

Radio Today 2011

How America Listens to Radio



Listening and Lifestyle Profiles of American Radio Consumers

Since its introduction as a mass medium in the 1920s, radio has been heralded for its remarkable, enduring reach. To this day, more than 93% of consumers aged 12 years and older listen to the radio each week. Radio reaches people wherever they are: at home, at work, in the car—nearly everywhere. Regardless of one's age, the time of day or the listening location, Americans depend on radio as a reliable media companion for entertainment, news, information, community service and, increasingly, social networking. Radio has always been and continues to be a vibrant and relevant part of our lives.

Radio Today 2011 is an in-depth snapshot of radio listening nationwide and by individual formats. *Radio Today* combines Scarborough qualitative data with Arbitron audience data to develop a comprehensive profile of radio listening across America. It also examines the listening activity for the 23 most popular radio formats representing the Fall 2010 Diary and October-November-December 2010 PPM™ survey periods, often in comparison with Fall 2009 and earlier years.

In addition to audience statistics about radio listeners overall, you'll find detailed audience breakouts for 16 of these formats with a 2.1 share or higher. Features include each format's weekly reach (Cume); national average-quarter-hour share overall in PPM™, Diary and non-Metro counties; segmentation of audience composition by age; time spent listening (TSL); educational levels; income by household; gender balance; ratings by daypart and state by state; ethnic composition in Differential Survey Treatment (DST) markets and listening by location (at home vs. out of home).

Radio Today 2011 also offers summary reports on seven additional Noteworthy Formats: Album Oriented Rock (AOR), Oldies, All News, Spanish Contemporary, Religious, Album Adult Alternative (AAA) and, for the first time, Spanish Adult Hits. These Noteworthy Formats are included owing to their legacy, regional market strengths or both.

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.

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What's New in *Radio Today 2011*

Updated Detailed Analyses

Radio Today 2011 offers an analysis of the audience listening patterns and demographics of the 23 most popular radio formats, including detailed reports on the 16 highest-rated programming approaches. Within this year's individual format reports, you'll see that we've provided notation of trends observed between Fall 2009 and Fall 2010, as well as trends over longer periods of time, to provide perspective on audience listening shifts.

Spanish Adult Hits Makes Its Debut

Making its first-ever appearance as a format study in *Radio Today*, Spanish Adult Hits includes many subvarieties reflecting regional tastes and preferences. You'll find information about this increasingly popular format on Page 102.

Rankings of Leading Formats in PPM, Diary and Non-Metro Counties

With all 48 Portable People Meter-measured metropolitan areas in "currency" during Fall 2010, for the first time we are able to present the leading formats by 12+ share rank in PPM markets, Diary-measured Metros and non-Metro counties for that time period. There are some interesting differences in consumers' format preferences owing to the various market sizes and format availabilities.

A New Slate of Scarborough Qualitative Categories

Each year we mine our vast Scarborough consumer profile database to show interesting and useful information about radio listeners. This year the featured categories include apparel, alcoholic beverage consumption, health and wellness, online purchasing and much more.

Leading Formats Ranked by Gender by Demographic

For the first time, Arbitron presents rankings of the 16 leading formats by gender within each key demographic age group by audience share. You'll see how certain formats hold a dominant position or are one of the leaders in one or more age cells and, in some cases, demonstrating significant differences in appeal among teens, men and women. Details begin on Page 14.

Leading Formats Ranked by Adults 25-54, 25-64

Also for the first time, Arbitron presents the rankings of the 16 leading formats as many advertisers request them: by their shares among adults 25-54 and 25-64. See the rankings by demographic on Page 9.

Leading Radio Formats Ranked by Daypart Format Index

This statistic is new in *Radio Today 2011*. It compares the average quarter-hour persons (AQHP) in each daypart to the format's overall, full-week AQHP to show how a format's dayparts perform compared to its full week AQHP.

continued ►

What's New in *Radio Today 2011*

PPM Markets Where Formats Were Among Top Three Stations in Fall 2010

Within each format report, you'll see a list of PPM-measured markets where one of the three highest-rated stations during Fall 2010 programmed that format.

States Where Formats Showed Significant Format Growth

In each format report, you'll also see a list of states where the format outperformed its national average by at least 50% and where the format experienced a rate of growth of 15% or more year to year.

More Markets Represented by the Arbitron PPM Service

In Fall 2010, 15 radio Metros shifted from Diary methodology to PPM measurement: Austin, Charlotte-Gastonia-Rock Hill, Columbus, OH, Greensboro-Winston-Salem-High Point, Hartford-New Britain-Middletown, Indianapolis, Jacksonville, Memphis, Milwaukee-Racine, Nashville, Norfolk-Virginia Beach-Newport News, Orlando, Providence-Warwick-Pawtucket, Raleigh-Durham and West Palm Beach-Boca Raton. The PPM system has the added benefit of measuring 6+ demographics vs. the 12+ demographics measured by the Arbitron Diary. Because *Radio Today 2011* incorporates both PPM and Diary data, we include 12+ demographics only, except with respect to education and household income, which is among listeners 18+.

What We Have 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 service. 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 service; these measures can vary widely by market.

Important Note When Comparing Data in This Study With Previous Studies

In addition to the characteristic differences between Diary methodology and PPM measurement described above, readers should note the following when comparing ratings data between Fall 2009 and Fall 2010: In Fall 2009, there were 33 markets measured by the PPM service, whereas, as noted above, there were 48 markets measured by PPM in Fall 2010. Also, Univision stations in a number of PPM markets commenced encoding for the first time in 2010; this step is likely responsible for the increase in Average Quarter-Hour (AQH) Share among some Spanish-language formats in this year's study.

Radio Trendlines of the Year

Radio Remains Resilient at Reaching Nearly All Americans

Much has been published about all the media alternatives to radio, especially those for music. However, radio continues to hold a universally popular presence in the daily lives of all Americans, reaching over 93% of all persons 12+ each week.

Radio Is Increasingly Mobile...

Away-from-home listening has been growing in proportion to all listening in every weekday hour in recent years except between 5AM and 9AM; at-home's share of radio in the 6AM-10AM daypart was actually up in Fall 2010 compared to Fall 2008.

...Especially in Evenings

The major shift in recent years has been between 8PM and 9PM, when in Fall 2010, the majority of tune-in occurred away from home; the reverse had been true in Fall 2008 and in earlier years. The 9PM to 10PM hour also has been steadily gravitating toward out-of-home. And combined with out-of-home gaining by proportion in earlier evening hours, for the first time the overall 7PM to Midnight daypart in Fall 2010 saw the majority of radio listening occurring away from home.

...And on Weekends, Too...

Despite the smaller audiences compared to weekdays, radio's average quarter-hour ratings away from home increased on weekends from 2PM and 11PM and again from 4AM to 5AM between Fall 2008 and Fall 2010. The majority of listening in the 10AM hour shifted to away from home in Fall 2010 for the first time. As it is during weekdays, the 9PM hour is headed that way, as well.

...And Notably Among Teen Boys

Tune-in among teen boys is steadily shifting toward away-from-home listening, which could gain the lion's share of tune-in by teen boys by the 2012 report.

Weekday Evening Listening Is Rising

Radio increased its listenership particularly significantly during weekday evenings, when the medium scored higher Cume Ratings among men aged 18-64 and women 25-64. Radio also posted higher ratings in midday reach among men aged 25-64 and women 45-54, as well as on weekends with men 35-64 and women 45-54.

Format Summaries of the Year

Country Continues as America's Favorite Format

The No. 1 format overall, in both Diary and non-Metro areas, Country reached more than 65 million listeners each week on more than 1,700 stations—the most outlets of any music format, not including 300 Classic Country stations. It also was the top format among most age groups (including a big lead with adults 25-54) and in most dayparts. Country enjoyed some of the longest time spent listening of all formats, and its listeners set a new high in college degree attainment in Fall 2010.

News/Talk/Information is No. 1 in PPM Markets

In Fall 2010, N/T/I was the top-rated format in PPM markets and No. 2 in Diary and non-Metro counties. It's expected that the format's ratings will rise again in 2012 with the upcoming presidential campaign, as it did in Fall 2008. N/T/I ranked No. 1 in mornings, and its adult consumers were among radio's most well-educated and prosperous. The format was a leader among adults aged 35 years and above, and it was No. 1 with listeners 55+.

Pop CHR Posts Largest Share Increase

Pop CHR continued its growth streak, rising in national audience ratings for the fourth straight year to its highest share and largest one-year increase in at least nine years. The format's 6.7% to 7.6% gain was the biggest of any format in this report, and in Fall 2010 you'd have found a Pop CHR station among the top 3 outlets in 40% of PPM Metros. A full 25% of all teen listening went to Pop CHR, far and away No. 1 in that age group. Pop CHR also ranked again No. 1 with adults 18-24 years old, and was No. 2 with adults 25-34 (No. 1 with women). Affluence and education levels of Pop CHR consumers reached all-time highs.

Classic Hits on Eight-Year Growth Streak

Rising in ratings for the eighth consecutive year, the Classic Hits format tied with Classic Rock in Fall 2010 with 4.9% of all radio listening. Classic Hits has been the fastest-growing format in recent years and is now dominant over Oldies as the preferred "brand" of stations featuring a "greatest hits" approach. Year to year, Classic Hits showed audience gains in most dayparts.

All Sports Is Scoring Big

America's 665 All Sports stations delivered the seventh consecutive ratings increase for the format, which has seen its ratings rise 62% since Spring 2005. All Sports was tied for No. 17 in Spring 2002, and by Fall 2010 had soared into the top 10 formats. With a balanced adult demographic composition that's overwhelmingly male, All Sports boasts radio's most well-educated, affluent radio audience.

continued ►

Format Summaries of the Year

Mexican Regional Keeps Listeners Tuned In

One of the biggest share gainers year to year (2.7%–3.0%), Mexican Regional continued to be the top format choice among Hispanic radio listeners—by a large margin. Among the top four formats for reaching adults aged 25-34, Mexican Regional was the only major format in this study to show an increase in time spent listening year to year: Mexican Regional was No. 1 in TSL among adults aged 18-34 and 25-54 years, No. 2 in TSL among those aged 12-24 and tied for No. 2 with adults 35-64 years old. It is one of a handful of major formats whose proportion of adult listeners with college experience grew by at least 1% or more. Its audience's affluence is also on the rise. The format's data also reflect a number of Univision stations in PPM markets that were previously unencoded.

Contemporary Christian Gets Stronger

With its ratings reaching an all-time high, Contemporary Christian registered gains in every daypart. The format appealed to a wide consumer audience from ages 12-64, especially with women and a broad national geography. In Fall 2010, Contemporary Christian ranked No. 1 in education attainment among top music formats, and was among the leaders in high TSL.

Spanish Contemporary on the Move

Spanish Contemporary reached more than 11 million listeners per week in Fall 2010. Nearly all of Spanish Contemporary's ratings were derived from PPM metros, and with more metered markets being tracked in Fall 2010 (including Univision stations), the format added to its total market share for the first time since Spring 2005 and notched ratings gains throughout the workweek. Spanish Contemporary's younger profile has been gradually shifting toward one that is more mature and increasingly mobile.

Spanish Adult Hits Gains a Foothold

Reaching more than 8 million listeners on 55 stations, Spanish Adult Hits rose from a 0.8% audience share to 1.1% between Fall 2009 and Fall 2010, posting its highest ratings to date. The format performed 45% better in PPM markets than its national average, and registered only slightly lower ratings in Diary Metros than its overall share. Its ratings were highest in middays and weekends.

continued ►

Format Summaries of the Year

New: Format Leaders by 25-54 and 25-64 Demos

The format breakouts are furnished according to their traditional 12+ ranking, but here's a first-ever *Radio Today* share ranking of the top 16 formats in the "money demos" favored by many leading corporate marketers and ad agencies. At the back of *Radio Today 2011*, you'll see share rankings of the major formats within individual demographic age groups, by gender/demo, daypart and more.

Persons 25-54

Country + New Country	12.7%
Adult Contemporary	9.5%
News/Talk/Information	8.9%
Pop CHR	7.5%
Classic Rock	6.3%
Classic Hits	4.8%
Hot AC	4.7%
Urban AC	4.3%
All Sports	4.1%
Mexican Regional	3.8%
Rhythmic CHR	3.4%
Contemporary Christian	3.3%
Active Rock	2.9%
Urban Contemporary	2.9%
Adult Hits + 80's Hits	2.8%
Alternative	2.6%

Persons 25-64

Country + New Country	13.0%
News/Talk/Information	11.0%
Adult Contemporary	9.8%
Pop CHR	6.3%
Classic Rock	6.0%
Classic Hits	5.5%
Urban AC	4.5%
Hot AC	4.2%
All Sports	4.0%
Mexican Regional	3.2%
Contemporary Christian	3.1%
Rhythmic CHR	2.8%
Adult Hits + 80's Hits	2.6%
Urban Contemporary	2.5%
Active Rock	2.4%
Alternative	2.2%

About *Radio Today 2011*

***Radio Today 2011* is published by the Marketing Department of Arbitron Inc.**

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Data Sources for Radio Today 2011

Station format classifications are from the Arbitron Radio Station Information Database as reported to Arbitron. 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 2010. National time spent listening data come from RADAR 109, June 2011. Scarborough data come from Scarborough USA+, Release 2, 2010.

Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of Persons listening to a particular station for at least 5 minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR [Persons Using Radio])

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

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

Cume Persons

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

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all Persons estimated to be in the specified demographic group listening to a particular radio station or format.

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

Differential Survey Treatment (DST)

The process by which Arbitron applies weighting to Black or Hispanic respondents in those Metro areas with a significant Black or Hispanic population.

Format Share

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

Example:

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

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

Time Spent Listening (TSL)

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

Example:

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

National Radio Format Shares and Station Counts

Fall 2010

Format	12 + Share	Total	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Country + New Country	13.3	2,728	1,421	323	1,744	136	0	36	1	0	712	86	13	0	0
News/Talk/Information	12.1	3,795	558	1,364	1,922	220	96	92	74	6	463	793	70	53	6
Adult Contemporary + SAC	9.4	1,435	738	118	856	117	0	11	0	0	408	37	6	0	0
Pop Contemporary Hit Radio	7.6	898	415	3	418	103	0	40	1	0	315	2	18	1	0
Classic Rock	4.9	929	509	11	520	78	0	38	1	0	277	3	12	0	0
Classic Hits	4.9	883	446	87	533	56	2	20	1	0	231	29	10	1	0
Urban Adult Contemporary	4.0	348	138	35	173	45	2	13	1	0	93	17	4	0	0
Hot Adult Contemporary	3.9	786	459	8	467	66	0	5	0	0	245	1	2	0	0
Rhythmic Contemporary Hit Radio	3.5	396	160	0	160	50	0	39	0	0	129	0	18	0	0
All Sports	3.4	1,200	119	574	693	19	48	19	30	1	82	288	6	13	1
Mexican Regional	3.0	509	196	143	339	25	3	6	0	0	79	52	5	0	0
Urban Contemporary	2.9	268	122	18	140	29	0	12	0	0	77	6	4	0	0
Contemporary Christian	2.8	1,618	843	41	884	19	1	18	6	0	652	21	13	4	0
Active Rock	2.3	404	196	1	197	32	0	27	0	0	140	1	7	0	0
Adult Hits + 80's Hits	2.2	428	209	15	224	39	1	20	3	0	127	5	8	1	0
Alternative	2.1	640	291	5	296	38	0	52	5	0	212	5	27	5	0
Album Oriented Rock	1.8	302	156	2	158	23	0	14	2	0	102	1	1	1	0
Oldies	1.6	871	290	307	597	12	3	27	4	0	112	104	9	3	0
Classical (see <i>Public Radio Today</i>)	1.6	781	248	2	250	122	0	94	9	0	217	2	78	9	0
All News	1.5	74	6	21	27	3	7	3	6	0	6	17	2	3	0
Spanish Contemporary	1.4	192	66	42	108	17	3	10	0	0	33	17	4	0	0
Religious	1.3	1,598	747	390	1,137	8	13	9	4	0	244	176	5	2	0
Album Adult Alternative	1.2	504	184	4	188	49	0	54	16	0	144	3	38	12	0
Spanish Adult Hits	1.1	114	44	8	52	16	1	5	0	0	32	4	4	0	0
Variety	0.9	1,455	693	112	805	106	3	23	7	0	438	51	18	4	0
Classic Country	0.9	475	105	209	314	6	3	34	1	0	39	67	11	0	0
Rhythmic AC	0.8	68	24	0	24	12	0	6	0	0	22	0	4	0	0
Contemporary Inspirational	0.7	237	119	19	138	10	2	6	1	0	65	9	5	1	0
Gospel	0.7	451	82	229	311	3	7	10	0	0	29	86	5	0	0

Legend

FM	FM Station
AM	AM Station
HF	Digital (HD Radio) FM Station
HA	Digital (HD Radio) AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
F4	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
G4	Internet Stream of HD Radio Multicast F4

continued ►

National Radio Format Shares and Station Counts

Fall 2010 (continued)

Format	12 + Share	Total	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Adult Standards/MOR	0.6	317	37	196	233	0	5	3	0	0	15	59	2	0	0
Spanish Tropical	0.5	80	17	28	45	3	3	3	0	0	10	13	3	0	0
Modern Adult Contemporary	0.4	52	25	0	25	9	0	4	0	0	13	0	1	0	0
Spanish News/Talk	0.3	106	3	52	55	0	4	7	3	0	2	29	5	1	0
New AC (NAC)/Smooth Jazz	0.3	114	31	5	36	3	0	33	1	0	25	4	12	0	0
Jazz	0.2	177	68	2	70	22	0	22	3	0	50	0	8	2	0
Rhythmic Oldies	0.2	35	14	4	18	2	0	6	0	0	7	1	1	0	0
Southern Gospel	0.2	255	92	95	187	0	0	1	0	0	41	25	1	0	0
Spanish Hot Adult Contemporary	0.2	30	11	0	11	6	0	2	0	0	10	0	1	0	0
Educational	0.2	206	98	6	104	17	2	6	0	0	67	4	6	0	0
Spanish Variety	0.2	186	49	82	131	9	1	4	0	0	19	20	2	0	0
Smooth Adult Contemporary	0.2	17	5	0	5	2	0	4	0	0	5	0	1	0	0
Spanish Religious	0.1	168	47	66	113	1	0	1	0	0	25	28	0	0	0
Tejano	0.1	42	14	9	23	0	1	6	0	0	7	3	2	0	0
Easy Listening	0.1	57	26	11	37	2	0	0	0	0	15	3	0	0	0
World Ethnic	0.1	161	20	79	99	0	2	5	0	0	10	43	2	0	0
Urban Oldies	0.1	40	8	12	20	0	0	9	1	0	3	5	2	0	0
Spanish Oldies	0.1	36	3	24	27	0	1	0	0	0	1	7	0	0	0
Nostalgia	0.0	66	10	37	47	1	1	2	1	0	7	5	1	1	0
Other	0.0	175	56	30	86	1	3	32	16	0	19	8	8	2	0
Spanish Sports	0.0	37	2	21	23	0	2	1	1	0	0	10	0	0	0
Spanish Contemporary Christian	0.0	52	11	13	24	0	1	4	2	0	9	9	1	2	0
Children's Radio	0.0	40	0	16	16	0	10	1	1	0	0	10	1	1	0
Family Hits	0.0	75	3	27	30	1	17	1	0	0	3	22	1	0	0
Blues	0.0	32	1	3	4	0	0	21	0	0	1	3	3	0	0
Latino Urban	0.0	7	2	0	2	0	0	3	0	0	2	0	0	0	0

Legend

FM	FM Station
AM	AM Station
HF	Digital (HD Radio) FM Station
HA	Digital (HD Radio) AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
F4	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
G4	Internet Stream of HD Radio Multicast F4

Primary Formats

On the next 80 pages, you will find detailed and fascinating insights about the 16 radio formats that achieved a 2.1% share or higher among 12+ listeners nationally. These formats are listed in rank order according to Average Quarter-Hour Share, beginning with America's top-rated format, Country.

Although this study was released in 2011, it uses data gathered from the Fall 2010 survey period. The "Education" and "Household Income" charts include 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, and in comparison to that age group's representation of the national population.

The geographic "Heat Index" shows how each major format performs in a particular state compared to the format's national share of listeners aged 12+. States with "no stations" that met the Arbitron Minimum Reporting standard for a particular format are colored gray.

References to the number of stations in a given format refer only to AM and FM stations unless otherwise noted.

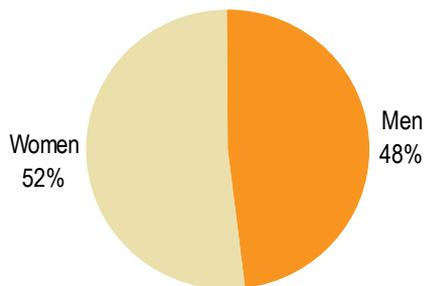
Listening data include both commercial and noncommercial radio listening. For additional terms and definitions, please see the Glossary on Page 11.

Country (and New Country)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
13.4%	12.4%	12.9%	13.0%	13.1%	12.9%	13.4%	13.3%

12+ AQH Share in PPM Markets	7.1%
12+ AQH Share in Diary Markets	14.5%
12+ AQH Share in non-Metro counties	25.6%

- America's No. 1 format overall and No. 1 in both Diary and non-Metro areas
- No. 1 format among most age groups and in most dayparts
- No. 1 time spent listening among those aged 12-24, No. 2 with adults 18-34, 25-54, 35-64
- Adult Country listeners set new high in college degree attainment

America's Favorite Programming

America's most popular radio format, Country plays music by artists such as Kenny Chesney, Brad Paisley, Taylor Swift and Keith Urban. It ranked No. 3 in reach with more than 65 million listeners each week on more than 1,700 AM & FM stations—the most outlets of any music format, not including 300 Classic Country stations. A consistent ratings leader for years, Country and its related "New Country" presentation generated nearly the same share of the U.S. radio audience in Fall 2010 as in Fall 2009. It ranked No. 1 in Diary Metros, No. 4 in PPM markets and commanded a full fourth of all radio listening in non-Metro counties, far and away No. 1 with more than double the ratings of No. 2 News/Talk and more than triple that of its nearest music competitor.

By age, Country's audience was spread across a nearly uniform bell curve, peaking with adults 45-54, who reliably comprised about a fifth of the format's listenership. As in Fall '09, Country ranked No. 1 with every adult age group 25-54, and was No. 2 with adults 55-64 and 65+; its proportion of those 65+ was the largest of any music format. However, despite its appeal among older listeners, Country also ranked No. 2 among teens (up from third in Fall '09) and adults 18-24, though it is No. 1 with men 18-24.

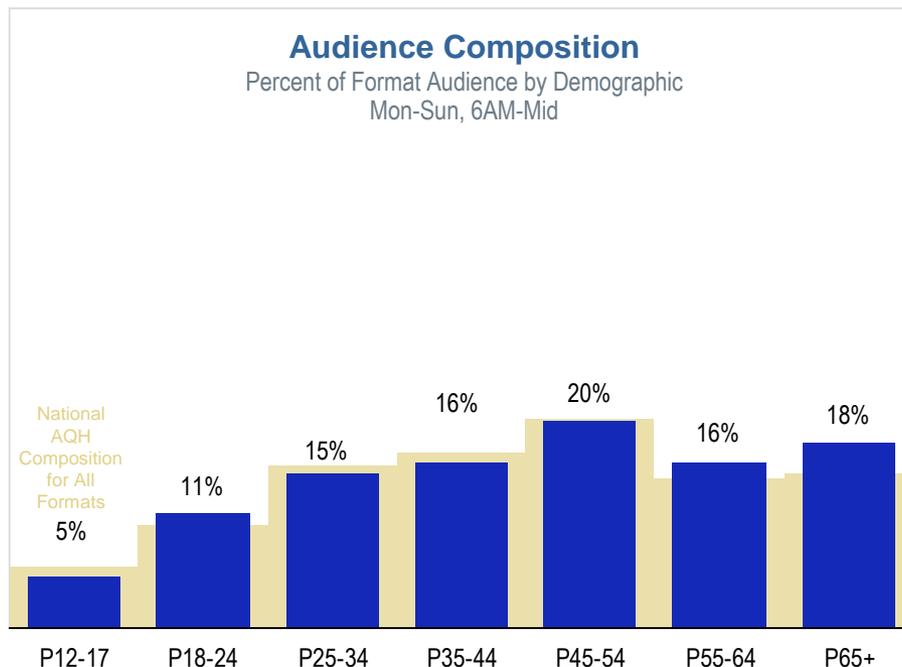
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Audience Composition

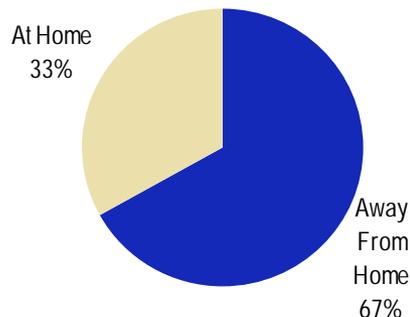
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Country (and New Country)

Share of Listening by Location

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



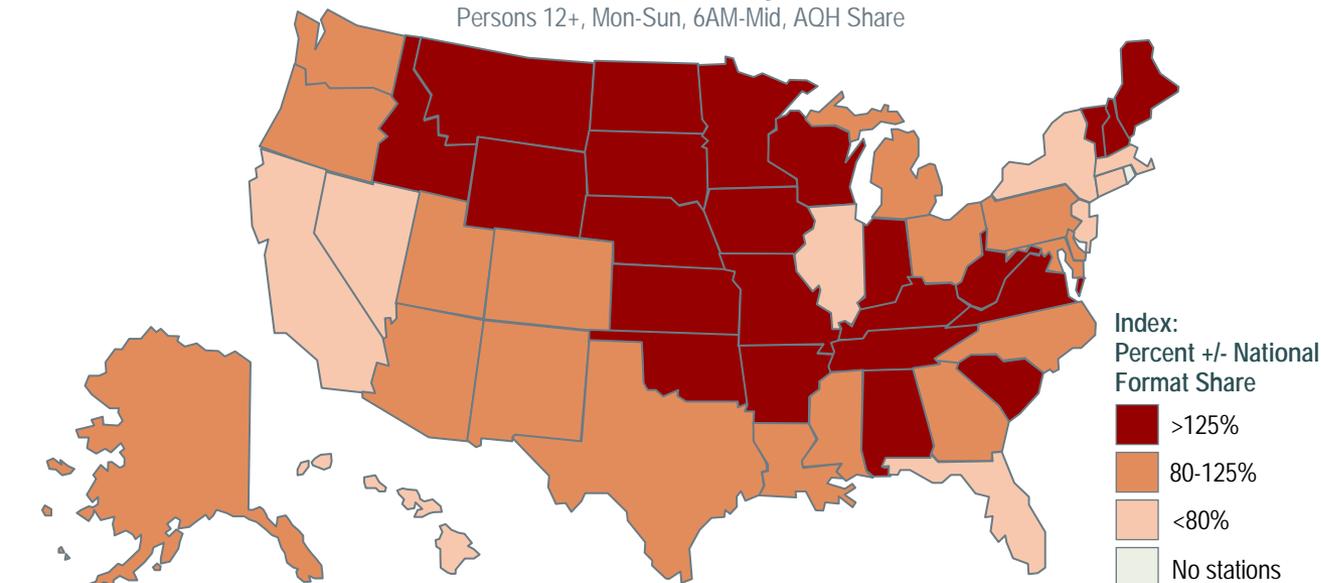
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
139	142	125	40	78

Audience Share by State

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



In the past year, the main change was a nearly 1% increase in the proportion of adults 65+ to an eight-year high and a slight uptick among adults 25-34, while the adult 35-54 segment dropped to an eight-year low. Traditionally a female-leaning format, Country moved up in the past year from eighth to sixth among the formats with the highest concentration of female listeners. However, the proportion of male listeners has steadily grown from 46% in Fall '06 to 48% in Fall '10.

For the past six years, a consistent two-thirds of Country listening has taken place away from home, which is slightly less than the average of the top 16 formats in this report. Country was strong during all times of day: It was the nation's No. 2 format in mornings and No. 1 the rest of the work week (having risen from No. 2 in middays since Fall '09) and weekends. Its highest-rated listening period was in mornings, by a small margin for the past three years, with evenings having shown the most recent growth, up from a 10% share to 11.5% since Fall 2006.

During Fall '10, a Country station was No. 1 in San Antonio (share, Persons 6+), and was among the top three stations in Austin, Baltimore, Charlotte-Gastonia-Rock Hill, Cincinnati, Columbus (OH), Dallas, Hartford, Indianapolis, Minneapolis, Providence and Seattle. The format outperformed its national share by at least 50% in Alabama, Arkansas, Iowa, Idaho, Indiana, Kansas, Kentucky, Montana, North Dakota, Nebraska, New Hampshire, Oklahoma, South Dakota, Tennessee, Vermont, West Virginia and Wyoming. Compared to Fall 2009, Country showed at least a 15% ratings gains in Alaska, Alabama, Connecticut, Delaware, Idaho, Maine, New Jersey, South Dakota and Washington.

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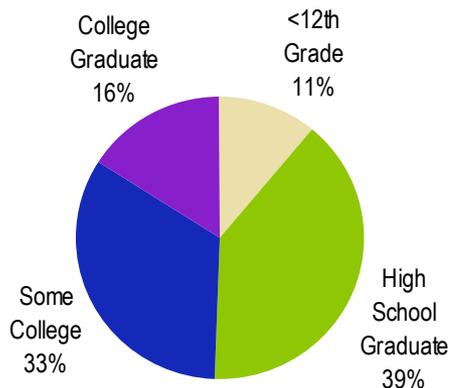
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Country (and New Country)

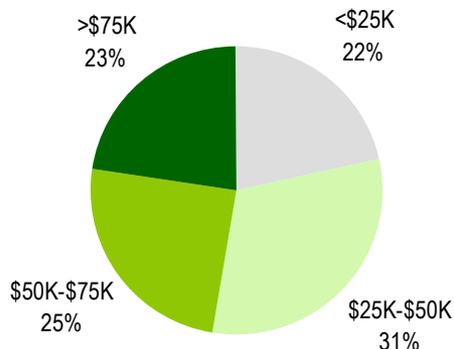
Education

Persons 18+



Household Income

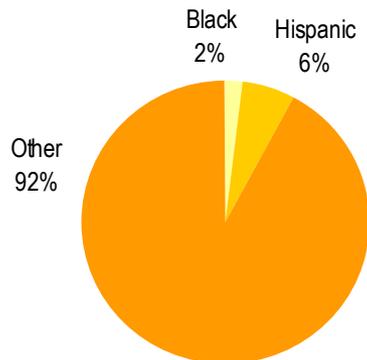
Persons 18+



Ethnic Composition*

AQH Persons

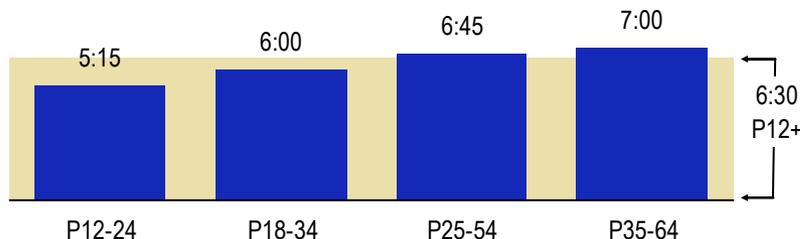
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Unlike any other format, Country enjoys a powerful geographic “golden trail,” which can be traced roughly along the lines of the Appalachian Mountains and extending into the Great Plains. You’ll find Country stations with huge double-digit ratings in Metros such as Asheville, NC; Chattanooga, TN; Harrisonburg, VA; Huntington-Ashland, WV; Johnson City-Kingsport-Bristol, TN-VA; Knoxville, TN; Morgantown-Clarksburg-Fairmont, WV; Parkersburg-Marietta, WV-OH; Roanoke-Lynchburg, VA; Winchester, VA; and Wheeling, WV.

Country consumers are becoming increasingly well educated at the university level, with about one in six adult Country listeners having earned a college degree. The format’s 16.3% college graduate level in Fall ’10 was the highest reported in the past nine years, and the 89% proportion as high school graduates was also a nine-year high.

Nearly half of adult Country listeners resided in households earning at least \$50,000 per year, a figure that remained consistent between Fall ’09 and Fall ’10.

Country’s audience composition continued to be the least ethnic of all formats in this report, with the percentage reported as non-African American and non-Hispanic at its highest level in three years.

Although Country did experience modest decreases in time spent listening among all age groups, and (down 30 minutes per week overall), the format ranked first among English-language music formats in time spent listening, and was No. 1 overall among those aged 12-24, and No. 2 with adults 18-34, 25-54 and 35-54.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Country (and New Country)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	103
Men's Casual Clothing	107
Men's Shoes	110
Women's Business Clothing	116
Women's Casual Clothing	110
Women's Shoes	109
Children's Clothing	112
Infants' Clothing	113
Costume Jewelry	115
Fine Jewelry	113
Cosmetics, Perfumes, Skin Care Items	108

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	91
Domestic Light Beer	114
Domestic Regular Beer	98
Imported Beer	87
Microbrew	93
Malt Alternative/Malt Liquor Beverages	108

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	103
Salty Snacks	113
Candy	110
Energy Bars/Nutrition Bars	104

A majority of these listeners bought apparel during the past 12 months (76%). They were above national norms for purchasing men's, women's and children's clothing.

Just over half of listeners 21 or older (53%) had wine, beer, or other malt beverages during the past 30 days. They were more likely than the average adult of drinking age to choose domestic light beer or malt alternative/malt liquor beverages.

A majority of the Country/New Country audience reported having health insurance (86%) and life insurance (68%), above the national norms for coverage.

These listeners were above average for participating in a number of recreational pursuits measured in the Scarborough survey. They were particularly drawn to outdoor activities like gardening, fishing and camping.

Coupon Usage (Household)	Pct.
Use Grocery Coupons	79%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	102
In-Store Circulars/Coupons	100
Loyalty Cards	103
Electronic Sources (E-Mail/Text/Online)	109
Product Packages	111

Health and Wellness Indicators	Index
Have Health Insurance	102
Have Life Insurance	109
Belong to Health or Exercise Club	94
Regularly Buy Organic Food	88
Past 12 Months:	
Dental Check-Ups or Procedures	104
Vision Check-Ups or Procedures	100
Treated by Dermatologist	92
Past 30 Days:	
Bought Prescription Drugs	101
Looked for Medical Services or Info Online	100
Shopped for Medicine Online	105

Recreation/Hobbies Past 12 Months	Index
Gardening	108
Swimming	117
Volunteer Work	108
Fishing	127
Photography	109
Camping	132
Bowling	118
Biking	104
Free Weights/Circuit Training	104
Sewing/Crafts	116

Country/New Country listeners attended a variety of entertainment events during the past 12 months. Most went to new movies and they were more likely than the average adult to enjoy pro sports events and high school sports events. As we'd expect, they were far above national norms for attending country music concerts and were also more likely than the general population to go to monster truck exhibitions, NHRA drag races and professional bull riding events.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Country (and New Country)



Entertainment Past 12 Months	Index
New Movie at Theater	104
Pro Sports Event	110
Casino	102
Zoo	109
High School Sports Event	114
Rock Concert	105
Country Music Concert	172
Monster Trucks	156
NHRA Drag Racing	148
Pro Bull Riding	177

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	105
Laptop Computer	106
Smartphone	105
Other Mobile Computing Device	98
E-Reader	88

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	112
Listened to Radio Online	99

Most listeners shopped online during the past 12 months (58%), contributing \$25.2 billion to e-commerce.

A strong majority of Country/New Country listeners reported being registered to vote (83%). Compared with all registered voters nationally, these voters were more likely to lean Republican.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	58%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Toys/Games	104
Sporting Event Tickets	105
Sports Logo Apparel	101
Pet Supplies	108
Insurance	104
Total online spending past 12 months: \$25.2 billion	

Voter Profile (Self-Identified)	Index
83% of Listeners are Registered to Vote	102
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	84
Identify as Republican/Independent but Feel Closer to Republican	118
Identify as Independent/Other	98
Contribute to Political Organizations	85
Support Politicians Based on Environmental Positions	83

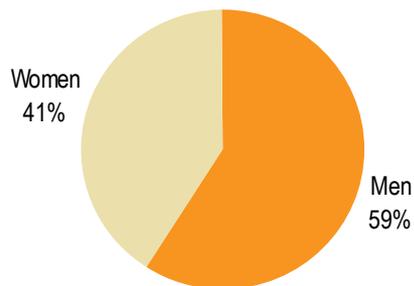
Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

News/Talk/Information (and Talk/Personality)



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
12.3%	12.4%	12.3%	12.5%	12.5%	14.1%	12.9%	12.1%

12+ AQH Share in PPM Markets	12.7%
12+ AQH Share in Diary Markets	12.3%
12+ AQH Share in non-Metro counties	10.6%

- No. 1 format in PPM markets
- No. 1 format in weekday mornings
- A leader among adults aged 35 and above, No. 1 55+
- Among radio's most educated and affluent listeners

Where the Headlines and Top Talkers Meet

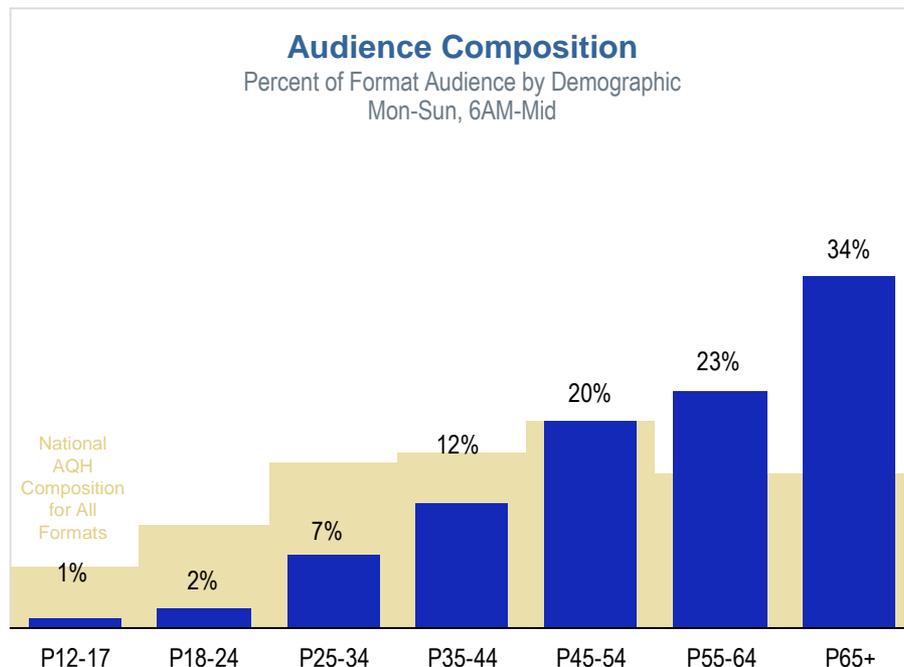
Featuring a combination of news, talk shows, specialty information and entertainment programming (especially on public radio), News/Talk/Information appealed to consumers in all size markets, ranking nearly as high in Diary Metros as in PPM markets, and also quite strongly in non-Metro areas. In Fall 2010, N/T/I was the top-rated format in PPM markets, and No. 2 in Diary and non-Metro areas. More than 58 million listeners tuned in to 1,793 N/T/I stations in Fall 2010, the fourth most of all formats. It's expected that the format's ratings will rise again in 2012 with the upcoming presidential campaign, as it did in Fall '08.

