



Radio Today

Radio Today

How America Listens to Radio

2003 Edition

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.

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People's Favorite Formats

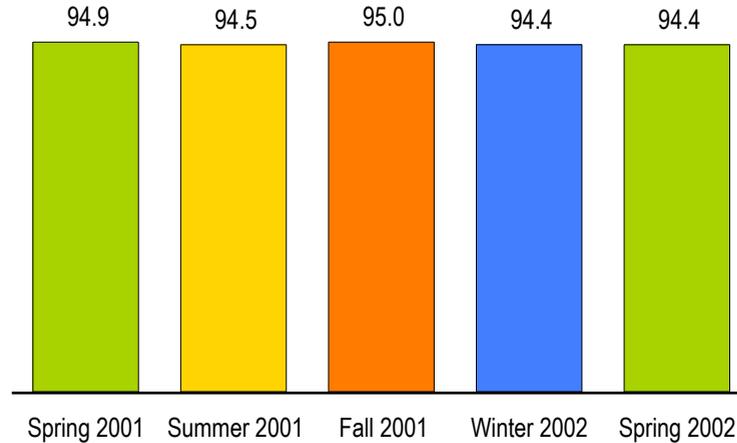
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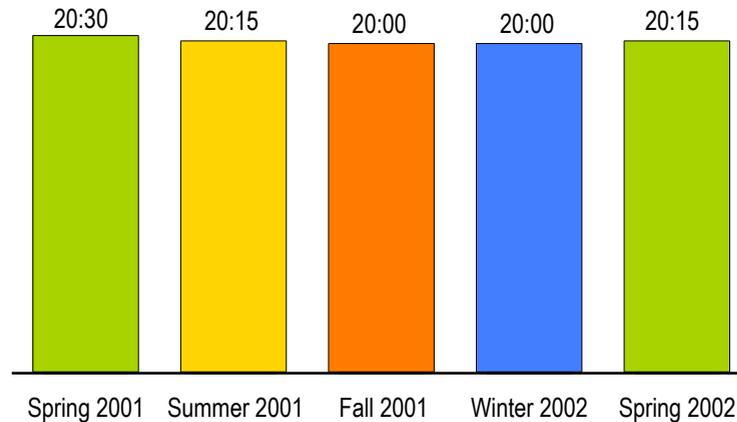
Listening Patterns

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.



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



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

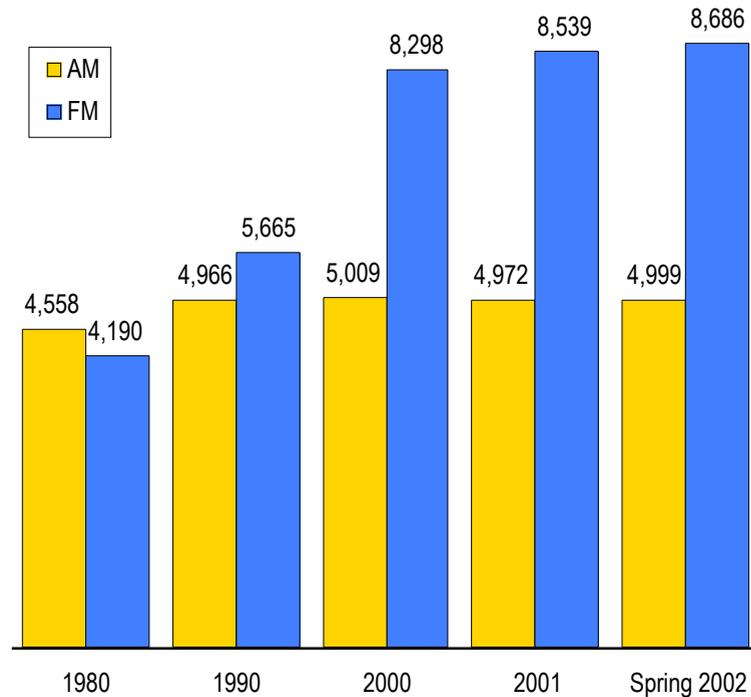
Source: Arbitron's American Radio Listening Trends

Station Trends

Radio Rules

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



Number of Radio Stations in the U.S.

Radio Reaches All Ages

Battle of the Sexes

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

Among men, share of radio listening (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: *Maximiser® Plus National Regional Database, Spring 2002, Mon-Sun, 6AM-Mid*

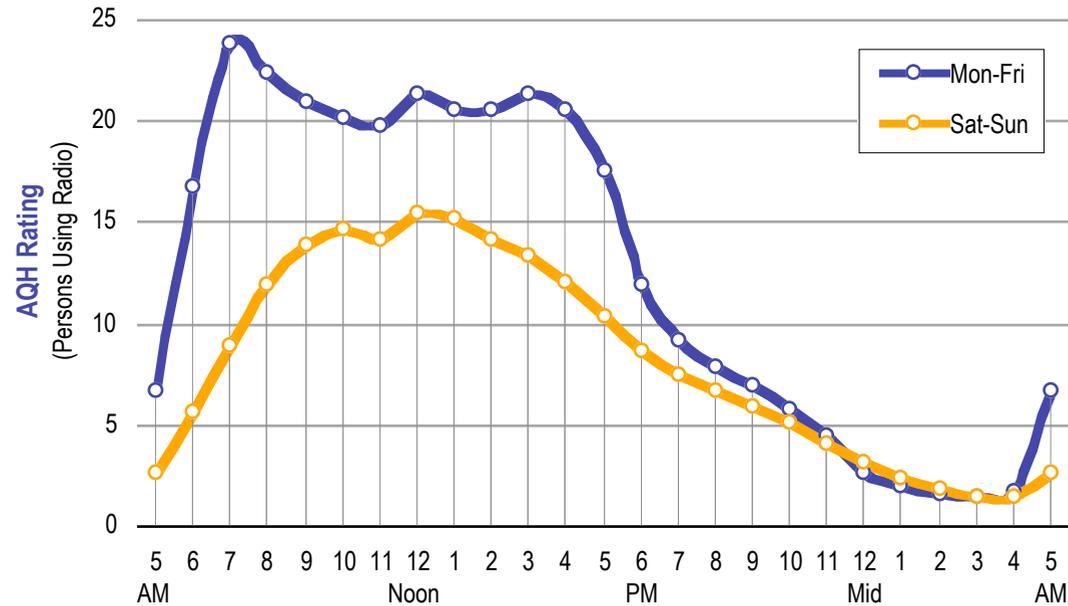
Hour-by-Hour Listening

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.



Hour-by-Hour Listening, AQH Rating

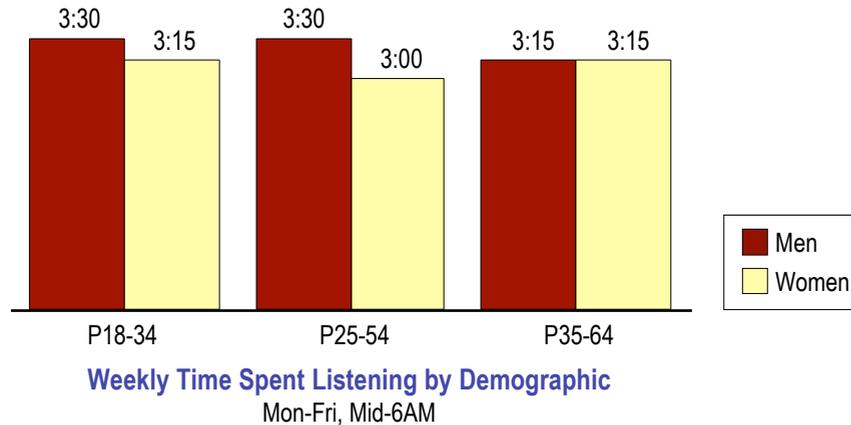
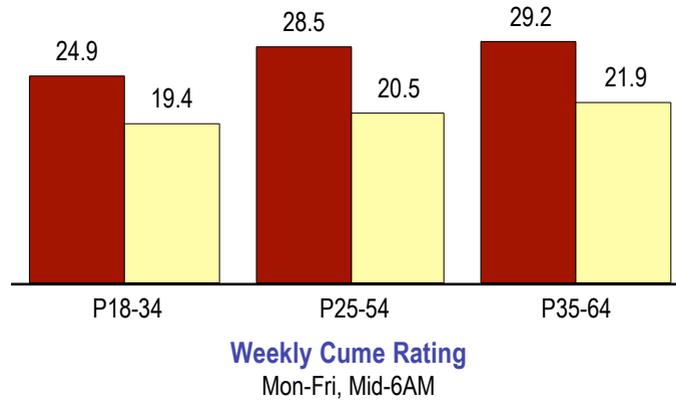
Source: *MaxiSer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM*

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 12Midnight to 6AM.

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



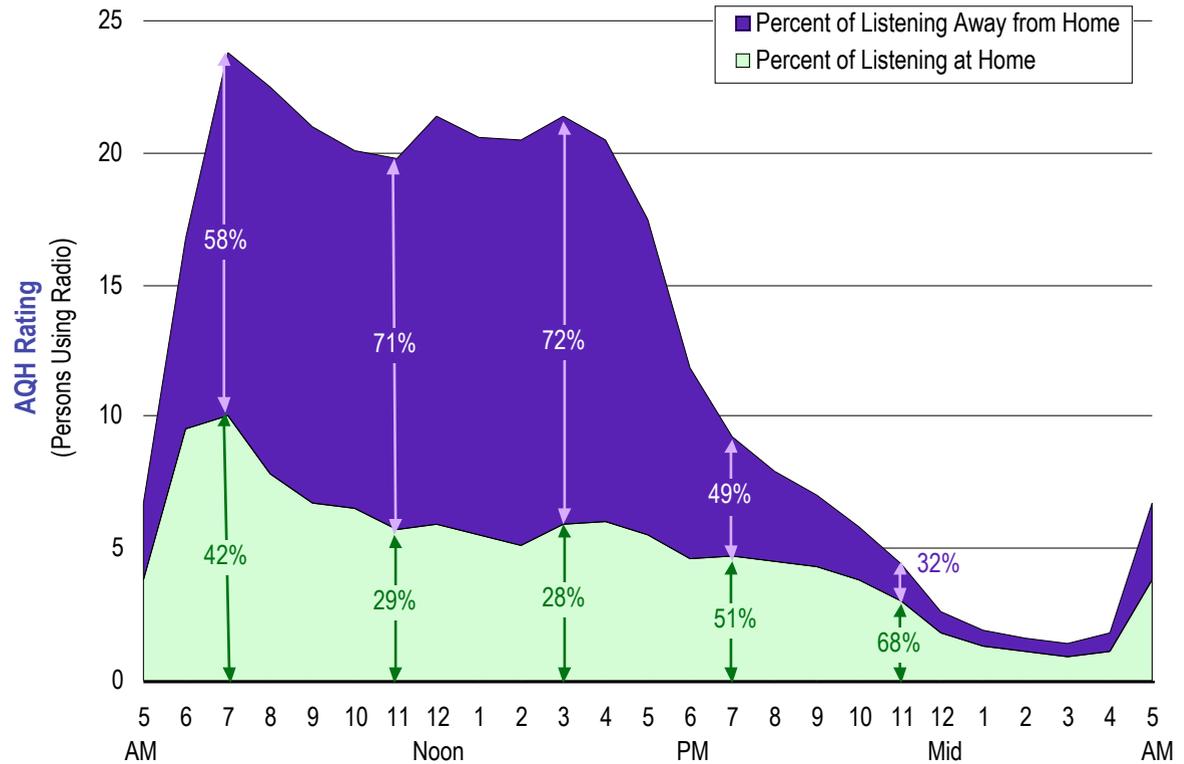
Source: MaximiSer® Plus National Regional Database, Spring 2002, Mon-Fri, Mid-6AM

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.



Weekday Listening, AQH Rating

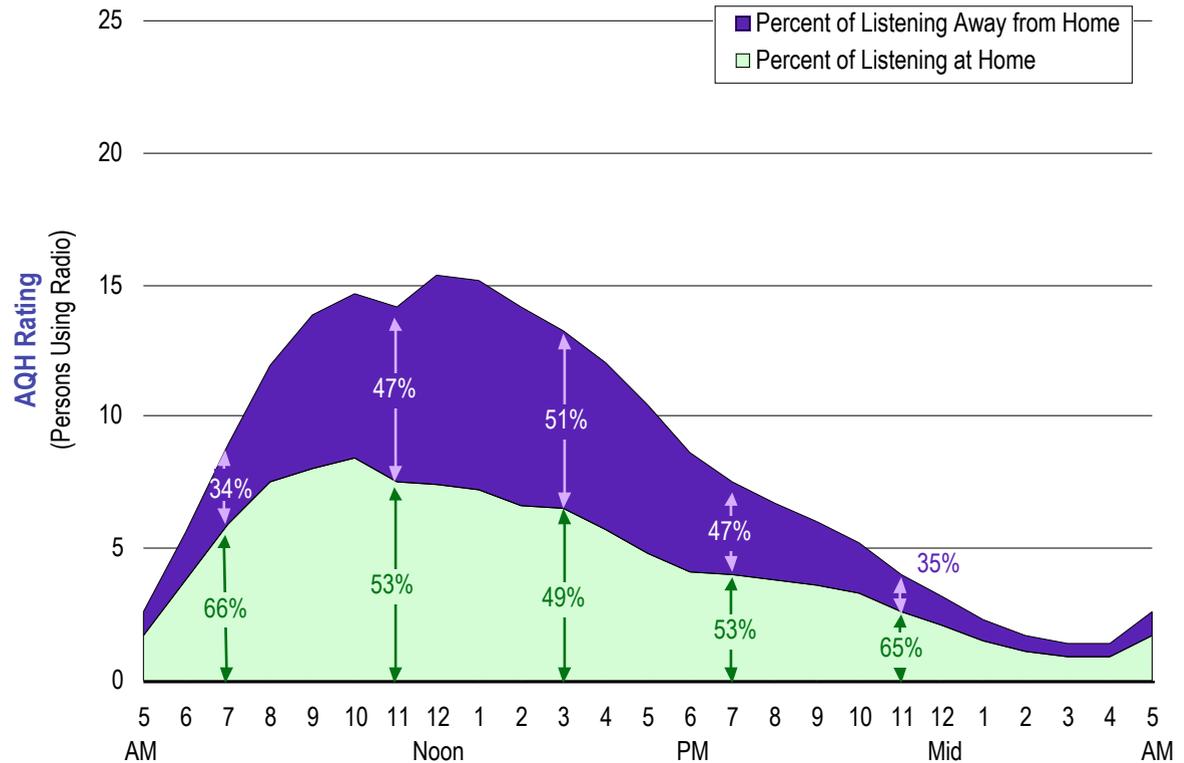
Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM

Where People Listen: Weekends

Strong Weekend Listening at Home

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



Weekend Listening, AQH Rating

Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

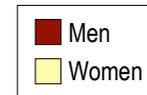
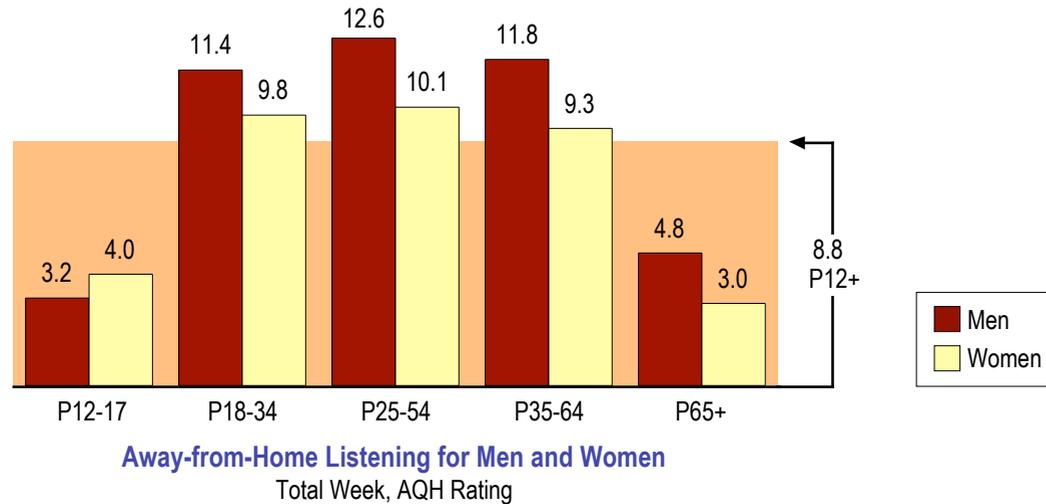
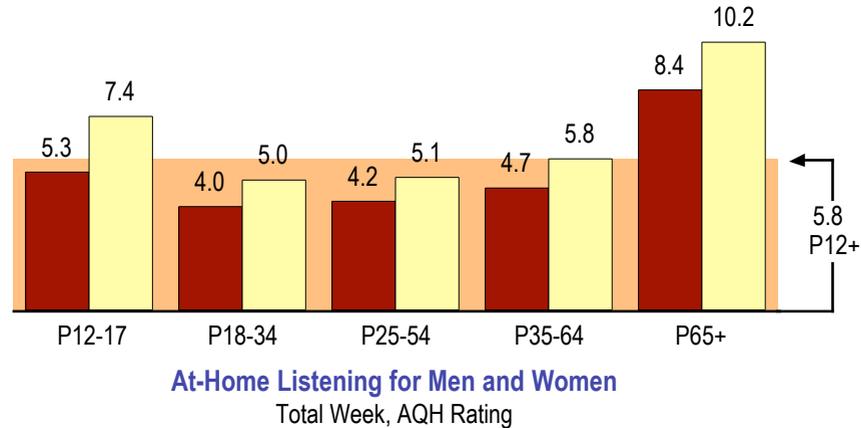
Source: MaximiSer® Plus National Regional Database, Spring 2002, Sat-Sun, 5AM-5AM

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.



