



Radio Today

# Radio Today

How America Listens to Radio

2004 Edition

# Introduction

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

## Contents

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### How America Listens

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Listening Patterns	3
Station Trends	4
Radio Reaches All Ages	5
Hour-by-Hour Listening	6
Overnight Listening	7
Where People Listen: Weekdays	8
Where People Listen: Weekends	9
Where Men and Women Listen	10
Listening Location	11
Listening by Daypart	12

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### People's Favorite Formats

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AC	14
Adult Standards	19
Alternative	23
CHR	27
Classical	31
Country	35
New AC/Smooth Jazz	39
News/Talk/Information	43
Oldies	47
Religious	51
Rock	55
Spanish	59
Urban	63

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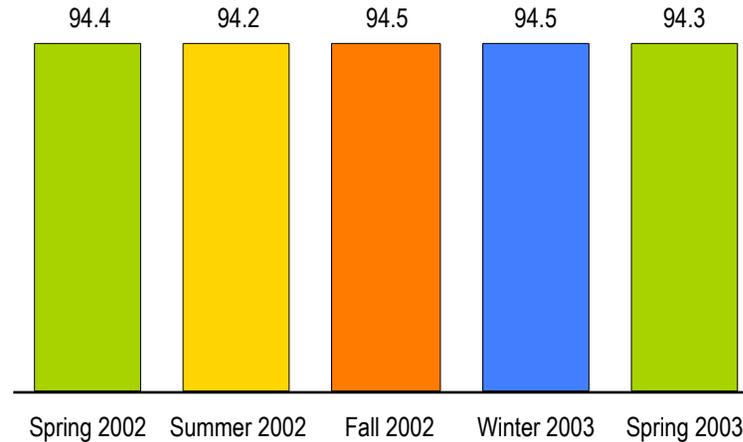
Sources	67
Glossary	68

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# Listening Patterns

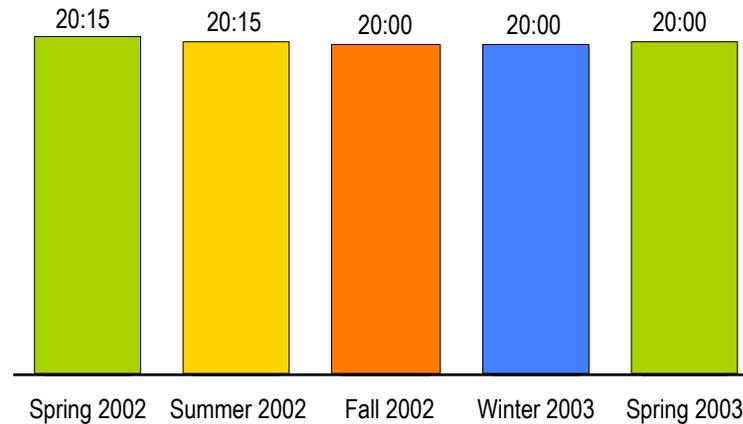
## Recognizing Radio's Reach

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+

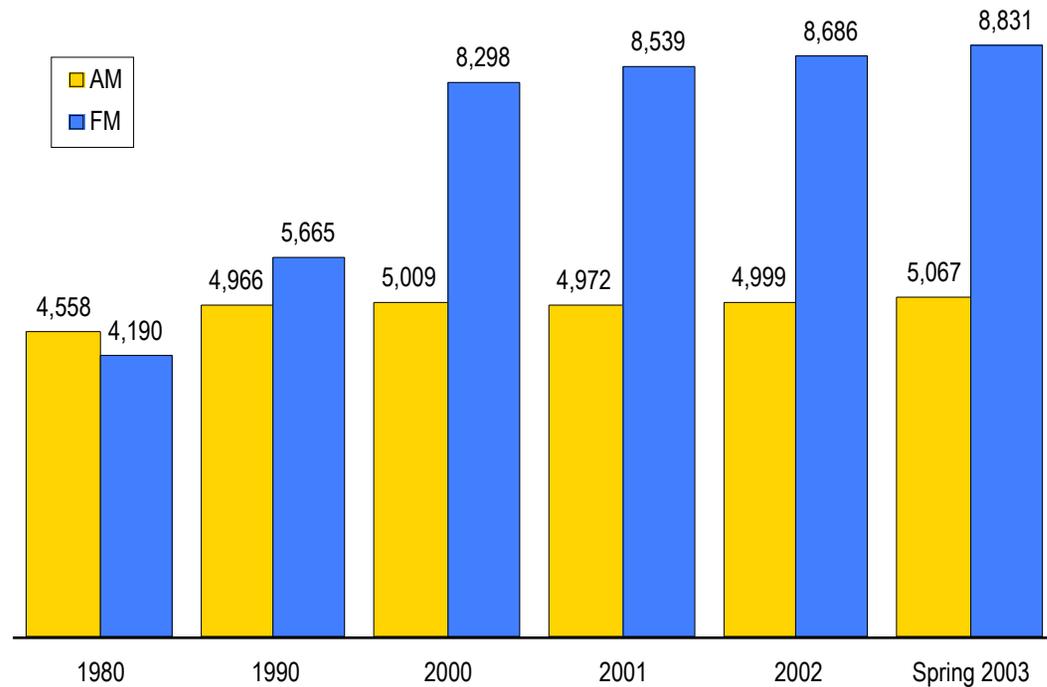
Source: Arbitron's American Radio Listening Trends

# 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 doubled.

In 2003, there were a total of 13,898 radio stations across the U.S.: Over 80 percent were commercial stations.



Number of Radio Stations in the U.S.

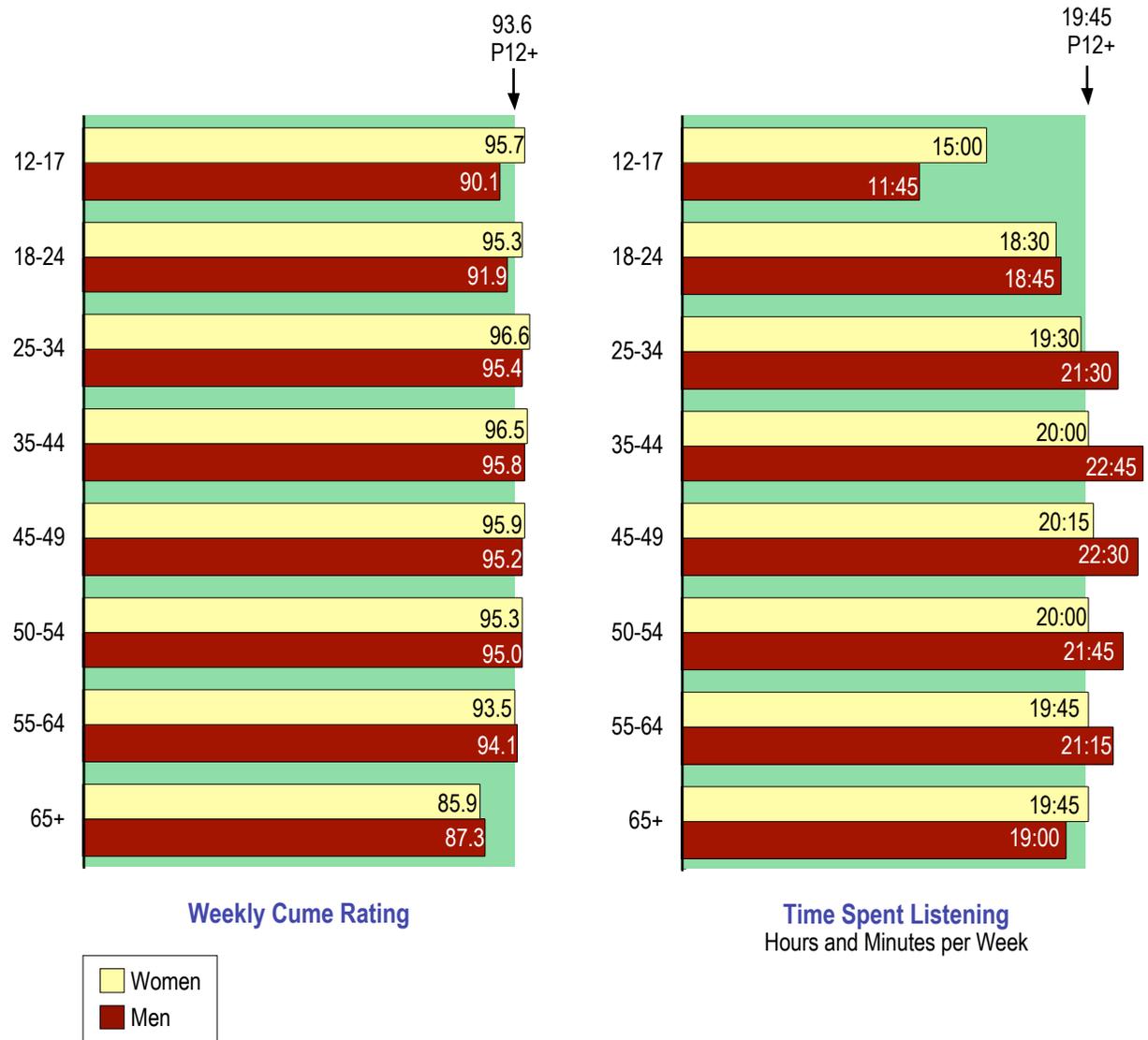
# Radio Reaches All Ages

## 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 peaks among 35- to 44-year-olds (95.8 percent). This group also spends the most time listening (22:45). Meanwhile, male teens spend the least time listening (11:45).

Among women, share of radio listening peaks among 25- to 34-year-olds (96.6 percent). 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 (85.9 percent). Otherwise, listening patterns for women 18-64 don't vary greatly by age.



Source: MaximiSer® Plus National Regional Database, Spring 2003, Mon-Sun, 6AM-Mid

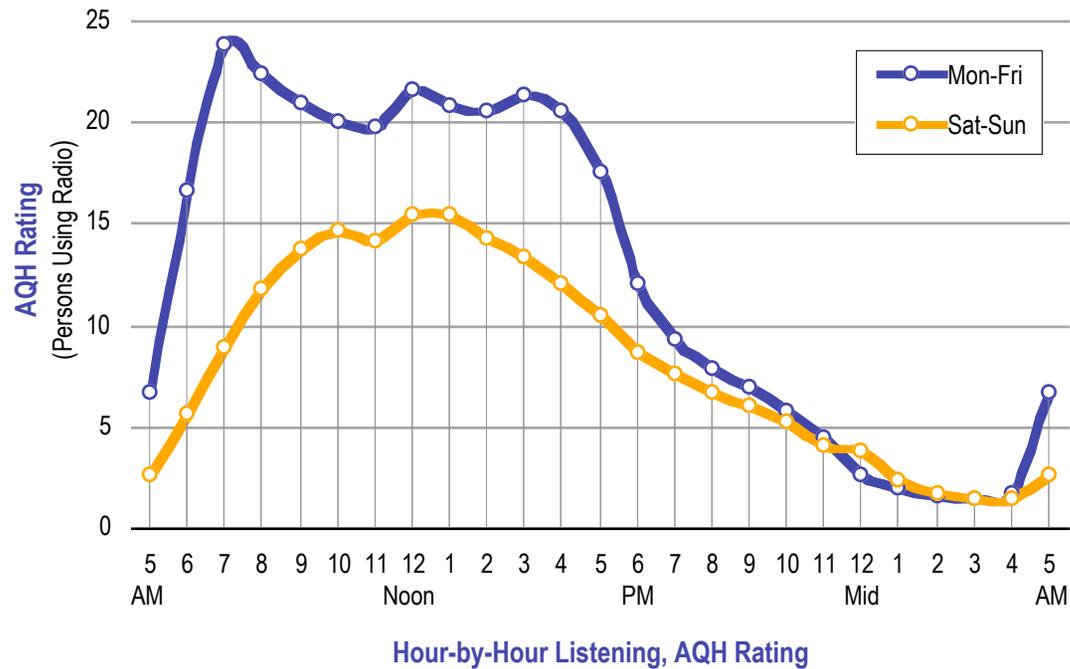
# Hour-by-Hour Listening

## 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.



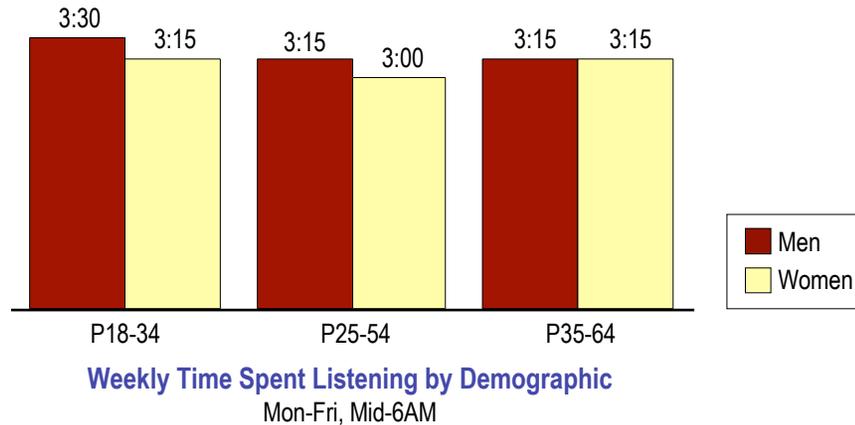
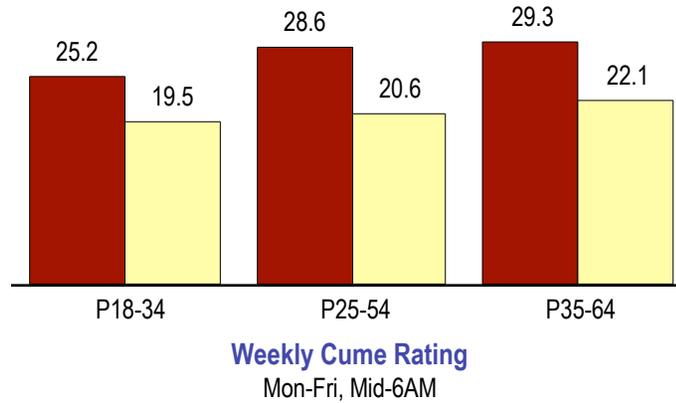
Source: MaximiSer® Plus National Regional Database, Spring 2003, Mon-Fri, 5AM-5AM

# 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.



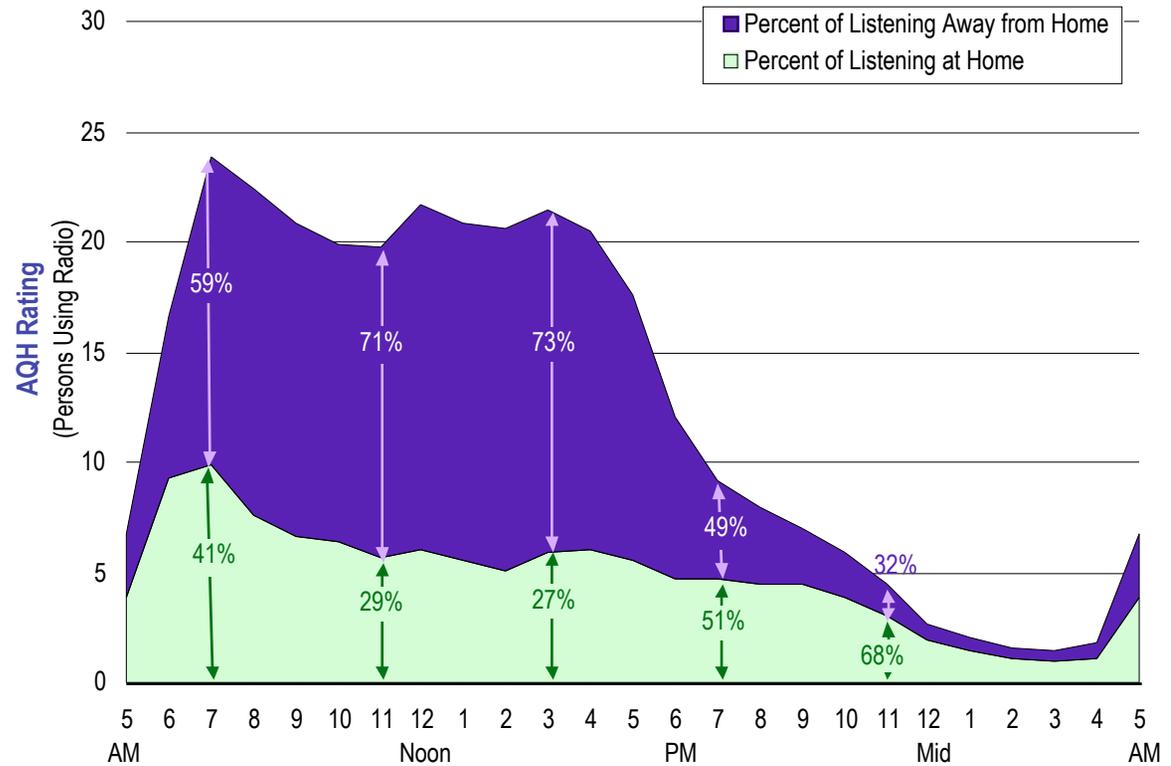
Source: MaximiSer® Plus National Regional Database, Spring 2003, Mon-Fri, Mid-6AM

# 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 66 percent to 75 percent of radio listening occurring at places outside the home.



## Weekday Listening, AQH Rating

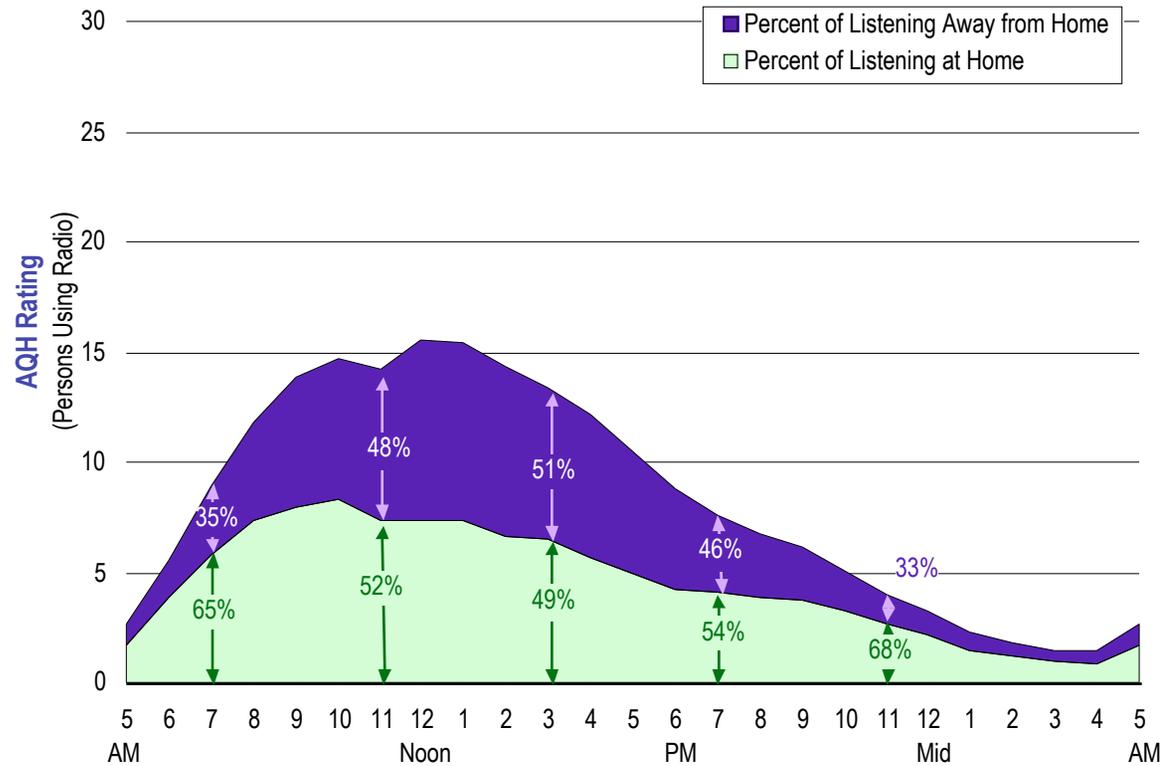
Persons Using Radio  
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2003, 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 12Noon and after 7PM. 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)

