

Radio Today

Radio Today

How America Listens to Radio

2008 Edition

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An Inside Look Into Listeners' Minds, Lifestyles And Wallets

Welcome to the *Radio Today 2008 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, Internet behavior, political orientation and more for 16 specific formats, the study provides valuable insight on the evolving relationship between radio and its diverse listener base.

Radio Today 2008 also offers summary reports on six additional Noteworthy Formats: Album Oriented Rock (AOR), Adult Hits, Classical, Active Rock, 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.

The big picture for radio overall is its remarkable, enduring reach. Far more than 90% of all consumers 12+ years old 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 and elsewhere. Regardless of age, time of day or geography, radio is America's true media companion.

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), the year's biggest hits for many formats and summary analyses.

After reading *Radio Today 2008*, you'll see that radio remains a vibrant, relevant and powerful part of Americans' lives.

Questions and comments about *Radio Today 2008* can be directed to ron.rodriques@arbitron.com. News media inquires should go to jessica.benbow@arbitron.com.

What's New in This Edition

Listener Political Orientation Insights by Format

In this election year, broadcasters need to know as much about their listeners' political orientations as possible. To that end, *Radio Today 2008* includes indexes of how likely radio listeners for each of 16 formats are to always, sometimes or never vote in local, statewide and Presidential elections compared to the national population. You'll also see indexes of listeners' political party leanings or affiliations.

Analysis of Time Spent Online and Ways Online Services are Used

Radio Today 2008 examines how much time listeners of 16 primary formats spend online, indexing them by number of hours spent compared to the national population. Of particular note are new indexes of 17 ways listeners of these formats use the Internet. You'll see how likely listeners are to visit radio station Web sites, listen to radio online, what they go to the Internet to find, buy and learn about. As radio stations continue to expand their Web presence with streaming, advertising, job boards, communities and other listener services, this information is bound to be invaluable to all broadcasters and marketers.

Purchasing Intent for New Cars and Consumer Electronics

In addition to presenting updated essential demographic information on marital status, children in the home, home ownership and employment status, *Radio Today 2008* includes the latest indexes on listeners' likelihood to buy a new car at several price points ranging from \$15,000 to more than \$45,000.

This report also expands into offering indexes on many of the most popular consumer electronic devices that consumers of various formats are interested in purchasing within the next 12 months. You'll see details on likelihood of purchasing computers, digital cameras, DVD players, DVRs, HDTVs, MP3 players, PDAs, satellite radio subscriptions, video game systems and wireless/cell service for either themselves or another household member.

In general, you'll find more detailed listener facts and figures, including gender balance among listeners 12+ (formerly 18+), formats ranked by age group, which states have the most stations in a particular format and lists of the most-played songs of 2007 for most current-based programming approaches, courtesy of **Mediabase**.

Ratings Story Lines of the Year

Top Format Winners

Country advanced for the third straight year, rising from 12.6% of all listening in 2006 to 12.7%, and maintained a healthy lead over the next-strongest music format. The most widely programmed format, Country enjoys the largest listener share in every daypart, and was No. 1 in all the principal age cells between 18 and 54 years old (and it ranks No. 2 in the 55+ cells).

News/Talk/Information, after two consecutive years of 10.4% of the audience, climbed to 10.7% of the national radio audience—a six-year peak. N/T/I was No. 1 in five of the nation's top 25 markets in Spring 2007. Nationally, it is the No. 1 format among adults age 55-64 and 65+, and ranked No. 2 among those 35-44 and 45-54 years old.

Urban AC jumped from a 3.4% share of listening to 3.7% for its fifth consecutive increase, and improved its national rank from eighth to a tie for seventh. With more than 15 million listeners weekly, the format improved its ratings in six of the country's nine regions.

Mexican Regional also posted its fifth straight uptick, climbing from 3.1% to 3.4% of all radio listening, advancing from the 11th most-popular format to ninth, with 63 additional stations. Mexican Regional is the No. 2 format in the Pacific region and No. 3 in the West South Central and Mountain areas.

Classic Hits also notched its fifth consecutive ratings improvement. It achieved the largest ratings increase, skyrocketing from 2.1% to 2.8%. Classic Hits surpassed Oldies as the top format for older pop hits; its audience soared by more than 3 million listeners.

Five other formats also improved: Adult Contemporary, Pop Contemporary Hit Radio, All Sports, Adult Hits and Album Oriented Rock (AOR). Four formats held steady ratings between Spring 2006 and 2007 including Hot AC, Alternative, Active Rock and New AC/Smooth Jazz.

(continued on next page)

Ratings Story Lines of the Year

Top Format Setbacks

Oldies took the biggest hit of all formats in this study, as it declined for the third straight year, falling from 3.3% of all listening to 2.6%. Oldies has repositioned as Classic Hits stations in many markets and was represented by 30 fewer stations in *Radio Today 2008* than in the 2007 report.

Urban Contemporary fell for the fourth consecutive year, dipping from 4.1% of the national radio audience to 3.7%. Despite the erosion, Urban Contemporary still posted two of the No. 1 stations in the nation's top 25 markets in Spring 2007.

Talk/Personality ended three years of steady growth, slipping from 2.1% to 1.8% of radio listening, owing partly to nine fewer stations in the format since the last report.

Spanish Contemporary, which had reached a 1.9% plateau in Spring 2006, declined to a 1.5% share in Spring 2007, with 21 fewer stations in the format.

Four other formats also declined: Classic Rock, Rhythmic Contemporary Hit Radio, Contemporary Christian and Classical.

A complete ratings tally for all formats is on page 11.

(continued on next page)

In-Car Listening Continued to Gain Share of Location Listening

In 18 of the 22 formats in this study, in-car listening gained in the proportion of total tune-in. Rock-driven formats such as Active Rock, Album Oriented Rock (AOR) and Alternative led the pack, with each one showing at least a 2% increase for in-car's share of listening. Contemporary Christian led all formats with nearly half of its listening taking place on the road. The only formats to not show an increase were Adult Hits, Classical, New AC/Smooth Jazz and Mexican Regional.

Cume Ratings Increased Among Adults in Most Dayparts

Spring 2007 saw a jump in nearly every daypart for the percentage of adults who listened to radio at least once per week. Men 25-54 showed growth in all dayparts except mornings, which were flat or down slightly. Among Men 55+, Cume ratings were up in every daypart and, in most cases, reached six-year highs. Reach among Women 45+ was better than it was in 2002 in most dayparts.

Time Spent Listening Erosion Most Evident With Young Listeners

Teen boys and girls tuned in 30 and 45 minutes less per week, respectively, in Spring 2007 than a year earlier, and 18-24s also declined. Fifteen of the 22 formats reported TSL erosion among 12- to 24-year-olds, led by Spanish Contemporary, which lost a full hour and Mexican Regional, which declined 45 minutes; the others slipped 15-30 minutes per week. Four formats held steady and three gained a quarter-hour.

Upper-Tier Income Group Grew For Most Formats

Eighteen of the 22 formats posted increases in the segment of their listeners who have a household income (HHI) of \$75,000 or more per year. The percentage of Country listeners with HHI at this level gained sharply since the last report and climbed from 16% in Spring 2002 to 26% in 2007—a 61% increase. AOR gained at a rate of 17% in one year, and Urban Contemporary saw a 21% rate spike since 2005.

(continued on next page)

Higher Education Progress Showed Improvement

Fourteen of the 22 formats showed increases from Spring 2006 to 2007 in the proportion of their listeners who have earned a college degree. The best-performing format was AOR, up 2.2%, followed by Spanish Contemporary and All Sports, which gained 1.9% and 1.8%, respectively.

Hispanics Increased Share of Most Formats' Audience Composition ...

As their population continued to surge in the U.S., Hispanics increased the percentage of their representation in 15 of the 20 non-Spanish-language formats in this report, averaging 1.1% more in audience composition than in Spring 2006. The only formats where Hispanics made up a smaller proportion of a format's listenership were Urban Contemporary, Oldies, Alternative and Active Rock.

... Whereas African-Americans' Share Was More Mixed

Of the 20 English-language formats in this report, African-Americans increased their share of 10 formats and decreased their share of nine others, with one remaining unchanged. Of four formats attracting a significant proportion of Black listeners, Rhythmic CHR and Urban Contemporary gained, while Urban AC was essentially unchanged and New AC/Smooth Jazz had a smaller percentage.

Mexican Regional Listeners Key Prospects For Consumer Electronics Purchases

According to Scarborough, listeners of Mexican Regional radio indexed well above the average population for intent to purchase a wide variety of consumer electronics, particularly those for entertainment, work or home use. They were more than twice as likely to buy a video game system in the coming year and substantially more probable to buy a computer, MP3 player or wireless/cell service for themselves. They also indexed high for digital cameras, HDTVs, PDAs and other devices.

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. If two formats are tied, they are listed alphabetically.

Although this study was released in 2008, it uses data gathered from the Spring 2007 survey period. Any reference to “this year” or “over the past five years,” etc., uses 2007 as the base year.

To avoid any misunderstanding of the audience composition of youth-oriented formats, the “Education” and “Household Income” statistics include only listeners 18 or older.

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.

“Audience Composition” breaks out a format’s audience into the standard age cells; “Audience Ratings by Region” rates the performance of a format within that territory.

Listening data includes both commercial and noncommercial radio listening.

How We Gather the Data

The information in this report is from more than 400,000 Arbitron listening diaries representing 100% of every county in the U.S., including those within and outside of Arbitron’s regularly measured (syndicated) markets. *Radio Today* uses respondent-level data to compile the listening data, using the entire United States as a single sampling unit. This method offers a more complete picture of a radio format’s audience profile than typical compilations that are simply averages of individual market reports.

Portable People Meter™ information is not included in this study because Arbitron’s National Regional Database, from which this data is derived, currently only includes Diary data. In future Radio Today reports, you’ll see PPM data integrated as markets deploy PPM™ service. Diary data was collected for the already current PPM Metros of Philadelphia and Houston-Galveston, and listener behavior from those markets is represented in this study.

Average Quarter-Hour Persons (AQH Persons)

The average number of persons listening to a particular station or format for at least five minutes within a 15-minute period. This metric is relevant when describing the number of persons listening to a radio station “at a given time,” or the number of persons that are likely to hear a particular commercial.

Average Quarter-Hour Rating (AQH Rating or AQH PUR — persons using radio)

The Average Quarter-Hour Persons estimate is 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 or format for at least five minutes within a seven-day survey period. This statistic can be used to draw parallels between a radio station’s audience and, for example, a newspaper’s circulation figure.

Cume Rating or Cume PUR

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

$$\frac{250,000 \text{ Cume Persons}}{1,000,000 \text{ Population}} \times 100 = \text{Cume Rating of 25\%}$$

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station format. This is relevant when comparing head-to-head radio competitors. Example:

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

Index

This metric is used by consumer marketers to gauge the likelihood of consumption among a particular demographic group, within an index of 100 considered average. For example, if a product has an index of 132, then consumers in that demographic are 32% more likely than average to consume that product.

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.

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

National Radio Format Shares and Station Counts

Radio Format Rankings and Station Counts

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

Format	AQH Share 12+	Stations
Country	12.7	1,683
News/Talk/Information	10.7	1,553
Adult Contemporary	7.2	798
Pop Contemporary Hit Radio	5.6	381
Classic Rock	4.5	514
Rhythmic Contemporary Hit Radio	4.0	156
Urban Adult Contemporary	3.7	170
Urban Contemporary	3.7	154
Mexican Regional	3.4	302
Hot Adult Contemporary	3.2	451
Classic Hits	2.8	288
Oldies	2.6	750
All Sports	2.3	560
Contemporary Christian	2.2	724
Album Oriented Rock	2.1	174
Alternative	2.1	315
Adult Hits	2.0	172
Classical	2.0	275
Active Rock	1.9	149
New AC/Smooth Jazz	1.8	72
Talk/Personality	1.8	202
Religious	1.5	993
Spanish Contemporary	1.5	126
All News	1.4	31
Variety	1.0	750
Album Adult Alternative	0.9	154
Gospel	0.9	304

Format	AQH Share 12+	Stations
Soft Adult Contemporary	0.9	142
Spanish Adult Hits	0.9	46
Adult Standards	0.8	294
Classic Country	0.8	299
Rhythmic AC	0.7	26
Spanish Tropical	0.7	48
Contemporary Inspirational	0.6	99
Modern Adult Contemporary	0.6	31
Educational	0.4	126
Jazz	0.4	75
New Country	0.4	102
Spanish News/Talk	0.4	63
Latino Urban	0.3	12
Rhythmic Oldies	0.3	18
Spanish Variety	0.3	146
Easy Listening	0.2	46
Ethnic	0.2	97
Southern Gospel	0.2	194
Spanish Religious	0.2	82
'80s Hits	0.1	19
Nostalgia	0.1	63
Spanish Oldies	0.1	26
Tejano	0.1	21
Urban Oldies	0.1	20
Children's Radio	0.0	29
Family Hits	0.0	26
Other	0.0	78

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Primary Formats

Over the next 64 pages, you can read detailed and fascinating insights about the 16 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

No. 1 Across The Board

Country was “America’s music format,” ranking No. 1 both in terms of number of stations (1,683) and in popularity, registering a 12.7% share of listening overall in Spring 2007. That marked three straight years of increases, and was slightly above Country’s 12.6% mark of Spring 2006. Classic Country and New Country stations contributed 299 and 102 stations, respectively, for a total of 2,084 outlets.

Country was the No. 1 format among adults 18-24, 25-34, 35-44 and 45-54 years old. It ranked No. 2 among Adults 55-65 and 65+.

Country radio’s focus on younger artists was reflected in growth of its 12- to 34-year-old listener composition, which gained from 28% to 31% between Spring 2002-2007. Though Country stations were thought to be chiefly focused on Women, the gender balance has shifted to Women only 1.3% between 2002-2007.



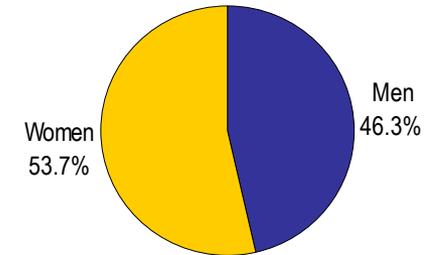
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
12.9%	13.0%	12.0%	12.5%	12.6%	12.7%

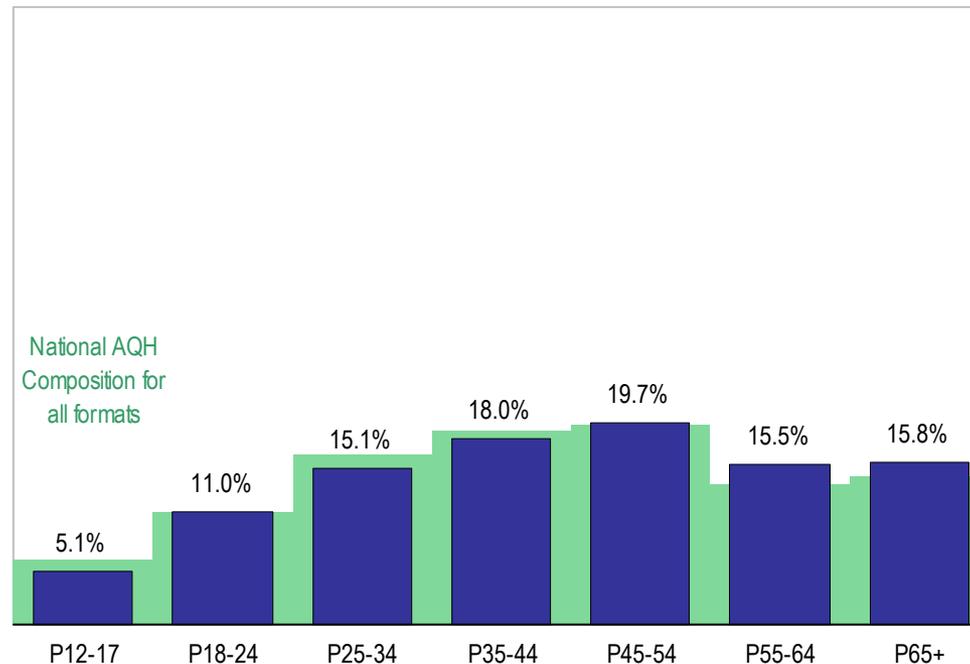
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Country

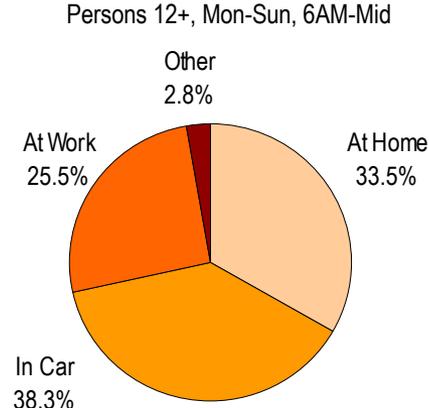
No. 1 In Every Daypart

With 56.5 million listeners each week, Country had the biggest share of radio listeners in every daypart, and gained audience share both in mornings and evenings.

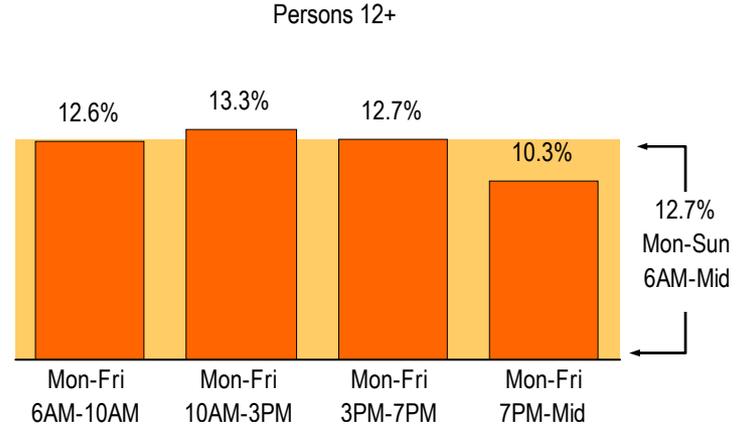
Country ranked seventh-highest among all formats in the percentage of in-car listening, which reached more than 38%—a six-year peak. And listening to an actual radio was indeed Country fans' preferred method, as they ranked second-lowest of all listeners for listening to streaming radio.

Country was by far the dominant format in the East South Central region (which includes Tennessee and Kentucky), and also was the nation's top format in five of the other eight geographic areas: the South Atlantic (all of the Eastern Seaboard states between Delaware and Florida), West South Central (including Texas), East North Central (including Illinois, Michigan and Ohio), West North Central (the Plains states) and Mountain territories.

AQH Share of Listening by Location

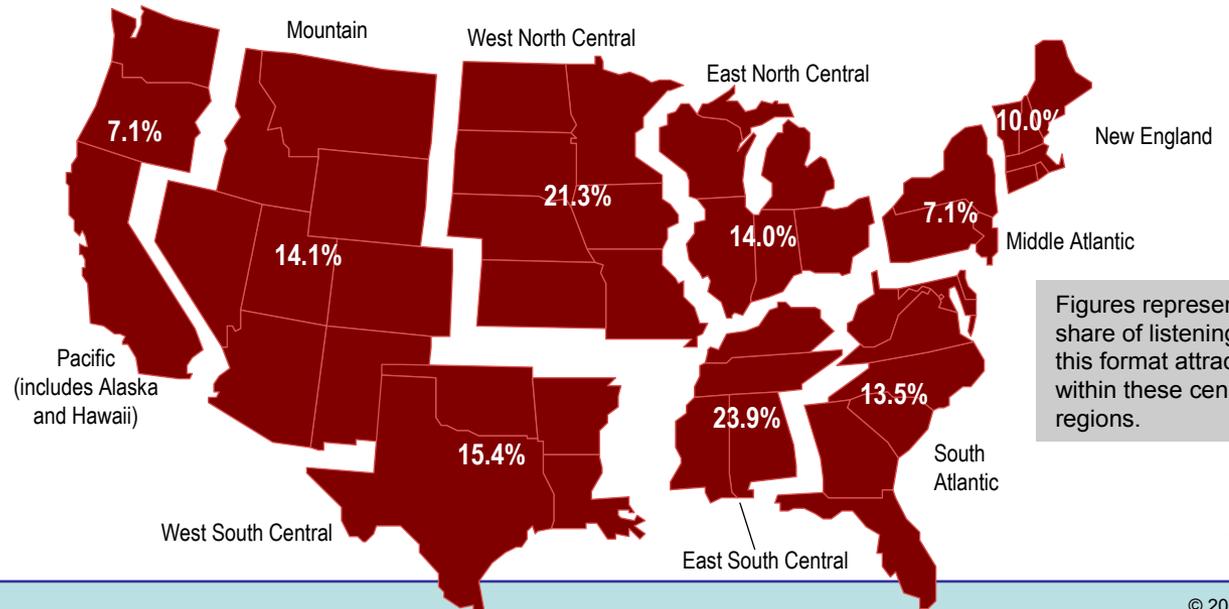


AQH Share of Listening by Daypart



Audience Share by Region

12.7% = National Average
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Note: Due to rounding, totals may not add to 100.

continued ►

Country

Top Country Songs Of 2007

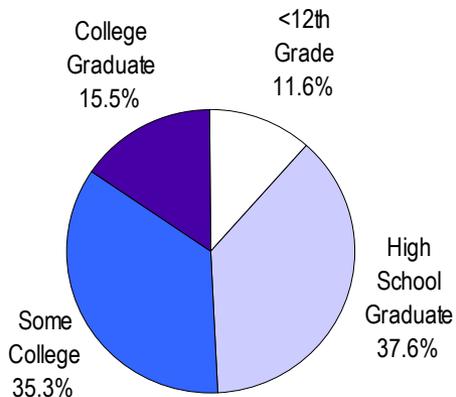
Watching You <i>Rodney Atkins</i>
Good Directions <i>Billy Currington</i>
Find Out Who Your Friends Are <i>Tracy Lawrence</i>
She's Everything <i>Brad Paisley</i>
Wasted <i>Carrie Underwood</i>
Moments <i>Emerson Drive</i>
Ladies Love Country Boys <i>Trace Adkins</i>
Beer In Mexico <i>Kenny Chesney</i>
Settlin' <i>Sugarland</i>
Stand <i>Rascal Flatts</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

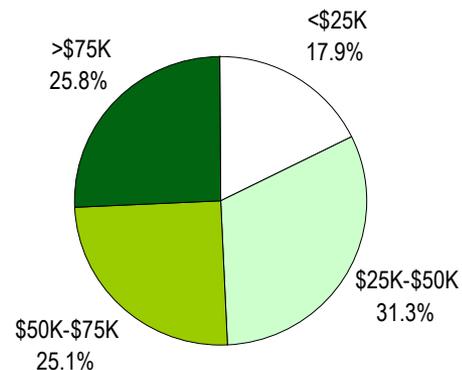
Education

Persons 18+



Household Income

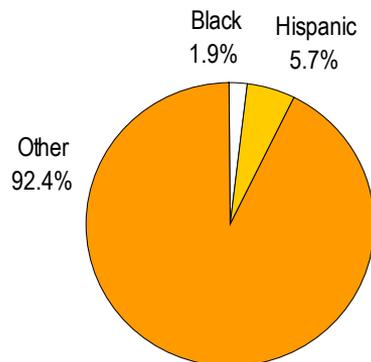
Persons 18+



Ethnic Composition*

AQH Persons

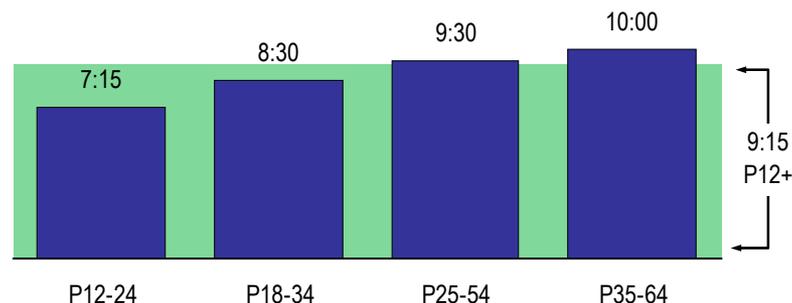
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Country

Leaders Among Home Ownership, Marriage

The segment of the Country audience that attended or graduated from college rose from 47% to 51% between 2002 and 2007, and a higher percentage of its listeners were high school graduates than any other format.

The percentage of Country households who earned \$75,000 per year or more grew from 16% to 26% in the six years between Spring 2002-2007—a 63% increase and the fastest growth rate among all formats.

Country ranked second-highest among all English-language formats in time spent listening in all key demos, and Country listeners indexed third-highest among all listeners for being Republicans. They were among the most likely of all radio consumers to own their own homes and to be married.

Country was tied for third-lowest of all formats of listeners who downloaded or listened to audio clips, and they were among the least likely to buy a satellite radio service in the coming year.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	64%
Never Married (Single)	21%
No Children in Household	55%
At Least One Child in HH	45%
Two or More Children in HH	27%

Own or Rent Residence

Own	79%
Rent	17%
Other	4%

Employment Status

Employed 35 Hours or More	56%
Employed Less Than 35 Hours	15%
Not Employed	29%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	90
Digital Camera	98
DVD Player	94
DVR (TiVo®, etc)	91
HDTV	91
MP3 Player (iPod®, Creative®, etc.)	90
PDA	89
Satellite Radio Subscription	113
Video Game System	87
Wireless/Cell Service for Other HH Member	101
Wireless/Cell Service for Self	102

How Often Usually Vote in Local Elections

	Index
Always	98
Sometimes	108
Never	94

How Often Usually Vote in Statewide Elections

	Index
Always	97
Sometimes	114
Never	94

How Often Usually Vote in Presidential Elections

	Index
Always	100
Sometimes	117
Never	92

Political Party Affiliation

	Index
Democrat	88
Republican	116
Independent	108
Independent, But Feel Closer to Democratic	94
Independent, But Feel Closer to Republican	105
None of These	91

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	118
1-4 Hours	110
5-9 Hours	103
10-19 Hours	98
20 Hours or More	94

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

	Index
\$15,000-\$19,999	103
\$20,000-\$24,999	93
\$25,000-\$29,999	108
\$30,000-\$34,999	101
\$35,000-\$44,999	95
\$45,000 or More	60

Ways Online Services Used Past 30 Days

	Index
Auction Site	109
Blogs (Read or Contributed to)	93
Download Music/ Listen to Audio Clips	93
Download/Watch Video	84
Financial Information/Services	98
Games	101
Internet Yellow Pages	100
Job/Employment Search	100
Listen to Radio	88
Local/Community Events	110
Movie Listings	97
News	96
Pay Bills	102
Radio Station Site	94
Real Estate Listings	104
Travel Reservations (Airline, Hotel, Auto)	92
Weather	104

News/Talk/Information



America's Steady, Ready News Source

With nearly 48 million listeners weekly across 1,553 stations, the News/Talk/Information format ranked No. 2 in stations and audience share, expanding from 10.4% in Spring 2006 to 10.7% in Spring 2007—a six-year high. That spring, N/T/I was No. 1 in five of the nation's top 25 markets: Chicago, San Francisco, Boston, Seattle and St. Louis.

While 56% of its listeners were Men, Women have steadily gained ground in N/T/I's audience composition, and there's been a marked shift towards an older demographic composition: 18-44s fell from 32% to 23% of N/T/I listeners between Spring 2002 and 2007, while those 55+ jumped from 48% to 57%. Nearly all (97%) of N/T/I listeners were at least 25 years old, and 77% were over 45; those figures were higher than any other format. Conversely, N/T/I ranked last in the percentage of 12-24 composition, and second-highest in its 65+ makeup.

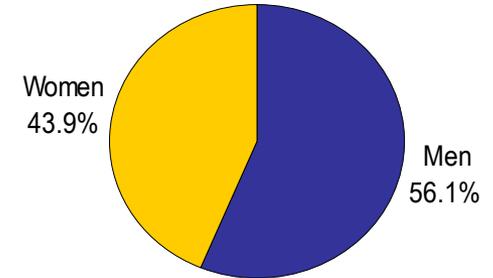
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
9.7%	10.6%	10.6%	10.4%	10.4%	10.7%

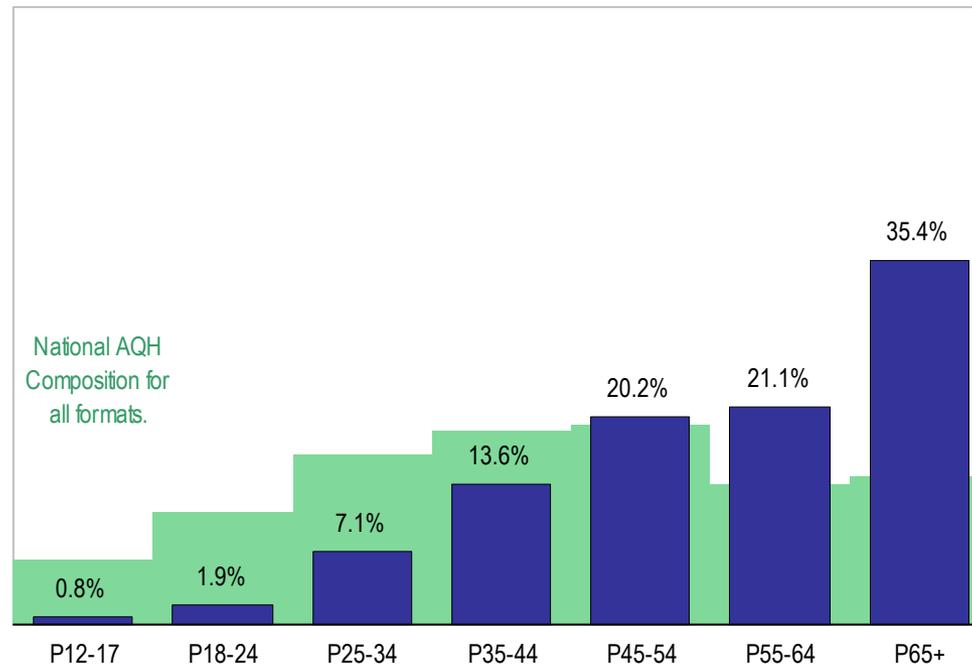
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

News/Talk/Information

A Ratings and Regional Powerhouse

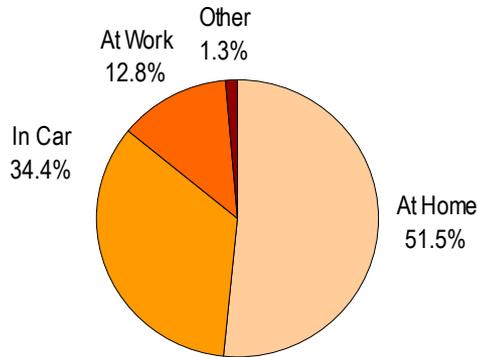
N/T/I's strength ran all day long; it was the No. 2-rated format in all dayparts. Listening by location was virtually unchanged between Spring 2006 and 2007, with at-home claiming a majority of it, ranking N/T/I No. 2 in that category, thanks to strong morning drive tune-in and an older listener base. Comparatively very little N/T/I listening took place at work (under 13%); only Classical had less of its listening done on the job.

Of the major formats in this report, N/T/I ranked No. 1 in New England and Pacific regions, and No. 2 in the Mid-Atlantic, South Atlantic, West South Central, East North Central, West North Central and Mountain areas. N/T/I's share of listening in the West North Central area grew notably from 13.1% to 14.5% between Spring 2006 and 2007.

Note: Due to rounding, totals may not add to 100.

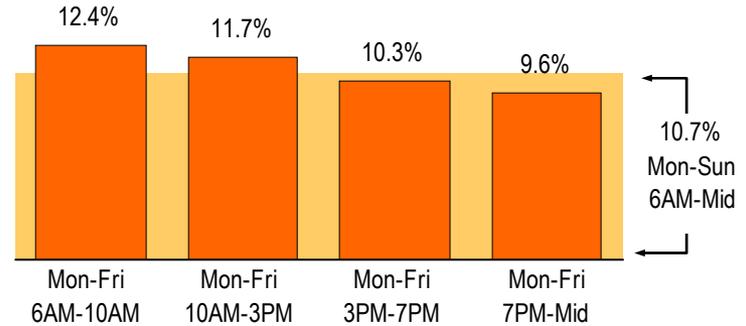
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

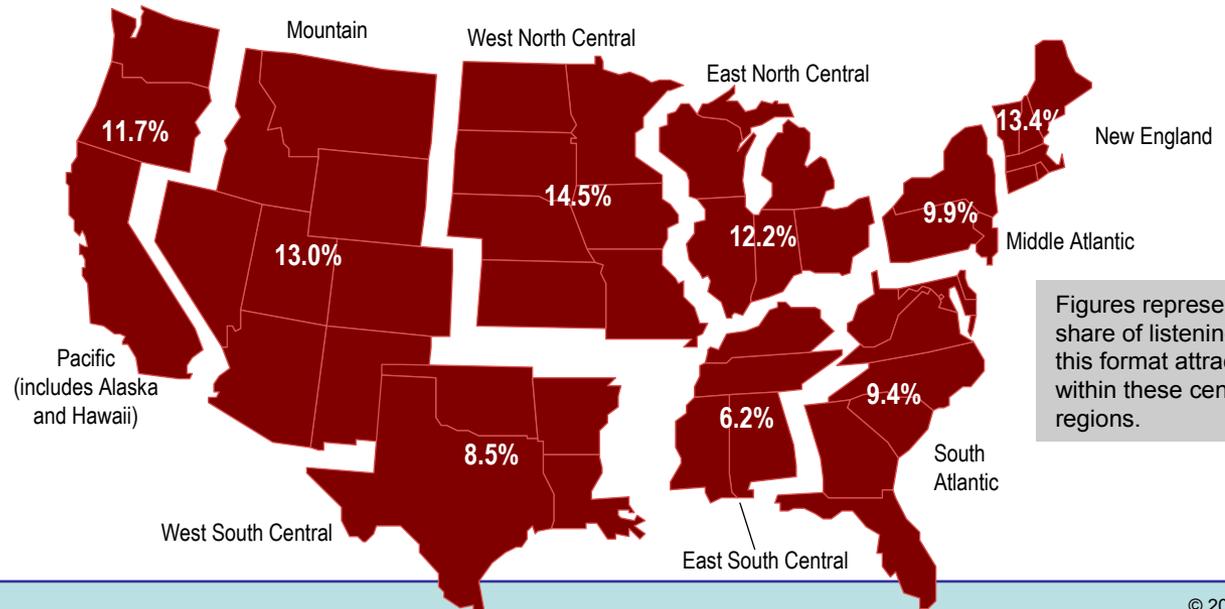
Persons 12+



Audience Share by Region

10.7% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

continued ►

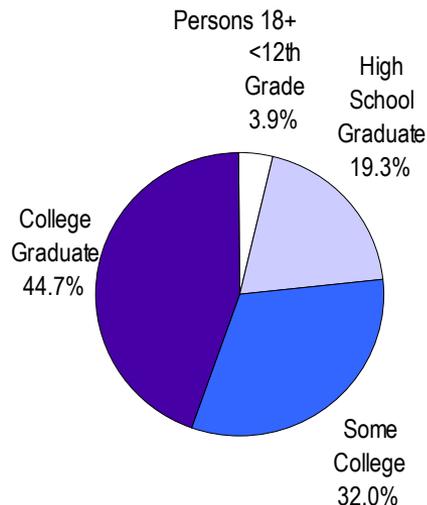
News/Talk/Information

Strong TSL, Academic/ Income Profile

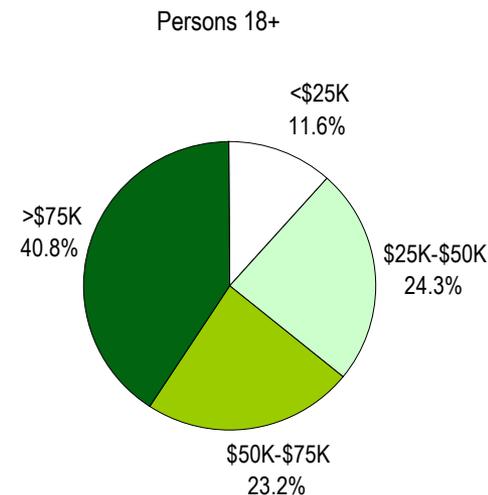
The segment of N/T/I's listeners who were college graduates continued to grow each year, and at nearly 77%, the format ranked third-highest in terms of its percentage of those who attended or graduated from college. Those who listened to N/T/I also showed increased affluence, as more than 40% of N/T/I listeners in Spring 2007 were in households earning \$75,000 or more; that's fourth-highest of all formats.