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.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	39.6%	32.9%	25.0%	2.5%
Mon-Fri 6AM-10AM	40.5%	34.4%	23.9%	1.2%
Mon-Fri 10AM-3PM	27.9%	27.6%	42.4%	2.1%
Mon-Fri 3PM-7PM	30.9%	42.4%	24.4%	2.4%
Mon-Fri 7PM-Mid	59.3%	26.1%	11.1%	3.5%
Weekend 10AM-7PM	49.3%	35.9%	10.4%	4.3%

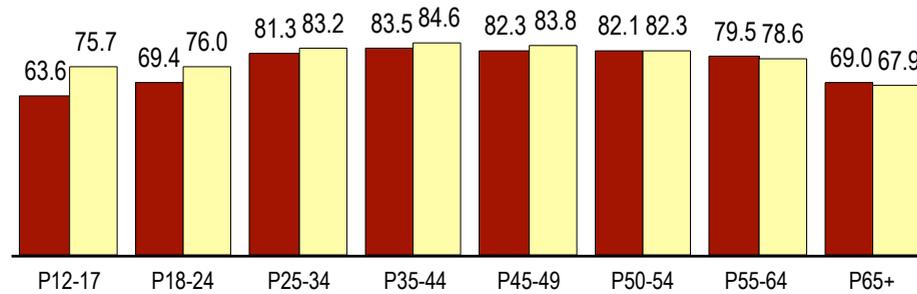
Distribution of AQH Radio Listeners by Listening Location

Persons 12+

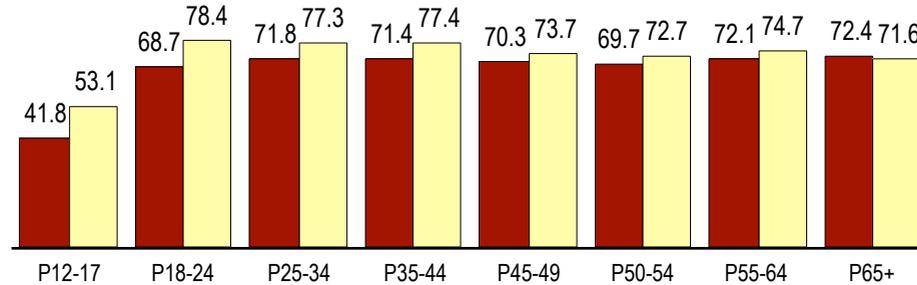
Listening by Daypart

Who's Listening When

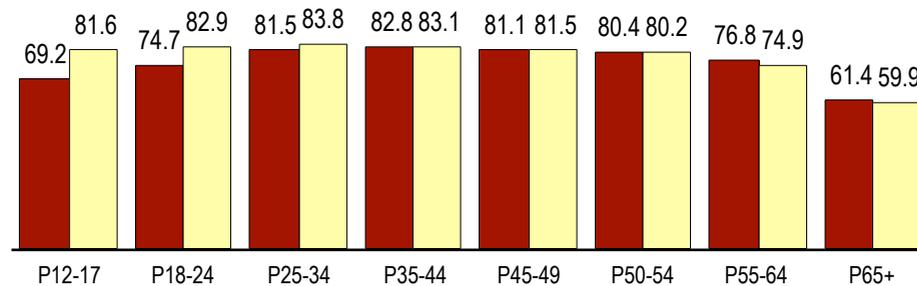
Different age groups listen to radio at different times. Peak listening times for most men and women are weekday mornings from 6AM to 10AM and late afternoons from 3PM to 7PM. Teenagers are most likely to tune in on weekends and weekday afternoons, after school. The Monday-Friday midday time slot (10AM-3PM)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



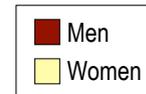
Mon-Fri 6AM-10AM



Mon-Fri 10AM-3PM



Mon-Fri 3PM-7PM

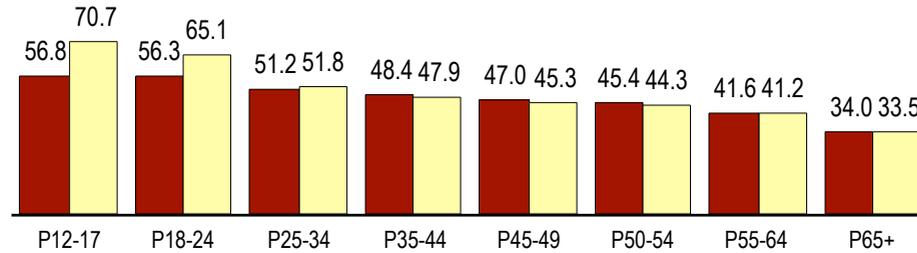


Note: Figures above are Cume Ratings.

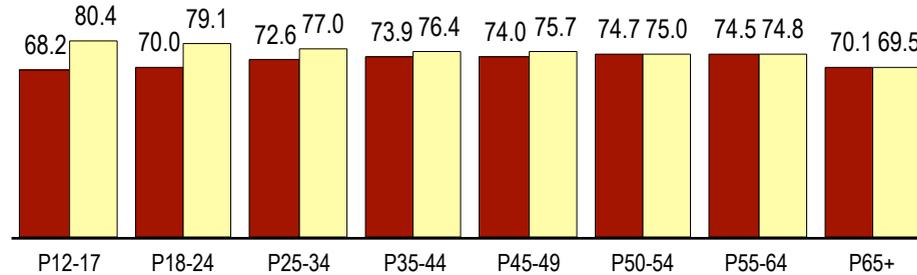
Source: MaximiSer® Plus National Regional Database, Spring 2002

Listening by Daypart

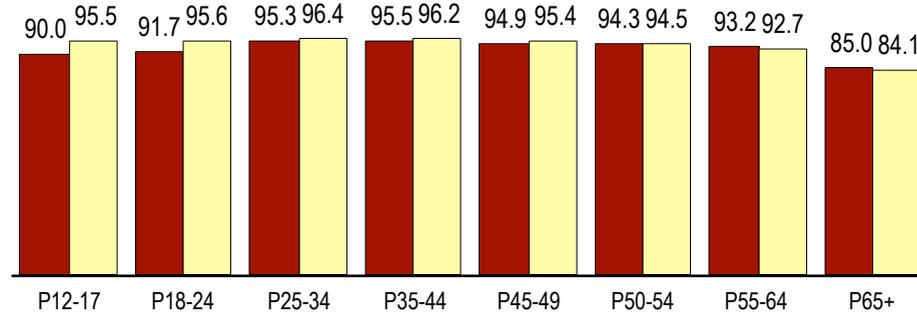
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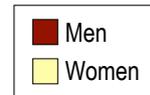
Mon-Fri 7PM-Mid



Sat-Sun 6AM-Mid



Mon-Sun 6AM-Mid



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: *MaximiSer® Plus National Regional Database, Spring 2002*

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Adult Contemporary

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

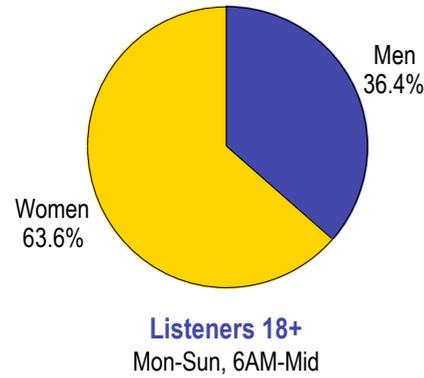
A Few Format Highlights

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.

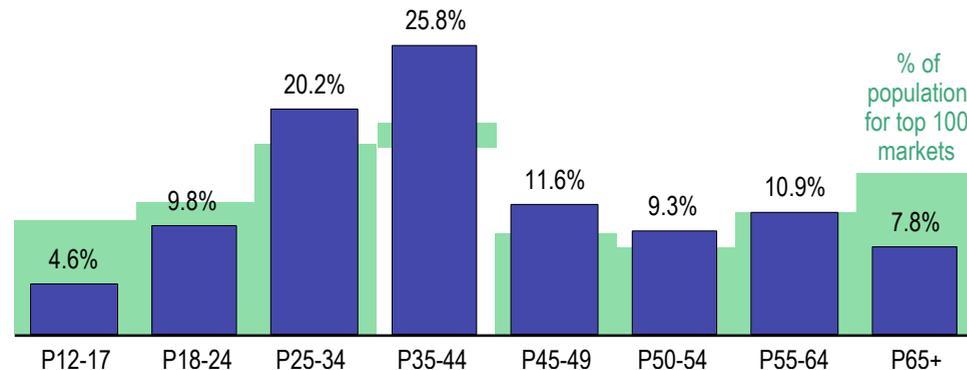
AC Stations	1,559
Total Stations	13,685

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



AC	7.2%
Hot AC	3.9%
Soft AC	1.7%
Modern AC	0.7%
Total AC	13.6%

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



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

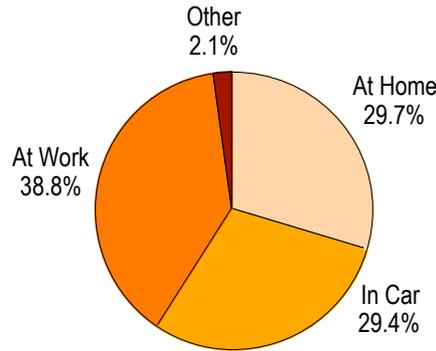
Adult Contemporary

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

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

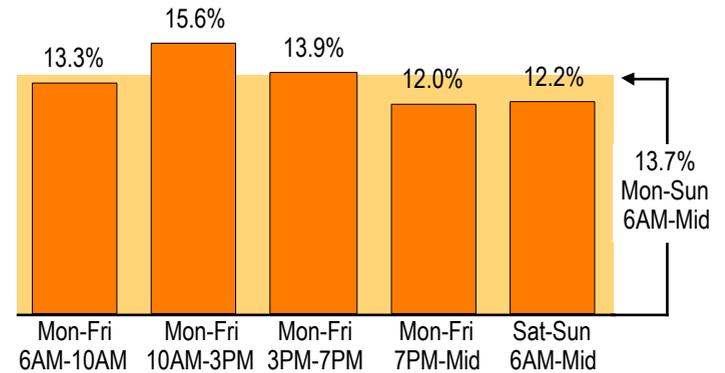
AC is tied with News/Talk/Information for the highest share of listening 10AM-3PM. AC has the second highest share of listening in the drive-time dayparts, 6AM-10AM and 3PM-7PM.

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



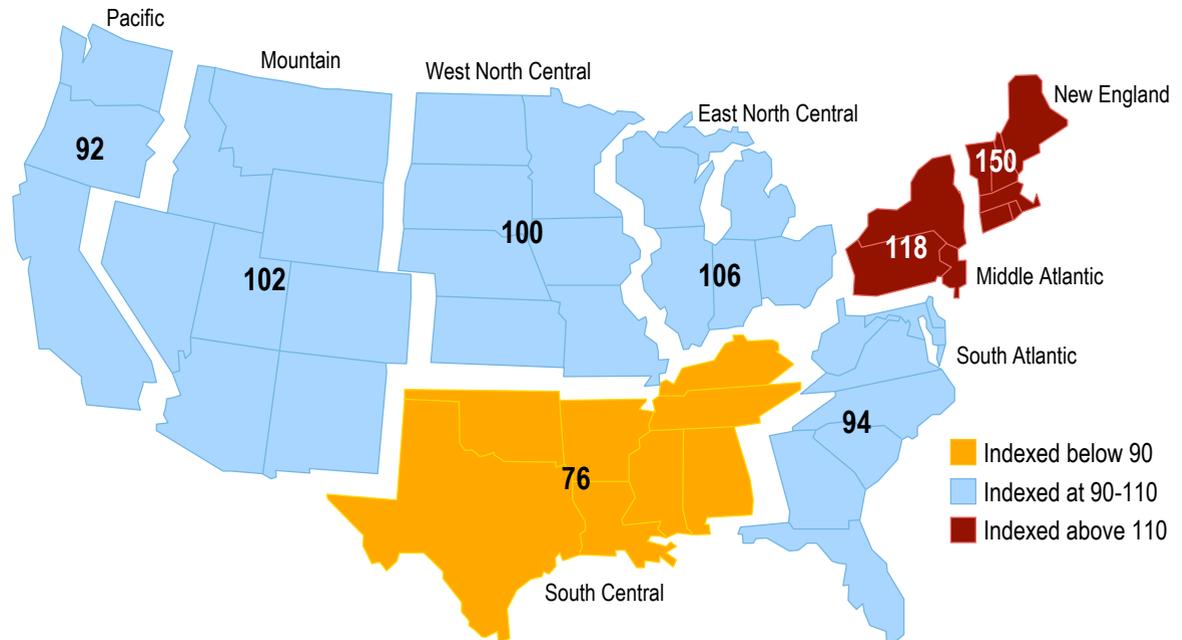
AQH Share of Listening by Location

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

*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.*

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.

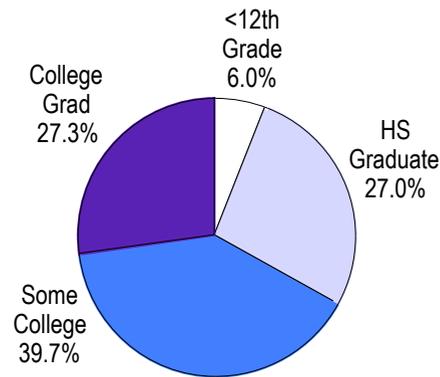
AC fans use financial services at rates well above the national average. They are 23 percent more likely than the norm to have a 401(k) plan and 17 percent more likely to use a debit card.

