



nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

# STATE OF THE MEDIA: AUDIO TODAY 2014

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. To this day, almost 92% of consumers age 12 or older listen to the radio each week. That accounts for more than 242 million Americans! 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 2014* 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 2013 Diary and April-May-June 2013 PPM® survey periods.

Keep up with Nielsen on our Facebook® and Twitter® accounts linked below.



facebook.com/NielsenCompany



@Nielsen

## Terms of Use

Nielsen Audio Today and all ratings, data, and other content contained in this report are protected under United States copyright and trademark laws, international conventions, and other applicable laws. You may not quote, reference, link to, frame, copy, modify, distribute, publicly display, broadcast, transmit, or make any commercial use of any portion of this report, including any ratings, data, or other content.

**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.**

# CONTENTS

<b>About Audio Today</b>	<b>4</b>
Glossary	5
National Radio Format Shares and Station Counts	7

<b>Primary Formats</b>	<b>9</b>
Country + New Country	9
News/Talk/Information + Talk/Personality	11
Pop Contemporary Hit Radio (Pop CHR)	13
Adult Contemporary + Soft Adult Contemporary	15
Classic Hits	17
Classic Rock	19
Hot Adult Contemporary (Hot AC)	21
Urban Adult Contemporary (Urban AC)	23
Rhythmic Contemporary Hit Radio (Rhythmic CHR)	25
Contemporary Christian	27
All Sports	29
Urban Contemporary	31
Mexican Regional	33
Adult Hits + 80s Hits	35

<b>Additional Noteworthy Formats</b>	<b>37</b>
Active Rock	38
Alternative	39
Album Oriented Rock (AOR) + Mainstream Rock	40
All News	41
Spanish Contemporary + Spanish Hot AC	42
Oldies	43
Religious	44
Album Adult Alternative (AAA)	45
Classic Country	46

<b>National Radio Listening Trends</b>	<b>47</b>
Radio Reaches All Ages	48
Hour-by-Hour Listening	50
Radio's Reach by Daypart	51
Listening Location	52
Where Men & Women Listen	53
Leading Radio Formats Ranked by Demographic	54
Formats Ranked by Weekly Cume, Format Preferences by Gender	56
Format Leaders by Location	57
Leading Radio Formats Ranked by Audience Share by Daypart	58
Leading Radio Formats Ranked by Ethnic Composition	60
About Nielsen	61

# ABOUT AUDIO TODAY

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

- Although this study is dated 2014 it is based on data from the Spring 2013 National Regional Database and December 2013 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.

## Audio Today 2014 is published by The Nielsen Company.

Flavie Lemarchand-Wood, Vice President, Global Communications  
Jon Miller, Director, Global Marketing & Communications  
Bill Rose, Senior Vice President, Marketing Management  
Tony Hereau, Media Insights Manager  
Kevin Lee, Communications Analyst  
Sal Tuzzeo, Communications Analyst  
Amy Law, Graphic Designer

Please direct any questions or inquiries to Bill Rose ([bill.rose@nielsen.com](mailto:bill.rose@nielsen.com)).  
Press inquiries to Jon Miller ([jon.miller@nielsen.com](mailto:jon.miller@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 Nielsen Audio 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:

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

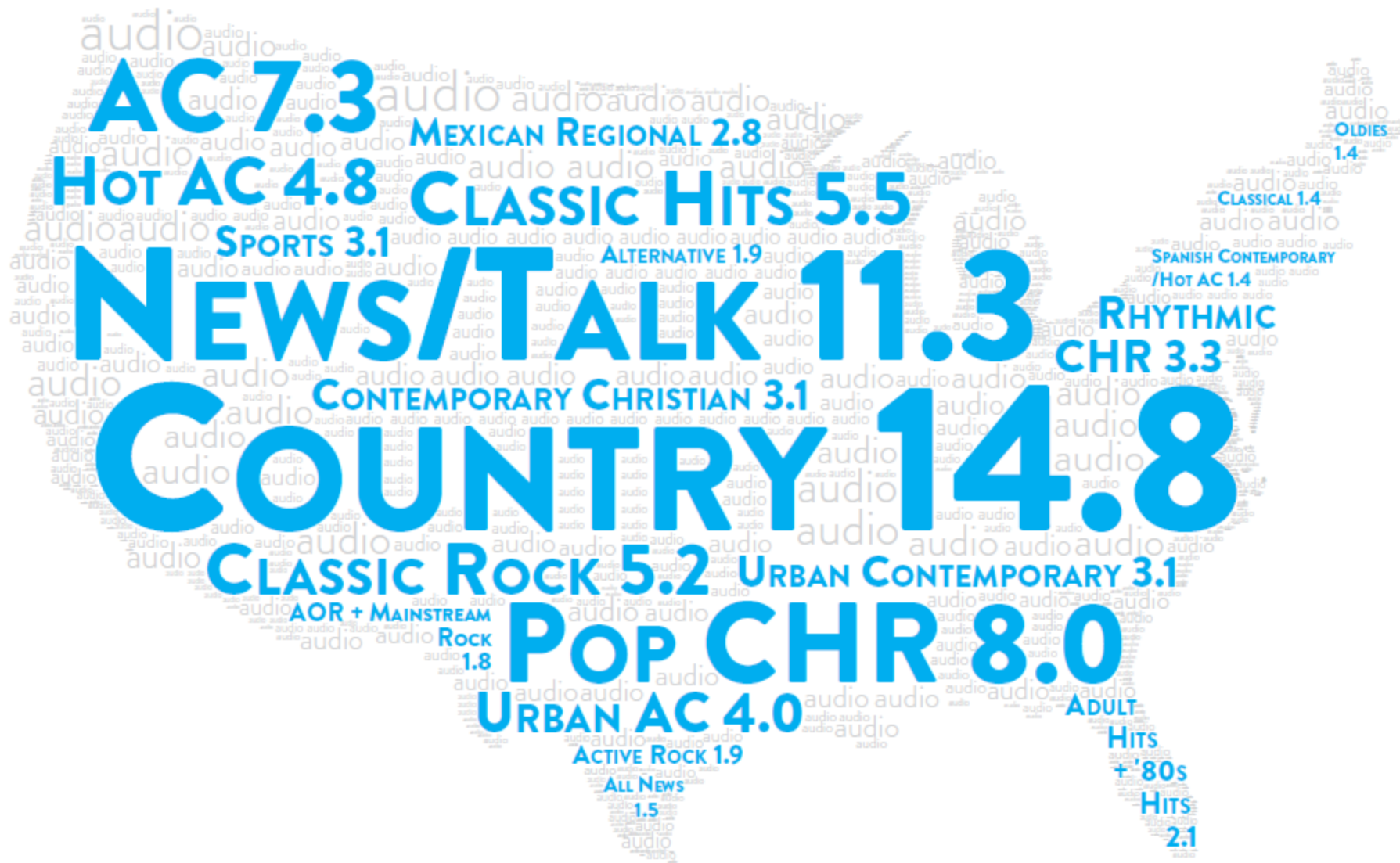
## Time Spent Listening (TSL)

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 2013



# NATIONAL RADIO FORMAT SHARES AND STATION COUNTS

Spring 2013

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	14.84	3093	1482	303	1785	157	1	37	2	3	964	131	10	2	1
News/Talk/Info + Talk/Personality	11.36	4155	659	1335	1994	250	101	127	62	8	558	909	90	43	7
Pop Contemporary Hit Radio	8.10	1112	495	6	501	128	0	33	5	1	416	5	17	4	1
Adult Contemporary + Soft AC	8.09	1463	693	112	805	110	0	21	0	1	464	53	8	0	1
Classic Hits	5.51	1074	475	128	603	59	1	20	1	0	311	70	9	0	0
Classic Rock	5.17	1018	518	15	533	83	0	40	2	0	344	4	11	1	0
Hot Adult Contemporary	4.80	901	482	9	491	83	0	7	2	0	312	3	2	1	0
Urban Adult Contemporary	4.04	355	134	35	169	43	2	11	3	0	103	16	6	2	0
Rhythmic Contemporary Hit Radio	3.27	393	149	1	150	47	0	39	1	1	132	1	20	1	1
Contemporary Christian	3.15	1872	946	32	978	24	0	40	14	0	761	14	28	13	0
All Sports	3.14	1517	171	613	784	34	48	54	33	5	132	375	29	19	2
Urban Contemporary	3.06	308	130	16	146	32	0	17	1	0	92	10	9	1	0
Mexican Regional	2.79	591	215	136	351	27	2	6	0	0	137	64	4	0	0
Adult Hits + '80s Hits	2.13	388	174	17	191	32	1	20	6	0	120	8	7	3	0
Active Rock	1.93	373	172	2	174	32	0	15	1	0	141	2	6	1	0
Alternative	1.90	663	279	7	286	39	2	62	10	0	216	6	35	7	0
AOR + Mainstream Rock	1.84	380	184	3	187	26	0	15	3	0	137	3	6	3	0
All News	1.48	88	12	20	32	6	7	6	2	0	11	18	5	1	0
Spanish Cont. + Spanish Hot AC	1.43	242	74	39	113	19	2	13	5	0	56	24	5	5	0
Oldies	1.38	792	229	272	501	10	4	34	6	0	97	121	16	3	0
Classical	1.37	857	257	3	260	135	0	111	11	0	233	2	95	10	0
Religious	1.26	1853	875	391	1266	9	16	10	4	1	336	202	7	2	0
Album Adult Alternative	1.045	545	190	5	195	46	0	63	14	0	169	4	43	10	0
Classic Country	0.966	509	123	200	323	3	3	31	3	0	51	86	8	1	0
Spanish Adult Hits	0.93	117	37	14	51	15	2	3	1	0	32	10	2	1	0
Variety	0.92	1669	768	115	883	118	4	25	11	1	529	63	20	8	1
Gospel	0.70	452	81	212	293	5	7	11	0	0	32	98	6	0	0
Contemporary Inspirational	0.63	236	107	20	127	8	2	5	2	1	75	10	4	2	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 2013. 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 2013 (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	0.49	78	19	23	42	3	2	1	0	0	18	11	1	0	0
Rhythmic AC	0.46	59	21	1	22	10	0	5	0	0	19	0	3	0	0
Adult Standards/MOR	0.45	272	35	158	193	0	5	4	1	0	11	56	2	0	0
Christian Adult Contemporary	0.41	123	63	1	64	5	0	1	1	0	51	0	0	1	0
Modern Adult Contemporary	0.36	42	21	1	22	4	0	2	0	0	13	0	1	0	0
Jazz	0.29	193	66	2	68	23	0	24	7	0	53	1	10	7	0
Rhythmic Oldies	0.26	29	11	4	15	1	0	2	0	0	9	2	0	0	0
Educational	0.24	217	105	5	110	18	1	7	1	0	68	4	7	1	0
Spanish News/Talk	0.23	124	5	59	64	0	4	5	2	0	4	39	4	0	0
Southern Gospel	0.22	274	105	84	189	1	0	1	0	0	49	33	1	0	0
Spanish Variety	0.22	197	49	77	126	8	0	1	3	0	25	33	0	1	0
Smooth AC	0.21	14	3	1	4	2	0	3	0	0	3	1	1	0	0
Urban Oldies	0.16	51	12	13	25	3	0	5	1	0	7	9	1	0	0
Spanish Religious	0.13	217	60	75	135	3	0	2	2	0	35	37	1	2	0
Tejano	0.13	43	16	10	26	0	1	3	0	0	8	5	0	0	0
World Ethnic	0.10	179	20	85	105	3	2	4	0	0	13	49	3	0	0
Easy Listening	0.09	51	24	8	32	3	0	0	0	0	14	2	0	0	0
Comedy	0.06	49	2	18	20	0	3	3	2	0	1	13	3	1	0
Spanish Sports	0.05	61	2	32	34	0	2	2	2	1	0	16	1	1	0
NAC/Smooth Jazz	0.04	89	18	3	21	0	1	32	2	0	15	3	15	0	0
Spanish Oldies	0.04	165	58	23	81	2	0	22	15	0	29	6	6	3	0
Other	0.04	26	2	18	20	0	0	0	0	0	1	5	0	0	0
Nostalgia	0.03	55	10	26	36	1	0	0	1	0	8	8	0	1	0
Spanish Contemporary Christian	0.03	74	15	24	39	0	0	2	2	0	12	16	1	2	0
Family Hits	0.01	30	1	4	5	0	1	18	0	0	1	3	2	0	0
Blues	0.01	67	2	23	25	1	18	0	0	0	2	21	0	0	0
Children's Radio	0.00	19	0	8	8	0	6	0	0	0	0	5	0	0	0
Latino Urban	0.00	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
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 2013. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

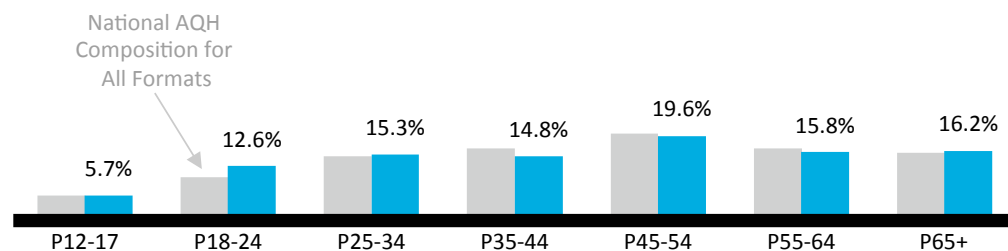


# COUNTRY + NEW COUNTRY

Cume 68+ million weekly listeners aged 12+; 1,891 radio stations

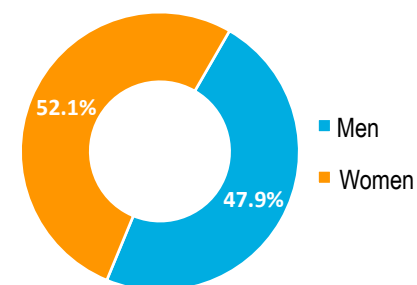
## Audience Composition

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



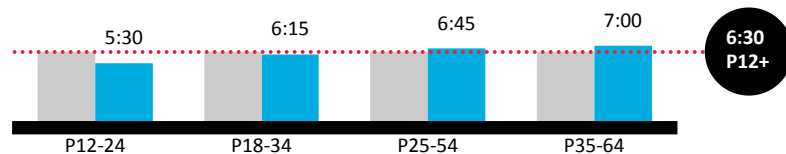
## Gender Ratio

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

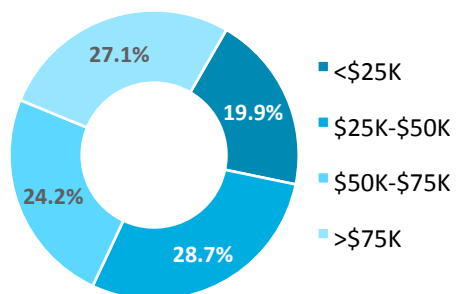
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
13.0%	13.1%	12.9%	13.4%	13.3%	14.1%	14.2%	14.8%

12+ AQH Share in PPM Markets	8.4%
12+ AQH Share in Diary Markets	16.1%
12+ AQH Share in non-Metro counties	25.8%

# COUNTRY + NEW COUNTRY

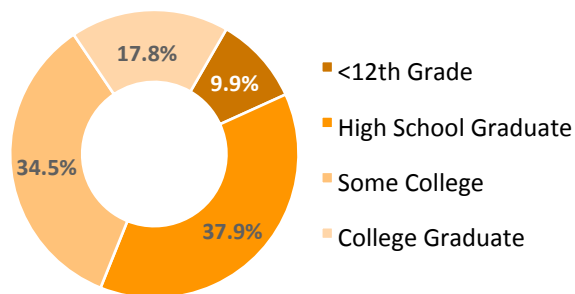
## Household Income

Persons 18+



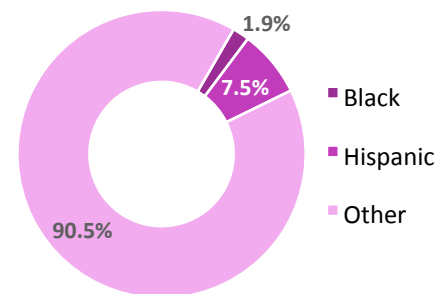
## Education

Persons 18+



## Ethnic Composition\*

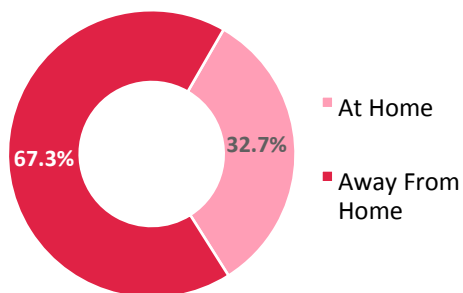
Persons 12+



\* Only in DST-Controlled Markets

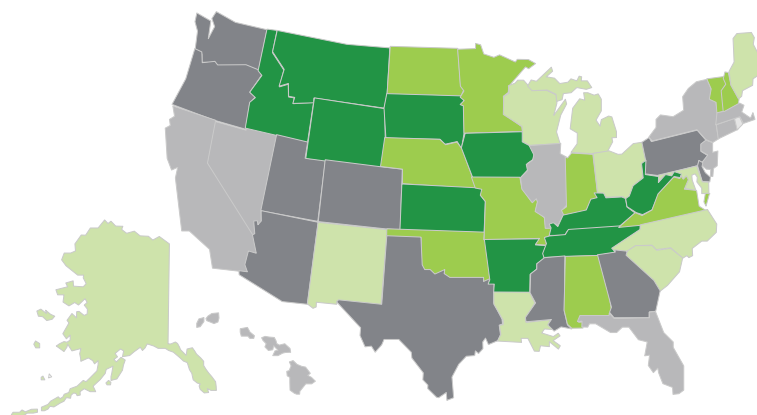
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