N/T/I's overall time spent listening was tied for second-highest among all English-language formats, was fourth among 35-64s and fifth among 25-54s. TSL remained rock-steady for the three years spanning 2005-2007 except among 18-34s, which gave up 30 minutes per week in 2007.

Education

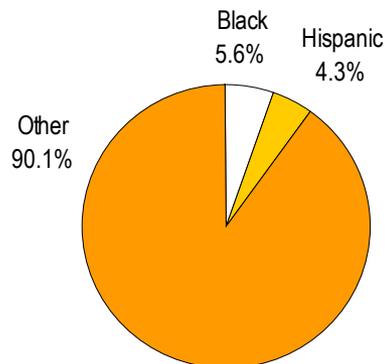


Household Income



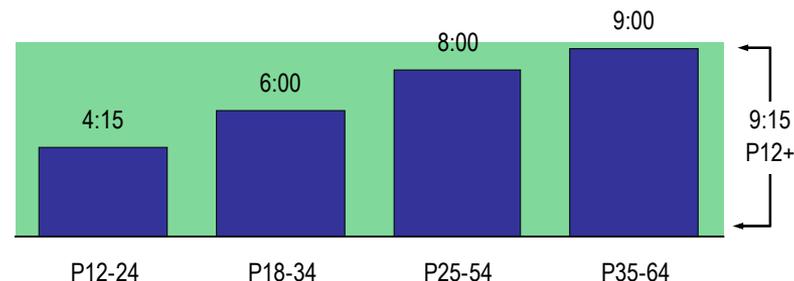
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Active Voters, Active Online

Listeners to N/T/I had already put their affluence to work, as they indexed above the national average in owning many of the most popular consumer electronics such as computers, digital cameras, DVD players, DVRs, HDTVs, MP3 players, PDAs and cell phone services. Consequently, N/T/I listeners were among the least likely of all radio to be buying most of these products in the coming year.

These consumers indexed sixth among all radio listeners who spent 10-19 hours a week surfing the Web. Of most interest were travel reservations (indexing No. 2) financial information/services (No. 4), news, local/community events and weather. They indexed No. 1 for home ownership (83%).

N/T/I listeners indexed No. 2 in likelihood of being Republicans or Independents leaning Republican. They were tied for No. 1 in likelihood to always vote in Presidential and local elections, and No. 2 for always voting in statewide elections.

Family Status

Married	68%
Never Married (Single)	15%
No Children in Household	67%
At Least One Child in HH	33%
Two or More Children in HH	19%

Own or Rent Residence

Own	83%
Rent	15%
Other	2%

Employment Status

Employed 35 Hours or More	53%
Employed Less Than 35 Hours	13%
Not Employed	34%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	89
Digital Camera	94
DVD Player	93
DVR (TiVo®, etc)	99
HDTV	102
MP3 Player (iPod®, Creative®, etc.)	82
PDA	94
Satellite Radio Subscription	67
Video Game System	63
Wireless/Cell Service for Other HH Member	88
Wireless/Cell Service for Self	81

How Often Usually Vote in Local Elections

	Index
Always	124
Sometimes	106
Never	56

How Often Usually Vote in Statewide Elections

	Index
Always	130
Sometimes	88
Never	55

How Often Usually Vote in Presidential Elections

	Index
Always	118
Sometimes	67
Never	53

Political Party Affiliation

	Index
Democrat	90
Republican	125
Independent	101
Independent, But Feel Closer to Democratic	109
Independent, But Feel Closer to Republican	129
None of These	62

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	99
1-4 Hours	107
5-9 Hours	124
10-19 Hours	125
20 Hours or More	119

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

	Index
\$15,000-\$19,999	95
\$20,000-\$24,999	112
\$25,000-\$29,999	120
\$30,000-\$34,999	103
\$35,000-\$44,999	119
\$45,000 or More	107

Ways Online Services Used Past 30 Days

	Index
Auction Site	114
Blogs (Read or Contributed to)	128
Download Music/ Listen to Audio Clips	102
Download/Watch Video	1112
Financial Information/Services	136
Games	102
Internet Yellow Pages	125
Job/Employment Search	95
Listen to Radio	127
Local/Community Events	125
Movie Listings	114
News	129
Pay Bills	117
Radio Station Site	130
Real Estate Listings	116
Travel Reservations (Airline, Hotel, Auto)	138
Weather	122



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Adult Contemporary



A Consistent Format Winner

One of radio's most durable formats, Adult Contemporary was heard by almost 40 million people each week on 798 stations. Improving from 7.1% of the national radio audience in Spring 2006 to 7.2% in Spring 2007, AC was a perennial leader in several of the top 25 markets including New York, Houston, Philadelphia, Nassau-Suffolk, Tampa and Portland.

AC's audience gender balance was skewed more towards women than any other format, and has become increasingly so in recent years. Ninety percent of AC listeners were at least 25 years old, and 76% were 35+. AC was one of radio's most rapidly aging audiences, as its 45+ segment rose from 40% in Spring 2002 to 56% in Spring 2007. AC was the No. 3 format among 35+ demo cells (adults 35-44, 45-54, 55-64 and 65+).

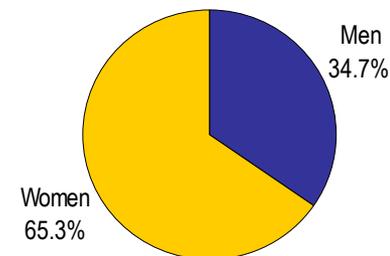
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
7.2%	7.0%	7.2%	7.1%	7.1%	7.2%

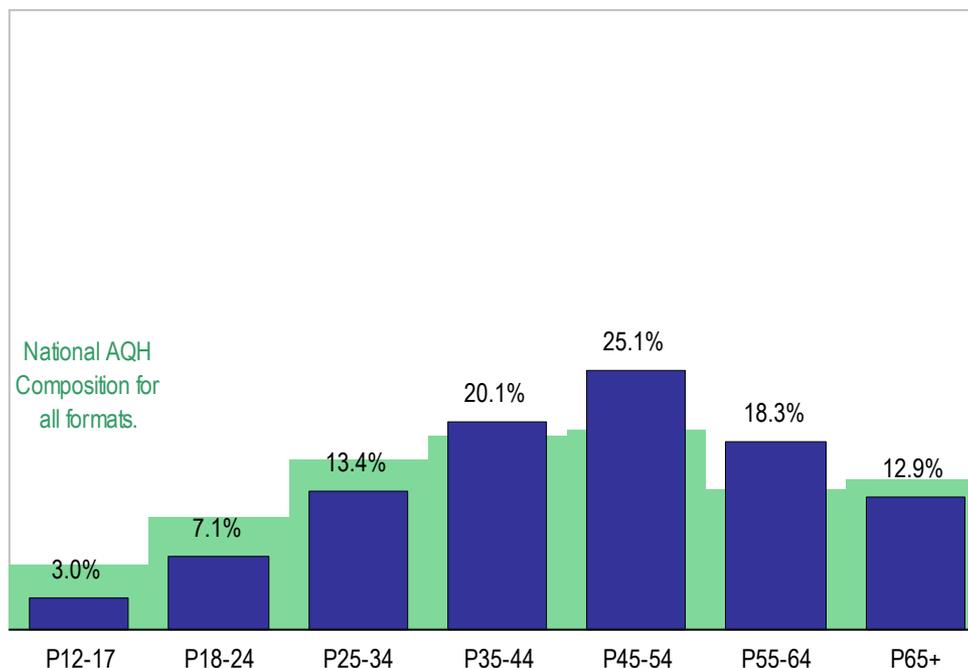
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Adult Contemporary

Solid At-Work Performer

Listening by location to AC has remained steady for several years. It ranked No. 2 highest among all formats in the percentage of its at-work listening, while it was the only programming approach with a smaller segment of in-car listening in 2007 than in 2002.

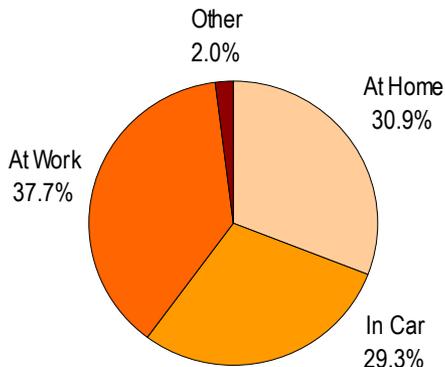
Not only was AC the No. 3-rated format overall, it was also No. 3 in mornings, middays and afternoons, ranking sixth in evenings. Its shares in each daypart remained virtually unchanged between Spring 2006 and 2007.

AC performed best in the Middle Atlantic region, where it ranked No. 1. It ranked second in New England, third in South Atlantic and East North Central. AC gained a nearly 1% increase of listening from Spring 2006 to 2007 in the South Atlantic and West South Central areas.

Note: Due to rounding, totals may not add to 100.

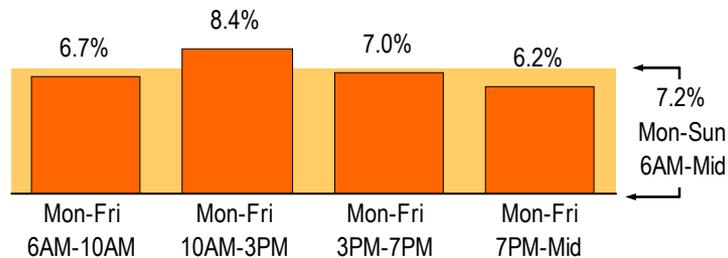
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

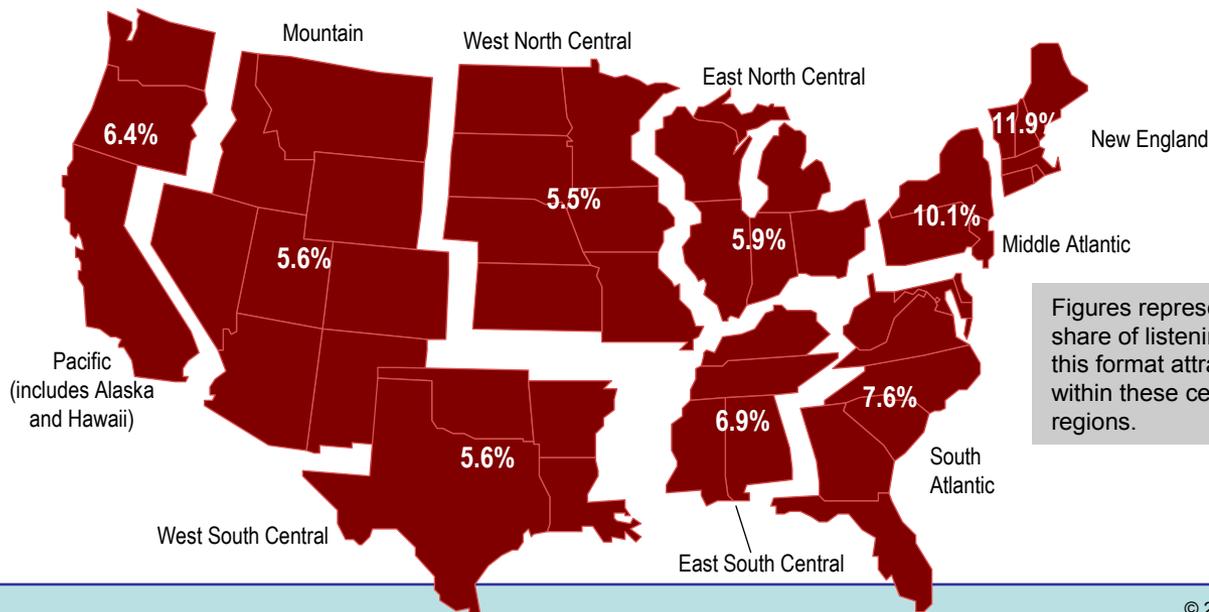
Persons 12+



Audience Share by Region

7.2% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

continued ►

Adult Contemporary

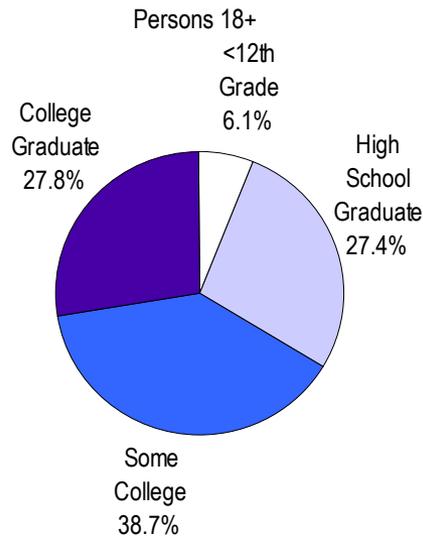
Top Adult Contemporary Songs of 2007

Waiting On The World To Change <i>John Mayer</i>
How to Save a Life <i>The Fray</i>
Chasing Cars <i>Snow Patrol</i>
Unwritten <i>Natasha Bedingfield</i>
Bad Day <i>Daniel Powter</i>
What Hurts the Most <i>Rascal Flatts</i>
Everything <i>Michael Bublé</i>
Home <i>Daughtry</i>
Far Away <i>Nickelback</i>
The Riddle <i>Five For Fighting</i>

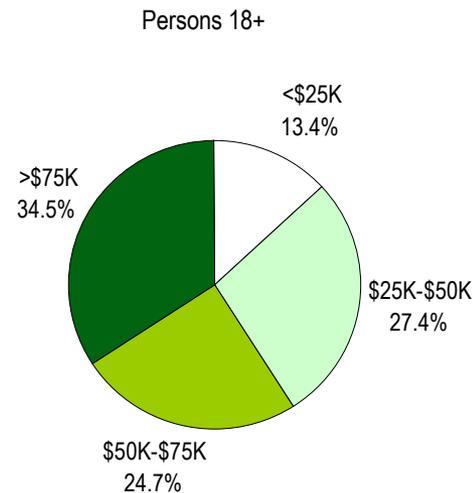
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

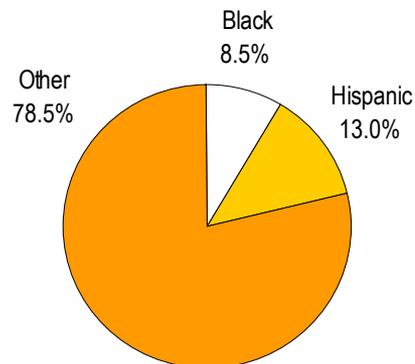


Household Income



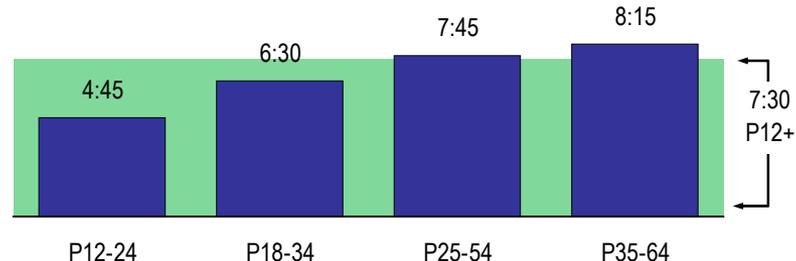
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Adult Contemporary

A Well-Educated Audience

The segment of AC listeners in households earning at least \$75,000 annually has risen each year since Spring 2002, from 28% to nearly 35% in Spring 2007. That affluence growth rate of 25% in six years was one of radio's fastest.

AC ranked well in overall time spent listening, but as with many formats, AC experienced TSL erosion, especially among 25-54s, which slipped 30 minutes per week over the past year (and a total of 45 minutes over the past four years).

AC listeners indexed at the national average in their Democrat/Republican affiliations, but were slightly more likely to be Independent. They were the second-least likely of all listeners to buy a satellite radio subscription in the coming year, and were more likely than average to spend \$25,000-\$29,999 on a new car.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	62%
Never Married (Single)	22%
No Children in Household	56%
At Least One Child in HH	44%
Two or More Children in HH	26%

Own or Rent Residence

Own	76%
Rent	21%
Other	4%

Employment Status

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

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	97
Digital Camera	110
DVD Player	101
DVR (TiVo®, etc)	105
HDTV	109
MP3 Player (iPod®, Creative®, etc.)	107
PDA	107
Satellite Radio Subscription	83
Video Game System	87
Wireless/Cell Service for Other HH Member	114
Wireless/Cell Service for Self	97

How Often Usually Vote in Local Elections

	Index
Always	100
Sometimes	108
Never	92

How Often Usually Vote in Statewide Elections

	Index
Always	103
Sometimes	107
Never	89

How Often Usually Vote in Presidential Elections

	Index
Always	104
Sometimes	96
Never	89

Political Party Affiliation

	Index
Democrat	100
Republican	101
Independent	106
Independent, But Feel Closer to Democratic	108
Independent, But Feel Closer to Republican	104
None of These	89

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	100
1-4 Hours	118
5-9 Hours	120
10-19 Hours	116
20 Hours or More	110

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

	Index
\$15,000-\$19,999	109
\$20,000-\$24,999	107
\$25,000-\$29,999	112
\$30,000-\$34,999	122
\$35,000-\$44,999	112
\$45,000 or More	111

Ways Online Services Used Past 30 Days

	Index
Auction Site	105
Blogs (Read or Contributed to)	100
Download Music/ Listen to Audio Clips	113
Download/Watch Video	116
Financial Information/Services	112
Games	115
Internet Yellow Pages	120
Job/Employment Search	114
Listen to Radio	112
Local/Community Events	121
Movie Listings	125
News	115
Pay Bills	119
Radio Station Site	110
Real Estate Listings	127
Travel Reservations (Airline, Hotel, Auto)	124
Weather	117

Pop Contemporary Hit Radio



Rebounding in the Ratings

Despite losing 33 stations between Spring 2006 and 2007, Pop CHR's 381 stations delivered a slight gain in the format's national audience share, rising from 5.5% to 5.6%—its first up-tick in many years—ranking fourth 12+. Pop CHR attracted nearly 42 million listeners each week, up from 40 million in Spring 2006, and that was third-most of all formats.

Pop CHR was the No. 1 format among Teens, ranked No. 2 with adults 18-24 and 25-34, and was fifth strongest among adults 35-44 years old.

The format had the second-highest concentration of Women listeners, and its audience composition shifted slightly older between 2005 and 2007. However, 71% of its listeners were still under 35 years old, making it the second-youngest of all formats. Pop CHR also ranked No. 2 in Teen composition, third in 18-24 percentage, and 87% of its audience was under 45.

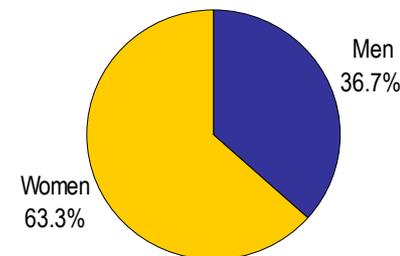
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
6.8%	6.3%	5.8%	5.5%	5.5%	5.6%

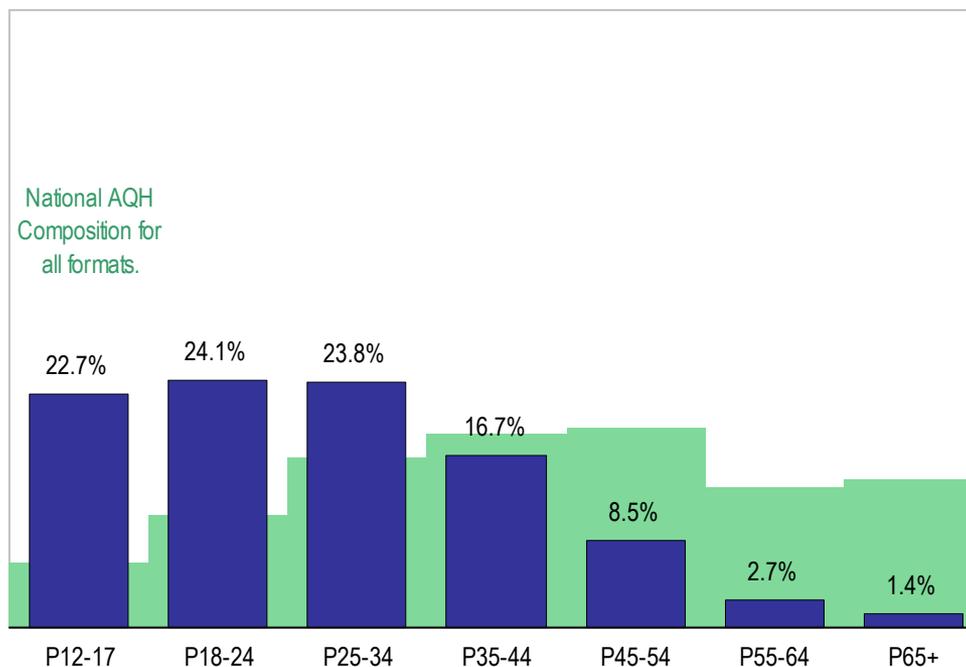
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Pop Contemporary Hit Radio (Pop CHR)

Gains in All Daytime Dayparts

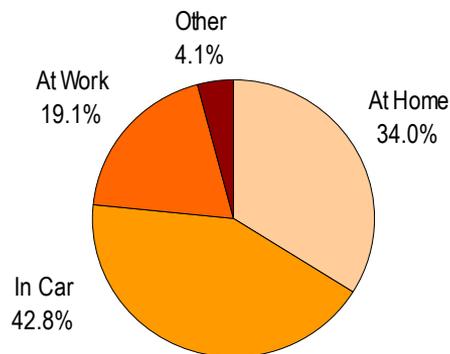
In-car listening became increasingly dominant as the preferred location for the Pop CHR audience, rising from 40% to 43% between Spring 2005 and 2007—that's fourth-highest among all formats.

The format posted gains in all daytime dayparts between Spring 2006 and 2007, and ranked third in evenings, fourth in mornings and afternoons and fifth in middays. Pop CHR was up in six of nine regions nationally: it had the third-highest share 12+ in the East North Central; it was fourth in New England, Middle Atlantic and West North Central; and fifth in the East South Central area.

Dallas was the only top 25 market in Spring 2007 with a Pop CHR outlet as the No. 1 station.

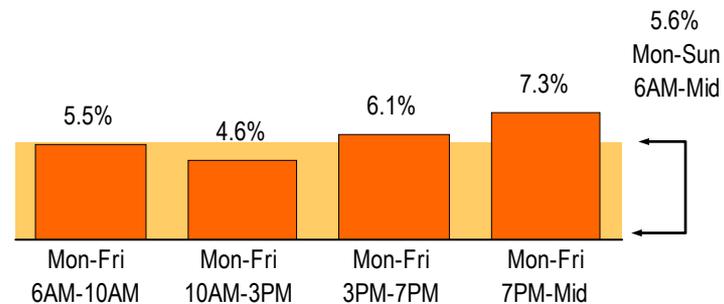
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

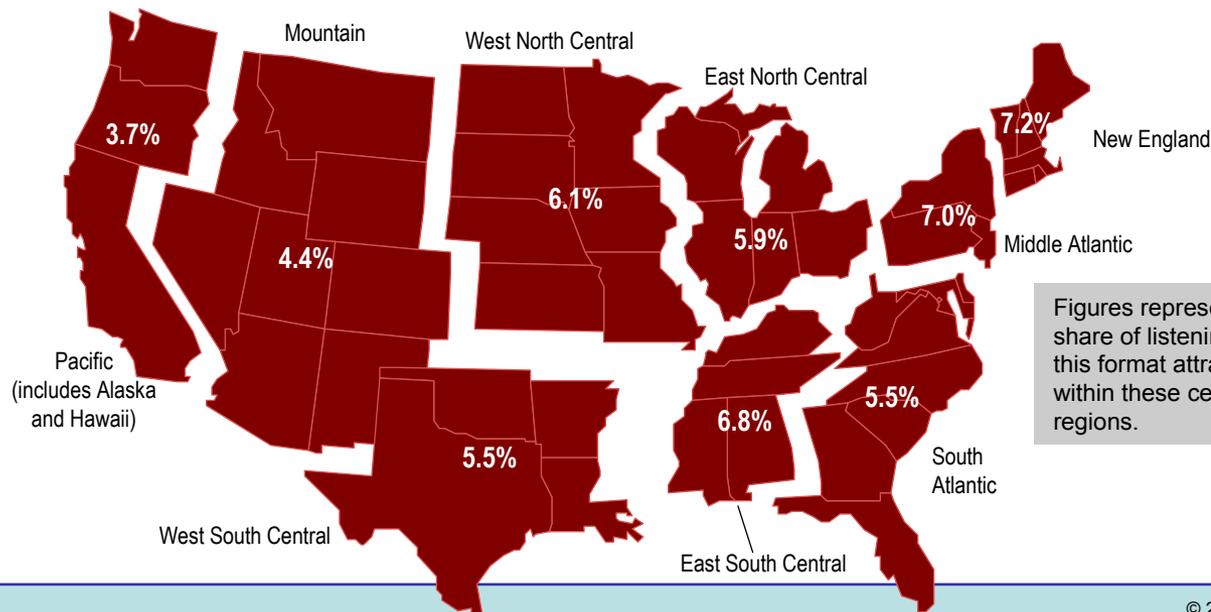
Persons 12+



Audience Share by Region

5.6% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

continued ►

Note: Due to rounding, totals may not add to 100.

Pop Contemporary Hit Radio (Pop CHR)

Top Pop CHR Hits of 2007

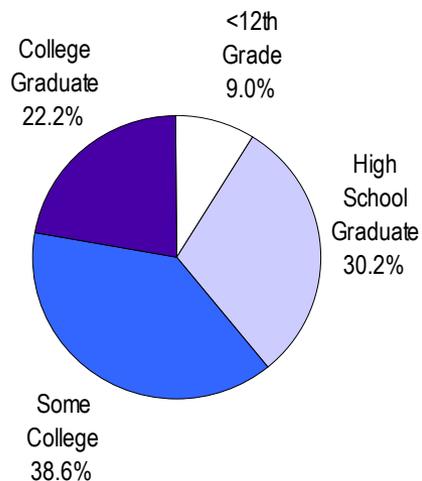
Say It Right <i>Nelly Furtado</i>
Big Girls Don't Cry (Personal) <i>Fergie</i>
U + Ur Hand <i>Pink</i>
Irreplaceable <i>Beyoncé</i>
The Sweet Escape <i>Gwen Stefani</i>
What Goes Around Comes Around <i>Justin Timberlake</i>
It's Not Over <i>Daughtry</i>
Give It To Me <i>Timbaland feat. Furtado & Timberlake</i>
The Way I Are <i>Timbaland feat. Keri Hilson</i>
Glamorous <i>Fergie</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from
MaximiSer® Plus National Regional Database, Spring 2007.

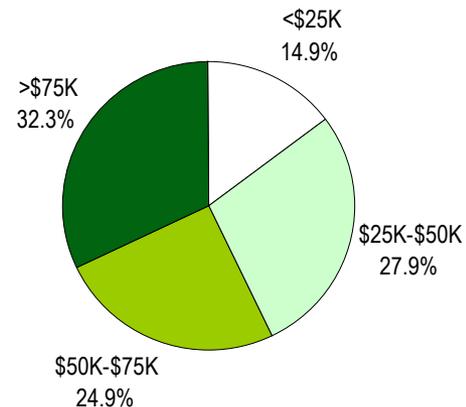
Education

Persons 18+



Household Income

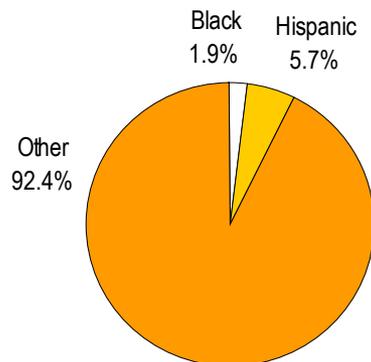
Persons 18+



Ethnic Composition*

AQH Persons

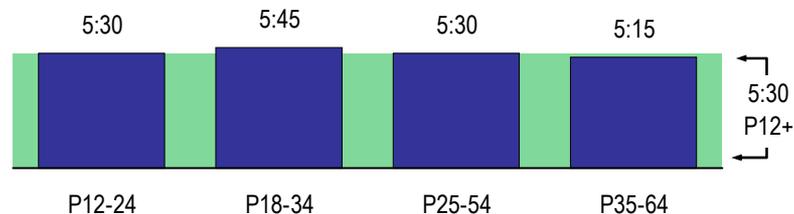
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Pop Contemporary Hit Radio (Pop CHR)

Strong Likelihood for Electronics Purchases

Nearly 61% of Pop CHR listeners attended or graduated from college. The percentage who lived in households earning \$75,000 or more improved from 27% to 32% over the past two years—an 18% growth rate.

Younger demos' increasing use of alternate entertainment media was reflected in Pop CHR's time spent listening, which tied for the shortest length of all formats. However, between Spring 2006 and 2007, Pop CHR stations slipped a relatively small 15 minutes 12+ and 12-24, and held steady with all older demos.

Pop CHR listeners leaned Independent politically, and towards Democrats if there was a preference. They indexed fifth for surfing 20+ hours a week online and No. 1 for spending \$30,000-\$34,999 on a new car in the coming year. Pop CHR listeners were among the most likely to be buying consumer electronics, especially computers, satellite radio subscriptions and cell service for a household member.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	44%
Never Married (Single)	46%
No Children in Household	40%
At Least One Child in HH	60%
Two or More Children in HH	36%

Own or Rent Residence

Own	64%
Rent	27%
Other	9%

Employment Status

Employed 35 Hours or More	54%
Employed Less Than 35 Hours	24%
Not Employed	23%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	134
Digital Camera	115
DVD Player	114
DVR (TiVo®, etc)	135
HDTV	110
MP3 Player (iPod®, Creative®, etc.)	161
PDA	145
Satellite Radio Subscription	145
Video Game System	151
Wireless/Cell Service for Other HH Member	143
Wireless/Cell Service for Self	129

How Often Usually Vote in Local Elections

	Index
Always	74
Sometimes	106
Never	131

How Often Usually Vote in Statewide Elections

	Index
Always	76
Sometimes	119
Never	127

How Often Usually Vote in Presidential Elections

	Index
Always	89
Sometimes	118
Never	129

Political Party Affiliation

	Index
Democrat	93
Republican	90
Independent	109
Independent, But Feel Closer to Democratic	116
Independent, But Feel Closer to Republican	98
None of These	116

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	120
1-4 Hours	122
5-9 Hours	125
10-19 Hours	120
20 Hours or More	129

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

	Index
\$15,000-\$19,999	125
\$20,000-\$24,999	110
\$25,000-\$29,999	103
\$30,000-\$34,999	141
\$35,000-\$44,999	100
\$45,000 or More	128

Ways Online Services Used Past 30 Days

	Index
Auction Site	128
Blogs (Read or Contributed to)	158
Download Music/ Listen to Audio Clips	167
Download/Watch Video	152
Financial Information/Services	115
Games	125
Internet Yellow Pages	132
Job/Employment Search	152
Listen to Radio	137
Local/Community Events	135
Movie Listings	155
News	122
Pay Bills	132
Radio Station Site	136
Real Estate Listings	125
Travel Reservations (Airline, Hotel, Auto)	107
Weather	124

Classic Rock

A 35-54 Music Leader

More than 27 million people enjoyed Classic Rock, one of radio's five most-listened-to formats, featuring a foundation of rock hits from the late '60s into the mid '80s. There were 514 Classic Rock stations in Spring 2007, generating 4.5% of the national radio audience, down from 4.7% the previous year. Two of those stations, KQRS/Minneapolis and WDVE/Pittsburgh, were No. 1 in their markets, giving the format two leaders among the top 25 Metros.

Classic Rock's gender balance was 70% men, fourth-highest of all formats covered. Its programming targeted 35-54 adults, which composed 59% of its audience; no format achieved as high a level in that demo. Classic Rock's 45-54 composition ranked No. 2 of all formats, skyrocketing from 17% to 31% in the three years between Spring 2005 and 2007. The format ranked No. 4 among Adults 35-44 and 45-54.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



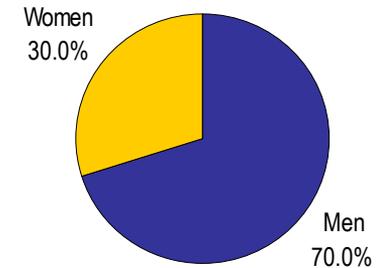
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
5.2	4.9%	4.8%	4.9%	4.7%	4.5%

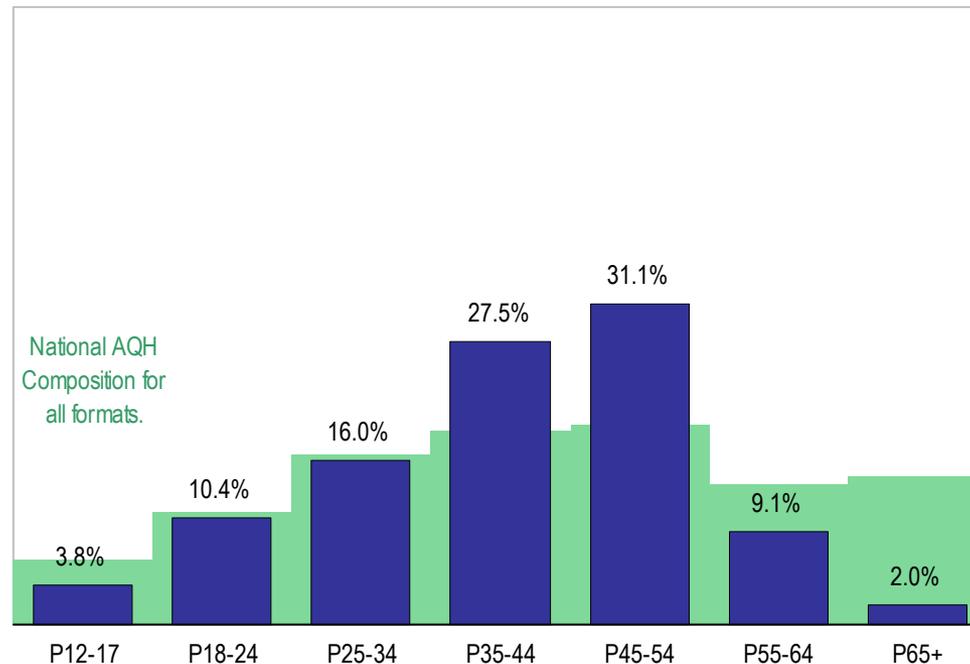
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Classic Rock

Rockin' On The Job

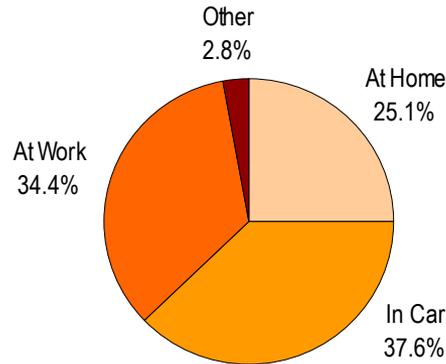
Classic Rock earned more than a third of its listening at work, ranking fourth-highest among all formats. However, increased at-home and in-car listening chipped away 2% of at-work tune-in between Spring 2005 and 2007. Although slipping a fraction in each daypart from Spring 2006 to 2007, Classic Rock ranked as the No. 4 format in middays and fifth in mornings and afternoons.

