

nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY 2015

APPENDIX

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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:

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

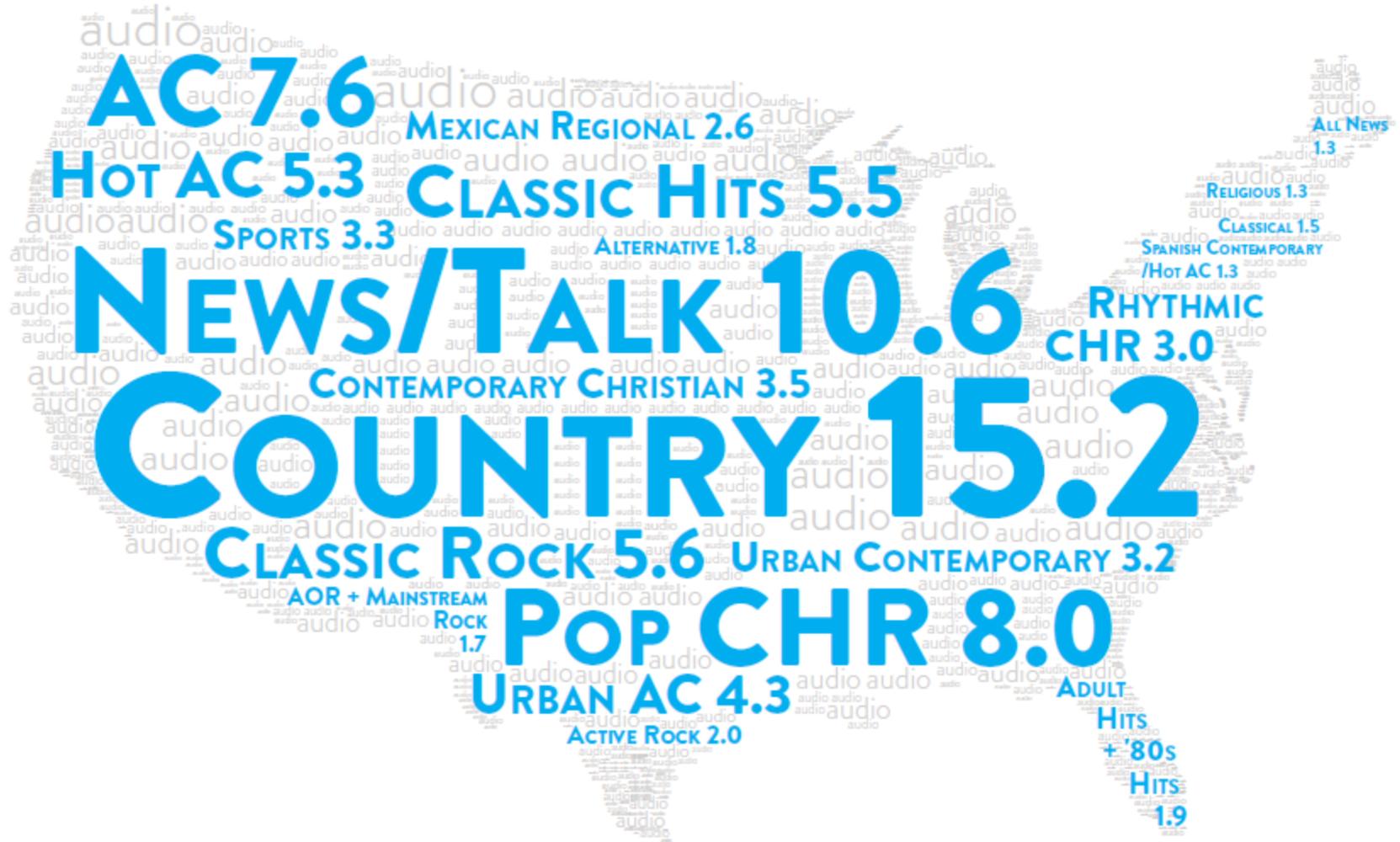
Time Spent Listening (TSL)

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

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

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 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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G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3
G4	Internet Stream of HD Radio Multicast F4

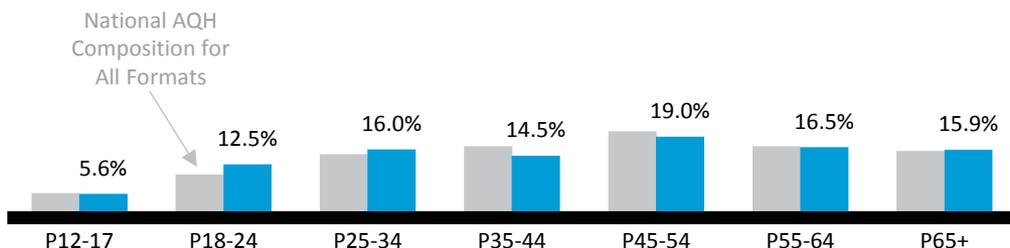
Source: Nielsen Radio Station Information Database, June 2014. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

COUNTRY + NEW COUNTRY

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

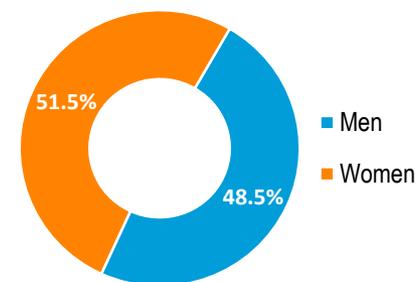
Audience Composition

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



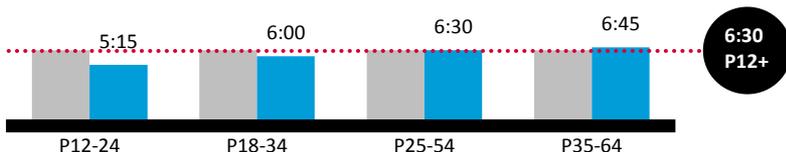
Gender Ratio

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%

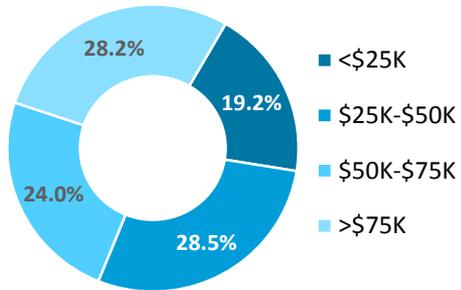
Due to rounding, totals may not add to exactly 100.

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

COUNTRY + NEW COUNTRY

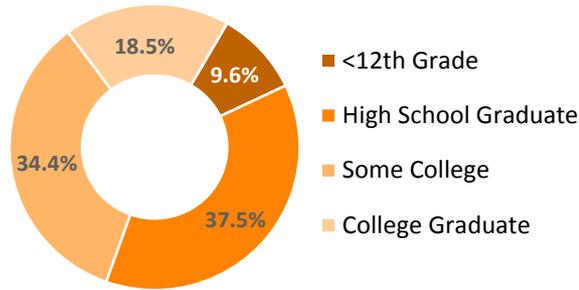
Household Income

Persons 18+



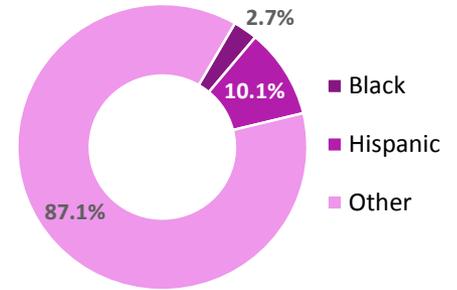
Education

Persons 18+



Ethnic Composition*

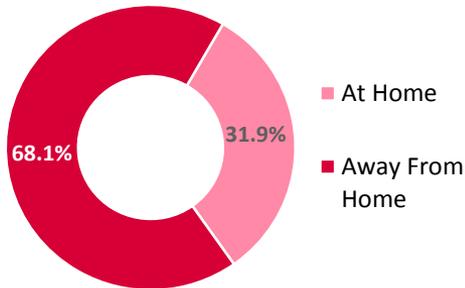
Persons 12+



* Only in DST-Controlled Markets

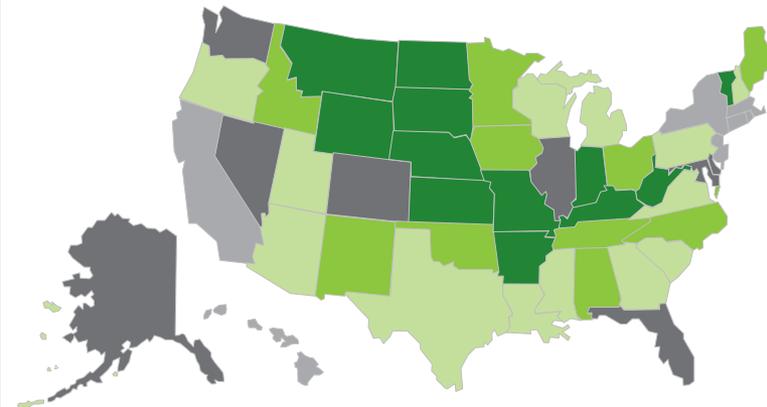
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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.

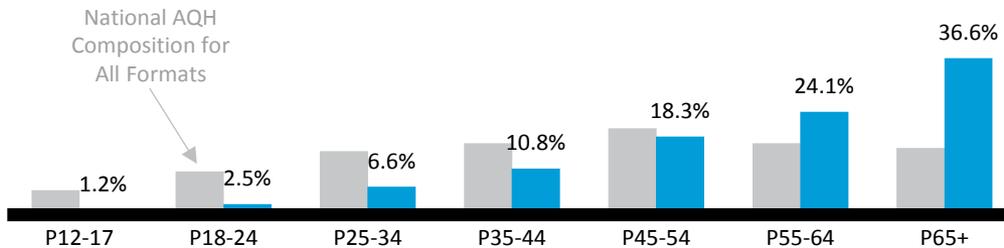
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

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

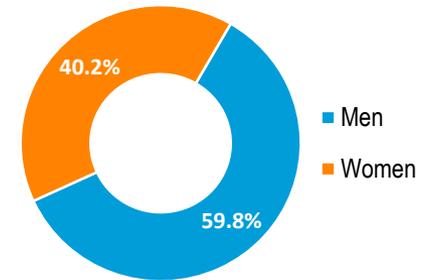
Audience Composition

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



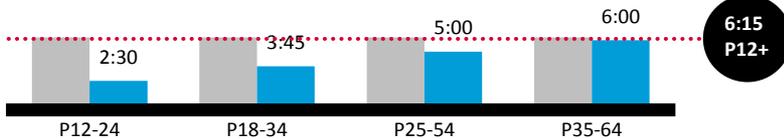
Gender Ratio

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%

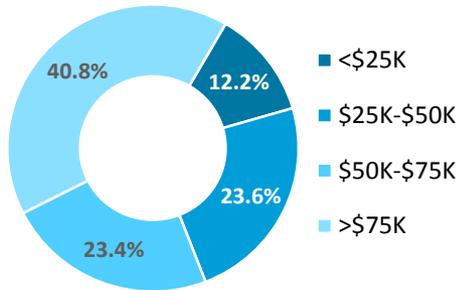
Due to rounding, totals may not add to exactly 100.

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

NEWS/TALK/INFORMATION + TALK/PERSONALITY

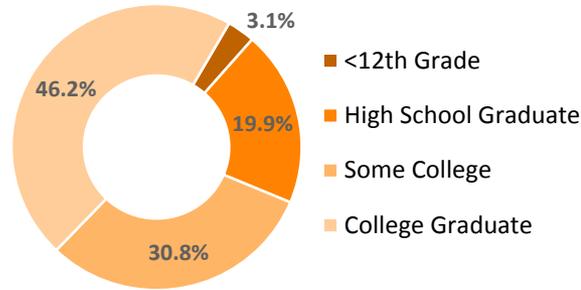
Household Income

Persons 18+



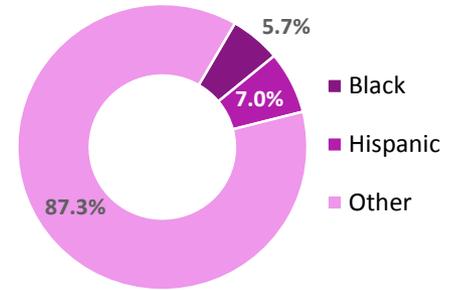
Education

Persons 18+



Ethnic Composition*

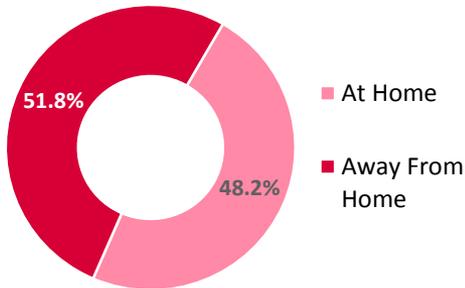
Persons 12+



* Only in DST-Controlled Markets

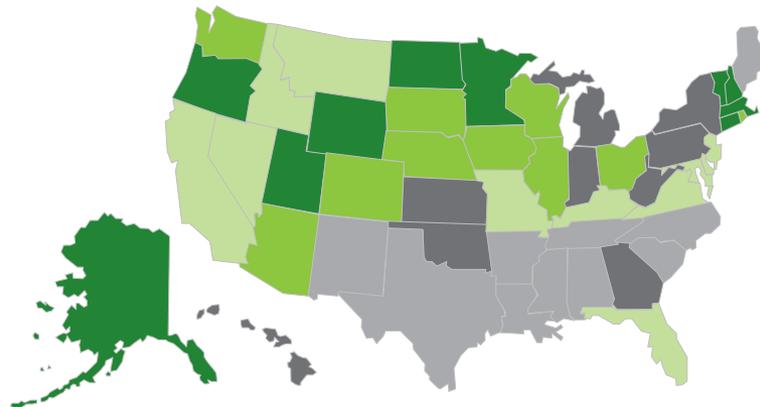
Share of Listening by Location

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.

