



Radio Today

Radio Today

How America Listens to Radio

2009 Edition

INFORMATION FOR BROADCASTERS, AGENCIES AND ADVERTISERS |

Profiles of American Radio Consumers' Listening and Lifestyles

The continuing story for radio overall is its remarkable, enduring reach. Far more than 90% of all consumers aged 12 and older listen to the radio each week—a higher penetration than television, magazines, newspapers or the Internet. Radio stations and their program suppliers are meeting the challenges of a crowded media landscape by taking full advantage of technological innovations, including podcasting, Internet streaming and HD Radio® multicasting. These platforms help radio reach people wherever they are: at home, at work, in the car and elsewhere. Regardless of one's age, time of day or geography, Americans depend on radio as their true, reliable media companion for entertainment, information and community service. Radio is a vibrant, relevant and growing part of Americans' lives.

Welcome to the *Radio Today 2009 Edition*—an in-depth look at radio listening nationally and by individual formats. *Radio Today* combines Scarborough 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, restaurant preferences, broadband connectivity and much more, this study provides valuable insight on the evolving relationship between radio and its diverse listener base.

With more new features than ever before, *Radio Today 2009* provides an in-depth look at the listening activity to the 24 most popular public radio formats representing the Fall 2008 Diary and October-November-December PPM™ survey periods, often in comparison to Spring 2007 (the most recent *Radio Today* report) and earlier years. In addition to audience statistics about radio listeners overall, you'll find detailed audience breakouts for 17 of these formats, including Average Quarter-Hour (AQH) Share of the total public radio audience and its weekly reach in terms of total listeners, segmentation of audience composition by age, time spent listening (TSL) by demographic, educational levels, income by household, gender balance, ratings by daypart and geographic region, ethnic composition in DST markets and listening by location (at-home vs. out-of home).

Radio Today 2009 also offers summary reports on seven additional Noteworthy Formats: Classical, Album Oriented Rock, All News, Talk/Personality, Religious, Spanish Contemporary and Album Adult Alternative. Although their reports are abridged, these Noteworthy Formats are included owing to their legacy or regional market strengths, or both.

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PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

What's New in *Radio Today* 2009

Editor's Note

There were several important factors affecting the ratings data between Fall 2007 and Fall 2008: There is an 18-month gap from the previous *Radio Today* and this report, which could account for some larger-than-typical shifts in the data trends. The 2008 presidential election likely accounted for some of the increase in reported listening to certain formats. Portable People Meter data were included for the first time, tracking exposure to radio in several major markets. With data from Houston-Galveston excluded, owing to disruptions from Hurricane Ike, those radio stations are not represented in this report. **Combined, these factors make trending analysis for the period between Spring 2007 and Fall 2008 very difficult. Users of this study should consider the data as presented accordingly.**

Updated Detailed Analyses

Radio Today 2009 offers an analysis of audience listening patterns and demographics of the 24 most popular radio formats. Within this year's individual format reports, you'll see that we've provided notation of trends observed between Spring 2007 and Fall 2008, as well as trends over longer periods of time to provide perspective on audience listening shifts.

Continuing with a popular feature, we are again including updated "Format Summaries" and "Story Lines of the Year," detailing some of the key trends taking place in radio listening, both for certain formats on the move either up or down, as well as for radio as a whole.

As a useful reference, *Radio Today 2009* identifies specific markets where certain formats are leaders.

PPM Data Integrated for the First Time

The Arbitron Portable People Meter™ System measured listening behavior in several major Metro areas during Fall 2008. For the first time in this report, audience estimates and other audience information from PPM markets is included along with Diary-based data. PPM coverage for Fall 2008 tracked listening activity in (alphabetically) Chicago, Dallas-Ft. Worth, Los Angeles, Middlesex-Somerset-Union, Nassau-Suffolk (Long Island), New York, Philadelphia, Riverside-San Bernardino, San Francisco and San Jose. These markets account for about 21% of the nationwide 12+ population. Owing to PPM measurement disruptions as a result of Hurricane Ike in October 2008, Houston-Galveston data were not available for this study.

What Have We Learned About the PPM System So Far?

In our experience of measuring radio listening using the PPM System, certain characteristics stand in contrast to what we have observed using Diary measurement—the typical listener in the PPM system is exposed to nearly twice as many radio stations in a given week and uses radio on far more occasions than what is typically reported in the Diary. The increase in the number of occasions is usually offset by a lower amount of time spent listening per occasion in the PPM service than in the Diary. However, we have not seen consistent patterns in the amount of reported listening to a particular radio format or by particular demographic groups in the PPM service when compared to the Diary; these statistics can vary widely by market.

P6+ PPM vs. P12+ Diary Demographics

The PPM system has the added benefit of measuring 6+ demographics vs. the 12+ demographics measured by the Arbitron Diary. Because *Radio Today 2009* incorporates both PPM and Diary data, we include 12+ demographics only.

(continued on next page)

What's New in *Radio Today 2009*

In-Home, Out-of-Home Locations Referenced

The Portable People Meter detects listening in two distinct locations: “at home” and “away from home,” while Diary-based methodology discerns specific out-of-home locations such as “in-car,” “at work” or “other” location. To be consistent across all markets, this report breaks down the distribution of listeners tuning in either “at-home” or “out-of-home.”

New Scarborough Consumer Data

Radio Today 2009 includes more than 60 Scarborough consumer purchasing and lifestyle behaviors by percentage or index, customized for each of the 17 most popular formats. Among the data included is information on coupon usage, fast-food and sit-down restaurants, political orientation, local and statewide voting history, home electronics “gadget” purchasing intentions, home improvement investments, broadband connectivity, time spent online and 14 Internet activities tailored to each format.

Formats Ranked by Audience Share by Demographic and Several Other New Criteria

In addition to format rankings by region, *Radio Today 2009* is now listing the leading formats ranked by key demographic segments, including teens and adults 18-24, 25-34, 35-44, 45-54, 55-64 and 65+. As you might expect, there are some significant differences in format appeal according to age group. For the first time, *Radio Today 2009* also ranks the top formats by weekly Cume, listening by location, gender ratios and ethnic composition in DST-controlled markets.

New List of Formats by Audio Band

Also for the first time, *Radio Today 2009* features the individual number of stations in every format broadcasting on FM, AM, via the Internet and HD channels.

Adult Hits Expands to Full Report; Three More Formats Added

With a 2.0% share of radio listening, Adult Hits has its analysis expanded to four pages for the first time. And in an effort to extend coverage to as many formats as possible, *Radio Today 2009* offers first-ever format summaries for All News, Religious and Album Adult Alternative. Those formats earned 1.5%, 1.4% and 1.1% of the national radio audience, respectively.

Format Summaries of the Year

News/Talk/Information: America's No. 1 Format

Thanks in part to a historic presidential election and important congressional campaigns, News/Talk/Information ranked as the No. 1 format in Fall 2008 with a 12.6% share of Persons 12+, far above its 10.7% share of Spring 2007, and slightly ahead of Country's 12.5%. With 30 more AM and FM stations than in Spring 2007, and more than 1,000 HD channels and Internet streams, N/T/I boasts more broadcast signals by far than any other format in *Radio Today 2009*.

Classic Hits Continues to Grow... at the Expense of Oldies

Oldies stations continue to reposition themselves toward a younger image, making Classic Hits the fastest growing music format. Between Spring 2007 and Fall 2008, Classic Hits' share rank of the national radio audience jumped from No. 11 to sixth, reaching 3.9% of the U.S. population—the most since the format has been tracked by Arbitron. Between Spring 2007 and Fall 2008, the number of AM and FM stations programming Classic Hits increased from 288 to 364. There are also now more than 200 HD and streaming Classic Hits stations. Classic Hits' audience is getting more mature, as its composition of listeners aged 55+ grew from 24% to nearly 35% between Spring 2006 and Fall 2008. Comparing Spring '07 to Fall '08, Classic Hits' ratings have seen major growth in every daypart and huge increases in several regions. *For more details on Classic Hits and Oldies, see Pages 37 and 73, respectively.*

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The Oldies-to-Classic Hits Format Transition

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

	Classic Hits	Oldies	Total
Sp02	0.9%	5.3%	6.2%
Sp03	1.2%	5.0%	6.2%
Sp04	1.4%	5.0%	6.4%
Sp05	1.6%	4.1%	5.7%
Sp06	2.1%	3.3%	5.4%
Sp07	2.8%	2.6%	5.4%
Fa08	3.9%	2.3%	6.2%

Contemporary Christian Reaches New Ratings High

Reaching more than 14.5 million listeners each week (up from 14.3 million in Spring '07), Contemporary Christian earned a 2.5 share in Fall '08, the most in the seven years the format has been studied in *Radio Today*. The number of AM and FM stations carrying the format rose from 724 to 781 during that time period. There are more Internet simulcasts of FM Contemporary Christian stations than of any other format; nearly 12% of all FM simulcasts online are Contemporary Christian outlets. It is one of two English-language music formats that is a Top 5 time-spent-listening performer across all demographics. While all formats experienced shorter TSL in Fall 2008 compared with Spring 2007 (owing in part to changing ratings methodologies), Contemporary Christian saw by far the least change, regardless of age group—no more than 15-30 minutes per week.

Active Rock on Solid Ground

With 15.5 million listeners per week, the Active Rock format earned 2.4% of the national radio audience in Fall 2008, a higher figure than during six previously measured Spring ratings periods. The number of FM stations carrying Active Rock grew from 149 in Spring '07 to 166 in Fall '08, besides 138 streaming and HD signals. Active Rock stations were among the leaders in the then-Diary markets of Seattle-Tacoma and Minneapolis-St. Paul and the PPM market of Detroit.

All Sports Continues Winning Streak

The only format to post higher ratings in each of the past five *Radio Today* reports, All Sports is heard on 887 stations across the country, generating 2.5% of all radio listening, up from 2.3% in Spring '07. All Sports' weekly reach was 18.8 million in Fall '08, compared with 14.2 million in Spring '07. The number of AM and FM All Sports stations grew from 560 to 590 over that time frame. PPM research reveals strong audience spikes during key matchups, playoff appearances or on occasions of important team or player news that are far above an All Sports station's typical ratings.

New AC/Smooth Jazz Fades From Prominence

After four consecutive years with 1.8% of the national radio audience, New AC/Smooth Jazz experienced a major downward shift following Spring 2007, attracting just 0.5% of radio listeners during Fall 2008. The number of NAC/Smooth Jazz stations fell sharply during that time frame, from 72 to 46, including many departures in larger markets such as New York; Philadelphia; Baltimore; Washington, DC; Denver-Boulder; Houston-Galveston; and, more recently, San Francisco, San Jose and Chicago. Others have recently rebranded themselves as "Smooth AC," of which there are now 30 stations (including 13 on FM), compared to none reported in *Radio Today 2008*.

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Mexican Regional Remains Top Music Format for TSL

After years of steady growth and more stations carrying the format, Mexican Regional's overall national share in Fall '08 was 2.9. In terms of TSL, Mexican Regional is tied for No. 1 overall and is the leader outright among music formats. Ranking No. 2 with 12- to 24-year-olds, Mexican Regional's TSL is far and away No. 1 with adults 18-34 and 25-54. Even though the format skews somewhat younger, it is even No. 2 in TSL with adults 35-64.

Classic Rock Listeners Aging Rapidly

Among those who enjoyed Classic Rock in Fall 2008, more than 44% were between 45-64 years old, a percentage that has grown at a rate of 59% since Spring 2005. No format has seen any age group expand as much so quickly. Classic Rock's composition of adults 55+ jumped 59% (to nearly 15%) between Spring '07 and Fall '08 alone.

Even Pop CHR Listeners Are Growing Older, More Affluent

For the first time in this study's history, a majority of Pop Contemporary Hit Radio listeners are now between the ages of 25-54. Pop CHR has a wide appeal, ranking No. 2 among adults 18-24 and 25-34, and is fifth with adults 35-44 of all formats in this report. The percentage of Pop CHR consumers living in households earning \$75,000 or more gained 21% between Spring 2005 and Fall 2008—the format's only income bracket to rise during that period.

Radio's Reported AQH Ratings Were Lower...

In this first annual report including PPM-measured data from several major markets as well as Diary methodology, average quarter-hour (AQH) ratings were lower than what would otherwise have been reported using an all-Diary methodology. At-home AQH ratings in Fall 2008 were 22.2% below those in Spring 2007, while away-from-home figures were 18.8% lower. These differences should not be regarded as actual declines or losses in listening, but as a shift in measurement methodology. As more markets transfer from Diary-based measurement to PPM, we can expect to see additional and significant adjustments in these figures compared to Diary returns.

...And So Were Time Spent Listening Figures...

Overall time spent listening to radio was about 18% lower—3.25 fewer hours—in Fall 2008 than during Spring 2007. However, that does not mean that there was less listening taking place. It would be more appropriate to say the results between the two periods are not comparable, and here's why:

1. PPM measurement data are included in the Fall '08 analysis, in addition to Diary data.
2. Two different seasons were being measured.
3. Fall 2008 was an election period that affected listening patterns.
4. Houston-Galveston data were excluded owing to disruptions from Hurricane Ike.

...As Were Cume Ratings, But They Remain Strong

Partially owing to PPM methodology being included for the first time, Cume ratings for all demo cells and nearly every daypart were lower in Fall '08 than in Spring '07. Men 65+ and teen boys shifted the least, while the largest difference was among Men 25-34 at more than -3%. The changes among women were more compressed, ranging from small fractions to -2.6% for Women 25-34. However, radio's overall Cume rating remained consistently strong between Spring 1997 and Fall 2008. Despite availability of numerous media alternatives, radio's weekly reach declined only modestly in the past several years, from 94.9% in Spring 2001, when the iPod® was introduced, to 91% in Fall '08.

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Listening Away-From-Home Continues to Grow

Back in Spring '07, away-from-home listening was in the majority only between noon and 6PM. By Fall '08, away-from-home had become the dominant domain from 11AM to 8PM. There were sizeable increases in away-from-home tune-in between 3PM and Midnight and especially on weekends between 5PM and 11PM. The majority of listening during weekends in the 11AM and 7PM hours in Fall '08 took place away from home for the first time in at least 10 years, continuing a gradual shift. Two-thirds (14 of 21) of the formats that appeared in both *Radio Today 2008* and this report had a lower at-home tune-in ratio in Fall '09 than in Spring '08.

Teen Cume Ratings Remain Strong

Contrary to erroneous perceptions that “teens don't listen to the radio anymore,” the fact is that teen listening among boys declined at a pace of just 0.6% in Cume rating from Spring 2007 to Fall 2008, while tune-in among teen girls was down at a rate of only 1.8%.

Those Who Listen Longest Gradually Getting Older

Those who listen to radio the most have shifted to older age groups in recent years. In Spring 2002, Men 35-44 listened longer than any other male age group, followed by Men 25-34. In Fall 2008, Men 45-54 claimed the longest TSL, followed by Men 55-64. Among women, those 65+ moved from having the fifth-longest TSL in Spring '02 to the second-longest in Fall '08.

Weekend Listening Grows in Proportion to Weekdays

Weekend listening grew in relation to weekday tune-in since the last *Radio Today* report, with overall weekend ratings 66% as high as weekdays in Fall '08, up from 62% in Spring '07. Taking the workday hours out of the picture, between 7PM and 5AM weekend ratings were 93% as high as weekdays during Fall '08, up from 88% in Spring '07.

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.

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

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 during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

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

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

Format Share

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

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

Index

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

P1–First Preference Listening

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

Time Spent Listening (TSL)

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

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

National Radio Format Shares and Station Counts

Legend	
FM	FM Station
AM	AM Station
HF	Digital FM Station
HA	Digital AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
IF	Internet Stream of FM station
IA	Internet Stream of AM station
G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3

Fall 2008												
Format	12 + Share	Total	Primary		HD Radio				Streaming			
			FM	AM	HF	HA	F2	F3	IF	IA	G2	G3
News Talk Information	12.6	2,634	391	1192	107	60	27	12	290	532	20	3
Country	12.5	2,358	1,337	342	97	0	25	0	497	50	10	0
Adult Contemporary	8.2	1,176	683	91	74	1	6	0	300	18	3	0
Pop CHR	5.9	694	361	4	59	1	26	0	224	3	16	0
Classic Rock	4.7	836	505	10	56	0	29	0	220	2	14	0
Classic Hits	3.9	567	321	43	37	0	5	0	145	13	3	0
Rhythmic CHR	3.7	317	154	0	32	0	19	0	103	0	9	0
Urban AC	3.6	306	144	27	34	0	5	0	84	10	2	0
Hot AC	3.5	664	435	7	47	0	1	0	173	1	0	0
Urban Contemporary	3.3	258	126	22	21	0	8	0	74	5	2	0
Mexican Regional	2.9	415	184	146	11	0	3	0	45	25	1	0
All Sports	2.5	887	60	530	8	38	1	6	36	206	0	2
Contemporary Christian	2.5	1,384	740	41	14	1	8	2	558	14	5	1
Active Rock	2.4	304	166	0	27	0	14	0	96	0	1	0
Oldies	2.3	901	363	306	15	4	14	1	116	77	5	0
Alternative	2.2	589	305	3	35	0	33	3	188	3	16	3
Adult Hits	2.0	312	182	8	25	1	7	0	85	3	1	0
Classical	1.9	606	263	2	75	0	27	1	216	1	20	1
Album Oriented Rock	1.8	291	167	1	19	0	8	0	92	1	3	0
All News	1.5	59	4	23	1	7	3	1	3	15	2	0
Talk/Personality	1.5	307	46	144	5	7	5	3	27	66	3	1
Religious	1.4	1,352	659	375	6	9	2	0	168	132	1	0
Spanish Contemporary	1.2	178	70	36	15	1	9	0	35	7	5	0
Album Adult Alternative	1.1	335	156	4	27	0	29	3	96	1	17	2
Soft Adult Contemporary	1.0	186	92	36	10	0	3	0	36	8	1	0
Spanish Adult Hits	1.0	76	29	12	12	0	1	0	20	2	0	0
Variety	1.0	1,163	644	118	34	1	8	0	324	30	4	0
Classic Country	0.8	375	98	184	5	1	17	1	24	37	8	0
Adult Standards/MOR	0.7	331	37	233	1	5	3	0	10	40	2	0

Source: Arbitron Radio Station Information Database.

(continued on next page)

National Radio Format Shares and Station Counts

Legend	
FM	FM Station
AM	AM Station
HF	Digital FM Station
HA	Digital AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
IF	Internet Stream of FM station
IA	Internet Stream of AM station
G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3

Fall 2008 (continued)												
Format	12 + Share	Total	Primary		HD Radio				Streaming			
			FM	AM	HF	HA	F2	F3	IF	IA	G2	G3
Contemporary Inspirational	0.7	190	103	20	6	3	5	0	45	5	3	0
Gospel	0.7	386	70	227	2	5	8	0	18	52	4	0
Rhythmic AC	0.7	56	21	0	10	0	5	0	16	0	4	0
NAC/Smooth Jazz	0.5	116	45	1	9	0	16	0	35	1	9	0
Spanish Tropical	0.5	66	18	26	2	4	1	0	7	8	0	0
Modern AC	0.4	62	30	0	10	0	3	0	18	0	1	0
New Country	0.4	141	96	5	5	0	9	0	20	2	4	0
Spanish News/Talk	0.4	93	1	55	0	5	2	3	1	24	1	1
Educational	0.3	184	109	9	9	0	0	0	51	6	0	0
Jazz	0.3	158	70	1	12	0	17	3	47	0	7	1
Easy Listening	0.2	50	30	10	1	0	0	0	7	2	0	0
Latino Urban	0.2	23	9	0	3	0	4	0	7	0	0	0
Rhythmic Oldies	0.2	30	9	2	2	0	8	0	4	0	5	0
Southern Gospel	0.2	257	84	114	0	0	0	0	32	27	0	0
Spanish Variety	0.2	174	42	96	5	1	2	0	12	14	2	0
Nostalgia	0.1	64	7	44	0	2	0	1	3	7	0	0
Spanish Religious	0.1	125	34	58	0	2	0	0	11	20	0	0
Tejano	0.1	42	15	9	1	0	6	0	5	3	3	0
Urban Oldies	0.1	35	8	10	0	0	8	0	3	4	2	0
World Ethnic	0.1	132	17	77	0	1	1	0	6	30	0	0
'80s Hits	0.0	44	18	2	3	0	12	0	5	0	4	0
Children's Radio	0.0	45	0	25	0	9	2	1	0	6	1	1
Family Hits	0.0	54	3	25	1	7	0	0	1	17	0	0
Other	0.0	138	50	23	0	0	31	4	19	4	6	1
Smooth AC	0.0	30	13	0	5	0	0	0	12	0	0	0
Spanish Contemporary Christian	0.0	11	1	2	0	0	4	1	1	1	1	0
Spanish Oldies	0.0	20	6	12	0	0	1	0	0	0	1	0
Spanish Sports	0.0	1	0	1	0	0	0	0	0	0	0	0
Total		22,588	9,631	4,794	995	176	491	46	4,671	1,535	232	17

Source: Arbitron Radio Station Information Database.

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

Although this study was released in 2009, it uses data gathered from the Fall 2008 survey period.

The "Education" and "Household Income" charts includes only listeners aged 18 or older, whereas the gender ratios are among those aged 12 and older.

The "Audience Composition" information breaks out the total percentage of a format's audience within various age groups. The "Audience Share by Region" information breaks out the share each format generates of all listening across various regions.

Listening data include both commercial and noncommercial radio listening.

For additional terms and definitions, please see the Glossary on page 11.

Data Sourcing

Format definitions are from the Arbitron Radio Station Information Database. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis.

Arbitron data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Scarborough data come from Scarborough USA+, Release 1, 2009.



Where America Turns for News

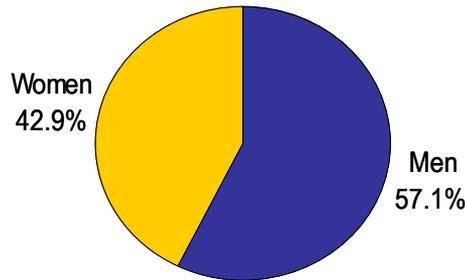
Thanks in part to close and historic presidential and congressional elections, News/Talk/Information radio captured the No. 1 format position during Fall 2008, jumping nearly two share points from Spring 2007, and ranking slightly ahead of Country. An estimated 53 million consumers—third-most of all formats covered—tune in to N/T/I each week across 2,634 terrestrial and online stations (more than any other format), including 1,583 AM and FM outlets. Covered separately in this report is Talk/Personality programming, which also delivers a significant audience.

In Fall 2008, N/T/I stations were among the five leaders in the PPM Metros of Los Angeles; Chicago; San Francisco; Atlanta; Washington, DC; and Detroit. The format was No. 1 in Fall 2008 in the Diary markets of Boston, Phoenix, San Diego, St. Louis and Denver-Boulder; it also was tops among subscribing stations in Seattle-Tacoma.

News/Talk/Information is a mature format, with nearly 90% of its audience at least 35 years old; only Classical has a higher concentration of 35+ listeners. In terms of overall audience share, N/T/I ranks No. 2 among those aged 35-44 and No. 1 with adults 45-54, 55-64 and 65.

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

Listeners 12+
Mon-Sun, 6AM-Mid



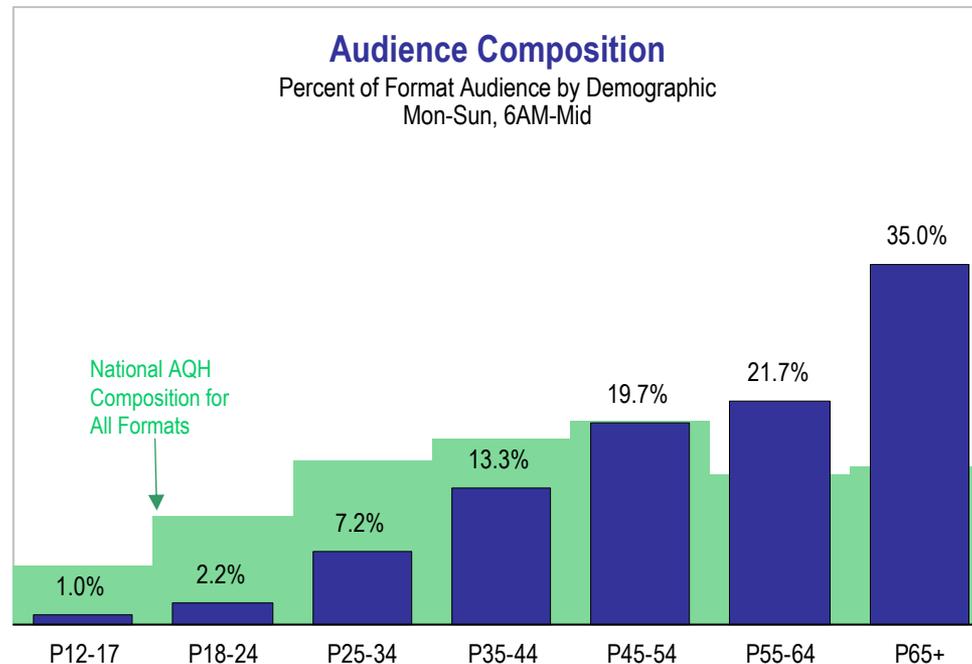
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
9.7%	10.6%	10.6%	10.4%	10.4%	10.7%	12.6%

Audience Composition

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



Stations

AM	1,192
FM	391
Internet	845
HD Radio®	206

continued ►

News/Talk/Information

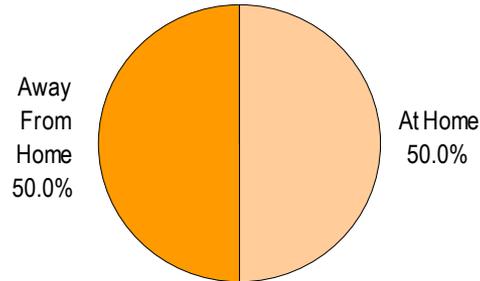
The amount of listening to N/T/I is divided equally between at-home and away-from-home. The format has the third-highest percentage of tune-in occurring in the home, and conversely, the third-lowest percentage taking place somewhere else.

News/Talk/Information is the No. 1 format in mornings, when consumers start their day with the latest news, weather and traffic, and peaks during midday programming featuring broadcasts from several of America's most popular talk personalities. N/T/I shares the national format lead with Country in afternoons and evenings.

News/Talk/Information is No. 1 in the Mountain area, where it has its highest regional share, as well as in New England, the East North Central zone and the Pacific area, where it is far ahead of all others. N/T/I ranks No. 2 to Country everywhere else: the Middle Atlantic, South Atlantic, East South Central, West South Central and West North Central territories. Taking into account the presidential year and a different survey season, the East South Central zone had by far the most growth for N/T/I between Spring 2007 and Fall 2008; the format's share rose almost 39% in that area over that time frame.

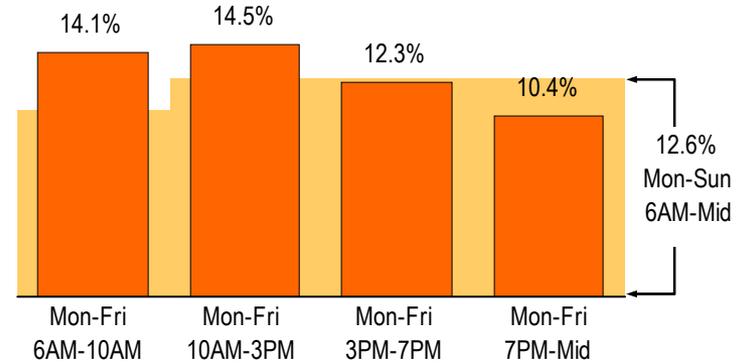
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

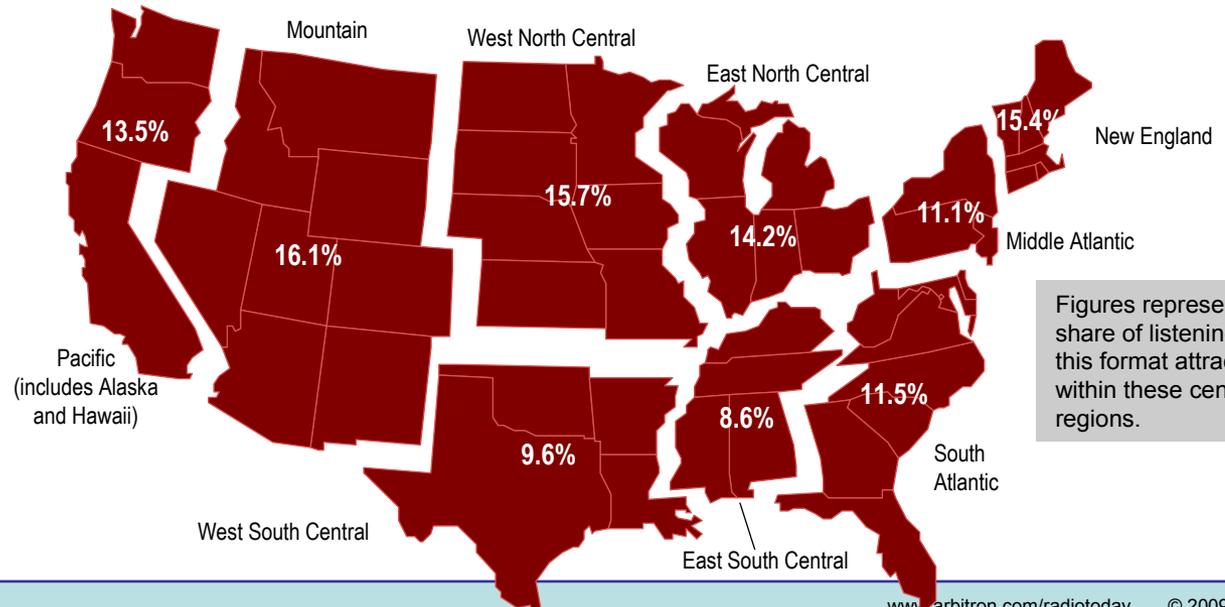
Persons 12+



Audience Share by Region

12.6% = National Average

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



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

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

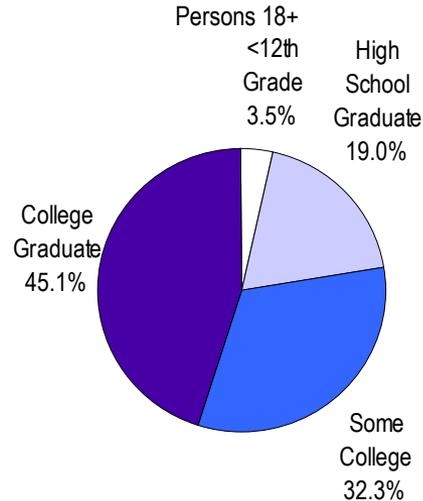
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News/Talk/Information

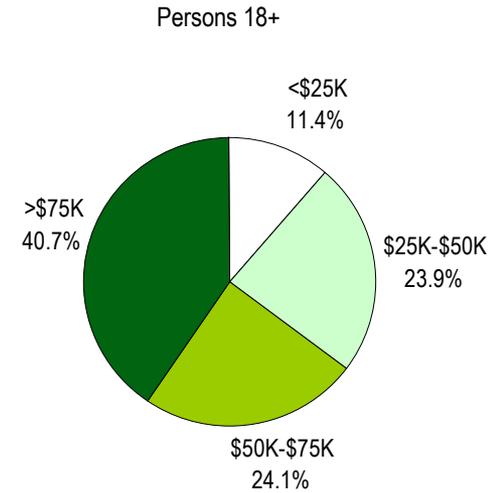
More than three-quarters of News/Talk/Information listeners have attended or graduated from college, ranking the format fourth-highest in terms of education attainment among the 24 analyzed in this study. This format is also among the top three in terms of the proportion of its listeners who have a college degree or beyond. The investment in learning among News/Talk/Information listeners has a correlating payoff in purchasing power. Nearly two-thirds of N/T/I consumers reside in households earning at least \$50,000 per year. More than 40% live in households generating \$75,000 or more, ranking N/T/I sixth-most-affluent among all formats covered in this report, and the percentage of N/T/I listeners with at least \$75,000 in household income grew at a rate of 18% between Spring 2002 and Fall 2008. Compelling programming helps News/Talk/Information tie for No. 1 overall with Mexican Regional in time spent listening with more than eight hours per week. N/T/I ranks fourth-highest in TSL among adults 25-54 and 35-64.

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

Education

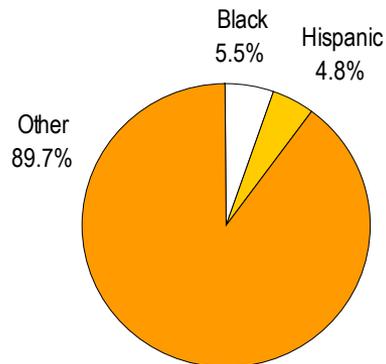


Household Income



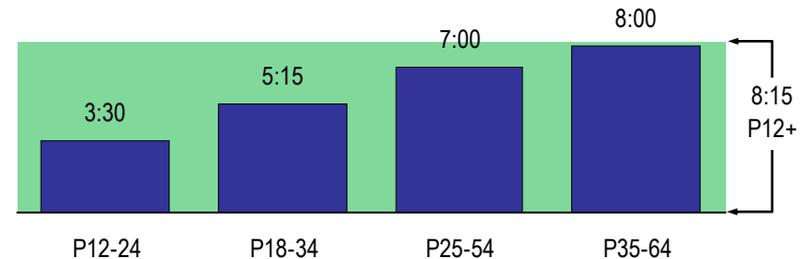
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Politically Active

Listeners to N/T/I are more likely to vote in both local and statewide elections than are consumers of any other format in this study. They are the second-most Republican-leaning of all listeners, which helps explain the prevalence of conservative talk hosts on N/T/I stations. These consumers are less likely to frequent fast-food restaurants, tying for third-highest percentage in the category of just 1-2 visits in the past 30 days. In general, they are involved online more than the average consumer. The format indexes among the top five in terms of its listeners accessing the Internet for financial information/services and travel reservations. Among the many usages of the Internet that N/T/I consumers particularly favor are, not surprisingly, news, as well as traffic and automobile information. The N/T/I format is tied for third-highest in the percentage of its listeners who get coupons from weekday newspapers, and ranks eighth-most-active for dining at Italian restaurants.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	8%
Digital Camera	6%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	12%
MP3 Player (iPod®, etc.)	4%
PDA (BlackBerry®, etc.)	2%
Video Game System	2%
Wireless/Cell Service for Self	2%

How Often Usually Vote in Local Elections	Index
Always	127
Sometimes	104
Never	58

How Often Usually Vote in Statewide Elections	Index
Always	132
Sometimes	87
Never	55

Political Party Affiliation	Index
Democrat	89
Republican	126
Independent	102
Independent, but Feel Closer to Democrat	101
Independent, but Feel Closer to Republican	136
None of These	60
Democrat/Independent, but Feel Closer to Democrat	92
Republican/Independent, but Feel Closer to Republican	129

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	40%
Any Coffee House/Coffee Bar	18%
Any Italian Restaurant	28%
Any Mexican Restaurant	35%
Any Seafood Restaurant	20%
Any Steakhouse	23%
Any Upscale Restaurant	21%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	23%
McDonald's®	43%
Wendy's®	22%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	20%
3-4 Times	23%
5-9 Times	30%
10 or More Times	16%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	63%

Time Spent on the Internet in Average Week	Index
1-4 Hours	106
5-9 Hours	114
10-19 Hours	120
20 Hours or More	114

Featured Internet Uses in Past 30 Days	Index
Auction Site	116
Automobile Information	118
Blogs (Read or Contributed to)	122
Download Coupons	120
Financial Information Services	132
Internet Yellow Pages	116
Listen to Radio	121
Local/Community Events	117
Medical Services/Information	124
News	125
Pay Bills	110
Traffic	132
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	134
Weather	120

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	46%
Under \$1,000	21%
\$3,000 or More	27%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	11%
Once a Week	19%
2-3 Times a Month	23%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	35%
Mail	34%
Preferred Customer Card/Loyalty Card	24%
Sunday Newspaper	55%
Weekday Newspaper	20%

Country

No. 1 Music Choice

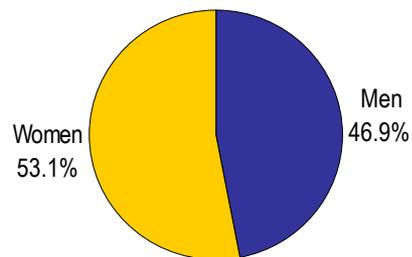
Country is broadcast by 2,358 terrestrial and online stations, including 1,679 AM and FM outlets, more than any other radio format. Combined, those terrestrial signals attract one of every eight hours of radio listening—a reliably steady ratio for the past several years. In terms of actual reach, Country is No. 1, too, with 56.2 million listeners per week. (There are also 282 Classic Country and 101 so-called “New Country” stations, which together contribute an additional and separate 1.2% to the genre’s national audience.) During Fall 2008, Country stations were among the top five in the PPM markets of Dallas-Ft. Worth and Atlanta. Among Diary markets, they ranked No. 2 in Minneapolis-St. Paul and Baltimore, and were third in Portland, OR, and Charlotte-Gastonia-Rock Hill.

Personified by stars such as Kenny Chesney, Carrie Underwood, Tim McGraw, George Strait, Brad Paisley and Keith Urban, Country leans female by a 53%/47% margin. Most of its audience is divided fairly evenly among adults 25-64, but thanks to Country’s emphasis on newer music and the appeal of younger entertainers such as Rascal Flatts and Taylor Swift, the format ranks third among teens and No. 1 among adults 18-24. Country’s audience composition by age group closely mirrors that of radio’s overall national profile.

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



Listeners 12+
Mon-Sun, 6AM-Mid



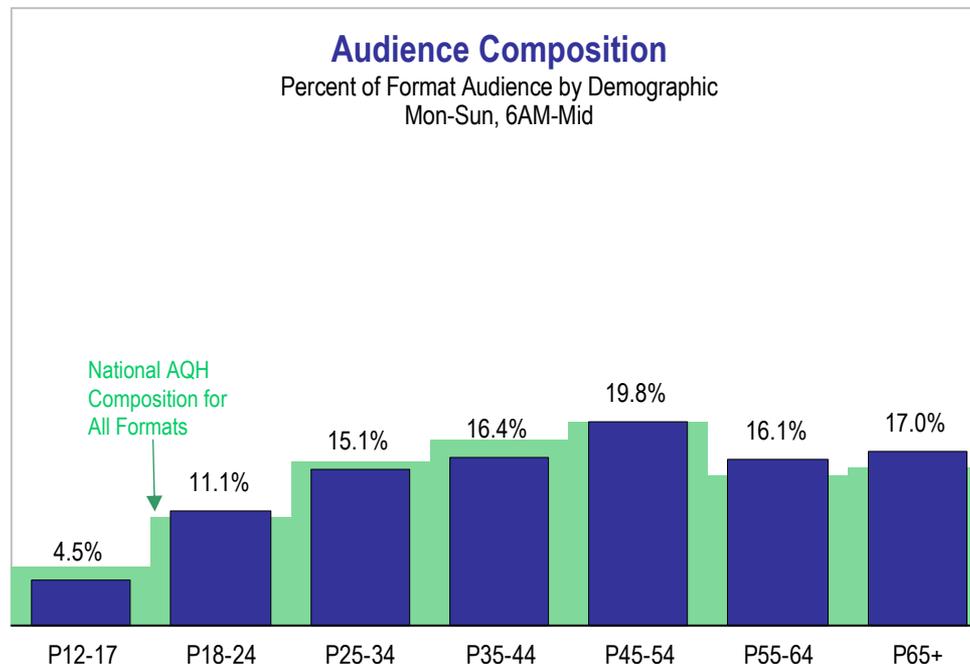
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
12.9%	13.0%	12.0%	12.5%	12.6%	12.7%	12.5%

Audience Composition

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



Stations

AM	342
FM	1,337
Internet	557
HD Radio®	122

continued ►

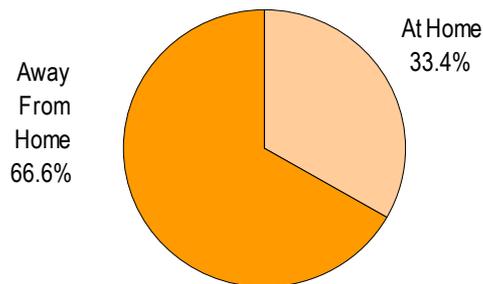
Country

Two-thirds of all listening to Country radio takes place away from home, which places it near the median of the 24 formats covered in this report. With a priority on entertaining morning shows, Country's share of the national audience is strongest in the early part of the day, but the format performs extremely well throughout the workweek. Country ranks second only to News/Talk/Information in overall share during mornings and middays, and is tied for No. 1 with N/T/I in afternoons and evenings.

