

Radio Today 2010

How America Listens to Radio



Listening and Lifestyle Profiles of American Radio Consumers

Since its introduction as a mass medium, radio has been heralded for its remarkable, enduring reach. To this day, more than 90% of all consumers aged 12 and older still depend on the radio each week. Radio reaches people wherever they are: at home, at work, in the car and elsewhere. Regardless of one's age, the time of day or the listening location, Americans depend on radio as a reliable media companion for entertainment, information and community service. Radio is a vibrant and relevant part of our lives.

Welcome to the 2010 edition of *Radio Today*—an in-depth look at radio listening nationally and by individual formats. *Radio Today* combines Scarborough qualitative data with Arbitron audience data to develop a comprehensive profile of radio listening across America. It also examines the listening activity to the 22 most popular radio formats representing the Fall 2009 Diary and October-November-December PPM™ survey periods, often in comparison to Fall 2008 and earlier years. In addition to audience statistics about radio listeners overall, you'll find detailed audience breakouts for 16 of these formats with a 2.1 share or better.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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What's New in *Radio Today 2010*

Updated Detailed Analyses

Radio Today 2010 offers an analysis of the audience listening patterns and demographics of the 22 most popular radio formats, including detailed reports on the 16 highest-rated programming approaches. Within this year's individual format reports, you'll see that we've provided notation of trends observed between Fall 2008 and Fall 2009, as well as trends over longer periods of time, to provide perspective on audience listening shifts.

Four Newly Merged Format Combinations

Owing to programming similarities, *Radio Today 2010* has combined certain formats: Country + New Country (as a single Country format); News/Talk/Information (N/T/I) and Talk/Personality (as a single News/Talk/Information format); Adult Contemporary and Soft Adult Contemporary (as a single Adult Contemporary format); and Adult Hits + '80s Hits (as a single Adult Hits format). The 12+ ratings trends you see on these format pages reflect the combined shares for the two formats. We thank our friend and trusted industry authority, Sean Ross of Edison Research and Radio-Info.com, for advising us on these decisions. (Please note that the Scarborough qualitative pages for these formats only analyze the dominant format in these pairings: Country, News/Talk Information, Adult Contemporary and Adult Hits.) Because the Classical format is predominantly non-commercial and is broadcast primarily on public radio stations, the ratings and audience analysis of Classical programming is now presented in *Public Radio Today*.

New State-by-State "Heat Index"

We have replaced the national map that was based on census regions with a state-by-state "heat index" map. Now you can see how the formats perform in each state compared to the format's national average. States with "no stations" that met the Arbitron Minimum Reporting standard for a particular format are colored gray.

A New Slate of Scarborough Qualitative Categories

Each year we mine our vast Scarborough consumer profile database to show interesting and useful information about radio listeners. This year the featured categories include home improvement, home furnishings purchased, plans to purchase a new vehicle, automotive repairs, leisure lifestyles and cell phone and online usage.

New RADAR® Data for National Radio Listening Trends

For the first time, Arbitron calls on its comprehensive national radio network measurement data to illustrate radio listening patterns such as weekly Cume ratings by demographic and daypart, Time Spent Listening, hour-by-hour Average-Quarter-Hour (AQH) rating, AQH rating by listening location, distribution of listeners by location and more. These data can be found on pages 87-92.

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What's New in *Radio Today 2010*

More Markets Represented by the Arbitron PPM Service

The Arbitron Portable People Meter™ system measured listening behavior in 33 Metro areas—representing about 54% of the 12+ population in the Metro markets measured by Arbitron—during the three-month Fall 2009 period covered by *Radio Today 2010*. Audience data from PPM markets were combined with data from Diary markets to create the information in this report. For a list of markets that were measured by the Arbitron PPM service as of December 2009, go to www.arbitron.com/ppm and select the “PPM Commercialization Schedule.”

What We Have Learned About the PPM System So Far

In our experience of measuring radio listening using the PPM system, certain characteristics stand in contrast to what we have observed using Diary measurement—the typical listener in the PPM system is exposed to nearly twice as many radio stations in a given week and uses radio on far more occasions than what is typically reported in the Diary. The increase in the number of occasions is usually offset by a lower amount of Time Spent Listening per occasion in the PPM service than in the Diary service. However, we have not seen consistent patterns in the amount of reported listening to a particular radio format or by particular demographic groups in the PPM service when compared to the Diary service; these measures can vary widely by market.

