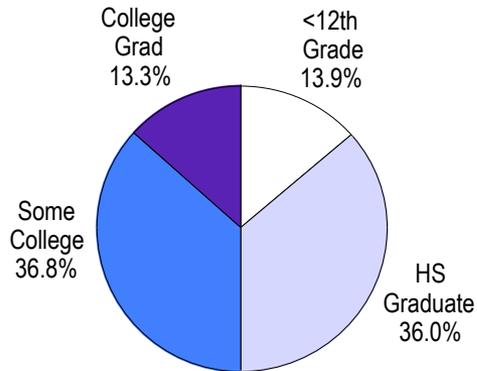| Song	Artist
We Belong Together	*Mariah Carey*
Let Me Love You	*Mario*
Lovers & Friends	*Lil' Jon & the Eastside Boyz f/Usher & Ludacris*
Wait (The Whisper Song)	*Ying Yang Twins*
Must Be Nice	*Lyfe Jennings*
Slow Down	*Bobby Valentino*
Some Cut	*Trillville*
Drop It Like It's Hot	*Snoop Dogg f/Pharrell*
Cater 2 U	*Destiny's Child*
Truth Is	*Fantasia*

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Average Age of P1 Listeners
29

69%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
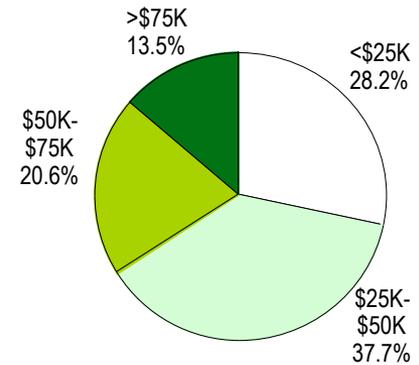*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*
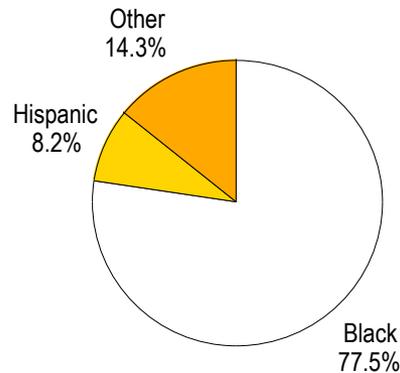
Education
Persons 18+

- College Grad 13.3%
- <12th Grade 13.9%
- Some College 36.8%
- HS Graduate 36.0%

Household Income
Persons 18+

- >$75K 13.5%
- <$25K 28.2%
- $50K-$75K 20.6%
- $25K-$50K 37.7%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Other 14.3%
- Hispanic 8.2%
- Black 77.5%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

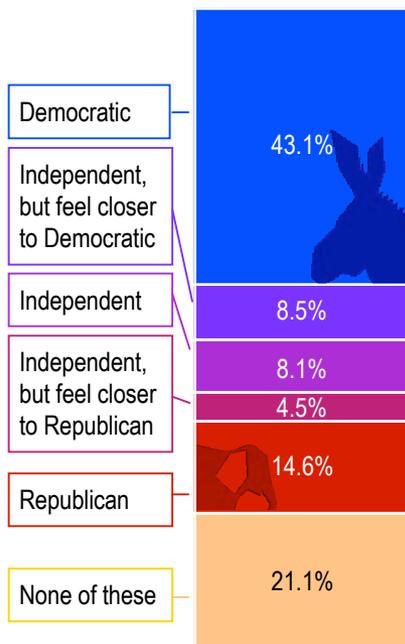| P12-24	P18-34	P25-54	P35-64
8:30	9:15	9:15	9:00

9:00 P12+

Urban Contemporary

Like other youth formats, Urban Contemporary listeners are less likely than average to be married but more likely to live in a household with a child or teenager present. Three-quarters of them are employed full time or part time, and many work in the service sector or in blue-collar jobs. While a good percentage of Urban Contemporary listeners go online to pay bills, they're more likely than typical to visit a dating site, play games or go to a Radio station site. Urban listeners patronize Wal-Mart and Target stores at rates near the national average.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	98
Wal-Mart	100
Wal-Mart and Target	101
Target	99
Target exclusive	94

Political Affiliation

Democratic	43.1%
Independent, but feel closer to Democratic	8.5%
Independent	8.1%
Independent, but feel closer to Republican	4.5%
Republican	14.6%
None of these	21.1%

Where They Go Online

	Index
E-mail	102
Pay bills	122
Auction site	88
Travel reservations	88
Broadcast network TV site	112
Cable TV network site	114
Local television site	109
Radio station site	128
Listen to a radio station	125
Newspaper site	99
News	105
Sports scores/updates	106
Weather	93
Financial/information services	95
Games	136
Movie listings	128
Internet yellow pages	111
Automobile information	111
Job/employment site	160
Local/community events	108
Medical services information	84
Personal ads/dating	179
Real-estate listings	112

Listener Characteristics

Family Status

Married	30.1%
At least one child in HH	58.4%
At least one teen in HH	30.5%

Own or Rent Residence

Own	47.2%
Rent	42.3%
Other	10.5%

Employment Status

Employed 35 hours or more	53.0%
Employed less than 35 hours	21.0%
Not employed	26.0%

Occupation Summary

White collar	42.0%
Blue collar	32.0%

Occupation Category

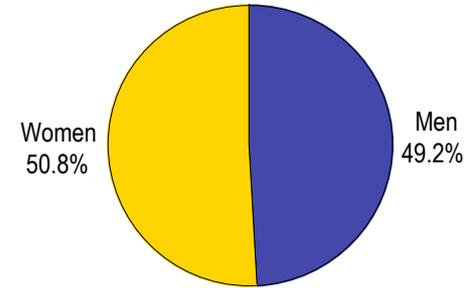|	
Management, business and financial operations	8.1%
Professional and related occupations	13.1%
Service	15.1%
Sales and office	20.8%
Farming, fishery and forestry	02%
Construction, extraction and maintenance	6.2%
Production, transportation and material moving	9.9%
Military specific	0.6%

Oldies

The Oldies format remains popular in all market sizes and throughout the country. That said, Oldies is undergoing significant changes. Challenged with listeners whose average age is 53, many Oldies stations are updating their song libraries and presentation while others have opted to drop the format outright. Despite this, Oldies commands large audiences with great advertiser appeal in many markets.

AQH Share Trend

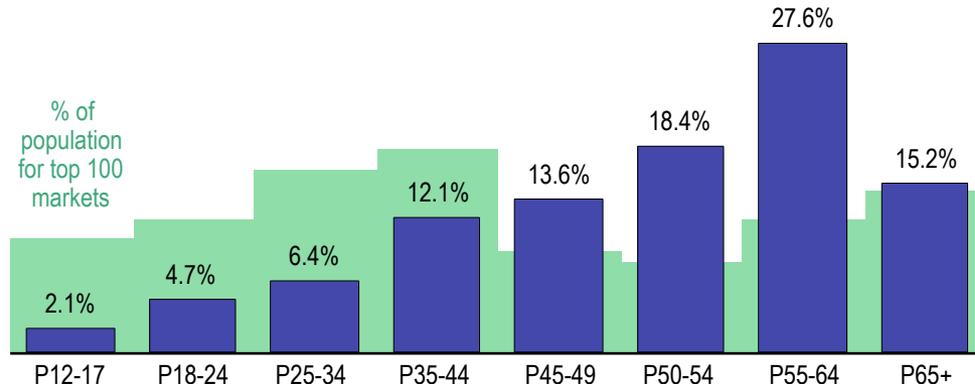| SP02	SP03	SP04	SP05
5.3%	5.0%	5.0%	**4.1%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 50.8%

Men 49.2%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
2.1%	4.7%	6.4%	12.1%	13.6%	18.4%	27.6%	15.2%

Oldies continued ▶

Oldies

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.5%
- At Home 33.4%
- In Car 35.3%
- At Work 28.8%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
3.8%	4.6%	4.0%	3.1%	4.2%

4.1% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific: 97
- Mountain: 137
- West North Central: 136
- East North Central: 104
- New England: 84
- Middle Atlantic: 95
- South Atlantic: 94
- South Central: 90

Legend:
- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
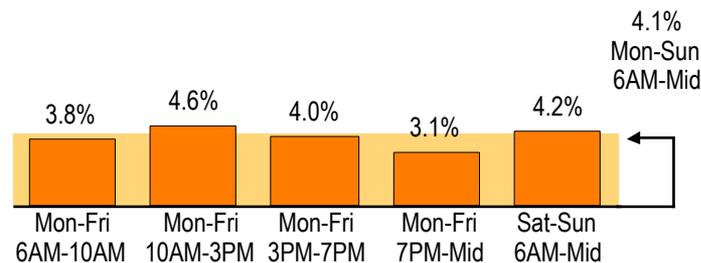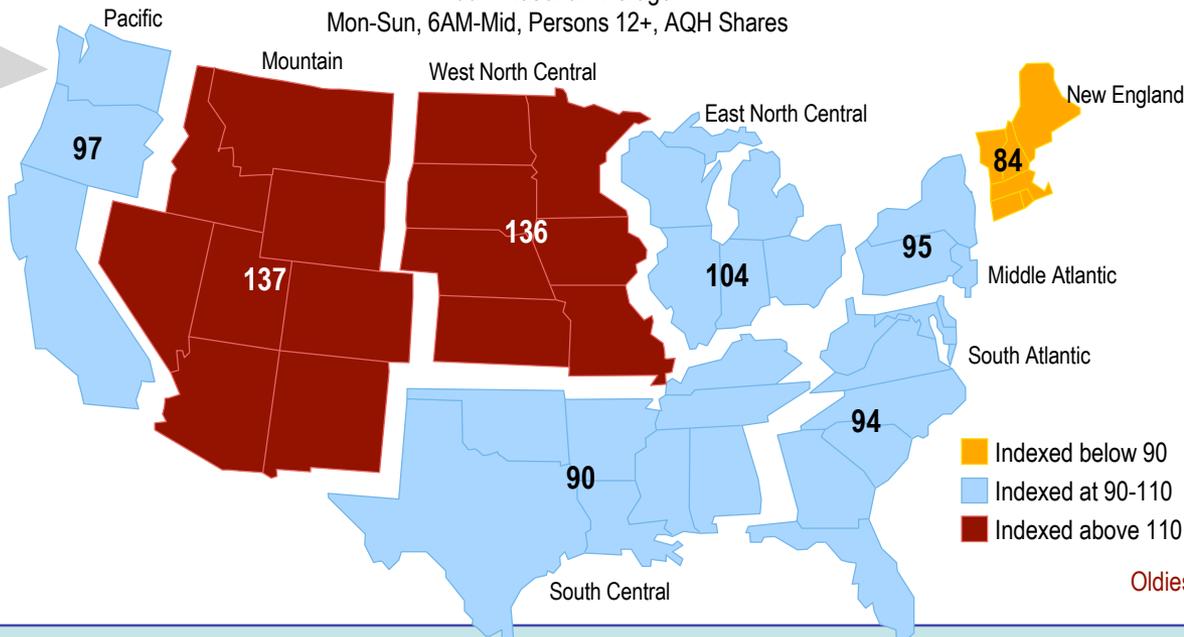
Oldies continued ▶

Oldies

Popular Songs in This Format from 2005

Brown Eyed Girl *Van Morrison*
Oh! Pretty Woman *Roy Orbison*
I'm a Believer *Monkees*
Do Wah Diddy Diddy *Manfred Mann*
Mony Mony *Tommy James & the Shondells*
Respect *Aretha Franklin*
Build Me Up Buttercup *Foundations*
(I Can't Get No) Satisfaction *Rolling Stones*
My Girl *Temptations*
The Letter *Box Tops*

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Average Age of P1 Listeners **53**
69% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
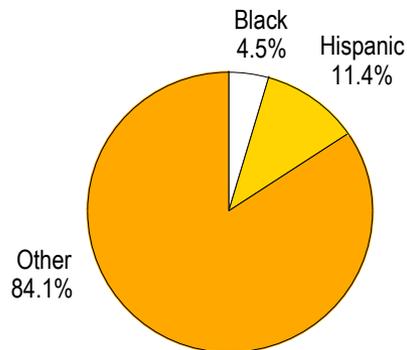*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*
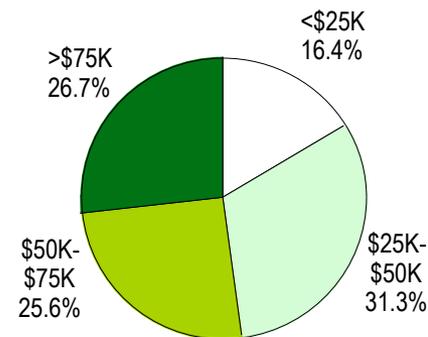
Education
Persons 18+

- <12th Grade 8.4%
- HS Graduate 32.3%
- Some College 37.4%
- College Grad 22.0%

Household Income
Persons 18+

- <$25K 16.4%
- $25K-$50K 31.3%
- $50K-$75K 25.6%
- >$75K 26.7%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 4.5%
- Hispanic 11.4%
- Other 84.1%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

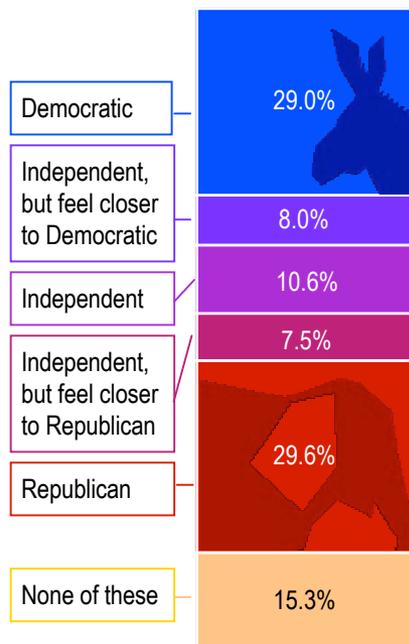| P12-24	P18-34	P25-54	P35-64
4:00	5:00	7:00	7:30

