ARBITRON

Radio Today 2013
How America Listens to Radio

Radio's Enduring Relationship With U.S. Listeners

Some 93 years after its introduction as a commercial medium, radio has been heralded for its remarkable, enduring reach. To this day, about 92% of consumers aged 12 years and older listen to the radio each week. Radio is unique in its ability to reach people wherever they are: at home, at work, in the car—nearly everywhere. Regardless of one's age, race/ethnicity, gender, the time of day, or listening location, Americans depend on radio as a reliable media companion.

Radio Today 2013 is an in-depth snapshot of radio listening nationwide and of the 22 most popular radio formats. *Radio Today* combines Scarborough consumer profiles with Arbitron audience data to develop a comprehensive profile of radio listening across America, based on the Spring 2012 Diary and April-May-June 2012 PPM® survey periods.

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PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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The Executive Summary

About 92% of the U.S. population listened to radio in an average week during the Spring 2012 Arbitron survey (March 29-June 20, 2012). This widespread reach has changed very little over the decades; radio remains a reliable entertainment and information source for listeners regardless of their age, race/ethnicity, gender, income, education, or listening location. Time spent listening to radio among the major formats was relatively stable compared to last year—in most listener demographic age and gender categories, and in most dayparts, TSL changed at most one quarter-hour.

Among the formats in this year's study (listed in order of national Average Quarter-Hour share and appearance in the study)…

Country + New Country, already No. 1 in our report last year, grew again to remain in first place and reach another record audience share. The format benefited most from an influx of listeners aged 18-24 and is even No. 2 among teen listeners nationally.

News/Talk/Information + Talk/Personality remained No. 1 in PPM markets and No. 2 in the rest of the U.S. The 2,121 rated AM, FM, HD Radio®, and streamed stations in these formats far exceed any other format. Like other spoken word formats, N/T/I + T/P rank prominently in highly educated, high income listeners.

Pop Contemporary Hit Radio (Pop CHR) continued its fiery pace of recent years and this year moved from fourth to third-most-popular radio format when ranked by AQH share. What's more, Pop CHR's 72 million weekly listeners is tops among all radio formats, supplanting AC + Soft AC as the No. 1 format on a cume basis. Nearly 30% of teen females nationally listen to Pop CHR stations.

Adult Contemporary + Soft Adult Contemporary's 69 million 12+ listeners is off from previous years, due in part to the surge in Country, Pop CHR, and Hot AC listening. The formats boast high-income, highly educated (mostly female) listeners and they remain strong in the midday daypart, reinforcing their reputations as "at-work" strongholds.

Classic Hits has steadily replaced Oldies as the format to play pop hits from recent decades. As such, it reached a ratings high in Spring 2012.The format has a near-equal male-female gender share and it performs equally well in all market sizes.

Classic Rock registered its highest audience share in a decade and remains a reliable performer in all market sizes and rates highly among its core demographic of 45- to 54-year-old men (the format's 70% male composition ranks fourth-most-male among the 22 formats in this year's study).

Hot Adult Contemporary (Hot AC) experienced the second largest growth spurt in this year's study and achieved a national historical high. Its gains were notable among teens, adults 18-24, and adults 35-44.

Urban Adult Contemporary (Urban AC) generated its best-ever audience share in this year's study. It packs a powerful punch considering its relatively few (220) AM, FM, HD Radio, and streamed outlets. The format has the highest percentage of Black listeners in this study and performed best in PPM markets.

Rhythmic Contemporary Hit Radio (Rhythmic CHR) is radio's youngest major format, but this year, increased its popularity among older demographics, especially among adults 25-34. Nationally, the format has the most equal distribution of Black, Hispanic and "Other" listeners of any format in this study.

All Sports boasts the best educated and highest income listeners of any format in this study. The format's AQH share leveled off in Spring 2012 following eight consecutive annual gains, but remains substantially ahead of where it was a decade ago.

Urban Contemporary, despite its name, is actually more popular in Diary markets than in PPM markets. Its regional strength lies in many southern and industrial states. Thanks to its youthful audience profile, Urban Contemporary listeners rank high in ownership of consumer electronics, use of the Internet, and online shopping.

Contemporary Christian has the highest proportion of female listeners of any format in this study. It reached record-high ratings in this study thanks to ongoing gains in PPM markets. Its listeners rank high in education and income levels.

Mexican Regional is the most popular format among Hispanic listeners and one of the two Spanish-language formats profiled in this study. As other Spanish-language formats have gained in popularity, Mexican Regional's ratings have plateaued in the last couple of years and its audience profile has become somewhat more mature.

Adult Hits + 80s Hits are marketed on their musical variety and are frequently branded as "JACK-FM." The formats have delivered a 2.2 12+ AQH share for the fourth straight year. Its midday index was 57% above its weekly average, indicating good "at-work" performance.

Active Rock's 74% male gender ratio makes it the most "male" music format in this study. It performed best in afternoon drive and also had a high proportion of out-of-home listening. The format tends to have higher ratings in Diary markets followed by non-Metro areas.

Album Oriented Rock (AOR) + Mainstream Rock make their debut as a "major" format in this year's study (we combined the two formats owing to their similarity in on-air presentation and audience demographics). Like all rock formats, AOR + Mainstream Rock heavily consists of adult men. Nearly 70% of its audience falls into the 25-54 age group.

About *Radio Today 2013*

Arbitron *Radio Today* contains radio listening and consumer behavior statistics for radio listeners in the United States. Data for the charts and graphs in this edition come from these sources:

- Format definitions are supplied to Arbitron by U.S. government-licensed radio stations, their Internet streams, and HD Radio services, regardless of their statuses as Arbitron clients.

- Format-specific and some national data come from the Arbitron Tapscan™ Web National Regional Database, Spring 2012, featuring quantitative radio audience information from the total U.S.

- Some national listening data come from RADAR 115, December 2012.

- Scarborough data in this report are from the company's National USA+ Study, Release 2, 2012.

Radio Today 2013 is published by Arbitron Inc.
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Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of Persons listening to a particular station for at least 5 minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR [Persons Using Radio])

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 in 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 listening to a particular radio station or format.

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

Differential Survey Treatment (DST)

The process by which Arbitron applies weighting to Black or Hispanic respondents in those Metro areas with a significant Black or Hispanic population.

Format Share

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

Example:

$$\frac{\text{6,400 AQH Persons to a specific format}}{\text{80,000 AQH Persons to all formats}} \times 100 = \text{Share of 8.0\%}$$

Index

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

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.

Example:

$$\frac{\text{168 Quarter-Hours in a time period} \times \text{2,000 AQH Persons}}{\text{40,000 Cume Audience}} = \text{TSL of 8.4 hours}$$

National Radio Format Shares and Station Counts

Fall 2012

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Country + New Country	14.2	2893	1426	301	1727	144	0	37	3	1	854	113	12	2	0
News/Talk/Info + Talk/Personality	11.4	3984	616	1337	1953	240	97	111	64	6	515	867	78	47	6
Pop Contemporary Hit Radio	8.2	1012	462	3	465	116	0	33	3	1	375	2	15	2	0
Adult Contemporary + Soft AC	8.1	1390	685	107	792	108	0	16	2	0	420	44	7	1	0
Classic Hits	5.2	883	422	88	510	51	2	17	1	0	250	45	6	1	0
Classic Rock	5.2	944	490	14	504	76	0	39	1	0	308	4	12	0	0
Hot Adult Contemporary	4.7	810	447	9	456	71	0	7	0	0	274	1	1	0	0
Urban Adult Contemporary	4.1	336	130	33	163	43	2	9	1	0	99	15	4	0	0
Rhythmic CHR	3.4	370	145	0	145	48	0	35	0	0	124	0	18	0	0
All Sports	3.1	1274	133	556	689	29	40	36	27	3	98	321	18	12	1
Urban Contemporary	3.0	274	121	16	137	28	0	13	0	0	80	9	7	0	0
Contemporary Christian	2.9	1691	871	32	903	18	0	27	8	0	690	16	23	6	0
Mexican Regional	2.9	550	204	132	336	24	2	7	0	0	121	55	5	0	0
Adult Hits + '80s Hits	2.2	395	180	15	195	34	1	22	4	0	124	4	9	2	0
Active Rock	2.1	356	164	2	166	32	0	20	0	0	129	2	7	0	0
AOR+Mainstream Rock	2.0	336	170	2	172	25	0	13	2	0	119	2	2	1	0
Alternative	1.9	614	266	6	272	33	1	55	10	0	199	6	30	8	0
Oldies	1.8	831	252	286	538	11	3	32	4	0	109	116	16	2	0
Spanish Cont. + Spanish Hot AC	1.5	224	75	35	110	20	2	10	3	0	52	21	3	3	0
All News	1.4	93	13	24	37	6	7	2	5	0	12	20	1	3	0
Classical	1.4	823	254	4	258	131	0	101	9	0	225	3	88	8	0
Religious	1.3	1739	828	384	1212	8	14	8	3	1	298	188	5	2	0
Album Adult Alternative	1.1	508	179	4	183	44	0	55	15	0	156	3	40	12	0
Variety	1.0	1579	746	105	851	111	4	23	12	0	502	54	18	4	0
Classic Country	0.9	472	106	201	307	6	2	25	2	0	44	77	8	1	0
Spanish Adult Hits	0.8	104	35	9	44	14	2	5	0	0	30	6	3	0	0
Gospel	0.7	454	80	219	299	3	7	10	0	0	32	96	7	0	0
Contemporary Inspirational	0.6	224	111	18	129	8	2	5	2	1	65	7	4	1	0
Adult Standards/MOR	0.5	289	36	172	208	0	6	4	1	0	13	55	2	0	0

Legend

FM	FM Station
AM	AM Station
HF	Digital (HD Radio) FM Station
HA	Digital (HD Radio) AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
F4	HD Radio Multicast Station
IF	Internet Stream of FM station
IA	Internet Stream of AM station
G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3
G4	Internet Stream of HD Radio Multicast F4

Source: Arbitron Radio Station Information Database, June 2012.These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

National Radio Format Shares and Station Counts

Fall 2012 *(continued)*

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Rhythmic AC	0.5	57	19	1	20	9	0	7	0	0	17	0	4	0	0
Spanish Tropical	0.5	79	20	26	46	2	2	1	0	0	15	12	1	0	0
Christian Adult Contemporary	0.4	112	57	0	57	5	0	1	0	0	49	0	0	0	0
Modern Adult Contemporary	0.4	42	20	0	20	5	0	4	0	0	12	0	1	0	0
Rhythmic Oldies	0.3	33	12	6	18	1	0	3	0	0	8	2	1	0	0
Southern Gospel	0.3	264	95	88	183	1	0	1	0	0	44	34	1	0	0
Spanish News/Talk	0.3	115	4	55	59	0	4	5	3	0	3	36	4	1	0
Educational	0.2	206	99	4	103	18	2	7	1	0	64	3	7	1	0
Jazz	0.2	192	67	2	69	22	0	23	8	0	52	1	10	7	0
Smooth AC	0.2	17	5	0	5	3	0	3	0	0	5	0	1	0	0
Spanish Variety	0.2	175	44	72	116	8	0	1	2	0	20	28	0	0	0
Comedy	0.1	20	2	6	8	0	3	3	2	0	0	2	2	0	0
Easy Listening	0.1	50	24	8	32	2	0	0	0	0	14	2	0	0	0
New AC (NAC)/Smooth Jazz	0.1	93	20	5	25	0	0	32	2	0	17	4	13	0	0
Spanish Religious	0.1	184	52	67	119	2	0	2	0	0	29	31	1	0	0
Tejano	0.1	35	13	9	22	0	1	3	0	0	5	3	1	0	0
Urban Oldies	0.1	50	9	14	23	0	1	9	2	0	3	7	4	1	0
World Ethnic	0.1	172	20	81	101	2	2	4	0	0	12	49	2	0	0
Blues	0.0	23	1	1	2	0	0	17	0	0	1	1	2	0	0
Children's Radio	0.0	27	0	10	10	0	7	0	1	0	0	8	0	1	0
Family Hits	0.0	64	2	22	24	1	17	0	0	0	2	20	0	0	0
Latino Urban	0.0	6	2	0	2	0	0	2	0	0	2	0	0	0	0
Nostalgia	0.0	51	10	26	36	1	0	0	1	0	7	5	0	1	0
Other	0.0	157	53	24	77	2	1	22	16	0	24	6	6	3	0
Spanish Cont. Christian	0.0	62	13	17	30	0	1	4	3	0	9	11	1	3	0
Spanish Oldies	0.0	26	3	18	21	0	0	0	0	0	0	5	0	0	0
Spanish Sports	0.0	40	3	20	23	0	1	2	2	1	0	9	1	1	0

Legend

FM	FM Station
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F2	HD Radio Multicast Station
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G3	Internet Stream of HD Radio Multicast F3
G4	Internet Stream of HD Radio Multicast F4

Source: Arbitron Radio Station Information Database, June 2012.These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

Notes regarding the format data:

• Although the study is dated 2013, it uses data gathered from the Spring 2012 survey period.

• PPM data were included for the first time in *Radio Today 2009*, and the number of PPM measured markets was expanded in the 2010 and 2011 reports.

• As a result of Hurricane Ike in 2008, data from Houston were not represented in the 2009 report.

• Due to the aftereffects of Hurricane Irene in 2011, data from Hartford-New Britain-Middletown were not represented in the 2012 report.

• The station counts noted in the format sections refer to "rated" stations (those that met the Arbitron minimum reporting standard). These counts will differ from the figures on Pages 8-9 (National Format Shares and Station Counts), which include all stations in the Arbitron Radio Station Information Database, rated or otherwise.

• Unless otherwise noted, all data represents 12+ persons. In particular, all Scarborough data and the "Education" and "Household Income" charts represent listeners aged 18+.

• The "Audience Composition" information shows a format's audience contribution by each age group (the percentages will add to 100).

• The "Audience Share by State" is color-coded to represent whether a state is above, below, or within 10% of its national format share. The maps reflect listening to radio stations licensed to that state and may include listening from outside the state.

• Listening data include both commercial and noncommercial stations.

• Data may include a broadcaster's HD Radio and online streamed signals.

• The term "non-Metro" refers to counties that are not part of an Arbitron Metro area.

For additional terms and definitions, please see the Glossary on page 7.

Country + New Country

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men
48.5%
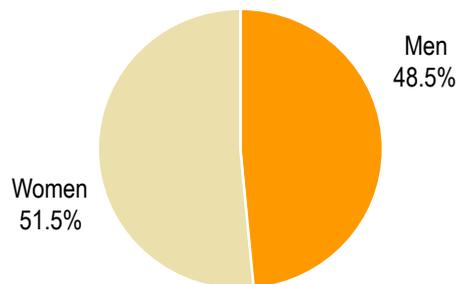
Women
51.5%

Contrary to industry perception, the Country audience does not lean overwhelmingly female; it's close to 50/50 men/women, and in Spring 2012, the male proportion was the highest since 2007.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
12.9%	13.0%	13.1%	12.9%	13.4%	13.3%	14.1%	14.2%

12+ AQH Share in PPM Markets	7.8%
12+ AQH Share in Diary Markets	15.6%
12+ AQH Share in non-Metro counties	25.2%

America's most popular format, Country + New Country reached an all-time high in 12+ ratings in Spring 2012, climbing from a 14.1 share in Fall 2011 to 14.2. It led the No. 2 format, News/Talk/Information, by 2.8 shares.

- **Heard by 67 million weekly listeners aged 12+**
- **1,872 rated AM, FM, HD Radio®, and streamed stations**
- **New record ratings on strength of younger listeners**

Thanks in part to a popular lineup of artists such as Jason Aldean, Blake Shelton, Kenny Chesney, and the Zac Brown Band, Country radio has never been more popular with U.S. radio listeners. Credit this surge to a raft of new young listeners; the format had always been popular with persons 25-54, but it's now the most popular format nationally among 18-24s and is No. 2 among teens. This stellar showing doesn't even include the effects of the new Country sign-on in New York.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
5.4%	12.2%	15.4%	14.7%	20.1%	16.2%	16.1%
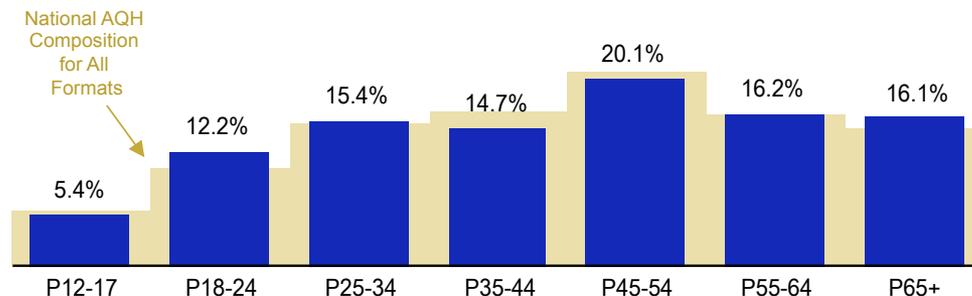
All of the demographic proportions have remained relatively steady except for adults 18-24, which rose to its highest level in a decade, and adults 35-44, which declined to its lowest.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Country + New Country

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
132	143	125	41	80

Country + New Country appears to be a strong at-work format; it indexed highest in middays, 43% above its average. Its index grew slightly during evenings and weekends.

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

At Home 33.7%
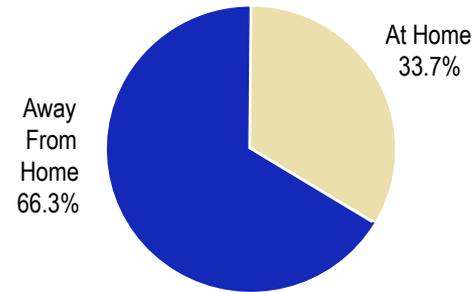
Away From Home 66.3%

Two-thirds of consumer listening to Country + New Country took place away from home. That proportion has remained virtually unchanged for the past several years.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
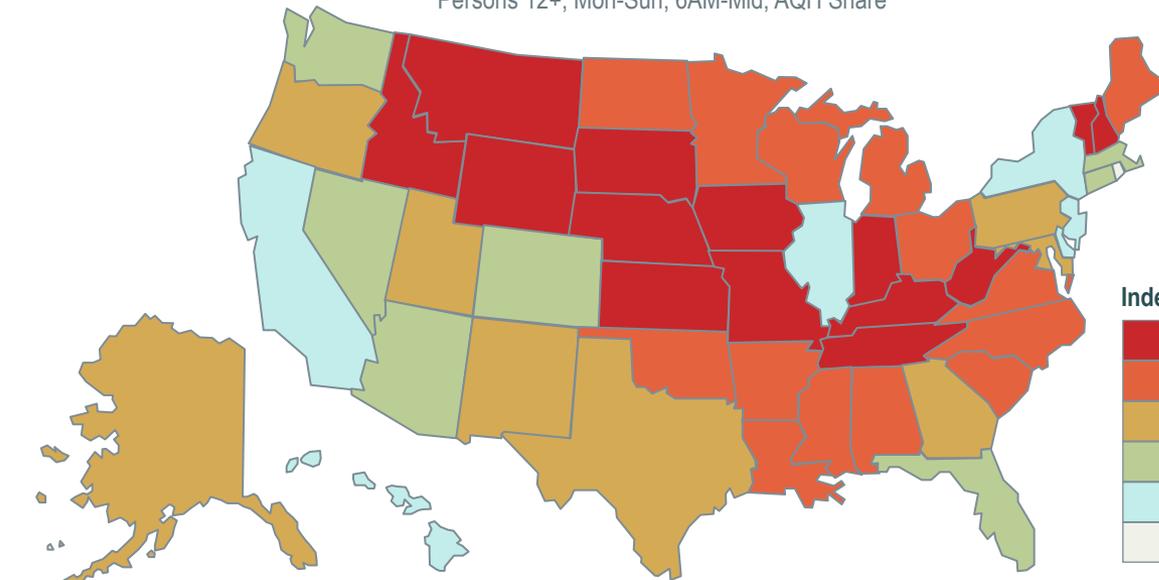
Particularly popular in the Midwest, Great Plains, the Southeast, and New England, Country + New Country attracted more than twice its national share in Kentucky, South Dakota, and West Virginia.
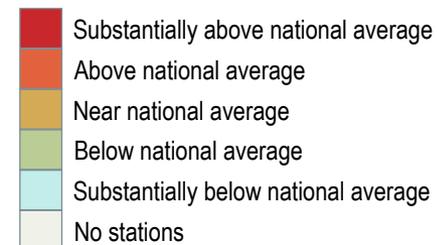
Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Country + New Country

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

- P12-24: 5:30
- P18-34: 6:15
- P25-54: 6:45
- P35-64: 7:00
- 6:45 P12
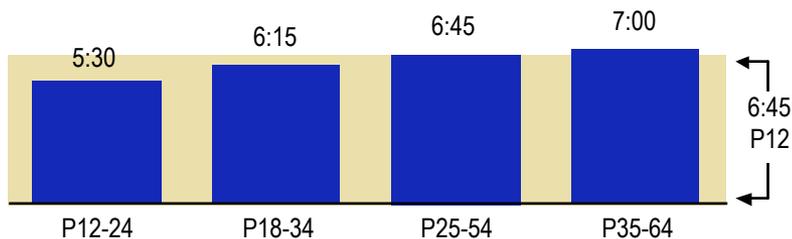
The formats are a strong performer in TSL, regardless of age group. Among the 16 top formats, it was tied for No. 1 among persons 12+, and was No. 1 by a full hour among persons 12-24. It ranked No. 2 by a wide margin among adults 18-34, was also No. 2 among adults 25-54, and third with adults 35-64.

Household Income
Persons 18+

- >$75K: 26.1%
- <$25K: 20.6%
- $25K-$50K: 29.1%
- $50K-$75K: 24.2%
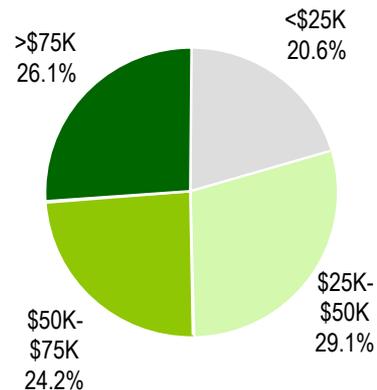
The 26.1% of Country + New Country adult listeners that resided in households generating $75,000 or more per year in Spring 2012 was an all-time high.

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

- Black: 2.1%
- Hispanic: 7.2%
- Other: 90.7%
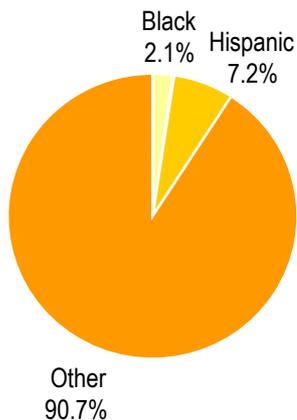
Country + New Country has consistently been among the formats with the lowest proportion of Black and Hispanic listeners, and in Spring 2012, ranked No. 2 in that statistic.

Education
Persons 18+

- College Graduate: 16.5%
- <12th Grade: 10.5%
- High School Graduate: 38.1%
- Some College: 34.9%
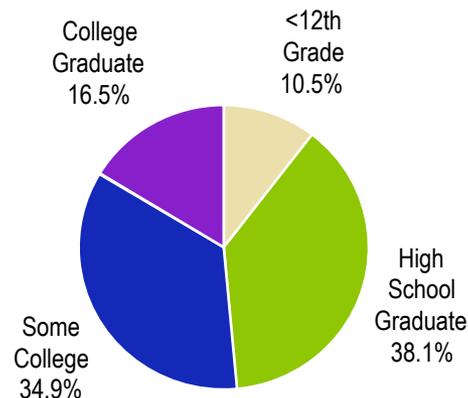
The 51.4% of the Country + New Country adult audience that has attended college reached an all-time high in Spring 2012.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Scarborough.

Electronics (Currently Has)	Index	%
Satellite TV subscription	118	33%
Video game system	116	43%
MP3 player (iPod, Zune, etc.)	114	39%
Digital camera	110	66%
DVD player (excluding Blu-ray)	110	65%
eReader (Kindle, Sony Reader, etc.)	110	15%
Office in the home	110	13%
Digital Video Recorder (TiVo, etc.)	109	49%
Blu-ray disc player	109	23%
Smartphone (BlackBerry, Droid, iPhone, etc.)	107	47%
Satellite radio (Sirius XM)	105	11%
Wireless/cell phone service	103	94%
Computer	103	89%
High-definition television (HDTV)	103	76%
Tablet PC (iPad, Galaxy, Xoom, etc.)	102	19%
VoIP (Vonage, Skype, MagicJack, etc.)	97	9%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	118	5%
Digital camera	105	5%
Tablet PC (iPad, Galaxy, Xoom, etc.)	102	7%
Smartphone (BlackBerry, Droid, iPhone, etc.)	102	7%
Computer	100	8%
High-definition television (HDTV)	99	6%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	99	9%

Country + New Country listeners are outdoor enthusiasts. They are more likely to own an ATV, motorcycle, powerboat, and pool/hot tub/spa. They also are more likely than average to have bought sports logo apparel, sporting wear, sports equipment, and athletic shoes. They spend time online taking college courses, social networking, or shopping. They are also shopping for women's and children's clothing at retail stores such as Kohl's, Victoria's Secret, and Dillard's. Country + New Country listeners are much more likely to own and drive domestic vehicles. They drink Mountain Dew and Dr. Pepper products in big numbers, and they're big domestic beer drinkers.

Country + New Country

Items Bought on the Internet Past 12 Months	Index	%
Sports logo apparel	118	8%
Pet supplies	118	6%
Toys or games	116	11%
Music files (iTunes, Napster, etc.)	112	13%
Sporting event tickets	110	7%
Movie tickets	108	9%
Mobile device apps	107	11%
Clothing or accessories	106	28%
Flowers	106	6%

Ways Used Internet Past 30 Days	Index	%		Index	%
Take college courses	121	5%	Sports scores/updates	105	21%
Social networking (Facebook, Twitter, LinkedIn, etc.)	111	60%	Listen to a local radio station online	105	12%
Auction site	111	10%	Listen to Internet radio (Live365, Pandora, etc.)	104	17%
Weather	110	52%	Job/employment search	104	17%
Local news	110	33%	TV programs (watch or download)	104	15%
Automobile information	110	14%	Real estate listings	104	12%
Video games (play or download)	109	16%	National news	102	28%
Local/community events	109	15%	Medical services/information	102	13%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	109	10%	Other use	101	16%
Search (Google, Yahoo!, etc.)	108	65%	Blogs (read or contributed to)	101	14%
Instant messaging	108	29%	Consumer reviews (products, services, etc.)	100	15%
Movie listings	107	24%	Travel reservations (airline, hotel, auto rental, etc.)	99	19%
Maps/GPS (Google Maps, MapQuest, etc.)	106	46%	Movies (watch or download)	99	16%
Find a business address or phone number	106	31%	Cable TV network site	97	6%
Video clips	106	31%	Financial information/services	94	11%
Music (listen or download – iTunes, Napster, etc.)	106	29%	Traffic	94	9%
Listen to radio	105	23%	Podcasts (watch, listen, or download)	90	5%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Country + New Country

Items Bought Past 12 Months	Index	%
Infants' clothing	116	17%
Women's business clothing	114	14%
Children's clothing	112	32%
Other athletic clothing	112	20%
Sports equipment	112	17%
Men's shoes	111	33%
Fine jewelry	110	14%
Athletic shoes	109	42%
Costume jewelry	109	18%
Women's casual clothing	108	43%
Men's casual clothing	107	40%
Women's shoes	107	36%
Cosmetics, perfumes, or skin care items	106	48%
Men's business clothing	101	13%

Items/Services (Currently Has)	Index	%
ATV (all-terrain vehicle)	159	8%
Mobile home or manufactured housing	142	8%
Motorcycle	135	8%
Powerboat	123	5%
Pool, hot tub, or spa	117	12%
Energy saving appliance	110	32%
Primary house or condo - existing construction	104	52%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Pontiac: Any vehicle	125	5%
Chevrolet: Any vehicle	124	28%
Dodge: Any vehicle	120	13%
Jeep: Any vehicle	118	6%
Ford: Any vehicle	115	28%
GMC: Any vehicle	114	6%
Chrysler: Any vehicle	111	5%

Clothing: Stores Shopped Past 3 Months	Index	%
Kohl's	113	31%
Victoria's Secret	113	11%
Dillard's	113	7%
Walmart	112	53%
Old Navy	111	18%
Sam's Club	110	10%
Target	105	33%
JCPenney	105	27%
Kmart	102	17%
TJ Maxx	100	10%
Any clothing store shopped	102	85%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Mattress	103	14%
Major appliance	101	10%
Furniture	100	14%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Country + New Country

Beverages	Index	%
Beverage Drank Past 7 Days		
Mountain Dew	132	15%
Dr Pepper	127	17%
Diet Mountain Dew	127	6%
Diet Dr Pepper	120	8%
Store brand regular soft drink	117	6%
Beer Drank Past 30 Days		
Miller Lite	122	7%
Bud Light	121	17%
Coors Light	113	9%
Blue Moon	109	6%
Budweiser	101	5%
Any domestic light beer past 30 days	117	32%
Any domestic regular beer past 30 days	105	22%
Any imported beer past 30 days	90	18%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	106	44%
Microbrew Drank Past 30 Days		
Any microbrew	103	5%

Restaurants	Index	%
Types Visited (past 30 days)		
Any pizza restaurant	113	38%
Any steakhouse	113	21%
Any Mexican restaurant	111	37%
Any Chinese restaurant	101	41%
Any coffee house/coffee bar	98	13%
Any Italian restaurant	97	20%
Any seafood restaurant	97	15%
Any upscale restaurant	92	13%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	114	45%
10 or more times	118	23%
Any visits past 30 days	104	91%
None	73	9%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	104	21%
10 or more times	103	8%
Any visits past 30 days	102	83%
None	89	18%

Investments Household Has	Index	%
Stocks or stock options	99	26%
Mutual funds	99	23%
Money market funds	98	16%
Other security or investment	98	13%
Second home or real estate property	97	10%
Bonds	95	13%
Any investment	101	48%

Home Improvements Past 12 Months	Index	%
Other remodeling (not bathroom or kitchen)	116	10%
Landscaping	115	26%
Heating or air conditioning	113	8%
Replaced roof or major repair to roof	113	7%
Interior paint or wallpaper	112	25%
Carpeting or floor covering	112	12%
Remodeled bathroom	110	13%
Any home improvement	108	57%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

News/Talk/Information + Talk/Personality

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women 40.7%

Men 59.3%
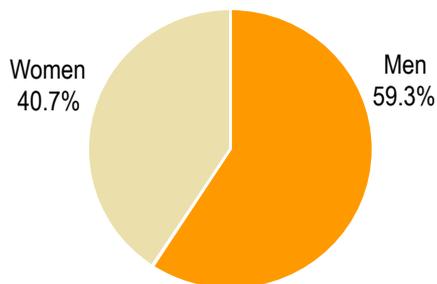
News/Talk/Information + Talk/Personality gender ratio has consistently leaned roughly 60/40 men/women. Its proportion of male listeners has been increasing incrementally in recent years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
12.3%	12.5%	12.5%	14.1%	12.9%	12.1%	12.1%	**11.4%**

12+ AQH Share in PPM Markets	**11.7%**
12+ AQH Share in Diary Markets	**11.7%**
12+ AQH Share in non-Metro counties	**10.7%**

News/Talk/Information + Talk/Personality was solidly No. 1 in PPM markets, ranking a strong No. 2 in Diary Metros and non-Metro areas. Its share in all three market definitions continued to be very close.

- **More than 53 million weekly 12+ listeners**
- **2,121 rated AM, FM, HD Radio, and streamed stations**
- **No. 1 by large margins with adults 55-64; No. 2 with adults 45-54**

Featuring a combination of news, talk shows, traffic, and specialty programming (especially on public radio), News/Talk/Information is popular in all market sizes, with near-equal audience shares in PPM, Diary, and non-Metro markets. Most of these stations devoted a portion of their schedules to network or syndicated programming, and some included drivetime news blocks. Some N/T/I stations also carry play-by-play sports.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
1.4%	2.3%	6.9%	11.1%	19.9%	24.2%	34.2%
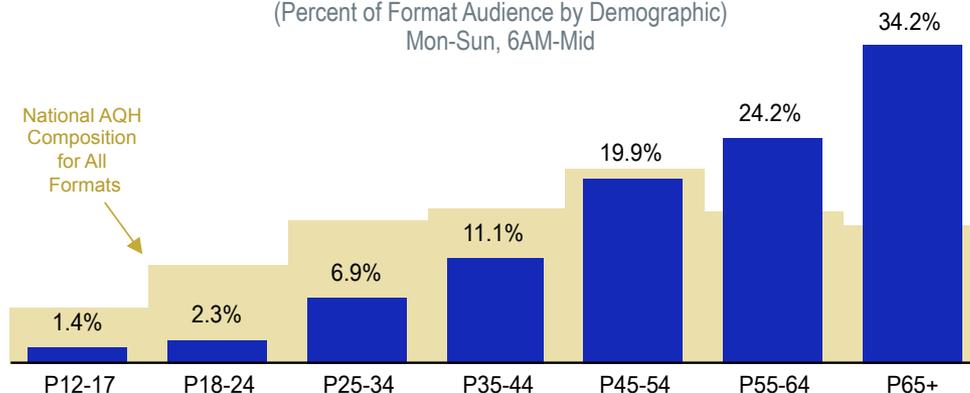
News/Talk/Information + Talk/Personality had a higher adult composition among its listeners than any other format in this report.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

News/Talk/Information + Talk/Personality

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
158	153	123	41	59

News/Talk/Information + Talk/Personality indexed the highest in mornings as consumers awakened to the events of the day, 58% above its average. Its morning index was a close third of all 22 formats in this report.

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

Away From Home 50.1%

At Home 49.9%
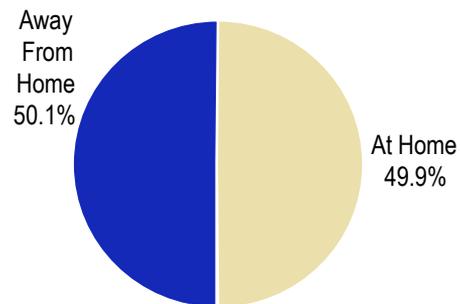
News/Talk/Information + Talk/Personality ranked No. 2 by a solid margin in its high proportion of at-home listening. It is consistently the only format with a nearly even split between at-home and away-from-home tune-in.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
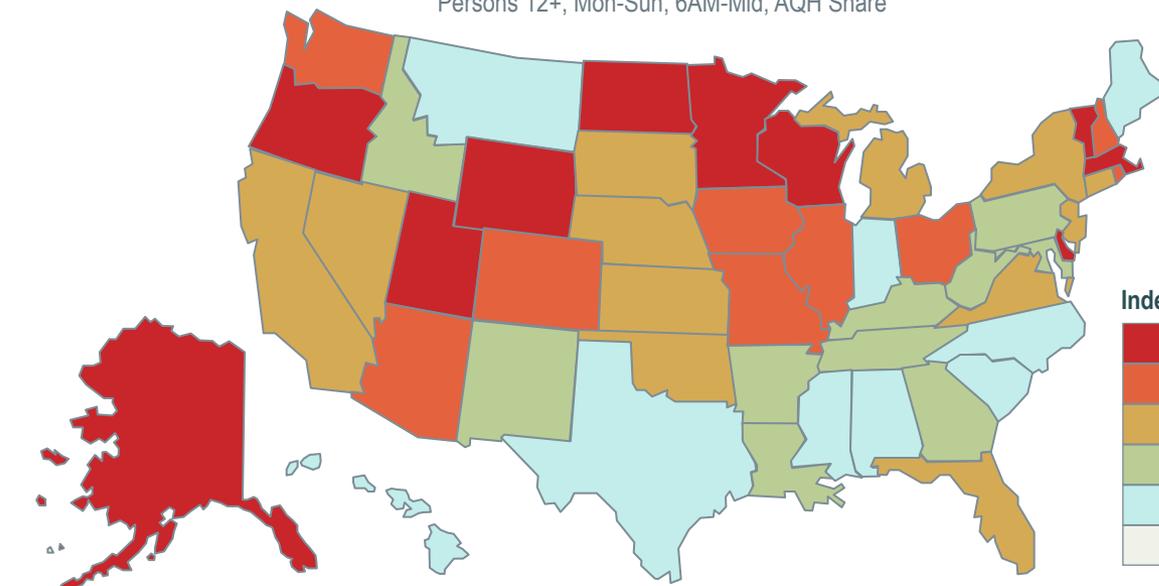
News/Talk/Information + Talk/Personality generated more than twice its national share in North Dakota and Vermont, and nearly double that in Alaska. Its audience share was also above the index of 100 in 23 other states, particularly in the northern half of the country, as well as the District of Columbia.
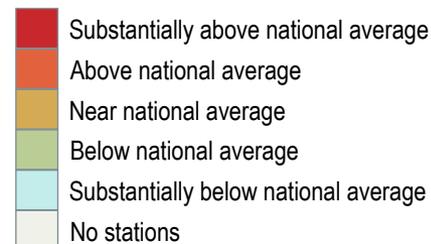
Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

News/Talk/Information + Talk/Personality

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

- P12-24: 2:30
- P18-34: 3:45
- P25-54: 5:30
- P35-64: 6:45

6:45 P12
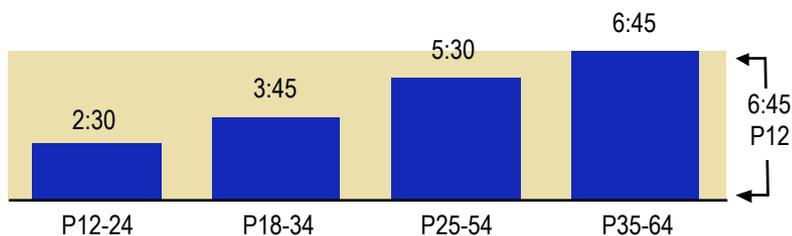
News/Talk/Information + Talk/Personality tied for No. 1 in TSL among persons 12+.

Household Income
Persons 18+

- <$25K 12.0%
- $25K-$50K 23.5%
- $50K-$75K 24.3%
- >$75K 40.2%
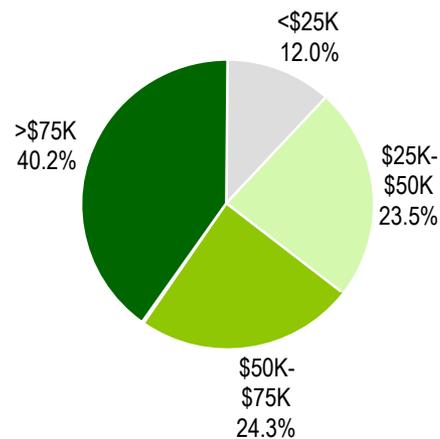
Of the top 16 formats, News/Talk/Information + Talk/Personality ranked No. 2 in the proportion of its adult audience living in households generating $50,000 or more annually and was No. 3 by a wide margin in the $75,000+ category.

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

- Black 5.8%
- Hispanic 5.7%
- Other 88.5%
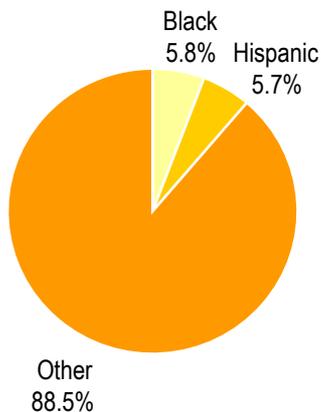
The combined 11.5% Black and Hispanic composition has changed very little in recent years.

