



nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY 2015

APPENDIX

EXCLUSIVELY FOR NIELSEN CLIENTS



RADIO'S ENDURING RELATIONSHIP WITH U.S. LISTENERS

Nearly 100 years after its introduction as a commercial medium, radio has been heralded for its' remarkable, enduring reach. As a new year of the Audio Today report series debuts, we find that the power of radio remains strong in more than 250 local markets around the country. More than 91% of Americans (age 12 and older) are tuning in each week. Radio is a trusted companion while fighting traffic in the morning, finding a soundtrack for the workday, or setting the mood for the weekend as Saturday and Sunday approach.

Audio Today 2015 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 2014 Diary and April-May-June 2014 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 2015 it is based on data from the Spring 2014 National Regional Database and December 2014 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.
- The 'Audience Share by State' is color-coded to represent whether a state is above, below or within 10% of its' national format share. The maps reflect listening to radio stations licensed to that state but may also include listening from outside the state.
- *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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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:

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

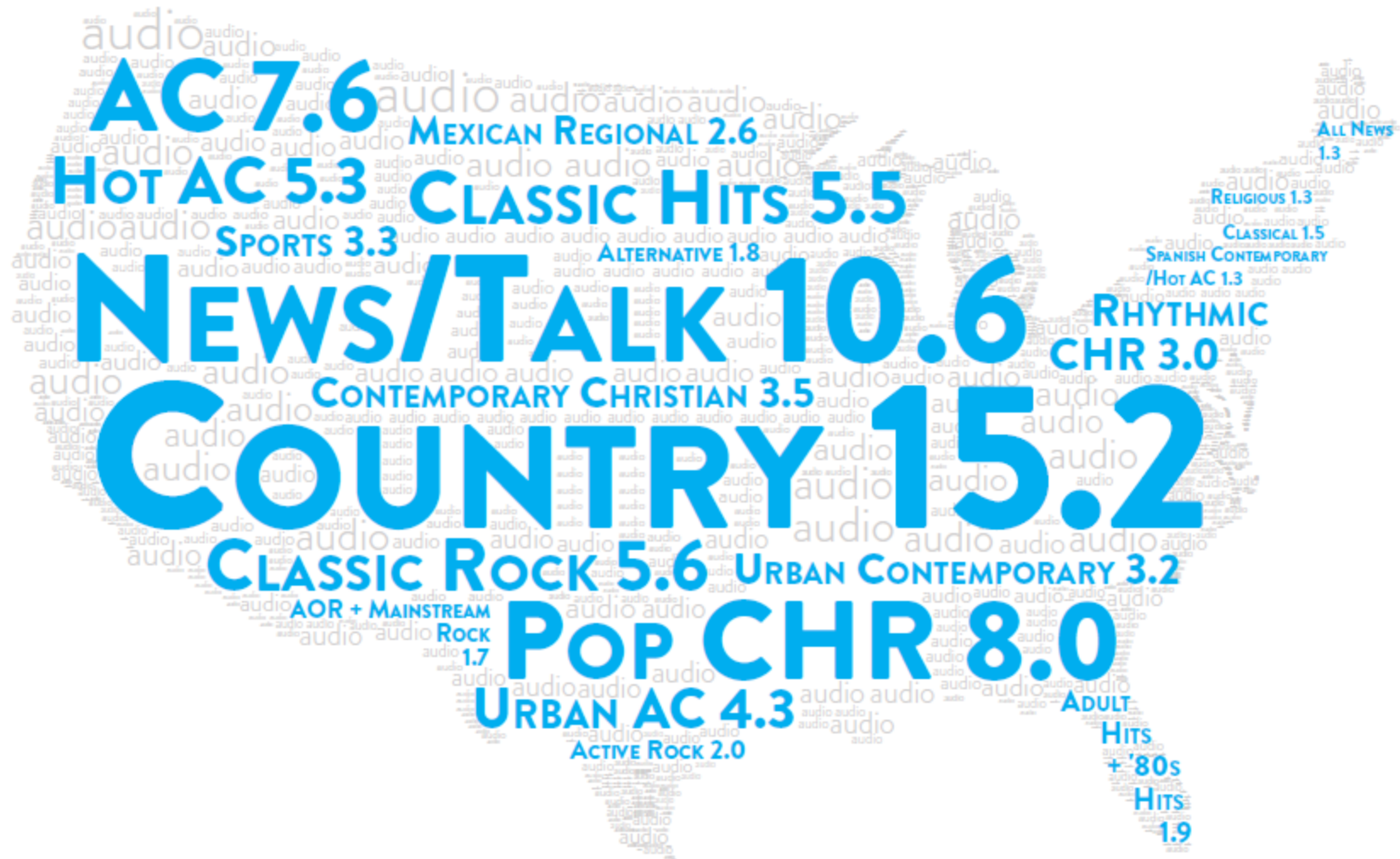
Time Spent Listening (TSL)

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:

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

AMERICA'S TOP FORMATS IN 2014



NATIONAL RADIO FORMAT SHARES AND STATION COUNTS

Spring 2014

Legend

| 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 | 15.2 | 3231 | 1495 | 300 | 1795 | 166 | 1 | 47 | 2 | 3 | 1049 | 147 | 19 | 1 | 1 |
| News/Talk/Info + Talk/Personality | 10.6 | 4200 | 664 | 1326 | 1990 | 243 | 99 | 140 | 60 | 7 | 567 | 943 | 106 | 39 | 5 |
| Pop Contemporary Hit Radio | 8.0 | 1147 | 502 | 8 | 510 | 133 | 0 | 32 | 6 | 1 | 436 | 6 | 17 | 4 | 1 |
| Adult Contemporary + Soft AC | 7.6 | 1504 | 692 | 114 | 806 | 113 | 0 | 20 | 2 | 1 | 491 | 60 | 9 | 1 | 1 |
| Classic Rock | 5.6 | 1071 | 527 | 18 | 545 | 85 | 0 | 44 | 3 | 0 | 369 | 6 | 17 | 2 | 0 |
| Classic Hits | 5.5 | 1134 | 485 | 139 | 624 | 63 | 2 | 19 | 2 | 0 | 336 | 81 | 7 | 0 | 0 |
| Hot Adult Contemporary | 5.3 | 977 | 495 | 12 | 507 | 93 | 0 | 10 | 2 | 0 | 353 | 6 | 5 | 1 | 0 |
| Urban Adult Contemporary | 4.3 | 392 | 141 | 40 | 181 | 46 | 1 | 13 | 3 | 0 | 118 | 19 | 8 | 2 | 0 |
| Contemporary Christian | 3.5 | 1978 | 982 | 33 | 1015 | 28 | 0 | 43 | 21 | 1 | 803 | 18 | 32 | 17 | 0 |
| All Sports | 3.3 | 1614 | 181 | 623 | 804 | 35 | 48 | 61 | 37 | 5 | 144 | 417 | 38 | 20 | 2 |
| Urban Contemporary | 3.2 | 392 | 141 | 40 | 181 | 46 | 1 | 13 | 3 | 0 | 118 | 19 | 8 | 2 | 0 |
| Rhythmic Contemporary Hit Radio | 3.0 | 391 | 142 | 1 | 143 | 47 | 0 | 44 | 0 | 1 | 127 | 1 | 27 | 0 | 1 |
| Mexican Regional | 2.6 | 625 | 218 | 142 | 360 | 26 | 2 | 4 | 1 | 0 | 147 | 81 | 3 | 1 | 0 |
| Active Rock | 2.0 | 381 | 170 | 2 | 172 | 32 | 0 | 16 | 2 | 0 | 146 | 2 | 9 | 1 | 0 |
| Adult Hits + '80s Hits | 1.9 | 387 | 164 | 21 | 185 | 31 | 1 | 21 | 5 | 0 | 121 | 13 | 7 | 3 | 0 |
| Alternative | 1.8 | 673 | 282 | 7 | 289 | 40 | 2 | 57 | 9 | 3 | 226 | 6 | 34 | 4 | 3 |
| AOR + Mainstream Rock | 1.7 | 388 | 183 | 4 | 187 | 26 | 0 | 18 | 3 | 0 | 140 | 4 | 7 | 3 | 0 |
| Classical | 1.5 | 874 | 260 | 2 | 262 | 132 | 0 | 114 | 11 | 0 | 242 | 2 | 100 | 11 | 0 |
| Spanish Cont. + Spanish Hot AC | 1.3 | 230 | 69 | 36 | 105 | 18 | 2 | 14 | 5 | 0 | 55 | 22 | 4 | 5 | 0 |
| Religious | 1.3 | 1941 | 914 | 380 | 1294 | 9 | 19 | 10 | 4 | 2 | 371 | 222 | 7 | 2 | 1 |
| All News | 1.3 | 84 | 13 | 18 | 31 | 7 | 7 | 5 | 2 | 0 | 11 | 15 | 4 | 2 | 0 |
| Oldies | 1.2 | 787 | 223 | 259 | 482 | 10 | 2 | 37 | 8 | 2 | 108 | 118 | 15 | 4 | 1 |
| Classic Country | 1.1 | 552 | 134 | 195 | 329 | 3 | 3 | 31 | 4 | 2 | 67 | 100 | 10 | 2 | 1 |
| Variety | 1.0 | 1745 | 789 | 120 | 909 | 121 | 4 | 30 | 10 | 1 | 572 | 70 | 20 | 7 | 1 |
| Album Adult Alternative | 0.9 | 581 | 194 | 5 | 199 | 45 | 0 | 65 | 19 | 1 | 177 | 4 | 54 | 16 | 1 |
| Spanish Adult Hits | 0.9 | 131 | 43 | 16 | 59 | 17 | 1 | 3 | 2 | 0 | 34 | 11 | 2 | 2 | 0 |
| Gospel | 0.7 | 469 | 84 | 212 | 296 | 5 | 7 | 8 | 3 | 0 | 38 | 102 | 7 | 3 | 0 |
| Contemporary Inspirational | 0.6 | 250 | 107 | 20 | 127 | 8 | 2 | 6 | 4 | 1 | 81 | 11 | 6 | 4 | 0 |

| | |
|----|--|
| 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 |

Source: Nielsen Radio Station Information Database, June 2014. 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 2014 (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 | 75 | 18 | 22 | 40 | 2 | 2 | 1 | 0 | 0 | 17 | 12 | 1 | 0 | 0 |
| Christian Adult Contemporary | 0.4 | 126 | 62 | 2 | 64 | 6 | 0 | 2 | 1 | 0 | 51 | 1 | 0 | 1 | 0 |
| Rhythmic AC | 0.4 | 67 | 24 | 1 | 25 | 10 | 0 | 8 | 0 | 0 | 20 | 0 | 4 | 0 | 0 |
| Adult Standards/MOR | 0.4 | 269 | 36 | 155 | 191 | 0 | 4 | 5 | 0 | 0 | 14 | 53 | 2 | 0 | 0 |
| Rhythmic Oldies | 0.3 | 39 | 12 | 5 | 17 | 2 | 0 | 4 | 0 | 0 | 10 | 3 | 3 | 0 | 0 |
| Jazz | 0.3 | 191 | 65 | 3 | 68 | 22 | 0 | 22 | 7 | 0 | 53 | 2 | 10 | 7 | 0 |
| Educational | 0.3 | 225 | 108 | 6 | 114 | 18 | 1 | 6 | 1 | 0 | 73 | 5 | 6 | 1 | 0 |
| Southern Gospel | 0.2 | 290 | 110 | 85 | 195 | 1 | 0 | 1 | 0 | 0 | 57 | 35 | 1 | 0 | 0 |
| Spanish News/Talk | 0.2 | 127 | 6 | 59 | 65 | 0 | 4 | 5 | 2 | 0 | 5 | 42 | 4 | 0 | 0 |
| Urban Oldies | 0.2 | 53 | 13 | 12 | 25 | 3 | 0 | 5 | 2 | 0 | 9 | 8 | 1 | 0 | 0 |
| Modern Adult Contemporary | 0.2 | 44 | 20 | 1 | 21 | 4 | 0 | 2 | 0 | 0 | 14 | 1 | 2 | 0 | 0 |
| Spanish Variety | 0.2 | 203 | 52 | 71 | 123 | 9 | 0 | 1 | 3 | 0 | 32 | 34 | 0 | 1 | 0 |
| Tejano | 0.1 | 37 | 14 | 8 | 22 | 0 | 1 | 2 | 0 | 0 | 9 | 3 | 0 | 0 | 0 |
| Spanish Religious | 0.1 | 217 | 57 | 74 | 131 | 3 | 0 | 2 | 2 | 0 | 37 | 39 | 1 | 2 | 0 |
| Easy Listening | 0.1 | 54 | 24 | 7 | 31 | 3 | 2 | 0 | 0 | 0 | 15 | 3 | 0 | 0 | 0 |
| World Ethnic | 0.1 | 193 | 22 | 86 | 108 | 3 | 2 | 4 | 2 | 0 | 15 | 56 | 2 | 1 | 0 |
| Spanish Sports | 0.1 | 58 | 1 | 30 | 31 | 0 | 3 | 1 | 2 | 1 | 0 | 18 | 1 | 1 | 0 |
| Comedy | 0.0 | 33 | 1 | 13 | 14 | 0 | 2 | 4 | 1 | 0 | 0 | 7 | 4 | 1 | 0 |
| Nostalgia | 0.0 | 62 | 10 | 27 | 37 | 1 | 0 | 2 | 1 | 0 | 8 | 10 | 2 | 1 | 0 |
| Other | 0.0 | 177 | 62 | 23 | 85 | 2 | 0 | 22 | 18 | 0 | 31 | 7 | 7 | 5 | 0 |
| Smooth AC | 0.0 | 10 | 2 | 1 | 3 | 1 | 0 | 2 | 0 | 0 | 2 | 1 | 1 | 0 | 0 |
| NAC/Smooth Jazz | 0.0 | 88 | 17 | 3 | 20 | 0 | 1 | 33 | 1 | 0 | 14 | 3 | 16 | 0 | 0 |
| Spanish Contemporary Christian | 0.0 | 84 | 19 | 24 | 43 | 1 | 0 | 3 | 1 | 0 | 15 | 18 | 2 | 1 | 0 |
| Spanish Oldies | 0.0 | 28 | 2 | 18 | 20 | 0 | 0 | 0 | 0 | 0 | 1 | 7 | 0 | 0 | 0 |
| Family Hits | 0.0 | 59 | 1 | 21 | 22 | 0 | 17 | 0 | 0 | 0 | 1 | 19 | 0 | 0 | 0 |
| Blues | 0.0 | 24 | 0 | 3 | 3 | 0 | 1 | 16 | 0 | 0 | 0 | 3 | 1 | 0 | 0 |
| Children's Radio | 0.0 | 17 | 0 | 7 | 7 | 0 | 5 | 0 | 0 | 0 | 0 | 5 | 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 |
| F2 | HD Radio Multicast Station |
| F3 | HD Radio Multicast Station |
| F4 | HD Radio Multicast Station |
| IF | Internet Stream of FM station |
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| G3 | Internet Stream of HD Radio Multicast F3 |
| G4 | Internet Stream of HD Radio Multicast F4 |

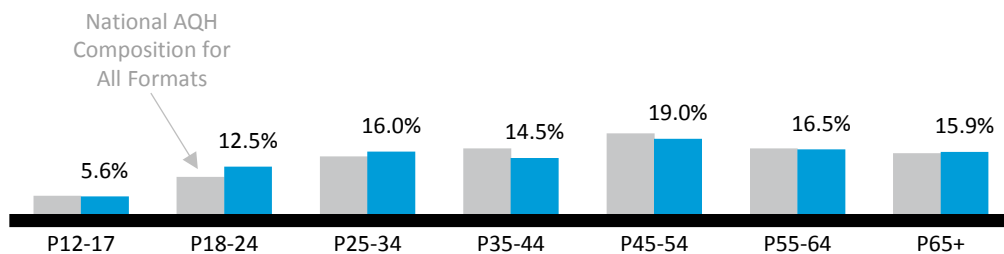
Source: Nielsen Radio Station Information Database, June 2014. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

COUNTRY + NEW COUNTRY

Cume 69+ million weekly listeners aged 12+; 1,901 radio stations

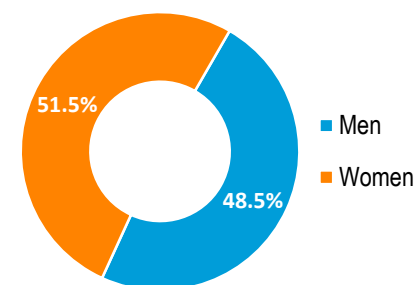
Audience Composition

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



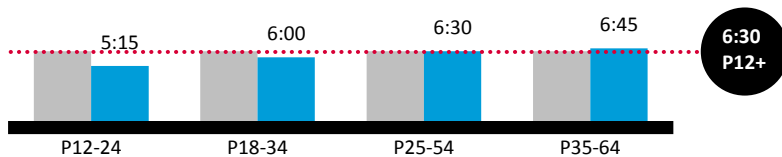
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|-------|-------|-------|-------|-------|-------|-------|-------|
| 13.1% | 12.9% | 13.4% | 13.3% | 14.1% | 14.2% | 14.8% | 15.2% |

| | |
|-------------------------------------|-------|
| 12+ AQH Share in PPM Markets | 8.9% |
| 12+ AQH Share in Diary Markets | 16.3% |
| 12+ AQH Share in non-Metro counties | 25.5% |

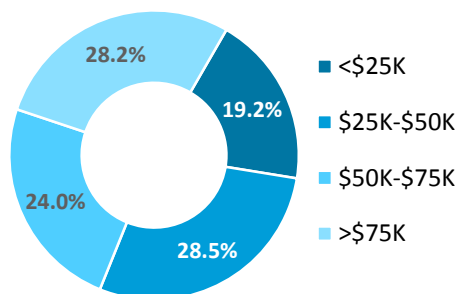
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