Country's greatest stronghold is in the Southeast, where it is the No. 1 format by a nearly 3:1 margin. Nearly 20% of Country's entire national audience is based in this region. Country is No. 1 in the West North Central area by nearly a 2:1 ratio, and it is also the top format in the South Atlantic and West North Central territories. Country ranks No. 2 in the East North Central and Mountain zones, is third-most-popular in New England and the Middle Atlantic and ranks fourth among all formats in the Pacific region. Though measured in different seasons, Country experienced its biggest growth between Spring 2007 and Fall 2008 in New England, where the format's share gained at nearly a 6% rate over that period.

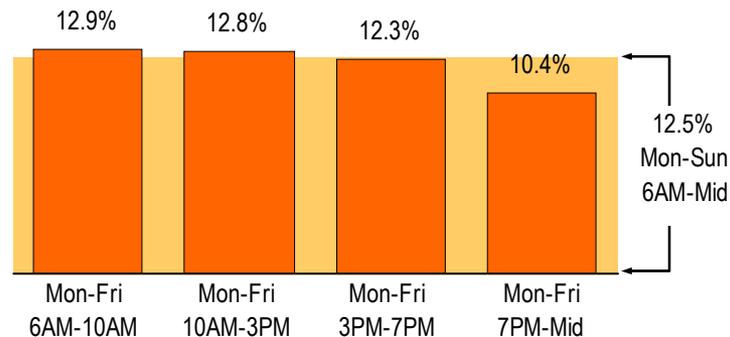
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

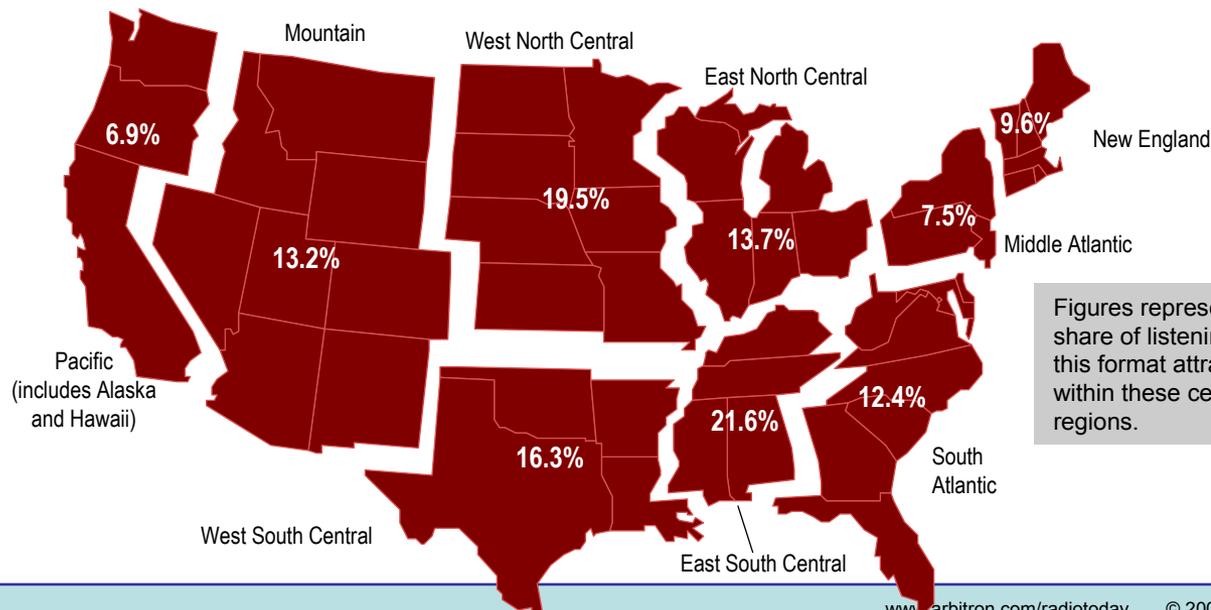
Persons 12+



Audience Share by Region

12.5% = National Average

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



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

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

continued ►

Country

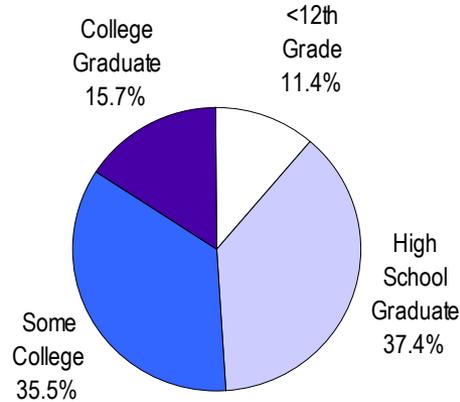
More than 51% of all adult Country listeners had attended or graduated from college in Fall 2008, the highest percentage in at least seven years, up from less than 47% in Spring 2004. Earnings among Country consumers have also grown significantly in recent years, with 49% living in households generating at least \$50,000 annually in Fall 2008, up from less than 40% in Spring 2002. The percentage of Country listeners with \$75,000 or more in household income has risen 55% during that time frame.

Country earns much longer time spent listening than most programming, regardless of age group. It ranks third-highest among all formats with listeners 12+ and is No. 1 among English-language music stations. Despite its 25+ adult target, Country is a solid No. 1 in TSL among teens and is No. 2 with 18-34s. It's tied for No. 2 in TSL with adults 25-54 (with whom it is the No. 1 English-language format) and is third in TSL with 35-64 listeners (with whom it is their favorite non-ethnic programming).

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

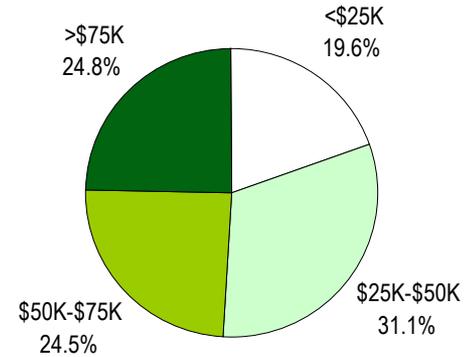
Education

Persons 18+



Household Income

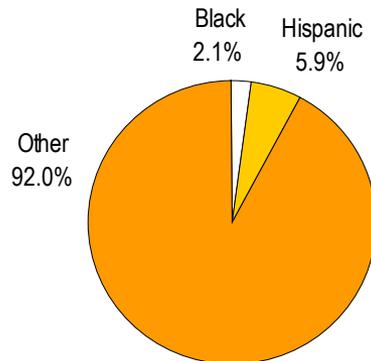
Persons 18+



Ethnic Composition*

AQH Persons

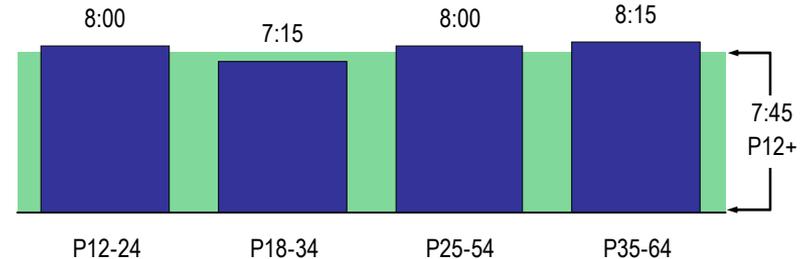
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Home, Sweet Home

As the vast majority of Country consumers own their residences, they are big on home improvement, with more than 40% having invested at least \$500 in maintenance and upgrades over the past year. Nearly a quarter of them have spent \$3,000 or more in this category. While Country consumers are less likely to be online than most other formats, they do index notably above the norm for auctions, to check weather and for local/community event information. Among the ways Country consumers use the Internet more than the national average include automobile information, casino-type games, e-mail and fantasy sports. Listeners to Country lean decidedly Republican, but are less reliable voters in local and statewide elections than average. Avid fast-food diners, they are eighth-most-likely to have gone to Wendy's in the past month and ninth-most-likely to have visited McDonald's. However, Country consumers are also more likely than consumers of any other format to have dined at a steakhouse in the past 30 days.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	9%
Digital Camera	7%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	12%
MP3 Player (iPod®, etc.)	4%
PDA (BlackBerry®, etc.)	2%
Video Game System	3%
Wireless/Cell Service for Self	2%

How Often Usually Vote in Local Elections	Index
Always	99
Sometimes	107
Never	93

How Often Usually Vote in Statewide Elections	Index
Always	98
Sometimes	111
Never	93

Political Party Affiliation	Index
Democrat	85
Republican	118
Independent	106
Independent, but Feel Closer to Democrat	94
Independent, but Feel Closer to Republican	110
None of These	94
Democrat/Independent, but Feel Closer to Democrat	87
Republican/Independent, but Feel Closer to Republican	116

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	40%
Any Coffee House/Coffee Bar	15%
Any Italian Restaurant	22%
Any Mexican Restaurant	37%
Any Seafood Restaurant	18%
Any Steakhouse	26%
Any Upscale Restaurant	14%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	30%
McDonald's®	53%
Wendy's®	28%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	16%
3-4 Times	23%
5-9 Times	34%
10 or More Times	20%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	56%

Time Spent on the Internet in Average Week	Index
1-4 Hours	113
5-9 Hours	106
10-19 Hours	101
20 Hours or More	97

Featured Internet Uses in Past 30 Days	Index
Auction Site	112
Automobile Information	112
Casino-type games	112
Download Coupons	103
Download/Listen to Music	101
E-mail	107
Fantasy Sports	109
Financial Information Services	101
Internet Yellow Pages	105
Listen to Radio	91
Local/Community Events	109
Medical Services/Information	102
Pay Bills	105
Weather	110

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	43%
Under \$1,000	26%
\$3,000 or More	23%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	11%
Once a Week	18%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	39%
Mail	33%
Preferred Customer Card/Loyalty Card	22%
Sunday Newspaper	54%
Weekday Newspaper	18%

Adult Contemporary



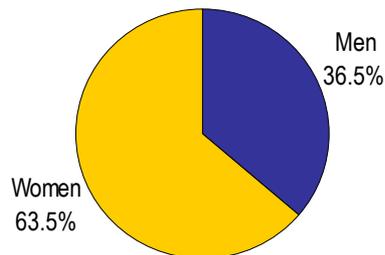
With 1,176 stations (including 683 FM and 91 AM), Adult Contemporary delivers 8.2% of the national radio audience, well above its average of the previous seven years of Spring ratings. One likely contributor to the higher figures is that many AC stations shift to Christmas programming during the final month of the Fall survey period—an increasingly popular strategy that typically boosts the size of the format’s overall listening audience. AC attracts more than 56 million consumers per week, second-most of all formats in this report—just 0.1% less than Country.

Playing a mix of familiar hits by artists such as Colbie Caillat, Sara Bareilles and David Cook, AC has a higher proportion of women listeners than any other format. Nearly 90% of AC’s audience is over 24 years old, with slightly more than a third in each of the overlapping 25-44, 35-54 and 45-64 age groups. AC appeals to all adult demos, ranking third in every age cell 25+, as well as fifth among 18-24s. In Fall 2008, an AC station was among the top three in the PPM markets of New York; Nassau-Suffolk (Long Island); Los Angeles; Washington, DC; San Francisco; Philadelphia (No. 1); and Dallas-Ft. Worth. In Diary Metros, AC was one of the three leaders in Phoenix, St. Louis and Portland, OR.

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

Listeners 12+

Mon-Sun, 6AM-Mid



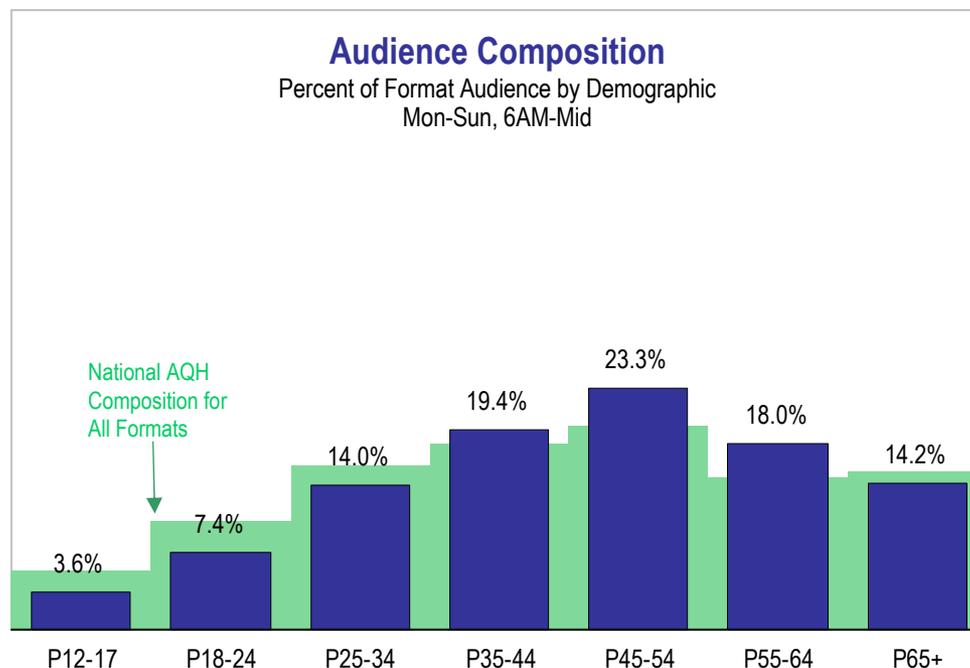
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
7.2%	7.0%	7.2%	7.1%	7.1%	7.2%	8.2%

Audience Composition

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



Stations

AM	91
FM	683
Internet	321
HD Radio®	81

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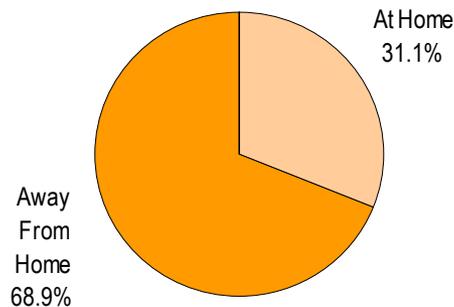
Adult Contemporary

Adult Contemporary is the No. 1 format overall in the Middle Atlantic region and No. 2 in New England, where it registers its highest share of ratings and is the top music format. AC ranks as the third-most-popular programming in the South Atlantic, East South Central, West South Central, East North Central, Mountain and Pacific areas; in the latter, it's the No. 1 English-language music format. Nearly 40% of AC's audience resides in the two Atlantic regions. While noting the shift in the season that was measured, AC experienced the most share growth in the Mountain and South Atlantic areas, up 34% and 28%, respectively.

Frequently promoted as a format ideal for the workplace, Adult Contemporary scores nearly 70% of its listening away from home. That helps explain why AC is the third-most-popular format during middays, when it generates its largest share of the listening audience. It's also the No. 3 format nationally in mornings and afternoons, and ranks fourth in evenings.

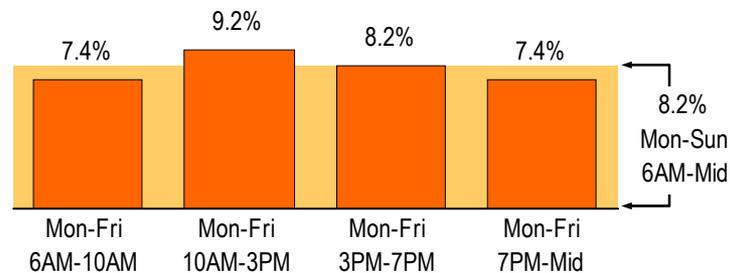
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

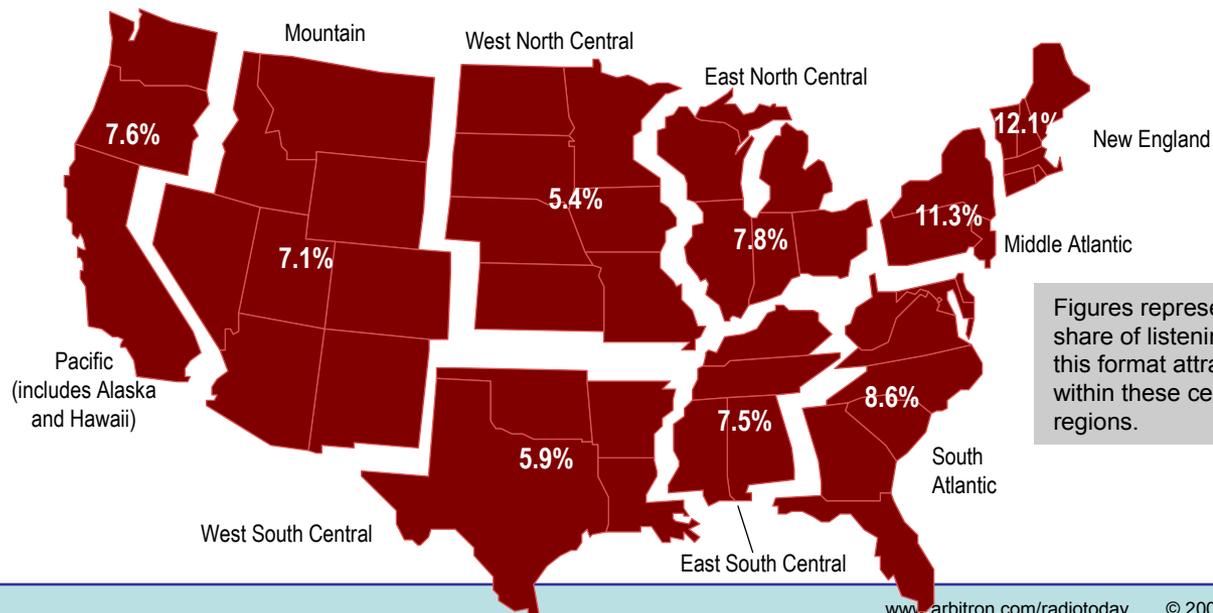
Persons 12+



Audience Share by Region

8.2% = 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.

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Adult Contemporary

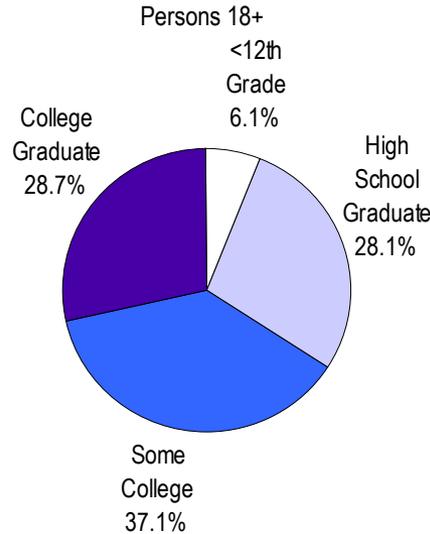
Nearly two-thirds of Adult Contemporary consumers have attended or graduated from college, and the percentage of those with a college degree or better climbed from 27% to nearly 29% between Spring 2005 and Fall 2008, good enough to rank ninth-highest among the formats in this report.

The increase in affluence among AC listeners has been significant over recent years, as the percentage of those living in households generating at least \$75,000 a year rose from less than 27% to 34% between Spring 2002 and Fall 2008—a 24% rate increase during that time period. Nearly 60% of AC consumers reside in homes delivering \$50,000 or more in income annually.

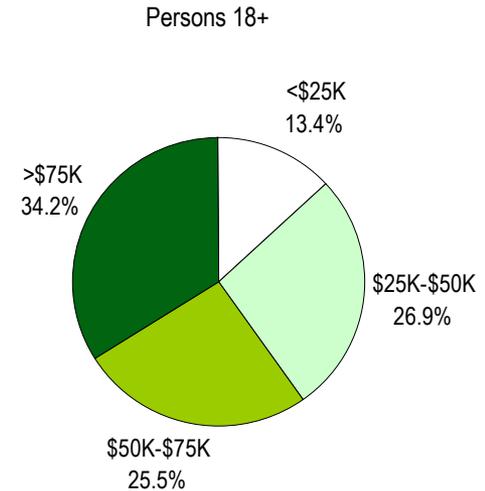
Adult Contemporary has the longest time spent listening among adults 35-64, with whom it ranks among the Top 10 formats in terms of TSL.

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

Education

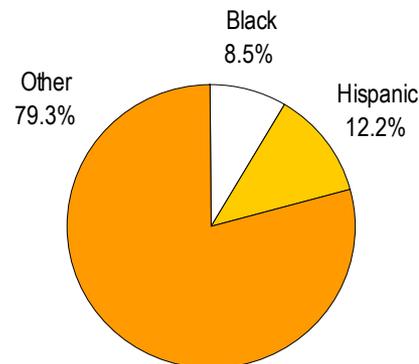


Household Income



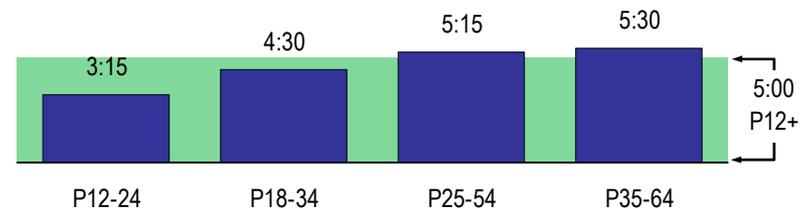
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Savers and Searchers

AC consumers are more likely to use cents-off coupons. They're tied for No. 3 in the percentage of those who obtain coupons from preferred customer cards/loyalty cards and also from Sunday newspapers. But AC listeners also seek coupons online, indexing No. 2 for downloading them from the Web. Overall, AC consumers are more active online than the average consumer for all activities studied: they're tied for No. 6 at searching for medical services/information and are among the top 10 for local/community events. They are also particularly interested in cable TV network sites and real estate listings. Nearly two-thirds of AC consumers live in a household that has broadband access. AC listeners dine out more than the average consumer, and rank No. 7 in likelihood for visiting Italian restaurants. They are fairly evenly divided politically between the parties and as Independents.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	9%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	13%
MP3 Player (iPod®, etc.)	4%
PDA (BlackBerry®, etc.)	2%
Video Game System	3%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	97
Sometimes	110
Never	93

How Often Usually Vote in Statewide Elections	Index
Always	101
Sometimes	109
Never	90

Political Party Affiliation	Index
Democrat	99
Republican	106
Independent	98
Independent, but Feel Closer to Democrat	109
Independent, but Feel Closer to Republican	103
None of These	87
Democrat/Independent, but Feel Closer to Democrat	101
Republican/Independent, but Feel Closer to Republican	105

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	44%
Any Coffee House/Coffee Bar	18%
Any Italian Restaurant	28%
Any Mexican Restaurant	34%
Any Seafood Restaurant	20%
Any Steakhouse	22%
Any Upscale Restaurant	17%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	27%
McDonald's®	49%
Wendy's®	26%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	17%
3-4 Times	23%
5-9 Times	32%
10 or More Times	18%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	64%

Time Spent on the Internet in Average Week	Index
1-4 Hours	114
5-9 Hours	114
10-19 Hours	112
20 Hours or More	111

Featured Internet Uses in Past 30 Days	Index
Auction Site	107
Cable TV Network Site	121
Download Coupons	139
Download/Listen to Music	108
Financial Information Services	112
Internet Yellow Pages	123
Listen to Radio	116
Local/Community Events	120
Medical Services/Information	124
Movie Listings	117
Pay Bills	117
Real Estate Listings	125
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	122
Weather	116

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	45%
Under \$1,000	24%
\$3,000 or More	25%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	18%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	39%
Mail	34%
Preferred Customer Card/Loyalty Card	26%
Sunday Newspaper	56%
Weekday Newspaper	17%

Pop Contemporary Hit Radio



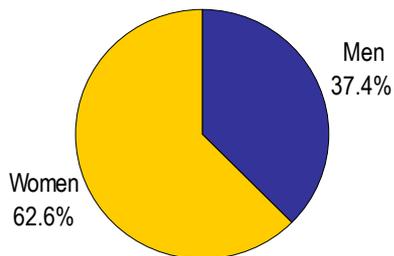
Pop Contemporary Hit Radio (Pop CHR), still popularly known to the public as Top 40, saw its share of the national radio audience increase from 5.6% in Spring 2007 to 5.9% in Fall 2008, continuing a trend of improving ratings in recent years. There are 694 Pop CHR stations in America (all but four terrestrial signals are on FM) that together reach nearly 48 million listeners each week, ranking the format fourth in total audience. Among the big names in Pop CHR during Fall 2008 were Rihanna, Leona Lewis and Jesse McCartney. Pop CHR has the third-highest proportion of women in its composition of all programming analyzed in this study.

More than two-thirds of Pop CHR listeners are between 12-34 years old, giving the format the second-highest concentration of consumers in that age group. While the teen segment tuning in to Pop CHR decreased from 26% to 20% between Spring 2005 and Fall 2008, Pop CHR remains by far the No. 1 teen choice. However, Pop CHR's appeal has matured over time; the format ranks No. 2 among adults 18-24 and 25-34 and fifth with 35-44s. And for the first time in this study's history, a majority of Pop CHR consumers are now between the ages of 25-54.

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

Listeners 12+

Mon-Sun, 6AM-Mid



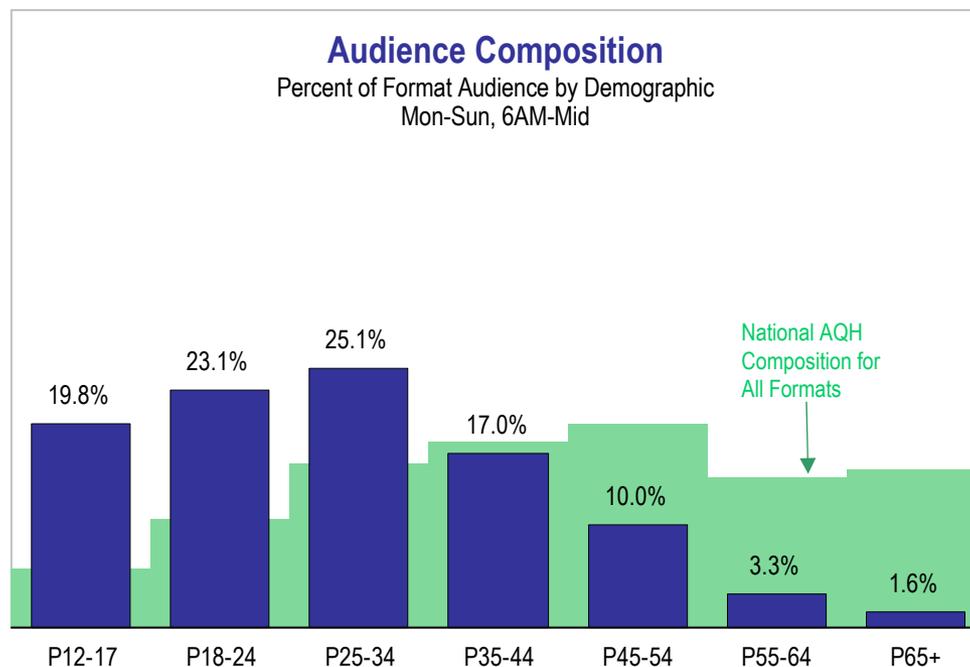
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
6.8%	6.3%	5.8%	5.5%	5.5%	5.6%	5.9%

Audience Composition

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



Stations

AM	4
FM	361
Internet	243
HD Radio®	86

continued ►

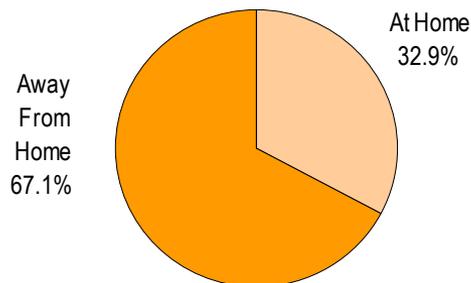
Pop Contemporary Hit Radio (Pop CHR)

Slightly more than two-thirds of listening to Pop CHR takes place away from home, which, like Country, is near the median for the various programming covered in this report. With strong appeal throughout the day, Pop CHR ranks as the No. 3 format in evenings, when more teens are available; that time period is when it scores its highest ratings. It places fourth in both mornings and afternoons, and fifth in middays.

Pop CHR earns its highest share of regional listening in the New England area, where it is the fourth-most popular format. However, its highest share rank is in both the Middle Atlantic and West North Central regions, where it's tied for third. Pop CHR is also among the top leaders in the East North Central territory (No. 4), and the East South Central and West South Central zones (No. 5). Nearly 20% of Pop CHR listening occurs in the South Atlantic, where the format ranks sixth. Contrasting the Fall 2008 ratings to Spring 2006, Pop CHR had its greatest growth in the West North Central area (up 16%), followed by the East South Central area (+13%) and New England (+12%).

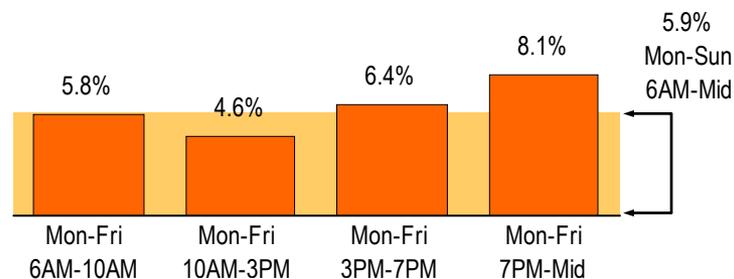
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

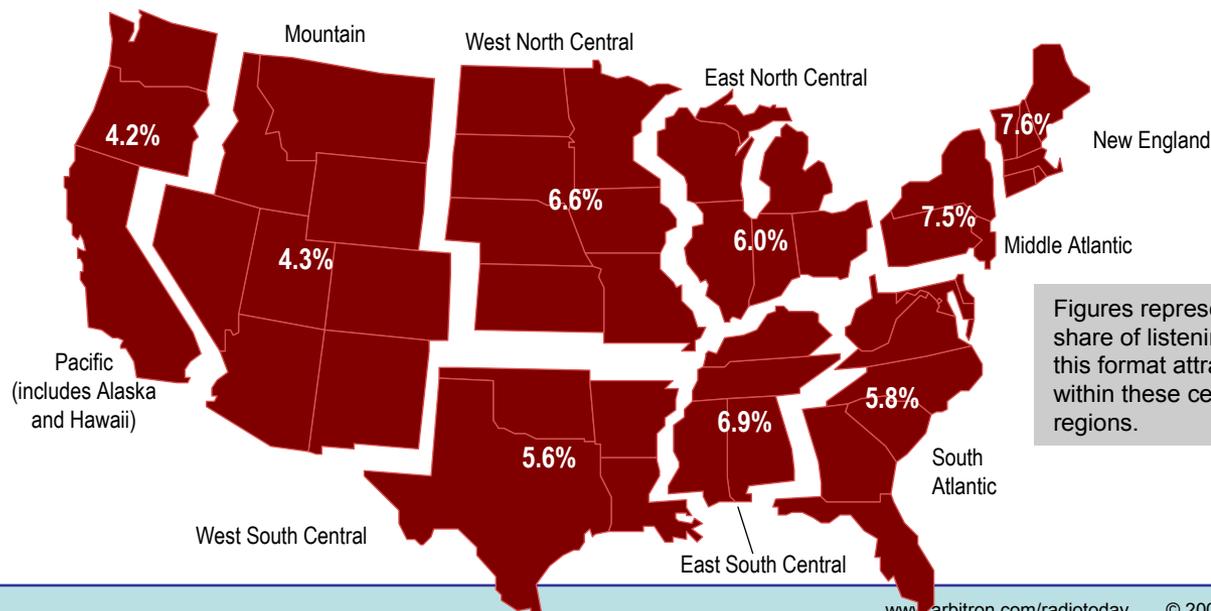
Persons 12+



Audience Share by Region

5.9% = 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.

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Pop Contemporary Hit Radio (Pop CHR)

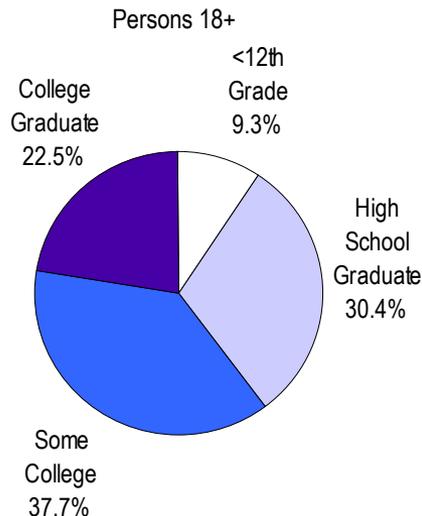
Close to 23% of Pop CHR's adult listeners had graduated from college by Fall 2008, up from less than 21% in Spring 2005—an 8% growth rate over that time frame. Slightly more than 60% have attended college or earned a degree, a figure that has remained steady for the past four years.

More impressive is the rapidly increasing level of affluence among Pop CHR listeners. The percentage of those residing in households earning at least \$75,000 per year has climbed from 27% to 33% between Spring 2005 and Fall 2008, a 21% advance. That \$75,000+ income bracket is the only financial sector that has grown among Pop CHR listeners over that four-year period.

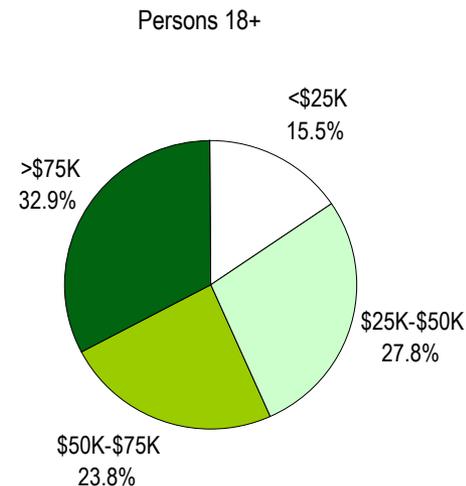
Demonstrating its wide range of appeal, Pop CHR enjoys almost as much time spent listening with adults 25-54 as it does among those between the ages of 12 and 24, with whom it is tied at No. 7 for most TSL. Pop CHR also is among the top 10 formats in TSL with adults 18-34.

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

Education

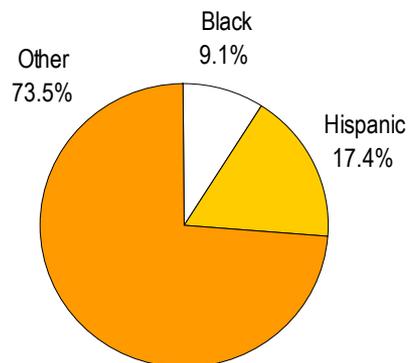


Household Income



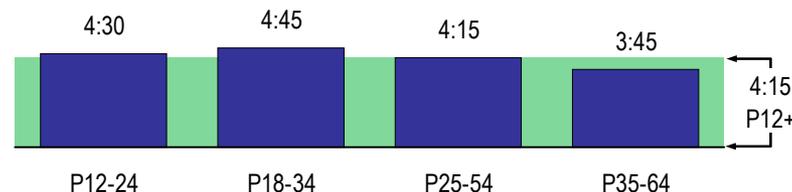
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Bytes and Bites

As one would expect with a significant youth composition, the Pop CHR format attracts listeners who are very active online, indexing well above the national average in most categories in this report, and No. 8 for spending 20+ hours on the Web. Listeners to Pop CHR rank No. 2 in their likelihood to search for movie listings, No. 4 for downloading/listening to music and No. 5 for job/employment searches. They also are particularly involved in downloading games, TV shows and movies, as well as in instant messaging. Pop CHR listeners are big on fast-food, ranking No. 1 among all radio consumers for visiting those restaurants 5-9 times in the past month, and No. 5 for visits of 10 or more. Well above half of Pop CHR consumers have been to McDonald's in the past 30 days, which ranks them at No. 3 in that category; they rank fifth-most-likely to have gone to Burger King and sixth-most-likely to Wendy's. Pop CHR listeners rank among the top three for dining at Chinese restaurants. Because nearly 20% of Pop CHR listeners are not voting age, it's no surprise that the format indexes third-highest among English-language programming choices for never voting in local or statewide elections.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	11%
Digital Camera	9%
DVD Player	4%
DVR (TiVo®, etc)	4%
HDTV	14%
MP3 Player (iPod®, etc.)	6%
PDA (BlackBerry®, etc.)	3%
Video Game System	5%
Wireless/Cell Service for Self	4%

How Often Usually Vote in Local Elections	Index
Always	70
Sometimes	107
Never	134

How Often Usually Vote in Statewide Elections	Index
Always	74
Sometimes	117
Never	131

Political Party Affiliation	Index
Democrat	95
Republican	91
Independent	103
Independent, but Feel Closer to Democrat	107
Independent, but Feel Closer to Republican	87
None of These	123
Democrat/Independent, but Feel Closer to Democrat	98
Republican/Independent, but Feel Closer to Republican	90

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	47%
Any Coffee House/Coffee Bar	18%
Any Italian Restaurant	24%
Any Mexican Restaurant	36%
Any Seafood Restaurant	17%
Any Steakhouse	22%
Any Upscale Restaurant	15%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	32%
McDonald's®	58%
Wendy's®	29%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	13%
3-4 Times	22%
5-9 Times	37%
10 or More Times	23%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	66%

Time Spent on the Internet in Average Week	Index
1-4 Hours	118
5-9 Hours	122
10-19 Hours	125
20 Hours or More	124

Featured Internet Uses in Past 30 Days	Index
Auction Site	121
Blogs (Read or Contributed to)	131
Download Coupons	127
Download/Listen to Music	161
Download Video Games	167
Download/Watch Movies	165
Download/Watch TV Programs	161
Instant Messages	160
Internet Yellow Pages	131
Job/Employment Search	155
Listen to Radio	131
Local/Community Events	132
Movie Listings	151
Pay Bills	128

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	41%
Under \$1,000	26%
\$3,000 or More	23%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	13%
Once a Week	16%
2-3 Times a Month	23%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	40%
Mail	33%
Preferred Customer Card/Loyalty Card	25%
Sunday Newspaper	50%
Weekday Newspaper	15%

Classic Rock



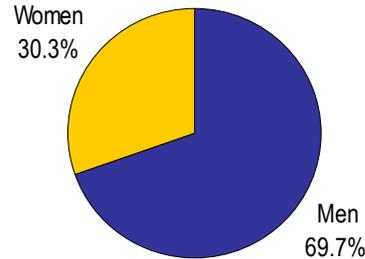
The durable Classic Rock format, heard on 836 stations (505 of them on FM), pulls in 32 million listeners per week. That's good for 4.7% of the national radio audience, fifth-most among all formats covered in *Radio Today 2009*. It is the most highly rated music programming not based in current repertoire. Focusing on hits from the late '60s into the mid-'80s and anchored by legacy artists such as Aerosmith, Led Zeppelin, the Rolling Stones and The Who, Classic Rock appeals to a predominantly male audience (nearly 70%), ranking fourth-highest in its ratio of men to women.

Classic Rock targets adults 45-54, who represent nearly a third of its audience. Only Adult Album Alternative has a higher proportion of its listeners in the 45-54 bracket. Classic Rock ranks No. 4 in share among those 45-54 (also among 35-44s). Its audience is aging: Nearly half of its listeners are between 45-64, a figure that's doubled since Spring 2005; no other format saw an age sector expand as much. Classic Rock now ranks seventh among adults 55-64. With highly rated stations in New York and Philadelphia, Classic Rock was among the leaders in Detroit in the Fall '08 PPM ratings and was No. 1 in the Diary market of Minneapolis-St. Paul.