Leisure Activities

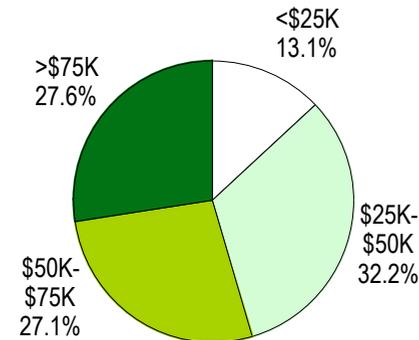
AC listeners are 35 percent more likely than the general population to go in-line skating and snow skiing. Nearly one-quarter have eaten at a fast-food restaurant, six to nine times in the past 30 days. AC fans are 17 percent more likely than average to see a new movie within the first two weeks of opening.

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.



Education
Persons 18+



Household Income
Persons 18+

Adult Contemporary Strengths

This format's listeners are more likely to:

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

Adult Standards

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

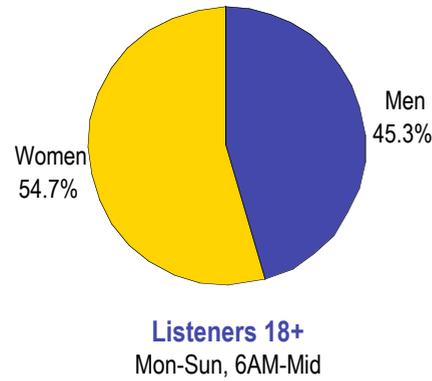
A Few Format Highlights

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.

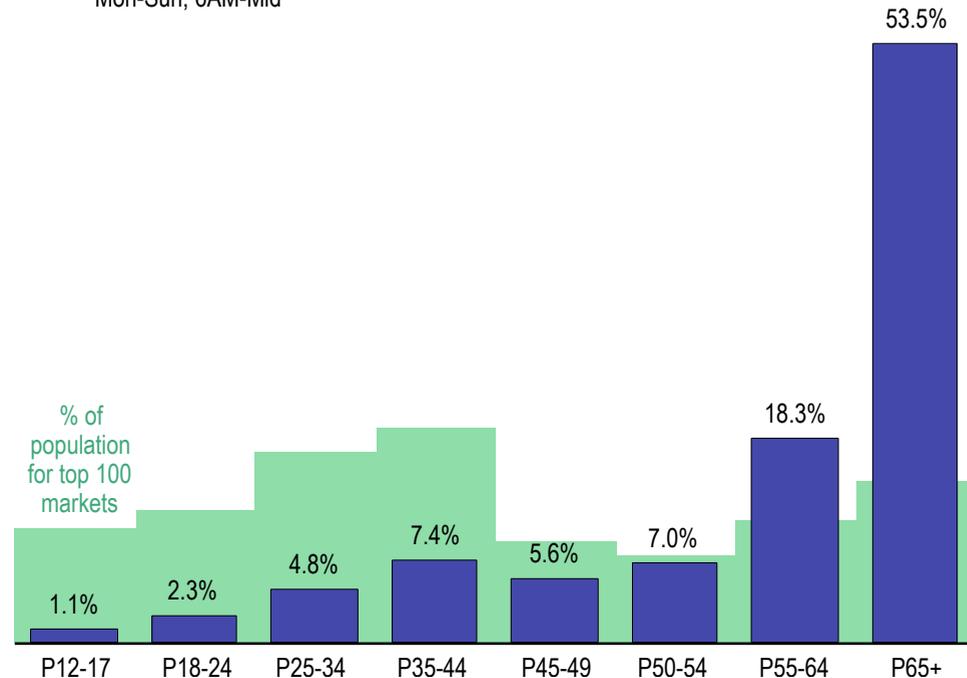
Adult Standards Stations
1,264
Total Stations
13,685

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.



Adult Standards	1.8%
Variety	1.1%
Nostalgia	0.3%
Easy Listening	0.2%
Total Adult Standards	3.5%

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

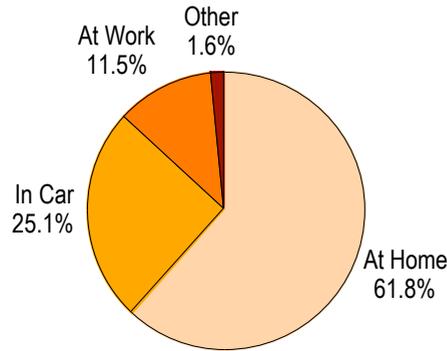


Adult Standards

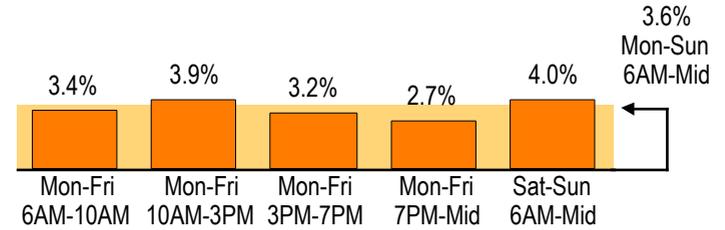
Adult Standards listeners strongly prefer to listen at home. Sixty-two percent listen at home, while about 25 percent listen in their cars.

The most popular dayparts for listening to Adult Standards are weekdays 10AM-3PM and weekends 6AM-Mid.

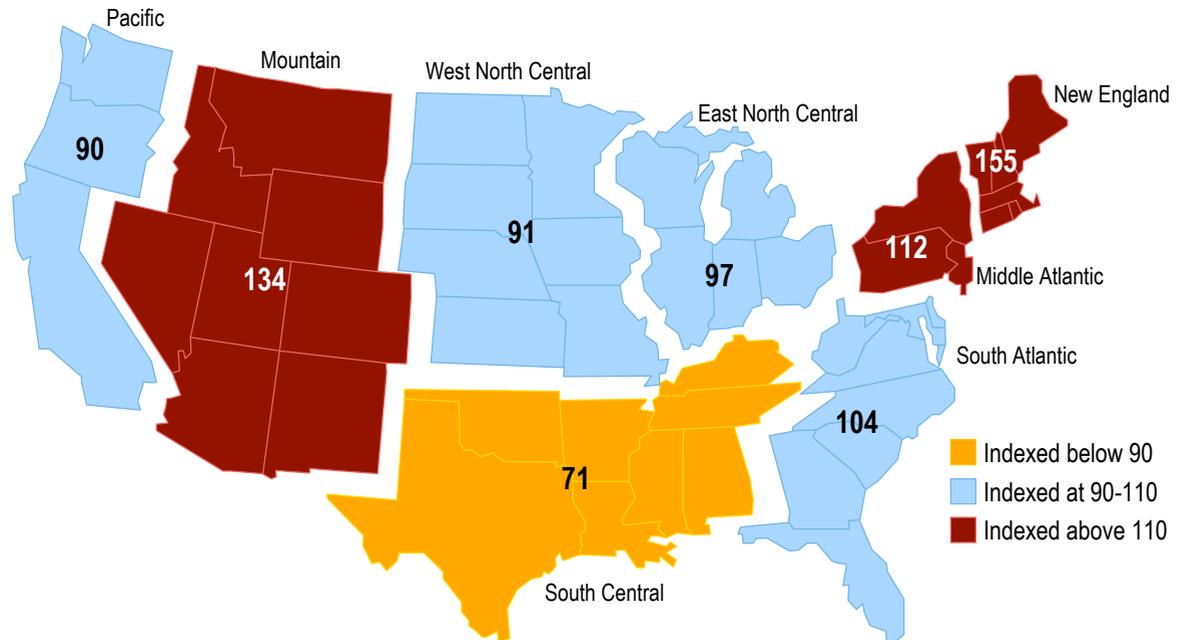
Adult Standards has its largest following among listeners in the New England region, where they are 55 percent more likely to tune in than the average listener.



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

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.

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.

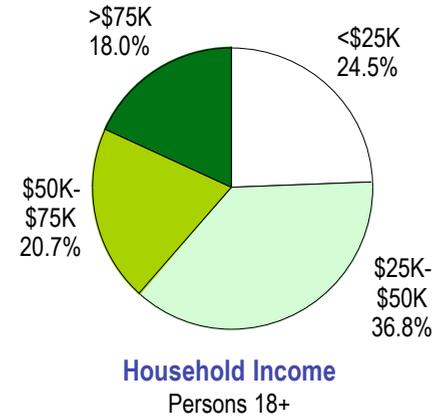
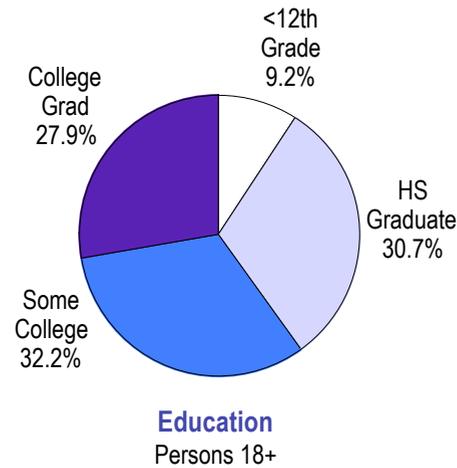
Among financial services and products, Adult Standards listeners purchase conservative, liquid investments, such as certificates of deposit (40 percent more likely) and money market accounts (38 percent more likely), at rates well above the norm.

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 Maximize® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.



Adult Standards Strengths

This format's listeners are more likely to:

	% of Category Adult Standards Listeners Represent	% of Adult Standards Listeners	Index (100= National Average)
Buy a used full-sized car in the next 12 months	4.56%	1.39%	118
Buy a used luxury vehicle in the next 12 months	4.34%	1.22%	113
Have certificates of deposit	5.39%	22.50%	140
Have money market accounts	5.34%	24.47%	138
Have played golf in the past 12 months	4.28%	16.98%	111
Have gone hiking/backpacking in the past 12 months	4.59%	16.19%	119
Have played tennis in the past 12 months	4.59%	7.00%	119
See a new movie two or more weeks after opening	4.11%	35.91%	107
Own residence	4.18%	74.74%	108

Alternative

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

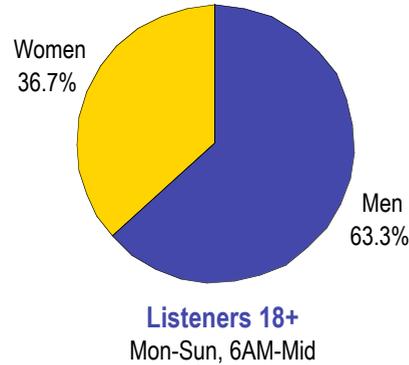
A Few Format Highlights

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

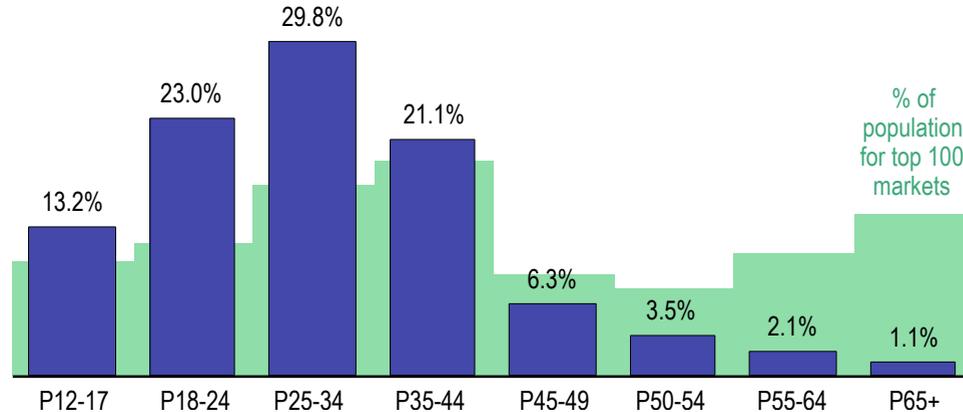
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.*



Alternative	3.3%
Album Adult Alternative	0.9%
Total Alternative	4.2%

AQH Share of Alternative Formats

Mon-Sun, 6AM-Mid, Persons 12+



Audience Composition

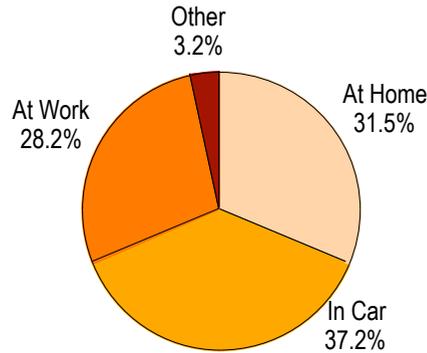
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Alternative

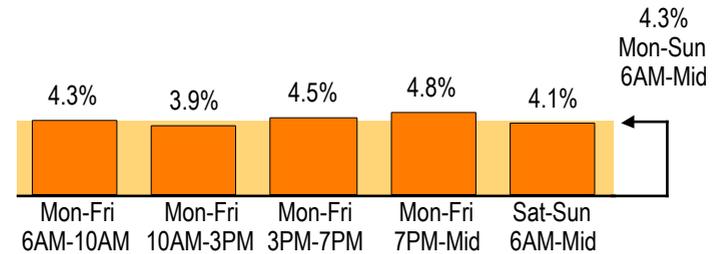
Alternative listeners tune in wherever they can. These listeners spend more time listening in cars (37 percent), but they are also listening at home (31.5 percent) and at work (28 percent).

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

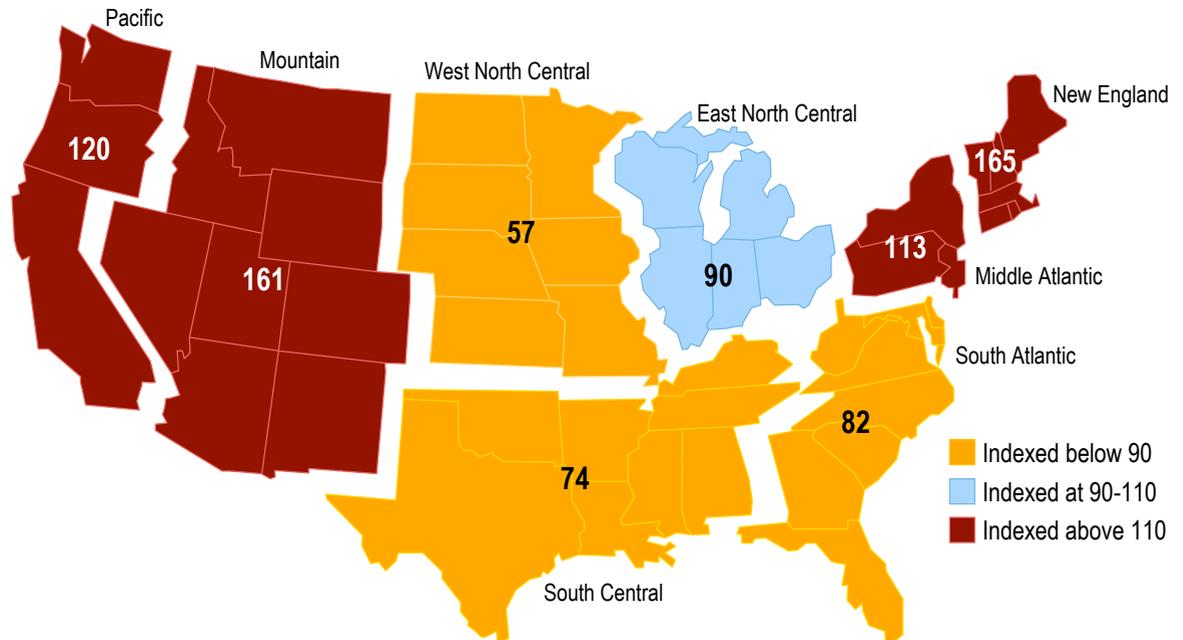
New Englanders and those in the Mountain region are much more likely to tune in to Alternative than the average listener.