COUNTRY + NEW COUNTRY

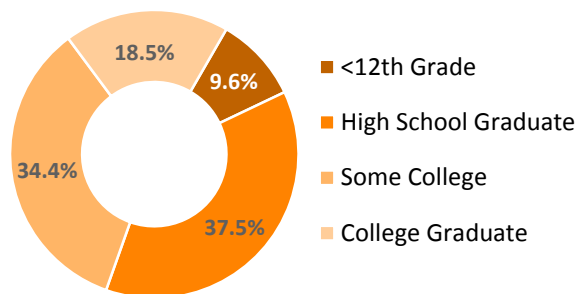
Household Income

Persons 18+



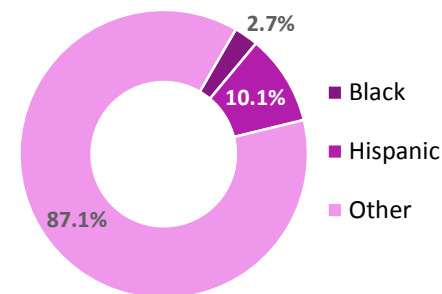
Education

Persons 18+



Ethnic Composition*

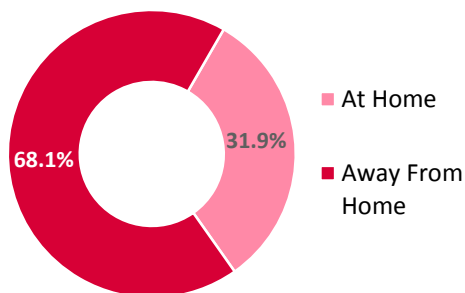
Persons 12+



* Only in DST-Controlled Markets

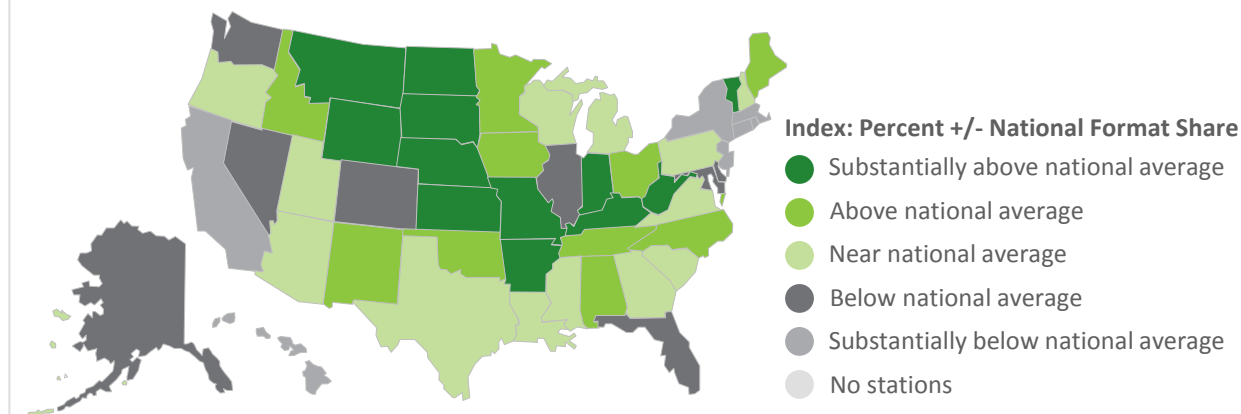
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

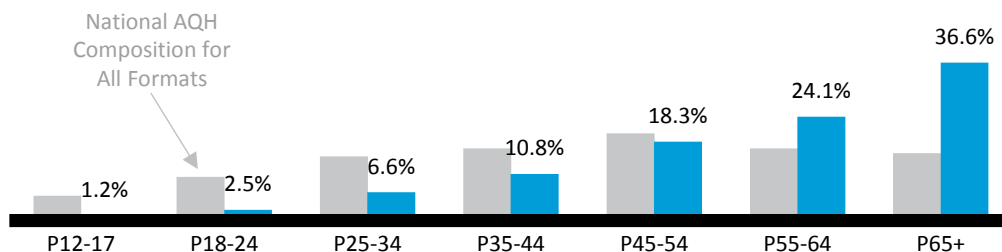
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

Cume 53+ million weekly listeners aged 12+; 2042 radio stations

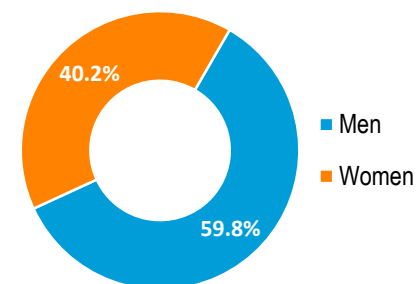
Audience Composition

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



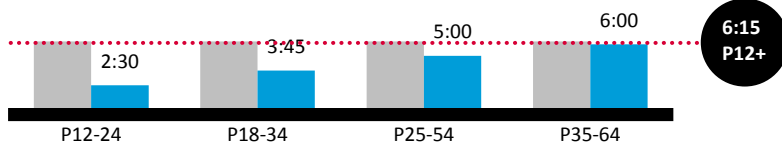
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|-------|-------|-------|-------|-------|-------|-------|-------|
| 12.5% | 14.1% | 12.9% | 12.1% | 12.1% | 11.4% | 11.4% | 10.6% |

| | |
|-------------------------------------|-------|
| 12+ AQH Share in PPM Markets | 10.5% |
| 12+ AQH Share in Diary Markets | 10.9% |
| 12+ AQH Share in non-Metro counties | 10.4% |

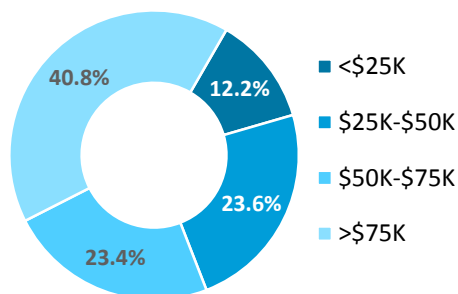
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

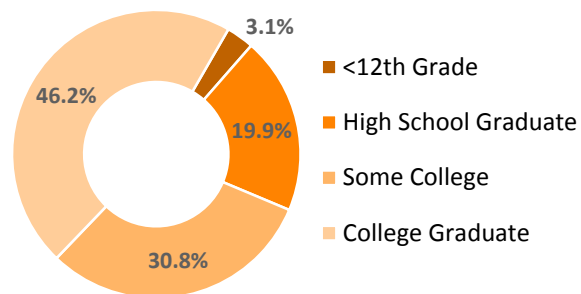
Household Income

Persons 18+



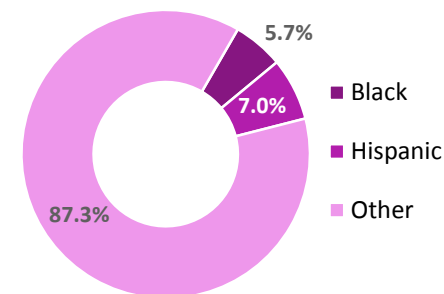
Education

Persons 18+



Ethnic Composition*

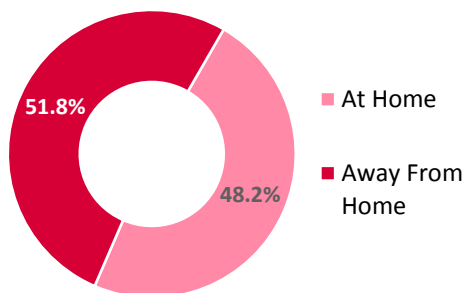
Persons 12+



* Only in DST-Controlled Markets

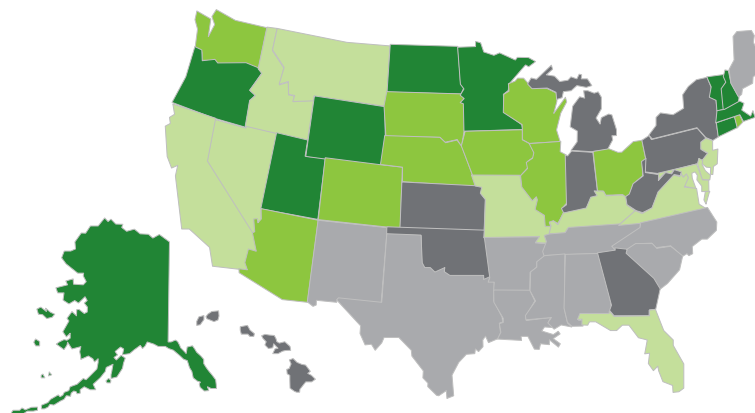
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

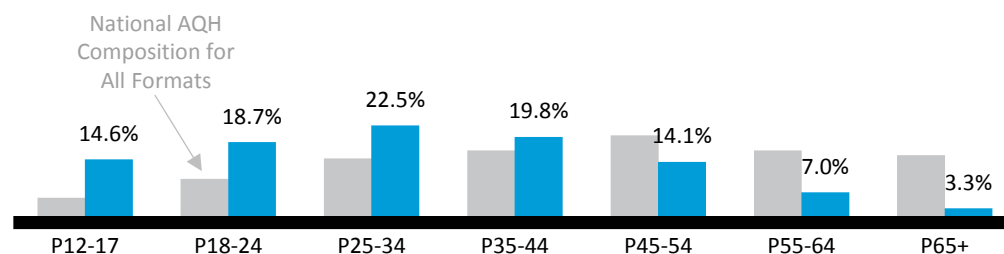
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

POP CONTEMPORARY HIT RADIO

Cume 71+ million weekly listeners aged 12+; 628 radio stations

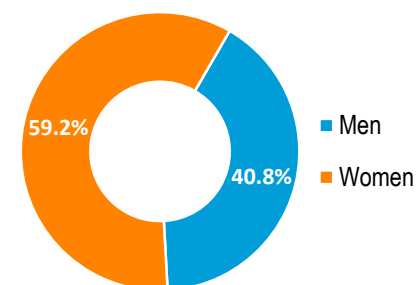
Audience Composition

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



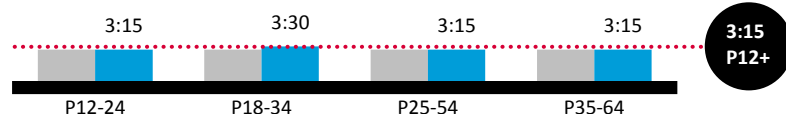
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 5.6% | 5.9% | 6.7% | 7.6% | 7.6% | 8.2% | 8.1% | 8.0% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 8.4% |
| 12+ AQH Share in Diary Markets | 8.8% |
| 12+ AQH Share in non-Metro counties | 5.9% |

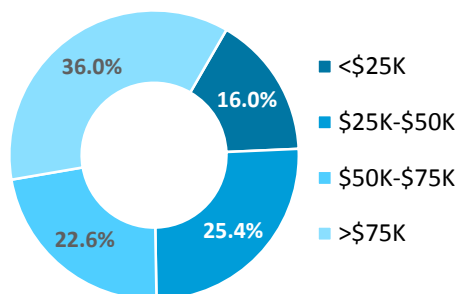
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

POP CONTEMPORARY HIT RADIO

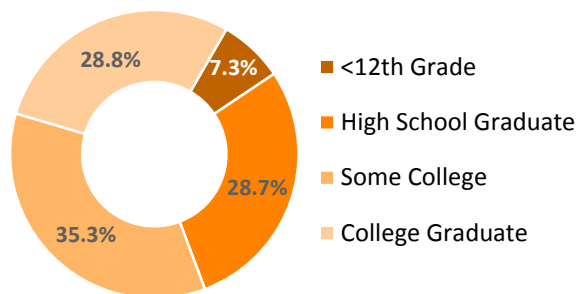
Household Income

Persons 18+



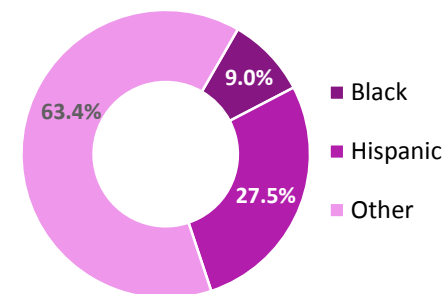
Education

Persons 18+



Ethnic Composition*

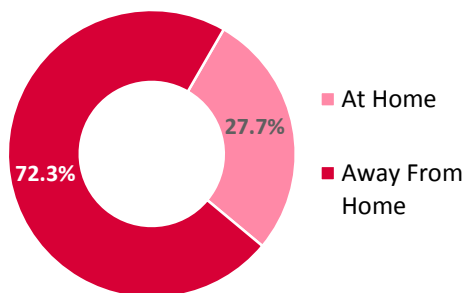
Persons 12+



* Only in DST-Controlled Markets

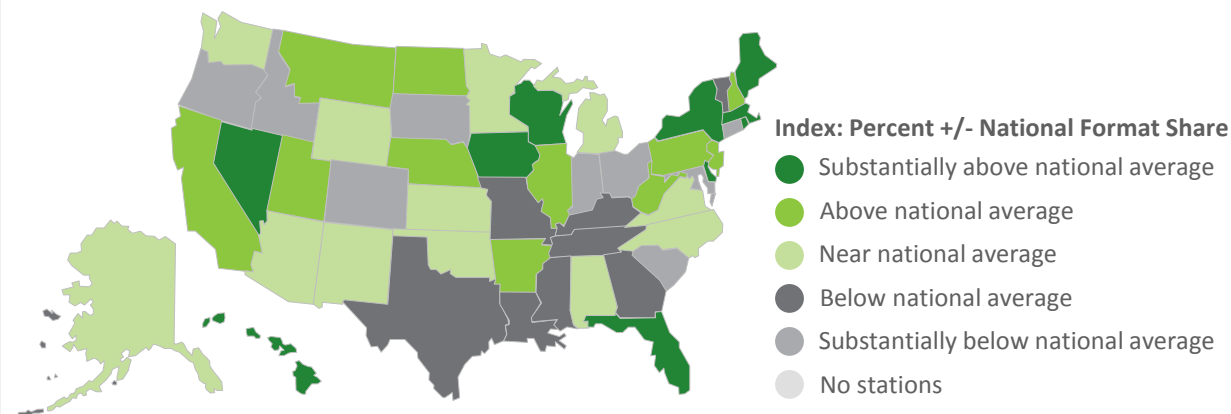
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

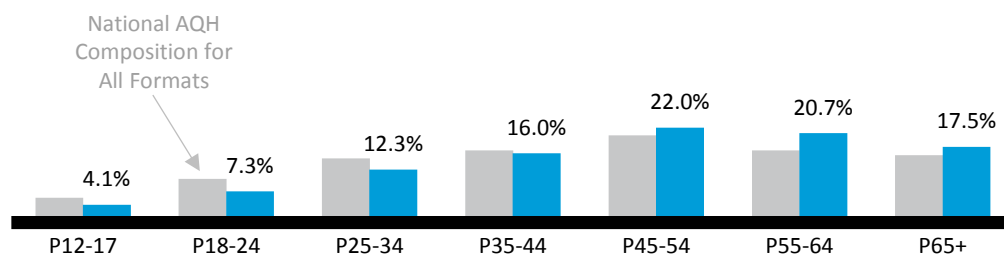
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

Cume 64+ million weekly listeners aged 12+; 859 radio stations

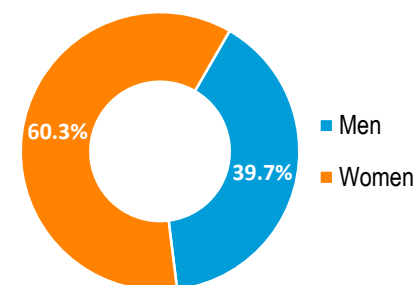
Audience Composition

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



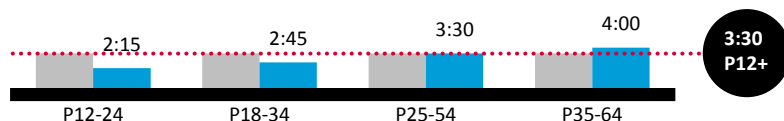
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 8.1% | 9.2% | 9.4% | 9.4% | 8.8% | 8.1% | 8.1% | 7.6% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 8.3% |
| 12+ AQH Share in Diary Markets | 7.1% |
| 12+ AQH Share in non-Metro counties | 7.1% |

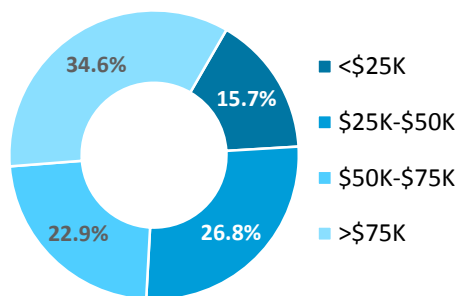
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

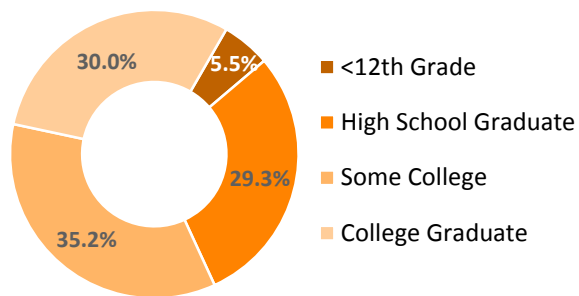
Household Income

Persons 18+



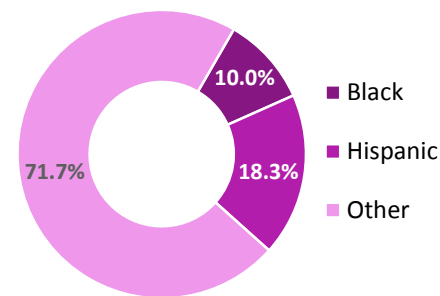
Education

Persons 18+



Ethnic Composition*

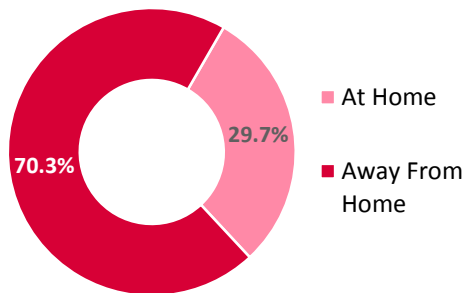
Persons 12+



* Only in DST-Controlled Markets

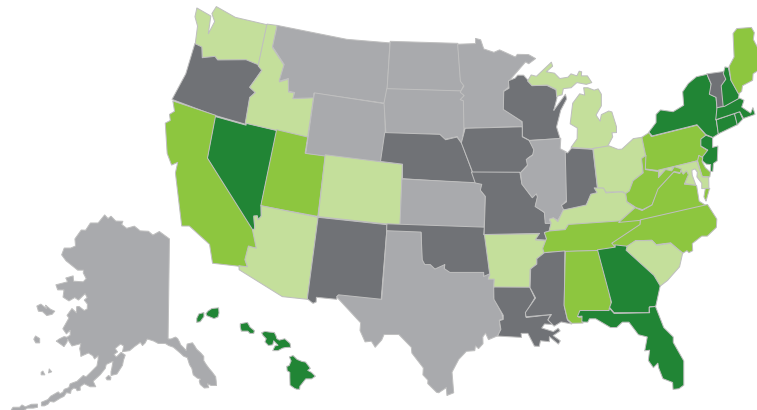
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