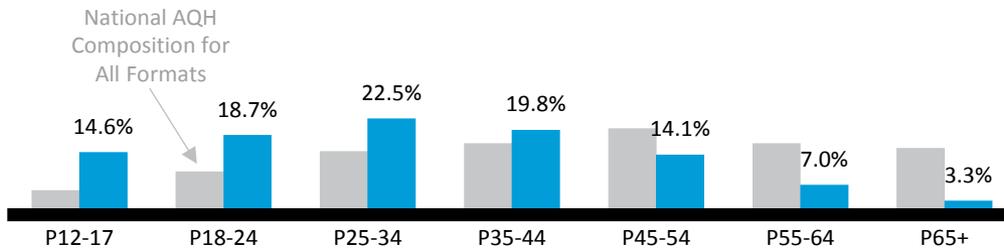
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

POP CONTEMPORARY HIT RADIO

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

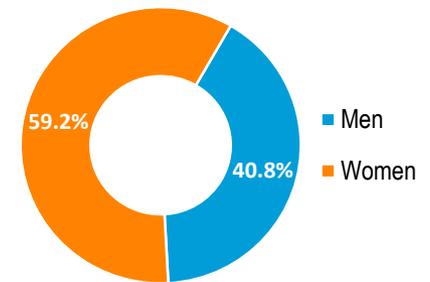
Audience Composition

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



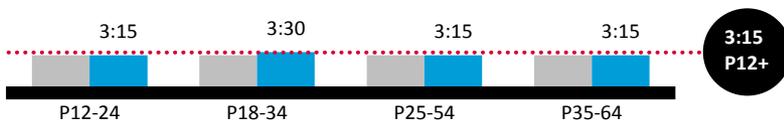
Gender Ratio

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%

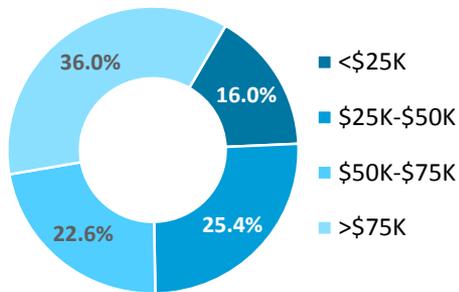
Due to rounding, totals may not add to exactly 100.

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

POP CONTEMPORARY HIT RADIO

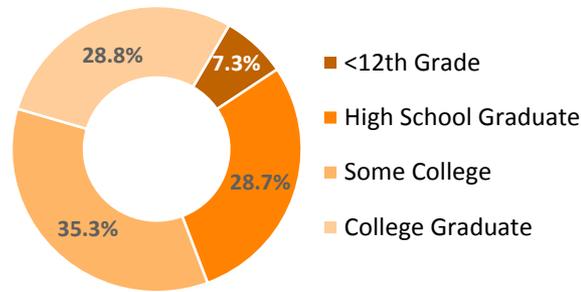
Household Income

Persons 18+



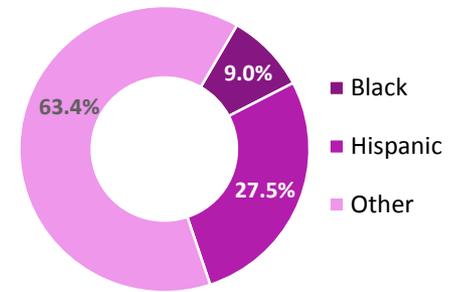
Education

Persons 18+



Ethnic Composition*

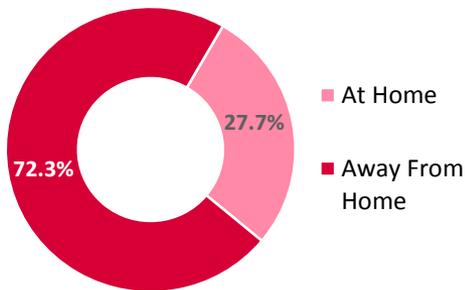
Persons 12+



* Only in DST-Controlled Markets

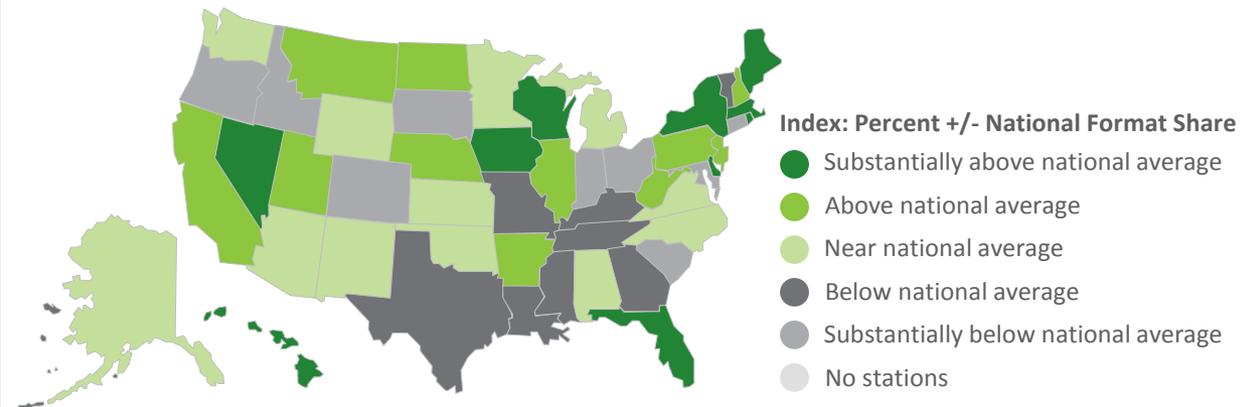
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

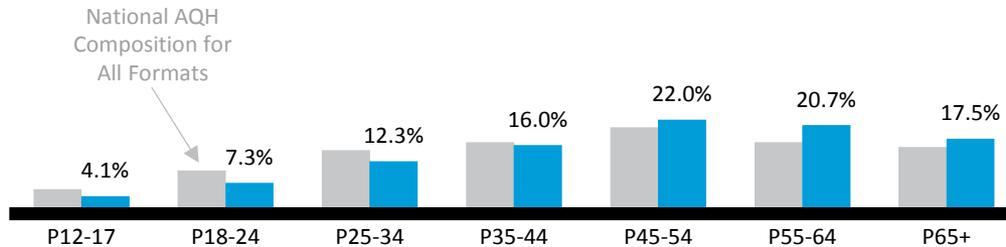
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

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

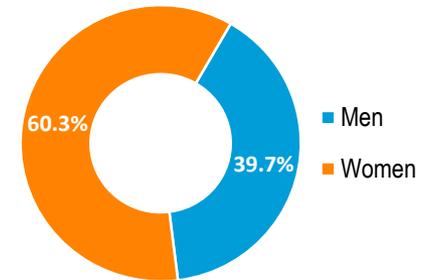
Audience Composition

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



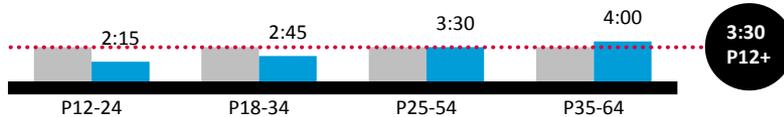
Gender Ratio

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%

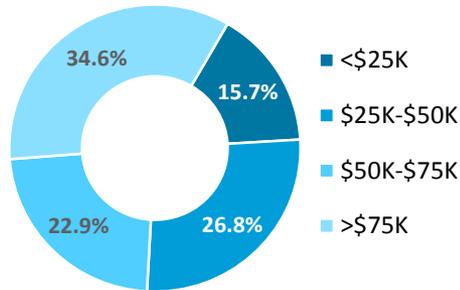
Due to rounding, totals may not add to exactly 100.

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

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

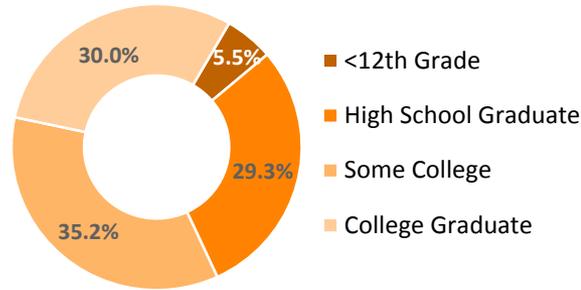
Household Income

Persons 18+



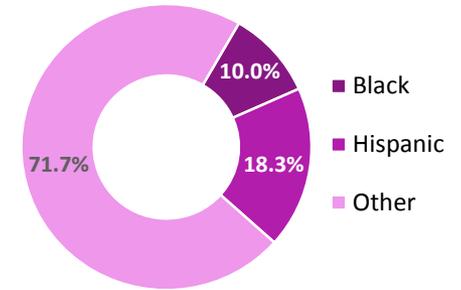
Education

Persons 18+



Ethnic Composition*

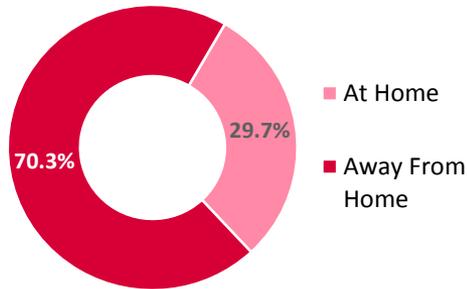
Persons 12+



* Only in DST-Controlled Markets

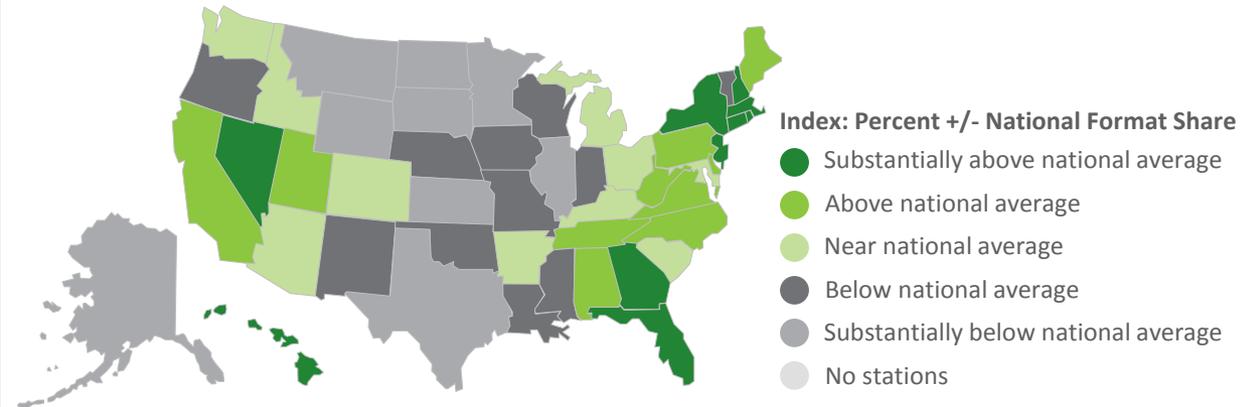
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

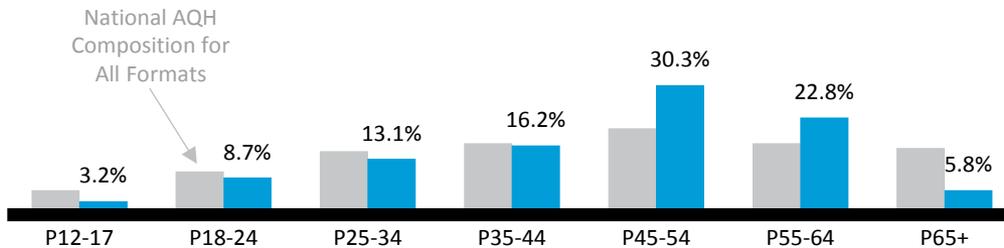
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC ROCK

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

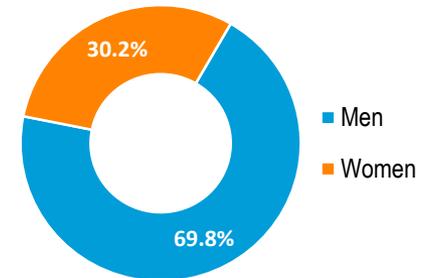
Audience Composition

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



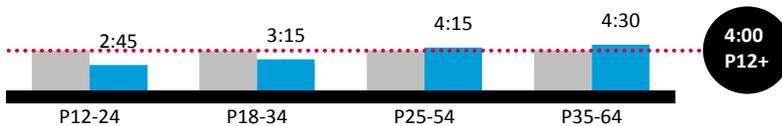
Gender Ratio

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%

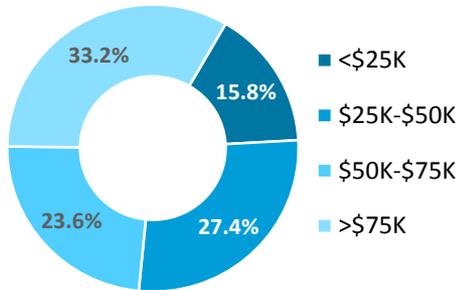
Due to rounding, totals may not add to exactly 100.