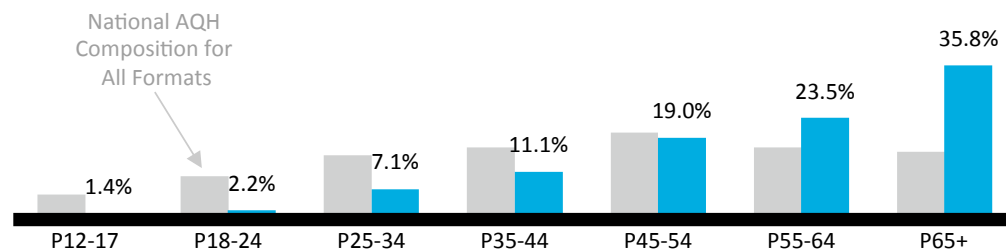
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# NEWS/TALK/INFORMATION + TALK/PERSONALITY

Cume 53+ million weekly listeners aged 12+; 2127 radio stations

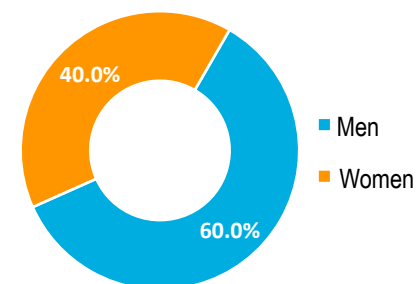
## Audience Composition

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



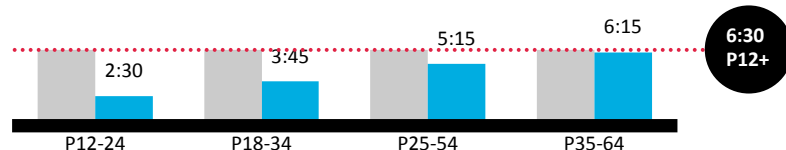
## Gender Ratio

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

SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
12.5%	12.5%	14.1%	12.9%	12.1%	12.1%	11.4%	11.4%

12+ AQH Share in PPM Markets	11.3%
12+ AQH Share in Diary Markets	11.8%
12+ AQH Share in non-Metro counties	11.0%

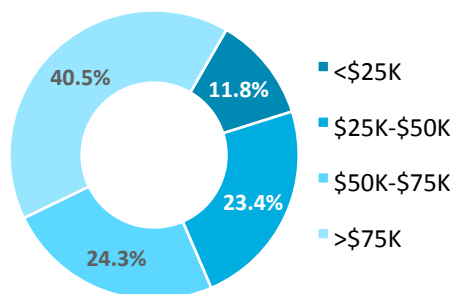
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2013.

# NEWS/TALK/INFORMATION + TALK/PERSONALITY

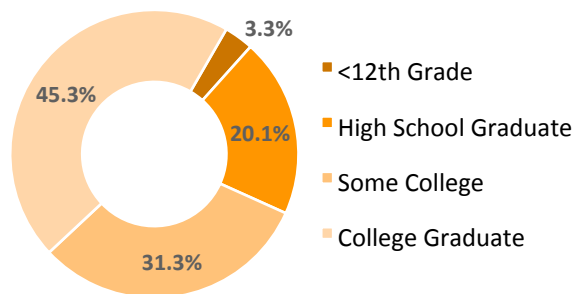
## Household Income

Persons 18+



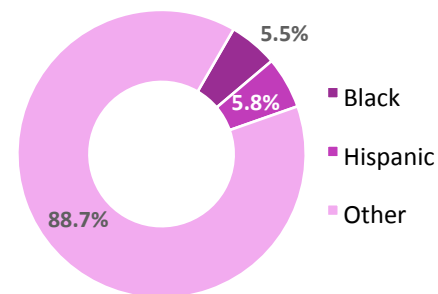
## Education

Persons 18+



## Ethnic Composition\*

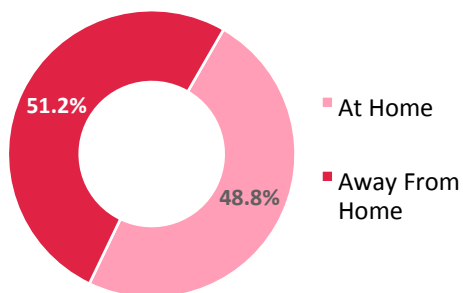
Persons 12+



\* Only in DST-Controlled Markets

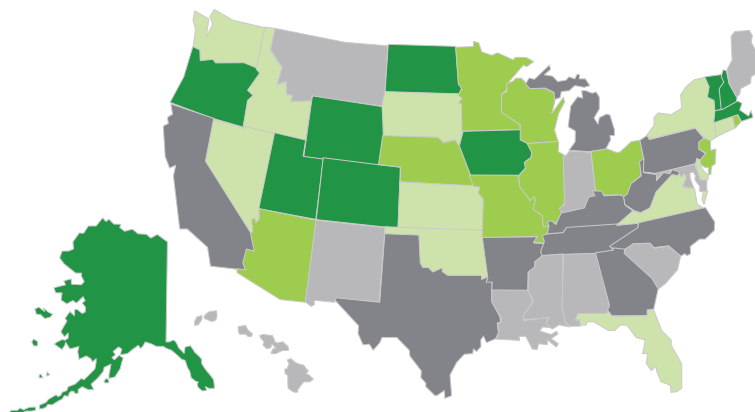
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

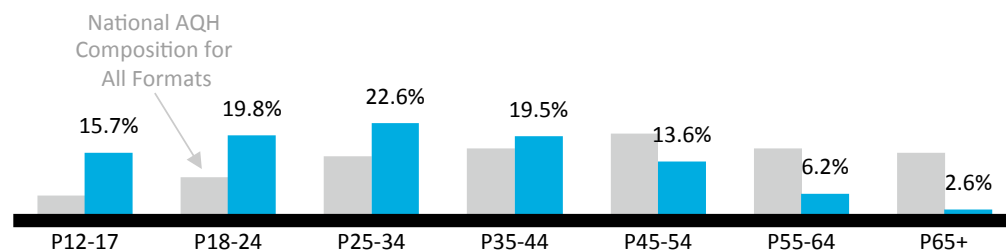
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# POP CONTEMPORARY HIT RADIO

Cume 71+ million weekly listeners aged 12+; 650 radio stations

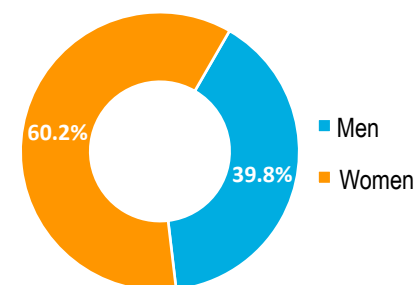
## Audience Composition

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



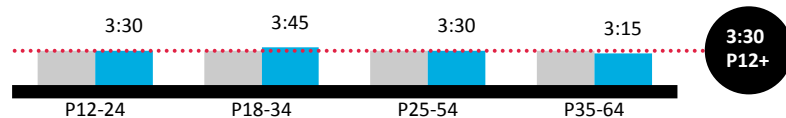
## Gender Ratio

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

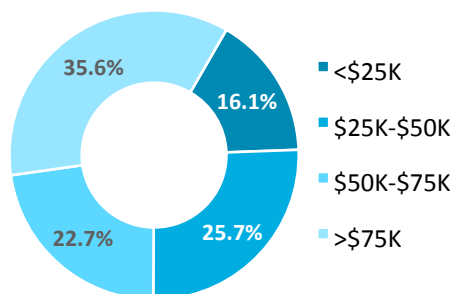
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
5.5%	5.6%	5.9%	6.7%	7.6%	7.6%	8.2%	8.1%

12+ AQH Share in PPM Markets	8.3%
12+ AQH Share in Diary Markets	9.0%
12+ AQH Share in non-Metro counties	6.5%

# POP CONTEMPORARY HIT RADIO

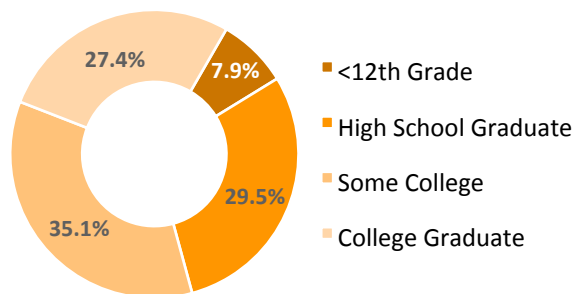
## Household Income

Persons 18+



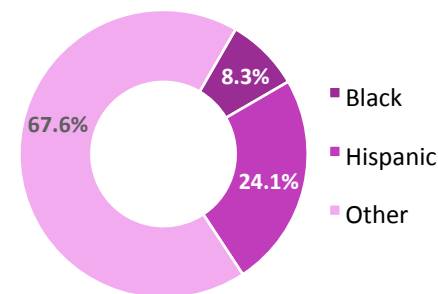
## Education

Persons 18+



## Ethnic Composition\*

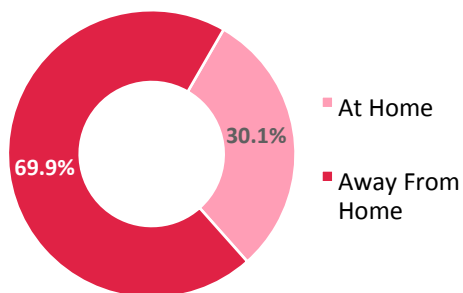
Persons 12+



\* Only in DST-Controlled Markets

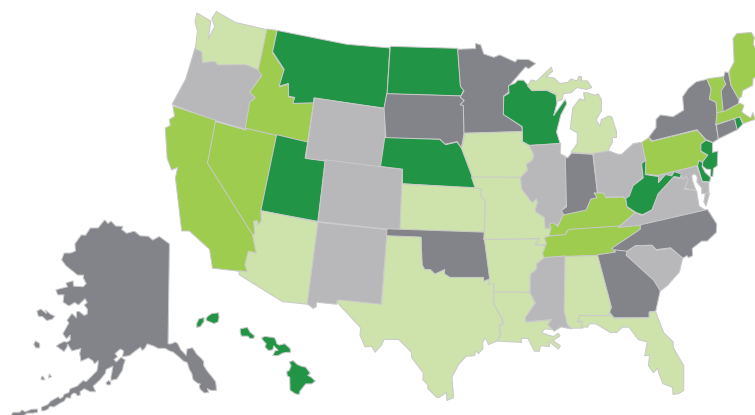
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

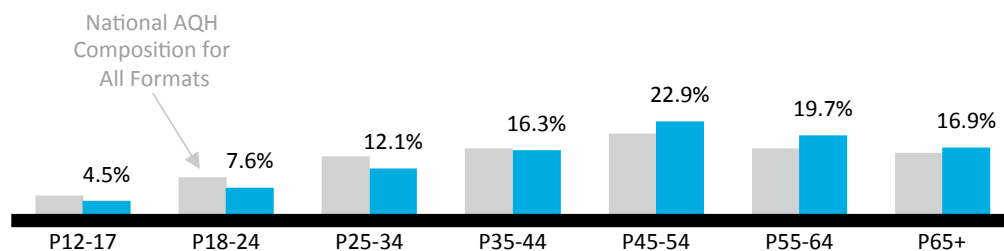
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

Cume 67+ million weekly listeners aged 12+; 910 radio stations

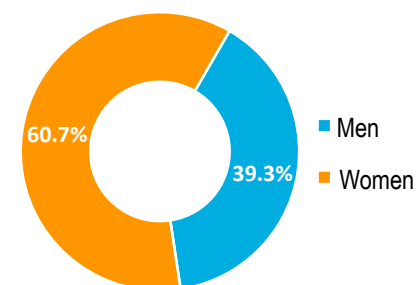
## Audience Composition

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



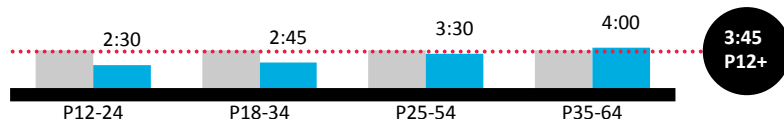
## Gender Ratio

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

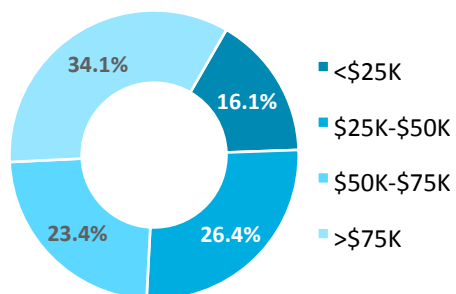
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
8.2%	8.1%	9.2%	9.4%	9.4%	8.8%	8.1%	8.1%

12+ AQH Share in PPM Markets	8.9%
12+ AQH Share in Diary Markets	7.5%
12+ AQH Share in non-Metro counties	7.4%

# ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

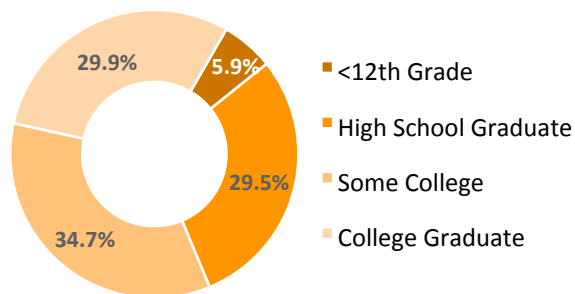
## Household Income

Persons 18+



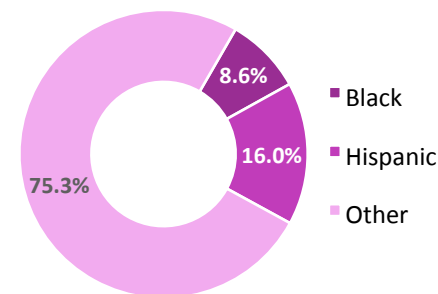
## Education

Persons 18+



## Ethnic Composition\*

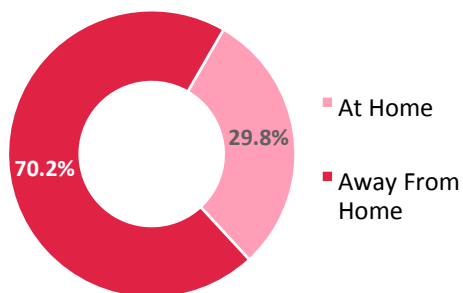
Persons 12+



\* Only in DST-Controlled Markets

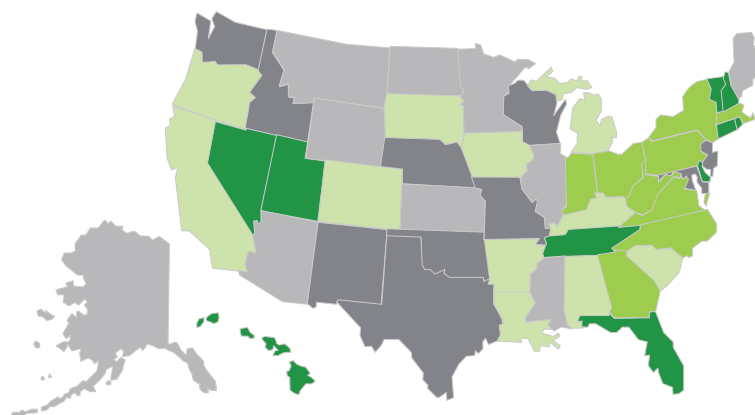
## Share of Listening by Location

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

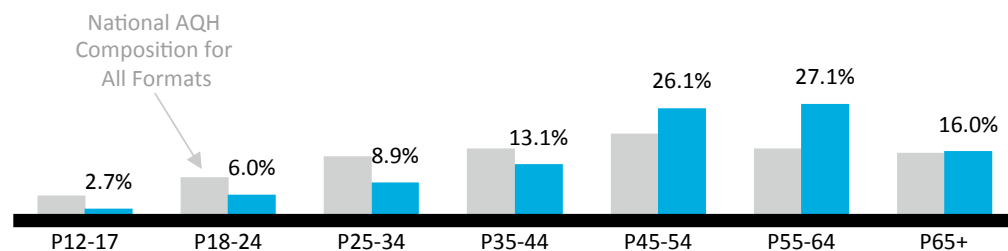


# CLASSIC HITS

Cume 43+ million weekly listeners aged 12+; 639 radio stations

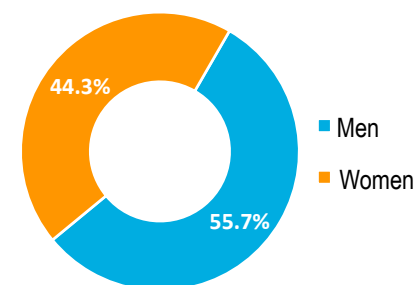
## Audience Composition

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



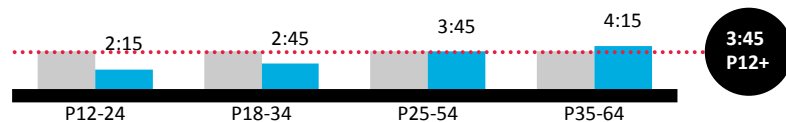
## Gender Ratio

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

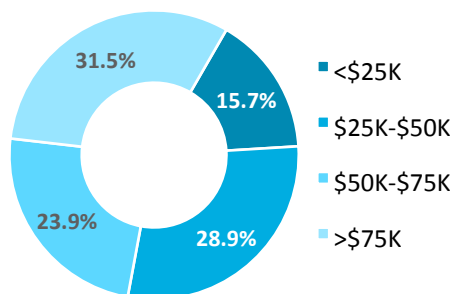
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
2.1%	2.8%	3.9%	4.8%	4.9%	5.1%	5.2%	5.5%

