

nielsen AN UNCOMMON SENSE OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY 2017

APPENDIX

EXCLUSIVELY FOR NIELSEN CLIENTS



RADIO'S ENDURING RELATIONSHIP WITH U.S. LISTENERS

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

Audio Today 2017 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 2016 Diary and April-May-June 2016 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 2017 it is based on data from the Spring 2016 National Regional Database and December 2016 RADAR surveys.
- Portable People Meter (PPM) data was included for the first time in the 2009 version of this study, and the number of PPM-measured markets was expanded in the 2010 and 2011 reports.
- The station counts noted in the format sections refer to ‘rated’ stations (those that met the Nielsen minimum reporting standard to be included in the data). These counts will differ from the figures on the National Format Shares and Station Counts pages, which include all stations in the Nielsen Radio Station Information Database, rated or otherwise.
- Airplay data from Nielsen BDSRadio is limited to only the US markets where songs are monitored.
- *Audio Today* listening data include both commercial and non-commercial stations, as well as a broadcaster’s HD Radio and online streamed signals that are captured in the total Persons Using Radio estimates. Satellite radio is included in the total persons using radio for diary markets in cases where respondents record listening to these services. Other music services such as Pandora, Spotify and iTunes Radio are not included.
- Unless noted, all data is based on Persons 12+ for the M-SU 6AM-MID daypart.

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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 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:

$$\frac{168 \text{ Quarter-Hours in a time period} \times 2,000 \text{ AQH Persons}}{40,000 \text{ Cume Audience}} = \text{TSL of 8.4 hours (8:24)}$$

NATIONAL RADIO FORMAT SHARES AND STATION COUNTS

Spring 2016

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	13.6	3451	1557	294	1851	202	1	56	6	3	1145	153	28	4	2
News/Talk/Info + Talk/Personality	11.1	3956	652	1152	1804	234	101	145	60	7	563	875	115	45	6
Pop CHR	7.9	1213	523	10	533	142	0	36	7	0	460	9	20	5	0
Adult Contemporary + Soft AC	7.8	1544	672	128	800	117	1	29	3	2	497	74	17	2	2
Classic Rock	6.0	1177	551	20	571	93	0	49	6	0	420	10	24	4	0
Classic Hits	5.9	1335	535	168	703	76	3	29	6	0	395	108	13	2	0
Hot AC	5.5	1036	504	12	516	106	0	13	4	0	381	7	8	1	0
Urban AC	4.2	417	142	38	180	50	1	19	6	1	124	18	11	4	1
Contemporary Christian	3.7	2179	1034	37	1071	37	0	60	33	2	870	25	51	29	1
All Sports	3.6	1692	180	619	799	37	49	76	46	10	142	437	55	28	7
Urban Contemporary	3.6	397	144	18	162	43	0	33	3	0	116	12	25	3	0
Rhythmic CHR	2.7	433	149	6	155	49	0	45	5	2	138	6	29	3	1
Mexican Regional	2.6	689	236	148	384	29	2	10	3	1	161	88	9	2	0
Active Rock	2.0	389	167	4	171	30	0	22	2	1	145	3	12	1	1
Alternative	2.0	723	291	7	298	44	1	63	11	3	243	6	43	8	3
Adult Hits + 80s Hits	1.9	411	172	24	196	31	1	20	5	0	132	15	8	3	0
AOR + Mainstream Rock	1.8	395	176	5	181	31	0	19	2	4	137	5	10	2	4
Classical	1.5	895	259	2	261	132	1	124	11	0	244	2	109	11	0
Spanish Cont. + Spanish Hot AC	1.4	252	76	40	116	18	1	15	6	1	59	25	8	3	0
All News	1.4	83	11	18	29	7	6	6	2	0	9	16	6	2	0
Religious	1.2	2230	985	395	1380	10	22	12	5	3	536	246	10	5	1
Classic Country	1.2	666	162	208	370	6	3	38	7	3	93	121	18	4	3
Variety	1.0	1830	829	121	950	114	4	30	9	1	617	75	22	7	1
Album Adult Alternative	1.0	604	200	4	204	53	0	67	20	1	182	4	55	17	1
Spanish Adult Hits	0.9	140	43	18	61	16	1	2	5	1	35	13	1	5	0
Oldies	0.8	763	198	253	451	6	1	37	10	1	98	136	16	7	0
Rhythmic AC	0.8	90	33	1	34	14	0	7	0	1	30	0	3	0	1
Gospel	0.6	490	88	214	302	4	8	7	7	0	45	105	5	7	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 2016. 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 2016 (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	0.6	95	22	24	46	5	2	3	1	1	21	12	3	0	1
Contemporary Inspirational	0.5	224	88	16	104	8	2	9	6	2	68	10	9	5	1
Christian Adult Contemporary	0.4	174	87	3	90	6	0	4	3	1	62	3	2	3	0
Adult Standards/ MOR	0.3	247	29	141	170	1	2	6	1	0	14	50	3	0	0
Jazz	0.3	215	68	3	71	21	0	30	7	0	58	3	19	6	0
Educational	0.3	231	107	5	112	27	0	7	0	0	74	4	7	0	0
Urban Oldies	0.2	67	17	10	27	2	0	8	6	0	12	6	4	2	0
Rhythmic Oldies	0.2	59	21	8	29	2	1	4	1	0	15	4	3	0	0
Southern Gospel	0.2	312	117	87	204	1	0	1	2	1	65	35	1	1	1
Spanish News/Talk	0.2	121	5	56	61	0	5	5	2	1	4	38	3	1	1
Spanish Religious	0.2	257	68	81	149	2	0	1	4	0	47	49	1	4	0
Spanish Variety	0.1	215	56	67	123	9	0	1	4	2	35	39	0	2	0
Tejano	0.1	40	15	9	24	0	2	1	0	0	10	3	0	0	0
Modern AC	0.1	46	19	4	23	3	0	2	0	0	13	3	2	0	0
World Ethnic	0.1	215	22	91	113	2	5	6	4	0	15	63	4	3	0
Easy Listening	0.1	51	26	3	29	4	0	0	1	0	15	2	0	0	0
Spanish Contemporary Christian	0.0	118	31	31	62	1	1	2	2	0	24	23	1	2	0
Other	0.0	176	66	23	89	2	0	23	8	0	35	5	10	4	0
Spanish Sports	0.0	57	1	27	28	0	4	1	2	1	0	20	0	1	0
Smooth AC	0.0	15	3	2	5	2	0	3	0	0	2	1	2	0	0
NAC/Smooth Jazz	0.0	80	17	3	20	0	1	29	1	0	12	3	14	0	0
Nostalgia	0.0	65	10	27	37	1	0	2	1	0	8	13	2	1	0
Comedy	0.0	15	0	6	6	0	0	3	0	0	0	3	3	0	0
Spanish Oldies	0.0	30	4	16	20	0	0	0	0	0	2	8	0	0	0
Blues	0.0	28	1	4	5	0	1	15	1	0	0	4	1	1	0
Family Hits	0.0	33	1	11	12	0	8	2	1	0	1	9	0	0	0
Children's Radio	0.0	13	0	2	2	0	1	3	4	0	0	1	0	2	0
Latino Urban	0.0	7	2	0	2	0	0	2	0	0	2	0	1	0	0
Holiday Music	0.0	1	1	0	1	0	0	0	0	0	0	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
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G3	Internet Stream of HD Radio Multicast F3
G4	Internet Stream of HD Radio Multicast F4

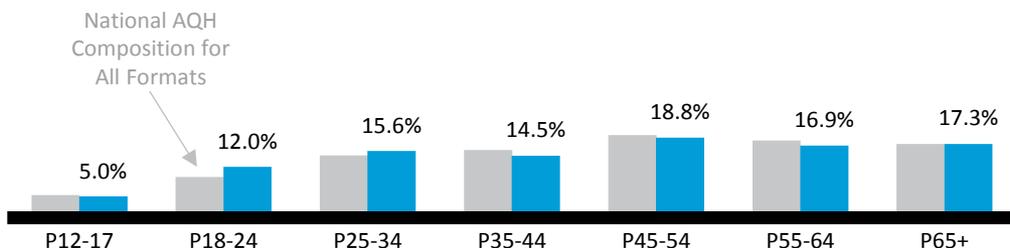
Source: Nielsen Radio Station Information Database, June 2016. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

COUNTRY + NEW COUNTRY

68 million weekly listeners aged 12+; 1,942 radio stations

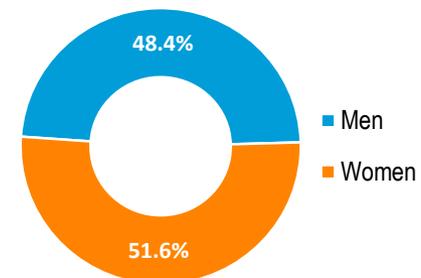
Audience Composition

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



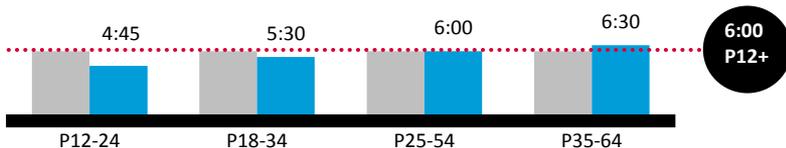
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
13.4%	13.3%	14.1%	14.2%	14.8%	15.2%	14.4%	13.6%

12+ AQH Share in PPM Markets	8.1%
12+ AQH Share in Diary Markets	14.9%
12+ AQH Share in non-Metro counties	24.0%

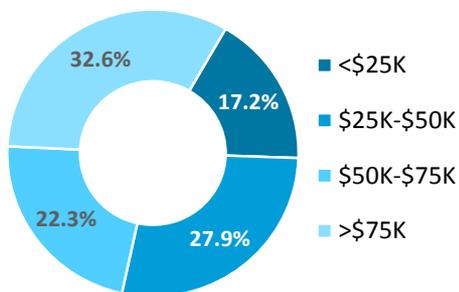
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

COUNTRY + NEW COUNTRY

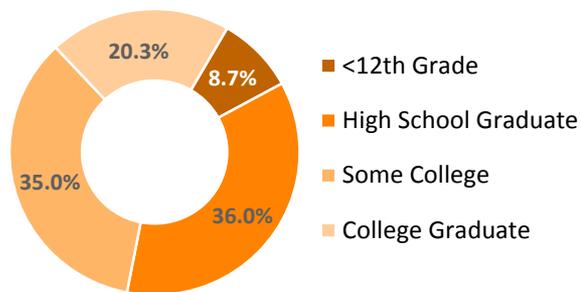
Household Income

Persons 18+



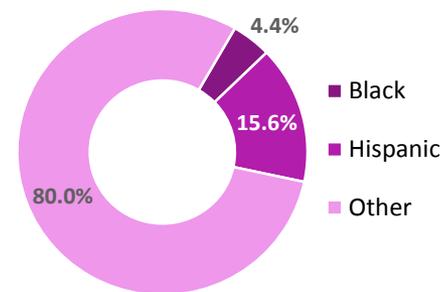
Education

Persons 18+



Ethnic Composition*

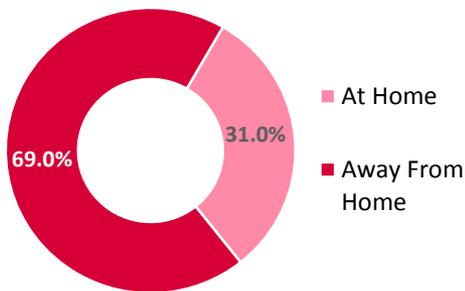
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Somewhere On A Beach	Dierks Bentley	1,139,995,400
2	Die A Happy Man	Thomas Rhett	1,104,152,200
3	Snapback	Old Dominion	1,039,946,200
4	T-Shirt	Thomas Rhett	999,393,400
5	Think Of You	Chris Young Duet w/ Cassadee Pope	996,889,000
6	I Like The Sound Of That	Rascal Flatts	955,642,000
7	Lights Come On	Jason Aldean	913,153,200
8	You Should Be Here	Cole Swindell	888,353,700
9	Wasted Time	Keith Urban	885,481,900
10	Mind Reader	Dustin Lynch	885,349,200

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

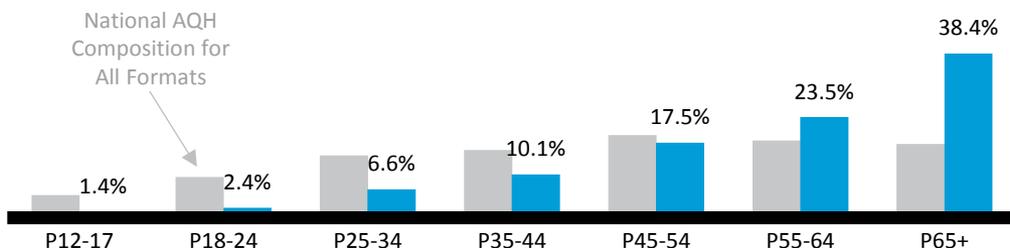
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

52 million weekly listeners aged 12+; 2052 radio stations

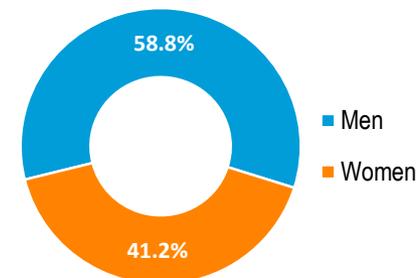
Audience Composition

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



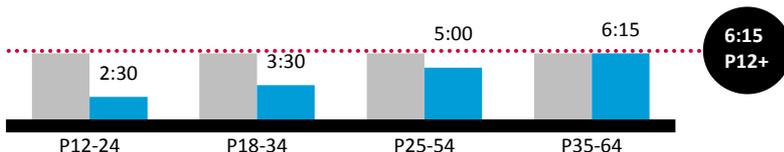
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
12.9%	12.1%	12.1%	11.4%	11.4%	10.6%	10.7%	11.1%

12+ AQH Share in PPM Markets	11.2%
12+ AQH Share in Diary Markets	11.2%
12+ AQH Share in non-Metro counties	10.6%

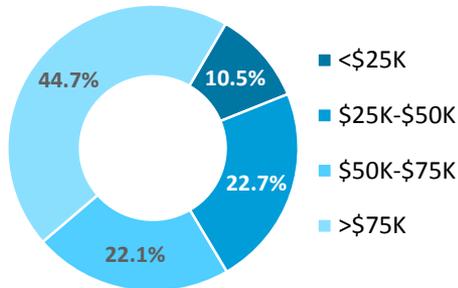
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

NEWS/TALK/INFORMATION + TALK/PERSONALITY

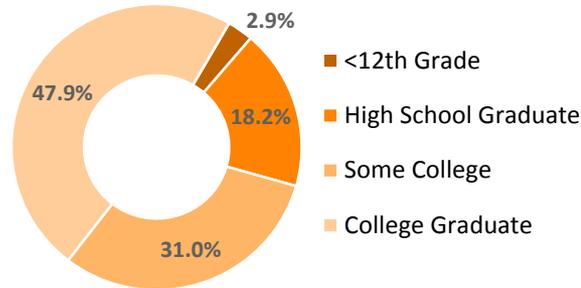
Household Income

Persons 18+



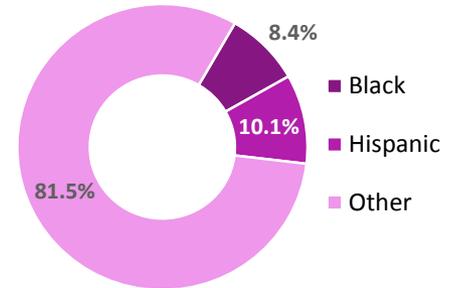
Education

Persons 18+



Ethnic Composition*

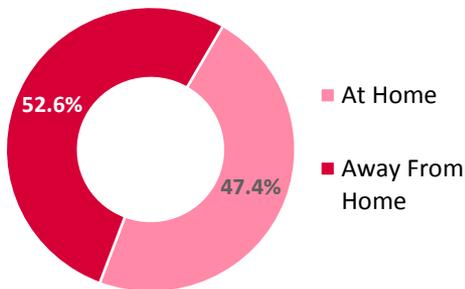
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top Syndicated Personalities on News/Talk Radio

Alphabetical Order

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

Sean Hannity
 Hugh Hewitt
 Clark Howard
 Tom Joyner
 Kim Komando
 Mark Levin
 Rush Limbaugh
 Mike & Mike
 Stephanie Miller

Eddie Piolin Sotelo
 Dave Ramsey
 Jim Rome
 Michael Savage
 Ryan Seacrest
 Nikki Sixx
 Ricky Smiley
 John Tesh

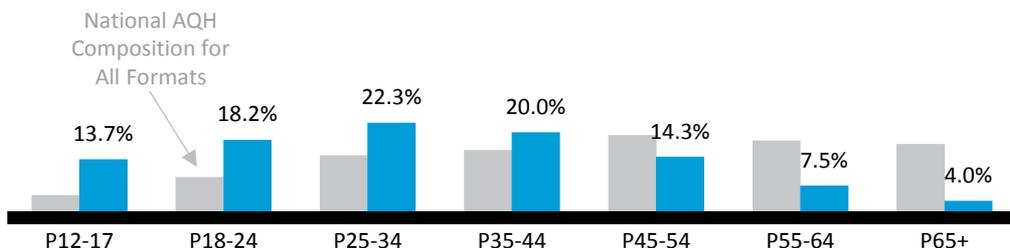
Due to rounding, totals may not add to exactly 100.
 Source: TAPSCAN™ Web National Regional Database, Spring 2016.