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

CLASSIC ROCK

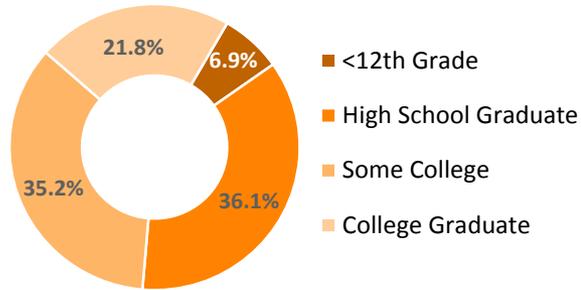
Household Income

Persons 18+



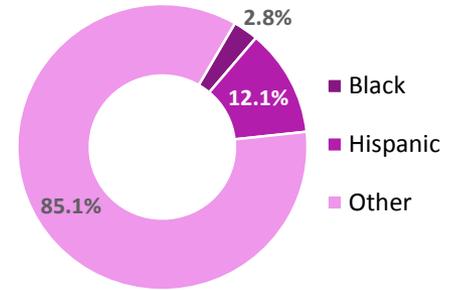
Education

Persons 18+



Ethnic Composition*

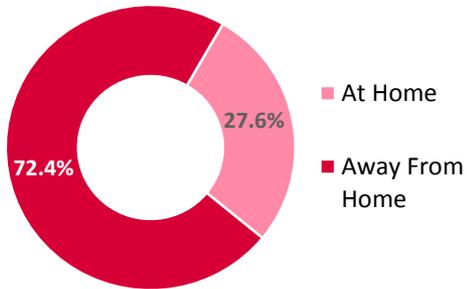
Persons 12+



* Only in DST-Controlled Markets

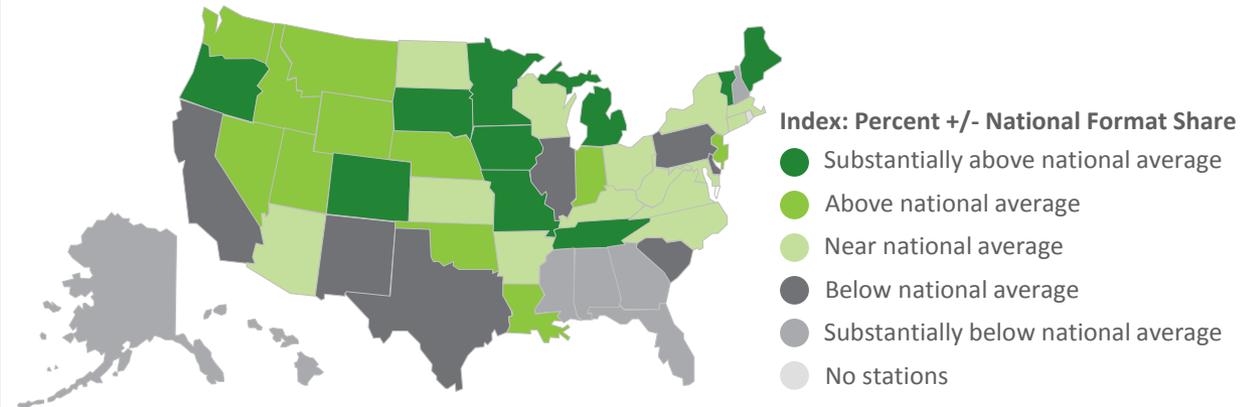
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



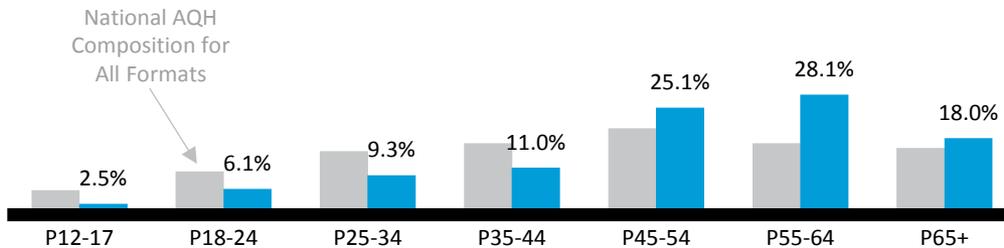
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CLASSIC HITS

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

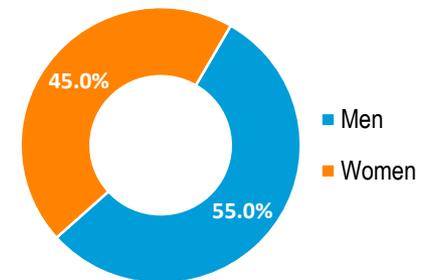
Audience Composition

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



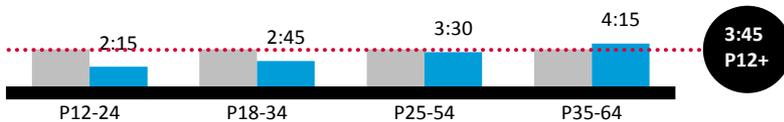
Gender Ratio

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%

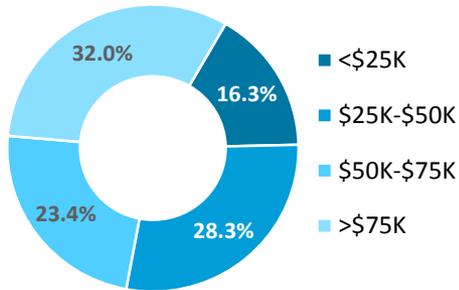
Due to rounding, totals may not add to exactly 100.

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

CLASSIC HITS

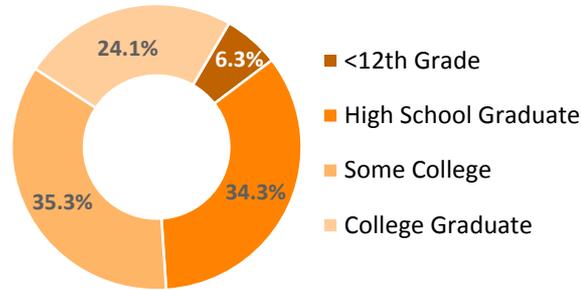
Household Income

Persons 18+



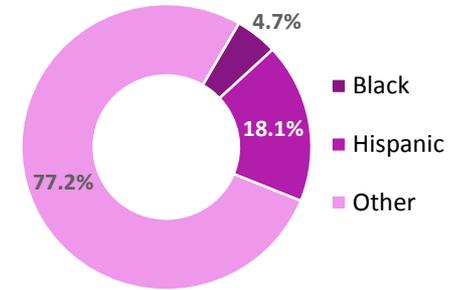
Education

Persons 18+



Ethnic Composition*

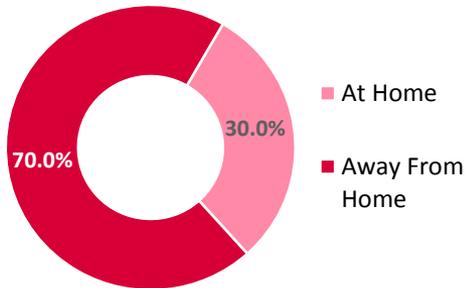
Persons 12+



* Only in DST-Controlled Markets

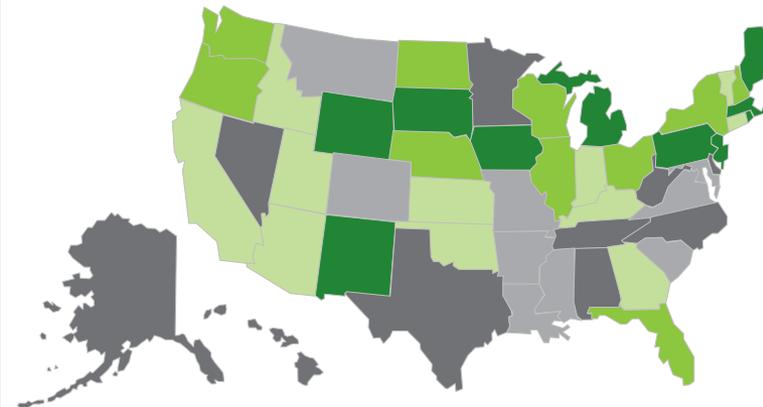
Share of Listening by Location

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.

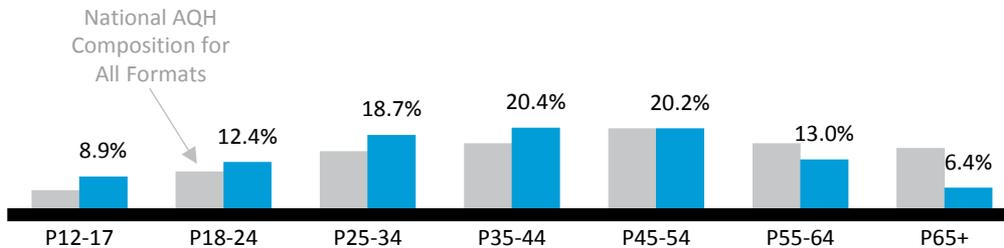
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

HOT ADULT CONTEMPORARY

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

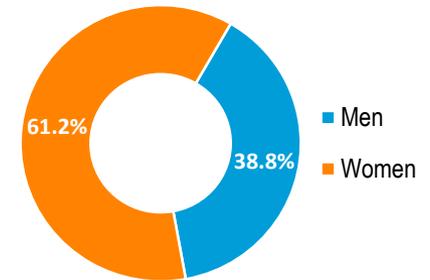
Audience Composition

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



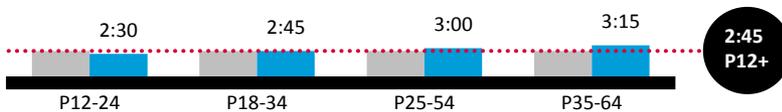
Gender Ratio

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%

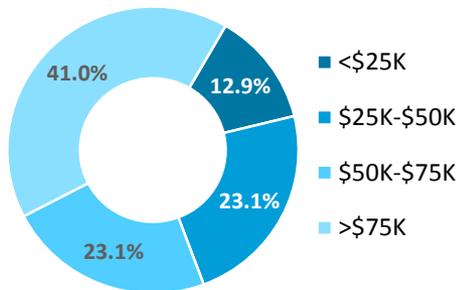
Due to rounding, totals may not add to exactly 100.

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

HOT ADULT CONTEMPORARY

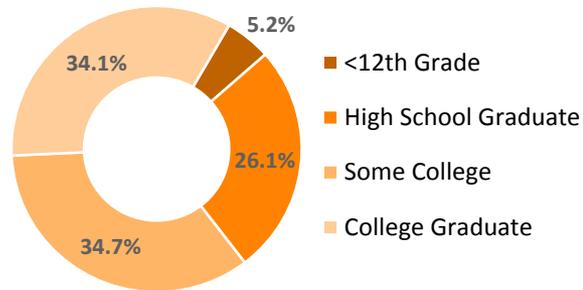
Household Income

Persons 18+



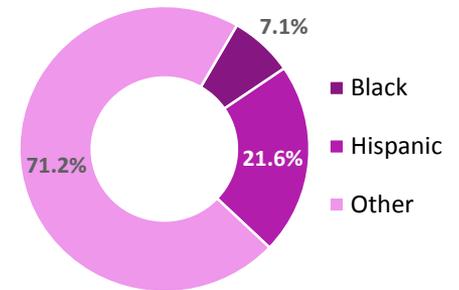
Education

Persons 18+



Ethnic Composition*

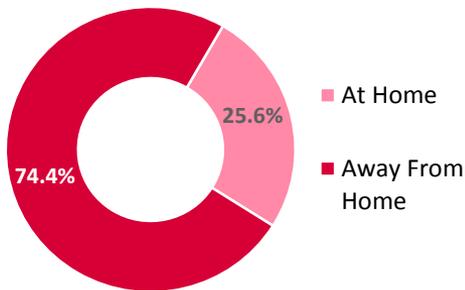
Persons 12+



* Only in DST-Controlled Markets

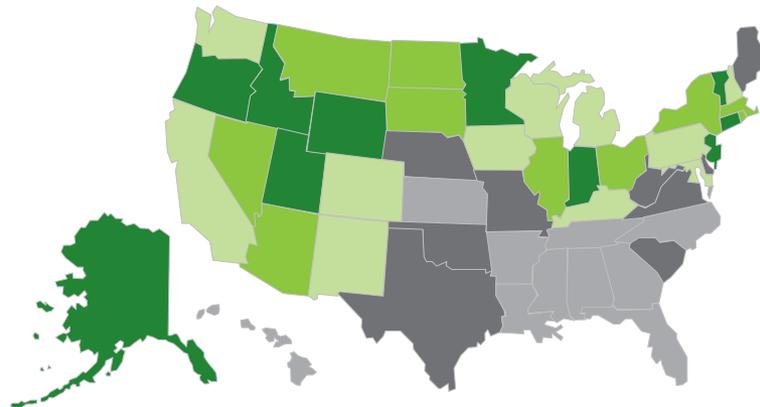
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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.

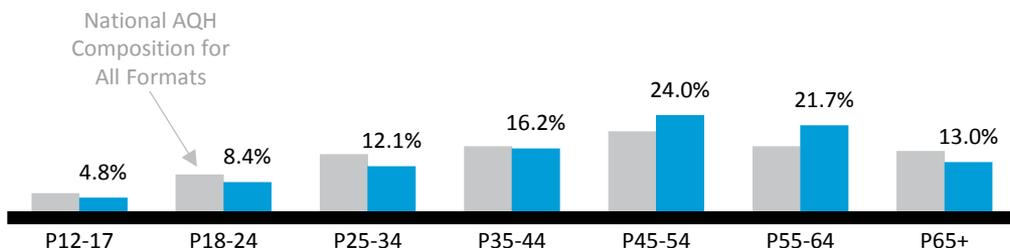
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN ADULT CONTEMPORARY

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

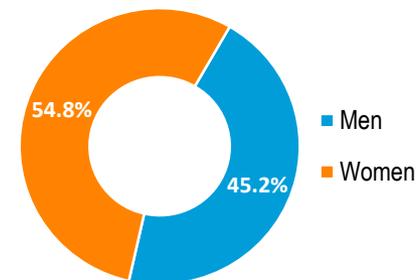
Audience Composition

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



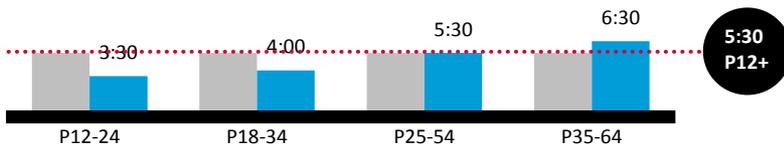
Gender Ratio

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%

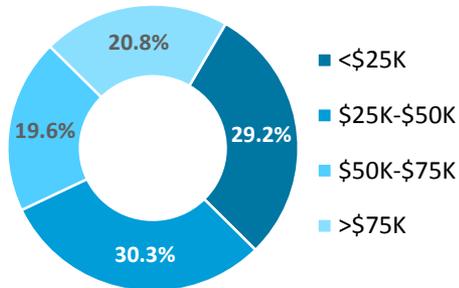
Due to rounding, totals may not add to exactly 100.

