



nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY 2016

APPENDIX

EXCLUSIVELY FOR NIELSEN CLIENTS



RADIO'S ENDURING RELATIONSHIP WITH U.S. LISTENERS

Nearly 100 years after its introduction as a commercial medium, radio continues to be a reach medium. In fact, it has the largest weekly reach of any platform including TV, smartphone and computer. More than 265 million Americans tune to radio each week in markets large and small all across the United States. Radio is unique in its ability to reach people wherever they are: at home, at work, in the car—wherever people want to listen. Regardless of one's age, race/ethnicity, gender, the time of day, or listening location, Americans depend on radio as a reliable media companion.

Audio Today 2016 is an in-depth snapshot of radio listening nationwide and of more than 20 of the most popular radio formats. The report relies primarily on Nielsen's National Regional Database to develop a comprehensive profile of radio listening across America, based on the Spring 2015 Diary and April-May-June 2015 PPM® survey periods.

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

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ABOUT AUDIO TODAY

This report contains radio listening statistics for stations licensed in the United States.

- Although this study is dated 2016 it is based on data from the Spring 2015 National Regional Database and December 2015 RADAR surveys.
- Portable People Meter (PPM) data was included for the first time in the 2009 version of this study, and the number of PPM-measured markets was expanded in the 2010 and 2011 reports.
- The station counts noted in the format sections refer to 'rated' stations (those that met the Nielsen minimum reporting standard to be included in the data). These counts will differ from the figures on the National Format Shares and Station Counts pages, which include all stations in the Nielsen Radio Station Information Database, rated or otherwise.
- Airplay data from Nielsen BDSRadio is limited to only the US markets where songs are monitored.
- *Audio Today* listening data include both commercial and non-commercial stations, as well as a broadcaster's HD Radio and online streamed signals that are captured in the total persons using radio estimates. Satellite radio is included in the total persons using radio for diary markets in cases where respondents record listening to these services. Other music services such as Pandora, Spotify and iTunes Radio are not included.
- Unless noted, all data is based on Persons 12+ for the M-SU 6AM-MID daypart.

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Jon Miller, Vice President, Audience Insights

Tony Hereau, Vice President, Audience Insights

Bob Lloyd, Research Director, Audience Insights

Jane Shapiro, Research Executive, Audience Insights

Ken Campanile, Research Executive, Audience Insights

Ed Stoesser, Research Executive, Audience Insights

Please direct any questions or inquiries to Tony Hereau (tony.hereau@nielsen.com).

Press inquiries to Gorki Delossantos (gorki.delossantos@nielsen.com).

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:

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

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

Spring 2015

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

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Country + New Country	14.4	3376	1541	296	1837	187	1	47	4	2	1120	152	22	3	1
News/Talk/Info + Talk/Personality	10.7	4264	681	1308	1989	246	##	149	61	10	580	959	114	41	7
Pop Contemporary Hit Radio	8.0	1161	507	7	514	138	0	31	6	0	443	7	17	4	0
Adult Contemporary + Soft AC	7.6	1476	655	119	774	114	0	24	3	2	479	65	11	2	2
Classic Rock	6.1	1127	539	22	561	87	0	48	2	0	395	11	22	1	0
Hot Adult Contemporary	5.7	1021	504	11	515	102	0	12	5	0	376	5	4	2	0
Classic Hits	5.6	1269	523	157	680	77	2	23	4	0	375	97	10	1	0
Urban Adult Contemporary	4.1	412	142	40	182	48	1	16	5	1	123	20	9	4	1
Contemporary Christian	3.5	2103	1011	37	1048	33	0	51	27	2	856	24	39	22	1
Urban Contemporary	3.5	376	139	18	157	40	0	32	2	0	111	10	22	2	0
All Sports	3.4	1626	181	614	795	34	50	62	41	8	139	423	39	24	6
Rhythmic Contemporary Hit Radio	2.9	403	141	2	143	50	0	44	3	1	130	2	27	2	1
Mexican Regional	2.3	669	228	154	382	27	2	6	2	0	158	87	3	2	0
Active Rock	2.0	390	171	4	175	34	0	16	2	0	148	3	9	2	0
Alternative	1.9	702	283	7	290	41	1	63	10	3	235	6	44	6	3
Adult Hits + '80s Hits	1.9	1092	454	11	465	75	1	79	12	3	383	9	53	8	3
AOR + Mainstream Rock	1.7	1794	737	18	755	116	2	142	22	6	618	15	97	14	6
Classical	1.4	871	259	2	261	131	1	113	11	0	244	1	98	11	0
All News	1.4	81	11	18	29	6	7	5	2	0	10	16	4	2	0
Religious	1.3	2126	940	386	1326	10	21	11	4	2	503	237	8	3	1
Spanish Cont. + Spanish Hot AC	1.3	2207	951	404	1355	16	28	16	6	2	513	253	12	5	1
Classic Country	1.2	626	153	200	353	4	3	37	6	2	90	110	17	3	1
Album Adult Alternative	1.0	583	192	4	196	49	0	65	21	1	176	4	52	18	1
Variety	1.0	1760	789	122	911	114	5	30	10	1	585	74	22	7	1
Oldies	0.9	724	191	252	443	4	2	31	9	1	91	126	12	5	0
Spanish Adult Hits	0.9	133	42	19	61	16	1	1	4	0	35	11	0	4	0
Gospel	0.7	487	82	219	301	4	8	8	6	0	42	106	6	6	0
Contemporary Inspirational	0.5	214	88	16	104	8	2	8	3	1	67	10	8	3	0

Source: Nielsen Radio Station Information Database, June 2015. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

NATIONAL RADIO FORMAT SHARES AND STATION COUNTS

Spring 2015 (continued)

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Spanish Tropical	0.5	80	18	23	41	3	2	2	0	1	16	12	2	0	1
Christian Adult Contemporary	0.5	155	81	2	83	6	0	2	2	0	58	2	0	2	0
Rhythmic AC	0.5	84	29	1	30	13	0	7	2	1	26	0	3	1	1
Adult Standards/MOR	0.4	245	31	139	170	1	3	6	0	0	12	49	4	0	0
Educational	0.3	230	109	6	115	21	0	6	1	0	76	4	6	1	0
Jazz	0.3	195	64	3	67	20	0	24	7	0	53	2	15	7	0
Rhythmic Oldies	0.3	61	22	7	29	3	0	4	0	0	17	4	4	0	0
Smooth AC	0.2	14	4	1	5	2	0	2	0	0	3	1	1	0	0
Southern Gospel	0.2	308	114	87	201	1	0	1	1	1	65	35	1	1	1
Spanish News/Talk	0.2	119	5	56	61	0	5	4	2	1	4	38	2	1	1
Spanish Variety	0.2	209	54	66	120	9	0	1	4	0	35	38	0	2	0
Urban Oldies	0.2	63	17	11	28	2	0	7	3	0	13	7	3	0	0
Spanish Religious	0.1	235	63	76	139	2	0	1	3	0	42	44	1	3	0
Tejano	0.1	44	16	10	26	0	2	1	0	0	11	4	0	0	0
Modern Adult Contemporary	0.1	42	18	3	21	3	0	2	0	0	12	2	2	0	0
Easy Listening	0.1	50	23	6	29	3	2	0	0	0	13	3	0	0	0
World Ethnic	0.1	197	21	88	109	2	3	5	2	0	15	57	3	1	0
Spanish Sports	0.1	56	1	27	28	0	3	1	2	1	0	19	1	1	0
Spanish Contemporary Christian	0.0	110	26	31	57	1	1	2	2	0	20	24	1	2	0
Nostalgia	0.0	61	9	26	35	1	0	2	1	0	7	12	2	1	0
Comedy	0.0	17	1	6	7	0	0	3	1	0	0	3	2	1	0
Other	0.0	176	67	22	89	2	0	22	10	0	34	5	9	5	0
NAC/Smooth Jazz	0.0	76	16	3	19	0	1	28	1	0	11	3	13	0	0
Spanish Oldies	0.0	26	3	15	18	0	0	0	0	0	1	7	0	0	0
Blues	0.0	27	0	4	4	0	1	15	1	0	0	4	1	1	0
Family Hits	0.0	38	1	14	15	0	10	0	0	0	1	12	0	0	0
Children's Radio	0.0	8	0	3	3	0	3	0	0	0	0	2	0	0	0
Holiday Music	0.0	7	3	1	4	0	0	0	0	0	2	1	0	0	0
Latino Urban	0.0	6	2	0	2	0	0	2	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
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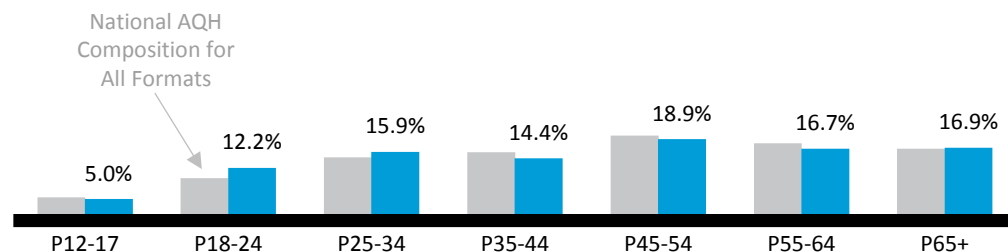
Source: Nielsen Radio Station Information Database, June 2015. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

COUNTRY + NEW COUNTRY

Cume 68+ million weekly listeners aged 12+; 1,955 radio stations

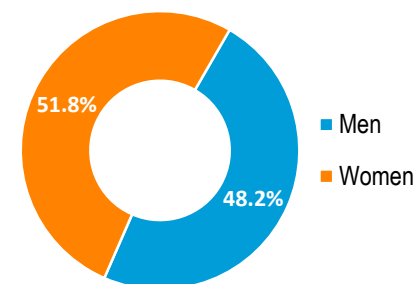
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



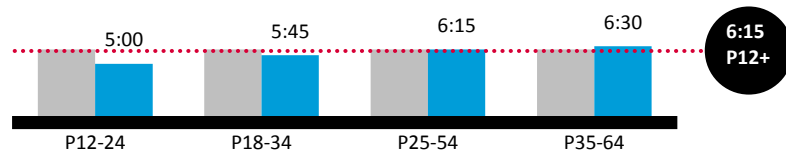
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
12.9%	13.4%	13.3%	14.1%	14.2%	14.8%	15.2%	14.4%

12+ AQH Share in PPM Markets	8.5%
12+ AQH Share in Diary Markets	15.6%
12+ AQH Share in non-Metro counties	24.5%

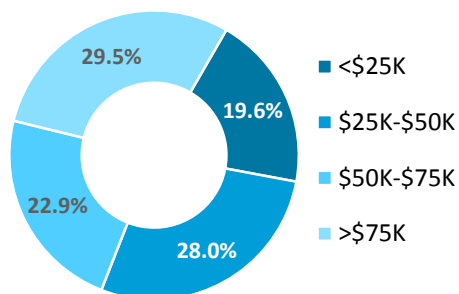
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

COUNTRY + NEW COUNTRY

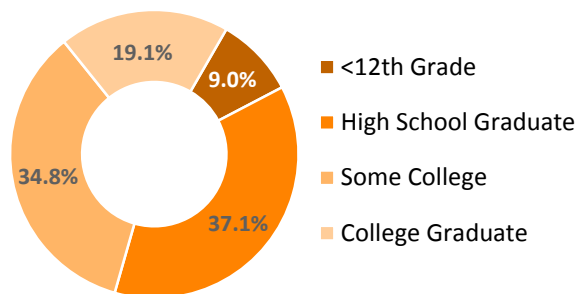
Household Income

Persons 18+



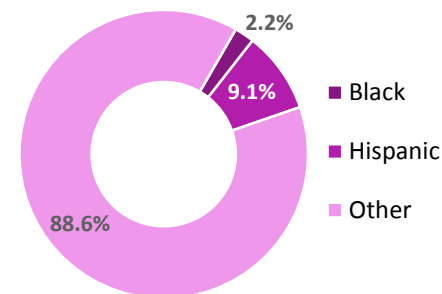
Education

Persons 18+



Ethnic Composition*

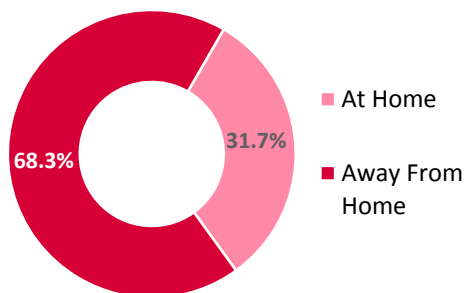
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Homegrown	Zac Brown Band	1,062,636,800
2	Take Your Time	Sam Hunt	955,940,000
3	Don't It	Billy Currington	948,652,900
4	Young & Crazy	Frankie Ballard	888,848,800
5	Smoke	A Thousand Horses	883,295,300
6	I See You	Luke Bryan	879,421,800
7	Love You Like That	Canaan Smith	872,647,600
8	Kiss You In The Morning	Michael Ray	870,049,700
9	Lose My Mind	Brett Eldredge	869,565,400
10	Baby Be My Love Song	Easton Corbin	860,805,800

Due to rounding, totals may not add to exactly 100.

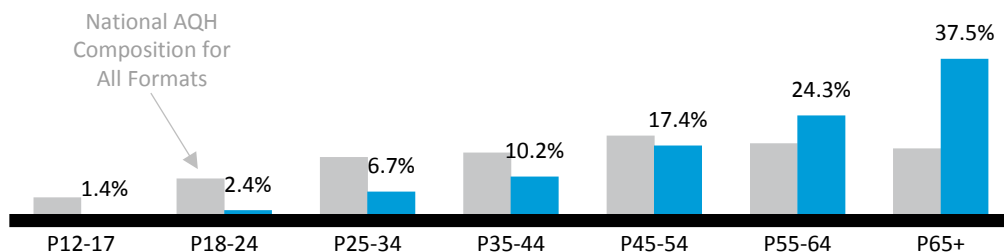
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

Cume 49+ million weekly listeners aged 12+; 2032 radio stations

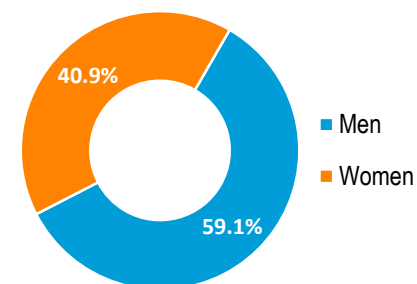
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



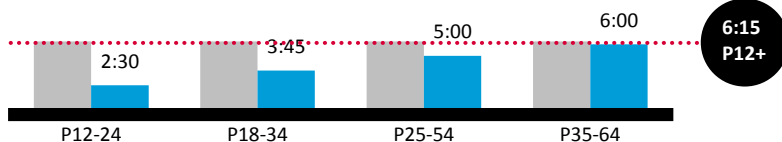
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
14.1%	12.9%	12.1%	12.1%	11.4%	11.4%	10.6%	10.7%

12+ AQH Share in PPM Markets	10.7%
12+ AQH Share in Diary Markets	10.9%
12+ AQH Share in non-Metro counties	10.3%

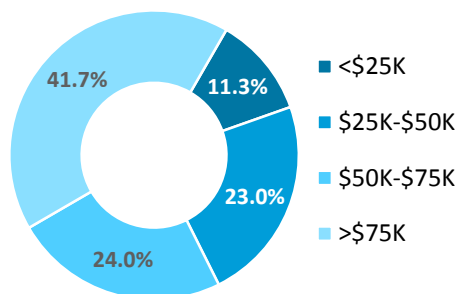
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

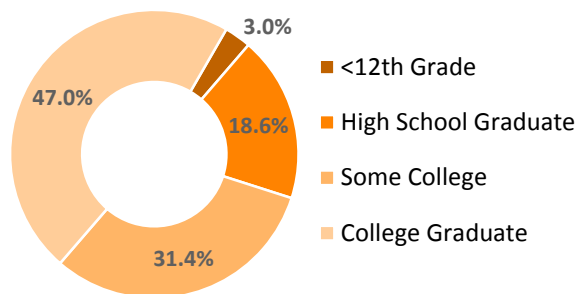
Household Income

Persons 18+



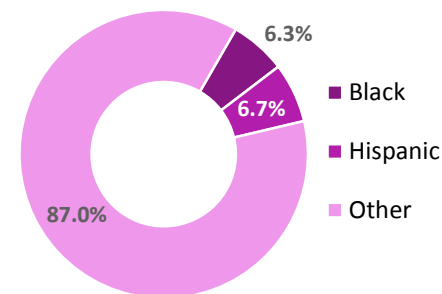
Education

Persons 18+



Ethnic Composition*

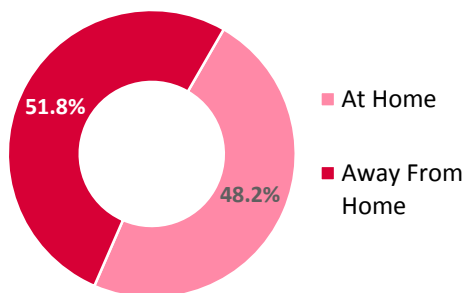
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top Syndicated Personalities on News/Talk Radio

Alphabetical Order

Michael Baisden
Glenn Beck
Howie Carr
Colin Cowherd
Delilah
Elvis Duran
The Fitz Show
Steve Harvey

Sean Hannity
Marilu Henner
Hugh Hewitt
Clark Howard
Tom Joyner
Kim Komando
Rush Limbaugh
Mike & Mike

Stephanie Miller
Eddie Piolin Sotelo
Dave Ramsey
Michael Savage
Ryan Seacrest
Nikki Sixx
Ricky Smiley
John Tesh

Due to rounding, totals may not add to exactly 100.