7:00 P12+
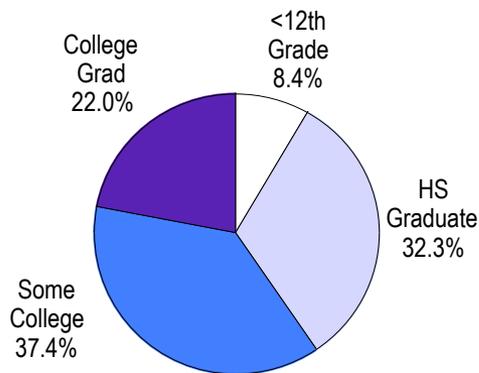
Oldies

As with the News/Talk/ Information format, Oldies listeners are more likely to be married but less likely to have kids in the house. They are very likely to own their own home and be employed full time. Oldies listeners go online at the same rates as the national average, and they're most likely to visit a newspaper site, make travel reservations and seek medical services information. Oldies listeners are more likely than average to identify as politically Independent, with a slight lean toward Republican. They shop at Wal-Mart at near-average numbers but are above-average Target customers.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	88
Wal-Mart	97
Wal-Mart and Target	105
Target	108
Target exclusive	120

Political Affiliation

Democratic	29.0%
Independent, but feel closer to Democratic	8.0%
Independent	10.6%
Independent, but feel closer to Republican	7.5%
Republican	29.6%
None of these	15.3%

Where They Go Online

	Index
E-mail	110
Pay bills	102
Auction site	105
Travel reservations	115
Broadcast network TV site	109
Cable TV network site	98
Local television site	113
Radio station site	99
Listen to a radio station	95
Newspaper site	110
News	109
Sports scores/updates	105
Weather	113
Financial/information services	113
Games	107
Movie listings	102
Internet yellow pages	108
Automobile information	108
Job/employment site	94
Local/community events	108
Medical services information	119
Personal ads/dating	101
Real-estate listings	106

Listener Characteristics

Family Status

Married	63.1%
At least one child in HH	34.7%
At least one teen in HH	20.8%

Own or Rent Residence

Own	77.9%
Rent	18.3%
Other	3.8%

Employment Status

Employed 35 hours or more	56.8%
Employed less than 35 hours	15.1%
Not employed	28.1%

Occupation Summary

White collar	46.3%
Blue collar	25.6%

Occupation Category

Management, business and financial operations	12.5%
Professional and related occupations	16.2%
Service	10.1%
Sales and office	17.5%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	6.8%
Production, transportation and material moving	8.3%
Military specific	0.3%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.
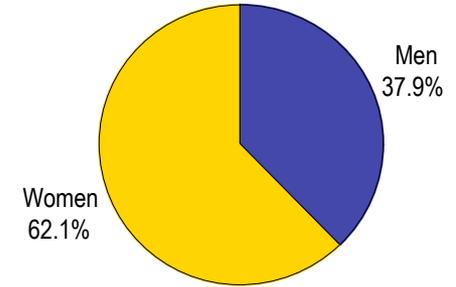
Hot AC

This format is an outgrowth of Adult Contemporary and Pop Contemporary Hit Radio. The Hot AC audience profile is mostly female, more than 70 percent between 25 and 54 and have high at-work listening. Although Hot AC got its start in the large markets, the format has become successful in small markets as well.

AQH Share Trend

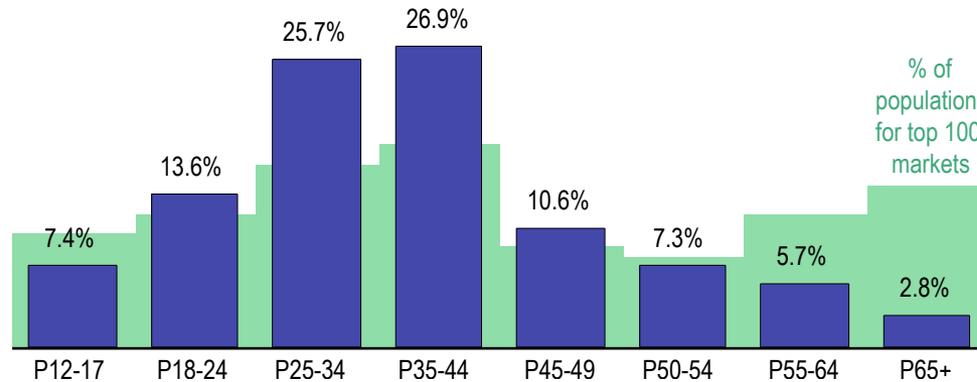| SP02	SP03	SP04	SP05
3.9%	3.8%	3.7%	**3.6%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 37.9%

Women 62.1%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

- P12-17: 7.4%
- P18-24: 13.6%
- P25-34: 25.7%
- P35-44: 26.9%
- P45-49: 10.6%
- P50-54: 7.3%
- P55-64: 5.7%
- P65+: 2.8%

Hot AC

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.6%
- At Home 25.0%
- At Work 36.5%
- In Car 36.0%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
3.5%	3.9%	3.8%	3.1%	3.3%

3.6% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares
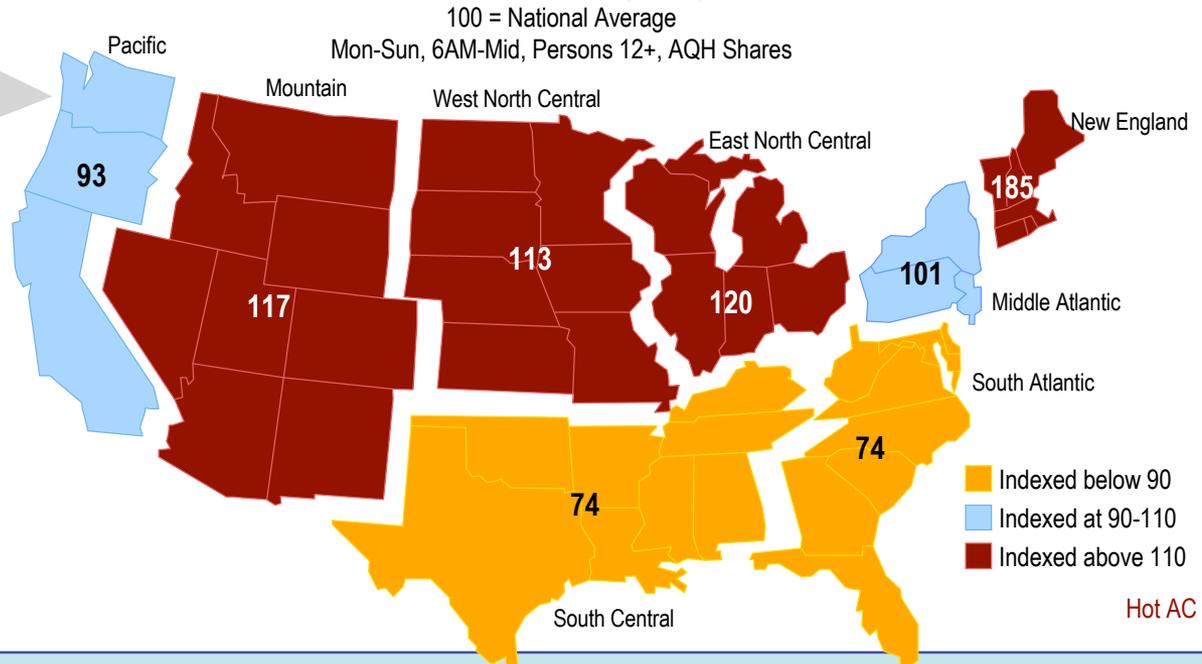
How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific 93
- Mountain 117
- West North Central 113
- East North Central 120
- New England 185
- Middle Atlantic 101
- South Atlantic 74
- South Central 74

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
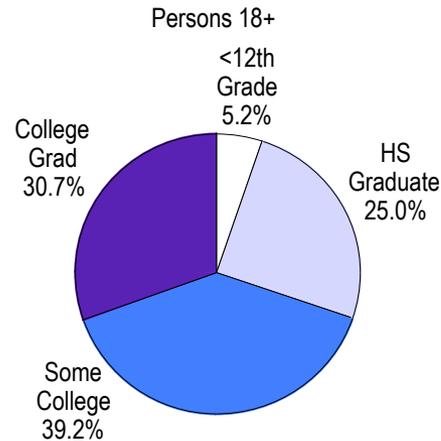
Hot AC

Popular Songs in This Format from 2005

Boulevard of Broken Dreams *Green Day*	
Lonely No More *Rob Thomas*	
You and Me *Lifehouse*	
Give a Little Bit *Goo Goo Dolls*	
Let Me Go *3 Doors Down*	
Since U Been Gone *Kelly Clarkson*	
Collide *Howie Day*	
Breakaway *Kelly Clarkson*	
She Will Be Loved *Maroon 5*	
Finger Eleven *One Thing*	

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Average Age of P1 Listeners
36

67%
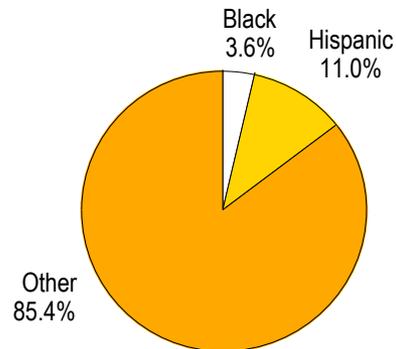Proportion of Listening from P1s

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Note: Due to rounding, totals may differ.
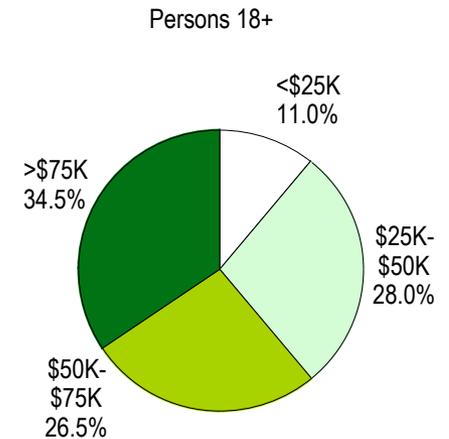*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*

Education
Persons 18+

- <12th Grade 5.2%
- HS Graduate 25.0%
- Some College 39.2%
- College Grad 30.7%

Household Income
Persons 18+

- <$25K 11.0%
- $25K-$50K 28.0%
- $50K-$75K 26.5%
- >$75K 34.5%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 3.6%
- Hispanic 11.0%
- Other 85.4%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

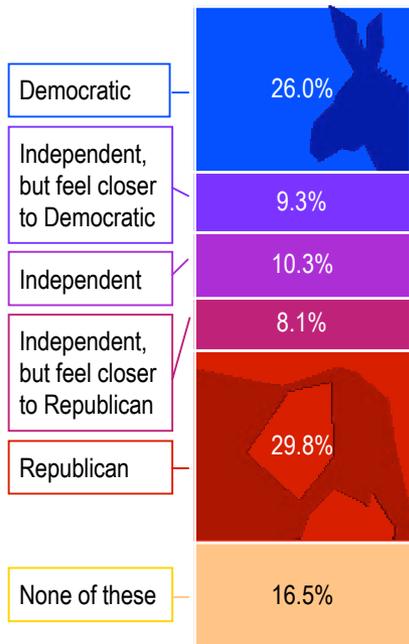| P12-24	P18-34	P25-54	P35-64
5:00	6:00	6:30	6:30

6:00 P12+
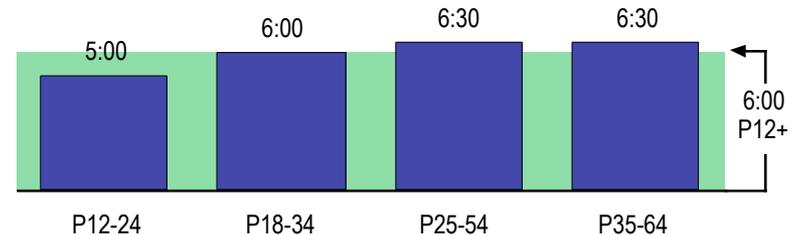
Hot AC

Hot AC's qualitative profile demonstrates an audience that is transitioning into adulthood. While 70 percent of them own their own homes, a good percentage neither own nor rent, an indication that they may live with their parents. Advertisers, take note: Hot AC indexes high with part-time and full-time workers and very low among those who have no job. Hot AC listeners are the most active Web surfers among female-dominated formats. They enthusiastically visit local and network TV sites, Radio station sites, Internet yellow pages and job sites. Hot AC listeners are rich in Independent political thinkers. The format is strongest across the urban Midwest states and in New England, which tend to be Target strongholds. As such, Hot AC listeners index well with Target stores.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	82
Wal-Mart	102
Wal-Mart and Target	120
Target	120
Target exclusive	121

Political Affiliation

Democratic	26.0%
Independent, but feel closer to Democratic	9.3%
Independent	10.3%
Independent, but feel closer to Republican	8.1%
Republican	29.8%
None of these	16.5%

Where They Go Online

	Index
E-mail	127
Pay bills	140
Auction site	131
Travel reservations	130
Broadcast network TV site	147
Cable TV network site	137
Local television site	148
Radio station site	147
Listen to a radio station	127
Newspaper site	140
News	131
Sports scores/updates	127
Weather	133
Financial/information services	123
Games	137
Movie listings	160
Internet yellow pages	145
Automobile information	125
Job/employment site	144
Local/community events	149
Medical services information	126
Personal ads/dating	136
Real-estate listings	145

Listener Characteristics

Family Status

Married	56.1%
At least one child in HH	54.9%
At least one teen in HH	26.2%

Own or Rent Residence

Own	70.2%
Rent	23.4%
Other	6.3%

Employment Status

Employed 35 hours or more	61.3%
Employed less than 35 hours	19.0%
Not employed	19.7%

Occupation Summary

White collar	55.4%
Blue collar	24.8%

Occupation Category

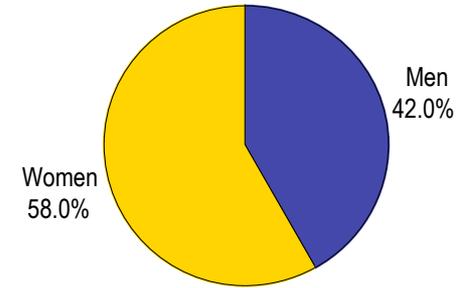|	
Management, business and financial operations	14.1%
Professional and related occupations	20.5%
Service	11.3%
Sales and office	20.8%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	5.8%
Production, transportation and material moving	7.2%
Military specific	0.4%

Urban AC

The Urban AC format is enjoying steady growth lately, thanks in part to the growing attention that advertisers have paid to black adult radio listeners. Some 67 percent of Urban AC listeners are between 25 and 54. Their listeners are loyal: At 10 hours 15 minutes, Urban AC is second only to Mexican Regional for longest weekly time spent listening. It has the highest proportion of black listeners of any of the major formats.

