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Radio Today 2012

How America Listens to Radio



Radio's Enduring Relationship With U.S. Listeners

More than 90 years after its introduction as a commercial medium, radio has been heralded for its remarkable, enduring reach. To this day, about 93% of consumers aged 12 years and older listen to the radio each week. Radio is unique in its ability to reach people wherever they are: at home, at work, in the car—nearly everywhere. Regardless of one's age, the time of day, or the listening location, Americans depend on radio as a reliable media companion.

Radio Today 2012 is an in-depth snapshot of radio listening nationwide and the 23 most popular radio formats. *Radio Today* combines Scarborough consumer profiles with Arbitron audience data to develop a comprehensive profile of radio listening across America, based on the Fall 2011 Diary and October-November-December 2011 PPM® survey periods.

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Contents

<i>Radio Today 2012: The Executive Summary</i>	4
<i>About Radio Today 2012</i>	6
Glossary	7
National Radio Format Shares and Station Counts	8
<i>Radio Today 2012 Notes</i>	10

Primary Formats

Country + New Country	11
News/Talk/Information + Talk/Personality	16
Adult Contemporary + Soft Adult Contemporary	21
Pop Contemporary Hit Radio (Pop CHR)	26
Classic Hits	31
Classic Rock	36
Hot Adult Contemporary (Hot AC)	41
Urban Adult Contemporary (Urban AC)	46
All Sports	51
Rhythmic Contemporary Hit Radio (Rhythmic CHR)	56
Mexican Regional	61
Urban Contemporary	66
Contemporary Christian	71
Adult Hits + '80s Hits	76
Active Rock	81

Additional Noteworthy Formats	86
Alternative	87
Oldies	88
All News	89
Spanish Contemporary	90
Album Oriented Rock (AOR) + Mainstream Rock	91
Religious	92
Adult Album Alternative (AAA)	93

National Radio Listening Trends	94
Radio Reaches All Ages	95
Hour-by-Hour Listening	97
Where Men and Women Listen	98
Listening by Daypart	99
Listening Location	100
Leading Radio Formats Ranked by Demographic	101
Formats Ranked by Weekly Cume, Format Preferences by Gender	103
Format Leaders by Location	104
Leading Radio Formats Ranked by Audience Share by Daypart	105
Leading Radio Formats Ranked by Ethnic Composition	106
About Arbitron & Scarborough	107

The Executive Summary

About 93% of the U.S. population listened to radio during an average week, according to the Fall 2011 Arbitron survey (September 15, 2011-December 7, 2011). This widespread reach has changed very little over the decades; radio remains a reliable entertainment and information source for listeners regardless of their age, gender, income, education, or location in the home or outside the home. Time spent listening to radio, compared to last year's report, is relatively stable. In most listener demographic age and gender categories, and in most dayparts TSL changed at most one Quarter-Hour.

Among the formats in this year's study (listed in order of national Average Quarter-Hour share and appearance in the study):

Country + New Country, already No. 1 in our report last year, grew even more to remain in first place. The format's 0.8 year-over-year growth was larger than any other format in our study. Its geographic strength was in the Midwest and Appalachian states, and in medium and small markets.

News/Talk/Information + Talk/Personality is rich with high-income, highly educated listeners. The format's national AQH share was even with last year's report, but off from its record 14.1 share, which it earned during the presidential election runoff in Fall 2008. News/Talk/Information + Talk/Personality has the longest time spent listening of all formats in the report.

Adult Contemporary + Soft Adult Contemporary's 72 million 12+ listeners is larger than any other format in this study. The format's loss of 0.6 in AQH share might have been the result of gains by Country and Hot Adult Contemporary. The formats are strong in the midday daypart, reinforcing their reputations as "at-work" strongholds.

Pop CHR was even with last year's report, but remained substantially ahead of where it stood in the mid-2000s. Although it has the largest proportion of teens, about 40% of the format's audience is aged 35 and older.

Classic Hits stood at a 0.9 share in our 2003 report and has grown every year since then. Many of the stations in this format are rebranded Oldies stations. Listeners to this format are active web consumers.

Classic Rock is a reliable performer in all market sizes, and is the second most popular music format among Men 35-54 (next to Country). The format's listeners are avid sports fans, attending sporting events, going to sports websites, and watching sports on TV in outsized proportions.

Hot AC (Hot Adult Contemporary) experienced the second largest growth spurt in this year's study and achieved a national historical high. The format has a high proportion of women listeners, and they are active consumers of retail goods and live entertainment.

continued ►

The Executive Summary *(Continued)*

Urban AC's 3.9 persons aged 12+ national AQH share is substantially ahead of the 2.2 it had in our 2003 report. The format has the highest percentage of Black listeners in this study.

All Sports' 3.6 national AQH share is twice where it stood in our 2003 report. The format's listeners are the best educated and live in the highest income households of all the formats we studied.

Rhythmic CHR has the highest proportion of under-35 listeners of the formats in this study, and as such its listeners love technology and make vigorous use of the web. They are much more likely to visit entertainment web brands, including MySpace.

Mexican Regional is the most popular format among Hispanic listeners and one of only two Spanish-language formats profiled in this study. This format caters primarily to young men and its geographic strength lies in the Mexican border states and its neighbors.

Urban Contemporary's 2.9 national AQH share is significantly lower than its 4.6 share in our 2004 report. The format's strength lies in many Southern and industrial states, and it performed better in Diary markets. Its listeners are twice as likely to use Twitter as the average radio listener.

Contemporary Christian has become stronger in the PPM era, thanks to recent growth in the major markets. Listeners to this format are looking to buy Blu-ray players and digital cameras this year; they also enjoy family-oriented cable TV networks such as Disney, Nick Jr., and ABC Family.

Adult Hits + '80s Hits achieved a 2.2 national persons aged 12+ AQH share for the third consecutive year. Known on many stations as "JACK-FM," stations in these formats are known for their music variety.

Active Rock's 2.1 AQH share is off two-tenths from the 2.3 share that it earned in our 2011 report. The format had the second-highest proportion of male listeners, next to All Sports. It also had a high proportion of out-of-home listening.

About *Radio Today* 2012

Arbitron *Radio Today* contains radio listening and consumer behavior statistics for radio listeners in the United States. Data for the charts and graphs in this edition come from these sources:

- Format definitions are supplied to Arbitron by government-licensed radio stations, their Internet streams, and HD radio services, regardless of their statuses as Arbitron clients.
- Format-specific and some national data come from the Arbitron TASPCAN™ Web National Regional Database, Fall 2011, featuring quantitative radio audience information from the total United States
- Some national listening data come from RADAR 116, June 2012.
- Scarborough data in this report are from the company's National USA+ Study, Release 2, 2011.

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Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of Persons listening to a particular station for at least 5 minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR [Persons Using Radio])

The Average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Cume Persons

The total number of *different* Persons who tune in to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all Persons estimated to be in the specified demographic group listening to a particular radio station or format.

$$\frac{\text{Cume Persons}}{\text{Population Group}} \times 100 = \text{Cume Rating (\%)}$$

Differential Survey Treatment (DST)

The process by which Arbitron applies weighting to Black or Hispanic respondents in those Metro areas with a significant Black or Hispanic population.

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station or format.

Example:

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

Index

A numerical comparison of one percentage to another, with 100 being the norm.

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:

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

National Radio Format Shares and Station Counts

Fall 2011

Format	12 + Share	Total Stations	Primary			HD Radio					Streaming				
			FM	AM	Total	HF	HA	F2	F3	F4	IF	IA	G2	G3	G4
Country + New Country	14.1	2861	1433	314	1747	139	0	42	3	1	811	102	14	2	0
News/Talk/Info + Talk/Personality	12.1	4012	621	1371	1992	238	99	107	70	6	513	852	76	53	6
Adult Contemporary + SAC	8.8	1430	713	112	825	109	0	22	1	0	418	44	11	0	0
Pop Contemporary Hit Radio	7.6	997	461	4	465	113	0	34	2	0	362	3	16	2	0
Classic Hits	5.1	945	457	96	553	59	2	18	1	0	263	42	6	1	0
Classic Rock	5.0	958	502	16	518	76	0	43	1	0	301	5	14	0	0
Hot Adult Contemporary	4.4	827	466	9	475	73	0	7	0	0	269	1	2	0	0
Urban Adult Contemporary	3.9	338	132	36	168	44	2	11	1	0	94	16	2	0	0
All Sports	3.6	1281	133	575	708	29	42	32	30	2	94	315	15	13	1
Rhythmic Contemporary Hit Radio	3.4	380	147	2	149	47	0	40	0	0	123	1	20	0	0
Mexican Regional	3.0	554	204	148	352	25	3	7	0	0	102	60	5	0	0
Urban Contemporary	2.9	274	122	18	140	27	0	13	0	0	77	10	7	0	0
Contemporary Christian	2.7	1660	861	36	897	19	0	25	6	0	669	19	21	4	0
Adult Hits + '80s Hits	2.2	436	205	16	221	40	1	23	3	0	134	4	9	1	0
Active Rock	2.1	373	177	1	178	33	0	21	0	0	133	1	7	0	0
AOR + Mainstream Rock	1.9	357	182	3	185	25	0	15	2	0	125	2	2	1	0
Alternative	1.8	623	272	5	277	32	1	61	9	0	199	5	30	9	0
Oldies	1.6	871	279	300	579	12	3	33	4	0	115	109	14	2	0
Classical (see <i>Public Radio Today</i>)	1.5	819	258	4	262	127	0	96	11	0	228	3	82	10	0
Spanish Contemporary	1.5	204	69	40	109	18	3	7	1	0	42	20	3	1	0
All News	1.5	96	13	24	37	7	7	2	6	0	12	21	1	3	0
Religious	1.2	1692	794	388	1182	8	15	8	3	1	279	189	5	2	0
Adult Album Alternative	1.1	508	181	4	185	47	0	55	16	0	153	3	37	12	0
Variety	0.9	1543	733	108	841	109	4	24	12	0	479	52	18	4	0
Classic Country	0.9	483	106	207	313	7	4	29	2	0	39	79	9	1	0
Spanish Adult Hits	0.9	115	39	11	50	16	2	6	0	0	32	6	3	0	0
Gospel	0.8	469	84	234	318	3	8	9	0	0	30	95	6	0	0
Contemporary Inspirational	0.7	225	113	18	131	8	2	5	1	1	65	7	4	1	0
Adult Standards/MOR	0.5	299	37	178	215	0	5	4	1	0	15	56	3	0	0

Legend

FM	FM Station
AM	AM Station
HF	Digital (HD Radio) FM Station
HA	Digital (HD Radio) AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
F4	HD Radio Multicast Station
IF	Internet Stream of FM station
IA	Internet Stream of AM station
G2	Internet Stream of HD Radio Multicast F2
G3	Internet Stream of HD Radio Multicast F3
G4	Internet Stream of HD Radio Multicast F4

continued ►

Source: Arbitron Radio Station Information Database, December 2011. 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

Fall 2011 (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	0.4	82	21	27	48	3	2	1	0	0	14	13	1	0	0
Rhythmic AC	0.4	60	20	1	21	10	0	7	0	0	18	0	4	0	0
Educational	0.3	210	98	5	103	18	2	7	1	0	67	4	7	1	0
Spanish News/Talk	0.3	114	4	55	59	0	4	6	3	0	3	34	4	1	0
Modern Adult Contemporary	0.3	51	23	0	23	8	0	4	0	0	15	0	1	0	0
Rhythmic Oldies	0.3	40	13	7	20	2	0	6	0	0	9	2	1	0	0
Southern Gospel	0.2	265	94	93	187	0	0	1	0	0	43	33	1	0	0
Jazz	0.2	190	68	3	71	22	0	25	6	0	50	1	10	5	0
Spanish Variety	0.2	181	46	75	121	9	0	2	2	0	19	27	1	0	0
Spanish Religious	0.2	181	50	68	118	2	0	2	0	0	28	30	1	0	0
Spanish Hot Adult Contemporary	0.2	32	11	1	12	5	0	3	1	0	10	0	0	1	0
Smooth Adult Contemporary	0.2	18	5	0	5	3	0	4	0	0	5	0	1	0	0
World Ethnic	0.1	167	20	82	102	1	2	4	0	0	11	46	1	0	0
New AC (NAC)/Smooth Jazz	0.1	95	21	6	27	1	0	33	1	0	16	4	13	0	0
Urban Oldies	0.1	49	10	12	22	0	1	11	2	0	3	5	4	1	0
Easy Listening	0.1	49	23	8	31	2	0	0	0	0	14	2	0	0	0
Tejano	0.1	40	14	10	24	0	1	4	0	0	6	4	1	0	0
Spanish Oldies	0.1	32	4	20	24	0	1	0	0	0	1	6	0	0	0
Other	0.0	166	57	25	82	1	1	25	17	0	24	6	7	3	0
Christian Adult Contemporary	0.0	108	56	0	56	5	0	1	0	0	46	0	0	0	0
Family Hits	0.0	72	3	25	28	1	17	1	0	0	3	21	1	0	0
Spanish Contemporary Christian	0.0	64	14	19	33	0	1	4	3	0	9	10	1	3	0
Nostalgia	0.0	55	10	27	37	1	1	1	1	0	7	5	1	1	0
Spanish Sports	0.0	41	4	21	25	0	2	2	1	0	0	10	1	0	0
Children's Radio	0.0	31	0	12	12	0	8	0	1	0	0	9	0	1	0
Blues	0.0	26	2	1	3	0	0	18	0	0	2	1	2	0	0
Comedy	0.0	22	2	6	8	0	3	3	2	0	0	4	2	0	0
Latino Urban	0.0	6	2	0	2	0	0	2	0	0	2	0	0	0	0

Legend

FM	FM Station
AM	AM Station
HF	Digital (HD Radio) FM Station
HA	Digital (HD Radio) AM Station
F2	HD Radio Multicast Station
F3	HD Radio Multicast Station
F4	HD Radio Multicast Station
IF	Internet Stream of FM station
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: Arbitron Radio Station Information Database, December 2011. These station counts include rated, unrated, commercial, and noncommercial stations. The AM & FM columns only include FCC-licensed stations and do not include translators.

Radio Today 2012 Notes

In December 2010, Arbitron completed its commercialization of the Portable People Meter (PPM) service in 48 Metro markets. Since this is the second study using a similar set of Diary and PPM markets, you can compare this edition to the 2011 and to future editions. Do note, however, that other conditions may affect the data estimates in a specific year. Some conditions that would affect the data in this year's report:

- As a result of Hurricane Ike in 2008, data from Houston were not represented in the 2009 report.
- Due to the after effects of Hurricane Irene in 2011, data from Hartford-New Britain-Middletown were not represented in the 2012 report.

Other notes regarding the format data:

- Although the study is dated 2012, it uses data gathered from the Fall 2011 survey period.
- Unless otherwise noted, all data represents 12+ persons. In particular, the "Education" and "Household Income" charts only represent listeners aged 18+.
- The "Audience Composition" information shows a format's audience contribution by each age group (the percentages will add to 100).
- The "Audience Share by State" is color-coded to represent whether a state is significantly above, significantly below, or roughly even with its national format share.
- Listening data include both commercial and noncommercial stations.
- These data may include a broadcaster's HD Radio and online streamed signals.
- The term "non-Metro" refers to counties that are not part of an Arbitron Metro area.

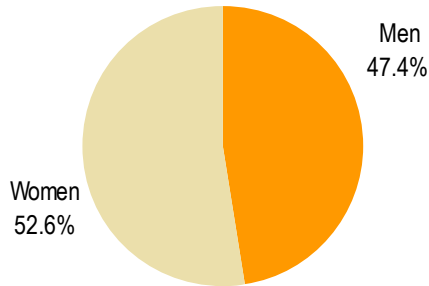
For additional terms and definitions, please see the Glossary on page 7.

Country + New Country



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



For the fifth straight year, Country has attracted slightly more women than men, by a margin of 4%-8%.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
12.4%	12.9%	13.0%	13.1%	12.9%	13.4%	13.3%	14.1%

12+ AQH Share in PPM Markets	7.4%
12+ AQH Share in Diary Markets	15.3%
12+ AQH Share in non-Metro counties	26.2%

This year's share is the highest nationwide share since we began reporting format stats. Its 0.8 share gain year-to-year was tops among all formats. Country is far and away the leading format in both Diary and non-Metro counties, and ranks No. 4 in PPM Metros. In terms of listeners, it's the third-most-heard format in radio each week.

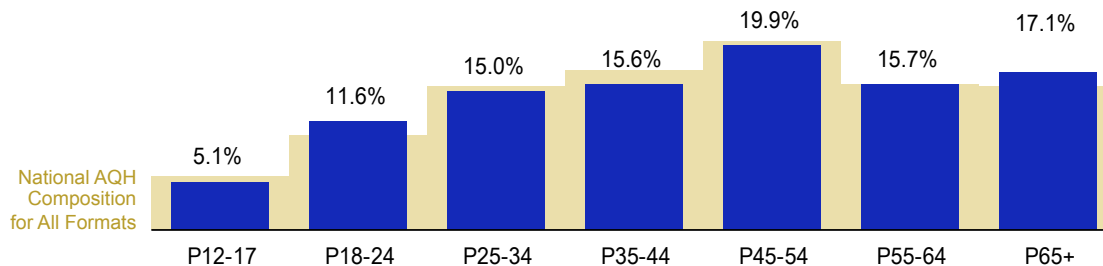
- All-time highest 12+ nationwide share
- College education rates at new high
- Big fans of domestic-brand vehicles; cost-conscious consumers

Higher highs for this popular format

America's most popular format got more popular in this year's study. Thanks in part to a popular lineup of artists such as Jason Aldean, Blake Shelton, Kenny Chesney, and Miranda Lambert, Country's 14.1% AQH national share of audience is the highest we've seen since we began compiling these national listening statistics. There exist 1,857 rated AM, FM, HD radio, and streamed stations in this format, more than any other music format, and collectively they attracted 66 million 12+ listeners.

Audience Composition

(Percent of Format Audience by Demographic)
Mon-Sun, 6AM-Mid



Country ranks No. 1 in ratings among every age grouping except teens (No. 2) and adults 55+ (No. 2). Country's demographic profile better reflects the overall U.S. profile than any other format.

Country + New Country

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

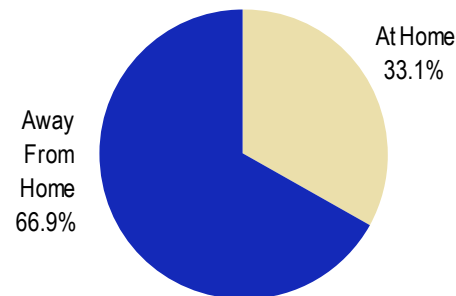
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
138	143	126	39	77

Country ranks second only to News/Talk/Information + Talk/Personality in mornings and is the most-listened-to format in middays, afternoons, evenings, and weekends. Its share in evenings has risen nearly 20% since 2002.

Share of Listening by Location

(At Home vs. Away From Home)

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

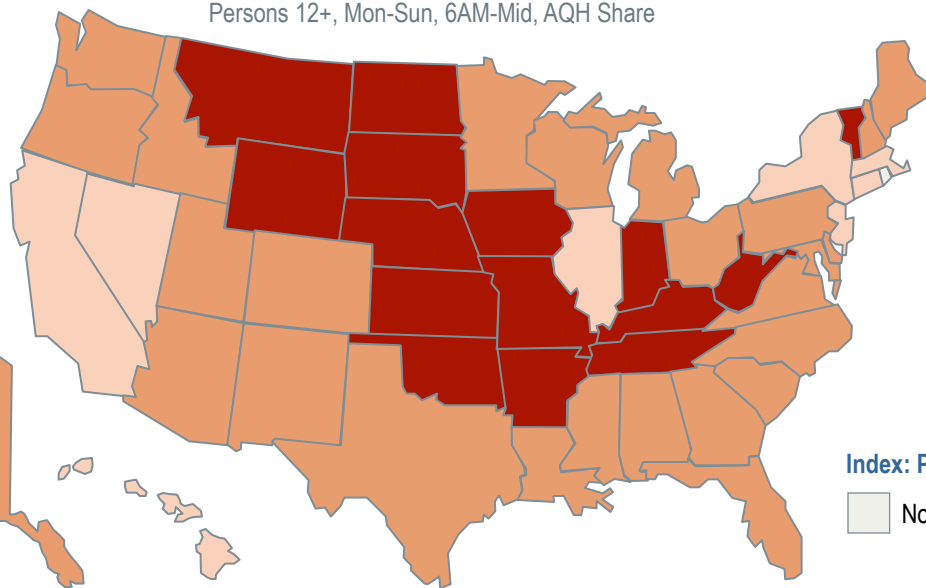


Country listening has been gradually shifting away from the home. In Fall '11, out-of-home consumption reached two-thirds of all tune-in for the first time.

Audience Share by State

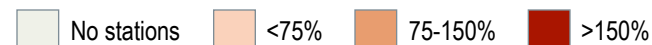
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Country has more than twice its national share in Kentucky, Montana, South Dakota, West Virginia, and Wyoming. Its audience share in 31 states was above its national share.

Index: Percent +/- National Format Share



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

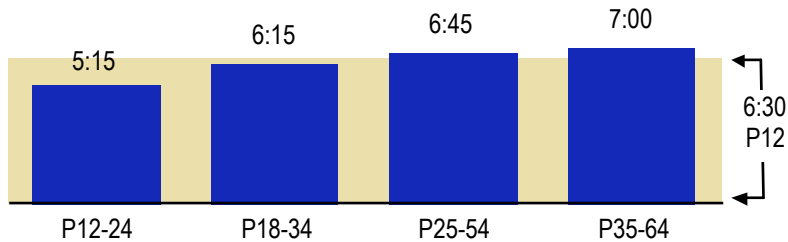
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Country + New Country

Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid

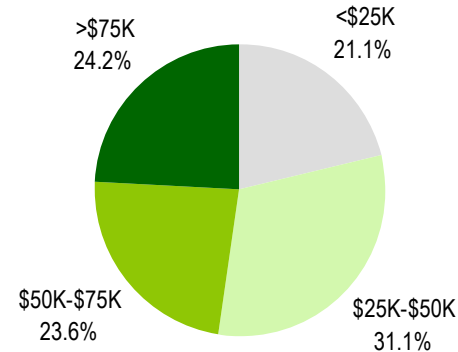


No. 2 overall, Country's TSL increased 15 minutes per week among adults aged 18-34, remaining steady overall and in every other age group.

Country has the longest TSL among persons 12-24 of all formats in this study and is No. 2 among adults 18-34, 25-54, and 35-64.

Household Income

Persons 18+

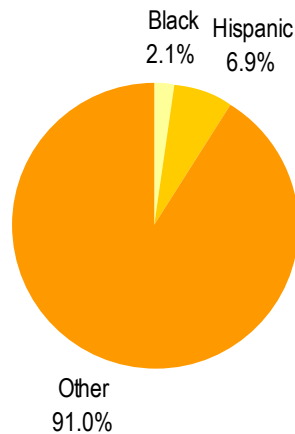


The percentage residing in \$75,000+ households was up by a rate of more than 50% since 2002.

Ethnic Composition*

AQH Persons

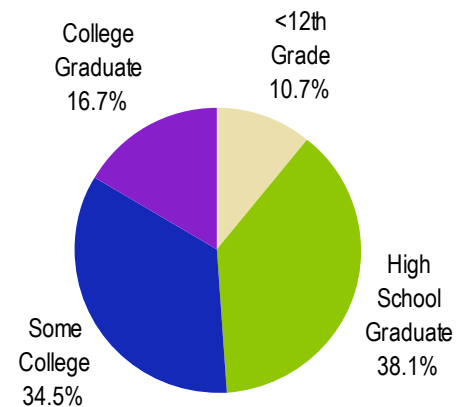
* Only in DST-Controlled Markets



Less than 10% of Country's audience is ethnic—a figure that's remained consistent for the past 10 years.

Education

Persons 18+



As of Fall 2011, a sixth of adult Country consumers had earned a college degree, a new high. The proportion of Country listeners with a college degree has risen at a rate of 26% in the past decade.

Country + New Country

Audio/Video Stores (Past 12 Months)	Index	%
Wal-Mart	116	28.2%
Sam's Club	114	6.5%
Best Buy	106	28.2%
Target	104	13.8%
Sears	101	5.1%
Any audio/video store	104	60.2%

Electronics (Plan to Buy)	Index	%
Smartphone	104	5.8%
Digital camera	102	5.7%
Blu-ray disc player	102	4.6%
High-definition TV	99	6.2%
Computer	96	8.3%
iPad	90	5.0%

Home Improvement (Past 12 Months)	Index	%
Painted interior/hung wallpaper	111	26.2%
Had landscaping done	111	26.5%
Repaired/replaced heat/AC	109	7.5%
Remodeled kitchen	109	8.2%
Installed carpet/floor covering	109	12.4%
Remodeled bathroom	108	11.8%
Replaced roof/major repair to roof	106	6.5%
Painted exterior	105	9.0%
Replaced windows	104	5.9%
Any home improvement	107	56.8%

Department Stores Shopped (Past 3 Months)	Index	%
Dollar General	120	33.2%
Big Lots	110	22.1%
Sam's Club	110	23.3%
Kohl's	109	36.4%
Wal-Mart	109	78.8%
Any department store	101	96.6%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Kohl's	111	30.2%
Wal-Mart	111	52.5%
Old Navy	109	17.9%
Target	104	32.0%
JC Penney	104	28.9%
Any clothing store	101	83.8%
Any shoe store	103	75.1%

Paid Leisure (Past 12 Months)	Index	%
Country music concert	164	12.7%
Professional sports event	111	39.6%
Rock concert	109	13.7%
Zoo	109	27.3%
Comedy club	108	6.9%
Bar/nightclub at casino	108	8.0%
Skiing/snowboarding	107	4.8%
Slot machines at casino	104	27.5%
Table games at casino	104	10.1%
Visited casino	102	34.2%

Country radio listeners are serious home improvement fans: about a quarter of them spent money on wall coverings and landscaping in the previous year. When they weren't working on their homes, they enjoyed the concert scene and pro-sports events. More own Fords and Chevys, with Toyota a distant third. They are cost conscious and are more likely to buy used vehicles, shop at discount stores, buy through Craigslist and eBay, and purchase store brands and private labels at grocery stores. The 4% of Country listeners who visited NASCAR.com was higher than average. They also viewed HGTV and CMT in big numbers.

Cable Networks Viewed (Past 7 Days)	Index	%
CMT	181	17.9%
ABC Family	116	19.0%
Disney Channel	115	19.0%
TLC (The Learning Channel)	115	15.8%
HGTV	114	18.9%
LMN (Lifetime Movie Network)	113	9.7%
FX	112	15.0%
Spike	112	14.3%
Hallmark Channel	111	18.0%
Premium cable (HBO, Showtime, etc.)	79	16.2%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Country + New Country

Web Brands Used (Past 30 days)	Index	%
NASCAR.com	154	4.0%
Craigslist	117	24.8%
FoxNews.com	114	12.5%
Facebook	115	50.8%
Weather.com	113	24.6%
eBay	111	22.0%
Mapquest	109	32.4%
Yahoo!	108	42.6%
Google	106	65.0%
YouTube	103	33.9%

Shopped Online for... (Past 12 months)	Index	%
Pet supplies	126	8.5%
Vehicle	117	11.4%
Sporting event tickets	116	10.3%
Toys or games	113	13.7%
Insurance	111	6.5%
Mobile device apps	107	10.3%
Music (iTunes)	106	13.1%
Health & beauty items	106	11.4%
Books	104	28.9%
Airline tickets	101	24.5%

Restaurant (Types Visited) (Past 30 days)	Index	%
Steakhouse	116	21.9%
Mexican	112	36.0%
Pizza	110	36.8%
Seafood	99	15.8%
Italian	98	21.0%
Chinese	98	39.4%
Any restaurant	102	95.8%
Any upscale restaurant	97	14.1%
Any sit-down restaurant	103	83.4%
Any fast-food restaurant	104	90.9%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	95	6.9%
Buy any used vehicle	112	13.2%
Buy/lease hybrid vehicle	75	1.6%
<i>Domestic own/leased:</i>		
GMC	129	6.7%
Chevrolet	123	28.3%
Dodge	120	13.2%
Ford	118	30.3%
Jeep	117	5.5%
<i>Import own/leased:</i>		
Kia	114	2.6%
Nissan	100	8.1%
Hyundai	98	3.6%
Honda	95	13.2%
Toyota	94	16.9%

Grocery (Past 30 days)	Index	%
<i>Foods used in household:</i>		
Frozen pizza	118	46.3%
Salsa	114	41.0%
Pretzels/chips/popcorn	111	68.3%
Other frozen dinners/meals	111	42.9%
Candy	109	57.9%
Packaged meat (hot dogs/bacon, etc.)	108	76.5%
Soup	107	56.4%
Store brand/private label	112	47.2%

Beverages (Past 7 days)	Index	%
<i>Alcoholic:</i>		
Wine cooler	122	10.2%
Microbrew	110	5.0%
Beer	105	48.9%
Liquor (spirits)	104	41.2%
Wine	97	51.5%
<i>Non-alcoholic:</i>		
Mountain Dew	130	14.6%
Dr Pepper	123	16.6%
Diet Pepsi	111	11.9%
Diet Coke	110	17.1%
Aquafina	108	17.9%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

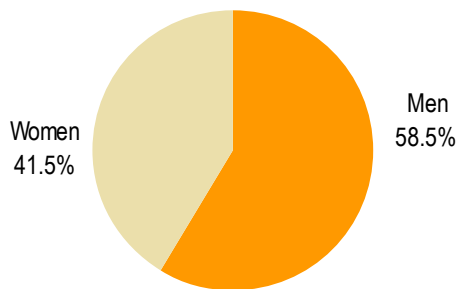
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News/Talk/Information + Talk/Personality



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



News/Talk/Information + Talk/Personality has steadily leaned 58%-59% male in recent years, ranking among the leaders in male composition.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
12.4%	12.3%	12.5%	12.5%	14.1%	12.9%	12.1%	12.1%

12+ AQH Share in PPM Markets	12.6%
12+ AQH Share in Diary Markets	12.1%
12+ AQH Share in non-Metro counties	11.0%

News/Talk/Information + Talk/Personality is the No. 1 format in PPM Metros, and No. 2 only to Country overall for the largest share. The format's shares are nearly equal regardless of PPM, Diary, or unrated counties.

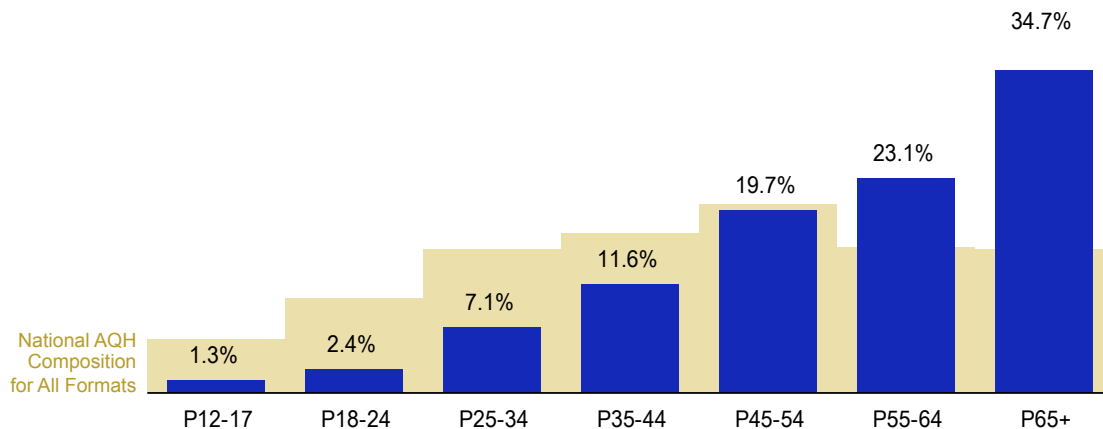
- Performs equally well in all market sizes
- Longest Time Spent Listening of all formats
- Big users of LinkedIn, news on the Internet, and cable

Big Ratings, Impressive Qualitative Traits

Featuring a combination of news, talk shows, traffic, and specialty programming (especially on public radio), News/Talk/Information + Talk/Personality appealed to 56 million weekly listeners in all size markets, with near-equal audience shares in PPM, Diary, and non-Metro markets. Most of these stations devoted a portion of their schedules to network or syndicated programming, and some included drive-time news blocks. Some of these stations also carry play-by-play sports. About 2,100 rated News/Talk/Information + Talk/Personality stations contributed to this year's study.

Audience Composition

(Percent of Format Audience by Demographic)
Mon-Sun, 6AM-Mid



News/Talk/Information + Talk/Personality ranks No. 1 in ratings among adults 55-64 and is dominant among adults 65+; it's No. 2 with adults 45-54 (tops with men).

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

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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News/Talk/Information + Talk/Personality

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
161	152	122	39	61

News/Talk/Information + Talk/Personality is the No. 1 format in mornings and No. 2 the rest of the day and on weekends.

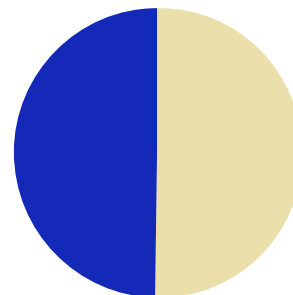
The format's morning ratings are 61% above its overall share, the highest of all formats studied.

