Radio Today

How America Listens to Radio

2005 Edition

Introduction

Radio Today looks at the evolving relationship between radio and its varied listeners. There are more than 13,800 radio stations currently broadcasting around the country. *Radio Today* illustrates that radio continues to be one of the most popular and pervasive forms of media among Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching across all segments of the American population anytime or anyplace.

Contents

Listening Patterns

Recognizing Radio's Reach

Radio reaches more than 94 percent of the U.S. 12+ population each week. On average, Americans spend almost 20 hours per week listening to their favorite stations. These numbers have remained relatively steady across recent surveys, despite a growing number of consumer media options. Radio clearly remains a popular media choice among consumers.
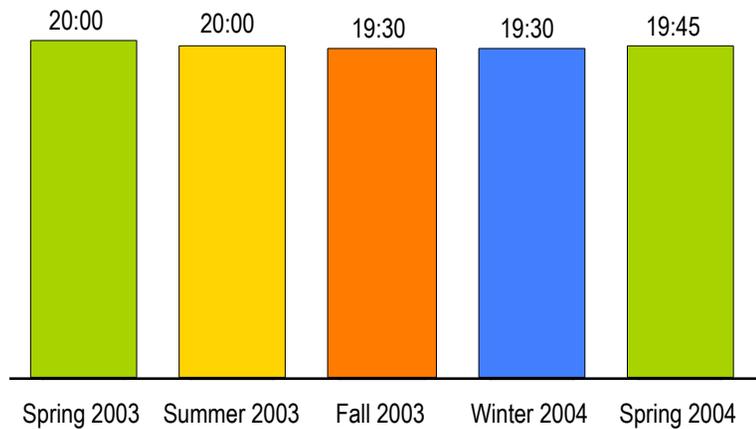
Spring 2003	Summer 2003	Fall 2003	Winter 2004	Spring 2004
94.3	94.0	94.3	94.2	94.2
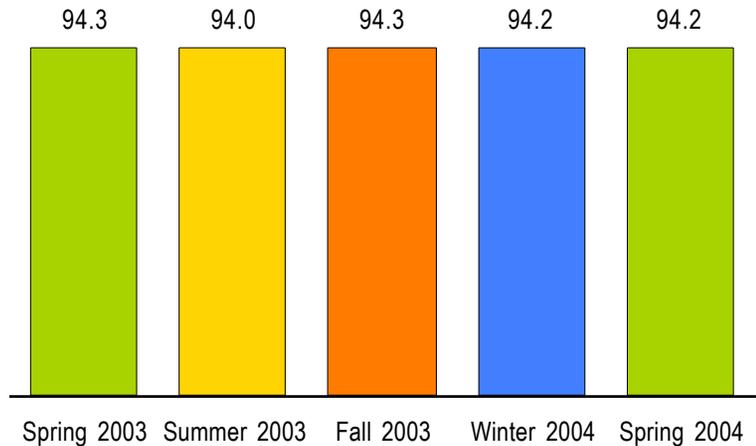
Weekly Cume Rating
Mon-Sun 6AM-Mid, Total U.S., Persons 12+

Spring 2003	Summer 2003	Fall 2003	Winter 2004	Spring 2004
20:00	20:00	19:30	19:30	19:45

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

Station Trends

Radio Rules

The impressive number of radio stations broadcasting in the U.S. today is a testimony to radio's never-waning popularity. Although the number of AM stations has remained fairly constant over the past 20+ years, the number of FM stations has nearly doubled.

In 2004, there were a total of 13,838 radio stations across the U.S: More than 80 percent were commercial stations.
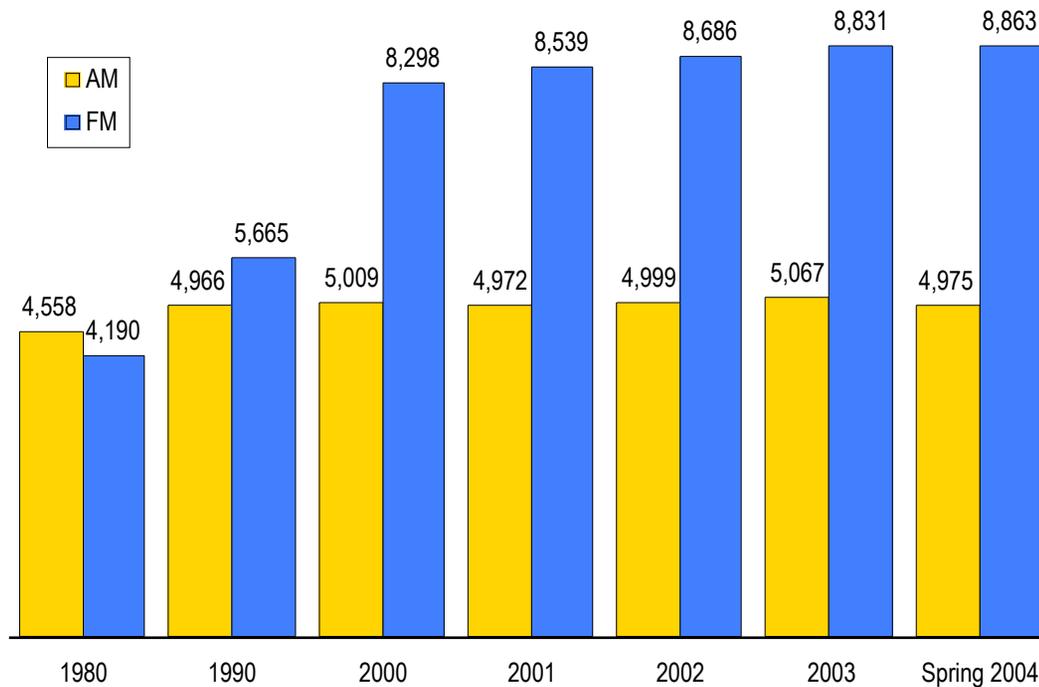
Legend:
- AM
- FM

Chart data — Number of Radio Stations in the U.S.:

Year	AM	FM
1980	4,558	4,190
1990	4,966	5,665
2000	5,009	8,298
2001	4,972	8,539
2002	4,999	8,686
2003	5,067	8,831
Spring 2004	4,975	8,863

Number of Radio Stations in the U.S.
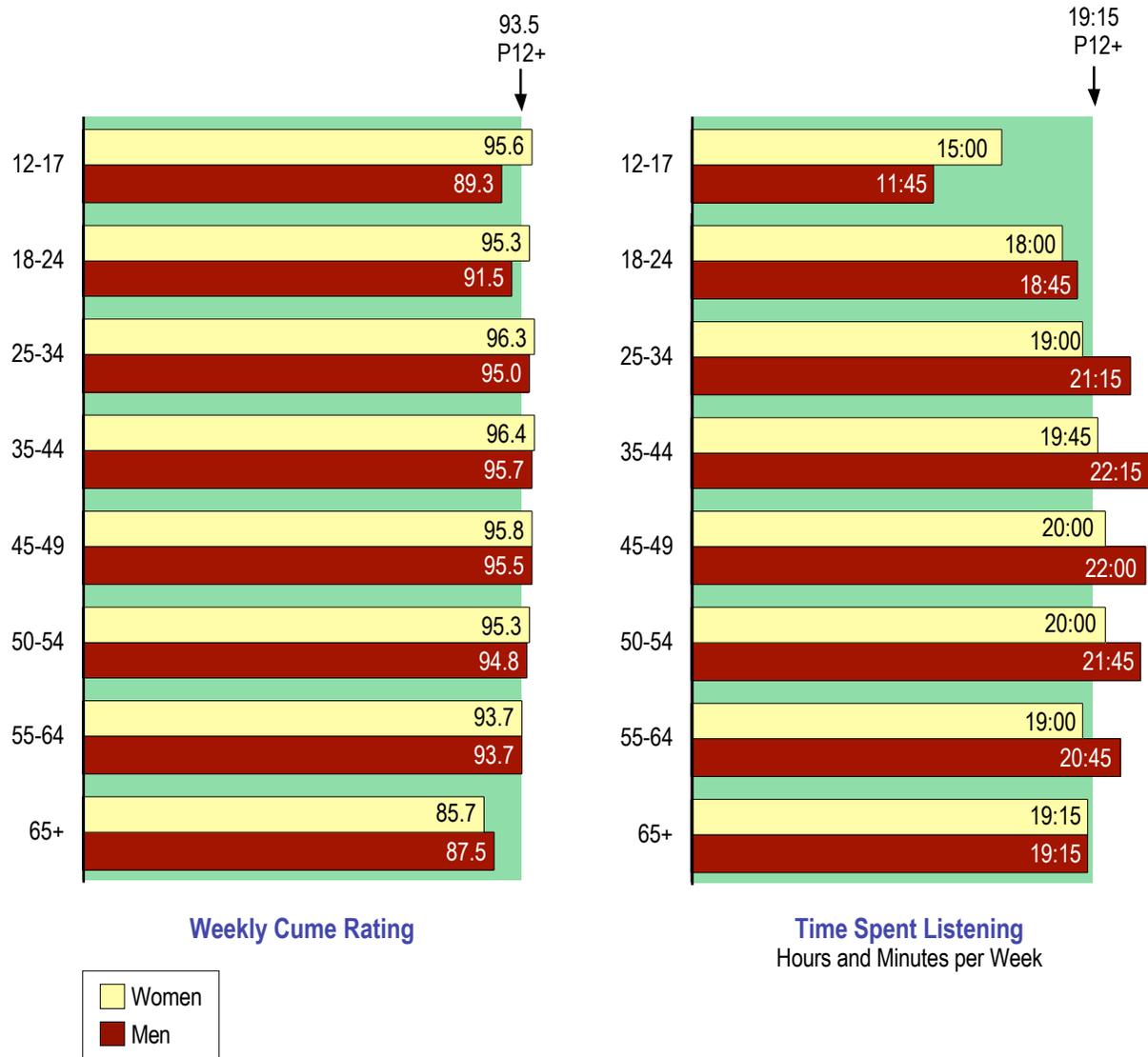
Radio Reaches All Ages

Battle of the Sexes

The number of people listening to radio weekly is fairly consistent across genders for people 18-64. Interestingly, both the oldest male and the oldest female age groups are the least likely to tune in to radio each week.

Among men, share of radio listening peaks among 35- to 44-year-olds (95.7 percent). This group also spends the most time listening (22:15). Meanwhile, male teens spend the least time listening (11:45).

Among women, share of radio listening also peaks among 35- to 44-year-olds (96.4 percent). Female teens spend the least time listening each week (15:00). Younger women 18-24 also listen for a shorter duration, on average (18:00), than their older female counterparts (19:00 or more). Women 65+ are the least likely to tune in each week (85.7 percent). Otherwise, listening patterns for women 25-64 don't vary greatly by age.

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Weekly Cume Rating

93.5 P12+

Age	Women	Men
12-17	95.6	89.3
18-24	95.3	91.5
25-34	96.3	95.0
35-44	96.4	95.7
45-49	95.8	95.5
50-54	95.3	94.8
55-64	93.7	93.7
65+	85.7	87.5

Time Spent Listening
Hours and Minutes per Week

19:15 P12+

| Age	Women	Men
12-17	15:00	11:45
18-24	18:00	18:45
25-34	19:00	21:15
35-44	19:45	22:15
45-49	20:00	22:00
50-54	20:00	21:45
55-64	19:00	20:45
65+	19:15	19:15

Women
Men

Hour-by-Hour Listening

Timing Is Everything

Radio listening peaks most noticeably during wake-ups and commutes at 7AM every weekday. Listening remains strong through 6PM, after which it begins to taper off.

On weekends, listening is at its highest between the hours of 9AM and 4PM.

Regardless of the day of the week, listening drops to its lowest levels while most people are sleeping—12Midnight through 5AM.
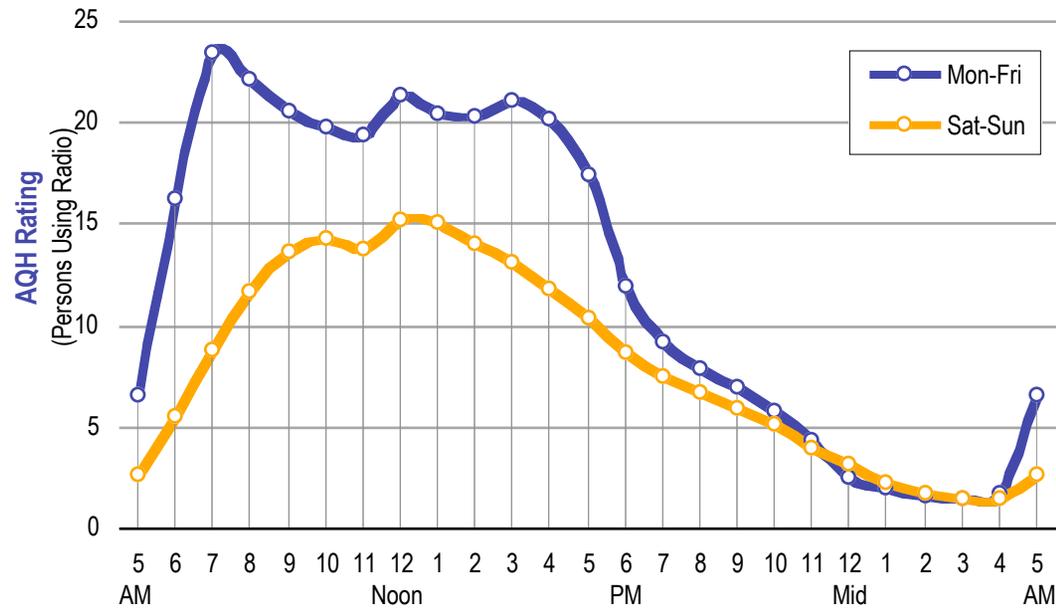

Hour-by-Hour Listening, AQH Rating

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Overnight Listening

Tuning In at Twilight

Overnight listening patterns remain consistent across age groups but not across genders. Men of all ages are more likely than their female counterparts to tune in to radio from 12Midnight to 6AM.

Weekly time spent listening from 12Midnight to 6AM is fairly consistent for both men and women and among listeners of all ages.
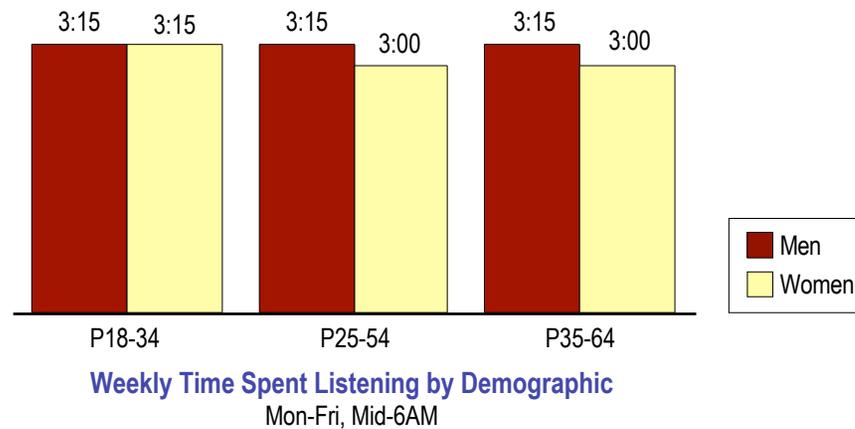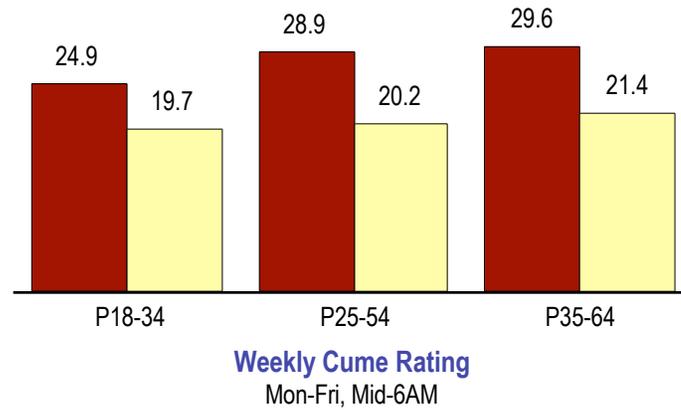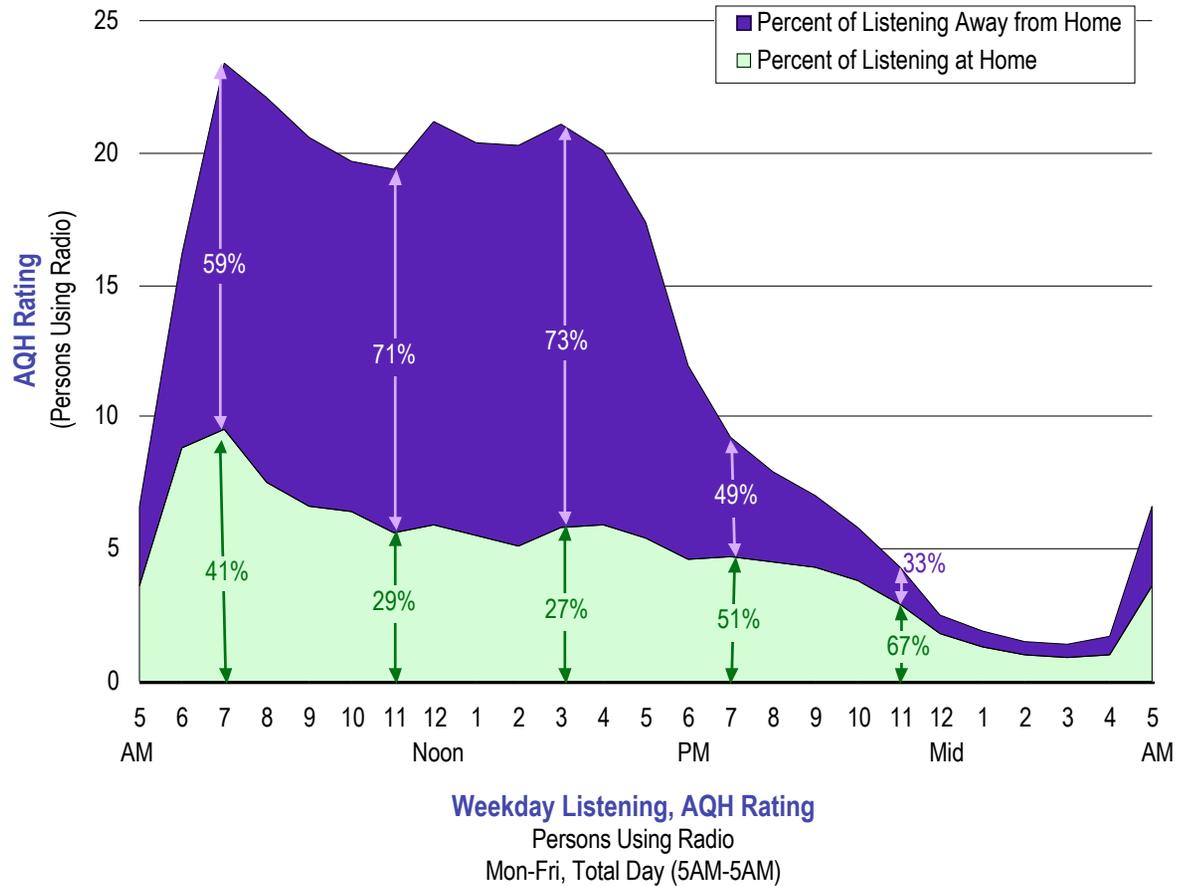

Weekly Cume Rating
Mon-Fri, Mid-6AM

Weekly Time Spent Listening by Demographic
Mon-Fri, Mid-6AM

Men
Women

Where People Listen:
Weekdays

Radio Is a Moving Medium

Monday through Friday, the majority of radio listeners tune in at home in the morning before 7AM and in the evening after 7PM.

Between 8AM and 6PM a giant shift occurs, with 66 percent to 75 percent of radio listening occurring at places outside the home.

AQH Rating
(Persons Using Radio)

Percent of Listening Away from Home
Percent of Listening at Home

59%
71%
73%
49%
33%
41%
29%
27%
51%
67%

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

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

Where People Listen:
Weekends

Strong Weekend Listening at Home

Not surprisingly, listening on weekends is more likely to take place at home. Peak listening hours are before 12Noon and after 7PM. Between those hours, away-from-home listening climbs to between 52 percent and 54 percent.

AQH Rating
(Persons Using Radio)

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

Chart values (away from home): 36%, 49%, 52%, 47%, 33%

Chart values (at home): 64%, 51%, 48%, 53%, 67%

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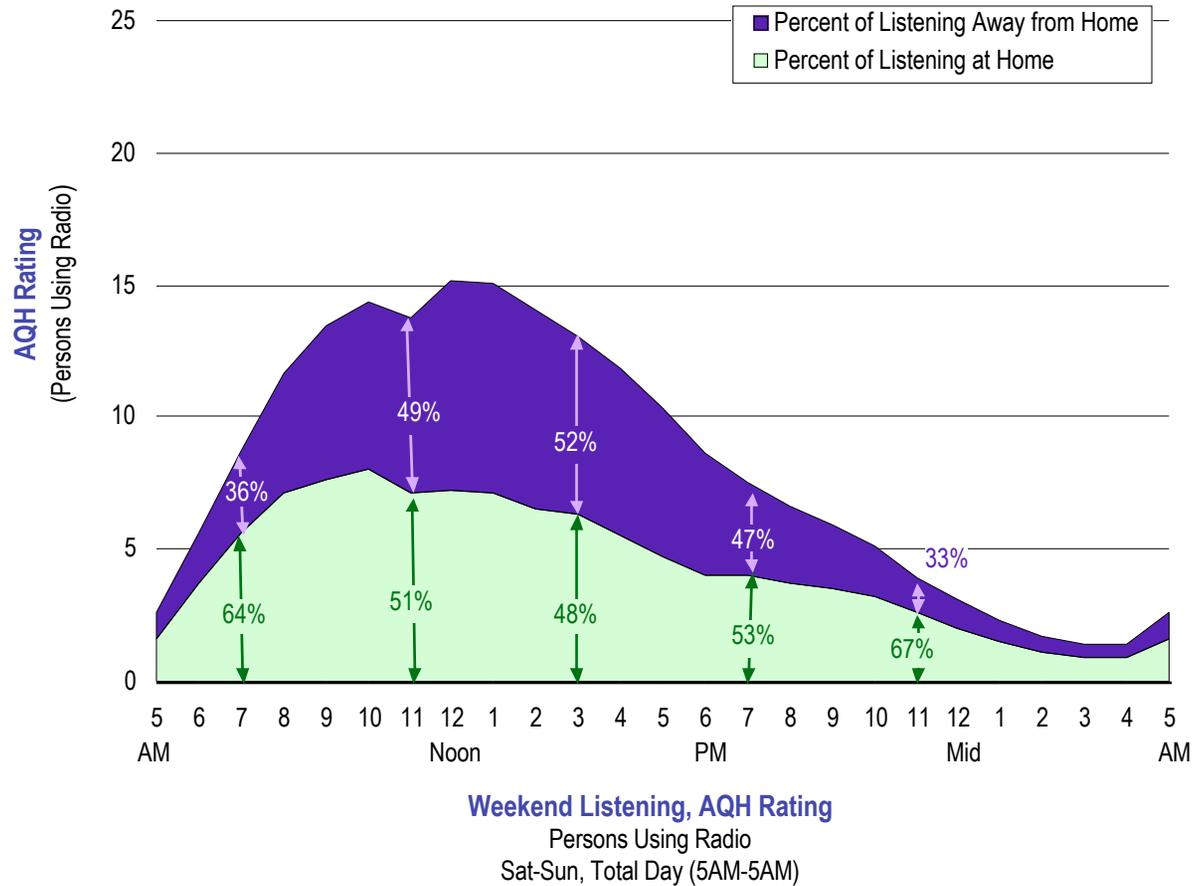
Weekend Listening, AQH Rating
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

Where Men and Women Listen

Radio Is an Out-of-Home Medium for Adults 18-64

The over-65 crowd spends more time listening at home than any other age group. Interestingly, teenage girls spend a surprising amount of time tuning in at home, as well. Women across all age groups tend to listen at home more than their male counterparts, although the gap between men and women in some age groups has narrowed in recent years.