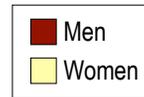
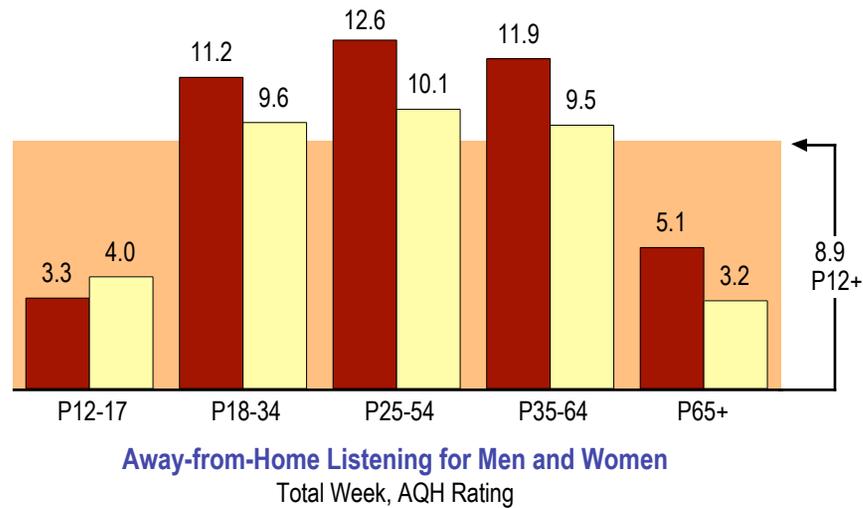
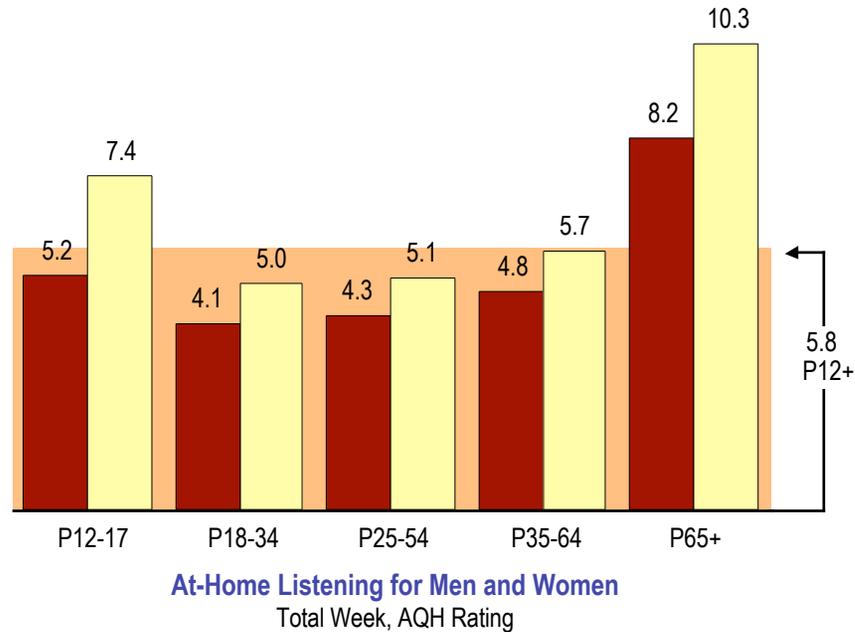
Source: MaximiSer® Plus National Regional Database, Spring 2003, Sat-Sun, 5AM-5AM

# 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: *Maximiser® Plus National Regional Database, Spring 2003, 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 59.6 percent. In-car listening is more consistent across dayparts, with peak listening occurring during the times most people are commuting to and from work (39.1 percent). At work, 41.7 percent of listening occurs on weekdays between 10AM and 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	39.5%	33.4%	24.5%	2.5%
Mon-Fri 6AM-10AM	39.9%	35.2%	23.6%	1.3%
Mon-Fri 10AM-3PM	27.9%	28.2%	41.7%	2.2%
Mon-Fri 3PM-7PM	30.9%	43.0%	23.7%	2.4%
Mon-Fri 7PM-Mid	59.6%	26.1%	10.8%	3.6%
Weekend 10AM-7PM	49.0%	36.4%	10.3%	4.3%

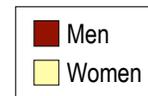
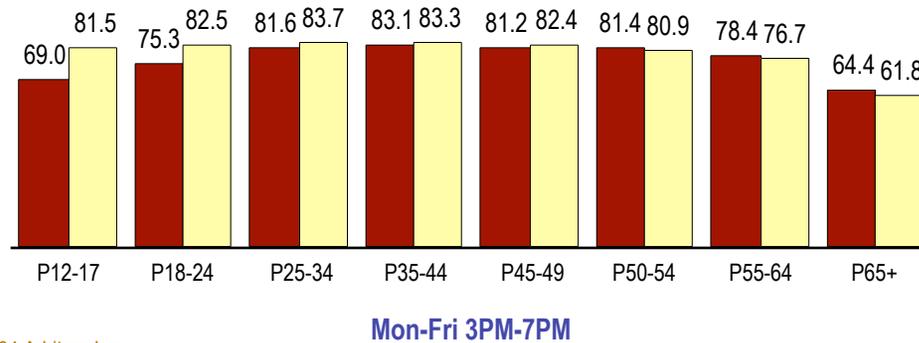
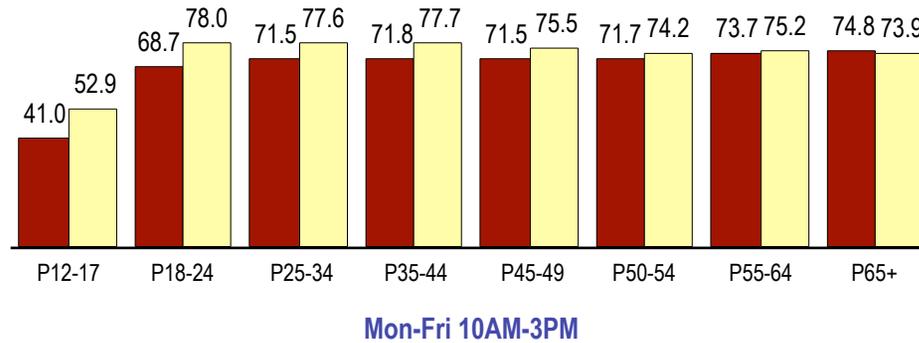
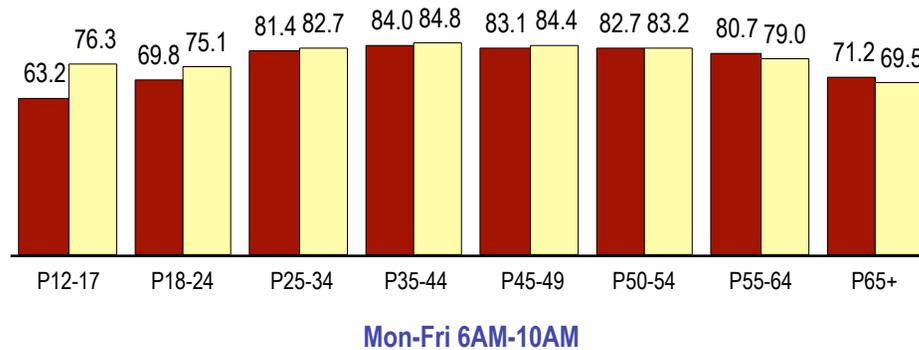
### Distribution of AQH Radio Listeners by Listening Location

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.

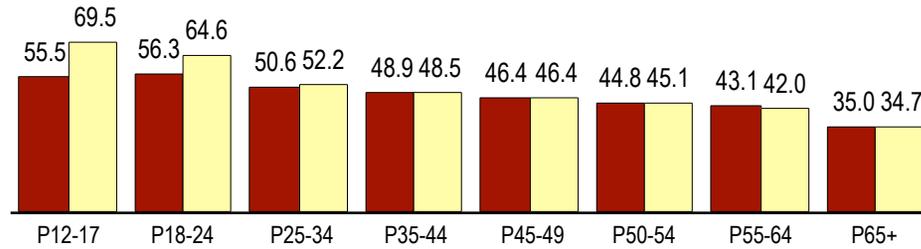


Note: Figures above are Cume Ratings.

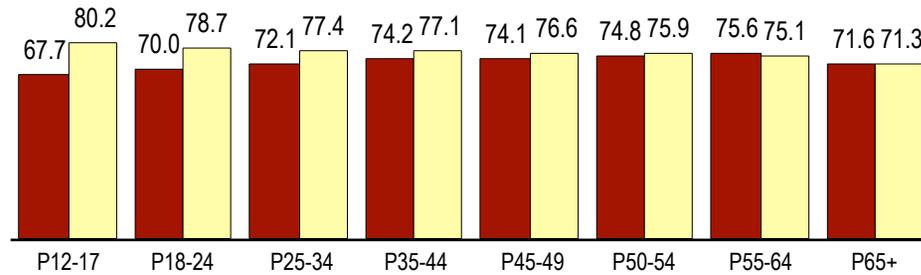
Source: MaximiSer® Plus National Regional Database, Spring 2003

# Listening by Daypart

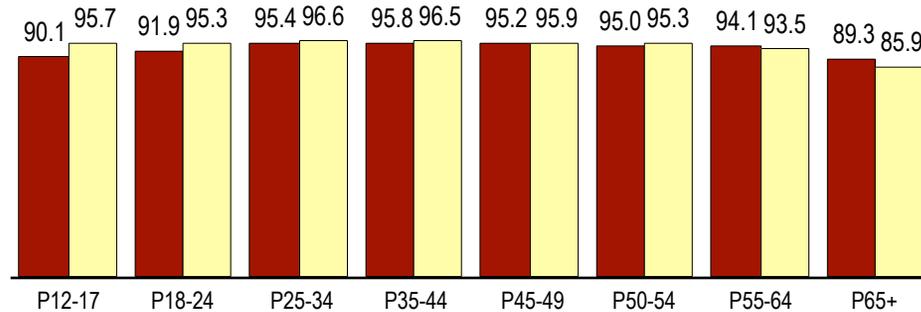
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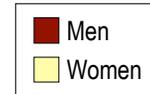
Mon-Fri 7PM-Mid



Sat-Sun 6AM-Mid



Mon-Sun 6AM-Mid



Note: Figures above are Cume Ratings.

Source: MaximiSer® Plus National Regional Database, Spring 2003

# People's Favorite Formats

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

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

Teens 12-17 strongly prefer to listen to music that is "current"—formats such as CHR (pages 27-30) and, to a lesser extent, Urban (pages 63-66) and Alternative (pages 23-26). As they get older, young adults 18-24 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 23-26) but are open to a wide variety of new sounds and stations: Rock (pages 55-58) and Spanish (pages 59-62) are strong favorites, but Urban (pages 63-66), CHR (pages 27-30) and AC (pages 15-18) are popular formats, as well. After age 35, format preferences start to change. Rock (pages 55-58) is the first listening choice, but softer formats and those that hark back to an earlier era—AC (pages 15-18), New AC/Smooth Jazz (pages 39-42) and Oldies (pages 47-50)—are increasingly popular. Oldies (pages 47-50) is the format of choice for older baby boomers in the 45-54 age group, followed closely by New AC/Smooth Jazz (pages 39-42). Classical (pages 31-34) takes first place for Adults 55-64, with Adult Standards (pages 19-22), New AC/Smooth Jazz (pages 39-42) and News/Talk/Information (pages 43-46) emerging as strong contenders, as well. Adults 65+ have a very clear favorite—51.5 percent of their listening is devoted to Adult Standards (pages 19-22). Classical (pages 31-34) and News/Talk/Information (pages 43-46) are also popular formats for this crowd.

Source: *MaximiSer® Plus National Regional Database, Spring 2003*

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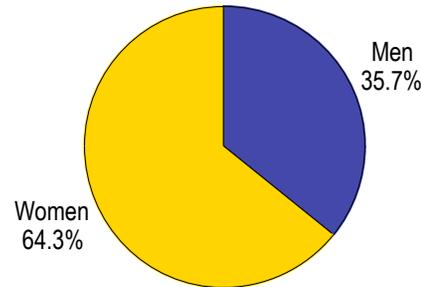
# Adult Contemporary

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.

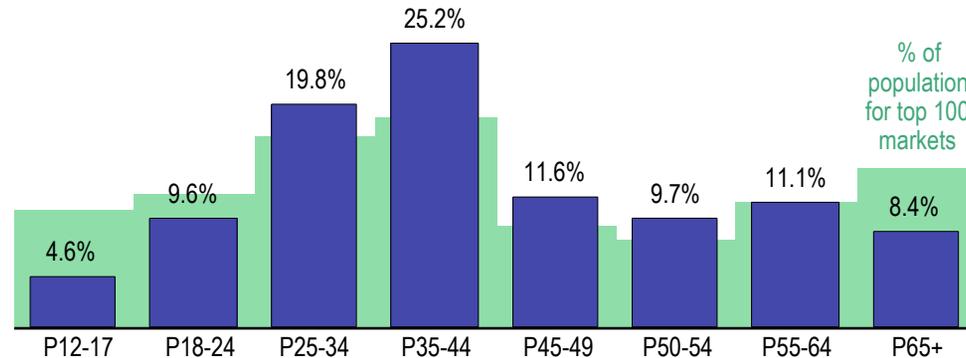


**Listeners 18+**  
Mon-Sun, 6AM-Mid

AC	7.0%
Hot AC	3.8%
Soft AC	1.5%
Modern AC	0.7%
<b>Total AC</b>	<b>13.0%</b>

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

AC Stations	<b>1,549</b>
Total Stations	<b>13,898</b>



## 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 MaximiSer® Plus National Regional Database, Spring 2003.*

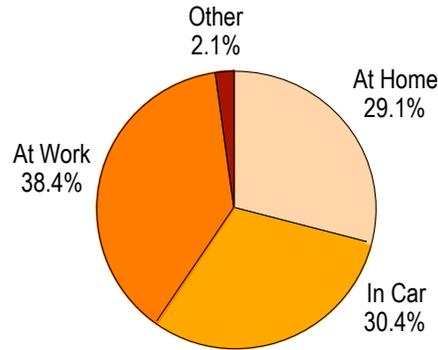
# Adult Contemporary

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

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

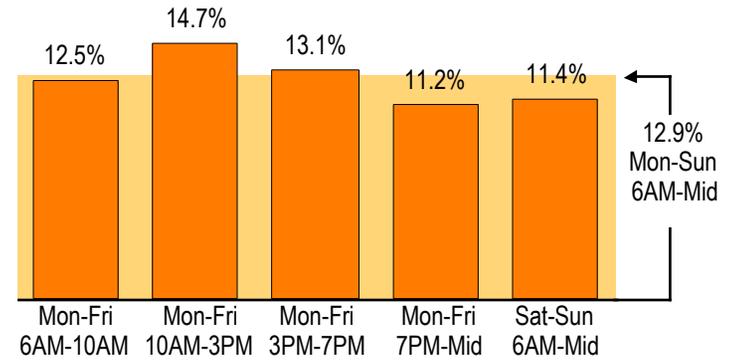
AC is also just behind News/Talk/Information for the highest share of listening during 10AM-3PM. AC is tied with country for the second highest share of listening in the drive-time dayparts, 6AM-10AM and 3PM-7PM.

New Englanders are 52 percent more likely to tune in to Adult Contemporary, when compared with other regions of the country.



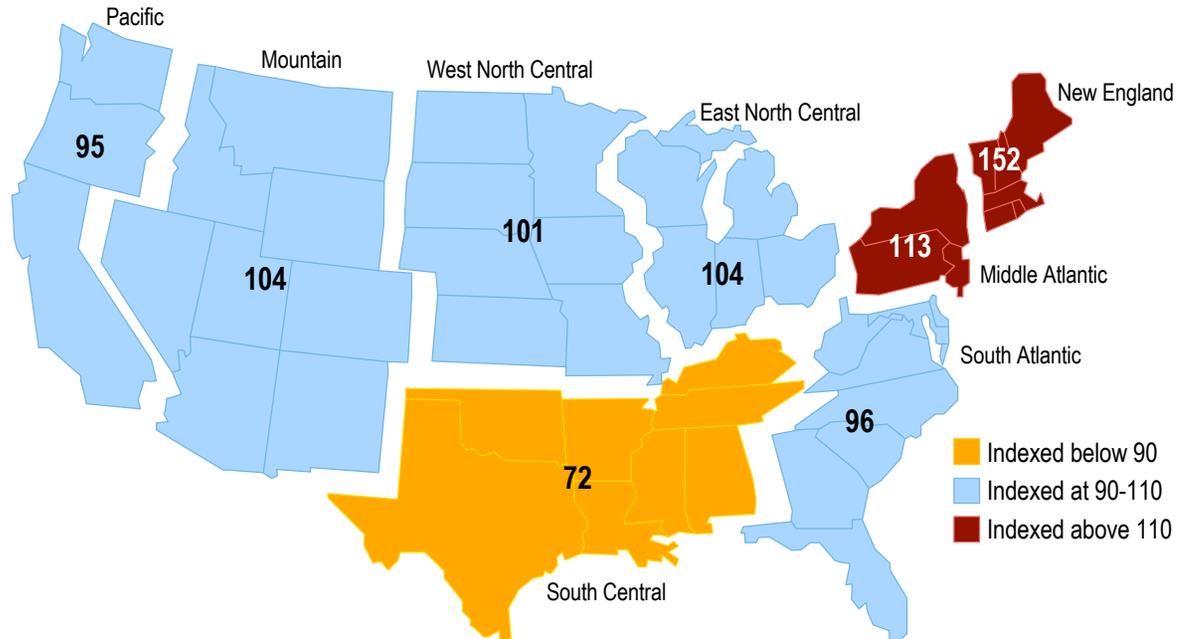
**AQH Share of Listening by Location**

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 2003.*

# Adult Contemporary

Sixty-seven percent of AC listeners have either attended some college or hold a college degree. A majority, 55 percent, earn \$50,000 or more per year.

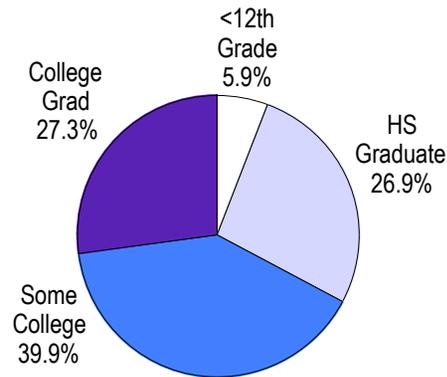
Seven percent of AC listeners are black and 10 percent are Hispanic.

AC fans in the 35-64 age group spend the most time listening (9.5 hours) per week.

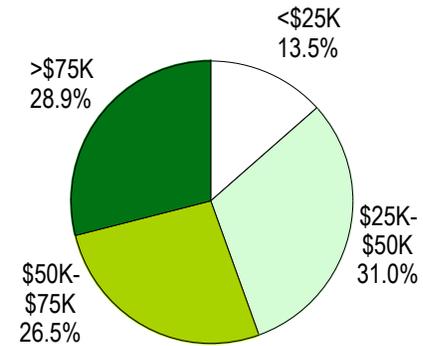
AC listeners are 17 percent more likely than the general population to have children in the household. Sixty-nine percent own their own homes, a figure that parallels the national average.

Average Age of P1 Listeners
<b>42</b>
Proportion of Listening from P1s
<b>63%</b>

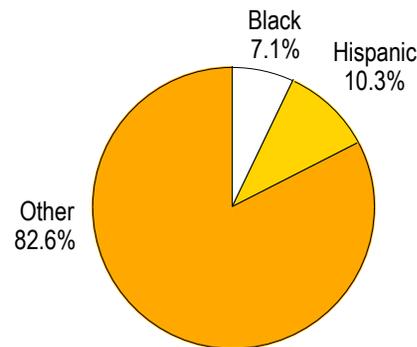
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Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



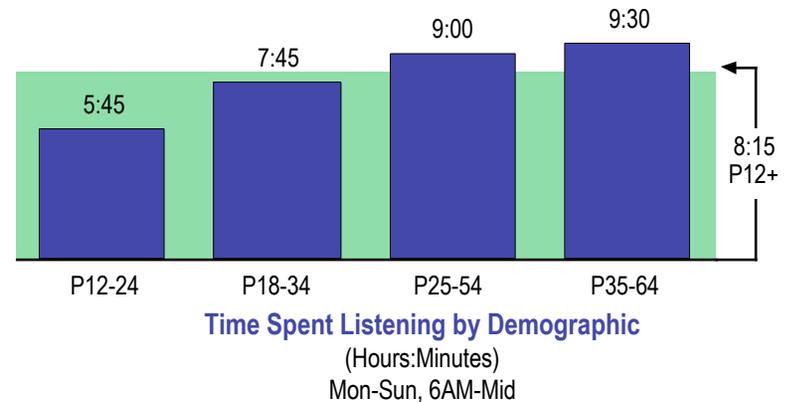
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# Adult Contemporary

## Purchasing Behavior

Nearly one-third of the people living in households planning to buy a new SUV are AC listeners. Nearly 22 percent of the AC audience live in households planning to buy furniture in the next 12 months and are 10 percent more likely than average to spend \$200+ on groceries each week.

They are 23 percent more likely to live in a household that has a 401(k) plan and 15 percent more likely to use a debit card.

## Leisure Activities

AC listeners are 31 percent more likely than the general population to have gone in-line skating and 24 percent more likely to have gone snow-skiing. They are nine percent more likely to have eaten at a fast-food restaurant 5+ times in the past 30 days. AC fans are 20 percent more likely than average to have attended movies 3+ times in the last 3 months.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Adult Contemporary Strengths

*This format's listeners are more likely to:*

	% of Category AC Listeners Represent	% of AC Listeners	Index (100= National Average)
Live in a household planning to buy a new SUV in the next 12 months	30.2%	3.7%	113
Live in a household that has a 401(k) plan	32.8%	29.5%	123
Live in a household that has/uses a debit card	30.8%	54.4%	115
Live in a household that has spent \$200+ on groceries in the past 7 days	29.3%	8.9%	110
Have gone in-line skating in the past 12 months	35.0%	5.9%	131
Have gone snow-skiing in the past 12 months	33.1%	6.2%	124
Live in a household planning to buy furniture in the next 12 months	30.5%	21.6%	114
Have attended movies 3+ times in the past 3 months	32.0%	24.0%	120
Have eaten at fast-food restaurant 5+ times in the past 30 days	29.1%	56.8%	109
Own residence	26.9%	69.2%	101
Have children in household	31.2%	48.4%	117

# Adult Standards

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

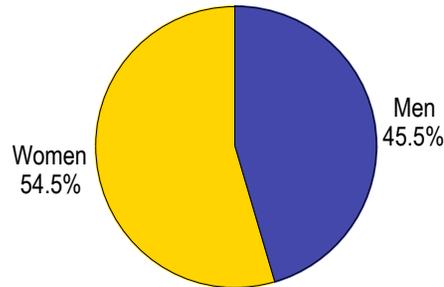
## A Few Format Highlights

Fifty-five percent of the Adult Standards listening audience are Women 18+; 45 percent are Men 18+.