POP CONTEMPORARY HIT RADIO

73 million weekly listeners aged 12+; 624 radio stations

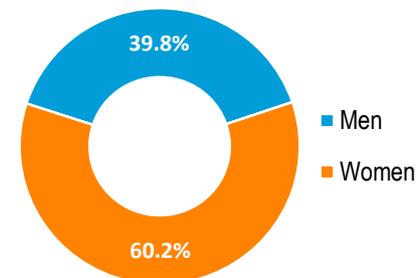
Audience Composition

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



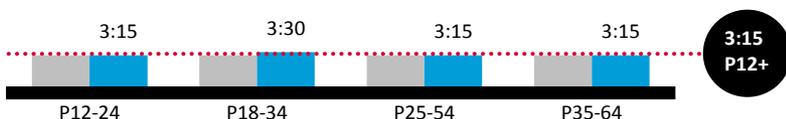
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
6.7%	7.6%	7.6%	8.2%	8.1%	8.0%	8.0%	7.9%

12+ AQH Share in PPM Markets	8.0%
12+ AQH Share in Diary Markets	8.7%
12+ AQH Share in non-Metro counties	6.1%

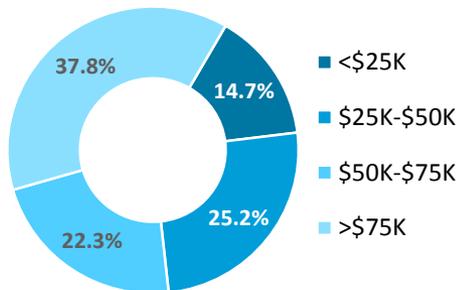
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

POP CONTEMPORARY HIT RADIO

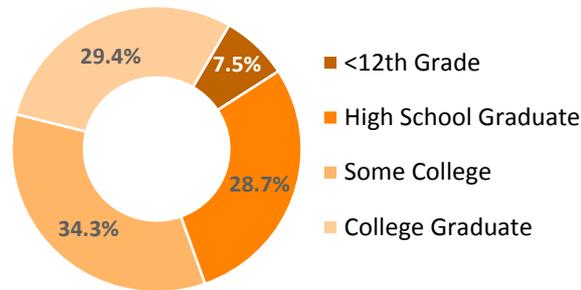
Household Income

Persons 18+



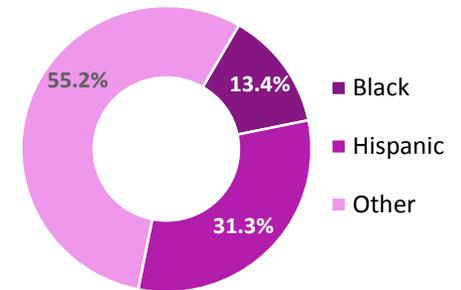
Education

Persons 18+



Ethnic Composition*

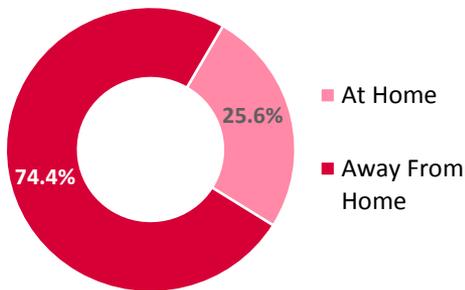
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Don't Let Me Down	Chainsmokers Feat. Daya	2,143,667,300
2	Cheap Thrills	Sia	2,047,677,600
3	Love Yourself	Justin Bieber	2,026,090,200
4	This Is What You Came For	Calvin Harris Feat. Rihanna	2,011,139,700
5	I Took A Pill In Ibiza	Mike Posner	2,010,608,000
6	One Dance	Drake Feat. WizKid & Kyla	1,975,682,700
7	Stressed Out	Twenty One Pilots	1,968,611,500
8	Closer	Chainsmokers Feat. Halsey	1,823,369,100
9	Can't Stop The Feeling!	Justin Timberlake	1,696,138,100
10	My House	Flo Rida	1,685,940,500

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

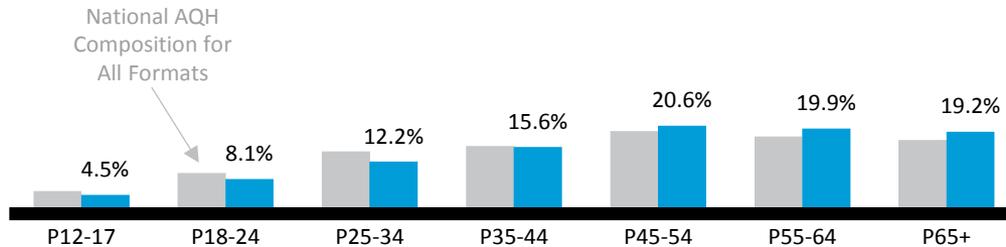
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

68 million weekly listeners aged 12+; 820 radio stations

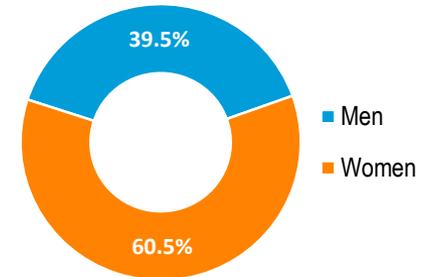
Audience Composition

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



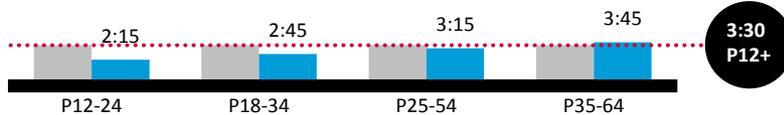
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
9.4%	9.4%	8.8%	8.1%	8.1%	7.6%	7.6%	7.8%

12+ AQH Share in PPM Markets	8.8%
12+ AQH Share in Diary Markets	7.1%
12+ AQH Share in non-Metro counties	6.8%

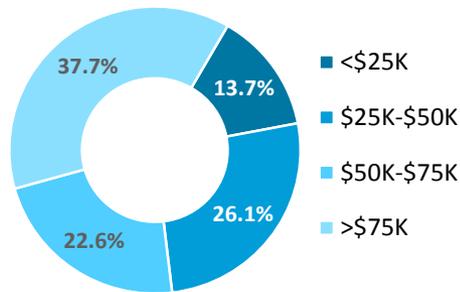
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ADULT CONTEMPORARY + SOFT ADULT CONTEMPORARY

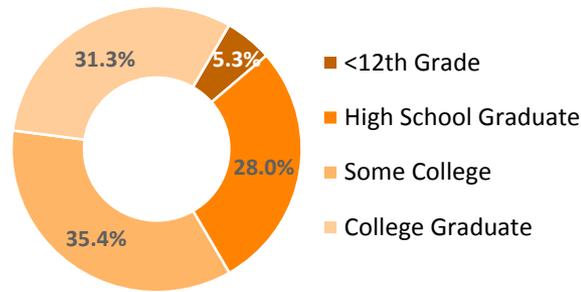
Household Income

Persons 18+



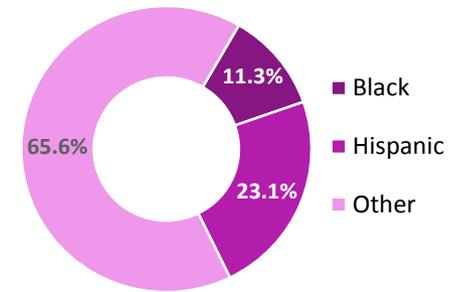
Education

Persons 18+



Ethnic Composition*

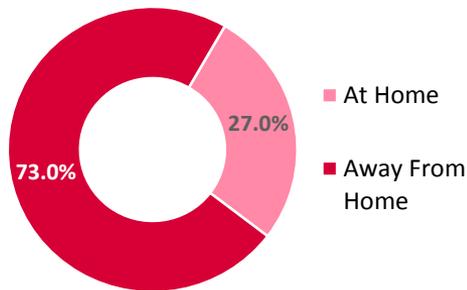
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Hello	Adele	580,573,000
2	Stitches	Shawn Mendes	528,695,200
3	Fight Song	Rachel Platten	521,617,900
4	Wildest Dreams	Taylor Swift	520,713,100
5	Ex's & Oh's	Elle King	502,434,300
6	Love Yourself	Justin Bieber	492,222,000
7	Shut Up And Dance	Walk The Moon	489,625,500
8	Like I'm Gonna Lose You	Meghan Trainor Feat. John Legend	467,701,800
9	One Call Away	Charlie Puth	420,433,000
10	Can't Stop The Feeling!	Justin Timberlake	391,795,200

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

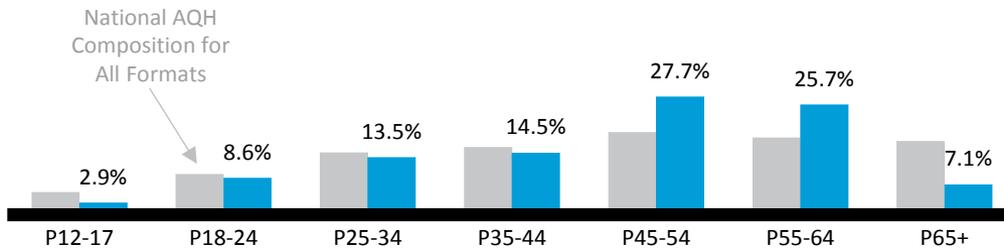
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CLASSIC ROCK

45 million weekly listeners aged 12+; 652 radio stations

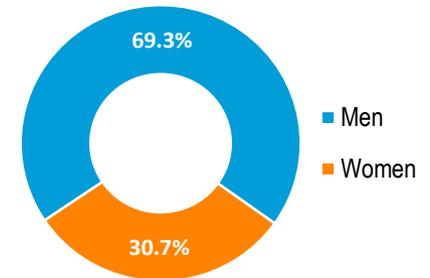
Audience Composition

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



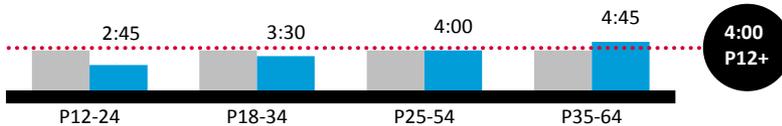
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
5.0%	4.9%	5.0%	5.2%	5.2%	5.6%	6.1%	6.0%

12+ AQH Share in PPM Markets	5.7%
12+ AQH Share in Diary Markets	6.0%
12+ AQH Share in non-Metro counties	6.9%

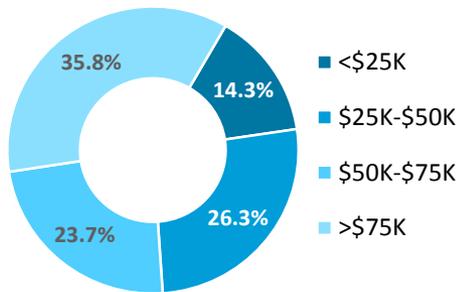
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CLASSIC ROCK

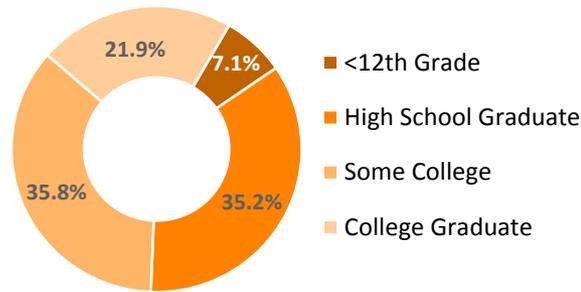
Household Income

Persons 18+



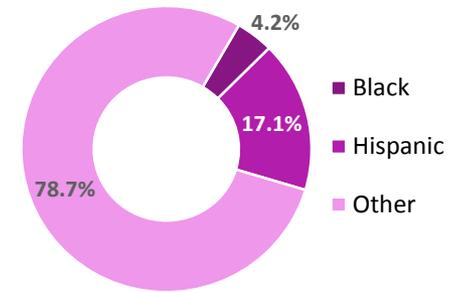
Education

Persons 18+



Ethnic Composition*

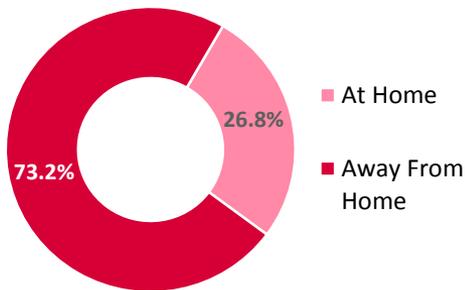
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Sweet Emotion	Aerosmith	192,050,800
2	Dream On	Aerosmith	181,197,000
3	Another Brick In The Wall	Pink Floyd	180,237,800
4	Sweet Home Alabama	Lynyrd Skynyrd	176,779,200
5	More Than A Feeling	Boston	173,563,100
6	You Shook Me All Night Long	AC/DC	169,124,600
7	Carry On Wayward Son	Kansas	168,805,800
8	Walk This Way	Aerosmith	163,612,100
9	We Will Rock You	Queen	159,879,400
10	We Are The Champions	Queen	159,776,300

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

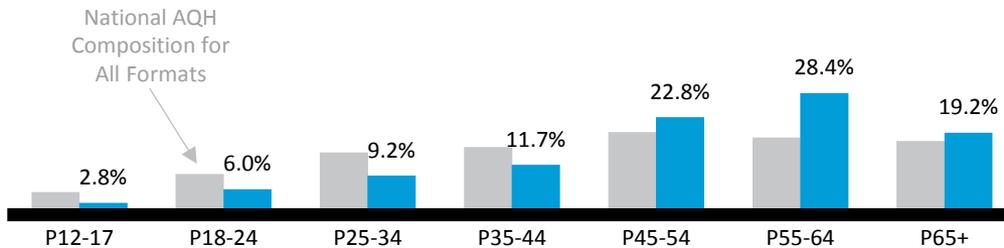
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CLASSIC HITS

47 million weekly listeners aged 12+; 752 radio stations

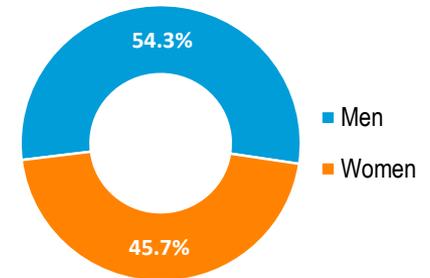
Audience Composition

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



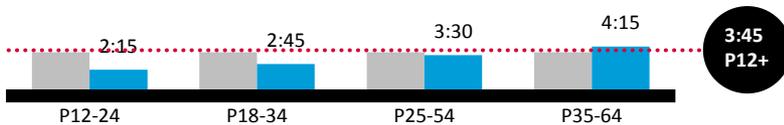
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
4.8%	4.9%	5.1%	5.2%	5.5%	5.5%	5.6%	5.9%

12+ AQH Share in PPM Markets	5.9%
12+ AQH Share in Diary Markets	5.8%
12+ AQH Share in non-Metro counties	6.0%

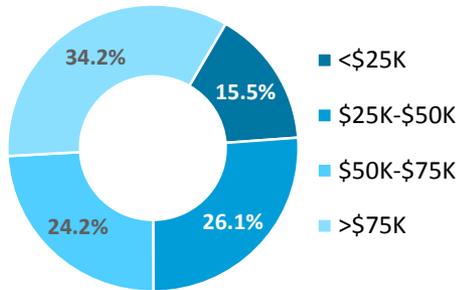
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CLASSIC HITS