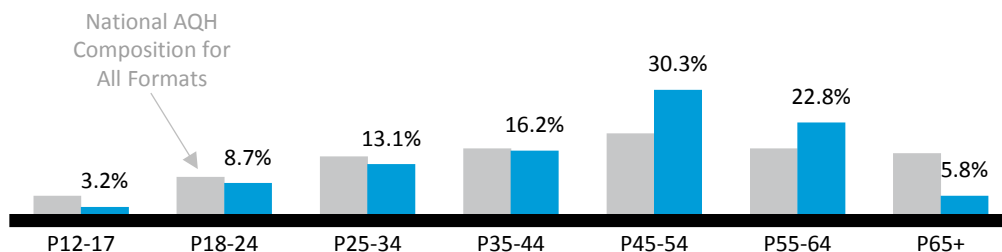
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC ROCK

Cume 41+ million weekly listeners aged 12+; 652 radio stations

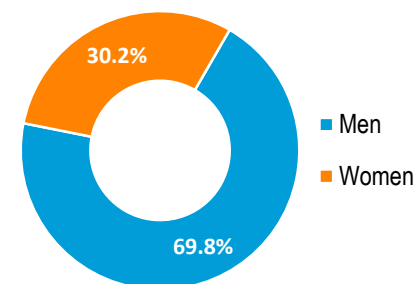
Audience Composition

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



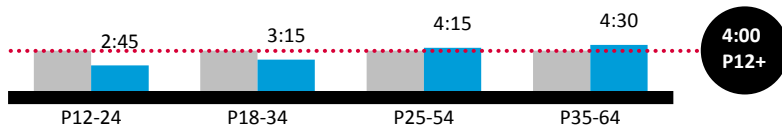
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 4.5% | 4.7% | 5.0% | 4.9% | 5.0% | 5.2% | 5.2% | 5.6% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 5.2% |
| 12+ AQH Share in Diary Markets | 5.5% |
| 12+ AQH Share in non-Metro counties | 6.3% |

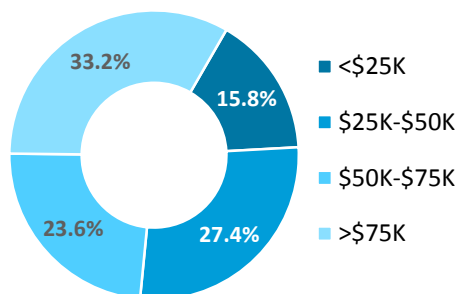
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC ROCK

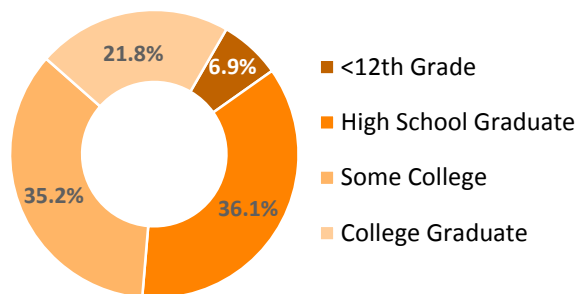
Household Income

Persons 18+



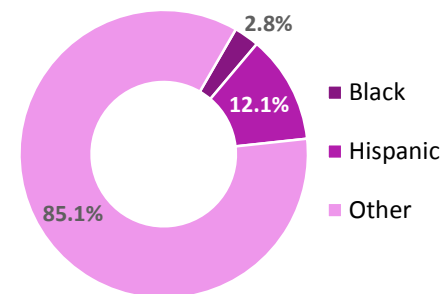
Education

Persons 18+



Ethnic Composition*

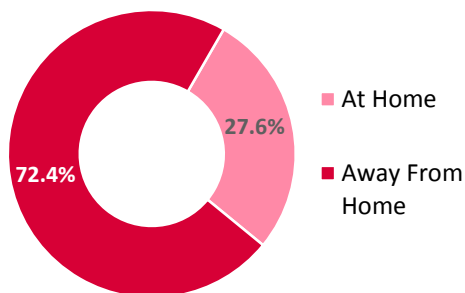
Persons 12+



* Only in DST-Controlled Markets

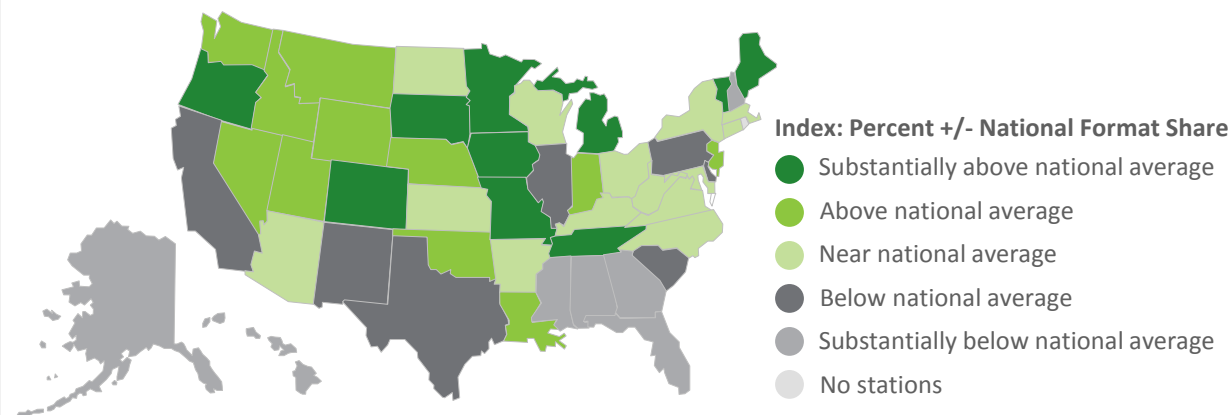
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

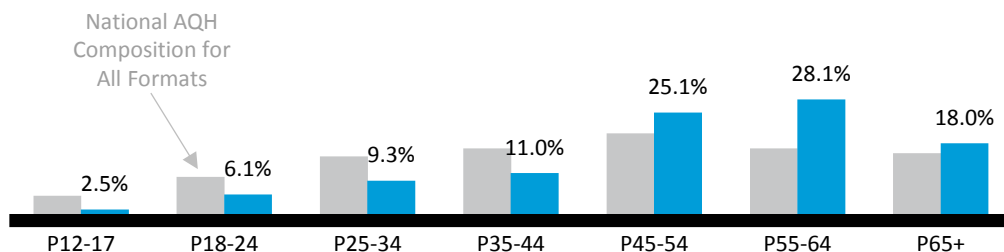
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC HITS

Cume 42+ million weekly listeners aged 12+; 687 radio stations

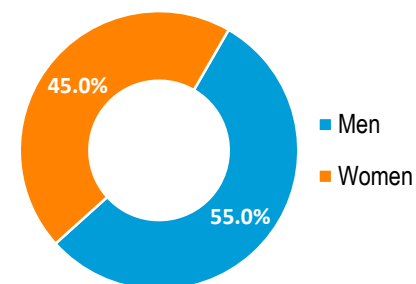
Audience Composition

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



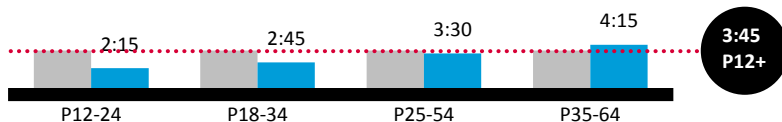
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.8% | 3.9% | 4.8% | 4.9% | 5.1% | 5.2% | 5.5% | 5.5% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 5.7% |
| 12+ AQH Share in Diary Markets | 5.4% |
| 12+ AQH Share in non-Metro counties | 5.3% |

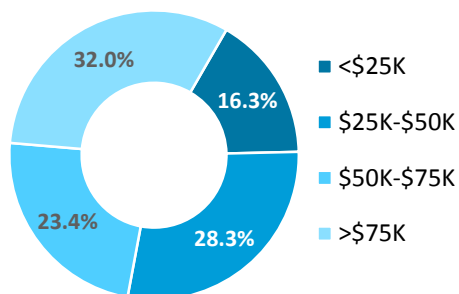
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC HITS

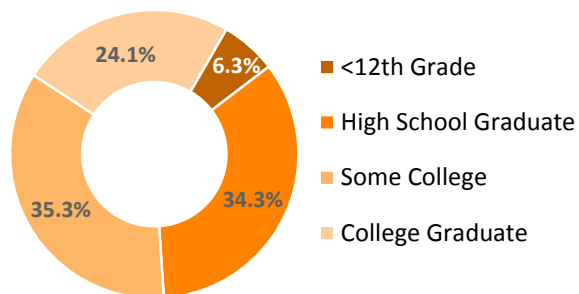
Household Income

Persons 18+



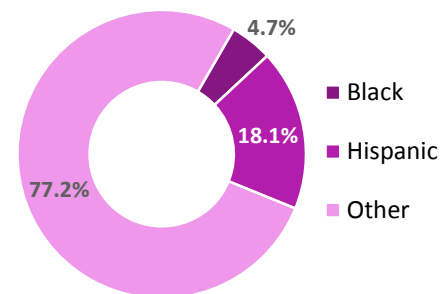
Education

Persons 18+



Ethnic Composition*

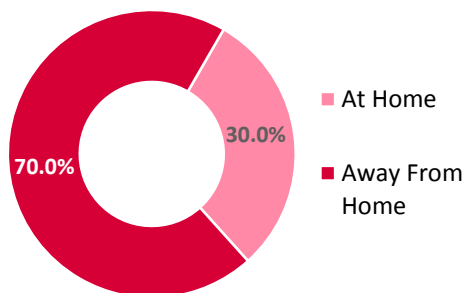
Persons 12+



* Only in DST-Controlled Markets

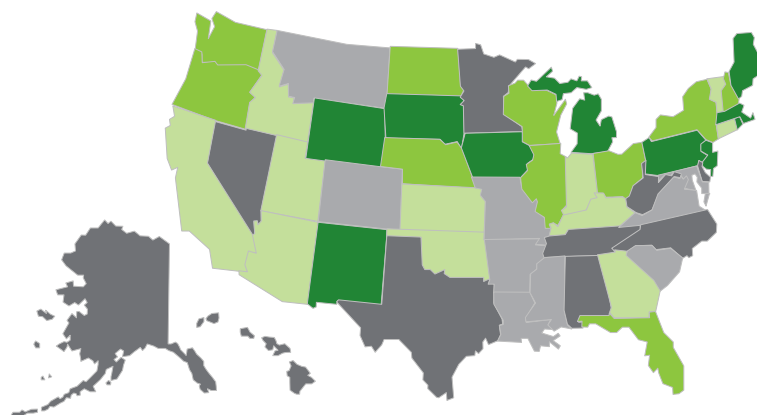
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

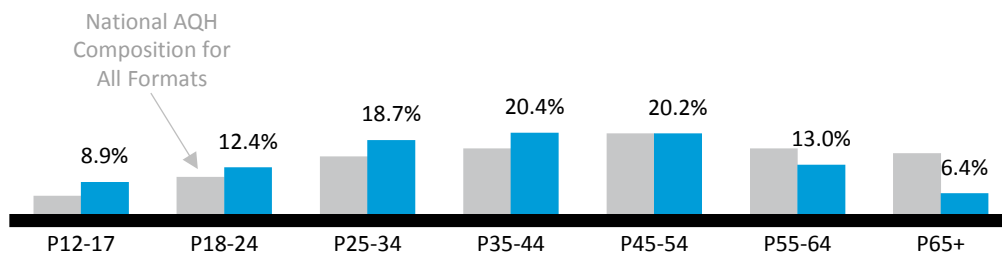
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

HOT ADULT CONTEMPORARY

Cume 53+ million weekly listeners aged 12+; 553 radio stations

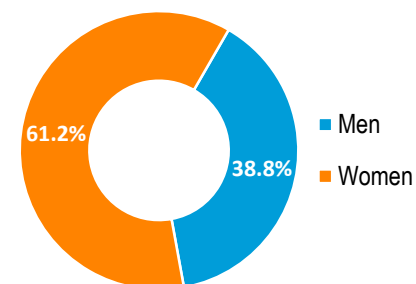
Audience Composition

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



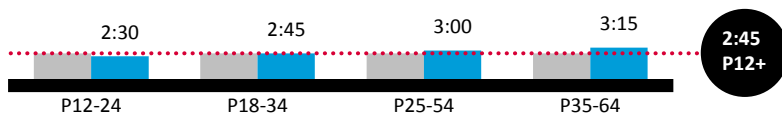
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 3.2% | 3.5% | 4.0% | 3.9% | 4.4% | 4.7% | 4.8% | 5.3% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 6.4% |
| 12+ AQH Share in Diary Markets | 3.8% |
| 12+ AQH Share in non-Metro counties | 5.2% |

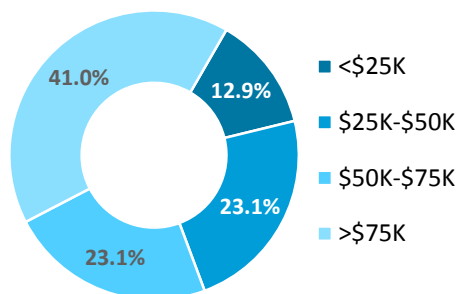
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

HOT ADULT CONTEMPORARY

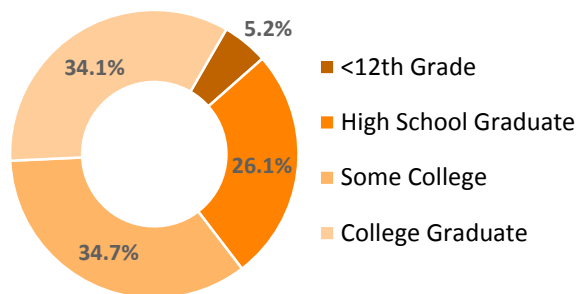
Household Income

Persons 18+



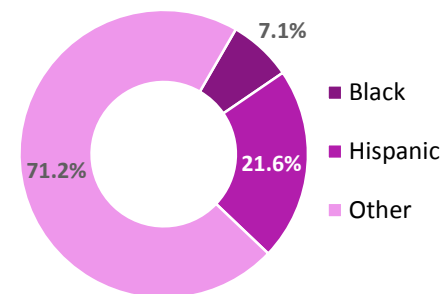
Education

Persons 18+



Ethnic Composition*

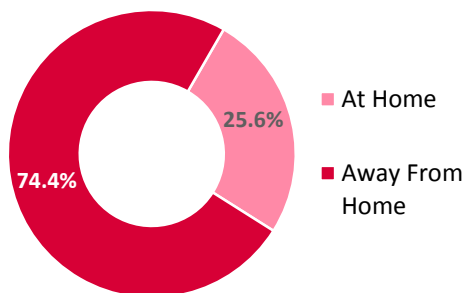
Persons 12+



* Only in DST-Controlled Markets

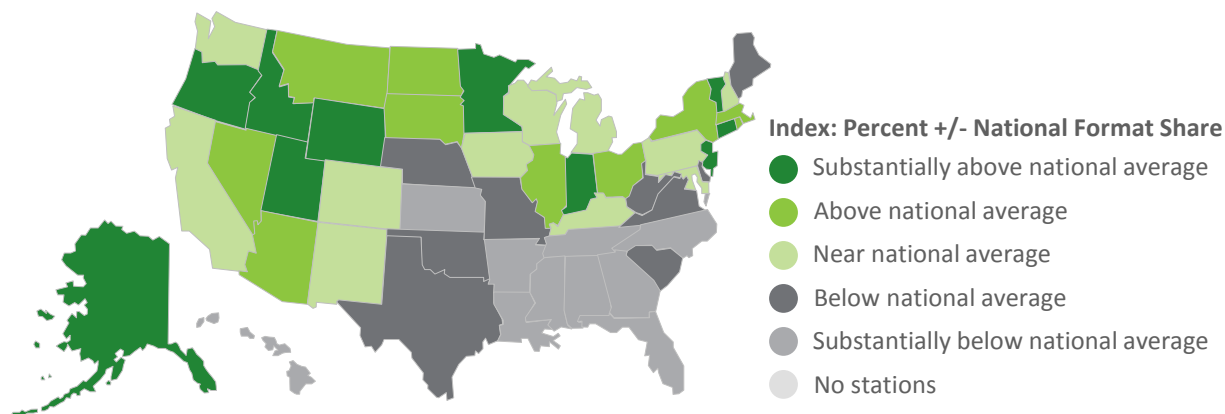
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

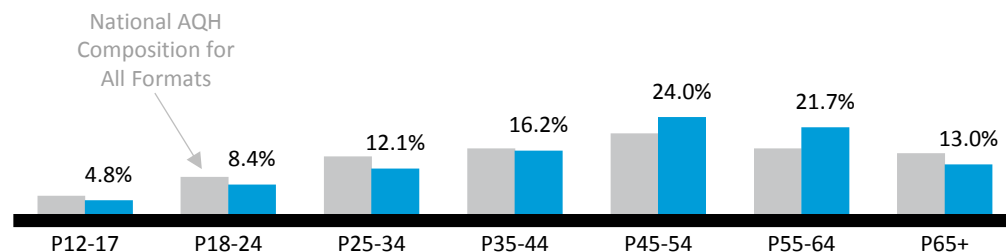
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN ADULT CONTEMPORARY

Cume 22+ million weekly listeners aged 12+; 235 radio stations

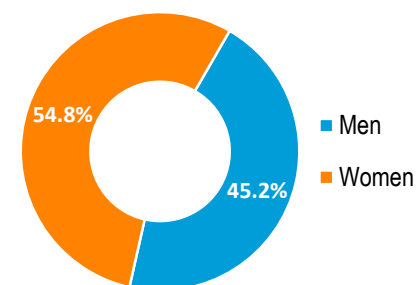
Audience Composition

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



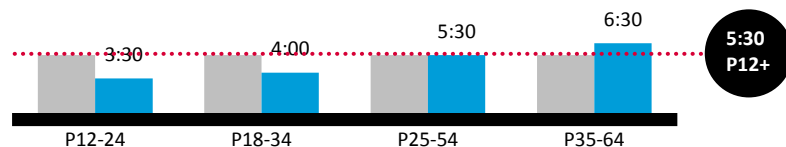
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 3.7% | 3.6% | 4.0% | 4.0% | 3.9% | 4.1% | 4.0% | 4.3% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 5.3% |
| 12+ AQH Share in Diary Markets | 3.8% |
| 12+ AQH Share in non-Metro counties | 2.9% |