Education
Persons 18+
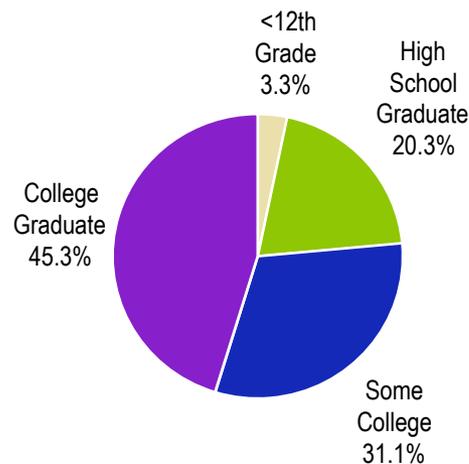
- <12th Grade 3.3%
- High School Graduate 20.3%
- Some College 31.1%
- College Graduate 45.3%

News/Talk/Information + Talk/Personality ranked No. 2 by a wide margin in the proportion of its listeners who have attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

News/Talk/Information + Talk/Personality

Electronics (Currently Has)	Index	%
Office in the home	127	15%
eReader (Kindle, Sony Reader, etc.)	121	16%
Satellite radio (Sirius XM)	113	12%
Digital Video Recorder (TiVo, etc.)	111	51%
Tablet PC (iPad, Galaxy, Xoom, etc.)	111	21%
VoIP (Vonage, Skype, MagicJack, etc.)	111	10%
Digital camera	107	64%
Blu-ray disc player	107	23%
Computer	104	91%
High-definition television (HDTV)	104	76%
Wireless/cell phone service	101	92%
DVD player (excluding Blu-ray)	100	59%
Smartphone (BlackBerry, Droid, iPhone, etc.)	100	44%
MP3 player (iPod, Zune, etc.)	99	34%
Video game system	90	34%
Satellite TV subscription	89	25%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	101	7%
Smartphone (BlackBerry, Droid, iPhone, etc.)	99	7%
Computer	96	8%
High-definition television (HDTV)	87	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	87	8%

News/Talk/Information + Talk/Personality listeners have higher educations and live in high income households. About two-thirds have a financial investment and are much more likely than average to own mutual funds, stocks, and bonds. These listeners have become very tech savvy in recent years; a growing number own eReaders, satellite radio, and tablets. When they are online, they are downloading podcasts, tracking financial information, and following consumer reviews. They are avid online shoppers, buying cultural and sporting event tickets, books, electronics, and travel. They rank higher than average to patronize sit-down restaurants (especially upscale choices), while ranking lower than average with quick service restaurants.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Scarborough.

Items Bought on the Internet Past 12 Months	Index	%
Cultural event tickets	153	7%
Other travel reservations (hotels, auto rental, etc.)	136	23%
Airline tickets	134	28%
Flowers	130	7%
Medicine/prescriptions	125	8%
Books	123	31%
Computer hardware/software	123	12%
Consumer electronics	122	10%
Sporting event tickets	121	8%
Office supplies	116	8%

Ways Used Internet Past 30 Days	Index	%		Index	%
Podcasts (watch, listen, or download)	138	7%	Automobile information	111	14%
Financial information/services	136	16%	Search (Google, Yahoo!, etc.)	110	66%
Consumer reviews (products, services, etc.)	132	19%	Video clips	108	31%
National news	131	37%	Cable TV network site	108	7%
Travel reservations (airline, hotel, auto rental, etc.)	130	25%	Movie listings	106	24%
Traffic	126	12%	Listen to radio	105	23%
Sports scores/updates	123	25%	Listen to Internet radio (Live365, Pandora, etc.)	99	16%
Blogs (read or contributed to)	120	16%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	99	9%
Auction site	117	10%	Social networking (Facebook, Twitter, LinkedIn, etc.)	96	52%
Find a business address or phone number	116	34%	Instant messaging	96	26%
Local/community events	116	16%	TV programs (watch or download)	96	13%
Medical services/information	116	15%	Music (listen or download - iTunes, Napster, etc.)	90	24%
Maps/GPS (Google Maps, MapQuest, etc.)	115	50%	Movies (watch or download)	88	14%
Local news	114	34%	Video games (play or download)	88	13%
Listen to a local radio station online	114	13%	Job/employment search	81	13%
Real estate listings	113	13%			
Weather	111	53%			

Note: An index of 100 is average

News/Talk/Information + Talk/Personality

Items Bought Past 12 Months	Index	%
Men's business clothing	119	15%
Sports equipment	113	17%
Men's casual clothing	112	42%
Other athletic clothing	110	20%
Men's shoes	105	31%
Fine jewelry	104	13%
Athletic shoes	103	40%
Costume jewelry	94	15%
Women's business clothing	94	12%
Cosmetics, perfumes, or skin care items	93	42%
Women's casual clothing	93	37%
Women's shoes	89	30%
Children's clothing	85	24%
Infants' clothing	84	12%

Items/Services (Currently Has)	Index	%
Second home	132	7%
Primary house or condo - existing construction	125	62%
Primary house or condo - new construction	121	15%
Home security system	119	18%
Pest control service	117	14%
Pool, hot tub, or spa	115	11%
Energy saving appliance	108	31%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Hyundai: Any vehicle	120	5%
Toyota: Any vehicle	118	22%
Honda: Any vehicle	118	16%
Jeep: Any vehicle	105	5%
Chrysler: Any vehicle	105	5%
Nissan: Any vehicle	99	8%
GMC: Any vehicle	99	5%

Clothing: Stores Shopped Past 3 Months	Index	%
Lands' End	145	5%
Nordstrom	133	5%
Kohl's	110	30%
Macy's	106	20%
Target	100	32%
Sears	96	13%
Dillard's	96	6%
Marshalls	95	10%
TJ Maxx	95	10%
Gap	92	6%
Any clothing store shopped	99	82%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Major appliance	94	9%
Furniture	84	12%
Mattress	84	11%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

News/Talk/Information + Talk/Personality

Beverages	Index	%
Beverage Drank Past 7 Days		
Diet Coke	119	17%
Caffeine Free Diet Coke	115	8%
Diet Pepsi	111	11%
Coca-Cola Zero	104	8%
Diet Dr Pepper	102	7%
Beer Drank Past 30 Days		
Samuel Adams	139	7%
Miller Lite	115	7%
Blue Moon	115	6%
Coors Light	107	8%
Heineken	97	5%
Any domestic light beer past 30 days	101	27%
Any domestic regular beer past 30 days	120	25%
Any imported beer past 30 days	114	22%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	111	46%
Microbrew Drank Past 30 Days		
Any microbrew	153	8%

Restaurants	Index	%
Types Visited (past 30 days)		
Any upscale restaurant	136	19%
Any Italian restaurant	123	26%
Any coffee house/coffee bar	118	16%
Any seafood restaurant	109	16%
Any steakhouse	105	19%
Any pizza restaurant	103	35%
Any Mexican restaurant	103	34%
Any Chinese restaurant	98	39%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	95	37%
10 or more times	92	18%
Any visits past 30 days	99	87%
None	106	13%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	115	23%
10 or more times	114	9%
Any visits past 30 days	105	85%
None	78	15%

Investments Household Has	Index	%
Mutual funds	152	35%
Money market funds	148	24%
Stocks or stock options	142	37%
Bonds	142	19%
Other security or investment	136	18%
Second home or real estate property	136	14%
Any investment	133	63%

Home Improvements Past 12 Months	Index	%
Exterior paint	120	10%
Landscaping	120	27%
Replaced roof or major repair to roof	112	7%
Replaced windows	112	6%
Carpeting or floor covering	109	12%
Interior paint or wallpaper	107	24%
Heating or air conditioning	106	8%
Any home improvement	110	58%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Pop Contemporary Hit Radio

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men
39.7%

Women
60.3%
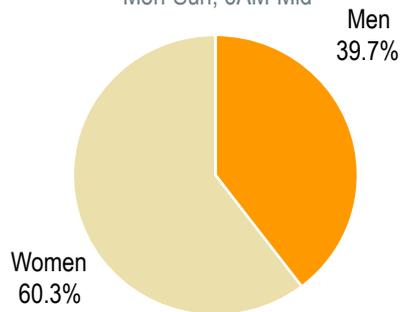
Of the 22 formats analyzed, Pop CHR ranked a close third in its high proportion of female vs. male listeners.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
5.5%	5.5%	5.6%	5.9%	6.7%	7.6%	7.6%	8.2%

12+ AQH Share in PPM Markets	8.4%
12+ AQH Share in Diary Markets	9.0%
12+ AQH Share in non-Metro counties	6.7%

The third-highest-rated format 12+ overall, Pop CHR is forever identified with younger listeners. It was by far the No. 1 format among teen listeners (24.3%), leading the next-closest format (Country + New Country) by more than 11 shares.

- **Better than 72 million 12+ weekly listeners**
- **609 rated AM, FM, HD Radio, and streamed stations**
- **America's new No. 1 format by weekly cume**

In Spring 2012, Pop CHR became America's most-heard radio format, up from No. 2 in Fall 2011, and No. 4 in Fall 2009. This format had dipped to as low as a 5.5 share in our 2006 and 2007 reports, but since then has rebounded to its highest national audience share in over a decade. Thanks to adult-friendly artists including Flo Rida, Katy Perry, Taylor Swift, Justin Timberlake, Rihanna, and David Guetta, Pop CHR commands a 29% market share among female teens, the largest share for any demographic group of any format in this study.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
17.4%	20.1%	22.6%	19.1%	13.1%	5.3%	2.4%
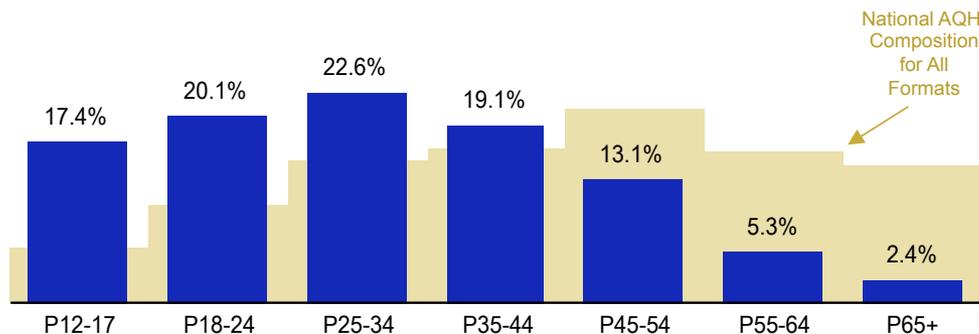
While Pop CHR's 18-34 composition was among the three largest of all 22 formats studied, the makeup of its audience has shifted more towards adults 35-54, whose composition has steadily climbed from 24% in 2005 to 32% in Spring 2012.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Pop Contemporary Hit Radio

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
120	114	138	60	86

Pop CHR indexed the highest in afternoons, 38% above its average; its index ranked No. 2 of all formats in that daypart.

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

At Home 32.7%

Away From Home 67.3%

Two-thirds of Pop CHR listening occurred away from home, slightly above average for the 22 formats in this report. That ratio has remained nearly unchanged for the past several years.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share

Pop CHR's audience share was above the index of 100 in 25 states.

Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Pop Contemporary Hit Radio

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

P12-24	P18-34	P25-54	P35-64
3:45	3:45	3:30	3:15

3:30 P12

TSL to Pop CHR remained unchanged across every major age group between Fall 2011 and Spring 2012.

Household Income
Persons 18+

- <$25K 17.1%
- >$75K 34.6%
- $25K-$50K 26.3%
- $50K-$75K 22.0%
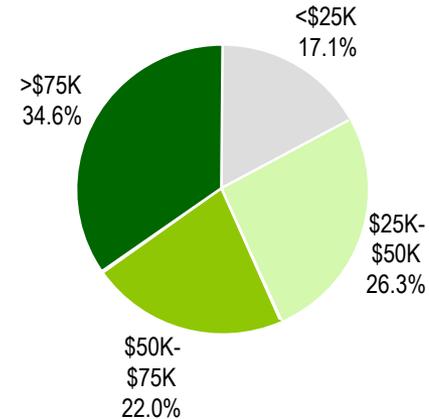
Pop CHR ranks fourth highest in the proportion of its adult audience residing in households generating $75,000 or more per year. That ranks Pop CHR second only to Hot AC among music formats.

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

- Black 8.4%
- Hispanic 23.4%
- Other 68.2%
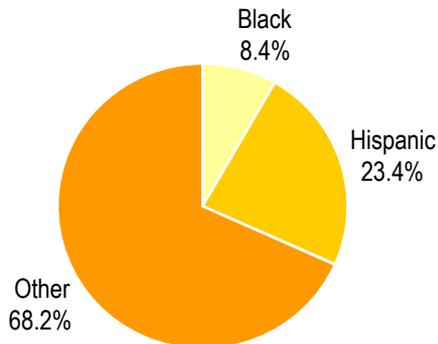
The Hispanic composition of the Pop CHR audience has risen notably in recent years, representing nearly a quarter of the format's listeners, while the Black proportion has incrementally declined.

Education
Persons 18+

- <12th Grade 8.9%
- College Graduate 26.9%
- High School Graduate 28.8%
- Some College 35.4%
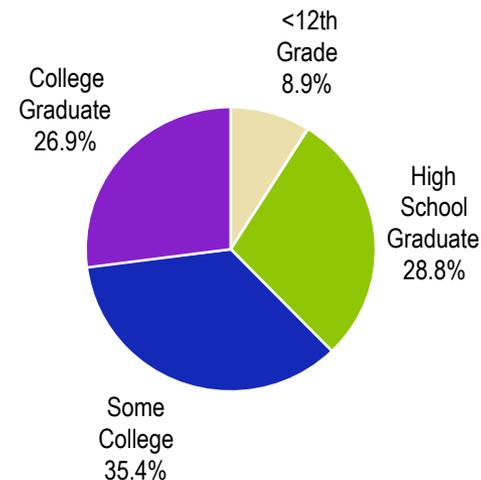
Almost 27% of Pop CHR's adult listeners—a record high —have earned a college degree, ranking it sixth highest and above the average for the 16 leading formats.

Due to rounding, totals may not add to exactly 100.

Pop Contemporary Hit Radio

Electronics (Currently Has)	Index	%
Video game system	142	53%
MP3 player (iPod, Zune, etc.)	142	49%
Smartphone (BlackBerry, Droid, iPhone, etc.)	138	61%
VoIP (Vonage, Skype, MagicJack, etc.)	135	12%
Blu-ray disc player	130	28%
Tablet PC (iPad, Galaxy, Xoom, etc.)	128	24%
eReader (Kindle, Sony Reader, etc.)	119	16%
Digital camera	115	68%
Office in the home	114	14%
DVD player (excluding Blu-ray)	112	67%
Digital Video Recorder (TiVo, etc.)	111	51%
Computer	108	94%
High-definition television (HDTV)	107	78%
Wireless/cell phone service	105	96%
Satellite radio (Sirius XM)	100	11%
Satellite TV subscription	90	25%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	151	6%
Tablet PC (iPad, Galaxy, Xoom, etc.)	139	9%
Smartphone (BlackBerry, Droid, iPhone, etc.)	139	9%
Digital camera	130	6%
High-definition television (HDTV)	121	7%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	126	11%

Pop CHR listeners are way more likely to own technology and electronic gadgetry, such as Voice over IP services, smartphones, tablet computers, and MP3 players. Among their Internet activities, these youthful listeners love downloading music, listening to online radio, casino-type games, and taking college courses. Pop CHR listeners are 30% more likely than the average radio listener to dine at a quick service restaurant 10+ times in a month. They also rank high in the purchase of men's and women's business clothing, athletic wear, children's clothing, and sports equipment. They shop online with great ease, buying movie tickets, music, mobile apps, games, and sports logo apparel.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Pop Contemporary Hit Radio

Items Bought on the Internet Past 12 Months	Index	%
Movie tickets	164	14%
Music files (iTunes, Napster, etc.)	152	17%
Mobile device apps	152	15%
Toys or games	152	14%
Sports logo apparel	150	10%
Sporting event tickets	145	10%
Groceries, candy, or other food items	142	8%
Health and beauty items	136	12%
Consumer electronics	135	11%
Furniture/home furnishings	134	6%

Ways Used Internet Past 30 Days	Index	%		Index	%
Take college courses	165	7%	Social networking (Facebook, Twitter, LinkedIn, etc.)	134	72%
Movies (watch or download)	158	25%	Instant messaging	134	36%
TV programs (watch or download)	156	22%	Local/community events	131	18%
Music (listen or download - iTunes, Napster, etc.)	155	42%	Real estate listings	130	14%
Fantasy sports	153	5%	Consumer reviews (products, services, etc.)	129	19%
Listen to Internet radio (Live365, Pandora, etc.)	151	25%	Find a business address or phone number	128	37%
Traffic	151	14%	Local news	127	38%
Job/employment search	150	25%	Maps/GPS (Google Maps, MapQuest, etc.)	126	54%
Personal ads/dating	149	5%	Weather	124	59%
Cable TV network site	148	9%	Search (Google, Yahoo!, etc.)	123	74%
Movie listings	147	33%	Sports scores/updates	123	25%
Listen to radio	146	32%	Financial information/services	122	14%
Blogs (read or contributed to)	146	20%	Automobile information	121	16%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	146	13%	Auction site	120	10%
Video clips	144	41%	Travel reservations (airline, hotel, auto rental, etc.)	116	23%
Listen to a local radio station online	144	17%	Medical services/information	116	15%
Podcasts (watch, listen, or download)	143	7%	National news	115	32%
Video games (play or download)	139	20%	Casino-type games (blackjack, poker, etc.)	112	5%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Pop Contemporary Hit Radio

Items Bought Past 12 Months	Index	%
Women's business clothing	141	17%
Other athletic clothing	135	25%
Men's business clothing	131	17%
Children's clothing	128	36%
Infants' clothing	128	18%
Sports equipment	122	19%
Women's shoes	120	40%
Athletic shoes	119	46%
Men's shoes	117	34%
Fine jewelry	117	15%
Cosmetics, perfumes, or skin care items	116	53%
Costume jewelry	116	19%
Women's casual clothing	113	45%
Men's casual clothing	112	42%

Items/Services (Currently Has)	Index	%
Pool, hot tub, or spa	108	11%
Home security system	107	16%
Energy saving appliance	105	30%
Motorcycle	104	6%
ATV (all-terrain vehicle)	98	5%
Pest control service	95	11%
Primary house or condo - new construction	89	11%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Nissan: Any vehicle	124	10%
Honda: Any vehicle	119	16%
Pontiac: Any vehicle	115	5%
Jeep: Any vehicle	110	5%
Toyota: Any vehicle	107	19%
Dodge: Any vehicle	102	11%
Chevrolet: Any vehicle	96	21%

Clothing: Stores Shopped Past 3 Months	Index	%
Express/Express for Men	196	5%
Victoria's Secret	166	16%
Gap	165	10%
Banana Republic	159	5%
Old Navy	147	24%
Gap Kids	147	6%
Nordstrom	143	5%
Marshalls	138	15%
Burlington Coat Factory	133	11%
Target	131	41%
Any clothing store shopped	106	88%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	129	18%
Energy saving appliance	129	5%
Mattress	122	17%
Major appliance	114	11%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Pop Contemporary Hit Radio

Beverages	Index	%
Beverage Drank Past 7 Days		
Red Bull	163	8%
Monster	160	7%
Arizona fruit drinks	155	7%
Fanta	150	6%
Snapple fruit drinks	144	6%
Beer Drank Past 30 Days		
Blue Moon	152	8%
Corona	139	10%
Miller Lite	125	8%
Bud Light	124	17%
Heineken	123	6%
Any domestic light beer past 30 days	113	31%
Any domestic regular beer past 30 days	115	24%
Any imported beer past 30 days	124	24%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	110	46%
Microbrew Drank Past 30 Days		
Any microbrew	118	6%

Restaurants	Index	%
Types Visited (past 30 days)		
Any coffee house/coffee bar	134	18%
Any pizza restaurant	118	40%
Any Italian restaurant	115	24%
Any Chinese restaurant	114	46%
Any Mexican restaurant	113	37%
Any steakhouse	100	18%
Any upscale restaurant	100	14%
Any seafood restaurant	95	14%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	126	49%
10 or more times	133	26%
Any visits past 30 days	105	92%
None	67	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	103	21%
10 or more times	106	8%
Any visits past 30 days	103	83%
None	87	17%

Investments Household Has	Index	%
Stocks or stock options	97	26%
Bonds	96	13%
Mutual funds	89	20%
Money market funds	84	14%
Other security or investment	84	11%
Second home or real estate property	82	9%
Any investment	93	44%

Home Improvements Past 12 Months	Index	%
Interior paint or wallpaper	113	25%
Other remodeling (not bathroom or kitchen)	109	10%
Remodeled kitchen	109	8%
Landscaping	108	24%
Remodeled bathroom	108	12%
Carpeting or floor covering	107	12%
Replaced windows	101	5%
Any home improvement	103	54%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Contemporary + Soft Adult Contemporary

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men 39.2%

Women 60.8%
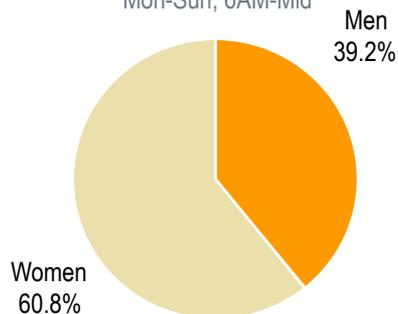
Of the 22 formats in this report, these formats boasted the second largest proportion of female listeners. Its male concentration has increased slightly in recent years, from 37% in Fall 2009 to 39% in Spring 2012.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
7.1%	8.2%	8.1%	9.2%	9.4%	9.4%	8.8%	8.1%

12+ AQH Share in PPM Markets	8.9%
12+ AQH Share in Diary Markets	7.5%
12+ AQH Share in non-Metro counties	7.2%

The formats are strong in all market sizes; together they were No. 2 in PPM markets, third in unrated markets, and fourth in Diary Metros. They outperformed their 12+ share among adults in every age group 35 and older, peaking among adults 55-64 with a 9.8 share.

- **Nearly 69 million weekly listeners**
- **919 rated AM, FM, HD Radio, and streamed stations**
- **AC + Soft AC remains fourth-highest rated format**

Powered by artists including Daughtry, Train, Pink, Katy Perry, and Kelly Clarkson, AC + Soft AC stations were solid performers in all market sizes. True to its reputation as a strong "at-work" format, AC + Soft AC performed significantly higher in the weekday middays than overall, and their listeners rank high in household income and education categories.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
4.0%	7.8%	12.4%	16.9%	23.7%	19.7%	15.5%
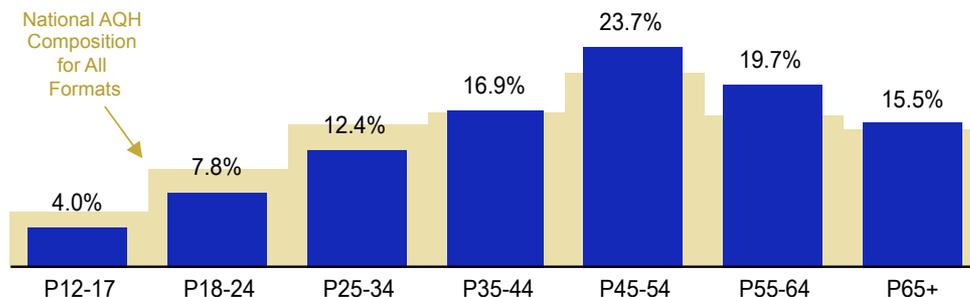
AC + Soft AC commands a broad adult appeal, with more than 40% of its audience between the ages of both 35-54 and 45-64.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Contemporary + Soft Adult Contemporary

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
123	161	125	39	73

The popularity of AC + Soft AC at work was evident in the formats' No. 1 index ranking in middays among the 22 formats in this study, registering 61% above its average.

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

At Home 29.9%
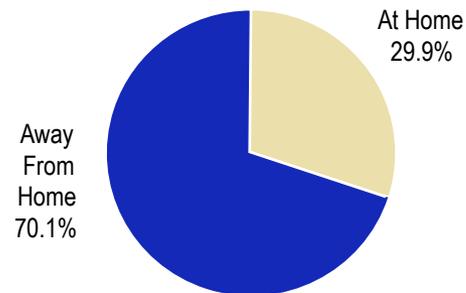
Away From Home 70.1%

Also indicating AC + Soft AC's strength in at-work tune-in was its No. 2 ranking in its proportion of away-from-home listening, second only to Active Rock.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
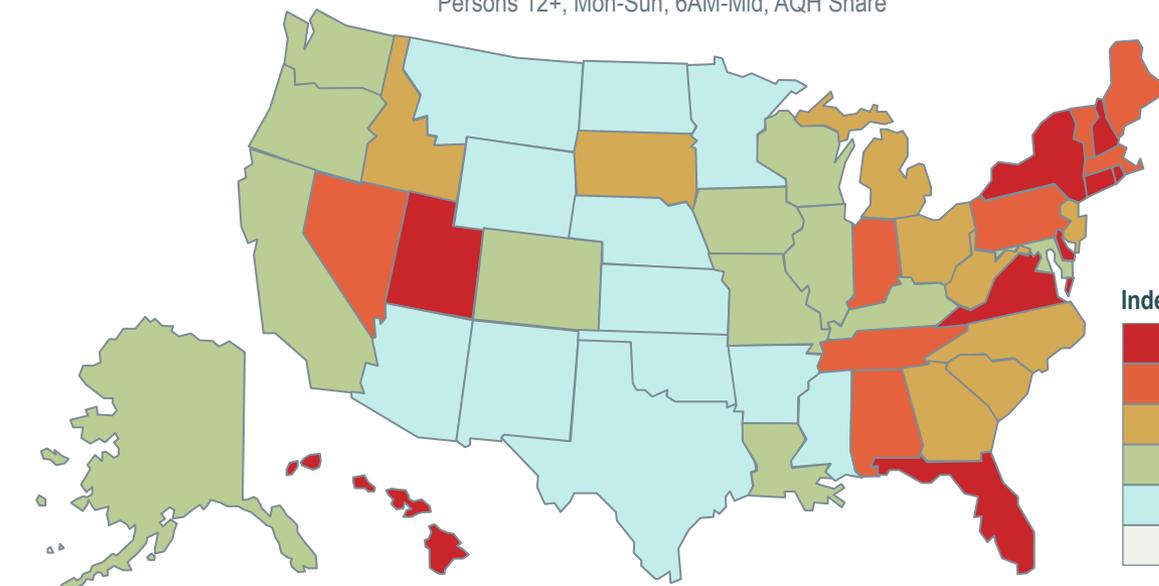
Performing strongly in New England, AC + Soft AC delivered more than twice its national share in Connecticut and Hawaii. Its audience share was above the index of 100 in 17 additional states and the District of Columbia.
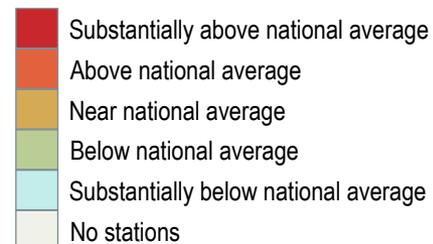
Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Contemporary + Soft Adult Contemporary

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

2:30	2:45	3:45	4:15
P12-24	P18-34	P25-54	P35-64

3:45 P12
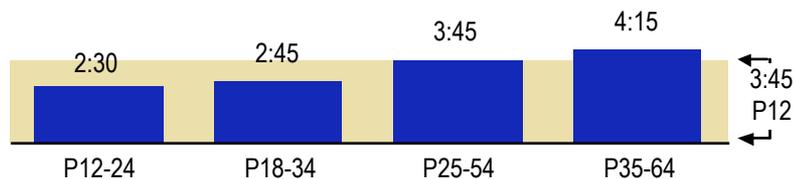
AC + Soft AC generated the same TSL as it did in Fall '11 with persons aged 12+ and 12-24, as well as among adults 25-54 and 35-64.

Household Income
Persons 18+

- <$25K 15.4%
- >$75K 34.2%
- $25K-$50K 26.6%
- $50K-$75K 23.8%
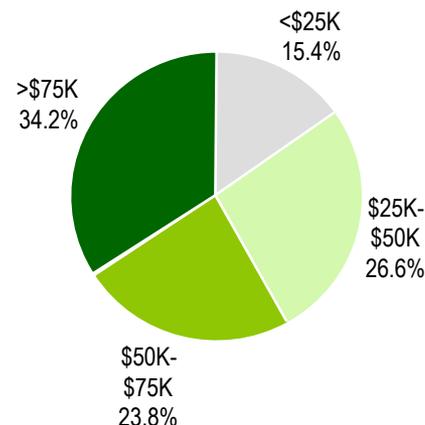
Consistently, more than a third of AC + Soft AC listeners reside in households producing at least $75,000 per year, making the formats' listeners among the leaders in terms of household affluence.

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

- Black 9.6%
- Hispanic 14.6%
- Other 75.8%
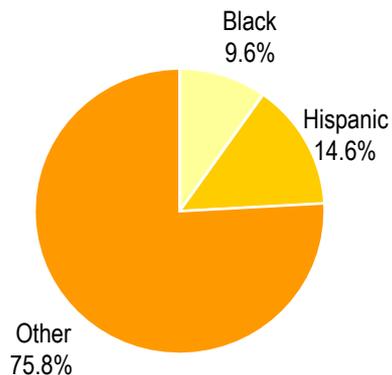
AC + Soft AC has been steadily attracting a more diverse ethnic following, with its proportion of both Black and Hispanic listeners reaching its highest levels in Spring 2012. Combined, African American and Hispanic consumers represented nearly a quarter of the AC + Soft AC audience.

Education
Persons 18+

- <12th Grade 6.1%
- College Graduate 28.9%
- High School Graduate 29.2%
- Some College 35.8%
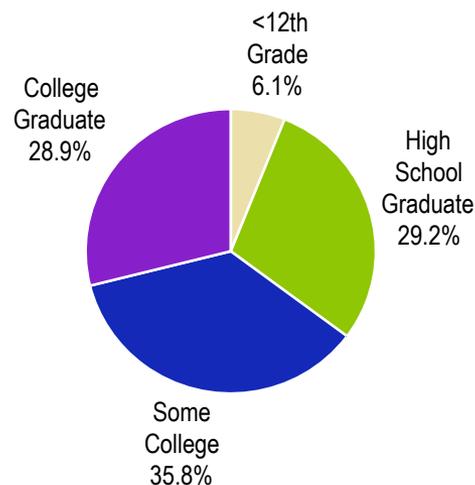
Among the top 16 formats, AC + Soft AC adult consumers ranked fifth in the proportion who have graduated from college. Close to two-thirds of AC + Soft AC adult listeners have attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Contemporary + Soft Adult Contemporary

Electronics (Currently Has)	Index	%
eReader (Kindle, Sony Reader, etc.)	117	16%
VoIP (Vonage, Skype, MagicJack, etc.)	117	11%
Tablet PC (iPad, Galaxy, Xoom, etc.)	116	22%
Office in the home	114	14%
Smartphone (BlackBerry, Droid, iPhone, etc.)	112	50%
MP3 player (iPod, Zune, etc.)	112	39%
Blu-ray disc player	111	24%
Digital Video Recorder (TiVo, etc.)	110	50%
Digital camera	108	64%
Video game system	107	40%
Computer	105	92%
High-definition television (HDTV)	105	77%
DVD player (excluding Blu-ray)	103	61%
Wireless/cell phone service	102	94%
Satellite radio (Sirius XM)	101	11%
Satellite TV subscription	84	24%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	112	8%
Smartphone (BlackBerry, Droid, iPhone, etc.)	110	7%
Digital camera	105	5%
Computer	104	9%
High-definition television (HDTV)	103	6%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	103	9%

AC + Soft AC listeners tend to be financially savvy, with 52% holding some kind of investment (thus making them 9% more likely than the average radio listener to do so). These listeners also dine out frequently; a fifth of them patronized quick service restaurants 10 or more times in the last 30 days and about 9% did so at sit-down restaurants. Their favorite dining destinations: Italian spots, coffee houses, and upscale restaurants. AC listeners are big on shopping, blowing way past the national averages for items such as women's business clothing at stores like Nordstrom, Gap, and Macy's. And when they aren't working, they are doing a variety of home improvements including carpeting/floor covering, landscaping, or interior painting.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Contemporary
+ Soft Adult Contemporary

Items Bought on the Internet Past 12 Months	Index	%
Cultural event tickets	135	7%
Airline tickets	127	26%
Health and beauty items	127	12%
Movie tickets	127	11%
Sporting event tickets	125	8%
Flowers	125	7%
Medicine/prescriptions	122	7%
Office supplies	121	8%
Books	120	30%
Music files (iTunes, Napster, etc.)	119	14%

Ways Used Internet Past 30 Days	Index	%		Index	%
Traffic	130	12%	National news	114	32%
Travel reservations (airline, hotel, auto rental, etc.)	122	24%	Search (Google, Yahoo!, etc.)	113	68%
Real estate listings	121	13%	Social networking (Facebook, Twitter, LinkedIn, etc.)	111	60%
Consumer reviews (products, services, etc.)	120	18%	Weather	111	53%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	120	10%	Listen to radio	111	24%
Movie listings	119	27%	Job/employment search	111	18%
Cable TV network site	119	7%	TV programs (watch or download)	111	16%
Medical services/information	117	15%	Instant messaging	110	30%
Find a business address or phone number	116	34%	Sports scores/updates	109	22%
Local/community events	116	16%	Movies (watch or download)	109	17%
Blogs (read or contributed to)	116	16%	Video clips	108	31%
Local news	115	34%	Music (listen or download - iTunes, Napster, etc.)	108	29%
Financial information/services	115	14%	Listen to Internet radio (Live365, Pandora, etc.)	108	18%
Listen to a local radio station online	115	13%	Automobile information	103	13%
Podcasts (watch, listen, or download)	115	6%	Auction site	103	9%
Maps/GPS (Google Maps, MapQuest, etc.)	114	49%	Video games (play or download)	101	15%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Contemporary
+ Soft Adult Contemporary

Items Bought Past 12 Months	Index	%
Women's business clothing	122	15%
Costume jewelry	117	19%
Men's business clothing	117	15%
Other athletic clothing	116	21%
Women's casual clothing	113	45%
Women's shoes	113	38%
Fine jewelry	112	14%
Cosmetics, perfumes, or skin care items	111	50%
Athletic shoes	110	43%
Sports equipment	110	17%
Children's clothing	109	31%
Infants' clothing	108	16%
Men's casual clothing	107	40%
Men's shoes	103	30%

Items/Services (Currently Has)	Index	%
Second home	118	6%
Home security system	117	18%
Pool, hot tub, or spa	115	11%
Primary house or condo - existing construction	107	53%
Pest control service	106	13%
Energy saving appliance	104	30%
Primary house or condo - new construction	99	12%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Hyundai: Any vehicle	121	5%
Honda: Any vehicle	117	16%
Toyota: Any vehicle	114	21%
Nissan: Any vehicle	111	9%
Jeep: Any vehicle	102	5%
Ford: Any vehicle	92	23%
Dodge: Any vehicle	91	10%

Clothing: Stores Shopped Past 3 Months	Index	%
Nordstrom	143	5%
Gap	128	8%
Macy's	126	24%
Marshalls	125	13%
Gap Kids	121	5%
TJ Maxx	118	12%
Target	116	36%
Victoria's Secret	114	11%
Kohl's	113	31%
Old Navy	110	18%
Any clothing store shopped	103	85%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	102	15%
Mattress	100	14%
Major appliance	97	9%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Scarborough.
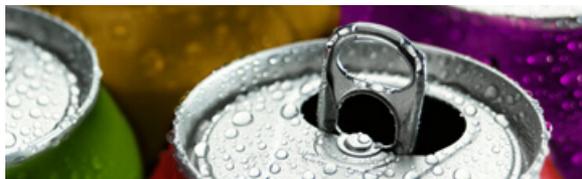
Beverages	Index	%
Beverage Drank Past 7 Days		
Snapple tea	119	8%
Tropicana	112	18%
Diet Coke	112	16%
Snapple fruit drink	112	5%
Caffeine Free Diet Coke	106	7%
Beer Drank Past 30 Days		
Blue Moon	123	7%
Heineken	118	6%
Corona	115	8%
Samuel Adams	114	6%
Miller Lite	108	7%
Any domestic light beer past 30 days	99	27%
Any domestic regular beer past 30 days	107	22%
Any imported beer past 30 days	115	23%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	105	44%
Microbrew Drank Past 30 Days		
Any microbrew	106	5%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Italian restaurant	120	25%
Any coffee house/coffee bar	119	16%
Any upscale restaurant	114	16%
Any pizza restaurant	107	36%
Any Chinese restaurant	104	42%
Any seafood restaurant	104	16%
Any Mexican restaurant	100	33%
Any steakhouse	96	18%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	105	41%
10 or more times	105	21%
Any visits past 30 days	101	89%
None	92	11%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	109	22%
10 or more times	107	9%
Any visits past 30 days	103	83%
None	87	17%

Investments Household Has	Index	%
Money market funds	117	19%
Mutual funds	113	26%
Stocks or stock options	113	30%
Bonds	112	15%
Second home or real estate property	110	12%
Other security or investment	103	13%
Any investment	109	52%

Home Improvements Past 12 Months	Index	%
Carpeting or floor covering	112	12%
Landscaping	111	25%
Interior paint or wallpaper	111	25%
Heating or air conditioning	106	8%
Replaced windows	105	5%
Other remodeling (not bathroom or kitchen)	102	9%
Exterior paint	102	9%
Any home improvement	105	55%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Hits

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men 54.8%

Women 45.2%
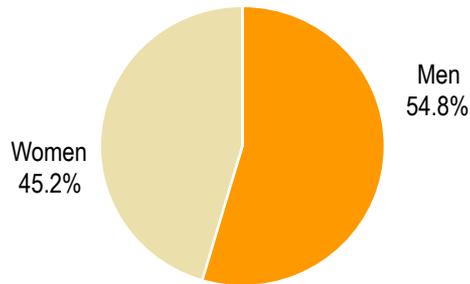
Classic Hits gender ratio has remained nearly unchanged (between 53-55% male) over the past several years. Its proportion of 54.8% in Spring '12 was slightly above the average for the 22 formats in this study.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
1.6%	2.1%	2.8%	3.9%	4.8%	4.9%	5.1%	5.2%

12+ AQH Share in PPM Markets	5.8%
12+ AQH Share in Diary Markets	4.7%
12+ AQH Share in non-Metro counties	4.9%

Classic Hits performs consistently regardless of market size; it ranked fifth in PPM and Diary markets and was sixth in non-Metro areas. The format posted its third consecutive increase in Diary markets and also delivered a new share peak in non-Metro areas.

- **More than 43 million weekly 12+ listeners**
- **608 rated AM, FM, HD Radio, and streamed stations**
- **Near-equal male/female gender ratio**

As Classic Hits has steadily replaced Oldies for vintage pop hits, the format has gained share in every year in the past decade, rising to an all-time high in Spring 2012, tying for fifth-most-popular of the formats studied. Although some stations still adhere to the old definition of Classic Hits as a softer version of Classic Rock, many of these stations tend to play a variety of pop and rock hits spanning the late '60s to early '80s. Many of these stations use the "Greatest Hits" brand. Stations that brand as "Oldies" are evaluated as a separate format.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
2.7%	6.3%	9.0%	13.0%	29.2%	25.5%	14.3%
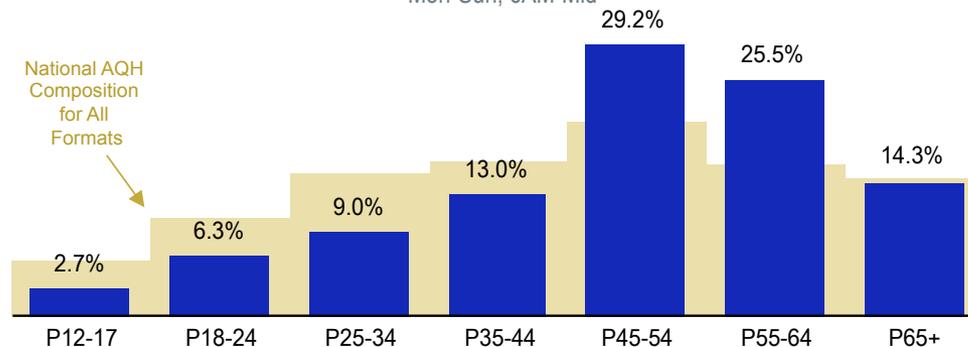
Over half of the Classic Hits audience was in the 45-64 age cells.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Classic Hits

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
117	153	125	41	81

A popular at-work listening choice, Classic Hits indexed highest in middays, nearly 53% above its average. Its largest index gain occurred during weekends, up from 76 to nearly 81.