The East North Central and West North Central regions had the most Classic Rock stations, and Classic Rock ranked as the third-most-popular format in the West North Central region. It was fourth in the Mountain area, fifth in East North Central, and sixth in Middle Atlantic and Pacific areas. Despite its 12+ ratings decline, Classic Rock improved its share of all radio listening in four regions: New England, South Atlantic, West South Central and Mountain.

Note: Due to rounding, totals may not add to 100.

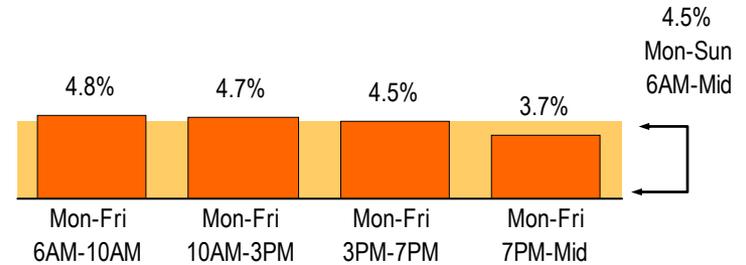
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

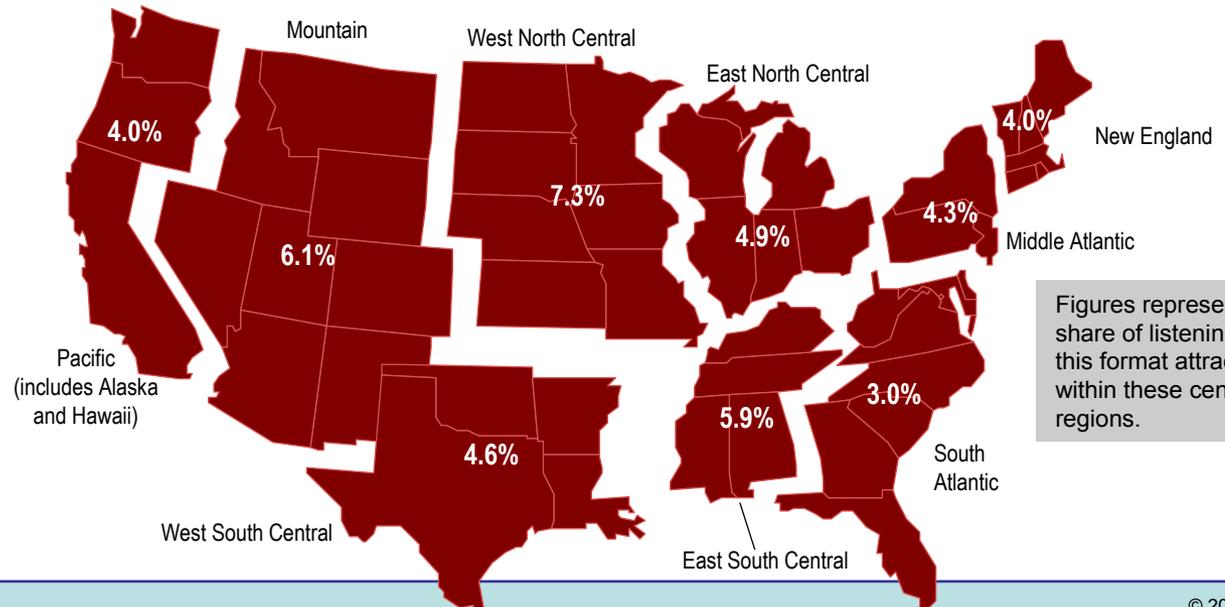
Persons 12+



Audience Share by Region

4.5% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

continued ►

Classic Rock

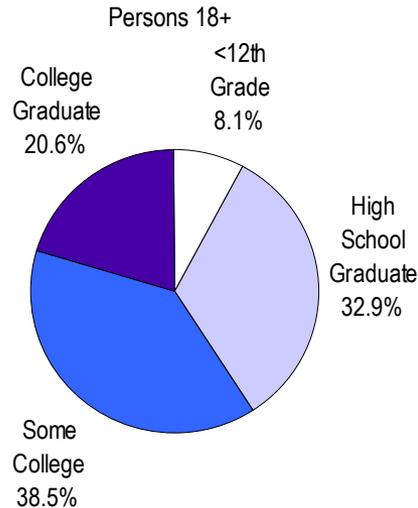
Top Classic Rock Songs of 2007

Sweet Emotion <i>Aerosmith</i>
Dream On <i>Aerosmith</i>
La Grange <i>ZZ Top</i>
Sweet Home Alabama <i>Lynyrd Skynyrd</i>
Carry On Wayward Son <i>Kansas</i>
More Than A Feeling <i>Boston</i>
Walk This Way <i>Aerosmith</i>
Tush <i>ZZ Top</i>
Peace Of Mind <i>Boston</i>
The Joker <i>Steve Miller</i>

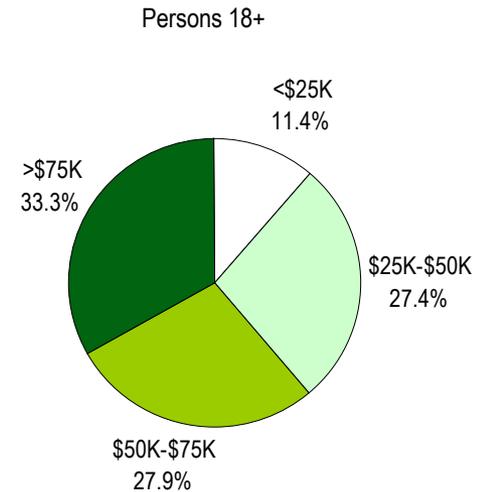
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

Education

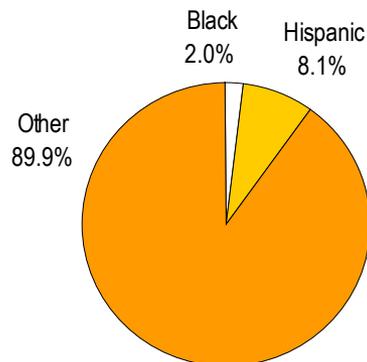


Household Income



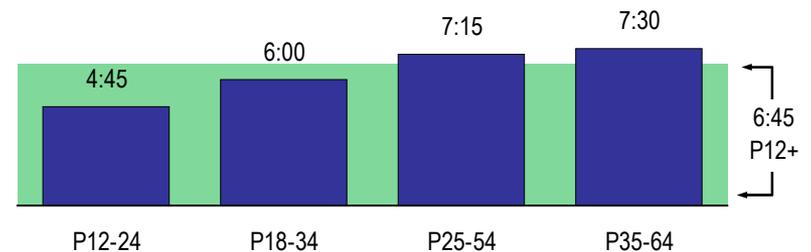
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Classic Rock

Strong Interest In Satellite Radio

Auto dealers will be interested in targeting Classic Rock consumers in the coming year, as these consumers indexed above the national average for intent to purchase a new car at most price points, especially in the \$30,000-\$35,000 range, where Classic Rock listeners indexed third-highest among consumers.

Classic Rock listeners leaned Independent politically and were more likely than the average person to vote occasionally in local, statewide and Presidential elections. They were more active online than the average person, ranking No. 2 for visiting auction sites, but also significantly more inclined than the general population to visit radio station Web sites and listen to radio online, download/watch video, check news, weather, blogs and real estate listings.

Classic Rock consumers also indexed above the national average for intent to purchase various consumer electronics, and ranked No. 2 in interest in getting a satellite radio subscription.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	60%
Never Married (Single)	27%
No Children in Household	49%
At Least One Child in HH	51%
Two or More Children in HH	29%

Own or Rent Residence

Own	76%
Rent	20%
Other	5%

Employment Status

Employed 35 Hours or More	68%
Employed Less Than 35 Hours	14%
Not Employed	17%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	100
Digital Camera	118
DVD Player	104
DVR (TiVo®, etc)	123
HDTV	112
MP3 Player (iPod®, Creative®, etc.)	113
PDA	142
Satellite Radio Subscription	169
Video Game System	109
Wireless/Cell Service for Other HH Member	116
Wireless/Cell Service for Self	102

How Often Usually Vote in Local Elections

	Index
Always	92
Sometimes	114
Never	97

How Often Usually Vote in Statewide Elections

	Index
Always	96
Sometimes	115
Never	94

How Often Usually Vote in Presidential Elections

	Index
Always	101
Sometimes	107
Never	94

Political Party Affiliation

	Index
Democrat	84
Republican	106
Independent	115
Independent, But Feel Closer to Democratic	112
Independent, But Feel Closer to Republican	121
None of These	95

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	115
1-4 Hours	113
5-9 Hours	123
10-19 Hours	112
20 Hours or More	120

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

	Index
\$15,000-\$19,999	114
\$20,000-\$24,999	111
\$25,000-\$29,999	109
\$30,000-\$34,999	125
\$35,000-\$44,999	120
\$45,000 or More	93

Ways Online Services Used Past 30 Days

	Index
Auction Site	141
Blogs (Read or Contributed to)	122
Download Music/ Listen to Audio Clips	124
Download/Watch Video	130
Financial Information/Services	115
Games	109
Internet Yellow Pages	115
Job/Employment Search	112
Listen to Radio	120
Local/Community Events	115
Movie Listings	115
News	123
Pay Bills	112
Radio Station Site	120
Real Estate Listings	121
Travel Reservations (Airline, Hotel, Auto)	106
Weather	124

Rhythmic Contemporary Hit Radio



America's Youngest Audience

The strength of America's 156 Rhythmic CHR stations delivered 25 million listeners and 4.0% of the national radio audience in Spring 2007, down from 4.2% in 2006. Rhythmic CHR featured a mix of dance, upbeat rhythmic pop, hip-hop and R&B hits, and was most prominent in the Pacific, West South Central and South Atlantic regions, which account for 62% of the stations. Perhaps due to the high appeal of this format to young Hispanic listeners, fully one-third of Rhythmic CHR stations were located in just two states: California and Texas; no other state had even half that many.

Rhythmic CHR delivered America's youngest audience: Only 8% of its listeners were more than 45 years old, and it ranked No. 1 in both Teen and 18-24 composition at 25% and 30%, respectively. More than half of the audience was under 25, and 79% was under 35. The format ranked No. 2 among Teens, third with Adults 18-24 and fourth among 25-34s.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

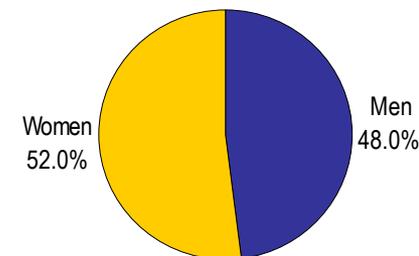
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
3.8%	4.0%	4.5%	4.4%	4.2%	4.0%

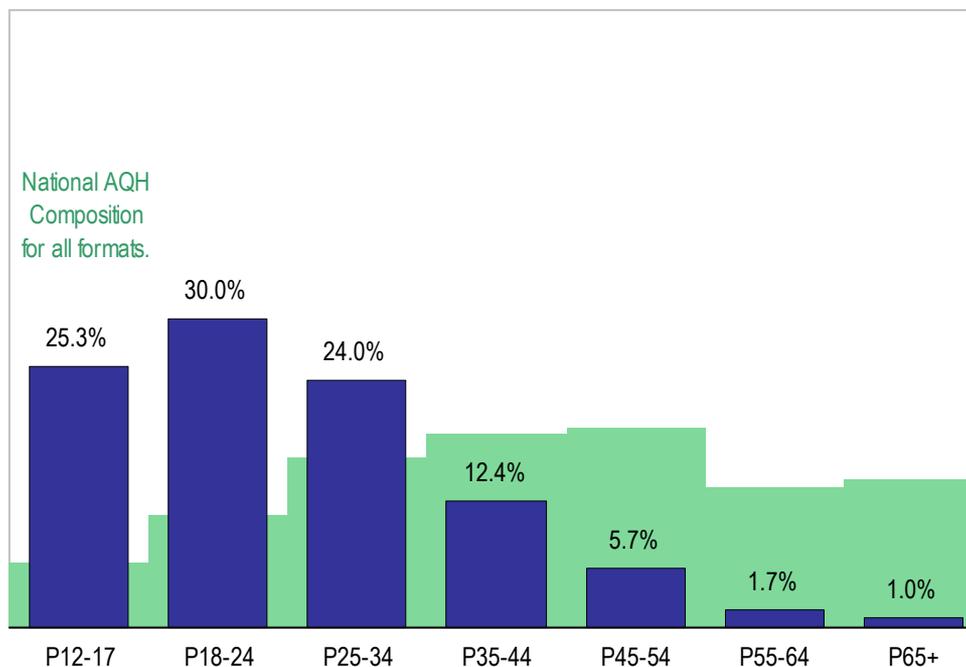
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Rhythmic Contemporary Hit Radio (CHR)

Legions In Regions

Almost 80% of Rhythmic CHR listening took place at home or in car, fourth-highest in those combined locations. In-car listening grabbed nearly 2% more of total tune-in since Spring 2005, and nearly 6% of its listening occurred somewhere other than at work, in car or at home—tops of all formats.

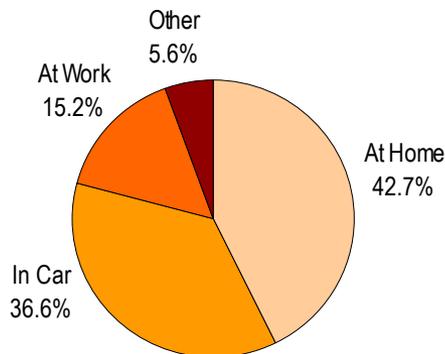
The nation's sixth-favorite format got its best ratings after school let out, where it ranked sixth in afternoons and fourth in evenings. However, those two dayparts were when Rhythmic CHR had lost more of its audience share, dropping 14% and 12%, respectively, from Spring 2005 to 2007.

Rhythmic CHR was the country's third-highest-rated format in the Pacific region with 7.7% of all listening. It ranked fourth in the West South Central area and sixth in New England. Despite its overall ratings slippage, Rhythmic CHR showed ratings gains in the West South Central and Pacific region.

Note: Due to rounding, totals may not add to 100.

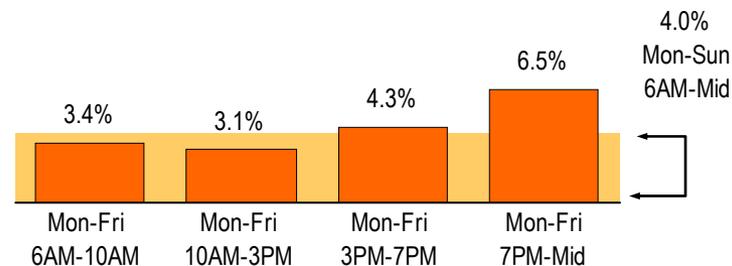
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

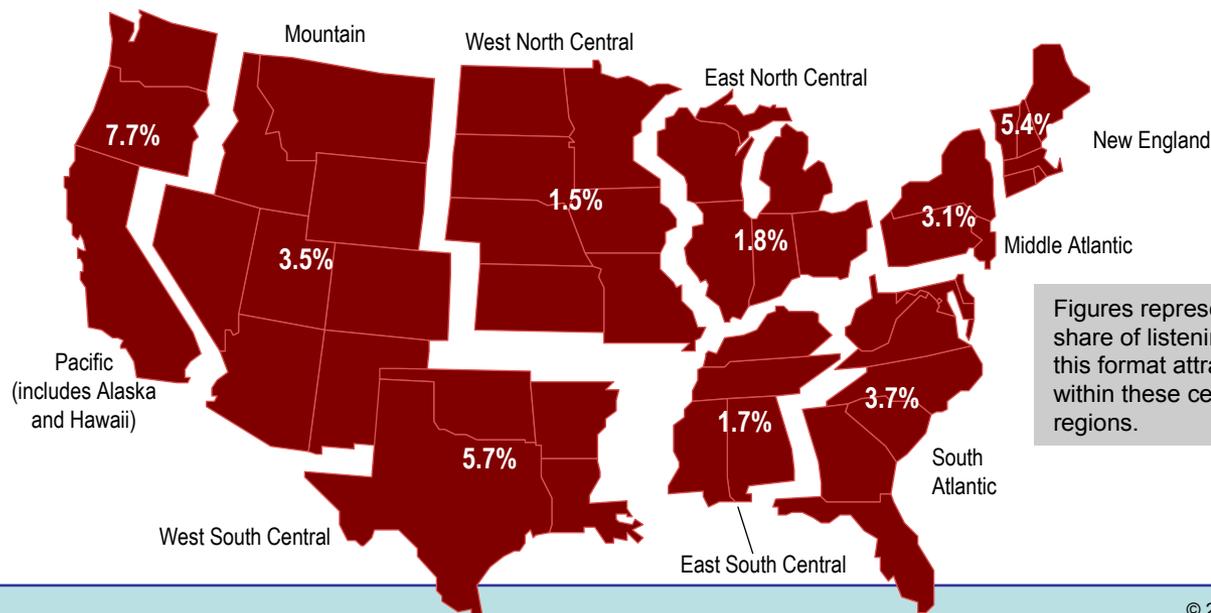
Persons 12+



Audience Share by Region

4.2% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

continued ►

Rhythmic Contemporary Hit Radio (CHR)

Top Rhythmic CHR Songs of 2007

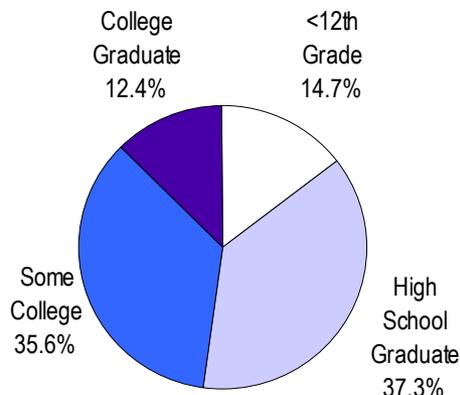
Buy U A Drank (Shawty Snappin') <i>T-Pain feat. Yung Joc</i>
This Is Why I'm Hot <i>Mims</i>
You <i>Lloyd feat. Lil Wayne</i>
Irreplaceable <i>Beyoncé</i>
Don't Matter <i>Akon</i>
We Fly High <i>Jim Jones</i>
Umbrella <i>Rihanna feat. Jay-Z</i>
Party Like A Rockstar <i>Shop Boyz</i>
I Wanna Love You <i>Akon feat. Snoop Dogg</i>
Shawty <i>Plies feat. T-Pain</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from
MaximiSer® Plus National Regional Database, Spring 2007.

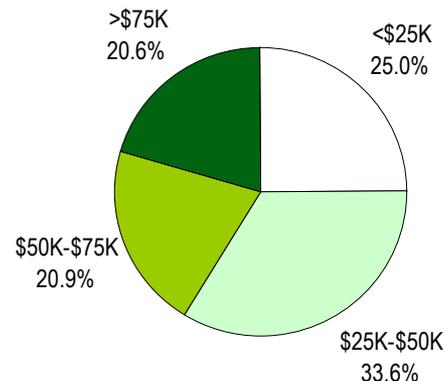
Education

Persons 18+



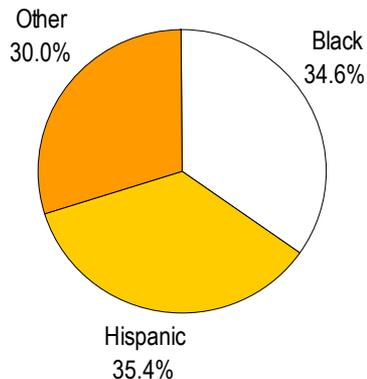
Household Income

Persons 18+



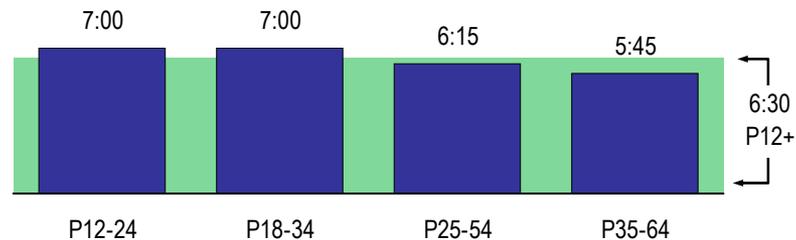
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Rhythmic Contemporary Hit Radio (CHR)

Top Format for Consumer Electronics Purchases

About 85% of Rhythmic CHR 18+ listeners graduated from high school or have post-secondary education. Rhythmic CHR's audience segment earning \$25,000-\$50,000 in household income ranked third, and the segment earning \$75,000 or more rose 1% between Spring 2005 and 2007.

Rhythmic CHR was tied for fourth-best in time spent listening among 12-24 listeners. TSL between Spring 2006 and 2007 slipped only 15 minutes.

These listeners indexed No.1 in likelihood to purchase a computer, digital camera, HDTV, video game system, MP3 player, PDA, wireless/cell service for a household member or themselves, and a new car valued more than \$45,000. They led all listeners in being single. Rhythmic CHR listeners ranked third in intent to buy a satellite radio service, for downloading/listening to audio clips and for visiting radio sites; they ranked fourth in listening to radio online.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	34%
Never Married (Single)	58%
No Children in Household	38%
At Least One Child in HH	62%
Two or More Children in HH	38%

52Own or Rent Residence

Own	52%
Rent	39%
Other	10%

Employment Status

Employed 35 Hours or More	51%
Employed Less Than 35 Hours	25%
Not Employed	24%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	146
Digital Camera	149
DVD Player	152
DVR (TiVo®, etc)	153
HDTV	140
MP3 Player (iPod®, Creative®, etc.)	187
PDA	162
Satellite Radio Subscription	159
Video Game System	230
Wireless/Cell Service for Other HH Member	160
Wireless/Cell Service for Self	165

How Often Usually Vote in Local Elections

	Index
Always	68
Sometimes	98
Never	149

How Often Usually Vote in Statewide Elections

	Index
Always	68
Sometimes	110
Never	150

How Often Usually Vote in Presidential Elections

	Index
Always	81
Sometimes	122
Never	158

Political Party Affiliation

	Index
Democrat	111
Republican	67
Independent	101
Independent, But Feel Closer to Democratic	109
Independent, But Feel Closer to Republican	74
None of These	138

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	110
1-4 Hours	110
5-9 Hours	108
10-19 Hours	111
20 Hours or More	126

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

	Index
\$15,000-\$19,999	133
\$20,000-\$24,999	106
\$25,000-\$29,999	149
\$30,000-\$34,999	120
\$35,000-\$44,999	127
\$45,000 or More	186

Ways Online Services Used Past 30 Days

	Index
Auction Site	98
Blogs (Read or Contributed to)	140
Download Music/ Listen to Audio Clips	16
Download/Watch Video	159
Financial Information/Services	99
Games	128
Internet Yellow Pages	108
Job/Employment Search	168
Listen to Radio	142
Local/Community Events	110
Movie Listings	145
News	105
Pay Bills	118
Radio Station Site	163
Real Estate Listings	110
Travel Reservations (Airline, Hotel, Auto)	98
Weather	97

Urban Adult Contemporary



The Growth Streak Continues

Moving from eighth to a tie for seventh-most-popular format in America, Urban Adult Contemporary enjoyed its fifth consecutive ratings increase in Spring 2007, climbing from a 3.4% share to 3.7% of the national radio audience. The country's 170 Urban AC outlets were led by top 25 market leaders in Washington, D.C., and Charlotte-Gastonia-Rock Hill.

More than 15 million people listened to Urban AC each week, and the audience ranked seventh-highest in its 58% proportion of Women. The target audience was 35-54, and Urban AC ranked fifth-highest in its audience composition of that demo, as well as fifth for its 45-54 concentration. A gradually aging format, Urban AC saw 3% of its 25-44 segment shift to 45+ demos between Spring 2005 and 2007. Nearly 88% of its listeners are at least 25 years old. Urban AC ranked as the fifth-highest-rated format among Adults 55-64.

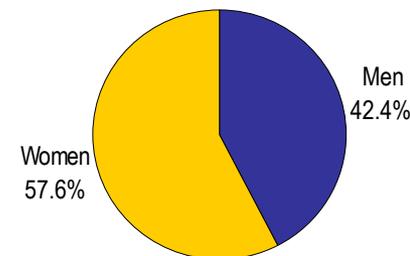
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
2.2%	2.6%	3.0%	3.2%	3.4%	3.7%

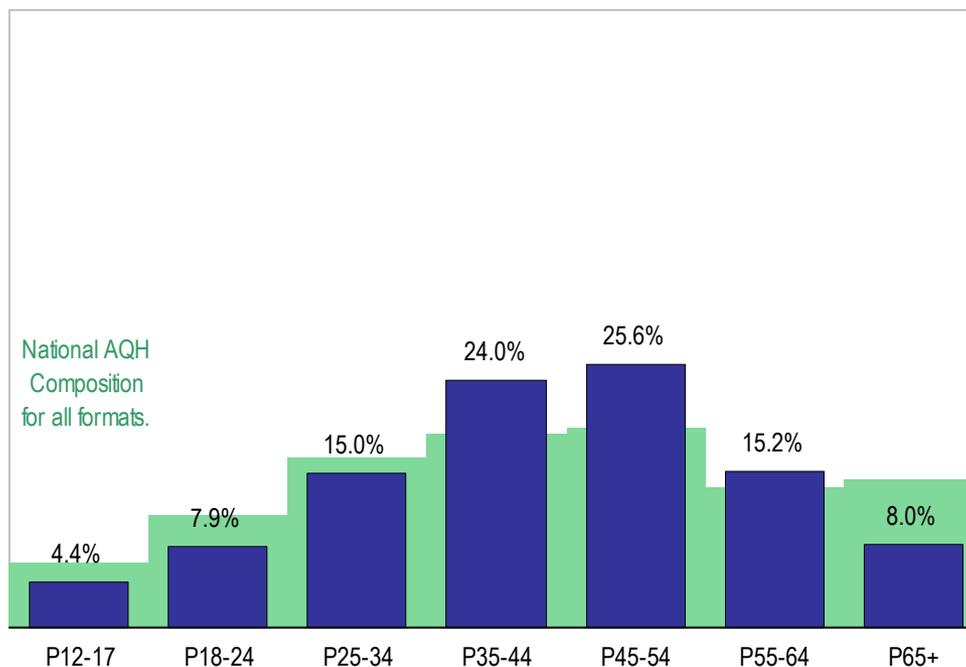
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Urban Adult Contemporary

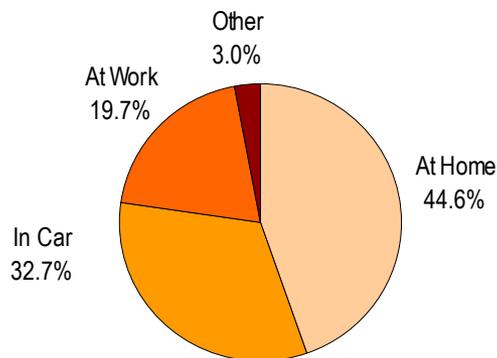
Success Morning And Night

Urban AC ranked fifth-highest for its concentration of at-home listening, though residence and at-work listening has been declining in recent years in favor of in-car tune-in. The format's 16% ratings growth in mornings between Spring 2005 and 2007 mirror that of its overall 12+ improvement, and evenings have done even better—up 17% during that time frame. Urban AC ranked seventh in both mornings and evenings, when it got its best ratings.

Over the past year, Urban AC notched ratings growth in six of the country's nine regions. The format ranked No. 2 in the East South Central, fourth in the South Atlantic and sixth in the East North Central area.

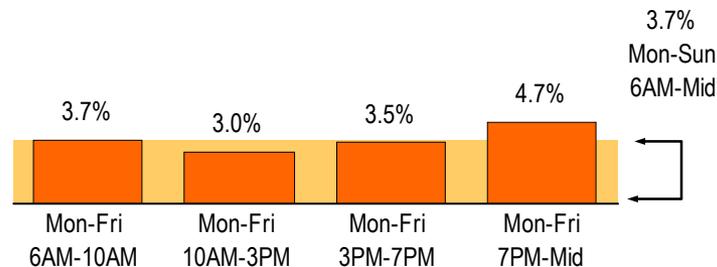
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

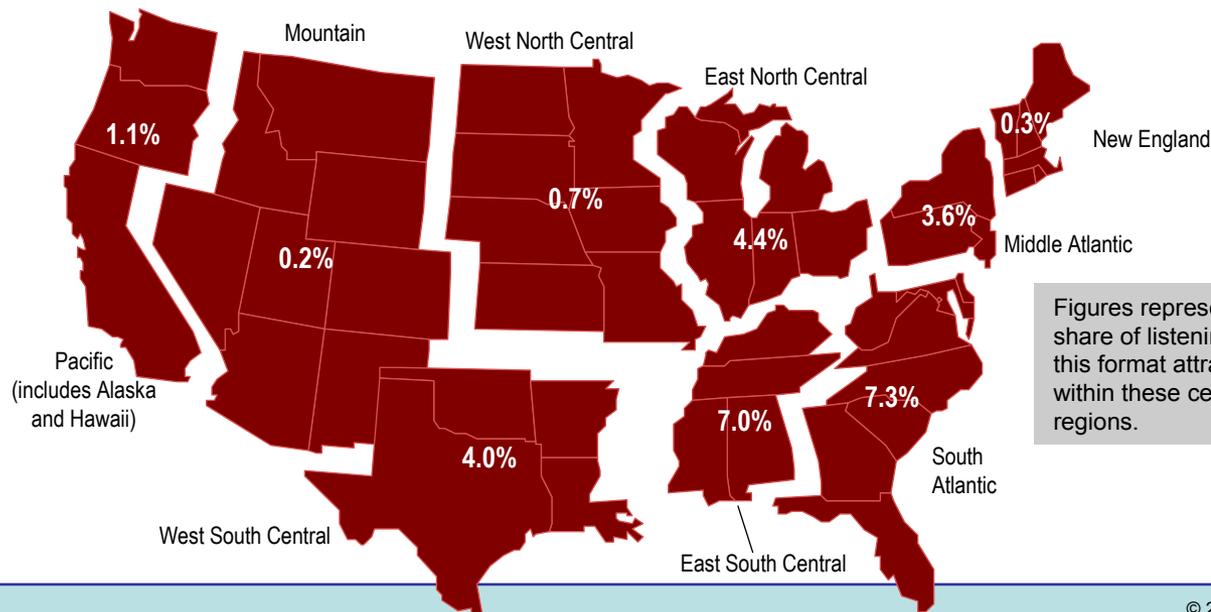
Persons 12+



Audience Share by Region

3.4% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Urban Adult Contemporary

Top Urban AC Songs of 2007

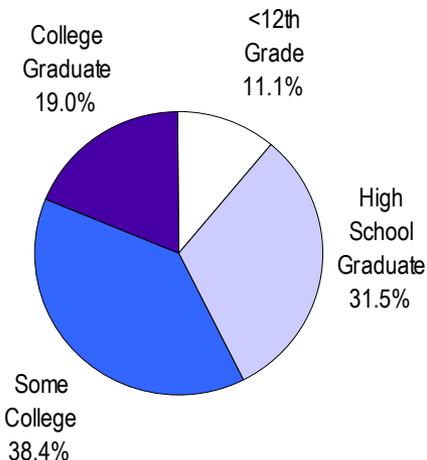
Lost Without U <i>Robin Thicke</i>
Please Don't Go <i>Tank</i>
Teachme <i>Musiq Soulchild</i>
Take Me As I Am <i>Mary J. Blige</i>
When I See U <i>Fantasia</i>
In My Songs <i>Gerald Levert</i>
Buddy <i>Musiq Soulchild</i>
If I Was Your Man <i>Joe</i>
Can U Believe <i>Robin Thicke</i>
Change Me <i>Ruben Studdard</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

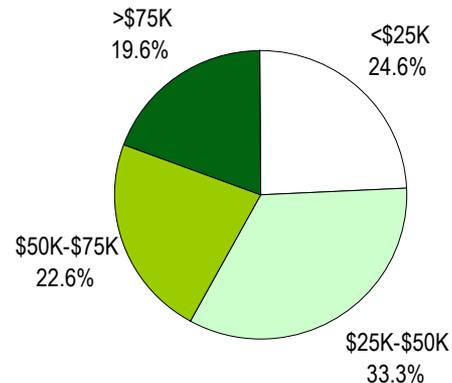
Education

Persons 18+



Household Income

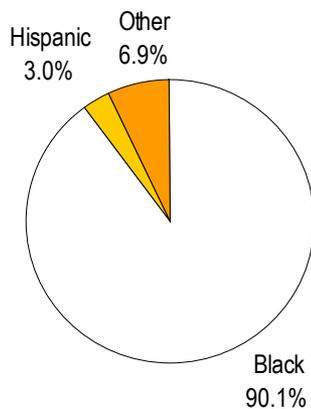
Persons 18+



Ethnic Composition*

AQH Persons

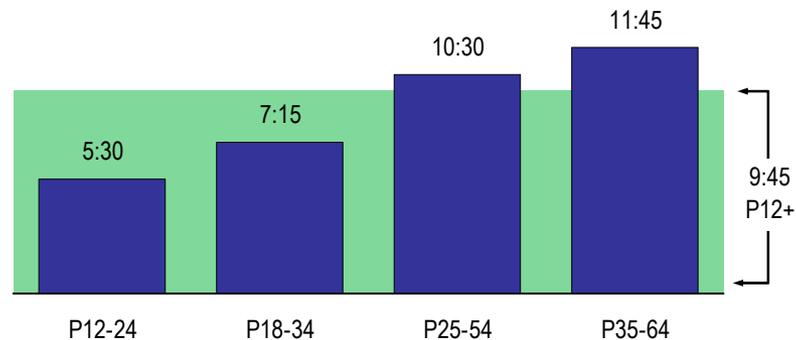
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Urban Adult Contemporary

Radio's English-Language TSL Leader

At 89%, Urban AC ranked sixth-best among all formats in terms of percentage of its listeners who had a high school diploma or beyond. The percentage of Urban AC listeners in households earning at least \$75,000 annually advanced 15% between Spring 2005 and 2007—one of the top gains in that category. More than 75% of Urban AC listeners were in the \$25,000+ income segment.

Urban AC boasted the No. 1 highest time spent listening of all English-language formats in this study, ranking No. 1 among both 25-54s and 35-64s, and fifth among 18-34s. However, the format gave 30 minutes of TSL 12+ and 25+ between Spring 2006 and 2007.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	40%
Never Married (Single)	42%
No Children in Household	48%
At Least One Child in HH	5%
Two or More Children in HH	31%

Own or Rent Residence

Own	57%
Rent	39%
Other	5%

Employment Status

Employed 35 Hours or More	58%
Employed Less Than 35 Hours	16%
Not Employed	26%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	128
Digital Camera	131
DVD Player	134
DVR (TiVo®, etc)	154
HDTV	132
MP3 Player (iPod®, Creative®, etc.)	155
PDA	138
Satellite Radio Subscription	116
Video Game System	161
Wireless/Cell Service for Other HH Member	142
Wireless/Cell Service for Self	149

How Often Usually Vote in Local Elections

	Index
Always	92
Sometimes	99
Never	113

How Often Usually Vote in Statewide Elections

	Index
Always	86
Sometimes	107
Never	120

How Often Usually Vote in Presidential Elections

	Index
Always	97
Sometimes	109
Never	107

Political Party Affiliation

	Index
Democrat	173
Republican	45
Independent	66
Independent, But Feel Closer to Democratic	105
Independent, But Feel Closer to Republican	55
None of These	99

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	103
1-4 Hours	99
5-9 Hours	92
10-19 Hours	84
20 Hours or More	99

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

	Index
\$15,000-\$19,999	147
\$20,000-\$24,999	94
\$25,000-\$29,999	110
\$30,000-\$34,999	112
\$35,000-\$44,999	150
\$45,000 or More	139

Ways Online Services Used Past 30 Days

	Index
Auction Site	66
Blogs (Read or Contributed to)	82
Download Music/ Listen to Audio Clips	125
Download/Watch Video	122
Financial Information/Services	89
Games	111
Internet Yellow Pages	112
Job/Employment Search	184
Listen to Radio	114
Local/Community Events	108
Movie Listings	15
News	89
Pay Bills	112
Radio Station Site	146
Real Estate Listings	118
Travel Reservations (Airline, Hotel, Auto)	96
Weather	83

Urban Contemporary



Strength With Teens, Young Adults

America's 154 Urban Contemporary stations attracted nearly 18 million listeners and generated a 3.7% share in Spring 2007, down from 4.1% a year earlier. Its ratings decline can be partially attributed to 25 fewer stations (resulting in 2 million fewer listeners). Urban Contemporary was tied as America's seventh-most-popular programming choice, ranking No. 1 in Atlanta and Baltimore.