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

*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.*

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.

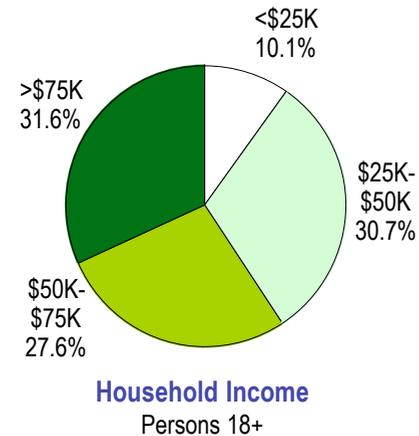
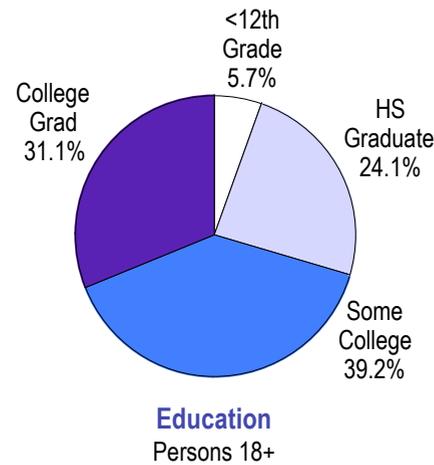
They are 56 percent more likely than the norm to use home computer banking.

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.

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.



Alternative Strengths

This format's listeners are more likely to:

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

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."

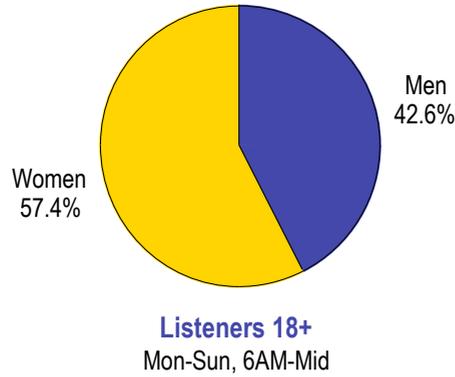
A Few Format Highlights

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.

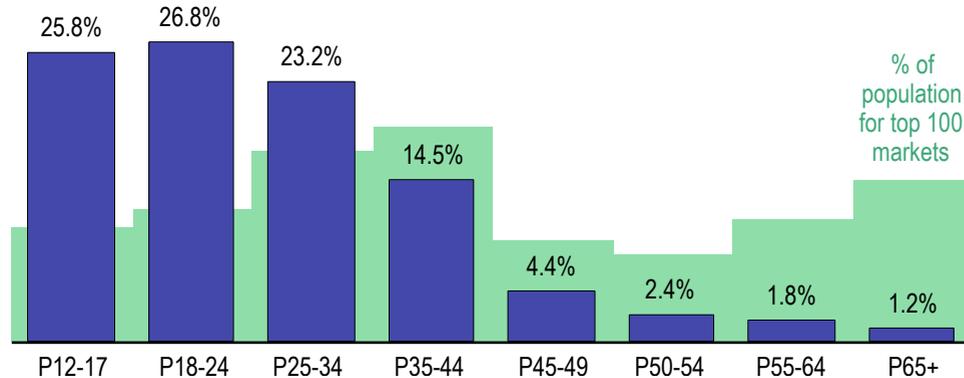
CHR Stations	595
Total Stations	13,685

*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.*



Pop CHR	6.8%
Rhythmic CHR	3.8%
Total CHR	10.6%

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

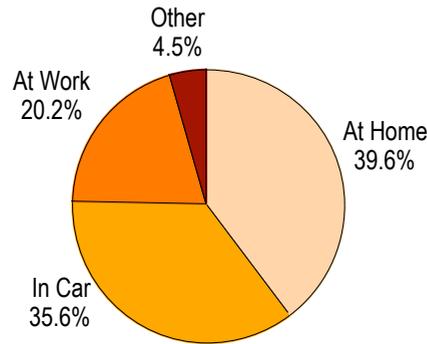


Contemporary Hit Radio

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

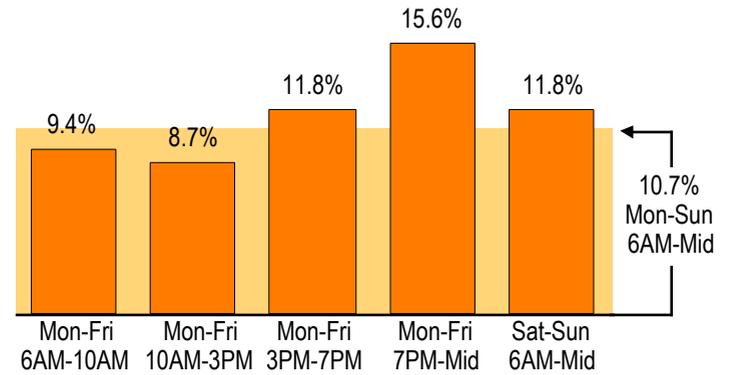
This format has a greater share of evening listening (15.6 percent) than any other.

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



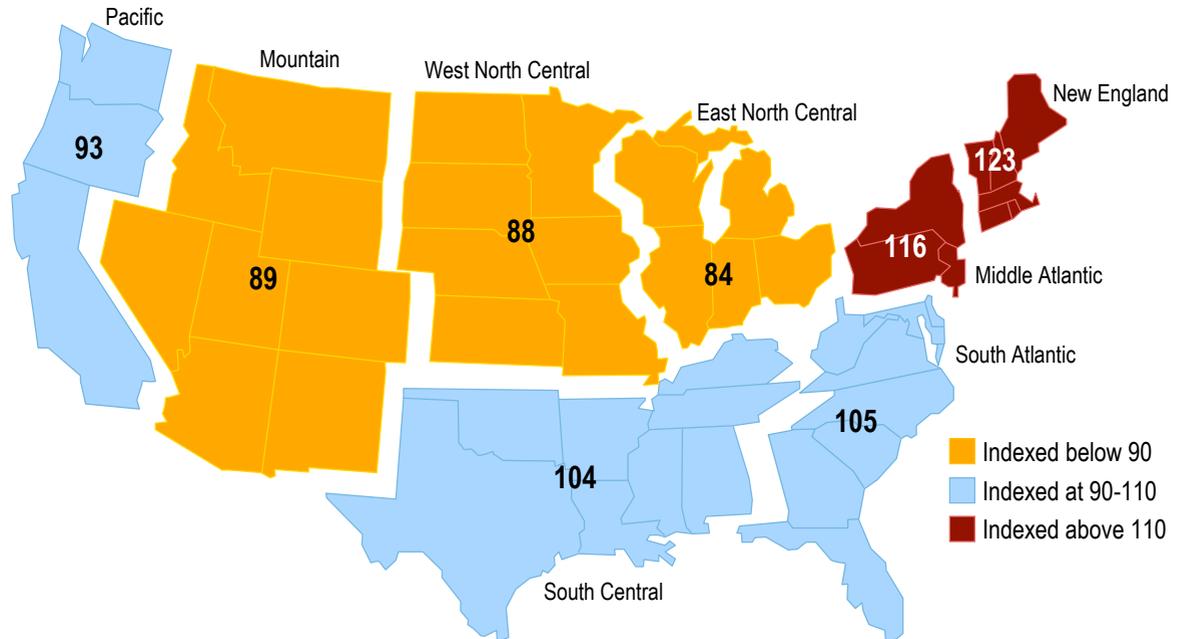
AQH Share of Listening by Location

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

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.

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.

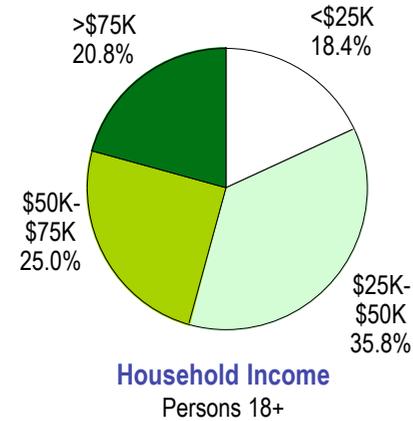
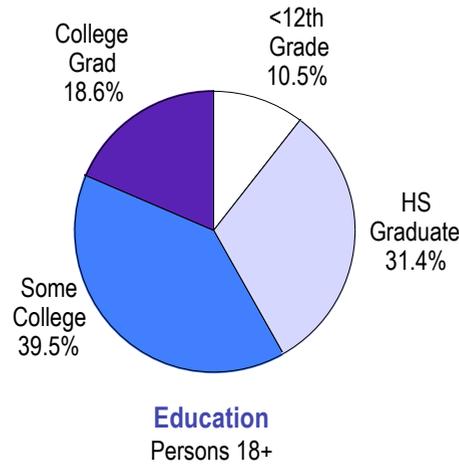
Nearly 55 percent of CHR listeners have/use a debit card, and almost 58 percent have/use an ATM card.

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.

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.



CHR Strengths

This format's listeners are more likely to:

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

Classical

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

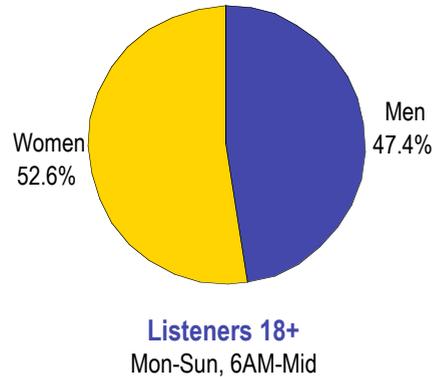
A Few Format Highlights

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.

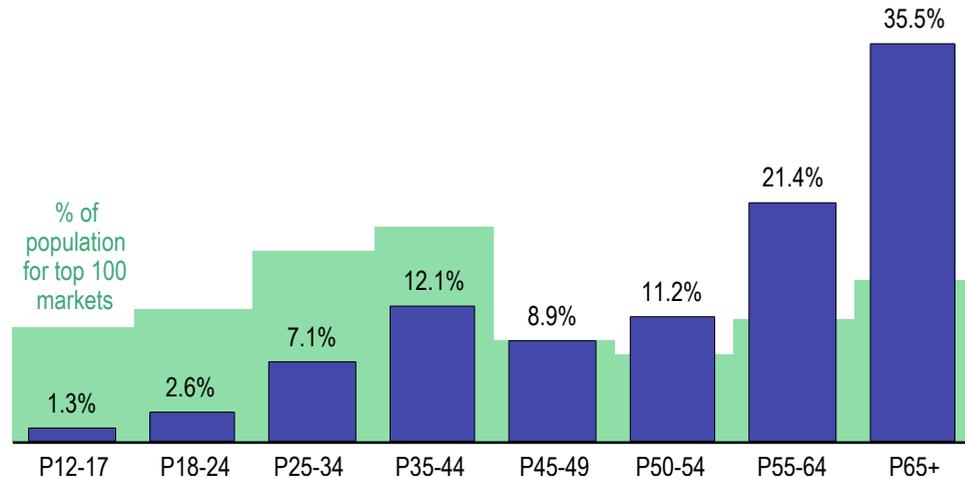
Classical Stations
296
13,685
Total Stations

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



Total Classical 2.3%

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



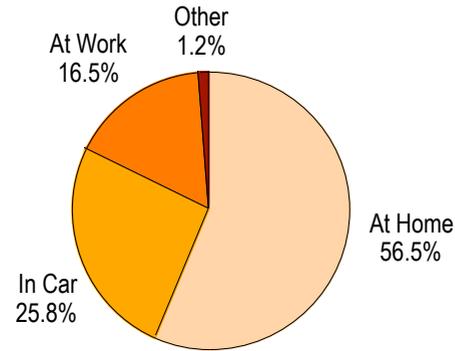
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Classical

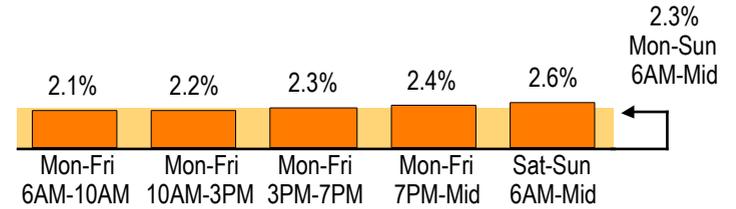
More than half of all Classical listening is done at home.

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

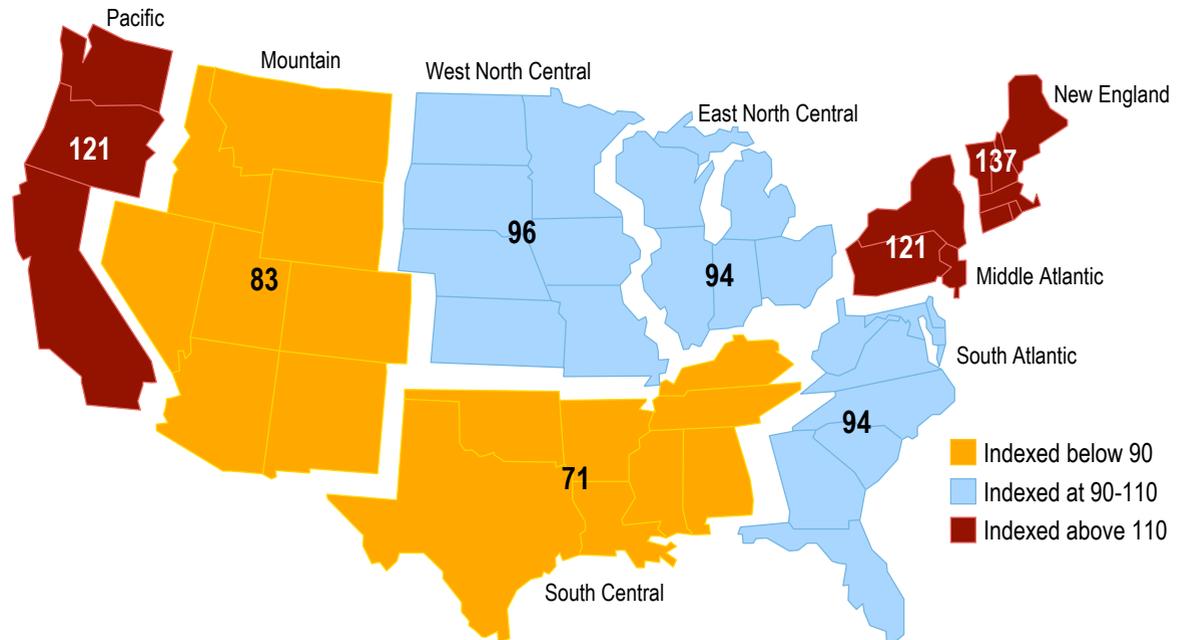
New Englanders and people in the Middle Atlantic and Pacific regions are more likely to listen to Classical than the average listener.



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

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.