AQH Share Trend

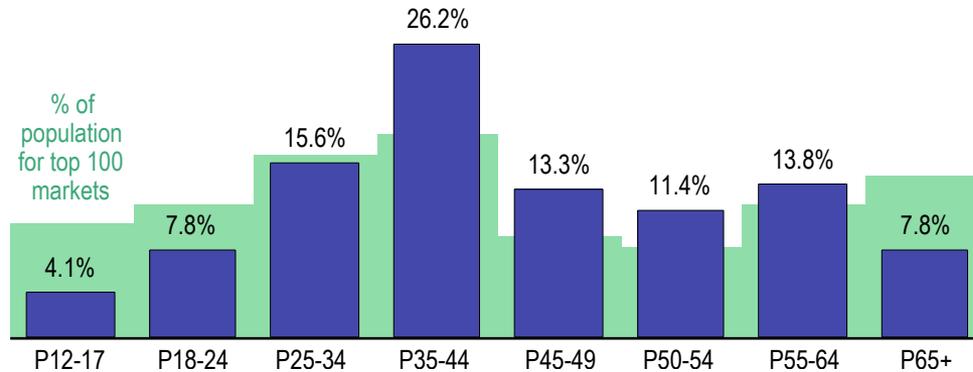| SP02	SP03	SP04	SP05
2.2%	2.6%	3.0%	**3.2%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 42.0%
Women 58.0%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
4.1%	7.8%	15.6%	26.2%	13.3%	11.4%	13.8%	7.8%

Urban AC

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

Other
2.9%

At Work
21.2%

At Home
45.1%

In Car
30.9%

AQH Share of Listening by Daypart
Persons 12+

3.3%
Mon-Sun
6AM-Mid

3.2%	2.7%	3.0%	4.2%	3.9%
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid

Audience Share by Region
100 = National Average
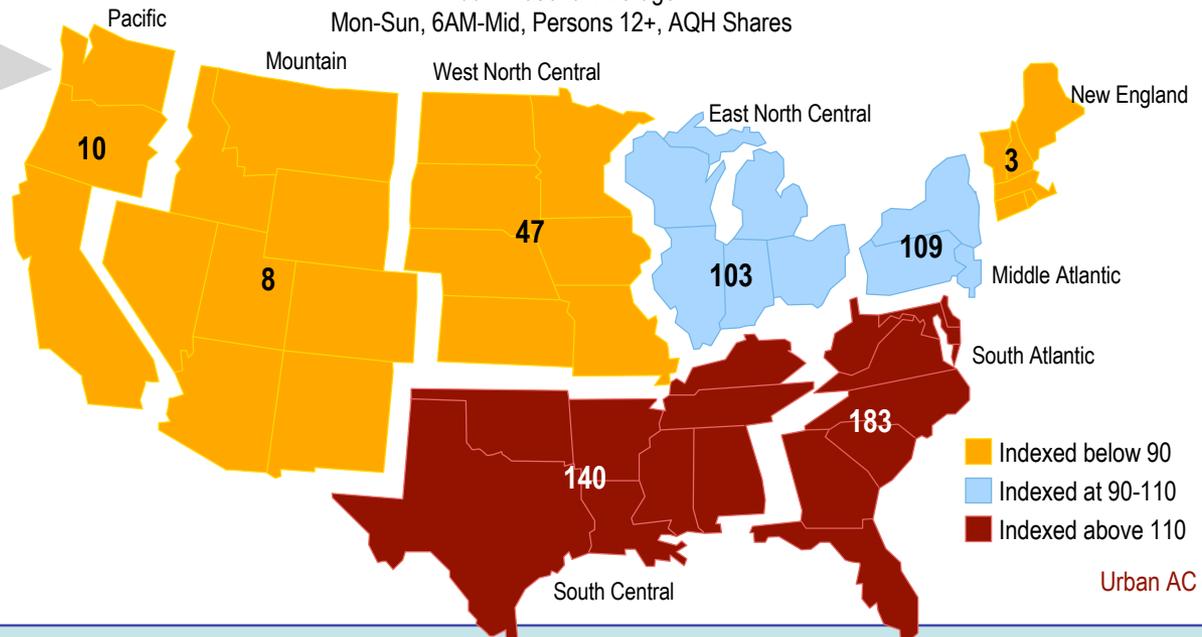Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific — 10
Mountain — 8
West North Central — 47
East North Central — 103
New England — 3
Middle Atlantic — 109
South Atlantic — 183
South Central — 140

Indexed below 90
Indexed at 90-110
Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Urban AC

Popular Songs in This Format from 2005

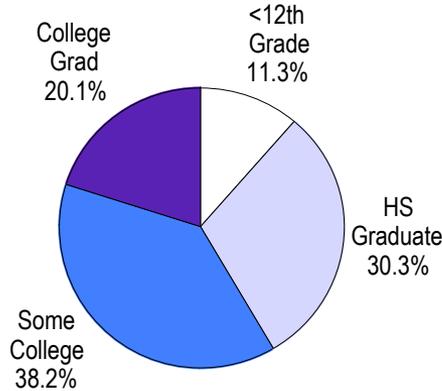| |
|---|
| I Can't Stop Loving You
Kem |
| Truth Is
Fantasia |
| Forever, for Always, for Love
Lalah Hathaway |
| Free Yourself
Fantasia |
| We Belong Together
Mariah Carey |
| Charlie Last Name: Wilson
Charlie Wilson |
| Everytime You Go Away
Brian McKnight |
| Ordinary People
John Legend w/Stevie Wonder |
| Think About You
Luther Vandross |
| Whatever
Jill Scott |

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Average Age of P1 Listeners
44

72%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
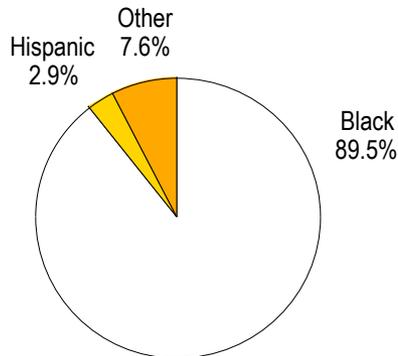*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*
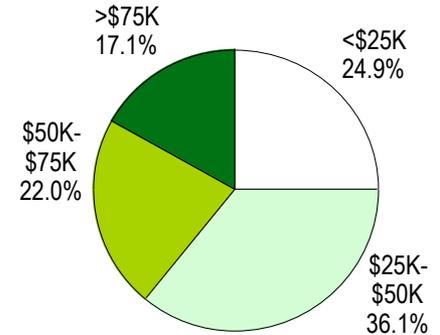
Education
Persons 18+

- <12th Grade 11.3%
- HS Graduate 30.3%
- Some College 38.2%
- College Grad 20.1%

Household Income
Persons 18+

- >$75K 17.1%
- <$25K 24.9%
- $50K-$75K 22.0%
- $25K-$50K 36.1%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Hispanic 2.9%
- Other 7.6%
- Black 89.5%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

- P12-24: 6:00
- P18-34: 8:00
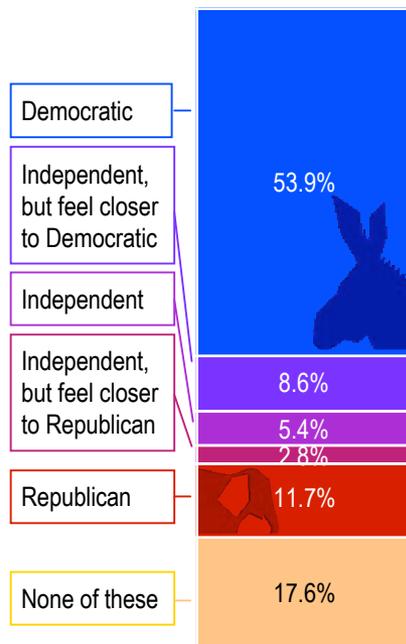- P25-54: 11:00
- P35-64: 12:15
- 10:15 P12+
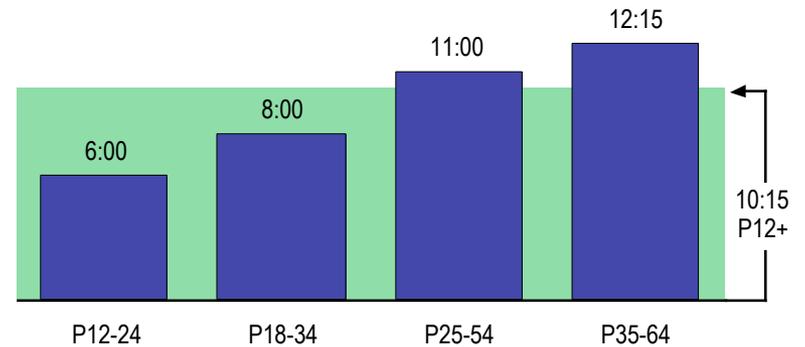
Urban AC

This format ranks very high with single (never married) listeners; it also stands above average with the presence of children. Urban AC listeners are most likely among the top 15 formats to rent their residence. Listeners to this format are near the national average in online usage—they're most likely to pay bills, visit a radio station site, play online games and look for a date. Urban AC listeners represent the highest proportion of Democrats and Democratic-leaning Independents among the top 15 formats. They visit the big discount merchandisers at a rate slightly below the national average.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	95
Wal-Mart	99
Wal-Mart and Target	103
Target	99
Target exclusive	84

Political Affiliation

Democratic	53.9%
Independent, but feel closer to Democratic	8.6%
Independent	5.4%
Independent, but feel closer to Republican	2.8%
Republican	11.7%
None of these	17.6%

Where They Go Online

	Index
E-mail	92
Pay bills	109
Auction site	69
Travel reservations	84
Broadcast network TV site	94
Cable TV network site	101
Local television site	103
Radio station site	110
Listen to a radio station	106
Newspaper site	94
News	95
Sports scores/updates	87
Weather	80
Financial/information services	80
Games	113
Movie listings	100
Internet yellow pages	94
Automobile information	90
Job/employment site	142
Local/community events	100
Medical services information	81
Personal ads/dating	150
Real-estate listings	99

Listener Characteristics

Family Status

Married	38.4%
At least one child in HH	52.5%
At least one teen in HH	27.4%

Own or Rent Residence

Own	53.8%
Rent	40.8%
Other	5.4%

Employment Status

Employed 35 hours or more	57.4%
Employed less than 35 hours	15.8%
Not employed	26.8%

Occupation Summary

White collar	44.6%
Blue collar	28.5%

Occupation Category

Management, business and financial operations	10.8%
Professional and related occupations	15.2%
Service	14.0%
Sales and office	18.6%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	5.1%
Production, transportation and material moving	9.0%
Military specific	0.4%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.
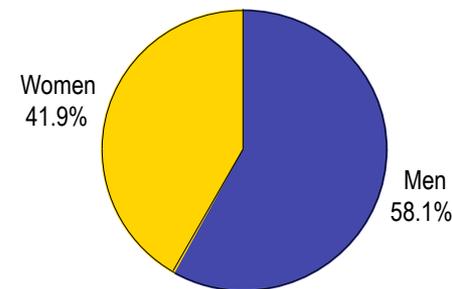
Mexican Regional

The vast majority of Mexican Regional stations fall in a corridor between Texas and California. Despite this relatively small patch of the U.S., Mexican Regional is the most popular of all Spanish-language formats and the only one that landed in this year's top 15 formats. Mexican Regional stations are popular in Los Angeles (depending on the survey period, as many as three Mexican Regional stations can be in the top 10 of all stations). It also draws significant ratings in Phoenix, Chicago, Denver, Dallas-Ft. Worth and Houston. As Mexican Regional listeners migrate to other parts of the country, the format follows. There are now Mexican Regional stations in Wichita, KS, Charleston, SC, Charlotte, NC, and Chattanooga, TN.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

AQH Share Trend

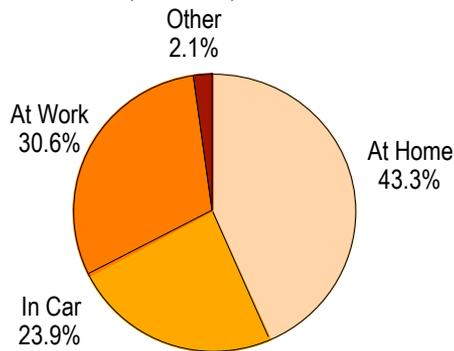| SP02	SP03	SP04	SP05
2.1%	2.4%	2.6%	**2.8%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 41.9%

Men 58.1%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

- P12-17: 6.2%
- P18-24: 20.5%
- P25-34: 31.3%
- P35-44: 21.2%
- P45-49: 6.1%
- P50-54: 4.6%
- P55-64: 5.8%
- P65+: 4.4%

Mexican Regional

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.1%
- At Work 30.6%
- At Home 43.3%
- In Car 23.9%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
3.2%	2.8%	2.4%	2.6%	3.0%

