Introduction

Radio Today looks at the evolving relationship between radio and its varied listeners. There are more than 13,500 radio stations currently broadcasting around the country. Radio Today illustrates that radio continues to be one of the most popular and pervasive forms of media among Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching across all segments of the American population anytime or anyplace.
Recognizing Radio’s Reach

Radio reaches more than 94 percent of the U.S. 12+ population each week. On average, Americans spend about 20 hours per week listening to their favorite stations. These numbers have remained relatively steady across recent surveys despite a growing number of consumer media options. Radio clearly remains a popular media choice among consumers.

Source: Arbitron’s American Radio Listening Trends
Radio Rules

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

In 2002, there were a total of 13,685 radio stations across the U.S: Over 80 percent were commercial stations. Arbitron surveys 13,451 of these stations.

Source: Arbitron’s Radio Station Information Database
Radio Reaches All Ages

Battle of the Sexes

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

Among men, share of radio listening (95.5 percent) peaks among 35- to 44-year-olds. This group also spends the most time listening (22:30). Meanwhile, male teens spend the least time listening (12:00).

Among women, share of radio listeners (96.4 percent) peaks among 25- to 34-year-olds. Female teens spend the least time listening each week (15:00), compared to 19:30 or more among other female age groups. Older women, 65+, are the least likely to tune in each week (84.1 percent). Otherwise, listening patterns for women 18-64 don’t vary greatly by age.

Source: Maxi$mizer® Plus National Regional Database, Spring 2002, Mon-Sun, 6AM-Mid
Hour-by-Hour Listening

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

On weekends, listening is at its highest between the hours of 9AM and 3PM.

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

Source: Maximizer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM
Overnight Listening

Tuning In at Twilight
Overnight listening patterns remain consistent across age groups but not across genders. Men of all ages are more likely than their female counterparts to tune in to radio from 12 Midnight to 6 AM. Weekly time spent listening from 12 Midnight to 6 AM is fairly consistent for both men and women and among listeners of all ages.

Source: Maximizer® Plus National/Regional Database, Spring 2002, Mon-Fri, Mid-6 AM
Where People Listen: Weekdays

Radio Is a Moving Medium

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

Between 8AM and 6PM a giant shift occurs, with 65 percent to 75 percent of radio listening occurring at places outside the home.
Where People Listen: Weekends

Strong Weekend Listening at Home
Not surprisingly, listening on weekends is more likely to take place at home. Peak listening hours are before 12Noon and after 7PM. Between those hours, away-from-home listening climbs to between 51 percent and 54 percent.

Source: Maxi$er® Plus National Regional Database, Spring 2002, Sat-Sun, 5AM-5AM
Where Men and Women Listen

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

The over-65 crowd spends more time listening at home than any other age group. Interestingly, teenage girls spend a surprising amount of time tuning in at home as well. Women across all age groups tend to listen at home more than their male counterparts.

Conversely, men are more likely to listen to radio away from home; 25- to 54-year-old men are the most likely to tune in at work or at some other location outside the home.

Source: Maxi$mizer® Plus National Regional Database, Spring 2002, Mon-Sun, 6AM-Mid
Listening Location

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

One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to 12Midnight).

At night (7PM to 12Midnight), at-home listening hits a high of 59.3 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (38.4 percent). At work, 42.4 percent of listening occurs on weekdays between 10AM and 3PM.
Listening by Daypart

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

Note: Figures above are Cume Ratings.
Source: MaxiMeter® Plus National Regional Database, Spring 2002
Listening by Daypart

(continued from page 12)

Note: Figures above are Cume Ratings.
Source: Maximizer® Plus National Regional Database, Spring 2002
People’s Favorite Formats

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

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

Teens 12-17 strongly prefer to listen to music that is “current”—formats such as CHR (pages 24-26) and, to a lesser extent, Urban (pages 51-53) and Alternative (pages 21-23). As they get older, young adults 18-24 lean more toward Alternative music while maintaining a continued interest in CHR and Urban. Adults 25-34 retain their habit of strong listening to Alternative (pages 21-23) but are open to a wide variety of new sounds and stations: Rock (pages 45-47) and Spanish (pages 48-50) are strong favorites, but Urban (pages 51-53), CHR (pages 24-26) and AC (pages 15-17) are popular formats, as well. After age 35, format preferences start to change. Rock (pages 45-47) is the first listening choice, but softer formats and those that hark back to an earlier era—AC (pages 15-17), New AC/Smooth Jazz (pages 33-35) and Oldies (pages 39-41)—are increasingly popular. Oldies (pages 39-41) is the format of choice for older baby boomers in the 45-54 age group, followed closely by New AC/Smooth Jazz (pages 33-35). Classical (pages 27-29) takes first place for Adults 55-64, with Adult Standards (pages 18-20), New AC/Smooth Jazz (pages 33-35) and News/Talk/Information (pages 36-38) emerging as strong contenders, as well. Adults 65+ have a very clear favorite—53.5 percent of their listening is devoted to Adult Standards (pages 18-20). Classical (pages 27-29) and News/Talk /Information (pages 36-38) are also popular formats for this crowd.