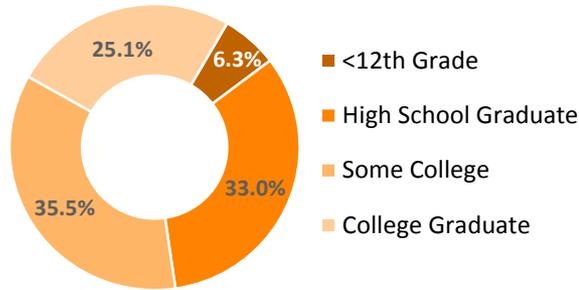
Household Income

Persons 18+



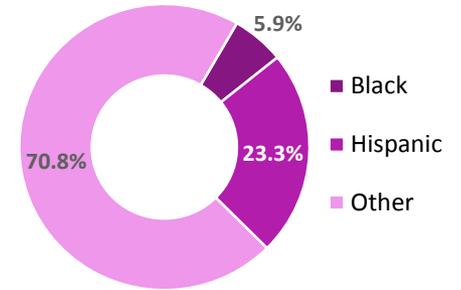
Education

Persons 18+



Ethnic Composition*

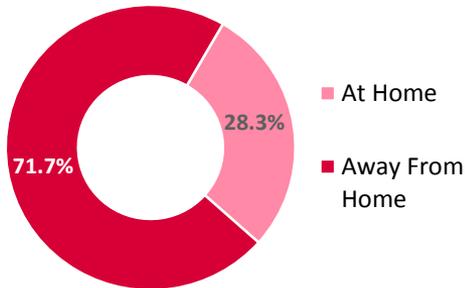
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Don't Stop Believin'	Journey	194,146,200
2	Don't You (Forget About Me)	Simple Minds	168,176,600
3	I Love Rock 'n Roll	Joan Jett & The Blackhearts	166,841,400
4	Livin' On A Prayer	Bon Jovi	164,712,800
5	Sweet Dreams (Are Made Of This)	Eurythmics	164,682,400
6	Tainted Love	Soft Cell	163,465,300
7	Take On Me	A-HA	161,193,100
8	My Life	Billy Joel	158,133,100
9	Hotel California	Eagles	156,510,800
10	Heart Of Glass	Blondie	156,279,400

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

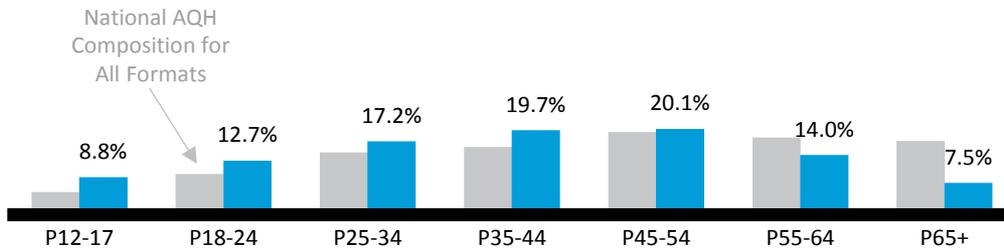
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

HOT ADULT CONTEMPORARY

57 million weekly listeners aged 12+; 559 radio stations

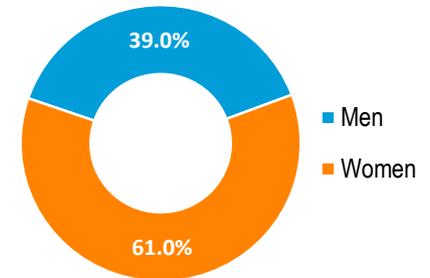
Audience Composition

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



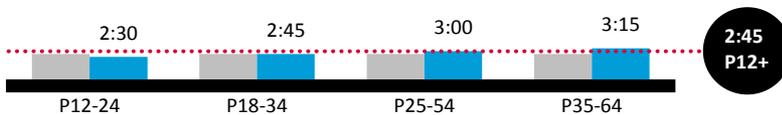
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
4.0%	3.9%	4.4%	4.7%	4.8%	5.3%	5.7%	5.5%

12+ AQH Share in PPM Markets	6.9%
12+ AQH Share in Diary Markets	4.0%
12+ AQH Share in non-Metro counties	5.0%

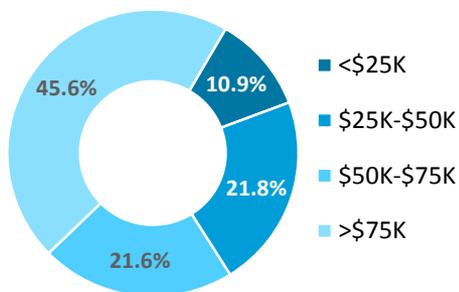
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Source: TAPSCAN™ Web National Regional Database, Spring 2016.

HOT ADULT CONTEMPORARY

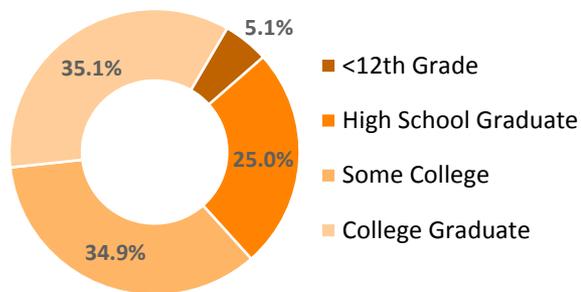
Household Income

Persons 18+



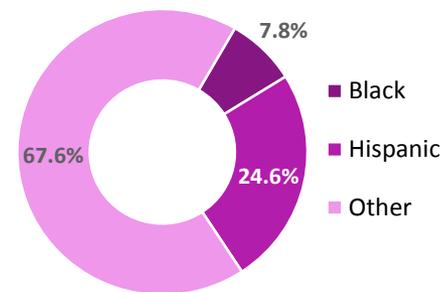
Education

Persons 18+



Ethnic Composition*

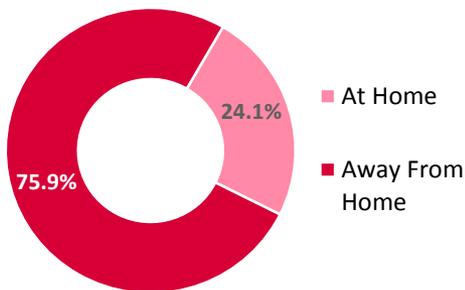
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Can't Stop The Feeling!	Justin Timberlake	1,022,384,000
2	Just Like Fire	P!nk	969,112,100
3	Love Yourself	Justin Bieber	944,103,900
4	Send My Love (To Your New Lover)	Adele	941,868,400
5	Let It Go	James Bay	888,923,900
6	Stressed Out	Twenty One Pilots	852,138,400
7	Cheap Thrills	Sia	839,868,600
8	Cake By The Ocean	DNCE	832,466,100
9	Stitches	Shawn Mendes	776,375,300
10	7 Years	Lukas Graham	717,179,100

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

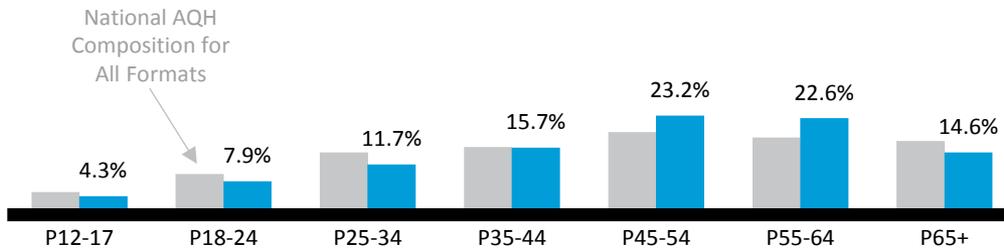
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

URBAN ADULT CONTEMPORARY

23 million weekly listeners aged 12+; 222 radio stations

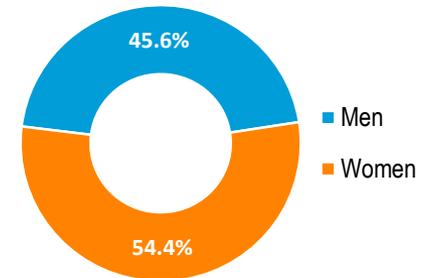
Audience Composition

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



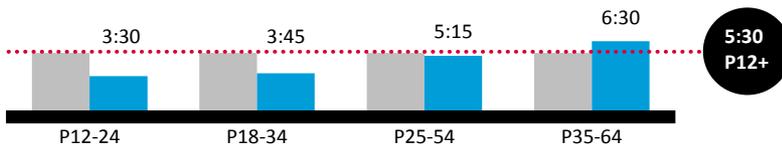
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
4.0%	4.0%	3.9%	4.1%	4.0%	4.3%	4.1%	4.2%

12+ AQH Share in PPM Markets	5.2%
12+ AQH Share in Diary Markets	3.7%
12+ AQH Share in non-Metro counties	2.8%

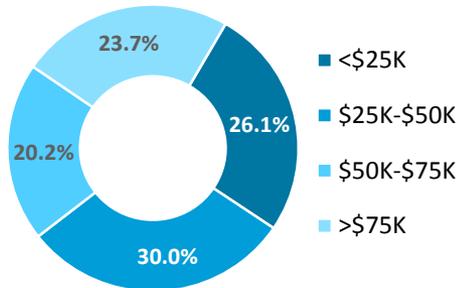
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

URBAN ADULT CONTEMPORARY

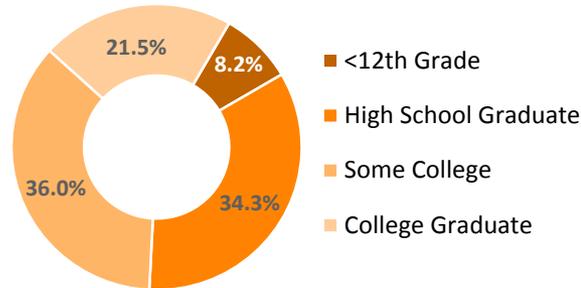
Household Income

Persons 18+



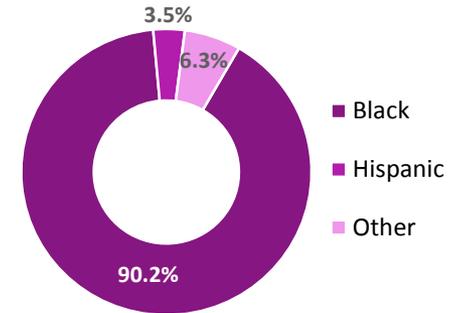
Education

Persons 18+



Ethnic Composition*

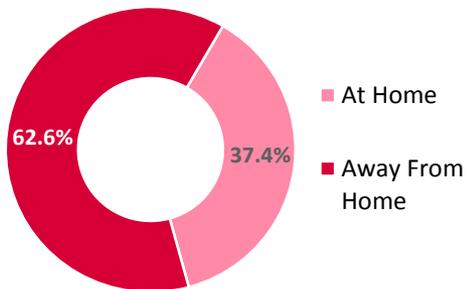
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Lake By The Ocean	Maxwell	360,915,100
2	Angel	Lalah Hathaway	356,810,500
3	Permission	Ro James	355,714,900
4	This One's For Me And You	Johnny Gill	296,537,100
5	Keep You In Mind	Guordan Banks	271,349,400
6	Amen	Anthony Hamilton	252,732,300
7	Can't Wait	Jill Scott	216,046,200
8	Shame	Tyrese	197,527,500
9	Wanna Be Happy?	Kirk Franklin	194,132,100
10	Earned It (Fifty Shades Of Grey)	The Weeknd	191,580,700

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

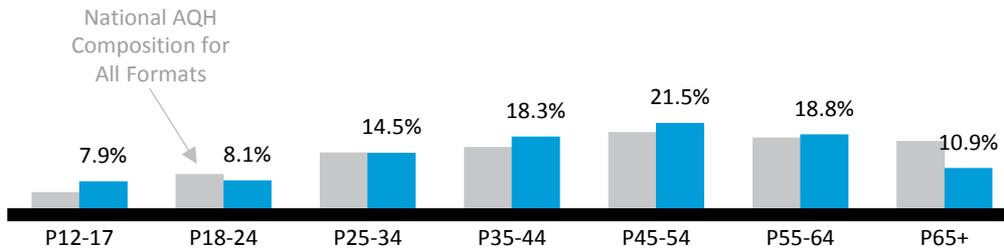
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CONTEMPORARY CHRISTIAN

22 million weekly listeners aged 12+; 1087 radio stations

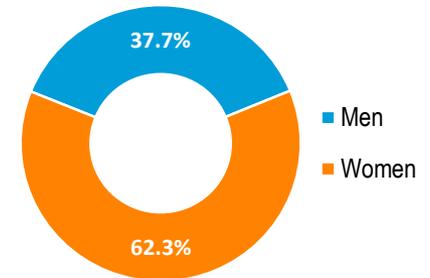
Audience Composition

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



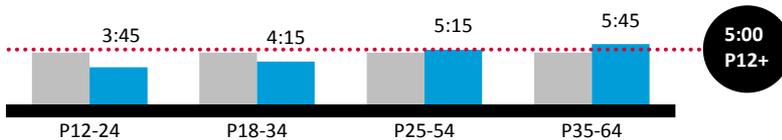
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
2.7%	2.8%	2.7%	2.9%	3.2%	3.5%	3.5%	3.7%

12+ AQH Share in PPM Markets	2.7%
12+ AQH Share in Diary Markets	4.4%
12+ AQH Share in non-Metro counties	4.5%

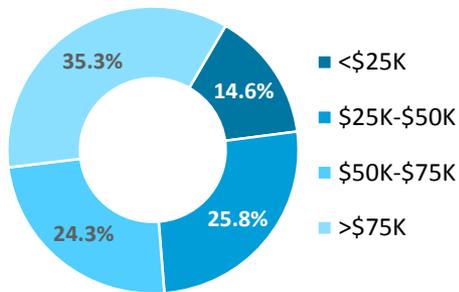
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CONTEMPORARY CHRISTIAN

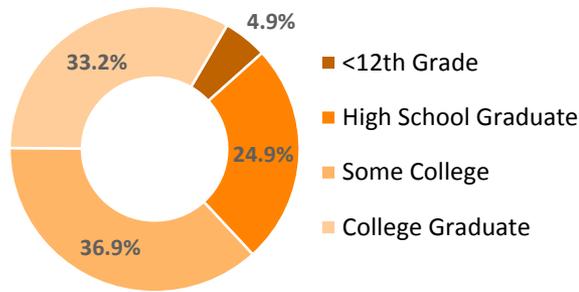
Household Income

Persons 18+



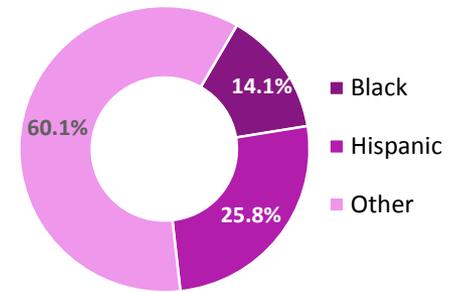
Education

Persons 18+



Ethnic Composition*

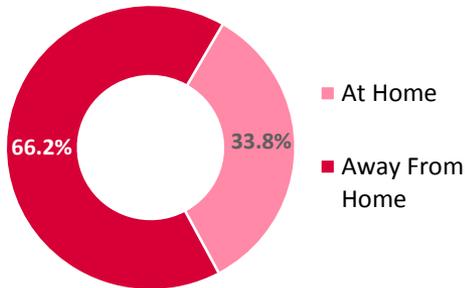
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Trust In You	Lauren Daigle	239,350,800
2	Just Be Held	Casting Crowns	223,430,600
3	Eye Of The Storm	Ryan Stevenson Feat. GabeReal	211,205,600
4	You Are Loved	Stars Go Dim	205,752,700
5	The River	Jordan Feliz	202,370,900
6	Breathe	Jonny Diaz	200,725,800
7	Tell Your Heart To Beat Again	Danny Gokey	197,556,900
8	Flawless	MercyMe	188,352,400
9	Good Good Father	Chris Tomlin	188,011,100
10	Grace Wins	Matthew West	185,489,000

