



Radio Today

Radio Today

How America Listens to Radio

2007 Edition

INFORMATION FOR BROADCASTERS, AGENCIES AND ADVERTISERS |

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Introduction

Welcome to the *Radio Today 2007 Edition*—an in-depth look at radio listening nationally and by individual formats. *Radio Today* combines Scarborough consumer data with Arbitron audience data to develop a comprehensive profile of radio listening across America. With information on the purchasing plans and leisure activities for 17 specific formats, the study provides valuable insight on the evolving relationship between radio and its diverse listener base.

The big picture for radio overall is its remarkable reach. Well over 90% of all consumers 12 years old and over listen to the radio each week—a higher penetration than television, magazines, newspapers or the Internet. Radio reaches people everywhere they are: at home, at work, in the car, in stores, restaurants and online—and, more recently, via cell phones. Regardless of age, time of day or geography, radio is America's true media companion. We hope you'll examine and find useful the many fascinating facts about radio listening, gathered from nearly 400,000 listening diaries in 296 radio markets that were measured in the Spring of 2006.

You'll find detailed facts and figures on audience listening to radio stations in the United States over the past year, and, in some cases, over several years. You'll see the share of the national audience for numerous formats overall and by region, as well as easy-to-read graphs highlighting general demographics, ethnicity, household income, education level, time spent listening (TSL), average age, proportion of first preference listening from the primary audience (P1), top hits by format, timely Scarborough lifestyle information and summary analyses.

After reading *Radio Today 2007 Edition*, you'll see that radio remains a vibrant and relevant part of Americans' lives.

What's New in This Edition

More Reports, More Analyses

Radio Today 2007 offers an analysis of the audience listening patterns and demographics of 22 leading radio formats including, for the first time, Adult Hits and Classic Hits. You'll also see for the first time full reports on the Classical and Talk/Personality formats, as well as details on listeners of five additional "Noteworthy Formats:" Active Rock, Adult Hits, Album Oriented Rock (AOR), New AC/Smooth Jazz and Spanish Contemporary radio. Although their reports are abridged, these Noteworthy Formats are included owing to their legacy or regional market strengths, or both.

Within this year's individual format reports, you'll see that we've provided the percentage of the overall listening to a particular format by region. We believe this change furnishes a more useful estimate of behavior than the previous use of indexes.

You'll also see more analyses for many of the leading formats, including notation of trends observed over the last several years, to provide perspective on audience listening shifts.

New Scarborough Data on Auto and Consumer Electronics Purchases

The 2007 *Radio Today* provides Scarborough Research insights into the No. 1 radio advertising category—automobiles—in terms of the type of new cars that radio listeners of the leading formats plan to acquire within the next 12 months, whether it be a compact, midsize, full-size, pickup, SUV, van/minivan or luxury car. Using indexes, the reports also detail how much listeners of each format intend to spend on their purchase. In a related and timely addition, you'll see an index for each format indicating how likely these listeners are to subscribe to satellite radio over the coming year. As you'll see, listeners to most of the leading formats show they are more likely than the average person to be planning to get a satellite radio subscription.

(continued on next page)

What's New in This Edition

The 2007 edition of *Radio Today* also offers new Scarborough information about which personal sports are most popular with the listeners of the top-rated formats, including biking, weight lifting/circuit training, hiking/backpacking, jogging/running, swimming, tennis and health/fitness club memberships. The varying preferences among listeners of various formats are often quite striking and can serve as a catalyst for all kinds of marketing, advertising and promotional strategies.

You'll also see ownership indexes by radio format for four of the most popular consumer electronics: digital video recorders (DVRs), DVD Players, PDAs and video game consoles, in addition to indexes of various format listeners' intentions to purchase a DVR, HDTV, MP3 player and video game console. Finally, we take a look at the moviegoing habits of radio listeners, indexing the likelihood of attending anywhere from none to seven or more films per month.

Station and Share Reports by Format, Average Age by Format

We've added two charts near the end of this report on pages 98 and 99: The first lists the total number of stations for 55 formats, and the second shows the national Average Quarter-Hour (AQH) Share for the top 50 formats. For the first time, we've provided a chart outlining the average age of the listeners to the top 22 formats to help clarify differences between programming approaches.

Finally, we've added the following snapshot, "Ratings Story Lines of the Year," detailing some of the key trends taking place in radio listening, both overall and for certain formats on the move either up or down. The general overview of radio listening, "National Radio Listening Trends," has been moved to the back of this report, accompanied by a summary analysis within each section.

(continued on next page)

What's New in This Edition

Arbitron *Radio Today 2007 Edition*

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Ratings Story Lines of the Year

Top Format Winners

Mexican Regional improved from a 2.8 share 12+ in Spring 2005 to a 3.1 in Spring 2006. The format's national ratings have gained 48% from a 2.1 in Spring 2002, giving it four consecutive years of growth. Already radio's format leader in time spent listening, Mexican Regional picked up an extra 30 minutes a week among 12- to 24-year-olds between Spring 2005 and 2006.

Classic Hits soared from a 1.6 share 12+ to a 2.1 between Spring 2005 and 2006—a 31% improvement—good enough to climb from 21st to a tie for 14th in 12+ ratings among all formats. Now including some stations formerly known as Oldies but with a new positioning, Classic Hits has found a niche, reaching listeners averaging about five years older than those of Adult Hits and six years younger than Oldies fans.

Talk/Personality's ratings gained more than 10% between Spring 2005 and 2006, rising from a 1.9 share 12+ to a 2.1, improving its 12+ ratings rank from 18th to a tie for 14th among all formats. Contrary to conventional wisdom, Talk/Personality performs surprisingly well in time spent listening among 12-24s.

Adult Hits, home of the many new “Jack” music stations, was the star performer between Spring 2005 and 2006, jumping from a 1.3 share to a 1.9—a 46% advancement in one year to move inside the top 20 formats for 12+ ratings. The number of Adult Hits stations rose more than 12%, from 128 to 144 during that time, and the format picked up one of radio's crown jewels when WCBS-FM/New York flipped from Oldies in 2005.

(continued on next page)

Ratings Story Lines of the Year

Top Format Setbacks

Oldies took it on the chin in 2006, dropping from a 4.1% share of the national audience to 3.3%—a 19.5% decline in one year. As noted previously, the switch of major Oldies stations in several major markets was a key factor. WCBS-FM/New York’s flip to the “Jack” Adult Hits format contributed to the decline, but the erosion has been ongoing as stations shift to a younger audience with Adult Hits, Classic Hits and other formats.

Hot AC’s Spring 2005 to Spring 2006 12+ share declined from 3.6% to 3.2%—an 11% dip. Classic Hits and Adult Hits stations appear to be taking away audience from Hot AC, which has seen a 10% decline in time spent listening among 12-24s and a 4% dip among 18-34s.

Alternative dropped from a 2.4 share 12+ to a 2.1 between Spring 2005 and 2006, continuing its decline from a 3.1 in Spring 2004. During the most recent 12 months, Alternative lost 4% of TSL among demographic groups aged 12-24, 18-34 and 25-54, giving up the most ground in the evenings when its share fell from 3.0 to 2.5.

Active Rock slid from a 2.3% 12+ share in Spring 2005 to a 1.9 share in Spring 2006—a 17% decline—a surprise, considering the format had been showing growth as well as stability between 2002 and 2005. Active Rock took its biggest hit in morning drive, falling from a 2.8 share to 2.0.

(continued on next page)

Ratings Story Lines of the Year

Format Winners and Losers Remained Even

Of the 50 formats tracked for ratings (see page 99 for the complete list), there was a uniform split of improving/debuting, unchanged and declining formats between Spring 2005 and Spring 2006: 17 were up or debuting, 17 were unchanged and 16 were down.

Formats up were Adult Hits, All Sports, Classic Hits, Contemporary Christian, Contemporary Inspirational, Country, Mexican Regional, Modern AC, Spanish News/Talk, Spanish Religious, Talk/Personality and Urban AC. Five formats scored ratings in 2006 that had not appeared in 2005. The new entries included Children's Radio, Educational, Ethnic, New Country and Spanish Adult Hits.

Those unchanged: Adult Contemporary, Album Oriented Rock, Classical, Easy Listening, Jazz, New AC/Smooth Jazz, News/Talk/Information, Nostalgia, Pop CHR, Religious, Rhythmic Oldies, Southern Gospel, Spanish Contemporary, Spanish Oldies, Tejano, Urban Oldies, and Variety.

Formats down: Active Rock, Adult Album Alternative, Adult Standards, All News, Alternative, Classic Country, Classic Rock, '80s Hits, Gospel, Hot AC, Oldies, Rhythmic CHR, Soft AC, Spanish Tropical, Spanish Variety and Urban Contemporary.

Cume Is Steady as Overall Time Spent Listening Declines

Overall, radio is a resilient part of our lives. Over the past 10 years, an overwhelming percentage (over 93%) of all people 12 or older listen to the radio each week; that figure has changed only by tenths of a percent per year since the start of this decade. However, the number of hours spent with radio remained below 19 hours 30 minutes for all five quarters from Summer 2005 through Summer 2006—the first time that has happened. The 19-hour watermark of both Winter 2005 and Summer 2006 is 3 hours 15 minutes below that of Spring 1997—a 15% decline in nine years. Away-from-home TSL is down the most with Men and Women 18-34, while at-home TSL declined the most among Teen boys and girls. Overall, the erosion is evident with most demographic groups, except one ...

(continued on next page)

Ratings Story Lines of the Year

Time Spent Listening Away-from-Home Among 65+ Demos Is on the Rise

Time spent listening was down between Spring 2005 and 2006 with every demo cell between 12 and 65, but rose for the second straight year among both Men and Women 65+. The trend suggests that these older demos are increasingly mobile, though it's not clear whether their extended away-from-home listening is happening at work or in some other location.

Cume Ratings Dip Again Among Teens at Night

According to the Spring 2006 figures, just over half of Teen boys and not quite two-thirds of Teen girls listen to radio at least once during weekdays from 7PM-midnight. Both of those figures are down more than 9% in the four years between 2003 and 2006. Also of note is that the cume ratings for Women 25-34 in weekday evenings fell below 50% for the first time in the Spring of 2006.

In-Car Listening Is Rising, At-Work Listening Is Falling

Although the change is incremental year-by-year, in-car listening has been becoming a larger proportion of total radio listening for the last several years and continued to do so between Spring 2005 and 2006, during both weekdays and weekends. Between 6AM-10AM weekdays, in-car is now nearly tied with at-home for the most listening and widened its lead over at-home (though still behind at-work) in middays. At-work's share of radio listening continued to decline in every daypart except mornings.

Radio Today 2007 Features America's Favorite Formats

On the following pages, you can read in detail about America's 22 most popular radio formats. Although some of these formats—such as Country, News/Talk/Information and Pop CHR (Top 40)—have been around for 40 years or more, many of today's popular formats emerged in the '80s, '90s and even in the last few years in response to new music trends, the evolving ethnic landscape, shifting demographics and consumer demands for more specific programming. Classic Rock, Rhythmic CHR, Hot AC, Urban AC, Contemporary Christian and All Sports are examples of full-time formats that weren't around in significant numbers before the mid-1980s.

And the evolution continues: Several formats are riding growth trends, including All Sports, Classic Hits and Talk Personality, all of which broke into the top 15 in Spring 2006, followed closely by the rapidly accelerating Adult Hits.

Meanwhile, three established formats—Urban Adult Contemporary, Contemporary Christian and Mexican Regional—demonstrated another growth year in Spring 2006, continuing their streaks of several years of steadily increasing ratings.

To help you get a sense of the music formats, we include, in many cases, a list of the 10 most-played songs in that format for 2006 (courtesy of *Radio & Records* and Broadcast Data Systems).

How to Read the Format Pages

The 22 formats are ranked in order of their 12+ Average Quarter-Hour Share of the national audience, starting with the most popular format.

To avoid any misunderstanding of the audience composition of youth-oriented formats, please note that the “Education” statistic includes only listeners 18 or older.

We’ve included a new Scarborough category called “High Qualitatives,” which identifies the percentages of listeners in a format who may be considered especially attractive to advertisers and sponsors. These classifications include percentages of those who have achieved a postgraduate degree, live in a household earning \$100,000 or more, own or reside in a home worth \$500,000 or more—and have investments of any kind.

In the information on home ownership, the term “other” refers to the percentage of that format’s listeners who neither own nor rent, but live in someone else’s residence.

The “Audience Composition” information breaks out the total percentage of a format’s audience within various age groups. The “Audience Ratings By Region” information breaks out the total percentage of a format’s audience across various regions.

For additional terms and definitions, please see the following “Glossary.”

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 in to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

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

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

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.

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

Primary Formats

Over the next 68 pages, you can read detailed and fascinating insights about the 17 radio formats that achieve a 2.0 share or better among 12+ listeners nationally. These formats are listed in rank-order according to Average Quarter-Hour Share, beginning with America's most-listened-to format, Country.

Country

The granddaddy of all formats, Country has far more outlets than any other format, with 1,704 stations. Add in Classic Country and New Country stations, and the total grows to 2,087. With a 12.6% share overall and 56 million listeners each week, Country has the biggest share of audience in every daypart, despite having only one No. 1 station in the top 20 markets in Spring 2006 (Detroit).

Country enjoys the second-highest time spent listening (TSL) among all English-language formats, and Country fans seem happy with the terrestrial choices available, as they are among the least likely radio listeners to buy a satellite radio service in the next 12 months.

Contrary to record-industry perceptions that Country had begun targeting older women, the Women 18+ share of listening is up less than 1% to 53% in the four years since 2002, and the overall 35-54 audience also has risen only 1% during that period. Like most formats, Country time spent listening has slipped; the decline is highest among 35-64s.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

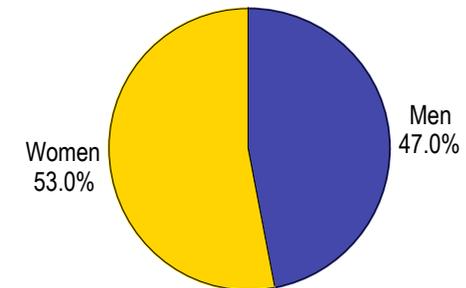


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
12.9%	13.0%	12.0%	12.5%	12.6%

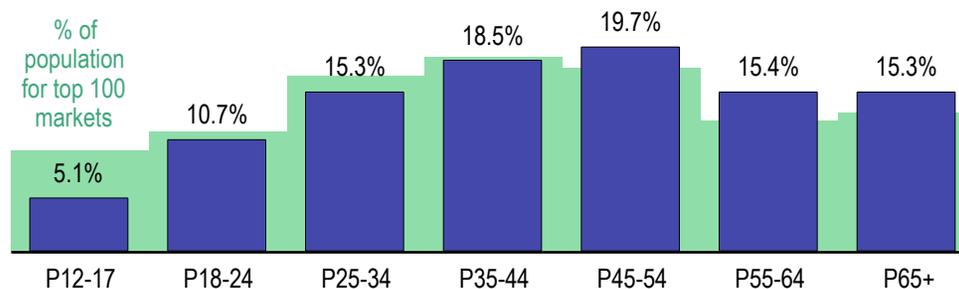
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Country continued ►

Country

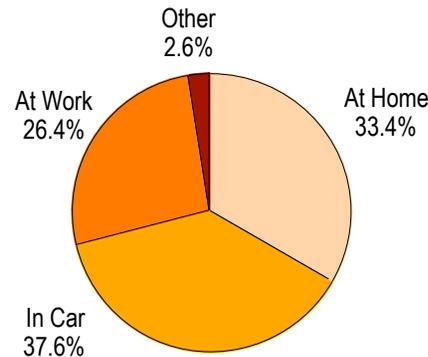
Although the average age of a Country listener has remained steady at 47 between 2002 and 2006, the listening activity suggests that the Country audience is getting younger: The format's composition of Teens and 18-24s is up significantly during that time frame. As the demos shift, Country's listening has steadily changed from at-home to in-car, which has taken over as the format's leading listening location.

The percentage of college grads among Country listeners grew the fastest among all formats between 2002 and 2006, while the segment of Country listeners in households earning \$75,000 a year or more is up a whopping 45% in the four years since 2002 (from 16% to 23.2%)—a far faster rate of growth in affluence than that of any other format.

By 12+ share, Country is the No. 1 format in six of the nine regions of the U.S.: South Atlantic, East South Central, West South Central, East North Central, West North Central and Mountain territories. The format is also strong in the New England and Middle Atlantic regions, where it ranks third, and it is fifth in the Pacific region. The East South Central leads all regions for Country with a 22.5% share of the radio audience.

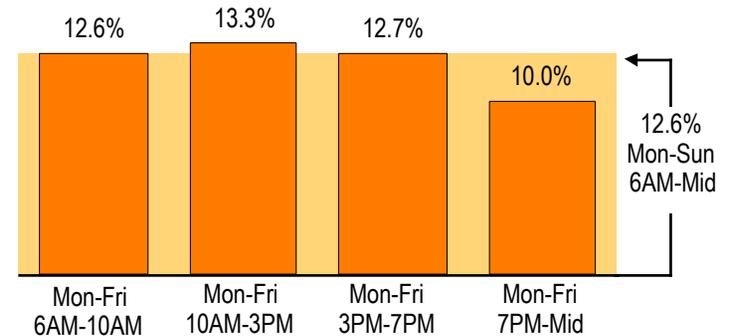
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

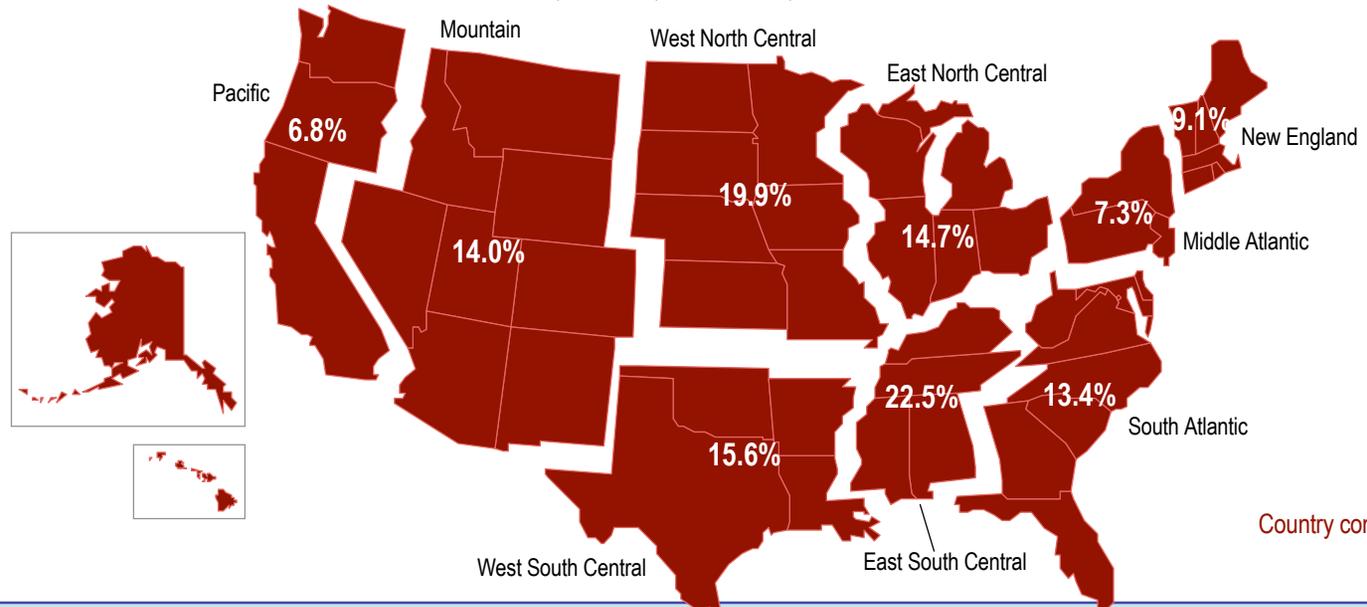
Persons 12+



Audience Share by Region

12.6% = National Average

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



Country continued ►

Country

Popular Songs in This Format from 2006

If You're Going Through Hell (Before the Devil...) <i>Rodney Atkins</i>
The World <i>Brad Paisley</i>
Summertime <i>Kenny Chesney</i>
What Hurts the Most <i>Rascal Flatts</i>
Jesus, Take the Wheel <i>Carrie Underwood</i>
Would You Go with Me <i>Josh Turner</i>
Tonight I Wanna Cry <i>Keith Urban</i>
Leave the Pieces <i>The Wreckers</i>
Who Says You Can't Go Home <i>Bon Jovi duet with Jennifer Nettles</i>
Why <i>Jason Aldean</i>

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Average Age of P1 Listeners

47

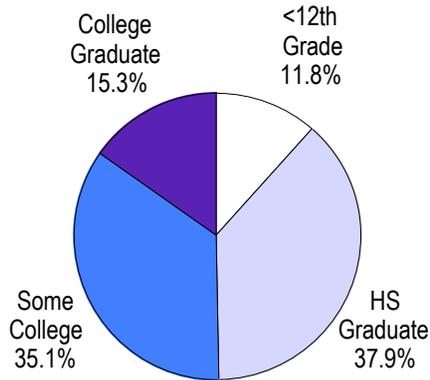
75%

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 2006.

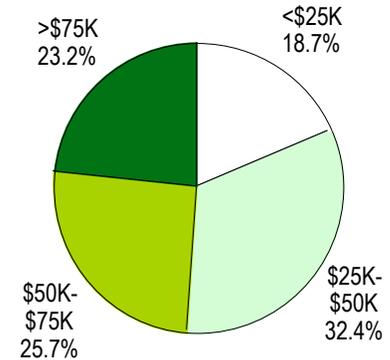
Education

Persons 18+



Household Income

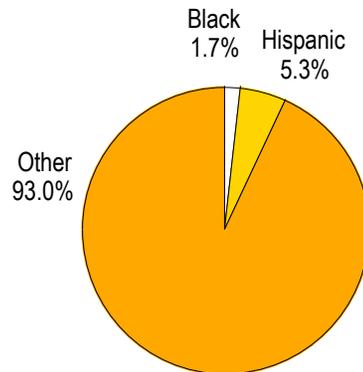
Persons 18+



Ethnic Composition*

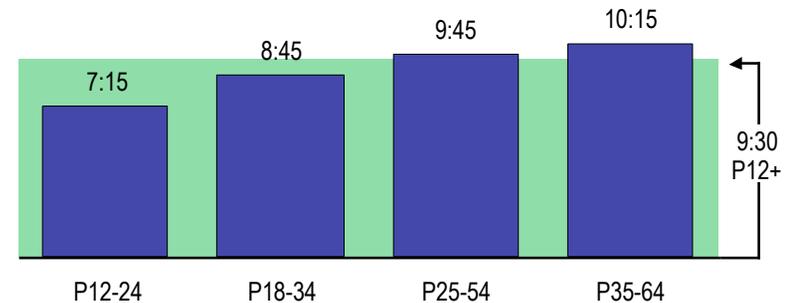
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Country continued ►

Country

Three-quarters of Country's ratings come from its primary listeners—that is, those who listen to Country stations more than any other format (known hereafter as "P1" listeners); only Contemporary Christian has a more devoted following. In terms of ethnicity, Country is America's most homogeneous format.

Not surprisingly, Country listeners are more likely than the national average to be part of a household that is in the market for a new pickup truck within the next 12 months. This is a higher index than any listeners of any other English-language format. Country fans are significantly more likely than the average person to be married, employed full time and have two or more children at home.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	105
Weight/Circuit Training	96
Hiking/Backpacking	107
Jogging/Running	93
Swimming	114
Tennis	87
Health/Fitness Club Membership	90

Movie Attendance Past 30 Days

1 Film	100
2 Films	89
3 Films	80
4-6 Films	78
7+ Films	83
None	102

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	78
Midsize	83
Full-Size	78
Luxury	72
Pickup	131
SUV	97
Van/Minivan	91

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	80
\$20,000-\$24,999	100
\$25,000-\$29,999	109
\$30,000-\$34,999	95
\$35,000-\$44,999	95
\$45,000 or More	76

Electronics

Consumer Electronics Owned (HH)	Index
DVR	100
DVD Player	107
PDA	91
Video Game Console	112

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	88
DVR	95
HDTV	93
MP3 Player	85
Video Game Console	85

Listener Characteristics

Family Status	
Married	63%
Never Married (Single)	21%
No Children in Household	54%
At Least One Child in HH	46%
At Least One Teen in HH	22%
Two or More Children in HH	27%

Own or Rent Residence

Own	77%
Rent	18%
Other	5%

Employment Status

Employed 35 Hours or More	56%
Employed Less Than 35 Hours	16%
Not Employed	37%

Occupation Summary

White Collar	41%
Blue Collar	32%

High Qualitatives

Postgraduate Degree	5%
Household Income of \$100K or More (HH)	15%
Market Value of Owned Home (HH)	5%
Any Investments	59%

News/Talk/Information

Capturing 47 million listeners each week via 1,503 stations, News/Talk/Information (N/T/I) has a bigger audience at any time of day and more outlets than any format except Country. In the Spring 2006 ratings, a News/Talk/Information station was No. 1 in six of the nation's top 20 markets—better than any other format.

At any given time, N/T/I attracts 10.4% of radio listening, and the format has gained in audience in the four years between 2002 and 2006. Men are in the majority among listeners, with 56% of the audience. Its listeners are 19% more likely than the average person to be married, and they are the least likely of all radio listeners to be single.

Like AC and Oldies, N/T/I is a maturing format: The average listener in 2006 was 58 years old, compared with 56 in 2005. Nearly all of its audience is 25 or older—more than any other format. Three-quarters are 45+, and over half are 55+. Its audience composition of 18-54s is decreasing, and N/T/I listeners are among the most likely to be empty-nesters.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

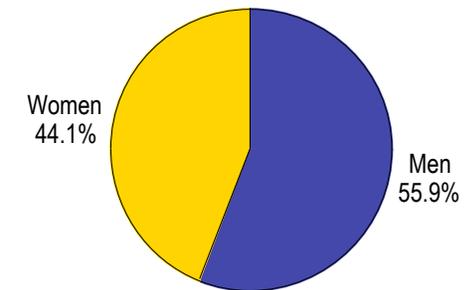


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
9.7%	10.6%	10.6%	10.4%	10.4%

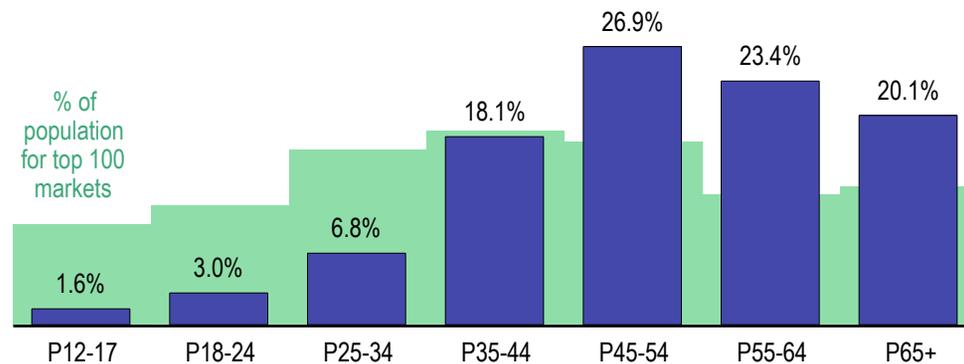
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



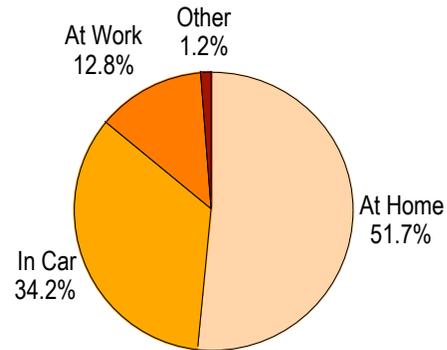
News/Talk/Information continued ►

News/Talk/Information

The gradual aging of N/T/I listeners is reflected in listening-by-location shifts; at-work listening is declining while at-home listening has gained. Only Classical has a higher stake of its listenership tuning in at home. By 12+ share, N/T/I is the No. 1 format in the New England and Pacific regions, and ranks second in the Middle Atlantic, South Atlantic, West South Central, East North Central, West North Central and Mountain regions.

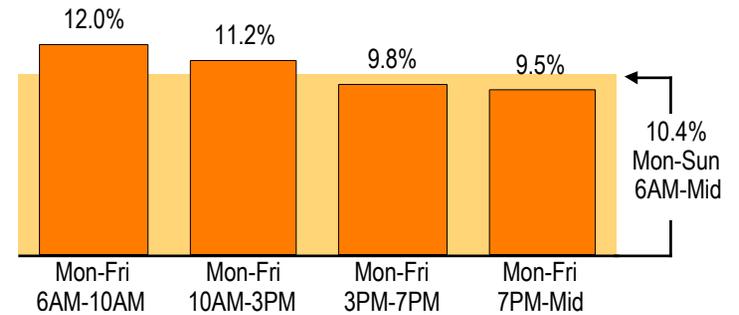
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

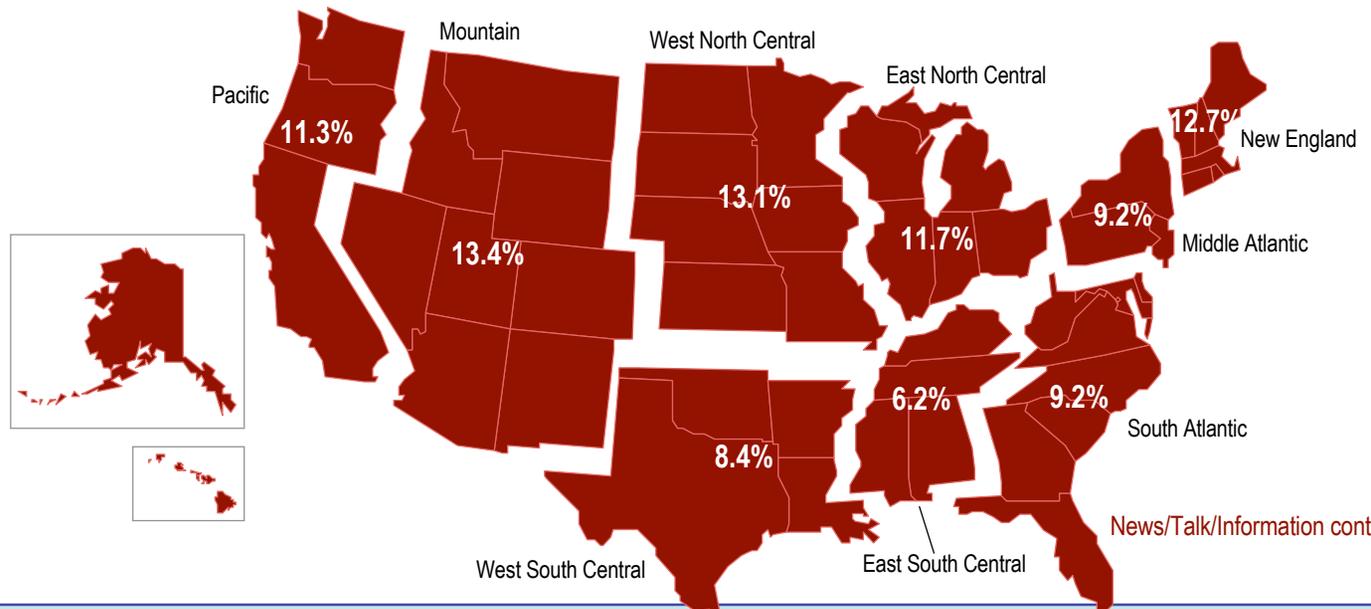
Persons 12+



Audience Share by Region

10.4% = National Average

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



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

News/Talk/Information continued ►

News/Talk/Information

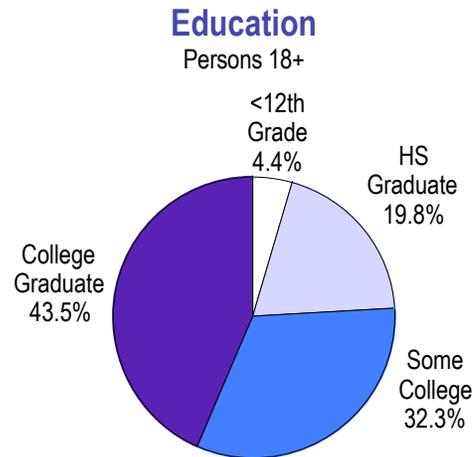
N/T/I's audience is educated and becoming more so, with 43% being college grads. Over 75% of N/T/I listeners have attended college, and they are among the most likely to have postgraduate degrees and investments. Nearly 40% of N/T/I listeners were in households earning \$75,000 or more in 2006, and they index higher among homeowners than listeners of any other format.

Time spent listening for N/T/I is among the three highest of all English-language formats at more than nine hours per week. News/Talk/Information P1 listeners accounted for 73% of the format's listening in Spring 2006. Its listenership is also increasingly non-black and non-Hispanic.

Average Age of P1 Listeners
58
Proportion of Listening from P1s
73%

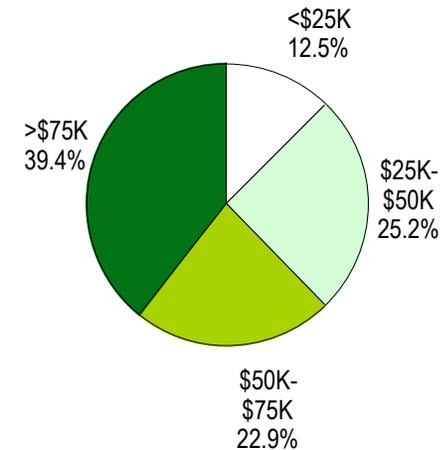


Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.