12+ AQH Share in PPM Markets	5.8%
12+ AQH Share in Diary Markets	5.3%
12+ AQH Share in non-Metro counties	5.2%

# CLASSIC HITS

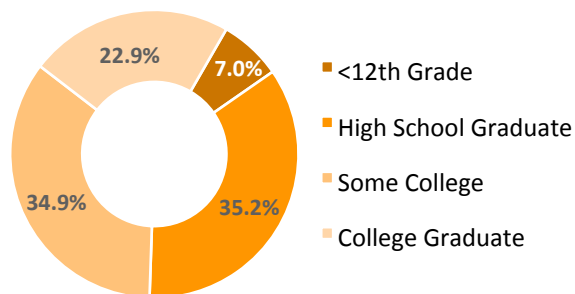
## Household Income

Persons 18+



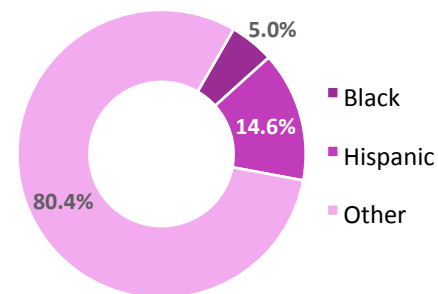
## Education

Persons 18+



## Ethnic Composition\*

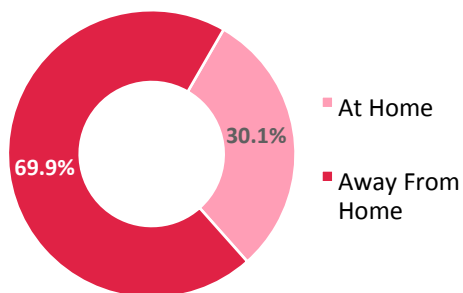
Persons 12+



\* Only in DST-Controlled Markets

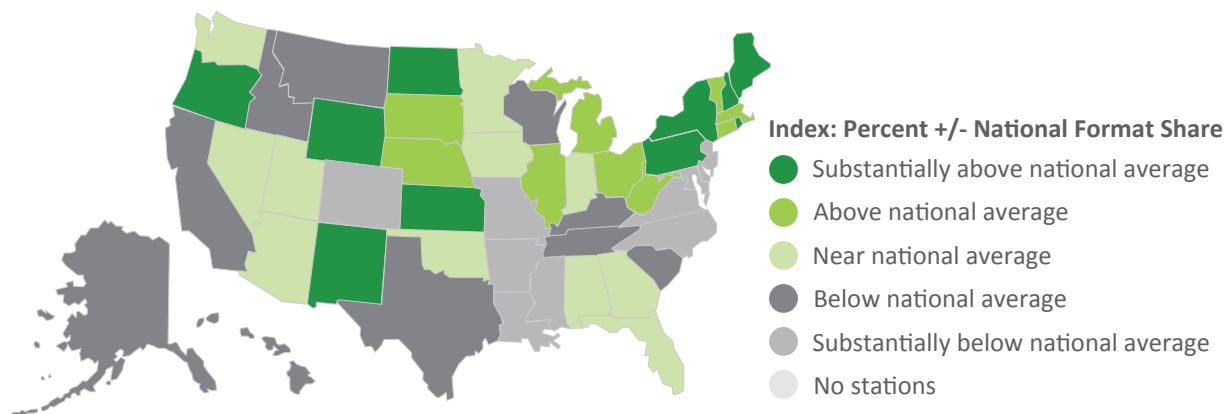
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share

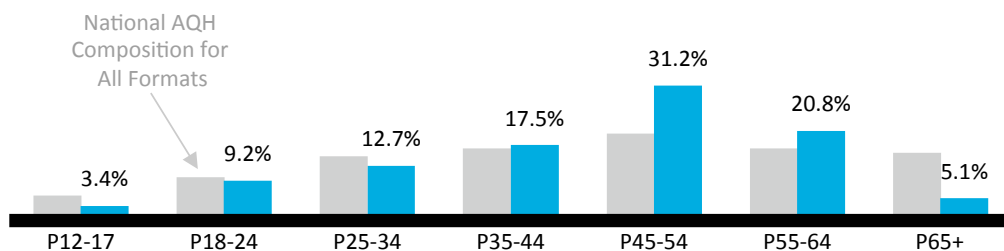


# CLASSIC ROCK

Cume 39+ million weekly listeners aged 12+; 628 radio stations

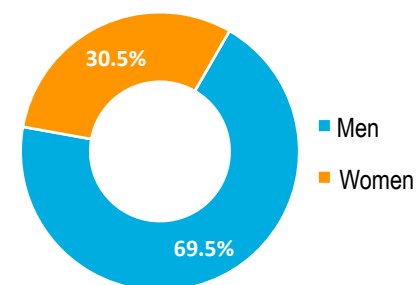
## Audience Composition

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



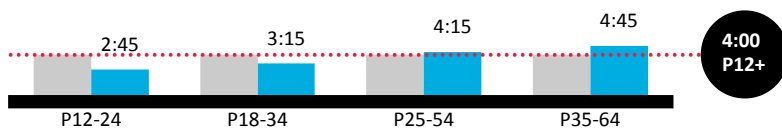
## Gender Ratio

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

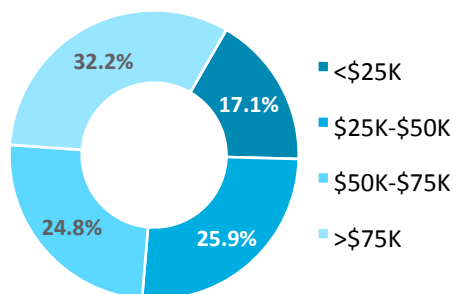
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
4.7%	4.5%	4.7%	5.0%	4.9%	5.0%	5.2%	5.2%

12+ AQH Share in PPM Markets	4.7%
12+ AQH Share in Diary Markets	5.3%
12+ AQH Share in non-Metro counties	5.9%

# CLASSIC ROCK

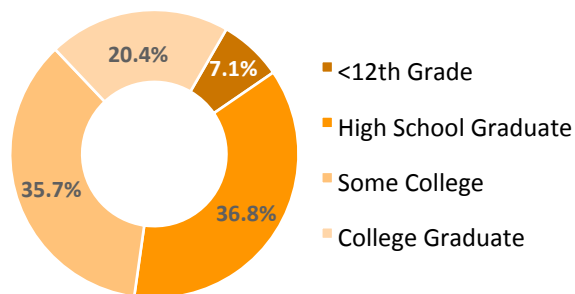
## Household Income

Persons 18+



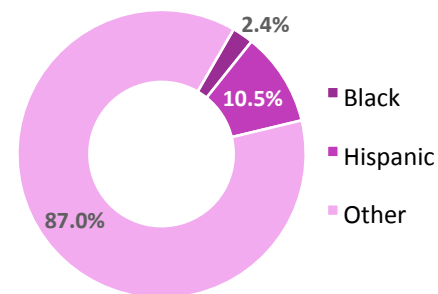
## Education

Persons 18+



## Ethnic Composition\*

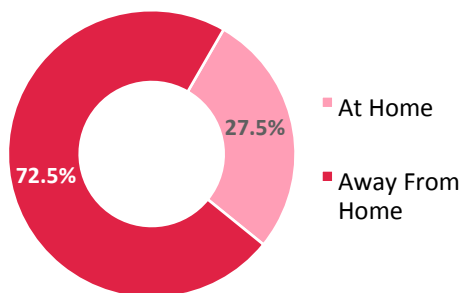
Persons 12+



\* Only in DST-Controlled Markets

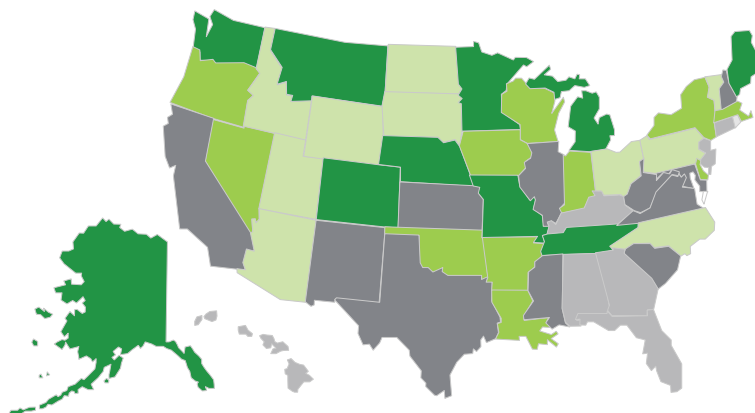
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

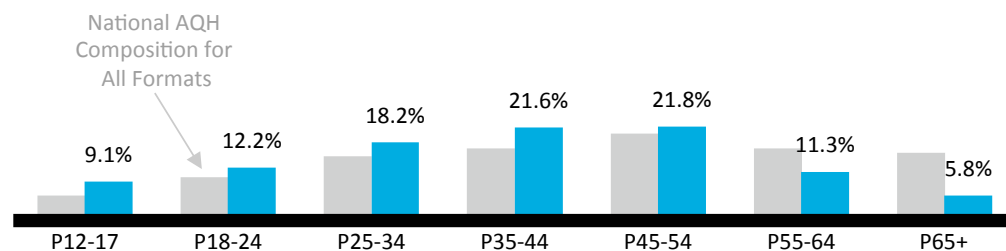
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# HOT ADULT CONTEMPORARY

Cume 50+ million weekly listeners aged 12+; 533 radio stations

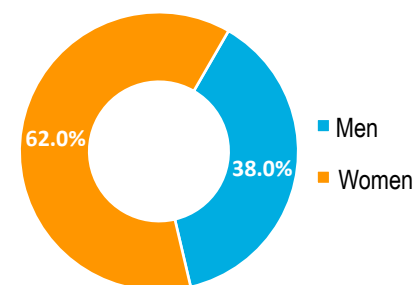
## Audience Composition

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



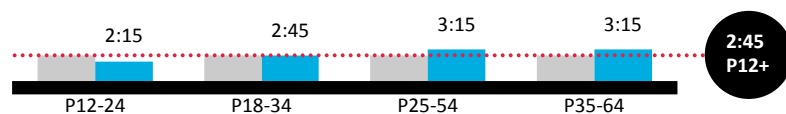
## Gender Ratio

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

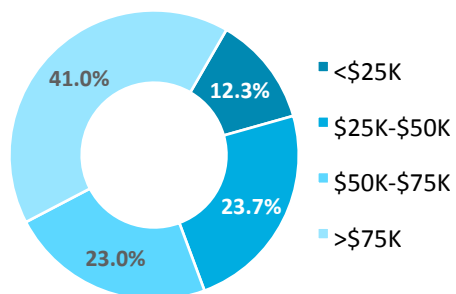
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
3.2%	3.2%	3.5%	4.0%	3.9%	4.4%	4.7%	4.8%

12+ AQH Share in PPM Markets	5.8%
12+ AQH Share in Diary Markets	3.6%
12+ AQH Share in non-Metro counties	4.7%

# HOT ADULT CONTEMPORARY

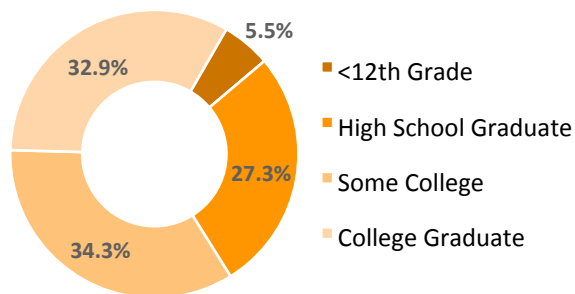
## Household Income

Persons 18+



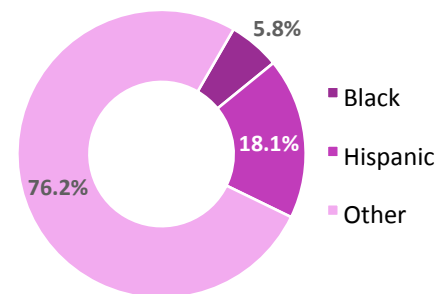
## Education

Persons 18+



## Ethnic Composition\*

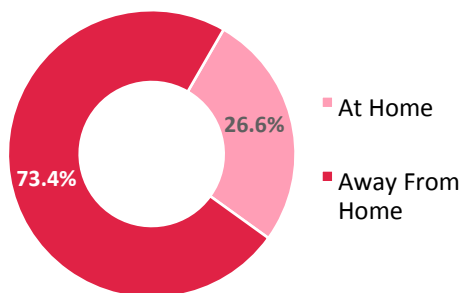
Persons 12+



\* Only in DST-Controlled Markets

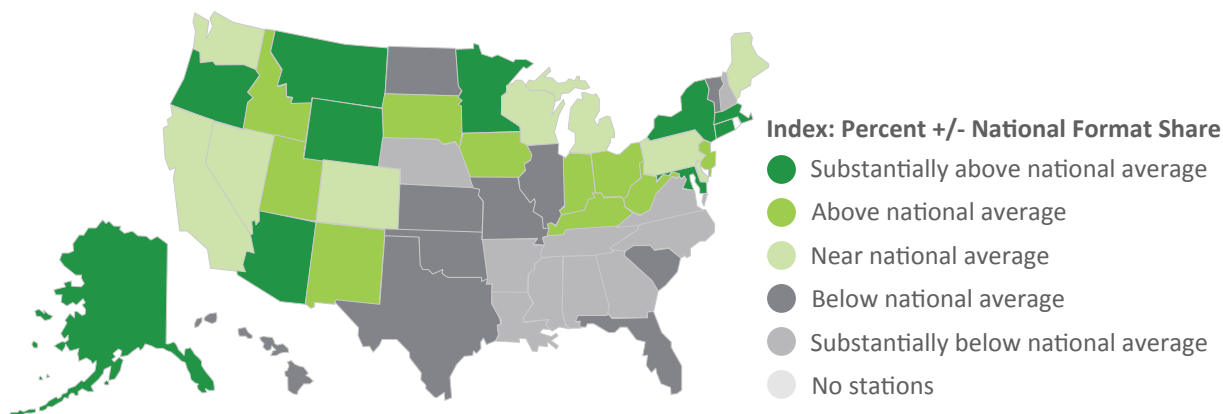
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share

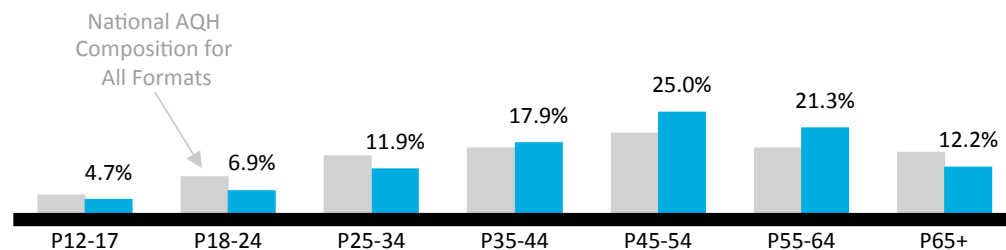


# URBAN ADULT CONTEMPORARY

Cume 20+ million weekly listeners aged 12+; 215 radio stations

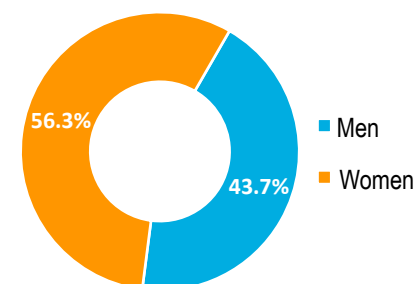
## Audience Composition

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



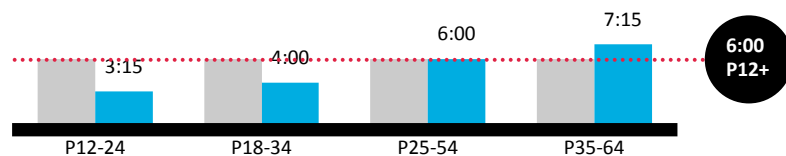
## Gender Ratio

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

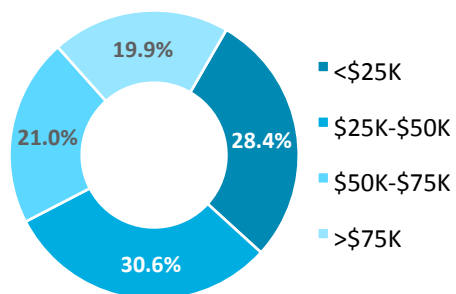
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
3.4%	3.7%	3.6%	4.0%	4.0%	3.9%	4.1%	4.0%

12+ AQH Share in PPM Markets	5.3%
12+ AQH Share in Diary Markets	3.6%
12+ AQH Share in non-Metro counties	2.3%