Important Note When Comparing Data in This Study With Previous Studies

Readers should note two factors affecting the comparison of ratings data in Fall 2008 and Fall 2009: 23 markets that were measured using the Diary system in Fall 2008 were measured by the PPM service in Fall 2009. Also, owing to PPM measurement disruptions as a result of Hurricane Ike in October 2008, Houston-Galveston data were not used for the Arbitron *Radio Today 2009* studies but are included in the *Radio Today 2010* studies. Users of this study should consider the data as presented accordingly.

Format Summaries of the Year

Country Was America's No. 1 Format

Even without the inclusion of “New Country” stations, Country was still the top-rated format in the U.S. in Fall 2009, not only nationally but also in most dayparts and among most age groups. Country gained in national audience share for the second straight year and reached more than 64 million consumers each week, second only to Adult Contemporary. Ranking No. 1 in its growth of college education attainment and increased affluence (\$50K+ in household income) between Spring '02 and Fall '09, Country was the undisputed leader in many states and was broadcast on more terrestrial radio stations than any other format, including nearly twice as many FM stations.

Classic Hits Gained Further Ground Over Oldies

America's fastest-growing format, Classic Hits gained ground nationally for the seventh consecutive year—the only format to grow consistently for so long—adding nearly a full share between Fall '08 and Fall '09. Broadcasters have increasingly recognized the value to advertisers and listeners by presenting familiar hits of the '60s and '70s with a more modern position. Classic Hits, which trailed Oldies in Spring '02 by more than a 5:1 margin, passed Oldies in Spring '07 and led Oldies 4.8% to 1.7% in Fall '09, giving the two formats their largest combined share to date. There were nearly 24% more Classic Hits stations in Fall '09 than just one year earlier. At its current pace, Classic Hits will become one of the top five radio formats next year. For more details on Classic Hits and Oldies, see pages 35 and 81, respectively.

The Oldies to Classic Hits Format Transition

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

	Classic Hits	Oldies	Total
SP02	0.9%	5.3%	6.2%
SP03	1.2%	5.0%	6.2%
SP04	1.4%	5.0%	6.4%
SP05	1.6%	4.1%	5.7%
SP06	2.1%	3.3%	5.4%
SP07	2.8%	2.6%	5.4%
FA08	3.9%	2.3%	6.2%
FA09	4.8%	1.7%	6.5%

continued ►

Format Summaries of the Year

Pop Contemporary Hit Radio (Pop CHR) Gained Speed

Thanks in part to the huge popularity of artists such as the Black Eyed Peas, Ke\$ha, Lady Gaga, Katy Perry, Mike Posner, Jay Sean and others, Pop CHR grew nearly as much as Classic Hits, climbing from 5.9% in national share in Fall '08 to 6.7% in Fall '09—the most since Spring '02. The increases were also helped by 23 more FM stations, 53 additional Internet streams and 31 more HD signals.

All Sports

America's most well-educated and affluent listeners follow All Sports stations, and the format's appeal has nearly doubled since Spring '03's 1.7% share to 3.2% in Fall '09, up from 2.5% in Fall '08. All Sports performed very well in PPM markets, delivering a 4.7% share, and some of those stations that carried play-by-play earned tremendous ratings among men 25-54. There were more than 16% additional All Sports signals in Fall '09 than the previous year; that's a faster growth rate than most other leading formats. It ranked among the top 10 formats in mornings, middays and afternoons for the first time.

Classic Rock Continued to Roll

Also rising for the second year in a row, the Classic Rock format expanded its share of the national listening audience from 4.7% to 5.0%, registering its highest percentage since Spring '02. A top-five ratings performer in mornings, middays and afternoons, Classic Rock expanded its reach potential by adding 41 more Internet streams and 21 additional HD channels in the past year.

Hot Adult Contemporary (Hot AC) Got Hotter

Moving up from ninth to seventh overall among all formats and also in afternoons, Hot AC pulled ahead of Rhythmic Contemporary Hit Radio (Rhythmic CHR) and Urban Adult Contemporary (Urban AC) in the past year, rising from a 3.5% share to 4.0% of all listening. The format controlled nearly a 6.0% share of all teens, and above a 5.0% share with adults 25-34 and 35-44. Hot AC has a well-educated, affluent and gradually maturing audience with growing Hispanic and male compositions.

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Format Summaries of the Year

Urban Adult Contemporary (Urban AC) Reached New Peak

Few formats have grown as quickly over the past decade as Urban AC, which increased from a 2.2% share in Spring '02 to a 4.0% share in Fall '09 (and up from a 3.6% share in Fall '08). The format, which possessed the highest concentration of African-American consumers of all formats in this study, performed even better among older demos, capturing a full 5.0% share of all adults 25-54 and more than a 5.0 share in evenings—up 30% since Spring '05.