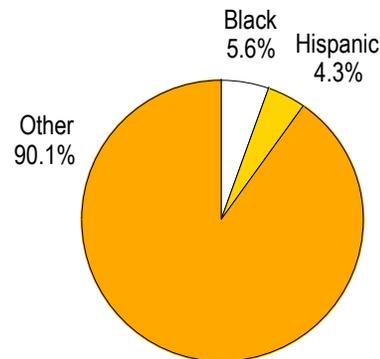
Household Income

Persons 18+



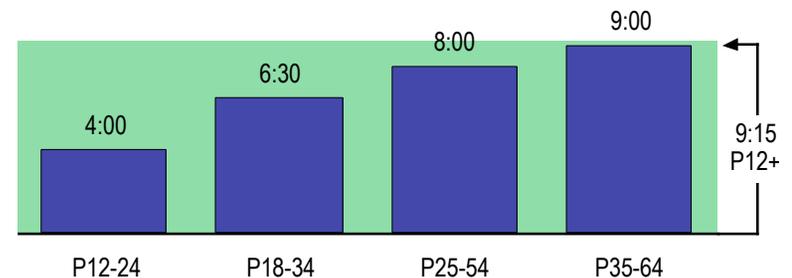
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



News/Talk/Information continued ►

News/Talk/Information

N/T/I listeners are frequent moviegoers, and index above the national average when it comes to getting exercise, favoring hiking/backpacking and tennis, while also enjoying health/exercise clubs. They are more likely than the average listener to be part of a household that is shopping for a new car in the next 12 months, and also are in the market for an HDTV and satellite radio service.

Recreation

Physical Activity Past 12 Months

	Index
Bicycling	112
Weight/Circuit Training	112
Hiking/Backpacking	129
Jogging/Running	95
Swimming	103
Tennis	121
Health/Fitness Club Membership	119

Movie Attendance Past 30 Days

1 Film	112
2 Films	113
3 Films	103
4-6 Films	116
7+ Films	102
None	97

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)

	Index
Compact	112
Midsize	111
Full-Size	111
Luxury	110
Pickup	88
SUV	107
Van/Minivan	111

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	82
\$20,000-\$24,999	117
\$25,000-\$29,999	111
\$30,000-\$34,999	121
\$35,000-\$44,999	128
\$45,000 or More	147

Electronics

Consumer Electronics Owned (HH)

	Index
DVR	104
DVD Player	102
PDA	134
Video Game Console	82

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	113
DVR	88
HDTV	113
MP3 Player	95
Video Game Console	66

Listener Characteristics

Family Status

Married	68%
Never Married (Single)	15%
No Children in Household	68%
At Least One Child in HH	32%
At Least One Teen in HH	16%
Two or More Children in HH	19%

Own or Rent Residence

Own	77%
Rent	18%
Other	5%

Employment Status

Employed 35 Hours or More	54%
Employed Less Than 35 Hours	12%
Not Employed	34%

Occupation Summary

White Collar	48%
Blue Collar	18%

High Qualitatives

Postgraduate Degree	16%
Household Income of \$100K or More (HH)	26%
Market Value of Owned Home (HH)	15%
Any Investments	72%



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Adult Contemporary

With nearly 39 million listeners per week across 822 stations, Adult Contemporary ranks fourth both in total listeners and total number of stations. AC can be heard in virtually every market, and in the Spring 2006 ratings, AC was No. 1 in five of the nation's top 20 metropolitan areas.

While AC's share of overall listening at 7.1 is virtually unchanged between 2002 and 2006, during that time it was radio's most rapidly maturing format. The average AC listener's age has risen from 42 to 48 during those four years. This trend is most evident in the format's audience composition, in which the under-35 segment is down by a third and the 55+ component is up 60%.

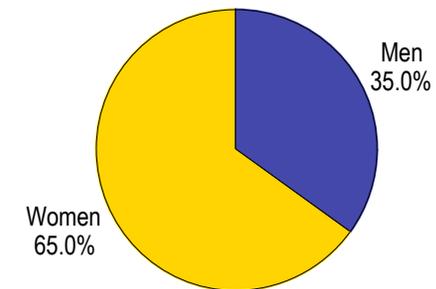


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
7.2%	7.0%	7.2%	7.1%	7.1%

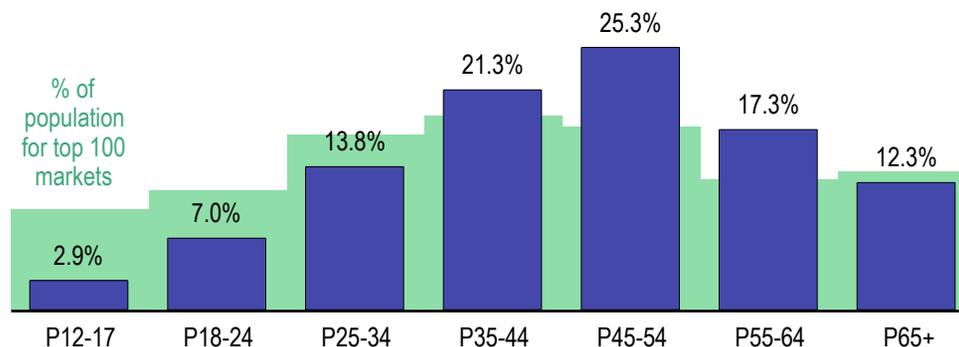
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

Adult Contemporary continued ►

Adult Contemporary

AC ranks as the third-highest-rated format between 6AM-7PM weekdays. Though the audience has grown older, listening-by-location to AC hasn't changed in recent years. At-work is still the most popular; in fact, it has a higher percentage of its audience listening at work than any other format. Conversely, AC has the second-lowest share of its audience listening in-car of all English-language formats.

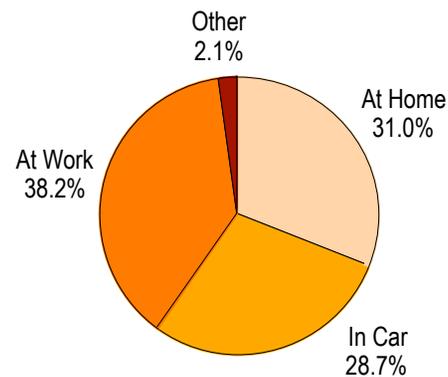
About two-thirds of AC listeners have attended college. Nearly a third of AC listeners have a household income of \$75,000 or more, up significantly between 2002 and 2006. AC listeners are much more likely than the average person to live in a household earning \$100,000 or more per year.

By 12+ share, AC is the No. 1 format in the Middle Atlantic region, and it ranks second in New England and East South Central, third in East North Central, fourth in the Pacific, and fifth in the South Atlantic and Mountain regions.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

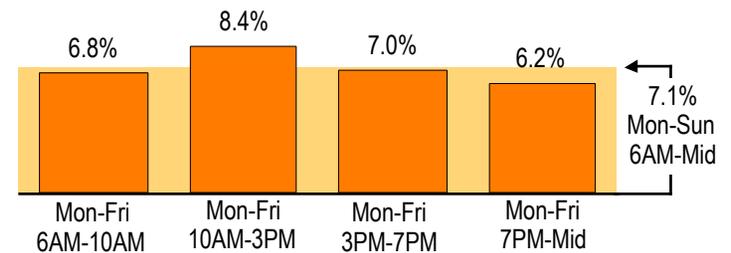
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

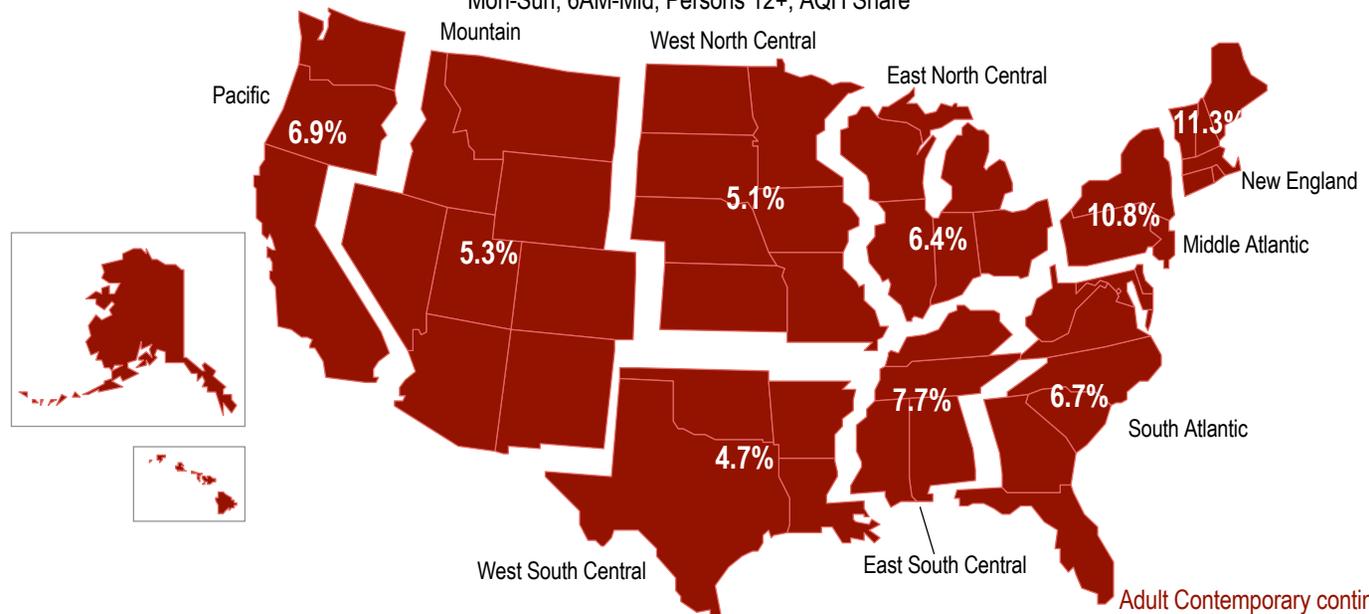
Persons 12+



Audience Share by Region

7.1% = National Average

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



Adult Contemporary continued ▶

Adult Contemporary

Popular Songs in This Format from 2006

You're Beautiful <i>James Blunt</i>
You and Me <i>Lifhouse</i>
Bad Day <i>Daniel Powter</i>
Because of You <i>Kelly Clarkson</i>
Unwritten <i>Natasha Bedingfield</i>
Ever the Same <i>Rob Thomas</i>
Save the Last Dance for Me <i>Michael Bublé</i>
Lonely No More <i>Rob Thomas</i>
What's Left of Me <i>Nick Lachey</i>
Making Memories of Us <i>Keith Urban</i>

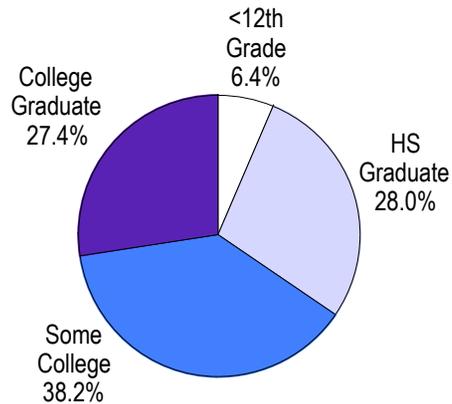
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Average Age of P1 Listeners 48
74% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

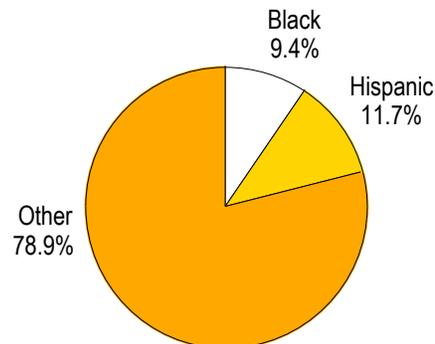
Education

Persons 18+



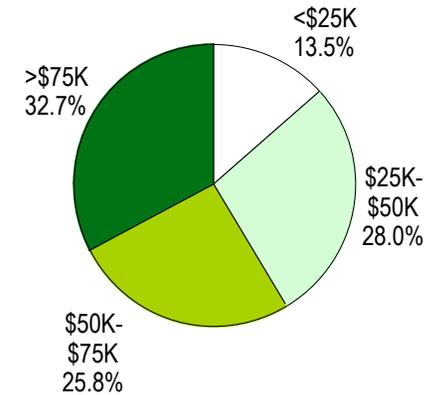
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



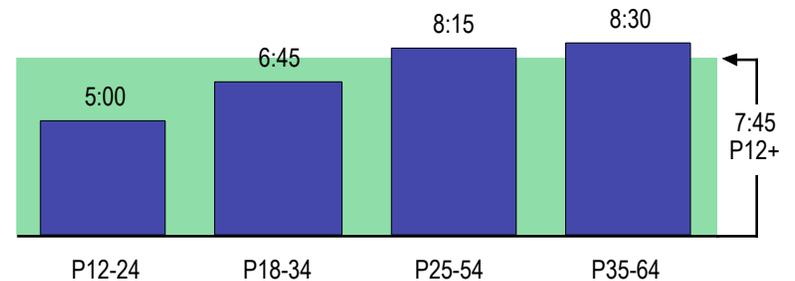
Household Income

Persons 18+



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Adult Contemporary continued ►

Adult Contemporary

Time spent listening for AC is down 30-60 minutes per week over the past four years in all key demos, but AC still ranks third-best among English-language music formats. Its P1 listeners account for 74% of its listening; that is the second-highest concentration among all formats. AC is gaining black listeners faster than any other format, and its Hispanic composition is also rising steadily; only Alternative is gaining Hispanics at a faster rate.

AC listeners particularly enjoy playing tennis, swimming and working out at a health/exercise club. AC listeners are more likely than the average person to be a part of a household that is in the market for a new SUV, luxury or midsize car over the next 12 months. They tend to be part of households that show more interest in buying a satellite radio subscription than other consumer electronics. They have an above-average interest in going to the movies at least once per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	109
Weight/Circuit Training	113
Hiking/Backpacking	105
Jogging/Running	107
Swimming	116
Tennis	118
Health/Fitness Club Membership	123

Movie Attendance Past 30 Days

1 Film	117
2 Films	111
3 Films	112
4-6 Films	108
7+ Films	108
None	96

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	111
Midsize	124
Full-Size	104
Luxury	125
Pickup	100
SUV	121
Van/Minivan	111

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	107
\$20,000-\$24,999	109
\$25,000-\$29,999	118
\$30,000-\$34,999	115
\$35,000-\$44,999	130
\$45,000 or More	121

Electronics

Consumer Electronics Owned (HH)	Index
DVR	108
DVD Player	108
PDA	123
Video Game Console	108

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	117
DVR	101
HDTV	103
MP3 Player	112
Video Game Console	90

Listener Characteristics

Family Status	
Married	61%
Never Married (Single)	23%
No Children in Household	56%
At Least One Child in HH	44%
At Least One Teen in HH	22%
Two or More Children in HH	26%

Own or Rent Residence

Own	74%
Rent	22%
Other	4%

Employment Status

Employed 35 Hours or More	56%
Employed Less Than 35 Hours	17%
Not Employed	27%

Occupation Summary

White Collar	51%
Blue Collar	22%

High Qualitatives

Postgraduate Degree	10%
Household Income of \$100K or More (HH)	22%
Market Value of Owned Home (HH)	12%
Any Investments	64%

Pop Contemporary Hit Radio (Pop CHR)

Once considered the mainstay of every city and town, there are now just 386 Pop CHR stations left in the country. However, collectively they still reach 40 million people per week; only Country and News/Talk/Information do better. In the Spring of both 2005 and 2006, Pop CHR attracted 5.5% of all listeners, good for fourth-best among all formats. Women compose 62% of the audience.

Second-youngest of all formats, Pop CHR's listeners average 27 years old. Its Teen composition is second-highest of all formats; nearly half of its listeners are under 25, and over 70% are under 35.

The percentage of Pop CHR's listeners who live in households earning \$75,000 or more per year climbed from 27% to 30% between 2005 and 2006—a 10% growth rate in one year. About 10% of Pop CHR listeners are black while 17% are Hispanic.

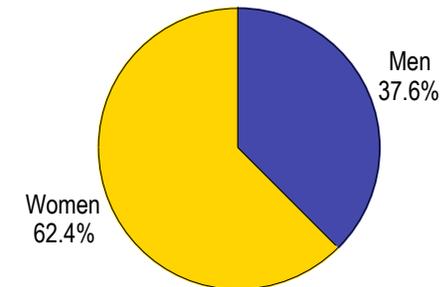
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.



AQH Share Trend

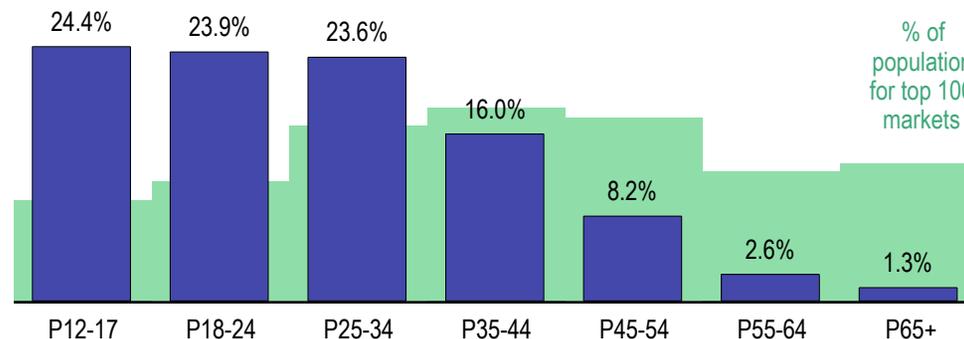
SP02	SP03	SP04	SP05	SP06
6.8%	6.3%	5.8%	5.5%	5.5%

Listeners 18+ Mon-Sun, 6AM-Mid



Audience Composition

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



Pop CHR continued ►

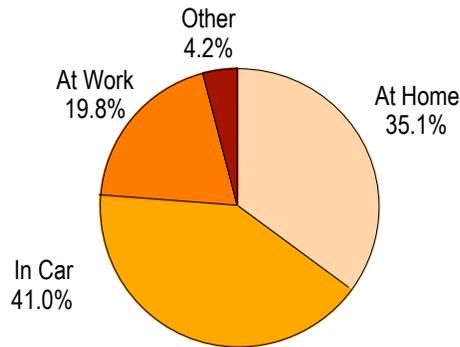
Pop Contemporary Hit Radio (Pop CHR)

Pop CHR's 41% in-car listening percentage is among the highest of all formats, and broadcasters should note that Pop CHR listeners are 63% more likely than the average person to invest in a satellite radio subscription; the format indexes among the top five in terms of listener interest in the service.

Listening at night to Pop CHR is 30% above its overall share, and it is the second-highest-rated music format from 7PM to midnight. By 12+ share, Pop CHR ranks fourth among all formats in the New England, Middle Atlantic, West South Central, East North Central and West North Central regions.

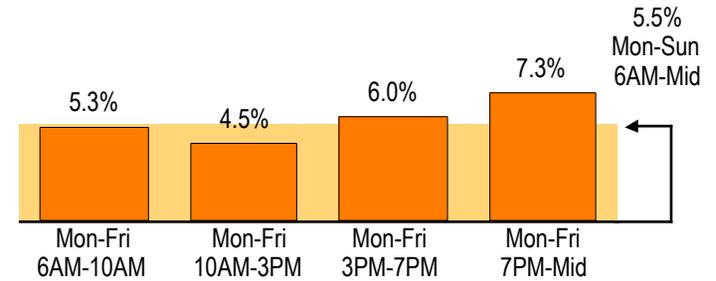
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

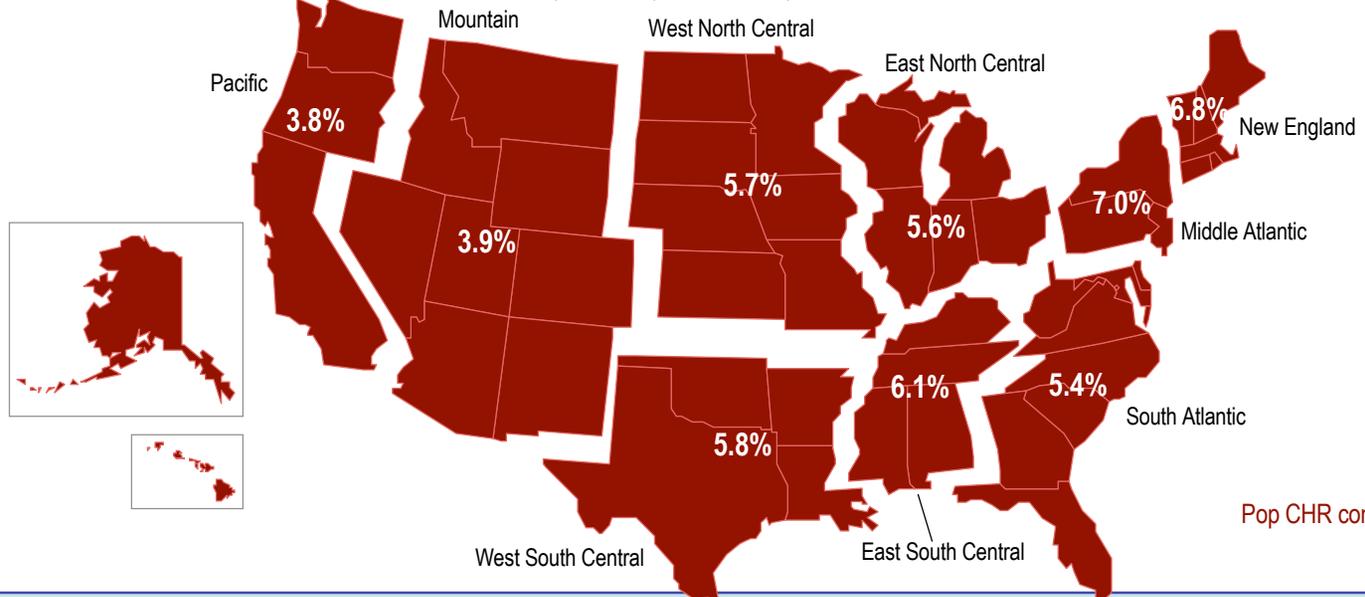
Persons 12+



Audience Share by Region

5.5% = National Average

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



Pop CHR continued ►

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Pop Contemporary Hit Radio (Pop CHR)

Popular Songs in This Format from 2006

Promiscuous <i>Nelly Furtado Featuring Timbaland</i>
Unwritten <i>Natasha Bedingfield</i>
Hips Don't Lie <i>Shakira Featuring Wyclef Jean</i>
Check On It <i>Beyoncé Featuring Slim Thug</i>
SOS <i>Rihanna</i>
Run It! <i>Chris Brown</i>
Buttons <i>The Pussycat Dolls Featuring Snoop Dogg</i>
Temperature <i>Sean Paul</i>
I Write Sins Not Tragedies <i>Panic! At the Disco</i>
Over My Head (Cable Car) <i>The Fray</i>

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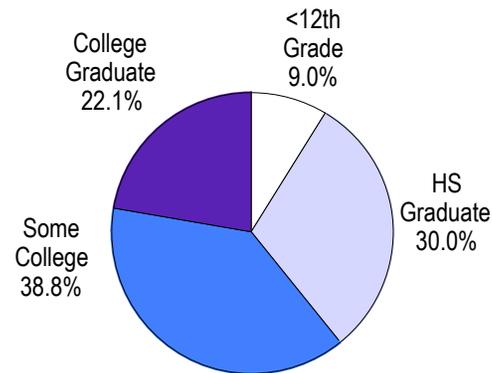
Average Age of P1 Listeners
27

67%
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 2006.

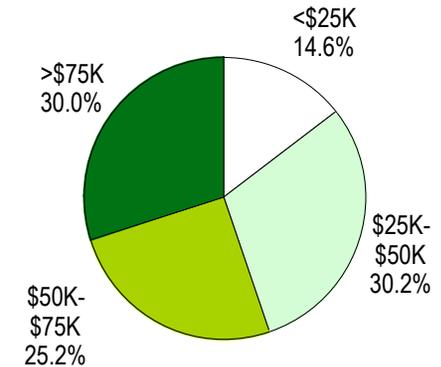
Education

Persons 18+



Household Income

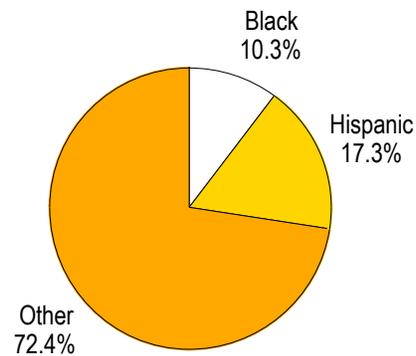
Persons 18+



Ethnic Composition*

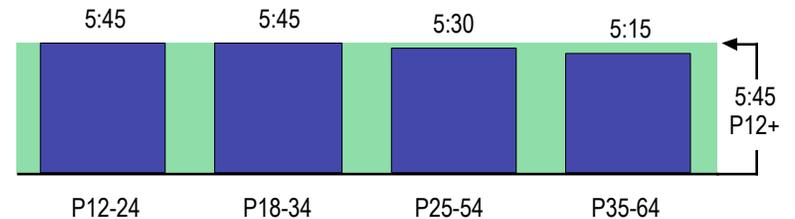
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Pop CHR continued ►

Pop Contemporary Hit Radio (Pop CHR)

Pop CHR is tied with Hot AC and Alternative as delivering the shortest time spent listening of all formats—less than six hours per week. It's no wonder considering Pop CHR listeners index well above average when it comes to being members of households that own DVD players and video game consoles. The situation is not likely to improve, as Pop CHR listeners also index among the most likely to be part of households that are planning to buy a MP3 player, DVR, HDTV or a video game console in the next 12 months. They also are among the most likely to go to the movies not only once a month but as many as seven times or more.

The format's listeners are the fourth-most active in terms of physical activity, indexing No. 1 in swimming, and third-highest among tennis players. They are also far more likely to jog/run, bicycle and participate in weight/circuit training than the average person. They are much more likely than the average person to be part of a household that is planning to purchase/lease a compact car, SUV or van/minivan in the coming year.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	122
Weight/Circuit Training	134
Hiking/Backpacking	109
Jogging/Running	146
Swimming	136
Tennis	145
Health/Fitness Club Membership	122

Movie Attendance Past 30 Days

1 Film	132
2 Films	128
3 Films	125
4-6 Films	136
7+ Films	146
None	91

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	120
Midsize	110
Full-Size	85
Luxury	108
Pickup	94
SUV	137
Van/Minivan	121

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	113
\$20,000-\$24,999	97
\$25,000-\$29,999	114
\$30,000-\$34,999	118
\$35,000-\$44,999	101
\$45,000 or More	78

Electronics

Consumer Electronics Owned (HH)	Index
DVR	107
DVD Player	117
PDA	127
Video Game Console	153

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	163
DVR	143
HDTV	124
MP3 Player	166
Video Game Console	158

Listener Characteristics

Family Status	
Married	44%
Never Married (Single)	47%
No Children in Household	40%
At Least One Child in HH	60%
At Least One Teen in HH	28%
Two or More Children in HH	36%

Own or Rent Residence

Own	62%
Rent	29%
Other	10%

Employment Status

Employed 35 Hours or More	55%
Employed Less Than 35 Hours	23%
Not Employed	22%

Occupation Summary

White Collar	48%
Blue Collar	30%

High Qualitatives

Postgraduate Degree	5%
Household Income of \$100K or More (HH)	19%
Market Value of Owned Home (HH)	8%
Any Investments	56%

Classic Rock

A mainstay of music radio in America for more than 20 years, Classic Rock features programming of selected current material over a bedrock of rock hits from the late '60s into the mid-'80s. As of Spring 2006, there were 512 Classic Rock stations. With an audience of more than 28 million people each week, Classic Rock is among radio's five most-listened-to formats, although its national share of listening has slipped from 5.2% to 4.7% between 2002 and 2006.

Its core audience is 35-54—an age group that comprises nearly 60% of its audience—and more than 70% of its listeners are men. Only Active Rock and All Sports have a higher male concentration. The average age of a Classic Rock listener is 40, and the format's P1 listeners deliver nearly 70% of its ratings. Less than 10% of the audience are black or Hispanic.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

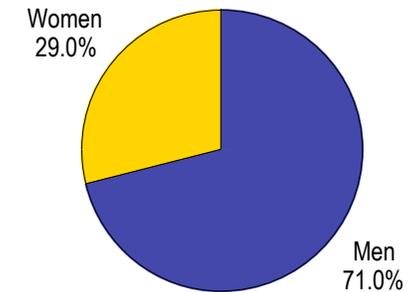


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
5.2%	4.9%	4.8%	4.9%	4.7%

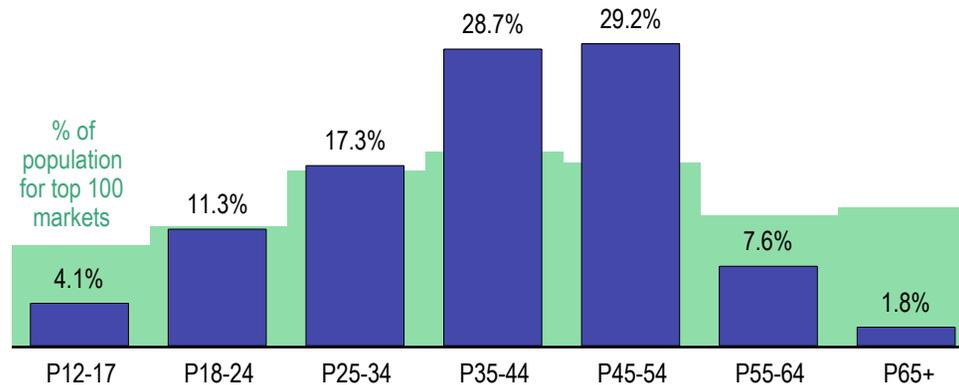
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Classic Rock continued ►

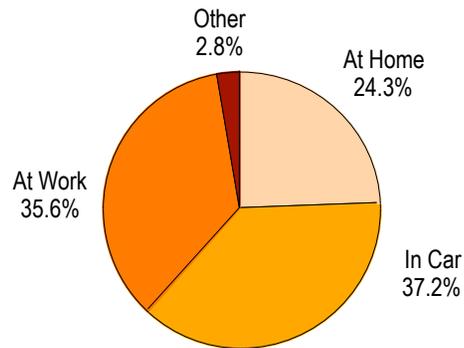
Classic Rock

Morning is when Classic Rock delivers its highest ratings. However, in terms of listening-by-location, at-work is most popular among Classic Rock fans, notably more than at-work is popular for listeners of nearly every other format. One main reason is that Classic Rock listeners are, next to All Sports radio fans, the most likely to be employed full time. Conversely, the percentage of time spent listening to Classic Rock at-home is lower than the at-home listening of most other programming.

Although its listeners are somewhat more likely than average to be single, Classic Rock is one of the three adult formats whose listeners are the most likely to have at least two or more children in the home. Nearly 60% of Classic Rock listeners have attended college and live in households earning \$50,000 or more per year. In fact, they are close to 30% more likely to be in households earning at least \$100,000.

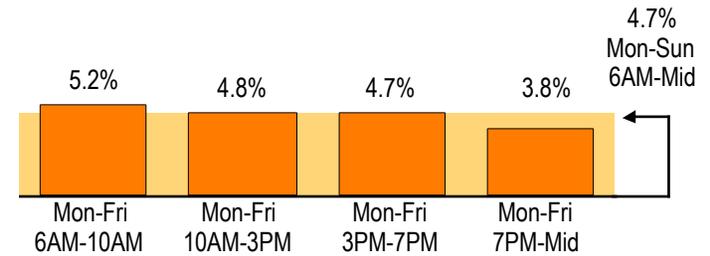
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

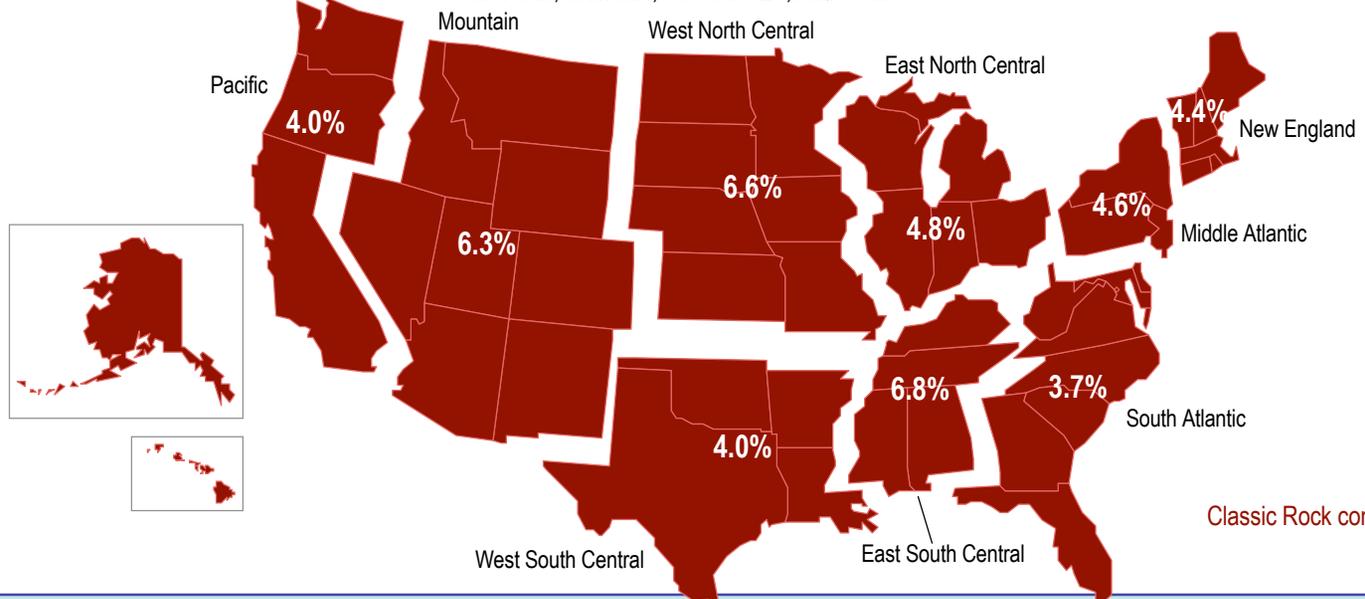
Persons 12+



Audience Share by Region

4.7% = National Average

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



Classic Rock continued ►

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Classic Rock

Popular Songs in This Format from 2006

Sweet Emotion <i>Aerosmith</i>
Sweet Home Alabama <i>Lynyrd Skynyrd</i>
Another Brick in the Wall (Part II) <i>Pink Floyd</i>
Dream On <i>Aerosmith</i>
Carry On Wayward Son <i>Kansas</i>
La Grange <i>ZZ Top</i>
More Than a Feeling <i>Boston</i>
Peace of Mind <i>Boston</i>
The Joker <i>Steve Miller Band</i>
Tush <i>ZZ Top</i>

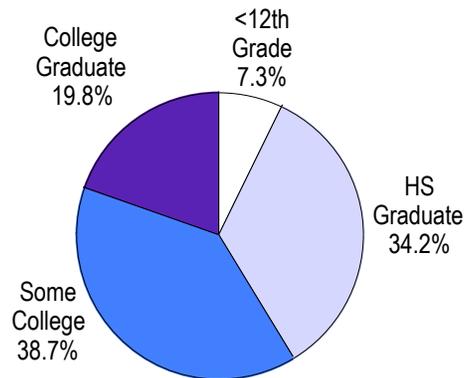
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Average Age of P1 Listeners 40
69% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer© Plus National Regional Database, Spring 2006.