Urban Contemporary's appeal leaned towards Women. It ranked third-highest in Teen composition, fourth in 18-24 concentration and fifth for its percentage of 25-34s. Almost two-thirds of its listeners were under 35; 82% were under 45. It ranked No. 3 among Teens, fourth with Adults 18-24 and fifth with 25-34s.

More than one-third of Urban Contemporary stations were in the South Atlantic, nearly twice as many as elsewhere. Twenty-two states had none, including California, with only one each in New England and the Mountain areas.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

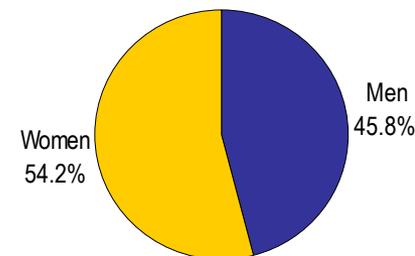
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
4.3%	4.6%	4.4%	4.3%	4.1%	3.7%

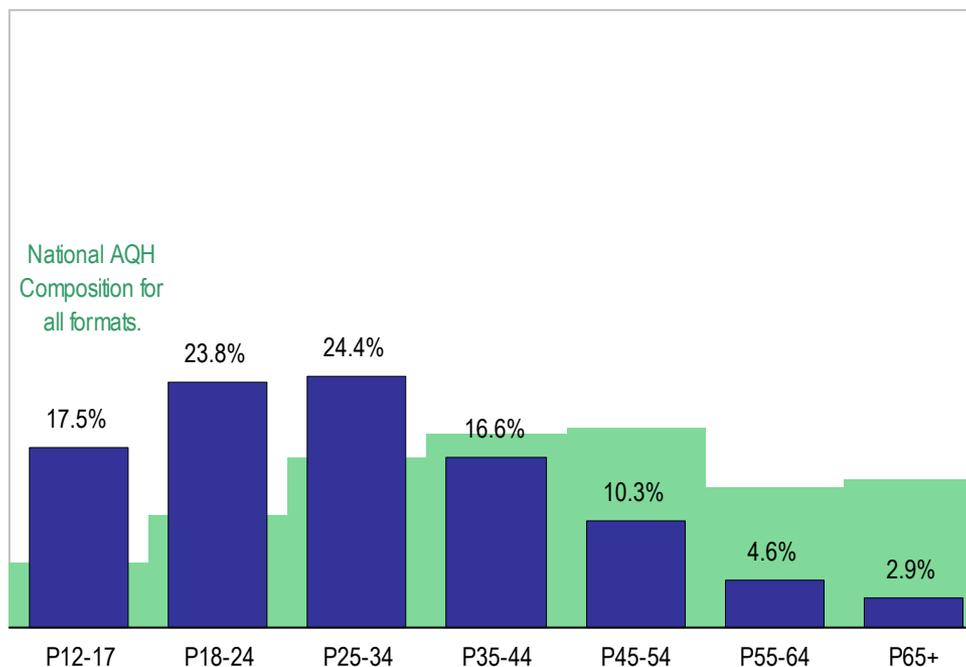
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Urban Contemporary

A Little Night Music

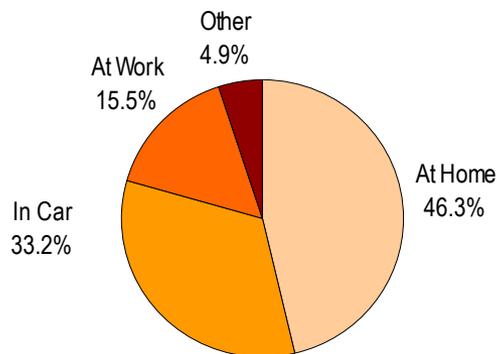
Urban Contemporary ranked No. 4 among all formats in the percentage of its listening taking place at home, though in car increasingly took share from residence tune-in. Almost 5% of Urban Contemporary listening occurred somewhere other than at home, at work or in car, ranking second-highest in that category.

The format generated its best ratings at night, where it ranked fifth among all formats. It also outperformed its overall 12+ share in afternoons, ranking seventh. It was in afternoons when Urban Contemporary's 12+ ratings slippage was most pronounced, down 16%, respectively, between Spring 2005 and 2007.

Significantly regionalized, Urban Contemporary was the second-strongest format in the East South Central region, and was fifth-most-popular in the Middle Atlantic and South Atlantic areas. The format gained audience share in the Middle Atlantic, East South Central, East North Central and Pacific regions.

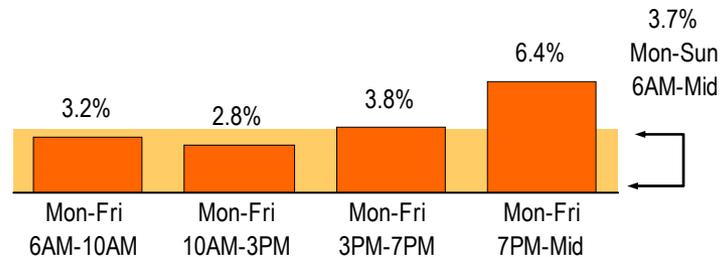
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

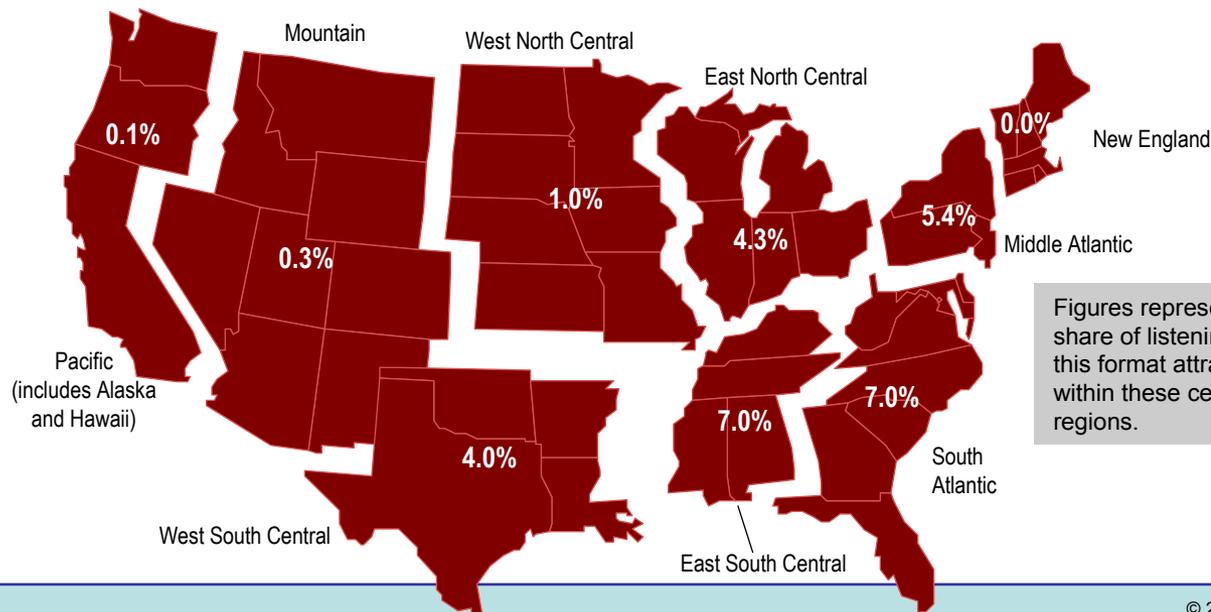
Persons 12+



Audience Share by Region

3.7% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Urban Contemporary

Top Urban Contemporary Hits Of 2007

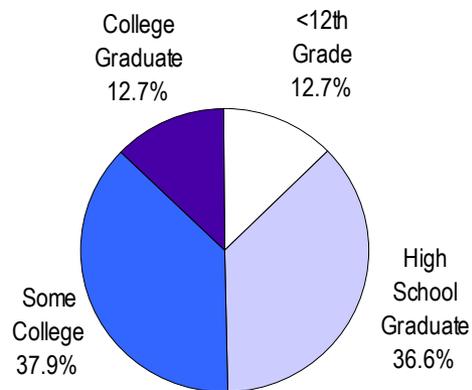
Buy U A Drank (Shawty Snappin') <i>T-Pain feat. Yung Joc</i>
You <i>Lloyd feat. Lil Wayne</i>
When I See U <i>Fantasia</i>
Lost Without U <i>Robin Thicke</i>
Shawty <i>Plies feat. T-Pain</i>
Promise <i>Ciara</i>
Until The End Of Time <i>Justin Timberlake feat. Beyoncé</i>
Let It Go <i>Keyshia Cole</i>
Poppin' <i>Chris Brown</i>
Bed <i>J. Holiday</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

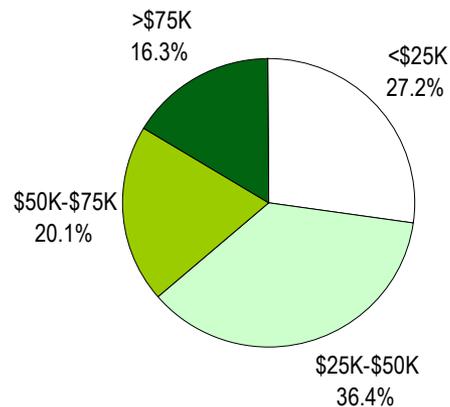
Education

Persons 18+



Household Income

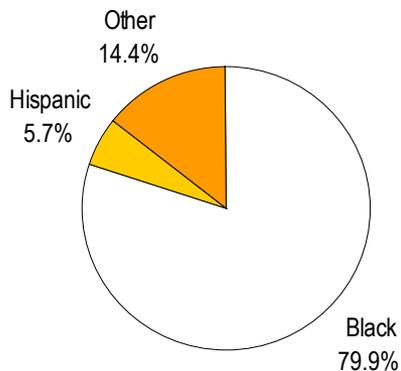
Persons 18+



Ethnic Composition*

AQH Persons

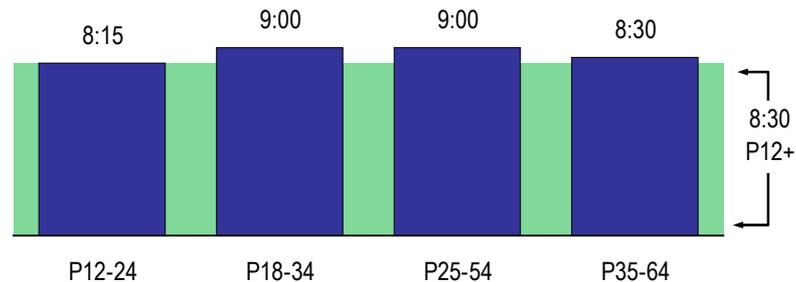
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Urban Contemporary

Attractive Purchasing Prospects

More than 87% of Urban Contemporary listeners have at least a high school diploma, and more than half attended or graduated from college. Notably, the percentage of those in \$75,000+ households had jumped 21% between Spring 2005 and 2007—the biggest increase of any format. Nearly three-quarters of Urban Contemporary listeners lived in households earning more than \$25,000 per year.

Time spent listening to Urban Contemporary was fifth-best among all formats. The format ranked No. 2 in TSL among 12-24s and 18-34s, was tied for fourth among 25-54s and was sixth among 35-64s.

Urban Contemporary listeners indexed No. 3 in planning to buy a digital camera, DVR, HDTV, PDA, video game system and wireless/cell service for themselves or a family member. They indexed No. 1 for online job/employment search and for buying a car priced between \$15,000-\$20,000. They were third most likely to purchase an automobile valued between \$25,000-\$30,000.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	31%
Never Married (Single)	56%
No Children in Household	41%
At Least One Child in HH	59%
Two or More Children in HH	34%

Own or Rent Residence

Own	50%
Rent	41%
Other	9%

Employment Status

Employed 35 Hours or More	54%
Employed Less Than 35 Hours	22%
Not Employed	24%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	122
Digital Camera	136
DVD Player	153
DVR (TiVo®, etc)	152
HDTV	135
MP3 Player (iPod®, Creative®, etc.)	163
PDA	154
Satellite Radio Subscription	110
Video Game System	211
Wireless/Cell Service for Other HH Member	146
Wireless/Cell Service for Self	156

How Often Usually Vote in Local Elections

	Index
Always	76
Sometimes	95
Never	141

How Often Usually Vote in Statewide Elections

	Index
Always	72
Sometimes	109
Never	145

How Often Usually Vote in Presidential Elections

	Index
Always	86
Sometimes	129
Never	137

Political Party Affiliation

	Index
Democrat	143
Republican	52
Independent	75
Independent, But Feel Closer to Democratic	113
Independent, But Feel Closer to Republican	69
None of These	122

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	10
1-4 Hours	108
5-9 Hours	99
10-19 Hours	90
20 Hours or More	104

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

	Index
\$15,000-\$19,999	166
\$20,000-\$24,999	93
\$25,000-\$29,999	126
\$30,000-\$34,999	118
\$35,000-\$44,999	107
\$45,000 or More	146

Ways Online Services Used Past 30 Days

	Index
Auction Site	84
Blogs (Read or Contributed to)	114
Download Music/ Listen to Audio Clips	152
Download/Watch Video	144
Financial Information/Services	83
Games	118
Internet Yellow Pages	103
Job/Employment Search	201
Listen to Radio	131
Local/Community Events	90
Movie Listings	129
News	100
Pay Bills	117
Radio Station Site	138
Real Estate Listings	105
Travel Reservations (Airline, Hotel, Auto)	88
Weather	91

Mexican Regional



Five Wins in a Row

One of America's fastest-growing formats, Mexican Regional expanded its presence from 227 stations to 302 between Spring 2006 and 2007, widening its weekly reach 12% from 9.5 million to 10.6 million and claiming the No. 1 station in Los Angeles. Mexican Regional moved up from the No. 11 format to No. 9 in one year, cracking the top 10 for the first time. The format climbed from a 2.1% 12+ share in Spring 2002 to a 3.4% by Spring 2007, gaining five consecutive years.

Appealing primarily to Men, Mexican Regional was also a younger-demo format, as 60% of its listeners were under 35. Its audience was highly concentrated in the 25-44 demographic, with a higher percentage of its audience in both that segment (55%) and between the ages of 25-34 (35%) than any other format. Mexican Regional ranked No. 3 among Adults 25-34 and fifth with Adults 18-24.

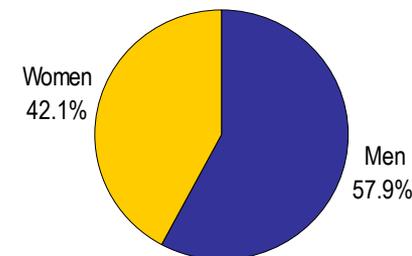
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
2.1%	2.4%	2.6%	2.8%	3.1%	3.4%

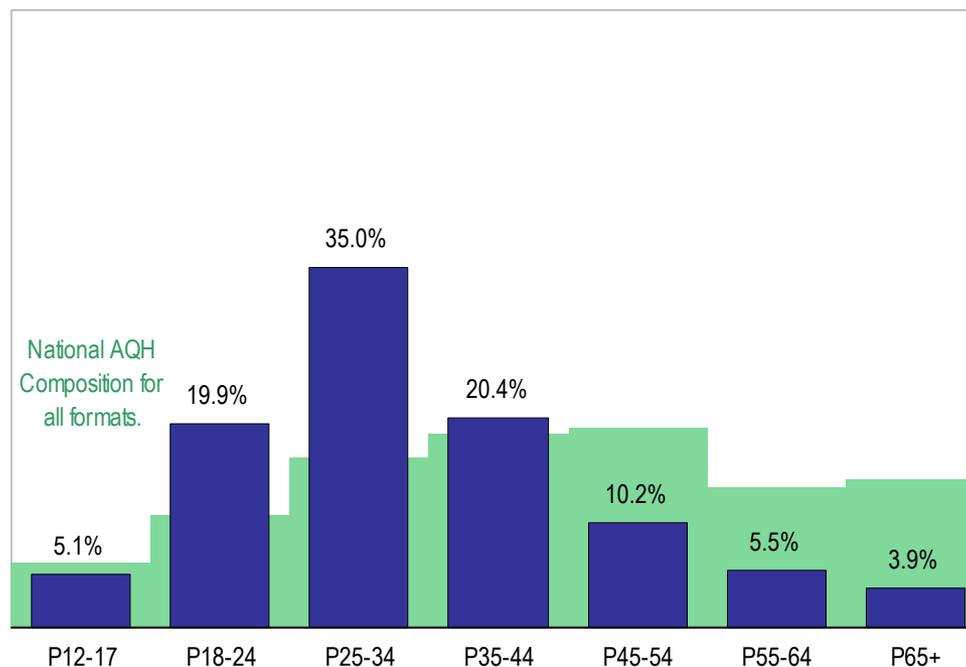
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Mexican Regional

Improvements Around the Clock

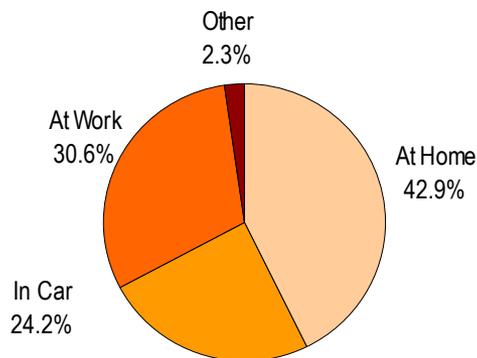
Mexican Regional's ratings advanced significantly in all dayparts, up 19% in mornings since Spring 2005, up 21% in middays, 25% in afternoons and 19% in evenings. The format ranked sixth in mornings and middays.

Unlike most formats where in-car tune-in was on the rise, listening by location to Mexican Regional has remained almost unchanged in the past three years. It was sixth-highest in its at-home percentage and last among all formats for in-car listening, which generated just 24% of its ratings.

As its namesake suggests, Mexican Regional was highly regionalized, heard in 33 states. Nearly all of its ratings come from the Pacific, where it ranked No. 2, and the West South Central and Mountain areas, where it was No. 3. More than a third of Mexican Regional stations were in the Pacific region.

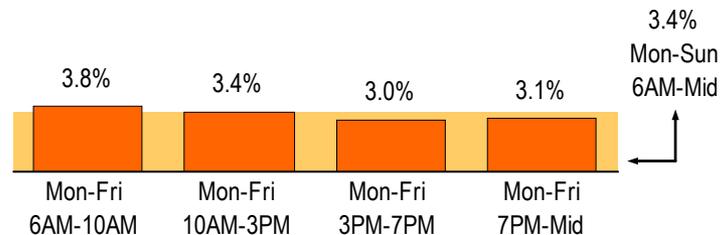
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

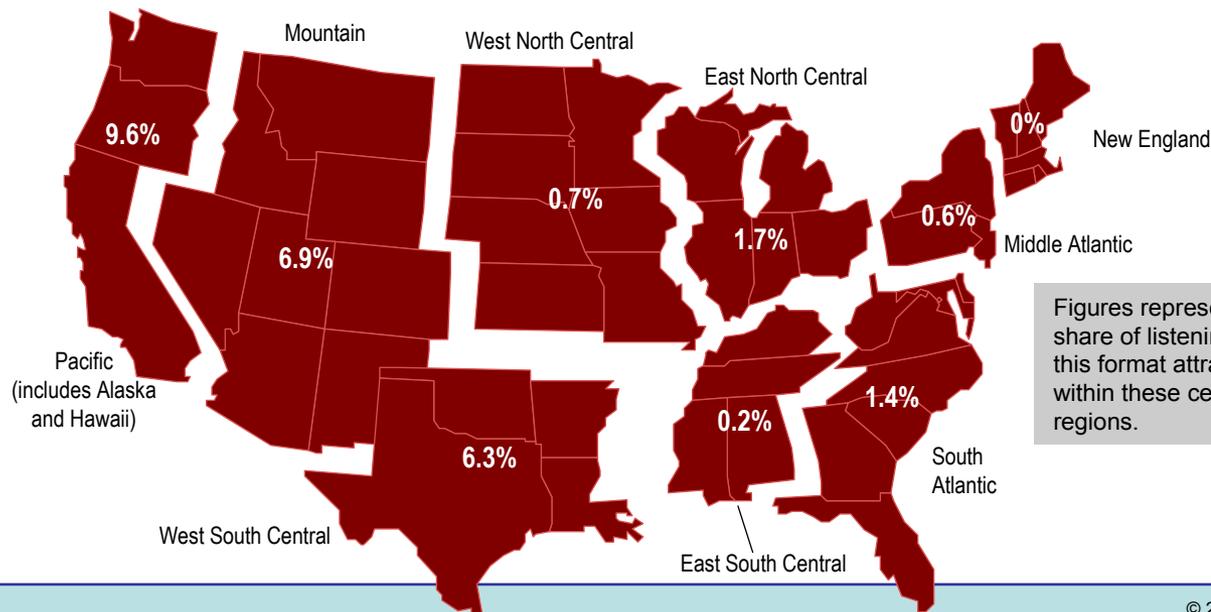
Persons 12+



Audience Share by Region

3.4% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Mexican Regional

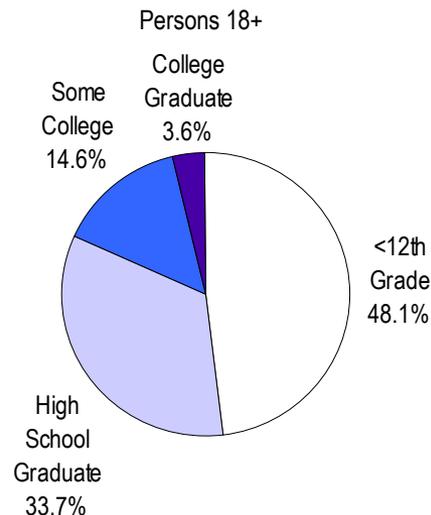
Top Regional Mexican Hits of 2007

A Ti Si Puedo Decirte <i>El Chapo De Sinaloa</i>
Lagrimas Del Corazon <i>Grupo Montez De Durango</i>
De Ti Exclusivo <i>La Arrolladora Banda El Limon</i>
Basta Ya <i>Conjunto Primavera</i>
Ese <i>Conjunto Primavera</i>
Dame Un Besito <i>Intocable</i>
La Noche Perfecta <i>El Chapo De Sinaloa</i>
Dime Quien Es <i>Los Rieleros Del Norte</i>
Mil Heridas <i>Cuisillos</i>
Por Amarte Asi <i>Los Alacranes Musicales</i>

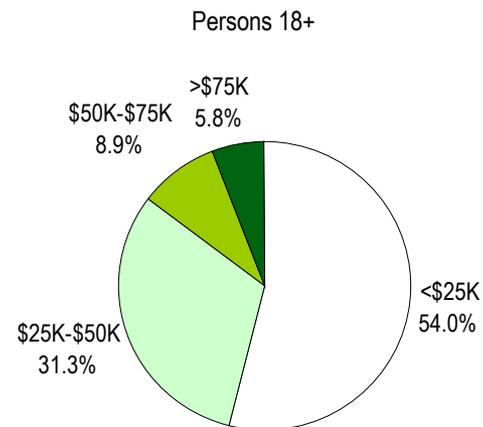
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

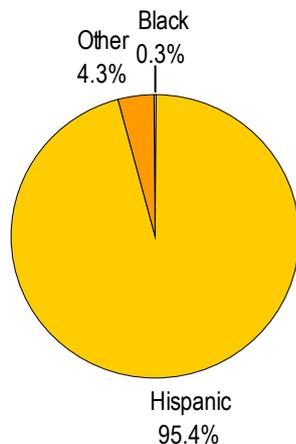


Household Income



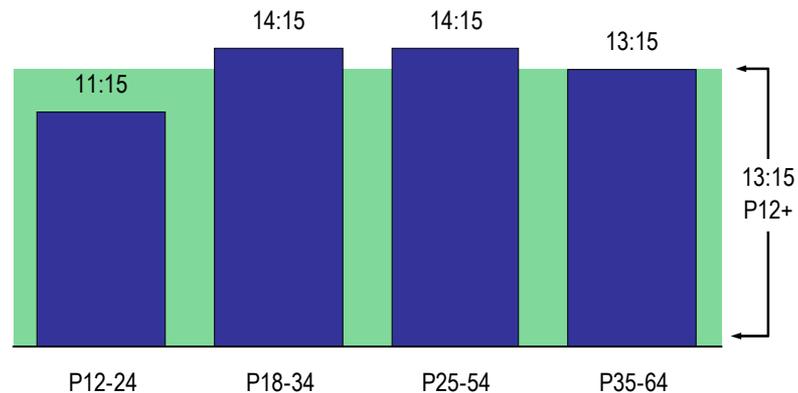
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Mexican Regional

Gearing Up For the Web

More than half of Mexican Regional listeners had a high school diploma or went to college. The percentage of Mexican Regional consumers earning at least \$25,000 annually grew from less than 44% to 46% between Spring 2005 and 2007.

Time spent listening was where Mexican Regional shines: it dominated all formats 12+, as well as 12-24, 18-34, 25-54 and 35-54. However, as with most formats, TSL declined between Spring 2006 and 2007 in all demos.

Mexican Regional was the leading format in having children at home, in being renters and not being politically affiliated. Their low Internet activity will likely be offset in the coming year by indexing No. 1 for intent to purchase a computer. They also indexed tops for planning to purchase a wireless/cell plan for themselves; No. 2 for likelihood to buy a digital camera, HDTV or MP3 player.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	52%
Never Married (Single)	38%
No Children in Household	32%
At Least One Child in HH	68%
Two or More Children in HH	49%

Own or Rent Residence

Own	40%
Rent	55%
Other	5%

Employment Status

Employed 35 Hours or More	56%
Employed Less Than 35 Hours	19%
Not Employed	26%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	173
Digital Camera	144
DVD Player	136
DVR (TiVo®, etc)	121
HDTV	137
MP3 Player (iPod®, Creative®, etc.)	167
PDA	149
Satellite Radio Subscription	112
Video Game System	209
Wireless/Cell Service for Other HH Member	138
Wireless/Cell Service for Self	166

*Not available owing to insufficient information.

How Often Usually Vote in Local Elections

	Index
Always	47
Sometimes	64
Never	216

How Often Usually Vote in Statewide Elections

	Index
Always	47
Sometimes	72
Never	223

How Often Usually Vote in Presidential Elections

	Index
Always	52
Sometimes	113
Never	265

Political Party Affiliation

	Index
Democrat	87
Republican	45
Independent	62
Independent, But Feel Closer to Democratic	82
Independent, But Feel Closer to Republican	66
None of These	247

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	78
1-4 Hours	64
5-9 Hours	49
10-19 Hours	51
20 Hours or More	57

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

	Index
\$15,000-\$19,999	68
\$20,000-\$24,999	115
\$25,000-\$29,999	94
\$30,000-\$34,999	NA*
\$35,000-\$44,999	NA*
\$45,000 or More	NA*

Ways Online Services Used Past 30 Days

	Index
Auction Site	43
Blogs (Read or Contributed to)	57
Download Music/ Listen to Audio Clips	85
Download/Watch Video	72
Financial Information/Services	44
Games	48
Internet Yellow Pages	55
Job/Employment Search	66
Listen to Radio	67
Local/Community Events	54
Movie Listings	64
News	59
Pay Bills	61
Radio Station Site	72
Real Estate Listings	47
Travel Reservations (Airline, Hotel, Auto)	48
Weather	48

Hot Adult Contemporary



An Efficient 25-54 Performer

With 451 stations, Hot Adult Contemporary delivered a 3.2% share of the national radio audience in Spring 2007, just as it did the previous year, stopping several years of declining ratings. Although ranked as the 10th-most-popular format, Hot AC ranked seventh in weekly Cume, with 23.5 million listeners.

Hot AC was the quintessentially efficient 25-54 format, with only 21% of its audience under 25 and only 10% older than 55. Still, Hot AC ranked as the fifth-highest-rated format among Teens. More than half of its listeners were between 25-44. Its 35-44 composition was fourth-highest of all formats. It also ranked fourth-highest in its ratio of Women listeners to Men. Aging slowly, Hot AC's 45+ audience composition increased 2% between Spring 2005 and 2007.

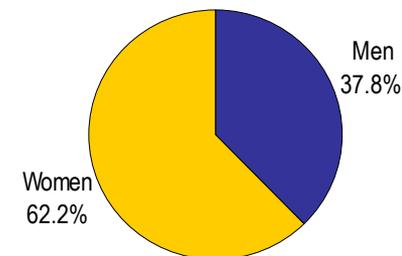
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
3.9%	3.8%	3.7%	3.6%	3.2%	3.2%

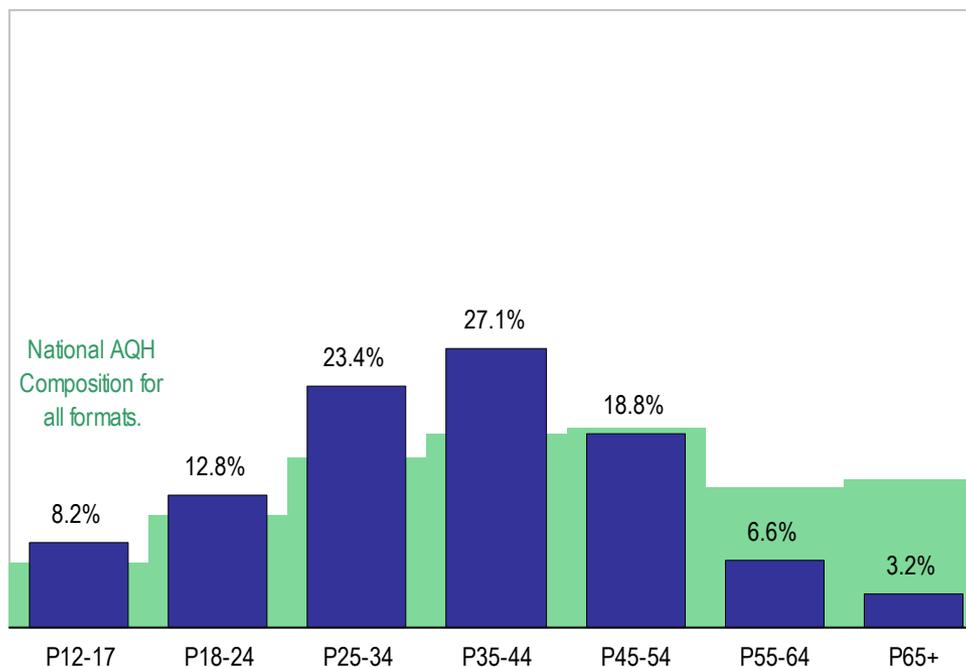
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Hot Adult Contemporary

Improving As the Day Goes On

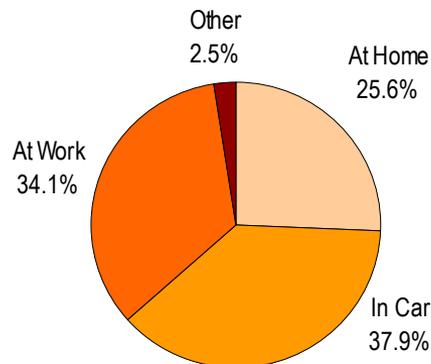
While Hot AC's proportion of at-work listening ranked fifth-highest of all formats, that percentage slipped more than 2% since Spring 2005, with most of that shift moving to in-car tune-in.

Hot AC's level performance between Spring 2006 and 2007 came from fractional declines in mornings and middays, offset by similar gains in afternoons and evenings. Hot AC outperformed its 12+ ratings in middays, when it tied for sixth among all formats, and also in afternoons, when it ranked eighth.

During the year, Hot AC improved its ratings in three regions: West North Central, Mountain and Pacific. It did best in East North Central, ranking sixth, and was seventh 12+ in the New England, East North Central, West North Central and Mountain areas.

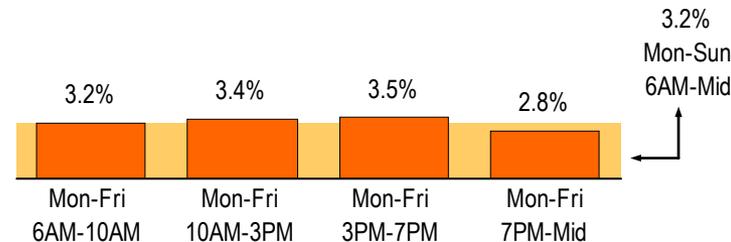
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

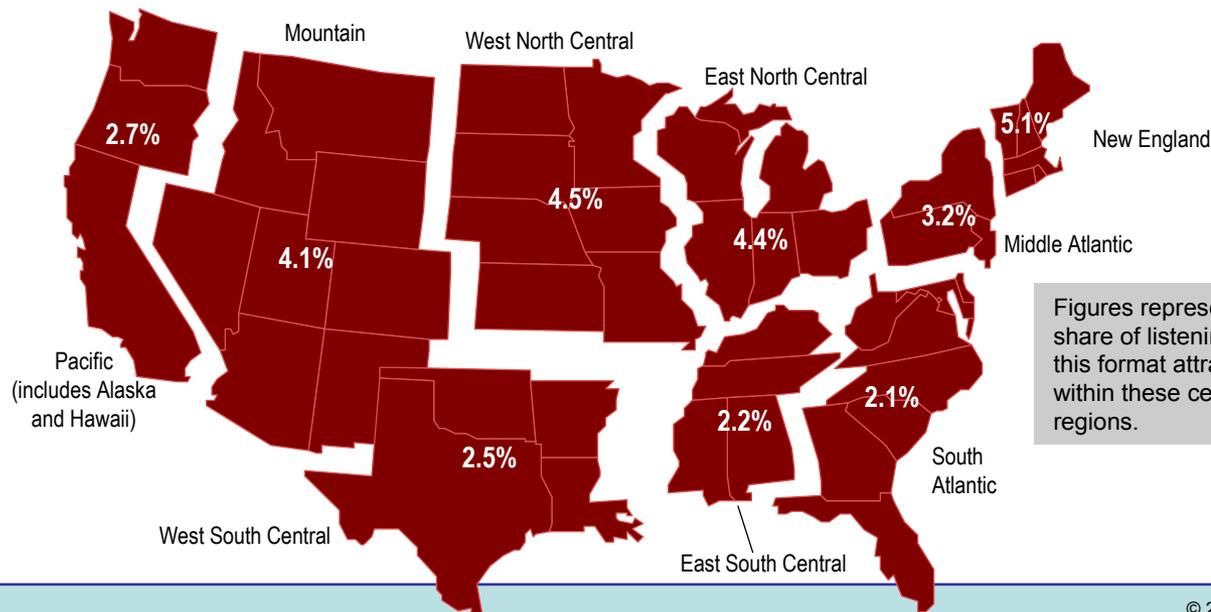
Persons 12+



Audience Share by Region

3.2% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Hot Adult Contemporary

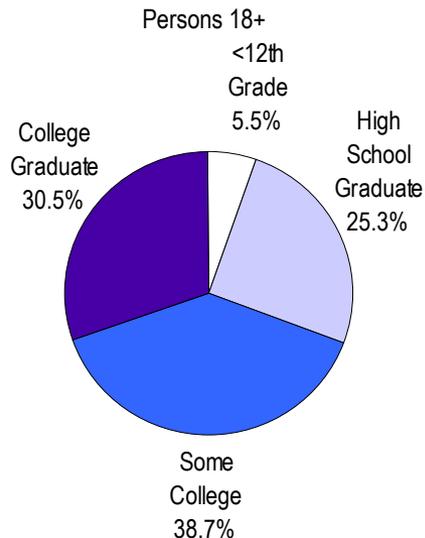
Top Hot AC Songs of 2007

How To Save A Life <i>The Fray</i>
Chasing Cars <i>Snow Patrol</i>
It's Not Over <i>Daughtry</i>
If Everyone Cared <i>Nickelback</i>
Makes Me Wonder <i>Maroon 5</i>
Home <i>Daughtry</i>
Waiting On The World To Change <i>John Mayer</i>
The Sweet Escape <i>Gwen Stefani</i>
Say It Right <i>Nelly Furtado</i>
First Time <i>Lifehouse</i>

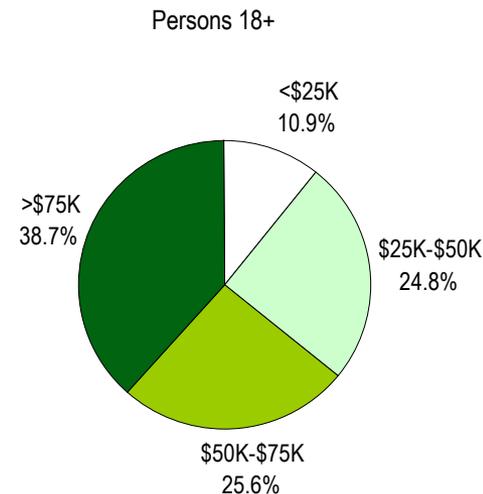
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

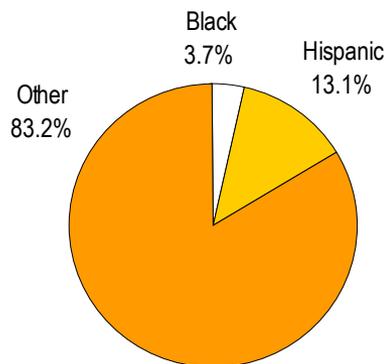


Household Income



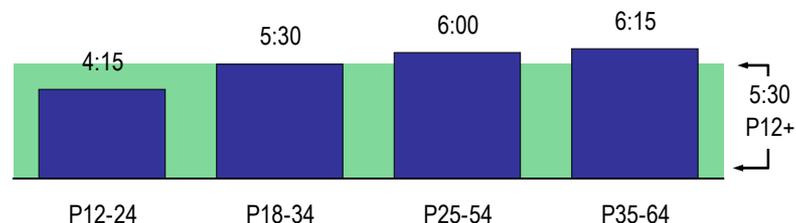
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Hot Adult Contemporary

Highest Level of Employment

More than 94% of Hot AC listeners had a high school diploma. The format ranked seventh for its proportion of college graduates and was eighth in the percentage of its listeners who had attended or graduated from college.