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

URBAN ADULT CONTEMPORARY

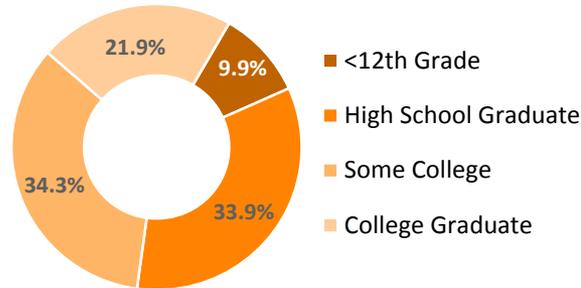
Household Income

Persons 18+



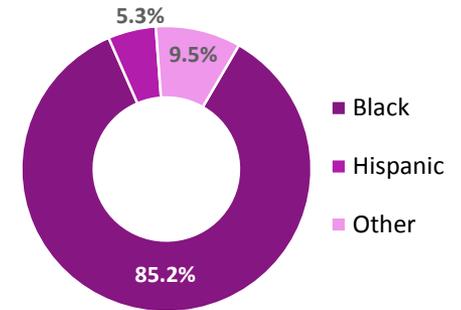
Education

Persons 18+



Ethnic Composition*

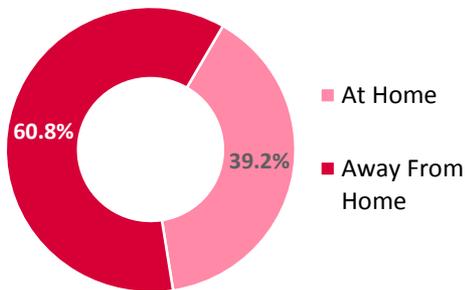
Persons 12+



* Only in DST-Controlled Markets

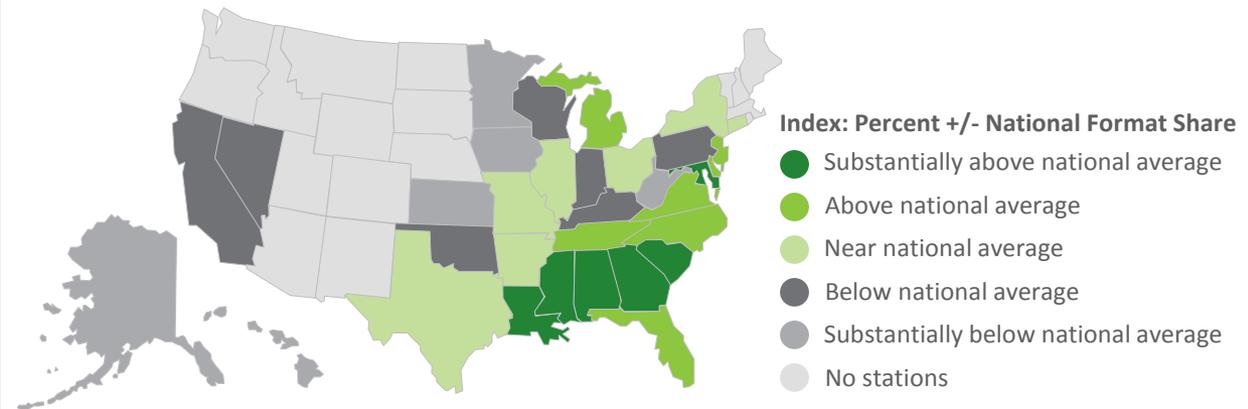
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

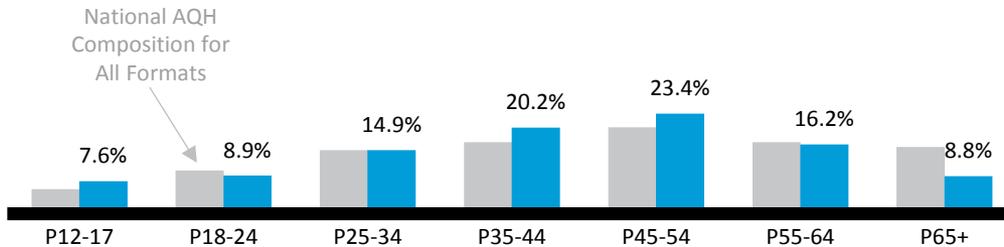
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

CONTEMPORARY CHRISTIAN

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

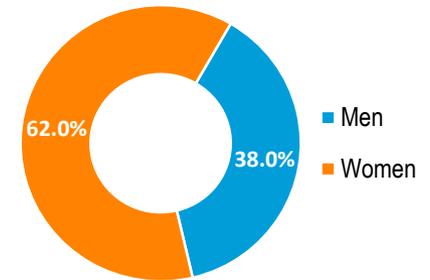
Audience Composition

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



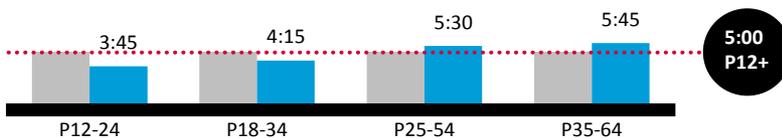
Gender Ratio

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%

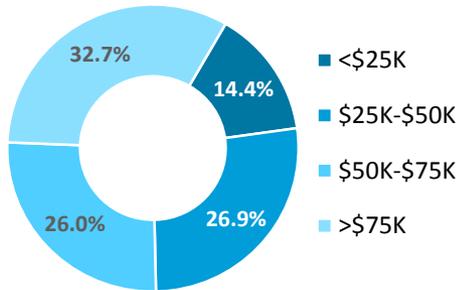
Due to rounding, totals may not add to exactly 100.

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

CONTEMPORARY CHRISTIAN

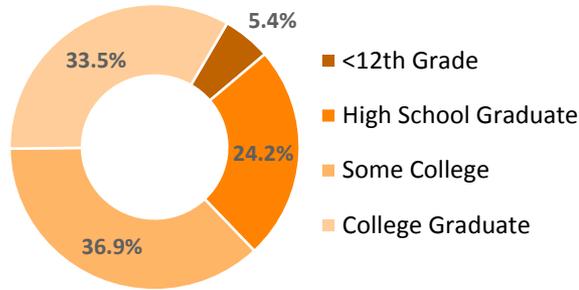
Household Income

Persons 18+



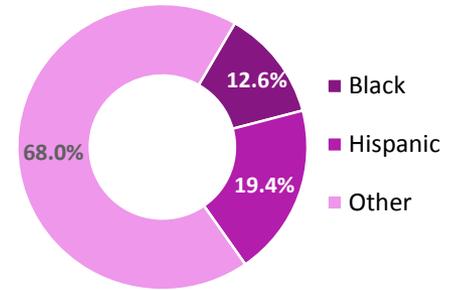
Education

Persons 18+



Ethnic Composition*

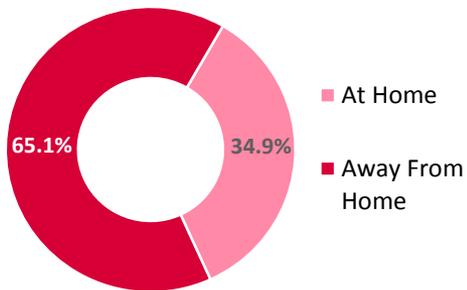
Persons 12+



* Only in DST-Controlled Markets

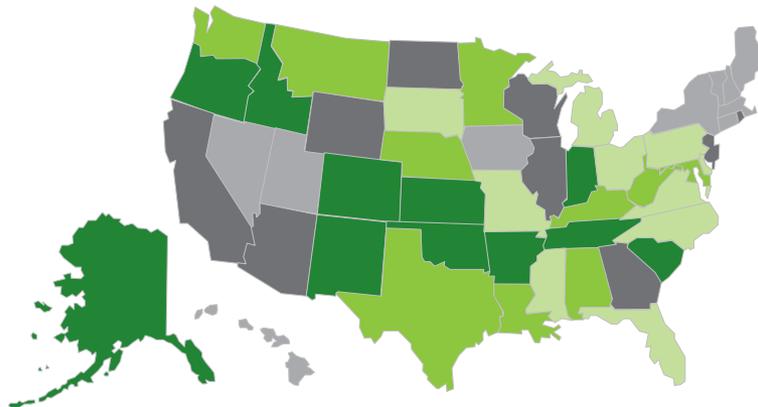
Share of Listening by Location

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

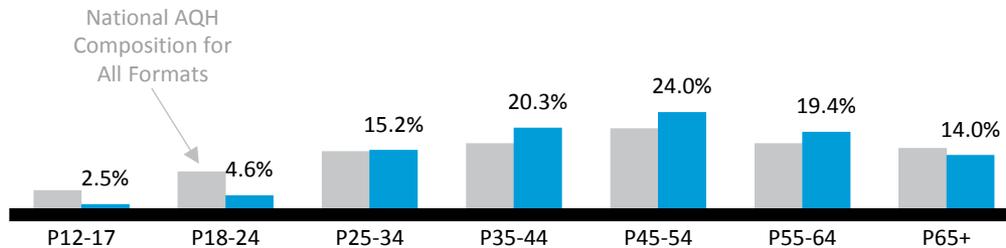
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ALL SPORTS

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

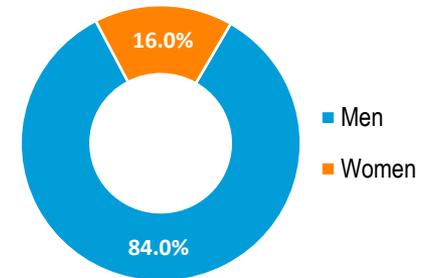
Audience Composition

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



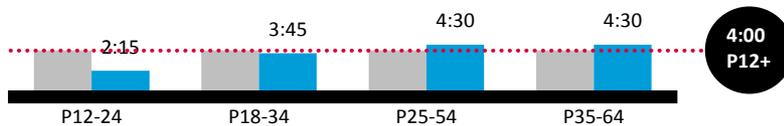
Gender Ratio

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%

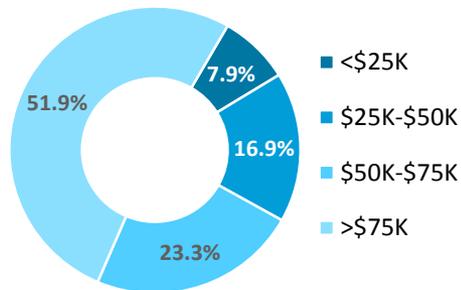
Due to rounding, totals may not add to exactly 100.

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

ALL SPORTS

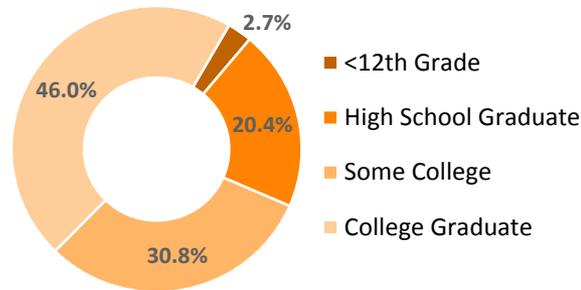
Household Income

Persons 18+



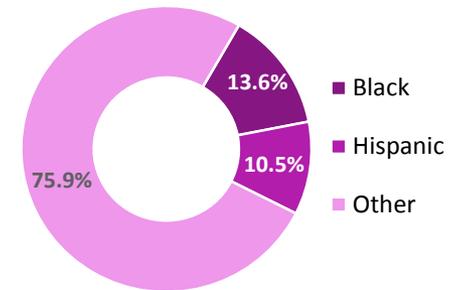
Education

Persons 18+



Ethnic Composition*

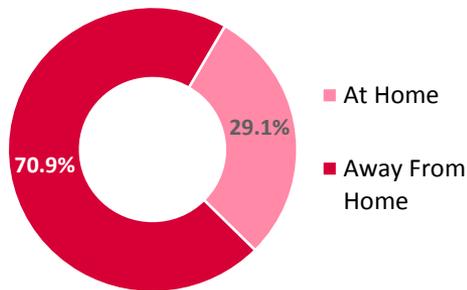
Persons 12+



* Only in DST-Controlled Markets

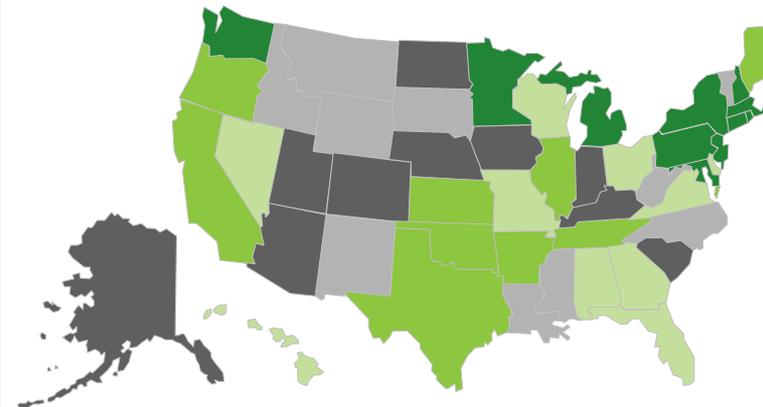
Share of Listening by Location

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.