Classical

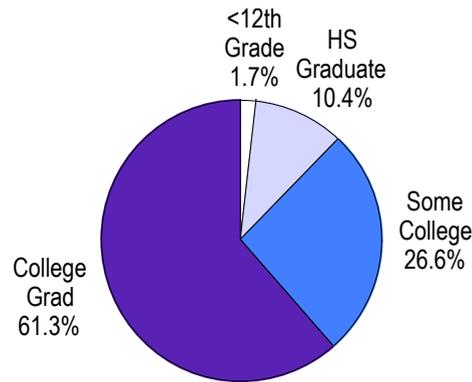
Purchasing Behavior

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.

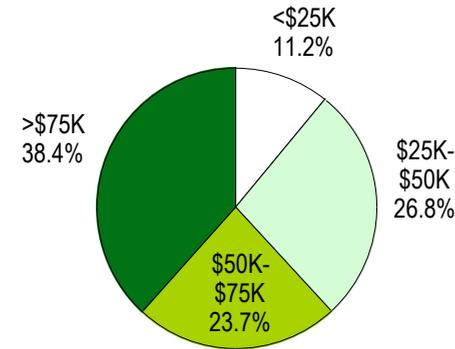
Leisure Activities

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.



Education

Persons 18+



Household Income

Persons 18+

Classical Strengths

This format's listeners are more likely to:

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

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.

Country

Includes traditional and modern country music.

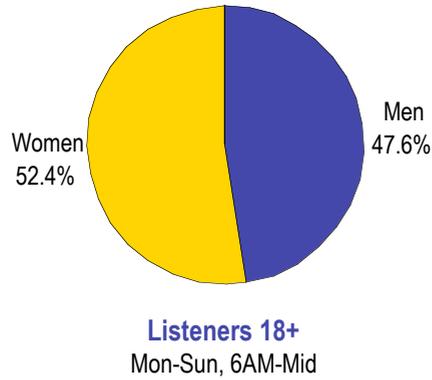
A Few Format Highlights

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.

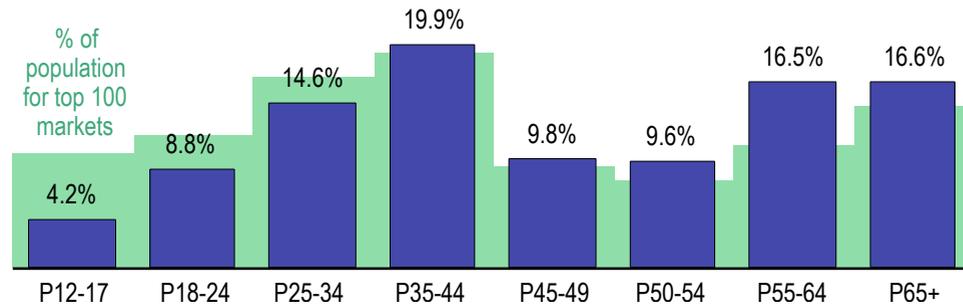
Country Stations	2,170
Total Stations	13,685

*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.*



Country	11.9%
Classic Country	0.6%
New Country	0.5%
Total Country	12.9%

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



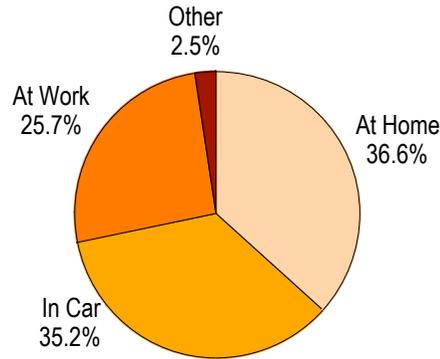
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Country

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

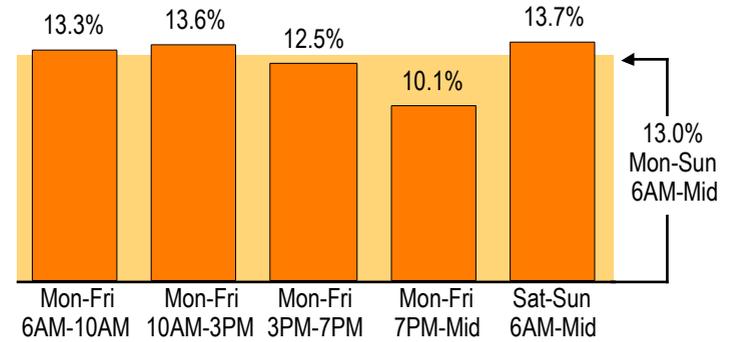
Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

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



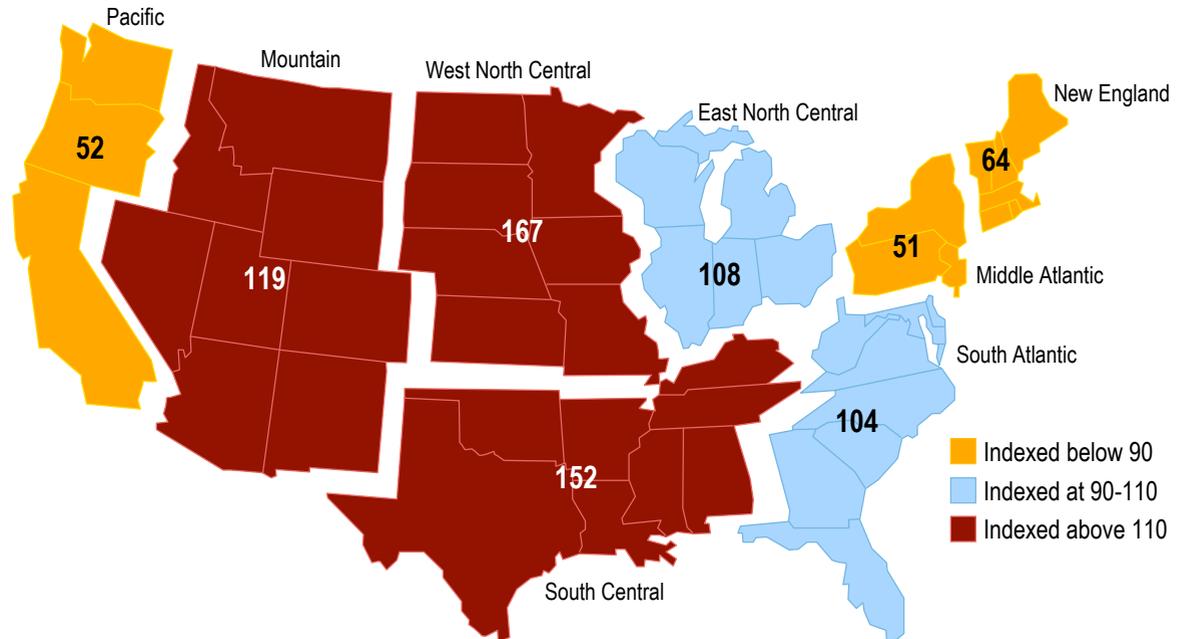
AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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

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.

Country

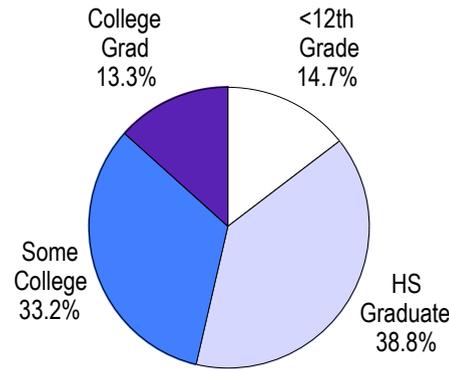
Purchasing Behavior

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.

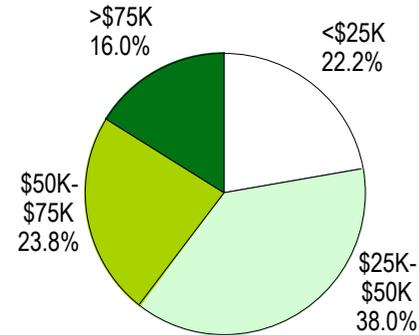
Leisure Activities

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.



Education

Persons 18+



Household Income

Persons 18+

Country Strengths

This format's listeners are more likely to:

	% of Category Country Listeners Represent	% of Country Listeners	Index (100= National Average)
Buy a new pickup truck in the next 12 months	27.20%	3.17%	129
Have/use a personal loan	26.32%	9.83%	125
Have/use an auto loan	25.93%	30.44%	123
Have gone hunting in the past 12 months	32.90%	12.40%	156
Have gone fishing in the past 12 months	26.40%	29.56%	125
Have gone camping in the past 12 months	25.64%	24.98%	121
Have eaten at fast-food restaurant 5+ times in the past 30 days	22.74%	56.57%	108
Have children in household	22.26%	43.62%	105
Own residence	23.50%	76.69%	111

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximize® 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.

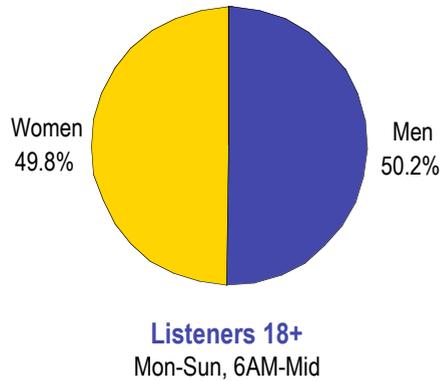
A Few Format Highlights

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.

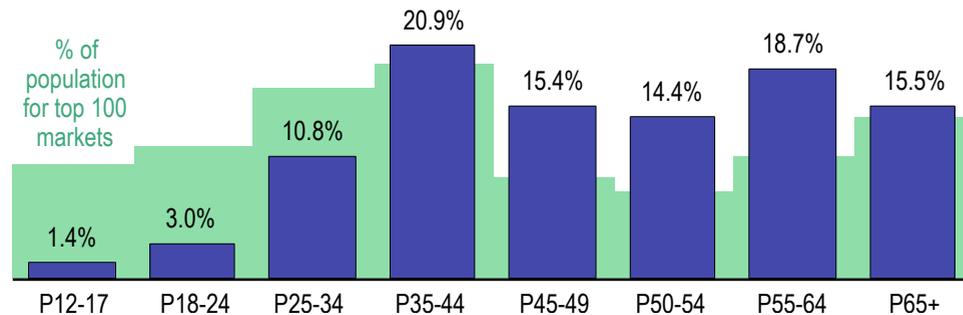
New AC/Smooth Jazz Stations
151
Total Stations
13,685

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



New AC/Smooth Jazz	1.9%
Jazz	0.5%
Total	2.4%

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



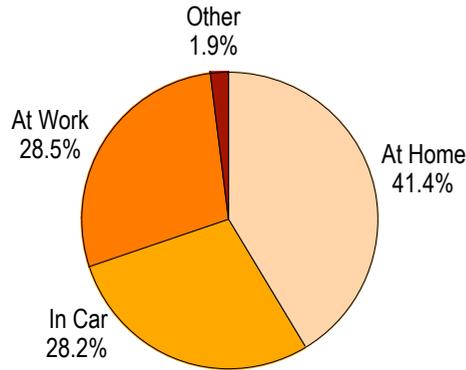
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

New AC/ Smooth Jazz

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

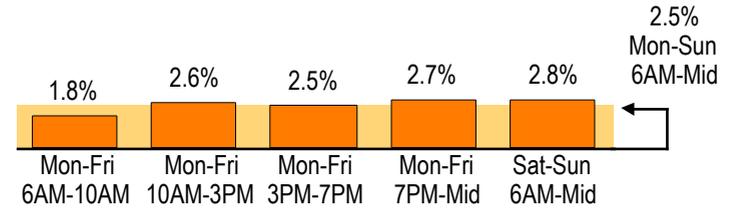
Listeners tune in to NAC/Smooth Jazz pretty evenly across the dayparts. Weekday mornings from 6AM to 10AM have the smallest audience.

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.



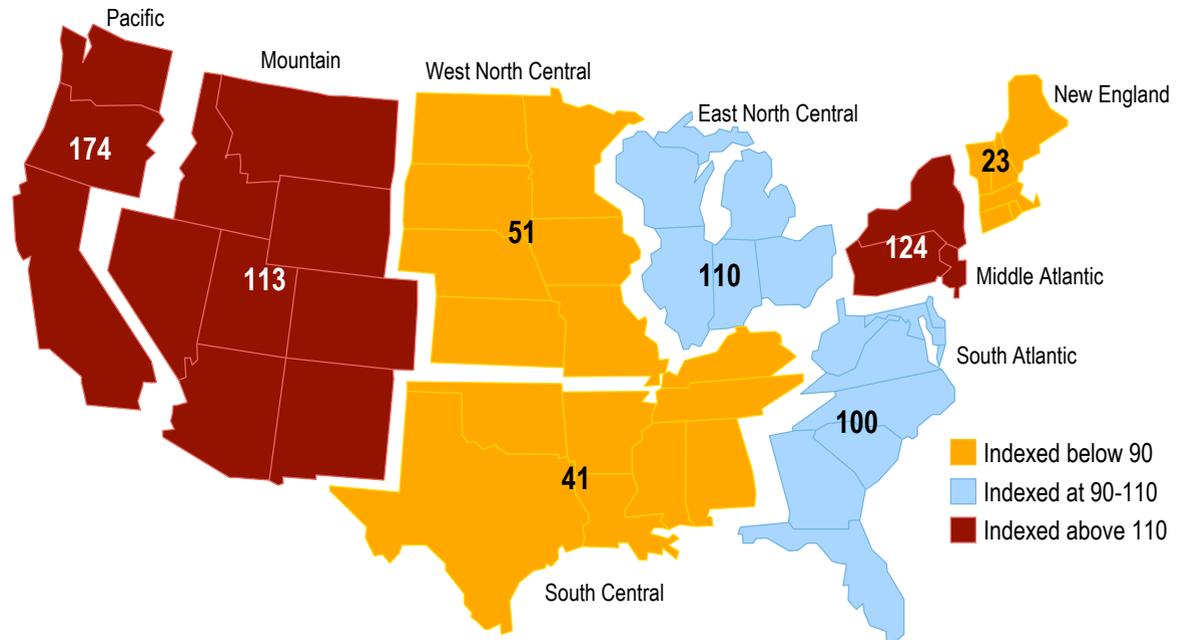
AQH Share of Listening by Location

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

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.

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.

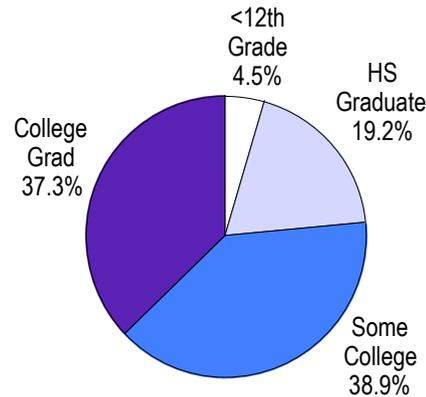
They are 20 percent more likely than the norm to have a money market account.

Leisure Activities

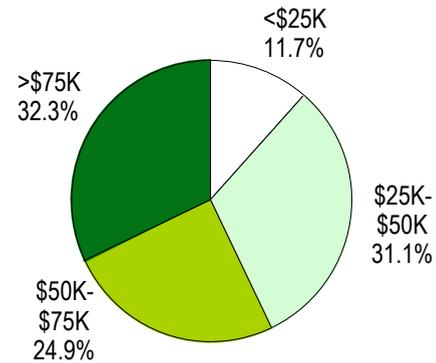
NAC/Smooth Jazz attracts a fitness-conscious audience, with listeners participating in bicycling, free weights/circuit training, and jogging/running at rates well above the norm. They patronize fast-food restaurants slightly more often than the typical consumer. NAC/Smooth Jazz listeners are 12 percent 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.