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

Listeners 12+

Mon-Sun, 6AM-Mid



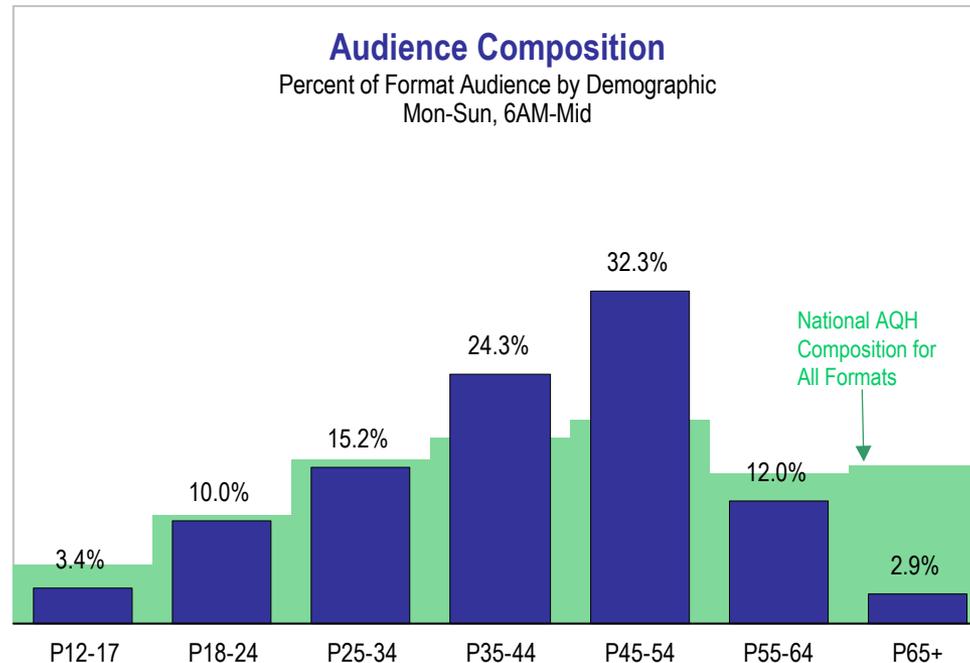
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
5.2	4.9%	4.8%	4.9%	4.7%	4.5%	4.7%

Audience Composition

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



Stations

AM	10
FM	505
Internet	236
HD Radio®	85

continued ►

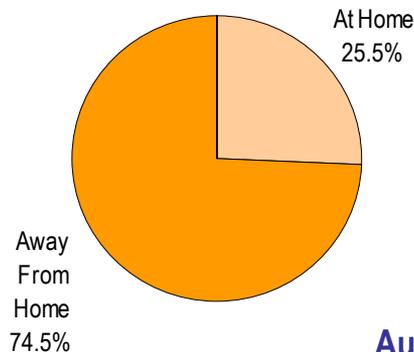
Classic Rock

Nearly three-quarters of Classic Rock's tune-in takes place out of the home, fifth-most of all formats in this report. Contrary to what one might expect, it gets its best ratings in mornings, thanks in part to well-known, popular morning personalities such as Bob & Tom, Jim Kerr, Bob Rivers and John DeBella. Solid in its appeal throughout the day, Classic Rock nationally ranks fourth in middays, fifth in mornings and eighth in evenings and eighth in evenings.

More than 45% of Classic Rock's listening takes place in just three regions—the East North Central, Middle Atlantic and South Atlantic. However, while noting the shift in seasonal measurement from Spring 2007 to Fall 2008, Classic Rock saw its biggest share increase in the West South Central and Pacific areas, with both up nearly 13%. The format ranks third in the West North Central zone, is fifth in the East North Central and Mountain regions, sixth in the Middle Atlantic and Pacific territories, and seventh in the New England and East South Central sectors.

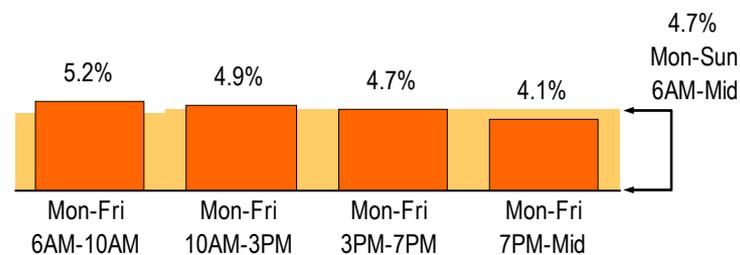
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

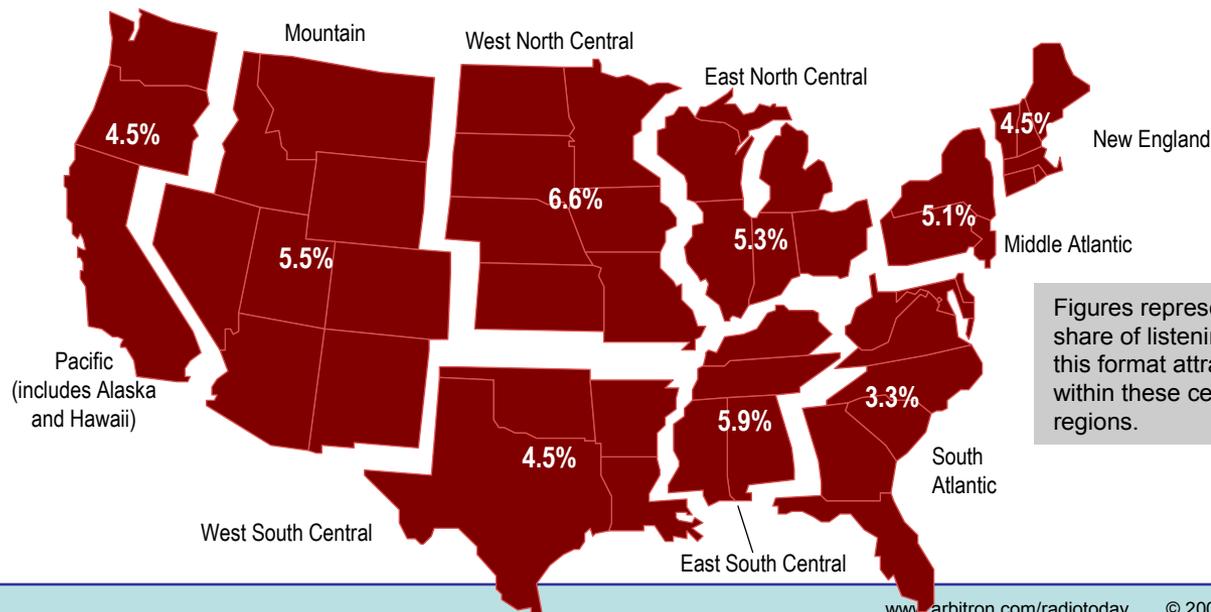
Persons 12+



Audience Share by Region

4.7% = 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.

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Classic Rock

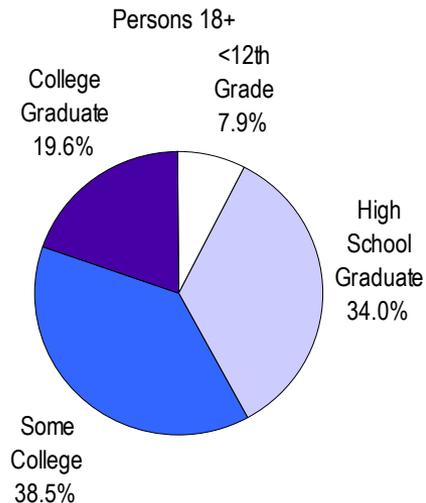
Close to 60% of Classic Rock listeners have attended college or received a degree. That figure has remained virtually unchanged between Spring 2005 and Fall 2008. Ninety-two percent of Classic Rock fans have a high school diploma, which places the format seventh-highest in that category.

Classic Rock consumers have demonstrated significant earning power in recent years, as nearly 32% of Classic Rock listeners live in households generating \$75,000 or more annually. Nearly 60% of the Classic Rock audience live in households bringing in at least \$50,000 per year.

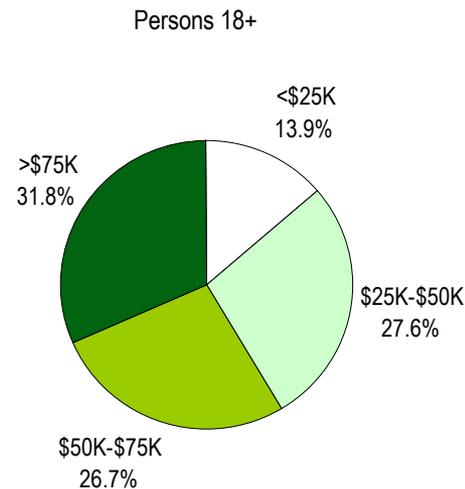
Classic Rock's high time spent listening ranks it among the adult leaders of all the formats in this study. Classic Rock's TSL ranks tied for seventh among adults 25-54, and it is in the top 10 with both those 35-64 and adults 18-34.

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

Education

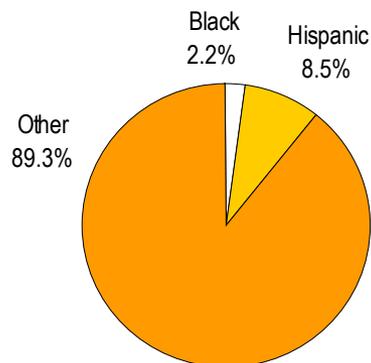


Household Income



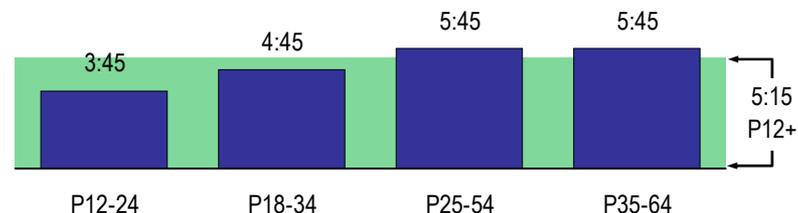
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Steak Over Burgers

While Classic Rock consumers use the Internet more than the national average, their length of time spent online is fairly limited, ranking No. 2 among all formats for spending just 1-4 hours per week. Still, these consumers have broad interests, from auctions to information destinations to streaming radio and downloading songs. Among the many ways they use the Internet far above the norm include automobile information, cable TV network sites, downloading/watching movies, fantasy sports, news and sports scores/updates. Classic Rock listeners lean Republican, both as a party of choice and also as Independents. They are active in home improvement, with one in four spending \$3,000 or more in the past year in that category. One in seven Classic Rock listeners plan to buy an HDTV in the coming year. Classic Rock consumers rank third-highest among all radio listeners for having dined at a steakhouse in the past 30 days.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	10%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	4%
HDTV	14%
MP3 Player (iPod®, etc.)	5%
PDA (BlackBerry®, etc.)	2%
Video Game System	4%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	94
Sometimes	113
Never	94

How Often Usually Vote in Statewide Elections	Index
Always	98
Sometimes	116
Never	89

Political Party Affiliation	Index
Democrat	85
Republican	107
Independent	122
Independent, but Feel Closer to Democrat	109
Independent, but Feel Closer to Republican	127
None of These	87
Democrat/Independent, but Feel Closer to Democrat	91
Republican/Independent, but Feel Closer to Republican	111

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	42%
Any Coffee House/Coffee Bar	17%
Any Italian Restaurant	26%
Any Mexican Restaurant	37%
Any Seafood Restaurant	18%
Any Steakhouse	25%
Any Upscale Restaurant	16%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	28%
McDonald's®	51%
Wendy's®	26%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	16%
3-4 Times	24%
5-9 Times	33%
10 or More Times	20%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	64%

Time Spent on the Internet in Average Week	Index
1-4 Hours	119
5-9 Hours	112
10-19 Hours	110
20 Hours or More	123

Featured Internet Uses in Past 30 Days	Index
Auction Site	135
Automobile Information	138
Blogs (Read or Contributed to)	116
Cable TV Network Site	135
Download/Listen to Music	125
Download/Watch Movies	131
Fantasy Sports	162
Internet Yellow Pages	123
Job/Employment Search	120
Listen to Radio	123
Local/Community Events	118
News	120
Sports Scores/Updates	145
Weather	122

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	46%
Under \$1,000	26%
\$3,000 or More	25%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	18%
2-3 Times a Month	23%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	38%
Mail	34%
Preferred Customer Card/Loyalty Card	25%
Sunday Newspaper	53%
Weekday Newspaper	17%

Classic Hits

Featuring hit singles from the '60s, '70s and '80s by artists such as the Beatles, Fleetwood Mac, Hall & Oates and Madonna, Classic Hits is a younger version of the Oldies format. However, some Classic Hits stations offer much of the same music heard on Oldies stations, but are positioned differently for marketing purposes. For example, WOGL/Philadelphia and KRTH/Los Angeles were longtime Oldies stations that in recent years reclassified themselves as Classic Hits.

America's 567 Classic Hits stations together attract more than 29 million consumers each week, reaching 3.9% of the U.S. population—the most since this format has been tracked by Arbitron. Between Spring 2007 and Fall 2008, Classic Hits' share rank of the national radio audience jumped from No. 11 to No. 6.

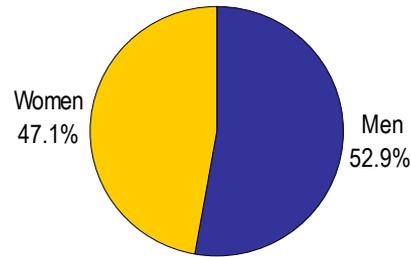
Classic Hits stations were among the Fall 2008 PPM ratings leaders in New York, Los Angeles, Chicago and Dallas-Ft. Worth. Classic Hits was also No. 1 in the Miami-Ft. Lauderdale-Hollywood Diary ratings. Classic Hits' appeal between men and women is nearly equal. Its audience is getting more mature, as Classic Hits' segment of listeners aged 55+ jumped from 24% to nearly 35% between Spring 2006 and Fall 2008.

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



Listeners 12+

Mon-Sun, 6AM-Mid



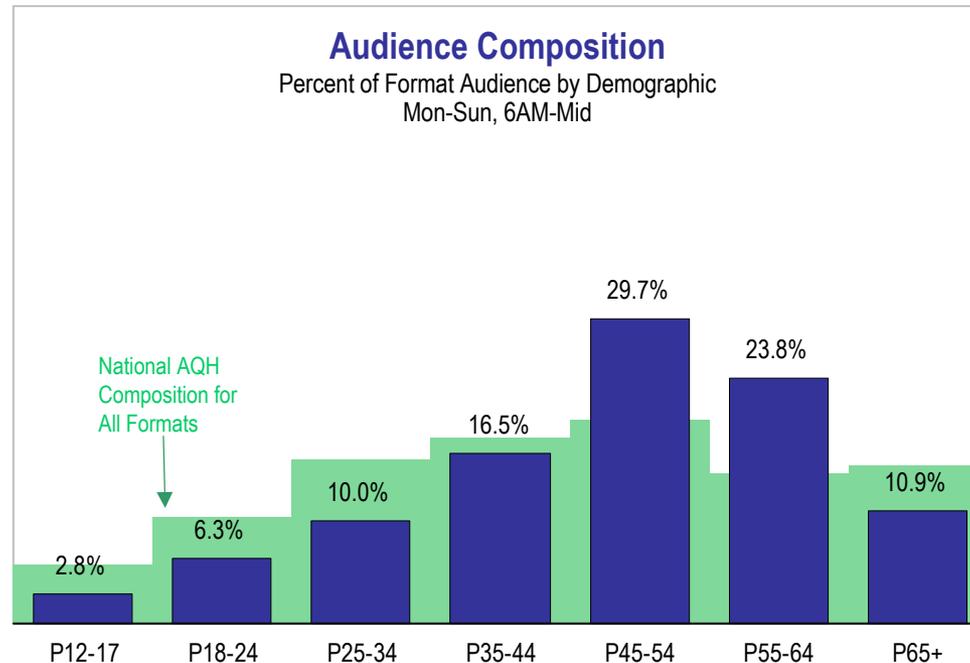
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
0.9%	1.2%	1.4%	1.6%	2.1%	2.8	3.9%

Audience Composition

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



Stations

AM	43
FM	321
Internet	161
HD Radio®	42

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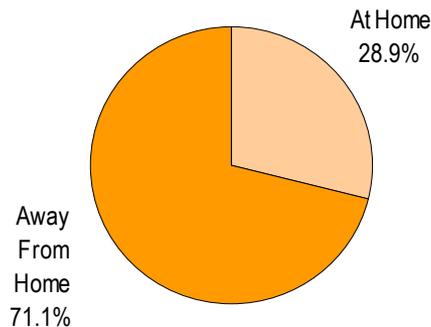
Classic Hits

During Fall 2008, more than 71% of listening to Classic Hits occurred away from home, the seventh-highest percentage of the formats covered in this report; that was virtually the same as in Spring 2007. Classic Hits gets its best ratings in middays, when it ranks sixth-most-popular among all formats. It's also No. 6 in mornings, seventh in afternoons and ninth in evenings. Comparing Spring '07 to Fall '08, Classic Hits' ratings have doubled in evenings and have nearly doubled in morning drive, with major increases in other dayparts, as well.

Ranking No. 5 in audience share in the Middle Atlantic region, Classic Hits is No. 6 in New England, seventh in the South Atlantic and among the Top 10 in the East North Central, Pacific, West South Central and West North Central areas. Bearing in mind the seasonal measurement shift between Spring 2006 and Fall 2008, the arrival of PPM and its own format re-designations, Classic Hits' share nearly tripled in the Pacific region, more than doubled in the Middle Atlantic and West South Central areas, was up 83% in the East South Central territory and posted a 67% increase in the Mountain zone.

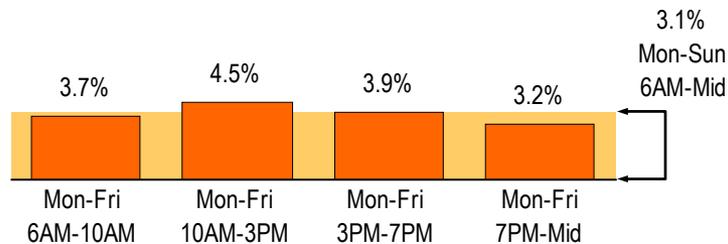
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

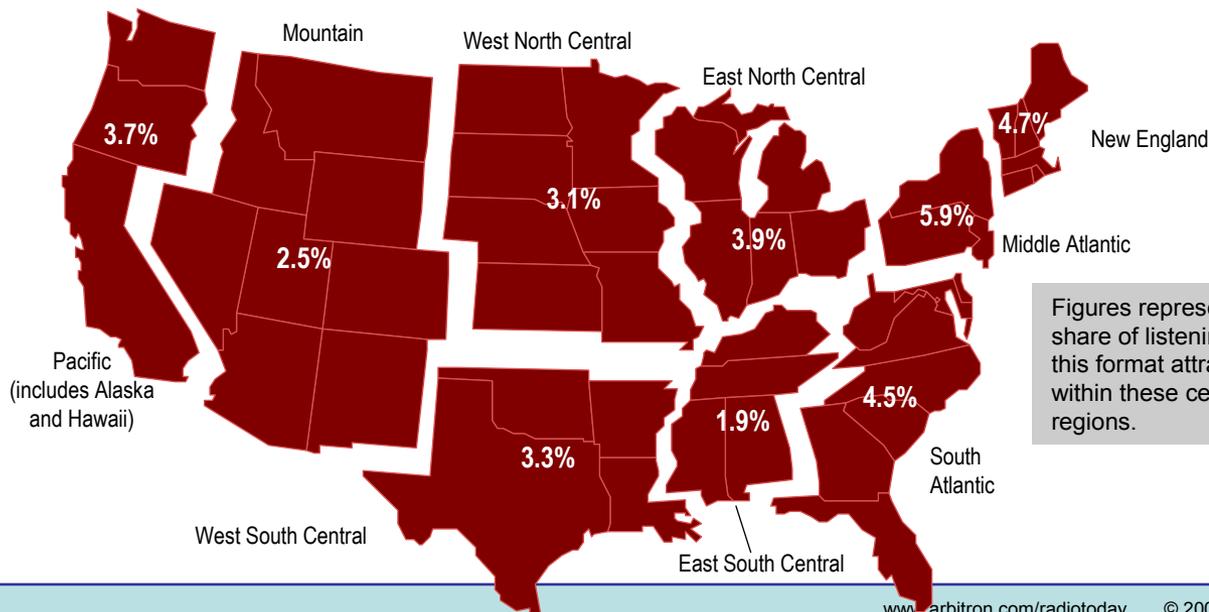
Persons 12+



Audience Share by Region

3.9% = 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.

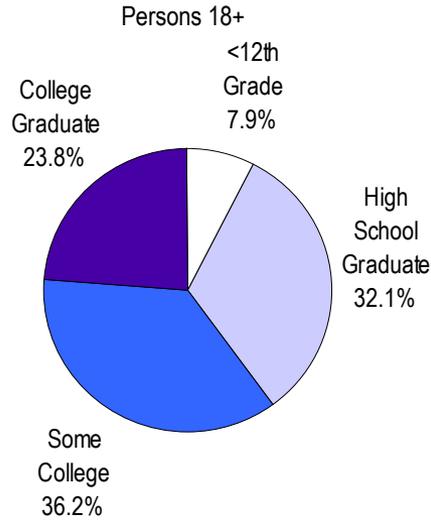
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Classic Hits

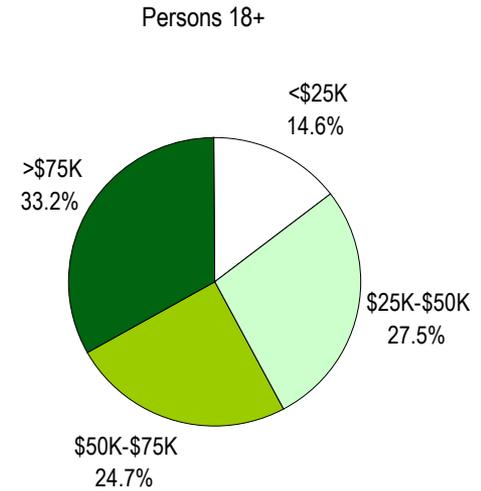
An even 60% of Classic Hits listeners have gone to college or earned a degree. Meanwhile, the percentage of those with a college diploma rose from 23% to 24% between Spring 2006 and Fall 2008, placing the format around the national average. About a third of Classic Hits consumers reside in households producing at least \$75,000 in income per year, which is a rate increase of nearly 11% over that same time period.

Like most formats, Classic Hits experienced a significantly lower figure in time spent listening between Spring 2007 and Fall 2008 across all age groups. Part of this appears to be attributable to several highly rated Classic Hits stations in markets measured by the PPM methodology during Fall '08.

Education

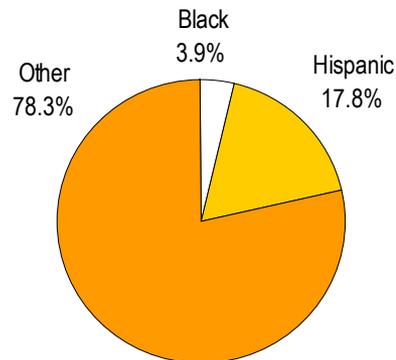


Household Income



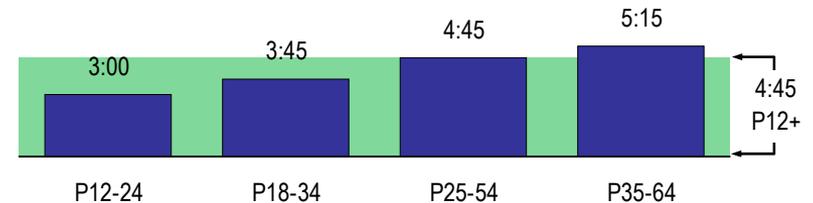
Ethnic Composition*

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.

continued ►

Savings Seekers

Classic Hits listeners are avid about using cents-off coupons, indexing well above the national average. They are the fourth-most-likely of all radio listeners to use them to buy groceries more than once per week, and more apt than other consumers to use them on a weekly basis. Classic Hits followers rank No. 6 in the percentage of those who obtain coupons with preferred customer or loyalty cards. They score right at the national average for visiting fast-food restaurants at all levels of frequency, indexing somewhat higher for sit-down and more upscale restaurants. Nearly 30% have been to an Italian restaurant in the past 30 days, ranking seventh among all listeners. Classic Hits listeners index above the national average for home improvement investments at all price levels. Classic Hits consumers are 20% more likely to be independent and are slightly more active than the norm for voting in local and statewide elections. Online, Classic Hits consumers show noteworthy interest in automobile information, real estate listings, sports scores/updates and traffic.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	9%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	4%
HDTV	12%
MP3 Player (iPod®, etc.)	4%
PDA (BlackBerry®, etc.)	2%
Video Game System	3%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	102
Sometimes	109
Never	88

How Often Usually Vote in Statewide Elections	Index
Always	104
Sometimes	110
Never	84

Political Party Affiliation	Index
Democrat	92
Republican	109
Independent	120
Independent, but Feel Closer to Democrat	99
Independent, but Feel Closer to Republican	110
None of These	85
Democrat/Independent, but Feel Closer to Democrat	94
Republican/Independent, but Feel Closer to Republican	109

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	43%
Any Coffee House/Coffee Bar	17%
Any Italian Restaurant	29%
Any Mexican Restaurant	34%
Any Seafood Restaurant	19%
Any Steakhouse	23%
Any Upscale Restaurant	18%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	26%
McDonald's®	48%
Wendy's®	25%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	18%
3-4 Times	23%
5-9 Times	32%
10 or More Times	18%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	62%

Time Spent on the Internet in Average Week	Index
1-4 Hours	107
5-9 Hours	111
10-19 Hours	105
20 Hours or More	114

Featured Internet Uses in Past 30 Days	Index
Auction Site	113
Automobile Information	115
Download Coupons	115
Download/Listen to Music	99
Financial Information Services	111
Internet Yellow Pages	117
Listen to Radio	109
Local/Community Events	107
Medical Services/Information	111
Real Estate Listings	113
Sports Scores/Updates	112
Traffic	131
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	117
Weather	112

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	44%
Under \$1,000	24%
\$3,000 or More	25%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	13%
Once a Week	20%
2-3 Times a Month	23%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	38%
Mail	34%
Preferred Customer Card/Loyalty Card	26%
Sunday Newspaper	55%
Weekday Newspaper	19%

Rhythmic Contemporary Hit Radio



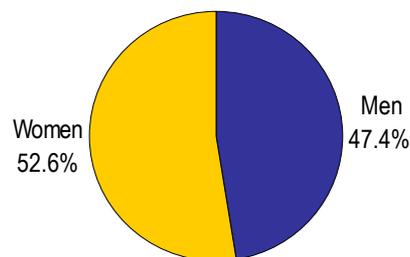
The 317 Rhythmic Contemporary Hit Radio stations in America (none is on AM) collectively deliver almost 30 million consumers each week—sixth-most of all formats studied—accounting for 3.7% of all radio tune-in. During Fall 2008, Rhythmic CHR stations were among the leaders in the Diary markets of Boston, Tampa-St. Petersburg-Clearwater and Denver-Boulder. The format was also a leader in the San Francisco and San Jose PPM markets. (Owing to PPM audience measurement disruptions in Houston-Galveston in Fall 2008 because of Hurricane Ike, a leading Rhythmic CHR station there was not included in this research.)

Featuring artists such as Lil Wayne, Plies and T.I., Rhythmic CHR's popularity is driven by teens and young adults. Nearly half of its listeners are under 25 years old, more than half are 18-34 and almost three-quarters are under 35. While no other format skews as young in its composition, Rhythmic CHR's teen segment did fall from 27% to 21% between Spring '05 and Fall '08, and its 25-54 representation rose from less than 41% up to 46%. Still, close to 90% of the format's listeners are under 45. In audience share, Rhythmic CHR is the No. 2 format among teens, ranking third with adults 18-24 and sixth with those 25-34.

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

Listeners 12+

Mon-Sun, 6AM-Mid



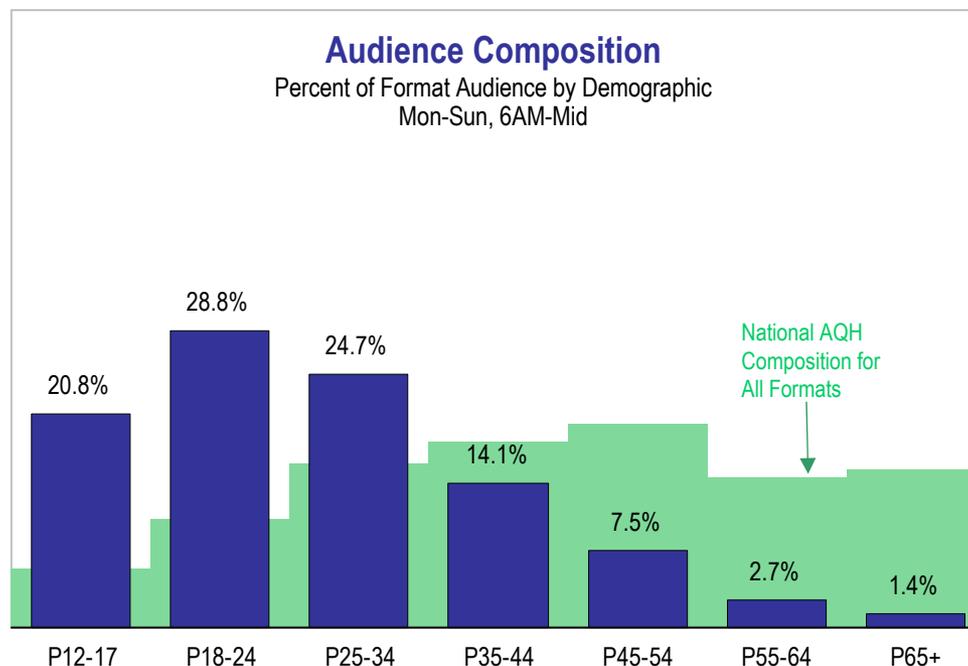
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
3.8%	4.0%	4.5%	4.4%	4.2%	4.0%	3.7%

Audience Composition

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



Stations

AM	0
FM	154
Internet	112
HD Radio®	51

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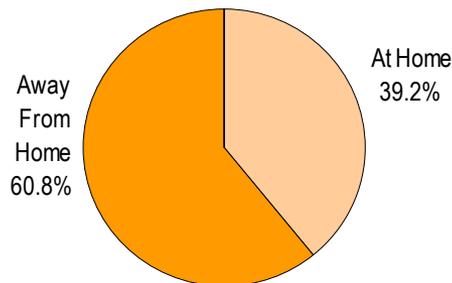
Rhythmic Contemporary Hit Radio (CHR)

An increasing proportion of Rhythmic CHR tune-in takes place somewhere other than home, gaining from less than 56% in Spring 2005 to nearly 61% in Fall 2008; that ranks it tenth-highest in away-from-home listening among the formats analyzed. With its strong youth and young adult base, Rhythmic CHR pulls in its highest share of listening in evenings, followed by afternoons, when teens are out of school for the day. Although it is the seventh-most-popular format overall, Rhythmic CHR ranks No. 5 nationally during evenings and is sixth in weekday afternoons.

A regional powerhouse, Rhythmic CHR gets its strongest ratings in the Pacific area, which alone contributes 29% of the format's total listening; the South Atlantic contributes another 20%. Two growth areas recently have been the East South Central and Mountain zones, where Rhythmic CHR's share of all radio listening grew at a rate of 35% and 17%, respectively, between Spring 2007 and Fall 2008. The aforementioned exclusion of Houston-Galveston in Fall 2008 contributed to a lower regional share than normally seen in the West South Central territory. Rhythmic CHR is the fifth-most-popular format by audience share in the Pacific region, places seventh in the West South Central and is No. 8 in the South Atlantic and Mountain zones.

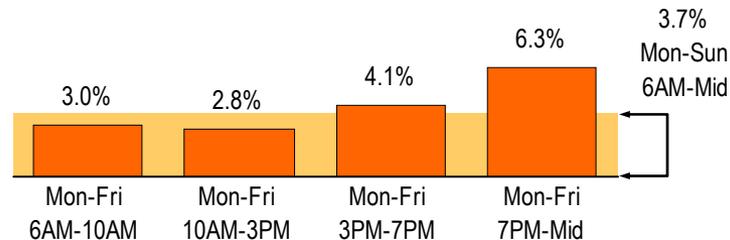
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

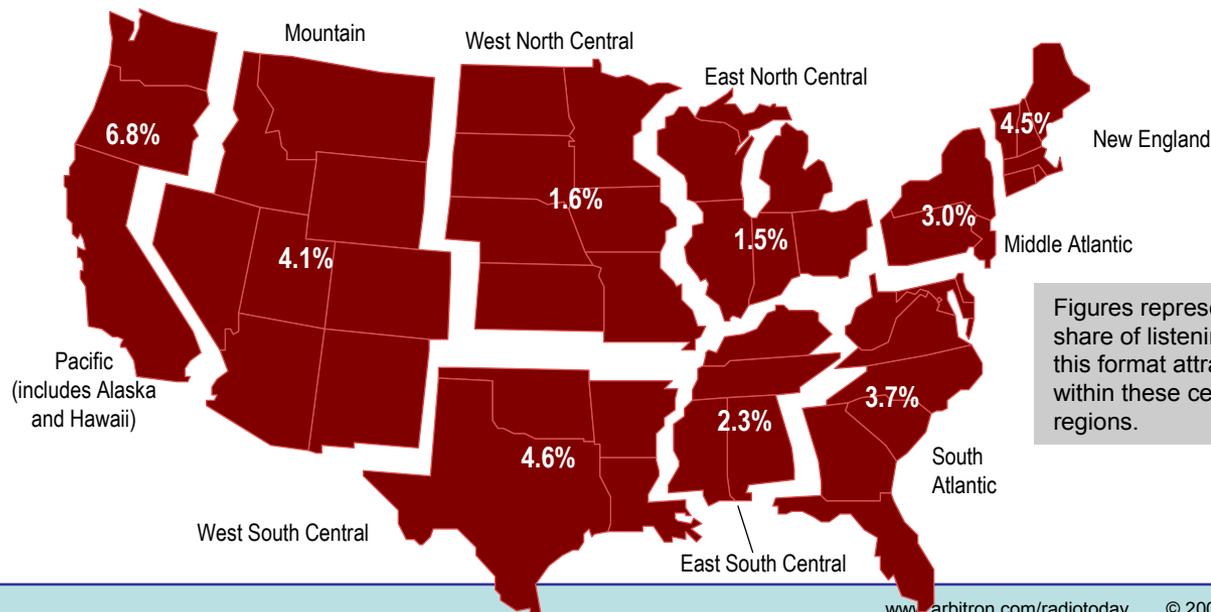
Persons 12+



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.

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Rhythmic Contemporary Hit Radio (CHR)

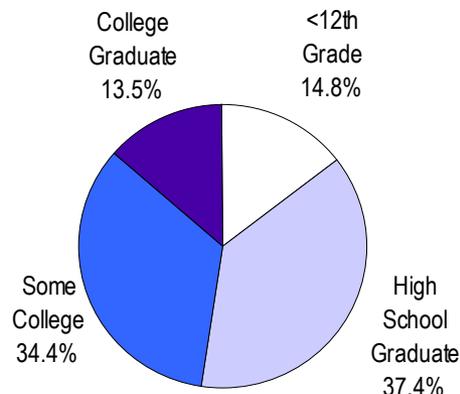
More than 85% of Rhythmic CHR's adult audience had graduated from high school or had advanced education by Fall 2008. Nearly half had attended or graduated from college, a proportion similar to that during Spring 2007.

Slightly more than 42% of Rhythmic CHR consumers live in households that generate at least \$50,000 per year. That figure has remained virtually unchanged every year between Spring 2005 and Fall 2008.

As one would expect with a format targeting a younger audience, time spent listening to Rhythmic CHR is strong with these particular listeners: Rhythmic CHR's TSL ranks fifth-highest with 12- to 24-year-olds and is tied for ninth among adults 18-34.

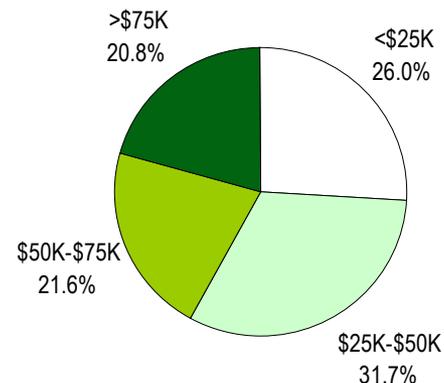
Education

Persons 18+



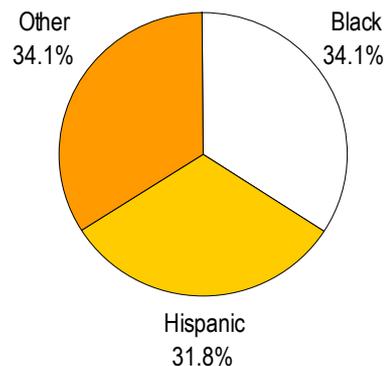
Household Income

Persons 18+



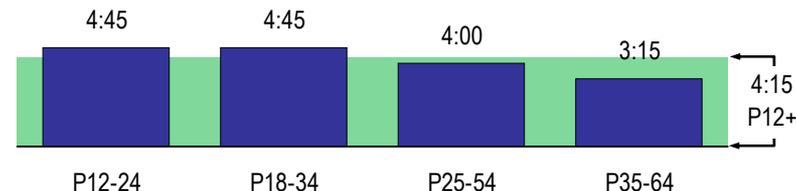
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



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

continued ►

Plugged-In Consumers

Rhythmic CHR consumers are much more in the market for home electronics and gadgets, with a higher percentage planning to buy a PDA/smartphone and video game system than other listeners in this report. They rank No. 2 in likelihood for buying a DVR in the coming year. As heavy Internet users (including for streaming radio), Rhythmic CHR listeners are among the top three format consumers planning an MP3 purchase. Big on instant messaging, they're also among the top three for visiting cable TV network sites, downloading/watching movies, video games and TV programs; listening to music online or downloading songs; and searching movie listings and job opportunities. Rhythmic CHR ranks second among all formats for the proportion of its listeners who visit fast-food restaurants 10 times or more. Nearly half of Rhythmic CHR consumers have dined at a Chinese restaurant in the past 30 days, second-most of all radio listeners. Rhythmic CHR followers lean Democrat by more than a 2:1 margin, even among those who are more inclined to be Independent. They are more than 60% more likely than the average consumer in never voting in local or statewide elections, indexing No. 4 among all listeners in those categories.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	13%
Digital Camera	11%
DVD Player	4%
DVR (TiVo®, etc)	5%
HDTV	16%
MP3 Player (iPod®, etc.)	8%
PDA (BlackBerry®, etc.)	4%
Video Game System	7%
Wireless/Cell Service for Self	5%

How Often Usually Vote in Local Elections	Index
Always	62
Sometimes	93
Never	161

How Often Usually Vote in Statewide Elections	Index
Always	65
Sometimes	97
Never	166

Political Party Affiliation	Index
Democrat	115
Republican	62
Independent	93
Independent, but Feel Closer to Democrat	107
Independent, but Feel Closer to Republican	66
None of These	147
Democrat/Independent, but Feel Closer to Democrat	113
Republican/Independent, but Feel Closer to Republican	63

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	48%
Any Coffee House/Coffee Bar	17%
Any Italian Restaurant	21%
Any Mexican Restaurant	38%
Any Seafood Restaurant	19%
Any Steakhouse	20%
Any Upscale Restaurant	13%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	35%
McDonald's®	59%
Wendy's®	29%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	13%
3-4 Times	20%
5-9 Times	36%
10 or More Times	25%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	64%

Time Spent on the Internet in Average Week	Index
1-4 Hours	111
5-9 Hours	104
10-19 Hours	125
20 Hours or More	119

Featured Internet Uses in Past 30 Days	Index
Automobile Information	113
Blogs (Read or Contributed to)	124
Cable TV Network Site	148
Download/Listen to Music	167
Download/Video Games	173
Download/Watch Movies	200
Download/Watch TV Programs	167
Instant Messages	159
Internet Yellow Pages	124
Job/Employment Search	183
Listen to Radio	138
Local/Community Events	110
Movie Listings	151
Pay Bills	124

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	36%
Under \$1,000	23%
\$3,000 or More	20%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	13%
2-3 Times a Month	23%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	41%
Mail	32%
Preferred Customer Card/Loyalty Card	21%
Sunday Newspaper	44%
Weekday Newspaper	15%

Urban Adult Contemporary



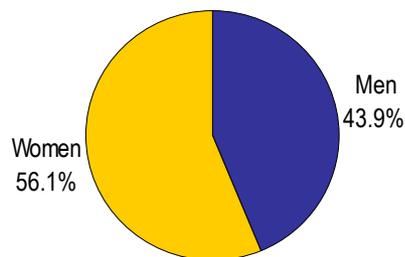
Nearly 17 million consumers enjoy Urban Adult Contemporary radio, heard on 306 stations around the country, accounting for 3.6% of all radio listening. Featuring popular artists such as Jennifer Hudson, Alicia Keys and Eric Benet, Urban AC stations were among the PPM ratings leaders during Fall 2008 in Atlanta; Chicago; Philadelphia; and Washington, DC. While not included in the Fall '08 PPM monthly survey owing to disruptions from Hurricane Ike, Houston-Galveston also has a top-rated Urban AC station. In Fall '08 Diary Metros, Urban AC was among the leaders in Miami-Ft. Lauderdale-Hollywood, Baltimore and Charlotte-Gastonia-Rock Hill.