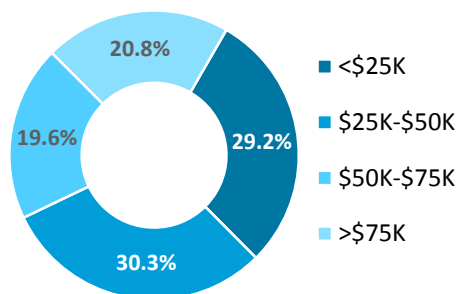
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN ADULT CONTEMPORARY

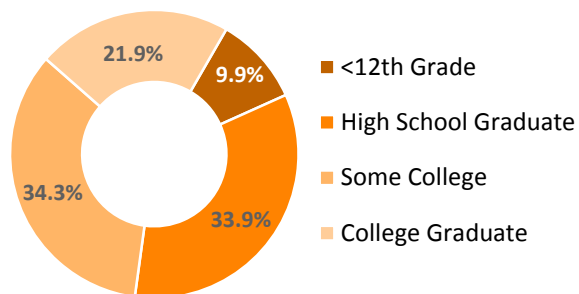
Household Income

Persons 18+



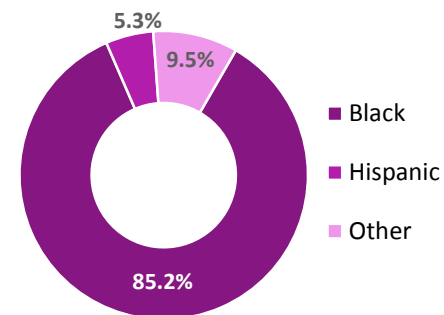
Education

Persons 18+



Ethnic Composition*

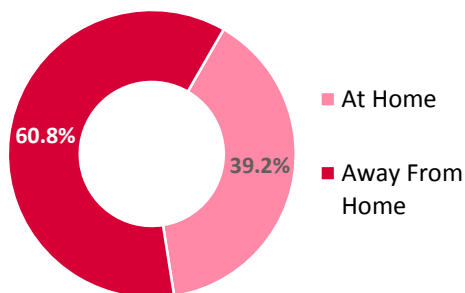
Persons 12+



* Only in DST-Controlled Markets

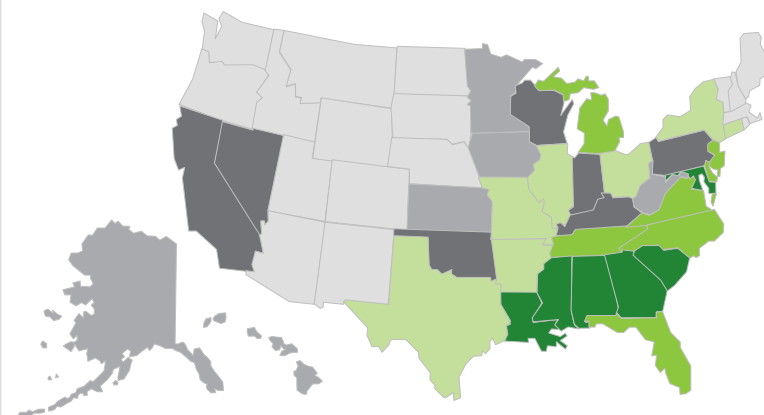
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

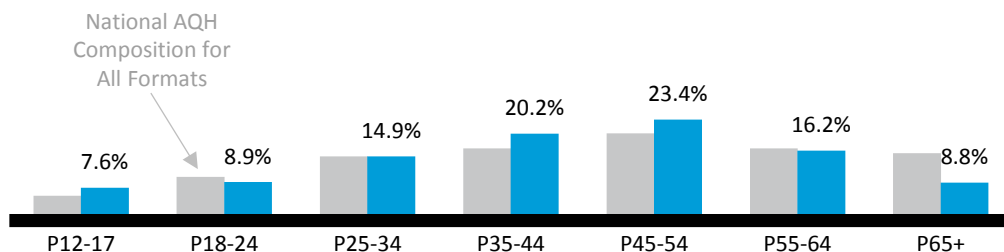
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CONTEMPORARY CHRISTIAN

Cume 20+ million weekly listeners aged 12+; 981 radio stations

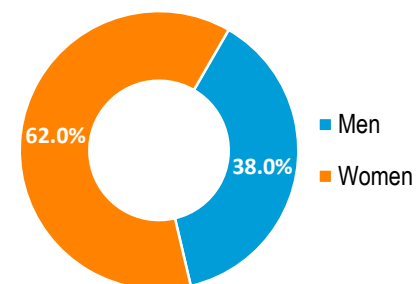
Audience Composition

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



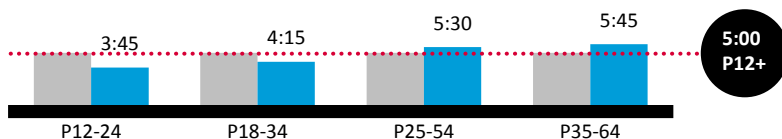
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.2% | 2.5% | 2.7% | 2.8% | 2.7% | 2.9% | 3.2% | 3.5% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 2.7% |
| 12+ AQH Share in Diary Markets | 4.2% |
| 12+ AQH Share in non-Metro counties | 4.0% |

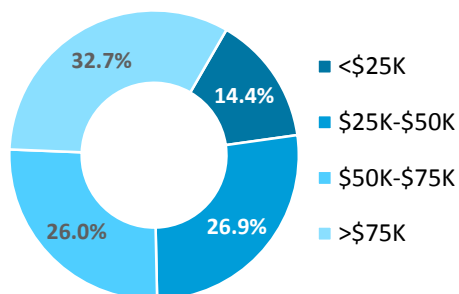
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CONTEMPORARY CHRISTIAN

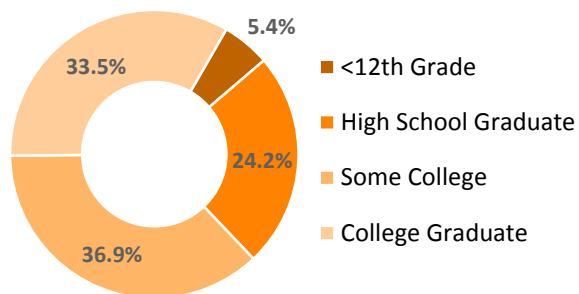
Household Income

Persons 18+



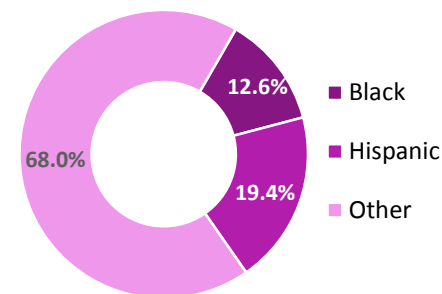
Education

Persons 18+



Ethnic Composition*

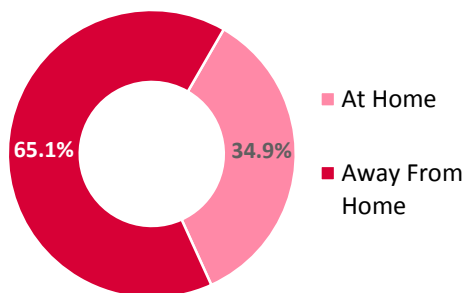
Persons 12+



* Only in DST-Controlled Markets

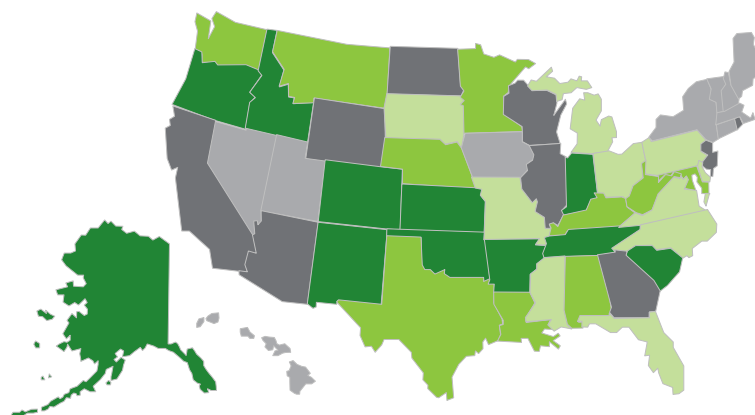
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

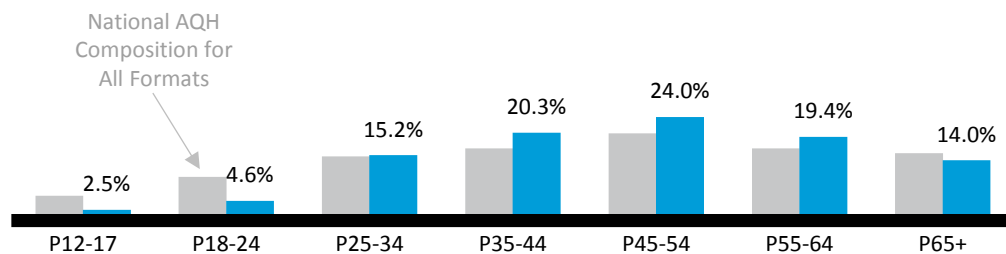
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ALL SPORTS

Cume 23+ million weekly listeners aged 12+; 829 radio stations

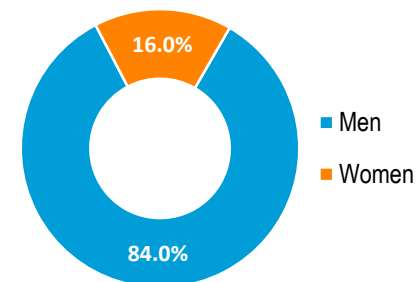
Audience Composition

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



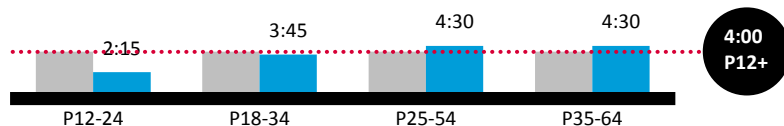
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.3% | 2.5% | 3.2% | 3.4% | 3.6% | 3.1% | 3.1% | 3.3% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 4.6% |
| 12+ AQH Share in Diary Markets | 2.6% |
| 12+ AQH Share in non-Metro counties | 1.8% |

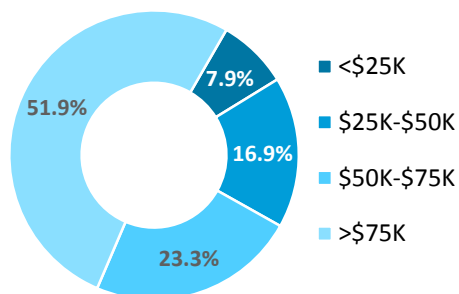
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ALL SPORTS

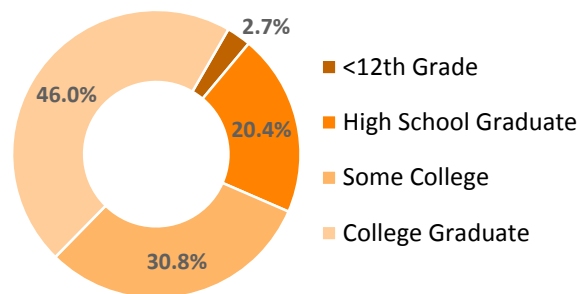
Household Income

Persons 18+



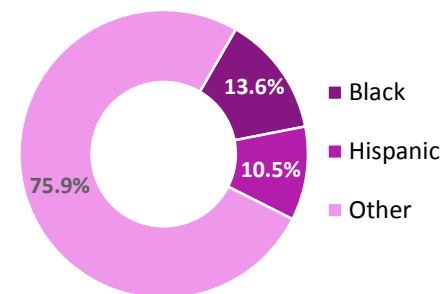
Education

Persons 18+



Ethnic Composition*

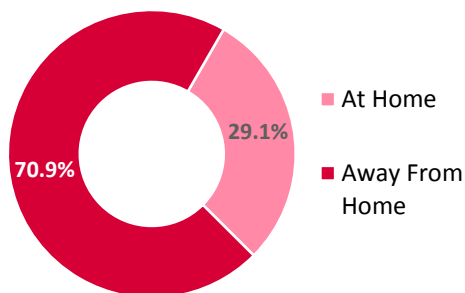
Persons 12+



* Only in DST-Controlled Markets

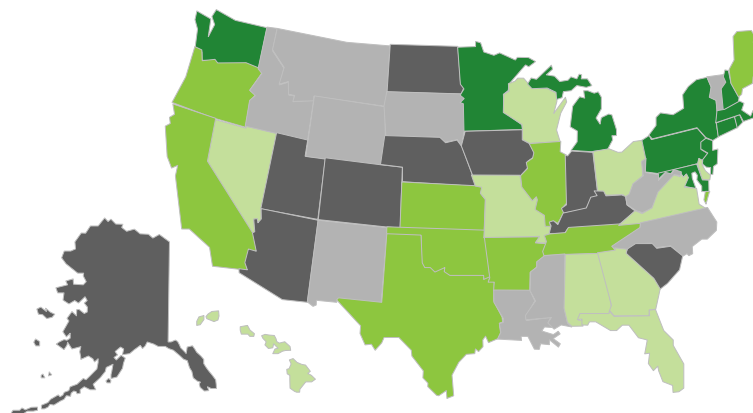
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

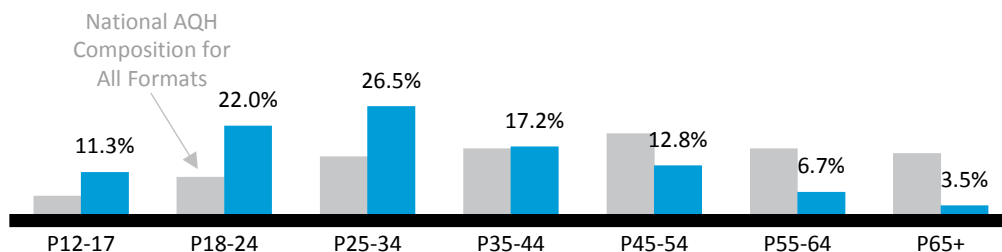
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN CONTEMPORARY

Cume 21+ million weekly listeners aged 12+; 195 radio stations

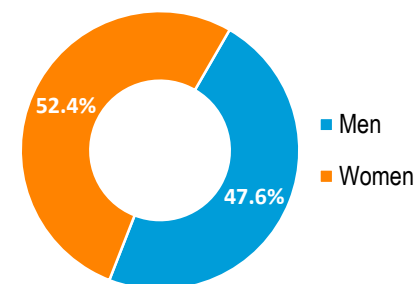
Audience Composition

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



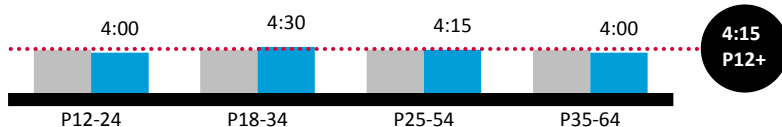
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 3.7% | 3.3% | 3.2% | 2.9% | 2.9% | 3.0% | 3.1% | 3.2% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.2% |
| 12+ AQH Share in Diary Markets | 3.6% |
| 12+ AQH Share in non-Metro counties | 2.5% |

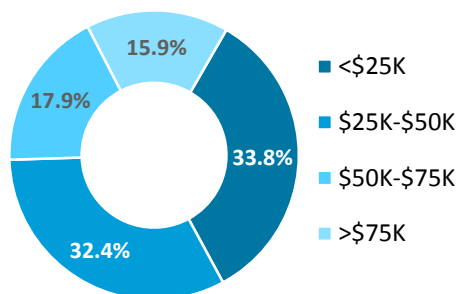
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN CONTEMPORARY

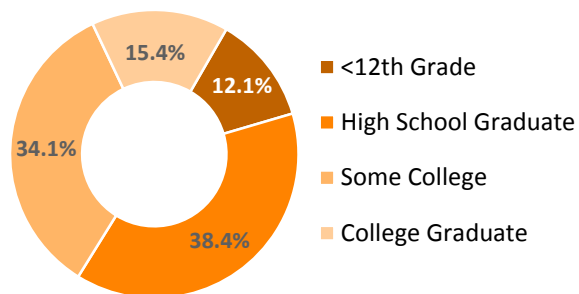
Household Income

Persons 18+



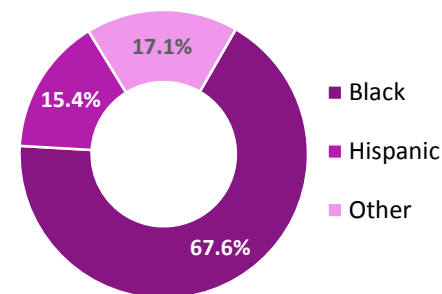
Education

Persons 18+



Ethnic Composition*

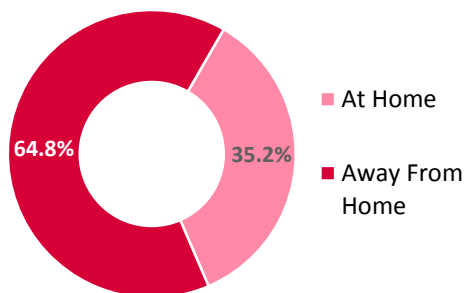
Persons 12+



* Only in DST-Controlled Markets

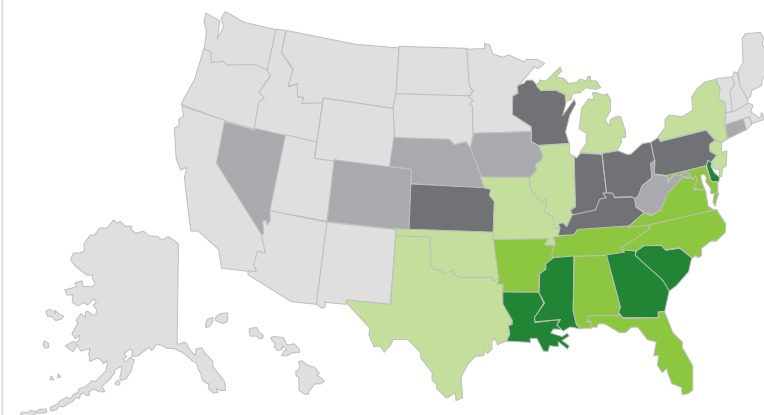
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

