



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

STATE OF THE MEDIA: AUDIO TODAY

HOW AMERICA LISTENS

MARCH 2015



WELCOME

JON MILLER
VP, AUDIENCE INSIGHTS
NIELSEN

Every day counts.

Never has that mantra been more true than now, as the entertainment choices facing consumers continue to expand by the month, the week and seemingly the hour. The one thing that hasn't changed over the past decade as smartphone usage has skyrocketed, broadband access has proliferated and connected cars have started showing up in auto showrooms everywhere is the amount of hours available each day for us to fill our media diets.

Radio, one of the original mass mediums, continues to play a big part in the lives of Americans everywhere – more than 240 million strong. And as we set an eye to the future of the medium and the industry, keeping radio a daily habit amongst the huge variety of available options is paramount.

2015 is setting up to be another fascinating and innovative year for Nielsen Audio, and radio. We are making great progress in bringing comprehensive digital audio measurement to the marketplace, as well as continuing to link together what hundreds of millions of Americans are listening to with how they're shopping and what they're buying.

In the following pages you'll see compelling evidence of how radio reaches a highly qualified audience – working consumers tuning in just before making purchases. At Nielsen, our goal is to continue arming broadcasters with new tools that will allow them to precisely target just the right consumers for their advertisers.

At the same time, we're also focused on sharing insights with radio's programmers and content creators into what best engages audiences and builds strong radio brands.

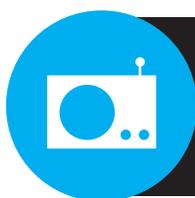
I am pleased to kick off another year of our State of The Media: Audio Today Report series. During the year we will explore the radio listening habits of Americans everywhere, and of all backgrounds, while profiling the many different types of radio available today on the air, online and on mobile devices. I hope you'll continue to share your feedback with us and, in the meantime, enjoy our first look at the power of radio in 2015.

JON MILLER

THE RADIO LANDSCAPE, TODAY

ALWAYS ON, ALWAYS LOCAL

Radio is many things to many different people. It's always on, and always local, and 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 or older) are tuning in each week. The power of the medium extends across all major demographics and ethnicities: more Millennials use radio each week than any other generation, and penetration among both African Americans and Hispanics also exceeds 90%.



243 MILLION AMERICANS
LISTEN TO RADIO EACH WEEK

In today's rapidly evolving world of consumer choice and technological advancement, audio – and more specifically local radio – remains an integral part of our lives. 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.

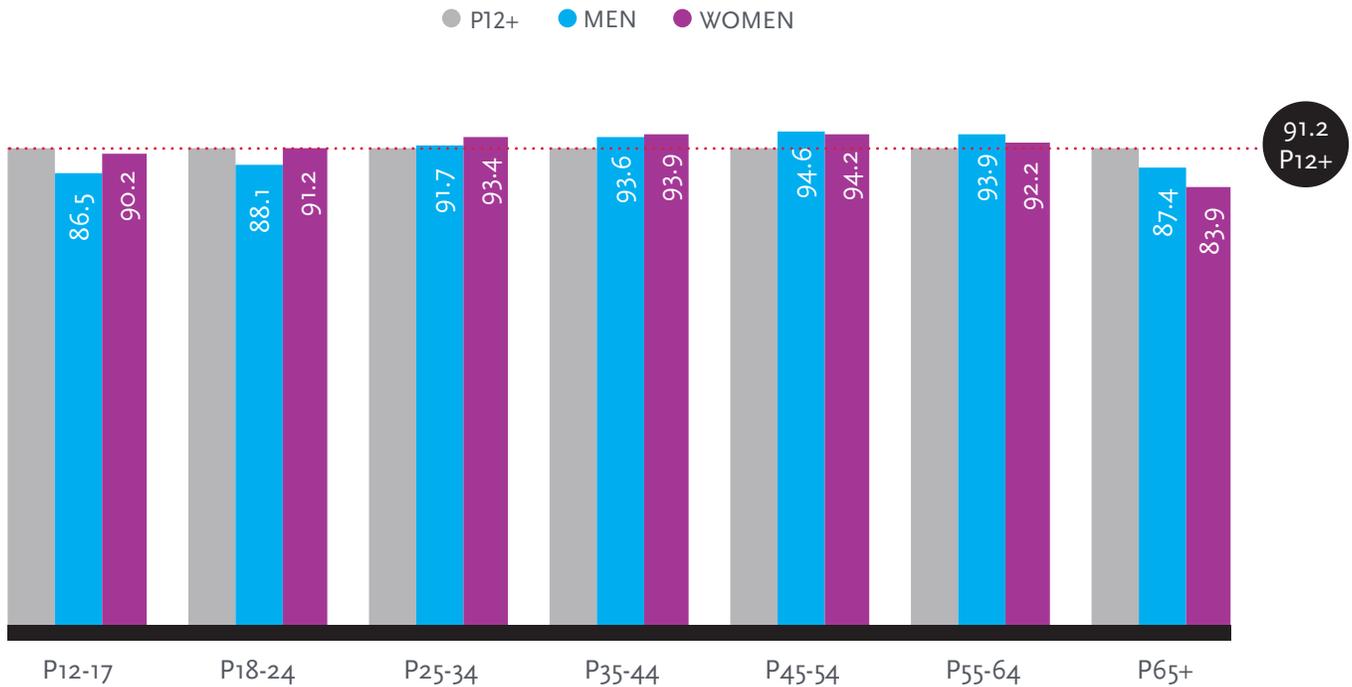
For advertisers, radio delivers a mass audience in real-time across markets large and small that is highly qualified; reached outside the home when they're ready to buy, the vast majority of radio listeners are in the workforce. More than three quarters of the national adult audience works full or part time during the week.