Sixth-highest among all formats in its ratio of women to men, Urban AC has shifted a bit toward males in recent years, whose composition rose from 42% to 44% between Spring 2005 and Fall 2008. Nearly half of the Urban AC audience is between 35-54 years old, and nearly two-thirds is 35-64. That makes Urban AC the most mature of the ethnic-leaning formats covered. Its audience is slowly aging, as the percentage of its listeners who are 45 and above grew from 46% to more than 52% over that same time period.

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

Listeners 12+

Mon-Sun, 6AM-Mid



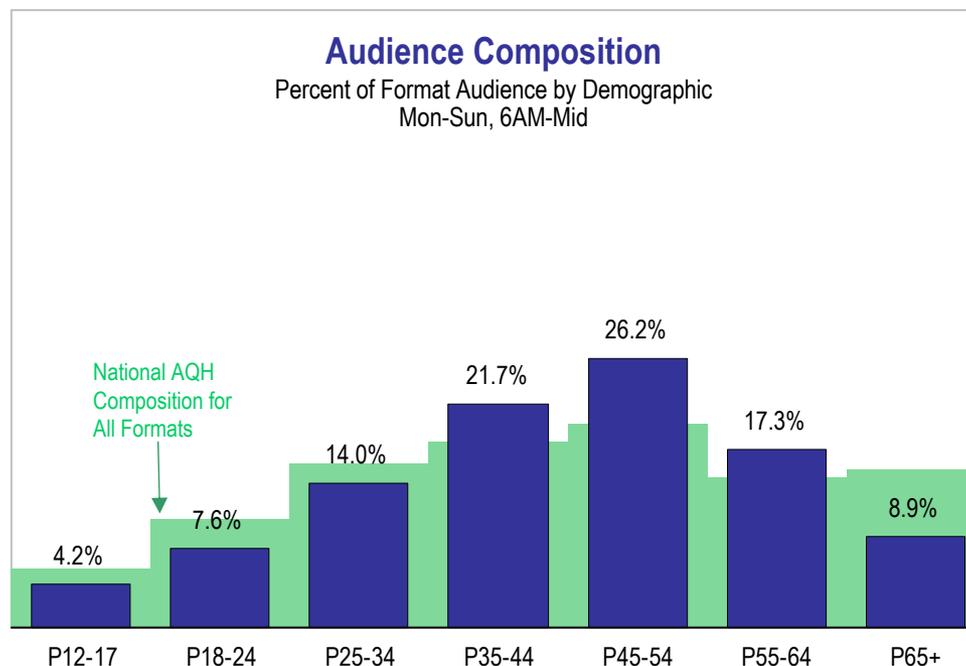
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
2.2%	2.6%	3.0%	3.2%	3.4%	3.7%	3.6%

Audience Composition

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



Stations

AM	27
FM	144
Internet	96
HD Radio®	39

continued ►

Urban Adult Contemporary

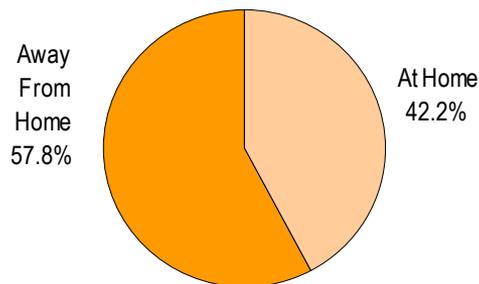
Urban AC ranks among the eight top formats in terms of its higher ratio of at-home listening vs. away-from-home listening. However, Urban AC's away-from-home tune-in expanded from 55% to 58% of all listening to the format between Spring 2005 and Fall 2008.

In terms of national audience share, Urban AC is the seventh-most-popular format in mornings, middays and evenings, placing eighth in afternoons. Despite a slight change downward in overall ratings between Spring 2007 and Fall 2008, Urban AC earned larger ratings in middays (23% higher) and afternoons (up 9%) over that time span.

A significantly regional programming approach, Urban AC does best in the South Atlantic area, which alone contributes more than 42% of the format's total listenership. And that region is growing even stronger for the format, as Urban AC's 7.7 share in the South Atlantic during Fall 2008 was nearly 12% higher than it was in Spring 2006. Urban AC also performs particularly well in the East South Central region, which furnishes another 19% of the format's quarter-hours. Those two territories, along with just three others—the Middle Atlantic, West South Central and East North Central—combine to deliver 96% of all Urban AC tune-in.

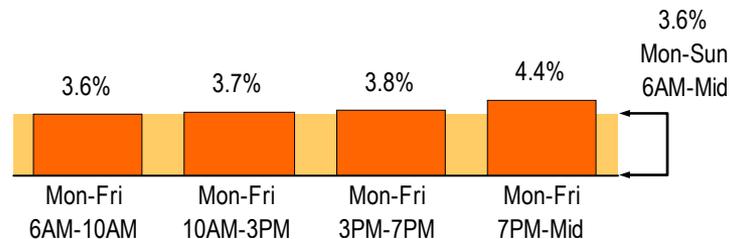
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

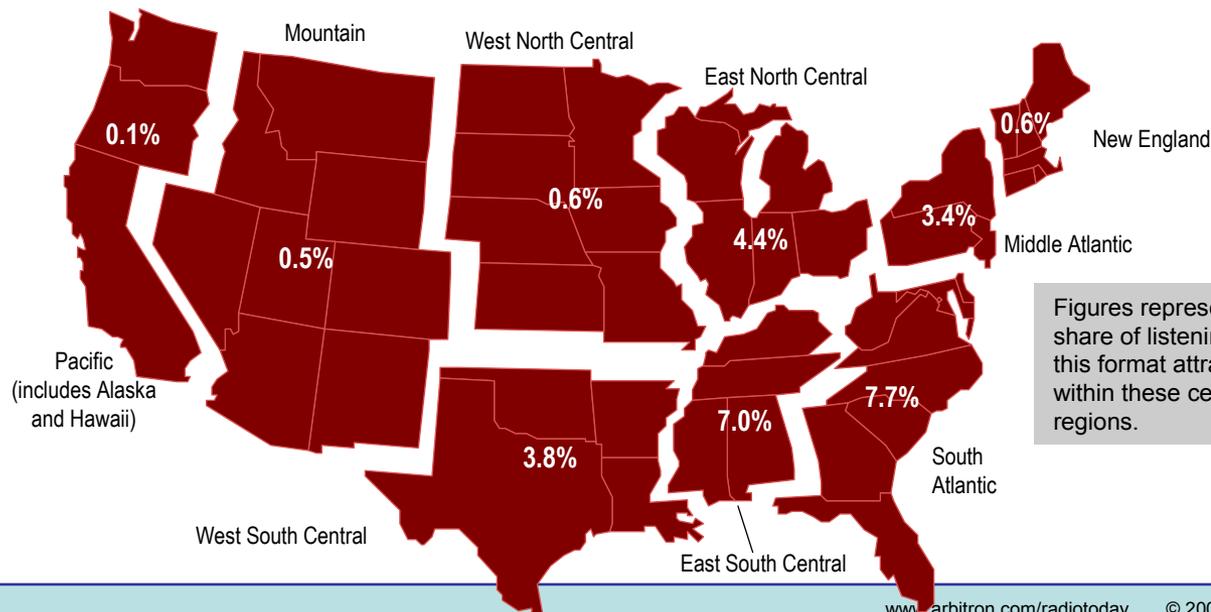
Persons 12+



Audience Share by Region

3.6% = National Average

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



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

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

continued ►

Urban Adult Contemporary

Well over half of Urban AC listeners have attended or graduated from college, more than any other format in this report that targets African-American or Hispanic audiences. More than 20% have earned a college degree—a higher percentage than tracked in the previous three annual reports. Nearly 90% of Urban AC consumers have at least a high school diploma.

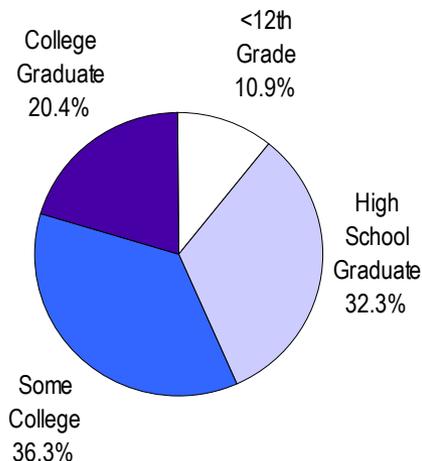
Many Urban AC listeners are more affluent than a few years ago, as the percentage of those who live in households earning \$75,000 or more per year rose from 17% in Spring 2005 to nearly 21% in Fall 2008. Those residing in households generating at least \$50,000 rose from 39% to almost 42% during the same period.

Despite not ranking among the top 10 formats in any particular age group, Urban AC has earned the position as the No. 8 format of all programming in this study, thanks to its outstanding time spent listening. Urban AC commands a higher TSL among adults 35-64 than any other format. It's tied for No. 2 in TSL among adults 25-54, is No. 4 overall P12+, sixth with adults 18-34 and is even in the top 10 with those 12-24.

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

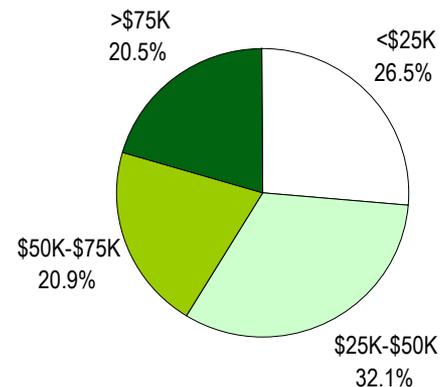
Education

Persons 18+



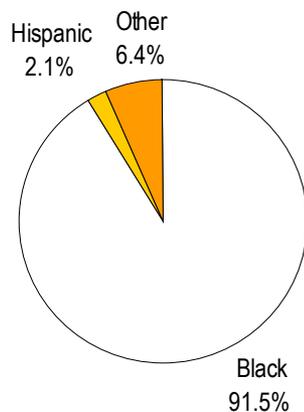
Household Income

Persons 18+



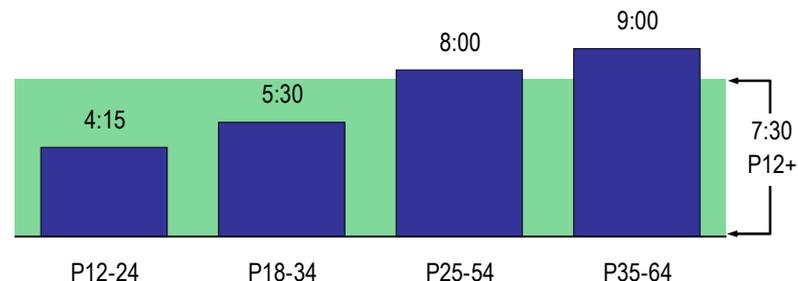
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Geared for Gadgets

The Urban Adult Contemporary format attracts consumers who are among the most likely to buy various home electronics in the coming year. They rank high for intention to purchase DVD players and PDAs/smartphones, No. 2 for DVRs and third among all radio listeners for likelihood to buy an HDTV and fourth for personal wireless/cellular services. While one in four Urban AC listeners have dined at a seafood restaurant in the past 30 days—well above the average—they are especially active visitors to fast-food establishments, ranking third-highest among all radio listeners for 10+ occasions in the past month. Urban AC ranks No. 2 for the percentage of its audience that has gone to Burger King and Wendy's, and No. 5 for McDonald's. These consumers rank No. 2 for using the Internet to find job/employment opportunities, and have an above-average interest in downloading/watching movies and TV programs. Listeners to Urban AC are more than four times as likely to be Democrats as Republicans, and are nearly twice as likely to be Democrats as the national average.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	14%
Digital Camera	11%
DVD Player	5%
DVR (TiVo®, etc)	5%
HDTV	17%
MP3 Player (iPod®, etc.)	7%
PDA (BlackBerry®, etc.)	4%
Video Game System	6%
Wireless/Cell Service for Self	6%

How Often Usually Vote in Local Elections	Index
Always	94
Sometimes	97
Never	112

How Often Usually Vote in Statewide Elections	Index
Always	86
Sometimes	104
Never	122

Political Party Affiliation	Index
Democrat	179
Republican	42
Independent	61
Independent, but Feel Closer to Democrat	92
Independent, but Feel Closer to Republican	41
None of These	102
Democrat/Independent, but Feel Closer to Democrat	159
Republican/Independent, but Feel Closer to Republican	42

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	45%
Any Coffee House/Coffee Bar	13%
Any Italian Restaurant	17%
Any Mexican Restaurant	22%
Any Seafood Restaurant	25%
Any Steakhouse	18%
Any Upscale Restaurant	13%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	36%
McDonald's®	58%
Wendy's®	32%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	15%
3-4 Times	19%
5-9 Times	34%
10 or More Times	24%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	55%

Time Spent on the Internet in Average Week	Index
1-4 Hours	99
5-9 Hours	94
10-19 Hours	82
20 Hours or More	104

Featured Internet Uses in Past 30 Days	Index
Cable TV Network Site	115
Download Coupons	114
Download/Listen to Music	122
Download/Listen to Other Audio	124
Download/Watch Movies	126
Download/Watch TV Programs	114
Instant Messages	108
Internet Yellow Pages	109
Job/Employment Search	184
Listen to Radio	118
Movie Listings	103
Pay Bills	109
Real Estate Listings	101
Traffic	99

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	35%
Under \$1,000	20%
\$3,000 or More	19%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	11%
Once a Week	13%
2-3 Times a Month	26%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	39%
Mail	29%
Preferred Customer Card/Loyalty Card	20%
Sunday Newspaper	52%
Weekday Newspaper	16%

Hot Adult Contemporary



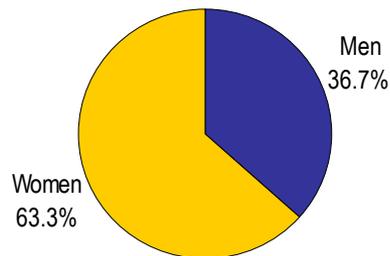
With a mix of contemporary music by artists such as Daughtry, Lifehouse, Jason Mraz, Gavin Rossdale and Maroon 5, Hot Adult Contemporary broadcasts on 664 stations, reaching more than 29 million consumers each week. Ranking as the ninth-most-popular format by audience share and eighth in total listeners, Hot AC draws 3.5% of the national radio audience. During Fall 2008, a Hot AC station was among the market leaders in both the Dallas-Ft. Worth and Detroit PPM ratings. Its Fall 2008 ratings were above those of the previous two years of Spring surveys.

Hot AC has a wide demographic appeal, unlike most formats that lean younger or older. It ranks fifth among all formats with teens, sixth with those 35-44, seventh among adults 45-54, eighth with those 25-34 and No. 10 among 18-24s. With a general target of adults 25-54, Hot AC's composition is trending slightly older, as the proportion of adults 45-64 rose from less than 24% in Spring 2005 to more than 28% in Fall 2008. Hot AC leans predominantly toward women, placing just behind Adult Contemporary among all formats in this report for having the highest ratio of women to men.

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

Listeners 12+

Mon-Sun, 6AM-Mid



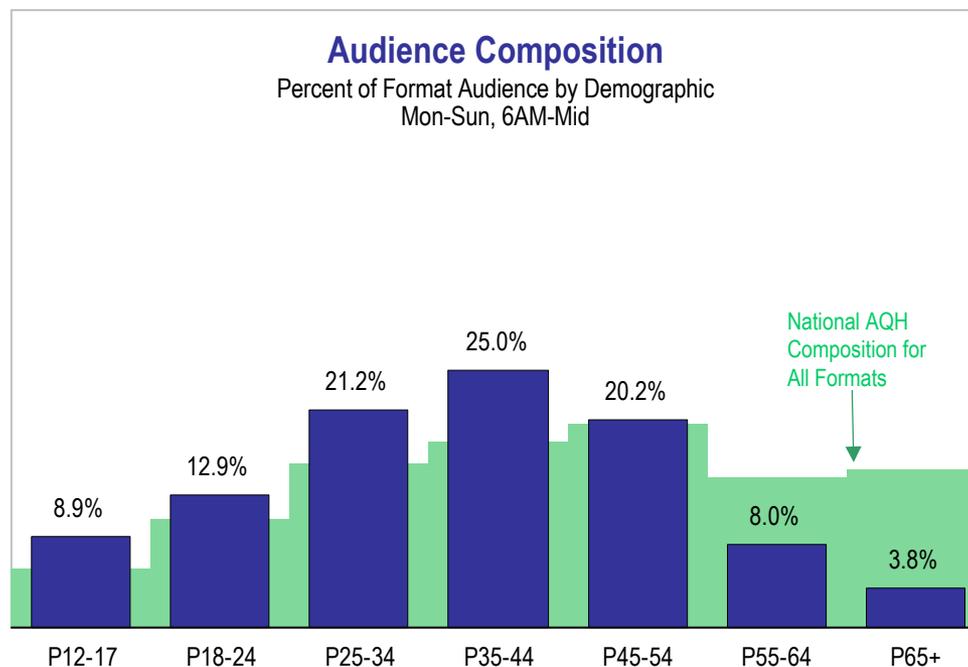
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
3.9%	3.8%	3.7%	3.6%	3.2%	3.2%	3.5%

Audience Composition

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



Stations

AM	7
FM	435
Internet	174
HD Radio®	48

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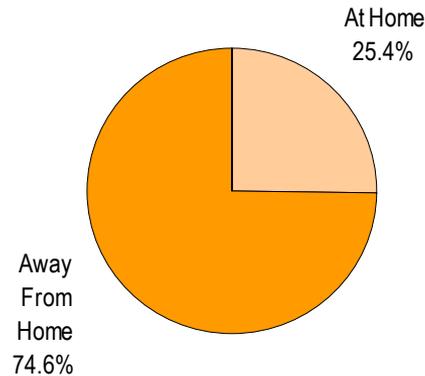
Hot Adult Contemporary

A popular at-work listening choice, Hot AC earns nearly three-quarters of its listening away from home; that's the fourth-highest percentage of all formats analyzed. It picks up its highest ratings in afternoons and middays, but is a steady ratings generator throughout the day, ranking eighth both in mornings and middays, and among the top nine in afternoons and evenings. The format's ratings by daypart remained very consistent between Spring 2005 and Fall 2008.

Hot AC gets its highest audience share in New England, where it ranks fifth among all formats. It is sixth in both North Central regions, seventh in the Middle Atlantic and Mountain zones and among the Top 10 in the East South Central and Pacific areas. Hot AC saw the most audience share growth between Spring 2006 and Fall 2008 in the territories of the Middle Atlantic (+24%), Mountain (14%) and Pacific (30%).

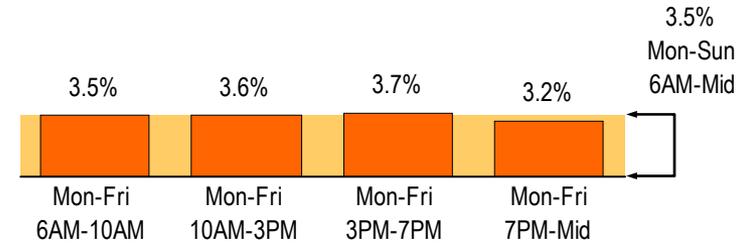
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

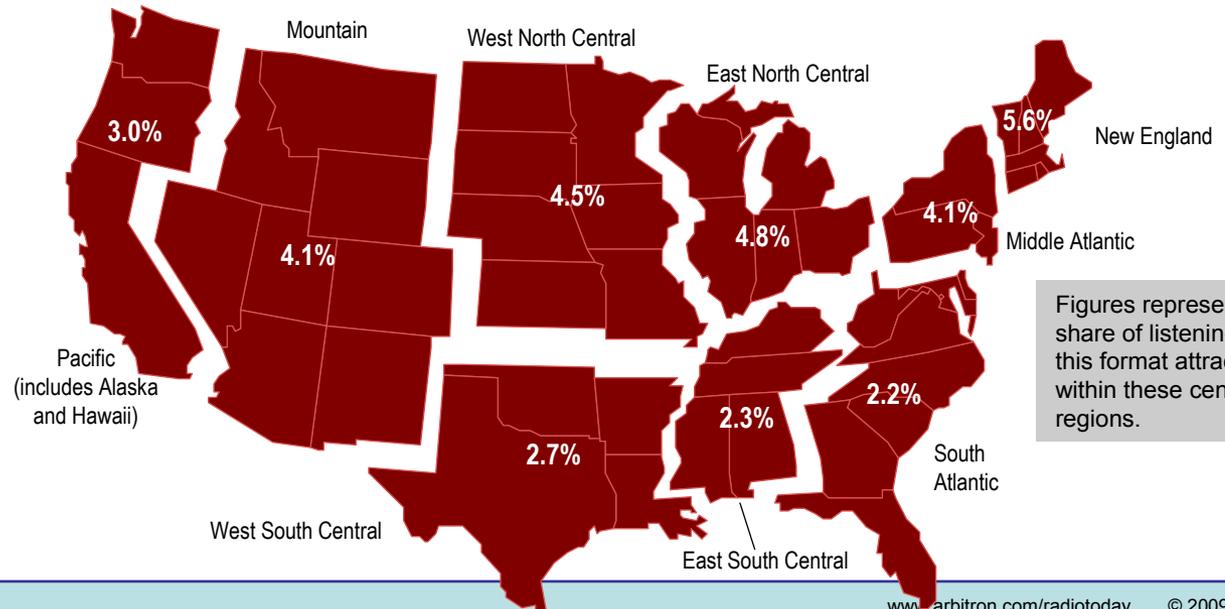
Persons 12+



Audience Share by Region

3.5% = National Average

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



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

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

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Hot Adult Contemporary

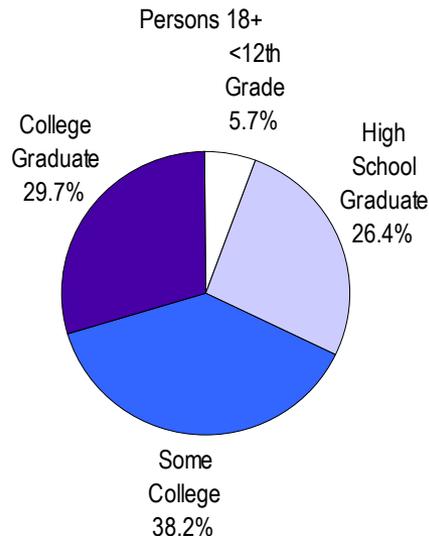
Listeners to Hot AC are well-educated, with nearly 68% having attended or graduated from college, and almost 30% have earned a degree. Hot AC ranks seventh-best in both categories.

These consumers' strong educational backgrounds are reflected in increased earnings, as 65% of the audience reside in households bringing home at least \$50,000 per year, sixth-highest among all programming choices. That figure is up from 61% in Spring 2005—a 7% growth rate through Fall 2008. Even more noteworthy is that the percentage of Hot AC consumers in households generating \$75,000 or above stands at 40%, seventh-best among all formats. That proportion is up from less than 35% in Spring '05—a 17% improvement.

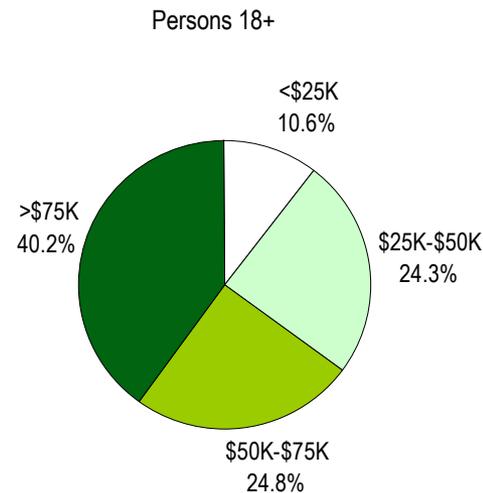
Like other formats, reported time spent listening to Hot AC was lower in Fall 2008 than Spring 2007 (down 75 minutes per week), but on average that was less erosion than the majority of the music approaches covered in this study.

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

Education

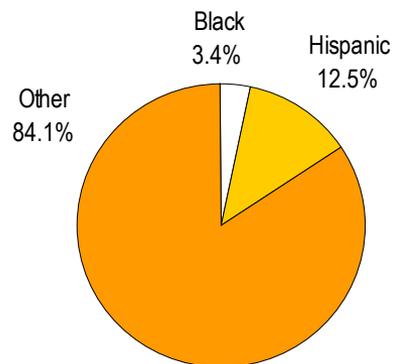


Household Income



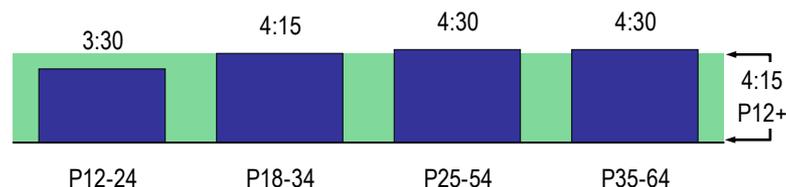
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

High 'Net Value

Two-thirds of Hot AC consumers live in a household with broadband access, and they are among the most active online of all radio listeners, ranking sixth-highest for spending 20 or more hours per week on the Web. The Hot AC format ranks No. 2 for the proportion of its listeners who download coupons, search local/community events and check real estate listings. It places No. 3 for the percentage of its audience who visit cable TV network sites and pay bills online, fifth for visiting auction sites, as well as for reading/contributing to blogs, and fourth for perusing Internet Yellow Pages. Hot AC is among the leaders among those who download/watch TV programs and for seeking movie listings, job/employment opportunities and travel reservations. Hot AC listeners are among the most likely to use preferred customer/loyal shopper cards and in-store coupons. They are nearly evenly split between the two major political parties and how often they vote in local elections. They're among the most likely to be in the market for an MP3 player. Hot AC consumers also index solidly above the average for spending on household improvements.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	10%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	13%
MP3 Player (iPod®, etc.)	6%
PDA (BlackBerry®, etc.)	2%
Video Game System	5%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	84
Sometimes	120
Never	101

How Often Usually Vote in Statewide Elections	Index
Always	90
Sometimes	122
Never	98

Political Party Affiliation	Index
Democrat	89
Republican	103
Independent	112
Independent, but Feel Closer to Democrat	111
Independent, but Feel Closer to Republican	107
None of These	98
Democrat/Independent, but Feel Closer to Democrat	94
Republican/Independent, but Feel Closer to Republican	104

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	45%
Any Coffee House/Coffee Bar	20%
Any Italian Restaurant	27%
Any Mexican Restaurant	37%
Any Seafood Restaurant	17%
Any Steakhouse	22%
Any Upscale Restaurant	16%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	28%
McDonald's®	53%
Wendy's®	27%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	16%
3-4 Times	23%
5-9 Times	34%
10 or More Times	20%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	67%

Time Spent on the Internet in Average Week	Index
1-4 Hours	116
5-9 Hours	126
10-19 Hours	128
20 Hours or More	128

Featured Internet Uses in Past 30 Days	Index
Auction Site	141
Blogs (Read or Contributed to)	136
Cable TV Network Site	148
Download Coupons	139
Download/Listen to Music	140
Financial Information Services	124
Internet Yellow Pages	137
Job/Employment Search	127
Listen to Radio	125
Local/Community Events	148
Movie Listings	148
Pay Bills	133
Real Estate Listings	137
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	132

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	44%
Under \$1,000	26%
\$3,000 or More	25%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	19%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	40%
Mail	34%
Preferred Customer Card/Loyalty Card	26%
Sunday Newspaper	54%
Weekday Newspaper	15%

Urban Contemporary



Artists such as T-Pain, Jazmine Sullivan and T.I. help define Urban Contemporary (UC) as the format targeting teen and young adult African-American consumers. With 258 stations, Urban Contemporary reaches almost 20 million listeners each week, including those tuned to top-rated UC stations in the PPM-measured markets of Atlanta, Dallas-Ft. Worth and Detroit. Leading UC stations can also be heard in the Diary-based Metros of Baltimore and Charlotte-Gastonia-Rock Hill.

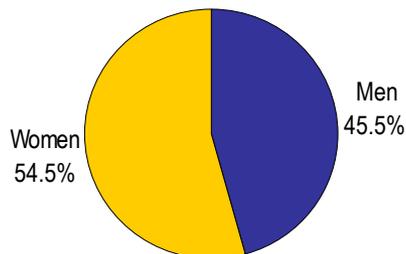
Urban Contemporary's audience leans female, and of the 24 formats analyzed, UC ranks seventh-highest in its ratio of women to men listeners. Close to two-thirds of Urban Contemporary's audience is under 35 years old, and about 80% is under 45. The format ranks fourth-most-popular among teens and adults 18-24, and is No. 7 with those 25-34.

Despite its youthful orientation, Urban Contemporary's teen composition has shrunk in recent years—as has Pop CHR's and Rhythmic CHR's. UC's teen segment of its total audience dropped from 20% to 15% between Spring 2005 and Fall 2008—a 25% rate of change. One would expect the proportion to have shifted over that time span to the 18-44 demographic, but that hasn't happened. Instead, it's been UC's 45+ segment that has steadily grown, from less than 16% to more than 20%.

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

Listeners 12+

Mon-Sun, 6AM-Mid



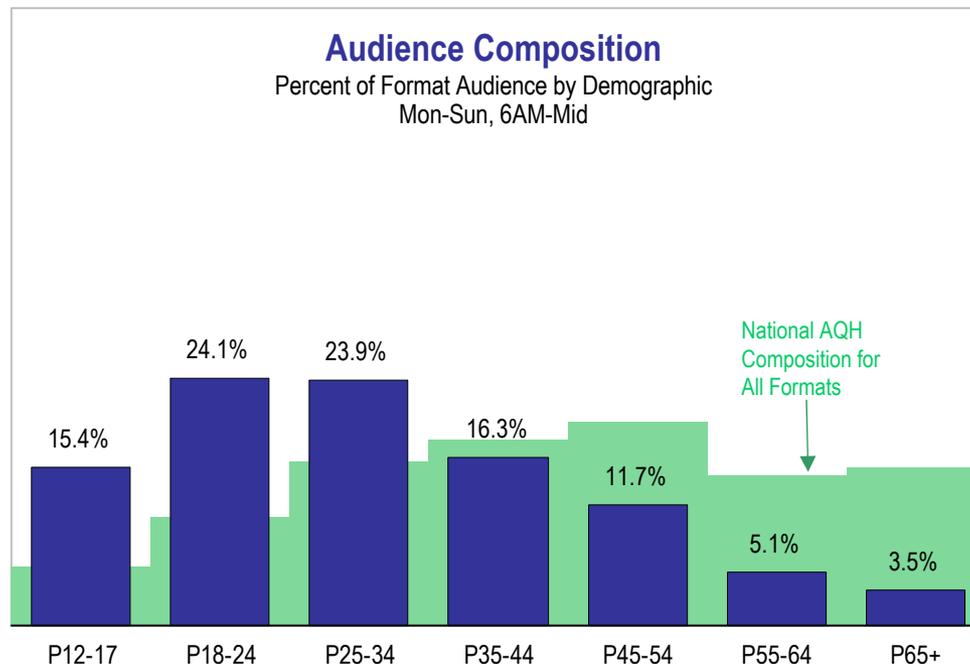
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
4.3%	4.6%	4.4%	4.3%	4.1%	3.7%	3.3%

Audience Composition

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



Stations

AM	22
FM	126
Internet	81
HD Radio®	29

continued ►

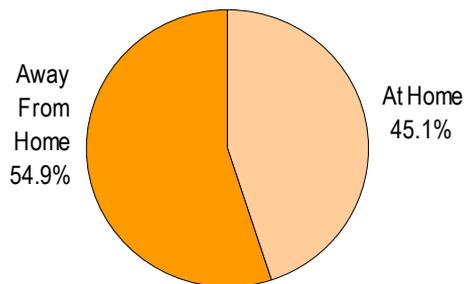
Urban Contemporary

Though the majority of Urban Contemporary tune-in occurs away from the household, UC ranks fifth-highest in its 45% percentage of at-home listening, though that figure has slipped steadily from more than 47% in Spring 2005. UC is the No. 10 format in terms of overall radio audience, but it ranks No. 6 in evenings, when it gets far higher ratings than its overall weekly share, thanks in part to its strong teen appeal. UC also ranks among the 10 top formats in afternoons.

Urban Contemporary's following is clustered chiefly in five regions of the country, and the format is among the leaders in those five areas. It ranks fifth among all programming styles in the South Atlantic, which provides 40% of its total listenership. UC is sixth-strongest in the South Central zones, where it has been consistently popular for several years. It also is strong in the Middle Atlantic and East North Central, ranking eighth and tenth, respectively. These five territories account for more than 99% of Urban Contemporary's market; no other format is so regionally concentrated.

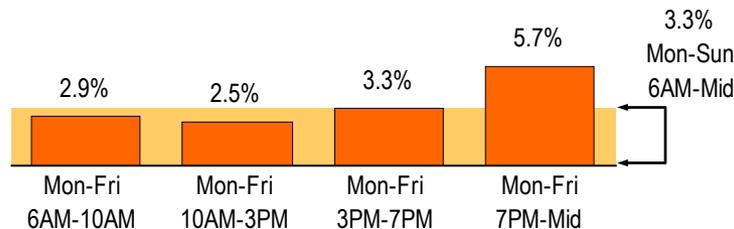
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

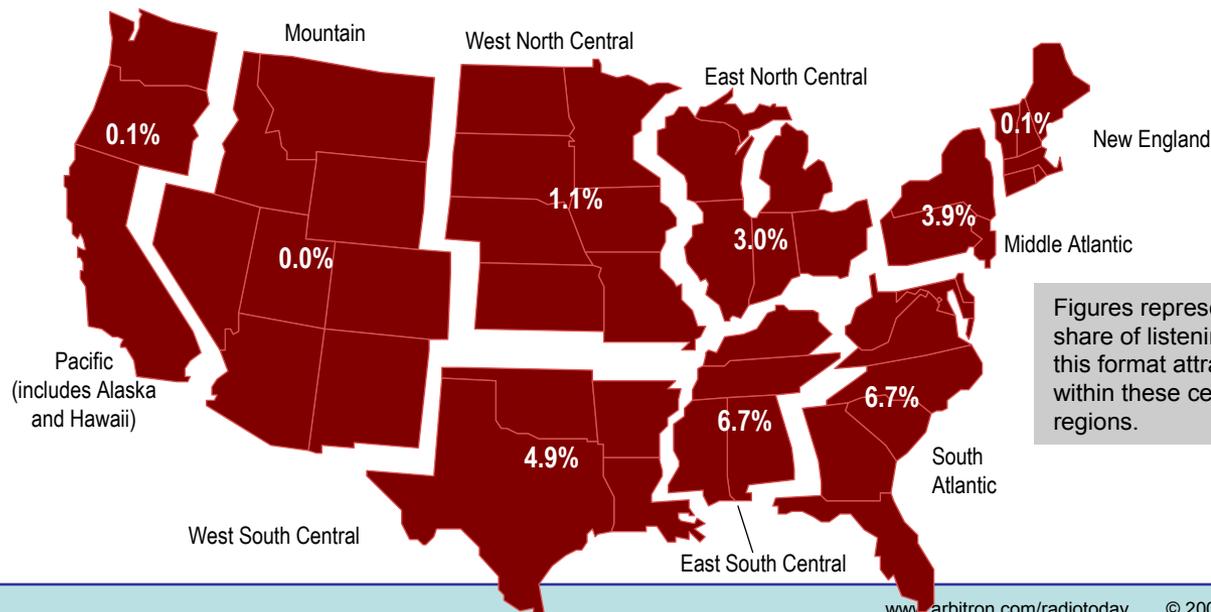
Persons 12+



Audience Share by Region

3.3% = 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 ►

Urban Contemporary

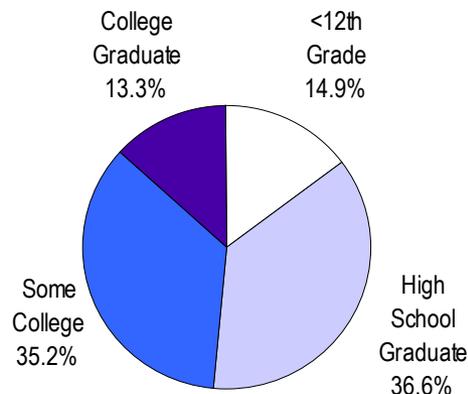
Nearly half of Urban Contemporary listeners have attended college or earned a degree—a figure that remained relatively stable between Spring 2005 and Fall 2008. More than 36% of Urban Contemporary consumers reside in households producing at least \$50,000 in income per year; that's up from 34% in Spring 2005. Significantly, the proportion of UC's audience in households generating \$75,000 or more climbed from less than 14% to more than 16% between Spring '05 and Fall '08, a 19% growth rate.

Urban Contemporary delivers some of the longest time spent listening of all radio formats in this report, ranking third-best with both 12- to 24-year-olds and adults 18-34. It places eighth-highest overall, and is even in the top 10 for TSL among adults 25-54.

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

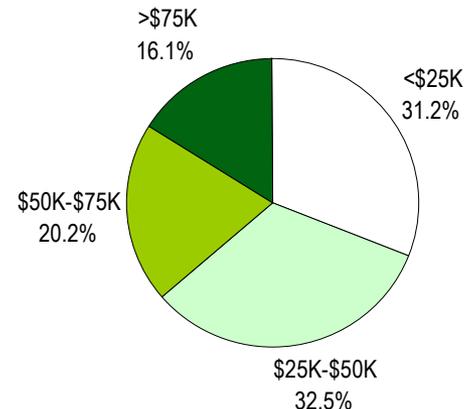
Education

Persons 18+



Household Income

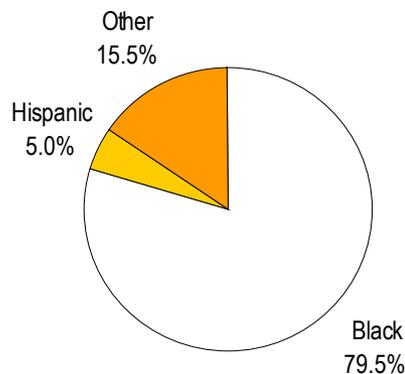
Persons 18+



Ethnic Composition*

AQH Persons

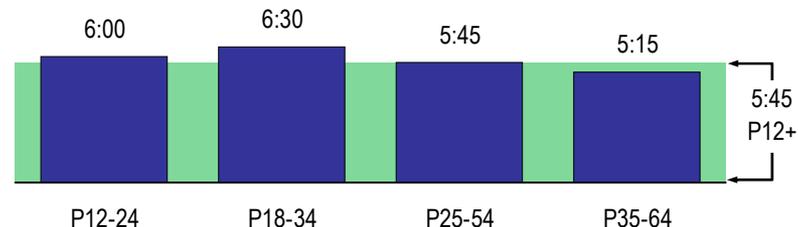
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

A Digital Retailer's Dream

Stores that sell consumer electronics of virtually any kind will find a ready market in Urban Contemporary listeners, who rank No. 1 for households planning to buy a digital camera, DVR, DVD player, HDTV or wireless/cell phone service for self in the next year. Nearly one in five intend to purchase an HDTV in the coming year, and more than one in seven plans to acquire a computer. Overall, Urban Contemporary consumers are 50-90% more likely than the general public to purchase these goods. They also rank No. 1 in visiting fast-food locations 10 times or more in the past 30 days, and are No. 1 for the percentage that has stopped in at Burger King, McDonald's and Wendy's. The Urban Contemporary format is tops for the proportion of its audience that has dined at a Chinese restaurant in the past month, with seafood also a preference. Urban Contemporary listeners rank No. 1 for seeking employment online, more than twice the national average, and are nearly twice as likely to download movies and video games. They lean Democrat by a nearly 4:1 margin, but are among the least likely to vote in local and statewide elections. Urban Contemporary followers are far more likely than the norm to listen to streaming radio, and they are among the leaders for spending 20 or more hours online per week.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	15%
Digital Camera	13%
DVD Player	5%
DVR (TiVo®, etc)	6%
HDTV	18%
MP3 Player (iPod®, etc.)	9%
PDA (BlackBerry®, etc.)	4%
Video Game System	7%
Wireless/Cell Service for Self	7%

How Often Usually Vote in Local Elections	Index
Always	79
Sometimes	94
Never	135

How Often Usually Vote in Statewide Elections	Index
Always	72
Sometimes	111
Never	141

Political Party Affiliation	Index
Democrat	156
Republican	45
Independent	68
Independent, but Feel Closer to Democrat	120
Independent, but Feel Closer to Republican	51
None of These	113
Democrat/Independent, but Feel Closer to Democrat	148
Republican/Independent, but Feel Closer to Republican	47

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	50%
Any Coffee House/Coffee Bar	13%
Any Italian Restaurant	18%
Any Mexican Restaurant	23%
Any Seafood Restaurant	22%
Any Steakhouse	18%
Any Upscale Restaurant	13%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	38%
McDonald's®	63%
Wendy's®	36%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	14%
3-4 Times	19%
5-9 Times	35%
10 or More Times	26%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	59%

Time Spent on the Internet in Average Week	Index
1-4 Hours	97
5-9 Hours	100
10-19 Hours	103
20 Hours or More	121

Featured Internet Uses in Past 30 Days	Index
Blogs (Read or Contributed to)	114
Casino-type Games	137
Download Coupons	119
Download/Listen to Music	153
Download Video Games	186
Download/Watch Movies	182
Download/Watch TV Programs	160
Instant Messages	141
Internet Yellow Pages	115
Job/Employment Search	213
Listen to Radio	139
Movie Listings	131
News	97
Pay Bills	118

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	34%
Under \$1,000	23%
\$3,000 or More	18%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	11%
Once a Week	12%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	39%
Mail	27%
Preferred Customer Card/Loyalty Card	20%
Sunday Newspaper	49%
Weekday Newspaper	14%

Mexican Regional



True to its name, Mexican Regional is indeed a regional format that has grown significantly since the early part of this decade in both audience share and number of stations, with 415 stations in the U.S., including 330 AM and FM outlets, up from 277 in Spring 2006. Reaching more than 12 million consumers every week, the Spanish-language presentation features artists such as Palomo, El Chapo de Sinaloa and Cuisillos. Mexican Regional stations ranked among the top five broadcasters during the Fall '08 Diary ratings period in Phoenix, San Diego and Denver-Boulder.