Source: Maximizer® Plus National Regional Database, Spring 2002
Adult Contemporary

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

A Few Format Highlights

Sixty-four percent of the AC audience are Women 18+, and 36 percent are Men 18+. Approximately half of the AC audience is aged 25-44.

AC listeners are 16 percent more likely than the general population to have children in the household. Sixty-nine percent own their own homes, a figure that parallels the national average.

AC Stations

1,559

13,685

Total Stations

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National/Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

AC continued
Adult Contemporary

Thirty-nine percent of Adult Contemporary listening is done at work.

AC has the second highest AQH share after News/Talk/Information.

AC is tied with News/Talk/Information for the highest share of listening 10AM-3PM. AC has the second highest share of listening in the drive-time dayparts, 6AM-10AM and 3PM-7PM.

New Englanders are 50 percent more likely to tune in to Adult Contemporary when compared with other regions of the country.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
**Adult Contemporary**

**Purchasing Behavior**
Nearly one-third of the people who plan to buy a new SUV and one-third of those who plan to buy furniture in the next 12 months are AC listeners. AC audience members are 16 percent more likely than the general population to spend $200 or more per week on groceries.

AC fans use financial services at rates well above the national average. They are 23 percent more likely than the norm to have a 401(k) plan and 17 percent more likely to use a debit card.

**Leisure Activities**
AC listeners are 35 percent more likely than the general population to go in-line skating and snow skiing. Nearly one-quarter have eaten at a fast-food restaurant, six to nine times in the past 30 days. AC fans are 17 percent more likely than average to see a new movie within the first two weeks of opening.

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**Adult Contemporary Strengths**
This format’s listeners are more likely to:

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category</th>
<th>% of Adult Contemporary Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new SUV in the next 12 months</td>
<td>32.72%</td>
<td>3.92%</td>
<td>123</td>
</tr>
<tr>
<td>Have a 401(k) plan</td>
<td>32.75%</td>
<td>29.54%</td>
<td>123</td>
</tr>
<tr>
<td>Have/use a debit card</td>
<td>31.18%</td>
<td>52.04%</td>
<td>117</td>
</tr>
<tr>
<td>Have gone in-line skating in the past 12 months</td>
<td>36.10%</td>
<td>7.13%</td>
<td>135</td>
</tr>
<tr>
<td>Have gone snow skiing in the past 12 months</td>
<td>35.90%</td>
<td>7.06%</td>
<td>135</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>31.57%</td>
<td>22.58%</td>
<td>118</td>
</tr>
<tr>
<td>See a new movie within the first two weeks of opening</td>
<td>31.13%</td>
<td>20.34%</td>
<td>117</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 6-9 times in the past 30 days</td>
<td>29.22%</td>
<td>23.98%</td>
<td>110</td>
</tr>
<tr>
<td>Own residence</td>
<td>26.74%</td>
<td>69.17%</td>
<td>100</td>
</tr>
<tr>
<td>Have children in household</td>
<td>30.87%</td>
<td>47.95%</td>
<td>116</td>
</tr>
</tbody>
</table>

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Note: Due to rounding, totals may differ. 
Source: Format definitions are from Arbitron. Data come from Maximr® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Adult Standards

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

A Few Format Highlights

Fifty-five percent of the Adult Standards listening audience are Women 18+; 45 percent are Men 18+. Fifty-three and a half percent of Adult Standards’ listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.

Adult Standards listeners are the least likely of any format group to have children in the household. They are slightly more likely than the general population to own their own homes.

<table>
<thead>
<tr>
<th>Format</th>
<th>AQH Share of Adult Standards Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mon-Sun, 6AM-Mid, Persons 12+</td>
</tr>
<tr>
<td>Adult Standards</td>
<td>1.8%</td>
</tr>
<tr>
<td>Variety</td>
<td>1.1%</td>
</tr>
<tr>
<td>Nostalgia</td>
<td>0.3%</td>
</tr>
<tr>
<td>Easy Listening</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total Adult Standards</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ. Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National/Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

Adult Standards Stations

1,264

13,685

Total Stations

Adult Standards continued
Adult Standards

Adult Standards listeners strongly prefer to listen at home. Sixty-two percent listen at home, while about 25 percent listen in their cars.

The most popular dayparts for listening to Adult Standards are weekdays 10AM-3PM and weekends.

Adult Standards has its largest following among listeners in the New England region, where they are 55 percent more likely to tune in than the average listener.

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Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximr® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Adult Standards

Purchasing Behavior
Adult Standards listeners are 18 percent more likely than the norm to purchase a used full-sized car and 13 percent more likely than average to purchase a used luxury vehicle in the next year. Adult Standards fans are the least likely of any format group to buy furniture in the next 12 months. They spend slightly less on groceries per week than the general population.

Among financial services and products, Adult Standards listeners purchase conservative, liquid investments, such as certificates of deposit (40 percent more likely) and money market accounts (38 percent more likely), at rates well above the norm.