That's the power of radio: always on, always local...and always reaching valuable consumers.

Source: RADAR 123, December 2014, M-SU MID-MID, Listeners 12+. Weekly Cume Persons (243,451,000), Cume Rating (91.3%) Daily Time Spent Listening by Radio Listeners (2:32).

RADIO REACHES 90%+ OF NEARLY EVERY DEMOGRAPHIC

WEEKLY CUME RATING
LISTENERS 12+ (M-SU 6AM-MID)



HOW TO READ:

These figures represent “Weekly Cume Ratings.” For example, more than 94% of Men 45-54 in the United States tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The dotted line represents the average of all Americans (12+) who listen to radio at least once during the week (91.2%).



Source: RADAR 123, December 2014; Radio Usage; M-SU 6AM-MID

MILLENNIALS (P18-34)

66 MILLION OF AMERICA'S MOST CONNECTED CONSUMERS
USE RADIO EACH WEEK



66.6 MILLION

MILLENNIALS USE RADIO EACH WEEK



53%



47%

COMPOSITION OF MILLENNIAL RADIO LISTENERS



91.3%

OF ALL MILLENNIALS
REACHED WEEKLY
BY RADIO



11 HRS, 26 MINS

SPENT WITH RADIO
EACH WEEK



3PM-7PM

THE TOP DAYPART
IS PM DRIVE



COUNTRY

IS THE #1 FORMAT

LISTENING LOCATION



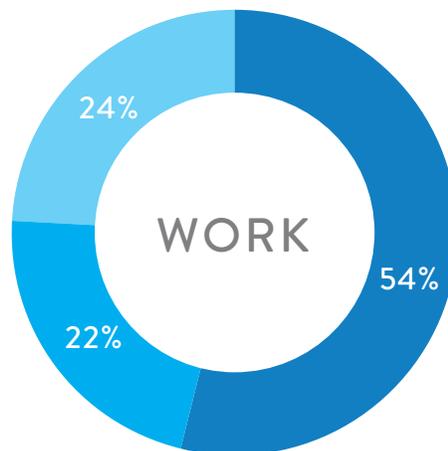
IN HOME

27%



OUT OF HOME

73%



WORK

- FULL-TIME
- PART-TIME
- NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

Source: RADAR 123, December 2014; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID;

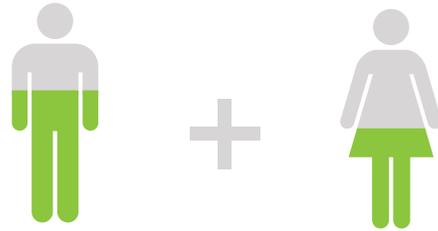
GENERATION X (P35-49)

RADIO'S WORKFORCE; 72% OF GENERATION X LISTENERS WORK FULL-TIME



57.9 MILLION

GEN X'ERS USE RADIO EACH WEEK



53%

47%

COMPOSITION OF GEN X RADIO LISTENERS



94.0%

OF GENERATION X
REACHED WEEKLY
BY RADIO



13 HRS, 45 MINS

SPENT WITH RADIO
EACH WEEK



6AM-10AM

THE TOP DAYPART IS
MORNING DRIVE



COUNTRY

IS THE #1 FORMAT

LISTENING LOCATION



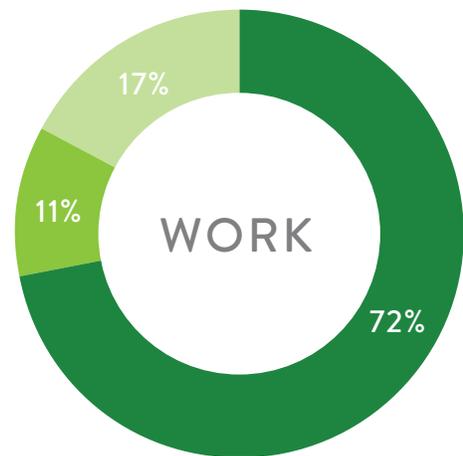
IN HOME

27%



OUT OF HOME

73%



WORK

72%

- FULL-TIME
- PART-TIME
- NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

Source: RADAR 123, December 2014; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID;