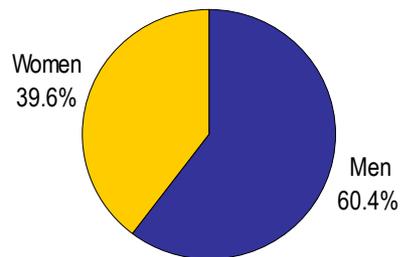
Mexican Regional's gender ratio leans 60/40 men to women, the sixth-highest proportion of male listenership overall and the highest among non-rock music formats. The format's orientation toward men grew increasingly so from Spring 2007 to Fall 2008, rising from 58% to more than 60%.

Mexican Regional's target audience centers on young adults: Half are in the 18-34 age bracket, and nearly a third are between 25-34; that's more than any other programming approach. Almost three-quarters are between 18-44, third-most of all formats. This helps explain why Mexican Regional ranks as the fourth-most-popular presentation among those 25-34, and is eighth with both those 18-24 and 35-44.

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

Listeners 12+

Mon-Sun, 6AM-Mid



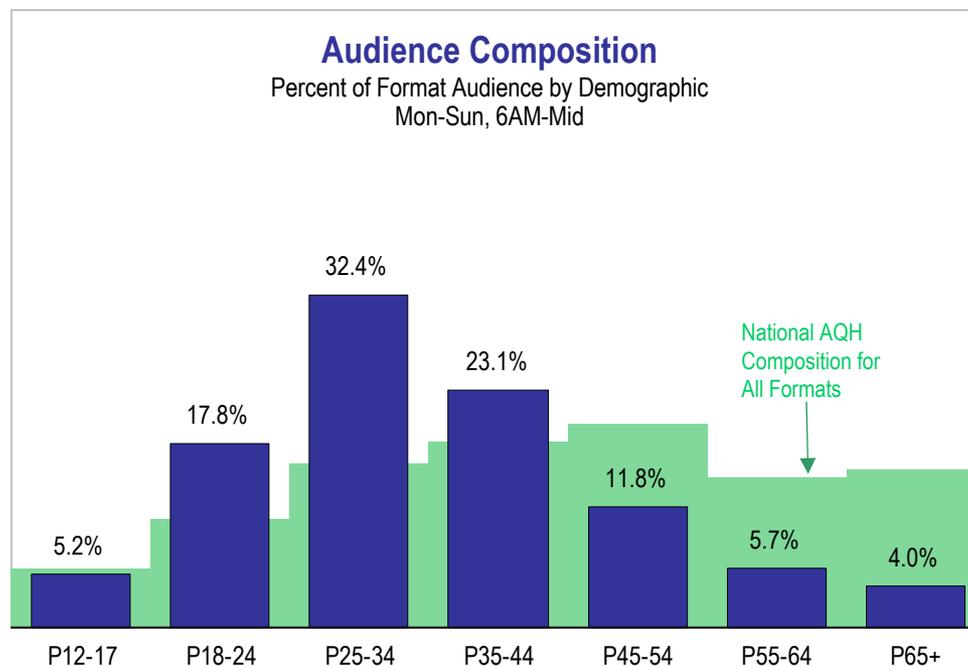
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
2.1%	2.4%	2.6%	2.8%	3.1%	3.4%	2.9%

Audience Composition

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



Stations

AM	146
FM	184
Internet	71
HD Radio®	14

continued ►

Mexican Regional

From Spring '05 to Fall '08, Mexican Regional's 25-54 audience composition grew from 63% to 67% (mostly 25-44s), as followers who were in the 18-24 age group gradually grew older.

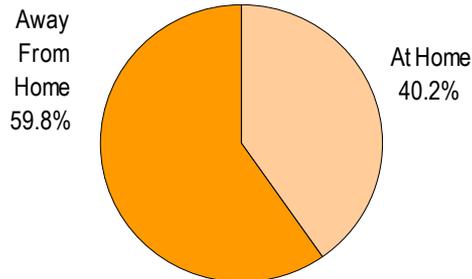
Listening to Mexican Regional has shifted gradually in recent years more toward out-of-home, gaining from 57% in Spring 2005 to nearly 60% by Fall 2008; that percentage is the ninth-highest among the formats covered in this study.

A consistent ratings performer across all dayparts, Mexican Regional gets its highest audience share in mornings and middays, when it ranks as the ninth-most-popular format, even though it is No. 11 across the entire week.

Two-thirds of Mexican Regional's audience lives in two regions: the Pacific, which accounts for 47% of its ratings, and the West South Central, which provides another 20%. The format ranks No. 2 in the Pacific area, and fourth in both the West South Central and Mountain zones.

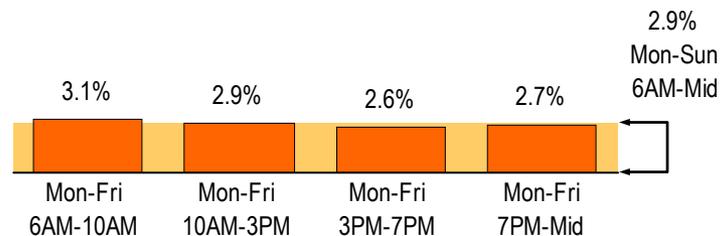
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

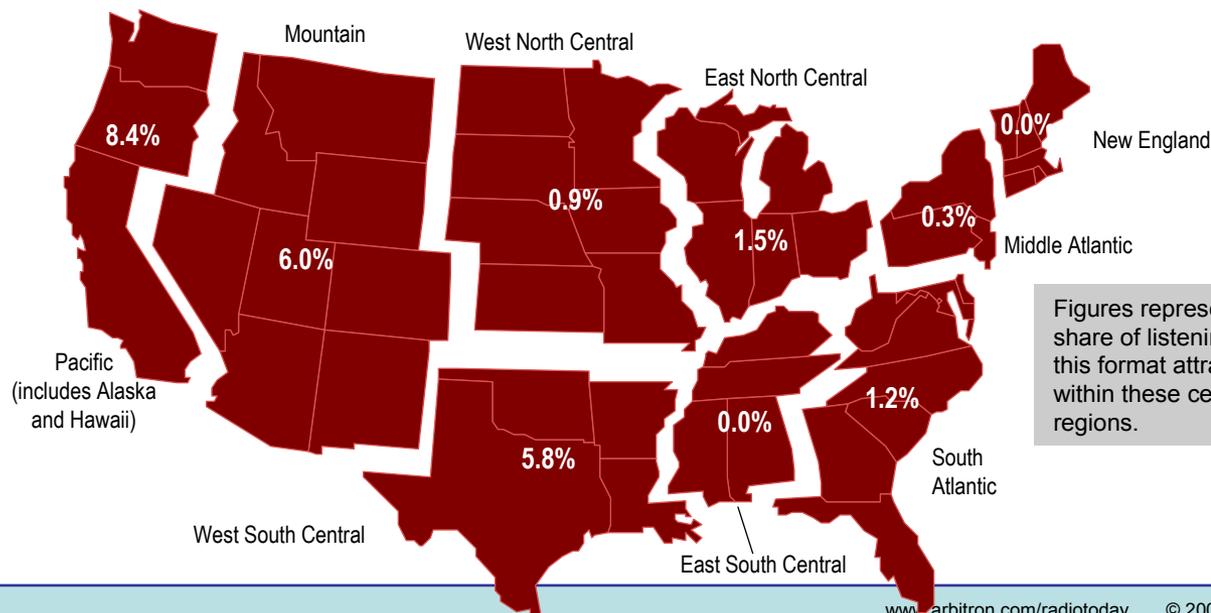
Persons 12+



Audience Share by Region

2.9% = 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.

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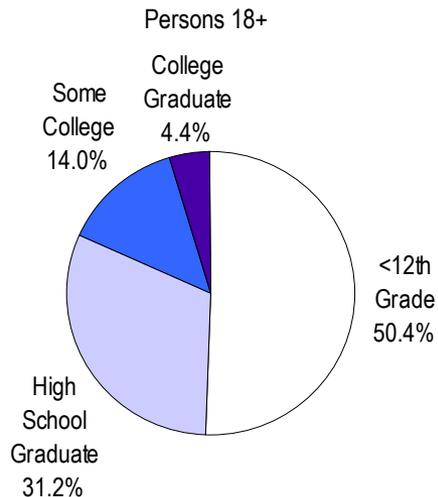
Mexican Regional

Nearly one in five Mexican Regional listeners had attended or graduated from college by Fall 2008, a 10% growth rate from Spring 2006. Income levels have also risen: The percentage of Mexican Regional listeners in households generating at least \$25,000 per year has increased from less than 44% to 49% from Spring '05 to Fall '08—a 9% rate of improvement during that period. The proportion of households producing at least \$50,000 annually rose from 13% to nearly 15% between Spring '05 and Fall '08.

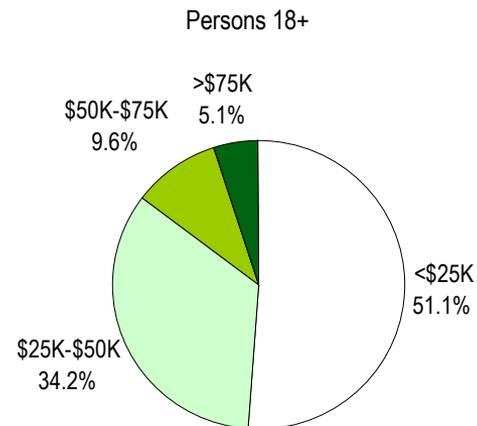
Mexican Regional commands a loyal audience, which can be seen by its very high time spent listening. It's tied for No. 1 overall and is the leader outright among music formats. Ranking No. 2 with 12- to 24-year-olds, Mexican Regional's TSL is far and away No. 1 with adults 18-34 and 25-54. Even though its programming skews somewhat younger, the format is even No. 2 in TSL with adults 35-64. So after years of steady growth and more stations carrying the format, why was Mexican Regional's overall national share in Fall '08 lower than in Spring '07? One likely explanation is that in Spring '07, certain major markets were still using the Diary methodology, generating even higher TSL figures than would be registered in the PPM era by Fall '08.

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

Education

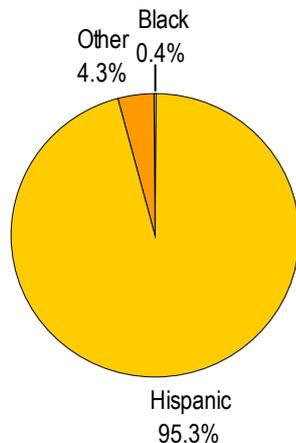


Household Income



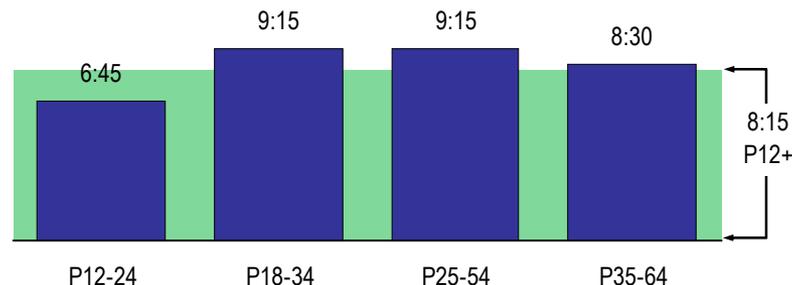
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

On the Digital Threshold

While Mexican Regional listeners may be far less likely to be online than most other consumers and to use the Web less than others, their digital orientation is rising. They continue to project well above the norm for planned purchases of all home electronics analyzed, and one in seven Mexican Regional-listening households plans to buy a computer in the coming year, indexing nearly 60% above the national average. The percentage of these consumers who are in the market for a digital camera is No. 4 among all formats, and they rank No. 2 for intent to buy wireless/cell service for themselves in the next 12 months. The segment of Mexican Regional consumers who listen to radio online is now close to the national average and ranks above most of their other Internet activity. Listeners to Mexican Regional are more than twice as likely to be neither affiliated with either major political party (even as an Independent), nor to ever vote in local or statewide elections. Not surprisingly, more than half have dined at a Mexican restaurant in the past 30 days, indexing No. 1 in that category. They also favor Chinese restaurants more than the national average. One in five has stopped for fast-food 10 times or more in the past month, significantly more than the public at large.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	14%
Digital Camera	11%
DVD Player	4%
DVR (TiVo®, etc)	4%
HDTV	15%
MP3 Player (iPod®, etc.)	7%
PDA (BlackBerry®, etc.)	3%
Video Game System	6%
Wireless/Cell Service for Self	7%

How Often Usually Vote in Local Elections	Index
Always	45
Sometimes	62
Never	218

How Often Usually Vote in Statewide Elections	Index
Always	46
Sometimes	61
Never	231

Political Party Affiliation	Index
Democrat	92
Republican	44
Independent	68
Independent, but Feel Closer to Democrat	86
Independent, but Feel Closer to Republican	49
None of These	249
Democrat/Independent, but Feel Closer to Democrat	91
Republican/Independent, but Feel Closer to Republican	45

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	45%
Any Coffee House/Coffee Bar	14%
Any Italian Restaurant	13%
Any Mexican Restaurant	53%
Any Seafood Restaurant	18%
Any Steakhouse	13%
Any Upscale Restaurant	7%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	32%
McDonald's®	52%
Wendy's®	17%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	19%
3-4 Times	23%
5-9 Times	31%
10 or More Times	20%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	37%

Time Spent on the Internet in Average Week	Index
1-4 Hours	70
5-9 Hours	53
10-19 Hours	55
20 Hours or More	53

Featured Internet Uses in Past 30 Days	Index
Automobile Information	61
Download/Listen to Music	88
Download Video Games	80
Download/Watch Movies	99
Download/Watch TV Programs	73
Instant Messages	75
Internet Yellow Pages	60
Job/Employment Search	81
Listen to Radio	90
Movie Listings	73
News	59
Pay Bills	61
Sports Scores/Updates	60
Traffic	97

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	33%
Under \$1,000	21%
\$3,000 or More	18%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	8%
Once a Week	11%
2-3 Times a Month	19%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	33%
Mail	26%
Preferred Customer Card/Loyalty Card	15%
Sunday Newspaper	29%
Weekday Newspaper	13%

Contemporary Christian



Targeting adults 25-54 with a mix of current and established hits by artists identified with faith issues and messages, Contemporary Christian is broadcast on 781 AM and FM stations. There are 1,384 Contemporary Christian broadcasters (including a leading station in Seattle-Tacoma during Fall 2008), and only the Country format is heard on more FM outlets. A greater number of Contemporary Christian FM stations are broadcast online than any other format.

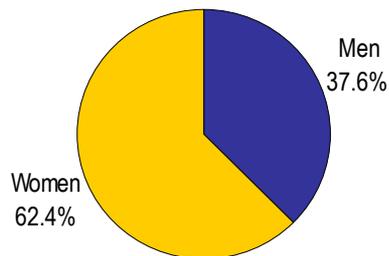
The appeal of Contemporary Christian has been growing steadily throughout the decade, and in Fall 2008 reached a higher share of the American radio audience than has been previously researched to date. Among the leading artists played by Contemporary Christian stations are Third Day, MercyMe and Matthew West.

More than two-thirds of Contemporary Christian's audience is between 25-54 years old, shifting slightly more toward adults 45-64 in recent years. However, the format has a significant base of support from more age groups than most of the others in this study. Contemporary Christian attracts the fourth-highest ratio of women to men of all formats analyzed, and does particularly well with both teens and adults 35-44, ranking among the top 10 formats in both demos.

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

Listeners 12+

Mon-Sun, 6AM-Mid



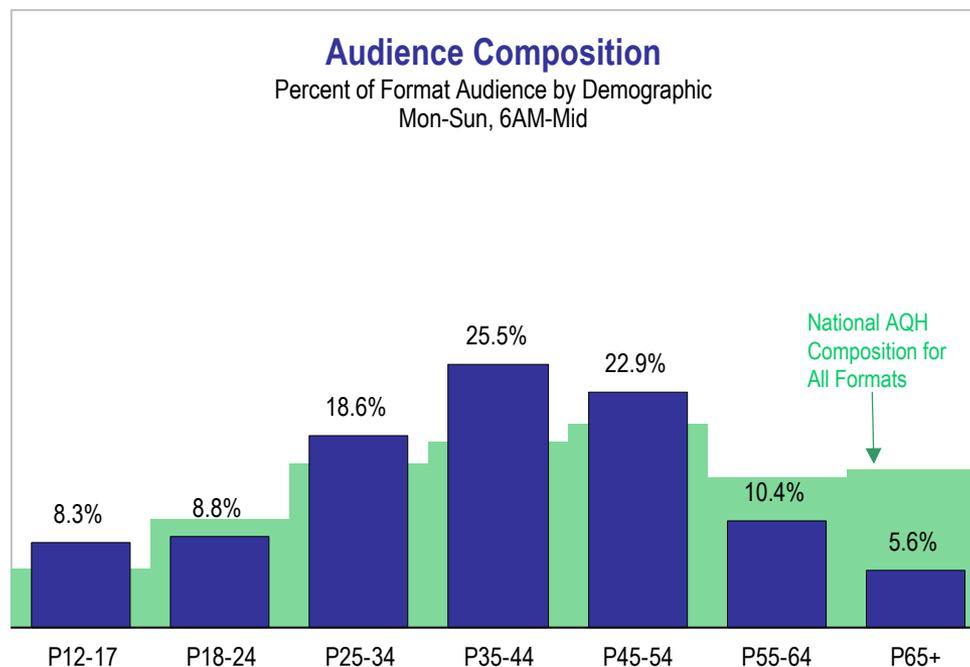
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
1.8%	1.9%	2.2%	2.3%	2.4%	2.2%	2.5%

Audience Composition

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



Stations

AM	41
FM	740
Internet	578
HD Radio®	25

continued ►

Contemporary Christian

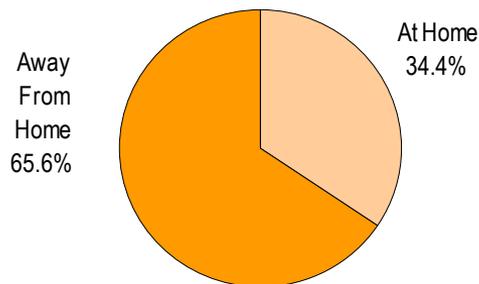
Close to two-thirds of listening to Contemporary Christian takes place away from home, placing this format at the median of the 24 programming presentations in this study. That percentage has been very steady in recent years, having dipped less than 1% between Spring 2005 and Fall 2008.

While Contemporary Christian may not be among the Top-10-rated formats in any daypart, it has posted a larger audience share across all dayparts in recent years, particularly in evenings, where it moved up from 2.0-2.4% between Spring 2007 and Fall 2008—a 20% change; that's second-most to Active Rock. The format is a consistently balanced ratings performer throughout the day.

Regionally, Contemporary Christian is among the 10 most popular formats in the East South Central, West North Central and South Atlantic areas. However, more than half of all listening to Contemporary Christian takes place in three regions: the South Atlantic, East North Central and Pacific.

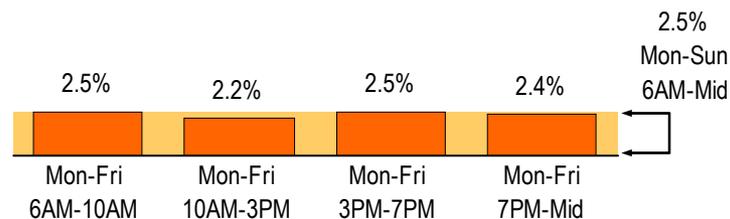
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

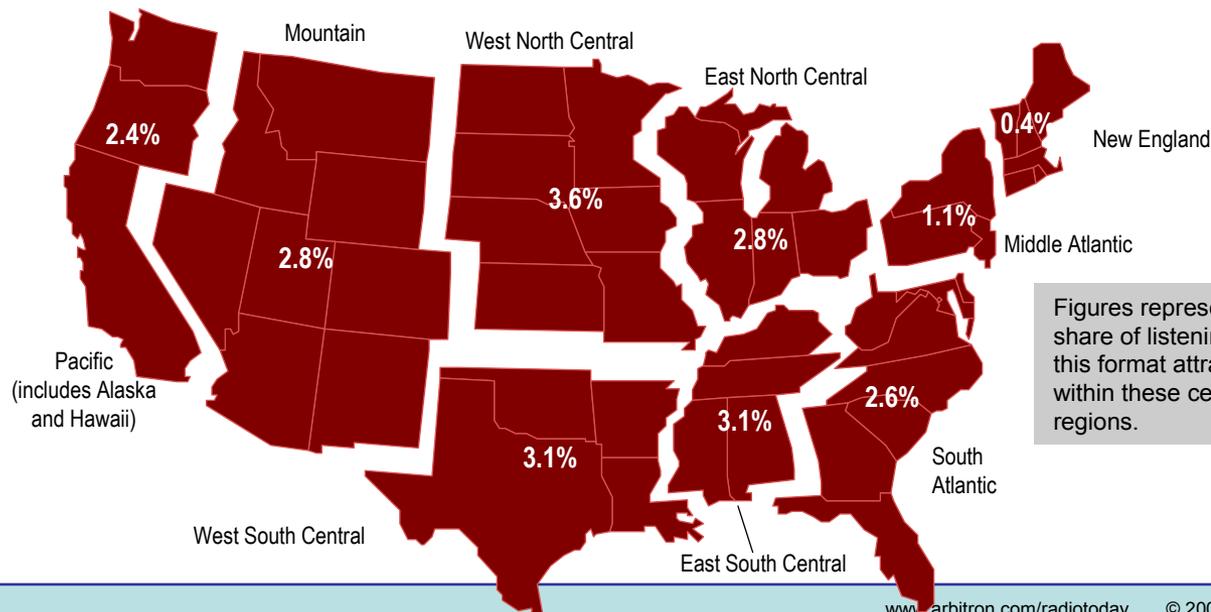
Persons 12+



Audience Share by Region

2.5% = National Average

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



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

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

continued ►

Contemporary Christian

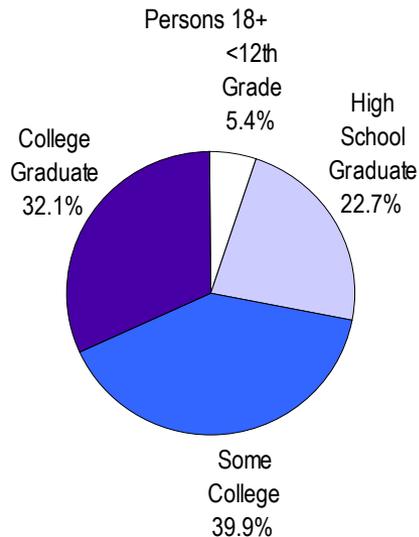
Among radio's most well-educated listeners, Contemporary Christian consumers rank seventh-highest in the percentage that has attended or graduated college (72%). The format also ranks seventh-best in the share of its audience that has achieved an undergraduate degree or beyond.

During Fall 2008, a third of Contemporary Christian consumers lived in households earning at least \$75,000 or more per year. That percentage was up from less than 30% in Spring 2005, a 13% growth rate over that time span.

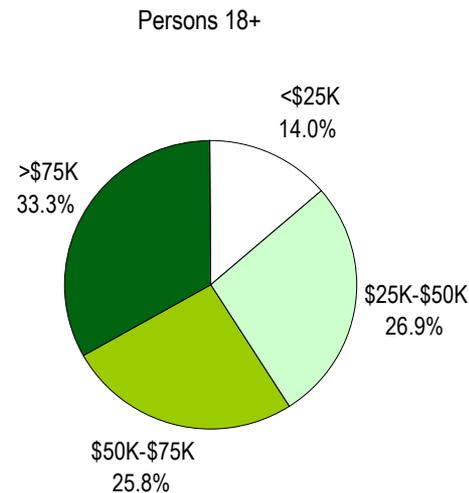
Contemporary Christian is what could be called a "destination" format, producing consistently long listening spans regardless of who's tuning in. Its TSL ranks tied for fifth overall, as well as with 12- to 24-year-olds. It's also No. 5 in TSL among adults 18-34, 25-54 and 35-64. Along with Country, it is one of the two English-language music formats that is a Top 5 TSL performer across all demographics. While all formats experienced shorter time spent listening in Fall 2008 compared with Spring 2007 (owing in part to changing ratings methodologies), Contemporary Christian saw by far the least change, regardless of age group—giving up no more than 15-30 minutes per week.

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

Education

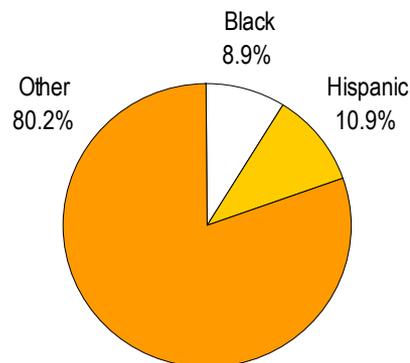


Household Income



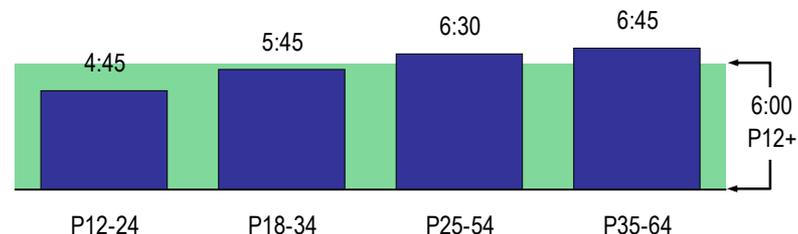
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Profile of a Conservative Consumer

Contemporary Christian listeners lean Republican by nearly a 2:1 margin—more than followers of any other format—and are more active than average for voting in statewide elections. With so many FM Contemporary Christian stations streaming, it's no wonder its listeners are much more likely to tune in online than the general public. However, when compared to many other consumers, Contemporary Christian fans favor information sites more than those for downloading digital media and, overall, they are relatively light Web users. They index No. 1 for spending just 1-4 hours online per week and No. 3 for 5-9 hours per week. Contemporary Christian listeners are big on home improvement, with one in four spending \$3,000 or more in the past year and nearly half at least \$500. Many reside in households with several children, explaining in part why they index above the national average for frequenting fast-food restaurants, ranking among the top 10 for visiting McDonald's in the past 30 days. They place No. 4 for 5-9 fast-food stops in the past month and are much more likely than the norm to have gone at least 10 times. One in five Contemporary Christian listeners has been to a coffeehouse/coffee bar in the past month.

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

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	9%
Digital Camera	7%
DVD Player	3%
DVR (TiVo®, etc)	4%
HDTV	13%
MP3 Player (iPod®, etc.)	4%
PDA (BlackBerry®, etc.)	2%
Video Game System	4%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	95
Sometimes	119
Never	86

How Often Usually Vote in Statewide Elections	Index
Always	102
Sometimes	116
Never	82

Political Party Affiliation	Index
Democrat	69
Republican	151
Independent	86
Independent, but Feel Closer to Democrat	80
Independent, but Feel Closer to Republican	117
None of These	88
Democrat/Independent, but Feel Closer to Democrat	71
Republican/Independent, but Feel Closer to Republican	143

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	42%
Any Coffee House/Coffee Bar	20%
Any Italian Restaurant	24%
Any Mexican Restaurant	43%
Any Seafood Restaurant	18%
Any Steakhouse	23%
Any Upscale Restaurant	15%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	30%
McDonald's®	54%
Wendy's®	26%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	15%
3-4 Times	22%
5-9 Times	36%
10 or More Times	22%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	65%

Time Spent on the Internet in Average Week	Index
1-4 Hours	126
5-9 Hours	128
10-19 Hours	121
20 Hours or More	102

Featured Internet Uses in Past 30 Days	Index
Auction Site	126
Automobile Information	111
Download/Listen to Music	117
Download Coupons	131
Download/Watch TV Programs	114
Financial Information	122
Instant Messages	114
Internet Yellow Pages	130
Job/Employment Search	109
Listen to Radio	130
Movie Listings	128
News	119
Pay Bills	125
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	121

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	45%
Under \$1,000	27%
\$3,000 or More	25%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	11%
Once a Week	17%
2-3 Times a Month	25%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	40%
Mail	36%
Preferred Customer Card/Loyalty Card	25%
Sunday Newspaper	53%
Weekday Newspaper	16%

All Sports

Featuring college and professional play-by-play, local commentary and national talk shows, All Sports has continued to gain popularity over the past several years. Heard on 887 stations nationwide, the format has joined News/Talk/Information as another programming approach that's successful on the AM band, with 90% of AM and FM outlets broadcasting on AM. Nearly 19 million consumers enjoy All Sports each week, and PPM research reveals strong audience spikes during key matchups, playoff appearances or on occasions of important team or player news that are far above an All Sports station's typical ratings.

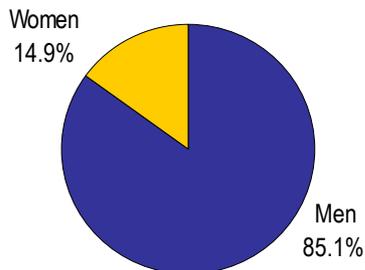
By far (and not surprisingly) the most male-dominant of all radio formats, All Sports is tied for twelfth place in audience share nationally. However, the format performs better than that with adults 45+, ranking as the eighth-highest-rated programming with adults 45-54, ninth among those 55-64 and tenth with adults 65+. Its adult appeal has grown more mature, as more than half of All Sports listeners (nearly 53%) were 45 years old or above in Fall '08, compared with less than 48% in Spring '05.

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



Listeners 12+

Mon-Sun, 6AM-Mid



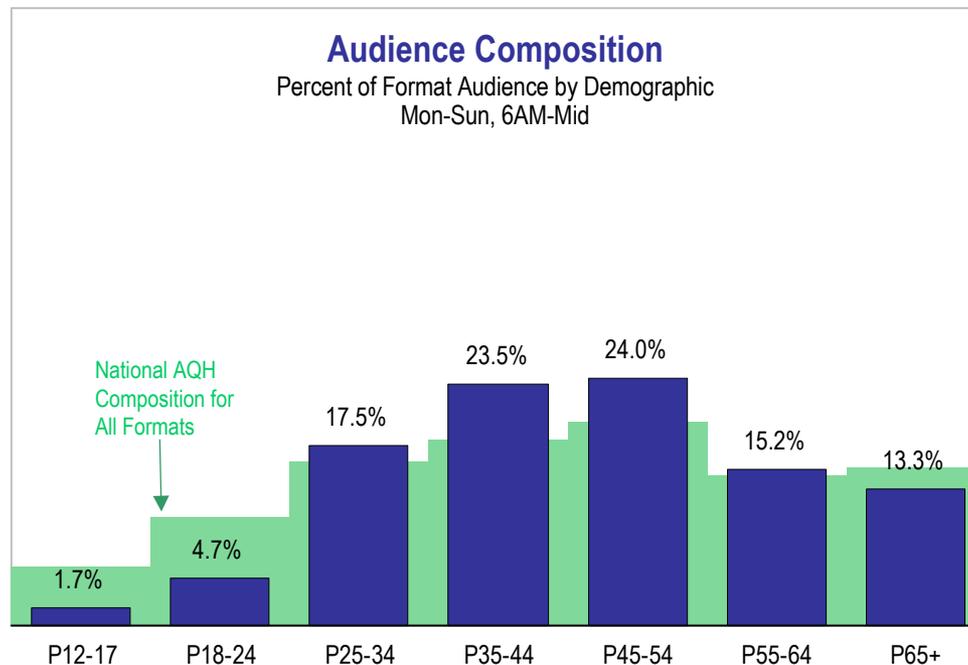
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
1.8%	1.7%	2.0%	2.1%	2.2%	2.3%	2.5%

Audience Composition

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



Stations

AM	530
FM	60
Internet	244
HD Radio®	53

continued ►

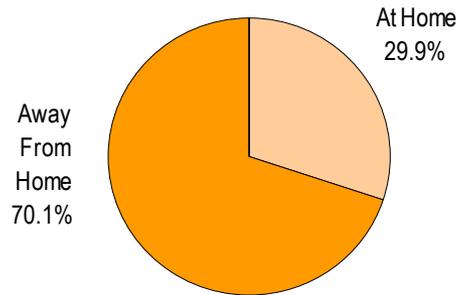
All Sports

All Sports ranks eighth-highest among all formats in its ratio of away-from-home listening, part of which can be attributed to fans following the action on the radio while in attendance, as well as to interest in pre-game and post-game coverage en route to and from sporting events. Between Spring '05 and Fall '08, consumers' out-of-home engagement with All Sports increased in proportion from slightly more than 68% to above 70%. As fans gear up for games at night, All Sports earns its best ratings in afternoon drive. Along with Hot AC, it is the only other format that peaks during that time of day.

During Fall '08, All Sports enjoyed its highest ratings in the New England and Middle Atlantic regions, where it ranked tenth and ninth, respectively. All Sports' share in the Middle Atlantic was 13% above Spring '08, assisted by the Philadelphia Phillies winning the World Series, followed by the Pittsburgh Steelers' Super Bowl championship in a season that also included playoff runs by the New York Giants and Philadelphia Eagles. All Sports experienced significant positive change in the South Atlantic (where Tampa Bay played in its first World Series), as well as in every other region where NFL teams earned their way into the playoffs or beyond.

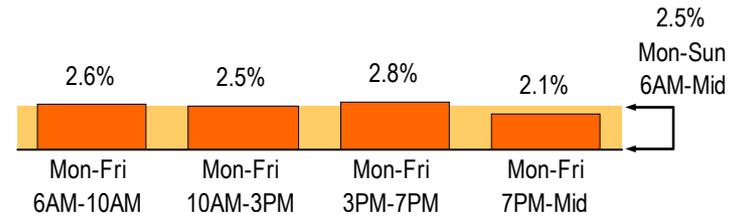
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

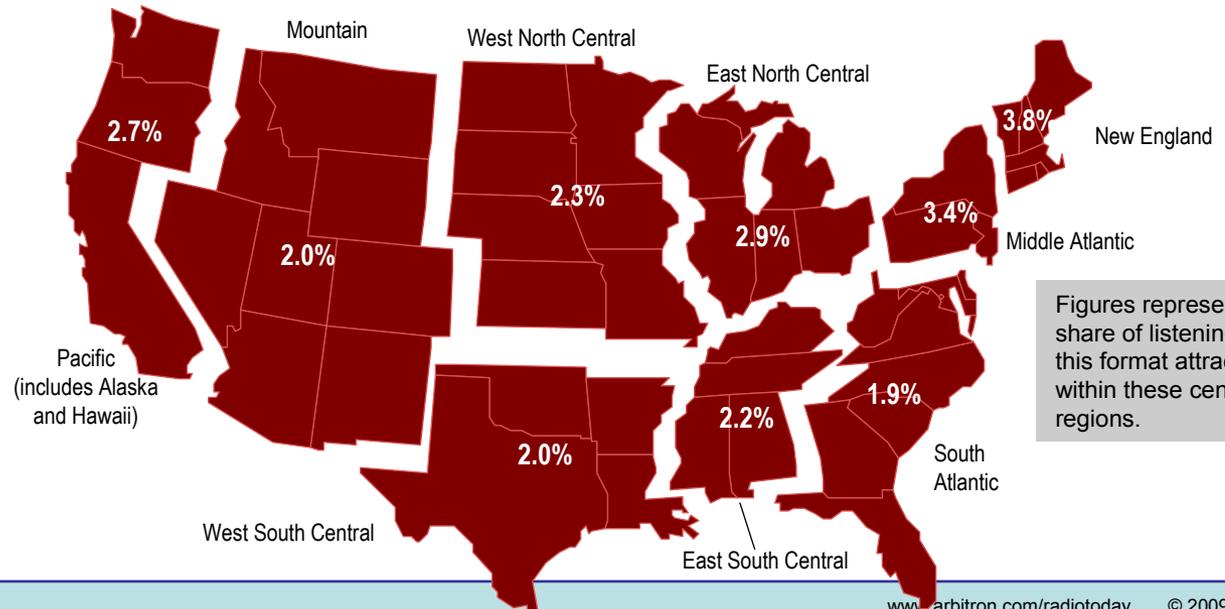
Persons 12+



Audience Share by Region

2.5% = National Average

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



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

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

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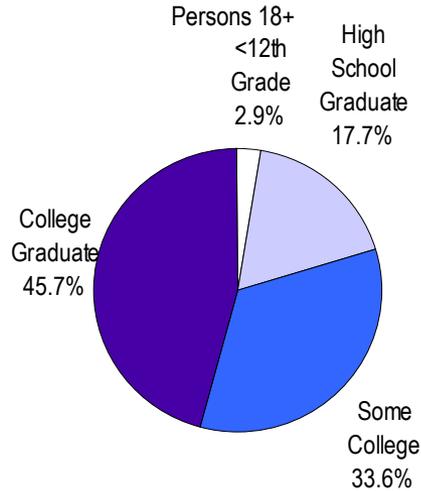
All Sports

Far from stereotypical images sometimes associated with sports enthusiasts, listeners to All Sports rank near the top in terms of education. The format is third-highest in the percentage of its audience who have attended or graduated from college, and it's also No. 3 in the proportion of its listenership with a college degree or beyond. That high level of academic attainment is reflected directly in income levels, as All Sports ranks No. 1 in both the percentage of its listeners living in households generating at least \$50,000 per year and those households producing \$75,000 or more. With more than half of All Sports listeners now in the \$75,000+ household bracket (up from less than 48% in Spring 2005), it's no wonder that All Sports stations outperform their ratings in terms of revenues they generate.

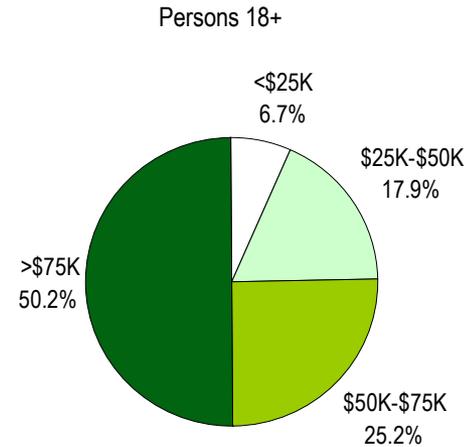
Time spent listening to All Sports radio is fairly stable among the various adult age groups, although TSL obviously can and will shift significantly when there's a game of interest on the radio. Overall, All Sports is tied for ninth-longest in TSL among adults 18-34, although it is slightly longer with adults 25-54.