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

At Home 31.4%

Away From Home 68.6%

The 31.4% of Classic Hits listening taking place at home is the most ever for this format, up from 27.2% in 2006.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share

Classic Hits generated more than twice its national share in Maine. Its audience share was above the index of 100 in 16 additional states and the District of Columbia.

Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.

Classic Hits

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

P12-24	P18-34	P25-54	P35-64
2:15	2:30	3:45	4:30

3:45 P12
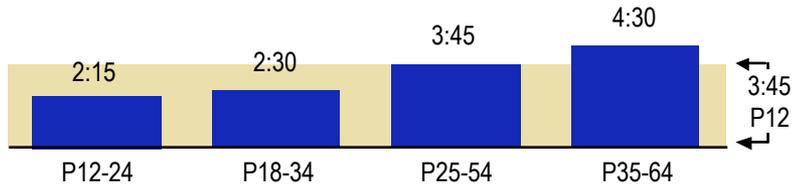
Classic Hits has sustained durable TSL in recent years, adding a quarter-hour among adults 25-54 and 35-64, while holding steady with persons 12+, 12-24, and adults 18-34.

Household Income
Persons 18+

- <$25K 16.0%
- >$75K 31.6%
- $25K-$50K 27.6%
- $50K-$75K 24.8%
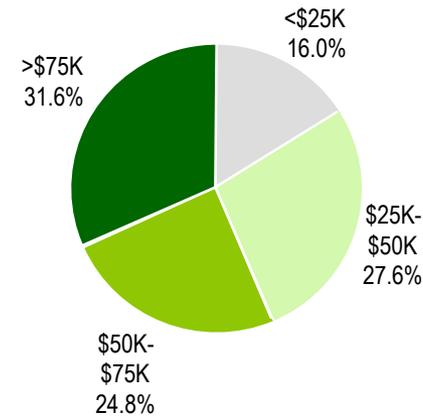
The percentage of Classic Hits adult listeners who resided in households earning either $50,000 or $75,000 or more per year was above the average of the 16 leading formats in this report.

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

- Black 4.5%
- Hispanic 13.3%
- Other 82.2%
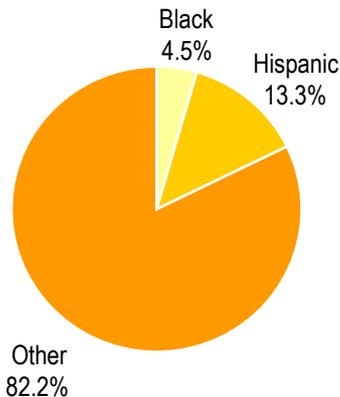
The audience proportion that is neither Black nor Hispanic has risen steadily from 78% to 82% since 2008.

Education
Persons 18+

- College Graduate 23.8%
- <12th Grade 7.0%
- High School Graduate 34.9%
- Some College 34.3%
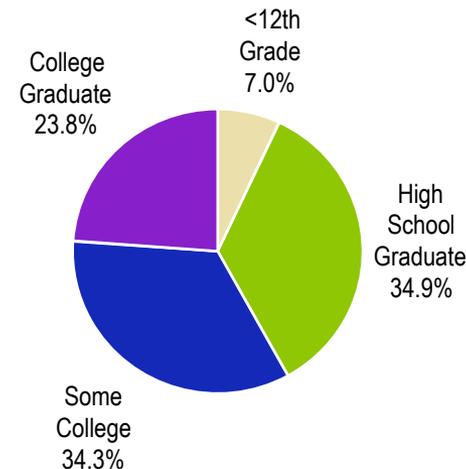
More than 58% of Classic Hits' adult audience has attended or graduated from college, which is above average for the top 16 formats in this study.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Classic Hits

Electronics (Currently Has)	Index	%
eReader (Kindle, Sony Reader, etc.)	116	16%
Office in the home	115	14%
Digital Video Recorder (TiVo, etc.)	114	52%
Tablet PC (iPad, Galaxy, Xoom, etc.)	111	21%
Blu-ray disc player	110	23%
Digital camera	107	64%
Computer	105	91%
High-definition television (HDTV)	105	77%
Satellite radio (Sirius XM)	105	11%
MP3 player (iPod, Zune, etc.)	104	36%
DVD player (excluding Blu-ray)	103	61%
Smartphone (BlackBerry, Droid, iPhone, etc.)	103	45%
Wireless/cell phone service	102	93%
VoIP (Vonage, Skype, MagicJack, etc.)	101	9%
Video game system	100	37%
Satellite TV subscription	85	24%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	107	7%
Smartphone (BlackBerry, Droid, iPhone, etc.)	106	7%
Computer	101	8%
High-definition television (HDTV)	100	6%
Digital camera	97	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	101	9%

Classic Hits listeners are emerging techies. They are more likely than the average listener to own eReaders, DVRs, and tablet computers. They are active on the Internet, following local traffic reports, consumer reviews, and making travel arrangements. They are also more inclined to purchase cultural and sporting event tickets, flowers, and home accessories online. They also tend to drive more import vehicle brands like Hyundai, Toyota, and Honda. They also love to drink diet soft drinks and any type of beer including microbrews. Classic Hits listeners are more likely to dine at a sit-down restaurant vs. quick service restaurants.

Classic Hits
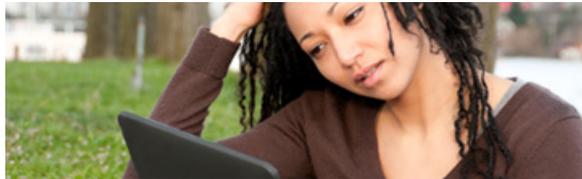
Items Bought on the Internet Past 12 Months	Index	%
Cultural event tickets	125	6%
Flowers	123	7%
Sporting event tickets	122	8%
Airline tickets	120	25%
Home accessories	117	10%
Office supplies	115	8%
Computer hardware/software	114	11%
CDs (compact discs)	113	6%
Movie tickets	112	10%
Pet supplies	112	6%

Ways Used Internet Past 30 Days	Index	%		Index	%
Traffic	124	12%	Movie listings	108	25%
Travel reservations (airline, hotel, auto rental, etc.)	119	23%	Listen to a local radio station online	106	12%
Consumer reviews (products, services, etc.)	117	17%	Cable TV network site	106	6%
Sports scores/updates	116	24%	Video clips	104	30%
Real estate listings	116	13%	Social networking (Facebook, Twitter, LinkedIn, etc.)	103	55%
National news	115	32%	Instant messaging	102	28%
Medical services/information	115	15%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	101	9%
Financial information/services	114	13%	Blogs (read or contributed to)	100	14%
Find a business address or phone number	113	33%	Listen to radio	99	21%
Maps/GPS (Google Maps, MapQuest, etc.)	112	48%	TV programs (watch or download)	96	14%
Local news	111	33%	Music (listen or download - iTunes, Napster, etc.)	95	26%
Search (Google, Yahoo!, etc.)	110	66%	Job/employment search	95	16%
Local/community events	110	16%	Video games (play or download)	95	14%
Podcasts (watch, listen, or download)	110	6%	Listen to Internet radio (Live365, Pandora, etc.)	94	16%
Automobile information	109	14%	Movies (watch or download)	89	14%
Auction site	109	9%			
Weather	108	51%			

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Hits

Items Bought Past 12 Months	Index	%
Men's business clothing	114	15%
Other athletic clothing	110	20%
Men's casual clothing	109	41%
Sports equipment	109	17%
Men's shoes	107	32%
Fine jewelry	107	14%
Athletic shoes	106	41%
Costume jewelry	104	17%
Cosmetics, perfumes, or skin care items	101	46%
Women's casual clothing	100	40%
Women's shoes	100	34%
Women's business clothing	100	12%
Infants' clothing	94	14%
Children's clothing	93	26%

Items/Services (Currently Has)	Index	%
Second home	125	6%
Pool, hot tub, or spa	123	12%
Home security system	114	17%
Primary house or condo - existing construction	113	56%
Motorcycle	112	7%
Energy saving appliance	108	31%
Pest control service	105	13%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Hyundai: Any vehicle	120	5%
Toyota: Any vehicle	114	21%
Honda: Any vehicle	108	15%
Nissan: Any vehicle	107	9%
Jeep: Any vehicle	107	5%
Ford: Any vehicle	101	25%
Chevrolet: Any vehicle	96	21%

Clothing: Stores Shopped Past 3 Months	Index	%
Nordstrom	129	5%
Macy's	116	22%
Kohl's	112	31%
Target	107	34%
Marshalls	104	11%
Sears	103	14%
TJ Maxx	102	11%
Gap	98	6%
JCPenney	95	25%
Kmart	93	15%
Any clothing store shopped	101	84%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Major appliance	97	9%
Furniture	93	13%
Mattress	93	13%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Hits

Beverages	Index	%
Beverage Drank Past 7 Days		
Diet Coke	112	16%
Caffeine Free Diet Coke	112	8%
Diet Pepsi	110	11%
Tropicana	104	16%
Ocean Spray	103	9%
Beer Drank Past 30 Days		
Samuel Adams	128	6%
Miller Lite	117	7%
Corona	116	8%
Heineken	116	6%
Coors Light	114	9%
Any domestic light beer past 30 days	109	30%
Any domestic regular beer past 30 days	117	25%
Any imported beer past 30 days	120	24%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	113	47%
Microbrew Drank Past 30 Days		
Any microbrew	117	6%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Italian restaurant	124	26%
Any upscale restaurant	114	16%
Any coffee house/coffee bar	113	16%
Any pizza restaurant	107	36%
Any steakhouse	107	20%
Any seafood restaurant	107	16%
Any Chinese restaurant	103	41%
Any Mexican restaurant	102	34%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	104	41%
10 or more times	102	20%
Any visits past 30 days	101	88%
None	95	12%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	114	23%
10 or more times	115	9%
Any visits past 30 days	103	83%
None	85	17%

Investments Household Has	Index	%
Money market funds	125	20%
Mutual funds	124	28%
Stocks or stock options	120	32%
Second home or real estate property	119	12%
Bonds	116	16%
Other security or investment	113	15%
Any investment	115	55%

Home Improvements Past 12 Months	Index	%
Exterior paint	118	10%
Landscaping	115	26%
Interior paint or wallpaper	113	25%
Replaced windows	112	6%
Carpeting or floor covering	111	12%
Other remodeling (not bathroom or kitchen)	109	10%
Remodeled bathroom	107	12%
Any home improvement	109	57%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Rock

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women 29.7%

Men 70.3%
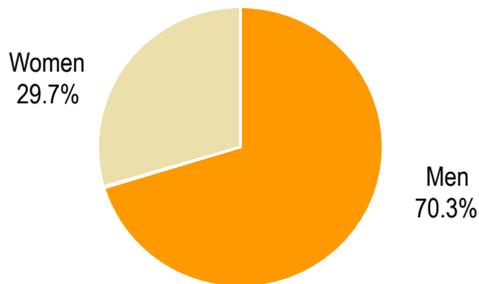
Classic Rock is reliably one the most male-leaning of all formats, ranking fourth among the 22 formats in this report. Its 70% male composition has remained virtually unchanged for several years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
4.9%	4.7%	4.5%	4.7%	5.0%	4.9%	5.0%	5.2%

12+ AQH Share in PPM Markets	4.2%
12+ AQH Share in Diary Markets	5.7%
12+ AQH Share in non-Metro counties	6.2%

Tied for fifth-most popular overall, Classic Rock ranked among the four highest rated formats among adults aged 45-54—its strongest demographic group. Its AQH share among persons 18-24 surpassed its 25-34 share for the first time.

- **Nearly 38 million weekly 12+ listeners**
- **621 rated AM, FM, HD Radio, and streamed stations**
- **Highest ratings share in a decade**

Classic Rock playlists center around the likes of AC/DC, Led Zeppelin, the Eagles, Van Halen, Aerosmith, Pink Floyd, and other rock greats from the '60s to the '90s. Next to Country, Classic Rock is the second most popular music format among men aged 35-54, and the two formats are known to share a significant amount of listeners in many markets.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
3.5%	9.3%	13.8%	18.2%	33.5%	17.4%	4.3%
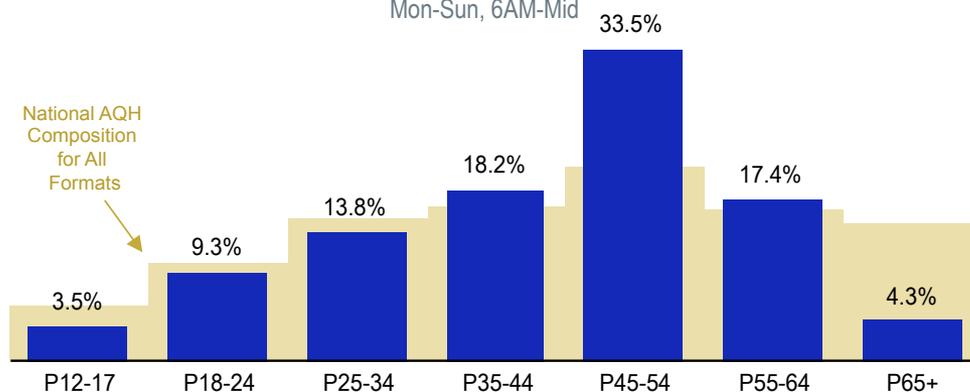
The Classic Rock audience is gradually aging. The proportion of those 25-44 has steadily declined from 50% in 2005 to 32% in Spring 2012, while the 45-64 segment has risen from 28% to 51% during that time frame.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Classic Rock

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
133	144	125	44	77

Classic Rock earned ratings gains in every daypart, including weekends.

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

At Home 28.1%
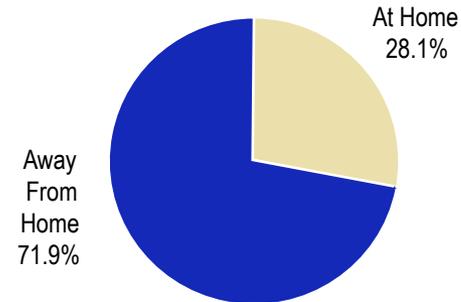
Away From Home 71.9%

Classic Rock ranked fifth out of 22 formats in its high proportion of away-from-home listening. However, at-home tune-in has been rising and in Spring 2012, grew to its highest level ever.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
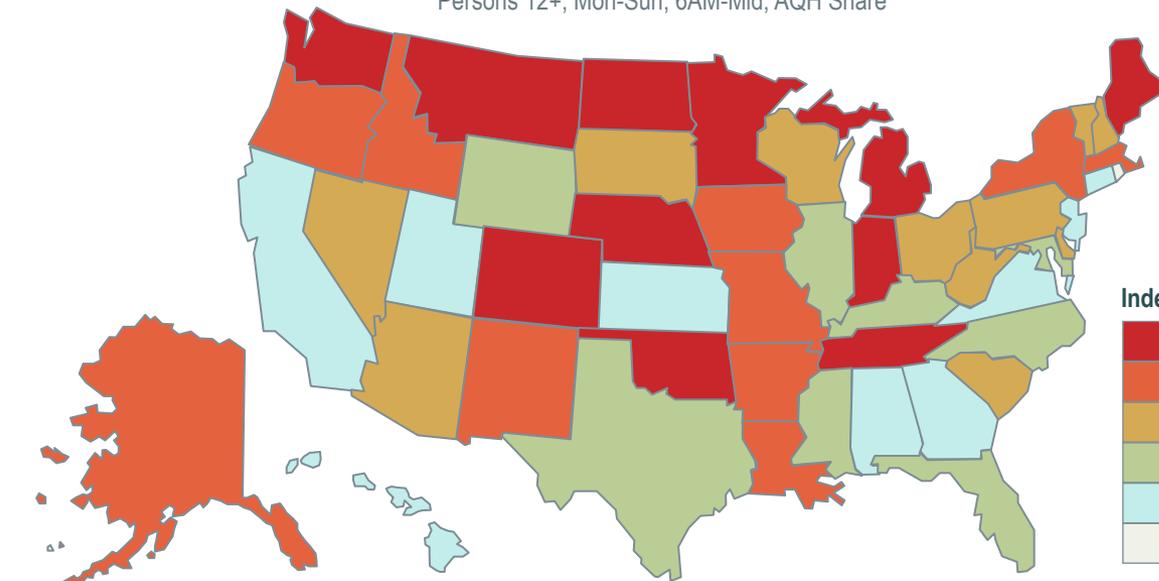
Popular in every region, especially in the Midwest, Classic Rock generated more than twice its national share in Colorado. Its audience share was above the index of 100 in 25 additional states.
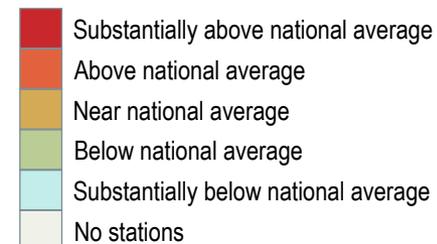
Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Classic Rock

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

P12-24	P18-34	P25-54	P35-64
3:00	3:30	4:30	5:00

4:15 P12
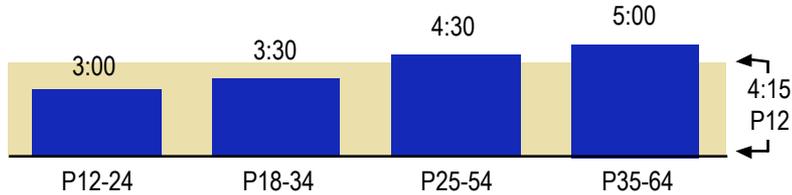
Classic Rock improved its TSL among persons 12+ and adults 35-64 by a quarter-hour between Fall 2011 and Spring 2012. It maintained similar TSL with persons 12-24, as well as with adults 18-34 and 25-54.

Household Income
Persons 18+

- <$25K 16.7%
- $25K-$50K 28.0%
- $50K-$75K 25.2%
- >$75K 30.1%
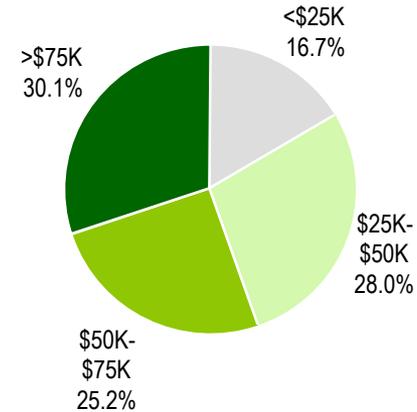
Better than half of Classic Rock's adult consumers resided in a household generating at least $50,000 per year. That's well above the national average for the leading 16 formats.

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

- Black 2.1%
- Hispanic 9.7%
- Other 88.3%
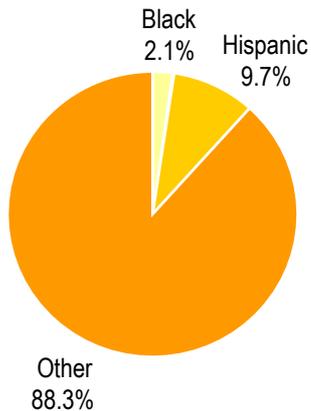
Classic Rock continued to be among the formats with the highest proportion of its listeners who are neither Black nor Hispanic. However, the Hispanic composition reached an all-time high, rising to nearly 10%.

Education
Persons 18+

- College Graduate 20.2%
- <12th Grade 8.0%
- High School Graduate 35.6%
- Some College 36.2%
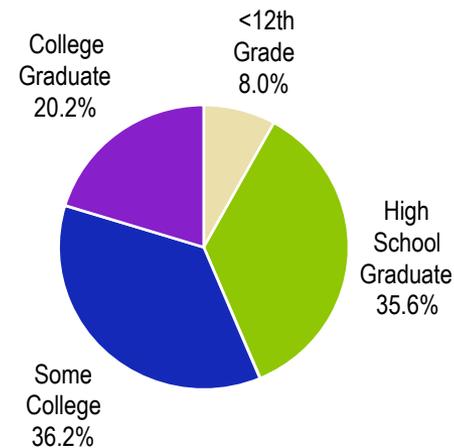
Well more than half of Classic Rock adult listeners have attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Classic Rock

Electronics (Currently Has)	Index	%
Blu-ray disc player	125	27%
Video game system	124	46%
MP3 player (iPod, Zune, etc.)	122	42%
eReader (Kindle, Sony Reader, etc.)	119	16%
Smartphone (BlackBerry, Droid, iPhone, etc.)	117	52%
Office in the home	116	14%
Digital Video Recorder (TiVo, etc.)	115	52%
Digital camera	112	67%
Tablet PC (iPad, Galaxy, Xoom, etc.)	112	21%
DVD player (excluding Blu-ray)	108	64%
Satellite radio (Sirius XM)	108	11%
High-definition television (HDTV)	107	78%
Computer	106	92%
VoIP (Vonage, Skype, MagicJack, etc.)	104	9%
Wireless/cell phone service	103	94%
Satellite TV subscription	95	27%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	121	8%
Smartphone (BlackBerry, Droid, iPhone, etc.)	114	8%
High-definition television (HDTV)	114	6%
Computer	111	9%
Digital camera	103	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	103	9%

Classic Rock listeners love their beers and caffeinated soft drinks. Among household electronics, listeners to this male-dominated format have their entertainment systems wired with DVD and Blu-ray players, video game systems, and HDTVs. They also own MP3 players, eReaders, smartphones, digital video players, and digital cameras in higher-than-average numbers. Classic Rock listeners are avid sports fans, following sport scores and playing fantasy sports online, attending sporting events, as well as buying sports logo apparel and equipment. They are slightly more likely to patronize sit-down restaurants vs. quick service restaurants.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Rock

Items Bought on the Internet Past 12 Months	Index	%
Sporting event tickets	141	9%
Pet supplies	132	7%
Consumer electronics	130	11%
Computer hardware/software	129	12%
Movie tickets	126	11%
Sports logo apparel	126	8%
Mobile device apps	123	12%
Flowers	122	6%
Cultural event tickets	122	6%
Music files (iTunes, Napster, etc.)	121	14%

Ways Used Internet Past 30 Days	Index	%			Index	%
Fantasy sports	147	5%		Search (Google, Yahoo!, etc.)	117	70%
Sports scores/updates	137	28%		Movie listings	117	27%
Auction site	137	12%		Listen to radio	117	25%
Automobile information	130	17%		Music (listen or download - iTunes, Napster, etc.)	115	31%
Traffic	127	12%		Video games (play or download)	115	17%
Consumer reviews (products, services, etc.)	126	19%		Listen to Internet radio (Live365, Pandora, etc.)	114	19%
Cable TV network site	126	8%		Social networking (Facebook, Twitter, LinkedIn, etc.)	113	61%
Podcasts (watch, listen, or download)	126	6%		Job/employment search	113	19%
Video clips	125	36%		TV programs (watch or download)	113	16%
Local/community events	125	18%		Medical services/information	113	14%
Real estate listings	125	14%		Movies (watch or download)	111	17%
Local news	124	37%		Travel reservations (airline, hotel, auto rental, etc.)	110	21%
National news	123	34%		Blogs (read or contributed to)	109	15%
Listen to a local radio station online	123	14%		Instant messaging	107	29%
Casino-type games (blackjack, poker, etc.)	123	5%		Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	107	9%
Weather	120	57%		Take college courses	105	5%
Financial information/services	120	14%				
Maps/GPS (Google Maps, MapQuest, etc.)	119	51%				
Find a business address or phone number	118	35%				

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Rock

Items Bought Past 12 Months	Index	%
Sports equipment	133	20%
Men's business clothing	132	17%
Men's shoes	121	36%
Other athletic clothing	120	22%
Men's casual clothing	118	44%
Athletic shoes	115	45%
Fine jewelry	108	14%
Children's clothing	97	27%
Women's business clothing	96	12%
Cosmetics, perfumes, or skin care items	94	43%
Costume jewelry	94	15%
Infants' clothing	91	13%
Women's casual clothing	89	35%
Women's shoes	89	30%

Items/Services (Currently Has)	Index	%
Motorcycle	143	8%
Powerboat	129	5%
Pool, hot tub, or spa	127	13%
Energy saving appliance	112	32%
ATV (all-terrain vehicle)	111	6%
Home security system	110	17%
Second home	108	5%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Hyundai: Any vehicle	120	5%
Jeep: Any vehicle	113	6%
Honda: Any vehicle	109	15%
Dodge: Any vehicle	109	12%
Nissan: Any vehicle	109	9%
Chevrolet: Any vehicle	107	24%
Ford: Any vehicle	106	26%

Clothing: Stores Shopped Past 3 Months	Index	%
Kohl's	106	29%
Target	103	32%
Sears	100	13%
Old Navy	98	16%
Gap	95	6%
Walmart	94	45%
Macy's	93	17%
Victoria's Secret	93	9%
JCPenney	90	23%
Kmart	89	15%
Any clothing store shopped	101	83%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Major appliance	99	9%
Furniture	98	14%
Mattress	95	13%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Classic Rock

Beverages	Index	%
Beverage Drank Past 7 Days		
Mountain Dew	127	15%
Cherry Coke	121	7%
PowerAde	118	8%
Dr Pepper	113	15%
Coca-Cola	112	27%
Beer Drank Past 30 Days		
Samuel Adams	150	8%
Budweiser	137	7%
Miller Lite	136	8%
Coors Light	134	11%
Blue Moon	134	7%
Any domestic light beer past 30 days	124	34%
Any domestic regular beer past 30 days	135	28%
Any imported beer past 30 days	130	26%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	125	52%
Microbrew Drank Past 30 Days		
Any microbrew	155	8%

Restaurants	Index	%
Types Visited (past 30 days)		
Any pizza restaurant	117	39%
Any steakhouse	114	21%
Any Italian restaurant	112	23%
Any Mexican restaurant	110	36%
Any coffee house/coffee bar	110	15%
Any upscale restaurant	108	15%
Any Chinese restaurant	107	43%
Any seafood restaurant	100	15%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	111	43%
10 or more times	109	21%
Any visits past 30 days	103	90%
None	82	10%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	107	21%
10 or more times	105	8%
Any visits past 30 days	103	83%
None	88	17%

Investments Household Has	Index	%
Mutual funds	117	27%
Stocks or stock options	115	30%
Money market funds	115	19%
Other security or investment	114	15%
Bonds	112	15%
Second home or real estate property	105	11%
Any investment	112	54%

Home Improvements Past 12 Months	Index	%
Landscaping	125	28%
Other remodeling (not bathroom or kitchen)	123	11%
Interior paint or wallpaper	122	27%
Replaced windows	118	6%
Carpeting or floor covering	117	13%
Replaced roof or major repair to roof	117	7%
Heating or air conditioning	115	8%
Any home improvement	113	59%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Hot Adult Contemporary

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men 40.0%

Women 60.0%
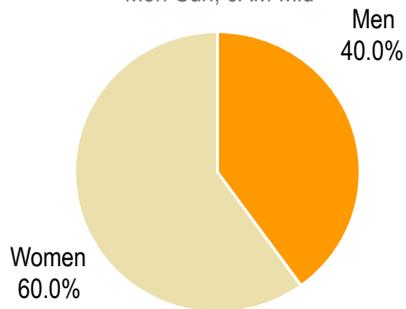
Hot AC ranked fourth highest in its proportion of women to men listeners, but the 40% male proportion in Spring 2012 was the largest recorded to date.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
3.6%	3.2%	3.2%	3.5%	4.0%	3.9%	4.4%	4.7%

12+ AQH Share in PPM Markets	5.7%
12+ AQH Share in Diary Markets	3.4%
12+ AQH Share in non-Metro counties	4.5%

The format's largest gains were with adults 18-24, followed by teens and adults 35-44.

- **Reaches more than 49 million 12+ listeners each week**
- **529 rated AM, FM, HD Radio, and streamed stations**
- **New historically high ratings**

Hot AC generated the second-largest share increase of all formats in this report, rising to its best ratings ever. Stations in the format played a mix of artists from Pop CHR with adult appeal, including Katy Perry, Pink, Bruno Mars, Maroon 5, and Adele. The mix earned it sixth place in PPM markets, where it scored a new share high. In terms of share increase, Hot AC has been America's fastest-growing format since Fall 2010.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
9.2%	13.1%	18.5%	22.5%	21.2%	10.8%	4.7%
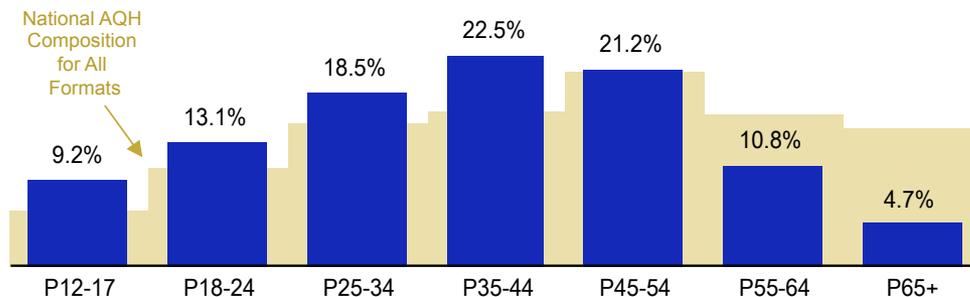
Hot AC's core target of adults 25-54 is nearly equally divided between those 25-34, 35-44, and 45-54.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Hot Adult Contemporary

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
122	136	136	46	80

The format indexes the highest in afternoons and middays, 36% above its average. Its index grew the most during weekends.

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

At Home 28.6%
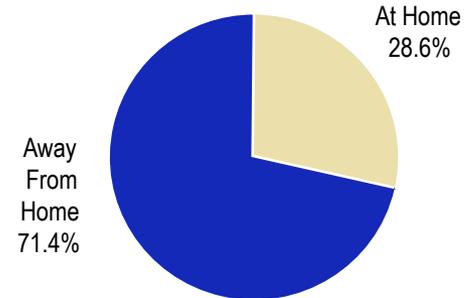
Away From Home 71.4%

While Hot AC ranked among the top six in its high proportion of away-from-home listening, the percentage of the format's at-home tune-in rose to a new high in Spring 2012.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
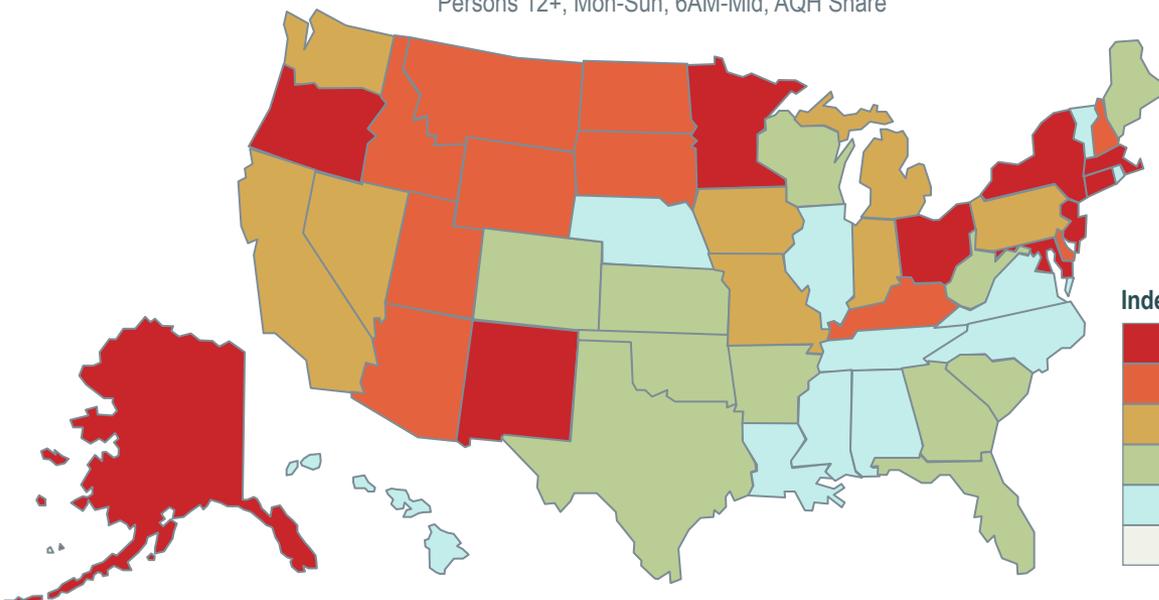
Hot AC's audience share was above the index of 100 in 23 states and the District of Columbia, and nearly double that in New York and Oregon.

Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations
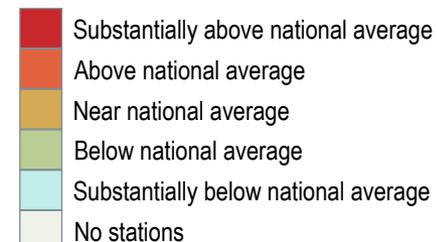
Due to rounding, totals may not add to exactly 100.

Hot Adult Contemporary

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

2:30 P12-24
2:45 P18-34
3:15 P25-54
3:15 P35-64

3:00 P12+
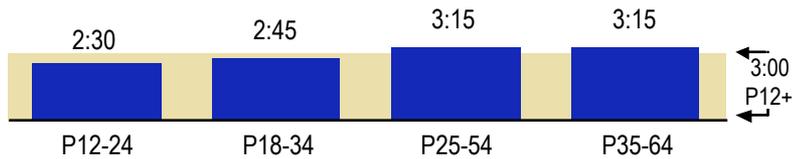
TSL to Hot AC remained unchanged across every major age group between Fall 2011 and Spring 2012.

Household Income
Persons 18+

<$25K 12.4%
$25K-$50K 24.3%
$50K-$75K 22.4%
>$75K 41.0%
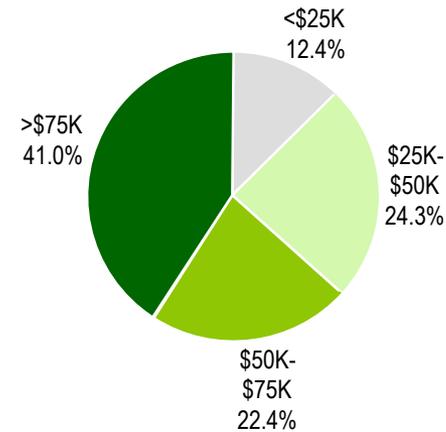
Hot AC attracts some of America's most affluent listeners. Among the top 16 formats, Hot AC ranked No. 2 in the proportion of its adult audience living in households generating $75,000 or more annually. That 41% in Spring 2012 represented an all-time high for the format and was the third consecutive increase since Fall 2009.

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

Black 5.3%
Hispanic 16.6%
Other 78.0%
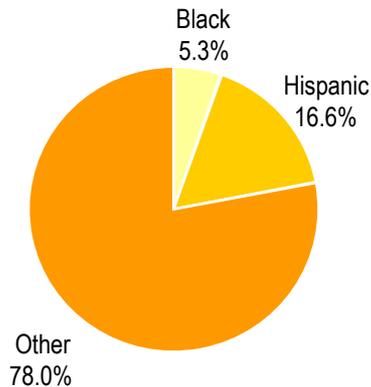
The percentage of Hot AC listeners in Spring 2012 that was neither Black nor Hispanic, 78%, was at an all-time low, down from 85% in 2005.