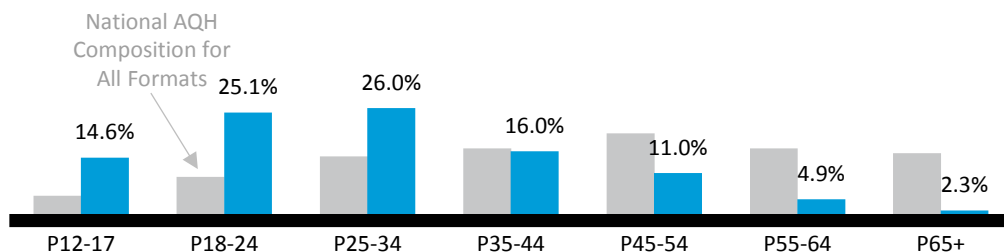
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

RHYTHMIC CONTEMPORARY HIT RADIO

Cume 29+ million weekly listeners aged 12+; 206 radio stations

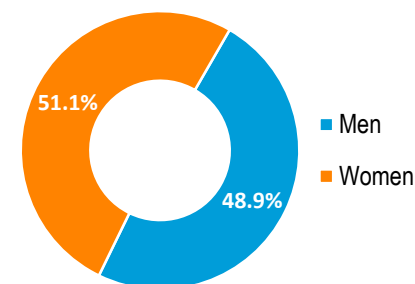
Audience Composition

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



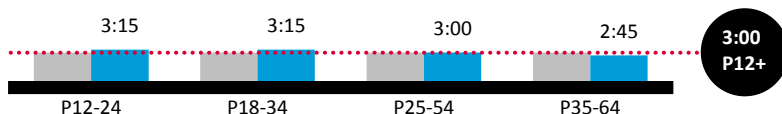
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 4.0% | 3.7% | 3.6% | 3.5% | 3.4% | 3.4% | 3.3% | 3.0% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.5% |
| 12+ AQH Share in Diary Markets | 3.5% |
| 12+ AQH Share in non-Metro counties | 1.2% |

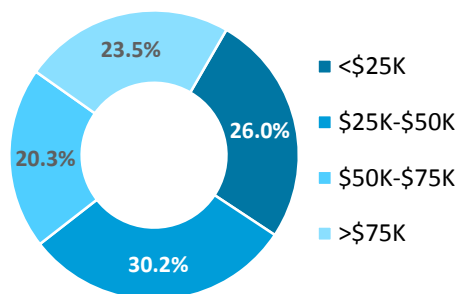
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

RHYTHMIC CONTEMPORARY HIT RADIO

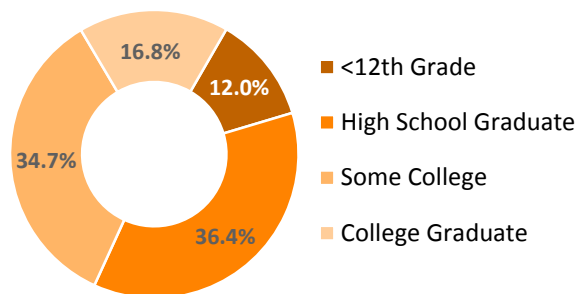
Household Income

Persons 18+



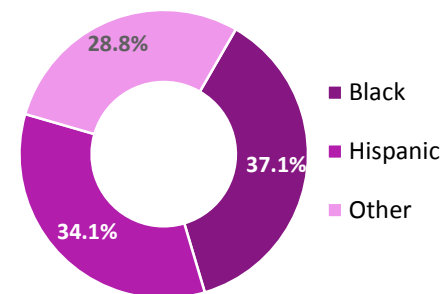
Education

Persons 18+



Ethnic Composition*

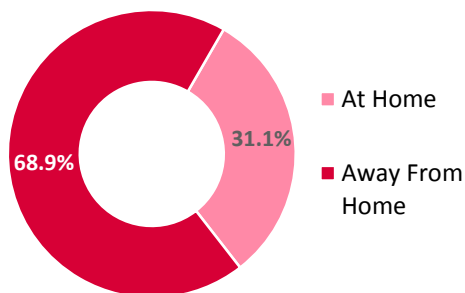
Persons 12+



* Only in DST-Controlled Markets

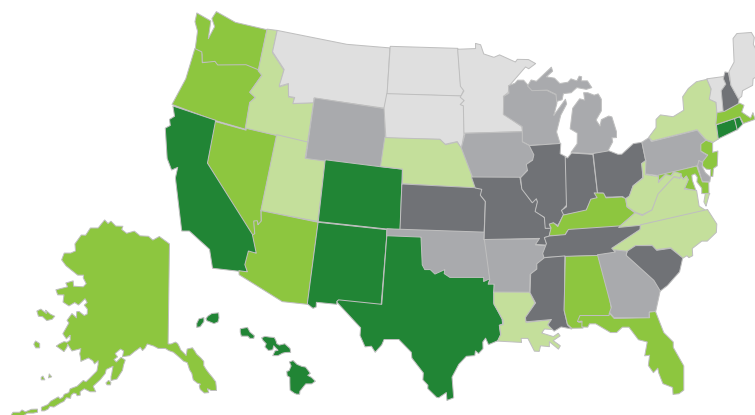
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

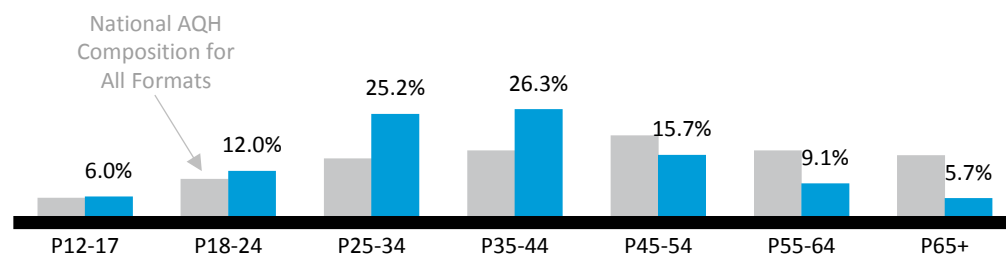
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

MEXICAN REGIONAL

Cume 12+ million weekly listeners aged 12+; 318 radio stations

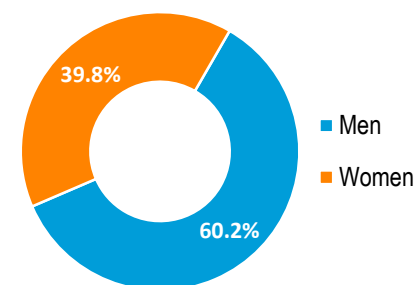
Audience Composition

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



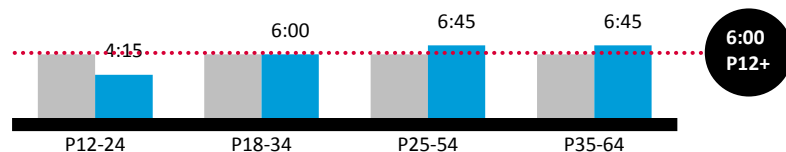
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 3.4% | 2.9% | 2.7% | 3.0% | 3.0% | 2.9% | 2.8% | 2.6% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.8% |
| 12+ AQH Share in Diary Markets | 2.2% |
| 12+ AQH Share in non-Metro counties | 1.0% |

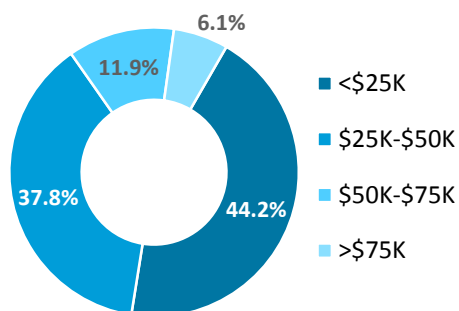
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

MEXICAN REGIONAL

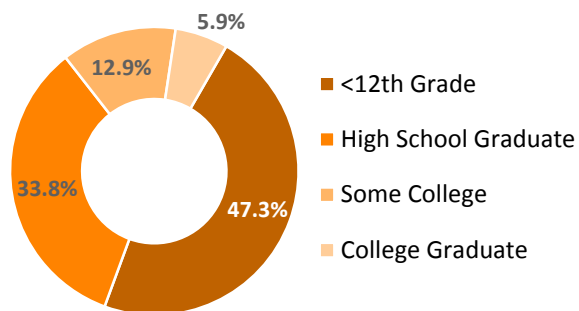
Household Income

Persons 18+



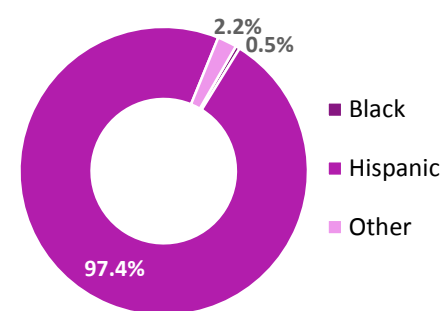
Education

Persons 18+



Ethnic Composition*

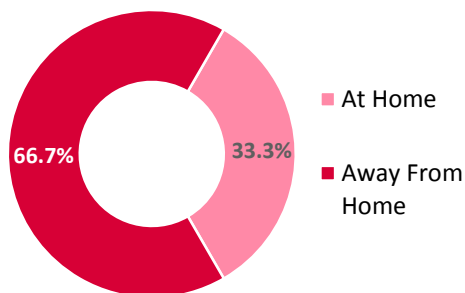
Persons 12+



* Only in DST-Controlled Markets

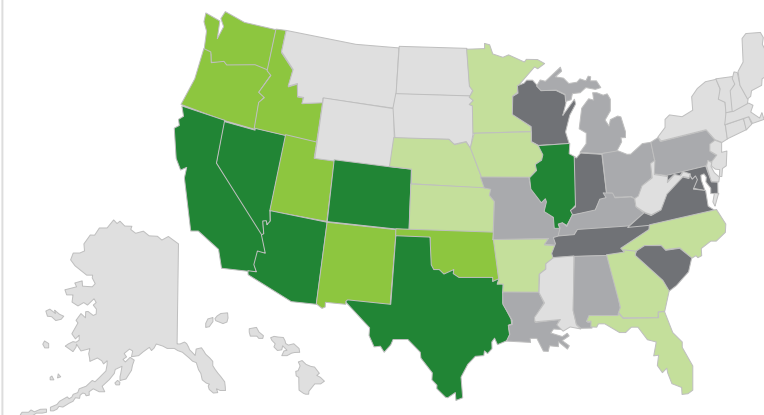
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

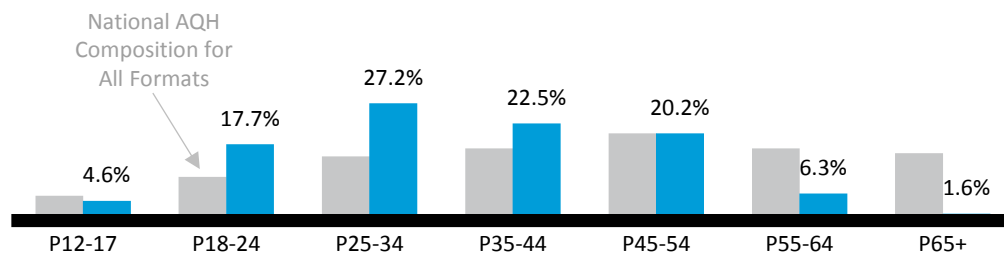
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ACTIVE ROCK

Cume 13+ million weekly listeners aged 12+; 234 radio stations

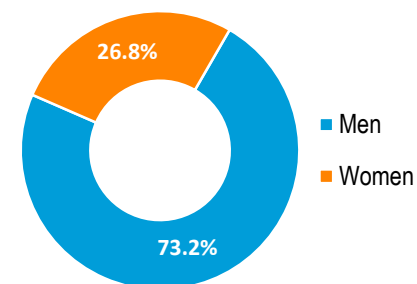
Audience Composition

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



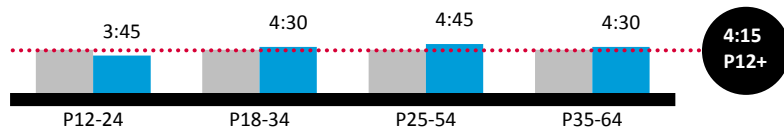
Gender Ratio

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 1.9% | 2.4% | 2.4% | 2.3% | 2.1% | 2.1% | 1.9% | 2.0% |

| | |
|-------------------------------------|------|
| 12+ AQH Share in PPM Markets | 1.5% |
| 12+ AQH Share in Diary Markets | 2.8% |
| 12+ AQH Share in non-Metro counties | 1.7% |

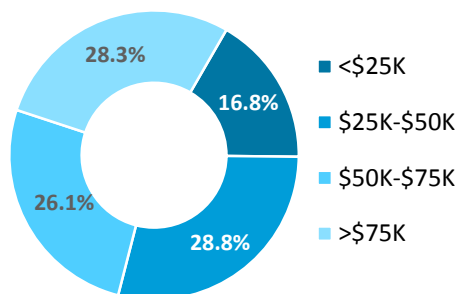
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ACTIVE ROCK

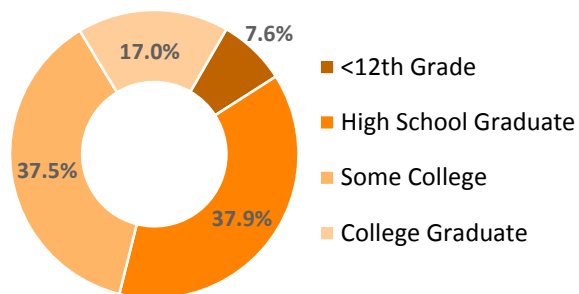
Household Income

Persons 18+



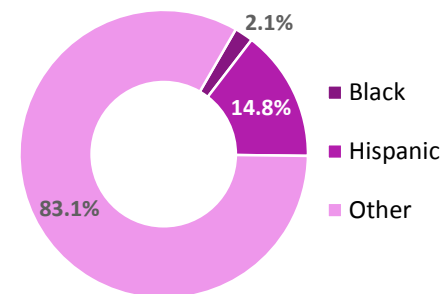
Education

Persons 18+



Ethnic Composition*

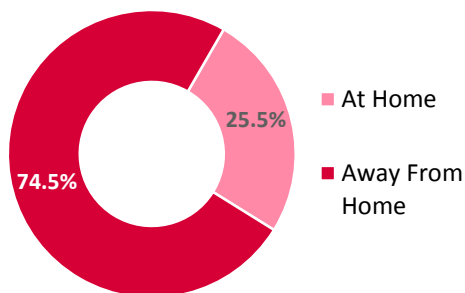
Persons 12+



* Only in DST-Controlled Markets

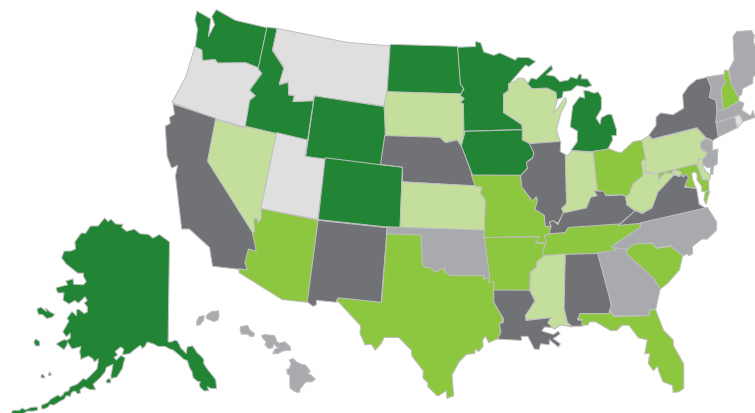
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ADDITIONAL NOTEWORTHY FORMATS

The following pages provide an overview of these additional formats:

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

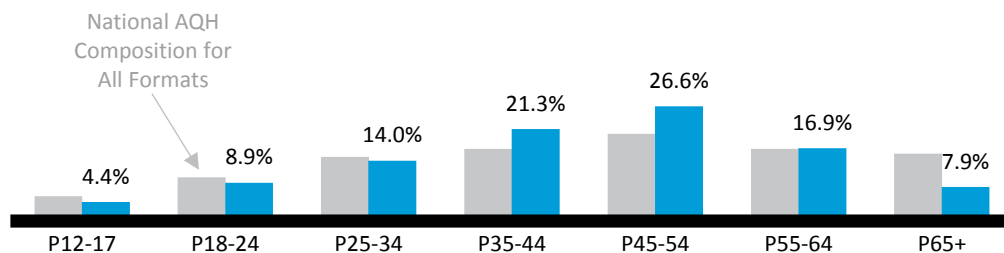
In Spring 2014, each of these formats earned between a rounded 1.0% and 1.9% share of radio listening nationally. While *Audio Today 2015* focuses on the primary radio formats (those earning more than a 2.0% share), these next ten formats reach a substantial amount of listeners in markets nationwide to warrant inclusion in the report.