Fifty-one 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 Stations	<b>1,234</b>
Total Stations	<b>13,898</b>

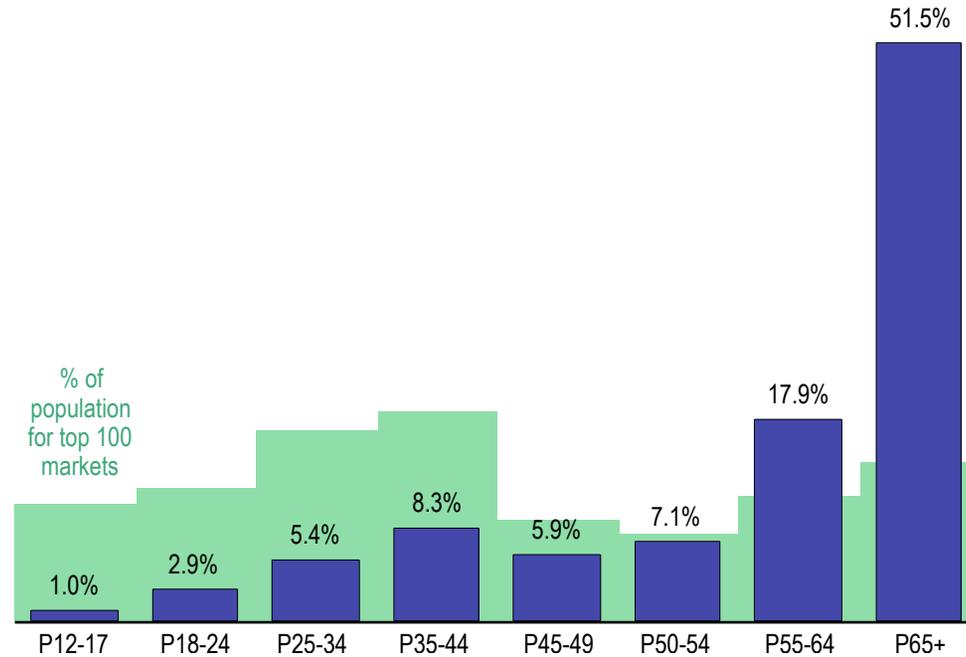
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



**Listeners 18+**  
Mon-Sun, 6AM-Mid

Adult Standards	1.6%
Variety	1.2%
Nostalgia	0.3%
Easy Listening	0.2%
<b>Total Adult Standards</b>	<b>3.3%</b>

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



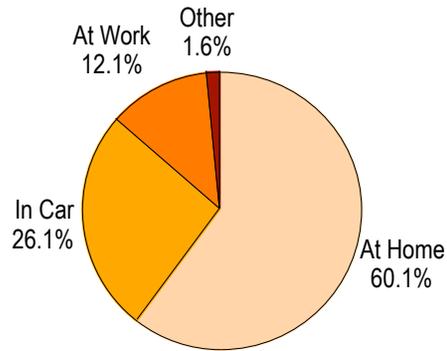
**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

# Adult Standards

Adult Standards listeners strongly prefer to listen at home. Sixty percent listen at home, while about 26 percent listen in their cars.

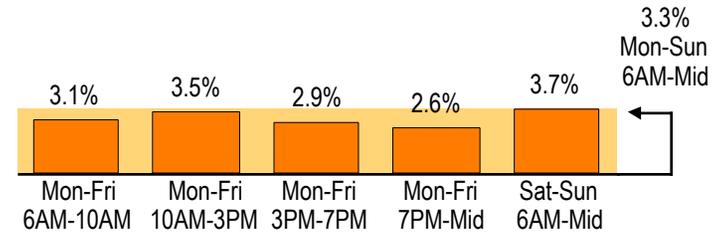
The most popular dayparts for listening to Adult Standards are weekdays 10AM-3PM and weekends.

Adult Standards has its largest following among listeners in the New England region, where they are 77 percent more likely to tune in than the average listener.



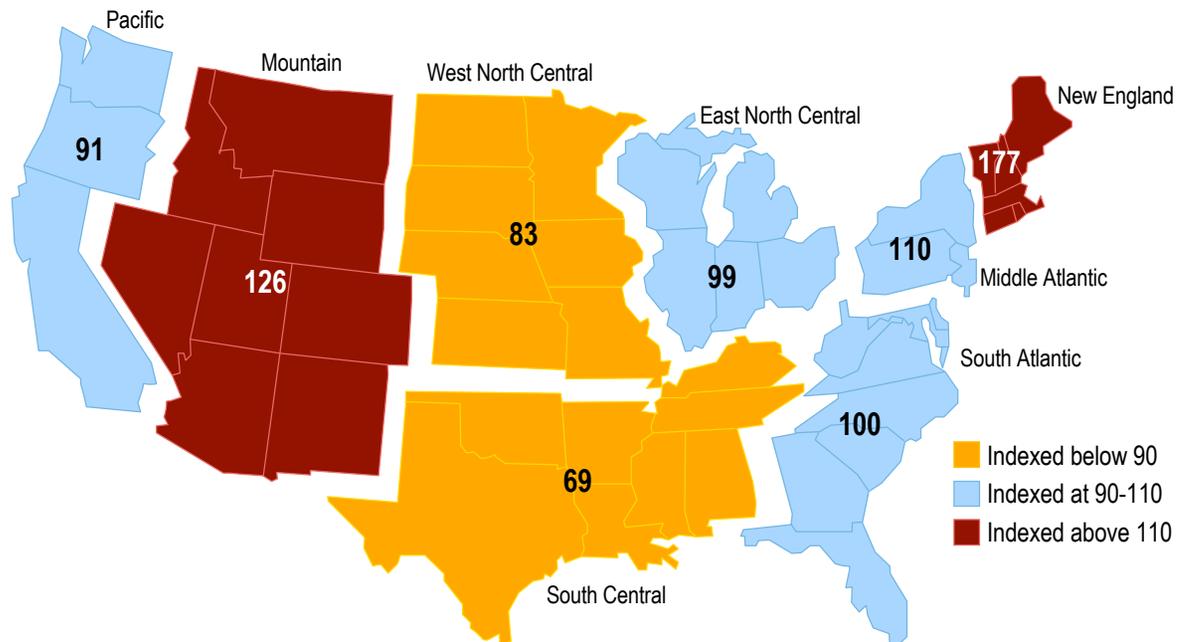
**AQH Share of Listening by Location**

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 2003.*

# Adult Standards

Sixty-three percent of Adult Standards listeners have gone beyond the high school level. Thirty-six percent have household incomes between \$25,000 and \$50,000.

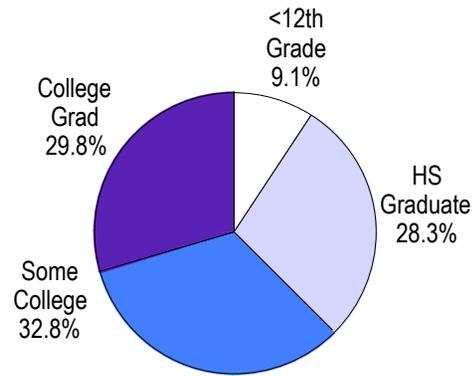
Seven and a half percent of Adult Standards enthusiasts are black, and the same percentage are Hispanic.

Listeners ages 35-64 tune in for the longest periods of time, 7.5 hours per week.

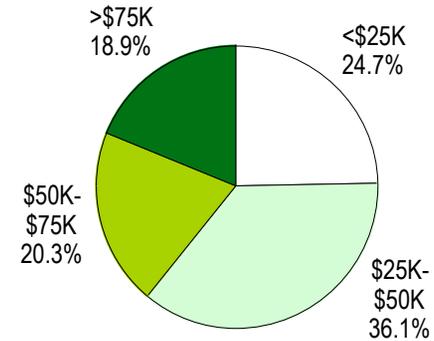
Adult Standards fans are the least likely of any format group to have children in the household. They are slightly more likely than the general population to own their own homes.

Average Age of P1 Listeners
<b>61</b>
Proportion of Listening from P1s
<b>69%</b>

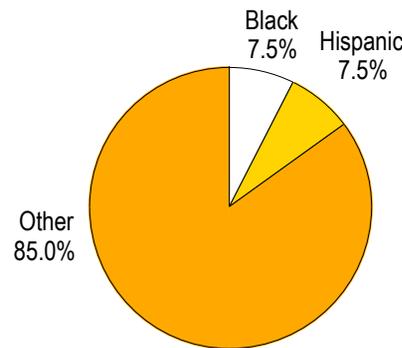
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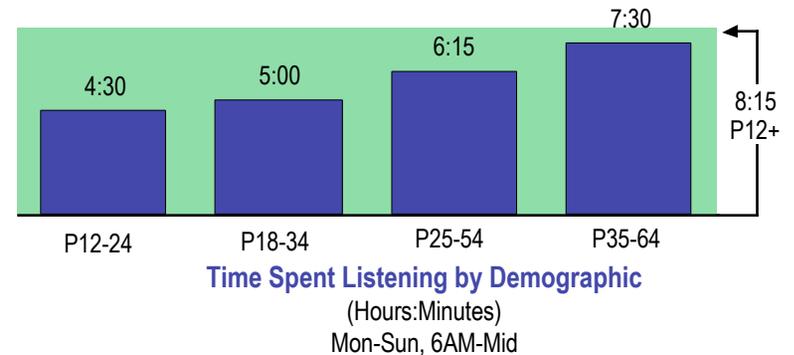
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# Adult Standards

## Purchasing Behavior

Adult Standards listeners are 12 percent more likely than the norm to live in a household planning to purchase a new luxury vehicle and six percent more likely to purchase a new midsize vehicle in the next year. Adult Standards fans are the least likely of any format group to buy furniture in the next 12 months.

Among financial services and products, Adult Standards listeners purchase conservative, liquid investments, such as money market accounts, at rates well above the norm (43 percent more likely).

## Leisure Activities

Adult Standards listeners are more likely to participate in bicycling and snow-skiing 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 9 percent more likely than average to have gone to the movies 3+ times in the last 3 months.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Adult Standards Strengths

*This format's listeners are more likely to:*

	% of Category Adult Standards Listeners Represent	% of Adult Standards Listeners	Index (100= National Average)
Live in a household planning to buy a new luxury car in the next 12 months	3.9%	1.7%	112
Live in a household planning to buy a new midsize vehicle in the next 12 months	3.7%	2.5%	106
Live in a household that has an IRA	4.5%	26.7%	131
Live in a household that has money market accounts	5.0%	24.2%	143
Have gone bicycling in the past 12 months	4.2%	28.6%	120
Have gone hiking/backpacking in the past 12 months	4.8%	18.5%	138
Have gone snow skiing in the past 12 months	5.0%	7.1%	143
Have attended movies 3+ times in the past 3 months	3.8%	21.9%	109
Own residence	3.8%	74.5%	108

# Alternative

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

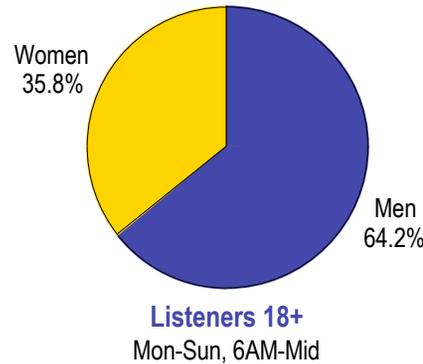
## A Few Format Highlight

Sixty-four percent of Alternative's listeners are Men 18+, and 36 percent are Women 18+.

Alternative appeals most to the under-45 crowd—nearly 85 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 Stations	<b>456</b>
Total Stations	<b>13,898</b>

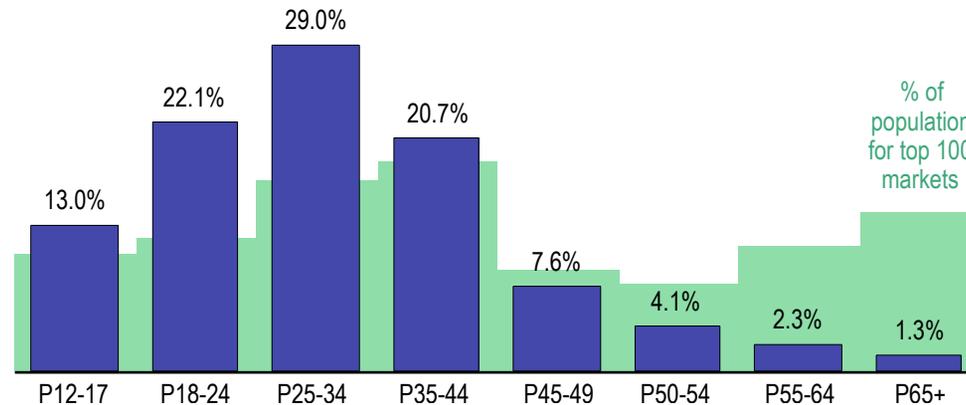
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2003.*



Alternative	3.1%
Album Adult Alternative	0.9%
<b>Total Alternative</b>	<b>4.0%</b>

## AQH Share of Alternative Formats

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



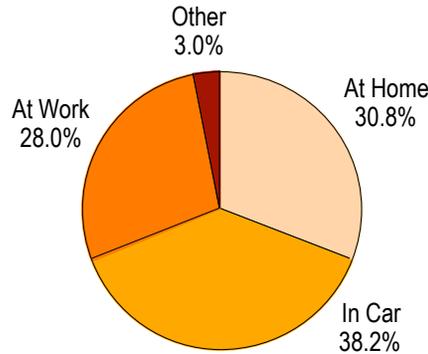
**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

# Alternative

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

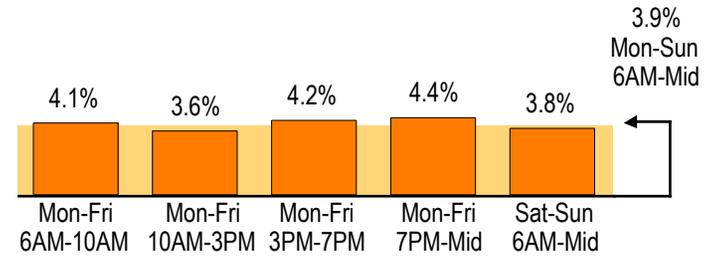
Alternative listeners can be found tuning in 3PM-7PM (4.2 percent) and 7PM-Midnight (4.4 percent) Monday through Friday.

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



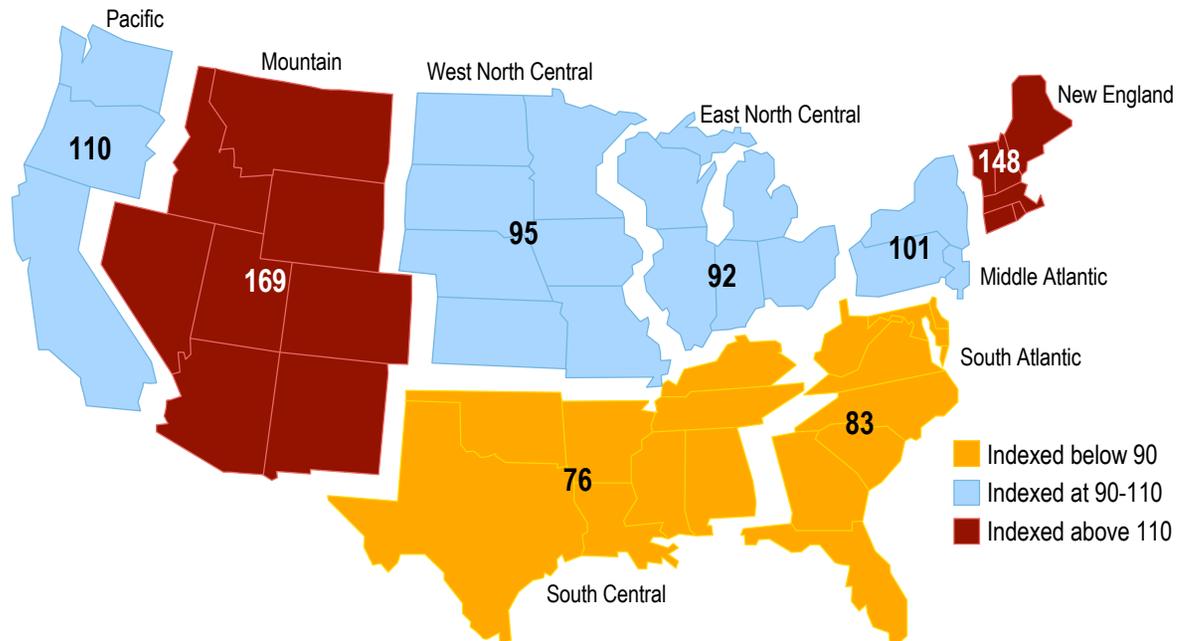
**AQH Share of Listening by Location**

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 2003.*

# Alternative

Thirty-nine percent of alternative listeners have attended some college and 32 percent are college graduates. Over one-third earn more than \$75,000 per year.

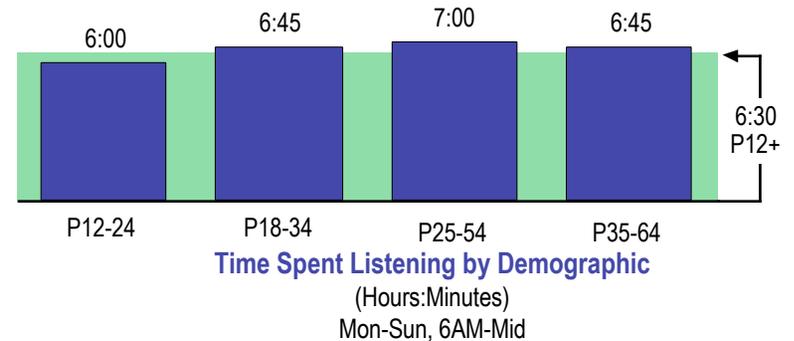
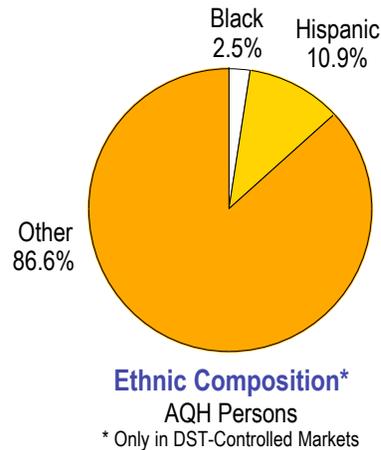
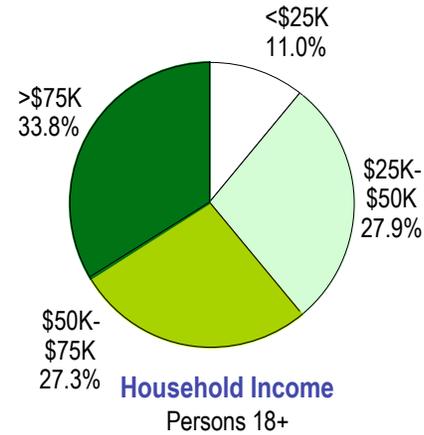
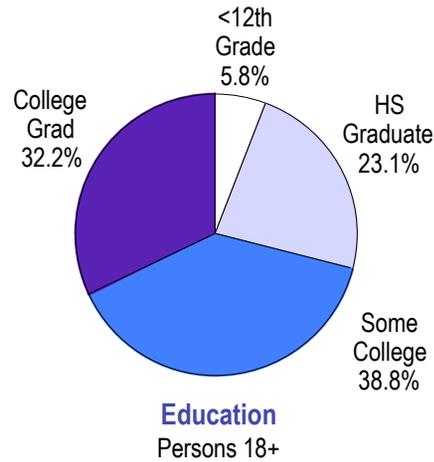
Eleven percent of the Alternative audience is Hispanic and 2.5 percent is black.

Adult alternative fans of all ages spend about the same amount of time listening, nearly seven hours, per week.

Alternative listeners are 16 percent more likely than the norm to have children in the household. They are 12 percent less likely than average to own their own homes.

Average Age of P1 Listeners
<b>30</b>
Proportion of Listening from P1s
<b>64%</b>

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



# Alternative

## Purchasing Behavior

Alternative fans are 33 percent more likely than average to live in a household planning to purchase a new SUV and 31 percent more likely to buy a new compact car in the next 12 months. They spend a little more on groceries per week than the general population.

They are 52 percent more likely than the norm to use home computer banking and 56 percent more likely to use online investing.

## Leisure Activities

Alternative listeners are far more likely than the general population to engage in exhilarating leisure activities such as extreme sports (144 percent more likely) and snow-skiing (81 percent more likely). Alternative fans are number one in movie attendance.