2.8% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
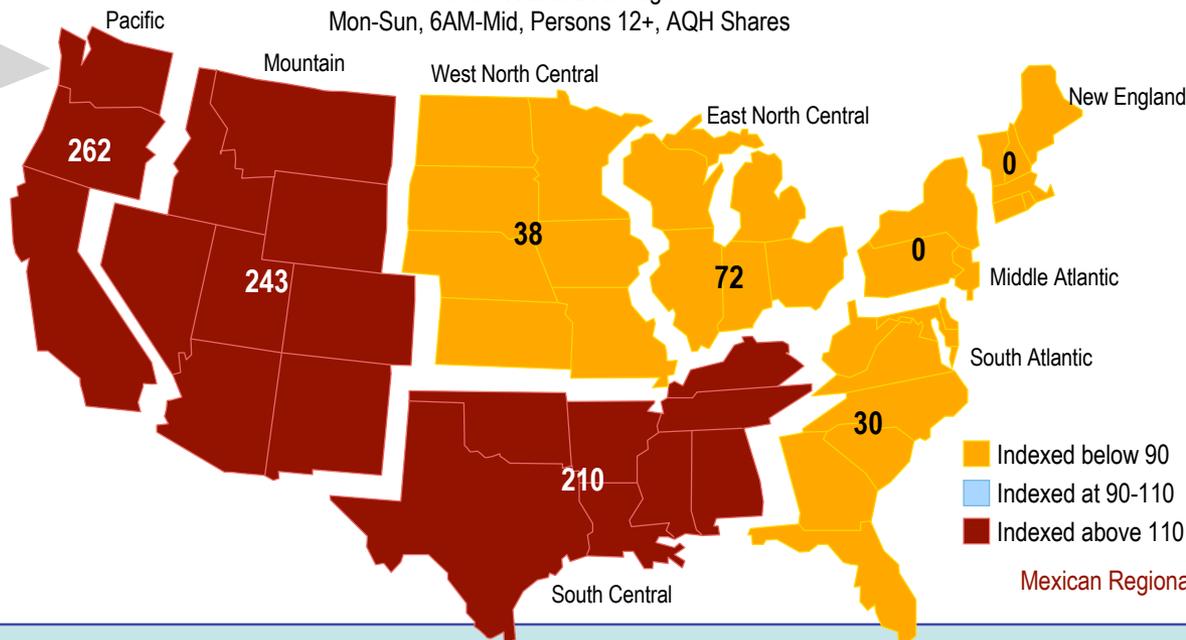Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Pacific 262
Mountain 243
West North Central 38
East North Central 72
New England 0
Middle Atlantic 0
South Atlantic 30
South Central 210

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Mexican Regional continued ▶

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Mexican Regional

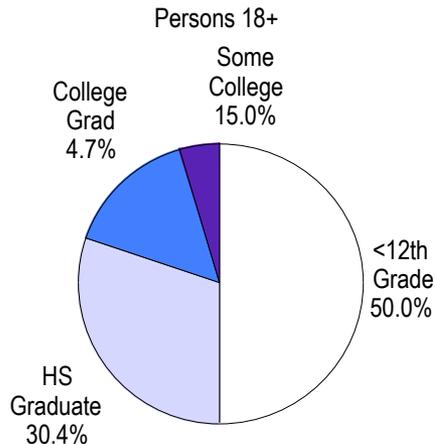## Popular Songs in This Format from 2005

Hoy Como Ayer Conjunto *Primavera*	
Eres Divina *Patrulla 81*	
La Sorpresa *Los Tigres del Norte*	
Aire *Intocable*	
Volveré *K-Paz de la Sierra*	
El Virus del Amor *Los Tucanes de Tijuana*	
Mañana Que Ya No Esté *Grupo Innovacion*	
Mi Credo *K-Paz de la Sierra*	
Está Llorando Mi Corazón *Beto y Sus Canarios*	
Dueño de Ti *Sergio Vega "El Shaka"*	

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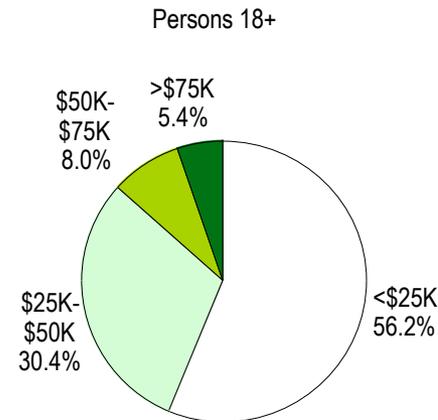*© Mediabase 24/7, used with permission*

Average Age of P1 Listeners
35
73%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
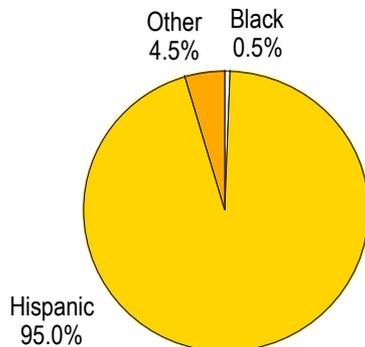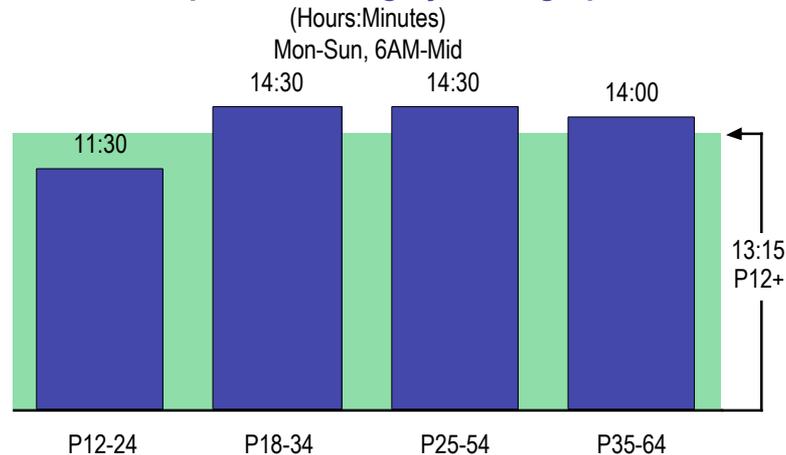
Education
Persons 18+

- Some College 15.0%
- College Grad 4.7%
- <12th Grade 50.0%
- HS Graduate 30.4%

Household Income
Persons 18+

- $50K-$75K 8.0%
- >$75K 5.4%
- $25K-$50K 30.4%
- <$25K 56.2%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Other 4.5%
- Black 0.5%
- Hispanic 95.0%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

- P12-24: 11:30
- P18-34: 14:30
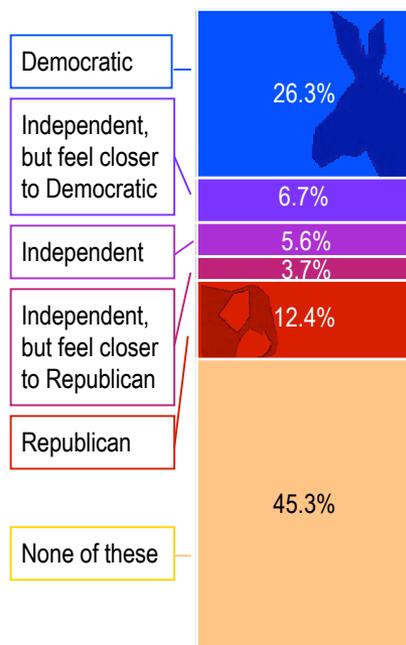- P25-54: 14:30
- P35-64: 14:00
- 13:15 P12+

Mexican Regional

Listeners to this format are more likely to live in a household with children and teenagers than any other of the nation's top 15 formats—nearly 70 percent of these households have at least one child present. Mexican Regional listeners are more likely to be employed (either full time or part time) than the national average, and they are twice as likely to be employed in blue-collar positions. Mexican Regional listeners are currently least likely to go online among the top 15 formats, but when they do go online they're apt to visit a radio station Web site or listen to a station online. Politically, Mexican Regional listeners tend to identify as Democrat, but an even greater percentage identify with no political party. With this format's core strength lying across the Mountain and Pacific states, Mexican Regional listeners are avid discount department store shoppers, with the index edge going to Target.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	83
Wal-Mart	103
Wal-Mart and Target	121
Target	116
Target exclusive	99

Political Affiliation

Democratic	26.3%
Independent, but feel closer to Democratic	6.7%
Independent	5.6%
	3.7%
Independent, but feel closer to Republican	12.4%
Republican	
None of these	45.3%

Where They Go Online

	Index
E-mail	52
Pay bills	59
Auction site	39
Travel reservations	44
Broadcast network TV site	67
Cable TV network site	45
Local television site	68
Radio station site	76
Listen to a radio station	86
Newspaper site	50
News	53
Sports scores/updates	63
Weather	46
Financial/information services	46
Games	62
Movie listings	67
Internet yellow pages	60
Automobile information	51
Job/employment site	64
Local/community events	63
Medical services information	44
Personal ads/dating	92
Real-estate listings	53

Listener Characteristics

Family Status

Married	56.0%
At least one child in HH	68.8%
At least one teen in HH	32.2%

Own or Rent Residence

Own	39.7%
Rent	53.7%
Other	6.6%

Employment Status

Employed 35 hours or more	55.6%
Employed less than 35 hours	19.5%
Not employed	24.8%

Occupation Summary

White collar	25.8%
Blue collar	49.4%

Occupation Category

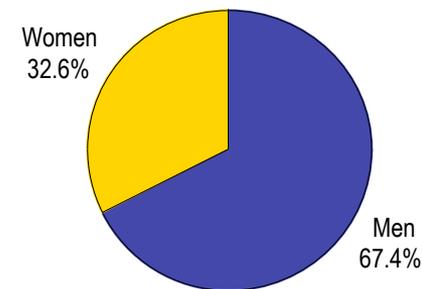|	
Management, business and financial operations	7.3%
Professional and related occupations	6.6%
Service	17.2%
Sales and office	11.8%
Farming, fishery and forestry	1.0%
Construction, extraction and maintenance	15.0%
Production, transportation and material moving	16.0%
Military specific	0.2%

Alternative

Alternative radio and Active Rock radio share many listener characteristics such as audience composition and average age of listener, not to mention many qualitative characteristics. When the two formats occasionally compete, the stations will often share their listeners with one another. Alternative stations thrive in key areas of the country, most notably in the West, the Northeast and the Southeast. Most Alternative stations are in the larger markets.

AQH Share Trend

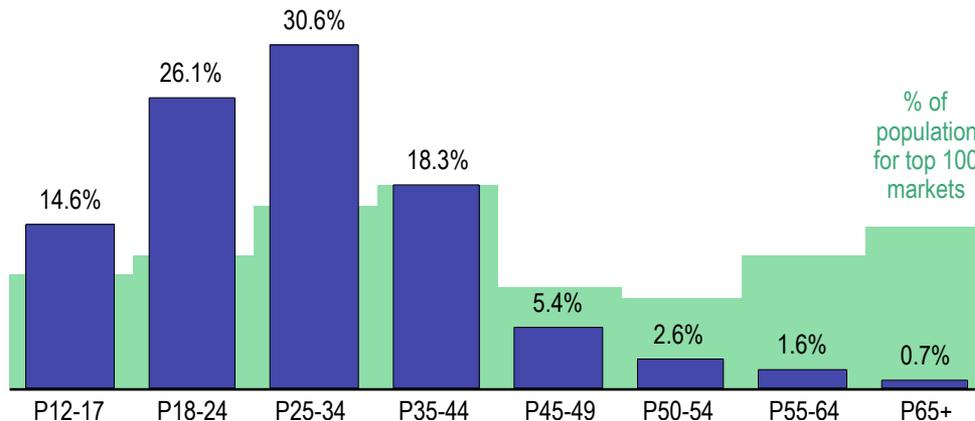| SP02	SP03	SP04	SP05
3.3%	3.1%	3.1%	**2.4%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 32.6%

Men 67.4%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
14.6%	26.1%	30.6%	18.3%	5.4%	2.6%	1.6%	0.7%

Alternative

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.9%
- At Home 29.8%
- At Work 25.7%
- In Car 41.6%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
2.5%	2.1%	2.5%	3.0%	2.3%	2.4%

Audience Share by Region
100 = National Average
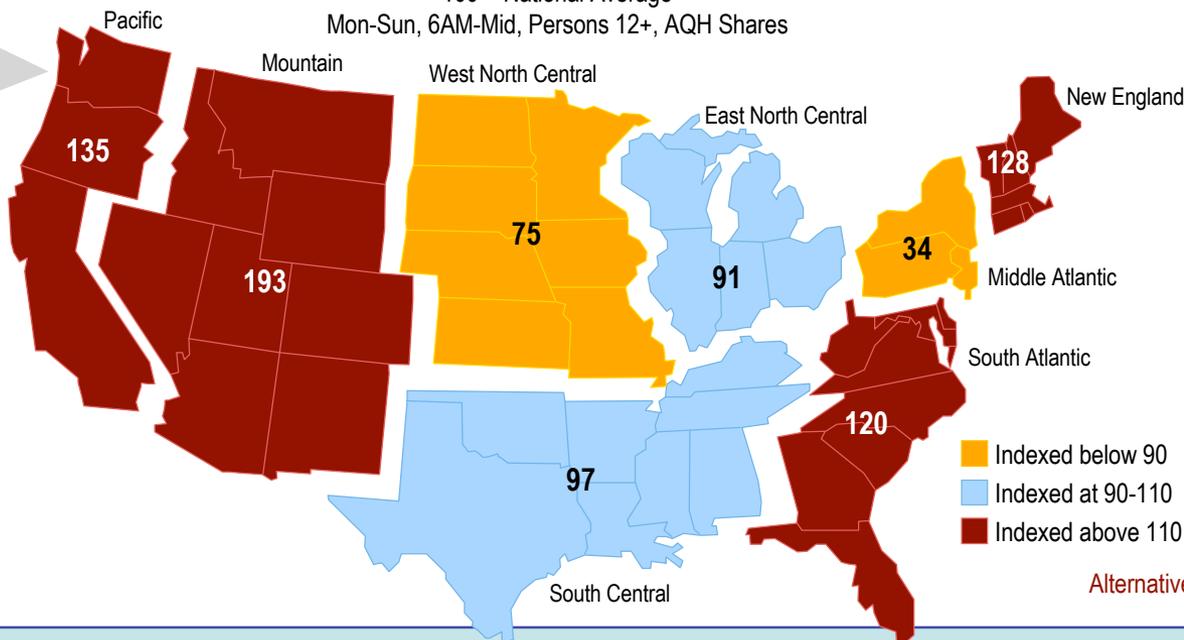Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific — 135
- Mountain — 193
- West North Central — 75
- East North Central — 91
- New England — 128
- Middle Atlantic — 34
- South Atlantic — 120
- South Central — 97

Legend:
- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.