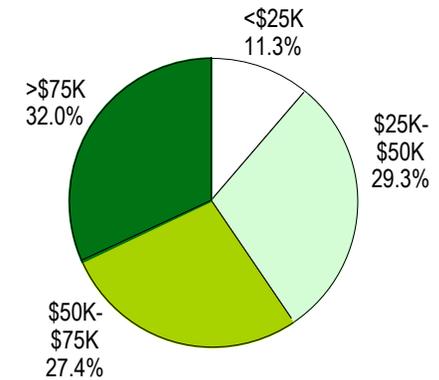
Education

Persons 18+



Household Income

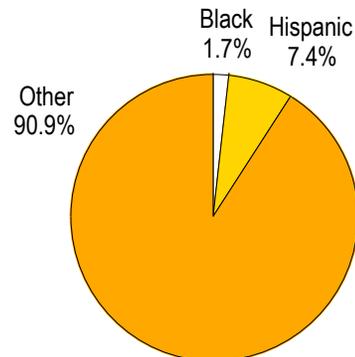
Persons 18+



Ethnic Composition*

AQH Persons

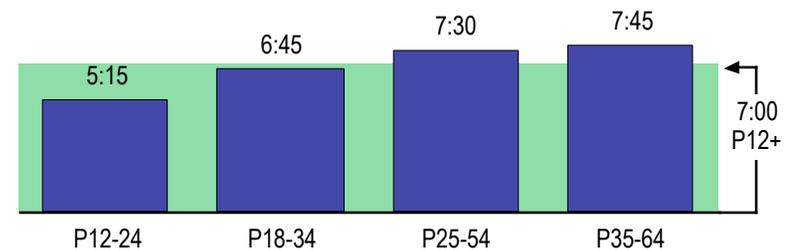
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Classic Rock continued ►

Classic Rock

The West North Central and Mountain regions are where Classic Rock scores its highest 12+ ratings, ranking third among all formats in those territories. Classic Rock also performs particularly well in the Middle Atlantic, East South Central and East North Central regions, where it is ranked fifth. Classic Rock attracts a slightly higher time-spent-listening per week among 25- to 54-year-olds than other rock formats.

Classic Rock fans are very active in sports, especially hiking/backpacking, weight/circuit training, tennis and bicycling. Classic Rock listeners are 21% more likely than the average person to be part of households that plan to buy a pickup truck in the next 12 months, and 20% more likely than the national average to buy an SUV. They are nearly 50% more likely to be part of households that plan to purchase a satellite radio subscription in the coming year, and they are also in the market for an HDTV, MP3 player and, particularly, a video game system. They enjoy going to the movies at least once a month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity

Past 12 Months	Index
Bicycling	127
Weight/Circuit Training	131
Hiking/Backpacking	135
Jogging/Running	116
Swimming	122
Tennis	129
Health/Fitness Club Membership	108

Movie Attendance

Past 30 Days	Index
1 Film	117
2 Films	102
3 Films	103
4-6 Films	93
7+ Films	89
None	97

Automobile

New Car Purchase/Lease

Planned Next 12 Months (HH)	Index
Compact	96
Midsize	101
Full-Size	86
Luxury	100
Pickup	121
SUV	120
Van/Minivan	106

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	82
\$20,000-\$24,999	121
\$25,000-\$29,999	104
\$30,000-\$34,999	128
\$35,000-\$44,999	109
\$45,000 or More	117

Electronics

Consumer Electronics Owned (HH)

	Index
DVR	104
DVD Player	112
PDA	130
Video Game Console	132

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	148
DVR	115
HDTV	120
MP3 Player	132
Video Game Console	133

Listener Characteristics

Family Status

Married	58%
Never Married (Single)	28%
No Children in Household	49%
At Least One Child in HH	51%
At Least One Teen in HH	26%
Two or More Children in HH	30%

Own or Rent Residence

Own	73%
Rent	22%
Other	5%

Employment Status

Employed 35 Hours or More	68%
Employed Less Than 35 Hours	14%
Not Employed	18%

Occupation Summary

White Collar	46%
Blue Collar	36%

High Qualitatives

Postgraduate Degree	7%
Household Income of \$100K or More (HH)	22%
Market Value of Owned Home (HH)	10%
Any Investments	63%

Rhythmic Contemporary Hit Radio (CHR)

Featuring a mix of dance, upbeat rhythmic pop, hip-hop and R&B hits, Rhythmic CHR is heard on 167 stations across America. In the Spring of 2006, Rhythmic CHR stations included the No. 1 radio outlets in two of the nation's top 15 markets—Washington, DC., and Seattle-Tacoma. At that time, it had 4.2% of the national radio audience, down a bit from 2004 but still ahead of the 3.8% it drew in Spring of 2002.

By 12+ share, Rhythmic CHR ranks third-highest among all formats in the Pacific region, and is the sixth-strongest format in the New England, Middle Atlantic and West South Central regions.

The format attracts more than 26 million listeners per week. Nearly 80% of them are 12- to 34-year-olds, which translates into an average listener age of only 25—the youngest of all major radio formats. In fact, Rhythmic CHR, which leans slightly female, gets more of its audience from Teens than does any other format. Only 65% of Rhythmic CHR's ratings come from its P1 listeners; that's lower than any other music format.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

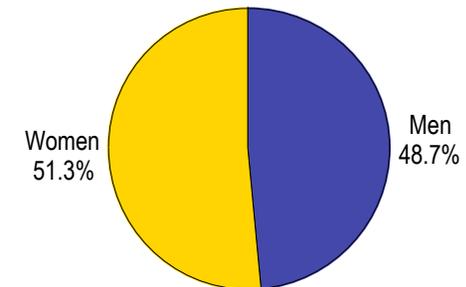


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
3.8%	4.0%	4.5%	4.4%	4.2%

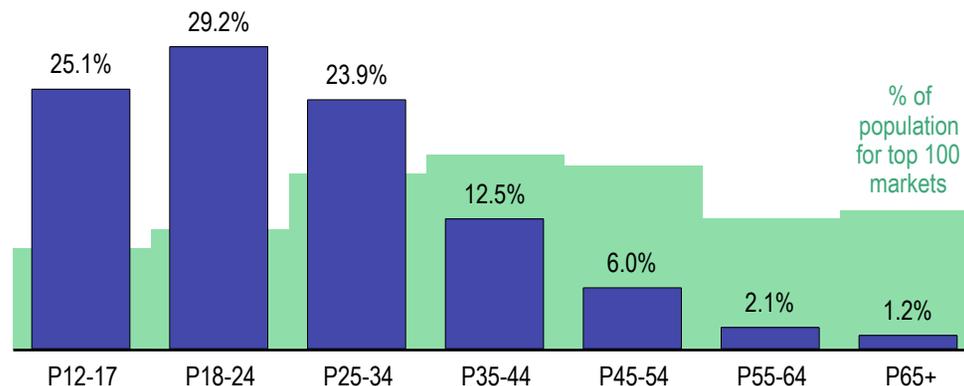
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Rhythmic CHR continued ►

Rhythmic Contemporary Hit Radio (CHR)

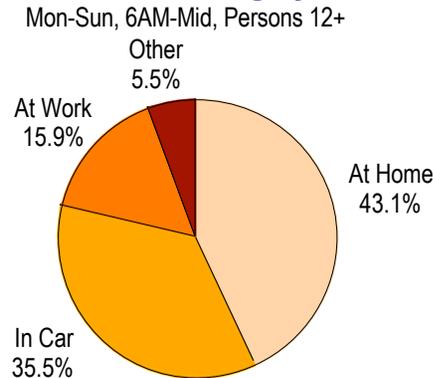
Rhythmic CHR is heard more at-home than elsewhere; its at-work listening is among the lowest of all contemporary music formats. Although no format has a significant amount of listening outside of at-home, in-car or at-work environments, Rhythmic CHR's "other location" listening is highest of all formats.

The ratings for Rhythmic CHR are lowest in middays and increase 64% above its average during weekday evenings, when it ranks among the most popular music choices. Time spent listening to Rhythmic CHR held steady among 18-34s between 2005 and 2006 at seven hours per week, though listening among 12-24s slipped 7% over that time.

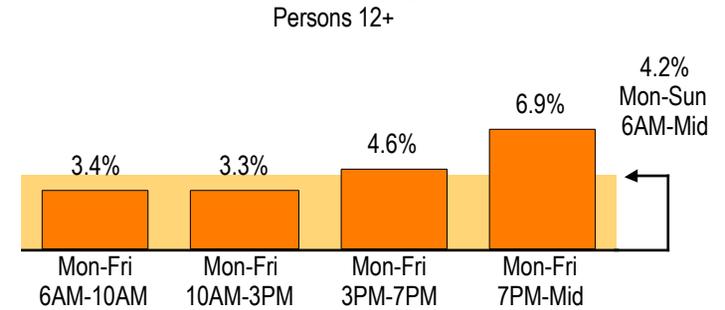
The Rhythmic CHR audience is equally split into thirds among blacks, Hispanics and other listeners, with blacks gaining slightly between 2005 and 2006. Just over half of Rhythmic CHR listeners have attended or graduated from college. More than 42% live in households earning \$50,000 or more per year.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

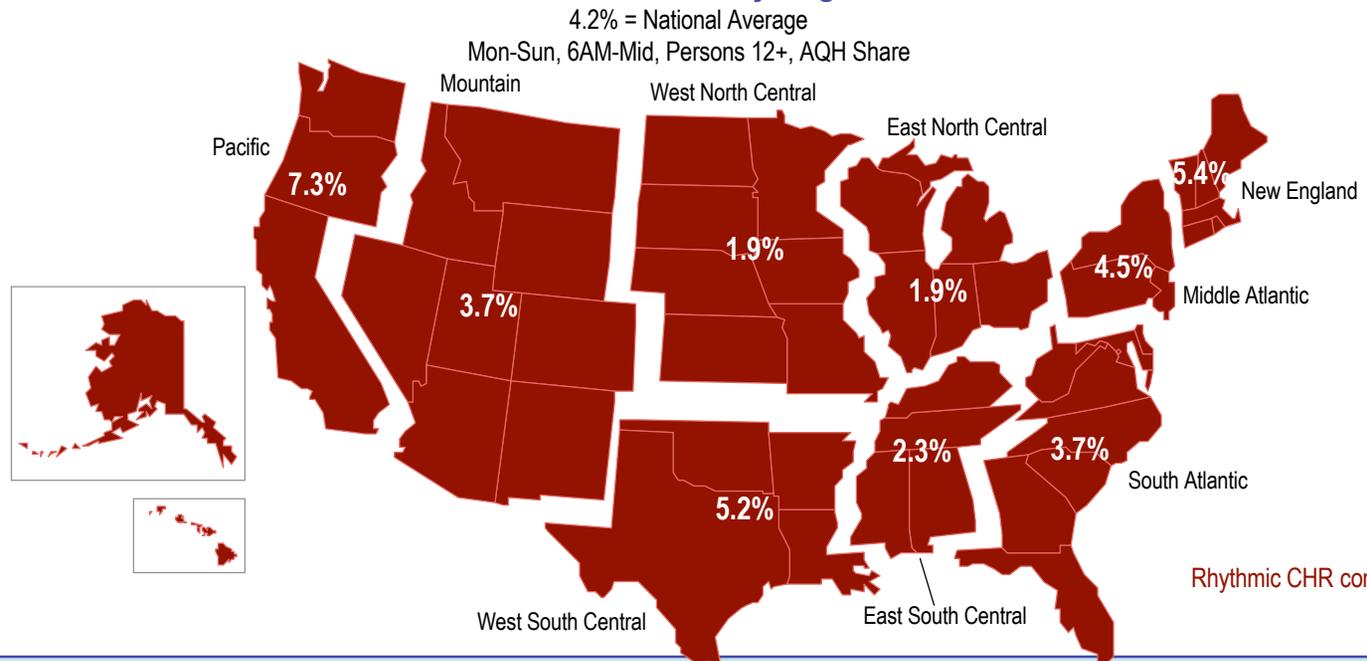
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Rhythmic CHR continued ►

Rhythmic Contemporary Hit Radio (CHR)

Popular Songs in This Format from 2006

Me & U <i>Cassie</i>
Snap Yo Fingers <i>Lil Jon Featuring E-40 & Sean Paul of the YoungBloodZ</i>
Ridin' <i>Chamillionaire Featuring Krayzie Bone</i>
U and Dat <i>E-40 Featuring T-Pain & Kandi Girl</i>
Grillz <i>Nelly Featuring Paul Wall, Ali & Gipp</i>
It's Goin' Down <i>Yung Joc</i>
Be Without You <i>Mary J. Blige</i>
Temperature <i>Sean Paul</i>
So Sick <i>Ne-Yo</i>
Lean Wit It, Rock Wit It <i>Dem Franchize Boyz Featuring Lil Peanut & Charlay</i>

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Average Age of P1 Listeners

25

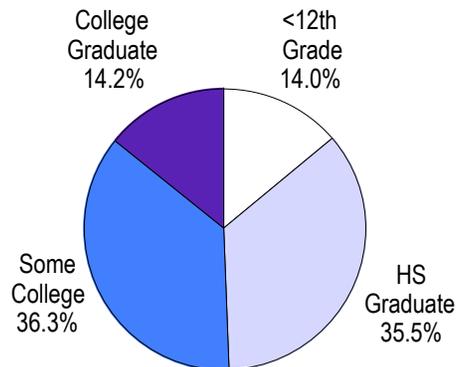
65%

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 2006.

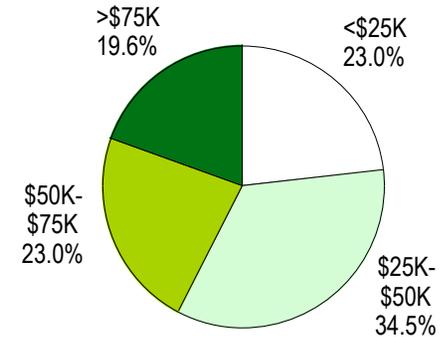
Education

Persons 18+



Household Income

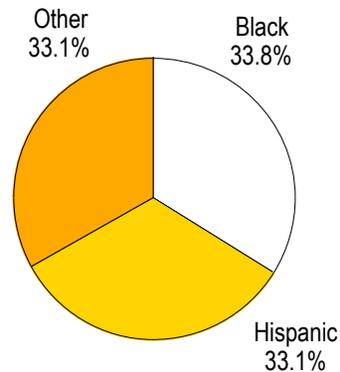
Persons 18+



Ethnic Composition*

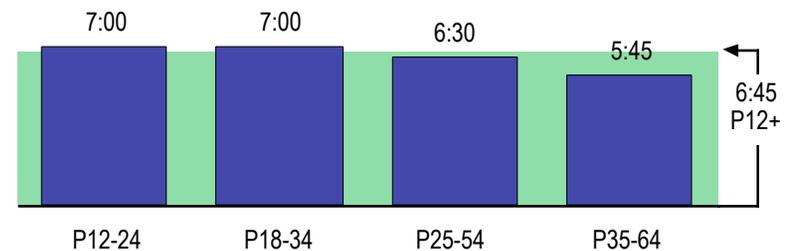
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Rhythmic CHR continued ►

Rhythmic Contemporary Hit Radio (CHR)

Rhythmic CHR fans love to jog and run, indexing highest in this category among all major formats. They are also particularly into weight/circuit training and playing tennis.

Among all major formats, Rhythmic CHR listeners are much more likely than the average person to be members of households that are planning a new car purchase within the next year. They are also very interested in getting a satellite radio subscription, as well as various home consumer entertainment products. Rhythmic CHR listeners are 72% more likely to head to the theater at least three times per month, and nearly as likely to go seven or more times.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	109
Weight/Circuit Training	132
Hiking/Backpacking	89
Jogging/Running	159
Swimming	114
Tennis	131
Health/Fitness Club Membership	119

Movie Attendance Past 30 Days

1 Film	120
2 Films	141
3 Films	172
4-6 Films	155
7+ Films	163
None	90

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	169
Midsize	130
Full-Size	144
Luxury	158
Pickup	107
SUV	147
Van/Minivan	98

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	169
\$20,000-\$24,999	101
\$25,000-\$29,999	108
\$30,000-\$34,999	115
\$35,000-\$44,999	120
\$45,000 or More	152

Electronics

Consumer Electronics Owned (HH)	Index
DVR	105
DVD Player	109
PDA	110
Video Game Console	143

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	147
DVR	155
HDTV	130
MP3 Player	171
Video Game Console	218

Listener Characteristics

Family Status	
Married	34%
Never Married (Single)	57%
No Children in Household	39%
At Least One Child in HH	61%
At Least One Teen in HH	29%
Two or More Children in HH	37%

Own or Rent Residence

Own	48%
Rent	41%
Other	11%

Employment Status

Employed 35 Hours or More	54%
Employed Less Than 35 Hours	23%
Not Employed	23%

Occupation Summary

White Collar	44%
Blue Collar	33%

High Qualitatives

Postgraduate Degree	4%
Household Income of \$100K or More (HH)	17%
Market Value of Owned Home (HH)	9%
Any Investments	47%

Urban Contemporary

With 172 stations across America attracting 20 million listeners each week, Urban Contemporary captured a 4.1 share overall in Spring 2006, when it was the No. 1 station in two top-10 markets—Dallas-Ft. Worth and Atlanta. Although one of America's top five formats in terms of its share of the national radio audience, Urban Contemporary's overall listening has slipped modestly between 2003 and 2006.

Approximately 20% of Urban Contemporary's audience is comprised of Teens, but almost half are between 18 and 34 and two-thirds are under 35. The format's youthfulness (the average age is only 29) helps explain why nearly half of all Urban Contemporary listening takes place at home, far more than in-car and three times more than at-work. Like other youth-oriented formats, its share of listening rises in the evenings, but Urban Contemporary nearly doubles.

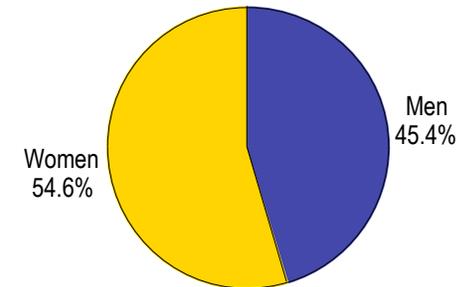


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
4.3%	4.6%	4.4%	4.3%	4.1%

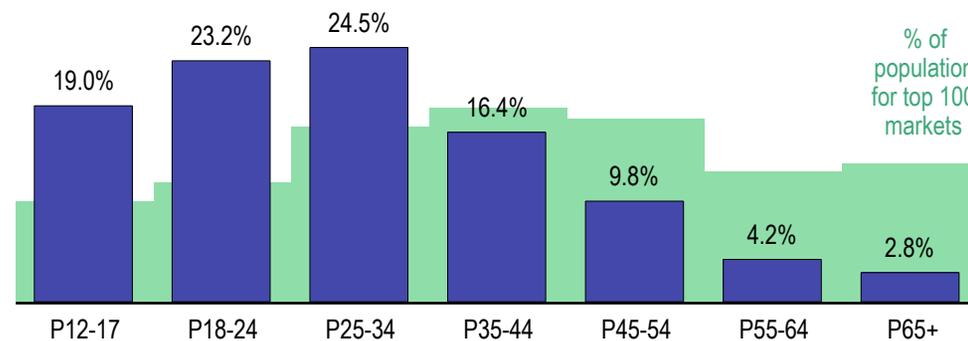
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

Urban Contemporary continued ►

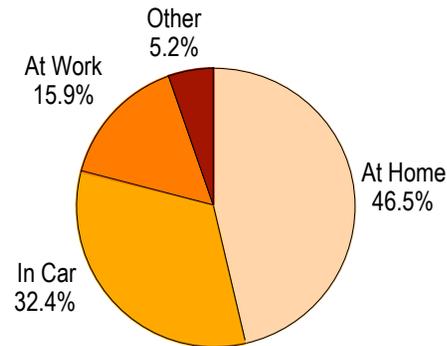
Urban Contemporary

Urban Contemporary listeners are more than twice as likely as the average person to be single, and the format leans female at 55%. Although Urban Contemporary ranks lowest among English-language formats for college graduates and high-income households, over half of its listeners have attended college. The percentage of its listeners living in households earning \$75,000 or more per year has risen from 13% to over 16% between 2005 and 2006—an impressive growth rate of 21% in one year.

By 12+ ratings, Urban Contemporary is the third-most-popular format in the South Atlantic region, and it ranks fourth in the East South Central, fifth in the Middle Atlantic and sixth in the West South Central regions.

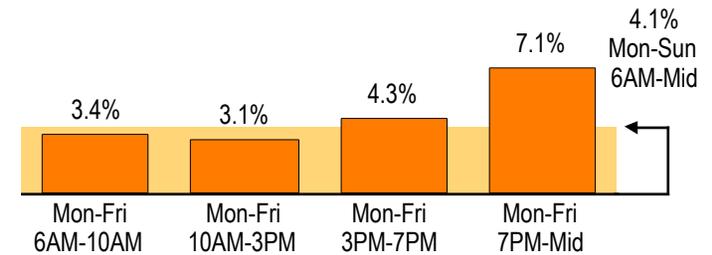
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

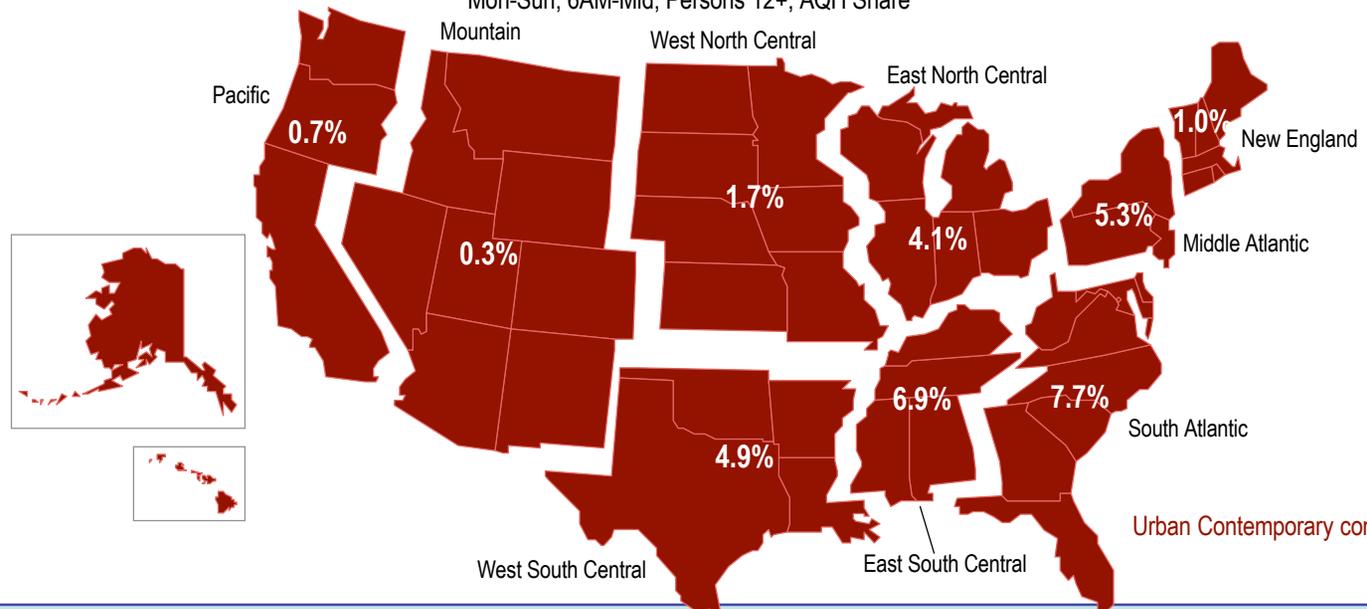
Persons 12+



Audience Share by Region

4.1% = National Average

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



Urban Contemporary continued ►

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Urban Contemporary

Popular Songs in This Format from 2006

Be Without You <i>Mary J. Blige</i>
It's Goin' Down <i>Yung Joc</i>
Snap Yo Fingers <i>Lil Jon Featuring E-40 & Sean Paul of the YoungBloodZ</i>
Lean Wit It, Rock Wit It <i>Dem Franchize Boys Featuring Lil Peanut & Charlay</i>
Shoulder Lean <i>Young Dro Featuring T.I.</i>
Unpredictable <i>Jamie Foxx Featuring Ludacris</i>
Pullin' Me Back <i>Chingy Featuring Tyrese</i>
What You Know <i>T.I.</i>
Grillz <i>Nelly Featuring Paul Wall, Ali & Gipp</i>
So Sick <i>Ne-Yo</i>

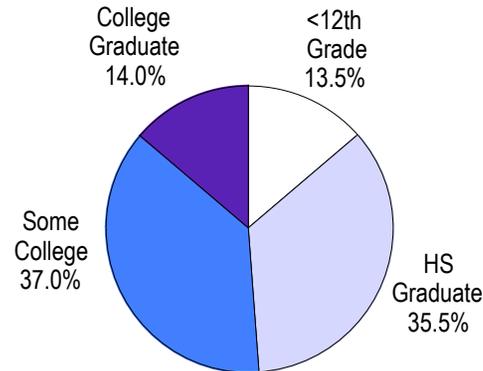
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Average Age of P1 Listeners 29
70% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer© Plus National Regional Database, Spring 2006.

Education

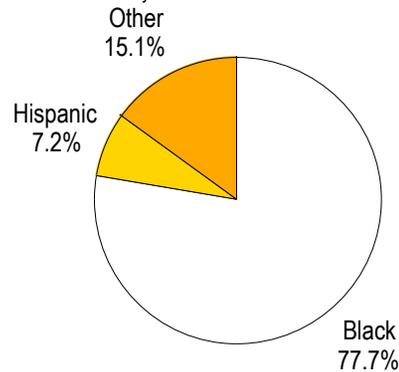
Persons 18+



Ethnic Composition*

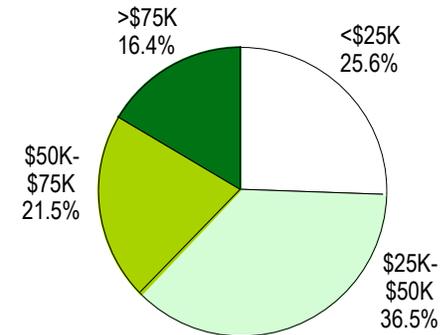
AQH Persons

* Only in DST-Controlled Markets



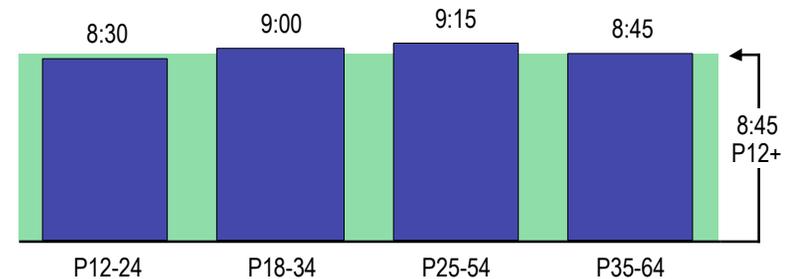
Household Income

Persons 18+



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Urban Contemporary continued ►

Urban Contemporary

Urban Contemporary listeners, who are 77% black, are into jogging/running and weight/circuit training, and they are more likely than the average person to have a health/exercise club membership.

Urban Contemporary listeners are more than twice as likely as the average person to be part of a household that plans to buy a luxury car in the next 12 months, and the format ranks No. 1 among potential luxury car buyers. They also are far more likely than the national average to buy a full-size, midsize or compact car in the coming year.

In terms of entertainment, Urban Contemporary listeners are 66% more likely to buy a satellite radio service than the average person—one of the highest among all format followers. They are among the best prospects for DVRs, MP3 players and video gaming consoles in the next 12 months. They are avid moviegoers who head to the theaters several times per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months

	Index
Bicycling	102
Weight/Circuit Training	119
Hiking/Backpacking	54
Jogging/Running	141
Swimming	100
Tennis	107
Health/Fitness Club Membership	116

Movie Attendance Past 30 Days

1 Film	105
2 Films	122
3 Films	177
4-6 Films	155
7+ Films	188
None	94

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)

	Index
Compact	150
Midsize	140
Full-Size	173
Luxury	203
Pickup	78
SUV	140
Van/Minivan	114

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	166
\$20,000-\$24,999	92
\$25,000-\$29,999	110
\$30,000-\$34,999	152
\$35,000-\$44,999	88
\$45,000 or More	124

Electronics

Consumer Electronics Owned (HH)

	Index
DVR	97
DVD Player	106
PDA	88
Video Game Console	137

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	166
DVR	184
HDTV	132
MP3 Player	166
Video Game Console	226

Listener Characteristics

Family Status

Married	30%
Never Married (Single)	58%
No Children in Household	41%
At Least One Child in HH	59%
At Least One Teen in HH	30%
Two or More Children in HH	34%

Own or Rent Residence

Own	48%
Rent	40%
Other	12%

Employment Status

Employed 35 Hours or More	53%
Employed Less Than 35 Hours	20%
Not Employed	27%

Occupation Summary

White Collar	40%
Blue Collar	33%

High Qualitatives

Postgraduate Degree	4%
Household Income of \$100K or More (HH)	13%
Market Value of Owned Home (HH)	4%
Any Investments	44%

Urban Adult Contemporary

Among the established radio formats, the fastest growing is Urban Adult Contemporary. Urban AC's 12+ share of the national radio audience has risen from 2.2% to 3.4% between the Spring of 2002 and 2006—a growth rate of 55%. It is one of two English-language formats (along with Contemporary Christian) to gain audience share every year between 2002 and 2006. As of Spring 2006, there were 164 stations programming Urban AC, reaching more than 14 million listeners per week, including the No. 1 station in Houston-Galveston. Urban AC targets the 35-54 audience, and half its listeners are in that age group.

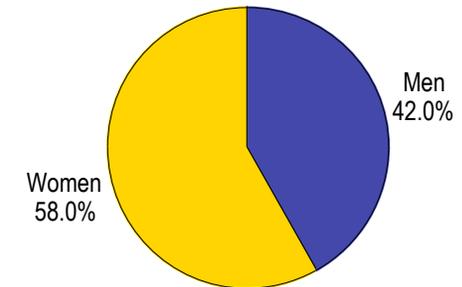


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
2.2%	2.6%	3.0%	3.2%	3.4%

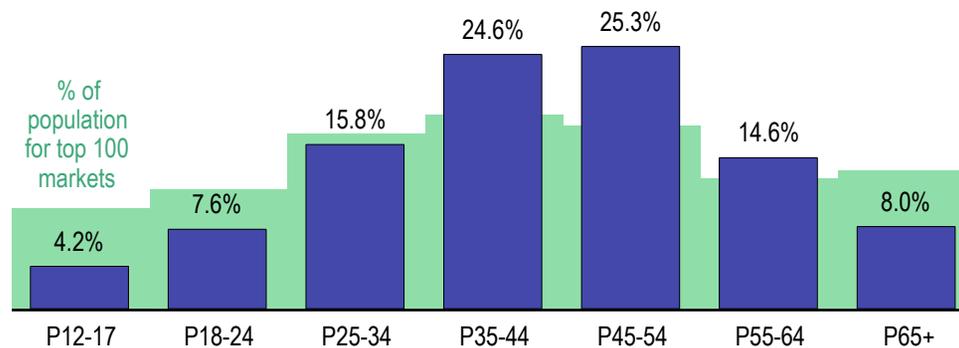
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

Urban AC continued ►

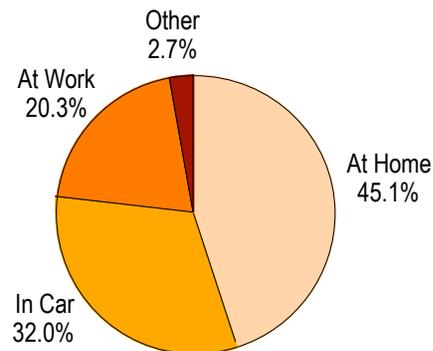
Urban Adult Contemporary

Ninety percent of Urban AC listeners are black, and they love the format: Urban AC delivers the highest time spent listening of all English-language formats at more than 10 hours per week, and also the most among 25-54s and 35-64s, who spend even more time with Urban AC. Along with Classic Hits, it's the only other English-language format whose average weekly time spent listening increased between 2004 and 2006. Urban AC's stake of the total radio audience accelerates in afternoon drive and peaks in the evenings at a 4.5 share—32% above its overall share.

More than 57% of Urban AC listeners have attended or graduated from college, and they are becoming more affluent, as 41% live in households earning \$50,000 or more per year—up 2% in the one year between 2005 and 2006.