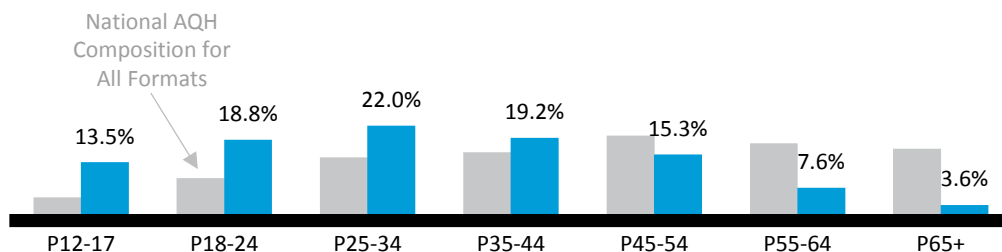
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

POP CONTEMPORARY HIT RADIO

Cume 71+ million weekly listeners aged 12+; 619 radio stations

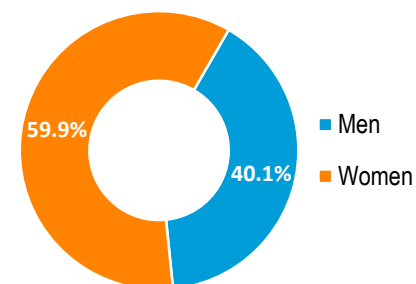
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



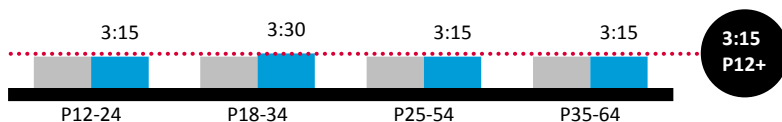
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
5.9%	6.7%	7.6%	7.6%	8.2%	8.1%	8.0%	8.0%

12+ AQH Share in PPM Markets	8.4%
12+ AQH Share in Diary Markets	8.7%
12+ AQH Share in non-Metro counties	6.1%

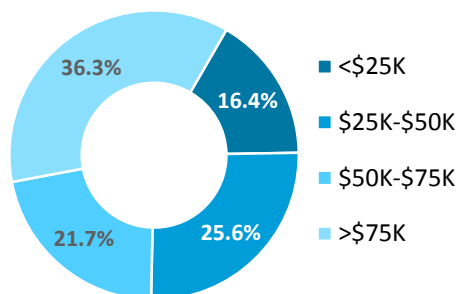
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

POP CONTEMPORARY HIT RADIO

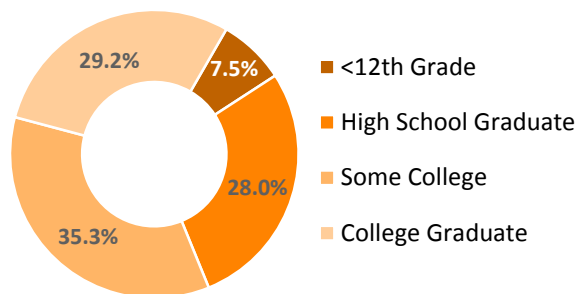
Household Income

Persons 18+



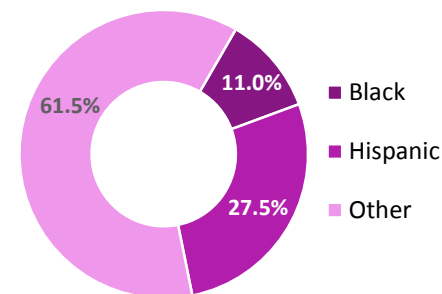
Education

Persons 18+



Ethnic Composition*

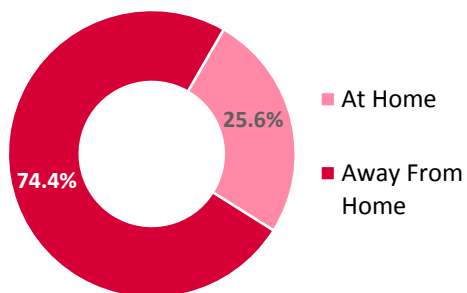
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Uptown Funk!	Mark Ronson Feat. Bruno Mars	2,129,350,100
2	Shut Up And Dance	Walk The Moon	1,814,536,500
3	Want To Want Me	Jason Derulo	1,780,824,800
4	Sugar	Maroon 5	1,757,692,900
5	Can't Feel My Face	Weeknd	1,691,396,600
6	See You Again	Wiz Khalifa Feat. Charlie Puth	1,655,272,900
7	Lean On	Major Lazer & DJ Snake Feat. MØ	1,603,883,400
8	Love Me Like You Do	Ellie Goulding	1,586,208,400
9	Style	Taylor Swift	1,550,838,500
10	Bad Blood	Taylor Swift Feat. Kendrick Lamar	1,464,060,100

Due to rounding, totals may not add to exactly 100.

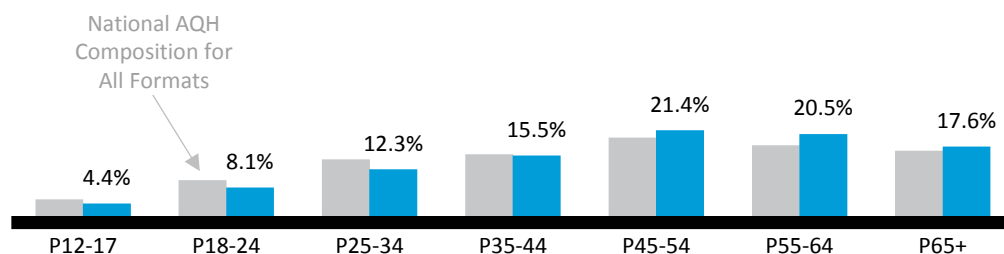
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

Cume 65+ million weekly listeners aged 12+; 826 radio stations

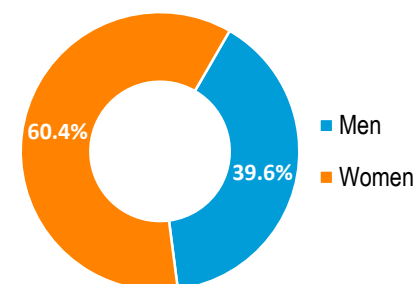
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



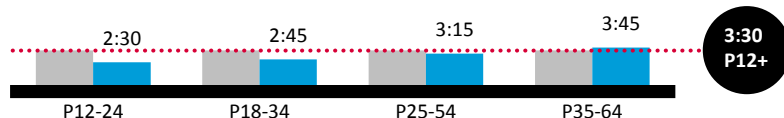
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
9.2%	9.4%	9.4%	8.8%	8.1%	8.1%	7.6%	7.6%

12+ AQH Share in PPM Markets	8.5%
12+ AQH Share in Diary Markets	7.0%
12+ AQH Share in non-Metro counties	6.9%

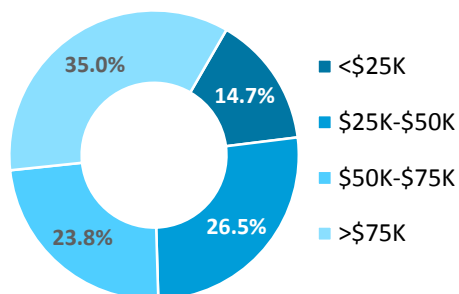
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

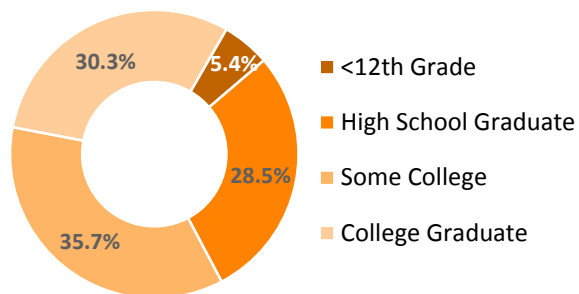
Household Income

Persons 18+



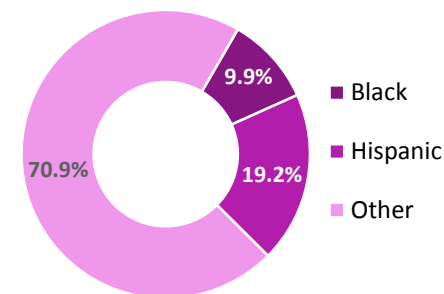
Education

Persons 18+



Ethnic Composition*

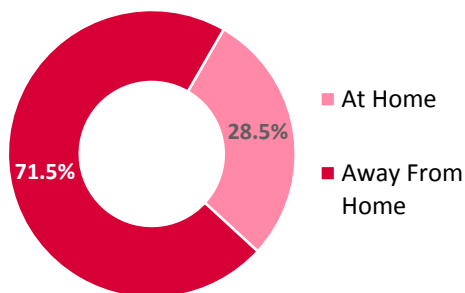
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Thinking Out Loud	Ed Sheeran	612,652,400
2	Blank Space	Taylor Swift	495,282,900
3	Style	Taylor Swift	435,911,000
4	Shut Up And Dance	Walk The Moon	416,922,500
5	Sugar	Maroon 5	415,829,600
6	Uptown Funk!	Mark Ronson Feat. Bruno Mars	395,568,100
7	Shake It Off	Taylor Swift	351,884,700
8	Heartbeat Song	Kelly Clarkson	350,264,500
9	Stay With Me	Sam Smith	342,630,000
10	Lips Are Movin	Meghan Trainor	332,044,200

Due to rounding, totals may not add to exactly 100.

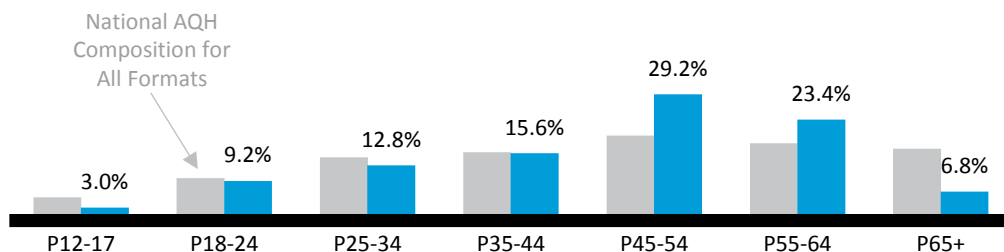
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSIC ROCK

Cume 43+ million weekly listeners aged 12+; 656 radio stations

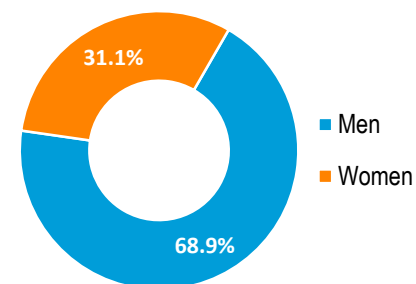
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



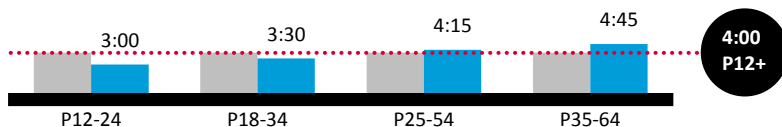
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
4.7%	5.0%	4.9%	5.0%	5.2%	5.2%	5.6%	6.1%

12+ AQH Share in PPM Markets	5.8%
12+ AQH Share in Diary Markets	6.0%
12+ AQH Share in non-Metro counties	6.9%

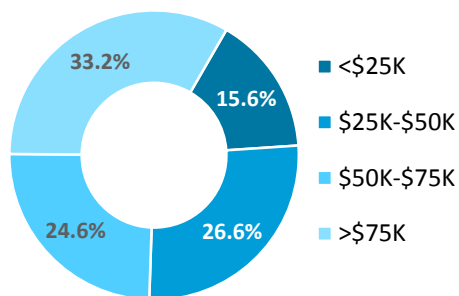
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSIC ROCK

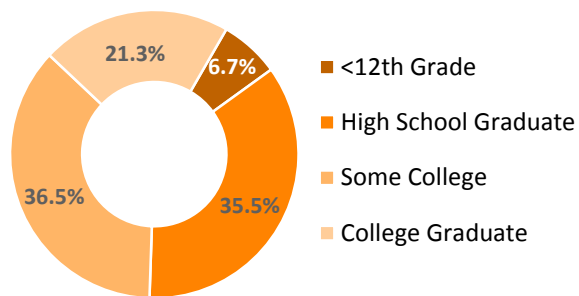
Household Income

Persons 18+



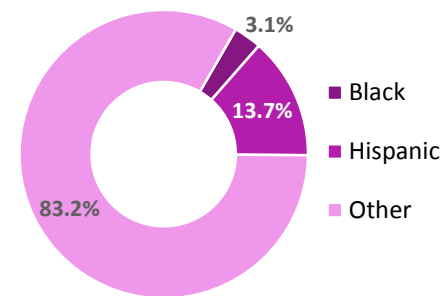
Education

Persons 18+



Ethnic Composition*

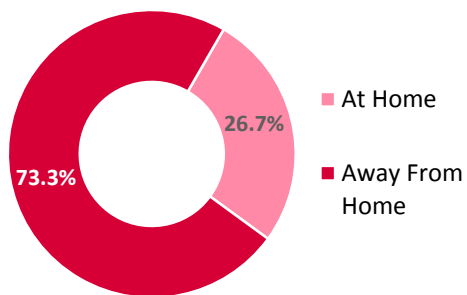
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Sweet Emotion	Aerosmith	172,464,800
2	Dream On	Aerosmith	169,807,200
3	Sweet Home Alabama	Lynyrd Skynyrd	155,801,500
4	More Than A Feeling	Boston	151,278,700
5	Walk This Way	Aerosmith	147,683,400
6	You Shook Me All Night Long	AC/DC	144,667,100
7	Another Brick In The Wall	Pink Floyd	143,975,100
8	Carry On Wayward Son	Kansas	138,892,300
9	Bohemian Rhapsody	Queen	138,823,200
10	We Will Rock You	Queen	138,601,400

Due to rounding, totals may not add to exactly 100.