Conversely, men are more likely to listen to radio away from home; 25- to 54-year-old men are the most likely to tune in at work or at some other location outside the home.
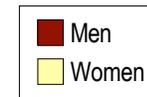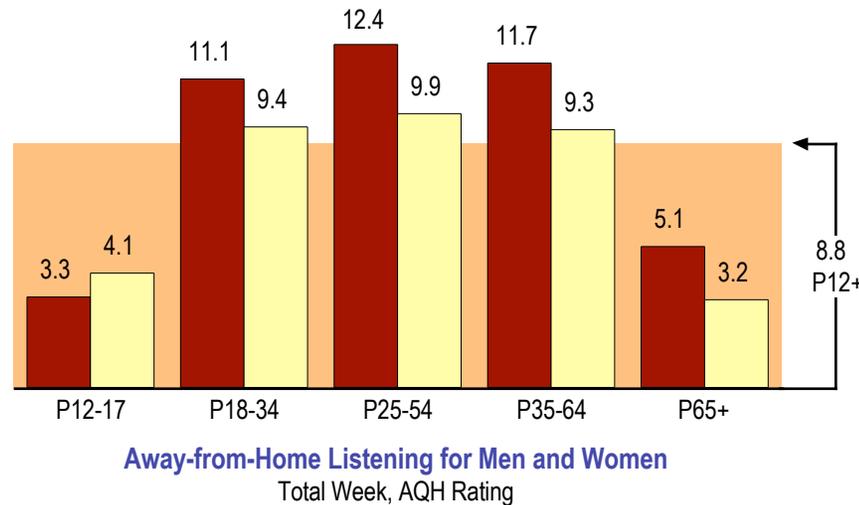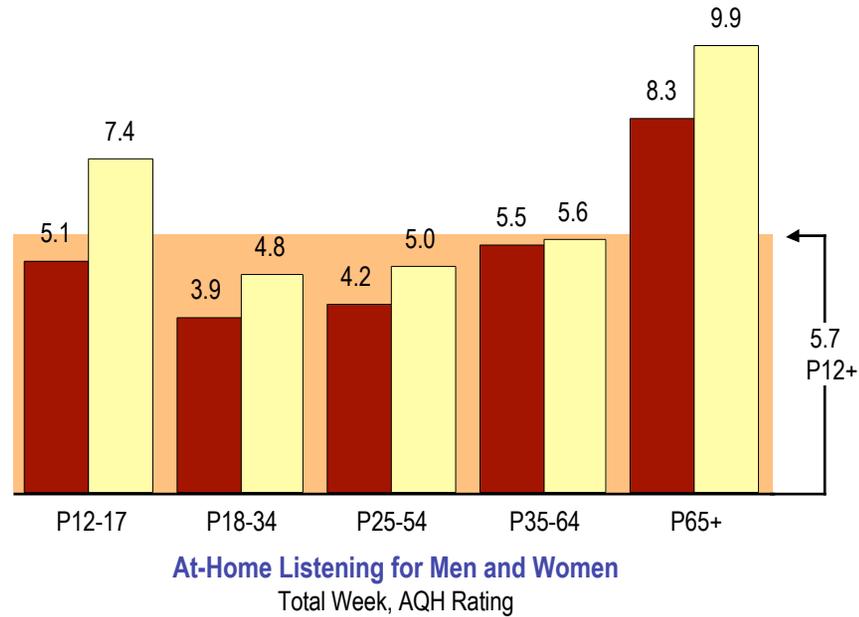
At-Home Listening for Men and Women
Total Week, AQH Rating

Age Group	Men	Women
P12-17	5.1	7.4
P18-34	3.9	4.8
P25-54	4.2	5.0
P35-64	5.5	5.6
P65+	8.3	9.9

5.7 P12+

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

Age Group	Men	Women
P12-17	3.3	4.1
P18-34	11.1	9.4
P25-54	12.4	9.9
P35-64	11.7	9.3
P65+	5.1	3.2

8.8 P12+

■ Men
■ Women

Listening Location

At Home, at Work, or in the Car—Radio Goes Along

One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to12Midnight).

At night (7PM to 12Midnight), at-home listening hits a high of 58.9 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (39.8 percent). At work, 40.6 percent of listening occurs on weekdays between10AM and 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	39.2%	34.1%	24.1%	2.6%
Mon-Fri 6AM-10AM	39.4%	35.9%	23.4%	1.3%
Mon-Fri 10AM-3PM	28.3%	28.8%	40.6%	2.3%
Mon-Fri 3PM-7PM	30.8%	43.7%	23.0%	2.4%
Mon-Fri 7PM-Mid	58.9%	27.0%	10.6%	3.5%
Weekend 10AM-7PM	48.5%	36.9%	10.2%	4.5%

Distribution of AQH Radio Listeners by Listening Location
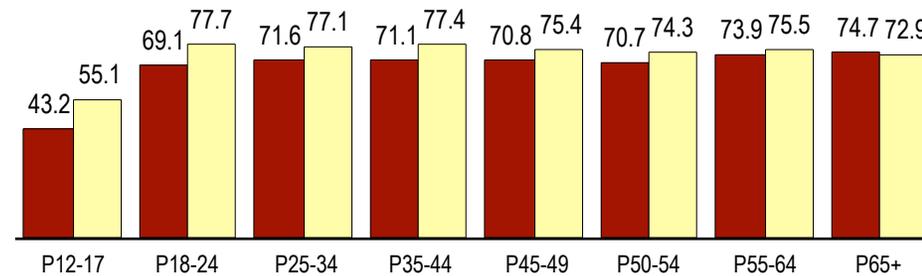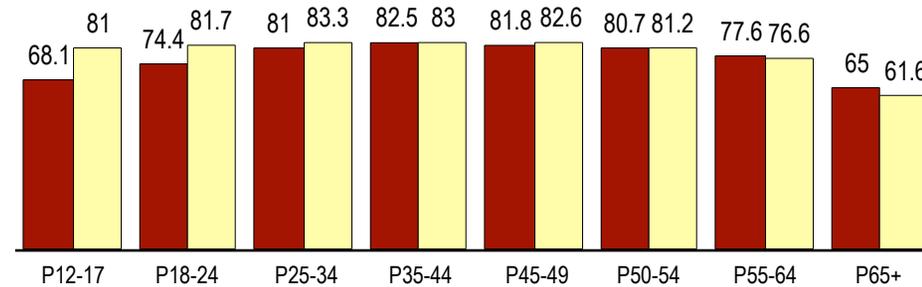Persons 12+

Listening by Daypart

Who's Listening When

Different age groups listen to radio at different times. Peak listening times for most men and women are weekday mornings from 6AM to 10AM and late afternoons from 3PM to 7PM. Teenagers are most likely to tune in on weekends and weekday afternoons, after school. The Monday-Friday midday time slot (10AM-3PM) captures the attention of more women than men. Monday through Friday, the most dedicated nighttime listeners are teens and young Adults 18-24.
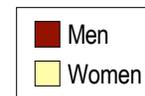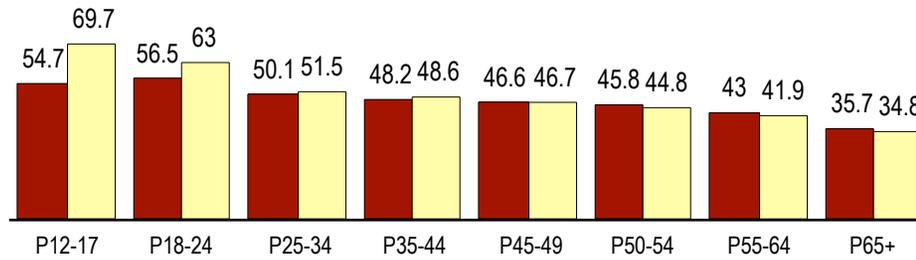
Note: Figures above are Cume Ratings.

Source: Maximi$er® Plus National Regional Database, Spring 2004

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	62.4	68.9	80.8	83.7	82.7	81.9	79.7	71.2
Women	74.9	74.5	82.3	84.9	83.7	82.9	79.1	68.3

Mon-Fri 6AM-10AM

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	43.2	69.1	71.6	71.1	70.8	70.7	73.9	74.7
Women	55.1	77.7	77.1	77.4	75.4	74.3	75.5	72.9

Mon-Fri 10AM-3PM

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	68.1	74.4	81	82.5	81.8	80.7	77.6	65
Women	81	81.7	83.3	83	82.6	81.2	76.6	61.6

Legend: ■ Men ☐ Women

Mon-Fri 3PM-7PM

Listening by Daypart

Mon-Fri 7PM-Mid

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	54.7	56.5	50.1	48.2	46.6	45.8	43	35.7
Women	69.7	63	51.5	48.6	46.7	44.8	41.9	34.8

Sat-Sun 6AM-Mid

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	67.2	69.5	71.2	73.1	74.3	74.6	74.6	71.6
Women	79.6	77.8	76.6	76.0	76.0	75.9	75.2	70.6

Mon-Sun 6AM-Mid

	P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
Men	89.3	91.5	95	95.7	95.5	94.8	93.7	87.5
Women	95.6	95.3	96.3	96.4	95.8	95.3	93.7	85.7

Legend: Men, Women

Note: Figures above are Cume Ratings.

Source: Maximi$er® Plus National Regional Database, Spring 2004

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People's Favorite Formats

This section highlights 13 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience. It also demonstrates radio's effectiveness in targeting its audience and reinforces the fact that there is a format out there for everyone!

Here is a sampling of the facts you'll find in the following pages:

Teens 12-17 strongly prefer to listen to music that is "current"—formats such as CHR (pages 27-30) and, to a lesser extent, Urban (pages 63-66) and Alternative (pages 23-26). As they get older, young adults 18-24 develop an interest in Alternative music while maintaining continued enthusiasm for CHR and Urban. Adults 25-34 retain their habit of strong listening to Alternative (pages 23-26) but are open to a wide variety of new sounds and stations: Rock (pages 55-58) and CHR are strong favorites, but Urban and AC (pages 63-66, pages 15-18) are popular formats, as well. After age 35, format preferences start to change. Rock (pages 55-58) and AC are the most popular listening choices, but Oldies (pages 47-50), New AC/Smooth Jazz (pages 39-42), News/Talk/Information (pages 43-46) and Country (pages 35-38) all perform well among this age group. Oldies appeals greatly to baby boomers ages 45-54, as does New AC/Smooth Jazz. Classical (pages 31-34) is an extremely popular choice among older Adults 55-64. New AC/Smooth Jazz and News/Talk/Information also appeal to this set. Adults 65+ have a very clear favorite—Adult Standards (pages 19-22), which derives over half of its audience from this age group. Classical and News/Talk/Information are also popular choices among the older crowd.

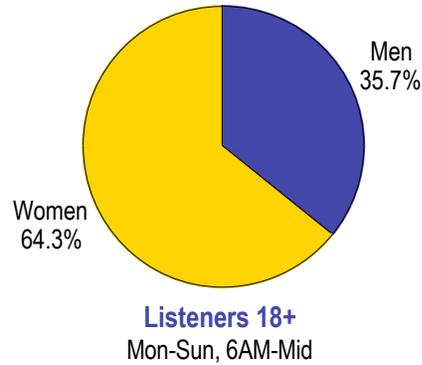*Source: Maximi$er® Plus National Regional Database, Spring 2004*

Adult Contemporary

Encompasses all variants of Adult Contemporary: Soft/Light, Hot AC, Mainstream AC, Full-Service AC and Adult Rock.

A Few Format Highlights

Sixty-four percent of the AC audience are Women 18+, and 36 percent are Men 18+. Nearly two-thirds of the AC audience are aged 25-54.
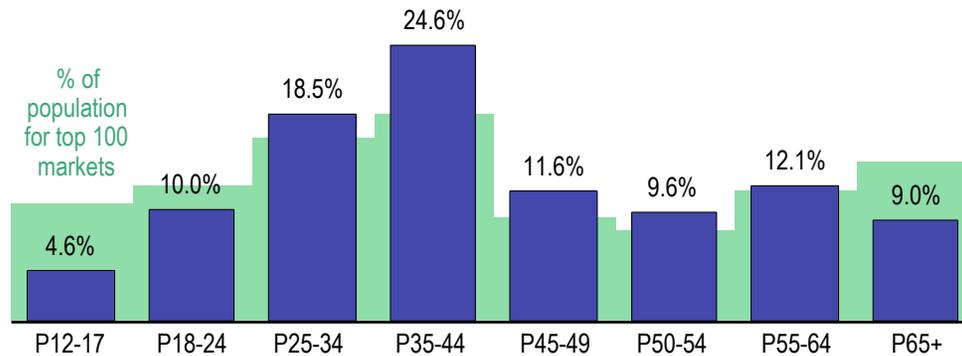
AC Stations	
1,556	
13,838	
Total Stations	

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Men
35.7%

Women
64.3%

Listeners 18+
Mon-Sun, 6AM-Mid

AC	7.2%
Hot AC	3.7%
Soft AC	1.4%
Modern AC	0.6%
Total AC	**12.8%**

AQH Share of AC Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

24.6%

18.5%

11.6%

12.1%

10.0%

9.6%

9.0%

4.6%

P12-17 P18-24 P25-34 P35-44 P45-49 P50-54 P55-64 P65+

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

Adult Contemporary

Adult Contemporary has the largest proportion of listeners who tune in at work (37 percent).

AC has the third highest AQH share after News/Talk/Information and Country.

AC has the second highest share of listening 10AM-3PM, coming in just behind News/Talk/Information. AC also performs well in the drive-time dayparts, 6AM-10AM and 3PM-7PM, posting AQH shares in the neighborhood of 13 percent.
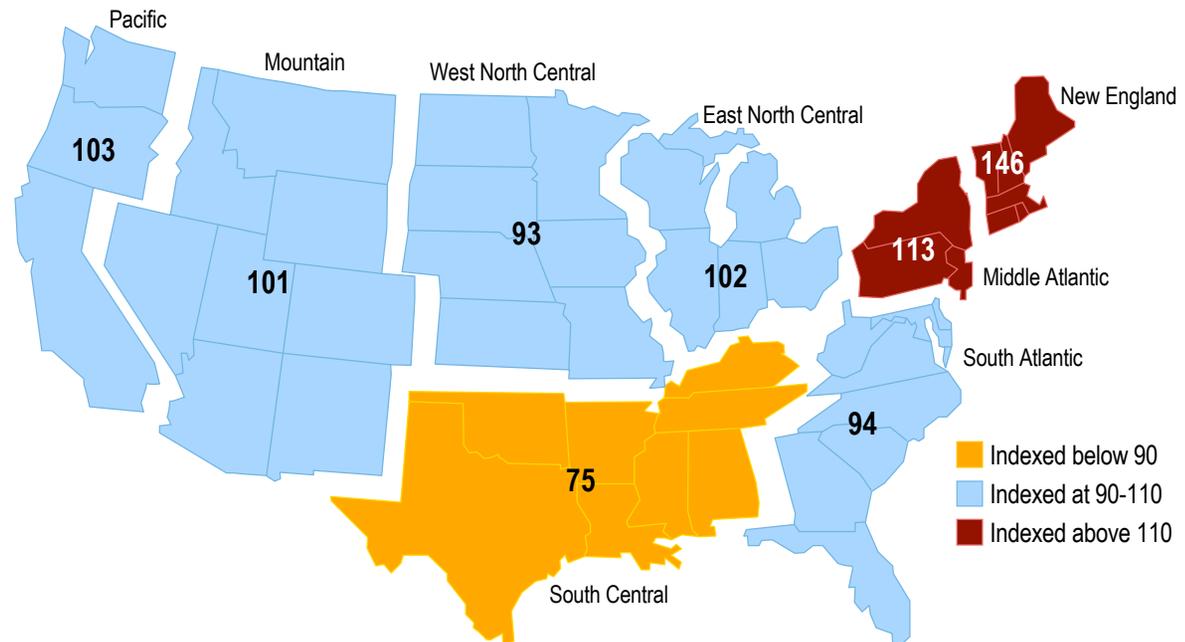
New Englanders are 46 percent more likely to tune in to Adult Contemporary, when compared with other regions of the country.
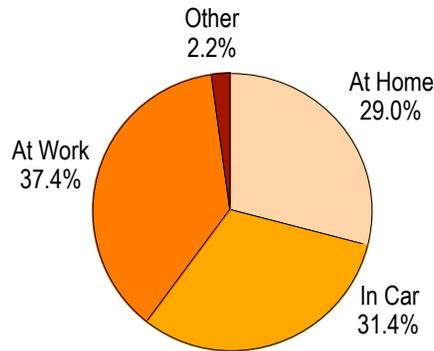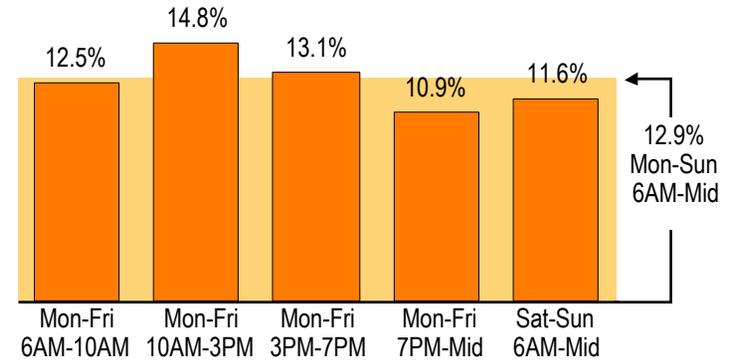
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

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

- Other 2.2%
- At Home 29.0%
- At Work 37.4%
- In Car 31.4%

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
12.5%	14.8%	13.1%	10.9%	11.6%

12.9% Mon-Sun 6AM-Mid

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

- Pacific: 103
- Mountain: 101
- West North Central: 93
- East North Central: 102
- New England: 146
- Middle Atlantic: 113
- South Atlantic: 94
- South Central: 75

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

Adult Contemporary

More than two-thirds of AC listeners have either attended some college or hold a college degree. A majority, 57 percent, earn $50,000 or more per year.
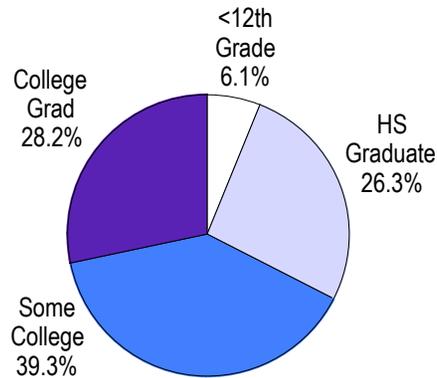
Seven percent of AC listeners are black and 12 percent are Hispanic.

AC fans in the 35-64 age group spend the most time listening per week (9:15).
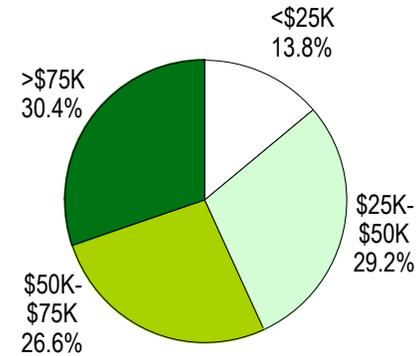
AC listeners are 16 percent more likely than the general population to have children in the household. Nearly 71 percent own their own homes, a figure that is slightly above the national average.

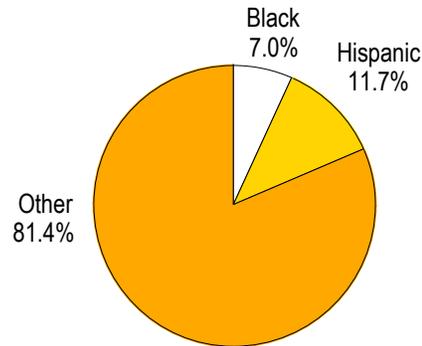| Average Age of P1 Listeners |
|:---:|
| **43** |
| **63%** |
| Proportion of Listening from P1s |

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.
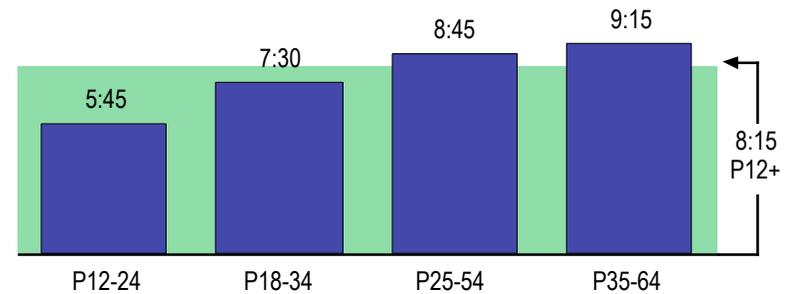
College Grad 28.2%
<12th Grade 6.1%
HS Graduate 26.3%
Some College 39.3%

Education
Persons 18+

<$25K 13.8%
>$75K 30.4%
$25K-$50K 29.2%
$50K-$75K 26.6%

Household Income
Persons 18+

Black 7.0%
Hispanic 11.7%
Other 81.4%

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

5:45 — P12-24
7:30 — P18-34
8:45 — P25-54
9:15 — P35-64
8:15 P12+

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

Adult Contemporary

Purchasing Behavior

AC listeners account for 31 percent of the people whose households are planning to buy/lease a new luxury vehicle in the next 12 months. AC fans are 17 percent more likely than the norm to live in a household that is planning to purchase a digital camera in the next year. They are 14 percent more likely than average to live in a household that has spent $200+ on groceries in the past week. Fourteen percent of AC listeners live in households that have a home equity loan.

Leisure Activities

AC listeners are 28 percent more likely than the general population to have gone in-line skating and/or snow-skiing in the past 12 months. They are nine percent more likely to have eaten at a fast-food restaurant 5+ times in the past 30 days. Thirty percent of the people who have attended movies 3+ times in the last three months are AC fans.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Adult Contemporary Strengths *This format's listeners are more likely to:*	% of Category AC Listeners Represent	% of AC Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new luxury car in the next 12 months	31.3%	2.0%	120
Live in a household planning to buy a digital camera in the next 12 months	30.6%	13.2%	117
Live in a household that has spent $200+ on groceries in the past 7 days	29.7%	9.7%	114
Live in a household that has a home equity loan	32.6%	14.0%	125
Have gone in-line skating in the past 12 months	33.4%	4.9%	128
Have gone snow-skiing in the past 12 months	33.3%	6.1%	128
Have eaten at a fast-food restaurant 5+ times in the past 30 days	28.6%	55.9%	109
Have attended movies 3+ times in the past 3 months	30.3%	22.3%	116
Have children in household	30.3%	48.3%	116
Own residence	26.8%	70.5%	103

Scarborough Data

Adult Standards

Features a substantial amount of pre-Rock era music: Includes Easy Listening, Middle-of-the-Road, Nostalgia and Variety outlets.

A Few Format Highlights

Fifty-four percent of the Adult Standards listening audience are Women 18+; 46 percent are Men 18+.

Fifty percent of Adult Standards' listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.
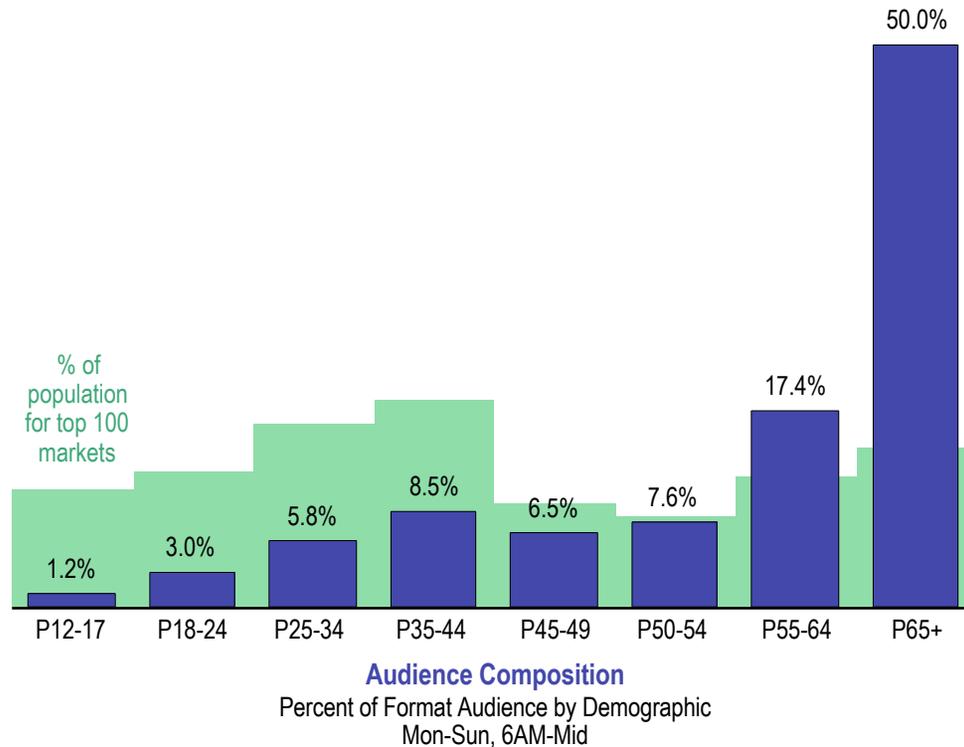
Adult Standards Stations
1,196
13,838
Total Stations

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Women 53.9% | **Men 46.1%**

Listeners 18+
Mon-Sun, 6AM-Mid
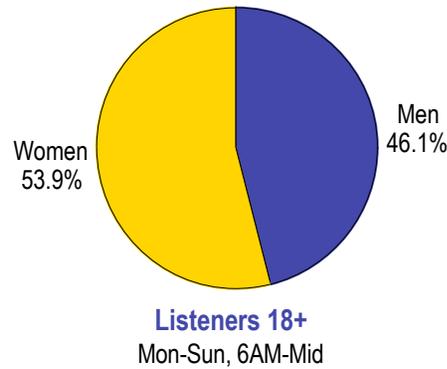
Adult Standards	1.5%
Variety	1.1%
Nostalgia	0.2%
Easy Listening	0.2%
Total Adult Standards	**3.0%**

AQH Share of Adult Standards Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.2%	3.0%	5.8%	8.5%	6.5%	7.6%	17.4%	50.0%

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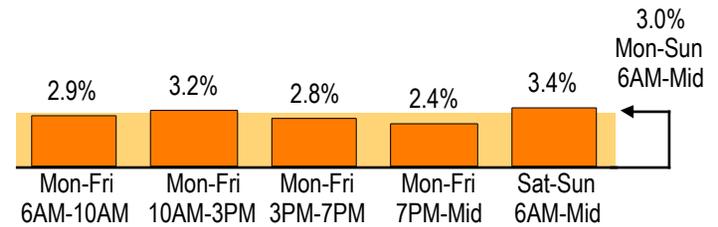Mon-Sun, 6AM-Mid

Adult Standards

Adult Standards listeners strongly prefer to listen at home. Approximately 59 percent listen at home, while about 28 percent listen in their cars.