The percentage of Hot AC's audience in households earning \$75,000 or more annually was up since Spring 2005—ranking it seventh among all formats and a 12% growth rate over that time frame. Nearly 90% of Hot AC listeners earned at least \$25,000 per year.

Hot AC listeners were the least unemployed of all radio listeners. They indexed No. 3 for spending 20 hours or more surfing the Web, indexing far above the norm and leading all other listeners for checking local/community events. Their listeners were among the most likely to go online to play games, pay bills and search online Yellow Pages, weather and real estate listings.

Family Status

Married	59%
Never Married (Single)	30%
No Children in Household	44%
At Least One Child in HH	56%
Two or More Children in HH	35%

Own or Rent Residence

Own	73%
Rent	21%
Other	6%

Employment Status

Employed 35 Hours or More	61%
Employed Less Than 35 Hours	19%
Not Employed	20%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	104
Digital Camera	133
DVD Player	103
DVR (TiVo®, etc)	122
HDTV	108
MP3 Player (iPod®, Creative®, etc.)	141
PDA	111
Satellite Radio Subscription	14
Video Game System	116
Wireless/Cell Service for Other HH Member	122
Wireless/Cell Service for Self	107

How Often Usually Vote in Local Elections

	Index
Always	83
Sometimes	120
Never	103

How Often Usually Vote in Statewide Elections

	Index
Always	90
Sometimes	124
Never	99

How Often Usually Vote in Presidential Elections

	Index
Always	98
Sometimes	122
Never	97

Political Party Affiliation

	Index
Democrat	92
Republican	102
Independent	111
Independent, But Feel Closer to Democratic	110
Independent, But Feel Closer to Republican	107
None of These	96

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	125
1-4 Hours	119
5-9 Hours	131
10-19 Hours	132
20 Hours or More	130

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

	Index
\$15,000-\$19,999	100
\$20,000-\$24,999	115
\$25,000-\$29,999	107
\$30,000-\$34,999	123
\$35,000-\$44,999	116
\$45,000 or More	114

Ways Online Services Used Past 30 Days

	Index
Auction Site	134
Blogs (Read or Contributed to)	136
Download Music/ Listen to Audio Clips	138
Download/Watch Video	145
Financial Information/Services	122
Games	128
Internet Yellow Pages	138
Job/Employment Search	145
Listen to Radio	131
Local/Community Events	156
Movie Listings	145
News	132
Pay Bills	137
Radio Station Site	145
Real Estate Listings	134
Travel Reservations (Airline, Hotel, Auto)	129
Weather	133



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Classic Hits

No. 1 For Ratings Growth

The 288 stations programming Classic Hits generally focused on pop hits of the late '60 through the '70s, and Spring 2007 was a watershed year for Classic Hits, which supplanted Oldies as the leading format for older pop hits. Classic Hits and Oldies combined for 5.4% of all listeners in both Spring 2006 and 2007. But Classic Hits jumped from a tie for 14th to No. 11, soaring 12+ from a 2.1% to 2.8%, while Oldies fell by the same margin.

While distinguishing the two formats may originally have been more of branding, the differences became more tangible, especially in its younger audience composition, with 72% of Classic Hits listeners being under 55, compared to Oldies' 54%. Classic Hits' 45-54 listener segment was largest of all formats. Each week, Classic Hits reached almost 17 million listeners, up from under 13 million in Spring 2006.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



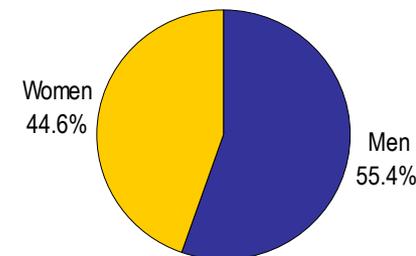
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
0.9%	1.2%	1.4%	1.6%	2.1%	2.8%

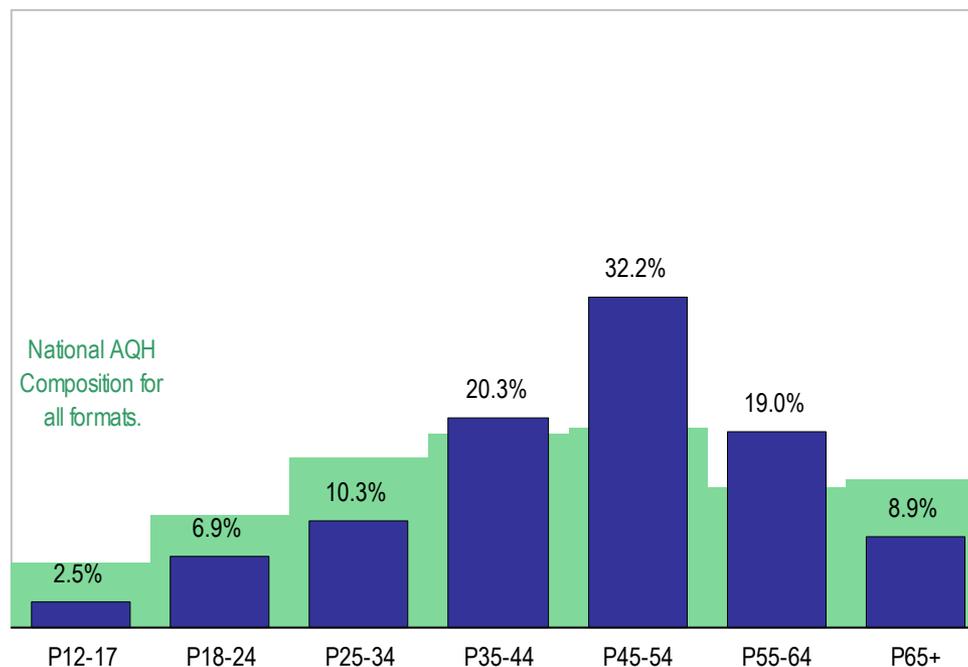
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Classic Hits

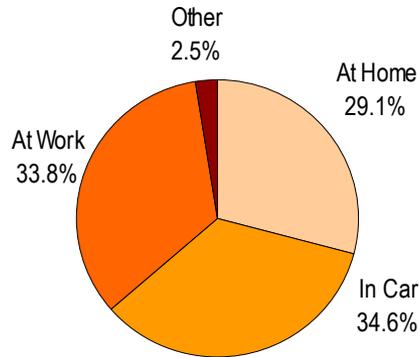
Gains In All Dayparts

More of the listening to Classic Hits took place out of home than most formats, though that became less so in Spring 2007, as at-home gained 2%, mostly from in car, the preferred location. While Classic Hits improved impressively in all dayparts, it did best in middays, where it outperformed its overall 12+ share.

Classic Hits increased its audience share everywhere except the Mountain area. Its share nearly tripled in the Pacific region, and nearly doubled in the East South Central territory. Classic Hits ranked fifth among all formats in New England.

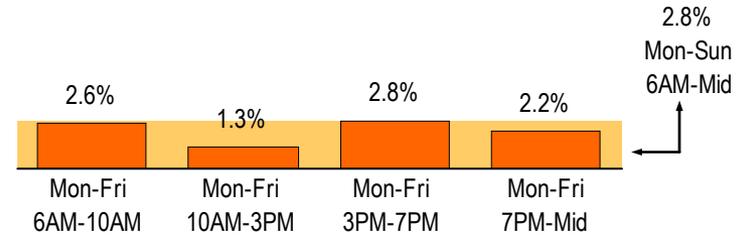
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

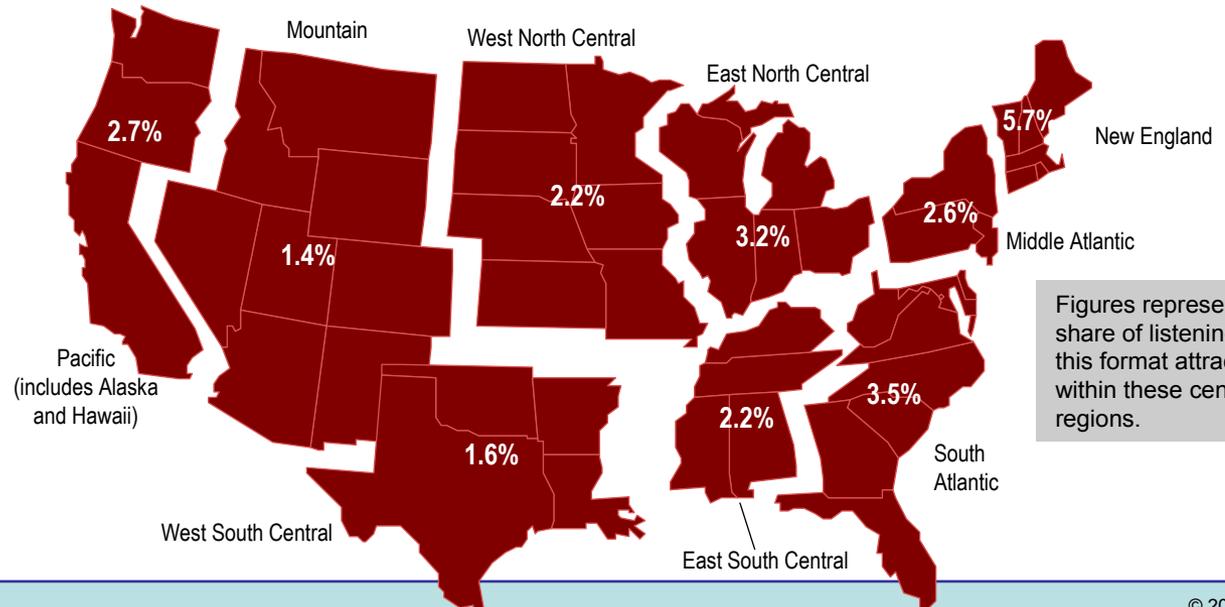
Persons 12+



Audience Share by Region

2.8% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Classic Hits

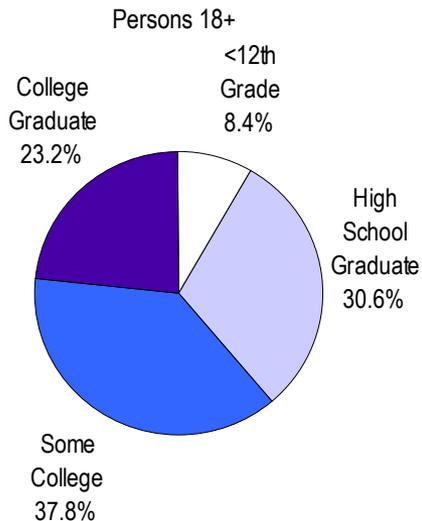
Top Classic Hits Songs of 2007

Brown Eyed Girl <i>Van Morrison</i>
Respect <i>Aretha Franklin</i>
Magic Carpet Ride <i>Steppenwolf</i>
Mony Mony <i>Tommy James/Shondels</i>
Oh! Pretty Woman <i>Roy Orbison</i>
I'm A Believer <i>Monkees</i>
Maggie May <i>Rod Stewart</i>
Sister Golden Hair <i>America</i>
Margaritaville <i>Jimmy Buffett</i>
Long Cool Woman In A Black Dress <i>Hollies</i>

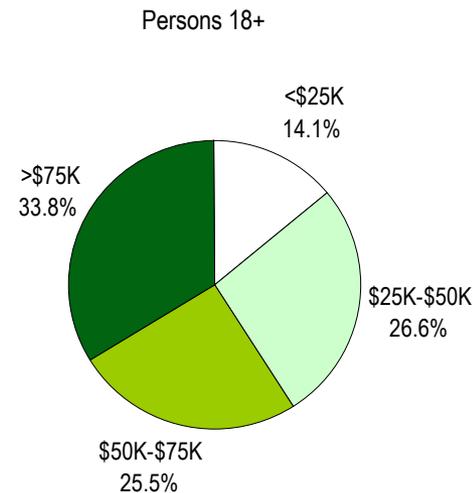
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

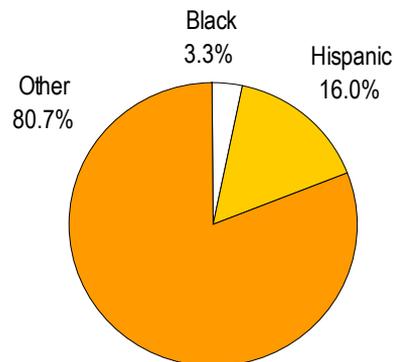


Household Income



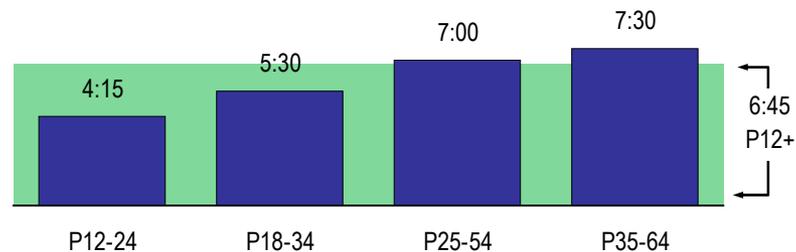
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Classic Hits

Strongly Independent Politically

Listeners to Classic Hits indexed second-highest for being Independent politically, although those Independents that had a preference tended to lean Republican. They indexed third-most-likely of all radio listeners to be in the market to purchase a car selling for \$20,000-\$25,000, and were nearly 30% more likely than the average person to be shopping for a satellite radio service in the coming year. Classic Hits listeners also were more probable purchasers of DVD players, DVRs and PDAs than the general public.

Family Status

Married	62%
Never Married (Single)	22%
No Children in Household	58%
At Least One Child in HH	42%
Two or More Children in HH	24%

Own or Rent Residence

Own	79%
Rent	17%
Other	4%

Employment Status

Employed 35 Hours or More	61%
Employed Less Than 35 Hours	15%
Not Employed	24%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	89
Digital Camera	94
DVD Player	111
DVR (TiVo®, etc)	107
HDTV	100
MP3 Player (iPod®, Creative®, etc.)	97
PDA	111
Satellite Radio Subscription	128
Video Game System	89
Wireless/Cell Service for Other HH Member	96
Wireless/Cell Service for Self	98

How Often Usually Vote in Local Elections

	Index
Always	96
Sometimes	110
Never	95

How Often Usually Vote in Statewide Elections

	Index
Always	102
Sometimes	106
Never	91

How Often Usually Vote in Presidential Elections

	Index
Always	103
Sometimes	98
Never	90

Political Party Affiliation

	Index
Democrat	90
Republican	107
Independent	114
Independent, But Feel Closer to Democratic	101
Independent, But Feel Closer to Republican	121
None of These	90

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	117
1-4 Hours	112
5-9 Hours	119
10-19 Hours	109
20 Hours or More	105

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

	Index
\$15,000-\$19,999	120
\$20,000-\$24,999	122
\$25,000-\$29,999	109
\$30,000-\$34,999	103
\$35,000-\$44,999	101
\$45,000 or More	115

Ways Online Services Used Past 30 Days

	Index
Auction Site	109
Blogs (Read or Contributed to)	90
Download Music/ Listen to Audio Clips	107
Download/Watch Video	102
Financial Information/Services	108
Games	95
Internet Yellow Pages	111
Job/Employment Search	113
Listen to Radio	107
Local/Community Events	117
Movie Listings	103
News	110
Pay Bills	108
Radio Station Site	116
Real Estate Listings	114
Travel Reservations (Airline, Hotel, Auto)	114
Weather	114



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Oldies

Heading Towards 55+ Emphasis

The Oldies format, formerly home of '50s and '60s hits, has slowly evolved over time to include pop singles of the early '70s. Oldies has recently lost some signals, as of Spring 2007 there were 30 fewer Oldies stations than in 2006. The 750 stations produced almost 16 million listeners, earning a 2.6% national share, down from 3.4% in Spring 2006 and about half its 12+ share of four years ago. Much of that listening appears to have gone to Classic Hits, which gained the same 0.7 difference. The ninth-most-popular format in the last report, Oldies ranked No. 12.

Oldies' gender split was nearly 50/50. Nearly half of its listeners were at least 55 years old—more than any other pop music format, and Oldies' 45-54 and 55-64 compositions also were higher than other formats. Oldies ranked No. 4 among Adults 55-64 and fifth with adults 65+.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



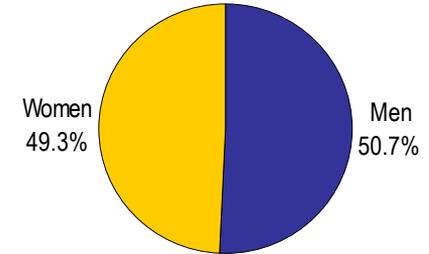
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
5.3%	5.0%	5.0%	4.1%	3.3%	2.6%

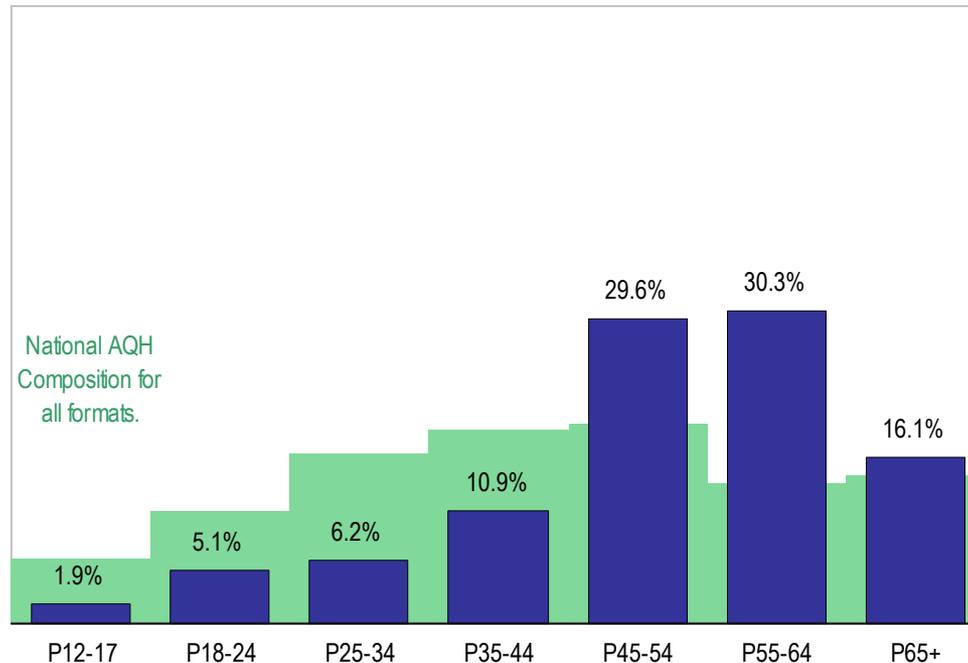
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Oldies

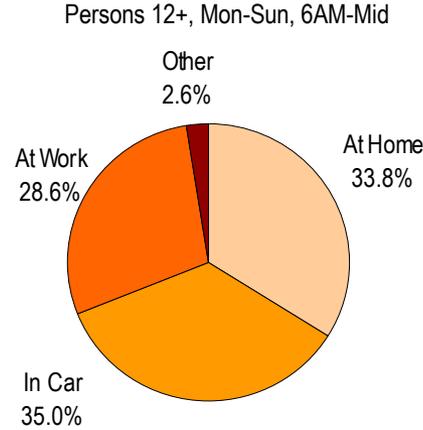
A Popular At-Work Format

Tune-in by location for Oldies consumers has remained almost identical since Spring 2005, with Oldies fans giving more of their total listening at work than do listeners of the majority of other formats. Though down significantly from Spring 2006 in all dayparts, Oldies generated its best ratings in middays, where it slightly exceeded its overall 12+ share.

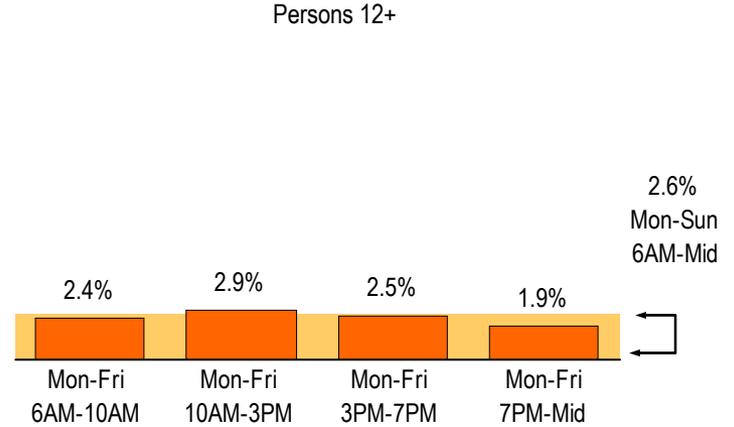
Regional ratings for Oldies slipped everywhere in Spring 2007, though Oldies still performed best in the West North Central area, where it ranked sixth. The format was eighth-strongest in the Mountain zone, and ranked ninth in East North Central and East South Central territories.

Despite the loss of some stations, Oldies remained the fifth-most programmed format in radio.

AQH Share of Listening by Location

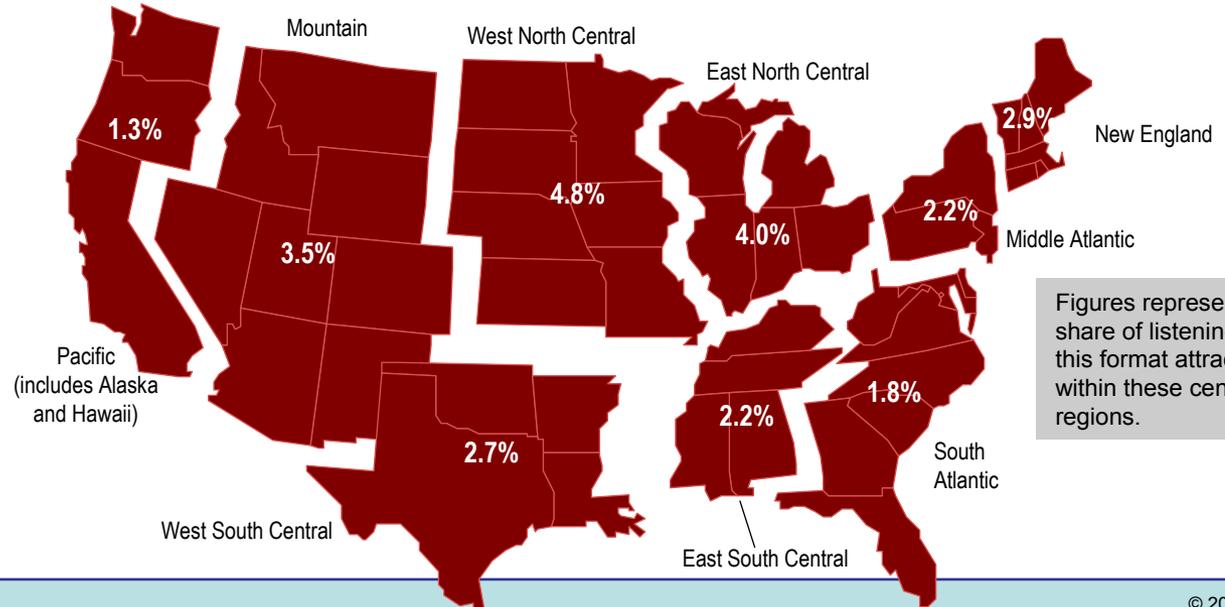


AQH Share of Listening by Daypart



Audience Share by Region

3.3% = National Average
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Oldies

Signs Of Strengthening TSL

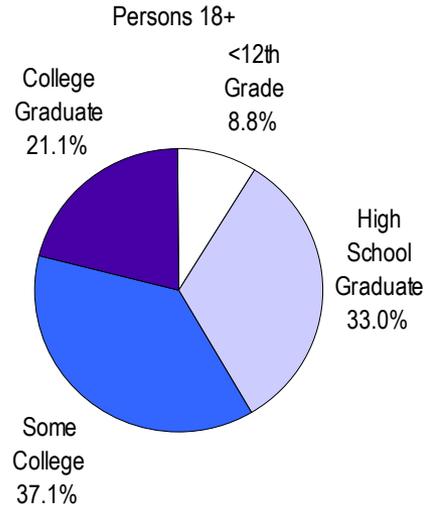
More than 58% of Oldies listeners had post-secondary education, and better than 91% had a high school diploma, a consistent figure for six years. The segment of Oldies listeners living in households earning \$75,000 or more annually was up at a pace of more than 9% since Spring 2002.

Time spent listening to Oldies has held up well in recent years. In fact, TSL increased 15 minutes among 12-24-year-olds and 18-34s—one of the few formats to improve TSL in any demo. Competitive with other heritage music formats, Oldies was stable overall 12+, and down only 15 minutes among 25-54s and 35-64s.

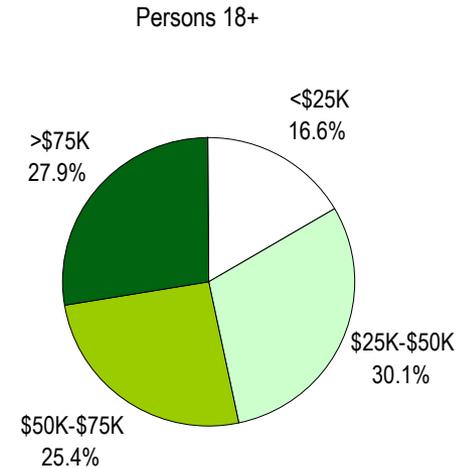
Between Spring 2006 and 2007, Oldies became increasingly homogenous, as the audience composition of African-Americans and Hispanics declined a combined 2.5%. Along with Alternative, Oldies was one of only two formats where the proportion of both African-Americans and Hispanics was less than the previous year.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

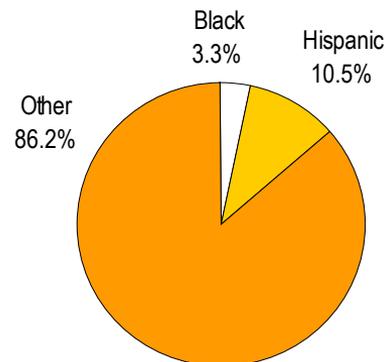


Household Income



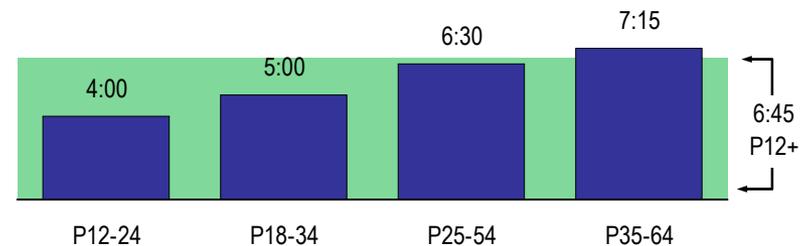
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Independent Minded

Reliable voters, Oldies listeners indexed third-highest for being an Independent, and were more likely than the general public to always vote in local, statewide and Presidential elections. They were No. 2 in percentage of being empty-nesters, and indexed somewhat more likely than the average person to be shopping for a car in the \$20,000-\$25,000 range. While they indexed slightly above the norm in being active online, they were more inclined than the general population to be interested in certain Web categories: Yellow Pages, news, real estate listings, travel reservations and weather. Of note to broadcasters was that Oldies consumers were the least likely of all radio listeners in this report to download music/listen to audio clips.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	62%
Never Married (Single)	20%
No Children in Household	67%
At Least One Child in HH	33%
Two or More Children in HH	17%

Own or Rent Residence

Own	80%
Rent	17%
Other	3%

Employment Status

Employed 35 Hours or More	55%
Employed Less Than 35 Hours	16%
Not Employed	29%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	95
Digital Camera	89
DVD Player	88
DVR (TiVo®, etc)	102
HDTV	94
MP3 Player (iPod®, Creative®, etc.)	83
PDA	85
Satellite Radio Subscription	67
Video Game System	66
Wireless/Cell Service for Other HH Member	100
Wireless/Cell Service for Self	88

How Often Usually Vote in Local Elections

	Index
Always	106
Sometimes	107
Never	84

How Often Usually Vote in Statewide Elections

	Index
Always	109
Sometimes	102
Never	82

How Often Usually Vote in Presidential Elections

	Index
Always	105
Sometimes	103
Never	80

Political Party Affiliation

	Index
Democrat	96
Republican	104
Independent	133
Independent, But Feel Closer to Democratic	103
Independent, But Feel Closer to Republican	105
None of These	90

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	105
1-4 Hours	108
5-9 Hours	107
10-19 Hours	109
20 Hours or More	103

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

	Index
\$15,000-\$19,999	108
\$20,000-\$24,999	111
\$25,000-\$29,999	96
\$30,000-\$34,999	104
\$35,000-\$44,999	79
\$45,000 or More	87

Ways Online Services Used Past 30 Days

	Index
Auction Site	101
Blogs (Read or Contributed to)	94
Download Music/Listen to Audio Clips	85
Download/Watch Video	85
Financial Information/Services	107
Games	102
Internet Yellow Pages	114
Job/Employment Search	98
Listen to Radio	91
Local/Community Events	107
Movie Listings	94
News	106
Pay Bills	96
Radio Station Site	94
Real Estate Listings	107
Travel Reservations (Airline, Hotel, Auto)	110
Weather	112

All Sports

Steady Growth, Impressive Qualitatives

America's 13th ranked format, All Sports reached 14.2 million listeners per week and appealed to a higher ratio of men to women than any other programming. There were 560 stations carrying All Sports in America—eighth of all formats—usually featuring network programs along with local personalities, as well as local, regional college and professional play-by-play, call-in talk shows and interviews. All Sports improved its share of the national radio audience in steady increments every year since Spring 2003.

The audience composition for All Sports was nearly all 25+, with half of its listeners over 45 and almost half between 35-54. Its proportion of 35-44s was sixth-highest of all formats. The audience has been aging slightly since Spring 2005, with All Sports' 45+ composition increasing from under 48% to 51%.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



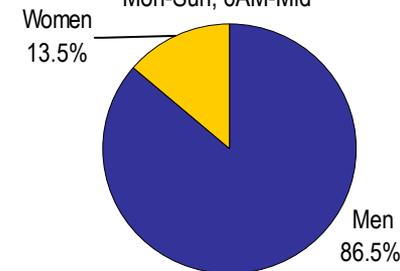
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
1.8%	1.7%	2.0%	2.1%	2.2%	2.3%

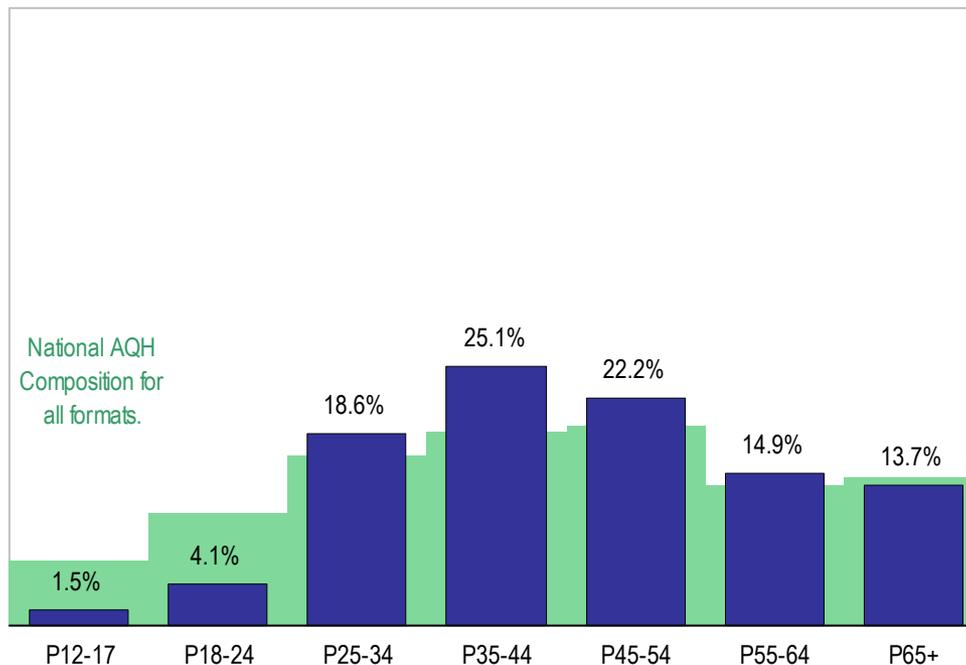
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

All Sports

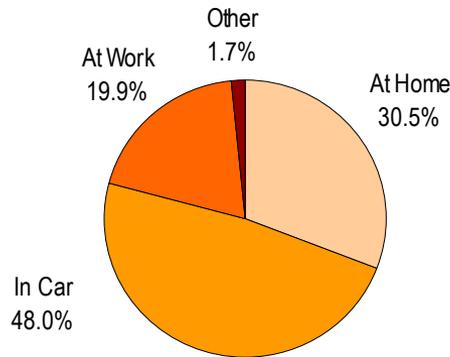
Proven Regional Balance

In car is by far the preferred location where All Sports listeners tune-in; only Contemporary Christian claimed a higher proportion of its overall listening taking place on the road. In car rose from 46% to 48% of All Sports listening, taking time away from at home and at work. All Sports scored particularly well in afternoon drive, where it has improved every year since 2005, substantially exceeding its average 12+ share at that time. It also delivered above-average ratings in mornings and middays.