Education
Persons 18+



Household Income
Persons 18+

New AC/Smooth Jazz Strengths

This format's listeners are more likely to:

	% of Category New AC/Smooth Jazz Listeners Represent	% of New AC/Smooth Jazz Listeners	Index (100= National Average)
Buy a new luxury car in the next 12 months	8.65%	2.66%	153
Buy a used luxury car in the next 12 months	9.36%	1.79%	165
Buy furniture in the next 12 months	6.47%	21.79%	114
Have spent \$200 or more on groceries in the past 7 days	6.97%	8.94%	123
Have/use a money market account	6.98%	21.13%	120
Have gone bicycling in the past 12 months	6.61%	29.39%	117
Have participated in free weights/circuit training in the past 12 months	7.03%	22.92%	124
Have gone jogging/running in the past 12 months	6.67%	22.30%	118
See a new movie within the first two weeks of opening	6.34%	19.51%	112
Have eaten at fast-food restaurant 5+ times in the past 30 days	5.79%	53.72%	102

News/Talk/Information

Includes news, business news, talk and sports formats.

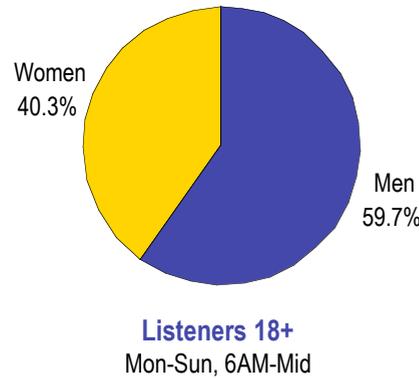
A Few Format Highlights

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.

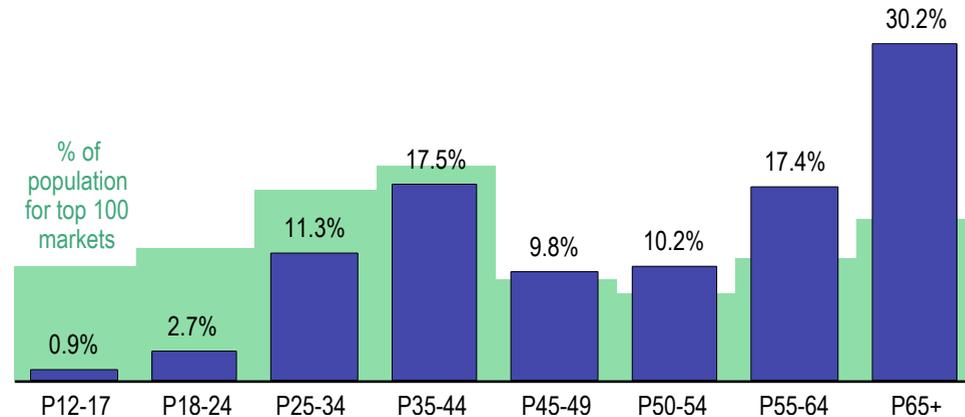
News/Talk/Information Stations
1,999
13,685
Total Stations

*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.*



News/Talk	9.7%
All News	1.5%
All Sports	1.8%
Talk/Personality	1.7%
Total News/Talk/Information	14.7%

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



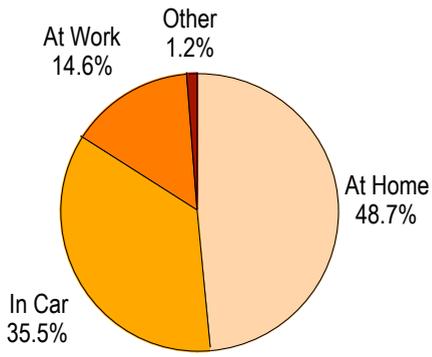
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

News/Talk/Information

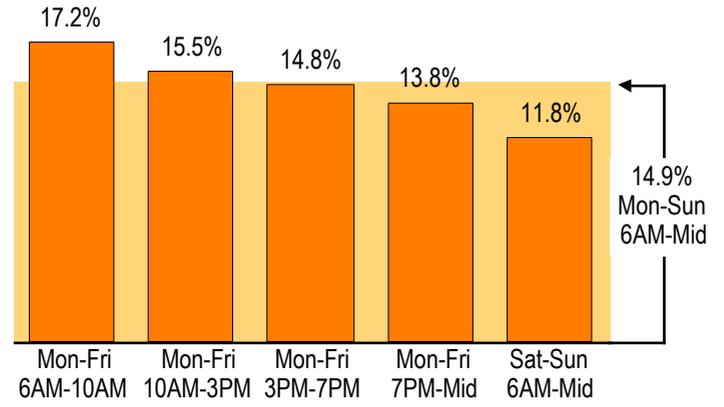
Almost half of News/Talk/Information listening occurs at home. More than one-third of News/Talk/Information listening takes place in cars.

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

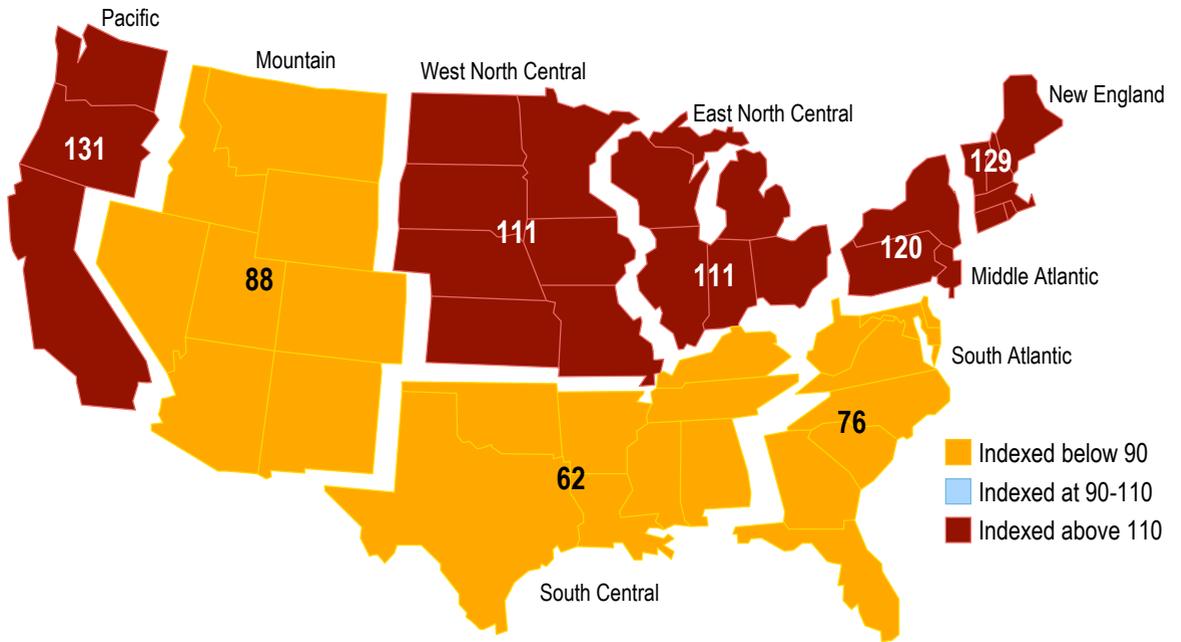
This format performs best in the Pacific (131) and New England (129) regions.



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

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

News/Talk/Information

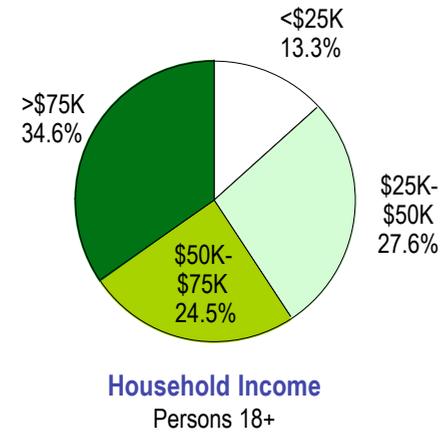
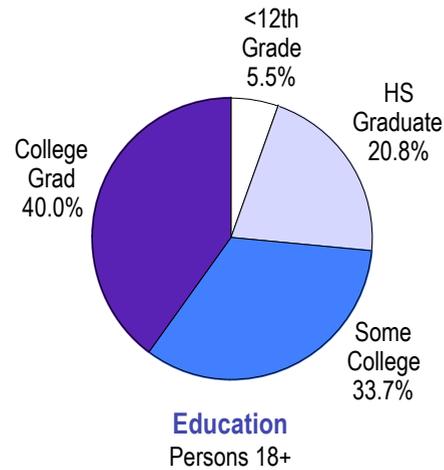
Purchasing Behavior

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:

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

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 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.

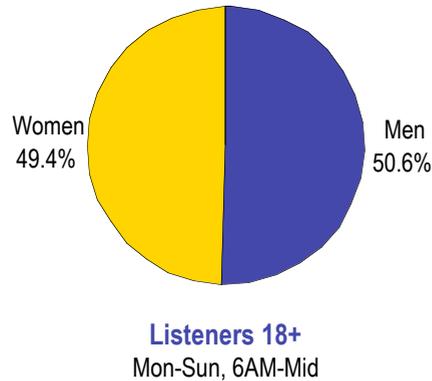
A Few Format Highlights

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.

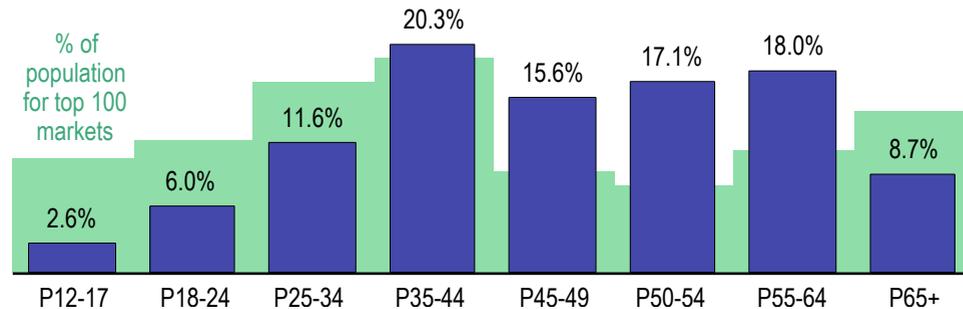
Oldies Stations	963
Total Stations	13,685

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.



Oldies	5.3%
'80s Hits	0.7%
Classic Hits	0.9%
Rhythmic Oldies	0.5%
Total Oldies	7.3%

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



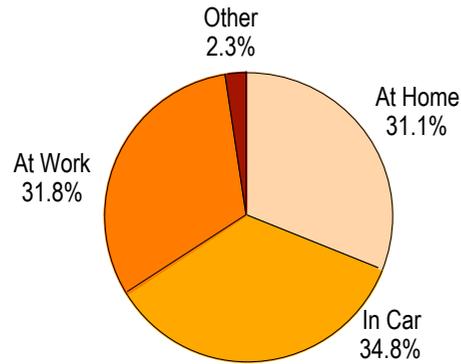
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Oldies

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

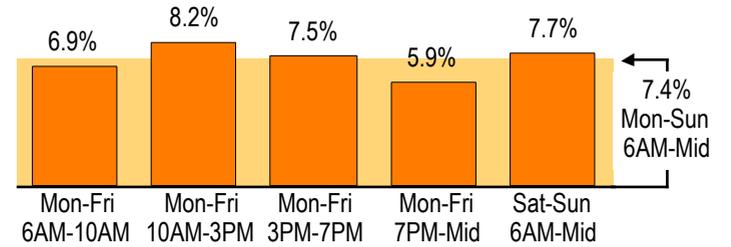
The most popular dayparts for listening to Oldies are weekdays 10AM-3PM and weekends.

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



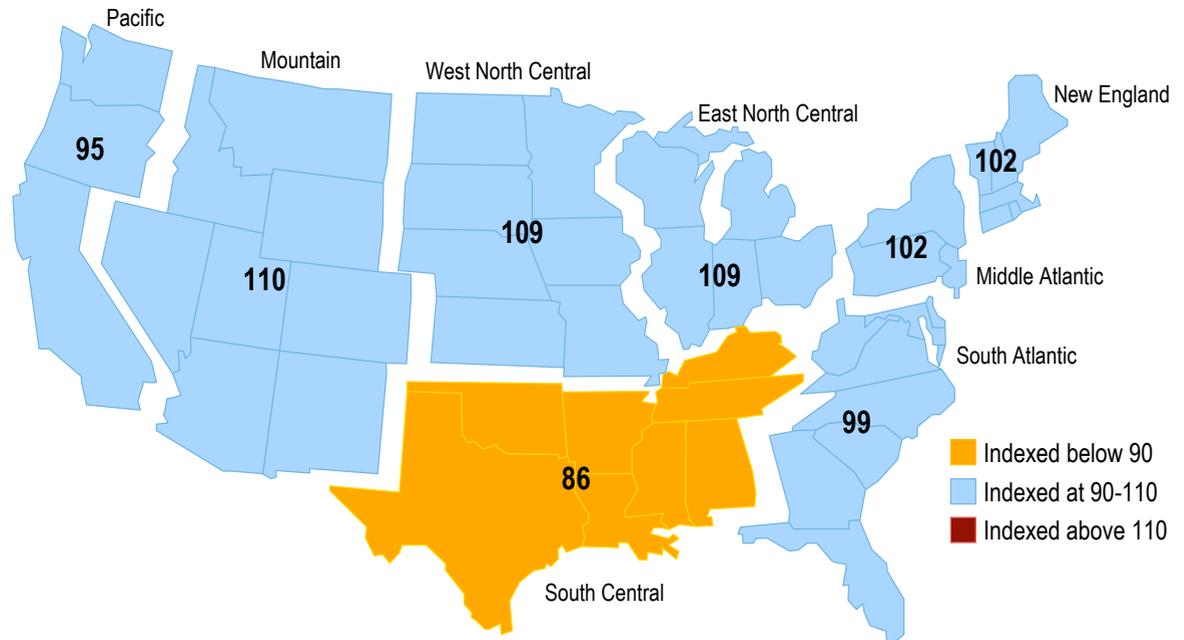
AQH Share of Listening by Location

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

*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.*

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.

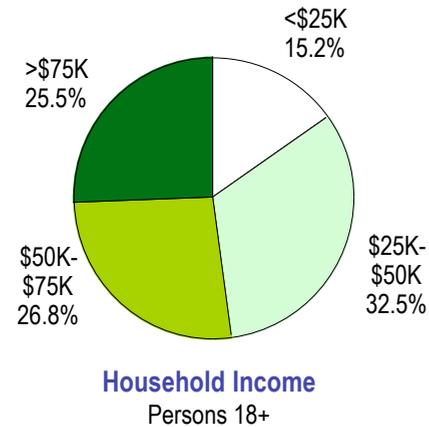
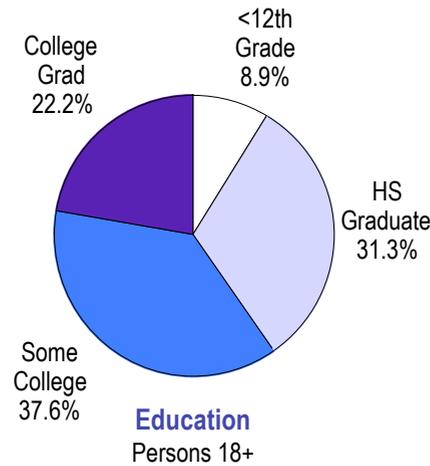
Nearly 29 percent of the Oldies audience have 401(k) plans.

Leisure Activities

Oldies listeners are much more likely to go golfing, power-boating 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.