The most popular dayparts for listening to Adult Standards are weekdays 10AM-3PM and weekends.
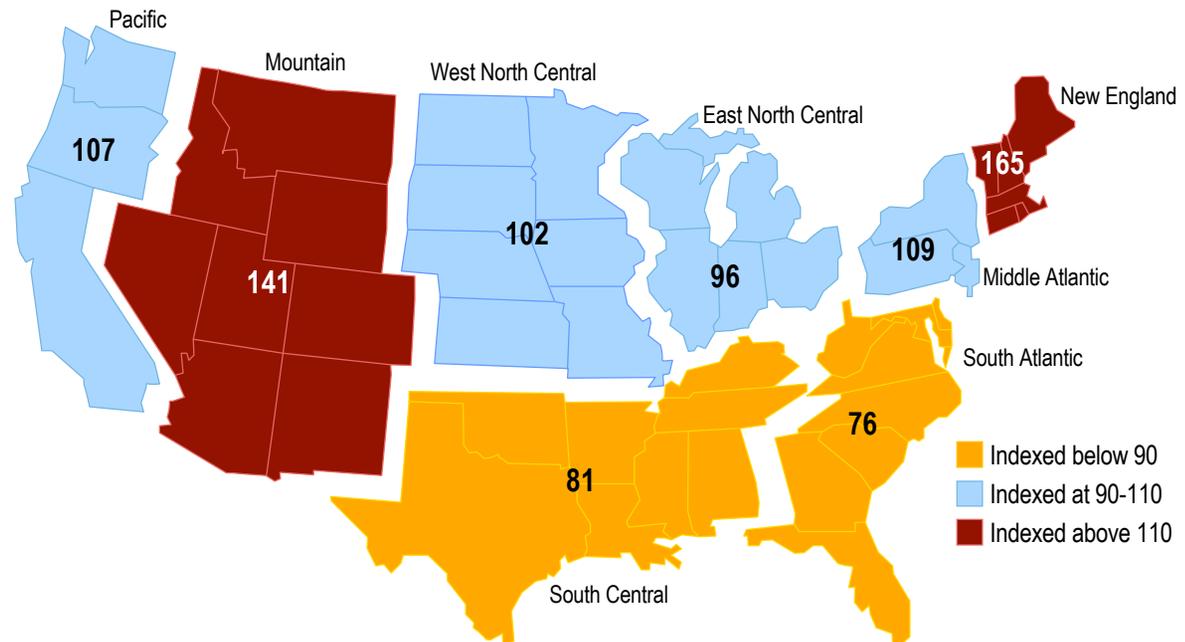
Adult Standards has its largest following among listeners in the New England region, where they are 65 percent more likely to tune in than the average listener.
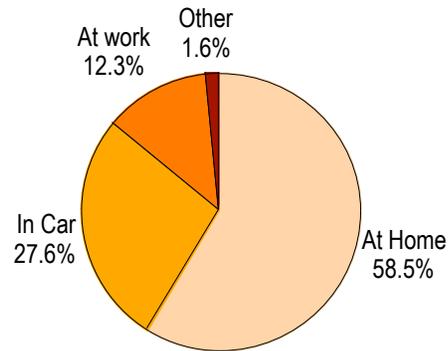
© 2005 Arbitron Inc.

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

- Other 1.6%
- At work 12.3%
- In Car 27.6%
- At Home 58.5%

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
2.9%	3.2%	2.8%	2.4%	3.4%	3.0%

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

- Pacific: 107
- Mountain: 141
- West North Central: 102
- East North Central: 96
- New England: 165
- Middle Atlantic: 109
- South Atlantic: 76
- South Central: 81

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

Adult Standards

Sixty-four percent of Adult Standards listeners have gone beyond the high school level. Thirty-five percent have household incomes between $25,000 and $50,000.
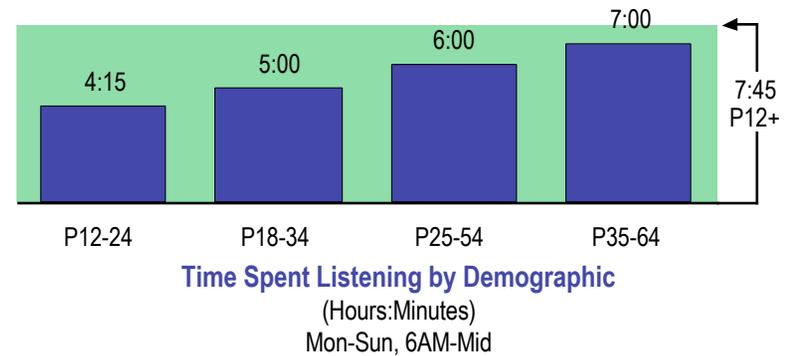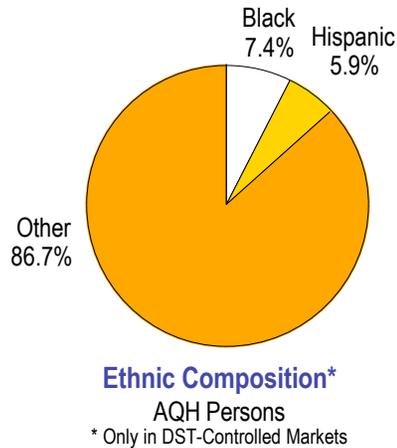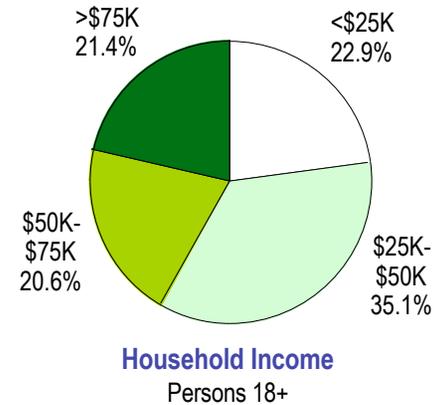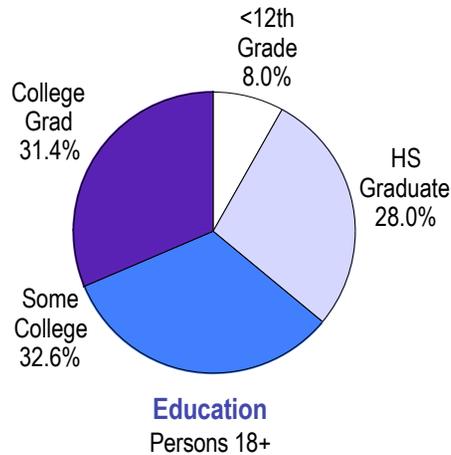
Seven percent of Adult Standards enthusiasts are black, and six percent are Hispanic.

Listeners ages 35-64 tune in for the longest period of time: seven hours per week.

Only 30 percent of Adult Standards fans have children in the household. They are slightly more likely than the general population to own their own homes.

Average Age of P1 Listeners
61
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 2004.

Education
Persons 18+

- <12th Grade 8.0%
- HS Graduate 28.0%
- Some College 32.6%
- College Grad 31.4%

Household Income
Persons 18+

- <$25K 22.9%
- $25K-$50K 35.1%
- $50K-$75K 20.6%
- >$75K 21.4%

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

- Black 7.4%
- Hispanic 5.9%
- Other 86.7%

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

- P12-24: 4:15
- P18-34: 5:00
- P25-54: 6:00
- P35-64: 7:00
- 7:45 P12+

Adult Standards

Purchasing Behavior

Adult Standards listeners are 23 percent more likely than the norm to live in a household that is planning to purchase/lease a new full-size car in the next year. Adult Standards fans are 27 percent more likely than the norm to live in a household that is planning to purchase an MP3 player in the next 12 months. Their households spend an average of $100 per week on groceries.

Among financial services and products, Adult Standards listeners live in households that purchase conservative, liquid investments, such as CDs and money market accounts, at rates well above the norm.

Leisure Activities

Adult Standards listeners are more likely to participate in hiking/backpacking and snow-skiing than the general population. They are 10 percent more likely than average to have gone to the movies 3+ times in the last three months. They are infrequent patrons of fast-food restaurants, preferring sit-down restaurants instead.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Adult Standards Strengths
This format's listeners are more likely to:

	% of Category Adult Standards Listeners Represent	% of Adult Standards Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new full-size car in the next 12 months	4.0%	1.4%	123
Live in a household planning to buy an MP3 player in the next 12 months	4.1%	2.7%	127
Live in a household that has a certificate of deposit	4.2%	17.0%	130
Live in a household that has a money market account	4.4%	21.9%	139
Have gone hiking/backpacking in the past 12 months	4.3%	17.6%	136
Have gone snow-skiing in the past 12 months	4.5%	6.7%	142
Have attended movies 3+ times in the past 3 months	3.5%	21.2%	110
Own residence	3.4%	72.9%	106

Scarborough Data

Alternative

Includes stations billing themselves as "Album Alternative" and "New Rock."

A Few Format Highlights

Sixty-three percent of Alternative's listeners are Men 18+, and 37 percent are Women 18+.

Alternative appeals most to the under-45 crowd—more than 83 percent of the audience are aged 44 or younger. Adults 25-34 account for more than one-quarter of Alternative listeners.

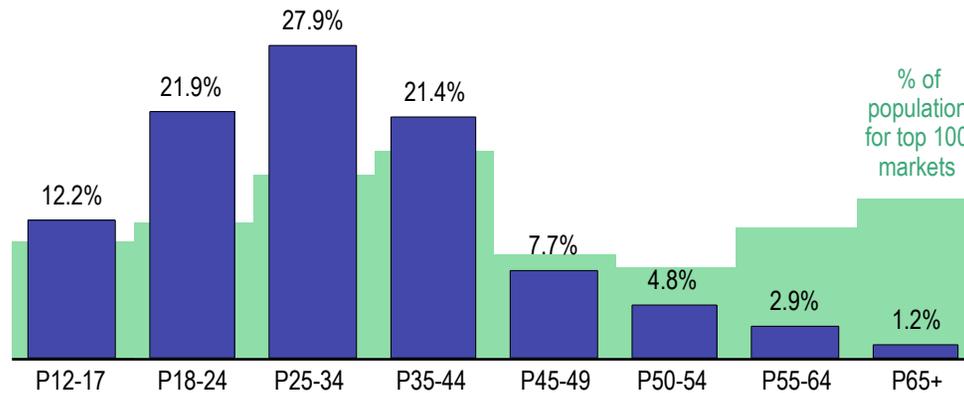| Alternative Stations |
|:---:|
| **454** |
| **13,838** |
| Total Stations |

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitral. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Women 36.8%

Men 63.2%

Listeners 18+
Mon-Sun, 6AM-Mid
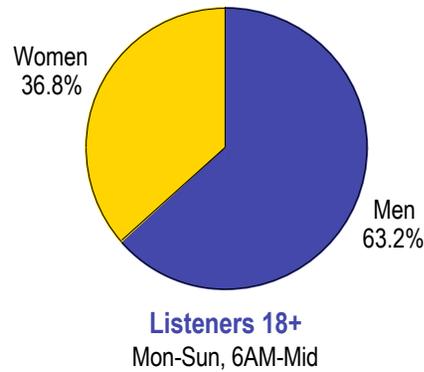
Alternative	3.1%
Album Adult Alternative	0.9%
Total Alternative	**4.0%**

AQH Share of Alternative Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
12.2%	21.9%	27.9%	21.4%	7.7%	4.8%	2.9%	1.2%

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

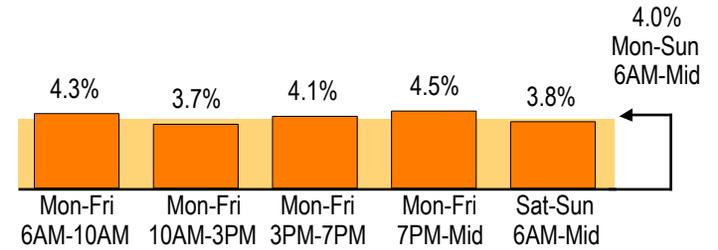© 2005 Arbitron Inc.

Alternative continued ▶

Alternative

Alternative listeners tune in wherever they can. These listeners spend more time listening in cars (38 percent), but they are also listening at home (31 percent) and at work (28 percent).

Alternative listeners can be found tuning in 6AM–10AM (4.3 percent) and 7PM-Midnight (4.5 percent) Monday through Friday.
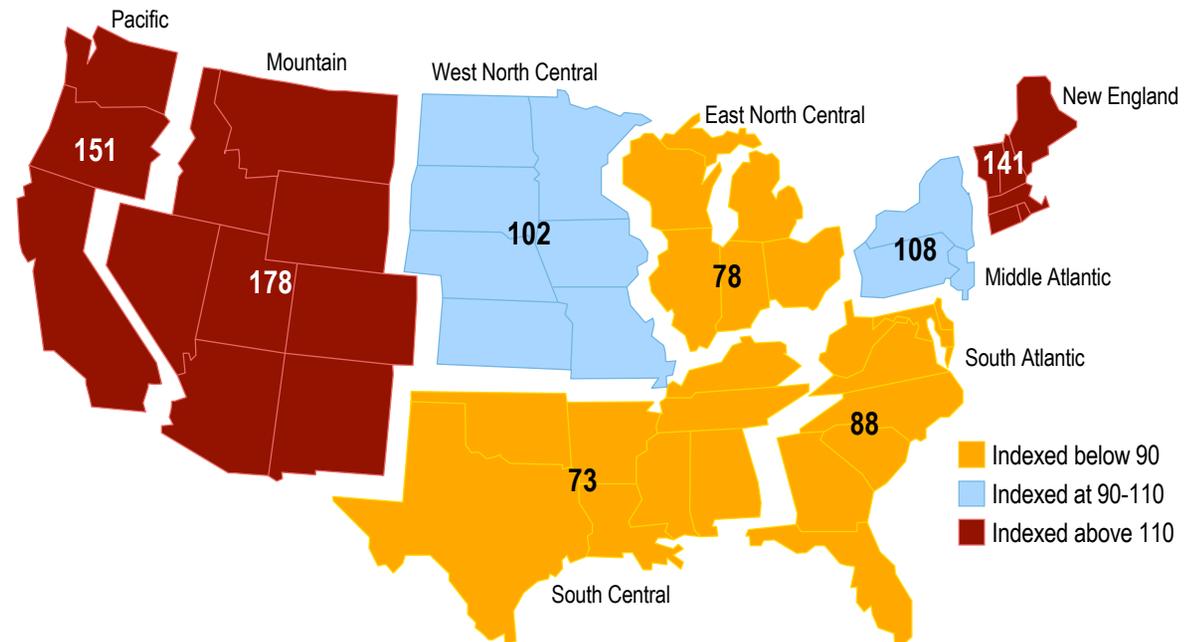
New Englanders and those in the Mountain region are much more likely to tune in to Alternative than the average listener.
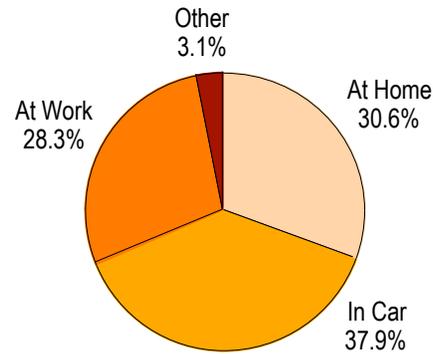
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 3.1%
- At Home 30.6%
- At Work 28.3%
- In Car 37.9%

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	Mon-Sun 6AM-Mid
4.3%	3.7%	4.1%	4.5%	3.8%	4.0%

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

- Pacific 151
- Mountain 178
- West North Central 102
- East North Central 78
- New England 141
- Middle Atlantic 108
- South Atlantic 88
- South Central 73

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

Alternative

Thirty-eight percent of Alternative listeners have attended some college, and 33 percent are college graduates. Over one-third earn more than $75,000 per year.
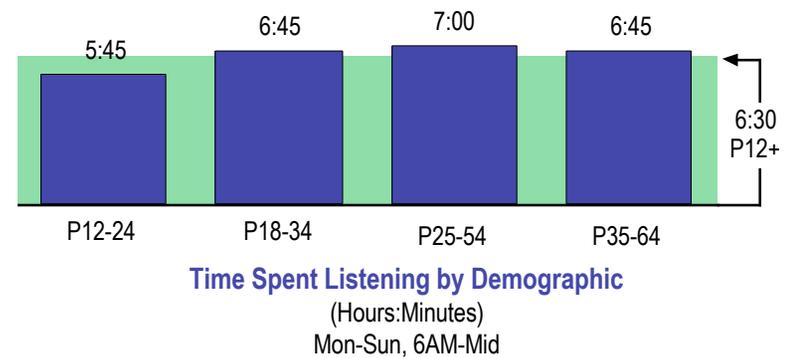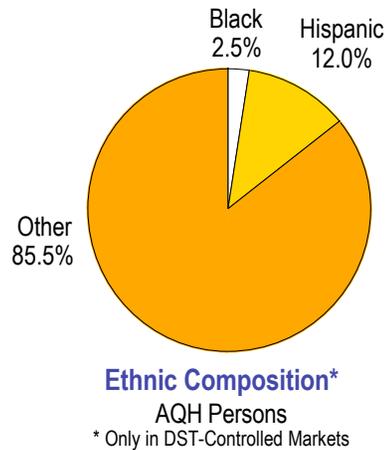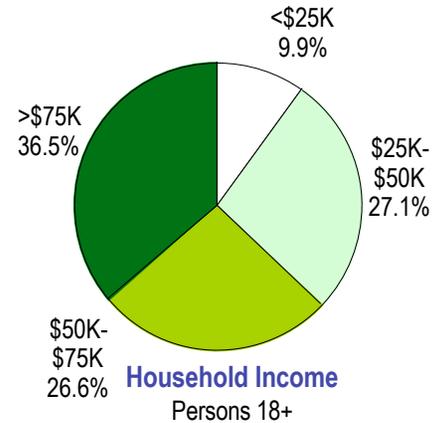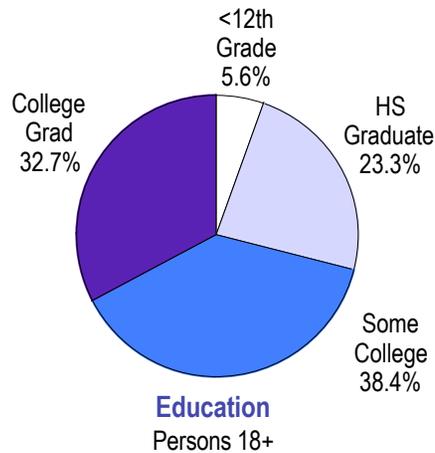
Twelve percent of the Alternative audience are Hispanic and 2.5 percent are black.

Adult Alternative fans of all ages spend about the same amount of time listening: about six and a half hours per week.

Alternative listeners are 18 percent more likely than the norm to have children in the household. They are 12 percent less likely than average to own their own homes.

Average Age of P1 Listeners
30
64%
Proportion of Listening from P1s

Education
Persons 18+

<12th Grade 5.6%
HS Graduate 23.3%
Some College 38.4%
College Grad 32.7%

Household Income
Persons 18+

<$25K 9.9%
$25K-$50K 27.1%
$50K-$75K 26.6%
>$75K 36.5%

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

Black 2.5%
Hispanic 12.0%
Other 85.5%

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

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

6:30 P12+

Alternative

Purchasing Behavior

Alternative fans are 42 percent more likely than average to live in a household that is planning to purchase or lease a new compact car in the next 12 months. They are the most likely of any format to live in a household that is planning to purchase an MP3 player in the next 12 months. Their households spend a little more on groceries per week than the general population.

Alternative listeners are more likely than any format group to live in households that use online banking.

Leisure Activities

Alternative listeners are far more likely than the general population to engage in most types of sporting activities, including in-line skating (106 percent more likely) and snowboarding (155 percent more likely). Alternative fans are number one in movie attendance. Sixty-one percent have eaten at a fast-food restaurant 5+ times in the past 30 days.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Alternative Strengths
This format's listeners are more likely to:

	% of Category Alternative Listeners Represent	% of Alternative Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new compact car in the next 12 months	14.2%	1.6%	142
Live in a household planning to buy an MP3 player in the next 12 months	20.4%	4.4%	204
Live in a household that has spent $200+ on groceries in the past 7 days	11.9%	10.1%	119
Live in a household that uses online banking	15.8%	23.4%	158
Have gone in-line skating in the past 12 months	20.6%	7.9%	206
Have gone snowboarding in the past 12 months	25.5%	3.9%	255
Have attended movies 3+ times in the past 3 months	14.7%	28.4%	147
Have eaten at a fast-food restaurant 5+ times in the past 30 days	11.9%	60.9%	119
Have children in household	11.8%	49.2%	118

Scarborough Data

Contemporary Hit Radio

Contemporary Hit Radio (CHR) emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR" and "Rhythmic CHR."

A Few Format Highlights
CHR listeners are more likely to be women than men. Fifty-seven percent of this audience are Women 18+.

Of all formats, CHR has the highest share of teen listeners (26 percent). Approximately three-quarters of its listeners are 34 and under.
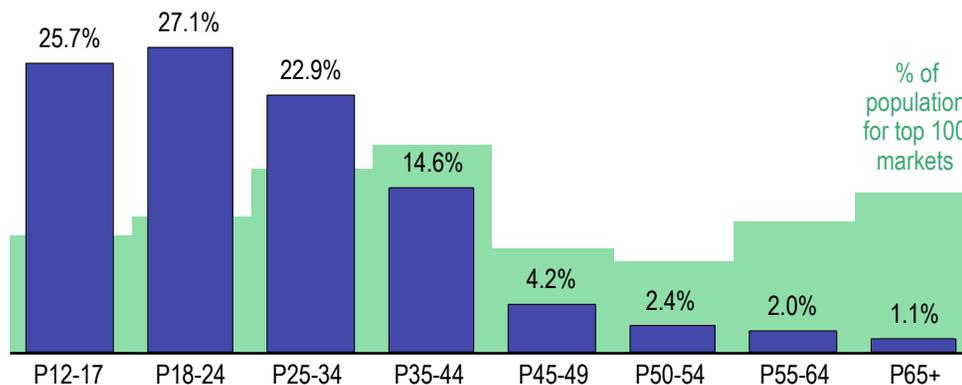
CHR Stations	
569	
13,838	
Total Stations	

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Men 43.3%

Women 56.7%

Listeners 18+
Mon-Sun, 6AM-Mid
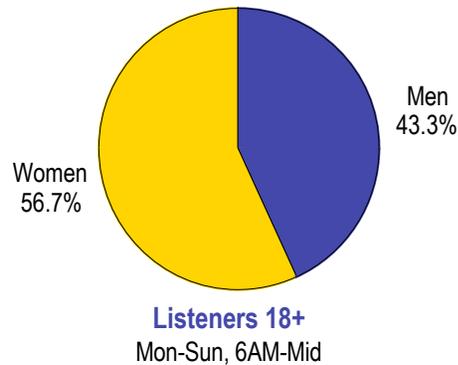
Pop CHR	5.8%
Rhythmic CHR	4.5%
Total CHR	**10.3%**

AQH Share of CHR Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

| P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
25.7%	27.1%	22.9%	14.6%	4.2%	2.4%	2.0%	1.1%

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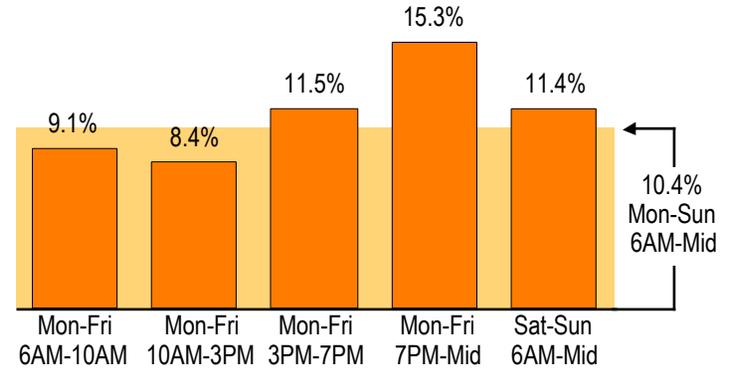Mon-Sun, 6AM-Mid

Contemporary Hit Radio

More CHR listening occurs at home (39 percent) than in the car (37 percent) or at work (19 percent).