Nearly a quarter have eaten at a fast-food restaurant 10+ times in the past 30 days.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Alternative Strengths

*This format's listeners are more likely to:*

	% of Category Alternative Listeners Represent	% of Alternative Listeners	Index (100= National Average)
Live in a household planning to buy a new SUV in the next 12 months	14.0%	4.3%	133
Live in a household planning to buy a new compact car in the next 12 months	13.8%	1.5%	131
Live in a household that has used online investing in the past 12 months	16.3%	7.6%	156
Live in a household that uses online banking	15.9%	16.3%	152
Live in a household that has spent \$200+ on groceries in the past 7 days	11.9%	9.2%	113
Have participated in in-line skating in the past 12 months	21.8%	9.4%	208
Have participated in extreme sports in the past 12 months	25.6%	3.0%	244
Have gone snow-skiing in the past 12 months	19.0%	9.0%	181
Have attended movies 3+ times in the past 3 months	15.6%	29.8%	149
Have eaten at fast-food restaurant 10 or more times in the past 30 days	13.6%	23.9%	130
Have children in household	12.2%	48.1%	116

# Contemporary Hit Radio

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

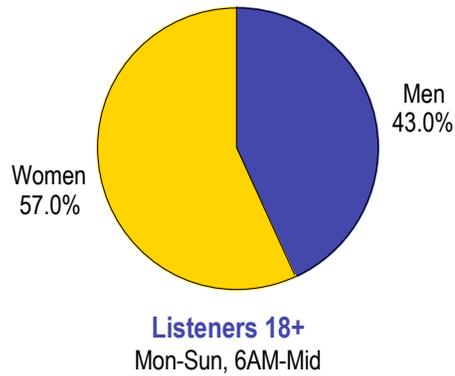
## A Few Format Highlights

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

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

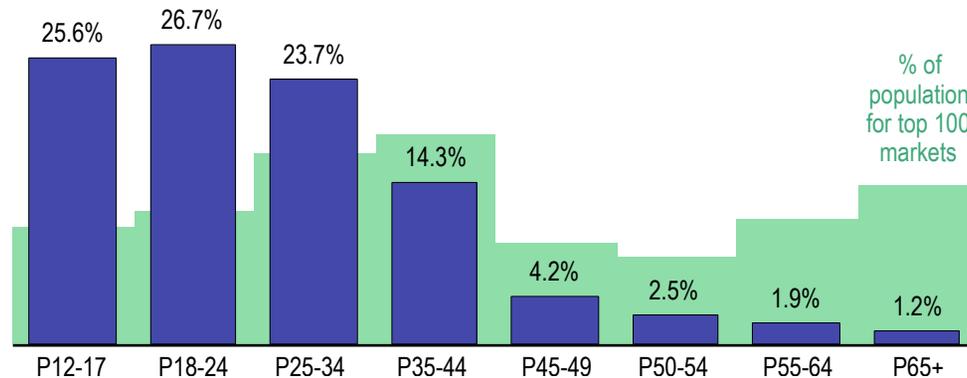
CHR Stations	<b>587</b>
Total Stations	<b>13,898</b>

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



Pop CHR	6.3%
Rhythmic CHR	4.0%
<b>Total CHR</b>	<b>10.3%</b>

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



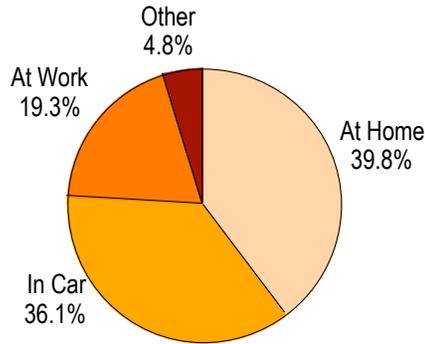
**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

# Contemporary Hit Radio

More CHR listening occurs at home (40 percent) than in the car (36 percent) or at work (19 percent).

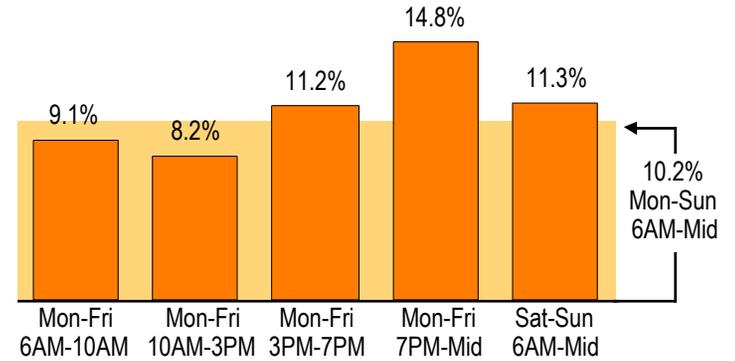
This format has a greater share of evening listening (14.8 percent) than any other.

CHR performs best in the Middle Atlantic (122) and New England (119) regions.



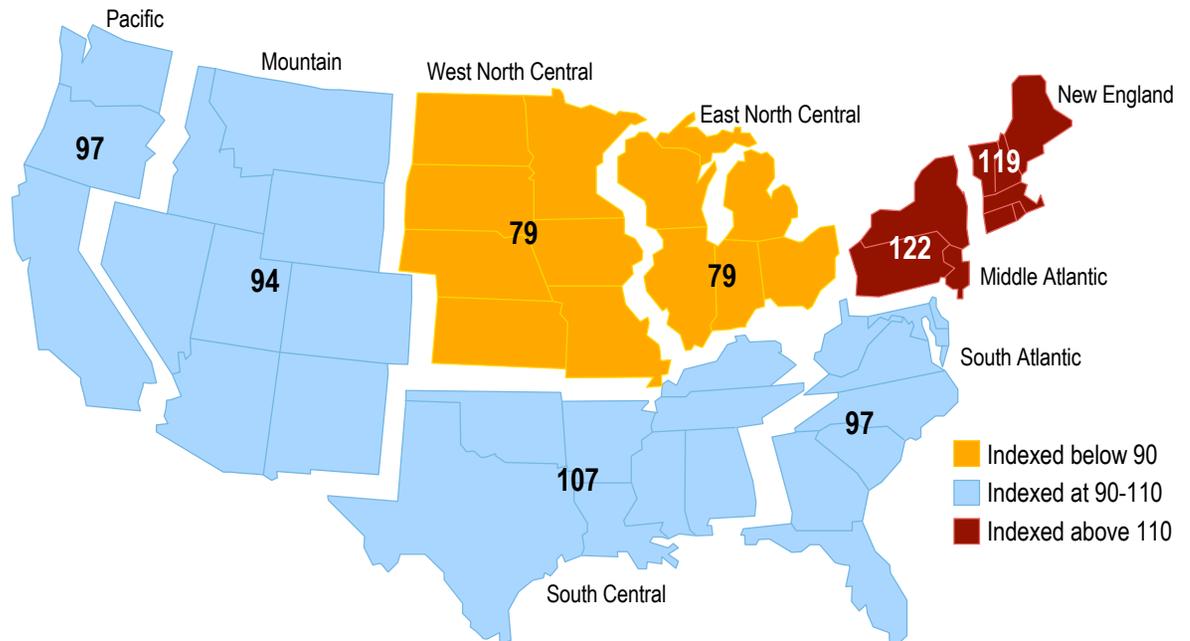
**AQH Share of Listening by Location**

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 2003.*

# Contemporary Hit Radio

About forty percent of CHR listeners have attended some college, suggesting that many may be in the process of earning their degrees. One quarter of CHR listeners have household incomes between \$50,000 and \$75,000.

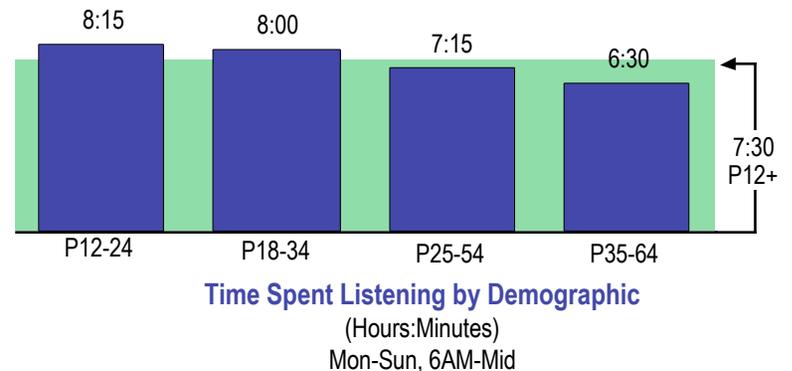
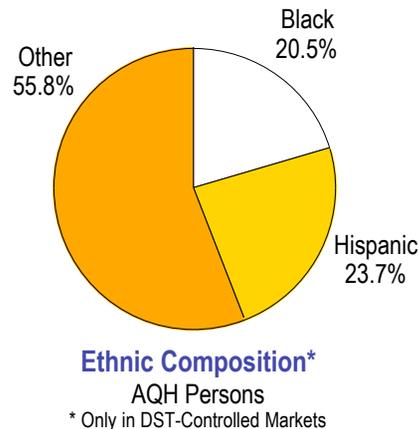
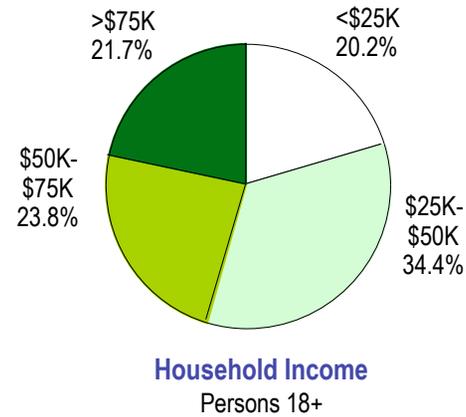
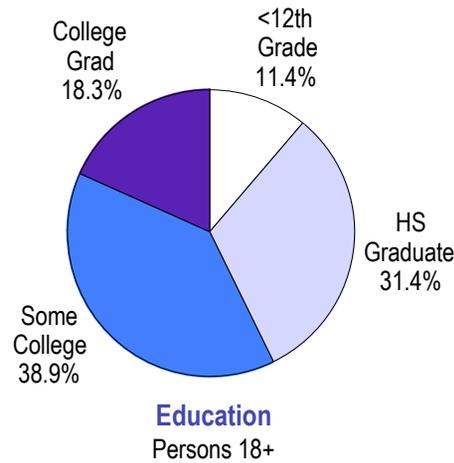
CHR has a strong ethnic following: 20 percent of listeners are black and 24 percent are Hispanic.

Young adults in the 12-24 age group spend the most time listening to CHR (8.25 hours) each week.

CHR fans are 40 percent more likely than the national average to have children in the household. They are 20 percent less likely than average to own their own homes.

Average Age of P1 Listeners
<b>25</b>
<b>57%</b>
Proportion of Listening from P1s

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



# Contemporary Hit Radio

## Purchasing Behavior

CHR listeners are 39 percent more likely to live in a household planning to buy a new SUV and 47 percent more likely to buy a used one in the next 12 months. Nearly one-quarter plan to buy furniture within the next year. CHR fans are 16 percent more likely to live in a household that spends \$200+ per week on groceries.

Nearly 57 percent of CHR listeners have/use a debit card, and almost 55 percent have/use an ATM card.

## Leisure Activities

In-line skating, free weights/circuit training, and jogging/running appeal greatly to CHR listeners. CHR listeners are movie enthusiasts with 28 percent having gone to the movies 3+ times in the last 3 months. Nearly a quarter have eaten at fast-food restaurants 10 or more times in the past month.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## CHR Strengths

*This format's listeners are more likely to:*

	% of Category CHR Listeners Represent	% of CHR Listeners	Index (100= National Average)
Live in a household planning to buy a new SUV in the next 12 months	29.0%	4.5%	139
Live in a household planning to buy a used SUV in the next 12 months	30.5%	3.9%	147
Live in a household planning to buy furniture in the next 12 months	27.1%	24.6%	130
Live in a household that has spent \$200+ on groceries in the past 7 days	24.2%	9.5%	116
Live in a household that has/uses a debit card	25.1%	56.8%	121
Live in a household that has/uses an ATM card	23.7%	54.8%	114
Have gone in-line skating in the past 12 months	36.6%	7.9%	176
Have participated in bowling in the past 12 months	31.0%	31.6%	149
Have gone jogging/running in the past 12 months	31.1%	29.3%	149
Have attended movies 3+ times in the past 3 months	29.0%	27.9%	139
Have eaten at fast-food restaurant 10 or more times in the past 30 days	28.2%	24.9%	135
Have children in household	29.1%	57.9%	140

# Classical

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

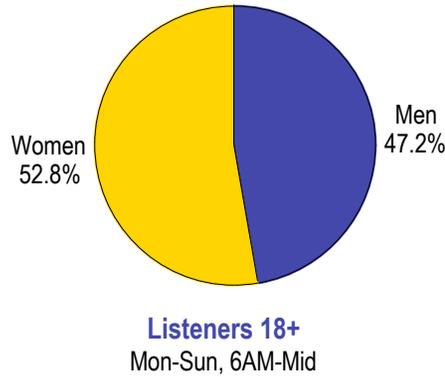
## A Few Format Highlights

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 60 percent of listening to Classical stations; 35- to 54-year-olds make up an additional 30 percent. Clearly this is a format with great appeal for middle-aged and older adults.

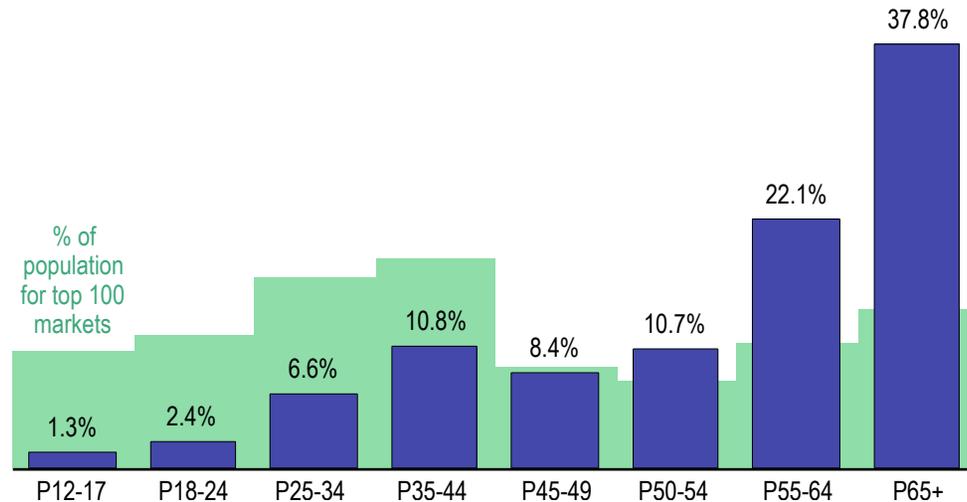
Classical Stations
<b>299</b>
<hr/>
<b>13,898</b>
Total Stations

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



**Total Classical 2.3%**

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

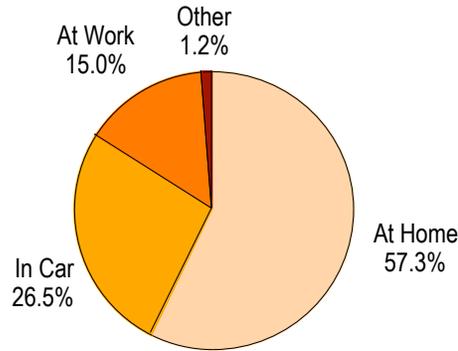


# Classical

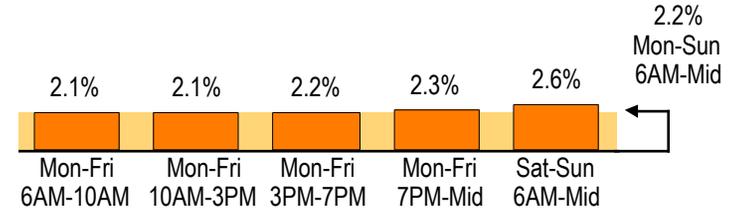
More than half of all Classical listening is done at home.

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

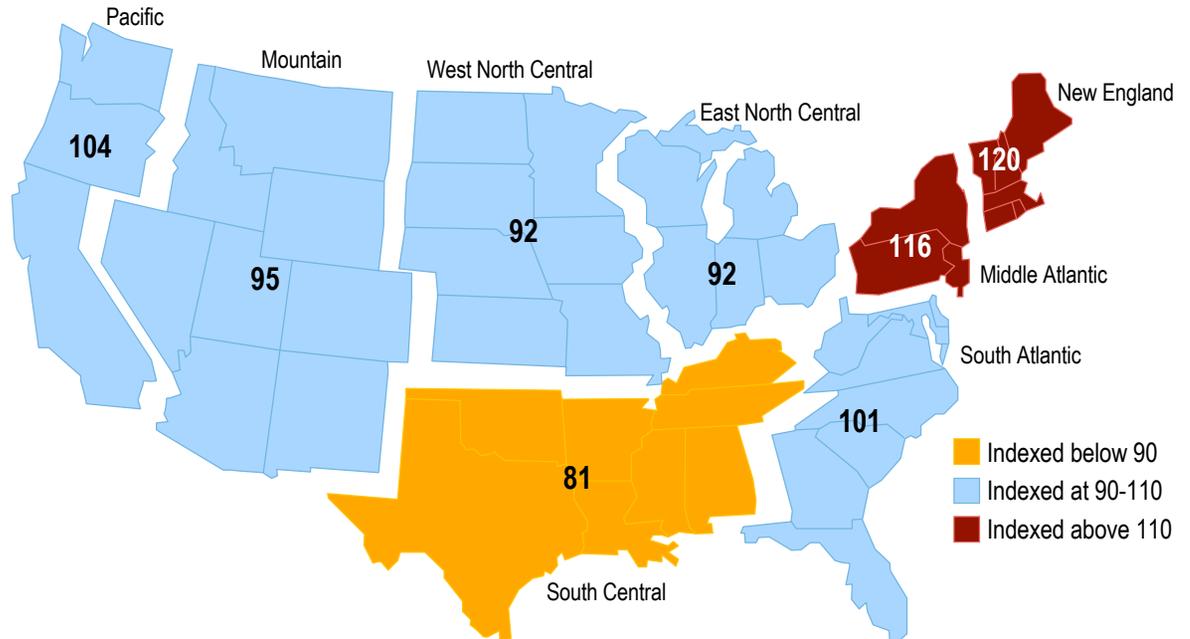
New Englanders and people in the Middle Atlantic and Pacific regions are more likely to listen to Classical than the average listener.



**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 2003.*

# Classical

More than 63 percent of classical listeners are college graduates, representing the largest percentage of any format group. Classical fans are also the most affluent, with 39 percent earning more than \$75,000 per year.

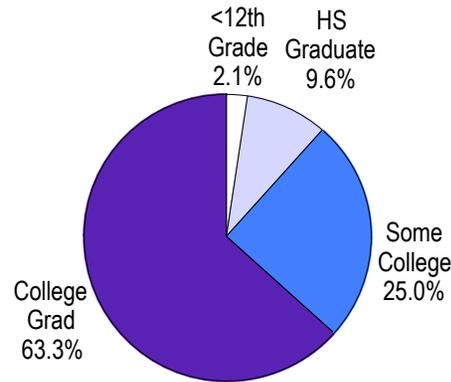
Four percent of the Classical audience is black and five percent is Hispanic.

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

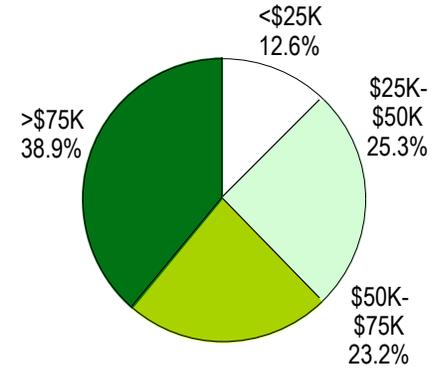
Less than one-third of Classical fans have children in the household. Seventy-eight percent own their own homes.

Average Age of P1 Listeners
<b>56</b>
Proportion of Listening from P1s
<b>71%</b>

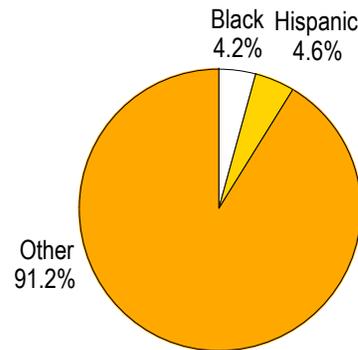
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



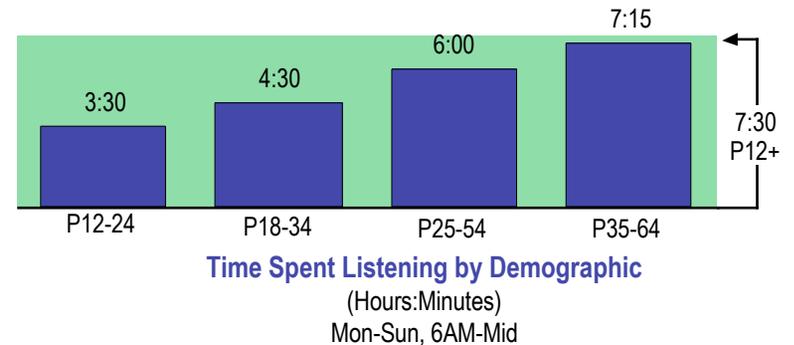
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# Classical

## Purchasing Behavior

Classical fans are 27 percent more likely than the norm to live in a household planning to purchase a new midsized car in the next 12 months.

They buy groceries at rates that closely parallel the national average.

Classical fans are 51 percent more likely than average to have an IRA account and more than twice as likely to have a Keogh account.

## Leisure Activities

Classical fans are more apt to participate in adult continuing education programs (30 percent more likely than the national average).

About one-third of Classical listeners have participated in photography and swimming in the past 12 months.

Classical listeners patronize fast-food restaurants at rates well below the national average. They are much more likely than the norm to go to the movies.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Classical Strengths

*This format's listeners are more likely to:*

	% of Category Classical Listeners Represent	% of Classical Listeners	Index (100= National Average)
Live in a household planning to buy a new midsized car in the next 12 months	6.7%	2.9%	127
Live in a household that has/uses certificates of deposit	7.4%	20.7%	140
Live in a household that has/uses an IRA account	8.0%	30.9%	151
Live in a household that has/uses a Keogh account	12.4%	1.6%	234
Live in a household that has used a travel agent in the past 12 months	7.8%	20.2%	148
Have participated in adult continuing education in the past 12 months	6.9%	20.0%	130
Have gone hiking/backpacking in the past 12 months	7.9%	20.1%	150
Have done photography in the past 12 months	6.8%	34.0%	128
Have gone swimming in the past 12 months	5.6%	37.8%	107
Have attended movies 3+ times in the past 3 months	6.2%	23.6%	118
Own residence	6.0%	77.6%	113

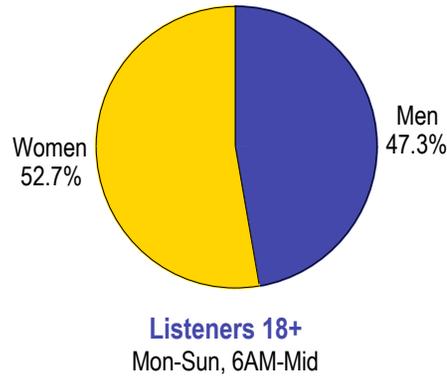
# Country

Includes traditional and modern country music.