# URBAN ADULT CONTEMPORARY

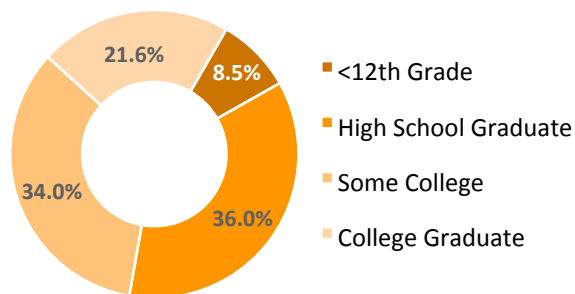
## Household Income

Persons 18+



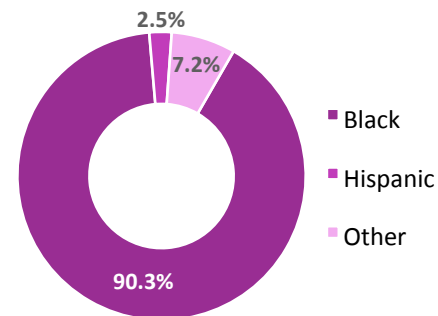
## Education

Persons 18+



## Ethnic Composition\*

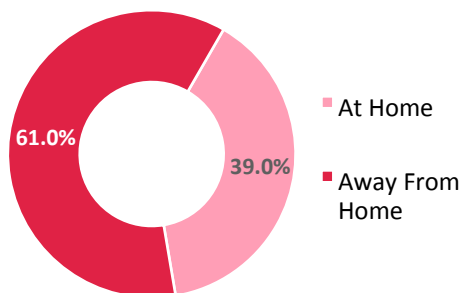
Persons 12+



\* Only in DST-Controlled Markets

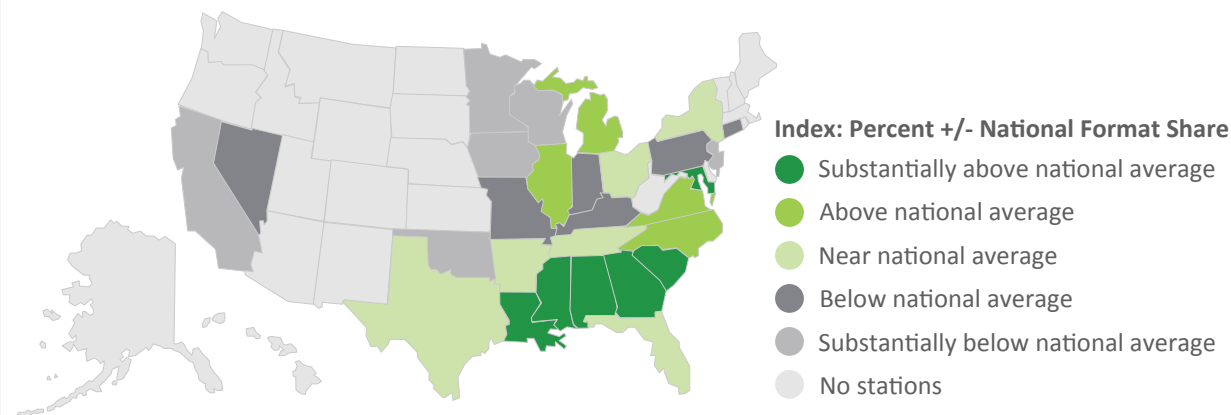
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Due to rounding, totals may not add to exactly 100.  
Source: TAPSCAN™ Web National Regional Database, Spring 2013.

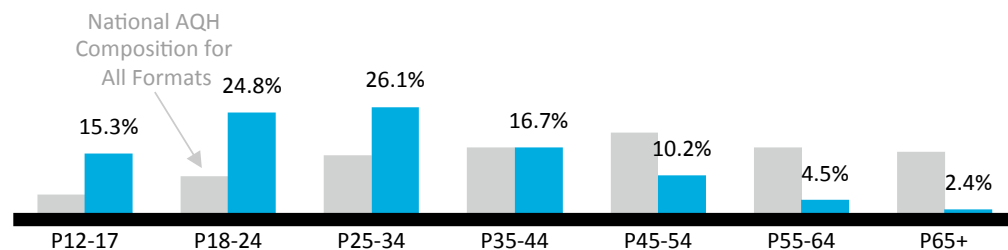


# RHYTHMIC CONTEMPORARY HIT RADIO

Cume 32+ million weekly listeners aged 12+; 216 radio stations

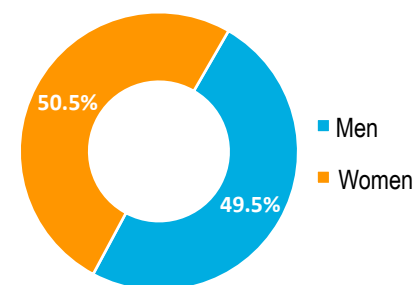
## Audience Composition

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



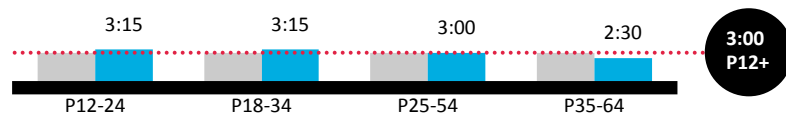
## Gender Ratio

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

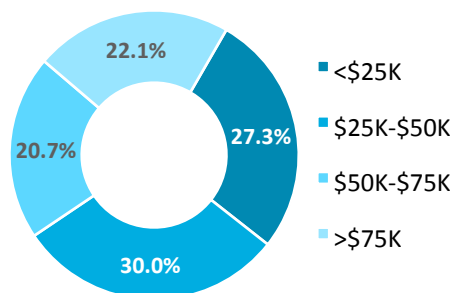
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
4.2%	4.0%	3.7%	3.6%	3.5%	3.4%	3.4%	3.3%

12+ AQH Share in PPM Markets	3.9%
12+ AQH Share in Diary Markets	3.7%
12+ AQH Share in non-Metro counties	1.4%

# RHYTHMIC CONTEMPORARY HIT RADIO

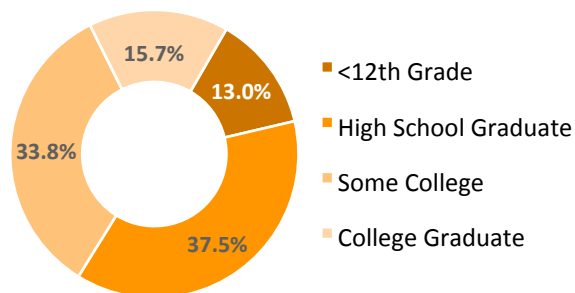
## Household Income

Persons 18+



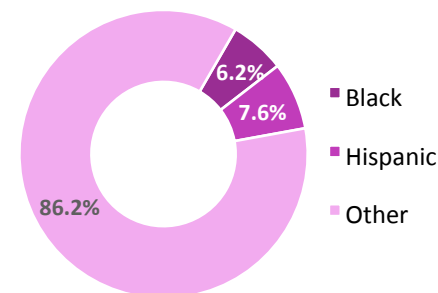
## Education

Persons 18+



## Ethnic Composition\*

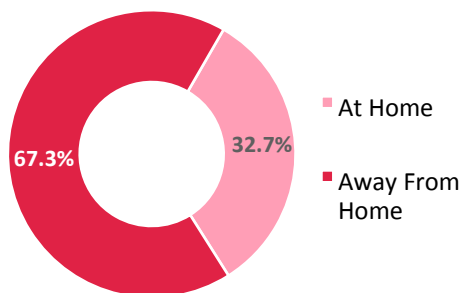
Persons 12+



\* Only in DST-Controlled Markets

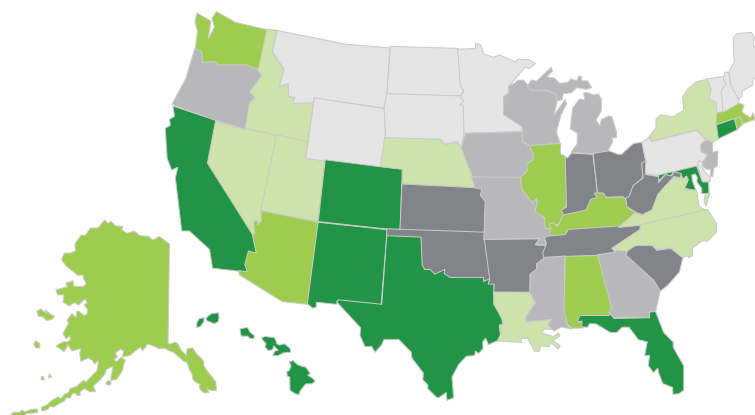
## Share of Listening by Location

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.

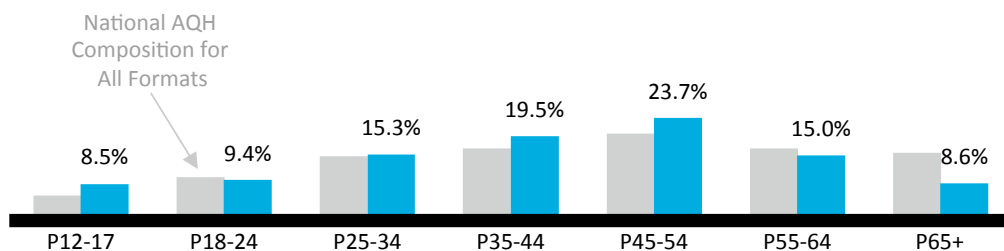
Source: TAPSCAN™ Web National Regional Database, Spring 2013.

# CONTEMPORARY CHRISTIAN

Cume 19+ million weekly listeners aged 12+; 904 radio stations

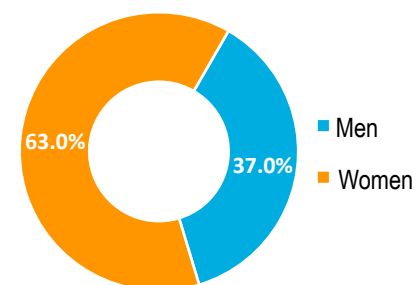
## Audience Composition

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



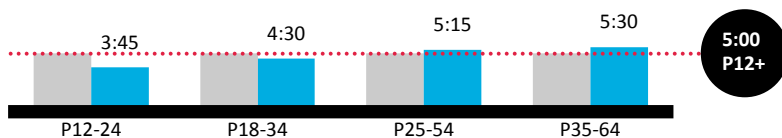
## Gender Ratio

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

SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
2.4%	2.2%	2.5%	2.7%	2.8%	2.7%	2.9%	3.2%

12+ AQH Share in PPM Markets	2.3%
12+ AQH Share in Diary Markets	3.9%
12+ AQH Share in non-Metro counties	3.7%

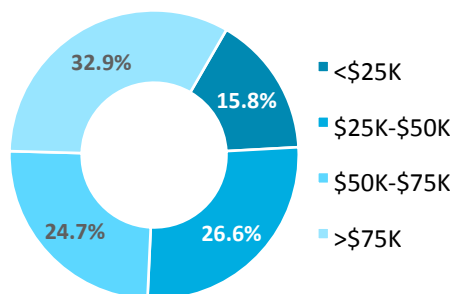
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2013.

# CONTEMPORARY CHRISTIAN

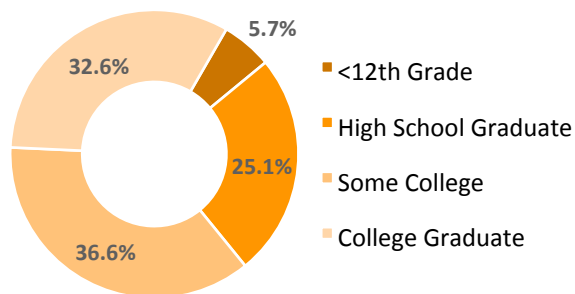
## Household Income

Persons 18+



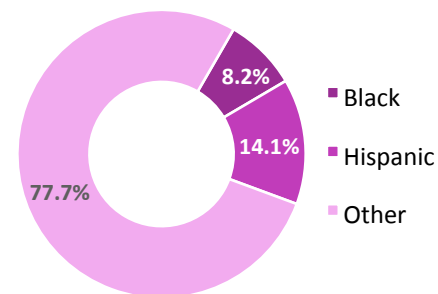
## Education

Persons 18+



## Ethnic Composition\*

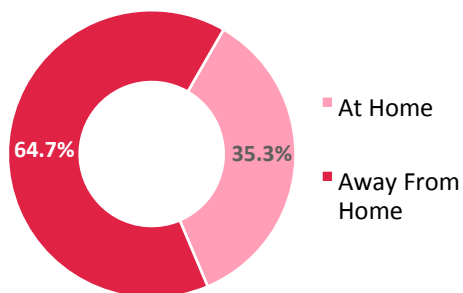
Persons 12+



\* Only in DST-Controlled Markets

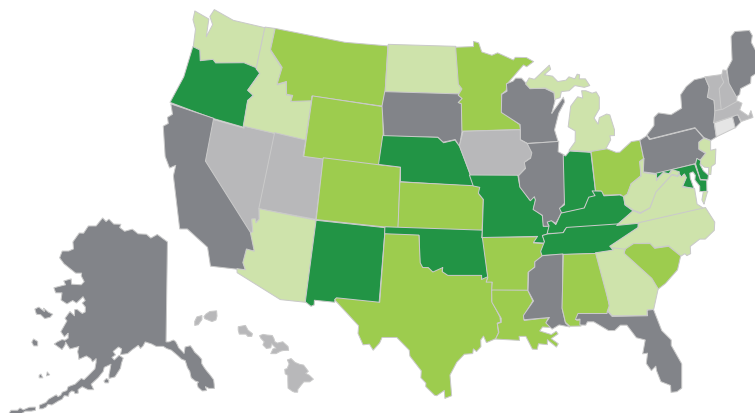
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

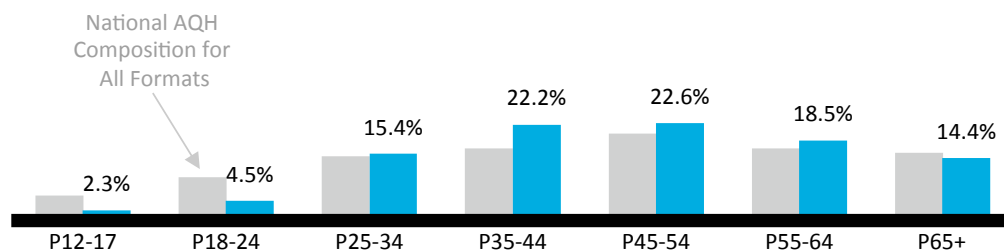
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# ALL SPORTS

Cume 23+ million weekly listeners aged 12+; 816 radio stations

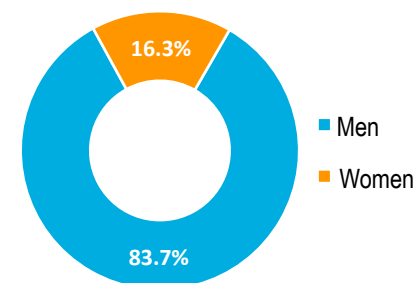
## Audience Composition

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



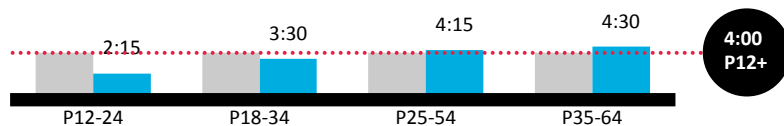
## Gender Ratio

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

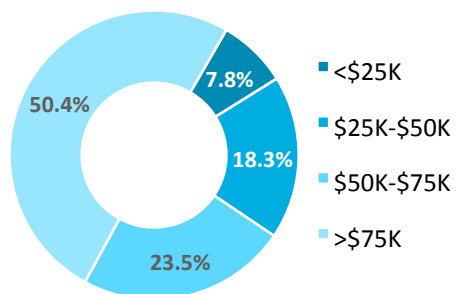
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
2.2%	2.3%	2.5%	3.2%	3.4%	3.6%	3.1%	3.1%

12+ AQH Share in PPM Markets	4.5%
12+ AQH Share in Diary Markets	2.4%
12+ AQH Share in non-Metro counties	1.7%

# ALL SPORTS

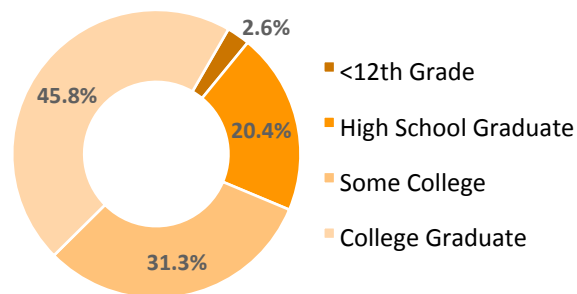
## Household Income

Persons 18+



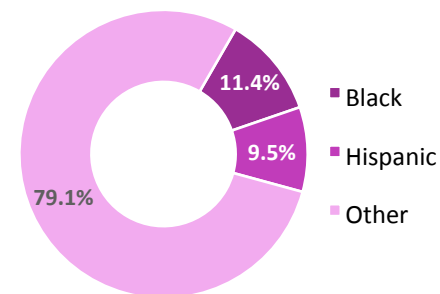
## Education

Persons 18+



## Ethnic Composition\*

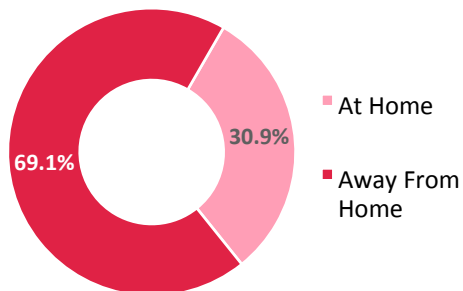
Persons 12+



\* Only in DST-Controlled Markets

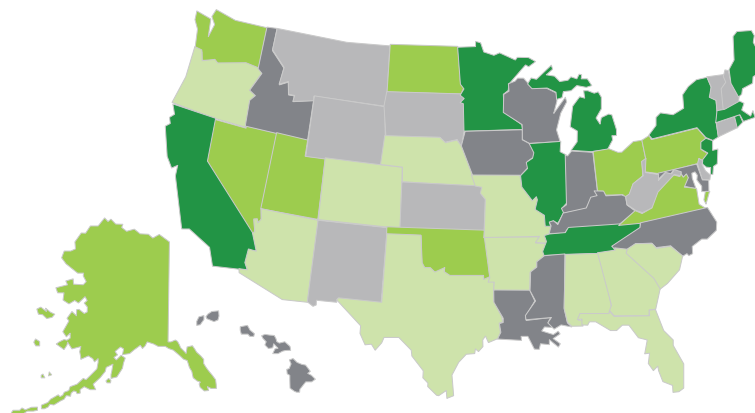
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