Note: Due to rounding, totals may differ.

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



Oldies Strengths

This format's listeners are more likely to:

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

Religious

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

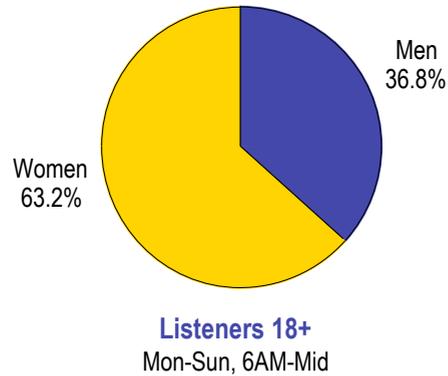
A Few Format Highlights

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.

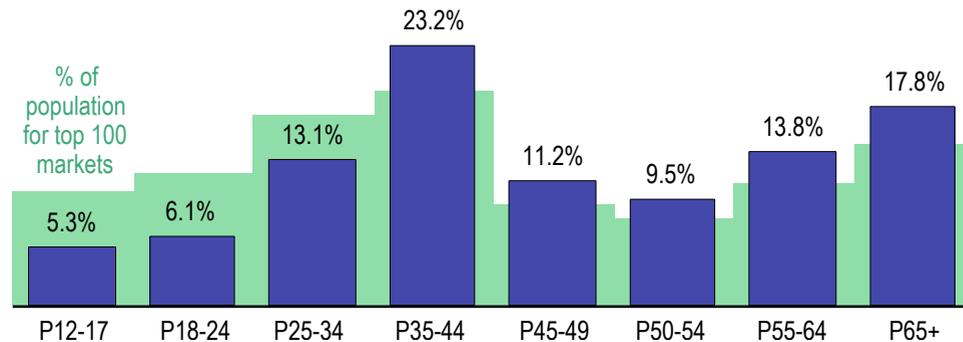
Religious Stations
1,843
<hr/>
13,685
Total Stations

*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.*



Religious +	2.2%
Contemporary Christian	1.8%
Gospel	0.9%
Southern Gospel	0.3%
Total Religious	5.2%

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



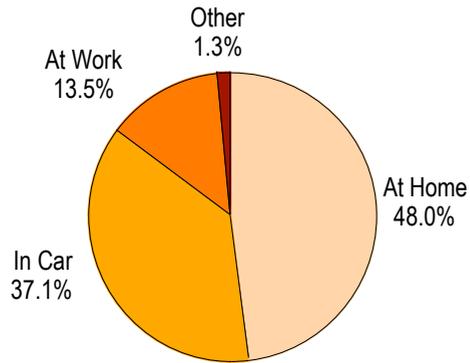
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Religious

Nearly half (48 percent) of Religious radio listening occurs at home, and over one-third (37 percent) occurs in cars.

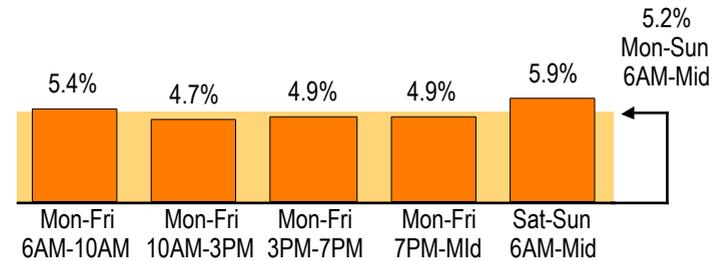
The largest share of listeners tune in to Religious stations on the weekend.

The Religious format has high audience shares in the South Central (151) and South Atlantic (154) regions.



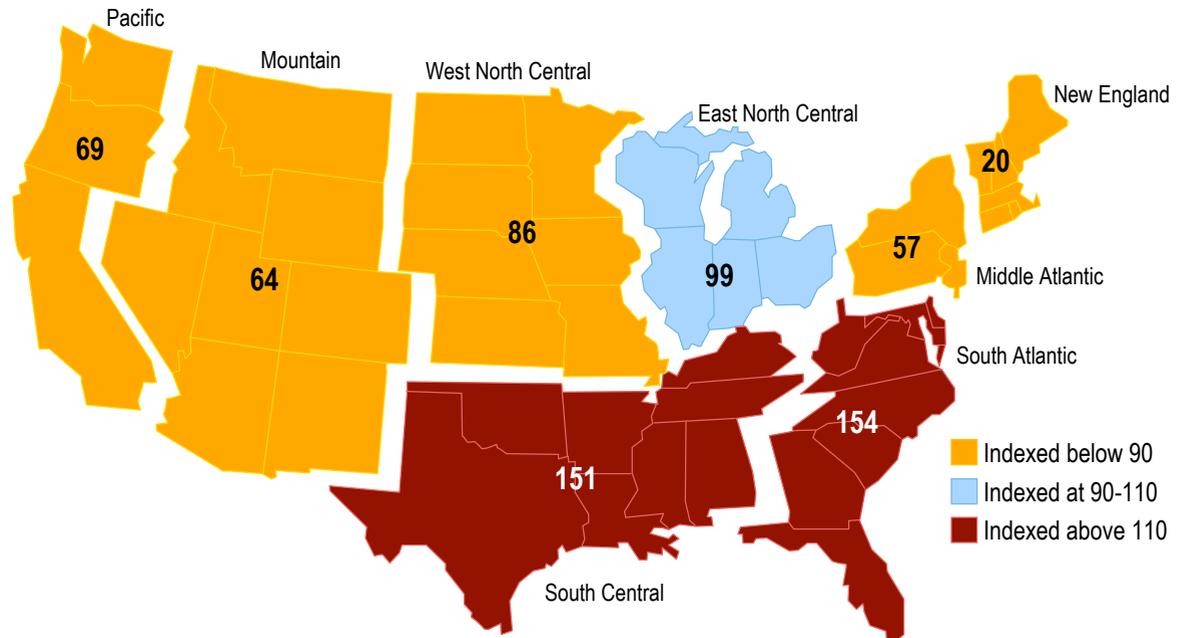
AQH Share of Listening by Location

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

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.

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.

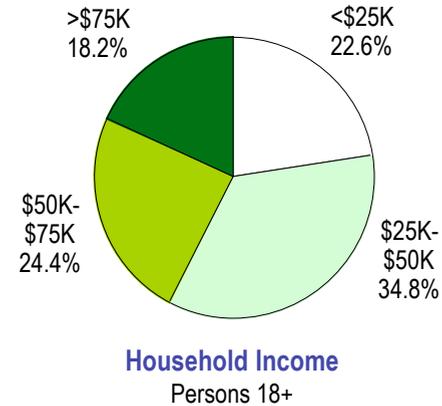
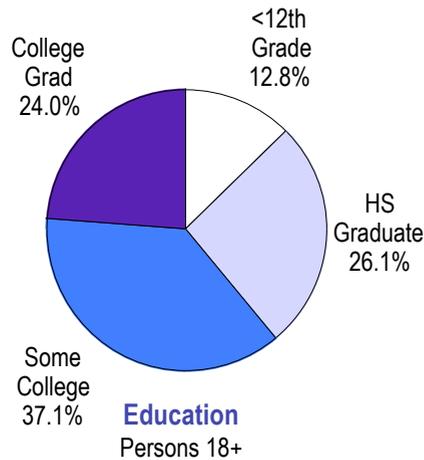
Religious listeners hold investment products, such as certificate of deposits, money market accounts, stocks and bonds, at rates well below the national average.

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.

Note: Due to rounding, totals may differ.

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



Religious Strengths

This format's listeners are more likely to:

	% of Category Religious Listeners Represent	% of Religious Listeners	Index (100= National Average)
Buy a used van or minivan in the next 12 months	12.23%	2.41%	130
Buy furniture in the next 12 months	10.17%	20.56%	108
Have taken adult continuing education courses in the past 12 months	10.69%	18.03%	113
See a new movie two or more weeks after opening	9.75%	34.79%	103
Have eaten at fast-food restaurant 10+ times in the past 30 days	10.83%	22.07%	115
Have children in household	11.19%	49.12%	119
Own residence	10.07%	73.57%	107

Rock

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

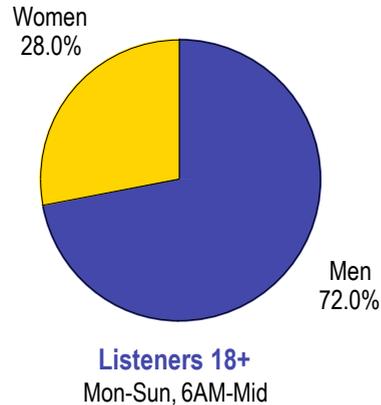
A Few Format Highlights

This is a format with tremendous appeal to men. Seventy-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.

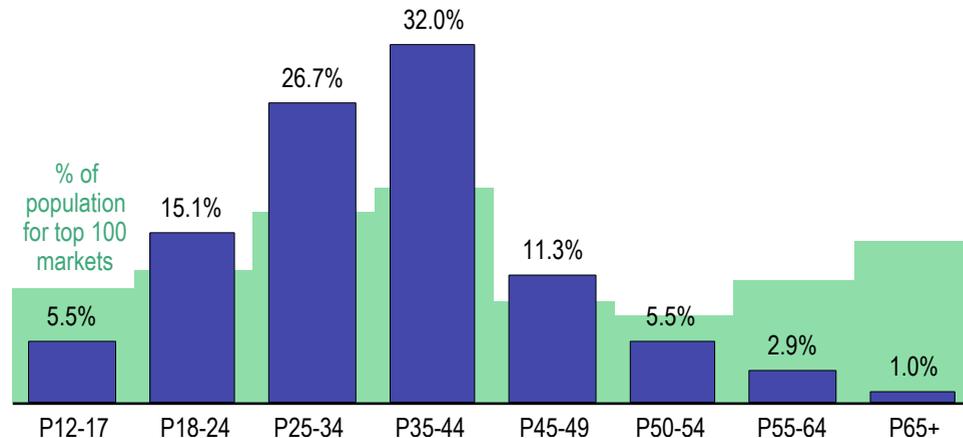
Rock Stations
860
<hr/>
13,685
Total Stations

*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.*



Classic Rock	5.2%
AOR	2.8%
Active Rock	1.9%
Total Rock	9.9%

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



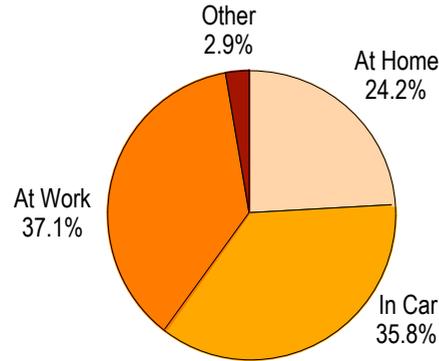
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Rock

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

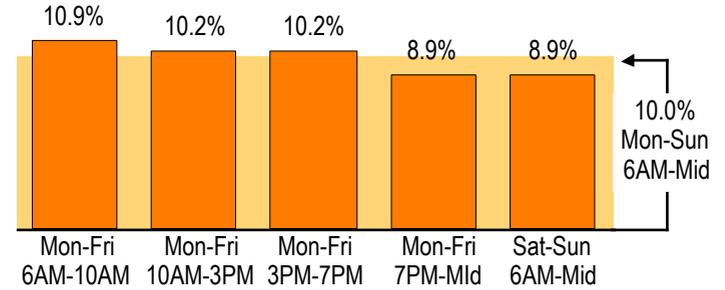
Morning drive has the highest share of listening for this format, but throughout the day listening to Rock stations remains fairly consistent.

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.



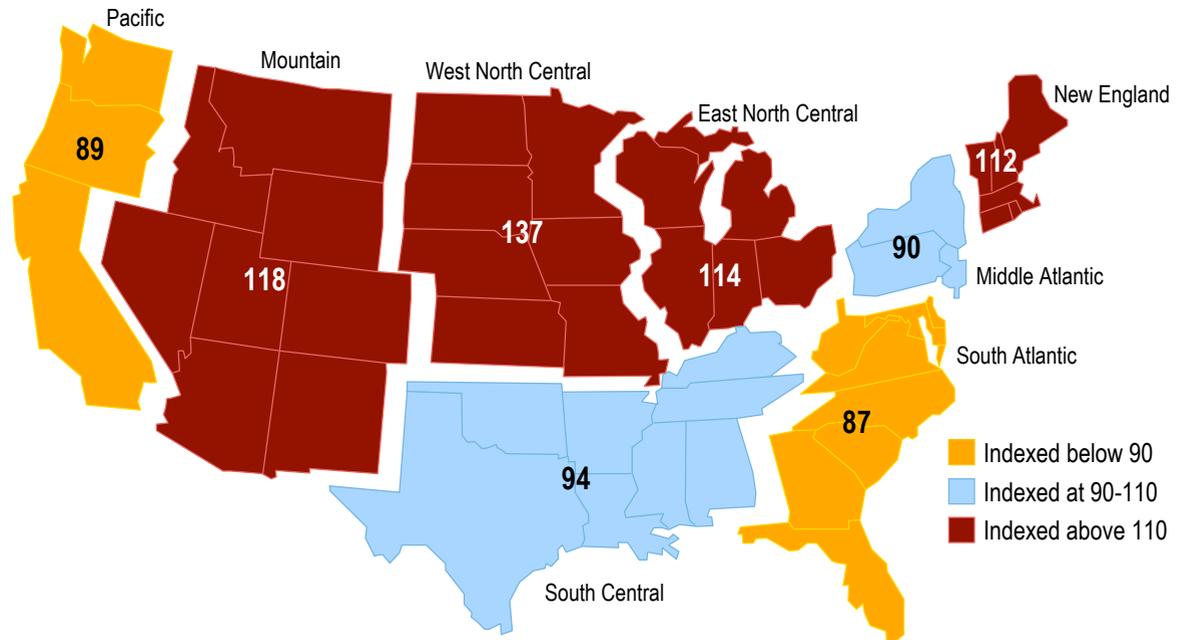
AQH Share of Listening by Location

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

*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.*

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.

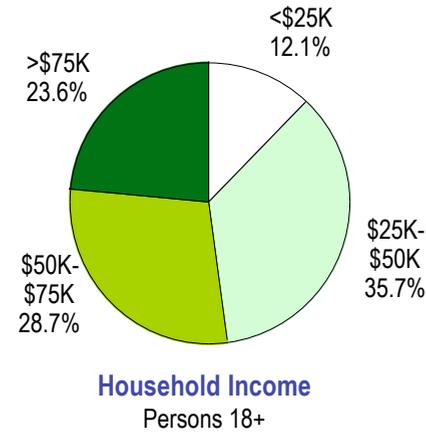
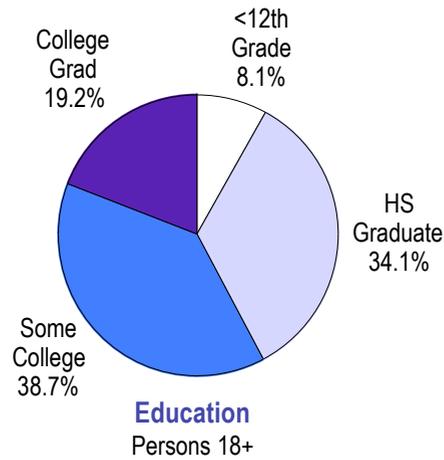
Rock listeners are 35 percent more likely than the norm to have a home improvement loan.

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.

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.



Rock Strengths

This format's listeners are more likely to:

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

Spanish

All Spanish-language formats, including talk and music.