BOOMERS (P50-64)

RADIO'S MOST ENGAGED DEMO; MORE THAN 15 HOURS PER WEEK SPENT WITH RADIO



57.9 MILLION
BOOMERS USE RADIO EACH WEEK



53% 47%
COMPOSITION OF BOOMER RADIO LISTENERS



93.5%
OF BOOMERS REACHED WEEKLY BY RADIO



15 HRS, 6 MINS
SPENT WITH RADIO EACH WEEK (MOST OF ANY DEMO)

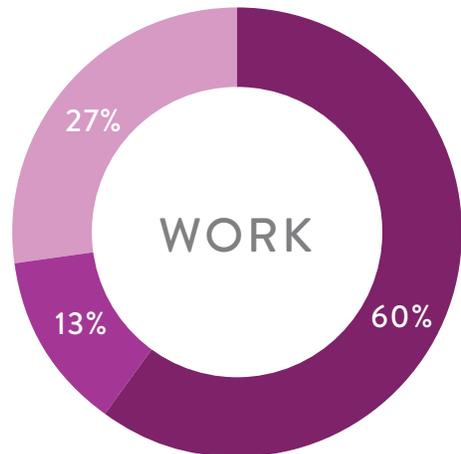


10AM-3PM
THE TOP DAYPART IS MID DAY



COUNTRY
IS THE #1 FORMAT

LISTENING LOCATION



Source: RADAR 123, December 2014; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID;

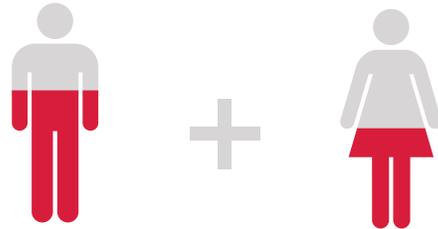
● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

HISPANICS (P12+)

MORE THAN 93% OF ALL HISPANICS USE RADIO EACH WEEK



39.9 MILLION*
HISPANICS USE RADIO EACH WEEK



53% 47%

COMPOSITION OF HISPANIC RADIO LISTENERS



93.1%
OF ALL HISPANICS
REACHED WEEKLY
BY RADIO



12 HRS, 43 MINS
SPENT WITH RADIO EACH
WEEK



10AM-3PM
THE TOP DAYPART IS
MID DAY



MEXICAN
REGIONAL
IS THE #1 FORMAT

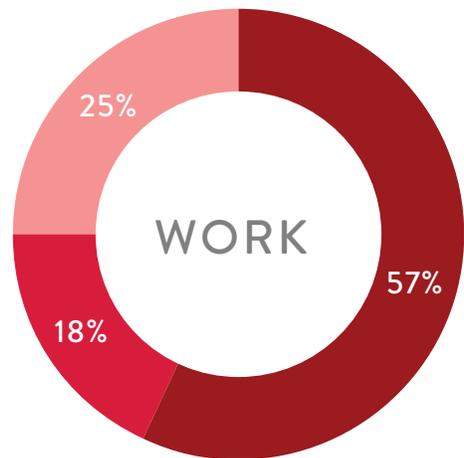
LISTENING LOCATION



IN HOME
32%



OUT OF HOME
68%



Source: RADAR 123, December 2014; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID; Hispanic
Differential Survey Treatment Markets (104)
Working data based on Hispanics 18+
*RADAR methodology captures Hispanic demographic information in all Nielsen
PPM and Diary markets, as well County Coverage survey areas.

● FULL-TIME ● PART-TIME
● NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

AFRICAN AMERICANS (P12+)

91% OF ALL AFRICAN AMERICANS USE RADIO EVERY WEEK



30.9 MILLION*
AFRICAN AMERICANS USE RADIO
EACH WEEK



48%

52%

COMPOSITION OF AFRICAN AMERICAN RADIO LISTENERS



91.0%

OF ALL AFRICAN
AMERICANS
REACHED WEEKLY
BY RADIO



12 HRS, 59 MINS

SPENT WITH RADIO EACH
WEEK (MOST OF ANY
ETHNIC GROUP)