This format has a greater share of evening listening (15.3 percent) than any other.
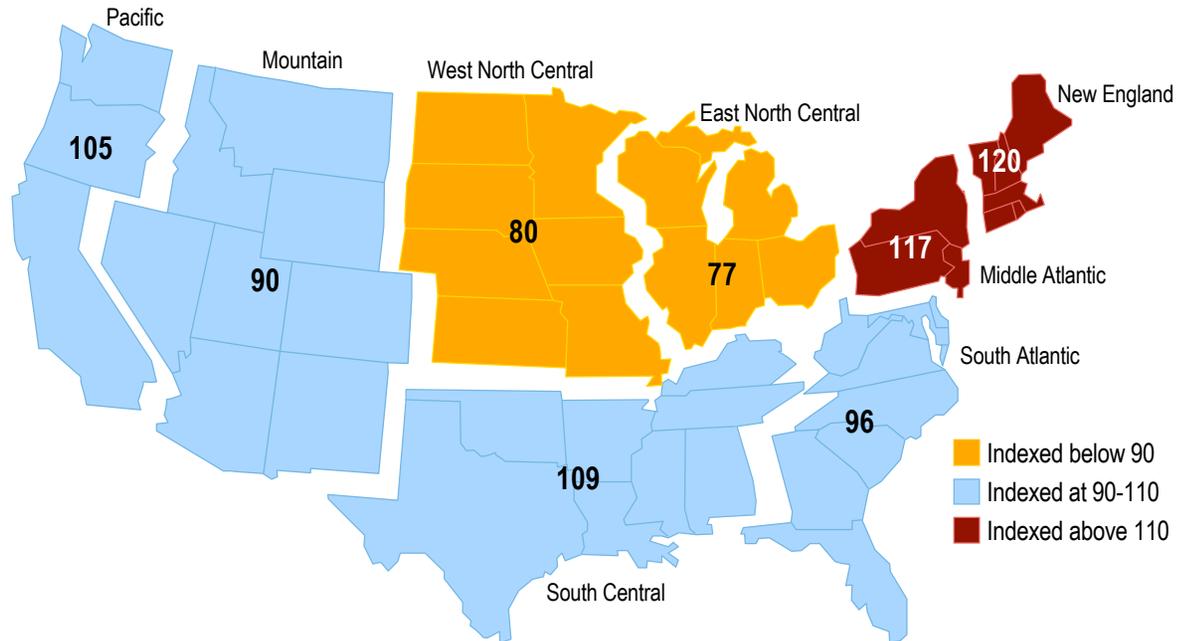
CHR performs best in the Middle Atlantic (117) and New England (120) regions.
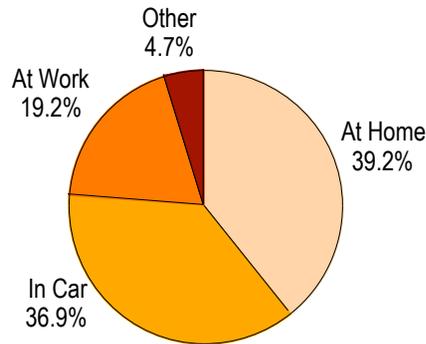
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 4.7%
- At Work 19.2%
- In Car 36.9%
- At Home 39.2%

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
9.1%	8.4%	11.5%	15.3%	11.4%

10.4% Mon-Sun 6AM-Mid

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

- Pacific 105
- Mountain 90
- West North Central 80
- East North Central 77
- New England 120
- Middle Atlantic 117
- South Atlantic 96
- South Central 109

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

Contemporary Hit Radio

About 39 percent of CHR listeners have attended some college, suggesting that many may be in the process of earning their degrees. Slightly more than one-third of CHR listeners have household incomes between $25,000 and $50,000.
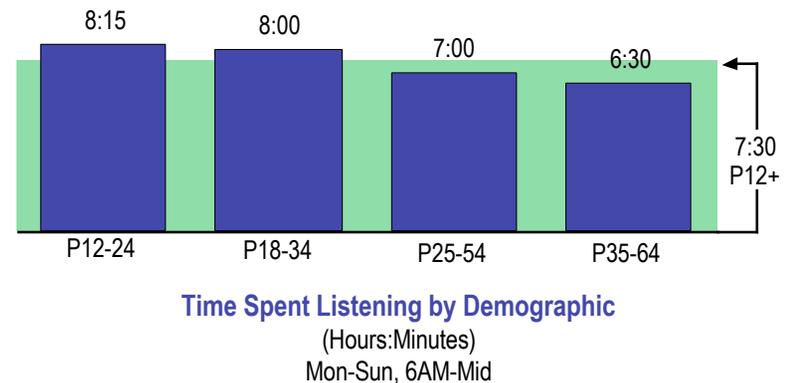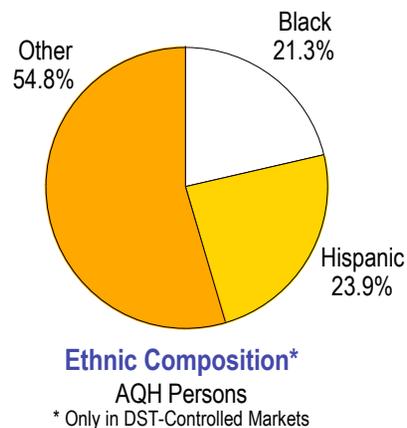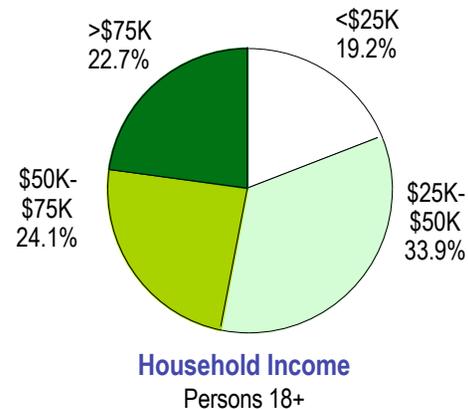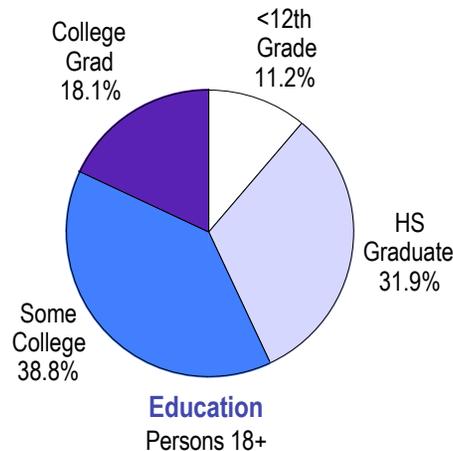
CHR has a strong ethnic following: 21 percent of listeners are black, and 24 percent are Hispanic.

Teens and young adults in the 12-24 age group spend the most time listening to CHR (8 hours and 15 minutes) each week.

CHR fans are the second most likely of all the format groups to have children in the household. This youthful crowd is 21 percent less likely than average to own their own homes.

Average Age of P1 Listeners

25

57%

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 2004.

College Grad 18.1%

<12th Grade 11.2%

HS Graduate 31.9%

Some College 38.8%

Education
Persons 18+

>$75K 22.7%

<$25K 19.2%

$50K-$75K 24.1%

$25K-$50K 33.9%

Household Income
Persons 18+

Other 54.8%

Black 21.3%

Hispanic 23.9%

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

8:15 — P12-24
8:00 — P18-34
7:00 — P25-54
6:30 — P35-64

7:30 P12+

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

Contemporary Hit Radio

Purchasing Behavior

CHR listeners are 42 percent more likely than average to live in a household that is planning to buy/lease a new SUV in the next year and 51 percent more likely to live in a family unit that is planning to buy a used one. More than 11 percent of the CHR audience are planning to purchase a wireless/cellular service for themselves in the next 12 months. CHR fans are 21 percent more likely to live in a household that spends $200+ per week on groceries.

Nearly 59 percent of CHR listeners live in a household that uses a debit card.

Leisure Activities

In-line skating, snowboarding, and team sports appeal greatly to CHR listeners. CHR listeners are movie enthusiasts, with 26 percent having gone to the movies 3+ times in the last three months. One-quarter of the people who have eaten at fast-food restaurants 5+ times in the past month are CHR fans.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

CHR Strengths
This format's listeners are more likely to:

	% of Category CHR Listeners Represent	% of CHR Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new SUV in the next 12 months	28.5%	4.9%	142
Live in a household planning to buy a used SUV in the next 12 months	30.4%	4.5%	151
Plan to purchase a wireless/cellular service for themselves in the next 12 months	28.9%	11.4%	144
Live in a household that has spent $200+ on groceries in the past 7 days	24.3%	10.3%	121
Live in a household that has/uses a debit card	24.0%	58.8%	120
Have gone in-line skating in the past 12 months	34.6%	6.6%	172
Have gone snowboarding in the past 12 months	34.5%	2.6%	172
Have played team sports in the past 12 months	31.2%	19.4%	156
Have attended movies 3+ times in the past 3 months	27.5%	26.3%	137
Have eaten at a fast-food restaurant 5+ times in the past 30 days	24.7%	62.9%	123
Have children in household	28.8%	59.6%	143

Scarborough Data

Classical

Consists of fine-arts music and talk. Includes classical compositions, opera, theater and commentary.
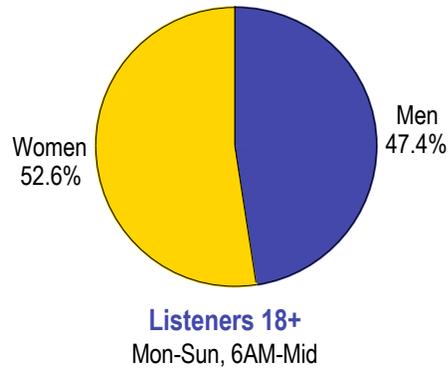
A Few Format Highlights

More than half (53 percent) of Classical's listening audience are Women 18+. Men 18+ make up the balance of 47 percent.

Adults 55+ account for 61 percent of listening to Classical stations; 35- to 54-year-olds make up an additional 29 percent. Clearly, this is a format with great appeal for middle-aged and older adults.
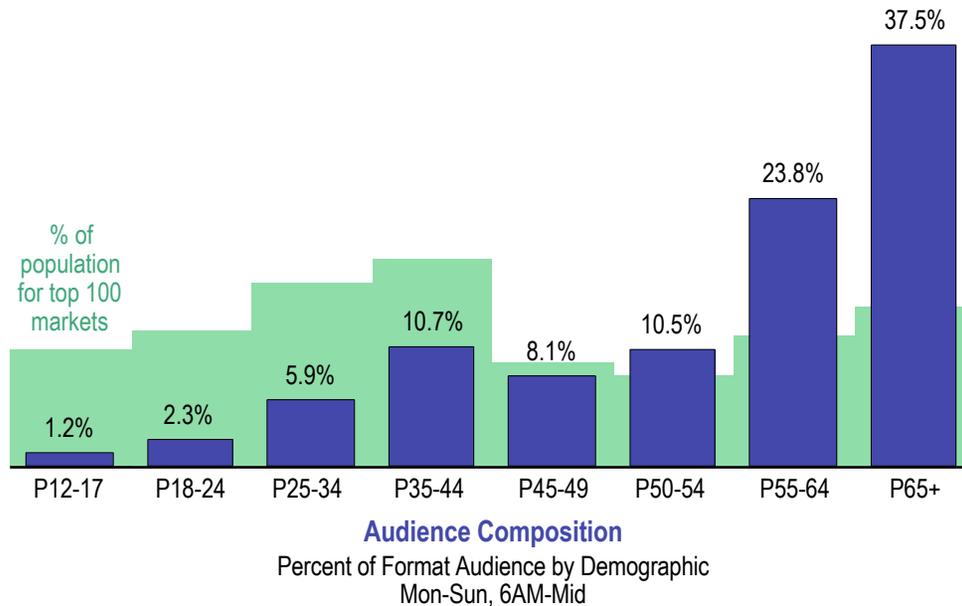
Classical Stations
291
13,838
Total Stations

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

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Men
47.4%

Women
52.6%

Listeners 18+
Mon-Sun, 6AM-Mid

Total Classical	2.2%

AQH Share of Classical Format
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

37.5%

23.8%

10.7%

8.1%

10.5%

5.9%

1.2%

2.3%

P12-17 P18-24 P25-34 P35-44 P45-49 P50-54 P55-64 P65+

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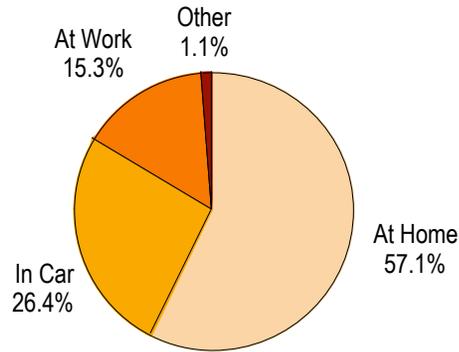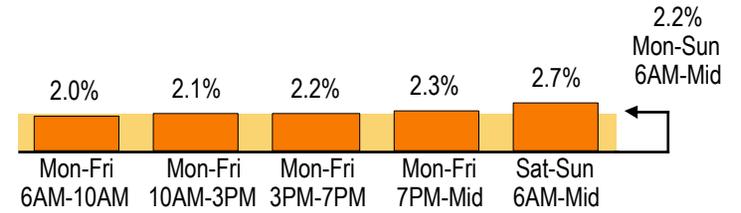Mon-Sun, 6AM-Mid

Classical

Fifty-seven percent of all Classical listening is done at home.

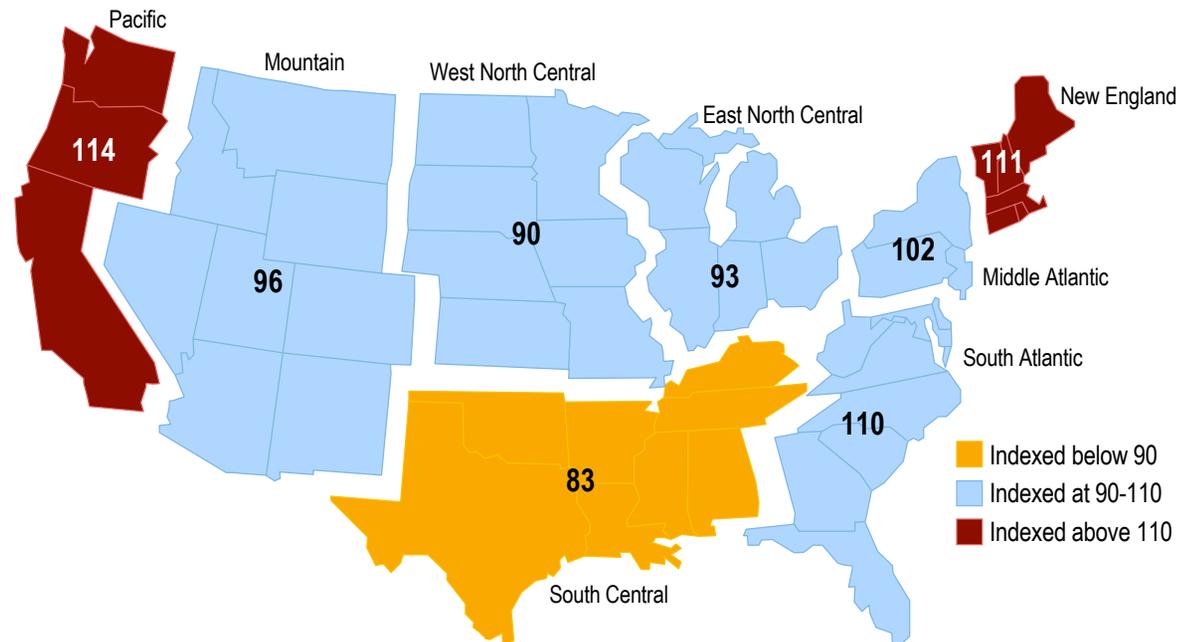Classical listening peaks in the evenings and on weekends.

New Englanders and people in the South Atlantic and Pacific regions are more likely to listen to Classical than the average listener.

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

Other 1.1%
At Work 15.3%
At Home 57.1%
In Car 26.4%

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	Mon-Sun 6AM-Mid
2.0%	2.1%	2.2%	2.3%	2.7%	2.2%

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

Pacific 114
Mountain 96
West North Central 90
East North Central 93
West North Central 90
Middle Atlantic 102
New England 111
South Atlantic 110
South Central 83

Indexed below 90
Indexed at 90-110
Indexed above 110

Classical

Sixty-four percent of classical listeners are college graduates, the largest proportion of any format group. Classical fans are also the most affluent, with 40 percent earning more than $75,000 per year.
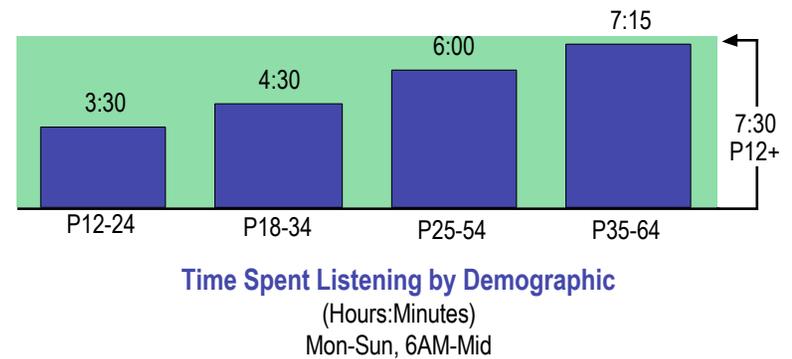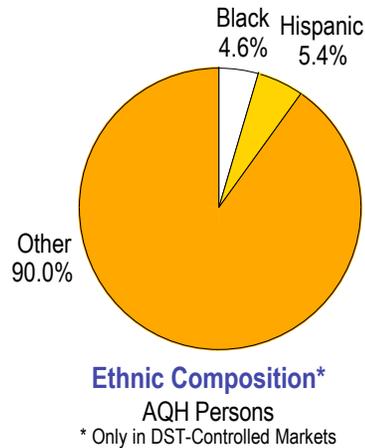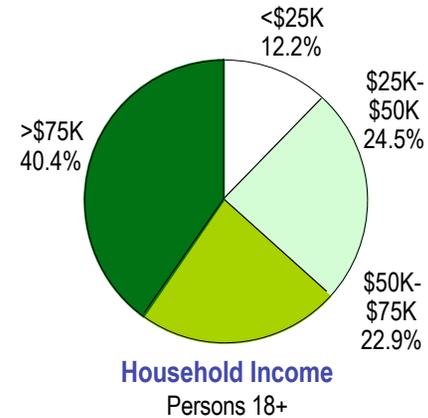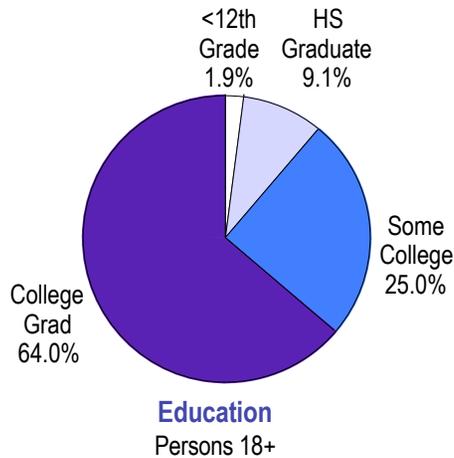
About five percent of the Classical audience are black, and approximately the same percentage are Hispanic.

Older Classical listeners in the 35-64 age group spend the most time listening: 7 hours and 15 minutes per week.

Classical listeners are the least likely of any format group to have children in the household. Seventy-eight percent own their own homes, a percentage that is second only to News/Talk/Information.

Average Age of P1 Listeners
56
71%
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 2004.

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Education
Persons 18+

- <12th Grade 1.9%
- HS Graduate 9.1%
- Some College 25.0%
- College Grad 64.0%

Household Income
Persons 18+

- <$25K 12.2%
- $25K-$50K 24.5%
- $50K-$75K 22.9%
- >$75K 40.4%

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

- Black 4.6%
- Hispanic 5.4%
- Other 90.0%

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

- P12-24: 3:30
- P18-34: 4:30
- P25-54: 6:00
- P35-64: 7:15
- P12+: 7:30

Classical

Purchasing Behavior

Classical fans are 18 percent more likely than the norm to live in a household that is planning to purchase a new full-size or midsize car in the next 12 months. They are 28 percent more likely to reside in a household that is planning to purchase a second or vacation home in the next 12 months. Their households buy groceries at rates that closely parallel the national average.

Classical fans are the most likely of any format to live in a household that has an Individual Retirement Account.

Leisure Activities

Classical fans are more apt to go hiking/backpacking (48 percent more likely) and snow-skiing (49 percent more likely) than the norm. Almost one-quarter of Classical listeners have gone to the movies 3+ times in the past three months. They patronize fast-food restaurants at rates well below the national average.

Classical Strengths
This format's listeners are more likely to:

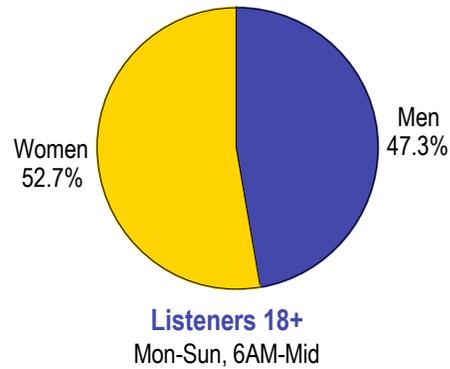|	% of Category Classical Listeners Represent	% of Classical Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new full-size car in the next 12 months	6.4%	1.3%	118
Live in a household planning to purchase/lease a new midsize car in the next 12 months	6.4%	2.8%	118
Live in a household planning to buy a second or vacation home in the next 12 months	6.9%	1.6%	128
Live in a household that has an IRA	8.6%	31.2%	159
Have gone hiking/backpacking in the past 12 months	8.0%	19.2%	148
Have gone snow-skiing in the past 12 months	8.0%	7.1%	149
Have attended movies 3+ times in the past 3 months	6.9%	24.8%	129
Own residence	6.1%	77.6%	113

Scarborough Data

Country

Includes traditional and modern country music.

A Few Format Highlights

Total AQH listening for adult women (53 percent) is slightly higher than for men (47 percent).
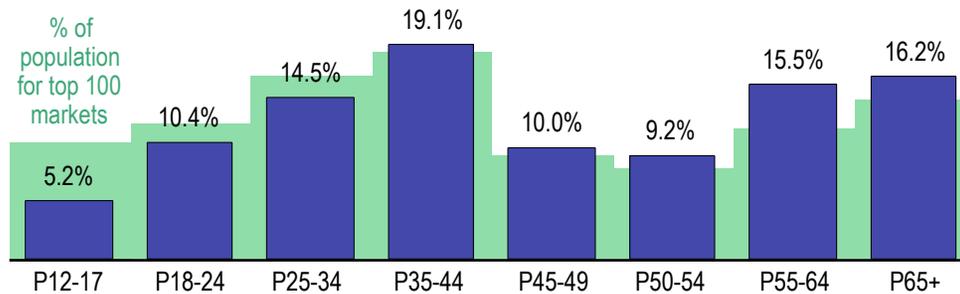
Country has broad appeal among adults of all ages. Nineteen percent of Country listeners are Adults 35-44, representing the largest concentration in any single age group.