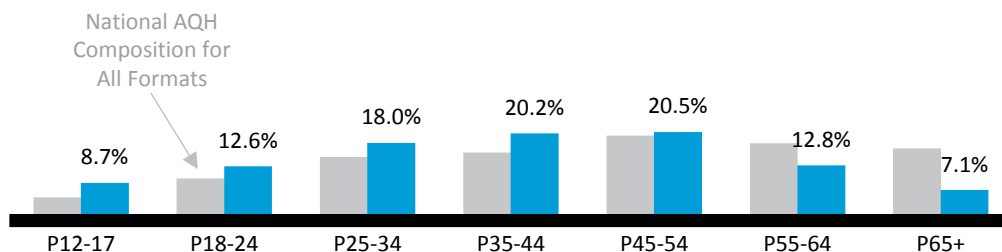
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

HOT ADULT CONTEMPORARY

Cume 58+ million weekly listeners aged 12+; 585 radio stations

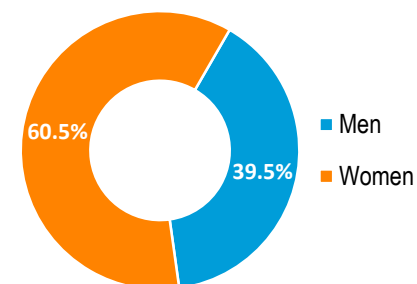
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



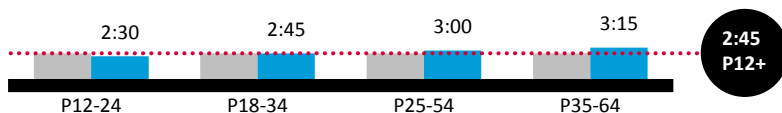
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
3.5%	4.0%	3.9%	4.4%	4.7%	4.8%	5.3%	5.7%

12+ AQH Share in PPM Markets	7.3%
12+ AQH Share in Diary Markets	4.0%
12+ AQH Share in non-Metro counties	5.2%

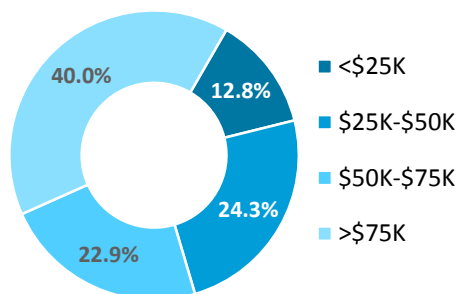
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

HOT ADULT CONTEMPORARY

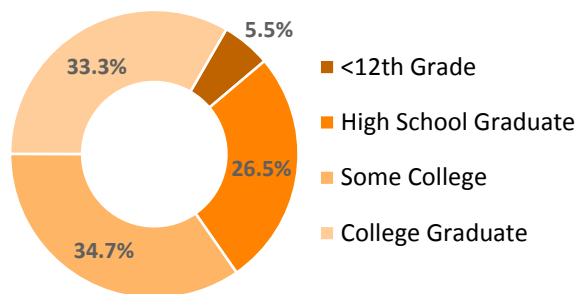
Household Income

Persons 18+



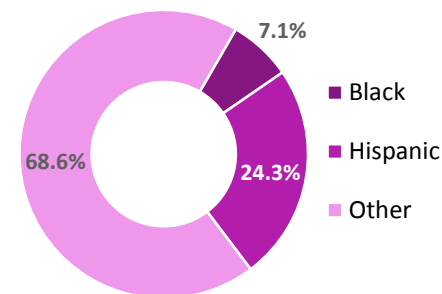
Education

Persons 18+



Ethnic Composition*

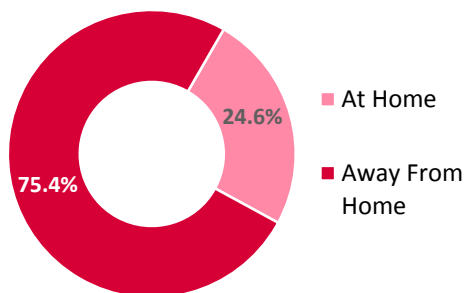
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Shut Up And Dance	Walk The Moon	1,169,840,000
2	Uptown Funk!	Mark Ronson Feat. Bruno Mars	1,053,530,400
3	Thinking Out Loud	Ed Sheeran	1,031,499,900
4	Sugar	Maroon 5	956,566,200
5	Style	Taylor Swift	893,375,300
6	Fight Song	Rachel Platten	847,361,900
7	Honey, I'm Good.	Andy Grammer	824,113,500
8	Blank Space	Taylor Swift	787,919,500
9	Photograph	Ed Sheeran	754,067,000
10	Love Me Like You Do	Ellie Goulding	753,658,900

Due to rounding, totals may not add to exactly 100.

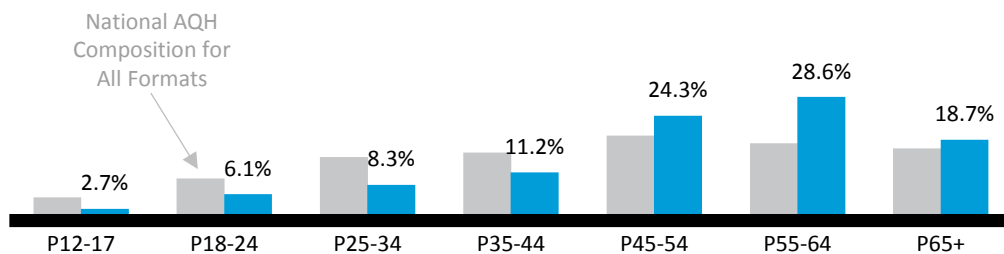
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSIC HITS

Cume 43+ million weekly listeners aged 12+; 701 radio stations

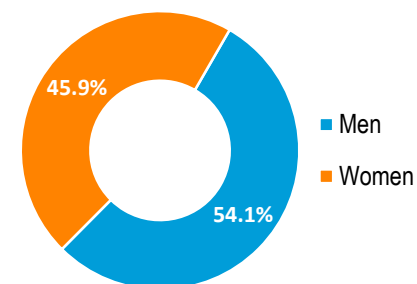
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



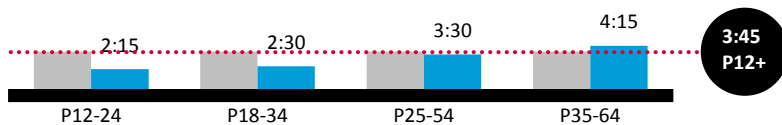
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
3.9%	4.8%	4.9%	5.1%	5.2%	5.5%	5.5%	5.6%

12+ AQH Share in PPM Markets	5.7%
12+ AQH Share in Diary Markets	5.7%
12+ AQH Share in non-Metro counties	5.5%

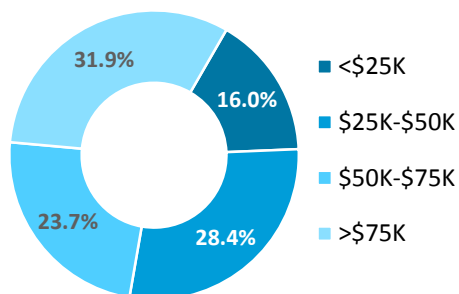
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSIC HITS

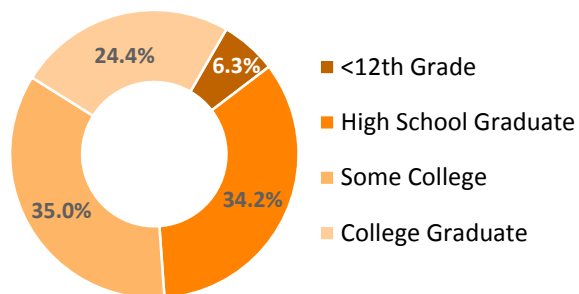
Household Income

Persons 18+



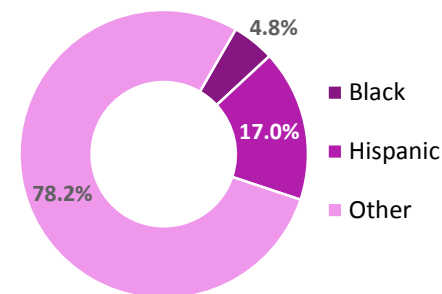
Education

Persons 18+



Ethnic Composition*

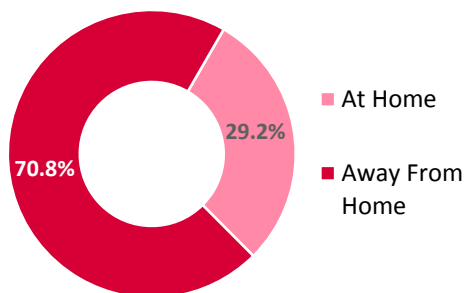
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Don't Stop Believin'	Journey	189,629,500
2	More Than A Feeling	Boston	177,011,400
3	I Love Rock 'n Roll	Joan Jett & The Blackhearts	167,464,700
4	Hotel California	Eagles	165,938,400
5	Livin' On A Prayer	Bon Jovi	164,632,100
6	Always Something There To Remind Me	Naked Eyes	164,355,400
7	Another One Bites The Dust	Queen	160,065,300
8	Summer Of '69	Bryan Adams	156,692,500
9	Blinded By The Light	Manfred Mann	155,462,100
10	Sweet Dreams (Are Made Of This)	Eurythmics	155,126,800

Due to rounding, totals may not add to exactly 100.

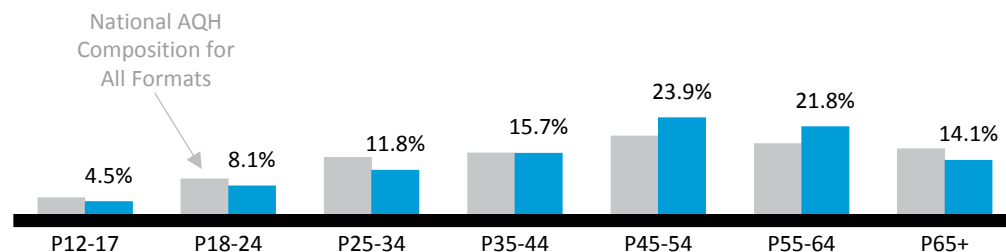
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

URBAN ADULT CONTEMPORARY

Cume 21+ million weekly listeners aged 12+; 224 radio stations

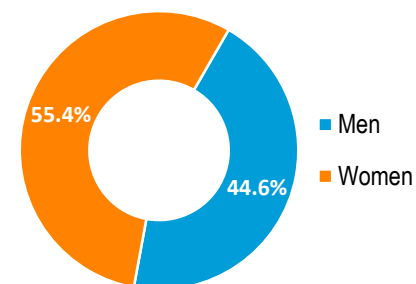
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



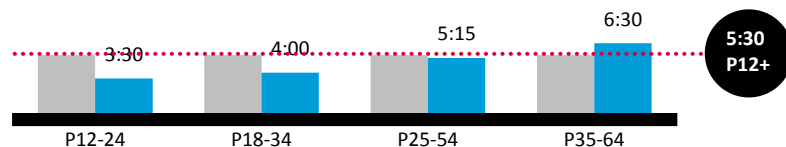
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
3.6%	4.0%	4.0%	3.9%	4.1%	4.0%	4.3%	4.1%

12+ AQH Share in PPM Markets	5.1%
12+ AQH Share in Diary Markets	3.7%
12+ AQH Share in non-Metro counties	2.7%

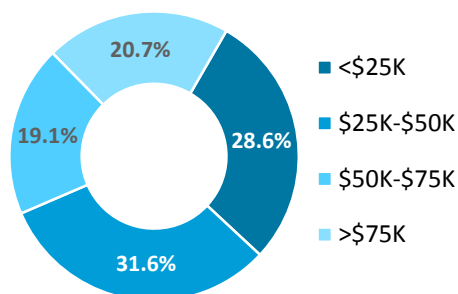
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

URBAN ADULT CONTEMPORARY

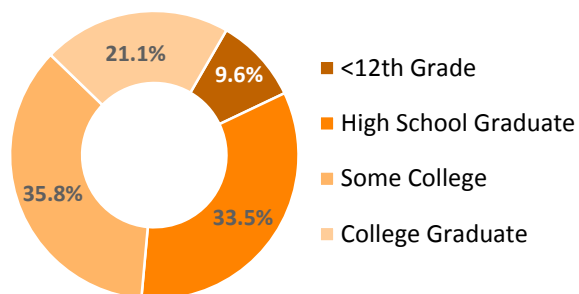
Household Income

Persons 18+



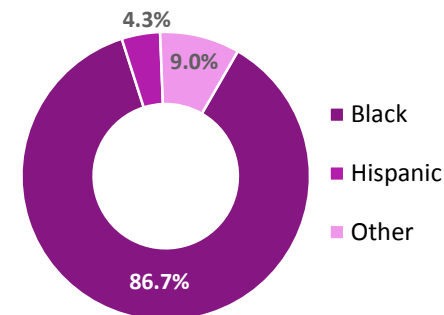
Education

Persons 18+



Ethnic Composition*

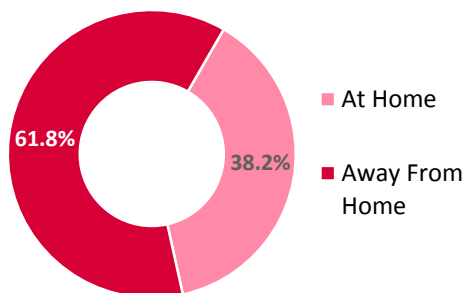
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Earned It (50 Shades Of Grey)	Weeknd	394,230,000
2	Shame	Tyrese	325,972,900
3	Nobody	Kem	301,082,700
4	Uptown Funk!	Mark Ronson Feat. Bruno Mars	295,296,800
5	No Sleep	Janet Jackson Feat. J. Cole	248,626,100
6	Adorn	Miguel	244,417,100
7	Stay With Me	Sam Smith	224,637,200
8	Call My Name	Avery*Sunshine	211,809,400
9	Latch	Disclosure Feat. Sam Smith	205,703,400
10	Fool's Gold	Jill Scott	170,912,600

Due to rounding, totals may not add to exactly 100.

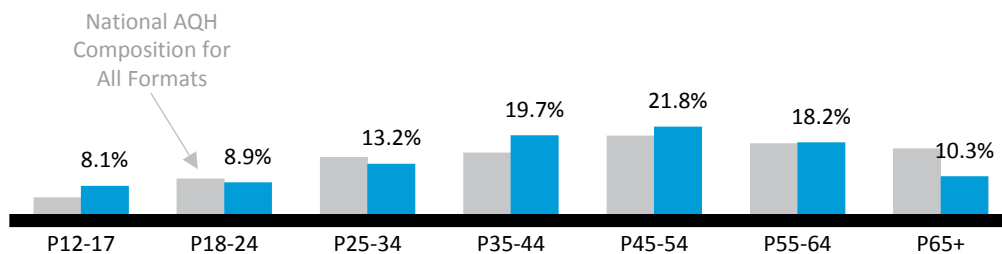
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CONTEMPORARY CHRISTIAN

Cume 21+ million weekly listeners aged 12+; 1060 radio stations

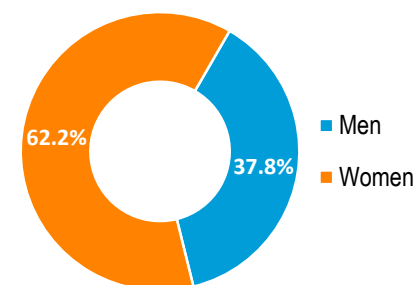
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



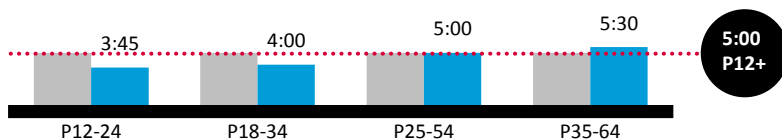
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.5%	2.7%	2.8%	2.7%	2.9%	3.2%	3.5%	3.5%

12+ AQH Share in PPM Markets	2.6%
12+ AQH Share in Diary Markets	4.4%
12+ AQH Share in non-Metro counties	4.3%

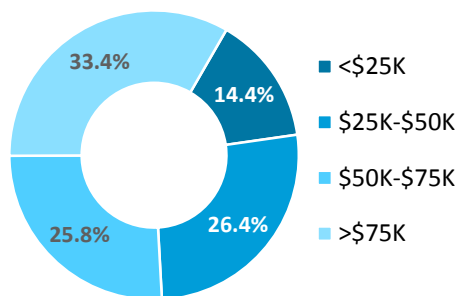
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Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CONTEMPORARY CHRISTIAN

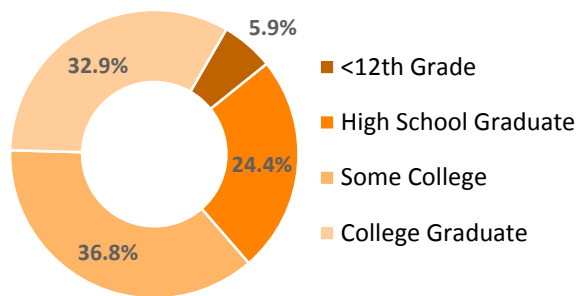
Household Income

Persons 18+



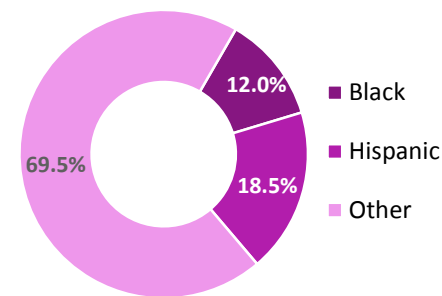
Education

Persons 18+



Ethnic Composition*

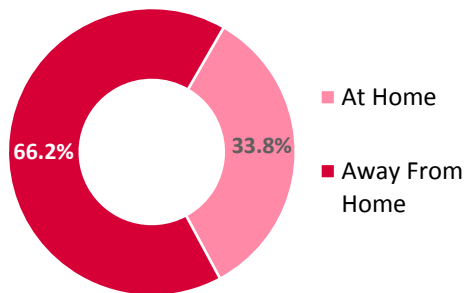
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Soul On Fire	Third Day	254,235,700
2	Because He Lives (Amen)	Matt Maher	249,573,400
3	Greater	MercyMe	240,119,700
4	Overwhelmed	Big Daddy Weave	208,999,800
5	He Knows My Name	Francesca Battistelli	203,500,600
6	He Knows	Jeremy Camp	198,537,100
7	Flawless	MercyMe	197,605,300
8	Shoulders	for King & Country	197,074,200
9	Holy Spirit	Francesca Battistelli	196,493,600
10	Drops In The Ocean	Hawk Nelson	191,028,900

Due to rounding, totals may not add to exactly 100.