## A Few Format Highlights

Total AQH listening for adult women (53 percent) is slightly higher than men's (47 percent).

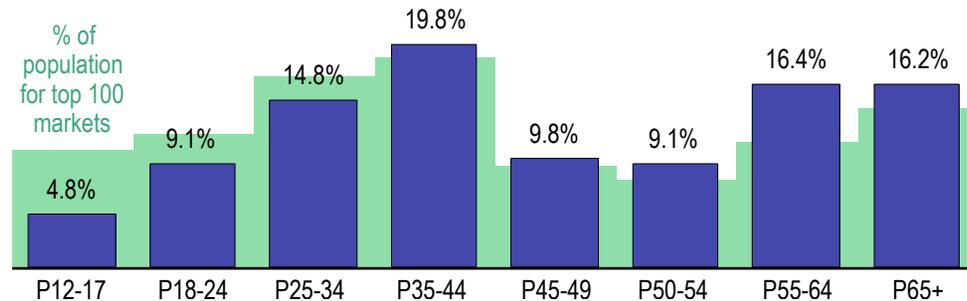
Adults 35-44 are more likely to tune in to this format than any other age group.



Country	11.9%
Classic Country	0.7%
New Country	0.4%
<b>Total Country</b>	<b>13.0%</b>

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

Country Stations	<b>2,114</b>
Total Stations	<b>13,898</b>



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

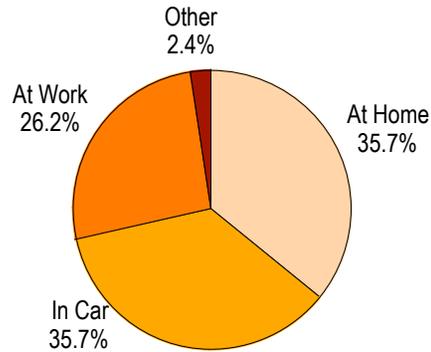
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# Country

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

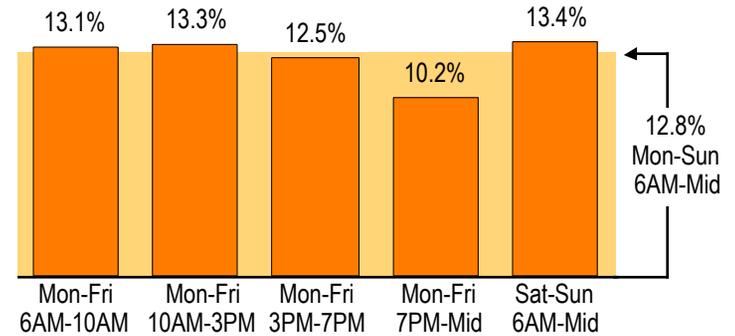
Weekends and weekdays 10AM-3PM are the popular dayparts for Country listeners.

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



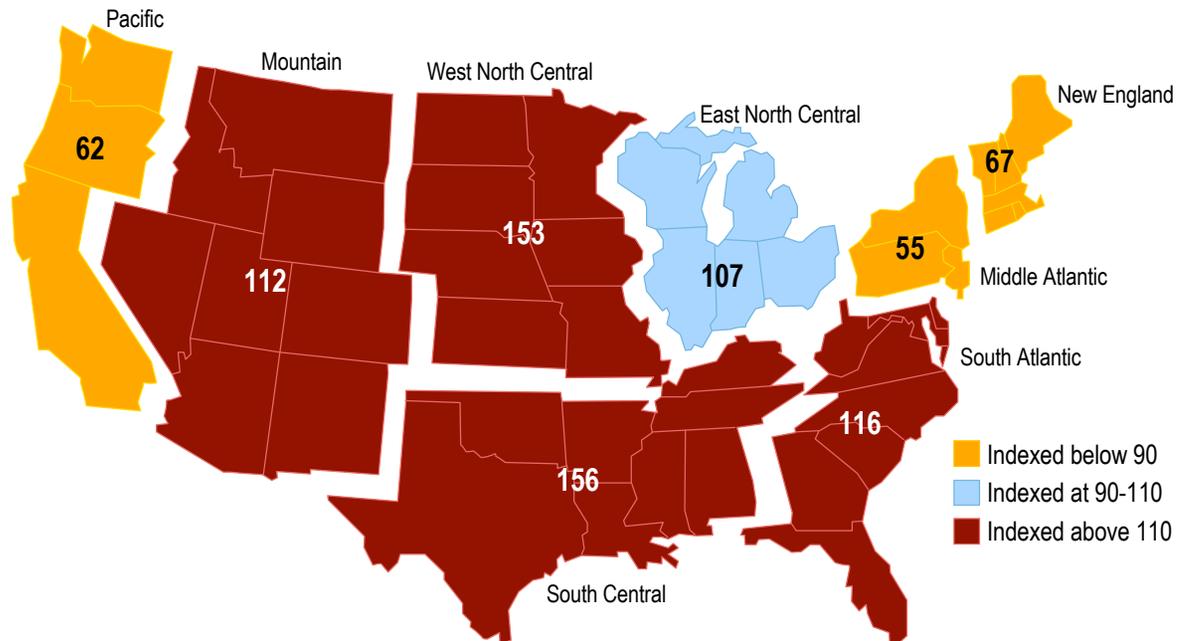
**AQH Share of Listening by Location**

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 2003.

# Country

Nearly 39 of country listeners are high school graduates, while almost 48 percent have gone on to attend some college or to earn their degrees. Thirty-seven percent of Country listeners have household incomes between \$25,000 and \$50,000.

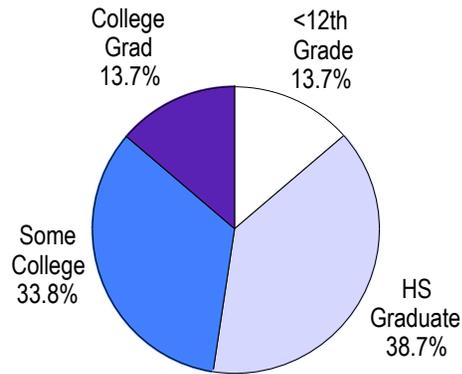
Blacks and Hispanics account for only a small portion of the Country audience.

Country fans in the 35-64 age group spend the most time listening, 11 hours and 15 minutes per week.

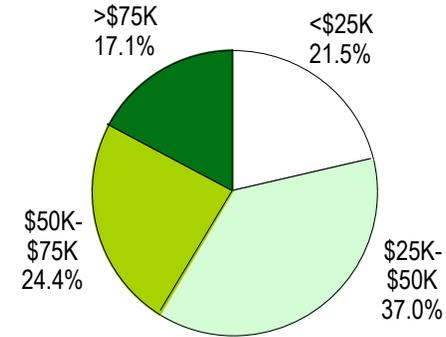
They are nine percent more likely than the norm to have children in the household, and 10 percent more likely to own their own homes.

Average Age of P1 Listeners
<b>47</b>
Proportion of Listening from P1s
<b>64%</b>

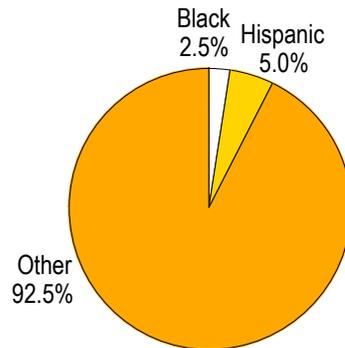
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



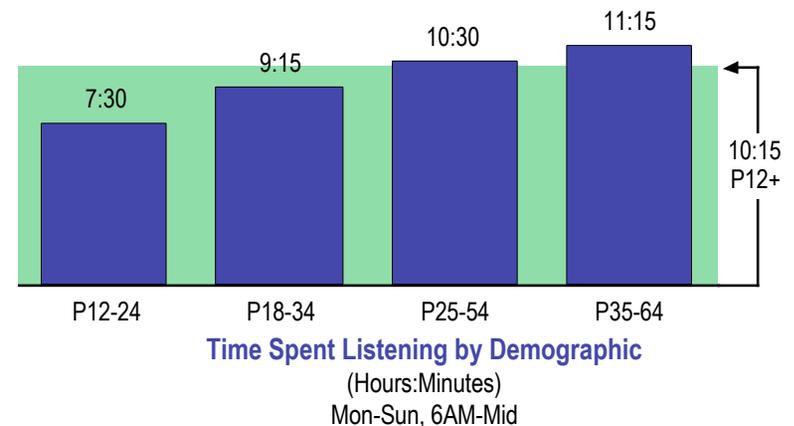
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# Country

## Purchasing Behavior

Country listeners are 46 percent more likely than the norm to live in a household planning to purchase a new pickup truck in the next year. Country listeners spend \$103 on groceries weekly, per household, which is on par with the national average.

Country fans are 31 percent more likely than the norm to hold a personal loan. Nearly one-third hold auto loans.

Country listeners are the most interested of any format in sewing and doing crafts.

## Leisure Activities

Country fans are 67 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 56 percent have eaten at fast-food restaurants 5+ times in the past month.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Country Strengths

*This format's listeners are more likely to:*

	% of Category Country Listeners Represent	% of Country Listeners	Index (100= National Average)
Live in a household planning to buy a new pickup truck in the next 12 months	31.3%	3.3%	146
Live in a household that has/uses a personal loan	28.2%	9.8%	131
Live in a household that has/uses an auto loan	26.9%	29.6%	125
Have gone hunting in the past 12 months	35.8%	13.2%	167
Have gone fishing in the past 12 months	28.8%	30.6%	134
Have gone camping in the past 12 months	28.1%	26.3%	131
Have eaten at fast-food restaurant 5+ times in the past 30 days	23.0%	55.8%	107
Have children in household	23.4%	45.1%	109
Own residence	23.6%	75.6%	110

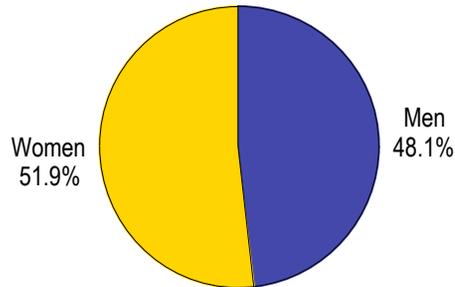
# New AC/ Smooth Jazz

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

## A Few Format Highlights

NAC/Smooth Jazz has a higher number of Adult Women 18+ than Adult Men 18+ in its audience.

Adults 35-44 make up the core of NAC/Smooth Jazz's audience (21 percent).



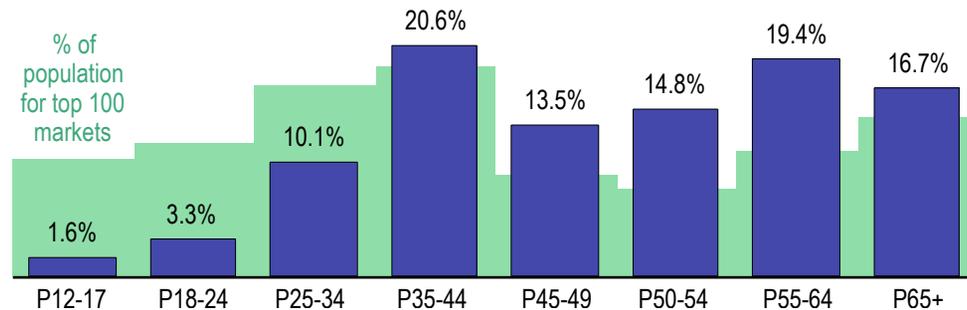
**Listeners 18+**  
Mon-Sun, 6AM-Mid

New AC/Smooth Jazz	2.0%
Jazz	0.5%
<b>Total</b>	<b>2.5%</b>
<b>New AC/Smooth Jazz</b>	

## AQH Share of New AC/Smooth Jazz Formats

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

New AC/Smooth Jazz Stations
<b>148</b>
<b>13,898</b> Total Stations



## 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 MaximiSer® Plus National Regional  
Database, Spring 2003.*

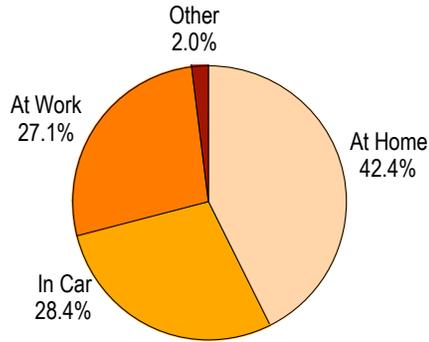
# New AC/ Smooth Jazz

Listeners to NAC/Smooth Jazz tend to listen more at home (42 percent) than at work (27 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.

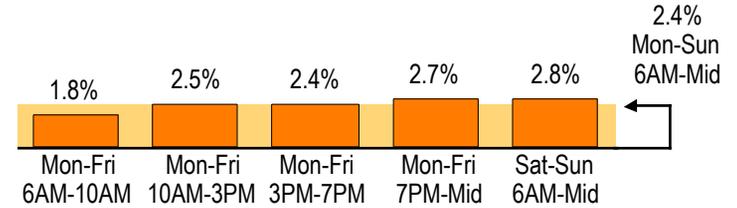
NAC/Smooth Jazz is most popular among listeners in the Pacific region, where they are 46 percent more likely to tune in than the average listener.

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



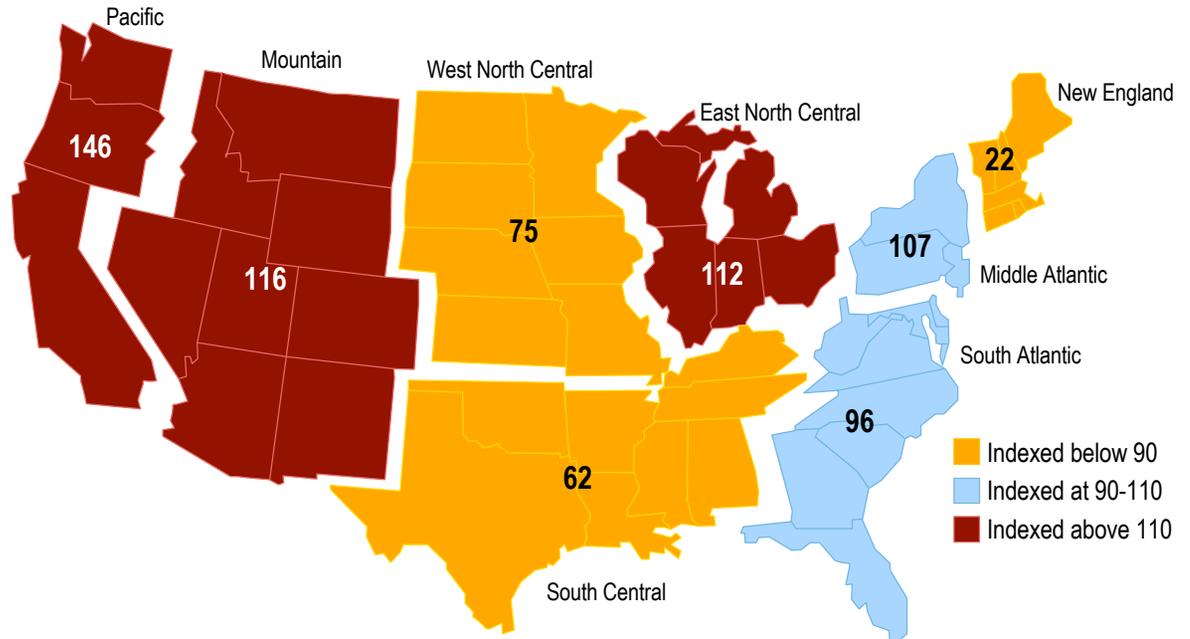
## AQH Share of Listening by Location

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

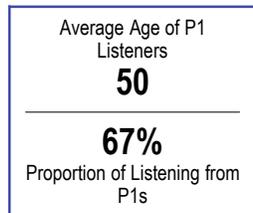
# New AC/ Smooth Jazz

Thirty-five percent of New AC/Smooth Jazz listeners are college graduates. Thirty-three percent earn more than \$75,000 per year.

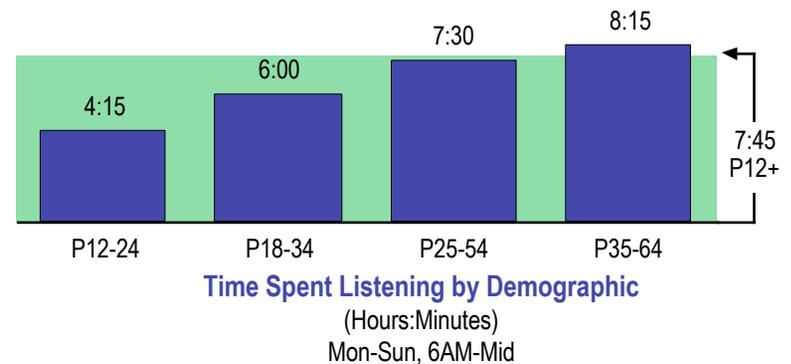
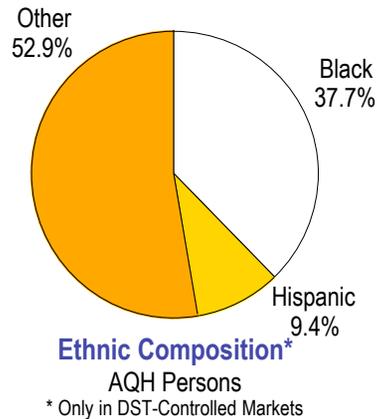
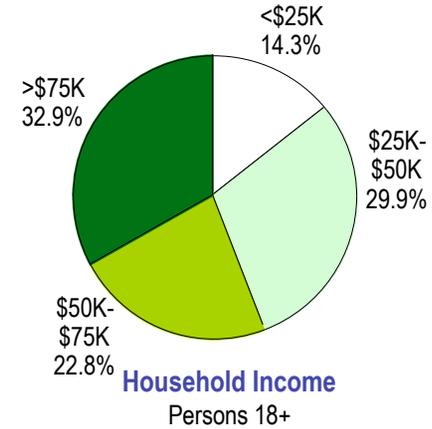
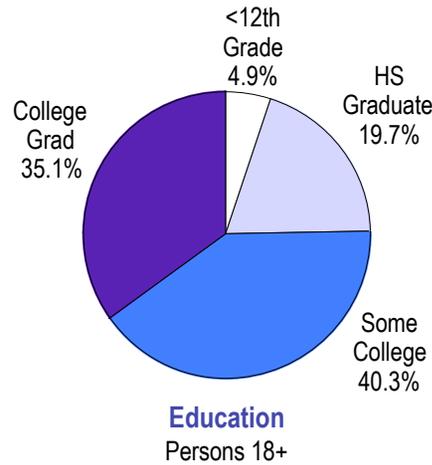
New AC/Smooth Jazz is popular among black listeners, who compose 38 percent of the audience.

Fans ages 35-64 listen the longest, 8 hours and 15 minutes per week.

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



*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



# New AC/ Smooth Jazz

## Purchasing Behavior

NAC/Smooth Jazz listeners are 58 percent more likely than average to live in a household planning to buy a new luxury car and 60 percent more likely to buy a used one. Twenty-two percent plan to buy furniture in the next year. NAC/Smooth Jazz listeners are the most likely of any format group to live in a household that has spent \$200+ in the past week on groceries.

They are 22 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.

NAC/Smooth Jazz listeners are 28 percent more likely than the general population to have attended movies 3+ times in the past 3 months. They patronize fast-food restaurants at rates that are slightly above the norm.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## New AC/Smooth Jazz Strengths

*This format's listeners are more likely to:*

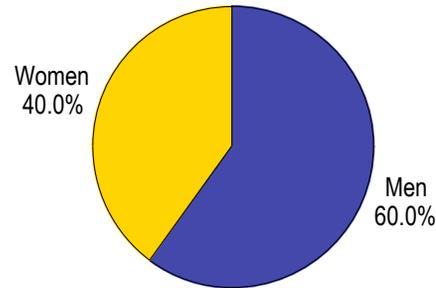
	% of Category New AC/Smooth Jazz Listeners Represent	% of New AC/Smooth Jazz Listeners	Index (100= National Average)
Live in a household planning to buy a new luxury car in the next 12 months	9.3%	2.4%	158
Live in a household planning to buy a used luxury car in the next 12 months	9.4%	1.8%	160
Live in a household planning to buy furniture in the next 12 months	6.7%	21.5%	114
Live in a household that has spent \$200+ on groceries in the past 7 days	7.1%	9.9%	122
Live in a household that has/uses a money market account	7.2%	20.7%	122
Have gone bicycling in the past 12 months	6.9%	28.0%	118
Have participated in free weights/circuit training in the past 12 months	7.2%	24.2%	123
Have gone jogging/running in the past 12 months	6.6%	22.0%	112
Have attended movies 3+ times in the past 3 months	7.5%	25.6%	128
Have eaten at fast-food restaurant 5+ times in the past 30 days	6.1%	54.6%	105

# 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+. More than a quarter of all News/Talk/Information listeners are Adults 65+.