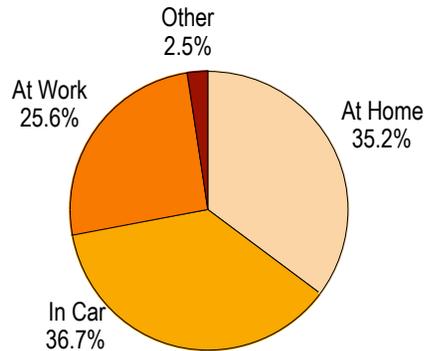| Country Stations |
|:---:|
| **2,066** |
| **13,838** |
| Total Stations |

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Women 52.7%
Men 47.3%

Listeners 18+
Mon-Sun, 6AM-Mid

Country	12.0%
Classic Country	0.8%
New Country	0.4%
Total Country	**13.2%**

AQH Share of Country Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17: 5.2%
P18-24: 10.4%
P25-34: 14.5%
P35-44: 19.1%
P45-49: 10.0%
P50-54: 9.2%
P55-64: 15.5%
P65+: 16.2%

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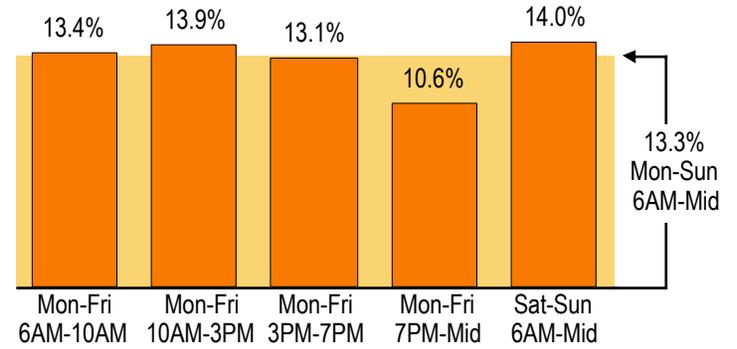Mon-Sun, 6AM-Mid

© 2005 Arbitron Inc.

Country

Country listeners tend to split most of their listening between home and the car.

Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.
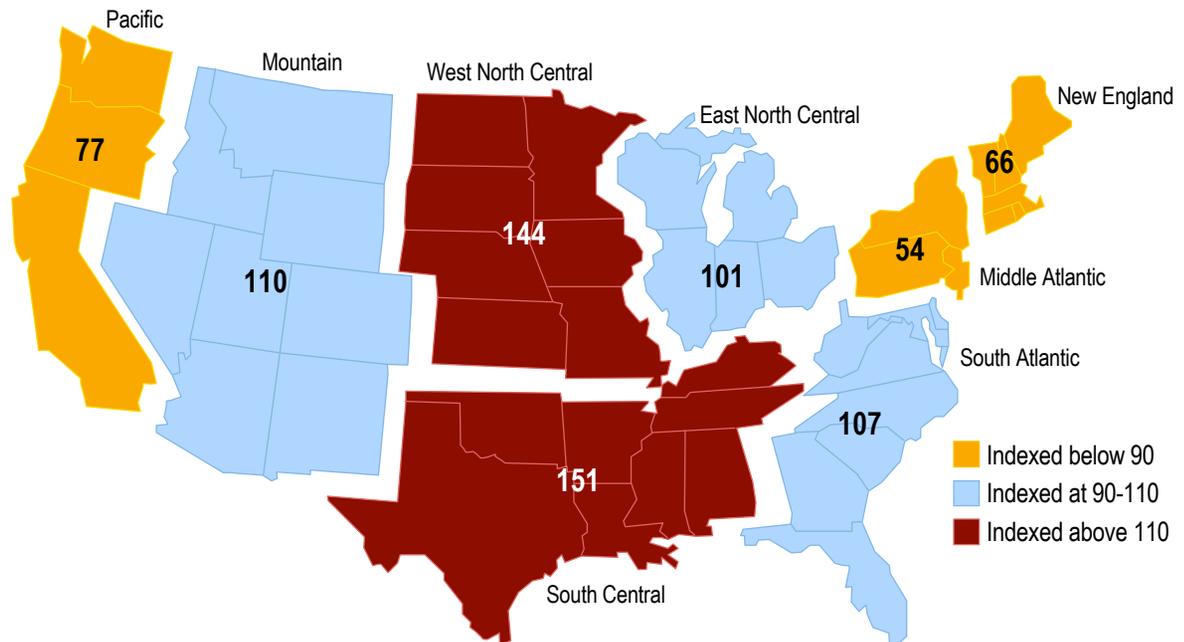
The largest audiences for Country are found in the South Central and West North Central regions.

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

- Other 2.5%
- At Home 35.2%
- In Car 36.7%
- At Work 25.6%

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
13.4%	13.9%	13.1%	10.6%	14.0%

13.3% Mon-Sun 6AM-Mid

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

- Pacific 77
- Mountain 110
- West North Central 144
- East North Central 101
- New England 66
- Middle Atlantic 54
- South Atlantic 107
- South Central 151

Indexed below 90
Indexed at 90-110
Indexed above 110

Country

Nearly 39 percent of Country listeners are high school graduates, while more than 48 percent have gone on to attend some college or to earn their degrees. Thirty-six percent of Country listeners have household incomes between $25,000 and $50,000.
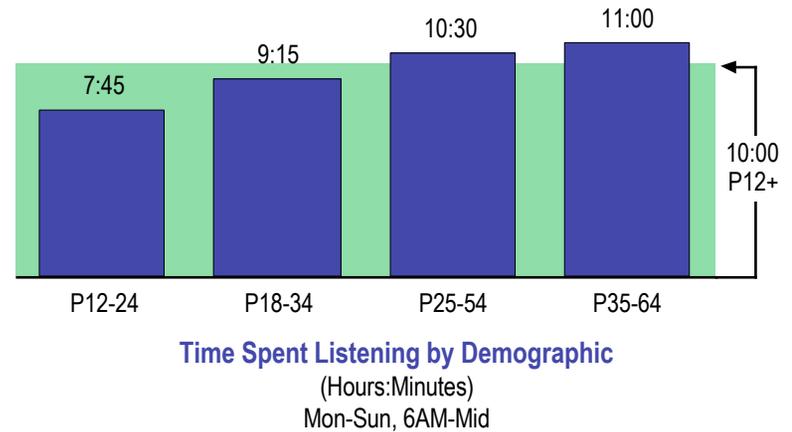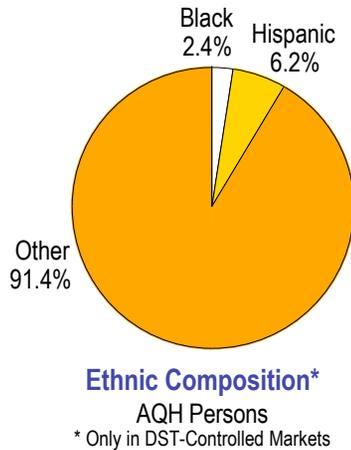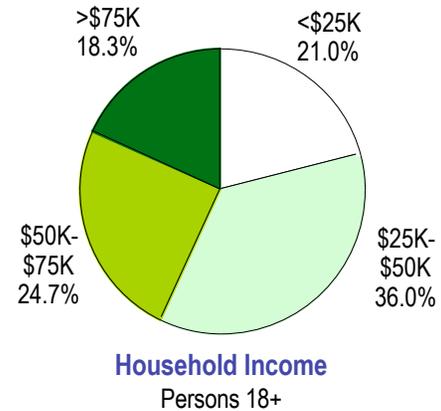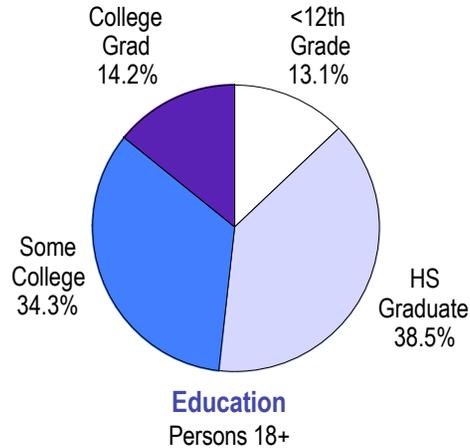
Blacks account for two percent of the Country audience, while Hispanics compose six percent.

Country fans in the 35-64 age group spend the most time listening: 11 hours per week.

They are six percent more likely than the norm to have children in the household and 11 percent more likely to own their own homes.

Average Age of P1 Listeners

47

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 2004.

Education
Persons 18+

College Grad 14.2%
<12th Grade 13.1%
Some College 34.3%
HS Graduate 38.5%

Household Income
Persons 18+

>$75K 18.3%
<$25K 21.0%
$50K-$75K 24.7%
$25K-$50K 36.0%

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

Black 2.4%
Hispanic 6.2%
Other 91.4%

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

P12-24 7:45
P18-34 9:15
P25-54 10:30
P35-64 11:00

10:00 P12+

Country

Purchasing Behavior

Twenty-eight percent of the people whose households are planning to purchase/lease a new pickup truck in the next year are Country fans. Country listeners are 11 percent more likely than the norm to live in a household that is planning to subscribe to satellite TV in the next 12 months. Their households spend $104 on groceries weekly, which is just about on par with the national average.

Country fans are the most likely of any format group to live in a household that has an auto loan.

Leisure Activities

Country fans are 63 percent more likely than average to go hunting. They also enjoy fishing and camping at rates well above the norm. They go to new movies less frequently than the general population. About 55 percent have eaten at fast-food restaurants 5+ times in the past month.

Country Strengths
This format's listeners are more likely to:

	% of Category Country Listeners Represent	% of Country Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new pickup truck in the next 12 months	27.7%	3.0%	130
Live in a household planning to subscribe to satellite TV in the next 12 months	23.7%	4.1%	111
Live in a household that has an auto loan	26.5%	29.4%	125
Have gone hunting in the past 12 months	34.6%	13.0%	163
Have gone fishing in the past 12 months	27.5%	29.7%	130
Have gone camping in the past 12 months	27.0%	25.3%	127
Have eaten at a fast-food restaurant 5+ times in the past 30 days	23.0%	55.3%	108
Have children in household	22.5%	44.0%	106
Own residence	26.3%	76.3%	111

Scarborough Data

New AC/ Smooth Jazz

Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

A Few Format Highlights
NAC/Smooth Jazz has a slightly higher number of Adult Women 18+ than Adult Men 18+ in its audience.

Adults 35+ make up the core of NAC/Smooth Jazz's audience (86.5 percent).

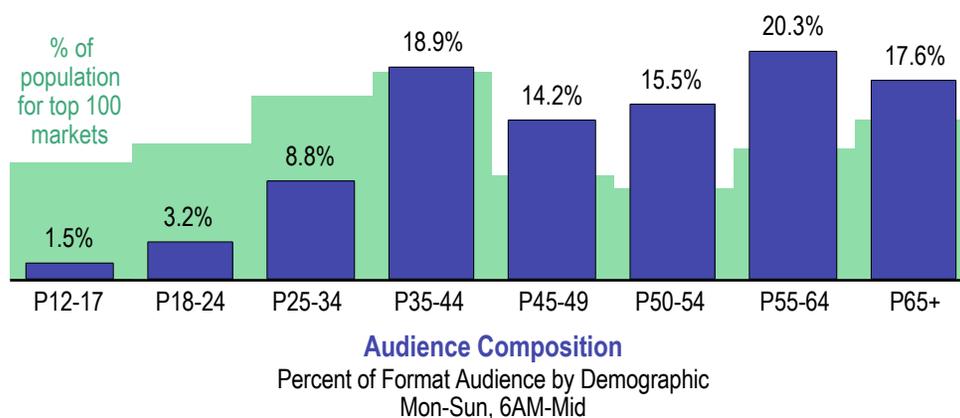| New AC/Smooth Jazz Stations |
|:---:|
| **141** |
| **13,838** |
| Total Stations |

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Pie Chart

Women 51.6%
Men 48.4%

Listeners 18+
Mon-Sun, 6AM-Mid
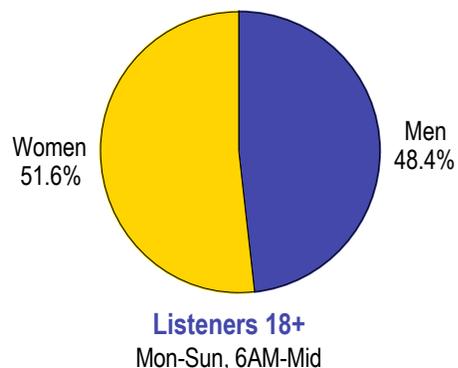
New AC/Smooth Jazz	1.8%
Jazz	0.4%
Total New AC/Smooth Jazz	**2.3%**

AQH Share of New AC/Smooth Jazz Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
1.5%	3.2%	8.8%	18.9%	14.2%	15.5%	20.3%	17.6%

Audience Composition
Percent of Format Audience by Demographic
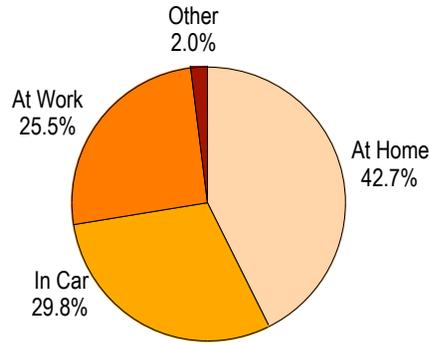Mon-Sun, 6AM-Mid
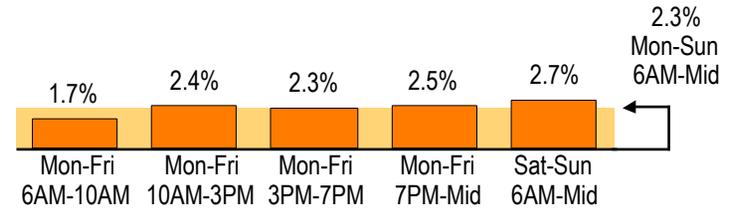
New AC/ Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (43 percent) than at work (26 percent) or in their cars (30 percent).

Listeners tune in to NAC/Smooth Jazz pretty evenly across the dayparts. Weekday mornings from 6AM to 10AM have the smallest audience.
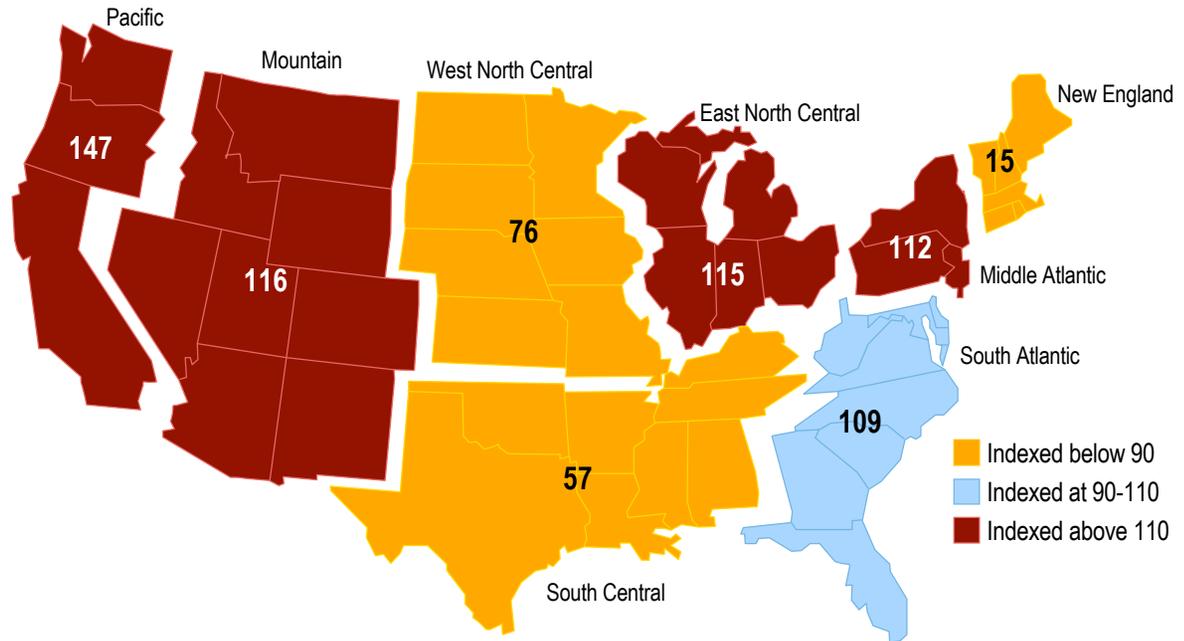
NAC/Smooth Jazz is most popular among listeners in the Pacific region, where they are 47 percent more likely to tune in than the average listener.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

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Other
2.0%

At Work
25.5%

At Home
42.7%

In Car
29.8%

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

1.7%   2.4%   2.3%   2.5%   2.7%

2.3%
Mon-Sun
6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid

AQH Share of Listening by Daypart
Persons 12+

Pacific 147

Mountain 116

West North Central 76

East North Central 115

Middle Atlantic 112

New England 15

South Atlantic 109

South Central 57

Indexed below 90
Indexed at 90-110
Indexed above 110

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

New AC/ Smooth Jazz

Nearly 37 percent of New AC/Smooth Jazz listeners are college graduates. Thirty-three percent earn more than $75,000 per year.
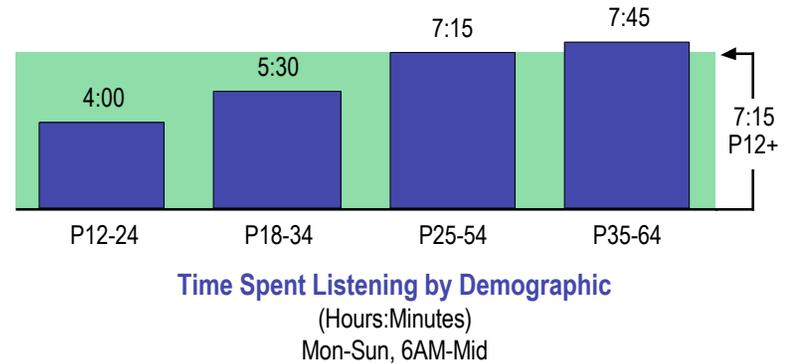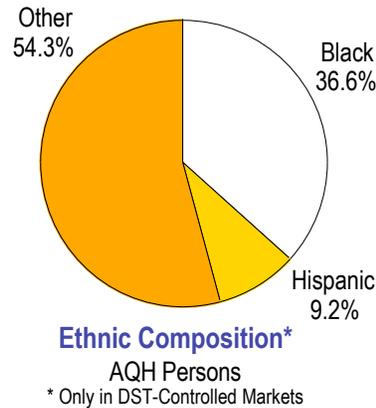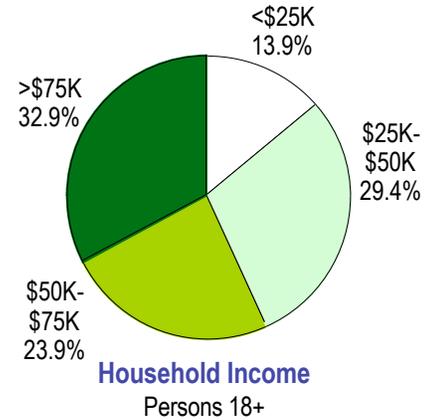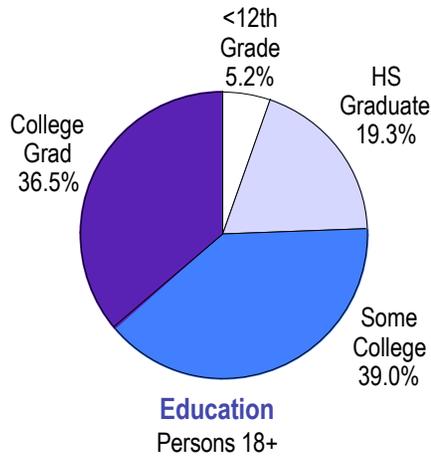
New AC/Smooth Jazz is popular among black listeners, who compose 37 percent of the audience.

Fans ages 35-64 listen the longest: 7 hours and 45 minutes per week.

NAC/Smooth Jazz listeners own their own homes and have children in the household at rates that closely reflect the national average.

Average Age of P1 Listeners
51
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 2004.

Education
Persons 18+

- <12th Grade 5.2%
- HS Graduate 19.3%
- Some College 39.0%
- College Grad 36.5%

Household Income
Persons 18+

- <$25K 13.9%
- $25K-$50K 29.4%
- $50K-$75K 23.9%
- >$75K 32.9%

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

- Other 54.3%
- Black 36.6%
- Hispanic 9.2%

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

- P12-24: 4:00
- P18-34: 5:30
- P25-54: 7:15
- P35-64: 7:45
- 7:15 P12+

New AC/ Smooth Jazz

Purchasing Behavior

NAC/Smooth Jazz listeners are 56 percent more likely than average to live in a household that is planning to buy/lease a new luxury vehicle in the next 12 months, and 46 percent more likely to live in a home that is planning to buy a used one. They are more likely than any format group to reside in a household that is planning to purchase a second or vacation home in the next 12 months. Their households are 12 percent more likely than the norm to have spent $200+ in the past week on groceries.

NAC/Smooth Jazz listeners reside in households that consume all types of financial products/services at rates well above the national average.

Leisure Activities

NAC/Smooth Jazz listeners participate in free weights/circuit training and tennis at rates well above the norm. They are 34 percent more likely than the general population to have attended movies 3+ times in the past three months. They patronize fast-food restaurants at rates that closely parallel the national average.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

New AC/Smooth Jazz Strengths
This format's listeners are more likely to:

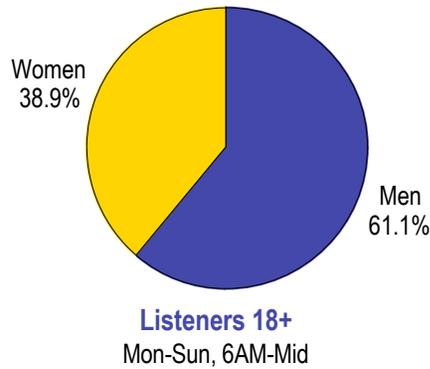|	% of Category New AC/Smooth Jazz Listeners Represent	% of New AC/Smooth Jazz Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new luxury vehicle in the next 12 months	8.9%	2.7%	156
Live in a household planning to purchase/lease a used luxury vehicle in the next 12 months	8.3%	1.6%	146
Live in a household planning to buy a second or vacation home in the next 12 months	8.4%	1.9%	147
Live in a household that has spent $200+ on groceries in the past 7 days	6.4%	9.6%	112
Live in a household that has a money market account	6.9%	27.3%	122
Live in a household that invests in bonds	6.8%	21.5%	120
Have participated in free weights/circuit training in the past 12 months	7.2%	24.7%	127
Have played tennis in the past 12 months	7.5%	6.7%	132
Have attended movies 3+ times in the past 3 months	7.6%	25.8%	134

Scarborough Data

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News/Talk/ Information

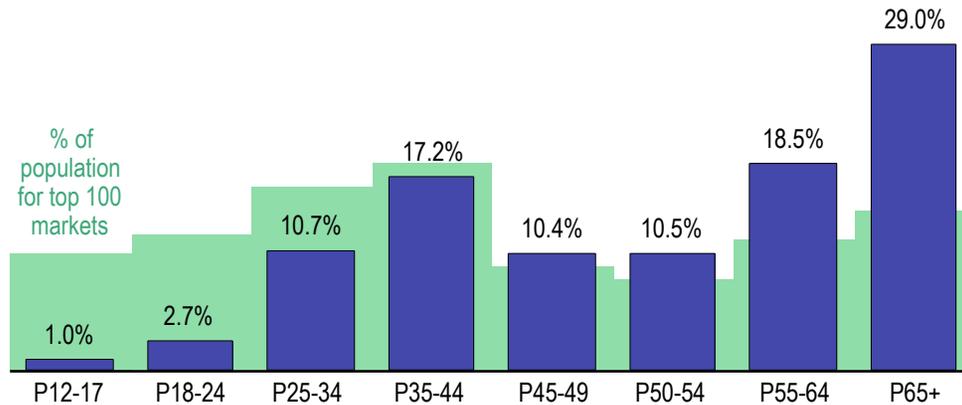Includes news, business news, talk and sports formats.

A Few Format Highlights
Sixty-one percent of the News/Talk/Information audience are Men 18+; 39 percent are Women 18+. More than a quarter of all News/Talk/Information listeners are Adults 65+.