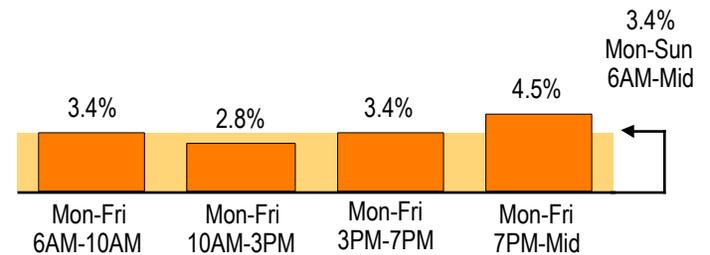
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

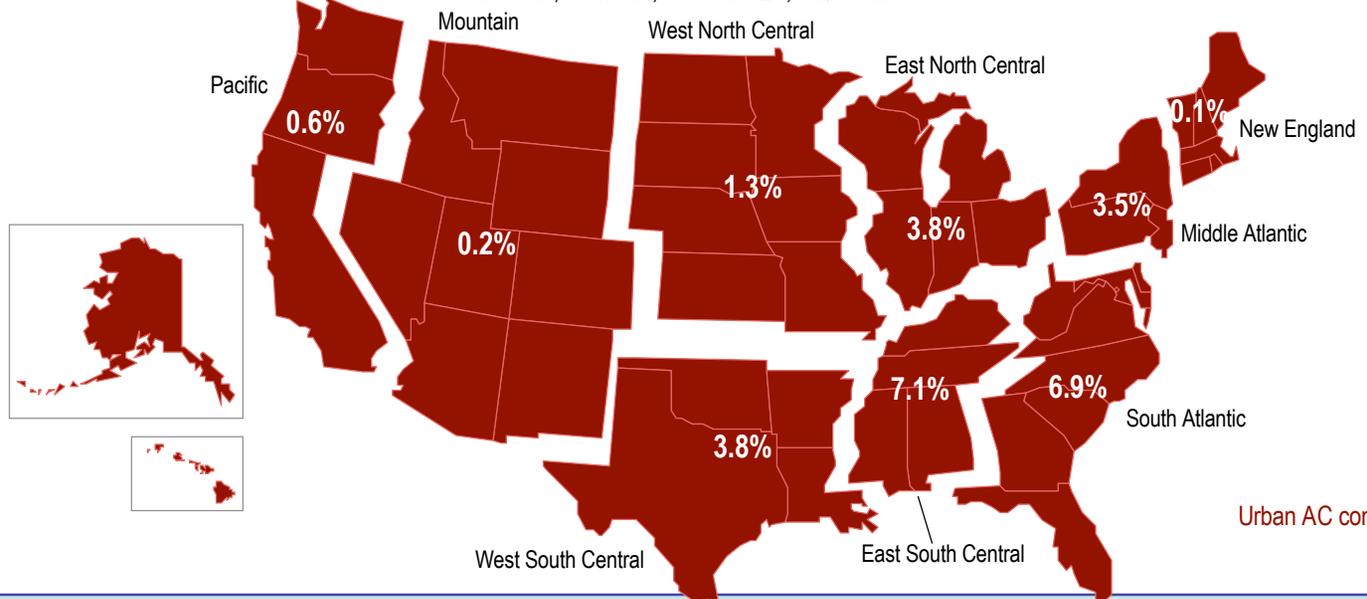
Persons 12+



Audience Share by Region

3.4% = National Average

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



Urban AC continued ►

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Urban Adult Contemporary

Popular Songs in This Format from 2006

Can't Let Go <i>Anthony Hamilton</i>
Be Without You <i>Mary J. Blige</i>
Find Myself in You <i>Brian McKnight</i>
Fly Like a Bird <i>Mariah Carey</i>
In My Mind <i>Heather Headley</i>
Looking for You <i>Kirk Franklin</i>
Just Came Here to Chill <i>The Isley Brothers Featuring Ronald Isley</i>
Unbreakable <i>Alicia Keys</i>
Ooh Wee <i>Teena Marie</i>
I Call It Love <i>Lionel Richie</i>

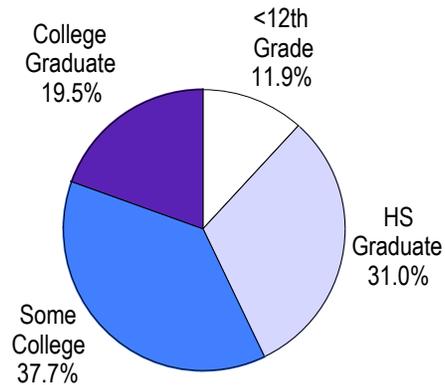
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Average Age of P1 Listeners 44
73% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

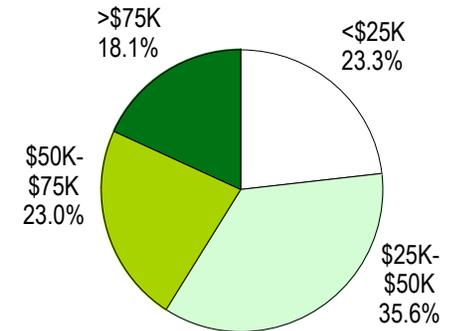
Education

Persons 18+



Household Income

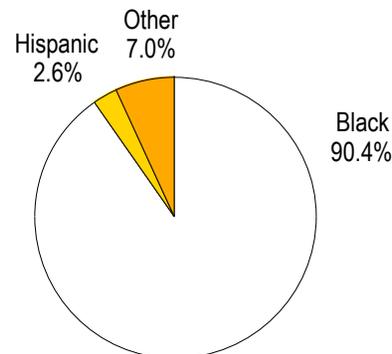
Persons 18+



Ethnic Composition*

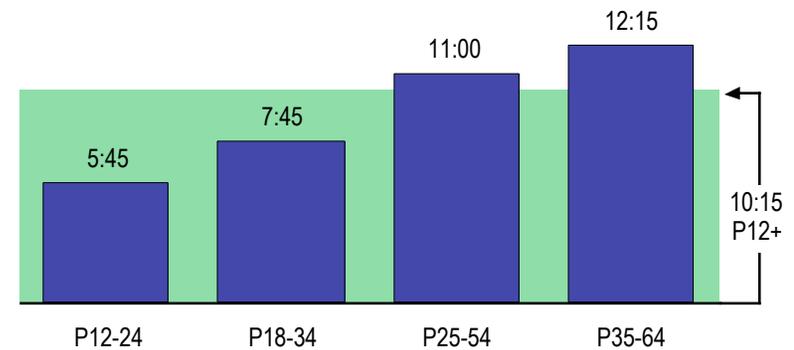
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Urban AC continued ►

Urban Adult Contemporary

By 12+ ratings, Urban AC is the third-highest-rated format in the East South Central region, and it is also particularly strong in the South Atlantic, where it ranks fourth. Urban AC is also among the top 10 formats in the Middle Atlantic, West South Central and East North Central territories.

More than 45% of Urban AC listening is done at home—a higher percentage than most English-language formats—but in-car share of listening did grow between 2005 and 2006. Urban AC listeners are the most likely of all radio listeners to be part of households that are in the market for a new car over the next 12 months, particularly midsize, full-size or luxury models.

Urban AC listeners are 79% more likely than the average person to be part of households that plan in the coming year to buy a DVR or video game console, or both; they are also strong prospects for an HDTV and an MP3 player. Among the most active moviegoers, Urban AC listeners are far more likely than the average person to visit the cinema 3-7 times per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	90
Weight/Circuit Training	101
Hiking/Backpacking	42
Jogging/Running	118
Swimming	80
Tennis	93
Health/Fitness Club Membership	110

Movie Attendance Past 30 Days

1 Film	86
2 Films	107
3 Films	150
4-6 Films	128
7+ Films	165
None	99

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	111
Midsize	141
Full-Size	195
Luxury	173
Pickup	66
SUV	134
Van/Minivan	119

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	156
\$20,000-\$24,999	111
\$25,000-\$29,999	101
\$30,000-\$34,999	126
\$35,000-\$44,999	100
\$45,000 or More	166

Electronics

Consumer Electronics Owned (HH)	Index
DVR	98
DVD Player	101
PDA	83
Video Game Console	114

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	126
DVR	179
HDTV	125
MP3 Player	134
Video Game Console	179

Listener Characteristics

Family Status	
Married	39%
Never Married (Single)	43%
No Children in Household	48%
At Least One Child in HH	53%
At Least One Teen in HH	26%
Two or More Children in HH	31%

Own or Rent Residence

Own	54%
Rent	40%
Other	7%

Employment Status

Employed 35 Hours or More	58%
Employed Less Than 35 Hours	17%
Not Employed	25%

Occupation Summary

White Collar	43%
Blue Collar	32%

High Qualitatives

Postgraduate Degree	6%
Household Income of \$100K or More (HH)	12%
Market Value of Owned Home (HH)	4%
Any Investments	45%

Oldies

For decades as one of America's most beloved formats, Oldies has evolved over the years and today features pop hits of the '60s and early '70s, though some stations occasionally still reach back to the '50s for treasured nuggets. In the Spring of 2006, there were 780 Oldies stations in the U.S. reaching over 20 million listeners per week—fifth-best among all formats.

Oldies appeals primarily to 45- to 64-year-olds, and attracts men and women equally. Although more than 43% of its listeners are over 55, 25% are still under 45 and were preteens, toddlers or not yet even born when these songs were hits, proving the durability of the music. The average Oldies listener is 53 years old and became a teen when last year's most-played Oldie, "Brown Eyed Girl," was a hit.

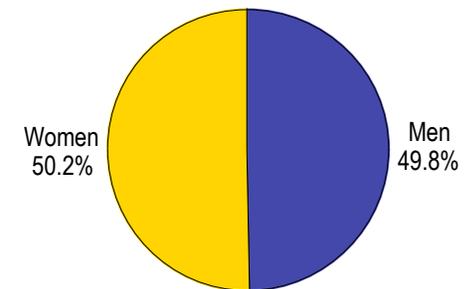


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
5.3%	5.0%	5.0%	4.1%	3.3%

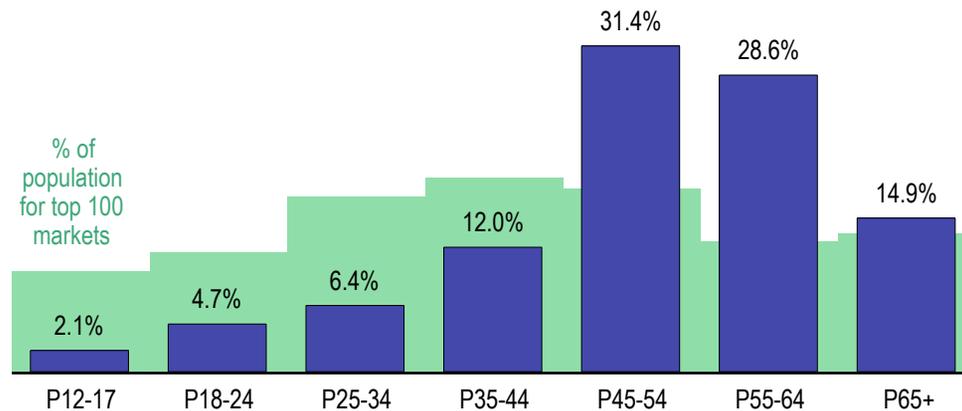
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

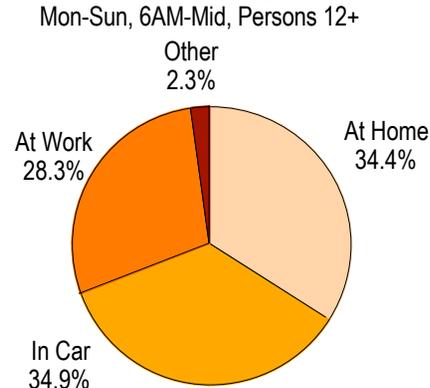
Oldies continued ►

Oldies

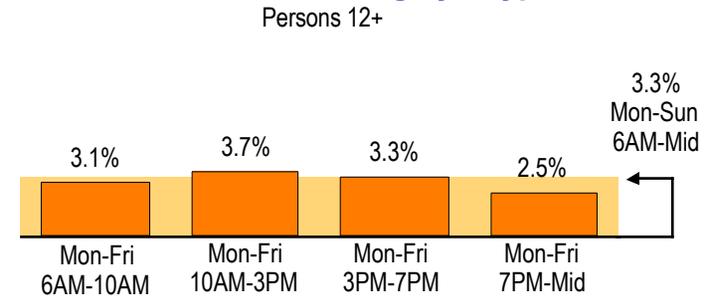
Midday is when Oldies generates its highest audience. However, the ratings for Oldies dropped significantly between Spring 2005 and 2006 in all dayparts, falling from a 4.1 share of the national audience to a 3.3—a 20% decline and much more than any other format. It appears that most of this erosion can be attributed to the steadily increasing appeal of the somewhat more contemporary Classic Hits and the successful emergence of the even younger Adult Hits approach, which is associated with the popular new “Jack”-branded format. However, Oldies still generates as much or more time spent listening per week than either Classic Hits or Adult Hits, and almost as much as those formats do even among the 12-24 age group.

Oldies achieves its highest 12+ ratings in the West North Central region, where it ranks fifth among all formats. It also ranks sixth-strongest in the East North Central and Mountain regions.

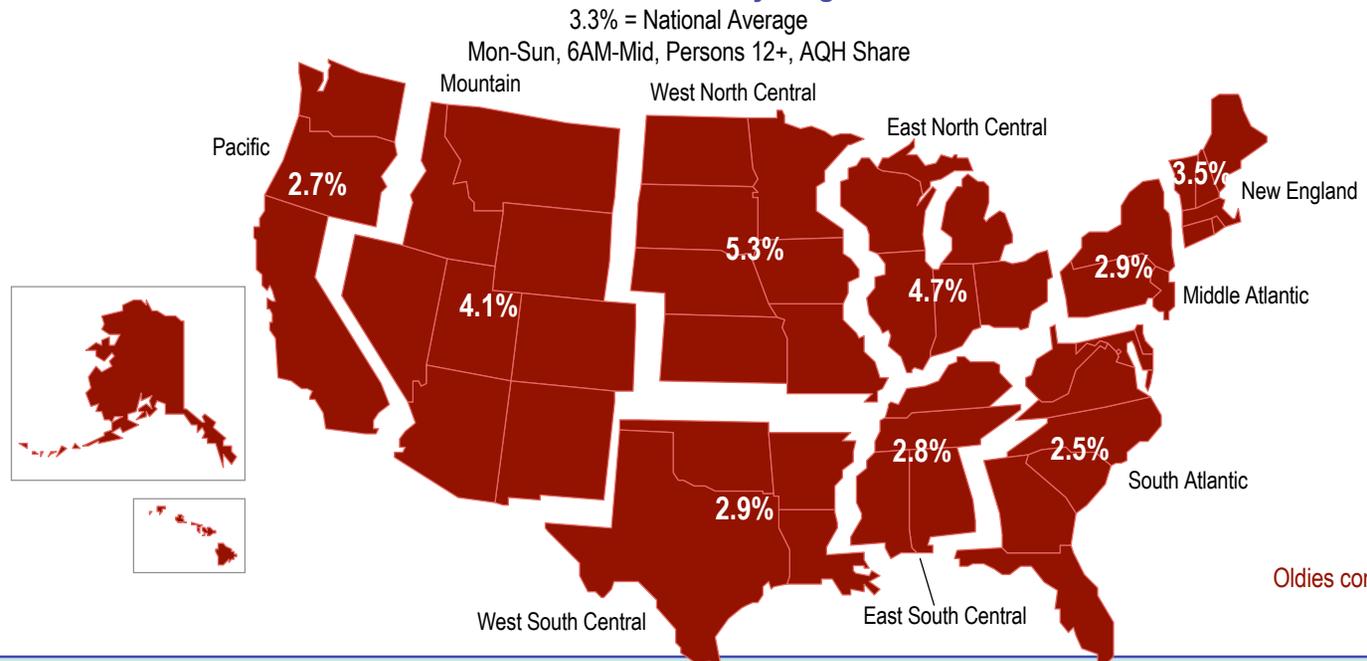
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Oldies continued ►

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Oldies

Popular Songs in This Format from 2006

Brown Eyed Girl <i>Van Morrison</i>
Oh, Pretty Woman <i>Roy Orbison</i>
(I Can't Get No) Satisfaction <i>Rolling Stones</i>
Born To Be Wild <i>Steppenwolf</i>
Magic Carpet Ride <i>Steppenwolf</i>
Dancing in the Moonlight <i>King Harvest</i>
My Girl <i>Temptations</i>
Honky Tonk Women <i>Rolling Stones</i>
Unchained Melody <i>Righteous Brothers</i>
Long Cool Woman in a Black Dress <i>Hollies</i>

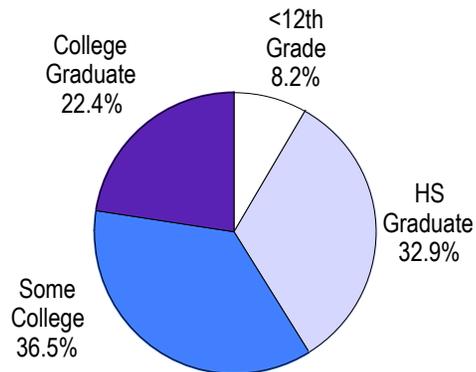
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Average Age of P1 Listeners 53
70% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

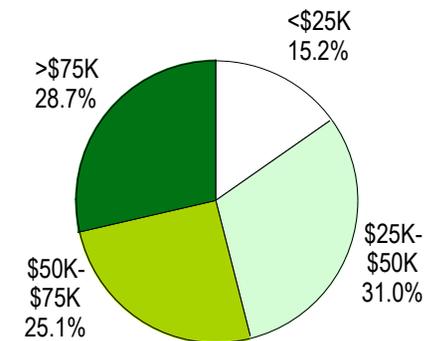
Education

Persons 18+



Household Income

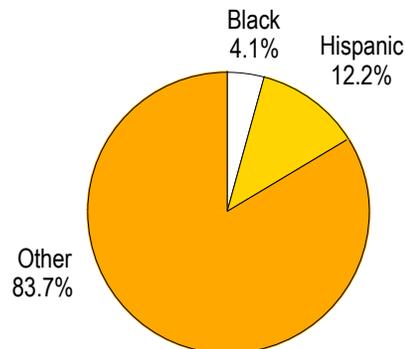
Persons 18+



Ethnic Composition*

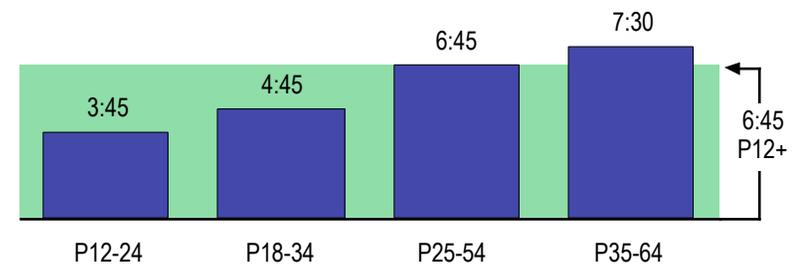
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Oldies continued ►

Oldies

Nearly 60% of Oldies listeners have attended college or have a degree, and over half live in households earning \$50,000 or more per year. They are 12% more likely than the average person to have investments. Listenership to Oldies is more evenly spread out regionally than it is for other programming, and Oldies gets 16% of its audience from blacks and Hispanics, who outnumber blacks three to one among the format's listeners.

Oldies listeners are among the most likely of all radio listeners to be married, own their own home and be empty-nesters. Oldies listeners most closely match the average American radio listener in terms of personal sports activity, enjoying hiking/backpacking and bicycling the most. They are slightly more likely than the average person to attend movies once or more a month, and they are members of households that are in the market for an HDTV and, particularly, a midsize sedan.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	105
Weight/Circuit Training	104
Hiking/Backpacking	108
Jogging/Running	90
Swimming	103
Tennis	97
Health/Fitness Club Membership	103

Movie Attendance Past 30 Days

1 Film	105
2 Films	107
3 Films	106
4-6 Films	103
7+ Films	96
None	98

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	94
Midsize	128
Full-Size	89
Luxury	98
Pickup	98
SUV	109
Van/Minivan	92

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	90
\$20,000-\$24,999	113
\$25,000-\$29,999	109
\$30,000-\$34,999	114
\$35,000-\$44,999	111
\$45,000 or More	111

Electronics

Consumer Electronics Owned (HH)	Index
DVR	106
DVD Player	106
PDA	108
Video Game Console	98

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	78
DVR	90
HDTV	110
MP3 Player	77
Video Game Console	73

Listener Characteristics

Family Status	
Married	64%
Never Married (Single)	20%
No Children in Household	66%
At Least One Child in HH	34%
At Least One Teen in HH	20%
Two or More Children in HH	18%

Own or Rent Residence

Own	78%
Rent	18%
Other	4%

Employment Status

Employed 35 Hours or More	56%
Employed Less Than 35 Hours	16%
Not Employed	29%

Occupation Summary

White Collar	46%
Blue Collar	26%

High Qualitatives

Postgraduate Degree	9%
Household Income of \$100K or More (HH)	20%
Market Value of Owned Home (HH)	10%
Any Investments	65%

Hot Adult Contemporary

There are 447 stations in the U.S. programming Hot AC, which attracts more than 23 million listeners per week—the sixth-most of all formats. It captured 3.2% of the national radio audience in Spring 2006, though it has faced a decline each year from the 3.9% it held in Spring 2002.

The average age of a Hot AC listener is 37, and overall it leans 62% female. The format's P1 listeners provide two-thirds of its ratings. Over half of Hot AC's audience remains between 25-44.

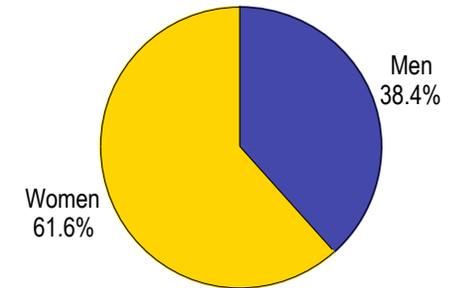
Time spent listening to Hot AC slipped in Spring 2006 to less than six hours per week. While interest in other media is certainly a factor, another likely reason is that Hot AC listeners are among radio's most physically active, indexing among the top formats in a variety of personal sports.



AQH Share Trend

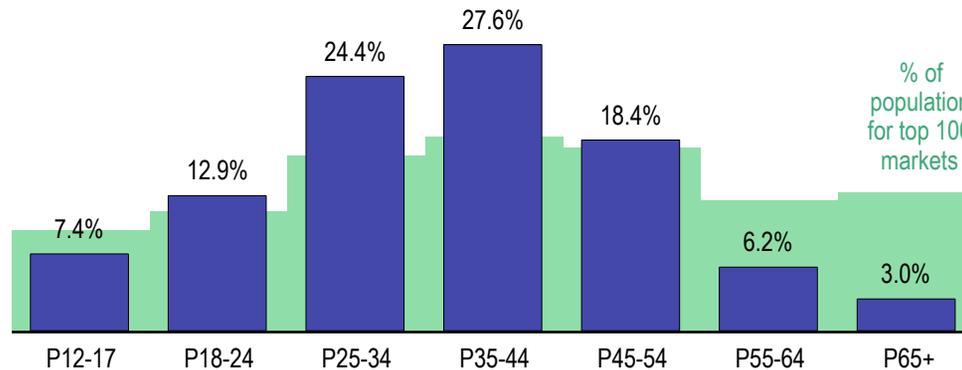
SP02	SP03	SP04	SP05	SP06
3.9%	3.8%	3.7%	3.6%	3.2%

Listeners 18+ Mon-Sun, 6AM-Mid



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 2006.

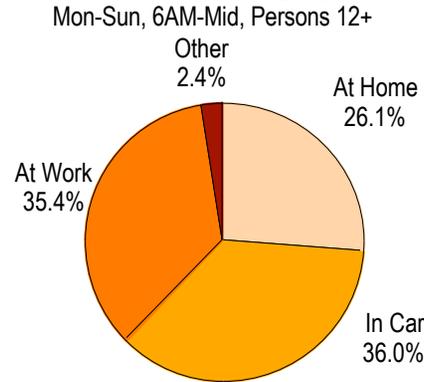
Hot AC continued ►

Hot Adult Contemporary

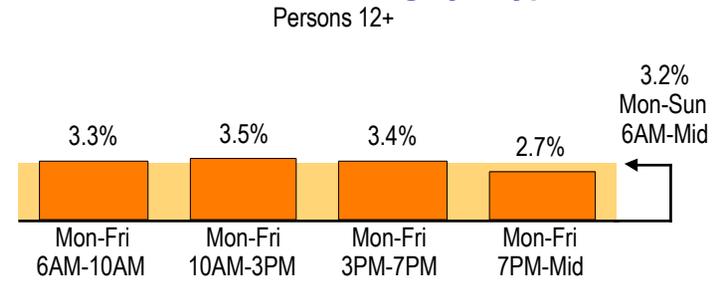
More than 70% of the listening to Hot AC stations is done in the car or at work, where it enjoys its highest ratings of the day. Its percentage of at-home listening is low relative to other formats.

Hot AC listeners are among the most likely to be single and to be employed full time. Approximately 70% of Hot AC's audience have attended college—one of the highest figures of all music formats. More than 40% of those are graduates, and Hot AC listeners are among the most likely to have a postgraduate degree. Nearly two-thirds of Hot AC listeners live in households earning \$50,000 or more per year, and they are 40% more likely than the average person to live in a household earning \$100,000 or more.

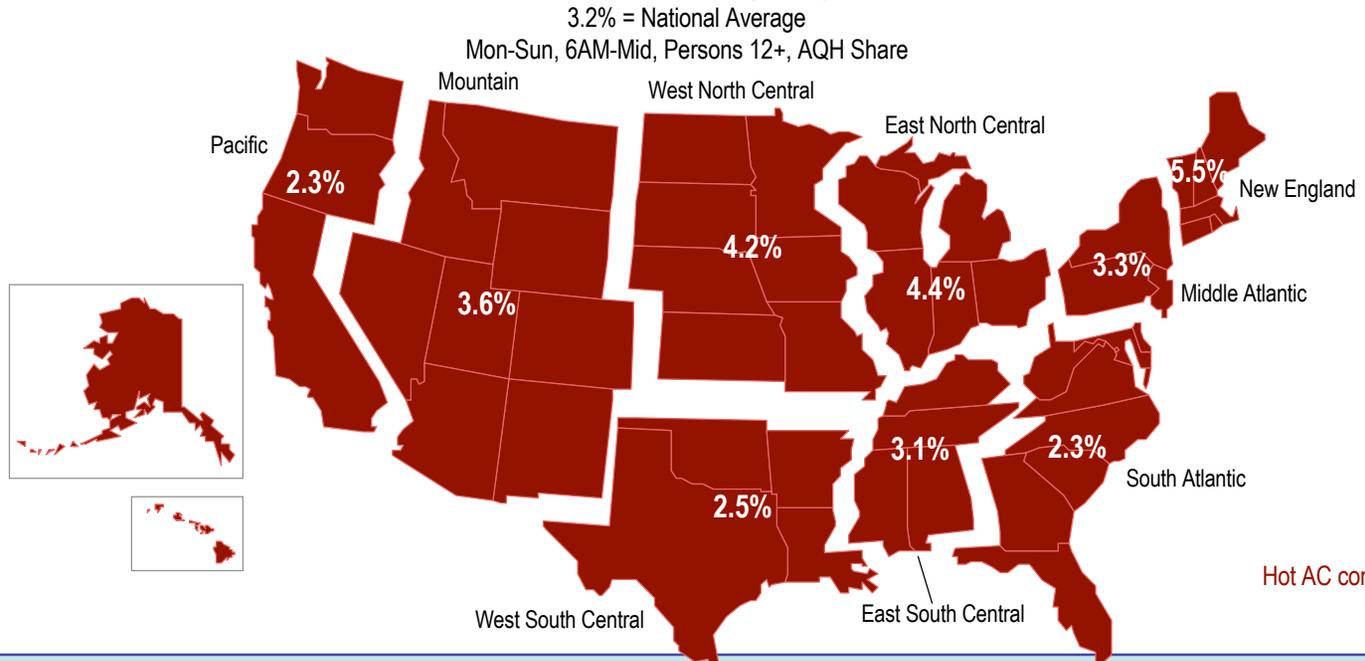
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Hot AC continued ►

Hot Adult Contemporary

Popular Songs in This Format from 2006

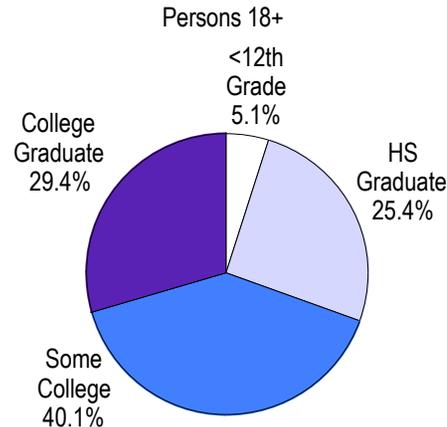
Over My Head (Cable Car) <i>The Fray</i>
Bad Day <i>Daniel Powter</i>
Ever the Same <i>Rob Thomas</i>
Unwritten <i>Natasha Bedingfield</i>
Black Horse & The Cherry Tree <i>KT Tunstall</i>
You're Beautiful <i>James Blunt</i>
Photograph <i>Nickelback</i>
Savin' Me <i>Nickelback</i>
Walk Away <i>Kelly Clarkson</i>
Because of You <i>Kelly Clarkson</i>

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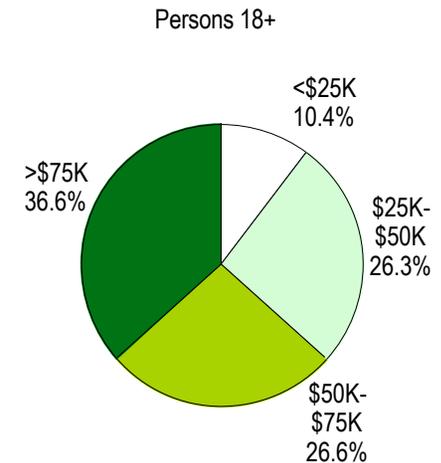
Average Age of P1 Listeners
37
Proportion of Listening from P1s
68%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Education

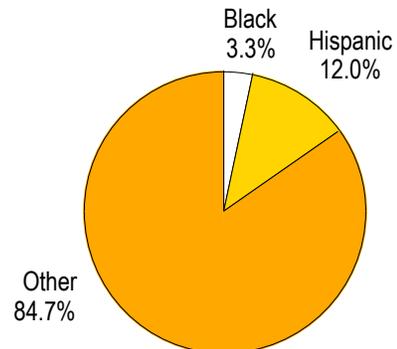


Household Income



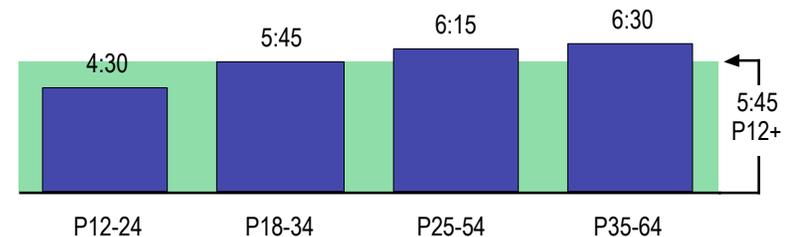
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Hot AC continued ►

Hot Adult Contemporary

The Hispanic composition of Hot AC's audience grew nearly 10% between 2005 and Spring 2006, when four times as many Hispanics as blacks listened to Hot AC. Together, those two ethnic groups contributed 15% of Hot AC's audience.

In terms of 12+ ratings, Hot AC does best in the New England region, where it is the fifth-highest-rated format. Hot AC ranks seventh in the East North Central and West North Central regions, eighth in the East South Central region, ninth in the Mountain area and 10th in the Middle Atlantic territory.

Hot AC's strong interest in sports certainly explains why its listeners are much more likely than the national average to be part of a household that is planning to buy an SUV in the next 12 months. They are also much more likely than the national average to be part of a household that plans to buy a satellite radio subscription, MP3 player, DVR and video game console, and their interest in going to the movies several times per month is reflected in their high ownership rate of DVD players in the household.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	132
Weight/Circuit Training	136
Hiking/Backpacking	136
Jogging/Running	134
Swimming	133
Tennis	144
Health/Fitness Club Membership	130

Movie Attendance Past 30 Days

1 Film	130
2 Films	127
3 Films	127
4-6 Films	119
7+ Films	119
None	91

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	117
Midsize	115
Full-Size	87
Luxury	108
Pickup	105
SUV	138
Van/Minivan	107

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	95
\$20,000-\$24,999	108
\$25,000-\$29,999	125
\$30,000-\$34,999	132
\$35,000-\$44,999	122
\$45,000 or More	78

Electronics

Consumer Electronics Owned (HH)	Index
DVR	113
DVD Player	117
PDA	147
Video Game Console	131

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	161
DVR	127
HDTV	111
MP3 Player	144
Video Game Console	124

Listener Characteristics

Family Status

Married	57%
Never Married (Single)	31%
No Children in Household	45%
At Least One Child in HH	55%
At Least One Teen in HH	24%
Two or More Children in HH	34%

Own or Rent Residence

Own	78%
Rent	18%
Other	4%

Employment Status

Employed 35 Hours or More	61%
Employed Less Than 35 Hours	18%
Not Employed	21%

Occupation Summary

White Collar	54%
Blue Collar	25%

High Qualitatives

Postgraduate Degree	10%
Household Income of \$100K or More (HH)	24%
Market Value of Owned Home (HH)	12%
Any Investments	64%

Mexican Regional

With 227 stations reaching 9.5 million mostly Hispanic listeners per week, Mexican Regional is one of radio's youngest formats in audience composition. Although its listeners average 34 years old (down from 35 in 2005), 60% of its audience are under 35, and only 20% are over 45. Mexican Regional's listeners are 60% men, 40% women.