Education
Persons 18+

<12th Grade 5.7%
High School Graduate 26.1%
Some College 35.0%
College Graduate 33.2%
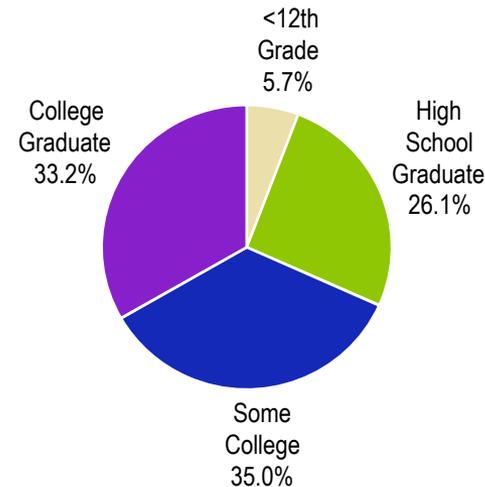
A full third of Hot AC's adult listeners have earned a degree. That's the highest percentage ever recorded for the format and was the fourth consecutive increase since Fall 2008.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Hot Adult Contemporary

Electronics (Currently Has)	Index	%
MP3 player (iPod, Zune, etc.)	137	48%
VoIP (Vonage, Skype, MagicJack, etc.)	135	12%
Smartphone (BlackBerry, Droid, iPhone, etc.)	134	59%
Video game system	134	50%
Tablet PC (iPad, Galaxy, Xoom, etc.)	133	25%
Blu-ray disc player	131	28%
eReader (Kindle, Sony Reader, etc.)	127	17%
Office in the home	123	15%
Digital camera	115	69%
Digital Video Recorder (TiVo, etc.)	115	52%
Satellite radio (Sirius XM)	112	12%
Computer	109	95%
DVD player (excluding Blu-ray)	109	65%
High-definition television (HDTV)	108	79%
Wireless/cell phone service	105	96%
Satellite TV subscription	86	24%

Electronics (Plan to Buy)	Index	%
Smartphone (BlackBerry, Droid, iPhone, etc.)	139	9%
Blu-ray disc player	130	5%
Tablet PC (iPad, Galaxy, Xoom, etc.)	126	9%
Digital camera	119	6%
Computer	117	10%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	111	10%

Hot AC listeners are more likely than average to grab a flavored tea or fruit drink or specialty brands of beer such as Stella Artois, Blue Moon, Corona, and Sam Adams. These listeners are into electronics and are more likely to own MP3 players, smartphones, video game systems, and tablets. While online, they are checking on traffic conditions; downloading podcasts, TV shows, and movies; or checking showtimes at the theater. Hot AC listeners love coffee shops/bars and dining out at Italian, pizza, and upscale restaurants. And when they had time, they worked on such home improvements as painting/wallpapering, changing carpeting/floor coverings or landscaping the yard.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Hot Adult Contemporary

Items Bought on the Internet Past 12 Months	Index	%
Movie tickets	163	14%
Sporting event tickets	159	11%
Music files (iTunes, Napster, etc.)	152	17%
Mobile device apps	152	15%
Toys or games	148	14%
Flowers	144	8%
Furniture/home furnishings	144	7%
Insurance	144	5%
Cultural event tickets	142	7%
Health and beauty items	139	13%

Ways Used Internet Past 30 Days	Index	%		Index	%
Traffic	160	15%	Take college courses	134	6%
Podcasts (watch, listen, or download)	149	8%	Local/community events	132	19%
TV programs (watch or download)	146	21%	Find a business address or phone number	130	38%
Movies (watch or download)	145	23%	Social networking (Facebook, Twitter, LinkedIn, etc.)	128	69%
Blogs (read or contributed to)	145	20%	Local news	128	38%
Movie listings	144	33%	Maps/GPS (Google Maps, MapQuest, etc.)	127	54%
Listen to Internet radio (Live365, Pandora, etc.)	144	24%	Travel reservations (airline, hotel, auto rental, etc.)	127	25%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	144	13%	Instant messaging	126	34%
Music (listen or download - iTunes, Napster, etc.)	141	38%	Sports scores/updates	126	26%
Listen to radio	141	31%	Search (Google, Yahoo!, etc.)	124	75%
Cable TV network site	141	8%	Weather	124	59%
Listen to a local radio station online	140	16%	Medical services/information	123	16%
Job/employment search	136	22%	Financial information/services	123	14%
Consumer reviews (products, services, etc.)	136	20%	National news	122	34%
Video clips	135	39%	Video games (play or download)	122	17%
Real estate listings	134	15%	Auction site	116	10%
			Automobile information	115	15%

Hot Adult Contemporary

Items Bought Past 12 Months	Index	%
Women's business clothing	146	18%
Men's business clothing	138	18%
Other athletic clothing	137	25%
Sports equipment	129	20%
Costume jewelry	124	20%
Children's clothing	123	35%
Infants' clothing	122	17%
Athletic shoes	120	46%
Fine jewelry	119	15%
Women's shoes	118	40%
Women's casual clothing	117	46%
Cosmetics, perfumes, or skin care items	116	53%
Men's casual clothing	114	43%
Men's shoes	114	34%

Items/Services (Currently Has)	Index	%
Pool, hot tub, or spa	115	11%
Home security system	112	17%
Second home	109	5%
Energy saving appliance	106	31%
Motorcycle	100	6%
Primary house or condo - existing construction	98	48%
Primary house or condo - new construction	98	12%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Honda: Any vehicle	124	17%
Nissan: Any vehicle	116	10%
Hyundai: Any vehicle	116	5%
Jeep: Any vehicle	115	6%
Toyota: Any vehicle	109	20%
Dodge: Any vehicle	94	10%
Ford: Any vehicle	92	23%

Clothing: Stores Shopped Past 3 Months	Index	%
Banana Republic	179	6%
Gap	164	10%
Nordstrom	164	6%
Victoria's Secret	151	15%
Gap Kids	146	6%
Old Navy	138	23%
Target	133	42%
Macy's	131	25%
Marshalls	131	14%
TJ Maxx	124	13%
Any clothing store shopped	105	87%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	124	18%
Energy saving appliance	119	5%
Mattress	113	15%
Major appliance	108	10%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Hot Adult Contemporary

Beverages	Index	%
Beverage Drank Past 7 Days		
Snapple tea	142	10%
Snapple fruit drink	136	6%
Red Bull	133	6%
Simply fruit juice	123	5%
Arizona tea	119	13%
Beer Drank Past 30 Days		
Stella Artois	161	5%
Blue Moon	158	8%
Corona	136	10%
Samuel Adams	132	7%
Heineken	122	6%
Any domestic light beer past 30 days	107	29%
Any domestic regular beer past 30 days	119	25%
Any imported beer past 30 days	129	25%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	112	47%
Microbrew Drank Past 30 Days		
Any microbrew	139	7%

Restaurants	Index	%
Types Visited (past 30 days)		
Any coffee house/coffee bar	140	19%
Any Italian restaurant	120	25%
Any pizza restaurant	118	39%
Any upscale restaurant	112	16%
Any Chinese restaurant	110	44%
Any Mexican restaurant	109	36%
Any steakhouse	99	18%
Any seafood restaurant	94	14%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	118	46%
10 or more times	125	24%
Any visits past 30 days	104	91%
None	73	9%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	108	22%
10 or more times	106	8%
Any visits past 30 days	104	84%
None	81	16%

Investments Household Has	Index	%
Stocks or stock options	110	29%
Bonds	107	15%
Mutual funds	106	24%
Money market funds	104	17%
Second home or real estate property	100	10%
Other security or investment	96	13%
Any investment	105	50%

Home Improvements Past 12 Months	Index	%
Interior paint or wallpaper	122	27%
Carpeting or floor covering	119	13%
Landscaping	115	26%
Other remodeling (not bathroom or kitchen)	114	10%
Remodeled bathroom	107	12%
Remodeled kitchen	107	7%
Replaced windows	107	6%
Any home improvement	107	56%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Adult Contemporary

Listeners 12+
### (Gender Ratio)
Mon-Sun, 6AM-Mid

Men 44.3%

Women 55.7%
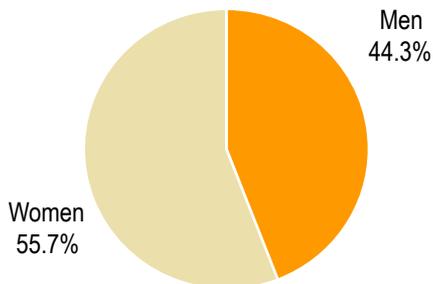
Urban AC had the sixth-highest proportion of women listeners of the 22 formats in this study. The 56/44 ratio of women to men is nearly unchanged since 2008.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
3.2%	3.4%	3.7%	3.6%	4.0%	4.0%	3.9%	4.1%

12+ AQH Share in PPM Markets	5.4%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	2.2%

Urban AC generated its strongest ratings with adults 45-54 with a 5.1 share, followed closely by adults 55-64 with a 5.0.

- **Close to 21 million weekly 12+ listeners**
- **220 rated AM, FM, HD Radio, and streamed stations**
- **Largest ratings in a decade**

Urban AC packed a powerful punch, considering its exposure on a relatively few rated stations (the fewest number of stations of any Top 10 format). Listeners enjoyed a mix of new and classic artists such as R. Kelly, Alicia Keys, Kem, Anthony Hamilton, Luther Vandross, Jill Scott, and Mary J. Blige. The format performs relatively well at nights, thanks in part to some stations that air mood music, labeled "Quiet Storm" or similar. By share, Urban AC ranks as the eighth-most-popular programming and is No. 7 in PPM markets. Urban AC's strongest ratings were in PPM markets, where it achieved a new share peak.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
4.5%	7.8%	12.1%	17.9%	26.2%	19.7%	11.9%
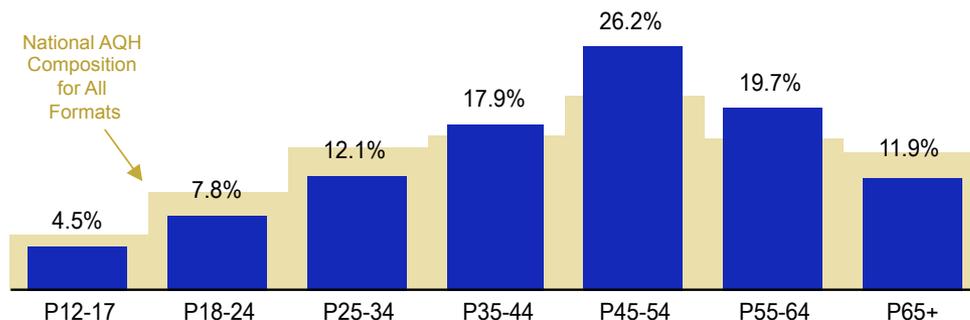
Urban AC has the fifth-highest proportion of adults 35-54 of the 22 formats studied and the sixth-largest concentration of listeners 45-54 and 45-64.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Urban Adult Contemporary

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
122	116	123	61	91

Urban AC indexed highest in afternoons, 23% above its average.

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

Away From Home 59.5%

At Home 40.5%
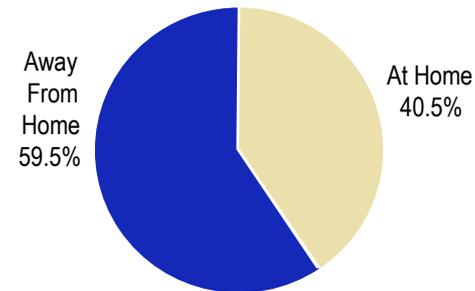
The proportion of Urban AC listening occurring away from home, although low compared to most formats, has been rising in recent years, and reached a new high of nearly 60% in Spring 2012.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
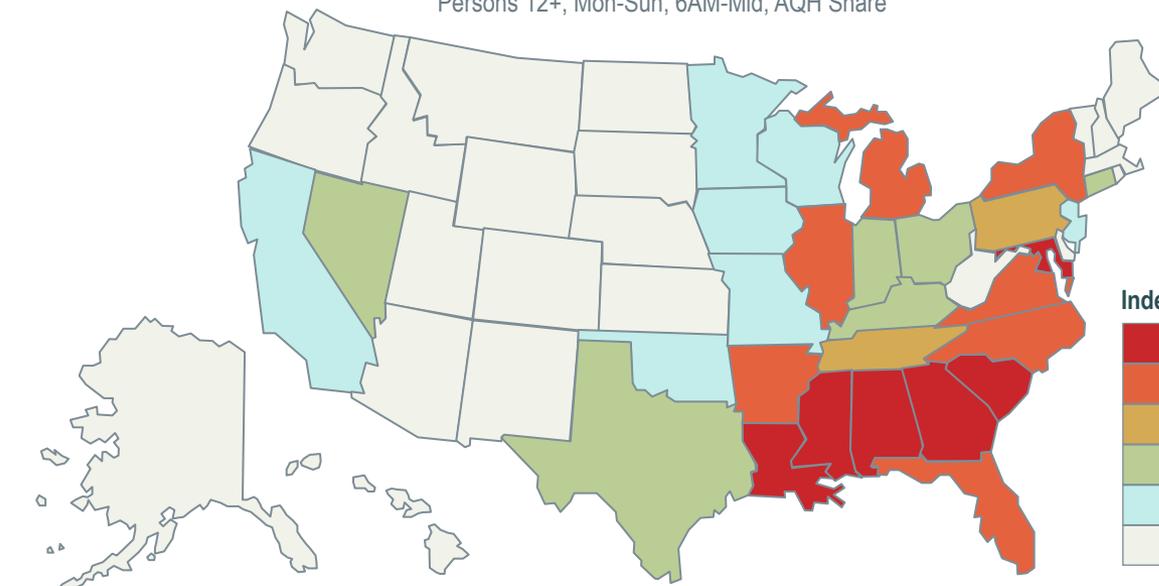
A powerhouse format in the Southeast, Urban AC delivered more than twice its national share in Alabama, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, and the District of Columbia.

Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Urban Adult Contemporary

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

- P12-24: 3:45
- P18-34: 4:15
- P25-54: 6:15
- P35-64: 7:15
- 6:00 P12
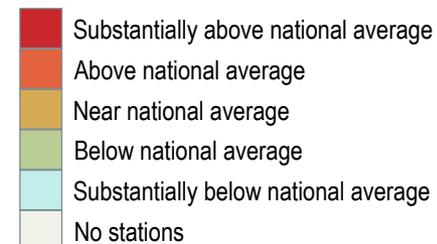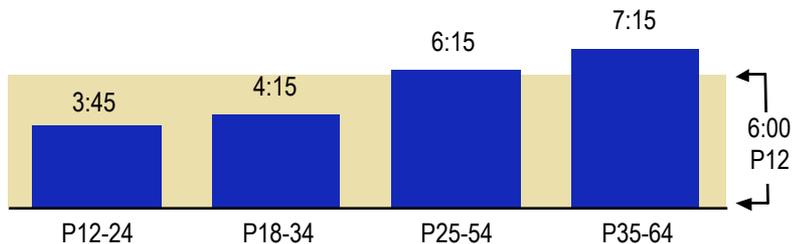
Urban AC gained a quarter-hour of listening in nearly every age group between Fall 2011 and Spring 2012—persons 12+ and 12-24, along with adults 25-54 and 35-64.

Household Income
Persons 18+

- >$75K 19.6%
- <$25K 28.7%
- $50K-$75K 19.6%
- $25K-$50K 32.0%
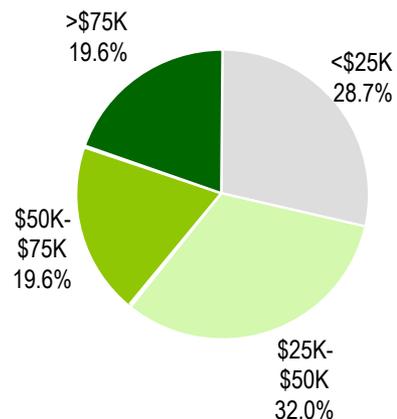
The proportion of adult consumers of Urban AC residing in households producing at least $50,000 per year climbed from 37% in Fall 2011 to 39% in Spring 2012—a 5.9% rate of improvement. That's among the largest increases of the 16 leading formats.

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

- Other 7.0%
- Hispanic 2.4%
- Black 90.5%
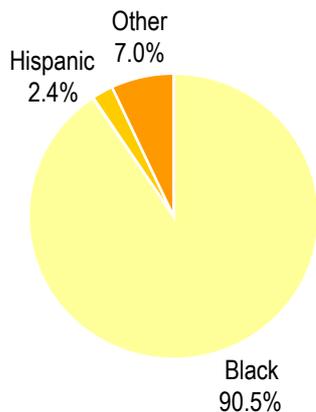
Urban AC was No. 1 by a wide margin in the proportion of Black listeners in its audience.

Education
Persons 18+

- College Graduate 20.7%
- <12th Grade 9.0%
- High School Graduate 34.7%
- Some College 35.6%
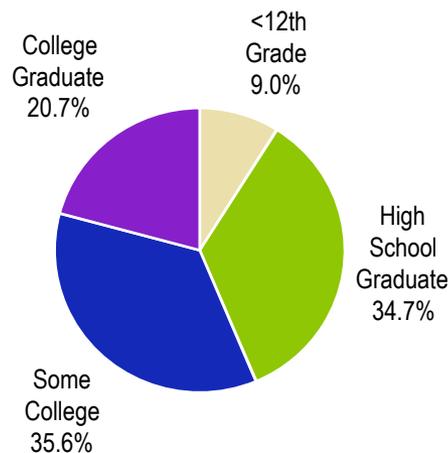
The proportion of adult consumers of Urban AC who have attended college—56.3%—reached its highest level since 2008. More than one in five has earned a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Urban Adult Contemporary

Electronics (Currently Has)	Index	%
Smartphone (BlackBerry, Droid, iPhone, etc.)	112	50%
Wireless/cell phone service	103	94%
Tablet PC (iPad, Galaxy, Xoom, etc.)	102	19%
Computer	100	87%
High-definition television (HDTV)	100	73%
Digital Video Recorder (TiVo, etc.)	99	45%
Video game system	99	37%
VoIP (Vonage, Skype, MagicJack, etc.)	99	9%
DVD player (excluding Blu-ray)	96	57%
MP3 player (iPod, Zune, etc.)	96	33%
Blu-ray disc player	84	18%
Digital camera	83	50%
Office in the home	83	10%
eReader (Kindle, Sony Reader, etc.)	82	11%
Satellite TV subscription	79	22%
Satellite radio (Sirius XM)	77	8%

Electronics (Plan to Buy)	Index	%
Video game system	219	6%
Digital camera	158	8%
eReader (Kindle, Sony Reader, etc.)	157	5%
Tablet PC (iPad, Galaxy, Xoom, etc.)	144	10%
High-definition television (HDTV)	141	8%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	144	13%

Urban AC listeners are a target for electronics purchases. They are more likely than average to be in the market for video game systems, digital cameras, eReaders, and tablet computers in the next year. They engage in a variety of online activities, including taking college classes, searching for employment opportunities, listening to radio, visiting dating sites, and gaming. They're looking to purchase major goods for the home—including mattresses, furniture, and appliances. Urban AC listeners prefer fruit drinks over typical soft drinks or beers/microbrews. They bought women's business clothing, women's shoes, children's apparel, and jewelry in above-average numbers.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Adult Contemporary

Items Bought on the Internet Past 12 Months	Index	%
Movie tickets	119	10%
Furniture/home furnishings	109	5%
Groceries, candy, or other food items	107	6%
CDs (compact discs)	106	6%
Sports logo apparel	97	6%
Clothing or accessories	96	26%
Mobile device apps	96	9%
Health and beauty items	95	9%
Office supplies	95	6%
Toys or games	94	9%

Ways Used Internet Past 30 Days	Index	%		Index	%
Job/employment search	156	26%	Automobile information	100	13%
Personal ads/dating	149	5%	Video clips	99	29%
Take college courses	138	6%	Sports scores/updates	99	20%
Listen to a local radio station online	129	15%	TV programs (watch or download)	98	14%
Cable TV network site	129	8%	Podcasts (watch, listen, or download)	97	5%
Casino-type games (blackjack, poker, etc.)	125	5%	Blogs (read or contributed to)	96	13%
Movies (watch or download)	122	19%	Search (Google, Yahoo!, etc.)	95	57%
Listen to radio	117	25%	Local/community events	94	13%
Listen to Internet radio (Live365, Pandora, etc.)	117	19%	Real estate listings	94	10%
Music (listen or download - iTunes, Napster, etc.)	116	31%	Find a business address or phone number	93	27%
Instant messaging	109	29%	Maps/GPS (Google Maps, MapQuest, etc.)	91	39%
Traffic	108	10%	Medical services/information	90	11%
Video games (play or download)	106	15%	Travel reservations (airline, hotel, auto rental, etc.)	89	17%
Social networking (Facebook, Twitter, LinkedIn, etc.)	105	57%	Financial information/services	88	10%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	104	9%	Weather	86	41%
Local news	103	31%	National news	82	23%
Movie listings	101	23%	Consumer reviews (products, services, etc.)	79	12%
			Auction site	71	6%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Adult Contemporary

Items Bought Past 12 Months	Index	%
Women's business clothing	133	16%
Costume jewelry	123	20%
Children's clothing	120	34%
Women's shoes	115	38%
Fine jewelry	112	14%
Infants' clothing	108	16%
Cosmetics, perfumes, or skin care items	106	48%
Athletic shoes	104	40%
Women's casual clothing	102	40%
Men's business clothing	102	13%
Other athletic clothing	95	17%
Men's shoes	93	27%
Men's casual clothing	87	33%
Sports equipment	73	11%

Items/Services (Currently Has)	Index	%
Home security system	118	18%
Pest control service	94	11%
Primary house or condo - new construction	91	11%
Energy saving appliance	86	25%
Primary house or condo - existing construction	77	38%
Pool, hot tub, or spa	54	5%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Nissan: Any vehicle	113	9%
Ford: Any vehicle	88	22%
Honda: Any vehicle	88	12%
Chevrolet: Any vehicle	80	18%
Toyota: Any vehicle	79	14%
Dodge: Any vehicle	74	8%

Clothing: Stores Shopped Past 3 Months	Index	%
Burlington Coat Factory	225	18%
New York & Company	177	5%
Marshalls	153	16%
Sam's Club	150	13%
Victoria's Secret	141	14%
TJ Maxx	132	14%
Kmart	130	21%
Gap Kids	128	5%
Macy's	127	24%
Old Navy	123	20%
Any clothing store shopped	101	84%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Mattress	148	20%
Furniture	142	20%
Energy saving appliance	141	5%
Major appliance	133	13%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Adult Contemporary

Beverages	Index	%
Beverage Drank Past 7 Days		
Hawaiian Punch	239	13%
Hi-C	226	6%
Fanta	205	8%
Snapple fruit drinks	200	8%
Arizona fruit drinks	199	9%
Beer Drank Past 30 Days		
Heineken	172	8%
Budweiser	126	7%
Corona	107	8%
Miller Lite	97	6%
Bud Light	89	12%
Any domestic light beer past 30 days	92	25%
Any domestic regular beer past 30 days	96	20%
Any imported beer past 30 days	98	19%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	93	39%
Microbrew Drank Past 30 Days		
Any microbrew	46	2%

Restaurants	Index	%
Types Visited (past 30 days)		
Any seafood restaurant	121	18%
Any Chinese restaurant	111	45%
Any pizza restaurant	93	31%
Any steakhouse	85	16%
Any upscale restaurant	84	12%
Any Italian restaurant	77	16%
Any coffee house/coffee bar	76	10%
Any Mexican restaurant	68	23%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	120	47%
10 or more times	137	27%
Any visits past 30 days	102	89%
None	86	11%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	92	18%
10 or more times	103	8%
Any visits past 30 days	94	76%
None	124	24%

Investments Household Has	Index	%
Bonds	69	9%
Money market funds	66	11%
Second home or real estate property	65	7%
Stocks or stock options	64	17%
Other security or investment	64	8%
Mutual funds	59	13%
Any investment	71	34%

Home Improvements Past 12 Months	Index	%
Heating or air conditioning	102	7%
Carpeting or floor covering	93	10%
Remodeled kitchen	92	6%
Interior paint or wallpaper	84	19%
Remodeled bathroom	84	10%
Replaced roof or major repair to roof	83	5%
Other remodeling (not bathroom or kitchen)	78	7%
Any home improvement	83	43%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Rhythmic Contemporary Hit Radio

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men 48.7%

Women 51.3%
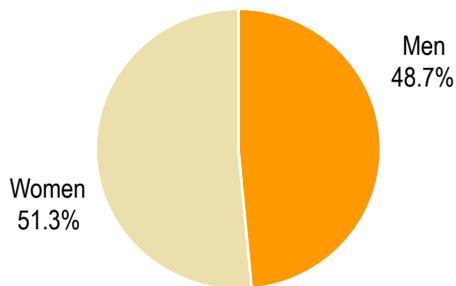
The gender balance of Rhythmic CHR, leaning slightly female, has remained nearly unchanged for the past several years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
4.4%	4.2%	4.0%	3.7%	3.6%	3.5%	3.4%	**3.4%**

12+ AQH Share in PPM Markets	**4.0%**
12+ AQH Share in Diary Markets	**3.9%**
12+ AQH Share in non-Metro counties	**1.5%**

*Rhythmic CHR ranked third-highest in its share of teens and also placed third in its share of adults 18-24.*

- **Close to 38 million weekly 12+ listeners**
- **213 rated AM, FM, HD Radio, and streamed stations**
- **Strong interest in technology, Internet, and online media**

Thanks to hot artists such as Drake, Rihanna, Flo Rida and Nicki Minaj, Rhythmic CHR increased its share among adults 18-24, 25-34, and 45-54. The format posted its largest gains among adults 25-34, up from a 5.4 share to 5.9. Although level overall, Rhythmic CHR's ratings improved in PPM and non-Metro areas. Its highest ranking was in Diary Metros, where it was seventh. Nationally, the format continues to boast the most equal distribution of Black, Hispanic, and "Other" ethnicities of any format in this study.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
15.8%	25.6%	26.3%	15.9%	10.3%	3.9%	2.3%
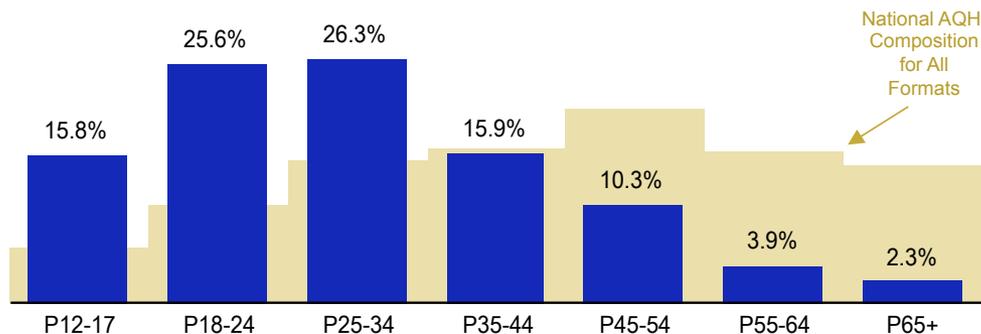
Rhythmic CHR is the only format in this report with more than half of its audience between the ages of 18-34.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Rhythmic Contemporary Hit Radio

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
102	109	137	72	91

Similar to Pop CHR, Rhythmic CHR indexed 37% above its average in afternoons, a close third among the 22 formats in this report.

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

At Home 35.7%

Away From Home 64.3%
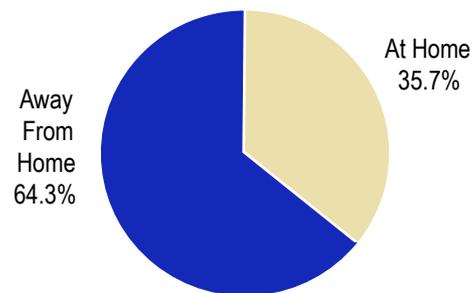
The proportion of out-of-home tune-in to Rhythmic CHR has been gradually rising for several years, reaching a new high in Spring 2012 and approaching the average of the 22 formats analyzed.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
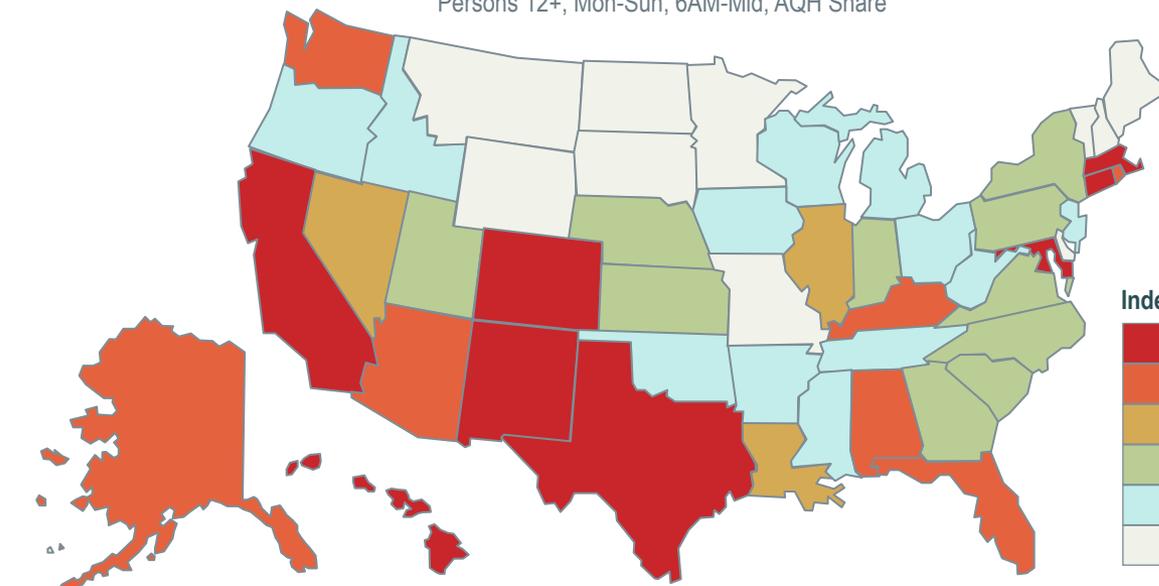
Rhythmic CHR generated more than twice its national share in California, Hawaii, and Maryland and nearly double in Connecticut. Its audience share was also above the index of 100 in 12 other states.

Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Rhythmic Contemporary Hit Radio

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

3:15 — P12-24
3:30 — P18-34
3:00 — P25-54
2:45 — P35-64

3:00 P12+
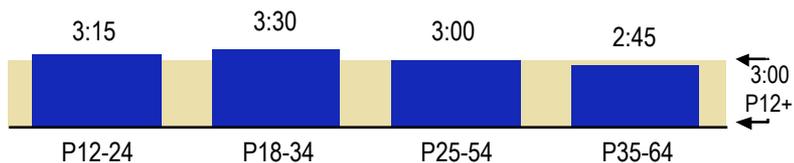
Rhythmic CHR added a quarter-hour of TSL among adults 18-34, and maintained steady TSL with adults 25-54, 35-64, and listeners 12+.

Household Income
Persons 18+

- >$75K 21.8%
- <$25K 27.5%
- $25K-$50K 32.1%
- $50K-$75K 18.5%
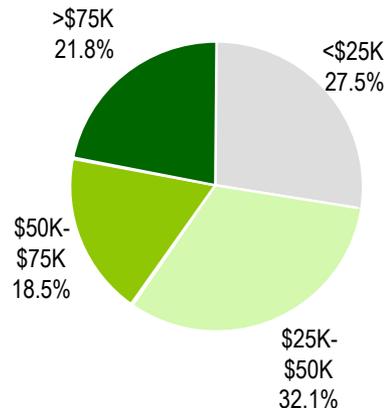
More than 40% of Rhythmic CHR's adult audience resides in a household generating $50,000 or more per year. That's up slightly from Fall 2012.

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

- Other 33.5%
- Black 31.2%
- Hispanic 35.3%
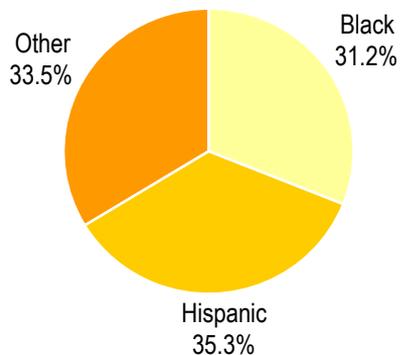
Rhythmic CHR has a nearly equal balance of Black, Hispanic, and "Other" listeners. The Hispanic proportion has been the largest segment since Fall 2011.

Education
Persons 18+

- College Graduate 14.7%
- <12th Grade 13.4%
- Some College 33.5%
- High School Graduate 38.3%
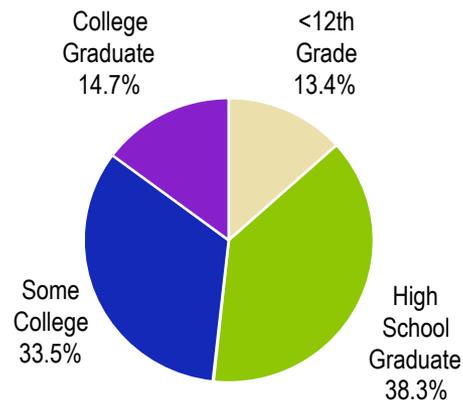
Nearly half of Rhythmic CHR's adult audience has attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Rhythmic Contemporary Hit Radio

Scarborough.

Electronics (Currently Has)	Index	%
Smartphone (BlackBerry, Droid, iPhone, etc.)	139	61%
Video game system	137	51%
MP3 player (iPod, Zune, etc.)	136	47%
VoIP (Vonage, Skype, MagicJack, etc.)	136	12%
Blu-ray disc player	121	26%
Tablet PC (iPad, Galaxy, Xoom, etc.)	120	23%
Computer	108	94%
High-definition television (HDTV)	105	77%
Wireless/cell phone service	104	95%
Digital camera	104	62%
DVD player (excluding Blu-ray)	104	62%
Digital Video Recorder (TiVo, etc.)	102	47%
eReader (Kindle, Sony Reader, etc.)	96	13%
Satellite TV subscription	89	25%
Office in the home	88	11%
Satellite radio (Sirius XM)	76	8%

Electronics (Plan to Buy)	Index	%
Video game system	182	5%
Blu-ray disc player	156	6%
Smartphone (BlackBerry, Droid, iPhone, etc.)	153	10%
Tablet PC (iPad, Galaxy, Xoom, etc.)	151	10%
Digital camera	141	7%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	143	13%

Rhythmic CHR listeners represent the youngest listener base of the formats in this study and thus, are well-acquainted in technology and electronic gadgetry. They own smartphones, tablet computers, and use VoIP technology (such as Vonage) in above-average numbers. When they're not listening to radio from the Internet, they're online playing video games, taking college courses, watching movies, or searching for jobs. Music is a vital part of Rhythmic CHR listener's lives—they own MP3 players, listen to Internet radio, download songs, and purchase CDs at a number substantially larger than average. They also dine out quite frequently and are 45% more likely than average to eat at quick service restaurants.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Rhythmic Contemporary Hit Radio

Items Bought on the Internet Past 12 Months	Index	%
Insurance	164	5%
Movie tickets	160	14%
Mobile device apps	147	15%
Groceries, candy, or other food items	142	8%
Toys or games	140	13%
Sports logo apparel	135	9%
Music files (iTunes, Napster, etc.)	134	15%
Sporting event tickets	133	9%
Consumer electronics	126	11%
Clothing or accessories	124	33%

Ways Used Internet Past 30 Days	Index	%
Take college courses	198	9%
Movies (watch or download)	184	29%
Personal ads/dating	175	6%
Job/employment search	173	28%
Music (listen or download - iTunes, Napster, etc.)	172	46%
Listen to Internet radio (Live365, Pandora, etc.)	166	27%
TV programs (watch or download)	163	23%
Video games (play or download)	161	23%
Listen to radio	155	34%
Cable TV network site	154	9%
Traffic	152	14%
Movie listings	148	34%
Podcasts (watch, listen, or download)	148	7%
Video clips	147	42%
Listen to a local radio station online	145	17%
Fantasy sports	143	5%
Instant messaging	139	38%
Blogs (read or contributed to)	137	19%

	Index	%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	137	12%
Social networking (Facebook, Twitter, LinkedIn, etc.)	133	72%
Casino-type games (blackjack, poker, etc.)	126	5%
Sports scores/updates	124	25%
Automobile information	121	16%
Real estate listings	121	13%
Maps/GPS (Google Maps, MapQuest, etc.)	120	52%
Search (Google, Yahoo!, etc.)	119	71%
Find a business address or phone number	119	35%
Local news	118	35%
Financial information/services	116	14%
Local/community events	115	16%
Weather	112	53%
Consumer reviews (products, services, etc.)	112	17%
National news	103	29%
Medical services/information	103	13%
Auction site	102	9%
Travel reservations (airline, hotel, auto rental, etc.)	101	20%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Rhythmic Contemporary Hit Radio

Items Bought Past 12 Months	Index	%
Women's business clothing	135	17%
Infants' clothing	126	18%
Children's clothing	123	35%
Other athletic clothing	120	22%
Men's business clothing	120	15%
Athletic shoes	116	45%
Sports equipment	113	17%
Fine jewelry	113	14%
Men's shoes	111	33%
Cosmetics, perfumes, or skin care items	110	50%
Women's shoes	110	37%
Men's casual clothing	103	39%
Women's casual clothing	102	40%
Costume jewelry	101	17%

Items/Services (Currently Has)	Index	%
Pool, hot tub, or spa	97	10%
Home security system	93	14%
Energy saving appliance	89	26%
Motorcycle	88	5%
Pest control service	79	9%
Primary house or condo - new construction	78	9%
Primary house or condo - existing construction	72	36%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Nissan: Any vehicle	131	11%
Honda: Any vehicle	114	16%
Toyota: Any vehicle	109	20%
Jeep: Any vehicle	93	5%
Ford: Any vehicle	89	22%
Chevrolet: Any vehicle	86	19%
Dodge: Any vehicle	86	10%

Clothing: Stores Shopped Past 3 Months	Index	%
Express/Express for Men	235	6%
Ross Dress For Less	183	19%
Banana Republic	176	5%
Victoria's Secret	170	17%
Burlington Coat Factory	170	14%
Gap	155	9%
Marshalls	153	16%
Gap Kids	153	6%
Old Navy	144	24%
Nordstrom	140	5%
Any clothing store shopped	105	87%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	141	20%
Mattress	130	18%
Energy saving appliance	126	5%
Major appliance	115	11%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Rhythmic Contemporary Hit Radio

Beverages	Index	%
Beverage Drank Past 7 Days		
Any Mexican imported soft drink	280	5%
Arizona fruit drink	235	11%
Fanta	219	8%
Red Bull	203	10%
Snapple fruit drink	195	8%
Beer Drank Past 30 Days		
Corona	181	13%
Heineken	175	8%
Blue Moon	152	8%
Budweiser	140	7%
Bud Light	132	18%
Any domestic light beer past 30 days	110	30%
Any domestic regular beer past 30 days	113	24%
Any imported beer past 30 days	139	27%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	107	45%
Microbrew Drank Past 30 Days		
Any microbrew	93	5%

Restaurants	Index	%
Types Visited (past 30 days)		
Any coffee house/coffee bar	130	18%
Any Chinese restaurant	116	47%
Any Mexican restaurant	114	38%
Any pizza restaurant	111	37%
Any seafood restaurant	103	16%
Any Italian restaurant	98	20%
Any upscale restaurant	91	13%
Any steakhouse	86	16%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	132	52%
10 or more times	145	28%
Any visits past 30 days	105	92%
None	66	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	100	20%
10 or more times	106	8%
Any visits past 30 days	100	81%
None	98	19%

Investments Household Has	Index	%
Stocks or stock options	70	18%
Bonds	65	9%
Second home or real estate property	64	7%
Other security or investment	63	8%
Mutual funds	61	14%
Money market funds	56	9%
Any investment	73	35%

Home Improvements Past 12 Months	Index	%
Remodeled kitchen	105	7%
Other remodeling (not bathroom or kitchen)	99	9%
Heating or air conditioning	98	7%
Remodeled bathroom	97	11%
Interior paint or wallpaper	95	21%
Carpeting or floor covering	91	10%
Landscaping	86	19%
Any home improvement	92	48%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

All Sports

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women
16.0%

Men
84.0%
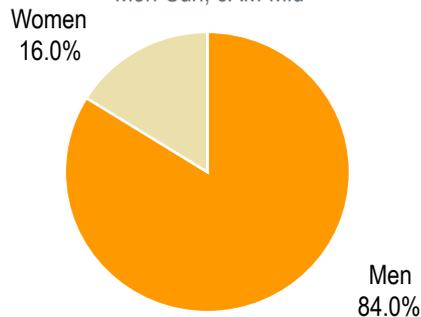
All Sports continues to have a far higher concentration of men in its audience than any other format in this study. The 84% male proportion has remained relatively steady for the past several years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
2.1%	2.2%	2.3%	2.5%	3.2%	3.4%	3.6%	3.1%

12+ AQH Share in PPM Markets	4.5%
12+ AQH Share in Diary Markets	2.4%
12+ AQH Share in non-Metro counties	1.5%

Helped by major league team coverage, All Sports scores much higher ratings in PPM markets than in Diary or non-Metro areas.

- **More than 23 million weekly 12+ listeners**
- **735 rated AM, FM, HD Radio, and streamed stations**
- **Highest household income, education profiles in this study**

After eight consecutive annual gains, All Sports leveled off in Spring '12, dipping from a 3.6 share to a 3.1 share. However, the prior four reports had been based on Fall listening estimates (a traditionally strong time of the year for sports when you take college football, the NFL, and MLB post-season into consideration), which could account for some of the difference. All Sports generates nearly equally strong ratings in each adult age group between 25-64, including 25-34, 35-44, 45-54, and 55-64.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
2.1%	4.8%	17.4%	20.4%	23.4%	18.5%	13.5%
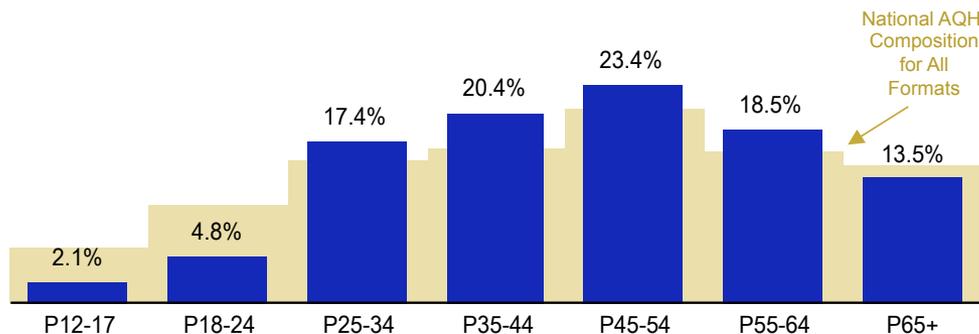
For a nonmusic format, All Sports boasts a balanced adult composition, with more than 60% of its audience landing in the desirable 25-54 age group.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

All Sports

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
140	137	143	54	60

All Sports indexes No. 1 by a wide margin in afternoons, nearly 43% above its average. It also indexes high, relative to other formats in this study, in mornings and evenings, experiencing significant increase in the latter.