Share of Listening by Location

(At Home vs. Away From Home)

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

Away
From
Home
49.8%



At Home
50.2%

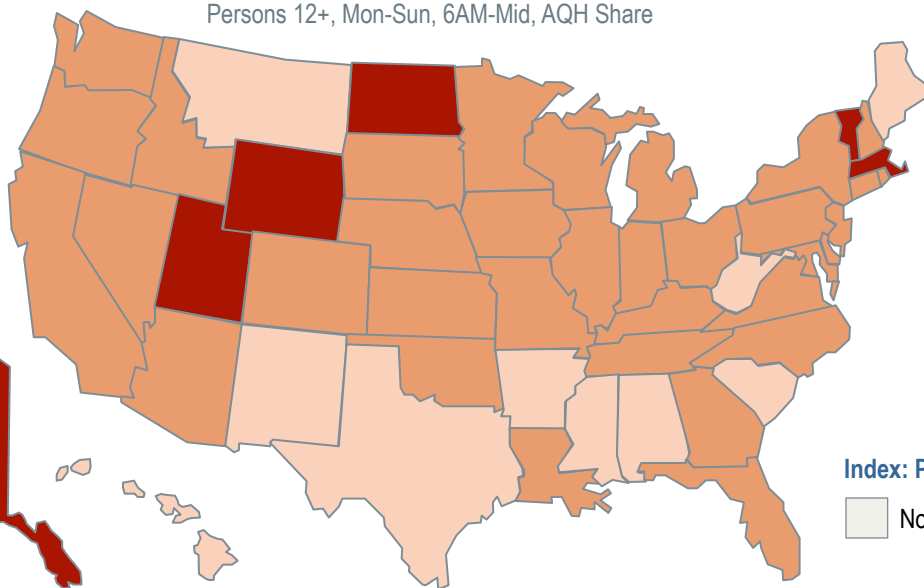
Tune-in to News/Talk/Information + Talk/Personality is about equally split between at home vs. away from home.

This format's high at-home listening percentage ranks second only to the Religious format.

Audience Share by State

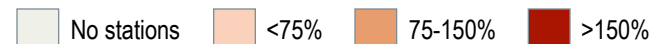
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



News/Talk/Information + Talk/Personality scores at least 50% above its national share in Alaska, North Dakota, Utah, Vermont, and Wyoming. Its audience share is above its national share in 26 states.

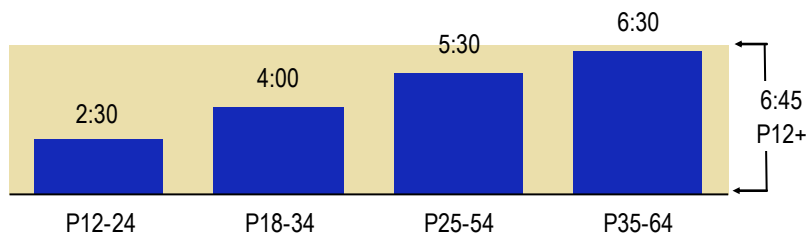
Index: Percent +/- National Format Share



News/Talk/Information + Talk/Personality

Time Spent Listening by Demographic

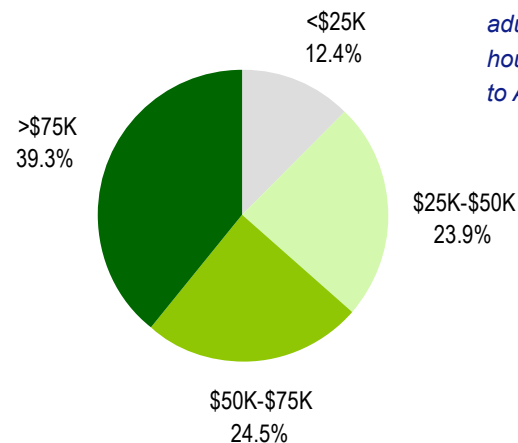
(Hours:Minutes)
Mon-Sun, 6AM-Mid



News/Talk/Information + Talk/Personality has the longest overall TSL of all formats in this report. TSL held steady year to year overall and with all age groups except adults 35-64 (15 min/week). It ranks fourth longest in TSL among adults 25-54 and 35-64.

Household Income

Persons 18+

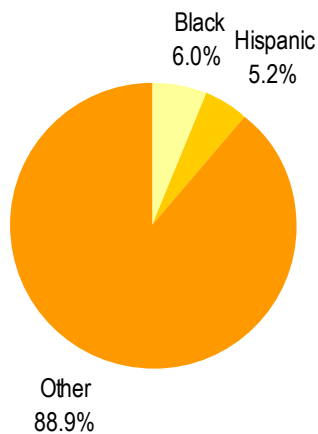


The high percentage of these adult consumers in \$75,000+ households ranks second only to All Sports.

Ethnic Composition*

AQH Persons

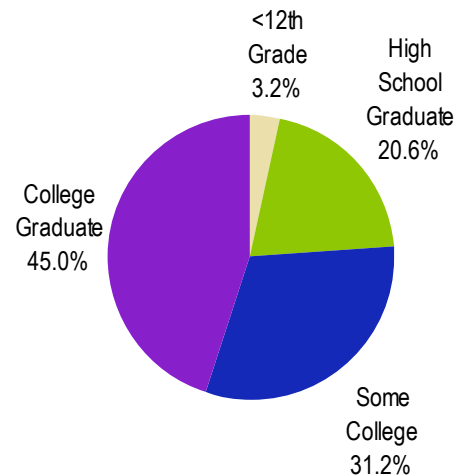
* Only in DST-Controlled Markets



News/Talk/Information + Talk/Personality listeners are as a group the third-least ethnic of all radio consumers.

Education

Persons 18+



News/Talk/Information + Talk/Personality ranks No. 2 both in its proportion of college graduates and those who've attended college or earned a degree.

News/Talk/Information + Talk/Personality

Audio/Video Stores (Past 12 Months)	Index	%
Costco	133	7.2%
Fry's Electronics	128	3.6%
Best Buy	112	29.8%
Radio Shack	107	6.3%
Sam's Club	102	5.8%
Any audio/video store	100	58.0%

Electronics (Plan to Buy)	Index	%
Smartphone	106	6.0%
E-reader (Kindle, Sony Reader, etc.)	104	3.7%
Computer	102	8.8%
iPad	100	5.5%
Digital Camera	97	5.4%
Blu-ray disc player	93	4.2%
High-definition TV	92	5.7%

Home Improvement (Past 12 months)	Index	%
Painted exterior	120	10.3%
Had landscaping done	118	28.3%
Replaced roof/major repair to roof	114	7.0%
Replaced windows	113	6.5%
Repair/replace heat/AC	112	7.7%
Installed carpeting/floor covering	108	12.2%
Painted interior/hung wallpaper	107	25.5%
Remodeled bathroom	101	11.0%
Remodeled kitchen	99	7.4%
Any home improvement	109	58.4%

Department Stores Shopped (Past 3 Months)	Index	%
Costco	127	26.4%
Macy's	113	27.7%
Kohl's	112	37.3%
Best Buy	111	31.2%
Target	109	54.2%
Sears	103	25.2%
Any department store	100	96.4%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Nordstrom	141	5.3%
Macy's	111	21.1%
Kohl's	111	30.2%
Any clothing store	99	82.1%
Dick's Sporting Goods	124	6.8%
DSW	120	9.1%
Any shoe store	97	70.6%

Paid Leisure (Past 12 Months)	Index	%
Symphony/opera	149	11.5%
Golf	138	16.0%
Live theater	135	26.0%
Professional sports event	178	41.9%
Any paid ticket music concert	116	13.9%
Rock concert	116	14.6%
Gardening	116	49.9%
Bicycling	114	24.4%
Zoo	104	26.0%
Visited casino	104	34.9%

This group of listeners is most likely to dine at an upscale restaurant. They line up with the overall average for their interest in consumer electronics, and have a particular interest in buying computers and smartphones. News/Talk/Information + Talk Personality listeners are more likely to own their homes, and as such were more likely to have conducted home improvements in the previous year. Some 42% of these listeners attended a professional sports event—a figure that's much higher than the average of all formats—and they attended other live events in big numbers. When they are using the Internet, News/Talk/Information + Talk Personality listeners are more likely to have visited LinkedIn, news outlets, and sports websites. Not surprisingly, their cable networks of choice leaned toward news and sports, followed by educational networks including National Geographic and the History Channel.

Cable Networks Viewed (Past 7 Days)	Index	%
MSNBC	131	11.3%
CNBC	129	11.4%
Fox News Channel	128	29.5%
ESPN2	124	20.7%
TCM	121	15.4%
ESPN	118	34.6%
AMC	117	15.0%
National Geographic Channel	117	17.8%
History	114	35.1%
Premium cable (HBO, Showtime, etc.)	104	17.2%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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News/Talk/Information + Talk/Personality

Web Brands Used (Past 30 Days)	Index	%
LinkedIn	157	9.2%
FOXNews.com	137	15.0%
MLB.com or team website	134	7.6%
Comcast.net	132	7.0%
FoxSports.com	127	6.7%
MSNBC.com	127	10.0%
Wikipedia	124	25.4%
Amazon.com	123	33.3%
CNN	123	12.3%
ESPN.com	122	15.5%
Mapquest	121	36.0%
Bing	116	19.4%
Weather.com	116	25.4%
Google	111	67.6%
YouTube	105	34.3%

Shopped Online for... (Past 12 Months)	Index	%
Cultural event tickets	144	10.2%
Wine	133	3.7%
Other travel reservations	131	25.4%
Airline tickets	130	31.5%
Consumer electronics	128	16.9%
Computer hardware/software	126	17.7%
Books	125	34.8%
Flowers	123	8.1%
Medicine/prescriptions	122	8.6%
Office supplies	121	12.0%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Italian	125	26.7%
Coffee house/coffee bar	114	15.0%
Mexican	104	33.6%
Seafood	104	16.6%
Steakhouse	104	19.5%
Pizza	100	33.7%
Any restaurant	101	95.3%
Any upscale restaurant	132	19.2%
Any sit-down restaurant	106	85.6%
Any fast-food restaurant	99	86.7%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Any new vehicle	108	7.8%
Any used vehicle	87	10.2%
Hybrid vehicle	117	3.6%
<i>Domestic own/leased:</i>		
Chrysler	114	5.1%
Buick	109	5.5%
Ford	95	24.5%
Chevrolet	92	21.2%
Dodge	87	9.5%
<i>Import own/leased:</i>		
Lexus	152	3.0%
Subaru	148	3.3%
Volkswagen	121	3.2%
Hyundai	118	4.3%
Toyota	118	21.2%

Grocery (Past 30 Days)	Index	%
Nuts	115	53.9%
Energy/nutrition bar	109	22.7%
Yogurt (not frozen)	107	53.9%
Ready-to-eat cereal	106	65.2%
Salsa	105	37.9%
Coffee	105	67.4%
Pretzels/chips/popcorn	104	64.1%
Store brand/private label	110	46.4%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	113	4.3%
Wine	112	59.4%
Liquor (spirits)	109	43.3%
Wine cooler	104	8.7%
Beer	103	48.3%
<i>Non-alcoholic:</i>		
Caffeine Free Diet Coke	116	8.4%
Diet Coke	115	17.9%
Diet Pepsi	111	12.0%
Poland Spring Water	110	6.7%
Diet Dr Pepper	102	7.0%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

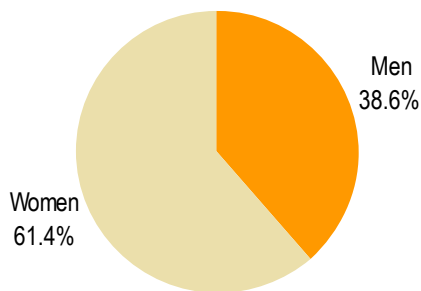
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Adult Contemporary + Soft Adult Contemporary



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Ranking consistently high among the most female-oriented formats, AC/Soft AC over the years has steadily increased its proportion of male listeners.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
8.6%	7.1%	8.2%	8.1%	9.2%	9.4%	9.4%	8.8%

12+ AQH Share in PPM Markets	9.8%
12+ AQH Share in Diary Markets	8.2%
12+ AQH Share in non-Metro counties	7.6%

The most-heard radio format in America, AC/Soft AC ranks third overall, No. 2 in PPM markets, fourth in Diary Metros and third in non-Metro counties.

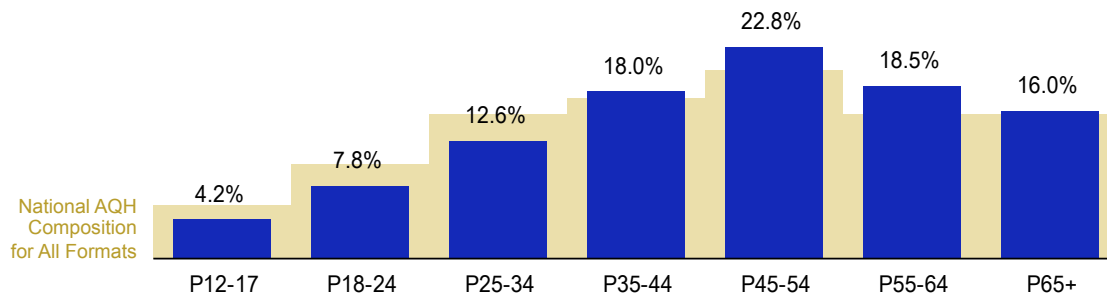
- Largest listener base of all radio formats
- Residential tune-in hits new high
- Look to buy iPad in big numbers

Strong Ratings in All Market Sizes

In an average week during the Fall 2011 survey, nearly 72 million persons 12+ listened to Adult Contemporary + Soft AC stations on 935 rated stations, making these formats the most listened to of all formats in this study. Powered by artists including Daughtry, Train, Pink, Katy Perry, and Taylor Swift, AC/Soft AC was a solid performer in all size markets. True to its reputation as a strong “at-work” format, AC/Soft AC performed significantly higher in the weekday middays than overall.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Although declining in share for the first time since Spring '05, AC/Soft AC ranks among the top 3 formats with adults 25+ in each age grouping.

Adult Contemporary + Soft Adult Contemporary

Index of AQH Listening by Daypart

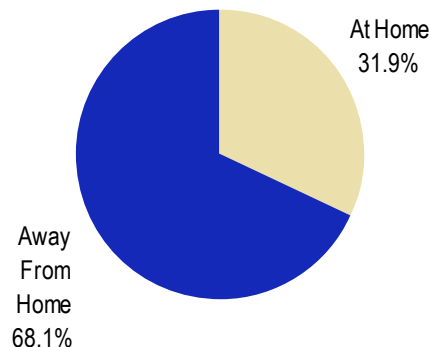
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
122	156	127	41	75

AC/Soft AC ranks No. 3 in mornings, middays, afternoons, and weekends and is No. 4 in weekday evenings. Its audience index in middays is 56% above its average, the second highest of all formats studied.

Share of Listening by Location

(At Home vs. Away From Home)
AQH Persons 12+, Mon-Sun, 6AM-Mid

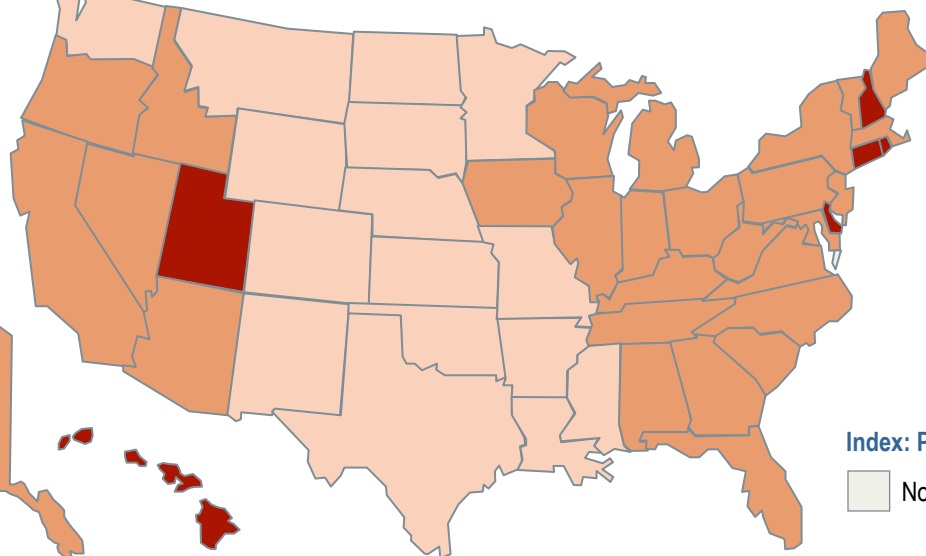


Residential tune-in among AC/Soft AC listeners hit a new high in Fall '11, with nearly a third of all listening occurring at home.

Audience Share by State

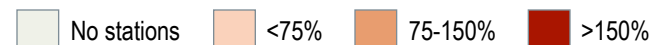
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



AC/Soft AC registered more than twice its national share in Connecticut, Delaware, Hawaii, and Utah. As of Fall 2011, its audience share was above its national share in 21 states.

Index: Percent +/- National Format Share



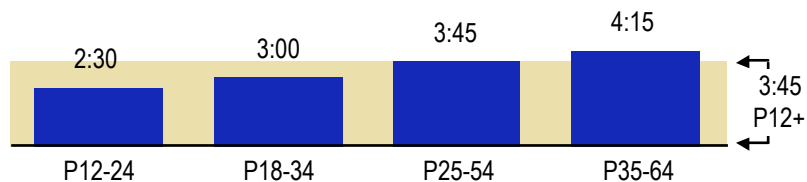
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Adult Contemporary + Soft Adult Contemporary

Time Spent Listening by Demographic

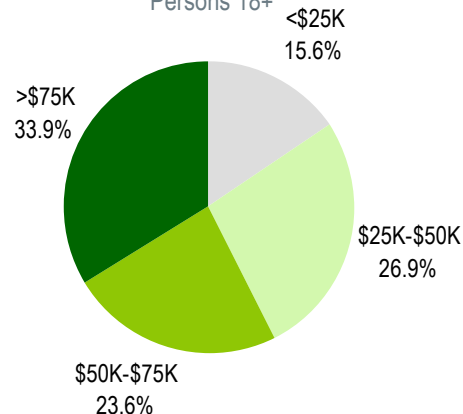
(Hours:Minutes)
Mon-Sun, 6AM-Mid



AC/Soft AC's TSL is around the median of all the major formats in this report, and is strongest among adults 35-64.

Household Income

Persons 18+

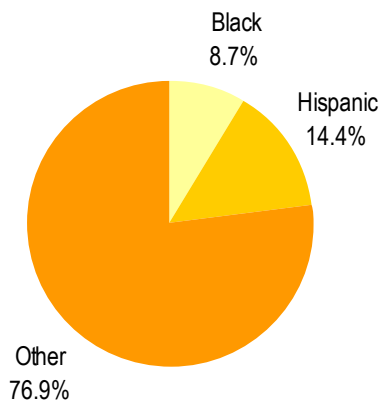


AC/Soft AC ranks among the top five formats in the percentage of its adult audience living in households earning \$75,000+ per year.

Ethnic Composition*

AQH Persons

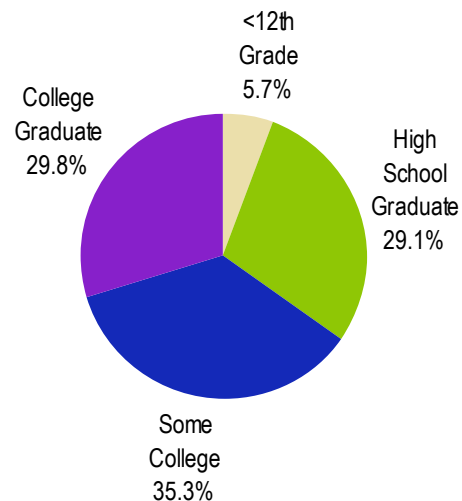
* Only in DST-Controlled Markets



AC/Soft AC has been steadily growing its appeal among Hispanics, whose composition has risen by 40% over the past nine years.

Education

Persons 18+



AC/Soft AC ranks among the top five formats for the proportion of its adult listeners who hold a college degree.

Adult Contemporary + Soft Adult Contemporary

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	134	3.8%
Best Buy	116	30.8%
Costco	120	6.5%
Target	114	15.2%
Radio Shack	107	6.3%
Sears	101	5.1%
Any audio/video store	105	61.0%

Electronics (Plan to Buy)	Index	%
iPad	120	6.7%
Blu-ray disc player	112	5.0%
EReader	111	3.9%
Smartphone	108	6.1%
Digital camera	106	5.9%
High-definition TV	104	6.5%
Computer	104	9.0%

Home Improvement (Past 12 Months)	Index	%
Repair/replace heat/AC	110	7.6%
Painted interior/hung wallpaper	110	26.1%
Installed carpet/floor covering	109	12.4%
Had landscaping done	108	25.7%
Remodeled kitchen	103	7.8%
Remodeled bathroom	102	11.2%
Replaced windows	100	5.7%
Painted exterior	100	8.6%
Any home improvement	105	56.1%

Department Stores Shopped (Past 3 Months)	Index	%
Marshalls	129	17.3%
Macy's	128	31.4%
Costco	128	26.6%
TJ Maxx	119	15.8%
Target	114	56.8%
Any department store	101	96.6%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Macy's	129	24.5%
Marshalls	128	12.8%
Any clothing store	103	85.8%
TJ Maxx	121	11.8%
Target	119	36.5%
Victoria's Secret	118	11.2%
Any shoe store	105	76.4%

Paid Leisure (Past 12 Months)	Index	%
Live theatre	125	24.0%
Art museum	124	16.5%
Dance/ballet	122	7.4%
Rock concert	120	15.1%
Comedy club	119	7.7%
Professional sports	118	42.0%
Visited casino	105	35.4%
Zoo	114	28.5%
Bar/nightclub at casino	114	8.5%
Skiing/snowboarding	113	5.1%

AC/Soft AC listeners love dining out, especially at upscale restaurants, Italian spots, and coffee venues. They plan to buy most electronics in line with the general population, but they look to buy iPads in above-average numbers. They are avid culture patrons—and despite the female dominance of this format—patronize rock concerts and professional sports more than average. They're more likely to purchase new vehicles, hybrid vehicles, and import-branded vehicles. These listeners are also watching more news via cable as well as lifestyle-focused networks such as HGTV, Food Network, Bravo, and TLC.

Cable Networks Viewed (Past 7 Days)	Index	%
Bravo	119	11.9%
CNBC	113	10.0%
HGTV	112	18.6%
TLC	109	15.0%
E!	108	11.9%
Food Network	107	26.2%
MSNBC	107	9.3%
A&E	106	26.3%
AMC	105	13.5%
Premium cable (HBO, Showtime, etc.)	110	18.1%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Adult Contemporary + Soft Adult Contemporary

Web Brands Used (Past 30 Days)	Index	%
AOL	125	14.3%
Amazon.com	120	32.5%
Mapquest	119	35.5%
CNN	119	11.9%
Wikipedia	118	24.0%
MSN	117	16.0%
Weather.com	115	25.1%
Bing	114	19.1%
Google	113	69.3%

Shopped Online for... (Past 12 Months)	Index	%
Airline tickets	129	31.3%
Movie tickets	129	15.7%
Health & beauty	128	13.7%
Sporting event tickets	127	11.2%
Medicine/prescriptions	123	8.7%
Office supplies	123	12.1%
Books	122	34.0%
Furniture/home furnishing	121	13.1%
Clothing	119	9.7%
Music files (iTunes, etc.)	119	14.6%
Computer hardware/software	115	16.2%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Italian	124	26.4%
Coffee house/coffee bar	119	15.6%
Pizza	108	36.2%
Chinese	106	42.6%
Mexican	103	33.2%
Seafood	103	16.5%
Any restaurant	101	95.2%
Any upscale restaurant	117	17.0%
Any sit-down restaurant	103	83.7%
Any fast-food restaurant	101	88.8%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	113	8.2%
Buy any used vehicle	95	11.2%
Buy/lease hybrid vehicle	113	2.4%
<i>Domestic own/leased:</i>		
Jeep	103	4.9%
Chrysler	103	4.6%
Ford	91	23.3%
GMC	87	4.5%
Chevrolet	84	19.4%
Dodge	88	9.7%
<i>Import own/leased:</i>		
Honda	119	16.5%
Volkswagen	119	3.1%
Hyundai	115	4.2%
Toyota	115	20.7%
Nissan	114	9.2%

Grocery (Past 30 Days)	Index	%
<i>Foods used in household:</i>		
Energy/nutrition bars	110	22.9%
Yogurt (not frozen)	110	55.7%
Nuts	107	50.1%
Salsa	160	38.2%
Ice cream/juice bars/frozen yogurt	102	66.3%
Pretzels/chips/popcorn	103	63.6%
Ready-to-eat cereal	103	63.6%
Store brand/private label	103	43.2%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Wine	112	59.4%
Beer	103	48.3%
Liquor	109	43.3%
Wine cooler	104	8.7%
Hard cider	113	4.3%
<i>Non-alcoholic:</i>		
Tropicana 100% fruit juice	116	18.9%
Hot specialty coffee	111	19.6%
Diet Coke	110	17.2%
Arizona	109	11.3%
Diet Pepsi	104	11.2%

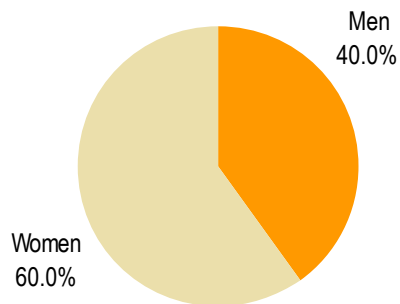
Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Pop Contemporary Hit Radio



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Pop CHR leans female, ranking fifth highest in its proportion of women listeners.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
5.8%	5.5%	5.5%	5.6%	5.9%	6.7%	7.6%	7.6%

12+ AQH Share in PPM Markets	7.8%
12+ AQH Share in Diary Markets	8.4%
12+ AQH Share in non-Metro counties	6.0%

Pop CHR is the third most popular format in both PPM and Diary markets, and reaches more listeners each week nationally than any other format except Adult Contemporary.

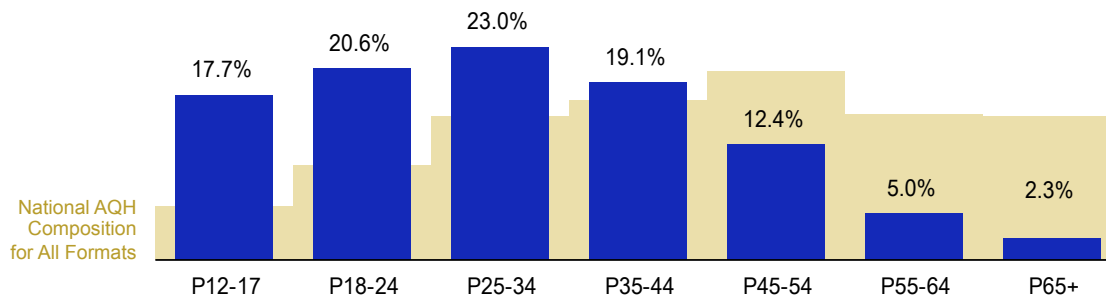
- Resurgent listening levels in both PPM and Diary markets
- Hispanic composition jumps 41% in past seven years
- Avid consumers of caffeinated beverages

Resurgent Strength in PPM Era

This format had dipped to as low as a 5.5 share in our 2006 and 2007 reports, but since then has resurged to its highest national audience share in over a decade. About 68 million 12+ listeners tuned to Pop Contemporary Hit Radio in the Fall of 2011 on 557 rated stations. Although Pop CHR has a well-deserved reputation as a youth format (it has the highest percentage of teen listeners), about 40% of Pop CHR's AQH audience is 35 and over. The format has strong qualitative indices: its listeners liked big brand retailers, consumer electronics, and a variety of live entertainment.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Pop CHR has a higher teen composition than any other format in this study; it ranks No. 1 with both teen boys and girls, and is No. 1 with women 18-24. More than 60% of its audience is under the age of 35.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Pop Contemporary Hit Radio

Index of AQH Listening by Daypart

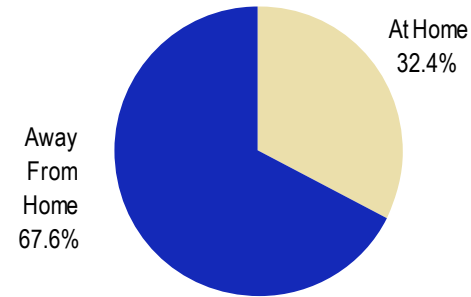
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
127	108	141	60	84

Pop CHR ranks No. 4 in mornings, middays, afternoons, and weekends; it's third in weekday evenings. The format's audience index in afternoons ranks No. 1 of all the major formats studied.

Share of Listening by Location

(At Home vs. Away From Home)
AQH Persons 12+, Mon-Sun, 6AM-Mid

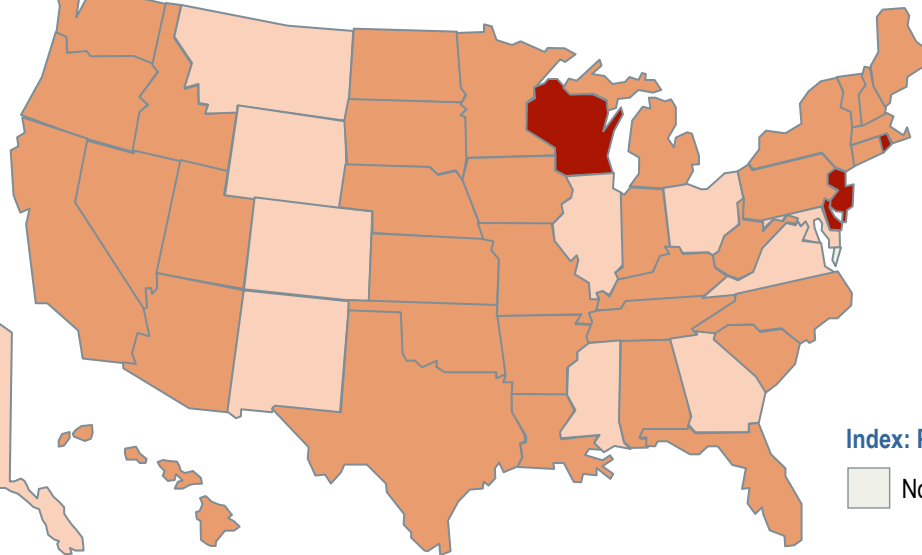


The proportion of Pop CHR tune-in away from home grew in Fall '11 to a seven-year high.

Audience Share by State

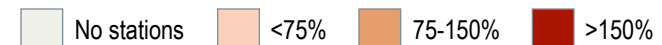
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Pop CHR has more than twice its national share in Delaware, New Jersey, and Rhode Island. Its audience share is above its national share in 26 states.

Index: Percent +/- National Format Share



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

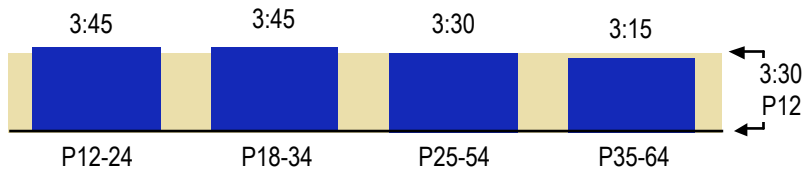
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Pop Contemporary Hit Radio

Time Spent Listening by Demographic

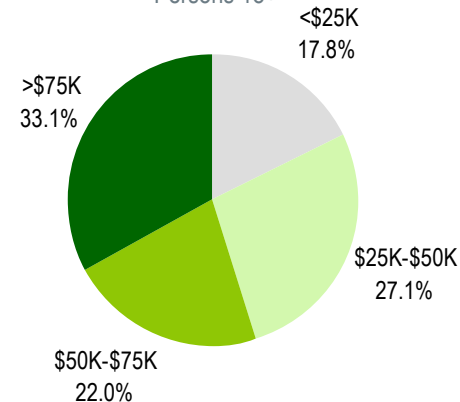
(Hours:Minutes)
Mon-Sun, 6AM-Mid



Pop CHR has the fourth longest TSL among persons 12-24.

Household Income

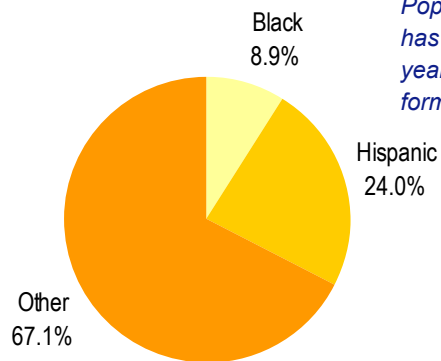
Persons 18+



The format ranks high in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

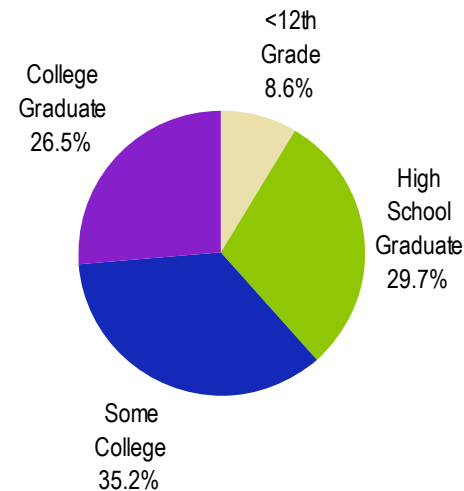
AQH Persons
* Only in DST-Controlled Markets



Pop CHR's Hispanic composition has jumped 41% in the past seven years to nearly a quarter of the format's audience

Education

Persons 18+



The proportion of Pop CHR adult listeners who've earned a college degree has risen by a rate of 27% since 2005, tops of all formats in this study.