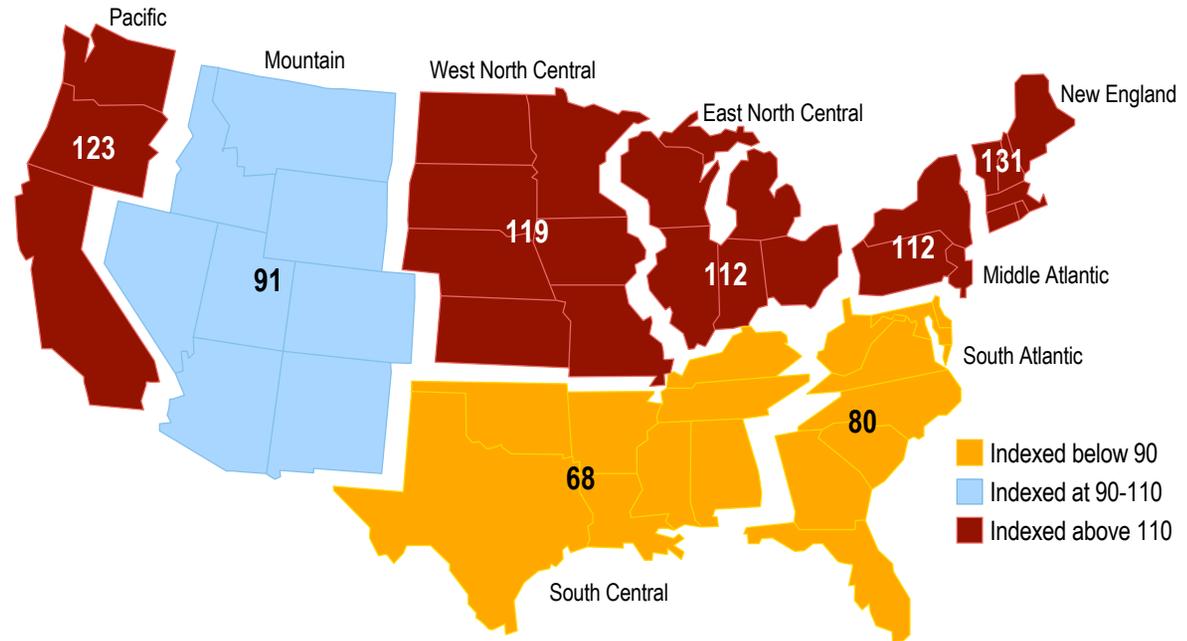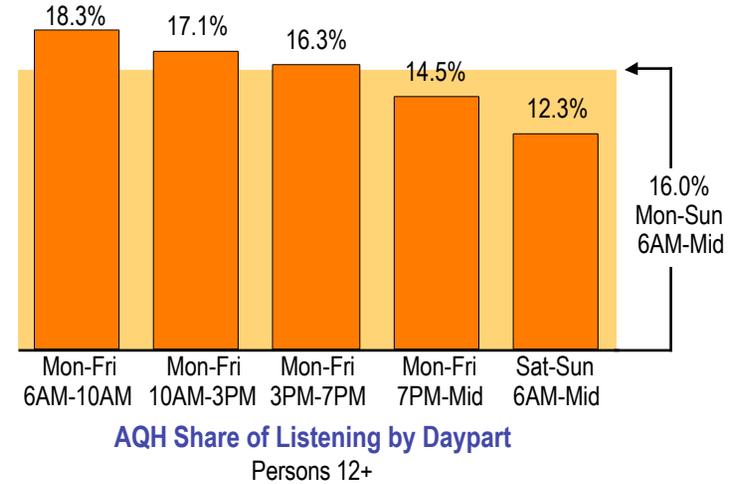|	
News/Talk/Information Stations	
2,179	
13,838	
Total Stations	

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Women 38.9%

Men 61.1%

Listeners 18+
Mon-Sun, 6AM-Mid

News/Talk	10.6%
All News	1.5%
All Sports	2.0%
Talk/Personality	1.8%
Total News/Talk/Information	**15.9%**

**AQH Share of
News/Talk/Information Formats**
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

29.0%

18.5%

17.2%

10.7%

10.4%

10.5%

1.0%

2.7%

P12-17 P18-24 P25-34 P35-44 P45-49 P50-54 P55-64 P65+

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

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News/Talk/ Information

Almost half of News/Talk/ Information listening occurs at home. More than one-third of News/Talk/Information listening takes place in cars.

Tops in morning drive time, News/Talk/Information has the largest share of listeners tuning in from 6AM to 10AM of any format.

This format performs best in the New England (131) and Pacific (123) regions.
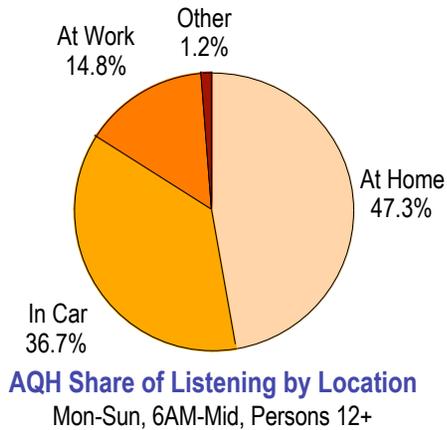
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

Other 1.2%
At Work 14.8%
At Home 47.3%
In Car 36.7%

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
18.3%	17.1%	16.3%	14.5%	12.3%

16.0% Mon-Sun 6AM-Mid

Pacific 123
Mountain 91
West North Central 119
East North Central 112
New England 131
Middle Atlantic 112
South Atlantic 80
South Central 68

Indexed below 90
Indexed at 90-110
Indexed above 110

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

News/Talk/ Information

Forty-three percent of News/Talk/Information (NTI) listeners hold college degrees, the second highest percentage among the format groups. Almost two-thirds have household incomes of $50,000+.
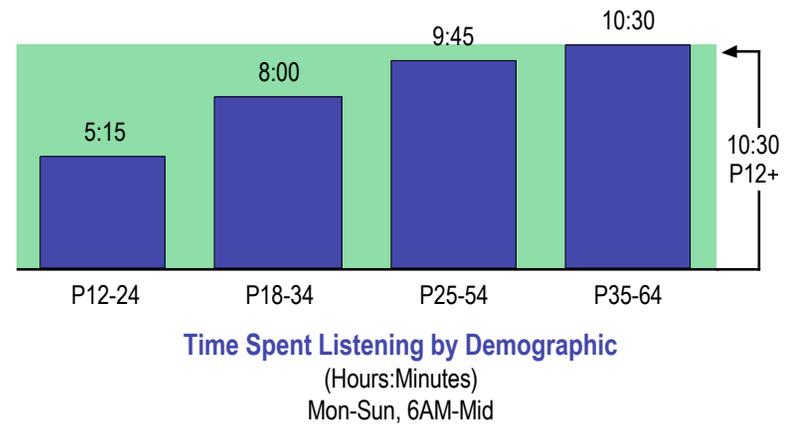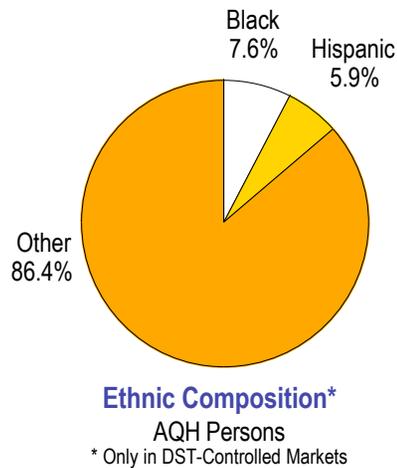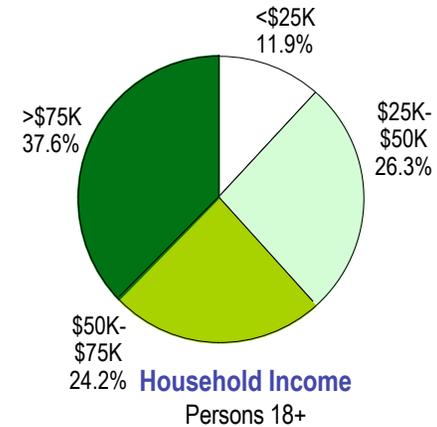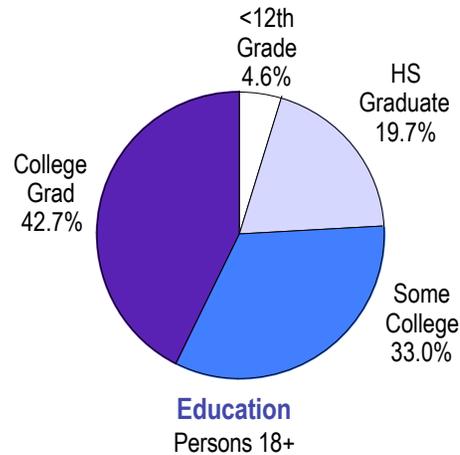
Eight percent of the NTI audience are black and six percent are Hispanic.

Listeners tune in to NTI for an average of 10 and a half hours per week.

NTI fans are the most likely of any format group to own their own homes. They are much less likely (15 percent) than the typical consumer to have children in the household.

Average Age of P1 Listeners
54
59%
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 2004.

Education
Persons 18+

- <12th Grade 4.6%
- HS Graduate 19.7%
- Some College 33.0%
- College Grad 42.7%

Household Income
Persons 18+

- <$25K 11.9%
- $25K-$50K 26.3%
- $50K-$75K 24.2%
- >$75K 37.6%

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

- Black 7.6%
- Hispanic 5.9%
- Other 86.4%

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

- P12-24: 5:15
- P18-34: 8:00
- P25-54: 9:45
- P35-64: 10:30
- 10:30 P12+

News/Talk/ Information

Purchasing Behavior

Over 37 percent of those whose households are planning to buy/lease a new luxury vehicle in the next 12 months are News/Talk /Information (NTI) buffs. NTI listeners are 10 percent more likely than the norm to live in a household that is planning to purchase a digital camera in the next year. Their households spend an average of $107 weekly on groceries, which is slightly above the norm.

NTI fans are 46 percent more likely than average to live in a household that has a money market account.

Leisure Activities

About 40 percent of those who have played golf and/or gone snow-skiing in the past 12 months are NTI listeners. NTI buffs are 11 percent more likely than the norm to have gone to the movies 3+ times in the past three months. They patronize fast-food restaurants less often than the average consumer.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

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News/Talk/Information Strengths
This format's listeners are more likely to:

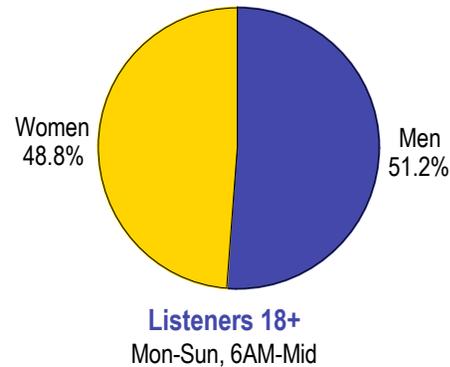|	% of Category News/Talk/Info Listeners Represent	% of News/Talk/ Info Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new luxury vehicle in the next 12 months	37.3%	2.2%	130
Live in a household planning to purchase a digital camera in the next 12 months	31.4%	12.3%	110
Live in a household that has spent $200+ on groceries in the past 7 days	31.4%	9.3%	109
Live in a household that has a money market account	41.9%	23.1%	146
Have played golf in the past 12 months	40.4%	20.6%	141
Have gone snow-skiing in the past 12 months	39.5%	6.5%	138
Have attended movies 3+ times in the past 3 months	31.9%	21.4%	111
Own residence	33.0%	78.9%	115

Scarborough Data

Oldies

Specializes in Rock-era oldies, including '70s hits and Rhythmic Oldies, usually those played on Top 40 stations.

A Few Format Highlights

Oldies has just about an equal number of Adult Women 18+ and Adult Men 18+.

Twenty-one percent of the Oldies audience is composed of Adults 55-64. Over half of Oldies listeners are Adults 35-54. Oldies and New AC/Smooth Jazz have the largest share of listeners (roughly 30 percent) aged 45-54.

Oldies Stations
1,060
13,838
Total Stations

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

© 2005 Arbitron Inc.

Women 48.8% / **Men 51.2%**

Listeners 18+
Mon-Sun, 6AM-Mid

Oldies	5.0%
'80s Hits	0.4%
Classic Hits	1.4%
Rhythmic Oldies	0.4%
Total Oldies	**7.1%**

AQH Share of Oldies Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

| P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
2.7%	6.1%	9.4%	18.1%	15.5%	16.6%	21.2%	10.4%
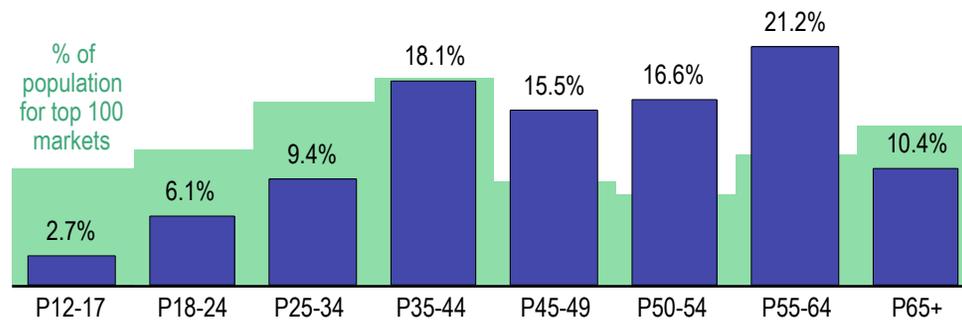
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Oldies

Oldies listeners listen in various locations: at work (32 percent), in their cars (35 percent) and at home (31 percent).
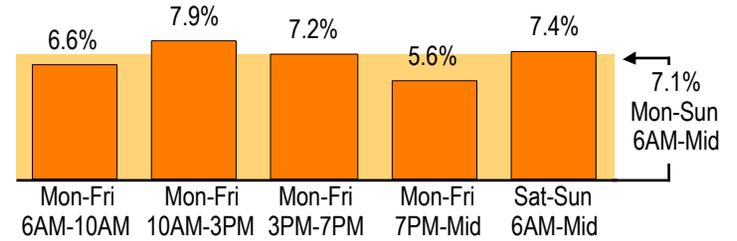
The most popular dayparts for listening to Oldies are weekdays 10AM-3PM and weekends.

This format performs best in New England (123) and the East North Central (122) and West North Central (117) regions.
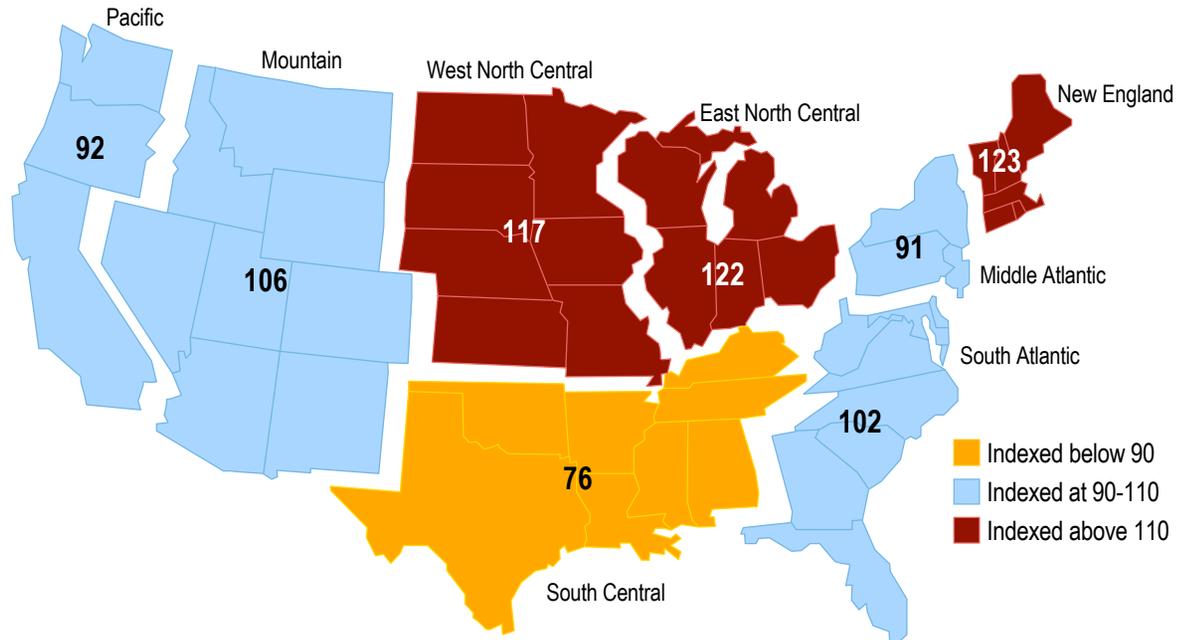
AQH Share of Listening by Location
Other 2.5%
At Home 31.2%
At Work 31.6%
In Car 34.7%
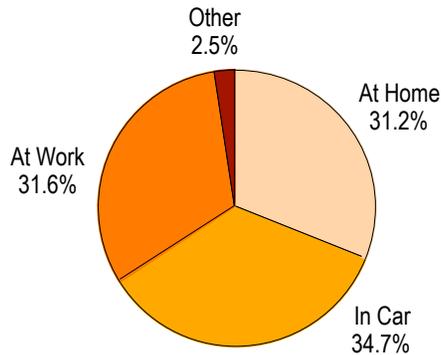
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

AQH Share of Listening by Daypart

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
6.6%	7.9%	7.2%	5.6%	7.4%

7.1% Mon-Sun 6AM-Mid

AQH Share of Listening by Daypart
Persons 12+

Audience Share by Region

Pacific **92**
Mountain **106**
West North Central **117**
East North Central **122**
New England **123**
Middle Atlantic **91**
South Atlantic **102**
South Central **76**

Indexed below 90
Indexed at 90-110
Indexed above 110

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

Oldies

About 60 percent of the Oldies audience have gone beyond the high-school level. Nearly one-third have household incomes between $25,000 and $50,000.
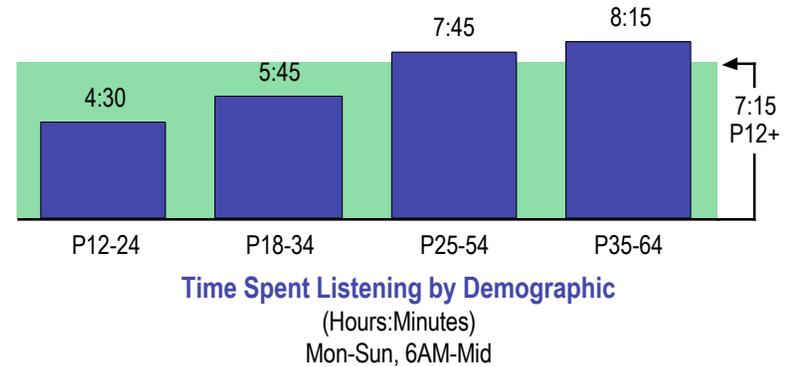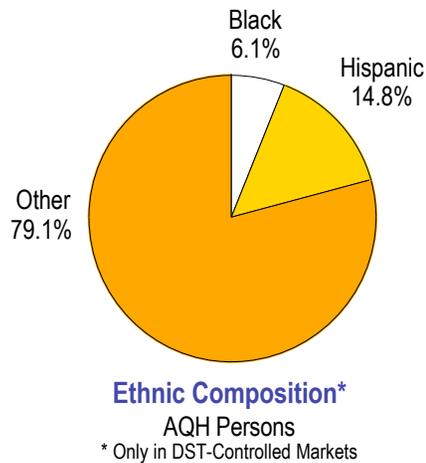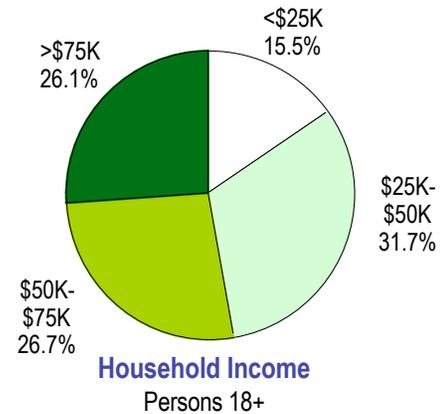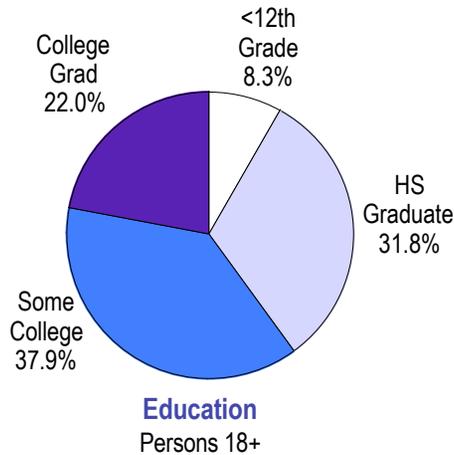
Hispanics represent 15 percent of the Oldies audience. Blacks account for six percent.

Fans in the 25-54 and 35-64 age groups spend about eight hours per week listening to their favorite Oldies stations.

Oldies listeners are nine percent more likely than average to own their own homes. They are about as likely as the typical American to have children in the household.

Average Age of P1 Listeners
49

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 2004.

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Education
Persons 18+

- <12th Grade 8.3%
- HS Graduate 31.8%
- Some College 37.9%
- College Grad 22.0%

Household Income
Persons 18+

- <$25K 15.5%
- $25K-$50K 31.7%
- $50K-$75K 26.7%
- >$75K 26.1%

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

- Black 6.1%
- Hispanic 14.8%
- Other 79.1%

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

- P12-24: 4:30
- P18-34: 5:45
- P25-54: 7:45
- P35-64: 8:15
- 7:15 P12+

Oldies

Purchasing Behavior

Oldies listeners are 26 percent more likely than average to live in a household that is planning to purchase/lease a new compact car in the next 12 months. They are 23 percent more likely than average to live in a household that is planning to purchase a second or vacation home in the next year. Their households spend about $107 weekly on groceries—a figure that is slightly above average.

Oldies fans account for 20 percent of the people whose households have home equity loans.

Leisure Activities

Oldies listeners are more likely to have gone golfing and powerboating in the past month than the general population. They are slightly more likely to have gone to the movies 3+ times in the past three months than the typical American. Oldies fans have eaten at fast-food restaurants slightly more often than the average consumer.

Oldies Strengths
This format's listeners are more likely to:

	% of Category Oldies Listeners Represent	% of Oldies Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new compact car in the next 12 months	19.9%	1.4%	126
Live in a household planning to buy a second or vacation home in the next 12 months	19.4%	1.6%	123
Live in a household that has spent $200+ on groceries in the past 7 days	17.0%	9.2%	108
Live in a household that has a home equity loan	20.4%	14.6%	130
Have gone golfing in the past 12 months	18.0%	16.7%	114
Have gone powerboating in the past 12 months	20.1%	9.8%	128
Have attended movies 3+ times in the past 3 months	16.8%	20.5%	107
Have eaten at fast-food restaurant 5+ times in the past 30 days	16.6%	53.9%	105
Own residence	17.2%	74.9%	109

Scarborough Data

Religious

Includes Gospel and "Contemporary Christian" formats as well as non-music-based religious stations specializing in "teaching programs."

A Few Format Highlights

Religious has a large share of Women 18+ (almost 65 percent) in its audience.