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

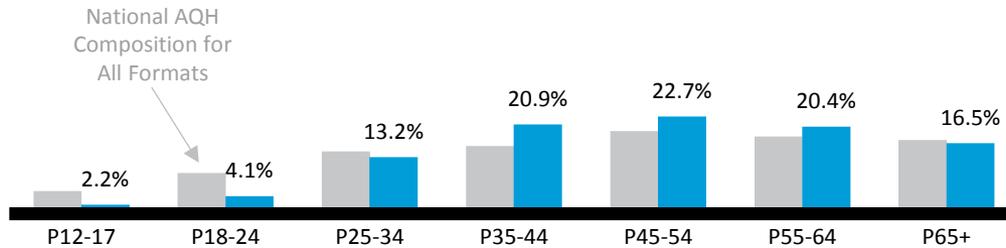
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ALL SPORTS

25 million weekly listeners aged 12+; 815 radio stations

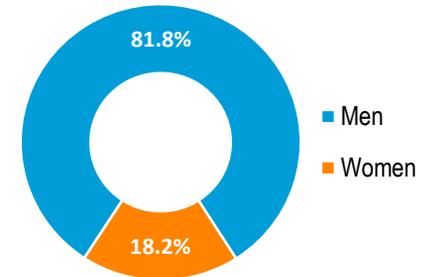
Audience Composition

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



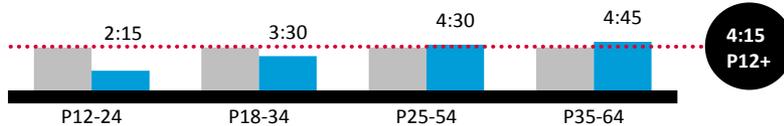
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
3.2%	3.4%	3.6%	3.1%	3.1%	3.3%	3.4%	3.6%

12+ AQH Share in PPM Markets	5.1%
12+ AQH Share in Diary Markets	2.6%
12+ AQH Share in non-Metro counties	1.7%

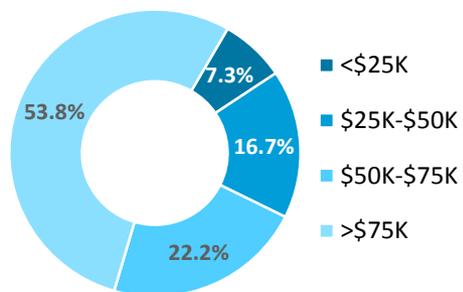
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ALL SPORTS

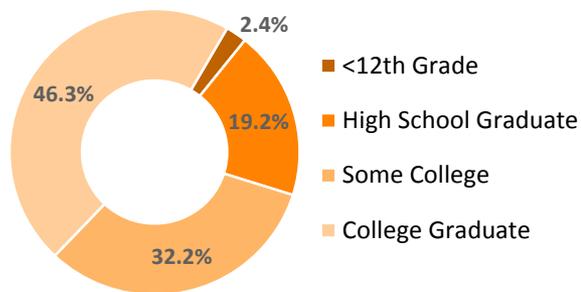
Household Income

Persons 18+



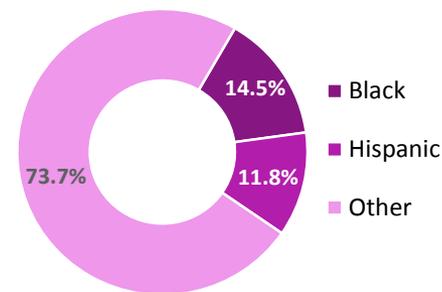
Education

Persons 18+



Ethnic Composition*

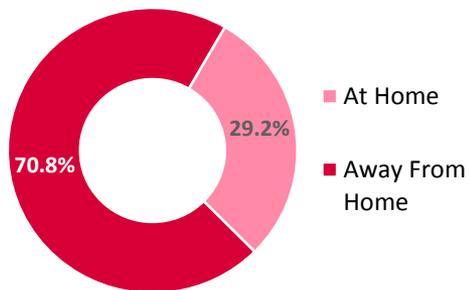
Persons 12+



* Only in DST-Controlled Markets

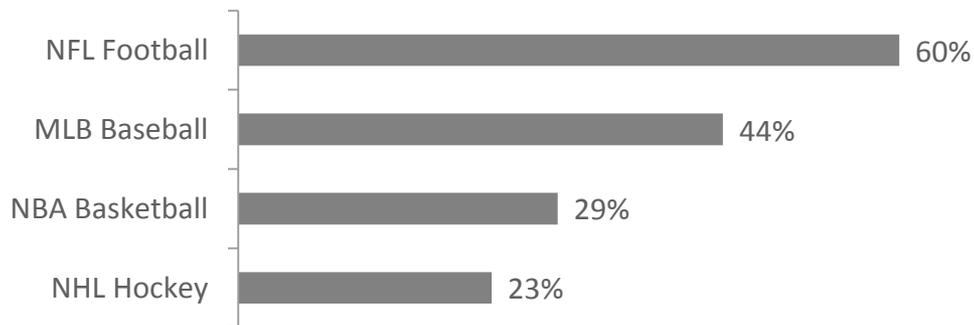
Share of Listening by Location

Persons 12+



Most Popular Professional Sports Among Sports Radio Listeners

* Percent of Listeners Very or Somewhat Interested in Each Sport



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

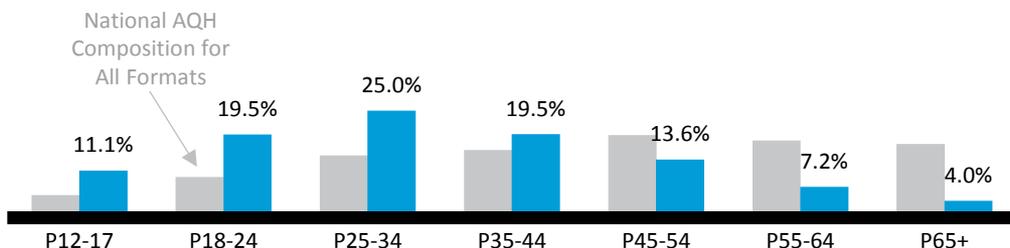
* Source: Scarborough USA+ R2 2016 (Aug 2015 – Nov 2016)
Base: All Sports Listeners

URBAN CONTEMPORARY

26 million weekly listeners aged 12+; 219 radio stations

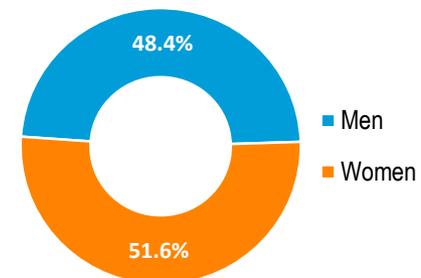
Audience Composition

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



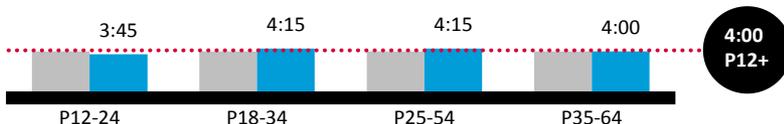
Gender Ratio

Listeners 12+
M-SU 6AM-MID



Time Spent Listening by Demographic

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



AQH Share Trend

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
3.2%	2.9%	2.9%	3.0%	3.1%	3.3%	3.5%	3.6%

12+ AQH Share in PPM Markets	3.7%
12+ AQH Share in Diary Markets	3.9%
12+ AQH Share in non-Metro counties	2.7%

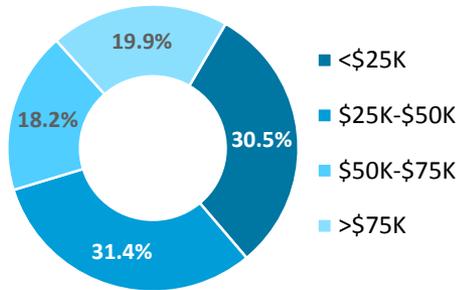
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

URBAN CONTEMPORARY

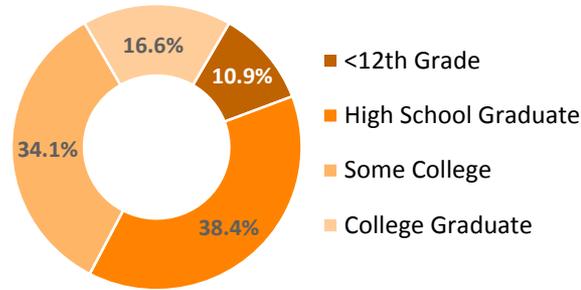
Household Income

Persons 18+



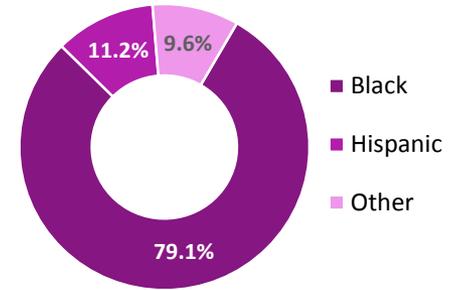
Education

Persons 18+



Ethnic Composition*

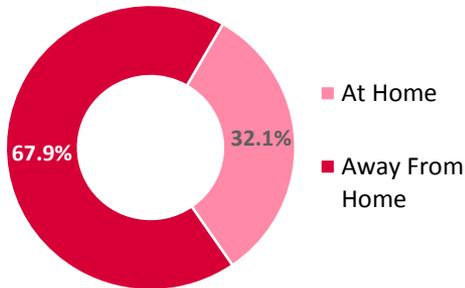
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Needed Me	Rihanna	851,440,600
2	Work	Rihanna Feat. Drake	799,187,100
3	Don't	Bryson Tiller	722,376,900
4	Oui	Jeremih	683,512,300
5	One Dance	Drake Feat. WizKid & Kyla	677,685,800
6	Exchange	Bryson Tiller	676,427,600
7	Controlla	Drake Feat. Popcaan	662,859,000
8	Say It	Tory Lanez	595,686,900
9	Cut It	O.T. Genasis Feat. Young Dolph	591,320,100
10	For Free	DJ Khaled Feat. Drake	588,693,700

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

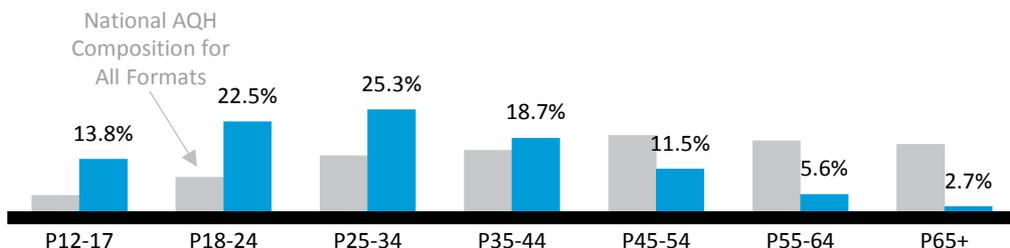
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

RHYTHMIC CONTEMPORARY HIT RADIO

28 million weekly listeners aged 12+; 205 radio stations

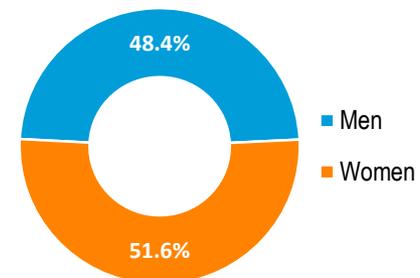
Audience Composition

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



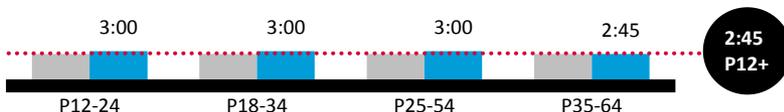
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
3.6%	3.5%	3.4%	3.4%	3.3%	3.0%	3.2%	2.7%

12+ AQH Share in PPM Markets	2.9%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	1.3%

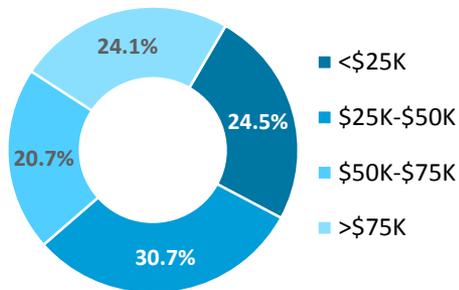
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

RHYTHMIC CONTEMPORARY HIT RADIO

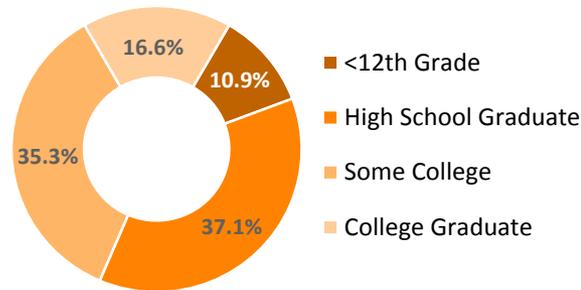
Household Income

Persons 18+



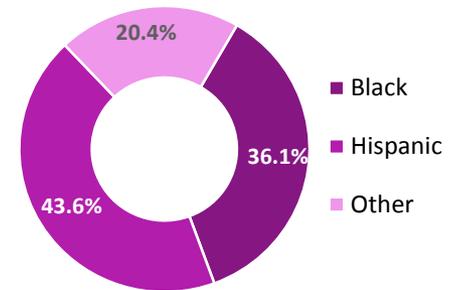
Education

Persons 18+



Ethnic Composition*

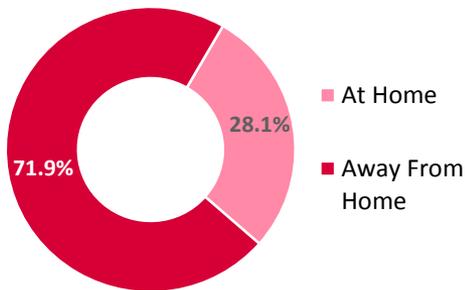
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	One Dance	Drake Feat. WizKid & Kyla	605,843,200
2	Needed Me	Rihanna	465,395,300
3	Work	Rihanna Feat. Drake	435,633,300
4	For Free	DJ Khaled Feat. Drake	432,087,000
5	Me, Myself & I	G-Eazy x Bebe Rexha	429,190,700
6	Panda	Desiigner	400,729,100
7	Controlla	Drake Feat. Popcaan	396,595,400
8	Might Not	Belly Feat. The Weeknd	378,873,700
9	Too Good	Drake Feat. Rihanna	362,827,700
10	Oui	Jeremih	347,276,900

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

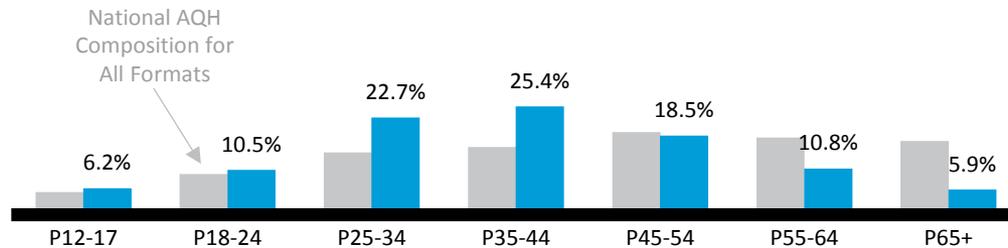
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

MEXICAN REGIONAL

13 million weekly listeners aged 12+; 332 radio stations

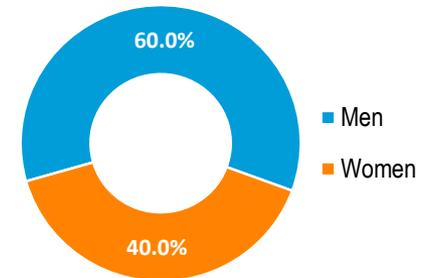
Audience Composition

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



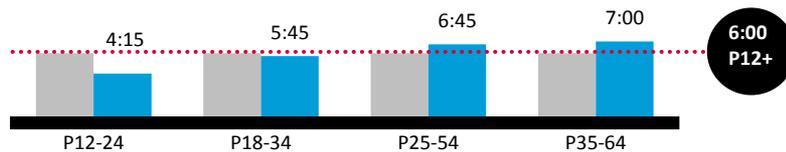
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
2.7%	3.0%	3.0%	2.9%	2.8%	2.6%	2.3%	2.6%

12+ AQH Share in PPM Markets	3.7%
12+ AQH Share in Diary Markets	2.1%
12+ AQH Share in non-Metro counties	1.0%