Pop Contemporary Hit Radio

Audio/Video Stores (Past 12 Months)	Index	%
Target	146	19.4%
Best Buy	131	35.0%
Wal-Mart	120	29.1%
Radio Shack	123	7.2%
Costco	119	6.5%
Any audio/video store	115	66.6%

Electronics (Plan to Buy)	Index	%
Video game system	157	4.9%
MP3 player (iPod, etc.)	155	4.3%
iPad	154	8.6%
Smartphone	145	8.2%
Blu-ray disc player	135	6.1%
E-reader (Kindle, Sony Reader, etc.)	132	4.7%
Digital camera	129	7.2%
Computer	120	10.4%
High-definition TV	120	7.4%

Home Improvement (Past 12 Months)	Index	%
Painted interior/hung wallpaper	112	26.6%
Remodeled bathroom	109	12.0%
Remodeled kitchen	108	8.2%
Had landscaping done	105	25.1%
Installed carpeting/floor covering	105	11.9%
Repaired/replaced heat/AC	99	6.8%
Replaced windows	96	5.5%
Had any home improvement	102	54.3%

Department Stores Shopped (Past 3 Months)	Index	%
Marshalls	34	17.9%
Burlington Coat Factory	126	12.7%
Target	121	60.2%
Macy's	119	29.2%
Kohl's	113	37.7%
Any department store	101	96.9%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Victoria's Secret	170	16.0%
GAP	167	11.1%
Old Navy	153	24.9%
Marshalls	136	13.5%
Target	132	40.6%
Any clothing store	106	88.2%
Any shoe store	110	79.9%

Paid Leisure (Past 12 Months)	Index	%
Comedy club	149	9.6%
Skiing/snowboarding	144	6.5%
Rock concert	142	17.9%
Bar/nightclub at casino	139	10.3%
Zoo	130	32.5%
Table games at casino	128	12.4%
Professional sports event	123	44.0%
Any paid ticket music concert	112	13.4%
Visited casino	103	34.7%
Slots at casino	100	26.3%

Thanks in part to Pop CHR's youthful demographics, the adult portion of this audience consumed alcohol in slightly higher-than-average numbers, and they purchased soft drinks (particularly the caffeinated variety) in much larger numbers. They fancied video gaming systems, consumer electronics, music concerts, comedy clubs, and sporting events. Brick-and-mortar shopping was focused at discount department stores and big youth brands, such as Victoria's Secret, Gap, and Old Navy. This music listener spends a good deal of time on the Internet shopping for music, movies, tickets, and clothing/beauty care items. They also devoted plenty of their media time on Twitter, Hulu, and Facebook.

Cable Networks Viewed (Past 7 Days)	Index	%
MTV	187	22.1%
Adult Swim	168	10.8%
VH1	168	15.1%
Nick Jr.	157	10.5%
Nickelodeon	156	15.2%
E!	150	16.5%
Disney Channel	137	22.6%
Comedy Central	134	21.8%
ABC Family	132	21.6%
Premium cable (HBO, Showtime, etc.)	114	18.7%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Pop Contemporary Hit Radio

Web Brands Used (Past 30 Days)	Index	%
Twitter	174	9.5%
Hulu	172	11.4%
MySpace	167	8.9%
YouTube	145	47.7%
Facebook	142	63.7%
Craigslist	142	30.2%
Amazon	130	35.0%
eBay	130	25.8%
Google	126	76.9%

Shopped Online for... (Past 12 Months)	Index	%
Movie tickets	161	19.5%
Mobile device apps	156	15.0%
Music (iTunes, etc.)	155	19.0%
Sporting event tickets	155	13.7%
Sports logo apparel	153	12.6%
Toys or games	153	18.6%
Furniture/home furnishings	141	15.2%
Consumer electronics	139	18.5%
Health & beauty items	138	14.9%
Clothing or accessories	137	42.5%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Coffee house/coffee bar	127	16.7%
Pizza	119	40.0%
Chinese	112	44.9%
Italian	112	23.8%
Mexican	112	36.3%
Steakhouse	101	18.9%
Any restaurant	102	95.5%
Any upscale restaurant	102	14.9%
Any sit-down restaurant	102	82.2%
Any fast-food restaurant	105	91.7%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	105	7.5%
Buy any used vehicle	130	15.3%
Buy/lease hybrid vehicle	125	2.7%
<i>Domestic own/leased:</i>		
Pontiac	124	5.6%
Jeep	112	5.3%
Dodge	97	10.7%
Ford	96	24.7%
Chevrolet	94	21.7%
<i>Import own/leased:</i>		
Volkswagen	134	3.5%
Nissan	120	9.7%
Honda	119	16.5%
Toyota	111	19.9%
Hyundai	106	3.8%

Grocery (Past 30 Days)	Index	%
Baby food	154	9.0%
Tortillas	123	46.6%
Frozen pizza	120	47.1%
Energy/nutrition bars	117	24.2%
Salsa	116	42.0%
Yogurt	113	57.2%
Candy	109	58.3%
Store brand/private label	102	42.8%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	155	5.9%
Wine cooler	131	10.9%
Liquor (spirits)	118	46.9%
Beer	113	52.6%
Wine	103	54.7%
<i>Non-alcoholic:</i>		
Iced specialty coffee	151	10.4%
Arizona	132	13.6%
Gatorade	131	23.1%
Mountain Dew	130	14.7%
Sprite	126	16.8%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

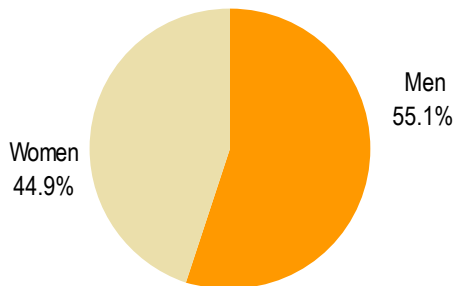
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Classic Hits



Listeners 12+ (Gender Ratio)

Mon-Sun, 6AM-Mid



The 55/45 male lean of Classic Hits consumers is the same as it was five years ago.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
1.4%	1.6%	2.1%	2.8%	3.9%	4.8%	4.9%	5.1%

12+ AQH Share in PPM Markets	5.8%
12+ AQH Share in Diary Markets	4.4%
12+ AQH Share in non-Metro counties	4.8%

Classic Hits ranks among the top five formats in PPM markets; its share has grown 143% in the past five years.

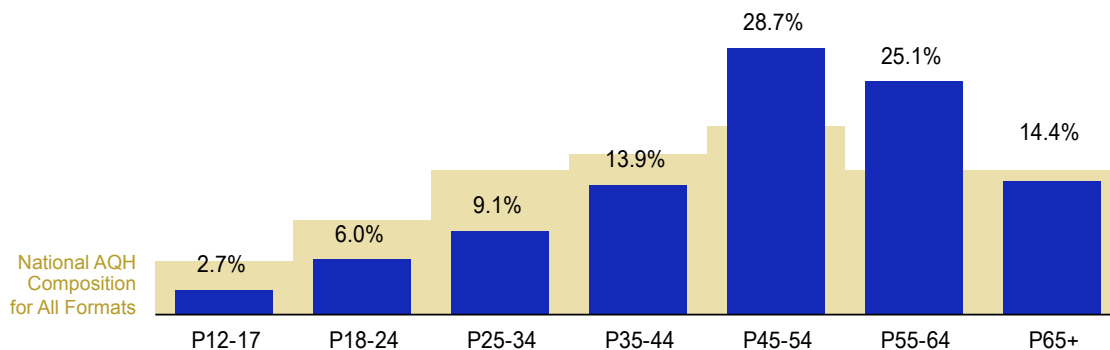
- Among radio's fastest-growing formats
- Biggest in middays, afternoons, weekends
- Import car, Jeep fans

The Dominant Format for Pop's "Greatest Hits"

Moving up a notch to fifth place among format popularity, Classic Hits stations played a variety of pop and/or rock hits spanning the late '60s to early '80s. Many of these 604 rated stations, which drew 43 million weekly listeners, previously branded themselves as "Oldies" but now often use the "Greatest Hits" label (stations that still brand as "Oldies" are not included in this analysis).

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



A quarter of Classic Hits listeners are adults 55-64—the second-largest concentration in this age grouping of all leading formats.

Classic Hits

Index of AQH Listening by Daypart

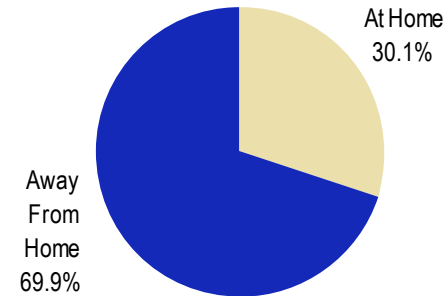
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
121	155	128	40	76

Classic Hits ranks No. 5 in middays, afternoons, and on weekends. Its weekend audience index has grown steadily in the past three years.

Share of Listening by Location (At Home vs. Away From Home)

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

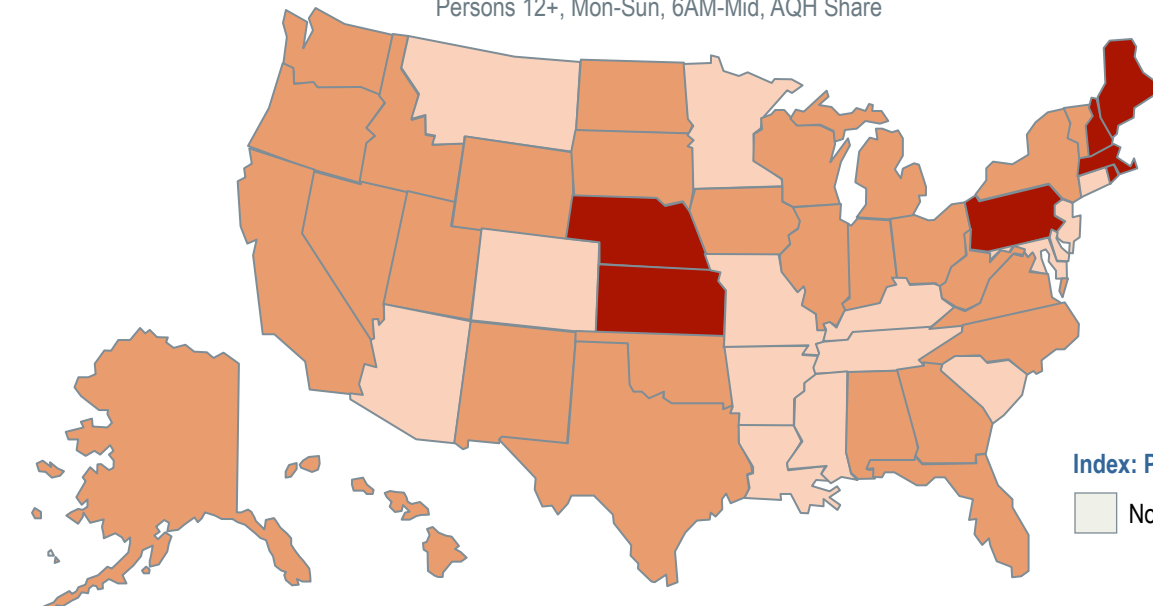


The proportion of at-home listening tied a seven-year high.

Audience Share by State

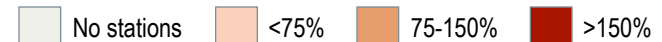
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Classic Hits has more than twice its national share in Rhode Island. Its audience share is above its national share in 20 states.

Index: Percent +/- National Format Share



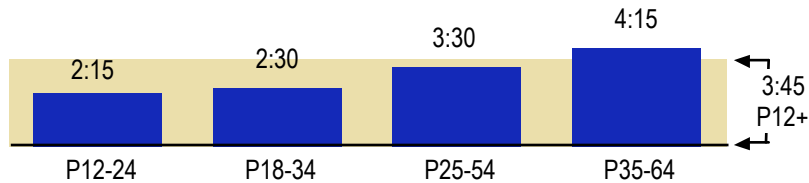
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Classic Hits

Time Spent Listening by Demographic

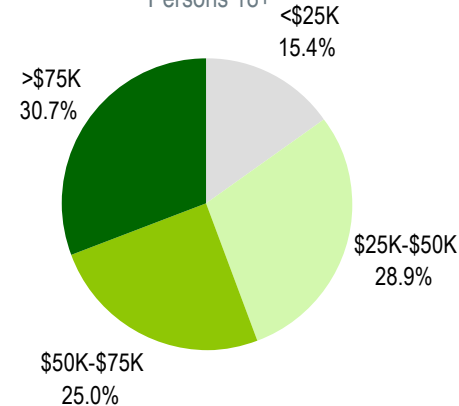
(Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL for Classic Hits remained steady both overall and among its core audience of adults 35-64, as well as with persons 12-24.

Household Income

Persons 18+

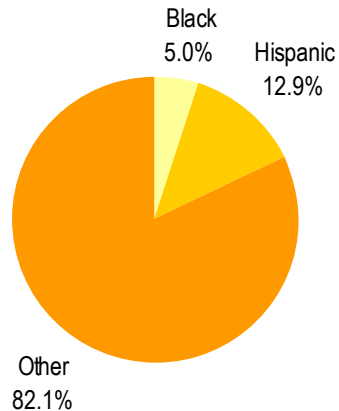


Classic Hits ranks above average in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

AQH Persons

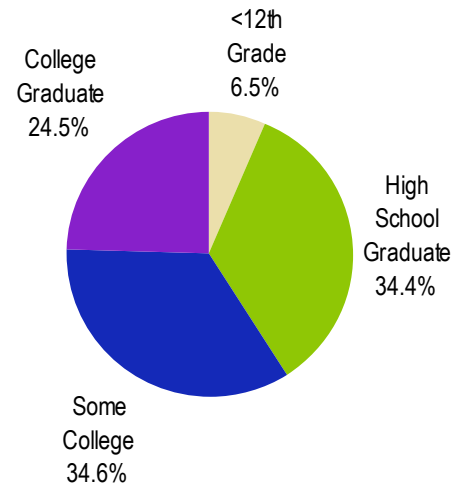
* Only in DST-Controlled Markets



Classic Hits' ethnic composition among those who are neither Black nor Hispanic has gained slightly in recent years.

Education

Persons 18+



These listeners are more likely to have attended college or earned a degree than the national average.

Classic Hits

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	131	3.7%
Costco	120	6.5%
Best Buy	114	30.4%
Target	112	14.8%
Sears	107	5.5%
Any audio/video store	104	60.1%

Electronics (Plan to Buy)	Index	%
iPad	109	6.0%
Blu-ray disc player	107	4.8%
Smartphone	103	5.8%
High-definition TV	102	6.3%
Computer	102	8.9%
Digital camera	101	5.6%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	114	27.3%
Painted interior/hung wallpaper	113	26.9%
Painted exterior	111	9.5%
Installed carpet/floor covering	110	12.4%
Repaired/replaced heat/AC	110	7.6%
Windows	109	6.2%
Remodeled kitchen	106	7.9%
Remodeled bathroom	104	11.4%
Installed siding	101	2.2%
Any home improvement	108	57.4%

Department Stores Shopped (Past 3 Months)	Index	%
Costco	121	25.3%
Macy's	118	29.0%
Kohl's	113	37.8%
Marshalls	113	15.1%
Target	111	55.1%
Any department store	100	96.4%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Macy's	118	22.3%
Kohl's	114	31.2%
Marshalls	112	11.1%
Target	110	33.9%
TJ Maxx	106	10.3%
Any clothing store	101	84.2%
DSW	139	10.2%
Any shoe store	102	74.3%

Paid Leisure (Past 12 Months)	Index	%
Rock concert	134	16.9%
Played table games at casino	125	12.0%
Professional sports event	122	43.4%
Bar/nightclub at casino	121	9.0%
Live theatre	119	22.9%
Skiing/snowboarding	115	5.2%
Comedy club	114	7.3%
Art museum	114	15.1%
Visited casino	109	36.8%
Slot machines at casino	109	28.8%

Classic Hits listeners tend to favor import brand vehicles, although Jeep is a popular domestic brand. They were active web consumers, spending on airline tickets, sporting events, and books. Their interest in consumer electronics was about inline with the average of all radio listeners. They spent a lot of time on home improvement projects, including landscaping and painting. Classic Hits listeners are also more likely to dine at upscale restaurants. They watch AMC, CNBC, and premium cable channels in greater-than-average numbers.

Cable Networks Viewed (Past 7 Days)	Index	%
AMC	122	15.7%
CNBC	121	10.6%
Bravo	114	11.3%
National Geographic	114	17.3%
A&E	111	27.5%
Turner Classic Movies	111	14.1%
Comedy Central	110	17.9%
Food Network	110	26.8%
Discovery	110	35.3%
Premium cable (HBO, Showtime, etc.)	117	19.3%

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Web Brands Used (Past 30 Days)	Index	%
MLB.com	145	8.2%
LinkedIn	129	7.6%
Mapquest	124	36.7%
AOL.com	122	14.0%
MSN.com	118	16.1%
Monster	117	4.5%
NFL.com	117	7.4%
Weather.com	112	24.5%
Google	112	68.2%
Yahoo!	108	42.7%
YouTube	105	34.4%

Shopped Online for... (Past 12 Months)	Index	%
Airline tickets	124	30.2%
Sporting event tickets	124	11.0%
Other travel	120	23.3%
Consumer electronics	116	15.4%
Insurance	115	6.7%
Sports logo apparel	115	9.5%
Books	113	31.5%
Medicine/prescriptions	113	8.0%
Movie tickets	113	13.8%
Music files (iTunes, etc.)	110	13.6%
Computer hardware/software	111	15.6%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Italian	125	26.6%
Coffee house/coffee bar	116	15.2%
Steakhouse	109	20.5%
Pizza	107	36.1%
Mexican	105	33.8%
Chinese	105	42.0%
Any restaurant	101	95.3%
Any upscale restaurant	115	16.7%
Any sit-down restaurant	104	84.2%
Any fast-food restaurant	101	88.4%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	109	7.8%
Buy any used vehicle	90	10.7%
Buy/lease hybrid vehicle	110	2.4%
<i>Domestic own/leased:</i>		
Jeep	118	5.5%
Chrysler	109	4.9%
Ford	98	25.1%
Chevrolet	95	21.9%
Dodge	93	10.3%
<i>Import own/leased:</i>		
Volkswagen	127	3.3%
Hyundai	120	4.3%
Toyota	112	20.2%
Honda	110	15.3%
Nissan	104	8.4%

Grocery (Past 30 Days)	Index	%
Energy/nutrition bars	111	23.1%
Nuts	107	50.4%
Salsa	106	38.3%
Pretzels/chips/popcorn	105	64.8%
Yogurt (not frozen)	105	53.2%
Coffee	104	66.5%
Other frozen dinners/meals	103	40.1%
Store brand/private label	103	43.4%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Microbrew (Past 30 days)	121	5.5%
Wine	112	59.4%
Beer	111	51.8%
Liquor (spirits)	111	44.0%
Hard cider	107	4.0%
<i>Non-alcoholic:</i>		
Poland Spring Water	147	9.0%
Diet Coke	115	18.0%
Diet Pepsi	112	12.1%
Hot specialty coffee	106	18.7%
Tropicana 100% fruit juice	105	17.1%

Note: An Index of 100 is average.

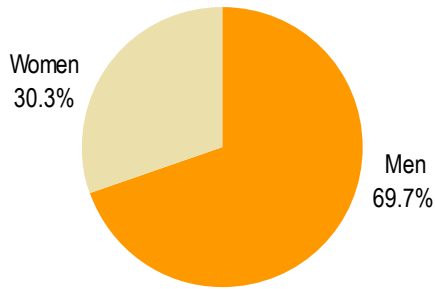
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Classic Rock



Listeners 12+ (Gender Ratio) Mon-Sun, 6AM-Mid



Classic Rock has the fourth-largest proportion of male listeners in this study.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
4.8%	4.9%	4.7%	4.5%	4.7%	5.0%	4.9%	5.0%

12+ AQH Share in PPM Markets	4.1%
12+ AQH Share in Diary Markets	5.5%
12+ AQH Share in non-Metro counties	6.0%

Classic Rock is among the top five formats in both Diary and non-Metro markets.

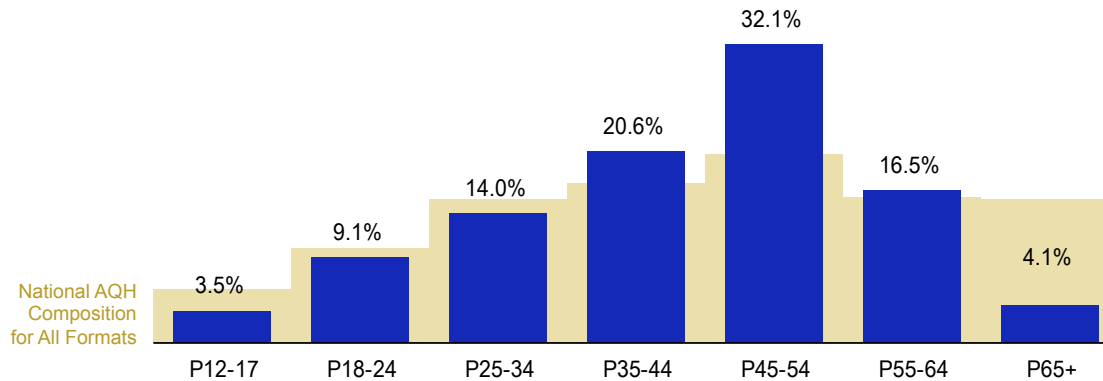
- Consistent performer, especially in Diary, non-Metro markets
- Above average in high income households
- Avid sports fans

An Enduring Format for Adult Men

Some 37 million 12+ listeners tuned to 613 rated Classic Rock stations in an average week during Fall 2011. They enjoyed the likes of AC/DC, Led Zeppelin, Van Halen, Aerosmith, Pink Floyd, and other rock greats from the '60s to the present. Next to Country, Classic Rock is the second most popular music format among men aged 35-54, and the two formats are known to share a significant amount of listeners in many markets.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Classic Rock ranks fourth among adults 45-54; nearly 1 in 3 of its listeners is in that age group—the largest proportion of all major formats. The format ranks fifth among adults 35-44 and 55-64.

Two-thirds of Classic Rock's audience is between 25 and 54, second only to Active Rock for having the most concentration in this age group.

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

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Classic Rock

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

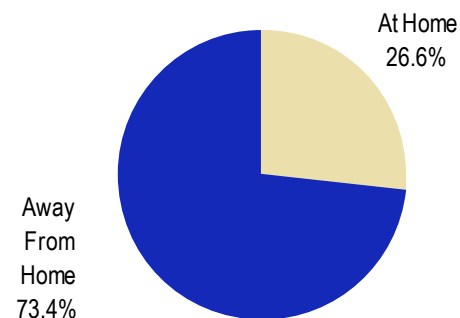
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
140	145	128	41	72

Classic Rock's relatively steady ratings have remained consistent across all dayparts, with its audience index rising slightly in afternoons, evenings, and weekends in recent years.

Share of Listening by Location

(At Home vs. Away From Home)

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

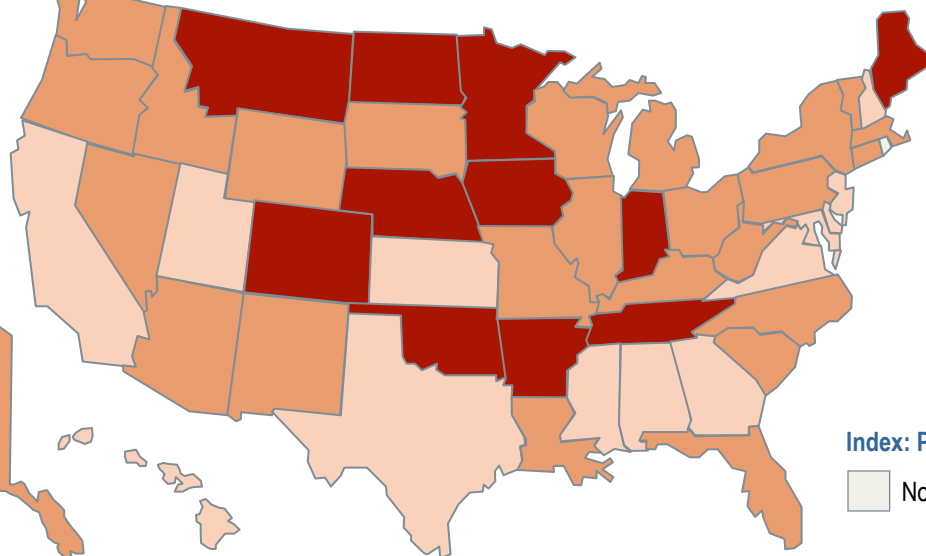


Nearly three-quarters of Classic Rock listening takes place away from home, ranking as the fourth highest percentage of all formats in this report.

Audience Share by State

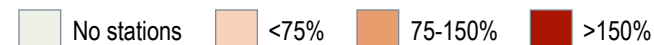
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Classic Rock has more than twice its national share in Maine and North Dakota. Its audience share is above its national share in 25 states.

Index: Percent +/- National Format Share



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

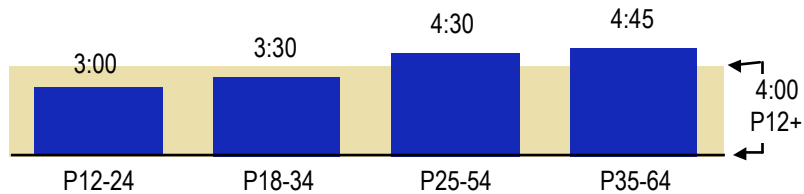
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Classic Rock

Time Spent Listening by Demographic

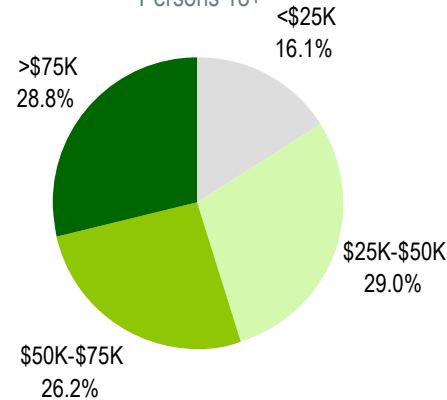
(Hours:Minutes)
Mon-Sun, 6AM-Mid



Classic Rock's TSL rose 15 minutes per week among persons 12-24, and held steady both overall and among all adult age groups. Its TSL with adults 35-64 is the fourth-longest of all top formats in this report.

Household Income

Persons 18+

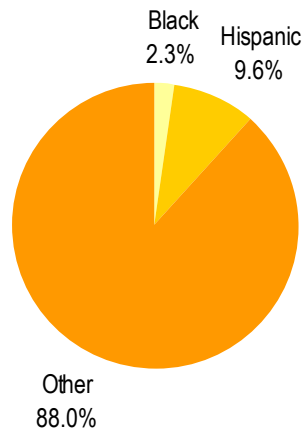


Classic Rock ranks above average in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

AQH Persons

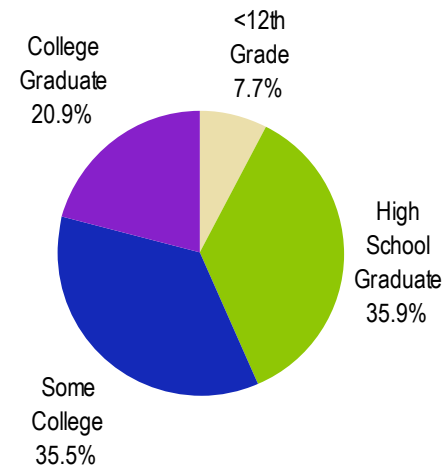
* Only in DST-Controlled Markets



Although its audience is overwhelmingly non-Black or Hispanic, Classic Rock's Hispanic composition is its highest in seven years.

Education

Persons 18+



The proportion of Classic Rock adult consumers who've earned a college degree has risen by 7% over the past four years.

Classic Rock

Audio/Video Stores (Past 12 Months)	Index	%
Best Buy	126	33.6%
Target	119	15.9%
Sears	115	5.8%
Fry's Electronics	111	3.1%
Radio Shack	110	6.5%
Any audio/video store	110	63.7%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	124	5.6%
Smartphone	115	6.5%
MP3 player (iPod, etc.)	115	3.2%
High-definition TV	114	7.1%
Computer	112	9.7%
E-reader (Kindle, Sony Reader, etc.)	112	4.0%
Digital camera	108	6.0%
iPad	105	5.9%
Video game system	102	3.2%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	127	30.3%
Painted interior/hung wallpaper	118	28.0%
Replaced windows	115	6.6%
Installed carpeting/floor covering	115	13.0%
Remodeled bathroom	114	12.5%
Remodeled kitchen	112	8.4%
Repaired/replaced heat/AC	110	7.6%
Replaced roof/major repair to roof	110	6.7%
Painted exterior	108	9.3%
Any home improvement	111	59.4%

Department Stores Shopped (Past 3 Months)	Index	%
Kohl's	110	36.6%
Costco	109	22.6%
Target	108	53.9%
Sears	102	24.9%
Macy's	99	24.4%
Any department store	101	96.6%

Shoe Stores Shopped (Past 3 Months)	Index	%
Sports Authority	149	5.0%
Dick's Sporting Goods	140	7.7%
Kohl's	119	16.4%
Famous Footwear	118	9.9%
DSW	116	8.8%
Any shoe store	103	74.9%

Paid Leisure (Past 12 Months)	Index	%
Rock concert	174	21.9%
Golf	141	16.3%
Table games at casino	138	13.4%
Bar/nightclub at casino	137	10.1%
Camping	134	23.7%
Professional sports event	131	46.7%
Bicycling	130	27.8%
Fishing	129	26.0%
Zoo	115	28.7%
Visited casino	109	36.8%

Classic Rock listeners were significantly more likely to have conducted home improvement projects in the previous year. Among home-based consumer electronics, these listeners have their wallets out for high-definition TVs and Blu-ray players; they also expressed an interest in smartphones, e-readers, and mp3 players. Classic Rock listeners were also more likely than most to have dined at an upscale restaurant, bought or leased a hybrid vehicle, and were great targets for just about all retail categories. These listeners are avid fans of sports—shopping for sporting goods, checking out sports websites, and purchasing tickets to sporting events

Cable Networks Viewed (Past 7 Days)	Index	%
Comedy Central	135	21.8%
Spike	132	16.8%
FX	127	17.2%
ESPN2	123	20.7%
Syfy	120	16.0%
ESPN	118	34.4%
VH1	118	10.6%
AMC	117	15.1%
History	117	36.1%
Premium cable (HBO, Showtime, etc.)	121	19.9%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Classic Rock

Web Brands Used (Past 30 Days)	Index	%
NFL.com or team website	150	9.4%
MLB.com or team website	150	8.5%
LinkedIn	146	8.6%
Comcast.net	145	7.7%
ESPN.com	140	17.7%
Craigslist	132	28.0%
FoxSports.com	131	6.9%
Monster	130	5.0%
MSN	126	17.1%
Weather	125	27.4%
Google	118	72.0%
YouTube	122	40.0%

Shopped Online for... (Past 12 Months)	Index	%
Sporting event tickets	151	13.3%
Sports logo apparel	146	12.1%
Consumer electronics	135	17.9%
Movie tickets	135	16.3%
Cultural event tickets	133	9.4%
Vehicle (car, truck, SUV, etc.)	133	13.0%
Music (iTunes, etc.)	132	16.2%
Computer hardware	128	18.1%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Italian	121	25.8%
Pizza	118	39.7%
Coffee house/coffee bar	112	14.6%
Mexican	112	36.0%
Steakhouse	111	20.9%
Chinese	109	43.8%
Any restaurant	102	95.7%
Any upscale restaurant	110	16.0%
Any sit-down restaurant	103	83.8%
Any fast-food restaurant	102	89.8%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	108	7.8%
Buy any used vehicle	110	13.0%
Buy/lease hybrid vehicle	114	2.4%
<i>Domestic own/leased:</i>		
Jeep	127	6.0%
Chrysler	112	5.0%
Chevrolet	109	25.1%
Dodge	106	11.6%
Ford	104	26.8%
<i>Import own/leased:</i>		
Mazda	127	3.6%
Hyundai	115	4.2%
Honda	110	15.2%
Nissan	107	8.7%
Toyota	105	18.8%

Grocery (Past 30 Days)	Index	%
Salsa	119	42.9%
Frozen pizza	114	44.8%
Tortillas	113	42.8%
Energy/nutrition bar	113	23.4%
Pretzels/chips/popcorn	111	68.3%
Other frozen dinners/meals	110	42.7%
Candy	107	56.9%
Store brand/private label	109	46.0%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Wine	109	58.2%
Beer	123	57.6%
Liquor (spirits)	122	48.3%
Wine cooler	99	58.3%
Hard cider	135	5.1%
<i>Non-Alcoholic:</i>		
Poland Spring Water	134	8.2%
Ice Mountain	127	5.1%
Mountain Dew	122	13.8%
Coke	113	26.3%
Gatorade	111	19.6%
Dr Pepper	109	14.7%
Diet Coke	108	16.8%
Arizona	108	11.2%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

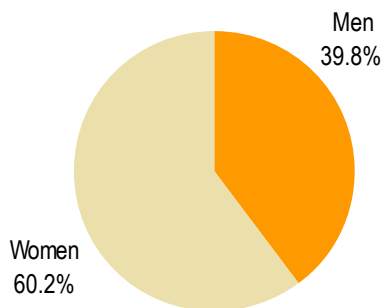
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Hot AC



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Hot AC has the fourth largest proportion of women listeners of all formats studied.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
3.7%	3.6%	3.2%	3.2%	3.5%	4.0%	3.9%	4.4%

12+ AQH Share in PPM Markets	4.9%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	4.6%

Hot AC reached a new 12+ share high in Fall '11 overall, as well as in both PPM and Diary markets.