All-Sports was well-balanced regionally, with its strongest ratings in New England and the Middle Atlantic areas and showing growth everywhere else, except the West South Central, where it was relatively even with Spring 2006.

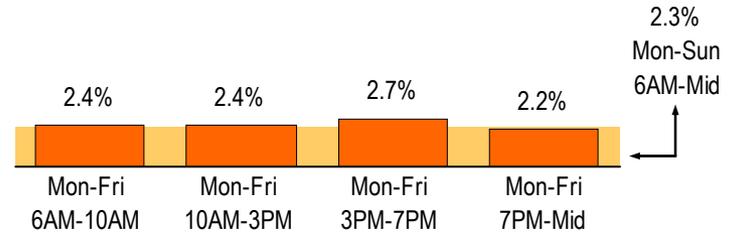
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

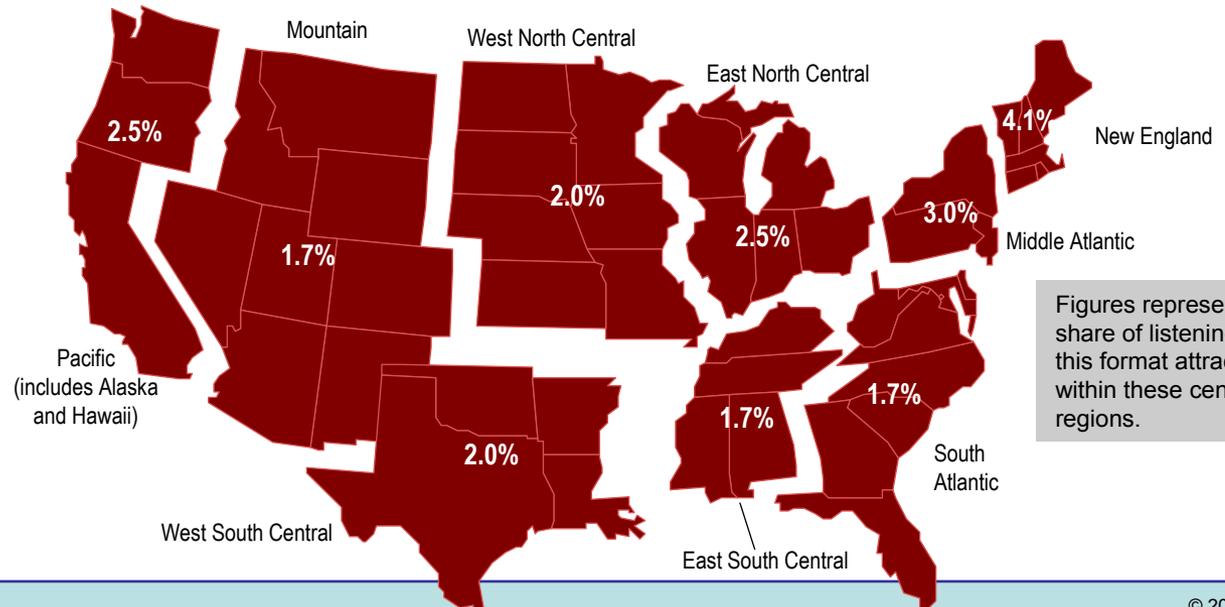
Persons 12+



Audience Share by Region

2.3% = National Average

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



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

All Sports

Leaders in Affluence and Education

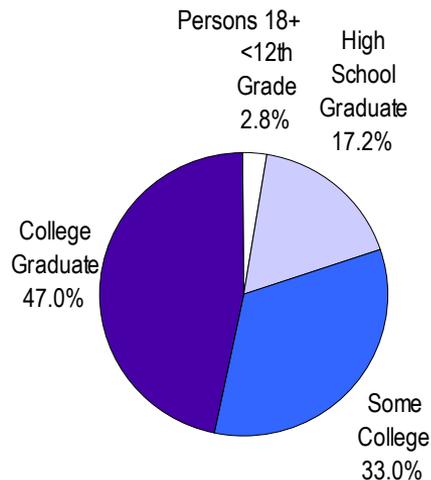
Hold the jokes about the stereotypical dumb jocks: All Sports listeners ranked No. 2 among all formats in the percentage of its listeners holding a college degree, and 80% of them have attended or graduated from college, also ranking No. 2 among all formats in this study.

The education paid off: All Sports was No. 1 in the percentage of its listeners in households earning \$25,000, \$50,000 and \$75,000 or more annually. Nearly 75% were in the \$50,000-plus income bracket. All Sports listeners in the \$75,000-plus category rose from below 48% to more than 51% since Spring 2005. African-Americans and Hispanics represented less than 20% of listeners.

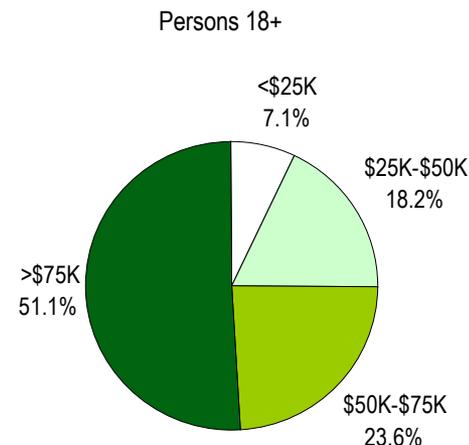
Time spent listening to All Sports slipped 15 minutes overall from Spring 2006 to 2007. It was off 30 minutes among 12-24s, 15 minutes among Adults 18-34. While holding steady with 25-54s, TSL was down 15 minutes with 35-64s.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

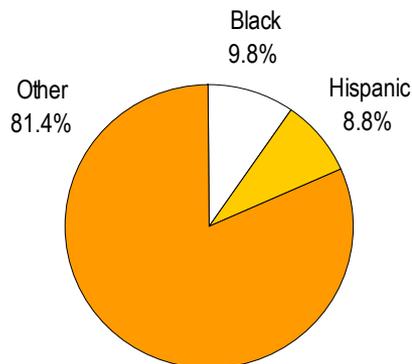


Household Income



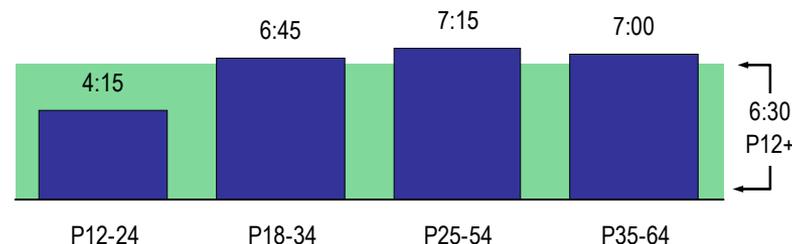
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

All Sports

Full-time Employment, Top Homeowners

A higher percentage of All Sports listeners were employed full-time and owned their own home than any other format. They indexed at or near the top for intent to buy a new car worth \$20,000 to \$45,000, being at least 20% more likely than the average population for that price range. Reliable and above-average voters in all levels of elections, they also ranked No. 2 in percentage of being married.

All Sports consumers were highly active online, being at least 30% more likely to spend 20 hours a week using the Web. They indexed among the top formats in several online activities including listening to streaming radio, visiting radio station sites, checking financial resources, reading/contributing to blogs, downloading/watching video and music and many other areas. These listeners were far more likely than the general public to be in the market for a DVR, HDTV, PDA and satellite radio subscription.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	69%
Never Married (Single)	18%
No Children in Household	55%
At Least One Child in HH	45%
Two or More Children in HH	28%

Own or Rent Residence

Own	81%
Rent	17%
Other	3%

Employment Status

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

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	94
Digital Camera	95
DVD Player	99
DVR (TiVo®, etc)	143
HDTV	133
MP3 Player (iPod®, Creative®, etc.)	105
PDA	138
Satellite Radio Subscription	129
Video Game System	91
Wireless/Cell Service for Other HH Member	97
Wireless/Cell Service for Self	75

How Often Usually Vote in Local Elections

	Index
Always	112
Sometimes	111
Never	71

How Often Usually Vote in Statewide Elections

	Index
Always	119
Sometimes	100
Never	64

How Often Usually Vote in Presidential Elections

	Index
Always	113
Sometimes	81
Never	64

Political Party Affiliation

	Index
Democrat	88
Republican	116
Independent	105
Independent, But Feel Closer to Democratic	120
Independent, But Feel Closer to Republican	144
None of These	63

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	92
1-4 Hours	109
5-9 Hours	134
10-19 Hours	139
20 Hours or More	130

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

	Index
\$15,000-\$19,999	105
\$20,000-\$24,999	131
\$25,000-\$29,999	137
\$30,000-\$34,999	124
\$35,000-\$44,999	136
\$45,000 or More	115

Ways Online Services Used Past 30 Days

	Index
Auction Site	137
Blogs (Read or Contributed to)	146
Download Music/ Listen to Audio Clips	135
Download/Watch Video	150
Financial Information/Services	154
Games	112
Internet Yellow Pages	134
Job/Employment Search	119
Listen to Radio	145
Local/Community Events	127
Movie Listings	134
News	148
Pay Bills	131
Radio Station Site	162
Real Estate Listings	134
Travel Reservations (Airline, Hotel, Auto)	139
Weather	141

Contemporary Christian



In Car Drives the Ratings

Contemporary Christian, a genre of popular music that also featured issues and subjects connected to the Christian faith, moved up one notch in Spring 2007 to become America's sixth-most-programmed format with 724 stations. It reached 14.3 million listeners per week and leaned decidedly towards Women, who make up nearly 63% of its listeners—third-highest of all formats in this report. In Spring 2007, Contemporary Christian earned 2.2% of the national radio audience; the 0.2% decline from 2006 was its first after several years of growth.

Two-thirds of Contemporary Christian listeners were between 25-54, and nearly half were between 35-54. The format had the fifth-highest composition of 35- to 44-year-olds, and although nearly 92% of its listeners were at least 18, its Teen composition was sixth-highest. The audience appeared to be aging very slightly, with the 45+ audience composition growing from 37% to 39% between Spring 2005 and 2007.

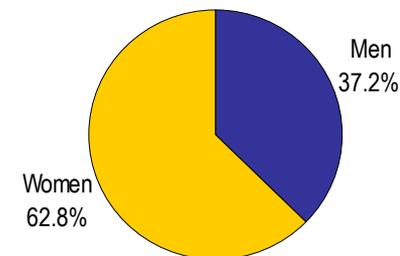
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
1.8%	1.9%	2.2%	2.3%	2.4%	2.2%

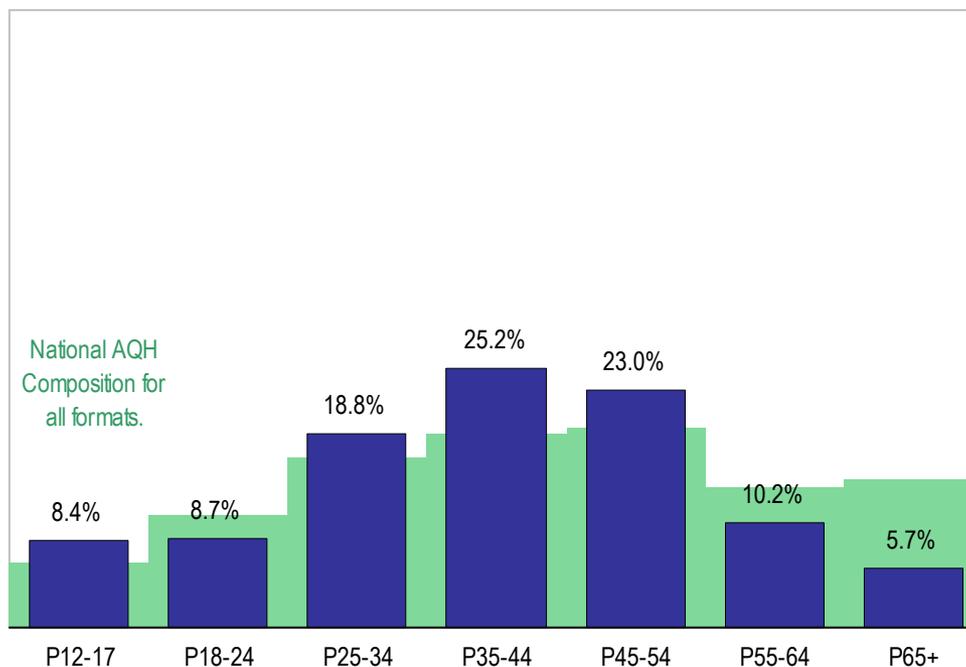
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2007.

continued ►

Contemporary Christian

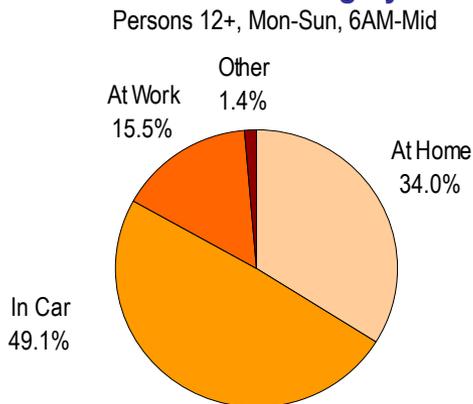
Afternoon was Leading Daypart

Nearly half of Contemporary Christian listening took place in the car; that was higher than any other format, and the percentage grew steadily, as at-work listening—the smallest component of the three main locations—continued to decline. Though down in all dayparts, weekday ratings for Contemporary Christian were strongest in afternoons and held virtually even from Spring 2005.

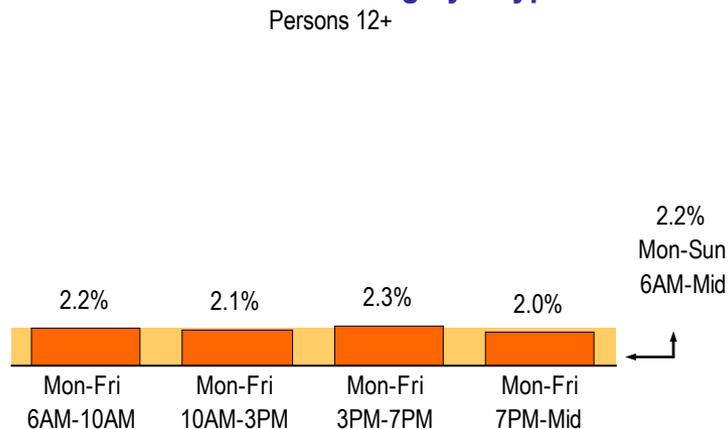
Contemporary Christian earned its highest ratings in the East South Central region, where it ranked eighth among all formats, and it ranked ninth in the West North Central area.

Broadcast in all 50 states, Contemporary Christian had the most stations in the East North Central region, with a sixth of all outlets.

AQH Share of Listening by Location

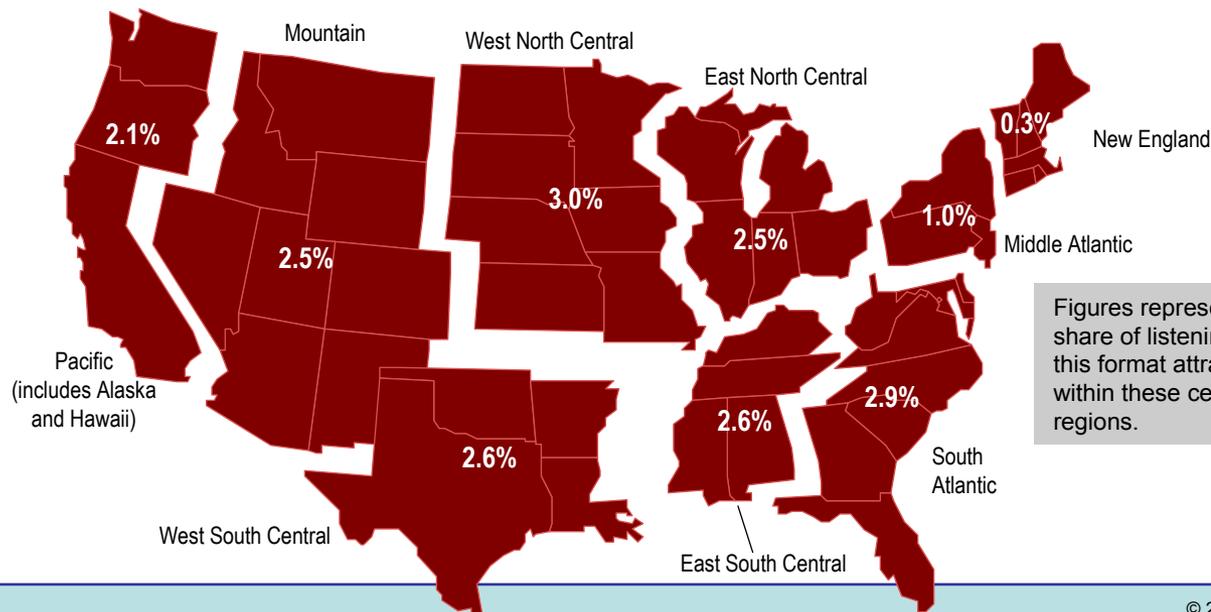


AQH Share of Listening by Daypart



Audience Share by Region

2.2% = National Average
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Contemporary Christian

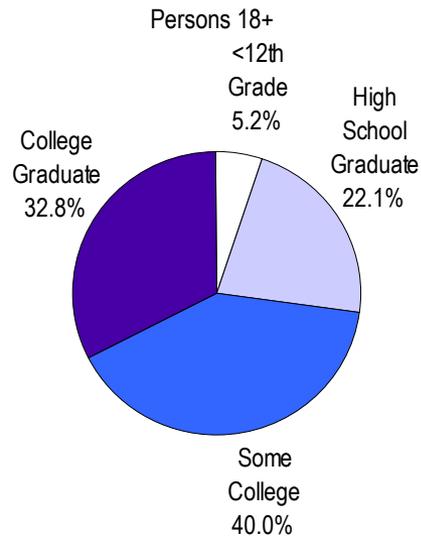
Top Contemporary Christian Songs of 2007

Undo <i>Rush Of Fools</i>
Every Time I Breathe <i>Big Daddy Weave</i>
Everlasting God <i>Lincoln Brewster</i>
Give You Glory <i>Jeremy Camp</i>
Bring The Rain <i>MercyMe</i>
Does Anybody Hear Her <i>Casting Crowns</i>
I'm Not Who I Was <i>Brandon Heath</i>
Made To Love <i>Tobymac</i>
Made To Worship <i>Chris Tomlin</i>
You Alone <i>Echoing Angels</i>

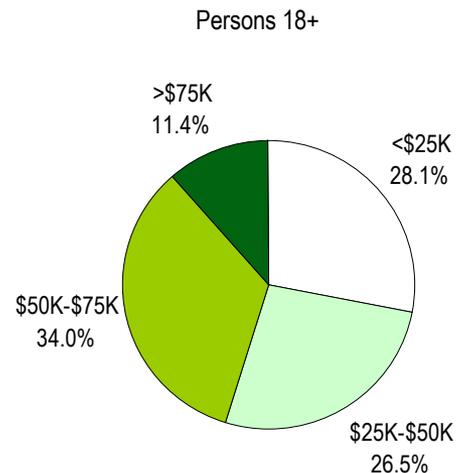
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

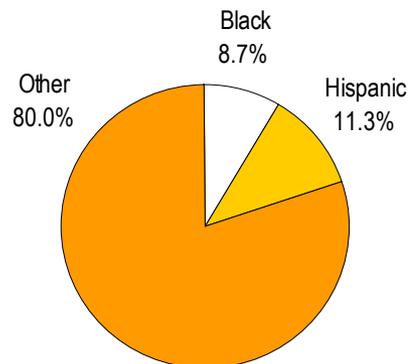


Household Income



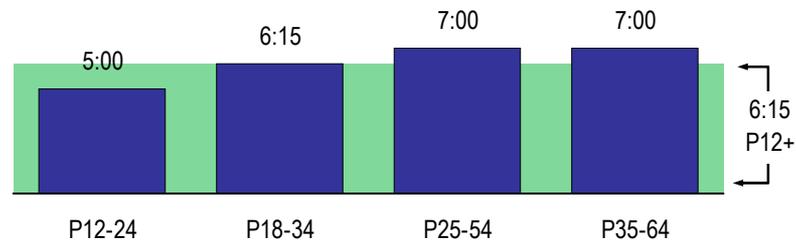
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Contemporary Christian

Married, Republican, Listening Online

Almost 95% of Contemporary Christian listeners had a high school diploma. They ranked fifth in percentage of listeners with a college degree (nearly one-third) and sixth for having attended or graduated from college. More than 60% live in households earning at least \$50,000 a year, and beyond a third were in households in the \$75,000+ category, up at a rate of 15% since Spring 2005, when it was below 30%.

Contemporary Christian's ratings decline can be traced to time spent listening, which fell significantly in Spring 2007, down 45 minutes per week overall, as well as with 25-54s and 35-64s.

A higher percentage of Contemporary Christian listeners were married than those of any other format. Indexing No. 1 for being occasional voters, they also indexed No. 1 for being Republican and last for being Democrats. They were active but light Internet users, but indexed No. 3 for listening to radio online.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	71%
Never Married (Single)	17%
No Children in Household	41%
At Least One Child in HH	60%
Two or More Children in HH	39%

Own or Rent Residence

Own	78%
Rent	17%
Other	5%

Employment Status

Employed 35 Hours or More	58%
Employed Less Than 35 Hours	18%
Not Employed	24%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	102
Digital Camera	98
DVD Player	114
DVR (TiVo®, etc)	129
HDTV	109
MP3 Player (iPod®, Creatire®, etc.)	116
PDA	92
Satellite Radio Subscription	131
Video Game System	110
Wireless/Cell Service for Other HH Member	116
Wireless/Cell Service for Self	107

How Often Usually Vote in Local Elections

	Index
Always	92
Sometimes	124
Never	86

How Often Usually Vote in Statewide Elections

	Index
Always	100
Sometimes	124
Never	79

How Often Usually Vote in Presidential Elections

	Index
Always	108
Sometimes	102
Never	72

Political Party Affiliation

	Index
Democrat	67
Republican	155
Independent	76
Independent, But Feel Closer to Democratic	82
Independent, But Feel Closer to Republican	128
None of These	80

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	127
1-4 Hours	134
5-9 Hours	126
10-19 Hours	122
20 Hours or More	155

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

	Index
\$15,000-\$19,999	125
\$20,000-\$24,999	75
\$25,000-\$29,999	91
\$30,000-\$34,999	109
\$35,000-\$44,999	101
\$45,000 or More	78

Ways Online Services Used Past 30 Days

	Index
Auction Site	132
Blogs (Read or Contributed to)	124
Download Music/ Listen to Audio Clips	132
Download/Watch Video	127
Financial Information/Services	121
Games	105
Internet Yellow Pages	138
Job/Employment Search	108
Listen to Radio	147
Local/Community Events	133
Movie Listings	148
News	131
Pay Bills	125
Radio Station Site	135
Real Estate Listings	115
Travel Reservations (Airline, Hotel, Auto)	112
Weather	131

Alternative

Active Online, Employed and Affluent

A mainstream format in the rock genre, Alternative held steady with a 2.1% share of the national radio audience in Spring 2007 compared to 2006. The format shared some of the same artists with Active Rock, which targeted a slightly younger rock listenership. More than 15 million people tuned in to one or more of the 315 Alternative stations each week; there were also 152 more-older-skewing Adult Album Alternative outlets.

Nearly two-thirds of Alternative listeners were men—fifth-highest of all formats in this study. About two-thirds were under 35 years old. Its 18-24 composition was in second-highest, was third-most in the 25-34 demo and was fourth-strongest in its Teen segment. Despite its youthful appeal, the percentage of listeners between 35-54 grew from 26% to 30% between Spring 2005 and 2007.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



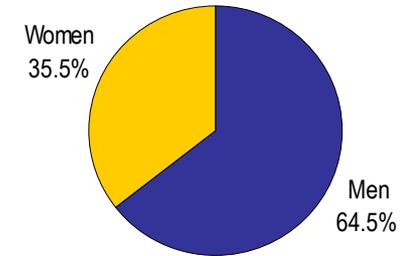
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
3.3%	3.1%	3.1%	2.4%	2.1%	2.1%

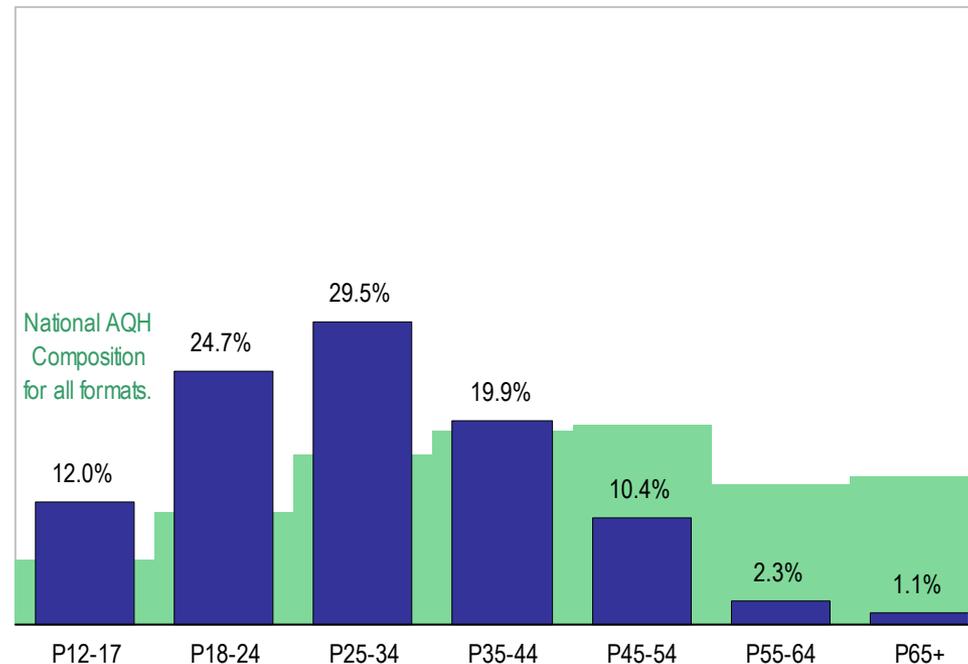
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



continued ►

Alternative

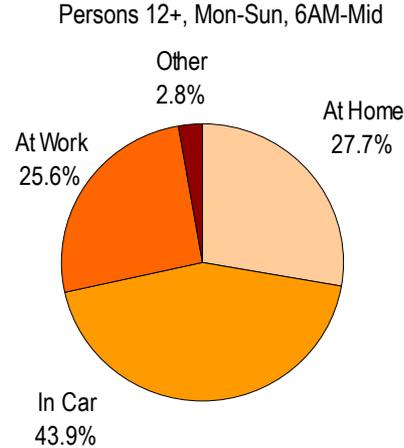
A Nighttime Radio Winner

With 44% of listening done in car, Alternative ranked third-highest of all formats in the percentage of its listening that was done on the road. That in-car percentage was at a six-year peak, while Alternative's at-home's share declined five straight years and the format's at-work tune-in share was at a six-year low.

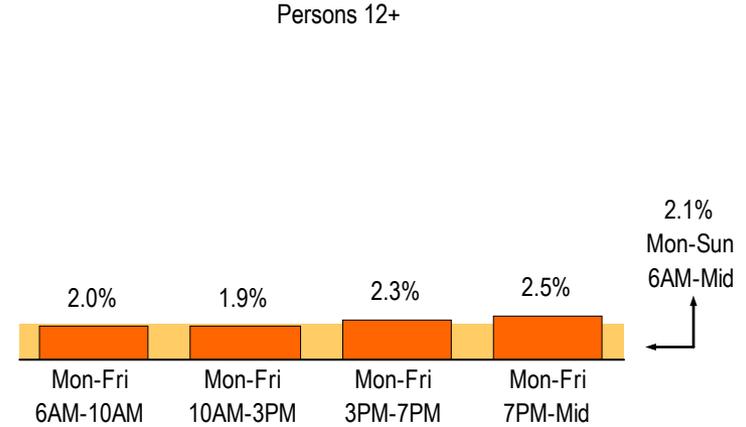
Evenings were strongest for Alternative radio stations, when the format's 2.5% share outperformed its 2.1% 12+ average share by a 19% margin. Ratings were steady between Spring 2006 and 2007 except for a small decline in mornings.

The New England, West South Central and the Middle Atlantic regions showed ratings growth between Spring 2006 and 2007, and though Alternative ranked 15th overall nationally, it was the ninth-most-popular format in the Pacific region.

AQH Share of Listening by Location

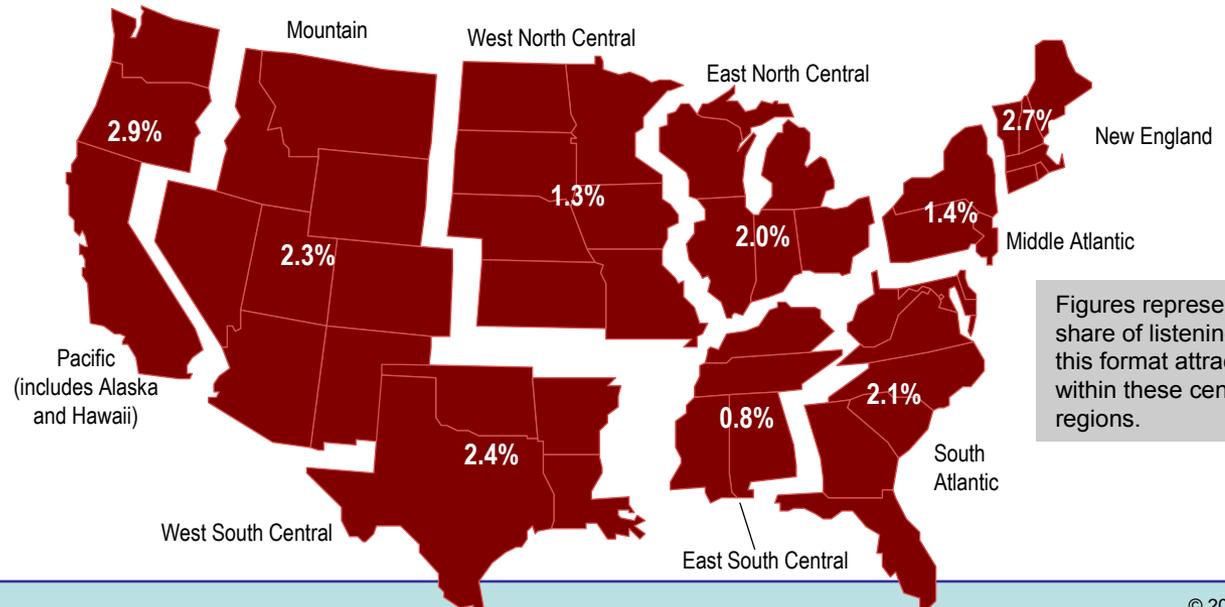


AQH Share of Listening by Daypart



Audience Share by Region

2.1% = National Average
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.

continued ►

Alternative

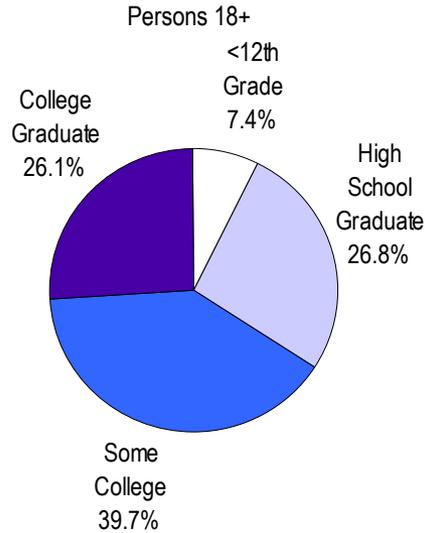
Top Alternative Songs of 2007

Paralyzer <i>Finger Eleven</i>
What I've Done <i>Linkin Park</i>
Forever <i>Papa Roach</i>
Face Down <i>Red Jumpsuit Apparatus</i>
Breath <i>Breaking Benjamin</i>
Pain <i>Three Days Grace</i>
Snow (Hey Oh) <i>Red Hot Chili Peppers</i>
Icky Thump <i>White Stripes</i>
From Yesterday <i>30 Seconds To Mars</i>
Dig <i>Incubus</i>

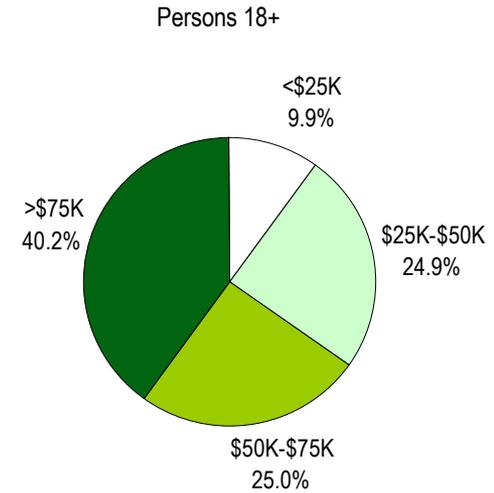
Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Education

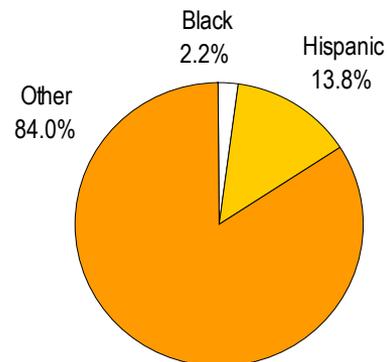


Household Income



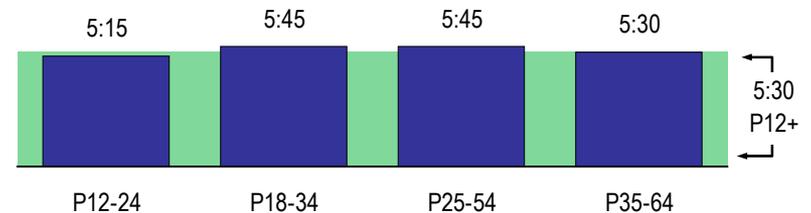
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Alternative

Large Increase in \$75K HHI Segment

More than 90% of Alternative listeners lived in households earning \$25,000 or more annually—fourth-best of all formats. Better than 40% were in the \$75,000+ category, which was fifth-highest. Significantly, that 40% figure was up from under 32% since Spring 2002—a growth rate of 27% that was second only to Country. Nearly two-thirds of Alternative listeners were in households generating \$50,000 or more.

Ranked No. 2 in full-time employment, Alternative listeners were among the most likely to buy expensive cars. As the No. 1 Internet users of any format, Alternative listeners indexed tops in most ways people surf the Web including listening to radio. Ranking low as confirmed Democrats but No. 1 as Democrat-leaning Independents, they also indexed No. 1 in likelihood to buy a satellite radio service and PDAs, and ranked No. 2 for likelihood to purchase an MP3 player or wireless/cell service for the household.