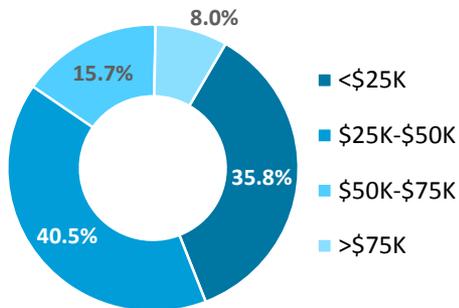
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

MEXICAN REGIONAL

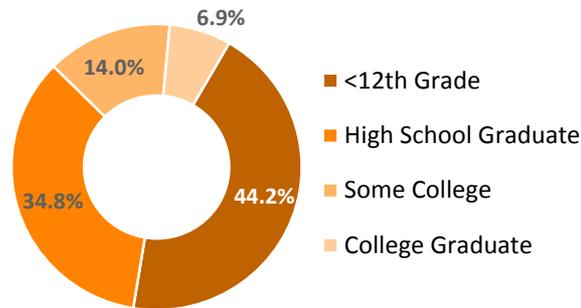
Household Income

Persons 18+



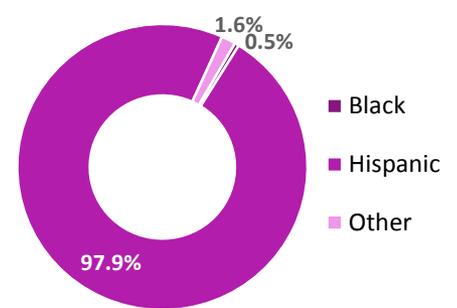
Education

Persons 18+



Ethnic Composition*

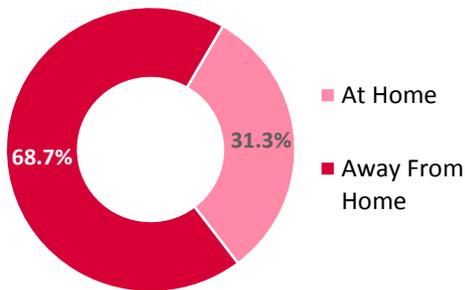
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	Solo Con Verte	Banda Sinaloense MS De Sergio Lizarraga	271,342,000
2	Me Va A Pesar	La Arrolladora Banda El Limon De Rene Camacho	254,250,500
3	Cicatrillces	Regulo Caro	238,700,900
4	Si No Es Contigo	Banda El Recodo De Don Cruz Lizarraga	231,433,800
5	Ya Te Perdi La Fe	La Arrolladora Banda El Limon De Rene Camacho	223,923,000
6	Por Que Terminamos	Gerardo Ortiz	222,934,500
7	Tomen Nota	Adriel Favela Feat. Los Del Arroyo	220,832,700
8	Me Vas A Extranar	Banda Sinaloense MS De Sergio Lizarraga	220,707,000
9	Prestamela A Mi	Calibre 50	217,187,300
10	Broche De Oro	La Trakalosa De Monterrey	215,204,900

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

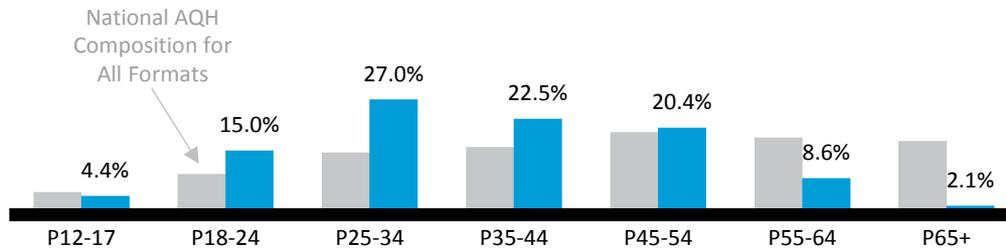
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ACTIVE ROCK

15 million weekly listeners aged 12+; 223 radio stations

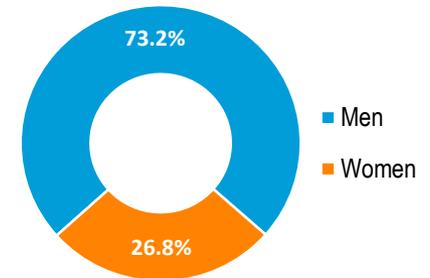
Audience Composition

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



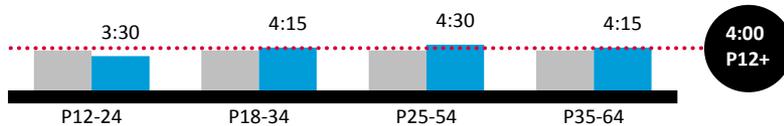
Gender Ratio

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
2.4%	2.3%	2.1%	2.1%	1.9%	2.0%	2.0%	2.0%

12+ AQH Share in PPM Markets	1.6%
12+ AQH Share in Diary Markets	2.7%
12+ AQH Share in non-Metro counties	1.8%

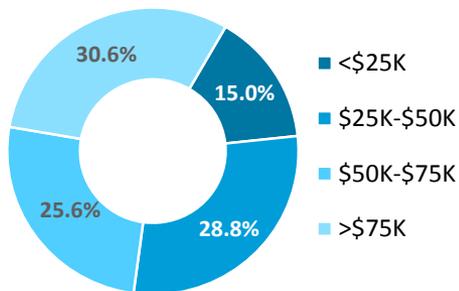
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ACTIVE ROCK

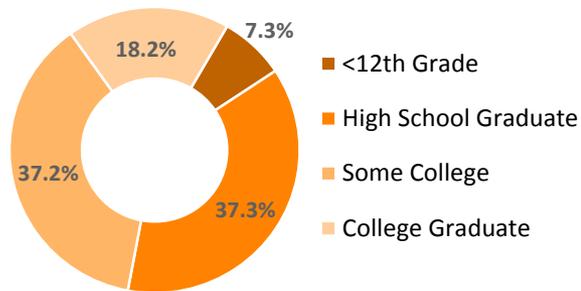
Household Income

Persons 18+



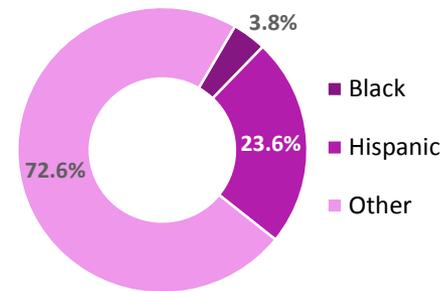
Education

Persons 18+



Ethnic Composition*

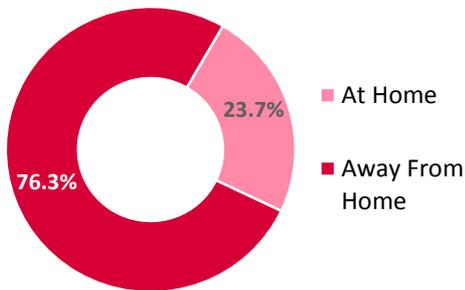
Persons 12+



* Only in DST-Controlled Markets

Share of Listening by Location

Persons 12+



Top 10 Songs in 2016

Nielsen BDSRadio

RANK	SONG	ARTIST	IMPRESSIONS
1	The Sound Of Silence	Disturbed	127,000,300
2	The Devil's Bleeding Crown	Volbeat	121,882,600
3	Dark Necessities	Red Hot Chili Peppers	103,441,700
4	State Of My Head	Shinedown	97,722,500
5	Angels Fall	Breaking Benjamin	83,345,900
6	Footsteps	Pop Evil	82,301,100
7	Take Me Down	Pretty Reckless	81,697,500
8	Asking For It	Shinedown	80,798,400
9	Wash It All Away	Five Finger Death Punch	76,258,700
10	Joyride (Omen)	Chevelle	73,509,000

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

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ADDITIONAL NOTEWORTHY FORMATS

The following pages provide an overview of these additional formats:

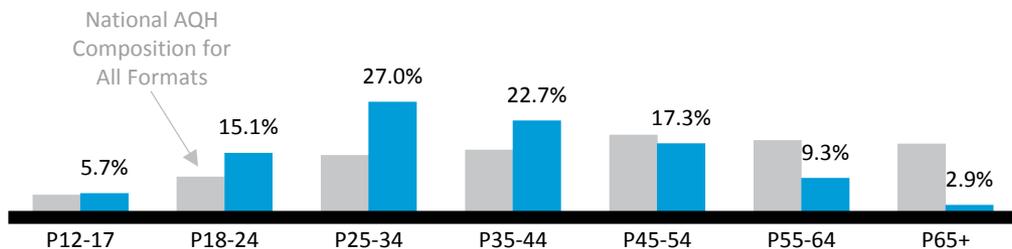
- Alternative
- Adult Hits + 80s Hits
- AOR + Mainstream Rock
- Classical
- Spanish Contemporary + Spanish Hot AC
- All News
- Religious
- Classic Country
- Variety
- Adult Album Alternative

In Spring 2016, each of these formats earned between a rounded 1.0% and 2.0% share of radio listening nationally. While *Audio Today 2017* focuses on the primary radio formats, the significant legacy value or specific market impact of these ten formats warranted their inclusion in this report.



ALTERNATIVE

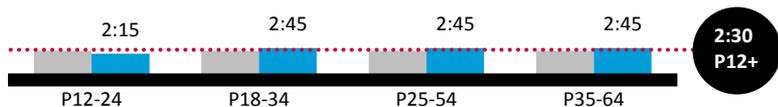
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



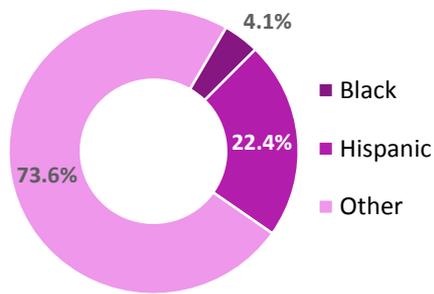
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
2.1%	2.1%	1.8%	1.9%	1.9%	1.8%	1.9%	2.0%

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

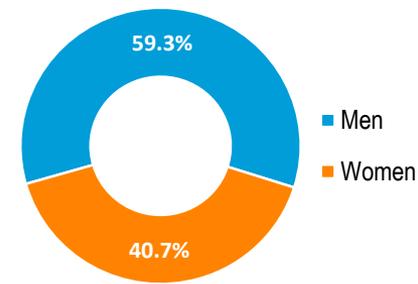


Ethnic Composition*
Persons 12+



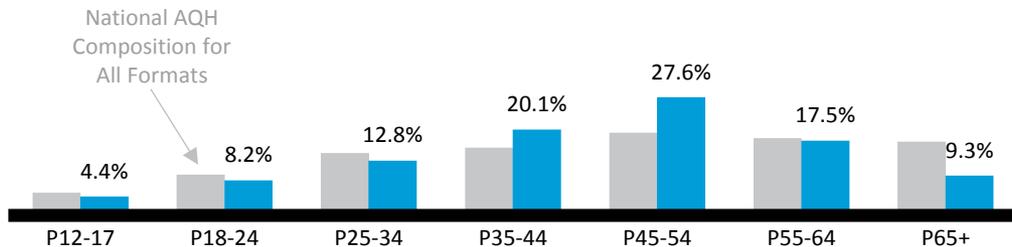
* Only in DST-Controlled Markets

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



ADULT HITS + '80S HITS

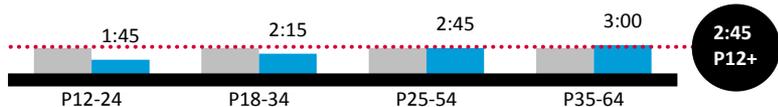
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



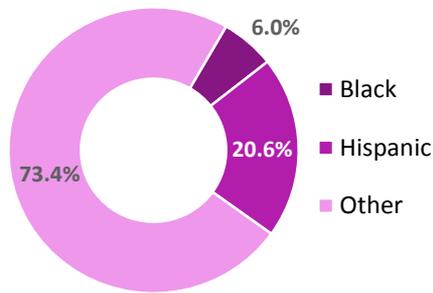
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
2.2%	2.2%	2.2%	2.2%	2.1%	1.9%	1.9%	1.9%

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

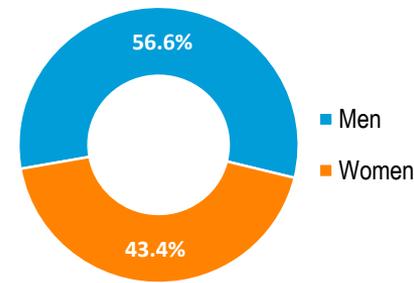


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

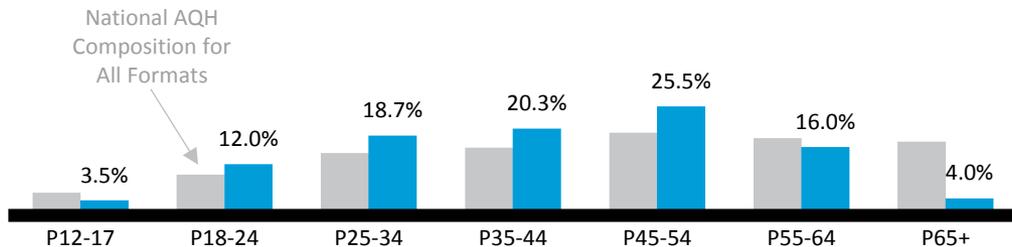
Gender Ratio
Persons 12+
M-SU 6AM-MID



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

AOR + MAINSTREAM ROCK

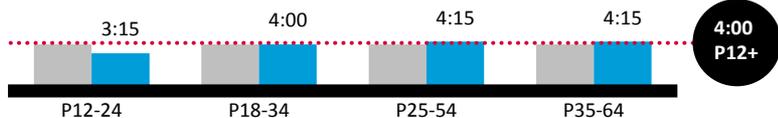
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



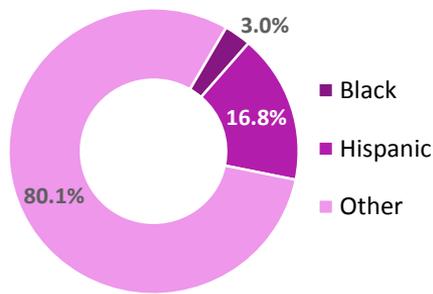
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
NA	NA	1.9%	2.0%	1.8%	1.7%	1.7%	1.8%

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

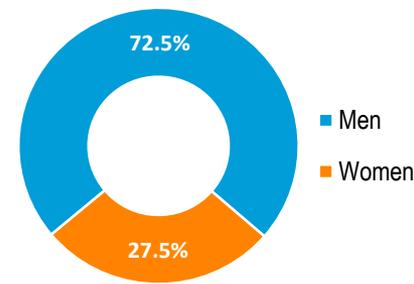


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

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

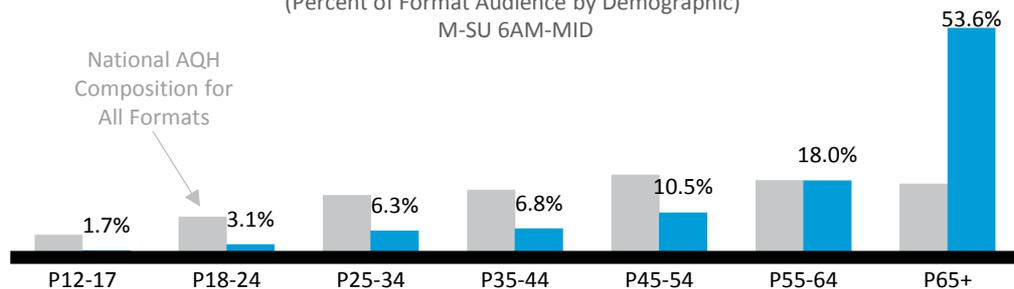


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

CLASSICAL

Audience Composition

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



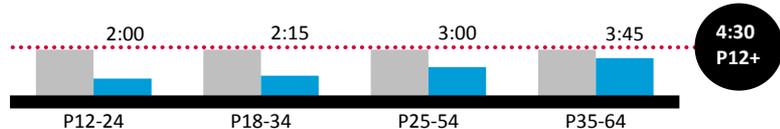
AQH Share Trend

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
1.7%	1.6%	1.5%	1.4%	1.4%	1.5%	1.4%	1.5%