Alternative continued ▶

Alternative

Popular Songs in This Format from 2005

The Hand That Feeds *Nine Inch Nails*	
Best of You *Foo Fighters*	
Boulevard of Broken Dreams *Green Day*	
Beverly Hills *Weezer*	
Feel Good Inc. *Gorillaz*	
Holiday *Green Day*	
Mr. Brightside *Killers*	
Cold *Crossfade*	
Remedy *Seether*	
Scars *Papa Roach*	

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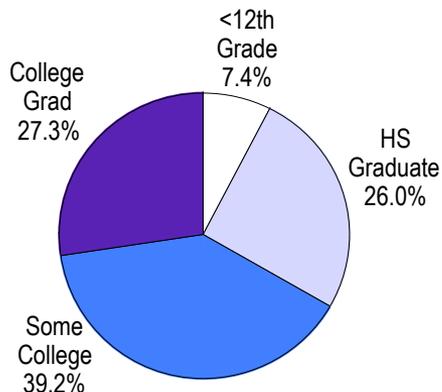| Average Age of P1 Listeners |
|:---:|
| **27** |
| **66%**
Proportion of Listening from P1s |

Note: Due to rounding, totals may differ.
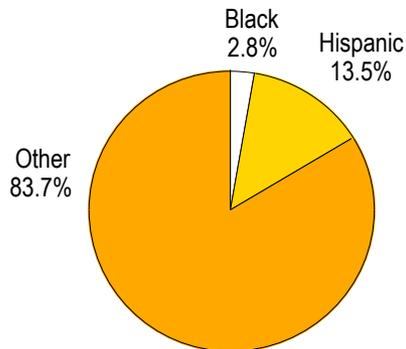*Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.*
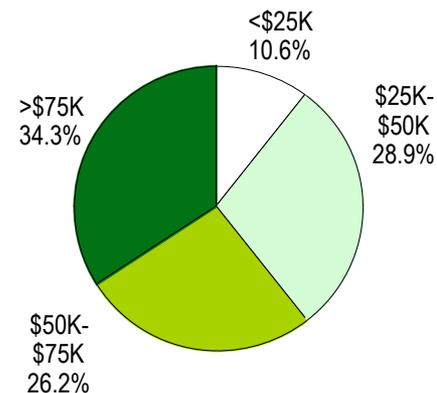
Education
Persons 18+

- <12th Grade 7.4%
- HS Graduate 26.0%
- Some College 39.2%
- College Grad 27.3%

Household Income
Persons 18+

- <$25K 10.6%
- $25K-$50K 28.9%
- $50K-$75K 26.2%
- >$75K 34.3%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 2.8%
- Hispanic 13.5%
- Other 83.7%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

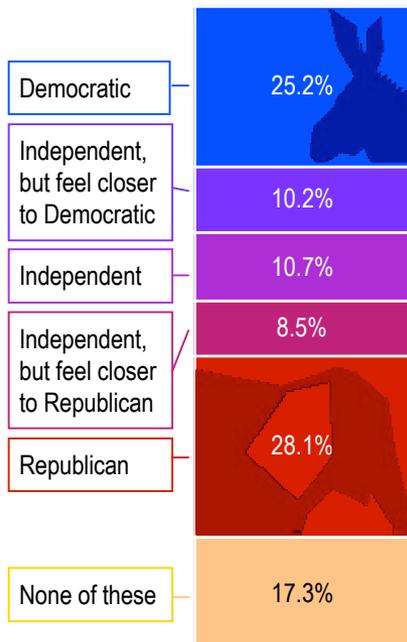| P12-24	P18-34	P25-54	P35-64
5:45	6:15	6:00	5:30

5:45 P12+

Alternative

A great big body of today's trendsetters listen to Alternative radio. These listeners are less likely to be married and less likely to own their home, yet are frequently employed full time in white-collar jobs. Of course, that equates to a lot of young consumers just out of school who still live at home or rent apartments. Alternative listeners are the most active Web users that you can find. They index very high in all categories; they're twice as likely to visit a radio station Web site as the typical radio listener, and they are very active visitors to dating sites, movie listings and online radio stations. Alternative listeners are less likely than average to identify themselves as Republican or Democrat and are more likely to call themselves Independents. Alternative listeners index decidedly higher with Target than with Wal-Mart.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	72
Wal-Mart	93
Wal-Mart and Target	111
Target	120
Target exclusive	151

Political Affiliation

Democratic	25.2%
Independent, but feel closer to Democratic	10.2%
Independent	10.7%
Independent, but feel closer to Republican	8.5%
Republican	28.1%
None of these	17.3%

Where They Go Online

	Index
E-mail	132
Pay bills	156
Auction site	166
Travel reservations	134
Broadcast network TV site	181
Cable TV network site	177
Local television site	159
Radio station site	209
Listen to a radio station	180
Newspaper site	161
News	146
Sports scores/updates	171
Weather	136
Financial/information services	138
Games	151
Movie listings	187
Internet yellow pages	166
Automobile information	160
Job/employment site	169
Local/community events	166
Medical services information	113
Personal ads/dating	189
Real-estate listings	157

Listener Characteristics

Family Status

Married	40.9%
At least one child in HH	50.3%
At least one teen in HH	23.2%

Own or Rent Residence

Own	60.1%
Rent	29.4%
Other	10.5%

Employment Status

Employed 35 hours or more	61.6%
Employed less than 35 hours	20.9%
Not employed	17.6%

Occupation Summary

White collar	50.2%
Blue collar	32.3%

Occupation Category

Management, business and financial operations	12.9%
Professional and related occupations	17.9%
Service	13.1%
Sales and office	19.4%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	9.9%
Production, transportation and material moving	8.6%
Military specific	0.6%

Over the years, the Rock (AOR) format has fragmented into several subformats. One of them, Active Rock, appeals to the youngest group of Rock radio listeners, and it has been on a steady 12+ AQH upswing over the past four years, despite a sparse presence in the nation's biggest markets. The format's strength still lies in the industrial Midwest and Eastern seaboard, and its closest competitor is the Alternative format. Active Rock and Alternative are remarkably similar in demographic profile, time spent listening and listening location stats. Active Rock stations tend to have a higher proportion of male listeners than Alternative stations do, but a higher proportion of Alternative listeners are college-educated. The two formats often share a significant number of listeners (and music) on those occasions when both formats operate in a market.
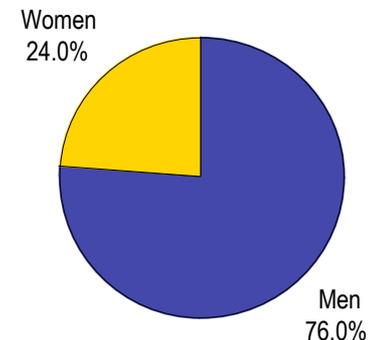
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
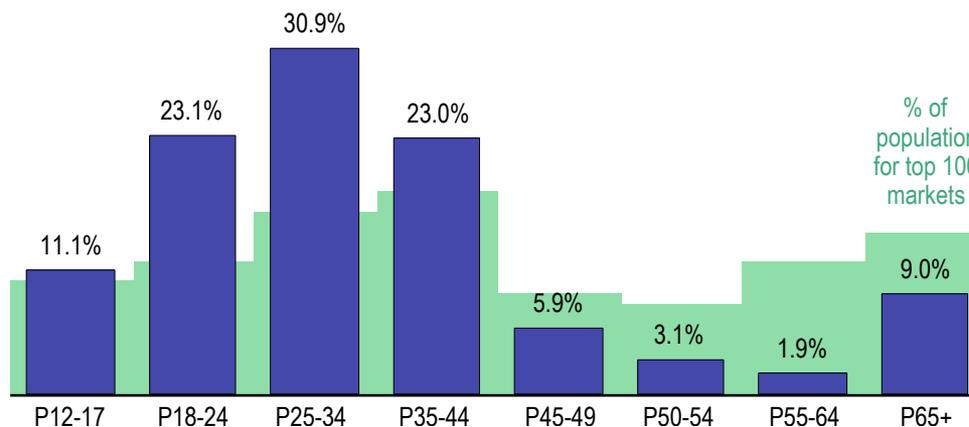
AQH Share Trend

SP02	SP03	SP04	SP05
1.9%	1.9%	2.0%	**2.3%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 24.0%

Men 76.0%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
11.1%	23.1%	30.9%	23.0%	5.9%	3.1%	1.9%	9.0%

Active Rock continued ▶

Active Rock

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

Other
3.2%

At Home
26.8%

At Work
32.4%

In Car
37.6%

AQH Share of Listening by Daypart
Persons 12+

2.8%
Mon-Fri
6AM-10AM

2.2%
Mon-Fri
10AM-3PM

2.3%
Mon-Fri
3PM-7PM

2.5%
Mon-Fri
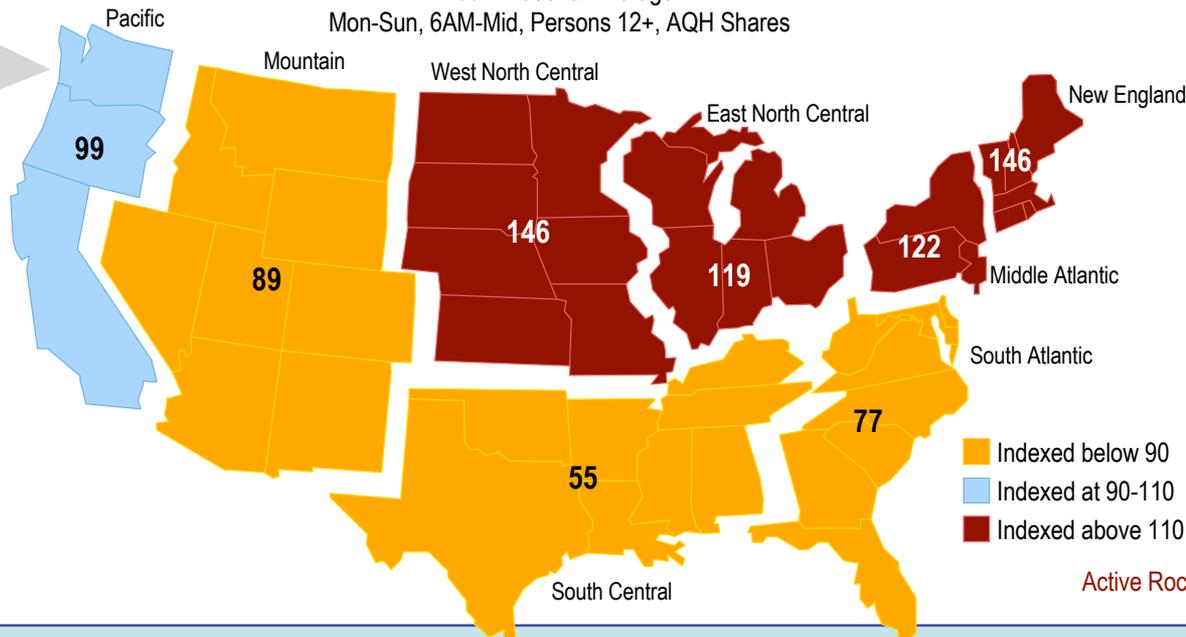7PM-Mid

2.0%
Sat-Sun
6AM-Mid

2.3%
Mon-Sun
6AM-Mid

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Pacific — 99

Mountain — 89

West North Central — 146

East North Central — 119

New England — 146

Middle Atlantic — 122

South Atlantic — 77

South Central — 55

Indexed below 90
Indexed at 90-110
Indexed above 110

Popular Songs in This Format from 2005

Happy?	*Mudvayne*
Remedy	*Seether*
Home	*Three Days Grace*
The Clincher	*Chevelle*
Boulevard of Broken Dreams	*Green Day*
The Hand That Feeds	*Nine Inch Nails*
Burning Bright	*Shinedown*
Sooner or Later	*Breaking Benjamin*
B.Y.O.B.	*System of a Down*
So Cold	*Breaking Benjamin*

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Average Age of P1 Listeners
29

60%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
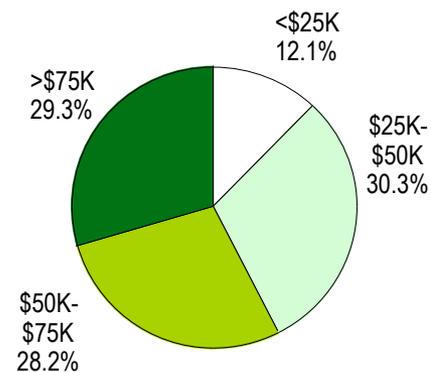
Education
Persons 18+

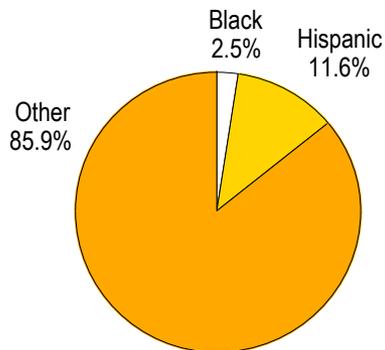- <12th Grade 7.9%
- College Grad 19.3%
- Some College 37.2%
- HS Graduate 35.6%

Household Income
Persons 18+

- <$25K 12.1%
- >$75K 29.3%
- $25K-$50K 30.3%
- $50K-$75K 28.2%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 2.5%
- Hispanic 11.6%
- Other 85.9%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

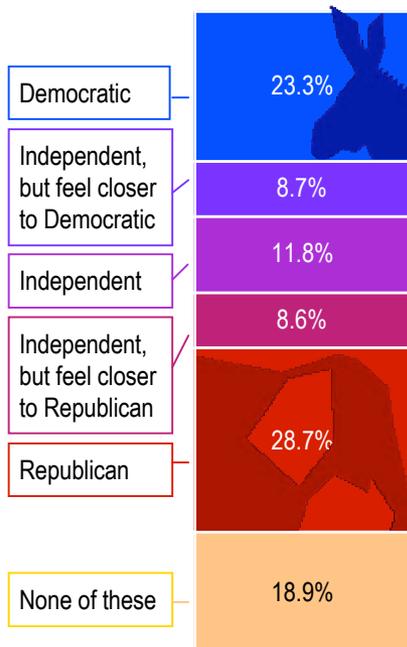| P12-24	P18-34	P25-54	P35-64
6:30	7:15	7:30	7:15