In Fall '10, the majority of N/T/I's audience was at least 55 years old, and the format controlled more than a quarter of all radio listening by those aged 65 and above, far and away No. 1 with that age group. While the 34% proportion of N/T/I's listenership aged 65+ was twice that of any other format, the segment of those 55-64 has been climbing steadily, ranking second only to Classic Rock. Though less than 11% of its audience was under 35, N/T/I was still among the top four formats among men 25-34. The format was No. 3 with adults 35-44 (No. 2 with men); it was No. 2 with adults 45-54 (No. 1 with men, No. 3 with women); No. 1 with adults and men 55-64 (No. 2 with women) and No. 1 overall with adults over 65.

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Audience Composition

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



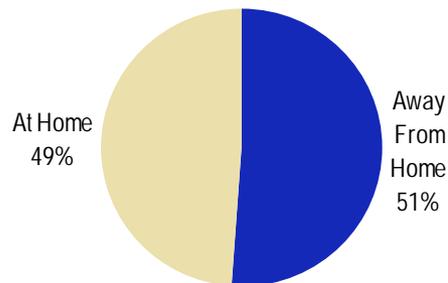
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

News/Talk/Information (and Talk/Personality)

Share of Listening by Location

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



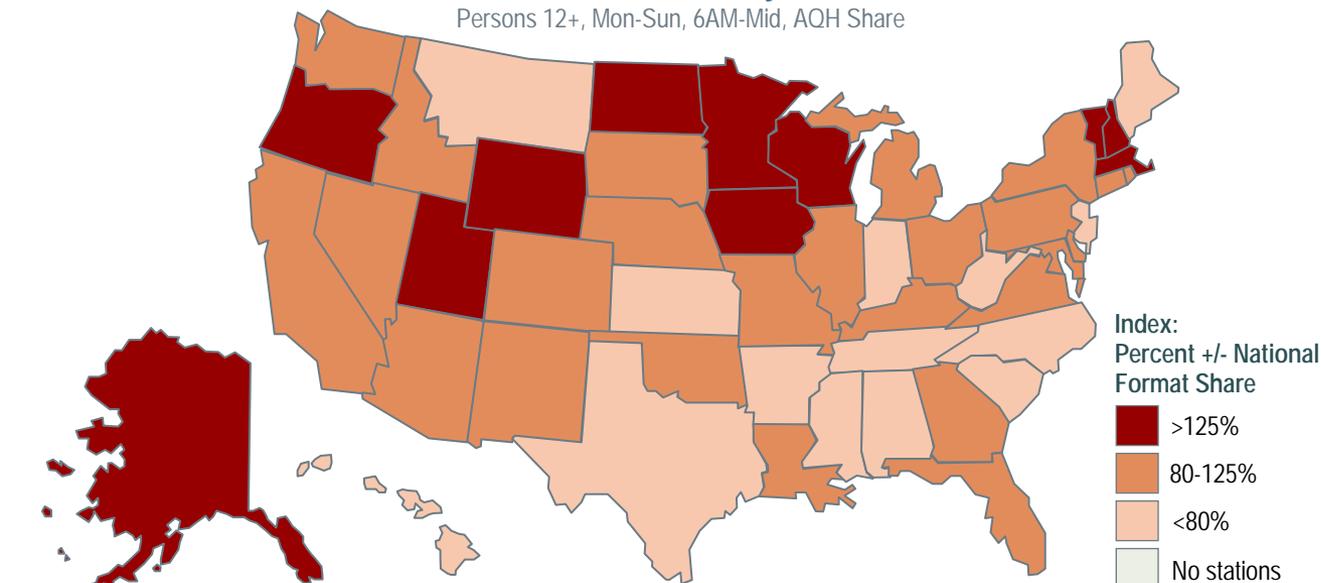
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
161	154	123	38	59

Audience Share by State

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



Although in Fall '10 the ratio of listening to News/Talk/Information away-from-home was slightly larger than at-home listening and rose 1% between Fall '09 and Fall '10, only Religious radio had a higher at-home proportion. During weekday mornings, News/Talk/Information was the No. 1 format, and at that time, N/T/I's ratings were 61% above its full-week average; that was a larger spike than any other format had at that time of day. N/T/I ranked No. 2 in middays (53% above its overall share), afternoons and weekends, and was third during weekday evenings.

During Fall '10, N/T/I stations ranked No. 1 in the PPM markets of Cincinnati, Jacksonville, Milwaukee-Racine, Sacramento and Salt Lake City-Ogden-Provo. They were also among the top three outlets in Atlanta, Boston, Cleveland, Columbus (OH), Portland (OR), San Francisco, San Jose and St. Louis. The format outperformed its national share by at least 50% in Alaska, Massachusetts, Minnesota, North Dakota, Utah, Vermont and Wyoming. Compared to Fall 2009, N/T/I showed at least a 15% ratings gains in Kentucky, Minnesota, New Hampshire, South Carolina and Wyoming.

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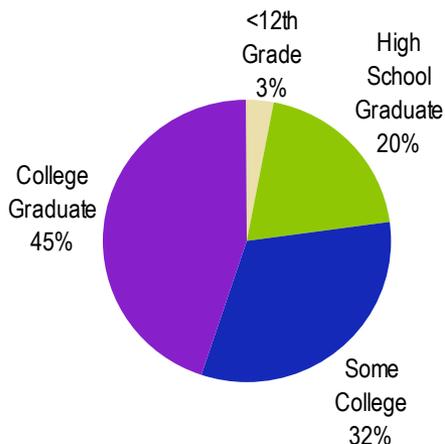
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

News/Talk/Information (and Talk/Personality)

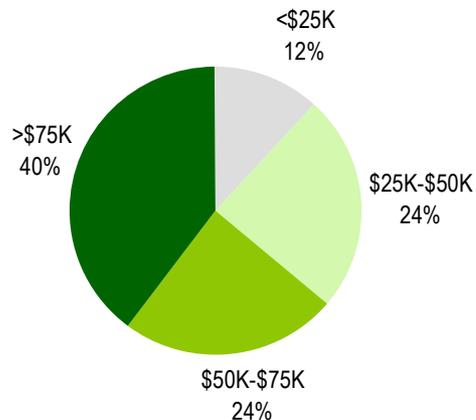
Education

Persons 18+



Household Income

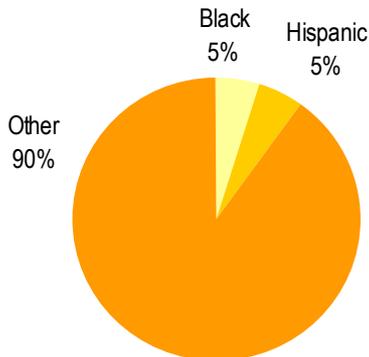
Persons 18+



Ethnic Composition*

AQH Persons

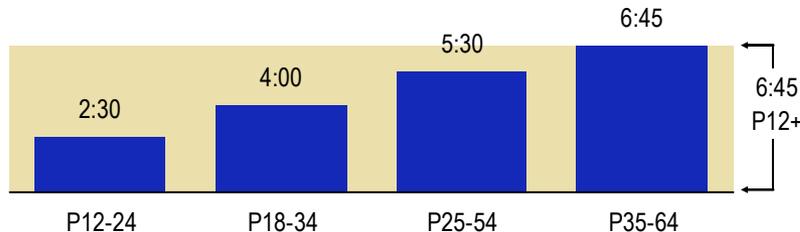
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



N/T/I adult consumers were among radio's most well educated. More than three-quarters have attended college or earned a degree, ranking No. 2 after All Sports in that category. The 45% who have graduated from a university or college was also second only to All Sports, and represented a 1% increase from the previous year, a larger gain than most formats in this study. About 64% of listeners to N/T/I aged 18+ resided in households generating at least \$50,000 per year and 40% lived in households earning \$75,000 or more, positioning the format at No. 2 after All Sports in both categories for the second straight year.

Although the proportion of its listeners who are African American increased incrementally between Fall 2009 and 2010, N/T/I remained overwhelmingly nonethnic, with 90% of its audience being neither Hispanic nor African American. That ranked the format second only to Country in its homogenous composition, up from fourth in Fall 2009.

Although there was a 30-minute decrease in time spent listening overall and in all adult age groups, N/T/I was among the top four format leaders in TSL with adults aged 25-54 and 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

News/Talk/Information (and Talk/Personality)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	123
Men's Casual Clothing	111
Men's Shoes	106
Women's Business Clothing	94
Women's Casual Clothing	94
Women's Shoes	89
Children's Clothing	84
Infants' Clothing	85
Costume Jewelry	98
Fine Jewelry	102
Cosmetics, Perfumes, Skin Care Items	95

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	124
Domestic Light Beer	102
Domestic Regular Beer	120
Imported Beer	117
Microbrew	148
Malt Alternative/Malt Liquor Beverages	65

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	101
Salty Snacks	105
Candy	100
Energy Bars/Nutrition Bars	112

Coupon Usage (Household)	Pct.
Use Grocery Coupons	80%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	102
In-Store Circulars/Coupons	97
Loyalty Cards	110
Electronic Sources (E-Mail/Text/Online)	105
Product Packages	101

Health and Wellness Indicators	Index
Have Health Insurance	108
Have Life Insurance	114
Belong to Health or Exercise Club	120
Regularly Buy Organic Food	118
Past 12 Months:	
Dental Check-Ups or Procedures	114
Vision Check-Ups or Procedures	112
Treated by Dermatologist	128
Past 30 Days:	
Bought Prescription Drugs	103
Looked for Medical Services or Info Online	133
Shopped for Medicine Online	128

Recreation/Hobbies Past 12 Months	Index
Gardening	115
Swimming	104
Volunteer Work	116
Photography	113
Biking	117
Free Weights/Circuit Training	114
Camping	103
Hiking	126
Golf	138
Yoga/Pilates	111

The audience of the N/T/I and Talk/Personality formats leaned more heavily male and this was reflected in apparel purchasing patterns that were above national averages for men's clothing and shoes.

Listeners aged 21 or older were well above the norm for enjoying all types of wine and beer, especially microbrew.

A strong majority of these listeners had health insurance (92%), the highest rate observed among all the formats studied. They were also paying more attention to their health than the average adult, being well above national norms for all of the health and wellness indicators reviewed for this report. Compared with the general population, listeners were far more likely to have health club memberships and to engage in a variety of sports and recreational activities.

Listeners sought out a variety of entertainment during the past 12 months, but they showed particularly high interest in cultural events, being far more likely than the average U.S. adult to attend live theater, art museums, symphony concerts or operas, and dance or ballet performances.

The audience of N/T/I and Talk/Personality had the highest rate of voter registration of all formats studied for this report (90%). Compared with all registered voters nationally, these voters were more likely to lean Republican. They showed a strong inclination to contribute to political organizations, being 61% above the national average for doing so.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

News/Talk/Information (and Talk/Personality)



Entertainment Past 12 Months	Index
New Movie at Theater	103
Pro Sports Event	118
Casino	103
Live Theater	136
Zoo	102
Art Museum	138
Rock Concert	111
Symphony, Opera, etc.	157
Dance or Ballet Performance	123
Country Music Concert	101

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	108
Laptop Computer	112
Smartphone	110
Other Mobile Computing Device	100
E-Reader	139

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	143
Listened to Radio Online	119

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	64%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Airline Tickets	121
Books	110
Music	105
Computer Hardware/Software	113
Consumer Electronics	115
Total online spending past 12 months: \$32.0 billion	

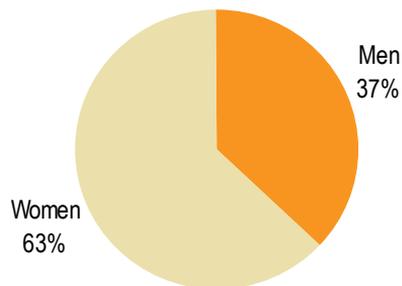
Voter Profile (Self-Identified)	Index
90% of Listeners are Registered to Vote	110
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	87
Identify as Republican/Independent but Feel Closer to Republican	119
Identify as Independent/Other	90
Contribute to Political Organizations	161
Support Politicians Based on Environmental Positions	129

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Adult Contemporary (and Soft Adult Contemporary)



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
8.5%	8.6%	7.1%	8.2%	8.1%	9.2%	9.4%	9.4%

12+ AQH Share in PPM Markets	10.7%
12+ AQH Share in Diary Markets	8.6%
12+ AQH Share in non-Metro counties	7.5%

- America's format with greatest reach
- Among the format leaders in every age group and daypart
- Evenly distributed adult audience composition
- No. 1 in female composition

Perennial Popular Music Favorite

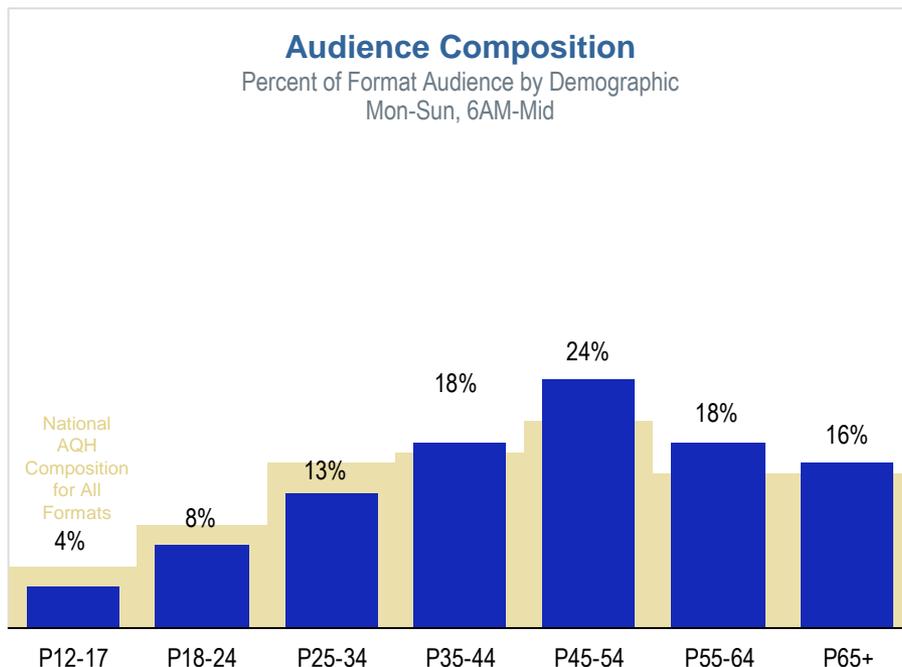
Powered by music from artists such as Train, Colbie Caillat, Michael Bubl  and Daughtry, Adult Contemporary and its associated format Soft AC was America's most-heard format, with more than 76 million listeners each week on 847 stations. AC held steady as the nation's No. 3-rated format with a 9.4% share of all listening, matching last year's high, and was No. 2 with women 12+. It was the fourth most popular format among teens and adults 18-24 (up from fifth in Fall '09); third with adults 25-34, 45-54 (No. 1 with women), 55-64 and over 65; and No. 2 with adults 35-44. AC ranked No. 3 in Diary and non-Metro areas, and was No. 2 in PPM markets, where the format did even better than its national average.

AC has arguably the most uniform bell curve in its adult 35-64 audience composition, peaking with adults 45-54, who comprised close to a quarter of the format's listenership. In Fall 2010, about 42% were between the ages of 12 and 44, as well as between 35 and 54 years old and also between ages 45 and 64. No other format in this study had such an evenly distributed audience alignment. Despite its adult orientation, AC's 12-24 composition grew 1% between Fall '09 and Fall '10. It continued to have the highest

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Audience Composition

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



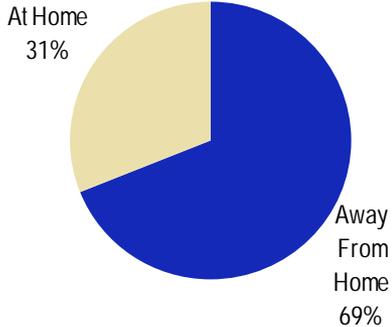
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Contemporary (and Soft Adult Contemporary)

Share of Listening by Location

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



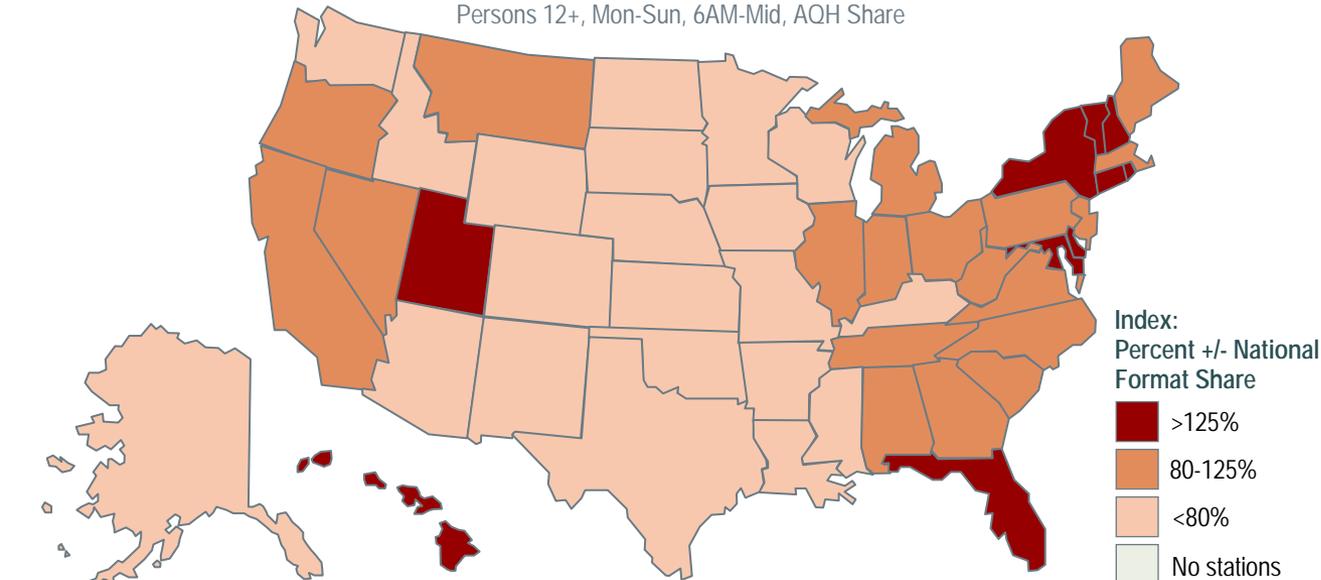
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
122	157	127	40	75

Audience Share by State

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



ratio of female-to-male listeners of all 23 formats covered in this report. That proportion remained essentially unchanged over the past year. A popular choice for at-work listening, AC has consistently earned its largest ratings in middays when it registered 57% above its norm, the highest of any format in this report. Besides ranking No. 3 in ratings overall, the format was third in weekday mornings, middays, afternoons and weekends, and was fourth during weekday evenings. In Fall 2010, an AC station was No. 1 in Denver, Detroit, Houston, Middlesex-Somerset-Union, Nashville, Nassau-Suffolk, New York, Philadelphia, Phoenix, Portland (OR), Providence-Warwick, Raleigh-Durham, San Jose, Seattle-Tacoma, Tampa-St. Petersburg-Clearwater and West Palm Beach-Boca Raton. AC stations were rated among the top three in Baltimore, Chicago, Cleveland, Greensboro-Winston-Salem-High Point, Hartford, Indianapolis, Las Vegas, Los Angeles, Miami-Ft. Lauderdale, Norfolk, Salt Lake City-Ogden-Provo, San Diego, San Francisco and Washington, DC.

The format outperformed its national share by at least 50% in Connecticut, Delaware, Hawaii, New Hampshire, Rhode Island, Utah and Vermont. Year to year, AC's ratings increased by at least 15% in the District of Columbia, Indiana, Montana, North Dakota, Nebraska and Vermont.

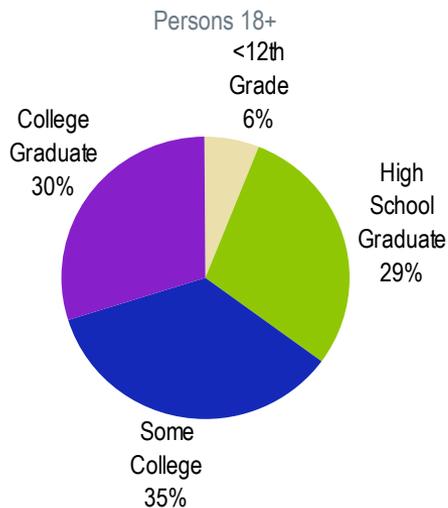
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Note: Due to rounding, totals may not add to 100.

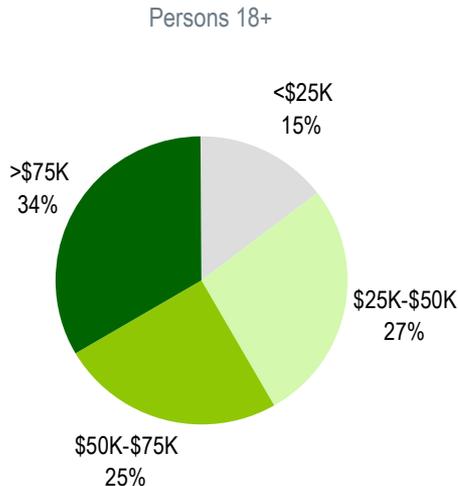
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Contemporary (and Soft Adult Contemporary)

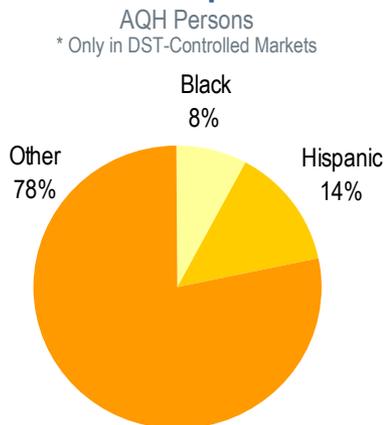
Education



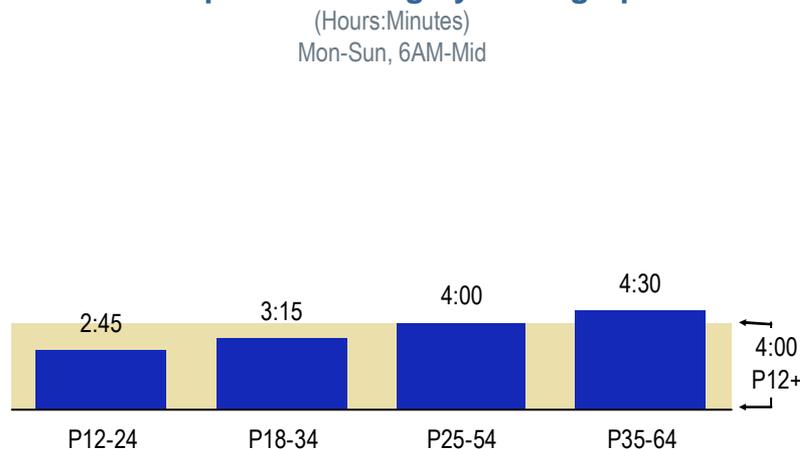
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



Nearly 65% of adult AC listeners have been to college or earned a diploma, and 30% hold a degree, ranking AC listeners fifth highest in education attainment. More than 58% of AC listeners aged 18+ lived in households earning at least \$50,000 in income annually, ranking sixth highest of the 16 major formats covered. AC also ranked No. 6 in the \$75,000+ segment.

AC listeners were fairly diverse ethnically, with more than 21% of the audience identifying as Hispanic or African American, an increase of nearly 1% from Fall 2009, and the third most diverse of all general-market secular formats in this report.

Time spent listening to AC decreased just 15 minutes per week compared to Fall 2009, with TSL among those aged 12-24 holding steady and the format ranking in the upper half among adults 35-64 of the 16 leading formats studied.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Contemporary (and Soft Adult Contemporary)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	115
Men's Casual Clothing	107
Men's Shoes	104
Women's Business Clothing	125
Women's Casual Clothing	114
Women's Shoes	113
Children's Clothing	110
Infants' Clothing	110
Costume Jewelry	119
Fine Jewelry	111
Cosmetics, Perfumes, Skin Care Items	113

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	118
Domestic Light Beer	99
Domestic Regular Beer	103
Imported Beer	114
Microbrew	99
Malt Alternative/Malt Liquor Beverages	104

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	102
Salty Snacks	104
Candy	101
Energy Bars/Nutrition Bars	112

Coupon Usage (Household)	Pct.
Use Grocery Coupons	80%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	101
In-Store Circulars/Coupons	102
Loyalty Cards	115
Electronic Sources (E-Mail/Text/Online)	115
Product Packages	102

Health and Wellness Indicators	Index
Have Health Insurance	103
Have Life Insurance	104
Belong to Health or Exercise Club	122
Regularly Buy Organic Food	117
Past 12 Months:	
Dental Check-Ups or Procedures	109
Vision Check-Ups or Procedures	103
Treated by Dermatologist	114
Past 30 Days:	
Bought Prescription Drugs	101
Looked for Medical Services or Info Online	123
Shopped for Medicine Online	121

Recreation/Hobbies Past 12 Months	Index
Gardening	103
Swimming	113
Volunteer Work	107
Photography	114
Jogging/Running	108
Free Weights/Circuit Training	116
Biking	110
Bowling	109
Hiking	108
Golf	105

A majority of these listeners bought apparel or shoes during the past 12 months (78%). They were above average for purchasing in every category of apparel measured in the Scarborough survey, especially for women's business clothing. Most purchased from traditional retail locations but listeners also exceeded norms for buying clothing and accessories online.

Over half of listeners 21 or older (57%) had wine, beer or other malt beverages during the past 30 days. They were more likely than the average adult of drinking age to enjoy wine and imported beer.

A strong majority of Adult Contemporary/Soft Adult Contemporary listeners had health insurance (87%) and life insurance (65%), and they were above national norms for all of the health and wellness indicators reviewed for this report. Listeners were more likely than the average adult to have health club memberships, eat organically, and engage in a variety of sports and recreational activities.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Adult Contemporary (and Soft Adult Contemporary)

Entertainment Past 12 Months	Index
New Movie at Theater	110
Pro Sports Event	115
Casino	107
Zoo	112
Live Theater	124
Theme Park	119
Art Museum	124
Rock Concert	119
Symphony, Opera, etc.	116
Dance or Ballet Performance	121

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	109
Laptop Computer	115
Smartphone	120
Other Mobile Computing Device	107
E-Reader	124

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	123
Listened to Radio Online	113

The audience lived in households that exceeded national norms for ownership of computers, smartphones and other mobile devices. They were more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most listeners made online purchases during the past 12 months (63%), contributing \$33.8 billion to the Internet economy.

Most of the Adult Contemporary and Soft Adult Contemporary audience reported being registered voters (83%). Compared with all registered voters nationally, these listeners were slightly more likely to lean Democrat. They showed above-average inclination to contribute to political organizations and to support candidates based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	63%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Clothing/Accessories	104
Airline Tickets	113
Books	105
Music	106
Health and Beauty Items	112
Total online spending past 12 months: \$33.8 billion	

Voter Profile (Self-Identified)	Index
83% of Listeners are Registered to Vote	102
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	102
Identify as Republican/Independent but Feel Closer to Republican	98
Identify as Independent/Other	100
Contribute to Political Organizations	104
Support Politicians Based on Environmental Positions	110

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

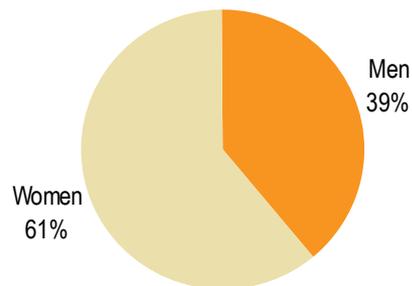
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Pop Contemporary Hit Radio (Pop CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
6.3%	5.8%	5.5%	5.5%	5.6%	5.9%	6.7%	7.6%

12+ AQH Share in PPM Markets	7.5%
12+ AQH Share in Diary Markets	8.5%
12+ AQH Share in non-Metro counties	6.3%

- **Fastest-growing format by share increase**
- **No. 1 with teens and adults 18-24, but gradually maturing**
- **Affluence and education at all-time highs**
- **Among top 3 stations in 40% of PPM Metros**

Radio's Youth Leader and Growing

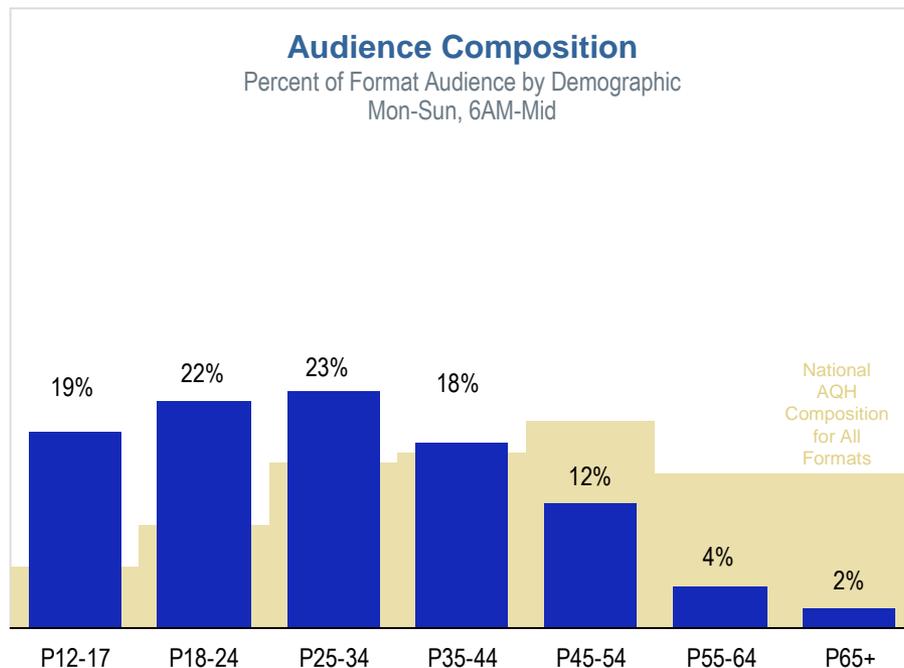
Fueled by popular artists such as Ke\$ha, Lady Gaga, Jason Derulo, Katy Perry, Taio Cruz and B.O.B., Pop CHR continued its growth streak, rising in national audience ratings for the fourth straight year to its highest share and largest one-year increase in at least nine years. The format's 6.7% to 7.6% gain was the biggest of any format in this report. No. 2 in weekly reach, America's 433 Pop CHR stations delivered more than 68 million consumers each week. These outlets generated somewhat higher ratings in Diary Metros than in PPM markets, non-Metro areas or the format as a whole. Though Pop CHR ranks fourth among all programming approaches, it's No. 3 in PPM Metros.

During Fall 2010, a full 25% of all teen listening went to Pop CHR, ranking the format far and away No. 1 in that age group (up from 22.2% in Fall '09). It had a 19.9% share with teen boys and a whopping 29.1% share with teen girls. Pop CHR also ranked again No. 1 with adults 18-24, among whom it controlled about a sixth of their tune-in. Pop CHR was No. 2 with adults 25-34 (No. 1 with women). Despite its strength with young listeners, the Pop CHR audience has continued to slowly age for the sixth straight year, as its 35+ composition rose from 34% in Fall '09 to 36% in Fall 2010, up from 27% in Spring 2005.

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Audience Composition

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



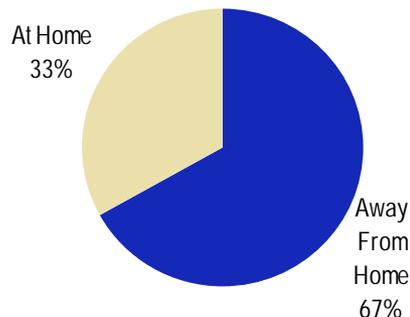
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Pop Contemporary Hit Radio (Pop CHR)

Share of Listening by Location

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



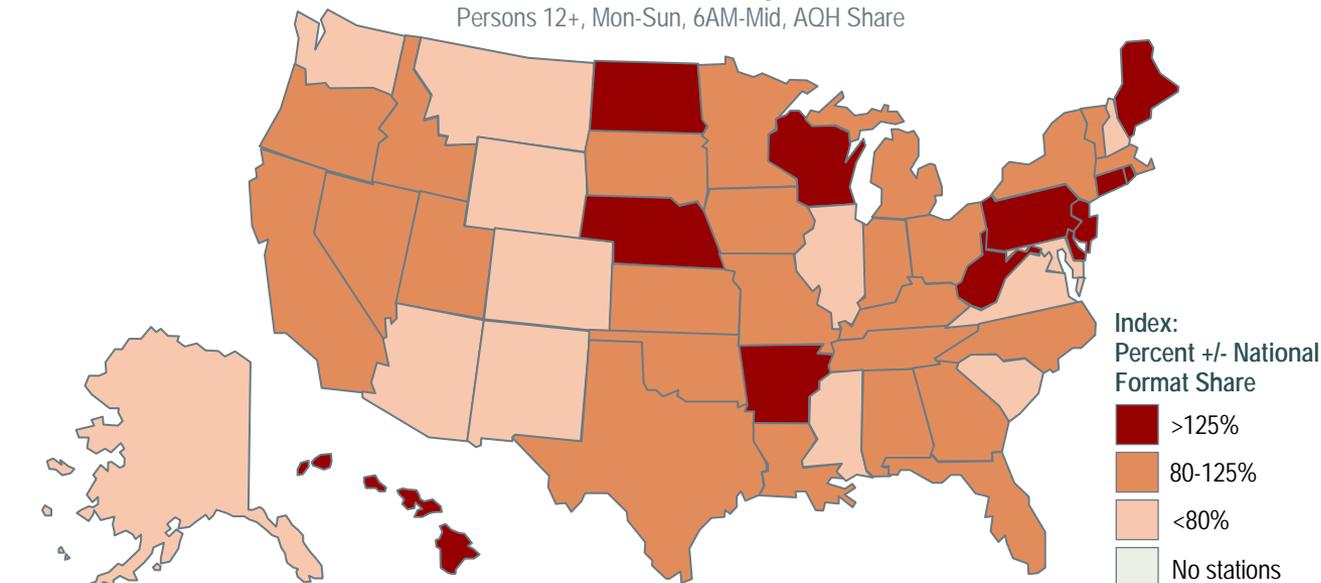
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
126	106	140	62	85

Audience Share by State

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



Pop CHR's rank among adults 45-54 improved from ninth to seventh in the past year. The big shift over time has been among those aged 12-24 years, with whom Pop CHR's composition has declined from 49% to 41% since Spring '05. The format's gender balance remained steady in the past year, ranking fourth highest in female composition.

In terms of location, two-thirds of listening to Pop CHR took place away from home, putting the format near the median in that statistic among the 23 formats covered. With increased ratings in every daypart, Pop CHR moved up from sixth to fourth in middays, and improved more than a share in afternoons, evenings (up from third to No. 2, where it got its strongest ratings) and weekends.

In Fall 2010, a Pop CHR station was rated No. 1 in Boston, Dallas, Los Angeles, Minneapolis-St. Paul, San Diego and St. Louis. Pop CHR stations ranked among the top three in Austin, Cincinnati, Kansas City, Miami-Ft. Lauderdale-Hollywood, Middlesex-Somerset-Union, New York, Orlando, Pittsburgh, Providence-Warwick, Raleigh-Durham, Seattle-Tacoma, Tampa-St. Petersburg-Clearwater and Washington, DC.

Pop CHR stations outperformed their national share by at least 50% in Connecticut, Delaware, New Jersey, Rhode Island, Wisconsin and West Virginia. The format enjoyed a 15% or more share gain between Fall '09 and Fall '10 in Arizona, California, Connecticut, Kansas, Maryland, Maine, Mississippi, North Carolina and Ohio.

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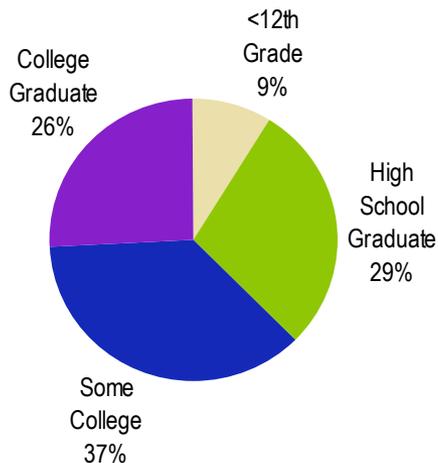
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Pop Contemporary Hit Radio (Pop CHR)

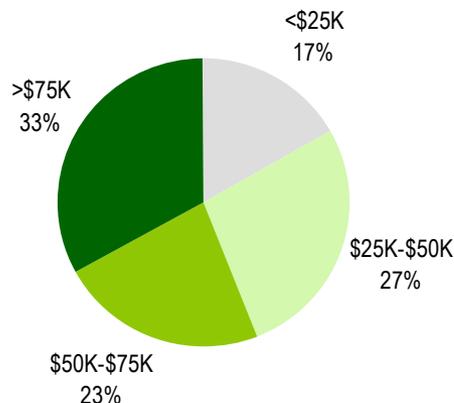
Education

Persons 18+



Household Income

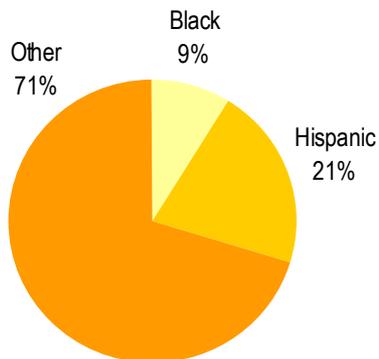
Persons 18+



Ethnic Composition*

AQH Persons

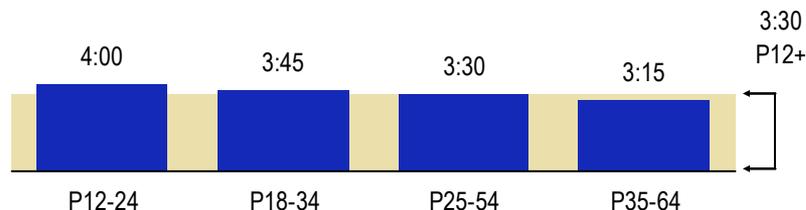
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Pop CHR ranked among the top eight formats in terms of its adult audience having attended or graduated from college, with that proportion rising from 61% to 62% between Fall '09 and Fall '10 to its highest level in five years. More than a quarter of adult Pop CHR listeners held a degree, an increase of nearly 2% in one year and the most since this format began being tracked in Spring 2005. About 56% lived in households producing \$50,000 or more per year, also up almost 2%. A third resided in households generating \$75,000 or higher the most ever recorded for Pop CHR, which moved up from ninth to No. 7 in this statistic among the 16 major formats in this report.