3PM-7PM

THE TOP DAYPART
IS PM DRIVE



URBAN ADULT
CONTEMPORARY

IS THE #1 FORMAT

LISTENING LOCATION



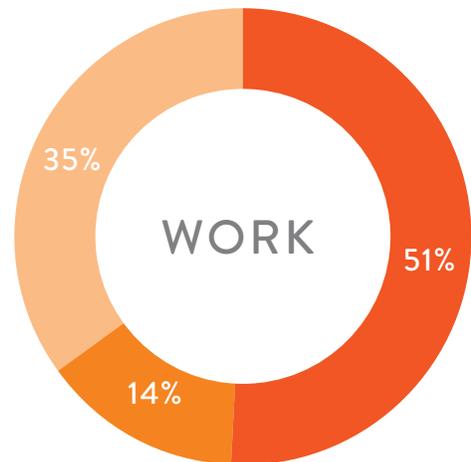
IN HOME

38%



OUT OF HOME

62%

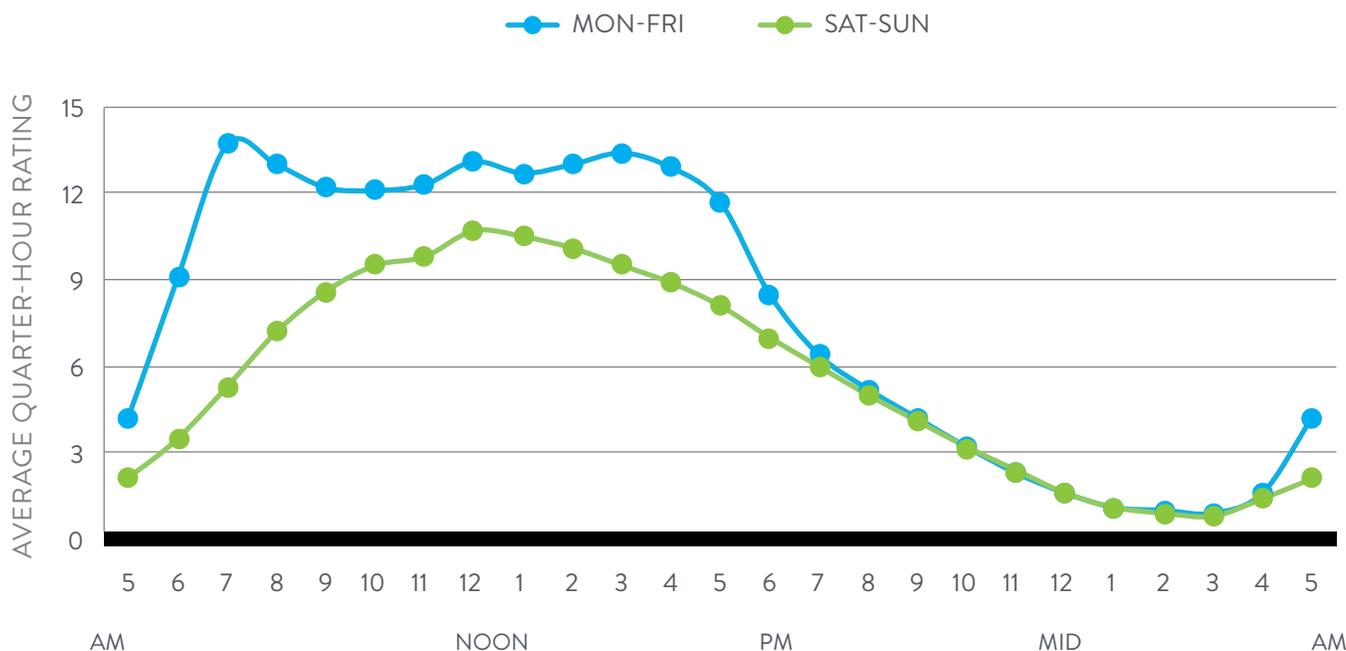


- FULL-TIME
- PART-TIME
- NOT EMPLOYED FULL OR PART-TIME (INCL. RETIRED, STUDENT, ETC.)

Source: RADAR 123, December 2014; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID; Black
Differential Survey Treatment Markets (130)
Working data based on African Americans 18+
*RADAR methodology captures African American demographic information in all
Nielsen PPM and Diary markets, as well County Coverage survey areas.