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Family Status

Married	44%
Never Married (Single)	47%
No Children in Household	48%
At Least One Child in HH	52%
Two or More Children in HH	28%

Own or Rent Residence

Own	66%
Rent	25%
Other	9%

Employment Status

Employed 35 Hours or More	63%
Employed Less Than 35 Hours	20%
Not Employed	18%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	127
Digital Camera	135
DVD Player	121
DVR (TiVo®, etc)	134
HDTV	115
MP3 Player (iPod®, Creative®, etc.)	170
PDA	168
Satellite Radio Subscription	217
Video Game System	152
Wireless/Cell Service for Other HH Member	145
Wireless/Cell Service for Self	127

How Often Usually Vote in Local Elections

	Index
Always	74
Sometimes	116
Never	121

How Often Usually Vote in Statewide Elections

	Index
Always	84
Sometimes	123
Never	109

How Often Usually Vote in Presidential Elections

	Index
Always	94
Sometimes	120
Never	113

Political Party Affiliation

	Index
Democrat	83
Republican	97
Independent	109
Independent, But Feel Closer to Democratic	136
Independent, But Feel Closer to Republican	115
None of These	104

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	101
1-4 Hours	118
5-9 Hours	134
10-19 Hours	146
20 Hours or More	152

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

	Index
\$15,000-\$19,999	116
\$20,000-\$24,999	88
\$25,000-\$29,999	120
\$30,000-\$34,999	125
\$35,000-\$44,999	125
\$45,000 or More	179

Ways Online Services Used Past 30 Days

	Index
Auction Site	142
Blogs (Read or Contributed to)	186
Download Music/ Listen to Audio Clips	191
Download/Watch Video	205
Financial Information/Services	134
Games	132
Internet Yellow Pages	159
Job/Employment Search	151
Listen to Radio	176
Local/Community Events	149
Movie Listings	180
News	149
Pay Bills	145
Radio Station Site	196
Real Estate Listings	142
Travel Reservations (Airline, Hotel, Auto)	131
Weather	140

Talk/Personality



Shifting Towards Older Men

After three years of steady growth, Talk/Personality slipped from 2.1% of the national radio audience to 1.8%. That decline appeared to benefit News/Talk/Information stations, which increased by the same margin. The 202 Talk/Personality stations reached more than 10.3 million listeners each week, who tuned in to hear many top national and respected local personalities.

Men comprised more than 63% of the audience, which is gradually edging older, as the composition of those 65+ rose from 20% to 23% between Spring 2006 and 2007—a larger one-year shift than any other demo in any format. That 65+ segment was also the third-highest by percentage of any format.

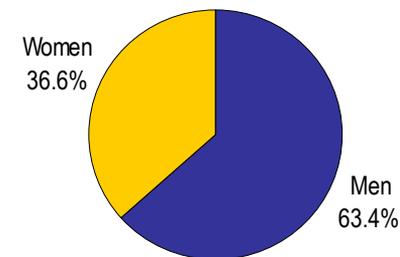
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07
1.7%	1.7%	1.8%	1.9%	2.1%	1.8%

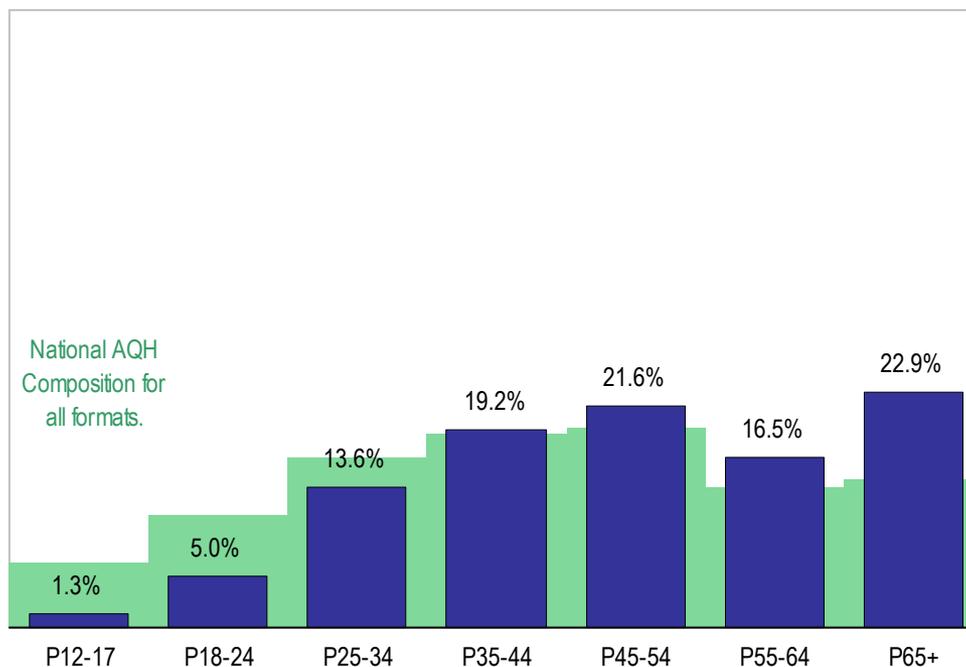
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Talk/Personality

A Big Wheel on the Road

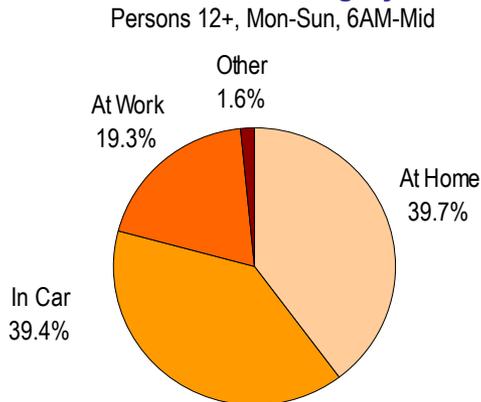
Talk/Personality's in-car percentage of listening is sixth-highest of all formats and growing, as the vast majority of the format's listening occurred on the road or at home.

While ratings were down in all weekday dayparts, afternoons slipped the most, falling from a 2006 spike of 2.7%—which drove that year's ratings increase—back to 2.2% of all listening and close to its Spring 2005 numbers.

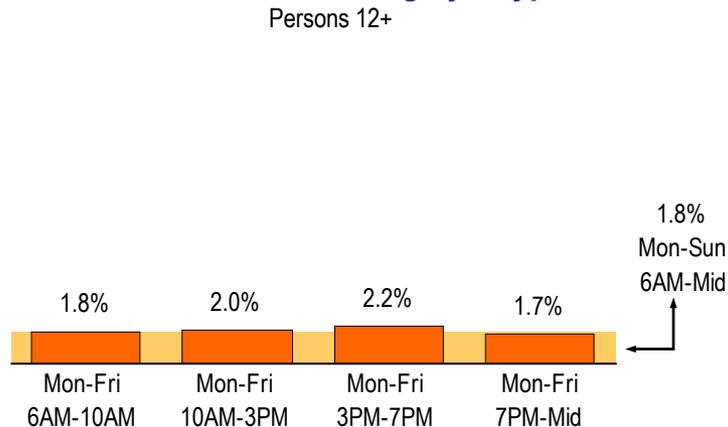
Talk/Personality was a top 10 format in New England, and by share was the format's top territory. By rank, the Pacific led all regions, ranking eighth. Talk/Personality enjoyed ratings growth in New England, West North Central and Mountain areas in Spring 2007.

The East North Central was Talk/Personality's most prolific region in total stations.

AQH Share of Listening by Location

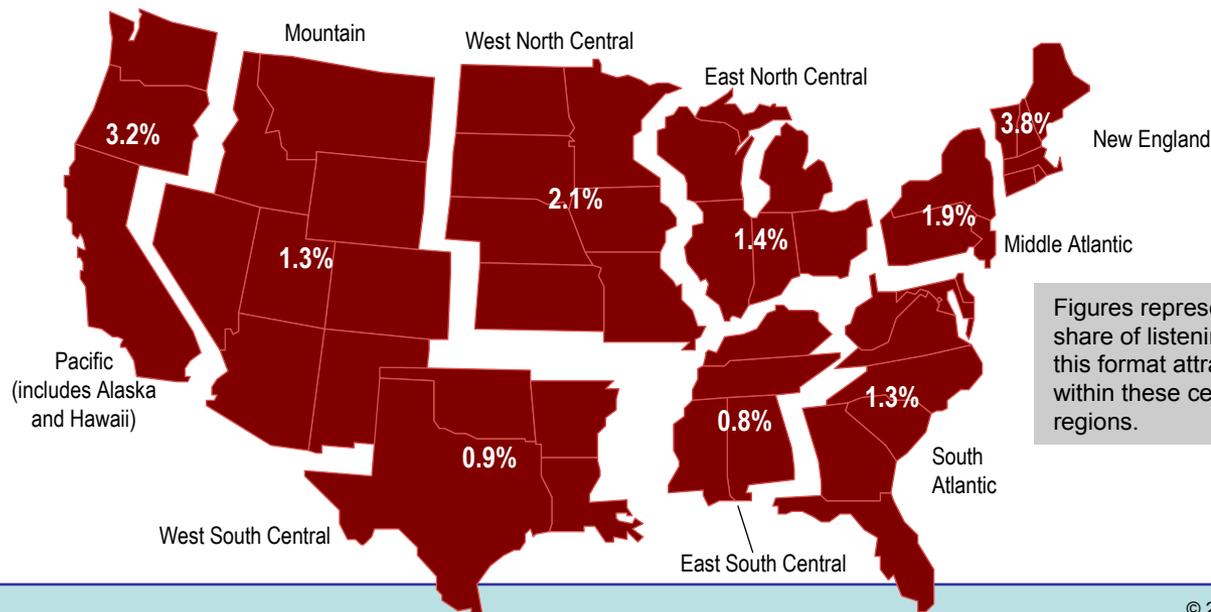


AQH Share of Listening by Daypart



Audience Share by Region

1.8% = National Average
Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Note: Due to rounding, totals may not add to 100.

continued ►

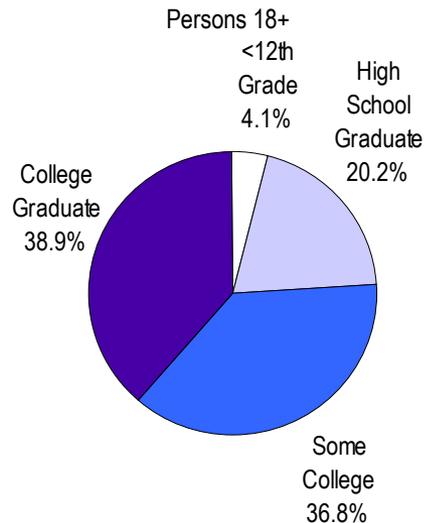
Talk/Personality

Stations Whose Listeners Have Educations

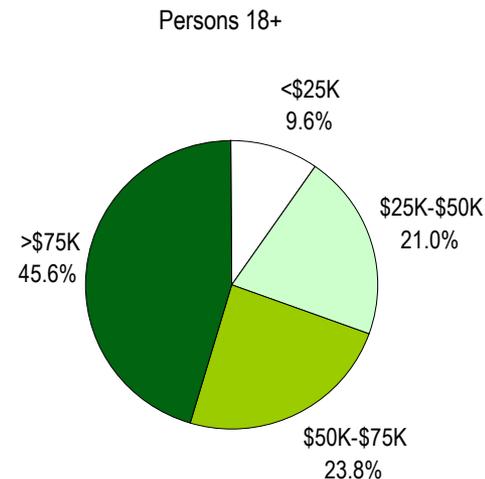
Among radio's most well-educated listeners, Talk/Personality consumers ranked among the top four of all formats in percentage of listeners who were college graduates, attended or graduated from college and held a high school diploma.

Nearly 46% of Talk/Personality listeners lived in households earning \$75,000 or more per year; that's second-best of all formats. More than 90% lived in households earning \$25,000 or more annually; that's third-best.

Education

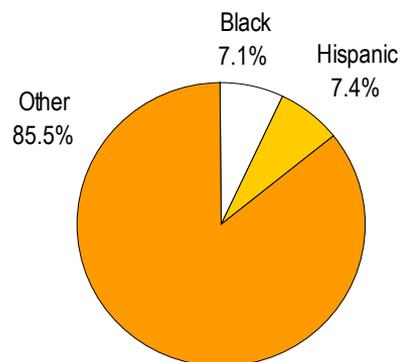


Household Income



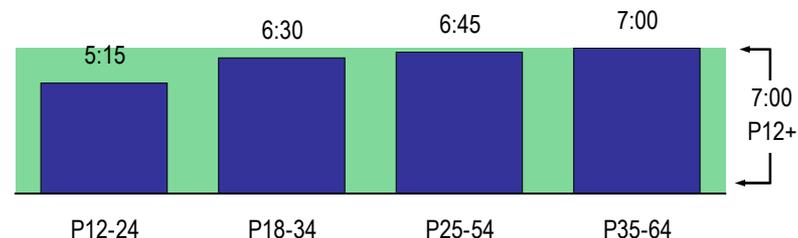
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Talk/Personality

Politically Motivated, Internet-Ready

Talk/Personality listeners were among the most active voters in Presidential elections. They were very involved online, indexing No. 2 among all formats for spending 20 or more hours per week surfing the Web. They also indexed among the leaders and far above average in visiting radio station sites, checking real estate, auctions, financial info, Yellow Pages, local events and news. They were among the most likely to buy a new car in the next 12 months in mid-to-high price points.

Family Status

Married	64%
Never Married (Single)	22%
No Children in Household	60%
At Least One Child in HH	40%
Two or More Children in HH	24%

Own or Rent Residence

Own	79%
Rent	18%
Other	3%

Employment Status

Employed 35 Hours or More	60%
Employed Less Than 35 Hours	14%
Not Employed	26%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	103
Digital Camera	109
DVD Player	100
DVR (TiVo®, etc)	114
HDTV	129
MP3 Player (iPod®, Creative®, etc.)	99
PDA	149
Satellite Radio Subscription	117
Video Game System	103
Wireless/Cell Service for Other HH Member	98
Wireless/Cell Service for Self	83

How Often Usually Vote in Local Elections

	Index
Always	110
Sometimes	112
Never	73

How Often Usually Vote in Statewide Elections

	Index
Always	117
Sometimes	101
Never	67

How Often Usually Vote in Presidential Elections

	Index
Always	113
Sometimes	80
Never	64

Political Party Affiliation

	Index
Democrat	93
Republican	110
Independent	104
Independent, But Feel Closer to Democratic	119
Independent, But Feel Closer to Republican	123
None of These	74

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	98
1-4 Hours	114
5-9 Hours	132
10-19 Hours	136
20 Hours or More	132

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

	Index
\$15,000-\$19,999	95
\$20,000-\$24,999	122
\$25,000-\$29,999	109
\$30,000-\$34,999	138
\$35,000-\$44,999	125
\$45,000 or More	162

Ways Online Services Used Past 30 Days

	Index
Auction Site	138
Blogs (Read or Contributed to)	147
Download Music/ Listen to Audio Clips	120
Download/Watch Video	138
Financial Information/Services	138
Games	120
Internet Yellow Pages	147
Job/Employment Search	112
Listen to Radio	138
Local/Community Events	144
Movie Listings	138
News	141
Pay Bills	125
Radio Station Site	165
Real Estate Listings	158
Travel Reservations (Airline, Hotel, Auto)	137
Weather	130



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.

Additional Noteworthy Formats

The following pages provide an overview of six additional formats:

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

In Spring 2007, each of these formats earned between a 1.5% and 2.1% share of radio listening nationally; collectively, the 968 stations in these formats accounted for 11.3% of radio listening.

While *Radio Today* focuses on the primary radio formats, the significant legacy value and/or specific market impact of these six 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, audience composition, ethnic balance, time spent listening, education and household income, as shown with the primary formats.

Album Oriented Rock (AOR)

Strong Household Income Growth

Album Oriented Rock featured current hits by both newer and established rock artists, including certain acts whose older material played on Classic Rock stations.

AOR's 174 stations served 12.7 million listeners weekly, posting 2.1% of all radio listening, up from 2.0% in Spring 2006. Its ratings were up in all dayparts, including mornings, where it performed best.

Almost 75% of AOR's audience was men—third-most of all formats. More than half were 25-44. AOR's 25-44, 35-44 and at-work audience compositions were among the highest of all formats. AOR consumers were older than Active Rock and Alternative listeners, but younger than Classic Rock's audience.

AOR ranked seventh in the Middle Atlantic region and 10th in New England and West North Central.

The segment of AOR listeners in households earning \$75,000+ annually climbed from 30% to 35% since Spring 2006—a 17% jump—tops of all formats.

AQH Share Trend

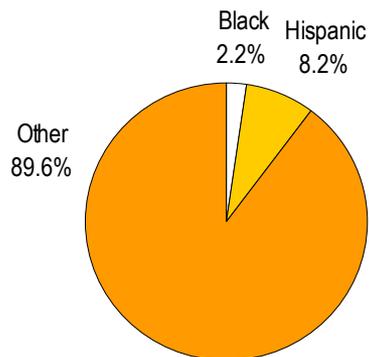
Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
2.8%	2.4%	2.2%	2.0%	2.0%	2.1%

Ethnic Composition*

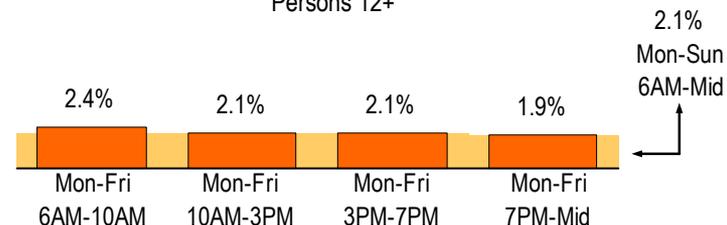
AQH Persons

* Only in DST-Controlled Markets



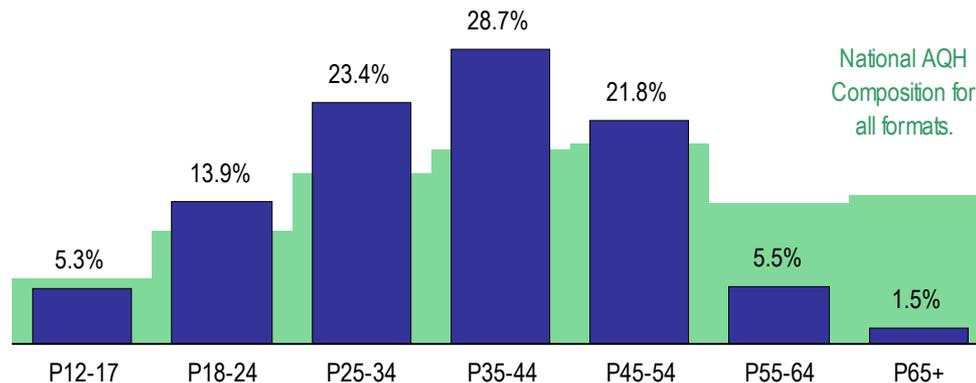
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Adult Hits

The At-Work Workhorse

Since its debut in 2004, Adult Hits, popularly known as the “Jack” format (or by other names), was heard on 172 stations (up from 144 in 2006 reaching more than 14.5 million listeners per week. The format attracted 2.0% of the national radio audience, up from 1.9% in Spring 2006.

Adult Hits’ audience was 53% Men/47% Women. Roughly half were between 25-44 years old; another half were between 35-54. Adult Hits registered its top ratings in the Mountain region, ranking eighth. More than 40% of its listening occurred at work—most of all formats—and middays and afternoons were when its ratings were highest. Time spent listening, down incrementally overall from 2006 to 2007, increased among 12-24s.

More than 70% of Adult Hits listeners attended or graduated from college. Two-thirds lived in households earning \$50,000 or more annually, and nearly 40% are in the \$75,000+ category.

AQH Share Trend

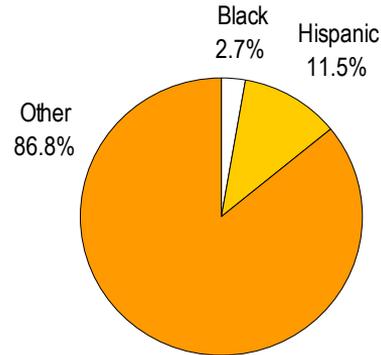
Persons 12+, Mon-Sun, 6AM-Mid

SP05	SP06	SP07
1.3%	1.9%	2.0%

Ethnic Composition*

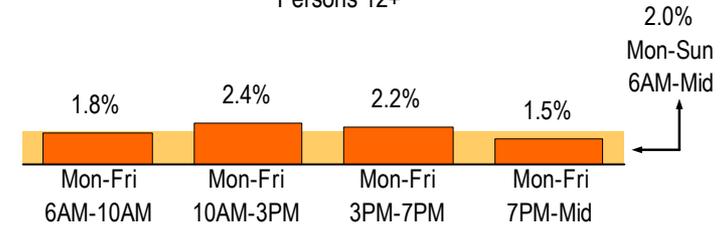
AQH Persons

* Only in DST-Controlled Markets



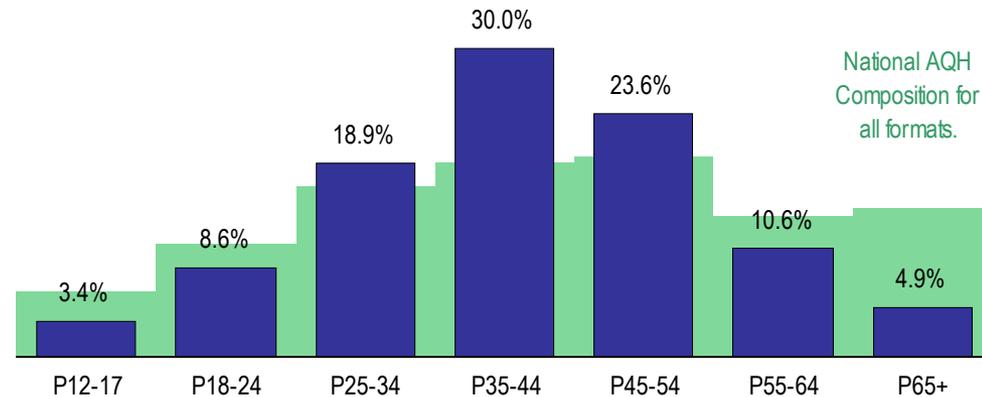
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Classical

Radio's "Smart" Choice

There were 275 Classical stations in America, with the most being in California, Ohio, Minnesota and Pennsylvania. Classical appealed to 11.2 million listeners each week and accounted for 2.0% of all radio listening, down slightly from 2.1% in Spring 2006. Ratings were highest at night, when the format outperformed its 12+ average.

Classical leaned towards Women. More than 65% of its audience was 55 or older—the highest percentage of any format—and the format ranked No. 5 with adults 65+. While time spent listening remained steady in all adult demos, Classical widened its lead on all formats in its percentage of at-home listening, and remained lowest for at-work tune-in.

Classical listeners were by far radio's most well-educated, with 63% holding degrees and 88% having attended college. They ranked No. 3 in the proportion of listeners in households earning \$75,000 or more annually.

AQH Share Trend

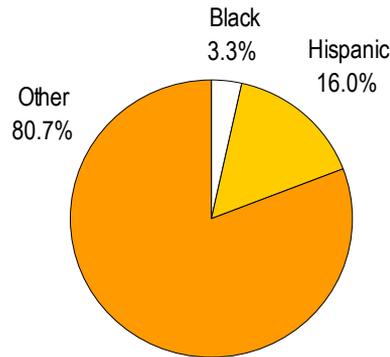
Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
2.3%	2.3%	2.2%	2.1%	2.1%	2.0%

Ethnic Composition*

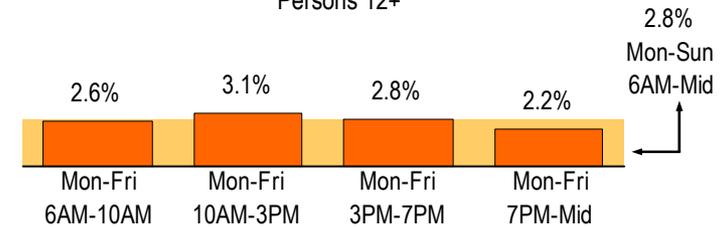
AQH Persons

* Only in DST-Controlled Markets



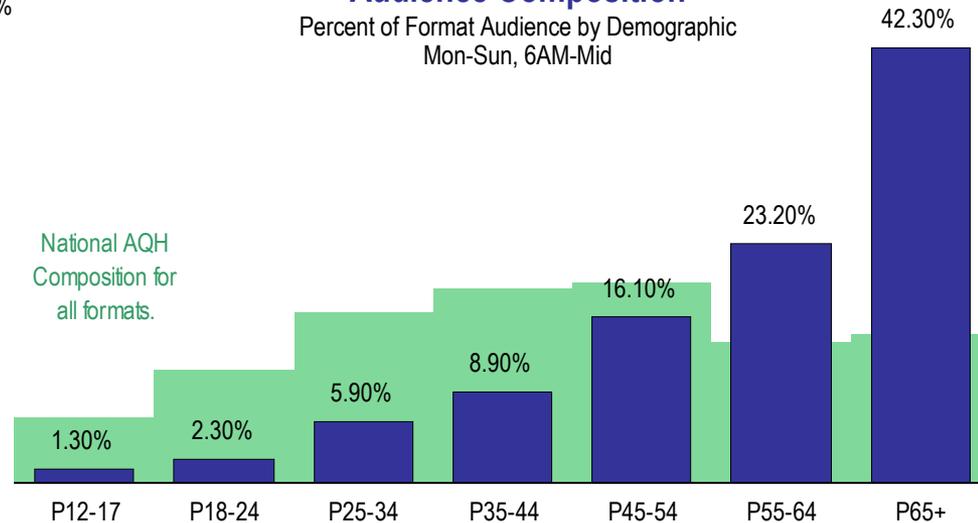
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Active Rock

A Favorite Among Men

Featuring contemporary rock artists, Active Rock was broadcast by 149 stations, reaching 11.6 million consumers each week. The format held steady at a 1.9% share of all listening between Spring 2006 and 2007.

Nearly three-quarters of Active Rock listeners were Men, a higher proportion than any other music format. More than 30% of the audience was between 25-34 years old, the highest concentration in that demo of all English-language formats. More than 63% of Active Rock listeners were under 35 years old.

More than 40% of Active Rock listening took place in-car—fifth-most of all formats. Better than half of its listeners attended college or earned a degree, and more than 56% lived in households earning \$50,000 or more annually.

Active Rock ranked sixth-highest in time spent listening among 12-24s and 18-34s. The West North Central was the strongest region for Active Rock, where it ranked eighth.

AQH Share Trend

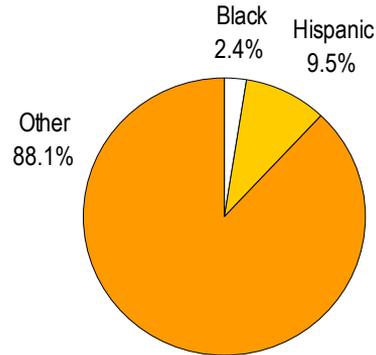
Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
1.9%	1.9%	2.0%	2.3%	1.9%	1.9%

Ethnic Composition*

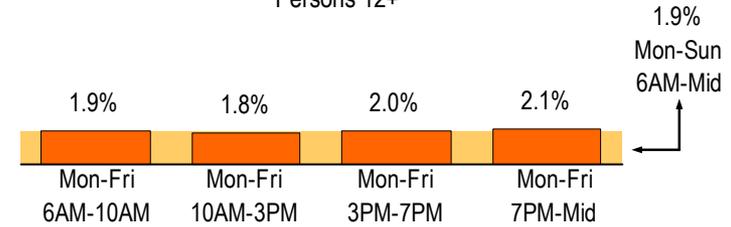
AQH Persons

* Only in DST-Controlled Markets



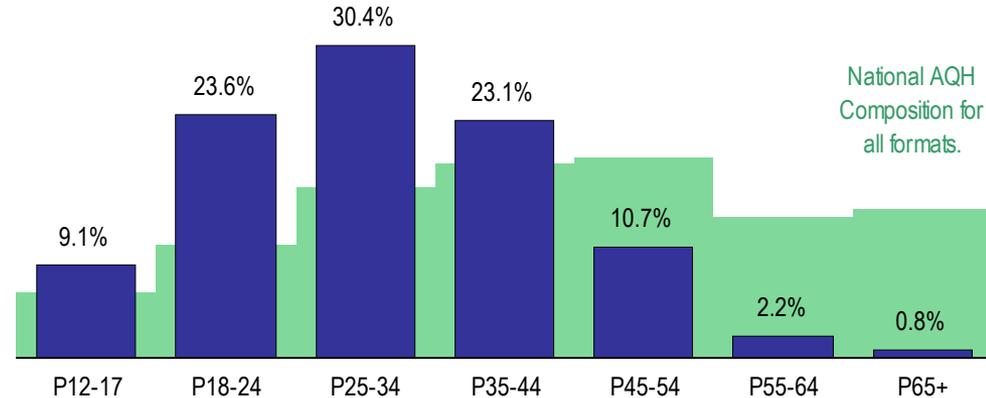
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

New AC/Smooth Jazz

Consistent Appeal With Older Adults

Almost 10 million listeners enjoyed New AC/Smooth's Jazz's sophisticated blend of vocals and instrumentals that appealed to both jazz and pop fans. In the three Spring ratings periods from 2005 through 2007, the format's 72 stations combined to score a steady 1.8% share of all radio listening.

New AC/Smooth Jazz listeners leaned 53% Women/47% Men, and were primarily at least 45 years old, making up 73% of all listeners. The format's 55+ segment grew from 34% to 45% since 2002, and African-Americans and Hispanics comprised half of all listeners.

Strongest in the Pacific region, ratings were highest in middays and evenings—a unique daypart listening pattern. New AC/Smooth Jazz enjoyed the seventh-highest time spent listening of all formats.

Nearly 74% of New AC/Smooth Jazz listeners had college experience or a degree—fifth-best of all formats. Better than 58% lived in households earning \$50,000 or more annually.

AQH Share Trend

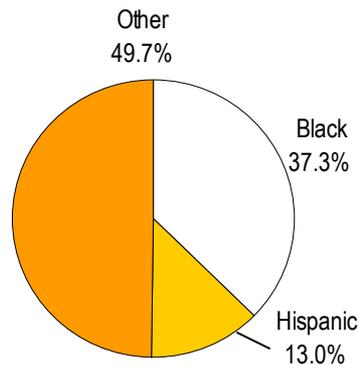
Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
1.9%	2.0%	1.8%	1.8%	1.8%	1.8%

Ethnic Composition*

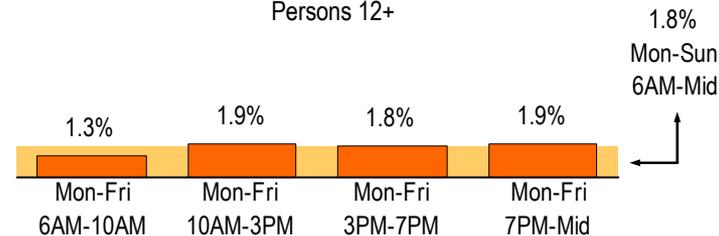
AQH Persons

* Only in DST-Controlled Markets



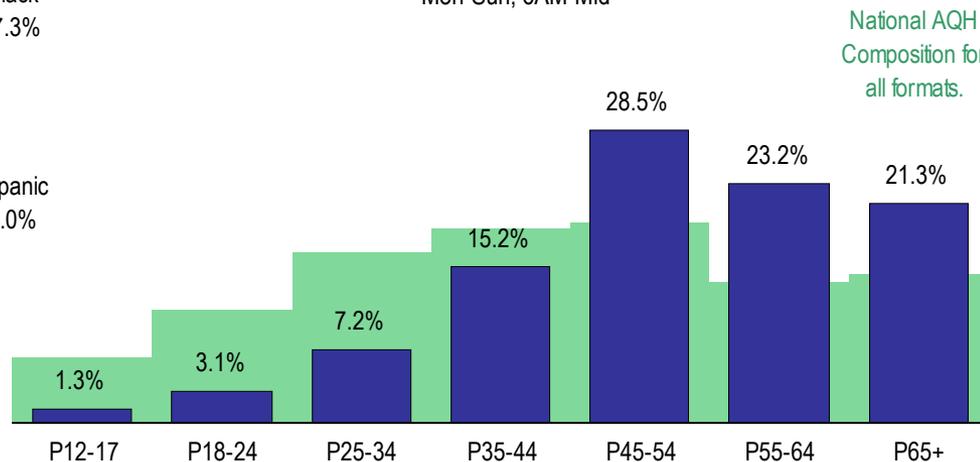
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Spanish Contemporary

A Regional TSL Powerhouse

The 126 Spanish Contemporary stations in America contributed 1.5% of all radio listening each week, serving more than 7 million people, most of whom were Hispanics. Nearly half of these broadcasters were found in three states: California and Texas (21 each), along with Florida (11). Spanish Contemporary's highest ratings were in the Pacific region, where the format ranked ninth.

The format leaned 59% Women/41% Men, and at-home listening comprised nearly half of Spanish Contemporary tune-in. Most of the audience (84%) was under 55 years old, though those 45+ rose from 25% to 30% since 2005.

Time spent listening was strong: it ranked fourth-highest overall, and was also fourth among 12-24s, 18-34s, 25-54s and 35-64s. The percentage of Spanish Contemporary listeners with a high school diploma improved from 69% to 72% between 2006 and 2007, and 60% percent of the audience lived in households earning \$25,000 a year or more.

AQH Share Trend

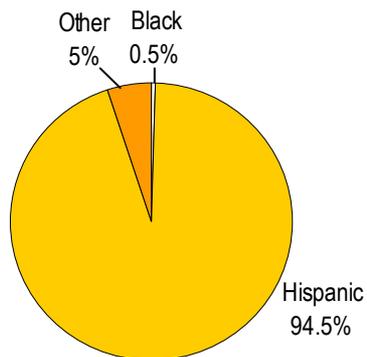
Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
1.7	1.6%	1.6%	1.9%	1.9%	1.5%

Ethnic Composition*

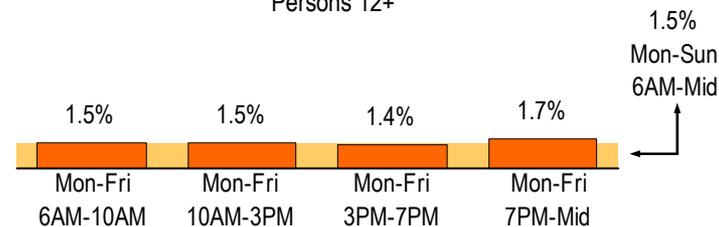
AQH Persons

* Only in DST-Controlled Markets



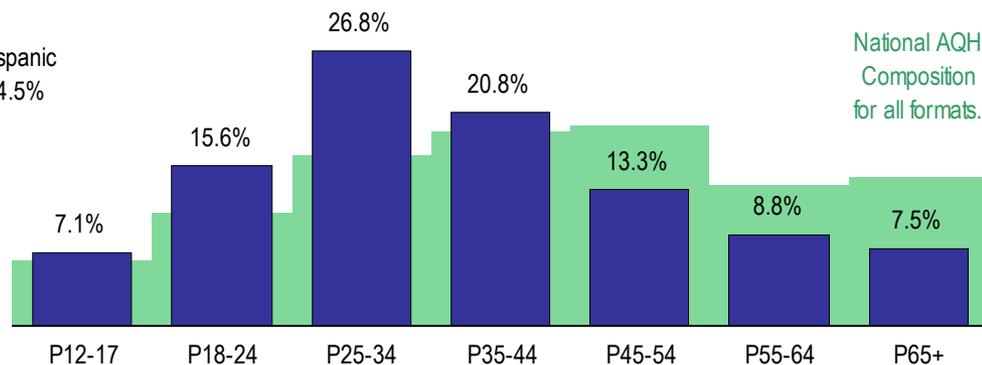
AQH Share of Listening by Daypart

Persons 12+



Audience Composition

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



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

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 segments of the American public, regardless of their age or gender, location of listening or time of day.