Leisure Activities
Adult Standards listeners are more likely to participate in golf, hiking/backpacking and tennis than the general population. They are infrequent patrons of fast-food restaurants, preferring sit-down restaurants or home-cooked meals instead. Adult Standards fans are patient moviegoers, with nearly 36 percent seeing new movies two or more weeks after they open.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Alternative

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

**A Few Format Highlights**

Sixty-three percent of Alternative’s listeners are Men 18+, and 37 percent are Women 18+. Alternative appeals most to the under-45 crowd—87 percent of the audience are aged 44 or younger. Adults 25-34 account for approximately one-third of Alternative listeners and are more likely to listen to Alternative than to any other format.

Alternative listeners are 15 percent more likely than the norm to have children in the household. They are slightly less likely than average to own their own homes.

Alternative Stations

452

Total Stations

13,685

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaxiMIR® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Alternative

Alternative listeners tune in wherever they can. These listeners spend more time listening in cars (37 percent), but they are also listening at home (31.5 percent) and at work (28 percent).

Alternative listeners can be found tuning in 3PM-7PM (4.5 percent) and 7PM-Midnight (4.8 percent) Monday through Friday.

New Englanders and those in the Mountain region are much more likely to tune in to Alternative than the average listener.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Alternative

Purchasing Behavior
Alternative fans are 52 percent more likely than average to purchase a new SUV and 34 percent more likely to buy a new compact car in the next 12 months. They are the most likely of any format group to buy furniture in the next year. A majority spend more than $100 per week on groceries. They are 56 percent more likely than the norm to use home computer banking.

Leisure Activities
Alternative listeners are far more likely than the general population to engage in exhilarating leisure activities such as extreme sports (148 percent more likely), snow skiing (101 percent more likely) and in-line skating (101 percent more likely). Over one-quarter usually see a new movie within the first two weeks of opening, making Alternative fans the number one moviegoing format group. Sixty-three percent have eaten at a fast-food restaurant 5+ times in the past 30 days.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category</th>
<th>% of Alternative Listeners</th>
<th>Index (100 = National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new SUV in the next 12 months</td>
<td>15.23%</td>
<td>4.86%</td>
<td>152</td>
</tr>
<tr>
<td>Buy a new compact car in the next 12 months</td>
<td>13.42%</td>
<td>1.92%</td>
<td>134</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>13.68%</td>
<td>26.02%</td>
<td>136</td>
</tr>
<tr>
<td>Have spent $200 or more on groceries in the past 7 days</td>
<td>11.44%</td>
<td>8.29%</td>
<td>114</td>
</tr>
<tr>
<td>Use home computer banking</td>
<td>15.66%</td>
<td>11.28%</td>
<td>156</td>
</tr>
<tr>
<td>Have participated in extreme sports in the past 12 months</td>
<td>24.84%</td>
<td>3.27%</td>
<td>248</td>
</tr>
<tr>
<td>Have gone snow skiing in the past 12 months</td>
<td>20.16%</td>
<td>10.56%</td>
<td>201</td>
</tr>
<tr>
<td>Have gone in-line skating in the past 12 months</td>
<td>20.18%</td>
<td>10.61%</td>
<td>201</td>
</tr>
<tr>
<td>See a new movie within the first two weeks of opening</td>
<td>14.69%</td>
<td>25.54%</td>
<td>147</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 5+ times in the past 30 days</td>
<td>12.01%</td>
<td>62.97%</td>
<td>120</td>
</tr>
<tr>
<td>Have children in household</td>
<td>11.50%</td>
<td>47.50%</td>
<td>115</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximr$er® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Contemporary Hit Radio

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

A Few Format Highlights
CHR listeners are more likely to be women than men. Fifty-seven percent of this audience are Women 18+. Of all formats, CHR has the highest share of teen listeners (26 percent). Approximately three-quarters of its listeners are 34 and under.

Nearly 60 percent of CHR listeners have children in the household. They are 18 percent less likely than average to own their own homes.

CHR Stations
595

Note: Due to rounding, totals may differ.

A Few Format Highlights
- CHR listeners are more likely to be women than men. Fifty-seven percent of this audience are Women 18+.
- Of all formats, CHR has the highest share of teen listeners (26 percent).
- Approximately three-quarters of its listeners are 34 and under.
- Nearly 60 percent of CHR listeners have children in the household. They are 18 percent less likely than average to own their own homes.

CHR Stations
595

Note: Due to rounding, totals may differ.
Contemporary Hit Radio

More CHR listening occurs at home (40 percent) than in the car (36 percent) or at work (20 percent).

This format has a greater share of evening listening (15.6 percent) than any other.

CHR performs best in the Middle Atlantic (116) and New England (123) regions.

Contemporary Hit Radio

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
**Contemporary Hit Radio**

**Purchasing Behavior**
CHR listeners are 49 percent more likely to buy a new SUV and 44 percent more likely to purchase a used one in the next 12 months. More than one-quarter plan to buy furniture within the next year. CHR fans are 25 percent more likely than the general population to spend $200+ per week on groceries.

Nearly 55 percent of CHR listeners have/use a debit card, and almost 58 percent have/use an ATM card.

**Leisure Activities**
In-line skating, free weights/circuit training, and jogging/running appeal greatly to CHR listeners. Like Alternative fans, CHR listeners are new-movie enthusiasts: about one-quarter usually see new movies within two weeks of opening. Nearly two-thirds eat at fast-food restaurants 5+ times per month.