Close to 30% of Pop CHR's audience was ethnic, making it the second most diverse of any general market secular format. It ranked fifth highest out of 23 formats analyzed in terms of its 21% Hispanic concentration. Pop CHR gave up 15 minutes of listening per week overall in the past year, but held steady with adults aged 35-64. The format was tied for No. 4 in TSL among those aged 12-24.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Pop Contemporary Hit Radio (Pop CHR)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	125
Men's Casual Clothing	112
Men's Shoes	113
Women's Business Clothing	138
Women's Casual Clothing	114
Women's Shoes	120
Children's Clothing	129
Infants' Clothing	125
Costume Jewelry	123
Fine Jewelry	114
Cosmetics, Perfumes, Skin Care Items	119

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	107
Domestic Light Beer	116
Domestic Regular Beer	112
Imported Beer	128
Microbrew	109
Malt Alternative/Malt Liquor Beverages	169

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	104
Salty Snacks	108
Candy	110
Energy Bars/Nutrition Bars	113

Coupon Usage (Household)	Pct.
Use Grocery Coupons	77%
Use Coupons for Other Goods/Services	55%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	98
In-Store Circulars/Coupons	106
Loyalty Cards	115
Electronic Sources (E-Mail/Text/Online)	128
Product Packages	106

Health and Wellness Indicators	Index
Have Health Insurance	96
Have Life Insurance	93
Belong to Health or Exercise Club	125
Regularly Buy Organic Food	113
Past 12 Months:	
Dental Check-Ups or Procedures	102
Vision Check-Ups or Procedures	90
Treated by Dermatologist	91
Past 30 Days:	
Bought Prescription Drugs	95
Looked for Medical Services or Info Online	112
Shopped for Medicine Online	100

Recreation/Hobbies Past 12 Months	Index
Swimming	132
Jogging/Running	151
Bowling	150
Photography	118
Volunteer Work	103
Free Weights/Circuit Training	136
Biking	125
Camping	114
Hiking	118
Basketball	159

A majority of these listeners bought apparel or shoes during the past 12 months (81%). They were above average for purchasing in every category of apparel measured in the Scarborough survey, especially for both men's and women's business clothing. Most purchased from traditional retail locations, but listeners also exceeded norms for buying clothing and accessories online.

More than half of listeners 21 or older (57%) had wine, beer or other malt beverages during the past 30 days. They were above the norm for enjoying wine and all types of beer and were much more likely than the average adult of drinking age to drink malt alternative or malt liquor beverages.

Pop CHR listeners sought out a variety of entertainment during the past 12 months. They were avid moviegoers, with 72% attending a new movie during that time period, and they showed higher than average interest in attending pro sports events, concerts, theme parks and comedy clubs.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Pop Contemporary Hit Radio (Pop CHR)



Entertainment Past 12 Months	Index
New Movie at Theater	123
Pro Sports Event	121
Casino	103
Zoo	130
Theme Park	146
Live Theater	106
High School Sports Event	107
Rock Concert	143
Art Museum	110
Comedy Club	150

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	110
Laptop Computer	122
Smartphone	148
Other Mobile Computing Device	138
E-Reader	117

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	142
Listened to Radio Online	138

The audience of Pop CHR lived in households that exceeded national norms for ownership of computers, smartphones, and other mobile devices. They were more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (66%) and contributed \$24.9 billion to the Internet economy during the past 12 months.

Most listeners of Pop CHR reported being registered voters (77%). Compared with all registered voters nationally, these voters were slightly more likely to lean Democrat and were also above the norm for identifying as Independent.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	66%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Clothing/Accessories	106
Music	112
Toys/Games	117
Health and Beauty Items	106
Movie Tickets	131
Total online spending past 12 months: \$24.9 billion	

Voter Profile (Self-Identified)	Index
77% of Listeners are Registered to Vote	95
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	102
Identify as Republican/Independent but Feel Closer to Republican	95
Identify as Independent/Other	106
Contribute to Political Organizations	75
Support Politicians Based on Environmental Positions	97

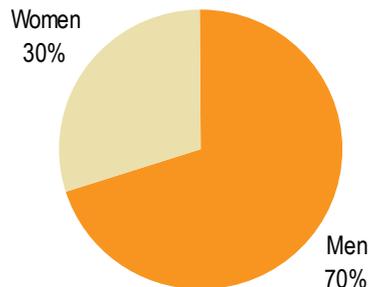
Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Classic Rock



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
4.9%	4.8%	4.9%	4.7%	4.5%	4.7%	5.0%	4.9%

12+ AQH Share in PPM Markets	4.1%
12+ AQH Share in Diary Markets	4.5%
12+ AQH Share in non-Metro counties	5.8%

- Strong concentration of adult listeners, especially 45-54 men
- Increasing proportion of college graduates
- Among the leaders in out-of-home listening
- Top 10 in \$75,000+ households

Solid Performer Throughout the Day

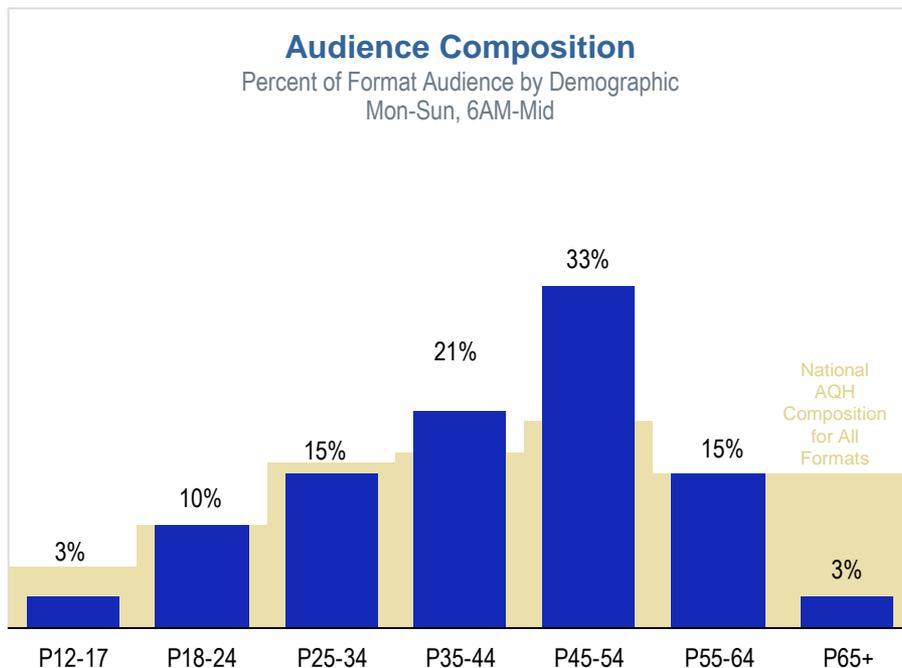
Aerosmith, Led Zeppelin, the Who and the Rolling Stones are among the iconic artists powering Classic Rock, heard on 548 stations by nearly 39 million consumers as the seventh most heard of all formats. These stations primarily played product from rock-image artists of the '60s, '70s and '80s, and are not concerned with whether a song was a hit single. Most of the music started around the time that AOR splintered from Pop CHR, with only a handful of mid-'60s titles, with some extending into "hair band" and even some "grunge" songs.

After two years of share growth, Classic Rock shed a tenth to attract 4.9% of all radio listening in Fall 2010, though this programming did even better in Diary Metros and non-Metro areas. About a third of Classic Rock's audience was between the ages of 45 and 54. That's up from just 17% in Spring 2005 and represents the highest concentration of audience in any one age group, regardless of format.

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Audience Composition

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



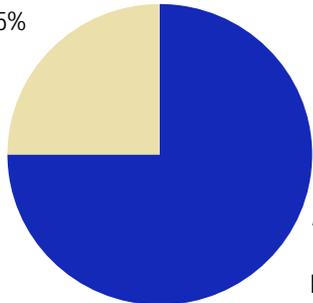
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Rock

Share of Listening by Location

AQH Persons 12+, Mon-Sun, 6AM-Mid
At Home
25%



Away From Home
75%

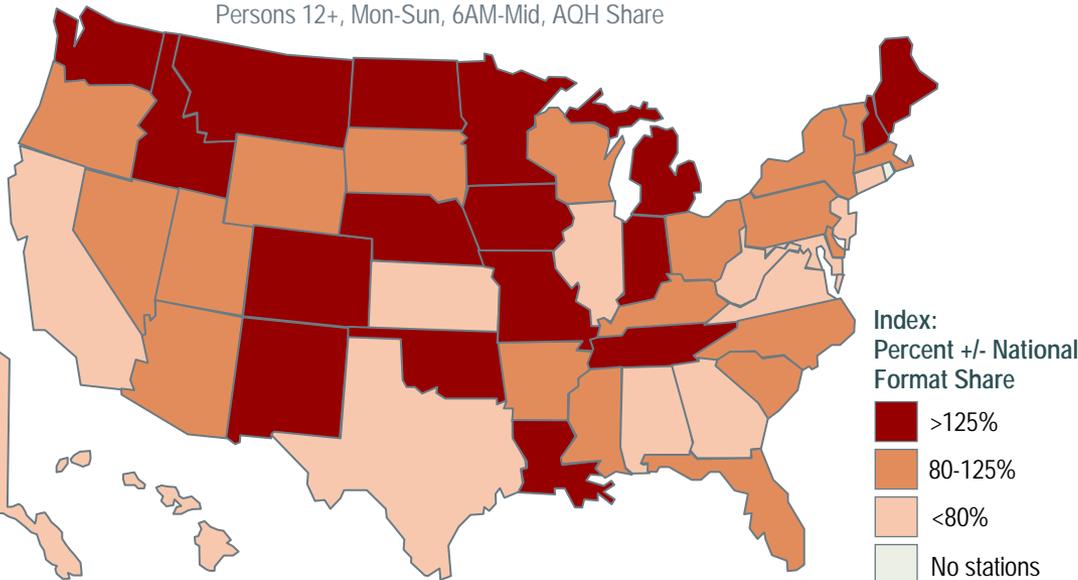
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
140	148	126	40	72

Audience Share by State

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



Approximately 54% of the Classic Rock audience was aged 35-54. About half of Classic Rock's audience was between ages 25 and 44 in Spring '05, but by Fall '10 48% were between 45 and 64, rising from 45% in Fall 2009 and from 28% in Spring '05. Classic Rock was fifth in share among adults aged 35-44 (third with men), fourth among adults 45-54 (third with men) and tied for fifth among 55-64 year olds. Classic Rock has consistently leaned decidedly male by more than 2:1, ranking fourth in its ratio of male-to-female listeners.

Another popular at-work format with its highest ratings during middays (ranking sixth), Classic Rock has reliably earned about 75% of its tune-in away from home; that's the third highest ratio of the 23 formats in this study. It also outperformed its overall ratings in mornings (ranking fifth), though that daypart is where Classic Rock gave up the most ratings between Fall '09 and Fall '10 (0.3 share).

During Fall '10, a Classic Rock outlet was No. 1 in Kansas City, and Classic Rock listeners could be found among the top three stations in Charlotte-Gastonia-Rock Hill, Minneapolis-St. Paul and Sacramento. The format delivered at least 50% more than its national share in Colorado, Indiana, Louisiana, Maine, Minnesota, Montana, North Dakota, Nebraska, Oklahoma, Tennessee and Washington. Year to year, Classic Rock registered a 15% or more ratings gain in Hawaii, Indiana, Louisiana, Maine, Michigan, Mississippi, North Carolina, New Mexico, Ohio, Utah and Vermont.

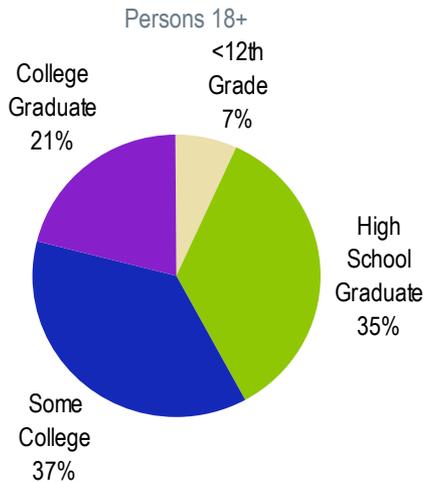
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Note: Due to rounding, totals may not add to 100.

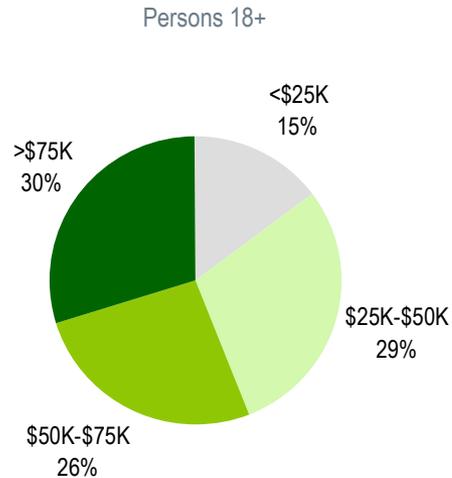
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Rock

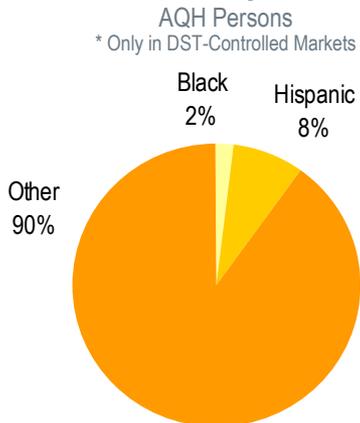
Education



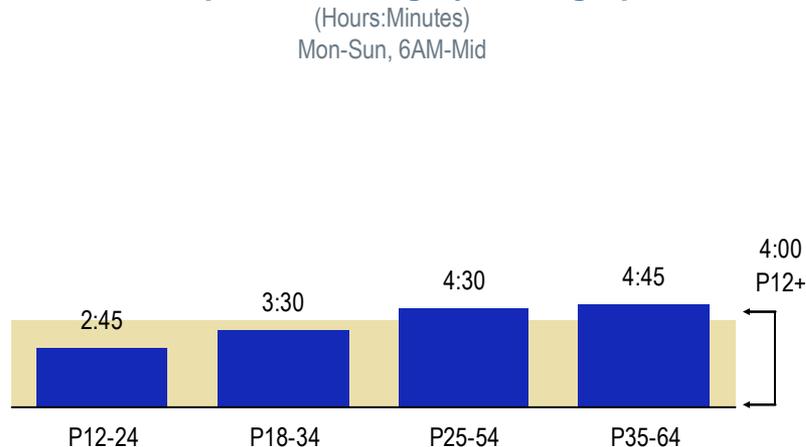
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



A solid majority of adult Classic Rock listeners have been to college or earned a degree, ranking Classic Rock among the top 10 of the major formats in this report. The proportion holding a diploma rose 1% between Fall '09 and Fall '10 to the highest level since the format was first tracked in Spring 2005.

Well more than half of Classic Rock consumers aged 18+ resided in households earning \$50,000 or more per year, with the \$50,000-\$75,000 segment up more than 1% in the past year. The format also ranked among the top 10 in the \$75,000 income category.

The aggregate Classic Rock audience was among radio's least ethnic at just 10%, third behind Country and News/Talk/Information and down from 11% in Fall 2009 with all of the decrease coming from Hispanics.

Time spent listening to Classic Rock declined 15 minutes per week year to year, ranking No. 6 in TSL among adults aged 35-64.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Rock

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	128
Men's Casual Clothing	119
Men's Shoes	118
Women's Business Clothing	105
Women's Casual Clothing	91
Women's Shoes	93
Children's Clothing	100
Infants' Clothing	92
Costume Jewelry	91
Fine Jewelry	108
Cosmetics, Perfumes, Skin Care Items	97

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	114
Domestic Light Beer	128
Domestic Regular Beer	138
Imported Beer	135
Microbrew	161
Malt Alternative/Malt Liquor Beverages	135

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	104
Salty Snacks	111
Candy	107
Energy Bars/Nutrition Bars	116

Coupon Usage (Household)	Pct.
Use Grocery Coupons	79%
Use Coupons for Other Goods/Services	55%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	100
In-Store Circulars/Coupons	102
Loyalty Cards	116
Electronic Sources (E-Mail/Text/Online)	117
Product Packages	106

Health and Wellness Indicators	Index
Have Health Insurance	101
Have Life Insurance	106
Belong to Health or Exercise Club	118
Regularly Buy Organic Food	111
Past 12 Months:	
Dental Check-Ups or Procedures	105
Vision Check-Ups or Procedures	95
Treated by Dermatologist	93
Past 30 Days:	
Bought Prescription Drugs	97
Looked for Medical Services or Info Online	119
Shopped for Medicine Online	121

Recreation/Hobbies Past 12 Months	Index
Gardening	110
Swimming	126
Photography	121
Volunteer Work	104
Biking	132
Fishing	129
Free Weights/ Circuit Training	132
Jogging/Running	115
Bowling	131
Camping	131

The Classic Rock audience leaned more heavily male and that was reflected in the purchasing patterns of apparel and accessories. Listeners were well above national averages for the purchase of men's business clothing, men's casual clothing and men's shoes.

Most listeners aged 21 or older (64%) had wine, beer or other malt beverages during the past 30 days. They showed a stronger-than-average preference for all types of beer and were particularly inclined toward microbrew.

A strong majority of Classic Rock listeners had health insurance (86%) and life insurance (66%). Listeners were more likely than the average adult to have health club memberships, eat organically and engage in a variety of sports and recreational activities.

Listeners also enjoyed a variety of entertainment during the past 12 months. Most attended a movie (66%) and they were more likely than the general population to attend professional sports and high school sports events and to go to casinos, rock concerts and comedy clubs.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Classic Rock

Entertainment Past 12 Months	Index
New Movie at Theater	113
Pro Sports Event	130
Casino	113
Zoo	112
Live Theater	106
Theme Park	107
Rock Concert	173
High School Sports Event	111
Art Museum	110
Comedy Club	143

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	113
Laptop Computer	120
Smartphone	130
Other Mobile Computing Device	118
E-Reader	136

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	143
Listened to Radio Online	129

Classic Rock listeners were more likely than the average adult in the U.S. to visit radio station Web sites and listen to radio online. Most also made online purchases (67%) and contributed \$18.6 billion to e-commerce during the past 12 months.

Most of the Classic Rock audience reported being registered voters (84%). They were slightly more likely to lean Republican than total voters and were also above the norm for identifying as Independent. They showed an above-average inclination to contribute to political organizations and to support candidates based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	67%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Airline Tickets	104
Music	110
Computer Hardware/Software	105
Consumer Electronics	113
Movie Tickets	110
Total online spending past 12 months: \$18.6 billion	

Voter Profile (Self-Identified)	Index
84% of Listeners are Registered to Vote	103
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	91
Identify as Republican/Independent but Feel Closer to Republican	106
Identify as Independent/Other	107
Contribute to Political Organizations	107
Support Politicians Based on Environmental Positions	123

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

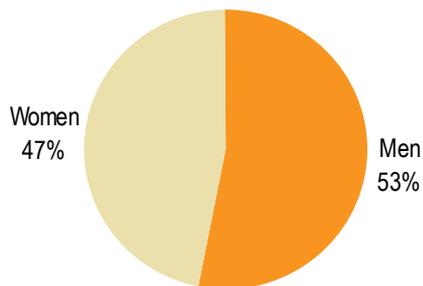
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Classic Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.2%	1.4%	1.6%	2.1%	2.8%	3.9%	4.8%	4.9%

12+ AQH Share in PPM Markets	5.5%
12+ AQH Share in Diary Markets	4.1%
12+ AQH Share in non-Metro counties	4.7%

- Eight straight years of ratings growth
- Fastest-growing format in recent years, dominant over Oldies
- Audience gains in most dayparts
- Gender balance at the median of leading formats

The Dominant Format for Pop's "Greatest Hits"

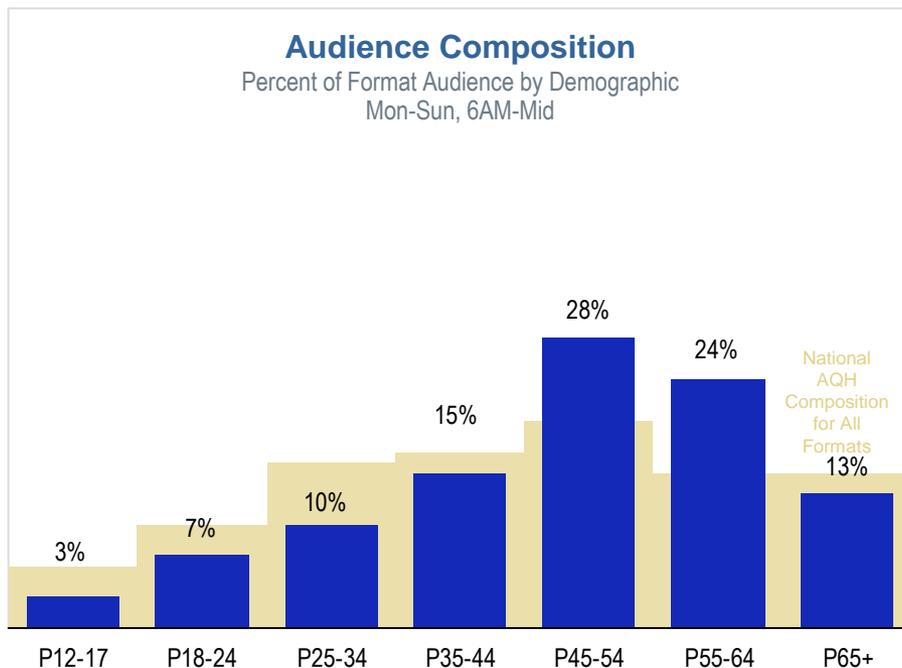
With a wide artist repertoire, Classic Hits covers pop and rock hits from the late '60s to the '80s. The presentation is more likely to resemble Classic Rock or '70s Album Oriented Rock, but musically the format is regarded as softer and more hit-single-oriented than Classic Rock. Many of its core artists that are pop in texture, such as Billy Joel, Fleetwood Mac, the Eagles and Elton John, still have rock credibility.

Rising in ratings for the eighth consecutive year, the Classic Hits format tied with Classic Rock in Fall 2010 with 4.9% of all radio listening, as more than 42 million people tuned in each week across 529 stations. Starting with a 0.9 share in Spring 2002, Classic Hits has enjoyed more growth since that time than any other format, propelled by decisions of many Oldies stations to rebrand themselves in recent years as Classic Hits for marketing and positioning purposes. That migration has left Oldies with just a 1.6% share. In short, it's been mostly a zero-sum situation, as Classic Hits and Oldies have combined for around a 6.0%-6.5% share over the years. Classic Hits scored its highest ratings in PPM markets, followed by non-Metro areas.

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Audience Composition

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



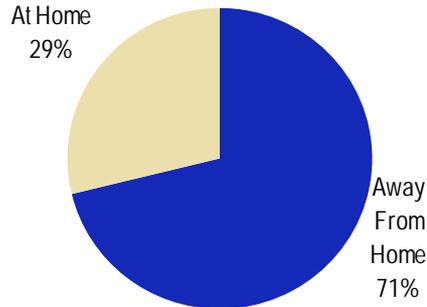
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Hits

Share of Listening by Location

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



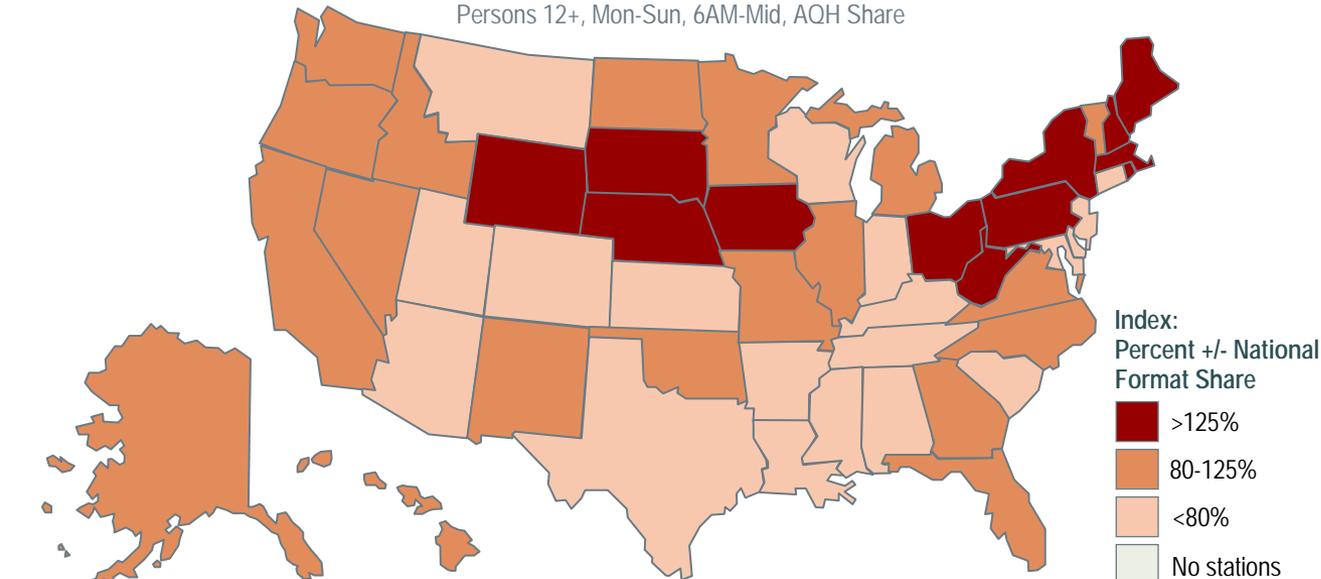
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
122	156	128	39	75

Audience Share by State

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



Classic Hits' audience composition was centered in the 45-64 age group, which comprised 53% of its listeners in Fall '10, up from 49% in Spring 2006. The 35-44 segment has fallen from 22% to 15%, while the 65+ sector has steadily risen from 8% to 13% over that time frame. In Fall '10, Classic Hits ranked No. 4 among adults 55-64 and 65+, and No. 5 with adults 45-54. The format is slightly more favored by men and was at the median of the 23 formats in this report for its male/female gender ratio.

More than 71% of tune-in to Classic Hits took place out of the home, ranking it among the leaders in its proportion of away-from-home listening. The format continued to post slight share gains in every daypart over the past year except in mornings, where it remained steady. Classic Hits received its best ratings in middays, when it indexed 56% above its overall share; only AC and Adult Hits indexed higher in that daypart. While tied for fifth rank overall, Classic Hits ranked fifth outright during weekday middays and weekends.

In Fall 2010, a Classic Hits station was No. 1 in Cleveland, Las Vegas and Riverside-San Bernardino, and it ranked among the top three in Los Angeles, New York, Pittsburgh, Portland (OR), San Antonio and Tampa-St. Petersburg-Clearwater. The format performed at least 50% above its national average in Iowa, Massachusetts, Maine, Pennsylvania and Rhode Island and gained at least 15% in audience from the previous year in Alaska, Arizona, California, Iowa, Indiana, Louisiana, Minnesota, New Hampshire, Ohio, Tennessee, Virginia, Vermont and Wyoming.

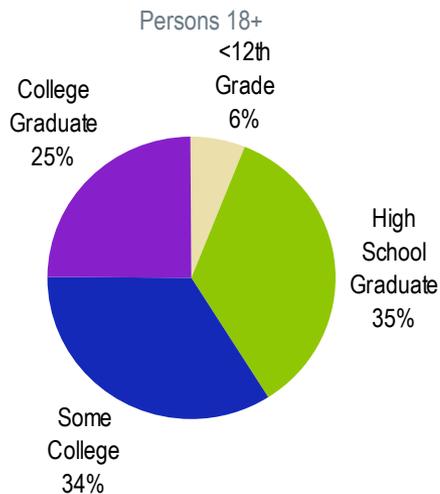
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Note: Due to rounding, totals may not add to 100.

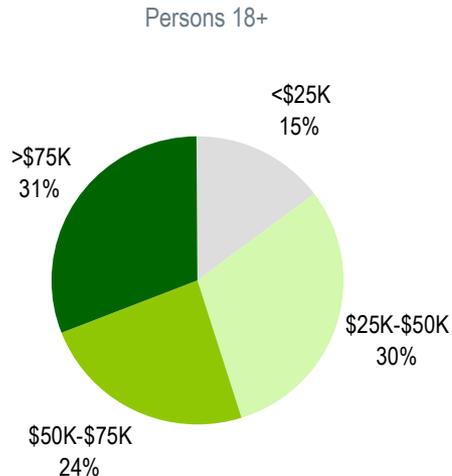
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Hits

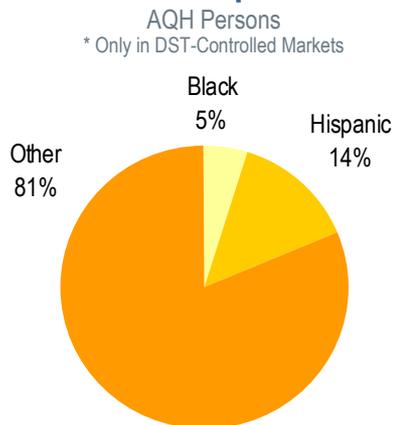
Education



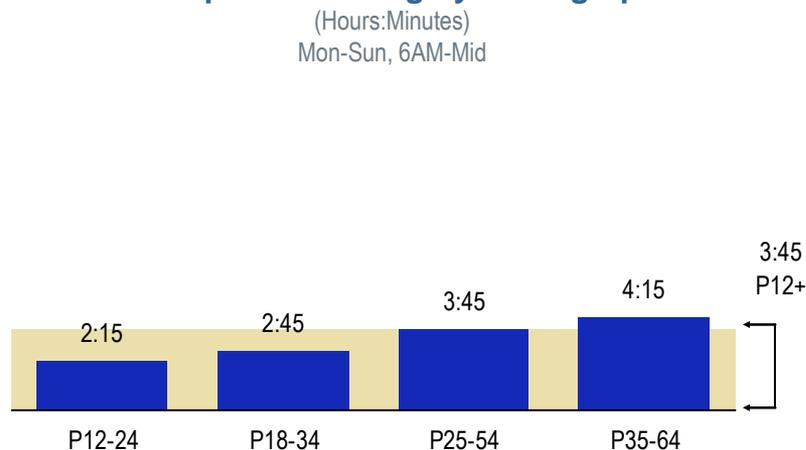
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



Adult Classic Hits listeners have slowly become more educated in recent years, as the proportion holding a degree has risen from 23% to nearly 25% between Spring '06 and Fall '10. A majority (55%) of Classic Hits consumers aged over 18 lived in households producing \$50,000 or more in income per year.

In Fall '10, 19% of the format's audience was ethnic, down from 20% the previous year, placing Classic Hits near the median in its diversity mix among the formats in this report. Time spent listening to Classic Hits decreased 15 minutes both overall and within each major age group.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	114
Men's Casual Clothing	109
Men's Shoes	106
Women's Business Clothing	109
Women's Casual Clothing	104
Women's Shoes	101
Children's Clothing	92
Infants' Clothing	94
Costume Jewelry	107
Fine Jewelry	107
Cosmetics, Perfumes, Skin Care Items	103

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	117
Domestic Light Beer	106
Domestic Regular Beer	116
Imported Beer	117
Microbrew	113
Malt Alternative/Malt Liquor Beverages	97

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	102
Salty Snacks	106
Candy	102
Energy Bars/Nutrition Bars	112

Coupon Usage (Household)	Pct.
Use Grocery Coupons	80%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	102
In-Store Circulars/Coupons	100
Loyalty Cards	112
Electronic Sources (E-Mail/Text/Online)	107
Product Packages	102

Health and Wellness Indicators	Index
Have Health Insurance	103
Have Life Insurance	107
Belong to Health or Exercise Club	113
Regularly Buy Organic Food	108
Past 12 Months:	
Dental Check-Ups or Procedures	107
Vision Check-Ups or Procedures	104
Treated by Dermatologist	111
Past 30 Days:	
Bought Prescription Drugs	102
Looked for Medical Services or Info Online	117
Shopped for Medicine Online	121

Recreation/Hobbies Past 12 Months	Index
Gardening	107
Swimming	108
Volunteer Work	104
Photography	110
Biking	114
Free Weights/Circuit Training	113
Bowling	103
Hiking	105
Golf	116
Yoga/Pilates	111

A majority of these listeners bought apparel or shoes during the past 12 months (76%). They were above average for purchasing both men's and women's clothing. Listeners lived in households that were about 10% below the national average for number of children in the household and that was reflected in purchasing of children's and infants' clothing that fell below national norms.

A strong majority of listeners had health insurance (87%) and life insurance (67%) and they were above national norms for all of the health and wellness indicators reviewed for this report. Listeners were more likely than the average adult to have health club memberships, eat organically, and engage in a variety of sports and recreational activities.

Classic Hits listeners sought out a variety of entertainment during the past 12 months and showed higher than average interest in a number of activities, including professional sports events, rock concerts and comedy clubs.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	106
Pro Sports Event	121
Casino	112
Zoo	106
Live Theater	118
Theme Park	116
Art Museum	117
Rock Concert	129
Symphony, Opera, etc.	119
Comedy Club	122

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	110
Laptop Computer	111
Smartphone	111
Other Mobile Computing Device	105
E-Reader	132

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	123
Listened to Radio Online	109

The audience of Classic Hits lived in households that exceeded national norms for ownership of computers, smartphones, and other mobile devices. They were more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (61%), spending \$19.2 billion online during the past 12 months.

Most Classic Hits listeners reported being registered voters (85%). Voters divided evenly between Democrats (40%) and Republicans (40%) with the remaining 20% identifying as Independent/Other. Voters showed an above-average inclination to contribute to political organizations and to support candidates based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	61%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Airline Tickets	112
Books	104
Health and Beauty Items	105
Movie Tickets	105
Office Supplies	107
Total online spending past 12 months: \$19.2 billion	

Voter Profile (Self-Identified)	Index
85% of Listeners are Registered to Vote	104
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	97
Identify as Republican/Independent but Feel Closer to Republican	103
Identify as Independent/Other	101
Contribute to Political Organizations	114
Support Politicians Based on Environmental Positions	107

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

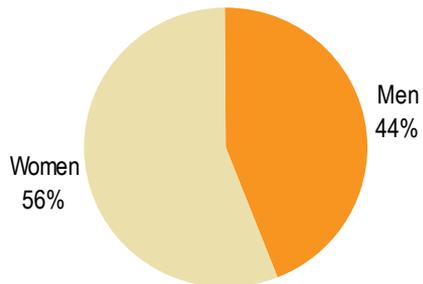
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Urban Adult Contemporary (Urban AC)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
2.6%	3.0%	3.2%	3.4%	3.7%	3.6%	4.0%	4.0%

12+ AQH Share in PPM Markets	5.1%
12+ AQH Share in Diary Markets	3.6%
12+ AQH Share in non-Metro counties	2.2%

- Outperforms its national share in PPM Metros
- Afternoon share reaches new high
- No. 1 in TSL among adults 35-64
- College graduation rate hits new peak

The Reliable Leader for African American Adults

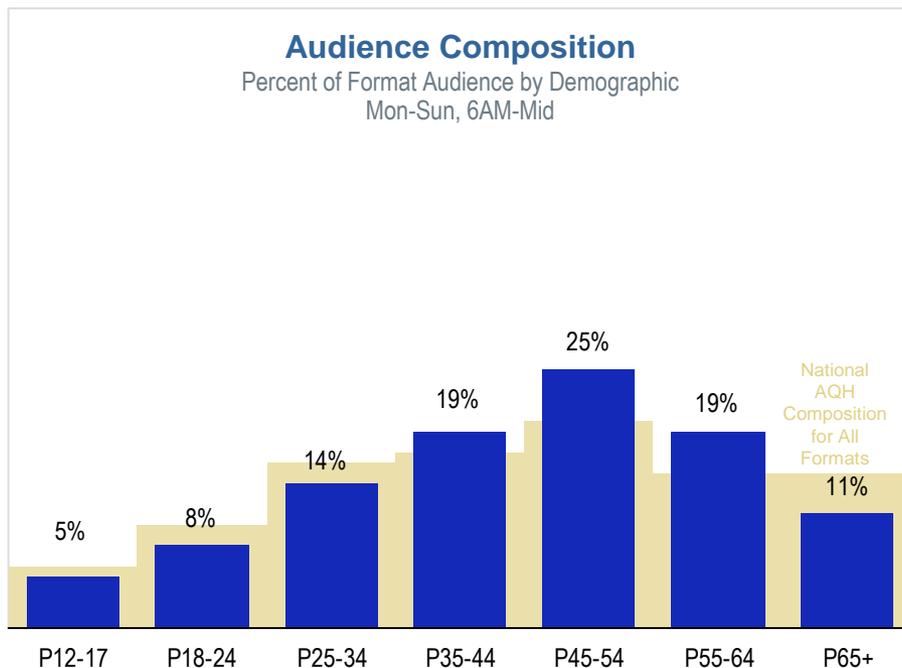
Moving up from eighth to No. 7 in Fall 2010 was Urban Adult Contemporary, which in the past year featured such popular artists as Maxwell, Fantasia, Charlie Wilson and Jaheim. The 191 stations programming Urban AC drew in more than 21 million listeners, giving the format a 4.0% share—the same as in Fall 2009—after having grown six of the previous seven years. In High Density Black Markets, Urban AC ranked far and away the No. 1 format in Fall '10, which helps explain why it significantly outperformed its national share in PPM Metros, where it ranked sixth overall.

Urban AC's audience has gradually aged, with the 25-44 adult segment down from 42% to 33% since Spring '05. More than 87% of Urban AC listeners were at least 25 years old, and more than 25% were between the ages of 45 and 54, with whom the format scored a 5.0% share. You can find close to 45% of Urban AC's listeners in either of the 35-54 or 45-64 age bracket. Urban AC's audience is indeed concentrated in those upper-middle demos, as of the 16 leading formats studied, Urban AC ranked fourth highest in its proportion of 45-54 listeners and No. 3 in its proportion of 55-64 consumers. Urban AC's.

continued ►

Audience Composition

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



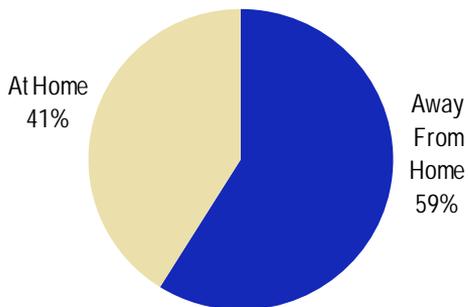
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Urban Adult Contemporary (Urban AC)

Share of Listening by Location

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



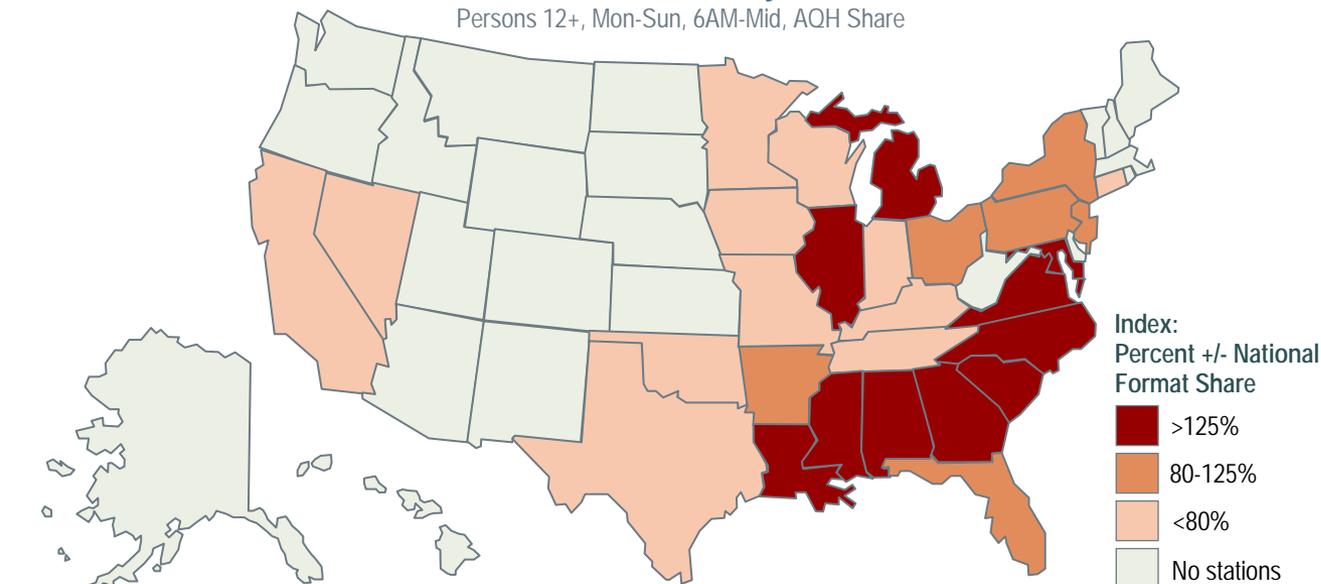
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
128	118	128	58	85

Audience Share by State

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



audience composition of 55-64 years old has steadily gained from 14% to 19% since Spring '05

Urban AC has continued to lean female, ranking sixth highest in its female/male gender ratio. For example, while ranked No. 13 among adults aged 25-34, Urban AC was No. 7 with women in that demo. It came in seventh overall with adults 35-44, but sixth among women. It was No. 6 with adults aged 45-54, but top 5 with women.