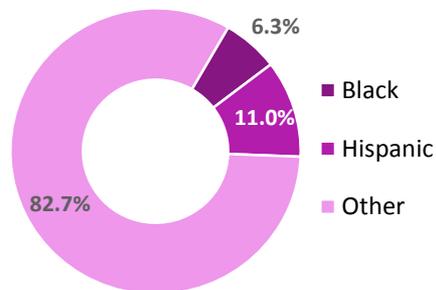
Time Spent Listening by Demographic

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



Ethnic Composition*

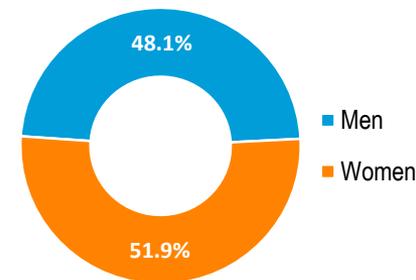
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

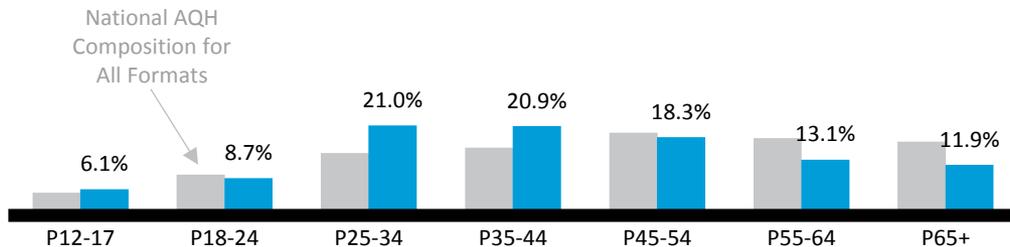
Persons 12+
M-SU 6AM-MID



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

SPANISH CONTEMPORARY + SPANISH HOT AC

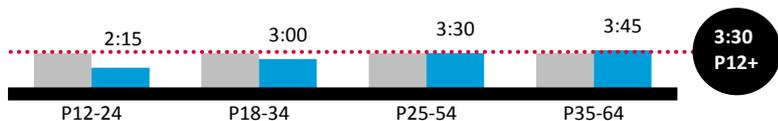
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



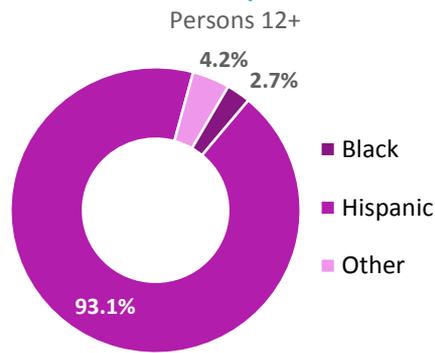
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
NA	NA	NA	1.5%	1.4%	1.3%	1.3%	1.4%

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

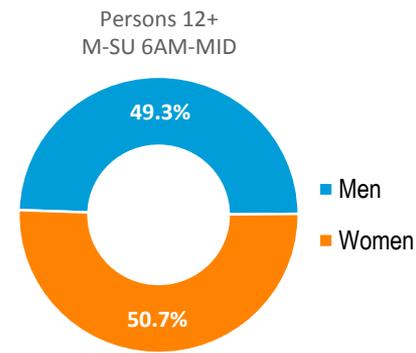


Ethnic Composition*



* Only in DST-Controlled Markets

Gender Ratio

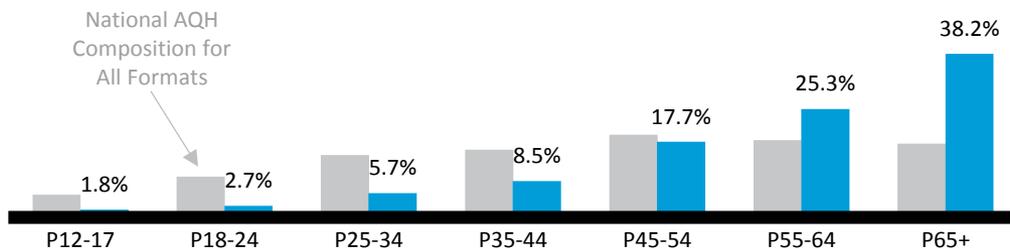


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

ALL NEWS

Audience Composition

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



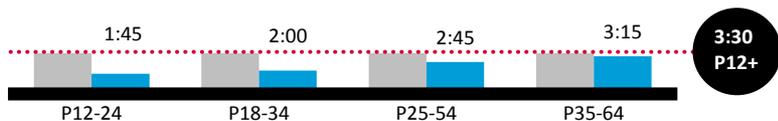
AQH Share Trend

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

FA09	FA10	FA11	SP12	SP13	SP14	FA09	SP16
1.5%	1.5%	1.5%	1.4%	1.5%	1.3%	1.5%	1.4%

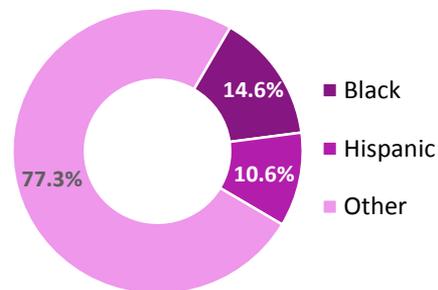
Time Spent Listening by Demographic

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



Ethnic Composition*

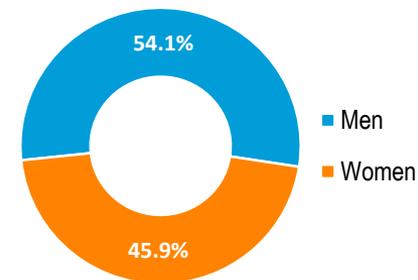
Persons 12+



* Only in DST-Controlled Markets

Gender Ratio

Persons 12+
M-SU 6AM-MID



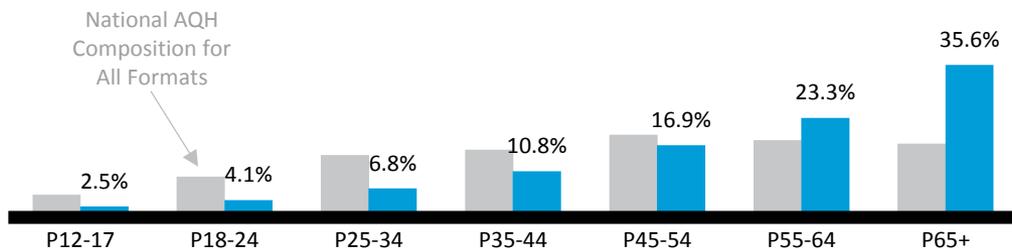
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Spring 2016.

RELIGIOUS

Audience Composition

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



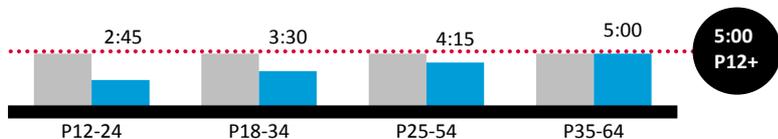
AQH Share Trend

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

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
1.3%	1.3%	1.2%	1.3%	1.3%	1.3%	1.3%	1.2%

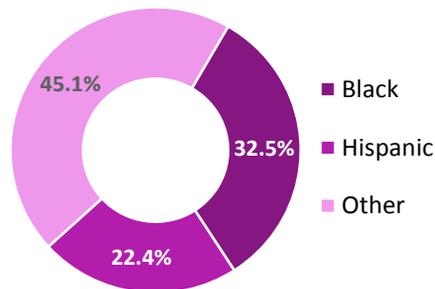
Time Spent Listening by Demographic

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



Ethnic Composition*

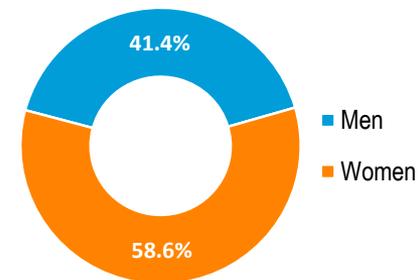
Persons 12+



* Only in DST-Controlled Markets

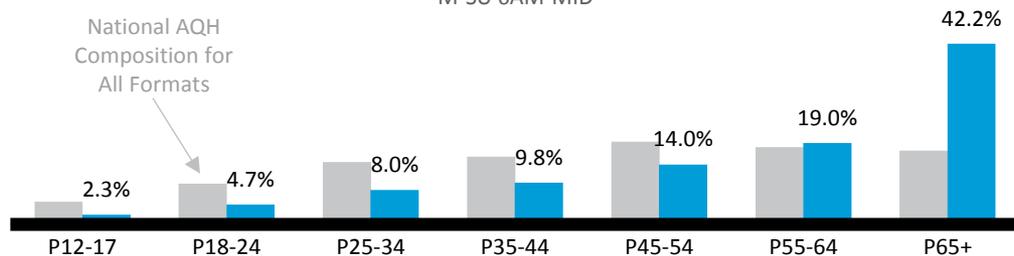
Gender Ratio

Persons 12+
M-SU 6AM-MID



CLASSIC COUNTRY

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



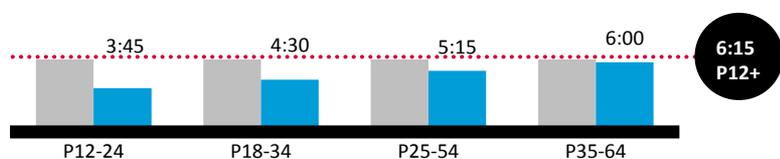
AQH Share Trend

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

	FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
NA	0.9%	0.9%	0.9%	1.0%	1.1%	1.2%	1.2%	1.2%

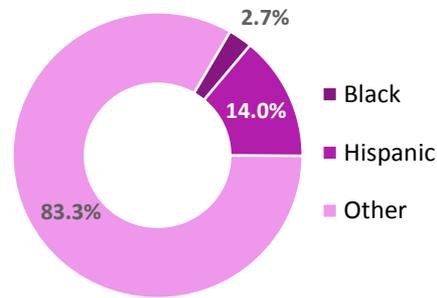
Time Spent Listening by Demographic

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



Ethnic Composition*

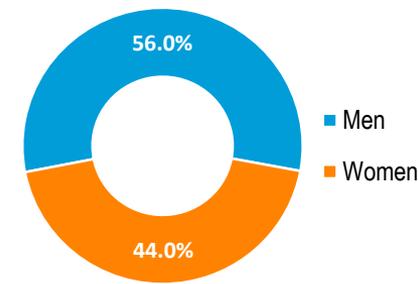
Persons 12+



* Only in DST-Controlled Markets

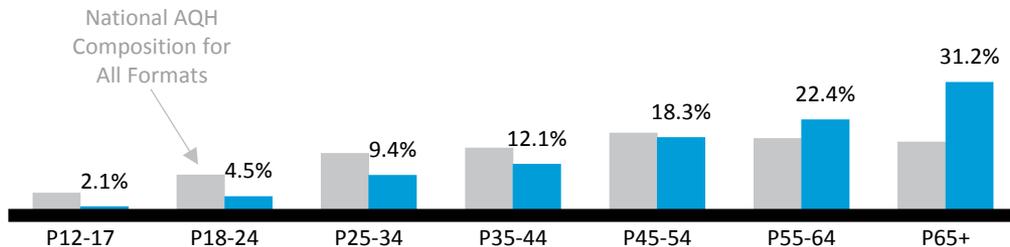
Gender Ratio

Persons 12+
M-SU 6AM-MID



VARIETY

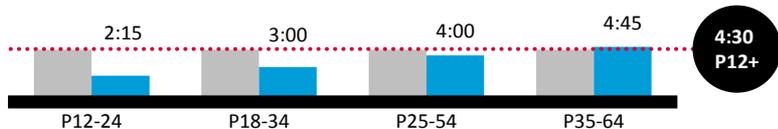
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



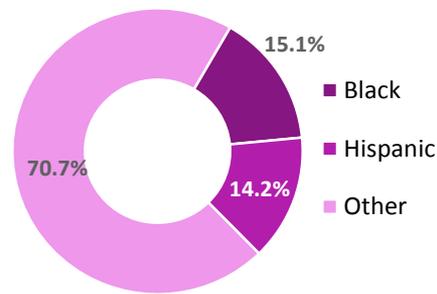
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
1.0%	0.9%	0.9%	1.0%	0.9%	1.0%	1.0%	1.0%

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

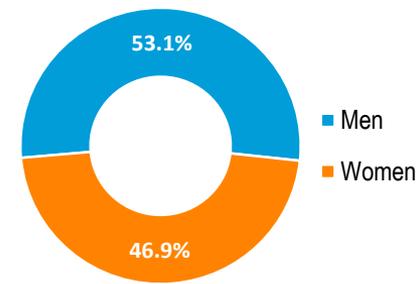


Ethnic Composition*
Persons 12+



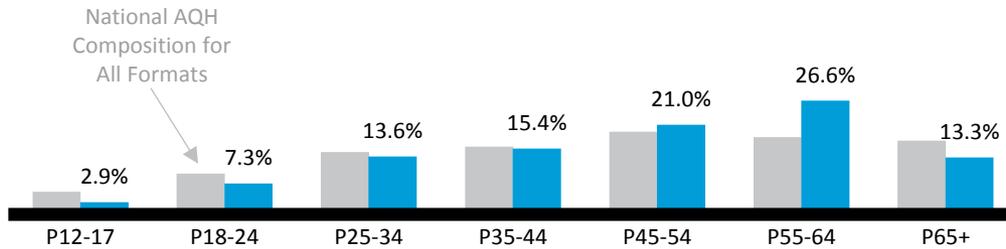
* Only in DST-Controlled Markets

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



ADULT ALBUM ALTERNATIVE

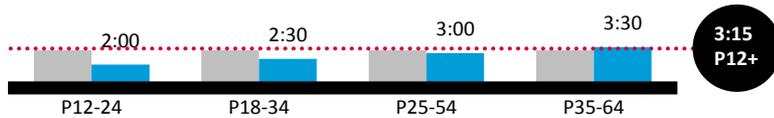
Audience Composition
(Percent of Format Audience by Demographic)
M-SU 6AM-MID



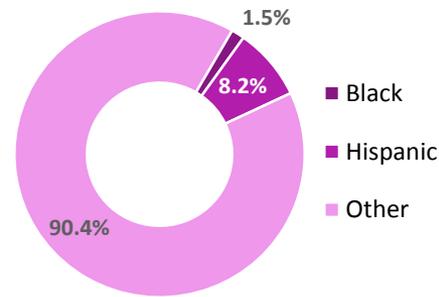
AQH Share Trend
(Total U.S.)
Persons 12+, M-SU 6AM-MID

FA09	FA10	FA11	SP12	SP13	SP14	SP15	SP16
1.7%	1.6%	1.6%	1.8%	1.4%	1.2%	1.0%	1.0%

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

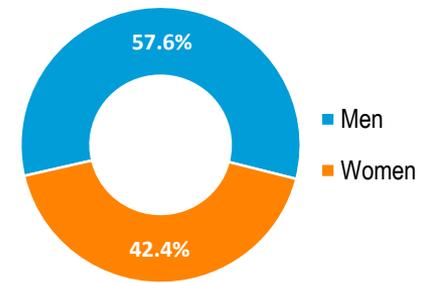


Ethnic Composition*
Persons 12+



* Only in DST-Controlled Markets

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



Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Spring 2016.