**CHR Strengths**
_This format’s listeners are more likely to:_

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of CHR Listeners</th>
<th>% of CHR Listeners Represent</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new SUV in the next 12 months</td>
<td>30.15%</td>
<td>4.77%</td>
<td>149</td>
</tr>
<tr>
<td>Buy a used SUV in the next 12 months</td>
<td>29.01%</td>
<td>3.85%</td>
<td>144</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>26.75%</td>
<td>25.26%</td>
<td>132</td>
</tr>
<tr>
<td>Have spent $200 or more on groceries in the past 7 days</td>
<td>25.24%</td>
<td>9.07%</td>
<td>125</td>
</tr>
<tr>
<td>Have/use a debit card</td>
<td>24.76%</td>
<td>54.56%</td>
<td>123</td>
</tr>
<tr>
<td>Have/use an ATM card</td>
<td>23.58%</td>
<td>57.97%</td>
<td>117</td>
</tr>
<tr>
<td>Have gone in-line skating in the past 12 months</td>
<td>35.18%</td>
<td>9.18%</td>
<td>174</td>
</tr>
<tr>
<td>Have participated in free weights/circuit training in the past 12 months</td>
<td>29.19%</td>
<td>26.71%</td>
<td>145</td>
</tr>
<tr>
<td>Have gone jogging/running in the past 12 months</td>
<td>30.89%</td>
<td>28.97%</td>
<td>153</td>
</tr>
<tr>
<td>See a new movie within the first two weeks of opening</td>
<td>29.50%</td>
<td>25.45%</td>
<td>146</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 5+ times in the past 30 days</td>
<td>24.63%</td>
<td>64.12%</td>
<td>122</td>
</tr>
<tr>
<td>Have children in household</td>
<td>29.17%</td>
<td>59.82%</td>
<td>144</td>
</tr>
</tbody>
</table>

**Note:** Due to rounding, totals may differ.

**Source:** Format definitions are from Arbitron. Data come from Maximi$er® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

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Classical

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

A Few Format Highlights
More than half (53 percent) of Classical’s listening audience are Women 18+. Men 18+ make up the balance of 47 percent. Adults 55+ account for 57 percent of listening to Classical stations; 35- to 54-year-olds make up an additional 32 percent. Clearly this is a format with great appeal for middle-aged and older adults.

Less than one-third of classical fans have children in the household. Seventy-seven percent own their own homes.

Classical Stations
296
13,685
Total Stations

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxmi$er® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Classical

More than half of all Classical listening is done at home.

Classical listening climbs slightly through the day, peaking in the evenings and on weekends.

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

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Classical

Purchasing Behavior
Classical fans are 14 percent more likely than the norm to purchase a new mid-sized car in the next 12 months. They are nine percent less likely than the norm to purchase furniture in the next year. They buy groceries at rates that parallel the national average.

Classical fans are 49 percent more likely than average to have an IRA account and 118 percent more likely than the norm to have a Keogh account.

Leisure Activities
About one-third of Classical listeners have participated in photography and swimming in the past 12 months. They are 14 percent more likely than the general population to see a new movie two or more weeks after it opens. Classical listeners patronize fast-food restaurants at rates well below the national average.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category Represent</th>
<th>% of Classical Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new mid-sized car in the next 12 months</td>
<td>6.63%</td>
<td>3.05%</td>
<td>114</td>
</tr>
<tr>
<td>Have/use an IRA account</td>
<td>8.68%</td>
<td>31.32%</td>
<td>149</td>
</tr>
<tr>
<td>Have/use a Keogh account</td>
<td>12.69%</td>
<td>1.48%</td>
<td>218</td>
</tr>
<tr>
<td>Have done photography in the past 12 months</td>
<td>7.11%</td>
<td>31.80%</td>
<td>122</td>
</tr>
<tr>
<td>Have gone swimming in the past 12 months</td>
<td>6.06%</td>
<td>37.04%</td>
<td>104</td>
</tr>
<tr>
<td>See a new movie two or more weeks after opening</td>
<td>6.62%</td>
<td>38.26%</td>
<td>114</td>
</tr>
<tr>
<td>Own residence</td>
<td>6.48%</td>
<td>76.74%</td>
<td>111</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Country

Includes traditional and modern country music.

A Few Format Highlights
Total AQH listening for adult women (52 percent) is slightly higher than men’s (48 percent). Adults 35-44 are more likely to tune in to this format than any other age group.

Country fans are five percent more likely than the norm to have children in the household. They are 11 percent more likely to own their own homes.

Country Stations

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2,170</td>
<td>13,685</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

Audience Composition

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

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

<table>
<thead>
<tr>
<th>Format</th>
<th>AQH Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>11.9%</td>
</tr>
<tr>
<td>Classic Country</td>
<td>0.6%</td>
</tr>
<tr>
<td>New Country</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total Country</td>
<td>12.9%</td>
</tr>
</tbody>
</table>
Country

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

Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

The largest audiences for Country are found in the South Central and West North Central regions.

Note: Due to rounding, totals may differ.
Country

Purchasing Behavior
Country listeners are 29 percent more likely than the norm to purchase a new pickup truck in the next year. About 19 percent say they have plans to purchase new furniture in the next 12 months. The average Country listener spends $100 on groceries per week, which is on par with the national average.