Although Urban AC ranks fourth highest of the 23 formats in this report in its proportion of listening taking place at home, tune-in to Urban AC has been moving away from home. In Fall '10, away from home listening accounted for 59% of the format's listening, up from 55% in Spring 2005.

Weekday evenings are when Urban AC produced its highest ratings in Fall '10, and it gained in rank from seventh to No. 6 in that daypart. Moreover, the format's share increased in middays, afternoons and weekends. Its afternoon ratings, a 4.0% share, were the highest recorded in the past six years, moving the format up from ninth to No. 8.

During Fall '10, an Urban AC station was No. 1 in Atlanta, Baltimore, Greensboro-Winston-Salem-High Point, Memphis, Miami-Ft. Lauderdale-Hollywood and Norfolk-Virginia Beach-Newport News. One could find an Urban AC station among the top three in Atlanta (as well as at No. 1), Chicago, Jacksonville, Orlando, Philadelphia, Raleigh-Durham, St. Louis and West Palm Beach-Boca Raton.

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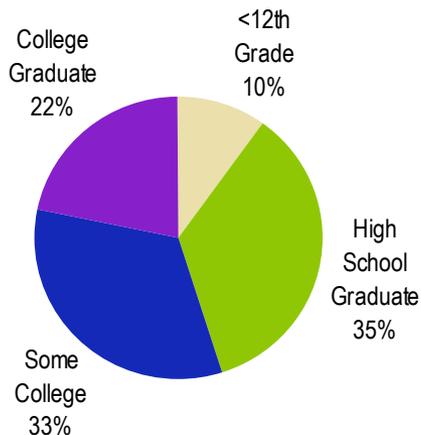
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Urban Adult Contemporary (Urban AC)

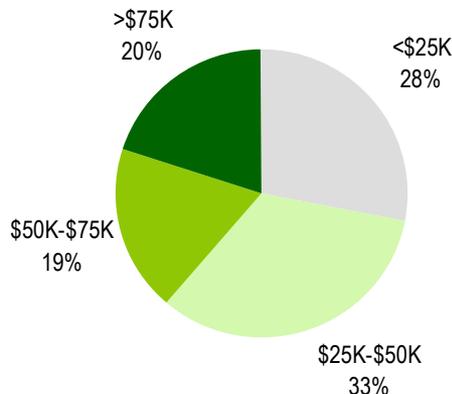
Education

Persons 18+



Household Income

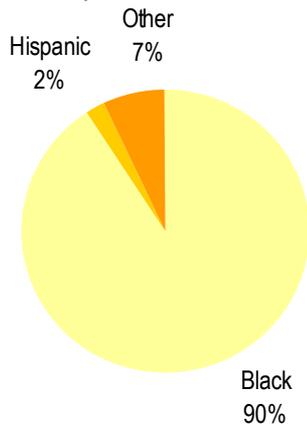
Persons 18+



Ethnic Composition*

AQH Persons

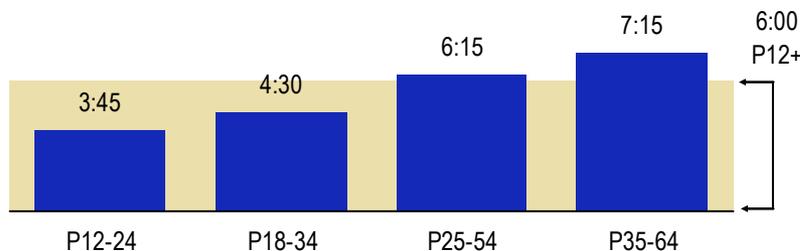
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Urban AC is a somewhat regionalized presentation, heard in 28 of the 50 states. It outperformed its national share by at least 50% in Alabama, the District of Columbia, Georgia, Louisiana, Maryland, Michigan, Mississippi, North Carolina, South Carolina and Virginia. Year to year, the format turned in a 15% or more ratings gain in Connecticut, Minnesota, New York and Oklahoma.

Well more than half of Urban AC's adult audience has attended college or earned a degree, and the proportion who hold a diploma rose 1.5% between Fall 2009 and Fall 2010 to a new high, ranking the format among the top 10 major programming approaches. About 20% of Urban AC listeners aged over 18 live in households with \$75,000 or more annual income, up from 17% in Spring '05.

As it has been for the past several years, more than 90% of Urban AC's audience is African American. Though down nearly 1% from Fall '09, that remains by far the highest proportion of Black consumers of any of the 23 formats in this report.

Urban AC gave up an hour of time spent listening per week between Fall '09 and Fall '10, which is likely to be at least partly attributable to several markets in High-Density Black Areas shifting from Diary to PPM measurement methodology in the fourth quarter of 2010. Still, Urban AC's TSL is No. 1 among adults aged 35-64, No. 3 with adults 25-54 and No. 5 among adults 18-34.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Urban Adult Contemporary (Urban AC)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	99
Men's Casual Clothing	87
Men's Shoes	91
Women's Business Clothing	134
Women's Casual Clothing	104
Women's Shoes	112
Children's Clothing	116
Infants' Clothing	108
Costume Jewelry	119
Fine Jewelry	115
Cosmetics, Perfumes, Skin Care Items	106

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	102
Domestic Light Beer	85
Domestic Regular Beer	92
Imported Beer	101
Microbrew	32
Malt Alternative/Malt Liquor Beverages	168

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	103
Salty Snacks	92
Candy	100
Energy Bars/Nutrition Bars	82

The Urban AC audience leans more heavily female and that was reflected in the purchasing patterns of apparel and accessories. Listeners were above the national averages for the purchase of women's clothing and shoes, especially women's business clothing.

Just over half of the audience aged over 21 had wine, beer or other malt beverages during the past 30 days (54%). They were slightly above average for drinking wine and imported beer but were well beyond the norm for choosing malt alternative and malt liquor beverages.

Most Urban AC listeners had health insurance (81%) although they were slightly below the national norm for having this coverage. Two-thirds also had life insurance.

Listeners had more limited participation in recreational activities than most other formats studied for this report but they were above average for jogging, bowling and playing basketball.

continued ►

Coupon Usage (Household)	Pct.
Use Grocery Coupons	75%
Use Coupons for Other Goods/Services	44%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	98
In-Store Circulars/Coupons	106
Loyalty Cards	100
Electronic Sources (E-Mail/Text/Online)	103
Product Packages	93

Health and Wellness Indicators	Index
Have Health Insurance	96
Have Life Insurance	106
Belong to Health or Exercise Club	98
Regularly Buy Organic Food	93
Past 12 Months:	
Dental Check-Ups or Procedures	85
Vision Check-Ups or Procedures	91
Treated by Dermatologist	77
Past 30 Days:	
Bought Prescription Drugs	98
Looked for Medical Services or Info Online	98
Shopped for Medicine Online	101

Recreation/Hobbies Past 12 Months	Index
Jogging/Running	114
Bowling	116
Free Weights/Circuit Training	102
Basketball	146

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Urban Adult Contemporary (Urban AC)



Entertainment Past 12 Months	Index
New Movie at Theater	108
Casino	108
Zoo	106
Theme Park	123
R&B/Rap/Hip-Hop Concert	384
Comedy Club	157
Circus	168
WWE (Pro Wrestling)	172

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	98
Laptop Computer	97
Smartphone	107
Other Mobile Computing Device	133
E-Reader	105

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	105
Listened to Radio Online	110

The Urban AC audience was also involved in fewer entertainment activities than listeners of other formats. Most attended new movies (63%), however, and listeners were above average for going to theme parks and comedy clubs. R&B/Rap/Hip-Hop concerts were highly popular with this group.

Only half of the audience made online purchases during the past 12 months but they did make a \$5.9 billion contribution to the Internet economy during that time period.

Most listeners of Urban AC reported being registered voters (84%). Compared with all registered voters nationally, these voters were far more likely to lean Democrat.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	50%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
Music	111
Computer Hardware/Software	104
Health and Beauty Items	114
Movie Tickets	135
Home Accessories	123
Total online spending past 12 months: \$5.9 billion	

Voter Profile (Self-Identified)	Index
84% of Listeners are Registered to Vote	103
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	165
Identify as Republican/Independent but Feel Closer to Republican	43
Identify as Independent/Other	76
Contribute to Political Organizations	71
Support Politicians Based on Environmental Positions	77

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

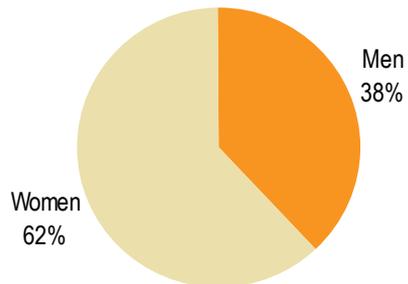
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Hot Adult Contemporary (Hot AC)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
3.8%	3.7%	3.6%	3.2%	3.2%	3.5%	4.0%	3.9%

12+ AQH Share in PPM Markets	4.0%
12+ AQH Share in Diary Markets	3.3%
12+ AQH Share in non-Metro counties	4.6%

- Strong favorite among women aged 12-44
- 15%+ ratings increases in 16 states
- College graduation rate hits new high, one of radio's best
- Ranks among top three formats for \$75,000 household income

A Nearly Perfect Adult Balance

After two straight years of growth, Hot Adult Contemporary settled back 0.1% to reach 3.9% of the U.S. radio audience, with slightly higher ratings in PPM markets and non-Metro areas than in Diary Metros. Broadcast by 476 stations, Hot AC entertained more than 41 million listeners each week (No. 6 overall), serving up such artists as Katy Perry, Lady Gaga and Bruno Mars.

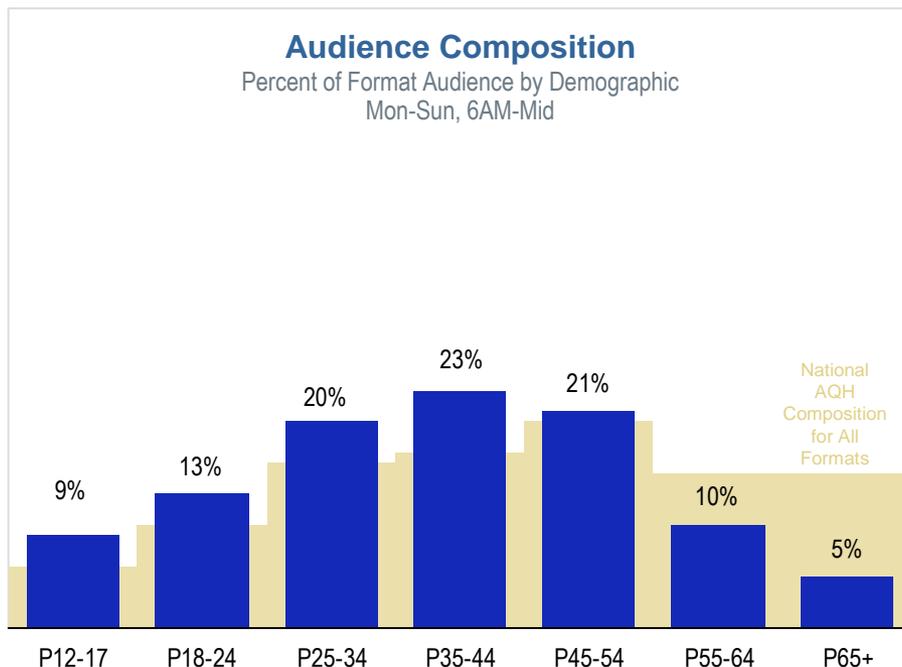
Hot AC's audience composition was unusual in that it had a nearly identical proportion of listeners in the 25-34, 35-44 and 45-54 age groups, with each accounting for 20%-23%. Rather than a bell curve, it's a plateau, with nearly equal sloping proportions younger and older. However, the audience overall has been growing a bit older, with the 45+ segment having risen since Spring 2005 from 26% to 36% by Fall 2010. Hot AC's adult 35-44 audience composition, at 23%, ranked third highest of the 16 major formats.

Women represent a solid majority of the Hot AC audience, consistently ranging between 60% and 63% the past four years, placing the format No. 3 in its proportion of women to men of the 23 formats in this report. As further evidence of Hot AC's female appeal, the format was ranked eighth overall, but fifth with women 12+. Hot AC is No. 6 among teens, adults 18-34 and 35-44, but fifth with teen girls and fourth with women 25-34 and 35-44.

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Audience Composition

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



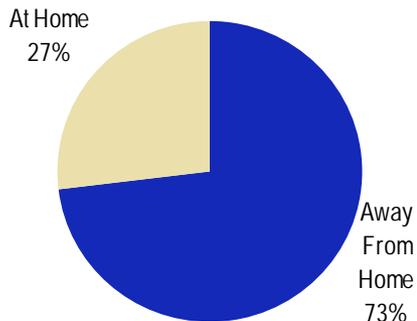
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Hot Adult Contemporary (Hot AC)

Share of Listening by Location

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



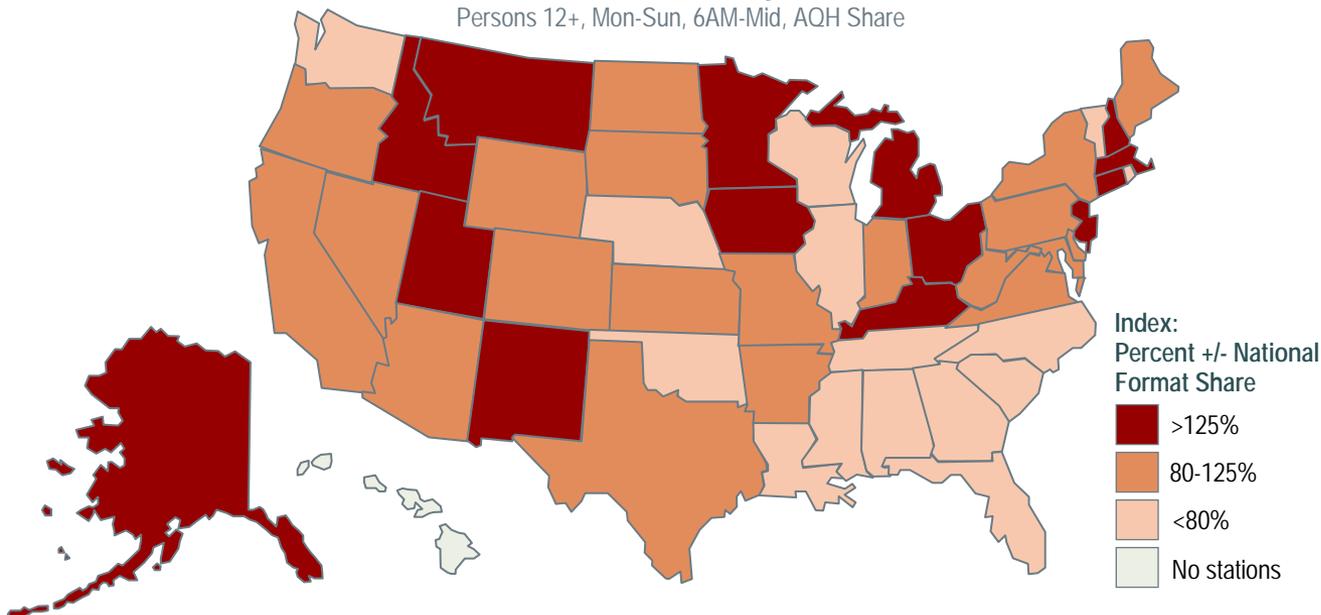
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
129	142	136	45	73

Audience Share by State

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



Close to three-quarters of tune-in to Hot AC took place somewhere other than home; that percentage has not shifted significantly in recent years, and Hot AC remained sixth highest of 23 formats in its away-from-home ratio.

The format's ratings during key weekday dayparts remained stable year to year, but were down 0.2 on weekends, which resulted in the 0.1 overall decline. Hot AC's ratings peak, in afternoons, when it continued to rank No. 7, as it also did again in middays.

During Fall '10, a Hot AC station was No. 1 in Columbus, OH, and among the top three stations in Middlesex-Somerset-Union, Phoenix and San Diego. The format outperformed its national ratings by at least 50% in Alaska, Connecticut, Idaho, Kentucky, Massachusetts, Michigan, Minnesota, Montana, New Hampshire, New Jersey, New Mexico, Ohio and Utah. Its ratings increased at least 15% year to year in Arkansas, Colorado, Florida, Idaho, Kentucky, Maine, North Carolina, New Hampshire, New Mexico, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Virginia and West Virginia.

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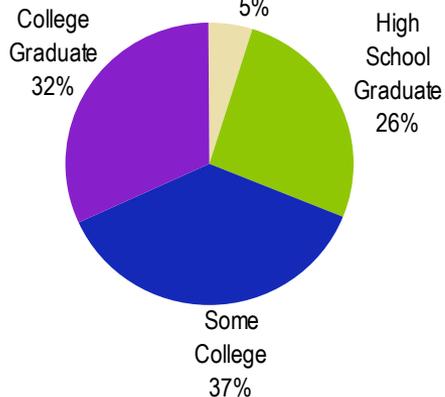
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Hot Adult Contemporary (Hot AC)

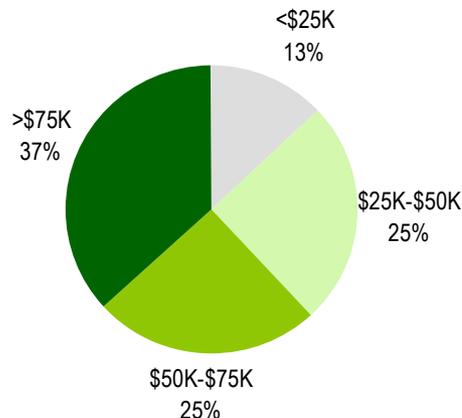
Education

Persons 18+
<12th
Grade



Household Income

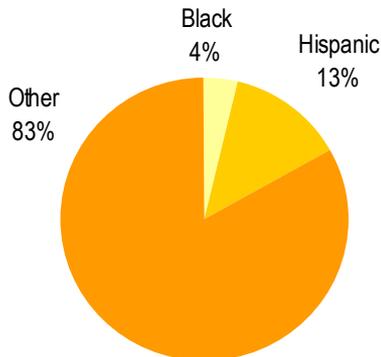
Persons 18+



Ethnic Composition*

AQH Persons

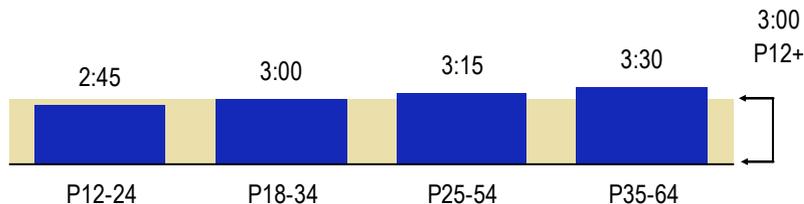
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Nearly 32% of Hot AC's adult audience had earned a college degree—the highest percentage ever for this format and up almost 2% from Fall '09. As it did last year, Hot AC again ranked No. 4 in college graduation attainment of the 16 major formats studied. Almost 69% have either attended college or received a diploma—a three-year high, also ranking No. 4. Ninety-five percent of Hot AC listeners have completed high school, good for No. 1 among music formats, up from sixth in Fall '09.

That increase in education showed up on the bottom line, as 62% of adult Hot AC listeners lived in households contributing \$50,000 or more in income per year. Hot AC ranked No. 4 of 16 key formats (up from fifth) and was more than 1% better than Fall '09. Equally impressive was that Hot AC again rated No. 3 in its 37% audience proportion who resided in households generating \$75,000 or more.

Hot AC was 17% ethnic in Fall '10, down from 22% the previous year. Its 12.6% Hispanic composition fell from No. 5 to No. 11 of the 23 formats analyzed, while its 4.2% African American proportion, though incrementally larger, was slightly below the median.

Hot AC's time spent listening declined 30 minutes per week, though it remained steady with those aged 12-24 and was off just 15 minutes with adults 18-34 and 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Hot Adult Contemporary (Hot AC)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	132
Men's Casual Clothing	115
Men's Shoes	114
Women's Business Clothing	139
Women's Casual Clothing	118
Women's Shoes	119
Children's Clothing	126
Infants' Clothing	120
Costume Jewelry	122
Fine Jewelry	117
Cosmetics, Perfumes, Skin Care Items	120

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	111
Domestic Light Beer	114
Domestic Regular Beer	113
Imported Beer	125
Microbrew	136
Malt Alternative/Malt Liquor Beverages	136

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	105
Salty Snacks	112
Candy	110
Energy Bars/Nutrition Bars	116

Coupon Usage (Household)	Pct.
Use Grocery Coupons	79%
Use Coupons for Other Goods/Services	57%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	99
In-Store Circulars/Coupons	103
Loyalty Cards	120
Electronic Sources (E-Mail/Text/Online)	126
Product Packages	111

Health and Wellness Indicators	Index
Have Health Insurance	101
Have Life Insurance	104
Belong to Health or Exercise Club	129
Regularly Buy Organic Food	124
Past 12 Months:	
Dental Check-Ups or Procedures	109
Vision Check-Ups or Procedures	97
Treated by Dermatologist	93
Past 30 Days:	
Bought Prescription Drugs	98
Looked for Medical Services or Info Online	119
Shopped for Medicine Online	112

Recreation/Hobbies Past 12 Months	Index
Gardening	102
Swimming	133
Jogging/Running	136
Photography	125
Volunteer Work	109
Free Weights/Circuit Training	138
Biking	131
Bowling	142
Camping	124
Hiking	134

A majority of these listeners bought apparel or shoes during the past 12 months (81%). They were above average for purchasing in every category of apparel measured in the Scarborough survey. Listeners had much higher rates of being employed and being in white collar professions and that was reflected in especially high rates of purchasing for both men's and women's business clothing. Most purchased from traditional retail locations but listeners also exceeded norms for buying clothing and accessories online.

Most Hot AC listeners lived in households that used coupons and were more likely than other coupon users to obtain them from loyalty cards and electronic sources.

A strong majority of listeners had health insurance (86%) and life insurance (65%). Listeners were far more likely than the average adult to have health club memberships, eat organically, and engage in a variety of sports and recreational activities.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Hot Adult Contemporary (Hot AC)

Entertainment Past 12 Months	Index
New Movie at Theater	123
Pro Sports Event	128
Casino	111
Zoo	133
Theme Park	136
Live Theater	113
Rock Concert	153
High School Sports Event	110
Art Museum	115
Comedy Club	152

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	112
Laptop Computer	124
Smartphone	141
Other Mobile Computing Device	128
E-Reader	140

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	143
Listened to Radio Online	135

Listeners of Hot AC sought out a variety of entertainment during the past 12 months, being much more likely than the average adult in the U.S. to attend movies, professional sports events, rock concerts, comedy clubs, theme parks and zoos.

The audience lived in households that exceeded national norms for ownership of computers, smartphones and other mobile devices. Listeners were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (68%) and spent \$18.4 billion online during the past 12 months.

Most Hot AC listeners reported being registered voters (82%). Voters divided evenly between Democrats (40%) and Republicans (40%) with the remaining 20% identifying as Independent/Other.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	68%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Clothing/Accessories	110
Airline Tickets	108
Music	117
Toys/Games	115
Health and Beauty Items	106
Total online spending past 12 months: \$18.4 billion	

Voter Profile (Self-Identified)	Index
82% of Listeners are Registered to Vote	101
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	96
Identify as Republican/Independent but Feel Closer to Republican	103
Identify as Independent/Other	103
Contribute to Political Organizations	89
Support Politicians Based on Environmental Positions	105

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

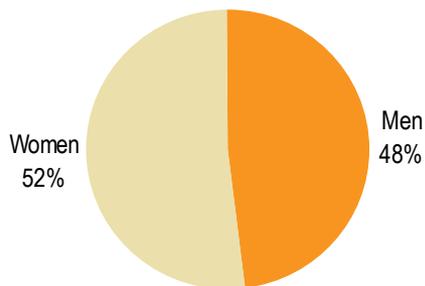
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
4.0%	4.5%	4.4%	4.2%	4.0%	3.7%	3.6%	3.5%

12+ AQH Share in PPM Markets	4.1%
12+ AQH Share in Diary Markets	3.9%
12+ AQH Share in non-Metro counties	1.5%

- Magnet for reaching listeners under 35
- Most ethnically balanced audience
- College graduate percentage reaches new peak
- Significant ratings growth in 15 states

Radio's Most Ethnically Balanced Format

Beyonce, Drake, Rihanna and Usher featuring Pitbull typify the kind of artists played on America's 191 Rhythmic Contemporary Hit Radio stations. Heard by more than 35 million consumers per week in Fall 2010 (ranking No. 8), Rhythmic CHR pulled in 3.5% of radio listening. That share was a slight decline from Fall 2009, and continued a steady descent from 4.5% in Spring 2004. The format outperformed its national share in both PPM and Diary Metros, accompanied by a modest audience in non-Metro areas. Though ranking No. 9 overall, Rhythmic CHR is tied for No. 8 in PPM Metros and is No. 7 among Diary markets.

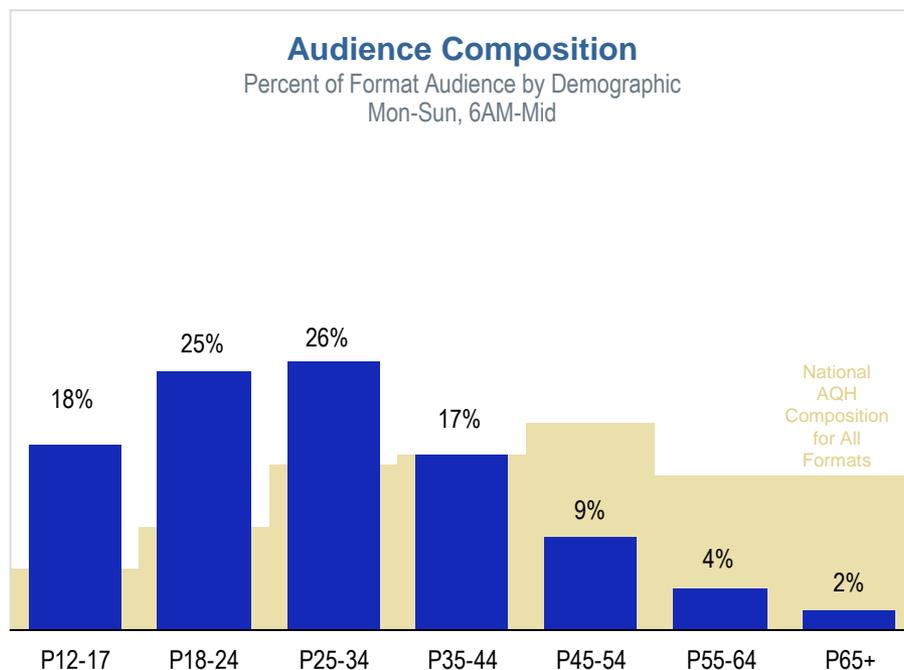
Rhythmic CHR is a youthful format. In Fall '10, it ranked No. 3 among teens (No. 2 with teen girls) as the source of nearly 11% of their total listening. More than half are between the ages of 18 and 34 (also ranking No. 3), and more than two-thirds of its audience under 35; less than 15% are 45 years old or above. However, like many formats, Rhythmic CHR is maturing. The proportion aged 12-24 fell from 56% to 43% between Spring 2005 and Fall 2010, while the 25-54 segment grew from less than 41% to more than 51%.

The gender balance has consistently remained slightly weighted towards women, who in Fall '10 led by a 52:48 ratio.

continued ►

Audience Composition

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



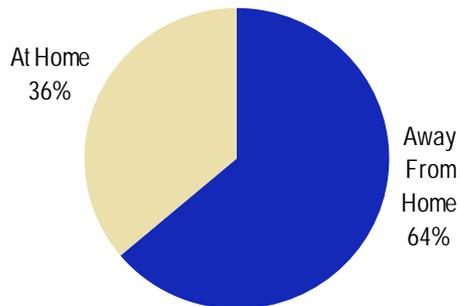
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Share of Listening by Location

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



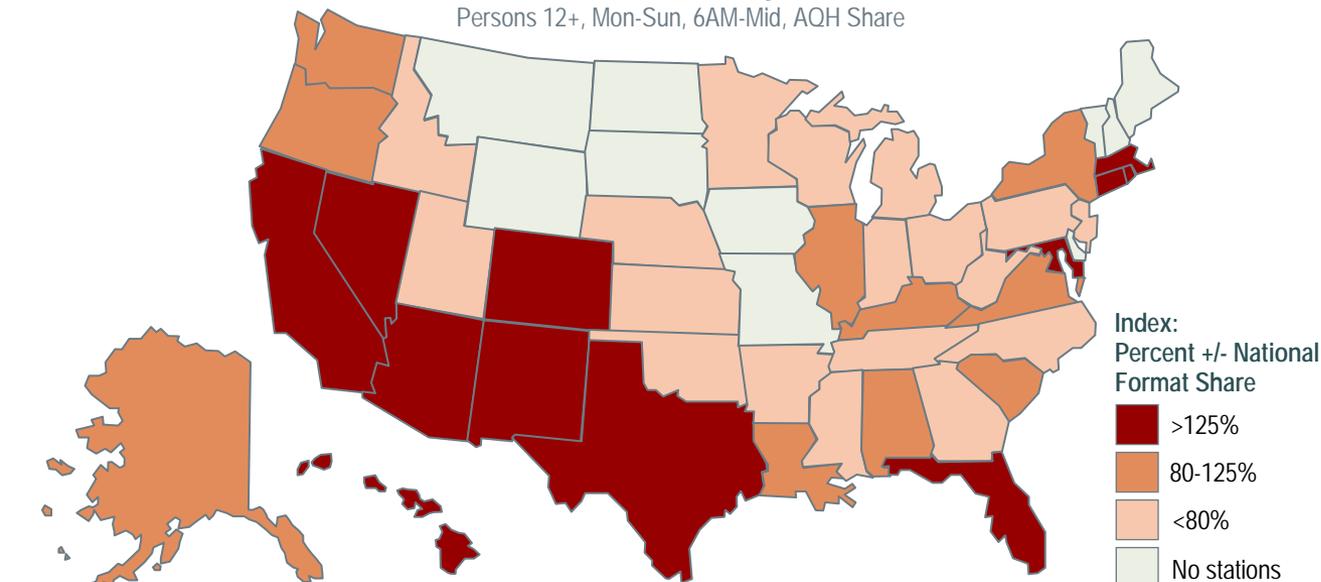
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
112	107	137	71	88

Audience Share by State

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



The percentage of listening to Rhythmic CHR somewhere away from home has been rising annually every year since tracking the format began in Spring 2005, climbing from 56% to 64% by Fall '10 and more than 2% in the past year. That's good news to marketers looking to reach consumers on the go.

Despite the small decline in overall ratings, Rhythmic CHR added a tenth in weekday mornings, but that was offset by a 0.4 drop in weekday evenings, during which the format continued to rank fifth. Rhythmic CHR also saw incremental dips in middays, afternoons and weekends, when it was No. 8.

During Fall '10, you could find a Rhythmic CHR station among the top three broadcasters in Boston, Hartford, Houston-Galveston, Riverside-San Bernardino, San Antonio and Seattle-Tacoma. With ratings in 39 states, the format outperformed its national average by at least 50% in Arizona, California, Colorado, Connecticut, Hawaii, Maryland, New Mexico, Nevada, Rhode Island and Texas.

Between Fall '09 and Fall '10, Rhythmic CHR registered ratings growth of at least 15% in Arizona, Colorado, Hawaii, Illinois, Kentucky, Louisiana, Maryland, New Jersey, New Mexico, Oregon, South Carolina, Tennessee, Utah, Virginia, and West Virginia.

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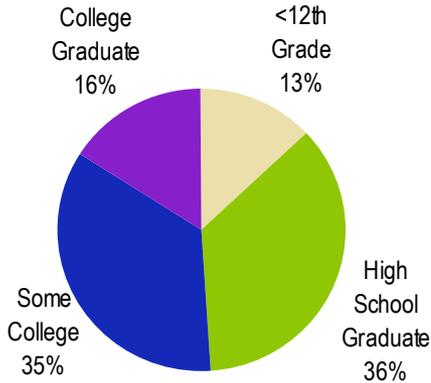
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

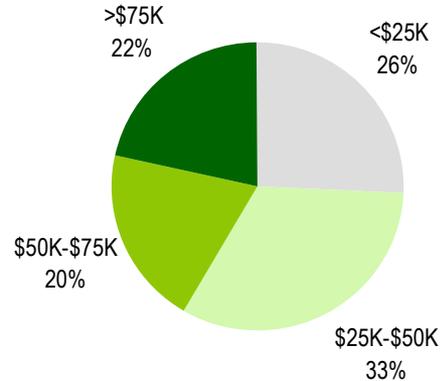
Education

Persons 18+



Household Income

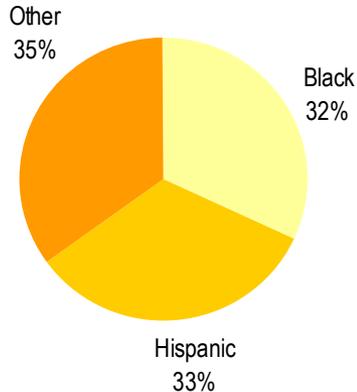
Persons 18+



Ethnic Composition*

AQH Persons

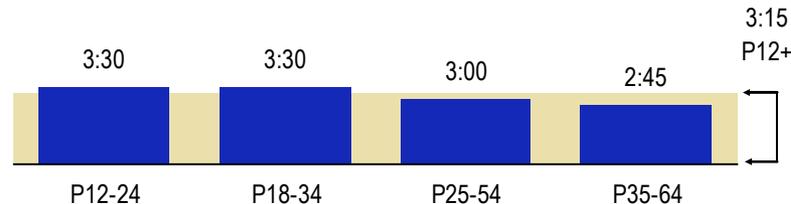
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Just over half of Rhythmic CHR's adult audience has either attended or graduated from college, a figure that remained steady from Fall '09. However the proportion that has earned a degree rose to an all-time high. More than one in five Rhythmic CHR consumers lived in households producing \$75,000 a year. That 22% figure represents the second largest percentage in the past six annual reports, eclipsed only by Fall '09.

Rhythmic CHR's audience is about 33% Hispanic, 32% African American and 35% Other, making it the most ethnically balanced of all 23 formats in this report.

Time spent listening to Rhythmic CHR stations decreased by just 15 minutes per week overall, as well as among those aged 12-24 (ranking No. 8) and with adults 25-54, while holding steady with adults 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	113
Men's Casual Clothing	102
Men's Shoes	109
Women's Business Clothing	127
Women's Casual Clothing	103
Women's Shoes	114
Children's Clothing	122
Infants' Clothing	129
Costume Jewelry	110
Fine Jewelry	107
Cosmetics, Perfumes, Skin Care Items	112

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	99
Domestic Light Beer	107
Domestic Regular Beer	108
Imported Beer	139
Microbrew	96
Malt Alternative/Malt Liquor Beverages	185

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	102
Salty Snacks	97
Candy	105
Energy Bars/Nutrition Bars	108

A majority of these listeners bought apparel during the past 12 months (78%). They were above national norms for purchasing men's, women's and children's clothing.

More than half of the audience aged 21 and over had wine, beer or other malt beverages during the past 30 days (56%). They were well above average for drinking imported beer and malt alternative or malt liquor beverages.

Although most Rhythmic CHR listeners had health insurance (76%) they were below the national norms for coverage. Just over half had life insurance coverage (51%). They fell below average for most of the health and wellness indicators measured in the Scarborough survey but they did exceed the norms for health club membership and for participating in a large variety of recreational activities. Most notably, they were twice as likely as the average adult to play soccer.

Coupon Usage (Household)	Pct.
Use Grocery Coupons	74%
Use Coupons for Other Goods/Services	51%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	
	Index
Newspapers/Magazines/Mail	95
In-Store Circulars/Coupons	106
Loyalty Cards	107
Electronic Sources (E-Mail/Text/Online)	119
Product Packages	94

Health and Wellness Indicators	Index
Have Health Insurance	89
Have Life Insurance	91
Belong to Health or Exercise Club	117
Regularly Buy Organic Food	109
Past 12 Months:	
Dental Check-Ups or Procedures	90
Vision Check-Ups or Procedures	80
Treated by Dermatologist	74
Past 30 Days:	
Bought Prescription Drugs	89
Looked for Medical Services or Info Online	102
Shopped for Medicine Online	96

Recreation/Hobbies Past 12 Months	Index
Swimming	115
Jogging/Running	162
Free Weights/Circuit Training	136
Bowling	141
Photography	106
Biking	111
Basketball	181
Yoga/Pilates	128
Soccer	199
Baseball/Softball	137

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Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Entertainment Past 12 Months	Index
New Movie at Theater	123
Pro Sports Event	111
Casino	109
Theme Park	171
Zoo	124
Rock Concert	117
Comedy Club	148
R&B/Rap/Hip-Hop Concert	239
Circus	141
WWE (Pro Wrestling)	154

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	107
Laptop Computer	114
Smartphone	143
Other Mobile Computing Device	148
E-Reader	111

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	141
Listened to Radio Online	140

Listeners of Rhythmic CHR sought out a variety of entertainment during the past 12 months. They were twice the national average for attending R&B/Rap/Hip-Hop concerts and were also more likely than the general population to see new movies, go to theme parks and comedy clubs, and enjoy professional wrestling events.

Listeners were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (61%), spending \$12.9 billion online during the past 12 months.