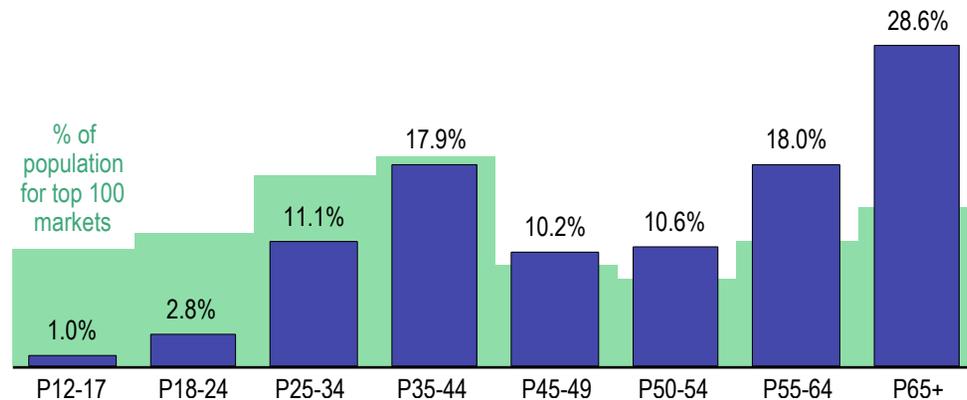


**Listeners 18+**  
Mon-Sun, 6AM-Mid

News/Talk	10.6%
All News	1.8%
All Sports	1.7%
Talk/Personality	1.7%
<b>Total News/Talk/Information</b>	<b>15.8%</b>

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

News/Talk/Information Stations	<b>2,076</b>
Total Stations	<b>13,898</b>



## Audience Composition

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

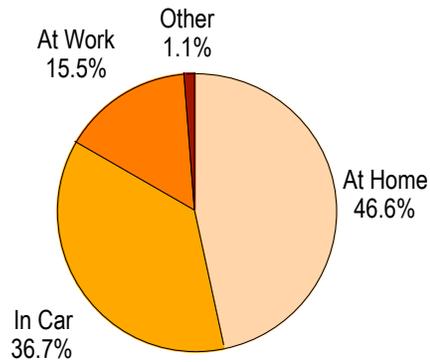
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# News/Talk/Information

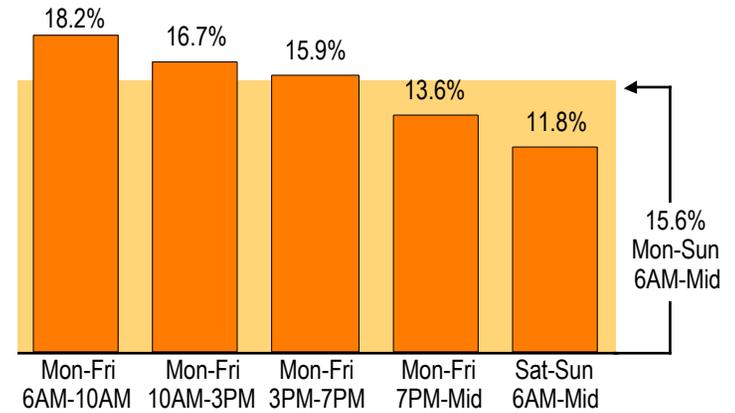
Almost half of News/Talk/Information listening occurs at home. More than one-third of News/Talk/Information listening takes place in cars.

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

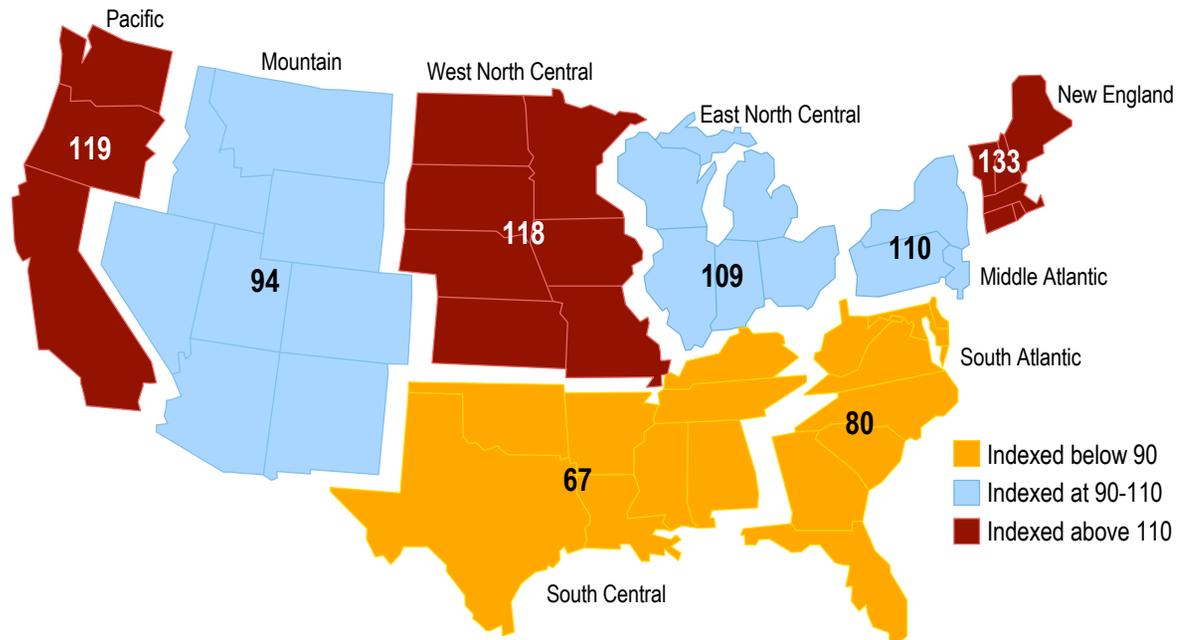
This format performs best in the New England (133) and Pacific (119) regions.



**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 2003.*

# News/Talk/Information

Forty-one percent of News/Talk/Information (NTI) listeners hold college degrees. A large majority, 61 percent, have household incomes of \$50,000+.

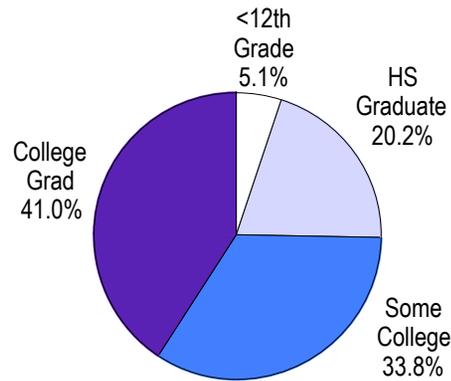
Eight percent of the NTI audience is black and five percent is Hispanic.

Listeners tune in to NTI for an average of 10 hours and 15 minutes per week.

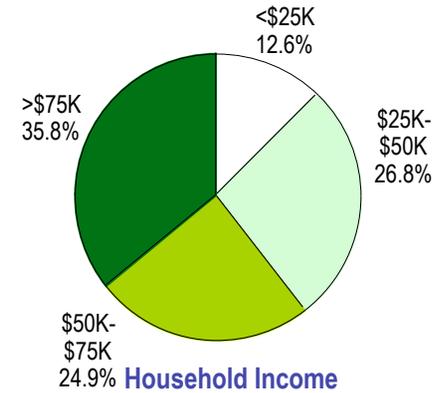
NTI fans are 15 percent more likely than the norm to own their own homes. They are much less likely (15 percent) than the typical consumer to have children in the household.

Average Age of P1 Listeners
<b>54</b>
Proportion of Listening from P1s
<b>59%</b>

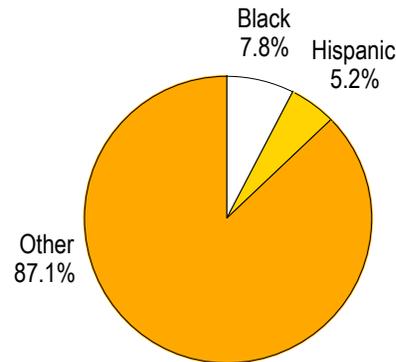
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



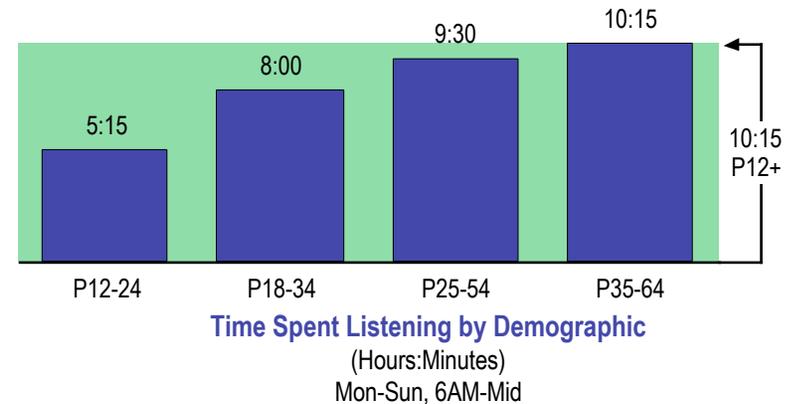
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# News/Talk/ Information

## Purchasing Behavior

News/Talk/Information (NTI) buffs are 26 percent more likely than average to live in a household planning to buy or lease a new luxury vehicle in the next 12 months.

About 30 percent of those who spend \$200+ on groceries weekly, per household, are NTI listeners.

NTI fans consume all types of financial products/services at rates well above the national average.

## Leisure Activities

Nearly 39 percent of those who have played golf and 31 percent of those who have gardened are NTI listeners.

NTI buffs are slightly more likely than the norm to have gone to the movies 3+ times in the past 3 months.

They patronize fast-food restaurants less often than the average consumer.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## News/Talk/Information Strengths

*This format's listeners are more likely to:*

	% of Category News/Talk/Info Listeners Represent	% of News/Talk/ Info Listeners	Index (100= National Average)
Live in a household planning to buy/lease a new luxury vehicle in the next 12 months	35.6%	2.5%	126
Live in a household that has spent \$200+ on groceries in the past 7 days	29.5%	8.5%	105
Live in a household that has/uses a 401(k) plan	33.2%	28.3%	118
Live in a household that has/uses certificates of deposit	34.9%	18.3%	124
Live in a household that has/uses money market funds	39.3%	32.7%	140
Have/use mutual funds	38.2%	47.1%	136
Have done gardening in the past 12 months	30.9%	52.9%	110
Have played golf in the past 12 months	38.5%	20.6%	136
Have attended movies 3+ times in the past 3 months	30.6%	21.7%	108
Own residence	32.3%	78.8%	115

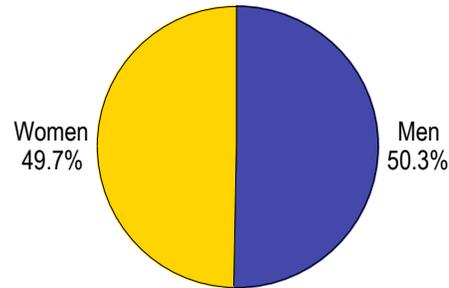
# Oldies

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

## A Few Format Highlights

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

Twenty percent of the Oldies audience is composed of Adults 35-44. Nearly 53 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.



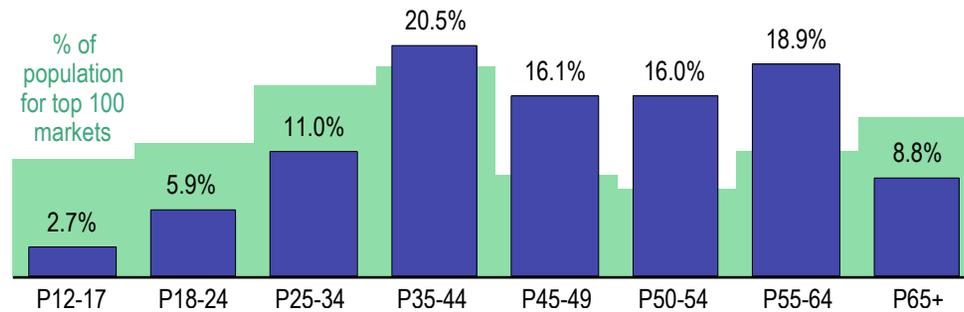
**Listeners 18+**  
Mon-Sun, 6AM-Mid

Oldies	5.0%
'80s Hits	0.5%
Classic Hits	1.2%
Rhythmic Oldies	0.4%
<b>Total Oldies</b>	<b>7.1%</b>

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

Oldies Stations	<b>1,057</b>
Total Stations	<b>13,898</b>

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



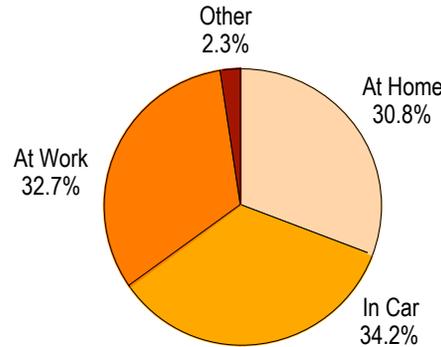
**Audience Composition**  
Percent of Format Audience by Demographic  
Mon-Sun, 6AM-Mid

# Oldies

Oldies listeners listen in various locations: at work (33 percent), in their cars (34 percent) and at home (31 percent).

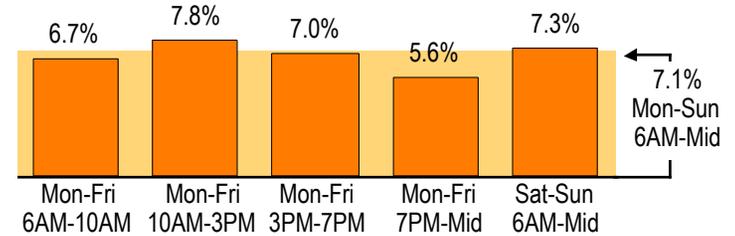
The most popular dayparts for listening to Oldies are weekdays 10AM-3PM and weekends.

This format performs best in the East North Central (116) and West North Central (115) regions.



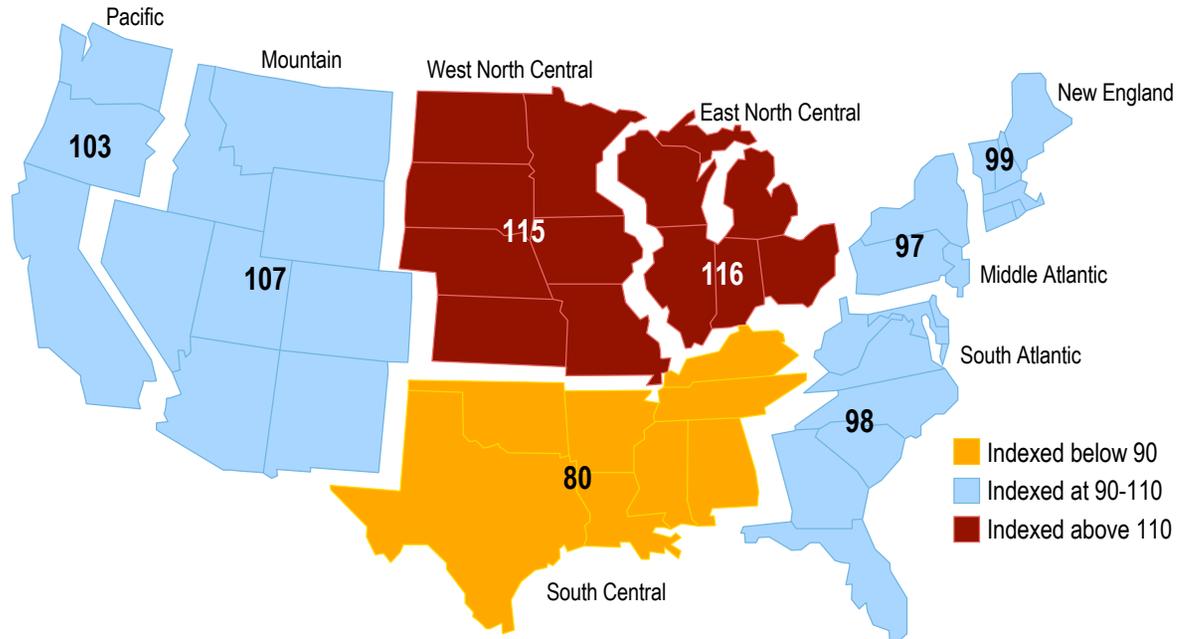
**AQH Share of Listening by Location**

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 2003.*

# Oldies

About 60 percent of the Oldies audience have gone beyond the high-school level. Almost 33 percent have household incomes between \$25,000 and \$50,000.

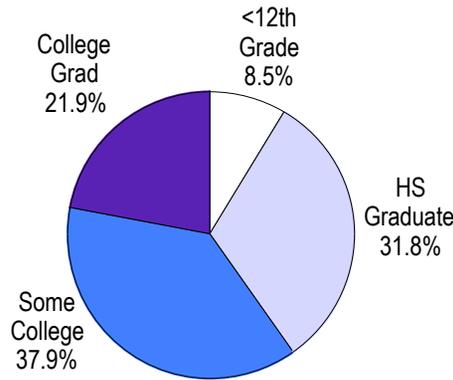
Hispanics compose more than 13 percent of the Oldies audience. Blacks account for six percent.

Fans in the 25-54 and 35-64 age groups spend about 8 hours per week listening to their favorite Oldies stations.

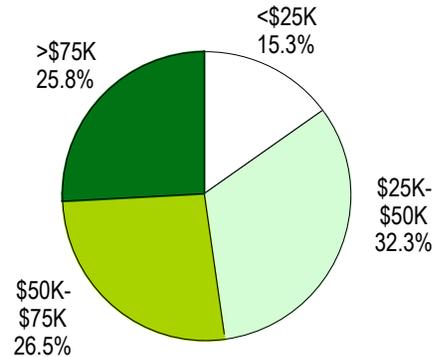
Oldies listeners are slightly more likely than average to own their own homes. They are about as likely as the typical American to have children in the household.

Average Age of P1 Listeners
<b>48</b>
Proportion of Listening from P1s
<b>63%</b>

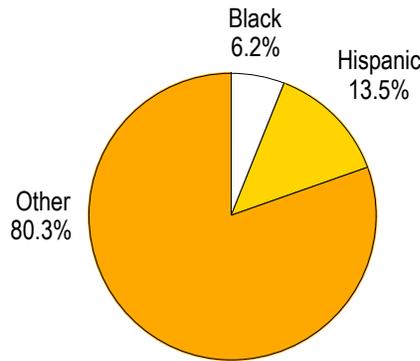
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



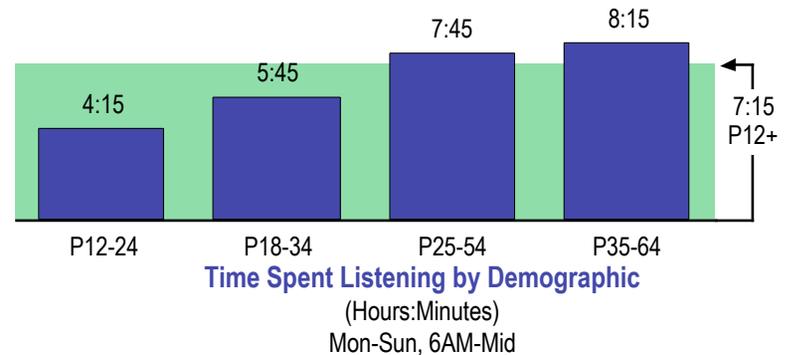
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



# Oldies

## Purchasing Behavior

Oldies listeners are 16 percent more likely than average to live in households planning to purchase a new midsize car or SUV in the next 12 months. They are slightly more likely than the general population to purchase furniture in the next 12 months.

The average Oldies fan has spent \$107 weekly, per household, on groceries—a figure that is slightly above the norm.

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

## Leisure Activities

Oldies listeners are more likely to have gone golfing, powerboating and swimming than the general population. They are slightly more likely to have gone to the movies than the typical American. Oldies fans have eaten at fast-food restaurants slightly more often than the average consumer.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Oldies Strengths

*This format's listeners are more likely to:*

	% of Category Oldies Listeners Represent	% of Oldies Listeners	Index (100= National Average)
Live in a household planning to buy a new midsize car in the next 12 months	17.1%	2.7%	116
Live in a household planning to buy a new SUV in the next 12 months	17.1%	3.8%	116
Live in a household planning to buy furniture in the next 12 months	15.2%	19.4%	103
Live in a household that has spent \$200+ on groceries in the past 7 days	16.2%	9.0%	110
Live in a household that has/uses a 401(k) plan	17.8%	28.9%	120
Have gone golfing in the past 12 months	16.1%	16.5%	109
Have gone powerboating in the past 12 months	17.5%	9.3%	119
Have gone swimming in the past 12 months	16.1%	38.5%	109
Have attended movies 3+ times in the past 3 months	15.7%	21.3%	106
Have eaten at fast-food restaurant 5+ times in the past 30 days	15.6%	55.0%	105
Own residence	16.1%	74.8%	109

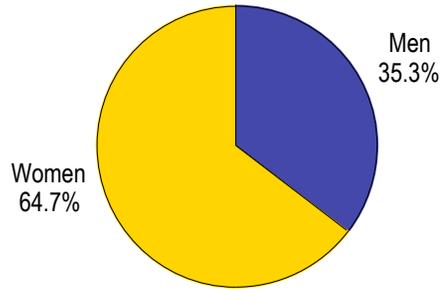
# Religious

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

## A Few Format Highlights

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

Almost one-quarter of this format’s audience is Adults 35-44. Nearly one-third of the audience is Adults 55+.