Country fans are 25 percent more likely than the norm to hold a personal loan. Nearly one-third hold auto loans.

Leisure Activities
Country fans are 56 percent more likely than average to go hunting. They also enjoy fishing and camping at rates well above the norm. They go to new movies less frequently than the general population. About 57 percent eat at fast-food restaurants 5+ times per month.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category Represent</th>
<th>% of Country Listen</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new pickup truck in the next 12 months</td>
<td>27.20%</td>
<td>3.17%</td>
<td>129</td>
</tr>
<tr>
<td>Have/use a personal loan</td>
<td>26.32%</td>
<td>9.83%</td>
<td>125</td>
</tr>
<tr>
<td>Have/use an auto loan</td>
<td>25.93%</td>
<td>30.44%</td>
<td>123</td>
</tr>
<tr>
<td>Have gone hunting in the past 12 months</td>
<td>32.90%</td>
<td>12.40%</td>
<td>156</td>
</tr>
<tr>
<td>Have gone fishing in the past 12 months</td>
<td>26.40%</td>
<td>29.56%</td>
<td>125</td>
</tr>
<tr>
<td>Have gone camping in the past 12 months</td>
<td>25.64%</td>
<td>24.98%</td>
<td>121</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 5+ times in the past 30 days</td>
<td>22.74%</td>
<td>56.57%</td>
<td>108</td>
</tr>
<tr>
<td>Have children in household</td>
<td>22.26%</td>
<td>43.62%</td>
<td>105</td>
</tr>
<tr>
<td>Own residence</td>
<td>23.50%</td>
<td>76.69%</td>
<td>111</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximr® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
New AC/Smooth Jazz

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

A Few Format Highlights
NAC/Smooth Jazz has an equal number of Adult Women 18+ and Adult Men 18+ in its audience. Adults 35-44 make up the core of NAC/Smooth Jazz’s audience (21 percent).

NAC/Smooth Jazz fans are slightly less likely than the norm both to own their own homes and to have children in the household.

New AC/Smooth Jazz stations
151

Total Stations
13,685

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
New AC/Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (41 percent) than at work (28.5 percent) or in their cars (28 percent).

Listeners tune in to NAC/Smooth Jazz pretty evenly across the dayparts. Weekday mornings from 6AM to 10AM have the smallest audience.

NAC/Smooth Jazz is most popular among listeners in the Pacific region, where they are 74 percent more likely to tune in than the average listener.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
New AC/Smooth Jazz

Purchasing Behavior
NAC/Smooth Jazz listeners are 53 percent more likely than average to buy a new luxury car and 65 percent more likely to buy a used one. Twenty-two percent plan to buy furniture in the next year. NAC/Smooth Jazz listeners are 23 percent more likely than average to spend $200+ on groceries per week.

They are 20 percent more likely than the norm to have a money market account.

Leisure Activities
NAC/Smooth Jazz attracts a fitness-conscious audience, with listeners participating in bicycling, free weights/circuit training, and jogging/running at rates well above the norm. They patronize fast-food restaurants slightly more often than the typical consumer. NAC/Smooth Jazz listeners are 12 percent more likely than the general population to see a movie within the first two weeks of opening.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
News/Talk/Information

Includes news, business news, talk and sports formats.

**A Few Format Highlights**

Sixty percent of the News/Talk/Information audience are Men 18+; 40 percent are Women 18+.

Almost a third of all News/Talk/Information listeners are Adults 65+.

News/Talk/Information listeners are 13 percent more likely than the norm to own their own homes. They are much less likely (15 percent) than the typical consumer to have children in the household.

---

**Audience Composition**

Listeners 18+
Mon-Sun, 6AM-Mid

**Women** 40.3%

**Men** 59.7%

---

<table>
<thead>
<tr>
<th>AQH Share of News/Talk/Information Formats</th>
<th>% of Population for Top 100 Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Talk</td>
<td>9.7%</td>
</tr>
<tr>
<td>All News</td>
<td>1.5%</td>
</tr>
<tr>
<td>All Sports</td>
<td>1.8%</td>
</tr>
<tr>
<td>Talk/Personality</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total News/Talk/Information</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

---

**News/Talk/Information Stations**

| 1,999 | Total Stations | 13,685 |

---

*Note: Due to rounding, totals may differ. Source: Format definitions are from Arbitron. Data come from Maximr$ Plus National/Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.*
**News/Talk/Information**

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

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

This format performs best in the Pacific (131) and New England (129) regions.

---

**Audience Share by Region**

- **Pacific**: 131
- **Mountain**: 88
- **West North Central**: 111
- **East North Central**: 111
- **New England**: 129
- **Middle Atlantic**: 120
- **South Atlantic**: 76
- **South Central**: 62

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

Indexed below 90
Indexed at 90-110
Indexed above 110

---

**AQH Share of Listening by Location**

- **At Work**: 14.6%
- **At Home**: 48.7%
- **In Car**: 35.5%
- **Other**: 1.2%

---

**AQH Share of Listening by Daypart**

- **Mon-Fri 6AM-10AM**: 17.2%
- **Mon-Fri 10AM-3PM**: 15.5%
- **Mon-Fri 3PM-7PM**: 14.8%
- **Mon-Fri 7PM-Mid**: 13.8%
- **Sat-Sun 6AM-Mid**: 11.8%

---

**News/Talk/Information continued**

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
News/Talk/Information

Purchasing Behavior
News/Talk/Information buffs are 18 percent more likely than average to buy a used luxury vehicle in the next 12 months. A below-average number said they plan to buy furniture in the next 12 months. The typical News/Talk/Information listener spends $103 per week on groceries.