Most Rhythmic CHR listeners reported being registered voters (72%). Voters were twice as likely to identify with the Democratic Party (53%) than to identify with the Republican Party (26%). The remaining 21% identified as Independent/Other.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	61%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Music	112
Movie Tickets	139
Health and Beauty Items	105
Toys/Games	108
Consumer Electronics	112
Total online spending past 12 months: \$12.9 billion	

Voter Profile (Self-Identified)	Index
72% of Listeners are Registered to Vote	89
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	127
Identify as Republican/Independent but Feel Closer to Republican	68
Identify as Independent/Other	106
Contribute to Political Organizations	67
Support Politicians Based on Environmental Positions	94

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

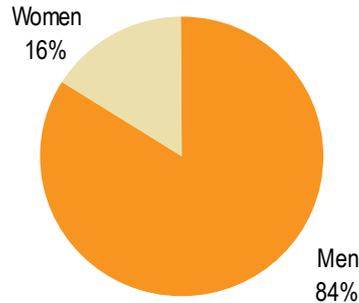
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

All Sports



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.7%	2.0%	2.1%	2.2%	2.3%	2.5%	3.2%	3.4%

12+ AQH Share in PPM Markets	4.7%
12+ AQH Share in Diary Markets	2.7%
12+ AQH Share in non-Metro counties	1.7%

- **Format share up 62% since Spring 2005**
- **Balanced adult demographic composition**
- **No. 1 for reaching men**
- **Most well-educated, affluent radio audience**

No. 1 for Education, Affluence

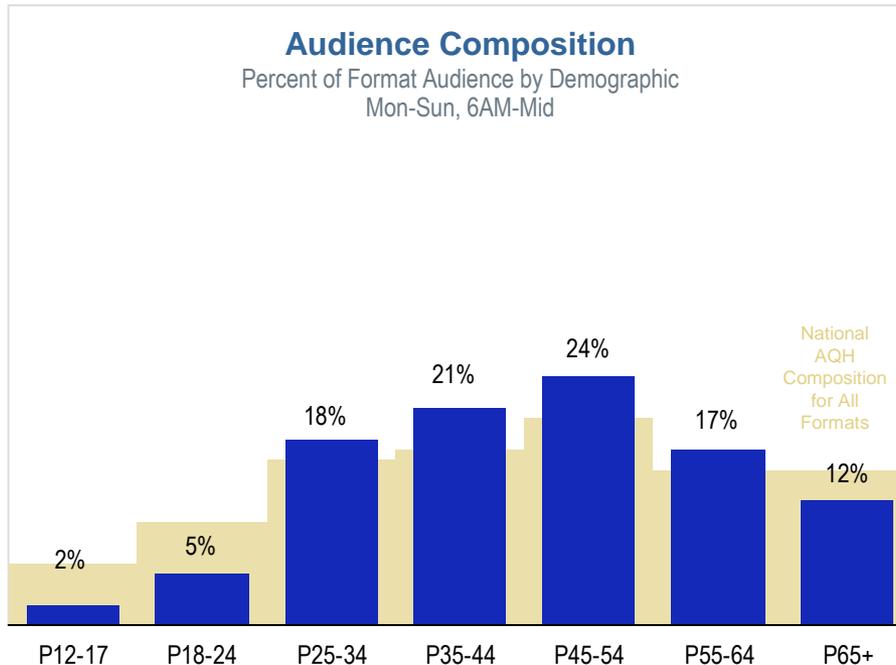
A blend of network and local talk programming, play-by-play action and sports news coverage describes the content heard on America's 665 All Sports stations, which delivered 3.4% of all radio listening. That figure represents the seventh consecutive ratings increase for the format, which has risen from tied for No. 17 in Spring 2002 to No. 10 in Fall '10. All Sports stations generated nearly 30 million listeners, ninth highest of the 23 formats in this report.

All Sports performed considerably better in PPM markets (ranking seventh), where more of its stations exist to support major league teams. In Fall 2010, nearly 27 million people tuned in to All Sports radio each week, the vast majority of them men. By a 5:1 ratio, All Sports had the most male listeners of any format.

All Sports' audience has aged slightly in recent years and in Fall '10 attracted a wide and relatively even distribution of listeners aged 25 years and older in each of the key adult demos. The segment between 25 and 44 has declined from 46% to 39% between Spring '05 and Fall '10, while the 45-64 sector has gained from less than 35% to nearly 42% during that time and the 35-54 group has remained stable at close to 46%. By share, All Sports ranked fifth with men 25-34, No. 8 with adults 35-44 (fourth with men)

Audience Composition

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



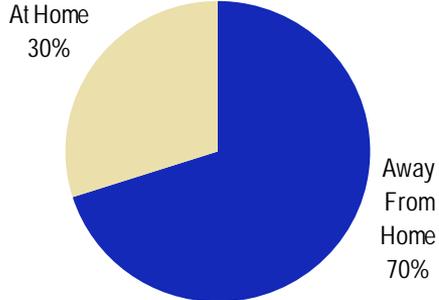
Note: Due to rounding, totals may not add to 100. *continued* ►

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

All Sports

Share of Listening by Location

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



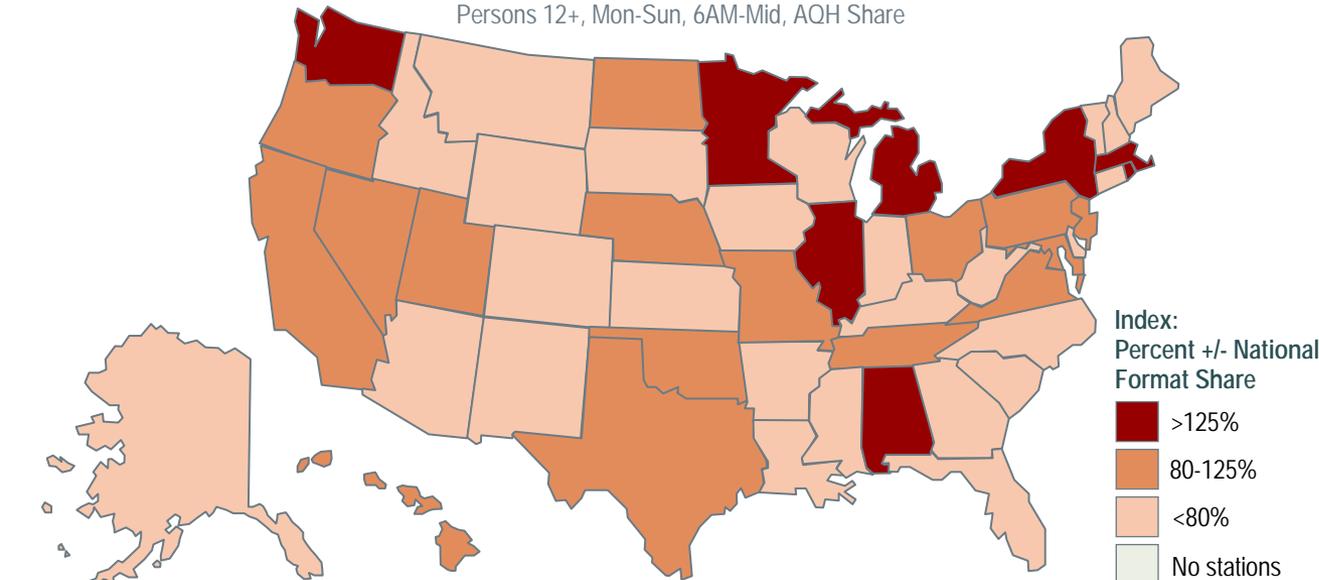
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
135	133	142	43	74

Audience Share by State

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



and 45-54 (sixth with men), No. 7 with adults 55-64 (sixth with men) and fifth with adults 65+ (fourth with men).

Close to 70% of All Sports listening occurred away from home, which is bolstered by play-by-play tune-in at the stadium or arena. That proportion has remained consistent the past three years. While All Sports gained audience share in every key daypart, the largest growth was in weekday evenings (up 0.4%), followed by drivetimes and weekends (up 0.3%).

During Fall '10, an All Sports station ranked among the top three outlets in Detroit, Nashville and Nassau-Suffolk. However, some teams consistently generated very large ratings in PPM markets, especially around the playoffs and particularly with men 25-54. The eventual world champion San Francisco Giants were just one good example of that in Fall '10.

States where All Sports outperformed its national share by at least 50% were Massachusetts, New York and Rhode Island. Year-to-year, states where All Sports enjoyed at least a 15% ratings increase included Connecticut, Delaware, Hawaii, Iowa, Louisiana, Maryland, Minnesota, Nebraska, New Hampshire, Ohio, South Dakota and West Virginia.

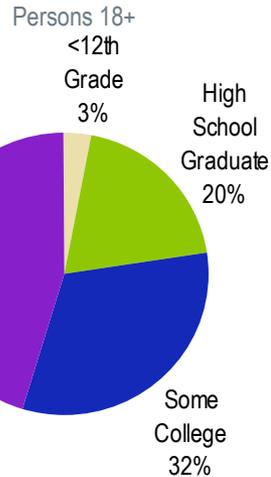
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Note: Due to rounding, totals may not add to 100.

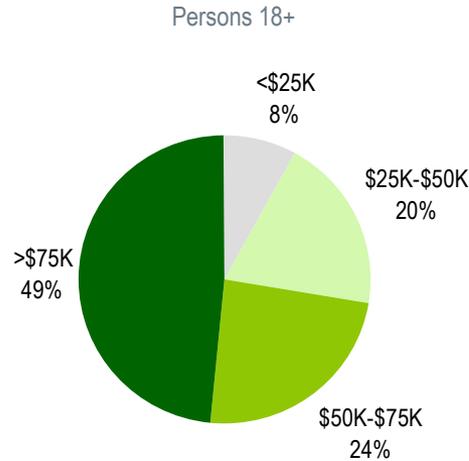
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

All Sports

Education

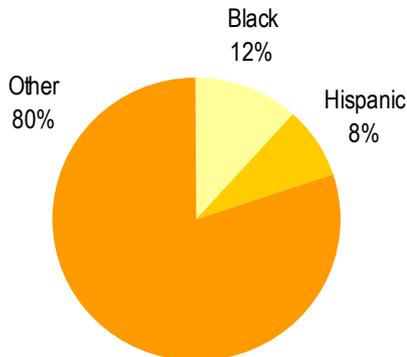


Household Income



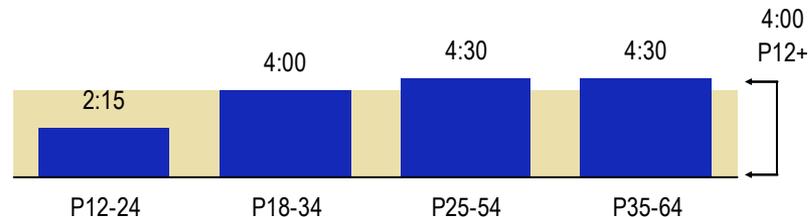
Ethnic Composition*

AQH Persons
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



All Sports continued to boast radio's most well-educated audience, with more than 77% of its adult listeners having attended college or earned a degree. Close to 46% held a diploma, ranking the format again No. 1 in that category. More than 97% have graduated from high school, a category in which it is also No. 1.

All Sports' audience is also far and away the most affluent of all radio listeners. Nearly half of All Sports' adult audience resided in a household earning at least \$75,000 per year and close to three-quarters lived in households producing \$50,000 or more.

In Fall '10, about 19% of the All Sports audience was ethnic, placing the format at the median by percentage of the 23 formats in this study. All Sports ranked sixth highest in its composition of African American listeners.

The amount of time spent listening to All Sports declined just 15 minutes per week, with all key demos between ages 12 and 64 holding steady. All Sports ranked tied for No. 7 in TSL with adults 18-34, 25-54 and 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	157
Men's Casual Clothing	123
Men's Shoes	121
Women's Business Clothing	78
Women's Casual Clothing	75
Women's Shoes	73
Children's Clothing	93
Infants' Clothing	90
Costume Jewelry	79
Fine Jewelry	103
Cosmetics, Perfumes, Skin Care Items	84

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	125
Domestic Light Beer	124
Domestic Regular Beer	144
Imported Beer	149
Microbrew	180
Malt Alternative/Malt Liquor Beverages	100

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	101
Salty Snacks	108
Candy	101
Energy Bars/Nutrition Bars	122

Coupon Usage (Household)	Pct.
Use Grocery Coupons	80%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	101
In-Store Circulars/Coupons	98
Loyalty Cards	112
Electronic Sources (E-Mail/Text/Online)	120
Product Packages	96

Health and Wellness Indicators	Index
Have Health Insurance	106
Have Life Insurance	114
Belong to Health or Exercise Club	131
Regularly Buy Organic Food	118
Past 12 Months:	
Dental Check-Ups or Procedures	111
Vision Check-Ups or Procedures	102
Treated by Dermatologist	109
Past 30 Days:	
Bought Prescription Drugs	101
Looked for Medical Services or Info Online	116
Shopped for Medicine Online	112

Recreation/Hobbies Past 12 Months	Index
Gardening	103
Swimming	118
Free Weights/Circuit Training	141
Volunteer Work	105
Jogging/Running	120
Biking	129
Photography	108
Bowling	122
Fishing	111
Golf	178

The audience of All Sports was predominantly male and this was reflected in apparel purchasing patterns that were above national averages for men's clothing and shoes.

Listeners aged 21+ were well above the norm for enjoying wine and all types of beer, especially microbrews.

A strong majority of All Sports listeners had health insurance (90%) and they paid more attention to their health than the average adult. Listeners were well above national norms for all of the health and wellness indicators reviewed for this report. They were more likely than the average adult to have health club memberships and to engage in a variety of sports and recreational activities.

Listeners of All Sports sought out a variety of entertainment during the past 12 months, showing particularly high interest in professional sports events, rock concerts and comedy clubs.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	112
Pro Sports Event	146
Casino	116
Zoo	117
Live Theater	122
Theme Park	122
Rock Concert	151
High School Sports Event	109
Art Museum	122
Comedy Club	147

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	110
Laptop Computer	121
Smartphone	135
Other Mobile Computing Device	113
E-Reader	146

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	159
Listened to Radio Online	136

The audience lived in households that exceeded national norms for ownership of computers, smartphones and other mobile devices. They were far more likely than the average adult in the U.S. to visit radio station Web sites and listen to radio online. Most also made online purchases (67%) and were more likely than the norm to purchase tickets for sporting events online. Listeners spent \$14.3 billion online during the past 12 months.

A strong majority of All Sports listeners reported being registered to vote (87%). Compared with all registered voters nationally, these voters were more likely to lean Republican. They showed a strong inclination to contribute to political organizations and to support politicians based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	67%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
Airline Tickets	121
Music	115
Computer Hardware/Software	115
Consumer Electronics	128
Sport Events Tickets	162
Total online spending past 12 months: \$14.3 billion	

Voter Profile (Self-Identified)	Index
87% of Listeners are Registered to Vote	107
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	94
Identify as Republican/Independent but Feel Closer to Republican	111
Identify as Independent/Other	92
Contribute to Political Organizations	133
Support Politicians Based on Environmental Positions	120

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

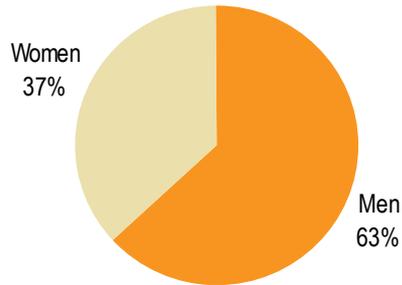
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Mexican Regional



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
2.4%	2.6%	2.8%	3.1%	3.4%	2.9%	2.7%	3.0%

12+ AQH Share in PPM Markets	4.0%
12+ AQH Share in Diary Markets	2.4%
12+ AQH Share in non-Metro counties	1.4%

- Dominant No. 1 Spanish-language programming
- Among top 4 formats for reaching adults 25-34
- Tied for No. 1 in time spent listening, only format to gain in TSL
- College attainment, affluence on the rise

America's Top Format for Hispanic Consumers

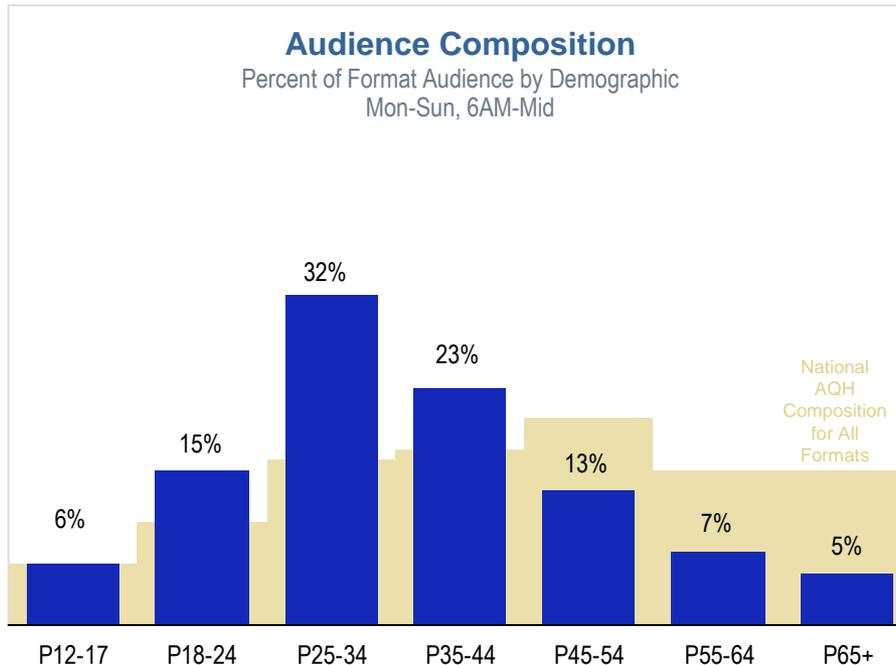
Mexican Regional was the top format choice among Hispanic radio listeners—by a large margin. The music is a mix of styles originating from Northern Mexico including Banda, Norteña, Ranchera, Durangüense and Cumbias, featuring artists such as Banda El Recodo, Sergio Vega “El Shaka,” Espinoza Paz, Grupo Montez De Durango, Taio Cruz and B.O.B.

With more than 14 million listeners per week on 303 stations, Mexican Regional rose from 2.7% to 3.0% of U.S. radio listening during Fall 2010. Part of this increase is likely to be attributable to PPM measurement of Univision stations in markets with significant Hispanic populations being initiated in 2010. In PPM markets, the format considerably outperformed its overall share and posted its largest one-year gain in five years. Mexican Regional has been leaning increasingly male in recent years, reaching an all-time high in its ratio of men to women in Fall '10, ranking sixth of the 23 leading formats in that statistic.

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Audience Composition

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



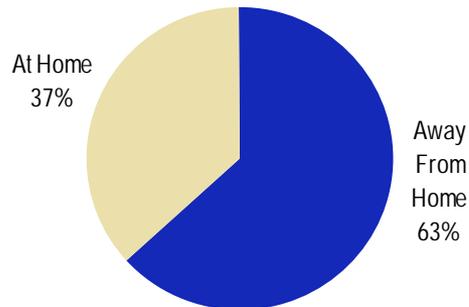
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Mexican Regional

Share of Listening by Location

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



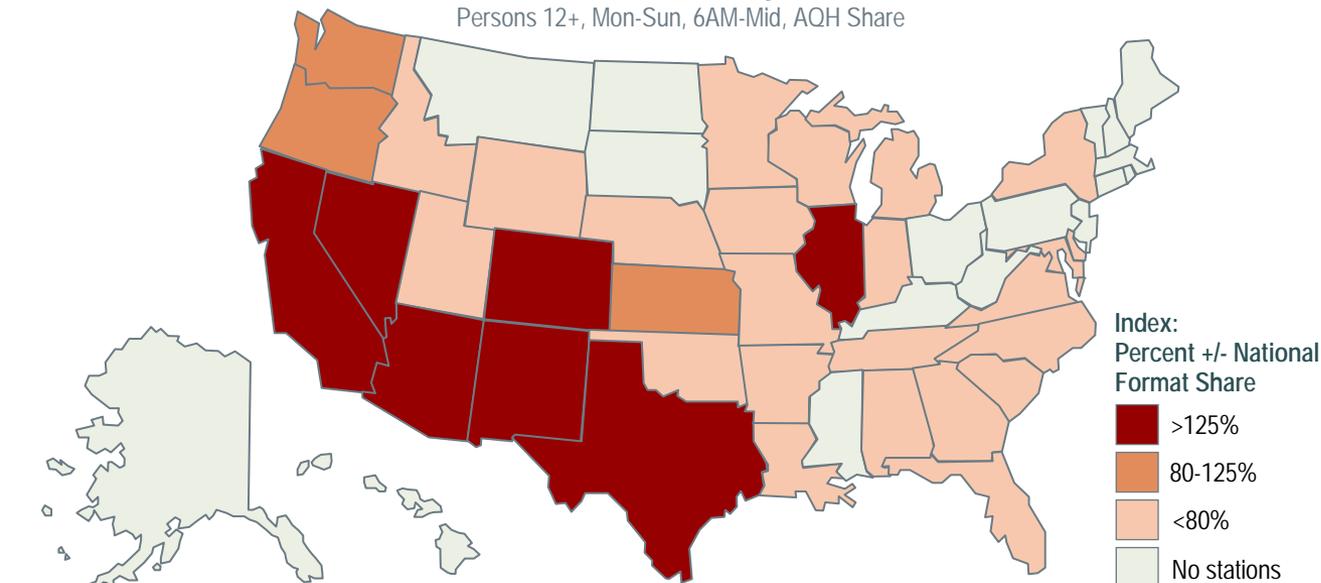
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
144	137	122	42	78

Audience Share by State

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



Mexican Regional's core audience was adults 25-34, a segment that comprised nearly a third of the format's total listenership in Fall '10, just as it has, more or less, for the past six years. Although the No. 11 format by share overall, Mexican Regional ranked No. 4 among 25-34 year olds, up from sixth in Fall '09. The demographic shift that's been underway over time has been its secondary target, which is slowly but surely aging. In Spring '05, the main perimeter audience had been equally adults aged 18-24 and adults 35-44; among the latter it ranked No. 7 with men. However, by Fall '10, the adult 18-24 representation had fallen from 21% to 15%, while the 35-44 demographic had risen from 21% to 23% and the 45+ proportion had climbed from 21% to 25%. Further evidence of this maturing trend is Mexican Regional's share rank among adults 45-54, up from No. 13 to No. 12 year to year, and from No. 13 to No. 10 among adults 65+.

Listening to Mexican Regional is increasingly taking place "on the go," having grown from 57% in Spring '05 to 63% by Fall '10, though that figure still ranks among the lower third in out-of-home tune-in.

By daypart, Mexican Regional's ratings are relatively steady across the week, with weekends matching the format's overall share. For the past two years, middays have been outperforming afternoons, which previously had been second to mornings in weekday audience share. That could be attributable to more at-work listening being registered as PPM has grown to additional markets.

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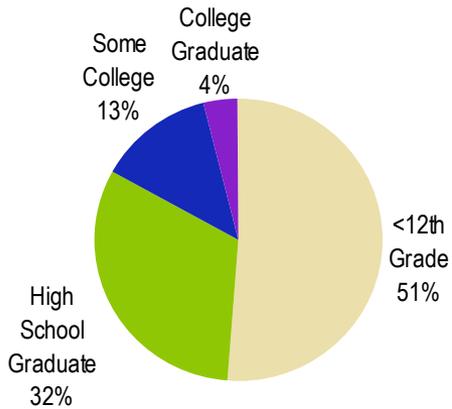
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Mexican Regional

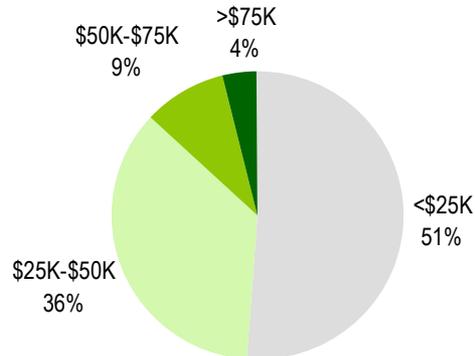
Education

Persons 18+



Household Income

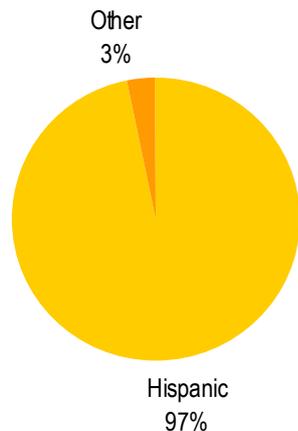
Persons 18+



Ethnic Composition*

AQH Persons

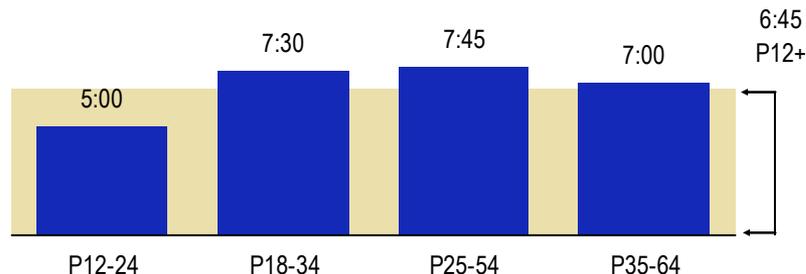
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



During Fall '10, a Mexican Regional station was among the top three outlets in Dallas-Ft. Worth and Denver-Boulder. Befitting its name, Mexican Regional is indeed a highly regionalized format, registering ratings in 33 states, with most of the listening coming from 12 of them. The format outperformed its national share by at least 50% in much of the Southwest and West, including Arizona, California, Colorado, New Mexico, Nevada and Texas. Its ratings grew year to year by at least 15% in Arizona, Florida, New Mexico, Nevada and Utah.

The proportion of Mexican Regional adult listeners who have attended or graduated from college climbed from 16% to 17%, one of a handful of major formats to grow by a full percent or more.

In terms of income, the proportion of adult Mexican Regional listeners who live in households producing at least \$50,000 or more per year grew by 1.1%—one of only three of the 16 leading formats to gain that much in one year. Meanwhile, the segment of Mexican Regional adult listeners residing in households bringing in \$50,000-\$75,000 increased by 1.6%; that gain tied for third best of the top formats. The proportion that lived in households with at least \$25,000 in income was up 2.6%, the largest increase of any leading format.

Mexican Regional ranked second only to Spanish Adult Hits in its Hispanic ethnicity, with its audience, not surprisingly, nearly entirely Hispanic.

The only major format in this study to show an increase in time spent listening year to year, Mexican Regional picked up an additional quarter-hour among adults aged 18-34 and 25-54, and didn't see a decrease in TSL among any major age group. Tied with News/Talk/Information for TSL overall, Mexican Regional was No. 1 in TSL among adults 18-34 and 25-54, No. 2 in TSL among those 12-24 and tied for No. 2 with adults 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Mexican Regional

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	79
Men's Casual Clothing	88
Men's Shoes	105
Women's Business Clothing	75
Women's Casual Clothing	82
Women's Shoes	102
Children's Clothing	130
Infants' Clothing	137
Costume Jewelry	55
Fine Jewelry	70
Cosmetics, Perfumes, Skin Care Items	90

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	66
Domestic Light Beer	108
Domestic Regular Beer	86
Imported Beer	148
Microbrew	52
Malt Alternative/Malt Liquor Beverages	119

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	89
Salty Snacks	64
Candy	77
Energy Bars/Nutrition Bars	98

Most Mexican Regional listeners bought clothing and apparel during the past 12 months (72%). Compared with other formats studied for this report, these listeners lived in households having the highest incidence of children. This was reflected in purchasing patterns for children's and infants' apparel that were well above the national average.

The influence of children was also seen in the entertainment activities chosen by Mexican Regional listeners. They were well above national norms for visiting zoos, theme parks and the circus.

Half of these listeners drank wine, beer, or other malt beverages during the past 30 days and they show a clear preference for imported beer.

Listeners of Mexican Regional fall well below norms for every health and wellness indicator reviewed for this report. Although they showed above-average participation in only a few recreational activities, they were three times more likely than the average adult to play soccer.

continued ►

Coupon Usage (Household)	Pct.
Use Grocery Coupons	62%
Use Coupons for Other Goods/Services	37%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	94
In-Store Circulars/Coupons	107
Loyalty Cards	78
Electronic Sources (E-Mail/Text/Online)	73
Product Packages	59

Health and Wellness Indicators	Index
Have Health Insurance	67
Have Life Insurance	47
Belong to Health or Exercise Club	77
Regularly Buy Organic Food	98
Past 12 Months:	
Dental Check-Ups or Procedures	72
Vision Check-Ups or Procedures	58
Treated by Dermatologist	39
Past 30 Days:	
Bought Prescription Drugs	90
Looked for Medical Services or Info Online	53
Shopped for Medicine Online	46

Recreation/Hobbies Past 12 Months	Index
Jogging	157
Soccer	354
Basketball	137

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Mexican Regional



Entertainment Past 12 Months	Index
Zoo	132
Theme Park	167
Circus	180
R&B, Rap, Hip-Hop Concert	123
WWE (Pro Wrestling)	207
Monster Trucks	127

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	81
Laptop Computer	68
Smartphone	88
Other Mobile Computing Device	113
E-Reader	55

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	80
Listened to Radio Online	94

The audience lived in households that fell well below national norms for ownership of computers and smartphones. They were less likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Only about one-third made online purchases (34%) but they still accounted for considerable online spending—\$2.5 billion during the past 12 months.

Fewer than half of Mexican Regional listeners reported being registered to vote (44%). Compared with all registered voters nationally, these voters were more likely to lean Democrat and were also more likely to identify as Independents.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	34%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Movie Tickets	132
Sports Event Tickets	121
Sports Logo Apparel	108
Food Items	111
Insurance	109
Total online spending past 12 months: \$2.5 billion	

Voter Profile (Self-Identified)	Index
44% of Listeners are Registered to Vote	54
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	129
Identify as Republican/Independent but Feel Closer to Republican	59
Identify as Independent/Other	117
Contribute to Political Organizations	49
Support Politicians Based on Environmental Positions	83

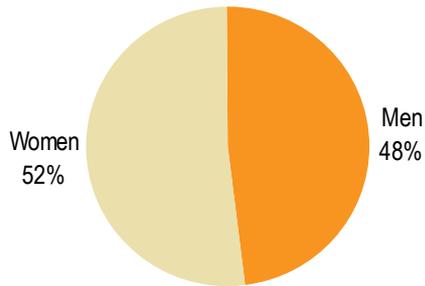
Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Urban Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
4.6%	4.4%	4.3%	4.1%	3.7%	3.3%	3.2%	2.9%

12+ AQH Share in PPM Markets	2.6%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	2.5%

- Education, household income levels are rising
- Strong time spent listening with consumers aged 12-34
- Gradually increasing 25-54 audience
- Particularly popular format in Southeast, South

Strong Youth Appeal

Close to 20 million consumers tuned in each week to hear Urban Contemporary's music mix of artists such as Maxwell, Fantasia, Charlie Wilson and Jaheim. Urban Contemporary generated 2.9% of all U.S. radio listening, with an 0.3% decrease that continued a seven-year ratings decline. However, it was among the top 12 among the 23 formats in this report, and performed considerably better in Diary markets than its overall share.

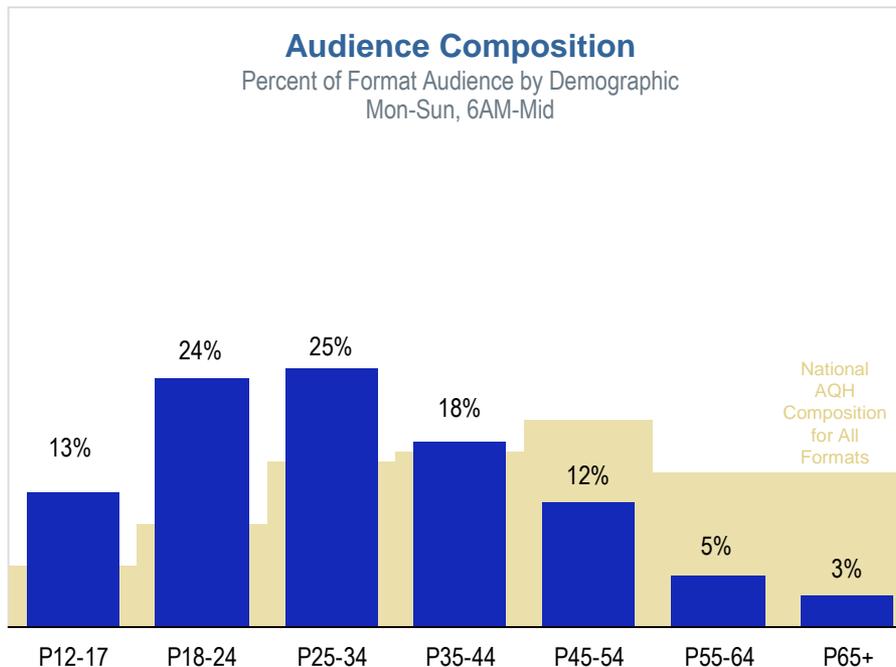
Urban Contemporary has among the youngest audiences in radio, with more than a third of its listenership under the age of 24, nearly a quarter between 18 and 24 (No. 2 in that concentration), more than 61% under 35 years old and almost 80% under 45. The format ranks fifth among teens and adults 18-24, fourth with teen boys and men 18-24. It's ninth among adults 25-34, but sixth with women 25-34. However, Urban Contemporary's teen composition (No. 3 overall) has steadily declined since Spring 2005, down from 20% to 13% in Fall 2010, while the format's 25-54 segment has grown from 49% to 55% during that time span.

A slightly female-leaning format, Urban Contemporary saw its proportion of men rise 2% between Fall '09 and Fall '10 to its highest ratio to date.

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Audience Composition

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



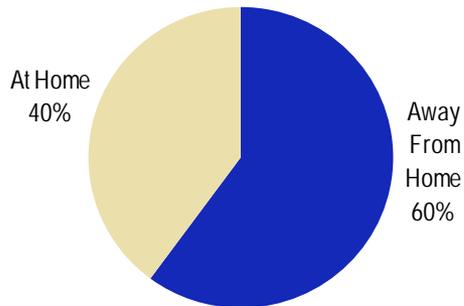
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Urban Contemporary

Share of Listening by Location

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



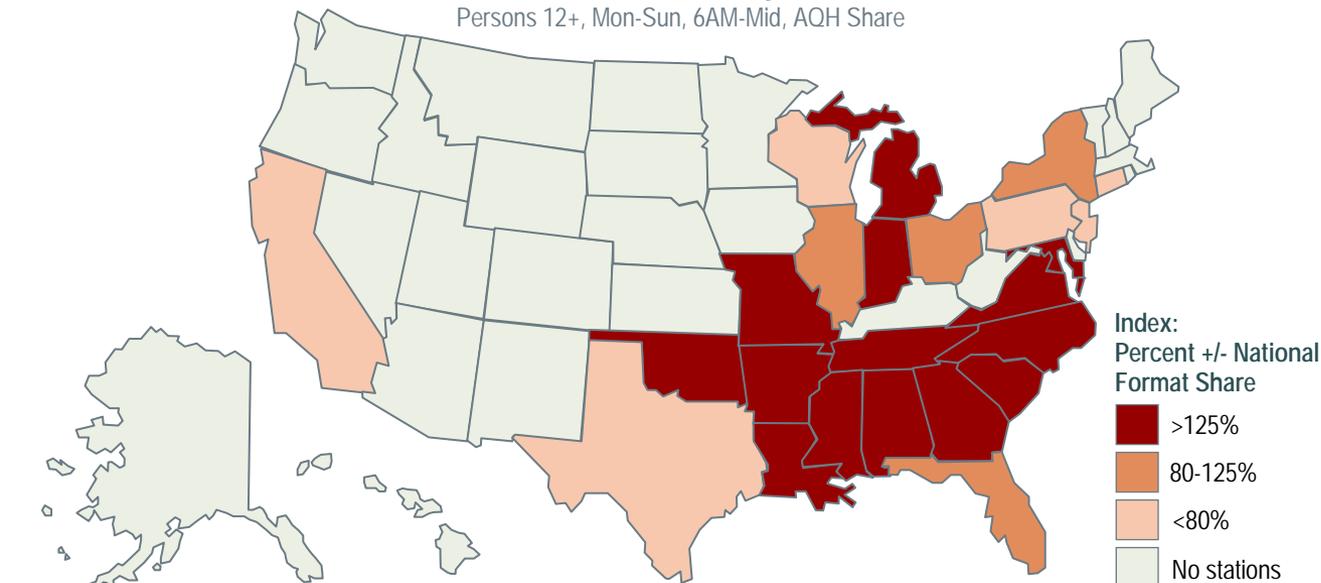
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
116	104	130	76	89

Audience Share by State

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



Although Urban Contemporary is among the leaders in its proportion of tune-in taking place at home (fifth highest of 23 formats), the percentage of away-from-home listening jumped from 55% in Fall '09 to almost 60% in Fall '10; only Mexican Regional had as large a change in the past year.

Urban Contemporary has traditionally drawn its largest audience in the evenings when its younger listeners are home from school, and in Fall '10 it ranked seventh and earned ratings 62% above its overall share in that daypart. Afternoons (No. 11) and weekends (No. 10) share as Urban Contemporary's next strongest dayparts.

During Fall '10, you'd have found an Urban Contemporary station among the three highest-rated stations in Charlotte-Gastonia-Rock Hill, Memphis and St. Louis. A regionally strong format in the Southeast and South with significant ratings in 21 states overall, Urban Contemporary outperformed its national share by at least 50% in Alabama, Arkansas, the District of Columbia, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. The format posted ratings gains of at least 15% year to year in the District of Columbia, Georgia, Illinois, Missouri, New Jersey, Oklahoma and Pennsylvania.

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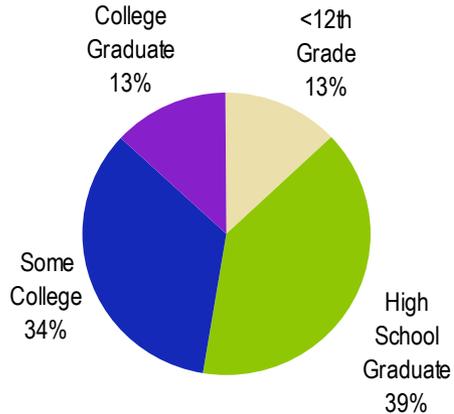
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Urban Contemporary

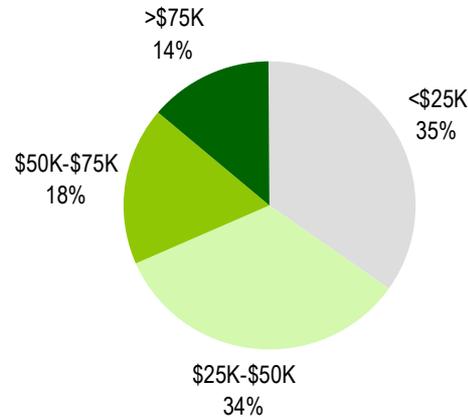
Education

Persons 18+



Household Income

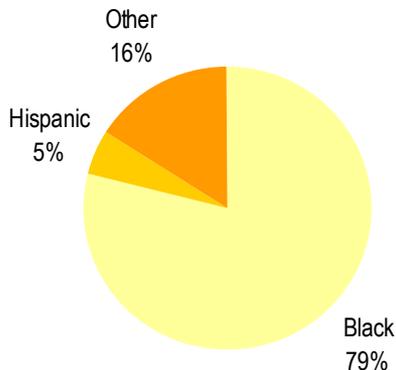
Persons 18+



Ethnic Composition*

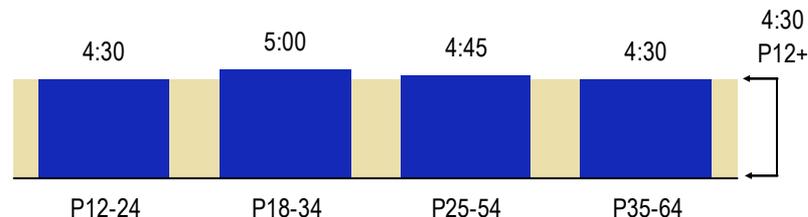
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

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



The proportion of Urban Contemporary's adult listeners who have attended college or earned a degree is increasing, having risen 1% between Fall '09 and Fall '10, turning around a three-year decline. Also notable was that the percentage of Urban Contemporary listeners who have graduated from high school rose for the second year in a row and is approaching a six-year high.