FORMATS RANKED BY PERCENT OF NEW MUSIC

Nielsen BDSRadio

2016 US Radio Airplay Current, Recurrent, and Gold distribution by Spins

Format	Current	Recurrent	Gold
Pop CHR	67.0%	19.2%	13.8%
Rhythmic CHR	65.6%	17.2%	17.2%
Urban Contemporary	59.8%	17.4%	22.8%
Spanish Contemporary	47.5%	15.7%	36.8%
Contemporary Christian	46.0%	16.9%	37.2%
Hot AC	43.2%	19.8%	37.0%
Country	43.1%	23.6%	33.2%
Regional Mexican	40.6%	15.4%	44.0%
Alternative	36.4%	11.8%	51.8%
Album Adult Alternative	34.1%	7.7%	58.1%
Mainstream Rock	23.1%	7.7%	69.2%
Urban AC	23.0%	6.9%	70.1%
Adult Contemporary	13.6%	8.2%	78.2%

Source: Nielsen BDSradio

Key: Pop CHR = Mainstream Top 40

Urban Contemporary = Mainstream R&B/Hip-Hop

Spanish Contemporary = Latin Pop

Contemporary Christian = Christian Hot AC/CHR

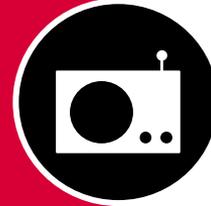
Hot AC = Adult Top 40

Urban AC = Adult R&B



NATIONAL RADIO LISTENING TRENDS

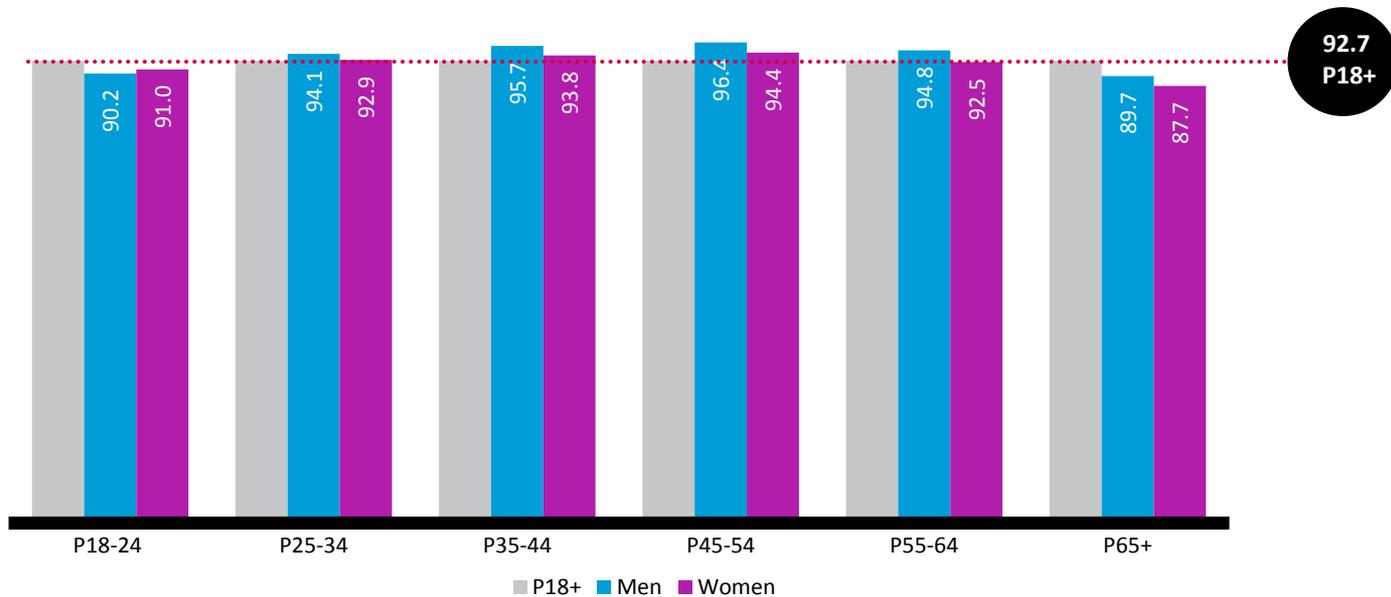
This section details listening patterns on an hour-by-hour basis and according to listening location. You'll see that radio reaches vast segments of the American public, regardless of their age or gender, location of listening, or time of day.



RADIO REACHES ALL AGES – WEEKLY CUME RATING

Weekly Cume Rating

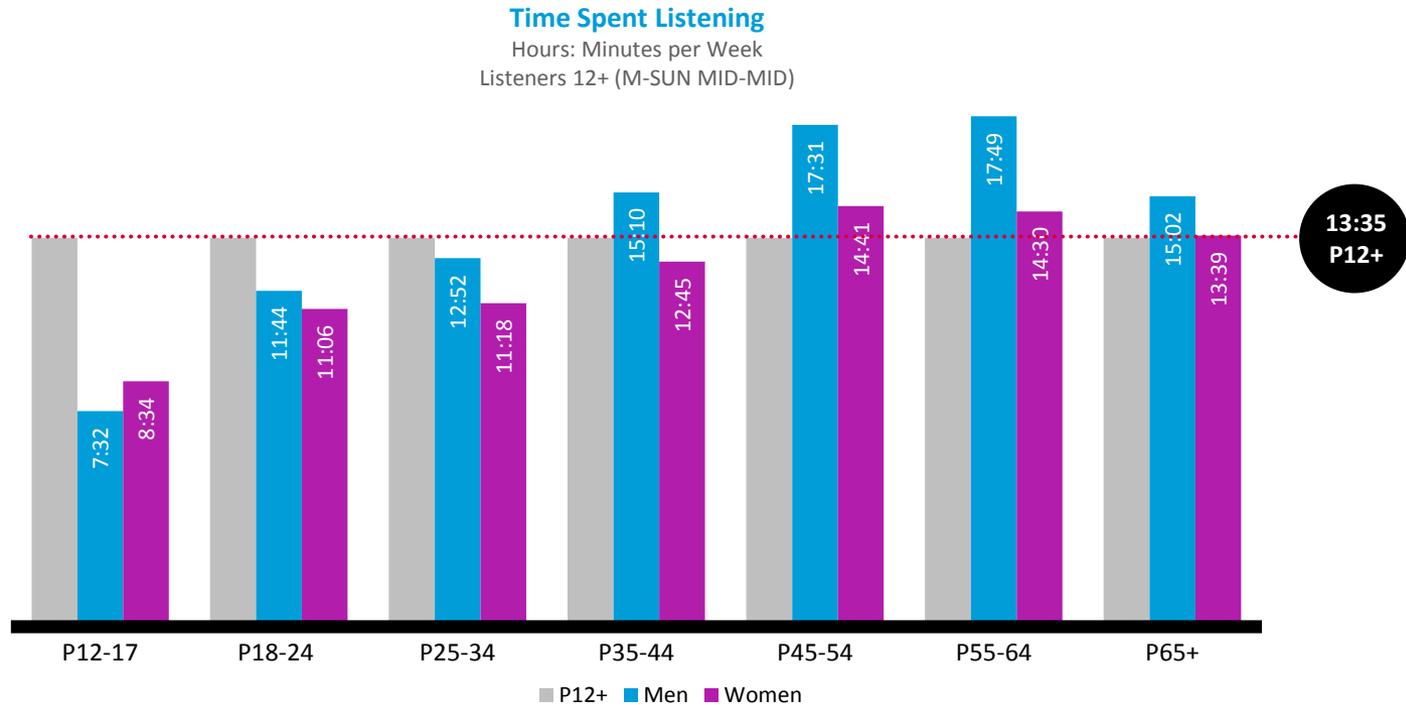
Listeners 12+
(M-SU MID-MID)



HOW TO READ:

These figures represent “Weekly Cume Ratings.” For example, 91% 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 18+ who listen to radio at least once during the week (92.7%). You can then see how radio reaches various demographic groups compared to the national average.

RADIO REACHES ALL AGES – WEEKLY TIME SPENT



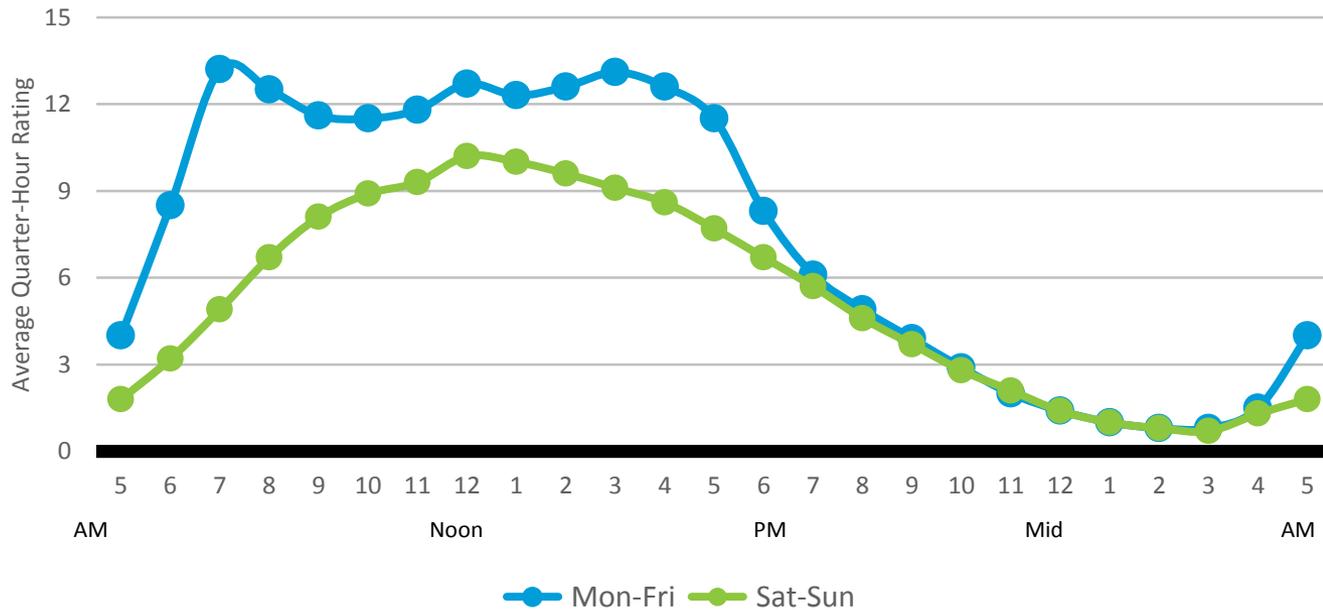
HOW TO READ:

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 44 minutes each week with radio. The grey bars represent the average of all Americans who use radio 12+, they spend about 13 and a half 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

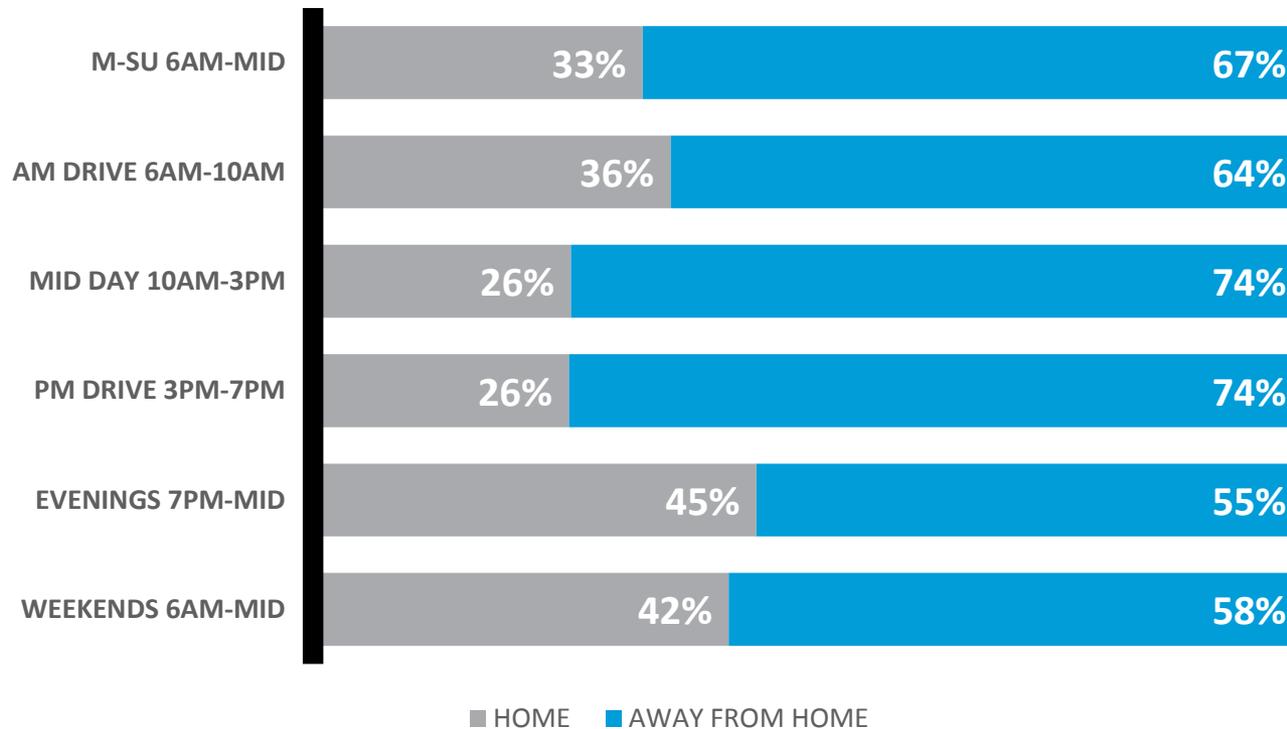
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	57%	44%	64%	44%	61%	86%
	W	62%	49%	70%	48%	68%	89%
P18-24	M	57%	66%	70%	54%	68%	90%
	W	61%	70%	75%	57%	73%	91%
P25-34	M	68%	69%	77%	54%	73%	94%
	W	69%	71%	78%	53%	74%	93%
P35-44	M	75%	74%	81%	55%	76%	96%
	W	74%	73%	80%	53%	75%	94%
P45-54	M	78%	77%	83%	56%	79%	96%
	W	74%	75%	81%	52%	77%	94%
P55-64	M	74%	78%	80%	49%	77%	95%
	W	70%	75%	77%	45%	74%	92%
P65+	M	66%	78%	68%	38%	71%	90%
	W	59%	75%	64%	34%	68%	88%



LISTENING LOCATION

Distribution of AQH Listening by Location and Daypart

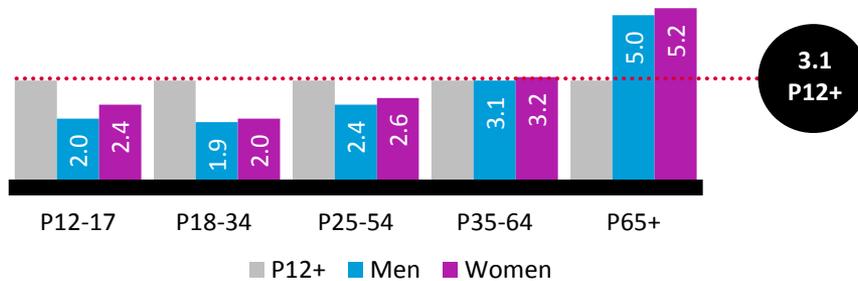
Persons 12+



WHERE MEN AND WOMEN LISTEN

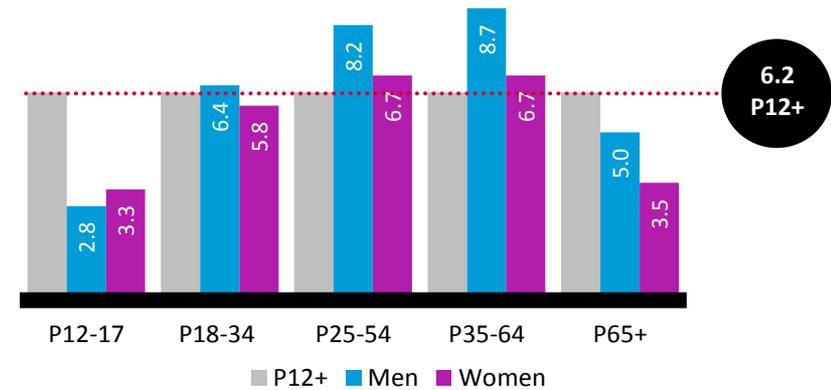
At-Home Listening for Men and Women

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 2016

Persons 12-17	
Pop CHR	20.1%
Country + New Country	12.7%
Hot AC	9.1%
Urban Contemporary	7.3%
Rhythmic CHR	7.1%
Adult Contemporary + Soft AC	6.5%
Contemporary Christian	5.4%
Urban AC	3.4%
Classic Rock	3.2%
Classic Hits	3.1%
Mexican Regional	3.0%
News/Talk/Information + T/P	3.0%
Alternative	2.1%
Active Rock	1.6%
Spanish Contemp. + Span. HAC	1.6%
Adult Hits + '80s Hits	1.6%
All Sports	1.4%
AOR + Mainstream Rock	1.2%
Spanish Adult Hits	0.9%
Rhythmic AC	0.7%
Religious	0.6%
Christian Adult Contemporary	0.6%
Classic Country	0.5%
Album Adult Alternative	0.5%

Persons 18-24	
Country + New Country	17.0%
Pop CHR	15.0%
Hot AC	7.3%
Urban Contemporary	7.3%
Adult Contemporary + Soft AC	6.6%
Rhythmic CHR	6.5%
Classic Rock	5.4%
Classic Hits	3.7%
Urban AC	3.5%
Alternative	3.1%
Active Rock	3.1%
Contemporary Christian	3.1%
Mexican Regional	2.9%
News/Talk/Information + T/P	2.7%
AOR + Mainstream Rock	2.3%
Adult Hits + '80s Hits	1.6%
All Sports	1.5%
Spanish Contemp. + Span. HAC	1.3%
Rhythmic AC	1.0%
Album Adult Alternative	0.7%
Spanish Adult Hits	0.7%
Classic Country	0.6%
Spanish Tropical	0.5%
Religious	0.5%