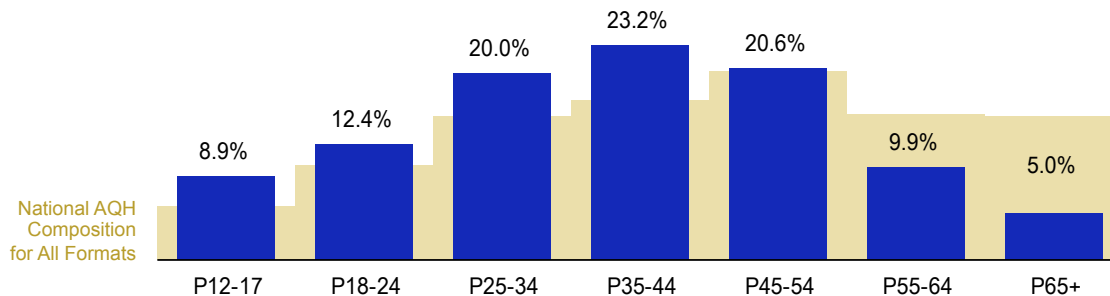
- Highest ever shares in Fall 2011
- Strong away-from-home ratings
- Active recreation and nightlife consumers

Listening Shares Reach Record Levels

Hot AC surged a half-share over the past year to score its highest audience share since we began tracking the format. Appealing to 46 million weekly listeners on 528 rated stations in Fall 2011, the format played a mix of artists from Pop CHR with adult appeal, including Katy Perry, Pink, Bruno Mars, Lady Gaga, and Adele. Hot AC listeners are active consumers—while they patronize brick-and-mortar stores, they are not averse to purchasing items on the Internet.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Hot AC has an almost perfect bell curve in its consumer composition, centering on adults 35-44.

Hot AC

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

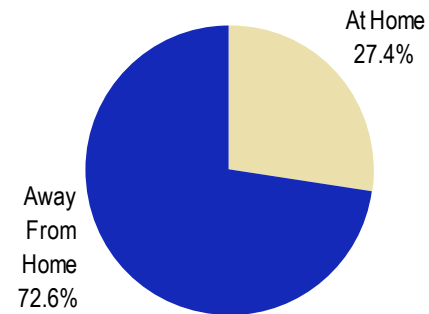
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
128	136	138	46	76

Its audience index has risen in afternoons, evenings, and weekends while softening in mornings and middays.

Share of Listening by Location

(At Home vs. Away From Home)

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

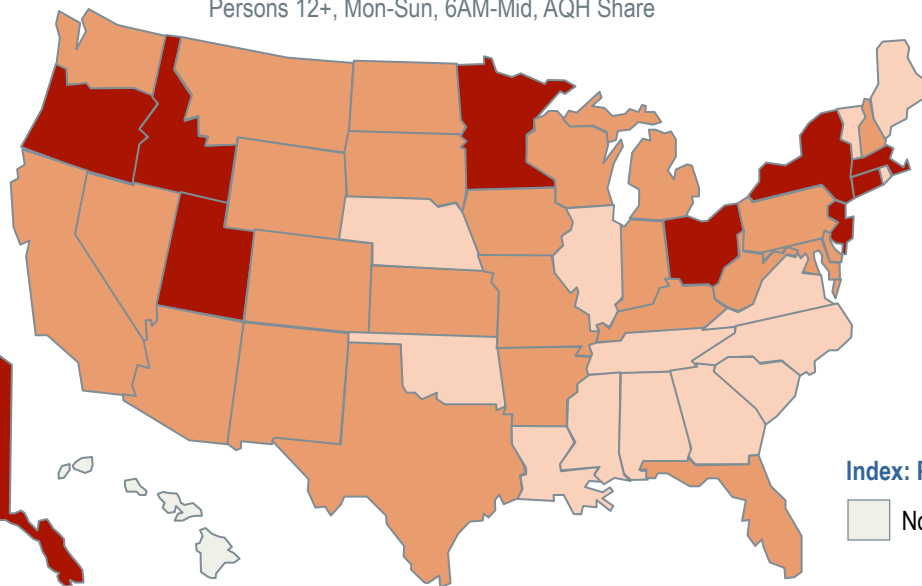


A strong majority of Hot AC listening occurs away from home, making it among the top five in its proportion of on-the-go tune-in.

Audience Share by State

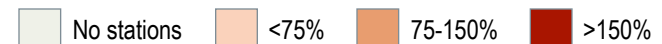
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Hot AC has more than twice its national share in Alaska and Oregon. Its audience share is above its national share in 24 states.

Index: Percent +/- National Format Share



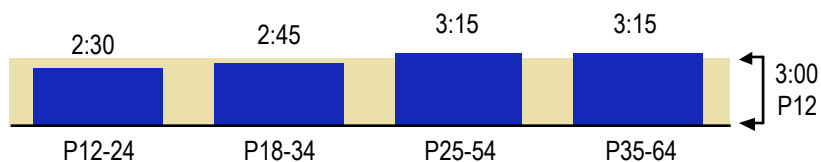
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Hot AC

Time Spent Listening by Demographic

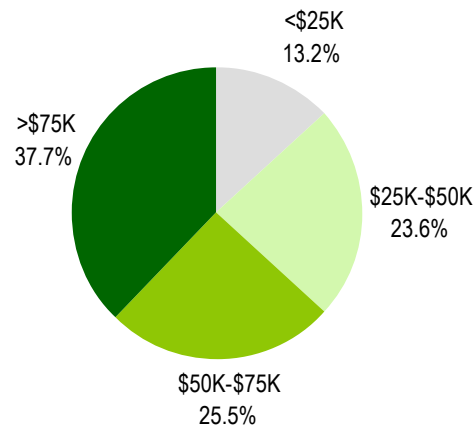
(Hours:Minutes)
Mon-Sun, 6AM-Mid



Hot AC's TSL was steady overall and among adults 25-54 compared to the previous year.

Household Income

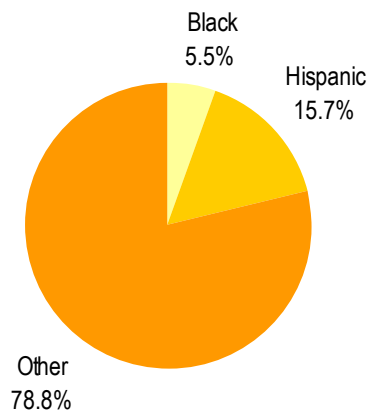
Persons 18+



Hot AC ranks third in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

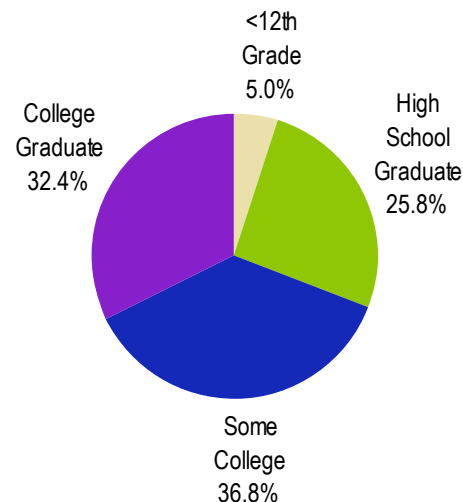
AQH Persons
* Only in DST-Controlled Markets



Hot AC's Black and Hispanic combined composition has risen by 45% over the past seven years.

Education

Persons 18+



This format ranks No. 4 for the proportion of its adult listeners who hold college degrees.

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	168	4.7%
Costco	154	8.3%
Target	145	19.3%
Best Buy	131	34.8%
Wal-Mart	106	25.7%
Any audio/video store	113	65.4%

Electronics (Plan to Buy)	Index	%
iPad	138	7.7%
MP3 player (iPod, etc.)	132	3.7%
Smartphone	131	7.3%
E-reader (Kindle, Sony Reader, etc.)	128	4.5%
Blu-ray disc player	126	5.7%
Video games system	120	3.7%
Digital camera	118	6.6%
Computer	117	10.2%
High-definition TV	105	6.5%

Home Improvement (Past 12 Months)	Index	%
Painted/hung wallpaper	119	28.2%
Installed carpet/floor covering	117	13.3%
Had landscaping done	116	27.6%
Remodeled kitchen	112	8.4%
Remodeled bathroom	109	12.0%
Repaired/replaced heat/AC	100	6.9%
Any home improvement	108	57.4%

Department Stores Shopped (Past 3 Months)	Index	%
Costco	132	27.4%
Marshalls	127	16.9%
Target	125	62.1%
Macy's	124	30.6%
Kohl's	120	40.1%
Any department store	101	97.1%

Clothing Stores Shopped (Past 3 Months)	Index	%
Gap	154	10.2%
Victoria's Secret	149	14.1%
Old Navy	144	23.5%
Target	134	41.2%
Marshalls	126	12.6%
Kohl's	124	33.8%
Any clothing store	106	87.8%
Any shoe store	108	78.5%

Paid Leisure (Past 12 Months)	Index	%
Skiing/snowboarding	161	7.3%
Yoga	157	13.6%
Rock concert	154	19.3%
Bowling	147	28.6%
Comedy club	147	9.5%
Bar/nightclub at casino	140	10.3%
Professional sports event	131	46.7%
Zoo	130	32.7%
Table games at casino	130	12.6%
Art museum	127	16.7%
Dance/ballet performance	127	7.7%
Live theatre	122	23.5%

Hot AC listeners were significantly more likely to grab something at a coffee venue, probably to keep up with all the activities that they're involved in—skiing/snowboarding, nights out at concerts, comedy clubs, sporting events, and the arts. They are green conscious, as they are more likely to plan to acquire a hybrid vehicle over the next year. Big box stores such as Costco, Fry's Electronics, and Target were high on their frequent shopping rounds, but they bought a lot of items and services on the Internet as well. Hot AC listeners expressed a significant preference for import cars, including a much greater preference for VW, Mazda, and Honda.

Cable Networks Viewed (Past 7 Days)	Index	%
MTV	140	16.6%
E!	136	15.0%
VH1	135	12.2%
Nickelodeon	133	13.0%
Comedy Central	123	19.9%
Disney	122	20.1%
Bravo	121	12.0%
ABC Family	120	19.7%
TLC	119	16.4%
Premium cable (HBO, Showtime, etc.)	115	18.9%

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Web Brands Used (Past 30 Days)	Index	%
Wikipedia	139	28.3%
Amazon	138	37.1%
MSN	138	18.8%
Craigslist	134	28.4%
YouTube	134	44.1%
Facebook	132	59.3%
Weather	130	28.3%
Google	126	77.2%
Bing	125	20.8%
Yahoo!	122	48.2%

Shopped Online for... (Past 12 Months)	Index	%
Movie tickets	159	19.4%
Sporting event tickets	159	14.1%
Mobile device apps	157	15.0%
Music (iTunes)	156	19.2%
Toys or games	154	18.6%
Furniture/home furnishings	145	15.7%
Health & beauty items	141	15.2%
Home accessories	138	19.2%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Coffee house/coffee bar	136	17.8%
Italian	123	26.3%
Pizza	118	39.8%
Mexican	115	37.1%
Chinese	111	44.6%
Steakhouse	101	18.9%
Any restaurant	102	96.3%
Any upscale restaurant	111	16.2%
Any sit-down restaurant	106	85.8%
Any fast-food restaurant	104	91.5%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	117	8.4%
Buy any used vehicle	113	13.4%
Buy/lease hybrid vehicle	130	2.8%
<i>Domestic own/leased:</i>		
Jeep	110	5.2%
Chrysler	103	4.6%
Dodge	98	10.8%
Ford	95	24.3%
Chevrolet	95	21.9%
<i>Import own/leased:</i>		
Volkswagen	105	18.8%
Mazda	131	3.8%
Honda	115	4.2%
Hyundai	107	8.7%
Nissan	110	15.2%
Toyota	127	3.6%

Grocery (Past 30 Days)	Index	%
Baby food	127	7.4%
Salsa	120	43.4%
Tortillas	120	45.7%
Energy/nutrition bar	118	24.5%
Yogurt (not frozen)	116	58.5%
Frozen pizza	112	44.1%
Pretzels/chips/popcorn	109	66.8%
Store brand/private label	109	45.6%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	141	5.3%
Wine cooler	122	10.2%
Liquor (spirits)	118	46.7%
Beer	114	53.2%
Wine	110	58.5%
<i>Non-alcoholic:</i>		
Poland Spring Water	162	10.0%
Hot specialty coffee	119	20.9%
Arizona	115	11.8%
Diet Coke	113	17.6%
Coca Cola Classic	110	25.6%

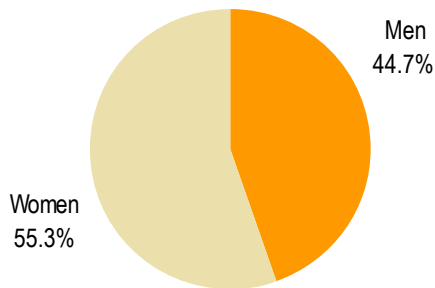
Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Urban AC



Listeners 12+

Mon-Sun, 6AM-Mid



Urban AC ranks sixth highest of all major formats in its proportion of women listeners.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
3.0%	3.2%	3.4%	3.7%	3.6%	4.0%	4.0%	3.9%

12+ AQH Share in PPM Markets	5.1%
12+ AQH Share in Diary Markets	3.5%
12+ AQH Share in non-Metro counties	2.1%

Urban AC's audience has leveled off in the past two years, significantly outperforming its overall share in PPM markets.

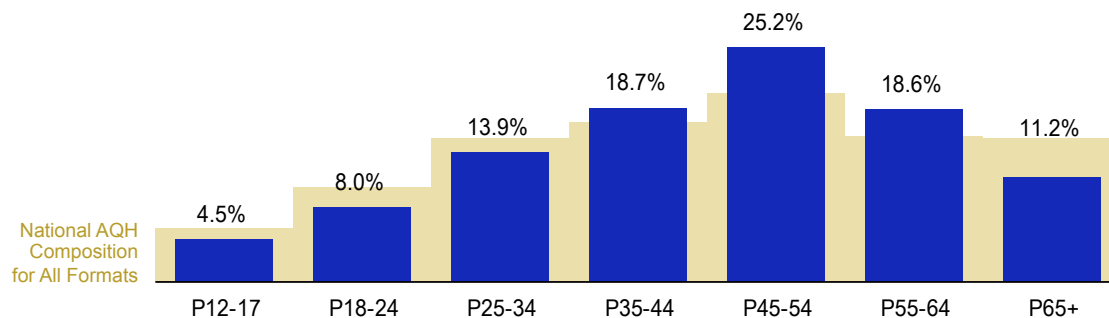
- Big PPM market performer
- Strong evening, weekend numbers
- Above average retail consumers

Strong Performer Among African American Adults

Urban AC packed a powerful punch, considering its exposure on a relatively few—213—rated stations (the fewest number of stations of any Top 10 format). Its 20 million weekly 12+ listeners enjoyed such artists as R. Kelly, Kem, Charlie Wilson, Luther Vandross, Jill Scott, and Mary J. Blige. The format performs relatively well at nights, thanks in part to some stations that air mood music, labeled “Quiet Storm” or similar. Urban AC listeners index high in a variety of qualitative retail categories and are active on the web.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Urban AC's core target of adults 45-54 puts the format among the leaders in that age group.

Urban AC

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

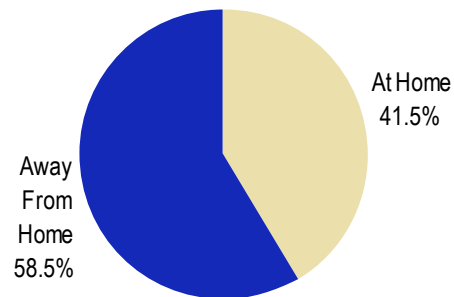
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
126	118	127	59	87

The audience index in evenings ranks fourth highest among all formats studied and is second highest during weekends.

Share of Listening by Location

Location (At Home vs. Away From Home)

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

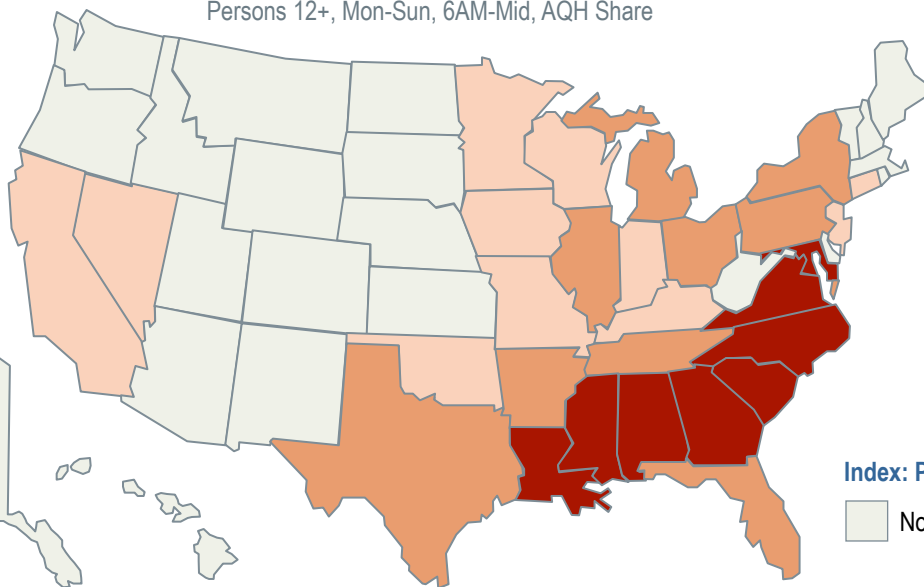


Urban AC has the third highest proportion of at-home listening of all music formats. Its audience index grew in afternoons, evenings, and weekends, softening in mornings and slightly in middays.

Audience Share by State

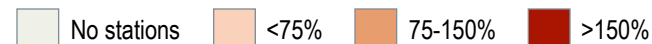
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



A stronghold in the South, Urban AC has more than twice its national share in Alabama, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, and Washington, DC. Its audience share is also above its national share in seven other states.

Index: Percent +/- National Format Share



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

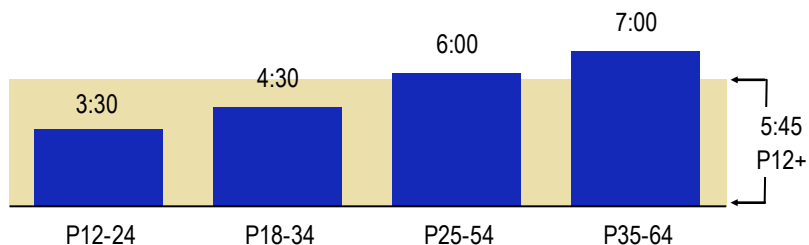
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Urban AC

Time Spent Listening by Demographic

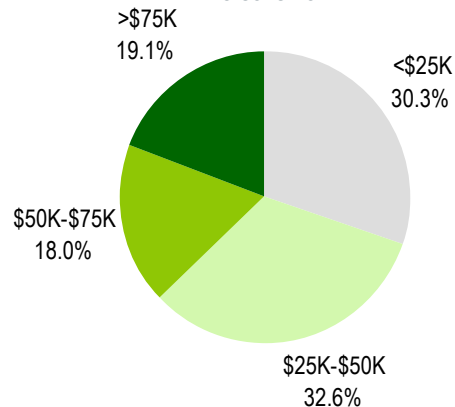
(Hours:Minutes)
Mon-Sun, 6AM-Mid



No. 4 overall, Urban AC has the second longest TSL among adults 35-64, third longest with those 25-54 and ranks fourth in TSL among adults 18-34.

Household Income

Persons 18+

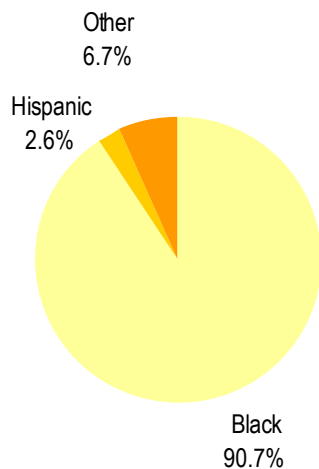


The percentage of Urban AC adult listeners living in \$75,000+ households has risen by 12% over the past seven years.

Ethnic Composition*

AQH Persons

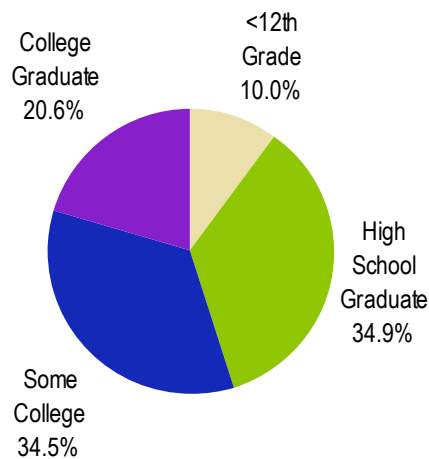
* Only in DST-Controlled Markets



Urban AC's high African American audience composition is the highest among all leading formats.

Education

Persons 18+



The proportion of Urban AC adult consumers who've earned a college degree has climbed by 8% over the past five years.

Audio/Video Stores (Past 12 Months)	Index	%
Kmart	174	7.4%
Radio Shack	138	8.1%
Sam's Club	130	7.4%
Wal-Mart	121	29.3%
Target	112	14.9%
Any audio/video store	109	63.2%

Electronics (Plan to Buy)	Index	%
Video game system	190	5.9%
DVD Player	183	3.5%
MP3 player (iPod, etc.)	174	4.9%
iPad	162	9.0%
DVR (Tivo, etc.)	159	2.6%
Digital camera	158	8.8%
High-definition TV	140	8.7%
Computer	137	11.9%
Smartphone	130	7.3%
Blu-ray disc player	126	5.7%
E-reader (Kindle, Sony Reader, etc.)	112	4.0%

Home Improvement (Past 12 Months)	Index	%
Installed home security system	140	2.5%
Repaired/replaced heated/AC	102	7.0%
Remodeled kitchen	96	7.2%
Remodeled bathroom	90	9.9%
Installed carpeting/floor covering	84	9.5%
Replaced roof/major repair to roof	83	5.1%
Painted interior/hung wallpaper	82	19.5%
Had landscaping done	65	15.5%
Had any home improvement	84	44.6%

Department Stores Shopped (Past 3 Months)	Index	%
Burlington Coat Factory	229	23.1%
Family Dollar	194	42.7%
Marshalls	157	21.0%
Dollar General	134	36.8%
TJ Maxx	130	17.3%
Any department store	100	95.6%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Burlington Coat Factory	241	17.9%
Any clothing store	101	83.5%
Athlete's Foot	389	5.2%
Lady Foot Locker	322	6.7%
Foot Locker	279	20.3%
Finish Line	208	7.7%
Any shoe store	106	77.4%

Paid Leisure (Past 12 Months)	Index	%
R&B/Hip Hop concert	317	12.1%
Job fair/recruitment fair	214	9.0%
Circus	184	9.2%
Comedy club	161	10.4%
Bar/nightclub at casino	117	8.6%
Bowling	117	22.9%
Slot machines at casino	112	29.6%
Visited casino	110	37.0%
High school sports event	104	20.9%
Zoo	103	25.8%

Urban AC listeners index high in a variety of retail categories, including apparel, autos, electronics, and movie tickets—in particular shoe stores and discount retailers. They're active on the web, visiting entertainment, sports, information, and news sites. They're tuned into Urban-centric cable TV networks including TV1 and BET (but some mainstream networks such as Oxygen and MTV also rank high). Urban AC listeners tend to drink more fruit beverages than most, enjoy wine coolers and liquors as their spirits of choice.

Cable Networks Viewed (Past 7 Days)	Index	%
TV One	715	14.8%
BET	497	40.0%
VH1	218	19.6%
Oxygen	196	17.2%
LMN (Lifetime Movie Network)	175	15.0%
MTV	175	20.6%
Nick at Nite	170	10.7%
Bravo	164	16.3%
truTV	159	13.8%
Premium cable (HBO, Showtime, etc.)	141	23.2%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Web Brands Used (Past 30 Days)	Index	%
MTV.com	203	3.9%
CareerBuilder	193	8.4%
NBA.com or team website	191	5.4%
Monster	173	6.7%
Ask	157	8.4%
Twitter	153	8.4%
ABCNews.com	140	10.2%
CBSNews.com	140	7.0%
AOL	136	15.5%
CNN	124	12.4%
Yahoo!	120	47.4%
Bing	113	18.9%
Facebook	105	47.2%
YouTube	104	34.0%
Google	97	59.1%

Shopped Online for... (Past 12 Months)	Index	%
Insurance	115	6.7%
Wine	115	3.2%
Movie tickets	114	13.8%
Mobile device	112	10.7%
CDs	111	7.9%
Groceries/candy/other food items	109	7.3%
Furniture/home furnishings	108	11.7%
Home accessories	103	14.3%
Health/beauty	101	10.8%
Office supplies	101	10.0%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Seafood	123	19.8%
Chinese	113	45.2%
Pizza	89	29.9%
Coffee house/coffee bar	89	11.7%
Steakhouse	86	16.1%
Italian	77	16.5%
Any restaurant	99	93.4%
Any upscale restaurant	84	12.3%
Any sit-down restaurant	94	75.8%
Any fast-food restaurant	103	90.0%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	133	9.6
Buy any used vehicle	135	15.9
Buy/lease hybrid vehicle	118	3.6
<i>Domestic own/leased:</i>		
Cadillac	141	3.1%
Chrysler	101	4.5%
Chevrolet	81	18.6%
Ford	80	20.6%
Dodge	70	7.7%
<i>Import own/leased:</i>		
Mercedes	139	2.2%
Nissan	111	9.0%
Hyundai	105	3.8%
Honda	87	12.1%
Toyota	74	13.3%

Grocery (Past 30 Days)	Index	%
Baby food	126	7.3%
Frozen pizza	103	40.4%
Packaged meat (bacon, hot dogs)	100	70.5%
Ice cream, frozen juice bars	99	64.5%
Tea	99	43.4%
Candy	98	52.5%
Other frozen dinners/meals	95	36.8%
Store brand/private label	75	31.4%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Wine cooler	154	12.8%
Liquor (spirits)	111	43.9%
Wine	106	56.3%
Beer	96	45.1%
Hard cider	84	3.2%
<i>Non-alcoholic:</i>		
Hawaiian Punch	248	13.8%
Hi-C	227	6.6%
Deer Park	224	12.2%
Arizona	152	15.7%
Lipton	164	14.7%
Sprite	154	20.4%
Tropicana	135	22.1%
Minute Maid (other fruit drinks)	174	10.0%

Note: An Index of 100 is average.

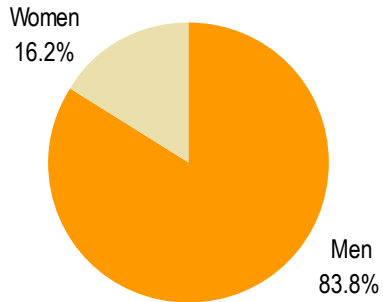
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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All Sports



Listeners 12+ (Gender Ratio) Mon-Sun, 6AM-Mid



All Sports has by far the highest proportion of male listeners in its audience of all formats in this report.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
2.0%	2.1%	2.2%	2.3%	2.5%	3.2%	3.4%	3.6%

12+ AQH Share in PPM Markets	5.2%
12+ AQH Share in Diary Markets	2.8%
12+ AQH Share in non-Metro counties	1.6%

All Sports ranks as the sixth-most-popular format in PPM markets.

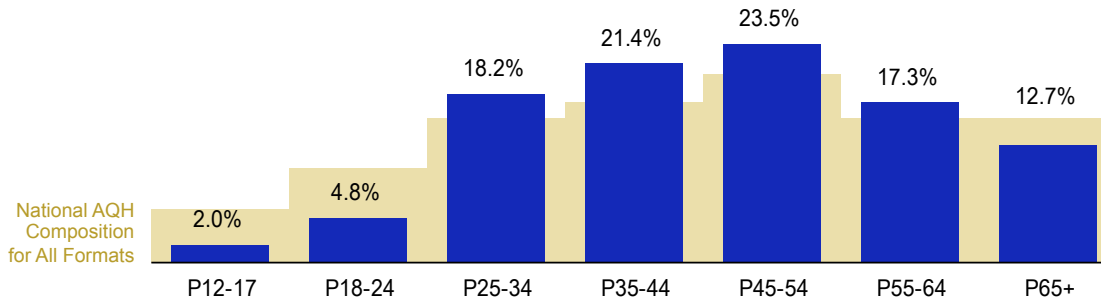
- Far and away most “male” of all formats
- Highest among college graduates, high-income HHS
- Frequent diners, nightlife consumers

Radio’s Highest Income, Best-Educated Listeners

Among the great radio success stories of the last 20 years, All Sports attracted 27 million 12+ listeners via 758 rated stations in Fall 2011. In the last year, it moved up to ninth place among the most popular formats. It’s one of only two spoken-word formats in the Top 10 and it has doubled its audience share over the last decade. About 84% of All Sports listening is by men, easily making it the most “male” format in all of radio. The audience features more college graduates and lives in a more high-income households compared to any other format in this report.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



All Sports ranks sixth with men overall, but is third among men 25-34, fourth with men aged 35-44, and fifth with 65+.

All Sports

Index of AQH Listening by Daypart

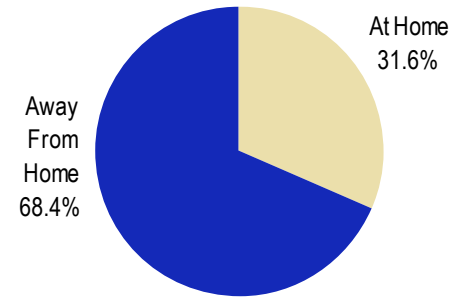
100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
139	133	141	42	73

The audience index ranks No. 2 in its high proportion of afternoon ratings compared to its overall share.

Share of Listening by Location

(At Home vs. Away From Home)
AQH Persons 12+, Mon-Sun, 6AM-Mid

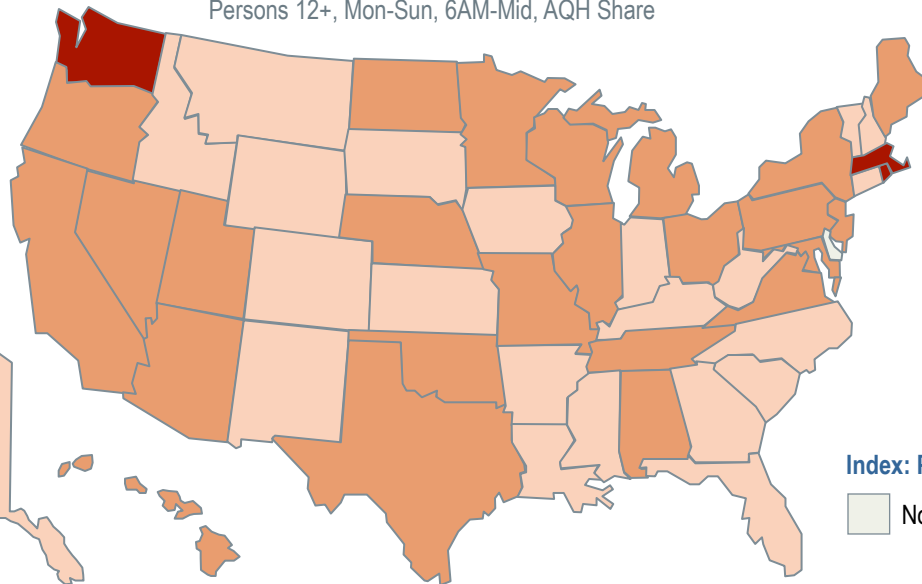


All Sports is among the leaders in its proportion of tune-in taking place away from home.

Audience Share by State

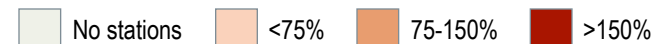
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



All Sports has more than twice its national share in Massachusetts and Rhode Island. Its audience share is above its national share in 15 states.

Index: Percent +/- National Format Share



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

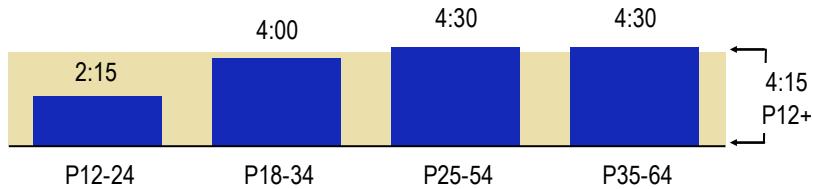
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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All Sports

Time Spent Listening by Demographic

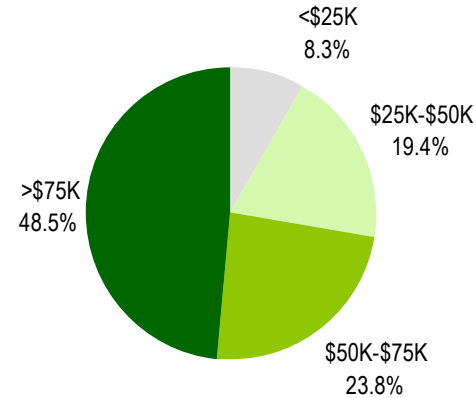
(Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL grew 15 minutes per week overall year to year, and held steady in all other age groups for the third year in a row.