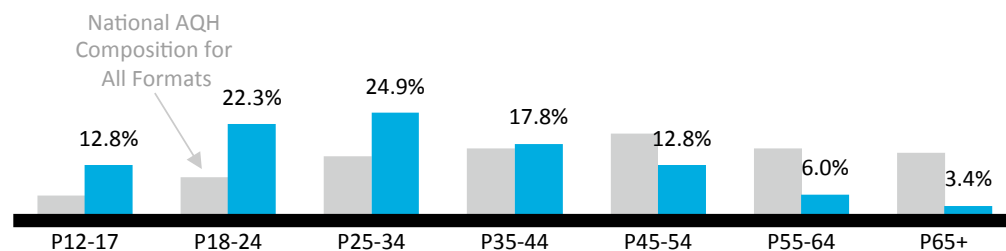
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# URBAN CONTEMPORARY

Cume 20+ million weekly listeners aged 12+; 194 radio stations

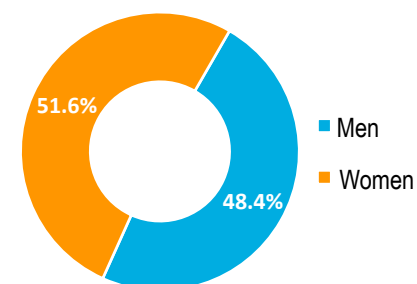
## Audience Composition

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



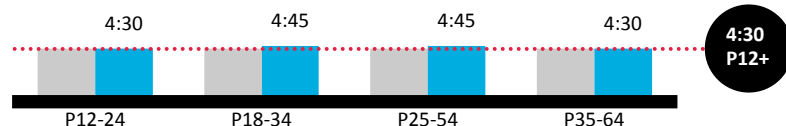
## Gender Ratio

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

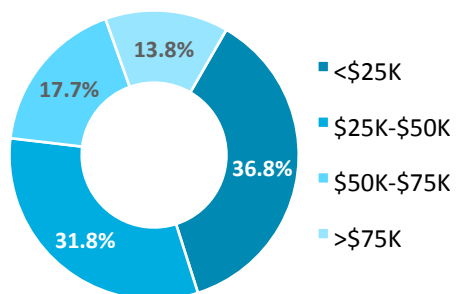
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
4.1%	3.7%	3.3%	3.2%	2.9%	2.9%	3.0%	3.1%

12+ AQH Share in PPM Markets	3.0%
12+ AQH Share in Diary Markets	3.6%
12+ AQH Share in non-Metro counties	2.5%

# URBAN CONTEMPORARY

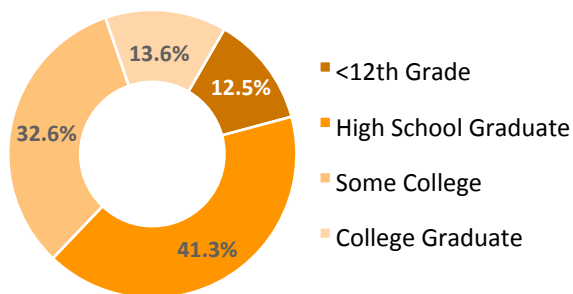
## Household Income

Persons 18+



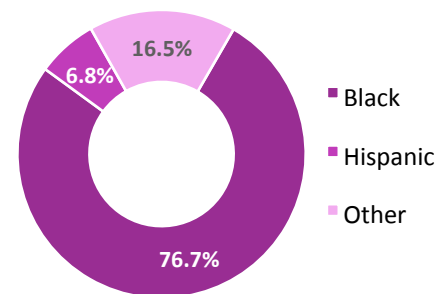
## Education

Persons 18+



## Ethnic Composition\*

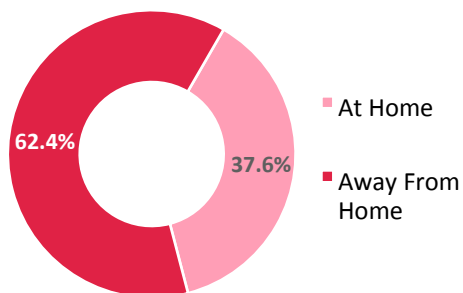
Persons 12+



\* Only in DST-Controlled Markets

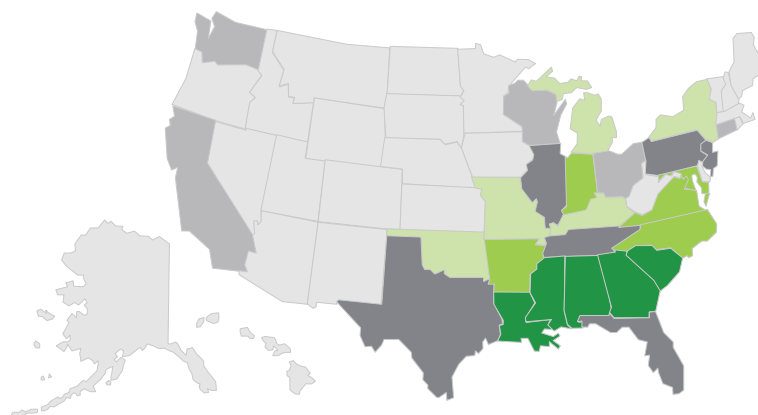
## Share of Listening by Location

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

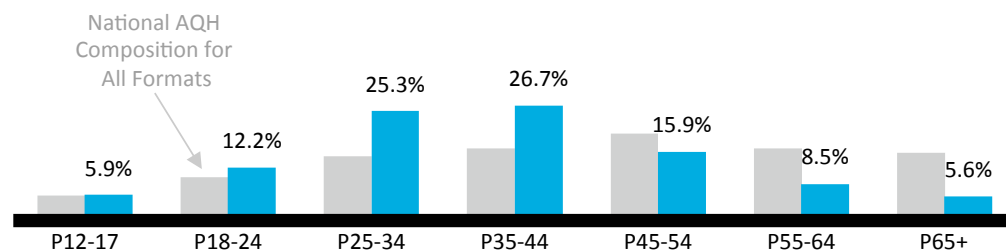


# MEXICAN REGIONAL

Cume 12+ million weekly listeners aged 12+; 330 radio stations

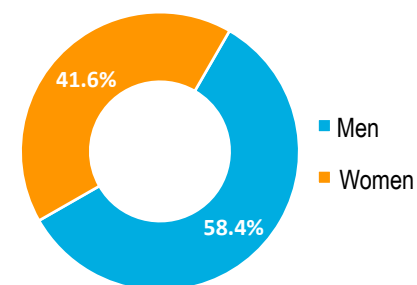
## Audience Composition

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



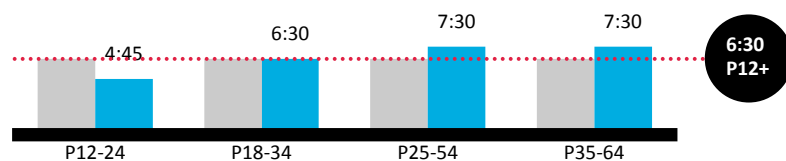
## Gender Ratio

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

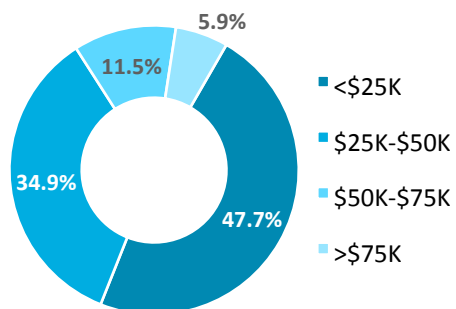
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
3.1%	3.4%	2.9%	2.7%	3.0%	3.0%	2.9%	2.8%

12+ AQH Share in PPM Markets	4.0%
12+ AQH Share in Diary Markets	2.4%
12+ AQH Share in non-Metro counties	1.0%

# MEXICAN REGIONAL

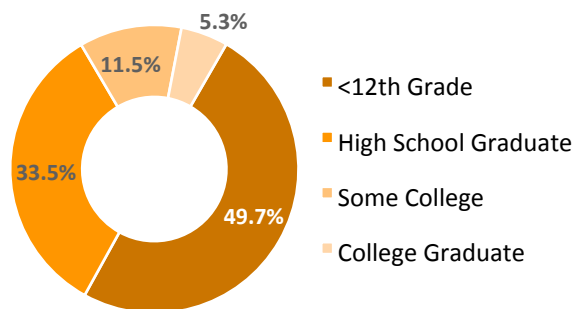
## Household Income

Persons 18+



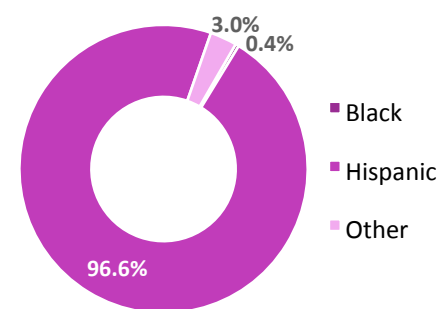
## Education

Persons 18+



## Ethnic Composition\*

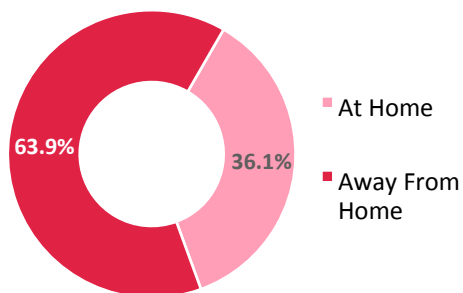
Persons 12+



\* Only in DST-Controlled Markets

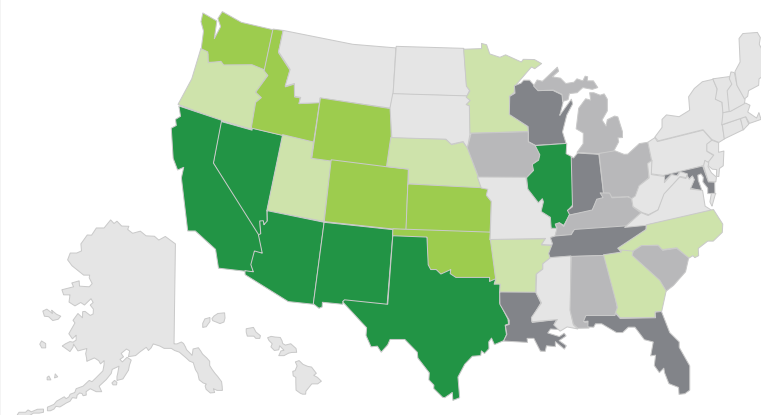
## Share of Listening by Location

Persons 12+



## Audience Share by State

Persons 12+, AQH Share



Index: Percent +/- National Format Share

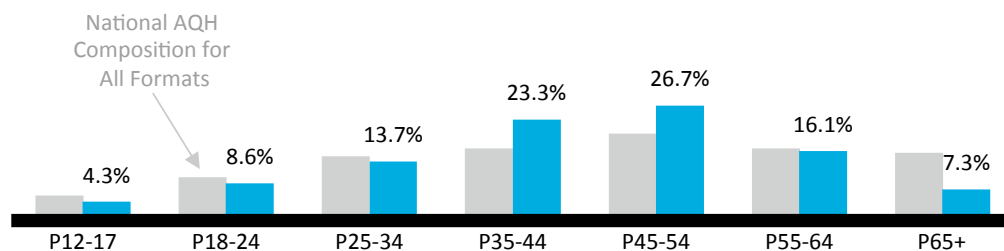
- Substantially above national average
- Above national average
- Near national average
- Below national average
- Substantially below national average
- No stations

# ADULT HITS + '80S HITS

Cume 24+ million weekly listeners aged 12+; 256 radio stations

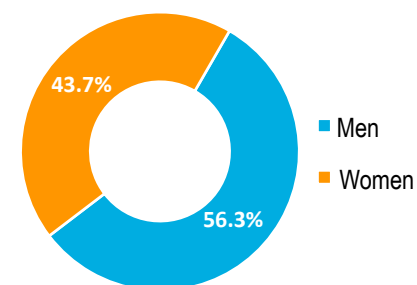
## Audience Composition

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



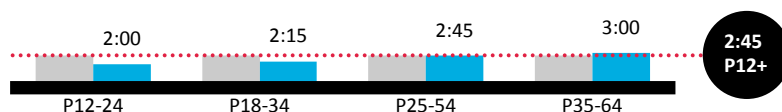
## Gender Ratio

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

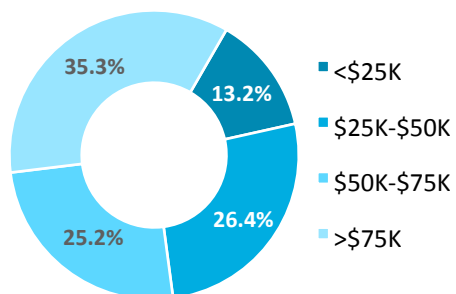
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
2.1%	2.1%	2.0%	2.2%	2.2%	2.2%	2.2%	2.1%

12+ AQH Share in PPM Markets	2.8%
12+ AQH Share in Diary Markets	1.6%
12+ AQH Share in non-Metro counties	1.5%

# ADULT HITS + '80S HITS

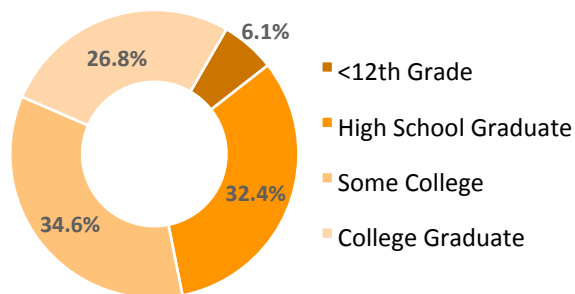
## Household Income

Persons 18+



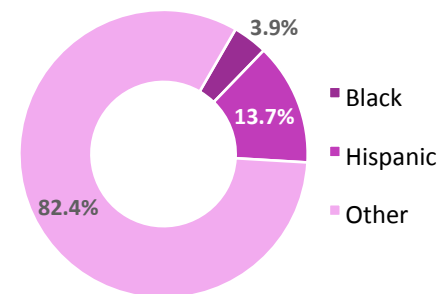
## Education

Persons 18+



## Ethnic Composition\*

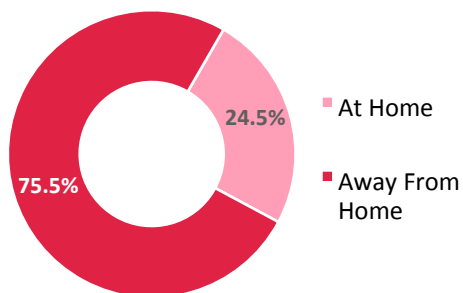
Persons 12+



\* Only in DST-Controlled Markets

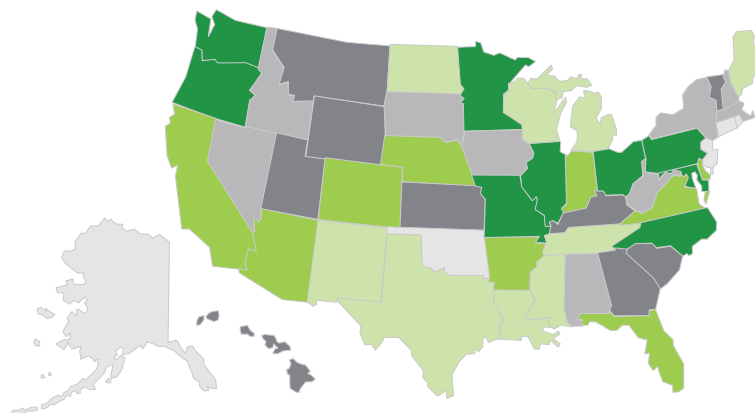
## Share of Listening by Location

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

# ADDITIONAL NOTEWORTHY FORMATS

The following pages provide an overview of these additional formats:

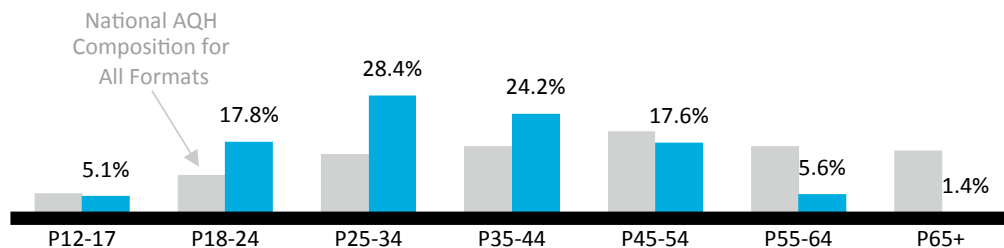
- Active Rock
- Alternative
- AOR + Mainstream Rock
- All News
- Spanish Contemporary + Spanish Hot AC
- Oldies
- Religious
- Album Adult Alternative (AAA)
- Classic Country

In Spring 2013, each of these formats earned between a rounded 1.0% and 1.9% share of radio listening nationally. While *Audio Today 2014* focuses on the primary radio formats, the significant legacy value or specific market impact of these six formats warranted their inclusion in this report.