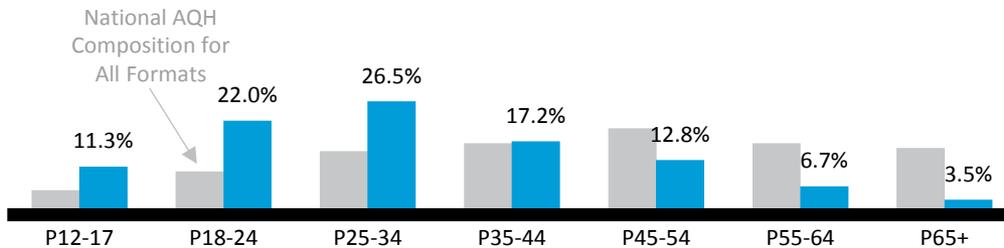
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

URBAN CONTEMPORARY

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

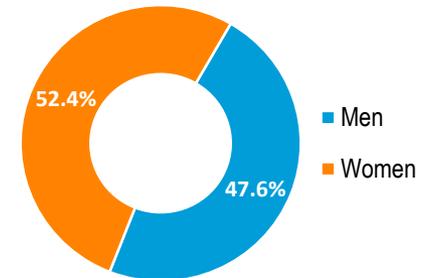
Audience Composition

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



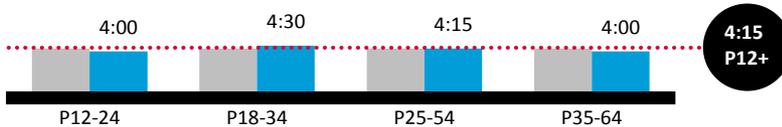
Gender Ratio

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%

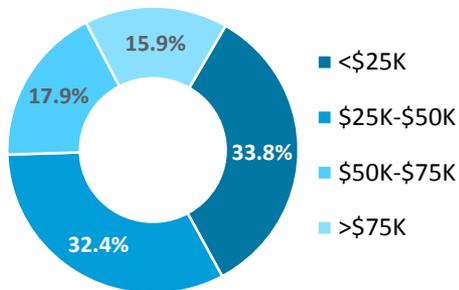
Due to rounding, totals may not add to exactly 100.

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

URBAN CONTEMPORARY

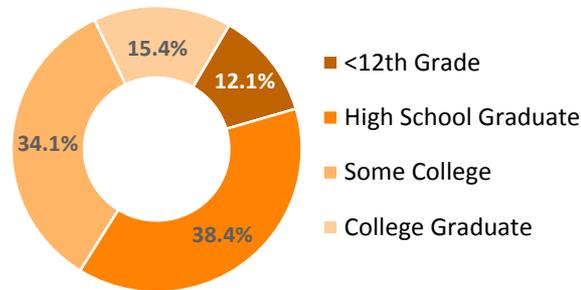
Household Income

Persons 18+



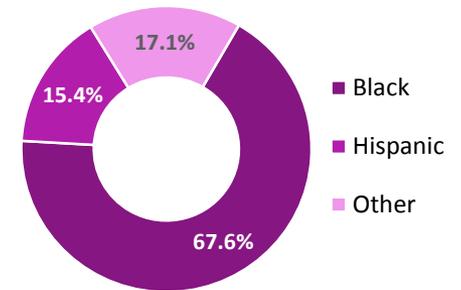
Education

Persons 18+



Ethnic Composition*

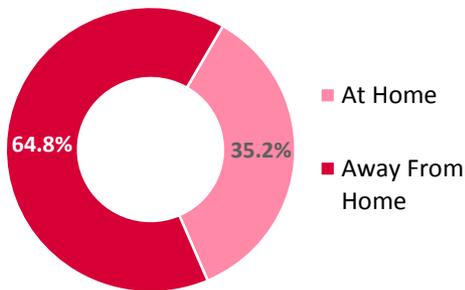
Persons 12+



* Only in DST-Controlled Markets

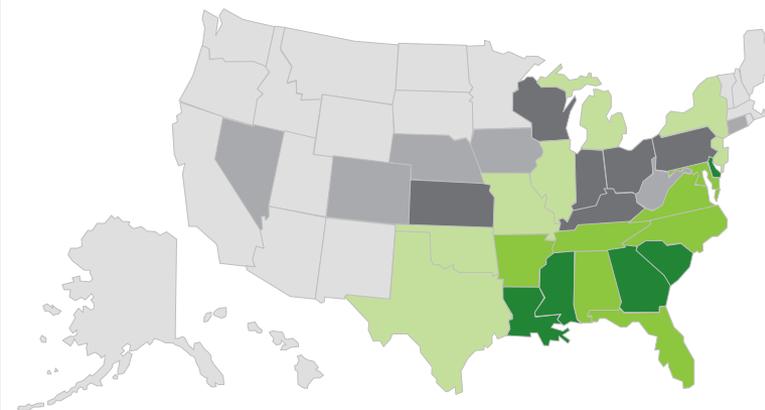
Share of Listening by Location

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.

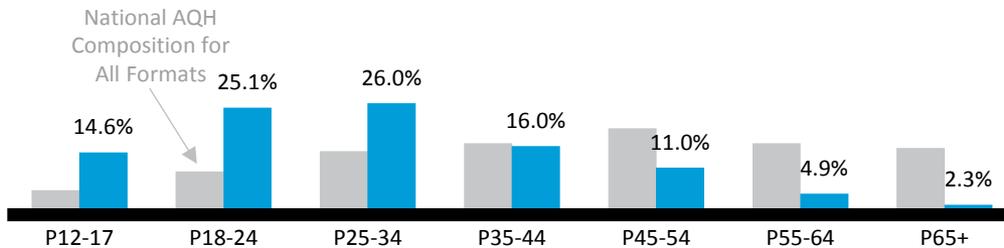
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

RHYTHMIC CONTEMPORARY HIT RADIO

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

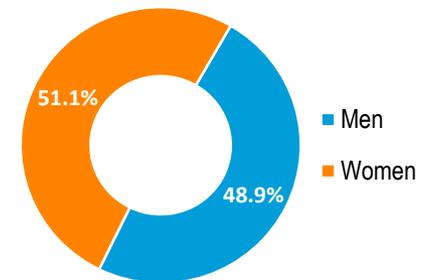
Audience Composition

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



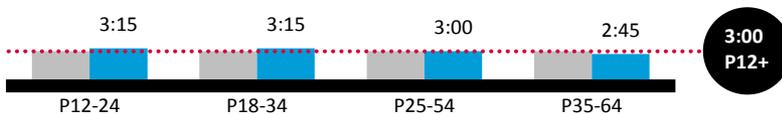
Gender Ratio

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%

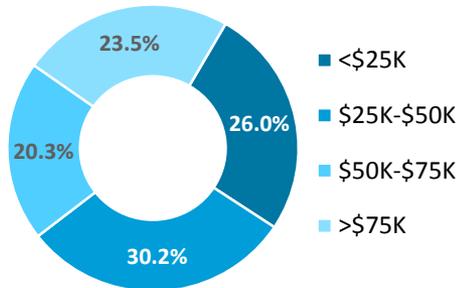
Due to rounding, totals may not add to exactly 100.

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

RHYTHMIC CONTEMPORARY HIT RADIO

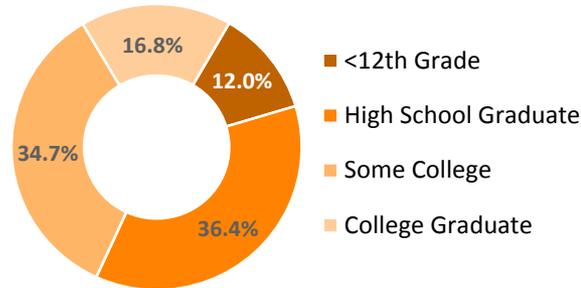
Household Income

Persons 18+



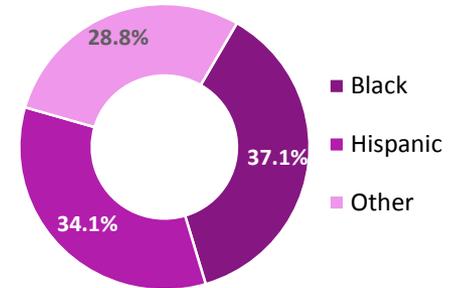
Education

Persons 18+



Ethnic Composition*

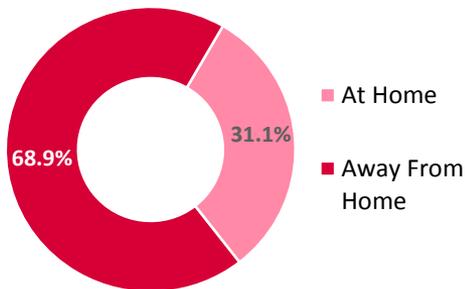
Persons 12+



* Only in DST-Controlled Markets

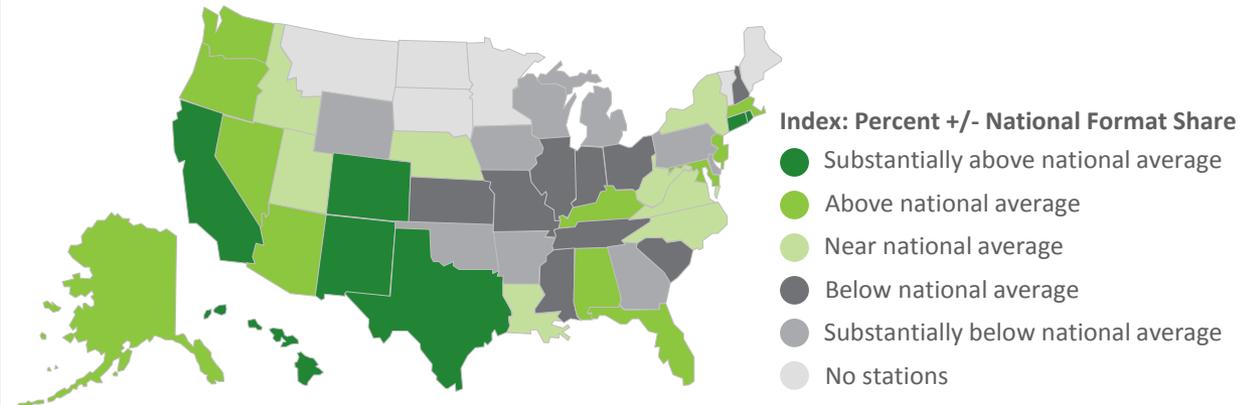
Share of Listening by Location

Persons 12+



Audience Share by State

Persons 12+, AQH Share



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

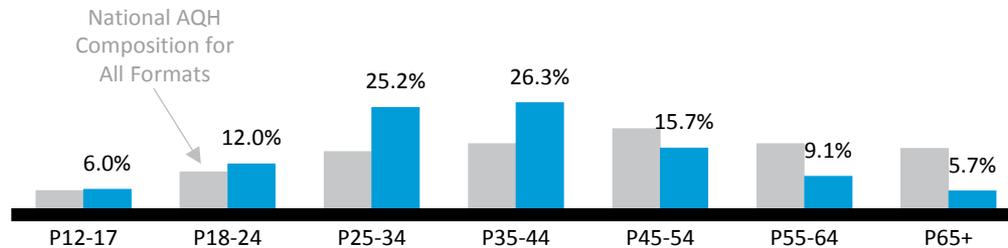
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

MEXICAN REGIONAL

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

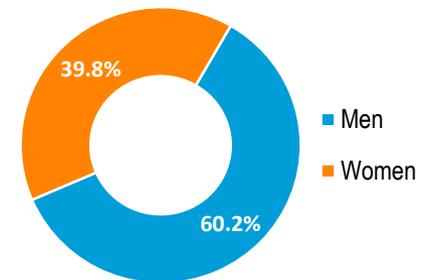
Audience Composition

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



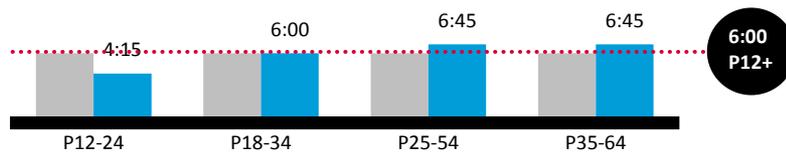
Gender Ratio

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%

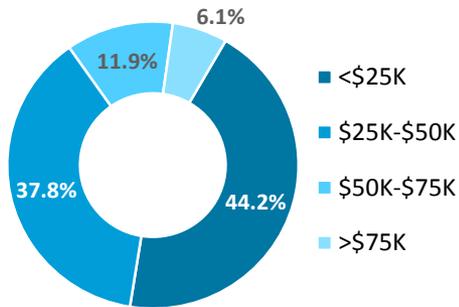
Due to rounding, totals may not add to exactly 100.

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

MEXICAN REGIONAL

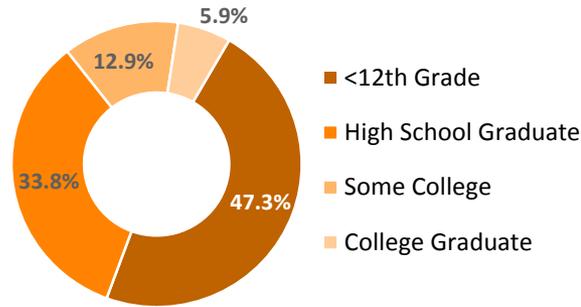
Household Income

Persons 18+



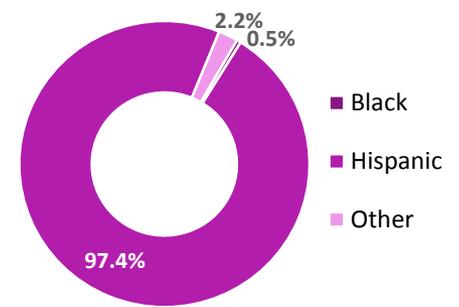
Education

Persons 18+



Ethnic Composition*

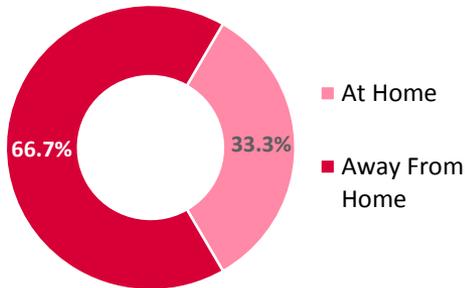
Persons 12+



* Only in DST-Controlled Markets

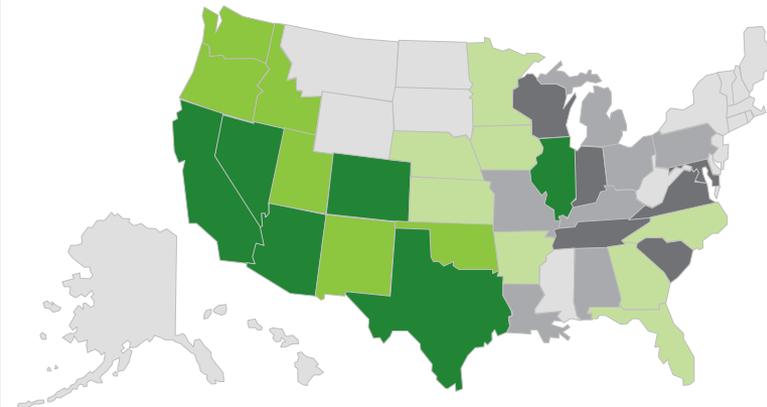
Share of Listening by Location

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.