Mexican Regional's national audience share is growing the fastest of all formats, having risen steadily annually from a 2.1 share in 2002 to 3.1% in Spring 2006—a 48% growth rate. Morning drive is the highest-rated daypart for Mexican Regional, and its share of radio decreases throughout the day until evening, when it picks up again—the only format with this kind of ratings pattern.

One of Mexican Regional's strengths is that it has by far the highest time spent listening of all formats—more than 13 hours per week. Bucking national trends, that figure rose 15 minutes between 2005 and 2006 across all demographics except 35-64s, peaking at nearly 15 hours per week with both 18-34s and 25-54s.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

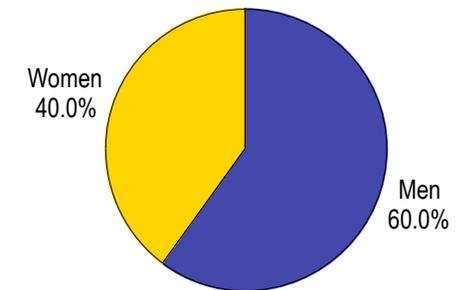


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
2.1%	2.4%	2.6%	2.8%	3.1%

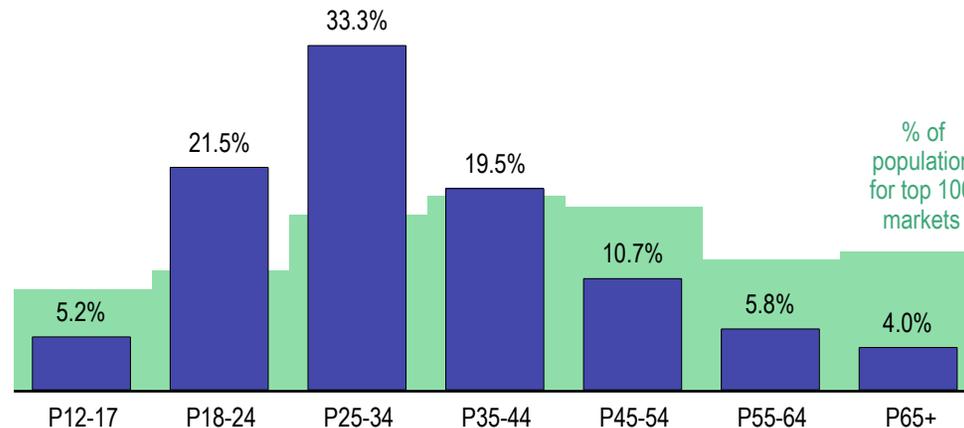
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Mexican Regional continued ►

Mexican Regional

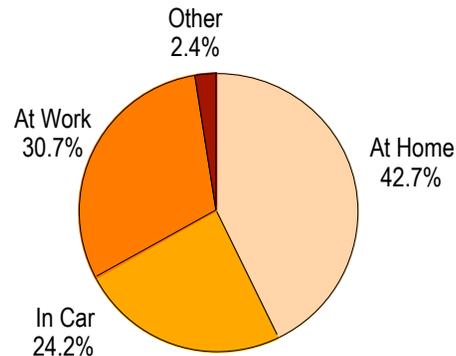
Nearly three-quarters of Mexican Regional's ratings come from its P1 listeners. In terms of 12+ ratings, Mexican Regional ranks No. 2 among all formats in the Pacific region, third in West South Central area and fourth in the Mountain territory.

Nearly half of Mexican Regional listeners have graduated high school or gone to college and between 2005 and 2006, the percentage of its listeners who have a high school diploma or who live in households earning \$25,000 or more per year improved incrementally.

Those who listen to Mexican Regional are nearly twice as likely to have two or more children at home—the highest index of all formats. Like other programming with younger audiences, Mexican Regional is listened to at home more than other locations, and its percentage of in-car listening is the lowest of all formats.

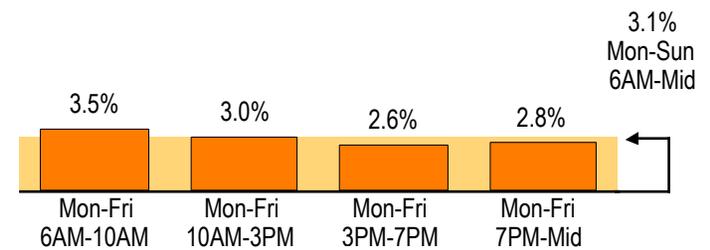
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

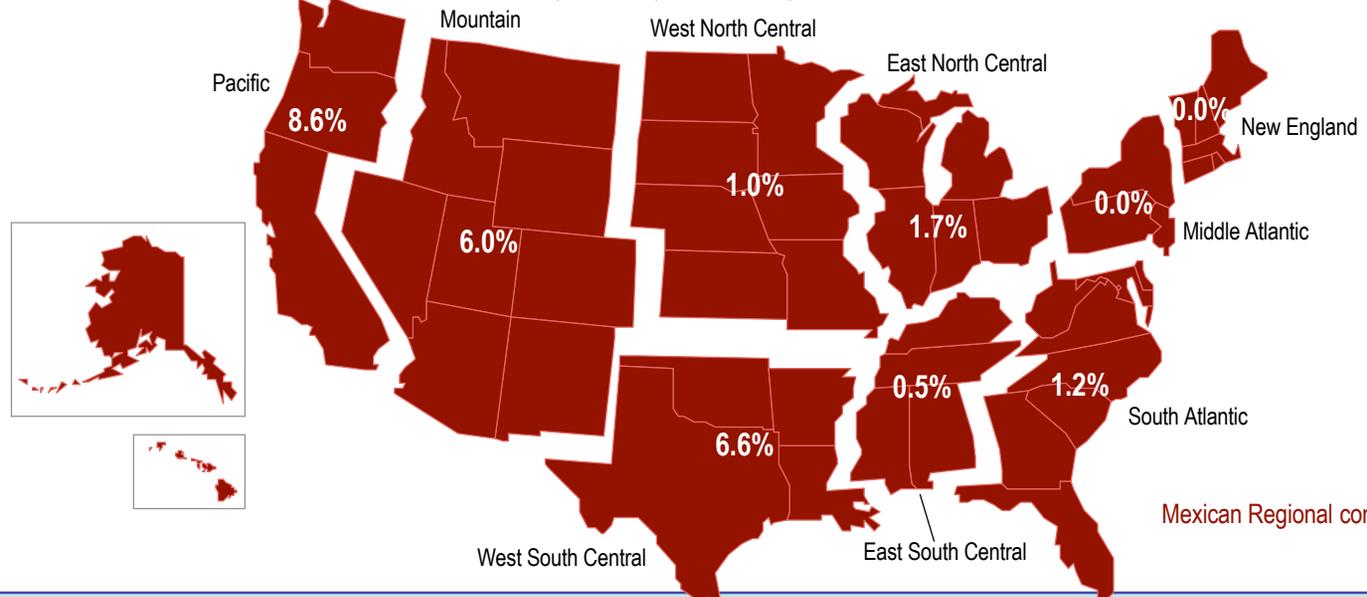
Persons 12+



Audience Share by Region

3.1% = National Average

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



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Mexican Regional continued ►

Mexican Regional

Popular Songs in This Format from 2006

Aliado Del Tiempo <i>Mariano Barba</i>
Mas Alla del Sol <i>Joan Sebastian</i>
Pero Te Vas A Arrepentir <i>K-Paz de la Sierra with Jose Manuel Zamacona</i>
Algo de Mi <i>Conjunto Primavera</i>
De Rodillas Te Pido <i>Alegres de la Sierra</i>
De Contrabando <i>Jenni Rivera</i>
No Puedo Olvidarte <i>Beto Y Sus Canarios</i>
Si Yo Fuera Tu Amor <i>Alacranes Musical</i>
Te Compró <i>Duelo</i>
Alguien Te Va A Hacer Llorar <i>Intocable</i>

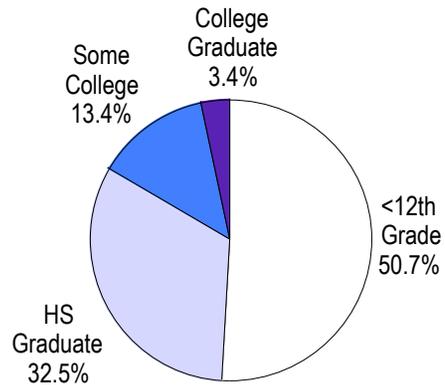
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Average Age of P1 Listeners
34
Proportion of Listening from P1s
74%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

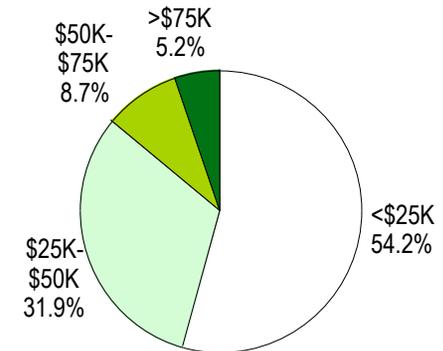
Education

Persons 18+



Household Income

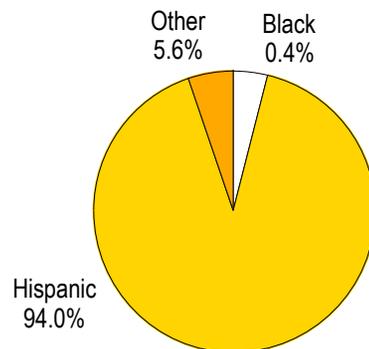
Persons 18+



Ethnic Composition*

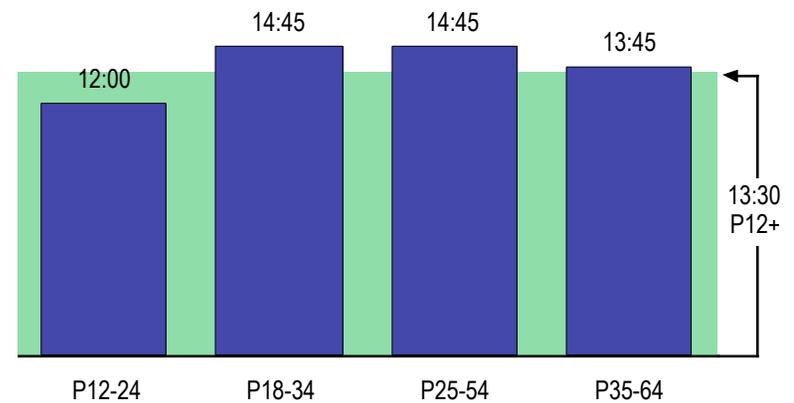
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Mexican Regional continued ►

Mexican Regional

Mexican Regional's in-car listening statistic is likely to change; listeners of this format are 92% more likely than the average person to be part of households that plan to buy a compact car in the next 12 months, and 86% are more likely to buy a pickup truck. The format ranks No. 1 among potential buyers of both compact cars and pickups. Mexican Regional listeners are also 33% more likely to be members of households that are in the market for a van or minivan.

Recreationally, Mexican Regional listeners love to jog or run, indexing second among all major formats in that activity. Mexican Regional listeners are 36% more likely to be part of households that own a DVR—a higher index than any other format. They also are among the most likely to be members of households that plan to buy MP3 players or video game consoles in the next year, and particularly enjoy taking in the movies three or more times per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	69
Weight/Circuit Training	87
Hiking/Backpacking	48
Jogging/Running	152
Swimming	72
Tennis	75
Health/Fitness Club Membership	78

Movie Attendance Past 30 Days

1 Film	78
2 Films	106
3 Films	127
4-6 Films	116
7+ Films	140
None	102

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	192
Midsize	89
Full-Size	103
Luxury	109
Pickup	186
SUV	90
Van/Minivan	133

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	213
\$20,000-\$24,999	102
\$25,000-\$29,999	69
\$30,000-\$34,999	79
\$35,000-\$44,999	76
\$45,000 or More	53

Electronics

Consumer Electronics Owned (HH)	Index
DVR	136
DVD Player	90
PDA	60
Video Game Console	118

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	101
DVR	117
HDTV	115
MP3 Player	143
Video Game Console	156

Listener Characteristics

Family Status	
Married	55%
Never Married (Single)	36%
No Children in Household	32%
At Least One Child in HH	68%
At Least One Teen in HH	30%
Two or More Children in HH	47%

Own or Rent Residence

Own	40%
Rent	54%
Other	6%

Employment Status

Employed 35 Hours or More	55%
Employed Less Than 35 Hours	20%
Not Employed	26%

Occupation Summary

White Collar	24%
Blue Collar	51%

High Qualitatives

Postgraduate Degree	2%
Household Income of \$100K or More (HH)	7%
Market Value of Owned Home (HH)	5%
Any Investments	27%

Contemporary Christian



As America's seventh-most-programmed format, with 677 stations, Contemporary Christian is one of the most rapidly growing formats in the country. Its share of national radio audience has risen every year since 2002, when it accounted for 1.8%, to 2.4% in Spring 2006—a 33% growth rate. Contemporary Christian now reaches more than 14 million listeners per week.

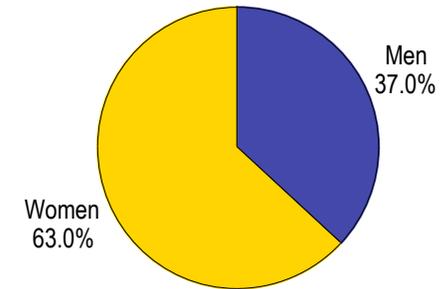
Women listening to Contemporary Christian outnumber men 2:1; only Adult Contemporary has a higher concentration of women listeners. The target audience is 25-54, and the bull's-eye is between 35 and 44, with the average listener 40 years old. However, a sizable group of younger people also enjoy the format, as more than a sixth of its audience is between 12 and 24. Contemporary Christian's P1 listeners contribute a whopping 77% of its ratings; that's more than any other programming approach.

AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.8%	1.9%	2.2%	2.3%	2.4%

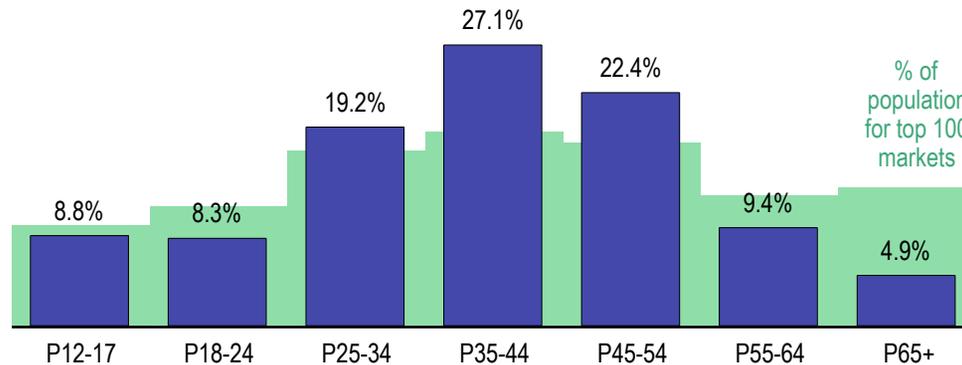
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

Contemporary Christian continued ►

Contemporary Christian

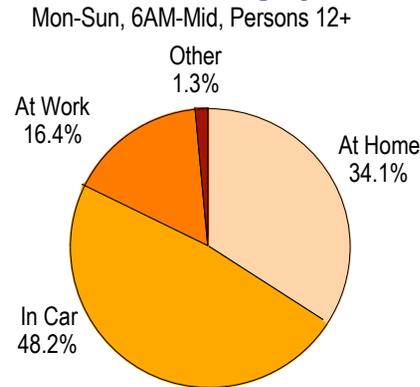
As a family-friendly format, over 80% of Contemporary Christian listening takes place either at home or in the car, and no format has more listening taking place while on the road. Contemporary Christian's ratings are steady throughout the day, and peak slightly in afternoon drive. Time spent listening overall is competitive with secular formats and does a bit better with 25-54s and 35-64s.

By 12+ ratings, Contemporary Christian does best in the East South Central and West North Central regions, where it ranks eighth-highest among all formats. Contemporary Christian also does well in the South Atlantic and West South Central regions.

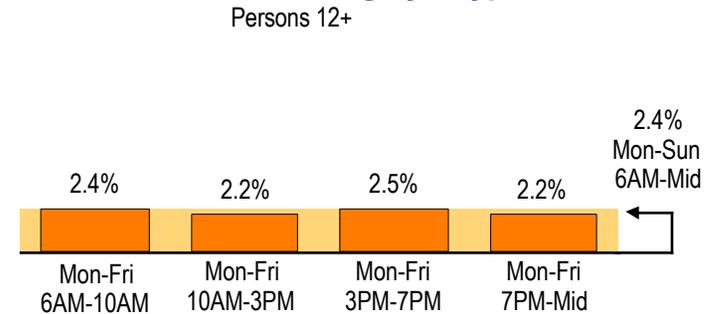
Income among Contemporary Christian listeners has increased significantly between 2005 and 2006, with a third now in households earning \$75,000 or more. The Contemporary Christian audience also is well educated, with 73% having attended college and nearly a third holding a degree.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

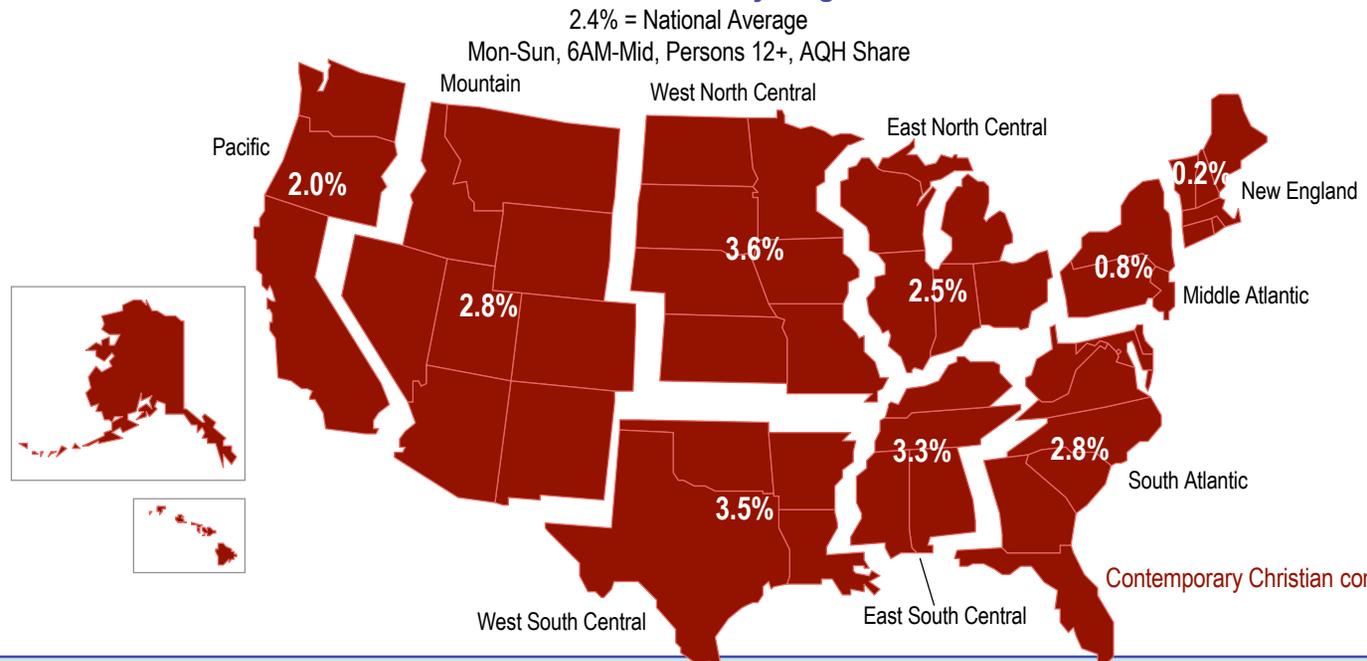
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Contemporary Christian continued ►

Contemporary Christian

Popular Songs in This Format from 2006

My Savior, My God <i>Aaron Shust</i>
Praise You in This Storm <i>Casting Crowns</i>
How Great Is Our God <i>Chris Tomlin</i>
I Am <i>Mark Schultz</i>
Strong Tower <i>Kutless</i>
This Man <i>Jeremy Camp</i>
Mountain of God <i>Third Day</i>
Cry Out to Jesus <i>Third Day</i>
Only Grace <i>Matthew West</i>
So Long Self <i>MercyMe</i>

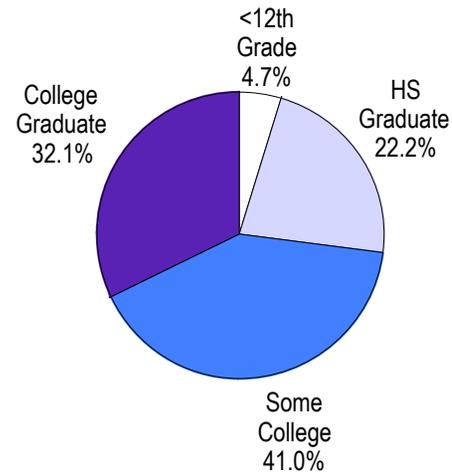
© 2006 Radio & Records, used with permission

Average Age of P1 Listeners 40
77% 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 2006.

Education

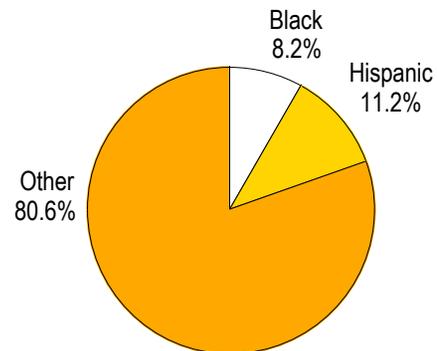
Persons 18+



Ethnic Composition*

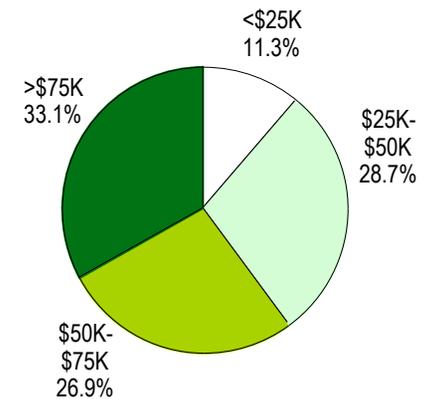
AQH Persons

* Only in DST-Controlled Markets



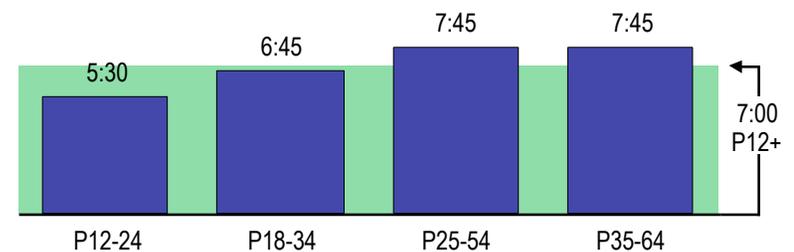
Household Income

Persons 18+



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Contemporary Christian continued ►

Contemporary Christian

Contemporary Christian indexes No. 1 among married listeners at 125; it indexes second-lowest among single listeners at 67, just behind News/Talk/Information. At 158, it indexes as the No. 2 format for those with two or more children at home. Nearly 20% of Contemporary Christian's audience is black or Hispanic, leaning more Hispanic.

Contemporary Christian listeners are very active physically, ranking fifth overall among all major formats. Being family oriented, it's no surprise that they are 42% more likely than the average person to be part of households that plan to buy a van or minivan within the next 12 months. They are members of households that are also in the market for DVRs and MP3 players, and they are among the most likely to go to the movies at least once per month, and many go twice as often.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	129
Weight/Circuit Training	122
Hiking/Backpacking	123
Jogging/Running	123
Swimming	129
Tennis	126
Health/Fitness Club Membership	123

Movie Attendance Past 30 Days

1 Film	139
2 Films	121
3 Films	92
4-6 Films	89
7+ Films	94
None	92

Automobile

New Car Purchase/ Lease Planned Next 12 Months (HH)	Index
Compact	79
Midsize	91
Full-Size	76
Luxury	92
Pickup	100
SUV	121
Van/Minivan	142

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	97
\$20,000-\$24,999	102
\$25,000-\$29,999	114
\$30,000-\$34,999	102
\$35,000-\$44,999	113
\$45,000 or More	103

Electronics

Consumer Electronics Owned (HH)	Index
DVR	106
DVD Player	114
PDA	136
Video Game Console	131

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	96
DVR	109
HDTV	90
MP3 Player	103
Video Game Console	89

Listener Characteristics

Family Status	
Married	71%
Never Married (Single)	17%
No Children in Household	41%
At Least One Child in HH	59%
At Least One Teen in HH	31%
Two or More Children in HH	38%

Own or Rent Residence

Own	77%
Rent	19%
Other	4%

Employment Status

Employed 35 Hours or More	57%
Employed Less Than 35 Hours	18%
Not Employed	25%

Occupation Summary

White Collar	53%
Blue Collar	22%

High Qualitatives

Postgraduate Degree	9%
Household Income of \$100K or More (HH)	17%
Market Value of Owned Home (HH)	6%
Any Investments	64%

All Sports

There were 527 All Sports stations in America in the Spring of 2006, eighth-most among all formats. The majority of All Sports radio's 14 million weekly listeners fall within a specific group: Two-thirds are between 25 and 54 years old, and 86% are male, with the average listener being 47 years old. Its overall 12+ audience share has been growing each year since 2003, rising from 1.7% to 2.2% in Spring 2006.

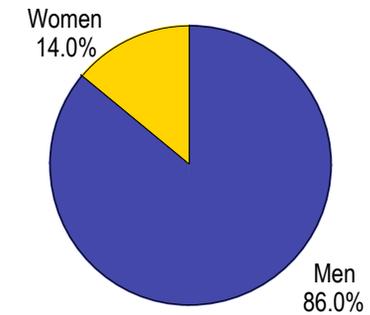


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.8%	1.7%	2.0%	2.1%	2.2%

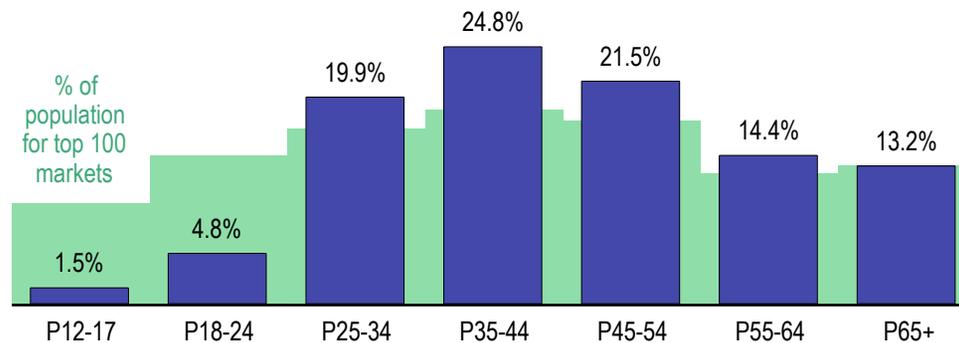
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

All Sports continued ►

All Sports

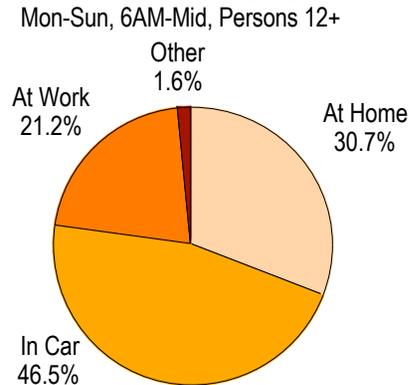
Listeners to All Sports are among radio's most educated: Nearly 80% have attended or graduated from college; only Classical gets a higher grade in that category. All Sports indexes third-best among all formats for listeners with postgraduate degrees. All Sports listeners are among the most likely of all radio listeners to be married.

In terms of 12+ ratings, All Sports performs best in New England, where it is the eighth-highest-rated format. It also ranks among the top 12 in the Middle Atlantic and West North Central regions.

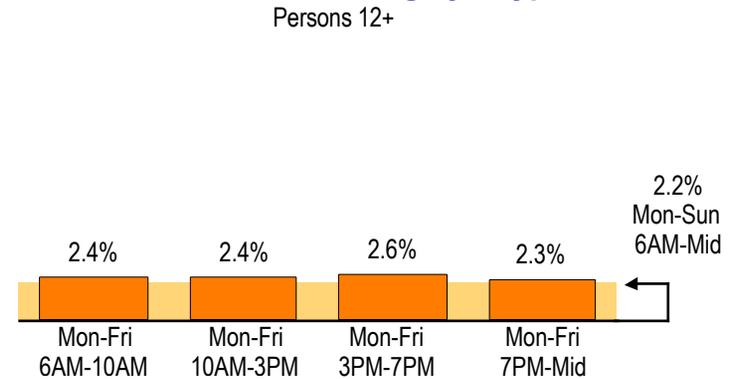
All Sports radio fans are also affluent: Nearly half of them live in households earning \$75,000 or more per year. No format does better, and All Sports also ranks tops among those in households earning \$100,000 or more, as well as in likelihood of having investments. Moreover, All Sports is the second-strongest format in terms of homeowners, and is third-best among those owning homes valued at \$500,000 or more. These listeners are much more likely than the average person to have a PDA and/or DVR, and to be purchasing an MP3 player in the coming year.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

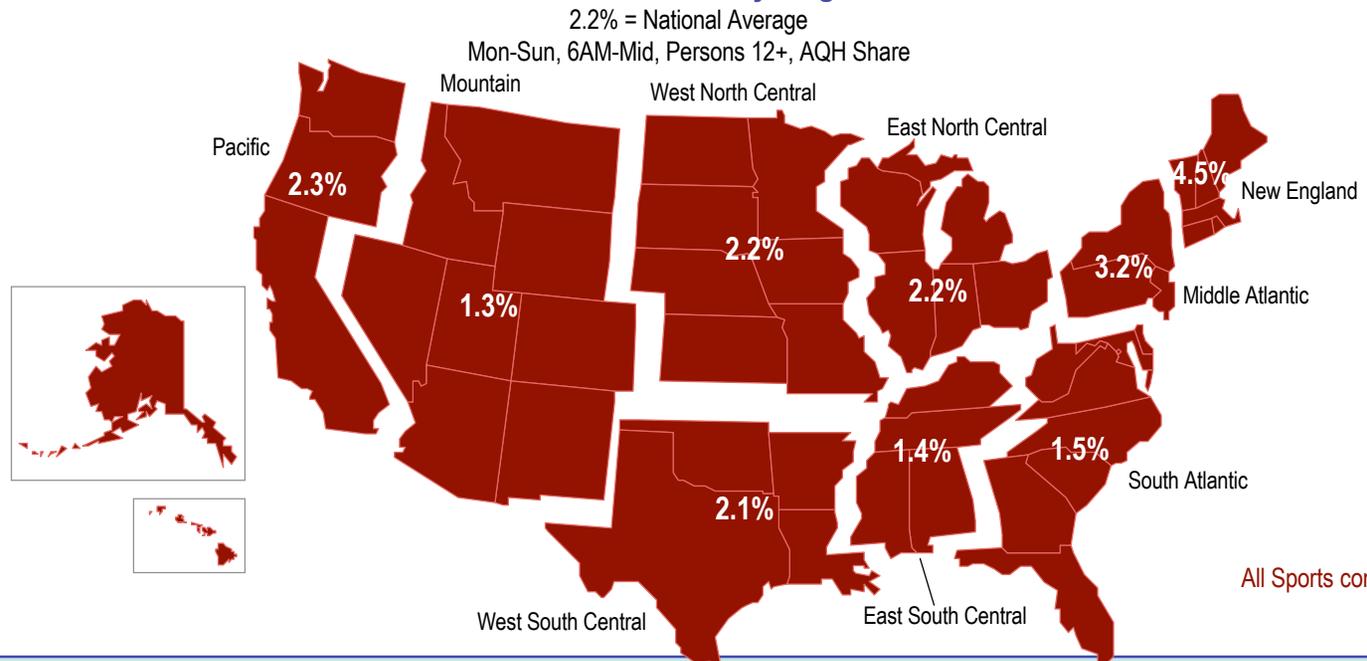
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



All Sports continued ►

All Sports

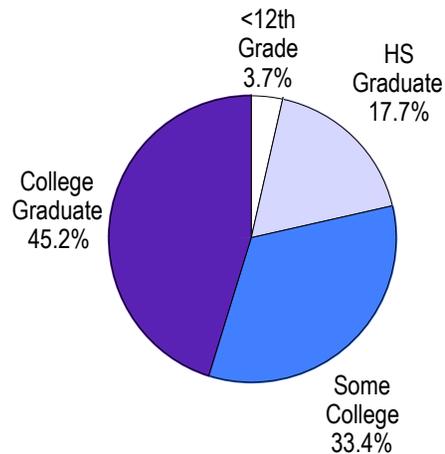
Only 65% of All Sports ratings come from its P1 listeners. Blacks and Hispanics compose nearly 20% of its audience. Nearly half of All Sports total listening takes place in-car; that's higher than any other secular format, and All Sports attracts its best ratings in afternoon drive. Time spent listening to All Sports is competitive with other male-driven formats and, bucking national trends, actually increased between 2005 and 2006 among listeners aged 35-64.