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

Education

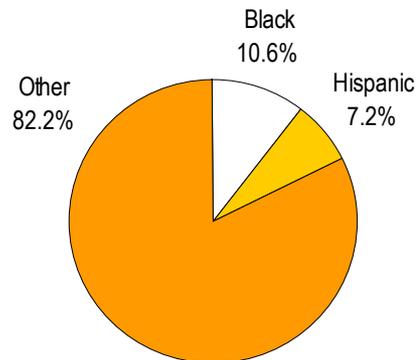


Household Income



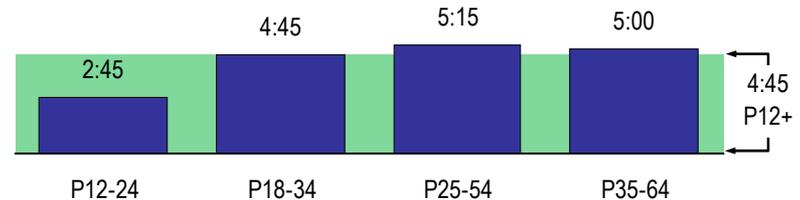
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

Active Online Beyond Sports

One might be surprised that a format that leans so far male and whose listeners are so affluent would rank No. 2 for using coupons for groceries more than once a week, but it's true. The proportion of All Sports listeners who've dined at an Italian restaurant in the past month is fourth-highest of all radio formats. All Sports consumers are among the most likely to have invested significantly in home improvements, with nearly half spending \$500 or more in the past year. They lean Republican, and are more inclined to always vote in local and statewide campaigns. With such a strong interest in sports, it makes sense that better than one in seven plans to buy an HDTV in the coming year. All Sports listeners index among the top three radio formats for living in a household with broadband connection, and for spending 10-19 hours in an average week online. They rank No. 1 for using the Web for automobile information and financial information/services, and are also among the most likely to listen to radio online, follow news, check traffic and weather, download podcasts, visit auction sites, engage in blogs and make travel reservations. And these listeners' indices for playing fantasy sports and checking sports scores/updates online are, naturally, through the roof.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	10%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	15%
MP3 Player (iPod®, etc.)	5%
PDA (BlackBerry®, etc.)	3%
Video Game System	4%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	111
Sometimes	111
Never	73

How Often Usually Vote in Statewide Elections	Index
Always	119
Sometimes	100
Never	66

Political Party Affiliation	Index
Democrat	85
Republican	123
Independent	114
Independent, but Feel Closer to Democrat	108
Independent, but Feel Closer to Republican	139
None of These	63
Democrat/Independent, but Feel Closer to Democrat	90
Republican/Independent, but Feel Closer to Republican	126

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	44%
Any Coffee House/Coffee Bar	18%
Any Italian Restaurant	30%
Any Mexican Restaurant	38%
Any Seafood Restaurant	20%
Any Steakhouse	25%
Any Upscale Restaurant	20%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	27%
McDonald's®	48%
Wendy's®	25%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	16%
3-4 Times	22%
5-9 Times	33%
10 or More Times	21%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	69%

Time Spent on the Internet in Average Week	Index
1-4 Hours	102
5-9 Hours	126
10-19 Hours	134
20 Hours or More	134

Featured Internet Uses in Past 30 Days	Index
Auction Site	143
Automobile Information	150
Blogs (Read or Contributed to)	139
Download/Listen to Music	125
Download Podcasts	186
Fantasy Sports	326
Financial Information Services	151
Listen to Radio	155
Movie Listings	131
News	143
Sports Scores/Updates	243
Traffic	188
Travel Reservations (Airline, Hotel, Auto Rental, etc.)	137
Weather	135

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	49%
Under \$1,000	23%
\$3,000 or More	28%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	13%
Once a Week	20%
2-3 Times a Month	22%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	37%
Mail	35%
Preferred Customer Card/Loyalty Card	24%
Sunday Newspaper	56%
Weekday Newspaper	20%

Active Rock



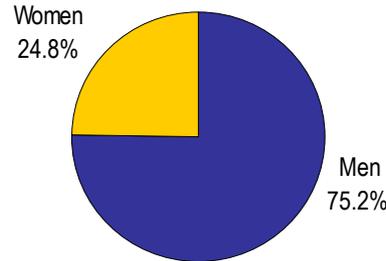
With 15.5 million listeners per week, the Active Rock format earned 2.4% of the national radio audience in Fall 2009, a higher figure than during six previously measured Spring ratings periods. There are 304 Active Rock stations programming contemporary rock artists, including one among the ratings leaders in Detroit during the Fall 2008 PPM survey. In Diary-measured Metros during that time, Active Rock stations were also among the leaders in Seattle-Tacoma and Minneapolis-St. Paul. Examples of popular artists associated with Active Rock include Disturbed, Shinedown and Theory of a Dead Man.

Of all the music formats in this study, none leans more male than Active Rock, and its consistent 3:1 male/female ratio is the second-highest of all 24 formats in this report. Active Rock ranks No. 8 among teens, sixth with adults 18-24 and ninth among those 25-34. Collectively, listeners in the 18-44 age group comprise 76% of Active Rock's following; no format has a higher proportion of its total audience in that demo. More than half of Active Rock consumers are between 18-34 years old; measured another way, more than half are between 25-44. The composition is getting slightly older, as one in seven listeners were between 45-64 in Fall 2008, compared to one in nine in Spring 2005.

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

Listeners 12+

Mon-Sun, 6AM-Mid



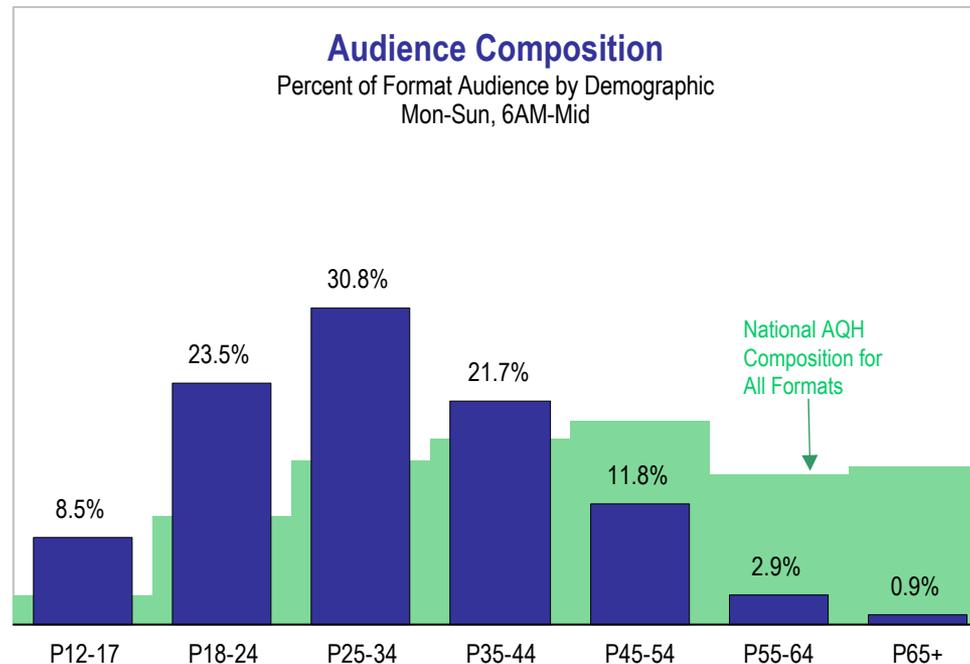
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
1.9%	1.9%	2.0%	2.3%	1.9%	1.9%	2.4%

Audience Composition

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



Stations

AM	0
FM	166
Internet	97
HD Radio®	41

continued ►

Active Rock

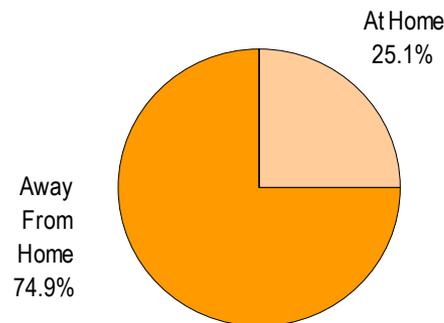
You'll find Active Rock consumers tuning in mostly somewhere other than at home; it has the third-highest ratio of away-from-home listening of all formats in this report, having risen from 73% to 75% between Spring 2005 and Fall 2008.

The difference between Spring '07's 1.9 total share and Fall '08's 2.4 figure can be found most notably in afternoons and evenings. Those dayparts saw ratings increases of 30% and 29%, respectively, though mornings and middays also posted upward percentage shifts that were nearly as large.

Half of all Active Rock listening occurs in three regions—the South Atlantic, East North Central and West North Central; the latter two include the aforementioned successful stations in Detroit and the Twin Cities.

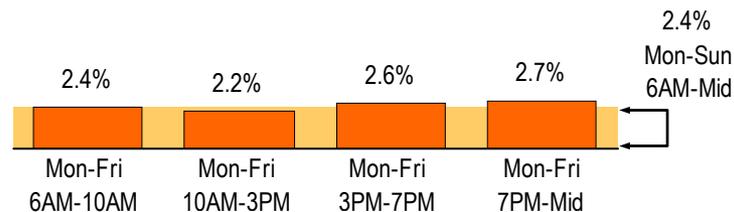
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

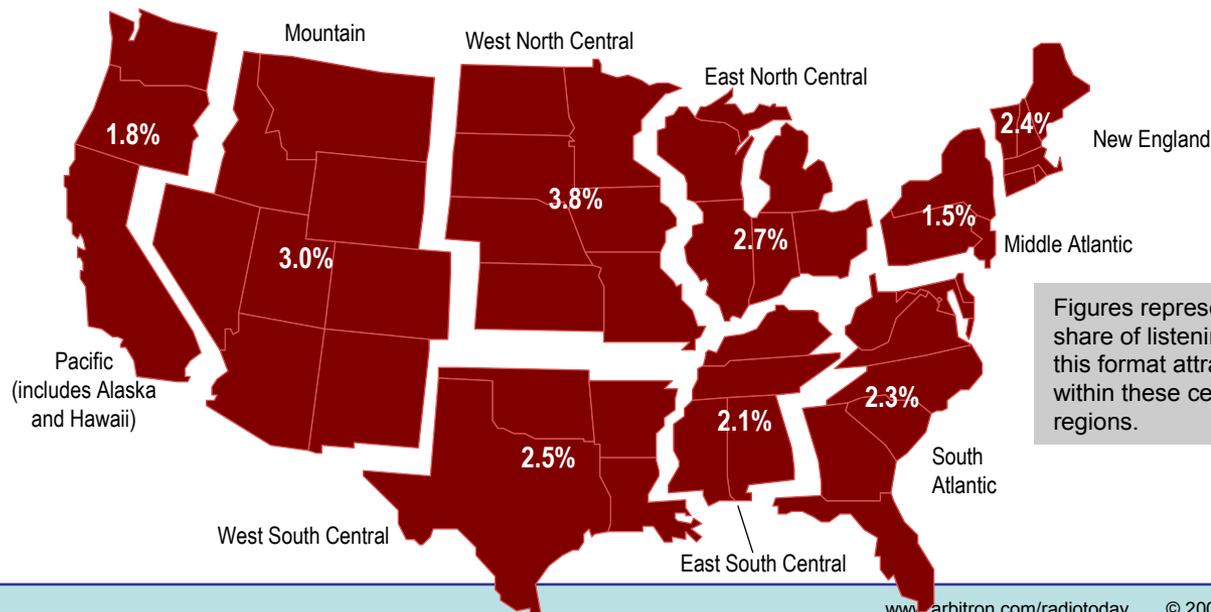
Persons 12+



Audience Share by Region

2.4% = 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 ►

Active Rock

More than half of Active Rock consumers have either attended college or graduated with a degree. Excluding those with a college diploma, almost 40% of all Active Rock adult listeners have some college experience; that's more than any other format in this report.

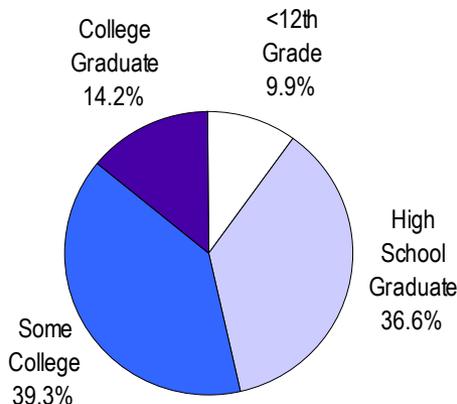
A solid majority of Active Rock consumers live in households earning at least \$50,000 per year, with more than one in four in the \$75,000+ household income category. Both figures remained steady in the three years between Spring 2006 and Fall 2008.

Active Rock generates long time spent listening from its fans, ranking fourth-highest among those 12-24 years old, as well as with adults 18-34. Proving its strength with those between 25-44, the Active Rock format is tied for seventh-best TSL among adults 25-54.

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

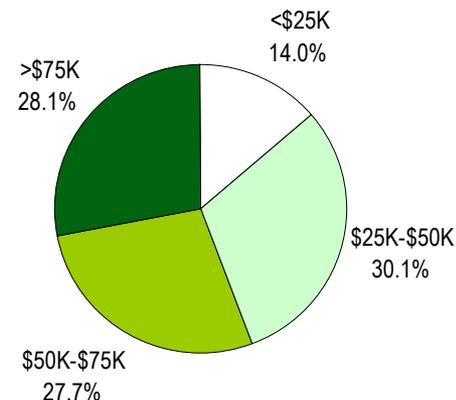
Education

Persons 18+



Household Income

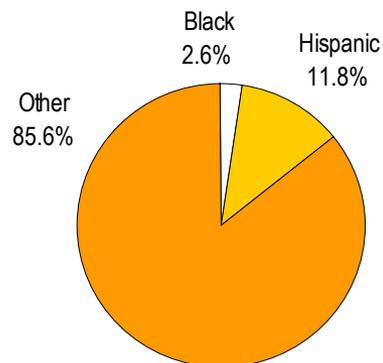
Persons 18+



Ethnic Composition*

AQH Persons

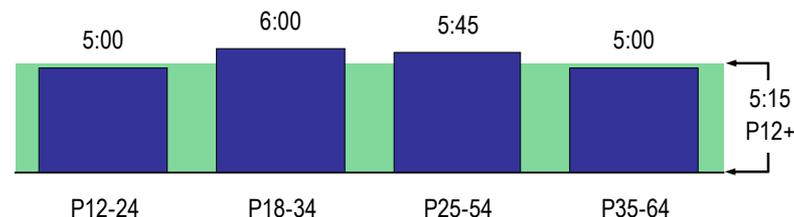
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

Up on the Download

Active Rockers are big on fantasy sports, checking sports scores/updates and downloading various media. They also index well above the norm for listening to the radio online. Although they index above the national average for online use and are more likely than the general public to live in a household with broadband access, more than one in four are on the Web just 1-4 hours per week, ranking the format No. 2 in that lighter-use category. Active Rock also ranks No. 2 among all formats for the proportion of its listeners who've dined at a steakhouse in the past 30 days. Reliable fast-food visitors, Active Rock consumers place second-highest for 5-9 visits in the past month. Their overall home electronics purchase intentions are very similar to those of All Sports, with one in seven planning to get an HDTV in the coming year. They also index well above average for their intention to buy an MP3 player. Active Rock consumers lean slightly Democrat over Republican by percentage, but are more likely than the average citizen to be Independent.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	10%
Digital Camera	8%
DVD Player	3%
DVR (TiVo®, etc)	5%
HDTV	14%
MP3 Player (iPod®, etc.)	5%
PDA (BlackBerry®, etc.)	3%
Video Game System	5%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	75
Sometimes	114
Never	119

How Often Usually Vote in Statewide Elections	Index
Always	82
Sometimes	119
Never	115

Political Party Affiliation	Index
Democrat	82
Republican	91
Independent	107
Independent, but Feel Closer to Democrat	121
Independent, but Feel Closer to Republican	126
None of These	118
Democrat/Independent, but Feel Closer to Democrat	91
Republican/Independent, but Feel Closer to Republican	99

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	45%
Any Coffee House/Coffee Bar	18%
Any Italian Restaurant	22%
Any Mexican Restaurant	37%
Any Seafood Restaurant	16%
Any Steakhouse	25%
Any Upscale Restaurant	14%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	34%
McDonald's®	58%
Wendy's®	31%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	13%
3-4 Times	22%
5-9 Times	36%
10 or More Times	22%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	65%

Time Spent on the Internet in Average Week	Index
1-4 Hours	121
5-9 Hours	114
10-19 Hours	131
20 Hours or More	138

Featured Internet Uses in Past 30 Days	Index
Auction Site	144
Automobile Information	146
Cable TV Network Site	149
Download/Listen to Music	171
Download/Watch Movies	198
Download/Watch TV Programs	183
Fantasy Sports	192
Internet Yellow Pages	130
Job/Employment Search	143
Listen to Radio	139
News	125
Sports Scores/Updates	165
Traffic	130
Weather	129

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	43%
Under \$1,000	27%
\$3,000 or More	23%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	13%
Once a Week	24%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	40%
Mail	34%
Preferred Customer Card/Loyalty Card	24%
Sunday Newspaper	51%
Weekday Newspaper	18%

Oldies

The Oldies format ranges in music from the “British Invasion” stars, including the Beatles, Rolling Stones, Hollies and others, through the Motown era and to pop classics into the mid-’70s. Many stations that play music from this era have rebranded themselves as Classic Hits or Adult Hits, though the Chicago market was home to one of the leading Oldies outlets during the Fall 2008 PPM ratings. Overall, these reclassifications have resulted in Oldies gradually ceding market share to Classic Hits. For more on this trend, see Page 7.

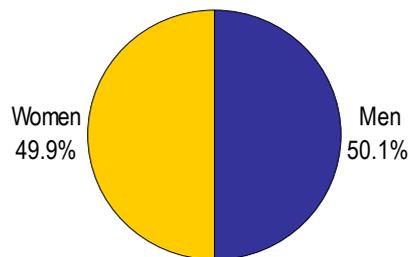
There are 901 Oldies stations in America, with traditional AM and FM signals fairly evenly divided; only Mexican Regional is as closely aligned in terms of signal parity. Together, these broadcasters reach more than 14 million consumers each week.

The Oldies format is balanced evenly between men and women listeners, more so than any other format in this report. Its audience is the most mature of all music formats other than Classical, with more than 75% of Oldies listeners aged 45 or above. The percentage of Oldies lovers who are at least 55 rose from 43% in Spring 2005 to 50% in Fall 2008. Although ranked fifteenth overall, Oldies is the No. 5 format among adults 55-64, eighth with those 65+ and No. 9 among 45- to 54-year-olds.

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



Listeners 12+
Mon-Sun, 6AM-Mid



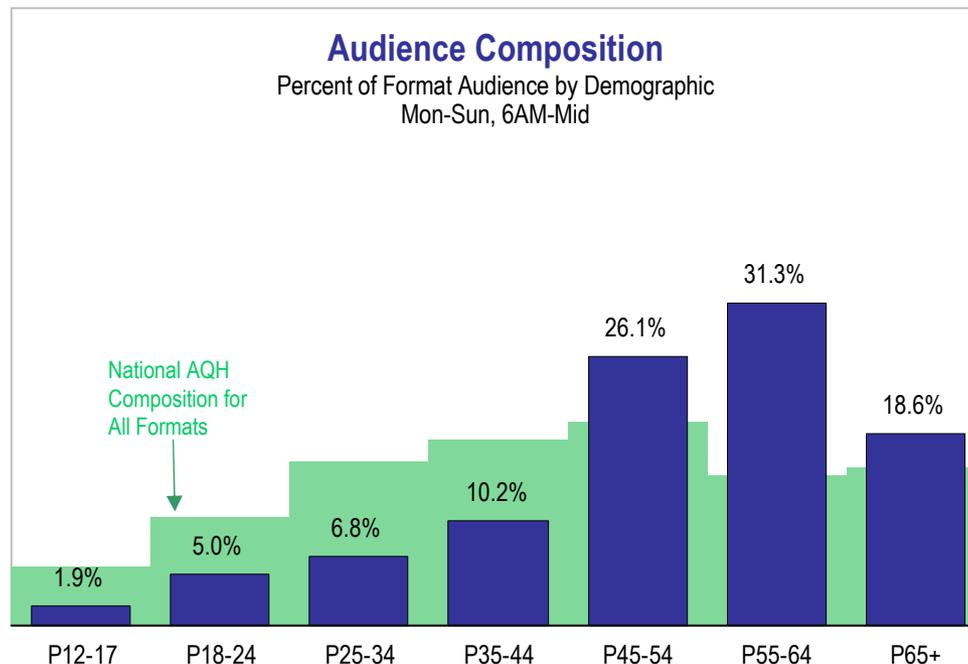
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
5.3%	5.0%	5.0%	4.1%	3.3%	2.6%	2.3%

Audience Composition

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



Stations

AM	306
FM	363
Internet	198
HD Radio®	34

continued ►

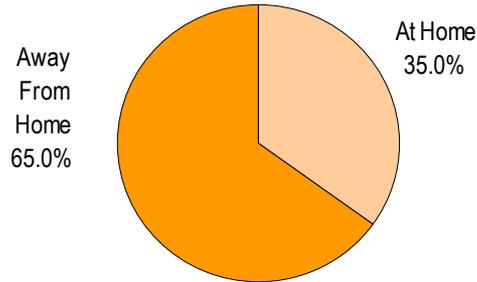
Oldies

Nearly two-thirds of listening to Oldies takes place out of the home, ranking the format slightly ahead of the median of the 24 formats covered in this study. However, at-home tune-in has risen in recent years, up from 33% in Spring '05 to 35% by Fall '08. Oldies does best by far in middays, thanks to its popularity in the workplace.

More than a quarter of all listening to Oldies takes place in the East North Central region (including the aforementioned Chicago station). In terms of audience share, Oldies ranks seventh in the West North Central region and is among the top nine formats in New England and the East North Central and Mountain areas.

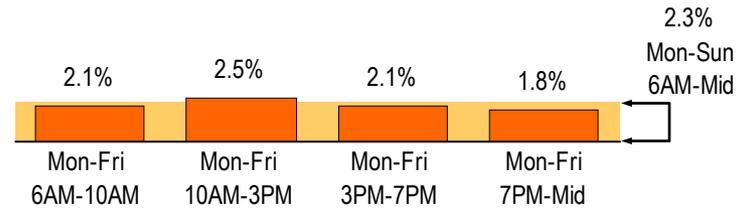
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

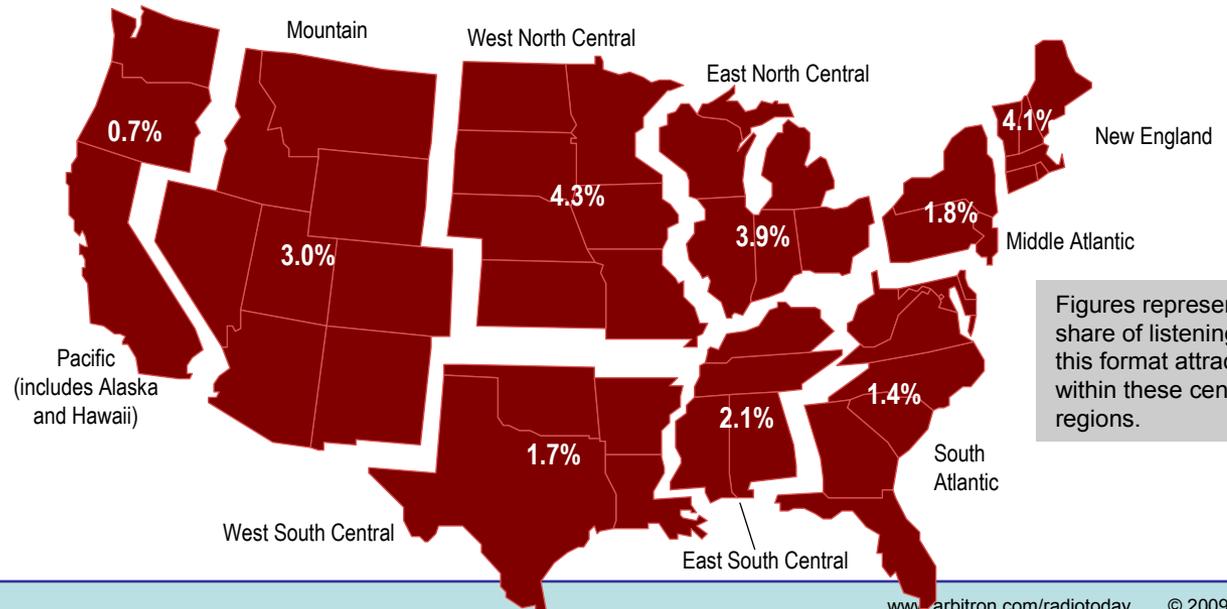
Persons 12+



Audience Share by Region

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.

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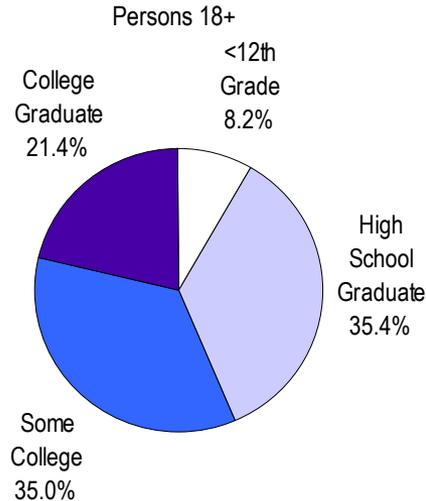
Oldies

More than 56% of Oldies listeners have attended college or earned a degree. Better than one in five adult Oldies followers have a college diploma or beyond, and that level of achievement has held steady during the latter part of this decade.

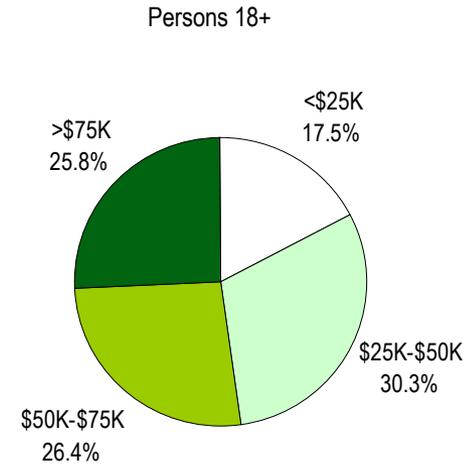
During Fall 2008, slightly more than 52% of adult Oldies consumers resided in households producing at least \$50,000 in income annually. As with educational attainment, that income threshold has remained relatively stable since Spring 2005.

The familiarity of music on Oldies stations contributes to the format's durable time spent listening. Oldies delivers the ninth-longest TSL overall of the 24 formats in this report, and Oldies ranks sixth-best in TSL among adults 35-64.

Education

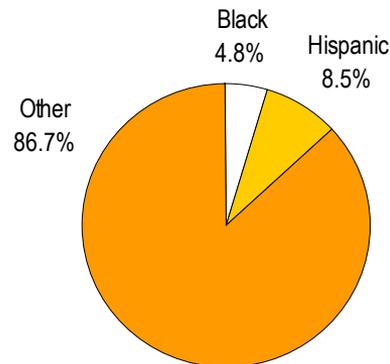


Household Income



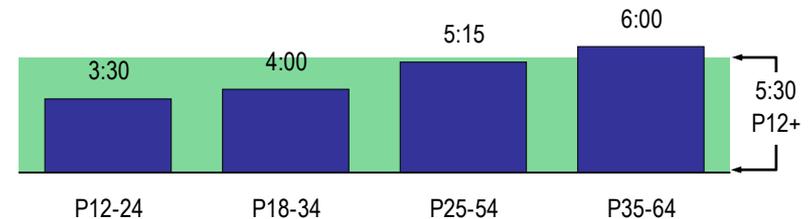
Ethnic Composition*

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.

continued ►

Strong on Traditional Media

Just as Oldies listeners give the format some of the highest adult time spent listening in all of radio, Oldies consumers also rely on other traditional media, as well. They rank No. 1 for obtaining cents-off coupons from both weekday and Sunday newspapers. While Oldies listeners are less likely than the average person to be in the market for home electronics, one in nine plans to purchase an HDTV in the coming year and one in 12 intends to buy a computer. Indexing right at the national average for broadband access, Oldies consumers are relatively light Internet users. By percentage, those who listen to Oldies lean Democrat over Republican by a small margin, though they index higher as Republicans and even more so as Independents. Oldies consumers are above-average voters in local and statewide campaigns. They're serious about home improvement, with more than one in four spending at least \$3,000 in the past year. One in four could be found in a steakhouse in the past 30 days, ranking No. 3 for that restaurant category. They are typical fast-food diners, ranking first for 3-4 occasions in the past month.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	8%
Digital Camera	7%
DVD Player	3%
DVR (TiVo®, etc)	3%
HDTV	11%
MP3 Player (iPod®, etc.)	3%
PDA (BlackBerry®, etc.)	1%
Video Game System	2%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	110
Sometimes	108
Never	77

How Often Usually Vote in Statewide Elections	Index
Always	112
Sometimes	102
Never	77

Political Party Affiliation	Index
Democrat	95
Republican	100
Independent	123
Independent, but Feel Closer to Democrat	100
Independent, but Feel Closer to Republican	112
None of These	91
Democrat/Independent, but Feel Closer to Democrat	96
Republican/Independent, but Feel Closer to Republican	103

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	41%
Any Coffee House/Coffee Bar	14%
Any Italian Restaurant	23%
Any Mexican Restaurant	32%
Any Seafood Restaurant	18%
Any Steakhouse	25%
Any Upscale Restaurant	16%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	27%
McDonald's®	51%
Wendy's®	24%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	18%
3-4 Times	25%
5-9 Times	31%
10 or More Times	17%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	56%

Time Spent on the Internet in Average Week	Index
1-4 Hours	116
5-9 Hours	102
10-19 Hours	97
20 Hours or More	90

Featured Internet Uses in Past 30 Days	Index
Auction Site	98
Automobile Information	105
Casino-type Games	118
Download Coupons	106
E-mail	104
Financial Information/Services	105
Internet Yellow Pages	94
Listen to Radio	94
Local/Community Events	100
Medical Services/Information	109
News	101
Sports Scores/Updates	107
Travel Reservations	98
Weather	104

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	46%
Under \$1,000	24%
\$3,000 or More	26%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	19%
2-3 Times a Month	25%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	38%
Mail	34%
Preferred Customer Card/Loyalty Card	22%
Sunday Newspaper	59%
Weekday Newspaper	22%

Alternative

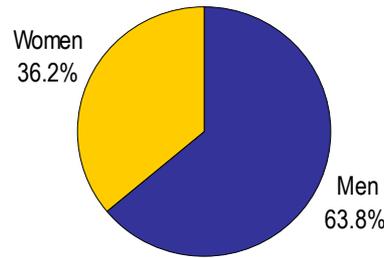
Alternative generated 2.2% of all radio listeners in Fall 2008, slightly above the figure recorded the previous two Spring surveys. One of the leading FM proponents of Alternative is in Houston-Galveston, while nearly half of America's 589 Alternative outlets are streaming or HD signals. Combined, these stations attract 20 million consumers every week—ninth-most of all formats.

Exemplified by artists such as Foo Fighters, Disturbed and Weezer, Alternative is aimed at 18- to 44-year-old adults, who comprise nearly 75% of its audience—a figure that remained steady from Spring 2002 to Fall 2008. Only four other formats lean more male than Alternative, which is tied for seventh in terms of the most popular programming among adults 18-24; it's ninth with teens. However, older consumers are gradually becoming more interested, as the percentage of Alternative listeners aged 45+ rose from 13% to nearly 18% between Spring '02 and Fall '08.

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



Listeners 12+ Mon-Sun, 6AM-Mid



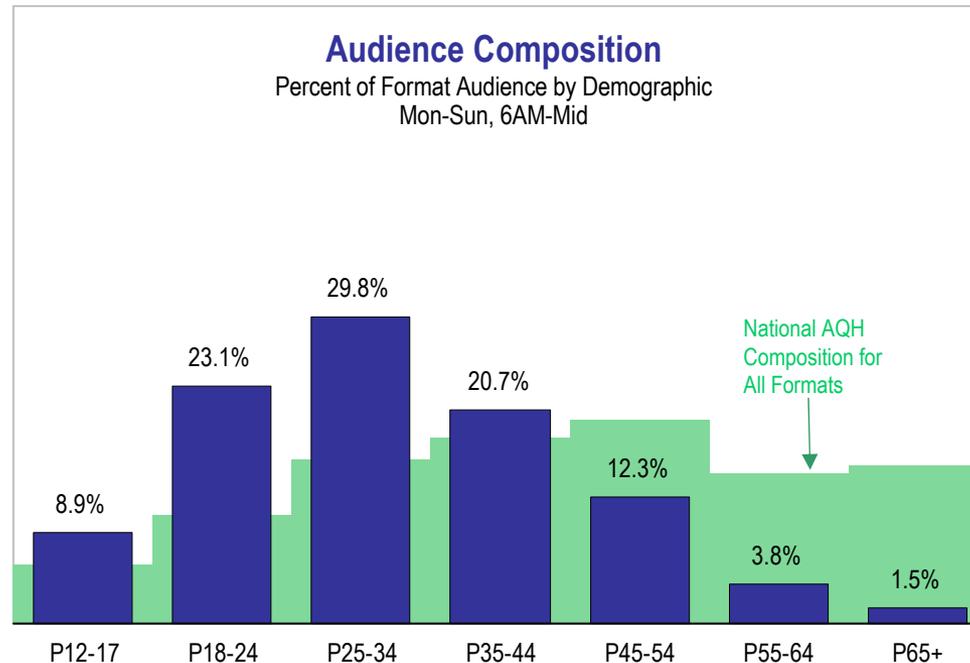
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA09
3.3%	3.1%	3.1%	2.4%	2.1%	2.1%	2.2%

Audience Composition

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



Stations

AM	3
FM	305
Internet	210
HD Radio®	71

continued ►

Alternative

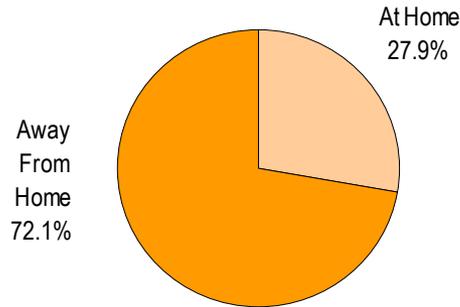
A definitive majority of listening to Alternative takes place away from home, and that has become even more so over the past several years. The amount of out-of-home tune-in has grown from less than 69% to more than 72% between Spring 2002 and Fall 2008, ranking Alternative sixth-highest among the 24 formats in *Radio Today 2009*.

While Alternative's share of all radio listening registered higher in all dayparts between Spring '07 and Fall '08, the largest difference took place during evenings, up from 2.5% to 2.8%.

Alternative is a format with fairly regional appeal. A quarter of all listening occurs in the Pacific zone, where the format ranks tenth among all programming approaches. That region, along with the Middle and South Atlantic areas, combine to deliver more than half of Alternative's ratings nationally. The format's ratings were notably larger in Fall '08 than Spring '07 in the Middle Atlantic (+79%), Pacific (+21%) and New England (+19%).

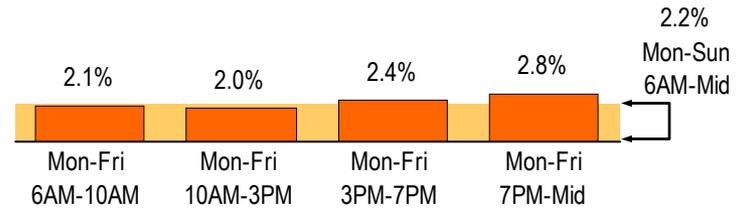
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

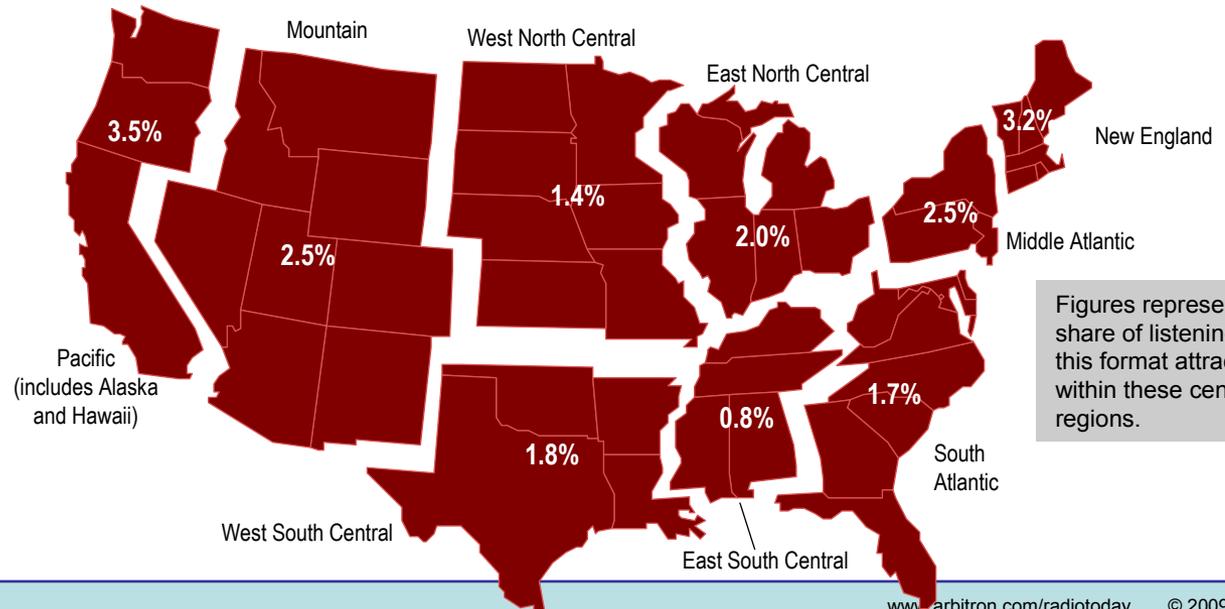
Persons 12+



Audience Share by Region

2.2% = 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.

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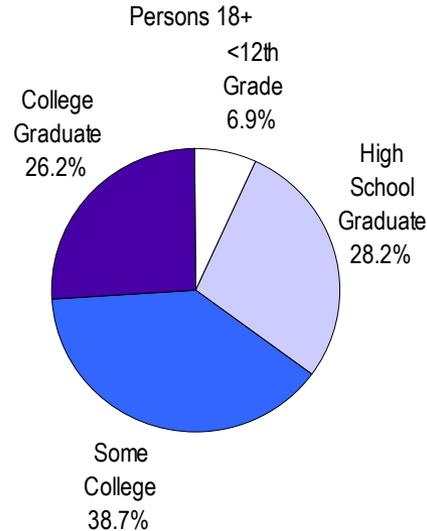
Alternative

Nearly two-thirds of Alternative consumers have attended or graduated from college, and more than a fourth of these listeners have earned a college degree or have graduate school education. The payoff: In Fall '08, nearly 65% of Alternative consumers lived in households generating at least \$50,000 per year, up from 59% in Spring 2002; that ranks seventh-highest among all formats. Equally impressive is that Alternative is eighth among all formats for the proportion of its audience who reside in households generating \$75,000 annually or better; only Album Adult Alternative does as well among the rock formats.

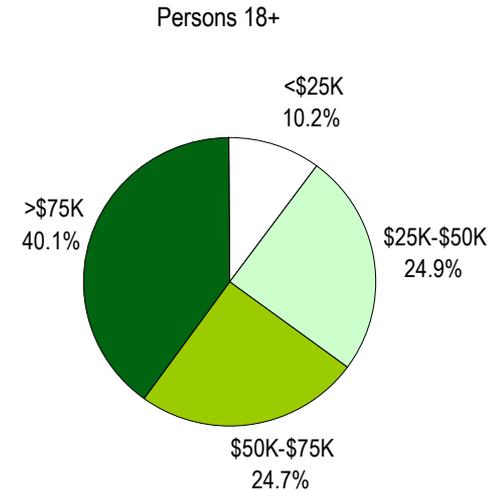
As expected with its target audience, Alternative listeners in the 18-34 age group spend the most time per week with the format. Its rank among 12- to 24-year-olds is ninth-longest of all programming approaches covered in this report.