Household Income

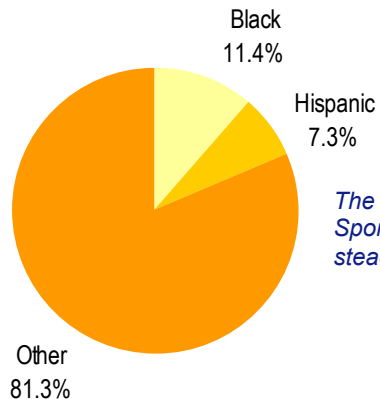
Persons 18+



All Sports ranks No. 1 in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

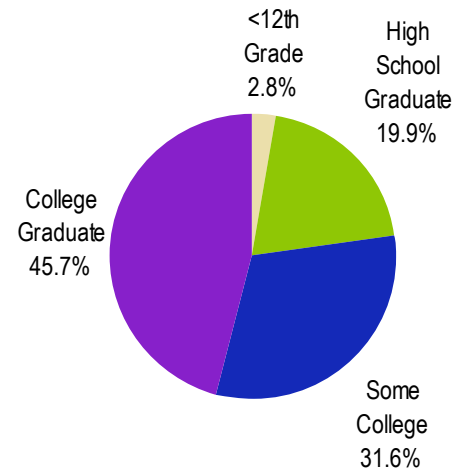
AQH Persons
* Only in DST-Controlled Markets



The ethnic composition of All Sports has remained remarkably steady in recent years.

Education

Persons 18+



This format ranks No. 1 for the proportion of its adult listeners who hold college degrees.

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	161	4.5%
Costco	149	8.1%
Best Buy	134	35.8%
Target	129	17.1%
Sears	118	6.0%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	129	5.8%
Smartphone	126	7.1%
iPad	116	6.4%
Computer	112	9.7%
High-definition TV	110	6.8%
E-reader (Kindle, Sony Reader, etc.)	106	3.8%
Digital camera	102	5.7%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	122	29.1%
Painted exterior	118	10.1%
Painted interior/hung wallpaper	116	27.4%
Replaced windows	115	6.6%
Repaired/replaced heater/AC	114	7.8%
Installed carpeting/floor covering	109	12.4%
Remodeled kitchen	108	8.1%
Remodeled bathroom	103	11.3%
Replaced roof/major repair to roof	97	5.9%
Had any home improvement	111	59.3%
Had any home addition done	106	2.5%

Department Stores Shopped (Past 3 Months)	Index	%
Nordstrom	145	7.3%
Nordstrom Rack	140	4.0%
BJ's Wholesale Club	138	8.7%
Costco	134	27.9%
Best Buy	130	36.7%

Clothing Stores Shopped (Past 3 Months)	Index	%
Dick's	159	8.8%
DSW	127	9.6%
Macy's	119	22.6%
Gap	114	7.6%
Kohl's	108	29.5%
Any Clothing Store	99	82.2%
Any Shoe Store	100	73.1%

Paid Leisure (Past 12 Months)	Index	%
Golf	180	20.8%
Casino table games	164	15.8%
Rock concert	147	18.4%
Any professional sports event	145	51.9%
Comedy club	129	8.3%
Disneyland (Anaheim)	128	4.6%
Live theater	123	23.6%
Disney World (Orlando)	121	7.4%
Art museum	121	16.0%
Symphony concert, opera, etc.	115	8.9%

This upscale and very male audience likes to consume sports in every way possible. In addition to radio, much of their cable TV and website choices are for sports. They also bought tickets to live sporting events and sports logo apparel on the Internet, and over half attended a pro sports event in the previous year. The All Sports listener buys clothing at upscale department stores, audio/video equipment items at big box stores, and owns imported vehicles. This listener is also tends to dine out quite frequently and consume spirits and beer, along with diet soft drinks. In addition to sports entertainment, the All Sports listener went to concerts, comedy clubs, and theme parks.

Cable Networks Viewed (Past 7 Days)	Index	%
ESPNews	191	11.3%
FSN/FOX Sports Net	187	13.1%
ESPN2	172	28.9%
NFL Network	170	12.4%
Golf Channel	162	9.1%
ESPN	158	46.3%
CNBC	139	12.3%
MSNBC	133	11.5%
Comedy Central	126	20.4%
Premium cable (HBO, Showtime, etc.)	104	87.7%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Web Brands Used (Past 30 Days)	Index	%
NHL.com or team website	264	5.1%
MLB.com or team website	222	12.6%
PGATOUR.com	218	2.6%
ESPN.com	214	27.2%
FOXSports.com	214	11.2%
NFL.com or team website	195	12.3%
NBA.com or team website	187	5.3%
LinkedIn	185	10.9%
CNN	152	13.2%
Weather	129	28.1%
Amazon	126	34.1%
Twitter	120	6.6%
Facebook	103	46.2%

Shopped Online for... (Past 12 Months)	Index	%
Sporting event tickets	184	16.3%
Sports logo apparel	163	13.4%
Consumer electronics	153	20.3%
Cultural event tickets	149	10.5%
Computer hardware/software	154	20.6%
Airline tickets	143	34.8%
Other travel reservations	142	27.5%
Wine	141	3.9%
Mobile device applications	140	13.4%
Flowers	139	9.2%
Vehicle (car, truck, SUV, etc.)	136	13.3%
Music (iTunes, etc.)	135	16.6%
Movie Tickets	134	16.2%

Restaurant (Types Visited) (Past 30 days)	Index	%
Italian	136	29.0%
Coffee house/coffee bar	120	15.7%
Pizza	113	37.8%
Mexican	110	35.6%
Steakhouse	110	20.7%
Chinese	108	43.4%
Any restaurant	102	95.8%
Upscale	130	18.9%
Any fast-food	102	89.7%
Any sit-down restaurant	106	85.7%

Auto	Index	%
Plan to buy (next 12 months):		
Buy any new vehicle	122	8.8%
Buy any used vehicle	95	11.2%
Buy/lease hybrid vehicle	124	2.7%
Auto Domestic Owned:		
Jeep	116	5.5%
Chrysler	102	4.6%
Ford	93	23.8%
Dodge	87	9.6%
Chevrolet	86	19.7%
Import own/leased:		
Hyundai	138	5.0%
Mazda	127	3.6%
Honda	124	17.2%
Toyota	116	20.8%
Nissan	114	9.2%

Grocery (Past 30 Days)	Index	%
Energy/nutrition bars	114	23.7%
Salsa	114	41.0%
Nuts	109	51.0%
Yogurt (not frozen)	107	53.9%
Pretzels, chips, popcorn	106	65.3%
Ready-to-eat cereal	104	64.2%
Frozen dinners/meals (not pizza)	104	40.3%
Any store brand/private label food	103	43.2%

Beverages (Past 7 Days)	Index	%
Alcoholic:		
Hard cider	129	4.9%
Beer	125	58.5%
Liquor	119	47.2%
Wine	116	61.9%
Wine cooler	68	5.7%
Non-alcoholic:		
Poland Spring	165	10.1%
Gatorade	113	20.0%
Diet Coke	121	18.9%
Diet Pepsi	117	12.5%
Coca-Cola Classic	106	24.8%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

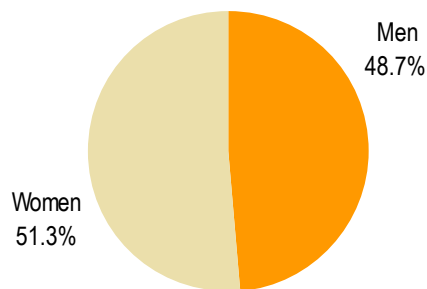
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Rhythmic CHR



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



The male/female proportions of Rhythmic CHR's audience are the most balanced of the major formats in this report.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
4.5%	4.4%	4.2%	4.0%	3.7%	3.6%	3.5%	3.4%

12+ AQH Share in PPM Markets	3.9%
12+ AQH Share in Diary Markets	4.0%
12+ AQH Share in non-Metro counties	1.2%

Rhythmic CHR's share decline continued for the seventh straight year. Its PPM and Diary ratings continue to outperform its overall share.

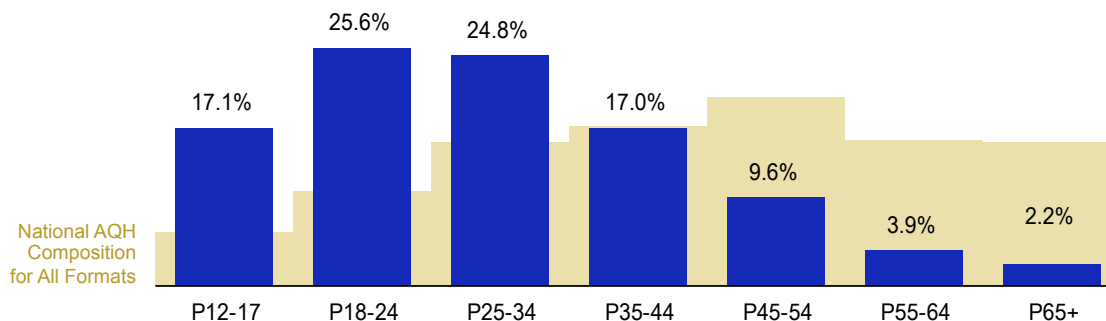
- Youngest age profile of all formats in study
- Most ethnically balanced of all formats
- Still big users of MySpace

Youthful Audience Is Active on Internet

On 217 rated stations, Rhythmic CHR was heard by 33 million 12+ listeners in the Fall of 2011. While its audience share has held steady in the Diary markets, its PPM AQH audience share was off by .4 in the last two years. Two-thirds of its audience is under 35, a larger percentage than any other format in this study. It performs well at night and on weekends. Unsurprisingly, Rhythmic CHR listeners are powerful Internet users, and they are frequent patrons of nightlife venues.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



More than two-thirds of Rhythmic CHR's audience is under 35, making it the youngest major format. Rhythmic CHR ranks third among teens and adults 18-24, attracting nearly 10% of all teen listening. However, Rhythmic CHR's adult 35-54 composition has climbed from 18% to nearly 27% since Spring '05.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Rhythmic CHR

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

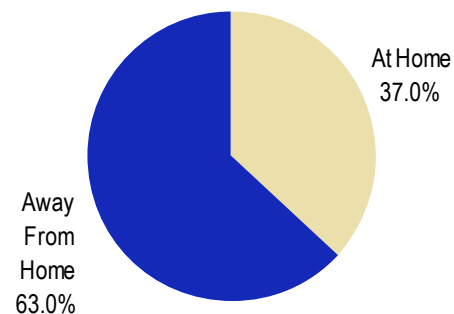
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
112	106	138	72	88

With its strong youth appeal, Rhythmic CHR ranks fifth during weekday evenings. The audience index is No. 1 comparing weekend listening to its overall share, and ranks No. 2 in evenings.

Share of Listening by Location

Location (At Home vs. Away From Home)

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

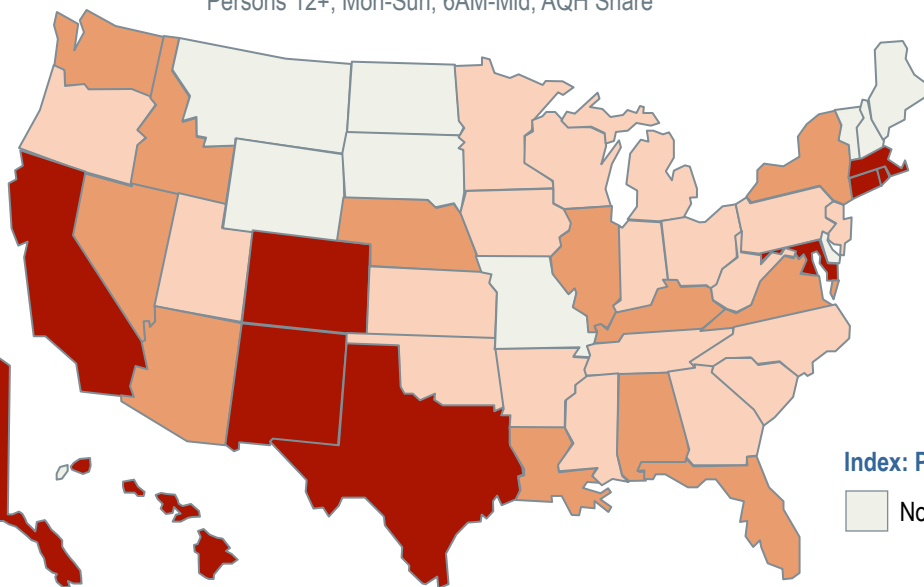


The proportion of listening to Rhythmic CHR away from home has risen by 13% in the past seven years, among the fastest of all formats in this report.

Audience Share by State

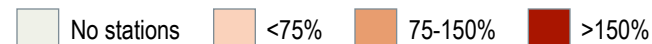
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Rhythmic CHR has more than twice its national share in Connecticut and Hawaii. Its audience share is above its national share in 15 states.

Index: Percent +/- National Format Share



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

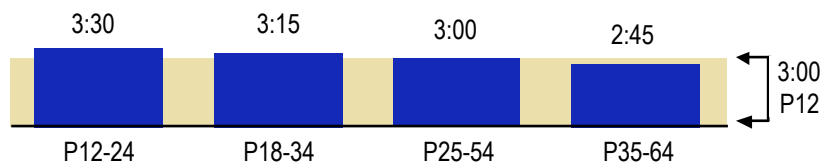
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Rhythmic CHR

Time Spent Listening by Demographic

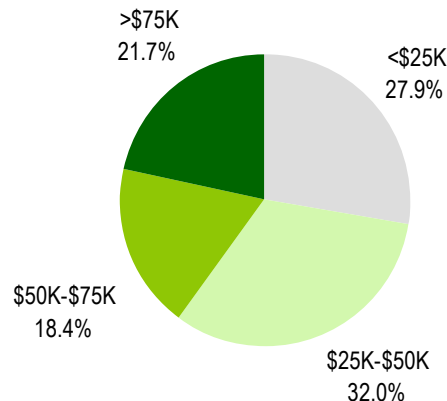
(Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL remained steady year to year among persons 12-24, adults 25-54, and 35-64.

Household Income

Persons 18+

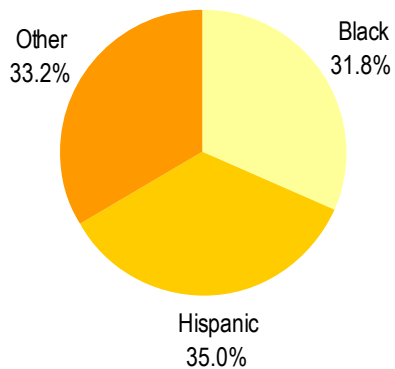


The percentage of Rhythmic CHR adult listeners living in \$75,000+ households has risen at a rate of 11% during the past six years.

Ethnic Composition*

AQH Persons

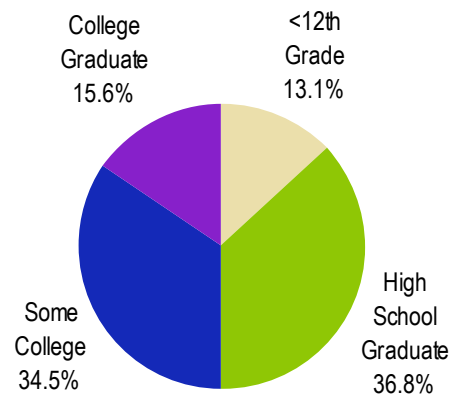
* Only in DST-Controlled Markets



Rhythmic CHR is unique among the leading formats for having its audience composition nearly equally split among Black, Hispanic, and "other" ethnic consumers.

Education

Persons 18+



The proportion of Rhythmic CHR adult consumers who've earned a college degree has grown at a rate of 26% in the past four years.

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	201	5.6%
Target	154	20.4%
Radio Shack	148	8.7%
Best Buy	128	34.1%
Wal-Mart	125	30.4%
Any audio/video store	117	67.8%

Electronics (Plan to Buy)	Index	%
Video game system	210	6.5%
MP3 player (iPod, etc.)	178	5.0%
iPad	175	9.8%
Smartphone	153	8.6%
Digital camera	150	8.3%
Blu-ray disc player	149	6.7%
High-definition TV	145	9.0%
Computer	131	11.3%
E-reader (Kindle, Sony Reader, etc.)	122	4.3%

Home Improvement (Past 12 Months)	Index	%
Installed Security System	119	2.1%
Remodeled kitchen	114	8.6%
Any Addition	111	2.7%
Remodeled bathroom	101	11.1%
Painted interior/hung wallpaper	95	22.6%
Repaired/replaced heat/AC	95	6.6%
Installed carpet/floor covering	89	10.1%
Any home improvement	90	47.8%

Department Stores Shopped (Past 3 Months)	Index	%
Ross Dress for Less	184	19.3%
Burlington Coat Factory	167	16.8%
Marshalls	156	20.8%
Macy's	131	32.2%
Costco	127	26.4%
TJ Maxx	120	16.0%
Any department store	100	96.5%

Clothing Stores Shopped (Past 3 Months)	Index	%
Ross Dress for Less	180	16.8%
Victoria's Secret	179	16.9%
Burlington Coat Factory	173	12.9%
Gap	154	10.2%
Any clothing store	105	87.2%
Any shoe store	110	80.2%

Paid Leisure (Past 12 Months)	Index	%
Attended/visited comedy club	157	10.1%
Bar/nightclub at casino	148	10.9%
Bowling	146	28.5%
Table games at casino	132	12.8%
Attended/visited the zoo	124	31.1%
Skiing/snowboarding	124	5.6%
Rock concert	119	15.0%
Professional sports event	114	40.6%
Casino	107	36.1%
Visited slot machines at casino	104	27.6%
Any paid ticket music concert	106	12.6%

Although Facebook is the undisputed king of social media destinations, MySpace remains popular with younger consumers as an entertainment social platform; so it's no surprise that 18+ Rhythmic CHR listeners visited MySpace at more than twice the average rate. These listeners were very interested in technology and video gaming, and they watch cable music and other youth-focused cable channels in great numbers. Rhythmic CHR listeners are avid entertainment patrons—they enjoyed professional sporting events and playing table games at casinos, among other activities.

Cable Networks Viewed (Past 7 Days)	Index	%
MTV2	260	11.0%
BET	223	18.0%
MTV	216	25.6%
VH1	195	17.5%
Adult Swim	192	12.3%
Nick jr.	174	11.6%
Nick at Night	163	10.2%
Nickelodeon	161	15.8%
E!	151	16.1%
Premium cable (HBO, Showtime, etc.)	121	20.0%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Rhythmic CHR

Web Brands Used (Past 30 Days)	Index	%
MySpace	231	12.3%
Twitter	202	11.0%
CareerBuilder	182	7.9%
Hulu	172	11.4%
YouTube	149	48.8%
Craigslist	139	29.5%
Yahoo!	135	53.7%
Facebook	137	61.6%
Google	120	73.4%

Shopped Online for... (Past 12 Months)	Index	%
Mobile device apps	163	15.6%
Movie tickets	158	19.1%
Music (iTunes, etc.)	143	17.6%
Sporting event tickets	135	11.9%
Sports logo apparel	132	10.9%
Health & beauty items	129	13.9%
Consumer electronics	128	16.9%
Toys or games	128	15.5%
Furniture/home furnishings	127	13.7%
Clothing or accessories	121	37.8%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Coffee house/coffee bar	122	16.1%
Chinese	115	46.0%
Mexican	114	36.9%
Pizza	110	37.0%
Italian	101	21.5%
Seafood	92	14.7%
Any restaurant	101	95.1%
Any upscale restaurant	90	13.1%
Any sit-down restaurant	99	80.4%
Any fast-food restaurant	105	92.0%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	120	8.6%
Buy any used vehicle	138	16.3%
Buy/lease hybrid vehicle	142	3.0%
<i>Domestic own/leased:</i>		
Ford	90	23.0%
Chevrolet	82	18.9%
Dodge	82	9.0%
Jeep	91	4.3%
GMC	82	4.3%
<i>Import own/leased:</i>		
Toyota	112	20.2%
Honda	122	17.0%
Nissan	132	10.7%
Hyundai	102	3.7%
Mazda	118	3.3%

Grocery (Past 30 Days)	Index	%
Baby food	162	9.4%
Tortillas	129	48.8%
Energy/nutrition bars	110	22.8%
Frozen pizza	109	42.7%
Yogurt (not frozen)	106	53.4%
Salsa	104	37.5%
Candy	104	55.5%
Store brand/private label	87	36.6%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	138	5.2%
Wine cooler	125	10.4%
Liquor (spirits)	117	46.5%
Beer	109	51.1%
Wine	96	51.1%
<i>Non-alcoholic:</i>		
Arizona	188	19.4%
Hawaiian Punch	185	10.3%
Sprite	158	21.0%
Gatorade	144	25.5%
Pepsi	135	23.6%

Note: An Index of 100 is average.

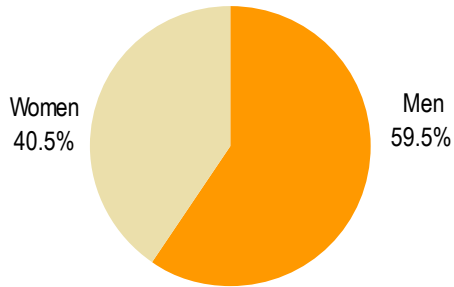
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Mexican Regional



Listeners 12+ (Gender Ratio) Mon-Sun, 6AM-Mid



Mexican Regional leans more male than any other Spanish-language format, and ranks among the top five most male-leaning of the major formats in this report.

AQH Share Trend (Total U.S.) Persons 12+, Mon-Sun, 6AM-Mid

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
2.6%	2.8%	3.1%	3.4%	2.9%	2.7%	3.0%	3.0%

12+ AQH Share in PPM Markets	4.2%
12+ AQH Share in Diary Markets	2.6%
12+ AQH Share in non-Metro counties	1.0%

After declining between Spring '07 and Fall '09, Mexican Regional has since gained share in both PPM and Diary markets.

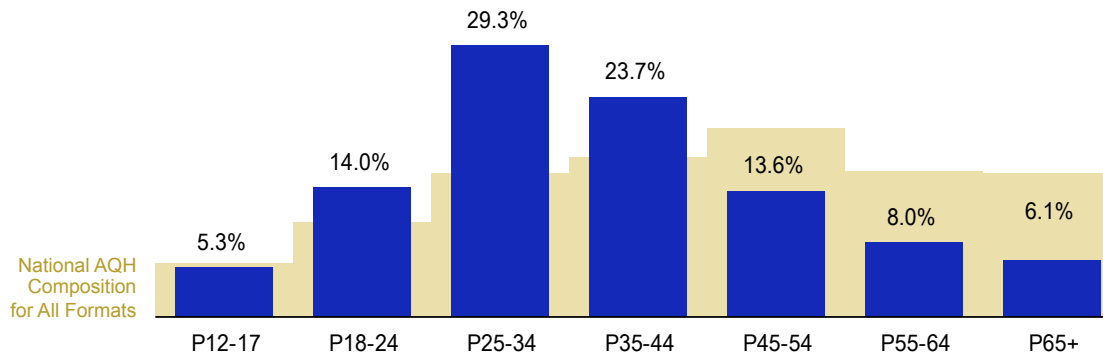
- Most “male” of all Spanish-language formats
- Away-from-home listening on rise
- Big interest in consumer electronics

America’s Top Spanish Language Format

In the Fall of 2011 Mexican Regional attracted 14 million 12+ listeners on 338 rated stations, far and away the most popular format among Hispanic listeners. The music is a mix of styles originating from Northern Mexico including Banda, Norteña, Ranchera, Durangüense, and Cumbias, featuring artists such as Banda El Recodo, Sergio Vega “El Shaka,” Espinoza Paz, Grupo Montez De Durango, Taio Cruz, and B.O.B. Due to its youthful audience profile, Mexican Regional listeners are intent on buying various consumer electronics in the coming year.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Almost 30% of Mexican Regional’s audience is adults 25-34, the second highest of all formats studied.

Mexican Regional

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

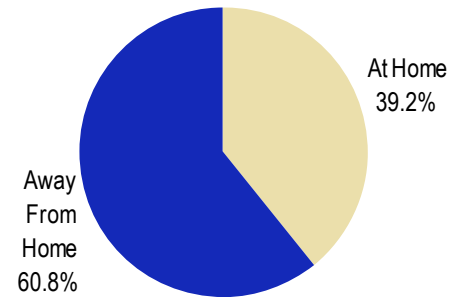
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
142	139	121	43	77

The format's morning ratings are 42% above its overall share, second highest of all formats studied.

Share of Listening by Location

(At Home vs. Away From Home)

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

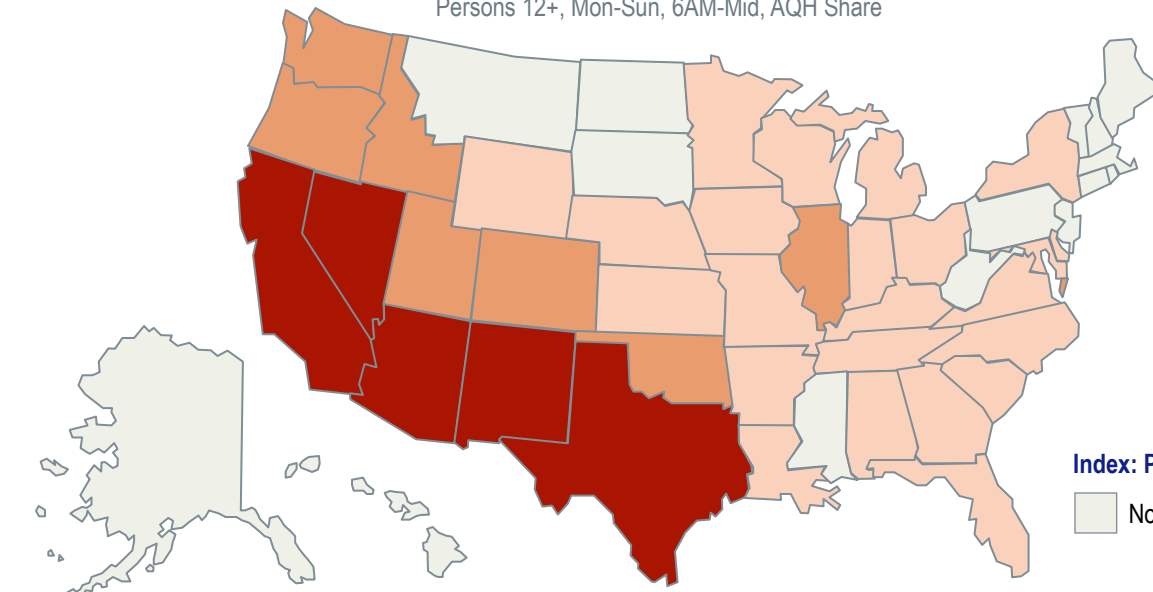


The proportion of tune-in to Mexican Regional away from home has climbed by 7% in the past seven years.

Audience Share by State

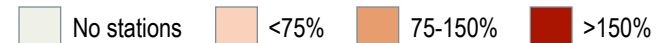
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Mexican Regional has more than twice its national share in Arizona, California, Nevada, and Texas. Its audience share is above its national share in nine states.

Index: Percent +/- National Format Share



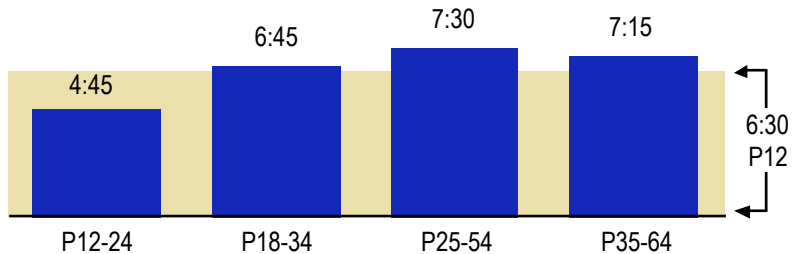
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Mexican Regional

Time Spent Listening by Demographic

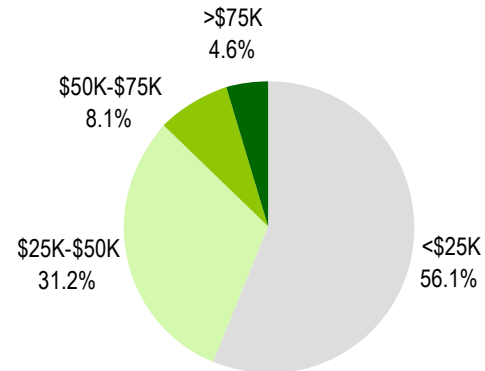
(Hours:Minutes)
Mon-Sun, 6AM-Mid



No. 2 overall, Mexican Regional has the longest TSL among adults 18-34, 25-54, and 35-64 of all formats covered, and second longest among persons 12-24.

Household Income

Persons 18+

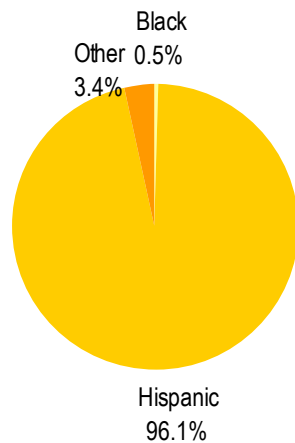


The percentage of Mexican Regional adult listeners living in \$50,000+ households has held steady in recent years.

Ethnic Composition*

AQH Persons

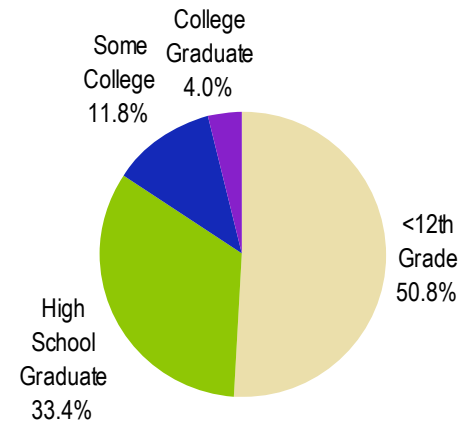
* Only in DST-Controlled Markets



The Hispanic composition of Mexican Regional's audience is higher than for any other format in this study.

Education

Persons 18+



The proportion of Mexican Regional's adult listeners who've graduated from college is up by 18% in the past six years.

Mexican Regional



Audio/Video Store (Past 12 Months)	Index	%
Fry's Electronics	282	7.9%
Radio Shack	145	8.5%
Target	133	17.6%
Wal-Mart	124	30.1%
Best Buy	101	27.1%
Any audio/video store	112	65.1%

Electronics (Plan to Buy)	Index	%
MP3 player (iPod, etc.)	175	4.9%
DVR (Tivo, etc.)	165	2.7%
High-definition TV	162	10.1%
DVD Player	157	3.0%
Video game system	156	4.8%
Computer	142	12.3%
iPad	141	7.9%
Digital camera	137	7.6%
Blu-ray disc player	122	5.5%
Smartphone	110	6.2%

Home Improvement (Past 12 Months)	Index	%
Remodeled bathroom	133	14.6%
Remodeled kitchen	118	8.9%
Installed home security system	114	2.0%
Painted exterior	102	8.8%
Replaced windows	93	5.3%
Repaired/replace heater/AC	90	6.2%
Painted interior/hung wallpaper	89	21.1%
Had landscaping done	78	18.7%
Any home improvement	89	47.3%

Department Stores Shopped (Past 3 Months)	Index	%
Ross Dress for Less	287	30.1%
Burlington Coat Factory	190	19.2%
Marshalls	155	20.7%
Costco	136	28.4%
Big Lots	126	26.6%
Any department store	100	96.4%

Clothing Stores Shopped (Past 3 Months)	Index	%
Ross Dress for Less	293	27.3%
Sears	207	12.5%
Burlington Coat Factory	192	14.3%
Marshalls	164	16.4%
Any clothing store	106	87.8%
Foot Locker	186	13.5%
Any shoe store	115	83.6%

Paid Leisure (Past 12 Months)	Index	%
Circus	176	8.9%
Ice show	172	3.5%
Zoo	131	32.9%
Bar/nightclub at casino	104	7.7%
Visited casino	97	32.6%
Slot machines at casino	97	25.5%
Professional sports event	95	33.8%
Bowling	78	15.2%

Like listeners to other youth-skewing formats, Mexican Regional listeners are much more likely to visit entertainment web brands such as MySpace, MTV, and sports/team sites. They are less likely to shop over the Internet and more likely to shop in person at Ross, Sears, Burlington Coat Factory, and other discount stores. Import brand vehicles are popular. Hybrid and both new and used vehicles are on the radar for future purchases. They are big into consumer electronics as well as family-oriented activities such as the circus, ice show, and zoos. Energy drinks are huge with this group.