Almost one-quarter of this format's audience is Adults 35-44. Nearly one-third of the audience is Adults 55+.
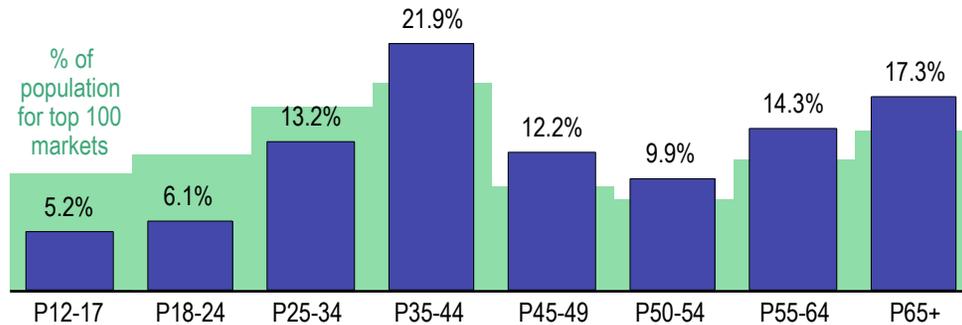
Religious Stations
2,014
13,838
Total Stations

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Men 35.4%

Women 64.6%

Listeners 18+
Mon-Sun, 6AM-Mid
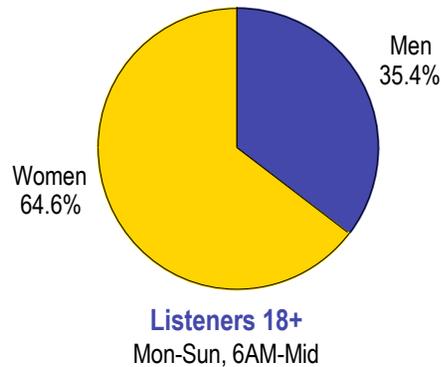
Religious +	1.7%
Contemporary Christian	2.2%
Gospel	0.8%
Southern Gospel	0.3%
Contemporary Inspirational	0.4%
Total Religious	**5.5%**

AQH Share of Religious Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
5.2%	6.1%	13.2%	21.9%	12.2%	9.9%	14.3%	17.3%

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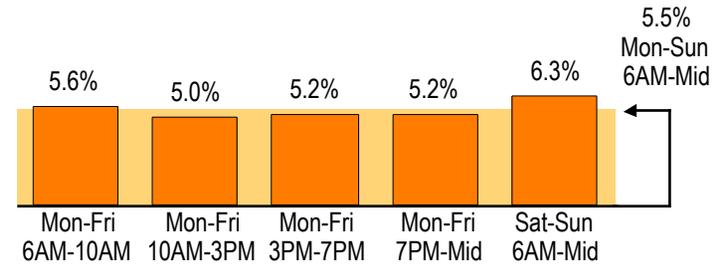Mon-Sun, 6AM-Mid

© 2005 Arbitron Inc.

Religious

Nearly half (46 percent) of Religious radio listening occurs at home, and over one-third (39 percent) occurs in cars.

The largest share of listeners tunes in to Religious stations on the weekend.
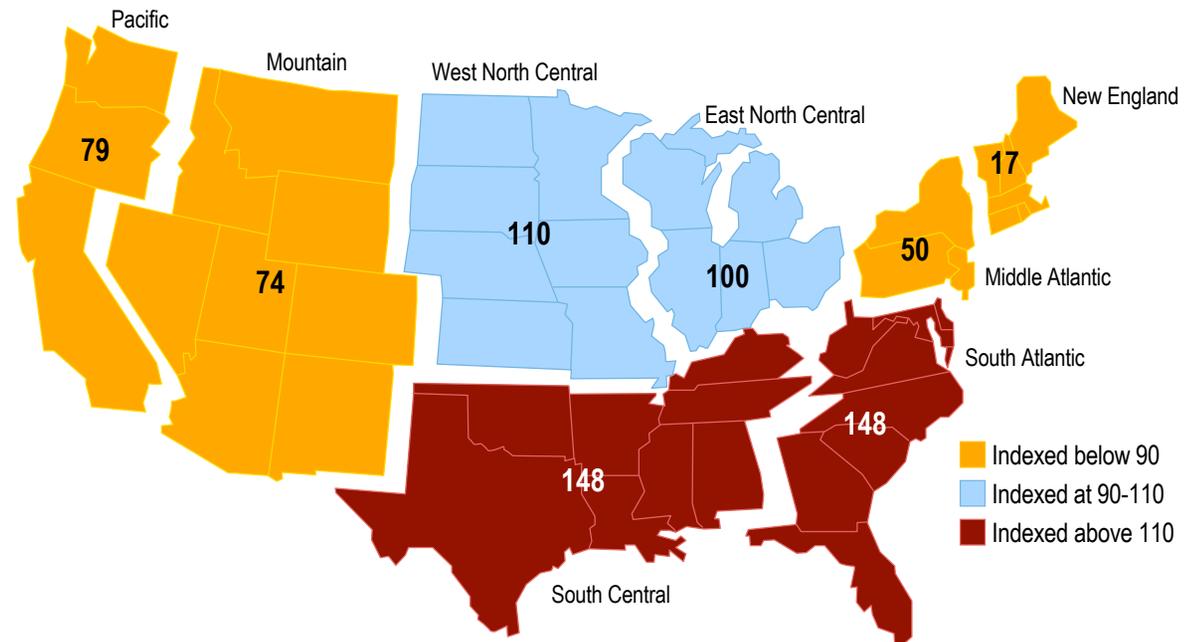
The Religious format has high audience shares in the South Atlantic (148) and South Central (148) regions.
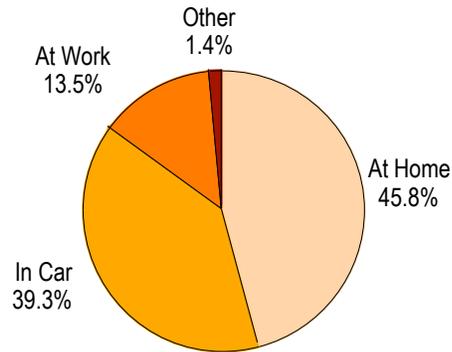
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 1.4%
- At Work 13.5%
- At Home 45.8%
- In Car 39.3%

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
5.6%	5.0%	5.2%	5.2%	6.3%

5.5% Mon-Sun 6AM-Mid

Pacific 79
Mountain 74
West North Central 110
East North Central 100
New England 17
Middle Atlantic 50
South Atlantic 148
South Central 148

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

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

Religious

Sixty-two percent of Religious listeners have either attended some college or hold a college degree. About 57 percent earn less than $50,000 per year.

Religious stations are popular among black listeners, who compose 34 percent of the audience.

Religious format enthusiasts in the 35-64 age group spend the most time listening: nine and a half hours per week.

About three-fourths of all Religious fans own their own homes, a proportion that is slightly above the national average. They are 19 percent more likely than the typical American to have children in the household.
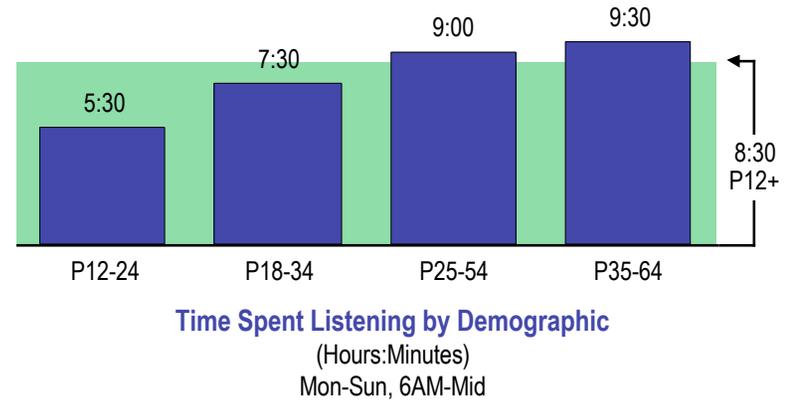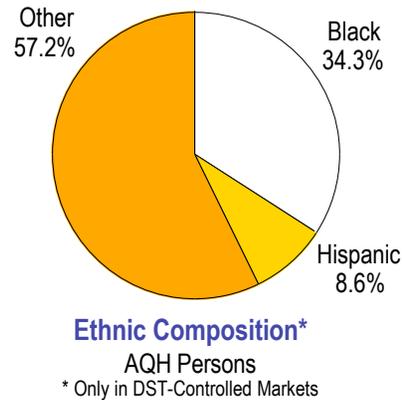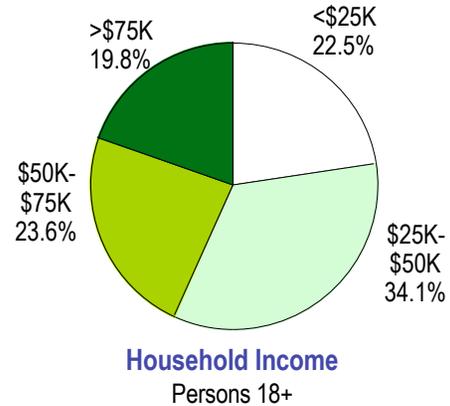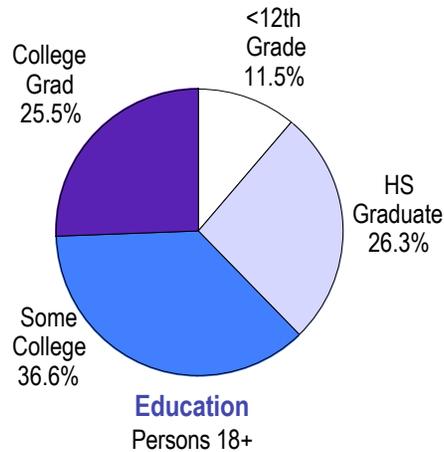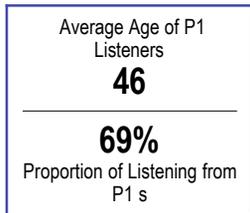
Average Age of P1 Listeners
46
69%
Proportion of Listening from P1 s

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Education
Persons 18+

College Grad 25.5%
<12th Grade 11.5%
HS Graduate 26.3%
Some College 36.6%

Household Income
Persons 18+

>$75K 19.8%
<$25K 22.5%
$50K-$75K 23.6%
$25K-$50K 34.1%

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

Other 57.2%
Black 34.3%
Hispanic 8.6%

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

P12-24: 5:30
P18-34: 7:30
P25-54: 9:00
P35-64: 9:30
8:30 P12+

Religious

Purchasing Behavior

Religious format fans are 26 percent more likely than average to live in a household that is planning to purchase a used van or mini-van in the next 12 months. Twelve percent live in a household that is planning to buy a digital camera this year. Their households spend an average amount, around $104, on groceries each week.

Religious listeners live in households that are more likely than the norm to have home improvement and/or personal loans.

Leisure Activities

Religious listeners are 14 percent more likely than the norm to have taken adult continuing education courses. Of all formats, Religious fans are the most interested in sewing and doing crafts.

Fifty-seven percent of Religious listeners have visited fast-food restaurants 5+ times in the past month. They go to movies a little less frequently than the average consumer.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Religious Strengths
This format's listeners are more likely to:

	% of Category Religious Listeners Represent	% of Religious Listeners	Index (100= National Average)
Live in a household planning to buy a used van or minivan in the next 12 months	11.8%	2.3%	126
Live in a household planning to buy a digital camera in the next 12 months	10.1%	12.0%	107
Live in a household that has spent $200+ on groceries in the past 7 days	9.7%	8.8%	103
Live in a household that has a home improvement loan	10.8%	4.4%	115
Live in a household that has a personal loan	10.7%	7.5%	114
Have taken adult continuing education courses in the past 12 months	10.7%	16.8%	114
Have done sewing or done crafts in the past 12 months	11.9%	21.8%	126
Have eaten at fast-food restaurant 5+ times in the past 30 days	10.5%	56.8%	111
Have children in household	11.2%	49.4%	119
Own residence	10.1%	73.3%	107

Scarborough Data

Rock

Rock-based music from the mid-'70s to the present. Includes Album Rock and Classic Rock.

A Few Format Highlights

This is a format with tremendous appeal to men. Seventy-three percent of Rock's listeners are Men 18+. No other format can claim such a large share of adult male listeners.

Rock has a higher audience composition among Adults 35-44 (30 percent) than any other format.
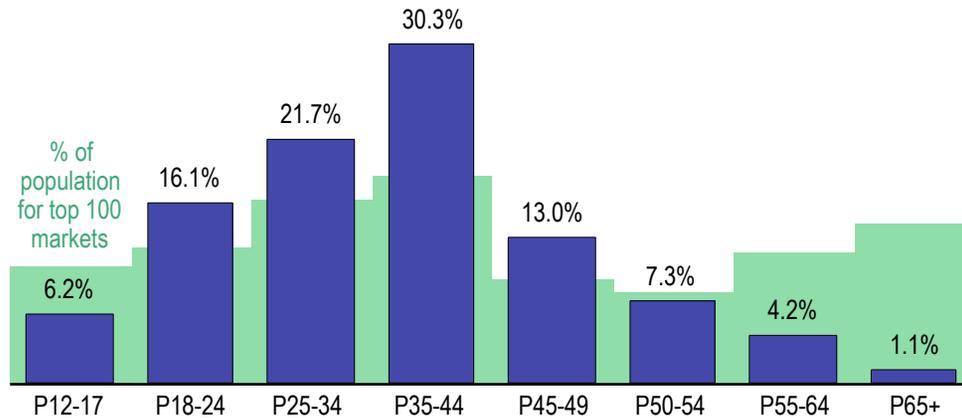
Rock Stations
869
13,838
Total Stations

© 2005 Arbitron Inc.

Women 27.3%

Men 72.7%

Listeners 18+
Mon-Sun, 6AM-Mid
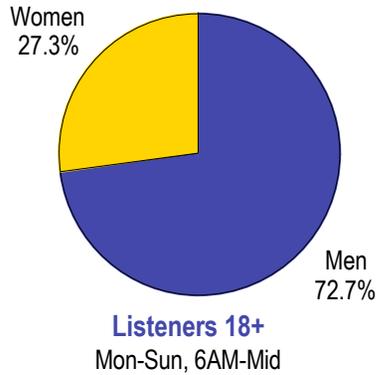
Classic Rock	4.8%
AOR	2.2%
Active Rock	2.0%
Total Rock	**9.0%**

AQH Share of Rock Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

| P12-17	P18-24	P25-34	P35-44	P45-49	P50-54	P55-64	P65+
6.2%	16.1%	21.7%	30.3%	13.0%	7.3%	4.2%	1.1%

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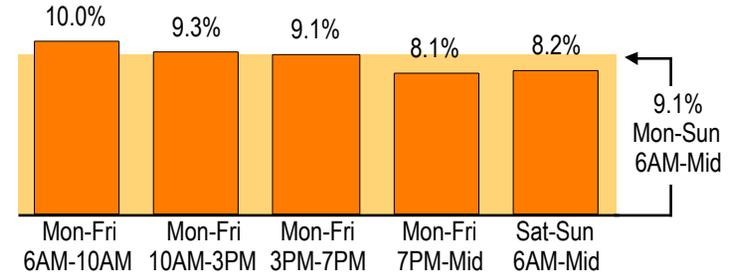Mon-Sun, 6AM-Mid

Rock

The majority of listening for Rock is done away from home, either at work (36 percent) or in the car (36 percent).

Morning drive has the highest share of listening for this format, but throughout the day listening to Rock stations remains fairly consistent.
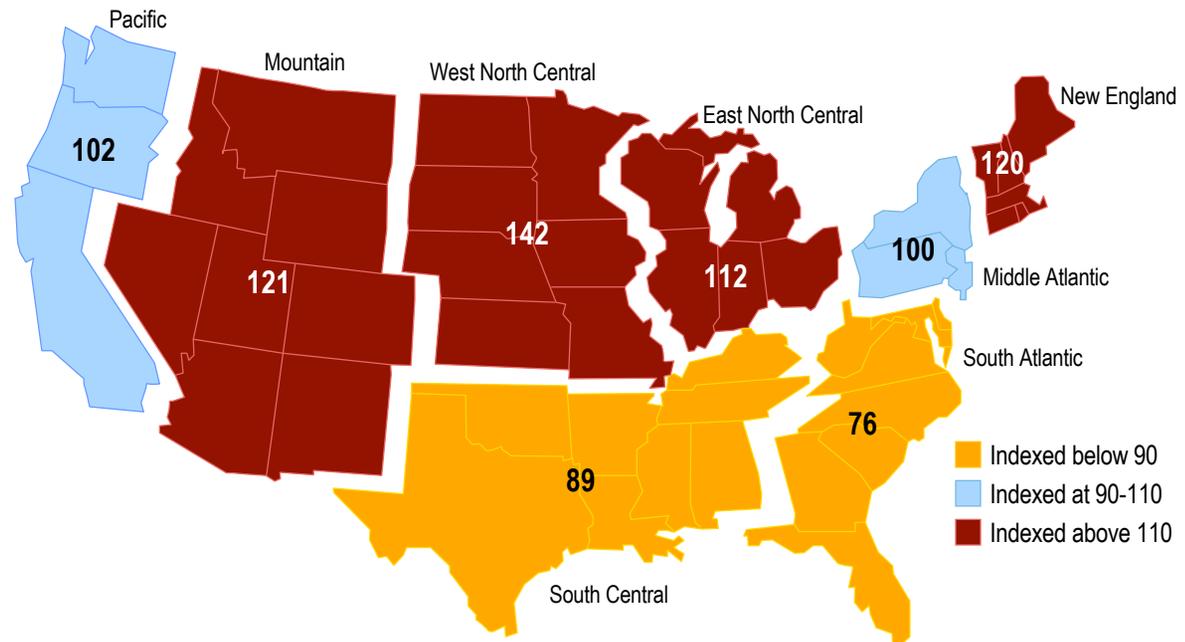
West North Central listeners are 42 percent more likely to tune in to Rock stations than listeners in other regions. Rock is quite popular in the Mountain and New England regions as well.
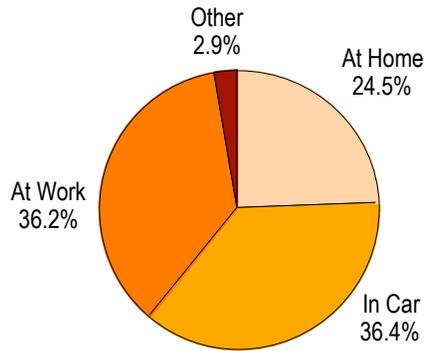
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.9%
- At Home 24.5%
- In Car 36.4%
- At Work 36.2%

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
10.0%	9.3%	9.1%	8.1%	8.2%

9.1% Mon-Sun 6AM-Mid

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

- Pacific 102
- Mountain 121
- West North Central 142
- East North Central 112
- New England 120
- Middle Atlantic 100
- South Atlantic 76
- South Central 89

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

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Rock

Fifty-eight percent of Rock listeners have gone beyond the high school level. Over half have household incomes of $50,000+.
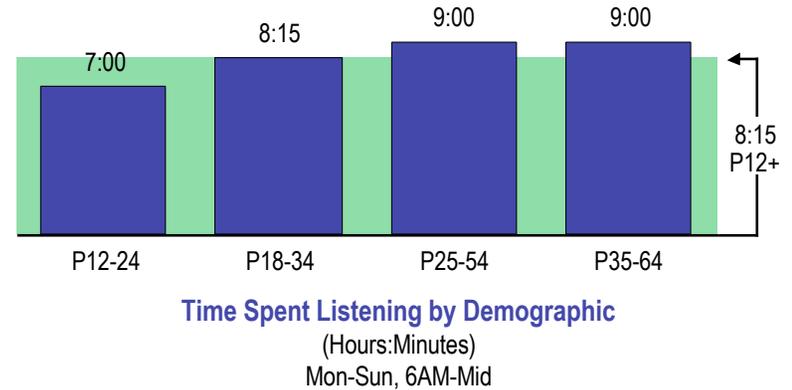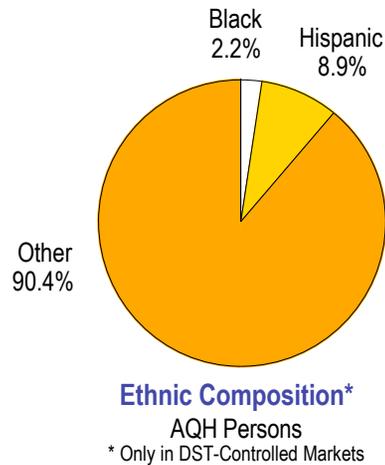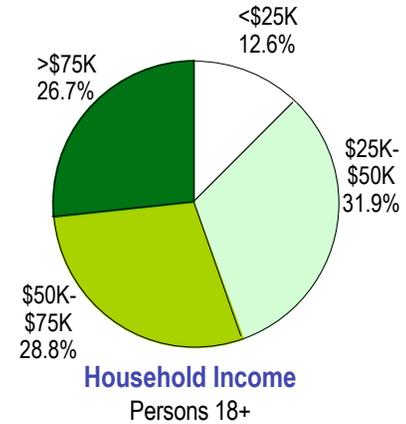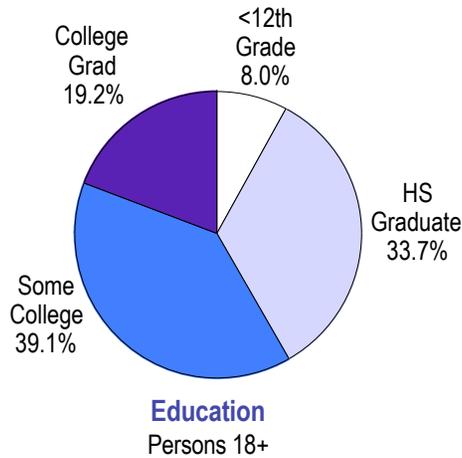
Two percent of the Rock audience are black, and nine percent are Hispanic.

Most Rock format fans spend about 8 hours and 15 minutes per week listening to their favorite stations.

About 69 percent of Rock listeners own their own homes, a rate that is comparable with the national average. They are 26 percent more likely than average to have children in the household.
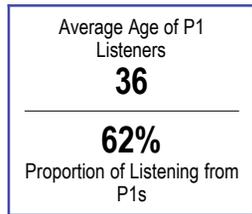
Average Age of P1 Listeners
36
62%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2004.

Education
Persons 18+

- <12th Grade 8.0%
- HS Graduate 33.7%
- Some College 39.1%
- College Grad 19.2%

Household Income
Persons 18+

- <$25K 12.6%
- $25K-$50K 31.9%
- $50K-$75K 28.8%
- >$75K 26.7%

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

- Black 2.2%
- Hispanic 8.9%
- Other 90.4%

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

- P12-24: 7:00
- P18-34: 8:15
- P25-54: 9:00
- P35-64: 9:00
- 8:15 P12+

Rock

Purchasing Behavior

Rock fans are 27 percent more likely than the typical consumer to live in a household that is planning to buy/lease a new pickup truck in the next 12 months, and 39 percent more likely to live in a home that is planning to buy a used one. Their households are 11 percent more likely than the norm to have spent $200+ on groceries in the past seven days. They are 25 percent more likely than the general population to buy a wireless/cellular service for another household member in the next 12 months.

Rock listeners are the most likely of any format to live in a household that has a home mortgage.

Leisure Activities

Rock fans lead very active lives, participating in most types of sports at rates well above the norm. Nearly one-third of the people who go hunting are Rock listeners.

Twenty-one percent of Rock listeners have eaten at fast-food restaurants 5+ times in the past month. They attend movies a little more often than the average American.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Rock Strengths
This format's listeners are more likely to:

|	% of Category Rock Listeners Represent	% of Rock Listeners	Index (100= National Average)
Live in a household planning to purchase or lease a new pickup truck in the next 12 months	23.3%	3.0%	127
Live in a household planning to buy a used pickup truck in the next 12 months	25.6%	4.7%	139
Buy a wireless/cellular service for another household member in the next 12 months	23.1%	6.6%	125
Live in a household that has spent $200+ on groceries in the past 7 days	20.4%	9.5%	111
Live in a household that has a home mortgage	23.4%	37.9%	127
Have gone hunting in the past 12 months	31.5%	13.7%	171
Have attended movies 3+ times in the past 3 months	20.4%	21.3%	111
Have eaten at fast-food restaurant 5+ times in the past 30 days	21.3%	59.3%	116
Have children in household	23.1%	52.4%	126

Scarborough Data

Spanish

All Spanish-language formats, including talk and music.

A Few Format Highlights

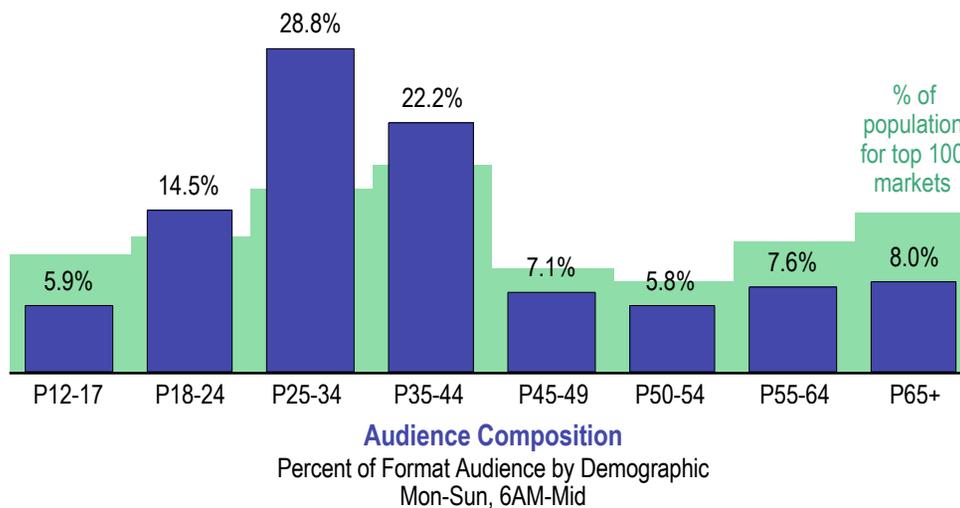Spanish radio listeners are slightly more likely to be Men 18+ (52 percent) than Women 18+ (48 percent).