About 32% of Urban Contemporary's adult listeners resided in households generating at least \$50,000 or more per year, up almost 1% year to year. The proportion in the \$25,000-plus bracket jumped nearly 2% between Fall '09 and Fall '10 to more than 65%.

With almost 79% of Urban Contemporary's audience being Black, the format ranks No. 2 to Urban AC among the programming approaches with the highest proportion of African-American consumers.

As one would expect due to its youthful appeal, Urban Contemporary gets its longest time spent listening with adults aged 18-34, ranking No. 3 in that age group, as well as among those 12-24. The adult 18-34 demographic has been this format's top TSL performer for the past three reports, having previously been tied with adults 25-54, among whom it ranks No. 6.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	108
Men's Casual Clothing	88
Men's Shoes	102
Women's Business Clothing	131
Women's Casual Clothing	100
Women's Shoes	112
Children's Clothing	123
Infants' Clothing	114
Costume Jewelry	120
Fine Jewelry	113
Cosmetics, Perfumes, Skin Care Items	106

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	101
Domestic Light Beer	99
Domestic Regular Beer	101
Imported Beer	110
Microbrew	50
Malt Alternative/Malt Liquor Beverages	223

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	103
Salty Snacks	95
Candy	108
Energy Bars/Nutrition Bars	91

A majority of these listeners bought apparel during the past 12 months (76%). They were well above national norms for purchasing women's business clothing and children's clothing.

Most of the audience aged 21 or older had wine, beer or other malt beverages during the past 30 days (56%). They showed a preference for malt alternative and malt liquor beverages that was twice that of the average adult of drinking age.

Most Urban Contemporary listeners had health insurance (78%) and life insurance (59%), but they were slightly below national averages for coverage. Listeners engaged in a variety of recreational activities that included jogging, bowling, basketball, soccer and tennis.

The audience of Urban Contemporary enjoyed a variety of entertainment activities during the past 12 months and attended R&B/Rap/Hip-Hop concerts at more than three times the rate seen in the general population. They were also above average for seeing new movies, going to theme parks, attending comedy clubs and enjoying the circus.

continued ►

Coupon Usage (Household)	Pct.
Use Grocery Coupons	73%
Use Coupons for Other Goods/Services	47%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	95
In-Store Circulars/Coupons	107
Loyalty Cards	102
Electronic Sources (E-Mail/Text/Online)	117
Product Packages	96

Health and Wellness Indicators	Index
Have Health Insurance	92
Have Life Insurance	94
Belong to Health or Exercise Club	98
Regularly Buy Organic Food	95
Past 12 Months:	
Dental Check-Ups or Procedures	87
Vision Check-Ups or Procedures	83
Treated by Dermatologist	72
Past 30 Days:	
Bought Prescription Drugs	94
Looked for Medical Services or Info Online	95
Shopped for Medicine Online	104

Recreation/Hobbies Past 12 Months	Index
Jogging	134
Bowling	133
Free Weights/Circuit Training	115
Basketball	180
Yoga/Pilates	108
Baseball/Softball	106
Soccer	111
Tennis	112

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	116
Casino	101
Zoo	115
Theme Park	142
High School Sports Event	111
Art Museum	106
R&B/Rap/Hip-Hop Concert	368
Comedy Club	161
Circus	181
WWE (Pro Wrestling)	204

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	104
Laptop Computer	106
Smartphone	133
Other Mobile Computing Device	147
E-Reader	115

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	124
Listened to Radio Online	130

Listeners lived in households that exceeded national norms for ownership of computers, smartphones and other mobile devices. They were more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Although only slightly more than half made online purchases during the past 12 months (55%), they still made a contribution of \$6.3 billion to e-commerce.

A strong majority of Urban Contemporary listeners reported being registered to vote (80%). Compared with all registered voters nationally, these voters were much more likely to lean Democrat.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	55%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
Music	107
Computer Hardware/Software	105
Movie Tickets	149
Toys/Games	115
Consumer Electronics	108
Total online spending past 12 months: \$6.3 billion	

Voter Profile (Self-Identified)	Index
80% of Listeners are Registered to Vote	98
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	145
Identify as Republican/Independent but Feel Closer to Republican	50
Identify as Independent/Other	101
Contribute to Political Organizations	56
Support Politicians Based on Environmental Positions	71

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

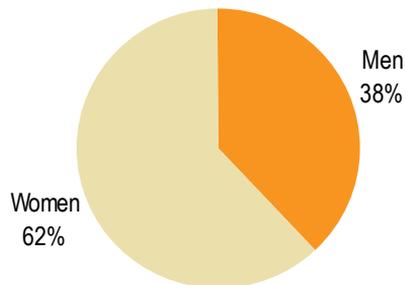
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Contemporary Christian



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.9%	2.2%	2.3%	2.4%	2.2%	2.5%	2.7%	2.8%

12+ AQH Share in PPM Markets	1.9%
12+ AQH Share in Diary Markets	3.6%
12+ AQH Share in non-Metro counties	3.7%

- Ratings reach all-time high; gains in every daypart
- Wide audience appeal across consumers aged 12-64, especially with women
- No. 1 in education attainment among top music formats
- A leader in time spent listening

A Well-Educated, Growing Audience

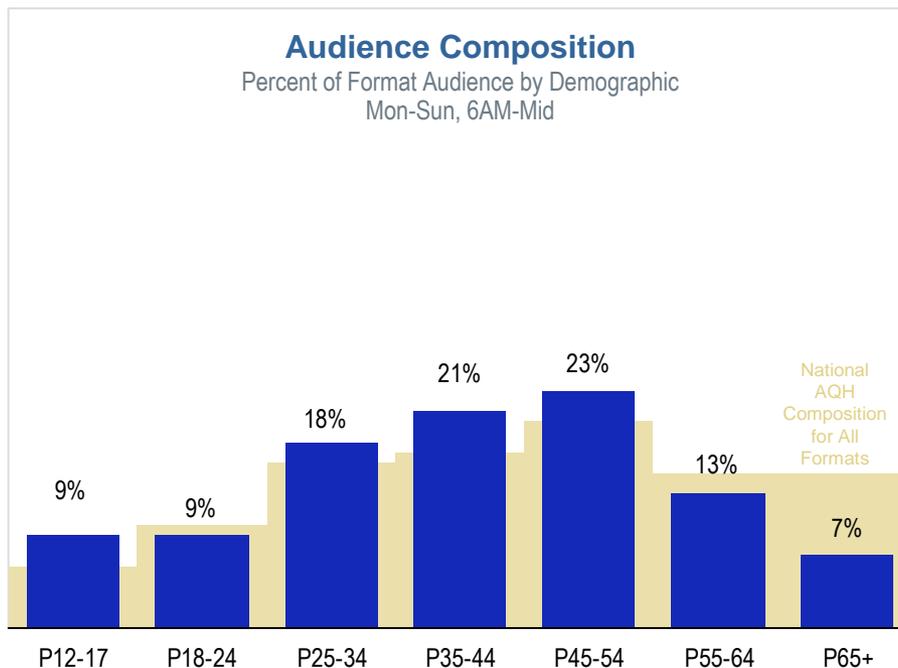
Picking up audience share for the third consecutive year to an all-time high, Contemporary Christian offered music by artists such as MercyMe, Tobymac, Casting Crowns and Chris Tomlin. More than 18 million consumers enjoyed Contemporary Christian's "family-friendly" presentation and faith-positive messages on 770 stations in Fall 2010. The format has outperformed its national share in Diary markets for the past two years, and in Fall '10 did even better in non-Metro areas.

About 62% of Contemporary Christian's audience was between the ages of 25 and 54, with more than 44% between 35 and 54. However, the format has a wide appeal, with at least 9% of its audience in every age group between 12 and 64; no other format is as broad-based, and Contemporary Christian ranked No. 13 overall, but was sixth with women 55-64; seventh with teens and women 35-44; ninth with adults 55-64, women 25-34 and 45-54; tenth with adults 45-54 and 18-24 women; and No. 11 with adults 35-44.

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Audience Composition

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



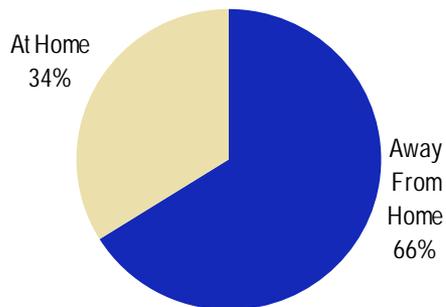
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Contemporary Christian

Share of Listening by Location

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



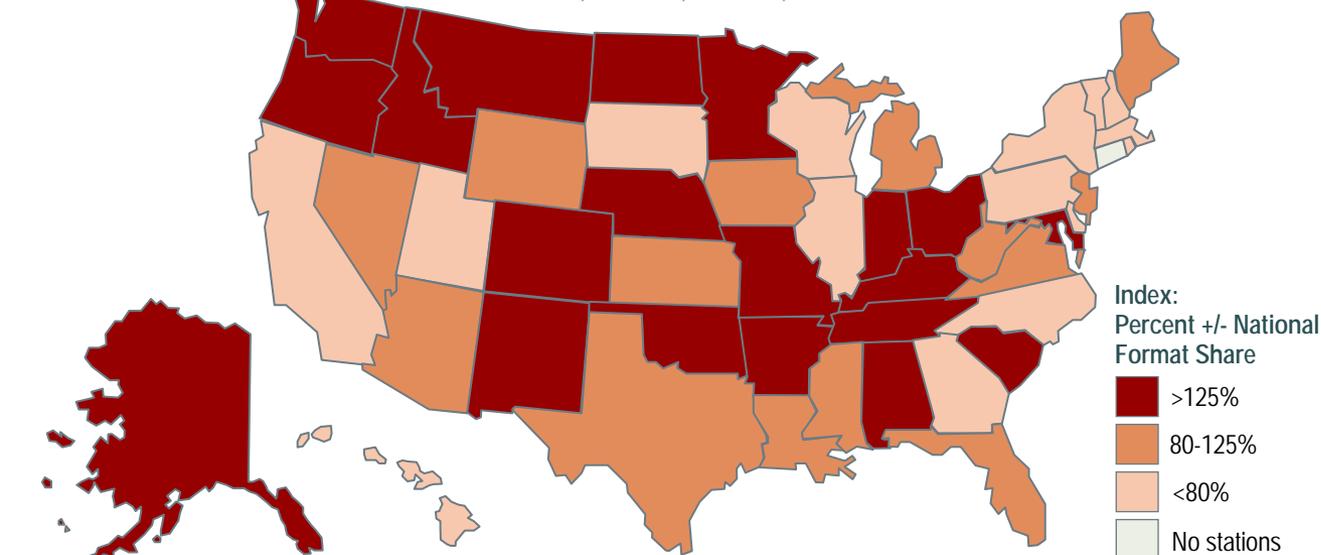
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
136	122	133	49	82

Audience Share by State

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



The proportion of Contemporary Christian's followers between the ages of 12 and 34 has held around 35%-36% the past six reports. However, there's been a notable shift away from ages 35-44, down from 28% to 21% between Spring '05 and Fall '10, partly owing to the shrinking of that age group nationally. Meanwhile, Contemporary Christian's 45-64 segment has risen from 31% to nearly 37% during that time frame. The format has consistently leaned around 62%-63% female for the past five years, ranking it tied for the second-highest ratio of women to men.

Nearly two-thirds of tune-in to Contemporary Christian occurred somewhere other than at home, a figure that increased more than 1% between Fall '09 and Fall '10. Its percentage of out-of-home listening was the median of the 23 formats in this report.

Contemporary Christian increased audience share throughout the day. The gains in Fall '10 were led by weekday evenings—its strongest weekday daypart—which rose from 2.6% to 3.0%. The format also did equally well on weekends and delivered among the most consistent ratings throughout the full week of any of the 16 leading formats.

Contemporary Christian appeals to listeners virtually everywhere. The format scored ratings at least 50% above its national average in Arizona, Colorado, Indiana, Kentucky, Maryland, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Carolina and Washington. Between Fall '09 and Fall '10, Contemporary Christian's ratings picked up at least 15% in Alaska, Arizona, Georgia, Hawaii,

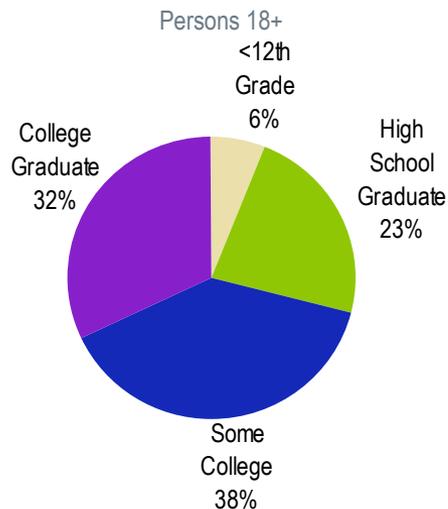
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Note: Due to rounding, totals may not add to 100.

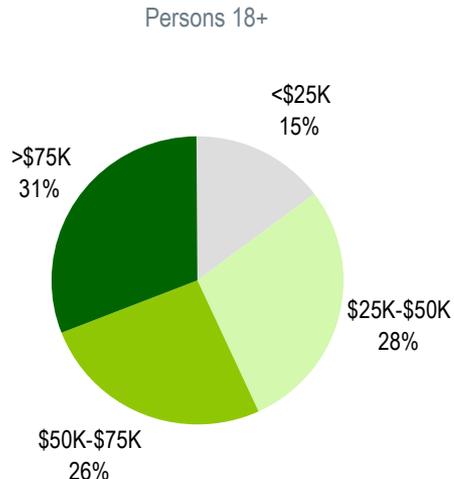
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Contemporary Christian

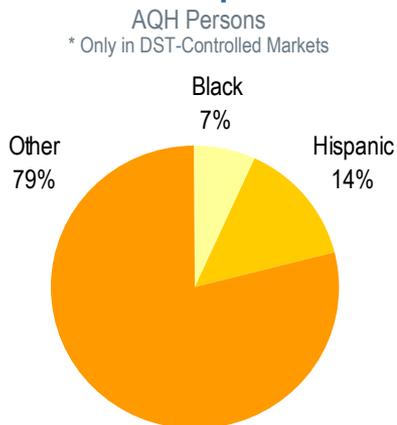
Education



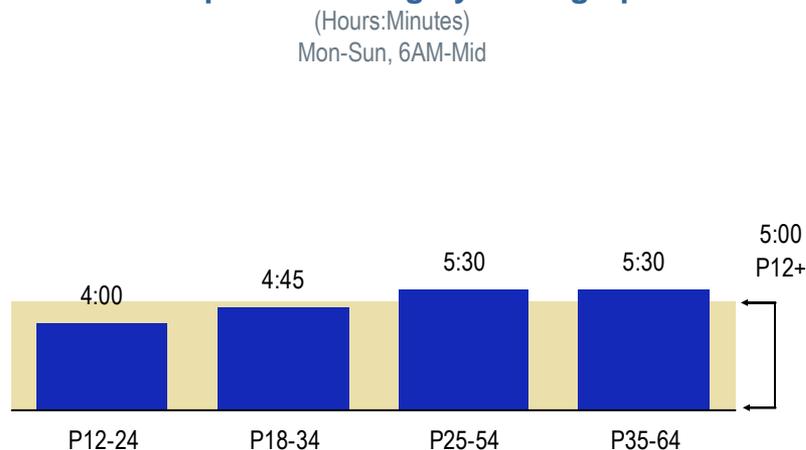
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



Kansas, Maine, Michigan, Missouri, Montana, North Dakota, Nebraska, New Jersey, New Mexico and Vermont.

Adult listeners of Contemporary Christian were among radio's most well educated, with more than 70% having attended or graduated from college. Close to a third have earned a degree—a figure that has remained relatively steady the past six years. Contemporary Christian ranked as the No. 1 music format among the 16 top formats in this study in both of those statistics.

The proportion of adult Contemporary Christian listeners that resided in households producing at least \$75,000 per year increased 1% between Fall '09 and Fall '10, moving the format up in that category's rankings from No. 10 to tie for eighth highest. It ranked No. 7 again in the \$50,000+ segment.

Contemporary Christian had a significant ethnic appeal, 21%, with two-thirds of that coming from Hispanics (rising for the past two years to an all-time high) and the other third from African Americans. Of the 16 top formats in this study, the format ranked seventh highest in its Hispanic composition and ninth highest in its proportion of African American listeners.

As did several other formats, Contemporary Christian gave up a half-hour of time spent listening per week between Fall '09 and Fall '10, though that was only among listeners 35+; other demos shed just 15 minutes. Nonetheless, Contemporary Christian commanded some of the longest TSL in radio. It ranked fourth with adults 18-34 and 25-54, was tied for fourth with those 12-24 and was fifth with adults 35-64.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Contemporary Christian

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	136
Men's Casual Clothing	118
Men's Shoes	117
Women's Business Clothing	134
Women's Casual Clothing	126
Women's Shoes	125
Children's Clothing	138
Infants' Clothing	122
Costume Jewelry	126
Fine Jewelry	109
Cosmetics, Perfumes, Skin Care Items	121

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	97
Domestic Light Beer	92
Domestic Regular Beer	89
Imported Beer	89
Microbrew	120
Malt Alternative/Malt Liquor Beverages	98

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	105
Salty Snacks	116
Candy	115
Energy Bars/Nutrition Bars	121

A majority of these listeners bought apparel during the past 12 months (82%). They were above national norms for purchasing in all clothing categories but were particularly strong consumers of men's business clothing, women's business clothing and children's clothing.

Most listeners lived in households that used coupons and they were more likely than other users to obtain them from loyalty cards, electronic sources and product packages.

The Contemporary Christian audience was above national norms for having health insurance and life insurance. They were also more likely than the average adult to participate in a large variety of recreational activities like swimming, jogging, biking and bowling.

Contemporary Christian listeners were more likely than those of any format studied to devote time to volunteer work.

Coupon Usage (Household)	Pct.
Use Grocery Coupons	81%
Use Coupons for Other Goods/Services	59%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	99
In-Store Circulars/Coupons	103
Loyalty Cards	111
Electronic Sources (E-Mail/Text/Online)	126
Product Packages	117

Health and Wellness Indicators	Index
Have Health Insurance	102
Have Life Insurance	112
Belong to Health or Exercise Club	116
Regularly Buy Organic Food	118
Past 12 Months:	
Dental Check-Ups or Procedures	111
Vision Check-Ups or Procedures	103
Treated by Dermatologist	97
Past 30 Days:	
Bought Prescription Drugs	101
Looked for Medical Services or Info Online	120
Shopped for Medicine Online	119

Recreation/Hobbies Past 12 Months	Index
Gardening	110
Swimming	129
Volunteer Work	140
Photography	130
Jogging/Running	123
Biking	127
Free Weights/Circuit Training	126
Camping	140
Bowling	131
Sewing/Crafts	121

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	118
Pro Sports Event	115
Zoo	129
Theme Park	119
Live Theater	111
High School Sports Event	125
Rock Concert	110
Dance or Ballet Performance	119
Symphony, Opera, etc.	109
Country Music Concert	109

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	112
Laptop Computer	122
Smartphone	132
Other Mobile Computing Device	123
E-Reader	111

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	154
Listened to Radio Online	132

Most saw a new movie during the past 12 months (69%). Other entertainment for which listeners showed above-average affinity included visits to the zoo, theme parks, sports events and music performances.

Listeners were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (68%), spending \$7.2 billion online during the past 12 months.

A strong majority of Contemporary Christian listeners reported being registered to vote (86%). Compared with all registered voters nationally, these voters were much more likely to lean Republican.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	68%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Books	110
Music	114
Toys/Games	107
Office Supplies	104
Sports Event Tickets	105
Total online spending past 12 months: \$7.2 billion	

Voter Profile (Self-Identified)	Index
86% of Listeners are Registered to Vote	106
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	72
Identify as Republican/Independent but Feel Closer to Republican	138
Identify as Independent/Other	85
Contribute to Political Organizations	85
Support Politicians Based on Environmental Positions	85

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

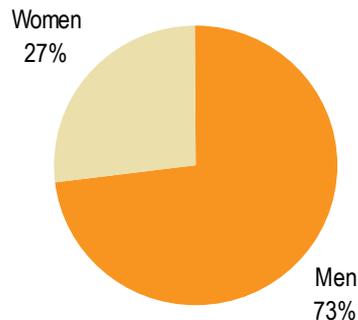
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Active Rock



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.9%	2.0%	2.3%	1.9%	1.9%	2.4%	2.4%	2.3%

12+ AQH Share in PPM Markets	2.0%
12+ AQH Share in Diary Markets	2.8%
12+ AQH Share in non-Metro counties	2.4%

- Strong male audience concentration
- Most consistent ratings performer across all dayparts
- Above-average time spent listening
- Broad geographic appeal

The Maturing Rock Leader

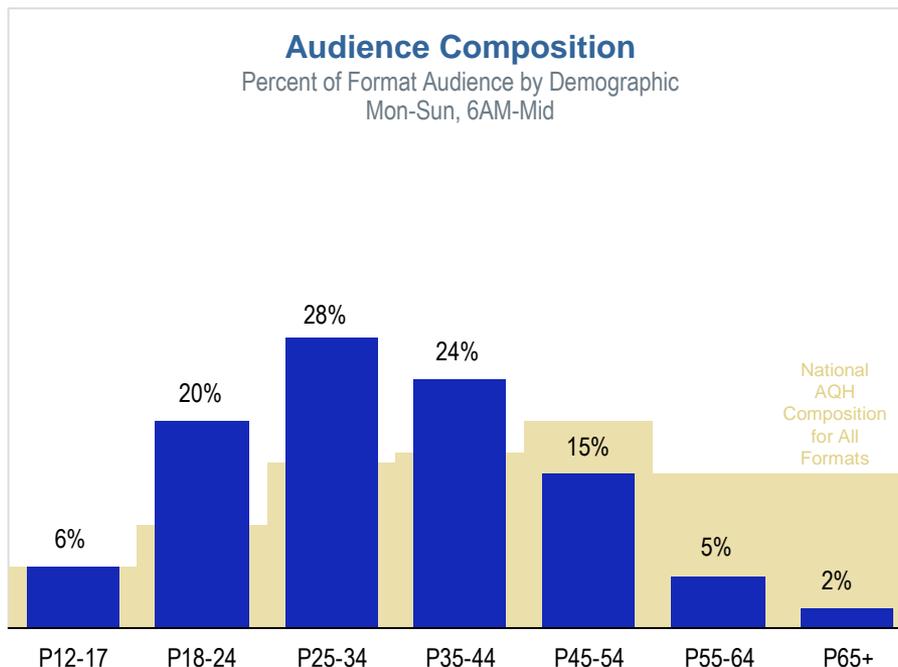
Radio's contemporary rock format leader, Active Rock, is personified by artists such as Three Days Grace, Breaking Benjamin, Avenged Sevenfold, Mudvayne and Drowning Pool. Almost 19 million consumers followed Active Rock during Fall 2010 on 214 stations, generating 2.3% of all U.S. radio listening, which was down slightly from the previous year but up a bit in both PPM and Diary Metros.

More than half of Active Rock's audience was between 12 and 34 years old, and more than half was also between the ages of 25 and 44. The format's 35-44 composition was second highest among the 16 leading formats studied, third largest with adults 35-34, and fourth highest among adults 18-24. Ranking No. 14 in overall share, Active Rock is seventh among adults aged 18-24 (fifth with men), eighth with teen boys and tenth with adults 25-34 (seventh with men). However, in recent years, the format has made a definitive move toward appealing to an older audience, as the teen segment has fallen from 11% to 6% between Spring '05 and Fall '10, while the 18-34 demographic declined from 54% to 48%. Meanwhile, the 45-64 age group has risen from 11% to nearly 20%.

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Audience Composition

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



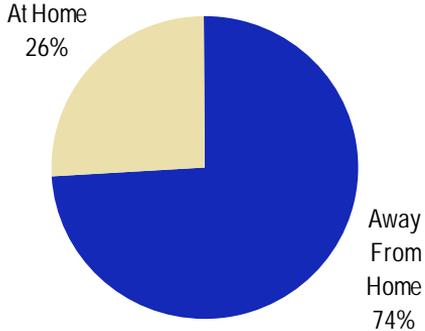
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Active Rock

Share of Listening by Location

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



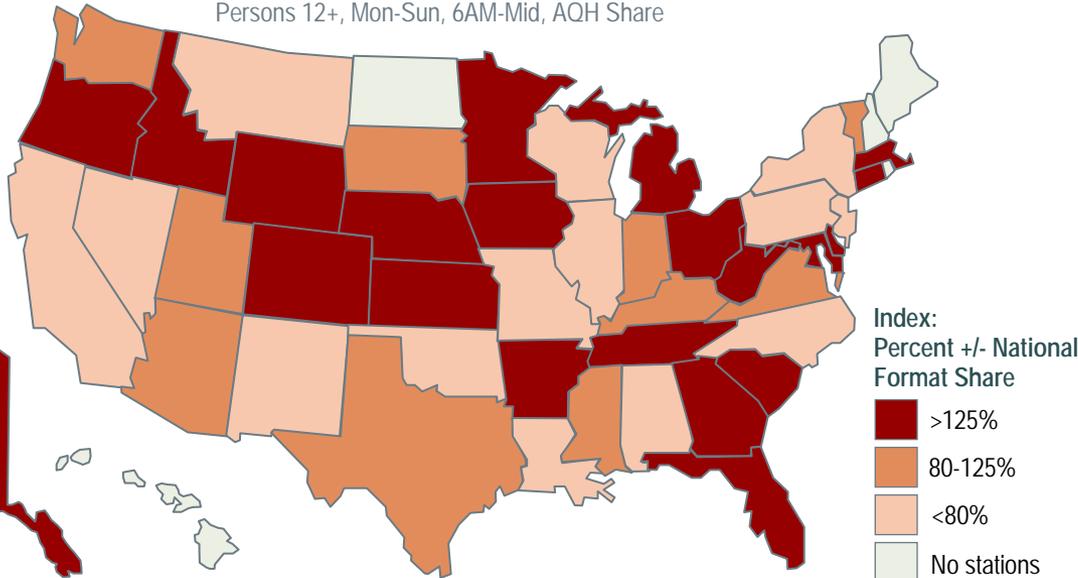
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
140	133	134	51	70

Audience Share by State

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



In Fall '10, Active Rock again leaned heavily male by nearly a 3:1 margin, a proportion that has decreased very little since Spring 2005. Of the 23 formats studied, it continued to rank third highest in its ratio of men to women.

About three-quarters of all listening to Active Rock took place away from home in Fall '10. That figure was unchanged from Fall '09, and ranked the format fourth highest of the 23 leading formats in its proportion of out-of-home tune-in.

Active Rock was a consistent ratings performer regardless of daypart. It ranked No. 14 overall and in every major daypart. Moreover, of the 16 major formats covered, it had the least range of ratings fluctuation during the workweek, with just 0.4 share separating its highest-rated daypart (evenings) from the lowest (middays). Although the format declined a tenth overall year to year, the only daypart to lose audience share was middays; all others remained steady.

In Fall '10, an Active Rock outlet was among the top three stations in Sacramento, and the format delivered ratings at least 50% above its overall share across a diverse geography: Alaska, Colorado, Delaware, Iowa, Idaho, Kansas, Massachusetts, Maryland, Michigan, Minnesota, Ohio, South Carolina, West Virginia and Wyoming. Active Rock added at least 15% more ratings in Alabama, Colorado, Connecticut, Georgia, Louisiana, Michigan, Nebraska and Wyoming.

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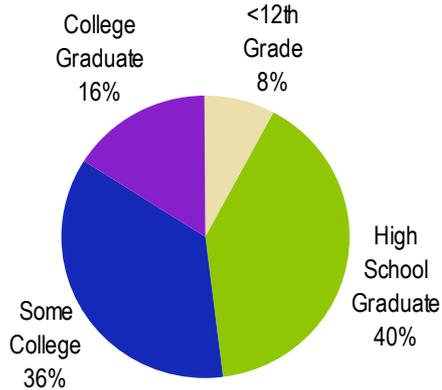
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Active Rock

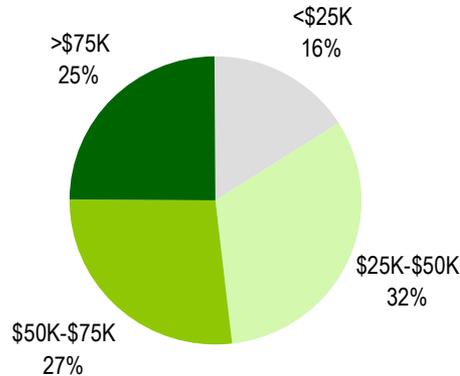
Education

Persons 18+



Household Income

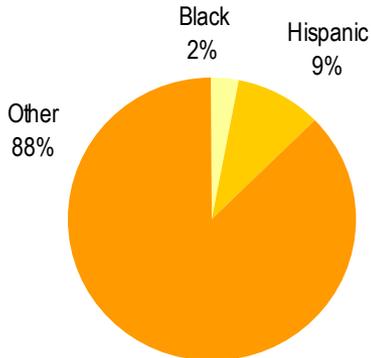
Persons 18+



Ethnic Composition*

AQH Persons

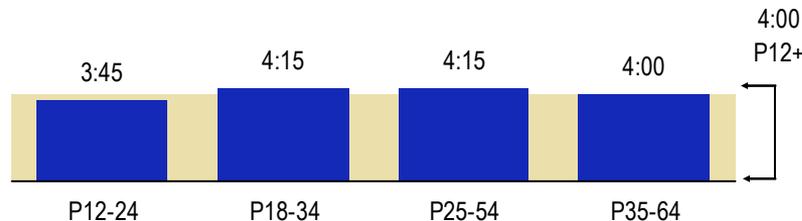
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



In terms of education, slightly more than half of Active Rock's adult listeners had been to college or earned a degree by Fall '10, with nearly one in six holding a diploma; that figure remained stable year to year. The proportion of Active Rock's adult audience who resided in households bringing home at least \$50,000 per year grew almost 1% between Fall '09 and Fall '10, with a steady one in four living in households producing \$75,000 or higher. There was a higher percentage of adult Active Rock consumers in the \$50,000-\$75,000 household category—more than one in four—than there was for any other format.

Active Rock appeals primarily to a nonethnic audience. Over the past several years, it's averaged only 13% of the listenership as Hispanic or African American, ranking in Fall '10 as the sixth least ethnic format.

Time spent listening to Active Rock decreased just 15 minutes per week in general and among adults aged 35-64. Tied for seventh overall, it was sixth with adults 18-34, tied for sixth with those 12-24 and ninth with adults 25-54.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	137
Men's Casual Clothing	119
Men's Shoes	123
Women's Business Clothing	96
Women's Casual Clothing	87
Women's Shoes	87
Children's Clothing	107
Infants' Clothing	110
Costume Jewelry	88
Fine Jewelry	115
Cosmetics, Perfumes, Skin Care Items	96

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	96
Domestic Light Beer	140
Domestic Regular Beer	142
Imported Beer	128
Microbrew	174
Malt Alternative/Malt Liquor Beverages	190

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	105
Salty Snacks	112
Candy	111
Energy Bars/Nutrition Bars	107

Coupon Usage (Household)	Pct.
Use Grocery Coupons	78%
Use Coupons for Other Goods/Services	54%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	98
In-Store Circulars/Coupons	102
Loyalty Cards	109
Electronic Sources (E-Mail/Text/Online)	127
Product Packages	109

Health and Wellness Indicators	Index
Have Health Insurance	95
Have Life Insurance	98
Belong to Health or Exercise Club	115
Regularly Buy Organic Food	99
Past 12 Months:	
Dental Check-Ups or Procedures	97
Vision Check-Ups or Procedures	83
Treated by Dermatologist	72
Past 30 Days:	
Bought Prescription Drugs	93
Looked for Medical Services or Info Online	101
Shopped for Medicine Online	98

Recreation/Hobbies Past 12 Months	Index
Swimming	137
Bowling	162
Jogging/Running	135
Fishing	141
Free Weights/Circuit Training	137
Camping	152
Biking	128
Photography	111
Hiking	143
Golf	147

The Active Rock audience leaned more heavily male and this was reflected in the purchasing patterns of apparel and accessories. Listeners were well above national averages for the purchase of men's business clothing, men's casual clothing and men's shoes.

Most listeners who were of drinking age had wine, beer or other malt beverages during the past 30 days (61%). They showed a preference for beer (including microbrew) and for malt alternative and malt liquor beverages.

Most Active Rock listeners did have health insurance (81%) and life insurance (61%), but they were slightly below national averages for coverage. They engaged in a variety of recreational activities and were above average for active sports like swimming, bowling, jogging and biking. They also participated in a variety of outdoor sports like fishing, camping and hiking.

continued ►

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	122
Pro Sports Event	133
Casino	107
Zoo	129
Theme Park	118
Rock Concert	185
High School Sports Event	121
Comedy Club	154
Country Music Concert	121
Circus	104

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	110
Laptop Computer	124
Smartphone	141
Other Mobile Computing Device	135
E-Reader	99

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	162
Listened to Radio Online	146

The Active Rock audience enjoyed a variety of entertainment activities during the past 12 months. Most attended new movies (71%) and they were also more likely than the average adult to attend sports events, concerts and comedy clubs.

Listeners of Active Rock were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (64%), spending \$8.4 billion online during the past 12 months.

A strong majority of listeners reported being registered to vote (80%). Compared with all registered voters nationally, these voters were more likely to lean Republican. They were less likely than the average voter to contribute to political organizations but more likely to support politicians based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	64%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Music	114
Computer Hardware/Software	109
Toys/Games	110
Consumer Electronics	108
Movie Tickets	110
Total online spending past 12 months: \$8.4 billion	

Voter Profile (Self-Identified)	Index
80% of Listeners are Registered to Vote	98
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	84
Identify as Republican/Independent but Feel Closer to Republican	109
Identify as Independent/Other	116
Contribute to Political Organizations	72
Support Politicians Based on Environmental Positions	105

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

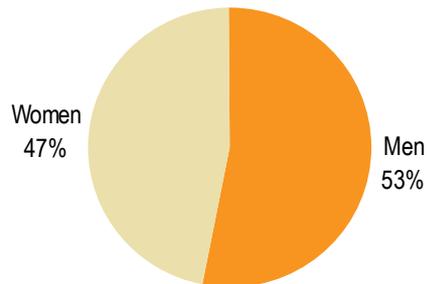
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Adult Hits (and '80s Hits)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
0.5%	0.4%	1.3%	2.1%	2.1%	2.0%	2.2%	2.2%

12+ AQH Share in PPM Markets	2.6%
12+ AQH Share in Diary Markets	1.8%
12+ AQH Share in non-Metro counties	1.7%

- Equal balance of 35-44, 45-54 adults
- No. 1 in out-of-home listening
- No. 1 in most states with 15% ratings growth
- Among the leaders in educational attainment, household income

An On-the-Go Favorite

Variety and uptempo music was the name of the game with Adult Hits, particularly the stations with the JACK-FM brand. With 245 stations and top 10 in reach with more than 24 million consumers each week, the breadth of repertoire covers artists ranging from Tom Petty and Sheryl Crow to Rod Stewart, Billy Joel, INXS and Boston. In Fall 2010, Adult Hits generated above-average ratings in PPM markets, where many of the stations are based, though the format also experienced a small gain in Diary Metros.

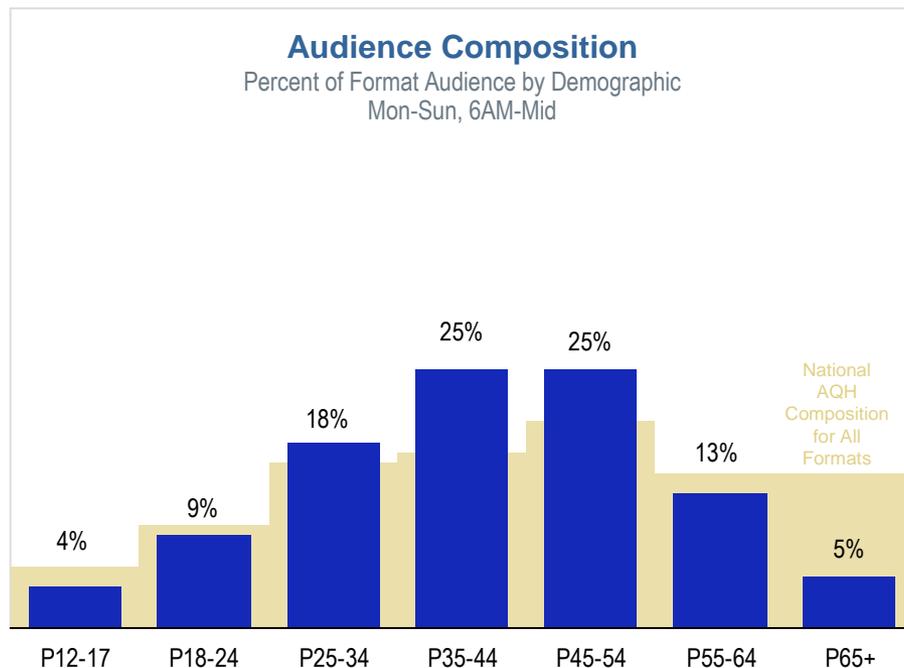
Half of Adult Hits' audience is between 35 and 54 years old, divided equally between ages 35 and 44 and 45 and 54. No format had a higher concentration of its listeners in the 35-44 age group, and Active Hits' proportion of 45-54 year olds was third in that demographic. Though ranked No. 15 overall, Adult Hits is No. 11 among adults aged 45-54 and 55-64 (eighth with men).

The format has matured a bit in recent years. Since Spring 2006, the 25-44 segment has declined from 53% to 43%, while the proportion aged 45-64 has risen from 31% to 39%. Oriented toward a mix of rock and pop singles, Adult Hits leans male by a consistent 53% to 47% margin.