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

At Home 32.9%

Away From Home 67.1%
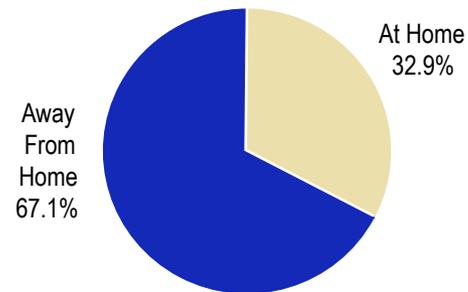
Two-thirds of tune-in to All Sports occurs out-of-home, including in the car, at the office, and at sporting events; however, at-home listening has been slowly rising.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
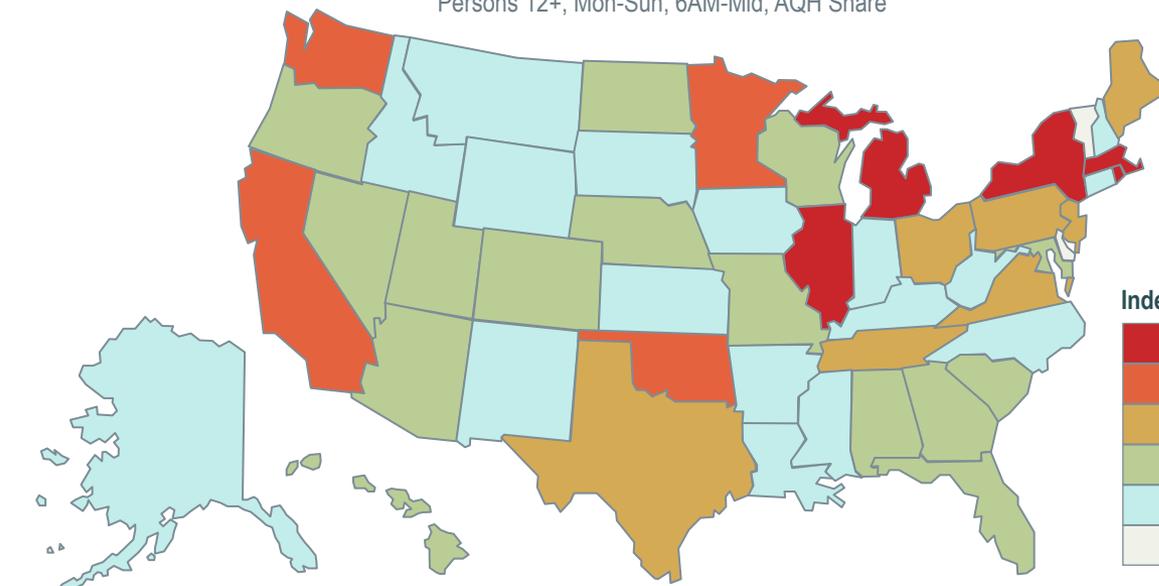
All Sports generated more than twice its national share in Massachusetts. Its audience share was above the index of 100 in 10 additional states.

Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.

All Sports

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

| Demographic	TSL
P12-24	2:15
P18-34	3:45
P25-54	4:30
P35-64	4:45

4:15 P12
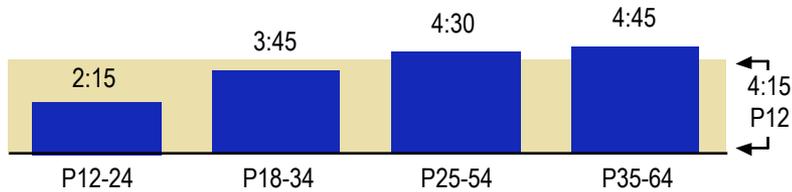
All Sports registered a quarter-hour increase in TSL among adults 35-64 since our last edition. The format's TSL held steady among persons 12+, 12-24, and with adults 25-54.

Household Income
Persons 18+

- <$25K 8.8%
- $25K-$50K 19.5%
- >$75K 48.1%
- $50K-$75K 23.5%
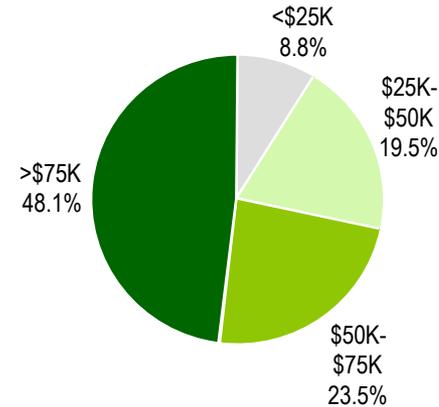
All Sports represents radio's most affluent adult listeners. It ranks No. 1 by a wide margin among the leading formats in the proportion of 18+ listeners residing in households generating $75,000 or more annually. All Sports is also No. 1 by far among the top formats in the $50,000+ household income category.

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

- Black 11.3%
- Hispanic 8.8%
- Other 79.9%
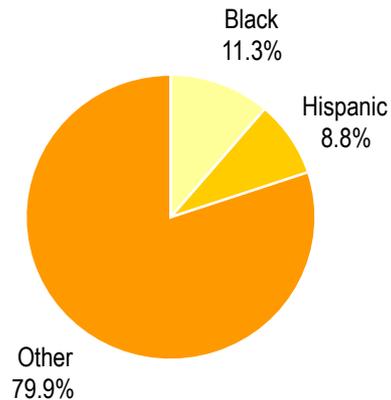
About 20% of the All Sports audience is Black or Hispanic; that proportion has remained relatively steady for the past several years.

Education
Persons 18+

- <12th Grade 3.1%
- High School Graduate 20.3%
- College Graduate 45.1%
- Some College 31.5%
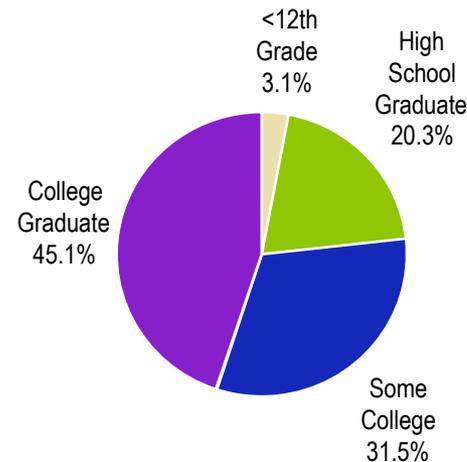
By a wide margin, All Sports ranks No. 2 among the 16 leading formats for the proportion of its adult audience who are college graduates.

By a close margin, All Sports ranks No. 1 among the 16 leading formats in the proportion of its adult listeners who have attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

All Sports

Electronics (Currently Has)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	128	24%
Blu-ray disc player	127	27%
eReader (Kindle, Sony Reader, etc.)	127	17%
Office in the home	126	15%
Digital Video Recorder (TiVo, etc.)	124	56%
Smartphone (BlackBerry, Droid, iPhone, etc.)	121	53%
MP3 player (iPod, Zune, etc.)	119	41%
Video game system	117	44%
Satellite radio (Sirius XM)	115	12%
High-definition television (HDTV)	111	81%
Digital camera	111	66%
VoIP (Vonage, Skype, MagicJack, etc.)	109	10%
Computer	106	93%
DVD player (excluding Blu-ray)	105	62%
Wireless/cell phone service	103	94%
Satellite TV subscription	84	24%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	137	9%
Smartphone (BlackBerry, Droid, iPhone, etc.)	121	8%
Computer	112	9%
High-definition television (HDTV)	105	6%
Digital camera	99	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	95	8%

All Sports features the highest proportion of male listeners. They are avid tech fans with a high propensity to own electronic gadgets and gear for their home entertainment systems. Considering their advanced education and income levels, they are way more likely to own their residence, a second residence, and have energy saving appliances. All Sports listeners are twice as likely to be online checking into fantasy sports and sports scores/updates and purchasing tickets to sporting events. This audience is way more likely to purchase men's clothing and shoes, as well as athletic apparel and equipment. Although they like to patronize fast food restaurants, they prefer Italian and upscale restaurants (and don't forget the beer).

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Scarborough.

Items Bought on the Internet Past 12 Months	Index	%
Sporting event tickets	198	13%
Consumer electronics	157	13%
Sports logo apparel	153	10%
Flowers	152	8%
Cultural event tickets	149	7%
Music files (iTunes, Napster, etc.)	148	17%
Computer hardware/software	148	14%
Mobile device apps	145	14%
Airline tickets	144	30%
Movie tickets	141	12%

Ways Used Internet Past 30 Days	Index	%		Index	%
Fantasy sports	235	8%	Local/community events	125	18%
Sports scores/updates	192	39%	Weather	123	58%
Traffic	165	15%	Movie listings	123	28%
Podcasts (watch, listen, or download)	162	8%	Listen to radio	123	27%
Financial information/services	156	18%	Find a business address or phone number	122	36%
Consumer reviews (products, services, etc.)	150	22%	Search (Google, Yahoo!, etc.)	119	71%
National news	145	40%	Listen to Internet radio (Live365, Pandora, etc.)	118	20%
Auction site	138	12%	TV programs (watch or download)	117	17%
Travel reservations (airline, hotel, auto rental, etc.)	137	26%	Music (listen or download - iTunes, Napster, etc.)	115	31%
Automobile information	137	18%	Medical services/information	113	14%
Listen to a local radio station online	135	16%	Movies (watch or download)	112	18%
Local news	133	40%	Instant messaging	110	30%
Cable TV network site	132	8%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	108	9%
Video clips	129	37%	Social networking (Facebook, Twitter, LinkedIn, etc.)	107	58%
Blogs (read or contributed to)	129	18%	Video games (play or download)	106	15%
Real estate listings	129	14%	Job/employment search	100	17%
Maps/GPS (Google Maps, MapQuest, etc.)	125	54%			

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

All Sports

Items Bought Past 12 Months	Index	%
Men's business clothing	164	21%
Sports equipment	154	24%
Other athletic clothing	136	25%
Men's shoes	129	38%
Men's casual clothing	127	47%
Athletic shoes	117	45%
Fine jewelry	108	14%
Children's clothing	93	26%
Infants' clothing	88	13%
Cosmetics, perfumes, or skin care items	83	37%
Costume jewelry	78	13%
Women's business clothing	76	9%
Women's casual clothing	74	29%
Women's shoes	71	24%

Items/Services (Currently Has)	Index	%
Home security system	127	19%
Second home	121	6%
Pool, hot tub, or spa	119	12%
Primary house or condo - existing construction	118	59%
Primary house or condo - new construction	118	14%
Energy saving appliance	111	32%
Pest control service	105	12%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Hyundai: Any vehicle	137	5%
Honda: Any vehicle	118	16%
Toyota: Any vehicle	115	21%
Nissan: Any vehicle	114	10%
Jeep: Any vehicle	110	6%
Chrysler: Any vehicle	108	5%
Ford: Any vehicle	94	23%

Clothing: Stores Shopped Past 3 Months	Index	%
Nordstrom	143	5%
Gap	119	7%
Macy's	116	22%
Kohl's	112	31%
Target	111	35%
Marshalls	100	11%
Sears	99	13%
TJ Maxx	94	10%
Old Navy	90	15%
JCPenney	87	23%
Any clothing store shopped	100	83%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Major appliance	97	9%
Furniture	94	13%
Mattress	90	12%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

All Sports

Beverages	Index	%
Beverage Drank Past 7 Days		
Diet Coke	125	18%
Coca-Cola Zero	125	10%
Diet Pepsi	118	12%
Gatorade	117	21%
Diet Dr Pepper	116	8%
Beer Drank Past 30 Days		
Samuel Adams	195	10%
Stella Artois	188	6%
Guinness	182	5%
Miller Lite	161	10%
Blue Moon	159	8%
Any domestic light beer past 30 days	125	34%
Any domestic regular beer past 30 days	149	31%
Any imported beer past 30 days	146	29%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	129	54%
Microbrew Drank Past 30 Days		
Any microbrew	192	9%

Restaurants	Index	%
Types Visited (past 30 days)		
Any upscale restaurant	134	18%
Any Italian restaurant	133	28%
Any pizza restaurant	118	40%
Any coffee house/coffee bar	115	16%
Any Chinese restaurant	108	44%
Any Mexican restaurant	108	36%
Any steakhouse	108	20%
Any seafood restaurant	108	16%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	112	44%
10 or more times	115	22%
Any visits past 30 days	102	90%
None	85	11%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	118	24%
10 or more times	122	10%
Any visits past 30 days	106	85%
None	76	15%

Investments Household Has	Index	%
Mutual funds	147	34%
Money market funds	141	23%
Stocks or stock options	140	37%
Bonds	130	18%
Other security or investment	118	15%
Second home or real estate property	118	12%
Any investment	127	61%

Home Improvements Past 12 Months	Index	%
Landscaping	127	29%
Other remodeling (not bathroom or kitchen)	117	10%
Interior paint or wallpaper	114	25%
Exterior paint	114	10%
Carpeting or floor covering	113	12%
Heating or air conditioning	112	8%
Replaced roof or major repair to roof	111	7%
Any home improvement	111	58%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Contemporary

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men 48.2%

Women 51.8%
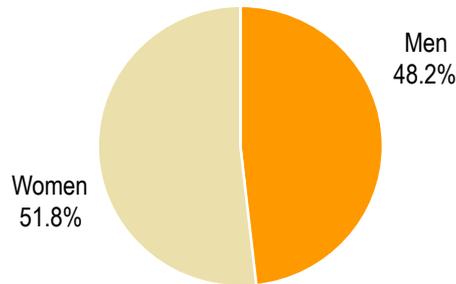
The gender ratio for Urban Contemporary has been essentially unchanged since Fall 2010, leaning slightly female but not as much as in earlier years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
4.3%	4.1%	3.7%	3.3%	3.2%	2.9%	2.9%	3%

12+ AQH Share in PPM Markets	2.8%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	2.6%

Despite its name, it is in Diary Metros, not the larger PPM markets, where Urban Contemporary scores its highest ratings.

- **More than 20 million weekly 12+ listeners**
- **178 rated AM, FM, HD Radio, and streamed stations**
- **Audience profile more mature**

Popular artists on Urban Contemporary stations include Drake, Chris Brown, Miguel, Trey Songz, and Wale. At 80%, Urban Contemporary has the second highest percentage of Black listenership of any format in this study next to Urban AC. The proportion of the format's teen audience has steadily declined, from 20% in 2005 to 12% in Spring 2012. That difference has dispersed to several age groups of adults 25+, most notably those 45-54, whose composition has risen up from 9% to 14% during that time frame.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
11.8%	22.5%	25.2%	17.5%	14.0%	5.9%	3.0%
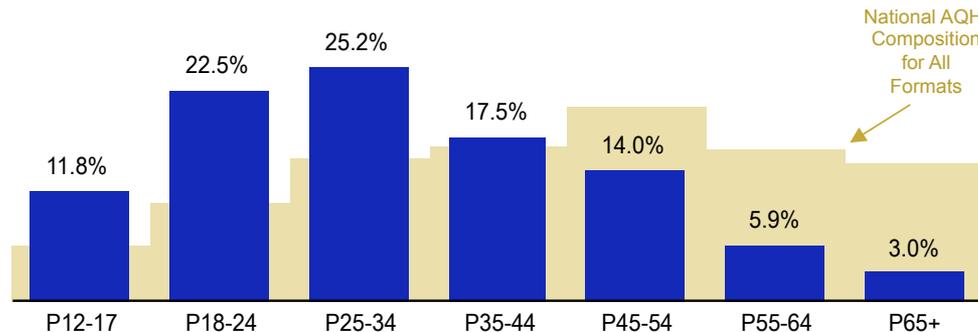
Urban Contemporary was among the top three formats in composition of both teens and adults 18-34; the latter comprised nearly half of its audience.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Urban Contemporary

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
113	106	128	77	89

Urban Contemporary indexes No. 1 by a solid margin in evenings.

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

Away From Home 59.4%

At Home 40.6%
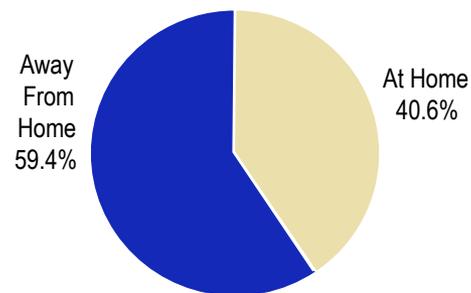
Urban Contemporary's at-home vs. out-of-home ratio is nearly identical to Urban AC's. The out-of-home proportion is close to the all-time high reached in Fall 2010.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
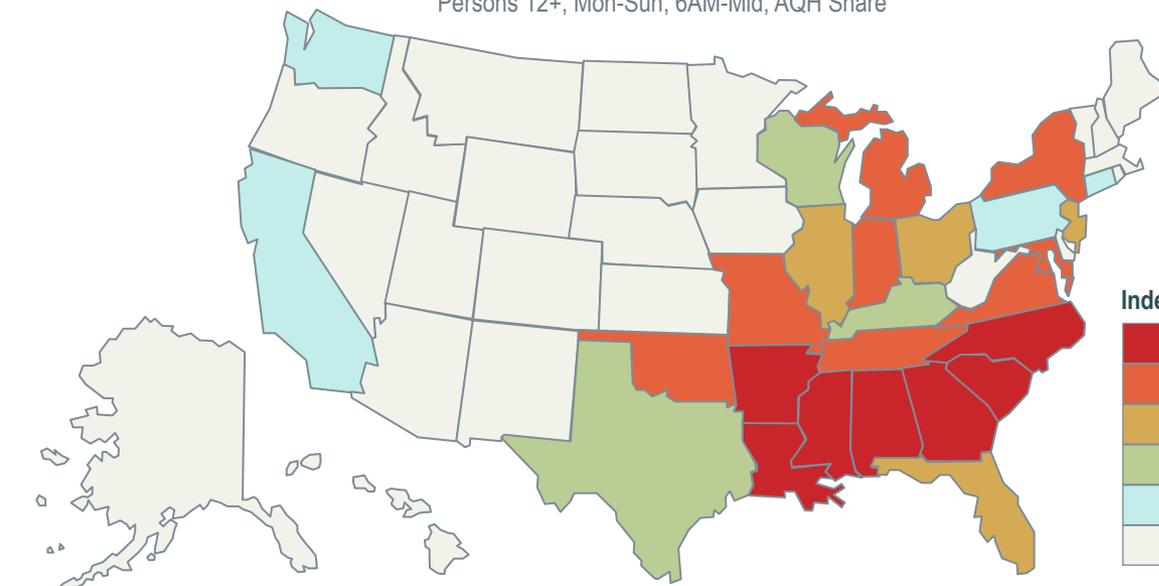
Particularly strong in the Southeast, Urban Contemporary delivered more than twice its national share in Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and the District of Columbia.

Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Urban Contemporary

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

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

4:30 P12
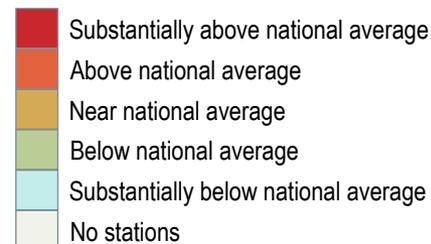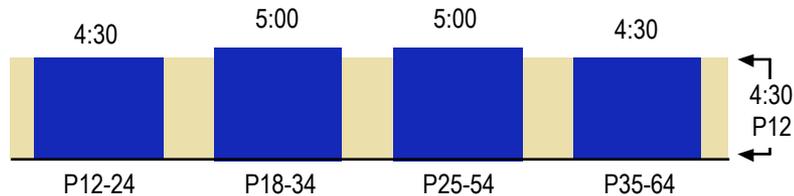
Urban Contemporary added a quarter-hour of listening among adults 18-34 and 25-54 compared to Fall 2012.

Household Income
Persons 18+

>$75K 15.0%
<$25K 36.1%
$50K-$75K 17.1%
$25K-$50K 31.9%
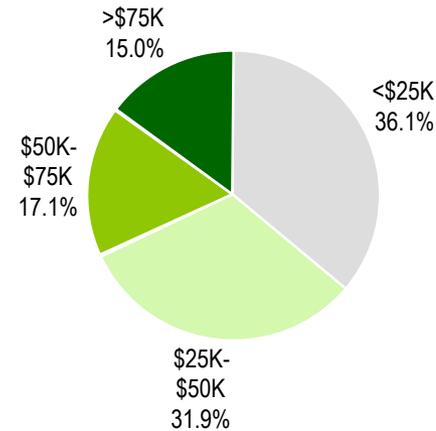
*The proportion of adult consumers of Urban Contemporary residing in households producing at least $50,000 per year climbed from less than 30% in Fall 2011 to more than 32% in Spring 2012—an 8.5% rate of improvement. That's the largest increase of the 16 leading formats.*

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

Other 15.9%
Hispanic 5.2%
Black 78.9%
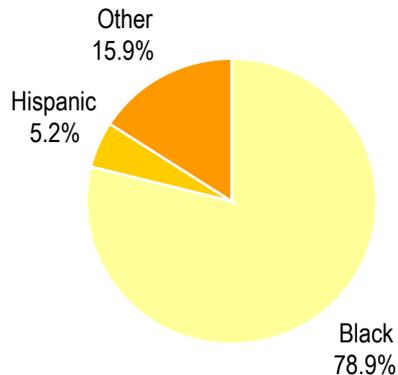
Urban Contemporary ranked No. 2 by a wide margin in its high proportion of Black listeners.

Education
Persons 18+

College Graduate 13.8%
<12th Grade 12.9%
Some College 34.8%
High School Graduate 38.5%
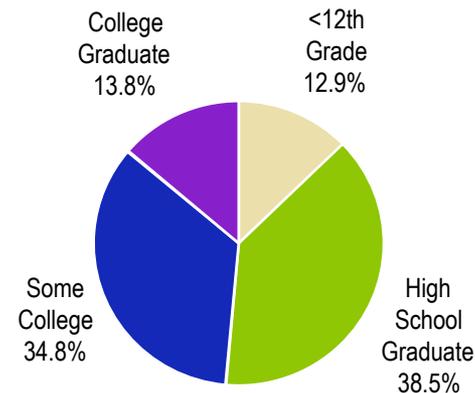
Almost half of adult listeners to Urban Contemporary have attended college. That percentage has risen every report since Fall 2009.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Urban Contemporary

Electronics (Currently Has)	Index	%
Smartphone (BlackBerry, Droid, iPhone, etc.)	134	59%
Video game system	126	47%
VoIP (Vonage, Skype, MagicJack, etc.)	121	11%
MP3 player (iPod, Zune, etc.)	120	41%
Tablet PC (iPad, Galaxy, Xoom, etc.)	110	21%
Wireless/cell phone service	105	96%
DVD player (excluding Blu-ray)	104	62%
Computer	103	90%
Blu-ray disc player	103	22%
High-definition television (HDTV)	101	74%
Digital Video Recorder (TiVo, etc.)	99	45%
Digital camera	94	56%
eReader (Kindle, Sony Reader, etc.)	87	12%
Satellite TV subscription	83	23%
Office in the home	82	10%
Satellite radio (Sirius XM)	82	9%

Electronics (Plan to Buy)	Index	%
Video game system	222	6%
Digital camera	164	8%
Blu-ray disc player	152	6%
Tablet PC (iPad, Galaxy, Xoom, etc.)	150	10%
eReader (Kindle, Sony Reader, etc.)	152	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	132	12%

Urban Contemporary listeners index high for a number of beverage types, but seem to prefer fruit and juice drinks. They drink Heineken, Budweiser, and Corona in greater-than-average numbers. This youthful audience takes advantage of VoIP communications, MP3 players, and tablet computers at above-average rates. They go online to search for career opportunities, dating, take college courses, consume movie and music entertainment, and play games. They purchase a wide variety of goods online, including food, movie tickets, games, mobile apps, insurance, and CDs. They're in the market for big ticket household items such as appliances and furniture.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Contemporary

Items Bought on the Internet Past 12 Months	Index	%
Groceries, candy, or other food items	138	8%
Movie tickets	137	12%
Toys or games	133	13%
Mobile device apps	128	13%
Insurance	130	4%
CDs (compact discs)	124	6%
Sports logo apparel	118	8%
Clothing or accessories	117	31%
Furniture/home furnishings	116	6%
Home accessories	114	10%

Ways Used Internet Past 30 Days	Index	%		Index	%
Personal ads/dating	192	7%	Podcasts (watch, listen, or download)	124	6%
Job/employment search	179	29%	Casino-type games (blackjack, poker, etc.)	123	5%
Movies (watch or download)	174	27%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	121	11%
Take college courses	168	7%	Automobile information	120	16%
Music (listen or download - iTunes, Napster, etc.)	153	41%	Local news	111	34%
Cable TV network site	141	8%	Sports scores/updates	110	23%
Listen to Internet radio (Live365, Pandora, etc.)	138	23%	Real estate listings	110	12%
TV programs (watch or download)	137	19%	Search (Google, Yahoo!, etc.)	106	63%
Video games (play or download)	136	20%	Weather	104	49%
Listen to a local radio station online	134	15%	Find a business address or phone number	104	31%
Listen to radio	132	28%	Maps/GPS (Google Maps, MapQuest, etc.)	102	44%
Movie listings	129	29%	Local/community events	102	14%
Instant messaging	128	35%	Medical services/information	101	13%
Social networking (Facebook, Twitter, LinkedIn, etc.)	126	68%	Consumer reviews (products, services, etc.)	95	14%
Video clips	126	36%	Financial information/services	94	11%
Blogs (read or contributed to)	124	17%	National news	89	25%
Traffic	124	12%	Travel reservations (airline, hotel, auto rental, etc.)	89	17%
			Auction site	85	7%

Urban Contemporary

Items Bought Past 12 Months	Index	%
Women's business clothing	134	16%
Infants' clothing	126	18%
Children's clothing	124	35%
Costume jewelry	121	20%
Fine jewelry	119	15%
Athletic shoes	112	43%
Women's shoes	112	37%
Other athletic clothing	109	20%
Men's business clothing	109	14%
Cosmetics, perfumes, or skin care items	107	49%
Men's shoes	103	30%
Women's casual clothing	98	39%
Men's casual clothing	93	35%
Sports equipment	84	13%

Items/Services (Currently Has)	Index	%
Home security system	105	16%
Pest control service	95	11%
Energy saving appliance	88	26%
Primary house or condo - new construction	73	9%
Primary house or condo - existing construction	66	33%
Pool, hot tub, or spa	61	6%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Nissan: Any vehicle	116	10%
Chrysler: Any vehicle	104	5%
Honda: Any vehicle	100	14%
Ford: Any vehicle	88	22%
Dodge: Any vehicle	86	9%
Chevrolet: Any vehicle	84	19%
Toyota: Any vehicle	73	13%

Clothing: Stores Shopped Past 3 Months	Index	%
New York & Company	205	5%
Express/Express for Men	204	5%
Burlington Coat Factory	196	16%
Victoria's Secret	172	17%
Old Navy	143	23%
Marshalls	143	15%
Gap Kids	140	6%
TJ Maxx	137	14%
Gap	137	8%
Sam's Club	126	11%
Any clothing store shopped	102	85%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Mattress	151	21%
Furniture	148	21%
Energy saving appliance	131	5%
Major appliance	125	12%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Urban Contemporary

Beverages	Index	%
Beverage Drank Past 7 Days		
Hi-C	276	8%
Hawaiian Punch	262	15%
Arizona fruit drinks	230	10%
Fanta	229	9%
Snapple fruit drinks	217	9%
Beer Drank Past 30 Days		
Heineken	173	8%
Budweiser	133	7%
Corona	128	9%
Miller Lite	107	7%
Bud Light	113	16%
Any domestic light beer past 30 days	102	28%
Any domestic regular beer past 30 days	99	21%
Any imported beer past 30 days	107	21%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	97	41%
Microbrew Drank Past 30 Days		
Any microbrew	66	3%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Chinese restaurant	116	47%
Any seafood restaurant	114	17%
Any pizza restaurant	106	35%
Any coffee house/coffee bar	96	13%
Any steakhouse	91	17%
Any Italian restaurant	87	18%
Any upscale restaurant	85	12%
Any Mexican restaurant	79	26%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	129	51%
10 or more times	149	29%
Any visits past 30 days	104	91%
None	74	9%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	97	19%
10 or more times	106	8%
Any visits past 30 days	94	76%
None	123	24%

Investments Household Has	Index	%
Bonds	66	9%
Second home or real estate property	65	7%
Stocks or stock options	61	16%
Other security or investment	56	7%
Mutual funds	53	12%
Money market funds	53	9%
Any investment	66	31%

Home Improvements Past 12 Months	Index	%
Remodeled kitchen	103	7%
Heating or air conditioning	100	7%
Replaced roof or major repair to roof	95	6%
Remodeled bathroom	94	11%
Carpeting or floor covering	94	10%
Interior paint or wallpaper	86	19%
Other remodeling (not bathroom or kitchen)	83	7%
Any home improvement	83	43%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Contemporary Christian

Listeners 12+
### (Gender Ratio)
Mon-Sun, 6AM-Mid

Men
37.1%

Women
62.9%
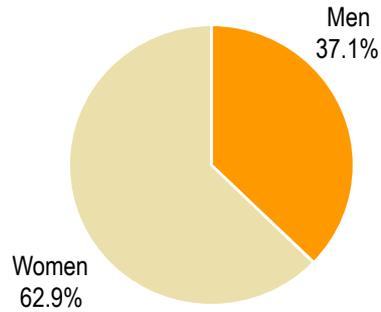
Of the 22 formats studied, Contemporary Christian ranks No. 1 in its high proportion of female listeners. Its 62.9% female orientation is the most ever recorded.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
2.3%	2.4%	2.2%	2.5%	2.7%	2.8%	2.7%	**2.9%**

12+ AQH Share in PPM Markets	**2.2%**
12+ AQH Share in Diary Markets	**3.5%**
12+ AQH Share in non-Metro counties	**3.4%**

The format's largest gains were with listeners 12-34, especially among adults 25-34, rising from a 2.8 share to 3.3.

- **More than 18 million 12+ listeners weekly**
- **846 rated AM, FM, HD Radio, & streamed stations**
- **Highest-ever ratings**

Featuring an array of artists including MercyMe, TobyMac, Casting Crowns, and Chris Tomlin, Contemporary Christian had the highest proportion of female listeners of all formats in this study. Its best performance was in Diary markets, followed by non-Metro areas, and it also posted a gain in PPM Metros. Contemporary Christian listeners are well educated and rank high in a variety of Scarborough consumer categories.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
9.2%	9.2%	17.5%	20.8%	22.9%	14.0%	6.4%
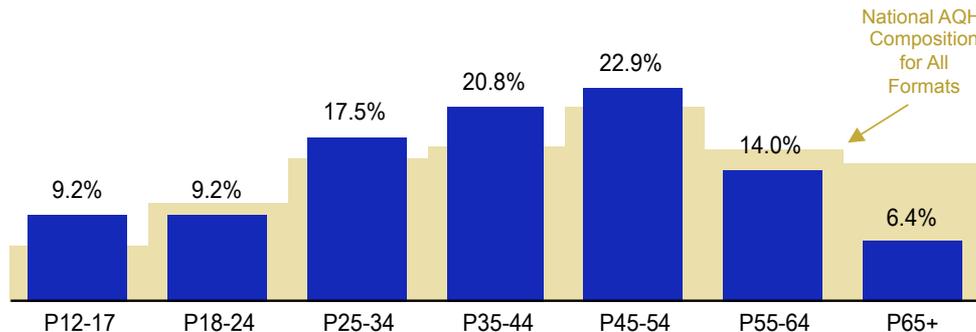
Contemporary Christian has a broad appeal among adults 25-64. One notable shift is that its proportion of adults 35-44 has slipped from 28% to 21% since 2005, while its segment of adults 55-64 has risen from 9% to 14%. All other demographic groups have remained essentially stable.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Contemporary Christian

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
129	125	129	48	87

Contemporary Christian indexed highest in mornings, 29% above its average, but is among the five highest-indexing formats during weekends.

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

Away From Home 63.9%

At Home 36.1%
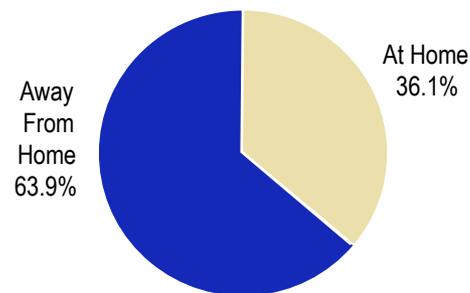
The proportion of listening to Contemporary Christian at home has been slowly rising in recent years and reached a new peak in Spring 2012 at 36.1%.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
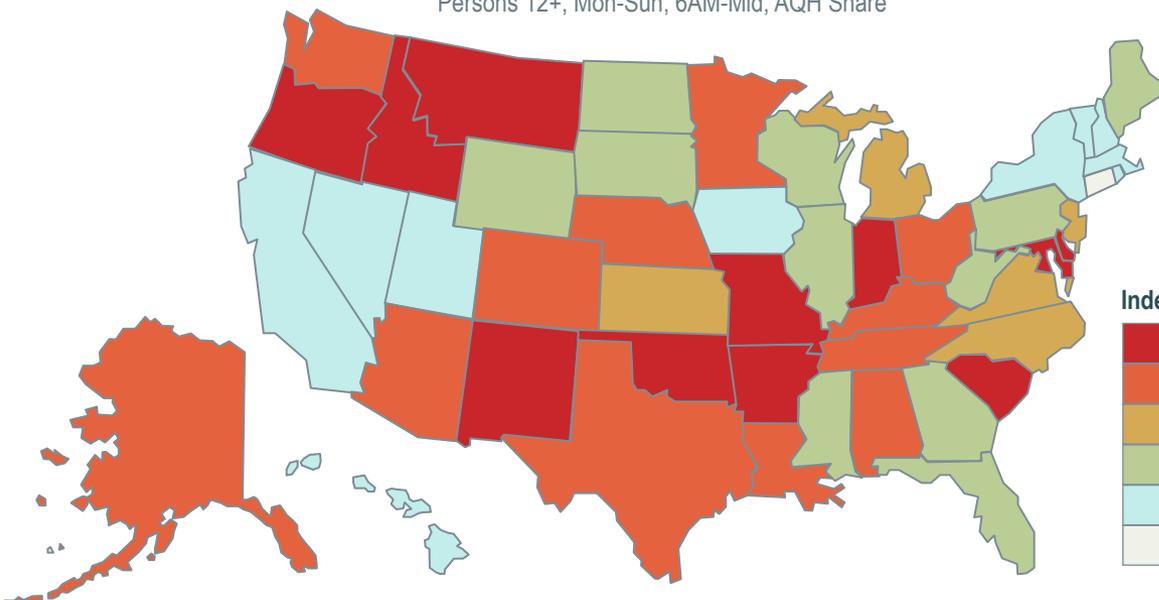
With strength coast-to-coast, Contemporary Christian registered more than twice its national share in Maryland, Missouri, Montana, Oklahoma and Oregon. Its audience share was the index of 100 in 22 additional states.
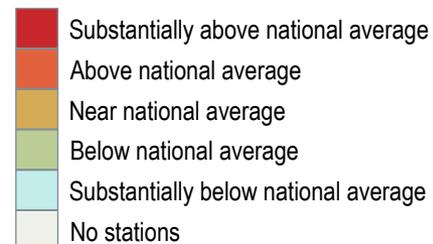
Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2012

Contemporary Christian

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

5:00
P12

P12-24	P18-34	P25-54	P35-64
4:00	4:45	5:30	5:45
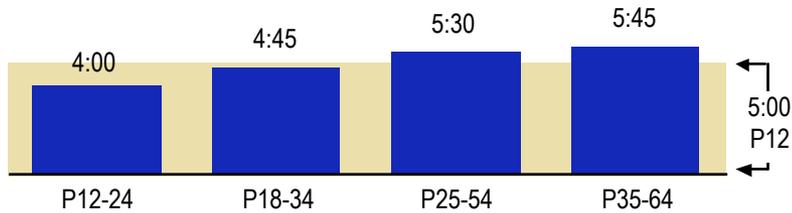
Among the top 16 formats, Contemporary Christian is one of the top four in TSL with persons 12-24, as well as with adults 18-34 and 25-54.

## Household Income
Persons 18+

- <$25K 14.4%
- >$75K 32.5%
- $25K-$50K 26.5%
- $50K-$75K 26.6%
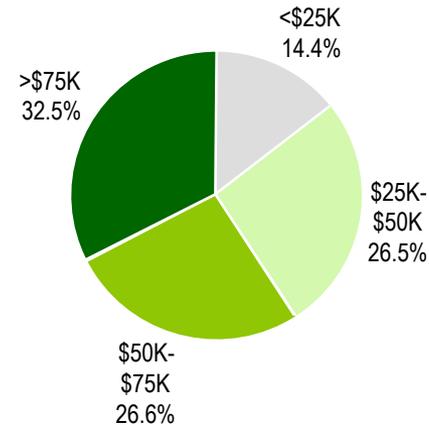
Among the top 16 formats, Contemporary Christian ranks among the top five in the proportion of its adult listeners who reside in households earning $50,000 or more annually. That 59.2% figure is the highest since 2007.

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

- Black 6.7%
- Hispanic 14.3%
- Other 79.0%
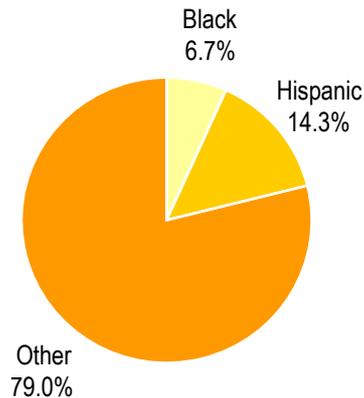
While nearly 80% of listening to Contemporary Christian is by neither Black nor Hispanic consumers, the Hispanic proportion reached a new high in Spring 2012.