7:00 P12+
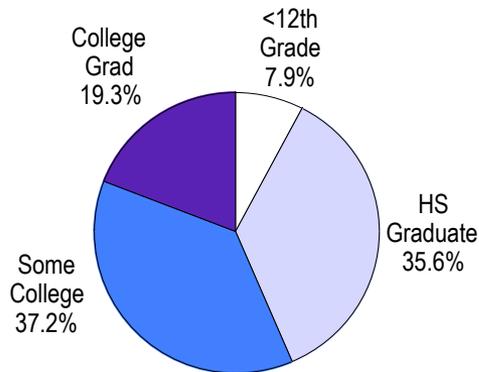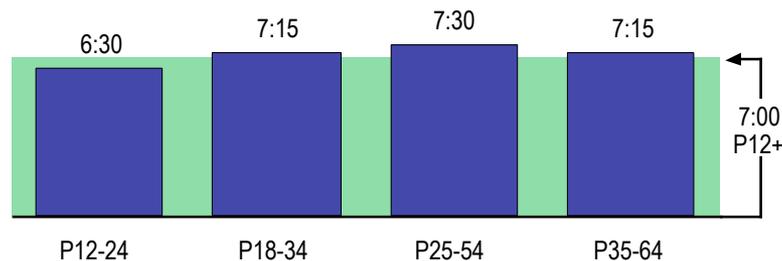
The similarities between the Active Rock and Alternative audiences can also be seen among these qualitative profiles. As noted on the previous pages, Active Rock listeners are slightly older than Alternative listeners, and as such are slightly more likely to be homeowners, married, employed full time, etc. Like most radio listeners, Active Rock partisans are big online users, especially when it comes to finding a movie, playing a game or looking for a job. Active Rock listeners are among the most avid radio station Web site visitors, and they're more likely than most to listen to radio on the Web as well. As a group, they're politically Independent and lean slightly Republican. And in the battle between Wal-Mart and Target, Active Rock listeners index higher with Target stores.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	93
Wal-Mart	106
Wal-Mart and Target	117
Target	111
Target exclusive	90

Political Affiliation

Democratic	23.3%
Independent, but feel closer to Democratic	8.7%
Independent	11.8%
Independent, but feel closer to Republican	8.6%
Republican	28.7%
None of these	18.9%

Where They Go Online

	Index
E-mail	119
Pay bills	117
Auction site	149
Travel reservations	102
Broadcast network TV site	120
Cable TV network site	143
Local television site	129
Radio station site	160
Listen to a radio station	131
Newspaper site	127
News	123
Sports scores/updates	149
Weather	127
Financial/information services	106
Games	138
Movie listings	143
Internet yellow pages	124
Automobile information	142
Job/employment site	142
Local/community events	124
Medical services information	95
Personal ads/dating	132
Real-estate listings	124

Listener Characteristics

Family Status

Married	44.0%
At least one child in HH	54.0%
At least one teen in HH	24.4%

Own or Rent Residence

Own	64.1%
Rent	27.4%
Other	8.5%

Employment Status

Employed 35 hours or more	64.3%
Employed less than 35 hours	17.9%
Not employed	17.8%

Occupation Summary

White collar	43.8%
Blue collar	38.4%

Occupation Category

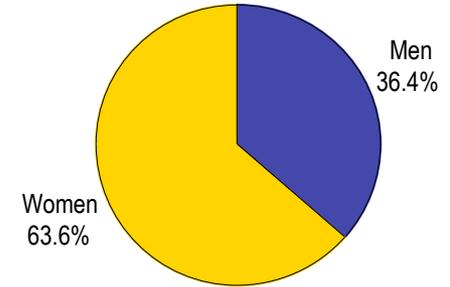|	
Management, business and financial operations	10.7%
Professional and related occupations	13.8%
Service	10.8%
Sales and office	19.3%
Farming, fishery and forestry	0.3%
Construction, extraction and maintenance	13.9%
Production, transportation and material moving	12.5%
Military specific	1.0%

Contemporary Christian

The number of stations programming Contemporary Christian has grown rapidly in recent years. That growth is reflected in the four-year Average Quarter-Hour national audience trend that you see at the right. The format's audience profile is not unlike Adult Contemporary: mostly women, most of them between 25 and 54, well educated with high incomes (however, unlike AC, Contemporary Christian does not benefit from high at-work listening). There are dramatic differences in the popularity of Contemporary Christian stations based on region: The format performs best across the South and in the Plains states.
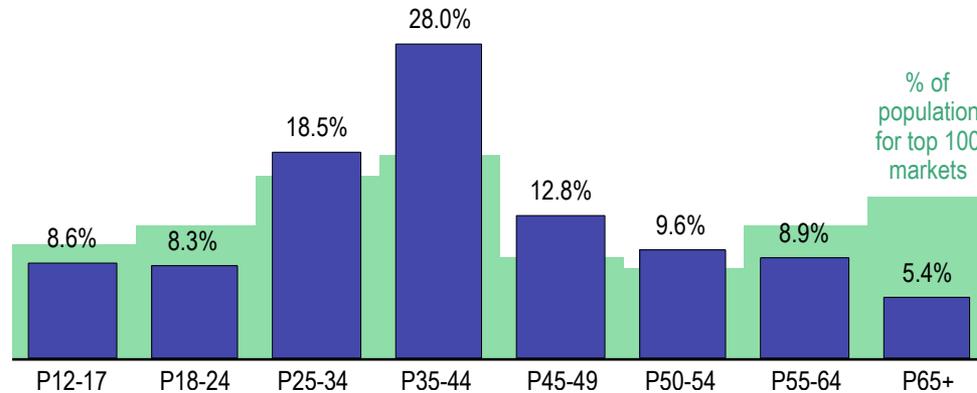
AQH Share Trend

SP02	SP03	SP04	SP05
1.8%	1.9%	2.2%	**2.3%**

Listeners 18+
Mon-Sun, 6AM-Mid

Men 36.4%

Women 63.6%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
8.6%	8.3%	18.5%	28.0%	12.8%	9.6%	8.9%	5.4%

Contemporary Christian

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 1.6%
- At Work 16.8%
- At Home 33.9%
- In Car 47.7%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
2.3%	2.1%	2.3%	2.1%	2.5%	2.3%

Audience Share by Region
100 = National Average
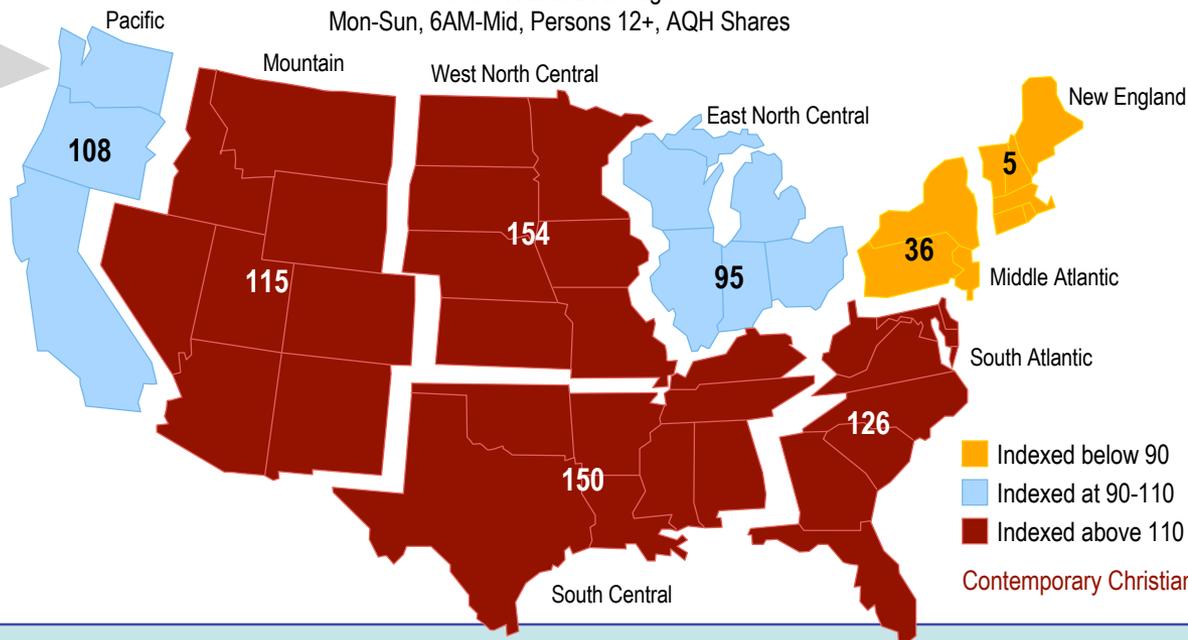Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific: 108
- Mountain: 115
- West North Central: 154
- East North Central: 95
- New England: 5
- Middle Atlantic: 36
- South Atlantic: 126
- South Central: 150

Legend:
- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Contemporary Christian continued ▶

Contemporary Christian

Popular Songs in This Format from 2005

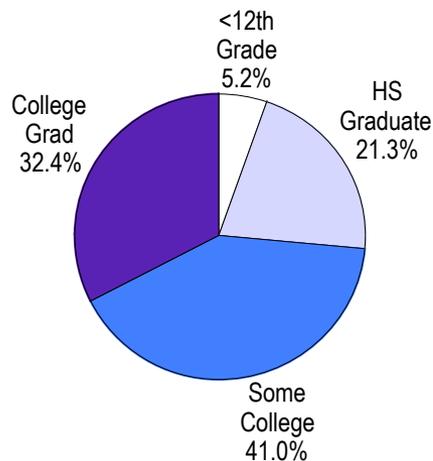|	
Take You Back *Jeremy Camp*	
Voice of Truth *Casting Crowns*	
Holy Is the Lord *Chris Tomlin*	
Heaven *Salvador*	
Indescribable *Chris Tomlin*	
Homesick *MercyMe*	
Nothing Without You *Bebo Norman*	
Held *Natalie Grant*	
In the Blink of an Eye *MercyMe*	
You're Worthy of My Praise *Big Daddy Weave & BarlowGirl*	

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Average Age of P1 Listeners
39

76%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
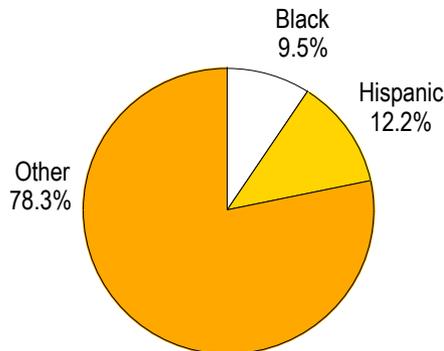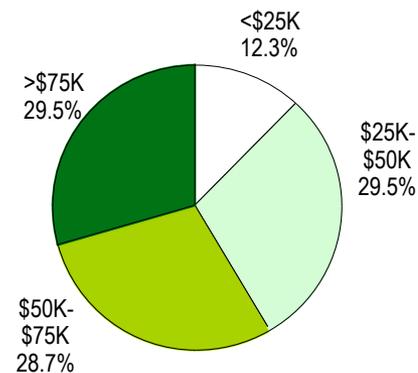
Education
Persons 18+

- <12th Grade 5.2%
- HS Graduate 21.3%
- College Grad 32.4%
- Some College 41.0%

Household Income
Persons 18+

- <$25K 12.3%
- >$75K 29.5%
- $25K-$50K 29.5%
- $50K-$75K 28.7%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 9.5%
- Hispanic 12.2%
- Other 78.3%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

- P12-24: 5:30
- P18-34: 6:45
- P25-54: 7:45
- P35-64: 7:45
- 7:00 P12+

Contemporary Christian

Contemporary Christian listeners are near the top of the scale in being married, owning their own home and having children in the household. They're more likely to be employed as a white-collar worker than as a blue-collar worker and very likely to be in a "professional" occupation. You'll likely find Contemporary Christian listeners going online to pay bills, visiting a radio station site or checking the movie listings. They're the most likely group to identify themselves as Republicans or Republican-leaning Independents. Contemporary Christian listeners are enthusiastic discount department store shoppers: They index high with both Wal-Mart and Target, with the index edge going to Target.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	89
Wal-Mart	110
Wal-Mart and Target	128
Target	121
Target exclusive	94

Political Affiliation

Democratic	20.7%
Independent, but feel closer to Democratic	6.0%
	7.4%
Independent	8.7%
Independent, but feel closer to Republican	
Republican	44.5%
None of these	12.7%

Where They Go Online

	Index
E-mail	126
Pay bills	136
Auction site	124
Travel reservations	128
Broadcast network TV site	117
Cable TV network site	101
Local television site	118
Radio station site	142
Listen to a radio station	133
Newspaper site	116
News	122
Sports scores/updates	105
Weather	127
Financial/information services	113
Games	107
Movie listings	137
Internet yellow pages	129
Automobile information	116
Job/employment site	126
Local/community events	129
Medical services information	122
Personal ads/dating	77
Real-estate listings	129

Listener Characteristics

Family Status

Married	70.7%
At least one child in HH	56.2%
At least one teen in HH	28.1%

Own or Rent Residence

Own	75.9%
Rent	19.5%
Other	4.6%

Employment Status

Employed 35 hours or more	58.2%
Employed less than 35 hours	18.0%
Not employed	23.8%

Occupation Summary

White collar	53.6%
Blue collar	22.5%

Occupation Category

Management, business and financial operations	13.3%
Professional and related occupations	21.3%
Service	10.1%
Sales and office	19.0%
Farming, fishery and forestry	0.1%
Construction, extraction and maintenance	5.2%
Production, transportation and material moving	6.9%
Military specific	0.2%
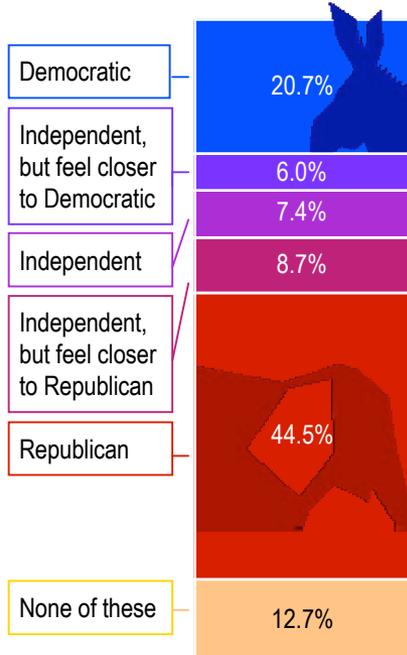
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.
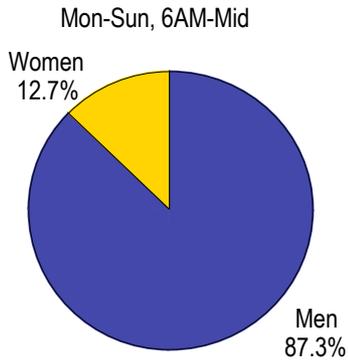
All Sports