RADIO PEAKS DURING THE WORK-DAY

TOP-RATED HOURS LISTENERS 12+ MON-FRI, SAT-SUN, TOTAL DAY AQH RATING



Source: Nielsen National Regional Database, Spring 2014

TOP-RATED DAYPARTS

ALL DAYPARTS MON-FRI EXCEPT WHERE NOTED AQH RATING

DAYPART	P12+	P18-34	P25-54	P55+
AM DRIVE (6AM-10AM)	11.5	9.6	12.9	12.5
MID DAY (10AM-3PM)	12.0	10.6	13.1	13.7
PM DRIVE (3PM-7PM)	11.2	10.8	12.6	10.7
EVENINGS (7PM-MID)	4.1	4.6	4.2	3.6
WEEKENDS (6AM-MID)	6.9	6.4	7.1	7.3

HOW TO READ:

These figures represent “Average Quarter-Hour” Ratings for all major dayparts. For all listeners 12+, 10AM-3PM is the highest rated daypart during the week. During that time, in an average 15-minute period, 12.0% of the total US population (12+) is tuning to radio.

Source: Nielsen National Regional Database, Spring 2014



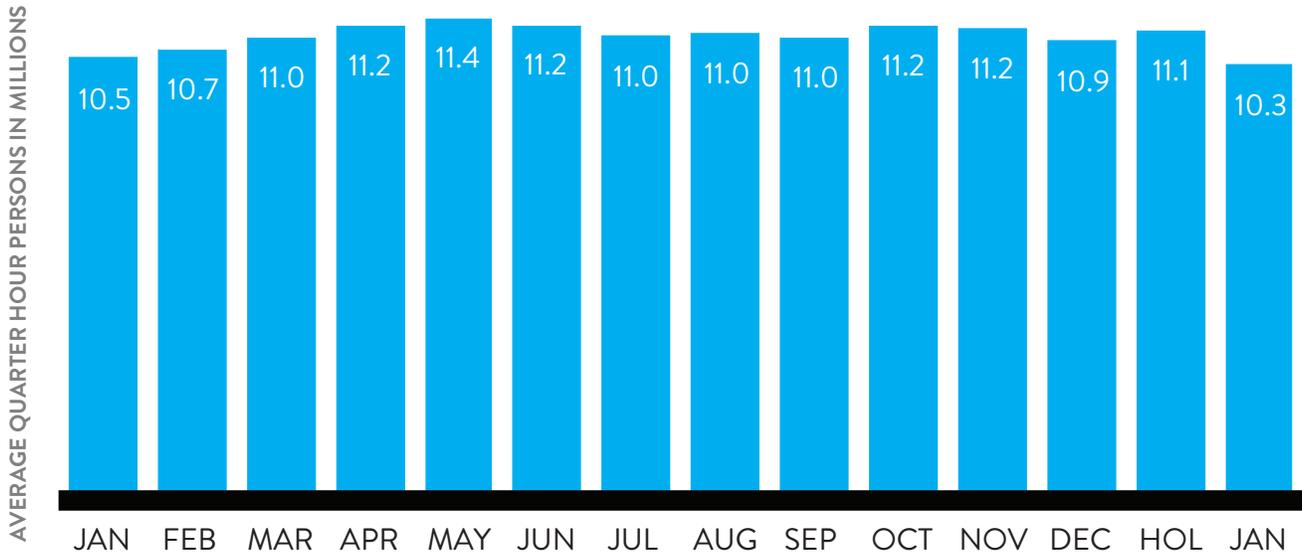
OVERALL, MID DAY (10AM-3PM) IS THE HIGHEST RATED DAYPART...

...WHILE 7AM IS THE HIGHEST RATED HOUR DURING THE WEEKDAY FOR RADIO LISTENING

WHEN ARE WE LISTENING?

Radio listening in top markets follows seasonal trends, peaking in the Spring and Fall. Last year Holiday programming made a big splash with consumers as the year drew to a close.

RADIO LISTENING BY MONTH IN PPM MARKETS IN 2014 MON-SUN 6A-MID, LISTENERS 6+



Source: Nielsen Portable People Meter (PPM) markets Jan 2014-Jan 2015 / Listeners 6+ / Mon-Sun 6a-12M

DAY	RADIO LISTENERS NATIONWIDE
MONDAY	176.1 MILLION
TUESDAY	178.0 MILLION
WEDNESDAY	177.1 MILLION
THURSDAY	186.3 MILLION
FRIDAY	184.9 MILLION
SATURDAY	156.0 MILLION
SUNDAY	137.6 MILLION

RADIO LISTENING GROWS DURING THE WORK WEEK...

...and peaks on Thursday and Friday as we transition into the weekend. Because radio listening is closely tied with employment and being away from home, weekdays see the most usage.

Weekends see audience sizes around 80% of those listening Monday-Friday, as consumers tune to radio whenever they are out of the house.