# ACTIVE ROCK

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



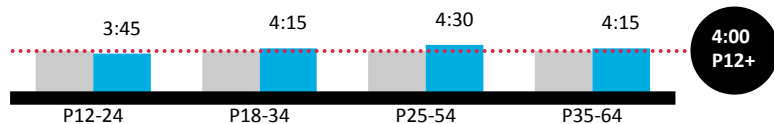
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

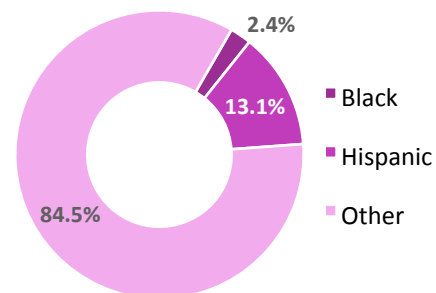
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
1.9%	1.9%	2.4%	2.4%	2.3%	2.1%	2.1%	1.9%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

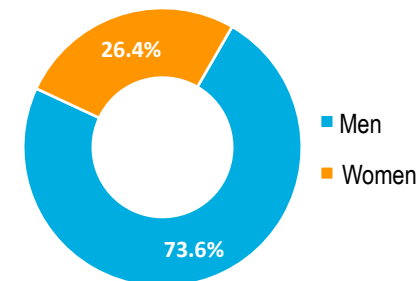


\* Only in DST-Controlled Markets

**Gender Ratio**

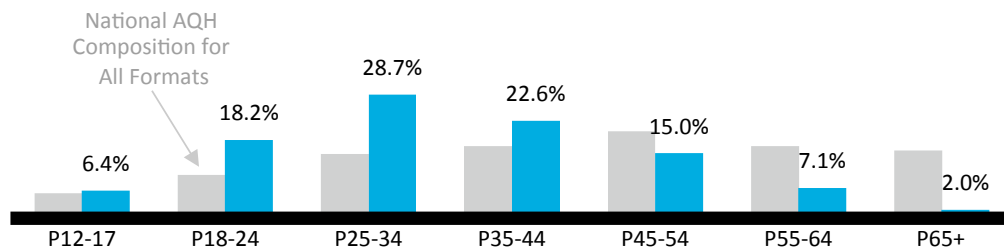
Persons 12+

M-SU 6AM-MID



# ALTERNATIVE

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



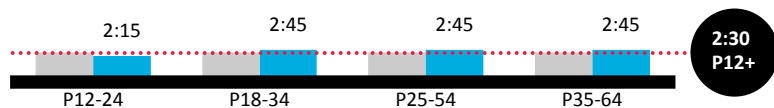
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

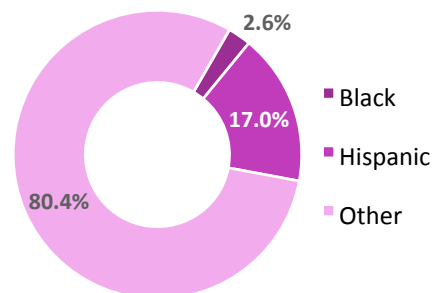
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
2.1%	2.1%	2.2%	2.1%	2.1%	1.8%	1.9%	1.9%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

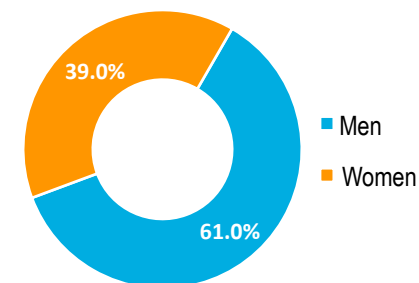


\* Only in DST-Controlled Markets

**Gender Ratio**

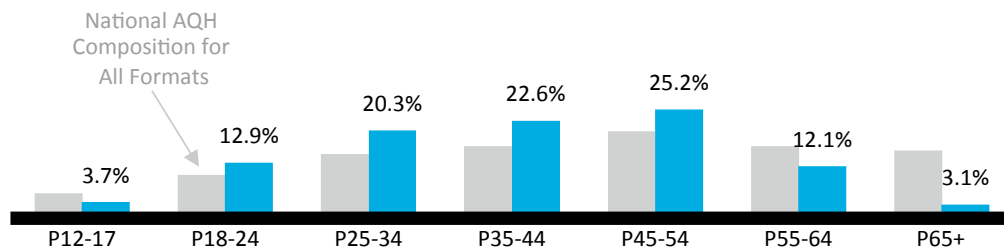
Persons 12+

M-SU 6AM-MID



# AOR + MAINSTREAM ROCK

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



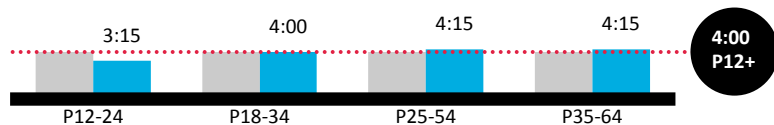
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

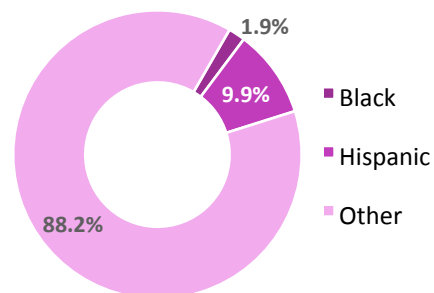
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
NA	NA	NA	NA	NA	1.9%	2.0%	1.8%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

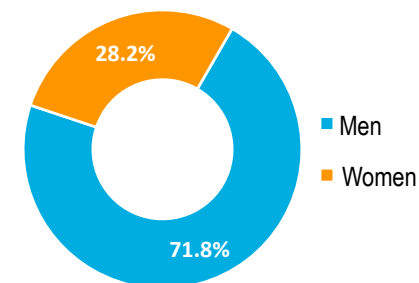


\* Only in DST-Controlled Markets

**Gender Ratio**

Persons 12+

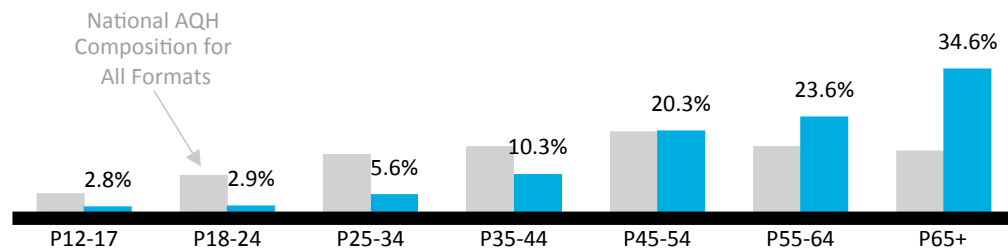
M-SU 6AM-MID





# ALL NEWS

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



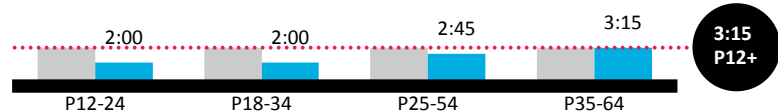
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

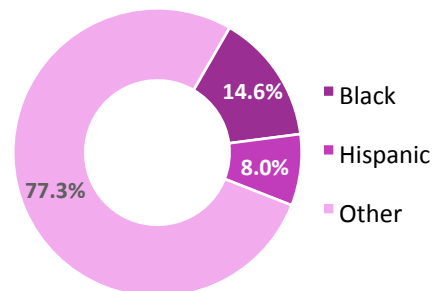
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
1.4%	1.4%	1.5%	1.5%	1.5%	1.5%	1.4%	1.5%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

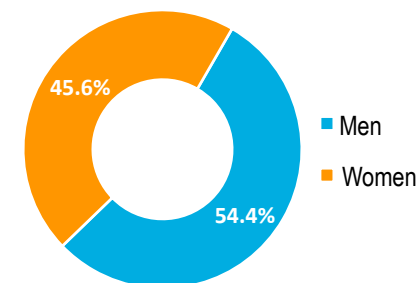


\* Only in DST-Controlled Markets

**Gender Ratio**

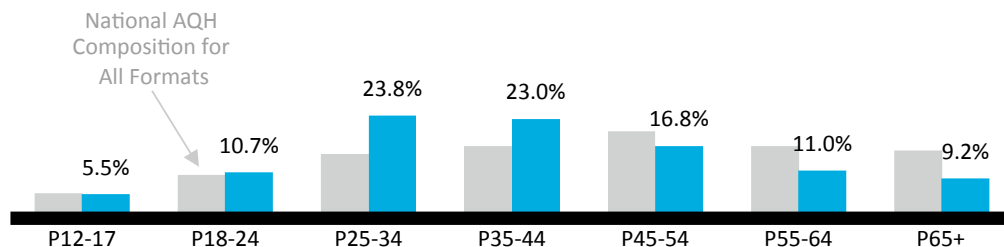
Persons 12+

M-SU 6AM-MID



# SPANISH CONTEMPORARY + SPANISH HAC

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



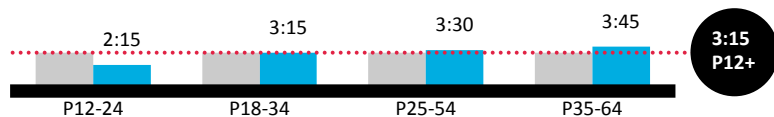
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

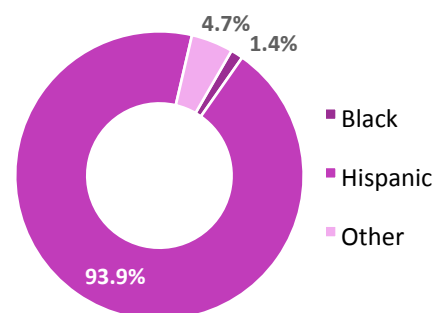
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
NA	NA	NA	NA	NA	NA	1.5%	1.4%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

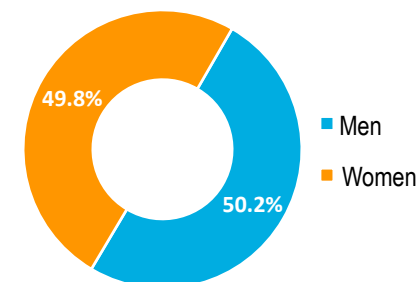


\* Only in DST-Controlled Markets

**Gender Ratio**

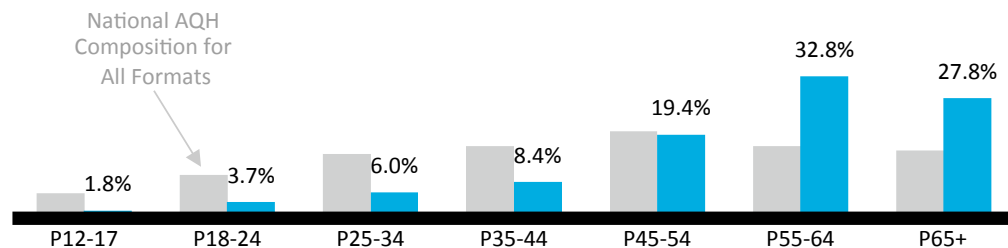
Persons 12+

M-SU 6AM-MID



# OLDIES

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



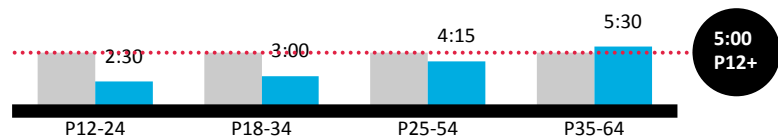
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

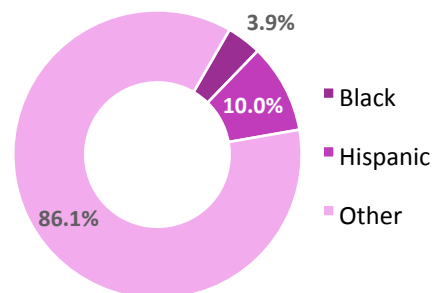
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
3.3%	2.6%	2.3%	1.7%	1.6%	1.6%	1.8%	1.4%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

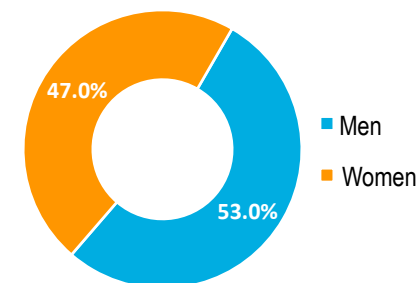


\* Only in DST-Controlled Markets

**Gender Ratio**

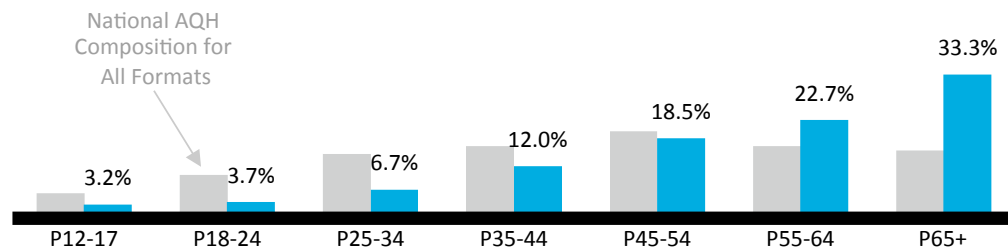
Persons 12+

M-SU 6AM-MID



# RELIGIOUS

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



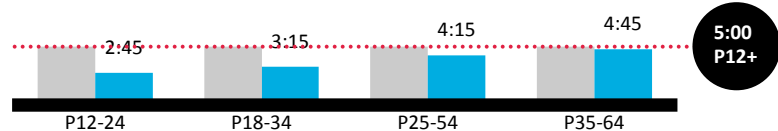
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

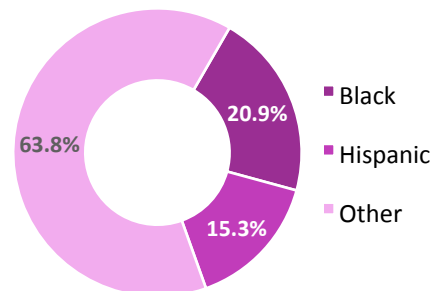
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
1.5%	1.5%	1.4%	1.3%	1.3%	1.2%	1.3%	1.3%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

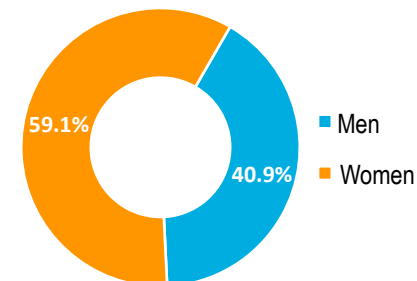


\* Only in DST-Controlled Markets

**Gender Ratio**

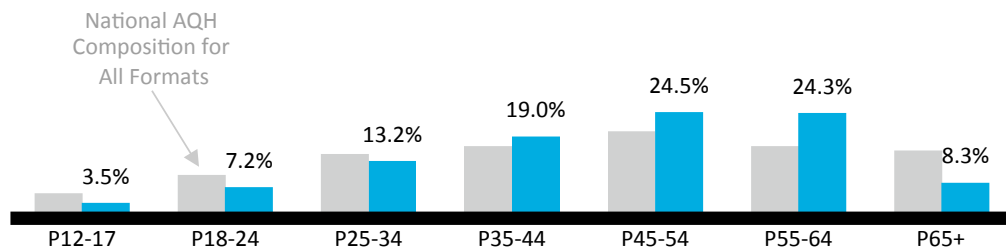
Persons 12+

M-SU 6AM-MID



# ALBUM ADULT ALTERNATIVE

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



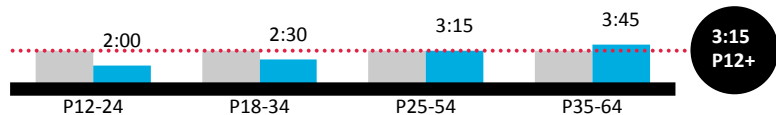
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

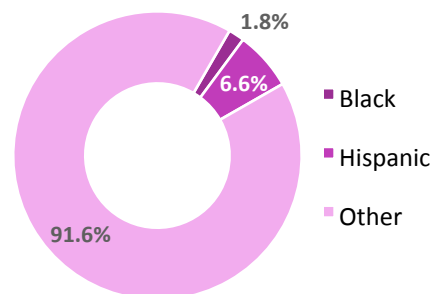
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
0.9%	0.9%	1.1%	1.2%	1.2%	1.1%	1.1%	1.0%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

Persons 12+

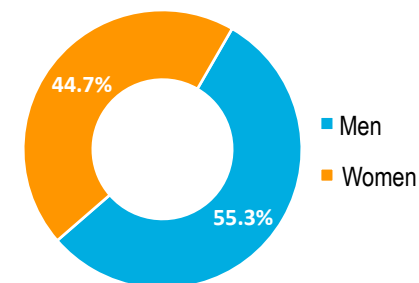


\* Only in DST-Controlled Markets

**Gender Ratio**

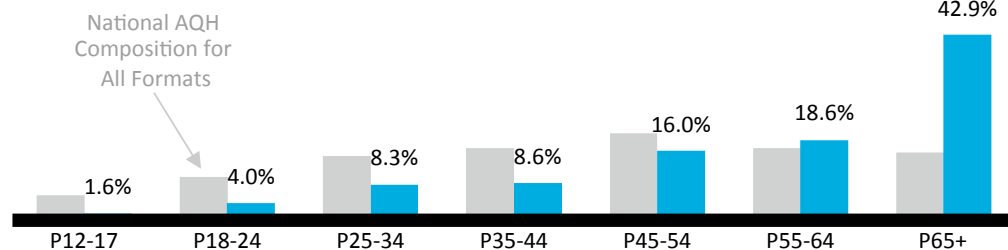
Persons 12+

M-SU 6AM-MID



# CLASSIC COUNTRY

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



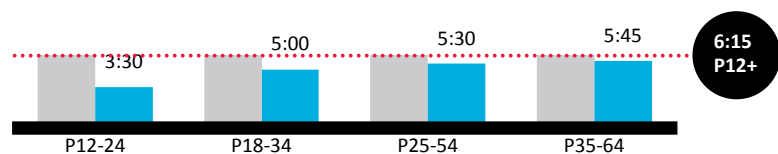
**AQH Share Trend**

(Total U.S.)