Contemporary Christian Kept Climbing

With a mix of current and established hits by artists identified with faith issues and messages, Contemporary Christian gained audience share for the second straight annual report, up from 2.5% in Fall '08 to 2.7% by Fall '09, nearly a full share ahead of Spring '02. The format did even better in Diary Metros, posting a 3.3% share, and added 40 FM stations in all markets in the past year. Favored by women, Contemporary Christian moved up in the past year from the fourth-most female-oriented format to No. 2, just 0.1% behind Adult Contemporary.

Radio Trendlines of the Year

Internet Streams of FMs, Digital FMs Paced Total Station Growth

The number of radio stations reached an all-time high in Fall 2009, with 24,757 AM, FM, HD and streaming stations available. That was a 9.6% increase from Fall '08, or 2,169 more stations, with gains in every delivery system. Combined, the newer delivery systems (Internet, Digital and HD Radio Multicast) outnumbered FM stations in the U.S for the first time.

Here's a breakdown of the year-to-year differences and growth:

	Total	FM	AM	IF	IA	HF	HA	F2	G2	F3	G3
Fall '09	24,757	9,836	4,825	5,353	1,868	1,353	228	721	369	129	75
Fall '08	22,588	9,631	4,794	4,671	1,535	995	176	491	232	46	17
Change (+%)	9.6%	2.1%	0.7%	14.6%	21.7%	36.0%	29.6%	46.9%	59.1%	180.4%	341.2%

Legend: **FM**-FM station; **AM**-AM station; **IF**-Internet Stream of FM station; **IA**-Internet Stream of AM station; **HF**-Digital (HD Radio) FM Station; **HA**-Digital (HD Radio) AM Station; **F2**-HD Radio Multicast Station; **G2**-Internet Stream of HD Radio Multicast F2; **F3**-HD Radio Multicast Station; **G3**-Internet Stream of HD Radio Multicast F3

While new FM stations outnumbered new AM stations by a 205 to 31 margin, the largest growth overall came from increases in Internet Streams of FM Stations, up 682 streams from Fall '08. For the first time, more than half of all FM stations and better than a third of all AM stations in America were streamed online. On the digital side, the biggest growth was in HD Radio FM Stations, up 358 from Fall '08, followed by a 230-station increase in HD Radio Multicast Stations.

Audience Compositions Aged, Including Youth-Leaning Formats

Fourteen of the 16 leading formats experienced an increase in the composition of their audience aged 45+ between Fall '08 and Fall '09. The other two? Alternative's 45+ segment was unchanged, while the 45+ sector of All Sports dropped just 0.5%. Meanwhile, the teen proportion of nearly all of the formats favoring younger audiences decreased notably in one year. Active Rock's teen makeup compressed 8.5%-6.8%, Alternative eased 8.9%-8.7%, Pop Contemporary Hit Radio declined 19.8-19.2%, Rhythmic Contemporary Hit Radio was down 20.8%-18.3%, Urban Contemporary fell 15.4-14.0%, Hot Adult Contemporary slipped 8.9%-8.4% and Spanish Contemporary was off 7.1-6.8%.

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About *Radio Today 2010*

Radio Today 2010 Is published by Arbitron Inc.

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Data Sources for Radio Today 2010

Station format classifications are from the Arbitron Radio Station Information Database as reported to Arbitron. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis.

Arbitron data come from TAPSCAN™ Web National Regional Database, Fall 2009.

National listening data come from RADAR 105, June 2010.

Scarborough data come from Scarborough USA+, Release 2, 2009.

Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of Persons listening to a particular station for at least five 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.

Example:

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

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.