Persons 25-34	
Country + New Country	14.5%
Pop CHR	12.0%
Adult Contemporary + Soft AC	6.5%
Hot AC	6.5%
Urban Contemporary	6.1%
Classic Rock	5.6%
News/Talk/Information + T/P	5.0%
Rhythmic CHR	4.8%
Mexican Regional	4.1%
Classic Hits	3.7%
Active Rock	3.7%
Alternative	3.6%
Contemporary Christian	3.6%
Urban AC	3.4%
All Sports	3.2%
AOR + Mainstream Rock	2.3%
Spanish Contemp. + Span. HAC	2.1%
Adult Hits + '80s Hits	1.7%
Rhythmic AC	1.1%
Album Adult Alternative	0.9%
Spanish Adult Hits	0.9%
Spanish Tropical	0.9%
Classic Country	0.7%
Variety	0.6%

LEADING RADIO FORMATS RANKED BY DEMOGRAPHIC

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2016

Persons 35-44		Persons 45-54		Persons 55-64		Persons 65+	
Country + New Country	12.4%	Country + New Country	13.2%	News/Talk/Information + T/P	14.4%	News/Talk/Information + T/P	24.6%
Pop CHR	9.9%	News/Talk/Information + T/P	10.1%	Country + New Country	12.7%	Country + New Country	13.6%
Adult Contemporary + Soft AC	7.7%	Classic Rock	8.6%	Classic Hits	9.2%	Adult Contemporary + Soft AC	8.7%
News/Talk/Information + T/P	7.1%	Adult Contemporary + Soft AC	8.3%	Adult Contemporary + Soft AC	8.6%	Classic Hits	6.5%
Hot AC	6.9%	Classic Hits	6.9%	Classic Rock	8.6%	Classical	4.5%
Classic Rock	5.5%	Pop CHR	5.8%	Urban AC	5.3%	Urban AC	3.5%
All Sports	4.7%	Hot AC	5.8%	Hot AC	4.3%	All Sports	3.4%
Urban Contemporary	4.4%	Urban AC	5.1%	All Sports	4.0%	All News	3.1%
Classic Hits	4.3%	All Sports	4.2%	Contemporary Christian	3.8%	Classic Country	3.0%
Contemporary Christian	4.2%	Contemporary Christian	4.1%	Pop CHR	3.3%	Religious	2.6%
Mexican Regional	4.2%	Adult Hits + '80s Hits	2.7%	All News	2.0%	Classic Rock	2.5%
Urban AC	4.2%	Urban Contemporary	2.5%	Adult Hits + '80s Hits	1.8%	Hot AC	2.4%
Rhythmic CHR	3.2%	Mexican Regional	2.5%	AOR + Mainstream Rock	1.6%	Contemporary Christian	2.3%
Alternative	2.8%	AOR + Mainstream Rock	2.4%	Religious	1.6%	Pop CHR	1.8%
Active Rock	2.8%	Active Rock	2.1%	Mexican Regional	1.6%	Variety	1.8%
Adult Hits + '80s Hits	2.4%	Alternative	1.8%	Classical	1.5%	Oldies	1.7%
AOR + Mainstream Rock	2.3%	Rhythmic CHR	1.6%	Urban Contemporary	1.4%	Adult Standards/ MOR	1.2%
Spanish Contemp. + Span. HAC	1.9%	Spanish Contemp. + Span. HAC	1.4%	Album Adult Alternative	1.4%	Adult Hits + '80s Hits	1.0%
Spanish Adult Hits	1.3%	All News	1.3%	Oldies	1.3%	Gospel	1.0%
Rhythmic AC	1.0%	Religious	1.1%	Classic Country	1.3%	Spanish Contemp. + Span. HAC	1.0%
Album Adult Alternative	0.9%	Spanish Adult Hits	1.1%	Variety	1.2%	Mexican Regional	0.9%
Religious	0.8%	Album Adult Alternative	1.0%	Spanish Contemp. + Span. HAC	1.0%	Urban Contemporary	0.8%
All News	0.8%	Variety	0.9%	Alternative	1.0%	Album Adult Alternative	0.7%
Variety	0.8%	Classic Country	0.9%	Active Rock	0.9%	Jazz	0.7%

FORMATS RANKED BY WEEKLY CUME, FORMAT PREFERENCES BY GENDER

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2016

	Cume
Pop CHR (Pop Contemporary Hit Radio)	72,679,400
Adult Contemporary + SAC (Soft AC)	68,398,000
Country + New Country	67,846,600
Hot AC (Hot Adult Contemporary)	57,181,200
News/Talk/Information + Talk/Personality	52,468,600
Classic Hits	46,560,900
Classic Rock	44,652,000
Rhythmic CHR (Rhythmic Contemporary Hit Radio)	28,060,400
Urban Contemporary	26,240,500
All Sports	24,962,800
Alternative	23,294,400
Urban AC (Urban Adult Contemporary)	22,984,400
Contemporary Christian	22,166,400
Adult Hits + '80s Hits	21,180,600
Active Rock	14,673,600
Album Oriented Rock (AOR) + Mainstream Rock	13,659,900
Mexican Regional	13,008,100
Spanish Contemporary + Spanish Hot AC	12,436,000
All News	11,894,600
Classical	9,601,000
Album Adult Alternative	9,021,200
Religious	7,681,900
Variety	6,562,300
Classic Country	5,896,100

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2016

	Women		Men
Contemporary Christian	62.3%	All Sports	81.8%
Hot AC	61.0%	Active Rock	73.2%
Adult Contemp. + Soft AC	60.5%	AOR + Mainstream Rock	72.5%
Pop CHR	60.2%	Classic Rock	69.3%
Religious	58.6%	Mexican Regional	60.0%
Urban AC	54.4%	Alternative	59.3%
Classical	51.9%	News Talk Info + T/P	58.8%
Urban Contemporary	51.6%	Adult Hits + '80s Hits	56.6%
Rhythmic CHR	51.6%	Classic Country	56.0%
Country + New Country	51.6%	Album Adult Alternative	56.0%
Spanish Contemp + Span HAC	50.7%	Classic Hits	54.3%
Variety	46.9%	All News	54.1%
All News	45.9%	Variety	53.1%
Classic Hits	45.7%	Spanish Contemp + Span HAC	49.3%
Album Adult Alternative	44.0%	Country + New Country	48.4%
Classic Country	44.0%	Rhythmic CHR	48.4%
Adult Hits + '80s Hits	43.4%	Urban Contemporary	48.4%
News Talk Info + T/P	41.2%	Classical	48.1%
Alternative	40.7%	Urban AC	45.6%
Mexican Regional	40.0%	Religious	41.4%
Classic Rock	30.7%	Pop CHR	39.8%
AOR + Mainstream Rock	27.5%	Adult Contemp. + Soft AC	39.5%
Active Rock	26.8%	Hot AC	39.0%
All Sports	18.2%	Contemporary Christian	37.7%

FORMAT LEADERS BY LOCATION

At Home

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

Classical	59.4%
Variety	51.0%
Religious	49.8%
News/Talk/Information + T/P	47.4%
All News	43.6%
Classic Country	42.7%
Urban AC	37.4%
Album Adult Alternative	34.4%
Contemporary Christian	33.8%
Urban Contemporary	32.1%
Mexican Regional	31.3%
Country + New Country	31.0%
All Sports	29.2%
Classic Hits	28.3%
Rhythmic CHR	28.1%
Spanish Contemp. + Span. HAC	27.6%
Adult Contemporary + Soft AC	27.0%
Classic Rock	26.8%
Pop CHR	25.6%
Hot AC	24.1%
Active Rock	23.7%
Alternative	23.2%
AOR + Mainstream Rock	23.1%
Adult Hits + '80s Hits	22.3%

Away From Home

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

Adult Hits + '80s Hits	77.7%
AOR + Mainstream Rock	76.9%
Alternative	76.8%
Active Rock	76.3%
Hot AC	75.9%
Pop CHR	74.4%
Classic Rock	73.2%
Adult Contemporary + Soft AC	73.0%
Spanish Contemp. + Span. HAC	72.4%
Rhythmic CHR	71.9%
Classic Hits	71.7%
All Sports	70.8%
Country + New Country	69.0%
Mexican Regional	68.7%
Urban Contemporary	67.9%
Contemporary Christian	66.2%
Album Adult Alternative	65.6%
Urban AC	62.6%
Classic Country	57.3%
All News	56.4%
News/Talk/Information + T/P	52.6%
Religious	50.2%
Variety	49.0%
Classical	40.6%



LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2016

M-F 6AM-10AM		M-F 10AM-3PM		M-F 3PM-7PM		M-F 7P-MID	
News/Talk/Information + T/P	13.7%	Country + New Country	13.9%	Country + New Country	13.4%	Country + New Country	12.0%
Country + New Country	13.6%	News/Talk/Information + T/P	12.5%	News/Talk/Information + T/P	11.0%	News/Talk/Information + T/P	9.9%
Pop CHR	7.6%	Adult Contemporary + Soft AC	9.0%	Pop CHR	8.8%	Pop CHR	9.5%
Adult Contemporary + Soft AC	7.1%	Classic Hits	6.8%	Adult Contemporary + Soft AC	7.7%	Adult Contemporary + Soft AC	6.8%
Classic Rock	5.9%	Pop CHR	6.6%	Classic Rock	5.9%	Urban Contemporary	5.5%
Classic Hits	5.4%	Classic Rock	6.4%	Hot AC	5.8%	Classic Rock	5.5%
Hot AC	5.3%	Hot AC	5.4%	Classic Hits	5.7%	Urban AC	5.4%
Urban AC	4.1%	Urban AC	3.6%	All Sports	4.0%	Hot AC	5.3%
All Sports	3.9%	All Sports	3.6%	Urban AC	4.0%	Classic Hits	4.9%
Contemporary Christian	3.6%	Contemporary Christian	3.2%	Contemporary Christian	3.7%	All Sports	4.2%
Urban Contemporary	3.1%	Mexican Regional	2.8%	Urban Contemporary	3.7%	Rhythmic CHR	4.1%
Mexican Regional	2.9%	Urban Contemporary	2.8%	Rhythmic CHR	3.0%	Contemporary Christian	3.6%
Rhythmic CHR	2.3%	Rhythmic CHR	2.2%	Mexican Regional	2.7%	Mexican Regional	2.3%
Active Rock	2.3%	Adult Hits + '80s Hits	2.1%	Alternative	2.2%	Alternative	2.3%
AOR + Mainstream Rock	2.1%	Active Rock	1.9%	Active Rock	2.1%	Active Rock	2.0%
Alternative	1.9%	AOR + Mainstream Rock	1.9%	Adult Hits + '80s Hits	2.0%	Classical	1.7%
All News	1.8%	Alternative	1.8%	AOR + Mainstream Rock	1.8%	AOR + Mainstream Rock	1.7%
Adult Hits + '80s Hits	1.6%	Spanish Contemp. + Span. HAC	1.4%	Spanish Contemp. + Span. HAC	1.5%	Adult Hits + '80s Hits	1.7%
Religious	1.5%	Classical	1.3%	Classical	1.4%	Spanish Contemp. + Span. HAC	1.7%
Classical	1.4%	Classic Country	1.3%	All News	1.3%	All News	1.3%
Spanish Contemp. + Span. HAC	1.3%	All News	1.2%	Religious	1.1%	Religious	1.2%
Classic Country	1.2%	Religious	1.1%	Classic Country	1.1%	Classic Country	1.0%
Variety	1.1%	Album Adult Alternative	1.0%	Album Adult Alternative	1.0%	Rhythmic AC	0.9%
Spanish Adult Hits	0.9%	Variety	0.9%	Variety	0.9%	Album Adult Alternative	0.9%

LEADING RADIO FORMATS RANKED BY AUDIENCE SHARE & DAYPART

Audience Share by Daypart

AQH Persons 12+, Spring 2016

SA-SU 6AM-MID		M-SU 6AM-MID	
Country + New Country	14.1%	Country + New Country	13.6%
Pop CHR	8.5%	News/Talk/Information + T/P	11.1%
News/Talk/Information + T/P	8.2%	Pop CHR	7.9%
Adult Contemporary + Soft AC	7.5%	Adult Contemporary + Soft AC	7.8%
Classic Hits	6.0%	Classic Rock	6.0%
Classic Rock	6.0%	Classic Hits	5.9%
Hot AC	5.7%	Hot AC	5.5%
Urban AC	4.8%	Urban AC	4.2%
Contemporary Christian	4.2%	Contemporary Christian	3.7%
Urban Contemporary	4.0%	All Sports	3.6%
Rhythmic CHR	3.1%	Urban Contemporary	3.6%
All Sports	2.7%	Rhythmic CHR	2.7%
Mexican Regional	2.6%	Mexican Regional	2.6%
Alternative	2.2%	Active Rock	2.0%
Adult Hits + '80s Hits	1.9%	Alternative	2.0%
Spanish Contemp. + Span. HAC	1.8%	Adult Hits + '80s Hits	1.9%
Active Rock	1.7%	AOR + Mainstream Rock	1.8%
Classical	1.7%	Classical	1.5%
AOR + Mainstream Rock	1.6%	Spanish Contemp. + Span. HAC	1.4%
All News	1.4%	All News	1.4%
Classic Country	1.3%	Religious	1.2%
Religious	1.2%	Classic Country	1.2%
Album Adult Alternative	1.1%	Variety	1.0%
Variety	1.1%	Album Adult Alternative	1.0%

Source: TAPSCAN™ Web National Regional Database, Spring 2016



LEADING RADIO FORMATS RANKED BY ETHNIC COMPOSITION

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+
M-SU 6AM-MID

Black		Hispanic		Other	
Urban AC	90.2%	Mexican Regional	97.9%	Album Adult Alternative	86.2%
Urban Contemporary	79.1%	Spanish Contemp. + Span. HAC	93.1%	Classic Country	83.3%
Rhythmic CHR	36.1%	Rhythmic CHR	43.6%	Country + New Country	82.7%
Religious	32.5%	Pop CHR	31.3%	News/Talk/Information + T/P	81.5%
Variety	15.1%	Contemporary Christian	25.8%	AOR + Mainstream Rock	80.1%
All News	14.6%	Hot AC	24.6%	Country + New Country	80.0%
All Sports	14.5%	Active Rock	23.6%	Classic Rock	78.7%
Contemporary Christian	14.1%	Classic Hits	23.3%	All News	74.8%
Pop CHR	13.4%	Adult Contemporary + Soft AC	23.1%	All Sports	73.7%
Adult Contemporary + Soft AC	11.3%	Religious	22.4%	Alternative	73.6%
News/Talk/Information + T/P	8.4%	Alternative	22.4%	Adult Hits + '80s Hits	73.4%
Hot AC	7.8%	Adult Hits + '80s Hits	20.6%	Active Rock	72.6%
Classical	6.3%	Classic Rock	17.1%	Classic Hits	70.8%
Adult Hits + '80s Hits	6.0%	AOR + Mainstream Rock	16.8%	Variety	70.7%
Classic Hits	5.9%	Country + New Country	15.6%	Hot AC	67.6%
Country + New Country	4.4%	Variety	14.2%	Adult Contemporary + Soft AC	65.6%
Classic Rock	4.2%	Classic Country	14.0%	Contemporary Christian	60.1%
Alternative	4.1%	Album Adult Alternative	11.9%	Pop CHR	55.2%
Active Rock	3.8%	All Sports	11.8%	Religious	45.1%
AOR + Mainstream Rock	3.0%	Urban Contemporary	11.2%	Rhythmic CHR	20.4%
Spanish Contemp. + Span. HAC	2.7%	Classical	11.0%	Urban Contemporary	9.6%
Classic Country	2.7%	All News	10.6%	Urban AC	6.3%
Album Adult Alternative	1.9%	News/Talk/Information + T/P	10.1%	Spanish Contemp. + Span. HAC	4.2%
Mexican Regional	0.5%	Urban AC	3.5%	Mexican Regional	1.6%

Source: TAPSCAN™ Web National Regional Database, Spring 2016 (Due to rounding, totals may not add to exactly 100%)

ABOUT NIELSEN

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

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