Persons 12+, M-SU 6AM-MID

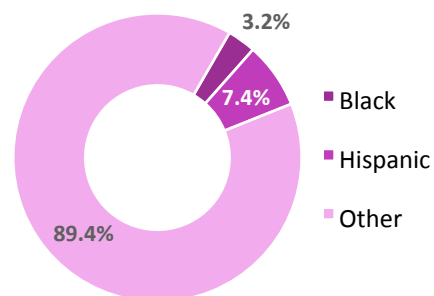
SP06	SP07	FA08	FA09	FA10	FA11	SP12	SP13
NA	NA	NA	NA	0.9%	0.9%	0.9%	1.0%

**Time Spent Listening by Demographic**  
(Hours: Minutes)  
M-SU 6AM-MID



**Ethnic Composition\***

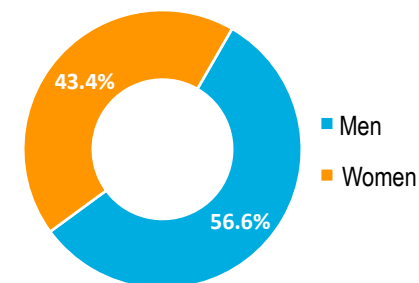
Persons 12+



\* Only in DST-Controlled Markets

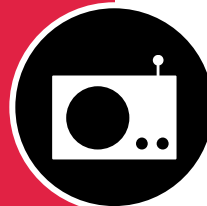
**Gender Ratio**

Persons 12+  
M-SU 6AM-MID



# NATIONAL RADIO LISTENING TRENDS

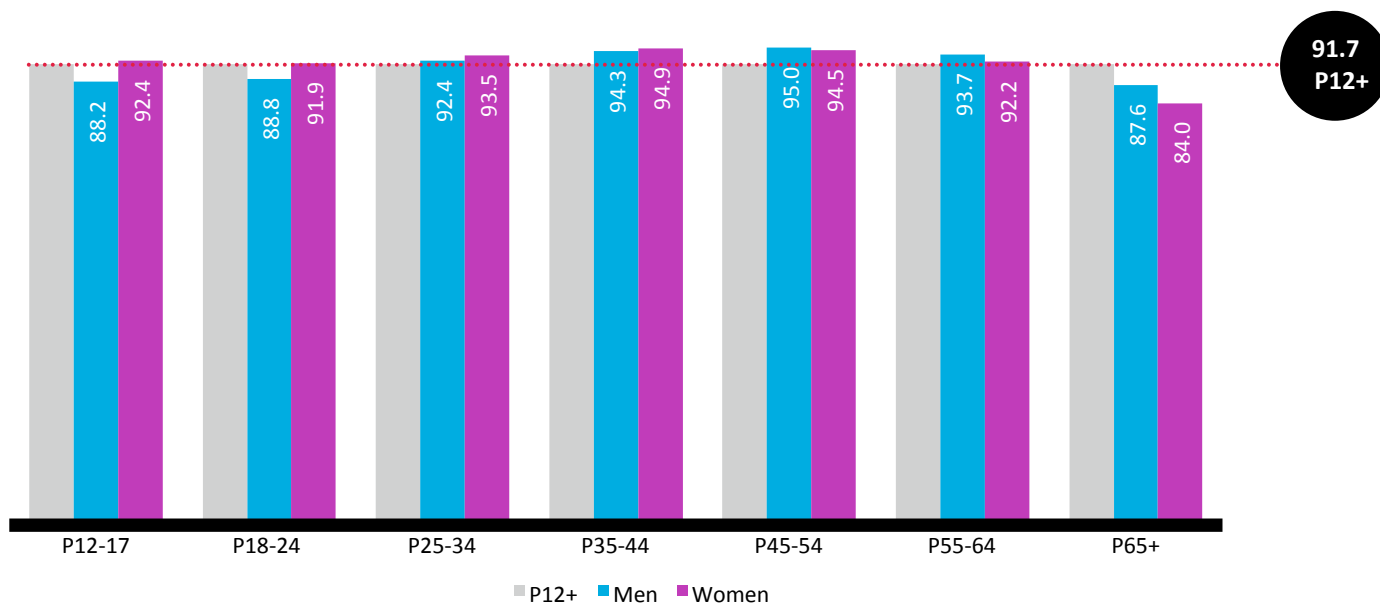
This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.



# RADIO REACHES ALL AGES – WEEKLY CUME RATING

## Weekly Cume Rating

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

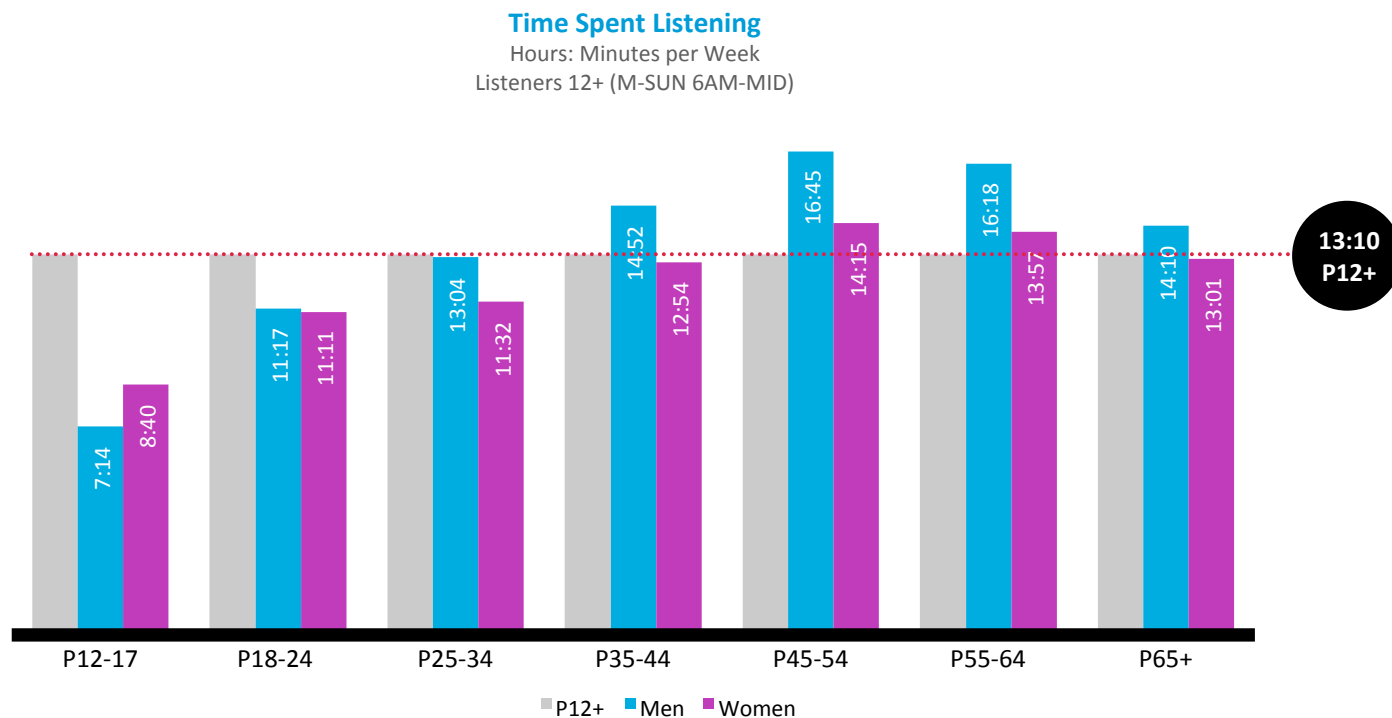


### HOW TO READ:

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 (91.7%). You can then see how radio reaches various demographic groups compared to the national average.



# RADIO REACHES ALL AGES – WEEKLY TIME SPENT



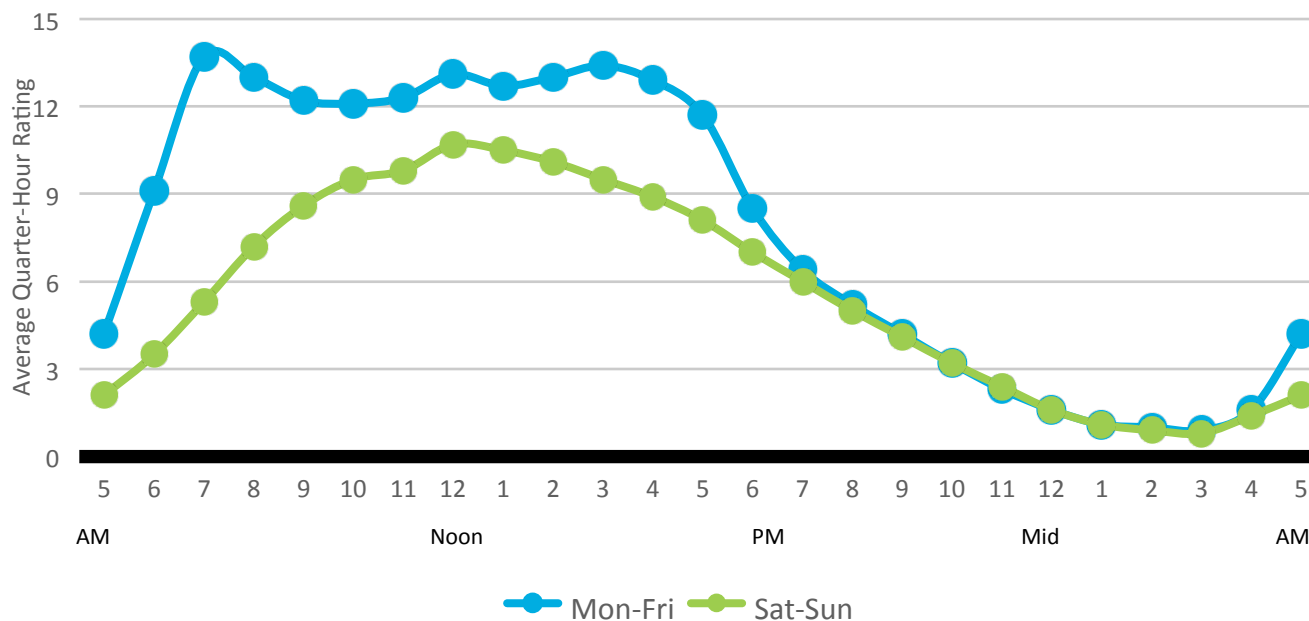
## HOW TO READ:

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 17 minutes each week with radio. The grey bars represent the average of all Americans who use radio 12+, they spend slightly more than 13 hours each week tuning in. You can use these bars to compare time spent listening in each demo with the national average.

# HOURLY-BY-HOURLY 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

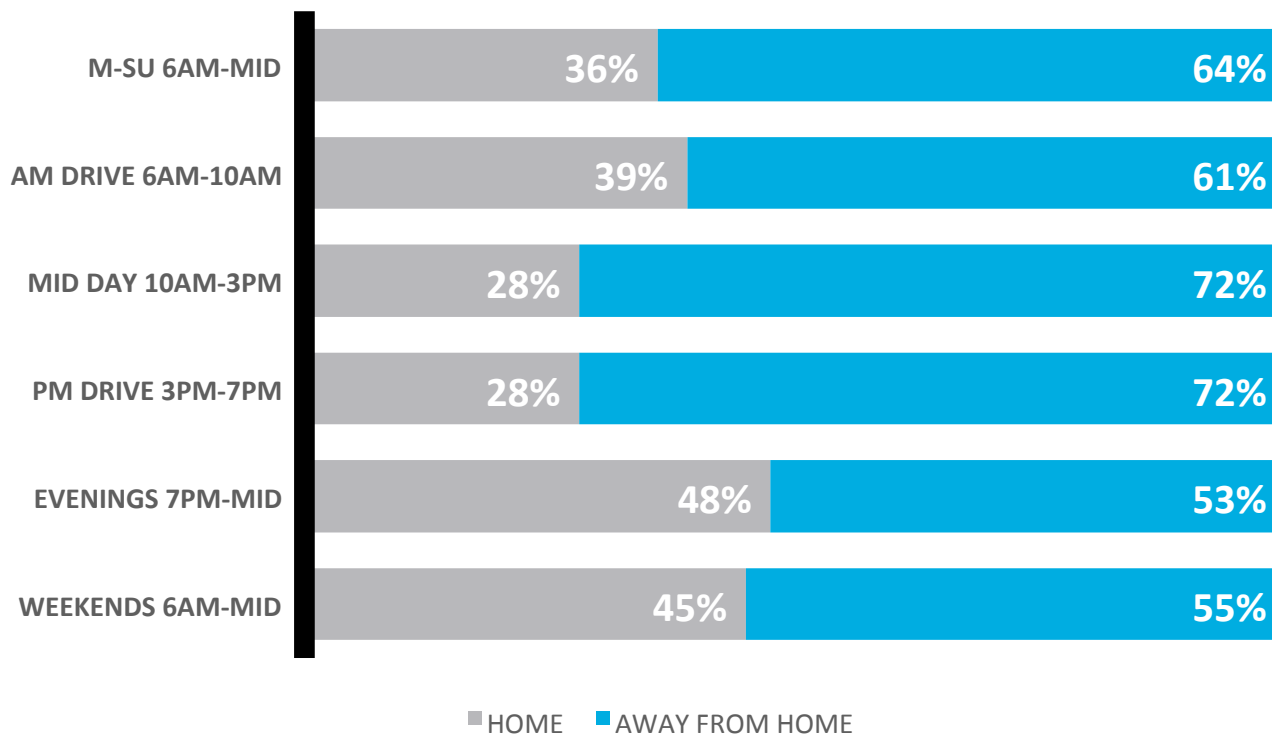
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	55.3	44.2	64.1	46.1	63.5	86.6
	W	62.2	51.1	71.3	53.7	70.4	90.4
P18-24	M	54.8	63.7	68.0	54.1	66.7	87.4
	W	61.6	70.7	74.7	58.8	72.8	90.7
P25-34	M	66.2	68.6	74.4	54.1	70.1	90.6
	W	68.5	70.9	76.3	53.4	72.9	91.8
P35-44	M	74.0	71.1	78.5	54.9	73.0	92.1
	W	73.5	72.9	78.8	52.2	73.8	92.9
P45-54	M	75.5	74.7	79.9	54.3	75.7	93.1
	W	72.9	73.5	78.6	51.5	74.7	92.9
P55-64	M	71.7	74.5	75.8	48.1	73.9	91.4
	W	67.8	72.0	72.6	43.9	71.0	90.2
P65+	M	62.0	72.7	62.5	35.8	66.6	85.0
	W	55.4	68.3	57.2	31.8	62.7	81.9



# LISTENING LOCATION

## Distribution of AQH Listening by Location and Daypart

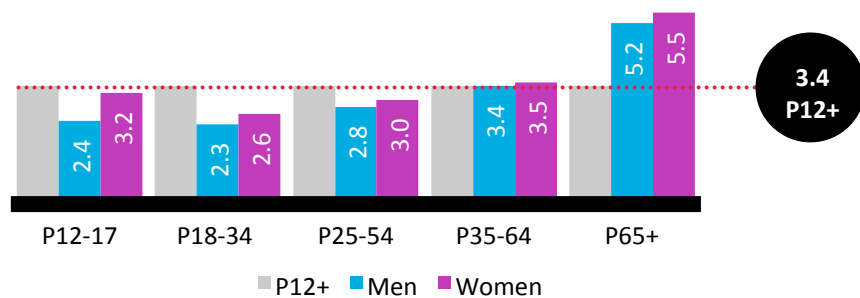
Persons 12+



# WHERE MEN AND WOMEN LISTEN

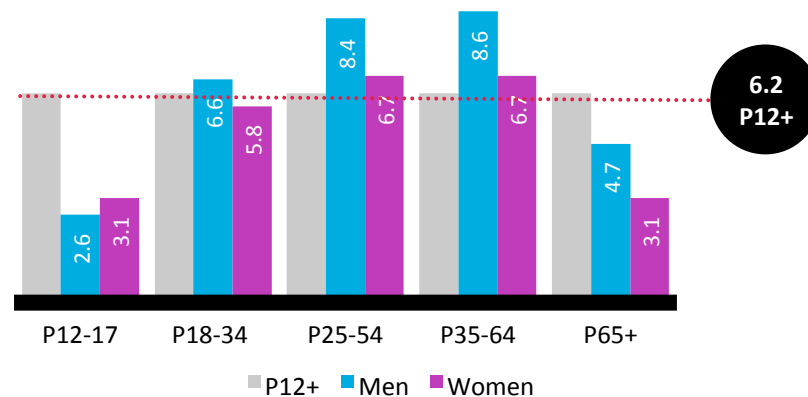
## At-Home Listening for Men and Women

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 2013

Persons 12-17	
Pop CHR	21.9%
Country + New Country	14.5%
Rhythmic CHR	8.6%
Hot AC	7.5%
Urban Contemporary	6.7%
Adult Contemporary + Soft AC	6.3%
Contemporary Christian	4.6%
Urban AC	3.3%
Classic Rock	3.0%
Mexican Regional	2.8%
News/Talk/Information + T/P	2.7%
Classic Hits	2.6%
Alternative	2.1%
Active Rock	1.7%
Adult Hits + '80s Hits	1.6%
Spanish Contemp. + Span. HAC	1.4%
All Sports	1.3%
AOR + Mainstream Rock	1.2%
All News	0.7%
Religious	0.7%
Album Adult Alternative	0.6%
Oldies	0.4%
Classic Country	0.3%