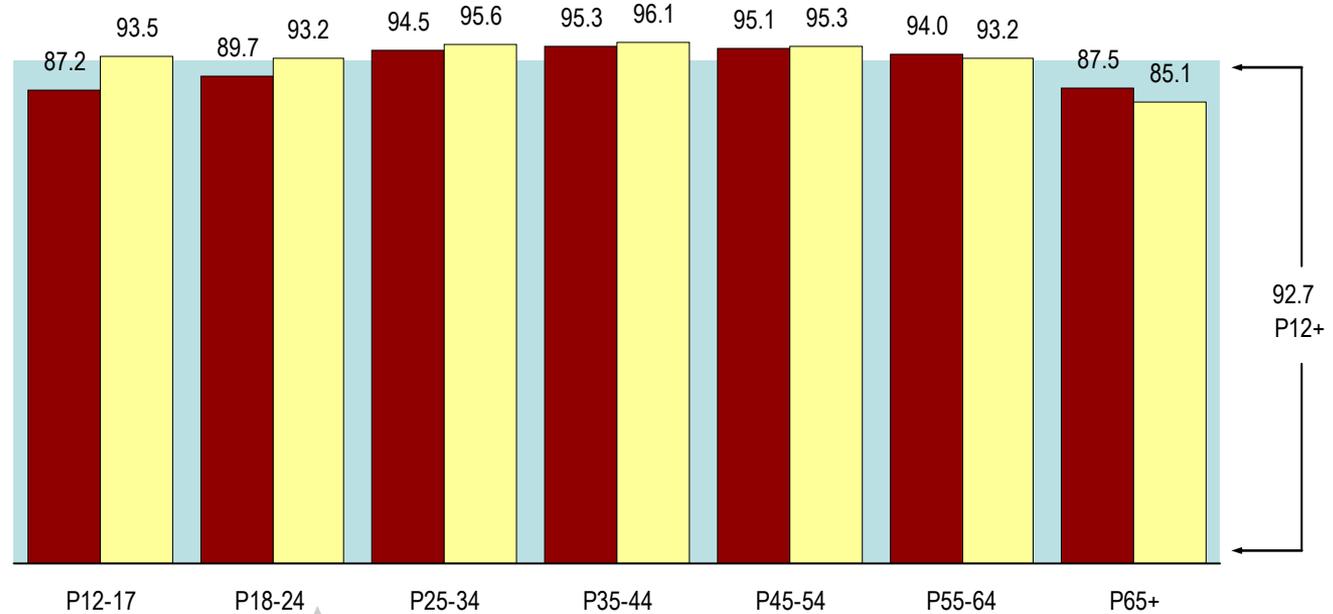
Radio Reaches All Ages

These figures testify to radio's remarkable ability to attract listeners in every demographic group, and Radio's Cume rating has been consistently strong for the decade between Spring 1997 and 2007, declining less than 3%, and just 0.1% in the three years from Spring 2005 to 2007.

Among Men, nearly all of the decline occurred among Teen boys and 18-24 Men, with whom the decline was 6% over the 10-year span. Meanwhile, radio's Cume rating among Men 25-34, 35-44, 45-54 and 55-64 increased in Spring 2007 to their best numbers in three or more years.

Among Women, the erosion was less, with the Cume rating among Teen girls and Women 18-24 down only 4% during the decade, and 2% among Women 25-34. The Cume rating with Women 35-44 was its highest since Spring 2004, and reach among Women 45+ has remained virtually unchanged for years.

Weekly Cume Rating



■ Men
■ Women

How to Read:
 These figures represent "weekly Cume ratings." For example, slightly more than 93% of 18-24 Women 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 2007, Mon-Sun, 6AM-Mid.

continued ►

Radio Reaches All Ages

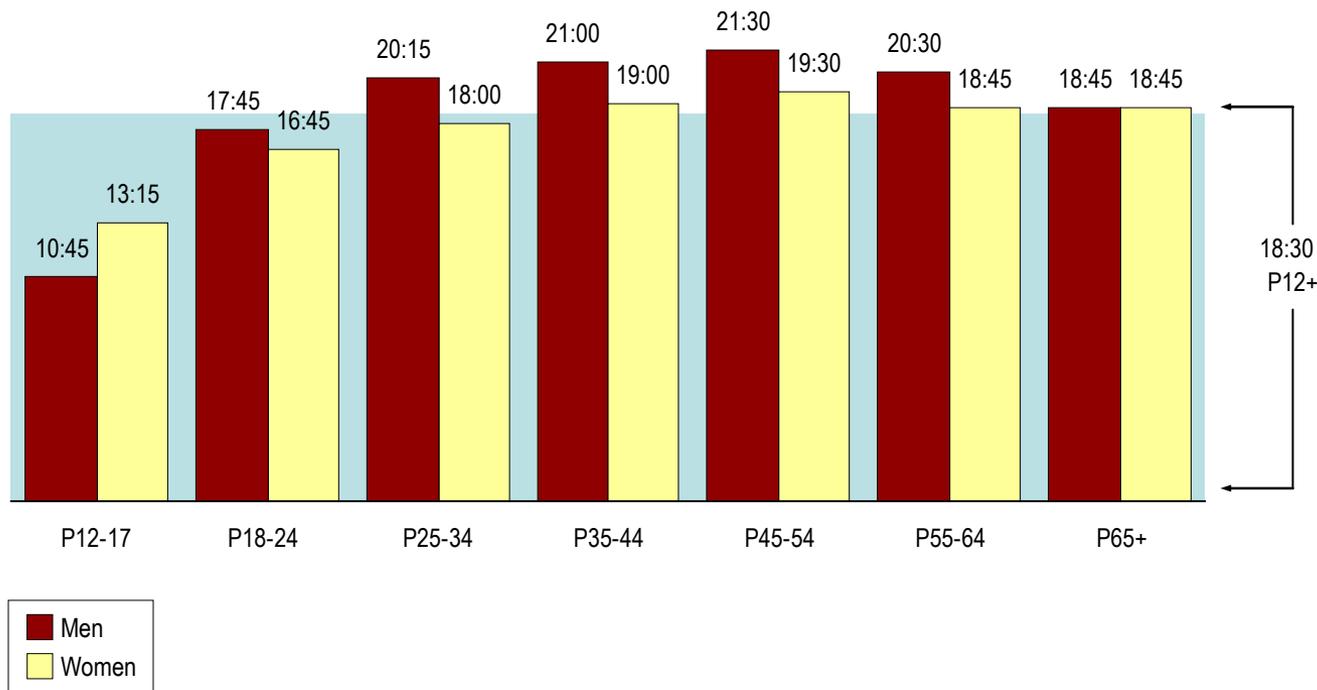
The myriad of today's entertainment and information options—from MP3 players to streaming video, audio, cable programming, satellite offerings, video games, television, DVDs, mobile and more—have compressed time spent with a variety of media, and radio is no exception.

The decline of time spent listening has been highest among Teen boys and Men 18-24, with listening time down 19% between Spring 1997 and 2007, while TSL among Teen girls and Women 18-24 was between 23% and 24%. Among Men at least 25 years old, the erosion was between 7% and 16%, while among Women 25+, TSL slipped between 10% and 19% during that decade.

Though overall TSL fell 30 minutes per week between Spring 2006 and 2007, the erosion is only 75 minutes per week since Spring 2002. Consumers still tune in to one or more radio stations more than 2.6 hours per day—18.5 hours per week.

Time Spent Listening

Hours:Minutes per Week



Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid.

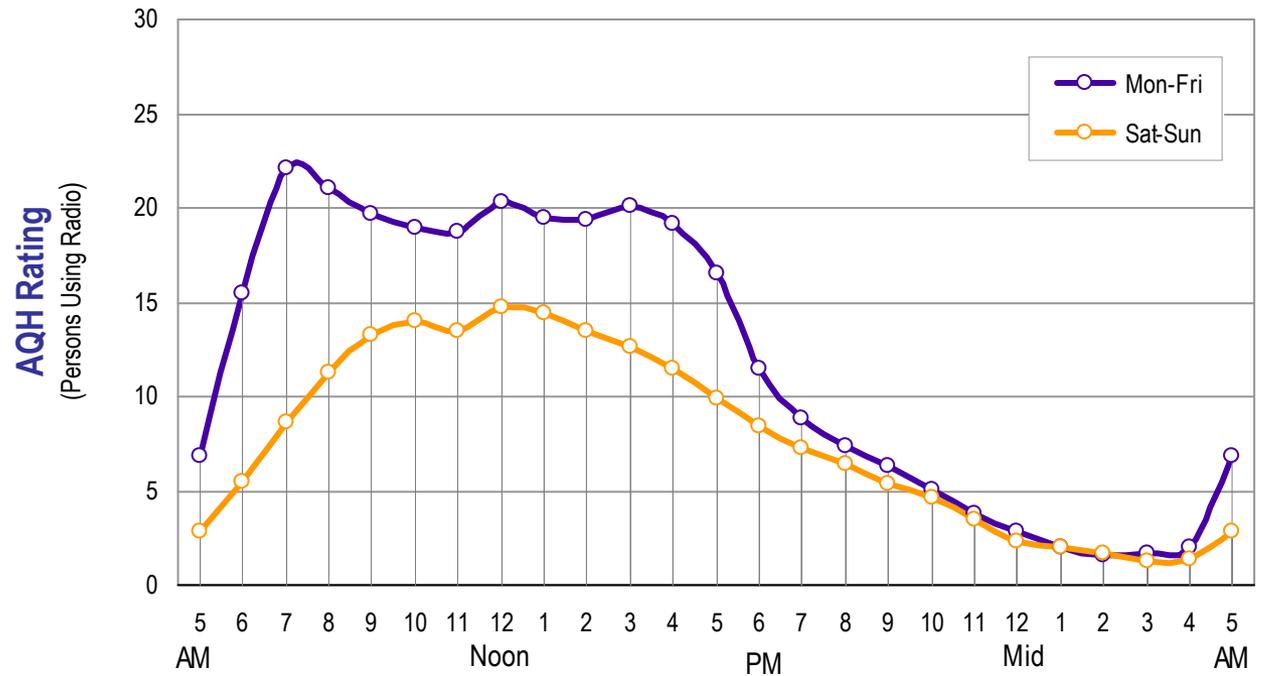
Hour-by-Hour Listening

This chart illustrates a longstanding pattern in which radio listening peaked during the 7AM hour. However, listening remained strong throughout the morning, rose 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+ were listening to the radio.

Radio's average quarter-hour rating increased slightly between Spring 2006 and 2007 between 1AM and 6AM during weekdays, and between 4AM and 6AM on weekends.

Weekend listening peaked in the noon hour, and without morning/afternoon commute schedules, reflected much more gradual listening shifts throughout the day. In Spring 2007, weekend ratings overall remained 62% as high as weekday listening, and were 88% as high as weekdays between 7PM and 5AM, though both figures were down slightly from Spring 2006.

Hour-by-Hour Listening, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid.

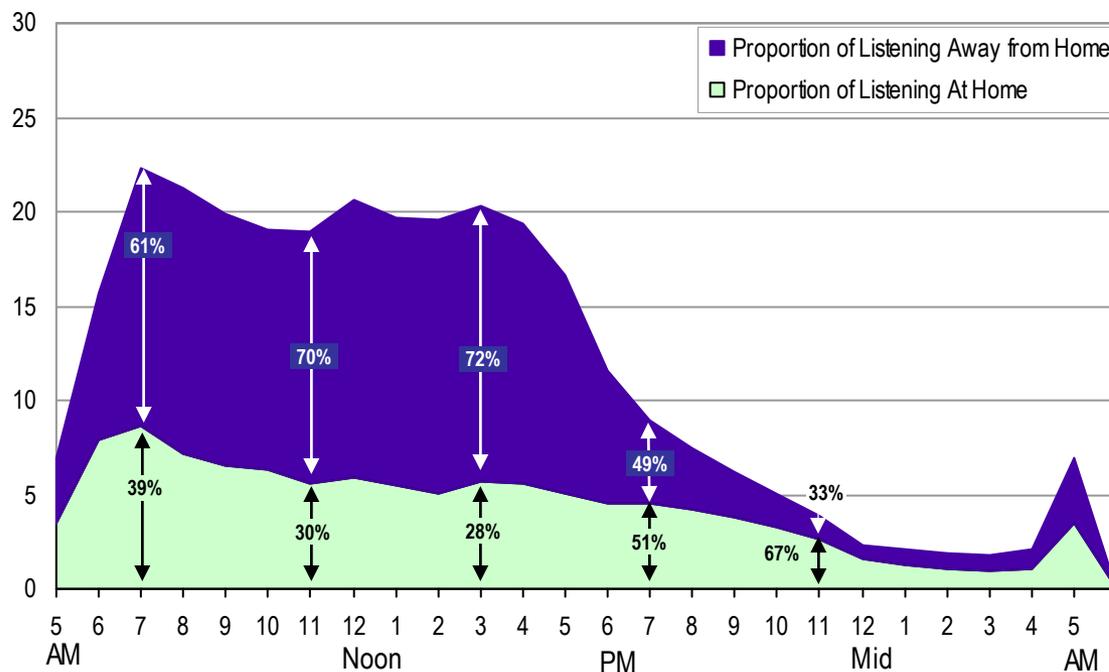
Where People Listen: Weekdays

From 7AM to 7PM weekdays, more radio listening took place away from home: accompanying listeners in the car, at work or some other location. Radio's advantage as *the* on-the-go medium was its ability to reach people wherever they were, which was particularly valuable to advertisers seeking to drive traffic to business locations during the daytime hours. Overall, more than 63% of weekday listening occurred out-of-home; that figure peaked at 74% in the 2PM hour.

During weekdays between Spring 2006 and 2007, away-from-home's quarter-hour ratings eased slightly from 7AM to 7PM, while at-home declined modestly for varying periods in all dayparts. However, radio's quarter-hour ratings increased both at home and particularly away from home in most overnight hours, giving away-from-home's share a 4% to 6% boost during that time. Away-from-home listening also grew from 5AM to 7AM—matching at-home's ratings. Otherwise, the hour-by-hour ratio was virtually unchanged between 2002 and 2007.

Weekday Listening, AQH Rating

Percent of Persons Using Radio
Mon-Fri, 5AM-4AM



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 noon hour on this graph, about 21% 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 2007, Mon-Fri, 5AM-4AM.

Where People Listen: Weekends

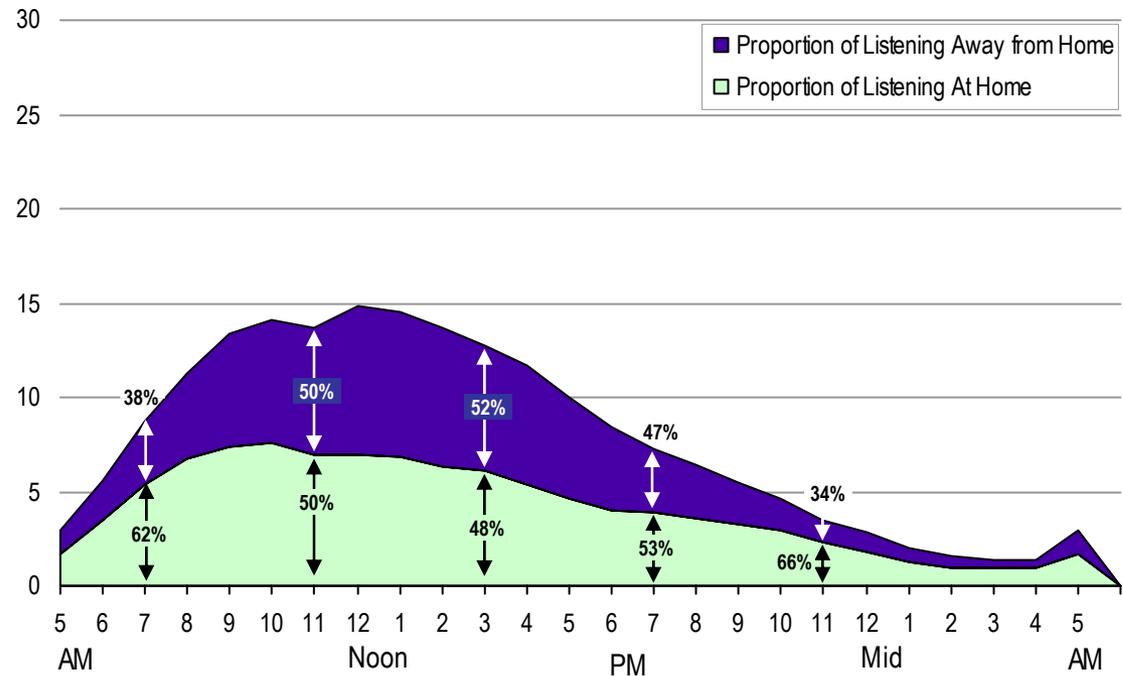
Radio's audience on the weekend was about 37% lower as during the week, as so many people had the weekend off and aren't commuting. Though consumers were out and about on weekends, of course, 51% of listening on Saturday and Sunday took place at home, up from 37% during the workweek. Between 12 noon and 6PM, away-from-home edged ahead. During the week, overall radio listening peaked in the 3PM hour, whereas on the weekends it was the noon hour.

Radio's average away-from-home ratings were twice as high during the week as on weekends, while the average at-home ratings were slightly higher during weekdays as on weekends. Ratings away-from-home were generally up from 5AM-12 noon, while at-home ratings slipped slightly from 6AM to 2AM, but gained between 3AM and 5AM.

Weekend radio offered some of radio's most popular programming including music countdown shows, sports play-by-play and public radio favorites such as *Prairie Home Companion*.

Weekend Listening, AQH Rating

Percent of Persons Using Radio
Sat-Sun, 5AM-4AM



Source: MaximiSer® Plus National Regional Database, Spring 2007, Sat-Sun, 5AM-4AM.

Where Men and Women Listen

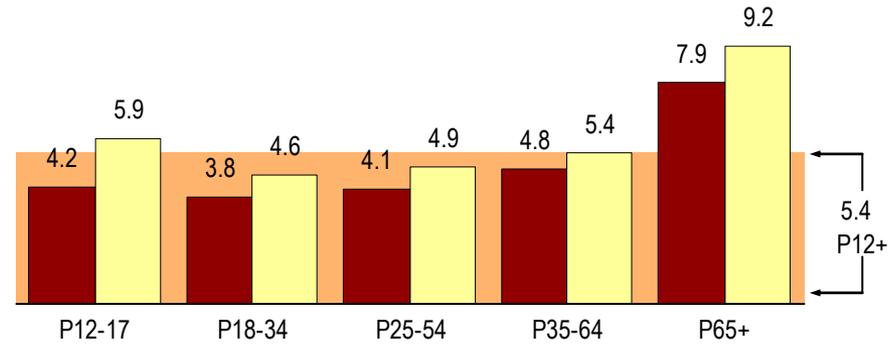
Overall, figures remained fairly stable between 2002 and 2007. It declined only 7% at home, primarily among Teen boys and girls, down 20% to 21%. Men 65+ were off 6%, while Men and Women 18-34 slipped 5% and 8%, respectively. Men and Women 25-54 eroded just 2% and 4%, respectively, though ratings with Women here have held firm the past three years. While Men 36-64 were actually up 2%, Women 35-64 declined 7%.

Away-from-home ratings fell only 3% between 2002 and 2007. While Teen listening remained virtually unchanged, adults 18-34 were down 6% with Men and 11% with Women. Men and Women 25-54 slipped 6% and 5%, respectively. Men 35-64 were off 3%; ratings for Women 35-64 remained stable.

Notably, away-from-home AQH ratings among Adults 65+ have consistently gained or held steady each of those years, with AQH ratings among Men up 10% and among Women 17% above the 2002 mark.

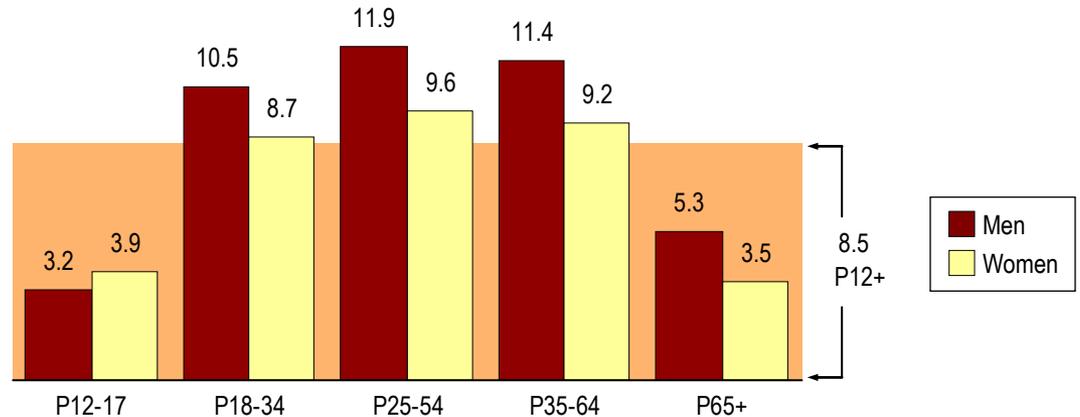
At-Home Listening for Men and Women

Total Week, AQH Rating



Away-from-Home Listening for Men and Women

Total Week, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid.

Listening Location

Most radio listening took place out-of-home except during evenings, and this chart shows how the distribution of radio listening logically moves around throughout the day: at home and in car led in mornings, at work dominated in middays, in car took over in afternoons and at home won again in the evenings.

For several years the story has been the consistently growing proportion of in-car tune-in. Between Spring 2002 and 2007, in-car listening share rose at a rate of 9% in mornings and middays, 6% in afternoons and weekends, and 7% in evenings. At work's segment fell at a rate of 4% in mornings, 9% in middays and evenings, 11% in afternoons and 8% on weekends. At-home was down 6% in mornings, up 4% in middays, unchanged in afternoons, down 2% in evenings and off 3% on weekends.

These figures reflect the reality of American workers' gradually longer commutes, increasing media options and more mobile lifestyles.

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Car	Work	Other
Mon-Sun, 6AM-Mid	38.9%	35.5%	23.0%	2.6%
Mon-Fri, 6AM-10AM	38.1%	37.6%	23.0%	1.3%
Mon-Fri, 10AM-3PM	29.0%	30.2%	38.6%	2.2%
Mon-Fri, 3PM-7PM	30.8%	45.1%	21.7%	2.4%
Mon-Fri, 7PM-Mid	58.3%	28.0%	10.1%	3.6%
Weekend, 10AM-7PM	48.0%	37.9%	9.6%	4.4%

Fast Fact:

It's well known that radio is the only mass medium that easily adapts to all key listening locations. But exactly what is "other" as a listening location? If you're listening to the radio at a friend's house, while at the beach or park, while working out at the gym or in a doctor's waiting room, you're in an "other" location. The new 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), a retail outlet, a factory or a construction site.

Source: MaximiSer® Plus National Regional Database, Spring 2007.

Listening by Daypart

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

Between Spring 2002 and 2007, the percentage of those listening to radio at least once per week increased in middays among most demos, among Men 45+ throughout the day and especially with Men 55+, reaching six-year highs in most dayparts. Weekly reach decreased among Men 18-44 and Teen boys, the latter dipping below the 50% threshold in weekday evenings for the first time.

During that same period, Cume ratings for Women 45+ were level or up overall and in all dayparts, particularly in evenings, when Women 45-64 posted six-year highs. The largest decline was among Teen girls in evenings, off at a 12% rate.

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	59.4	43.1	65.1	49.4	63.7	87.2
	W	70.8	54.2	77.0	62.2	75.6	93.5
P18-24	M	66.6	66.9	72.3	53.6	67.7	89.7
	W	72.2	75.3	78.3	59.8	75.0	93.2
P25-34	M	79.6	71.3	80.4	48.2	70.9	94.5
	W	81.1	76.8	82.1	49.7	75.6	95.6
P35-44	M	82.2	71.9	81.9	46.7	72.6	95.3
	W	84.2	77.6	82.6	47.5	76.1	96.1
P45-54	M	81.8	72.5	81.6	46.8	75.0	95.1
	W	82.9	74.7	81.6	45.9	76.0	95.3
P55-64	M	80.1	75.0	78.6	43.3	75.4	94.0
	W	78.4	75.6	76.2	42.3	75.1	93.2
P65+	M	71.4	75.5	65.2	36.1	71.7	87.5
	W	68.2	73.2	61.2	34.1	70.3	85.1

Source: MaximiSer® Plus National Regional Database, Spring 2007.

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

New England

News/Talk/Information	13.4
Adult Contemporary	11.9
Country	10.0
Pop Contemporary Hit Radio	7.2
Classic Hits	5.7
Rhythmic Contemporary Hit Radio	5.4
Hot Adult Contemporary	5.1
All Sports	4.1
Classic Rock	4.0
Album Oriented Rock (AOR)	3.8
Talk/Personality	3.8
Classical	2.9
Oldies	2.9
Alternative	2.7
Active Rock	2.6
Adult Hits	2.4
Contemporary Christian	0.3
Urban Adult Contemporary	0.3
New AC/Smooth Jazz	0.1
Spanish Contemporary	0.1
Mexican Regional	0.0
Urban Contemporary	0.0

Middle Atlantic

Adult Contemporary	10.1
News/Talk/Information	9.9
Country	7.1
Pop Contemporary Hit Radio	7.0
Urban Contemporary	5.4
Classic Rock	4.3
Album Oriented Rock (AOR)	4.0
Urban Adult Contemporary	3.6
Hot Adult Contemporary	3.2
Rhythmic Contemporary Hit Radio	3.1
All Sports	3.0
Classic Hits	2.6
Classical	2.5
Oldies	2.2
Adult Hits	2.1
New AC/Smooth Jazz	2.3
Spanish Contemporary	2.0
Talk/Personality	1.9
Alternative	1.4
Contemporary Christian	1.0
Active Rock	0.8
Mexican Regional	0.6

South Atlantic

Country	13.5
News/Talk/Information	9.4
Adult Contemporary	7.6
Urban Adult Contemporary	7.3
Urban Contemporary	7.0
Pop Contemporary Hit Radio	5.5
Rhythmic Contemporary Hit Radio	3.7
Classic Hits	3.5
Classic Rock	3.0
Contemporary Christian	2.9
New AC/Smooth Jazz	2.2
Active Rock	2.1
Alternative	2.1
Hot Adult Contemporary	2.1
Classical	1.9
Oldies	1.8
Spanish Contemporary	1.8
All Sports	1.7
Mexican Regional	1.4
Talk/Personality	1.3
Adult Hits	1.0
Album Oriented Rock (AOR)	1.0



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

(continued on next page)

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

East South Central

Country	23.9
Urban Adult Contemporary	7.0
Urban Contemporary	7.0
Adult Contemporary	6.9
Pop Contemporary Hit Radio	6.8
News/Talk/Information	6.2
Classic Rock	5.9
Contemporary Christian	2.6
Classic Hits	2.2
Hot Adult Contemporary	2.2
Oldies	2.2
Active Rock	1.7
Adult Hits	1.7
All Sports	1.7
Rhythmic Contemporary Hit Radio	1.7
Classical	1.5
Alternative	0.8
Talk/Personality	0.8
Album Oriented Rock (AOR)	0.6
Mexican Regional	0.2
New AC/Smooth Jazz	0.1
Spanish Contemporary	0.1

West South Central

Country	15.4
News/Talk/Information	8.5
Mexican Regional	6.3
Rhythmic Contemporary Hit Radio	5.7
Adult Contemporary	5.6
Pop Contemporary Hit Radio	5.5
Classic Rock	4.6
Urban Adult Contemporary	4.0
Urban Contemporary	4.0
Oldies	2.7
Contemporary Christian	2.6
Hot Adult Contemporary	2.5
Alternative	2.4
Spanish Contemporary	2.1
All Sports	2.0
Adult Hits	1.6
Album Oriented Rock (AOR)	1.6
Classic Hits	1.6
Active Rock	1.2
Classical	1.0
Talk/Personality	0.9
New AC/Smooth Jazz	0.5

East North Central

Country	14.0
News/Talk/Information	12.2
Adult Contemporary	5.9
Pop Contemporary Hit Radio	5.9
Classic Rock	4.9
Hot Adult Contemporary	4.4
Urban Adult Contemporary	4.4
Urban Contemporary	4.3
Oldies	4.0
Classic Hits	3.2
Active Rock	2.6
Adult Hits	2.6
Album Oriented Rock (AOR)	2.6
All Sports	2.5
Contemporary Christian	2.5
Alternative	2.0
Classical	1.9
New AC/Smooth Jazz	1.9
Rhythmic Contemporary Hit Radio	1.8
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 2007.

(continued on next page)

Radio Formats Ranked by Audience Share by Region

AQH Share by Format

West North Central

Country	21.3
News/Talk/Information	14.5
Classic Rock	7.3
Pop Contemporary Hit Radio	6.1
Adult Contemporary	5.5
Oldies	4.8
Hot Adult Contemporary	4.5
Active Rock	3.5
Contemporary Christian	3.0
Album Oriented Rock (AOR)	2.9
Talk/Personality	2.1
All Sports	2.0
Adult Hits	1.9
Classical	1.9
Rhythmic Contemporary Hit Radio	1.5
Alternative	1.3
Classic Hits	1.0
Urban Contemporary	1.0
Mexican Regional	0.7
Urban Adult Contemporary	0.7
New AC/Smooth Jazz	0.0
Spanish Contemporary	0.0

Mountain

Country	14.1
News/Talk/Information	13.0
Mexican Regional	6.9
Classic Rock	6.1
Adult Contemporary	5.6
Pop Contemporary Hit Radio	4.4
Hot Adult Contemporary	4.1
Adult Hits	3.5
Oldies	3.5
Rhythmic Contemporary Hit Radio	3.5
Active Rock	2.5
Contemporary Christian	2.5
Alternative	2.3
New AC/Smooth Jazz	2.2
Classical	1.8
Album Oriented Rock (AOR)	1.7
All Sports	1.7
Spanish Contemporary	1.7
Classic Hits	1.4
Talk/Personality	1.3
Urban Contemporary	0.3
Urban Adult Contemporary	0.2

Pacific

News/Talk/Information	11.7
Mexican Regional	9.6
Rhythmic Contemporary Hit Radio	7.7
Country	7.1
Adult Contemporary	6.4
Classic Rock	4.0
Pop Contemporary Hit Radio	3.7
Talk/Personality	3.2
Alternative	2.9
Spanish Contemporary	2.9
New AC/Smooth Jazz	2.8
Classic Hits	2.7
Hot Adult Contemporary	2.7
Adult Hits	2.5
All Sports	2.5
Classical	2.3
Contemporary Christian	2.1
Active Rock	1.4
Oldies	1.3
Urban Adult Contemporary	1.1
Album Oriented Rock (AOR)	1.0
Urban Contemporary	0.1



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

Radio Formats Ranked By Demographic

AQH Share of Teen Boys and Girls 12-17

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

Pop Contemporary Hit Radio	20.1
Rhythmic Contemporary Hit Radio	16.0
Urban Contemporary	10.3
Country	10.2
Hot Adult Contemporary	4.1
Alternative	4.0
Adult Contemporary	3.4
Contemporary Christian	3.0
Active Rock	2.7
Classic Rock	2.7
Mexican Regional	2.7
Urban Adult Contemporary	2.5
Album Oriented Rock (AOR)	1.7
Spanish Contemporary	1.7
News/Talk/Information	1.3
Adult Hits	1.1
Classic Hits	1.1
Oldies	0.8
All Sports	0.5
Classical	0.4
New AC/Smooth Jazz	0.4
Talk/Personality	0.4

AQH Share of Adults 18-24

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

Country	12.7
Pop Contemporary Hit Radio	12.3
Rhythmic Contemporary Hit Radio	11.0
Urban Contemporary	8.1
Mexican Regional	6.2
All Sports	4.7
Alternative	4.7
Adult Contemporary	4.6
Classic Rock	4.2
Active Rock	4.0
Hot Adult Contemporary	3.7
Album Oriented Rock (AOR)	2.6
Urban Adult Contemporary	2.6
Spanish Contemporary	2.1
Contemporary Christian	1.8
News/Talk/Information	1.8
Classic Hits	1.7
Adult Hits	1.6
Oldies	1.2
Talk/Personality	0.8
New AC/Smooth Jazz	0.8
Classical	0.4

AQH Share of Adults 25-34

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

Country	11.7
Pop Contemporary Hit Radio	8.1
Mexican Regional	7.3
Adult Contemporary	5.8
Rhythmic Contemporary Hit Radio	5.8
Urban Contemporary	5.5
News/Talk/Information	4.6
Hot Adult Contemporary	4.5
Classic Rock	4.4
Alternative	3.7
Active Rock	3.5
Urban Adult Contemporary	3.3
Album Oriented Rock (AOR)	2.9
All Sports	2.6
Contemporary Christian	2.5
Adult Hits	2.4
Spanish Contemporary	2.4
Classic Hits	1.7
Talk/Personality	1.5
Oldies	1.0
New AC/Smooth Jazz	1.0
Classical	0.7

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

(continued on next page)

Radio Formats Ranked By Demographic

AQH Share of Adults 35-44

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

Country	12.2
News/Talk/Information	7.8
Adult Contemporary	7.7
Classic Rock	6.5
Pop Contemporary Hit Radio	5.0
Hot Adult Contemporary	4.6
Urban Adult Contemporary	4.6
Mexican Regional	3.7
Adult Hits	3.3
Urban Contemporary	3.3
Album Oriented Rock (AOR)	3.1
All Sports	3.1
Classic Hits	3.0
Contemporary Christian	3.0
Rhythmic Contemporary Hit Radio	2.6
Active Rock	2.3
Alternative	2.2
Talk/Personality	1.8
Spanish Contemporary	1.7
Oldies	1.5
New AC/Smooth Jazz	1.4
Classical	0.9

AQH Share of Adults 45-54

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

Country	13.0
News/Talk/Information	11.2
Adult Contemporary	9.3
Classic Rock	7.2
Urban Adult Contemporary	4.8
Classic Hits	4.6
Oldies	4.7
Hot Adult Contemporary	3.1
All Sports	2.6
Contemporary Christian	2.6
New AC/Smooth Jazz	3.7
Adult Hits	2.5
Pop Contemporary Hit Radio	2.5
Album Oriented Rock (AOR)	2.3
Talk/Personality	2.0
Urban Contemporary	2.0
Mexican Regional	1.8
Classical	1.6
Rhythmic Contemporary Hit Radio	1.2
Alternative	1.1
Active Rock	1.0
Spanish Contemporary	1.0

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

(continued on next page)

Radio Formats Ranked By Demographic

AQH Share of Adults 55-64

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

News/Talk/Information	16.7
Country	14.6
Adult Contemporary	9.7
Oldies	5.8
Urban Adult Contemporary	4.1
Classic Hits	3.9
Classical	3.4
Classic Rock	3.0
New AC/Smooth Jazz	3.0
All Sports	2.5
Talk/Personality	2.2
Contemporary Christian	1.7
Adult Hits	1.6
Hot Adult Contemporary	1.6
Mexican Regional	1.4
Urban Contemporary	1.3
Pop Contemporary Hit Radio	1.1
Spanish Contemporary	1.0
Album Oriented Rock (AOR)	0.8
Rhythmic Contemporary Hit Radio	0.5
Alternative	0.4
Active Rock	0.3

AQH Share of Adults 65+

Mon-Sun, 6AM-Mid,
Spring 2007, Persons 12+

News/Talk/Information	26.3
Country	13.9
Adult Contemporary	6.4
Classical	5.8
Oldies	2.9
Talk/Personality	2.8
New AC/Smooth Jazz	2.6
All Sports	2.2
Urban Adult Contemporary	2.0
Classic Hits	1.7
Contemporary Christian	0.9
Mexican Regional	0.9
Spanish Contemporary	0.8
Adult Hits	0.7
Hot Adult Contemporary	0.7
Urban Contemporary	0.7
Classic Rock	0.6
Pop Contemporary Hit Radio	0.5
Rhythmic Contemporary Hit Radio	0.3
Album Oriented Rock (AOR)	0.2
Alternative	0.2
Active Rock	0.1

Source: Format definitions are from Arbitron. Data come from
Maximiser® Plus National Regional Database, Spring 2007.

Radio Today contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2007; MaximiSer® Plus National Regional Database, Spring 2007; and Scarborough USA+, Release 1, 2007. 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, as well as all U.S. counties including those outside measured markets.

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.rodrigues@arbitron.com. For press inquiries, contact Jessica Benbow: jessica.benbow@arbitron.com.

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