News/Talk/Information listeners consume all types of financial products/services at rates well above the national average.

Leisure Activities
Thirty-eight percent of those who play golf are News/Talk/Information listeners. News/Talk/Information buffs are slightly more likely than the norm to see a movie two or more weeks after it opens. They patronize fast-food restaurants less often than the average consumer.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category News/Talk/Info Listeners Represent</th>
<th>% of News/Talk/Info Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a used luxury vehicle in the next 12 months</td>
<td>34.02%</td>
<td>1.28%</td>
<td>118</td>
</tr>
<tr>
<td>Have/use bonds</td>
<td>36.06%</td>
<td>21.94%</td>
<td>126</td>
</tr>
<tr>
<td>Have/use money market funds</td>
<td>39.11%</td>
<td>30.26%</td>
<td>136</td>
</tr>
<tr>
<td>Have/use mutual funds</td>
<td>37.75%</td>
<td>45.01%</td>
<td>131</td>
</tr>
<tr>
<td>Have played golf in the past 12 months</td>
<td>37.64%</td>
<td>20.07%</td>
<td>131</td>
</tr>
<tr>
<td>See a new movie two or more weeks after opening</td>
<td>30.73%</td>
<td>36.05%</td>
<td>107</td>
</tr>
<tr>
<td>Own residence</td>
<td>32.40%</td>
<td>77.82%</td>
<td>113</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Summer 2002, and from Scarborough USA+, Release 1, 2002.
Oldies

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

A Few Format Highlights
Forty-nine percent of this format’s audience are Women 18+. The remaining 51 percent are Men 18+. Twenty percent of the Oldies audience is composed of Adults 35-44. Fifty-three percent of Oldies listeners are Adults 35-54. Oldies and New AC/Smooth Jazz have the largest share of listeners (roughly 30 percent) aged 45-54.

Oldies fans are slightly more likely than average to own their own homes. Forty-three percent of Oldies listeners have children in the household.

Oldies Stations
963
13,685
Total Stations

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximal® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Oldies

Oldies listeners listen in various locations: at work (32 percent), in their cars (35 percent) and at home (31 percent).

The most popular dayparts for listening to Oldies are weekdays 10AM-3PM and weekends.

This format performs best in the Mountain (110), East North Central (109), and West North Central (109) regions.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

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

AQH Share of Listening by Daypart
Persons 12+

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

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

Purchasing Behavior
Oldies listeners are 15 percent more likely than average to purchase a new pickup truck in the next 12 months. They are slightly more likely than the general population to purchase furniture in the next 12 months. About one-third of Oldies fans spend between $100 and $150 on groceries per week.

Nearly 29 percent of the Oldies audience have 401(k) plans.

Leisure Activities
Oldies listeners are much more likely to go golfing, powerboating and snow skiing than the general population. They are 10 percent more likely than the norm to see a movie two or more weeks after it opens. Oldies fans eat at fast-food restaurants more frequently than the average consumer.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category Represent</th>
<th>% of Oldies Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new pickup truck in the next 12 months</td>
<td>20.28%</td>
<td>2.83%</td>
<td>115</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>18.72%</td>
<td>20.21%</td>
<td>106</td>
</tr>
<tr>
<td>Have/use a 401(k) plan</td>
<td>21.10%</td>
<td>28.73%</td>
<td>119</td>
</tr>
<tr>
<td>Have gone golfing in the past 12 months</td>
<td>20.34%</td>
<td>17.63%</td>
<td>115</td>
</tr>
<tr>
<td>Have gone powerboating in the past 12 months</td>
<td>20.37%</td>
<td>9.60%</td>
<td>115</td>
</tr>
<tr>
<td>Have gone snow skiing in the past 12 months</td>
<td>21.00%</td>
<td>6.24%</td>
<td>119</td>
</tr>
<tr>
<td>See a new movie two or more weeks after opening</td>
<td>19.47%</td>
<td>37.12%</td>
<td>110</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 5+ times in the past 30 days</td>
<td>19.12%</td>
<td>56.89%</td>
<td>108</td>
</tr>
<tr>
<td>Have children in household</td>
<td>18.35%</td>
<td>43.01%</td>
<td>104</td>
</tr>
<tr>
<td>Own residence</td>
<td>18.87%</td>
<td>73.68%</td>
<td>107</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Religious

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

A Few Format Highlights
Religious has a large share of Women 18+ (63 percent) in its audience. Almost one-quarter of this format’s audience is Adults 35-44. Nearly one-third of the audience is Adults 55+.

Religious listeners are seven percent more likely than average to own their own homes. Half have children in the household.