Education
Persons 18+

- <12th Grade 5.5%
- College Graduate 32.9%
- High School Graduate 23.7%
- Some College 38.0%
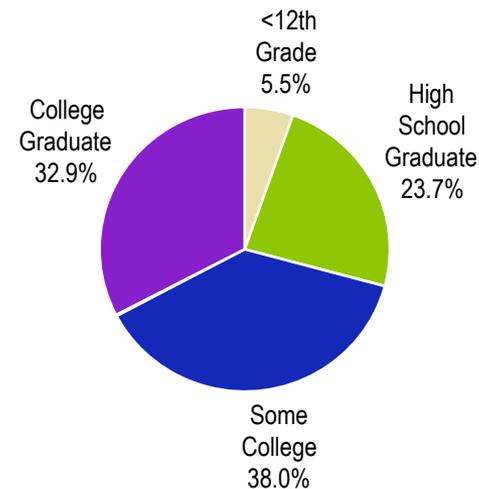
Among the top 16 formats, Contemporary Christian ranks No. 3 for attending college. It's also among the top four formats in the percentage of its adult audience who are college graduates.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Contemporary Christian

Electronics (Currently Has)	Index	%
eReader (Kindle, Sony Reader, etc.)	127	17%
Video game system	126	47%
MP3 player (iPod, Zune, etc.)	126	44%
Tablet PC (iPad, Galaxy, Xoom, etc.)	122	23%
Office in the home	122	15%
Smartphone (BlackBerry, Droid, iPhone, etc.)	121	53%
Blu-ray disc player	118	25%
Digital camera	115	69%
VoIP (Vonage, Skype, MagicJack, etc.)	114	10%
DVD player (excluding Blu-ray)	111	66%
Computer	107	93%
Wireless/cell phone service	104	95%
Digital Video Recorder (TiVo, etc.)	104	47%
Satellite TV subscription	102	29%
High-definition television (HDTV)	101	74%
Satellite radio (Sirius XM)	93	10%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	136	5%
Smartphone (BlackBerry, Droid, iPhone, etc.)	127	8%
Tablet PC (iPad, Galaxy, Xoom, etc.)	115	8%
Computer	107	9%
High-definition television (HDTV)	104	6%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	111	10%

Contemporary Christian listeners are focused on the family–they shop for childrens' and infants' clothing as well as business clothing for mom and dad. They love to dine at Mexican, pizza, quick service, and Italian restaurants, and they patronize coffee houses/bars. They rank high in many home categories, including ownership of energy saving appliances and security systems. Listeners to the format are avid technology fans, with nearly half of them owning a video game system and a substantial number owning MP3 players and tablet computers. They rank above average with soft drinks, but below average in beers. Thanks to the Internet, Contemporary Christian listeners are taking college courses and tracking community events, as well as scoping out the times for the movies.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Contemporary Christian

Items Bought on the Internet Past 12 Months	Index	%
Toys or games	135	13%
Music files (iTunes, Napster, etc.)	134	15%
Books	130	33%
Movie tickets	129	11%
Office supplies	126	8%
Health and beauty items	125	11%
Clothing or accessories	123	33%
Mobile device apps	123	12%
Flowers	122	6%
Medicine/prescriptions	121	7%

Ways Used Internet Past 30 Days	Index	%			Index	%
Take college courses	137	6%		Listen to a local radio station online	121	14%
Local/community events	132	19%		Search (Google, Yahoo!, etc.)	119	71%
Movie listings	131	30%		Cable TV network site	119	7%
TV programs (watch or download)	128	18%		Music (listen or download - iTunes, Napster, etc.)	118	32%
Podcasts (watch, listen, or download)	128	6%				
Blogs (read or contributed to)	127	17%		Travel reservations (airline, hotel, auto rental, etc.)	117	23%
Real estate listings	127	14%				
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	127	11%		Job/employment search	116	19%
Find a business address or phone number	125	37%		Instant messaging	115	31%
Listen to radio	125	27%		Financial information/services	113	13%
Listen to Internet radio (Live365, Pandora, etc.)	124	21%		Consumer reviews (products, services, etc.)	112	16%
Social networking (Facebook, Twitter, LinkedIn, etc.)	123	66%		National news	111	31%
				Movies (watch or download)	111	17%
Weather	121	57%		Other use	110	17%
Maps/GPS (Google Maps, MapQuest, etc.)	121	52%		Traffic	110	10%
Local news	121	36%		Sports scores/updates	109	22%
Video clips	121	35%		Video games (play or download)	108	16%
Medical services/information	121	15%		Automobile information	108	14%
				Auction site	106	9%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Contemporary Christian

Items Bought Past 12 Months	Index	%
Women's business clothing	143	18%
Men's business clothing	136	17%
Children's clothing	134	38%
Other athletic clothing	131	24%
Sports equipment	128	20%
Costume jewelry	127	21%
Infants' clothing	126	18%
Women's shoes	123	41%
Women's casual clothing	120	47%
Athletic shoes	120	46%
Cosmetics, perfumes, or skin care items	117	53%
Men's casual clothing	117	44%
Fine jewelry	115	15%
Men's shoes	114	34%

Items/Services (Currently Has)	Index	%
Home security system	119	18%
Motorcycle	116	7%
Energy saving appliance	115	33%
Primary house or condo - new construction	114	14%
Pest control service	114	13%
Pool, hot tub, or spa	114	11%
Primary house or condo - existing construction	108	53%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Honda: Any vehicle	119	16%
Chrysler: Any vehicle	118	6%
Jeep: Any vehicle	117	6%
Dodge: Any vehicle	114	13%
Chevrolet: Any vehicle	113	25%
Ford: Any vehicle	110	27%
Toyota: Any vehicle	110	20%

Clothing: Stores Shopped Past 3 Months	Index	%
Gap	136	8%
Gap Kids	133	5%
Sam's Club	131	12%
Old Navy	127	21%
Target	126	40%
Kohl's	126	34%
Victoria's Secret	125	12%
TJ Maxx	122	13%
Ross Dress For Less	122	12%
Burlington Coat Factory	115	9%
Any clothing store shopped	105	87%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	114	16%
Mattress	108	15%
Major appliance	107	10%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Contemporary Christian

Beverages	Index	%
Beverage Drank Past 7 Days		
Dr Pepper	120	16%
Coca-Cola Zero	119	9%
Diet Dr Pepper	117	8%
Store brand regular soft drink	116	8%
Diet Mountain Dew	114	5%
Beer Drank Past 30 Days		
Any domestic light beer past 30 days	90	24%
Any domestic regular beer past 30 days	91	19%
Any imported beer past 30 days	88	17%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	91	38%
Microbrew Drank Past 30 Days		
Any microbrew	97	5%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Mexican restaurant	119	39%
Any coffee house/coffee bar	115	16%
Any pizza restaurant	112	37%
Any Italian restaurant	111	23%
Any steakhouse	110	20%
Any Chinese restaurant	105	42%
Any seafood restaurant	99	15%
Any upscale restaurant	99	14%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	121	47%
10 or more times	123	24%
Any visits past 30 days	105	92%
None	63	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	102	20%
10 or more times	96	8%
Any visits past 30 days	106	85%
None	77	15%

Investments Household Has	Index	%
Mutual funds	108	25%
Stocks or stock options	104	28%
Money market funds	102	17%
Second home or real estate property	101	11%
Bonds	97	13%
Other security or investment	97	13%
Any investment	105	50%

Home Improvements Past 12 Months	Index	%
Landscaping	121	27%
Interior paint or wallpaper	118	27%
Other remodeling (not bathroom or kitchen)	118	10%
Remodeled kitchen	116	8%
Remodeled bathroom	112	13%
Heating or air conditioning	111	8%
Carpeting or floor covering	110	12%
Any home improvement	110	58%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Mexican Regional

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women 41.2%

Men 58.8%
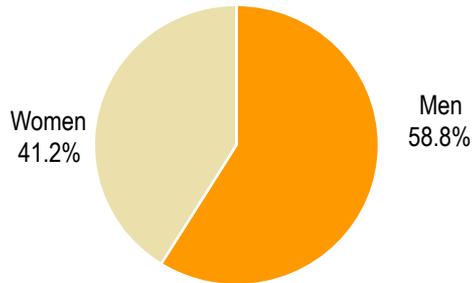
Of the 22 formats in this study, Mexican Regional ranked seventh highest in its proportion of men listeners vs. women. However, that percentage has slipped steadily since Fall 2010.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
2.8%	3.1%	3.4%	2.9%	2.7%	3.0%	3.0%	2.9%

12+ AQH Share in PPM Markets	4.1%
12+ AQH Share in Diary Markets	2.5%
12+ AQH Share in non-Metro counties	1.1%

In Spring 2012, Mexican Regional's adult 35-44 share surpassed its adult 18-24 share for the first time.

- **More than 14 million weekly 12+ listeners**
- **326 rated AM, FM, HD Radio, and streamed stations**
- **Strong interest in consumer electronics and online media usage**

Stations in this format play a mix of styles originating from Northern Mexico including Banda, Norteña, Ranchera, Durangüense, and Cumbias, and featuring artists such as Banda El Recodo, Vincente Fernandez, Intocable, Espinoza Paz, and La Arrolladora Banda El Limon. After several years of steady share growth, Mexican Regional has leveled off since Fall 2010, slipping slightly from a 3.0 share in Fall 2011 to 2.9 in Spring 2012. The format's audience is gradually maturing—its proportion of 18-34 listeners has declined from 52% in 2005 to 38% in Spring 2012, while the 35-54 segment has risen from 32% to 41%.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
5.7%	12.0%	25.9%	25.1%	15.9%	9.0%	6.4%
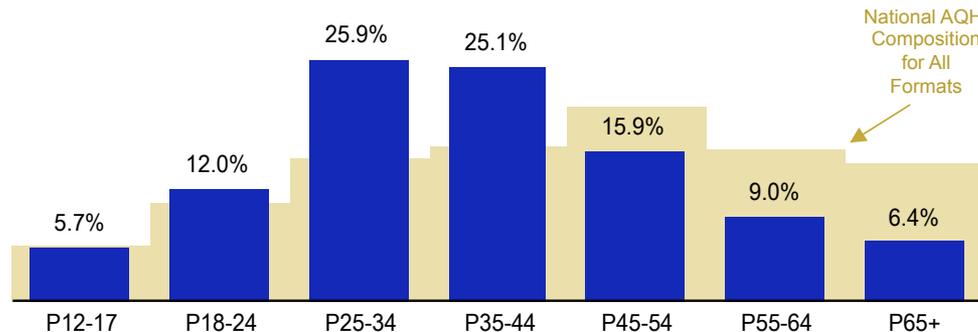
Mexican Regional's core target of adults 25-44 is almost equally divided between those 25-34 and 35-44.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Mexican Regional

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
134	136	121	45	82

Mexican Regional indexed the highest in middays, 36% above its average. Its index grew the most during weekends. Although down slightly overall, Mexican Regional's ratings remained steady in afternoons and weekends.

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

Away From Home 62.6%

At Home 37.4%
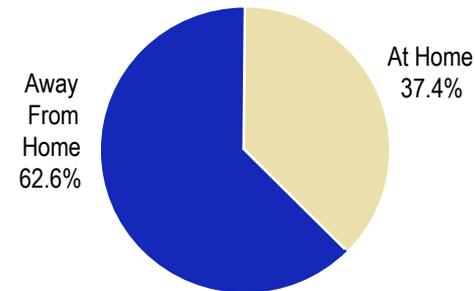
The ratio of at-home vs. out-of-home listening to Mexican Regional has fluctuated in recent years, with the proportion of tune-in away from home approaching its highest level since 2008.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
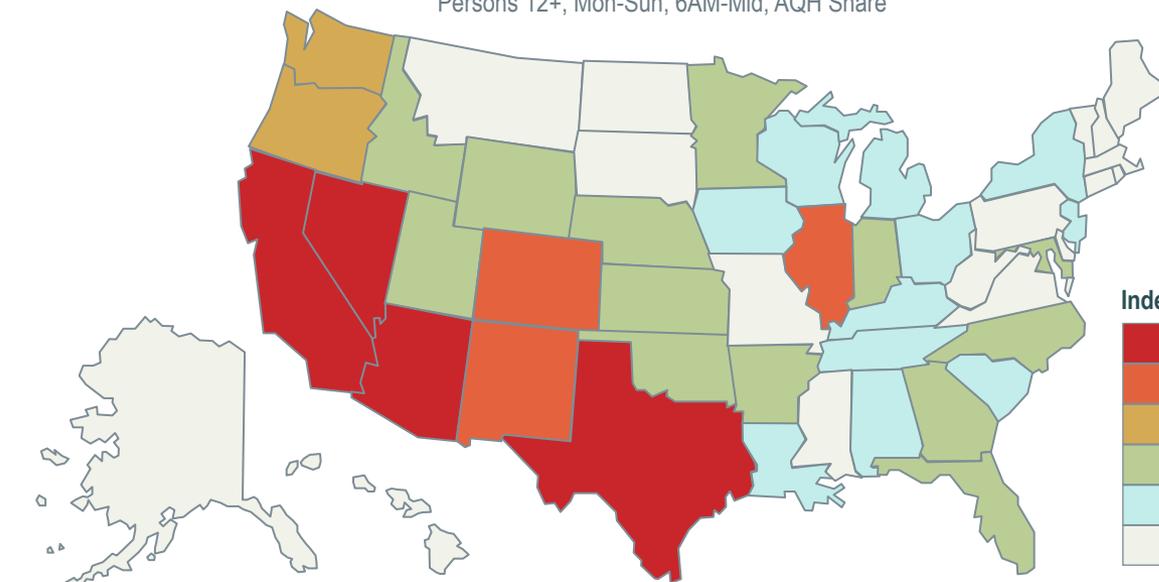
As its namesake suggests, Mexican Regional is indeed a regional format that is particularly strong in the Southwest. It generated more than three times its national share in Arizona, California, and Texas, twice its national share in Nevada, and its audience share was above the index of 100 in Colorado, Illinois, and New Mexico.

Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations
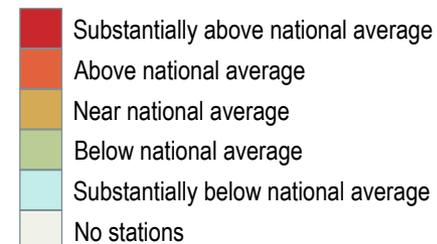
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Mexican Regional

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

Demographic	TSL
P12-24	4:30
P18-34	6:30
P25-54	7:15
P35-64	7:15

6:30 P12
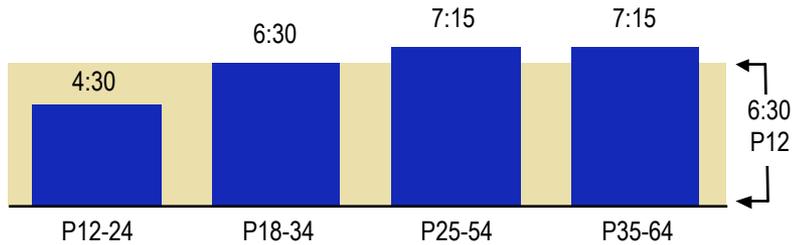
*Mexican Regional is a TSL dynamo. Within the top 16 formats, it ranked No. 1 with the longest TSL among adults 18-34, 25-54, and tied for No. 1 with adults 35-64.*

Household Income
Persons 18+

- $50K-$75K: 9.7%
- >$75K: 5.5%
- <$25K: 50.6%
- $25K-$50K: 34.1%
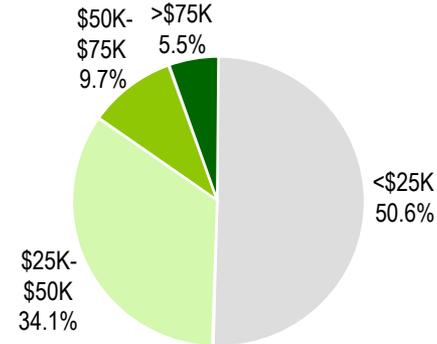
The proportion of Mexican Regional adult listeners residing in households earning $50,000 or more per year climbed from 12.7% in Fall 2012 to a new peak of 15.2% in Spring 2012. That's a nearly 20% increase, best of the top 16 formats.

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

- Other: 2.3%
- Black: 0.3%
- Hispanic: 97.4%
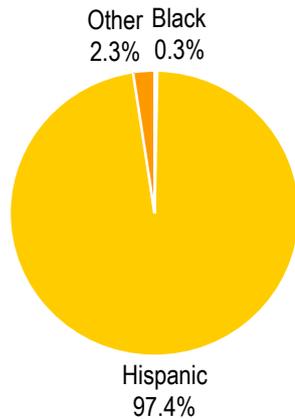
Mexican Regional continued to rank No. 1 among the 22 formats in this report in the proportion of its listeners who are Hispanic, slightly ahead of Spanish Contemporary.

Education
Persons 18+

- Some College: 12.9%
- College Graduate: 4.9%
- <12th Grade: 50.0%
- High School Graduate: 32.2%
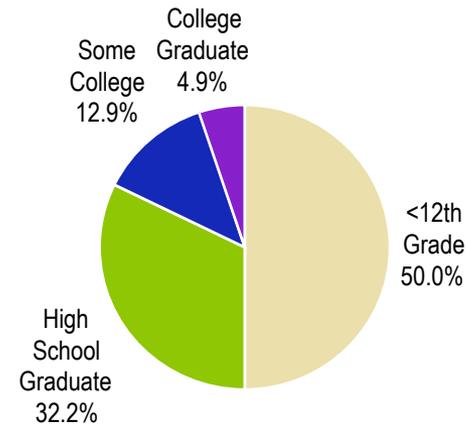
The proportion of Mexican Regional adult listeners who have attended college rose from 15.8% in Fall 2012 to 17.8% in Spring 2012. That's a gain of 12.7%, more than any other of the leading 16 formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Mexican Regional

Electronics (Currently Has)	Index	%
HD Radio	143	5%
Satellite TV subscription	125	35%
VoIP (Vonage, Skype, MagicJack, etc.)	103	9%
Wireless/cell phone service	99	91%
Smartphone (BlackBerry, Droid, iPhone, etc.)	99	44%
Video game system	99	37%
Computer	91	79%
High-definition television (HDTV)	88	65%
MP3 player (iPod, Zune, etc.)	87	30%
Blu-ray disc player	85	18%
Tablet PC (iPad, Galaxy, Xoom, etc.)	82	15%
Digital camera	81	49%
DVD player (excluding Blu-ray)	80	48%
Digital Video Recorder (TiVo, etc.)	67	31%
Office in the home	51	6%
Satellite radio (Sirius XM)	45	5%
eReader (Kindle, Sony Reader, etc.)	34	5%

Electronics (Plan to Buy)	Index	%
Video game system	183	5%
Computer	154	13%
High-definition television (HDTV)	150	8%
Digital camera	149	7%
Blu-ray disc player	125	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	188	16%

Mexican Regional listeners rank above average in a couple of consumer electronics categories, including HD Radios and satellite TV. They rank way above average in their intent to buy a variety of electronics, including video game systems, computers, HDTVs, and digital cameras. Listeners to this format are avid online media consumers–they love to watch movies, listen to radio, and download music. When they shop, they prefer to do it offline at clothing stores such Ross, Burlington Coat Factory, Gap Kids and Marshalls. They favor import vehicles, ethnic restaurants, and Mexican beers.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Mexican Regional

Items Bought on the Internet Past 12 Months	Index	%
Groceries, candy, or other food items	86	5%
Toys or games	84	8%
Movie tickets	80	7%
Mobile device apps	74	7%
Computer hardware/software	70	7%
Health and beauty items	69	6%
Music files (iTunes, Napster, etc.)	66	8%
Clothing or accessories	63	17%
Airline tickets	62	13%
Music files (iTunes, Napster, etc.)	66	8%

Ways Used Internet Past 30 Days	Index	%		Index	%
Personal ads/dating	157	6%	Maps/GPS (Google Maps, MapQuest, etc.)	88	38%
Movies (watch or download)	119	19%	Video clips	87	25%
Listen to a local radio station online	118	14%	Cable TV network site	85	5%
Music (listen or download - iTunes, Napster, etc.)	113	30%	Sports scores/updates	82	17%
Traffic	113	11%	Search (Google, Yahoo!, etc.)	80	48%
Listen to Internet radio (Live365, Pandora, etc.)	111	18%	Find a business address or phone number	79	23%
Listen to radio	107	23%	Weather	76	36%
Job/employment search	103	17%	Auction site	72	6%
Instant messaging	102	27%	Blogs (read or contributed to)	70	10%
Video games (play or download)	99	14%	Real estate listings	68	8%
Social networking (Facebook, Twitter, LinkedIn, etc.)	94	51%	Local news	66	20%
TV programs (watch or download)	93	13%	Travel reservations (airline, hotel, auto rental, etc.)	66	13%
Automobile information	93	12%	Financial information/services	64	8%
Movie listings	90	21%	National news	63	18%
Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	89	8%	Local/community events	63	9%
			Medical services/information	63	8%
			Consumer reviews (products, services, etc.)	57	8%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Mexican Regional

Items Bought Past 12 Months	Index	%
Infants' clothing	138	20%
Children's clothing	135	38%
Men's shoes	105	31%
Women's shoes	103	34%
Athletic shoes	96	37%
Men's casual clothing	93	35%
Cosmetics, perfumes, or skin care items	92	42%
Women's casual clothing	88	35%
Men's business clothing	85	11%
Other athletic clothing	79	14%
Sports equipment	78	12%
Women's business clothing	74	9%
Fine jewelry	67	9%
Costume jewelry	50	8%

Items/Services (Currently Has)	Index	%
Mobile home or manufactured housing	106	6%
Home security system	73	11%
Primary house or condo - new construction	70	8%
Energy saving appliance	68	20%
Primary house or condo - existing construction	63	31%
Pool, hot tub, or spa	57	6%
Pest control service	56	7%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Nissan: Any vehicle	146	12%
GMC: Any vehicle	123	6%
Honda: Any vehicle	118	16%
Toyota: Any vehicle	117	21%
Ford: Any vehicle	113	28%
Chevrolet: Any vehicle	102	23%
Dodge: Any vehicle	102	11%

Clothing: Stores Shopped Past 3 Months	Index	%
Ross Dress For Less	269	27%
Burlington Coat Factory	183	15%
Gap Kids	169	7%
Marshalls	157	17%
Sears	152	20%
Old Navy	140	23%
Sam's Club	139	12%
Victoria's Secret	137	13%
Gap	132	8%
JCPenney	129	34%
Any clothing store shopped	106	88%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	144	21%
Mattress	144	20%
Major appliance	119	11%
Energy saving appliance	118	5%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Mexican Regional

Beverages	Index	%
Beverage Drank Past 7 Days		
Any Mexican imported soft drink	779	14%
Fanta	360	13%
Arizona fruit drinks	284	13%
Monster	242	11%
7Up	209	14%
Beer Drank Past 30 Days		
Tecate	522	7%
Corona	255	18%
Dos Equis	228	6%
Bud Light	134	19%
Heineken	127	6%
Any domestic light beer past 30 days	106	29%
Any domestic regular beer past 30 days	84	18%
Any imported beer past 30 days	153	30%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	103	43%
Microbrew Drank Past 30 Days		
Any microbrew	42	2%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Mexican restaurant	152	50%
Any Chinese restaurant	117	47%
Any seafood restaurant	104	16%
Any coffee house/coffee bar	90	12%
Any pizza restaurant	83	28%
Any steakhouse	64	12%
Any Italian restaurant	60	13%
Any upscale restaurant	46	6%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	105	41%
10 or more times	105	20%
Any visits past 30 days	103	91%
None	76	9%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	84	17%
10 or more times	84	7%
Any visits past 30 days	94	76%
None	125	25%

Investments Household Has	Index	%
Second home or real estate property	53	6%
Other security or investment	38	5%
Stocks or stock options	32	9%
Bonds	30	4%
Money market funds	28	5%
Mutual funds	27	6%
Any investment	41	20%

Home Improvements Past 12 Months	Index	%
Remodeled bathroom	124	14%
Remodeled kitchen	120	8%
Exterior paint	95	8%
Heating or air conditioning	95	7%
Other remodeling (not bathroom or kitchen)	87	8%
Interior paint or wallpaper	85	19%
Carpeting or floor covering	84	9%
Any home improvement	88	47%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Hits + '80s Hits

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Men
53.6%

Women
46.4%
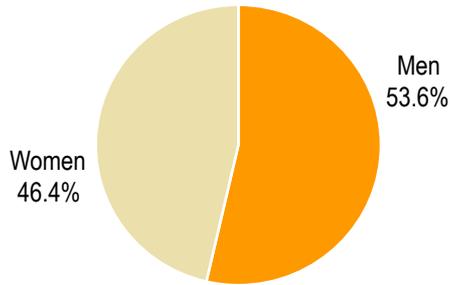
The 53.6% proportion of Adult Hits + '80s Hits consumers that are men ranked the format right in the middle among the 22 covered in this study.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
1.3%	2.1%	2.1%	2.0%	2.2%	2.2%	2.2%	2.2%

12+ AQH Share in PPM Markets	2.8%
12+ AQH Share in Diary Markets	1.7%
12+ AQH Share in non-Metro counties	1.7%

Adult Hits + '80s Hits has continued to deliver a 2.2 share for each annual report since Fall 2009. The format has never experienced a ratings decline since tracking began in Spring 2005.

- **Nearly 25 million weekly 12+ listeners**
- **268 rated AM, FM, HD Radio, and streamed stations**
- **Gained share for the second straight report in PPM markets**

Adult Hits + '80s Hits stations are known for their musical variety and emphasis on pop/rock hits from the mid-'70s to mid-'90s. Many of these stations use the "JACK-FM" or "BOB-FM" brand. The formats continue to perform better in PPM markets than elsewhere.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
3.8%	8.6%	16.1%	23.0%	27.2%	14.2%	7.1%
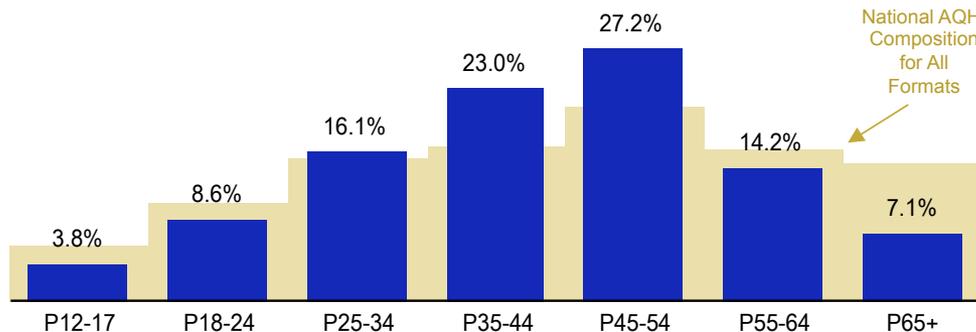
The Adult Hits + '80s Hits audience is centered in the 35-54 age group, but the proportion of 45 and older listeners is on the increase.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Hits + '80s Hits

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
115	157	129	40	78

Adult Hits + '80s Hits midday index was 57% above its overall average, the second-highest index of all formats in this report for that daypart. The format's index has improved notably during weekends in recent years.

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

At Home 25.9%
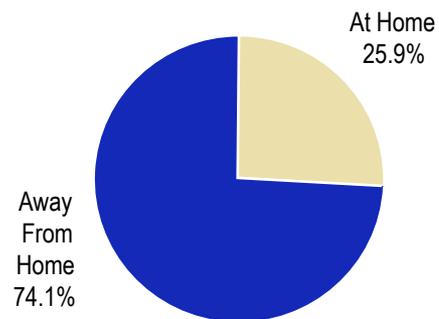
Away From Home 74.1%

Nearly three-quarters of listening to Adult Hits + '80s Hits occurred away from home, ranking them No. 1 in its proportion of "on-the-go" tune-in.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
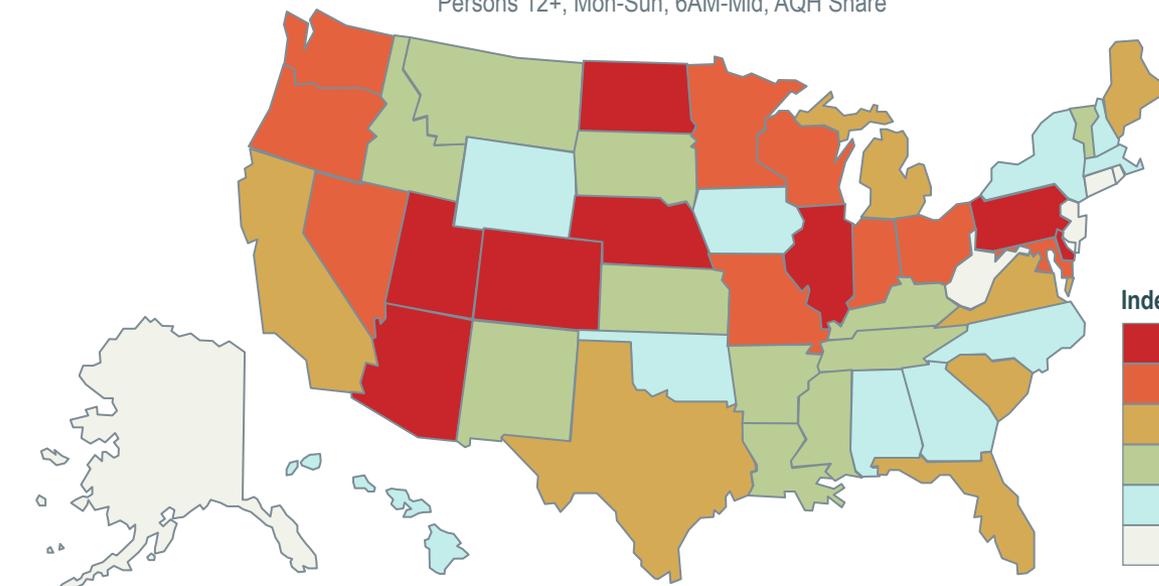
Solid in the Great Lakes region, Adult Hits + '80s Hits delivered more than twice its national share in Arizona and Colorado. Its audience share was above the index of 100 in 19 additional states.
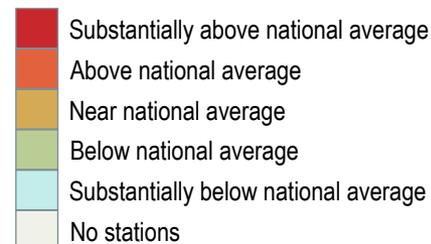
Index: Percent +/- National Format Share
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Hits + '80s Hits

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


1:45 — P12-24
2:15 — P18-34
3:00 — P25-54
3:00 — P35-64

← 2:45 P12
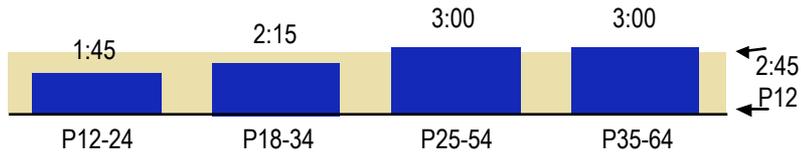
Adult Hits + '80s Hits retained its TSL levels among consumers aged 12+ and adults 25-54.

Household Income
Persons 18+

- >$75K 34.2%
- <$25K 13.8%
- $25K-$50K 25.6%
- $50K-$75K 26.4%
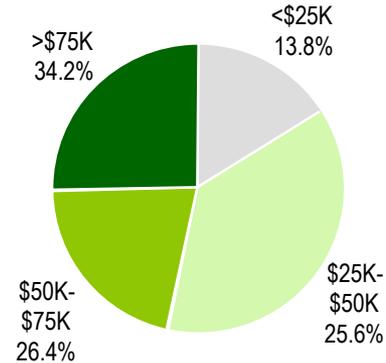
The proportion of Adult Hits + '80s Hits adult consumers residing in households bringing in $50,000 or more per year rose 1.1% between Fall 2011 and Spring 2012, outperforming the majority of the 16 leading formats.

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

- Black 4.3%
- Hispanic 13.8%
- Other 81.8%
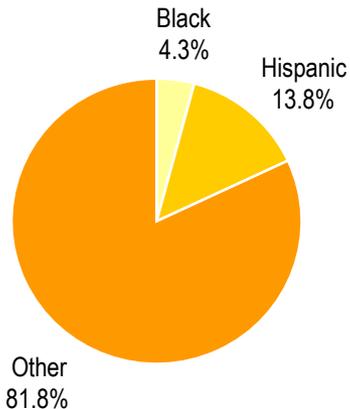
The combined 18% of the Adult Hits + '80s Hits audience that was comprised of Black and Hispanic consumers included the highest proportions recorded to date for either ethnic group.

Education
Persons 18+

- <12th Grade 6.3%
- College Graduate 26.4%
- High School Graduate 30.4%
- Some College 36.8%
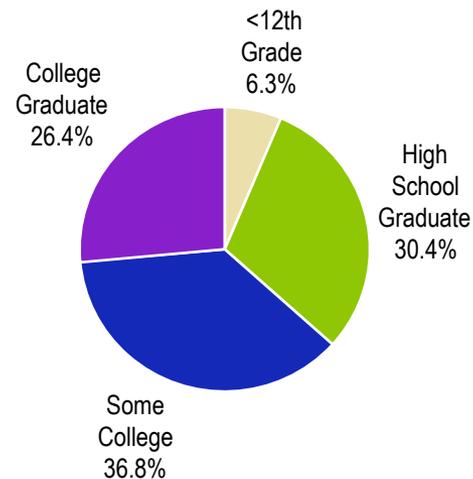
More than six in 10 adult listeners to Adult Hits + '80s Hits have attended college. That's better than the majority of the top formats in this study.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Adult Hits + '80s Hits

Electronics (Currently Has)	Index	%
Video game system	132	49%
Blu-ray disc player	132	28%
MP3 player (iPod, Zune, etc.)	130	45%
Smartphone (BlackBerry, Droid, iPhone, etc.)	127	56%
Office in the home	126	15%
Tablet PC (iPad, Galaxy, Xoom, etc.)	121	23%
eReader (Kindle, Sony Reader, etc.)	120	16%
Digital Video Recorder (TiVo, etc.)	118	54%
VoIP (Vonage, Skype, MagicJack, etc.)	118	11%
Digital camera	115	69%
DVD player (excluding Blu-ray)	112	67%
Satellite radio (Sirius XM)	110	12%
Computer	108	94%
High-definition television (HDTV)	107	78%
Wireless/cell phone service	104	95%
Satellite TV subscription	91	26%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	136	5%
Smartphone (BlackBerry, Droid, iPhone, etc.)	134	9%
Tablet PC (iPad, Galaxy, Xoom, etc.)	126	9%
High-definition television (HDTV)	120	7%
Computer	110	9%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	115	10%

Adult Hits + '80s Hits listeners are avid video gamers. Almost half of them own a video game system, and they also enjoy playing video games online and playing fantasy sports. These listeners also enjoy other consumer electronics such as Blu-ray players, smartphones, and MP3 players. A lot of what they own or use was purchased online. Some big product categories include men's business clothing, sports equipment, and athletic wear. They consume caffeinated soft drinks and pretty much every type of beer, including microbrews. They dine out frequently at fast food and sit-down restaurants. Adult Hits + '80s Hits listeners also are improving their homes and planning to buy furniture and appliances for their homes.

Scarborough.

Items Bought on the Internet Past 12 Months	Index	%
Sporting event tickets	158	10%
Music files (iTunes, Napster, etc.)	151	17%
Movie tickets	144	12%
Cultural event tickets	141	7%
Insurance	139	5%
Sports logo apparel	138	9%
Flowers	132	7%
Mobile device apps	131	13%
Toys or games	131	12%
Pet supplies	128	7%

Ways Used Internet Past 30 Days	Index	%		Index	%
Fantasy sports	163	6%	Movies (watch or download)	125	20%
Podcasts (watch, listen, or download)	147	7%	Real estate listings	125	14%
Traffic	142	13%	Travel reservations (airline, hotel, auto rental, etc.)	124	24%
Sports scores/updates	139	28%	Music (listen or download - iTunes, Napster, etc.)	123	33%
Movie listings	138	31%			
Blogs (read or contributed to)	131	18%	Search (Google, Yahoo!, etc.)	122	73%
TV programs (watch or download)	130	18%	National news	122	34%
Consumer reviews (products, services, etc.)	129	19%	Video games (play or download)	122	17%
Local/community events	129	18%	Listen to a local radio station online	122	14%
Local news	128	39%	Auction site	121	10%
Find a business address or phone number	128	38%	Weather	120	57%
Listen to Internet radio (Live365, Pandora, etc.)	128	21%	Automobile information	120	16%
Financial information/services	128	15%	Social networking (Facebook, Twitter, LinkedIn, etc.)	119	64%
Cable TV network site	127	8%			
Maps/GPS (Google Maps, MapQuest, etc.)	126	54%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	117	10%
Listen to radio	126	27%	Take college courses	116	5%
Casino-type games (blackjack, poker, etc.)	126	5%	Instant messaging	114	31%
Video clips	125	36%	Medical services/information	114	14%
Job/employment search	125	21%			

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Hits + '80s Hits

Items Bought Past 12 Months	Index	%
Men's business clothing	139	18%
Sports equipment	135	21%
Other athletic clothing	129	23%
Men's shoes	119	35%
Women's business clothing	119	15%
Athletic shoes	117	45%
Men's casual clothing	116	43%
Children's clothing	116	33%
Fine jewelry	114	14%
Cosmetics, perfumes, or skin care items	107	49%
Costume jewelry	107	17%
Women's casual clothing	106	42%
Women's shoes	104	35%
Infants' clothing	104	15%

| Items/Services (Currently Has)	Index	%
Pool, hot tub, or spa	126	13%
Motorcycle	118	7%
Home security system	117	18%
Energy saving appliance	113	33%
Primary house or condo - new construction	107	13%
Primary house or condo - existing construction	106	53%
Pest control service	104	12%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Jeep: Any vehicle	121	6%
Hyundai: Any vehicle	121	5%
Honda: Any vehicle	115	16%
Nissan: Any vehicle	109	9%
Toyota: Any vehicle	108	20%
Ford: Any vehicle	105	26%
Chevrolet: Any vehicle	102	23%

Clothing: Stores Shopped Past 3 Months	Index	%
Nordstrom	163	6%
Target	126	40%
Gap	126	8%
Kohl's	124	34%
Gap Kids	118	5%
Victoria's Secret	114	11%
Old Navy	113	19%
Sam's Club	107	10%
Ross Dress For Less	104	11%
Macy's	102	19%
Any clothing store shopped	104	86%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Furniture	105	15%
Major appliance	103	10%
Mattress	105	14%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Adult Hits + '80s Hits

Beverages	Index	%
Beverage Drank Past 7 Days		
Cherry Coke	126	7%
Diet Coke	121	18%
Monster	119	6%
Dr Pepper	118	16%
Gatorade	114	20%
Beer Drank Past 30 Days		
Blue Moon	155	8%
Miller Lite	150	9%
Samuel Adams	125	6%
Coors Light	120	9%
Corona	117	8%
Any domestic light beer past 30 days	122	33%
Any domestic regular beer past 30 days	129	27%
Any imported beer past 30 days	121	24%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	120	50%
Microbrew Drank Past 30 Days		
Any microbrew	162	8%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Mexican restaurant	123	41%
Any coffee house/coffee bar	123	17%
Any pizza restaurant	118	39%
Any Italian restaurant	116	24%
Any upscale restaurant	112	15%
Any Chinese restaurant	103	42%
Any steakhouse	102	19%
Any seafood restaurant	90	14%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	125	49%
10 or more times	128	25%
Any visits past 30 days	105	92%
None	63	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	113	23%
10 or more times	104	8%
Any visits past 30 days	105	85%
None	78	15%

Investments Household Has	Index	%
Mutual funds	121	28%
Stocks or stock options	116	31%
Bonds	114	16%
Money market funds	107	17%
Other security or investment	99	13%
Second home or real estate property	93	10%
Any investment	109	52%

Home Improvements Past 12 Months	Index	%
Landscaping	122	28%
Other remodeling (not bathroom or kitchen)	121	11%
Interior paint or wallpaper	116	26%
Remodeled bathroom	115	13%
Carpeting or floor covering	111	12%
Exterior paint	110	9%
Replaced windows	109	6%
Any home improvement	108	57%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Active Rock

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women 26.1%

Men 73.9%
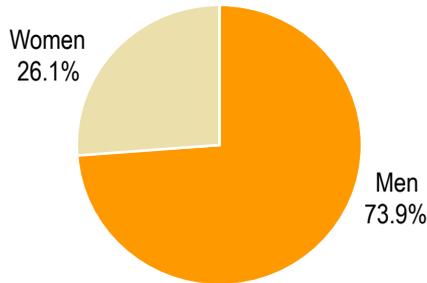
Of the 22 formats in this report, Active Rock continued, by a solid margin, to have the second largest proportion of male listeners in its audience. Its 74% male ratio has remained remarkably steady for several years.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
2.3%	1.9%	1.9%	2.4%	2.4%	2.3%	2.1%	**2.1%**

12+ AQH Share in PPM Markets	**1.6%**
12+ AQH Share in Diary Markets	**2.7%**
12+ AQH Share in non-Metro counties	**2.2%**

After experiencing share declines in recent years, Active Rock held steady between Fall 2011 and Spring 2012. The format continued to perform strongest in Diary markets, followed by non-Metro areas.

- **Close to 16 million weekly listeners**
- **237 rated AM, FM, HD Radio, and streamed stations**
- **Strong performer in Midwest and Diary markets**

Active Rock listeners are likely to hear a mix of contemporary and classic artists, such as Metallica, Shinedown, Chevelle, and Five Finger Death Punch. Active Rock boasts a higher proportion of male listeners than any other format in this study, next to All Sports.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
5.8%	18.9%	27.5%	23.5%	18.0%	5.1%	1.2%
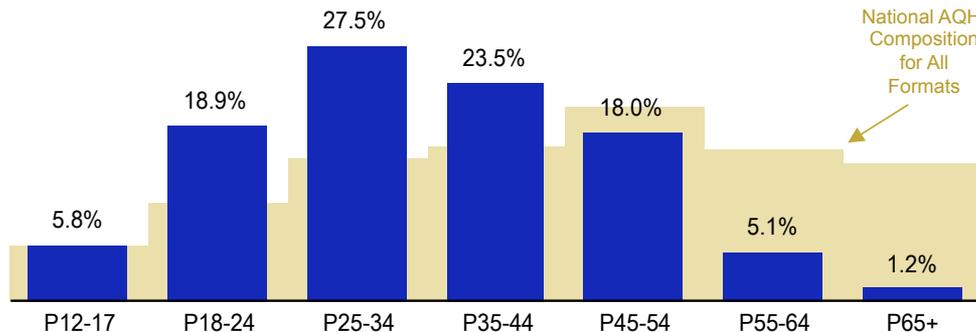
Active Rock has shifted over the years from targeting adults 18-44 to those 25-54. In fact, its high audience concentration of adults 25-54 (69%) was second highest of all formats studied. It also has risen to No. 2 in the proportion of its audience aged 25-34 and 35-44.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Active Rock

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
133	135	135	54	70

Active Rock indexed 35% in afternoons above its average, ranking that daypart No. 1 for the format for the first time. Meanwhile, Active Rock's index has modestly but consistently improved in evenings in recent years.