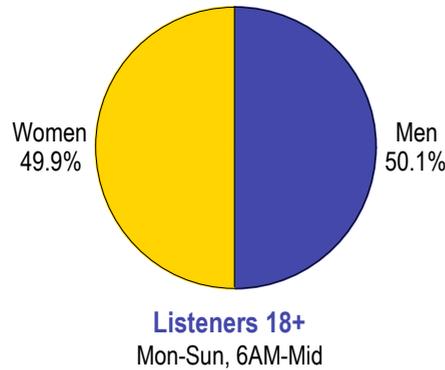
A Few Format Highlights

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
Total Stations
13,685

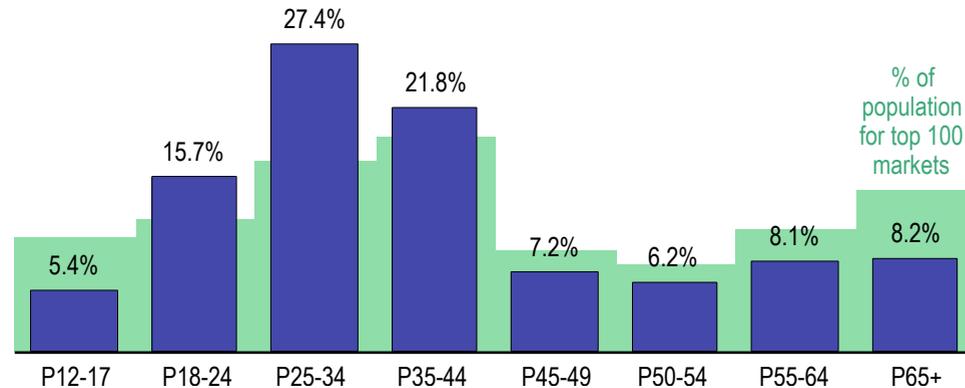
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.*



Mexican Regional	2.1%
Spanish Contemporary	1.7%
Spanish Tropical	0.7%
Spanish News/Talk	0.5%
Spanish Variety	0.4%
Tejano	0.2%
Spanish Religious	0.1%
Total Spanish	5.7%

AQH Share of Spanish Formats

Mon-Sun, 6AM-Mid, Persons 12+

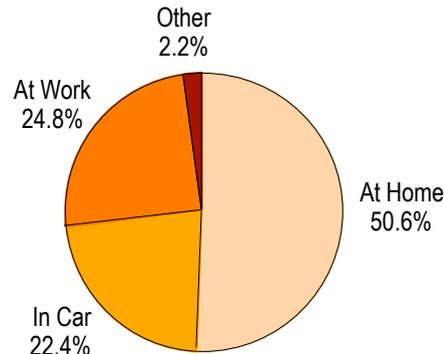


Spanish

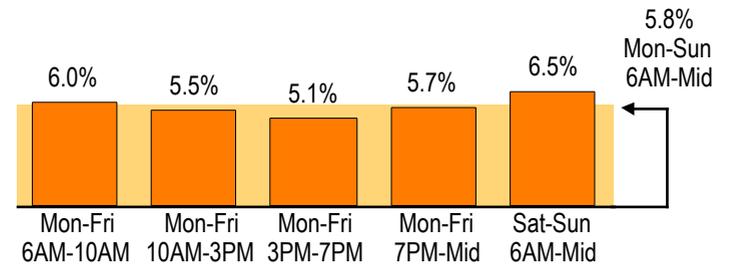
Fifty-one percent of Spanish radio listening happens at home.

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

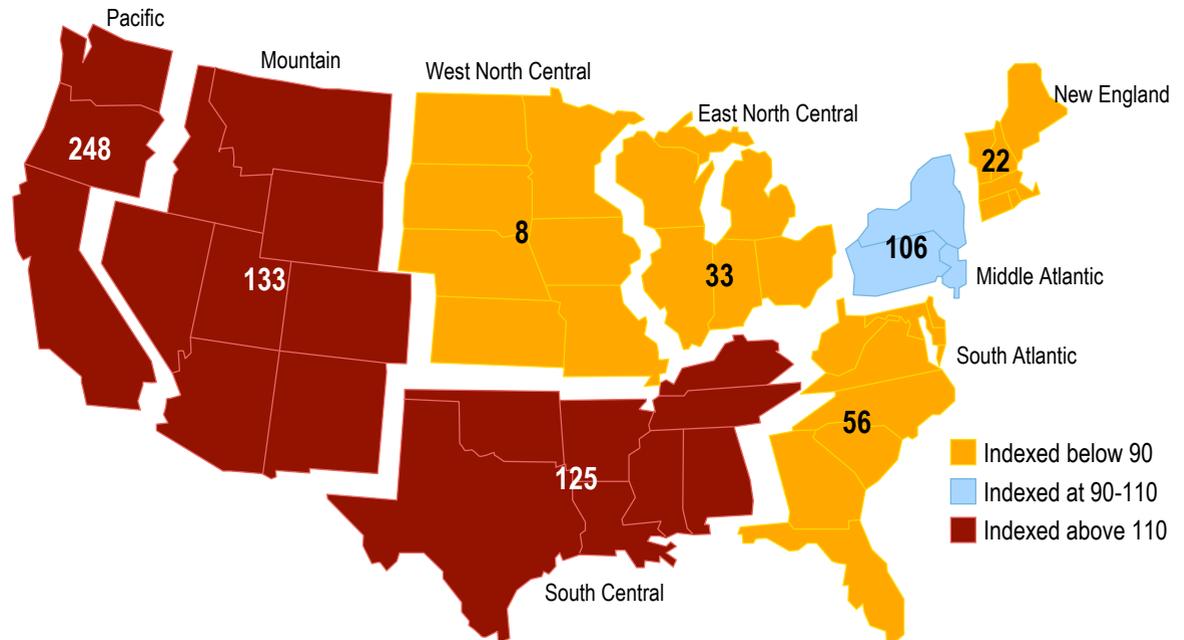
Listeners in the Pacific states are more than twice as likely to tune in to a Spanish-formatted station as the average listener.



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

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.

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.

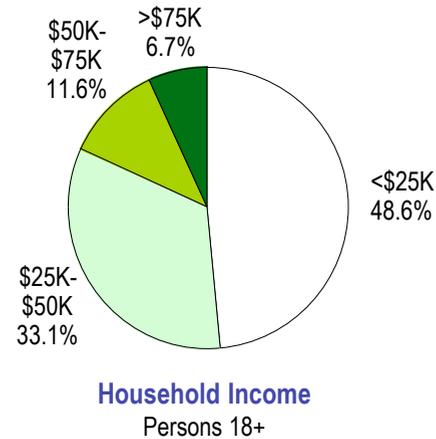
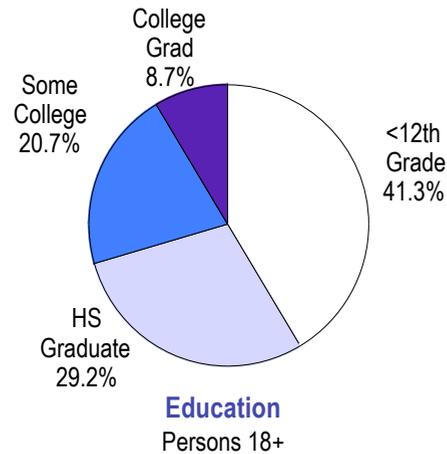
Spanish-language radio listeners are the least likely of any format group to consume financial products and services.

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 Maximizer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.



Spanish Strengths

This format's listeners are more likely to:

	% of Category Spanish Listeners Represent	% of Spanish Listeners	Index (100= National Average)
Buy or lease a new van or minivan in the next 12 months	10.83%	3.45%	168
Buy a used van or minivan in the next 12 months	11.30%	3.26%	175
Buy furniture in the next 12 months	7.36%	21.79%	114
Have spent \$200 or more on groceries in the past 7 days	8.58%	9.67%	133
Have participated in team sports in the past 12 months	12.23%	24.53%	190
See a new movie within the first two weeks of opening	7.76%	20.98%	120
Have eaten at fast-food restaurant 5+ times in the past 30 days	6.96%	56.78%	108
Have children in household	9.87%	63.45%	153

Urban

Includes Urban AC and Urban Oldies.

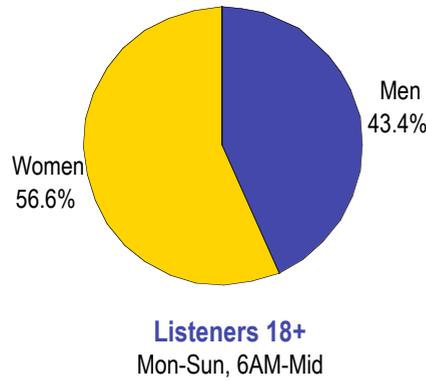
A Few Format Highlights

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.

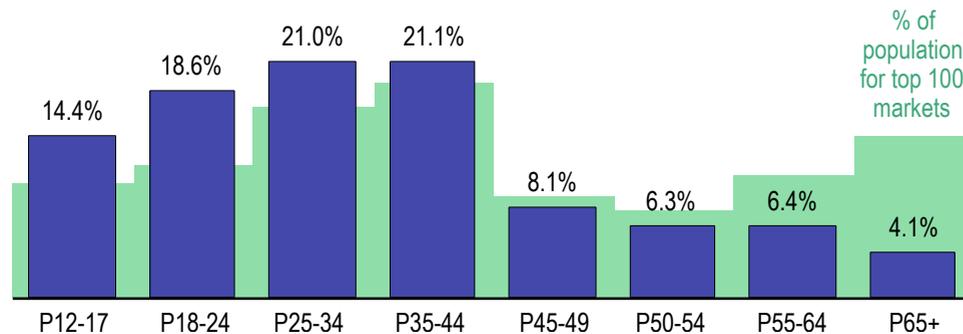
Urban Stations	348
Total Stations	13,685

*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 Contemporary	4.3%
Urban AC	2.2%
Urban Oldies	0.2%
Total Urban	6.7%

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

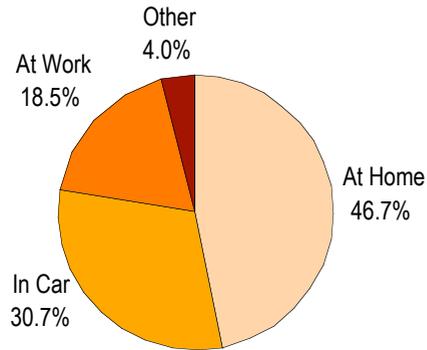


Urban

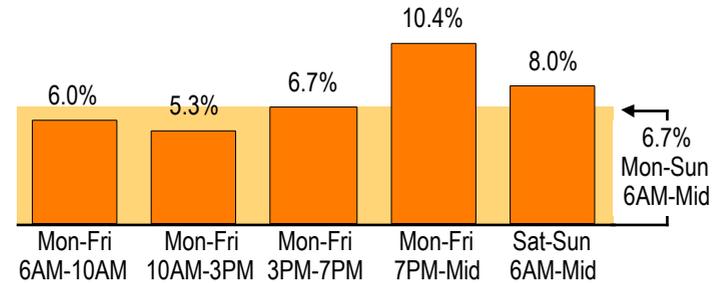
Almost half (47 percent) of Urban listening occurs at home. Nearly one-third (31 percent) occurs in cars.

Urban stations are enjoyed at night: 10.4 percent of listening occurs during weekdays from 7PM to Midnight.

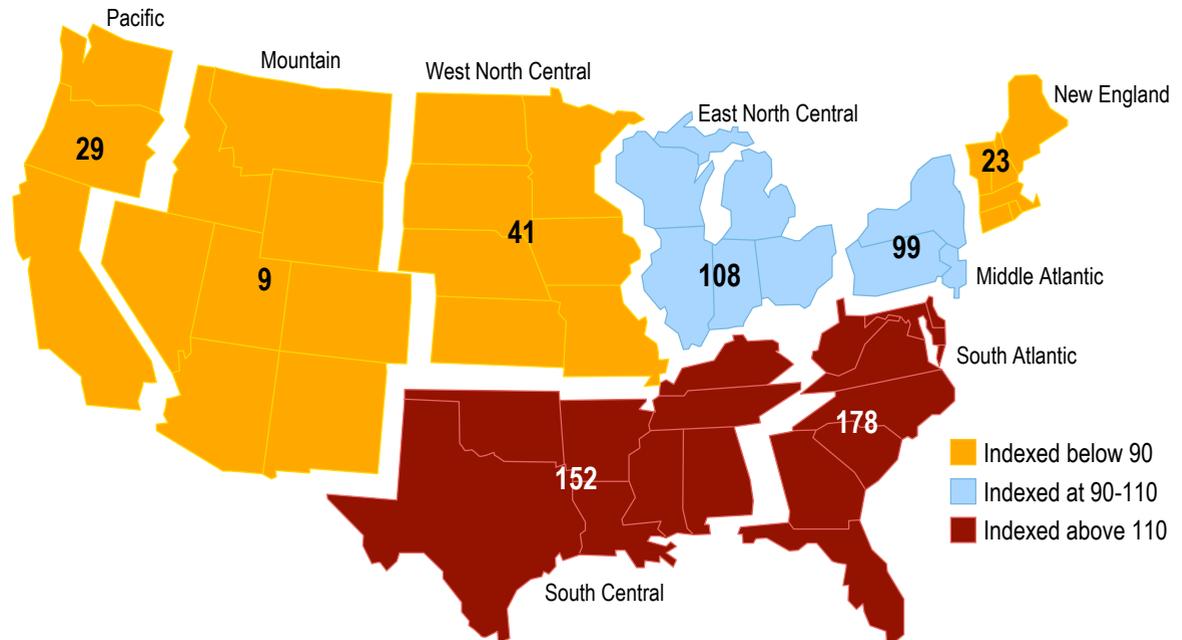
Listeners in the South Atlantic region are 78 percent more likely to listen to Urban than the average listener.



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

*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

Purchasing Behavior

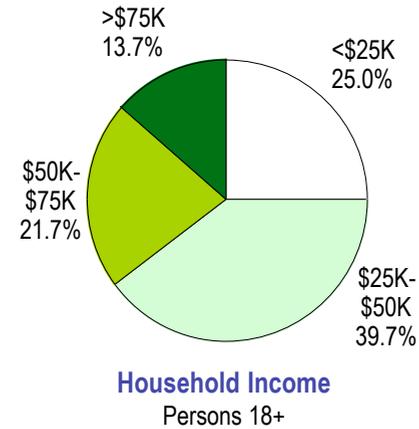
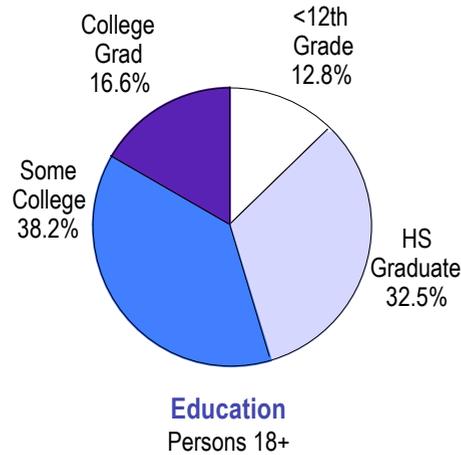
Urban listeners are 50 percent more likely than the norm to purchase/lease a new luxury vehicle in the next 12 months. They are 35 percent more likely than average to buy furniture in the next year. They purchase groceries at rates that are higher than the national average.

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.

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



Urban Strengths

This format's listeners are more likely to:

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

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.

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

Cume Persons

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

Cume Rating or Cume PUR

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

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

Format Share

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

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

Index

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

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.

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

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