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

Education

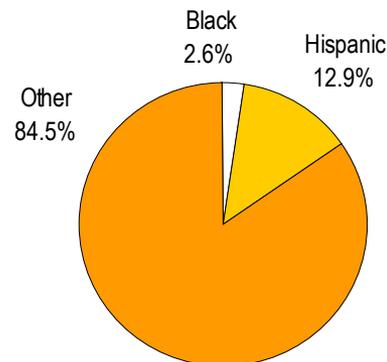


Household Income



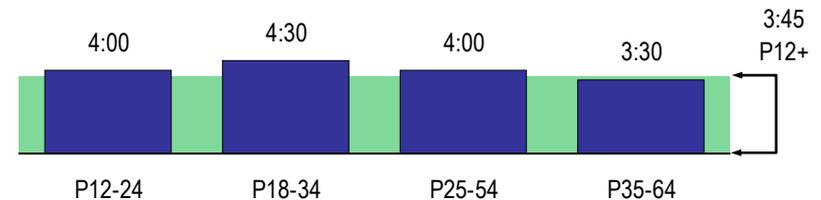
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



continued ►

The Internet's Ruling Class

Ranking No. 1 for having the highest percentage of listeners who live in a household with broadband access, Alternative radio listeners are the most likely to be online, indexing first for spending 20+ hours on the Web in an average week. Their interest in all things Internet ranks Alternative listeners No. 1 in numerous categories of online activity: listening to radio, auction sites, blogs, cable TV network sites, downloading podcasts and most forms of entertainment media, instant messaging, searching movie listings and paying bills. The Alternative format indexes No. 2 for its listeners seeking auto information, downloading video games and playing fantasy sports. They rank No. 3 for sports scores/updates and traffic. Alternative listeners are more likely to be in the market for a DVR and MP3 player in the coming year, and overall index well above the national average for all home electronics surveyed for this report. Coffeehouses attract a higher percentage of Alternative listeners than any other format—nearly one in four. These consumers, who also favor Italian restaurants, make good preferred customer/loyalty card prospects, indexing fourth-highest for their use. Alternative listeners are almost evenly divided between Democrat and Republican affiliations.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	12%
Digital Camera	9%
DVD Player	4%
DVR (TiVo®, etc)	5%
HDTV	15%
MP3 Player (iPod®, etc.)	7%
PDA (BlackBerry®, etc.)	3%
Video Game System	6%
Wireless/Cell Service for Self	4%

How Often Usually Vote in Local Elections	Index
Always	76
Sometimes	111
Never	121

How Often Usually Vote in Statewide Elections	Index
Always	86
Sometimes	111
Never	116

Political Party Affiliation	Index
Democrat	86
Republican	95
Independent	118
Independent, but Feel Closer to Democrat	124
Independent, but Feel Closer to Republican	110
None of These	106
Democrat/Independent, but Feel Closer to Democrat	95
Republican/Independent, but Feel Closer to Republican	98

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	44%
Any Coffee House/Coffee Bar	23%
Any Italian Restaurant	30%
Any Mexican Restaurant	41%
Any Seafood Restaurant	17%
Any Steakhouse	22%
Any Upscale Restaurant	17%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	30%
McDonald's®	53%
Wendy's®	27%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	14%
3-4 Times	22%
5-9 Times	35%
10 or More Times	23%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	72%

Time Spent on the Internet in Average Week	Index
1-4 Hours	110
5-9 Hours	131
10-19 Hours	141
20 Hours or More	149

Featured Internet Uses in Past 30 Days	Index
Auction Site	148
Automobile Information	147
Blogs (read or contributed to)	174
Download Podcasts	222
Download/Listen to Music	185
Download Video Games	176
Download/Watch Movies	227
Download/Watch TV Programs	209
Fantasy Sports	228
Listen to Radio	161
Movie Listings	172
Pay Bills	139
Sports Scores/Updates	160
Traffic	188

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	43%
Under \$1,000	26%
\$3,000 or More	23%

Coupons: Frequency of Use for Groceries (Household)	Pct.
More Than Once a Week	12%
Once a Week	17%
2-3 Times a Month	22%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	37%
Mail	34%
Preferred Customer Card/Loyalty Card	26%
Sunday Newspaper	49%
Weekday Newspaper	14%

Adult Hits

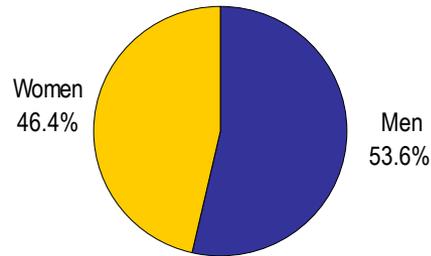


Popularized by the syndicated “Jack” format (and other variations) since 2004, Adult Hits features a fairly wide variety of pop hit singles from the late '70s into the '90s. However, some stations, such as former Oldies outlet WCBS-FM/New York, have reclassified themselves as Adult Hits but still play music from the '60s and early '70s. Adult Hits is heard on 312 stations, including 22 of the top 30 markets, serving 17 million listeners each week. Among the popular artists heard on Adult Hits stations are Huey Lewis & the News, Tina Turner and Def Leppard.

During Fall 2008, the Adult Hits format helped deliver some of the top ratings for stations in Phoenix and St. Louis. Earning 2.0% of the national radio audience, Adult Hits has a slightly higher ratio of men listeners to women than the average format. With a target of 35- to 54-year-olds, Adult Hits has matured over time, as its composition of adults 45-64 grew steadily from less than 31% in Spring 2006 to nearly 38% by Fall 2008.

Listeners 12+

Mon-Sun, 6AM-Mid



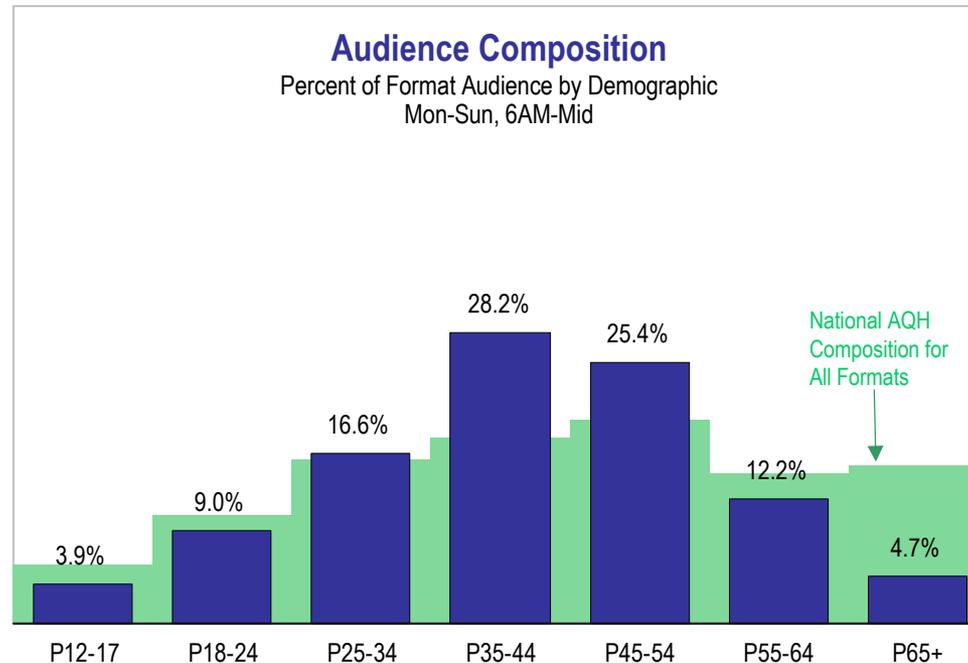
AQH Share Trend

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

SP05	SP06	SP07	FA08
1.3%	1.9%	2.0%	2.0%

Audience Composition

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



Stations

AM	8
FM	182
Internet	89
HD Radio®	33

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

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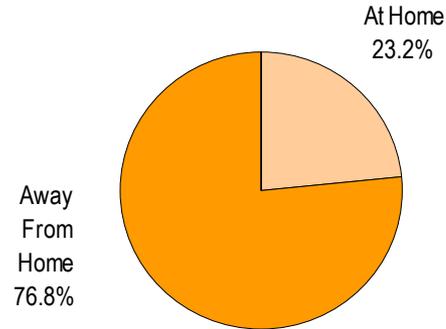
Adult Hits

For the third straight annual *Radio Today* study, Adult Hits is the No. 1 format in its proportion of listening that takes place away from home, earning its highest ratings in middays. It earned slightly more listening in evenings in Fall 2008, compared to Spring 2007.

Adult Hits gets the largest share of its listening in the East North Central and Pacific regions, which together generate nearly 40% of the format's total audience. However, Adult Hits has its highest share of all radio listening in the Mountain zone, where it has stations in all four of the region's large markets of Denver-Boulder, Las Vegas, Phoenix and Salt Lake City-Ogden-Provo.

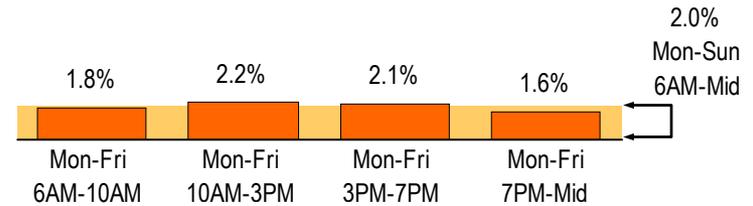
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

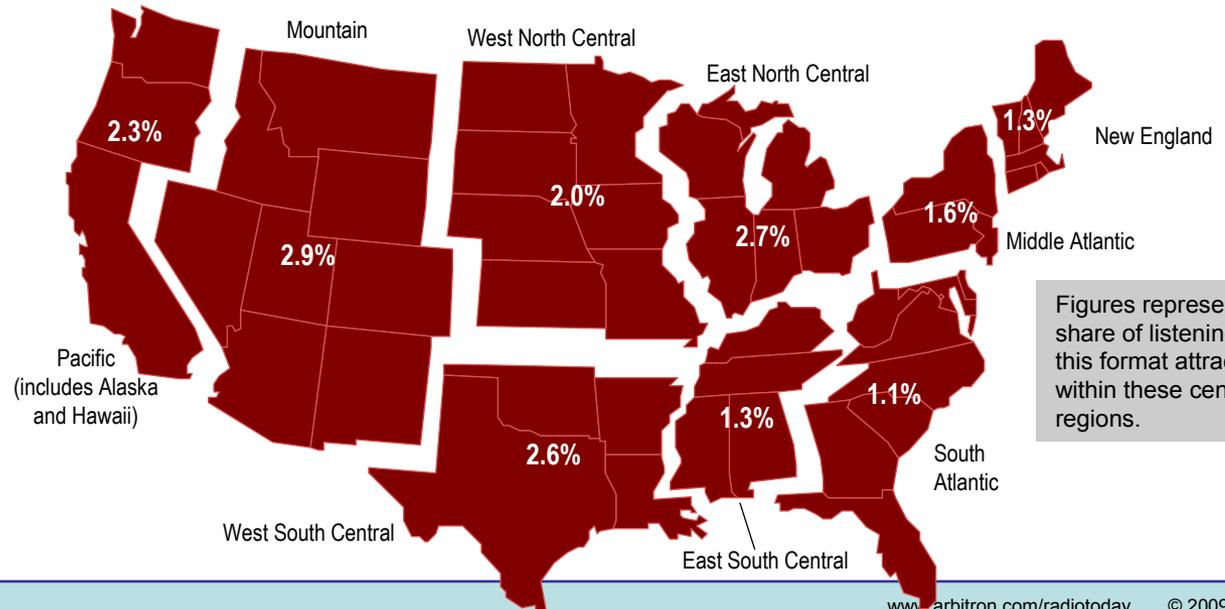
Persons 12+



Audience Share by Region

2.0% = 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.

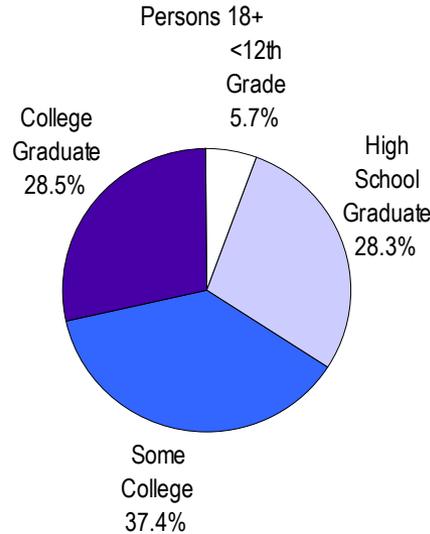
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Adult Hits

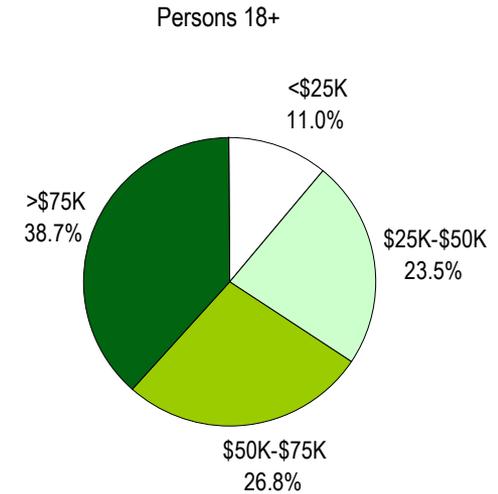
Listeners to Adult Hits are well-educated, as almost two-thirds of its adult audience have attended college or graduated with a degree; that's ninth-highest among all programming choices in this report. Adult Hits ranks among the Top 10 formats in terms of its listeners who have earned a college degree or pursued post-graduate education.

Consumers who enjoy Adult Hits are among the most affluent among all radio listeners. The proportion of the Adult Hits audience residing in households producing at least \$50,000 annually in income ranks fifth-highest of all formats. Adult Hits is ninth-highest in terms of the share of its listeners who live in households earning \$75,000 or more.

Education

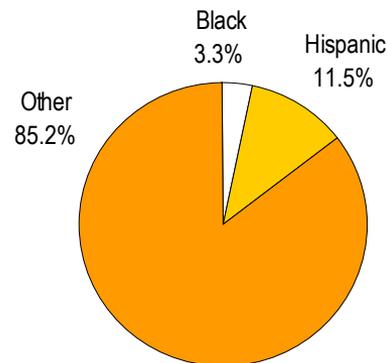


Household Income



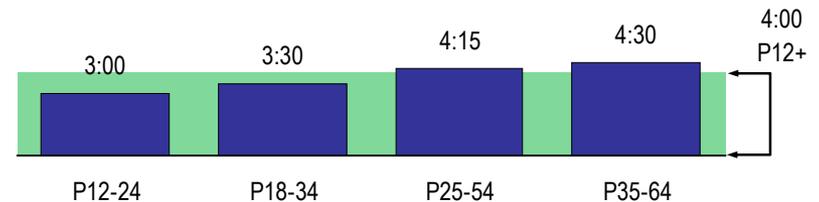
Ethnic Composition*

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.

continued ►

Information, Please

Whether it's to find movie listings, scan local/community events, search Yellow Pages or check traffic, real estate and sports scores, Adult Hits listeners index well above the national average for seeking information online. They're also more involved than the norm for listening to radio, auctions, downloading entertainment and blogging activity. Overall, the Adult Hits format ranks fifth-highest in the proportion of its listeners who spend 20+ hours on the Internet. It also ranks fourth-highest for broadband access. Adult Hits consumers index slightly Republican, but by percentage are equally split between the two major parties. By index, they rank No. 4 of all radio formats for favoring preferred customer/loyalty cards, and are much more likely to visit coffeehouses/coffee bars and Mexican restaurants than the population as a whole. Adult Hits consumers are also second only to Pop CHR for the percentage of its listeners who made 5-9 visits in the past month to fast-food locations. They're important prospects for home improvement stores, as more than one in four live in households that spent \$3,000 or more on their residences in the past year. One in nine has a computer purchase in mind within the next 12 months; that's 20% more likely than the general public.

Household Gadgets Plan to Buy in Next 12 Months	Pct.
Computer	11%
Digital Camera	8%
DVD Player	4%
DVR (TiVo®, etc)	4%
HDTV	14%
MP3 Player (iPod®, etc.)	5%
PDA (BlackBerry®, etc.)	2%
Video Game System	4%
Wireless/Cell Service for Self	3%

How Often Usually Vote in Local Elections	Index
Always	87
Sometimes	123
Never	94

How Often Usually Vote in Statewide Elections	Index
Always	97
Sometimes	118
Never	89

Political Party Affiliation	Index
Democrat	91
Republican	111
Independent	106
Independent, but Feel Closer to Democrat	110
Independent, but Feel Closer to Republican	118
None of These	82
Democrat/Independent, but Feel Closer to Democrat	95
Republican/Independent, but Feel Closer to Republican	113

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

Types of Restaurants Used Past 30 Days	Pct.
Any Chinese Restaurant	44%
Any Coffee House/Coffee Bar	20%
Any Italian Restaurant	27%
Any Mexican Restaurant	42%
Any Seafood Restaurant	17%
Any Steakhouse	23%
Any Upscale Restaurant	17%

Fast-Food Restaurants Used Past 30 Days	Pct.
Burger King®	28%
McDonald's®	51%
Wendy's®	25%

Number of Times Eaten at Fast-Food Restaurant Past 30 Days	Pct.
1-2 Times	15%
3-4 Times	22%
5-9 Times	36%
10 or More Times	21%

Type of Internet Connection Household Uses	Pct.
Broadband (Cable/DSL)	68%

Time Spent on the Internet in Average Week	Index
1-4 Hours	115
5-9 Hours	120
10-19 Hours	132
20 Hours or More	132

Featured Internet Uses in Past 30 Days	Index
Auction Site	137
Blogs (read or contributed to)	135
Cable TV Network Site	133
Download Coupons	133
Download/Listen to Music	137
Download/Watch TV Programs	139
Internet Yellow Pages	143
Listen to Radio	132
Local/Community Events	138
Movie Listings	141
News	133
Real Estate Listings	137
Sports Scores/Updates	140
Traffic	169

Total Spent on All Home Improvements in Past 12 Months (Household)	Pct.
\$500+	47%
Under \$1,000	25%
\$3,000 or More	26%

Coupons: Frequency of Use for Groceries (Household)	Pct.
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Once a Week	18%
2-3 Times a Month	24%

How Household Usually Obtains Cents-Off Coupons	Pct.
In-Store Coupons	39%
Mail	35%
Preferred Customer Card/Loyalty Card	26%
Sunday Newspaper	54%
Weekday Newspaper	17%

Additional Noteworthy Formats

The following pages provide an overview of seven additional formats:

- Classical
- Album Oriented Rock (AOR)
- All News
- Talk/Personality
- Religious
- Spanish Contemporary
- Album Adult Alternative

In Fall 2008, each of these formats earned between a 1.1% and 1.9% share of radio listening nationally; collectively, the 3,128 stations in these formats accounted for 10.4% of all radio tune-in.

While *Radio Today* focuses on the primary radio formats, the significant legacy value and/or specific market impact of these seven 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.

Classical

There are 606 Classical stations in the U.S., with more online and via HD than on AM and FM. Drawing nearly 11 million listeners each week, Classical leans female by a consistent 52:48 ratio. More than two-thirds of its audience is aged 55 or above. It's the most mature of all music formats in this report, and getting more so: The proportion of its listeners who are 65+ rose from less than 36% to nearly 47% between Spring 2002 and Fall 2008. Classical is the fourth-most-popular format among adults 65+ and eighth with those 55-64. Considering its older reach, it's not surprising Classical has the highest proportion of listening taking place in the home (59%). Its highest ratings are in evenings, and Classical has the fifth-longest TSL of any format. Classical ranks No. 1 by far in education attainment, both in the percentage of its audience who have attended or graduated from college (89%), as well as for its listeners who have earned a degree or beyond (64%). Correspondingly, more than 41% of Classical consumers live in households generating at least \$75,000 annually in income; that's fifth-highest of all formats. Nearly two-thirds are in households providing \$50,000 or better, ranking No. 8 in that category.

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

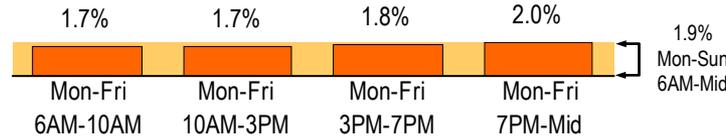
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
2.3%	2.3%	2.2%	2.1%	2.1%	2.0%	1.9%

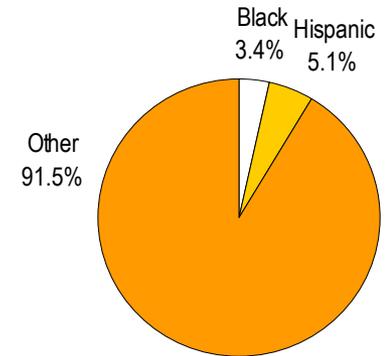
AQH Share of Listening by Daypart

Persons 12+



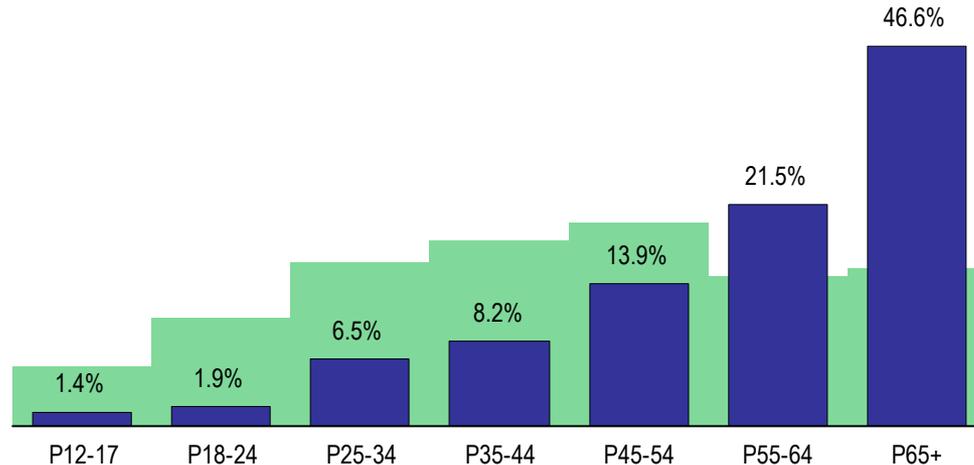
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	2
FM	263
Internet	238
HD Radio®	103

National AQH Composition for All Formats

Album Oriented Rock (AOR)

With an audience of nearly 12 million listeners per week, 291 radio stations program Album Oriented Rock (AOR), including the No. 1 station in Pittsburgh, PA, during Fall 2008. AOR offers a mix of current and heritage artists such as Metallica, Nickelback and 3 Doors Down, as well as some artists whose older material is played on Classic Rock stations. The format leans heavily male, as nearly three-quarters of AOR's audience is composed of men—third-most of all formats covered. AOR skews considerably older than Active Rock, as half of AOR listeners are between 35-54 years old, compared to Active Rock's 34%. In fact, the proportion of AOR's audience that is 45+ grew from 24% to 32% from Spring '05 to Fall '08. Except for a slight increase in mornings, AOR's ratings are steady throughout the workday, with its ratio of away-from-home listening second-highest among all formats. More than half of AOR listeners (55%) have attended or graduated from college. AOR consumers are relatively affluent, with nearly 60% residing in homes producing \$50,000 or more annually. The format is a leader in time spent listening, ranking among the top six with 12- to 24-year-olds, adults 18-34, 25-54 and even those 35-64.

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

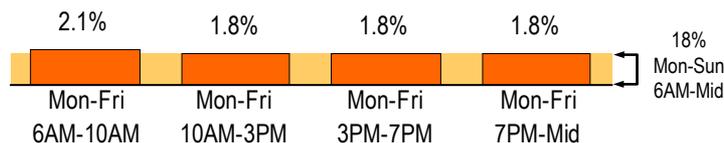
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
2.8%	2.4%	2.2%	2.0%	2.0%	2.1%	1.8%

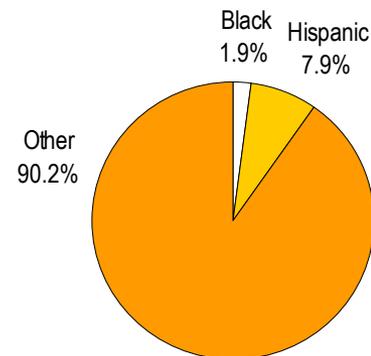
AQH Share of Listening by Daypart

Persons 12+



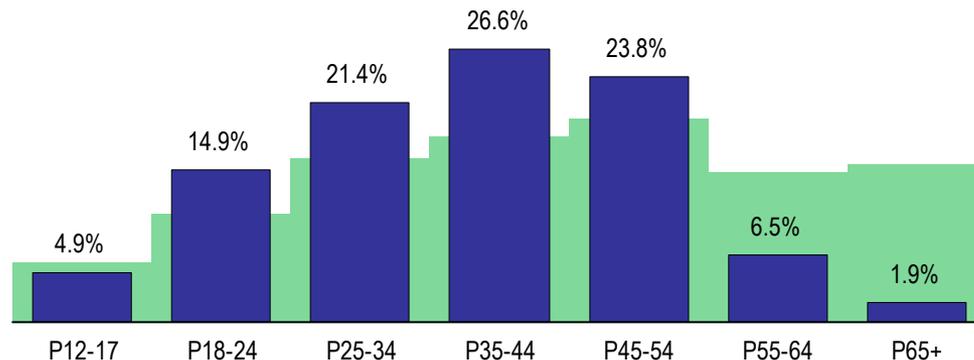
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	1
FM	167
Internet	96
HD Radio®	27

National AQH Composition for All Formats

Featuring continuous news coverage and heard primarily in larger markets, America's 59 All News stations deliver close to 15 million listeners each week. During Fall 2008, All News stations were among the leaders in the PPM markets of Chicago; Nassau-Suffolk (Long Island); New York; Philadelphia; San Francisco; San Jose; and Washington, DC. All News serves an attractive target audience of affluent, educated mature adults. More than half of All News listeners are at least 55 years old, and nearly a third are 65+. Even with only a few dozen stations, All News places fifth among all formats in this report with adults 65+. Leaning male, the format ranks No. 3 in the percentage of its listeners living in households generating at least \$75,000 per year (46%); it's also No. 3 in the \$50,000+ category (at 70%). All News is fifth-highest in the proportion of its listeners with a college diploma or beyond (43%) and sixth-best in the ratio of those who've attended or graduated college (74%). Mornings are when All News earns its highest ratings, and nearly half of listening to All News takes place at home, fourth-highest of all formats. All News ranks as the fifth-most-popular programming among African-Americans in markets with significant ethnic compositions.

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

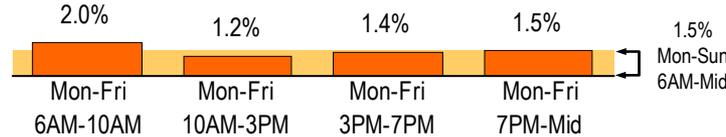
AQH Share Trend

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

SP07	FA08
1.4%	1.5%

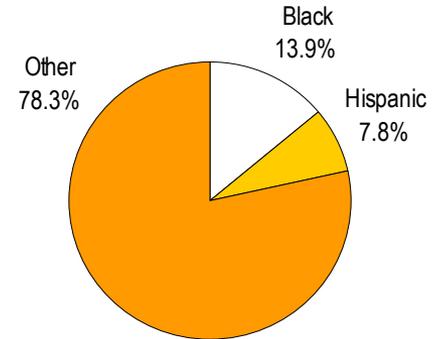
AQH Share of Listening by Daypart

Persons 12+



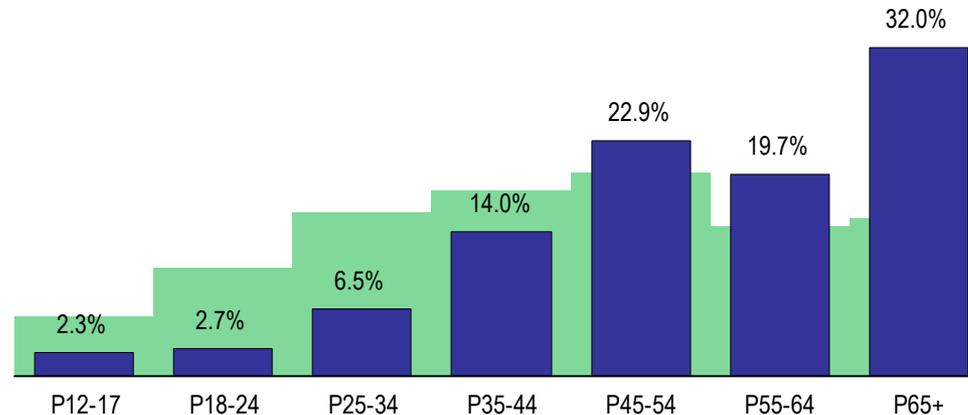
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	23
FM	4
Internet	20
HD Radio®	12

National AQH Composition for All Formats

Talk/Personality

Separate from the No. 1 format of News/Talk/Information, America's 307 Talk/Personality stations attract 9.2 million listeners each week with syndicated, network and locally originated programming. The format appeals to an increasingly mature audience, ranking among the Top 10 in its proportion of those 65 or above, and its composition of listeners aged 45 or older rose from 57% to 66% between Spring 2006 and Fall 2008.

Talk/Personality leans male more than most formats, though its proportion of women increased from 37% to 40% during the above time frame. Although the majority of listening to Talk/Personality takes place away from home, the percentage of at-home tune-in grew from less than 40% in Spring '07 to more than 42% in Fall '08; that's more than most other formats.

This affluent, well-educated audience, ranks among the top six in terms of those who have attended or graduated college and those with a college degree or beyond. Talk/Personality is among the four leading formats in its percentage of listeners living in households earning at least \$50,000 per year (68%), as well as in households generating \$75,000 or more (41%). Talk/Personality is a strong performer in keeping listeners tuned in, ranking fifth in time spent listening among all consumers 12+.

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

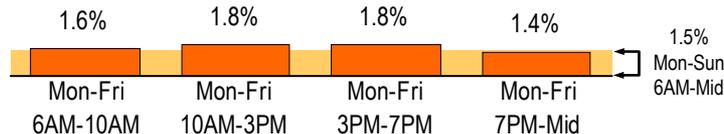
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
1.7%	1.7%	1.8%	1.9%	2.1%	1.8%	1.5%

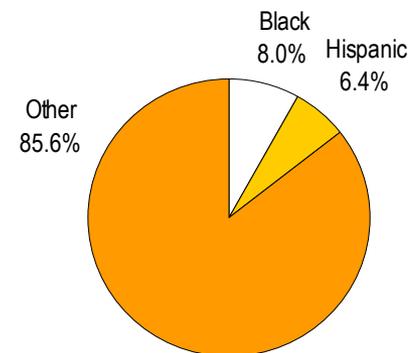
AQH Share of Listening by Daypart

Persons 12+



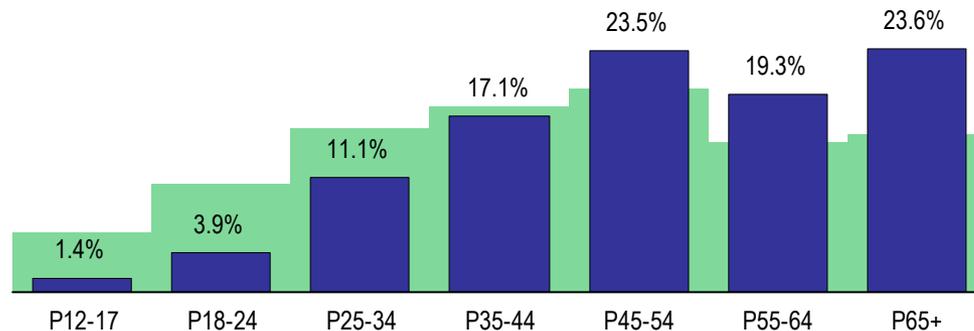
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	144
FM	46
Internet	97
HD Radio®	20

National AQH Composition for All Formats

Religious

There are 1,352 Religious radio stations in the U.S., with 375 on AM; only News/Talk/Information and All Sports have more AM signals. Reaching 9 million listeners per week, Religious is one of only two formats in this study (along with Classical) where the majority of tune-in takes place at home. It leans decisively toward women, who comprise 61% of the audience; that's fifth-highest of all formats. More than half of Religious listeners are at least 55 years old, and better than 70% are 45 or above. Religious ranks sixth-highest in its proportion of its audience that is aged 65+.

Time spent listening to Religious programming is longer than average, ranking No. 9 overall among the 24 formats covered and among the top 10 in TSL with adults 35-64. In markets with a significant ethnic segment of the population, more than a third of Religious listeners are either African-American or Hispanic; that's the sixth-highest percentage of all programming approaches in this report.

Nearly two thirds of Religious listeners have attended college or earned a degree, and more than 44% reside in households producing at least \$50,000 in income annually.

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

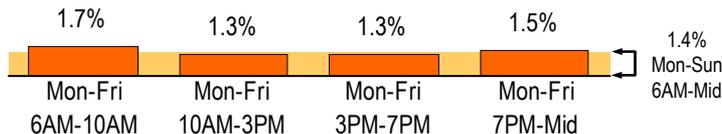
AQH Share Trend

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

SP07	FA08
1.5%	1.4%

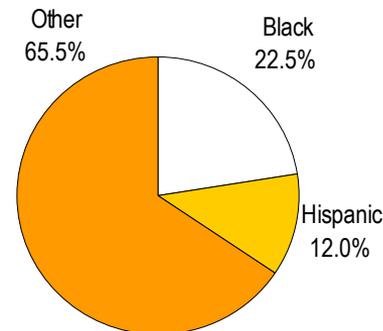
AQH Share of Listening by Daypart

Persons 12+



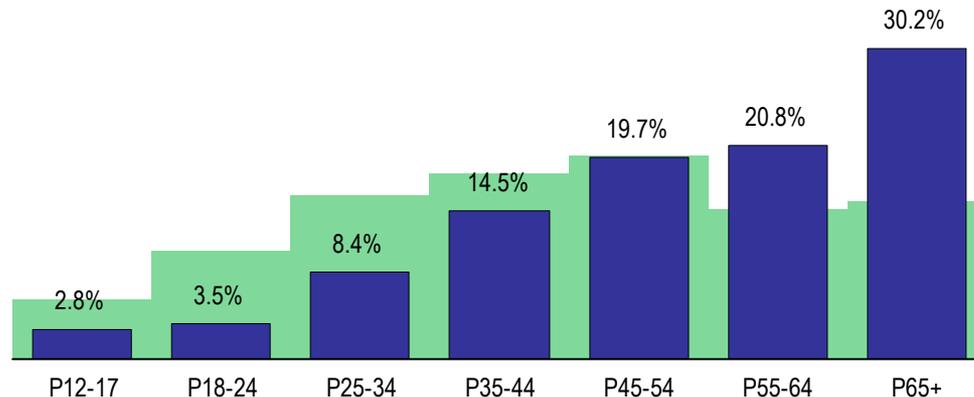
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	375
FM	659
Internet	301
HD Radio®	17

National AQH Composition for All Formats

Spanish Contemporary

Represented by artists such as Enrique Iglesias, Maná, DJ Flex and Shakira, Spanish Contemporary radio is broadcast on 178 stations, which deliver more than 8 million consumers per week. A well-balanced format demographically, more than 60% are between the ages of 18-44 and also 25-54, with nearly half aged 25-44. The audience is maturing, as adults 35+ comprised 55% of total tune-in during Fall 2008, up from 45% in Spring 2005.

Spanish Contemporary listening is shifting away from home faster than any other format, rising from under 52% to more than 57% between Spring '06 and Fall '08. However, Spanish Contemporary still ranks sixth-highest in its proportion of at-home tune-in. While women represent a solid majority of the audience, the ratio of men rose from less than 42% to nearly 46% between Spring '07 and Fall '08. Overall ratings for Spanish Contemporary are consistently steady throughout the day, and the format is a strong performer in time spent listening, ranking among the Top 10 in TSL with those 12-24, 18-34 and 35-64.

Spanish Contemporary consumers are increasingly well-educated, with nearly 41% having attended or graduated from college by Fall '08, up from less than 38% in Spring '06. Nearly a quarter of the audience lives in households earning at least \$50,000 per year.

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

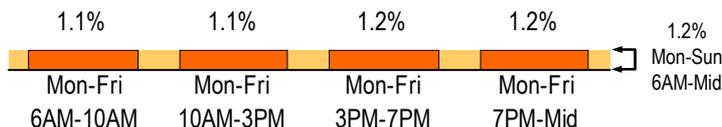
AQH Share Trend

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

SP02	SP03	SP04	SP05	SP06	SP07	FA08
1.7%	1.6%	1.6%	1.9%	1.9%	1.5%	1.2%

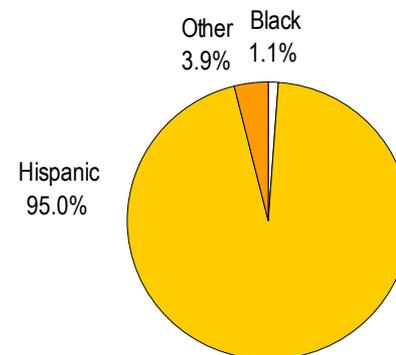
AQH Share of Listening by Daypart

Persons 12+



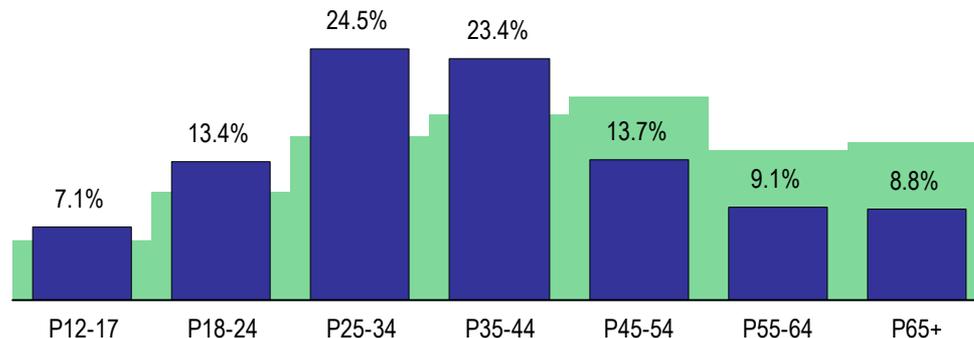
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	36
FM	70
Internet	47
HD Radio®	25

National AQH Composition for All Formats

Album Adult Alternative

America's 335 Album Adult Alternative stations, also known as "Triple A" outlets, play top album tracks from artists such as Coldplay, O.A.R. and R.E.M., as well as songs from a wide library of rock-oriented performers. More than 91% of AAA listeners are 25 years old or above, a majority is between 35-54 years old, and more than half is between 45-64. The AAA format ratio leans 54%:46% male/female. There are now more Internet and HD AAA stations than AM and FM, but together they are enjoyed by nearly 10 million listeners per week. Socioeconomically, these consumers are among the most desirable of all radio listeners: A full 80% of AAA listeners have attended or graduated from college, and close to half hold a college degree or have post-graduate education; the format ranks No. 2 in those statistics. AAA also ranks No. 2 among all formats in both the percentage of its listeners who live in households generating at least \$50,000 in income annually (72%), as well as \$75,000 or more (50%). Next to Country, AAA has the highest concentration of non-Black, non-Hispanic listeners in its audience composition.