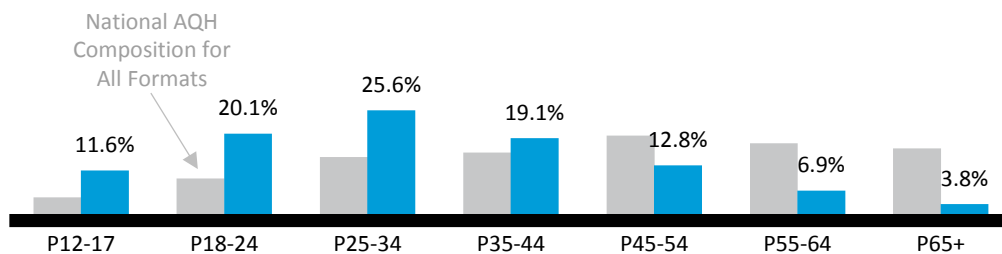
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

URBAN CONTEMPORARY

Cume 24+ million weekly listeners aged 12+; 201 radio stations

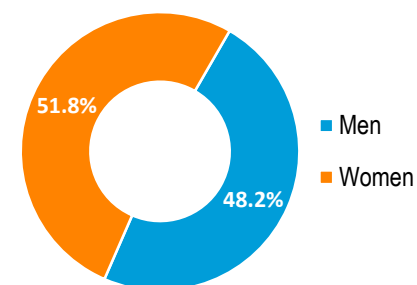
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



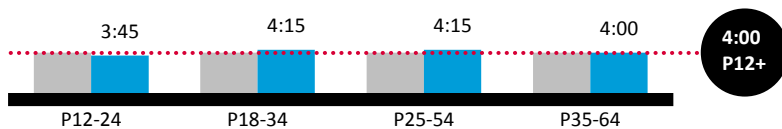
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
3.3%	3.2%	2.9%	2.9%	3.0%	3.1%	3.3%	3.5%

12+ AQH Share in PPM Markets	3.6%
12+ AQH Share in Diary Markets	3.8%
12+ AQH Share in non-Metro counties	2.7%

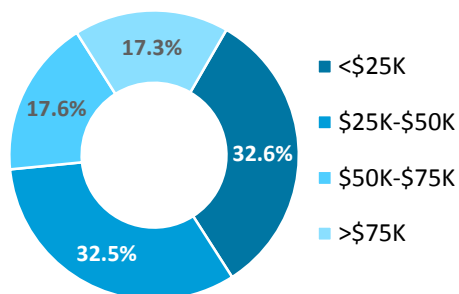
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

URBAN CONTEMPORARY

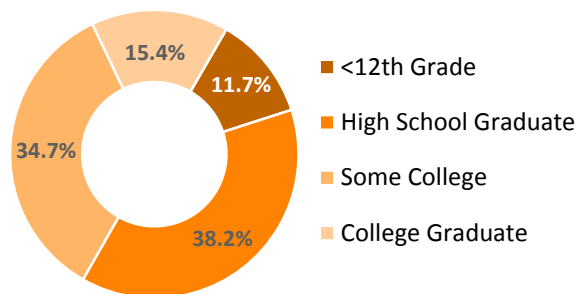
Household Income

Persons 18+



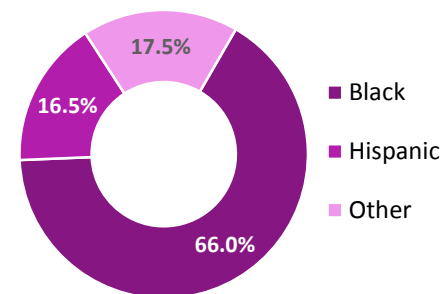
Education

Persons 18+



Ethnic Composition*

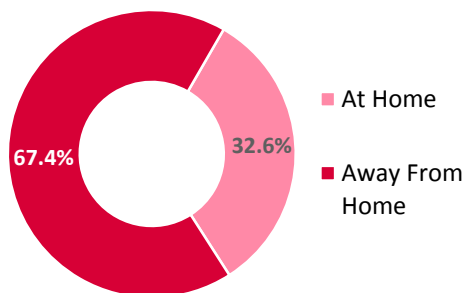
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Post To Be	Omarion Feat. Chris Brown & Jhene Aiko	643,339,000
2	Flex (Ooh, Ooh, Ooh)	Rich Homie Quan	616,714,600
3	Planes	Jeremih Feat. J. Cole	612,179,200
4	B*tch Better Have My Money	Rihanna	597,221,000
5	Earned It (50 Shades Of Grey)	Weeknd	593,274,700
6	Trap Queen	Fetty Wap	583,818,200
7	Slow Motion	Trey Songz	569,476,700
8	Hotline Bling	Drake	508,972,900
9	Throw Sum Mo	Rae Sremmurd/Nicki Minaj/Young Thug	498,189,400
10	My Way	Fetty Wap Feat. Monty	498,118,600

Due to rounding, totals may not add to exactly 100.

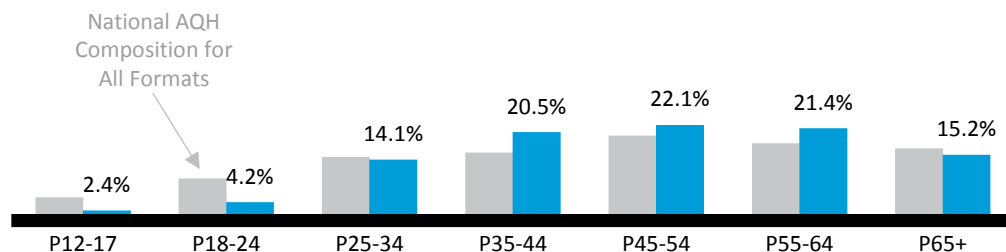
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ALL SPORTS

Cume 23+ million weekly listeners aged 12+; 846 radio stations

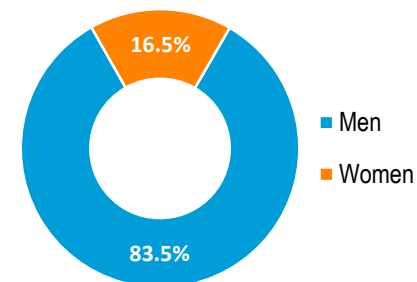
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



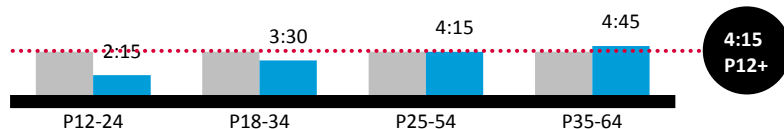
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.5%	3.2%	3.4%	3.6%	3.1%	3.1%	3.3%	3.4%

12+ AQH Share in PPM Markets	4.8%
12+ AQH Share in Diary Markets	2.6%
12+ AQH Share in non-Metro counties	1.8%

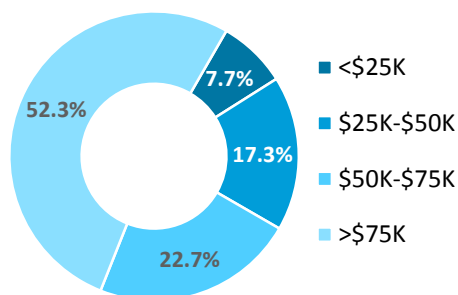
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ALL SPORTS

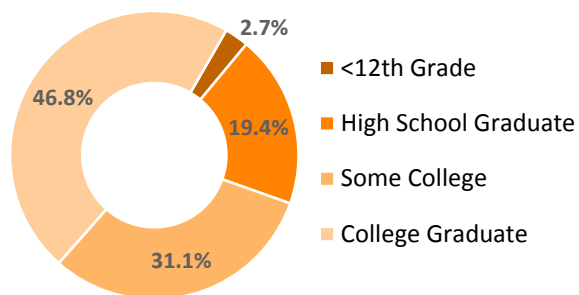
Household Income

Persons 18+



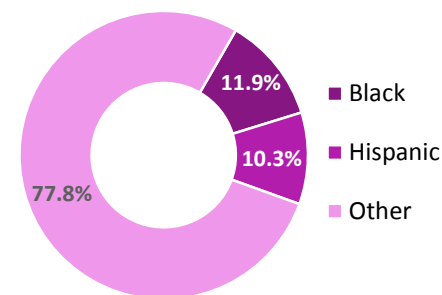
Education

Persons 18+



Ethnic Composition*

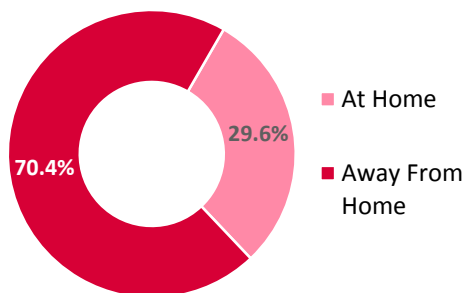
Persons 12+



* Only in DST-Controlled Markets

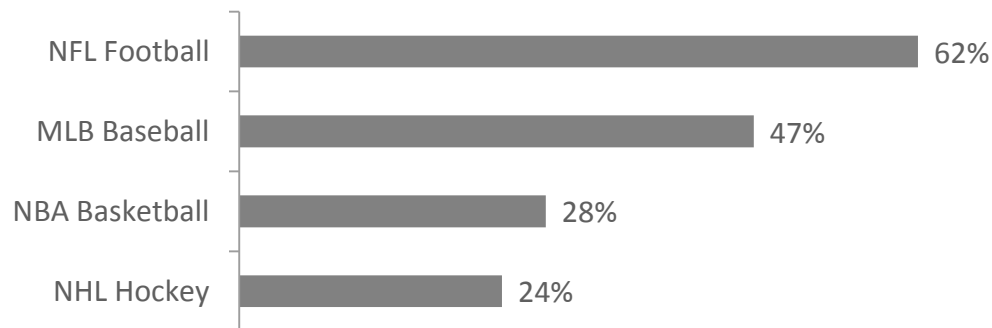
Share of Listening by Location

Persons 12+



Most Popular Professional Sports Among Sports Radio Listeners

* Percent of Listeners Very or Somewhat Interested in Each Sport

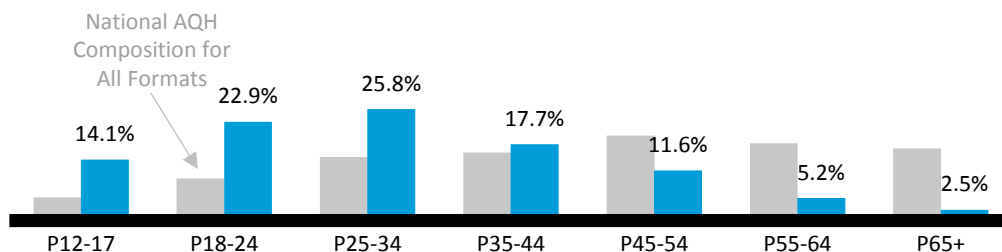


RHYTHMIC CONTEMPORARY HIT RADIO

Cume 29+ million weekly listeners aged 12+; 210 radio stations

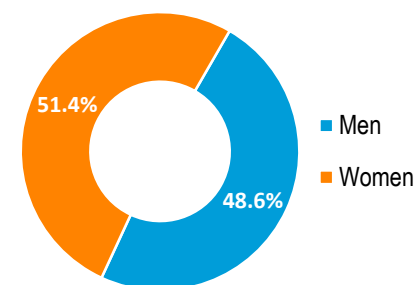
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



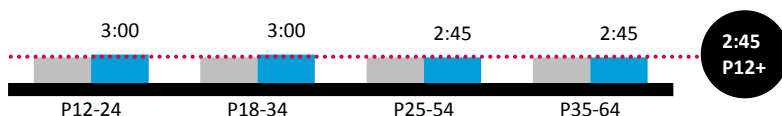
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
3.7%	3.6%	3.5%	3.4%	3.4%	3.3%	3.0%	3.2%

12+ AQH Share in PPM Markets	3.2%
12+ AQH Share in Diary Markets	3.7%
12+ AQH Share in non-Metro counties	1.1%

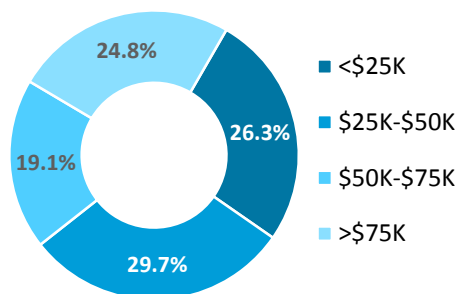
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

RHYTHMIC CONTEMPORARY HIT RADIO

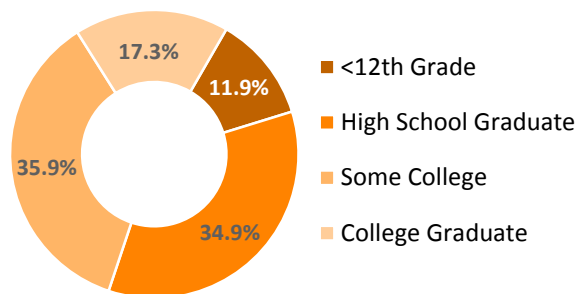
Household Income

Persons 18+



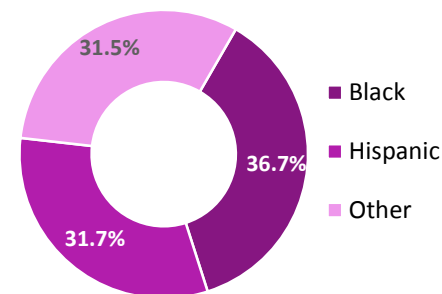
Education

Persons 18+



Ethnic Composition*

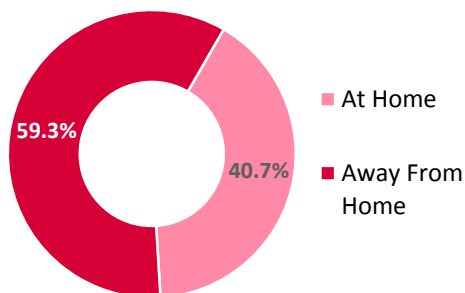
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Trap Queen	Fetty Wap	509,441,000
2	Post To Be	Omarion Feat. Chris Brown & Jhene Aiko	485,117,900
3	Somebody	Natalie La Rose Feat. Jeremih	449,457,300
4	Truffle Butter	Nicki Minaj Feat. Drake & Lil Wayne	440,317,700
5	Uptown Funk!	Mark Ronson Feat. Bruno Mars	426,538,700
6	Earned It (Fifty Shades Of Grey)	Weeknd	416,692,700
7	The Hills	Weeknd	412,609,500
8	Can't Feel My Face	Weeknd	412,452,400
9	Ayo	Chris Brown & Tyga	399,435,500
10	679	Fetty Wap Feat. Remy Boyz	398,680,800

Due to rounding, totals may not add to exactly 100.