Average Age of P1 Listeners
47

Proportion of Listening from P1s
65%

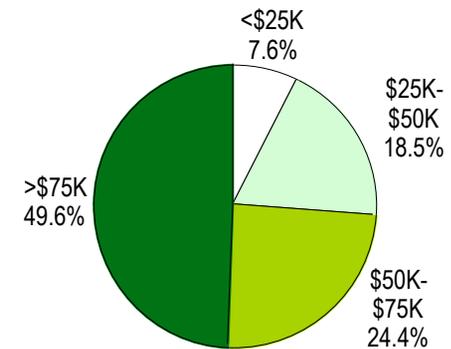
Education

Persons 18+



Household Income

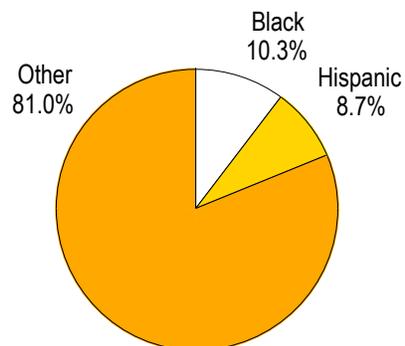
Persons 18+



Ethnic Composition*

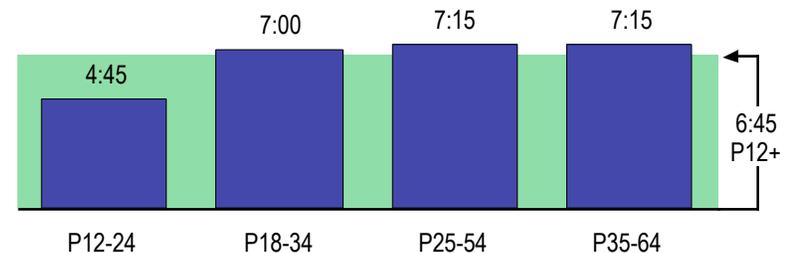
AQH Persons

* 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 2006.

All Sports continued ►

All Sports

The high education and income levels are understandable considering that All Sports has the highest percentage of full-time employed listeners of all formats.

Not surprisingly, All Sports listeners love sports, and they index highly among all formats in terms of physical activity, particularly for belonging to a health/exercise club, playing tennis, weight/circuit training, bicycling and hiking. To hold all that sporting gear, All Sports listeners are 62% more likely than the average person to be a member of a household that plans to buy an SUV within the next 12 months; no other format indexes higher.

All Sports listeners are among the most likely of all radio listeners to subscribe to a satellite radio service within the next 12 months. All Sports listeners lead the pack when it comes to a likely HDTV purchase within the next year. Listeners to All Sports radio are much more likely than the average person to go to the movies once or twice a month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	129
Weight/Circuit Training	141
Hiking/Backpacking	126
Jogging/Running	124
Swimming	118
Tennis	165
Health/Fitness Club Membership	126

Movie Attendance Past 30 Days

1 Film	129
2 Films	134
3 Films	102
4-6 Films	101
7+ Films	95
None	92

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	137
Midsize	129
Full-Size	95
Luxury	145
Pickup	104
SUV	162
Van/Minivan	118

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	101
\$20,000-\$24,999	124
\$25,000-\$29,999	135
\$30,000-\$34,999	153
\$35,000-\$44,999	131
\$45,000 or More	224

Electronics

Consumer Electronics Owned (HH)	Index
DVR	121
DVD Player	107
PDA	169
Video Game Console	107

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	197
DVR	147
HDTV	153
MP3 Player	141
Video Game Console	108

Listener Characteristics

Family Status	
Married	68%
Never Married (Single)	20%
No Children in Household	57%
At Least One Child in HH	44%
At Least One Teen in HH	19%
Two or More Children in HH	27%

Own or Rent Residence

Own	80%
Rent	13%
Other	4%

Employment Status

Employed 35 Hours or More	70%
Employed Less Than 35 Hours	10%
Not Employed	21%

Occupation Summary

White Collar	56%
Blue Collar	24%

High Qualitatives

Postgraduate Degree	15%
Household Income of \$100K or More (HH)	32%
Market Value of Owned Home (HH)	17%
Any Investments	72%

Alternative

A slightly younger-skewing rock format than Active Rock, Alternative shares some of the same artists. Nearly 16 million people tune in to one or more of the 465 Alternative radio stations each week. Almost 70% of its audience are under 35, and Alternative's P1 listeners average 29 years old. Its audience is much more likely to be single than those of most other formats. Alternative's Hispanic composition grew faster between 2002 and 2006 than any other format, and it is now a favorite English-language radio choice among Hispanics.

However, Alternative's national share of listening was down 37%—from a 3.3 share to a 2.1—between 2002 and 2006, a steeper decline than any other format except Oldies. Though Alternative has its most listeners in the evenings, its erosion is evident across all times of day and age groups, particularly with 25-54s and 35-64s. Alternative has always experienced more listening in-car than any other location, and its listeners are by far the most likely to subscribe to a satellite radio service within the next year.

*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.*

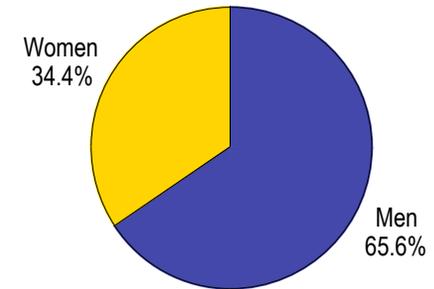


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
3.3%	3.1%	3.1%	2.4%	2.1%

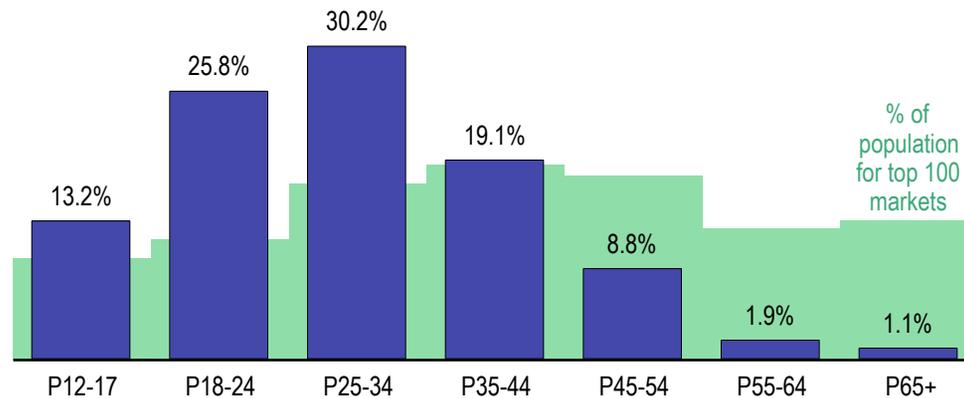
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Alternative continued ►

Alternative

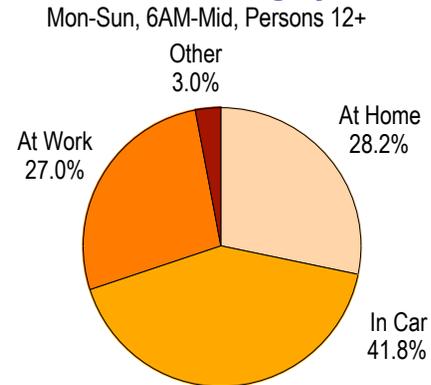
Over a third of Alternative listeners live in households with incomes of \$75,000 or more per year, more than most other formats; that percentage has risen rapidly between 2002 and 2006. Alternative listeners are on the job: The index of unemployed listeners is the lowest among all formats. They also are at the top of the list among those with investments.

The strongest regions for Alternative in terms of 12+ ratings are the South Atlantic and Pacific territories, where it ranks 10th-highest among all formats.

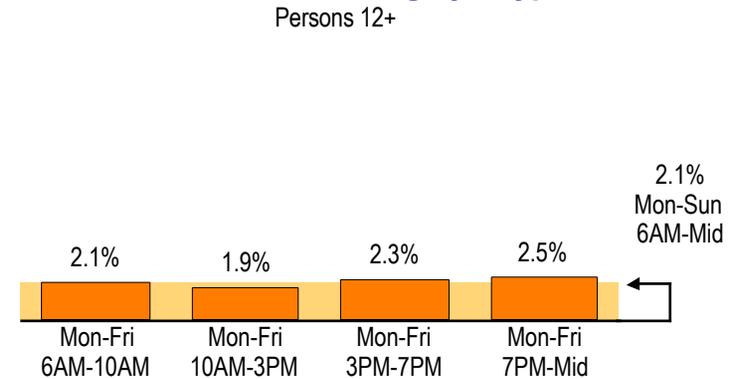
Alternative listeners are radio's most physically active, indexing very high in numerous sports, including No. 1 for health/exercise club membership, tennis, hiking/backpacking, weight/circuit training and bicycling. In all, they are 47% more likely than the average person to participate in personal sports—one good reason why time spent listening to Alternative radio is nearly two hours less per week than the average format receives.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

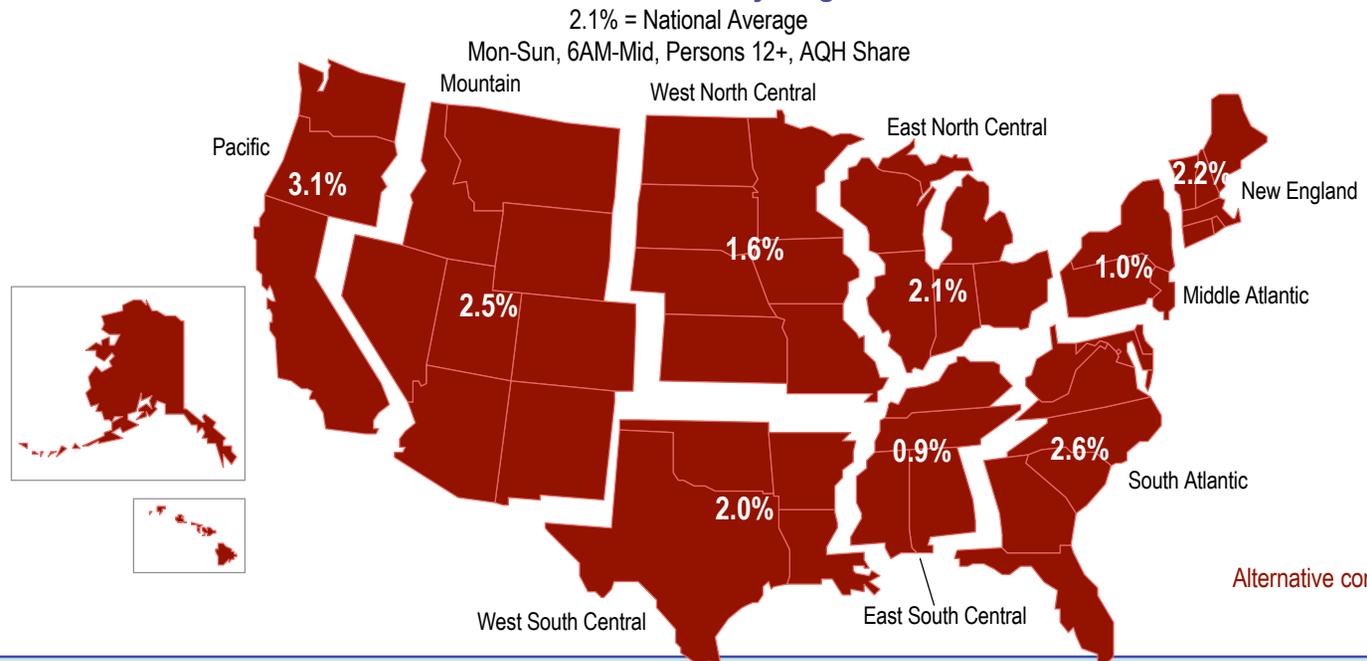
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Alternative continued ►

Alternative

Popular Songs in This Format from 2006

Dani California <i>Red Hot Chili Peppers</i>
Animal I Have Become <i>Three Days Grace</i>
The Kill (Bury Me) <i>30 Seconds to Mars</i>
Miss Murder <i>AFI</i>
Steady, As She Goes <i>The Raconteurs</i>
Hate Me <i>Blue October</i>
Wasteland <i>10 Years</i>
Perfect Situation <i>Weezer</i>
Dance, Dance <i>Fall Out Boy</i>
Hypnotize <i>System of a Down</i>

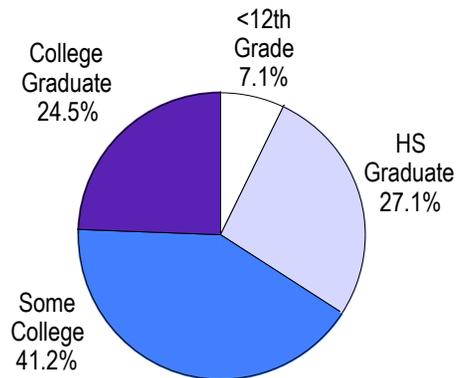
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Average Age of P1 Listeners 29
68% Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

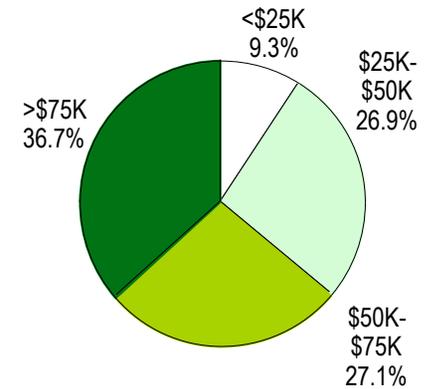
Education

Persons 18+



Household Income

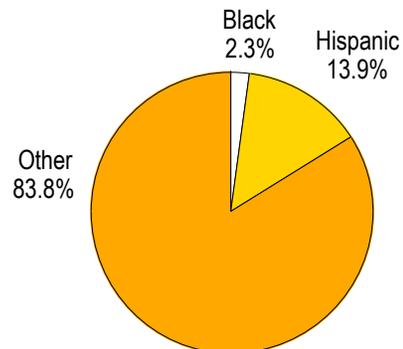
Persons 18+



Ethnic Composition*

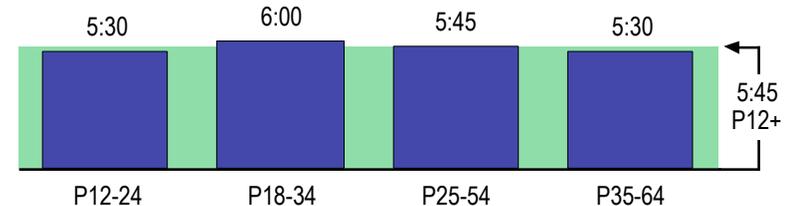
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



Alternative continued ►

Alternative

Alternative listeners are 49% more likely than the average person to be part of a household that plans to buy an SUV within the next 12 months, and are much more likely to buy any model vehicle except a van or minivan.

Fans of consumer electronics, Alternative listeners already disproportionately own PDAs, DVD players and video game consoles, but they also are among the most likely to be members of households that plan to purchase HDTVs, MP3 players, DVRs and new gaming devices in the coming year. They are the most likely of all radio listeners to go to the movies once or even several times per month.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	138
Weight/Circuit Training	158
Hiking/Backpacking	148
Jogging/Running	149
Swimming	134
Tennis	171
Health/Fitness Club Membership	134

Movie Attendance Past 30 Days

1 Film	140
2 Films	150
3 Films	148
4-6 Films	154
7+ Films	137
None	87

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	142
Midsize	123
Full-Size	118
Luxury	123
Pickup	121
SUV	149
Van/Minivan	83

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	105
\$20,000-\$24,999	108
\$25,000-\$29,999	135
\$30,000-\$34,999	123
\$35,000-\$44,999	125
\$45,000 or More	110

Electronics

Consumer Electronics Owned (HH)	Index
DVR	114
DVD Player	117
PDA	171
Video Game Console	146

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	250
DVR	169
HDTV	145
MP3 Player	184
Video Game Console	178

Listener Characteristics

Family Status	
Married	45%
Never Married (Single)	47%
No Children in Household	48%
At Least One Child in HH	52%
At Least One Teen in HH	24%
Two or More Children in HH	28%

Own or Rent Residence

Own	62%
Rent	29%
Other	9%

Employment Status

Employed 35 Hours or More	64%
Employed Less Than 35 Hours	19%
Not Employed	17%

Occupation Summary

White Collar	50%
Blue Collar	33%

High Qualitatives

Postgraduate Degree	8%
Household Income of \$100K or More (HH)	25%
Market Value of Owned Home (HH)	12%
Any Investments	60%



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Classic Hits

While Oldies is commonly seen as offering pop hits of the '50s and '60s, the 264 Classic Hits stations in the U.S. generally focus on the pop hits of the '70s through the mid-'80s. It is less homogeneous nationally than other formats, in that it wasn't formally created by a consultant; nor did it have its own established programming history. Many of these stations are taking their own approaches to the music, including reimagining from a previous Oldies or Classic Rock positioning.

The average age of a Classic Hits listener is 47. For imaging purposes, some Oldies stations have shifted their moniker to Classic Hits. Regardless of the branding, Classic Hits has become a successful format formula, more than doubling from a modest 0.9 share in the Spring of 2002 to a 2.1 in the Spring of 2006—by far the fastest growth rate of any format over that time span. The format climbed in 12+ ratings rank from 21st to tied for 14th between Spring 2005 and 2006. America's 264 Classic Hits stations attract nearly 13 million listeners per week.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

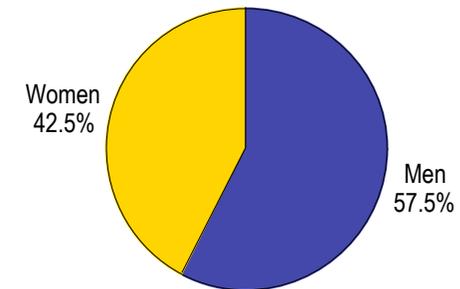


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
0.9%	1.2%	1.4%	1.6%	2.1%

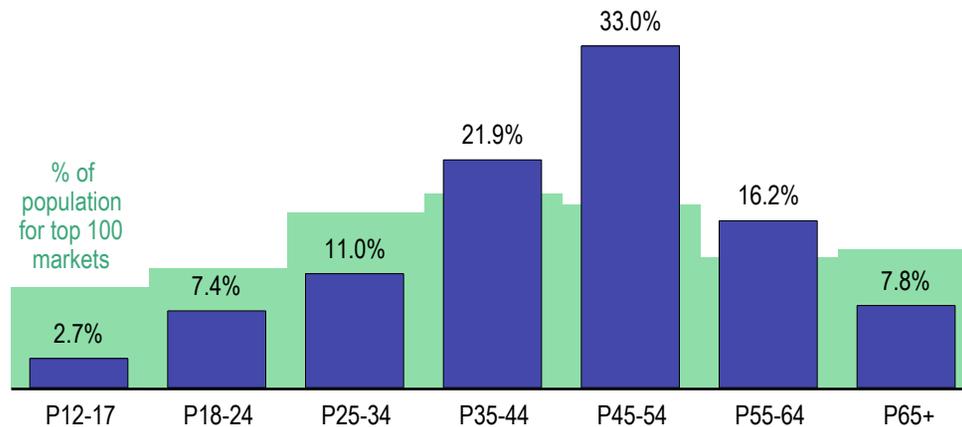
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



Classic Hits continued ►

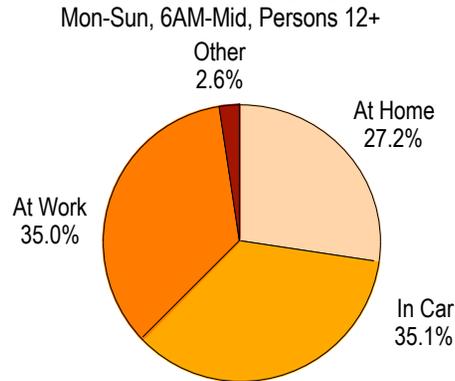
Classic Hits

The Classic Hits core audience is between 45 and 54 years old; more than 70% are between 35 and 64. Classic Hits leans nearly 60% male, and its primary listeners contribute almost 70% of its ratings. Fans of Classic Hits are most likely to tune in at work—where it generates its best ratings of the day—or in-car, while at-home listening is relatively low compared to that of other formats. Overall time spent listening to Classic Hits is identical to that of Oldies, averaging slightly less than seven hours per week, though Classic Hits is stronger among 18-34s and 25-54s.

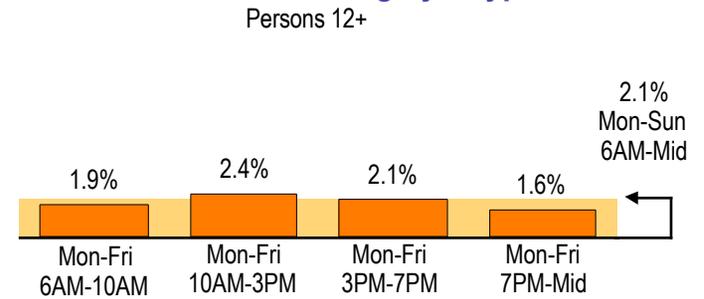
The education level and income of Classic Hits listeners overall are very similar to, if slightly higher than, those of Oldies stations, with just over 60% having attended college or having a degree, and nearly 60% living in households earning at least \$50,000 per year. Among listeners employed full time, Classic Hits indexes as the third-strongest format. Its listeners are among the most likely to own their own home.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

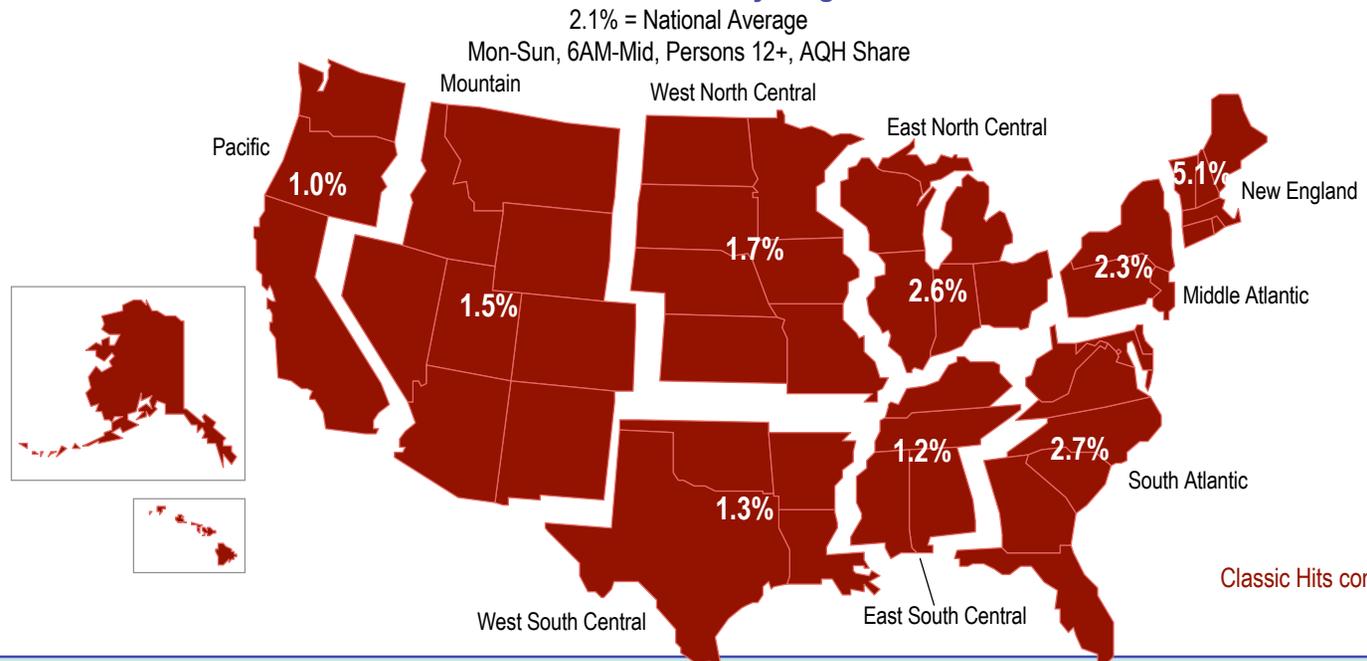
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Classic Hits continued ►

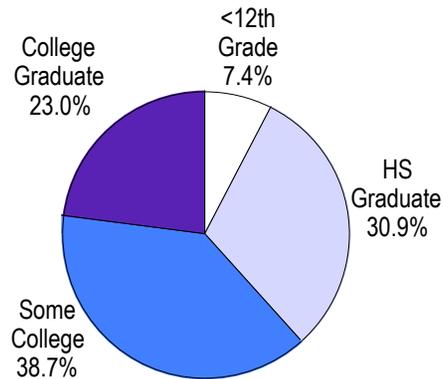
Classic Hits

Average Age of P1 Listeners
47

69%
Proportion of Listening from P1s

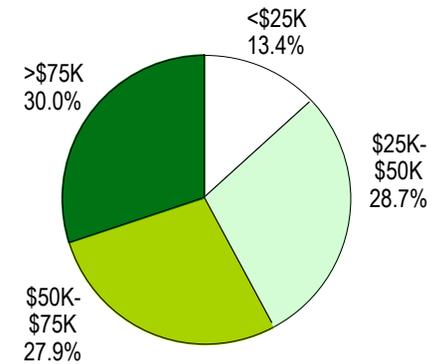
Education

Persons 18+



Household Income

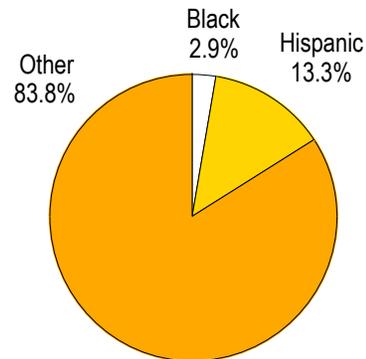
Persons 18+



Ethnic Composition*

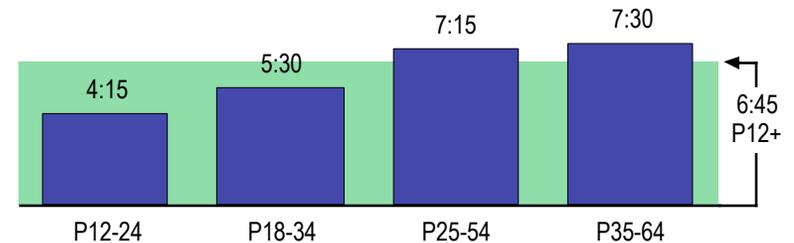
AQH Persons

* 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 2006.

Classic Hits continued ►

Classic Hits

Ratings for Classic Hits are highest in New England, where the format ranks seventh-best in terms of 12+ audience share. Classic Hits is 10th highest in the South Atlantic region and 12th in the East North Central area. Like Oldies, the composition of Classic Hits listeners is 84% nonethnic; the difference is that Classic Hits scores slightly higher with Hispanics and a bit lower with blacks.

Classic Hits listeners are active in sports, particularly bicycling, swimming and weight/circuit training. They are good prospects for buying pickup trucks and vans/minivans over the next 12 months. Classic Hits listeners are likely to be members of households that are in the market for DVRs, MP3 players, and particularly, a satellite radio service. They are more likely to be part of households that own a DVD player and are more likely than the national average to go to the movies at least once per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	126
Weight/Circuit Training	124
Hiking/Backpacking	114
Jogging/Running	96
Swimming	121
Tennis	116
Health/Fitness Club Membership	108

Movie Attendance Past 30 Days

1 Film	107
2 Films	106
3 Films	96
4-6 Films	103
7+ Films	61
None	99

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	85
Midsize	100
Full-Size	92
Luxury	94
Pickup	120
SUV	109
Van/Minivan	117

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	84
\$20,000-\$24,999	98
\$25,000-\$29,999	125
\$30,000-\$34,999	117
\$35,000-\$44,999	102
\$45,000 or More	97

Electronics

Consumer Electronics Owned (HH)	Index
DVR	108
DVD Player	109
PDA	119
Video Game Console	119

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	129
DVR	120
HDTV	112
MP3 Player	129
Video Game Console	90

Listener Characteristics

Family Status	
Married	61%
Never Married (Single)	24%
No Children in Household	55%
At Least One Child in HH	45%
At Least One Teen in HH	25%
Two or More Children in HH	27%

Own or Rent Residence

Own	78%
Rent	18%
Other	4%

Employment Status

Employed 35 Hours or More	64%
Employed Less Than 35 Hours	16%
Not Employed	21%

Occupation Summary

White Collar	48%
Blue Collar	31%

High Qualitatives

Postgraduate Degree	8%
Household Income of \$100K or More (HH)	21%
Market Value of Owned Home (HH)	7%
Any Investments	64%

Classical

With a weekly reach of almost 12 million listeners, Classical enjoys a loyal and steady 2.1% of the radio audience—a figure virtually unchanged between 2002 and 2006. However, the average Classical listener has aged during that time from 56 to 59, and Classical can claim to have radio’s oldest average audience; nearly two-thirds of its listeners are over 55. Not coincidentally, Classical leads all formats in terms of at-home listening, with nearly 60%, and has its highest ratings in the evenings. A strong three-quarters of its ratings come from its P1 listeners.

Classical is a format of many other extremes. It ranks No. 1 in terms of education, with nearly 90% of its listeners having attended college and more than 60% holding a college diploma. Its huge 300 index among those holding a postgraduate degree is far ahead of all other formats. Classical indexes third-highest among listeners in households earning \$100,000 or more per year and No. 2 among those owning homes valued at \$500,000 or more.

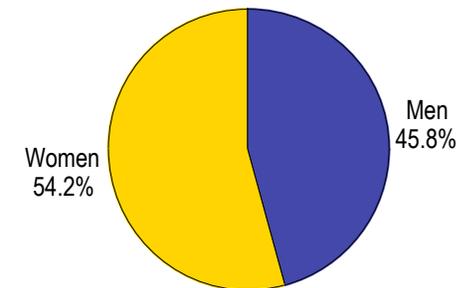
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.



AQH Share Trend

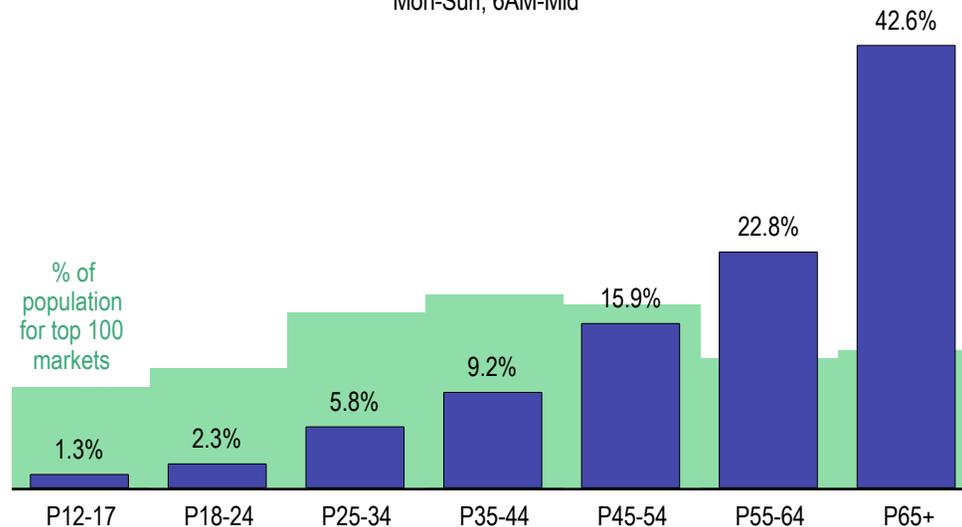
SP02	SP03	SP04	SP05	SP06
2.3%	2.3%	2.2%	2.1%	2.1%

Listeners 18+ Mon-Sun, 6AM-Mid



Audience Composition

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



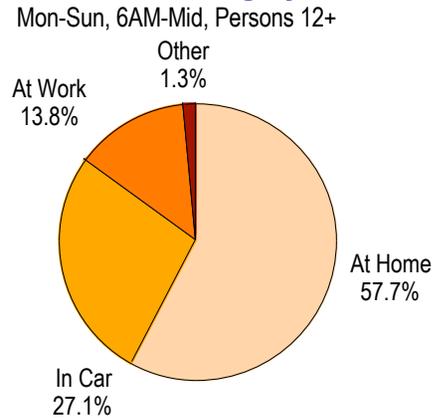
Classical continued ►

Classical

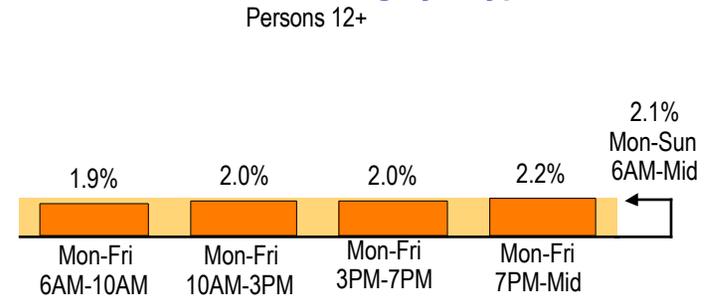
Classical buffs are among the most likely of all radio listeners to be shopping for a luxury car in the next year and to be holding investments. The format's listeners are the most likely to live in households without children and, conversely, lowest among households with two or more children.

Relatively few blacks or Hispanics listen to Classical. The format ranks among the 15 highest-rated of all programming approaches in the New England, Middle Atlantic, Mountain and Pacific regions.