Religiouscontinued

<table>
<thead>
<tr>
<th>Religious +</th>
<th>2.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary Christian</td>
<td>1.8%</td>
</tr>
<tr>
<td>Gospel</td>
<td>0.9%</td>
</tr>
<tr>
<td>Southern Gospel</td>
<td>0.3%</td>
</tr>
<tr>
<td><strong>Total Religious</strong></td>
<td><strong>5.2%</strong></td>
</tr>
</tbody>
</table>

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

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

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Religious

Nearly half (48 percent) of Religious radio listening occurs at home, and over one-third (37 percent) occurs in cars. The largest share of listeners tune in to Religious stations on the weekend. The Religious format has high audience shares in the South Central (151) and South Atlantic (154) regions.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Religious

Purchasing Behavior
Religious format fans are 30 percent more likely than average to purchase a used van or minivan in the next 12 months. Nearly 21 percent plan to buy furniture in the next year. They spend an average amount, around $101, on groceries each week.

Religious listeners hold investment products, such as certificate of deposits, money market accounts, stocks and bonds, at rates well below the national average.

Leisure Activities
Religious listeners are 13 percent more likely than the norm to take adult continuing education courses. About 35 percent usually go to see a new movie two or more weeks after it opens. Twenty-two percent of Religious listeners visit fast-food restaurants 10+ times per month.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category Represent</th>
<th>% of Religious Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a used van or minivan in the next 12 months</td>
<td>12.23%</td>
<td>2.41%</td>
<td>130</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>10.17%</td>
<td>20.56%</td>
<td>108</td>
</tr>
<tr>
<td>Have taken adult continuing education courses in the past 12 months</td>
<td>10.69%</td>
<td>18.03%</td>
<td>113</td>
</tr>
<tr>
<td>See a new movie two or more weeks after opening</td>
<td>9.75%</td>
<td>34.79%</td>
<td>103</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 10+ times in the past 30 days</td>
<td>10.83%</td>
<td>22.07%</td>
<td>115</td>
</tr>
<tr>
<td>Have children in household</td>
<td>11.19%</td>
<td>49.12%</td>
<td>119</td>
</tr>
<tr>
<td>Own residence</td>
<td>10.07%</td>
<td>73.57%</td>
<td>107</td>
</tr>
</tbody>
</table>
Rock-based music from the mid-’70s to the present. Includes Album Rock and Classic Rock.

A Few Format Highlights
This is a format with tremendous appeal to men. Seventy-two percent of Rock’s listeners are Men 18+. No other format can claim such a large share of adult male listeners. Rock has a higher audience composition among Adults 25-44 (59 percent) than any other format.

Sixty-eight percent of Rock listeners own their own homes, a rate that is comparable with the national average. Slightly more than half have children in the household.

Rock Stations
860

13,685
Total Stations

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximrizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+ Release 1, 2002.
Rock

The majority of listening for Rock is done away from home, either at work (37 percent) or in the car (36 percent).

Morning drive has the highest share of listening for this format, but throughout the day listening to Rock stations remains fairly consistent.

West North Central listeners are 37 percent more likely to tune in to Rock stations than listeners in other regions. Rock is quite popular in the Mountain region as well.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National/Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

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

Indexed below 90
Indexed at 90-110
Indexed above 110
### Rock

#### Purchasing Behavior
Twenty-four percent of those who plan to buy a new truck in the next year are Rock listeners. Rock fans are 25 percent more likely than the typical consumer to buy furniture in the next 12 months. They are much more likely than average to spend $150 or more on groceries per week.

Rock listeners are 35 percent more likely than the norm to have a home improvement loan.

#### Leisure Activities
Rock fans lead very active lives, participating in most types of sports at rates well above the norm. Nearly one-quarter of Rock listeners eat at fast-food restaurants 10+ times per month. Twenty-one percent of Rock fans usually go to see a new movie within two weeks of opening.

<table>
<thead>
<tr>
<th>Rock Strengths</th>
<th>% of Category Represent</th>
<th>% of Rock Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy a new pickup truck in the next 12 months</td>
<td>24.16%</td>
<td>3.52%</td>
<td>143</td>
</tr>
<tr>
<td>Buy furniture in the next 12 months</td>
<td>21.17%</td>
<td>23.87%</td>
<td>125</td>
</tr>
<tr>
<td>Have spent $150-$199 on groceries in the past 7 days</td>
<td>20.77%</td>
<td>10.09%</td>
<td>123</td>
</tr>
<tr>
<td>Have used a home improvement loan</td>
<td>22.76%</td>
<td>5.00%</td>
<td>135</td>
</tr>
<tr>
<td>Have gone in-line skating in the past 12 months</td>
<td>25.44%</td>
<td>7.93%</td>
<td>150</td>
</tr>
<tr>
<td>Have participated in free weights/circuit training in the past 12 months</td>
<td>23.34%</td>
<td>25.5%</td>
<td>138</td>
</tr>
<tr>
<td>Have gone jogging/running in the past 12 months</td>
<td>20.89%</td>
<td>23.39%</td>
<td>123</td>
</tr>
<tr>
<td>See a new movie within the first two weeks of opening</td>
<td>20.18%</td>
<td>20.79%</td>
<td>119</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 10+ times in the past 30 days</td>
<td>20.71%</td>
<td>23.55%</td>
<td>122</td>
</tr>
<tr>
<td>Have children in household</td>
<td>21.57%</td>
<td>52.83%</td>
<td>128</td>
</tr>
</tbody>
</table>

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

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Spanish

All Spanish-language formats, including talk and music.