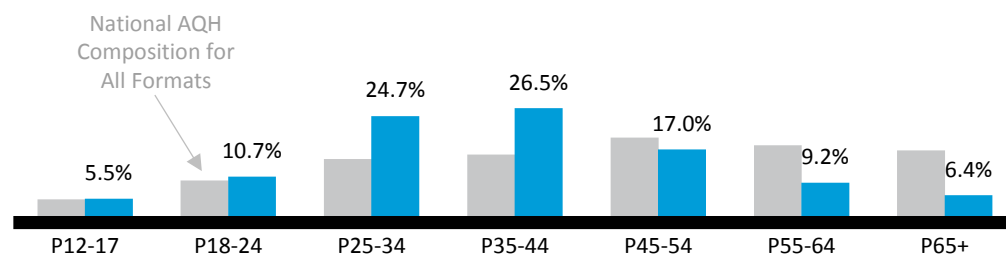
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

MEXICAN REGIONAL

Cume 11+ million weekly listeners aged 12+; 312 radio stations

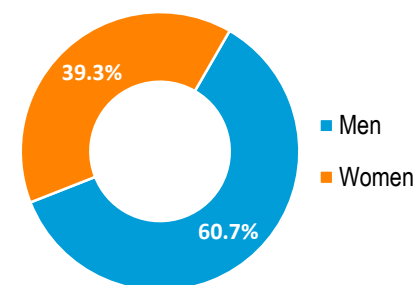
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



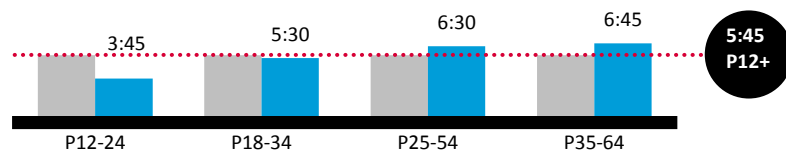
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.9%	2.7%	3.0%	3.0%	2.9%	2.8%	2.6%	2.3%

12+ AQH Share in PPM Markets	3.3%
12+ AQH Share in Diary Markets	2.0%
12+ AQH Share in non-Metro counties	0.9%

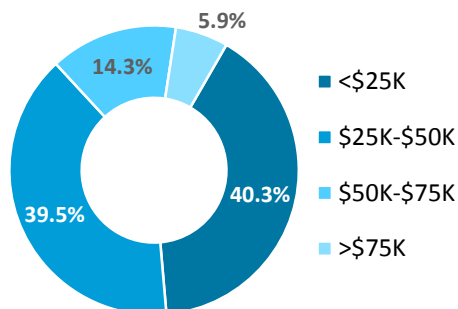
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

MEXICAN REGIONAL

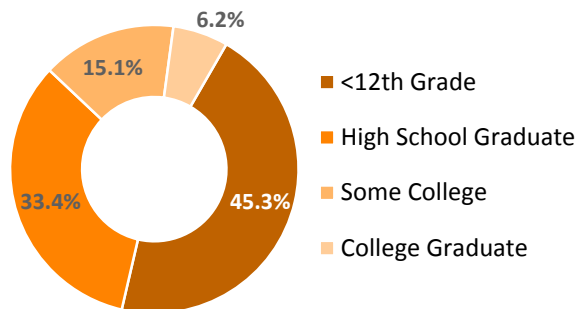
Household Income

Persons 18+



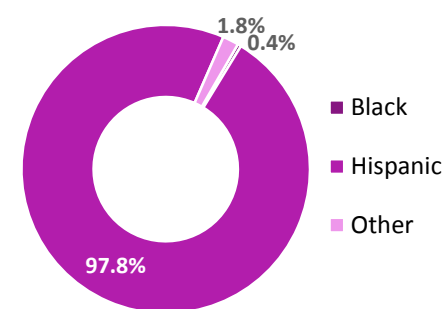
Education

Persons 18+



Ethnic Composition*

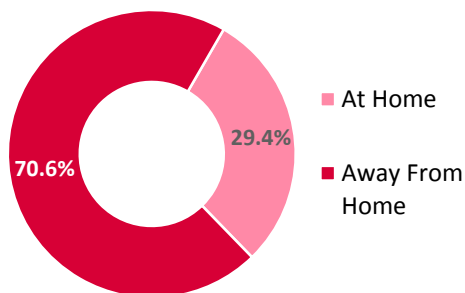
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Cual Adios AKA Ya No Vives En Mi	Banda Clave Nueva De Max Peraza	227,381,500
2	Malditas Ganas	El Komander	210,036,600
3	El Amor De Su Vida	Julion Alvarez y Su Norteno Banda	198,453,600
4	Levantando Polvadera	Voz De Mando	198,132,600
5	Contigo	Calibre 50	197,617,700
6	Soltero Disponible	Regulo Caro	194,778,500
7	Me Sobrabas Tu	Banda Los Recoditos	193,861,800
8	Eres Una Nina	Gerardo Ortiz	184,551,500
9	Hablame De Ti	Banda Sinaloense MS De Sergio Lizarraga	183,221,400
10	Mi Vicio Mas Grande	Banda El Recodo de Cruz Lizarraga	179,580,600

Due to rounding, totals may not add to exactly 100.

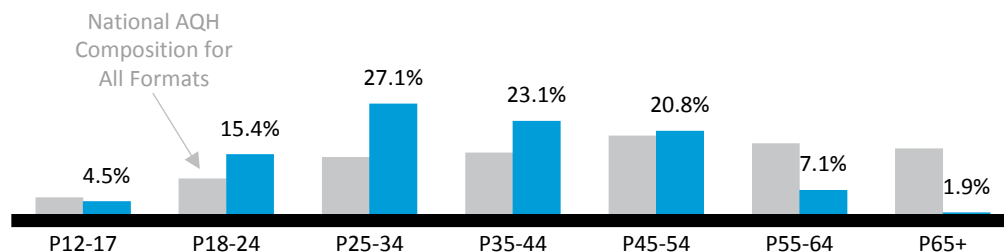
Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ACTIVE ROCK

Cume 13+ million weekly listeners aged 12+; 219 radio stations

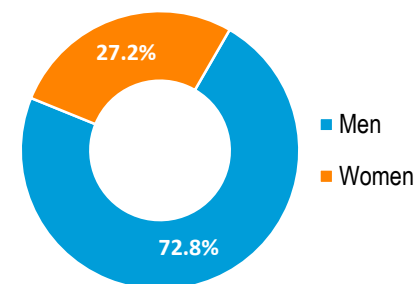
Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



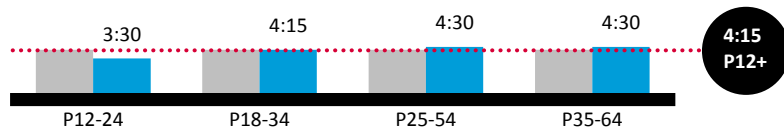
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6A-MID



AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6A-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.4%	2.4%	2.3%	2.1%	2.1%	1.9%	2.0%	2.0%

12+ AQH Share in PPM Markets	1.5%
12+ AQH Share in Diary Markets	2.7%
12+ AQH Share in non-Metro counties	1.9%

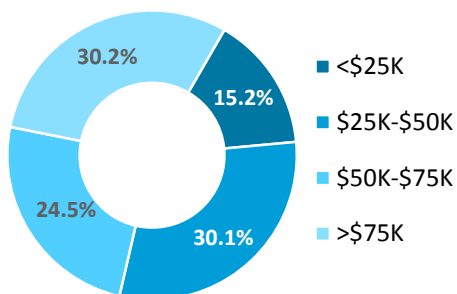
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ACTIVE ROCK

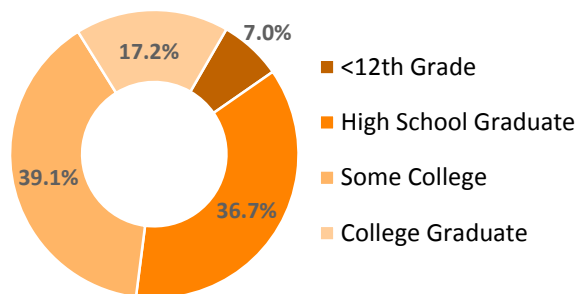
Household Income

Persons 18+



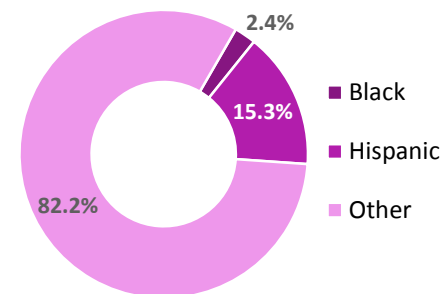
Education

Persons 18+



Ethnic Composition*

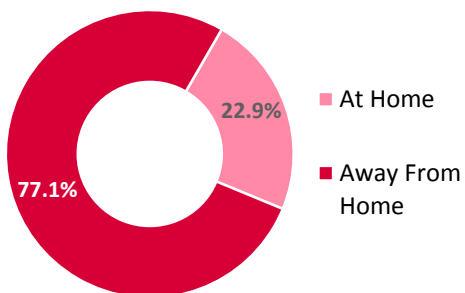
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2015

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Failure	Breaking Benjamin	118,586,900
2	Heavy Is The Head	Zac Brown Band Feat. Chris Cornell	114,350,900
3	I Am Machine	Three Days Grace	114,281,200
4	Footsteps	Pop Evil	101,612,800
5	Cut The Cord	Shinedown	99,571,700
6	Congregation	Foo Fighters	92,531,500
7	Wrong Side Of Heaven	Five Finger Death Punch	88,997,000
8	The Vengeful One	Disturbed	86,703,800
9	Something From Nothing	Foo Fighters	85,865,500
10	Follow Me Down	Pretty Reckless	84,681,300

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ADDITIONAL NOTEWORTHY FORMATS

The following pages provide an overview of these additional formats:

- Alternative
- Adult Hits + 80s Hits
- AOR + Mainstream Rock
- Classical
- All News
- Religious
- Spanish Contemporary + Spanish Hot AC
- Classic Country
- Adult Album Alternative
- Variety

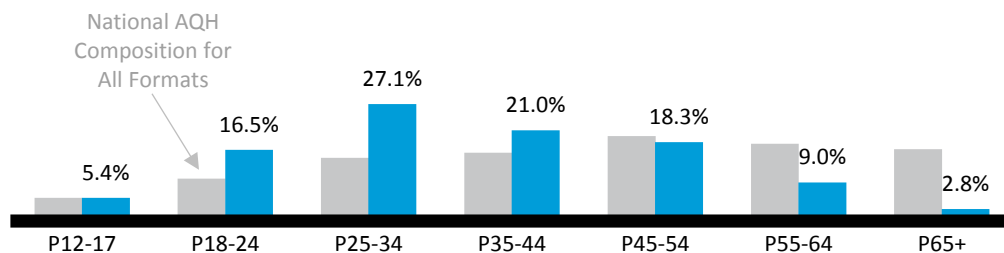
In Spring 2015, each of these formats earned between a rounded 1.0% and 1.9% share of radio listening nationally. While *Audio Today 2016* focuses on the primary radio formats, the significant legacy value or specific market impact of these ten formats warranted their inclusion in this report.



ALTERNATIVE

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



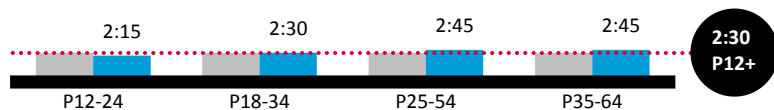
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.2%	2.1%	2.1%	1.8%	1.9%	1.9%	1.8%	1.9%

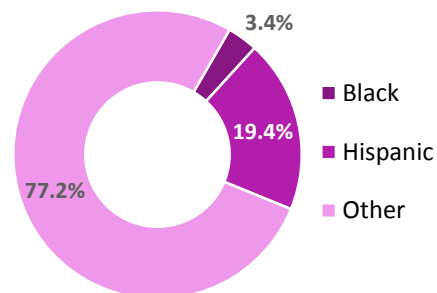
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

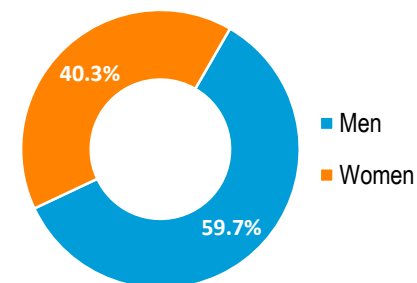
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

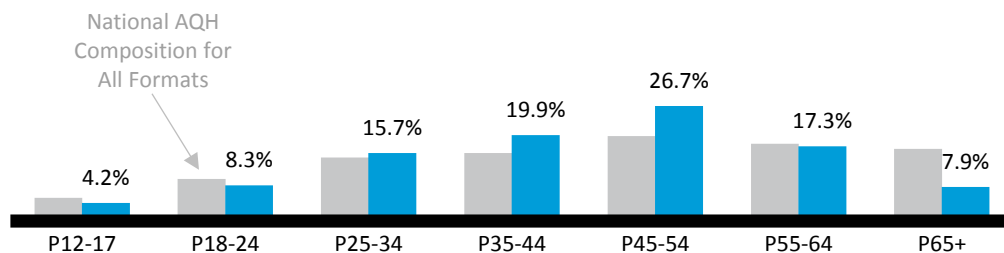
Persons 12+
M-SU 6AM-MID



ADULT HITS + '80S HITS

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



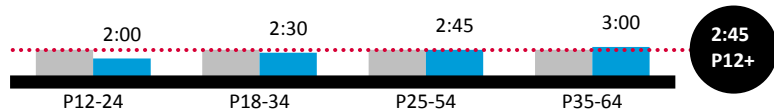
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.0%	2.2%	2.2%	2.2%	2.2%	2.1%	1.9%	1.9%

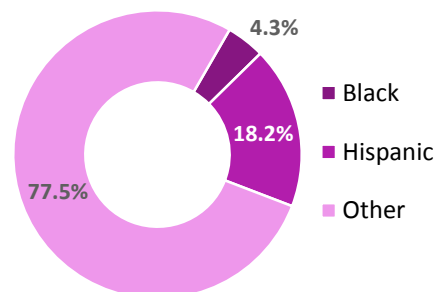
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

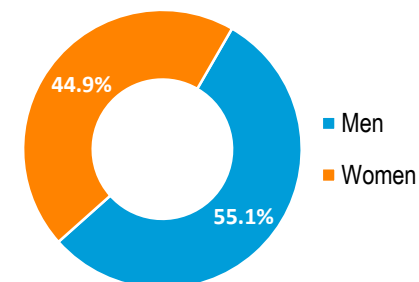
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



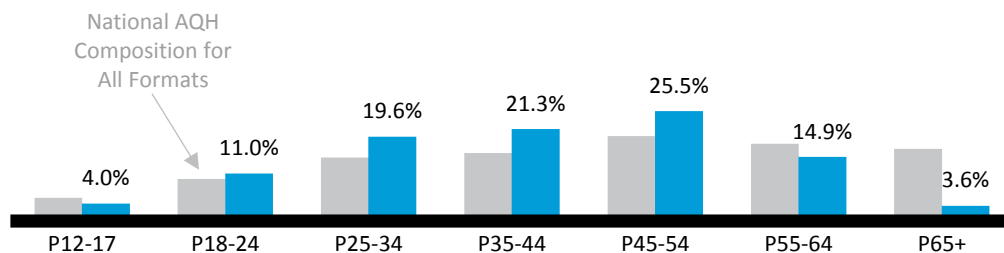
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

AOR + MAINSTREAM ROCK

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



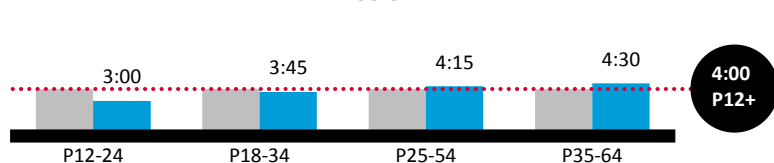
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
NA	NA	NA	1.9%	2.0%	1.8%	1.7%	1.7%

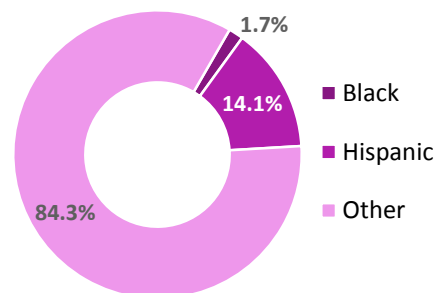
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

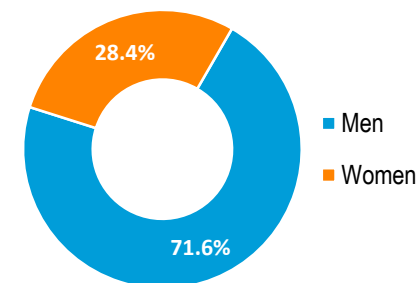
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