ADULT HITS + '80S HITS

Audience Composition

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



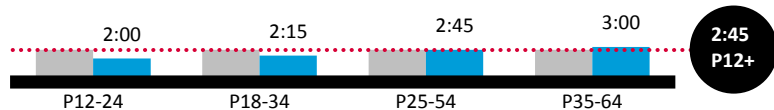
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.1% | 2.0% | 2.2% | 2.2% | 2.2% | 2.2% | 2.1% | 1.9% |

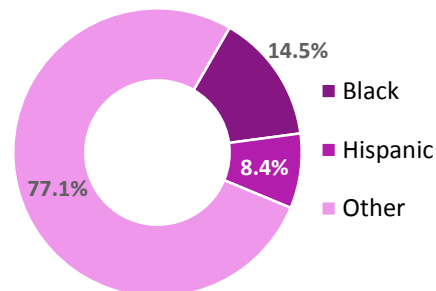
Time Spent Listening by Demographic

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



Ethnic Composition*

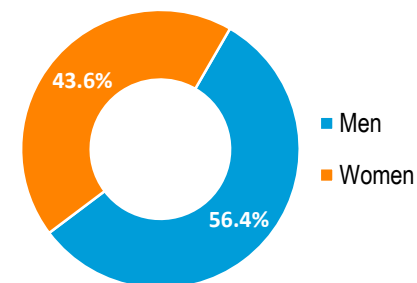
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



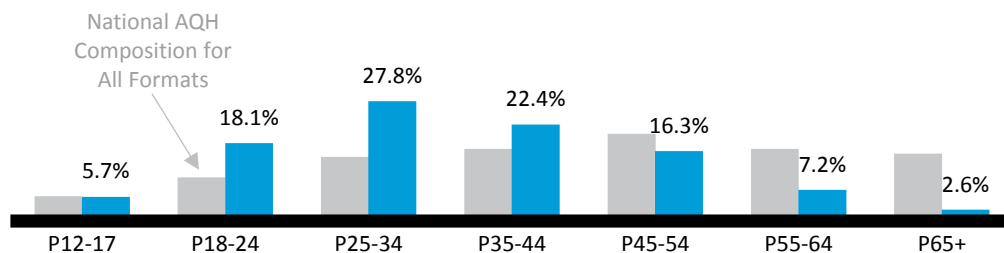
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ALTERNATIVE

Audience Composition

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



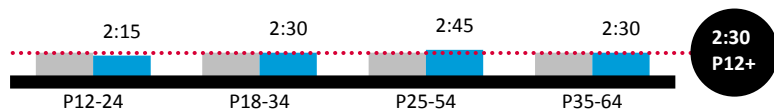
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.1% | 2.2% | 2.1% | 2.1% | 1.8% | 1.9% | 1.9% | 1.8% |

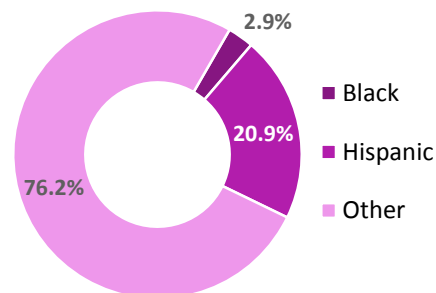
Time Spent Listening by Demographic

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



Ethnic Composition*

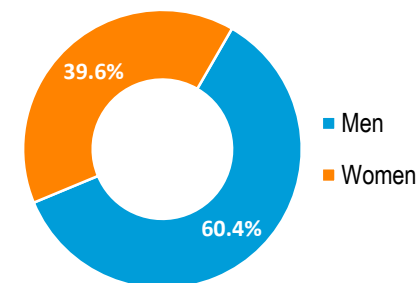
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



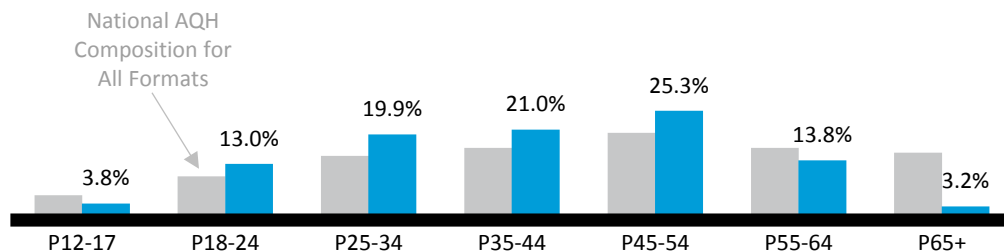
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

AOR + MAINSTREAM ROCK

Audience Composition

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



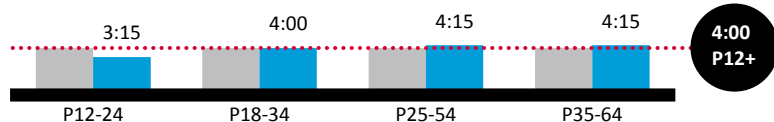
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| NA | NA | NA | NA | 1.9% | 2.0% | 1.8% | 1.7% |

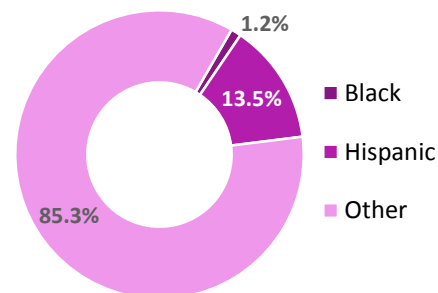
Time Spent Listening by Demographic

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



Ethnic Composition*

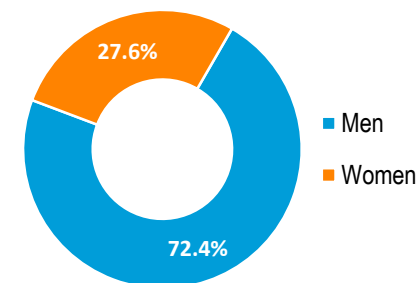
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



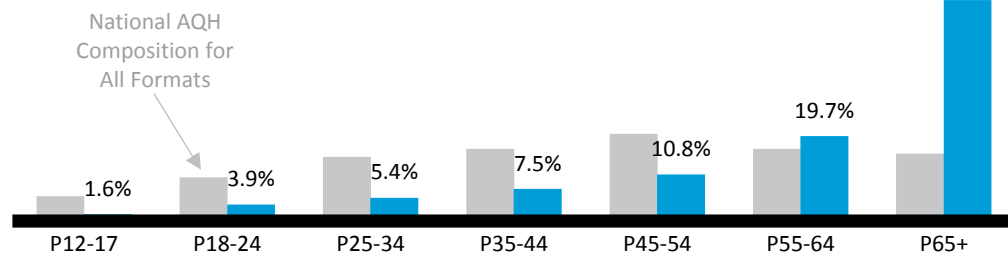
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSICAL

Audience Composition

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



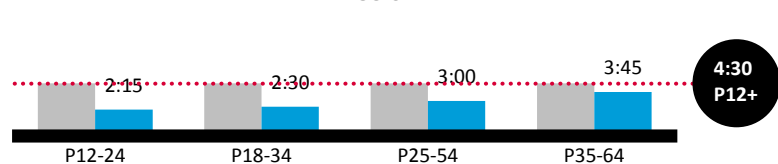
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| N/A | 1.9% | 1.7% | 1.6% | 1.5% | 1.4% | 1.4% | 1.5% |

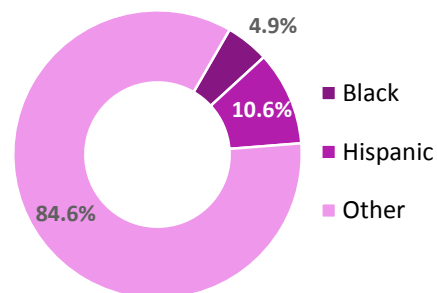
Time Spent Listening by Demographic

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



Ethnic Composition*

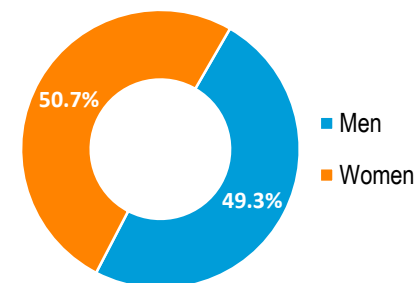
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



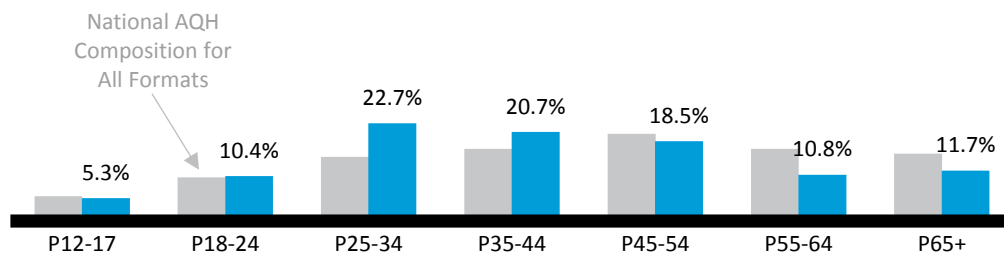
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

SPANISH CONTEMPORARY + SPANISH HAC

Audience Composition

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



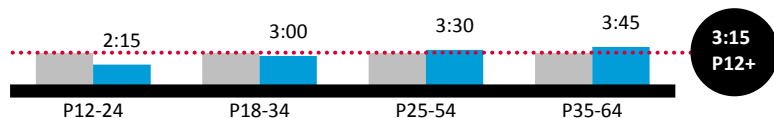
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| NA | NA | NA | NA | NA | 1.5% | 1.4% | 1.3% |

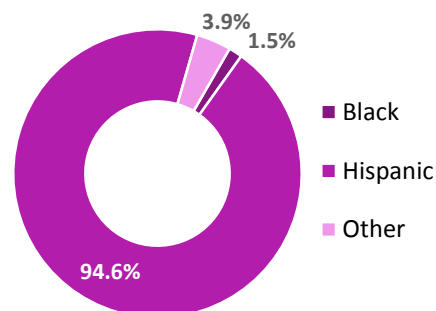
Time Spent Listening by Demographic

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



Ethnic Composition*

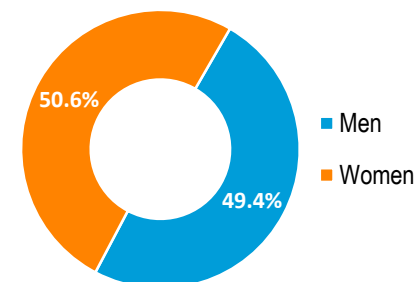
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



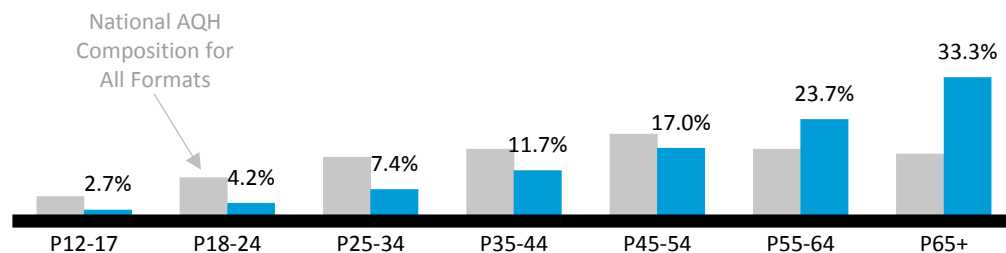
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

RELIGIOUS

Audience Composition

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



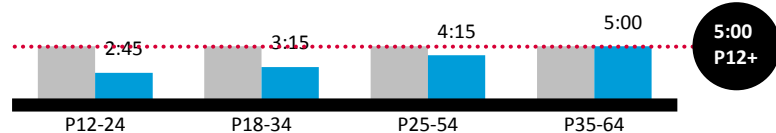
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 1.5% | 1.4% | 1.3% | 1.3% | 1.2% | 1.3% | 1.3% | 1.3% |

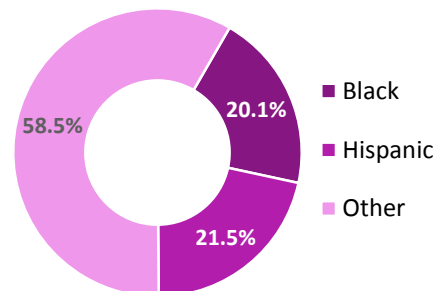
Time Spent Listening by Demographic

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



Ethnic Composition*

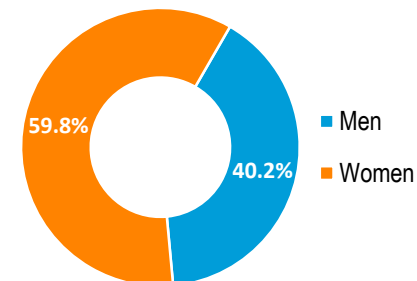
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



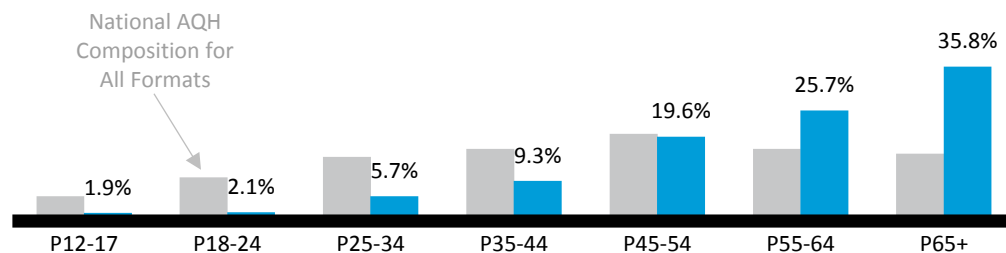
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ALL NEWS

Audience Composition

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



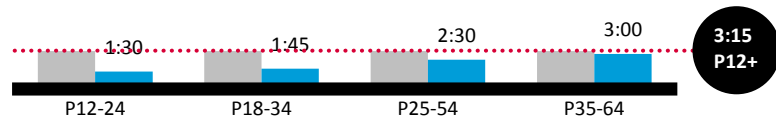
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 1.4% | 1.5% | 1.5% | 1.5% | 1.5% | 1.4% | 1.5% | 1.3% |

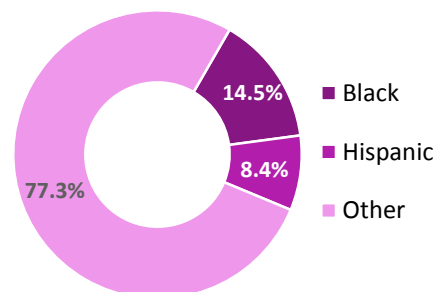
Time Spent Listening by Demographic

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



Ethnic Composition*

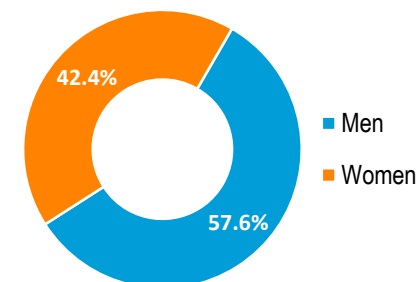
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



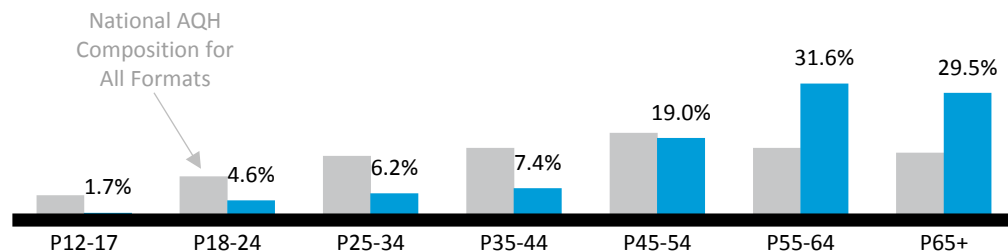
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

OLDIES

Audience Composition

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



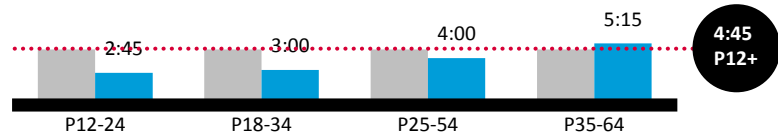
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| 2.6% | 2.3% | 1.7% | 1.6% | 1.6% | 1.8% | 1.4% | 1.2% |

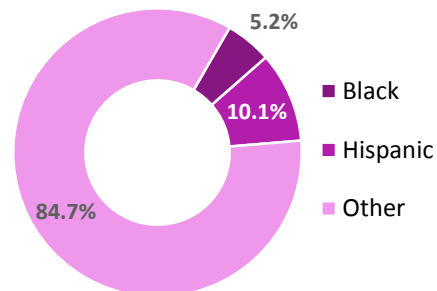
Time Spent Listening by Demographic

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



Ethnic Composition*

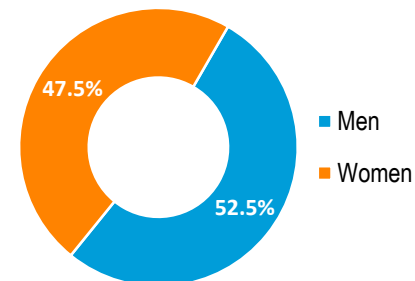
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



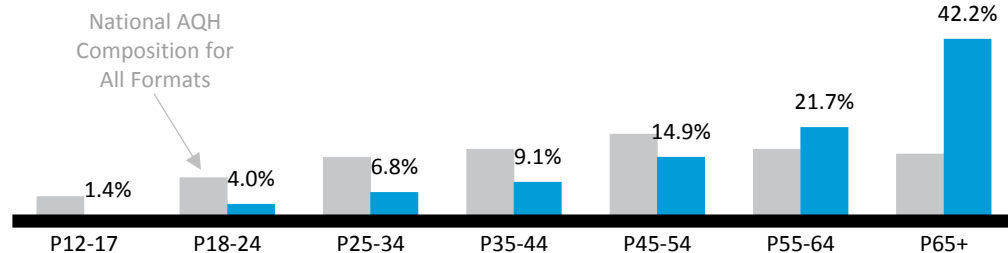
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC COUNTRY

Audience Composition

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



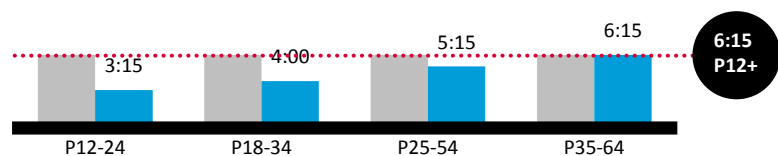
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| NA | NA | NA | 0.9% | 0.9% | 0.9% | 1.0% | 1.1% |

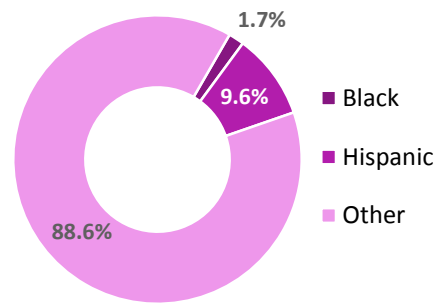
Time Spent Listening by Demographic

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



Ethnic Composition*

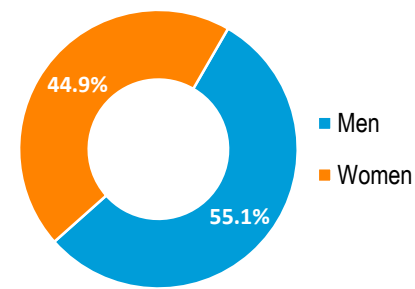
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



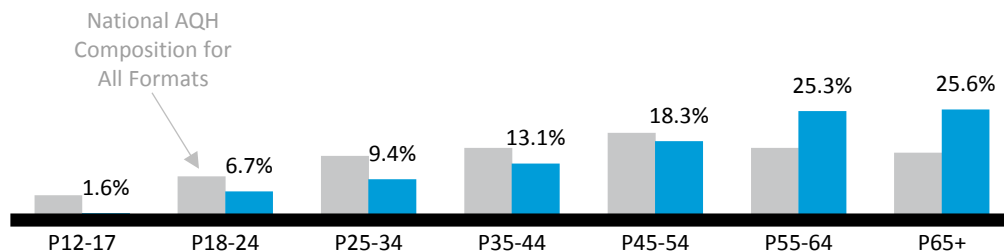
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

VARIETY

Audience Composition

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



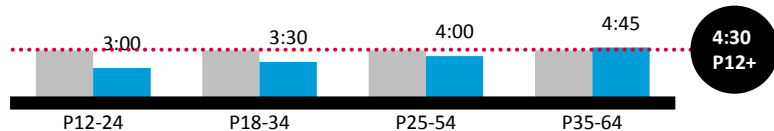
AQH Share Trend

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

| SP07 | FA08 | FA09 | FA10 | FA11 | SP12 | SP13 | SP14 |
|------|------|------|------|------|------|------|------|
| NA | 1.0% | 1.0% | 0.9% | 0.9% | 1.0% | 0.9% | 1.0% |

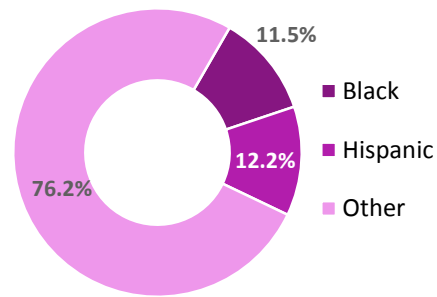
Time Spent Listening by Demographic

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



Ethnic Composition*

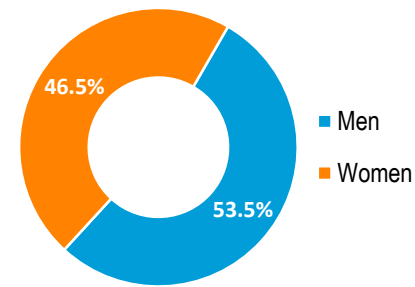
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID

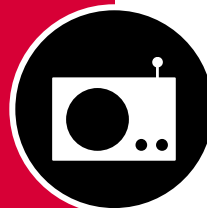


Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2014.