Since the debut of WFAN New York in 1987, hundreds of stations have adopted a full-time mix of news, call-in talk shows and play-by-play dedicated to the sports fan. Many major markets now have two stations that program nothing but Sports (with the occasional non-Sports-related morning show, such as "Imus in the Morning" on WFAN), and in 2005 the format ranked 15th on the list of America's most popular radio formats. The All Sports format attracts a younger audience than other Talk formats: Nearly 70 percent of its audience is in the 25-54 demo. What's more, the format attracts an overwhelming proportion of male listeners (87 percent of All Sports listeners are male). No other format in radio takes command of a single gender as does All Sports radio.
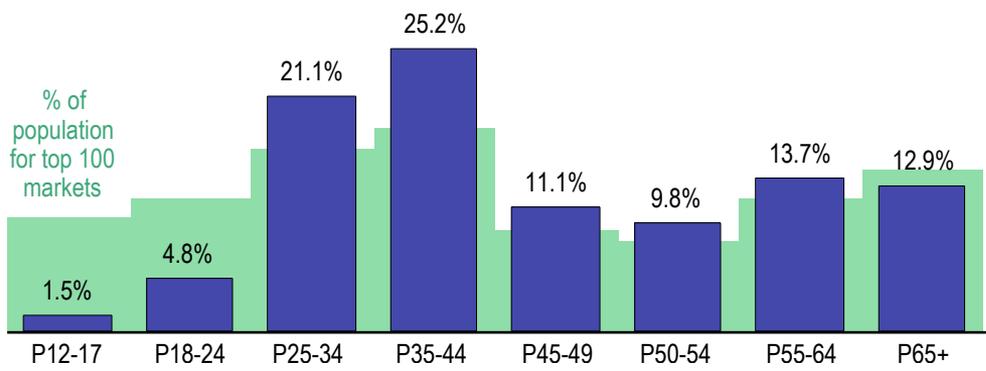
AQH Share Trend

SP02	SP03	SP04	SP05
1.8%	1.7%	2.0%	**2.1%**

Listeners 18+
Mon-Sun, 6AM-Mid

Women 12.7%

Men 87.3%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.5%	4.8%	21.1%	25.2%	11.1%	9.8%	13.7%	12.9%

All Sports

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 1.1%
- At Work 20.6%
- At Home 31.5%
- In Car 46.7%

AQH Share of Listening by Daypart
Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
2.2%	2.3%	2.5%	2.2%	1.5%

2.1% Mon-Sun 6AM-Mid

Audience Share by Region
100 = National Average
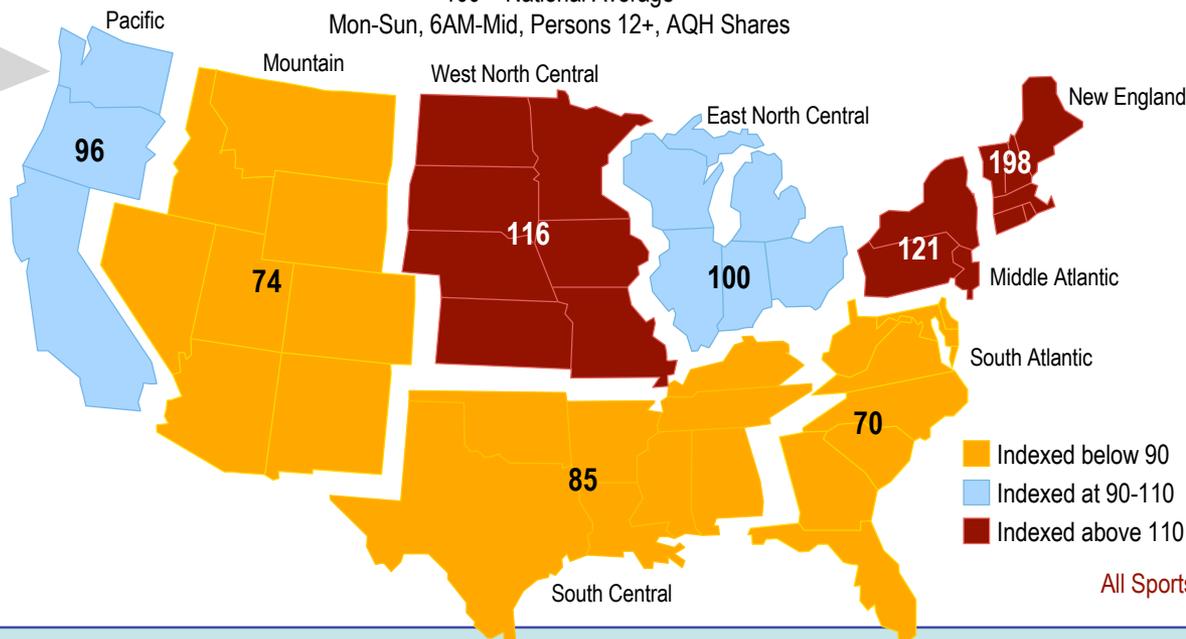Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region a deep red. If it only received a 3.0 in that region, it would have a 75 index and we have colored it gold. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

- Pacific: 96
- Mountain / West North Central: 74
- West North Central: 116
- East North Central: 100
- New England: 198
- Middle Atlantic: 121
- South Atlantic: 70
- South Central: 85

Legend:
- Indexed below 90
- Indexed at 90-110
- Indexed above 110

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
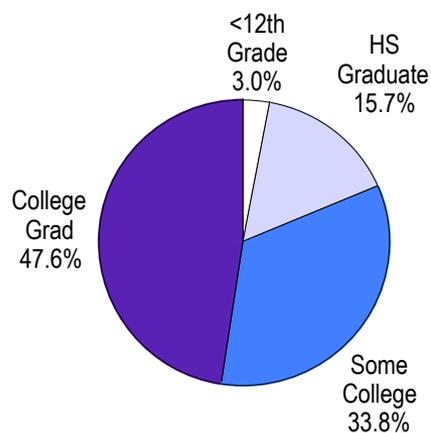
All Sports continued ▶

All Sports

Average Age of P1 Listeners
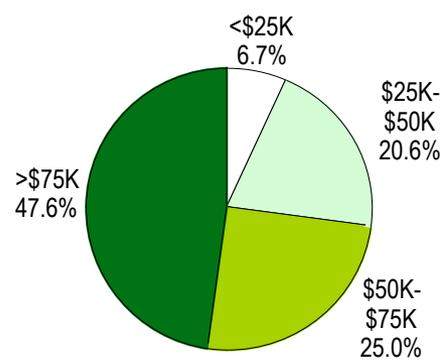**47**

62%
Proportion of Listening from P1s
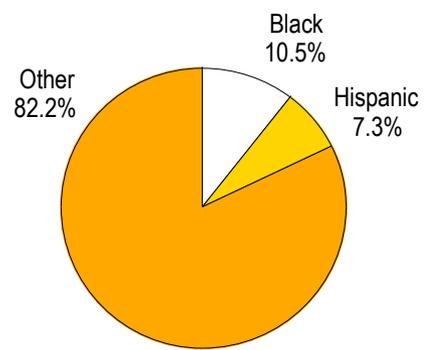
Education
Persons 18+

- <12th Grade 3.0%
- HS Graduate 15.7%
- College Grad 47.6%
- Some College 33.8%

Household Income
Persons 18+

- <$25K 6.7%
- $25K-$50K 20.6%
- >$75K 47.6%
- $50K-$75K 25.0%

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

- Black 10.5%
- Hispanic 7.3%
- Other 82.2%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

P12-24	P18-34	P25-54	P35-64
5:00	7:30	7:30	7:00

6:45 P12+

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2005.
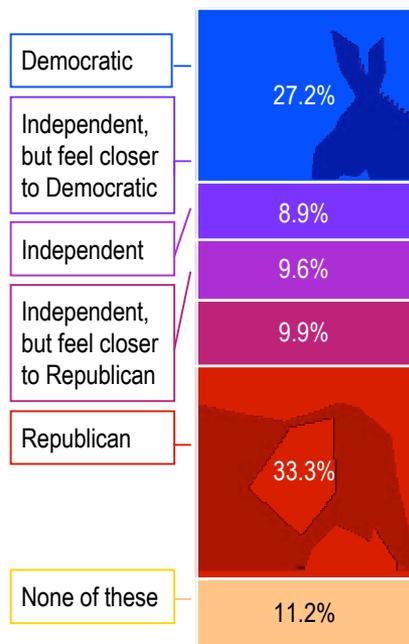
All Sports

Sports enthusiasts—adult men with good jobs and money to spend on a wide variety of products—are coveted by advertisers. Radio has helped to crack this hard-to-reach group with the All Sports format. Next to Contemporary Christian, All Sports has the highest proportion of married men among the nation's top 15 formats. Nearly 80 percent of them own their homes, and the majority are in white-collar jobs. Sports listeners are among the most active Web surfers: They rank very high with cable TV network sites, Financial/information services, auctions, radio stations and of course in obtaining sports scores. Sports listeners are second-most-likely to listen to a radio station on the Web. They are politically Independent but very likely to be Republican-leaning. With the All Sports format being an overwhelmingly male domain, the format ranks lowest among the top 15 in the percentage of listeners who patronize Wal-Mart or Target, but for those listeners who do shop at these stores, they index higher with Target.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2005.

Target vs. Wal-Mart

	Index
Wal-Mart exclusive	71
Wal-Mart	85
Wal-Mart and Target	98
Target	110
Target exclusive	154

Political Affiliation

Democratic	27.2%
Independent, but feel closer to Democratic	8.9%
Independent	9.6%
Independent, but feel closer to Republican	9.9%
Republican	33.3%
None of these	11.2%

Where They Go Online

	Index
E-mail	126
Pay bills	135
Auction site	150
Travel reservations	144
Broadcast network TV site	161
Cable TV network site	175
Local television site	145
Radio station site	155
Listen to a radio station	145
Newspaper site	168
News	147
Sports scores/updates	239
Weather	137
Financial/information services	162
Games	113
Movie listings	132
Internet yellow pages	139
Automobile information	160
Job/employment site	113
Local/community events	114
Medical services information	109
Personal ads/dating	108
Real-estate listings	136

Listener Characteristics

Family Status

Married	69.0%
At least one child in HH	42.8%
At least one teen in HH	19.9%

Own or Rent Residence

Own	79.2%
Rent	17.9%
Other	2.9%

Employment Status

Employed 35 hours or more	69.9%
Employed less than 35 hours	10.3%
Not employed	19.8%

Occupation Summary

White collar	57.2%
Blue collar	23.0%

Occupation Category

Management, business and financial operations	20.1%
Professional and related occupations	20.5%
Service	6.4%
Sales and office	16.7%
Farming, fishery and forestry	0.2%
Construction, extraction and maintenance	8.0%
Production, transportation and material moving	8.1%
Military specific	0.3%

Classical

A substantial amount of Classical listening is to noncommercial stations (all of the ratings results in *Radio Today* include listening to commercial and noncommercial stations). AQH listening to Classical stations over the past four years has declined by two-tenths of a share. Industry watchers will certainly be monitoring the trend now that a couple of major market Classical stations have shifted to other formats. Regardless, Classical remains one of the country's most popular and enduring music formats.
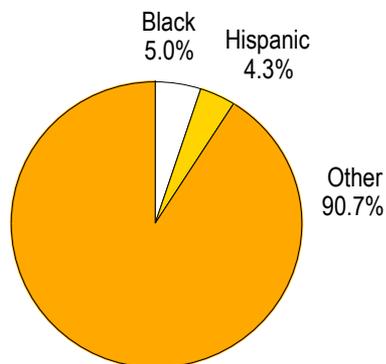
AQH Share Trend

SP02	SP03	SP04	SP05
2.3%	2.3%	2.2%	**2.1%**

Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets

Black 5.0%
Hispanic 4.3%
Other 90.7%

AQH Share of Listening by Daypart

Persons 12+

2.1% Mon-Sun 6AM-Mid

1.9%	2.0%	2.0%	2.2%	2.5%
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

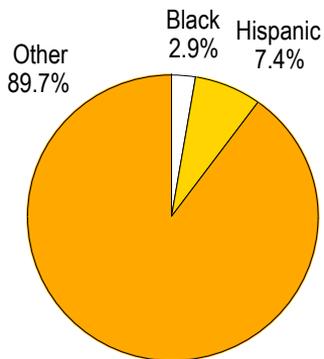| P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.2%	2.2%	5.7%	10.7%	6.9%	10.0%	22.2%	41.2%

AOR
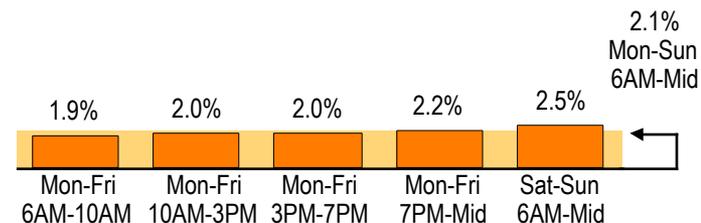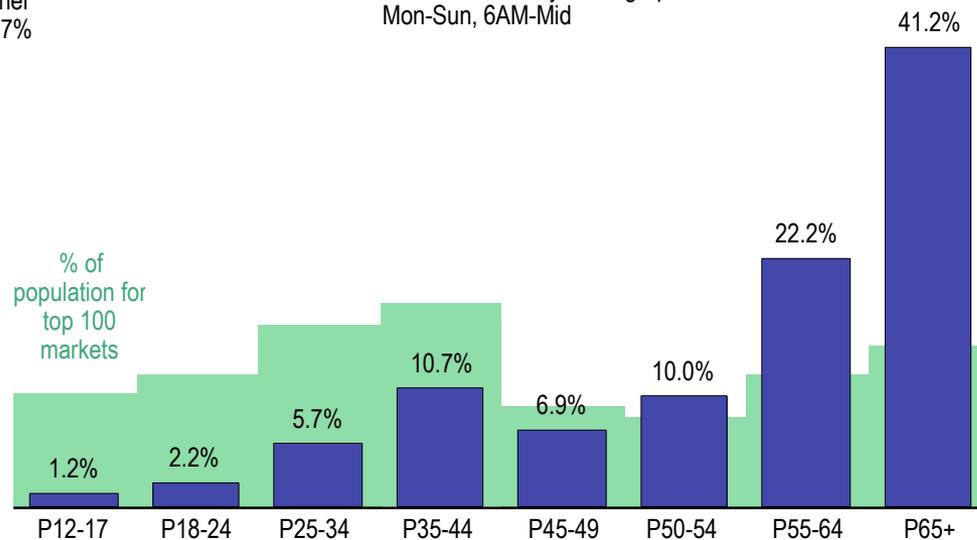
Before splintering into a number of subformats, AOR (or Album-Oriented Rock) was a leading radio format and arguably the format that helped define the FM band in the 1970s. In recent times, however, AOR has experienced a 29 percent decline in Average Quarter-Hour listening between 2002 and 2005. In the demographic spectrum of the four principal Rock radio formats, AOR's average age of P1 listeners (36 years old) stands behind Classic Rock (average age: 40) and ahead of Active Rock (29) and Alternative (27). AOR's demographic and qualitative profile compares closely to Classic Rock.