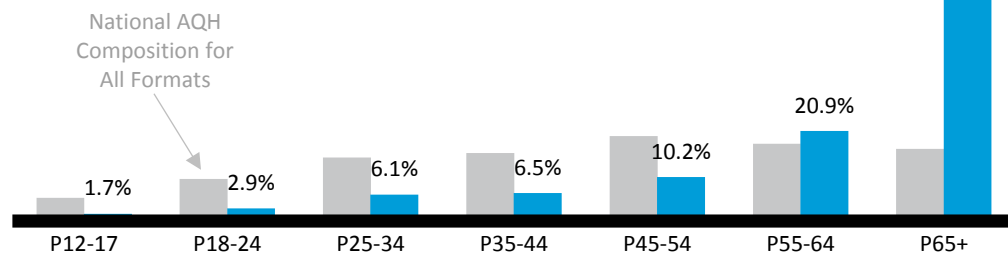
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSICAL

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



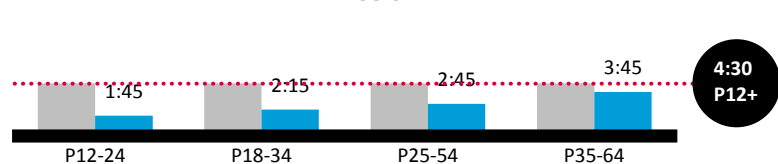
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
1.9%	1.7%	1.6%	1.5%	1.4%	1.4%	1.5%	1.4%

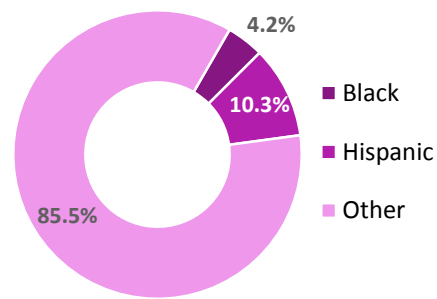
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

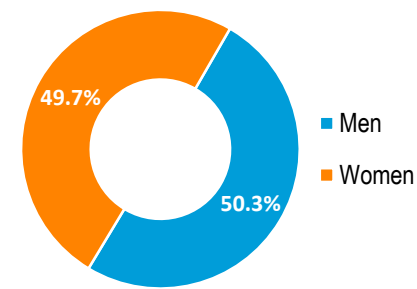
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



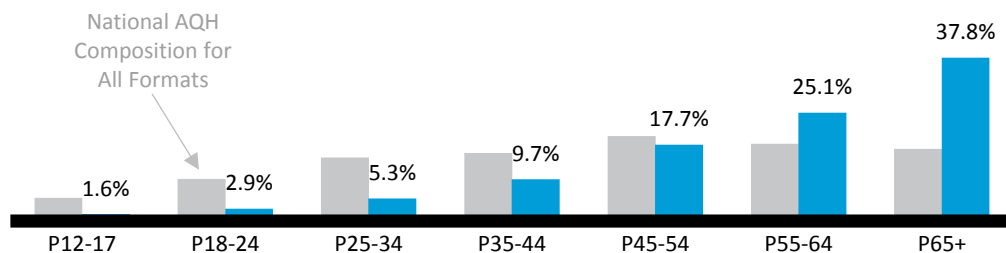
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ALL NEWS

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



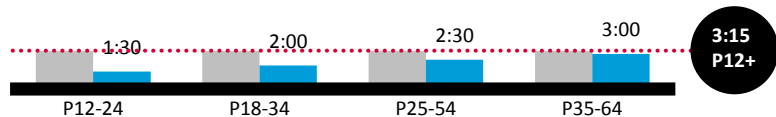
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
1.5%	1.5%	1.5%	1.5%	1.4%	1.5%	1.3%	1.4%

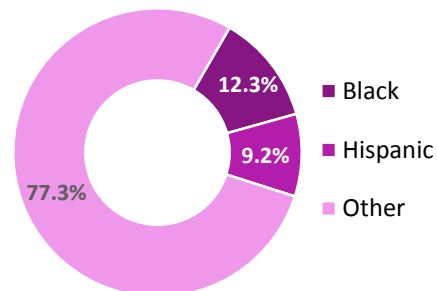
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

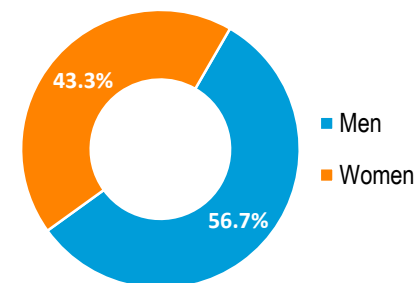
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



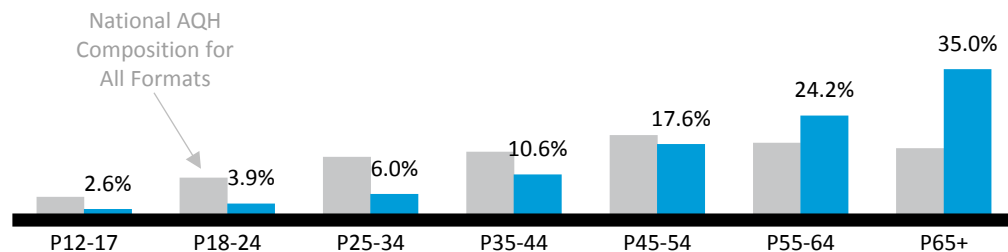
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

RELIGIOUS

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



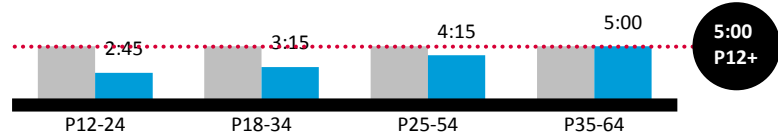
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
1.4%	1.3%	1.3%	1.2%	1.3%	1.3%	1.3%	1.3%

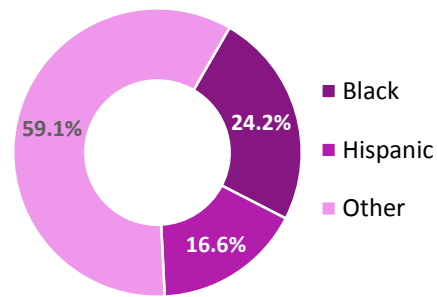
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

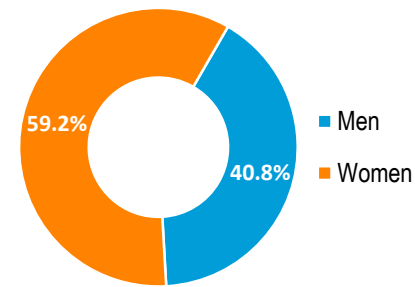
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



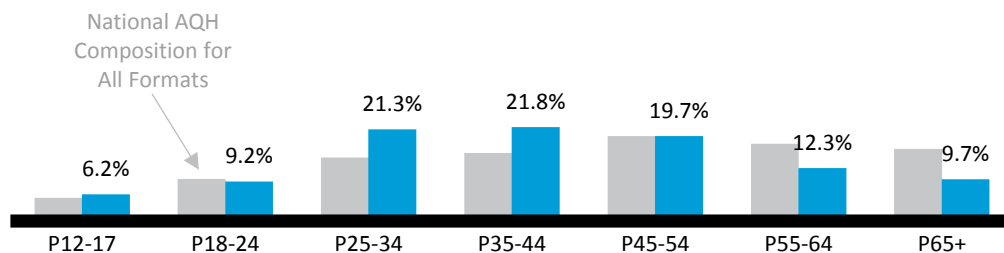
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

SPANISH CONTEMPORARY + SPANISH HAC

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



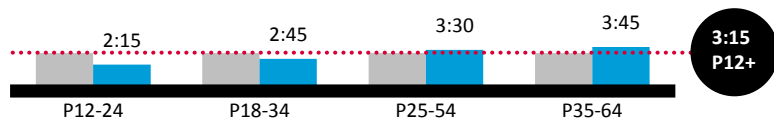
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
NA	NA	NA	NA	1.5%	1.4%	1.3%	1.3%

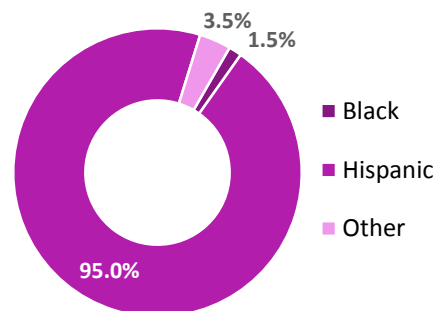
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

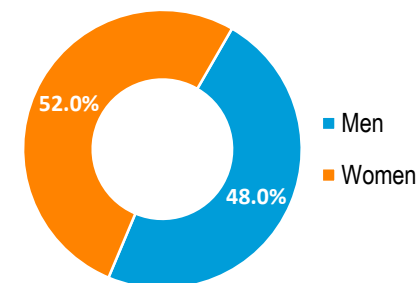
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



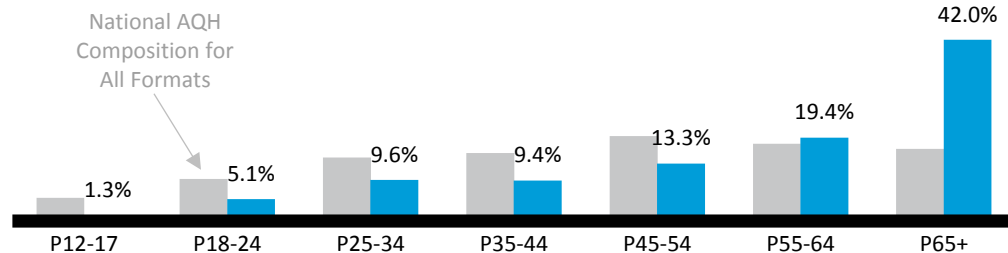
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

CLASSIC COUNTRY

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



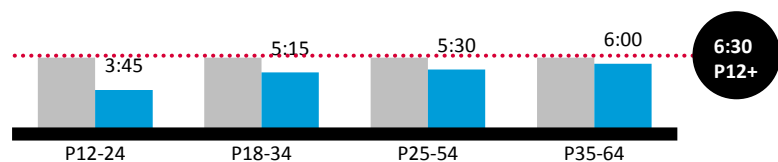
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
NA	NA	0.9%	0.9%	0.9%	1.0%	1.1%	1.2%

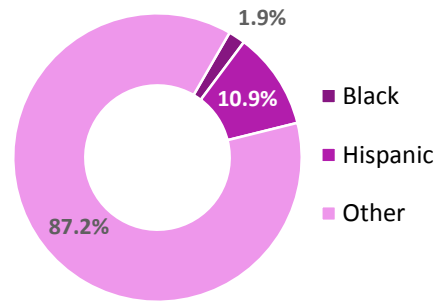
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

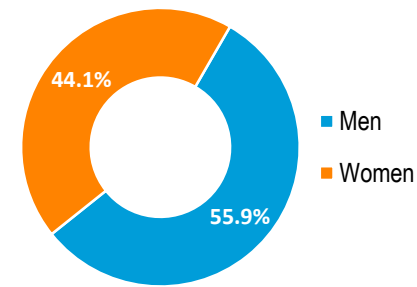
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



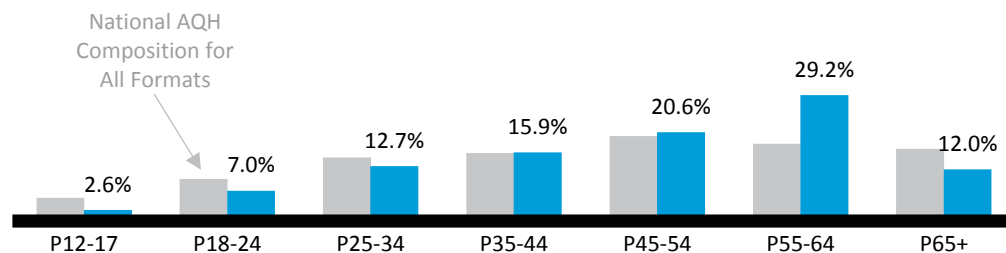
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

ADULT ALBUM ALTERNATIVE

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



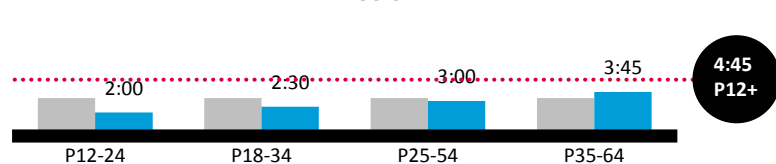
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP15
2.3%	1.7%	1.6%	1.6%	1.8%	1.4%	1.2%	1.0%

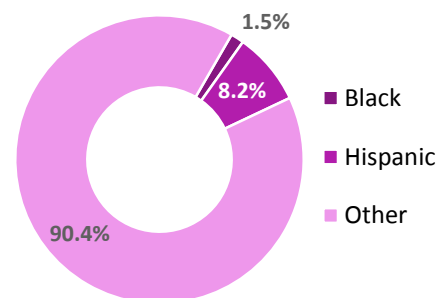
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

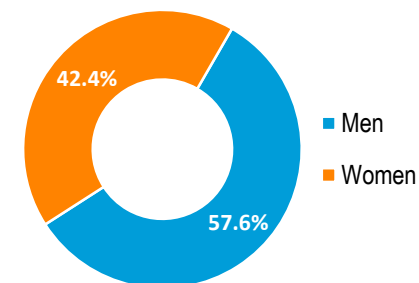
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



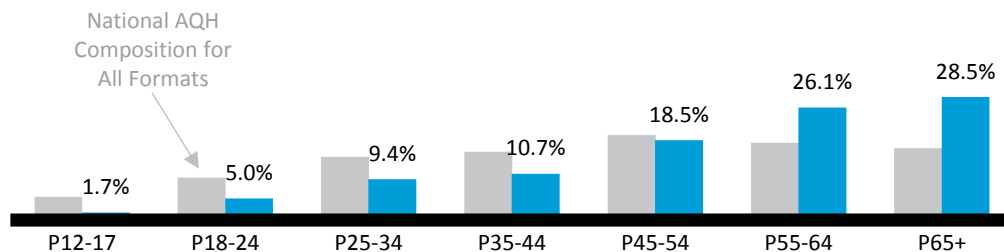
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

VARIETY

Audience Composition

(Percent of Format Audience by Demographic)
M-SU 6AM-MID



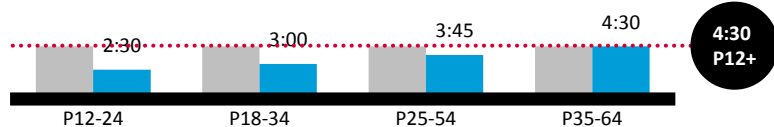
AQH Share Trend

(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA08	FA09	FA10	FA11	SP12	SP13	SP14	SP14
1.0%	1.0%	0.9%	0.9%	1.0%	0.9%	1.0%	1.0%

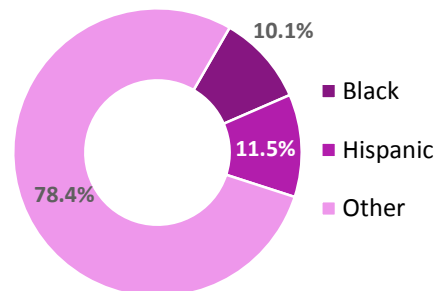
Time Spent Listening by Demographic

(Hours: Minutes)
M-SU 6AM-MID



Ethnic Composition*

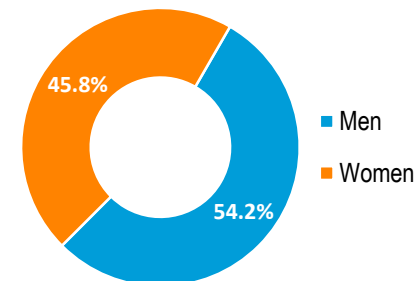
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015.

FORMATS RANKED BY PERCENT OF NEW MUSIC

Nielsen BDSRadio

2015 US Radio Airplay Current, Recurrent, and Gold distribution by Spins

Format	Current	Recurrent	Gold
Pop CHR	64.9%	19.8%	15.3%
Rhythmic CHR	61.8%	18.5%	19.8%
Urban Contemporary	58.2%	17.2%	24.6%
Hot AC	42.5%	19.0%	38.5%
Country	42.3%	23.3%	34.5%
Spanish Contemporary	41.5%	18.1%	40.4%
Regional Mexican	39.8%	14.1%	46.1%
Alternative	34.1%	13.3%	52.6%
Album Adult Alternative	32.3%	8.3%	59.4%
Contemporary Christian	22.6%	23.6%	53.7%
Mainstream Rock	22.6%	7.7%	69.7%
Urban AC	22.2%	7.3%	70.5%
Adult Contemporary	14.0%	9.7%	76.3%

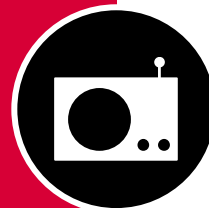
Due to rounding, totals may not add to exactly 100.