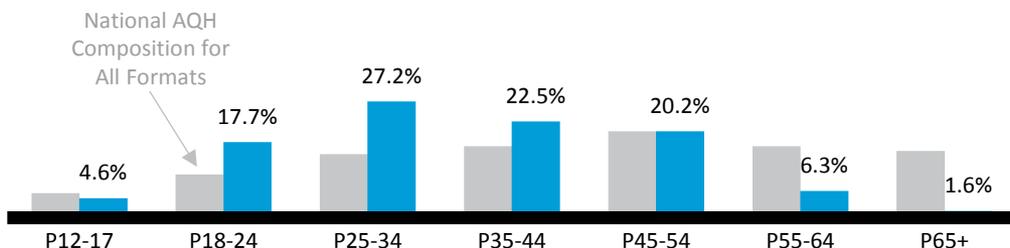
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

ACTIVE ROCK

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

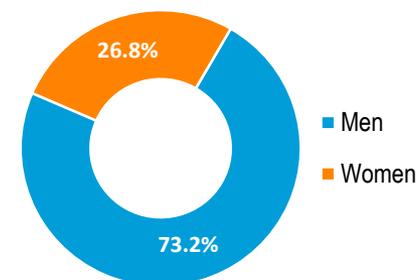
Audience Composition

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



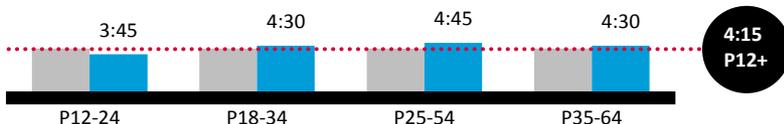
Gender Ratio

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%

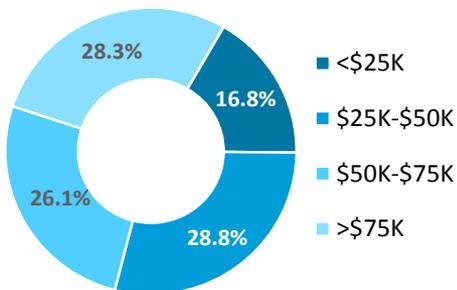
Due to rounding, totals may not add to exactly 100.

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

ACTIVE ROCK

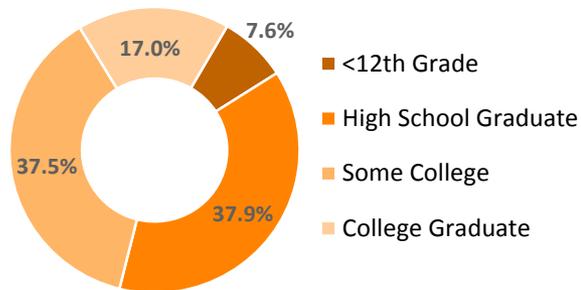
Household Income

Persons 18+



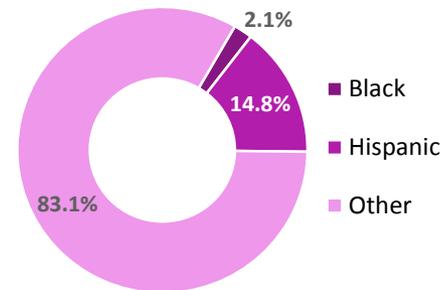
Education

Persons 18+



Ethnic Composition*

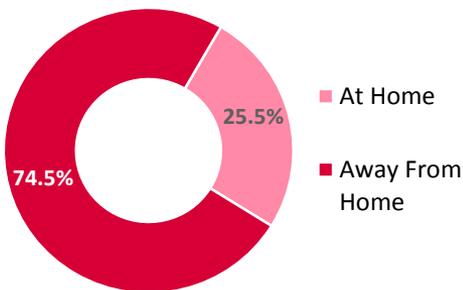
Persons 12+



* Only in DST-Controlled Markets

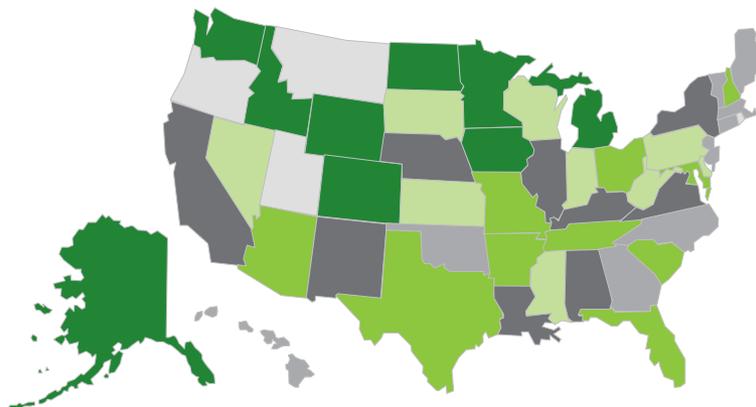
Share of Listening by Location

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

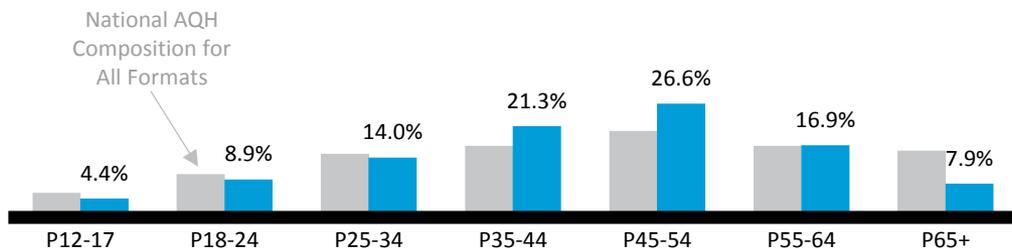
In Spring 2014, each of these formats earned between a rounded 1.0% and 1.9% share of radio listening nationally. While *Audio Today 2015* focuses on the primary radio formats (those earning more than a 2.0% share), these next ten formats reach a substantial amount of listeners in markets nationwide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



ADULT HITS + '80S HITS

Audience Composition

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



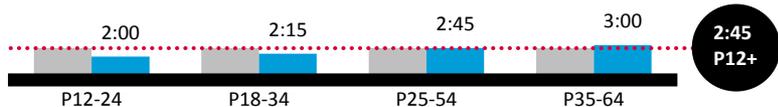
AQH Share Trend

(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%

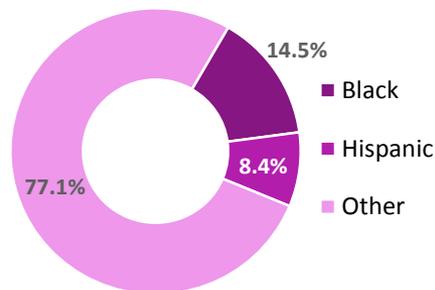
Time Spent Listening by Demographic

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



Ethnic Composition*

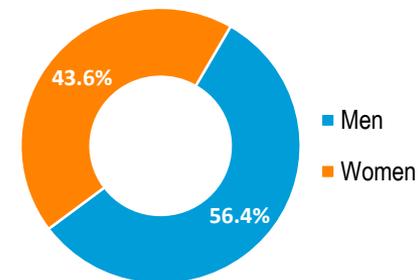
Persons 12+



* Only in DST-Controlled Markets

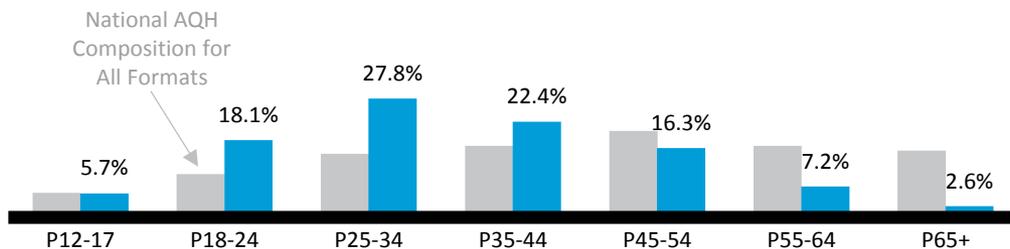
Gender Ratio

Persons 12+
M-SU 6AM-MID



ALTERNATIVE

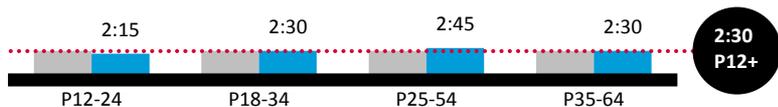
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



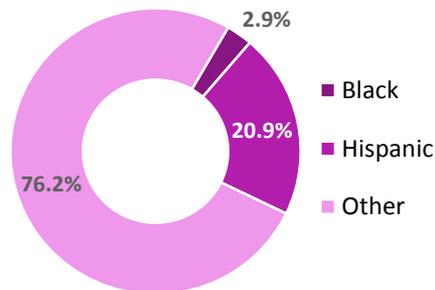
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

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

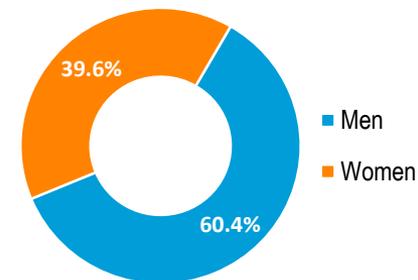


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

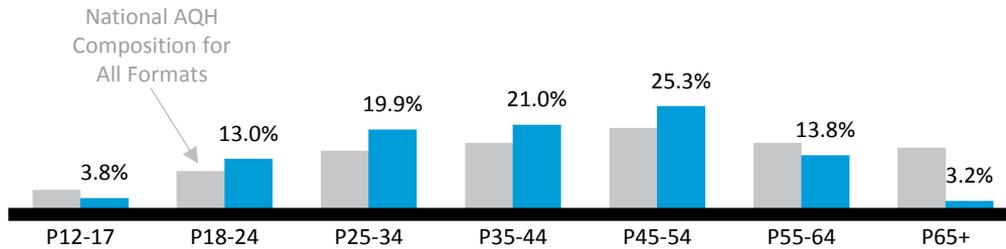
Gender Ratio
Persons 12+
M-SU 6AM-MID



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

AOR + MAINSTREAM ROCK

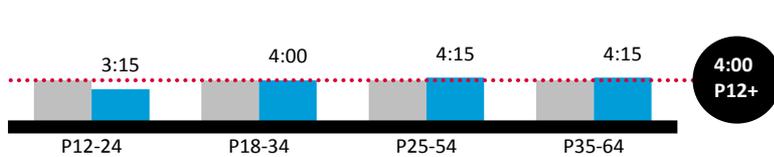
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



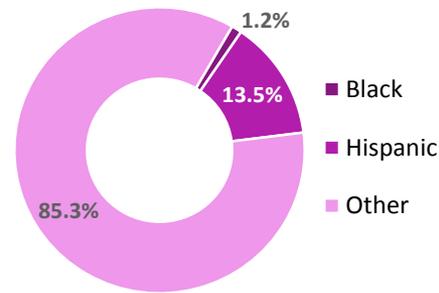
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