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

At Home 27.3%
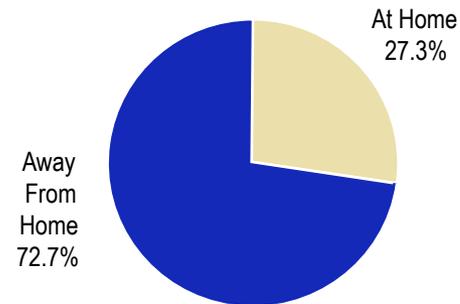
Away From Home 72.7%

As the Active Rock audience gradually ages, its at-home share of listening has increased incrementally in recent years; yet Active Rock ranked third highest of all formats studied for its proportion of listening taking place away from home.

Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
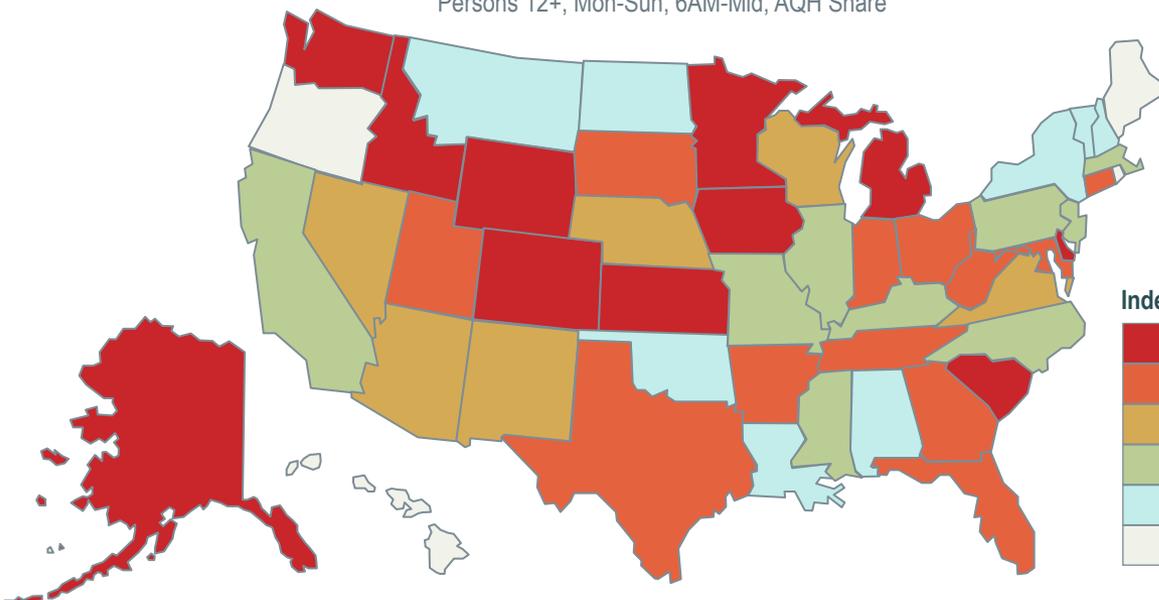
Particularly strong in the Midwest and Rocky Mountain regions, Active Rock earned more than twice its national share in Alaska, Iowa, Idaho, Kansas, Minnesota, and Washington. Its audience share was above the index of 100 in 21 additional states, three more than in Fall 2011.

### Index: Percent +/- National Format Share
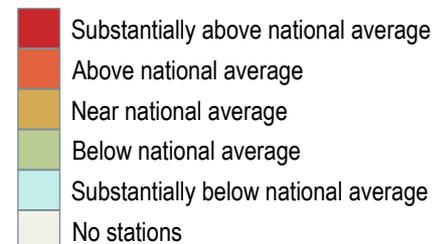
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Source: TAPSCAN™ Web National Regional Database, Spring 2012

Active Rock

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

| P12-24	P18-34	P25-54	P35-64
3:45	4:15	4:30	4:15

4:15 P12
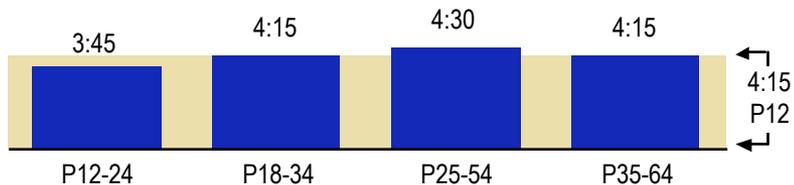
While maintaining steady TSL with younger listeners, Active Rock gained 15 minutes of listening per week among consumers aged 12+, adding a quarter-hour both with adults 25-54 and 35-64.

Household Income
Persons 18+

- >$75K 25.4%
- <$25K 17.8%
- $25K-$50K 30.8%
- $50K-$75K 26.0%
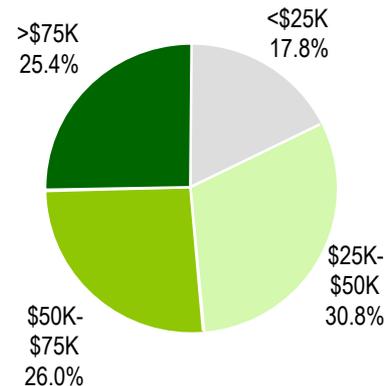
Year after year, more than half of the Active Rock adult audience has resided in households generating at least $50,000 per year.

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

- Black 2.5%
- Hispanic 12.5%
- Other 85.0%
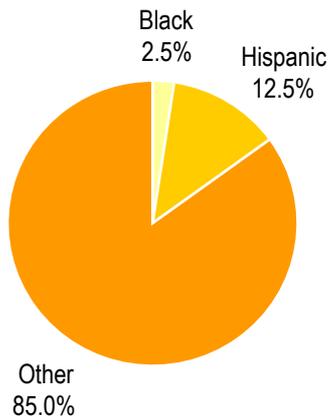
The vast majority of Active Rock listeners fall in the "Other" Arbitron ethnic category (not Black or Hispanic), though the Hispanic composition has grown from 9% to nearly 13% since Fall 2009.

Education
Persons 18+

- College Graduate 16.7%
- <12th Grade 9.6%
- High School Graduate 37.2%
- Some College 36.5%
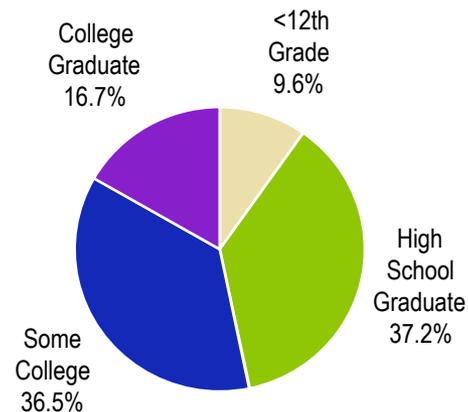
More than a sixth of Active Rock adults have earned a college degree. That's the highest percentage for this format since the 2006 report.

Active Rock

Electronics (Currently Has)	Index	%
Video game system	150	56%
MP3 player (iPod, Zune, etc.)	139	48%
Blu-ray disc player	133	28%
Smartphone (BlackBerry, Droid, iPhone, etc.)	130	57%
Office in the home	122	15%
Digital camera	114	68%
DVD player (excluding Blu-ray)	114	68%
Digital Video Recorder (TiVo, etc.)	112	51%
eReader (Kindle, Sony Reader, etc.)	110	15%
Computer	108	94%
Tablet PC (iPad, Galaxy, Xoom, etc.)	108	20%
High-definition television (HDTV)	105	77%
Wireless/cell phone service	104	95%
VoIP (Vonage, Skype, MagicJack, etc.)	103	9%
Satellite radio (Sirius XM)	95	10%
Satellite TV subscription	92	26%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	152	6%
Tablet PC (iPad, Galaxy, Xoom, etc.)	140	10%
High-definition television (HDTV)	138	8%
Smartphone (BlackBerry, Droid, iPhone, etc.)	128	9%
Computer	114	9%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	122	11%

Active Rock listeners are mostly male and rise above the average of all radio listeners when working on home improvements. You won't find them in department stores as much, but they do patronize Target, Old Navy, and yes, Victoria's Secret in bigger-than-average numbers. They are loyal patrons of Mexican and Chinese restaurants, steakhouses, and quick-service dining. They also love to drink microbrews/beers, energy drinks, and highly caffeinated beverages. As consumers, Active Rock listeners buy sports equipment, men's clothing (business, casual, athletic, and shoes), and own video game systems, MP3 players, smartphones, and other electronic gadgets. Their Internet usage rises way above the national average of all radio users.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Active Rock

Items Bought on the Internet Past 12 Months	Index	%
Consumer electronics	158	13%
Movie tickets	143	12%
Sporting event tickets	143	10%
Music files (iTunes, Napster, etc.)	142	16%
Mobile device apps	141	14%
Computer hardware/software	137	13%
Toys or games	137	13%
Sports logo apparel	134	9%
Pet supplies	127	7%
Flowers	122	6%

Ways Used Internet Past 30 Days	Index	%		Index	%
Fantasy sports	180	6%	TV programs (watch or download)	137	19%
Video games (play or download)	161	23%	Movie listings	135	31%
Auction site	156	13%	Casino-type games (blackjack, poker, etc.)	133	6%
Podcasts (watch, listen, or download)	154	8%	Cable TV network site	132	8%
Movies (watch or download)	151	24%	Local news	131	39%
Personal ads/dating	150	5%	Social networking (Facebook, Twitter, LinkedIn, etc.)	130	70%
Listen to Internet radio (Live365, Pandora, etc.)	149	25%	Instant messaging	130	35%
Video clips	148	43%	Consumer reviews (products, services, etc.)	129	19%
Music (listen or download - iTunes, Napster, etc.)	147	40%	Financial information/services	129	15%
Automobile information	146	19%	Maps/GPS (Google Maps, MapQuest, etc.)	126	54%
Take college courses	146	6%	National news	126	35%
Listen to radio	144	31%	Real estate listings	125	14%
Listen to a local radio station online	144	17%	Weather	124	59%
Local/community events	141	20%	Find a business address or phone number	124	36%
Sports scores/updates	140	29%	Search (Google, Yahoo!, etc.)	122	73%
Job/employment search	139	23%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	120	10%
Blogs (read or contributed to)	139	19%	Medical services/information	108	14%
Traffic	139	13%	Travel reservations (airline, hotel, auto rental, etc.)	100	19%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Active Rock

Items Bought Past 12 Months	Index	%
Sports equipment	142	22%
Men's business clothing	139	18%
Other athletic clothing	133	24%
Men's shoes	131	38%
Men's casual clothing	120	45%
Fine jewelry	117	15%
Athletic shoes	116	45%
Children's clothing	112	32%
Infants' clothing	106	15%
Cosmetics, perfumes, or skin care items	96	44%
Women's business clothing	96	12%
Women's shoes	88	29%
Women's casual clothing	85	33%
Costume jewelry	81	13%

Items/Services (Currently Has)	Index	%
Motorcycle	155	9%
ATV (all-terrain vehicle)	127	7%
Pool, hot tub, or spa	123	12%
Primary house or condo - new construction	107	13%
Energy saving appliance	104	30%
Home security system	102	15%
Pest control service	98	12%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Pontiac: Any vehicle	142	6%
Dodge: Any vehicle	122	13%
Hyundai: Any vehicle	122	5%
Jeep: Any vehicle	121	6%
Chevrolet: Any vehicle	112	25%
Ford: Any vehicle	110	27%
Honda: Any vehicle	104	14%

Clothing: Stores Shopped Past 3 Months	Index	%
Target	114	36%
Old Navy	111	18%
Victoria's Secret	108	11%
Dillard's	107	7%
Walmart	106	50%
Kohl's	103	28%
Ross Dress For Less	96	10%
TJ Maxx	95	10%
Gap	95	6%
JCPenney	89	23%
Any clothing store shopped	102	84%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Energy saving appliance	119	5%
Furniture	115	17%
Major appliance	110	10%
Mattress	106	14%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Active Rock

Beverages	Index	%
Beverage Drank Past 7 Days		
RockStar	244	5%
Monster	207	10%
Mountain Dew	172	20%
Cherry Coke	157	9%
PowerAde	153	11%
Beer Drank Past 30 Days		
Blue Moon	173	9%
Michelob Ultra	167	5%
Samuel Adams	162	8%
Budweiser	153	8%
Bud Light	148	21%
Any domestic light beer past 30 days	138	37%
Any domestic regular beer past 30 days	147	31%
Any imported beer past 30 days	121	24%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	129	54%
Microbrew Drank Past 30 Days		
Any microbrew	173	9%

Restaurants	Index	%
Types Visited (past 30 days)		
Any pizza restaurant	124	42%
Any Mexican restaurant	117	39%
Any steakhouse	116	21%
Any Chinese restaurant	109	44%
Any coffee house/coffee bar	108	15%
Any Italian restaurant	103	21%
Any upscale restaurant	99	14%
Any seafood restaurant	96	14%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	127	50%
10 or more times	132	26%
Any visits past 30 days	105	92%
None	61	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	101	20%
10 or more times	99	8%
Any visits past 30 days	103	83%
None	87	17%

Investments Household Has	Index	%
Stocks or stock options	96	25%
Bonds	95	13%
Other security or investment	95	12%
Mutual funds	93	21%
Second home or real estate property	86	9%
Money market funds	84	14%
Any investment	96	46%

Home Improvements Past 12 Months	Index	%
Landscaping	128	29%
Other remodeling (not bathroom or kitchen)	121	11%
Remodeled kitchen	114	8%
Replaced roof or major repair to roof	114	7%
Interior paint or wallpaper	112	25%
Heating or air conditioning	110	8%
Remodeled bathroom	108	12%
Any home improvement	109	57%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Album Oriented Rock (AOR) + Mainstream Rock

Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid

Women 29.1%

Men 70.9%
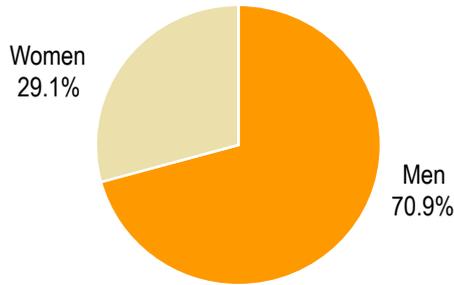
AOR + Mainstream Rock's male concentration is third largest of all 22 formats in this report. However, the proportion of female listeners, which has been rising, increased to an all-time high in Spring 2012, approaching 30% for the first time.

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
NA	NA	NA	NA	NA	NA	1.9%	**2.0%**

12+ AQH Share in PPM Markets	**1.6%**
12+ AQH Share in Diary Markets	**2.3%**
12+ AQH Share in non-Metro counties	**2.3%**

AOR + Mainstream Rock outperformed its 12+ share in every adult age group between persons 25-54, peaking with a 2.7% share among adults 25-34 and 35-44. In addition to an increase in PPM markets, the formats registered a new share peak in non-Metro counties.

- **More than 15 million weekly 12+ listeners**
- **206 rated AM, FM, HD Radio, and streamed stations**
- **Strong out-of-home performer**

We introduced Mainstream Rock in combination with AOR (Album Oriented Rock) as an abbreviated format in last year's study. Combined, the formats gained market share over the last year to earn a complete analysis in this year's report. AOR and Mainstream Rock stations play a mix of classic and new artists such as AC/DC, Led Zeppelin, Metallica, Foo Fighters, Shinedown, and Linkin Park.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
4.2%	12.3%	20.8%	22.6%	26.3%	11.1%	2.8%
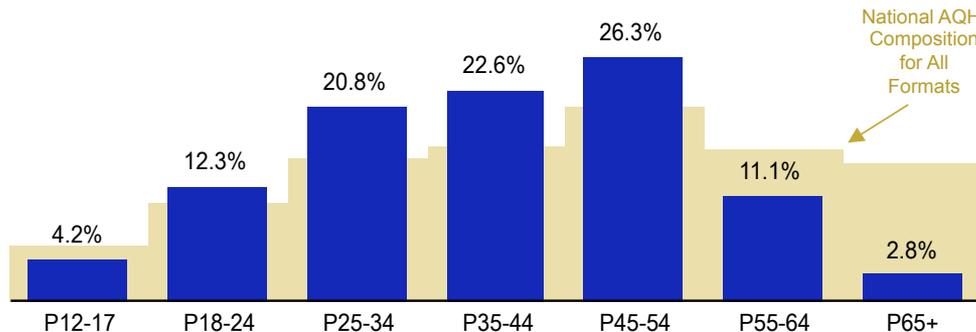
These formats are very efficient at serving adults 25-54. Nearly 70% of its audience is in that age group, the highest proportion of the 22 formats in this study.

Album Oriented Rock (AOR) + Mainstream Rock

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
146	137	128	45	71

The formats index highest in mornings, 46% above its average. They produced their largest-ever indexes for afternoons and weekends, when it also generated ratings gains.

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

At Home 26.8%
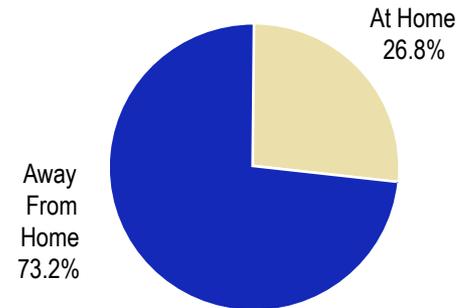
Away From Home 73.2%

Almost three-quarters of AOR + Mainstream Rock listening occurs away from home. That ranks second highest of the 22 formats in this report. However, the in-home percentage is the highest ever for the format.

## Audience Share by State
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share
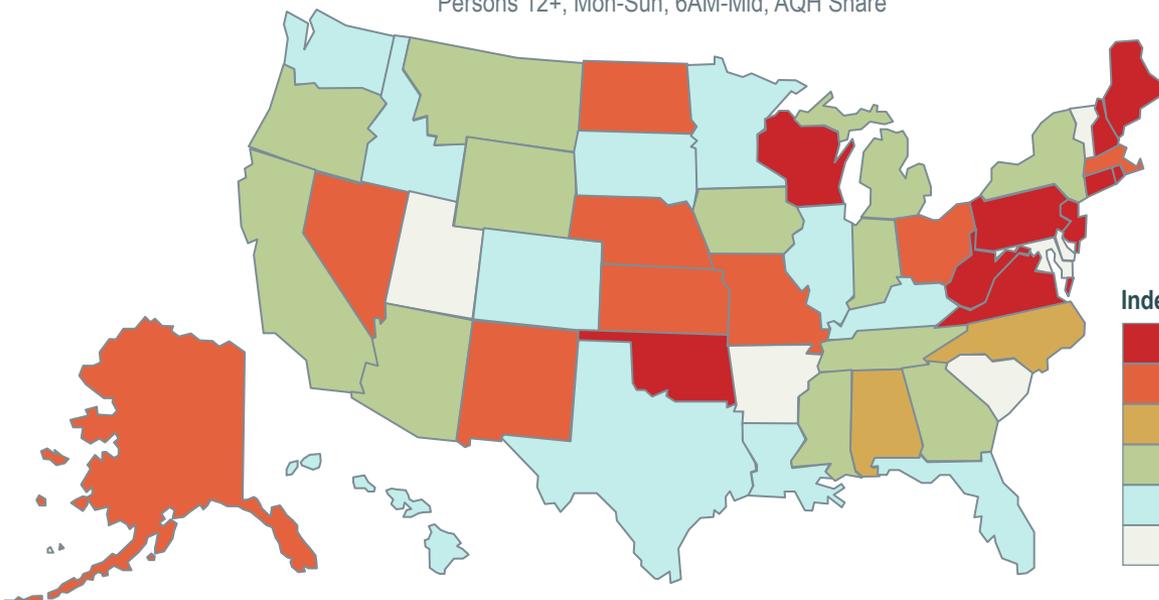
Particularly strong in the Middle Atlantic and New England regions, AOR + Mainstream Rock delivered more than twice its national share in Connecticut, Maine, New Hampshire, Oklahoma, Pennsylvania, Virginia, Wisconsin, and West Virginia.
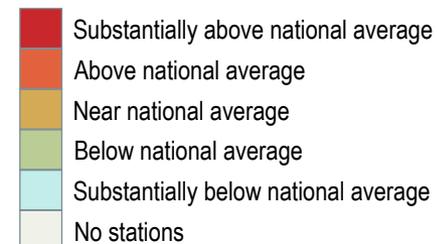
Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Album Oriented Rock (AOR) + Mainstream Rock

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

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

4:00 P12
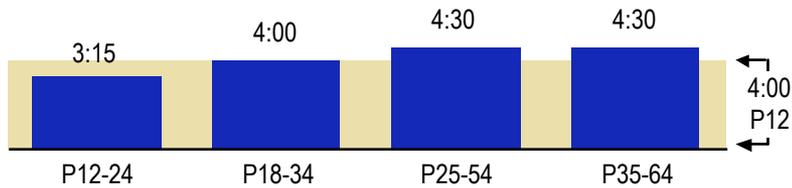
The formats received their longest TSL among adults 25-54 and 35-64.

Household Income
Persons 18+

- <$25K 15.2%
- >$75K 31.5%
- $25K-$50K 28.5%
- $50K-$75K 24.8%
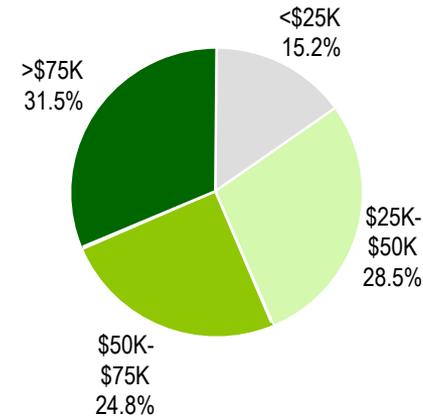
A solid majority of the AOR + Mainstream Rock adult audience resided in households generating $50,000 or more per year. Nearly a third was in the $75,000+ category.

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

- Black 2.0%
- Hispanic 10.5%
- Other 87.5%
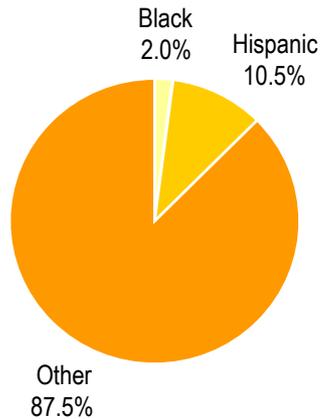
The Hispanic proportion of the AOR + Mainstream Rock audience has increased incrementally in recent years.

Education
Persons 18+

- College Graduate 18.8%
- <12th Grade 6.9%
- High School Graduate 37.8%
- Some College 36.5%
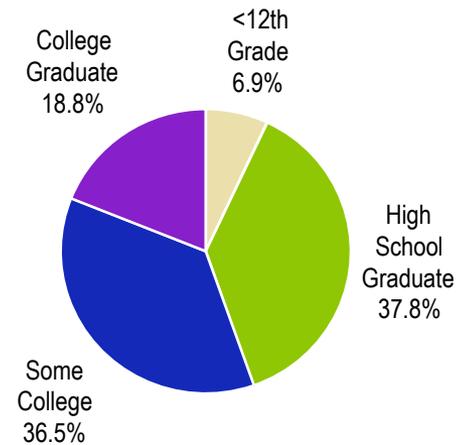
Well more than half of the AOR + Mainstream Rock adult audience has attended college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Album Oriented Rock (AOR) + Mainstream Rock

Electronics (Currently Has)	Index	%
HD Radio	140	5%
Video game system	137	51%
MP3 player (iPod, Zune, etc.)	133	46%
Blu-ray disc player	125	27%
Smartphone (BlackBerry, Droid, iPhone, etc.)	121	54%
Tablet PC (iPad, Galaxy, Xoom, etc.)	118	22%
Satellite radio (Sirius XM)	117	12%
Digital camera	114	68%
eReader (Kindle, Sony Reader, etc.)	114	15%
Office in the home	114	14%
DVD player (excluding Blu-ray)	113	67%
Digital Video Recorder (TiVo, etc.)	113	52%
VoIP (Vonage, Skype, MagicJack, etc.)	110	10%
High-definition television (HDTV)	108	79%
Computer	107	93%
Wireless/cell phone service	105	96%
Satellite TV subscription	95	27%

Electronics (Plan to Buy)	Index	%
Tablet PC (iPad, Galaxy, Xoom, etc.)	126	9%
Smartphone (BlackBerry, Droid, iPhone, etc.)	123	8%
High-definition television (HDTV)	121	7%
Blu-ray disc player	120	5%
Digital camera	107	5%

Wireless/Cell Phone Carrier – Plan to Switch Next 12 Months	Index	%
Yes	104	9%

Perhaps to no one's surprise, AOR listeners are big beer drinkers–primarily domestic lights, but also microbrews. They also have a passion for caffeine-infused beverages, perhaps the next day. They dine out for Italian food, pizza, and steaks in above-average numbers. AOR listeners are also avid sports fans–when shopping they're purchasing sports equipment and sports wear, buying sporting event tickets and sports logo apparel online, and playing fantasy sports and checking sports scores on the web. This group is tech savvy; they own a variety of gadgets including HD radios, video game systems, MP3 players, smartphones, and tablets.

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Scarborough.

Items Bought on the Internet Past 12 Months	Index	%
Sporting event tickets	165	11%
Consumer electronics	141	12%
Sports logo apparel	141	9%
Pet supplies	137	7%
Music files (iTunes, Napster, etc.)	136	15%
Mobile device apps	136	13%
Toys or games	136	13%
Movie tickets	133	11%
Computer hardware/software	132	13%
CDs (compact discs)	127	7%

Ways Used Internet Past 30 Days	Index	%		Index	%
Fantasy sports	181	6%	Real estate listings	127	14%
Traffic	152	14%	TV programs (watch or download)	126	18%
Sports scores/updates	147	30%	Video games (play or download)	125	18%
Auction site	141	12%	Movie listings	124	28%
Automobile information	139	18%	Job/employment search	124	20%
Cable TV network site	138	8%	Find a business address or phone number	123	36%
Video clips	137	39%	Maps/GPS (Google Maps, MapQuest, etc.)	122	53%
Listen to a local radio station online	135	16%	Blogs (read or contributed to)	122	17%
Casino-type games (blackjack, poker, etc.)	135	6%	Search (Google, Yahoo!, etc.)	120	72%
Listen to radio	132	28%	Weather	120	57%
Consumer reviews (products, services, etc.)	132	19%	Photo processing/sharing (Kodak Gallery, Shutterfly, etc.)	119	10%
Podcasts (watch, listen, or download)	130	7%	Social networking (Facebook, Twitter, LinkedIn, etc.)	116	63%
Local news	129	39%	Local/community events	116	16%
National news	129	36%	Financial information/services	116	14%
Movies (watch or download)	128	20%	Travel reservations (airline, hotel, auto rental, etc.)	115	22%
Music (listen or download - iTunes, Napster, etc.)	127	34%	Instant messaging	112	30%
Listen to Internet radio (Live365, Pandora, etc.)	127	21%	Medical services/information	104	13%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Album Oriented Rock (AOR) + Mainstream Rock

Items Bought Past 12 Months	Index	%
Sports equipment	141	22%
Other athletic clothing	129	23%
Men's business clothing	129	16%
Men's shoes	127	37%
Men's casual clothing	120	45%
Athletic shoes	116	45%
Fine jewelry	109	14%
Children's clothing	104	29%
Women's business clothing	103	13%
Infants' clothing	99	14%
Cosmetics, perfumes, or skin care items	93	42%
Women's shoes	92	31%
Women's casual clothing	90	36%
Costume jewelry	85	14%

Items/Services (Currently Has)	Index	%
Motorcycle	156	9%
Pool, hot tub, or spa	148	15%
ATV (all-terrain vehicle)	124	7%
Energy saving appliance	116	34%
Home security system	107	16%
Primary house or condo - existing construction	105	52%
Second home	96	5%

Make of Any Vehicle Owned or Leased (Household)	Index	%
Kia: Any vehicle	150	5%
Hyundai: Any vehicle	141	6%
Jeep: Any vehicle	139	7%
Honda: Any vehicle	109	15%
Dodge: Any vehicle	107	12%
Nissan: Any vehicle	107	9%
Toyota: Any vehicle	102	19%

Clothing: Stores Shopped Past 3 Months	Index	%
Kohl's	113	31%
Macy's	113	21%
Target	106	33%
Old Navy	105	17%
Gap	105	6%
Sears	102	14%
Victoria's Secret	100	10%
Walmart	94	45%
Marshalls	93	10%
Kmart	91	15%
Any clothing store shopped	101	83%

Items/Services Household Plans to Buy in Next 12 Months	Index	%
Energy saving appliance	126	5%
Furniture	108	16%
Major appliance	107	10%
Mattress	106	15%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Album Oriented Rock (AOR) + Mainstream Rock

Beverages	Index	%
Beverage Drank Past 7 Days		
Monster	144	7%
Snapple tea	140	10%
PowerAde	139	10%
Arizona tea	137	15%
Red Bull	135	7%
Beer Drank Past 30 Days		
Samuel Adams	174	9%
Guinness	164	5%
Michelob Ultra	159	5%
Stella Artois	156	5%
Miller Lite	149	9%
Any domestic light beer past 30 days	130	35%
Any domestic regular beer past 30 days	138	29%
Any imported beer past 30 days	138	27%
Any Beer Drank Past 30 Days		
Any beer (excluding non-alcoholic) past 30 days	127	53%
Microbrew Drank Past 30 Days		
Any microbrew	166	8%

Restaurants	Index	%
Types Visited (past 30 days)		
Any Italian restaurant	122	25%
Any pizza restaurant	121	40%
Any steakhouse	115	21%
Any coffee house/coffee bar	113	15%
Any Chinese restaurant	107	43%
Any Mexican restaurant	105	35%
Any upscale restaurant	104	14%
Any seafood restaurant	87	13%
Quick Service Restaurant (times used, past 30 days)		
6 or more times	117	46%
10 or more times	116	23%
Any visits past 30 days	105	92%
None	68	8%
Sit-Down Restaurant (times used, past 30 days)		
6 or more times	112	22%
10 or more times	100	8%
Any visits past 30 days	102	83%
None	90	18%

Investments Household Has	Index	%
Mutual funds	115	26%
Bonds	115	16%
Stocks or stock options	114	30%
Money market funds	107	17%
Other security or investment	97	13%
Second home or real estate property	91	10%
Any investment	109	52%

Home Improvements Past 12 Months	Index	%
Other remodeling (not bathroom or kitchen)	132	12%
Landscaping	122	28%
Interior paint or wallpaper	121	27%
Remodeled kitchen	114	8%
Carpeting or floor covering	111	12%
Remodeled bathroom	107	12%
Replaced roof or major repair to roof	105	6%
Any home improvement	108	57%

Note: An index of 100 is average
Source: Scarborough Research, Scarborough USA+, Release 2, 2012, 18+ Adults

Additional Noteworthy Formats

The following pages provide an overview of six additional formats:

• Alternative

• Oldies

• Spanish Contemporary + Spanish Hot AC

• All News

• Religious

• Album Adult Alternative (AAA)

In Fall 2012, each of these formats earned between a 1.1% and 1.9% share of radio listening nationally. While *Radio Today 2013* focuses on the primary radio formats, the significant legacy value or specific market impact of these six formats warranted their inclusion in this report.

Alternative

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
2.4%	2.1%	2.1%	2.2%	2.1%	2.1%	1.8%	1.9%

Alternative's gains came in all dayparts between 6AM-7PM, as well as on weekends. The majority of its ratings come from PPM markets, which were responsible for the overall share gain in Spring 2012.

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
121	132	134	53	80

Although its strongest ratings are in evenings, Alternative indexes highest in afternoons, 34% above its average. Its largest index gain came during weekends.

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

National AQH Composition for All Formats

P12-17: 6.1%
P18-24: 18.5%
P25-34: 30.3%
P35-44: 22.0%
P45-54: 15.5%
P55-64: 5.4%
P65+: 2.2%
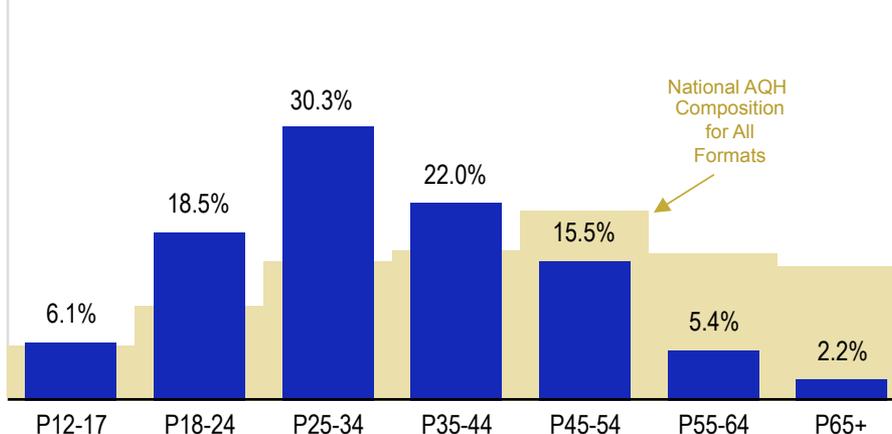
In conjunction with its best ratings in the 25-34 age group, Alternative has a higher proportion of its audience between 25-34 and 35-44 than does any other format in this study. It ranks second largest in its 18-34 composition and third largest in its 25-54 composition.

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

Black 3.5%
Hispanic 16.0%
Other 80.5%
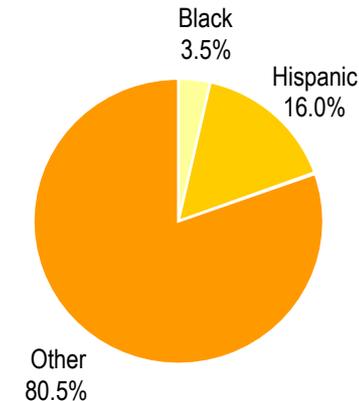
Alternative has been increasingly gaining appeal among Hispanic consumers. In Spring 2012, they represented nearly a sixth of the format's audience, up from less than 11% in 2003. The proportion of Black listeners, albeit modest, also reached its highest level in a decade.

Oldies

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
4.1%	3.3%	2.6%	2.3%	1.7%	1.6%	1.6%	**1.8%**

After a decade of steady declines, Oldies rebounded for the first time, rising from a 1.6 share to 1.8 between Fall 2011 and Spring 2012.

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
123	156	122	39	79

*Oldies indexed the highest in middays, nearly 56% above its average. Its midday index was a close third of all 22 formats in this report.*

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
1.9%	4.9%	7.2%	8.5%	21.8%	30.6%	25.1%
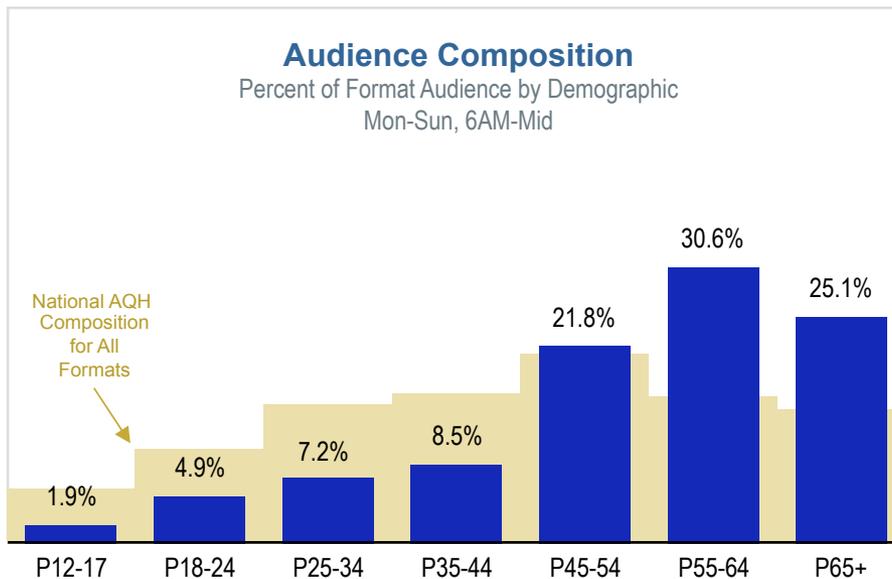
Oldies has reliably delivered a higher composition among its adult 55-64 listeners by a wide margin over all other formats in this report.

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

Black 5.1%
Hispanic 10.0%
Other 84.9%
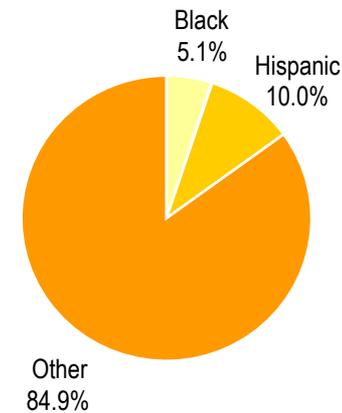
Oldies' proportions of African American and Hispanic listeners has held fairly steady since 2009.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Spanish Contemporary + Spanish Hot AC

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	SP12
NA	NA	NA	NA	NA	NA	NA	1.5%

Combined for the first time in Radio Today reports, Spanish Contemporary + Spanish Hot AC delivered a 1.5 share in Spring 2012, with the vast majority contributed by Spanish Contemporary stations.

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
109	130	124	51	94

The formats indexed 30% above its average in middays.

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

National AQH Composition for All Formats

P12-17: 6.4%
P18-24: 11.0%
P25-34: 23.8%
P35-44: 22.2%
P45-54: 17.1%
P55-64: 10.4%
P65+: 9.0%
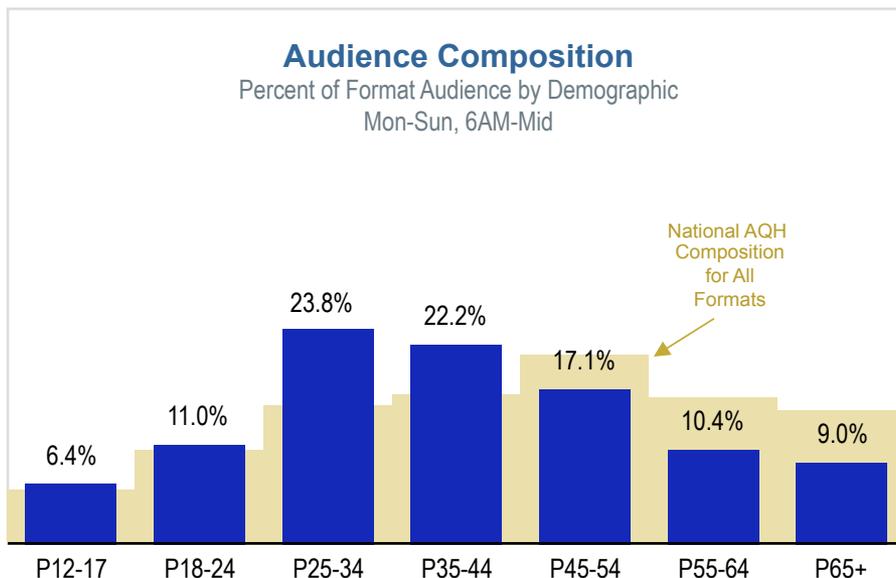
These formats attract a wide demographic. In Spring 2012, it was the only format with 6% or more of its audience in every age group.