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Audience Composition

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



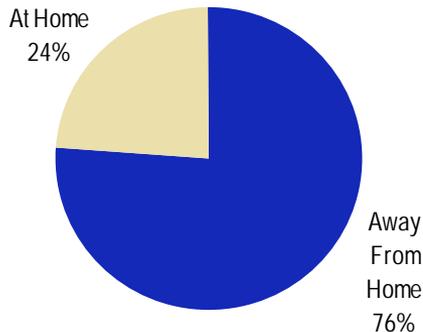
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Hits (and '80s Hits)

Share of Listening by Location

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



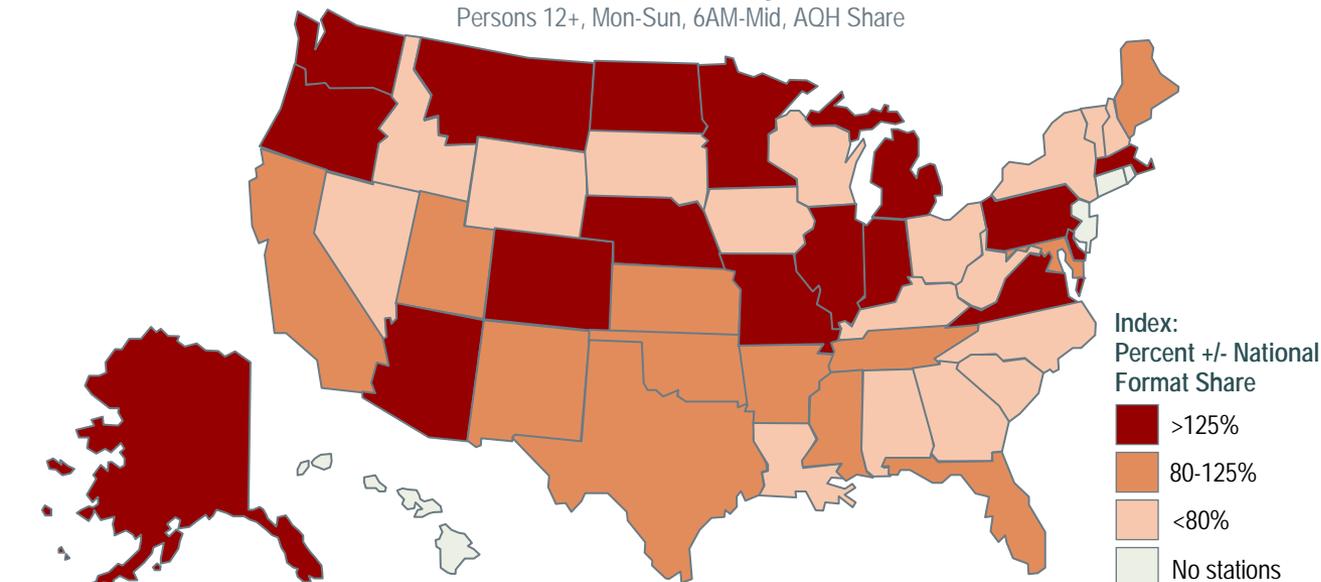
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
124	157	132	41	70

Audience Share by State

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



In Fall '10, Adult Hits proved its popularity at work and in the car, posting the highest ratio of out-of-home listening (77%) of all 23 formats in this report. Although the format's share overall remained steady, Adult Hits picked up a tenth of a share for the second straight year in mornings and in middays, its strongest daypart.

Adult Hits stations ranked among the top three broadcasters in Indianapolis, Nashville, Norfolk-Virginia Beach-Newport News and Phoenix during Fall '10. The format outperformed its national share by at least 50% in Arizona, Colorado, Delaware, Illinois, Indiana, Missouri, Montana, North Dakota, Pennsylvania and Washington. Adult Hits produced at least a 15% share gain year to year in more states (19) than did any other format: Colorado, Delaware, Georgia, Iowa, Idaho, Louisiana, Maine, Minnesota, Missouri, Mississippi, Montana, North Dakota, New York, Ohio, Oklahoma, Tennessee, Utah, Wisconsin and Wyoming.

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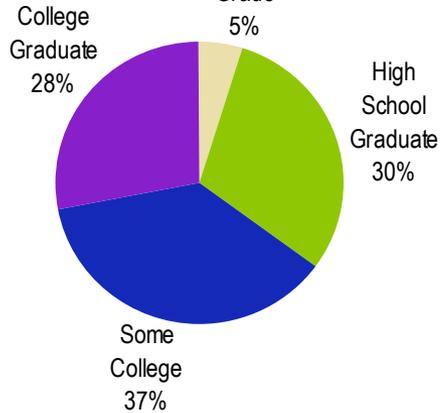
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Hits (and '80s Hits)

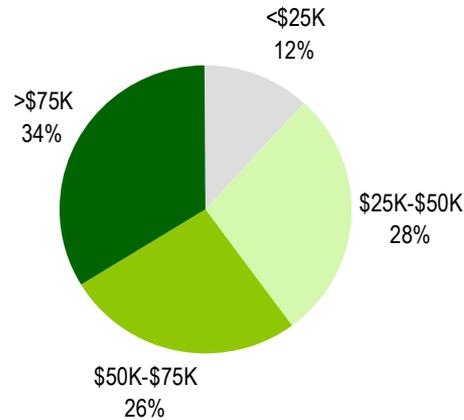
Education

Persons 18+
<12th
Grade



Household Income

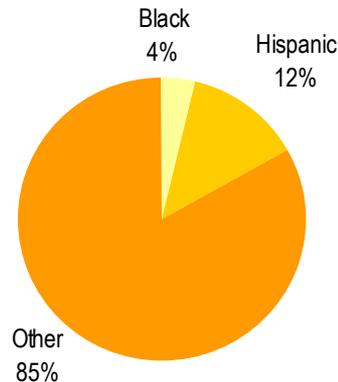
Persons 18+



Ethnic Composition*

AQH Persons

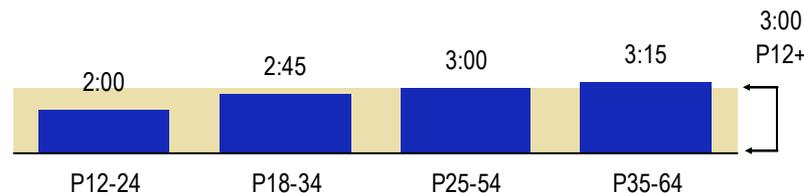
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Nearly two-thirds of Adult Hits listeners aged 18+ have gone to college or achieved a degree, and the 28% hold a diploma, ranking the format sixth and seventh best, respectively. Those percentages remained constant between Fall '09 and Fall '10. Sixty percent of Adult Hits listeners 18 and over reside in households earning at least \$50,000 per year, and more than a third were in households generating \$75,000 or more; both those figures are fifth best of the 16 leading formats in this study.

About 85% of the Adult Hits audience is nonethnic, up about 2% from the previous year owing to a decline in the proportion of the format's Hispanic listeners, a percentage at the median of the 23 formats analyzed.

Time spent listening to Adult Hits held steady overall, as well as among those aged 12-24 and with adults 18-34.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Hits (and '80s Hits)

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	147
Men's Casual Clothing	121
Men's Shoes	122
Women's Business Clothing	126
Women's Casual Clothing	106
Women's Shoes	108
Children's Clothing	117
Infants' Clothing	109
Costume Jewelry	114
Fine Jewelry	115
Cosmetics, Perfumes, Skin Care Items	110

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	113
Domestic Light Beer	120
Domestic Regular Beer	126
Imported Beer	130
Microbrew	158
Malt Alternative/Malt Liquor Beverages	127

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	103
Salty Snacks	112
Candy	109
Energy Bars/Nutrition Bars	121

A majority of these listeners bought apparel or shoes during the past 12 months (80%). They were above average for purchasing in every category of apparel measured in the Scarborough survey, especially for men's business clothing.

Most listeners lived in households that use coupons and were more likely than other users to obtain them from loyalty cards, electronic sources and product packages.

The listeners of Adult Hits and '80s Hits were above national norms for having health insurance and life insurance. They were more likely than the average adult to participate in a large variety of recreational activities.

continued ►

Coupon Usage (Household)	Pct.
Use Grocery Coupons	81%
Use Coupons for Other Goods/Services	58%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	101
In-Store Circulars/Coupons	102
Loyalty Cards	120
Electronic Sources (E-Mail/Text/Online)	123
Product Packages	110

Health and Wellness Indicators	Index
Have Health Insurance	102
Have Life Insurance	108
Belong to Health or Exercise Club	130
Regularly Buy Organic Food	119
Past 12 Months:	
Dental Check-Ups or Procedures	109
Vision Check-Ups or Procedures	95
Treated by Dermatologist	92
Past 30 Days:	
Bought Prescription Drugs	100
Looked for Medical Services or Info Online	120
Shopped for Medicine Online	117

Recreation/Hobbies Past 12 Months	Index
Gardening	103
Swimming	128
Jogging/Running	130
Free Weights/Circuit Training	142
Photography	120
Biking	134
Volunteer Work	105
Bowling	135
Camping	125
Fishing	105

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Adult Hits (and '80s Hits)

Entertainment Past 12 Months	Index
New Movie at Theater	121
Pro Sports Event	137
Casino	113
Zoo	136
Theme Park	137
Live Theater	103
Rock Concert	164
Art Museum	112
Comedy Club	140
Country Music Concert	105

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	113
Laptop Computer	124
Smartphone	140
Other Mobile Computing Device	132
E-Reader	124

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	146
Listened to Radio Online	133

These listeners were also involved in a variety of entertainment activities and were much more likely than the general population to see new movies and to attend rock concerts, comedy clubs and professional sports events.

Listeners of the Adult Hits and '80s Hits formats were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (68%) and were above norms for buying airline tickets, music and consumer electronics. Listeners spent \$12.2 billion online during the past 12 months.

A strong majority of the audience reported being registered to vote (83%). Compared with all registered voters nationally, these voters were more likely to lean Republican. They were less likely than the average voter to contribute to political organizations but more likely to support politicians based on environmental positions.

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	68%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Airline Tickets	112
Books	104
Music	119
Toys/Games	105
Consumer Electronics	111
Total online spending past 12 months: \$12.2 billion	

Voter Profile (Self-Identified)	Index
83% of Listeners are Registered to Vote	102
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	92
Identify as Republican/Independent but Feel Closer to Republican	108
Identify as Independent/Other	101
Contribute to Political Organizations	94
Support Politicians Based on Environmental Positions	104

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

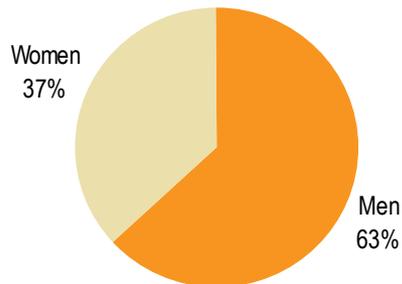
Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Alternative



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
3.1%	3.1%	2.4%	2.1%	2.1%	2.2%	2.1%	2.1%

12+ AQH Share in PPM Markets	3.1%
12+ AQH Share in Diary Markets	1.4%
12+ AQH Share in non-Metro counties	0.9%

- Solid 25-34 audience core as audience matures
- Tops in college graduation growth; among best-educated listeners
- No. 1 in growth for \$50,000+ households
- Among the leaders in \$75,000+ households

Reliable Ratings With Young Adult Men

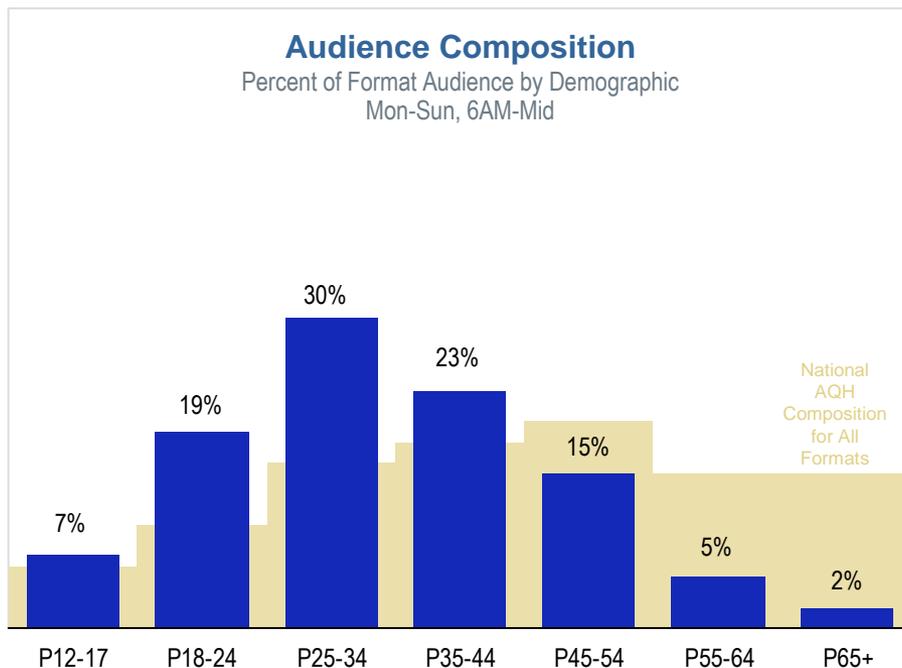
With music by artists including Muse, Cage The Elephant and Thirty Seconds To Mars, Alternative held steady overall in Fall 2010 with 2.1% of the U.S. radio audience. That total figure has not shifted more than 0.1 for the past five years, though in Fall '10 there was an increase in PPM markets, where the format attracted the lion's share of its ratings. There were 282 Alternative stations in Fall '10, pulling in more than 23 million listeners per week, good for No. 11 among the 23 formats in this report.

For the past nine years, Alternative's core audience has been adults aged 25-34, a segment consistently responsible for about 30% of the format's listenership; that 30% composition ranks second highest to Mexican Regional among the 16 leading formats for that age group. However, the proportion of Alternative's secondary target audience has shifted significantly older in recent years. The format's 12-24-year-old audience composition fell from 41% to 26% between Spring '05 and Fall 2010, while the adult 35-44 composition rose from 18% to nearly 23% (fifth largest) and the 45-64 composition doubled from less than 10% to 20%.

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Audience Composition

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



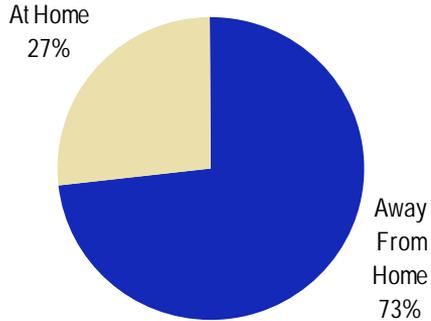
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010

Alternative

Share of Listening by Location

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



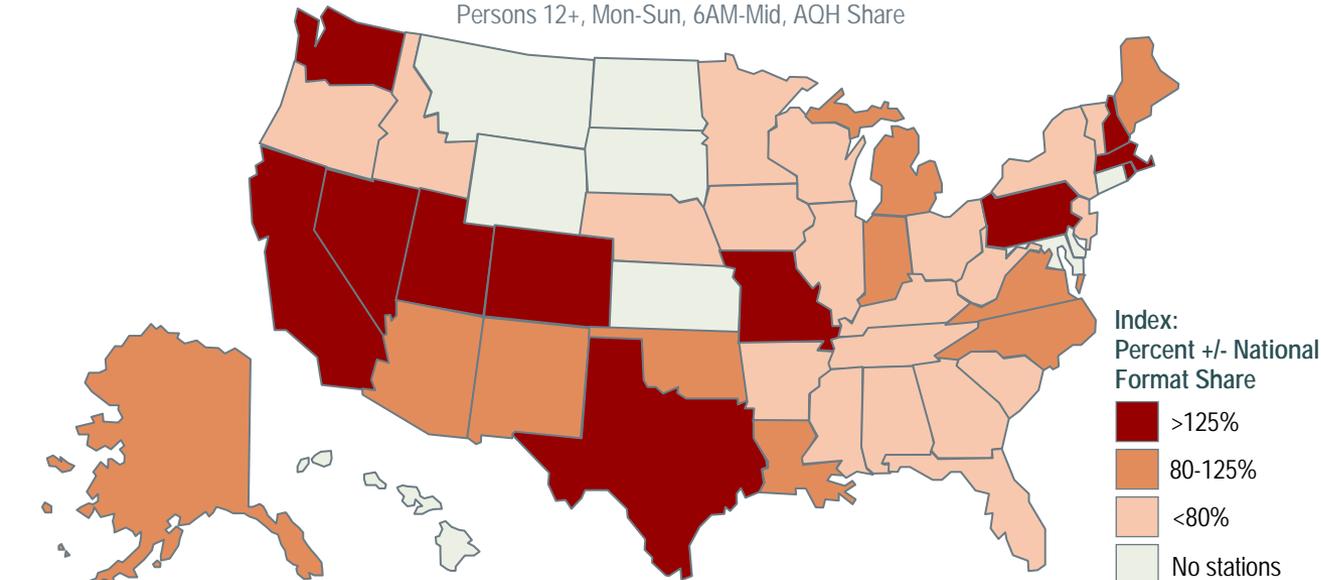
Index of AQH Listening by Daypart

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

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
127	134	137	51	75

Audience Share by State

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



Alternative has been a reliably male-leaning format with 63% of its audience in Fall '10, just as it was in Spring '02. Of the 23 formats in this study, its male to female ratio was fifth highest, as it was in Fall '09.

An increasing percentage of listening to Alternative is taking place away from home, up almost 2% between Fall '09 and Fall '10, its highest level (73%) in the past nine years. That increase moved Alternative up from seventh to fifth highest of 23 formats in its proportion of out-of-home tune-in.

Historically generating its best shares in weekday evenings, Alternative saw its ratings in weekday afternoons equal those in evenings in Fall '10 for the first time. Although steady year to year overall, Alternative did add a tenth of a share during weekday mornings and middays.

In Fall '10, an Alternative station was among the top three outlets in Houston-Galveston and Salt Lake City-Ogden-Provo. Producing measurable ratings in about two-thirds of the U.S., the format outperformed its national share by at least 50% in California, Colorado, the District of Columbia, Maryland, Missouri, Nevada, Rhode Island, Texas, Utah and Washington. Alternative's ratings grew by at least 15% between Fall '09 and Fall '10 in Alabama, Idaho, Indiana, Kentucky, Massachusetts, Missouri, North Carolina, Nevada, Oregon and Texas.

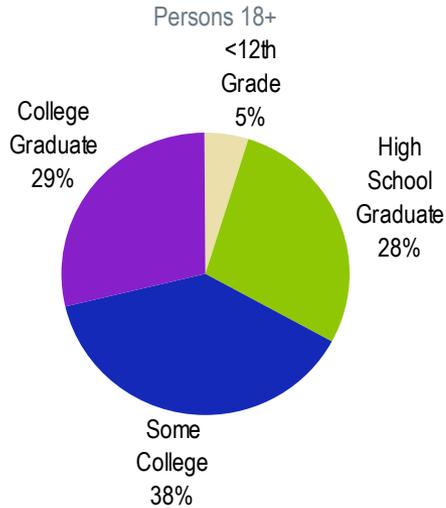
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Note: Due to rounding, totals may not add to 100.

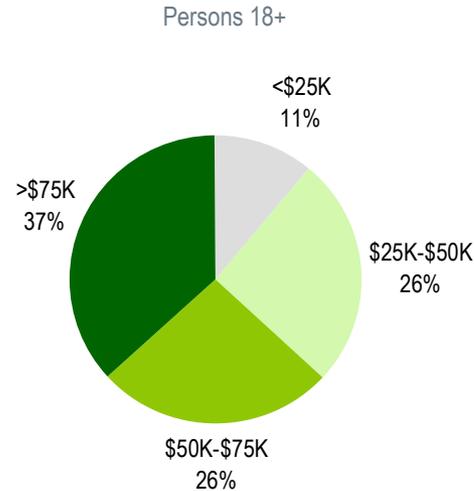
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Alternative

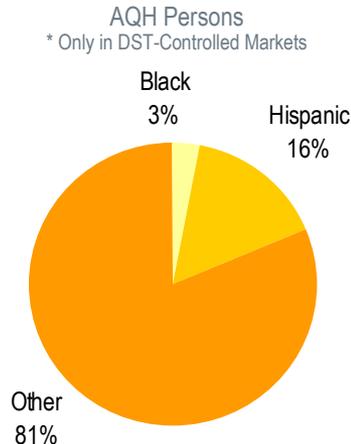
Education



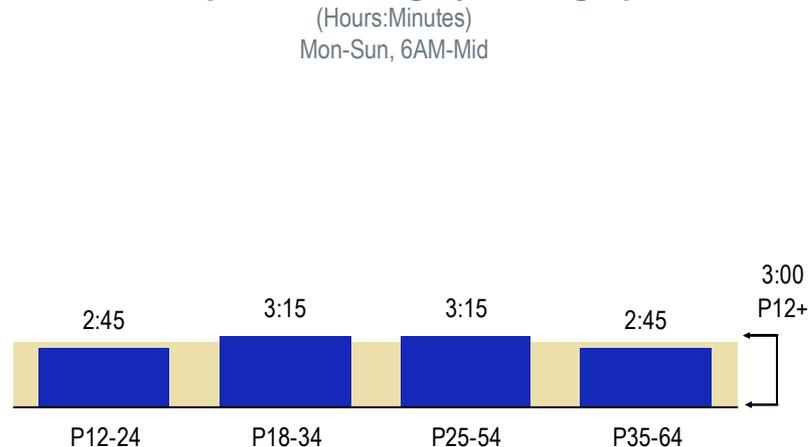
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



Alternative's audience is among radio's most well-educated, with two-thirds of its listeners having attended or graduated from college, up from about 65% in Fall '09. That boosted Alternative's "college experience" rank from seventh best to fifth. Even better, all of that growth came from among those who had earned a degree by Fall '10, up more than 2% from the previous year—the largest one-year increase in graduation rate among the 16 leading formats. That moved Alternative's "college grad" rank up from seventh in Fall '09 to sixth and its highest level since Spring '04.

More than 63% of Alternative consumers resided in households with at least \$50,000 income per year. That figure also gained more than 2% year to year, the most of any of those top formats, moving Alternative up from fourth highest in Fall '09 to third best in that category. The proportion living in households earning \$75,000 or more also rose almost 1%, one of just three formats to increase as much during the difficult economy. This kept Alternative's listeners among the four most affluent by format.

Alternative's audience was somewhat more ethnically diverse than those who listen to Active Rock, Album Adult Alternative, AOR or Classic Rock. Most notable is an increase in the format's Hispanic base, which grew from 11% in Spring '03 to more than 16% in Fall '10, with a nearly 2% uptick between Fall '09 and Fall '10 alone. That shift moved Alternative's Hispanic composition from seventh highest to six among the 23 formats covered.

Time spent listening to Alternative dipped 15 minutes per week year-to-year, though it remained the same among adults aged 25-54.

continued ►

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel/ Accessories Past 12 Months	Index
Men's Business Clothing	148
Men's Casual Clothing	123
Men's Shoes	127
Women's Business Clothing	119
Women's Casual Clothing	99
Women's Shoes	100
Children's Clothing	109
Infants' Clothing	112
Costume Jewelry	104
Fine Jewelry	117
Cosmetics, Perfumes, Skin Care Items	107

Alcoholic Beverage Consumption Past 30 Days (Among Adults 21+)	Index
Wine	115
Domestic Light Beer	128
Domestic Regular Beer	148
Imported Beer	156
Microbrew	202
Malt Alternative/Malt Liquor Beverages	151

Snack Foods Past 30 Days (Household)	Index
Ice Cream/Frozen Treats	103
Salty Snacks	109
Candy	109
Energy Bars/Nutrition Bars	125

The Alternative audience leans more heavily male and that was reflected in the purchasing patterns of apparel and accessories. Listeners were well above national averages for the purchase of men's business clothing, men's casual clothing and men's shoes.

Most listeners of drinking age had wine, beer or other malt beverages during the past 30 days (62%). They enjoyed wine and all types of beers and were twice as likely as the average drinker to drink microbrew.

Although a majority of Alternative listeners had both health insurance (82%) and life insurance (58%), they were slightly below national norms for coverage. But they were well above the norm for health club membership and for engaging in a variety of recreational activities including swimming, jogging, using free weights, biking and basketball.

continued ►

Coupon Usage (Household)	Pct.
Use Grocery Coupons	78%
Use Coupons for Other Goods/Services	56%
Compared With All Coupon Users, Households of Listeners Obtain Coupons From:	Index
Newspapers/Magazines/Mail	99
In-Store Circulars/Coupons	101
Loyalty Cards	120
Electronic Sources (E-Mail/Text/Online)	126
Product Packages	104

Health and Wellness Indicators	Index
Have Health Insurance	97
Have Life Insurance	94
Belong to Health or Exercise Club	134
Regularly Buy Organic Food	131
Past 12 Months:	
Dental Check-Ups or Procedures	102
Vision Check-Ups or Procedures	86
Treated by Dermatologist	83
Past 30 Days:	
Bought Prescription Drugs	92
Looked for Medical Services or Info Online	113
Shopped for Medicine Online	106

Recreation/Hobbies Past 12 Months	Index
Swimming	135
Jogging/Running	162
Free Weights/Circuit Training	161
Bowling	157
Photography	123
Biking	137
Camping	141
Hiking	147
Golf	146
Basketball	172

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Entertainment Past 12 Months	Index
New Movie at Theater	127
Pro Sports Event	140
Casino	110
Zoo	134
Theme Park	155
Rock Concert	192
Art Museum	127
Comedy Club	175
Dance or Ballet Performance	106
Circus	112

Own Computers/Mobile Devices (Household)	Index
Desktop Computer	112
Laptop Computer	128
Smartphone	162
Other Mobile Computing Device	138
E-Reader	124

Online Radio Experience Past 30 Days	Index
Visited any Radio Station Web Site	172
Listened to Radio Online	162

Online Purchasing Past 12 Months	Pct.
Any Online Purchase	70%
Compared With All Online Purchasers, Listeners Are More Likely to Buy:	
	Index
Airline Tickets	108
Music	124
Toys/Games	116
Movie Tickets	136
Consumer Electronics	120
Total online spending past 12 months: \$11.3 billion	

Voter Profile (Self-Identified)	Index
79% of Listeners are Registered to Vote	97
Listeners Compared With Registered Voters Nationwide:	
Identify as Democrat/Independent but Feel Closer to Democrat	100
Identify as Republican/Independent but Feel Closer to Republican	97
Identify as Independent/Other	105
Contribute to Political Organizations	96
Support Politicians Based on Environmental Positions	135

The audience was also involved in a variety of entertainment activities. Listeners were more likely than the average adult to see new movies and to attend rock concerts, comedy clubs and professional sports events.

Listeners of Alternative were much more likely than the average adult in the U.S. to visit radio station Web sites and to listen to radio online. Most also made online purchases (70%) and were above the norm for buying music, movie tickets and consumer electronics.

A strong majority of Alternative listeners reported being registered to vote (79%). These voters mirrored the national average for affiliation with the Democratic Party (42%). They were less likely than the average voter to contribute to political organizations but much more likely to support politicians based on environmental positions.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2010

Additional Noteworthy Formats

The following pages provide an overview of seven additional formats:

- Album Oriented Rock (AOR)
- Oldies
- All News
- Spanish Contemporary
- Religious
- Album Adult Alternative (AAA)
- Spanish Adult Hits

In Fall 2010, each of these formats earned between a 1.1% and 1.8% share of radio listening nationally. Collectively, the stations in these formats reached nearly 82 million consumers per week and accounted for 9.9% of all radio tune-in.

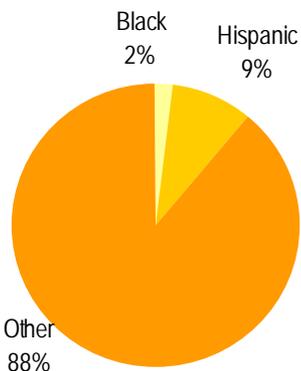
While *Radio Today 2011* focuses on the primary radio formats, the significant legacy value and/or specific market impact of these six formats warranted their inclusion in this report.

Album Oriented Rock (AOR)

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
2.4%	2.2%	2.0%	2.0%	2.1%	1.8%	1.8%	1.8%

Index of AQH Listening by Daypart

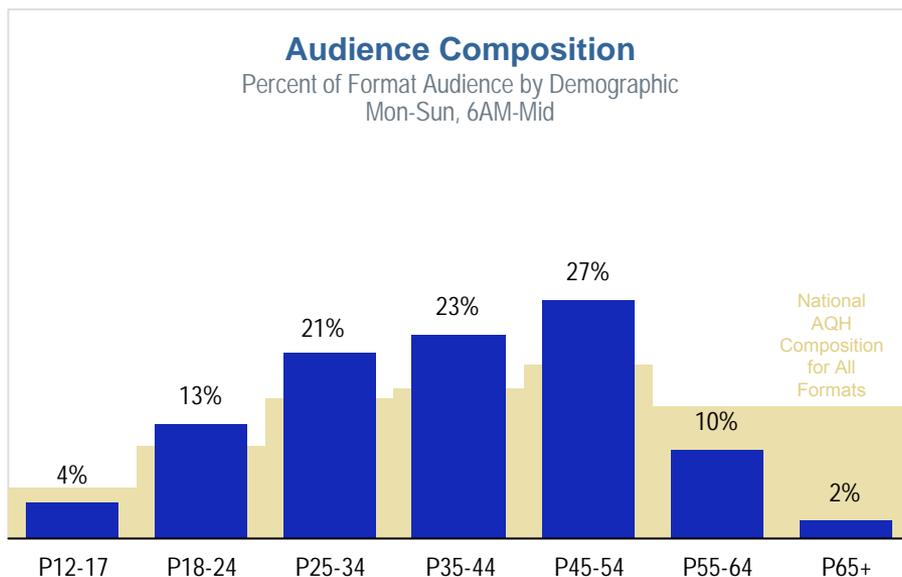
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
154	140	127	42	68

Audience Composition

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



Presenting a mix of current and heritage artists and acts with older material heard on Classic Rock stations, Album Oriented Rock (AOR) generated a 1.8 share for the third year in a row, though its reach rank improved from No. 18 to 16, with more than 15 million listeners. Heard on 152 stations, AOR scored somewhat higher figures in Diary markets than in PPM Metros, with non-Metro areas matching its overall ratings.

AOR has seen its audience grow steadily older. While half of its audience has been aged 35-54 in recent years, the format's largest demographic segment became adults aged 45-54 for the first time, having been 35-44 for the previous five years. That adult 35-44 demo has shrunk from 31% to 23% between Spring '05 and Fall '10, while the 45-54 age group rose from 19% to 27% and the 55+ segment jumped from 5% to more than 12%. Meanwhile, the 18-34 demo composition fell from 40% to 33%.

More than three-quarters of all listening to AOR occurs away from home; that figure is almost identical to that from Spring '06, ranking AOR No. 2 in its proportion of out-of-home tune-in, up from No. 3 in Fall '09.

The format delivers steady ratings regardless of daypart, with its highest shares consistently in weekday mornings over the years, ranking the format among radio's top 15 in that daypart.

AOR is among radio's least-ethnic formats at 88%, though that was down from nearly 91% in Fall '09, as AOR's Hispanic composition grew more than 2% year to year to its highest level reported to date, the largest increase of the 23 formats in this report.

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

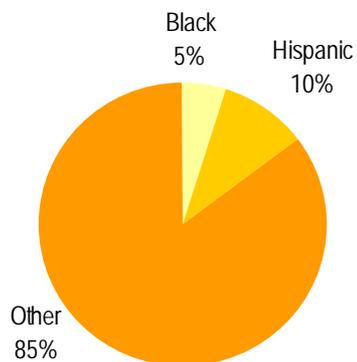
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Oldies

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
5.0%	5.0%	4.1%	3.3%	2.6%	2.3%	1.7%	1.6%

Index of AQH Listening by Daypart

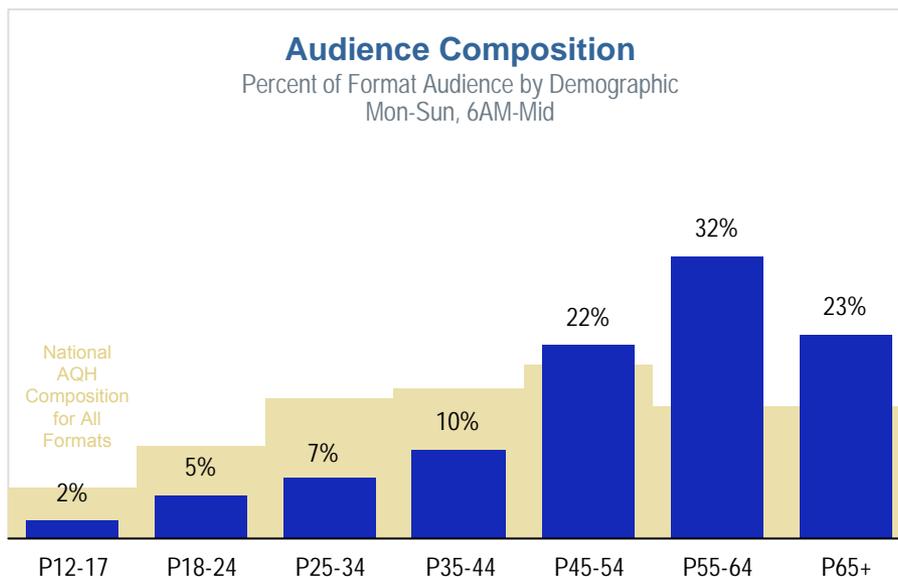
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
129	158	121	37	76

Audience Composition

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



Broadcast by 572 stations, Oldies is being increasingly replaced as a format description by Classic Hits and features pop, rock and R&B singles from the '60s and '70s, although some stations still play a handful of hits from the late '50s. The format's share has declined seven of the past eight years, and delivers its best ratings in non-Metro counties, followed by stations in Diary Metros. With close to 12 million listeners per week, Oldies has for the past three years had an almost perfect balance of men and women, the most equal of the 23 formats in this study.

Most of Oldies' audience is at least 45 years old, and a nearly equal majority can be found in both the 45-64 and 55+ demographic groups. Nearly a third of Oldies listeners are between 55 and 64—consumers who became teenagers between 1960 and 1969. That high concentration is significantly larger than that of any of the leading 16 formats. The adults 55-64 demographic first became Oldies largest audience segment in Spring '07; the biggest concentration had previously been adults aged 45-54. However, in Fall '10, for the first time, the senior demographic also represented a larger segment than adults 45-54 and, by composition, that 65+ group posted the largest increase of all formats in this report.

In Fall '10, Oldies generated more than 36% of its listening at home—the highest percentage the format has recorded to date, and evidence of its maturing audience. Oldies produced its highest ratings in middays, and though its total share dipped 0.1%, held steady in afternoons and delivered consistently similar ratings throughout the week. About 85% of the Oldies audience is nonethnic (seventh highest of 23 formats studied), with Hispanic tune-in twice that of African American.

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

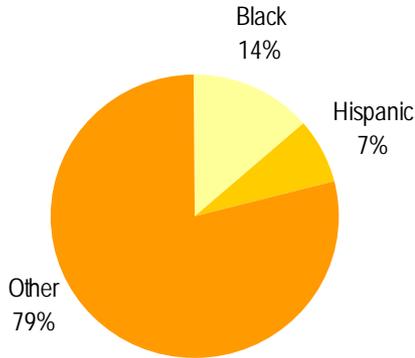
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

All News

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.8%	1.5%	n/a	1.4%	1.4%	1.5%	1.5%	1.5%

Index of AQH Listening by Daypart

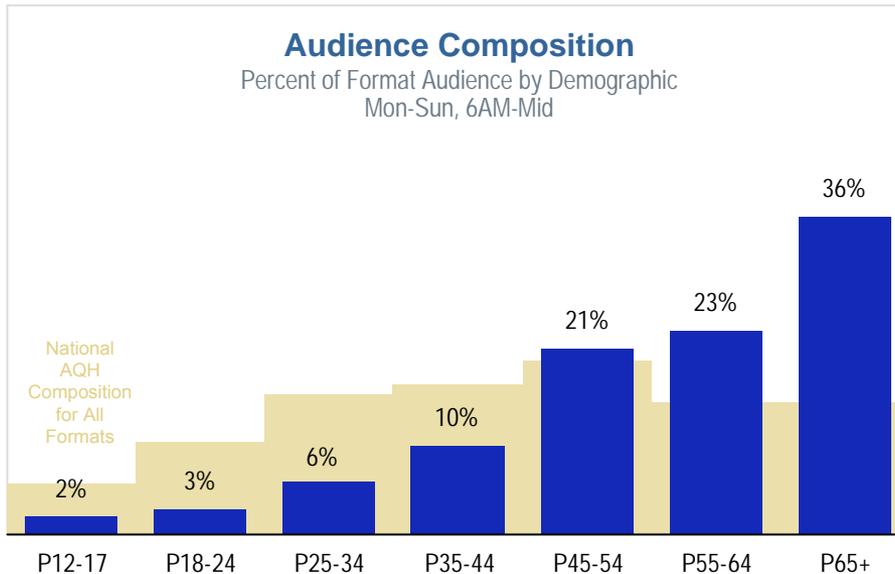
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
170	110	117	50	80

Audience Composition

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



Broadcast on 33 stations in mostly PPM markets, All News delivered a steady 1.5% share of U.S. radio listening for the third consecutive year, reaching more than 14 million consumers. In Fall 2010, the No. 1 stations in Chicago, San Francisco and Washington, DC were All News, and you'd also find an All News station among the top three outlets in Detroit, Nassau-Suffolk and Philadelphia.

In Fall 2010, the majority of listening to All News was by adults 55 years old or above, who represent 59% of the format's total audience; less than 10% were under the age of 35. In the past two years, the audience composition shifted almost entirely toward the 55+ segment. More than a third of the audience were seniors, whose proportion grew from 33% to 36% year to year, the second largest increase of the 23 formats in this report.

As in Fall '09, 55% of the All News audience was male; that's a slightly lower percentage than it was for the News/Talk/Information format. Despite the maturing audience, the ratio of at-home/away-from-home listening has remained stable the past three years, continuing as the third highest of all formats studied.

As one would expect, All News generated its highest ratings in weekday mornings as people wake up and commute to work, with evenings producing the next strongest figures, when, despite flat ratings over the full week, All News delivered a 0.1% increase. The format's 79% nonethnic makeup similar to that which it has produced the past three annual reports, though it did rank again among the top five formats in its African American composition.

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

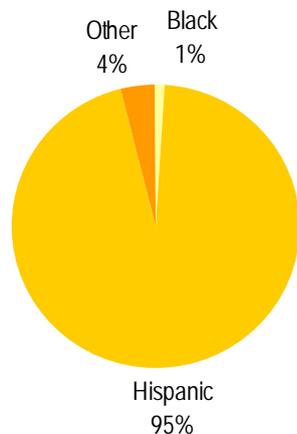
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Contemporary

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
1.6%	1.6%	1.9%	1.9%	1.5%	1.2%	1.2%	1.4%

Index of AQH Listening by Daypart

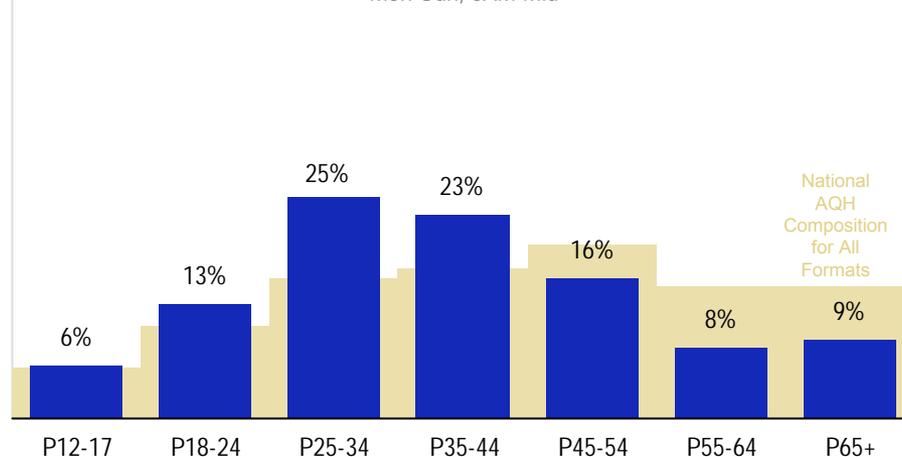
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
113	136	126	47	90

Audience Composition

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



The second most popular format among Hispanics next to Mexican Regional, Spanish Contemporary is comprised of a mix of stations that sound like an Adult Contemporary, Pop Contemporary Hit Radio or Hot AC station but with a Spanish-language presentation. Reaching more than 11 million listeners per week (95% of which are Hispanic), America's 103 Spanish Contemporary stations play a blend of Latin superstars who sing in English, alongside Dominican bachata sounds, Mexican acts, Mexican crossovers and Puerto Rican entertainers. The format tailors itself to regional preferences, with East Coast stations favoring Spanish Tropical acts, while more traditional artists are featured in heavily Mexican markets.