NATIONAL RADIO LISTENING TRENDS

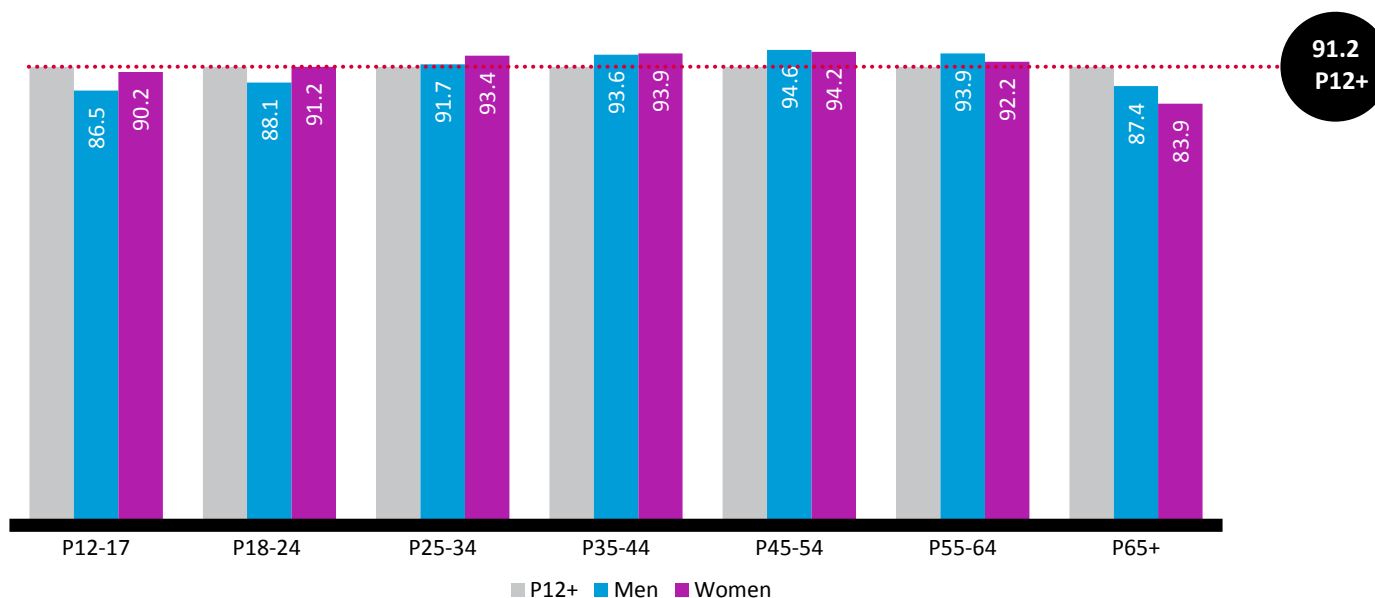
This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.



RADIO REACHES ALL AGES – WEEKLY CUME RATING

Weekly Cume Rating

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



HOW TO READ:

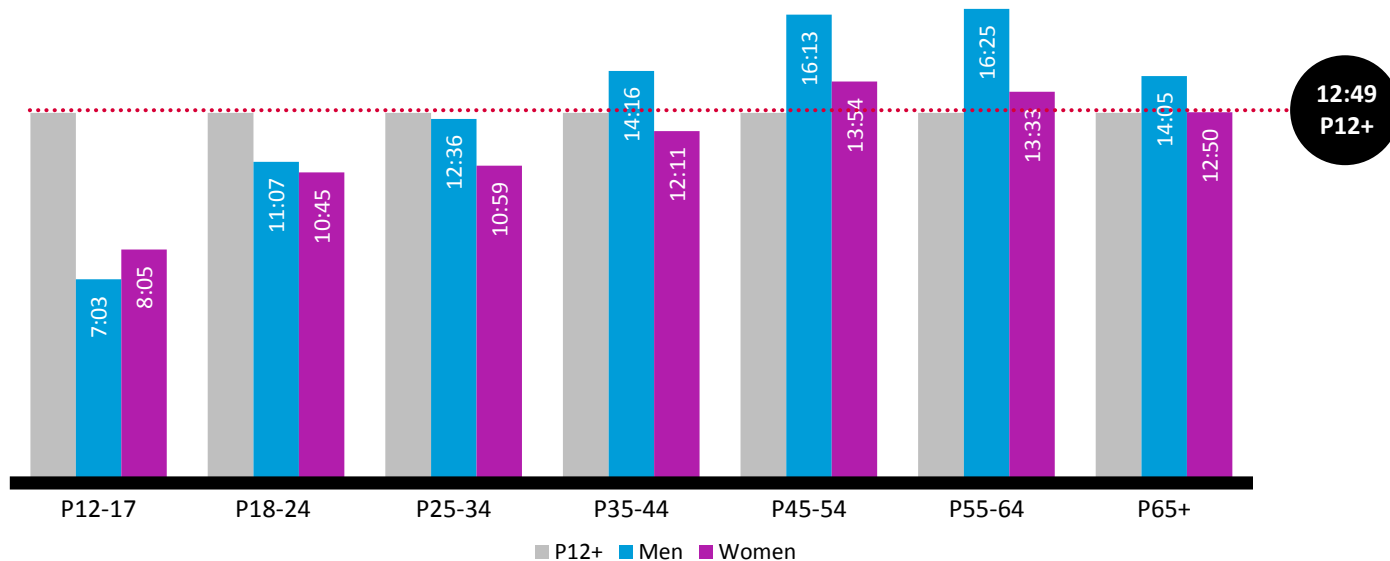
These figures represent “Weekly Cume Ratings.” For example, more than 90% of Women 18-24 in the United States tuned to radio for five or more minutes during an average week. The grey bars represent the average of all Americans 12+ who listen to radio at least once during the week (91.2%). You can then 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)



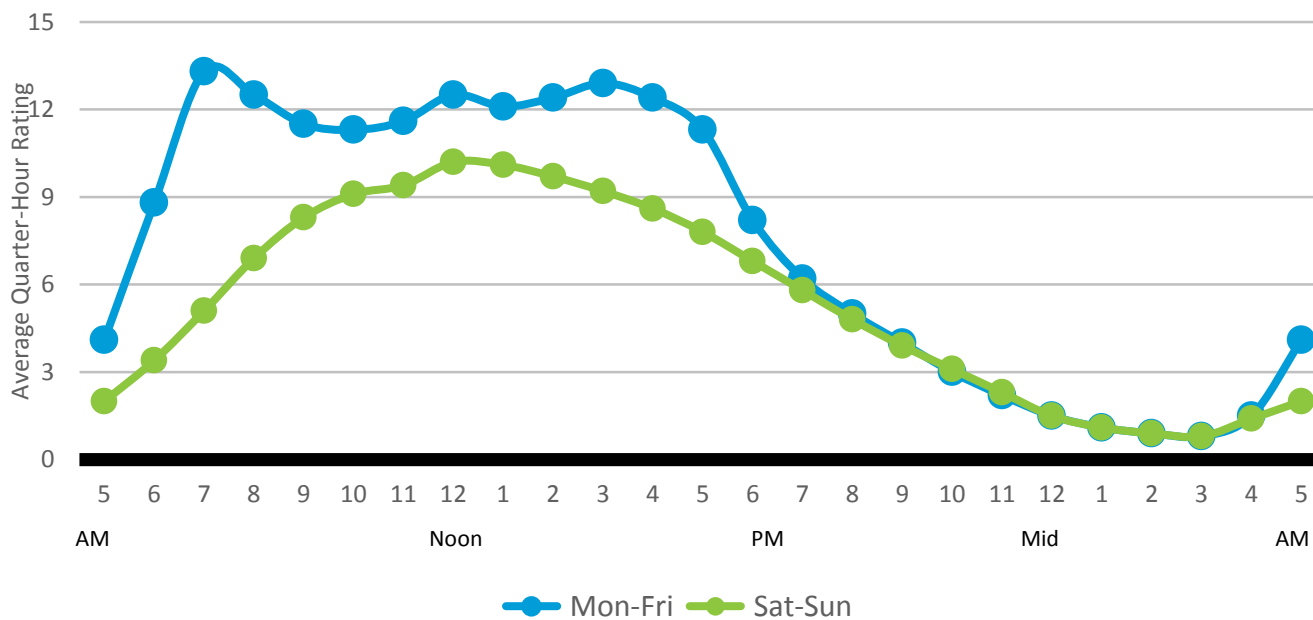
HOW TO READ:

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

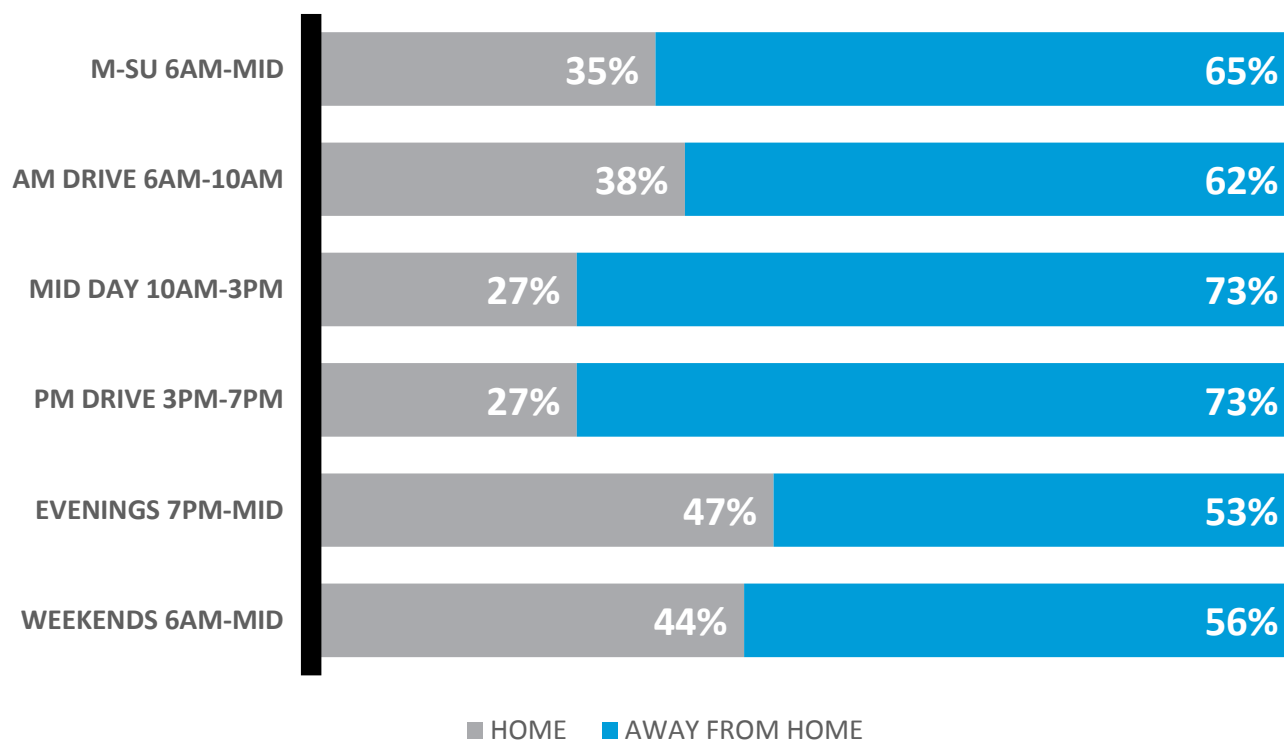
| | | Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid | Mon-Sun 6AM-Mid |
|--------|---|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|
| P12-17 | M | 55.2 | 42.7 | 62.2 | 44.3 | 61.4 | 85.4 |
| | W | 59.7 | 48.1 | 69.2 | 49.6 | 67.1 | 88.5 |
| P18-24 | M | 54.1 | 62.4 | 66.9 | 51.6 | 65.2 | 86.1 |
| | W | 60.2 | 69.4 | 72.9 | 57.5 | 70.8 | 90.0 |
| P25-34 | M | 65.6 | 66.0 | 72.5 | 52.2 | 68.6 | 89.8 |
| | W | 68.3 | 69.8 | 76.1 | 52.4 | 72.0 | 91.7 |
| P35-44 | M | 72.1 | 69.4 | 76.7 | 52.5 | 71.8 | 91.6 |
| | W | 71.7 | 71.1 | 77.1 | 50.8 | 72.2 | 92.0 |
| P45-54 | M | 74.5 | 73.0 | 79.2 | 53.3 | 75.1 | 92.9 |
| | W | 72.0 | 72.2 | 77.6 | 50.6 | 74.0 | 92.3 |
| P55-64 | M | 71.5 | 73.8 | 76.0 | 48.7 | 73.9 | 91.6 |
| | W | 66.6 | 71.3 | 72.2 | 43.7 | 70.5 | 90.1 |
| P65+ | M | 61.4 | 72.2 | 62.4 | 36.2 | 66.6 | 84.8 |
| | W | 54.7 | 67.3 | 57.1 | 31.8 | 62.4 | 81.5 |



LISTENING LOCATION

Distribution of AQH Listening by Location and Daypart

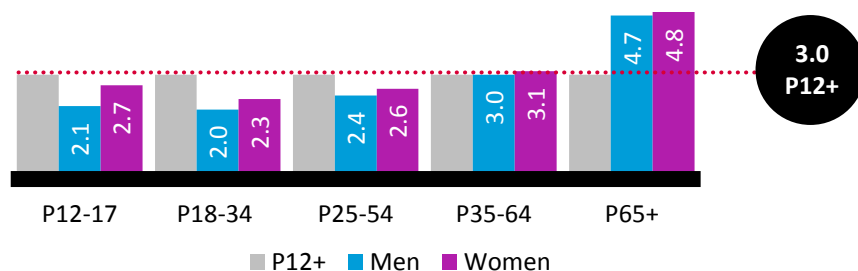
Persons 12+



WHERE MEN AND WOMEN LISTEN

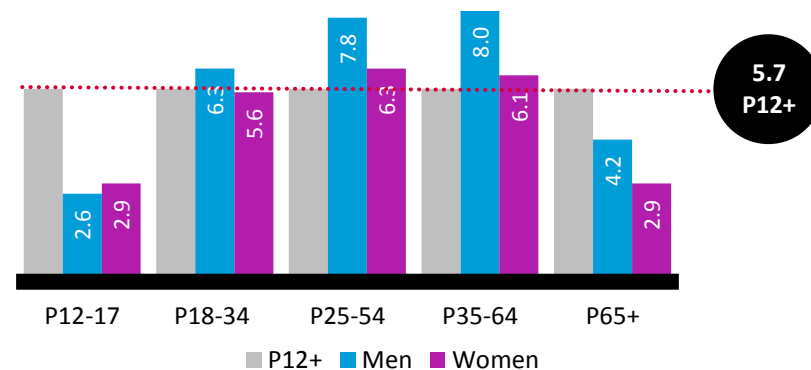
At-Home Listening for Men and Women

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 2014

| Persons 12-17 | |
|------------------------------|-------|
| Pop CHR | 21.1% |
| Country + New Country | 15.3% |
| Hot AC | 8.5% |
| Rhythmic CHR | 7.8% |
| Urban Contemporary | 6.5% |
| Adult Contemporary + Soft AC | 5.7% |
| Contemporary Christian | 4.8% |
| Urban AC | 3.7% |
| Classic Rock | 3.2% |
| Mexican Regional | 2.9% |
| Classic Hits | 2.6% |
| News/Talk/Information + T/P | 2.2% |
| Alternative | 1.8% |
| Active Rock | 1.7% |
| Adult Hits + '80s Hits | 1.5% |
| All Sports | 1.5% |
| Spanish Contemp. + Span. HAC | 1.3% |
| AOR + Mainstream Rock | 1.2% |
| Religious | 0.6% |
| All News | 0.5% |
| Classical | 0.4% |
| Oldies | 0.4% |
| Classic Country | 0.3% |

| Persons 18-24 | |
|------------------------------|-------|
| Country + New Country | 18.8% |
| Pop CHR | 14.7% |
| Rhythmic CHR | 7.4% |
| Urban Contemporary | 6.9% |
| Hot AC | 6.4% |
| Adult Contemporary + Soft AC | 5.5% |
| Classic Rock | 4.8% |
| Urban AC | 3.5% |
| Active Rock | 3.5% |
| Classic Hits | 3.3% |
| Alternative | 3.2% |
| Mexican Regional | 3.1% |
| Contemporary Christian | 3.1% |
| News/Talk/Information + T/P | 2.7% |
| AOR + Mainstream Rock | 2.2% |
| Adult Hits + '80s Hits | 1.7% |
| All Sports | 1.5% |
| Spanish Contemp. + Span. HAC | 1.4% |
| Classical | 0.6% |
| Religious | 0.6% |
| Oldies | 0.5% |
| Classic Country | 0.4% |
| All News | 0.3% |

| Persons 25-34 | |
|------------------------------|-------|
| Country + New Country | 16.1% |
| Pop CHR | 12.0% |
| Hot AC | 6.6% |
| Adult Contemporary + Soft AC | 6.3% |
| Urban Contemporary | 5.6% |
| Rhythmic CHR | 5.2% |
| Classic Rock | 4.9% |
| News/Talk/Information + T/P | 4.7% |
| Mexican Regional | 4.4% |
| Active Rock | 3.6% |
| Contemporary Christian | 3.5% |
| Urban AC | 3.4% |
| Classic Hits | 3.4% |
| Alternative | 3.3% |
| All Sports | 3.3% |
| AOR + Mainstream Rock | 2.3% |
| Spanish Contemp. + Span. HAC | 2.0% |
| Adult Hits + '80s Hits | 1.8% |
| Religious | 0.7% |
| Classical | 0.5% |
| All News | 0.5% |
| Oldies | 0.5% |
| Classic Country | 0.5% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