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

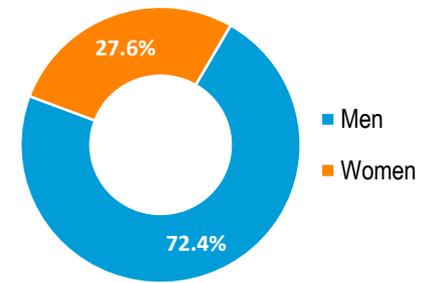


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

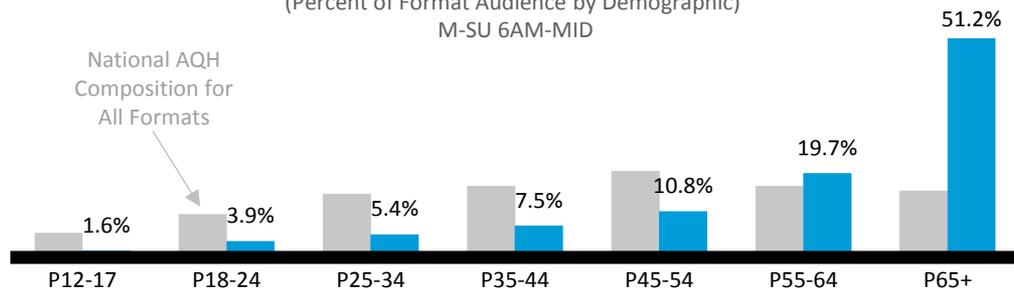
Gender Ratio
Persons 12+
M-SU 6AM-MID



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



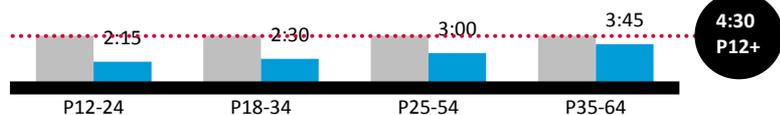
AQH Share Trend

(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%

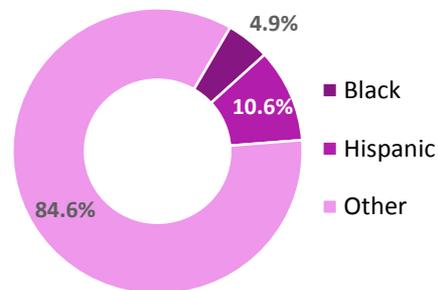
Time Spent Listening by Demographic

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



Ethnic Composition*

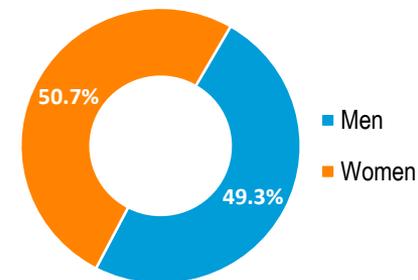
Persons 12+



* Only in DST-Controlled Markets

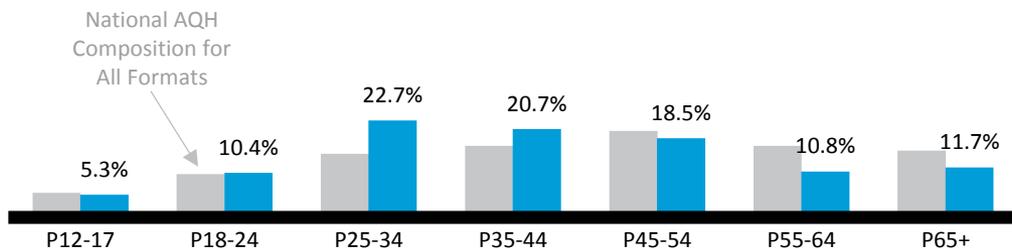
Gender Ratio

Persons 12+
M-SU 6AM-MID



SPANISH CONTEMPORARY + SPANISH HAC

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



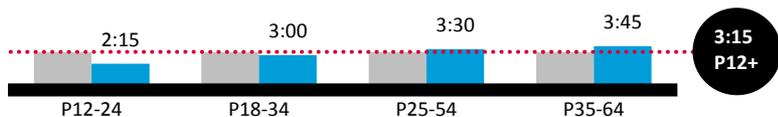
AQH Share Trend

(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%

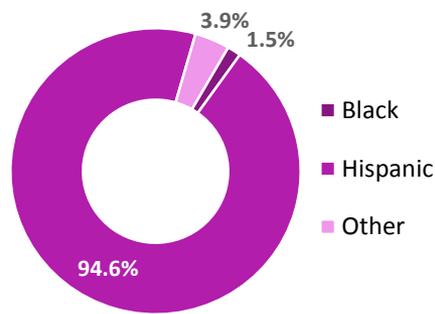
Time Spent Listening by Demographic

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



Ethnic Composition*

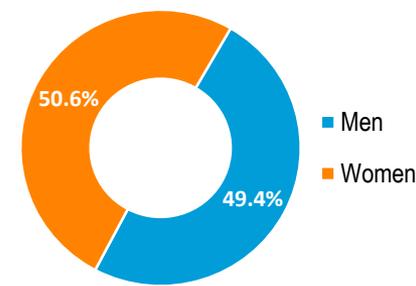
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

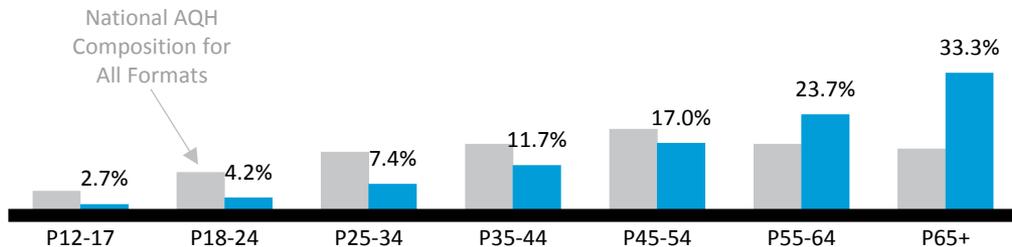
Persons 12+
M-SU 6AM-MID



RELIGIOUS

Audience Composition

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



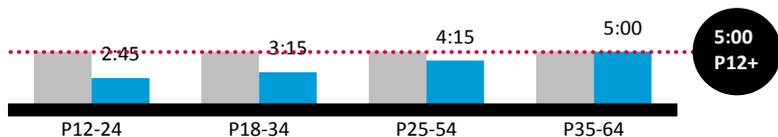
AQH Share Trend

(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%

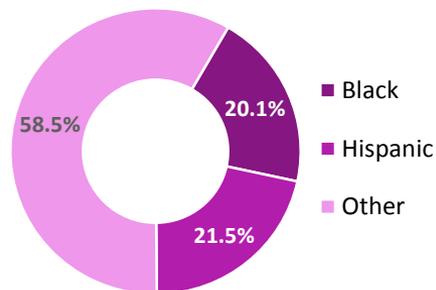
Time Spent Listening by Demographic

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



Ethnic Composition*

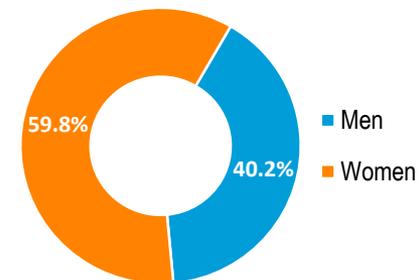
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

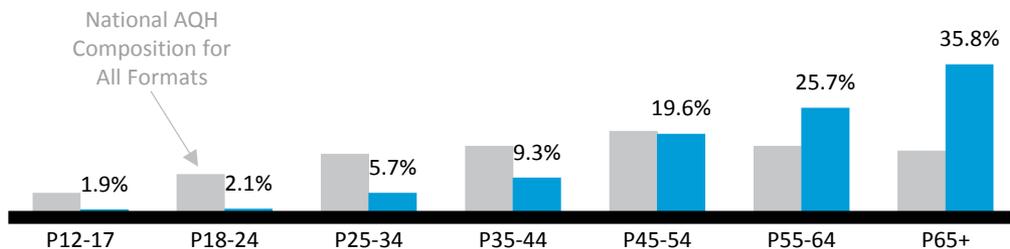
Persons 12+
M-SU 6AM-MID



ALL NEWS

Audience Composition

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



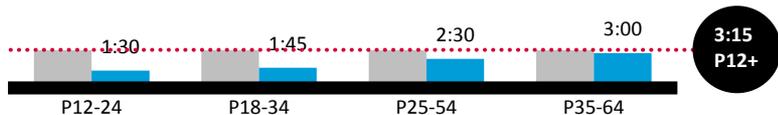
AQH Share Trend

(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%

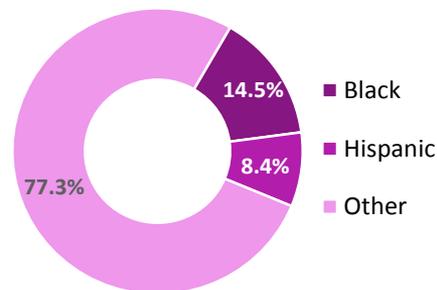
Time Spent Listening by Demographic

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



Ethnic Composition*

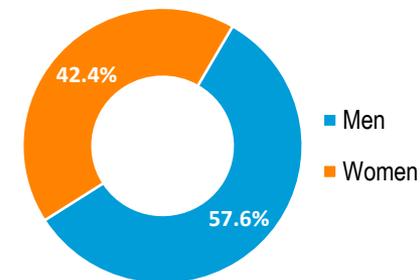
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID

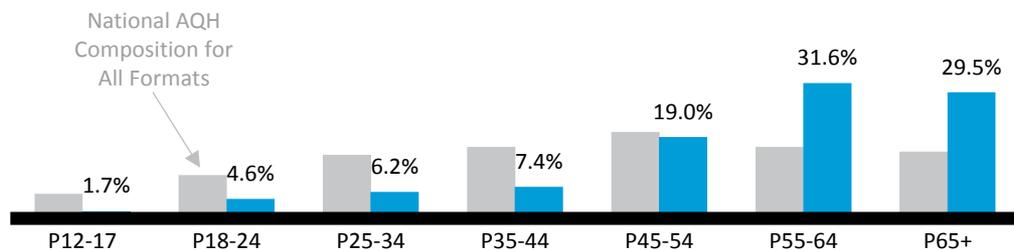


Due to rounding, totals may not add to exactly 100.

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

OLDIES

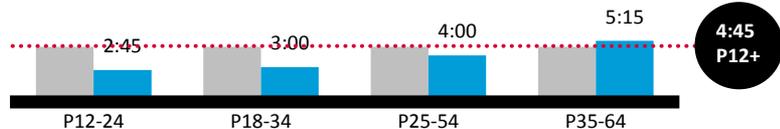
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



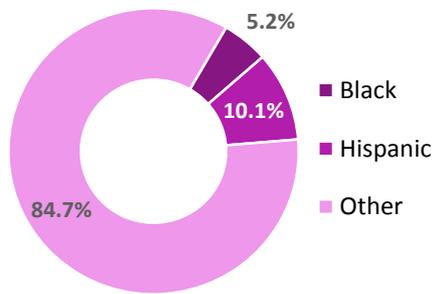
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

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

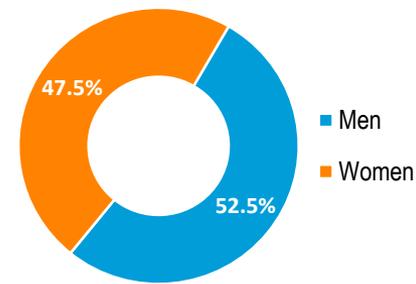


Ethnic Composition*
Persons 12+



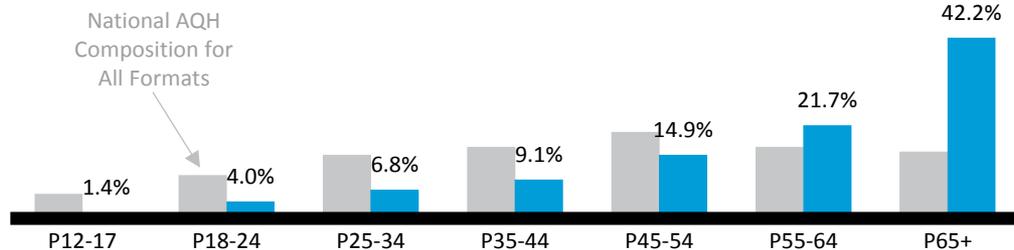
* Only in DST-Controlled Markets

Gender Ratio
Persons 12+
M-SU 6AM-MID



CLASSIC COUNTRY

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



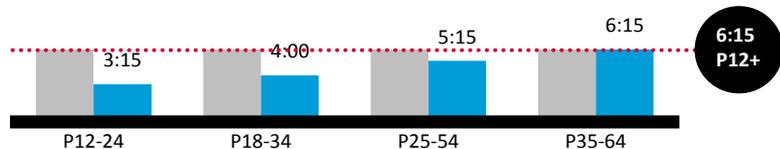
AQH Share Trend

(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%

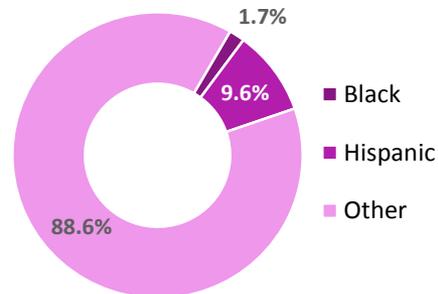
Time Spent Listening by Demographic

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



Ethnic Composition*

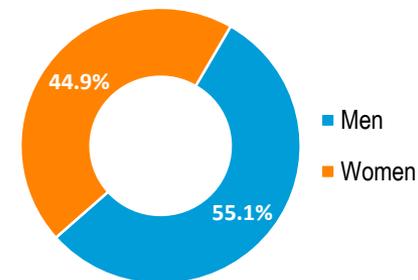
Persons 12+



* Only in DST-Controlled Markets

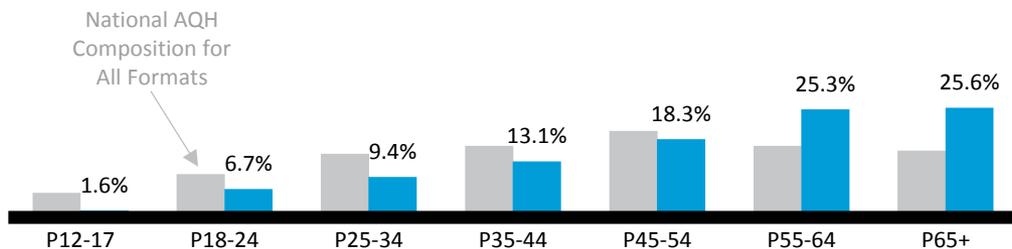
Gender Ratio

Persons 12+
M-SU 6AM-MID



VARIETY

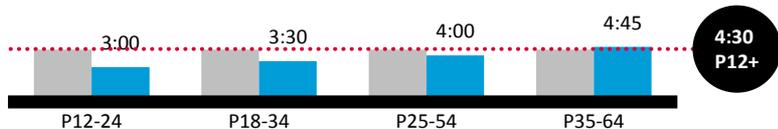
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



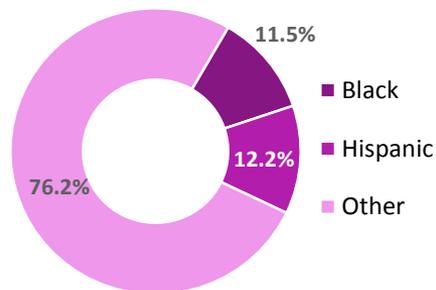
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

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

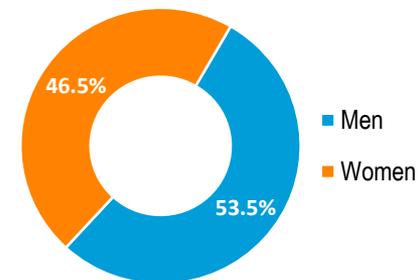


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

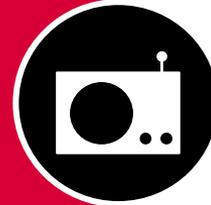
Gender Ratio
Persons 12+
M-SU 6AM-MID



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2014.