Nearly all of Spanish Contemporary's ratings are derived from PPM Metros, and with more metered markets being tracked in Fall 2010 (including Univision stations), the format added to its total market share for the first time since Spring 2005.

In Fall 2010, nearly half of Spanish Contemporary's audience was between 25 and 44 years old, with 38% aged 18-34 and 48% between 25 and 44. However, that younger profile has been gradually shifting toward a more mature composition. The format's 18-34 segment declined from 47% to 38% between Spring '05 and Fall '10, while the 35-54 demographic rose from less than 33% to almost 40%, and those 55+ increased from less than 13% to nearly 17%.

With ratings gains throughout the workweek, Spanish Contemporary had an unusual audience alignment by daypart compared to most formats, scoring its highest figures on weekends and lowest in mornings.

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

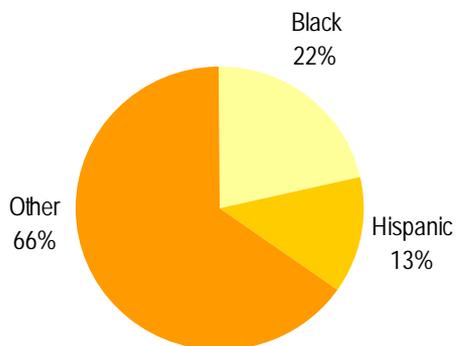
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Religious

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
n/a	n/a	n/a	1.5%	1.5%	1.4%	1.3%	1.3%

Index of AQH Listening by Daypart

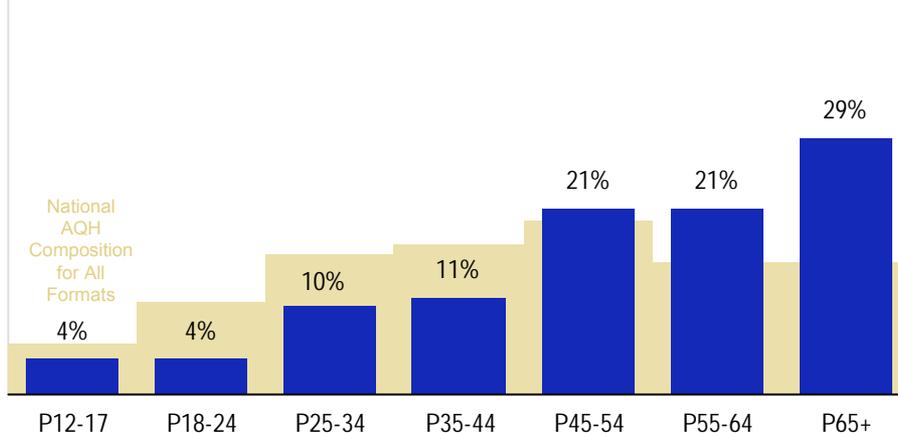
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
162	126	107	48	79

Audience Composition

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



Featuring sermons, services, music and related programming, Religious is programmed by 929 stations. Serving more than eight million listeners per week in Fall 2010, Religious attracted a steady 1.3% of the U.S. radio audience. The format received its highest ratings in non-Metro counties, but also outperformed its national share in Diary Metros.

In Fall '10, Religious leaned toward women by a 6:4 margin, and the format was the fifth most female-oriented of the 23 formats in this study. Religious chiefly appeals to adults aged 45 and older. As it was the previous year, more than half of the Religious audience was 55+. However, the format's 12-34 segment has risen each of the past two years, up from less than 15% in Fall '08 to nearly 18% in Fall '10 as the 35-44 demographic composition has declined.

Religious gets a higher proportion of its tune-in at home than any other format in this study, and that percentage reached a three-year high in Fall '10. Religious delivered its highest ratings during weekday mornings, but generated consistent shares throughout the week and added 0.1% to its ratings in weekday evenings. Nearly 35% of the Religious audience was ethnic in Fall '10, with African Americans representing close to two-thirds of that composition. Religious had the fourth largest African American audience by percentage of the 23 formats studied, and was among the top 10 in composition among Hispanic listeners.

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

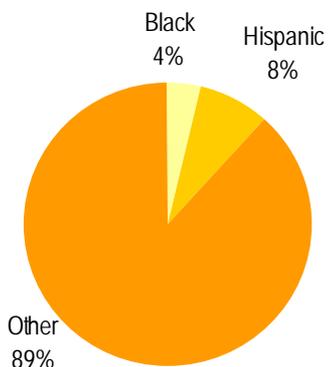
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Adult Album Alternative (AAA)

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
0.9%	0.9%	n/a	0.9%	0.9%	1.1%	1.2%	1.2%

Index of AQH Listening by Daypart

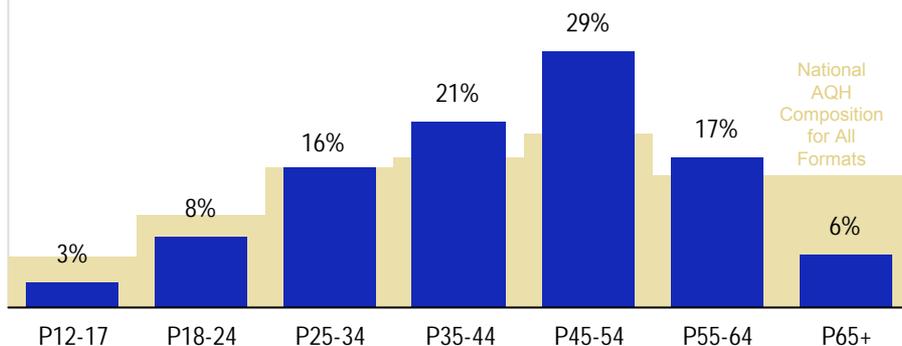
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
113	146	134	43	82

Audience Composition

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



With a wider range of contemporary and familiar rock album cuts across various mainstream and alternative music genres, Adult Album Alternative (known as AAA or Triple A) has also become a home for some older rock artists with current material who used to be favored by Active Rock or AOR stations. Supported by 221 stations, Triple A reached nearly 13 million consumers and contributed 1.2% of all U.S. radio listening in Fall 2010, with the majority of those ratings coming from PPM-measured markets.

Traditionally a male leaning format, Triple A recorded half of its ratings from adults 35-54 in Fall '10, and close to half came from adults 45-64. While demographically the format has not experienced significant change in recent years, between Fall '08 and Fall '10 Triple A's core 45-54 audience declined from nearly 34% to 29%; that difference was spread to both younger and older demographics.

The format received two-thirds of its listening away from home, up more than 1% year to year, pulling into the top 10 in its proportion of out-of-home tune-in. Triple A delivered steady ratings across all dayparts, with its highest figures in middays, afternoons and weekends. Though its overall ratings were unchanged, Triple A did add a tenth of a share in middays for the second straight year. Triple A is mostly nonethnic in appeal (fourth least of 23 formats studied), with Hispanics generating two-thirds of its ethnic audience.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

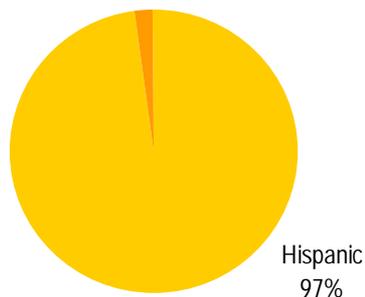
Spanish Adult Hits

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets

Black 0%
Other 2%



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09	FA10
n/a	n/a	n/a	1.0%	n/a	1.0%	0.8%	1.1%

Index of AQH Listening by Daypart

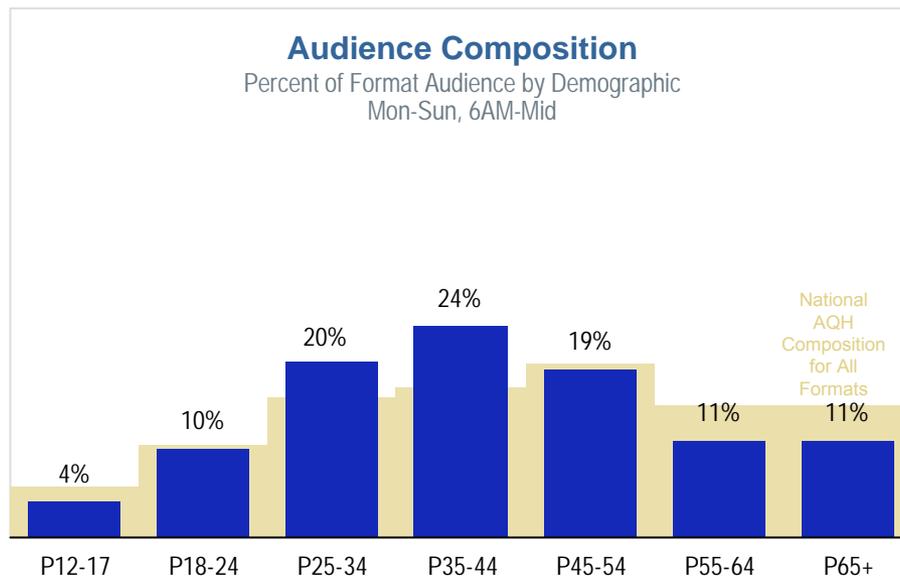
Persons 12+, Mon-Sun, 6AM-Mid

100 = Mon-Sun, 6AM-Mid AQH Share

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
118	147	120	45	85

Audience Composition

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



Making its first-ever appearance as a format study in *Radio Today*, Spanish Adult Hits includes many sub-varieties reflecting regional tastes and preferences. In Fall 2010, many aired songs from bands that were popular in Mexico from the 1960s through the 1990s, along with pop ballads achieving international success.

Reaching more than eight million listeners on 55 stations, Spanish Adult Hits gained from a 0.8% audience share to 1.1% between Fall 2009 and Fall 2010, posting its highest ratings to date. The format performed 45% better in PPM markets than its national average, and registered only slightly lower ratings in Diary Metros than its overall share. In Fall '10, a Spanish Adults Hits station ranked among the top three outlets in Las Vegas, Riverside-San Bernardino and San Jose. Its ratings are highest in middays and weekends.

Spanish Adult Hits targets adults aged 25-54, and in Fall '10 that age group represented 64% of the format's audience composition. The demographic breakdown was as uniformly balanced as any format in this report, as 44% were between 25 and 44 years old, while 43% were aged 35-54. Thirty percent was between the ages of 18 and 34, and 31% in the 45-64 segment. More than 97% of the Spanish Adult Hits audience is Hispanic; that's the highest percentage of any of the 23 formats in this report.

Spanish Adult Hits leans male, and its ratio of men to women was eighth-highest of the 23 formats in this report. Despite that male orientation and 89% of its audience under 65, the proportion of its listening taking place at home ranked sixth highest and was greater than any other Spanish-language format analyzed.

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

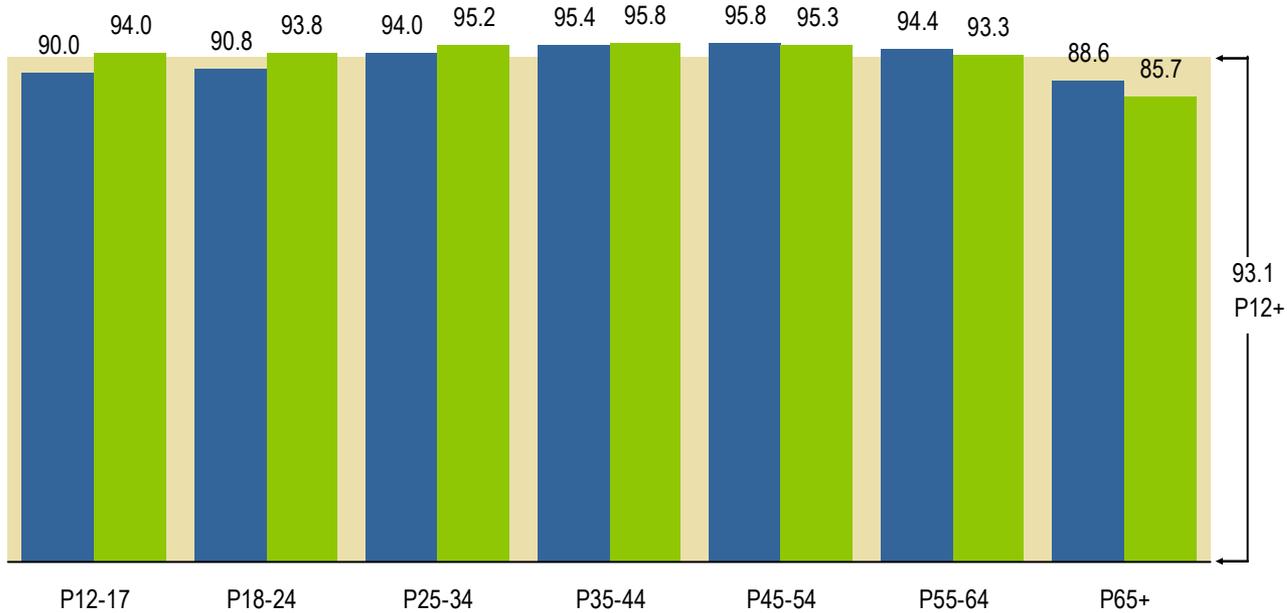
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

National Radio Listening Trends

This section details 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

Weekly Cume Rating
Listeners 12+ (Mon-Sun 6AM-Mid)



■ Men
■ Women

How to Read:

These figures represent “Weekly Cume Ratings.” For example, slightly less than 94% of Women 18-24 in the U.S. tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The tan background represents the average of all Americans at least 12 years old who listen to radio at least once during the week (93.1%). You can then see how radio reaches various demographic groups compared to the national average.

Regardless of age group, radio continues to demonstrate a universally powerful presence in the lives of Americans every week. Radio’s perennial benchmark—its Cume Rating, or proportion of the U.S. population reached each week—has been consistently strong for the 13 years between Spring 1997 and Fall 2010.

Much has been published about all the media alternatives to radio, especially those for music. However, radio continues to hold a near-universal presence in the lives of Americans, reaching just over 93% of all Persons 12+ each week. Radio’s reach among consumers in all age groups and both genders has held steady in recent years.

Contrary to stories in competing media that “teens don’t listen to the radio anymore,” teen consumption of radio each week is strong and getting stronger. Radio reaches a higher proportion of teen boys and girls than it does with some adult age groups. Among teen boys, radio’s weekly penetration climbed from less than 87% to about 90% during that time frame. Radio’s Cume Rating among teen boys was higher in Fall ’10 than among men 65+. Radio’s reach with teen girls gained two points between Fall ’08 and Fall ’10 to 94% and was higher than reach among several adult female demographic groups.

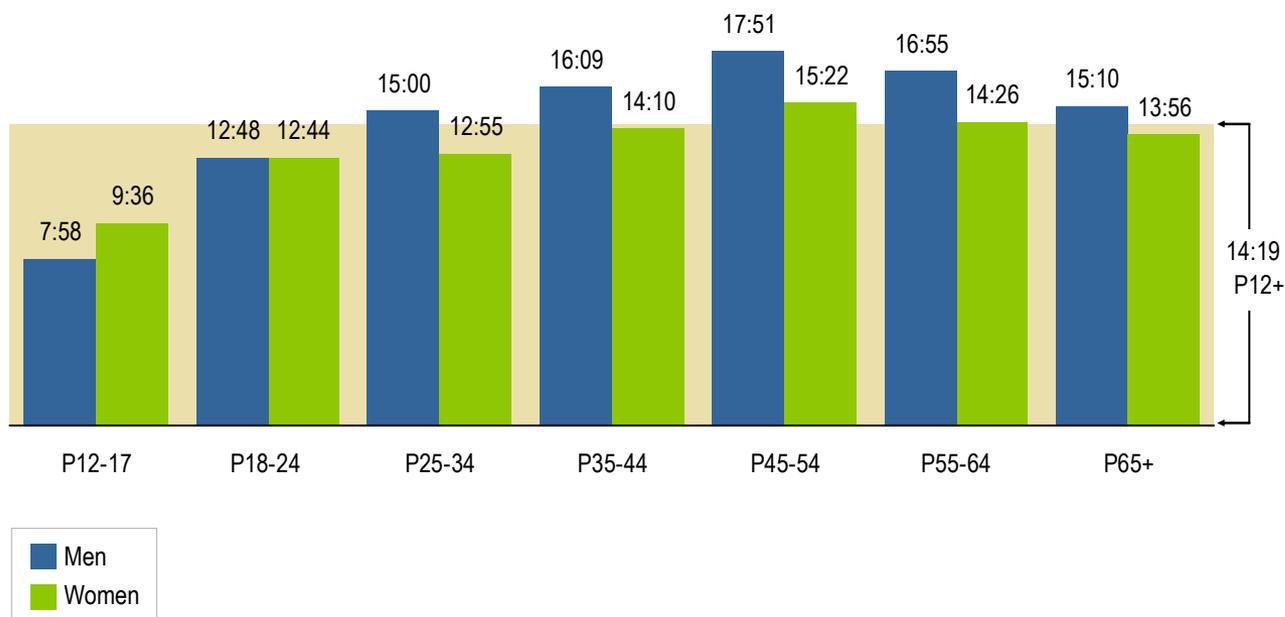
continued ►

Source: RADAR 109, June 2011; Radio Usage

Radio Reaches All Ages

Time Spent Listening

Hours: Minutes per Week
Listeners 12+ (Mon-Sun 6AM-Mid)



Overall, Americans listen to radio about two hours every day, seven days a week. Except among teens, men spend more time with radio each week than do women, a pattern that's been consistent for years.

U.S. consumers between the ages of 45 and 54 listen more per week to radio than do any individual demographic group. This is consistent with prior years measured via PPM and Diary methodologies.

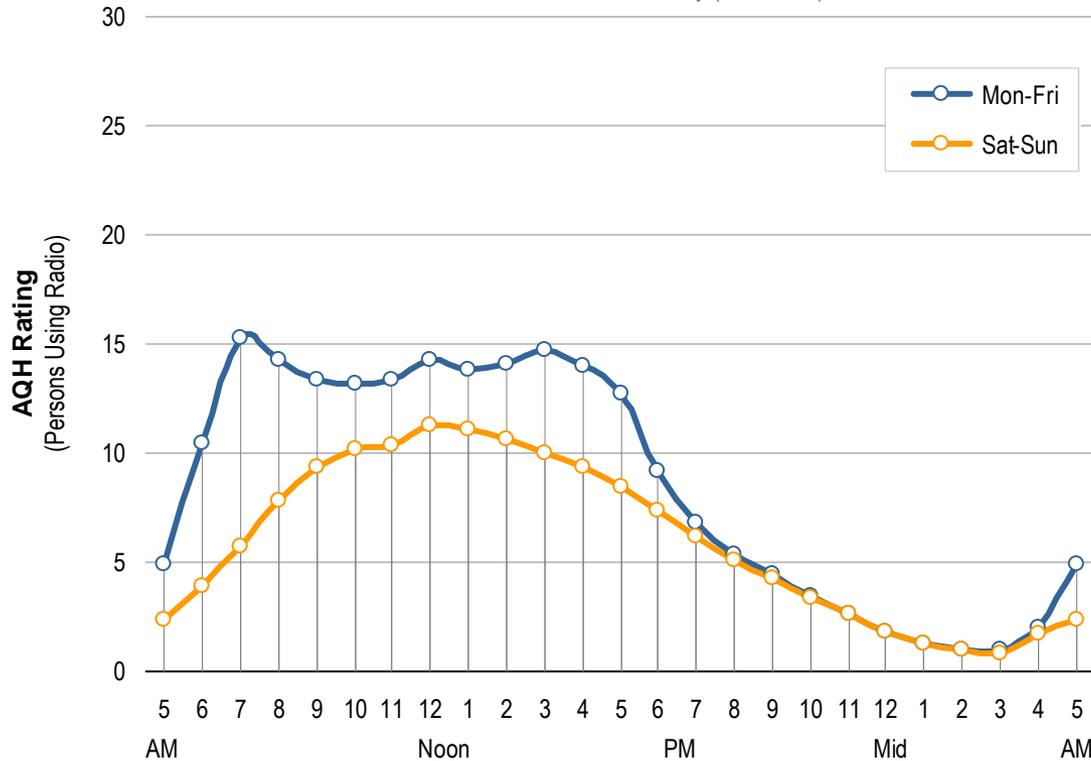
Men aged 45-54 listen most, followed by men 55-64 and 35-44. Among women, those aged 45-54 spend the most time with radio, followed by women 55-64 and 35-44. Teen boys spend more than an hour per day, on average, tuning to their favorite programming, while teen girls tune in over nine hours per week.

Source: RADAR 109, June 2011; Radio Usage

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Listeners 12+
Percent of Persons Using Radio
Mon-Fri, Sat-Sun, Total Day (5AM-5AM)



This chart illustrates a longstanding pattern in which weekday radio listening peaks during the 7AM hour. However, listening remains strong throughout the morning, although it has decreased slightly. Then tune-in rises again as the lunch period begins at 11AM and peaks again in the Noon-1PM hour. After a slight dip between 1PM and 2PM, radio listening patterns reach a third peak between 2PM and 4PM (especially between 3PM and 4PM) when the afternoon commute commences before declining, as people get home from work and shift to evening activities. However, even as the 9PM hour approaches, more than 5% of all Persons 12+ are listening to the radio in any given quarter-hour.

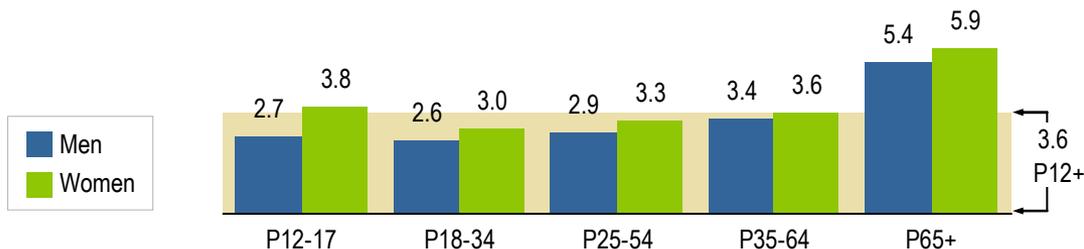
By contrast, weekend listening peaks during the Noon-2PM hours, and without morning/afternoon commute schedules, reflects much more gradual listening shifts throughout the day. For example, in Fall 2010, listening during the weekday was nearly three times as high in the 6AM-8AM hours and almost twice as high during the 8AM hour as on weekends. However, after 7PM, radio's weekday and weekend ratings were similar, and there was as much radio listening on weekends as during weekdays between 11PM and 3AM. Radio listening increased on weekends between 6PM and 8PM in Fall 2010 compared to Fall 2008, and also was up in the 4AM hour during both weekdays and weekends over that same two-year span.

Source: TAPSCAN™ Web National Regional Database, Fall 2010.

Where Men and Women Listen

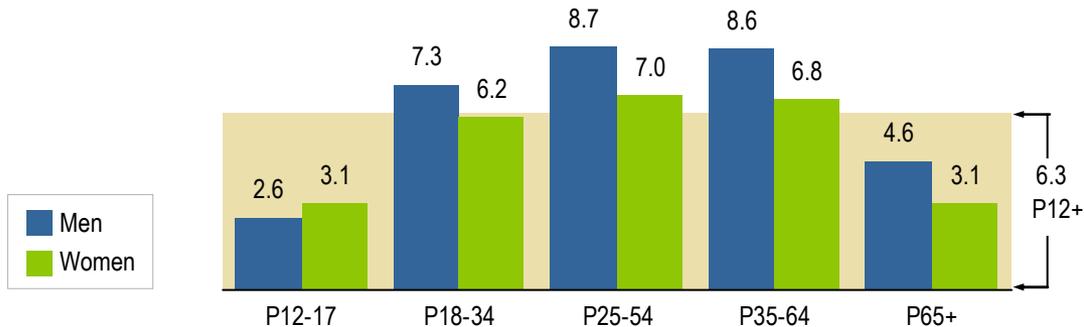
At-Home Listening for Men and Women

Total Week, AQH Rating
Mon-Sun (6AM-Mid)



Away-From-Home Listening for Men and Women

Total Week, AQH Rating
Mon-Sun (6AM-Mid)



In measuring radio listening that takes place at home, women outnumbered men in every age group, whereas away from home, men delivered higher ratings than women except among teen girls. Overall, about 64% of all radio listening took place somewhere other than at home. However, the proportions did shift significantly according to specific demographic segments.

For example, almost 72% of all radio listening by men aged 25-54 took place away from home, whereas close to 68% of radio listening by women 25-54 occurred out of home. Similarly, for men 18-34, out-of-home captured about 74%, whereas the away-from-home percentage for women 18-34 was about 67%. None of these proportions has shifted significantly in recent years, though there have been notable changes in at-home vs. out-of-home ratios for listeners of particular formats, as you'll see in those reports.

The highest percentage of radio listening at home was among women 65+ at nearly 66%, followed by men 65+ at 54%. Teens also devoted the majority of their tune-in to the home, with teen girls spending 55% of their time with radio in the home and teen boys at 51%. The proportion trend among teen boys is steadily shifting towards away-from-home listening, and out-of-home could gain the lion's share of tune-in by teen boys by the 2012 report.

Source: TAPSCAN™ Web National Regional Database, Fall 2010

Listening by Daypart

Listening by Daypart

Mon-Sun, 6AM-Mid

Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	61	41	67	49	66	89
	W	69	48	76	59	75	93
P18-24	M	60	68	71	57	69	89
	W	67	74	77	62	75	92
P25-34	M	72	72	78	55	73	92
	W	73	74	79	54	75	94
P35-44	M	77	73	80	54	75	94
	W	78	75	81	54	76	94
P45-54	M	79	77	82	55	78	94
	W	77	76	81	52	77	94
P55-64	M	75	77	78	48	76	93
	W	71	74	75	45	73	92
P65+	M	64	75	64	37	69	87
	W	60	71	60	33	66	84

As this chart shows, radio continued in Fall 2010 to play a part in nearly everyone's lives each week. In fact, compared to Fall 2008, radio's reach increased overall among men and women of all ages, including teen boys and girls, up through age 64. Radio's reach was highest with men aged 45-54, women 45-54 and women 35-44.

By time of day, compared to Fall '08, radio's Cume Rating was up among teen boys and men aged 45-54 in every daypart, including weekends. And it was up throughout the day from 10AM onwards among men 18-44, men 55-64, teen girls and all women 18-64.

Radio increased its listenership particularly significantly during weekday evenings, when the medium scored higher Cume Ratings among men 18-64 and women 25-64. Radio also posted higher ratings in midday reach among men 25-64 and women 45-54, as well as on weekends with men 35-64 and women 45-54.

A larger proportion of teen girls and women 18-44 listened to radio each week than did men in the same demographic brackets, whether overall or on weekends. However, a higher ratio of men 55-64 and 65+ tuned in to radio sometime during the week or during weekends than did women in those age groups.

Regarding specific weekday dayparts, teen girls and women 18-44 also had higher Cume Ratings than men in those age groups during mornings, middays, afternoons and evenings. Men 45+ outreached women 45+ in all those dayparts.

Overall, more than half of U.S. consumers in every age group enjoy radio in every daypart at some point during each week with few exceptions: teen boys during weekday middays and evenings, teen girls in middays, and men and women 55+ during weekday evenings.

Source: TAPSCAN™ Web National Regional Database, Fall 2010

Listening Location

Distribution of AQH Listening by Location and Daypart

P12+ Listeners

	Home	Away From Home
Mon-Sat, 6AM-Mid	36%	64%
Mon-Fri, 6AM-10AM	40%	60%
Mon-Fri, 10AM-3PM	28%	72%
Mon-Fri, 3PM-7PM	28%	72%
Mon-Fri, 7PM-Mid	48%	52%
Weekend, 10AM-7PM	42%	58%

Source: TAPSCAN™ Web
National Regional
Database, Fall 2010

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

Persons 12-17

Pop CHR	25.0%
Country + New Country	10.9%
Rhythmic CHR	10.7%
Adult Contemporary	6.6%
Urban Contemporary	6.5%
Hot AC	5.8%
Contemporary Christian	4.3%
Urban AC	3.1%
Classic Rock	2.9%
Mexican Regional	2.8%
Alternative	2.6%
News/Talk/Information	2.6%
Active Rock	2.5%
Classic Hits	2.2%
Adult Hits + 80's Hits	1.5%
All Sports	1.2%

Persons 18-24

Pop CHR	16.1%
Country + New Country	14.0%
Rhythmic CHR	8.7%
Adult Contemporary	6.8%
Urban Contemporary	6.6%
Hot AC	5.0%
Active Rock	4.6%
Classic Rock	4.5%
Mexican Regional	4.3%
Alternative	3.8%
Classic Hits	3.1%
Urban AC	3.1%
News/Talk/Information	2.7%
Contemporary Christian	2.5%
Adult Hits + 80's Hits	1.8%
All Sports	1.6%

Persons 25-34

Country + New Country	12.8%
Pop CHR	10.9%
Adult Contemporary	7.6%
Mexican Regional	6.0%
Rhythmic CHR	5.8%
News/Talk/Information	5.5%
Hot AC	4.9%
Classic Rock	4.6%
Urban Contemporary	4.5%
Active Rock	4.1%
Alternative	4.0%
All Sports	3.9%
Urban AC	3.5%
Contemporary Christian	3.2%
Classic Hits	3.0%
Adult Hits + 80's Hits	2.5%

*Note: Top 16 formats listed.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

continued ►

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

Persons 35-44

Country + New Country	12.2%
Adult Contemporary	9.6%
News/Talk/Information	8.5%
Pop CHR	8.0%
Classic Rock	6.0%
Hot AC	5.2%
Urban AC	4.4%
All Sports	4.2%
Classic Hits	4.2%
Mexican Regional	3.9%
Contemporary Christian	3.4%
Rhythmic CHR	3.4%
Active Rock	3.2%
Adult Hits + 80's Hits	3.1%
Urban Contemporary	3.0%
Alternative	2.7%

Persons 45-54

Country + New Country	13.1%
News/Talk/Information	11.8%
Adult Contemporary	10.9%
Classic Rock	8.0%
Classic Hits	6.8%
Urban AC	5.0%
Pop CHR	4.4%
All Sports	4.1%
Hot AC	4.0%
Contemporary Christian	3.2%
Adult Hits + 80's Hits	2.7%
Mexican Regional	1.9%
Active Rock	1.7%
Urban Contemporary	1.7%
Rhythmic CHR	1.6%
Alternative	1.5%

Persons 55-64

News/Talk/Information	18.4%
Country + New Country	13.8%
Adult Contemporary	11.0%
Classic Hits	7.8%
Classic Rock	4.8%
Urban AC	4.8%
All Sports	3.9%
Hot AC	2.6%
Contemporary Christian	2.4%
Pop CHR	2.2%
Adult Hits + 80's Hits	1.9%
Mexican Regional	1.3%
Urban Contemporary	1.0%
Rhythmic CHR	0.8%
Active Rock	0.7%
Alternative	0.7%

Persons 65+

News/Talk/Information	27.3%
Country	15.3%
Adult Contemporary	9.9%
Classic Hits	4.3%
All Sports	2.8%

Note: Top 16 formats listed.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Formats Ranked by Weekly Cume, Format Preferences by Gender

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

	Cume
Adult Contemporary	76,623,400
Pop CHR	68,391,800
Country + New Country	65,569,700
News/Talk/Information	58,258,600
Classic Hits	42,444,300
Hot Adult Contemporary	41,237,200
Classic Rock	38,630,300
Rhythmic Contemporary Hit Radio	35,479,000
All Sports	26,947,500
Adult Hits + 80's Hits	24,345,500
Alternative	23,381,200
Urban Adult Contemporary	21,176,300
Urban Contemporary	19,757,300
Active Rock	18,896,900
Contemporary Christian	18,305,900
Album Oriented Rock	15,053,700
All News	14,130,700
Mexican Regional	14,026,100
Adult Album Alternative	12,784,100
Oldies	11,780,500
Spanish Contemporary	11,672,300
Religious	8,261,100
Spanish Adult Hits	8,138,500

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

	Women	Men
Adult Contemporary	63%	37%
Contemporary Christian	62%	38%
Hot Adult Contemporary	62%	38%
Pop CHR	61%	39%
Religious	61%	39%
Urban Adult Contemporary	56%	44%
Spanish Contemporary	53%	47%
Country + New Country	52%	48%
Rhythmic Contemporary Hit Radio	52%	48%
Urban Contemporary	52%	48%
Oldies	50%	50%
Classic hits	47%	53%
Adult Hits + '80s hits	47%	53%
Adult Album Alternative	45%	55%
All News	45%	55%
Spanish Adult Hits	44%	56%
News/Talk/Information	41%	59%
Mexican Regional	37%	63%
Alternative	37%	63%
Classic Rock	30%	70%
Active Rock	27%	73%
Album Oriented Rock	27%	73%
All Sports	16%	84%

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Format Leaders by Location

At Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

Religious	53.3%
News/Talk/Information	48.9%
All News	47.8%
Urban Adult Contemporary	40.7%
Urban Contemporary	40.4%
Spanish Adult Hits	39.1%
Spanish Contemporary	37.8%
Mexican Regional	37.2%
Rhythmic Contemporary Hit Radio	36.4%
Oldies	36.3%
Contemporary Christian	34.2%
Country + New Country	33.4%
Pop Contemporary Hit Radio	33.2%
Adult Album Alternative	32.8%
Adult Contemporary	31.3%
All Sports	30.5%
Classic Hits	28.7%
Hot Adult Contemporary	27.2%
Alternative	27.0%
Active Rock	25.6%
Classic Rock	25.2%
Album Oriented Rock	23.7%
Adult Hits + 80's Hits	23.5%

Away From Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

Adult Hits + 80's Hits	76.5%
Album Oriented Rock	76.3%
Classic Rock	74.8%
Active Rock	74.4%
Alternative	73.0%
Hot Adult Contemporary	72.8%
Classic Hits	71.3%
All Sports	69.5%
Adult Contemporary	68.7%
Adult Album Alternative	67.2%
Pop Contemporary Hit Radio	66.8%
Country + New Country	66.6%
Contemporary Christian	65.8%
Oldies	63.7%
Rhythmic Contemporary Hit Radio	63.6%
Mexican Regional	62.8%
Spanish Contemporary	62.2%
Spanish Adult Hits	60.9%
Urban Contemporary	59.6%
Urban Adult Contemporary	59.3%
All News	52.2%
News/Talk/Information	51.1%
Religious	46.7%

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Leading Radio Formats Ranked by Audience Share by Daypart

Audience Share by Daypart

AQH Persons 12+, Fall 2010

Mon-Fri 6AM-10AM

News/Talk/Information	14.5%
Country + New Country	13.7%
Adult Contemporary	8.5%
Pop CHR	7.1%
Classic Rock	5.1%
Classic Hits	4.4%
Urban Adult Contemporary	3.8%
Hot Adult Contemporary	3.8%
All Sports	3.5%
Mexican Regional	3.2%

Mon-Fri 10AM-3PM

Country + New Country	13.6%
News/Talk/Information	13.5%
Adult Contemporary	10.6%
Pop CHR	5.8%
Classic Hits	5.5%
Classic Rock	5.2%
Hot Adult Contemporary	4.0%
Urban Adult Contemporary	3.4%
All Sports	3.3%
Mexican Regional	2.9%

Mon-Fri 3PM-7PM

Country + New Country	13.0%
News/Talk/Information	11.7%
Adult Contemporary	9.3%
Pop CHR	8.4%
Classic Hits	4.9%
Classic Rock	4.9%
Hot Adult Contemporary	4.2%
Urban Adult Contemporary	4.0%
All Sports	3.8%
Rhythmic CHR	3.8%

Mon-Fri 7PM-Midnight

Country + New Country	11.5%
Pop CHR	10.3%
News/Talk/Information	10.0%
Adult Contemporary	8.2%
Rhythmic CHR	5.5%
Urban Adult Contemporary	5.0%
Urban Contemporary	4.7%
Classic Rock	4.3%
Classic Hits	4.2%
Hot Adult Contemporary	3.8%

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Leading Radio Formats Ranked by Ethnic Composition

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+, Fall 2010

Black

Urban Adult Contemporary	90.4%
Urban Contemporary	78.6%
Rhythmic CHR	31.7%
Religious	21.9%
All News	13.8%
All Sports	11.9%
Pop CHR	8.5%
Adult Contemporary	8.3%
Contemporary Christian	7.0%
News/Talk/Information	5.4%
Classic Hits	5.3%
Oldies	4.9%
Hot Adult Contemporary	4.2%
Adult Hits + 80's Hits	3.7%
Adult Album Alternative	3.7%
Alternative	3.2%
Active Rock	2.6%
Classic Rock	2.5%
Album Oriented Rock	2.2%
Country + New Country	1.9%
Spanish Contemporary	1.0%
Mexican Regional	0.4%
Spanish Adult Hits	0.3%

Hispanic

Spanish Adult Hits	97.4%
Mexican Regional	96.5%
Spanish Contemporary	95.2%
Rhythmic CHR	33.0%
Pop CHR	20.8%
Alternative	16.2%
Contemporary Christian	14.0%
Classic Hits	13.9%
Adult Contemporary	13.5%
Religious	12.7%
Hot Adult Contemporary	12.6%
Adult Hits + 80's Hits	11.7%
Oldies	10.4%
Active Rock	9.9%
Album Oriented Rock	9.4%
Classic Rock	7.9%
All Sports	7.7%
Adult Album Alternative	7.7%
All News	7.2%
Country + New Country	6.0%
Urban Contemporary	5.5%
News/Talk/Information	4.7%
Urban Adult Contemporary	2.3%

Other

Country + New Country	92.1%
News/Talk/Information	89.9%
Classic Rock	89.6%
Adult Album Alternative	88.7%
Album Oriented Rock	88.4%
Active Rock	87.5%
Oldies	84.8%
Adult Hits + 80's Hits	84.6%
Hot Adult Contemporary	83.1%
Classic Hits	80.9%
Alternative	80.6%
All Sports	80.3%
All News	79.0%
Contemporary Christian	78.9%
Adult Contemporary	78.2%
Pop CHR	70.7%
Religious	65.5%
Rhythmic CHR	35.3%
Urban Contemporary	15.9%
Urban Adult Contemporary	7.4%
Spanish Contemporary	3.8%
Mexican Regional	3.1%
Spanish Adult Hits	2.3%

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Sources

Radio Today 2011 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 2010, which includes quantitative radio audience information from every market surveyed by Arbitron in the United States.
- National listening data come from RADAR 109, June 2011.
- Scarborough USA+, Release 2, 2010, features information gathered from more than 210,000 adults aged 18 and over nationally. Scarborough Research examines 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 the Scarborough Qualitative Data

Online spending estimates shown in this report are based on self-reported dollar amounts spent during a specified time period. Total dollar estimates have been developed using Scarborough's proprietary software.

Voter Profile - Data are based on consumers' self-proclaimed registration status and political party affiliation.



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