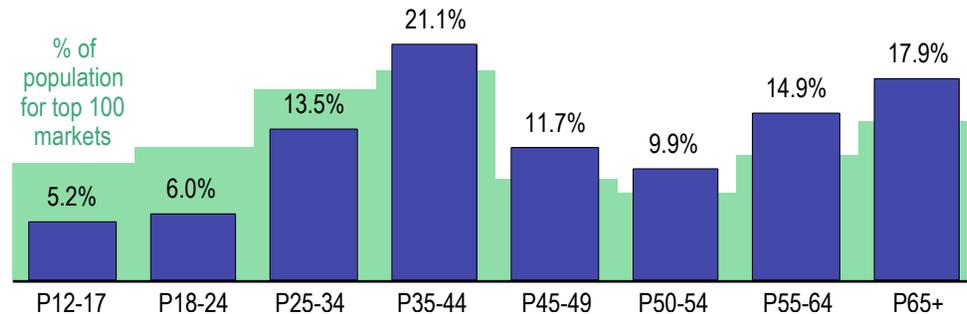
**Listeners 18+**  
Mon-Sun, 6AM-Mid

Religious +	1.6%
Contemporary Christian	1.9%
Gospel	0.9%
Southern Gospel	0.3%
Contemporary Inspirational	0.5%
<b>Total Religious</b>	<b>5.2%</b>

## AQH Share of Religious Formats

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

Religious Stations	<b>1,965</b>
<b>13,898</b>	Total Stations



## Audience Composition

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

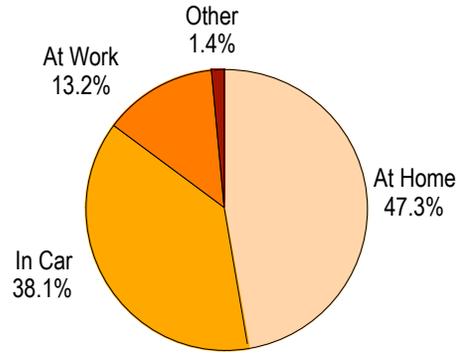
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# Religious

Nearly half (47 percent) of Religious radio listening occurs at home, and over one-third (38 percent) occurs in cars.

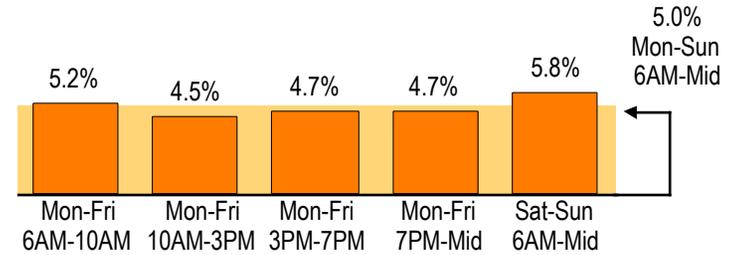
The largest share of listeners tune in to Religious stations on the weekend.

The Religious format has high audience shares in the South Atlantic (161) and South Central (151) regions.



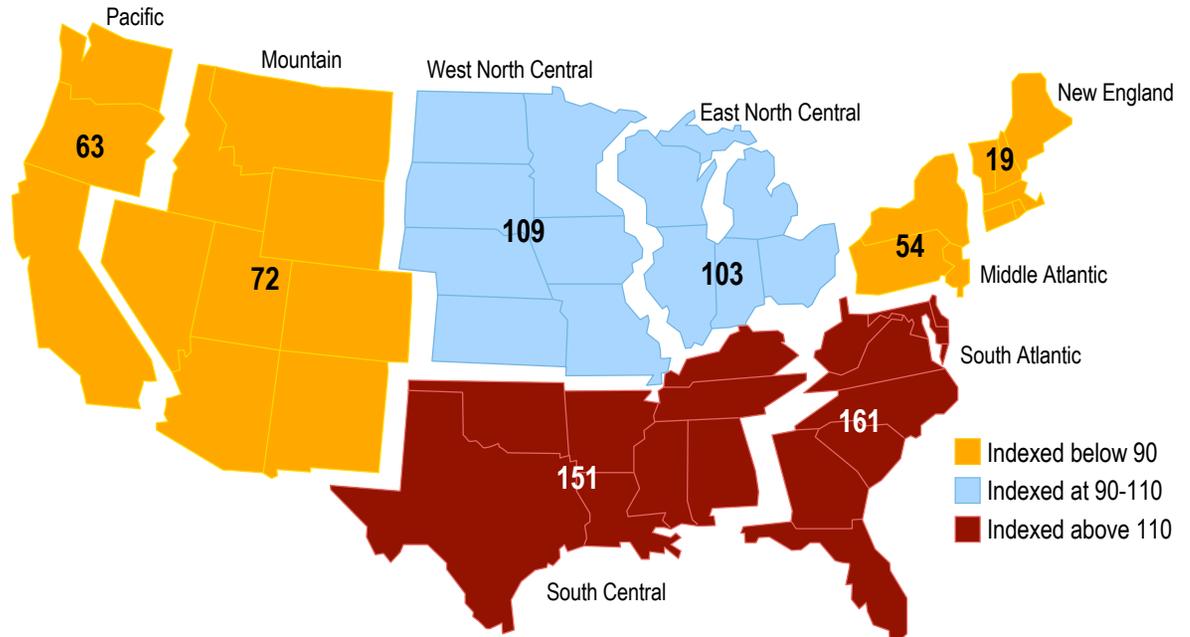
**AQH Share of Listening by Location**

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 2003.*

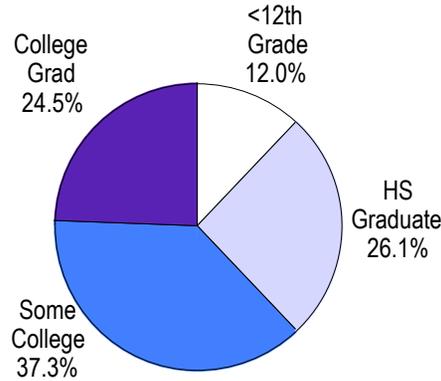
# Religious

Sixty-two percent of Religious listeners have either attended some college or hold a college degree. Over 58 percent earn less than \$50,000 per year.

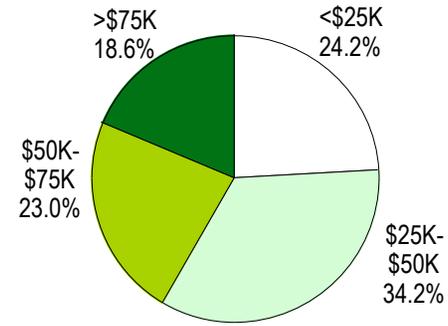
Religious stations are popular among black listeners, who compose 37 percent of the audience.

Religious format enthusiasts in the 35-64 age group spend the most time listening, 9 hours and 15 minutes per week.

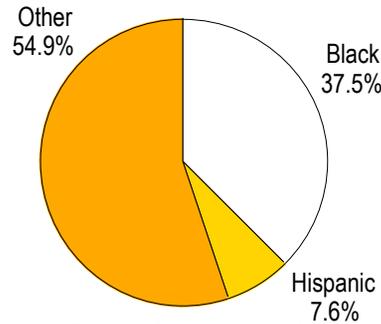
More than two-thirds of all Religious fans own their own homes. They are 18 percent more likely than the typical American to have children in the household.



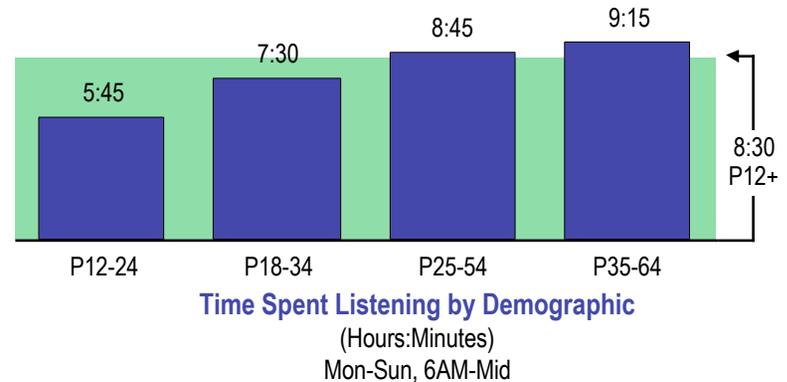
**Education**  
Persons 18+



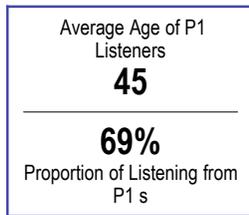
**Household Income**  
Persons 18+



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



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



*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# Religious

## Purchasing Behavior

Religious format fans are 26 percent more likely than average to live in a household planning to purchase a used SUV in the next 12 months. Nearly 20 percent plan to buy furniture in the next year. They spend an average amount, around \$104, on groceries each week.

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

## Leisure Activities

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

Twenty-one percent of Religious listeners have visited fast-food restaurants 10+ times in the past month. They go to movies a little less frequently than the average consumer.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Religious Strengths

*This format's listeners are more likely to:*

	% of Category Religious Listeners Represent	% of Religious Listeners	Index (100= National Average)
Live in a household planning to buy a used SUV in the next 12 months	11.5%	3.3%	126
Live in a household planning to buy furniture in the next 12 months	9.6%	19.9%	105
Live in a household that has spent \$200+ on groceries in the past 7 days	9.4%	8.4%	104
Have taken adult continuing education courses in the past 12 months	10.4%	17.6%	114
Have done sewing or crafts in the past 12 months	10.8%	20.8%	118
Have eaten at fast-food restaurant 10 or more times in the past 30 days	10.4%	21.0%	114
Have children in household	10.7%	48.9%	118
Own residence	9.6%	72.8%	106

# Rock

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

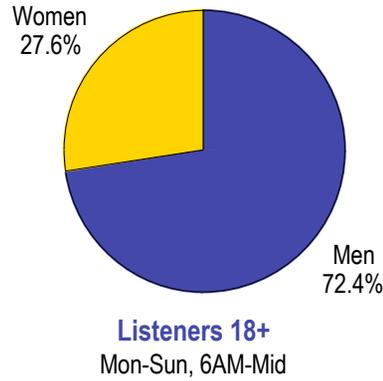
## A Few Format Highlights

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 (56 percent) than any other format.

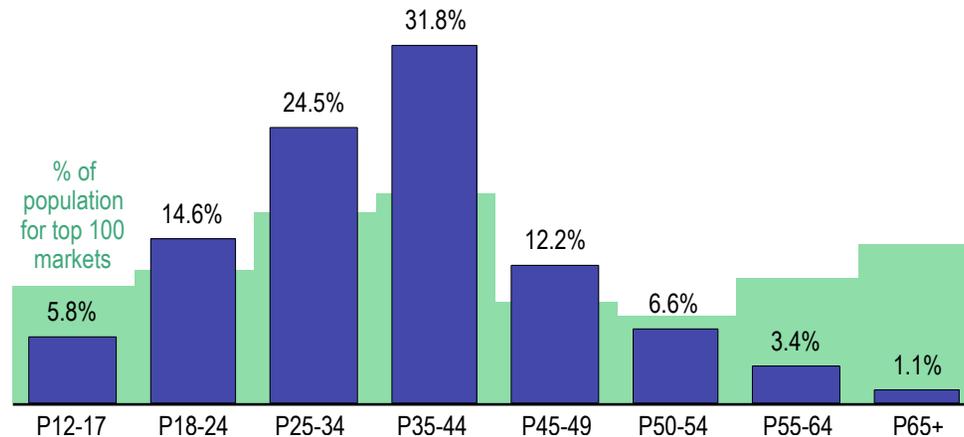
Rock Stations
<b>872</b>
<hr/>
<b>13,898</b>
Total Stations

Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.



Classic Rock	4.9%
AOR	2.4%
Active Rock	1.9%
<b>Total Rock</b>	<b>9.2%</b>

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

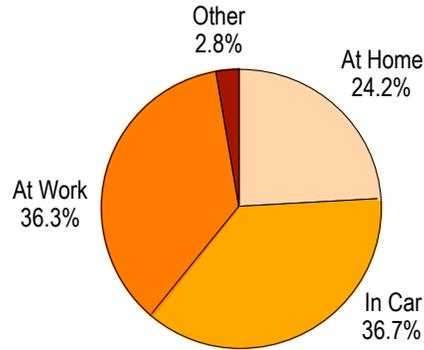


# Rock

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

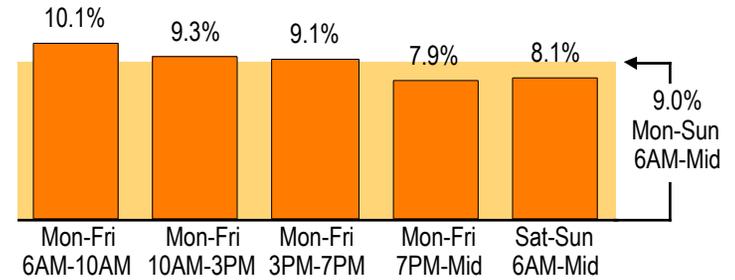
Morning drive has the highest share of listening for this format, but throughout the day listening to Rock stations remains fairly consistent.

West North Central listeners are 46 percent more likely to tune in to Rock stations than listeners in other regions. Rock is quite popular in the Mountain region as well.



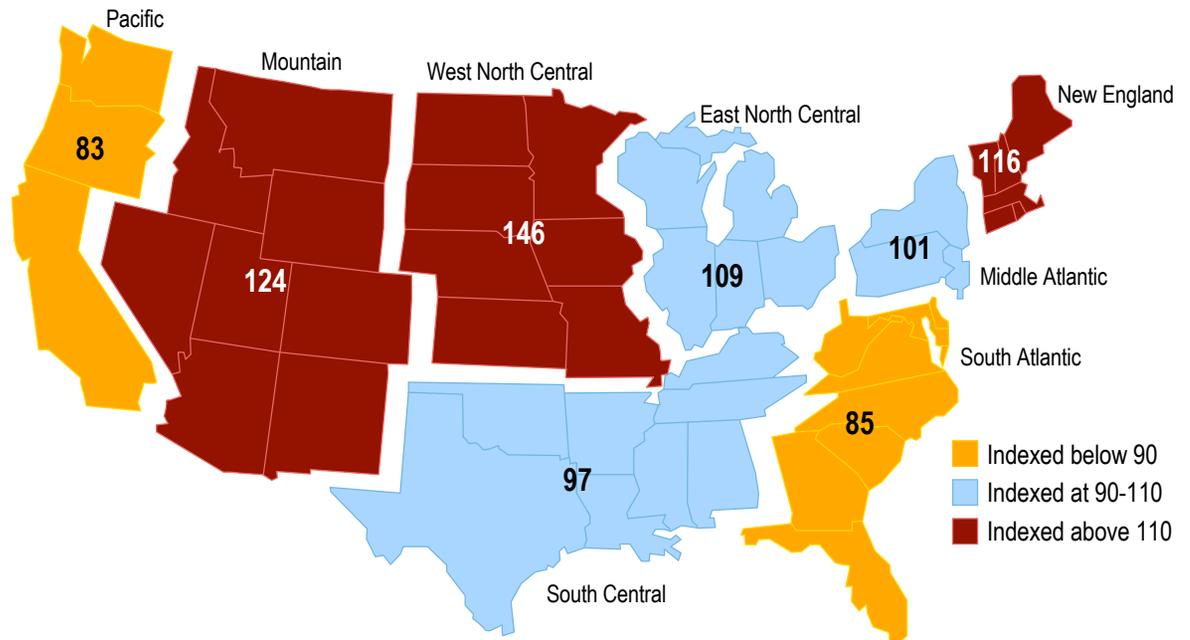
**AQH Share of Listening by Location**

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 2003.

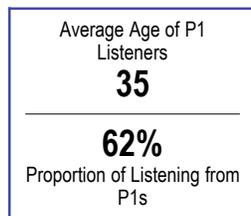
# Rock

Fifty-eight percent of Rock listeners have gone beyond the high school level. Nearly thirty-five percent have household incomes between \$25,000 and \$50,000.

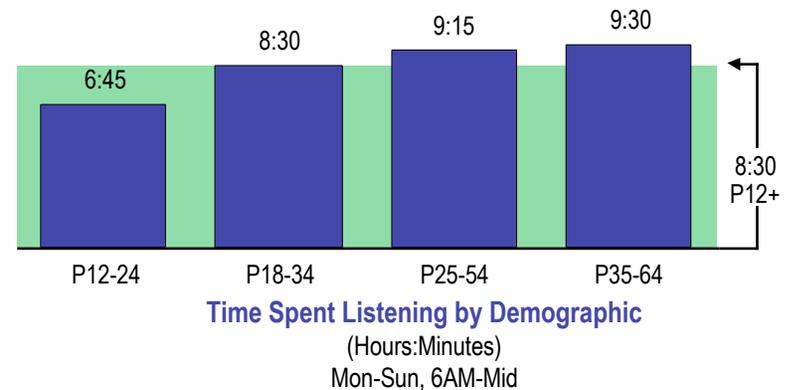
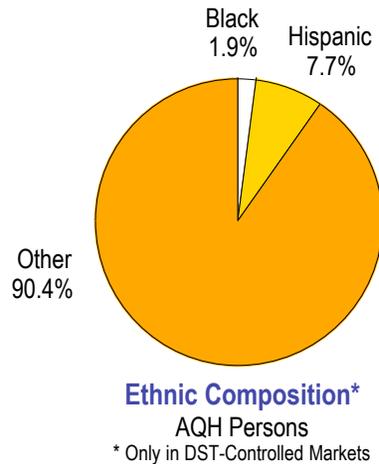
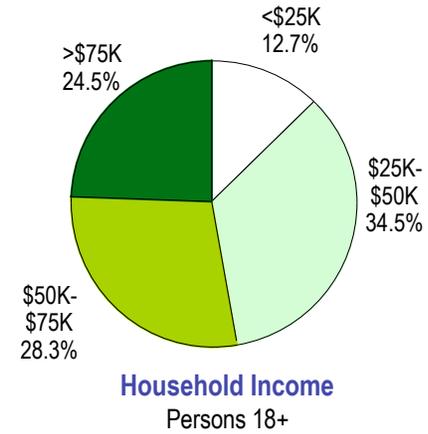
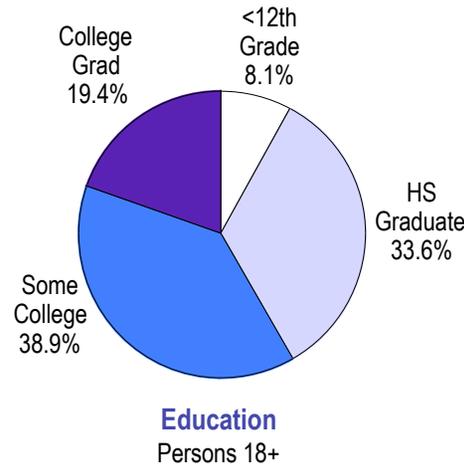
Two percent of the Rock audience is black and eight percent is Hispanic.

Most Rock format fans spend about 8.5 hours per week listening to their favorite stations.

Sixty-eight percent of Rock listeners own their own homes, a rate that is comparable with the national average. They are 27 percent more likely than average to have children in the household.



*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



# Rock

## Purchasing Behavior

Rock fans are 36 percent more likely than the typical consumer to live in a household planning to buy a new pickup truck in the next 12 months, and 45 percent more likely to plan to buy a used one. They are much more likely than the general population to live in a household planning to buy furniture in the next 12 months.

More than 19 percent of those who spent \$200+ weekly per household on groceries are Rock listeners.

Rock listeners are 34 percent more likely to live in a household to have a 401(k) plan.

## 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 have eaten at fast-food restaurants 10+ times in the past month. They attend movies more often than the average American.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Rock Strengths

*This format's listeners are more likely to:*

	% of Category Rock Listeners Represent	% of Rock Listeners	Index (100= National Average)
Live in a household planning to buy a new pickup truck in the next 12 months	22.9%	3.1%	136
Live in a household planning to buy a used pickup truck in the next 12 months	24.4%	4.5%	145
Live in a household planning to buy furniture in the next 12 months	19.6%	22.1%	117
Live in a household that has spent \$200+ on groceries in the past 7 days	19.4%	9.4%	116
Live in a household that has/uses a 401(k) plan	22.4%	32.1%	134
Have gone bicycling in the past 12 months	21.6%	30.6%	129
Have gone camping in the past 12 months	24.0%	28.8%	143
Have gone hiking/backpacking in the past 12 months	23.2%	18.6%	138
Have attended 3+ movies in the last 3 months	18.4%	22.0%	110
Have eaten at fast-food restaurant 10 or more times in the past 30 days	20.8%	22.8%	124
Have children in household	21.4%	52.7%	127

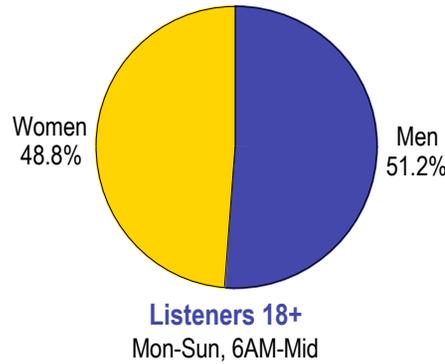
# Spanish

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.