A little more than half of Spanish-radio format listening comes from Adults 25-44.

Spanish Stations
750
13,838
Total Stations

Women
48.3%

Men
51.7%

Listeners 18+
Mon-Sun, 6AM-Mid
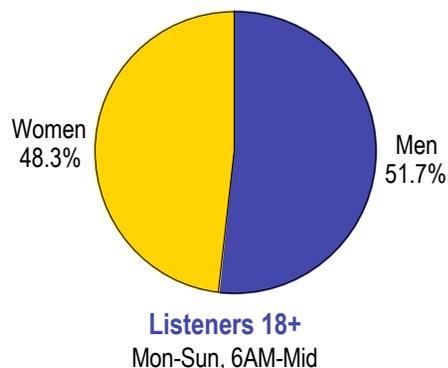
Mexican Regional	2.6%
Spanish Contemporary	1.6%
Spanish Tropical	1.0%
Spanish News/Talk	0.5%
Spanish Variety	0.2%
Tejano	0.2%
Spanish Religious	0.2%
Spanish Other	0.2%
Total Spanish	**6.4%**

AQH Share of Spanish Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

28.8%

22.2%

14.5%

5.9%

7.1%

5.8%

7.6%

8.0%

P12-17 P18-24 P25-34 P35-44 P45-49 P50-54 P55-64 P65+

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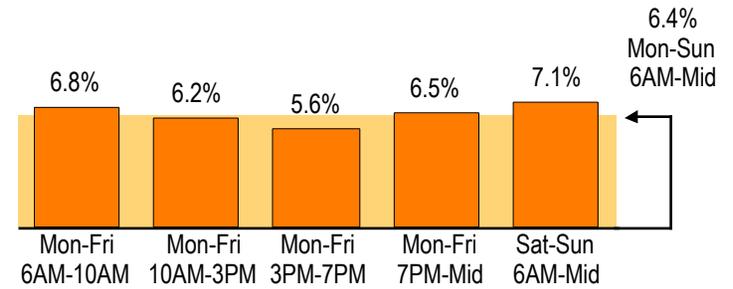Mon-Sun, 6AM-Mid

Spanish

Fifty percent of Spanish radio listening happens at home.

For this format, more listening occurs on weekends than during any other daypart.
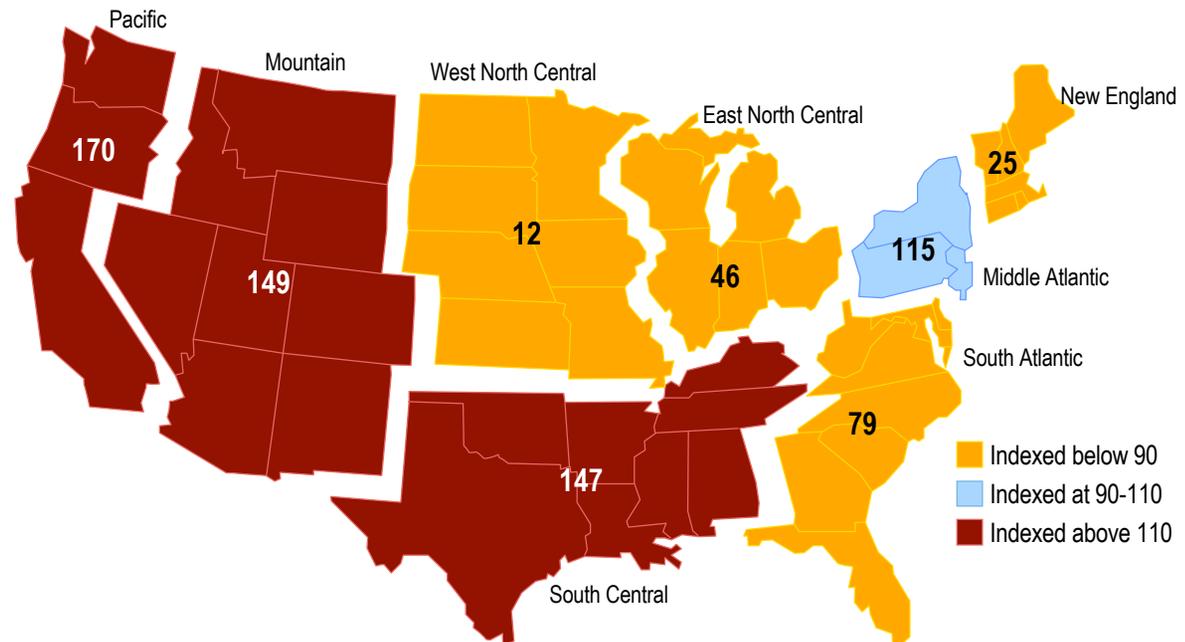
Listeners in the Pacific states are 70 percent more likely to tune in to a Spanish-formatted station than the average listener. Listeners in the Mountain and South Central regions are also more likely to tune in to a Spanish-language station than the norm.
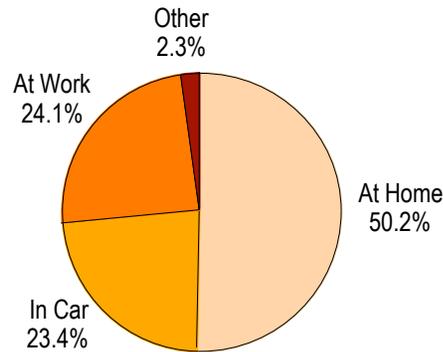
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- Other 2.3%
- At Work 24.1%
- At Home 50.2%
- In Car 23.4%

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
6.8%	6.2%	5.6%	6.5%	7.1%

6.4% Mon-Sun 6AM-Mid

Pacific **170**
Mountain **149**
West North Central **12**
East North Central **46**
New England **25**
Middle Atlantic **115**
South Atlantic **79**
South Central **147**

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

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

Spanish

More than 42 percent of Spanish-format listeners have not finished high school. About 28 percent have attended some college or completed their degrees. One-third have household incomes between $25,000 and $50,0000, while half earn less than $25,000 per year.
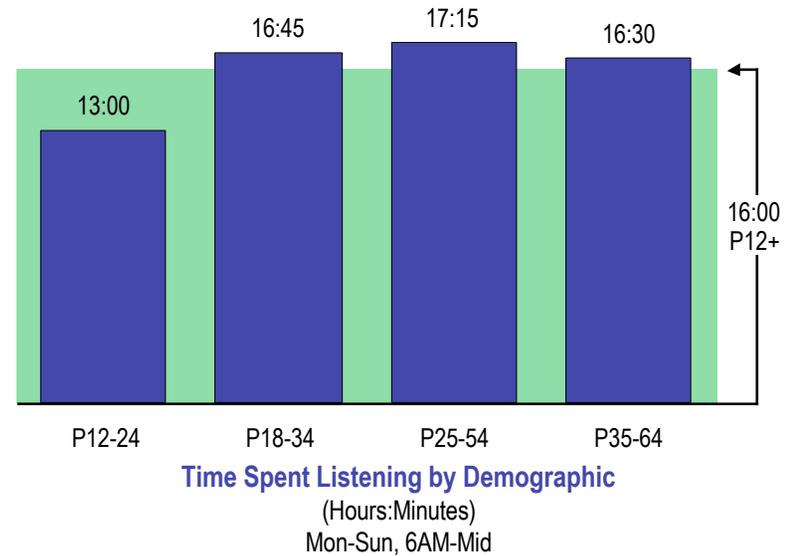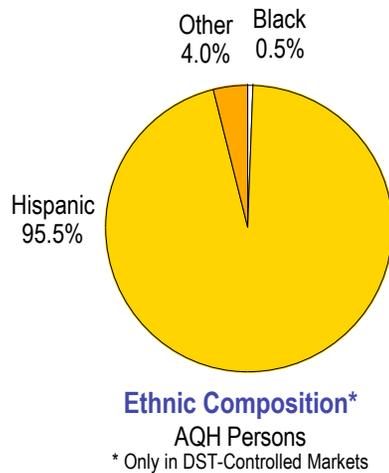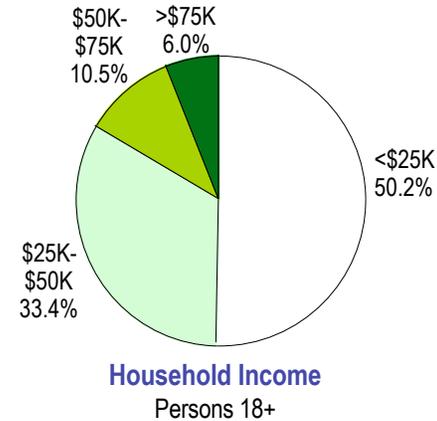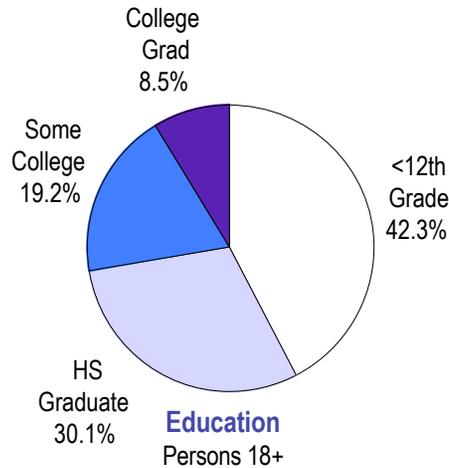
As one might expect, the ethnic composition of the Spanish-language audience is almost entirely Hispanic (95.5 percent).

Spanish-language radio fans listen longer than any other format group, averaging 16 hours per week.

Those who listen to Spanish-language radio are more likely than any other format group to have children in the household. They are least likely of any group to own their own homes.

Average Age of P1 Listeners
37
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 2004.

Education
Persons 18+

College Grad 8.5%
Some College 19.2%
<12th Grade 42.3%
HS Graduate 30.1%

Household Income
Persons 18+

$50K-$75K 10.5%
>$75K 6.0%
<$25K 50.2%
$25K-$50K 33.4%

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

Other 4.0%
Black 0.5%
Hispanic 95.5%

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

P12-24	P18-34	P25-54	P35-64
13:00	16:45	17:15	16:30

16:00 P12+

Spanish

Purchasing Behavior

Spanish-radio fans are 72 percent more likely than the norm to live in a household that is planning to buy/lease a new van or minivan in the next 12 months, and 75 percent more likely to live in a residence that is planning to buy a used one. They are 43 percent more likely than the norm to purchase a wireless/cellular service for themselves in the next year. Their households spend the most of any format on groceries, about $110 in an average week.

Spanish-language radio listeners are the least likely of any format group to reside in households that consume financial products and services.

Leisure Activities

Those who tune in to Spanish-language radio are 98 percent more likely than average to have participated in team sports. They are 18 percent more likely than the norm to have gone to the movies 3+ times within the past three months. They patronize fast-food restaurants at rates that closely mirror the national average.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Spanish Strengths
This format's listeners are more likely to:

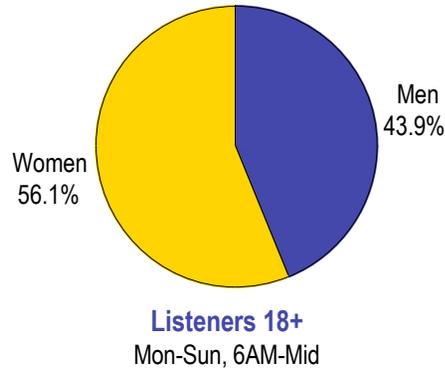|	% of Category Spanish Listeners Represent	% of Spanish Listeners	Index (100= National Average)
Live in a household planning to purchase or lease a new van or minivan in the next 12 months	12.2%	2.4%	172
Live in a household planning to buy a used van or minivan in the next 12 months	12.4%	3.2%	175
Plan to purchase a wireless/cellular service for themselves in the next 12 months	10.1%	11.3%	143
Live in a household that has spent $200+ on groceries in the past 7 days	9.1%	10.9%	129
Have played team sports in the past 12 months	14.0%	24.7%	198
Have attended movies 3+ times in the past 3 months	8.4%	22.8%	118
Have children in household	10.9%	63.9%	153

Scarborough Data

Urban

Includes Urban AC and Urban Oldies.

A Few Format Highlights

Urban-formatted stations appeal to Women 18+ (56 percent) more than Men 18+ (44 percent).

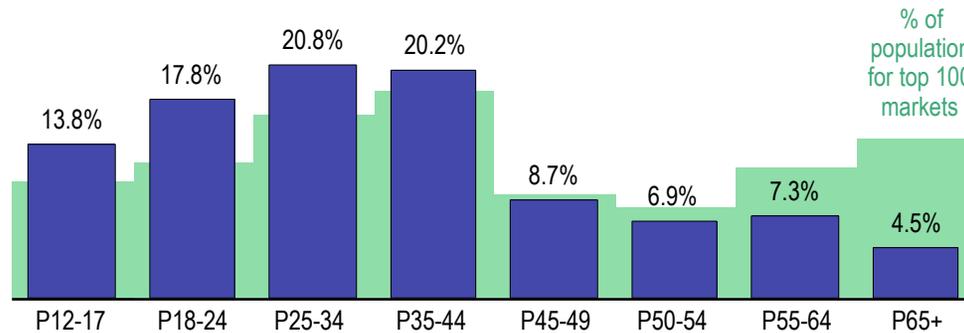Like the CHR audience, Urban listeners are young: 73 percent of them are 44 or younger.

Urban Stations
352
13,838
Total Stations

Men 43.9%

Women 56.1%

Listeners 18+
Mon-Sun, 6AM-Mid

Urban Contemporary	4.4%
Urban AC	3.0%
Urban Oldies	0.2%
Total Urban	**7.6%**

AQH Share of Urban Formats
Mon-Sun, 6AM-Mid, Persons 12+

% of population for top 100 markets

P12-17 13.8%
P18-24 17.8%
P25-34 20.8%
P35-44 20.2%
P45-49 8.7%
P50-54 6.9%
P55-64 7.3%
P65+ 4.5%

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

Urban

Almost half (46 percent) of Urban listening occurs at home. Nearly one-third (31 percent) occurs in cars.
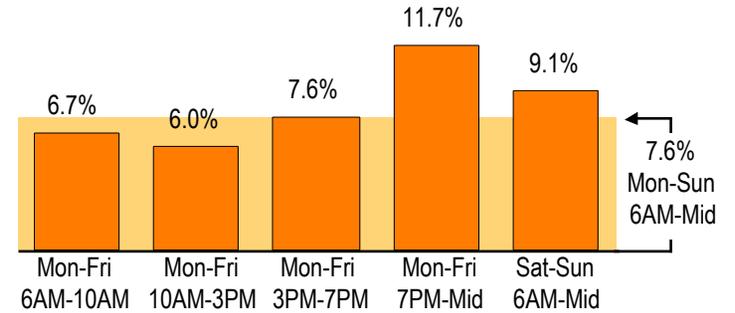
Urban stations are enjoyed at night: 11.7 percent of listening occurs during weekdays from 7PM to Midnight.
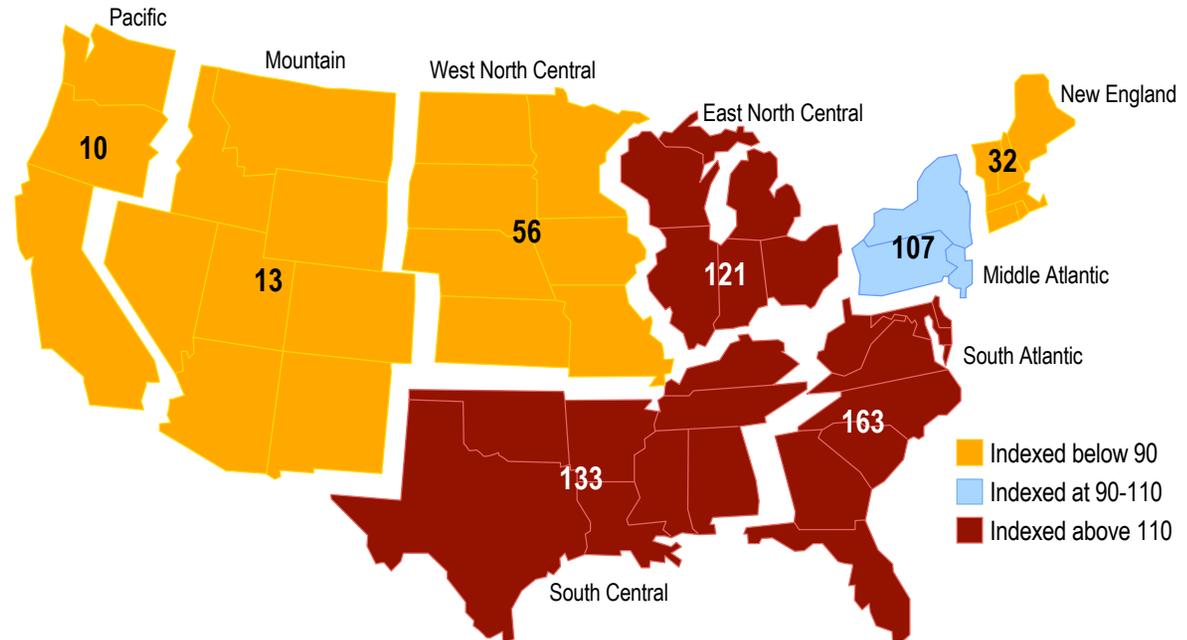
Listeners in the South Atlantic region are 63 percent more likely to listen to Urban than the average listener.
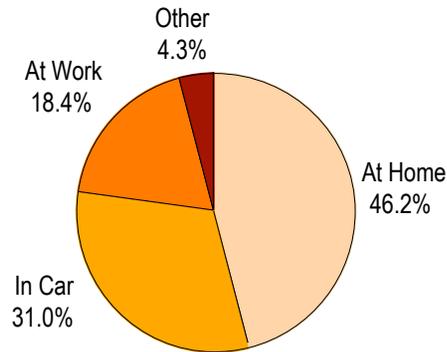
AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

Other
4.3%

At Work
18.4%

At Home
46.2%

In Car
31.0%

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
6.7%	6.0%	7.6%	11.7%	9.1%

7.6%
Mon-Sun
6AM-Mid

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

Pacific — 10
Mountain — 13
West North Central — 56
East North Central — 121
New England — 32
Middle Atlantic — 107
South Atlantic — 163
South Central — 133

Indexed below 90
Indexed at 90-110
Indexed above 110

Urban

Fifty-four percent of Urban listeners have gone beyond the high-school level. Over one-third have household incomes of $50,000+.

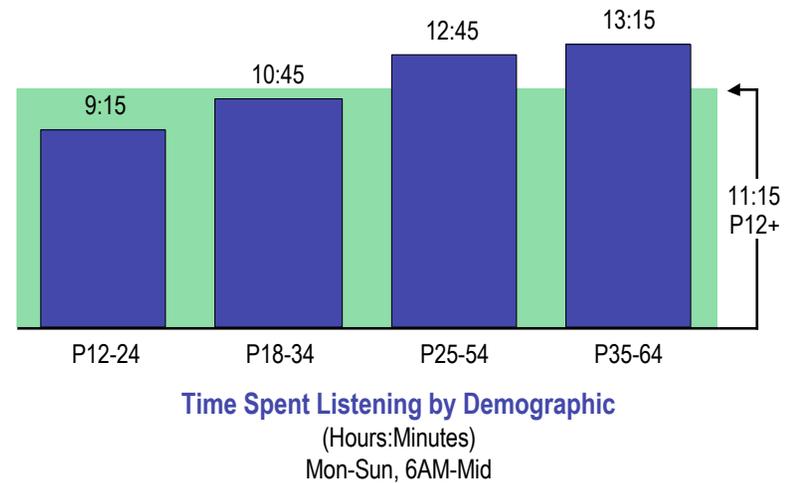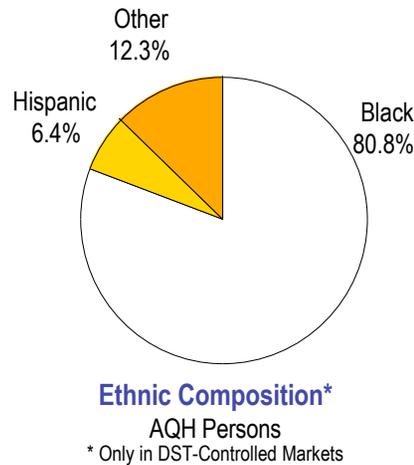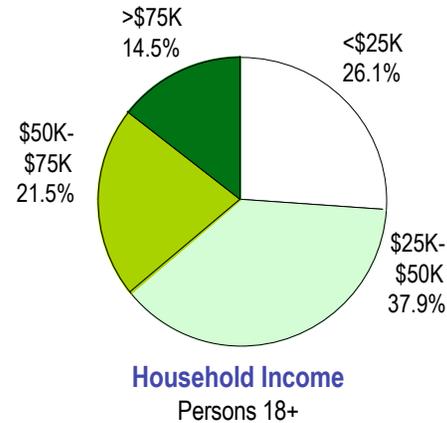Black listeners compose the overwhelming majority, 81 percent, of the Urban audience.
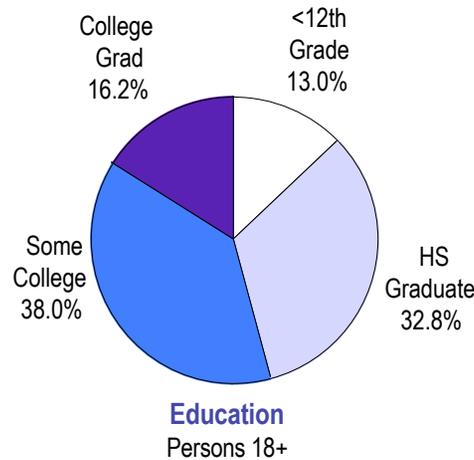
Urban listeners spend 11 hours and 15 minutes per week tuning in to their favorite stations—the second highest time spent listening among all the format groups.

Over 57 percent of Urban fans have children in the household, a proportion that is well above the national average.

Conversely, 49 percent own their own homes, which is well below the national average.

Average Age of P1 Listeners
34
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 2004.

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Education
Persons 18+

- College Grad 16.2%
- <12th Grade 13.0%
- Some College 38.0%
- HS Graduate 32.8%

Household Income
Persons 18+

- >$75K 14.5%
- <$25K 26.1%
- $50K-$75K 21.5%
- $25K-$50K 37.9%

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

- Other 12.3%
- Hispanic 6.4%
- Black 80.8%

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

- P12-24: 9:15
- P18-34: 10:45
- P25-54: 12:45
- P35-64: 13:15
- 11:15 P12+

Urban

Purchasing Behavior

Urban listeners are 66 percent more likely than the norm to live in a household that is planning to purchase/lease a new luxury vehicle in the next 12 months. Twenty percent of the people whose households are planning to buy a video game system in the next year are Urban listeners. Their households are 30 percent more likely than the norm to spend $200+ on groceries weekly.

Like Spanish-language listeners, Urban fans are less likely to live in households that use financial products and services than the typical consumer.

Leisure Activities

Urban listeners are 39 percent more likely than average to have gone jogging or running and 37 percent more likely to have participated in team sports. They are 23 percent more likely than the norm to have gone to the movies 3+ times in the last three months. They are the most likely of any format group to patronize fast-food restaurants frequently.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2004.

Urban Strengths
This format's listeners are more likely to:

	% of Category Urban Listeners Represent	% of Urban Listeners	Index (100= National Average)
Live in a household planning to purchase/lease a new luxury vehicle in the next 12 months	16.8%	2.8%	166
Live in a household planning to buy a video game system in the next 12 months	20.0%	7.8%	198
Live in a household that has spent $200+ on groceries in the past 7 days	13.1%	11.1%	130
Have gone jogging or running in the past 12 months	14.1%	26.6%	139
Have played team sports in the past 12 months	13.8%	17.1%	137
Have attended movies 3+ times in the past 3 months	12.4%	23.7%	123
Have eaten at fast-food restaurant 5+ times in the past 30 days	12.6%	63.6%	124
Have children in household	13.9%	57.4%	138

Scarborough Data

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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 2004; Maximi$er Plus National Regional Database, Spring 2004; and Scarborough USA+, Release 1, 2004. The American Radio Listening Trends combine radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The Maximi$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.

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.

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

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