Cable Networks Viewed (Past 7 Days)	Index	%
Galavision	938	25.0%
CNN Español	612	9.4%
ESPN Deportes	552	10.1%
FOX Deportes	495	11.0%
Disney XD	197	8.3%
Nick Jr.	132	8.8%
MTV	127	15.0%
Nickelodeon	119	11.6%
Disney Channel	117	19.3%
Premium cable (HBO, Showtime, etc.)	83	13.7%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Mexican Regional

Web Brands Used (Past 30 Days)	Index	%
MySpace	215	11.5%
MTV.com	157	3.0%
NBA.com or team website	153	4.3%
Twitter	123	6.7%
FOX Sports	107	5.6%
MSN	104	14.2%
Yahoo!	98	38.7%
Google	80	48.7%
YouTube	106	34.8%

Shopped Online for... (Past 12 Months)	Index	%
Movie tickets	89	10.8%
Groceries/candy/other food	82	5.5%
Insurance	81	4.7%
Sports logo apparel	81	6.7%
Health/beauty items	80	8.6%
Mobile device	79	7.6%
CDs	73	5.1%
Sporting event tickets	73	6.4%
Toys/games	73	8.9%
Vehicle (car, truck, SUV, etc.)	72	7.0%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Mexican	159	51.4%
Chinese	113	45.1%
Seafood	98	15.7%
Coffee house/coffee bar	89	11.7%
Pizza	82	27.7%
Italian	61	13.0%
Any restaurant	100	93.8%
Any upscale restaurant	45	6.5%
Any sit-down restaurant	94	76.0%
Any fast-food restaurant	104	91.2%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	126	9.1%
Buy any used vehicle	138	16.3%
Buy/lease hybrid vehicle	200	4.3%
<i>Domestic own/leased:</i>		
GMC	125	6.5%
Ford	109	27.9%
Chrysler	100	11.0%
Chevrolet	99	22.7%
Jeep	91	4.3%
<i>Import own/leased:</i>		
Nissan	141	11.4%
Honda	113	15.7%
Toyota	110	19.8%
Volkswagen	108	2.8%
Hyundai	59	2.1%

Grocery (Past 30 Days)	Index	%
Baby food	222	13.0%
Tortillas	205	77.8%
Yogurt	111	56.1%
Energy/nutrition bar	101	21.0%
Salsa	98	35.5%
Coffee	96	61.4%
Ready-to-eat cereal	89	54.7%
Store brand/private label	61	25.4%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Beer	106	49.5%
Liquor (spirits)	80	31.8%
Wine cooler	71	5.9%
Wine	34	5.4%
Hard cider	49	1.9%
<i>Non-alcoholic:</i>		
Fanta	390	15.3%
7UP	216	15.5%
Gatorade	208	36.8%
Monster	312	11.5%
Arizona	293	11.9%
Arrowhead	229	10.2%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

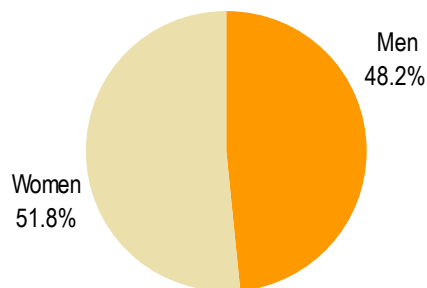
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Urban Contemporary



Listeners 12+ (Gender Ratio)

Mon-Sun, 6AM-Mid



Although still leaning female, Urban Contemporary's male composition has grown steadily in recent years.

AQH Share Trend (Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
4.4%	4.3%	4.1%	3.7%	3.3%	3.2%	2.9%	2.9%

12+ AQH Share in PPM Markets	2.6%
12+ AQH Share in Diary Markets	3.4%
12+ AQH Share in non-Metro counties	2.7%

Urban Contemporary saw a slight share increase in non-Metro markets in Fall '11. It performed best overall in Diary markets.

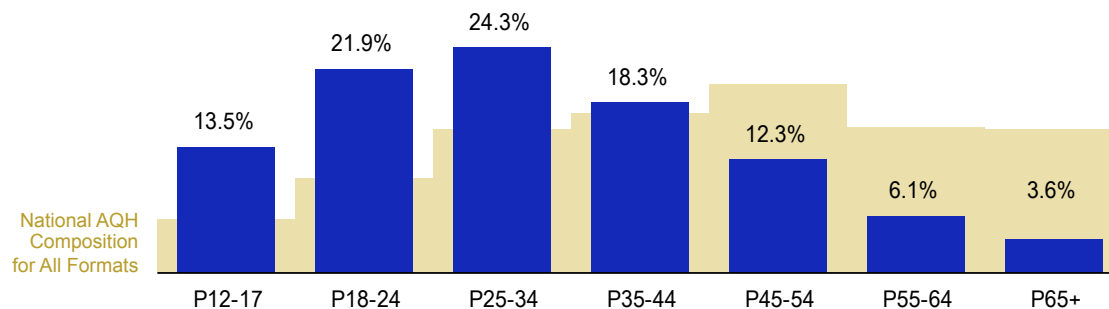
- Performed best overall in Diary markets
- Geographic strength in Southern region
- Interest in Japanese, Korean auto brands

Strong Among Young African Americans

About 19 million 12+ listeners tuned to 186 rated Urban Contemporary stations in Fall 2011. Popular artists on these stations include Chris Brown, Lil Wayne, Nicki Minaj, Trey Songz, Drake, and Big Sean. About 80% of its audience is black; Urban Contemporary has the second highest percentage of black listenership of any format in this study next to Urban AC. Its audience is off from a peak 4.6 share a decade ago. Listeners to this format intend to purchase cars and technology items over the next year.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Urban Contemporary has the third-highest teen composition of all major formats, and ranks No. 3 in ratings among teens. Although almost 60% of its listeners are under 35 years old, the 45+ composition has grown from less than 16% to 22% since Spring '05—a 41% growth rate.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Urban Contemporary

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

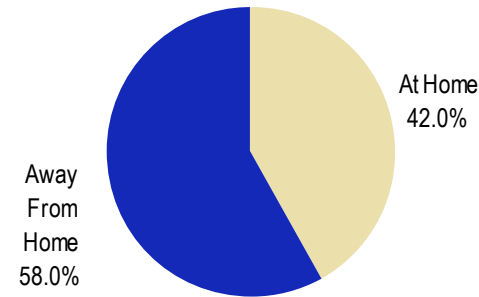
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
117	103	133	77	87

The format ranks No. 1 in the proportion of evening ratings compared to its overall share. Its weekend share index ranks fourth.

Share of Listening by Location

(At Home vs. Away From Home)

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

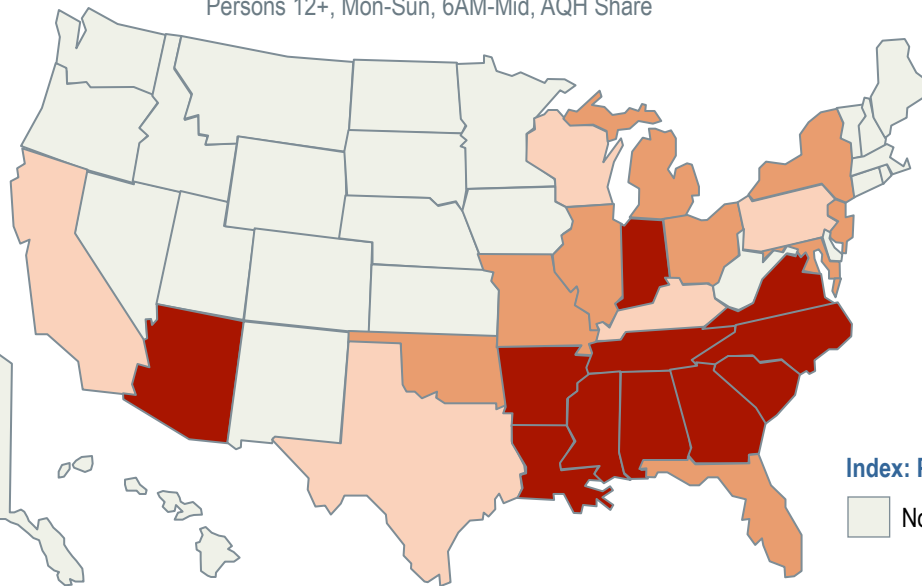


Urban Contemporary leads all music formats in its high proportion of listening occurring at home.

Audience Share by State

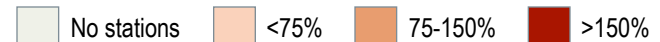
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Especially popular in the Southeast U.S., Urban Contemporary has at least double its national share in Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina. Its audience share is above its national share in 10 additional states.

Index: Percent +/- National Format Share



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

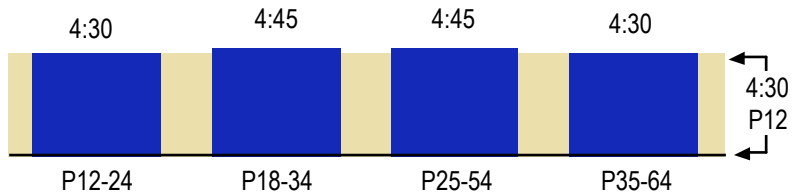
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Urban Contemporary

Time Spent Listening by Demographic

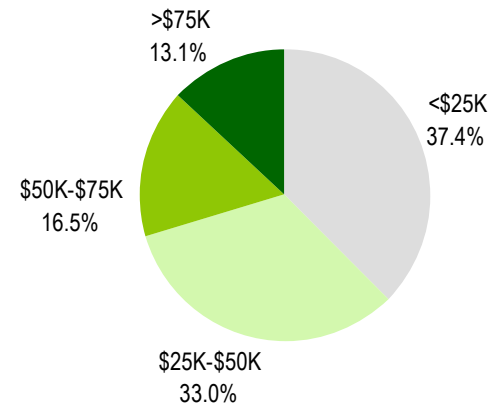
(Hours:Minutes)
Mon-Sun, 6AM-Mid



Urban Contemporary ranks third longest in TSL among persons 12-24 and adults 18-34.

Household Income

Persons 18+

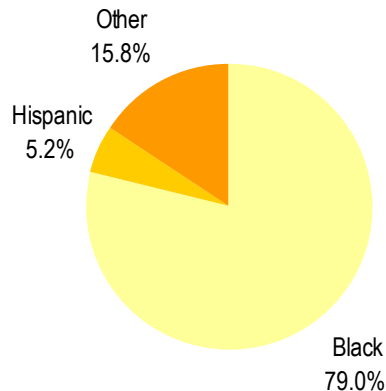


Nearly three in 10 adult consumers of Urban Contemporary reside in households earning \$50,000 or more.

Ethnic Composition*

AQH Persons

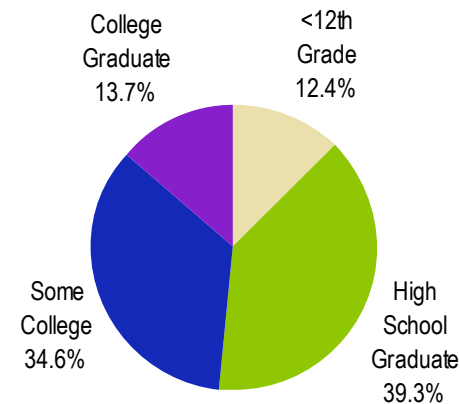
* Only in DST-Controlled Markets



Urban Contemporary's high African American audience composition is second only to Urban AC among the leading formats.

Education

Persons 18+



More than half of Urban Contemporary adult consumers have attended college.

Urban Contemporary

Audio/Video Stores (Past 12 Months)	Index	%
Kmart	184	7.9%
Radio Shack	143	8.4%
Sam's Club	130	7.4%
Wal-Mart	129	31.2%
Target	122	16.2%
Best Buy	112	30.0%
Any audio/video store	112	64.8%

Electronics (Plan to Buy)	Index	%
Video game system	229	7.1%
DVR (Tivo, etc.)	211	3.5%
MP3 player (iPod, etc.)	204	5.7%
iPad	198	11.0%
High-definition TV	163	10.1%
Digital camera	157	8.7%
Smartphone	152	8.5%
Computer	152	13.2%
Blu-ray disc player	149	6.7%
E-reader (Kindle, Sony, Reader, etc.)	117	4.1%

Home Improvement (Past 12 Months)	Index	%
Installed home security system	129	2.3%
Remodeled kitchen	120	9.0%
Installed siding	117	2.5%
Repaired/replaced heater/AC	108	7.4%
Remodeled bathroom	107	11.7%
Painted interior/hung wallpaper	97	23.0%
Installed carpeting/floor covering	96	10.9%
Had landscaping done	73	17.4%
Had any home improvement	89	47.3%

Department Stores Shopped (Past 3 Months)	Index	%
Burlington Coat Factory	200	20.2%
Family Dollar	186	40.8%
Marshalls	163	21.7%
Dollar General	140	38.4%
TJ Maxx	129	17.1%
Any department store	100	96.1%

Clothing/Shoe Stores Shopped (Past 3 Months)	Index	%
Burlington Coat Factory	217	16.1%
Any clothing store	102	84.9%
Athlete's Foot	381	5.1%
Lady Foot Locker	331	6.9%
Foot Locker	312	22.7%
Finish Line	280	10.4%
Any shoe store	109	79.1%

Paid Leisure (Past 12 Months)	Index	%
Rap/Hip Hop concert	309	11.8%
Job fair/recruitment fair	216	9.1%
High school sports event	118	23.5%
Circus	185	9.3%
Comedy club	165	10.6%
Bowling	142	27.8%
Bar/nightclub at casino	138	10.2%
Zoo	118	29.6%
Professional sports event	106	37.7%
Table games at casinos	106	10.2%
Visited casino	100	33.6%
Art museum	99	13.0%

Many Urban Contemporary listeners plan to buy a new or used vehicle, with an emphasis on import brands such as Nissan, Kia, and Hyundai. Listeners to this youth-skewing format are technology fans—they are looking to purchase a wide variety of items including video gaming systems, DVRs, iPads, and digital cameras over the year. They also used the web with gusto, visiting a variety of entertainment and information sites and purchasing movie tickets and mobile apps. Urban Contemporary listeners use Twitter at twice the average. They are cost conscious, shopping at discount retailers such as Burlington Coat Factory, Marshalls/TJ Maxx, and Wal-Mart, but they were more interested in purchasing shoes at specialty footwear stores. Beverages of choice included liquors, wine coolers, and fruit juices/drinks.

Cable Networks Viewed (Past 7 Days)	Index	%
TV One	498	10.3%
BET	436	35.1%
MTV2	276	11.7%
VH1	246	22.1%
MTV	226	26.7%
Adult Swim	201	12.9%
Nick at Nite	193	12.1%
Oxygen	185	16.2%
Nick Jr.	182	12.1%
Premium cable (HBO, Showtime, etc.)	138	22.8%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Web Brands Used (Past 30 Days)	Index	%
MTV.com	293	5.6%
NBA.com or team website	238	6.7%
Twitter	214	11.7%
MySpace	209	11.1%
CareerBuilder	202	8.7%
Monster	194	7.5%
Ask	162	8.7%
Pandora.com	146	12.9%
AOL	135	15.5%
ESPN.com	132	16.8%
Yahoo!	130	51.4%
Facebook	130	58.7%
YouTube	129	42.2%
Bing	115	19.2%
Google	109	66.6%

Shopped Online for... (Past 12 Months)	Index	%
Movie tickets	144	17.5%
Mobile device	138	13.3%
Groceries/candy/other food items	123	8.2%
Toys or games	120	14.6%
Furniture/home furnishings	119	12.8%
Sporting event tickets	117	10.4%
Sports logo apparel	116	9.5%
Vehicle (car, truck, SUV, etc.)	115	11.3%
Clothing or accessories	114	35.4%
Music (iTunes, etc.)	114	14.0%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Chinese	122	48.9%
Seafood	112	18.0%
Pizza	106	35.5%
Coffee house/coffee bar	98	12.9%
Steakhouse	94	17.6%
Italian	85	18.2%
Any restaurant	100	94.2%
Any upscale restaurant	86	12.5%
Any sit-down restaurant	95	77.1%
Any fast-food restaurant	104	91.5%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	128	9.2%
Buy any used vehicle	159	18.7%
Buy/lease hybrid vehicle	142	3.1%
<i>Domestic own/leased:</i>		
Mercury	116	3.2%
Chrysler	87	3.9%
Dodge	84	9.2%
Chevrolet	84	19.4%
Ford	83	21.2%
GMC	78	4.1%
<i>Import own/leased:</i>		
Nissan	118	9.5%
Kia	112	2.5%
Hyundai	109	3.9%
Honda	99	13.7%
Toyota	75	13.4%

Grocery (Past 30 Days)	Index	%
Baby food	158	9.2%
Frozen pizza	119	47.0%
Candy	107	56.9%
Tea	103	44.9%
Ice cream, frozen juice bars	102	66.0%
Packaged meat (bacon, hot dogs, etc.)	102	71.7%
Other frozen dinners/meals	102	39.8%
Store brand/private label	79	33.2%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Wine cooler	163	13.6%
Liquor (spirits)	121	48.2%
Hard cider	120	4.5%
Beer	105	49.2%
Wine	102	54.1%
<i>Non-alcoholic:</i>		
Hi-C	259	7.6%
Hawaiian Punch	249	13.9%
Arizona (other fruit drinks)	231	9.4%
Deer Park	217	11.8%
Red Bull	192	8.1%
Minute Maid	187	10.7%
Sunny Delight	177	10.6%
Sprite	173	23.0%

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

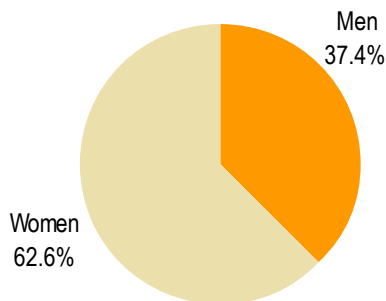
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Contemporary Christian



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Contemporary Christian has the largest proportion of women of all formats in this report.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
2.2%	2.3%	2.4%	2.2%	2.5%	2.7%	2.8%	2.7%

12+ AQH Share in PPM Markets	2.0%
12+ AQH Share in Diary Markets	3.3%
12+ AQH Share in non-Metro counties	3.2%

Contemporary Christian ratings have remained stable in recent years, but have gained steadily in PPM markets.

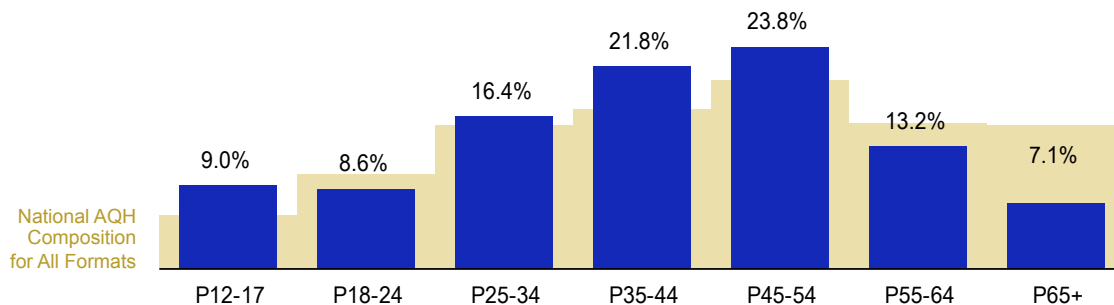
- Increasing strength in PPM markets
- High percentage of college graduates
- Interest in buying digital cameras, Blu-ray players

Well-Educated, Solid Consumers

Contemporary Christian's footprint covered all 50 states via 831 rated stations; it was heard by 18 million weekly listeners in Fall 2011 featuring an array of artists including MercyMe, tobyMac, Casting Crowns, and Jeremy Camp. The format is off by a tenth from its all-time high of a 2.8 share it earned last year. It had the highest proportion of female listeners of all formats in this study. Contemporary Christian listeners are well educated and were highly likely to have conducted home improvement projects in the previous year.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



More than three-quarters of Contemporary Christian's audience is between 25 and 64, and 62% is between 25 and 54.

Contemporary Christian

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

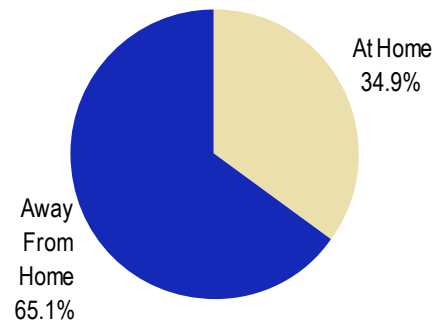
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
134	122	132	46	85

With specialty Sunday programming, this format ranks No. 5 in its high proportion of weekend ratings compared to its overall share.

Share of Listening by Location

Location (At Home vs. Away From Home)

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

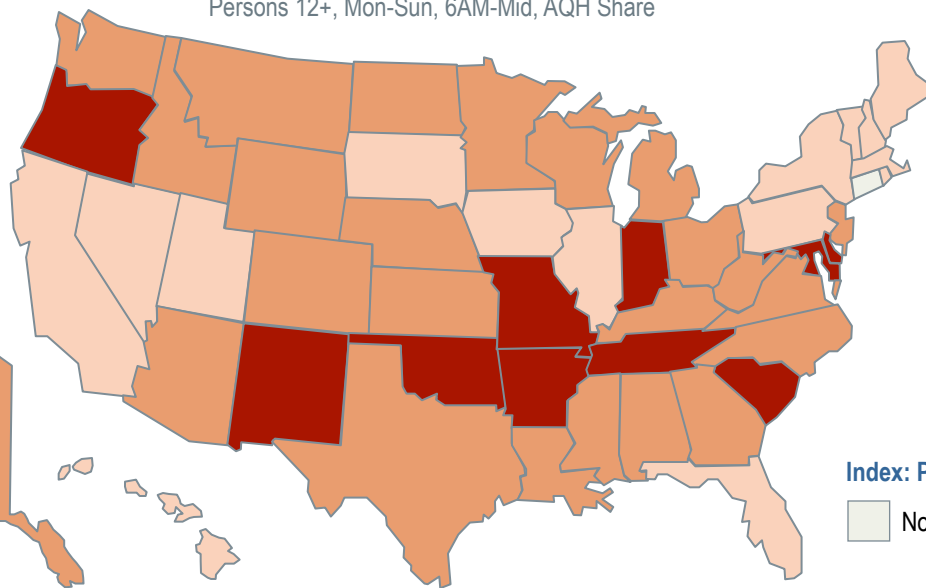


Contemporary Christian's percentages here represent the median of all major formats in its proportion of away-from-home vs. at-home listening.

Audience Share by State

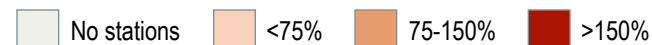
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Contemporary Christian has more than twice its national share in Arkansas, Delaware, Maryland, Missouri, Oklahoma, and Oregon. Its audience share is above its national share in 23 other states.

Index: Percent +/- National Format Share



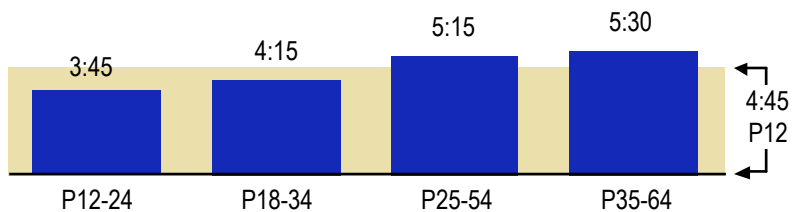
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Contemporary Christian

Time Spent Listening by Demographic

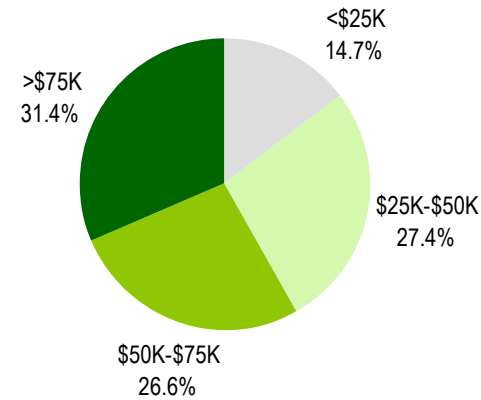
(Hours:Minutes)
Mon-Sun, 6AM-Mid



No. 5 overall, Contemporary Christian has the fourth longest TSL among persons 12-24, and ranks fifth among adults 18-34, 25-54, and 35-64.

Household Income

Persons 18+

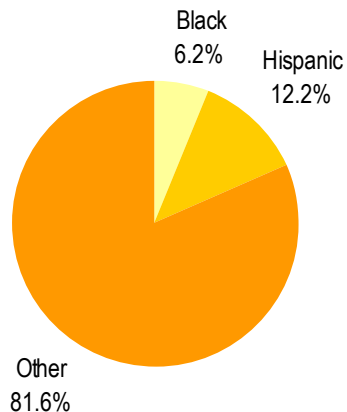


Contemporary Christian ranks above average in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

AQH Persons

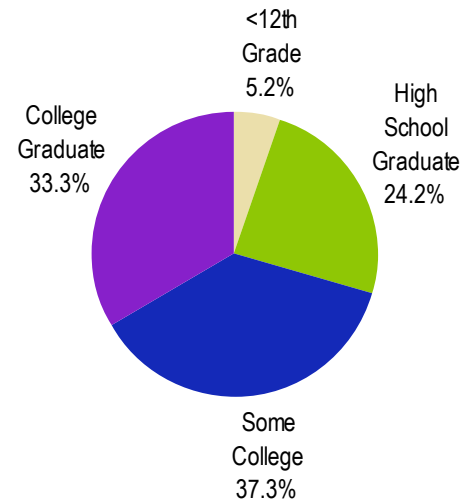
* Only in DST-Controlled Markets



As the proportion of Black listeners fell to a seven-year low, the proportion of non-Black, non-Hispanic consumers reached a seven-year high.

Education

Persons 18+



This format ranks No. 3 in the proportion of its adult listeners who hold college degrees.

Contemporary Christian

Audio/Video Stores (Past 12 Months)	Index	%
Sam's Club	128	7.3%
Target	122	16.2%
Best Buy	119	31.6%
Costco	119	6.5%
Wal-Mart	119	28.8%
Any audio/video store	110	63.6%

Electronics (Plan to Buy)	Index	%
Digital camera	120	6.6%
Blu-ray disc player	117	5.3%
E-reader (Kindle, Sony Reader, etc.)	116	4.1%
High-definition TV	108	6.7%
Smart phone	108	6.1%
Computer	106	9.2%
iPad	101	5.6%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	123	29.3%
Painted interior/hung wallpaper	119	28.3%
Installed carpet/floor covering	114	12.9%
Replace/repaired heat/AC	112	7.7%
Replaced rust/major repair to roof	109	6.7%
Replaced windows	109	6.3%
Remodeled bathroom	105	11.5%
Painted exterior	97	8.3%
Any home improvement	111	59.2%

Department Stores Shopped (Past 3 Months)	Index	%
Kohl's	124	41.5%
Target	119	59.2%
Sam's Club	117	24.7%
TJ Maxx	114	15.1%
Big Lots	112	22.6%
Any department store	101	97.4%

Clothing Stores Shopped (Past 3 Months)	Index	%
Old Navy	127	20.7%
Target	125	38.6%
Kohl's	124	34.0%
TJ Maxx	115	11.2%
JC Penney	109	30.2%
Any clothing store	104	85.9%
Any shoe store	105	76.4%

Paid Leisure (Past 12 Months)	Index	%
Zoo	129	32.2%
Bowling	127	24.7%
Photography	121	30.6%
Sewing/crafts	119	18.7%
Dance/ballet performance	115	7.0%
Paid ticket music concert	115	13.8%
Professional sports event	115	41.2%
Country music concert	114	8.8%
Live theatre	111	21.4%
Symphony/opera	110	8.4%

Contemporary Christian listeners were more likely to have conducted a home improvement project in the past year, particularly with landscaping, wall coverings, and floor coverings. Consumer technologies such as digital cameras and Blu-ray players were in their sights. Cultural events were high on their list, as were pro sports events and visiting the zoo. They were more likely to buy a domestic vehicle, but Toyotas and Hondas were also high on their list. Listeners to this format watched family-oriented cable channels such as Disney, Nick Jr., and ABC Family. They are avid web users and they spent money online buying toys, movie tickets, and travel.

Cable Networks Viewed (Past 7 Days)	Index	%
Disney	114	18.8%
HGTV	114	18.9%
Nick Jr.	114	7.6%
ABC Family	112	18.4%
CMT	110	10.9%
Nickelodeon	110	10.8%
TLC	105	14.4%
Fox News	104	23.4%
truTV	100	8.6%
Food Network	99	24.1%
Premium cable (HBO, Showtime, etc.)	87	14.3%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Contemporary Christian

Web Brands Used (Past 30 Days)	Index	%
FoxNews.com	126	14.9%
Craigslist	132	28.0%
Weather.com	128	27.8%
Mapquest	126	37.4%
Facebook	125	56.0%
Amazon	123	33.3%
Bing	122	20.3%
YouTube	122	20.3%
eBay	121	24.0%
Google	119	72.7%
YouTube	125	41.0%

Shopped Online for... (Past 12 Months)	Index	%
Toys or games	136	16.5%
Movie tickets	134	16.3%
Mobile device apps	133	12.7%
Music (iTunes, etc.)	132	16.2%
Books	128	35.8%
Home accessories	127	17.7%
Consumer electronics	127	16.8%
Clothing or accessories	126	39.1%

Restaurant (Types Visited) (Past 30 days)	Index	%
Mexican	117	37.6%
Coffee house/coffee bar	114	15.0%
Pizza	113	37.9%
Steakhouse	107	20.2%
Chinese	105	42.0%
Italian	102	21.8%
Any restaurant	103	96.8%
Any upscale restaurant	101	14.7%
Any sit-down restaurant	106	86.1%
Any fast-food restaurant	106	92.6%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	96	6.9%
Buy any used vehicle	109	12.8%
Buy/lease hybrid vehicle	92	2.0%
<i>Domestic own/leased:</i>		
Jeep	113	5.3%
Chevrolet	112	25.7%
Dodge	108	11.9%
Ford	107	27.5%
GMC	107	5.6%
<i>Import own/leased:</i>		
Mazda	140	4.0%
Kia	134	3.0%
Honda	121	16.7%
Nissan	114	9.2%
Toyota	109	19.5%

Grocery (Past 30 Days)	Index	%
Baby food	127	7.4%
Tortillas	125	47.6%
Salsa	121	43.8%
Energy/nutrition bars	119	24.7%
Frozen pizza	116	45.8%
Pretzels/chips/popcorn	113	69.7%
Yogurt (not frozen)	113	57.4%
Store brand/private label	117	49.1%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	129	4.9%
Wine cooler	121	10.1%
Wine	100	53.0%
Liquor (spirits)	97	38.3%
Beer	94	43.8%
<i>Non-alcoholic:</i>		
Aquafina	113	18.7%
Diet Coke	111	17.4%
Dasani	111	12.9%
Hot specialty coffee	109	19.1%
Dr Pepper	108	14.6%

Note: An Index of 100 is average.

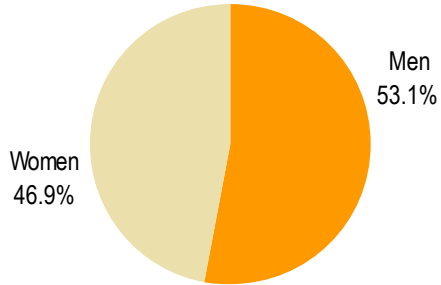
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Adult Hits + '80s Hits



Listeners 12+
(Gender Ratio)
Mon-Sun, 6AM-Mid



Adult/'80s Hits male/female proportions are on the median of the 23 formats in this report.

Like other "catalog" formats Classic Hits and Classic Rock Adult/'80s Hits leans male, but by a smaller margin.

AQH Share Trend
(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
0.4%	1.3%	2.1%	2.1%	2.0%	2.2%	2.2%	2.2%

12+ AQH Share in PPM Markets	2.7%
12+ AQH Share in Diary Markets	1.8%
12+ AQH Share in non-Metro counties	1.7%

Adult/'80s Hits ratings have remained remarkably steady in recent years, reliably outperforming in PPM markets its overall share.

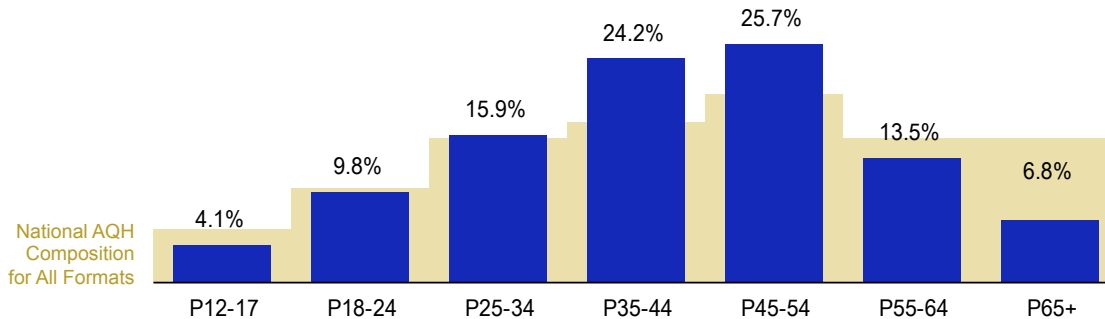
- Strong at-work/midday performance
- Growing percentage of college graduates
- Looking to buy smartphones, iPads

Popularity Rooted in Music Variety

Adult/'80s Hits stations are known for their musical variety. Many of these 279 rated stations use the "JACK-FM" brand, and they were heard by 24 million 12+ listeners in the Fall of 2011. The formats performed significantly better in PPM markets than elsewhere. Its listeners are looking to purchase smartphones, iPads, and computers, particularly at Fry's Electronics, Costco, and Target.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Narrowly targeted, about half of this format's audience is between 35-54.