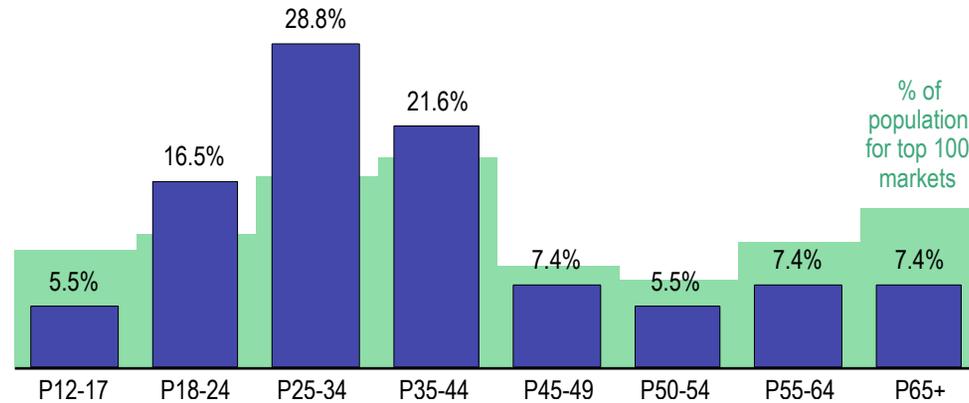


Mexican Regional	2.4%
Spanish Contemporary	1.6%
Spanish Tropical	0.9%
Spanish News/Talk	0.4%
Spanish Variety	0.2%
Tejano	0.1%
Spanish Religious	0.1%
<b>Total Spanish</b>	<b>5.8%</b>

## AQH Share of Spanish Formats

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

Spanish Stations	<b>722</b>
Total Stations	<b>13,898</b>



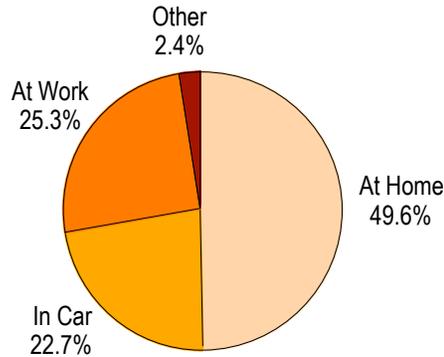
Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.

# Spanish

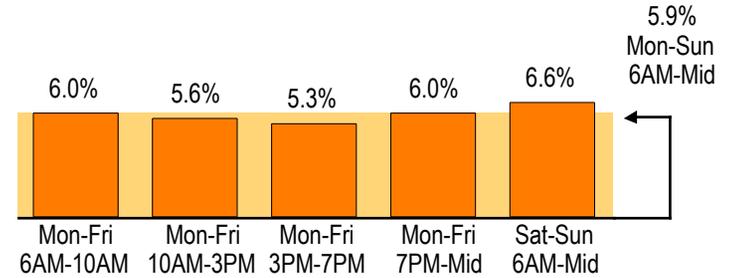
Fifty percent of Spanish radio listening happens at home.

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

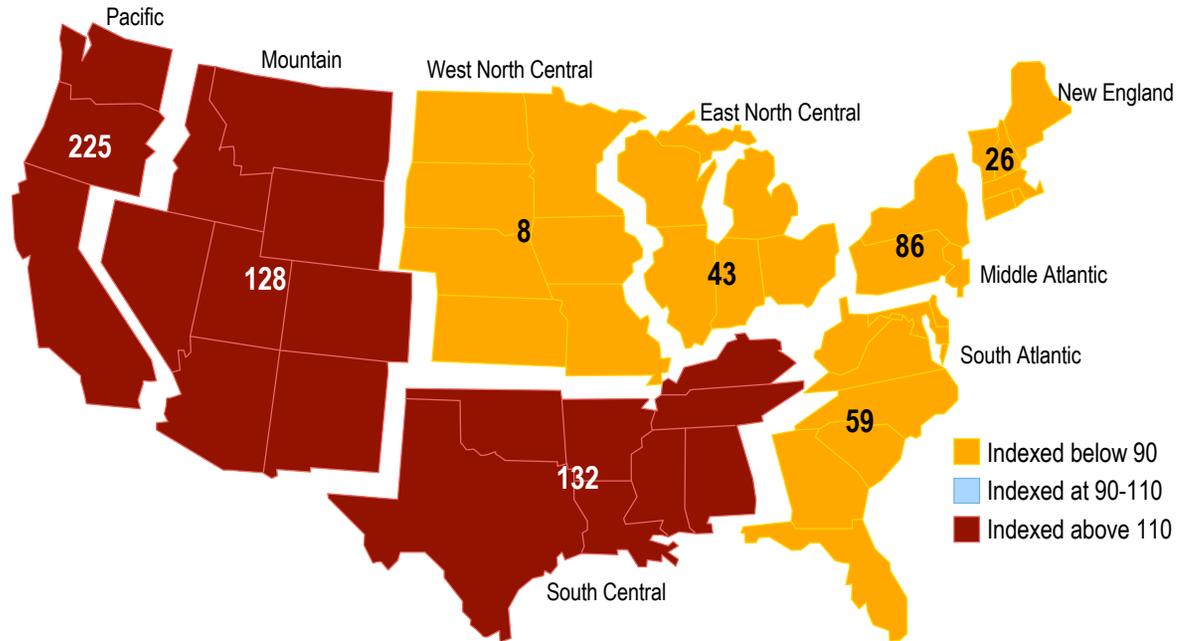
Listeners in the Pacific states are more than twice as likely to tune in to a Spanish-formatted station as the average listener.



**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 2003.

# Spanish

More than 41 percent of Spanish-format listeners have not finished high school. One-third have household incomes between \$25,000 and \$50,000.

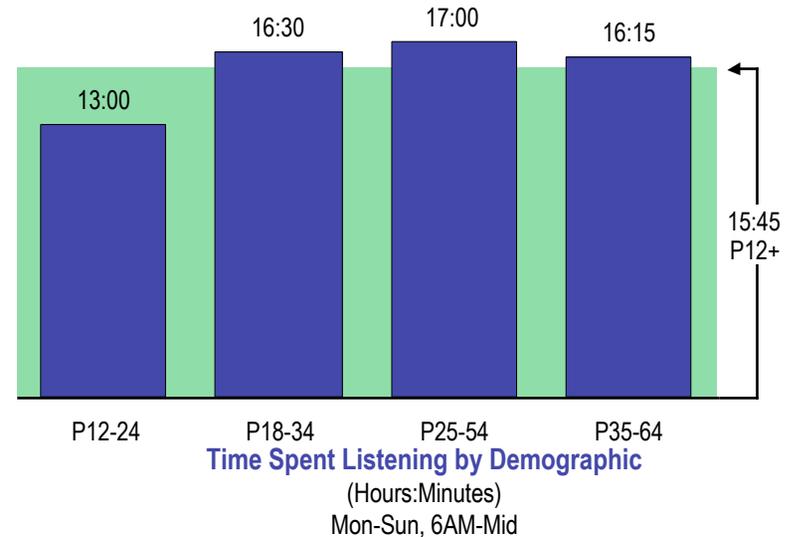
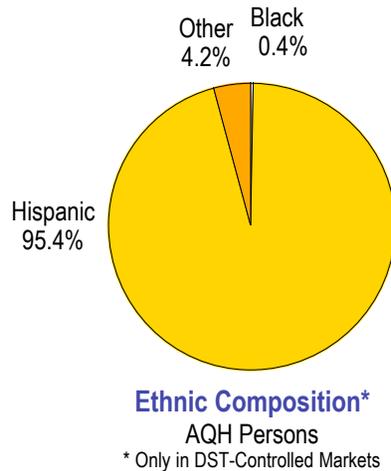
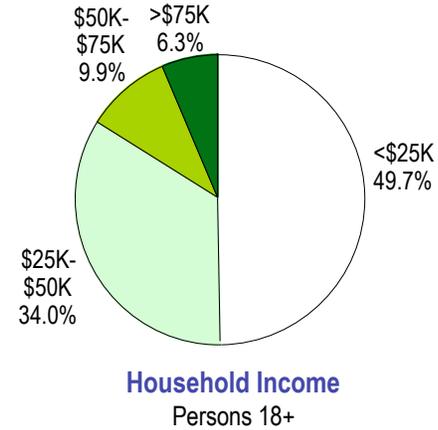
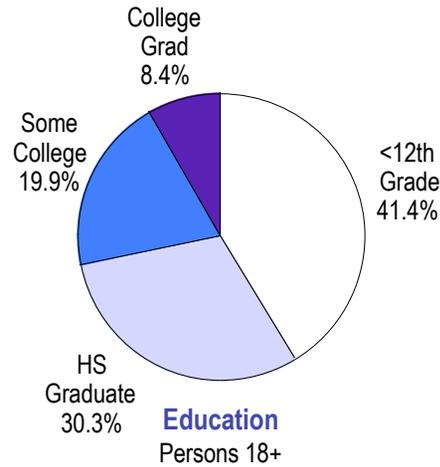
As one might expect, the ethnic composition of the Spanish-language audience is almost entirely Hispanic (95 percent).

Spanish-language radio fans listen longer than any other format group, averaging 15 hours and 45 minutes per week.

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

Average Age of P1 Listeners
<b>36</b>
Proportion of Listening from P1s
<b>63%</b>

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*



# Spanish

## Purchasing Behavior

Spanish-radio-format fans are 73 percent more likely than the norm to live in a household planning to buy or lease a new van or minivan and 74 percent more likely to buy a used one in the next 12 months. Twenty-one percent plan to buy furniture in the next year. Among the format groups, Spanish-language radio listeners are tied with Rock fans for having spent 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 104 percent more likely than average to have participated in team sports. They are 14 percent more likely than the norm to have gone to the movies 3+ times within the past three months. Over half 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 Scarborough USA+, Release 1, 2003.*

## Spanish Strengths

*This format's listeners are more likely to:*

	% of Category Spanish Listeners Represent	% of Spanish Listeners	Index (100= National Average)
Live in a household planning to buy or lease a new van or minivan in the next 12 months	12.2%	2.8%	173
Live in a household planning to buy a used van or minivan in the next 12 months	12.2%	3.6%	174
Live in a household planning to buy furniture in the next 12 months	7.8%	20.9%	111
Live in a household planning to buy a primary house/condo, new construction in next year	11.9%	4.3%	170
Live in a household planning to buy wireless/cellular service for self in the next 12 months	9.3%	11.6%	132
Live in a household that has spent \$200+ on groceries in the past 7 days	8.5%	9.9%	121
Have participated in team sports in the past 12 months	14.3%	25.7%	204
Have attended movies 3+ times in the past 3 months	8.0%	22.9%	114
Have eaten at fast-food restaurant 5+ times in the past 30 days	7.3%	54.3%	104
Have children in household	10.8%	63.9%	155

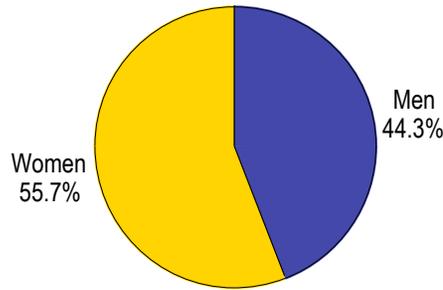
# Urban

Includes Urban AC and Urban Oldies.

## A Few Format Highlights

More listening to Urban-formatted stations comes from Women 18+ (56 percent) than Men 18+ (44 percent).

Like the CHR audience, Urban listeners are young: 74 percent of them are 44 or younger.



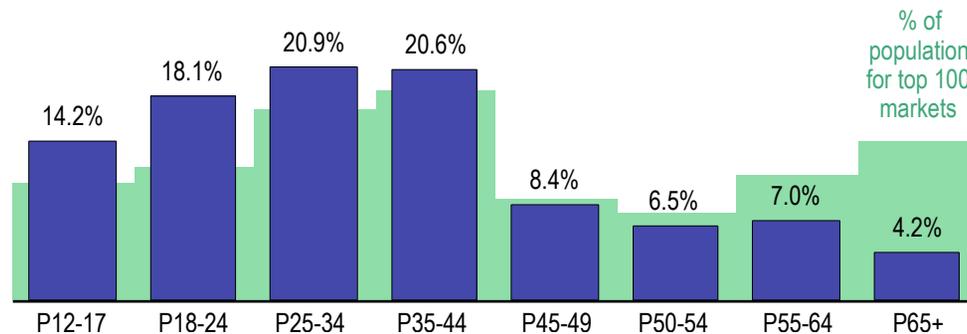
**Listeners 18+**  
Mon-Sun, 6AM-Mid

Urban Contemporary	4.6%
Urban AC	2.6%
Urban Oldies	0.2%
<b>Total Urban</b>	<b>7.4%</b>

## AQH Share of Urban Formats

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

Urban Stations	<b>348</b>
<b>13,898</b>	
Total Stations	



## Audience Composition

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

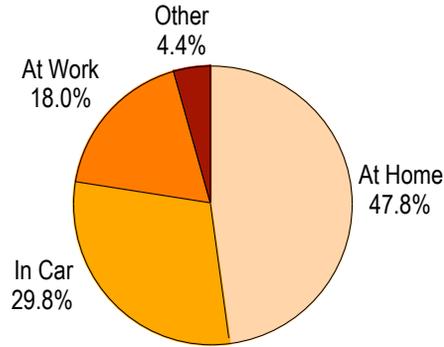
*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# Urban

Almost half (48 percent) of Urban listening occurs at home. Nearly one-third (30 percent) occurs in cars.

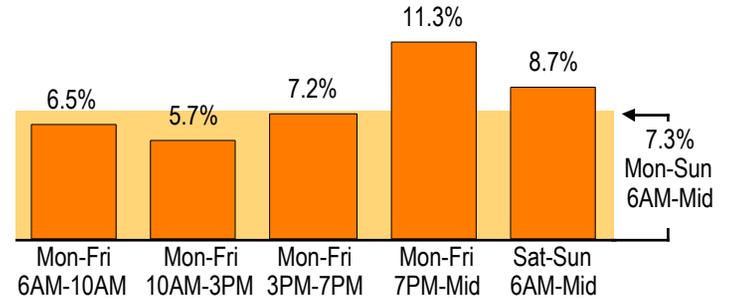
Urban stations are enjoyed at night: 11.3 percent of listening occurs during weekdays from 7PM to Midnight.

Listeners in the South Atlantic region are 61 percent more likely to listen to Urban than the average listener.



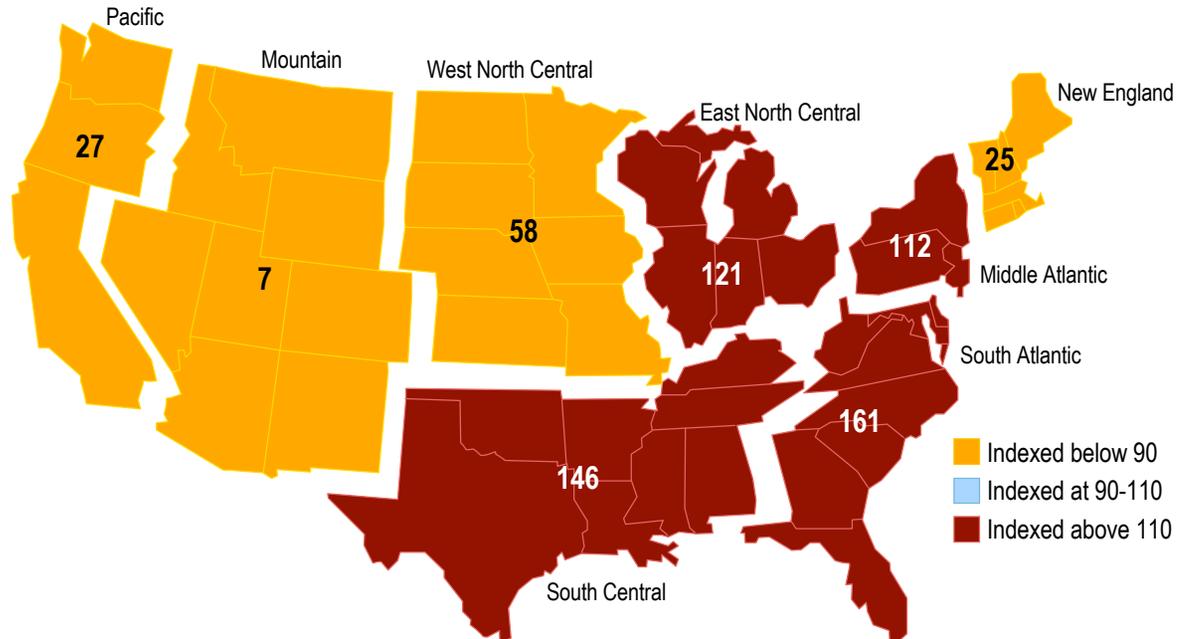
**AQH Share of Listening by Location**

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 2003.*

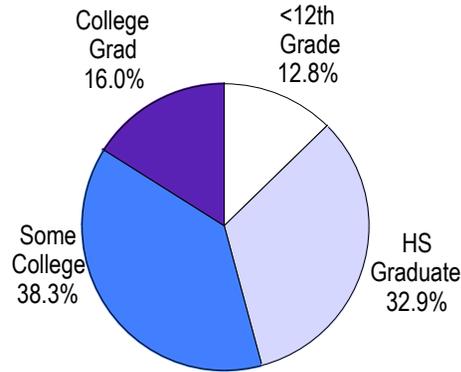
# Urban

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

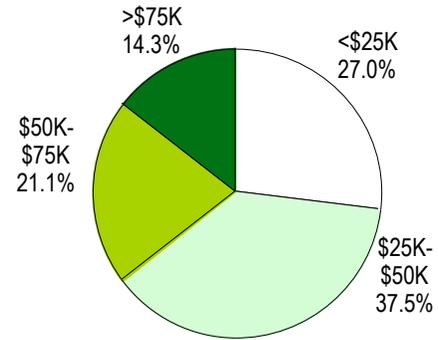
Black listeners compose the overwhelming majority, 82 percent, of the Urban audience.

Urban listeners spend 11 hours and 45 minutes per week and 45 minutes per week tuning in to their favorite stations—the second highest time spent listening among all the format groups.

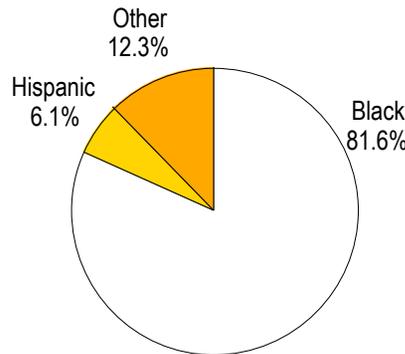
Over 56 percent of Urban fans have children in the household. Fifty-one percent own their own homes, which is well below the national average of 69 percent.



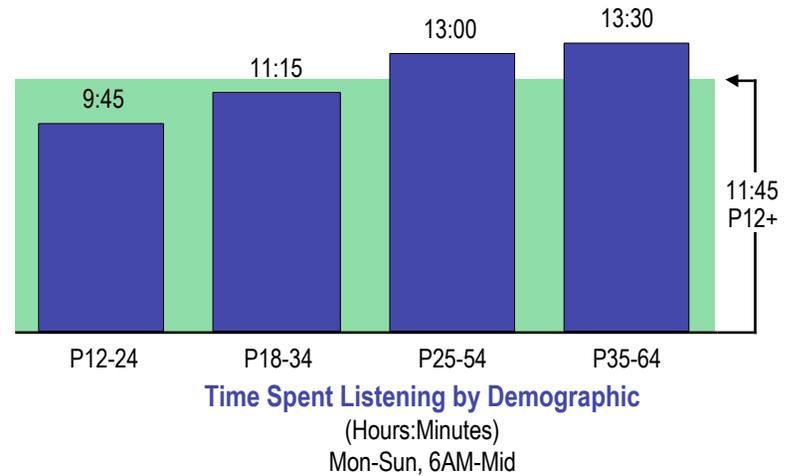
**Education**  
Persons 18+



**Household Income**  
Persons 18+



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



Average Age of P1 Listeners

33

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65%

Proportion of Listening from P1s

*Note: Due to rounding, totals may differ.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2003.*

# Urban

## Purchasing Behavior

Urban listeners are 61 percent more likely than the norm to live in a household planning to purchase/lease a new luxury vehicle in the next 12 months. They are 36 percent more likely than the norm to plan to buy furniture in the next year. They are more likely to have spent \$200+ on groceries per household, weekly.

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 enjoyed jogging or running, and almost 25 percent have engaged in free weights/circuit training. They have eaten at fast-food restaurants more frequently than any other format group. Urban listeners are 29 percent more likely than the norm to have gone to the movies 3+ times in the last 3 months.

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

*Source: Format definitions are from Scarborough USA+, Release 1, 2003.*

## Urban Strengths

*This format's listeners are more likely to:*

	% of Category Urban Listeners Represent	% of Urban Listeners	Index (100= National Average)
Live in a household planning to buy/lease a new luxury vehicle in next 12 months	15.3%	3.1%	161
Live in a household planning to buy furniture in the next 12 months	13.0%	25.8%	136
Live in a household that has spent \$200+ on groceries in the past 7 days	11.5%	9.8%	121
Have gone jogging/running in the past 12 months	13.6%	27.9%	143
Have participated in free weights/circuit training in the past 12 months	11.9%	24.6%	125
Have attended movies 3+ times in the past 3 months	12.3%	25.9%	129
Have eaten at fast-food restaurant 10 or more times in the past 30 days	13.4%	25.8%	140
Have children in household	13.0%	56.6%	137

# 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 2003; MaximiSer Plus National Regional Database, Spring 2003; and Scarborough USA+, Release 1, 2003. The American Radio Listening Trends combine radio listening data in Arbitron's 97 continuously measured markets with Arbitron's own format information. The MaximiSer Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. Scarborough data are gathered from more than 200,000 interviews with adults, age 18 and over, in 75 of the country's largest markets. The reports are single-source studies that examine a variety of characteristics including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage as well as media behavior.

# Glossary

## Average Quarter-Hour Persons (AQH Persons)

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

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

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

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

## Cume Persons

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

## Cume Rating or Cume PUR

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

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

## Format Share

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

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

## Index

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

## P1 – First Preference Listening

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

## Time Spent Listening (TSL)

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

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

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