Source: Nielsen BDSradio



NATIONAL RADIO LISTENING TRENDS

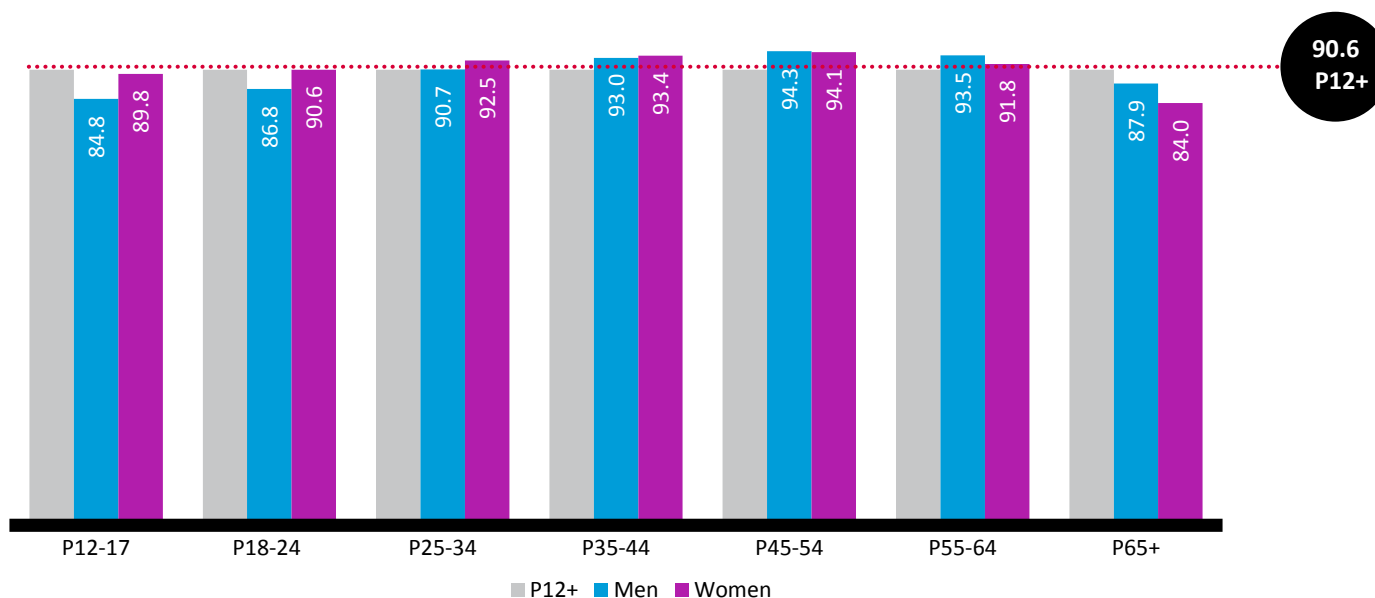
This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.



RADIO REACHES ALL AGES – WEEKLY CUME RATING

Weekly Cume Rating

Listeners 12+
(M-SU 6AM-MID)



HOW TO READ:

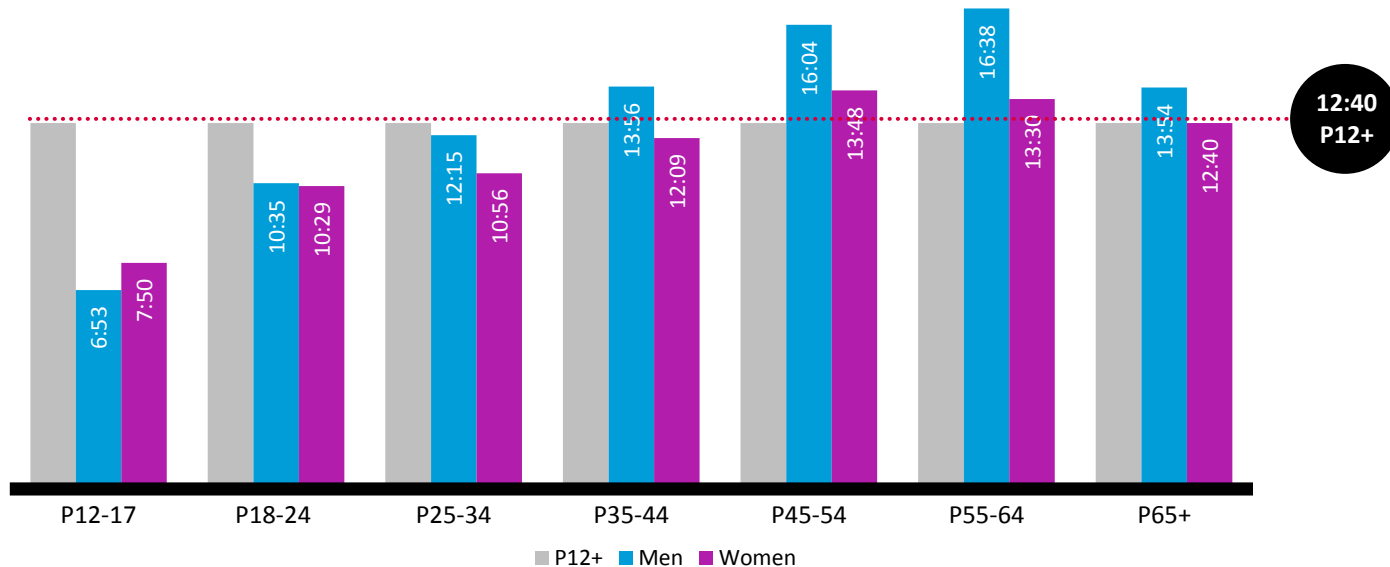
These figures represent “Weekly Cume Ratings.” For example, more than 90% of Women 18-24 in the United States tuned to radio for five or more minutes during an average week. The grey bars represent the average of all Americans 12+ who listen to radio at least once during the week (90.6%). You can then see how radio reaches various demographic groups compared to the national average.

RADIO REACHES ALL AGES – WEEKLY TIME SPENT

Time Spent Listening

Hours: Minutes per Week

Listeners 12+ (M-SUN 6AM-MID)



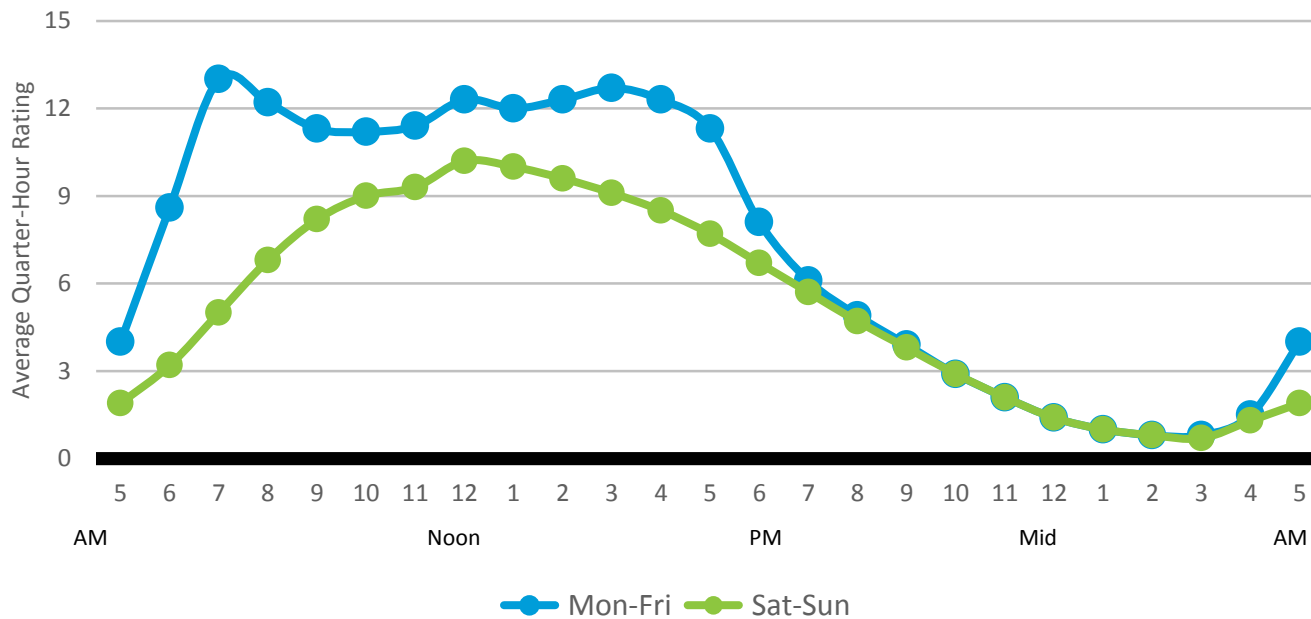
HOW TO READ:

These figures represent the Weekly Time Spent Listening for all radio listeners in a particular demo. For example, Male radio listeners aged 18-24 spend 11 hours and 7 minutes each week with radio. The grey bars represent the average of all Americans who use radio 12+, they spend slightly less than 13 hours each week tuning in. You can use these bars to compare time spent listening in each demo with the national average.

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)



RADIO'S REACH BY DAYPART

Listening by Daypart

M-SU 6AM-MID
Weekly Cume Rating

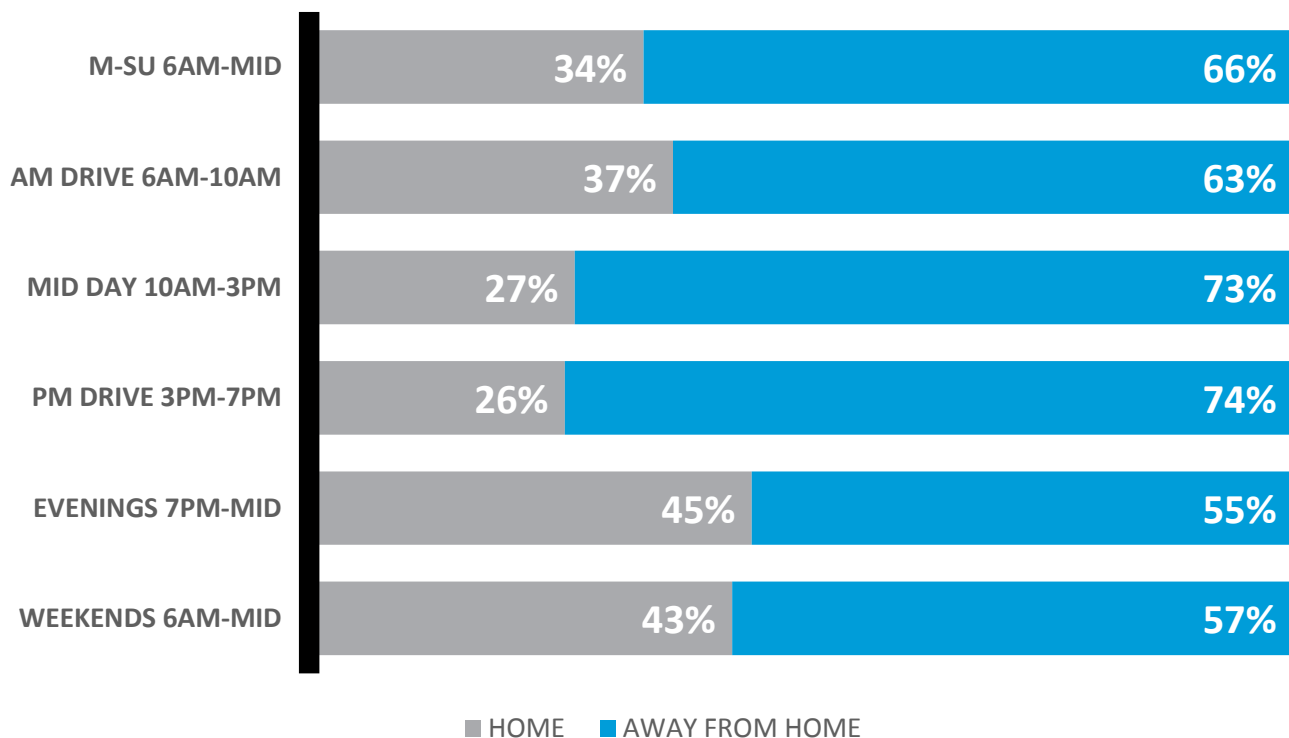
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	54.8	41.9	62.6	42.9	61.0	84.8
	W	59.9	49.2	70.0	48.7	68.5	89.8
P18-24	M	54.7	63.1	67.7	52.4	65.8	86.8
	W	61.2	70.4	74.7	57.7	72.9	90.6
P25-34	M	65.8	67.4	74.5	53.5	70.6	90.7
	W	69.0	70.9	77.3	53.5	74.2	92.5
P35-44	M	73.3	71.3	78.7	53.2	73.9	93.0
	W	73.4	72.3	79.1	51.8	74.7	93.4
P45-54	M	75.5	74.7	81.1	53.7	77.2	94.3
	W	73.7	74.4	80.1	51.0	76.5	94.1
P55-64	M	73.3	77.4	78.5	48.8	76.8	93.5
	W	69.0	74.1	75.3	44.1	73.1	91.8
P65+	M	64.2	75.8	65.9	36.7	69.9	87.9
	W	57.0	70.9	60.1	32.4	65.1	84.0



LISTENING LOCATION

Distribution of AQH Listening by Location and Daypart

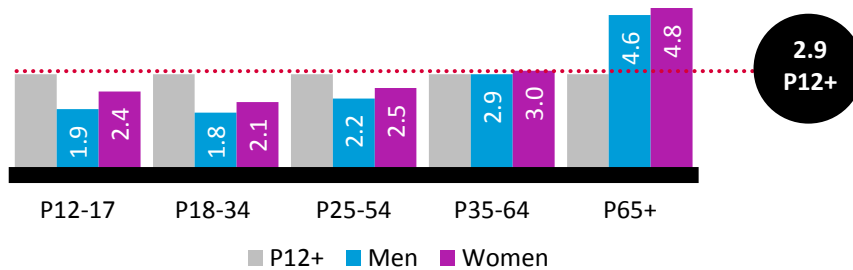
Persons 12+



WHERE MEN AND WOMEN LISTEN

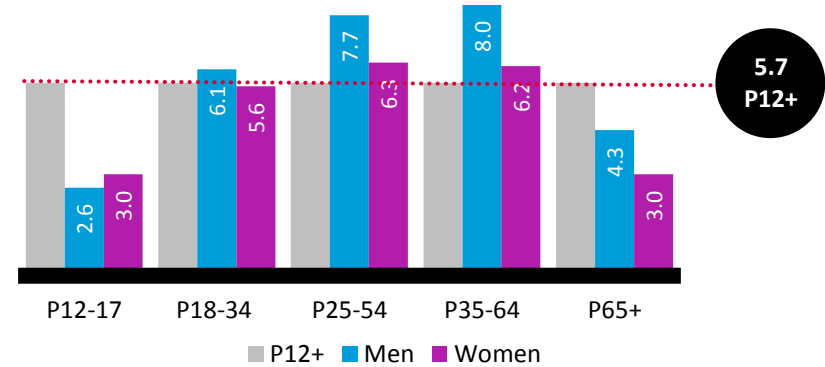
At-Home Listening for Men and Women

Total Week, AQH Rating
M-SU 6AM-MID



Away-From-Home Listening for Men and Women

Total Week, AQH Rating
M-SU 6AM-MID



LEADING RADIO FORMATS RANKED BY DEMOGRAPHIC

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2015

Persons 12-17	
Pop CHR	20.2%
Country + New Country	13.4%
Hot AC	9.3%
Rhythmic CHR	7.6%
Urban Contemporary	7.5%
Adult Contemporary + Soft AC	6.3%
Contemporary Christian	5.3%
Urban AC	3.5%
Classic Rock	3.4%
Classic Hits	2.8%
News/Talk/Information + T/P	2.7%
Mexican Regional	2.4%
Alternative	1.9%
Active Rock	1.7%
All Sports	1.5%
Spanish Contemp. + Span. HAC	1.5%
Adult Hits + '80s Hits	1.5%
AOR + Mainstream Rock	1.3%
Spanish Adult Hits	0.8%
Contemporary Inspirational	0.7%
Religious	0.6%
Christian Adult Contemporary	0.6%
Album Adult Alternative	0.5%