Adult Hits + '80s Hits

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

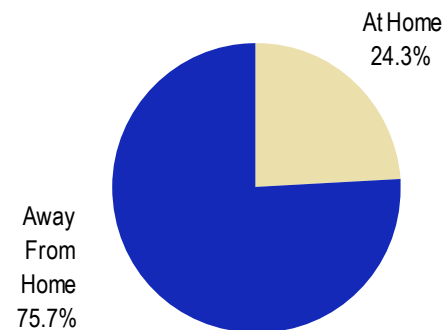
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
118	157	133	41	72

The audience index in middays is 57% above its overall share, the largest percentage of all formats studied.

Share of Listening by Location

Location (At Home vs. Away From Home)

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

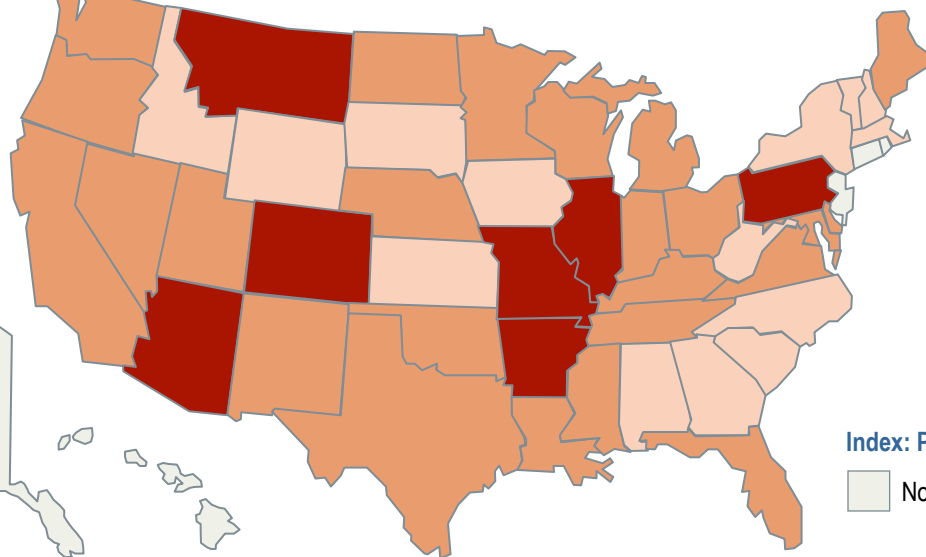


A higher proportion of Adult/'80s Hits' audience tunes in away from home than do the listeners of any other major format.

Audience Share by State

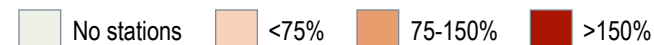
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Adult/'80s Hits has more than twice its national share in Arizona and Montana. Its audience share is above its national share in 24 states, all of them outside the New England region.

Index: Percent +/- National Format Share



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

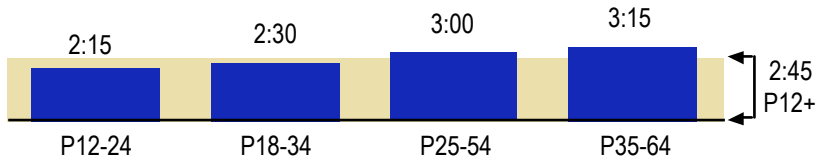
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Adult Hits + '80s Hits

Time Spent Listening by Demographic

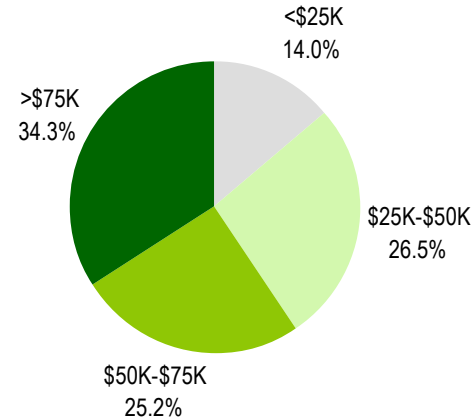
(Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL remained level from year to year among adults 25-54 and 35-64, and gained 15 minutes per week with persons 12-24.

Household Income

Persons 18+

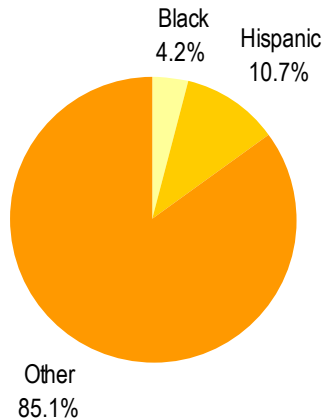


The format ranks fourth in the percentage of its adult audience residing in households earning \$75,000 or more per year.

Ethnic Composition*

AQH Persons

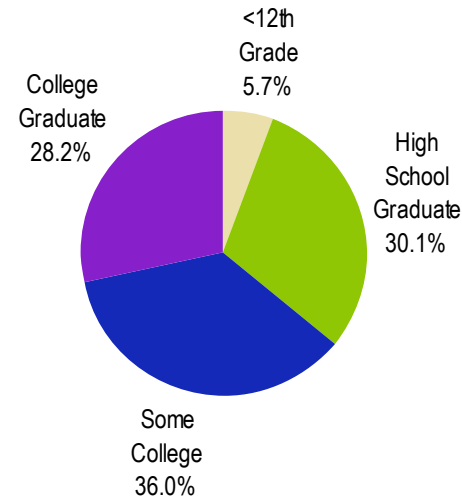
* Only in DST-Controlled Markets



The proportion of Black listeners reached a seven-year high, having risen by 50% since Spring '06.

Education

Persons 18+



These listeners are more likely to have earned a college degree than the national average.

Adult Hits + '80s Hits

Audio/Video Stores (Past 12 Months)	Index	%
Fry's Electronics	209	5.9%
Costco	165	9.0%
Target	147	19.5%
Best Buy	130	34.7%
Sam's Club	121	6.9%
Any audio/video store	112	64.9%

Electronics (Plan to Buy)	Index	%
Smartphone	134	7.5%
iPad	128	7.1%
Blu-ray disc player	128	5.8%
Computer	115	10.0%
Digital camera	112	6.2%
High-definition TV	112	7.0%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	123	29.3%
Painted interior/hung wallpaper	114	27.0%
Installed carpeting/floor covering	113	12.7%
Replaced windows	110	6.3%
Remodeled kitchen	109	8.2%
Repaired/replaced heater/AC	108	7.4%
Remodeled bathroom	109	11.9%
Had any home improvement done	107	57.2%

Department Stores Shopped (Past 3 Months)	Index	%
Costco	134	27.9%
Best Buy	129	36.5%
Target	125	61.9%
Kohl's	117	39.2%
Macy's	107	26.4%

Clothing Stores Shopped (Past 3 Months)	Index	%
Nordstrom	156	50.9%
Target	128	39.4%
Gap	126	8.3%
Kohl's	122	33.3%
Old Navy	118	19.3%
Any clothing store	102	85.0%

Paid Leisure (Past 12 Months)	Index	%
Rock concert	162	20.4%
Comedy club	139	8.9%
Zoo	137	34.3%
Art museum	116	15.3%
Symphony concert/opera etc.	113	8.7%
Country music concert	112	8.7%
High school sports event	108	21.7%
Live theatre	107	20.5%
Any professional sports event	139	49.4%
Any paid ticket music concert	116	13.8%

Adult/'80s Hits listeners spent better than average on landscaping, remodeling, and interior home improvements. This male-oriented audience is looking to buy a number of consumer electronics items, including smartphones, iPads, and computers. They're more likely to visit comedy clubs, music concerts, and sporting events. While many listeners to this format reported owning a Jeep or Toyota, an outsized number also owned BMW's, Mazdas, and VWs. They're more likely to buy audio/video equipment at big box stores such as Fry's, Costco, and Target. Their cable TV choices included a number of testosterone-injected networks such as Versus (now NBC Sports), FX, Spike, and sports networks.

Cable Networks Viewed (Past 7 Days)	Index	%
Versus	147	5.0%
FSN/FOX Sports Net	145	10.3%
Comedy Central	128	20.8%
Nick Jr.	127	8.4%
MTV	127	15.0%
FX	125	16.8%
Spike	125	16.0%
VH1	123	11.1%
Bravo	120	12.0%
Premium cable (HBO, Showtime, etc.)	117	19.2%

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Adult Hits + '80s Hits

Web Brands Used (Past 30 Days)	Index	%
NHL.com or team website	215	4.1%
LinkedIn	170	10.1%
MLB.com or team website	164	9.3%
Monster	155	6.0%
CareerBuilder	150	6.5%
Hulu	146	9.6%
Craigslist	144	30.5%
NFL.COM or team website	142	9.0%
ESPN.com	138	17.5%
Comcast.net	133	7.0%
CNN	131	13.1%
Wikipedia	131	26.8%
Mapquest	130	38.6%
Amazon	129	34.9%
MSN	129	17.6%
Weather.com	129	28.3%
YouTube	129	42.5%

Shopped Online for... (Past 12 Months)	Index	%
Movie tickets	154	18.7%
Sporting event tickets	154	13.6%
Sports logo apparel	151	12.5%
Music (iTunes, etc.)	148	18.1%
Furniture/home furnishings	142	15.3%
Mobile device applications	139	13.4%
Consumer electronics	138	18.3%
Airline tickets	138	33.5%
Toys or games	138	16.7%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Coffee house/coffee bar	130	17.1%
Mexican	127	40.9%
Pizza	118	39.7%
Upscale	116	16.9%
Italian	116	24.7%
Steakhouse	108	20.4%
Any Chinese restaurant	105	42.0%
Any fastfood restaurant	105	92.0%
Any sit-down restaurant	105	85.1%
Any restaurant	102	96.3%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy/lease hybrid vehicle	120	2.6%
Buy any used vehicle	111	13.1%
Buy any new vehicle	103	7.4%
<i>Domestic own/leased:</i>		
Jeep	122	5.8%
Ford	101	26.0%
Dodge	99	10.9%
Chevrolet	96	22.2%
<i>Import own/leased:</i>		
BMW	149	2.6%
Mazda	136	3.9%
Volkswagen	125	3.3%
Subaru	117	2.6%
Honda	114	15.9%
Nissan	111	8.9%
Toyota	111	20.0%

Grocery (Past 30 Days)	Index	%
Tortillas	133	50.4%
Salsa	129	46.5%
Energy/nutrition bars	122	25.2%
Frozen pizza	118	46.3%
Yogurt (not frozen)	114	57.4%
Pretzels, chips, popcorn	112	69.1%
Other frozen dinners/meals	112	43.7%
Baby food	114	6.6%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	150	5.7%
Beer	122	56.9%
Liquor (spirits)	122	48.4%
Wine	111	59.1%
Wine coolers	103	8.6%
<i>Non-alcoholic:</i>		
Arrowhead	152	7.1%
Ice Mountain	147	5.8%
Red Bull	125	5.2%
Diet Dr Pepper	122	8.3%
Diet Coke	119	18.5%
Gatorade	119	21.1%
Cherry Coke	116	6.4%

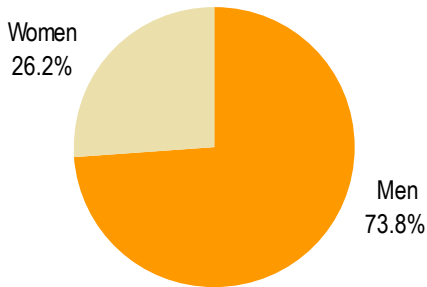
Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

Active Rock



Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Of the leading formats, Active Rock has the second largest proportion of male listeners in its audience.

AQH Share Trend

(Total U.S.)
Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
2.0%	2.3%	1.9%	1.9%	2.4%	2.4%	2.3%	2.1%

12+ AQH Share in PPM Markets	1.6%
12+ AQH Share in Diary Markets	2.6%
12+ AQH Share in non-Metro counties	2.2%

Active Rock's share has decreased slightly in recent years, and in Diary and Unrated markets outperforms its overall ratings.

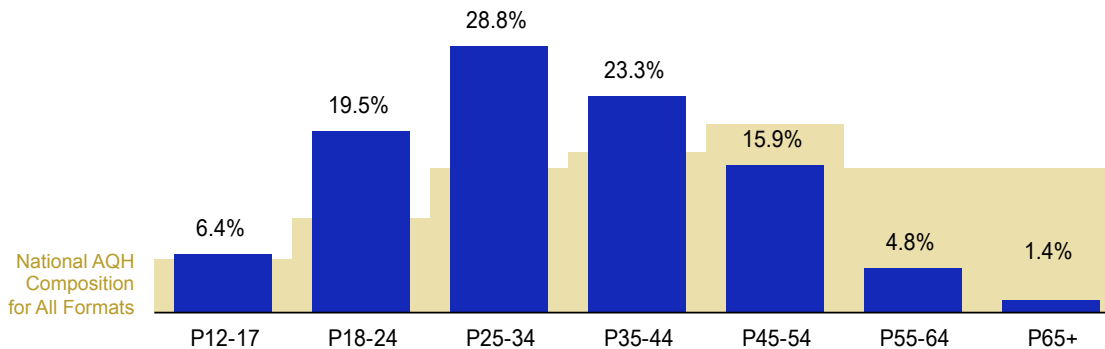
- High concentration of 25-34 adults
- High out-of-home listening
- Listeners love music concerts, sporting events

Young, Testosterone-Fueled Audience

Active Rock was heard by 16 million 12+ listeners over 236 rated stations in Fall 2011. Those listeners were likely to have heard a mix of contemporary and classic artists, such as Metallica, Seether, Avenged Sevenfold, Three Days Grace, and Five Finger Death Punch. Active Rock boasts a higher proportion of male listeners than any other music format in this study. They love caffeinated and alcoholic beverages, perhaps while attending music concerts and sporting events.

Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Active Rock has the third highest concentration of adults 25-34 in its audience of all major formats. Close to 80% of the Active Rock audience is under 45 years old.

Active Rock

Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

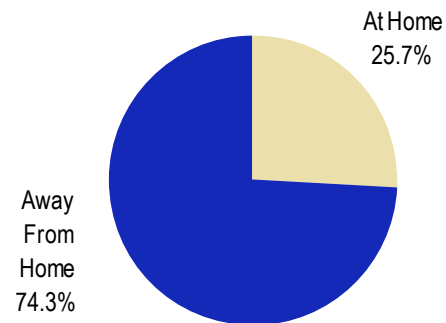
Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
139	134	133	51	70

Active Rock's audience index has grown slowly but steadily in evenings and weekends in recent years.

Share of Listening by Location

Location (At Home vs. Away From Home)

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

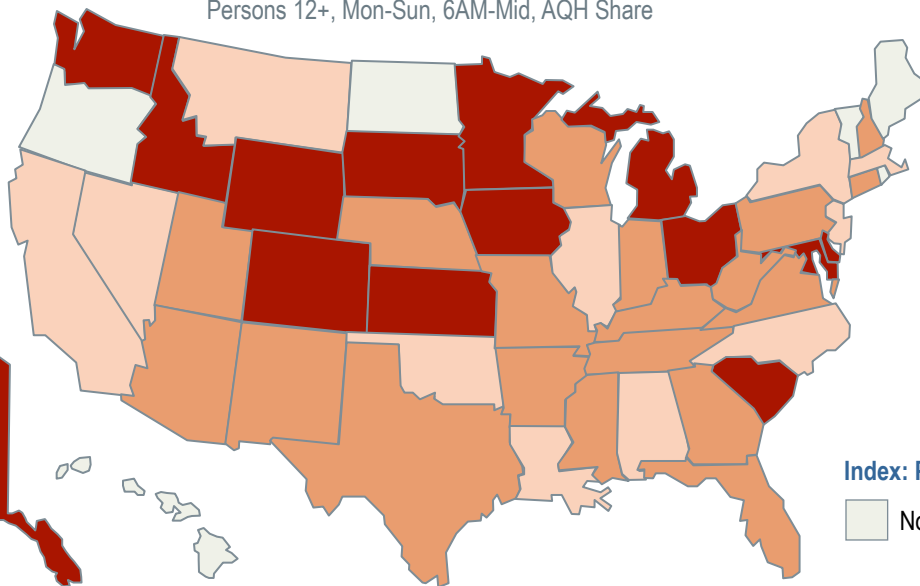


Nearly three-quarters of Active Rock listening takes place away from home. That ties for the second highest percentage of all formats in this report.

Audience Share by State

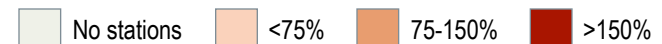
(Heat Index)

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Particularly strong in the Midwest and Rocky Mountain regions, Active Rock has more than twice its national share in Alaska, Idaho, Kansas, Michigan, Minnesota, and Wyoming. Its audience share is above its national share in 18 additional states.

Index: Percent +/- National Format Share



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

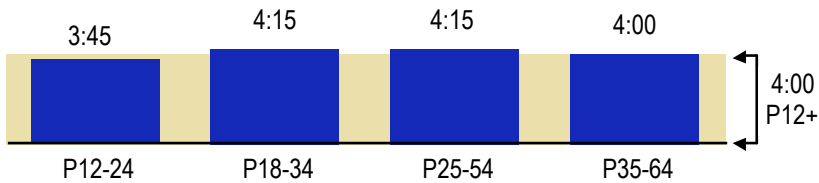
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Active Rock

Time Spent Listening by Demographic

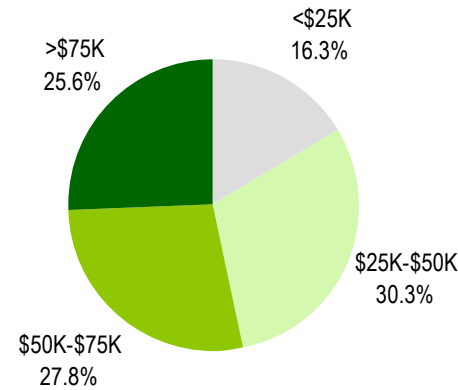
(Hours:Minutes)
Mon-Sun, 6AM-Mid



Active Rock has the fourth longest TSL among persons 12-24, and ranks fifth among adults 18-34.

Household Income

Persons 18+

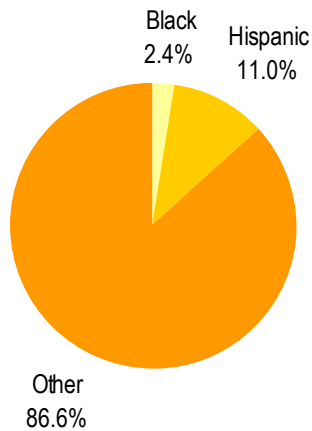


The proportion of Active Rock adult listeners living in \$75,000+ households is up incrementally in the past three years.

Ethnic Composition*

AQH Persons

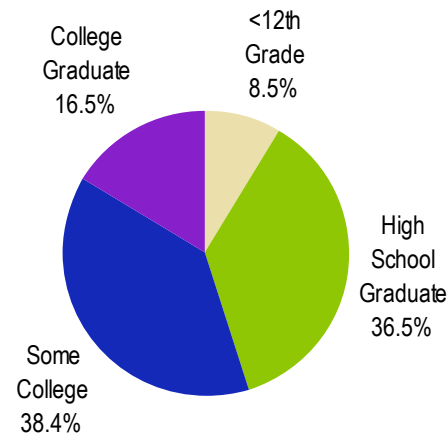
* Only in DST-Controlled Markets



The ethnic composition among Black, Hispanic, and "other" consumers is nearly unchanged in the past seven years.

Education

Persons 18+



The proportion of Active Rock adults with a college degree has grown by 16% over the past four years.

Audio/Video Stores (Past 12 Months)	Index	%
Target	144	19.2%
Best Buy	136	36.3%
Wal-Mart	135	32.7%
Costco	130	7.1%
K-mart	125	5.4%

Electronics (Plan to Buy)	Index	%
Blu-ray disc player	156	7.0%
Smartphone	149	8.4%
Digital camera	142	7.9%
High-definition TV	138	8.6%
Computer	128	11.1%
iPad	119	6.6%

Home Improvement (Past 12 Months)	Index	%
Had landscaping done	127	30.3%
Remodeled bathroom	124	13.6%
Had other remodeling done	120	10.9%
Installed carpeting/floor covering	117	13.2%
Remodeled kitchen	114	8.6%
Painted interior/hung wallpaper	113	26.8%
Repaired/replaced heater/AC	113	7.7%
Had any home improvement done	110	58.5%

Department Stores Shopped (Past 3 Months)	Index	%
Best Buy	132	37.3%
Target	115	57.2%
Nordstrom Rack	109	3.1%
Wal-Mart	108	78.5%
Kohl's	107	35.8%
Big Lots	100	20.2%
Any department store	101	96.8%

Clothing Stores Shopped (Past 3 Months)	Index	%
Express/Express for Men	143	3.4%
Famous Footwear	133	11.2%
Old Navy	127	20.7%
Target	118	36.3%
Nordstrom Rack	112	2.4%
Wal-Mart	109	51.6%

Paid Leisure (Past 12 Months)	Index	%
Rock concert	182	22.9%
Bowling	165	32.2%
Golf	147	17.0%
Table games at casino	149	14.4%
Visited casino	101	33.8%
Comedy club	142	9.1%
Any professional sports event	131	46.8%
Zoo	129	32.4%
High school sports event	114	22.8%

Although the demographics of this format are somewhat younger than other Rock formats, Active Rock listeners did a lot of work to their homes in the last year, especially landscaping and room remodeling. They are technologists, with higher-than-average interests in Blu-ray players, smartphones, and digital cameras. Active Rock listeners are more likely to consume alcoholic beverages, except wine and several of their preferred soft drinks are carbonated and caffeinated. They love music concerts and sporting events, as well as family outings to the zoo, amusement parks, and high school sports events. Domestic vehicles are the preferred choice of these listeners and they are planning to buy a used vehicle next year. Big box stores such as Best Buy, Target, and Wal-Mart are a top choice among retailers.

Cable Networks Viewed (Past 7 Days)	Index	%
Adult Swim	197	12.6%
Comedy Central	165	26.7%
MTV	158	18.7%
FX	156	21.1%
Spike	156	19.9%
Nickelodeon	148	14.5%
VH1	144	12.9%
truTV	141	12.2%
Syfy	139	18.6%
Premium cable (HBO, Showtime, etc.)	107	17.6%

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Web Brands Used (Past 30 Days)	Index	%
Hulu	175	11.5%
MySpace	167	8.9%
NFL.com or team website	164	10.3%
Craigslist	160	33.8%
CareerBuilder	159	6.9%
ESPN.com	158	20.0%
YouTube	147	48.3%
eBay	140	27.9%
Facebook	134	60.3%
Weather.com	13	29.0%

Shopped Online for... (Past 12 Months)	Index	%
Mobile device applications	161	15.4%
Sporting event tickets	159	14.0%
Music (iTunes, etc.)	156	19.1%
Movie tickets	155	18.8%
Sports logo apparel	154	12.7%
Consumer electronics	151	20.0%
Vehicle (car, truck, SUV, etc.)	151	14.8%
Insurance	143	8.4%
Pet supplies	143	9.7%
Computer hardware/software	143	20.1%

Restaurant (Types Visited) (Past 30 Days)	Index	%
Chinese	108	43.2%
Any pizza restaurant	128	42.9%
Mexican restaurant	122	39.5%
Italian restaurant	102	21.8%
Steakhouse	110	20.6%
Coffee house/coffee bar	111	14.6%
Any restaurant	102	96.2%
Any fast-food restaurant	106	93.0%
Any sit-down restaurant	103	83.2%

Auto	Index	%
<i>Plan to buy (next 12 months):</i>		
Buy any new vehicle	96	6.9%
Buy any used vehicle	128	15.2%
Plans to buy/lease hybrid vehicle	103	2.2%
<i>Domestic own/leased:</i>		
Jeep	124	5.9%
Dodge	120	13.2%
Chevrolet	116	26.6%
Ford	114	29.2%
<i>Import own/leased:</i>		
Mazda	139	3.9%
Nissan	107	8.7%
Honda	105	14.6%
Hyundai	100	3.6%
Toyota	95	17.1%

Grocery (Past 30 Days)	Index	%
Frozen pizza	138	54.2%
Tortillas	133	50.4%
Salsa	128	46.1%
Any store brand/private label food	124	52.0%
Other frozen dinners/meals	122	47.5%
Candy	116	62.0%
Pretzels, chips, popcorn	114	70.3%
Packaged meat (bacon, hot dogs, etc.)	111	78.1%
Energy bars/nutrition	110	22.9%

Beverages (Past 7 Days)	Index	%
<i>Alcoholic:</i>		
Hard cider	174	6.6%
Beer	127	59.2%
Liquor (spirits)	124	49.4%
Wine cooler	121	10.1%
Wine	101	53.8%
<i>Non-alcoholic:</i>		
Mountain Dew	173	19.5%
Dr Pepper	154	20.7%
Powerade	160	10.3%
Gatorade	142	25.2%
Coke Classic	121	28.1%

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011.

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Additional Noteworthy Formats

The following pages provide an overview of seven additional formats:

- Alternative
- Oldies
- All News
- Spanish Contemporary
- Album Oriented Rock (AOR) + Mainstream Rock
- Religious
- Adult Album Alternative (AAA)

In Fall 2011, each of these formats earned between a 1.1% and 1.8% share of radio listening nationally. While *Radio Today 2012* focuses on the primary radio formats, the significant legacy value or specific market impact of these seven formats warranted their inclusion in this report.

Alternative

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
3.1%	2.4%	2.1%	2.1%	2.2%	2.1%	2.1%	1.8%

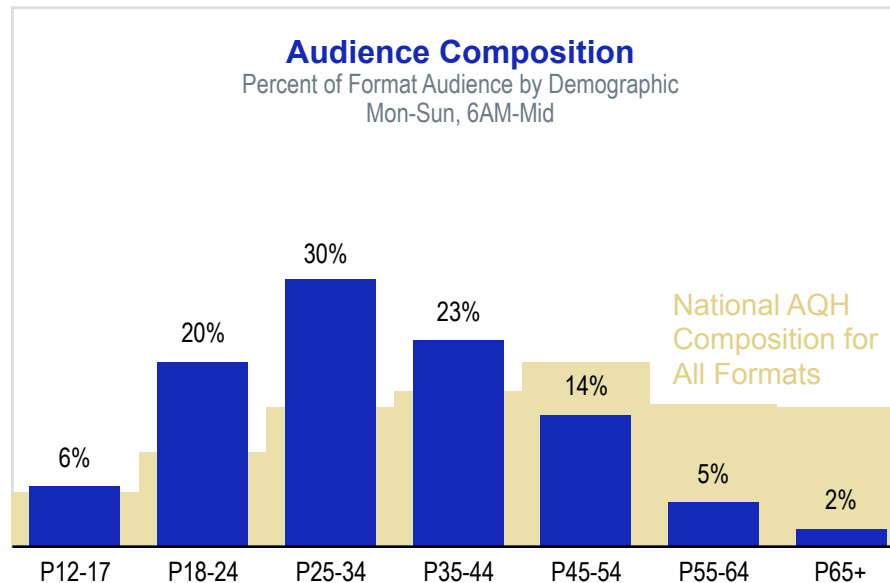
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
128	130	135	54	76

Audience Composition

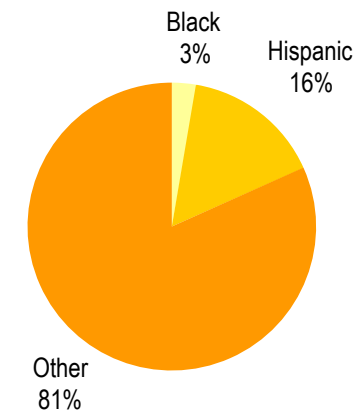
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
5.0%	4.1%	3.3%	2.6%	2.3%	1.7%	1.6%	1.6%

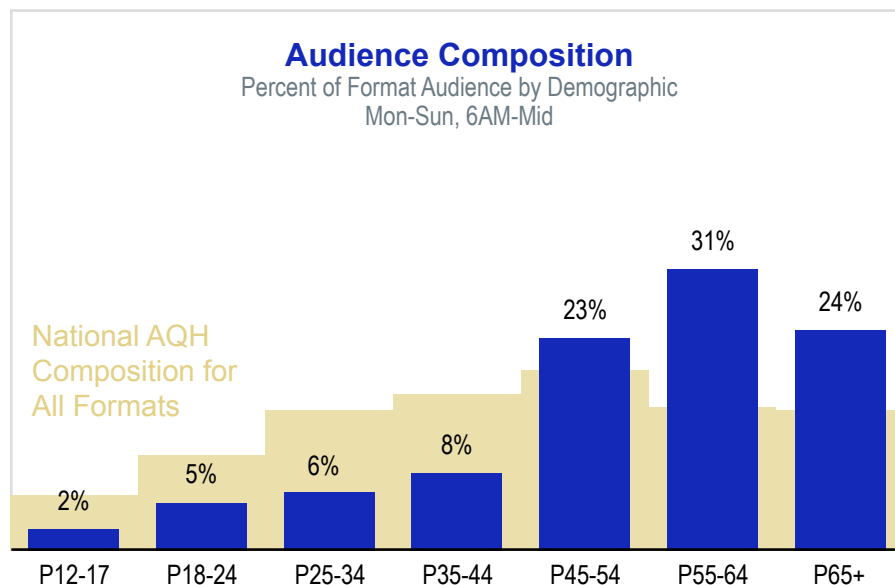
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
126	159	122	36	76

Audience Composition

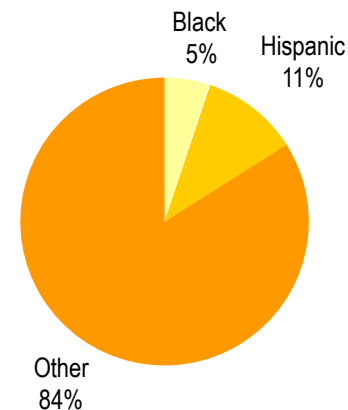
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
1.5%	n/a	1.4%	1.4%	1.5%	1.5%	1.5%	1.5%

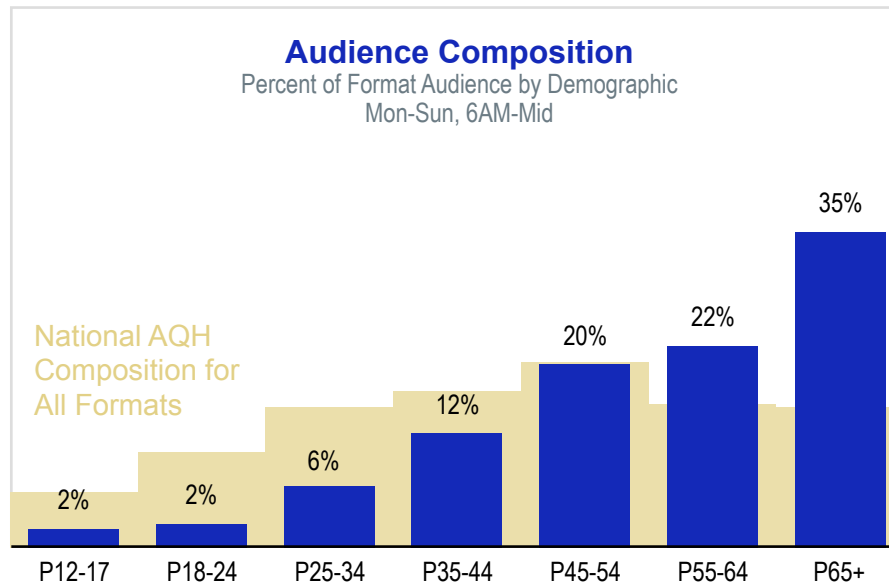
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
170	111	119	46	80

Audience Composition

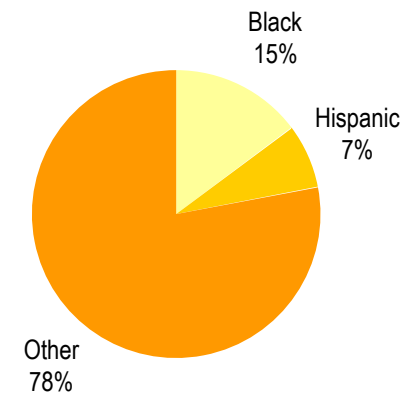
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Contemporary

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
1.6%	1.9%	1.9%	1.5%	1.2%	1.2%	1.4%	1.5%

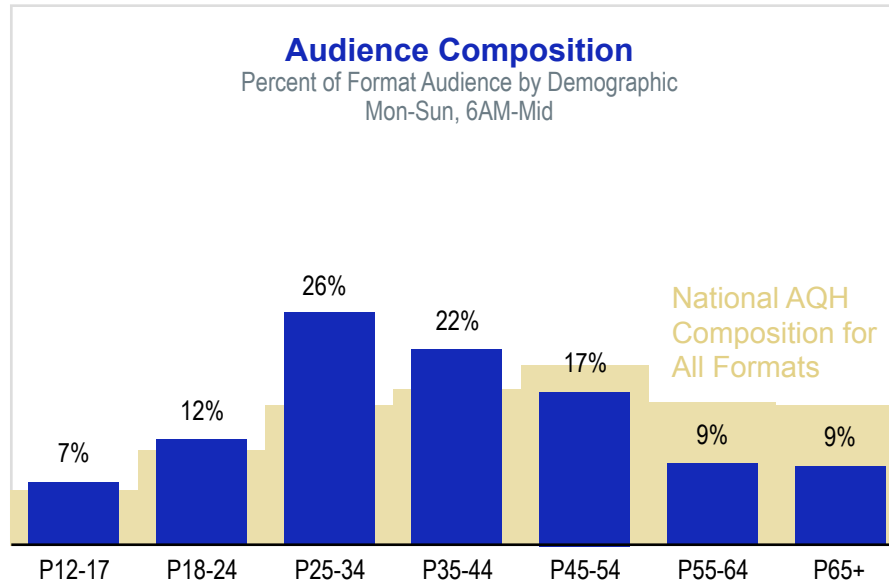
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
113	134	125	50	90