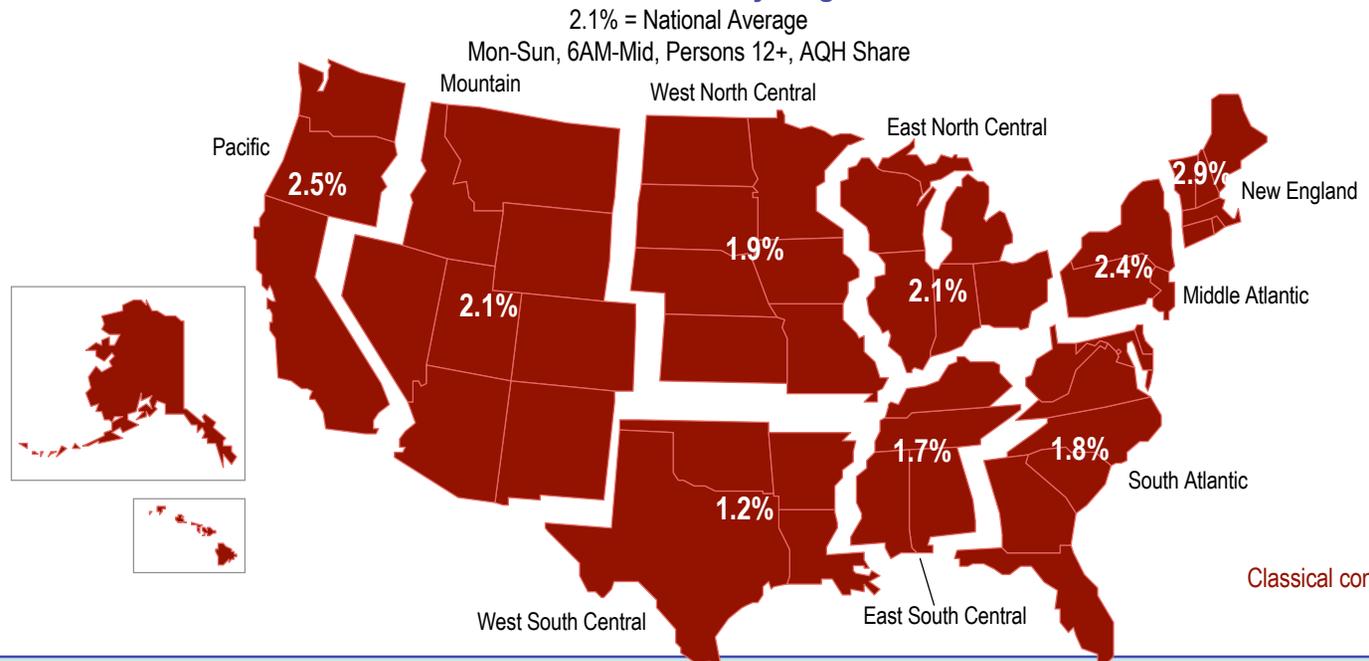
AQH Share of Listening by Location



AQH Share of Listening by Daypart



Audience Share by Region



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Classical continued ►

Classical

Average Age of P1 Listeners

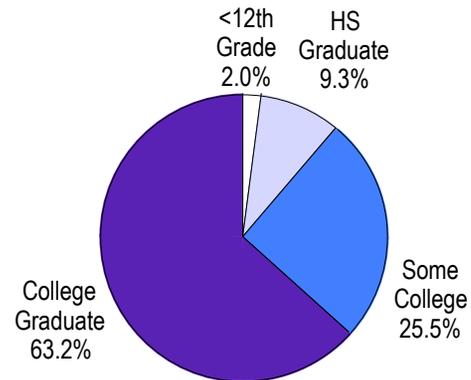
59

74%

Proportion of Listening from P1s

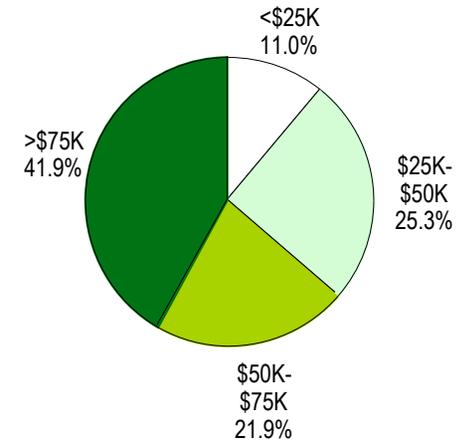
Education

Persons 18+



Household Income

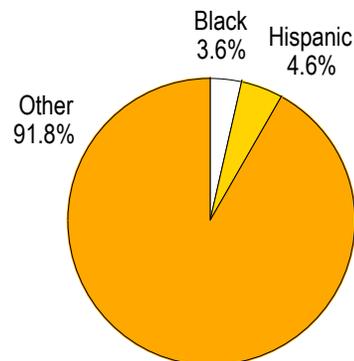
Persons 18+



Ethnic Composition*

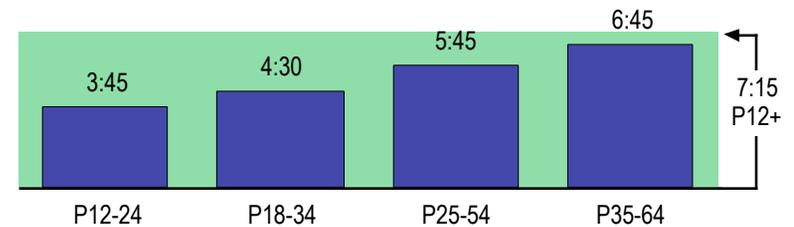
AQH Persons

* 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 2006.

Classical continued ►

Classical

Classical listeners spend about as much time tuning in to the format as the average person does with radio overall. While they're generally not big users of consumer electronics except for PDAs, Classical listeners love going to the movies frequently, and do so more than those of any other format.

Classical listeners are into physical activity, indexing No. 1 in hiking/backpacking, tied for first in health/exercise club memberships at 134, and ranking highly among those who enjoy tennis.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	112
Weight/Circuit Training	120
Hiking/Backpacking	148
Jogging/Running	101
Swimming	106
Tennis	140
Health/Fitness Club Membership	134

Movie Attendance Past 30 Days

1 Film	120
2 Films	133
3 Films	134
4-6 Films	160
7+ Films	126
None	92

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	95
Midsize	117
Full-Size	97
Luxury	116
Pickup	47
SUV	94
Van/Minivan	96

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	76
\$20,000-\$24,999	93
\$25,000-\$29,999	95
\$30,000-\$34,999	125
\$35,000-\$44,999	123
\$45,000 or More	107

Electronics

Consumer Electronics Owned (HH)	Index
DVR	99
DVD Player	102
PDA	139
Video Game Console	73

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	70
DVR	90
HDTV	103
MP3 Player	93
Video Game Console	64

Listener Characteristics

Family Status	
Married	62%
Never Married (Single)	20%
No Children in Household	71%
At Least One Child in HH	29%
At Least One Teen in HH	15%
Two or More Children in HH	16%

Own or Rent Residence

Own	79%
Rent	18%
Other	3%

Employment Status

Employed 35 Hours or More	48%
Employed Less Than 35 Hours	15%
Not Employed	37%

Occupation Summary

White Collar	50%
Blue Collar	13%

High Qualitatives

Postgraduate Degree	25%
Household Income of \$100K or More (HH)	27%
Market Value of Owned Home (HH)	19%
Any Investments	73%



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Talk/Personality

More than 11 million people listen to the 204 Talk/Personality stations in America each week. Spurred by popular and well-branded national personalities who also appear on television and via books, blogs and Web sites, the format has been gaining audience share each year since Spring 2003, rising from 1.7% to 2.1% in Spring 2006. However, the overall time spent listening per week to Talk/Personality decreased 45 minutes (9%) between 2004 and 2006 to seven and a half hours.

The Talk/Personality audience leans 63% men, and nearly 80% of the listenership are 35 or older; the core audience is 35-54, with an average age of 51—seven years younger than News/Talk/Information listeners. It should be noted that the 12-34 audience increased at a growth rate of 8% in the one year between Spring 2005 and 2006. While only 15% of Talk/Personality listeners are black or Hispanic, the black segment increased its share of the audience at a growth rate of 19% between the Spring of 2005 and 2006.

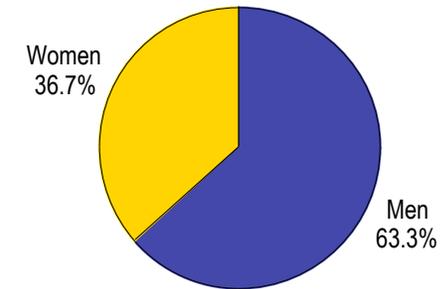


AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.7%	1.7%	1.8%	1.9%	2.1%

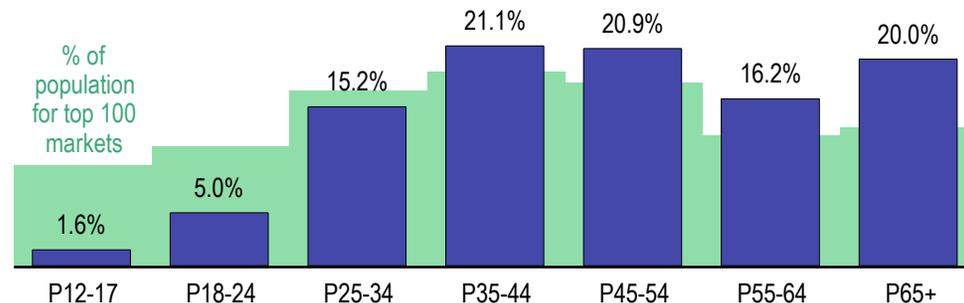
Listeners 18+

Mon-Sun, 6AM-Mid



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 2006.

Talk/Personality continued ►

Talk/Personality

Most of the listening to Talk/Personality (nearly 80%) takes place at home or in-car, though it does receive more at-work listening than its sibling, News/Talk/Information. Talk/Personality's national ratings increase during the day to a peak in afternoon drive at nearly 30% above its overall average.

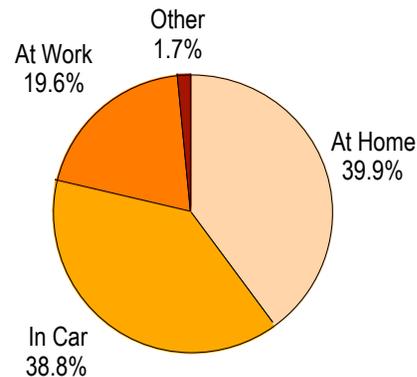
In terms of audience share 12+, Talk/Personality is the ninth-highest-rated format in the Pacific region. It ranks 10th in New England and is tied for 11th in the Middle Atlantic area.

More than 76% of Talk/Personality listeners have attended college, and nearly 40% have a degree. Almost 46% of its listeners live in households earning \$75,000 a year or more, and Talk/Personality listeners are 80% more likely than the average person to live in households earning \$100,000 or more. They are among the most likely of radio listeners to have investments and are more than twice as likely to own a home valued at at least \$500,000.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

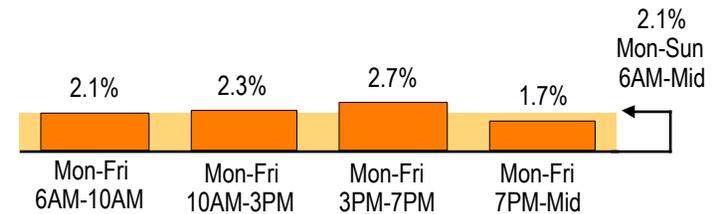
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

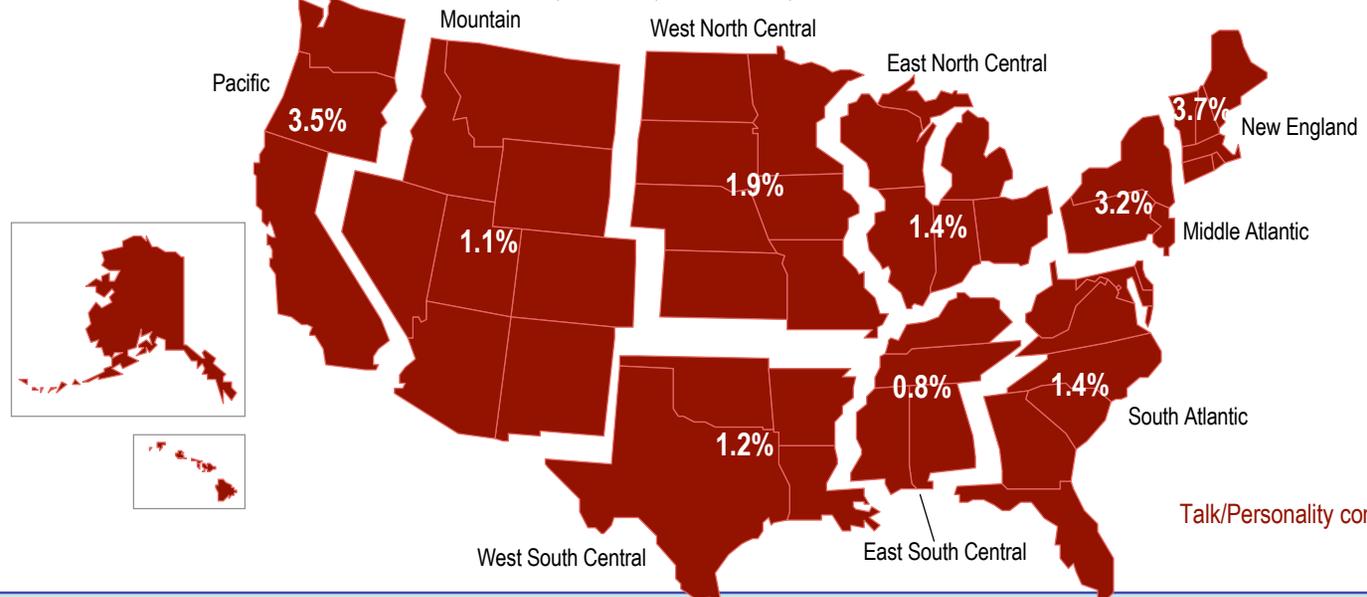
Persons 12+



Audience Share by Region

2.1% = National Average

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



Talk/Personality continued ►

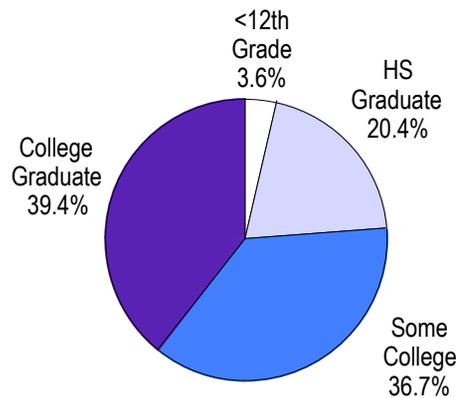
Talk/Personality

Average Age of P1 Listeners
51

69%
 Proportion of Listening from P1s

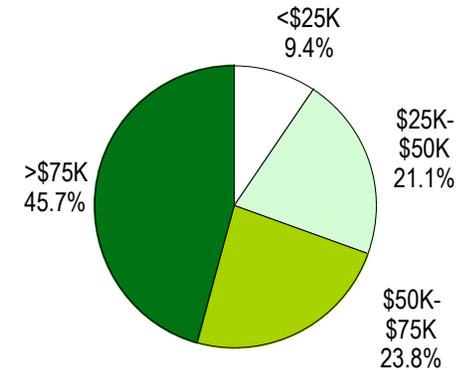
Education

Persons 18+



Household Income

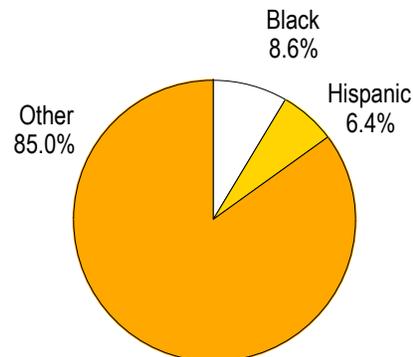
Persons 18+



Ethnic Composition*

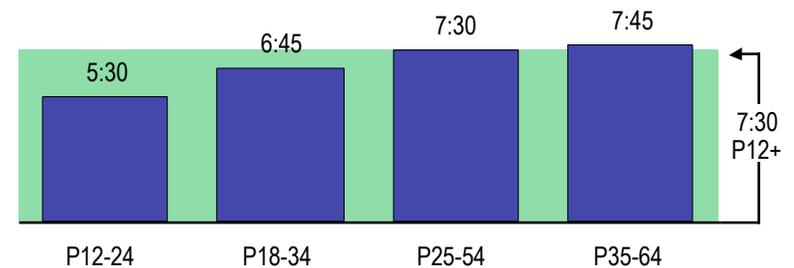
AQH Persons

* 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 2006.

Talk/Personality continued ►

Talk/Personality

Talk/Personality listeners are very active physically, especially with regard to health/exercise club membership, where they index third among all major formats. You'll also find them on the tennis courts and bike paths and in the weight/circuit training rooms.

Talk/Personality listeners are 85% more likely than the national average to be part of households that plan to buy a satellite radio service in the next 12 months, and they are 53% more likely than the average person to buy a new luxury car. They are among the most likely of all radio listeners to be part of a household that owns a PDA and DVR, and to be shopping for an HDTV in the coming year. They also are film buffs—indexing well above the average person to be found at the movies two or three times per month.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Scarborough USA+, Release 1, 2006.

Recreation

Physical Activity Past 12 Months	Index
Bicycling	120
Weight/Circuit Training	127
Hiking/Backpacking	124
Jogging/Running	112
Swimming	111
Tennis	135
Health/Fitness Club Membership	131

Movie Attendance Past 30 Days

1 Film	115
2 Films	135
3 Films	138
4-6 Films	118
7+ Films	129
None	93

Automobile

New Car Purchase/Lease Planned Next 12 Months (HH)	Index
Compact	129
Midsize	116
Full-Size	126
Luxury	153
Pickup	98
SUV	127
Van/Minivan	128

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

Under \$20,000	83
\$20,000-\$24,999	112
\$25,000-\$29,999	138
\$30,000-\$34,999	146
\$35,000-\$44,999	160
\$45,000 or More	159

Electronics

Consumer Electronics Owned (HH)	Index
DVR	120
DVD Player	108
PDA	163
Video Game Console	101

Electronics Purchase Planned Within Next 12 Months (HH)

Satellite Radio Subscription	185
DVR	113
HDTV	134
MP3 Player	130
Video Game Console	96

Listener Characteristics

Family Status	
Married	64%
Never Married (Single)	20%
No Children in Household	60%
At Least One Child in HH	40%
At Least One Teen in HH	19%
Two or More Children in HH	23%

Own or Rent Residence

Own	79%
Rent	19%
Other	3%

Employment Status

Employed 35 Hours or More	61%
Employed Less Than 35 Hours	13%
Not Employed	26%

Occupation Summary

White Collar	52%
Blue Collar	23%

High Qualitatives

Postgraduate Degree	13%
Household Income of \$100K or More (HH)	31%
Market Value of Owned Home (HH)	21%
Any Investments	72%

Additional Noteworthy Formats

The following pages provide an overview of five additional formats:

- Active Rock
- Adult Hits
- Album Oriented Rock (AOR)
- New AC/Smooth Jazz
- Spanish Contemporary

In the Spring of 2006, each of these formats earned 1.8% to 2.0% of radio listening nationally. Collectively, the 689 stations in these formats accounted for 9.5% of radio listening.

While the annual *Radio Today* focuses on the primary radio formats, the significant legacy value and/or specific market impact of these five formats warranted their inclusion in this report.

Excluding the Scarborough listener characteristics, you'll find much of the same useful information on weekly reach, target audience, average listener age, audience composition, ethnic balance, time spent listening, education and other information, as shown with the primary formats.

Active Rock

Featuring contemporary rock artists, Active Rock was heard on 142 stations in America in Spring 2006, reaching over 11 million listeners per week. Among the largest Active Rock stations are WRIF-FM, Detroit; WAAF-FM, Boston; and WHDR-FM, Miami-Ft. Lauderdale-Hollywood.

While performing well with Teens, Active Rock's core audience is aged 25-34, and along with Alternative, it does better at reaching that age group than any other English-language format. Solid with both 18-24 and 35-44 listeners, Active Rock can claim that nearly 90% of its audience is under 45. Its loyal listenership is becoming even more so, as nearly three-quarters of its audience came from its P1 listeners in 2005, up sharply from 60% in 2005. The average age of an Active Rock listener has now reached 30, up from 29 in 2005. It is radio's strongest male music format, with three times as many men listening as women. Listening to Active Rock by Hispanics is five times higher than it is for blacks.

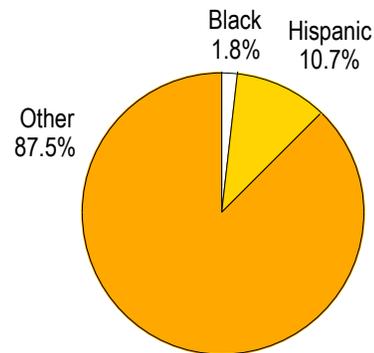
AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.9%	1.9%	2.0%	2.3%	1.9%

Ethnic Composition*

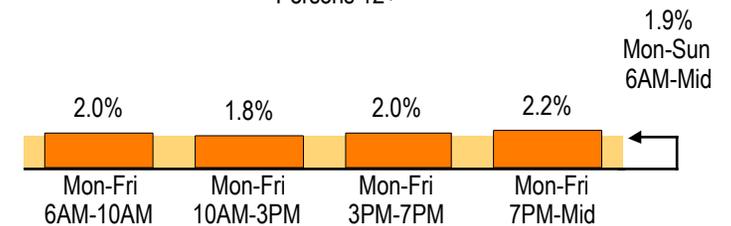
AQH Persons

* Only in DST-Controlled Markets



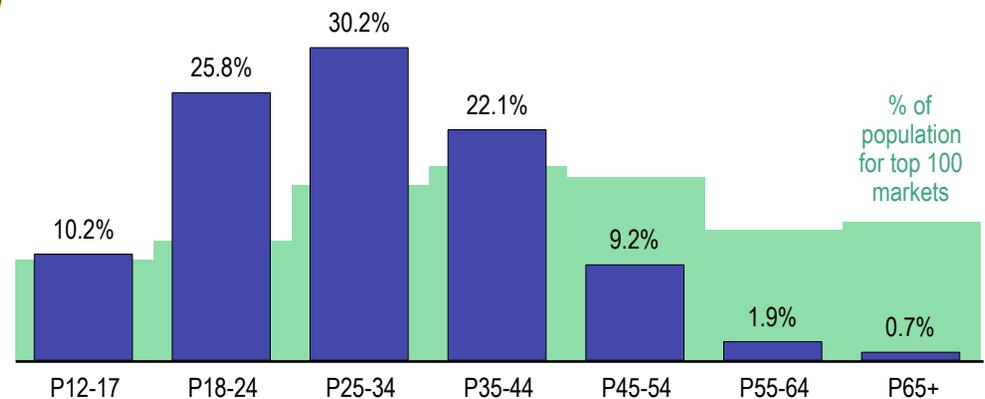
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Adult Hits

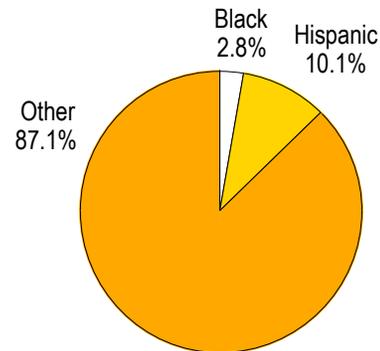
Since its debut in 2004, Adult Hits—popularly known as the “Jack” format (or by other names)—has been an immediate success. There are 144 Adult Hits stations reaching over 14 million people per week. The format has taken audience away from Oldies stations and seen its share of total radio listening soar from 1.3% in the Spring of 2005 to 1.9% in Spring 2006—a 46% jump in one year that moved this format into radio’s top 20. Adult Hits leads all contemporary music formats in the percentage of its listeners with household income of \$75,000 or more.

AQH Share Trend

SP05	SP06
1.3%	1.9%

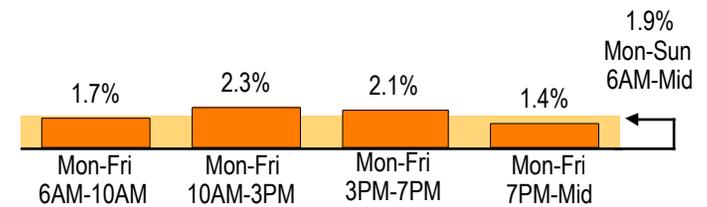
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



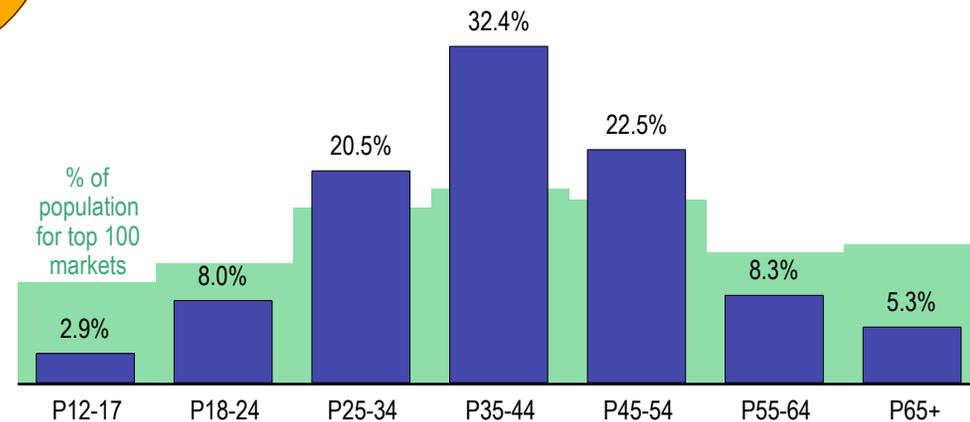
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Album Oriented Rock (AOR)

A term coined in the early '70s, Album Oriented Rock features current hits by both newer and established rock artists, including selected acts whose older material is heard on Classic Rock stations. The average AOR listener is 36 years old—several years older than listeners of Active Rock and Alternative stations, but four years younger than those of Classic Rock.

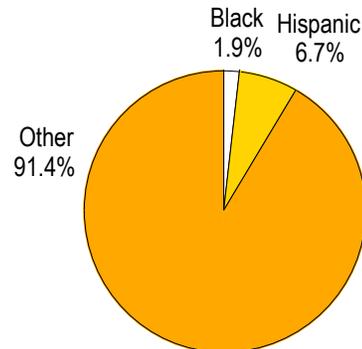
AOR's 197 stations reach over 12 million listeners per week, nearly three-quarters of them men. The core target audience is 35-44, and you can find more than half of AOR's audience composition in either the 25-44 or 35-54 demographic groups.

AQH Share Trend

SP02	SP03	SP04	SP05	SP06
2.8%	2.4%	2.2%	2.0%	2.0%

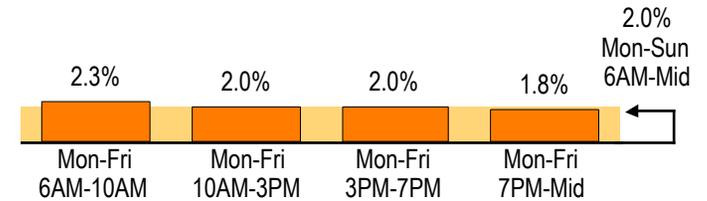
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



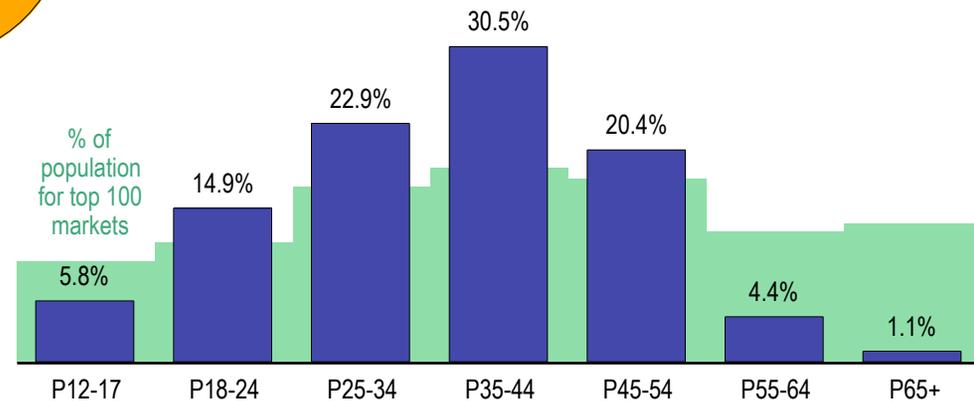
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

New AC/Smooth Jazz

Ten million listeners tune in to America's 72 New AC/Smooth Jazz stations each week for its sophisticated blend of vocals and instrumentals. In Spring 2004, 2005 and 2006 ratings periods, the format delivered a consistent 1.8% of the national radio audience.

New AC/Smooth Jazz listeners lean slightly female and are well educated: Nearly 75% of the format's audience has attended or graduated from college; that's a higher percentage than for any other music format except Classical.

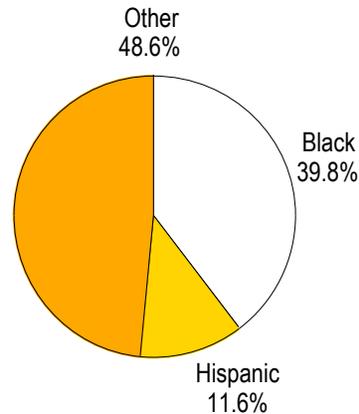
The Pacific region delivers the best 12+ share ratings for New AC/Smooth Jazz, which ranks as the 11th-highest-rated format in that area. It is also among the top 15 formats in the South Atlantic, East North Central and Mountain regions.

AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.9%	2.0%	1.8%	1.8%	1.8%

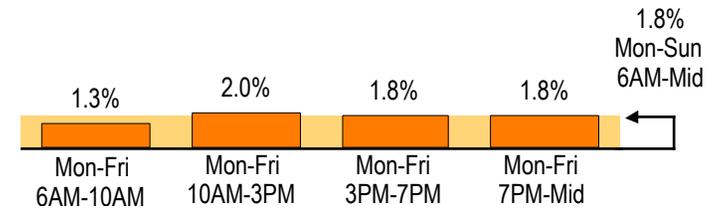
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



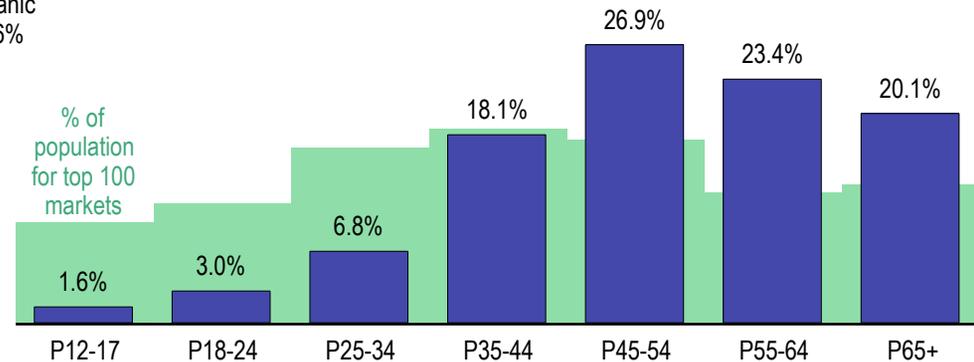
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Spanish Contemporary

There are 134 Spanish Contemporary stations in the U.S. that attract close to nine million listeners per week. Reflecting their markets' high Hispanic concentration, Spanish Contemporary stations were No. 1 in both Los Angeles and Miami-Ft. Lauderdale-Hollywood in Spring 2006. Its 94% Hispanic audience gives Spanish Contemporary its best 12+ ratings in the Pacific region, where it is the eighth-highest-ranked format.

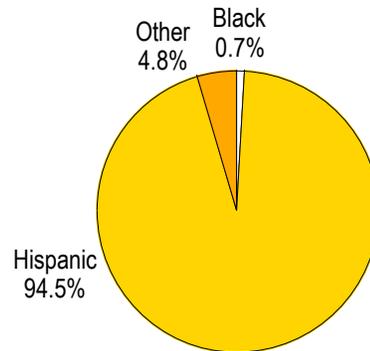
The P1 listeners of both Spanish Contemporary and Mexican Regional average 34 years old, though Mexican Regional has slightly more of its listeners between 12-34 and 12-44. The biggest difference between the two in terms of audience is the music's gender appeal: Whereas Mexican Regional's audience is 60% men, Spanish Contemporary's is 58% women.

AQH Share Trend

SP02	SP03	SP04	SP05	SP06
1.7%	1.6%	1.6%	1.9%	1.9%

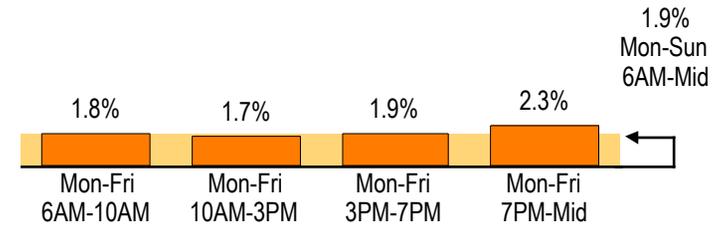
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



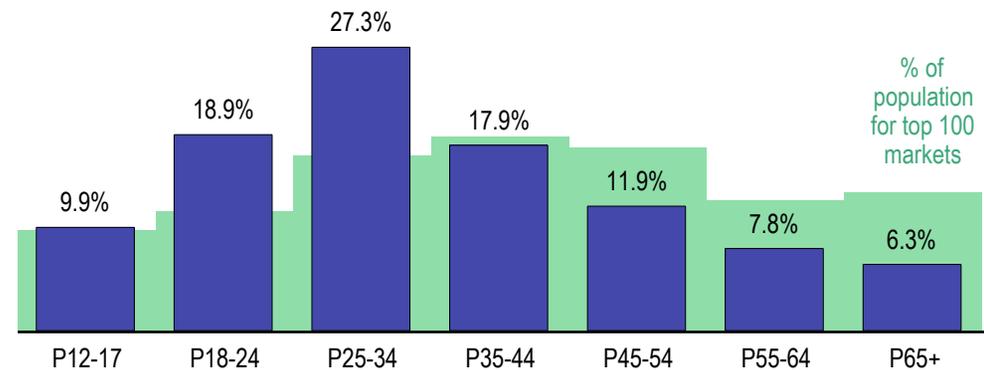
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

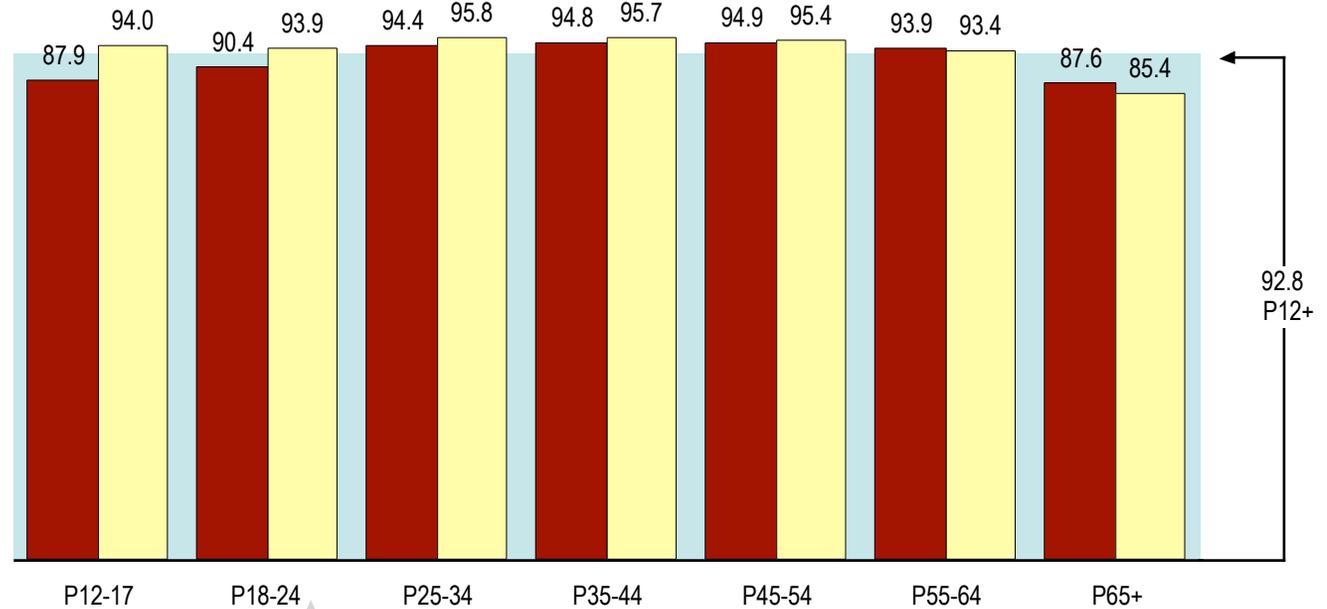
National Radio Listening Trends

This section details radio listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast portions of the American public, regardless of their age or gender, location of listening or time of day.