NATIONAL RADIO LISTENING TRENDS

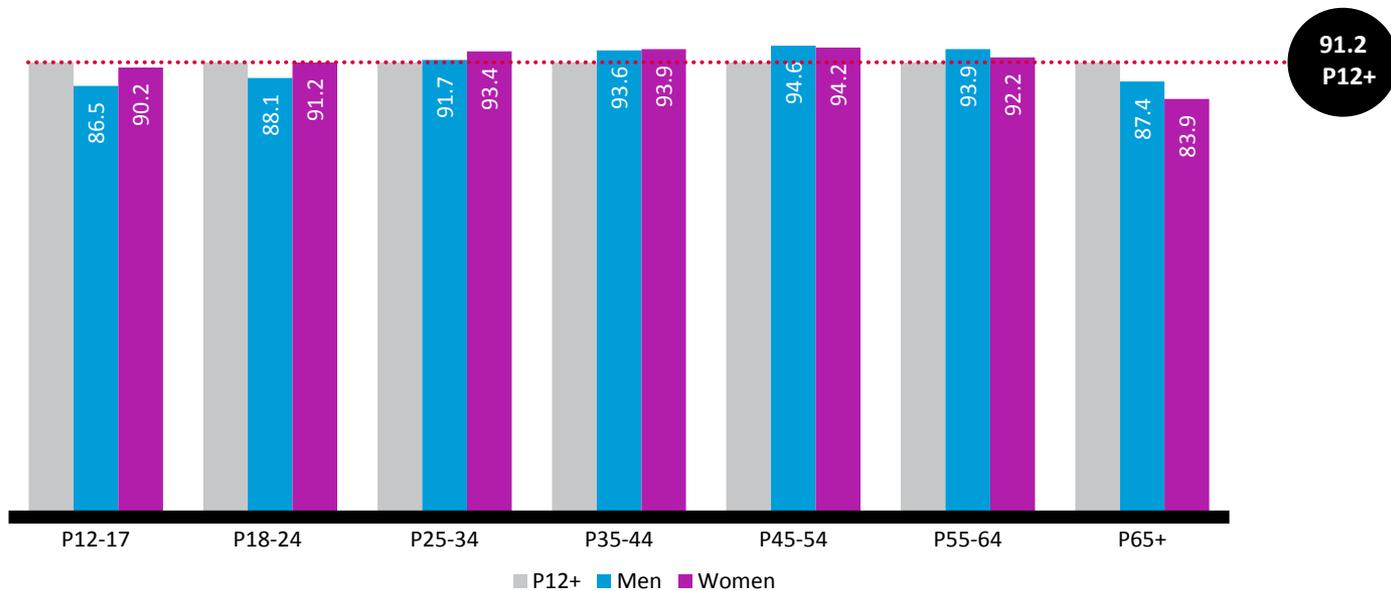
This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.



RADIO REACHES ALL AGES – WEEKLY CUME RATING

Weekly Cume Rating

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



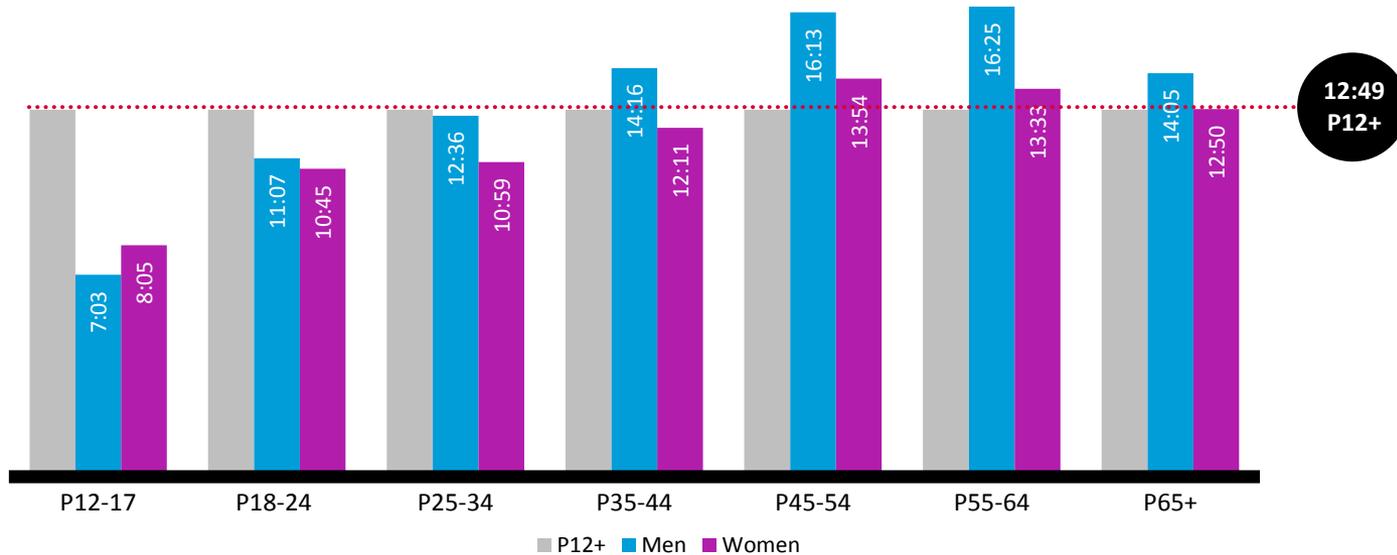
HOW TO READ:

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)



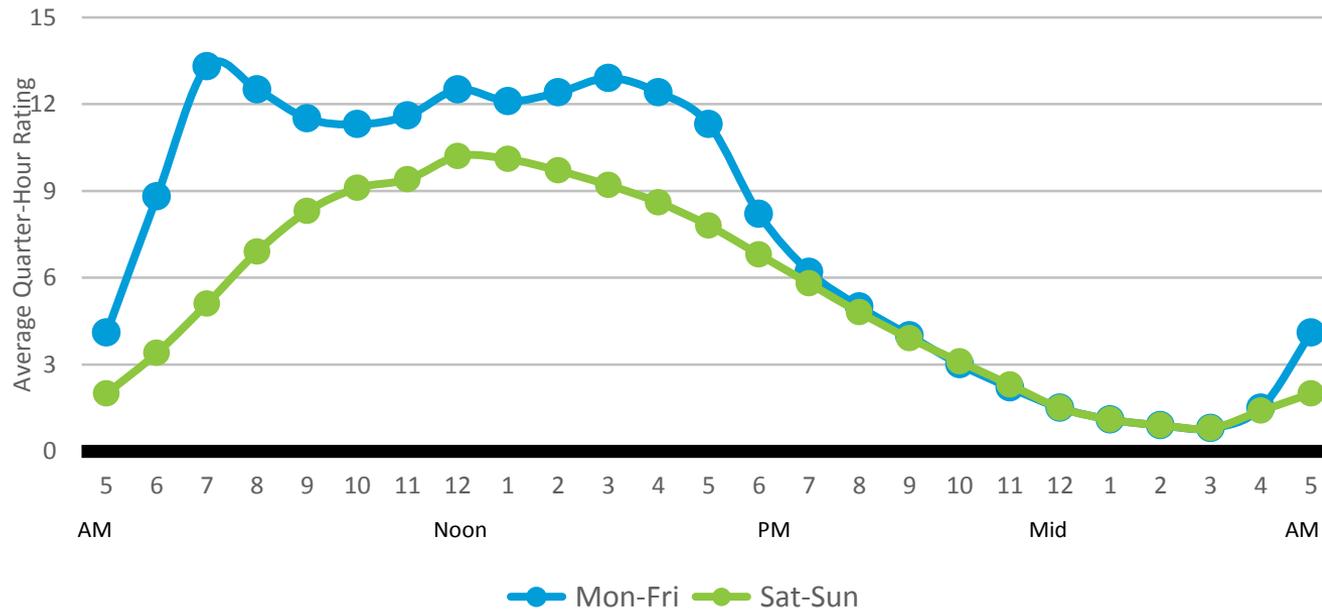
HOW TO READ:

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 slight 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

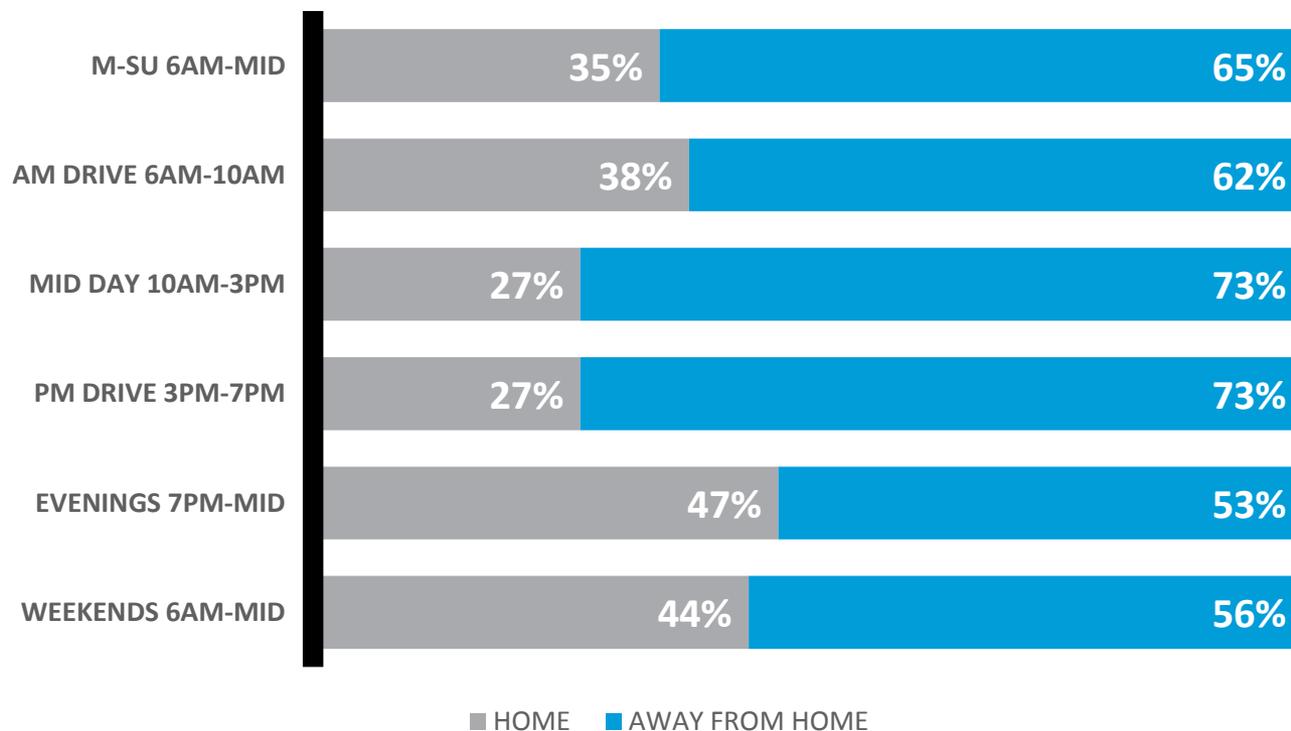
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	55.2	42.7	62.2	44.3	61.4	85.4
	W	59.7	48.1	69.2	49.6	67.1	88.5
P18-24	M	54.1	62.4	66.9	51.6	65.2	86.1
	W	60.2	69.4	72.9	57.5	70.8	90.0
P25-34	M	65.6	66.0	72.5	52.2	68.6	89.8
	W	68.3	69.8	76.1	52.4	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

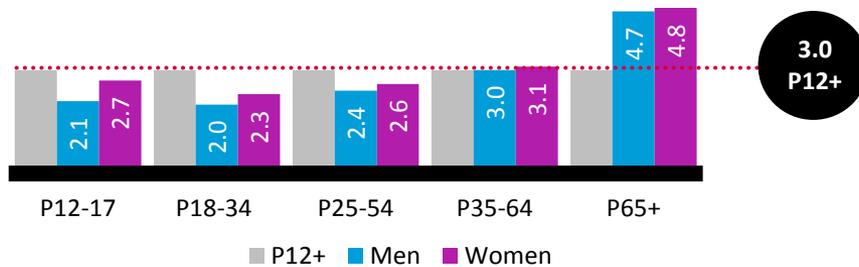
Persons 12+



WHERE MEN AND WOMEN LISTEN

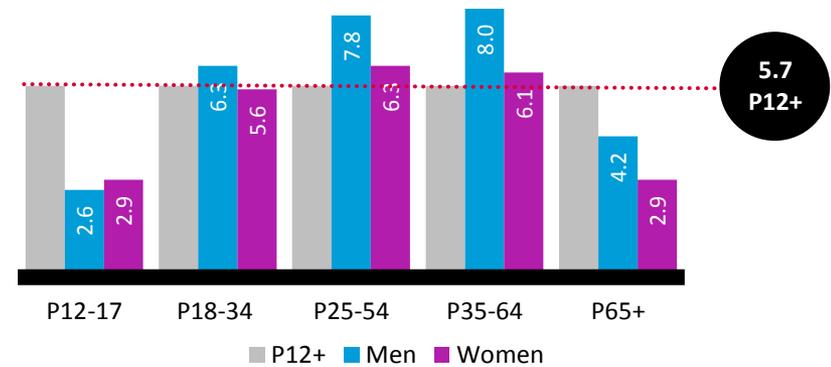
At-Home Listening for Men and Women

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

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

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

Source: TAPSCAN™ Web National Regional Database, Spring 2014

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%

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

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