A Few Format Highlights

Spanish radio listeners are split evenly between Women 18+ and Men 18+. Nearly half of Spanish-radio-format listening comes from Adults 25-44.

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

Spanish Stations

699

13,685
Total Stations

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Spanish

Fifty-one percent of Spanish radio listening happens at home.

For this format, more listening occurs on weekends than during any other daypart.

Listeners in the Pacific states are more than twice as likely to tune in to a Spanish-formatted station as the average listener.
Spanish

Purchasing Behavior
Spanish-radio-format fans are 68 percent more likely than the norm to buy or lease a new van or minivan and 75 percent more likely to buy a used one in the next 12 months. They are 14 percent more likely than the general population to buy furniture in the next year.

Among the format groups, Spanish-language radio listeners spend the most per week on groceries.

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

Leisure Activities
Those who tune in to Spanish-language radio are 90 percent more likely than the average to participate in team sports. They are 20 percent more likely than the norm to see a movie within two weeks of opening. Fifty-seven percent of Spanish-format listeners have eaten at a fast-food restaurant 5+ times in the past month.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximArb® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
A Few Format Highlights

More listening to Urban-formatted stations comes from Women 18+ (57 percent) than Men 18+ (43 percent). Like the CHR audience, Urban listeners are young: 75 percent of them are 44 or younger.

Fifty-eight percent of Urban listeners have children in the household. Fifty-two percent own their own homes, which is well below the national average of 69 percent.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaxiMiser® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
Urban

Almost half (47 percent) of Urban listening occurs at home. Nearly one-third (31 percent) occurs in cars. Urban stations are enjoyed at night: 10.4 percent of listening occurs during weekdays from 7PM to Midnight. Listeners in the South Atlantic region are 78 percent more likely to listen to Urban than the average listener.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.
**Urban**

**Purchasing Behavior**
Urban listeners are 50 percent more likely than the norm to purchase/lease a new luxury vehicle in the next 12 months. They are 35 percent more likely than average to buy furniture in the next year. They purchase groceries at rates that are higher than the national average.

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

**Leisure Activities**
Twenty-eight percent of Urban listeners enjoy jogging or running and 23 percent engage in free weights/circuit training. They eat at fast-food restaurants more frequently than any other format group. Urban listeners are among the first to see a new movie, with nearly a quarter reporting that they usually see a new movie within two weeks of opening.

**Urban Strengths**
This format’s listeners are more likely to:

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Category Represent</th>
<th>% of Urban Listeners</th>
<th>Index (100=National Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy or lease a new luxury vehicle in the next 12 months</td>
<td>13.93%</td>
<td>3.27%</td>
<td>150</td>
</tr>
<tr>
<td>Buy furniture in the the next 12 months</td>
<td>12.50%</td>
<td>25.69%</td>
<td>135</td>
</tr>
<tr>
<td>Have spent $200 or more on groceries in the past 7 days</td>
<td>11.95%</td>
<td>9.35%</td>
<td>129</td>
</tr>
<tr>
<td>Have gone jogging/running in the past 12 months</td>
<td>13.50%</td>
<td>27.54%</td>
<td>145</td>
</tr>
<tr>
<td>Have participated in free weights/circuit training in the past 12 months</td>
<td>11.46%</td>
<td>22.80%</td>
<td>123</td>
</tr>
<tr>
<td>See a new movie within the first two weeks of opening</td>
<td>13.00%</td>
<td>24.40%</td>
<td>140</td>
</tr>
<tr>
<td>Have eaten at fast-food restaurant 10+ times in the past 30 days</td>
<td>13.28%</td>
<td>27.52%</td>
<td>143</td>
</tr>
<tr>
<td>Have children in household</td>
<td>12.96%</td>
<td>57.81%</td>
<td>140</td>
</tr>
</tbody>
</table>
Sources

Radio Today contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron’s American Radio Listening Trends, Spring 2002; Maximi$er Plus National Regional Database, Spring 2002; and Scarborough USA+, Release 1, 2002. The American Radio Listening Trends combine radio listening data in Arbitron’s 97 continuously measured markets with Arbitron’s own format information. The Maximi$er Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. Scarborough data are gathered from more than 200,000 interviews with adults, age 18 and over, in 75 of the country’s largest markets. The reports are single-source studies that examine a variety of characteristics including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage as well as media behavior.
Glossary

Average Quarter-Hour Persons (AQH Persons)
The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR)
The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

\[
\text{AQH Persons} \times 100 = \text{AQH Rating (\%)}
\]

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

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

\[
\text{Cume Persons} \times 100 = \text{Cume Rating (\%)}
\]

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

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

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

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

\[
\frac{\text{Quarter-Hours in a time period}}{\text{Cume Audience}} \times \frac{\text{AQH Persons in a time period}}{\text{Cume Audience}} = \text{TSL}
\]