Persons 18-24	
Country + New Country	18.5%
Pop CHR	15.9%
Rhythmic CHR	8.1%
Urban Contemporary	6.8%
Adult Contemporary + Soft AC	6.1%
Hot AC	5.8%
Classic Rock	4.7%
Active Rock	3.4%
Alternative	3.4%
Mexican Regional	3.4%
Classic Hits	3.3%
Contemporary Christian	2.9%
Urban AC	2.8%
News/Talk/Information + T/P	2.5%
AOR + Mainstream Rock	2.4%
Adult Hits + '80s Hits	1.8%
Spanish Contemp. + Span. HAC	1.5%
All Sports	1.4%
Album Adult Alternative	0.8%
Oldies	0.5%
Religious	0.5%
All News	0.4%
Classic Country	0.4%

Persons 25-34	
Country + New Country	15.2%
Pop CHR	12.3%
Adult Contemporary + Soft AC	6.6%
Hot AC	5.8%
Rhythmic CHR	5.7%
News/Talk/Information + T/P	5.4%
Urban Contemporary	5.1%
Mexican Regional	4.7%
Classic Rock	4.4%
Active Rock	3.7%
Alternative	3.6%
Classic Hits	3.3%
All Sports	3.2%
Contemporary Christian	3.2%
Urban AC	3.2%
AOR + Mainstream Rock	2.5%
Spanish Contemp. + Span. HAC	2.3%
Adult Hits + '80s Hits	2.0%
Album Adult Alternative	0.9%
All News	0.6%
Oldies	0.6%
Religious	0.6%
Classic Country	0.5%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013

Continued ►

# LEADING RADIO FORMATS RANKED BY DEMOGRAPHIC

## AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2013

Persons 35-44		Persons 45-54		Persons 55-64		Persons 65+	
Country + New Country	13.1%	Country + New Country	14.5%	News/Talk/Information + T/P	16.0%	News/Talk/Information + T/P	26.1%
Pop CHR	9.5%	News/Talk/Information + T/P	10.7%	Country + New Country	14.0%	Country + New Country	15.4%
Adult Contemporary + Soft AC	7.9%	Adult Contemporary + Soft AC	9.2%	Adult Contemporary + Soft AC	9.6%	Adult Contemporary + Soft AC	8.8%
News/Talk/Information + T/P	7.5%	Classic Rock	8.0%	Classic Hits	9.0%	Classic Hits	5.7%
Hot AC	6.2%	Classic Hits	7.1%	Classic Rock	6.4%	All News	3.3%
Classic Rock	5.4%	Pop CHR	5.5%	Urban AC	5.2%	Urban AC	3.2%
Mexican Regional	4.4%	Hot AC	5.2%	All Sports	3.5%	All Sports	2.9%
Classic Hits	4.3%	Urban AC	5.0%	Hot AC	3.2%	Classic Country	2.7%
Urban AC	4.3%	Contemporary Christian	3.7%	Pop CHR	3.0%	Religious	2.7%
All Sports	4.2%	All Sports	3.5%	Contemporary Christian	2.8%	Oldies	2.5%
Contemporary Christian	3.7%	Adult Hits + '80s Hits	2.8%	Oldies	2.7%	Hot AC	1.8%
Rhythmic CHR	3.3%	AOR + Mainstream Rock	2.3%	Adult Hits + '80s Hits	2.1%	Classic Rock	1.7%
Urban Contemporary	3.3%	Mexican Regional	2.2%	All News	2.1%	Contemporary Christian	1.7%
Adult Hits + '80s Hits	3.0%	Urban Contemporary	1.9%	Religious	1.7%	Pop CHR	1.3%
Active Rock	2.8%	Active Rock	1.7%	Album Adult Alternative	1.5%	Adult Hits + '80s Hits	1.0%
Alternative	2.6%	Rhythmic CHR	1.6%	Mexican Regional	1.4%	Mexican Regional	1.0%
AOR + Mainstream Rock	2.5%	All News	1.5%	AOR + Mainstream Rock	1.3%	Spanish Contemp + Span HAC	0.8%
Spanish Contemp. + Span. HAC	2.0%	Alternative	1.4%	Classic Country	1.1%	Urban Contemporary	0.7%
Album Adult Alternative	1.2%	Album Adult Alternative	1.3%	Urban Contemporary	1.1%	Album Adult Alternative	0.6%
All News	0.9%	Oldies	1.3%	Rhythmic CHR	0.9%	Rhythmic CHR	0.5%
Religious	0.9%	Religious	1.2%	Spanish Contemp. + Span. HAC	0.9%	AOR + Mainstream Rock	0.4%
Oldies	0.7%	Spanish Contemp. + Span. HAC	1.2%	Alternative	0.8%	Active Rock	0.2%
Classic Country	0.5%	Classic Country	0.8%	Active Rock	0.6%	Alternative	0.2%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013

# FORMATS RANKED BY WEEKLY CUME, FORMAT PREFERENCES BY GENDER

## Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2013

	Cume
Pop CHR (Pop Contemporary Hit Radio)	71,714,700
Country + New Country	68,989,800
Adult Contemporary + SAC (Soft AC)	67,512,800
News/Talk/Information + Talk/Personality	53,529,400
Hot AC (Hot Adult Contemporary)	50,669,500
Classic Hits	43,843,700
Classic Rock	39,123,200
Rhythmic CHR (Rhythmic Contemporary Hit Radio)	32,759,600
Adult Hits + '80s Hits	24,391,500
All Sports	23,563,900
Alternative	21,924,500
Urban AC (Urban Adult Contemporary)	20,607,300
Urban Contemporary	20,239,800
Contemporary Christian	19,640,100
Active Rock	14,414,700
Album Oriented Rock (AOR) + Mainstream Rock	14,078,900
All News	13,462,300
Mexican Regional	12,988,000
Spanish Contemporary + Spanish Hot AC	12,656,600
Album Adult Alternative (AAA)	9,882,400
Oldies	8,522,800
Religious	7,869,800
Classic Country	4,719,300

## Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2013

	Women		Men
Contemp Christian	63.0%	All Sports	83.7%
Hot AC	62.0%	Active Rock	73.6%
Adult Contemp. + Soft AC	60.7%	AOR + Mainstream Rock	71.8%
Pop CHR	60.2%	Classic Rock	69.5%
Religious	59.1%	Alternative	61.0%
Urban AC	56.3%	News Talk Info + T/P	60.0%
Country + New Country	52.1%	Mexican Regional	58.4%
Urban Contemporary	51.6%	Classic Country	56.6%
Rhythmic CHR	50.5%	Adult Hits + '80s Hits	56.3%
Spanish Contemp + Span HAC	49.8%	Classic Hits	55.7%
Oldies	47.0%	Album Adult Alternative	55.3%
All News	45.6%	All News	54.4%
Album Adult Alternative	44.7%	Oldies	53.0%
Classic Hits	44.3%	Spanish Contemp + Span HAC	50.2%
Adult Hits + '80s Hits	43.7%	Rhythmic CHR	49.5%
Classic Country	43.4%	Urban Contemporary	48.4%
Mexican Regional	41.6%	Country + New Country	47.9%
News Talk Info + T/P	40.0%	Urban AC	43.7%
Alternative	39.0%	Religious	40.9%
Classic Rock	30.5%	Pop CHR	39.8%
AOR + Mainstream Rock	28.2%	Adult Contemp. + Soft AC	39.3%
Active Rock	26.4%	Hot AC	38.0%
All Sports	16.3%	Contemporary Christian	37.0%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013



# FORMAT LEADERS BY LOCATION

## At Home

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

Religious	53.3%
News/Talk/Information + T/P	48.8%
Classic Country	46.6%
All News	44.9%
Urban AC	39.0%
Oldies	38.3%
Urban Contemporary	37.6%
Mexican Regional	36.1%
Contemporary Christian	35.3%
Album Adult Alternative	33.8%
Spanish Contemp. + Span. HAC	33.2%
Rhythmic CHR	32.7%
Country + New Country	32.7%
All Sports	30.9%
Pop CHR	30.1%
Classic Hits	30.1%
Adult Contemporary + Soft AC	29.8%
Classic Rock	27.5%
Alternative	26.7%
Hot AC	26.6%
Active Rock	25.9%
AOR + Mainstream Rock	24.8%
Adult Hits + '80s Hits	24.5%

## Away From Home

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

Adult Hits + '80s Hits	75.5%
AOR + Mainstream Rock	75.2%
Active Rock	74.1%
Hot AC	73.4%
Alternative	73.3%
Classic Rock	72.5%
Adult Contemporary + Soft AC	70.2%
Classic Hits	69.9%
Pop CHR	69.9%
All Sports	69.1%
Country + New Country	67.3%
Rhythmic CHR	67.3%
Spanish Contemp. + Span. HAC	66.8%
Album Adult Alternative	66.2%
Contemporary Christian	64.7%
Mexican Regional	63.9%
Urban Contemporary	62.4%
Oldies	61.7%
Urban AC	61.0%
All News	55.1%
Classic Country	53.4%
News/Talk/Information + T/P	51.2%
Religious	46.7%



# LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

## Audience Share by Daypart

AQH Persons 12+, Spring 2013

M-F 6AM-10AM		M-F 10AM-3PM		M-F 3PM-7PM		M-F 7P-MID	
Country + New Country	14.8%	Country + New Country	15.2%	Country + New Country	14.7%	Country + New Country	13.0%
News/Talk/Information + T/P	13.9%	News/Talk/Information + T/P	12.4%	News/Talk/Information + T/P	11.1%	News/Talk/Information + T/P	10.2%
Adult Contemporary + Soft AC	7.6%	Adult Contemporary + Soft AC	9.4%	Pop CHR	9.0%	Pop CHR	9.7%
Pop CHR	7.6%	Pop CHR	6.8%	Adult Contemporary + Soft AC	8.0%	Adult Contemporary + Soft AC	6.8%
Classic Rock	5.2%	Classic Hits	6.1%	Classic Hits	5.4%	Urban AC	5.0%
Classic Hits	5.0%	Classic Rock	5.4%	Classic Rock	5.2%	Urban Contemporary	4.9%
Hot AC	4.4%	Hot AC	4.8%	Hot AC	5.2%	Rhythmic CHR	4.8%
Urban AC	3.9%	Urban AC	3.5%	Urban AC	3.9%	Classic Hits	4.7%
All Sports	3.4%	All Sports	3.1%	All Sports	3.6%	Classic Rock	4.7%
Contemporary Christian	3.1%	Contemporary Christian	2.8%	Rhythmic CHR	3.6%	Hot AC	4.7%
Mexican Regional	3.0%	Mexican Regional	2.8%	Contemporary Christian	3.3%	All Sports	3.7%
Rhythmic CHR	2.6%	Rhythmic CHR	2.6%	Urban Contemporary	3.1%	Contemporary Christian	3.2%
Urban Contemporary	2.6%	Adult Hits + '80s Hits	2.3%	Mexican Regional	2.7%	Mexican Regional	2.6%
Active Rock	2.1%	Urban Contemporary	2.3%	Adult Hits + '80s Hits	2.2%	Alternative	2.2%
AOR + Mainstream Rock	2.1%	Active Rock	1.9%	Active Rock	2.0%	Active Rock	2.1%
Adult Hits + '80s Hits	1.9%	AOR + Mainstream Rock	1.8%	Alternative	2.0%	Adult Hits + '80s Hits	2.0%
All News	1.9%	Alternative	1.7%	AOR + Mainstream Rock	1.9%	AOR + Mainstream Rock	1.8%
Alternative	1.7%	Oldies	1.6%	All News	1.4%	Spanish Contemp. + Span. HAC	1.6%
Religious	1.5%	Spanish Contemp. + Span. HAC	1.3%	Spanish Contemp. + Span. HAC	1.4%	All News	1.5%
Oldies	1.3%	All News	1.2%	Oldies	1.3%	Religious	1.3%
Spanish Contemp. + Span. HAC	1.2%	Religious	1.2%	Religious	1.2%	Oldies	1.1%
Classic Country	1.0%	Album Adult Alternative	1.1%	Album Adult Alternative	1.1%	Album Adult Alternative	0.9%
Album Adult Alternative	0.9%	Classic Country	1.1%	Classic Country	0.9%	Classic Country	0.7%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013

Continued ►

# LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

## Audience Share by Daypart

AQH Persons 12+, Spring 2013

SA-SU 6AM-MID		M-SU 6AM-MID	
Country + New Country	15.3%	Country + New Country	14.8%
Pop CHR	8.7%	News/Talk/Information + T/P	11.4%
News/Talk/Information + T/P	8.5%	Adult Contemporary + Soft AC	8.1%
Adult Contemporary + Soft AC	7.6%	Pop CHR	8.1%
Classic Hits	5.6%	Classic Hits	5.5%
Classic Rock	5.1%	Classic Rock	5.2%
Hot AC	4.9%	Hot AC	4.8%
Urban AC	4.6%	Urban AC	4.0%
Rhythmic CHR	3.7%	Rhythmic CHR	3.3%
Contemporary Christian	3.5%	Contemporary Christian	3.2%
Urban Contemporary	3.5%	All Sports	3.1%
Mexican Regional	2.8%	Urban Contemporary	3.1%
All Sports	2.4%	Mexican Regional	2.8%
Adult Hits + '80s Hits	2.1%	Adult Hits + '80s Hits	2.1%
Alternative	2.1%	Active Rock	1.9%
Active Rock	1.7%	Alternative	1.9%
Spanish Contemp. + Span. HAC	1.7%	AOR + Mainstream Rock	1.8%
AOR + Mainstream Rock	1.6%	All News	1.5%
All News	1.5%	Oldies	1.4%
Oldies	1.4%	Spanish Contemp. + Span. HAC	1.4%
Religious	1.3%	Religious	1.3%
Album Adult Alternative	1.1%	Album Adult Alternative	1.0%
Classic Country	1.0%	Classic Country	1.0%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013



# LEADING RADIO FORMATS RANKED BY ETHNIC COMPOSITION

## Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+  
M-SU 6AM-MID

Black	
Urban AC	90.3%
Urban Contemporary	76.7%
Rhythmic CHR	30.3%
Religious	20.9%
All News	14.6%
All Sports	11.4%
Adult Contemporary + Soft AC	8.6%
Pop CHR	8.3%
Contemporary Christian	8.2%
Hot AC	5.8%
News/Talk/Information + T/P	5.5%
Classic Hits	5.0%
Adult Hits + '80s Hit	3.9%
Oldies	3.9%
Classic Country	3.2%
Alternative	2.6%
Active Rock	2.4%
Classic Rock	2.4%
AOR + Mainstream Rock	1.9%
Country + New Country	1.9%
Album Adult Alternative	1.8%
Spanish Contemp. + Span. HAC	1.4%
Mexican Regional	0.4%

Hispanic	
Mexican Regional	96.6%
Spanish Contemp. + Span. HAC	93.9%
Rhythmic CHR	37.0%
Pop CHR	24.1%
Hot AC	18.1%
Alternative	17.0%
Adult Contemporary + Soft AC	16.0%
Religious	15.3%
Classic Hits	14.6%
Contemporary Christian	14.1%
Adult Hits + '80s Hit	13.7%
Active Rock	13.1%
Classic Rock	10.5%
Oldies	10.0%
AOR + Mainstream Rock	9.9%
All Sports	9.5%
All News	8.0%
Country + New Country	7.5%
Classic Country	7.4%
Urban Contemporary	6.8%
Album Adult Alternative	6.6%
News/Talk/Information + T/P	5.8%
Urban AC	2.5%

Other	
Album Adult Alternative	91.6%
Country + New Country	90.5%
Classic Country	89.4%
News/Talk/Information + T/P	88.7%
AOR + Mainstream Rock	88.2%
Classic Rock	87.0%
Oldies	86.1%
Active Rock	84.5%
Adult Hits + '80s Hit	82.4%
Alternative	80.4%
Classic Hits	80.4%
All Sports	79.1%
Contemporary Christian	77.7%
All News	77.3%
Hot AC	76.2%
Adult Contemporary + Soft AC	75.3%
Pop CHR	67.6%
Religious	63.8%
Rhythmic CHR	32.7%
Urban Contemporary	16.5%
Urban AC	7.2%
Spanish Contemp. + Span. HAC	4.7%
Mexican Regional	3.0%

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

Source: TAPSCAN™ Web National Regional Database, Spring 2013

# 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.

For more information, visit [www.nielsen.com](http://www.nielsen.com)

Copyright © 2014 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies. 14/7347



AN UNCOMMON SENSE  
OF THE CONSUMER™