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

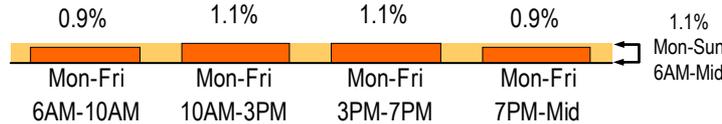
AQH Share Trend

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

SP07	FA08
0.9%	1.1%

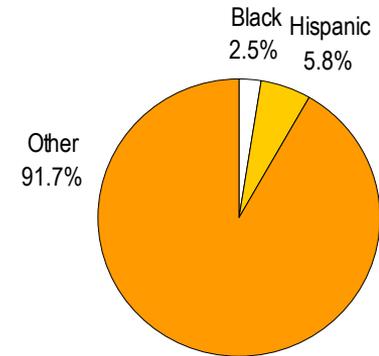
AQH Share of Listening by Daypart

Persons 12+



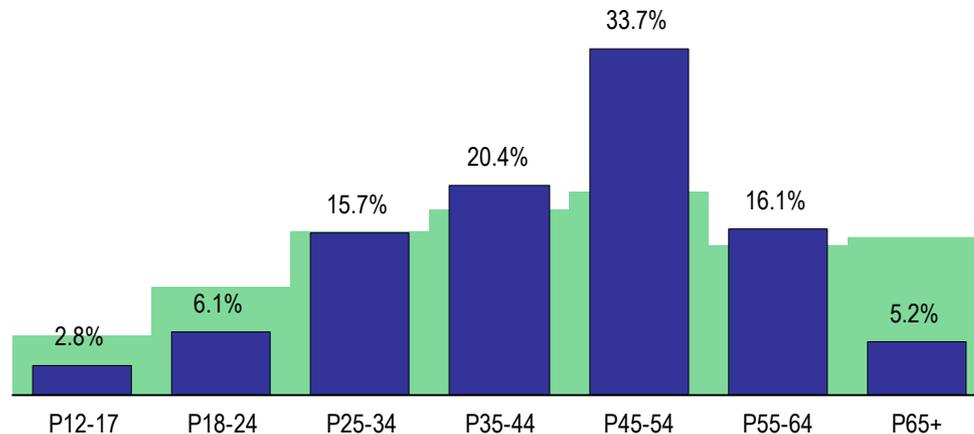
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Audience Composition

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



Stations

AM	4
FM	156
Internet	116
HD Radio®	59

National AQH Composition for All Formats

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

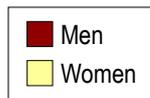
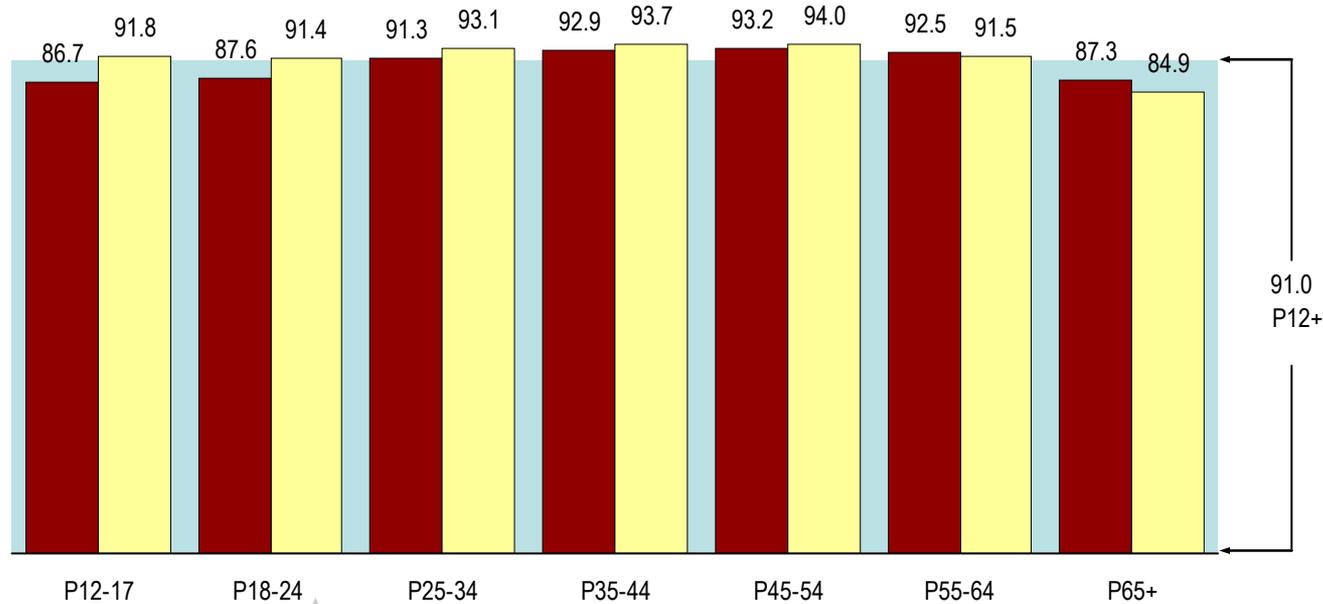
These figures document radio's enduring ability to attract listeners in every demographic group, and Radio's overall Cume rating has been consistently strong for more than a decade between Spring 1997 and Fall 2008. Despite availability of numerous media alternatives, radio's weekly reach has declined only modestly in the past several years, from 94.9% in Spring 2001, when the iPod was introduced, to 91% in Fall '08.

Contrary to erroneous perceptions that "teens don't listen to the radio anymore," the fact is that teen listening among boys declined just 0.6% from Spring 2007 to Fall 2008, while tune-in among teen girls was down just 1.8%. Although Cume was down for every demographic group between Spring '07 and Fall '08, no age group experienced a significant loss. The largest slippages were among Men and Women 25-34, down just 3.4% and 2.6%, respectively, followed by Men and Women 35-44, easing 2.5% and 2.6%, respectively.

Among adults 18-24, radio's reach with men was off 2.3%, while tune-in among women fell 1.9%. Weekly Cume with Men 45-54 shed 2.0%, while reach among Women 45-54 gave up just 1.4%. With adults 55-64, Cume also was down modestly—1.6% for men and 1.8% among women. The smallest change was among adults 65+, with weekly reach of both men and women dipping only 0.2%.

Weekly Cume Rating

2009 Report: Radio Reaches All Ages (Mon-Sun 6AM-Mid)



How to Read:

These figures represent "weekly Cume ratings." For example, slightly more than 91% 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 and 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.

continued ►

Radio Reaches All Ages

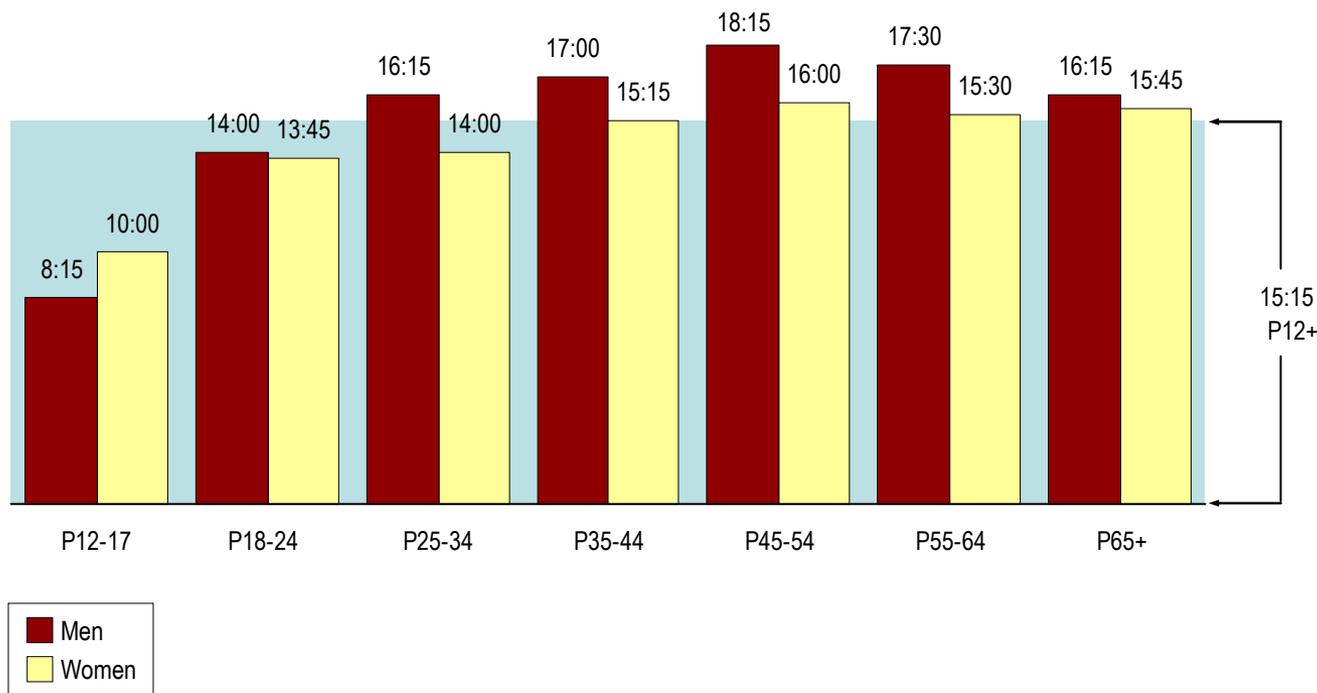
By a slight margin, except among teens, men spend more time with radio each week than women, a pattern that's been consistent for years. Radio consumers between the ages of 45 and 64 listen more per week than anyone else. Overall time spent listening figures were about 18% lower—3.25 hours—in Fall 2008 than in Spring 2007, but that does not mean that there was less listening taking place. It would be more accurate to say the results are not comparable, and here's why:

- PPM measurement data are included in the Fall '08 analysis, in addition to Diary data.
- Two different seasons were being measured.
- Fall 2008 was an election period that affected listening patterns.
- Houston-Galveston data were excluded owing to disruptions from Hurricane Ike.

Overall, Men 25+ listen more hours per week than the national average, as do Women 45+. Those who listen to radio the most have shifted to older age groups in recent years. In Spring 2002, Men 35-44 listened longer than any other male age group, followed by Men 25-34. In Fall 2008, Men 45-54 claimed the longest TSL, followed by Men 55-64. Among women, those 65+ moved from having the fifth-longest TSL in Spring '02 to second-longest by Fall '08.

Time Spent Listening

Hours:Minutes per Week



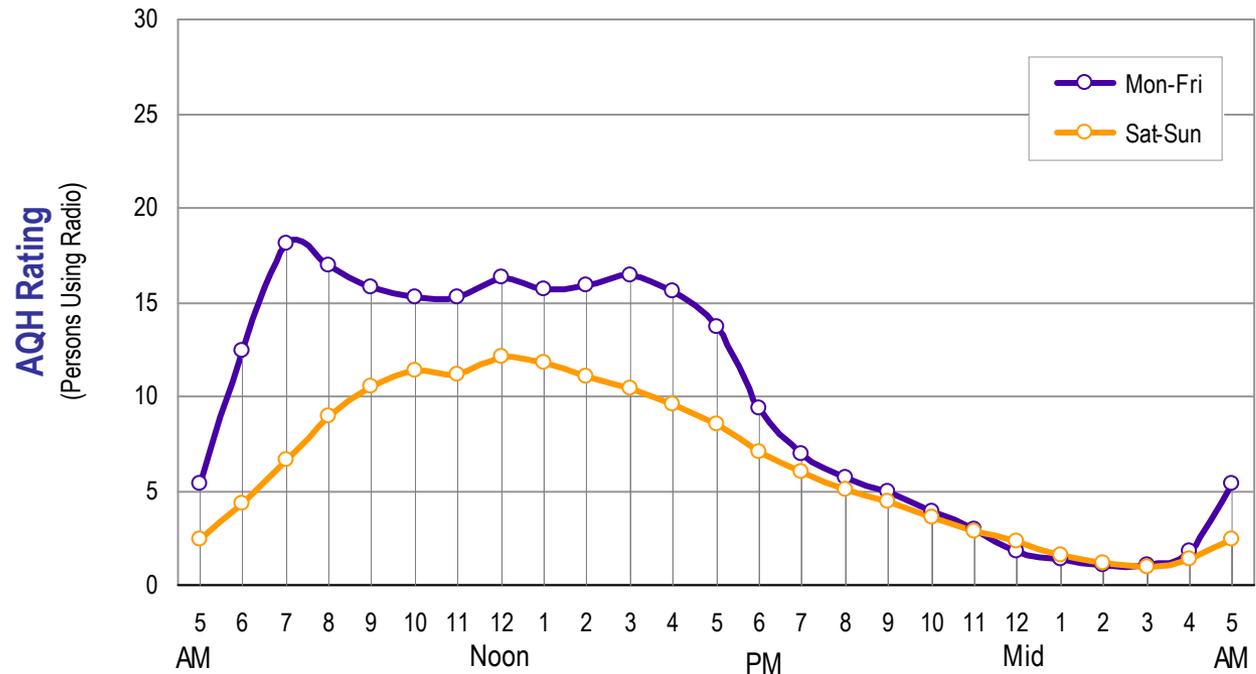
Hour-by-Hour Listening

This chart illustrates a longstanding pattern in which radio listening peaks during the 7AM hour. However, listening remains strong throughout the morning, rises during the lunch hour and at the start of the afternoon commute before declining as people get home from work and shift to evening activities. However, even as late as the 10PM hour, more than 5% of all Persons 12+ are listening to the radio.

Reflecting radio's mobility and increased at-work listening, radio's average quarter-hour rating during weekdays in the 2PM hour moved higher than the 1PM hour between Spring '07 and Fall '08 for the first time in at least 10 years. Meanwhile, radio listening in the 11AM hour was equal to that in the 10AM hour for the first time since 2000.

Weekend listening peaks during the noon hour, and without morning/afternoon commute schedules, reflects much more gradual listening shifts throughout the day. Weekend listening grew in relation to weekday tune-in between Spring 2007, with overall weekend ratings 66% as high as weekdays in Fall '08, up from 62% in Spring '07. Taking the workday hours out of the picture, between 7PM and 5AM weekend ratings were 93% as high as weekdays during Fall '08, up from 88% in Spring '07. There is more radio listening on weekends than weekdays between Midnight and 3AM.

Hour-by-Hour Listening, AQH Rating



Where People Listen: Weekdays

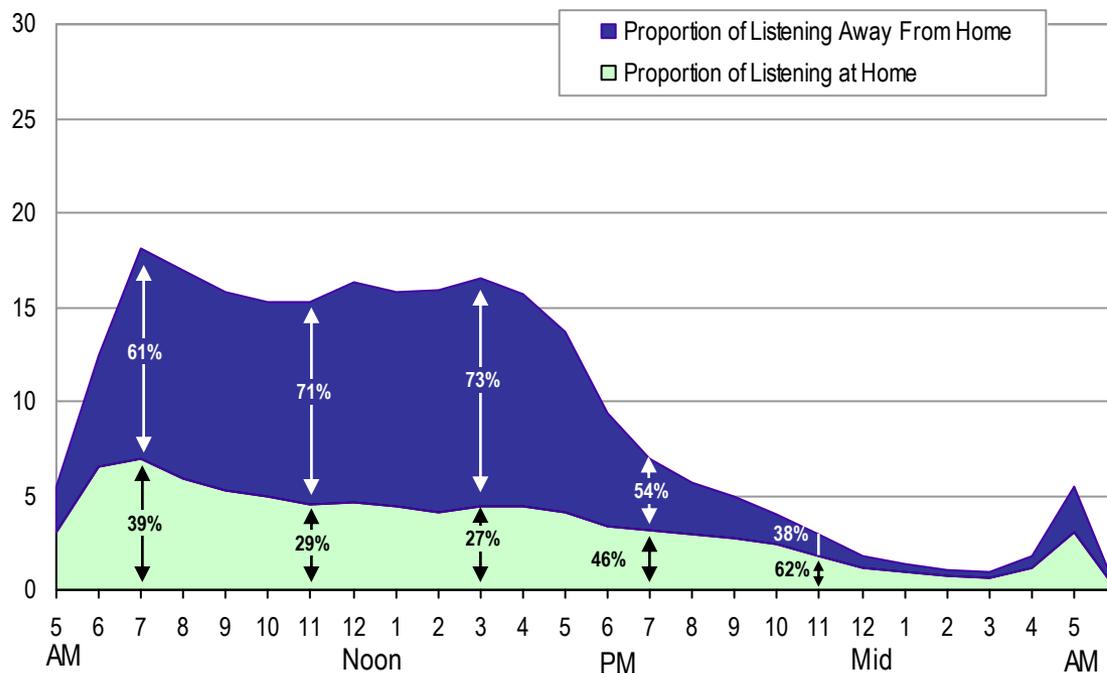
From 7AM to 7PM weekdays, more radio listening takes place away from home: accompanying listeners in the car, at work or some other location. Radio's advantage as the on-the-go medium is its ability to reach people wherever they are, which is particularly valuable to advertisers seeking to drive traffic to business locations during the daytime hours. Overall, 64% of weekday listening occurred out-of-home in Fall 2008, up from 63% in Spring 2007. As it was in the *Radio Today 2008* report, out-of-home's proportion peaked in the 2PM hour.

The biggest change from Spring 2007 to Fall 2008 involved sizeable increases in the ratio of listening away from home between 3PM and Midnight. Away-from-home tune-in escalated 1% from 3PM-6PM, then 3% in the 6PM hour, and in the 7PM hour took over the lion's share of all listening, rising from 49% to 54%. Away-from-home's share continued to advance by 5-6% each hour until Midnight, when it increased from 30-33%.

At-home's proportion of listening picked up incrementally between 1AM and 5AM, but grew from 50-56% in the 5AM hour. It also rose 2% in the 6AM hour, as well as 1% each in the 8AM and 9AM hours.

Weekday Listening, AQH Rating

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



How to Read:

The graphs on this page and the next indicate how listening location makes up radio listening during the course of a typical weekday and weekend day. For example, during the noon hour on this graph, about 28% 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.

Where People Listen: Weekends

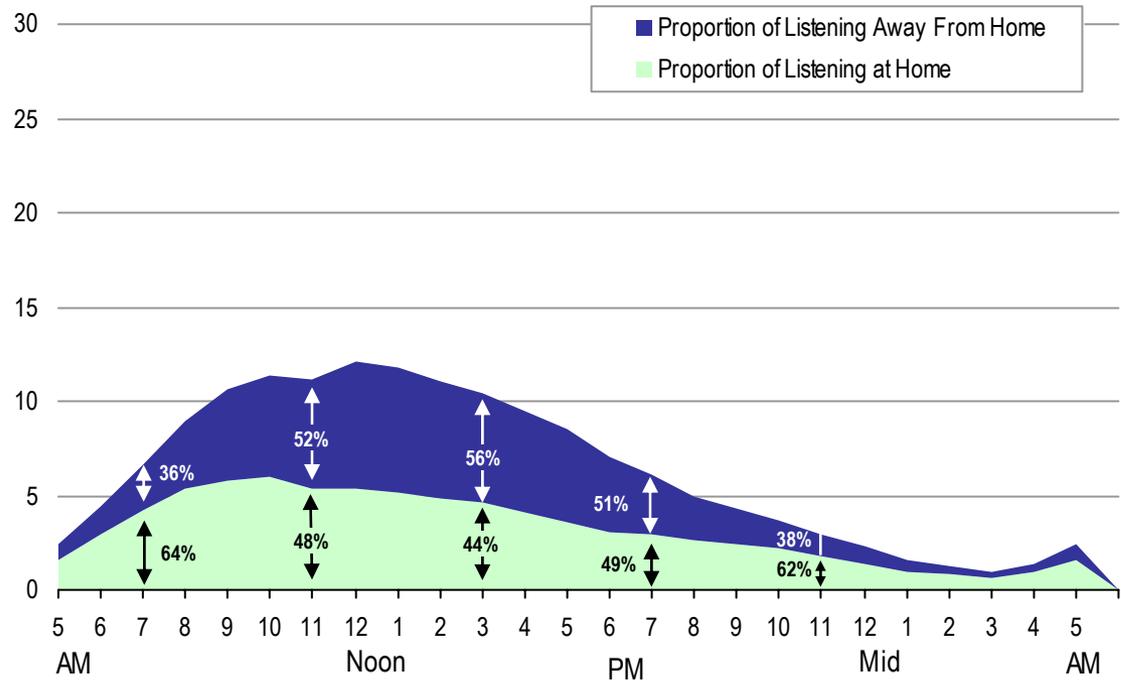
Radio's audience on the weekend during Fall 2008 was about 50% lower than during the week, owing to many people having the weekend off and not needing to commute. Though consumers were out and about on weekends, of course, 51% of listening on Saturday and Sunday took place at home, up from 36% during the workweek. On weekends during Fall '08 between 11AM and 8PM, away-from-home listening was in the majority, whereas during Spring 2007, away-from-home led only between noon and 6PM. During the week, overall listening peaked in the 7AM hour, whereas on the weekends it peaked in the noon hour.

On weekdays, radio's average away-from-home ratings were almost double that of weekends, while the average at-home ratings were 7% higher during weekdays as on weekends. The proportion of listening taking place away-from-home rose 1-4% each hour during weekends from 10AM to 4AM, including 4% every hour from 5PM-11PM. At-home's share of weekend tune-in rose 7% in the 4AM hour, 8% from 5AM to 6AM and 2-3% each hour between 6AM and 8AM.

Weekend radio offers some of the medium'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-5AM

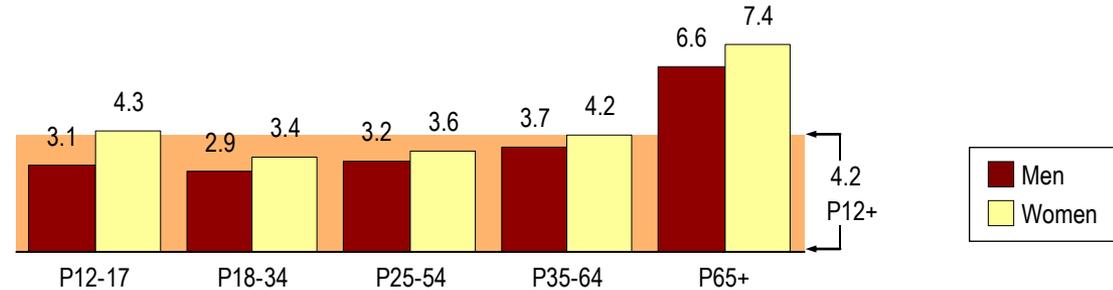


Where Men and Women Listen

In this first annual report including PPM-measured data from several major markets as well as Diary methodology, average quarter-hour ratings are lower than what would otherwise be reported with an all-Diary methodology. At-home AQH ratings were 22.2% lower in Fall 2008 than in Spring 2007, while away-from-home figures were 18.8% lower. These differences should not be regarded as actual declines or losses in listening, but as a shift in measurement methodology. As more markets transfer from Diary-based measurement to PPM, we can expect to see additional and significant adjustments in these figures from Diary returns. Looking at the at-home AQH ratings differences in various age groups from Spring '07 to Fall '08 among teen boys and Men 18-54, the changes ranged from -22% to -26%. With Men 65+, the shift was -17%. Among teen girls and Women 18-54, the discrepancies were between -22% and -27%. With Women 65+, the difference was -20%. As for away-from-home AHQ ratings, teen boys and Men 18-54 were between -16% and -23%, while Men 65+ was 9% lower. For teen girls and Women 18-54, the gap ranged from -19% to -21%, while Women 65+ posted a -6% difference.

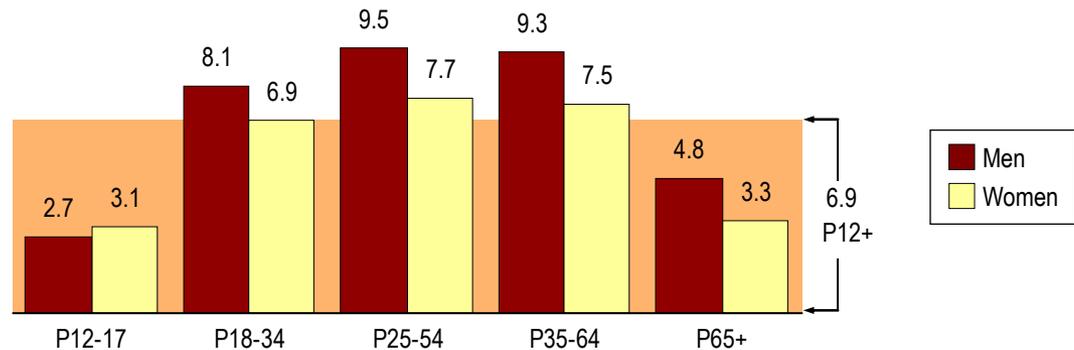
At-Home Listening for Men and Women

Total Week, AQH Rating



Away-from-Home Listening for Men and Women

Total Week, AQH Rating



Listening Location

Radio Today 2009 includes PPM methodology as part of the data for the first time. Because the PPM does not discriminate between specific away-from-home locations (such as in-car or at work), this table identifies location listening simply either as at-home and away-from-home. The Portable People Meter measurement tool also credits listening to radio stations that people hear in restaurants, stores, doctor's offices, the gym and various businesses, even if their attention is not directly focused on the station.

Most radio listening takes place out-of-home except during evenings. Between Spring 2007 and Fall 2008, away-from-home's share of overall listening increased from 61% to 62%, the largest shift in recent years. The only daypart where at-home listening was higher took place during weekday mornings, when its share of all tune-in was 0.9% above Spring '07, registering its highest mark since Spring 2004. The midday ratio remained virtually unchanged, while away-from-home's proportion of weekday afternoons and evening listening was 1.4% and 4.9% larger, respectively, suggesting ever-longer commute times. Away-from-home's percentage on weekends also was 2.6% more than in Spring '07.

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Away From Home
Mon-Sun, 6AM-Mid	37.8%	62.2%
Mon-Fri, 6AM-10AM	39.0%	61.0%
Mon-Fri, 10AM-3PM	28.8%	71.2%
Mon-Fri, 3PM-7PM	29.4%	70.6%
Mon-Fri, 7PM-Mid	53.4%	46.6%
Weekend, 10AM-7PM	45.4%	54.6%

Listening by Daypart

As this chart shows, radio continued in Fall 2008 to be a part of nearly everyone's lives each week.

Cume ratings for all demo cells and nearly every daypart were lower in Fall '08 than in Spring '07. Men 65+ and teen boys shifted the least, at -0.2% and -0.6%, respectively, while the largest difference was among Men 25-34 at -3.4%. The changes among women were more compressed, ranging from -0.2% for Women 65+ to -2.6% for Women 25-34. A few dayparts where Cume ratings increased or were unchanged: mornings with teen boys (+0.6%); evenings among Men 35-44 (+1.2%) and 45-54 (+0.5%); and evenings with Women 35-44 (+0.6%) and 45-54 (+0.6%). Cume ratings in middays among Men 65+ held steady.

Teen listening in middays represented the biggest adjustments, with boys measuring a -6.9% difference and girls posting a -10.4% shift from their 43.1% and 54.2% Spring 2007 figures, respectively. The Cume rating for teen girls in weekday evenings during Fall '08 also was markedly different, registering a -5.3% gap from Spring '07's 62.2% estimate.

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	60.5	36.2	63.8	46.9	62.8	86.7
	W	69.9	43.8	73.5	56.9	72.7	91.8
P18-24	M	62.5	64.9	69.5	52.7	66.0	87.6
	W	67.8	71.8	75.1	57.4	73.2	91.4
P25-34	M	73.1	67.6	76.1	47.3	68.4	91.3
	W	75.8	72.2	78.4	48.8	72.1	93.1
P35-44	M	78.1	69.7	79.4	47.9	71.3	92.9
	W	79.6	73.3	80.4	48.1	73.6	93.7
P45-54	M	78.3	72.1	79.6	47.3	73.5	93.2
	W	78.5	73.3	80.1	46.5	74.4	94.0
P55-64	M	75.6	74.6	76.5	42.5	73.7	92.5
	W	73.3	72.9	74.4	40.7	72.4	91.5
P65+	M	67.9	75.5	64.9	35.0	70.4	87.3
	W	63.7	72.4	61.0	31.2	67.7	84.9

Leading Radio Formats Ranked by Regional Share

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

New England

News/Talk/Information	15.4%
Adult Contemporary	12.1%
Country	9.6%
Pop CHR	7.6%
Hot Adult Contemporary	5.6%
Classic Hits	4.7%
Classic Rock	4.5%
Rhythmic CHR	4.5%
Oldies	4.1%
All Sports	3.8%



Middle Atlantic

Adult Contemporary	11.3%
News/Talk/Information	11.1%
Country	7.5%
Pop CHR	7.5%
Classic Hits	5.9%
Classic Rock	5.1%
Hot Adult Contemporary	4.1%
Urban Contemporary	3.9%
All Sports	3.4%
Urban Adult Contemporary	3.4%



South Atlantic

Country	12.4%
News/Talk/Information	11.5%
Adult Contemporary	8.6%
Urban Adult Contemporary	7.7%
Urban Contemporary	6.7%
Pop CHR	5.8%
Classic Hits	4.5%
Rhythmic CHR	3.7%
Classic Rock	3.3%
Contemporary Christian	2.6%



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Leading Radio Formats Ranked by Regional Share

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

East South Central

Country	21.6%
News/Talk/Information	8.2%
Adult Contemporary	7.5%
Urban Adult Contemporary	7.0%
Pop CHR	6.9%
Urban Contemporary	6.7%
Classic Rock	5.9%
Contemporary Christian	3.1%
Hot Adult Contemporary	2.3%
Rhythmic CHR	2.3%



West South Central

Country	16.3%
News/Talk/Information	9.6%
Adult Contemporary	5.9%
Mexican Regional	5.8%
Pop CHR	5.6%
Urban Contemporary	4.9%
Rhythmic CHR	4.6%
Classic Rock	4.5%
Urban Adult Contemporary	3.8%
Classic Hits	3.3%



East North Central

News/Talk/Information	14.2%
Country	13.7%
Adult Contemporary	7.8%
Pop CHR	6.0%
Classic Rock	5.3%
Hot Adult Contemporary	4.8%
Urban Adult Contemporary	4.4%
Classic Hits	3.9%
Oldies	3.9%
Urban Contemporary	3.0%



continued ►

Leading Radio Formats Ranked by Regional Share

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

West North Central

Country	19.5%
News/Talk/Information	15.7%
Classic Rock	6.6%
Pop CHR	6.6%
Adult Contemporary	5.4%
Hot Adult Contemporary	4.5%
Oldies	4.3%
Active Rock	3.8%
Contemporary Christian	3.6%
Classic Hits	3.1%



Mountain

News/Talk/Information	16.1%
Country	13.2%
Adult Contemporary	7.1%
Mexican Regional	6.0%
Classic Rock	5.0%
Pop CHR	4.3%
Hot Adult Contemporary	4.1%
Rhythmic CHR	4.1%
Active Rock	3.0%
Oldies	3.0%



Pacific

News/Talk/Information	13.5%
Mexican Regional	8.4%
Adult Contemporary	7.6%
Country	6.9%
Rhythmic CHR	6.8%
Classic Rock	4.5%
Pop CHR	4.2%
Classic Hits	3.7%
Alternative	3.5%
Hot Adult Contemporary	3.0%



Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

Persons 12-17

Pop CHR	20.2%
Rhythmic CHR	13.4%
Country	9.9%
Urban Contemporary	8.8%
Hot AC	5.4%
Adult Contemporary	5.1%
Contemporary Christian	3.6%
Active Rock	3.5%
Alternative	3.4%
Classic Rock	2.8%

Persons 35-44

Country	11.4%
News/Talk/Information	9.3%
Adult Contemporary	8.8%
Classic Rock	6.4%
Pop CHR	5.5%
Hot AC	4.9%
Urban AC	4.3%
Mexican Regional	3.7%
Classic Hits	3.6%
Contemporary Christian	3.5%

Persons 65+

News/Talk/Information	28.7%
Country	13.9%
Adult Contemporary	7.6%
Classical	5.6%
All News	3.2%
Classic Hits	2.8%
Religious	2.8%
Oldies	2.7%
Talk/Personality	2.4%
All Sports	2.2%

Persons 18-24

Country	13.2%
Pop CHR	12.9%
Rhythmic CHR	10.1%
Urban Contemporary	7.5%
Adult Contemporary	5.8%
Active Rock	5.3%
Alternative	4.9%
Mexican Regional	4.9%
Classic Rock	4.5%
Hot AC	4.3%

Persons 45-54

News/Talk/Information	12.6%
Country	12.5%
Adult Contemporary	9.6%
Classic Rock	7.7%
Classic Hits	5.9%
Urban AC	4.8%
Hot AC	3.6%
All Sports	3.1%
Oldies	3.0%
Pop CHR	3.0%

Persons 25-34

Country	11.9%
Pop CHR	9.3%
Adult Contemporary	7.2%
Mexican Regional	5.9%
News/Talk/Information	5.7%
Rhythmic CHR	5.7%
Urban Contemporary	4.9%
Hot AC	4.7%
Active Rock	4.6%
Classic Rock	4.5%

Persons 55-64

News/Talk/Information	18.6%
Country	13.7%
Adult Contemporary	10.0%
Classic Hits	6.4%
Oldies	4.8%
Urban AC	4.2%
Classic Rock	3.9%
Classical	2.7%
All Sports	2.6%
All News	2.1%

Formats Ranked by Weekly Cume, Format Preferences by Gender

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

Country	56,228,000
Adult Contemporary	56,182,100
News/Talk/Information	53,002,700
Pop Contemporary Hit Radio	47,606,800
Classic Rock	32,008,400
Rhythmic Contemporary Hit Radio	29,814,100
Classic Hits	29,282,000
Hot Adult Contemporary	29,227,200
Alternative	20,062,800
Urban Contemporary	19,681,600
All Sports	18,790,700
Adult Hits	17,033,700
Urban Adult Contemporary	16,782,200
Active Rock	15,491,100
All News	14,627,000
Contemporary Christian	14,524,100
Oldies	14,131,600
Mexican Regional	12,163,000
Album Oriented Rock (AOR)	11,778,300
Classical	10,830,700
Album Adult Alternative	9,860,300
Talk/Personality	9,158,000
Religious	9,007,600
Spanish Contemporary	8,174,700

Format Preferences by Gender

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

	Women	Men
Adult Contemporary	63.5%	36.5%
Hot Adult Contemporary	63.3%	36.7%
Pop Contemporary Hit Radio	62.6%	37.4%
Contemporary Christian	62.4%	37.6%
Religious	60.6%	39.4%
Urban Adult Contemporary	56.1%	43.9%
Urban Contemporary	54.5%	45.5%
Spanish Contemporary	54.4%	45.6%
Country	53.1%	46.9%
Rhythmic Contemporary Hit Radio	52.6%	47.4%
Classical	52.0%	48.0%
Oldies	49.9%	50.1%
Classic Hits	47.1%	52.9%
Album Adult Alternative	46.5%	53.5%
Adult Hits	46.4%	53.6%
All News	42.9%	57.1%
News/Talk/Information	42.9%	57.1%
Talk/Personality	39.7%	60.3%
Mexican Regional	39.6%	60.4%
Alternative	36.2%	63.8%
Classic Rock	30.3%	69.7%
Album Oriented Rock (AOR)	26.4%	73.6%
Active Rock	24.8%	75.2%
All Sports	14.9%	85.1%

Format Leaders by Location

At Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

	At Home
Classical	59.3%
Religious	52.6%
News/Talk/Information	50.0%
All News	48.1%
Urban Contemporary	45.1%
Spanish Contemporary	42.8%
Talk/Personality	42.3%
Urban Adult Contemporary	42.2%
Mexican Regional	40.2%
Rhythmic Contemporary Hit Radio	39.2%
Oldies	35.0%
Contemporary Christian	34.4%
Country	33.4%
Pop Contemporary Hit Radio	32.9%
Album Adult Alternative	31.8%
Adult Contemporary	31.2%
All Sports	29.9%
Classic Hits	28.9%
Alternative	27.9%
Classic Rock	25.5%
Hot Adult Contemporary	25.4%
Active Rock	25.1%
Album Oriented Rock (AOR)	24.5%
Adult Hits	23.2%

Away From Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

	Away From Home
Adult Hits	76.8%
Album Oriented Rock (AOR)	75.5%
Active Rock	74.9%
Hot Adult Contemporary	74.6%
Classic Rock	74.5%
Alternative	72.1%
Classic Hits	71.1%
All Sports	70.1%
Adult Contemporary	68.9%
Album Adult Alternative	68.2%
Pop Contemporary Hit Radio	67.1%
Country	66.6%
Contemporary Christian	65.6%
Oldies	65.0%
Rhythmic Contemporary Hit Radio	60.8%
Mexican Regional	59.8%
Urban Adult Contemporary	57.8%
Talk/Personality	57.7%
Spanish Contemporary	57.2%
Urban Contemporary	54.9%
All News	51.9%
News/Talk/Information	50.0%
Religious	47.4%
Classical	40.7%

Leading Radio Formats Ranked by Audience Share by Daypart

Thanks to both their popularity and sheer number of stations, News/Talk/Information and Country are dominant in their appeal during the workweek, regardless of daypart. While N/T/I has a slight lead in the first part of the day as consumers learn what's happening in the world and tune in one or more prominent talk personalities, the two formats share similar ratings in afternoons and evenings for the largest listening audience.

For the most part, the 10 leading formats that start each weekday morning are still the 10 top programming presentations at the end of the evening. However, moving through the course of the day, rankings do shift, particularly in favor of Adult Contemporary and Classic Hits—two workplace-friendly formats.

However, the largest changes occur as teens get home from school, which is reflected in the higher ratings of younger-leaning formats such as Pop CHR, Rhythmic CHR and Urban Contemporary—the latter replacing Mexican Regional among the Top 10 in afternoons and evenings.

Audience Share by Daypart

AQH Persons 12+, Fall 2008

Mon-Fri 6AM-10AM

News/Talk/Information	14.1%
Country	12.9%
Adult Contemporary	7.4%
Pop CHR	5.8%
Classic Rock	5.2%
Classic Hits	3.7%
Urban Adult Contemporary	3.6%
Hot Adult Contemporary	3.5%
Mexican Regional	3.1%
Rhythmic CHR	3.0%

Mon-Fri 3PM-7PM

Country	12.3%
News/Talk/Information	12.3%
Adult Contemporary	8.2%
Pop CHR	6.4%
Classic Rock	4.7%
Rhythmic CHR	4.1%
Classic Hits	3.9%
Urban Adult Contemporary	3.8%
Hot Adult Contemporary	3.7%
Urban Contemporary	3.3%

Mon-Fri 10AM-3PM

News/Talk/Information	14.5%
Country	12.8%
Adult Contemporary	9.2%
Classic Rock	4.9%
Pop CHR	4.6%
Classic Hits	4.5%
Urban Adult Contemporary	3.7%
Hot Adult Contemporary	3.6%
Mexican Regional	2.9%
Rhythmic CHR	2.8%

Mon-Fri 7PM-Midnight

Country	10.4%
News/Talk/Information	10.4%
Pop CHR	8.1%
Adult Contemporary	7.4%
Rhythmic CHR	6.3%
Urban Contemporary	5.7%
Urban Adult Contemporary	4.4%
Classic Rock	4.1%
Classic Hits	3.2%
Hot Adult Contemporary	3.2%

Leading Radio Formats Ranked by Ethnic Composition

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+, Fall 2008

Black

Urban Adult Contemporary	91.5%
Urban Contemporary	79.5%
Rhythmic CHR	34.1%
Religious	22.5%
All News	13.9%
All Sports	10.6%
Pop CHR	9.1%
Contemporary Christian	8.9%
Adult Contemporary	8.5%
Talk/Personality	8.0%
News/Talk/Information	5.5%
Oldies	4.8%
Classic Hits	3.9%
Classical	3.4%
Hot Adult Contemporary	3.4%
Adult Hits	3.3%
Active Rock	2.6%
Alternative	2.6%
Album Adult Alternative	2.5%
Classic Rock	2.2%
Country	2.1%
Album Oriented Rock	1.9%
Spanish Contemporary	1.1%
Mexican Regional	0.4%

Hispanic

Mexican Regional	95.3%
Spanish Contemporary	95.0%
Rhythmic CHR	31.8%
Classic Hits	17.8%
Pop CHR	17.4%
Alternative	12.9%
Hot Adult Contemporary	12.5%
Adult Contemporary	12.2%
Religious	12.0%
Active Rock	11.8%
Adult Hits	11.5%
Contemporary Christian	10.9%
Classic Rock	8.5%
Oldies	8.5%
Album Oriented Rock	7.9%
All News	7.8%
All Sports	7.2%
Talk/Personality	6.4%
Country	5.9%
Album Adult Alternative	5.8%
Classical	5.1%
Urban Contemporary	5.0%
News/Talk/Information	4.8%
Urban Adult Contemporary	2.1%

Other

Country	92.0%
Album Adult Alternative	91.7%
Classical	91.5%
Album Oriented Rock	90.2%
News/Talk/Information	89.7%
Classic Rock	89.3%
Oldies	86.7%
Alternative	85.6%
Talk/Personality	85.6%
Adult Hits	85.2%
Alternative	84.5%
Hot Adult Contemporary	84.1%
All Sports	82.2%
Contemporary Christian	80.2%
Adult Contemporary	79.3%
All News	78.3%
Classic Hits	78.3%
Pop CHR	73.5%
Religious	65.5%
Rhythmic CHR	34.1%
Urban Contemporary	15.5%
Urban Adult Contemporary	6.4%
Mexican Regional	4.3%
Spanish Contemporary	3.9%

Sources

Radio Today 2009 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States. Data for the charts and graphs in this edition come from these sources:

- Arbitron's TAPSCAN Web National Regional Database, Fall 2008, which includes quantitative radio audience information from every market surveyed by Arbitron in the United States
- Scarborough USA+, Release 2, 2008, gathered from more than 220,000 interviews with adults, aged 18 and over, in 81 of the country's largest markets. Scarborough's reports examine a variety of characteristics, including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage, as well as media behavior.

About Scarborough Research's Political/Voting Measurements

All of the political/voting information in this report is self-identified. Specifically:

- Political Party Affiliation: Scarborough asks survey respondents to select the political party label that best describes how they see themselves, regardless of how they may have voted in the past.
- Voter Registration: Scarborough asks survey respondents if they are registered to vote in the district in which they live.
- Voting Frequency: Scarborough asks survey respondents to indicate how often they "usually" vote in presidential, statewide and local elections.

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