Persons 18-24	
Country + New Country	17.9%
Pop CHR	15.2%
Hot AC	7.3%
Urban Contemporary	7.1%
Rhythmic CHR	6.7%
Adult Contemporary + Soft AC	6.3%
Classic Rock	5.7%
Classic Hits	3.5%
Urban AC	3.4%
Alternative	3.2%
Contemporary Christian	3.2%
Active Rock	3.1%
News/Talk/Information + T/P	2.6%
Mexican Regional	2.5%
AOR + Mainstream Rock	1.9%
Adult Hits + '80s Hits	1.6%
All Sports	1.5%
Spanish Contemp. + Span. HAC	1.2%
Album Adult Alternative	0.7%
Classic Country	0.6%
Rhythmic AC	0.6%
Spanish Adult Hits	0.6%
Spanish Tropical	0.6%

Persons 25-34	
Country + New Country	15.6%
Pop CHR	12.0%
Hot AC	7.1%
Adult Contemporary + Soft AC	6.4%
Urban Contemporary	6.0%
Classic Rock	5.3%
Rhythmic CHR	5.1%
News/Talk/Information + T/P	4.9%
Mexican Regional	3.9%
Active Rock	3.7%
Alternative	3.5%
Urban AC	3.3%
All Sports	3.3%
Contemporary Christian	3.2%
Classic Hits	3.2%
AOR + Mainstream Rock	2.3%
Adult Hits + '80s Hits	2.0%
Spanish Contemp. + Span. HAC	1.9%
Album Adult Alternative	0.9%
Spanish Adult Hits	0.8%
Classic Country	0.7%
Spanish Tropical	0.7%
Rhythmic AC	0.7%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

Continued ►

LEADING RADIO FORMATS RANKED BY DEMOGRAPHIC

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2015

Persons 35-44		Persons 45-54		Persons 55-64		Persons 65+	
Country + New Country	13.1%	Country + New Country	13.8%	News/Talk/Information + T/P	14.5%	News/Talk/Information + T/P	24.1%
Pop CHR	9.7%	News/Talk/Information + T/P	9.5%	Country + New Country	13.4%	Country + New Country	14.6%
Adult Contemporary + Soft AC	7.5%	Classic Rock	9.1%	Classic Hits	9.0%	Adult Contemporary + Soft AC	8.1%
Hot AC	7.3%	Adult Contemporary + Soft AC	8.3%	Adult Contemporary + Soft AC	8.8%	Classic Hits	6.3%
News/Talk/Information + T/P	6.9%	Classic Hits	6.9%	Classic Rock	8.0%	Classical	4.4%
Classic Rock	6.0%	Pop CHR	6.2%	Urban AC	5.0%	Urban AC	3.5%
Contemporary Christian	4.4%	Hot AC	6.0%	Hot AC	4.1%	All News	3.2%
All Sports	4.4%	Urban AC	5.0%	All Sports	4.1%	All Sports	3.1%
Urban Contemporary	4.2%	Contemporary Christian	3.9%	Contemporary Christian	3.6%	Classic Country	3.1%
Urban AC	4.1%	All Sports	3.8%	Pop CHR	3.4%	Religious	2.8%
Classic Hits	4.0%	Adult Hits + '80s Hits	2.5%	All News	2.0%	Classic Rock	2.5%
Mexican Regional	3.9%	Urban Contemporary	2.3%	Adult Hits + '80s Hits	1.8%	Hot AC	2.4%
Rhythmic CHR	3.2%	AOR + Mainstream Rock	2.2%	Religious	1.8%	Contemporary Christian	2.2%
Active Rock	2.9%	Active Rock	2.1%	Classical	1.7%	Oldies	1.9%
Alternative	2.5%	Mexican Regional	2.0%	Album Adult Alternative	1.6%	Pop CHR	1.7%
Adult Hits + '80s Hits	2.4%	Alternative	1.8%	Oldies	1.6%	Variety	1.7%
AOR + Mainstream Rock	2.3%	Rhythmic CHR	1.7%	AOR + Mainstream Rock	1.4%	Adult Standards/MOR	1.5%
Spanish Contemp. + Span. HAC	1.8%	Spanish Contemp. + Span. HAC	1.3%	Variety	1.4%	Gospel	1.2%
Spanish Adult Hits	1.4%	All News	1.3%	Urban Contemporary	1.3%	Mexican Regional	0.9%
Album Adult Alternative	1.0%	Religious	1.2%	Classic Country	1.3%	Adult Hits + '80s Hits	0.9%
Religious	0.9%	Spanish Adult Hits	1.1%	Mexican Regional	1.2%	Urban Contemporary	0.8%
All News	0.9%	Album Adult Alternative	1.0%	Alternative	1.0%	Spanish Contemp. + Span. HAC	0.7%
Classic Country	0.7%	Variety	0.9%	Gospel	0.9%	Album Adult Alternative	0.7%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

FORMATS RANKED BY WEEKLY CUME, FORMAT PREFERENCES BY GENDER

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2015

	Cume
Pop CHR (Pop Contemporary Hit Radio)	71,737,300
Country + New Country	68,220,400
Adult Contemporary + SAC (Soft AC)	65,640,200
Hot AC (Hot Adult Contemporary)	58,016,700
News/Talk/Information + Talk/Personality	49,826,400
Classic Hits	43,717,900
Classic Rock	43,374,900
Rhythmic CHR (Rhythmic Contemporary Hit Radio)	29,256,500
Urban Contemporary	24,781,700
All Sports	23,861,800
Alternative	22,011,100
Contemporary Christian	21,324,600
Urban AC (Urban Adult Contemporary)	21,298,400
Adult Hits + '80s Hits	20,281,500
Active Rock	13,864,300
Album Oriented Rock (AOR) + Mainstream Rock	12,708,700
All News	12,087,400
Mexican Regional	11,870,500
Spanish Contemporary + Spanish Hot AC	11,096,100
Classical	9,267,800
Album Adult Alternative	9,022,400
Religious	7,630,700
Mexican Regional	6,351,400

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2015

	Women		Men
Contemporary Christian	62.2%	All Sports	83.5%
Hot AC	60.5%	Active Rock	72.8%
Adult Contemp. + Soft AC	60.4%	AOR + Mainstream Rock	71.6%
Pop CHR	59.9%	Classic Rock	68.9%
Religious	59.2%	Mexican Regional	60.7%
Urban AC	55.4%	Alternative	59.7%
Spanish Contemp + Span HAC	52.0%	News Talk Info + T/P	59.1%
Country + New Country	51.8%	Album Adult Alternative	57.6%
Urban Contemporary	51.8%	All News	56.7%
Rhythmic CHR	51.4%	Classic Country	55.9%
Classical	49.7%	Adult Hits + '80s Hits	55.1%
Classic Hits	45.9%	Classic Hits	54.1%
Adult Hits + '80s Hits	44.9%	Classical	50.3%
Classic Country	44.1%	Rhythmic CHR	48.6%
All News	43.3%	Country + New Country	48.2%
Album Adult Alternative	42.4%	Urban Contemporary	48.2%
News Talk Info + T/P	40.9%	Spanish Contemp + Span HAC	48.0%
Alternative	40.3%	Urban AC	44.6%
Mexican Regional	39.3%	Religious	40.8%
Classic Rock	31.1%	Pop CHR	40.1%
AOR + Mainstream Rock	28.4%	Adult Contemp. + Soft AC	39.6%
Active Rock	27.2%	Hot AC	39.5%
All Sports	16.5%	Contemporary Christian	37.8%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

FORMAT LEADERS BY LOCATION

At Home

Persons 12+ AQH Composition
M-SU 6AM-MID

Classical	60.7%
Religious	51.7%
News/Talk/Information + T/P	48.2%
Classic Country	43.6%
Rhythmic CHR	40.7%
All News	40.4%
Urban AC	38.2%
Album Adult Alternative	33.9%
Contemporary Christian	33.8%
Urban Contemporary	32.6%
Country + New Country	31.7%
All Sports	29.6%
Mexican Regional	29.4%
Classic Hits	29.2%
Adult Contemporary + Soft AC	28.5%
Spanish Contemp. + Span. HAC	28.2%
Classic Rock	26.7%
Pop CHR	25.6%
Hot AC	24.6%
AOR + Mainstream Rock	24.5%
Active Rock	22.9%
Alternative	22.8%
Adult Hits + '80s Hits	21.4%

Away From Home

Persons 12+ AQH Composition
M-SU 6AM-MID

Adult Hits + '80s Hits	78.6%
Alternative	77.2%
Active Rock	77.1%
AOR + Mainstream Rock	75.5%
Hot AC	75.4%
Pop CHR	74.4%
Classic Rock	73.3%
Spanish Contemp. + Span. HAC	71.8%
Adult Contemporary + Soft AC	71.5%
Classic Hits	70.8%
Mexican Regional	70.6%
All Sports	70.4%
Country + New Country	68.3%
Urban Contemporary	67.4%
Contemporary Christian	66.2%
Album Adult Alternative	66.1%
Urban AC	61.8%
All News	59.6%
Rhythmic CHR	59.3%
Classic Country	56.4%
News/Talk/Information + T/P	51.8%
Religious	48.3%
Classical	39.3%



Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2015

M-F 6AM-10AM		M-F 10AM-3PM		M-F 3PM-7PM		M-F 7P-MID	
Country + New Country	14.4%	Country + New Country	15.7%	Country + New Country	14.2%	Country + New Country	12.5%
News/Talk/Information + T/P	13.2%	News/Talk/Information + T/P	11.4%	News/Talk/Information + T/P	10.3%	News/Talk/Information + T/P	9.7%
Pop CHR	7.7%	Adult Contemporary + Soft AC	8.8%	Pop CHR	8.7%	Pop CHR	9.4%
Adult Contemporary + Soft AC	7.0%	Pop CHR	6.6%	Adult Contemporary + Soft AC	7.6%	Adult Contemporary + Soft AC	6.8%
Classic Rock	6.0%	Classic Rock	6.3%	Hot AC	6.1%	Hot AC	5.6%
Hot AC	5.4%	Classic Hits	5.9%	Classic Rock	6.0%	Urban Contemporary	5.6%
Classic Hits	5.0%	Hot AC	5.2%	Classic Hits	5.5%	Classic Rock	5.5%
Urban AC	3.9%	Urban AC	3.7%	Urban AC	3.9%	Urban AC	5.1%
All Sports	3.7%	All Sports	3.3%	All Sports	3.9%	Classic Hits	4.7%
Contemporary Christian	3.6%	Contemporary Christian	3.1%	Urban Contemporary	3.6%	Rhythmic CHR	4.3%
Urban Contemporary	2.9%	Urban Contemporary	2.6%	Contemporary Christian	3.6%	All Sports	4.0%
Mexican Regional	2.5%	Mexican Regional	2.4%	Rhythmic CHR	3.1%	Contemporary Christian	3.4%
Rhythmic CHR	2.4%	Rhythmic CHR	2.4%	Mexican Regional	2.3%	Alternative	2.1%
Active Rock	2.3%	Adult Hits + '80s Hits	2.2%	Active Rock	2.0%	Active Rock	2.0%
AOR + Mainstream Rock	2.0%	Active Rock	2.0%	Alternative	2.0%	Mexican Regional	2.0%
All News	1.8%	Alternative	1.7%	Adult Hits + '80s Hits	2.0%	Adult Hits + '80s Hits	1.8%
Alternative	1.7%	AOR + Mainstream Rock	1.7%	AOR + Mainstream Rock	1.7%	Classical	1.6%
Adult Hits + '80s Hits	1.6%	Classic Country	1.4%	All News	1.4%	AOR + Mainstream Rock	1.6%
Religious	1.6%	Classical	1.4%	Classical	1.3%	All News	1.4%
Classical	1.4%	Religious	1.2%	Spanish Contemp. + Span. HAC	1.3%	Religious	1.4%
Classic Country	1.2%	Spanish Contemp. + Span. HAC	1.2%	Religious	1.2%	Spanish Contemp. + Span. HAC	1.3%
Spanish Contemp. + Span. HAC	1.2%	All News	1.2%	Classic Country	1.1%	Classic Country	1.0%
Variety	1.1%	Album Adult Alternative	1.1%	Album Adult Alternative	1.0%	Album Adult Alternative	0.9%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

Continued ►

LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2015

SA-SU 6AM-MID		M-SU 6AM-MID	
Country + New Country	14.8%	Country + New Country	14.4%
Pop CHR	8.6%	News/Talk/Information + T/P	10.7%
News/Talk/Information + T/P	8.1%	Pop CHR	8.0%
Adult Contemporary + Soft AC	7.4%	Adult Contemporary + Soft AC	7.6%
Classic Rock	6.0%	Classic Rock	6.1%
Hot AC	6.0%	Hot AC	5.7%
Classic Hits	5.7%	Classic Hits	5.6%
Urban AC	4.6%	Urban AC	4.1%
Urban Contemporary	3.9%	Contemporary Christian	3.5%
Contemporary Christian	3.9%	Urban Contemporary	3.5%
Rhythmic CHR	3.2%	All Sports	3.4%
All Sports	2.6%	Rhythmic CHR	2.9%
Mexican Regional	2.3%	Mexican Regional	2.3%
Alternative	2.0%	Active Rock	2.0%
Adult Hits + '80s Hits	1.8%	Alternative	1.9%
Active Rock	1.7%	Adult Hits + '80s Hits	1.9%
Classical	1.6%	AOR + Mainstream Rock	1.7%
AOR + Mainstream Rock	1.5%	Classical	1.4%
Spanish Contemp. + Span. HAC	1.4%	All News	1.4%
All News	1.4%	Religious	1.3%
Religious	1.3%	Spanish Contemp. + Span. HAC	1.3%
Classic Country	1.3%	Classic Country	1.2%
Album Adult Alternative	1.1%	Album Adult Alternative	1.0%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015



LEADING RADIO FORMATS RANKED BY ETHNIC COMPOSITION

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+
M-SU 6AM-MID

Black		Hispanic		Other	
Urban AC	86.7%	Mexican Regional	97.8%	Album Adult Alternative	90.4%
Urban Contemporary	66.0%	Spanish Contemp. + Span. HAC	95.0%	Country + New Country	88.6%
Rhythmic CHR	36.7%	Rhythmic CHR	31.7%	Classic Country	87.2%
Religious	24.2%	Pop CHR	27.5%	News/Talk/Information + T/P	87.0%
All News	12.3%	Hot AC	24.3%	Classical	85.5%
Contemporary Christian	12.0%	Alternative	19.4%	AOR + Mainstream Rock	84.3%
All Sports	11.9%	Adult Contemporary + Soft AC	19.2%	Classic Rock	83.2%
Pop CHR	11.0%	Contemporary Christian	18.5%	Active Rock	82.2%
Adult Contemporary + Soft AC	9.9%	Adult Hits + '80s Hits	18.2%	All News	78.4%
Hot AC	7.1%	Classic Hits	17.0%	Classic Hits	78.2%
News/Talk/Information + T/P	6.3%	Religious	16.6%	All Sports	77.8%
Classic Hits	4.8%	Urban Contemporary	16.5%	Adult Hits + '80s Hits	77.5%
Adult Hits + '80s Hits	4.3%	Active Rock	15.3%	Alternative	77.2%
Classical	4.2%	AOR + Mainstream Rock	14.1%	Adult Contemporary + Soft AC	70.9%
Alternative	3.4%	Classic Rock	13.7%	Contemporary Christian	69.5%
Classic Rock	3.1%	Classic Country	10.9%	Hot AC	68.6%
Active Rock	2.4%	Classical	10.3%	Pop CHR	61.5%
Country + New Country	2.2%	All Sports	10.3%	Religious	59.1%
Classic Country	1.9%	All News	9.2%	Rhythmic CHR	31.5%
AOR + Mainstream Rock	1.7%	Country + New Country	9.1%	Urban Contemporary	17.5%
Album Adult Alternative	1.5%	Album Adult Alternative	8.2%	Urban AC	9.0%
Spanish Contemp. + Span. HAC	1.5%	News/Talk/Information + T/P	6.7%	Spanish Contemp. + Span. HAC	3.5%
Mexican Regional	0.4%	Urban AC	4.3%	Mexican Regional	1.8%

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2015

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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