Audience Composition

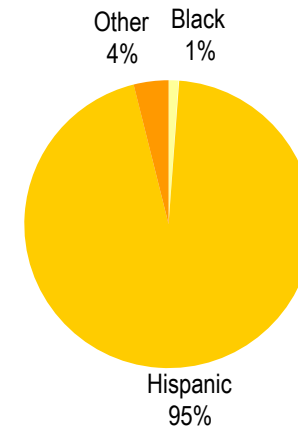
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

Album Oriented Rock (AOR) + Mainstream Rock

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	SP08	FA09	FA10	FA11
n/a	n/a	n/a	n/a	n/a	n/a	n/a	1.9%

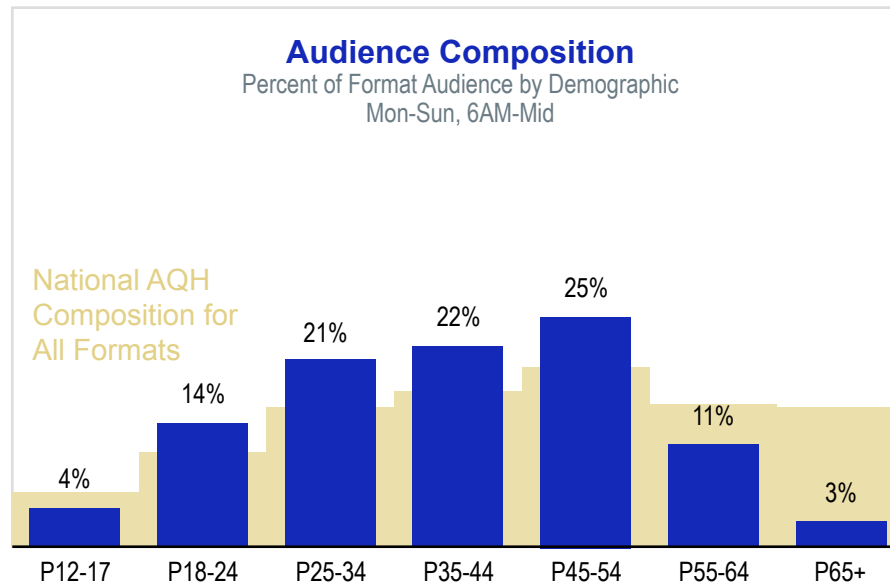
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
152	138	125	46	68

Audience Composition

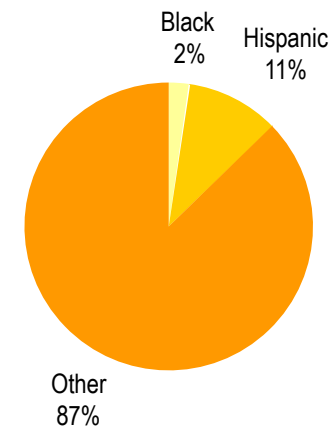
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

Religious

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
n/a	n/a	1.5%	1.5%	1.4%	1.3%	1.3%	1.2%

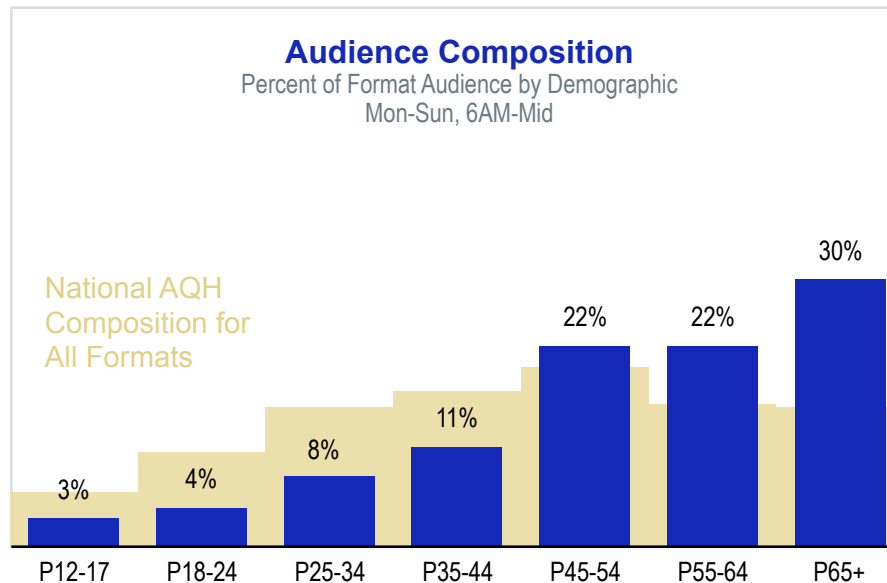
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
161	125	110	47	80

Audience Composition

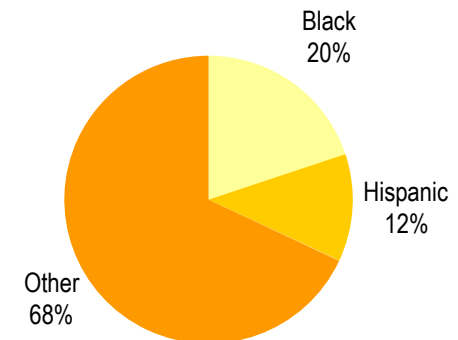
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

Adult Album Alternative (AAA)

AQH Share Trend

(Total U.S.)

Persons 12+, Mon-Sun, 6AM-Mid

SP04	SP05	SP06	SP07	FA08	FA09	FA10	FA11
0.9%	n/a	0.9%	0.9%	1.1%	1.2%	1.2%	1.1%

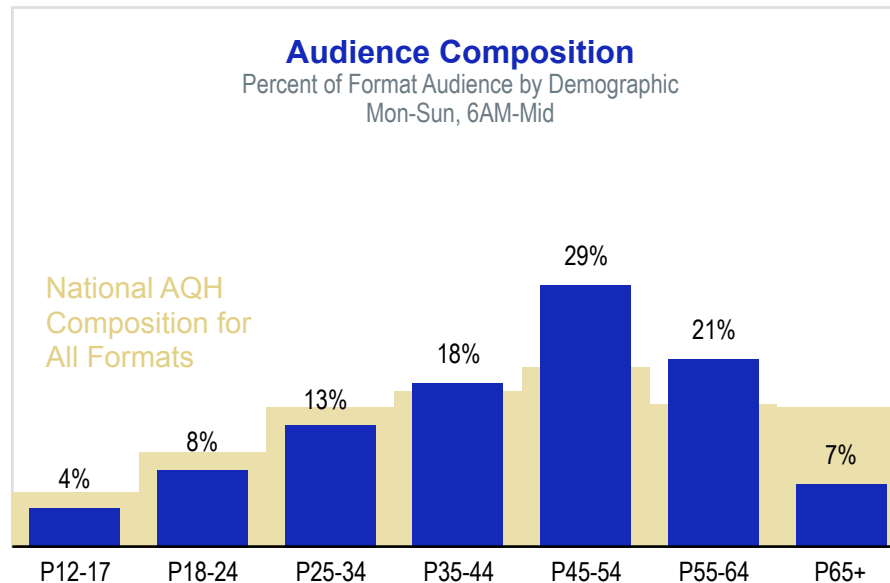
Index of AQH Listening by Daypart

100 = Persons 12+, Mon-Sun, 6AM-Mid

Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid
114	146	133	43	81

Audience Composition

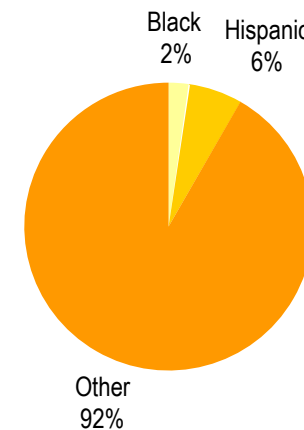
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Ethnic Composition*

AQH Persons

*Only in DST-Controlled Markets



Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2011.

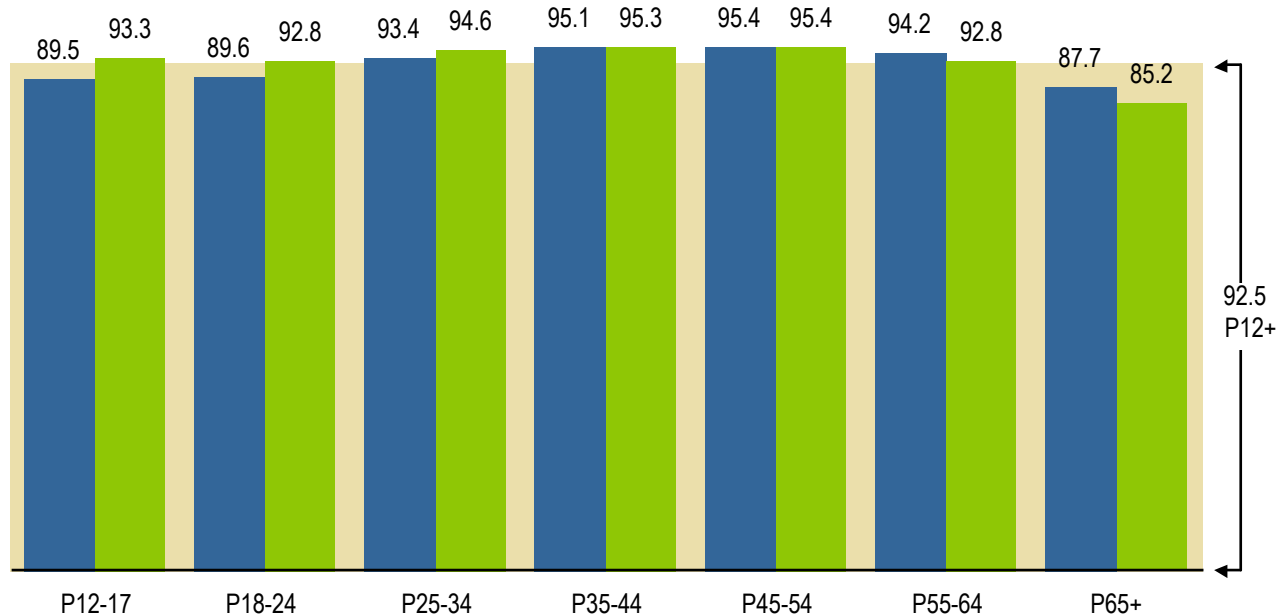
National Radio Listening Trends

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

Listeners 12+ (Mon-Sun 6AM-Mid)



How to Read:

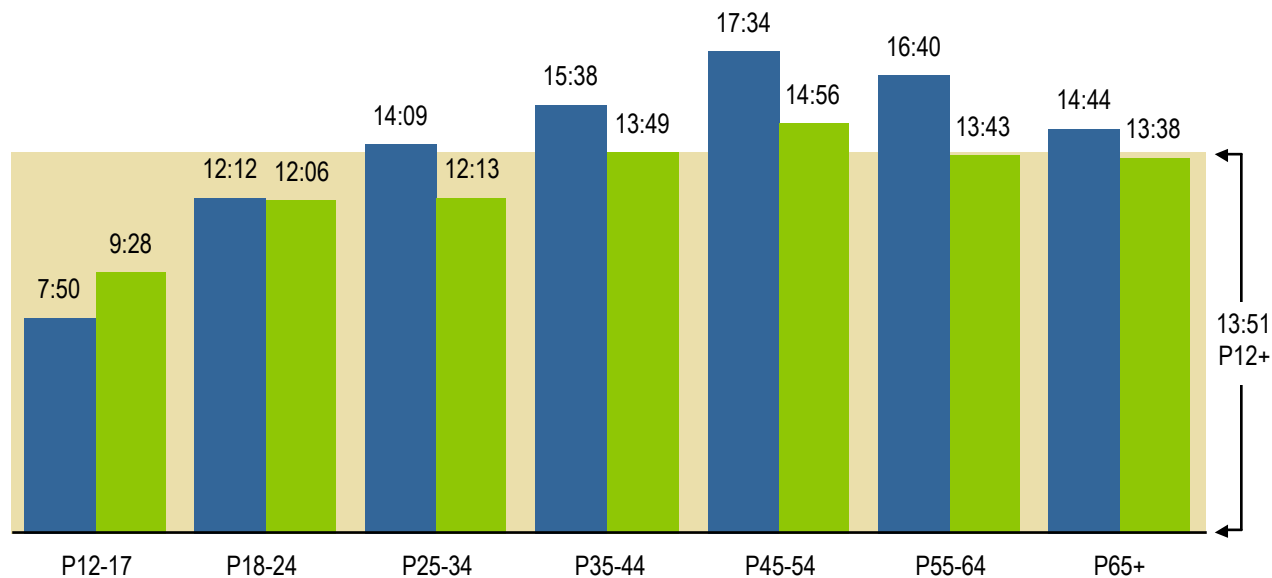
These figures represent "Weekly Cume Ratings." For example, slightly less than 93% of Women 18-24 in the United States tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The tan background represents the average of all Americans at least 12 years old who listen to radio at least once during the week (92.5%). You can then see how radio reaches various demographic groups compared to the national average.

continued ►

Radio Reaches All Ages

Time Spent Listening

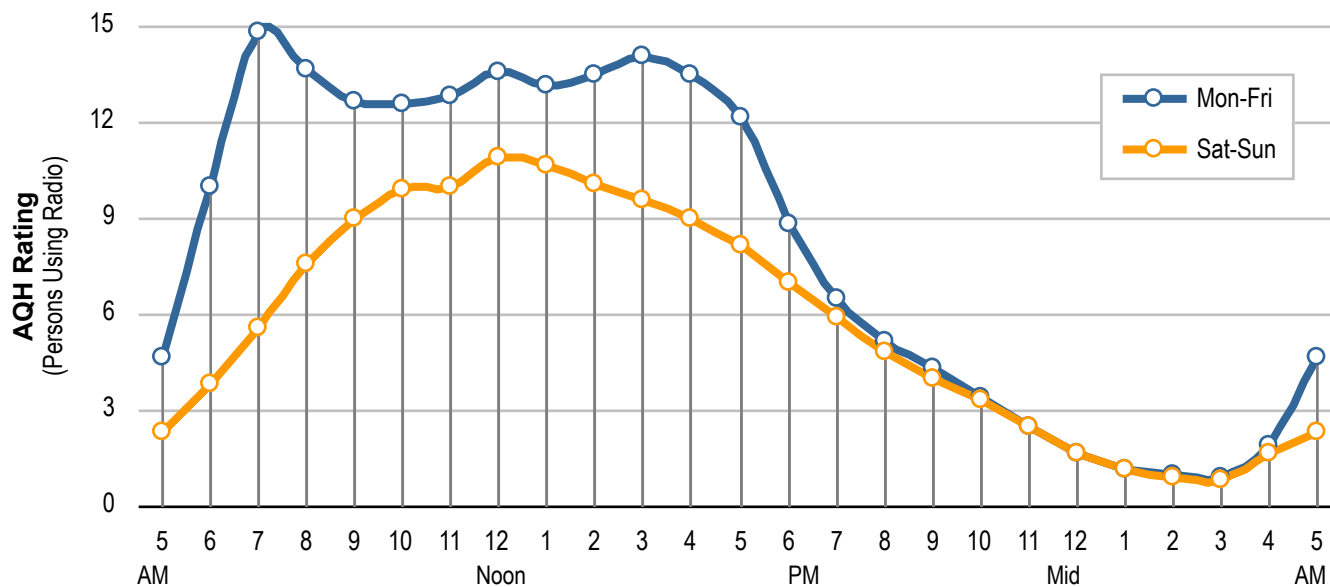
Hours: Minutes per Week
 Listeners 12+ (Mon-Sun 6AM-Mid)



Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

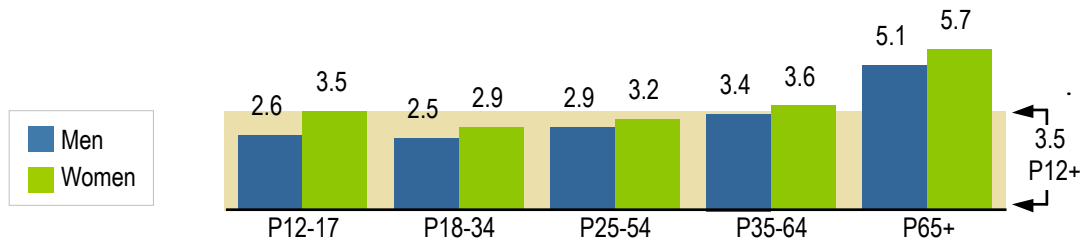
Listeners 12+
Percent of Persons Using Radio
Mon-Fri, Sat-Sun, Total Day (5AM-5AM)



Where Men and Women Listen

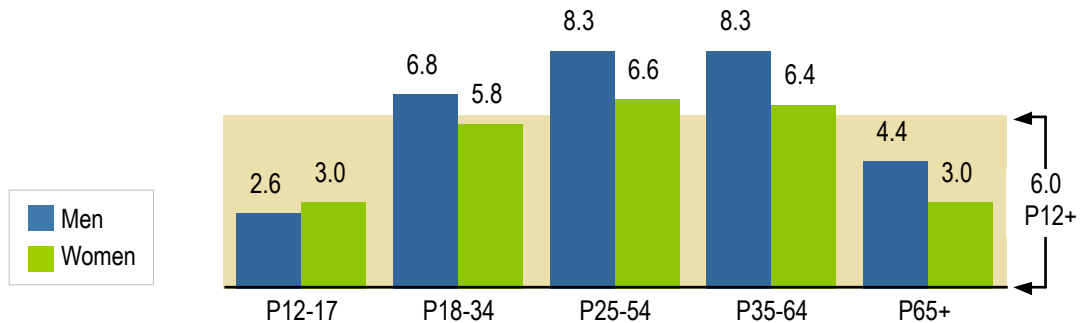
At-Home Listening for Men and Women

Total Week, AQH Rating
Mon-Sun (6AM-Mid)



Away-From-Home Listening for Men and Women

Total Week, AQH Rating
Mon-Sun (6AM-Mid)



Listening by Daypart

Listening by Daypart

Mon-Sun, 6AM-Mid

Cume Ratings

		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	60	41	67	48	64	88
	W	67	47	74	56	72	92
P18-24	M	58	66	70	55	67	88
	W	64	73	75	60	73	92
P25-34	M	70	70	77	55	72	91
	W	72	74	78	54	74	93
P35-44	M	76	72	80	55	74	93
	W	76	74	78	53	75	94
P45-54	M	77	75	81	55	77	94
	W	75	75	80	51	76	94
P55-64	M	73	75	76	47	75	92
	W	69	72	73	42	71	91
P65+	M	63	74	63	35	68	86
	W	58	70	59	31	65	83

Listening Location

Distribution of AQH Listening by Location and Daypart

P12+ Listeners

	Home	Away From Home
Mon-Sat, 6AM-Mid	37%	63%
Mon-Fri, 6AM-10AM	41%	59%
Mon-Fri, 10AM-3PM	29%	71%
Mon-Fri, 3PM-7PM	29%	71%
Mon-Fri, 7PM-Mid	50%	50%
Weekend, 10AM-7PM	42%	58%

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Persons 12-17

Pop CHR	23.3%
Country + New Country	12.4%
Rhythmic CHR	9.9%
Urban Contemporary	6.7%
Hot AC	6.7%
Adult Contemporary + Soft AC	6.4%
Contemporary Christian	4.2%
Urban AC	3.0%
Classic Rock	3.0%
News/Talk/Information + Talk Personality	2.8%
Mexican Regional	2.7%
Classic Hits	2.4%
Active Rock	2.3%
Adult Hits + '80s Hits	1.5%
All Sports	1.3%

Persons 18-24

Country + New Country	16.1%
Pop CHR	15.5%
Rhythmic CHR	8.5%
Adult Contemporary + Soft AC	6.8%
Urban Contemporary	6.2%
Hot AC	5.3%
Classic Rock	4.5%
Mexican Regional	4.1%
Active Rock	4.0%
Urban AC	3.1%
Classic Hits	3.0%
News/Talk/Information + Talk Personality	2.9%
Contemporary Christian	2.3%
Adult Hits + '80s Hits	2.1%
All Sports	1.7%

Persons 25-34

Country + New Country	13.7%
Pop CHR	11.4%
Adult Contemporary	7.2%
Hot AC	5.7%
Mexican Regional	5.6%
News/Talk/Information + Talk Personality	5.5%
Rhythmic CHR	5.4%
Urban Contemporary	4.6%
Classic Rock	4.5%
All Sports	4.3%
Active Rock	3.9%
Urban AC	3.5%
Classic Hits	3.0%
Contemporary Christian	2.8%
Adult Hits + '80s Hits	2.2%

continued ►

Note: Top 16 formats listed.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Persons 35-44		Persons 45-54		Persons 55-64		Persons 65+	
Country + New Country	12.8%	Country + New Country	13.8%	News/Talk/Information + Talk Personality	17.9%	News/Talk/Information + Talk Personality	27.1%
Adult Contemporary	9.2%	News/Talk/Information + Talk Personality	11.8%	Country + New Country	14.1%	Country + New Country	15.5%
Pop CHR	8.5%	Adult Contemporary	9.9%	Adult Contemporary	10.4%	Adult Contemporary	9.1%
News/Talk/Information + Talk Personality	8.2%	Classic Rock	7.9%	Classic Hits	8.2%	Classic Hits	4.7%
Classic Rock	6.0%	Classic Hits	7.2%	Classic Rock	5.2%	All Sports	3.0%
Hot AC	5.9%	Urban AC	4.8%	Urban AC	4.6%	Urban AC	2.8%
All Sports	4.5%	Pop CHR	4.7%	All Sports	4.0%	Hot AC	1.4%
Urban AC	4.3%	Hot AC	4.4%	Hot AC	2.8%	Classic Rock	1.3%
Classic Hits	4.1%	All Sports	4.2%	Pop CHR	2.4%	Contemporary Christian	1.2%
Mexican Regional	4.1%	Contemporary Christian	3.2%	Contemporary Christian	2.3%	Mexican Regional	1.2%
Contemporary Christian	3.4%	Adult Hits + '80s Hits	2.8%	Adult Hits + '80s Hits	1.9%	Pop CHR	1.1%
Rhythmic CHR	3.3%	Mexican Regional	2.0%	Mexican Regional	1.5%	Adult Hits	1.0%
Urban Contemporary	3.1%	Urban Contemporary	1.7%	Urban Contemporary	1.1%	Urban Contemporary	0.7%
Adult Hits + '80s Hits	3.1%	Active Rock	1.6%	Rhythmic CHR	0.8%	Rhythmic CHR	0.5%
Active Rock	2.8%	Rhythmic CHR	1.6%	Active Rock	0.6%	Active Rock	0.2%

Note: Top 16 formats listed.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Formats Ranked by Weekly Cume, Format Preferences by Gender

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

	Cume
Adult Contemporary + Soft AC	71,548,100
Pop CHR	68,015,200
Country + New Country	66,025,700
News/Talk/Information + Talk Personality	55,826,700
Hot AC	45,995,100
Classic Hits	42,661,900
Classic Rock	37,111,100
Rhythmic CHR	33,174,500
All Sports	26,673,400
Adult Hits + '80s Hits	24,045,400
Urban AC	20,375,200
Alternative	20,023,500
Urban Contemporary	19,290,000
Contemporary Christian	17,542,000
Active Rock	15,855,600
AOR + Mainstream Rock	14,673,000
All News	14,241,900
Mexican Regional	13,848,900
Spanish Contemporary	12,610,800
Oldies	11,165,000
Adult Album Alternative	10,453,600
Religious	8,064,200
Spanish Adult Hits	7,119,500

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

	Women	Men
Contemporary Christian	62.6%	37.4%
Religious	61.5%	38.5%
Adult Contemporary + Soft AC	61.4%	38.6%
Hot AC	60.2%	39.8%
Pop CHR	60.0%	40.0%
Urban AC	55.3%	44.7%
Spanish Contemporary	53.1%	46.9%
Country + New Country	52.6%	47.4%
Urban Contemporary	51.8%	48.2%
Rhythmic CHR	51.3%	48.7%
Oldies	49.1%	50.9%
Adult Hits + '80s Hits	46.9%	53.1%
Spanish Adult Hits	45.1%	54.9%
Classic Hits	44.9%	55.1%
All News	44.4%	55.6%
Adult Album Alternative	43.8%	56.2%
News/Talk/Information + Talk Personality	41.5%	58.5%
Mexican Regional	40.5%	59.5%
Alternative	36.0%	64.0%
Classic Rock	30.3%	69.7%
AOR + Mainstream Rock	27.7%	72.3%
Active Rock	26.2%	73.8%
All Sports	16.2%	83.8%

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

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Format Leaders by Location

At Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Religious	53.5%
News/Talk/Information + Talk Personality	50.2%
All News	45.3%
Spanish Adult Hits	42.5%
Urban Contemporary	42.0%
Urban AC	41.5%
Mexican Regional	39.2%
Spanish Contemporary	37.2%
Rhythmic CHR	37.0%
Oldies	37.0%
Adult Album Alternative	35.3%
Contemporary Christian	34.9%
Country + New Country	33.1%
Pop CHR	32.4%
Adult Contemporary + Soft AC	31.9%
All Sports	31.6%
Classic Hits	30.1%
Alternative	28.7%
Hot AC	27.4%
Classic Rock	26.6%
Active Rock	25.7%
AOR + Mainstream Rock	25.7%
Adult Hits + '80s Hits	24.3%

Away From Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2011

Adult Hits + '80s Hits	75.7%
AOR + Mainstream Rock	74.3%
Active Rock	74.3%
Classic Rock	73.4%
Hot AC	72.6%
Alternative	71.3%
Classic Hits	69.9%
All Sports	68.4%
Adult Contemporary + Soft AC	68.1%
Pop CHR	67.6%
Country + New Country	66.9%
Contemporary Christian	65.1%
Adult Album Alternative	64.7%
Oldies	63.0%
Rhythmic CHR	63.0%
Spanish Contemporary	62.8%
Mexican Regional	60.8%
Urban AC	58.5%
Urban Contemporary	58.0%
Spanish Adult Hits	57.5%
All News	54.7%
News/Talk/Information + Talk Personality	49.8%
Religious	46.5%

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

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Leading Radio Formats Ranked by Audience Share by Daypart

Audience Share by Daypart

AQH Persons 12+, Fall 2011

Mon-Fri 6AM-10AM

News/Talk/Information + Talk Personality	14.5%
Country + New Country	14.4%
Adult Contemporary + Soft AC	8.0%
Pop CHR	7.2%
Classic Rock	5.2%
Classic Hits	4.6%
Hot AC	4.1%
All Sports	3.7%
Urban AC	3.7%
Mexican Regional	3.1%
Rhythmic CHR	2.8%
Contemporary Christian	2.7%
Urban Contemporary	2.5%
AOR + Mainstream Rock	2.2%
Active Rock	2.1%
Adult Hits + '80s Hits	1.9%
All News	1.9%
Alternative	1.7%
Oldies	1.5%
Religious	1.5%
Spanish Contemporary	1.2%
Adult Album Alternative	0.9%
Spanish Adult Hits	0.8%

Mon-Fri 10AM-3PM

Country + New Country	14.6%
News/Talk/Information + Talk Personality	13.4%
Adult Contemporary + Soft AC	10.0%
Pop CHR	6.0%
Classic Hits	5.8%
Classic Rock	5.2%
Hot AC	4.3%
All Sports	3.5%
Urban AC	3.3%
Mexican Regional	3.0%
Rhythmic CHR	2.6%
Adult Hits + '80s Hits	2.5%
Contemporary Christian	2.4%
Urban Contemporary	2.2%
Active Rock	2.0%
AOR + Mainstream Rock	2.0%
Oldies	1.9%
Alternative	1.7%
Spanish Contemporary	1.4%
All News	1.2%
Adult Album Alternative	1.1%
Religious	1.1%
Spanish Adult Hits	1.0%

Mon-Fri 3PM-7PM

Country + New Country	13.9%
News/Talk/Information + Talk Personality	11.6%
Adult Contemporary + Soft AC	8.8%
Pop CHR	8.4%
Classic Hits	5.1%
Classic Rock	5.0%
Hot AC	4.7%
All Sports	4.0%
Urban AC	3.9%
Rhythmic CHR	3.7%
Urban Contemporary	3.0%
Contemporary Christian	2.8%
Mexican Regional	2.8%
Adult Hits + '80s Hits	2.3%
Active Rock	2.2%
AOR + Mainstream Rock	1.9%
Alternative	1.9%
Oldies	1.6%
All News	1.4%
Spanish Contemporary	1.4%
Adult Album Alternative	1.1%
Religious	1.1%
Spanish Adult Hits	0.9%

Mon-Fri 7PM-Midnight

Country + New Country	12.0%
News/Talk/Information + Talk Personality	10.1%
Pop CHR	10.0%
Adult Contemporary + Soft AC	7.8%
Rhythmic CHR	5.3%
Urban AC	5.0%
Urban Contemporary	4.8%
Classic Hits	4.4%
Classic Rock	4.4%
Hot AC	4.4%
All Sports	3.3%
Mexican Regional	2.8%
Contemporary Christian	2.7%
Active Rock	2.3%
Alternative	2.1%
Adult Hits + '80s Hits	1.9%
AOR + Mainstream Rock	1.9%
Spanish Contemporary	1.6%
All News	1.5%
Oldies	1.3%
Religious	1.3%
Adult Album Alternative	1.0%
Spanish Adult Hits	0.9%

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

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

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Leading Radio Formats Ranked by Ethnic Composition

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+, Fall 2010

Black

Urban AC	90.7%
Urban Contemporary	79.0%
Rhythmic CHR	31.8%
Religious	20.0%
All News	14.7%
All Sports	11.4%
Pop CHR	8.9%
Adult Contemporary + Soft AC	8.7%
Contemporary Christian	6.2%
News/Talk/Information + Talk Personality	6.0%
Hot AC	5.5%
Oldies	5.0%
Classic Hits	5.0%
Adult Hits + '80s Hits	4.2%
Alternative	2.8%
Active Rock	2.4%
Classic Rock	2.3%
Adult Album Alternative	2.2%
AOR + Mainstream Rock	2.1%
Country + New Country	2.1%
Spanish Contemporary	1.1%
Mexican Regional	0.5%
Spanish Adult Hits	0.2%

Hispanic

Spanish Adult Hits	97.7%
Mexican Regional	96.1%
Spanish Contemporary	94.8%
Rhythmic CHR	35.0%
Pop CHR	24.0%
Hot AC	15.7%
Alternative	15.6%
Adult Contemporary + Soft AC	14.4%
Classic Hits	12.9%
Contemporary Christian	12.2%
Religious	11.9%
Oldies	11.2%
Active Rock	11.0%
AOR + Mainstream Rock	10.7%
Adult Hits + '80s Hits	10.7%
Classic Rock	9.6%
All News	7.3%
All Sports	7.3%
Country + New Country	6.9%
Adult Album Alternative	6.0%
News/Talk/Information + Talk Personality	5.2%
Urban Contemporary	5.2%
Urban AC	2.6%

Other

Adult Album Alternative	91.8%
Country + New Country	91.0%
News/Talk/Information + Talk Personality	88.9%
Classic Rock	88.0%
AOR + Mainstream Rock	87.3%
Active Rock	86.6%
Adult Hits + '80s Hits	85.1%
Oldies	83.7%
Classic Hits	82.1%
Alternative	81.5%
Contemporary Christian	81.5%
All Sports	81.3%
Hot AC	78.8%
All News	78.0%
Adult Contemporary + Soft AC	77.0%
Religious	68.1%
Pop CHR	67.1%
Rhythmic CHR	33.2%
Urban Contemporary	15.8%
Urban AC	6.7%
Spanish Contemporary	4.0%
Mexican Regional	3.4%
Spanish Adult Hits	2.1%

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

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Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable, and out-of-home; the mobile industry as well as advertising agencies and advertisers around the world. Arbitron's businesses include: measuring network and local market radio audiences across the United States; surveying the retail, media, and product patterns of U.S. consumers; providing mobile audience measurement and analytics in the United States, Europe, Asia, and Australia, and developing application software used for analyzing media audience and marketing information data. The Company has developed the Portable People Meter™ (PPM™) and the PPM 360™, new technologies for media and marketing research. The Arbitron headquarters and its world-renowned research and engineering organizations are located in Columbia, Maryland.

Scarborough (www.scarborough.com, info@scarborough.com) measures American life. Its consumer insights reflect shopping patterns, media usage across platforms, and lifestyle trends for adults. Media professionals and marketers use Scarborough insights to make smarter marketing/business decisions on things like ad placement, multicultural targeting, and sponsorship opportunities. The company's core syndicated consumer insight studies in 77 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies, and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues, and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. and The Nielsen Company.



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