Continued ►

LEADING RADIO FORMATS RANKED BY DEMOGRAPHIC

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2014

| Persons 35-44 | | Persons 45-54 | | Persons 55-64 | | Persons 65+ | |
|------------------------------|-------|------------------------------|-------|------------------------------|-------|------------------------------|-------|
| Country + New Country | 13.7% | Country + New Country | 14.5% | News/Talk/Information + T/P | 14.6% | News/Talk/Information + T/P | 24.3% |
| Pop CHR | 9.9% | News/Talk/Information + T/P | 9.8% | Country + New Country | 14.3% | Country + New Country | 15.1% |
| Adult Contemporary + Soft AC | 7.6% | Classic Rock | 8.5% | Adult Contemporary + Soft AC | 9.0% | Adult Contemporary + Soft AC | 8.4% |
| News/Talk/Information + T/P | 7.1% | Adult Contemporary + Soft AC | 8.5% | Classic Hits | 8.9% | Classic Hits | 6.2% |
| Hot AC | 6.7% | Classic Hits | 7.0% | Classic Rock | 7.3% | Classical | 4.7% |
| Classic Rock | 5.6% | Pop CHR | 5.6% | Urban AC | 5.3% | Urban AC | 3.5% |
| Contemporary Christian | 4.4% | Hot AC | 5.4% | Hot AC | 3.9% | All News | 3.0% |
| Urban AC | 4.3% | Urban AC | 5.1% | All Sports | 3.6% | All Sports | 2.9% |
| Mexican Regional | 4.3% | Contemporary Christian | 4.1% | Contemporary Christian | 3.2% | Classic Country | 2.8% |
| All Sports | 4.2% | All Sports | 4.0% | Pop CHR | 3.2% | Religious | 2.8% |
| Classic Hits | 3.8% | Adult Hits + '80s Hits | 2.6% | Oldies | 2.1% | Oldies | 2.1% |
| Urban Contemporary | 3.4% | AOR + Mainstream Rock | 2.2% | All News | 1.9% | Hot AC | 2.1% |
| Rhythmic CHR | 3.0% | Mexican Regional | 2.1% | Adult Hits + '80s Hits | 1.9% | Classic Rock | 2.0% |
| Active Rock | 2.8% | Active Rock | 2.0% | Religious | 1.8% | Contemporary Christian | 1.9% |
| Adult Hits + '80s Hits | 2.6% | Urban Contemporary | 2.0% | Classical | 1.7% | Pop CHR | 1.6% |
| Alternative | 2.5% | Rhythmic CHR | 1.7% | Mexican Regional | 1.4% | Spanish Contemp. + Span. HAC | 1.0% |
| AOR + Mainstream Rock | 2.2% | Alternative | 1.5% | AOR + Mainstream Rock | 1.4% | Adult Hits + '80s Hits | 1.0% |
| Spanish Contemp. + Span. HAC | 1.7% | All News | 1.3% | Classic Country | 1.3% | Mexican Regional | 0.9% |
| Religious | 1.0% | Spanish Contemp. + Span. HAC | 1.2% | Urban Contemporary | 1.2% | Urban Contemporary | 0.7% |
| All News | 0.8% | Religious | 1.1% | Rhythmic CHR | 0.8% | Rhythmic CHR | 0.4% |
| Classical | 0.7% | Oldies | 1.1% | Spanish Contemp. + Span. HAC | 0.8% | AOR + Mainstream Rock | 0.3% |
| Classic Country | 0.6% | Classical | 0.8% | Alternative | 0.7% | Alternative | 0.3% |
| Oldies | 0.5% | Classic Country | 0.8% | Active Rock | 0.7% | Active Rock | 0.2% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

FORMATS RANKED BY WEEKLY CUME, FORMAT PREFERENCES BY GENDER

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2014

| | Cume |
|--|------------|
| Pop CHR (Pop Contemporary Hit Radio) | 71,215,000 |
| Country + New Country | 68,716,100 |
| Adult Contemporary + SAC (Soft AC) | 64,548,000 |
| Hot AC (Hot Adult Contemporary) | 53,841,100 |
| News/Talk/Information + Talk/Personality | 50,347,100 |
| Classic Hits | 42,774,600 |
| Classic Rock | 41,228,300 |
| Rhythmic CHR (Rhythmic Contemporary Hit Radio) | 29,004,700 |
| All Sports | 23,803,000 |
| Urban AC (Urban Adult Contemporary) | 22,378,400 |
| Urban Contemporary | 21,782,500 |
| Alternative | 21,324,600 |
| Contemporary Christian | 20,831,500 |
| Adult Hits + '80s Hits | 20,809,700 |
| Active Rock | 13,906,800 |
| Mexican Regional | 12,816,300 |
| Album Oriented Rock (AOR) + Mainstream Rock | 12,584,700 |
| All News | 12,313,100 |
| Spanish Contemporary + Spanish Hot AC | 11,561,300 |
| Classical | 9,469,100 |
| Religious | 7,990,700 |
| Oldies | 7,103,000 |
| Classic Country | 4,997,200 |

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2014

| | Women | | Men |
|----------------------------|-------|----------------------------|-------|
| Contemporary Christian | 62.0% | All Sports | 84.0% |
| Hot AC | 61.2% | Active Rock | 73.2% |
| Adult Contemp. + Soft AC | 60.3% | AOR + Mainstream Rock | 72.4% |
| Religious | 59.8% | Classic Rock | 69.8% |
| Pop CHR | 59.2% | Alternative | 60.4% |
| Urban AC | 54.8% | Mexican Regional | 60.2% |
| Urban Contemporary | 52.4% | News Talk Info + T/P | 59.8% |
| Country + New Country | 51.5% | All News | 57.6% |
| Rhythmic CHR | 51.1% | Adult Hits + '80s Hits | 56.4% |
| Classical | 50.7% | Classic Country | 55.1% |
| Spanish Contemp + Span HAC | 50.6% | Classic Hits | 55.0% |
| Oldies | 47.5% | Oldies | 52.5% |
| Classic Hits | 45.0% | Spanish Contemp + Span HAC | 49.4% |
| Classic Country | 44.9% | Classical | 49.3% |
| Adult Hits + '80s Hits | 43.6% | Rhythmic CHR | 48.9% |
| All News | 42.4% | Country + New Country | 48.5% |
| News Talk Info + T/P | 40.2% | Urban Contemporary | 47.6% |
| Mexican Regional | 39.8% | Urban AC | 45.2% |
| Alternative | 39.6% | Pop CHR | 40.8% |
| Classic Rock | 30.2% | Religious | 40.2% |
| AOR + Mainstream Rock | 27.6% | Adult Contemp. + Soft AC | 39.7% |
| Active Rock | 26.8% | Hot AC | 38.8% |
| All Sports | 16.0% | Contemporary Christian | 38.0% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

FORMAT LEADERS BY LOCATION

At Home

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

| | |
|------------------------------|-------|
| Classical | 60.7% |
| Religious | 52.7% |
| News/Talk/Information + T/P | 48.2% |
| Classic Country | 45.3% |
| All News | 41.0% |
| Urban AC | 39.2% |
| Oldies | 37.9% |
| Urban Contemporary | 35.2% |
| Contemporary Christian | 34.9% |
| Mexican Regional | 33.3% |
| Country + New Country | 31.9% |
| Rhythmic CHR | 31.1% |
| Spanish Contemp. + Span. HAC | 30.4% |
| Classic Hits | 30.0% |
| Adult Contemporary + Soft AC | 29.7% |
| All Sports | 29.1% |
| Pop CHR | 27.7% |
| Classic Rock | 27.6% |
| AOR + Mainstream Rock | 26.1% |
| Hot AC | 25.6% |
| Active Rock | 25.5% |
| Adult Hits + '80s Hits | 24.0% |
| Alternative | 23.3% |

Away From Home

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

| | |
|------------------------------|-------|
| Alternative | 76.7% |
| Adult Hits + '80s Hits | 76.0% |
| Active Rock | 74.5% |
| Hot AC | 74.4% |
| AOR + Mainstream Rock | 73.9% |
| Classic Rock | 72.4% |
| Pop CHR | 72.3% |
| All Sports | 70.9% |
| Adult Contemporary + Soft AC | 70.3% |
| Classic Hits | 70.0% |
| Spanish Contemp. + Span. HAC | 69.6% |
| Rhythmic CHR | 68.9% |
| Country + New Country | 68.1% |
| Mexican Regional | 66.7% |
| Contemporary Christian | 65.1% |
| Urban Contemporary | 64.8% |
| Oldies | 62.1% |
| Urban AC | 60.8% |
| All News | 59.0% |
| Classic Country | 54.7% |
| News/Talk/Information + T/P | 51.8% |
| Religious | 47.3% |
| Classical | 39.3% |



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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2014

| M-F 6AM-10AM | | M-F 10AM-3PM | | M-F 3PM-7PM | | M-F 7P-MID | |
|------------------------------|-------|------------------------------|-------|------------------------------|-------|------------------------------|-------|
| Country + New Country | 15.0% | Country + New Country | 15.7% | Country + New Country | 15.1% | Country + New Country | 13.2% |
| News/Talk/Information + T/P | 13.0% | News/Talk/Information + T/P | 11.4% | News/Talk/Information + T/P | 10.2% | News/Talk/Information + T/P | 9.7% |
| Pop CHR | 7.8% | Adult Contemporary + Soft AC | 8.8% | Pop CHR | 8.8% | Pop CHR | 9.4% |
| Adult Contemporary + Soft AC | 7.2% | Pop CHR | 6.6% | Adult Contemporary + Soft AC | 7.5% | Adult Contemporary + Soft AC | 6.5% |
| Classic Rock | 5.6% | Classic Hits | 6.3% | Hot AC | 5.6% | Urban AC | 5.5% |
| Classic Hits | 5.0% | Classic Rock | 5.9% | Classic Rock | 5.5% | Classic Rock | 5.1% |
| Hot AC | 4.9% | Hot AC | 5.2% | Classic Hits | 5.4% | Hot AC | 5.1% |
| Urban AC | 4.0% | Urban AC | 3.7% | Urban AC | 4.1% | Urban Contemporary | 5.0% |
| All Sports | 3.6% | All Sports | 3.3% | All Sports | 3.7% | Classic Hits | 4.7% |
| Contemporary Christian | 3.5% | Contemporary Christian | 3.1% | Contemporary Christian | 3.6% | Rhythmic CHR | 4.5% |
| Mexican Regional | 2.7% | Mexican Regional | 2.6% | Urban Contemporary | 3.3% | All Sports | 3.9% |
| Urban Contemporary | 2.7% | Rhythmic CHR | 2.4% | Rhythmic CHR | 3.2% | Contemporary Christian | 3.5% |
| Rhythmic CHR | 2.5% | Urban Contemporary | 2.4% | Mexican Regional | 2.6% | Mexican Regional | 2.3% |
| Active Rock | 2.2% | Adult Hits + '80s Hits | 2.2% | Active Rock | 2.1% | Alternative | 2.1% |
| AOR + Mainstream Rock | 1.9% | Active Rock | 2.0% | Adult Hits + '80s Hits | 2.0% | Active Rock | 2.0% |
| All News | 1.8% | AOR + Mainstream Rock | 1.7% | Alternative | 1.9% | Adult Hits + '80s Hits | 1.8% |
| Adult Hits + '80s Hits | 1.7% | Alternative | 1.7% | AOR + Mainstream Rock | 1.7% | AOR + Mainstream Rock | 1.6% |
| Alternative | 1.6% | Classical | 1.4% | Spanish Contemp. + Span. HAC | 1.4% | Classical | 1.6% |
| Religious | 1.6% | Oldies | 1.4% | Classical | 1.3% | Spanish Contemp. + Span. HAC | 1.4% |
| Classical | 1.4% | Spanish Contemp. + Span. HAC | 1.2% | All News | 1.3% | Religious | 1.3% |
| Spanish Contemp. + Span. HAC | 1.2% | Religious | 1.2% | Religious | 1.2% | All News | 1.2% |
| Oldies | 1.1% | Classic Country | 1.2% | Oldies | 1.1% | Oldies | 1.0% |
| Classic Country | 1.1% | All News | 1.1% | Classic Country | 0.9% | Classic Country | 0.9% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

Continued ►

LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2014

| SA-SU 6AM-MID | | M-SU 6AM-MID | |
|------------------------------|-------|------------------------------|-------|
| Country + New Country | 15.5% | Country + New Country | 15.2% |
| Pop CHR | 8.5% | News/Talk/Information + T/P | 10.6% |
| News/Talk/Information + T/P | 8.1% | Pop CHR | 8.0% |
| Adult Contemporary + Soft AC | 7.3% | Adult Contemporary + Soft AC | 7.6% |
| Classic Hits | 5.7% | Classic Rock | 5.6% |
| Classic Rock | 5.5% | Classic Hits | 5.5% |
| Hot AC | 5.4% | Hot AC | 5.3% |
| Urban AC | 4.8% | Urban AC | 4.3% |
| Contemporary Christian | 3.9% | Contemporary Christian | 3.5% |
| Urban Contemporary | 3.7% | All Sports | 3.3% |
| Rhythmic CHR | 3.3% | Urban Contemporary | 3.2% |
| Mexican Regional | 2.6% | Rhythmic CHR | 3.0% |
| All Sports | 2.4% | Mexican Regional | 2.6% |
| Adult Hits + '80s Hits | 1.9% | Active Rock | 2.0% |
| Alternative | 1.9% | Adult Hits + '80s Hits | 1.9% |
| Active Rock | 1.8% | Alternative | 1.8% |
| Classical | 1.6% | AOR + Mainstream Rock | 1.7% |
| AOR + Mainstream Rock | 1.6% | Classical | 1.5% |
| Spanish Contemp. + Span. HAC | 1.5% | Spanish Contemp. + Span. HAC | 1.3% |
| Religious | 1.3% | Religious | 1.3% |
| All News | 1.2% | All News | 1.3% |
| Oldies | 1.1% | Oldies | 1.2% |
| Classic Country | 1.1% | Classic Country | 1.1% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014



LEADING RADIO FORMATS RANKED BY ETHNIC COMPOSITION

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+, Spring 2014
M-SU 6AM-MID

| Black | |
|------------------------------|-------|
| Urban AC | 85.1% |
| Urban Contemporary | 67.6% |
| Rhythmic CHR | 37.1% |
| Religious | 20.1% |
| All News | 14.5% |
| All Sports | 13.6% |
| Contemporary Christian | 12.6% |
| Adult Contemporary + Soft AC | 10.0% |
| Pop CHR | 9.0% |
| Hot AC | 7.1% |
| News/Talk/Information + T/P | 5.7% |
| Oldies | 5.2% |
| Classical | 4.9% |
| Classic Hits | 4.7% |
| Adult Hits + '80s Hits | 3.2% |
| Alternative | 2.9% |
| Classic Rock | 2.8% |
| Country + New Country | 2.7% |
| Active Rock | 2.1% |
| Classic Country | 1.7% |
| Spanish Contemp. + Span. HAC | 1.5% |
| AOR + Mainstream Rock | 1.2% |
| Mexican Regional | 0.5% |

| Hispanic | |
|------------------------------|-------|
| Mexican Regional | 97.4% |
| Spanish Contemp. + Span. HAC | 94.6% |
| Rhythmic CHR | 34.1% |
| Pop CHR | 27.5% |
| Hot AC | 21.6% |
| Religious | 21.5% |
| Alternative | 20.9% |
| Contemporary Christian | 19.4% |
| Adult Hits + '80s Hits | 18.8% |
| Adult Contemporary + Soft AC | 18.3% |
| Classic Hits | 18.1% |
| Urban Contemporary | 15.4% |
| Active Rock | 14.8% |
| AOR + Mainstream Rock | 13.5% |
| Classic Rock | 12.1% |
| Classical | 10.6% |
| All Sports | 10.5% |
| Oldies | 10.1% |
| Country + New Country | 10.1% |
| Classic Country | 9.6% |
| All News | 8.4% |
| News/Talk/Information + T/P | 7.0% |
| Urban AC | 5.3% |

| Other | |
|------------------------------|-------|
| Classic Country | 88.6% |
| News/Talk/Information + T/P | 87.3% |
| Country + New Country | 87.1% |
| AOR + Mainstream Rock | 85.4% |
| Classic Rock | 85.1% |
| Oldies | 84.7% |
| Classical | 84.6% |
| Active Rock | 83.1% |
| Adult Hits + '80s Hits | 78.1% |
| Classic Hits | 77.2% |
| All News | 77.0% |
| Alternative | 76.2% |
| All Sports | 75.9% |
| Adult Contemporary + Soft AC | 71.7% |
| Hot AC | 71.2% |
| Contemporary Christian | 68.0% |
| Pop CHR | 63.4% |
| Religious | 58.5% |
| Rhythmic CHR | 28.8% |
| Urban Contemporary | 17.1% |
| Urban AC | 9.5% |
| Spanish Contemp. + Span. HAC | 3.9% |
| Mexican Regional | 2.2% |

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

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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AN UNCOMMON SENSE
OF THE CONSUMER™