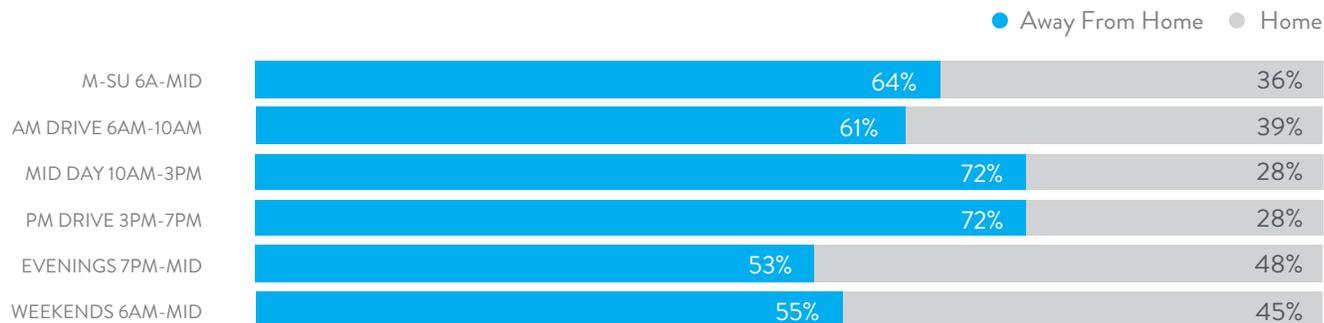
Source: Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID
Nielsen Portable People Meter (PPM) markets 2011-2014

RADIO REACHES QUALIFIED CONSUMERS CLOSE TO THE POINT OF PURCHASE

A MAJORITY OF RADIO USAGE COMES FROM THE EMPLOYED AUDIENCE, AWAY FROM HOME

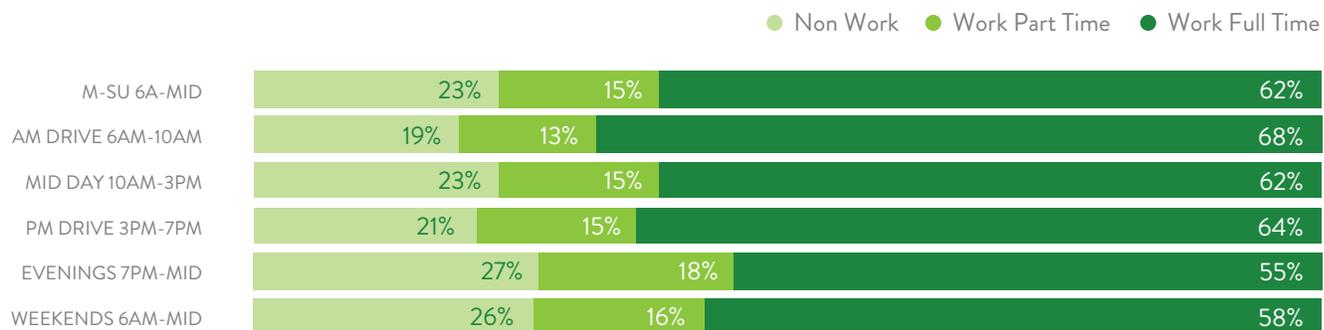
LISTENING LOCATION BY DAYPART

LISTENERS 12+ AQH COMPOSITION



WORKING STATUS BY DAYPART

LISTENERS 18-64 AQH COMPOSITION



WEEKLY HOURS SPENT WITH RADIO BY FULL-TIME EMPLOYED LISTENERS...



Source: RADAR 123, December 2014; Radio Usage; M-SU 6AM-MID
Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID; including Black & Hispanic DST markets.

A COMPARISON OF HEAVY MEDIA USERS

Because the majority of radio usage occurs outside the home among working consumers, when comparing the heaviest users of each of the four mediums below, radio skews slightly more male than TV, internet and print. Heavy radio users are not likely to be heavy TV watchers, but they do spend the second most amount of time online behind only heavy internet users.

HEAVY MEDIA USERS (TOP 2 QUINTILES BASED ON TIME SPENT) AMONG CONSUMERS 18+

	 RADIO	 TELEVISION	 INTERNET	 PRINT NEWSPAPER
AVERAGE AGE	44	53	42	51
 AVERAGE HHLD SIZE	3.3	2.8	3.2	2.9
 % MALE	53%	46%	51%	48%
 % FEMALE	47%	54%	49%	52%
 WORK FULL OR PART-TIME	68%	45%	69%	57%
 AVERAGE YEARLY HHLD INCOME	\$73,500	\$62,600	\$79,400	\$76,000
 TIME SPENT LISTENING TO RADIO EACH WEEK (HH:MM)	18:45	9:38	10:14	11:26
 TIME SPENT WATCHING TV EACH WEEK (HH:MM)	27:19	51:41	24:41	30:38
 TIME SPENT ONLINE EACH WEEK (HH:MM)	8:40	6:47	16:15	7:56
 % CONSUMERS USING SOCIAL MEDIA	75%	60%	92%	67%

HOW TO READ:

These statistics represent the habits and lifestyles of the top two quintiles (out of five) of users for each media, based on time spent. The heaviest two user groups of radio consumers, for example, are – on average – 44 years old, with a yearly household income of \$73,500 and spend more than 27 hours each week watching TV.