Radio Reaches All Ages

These figures testify to radio's remarkable ability to attract listeners in every demographic group. Radio's strength is consistent over time as well: Radio's overall reach has declined less than 3% in the years between 1997 and 2006. Even radio's reach among Teen boys, where erosion has occurred the most of any demographic, is down less than 6% over the recent decade.

Weekly Cume Rating



■ Men
■ Women

How to Read:

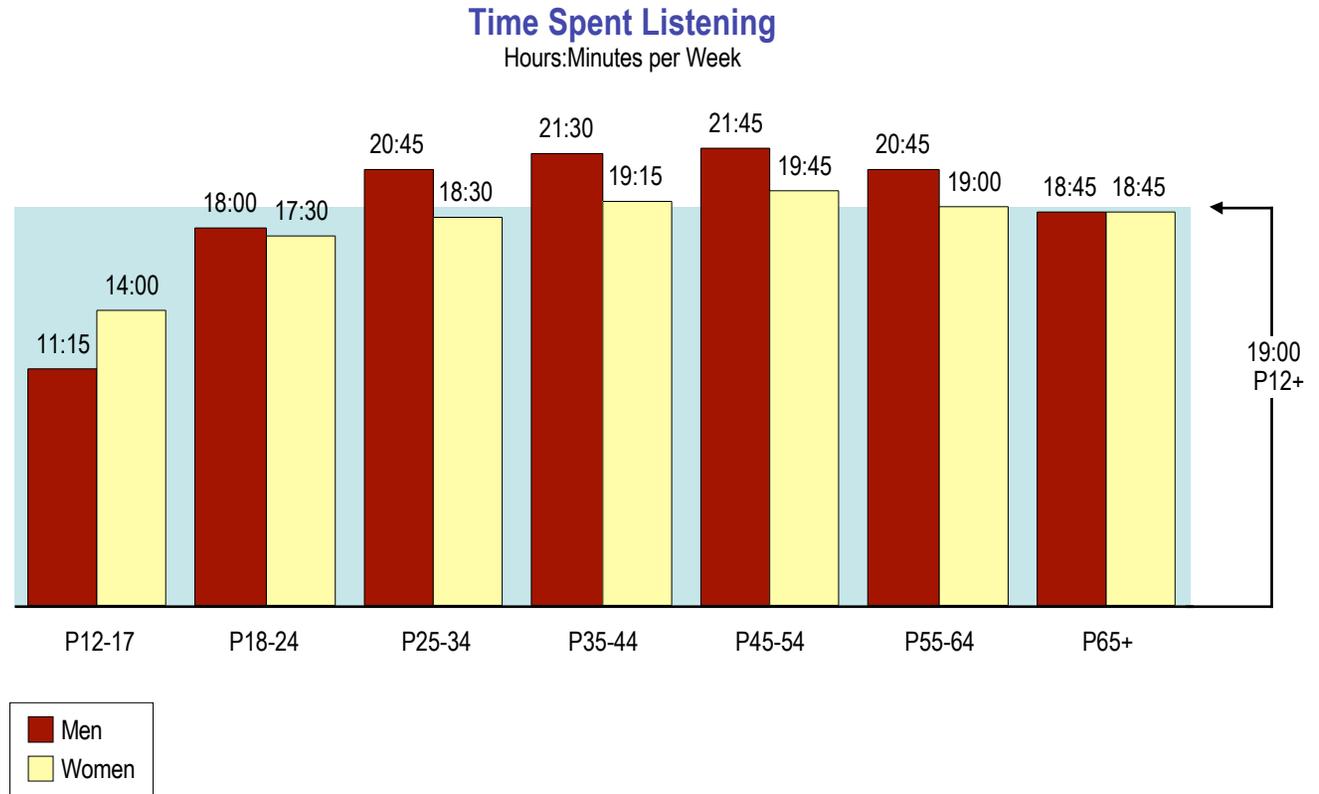
These figures represent "weekly cume ratings." For example, 94 percent of Teen females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM-Midnight, Monday through Sunday. The blue-green background represents the average of all Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid.

Continued ►

Radio Reaches All Ages

Owing to numerous media alternatives available, overall time spent listening (TSL) has slipped 13% between 1998 and 2006, but less than an hour in the four years from 2002 to 2006. The largest erosion since 1998 for men has been with 18-24s, with a decline of 17%; for women, the largest decline has been among Teens, whose TSL has decreased 23%. The least slippage in time spent listening among men during those eight years has been with 45-54s, losing less than 6%; among women, it is the 45-54 group, down 9%.

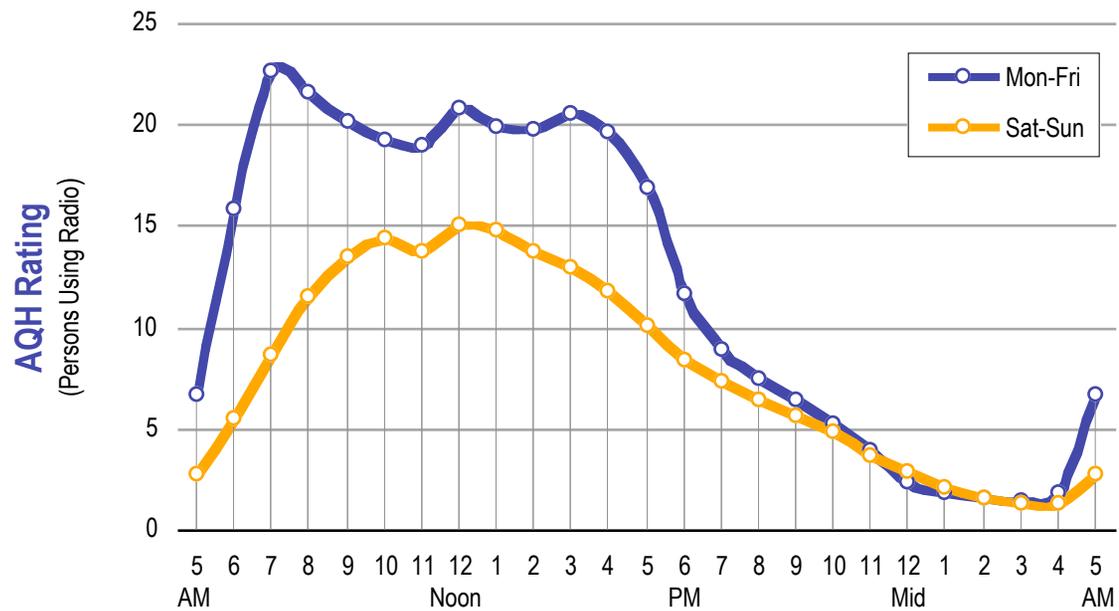


Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid.

Hour-by-Hour Listening

This chart illustrates a longstanding pattern in which radio listening peaks during the 7AM hour. However, listening remains strong throughout the morning and rises during the lunch hour and at the start of the afternoon commute before declining as people get home from work and shift to evening activities. However, even as late as the 10PM hour, more than five percent of all Persons 12+ are listening to the radio. Weekend listening peaks in the noon hour, and without morning/afternoon commute schedules, reflects much more gradual listening shifts throughout the day. Weekend ratings overall remain 66% as high as weekday listening, and are 90% as high as weekdays between 7PM and 5AM.

Hour-by-Hour Listening, AQH Rating



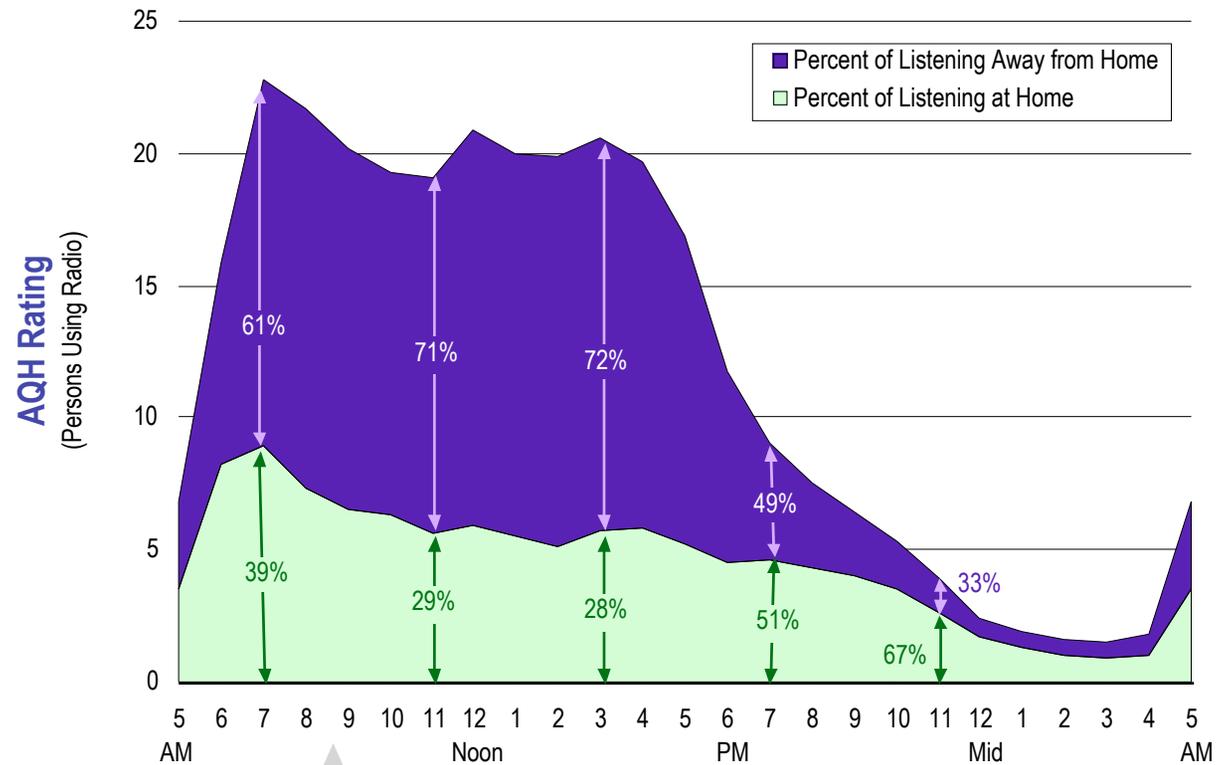
Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid.

Where People Listen: Weekdays

From sunup to sundown each weekday, more radio listening actually takes place away from home, accompanying listeners in the car, at work or some other location. Radio's unique advantage as *the* on-the-go medium is its ability to reach people wherever they are and, for advertisers, to most directly influence purchasing decisions. In the 2PM hour, nearly three-quarters of radio tune-in is somewhere other than at home. The hour-by-hour pattern shown is virtually unchanged between 2002 and 2006 except in the 7AM hour, when at-home listening decreased from 42% to 39% during that four-year span.

Weekday Listening, AQH Rating

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



How to Read:

The graphs on this page and the next indicate how listening location makes up radio listening during the course of a typical weekday and weekend day. For example, during the 12 Noon hour on this graph, about 21 percent of the 12+ population listened to the radio for at least five minutes. Of those who had listened, more than two-thirds were listening away from home.

Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Fri, 5AM-5AM.

Where People Listen: Weekends

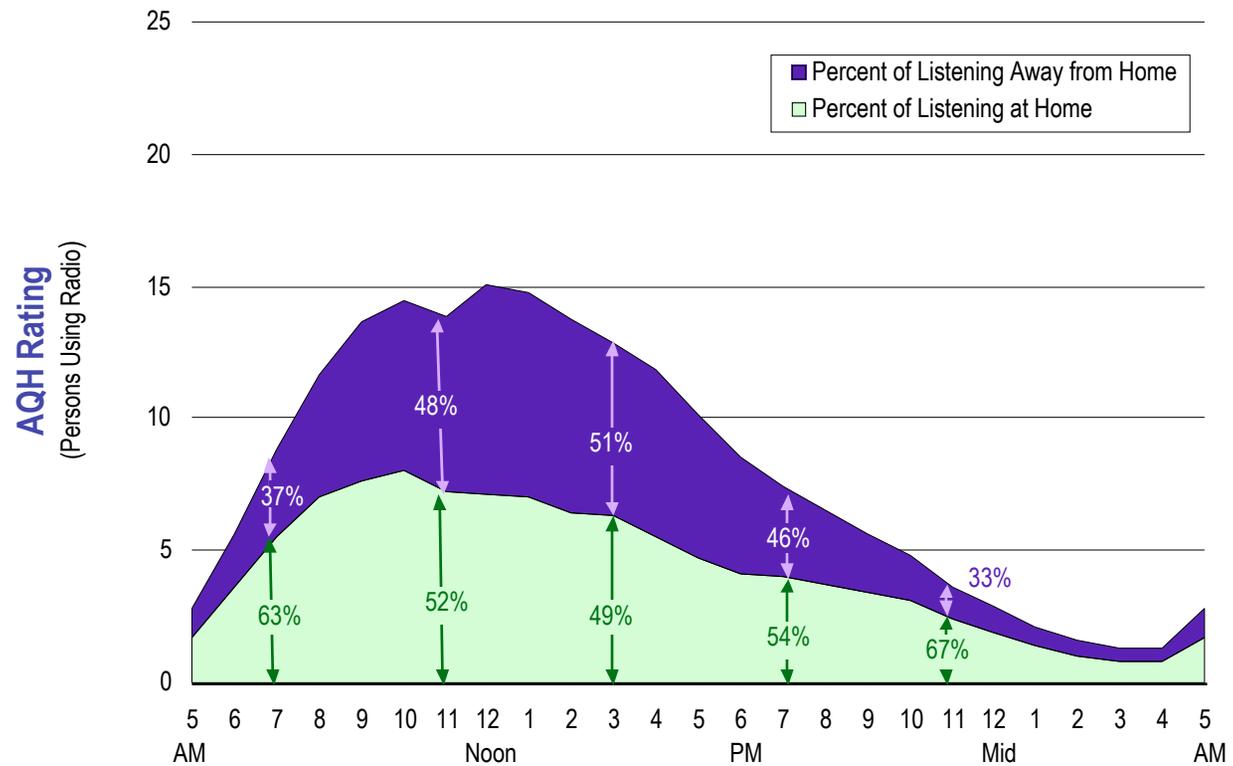
Radio's audience on the weekend is about a third lower than during the week, because so many people have the weekend off and aren't commuting. Consequently, the majority of listening during the weekend takes place at home. There is, however, one exception, and that's between 12 noon and 7PM when away-from-home edges ahead. It is also in the noon hour and 7PM-8PM hours when the largest weekend listening shifts occur. During the week, overall radio listening peaks in the 3PM hour, whereas on the weekends it's the noon hour.

Weekend radio offers some of broadcasting's most popular programming, including countdown shows, sportscasts and special features such as "Prairie Home Companion." The weekend hour-by-hour listening pattern remained mostly the same between 2002 and 2006, including the 7AM hour when—like weekday listening—at-home tune-in also decreased 3% (from 66% to 63%) during that four-year span.

Source: MaximiSer® Plus National Regional Database, Spring 2006, Sat-Sun, 5AM-5AM.

Weekend Listening, AQH Rating

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

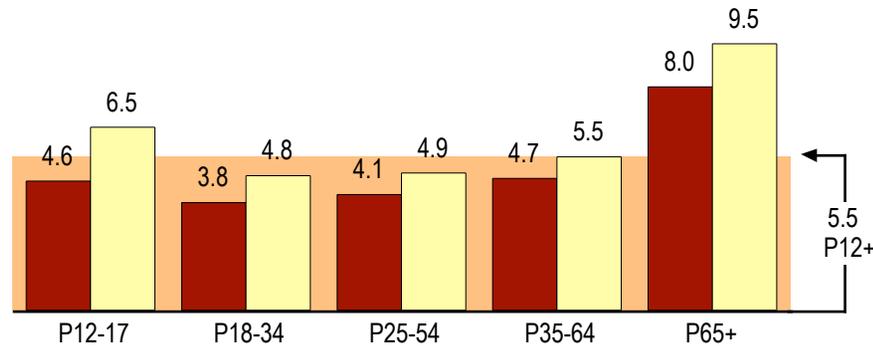


Where Men and Women Listen

The Average Quarter-Hour audience rating, whether at home or elsewhere, has remained fairly stable during the four years between 2002 and 2006. It's declined only 5% at home and less than 3% away from home, primarily with specific demographic groups: The AQH at-home rating of Teen boys and girls is down 12% to 13% over those four years, while their away-from-home ratings were relatively unchanged. Ratings for Women 18-24 away-from-home declined 9% during that time and Men 18-34 were down 6%. Otherwise, both at-home and away-from-home ratings for adult men and women show modest decreases over those four years. However, the away-from-home AQH rating for both Men and Women 65+ rose steadily—up 10% for men and 13% for women.

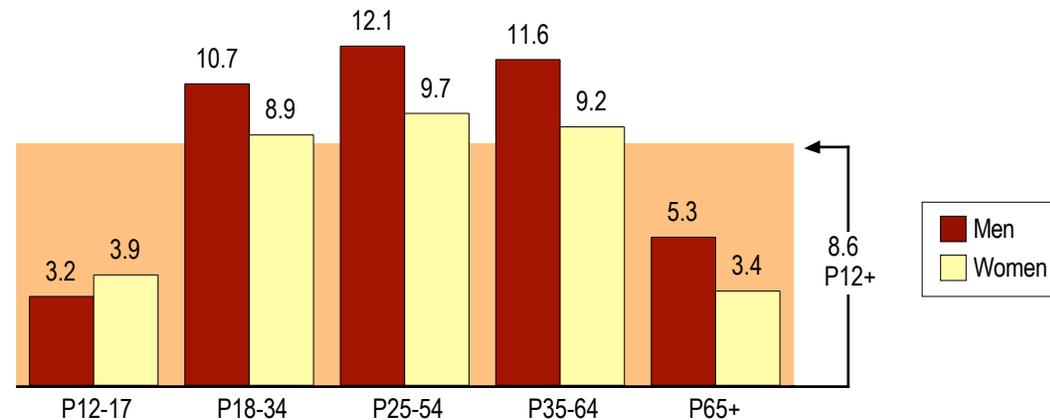
At-Home Listening for Men and Women

Total Week, AQH Rating



Away-from-Home Listening for Men and Women

Total Week, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid.

Listening Location

The majority of radio listening throughout the week takes place out-of-home except in the evenings. This chart shows how the distribution of radio listening logically moves around throughout the day: At-home and in-car lead in mornings, at-work dominates in middays, in-car takes over in afternoons and at-home wins again in the evenings.

Between 2002 and 2006, in-car listening rose throughout each daypart and on weekends, primarily at the expense of at-work tune-in. Over those four years, in-car's share of listening was up 2% overall, 3% in mornings, 6% in middays, 5% in afternoons and 4% in evenings, while at-work was down in each daypart at least 2% and as much as 8%. These figures reflect the reality of American workers' gradually longer commutes and increasingly mobile lifestyles.

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	39.0%	34.8%	23.6%	2.6%
Mon-Fri 6AM-10AM	38.2%	37.2%	23.3%	1.3%
Mon-Fri 10AM-3PM	28.6%	29.4%	39.8%	2.2%
Mon-Fri 3PM-7PM	30.8%	44.5%	22.3%	2.5%
Mon-Fri 7PM-Mid	59.0%	27.2%	10.3%	3.6%
Weekend 10AM-7PM	48.8%	36.9%	9.9%	4.4%

Fast Fact:

It's well known that radio is the only mass medium that easily adapts to all key listening locations. But what exactly is "other" as a listening location? If you're listening to the radio while at a friend's house, at the beach or park, working out at the gym or waiting in a doctor's office, you're in an "other" location. The new Arbitron Portable People Meter™ measurement tool will also credit listening to radio stations that people hear in restaurants, stores and businesses even if their attention is not directly focused on the station. It should be noted that "at-work" listening, while frequently thought of as "office" listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), retail outlet, factory, school or construction site.

Source: MaximiSer® Plus National Regional Database, Spring 2006.

Listening by Daypart

As this chart shows, radio continues to be a part of nearly everyone's lives each week. In general, a higher percentage of women than men listens to radio (particularly with the 12-24 demo groups) except among the 55+ age groups, where men take the lead.

Important listening shifts have been taking place in recent years: Overall, the percentage of both men and women listening to radio at least once per week gradually decreased between Spring 2002 and Spring 2006. The biggest declines took place among Teens, Men 18-24 and Women 18-24. For both Teen boys and girls, the largest drop-off was from 7PM to midnight, down 9% over those four years, though afternoons and weekends also were off 4% to 5%. Among Men 18-24, evenings were down close to 5% and more than 5% on weekends. For women, evening erosion was more than 7% and nearly 5% in afternoons. However, among men and women aged 55 or older, the percentage of those groups spending time with radio slightly increased between 2002 and 2006.

Source: MaximiSer® Plus National Regional Database, Spring 2006.

Listening by Daypart

Mon-Sun, 6AM-Mid
Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	61.1	41.7	66.1	51.6	64.7	87.9
	W	72.1	51.8	77.4	64.2	76.8	94.0
P18-24	M	67.6	67.0	72.6	53.7	68.3	90.4
	W	73.3	75.3	78.9	60.3	76.0	93.9
P25-34	M	79.9	70.2	79.8	48.2	70.7	94.4
	W	81.4	76.1	82.3	49.3	75.5	95.8
P35-44	M	82.5	70.2	81.4	45.8	71.6	94.8
	W	83.9	76.5	82.2	46.8	75.8	95.7
P45-54	M	82.1	71.2	81.3	45.4	74.1	94.9
	W	83.3	74.4	81.7	45.7	76.0	95.4
P55-64	M	80.5	74.5	78.0	42.2	75.2	93.9
	W	78.4	74.7	76.3	40.8	74.7	93.4
P65+	M	70.9	75.1	65.3	35.6	71.4	87.6
	W	68.2	73.4	61.6	34.3	70.6	85.4

U.S. Radio Stations per Format

Format	No. of Stations
Country	1,704
News/Talk/Information	1,503
Religious	948
Adult Contemporary	822
Oldies	780
Variety	748
Contemporary Christian	677
All Sports	527
Classic Rock	512
Hot Adult Contemporary	447
Pop Contemporary Hit Radio	386
Alternative	321
Gospel	320
Adult Standards	314
Classical	291
Classic Country	287
Mexican Regional	277
Classic Hits	264
Talk/Personality	204

Format	No. of Stations
Album Oriented Rock (AOR)	197
Southern Gospel	190
Urban Contemporary	172
Urban Adult Contemporary	171
Rhythmic Contemporary	167
Hit Radio	
Soft Adult Contemporary	155
Spanish Variety	145
Adult Hits	144
Album Adult Alternative	144
Active Rock	142
Spanish Contemporary	134
Educational	133
Ethnic	99
New Country	96
Contemporary Inspirational	90
Jazz	74
New AC/Smooth Jazz	72
Nostalgia	70

Format	No. of Stations
Spanish Religious	68
Spanish News/Talk	61
Children's Radio	56
Easy Listening	49
Spanish Adult Hits	49
Spanish Tropical	49
All News	36
Modern Adult Contemporary	35
'80s Hits	27
Spanish Oldies	27
Tejano	25
Rhythmic Oldies	21
Urban Oldies	19
Latino Urban	6
Grupera	4
Hablados/Noticiarios	2
Variada Musical/Noticiarios	2
Español Catalogo	1
Other	77

Source: Arbitron Station Information Database.

Radio Formats Ranked by Audience Share

National AQH Share by Format

Format	Share
Country	12.6%
News/Talk/Information	10.4%
Adult Contemporary	7.1%
Pop Contemporary Hit Radio	5.5%
Classic Rock	4.7%
Rhythmic Contemporary Hit Radio	4.2%
Urban Contemporary	4.1%
Urban Adult Contemporary	3.4%
Oldies	3.3%
Hot Adult Contemporary	3.2%
Mexican Regional	3.1%
Contemporary Christian	2.4%
All Sports	2.2%
Alternative	2.1%
Classic Hits	2.1%
Classical	2.1%

Format	Share
Talk/Personality	2.1%
Album Oriented Rock (AOR)	2.0%
Active Rock	1.9%
Adult Hits	1.9%
Spanish Contemporary	1.9%
New AC/Smooth Jazz	1.8%
Religious	1.5%
All News	1.4%
Soft Adult Contemporary	1.1%
Adult Standards	1.0%
Spanish Adult Hits	1.0%
Variety	1.0%
Album Adult Alternative	0.9%
Gospel	0.9%
Spanish Tropical	0.9%
Classic Country	0.8%

Format	Share
Contemporary Inspirational	0.6%
Modern Adult Contemporary	0.6%
Spanish News/Talk	0.5%
Educational	0.4%
Jazz	0.4%
New Country	0.4%
Rhythmic Oldies	0.4%
Ethnic	0.3%
Southern Gospel	0.3%
Spanish Variety	0.3%
'80s Hits	0.2%
Easy Listening	0.2%
Nostalgia	0.2%
Spanish Religious	0.2%
Children's Radio	0.1%
Spanish Oldies	0.1%
Tejano	0.1%
Urban Oldies	0.1%

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

New England

News/Talk/Information	12.7
Adult Contemporary	11.3
Country	9.1
Pop Contemporary Hit Radio	6.8
Hot Adult Contemporary	5.5
Rhythmic Contemporary Hit Radio	5.4
Classic Hits	5.1
All Sports	4.5
Classic Rock	4.4
Talk/Personality	3.7
Oldies	3.5
Active Rock	3.3
Album Oriented Rock (AOR)	3.0
Classical	2.9
Adult Hits	2.4
Alternative	2.2
Urban Contemporary	1.0
Contemporary Christian	0.2
New AC/Smooth Jazz	0.2
Spanish Contemporary	0.2
Urban AC	0.1

Middle Atlantic

Adult Contemporary	10.8
News/Talk/Information	9.2
Country	7.3
Pop Contemporary Hit Radio	7.0
Urban Contemporary	5.3
Classic Rock	4.6
Rhythmic Contemporary Hit Radio	4.5
Album Oriented Rock (AOR)	3.5
Urban Adult Contemporary	3.5
Hot Adult Contemporary	3.3
All Sports	3.2
Spanish Contemporary	3.2
Talk/Personality	3.2
Oldies	2.9
Classical	2.4
Classic Hits	2.3
New AC/Smooth Jazz	2.0
Adult Hits	1.9
Active Rock	1.0
Alternative	1.0
Contemporary Christian	0.8

South Atlantic

Country	13.4
News/Talk/Information	9.2
Urban Contemporary	7.7
Urban Adult Contemporary	6.9
Adult Contemporary	6.7
Pop Contemporary Hit Radio	5.4
Classic Rock	3.7
Rhythmic Contemporary Hit Radio	3.7
Contemporary Christian	2.8
Classic Hits	2.7
Alternative	2.6
Oldies	2.5
Hot Adult Contemporary	2.3
Spanish Contemporary	2.2
New AC/Smooth Jazz	2.0
Classical	1.8
Active Rock	1.6
All Sports	1.5
Talk/Personality	1.4
Album Oriented Rock (AOR)	1.2
Mexican Regional	1.2
Adult Hits	0.9



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

(continued on next page)

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

East South Central

Country	22.5
Adult Contemporary	7.7
Urban Adult Contemporary	7.1
Urban Contemporary	6.9
Classic Rock	6.8
News/Talk/Information	6.2
Pop Contemporary Hit Radio	6.1
Contemporary Christian	3.3
Hot Adult Contemporary	3.1
Oldies	2.8
Rhythmic Contemporary Hit Radio	2.3
Classical	1.7
Active Rock	1.6
All Sports	1.4
Adult Hits	1.3
Classic Hits	1.2
Album Oriented Rock (AOR)	0.9
Alternative	0.9
Talk/Personality	0.8
Mexican Regional	0.5
Spanish Contemporary	0.2
New AC/Smooth Jazz	0.1



West South Central

Country	15.6
News/Talk/Information	8.4
Mexican Regional	6.6
Pop Contemporary Hit Radio	5.8
Rhythmic Contemporary Hit Radio	5.2
Urban Contemporary	4.9
Adult Contemporary	4.7
Classic Rock	4.0
Urban AC	3.8
Contemporary Christian	3.5
Oldies	2.9
Hot Adult Contemporary	2.5
Spanish Contemporary	2.4
All Sports	2.1
Album Oriented Rock (AOR)	2.0
Alternative	2.0
Adult Hits	1.4
Classic Hits	1.3
Classical	1.2
Talk/Personality	1.2
Active Rock	1.1
New AC/Smooth Jazz	1.1



East North Central

Country	14.7
News/Talk/Information	11.7
Adult Contemporary	6.4
Pop Contemporary Hit Radio	5.6
Classic Rock	4.8
Oldies	4.7
Hot Adult Contemporary	4.4
Urban Contemporary	4.1
Urban Adult Contemporary	3.8
Active Rock	2.8
Album Oriented Rock (AOR)	2.8
Classic Hits	2.6
Contemporary Christian	2.5
All Sports	2.2
New AC/Smooth Jazz	2.2
Alternative	2.1
Classical	2.1
Adult Hits	2.0
Rhythmic Contemporary Hit Radio	1.9
Mexican Regional	1.7
Talk/Personality	1.4
Spanish Contemporary	0.1



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

(continued on next page)

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

West North Central

Country	19.9
News/Talk/Information	13.1
Classic Rock	6.6
Pop Contemporary Hit Radio	5.7
Oldies	5.3
Adult Contemporary	5.1
Hot Adult Contemporary	4.2
Contemporary Christian	3.6
Active Rock	3.3
Album Oriented Rock (AOR)	2.5
Adult Hits	2.4
All Sports	2.2
Classical	1.9
Rhythmic Contemporary Hit Radio	1.9
Talk/Personality	1.9
Classic Hits	1.7
Urban Contemporary	1.7
Alternative	1.6
Urban Adult Contemporary	1.3
Mexican Regional	1.0
New AC/Smooth Jazz	0.0
Spanish Contemporary	0.0

Mountain

Country	14.0
News/Talk/Information	13.4
Classic Rock	6.3
Mexican Regional	6.0
Hot Adult Contemporary	5.3
Adult Contemporary	5.1
Oldies	4.1
Pop Contemporary Hit Radio	3.9
Rhythmic Contemporary Hit Radio	3.7
Adult Hits	3.4
Contemporary Christian	2.8
Active Rock	2.5
Alternative	2.5
Classical	2.1
Spanish Contemporary	2.1
New AC/Smooth Jazz	2.0
Album Oriented Rock (AOR)	1.9
Classic Hits	1.5
All Sports	1.3
Talk/Personality	1.1
Urban Contemporary	0.3
Urban Adult Contemporary	0.2

Pacific

News/Talk/Information	11.3
Mexican Regional	8.6
Rhythmic Contemporary Hit Radio	7.3
Adult Contemporary	6.9
Country	6.8
Classic Rock	4.0
Pop Contemporary Hit Radio	3.8
Spanish Contemporary	3.6
Talk/Personality	3.5
Alternative	3.1
New AC/Smooth Jazz	3.0
Adult Hits	2.8
Oldies	2.7
Classical	2.5
All Sports	2.3
Hot AC	2.3
Contemporary Christian	2.0
Adult Rock	1.8
Classic Hits	1.0
Album Oriented Rock (AOR)	0.8
Urban Contemporary	0.7
Urban Adult Contemporary	0.2



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

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 2006; MaximiSer® Plus National Regional Database, Spring 2006; and Scarborough USA+, Release 1, 2006. The American Radio Listening Trends Database combines radio listening data in Arbitron's 98 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. The U.S. radio station information counts (p. 98) are from the Arbitron Station Information Database. 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, consumer habits, local market shopping patterns and product usage, as well as media behavior.

We invite your questions and feedback about this publication. Send them to Ron Rodrigues, Marketing Communications, at Arbitron: ron.rodriques@arbitron.com. For press inquiries, contact Jessica Benbow: jessica.benbow@arbitron.com.



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