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

Other 3.6%
Black 1.5%
Hispanic 94.9%
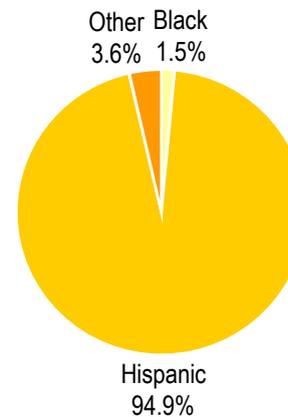
Spanish Contemporary + Spanish Hot AC ranked No. 2 by wide margin, second only to Mexican Regional, in its proportion of Hispanic listeners.

Source: TAPSCAN™ Web National Regional Database, Spring 2012

All News

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
NA	1.4%	1.4%	1.5%	1.5%	1.5%	1.5%	**1.4%**

All News has consistently delivered between a 1.4-1.8, 12+ share for the past decade.

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
162	113	120	50	80

The format's foundation lies in morning drive: All News posted a morning index 62% above its average. Not only was that No. 1 among all 22 formats in this study, it was the highest index for any daypart for any format.

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

National AQH Composition for All Formats

- P12-17: 2.0%
- P18-24: 3.2%
- P25-34: 5.5%
- P35-44: 10.4%
- P45-54: 22.0%
- P55-64: 23.9%
- P65+: 32.9%
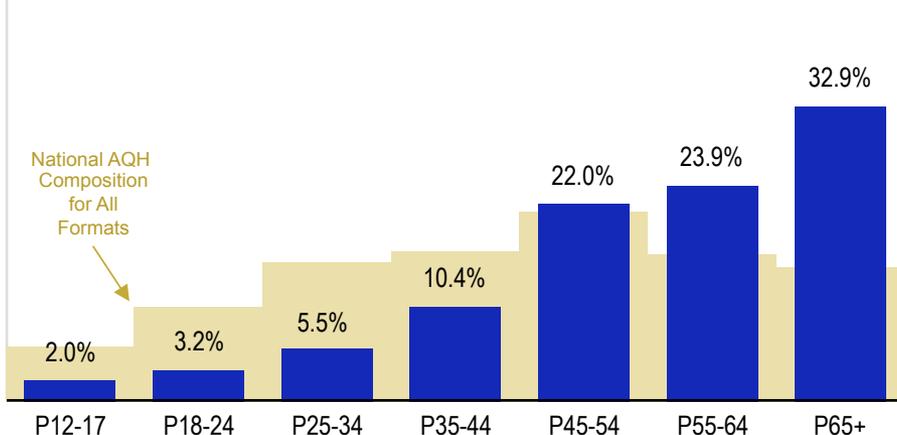
Adults comprise nearly all (98%) of the All News audience, ranking the format among the top three in adult composition. All News ranked second only to News/Talk/Information in its high proportion of adults 65+.

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

- Black: 13.8%
- Hispanic: 7.5%
- Other: 78.7%
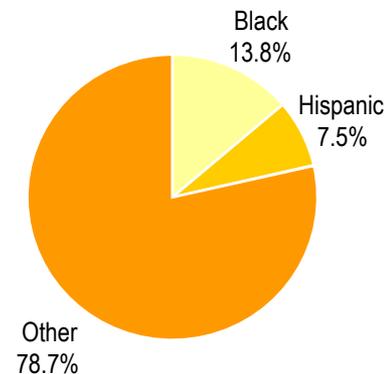
Black listeners represent nearly 14% of the All News audience, the fifth highest concentration of African Americans of the 22 formats in this report. The approximate 21% Black/Hispanic composition for All News has remained virtually unchanged since Fall 2008.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Religious

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
NA	1.5%	1.5%	1.4%	1.3%	1.3%	1.2%	**1.3%**

Ratings for the Religious format come chiefly from Diary and non-Metro areas.

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
159	128	112	46	79

The only programming where more than half of its listening occurs in-home, Religious indexed 59% above its average in mornings, second only to All News in that daypart among the 22 formats in this report.

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

National AQH Composition for All Formats

- P12-17: 4.4%
- P18-24: 3.6%
- P25-34: 7.3%
- P35-44: 11.5%
- P45-54: 20.5%
- P55-64: 22.3%
- P65+: 30.5%
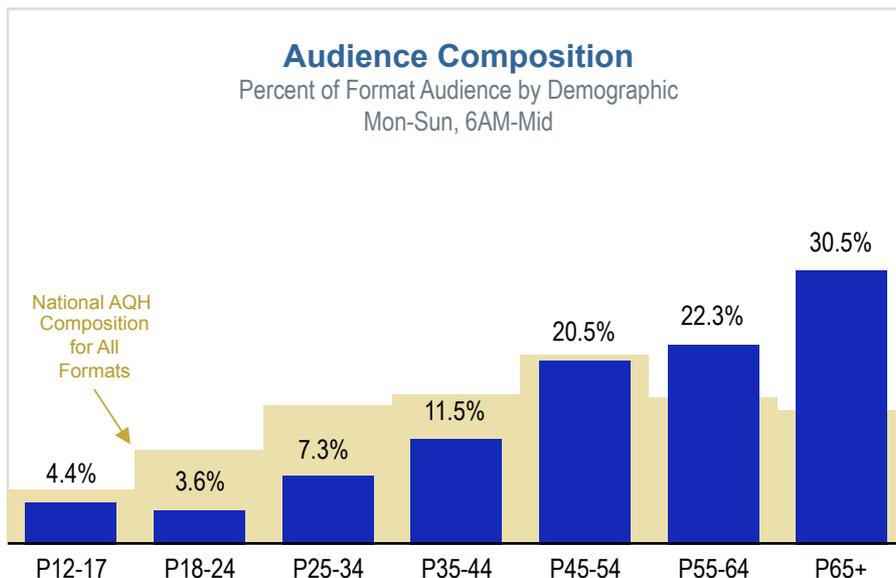
The format's proportion of adults 55-64 and 65+, who collectively deliver more than half of the Religious audience, both reached new highs. The teen composition, albeit small, also set a new peak.

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

- Black 20.0%
- Hispanic 15.4%
- Other 64.6%
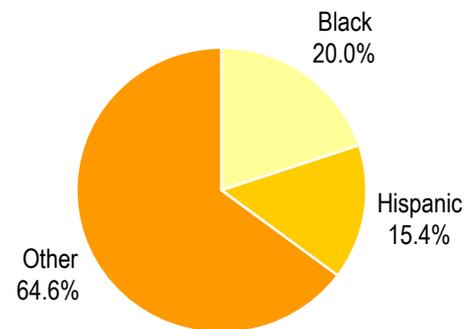
Hispanics comprised their largest-ever proportion of the Religious audience, jumping from less than 12% in Fall 2011 to more than 15% in Spring 2012.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Album Adult Alternative (AAA)

AQH Share Trend
(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

| SP05	SP06	SP07	FA08	FA09	FA10	FA11	**SP12**
NA	0.9%	0.9%	1.1%	1.2%	1.2%	1.1%	**1.1%**

AAA outperformed its 12+ share among adults 45-54 (1.6 share) and adults 55-64 (1.5 share).

Index of AQH Listening by Daypart
100 = Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
115	143	131	41	85

AAA's midday index was 43% above its overall average, the eighth-highest index of the 22 formats in this report for that daypart. AAA's afternoon and weekend indexes both ranked No. 7.

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

National AQH Composition for All Formats

P12-17	P18-24	P25-34	P35-44	P45-54	P55-64	P65+
3.5%	7.0%	14.0%	17.0%	29.3%	22.2%	7.0%
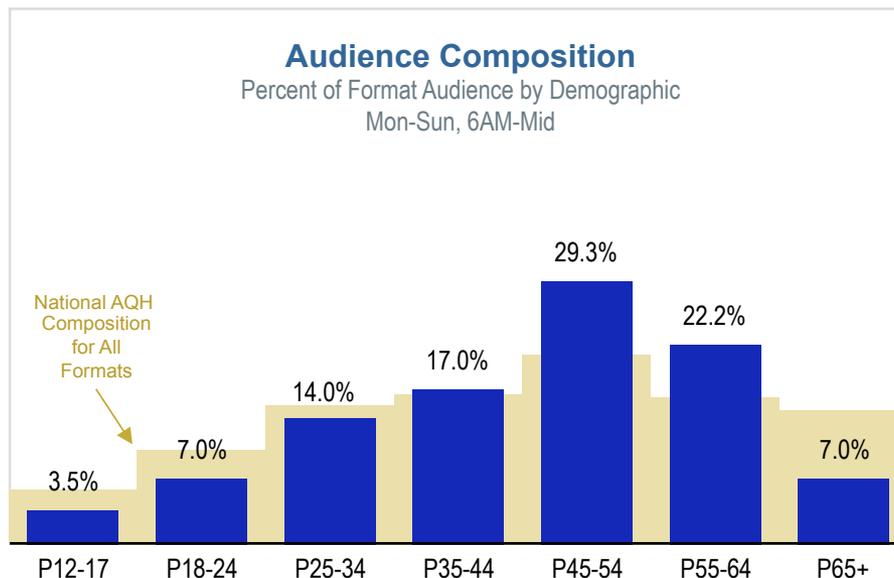
For the first time, more than half of the AAA audience was between the ages of 45-64. As the AAA audience slowly ages, the 55+ segment has risen from 21% in Fall 2008 to 29% in Spring 2012.

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

- Black 2.0%
- Hispanic 6.6%
- Other 91.4%
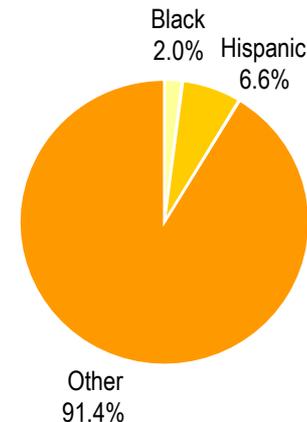
AAA has the highest proportion of listeners (91.4%) who are neither Black nor Hispanic of all 22 formats in this study.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

National Radio Listening Trends

This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.

Weekly Cume Rating
Listeners 12+ (Mon-Sun 6AM-Mid)

Bar chart values:

Age Group	Men	Women
P12-17	89.2	92.7
P18-24	89.0	92.2
P25-34	92.8	94.3
P35-44	94.7	95.1
P45-54	95.4	94.8
P55-64	93.9	92.5
P65+	87.7	84.8

92.2 P12+
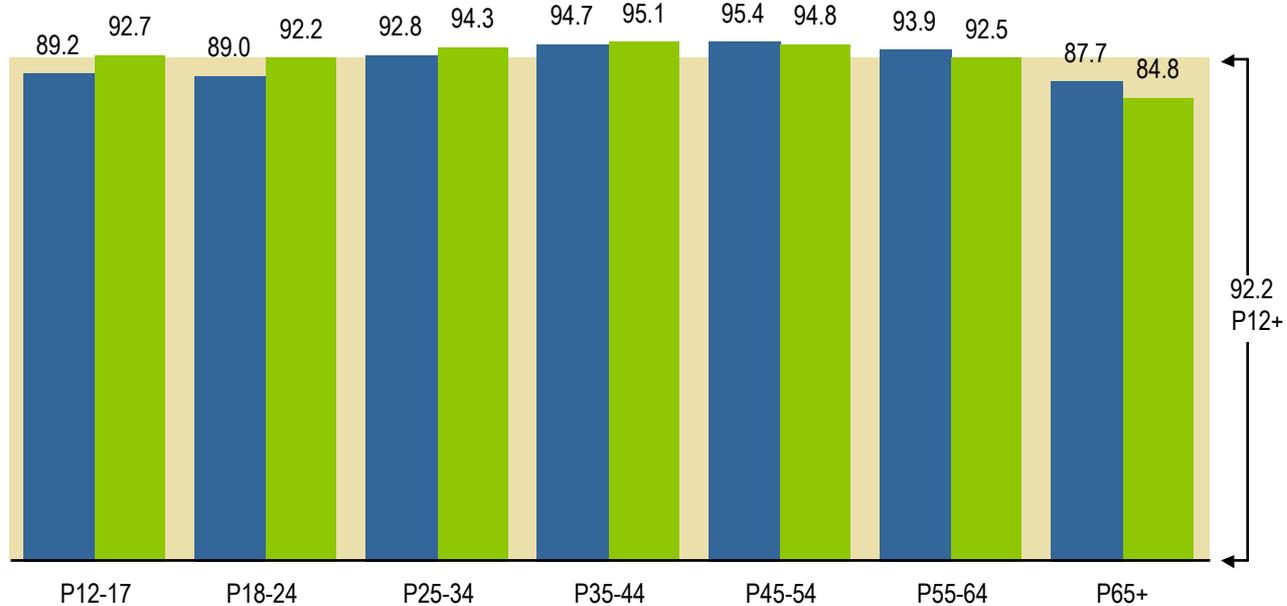
Legend: ■ Men ■ Women

How to Read:
These figures represent "Weekly Cume Ratings." For example, slightly more than 92% of Women 18-24 in the United States tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The tan background represents the average of all Americans at least 12 years old who listen to radio at least once during the week (92.2%). You can then see how radio reaches various demographic groups compared to the national average.

Radio Reaches All Ages

Time Spent Listening
Hours: Minutes per Week
Listeners 12+ (Mon-Sun 6AM-Mid)

Age Group	Men	Women
P12-17	7:29	9:09
P18-24	11:56	11:50
P25-34	13:40	11:54
P35-44	15:22	13:26
P45-54	17:15	14:35
P55-64	16:36	13:45
P65+	14:34	13:23

13:34
P12+

Legend:
- Men
- Women
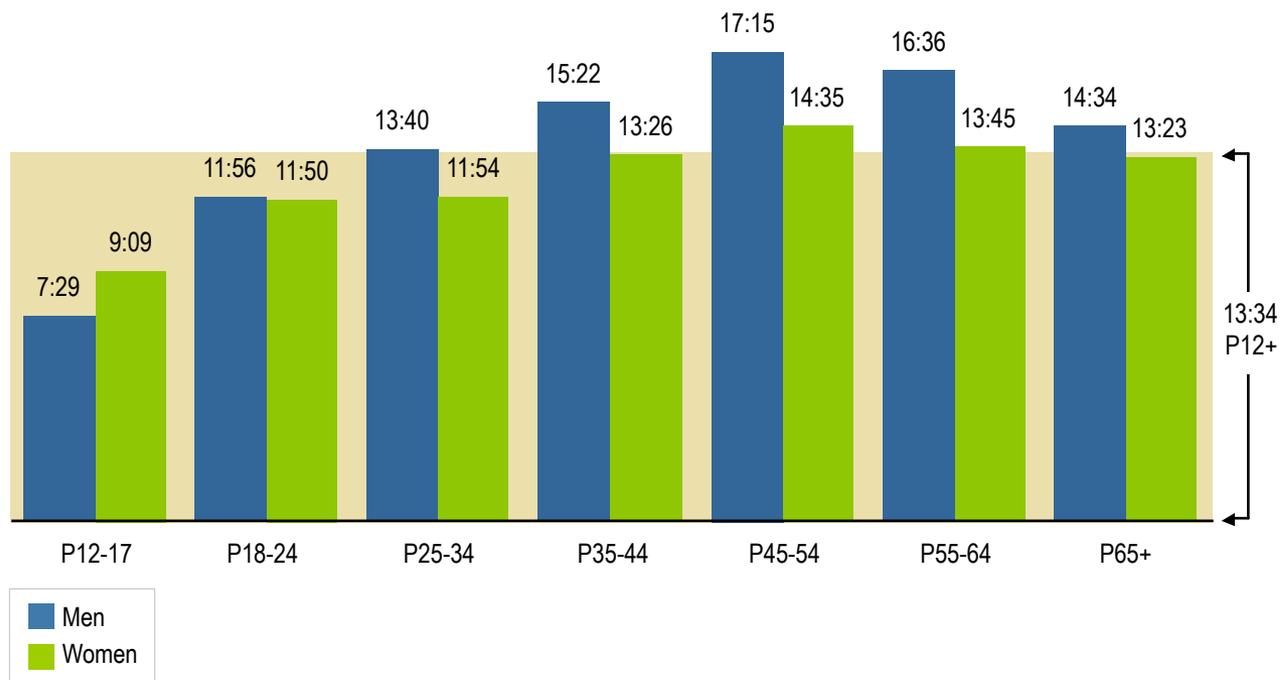
Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating
Listeners 12+
Percent of Persons Using Radio
Mon-Fri, Sat-Sun, Total Day (5AM-5AM)
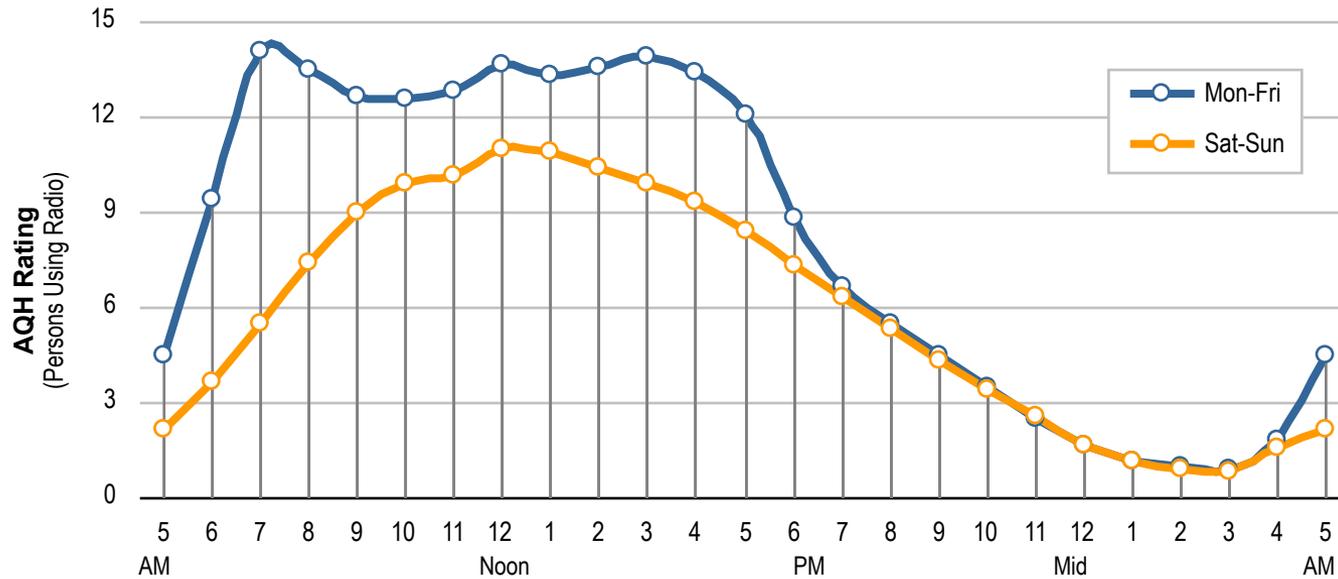
Where Men and Women Listen

At-Home Listening for Men and Women
Total Week, AQH Rating
Mon-Sun (6AM-Mid)
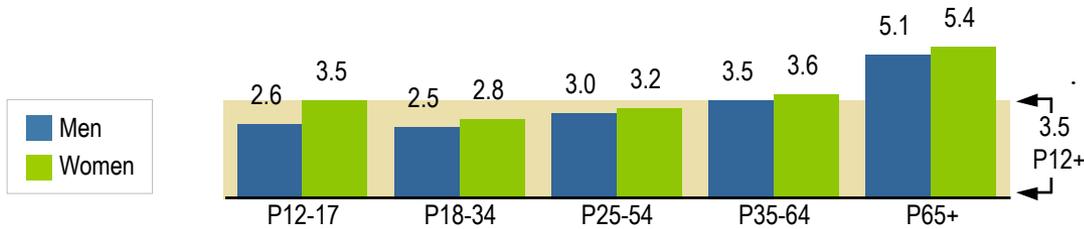
Legend: Men (blue), Women (green)

	P12-17	P18-34	P25-54	P35-64	P65+
Men	2.6	2.5	3.0	3.5	5.1
Women	3.5	2.8	3.2	3.6	5.4

3.5 P12+

Away-From-Home Listening for Men and Women
Total Week, AQH Rating
Mon-Sun (6AM-Mid)

Legend: Men (blue), Women (green)

	P12-17	P18-34	P25-54	P35-64	P65+
Men	2.7	6.6	8.3	8.4	4.4
Women	3.0	5.8	6.5	6.4	3.0

6.0 P12+
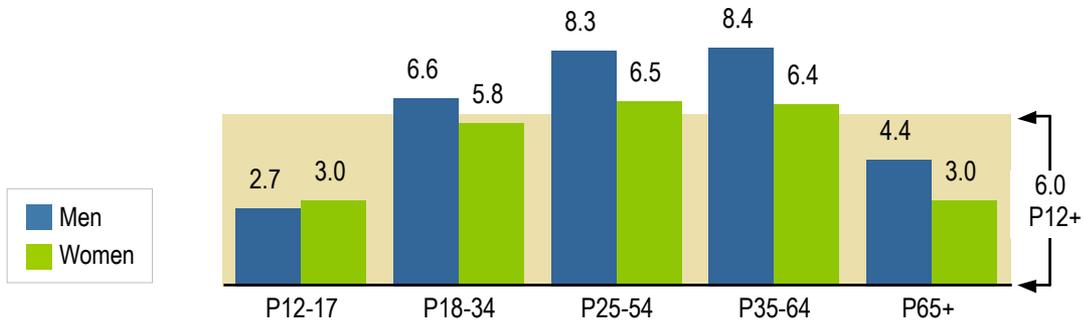
Listening by Daypart

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

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	56.2	45.7	65.2	48.8	65.1	88.0
	W	63.0	52.1	72.7	55.5	72.2	91.3
P18-24	M	56.4	64.8	69.1	54.8	67.3	87.6
	W	61.8	72.3	75.9	61.1	74.3	91.5
P25-34	M	67.1	69.7	75.8	55.5	71.6	91.1
	W	69.2	72.6	77.5	54.6	73.4	92.3
P35-44	M	74.5	72.1	78.6	55.1	73.9	92.6
	W	74.8	74.5	79.9	54.3	75.3	93.5
P45-54	M	76.6	75.6	81.1	56.0	76.9	94.0
	W	74.2	74.3	79.3	52.3	75.7	93.4
P55-64	M	72.5	75.5	76.5	48.3	74.6	92.0
	W	68.0	73.0	73.0	44.0	71.5	90.3
P65+	M	62.7	73.5	63.4	36.9	67.8	85.9
	W	56.9	69.4	58.5	32.7	63.5	82.5

Listening Location

Distribution of AQH Listening by Location and Daypart
P12+ Listeners

	Home	Away From Home
Mon-Sun, 6AM-Mid	37%	63%
Mon-Fri, 6AM-10AM	40%	60%
Mon-Fri, 10AM-3PM	28%	72%
Mon-Fri, 3PM-7PM	29%	71%
Mon-Fri, 7PM-Mid	48%	52%
Weekend, 10AM-7PM	42%	58%

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012

Persons 12-17

Format	Share
Pop CHR	24.3%
Country + New Country	13.0%
Rhythmic CHR	9.2%
Hot AC	7.3%
Urban Contemporary	6.0%
Adult Contemporary + Soft AC	5.5%
Contemporary Christian	4.5%
Classic Rock	3.1%
Urban AC	3.1%
Mexican Regional	2.8%
News/Talk/Information + T/P	2.7%
Classic Hits	2.4%
Active Rock	2.0%
Alternative	2.0%
Spanish Contemp. + Span. HAC	1.7%
Adult Hits + '80s Hits	1.4%
AOR + Mainstream Rock	1.4%
All Sports	1.1%
Religious	1.0%
Album Adult Alternative	0.7%
Oldies	0.6%
All News	0.5%

Persons 18-24

Format	Share
Country + New Country	16.8%
Pop CHR	16.2%
Rhythmic CHR	8.6%
Urban Contemporary	6.6%
Adult Contemporary + Soft AC	6.1%
Hot AC	6.0%
Classic Rock	4.7%
Active Rock	3.8%
Alternative	3.4%
Mexican Regional	3.4%
Classic Hits	3.2%
Urban AC	3.1%
Contemporary Christian	2.6%
News/Talk/Information + T/P	2.6%
AOR + Mainstream Rock	2.4%
Adult Hits + '80s Hits	1.8%
Spanish Contemp. + Span. HAC	1.7%
All Sports	1.5%
Oldies	0.9%
Album Adult Alternative	0.8%
All News	0.4%
Religious	0.4%

Persons 25-34

Format	Share
Country + New Country	14.3%
Pop CHR	12.1%
Adult Contemporary + Soft AC	6.5%
Rhythmic CHR	5.9%
Hot AC	5.6%
News/Talk/Information + T/P	5.1%
Mexican Regional	4.9%
Urban Contemporary	4.9%
Classic Rock	4.6%
Alternative	3.8%
Active Rock	3.7%
All Sports	3.6%
Contemporary Christian	3.3%
Urban AC	3.2%
Classic Hits	3.1%
AOR + Mainstream Rock	2.7%
Spanish Contemp. + Span. HAC	2.4%
Adult Hits + '80s Hits	2.3%
Album Adult Alternative	1.0%
Oldies	0.8%
Religious	0.6%
All News	0.5%

Note: Top 16 formats listed
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012

Persons 35-44

Format	Share
Country + New Country	12.6%
Pop CHR	9.5%
Adult Contemporary + Soft AC	8.2%
News/Talk/Information + T/P	7.7%
Hot AC	6.4%
Classic Rock	5.7%
Mexican Regional	4.4%
Urban AC	4.4%
Classic Hits	4.1%
All Sports	3.9%
Contemporary Christian	3.6%
Rhythmic CHR	3.3%
Urban Contemporary	3.2%
Adult Hits + '80s Hits	3.0%
Active Rock	2.9%
AOR + Mainstream Rock	2.7%
Alternative	2.5%
Spanish Contemp. + Span. HAC	2.1%
Album Adult Alternative	1.1%
All News	0.9%
Oldies	0.9%
Religious	0.9%

Persons 45-54

Format	Share
Country + New Country	13.7%
News/Talk/Information + T/P	10.9%
Adult Contemporary + Soft AC	9.1%
Classic Rock	8.3%
Classic Hits	7.3%
Pop CHR	5.2%
Urban AC	5.1%
Hot AC	4.7%
All Sports	3.5%
Contemporary Christian	3.2%
Adult Hits + '80s Hits	2.8%
AOR + Mainstream Rock	2.5%
Mexican Regional	2.2%
Urban Contemporary	2.0%
Oldies	1.9%
Active Rock	1.8%
Rhythmic CHR	1.7%
Album Adult Alternative	1.6%
All News	1.4%
Alternative	1.4%
Spanish Contemp. + Span. HAC	1.3%
Religious	1.2%

Persons 55-64

Format	Share
News/Talk/Information + T/P	17.1%
Country + New Country	14.1%
Adult Contemporary + Soft AC	9.8%
Classic Hits	8.2%
Classic Rock	5.5%
Urban AC	5.0%
All Sports	3.6%
Oldies	3.4%
Hot AC	3.1%
Pop CHR	2.7%
Contemporary Christian	2.5%
All News	2.0%
Adult Hits + '80s Hits	1.9%
Religious	1.7%
Mexican Regional	1.6%
Album Adult Alternative	1.5%
AOR + Mainstream Rock	1.4%
Urban Contemporary	1.1%
Spanish Contemp. + Span. HAC	1.0%
Rhythmic CHR	0.8%
Active Rock	0.6%
Alternative	0.6%

Persons 65+

Format	Share
News/Talk/Information + T/P	26.4%
Country + New Country	15.4%
Adult Contemporary + Soft AC	8.5%
Classic Hits	5.1%
Urban AC	3.3%
Oldies	3.0%
All News	3.0%
All Sports	2.9%
Religious	2.6%
Classic Rock	1.5%
Hot AC	1.5%
Contemporary Christian	1.3%
Pop CHR	1.3%
Mexican Regional	1.2%
Adult Hits + '80s Hits	1.0%
Spanish Contemp. + Span. HAC	0.9%
Urban Contemporary	0.6%
Album Adult Alternative	0.5%
Rhythmic CHR	0.5%
AOR + Mainstream Rock	0.4%
Alternative	0.3%
Active Rock	0.2%

Note: Top 16 formats listed
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Formats Ranked by Weekly Cume, Format Preferences by Gender

Formats Ranked by Weekly Cume
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012

	Cume
Pop Contemporary Hit Radio	72,305,800
Adult Contemporary + SAC	68,887,900
Country + New Country	67,060,800
NTI + TP	53,464,200
Hot Adult Contemporary	49,388,100
Classic Hits	43,310,400
Classic Rock	37,909,300
Rhythmic Contemporary Hit Radio	33,840,000
Adult Hits + 80's Hits	24,709,700
All Sports	23,493,400
Alternative	20,949,300
Urban Adult Contemporary	20,888,400
Urban Contemporary	20,125,200
Contemporary Christian	18,116,700
Active Rock	15,614,500
AOR + Mainstream Rock	15,169,300
Mexican Regional	14,054,800
Spanish Contemporary + Span HAC	13,828,900
All News	13,613,500
Oldies	12,549,300
AAA	10,883,600
Religious	7,974,300

Gender Composition by Format
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012

	Women	Men
Contemporary Christian	62.9%	37.1%
Adult Contemporary + Soft AC	60.8%	39.2%
Pop CHR	60.3%	39.7%
Hot AC	60.0%	40.0%
Religious	59.4%	40.6%
Urban AC	55.7%	44.3%
Urban Contemporary	51.8%	48.2%
Country + New Country	51.5%	48.5%
Rhythmic CHR	51.3%	48.7%
Spanish Contemp. + Span. HAC	51.2%	48.8%
Oldies	48.4%	51.6%
Adult Hits + '80s Hits	46.4%	53.6%
Classic Hits	45.2%	54.8%
Album Adult Alternative	43.3%	56.7%
All News	43.2%	56.8%
Mexican Regional	41.2%	58.8%
News/Talk/Information + T/P	40.7%	59.3%
Alternative	38.2%	61.8%
Classic Rock	29.7%	70.3%
AOR + Mainstream Rock	29.1%	70.9%
Active Rock	26.1%	73.9%
All Sports	16.0%	84.0%

Format Leaders by Location

At Home	
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012	
Religious	53.5%
News/Talk/Information + T/P	49.9%
All News	43.0%
Urban Contemporary	40.6%
Urban AC	40.5%
Oldies	37.8%
Mexican Regional	37.4%
Contemporary Christian	36.1%
Spanish Contemp. + Span. HAC	35.9%
Rhythmic CHR	35.7%
Album Adult Alternative	34.2%
Country + New Country	33.7%
All Sports	32.9%
Pop CHR	32.7%
Classic Hits	31.4%
Adult Contemporary + Soft AC	29.9%
Hot AC	28.6%
Classic Rock	28.1%
Alternative	27.4%
Active Rock	27.3%
AOR + Mainstream Rock	26.8%
Adult Hits + '80s Hits	25.9%

Away From Home	
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2012	
Adult Hits + '80s Hits	74.1%
AOR + Mainstream Rock	73.2%
Active Rock	72.7%
Alternative	72.6%
Classic Rock	71.9%
Hot AC	71.4%
Adult Contemporary + Soft AC	70.1%
Classic Hits	68.6%
Pop CHR	67.3%
All Sports	67.1%
Country + New Country	66.3%
Album Adult Alternative	65.8%
Rhythmic CHR	64.3%
Spanish Contemp. + Span. HAC	64.1%
Contemporary Christian	63.9%
Mexican Regional	62.6%
Oldies	62.2%
Urban AC	59.5%
Urban Contemporary	59.4%
All News	57.0%
News/Talk/Information + T/P	50.1%
Religious	46.5%

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Leading Radio Formats Ranked by Audience Share by Daypart

Audience Share by Daypart
AQH Persons 12+, Spring 2012

Mon-Fri 6AM-10AM

Format	Share
Country + New Country	14.4%
News/Talk/Information + T/P	13.9%
Adult Contemporary + Soft AC	7.6%
Pop CHR	7.6%
Classic Rock	5.3%
Classic Hits	4.7%
Hot AC	4.4%
Urban AC	3.8%
All Sports	3.4%
Mexican Regional	3.0%
Contemporary Christian	2.9%
Rhythmic CHR	2.7%
Urban Contemporary	2.6%
AOR + Mainstream Rock	2.2%
Active Rock	2.1%
Adult Hits + '80s Hits	1.9%
Alternative	1.8%
All News	1.7%
Oldies	1.7%
Religious	1.6%
Spanish Contemp. + Span. HAC	1.3%
Album Adult Alternative	1.0%

Mon-Fri 10AM-3PM

Format	Share
Country + New Country	14.7%
News/Talk/Information + T/P	12.7%
Adult Contemporary + Soft AC	9.4%
Pop CHR	6.8%
Classic Hits	5.8%
Classic Rock	5.4%
Hot AC	4.6%
Urban AC	3.4%
All Sports	3.1%
Mexican Regional	2.8%
Rhythmic CHR	2.7%
Contemporary Christian	2.6%
Adult Hits + '80s Hits	2.5%
Urban Contemporary	2.3%
Active Rock	2.0%
AOR + Mainstream Rock	2.0%
Oldies	2.0%
Alternative	1.8%
Spanish Contemp. + Span. HAC	1.5%
Religious	1.2%
Album Adult Alternative	1.1%
All News	1.1%

Mon-Fri 3PM-7PM

Format	Share
Country + New Country	14.0%
News/Talk/Information + T/P	11.1%
Pop CHR	9.0%
Adult Contemporary + Soft AC	7.9%
Classic Hits	5.2%
Classic Rock	5.1%
Hot AC	5.0%
Urban AC	4.0%
Rhythmic CHR	3.7%
All Sports	3.6%
Urban Contemporary	3.0%
Contemporary Christian	2.9%
Mexican Regional	2.8%
Active Rock	2.2%
Adult Hits + '80s Hits	2.2%
Alternative	2.0%
AOR + Mainstream Rock	2.0%
Oldies	1.7%
Spanish Contemp. + Span. HAC	1.5%
All News	1.3%
Album Adult Alternative	1.1%
Religious	1.1%

Mon-Fri 7PM-Midnight

Format	Share
Country + New Country	12.2%
Pop CHR	10.3%
News/Talk/Information + T/P	9.9%
Adult Contemporary + Soft AC	6.7%
Rhythmic CHR	5.2%
Urban AC	5.2%
Urban Contemporary	4.8%
Classic Rock	4.7%
Classic Hits	4.5%
Hot AC	4.5%
All Sports	3.6%
Contemporary Christian	2.9%
Mexican Regional	2.7%
Active Rock	2.4%
Alternative	2.1%
AOR + Mainstream Rock	1.9%
Adult Hits + '80s Hits	1.8%
Spanish Contemp. + Span. HAC	1.7%
Oldies	1.5%
All News	1.4%
Religious	1.2%
Album Adult Alternative	1.0%

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Leading Radio Formats Ranked by Audience Share by Daypart

Audience Share by Daypart
AQH Persons 12+, Spring 2012

Sat-Sun 6AM-Mid

Format	Share
Country + New Country	14.4%
Pop CHR	9.0%
News/Talk/Information + T/P	8.6%
Adult Contemporary + Soft AC	7.5%
Classic Hits	5.4%
Classic Rock	5.0%
Hot AC	4.8%
Urban AC	4.7%
Rhythmic CHR	4.0%
Urban Contemporary	3.4%
Contemporary Christian	3.2%
Mexican Regional	3.0%
All Sports	2.4%
Adult Hits + '80s Hits	2.1%
Alternative	1.9%
Spanish Contemp. + Span. HAC	1.9%
Active Rock	1.8%
AOR + Mainstream Rock	1.8%
Oldies	1.8%
All News	1.4%
Religious	1.3%
Album Adult Alternative	1.2%

Mon-Sun 6AM-Mid

Format	Share
Country + New Country	14.2%
News/Talk/Information + T/P	11.4%
Pop CHR	8.2%
Adult Contemporary + Soft AC	8.1%
Classic Hits	5.2%
Classic Rock	5.2%
Hot AC	4.7%
Urban AC	4.1%
Rhythmic CHR	3.4%
All Sports	3.1%
Urban Contemporary	3.0%
Contemporary Christian	2.9%
Mexican Regional	2.9%
Adult Hits + '80s Hits	2.2%
Active Rock	2.1%
AOR + Mainstream Rock	2.0%
Alternative	1.9%
Oldies	1.8%
Spanish Contemp. + Span. HAC	1.5%
All News	1.4%
Religious	1.3%
Album Adult Alternative	1.1%

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2012

Leading Radio Formats Ranked by Ethnic Composition

Leading Radio Formats Ranked by Ethnic Composition
AQH Persons 12+, Spring 2012

Black		Hispanic		Other	
Urban AC	90.5%	Mexican Regional	97.4%	Album Adult Alternative	91.4%
Urban Contemporary	78.9%	Spanish Contemp. + Span. HAC	95.0%	Country + New Country	90.7%
Rhythmic CHR	31.2%	Rhythmic CHR	35.3%	News/Talk/Information + T/P	88.5%
Religious	20.0%	Pop CHR	23.4%	Classic Rock	88.3%
All News	13.8%	Hot AC	16.6%	AOR + Mainstream Rock	87.5%
All Sports	11.3%	Alternative	16.0%	Active Rock	85.0%
Adult Contemporary + Soft AC	9.6%	Religious	15.4%	Oldies	84.9%
Pop CHR	8.4%	Adult Contemporary + Soft AC	14.6%	Classic Hits	82.2%
Contemporary Christian	6.7%	Contemporary Christian	14.3%	Adult Hits + '80s Hits	81.8%
News/Talk/Information + T/P	5.8%	Adult Hits + '80s Hits	13.8%	Alternative	80.5%
Hot AC	5.3%	Classic Hits	13.3%	All Sports	79.9%
Oldies	5.1%	Active Rock	12.5%	Contemporary Christian	79.0%
Classic Hits	4.5%	AOR + Mainstream Rock	10.5%	All News	78.7%
Adult Hits + '80s Hits	4.3%	Oldies	10.0%	Hot AC	78.0%
Alternative	3.5%	Classic Rock	9.7%	Adult Contemporary + Soft AC	75.8%
Active Rock	2.5%	All Sports	8.8%	Pop CHR	68.2%
Classic Rock	2.1%	All News	7.5%	Religious	64.6%
Country + New Country	2.1%	Country + New Country	7.2%	Rhythmic CHR	33.5%
Album Adult Alternative	2.0%	Album Adult Alternative	6.6%	Urban Contemporary	15.9%
AOR + Mainstream Rock	2.0%	News/Talk/Information + T/P	5.7%	Urban AC	7.0%
Spanish Contemp. + Span. HAC	1.5%	Urban Contemporary	5.2%	Spanish Contemp. + Span. HAC	3.6%
Mexican Regional	0.3%	Urban AC	2.4%	Mexican Regional	2.3%

About Arbitron & Scarborough

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable and out-of-home; the mobile industry as well as advertising agencies and advertisers around the world. Arbitron's businesses include: measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of U.S. consumers; providing mobile audience measurement and analytics in the United States, Europe, Asia and Australia, and developing application software used for analyzing media audience and marketing information data. The Company has developed the Portable People Meter™ (PPM™) and the PPM 360™, new technologies for media and marketing research. Arbitron's headquarters and its world-renowned research and engineering organizations are located in Columbia, Maryland.

Scarborough (www.scarborough.com, info@scarborough.com) measures American life. Its consumer insights reflect shopping patterns, media usage across platforms, and lifestyle trends for adults. Media professionals and marketers use Scarborough insights to make smarter marketing/ business decisions on things like ad placement, multicultural targeting, and sponsorship opportunities. The company's core syndicated consumer insight studies in 77 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. and The Nielsen Company.

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