Source: Nielsen Scarborough, USA+ Release 2 2014, Adults 18+

AMERICA'S TOP FORMATS IN 2014

RANKED BY SHARE OF TOTAL LISTENING (%)



15.2	COUNTRY*	1.9	ADULT HITS + '80S HITS
10.6	NEWS/TALK*	1.8	ALTERNATIVE
8.0	POP CONTEMPORARY HIT RADIO (CHR)	1.7	ALBUM ORIENTED ROCK (AOR) + MAINSTREAM ROCK
7.6	ADULT CONTEMPORARY (AC)*	1.5	CLASSICAL
5.6	CLASSIC ROCK	1.3	SPANISH CONTEMPORARY + SPANISH HOT AC
5.5	CLASSIC HITS	1.3	RELIGIOUS
5.3	HOT ADULT CONTEMPORARY (AC)	1.3	ALL NEWS
4.3	URBAN ADULT CONTEMPORARY (AC)		
3.5	CONTEMPORARY CHRISTIAN		
3.3	ALL SPORTS		
3.2	URBAN CONTEMPORARY		
3.0	RHYTHMIC CONTEMPORARY HIT RADIO (CHR)		
2.6	MEXICAN REGIONAL		
2.0	ACTIVE ROCK		



Source: Nielsen National Regional Database, Spring 2014, M-SU 6AM-MID, all listeners 12+, AQH Share

*Country = Country + New Country

*News/Talk = News/Talk/Information + Talk/Personality

*Adult Contemporary = Adult Contemporary + Soft Adult Contemporary

SOURCING & METHODOLOGIES

GLOSSARY

WEEKLY CUME PERSONS: The total weekly number of different persons who tune to radio for at least five minutes during the given daypart.

WEEKLY CUME RATING: 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.

TSL: Time Spent Listening. The amount of time (expressed in hours and minutes) the average listener spends with a particular station or format during the selected daypart. It can be defined on both a Daily and Weekly basis depending on the market.

AQH PERSONS: Average Quarter-Hour persons. The basic element of measurement for the ratings, based on the average number of listeners who tuned in for at least five minutes during a given 15-minute period. Also referred to as Persons Using Radio (PUR) in Nielsen Diary markets or Persons Using Measured Media (PUMM) for Nielsen PPM markets.

AQH RATING: The Average Quarter-Hour audience expressed as a percentage of the total population for the specified demographic group.

AQH SHARE: The Average Quarter-Hour audience expressed as a percentage of the total radio-listening population for the specified demographic group.

AQH COMPOSITION: The composition of the audience based on the Average Quarter-Hour persons estimate.

DIFFERENTIAL SURVEY TREATMENT (DST): A special procedure used to help maximize participation in the survey or panel by persons in a demographic group with a history of under-representation in survey research

SOURCING

Nielsen RADAR 123, December 2014

Nielsen National Regional Database, Spring 2014

Nielsen Portable People Meter (PPM) non-embedded markets (45), January 2014-January 2015.

Nielsen Scarborough, USA+ Release 2 2014 (Aug 2013-Sep 2014)