AQH Share Trend

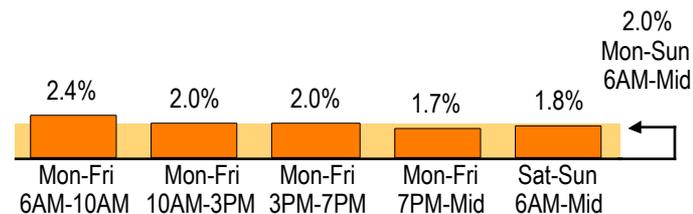| SP02	SP03	SP04	SP05
2.8%	2.4%	2.2%	**2.0%**

Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets

Other 89.7%
Black 2.9%
Hispanic 7.4%

AQH Share of Listening by Daypart

Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
2.4%	2.0%	2.0%	1.7%	1.8%

2.0% Mon-Sun 6AM-Mid

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
5.2%	15.4%	24.7%	30.5%	11.7%	7.1%	4.1%	1.2%
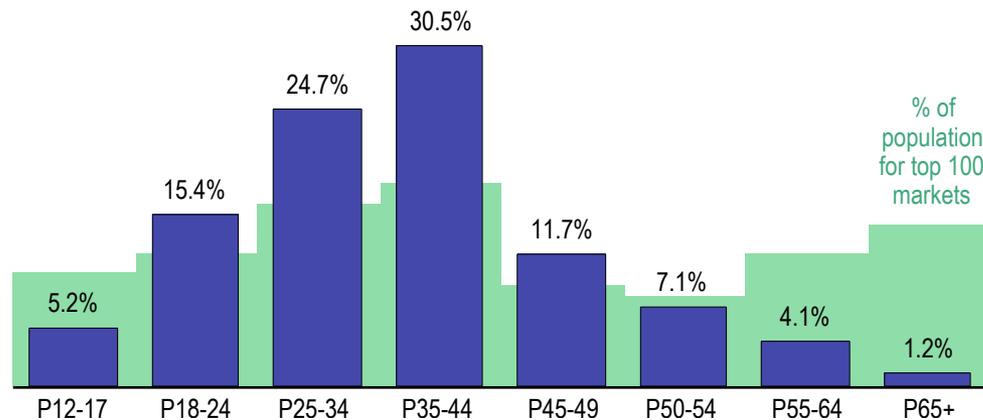
Talk Personality

This growing format appeals to the youngest group of listeners of all the News/Talk/Information formats. Many of these stations are on FM, and many featured Howard Stern in mornings before his departure at the end of 2005. Talk Personality stations tend to distinguish themselves from their older, more established sibling formats with edgier programming, fewer news blocks or top-of-the-hour news reports and less play-by-play sports programming.
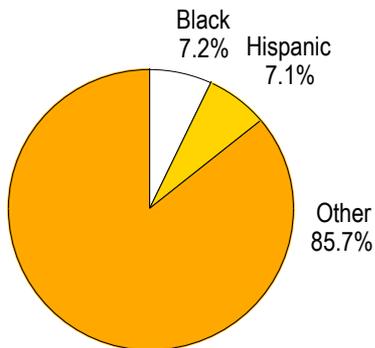
AQH Share Trend

SP02	SP03	SP04	SP05
1.7%	1.7%	1.8%	**1.9%**

AQH Share of Listening by Daypart
Persons 12+

2.1% Mon-Fri 6AM-10AM
2.2% Mon-Fri 10AM-3PM
2.3% Mon-Fri 3PM-7PM
1.6% Mon-Fri 7PM-Mid
1.1% Sat-Sun 6AM-Mid

1.9% Mon-Sun 6AM-Mid

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

Black 7.2%
Hispanic 7.1%
Other 85.7%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

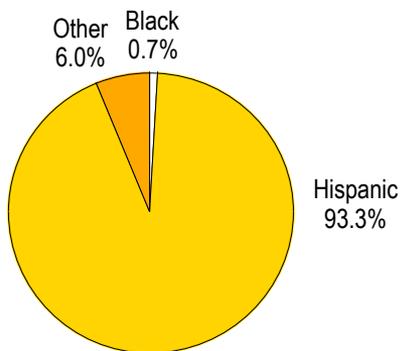| P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.0%	4.5%	14.6%	21.1%	10.9%	11.0%	16.8%	20.2%
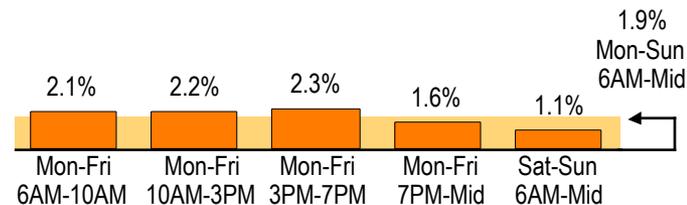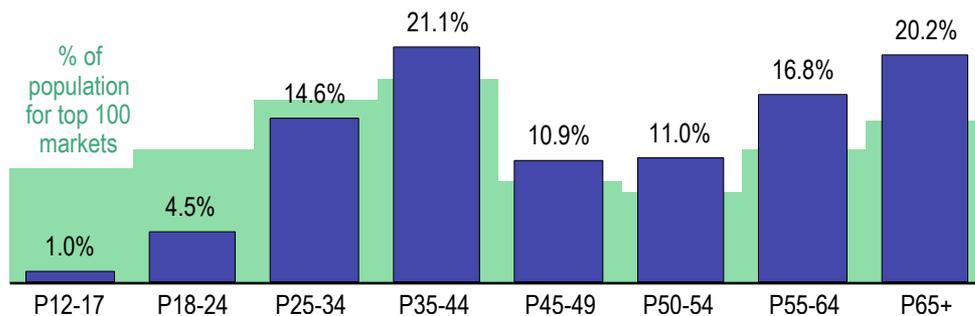
This format has the best chance to break into the top 15 formats in the coming years. Between 2002 and 2005, it has added two-tenths of a share and it rides a growing population trend of Hispanic listeners in larger and smaller markets around the country. Spanish Contemporary has wider geographic appeal than some other Spanish-language formats; it does well in some regions of the country where Mexican Regional does not, such as in the Middle Atlantic and South Atlantic regions.
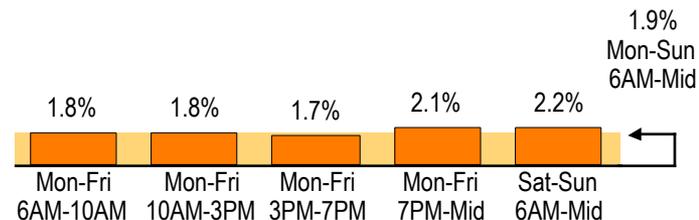
AQH Share Trend

SP02	SP03	SP04	SP05
1.7%	1.6%	1.6%	**1.9%**

Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets

Other 6.0%
Black 0.7%
Hispanic 93.3%

AQH Share of Listening by Daypart

Persons 12+

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
1.8%	1.8%	1.7%	2.1%	2.2%

1.9% Mon-Sun 6AM-Mid

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
7.3%	18.9%	28.5%	20.7%	6.1%	5.8%	6.2%	6.6%
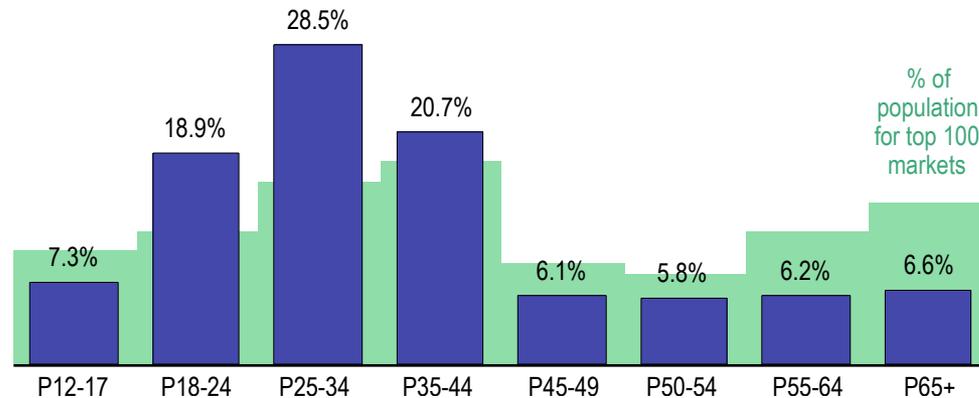
New AC/Smooth Jazz

Now celebrating 20 years on the air, New AC/Smooth Jazz is a solid, consistent performer year after year. The format has solid demographics, a high-income profile and among the most balanced ethnic compositions of any popular format in radio.
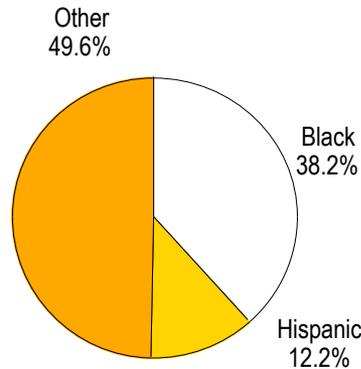
AQH Share Trend

SP02	SP03	SP04	SP05
1.9%	2.0%	1.8%	**1.8%**

AQH Share of Listening by Daypart
Persons 12+

1.8%
Mon-Sun
6AM-Mid

1.4%	2.0%	1.9%	2.0%	2.0%
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid

Ethnic Composition*
AQH Persons
* Only in DST-Controlled Markets

Other 49.6%
Black 38.2%
Hispanic 12.2%

Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.7%	3.1%	7.6%	17.6%	14.9%	15.5%	22.6%	16.9%
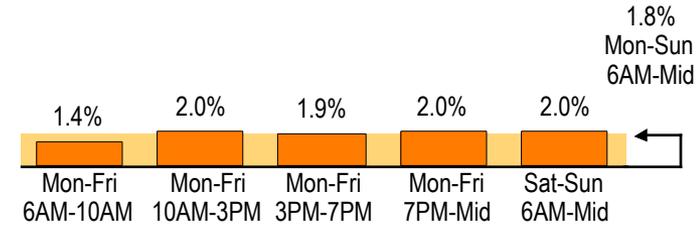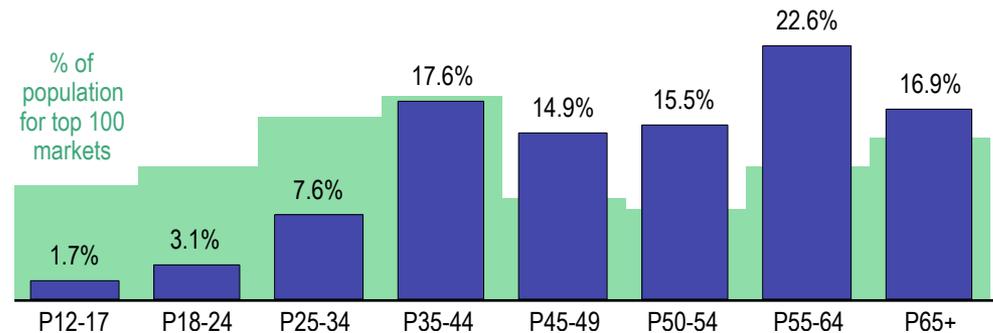
Sources

Radio Today contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2005; Maximi$er® Plus National Regional Database, Spring 2005; and Scarborough USA+, Release 1, 2005. The American Radio Listening Trends combine radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The Maximi$er Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. Scarborough data are gathered from more than 200,000 interviews with adults, age 18 and over, in 75 of the country's largest markets. The reports are single-source studies that examine a variety of characteristics including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage, as well as media behavior.

We invite your questions and feedback about this publication. Send them to Ron Rodrigues, Marketing Communications, at Arbitron: ron.rodrigues@arbitron.com. For press inquiries, contact Jessica Benbow: jessica.benbow@arbitron.com.

Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR)

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Cume Persons

The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station format.

$$\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}$$

Index

A numerical comparison of one percentage to another, with an index of 100 being the norm.

P1 – First Preference Listening

Persons who listen to one radio station more than any other are P1 listeners for that station.

Time Spent Listening (TSL)

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

$$\frac{\frac{\text{Quarter-Hours}}{\text{In a time period}} \times \frac{\text{AQH}}{\text{Persons}}}{\text{Cume Audience}} = \text{TSL}$$

New York
142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago
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Suite 630
Chicago, Illinois 60606-6101
(312) 542-1900

Atlanta
9000 Central Parkway
Suite 300
Atlanta, Georgia 30328-1639
(770) 668-5400

Los Angeles
10877 Wilshire Blvd.
Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas
13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore
9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

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Suite 400
Birmingham, AL 35243

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