METHODOLOGIES

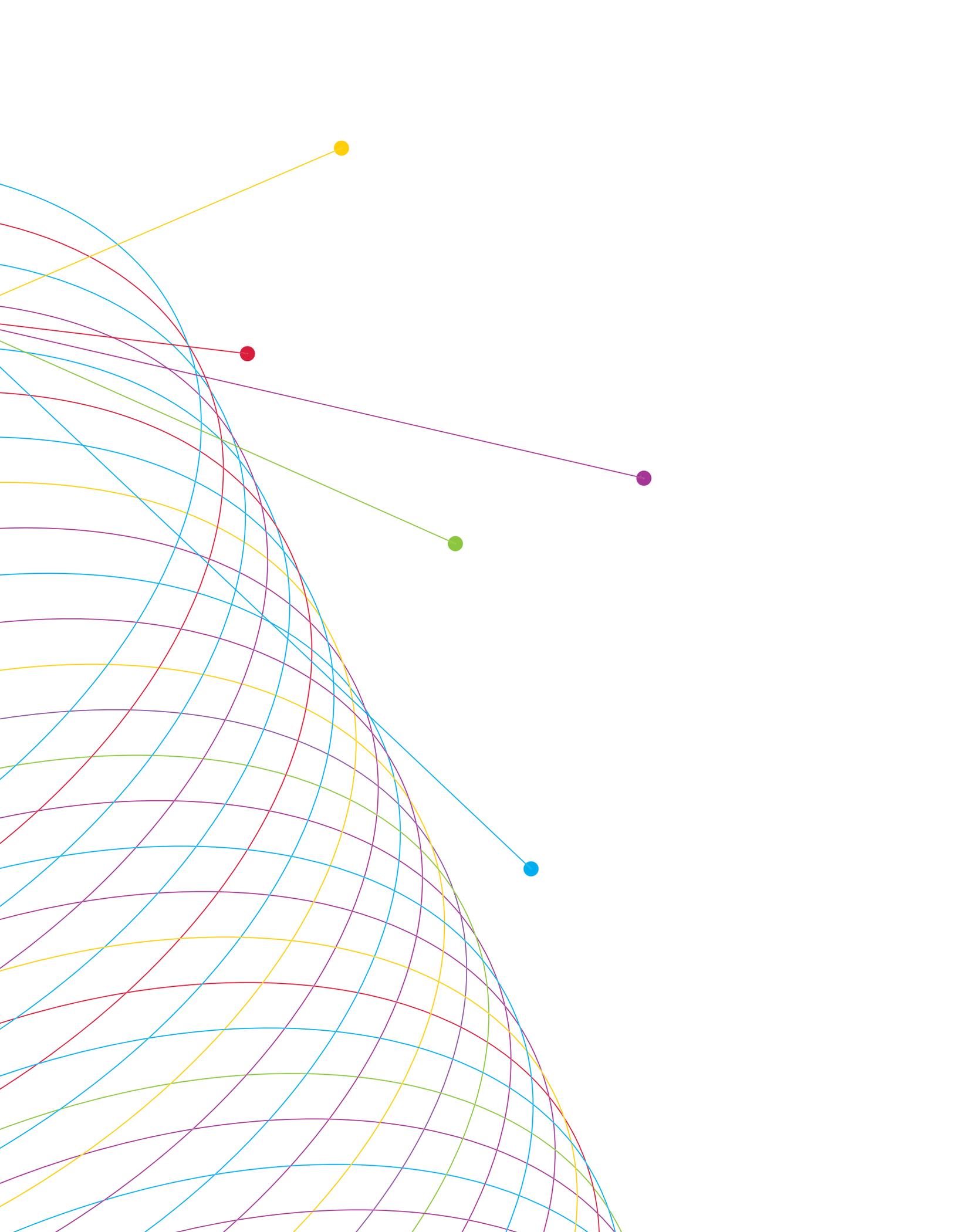
Format definitions are supplied to Nielsen by U.S. government-licensed radio stations, their internet streams and HD Radio services, regardless of their status as Nielsen clients.

Only stations licensed in the United States are included in Audio Today.

Nielsen's Portable People Meter (PPM) technology surveys respondents in the top 48 radio metros in the United States as of the Spring 2014 survey.

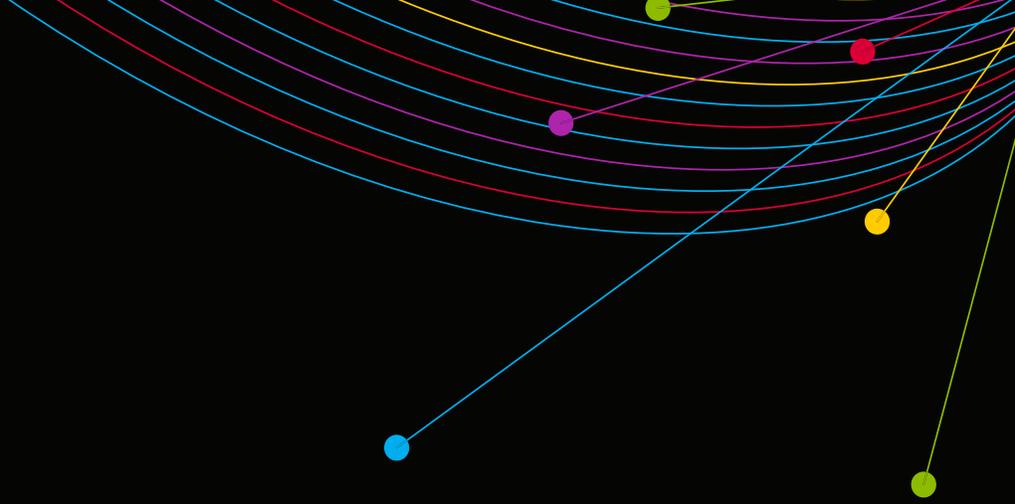
Nielsen's Diary service surveys respondents in the remaining 219 radio metros in the United States as of the Spring 2014 survey.

Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.



ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit www.nielsen.com. 15/8469



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