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

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 2009

Format	12 + Share	Total	Primary		HD Radio				Streaming			
			FM	AM	HF	HA	F2	F3	IF	IA	G2	G3
Country	13.4	2,626	1,428	334	123	0	40	0	621	63	17	0
News/Talk/Information	12.9	3,446	484	1,370	194	92	61	58	389	717	44	37
Adult Contemporary	9.4	1,416	765	121	111	0	7	0	380	30	2	0
Pop Contemporary Hit Radio	6.7	802	384	5	80	1	36	0	271	5	20	0
Classic Rock	5.0	905	511	11	70	0	36	0	259	4	14	0
Classic Hits	4.8	701	379	61	47	1	8	1	179	19	6	0
Hot Adult Contemporary	4.0	716	446	7	60	0	1	0	200	1	1	0
Urban Adult Contemporary	4.0	326	144	27	41	0	11	1	89	10	3	0
Rhythmic Contemporary Hit Radio	3.6	350	152	0	43	0	27	0	115	0	13	0
All Sports	3.2	1,031	88	546	15	45	9	13	55	253	3	4
Urban Contemporary	3.2	258	123	19	27	0	5	0	77	5	2	0
Contemporary Christian	2.7	1,504	780	43	19	1	17	7	598	19	14	6
Mexican Regional	2.7	447	190	140	16	1	1	0	63	35	1	0
Active Rock	2.4	350	180	1	31	0	16	0	120	1	1	0
Adult Hits	2.2	372	193	13	32	1	22	3	95	4	8	1
Alternative	2.1	606	292	3	34	0	46	3	196	3	26	3
Album Oriented Rock	1.8	302	161	1	24	0	12	2	98	0	3	1
Classical (see <i>Public Radio Today</i>)	1.7	731	249	2	113	0	77	7	214	2	60	7
Oldies	1.7	860	319	287	13	4	25	1	116	88	7	0
All News	1.5	75	6	24	3	8	4	3	6	17	2	2
Religious	1.3	1,487	703	382	8	14	7	1	213	155	4	0
Adult Album Alternative	1.2	413	160	4	44	0	41	8	118	3	30	5
Spanish Contemporary	1.2	165	60	38	17	0	9	0	31	7	3	0
Variety	1.0	1,306	663	116	78	2	12	2	380	43	9	1
Classic Country	0.9	405	103	189	6	2	18	1	28	49	9	0
Contemporary Inspirational	0.8	222	117	16	8	2	6	0	62	6	5	0
Rhythmic AC	0.8	54	19	0	12	0	4	0	16	0	3	0
Spanish Adult Hits	0.8	100	37	10	11	1	3	0	32	4	2	0
Gospel	0.7	409	73	229	2	6	6	0	21	69	3	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
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

continued ►

National Radio Format Shares and Station Counts

Fall 2009 (continued)

Format	12 + Share	Total	Primary		HD Radio				Streaming			
			FM	AM	HF	HA	F2	F3	IF	IA	G2	G3
Adult Standards/MOR	0.6	320	34	218	1	5	2	0	13	45	2	0
Modern Adult Contemporary	0.4	58	27	0	10	0	3	0	17	0	1	0
Spanish Tropical	0.4	61	16	23	2	3	2	0	7	7	1	0
Educational	0.3	186	102	8	11	3	2	0	54	5	1	0
Jazz	0.3	164	68	1	21	0	17	3	48	0	5	1
New AC (NAC)/Smooth Jazz	0.3	117	40	2	6	0	28	0	30	1	10	0
Rhythmic Oldies	0.3	31	11	3	2	0	7	0	5	1	2	0
Smooth AC	0.3	27	10	0	3	0	3	0	10	0	1	0
Southern Gospel	0.3	260	87	104	0	0	1	0	36	31	1	0
Easy Listening	0.2	51	26	13	1	0	0	0	8	3	0	0
Spanish News/Talk	0.2	96	2	51	0	4	5	3	1	24	4	2
Spanish Variety	0.2	177	44	89	6	1	2	0	14	19	2	0
Nostalgia	0.1	65	9	37	0	2	1	3	5	6	1	1
Spanish Hot Adult Contemporary	0.1	13	5	0	5	0	0	0	3	0	0	0
Spanish Oldies	0.1	23	6	14	0	0	1	0	0	1	1	0
Spanish Religious	0.1	139	35	63	0	1	0	0	15	25	0	0
Tejano	0.1	41	12	10	1	0	6	0	5	4	3	0
Urban Oldies	0.1	38	8	10	0	0	11	0	3	3	3	0
World Ethnic	0.1	145	18	79	0	2	2	0	8	36	0	0
Blues	0.0	32	2	3	0	1	19	1	1	2	2	1
Children's Radio	0.0	43	0	21	0	9	3	1	0	6	2	1
Family Hits	0.0	70	3	28	1	14	1	0	1	22	0	0
Latino Urban	0.0	6	2	0	0	0	2	0	2	0	0	0
Other	0.0	148	51	26	1	1	30	5	18	5	10	1
Spanish Contemporary Christian	0.0	45	9	12	0	1	5	1	7	7	2	1
Spanish Sports	0.0	16	0	11	0	0	1	1	0	3	0	0
Total		24,757	9,836	4,825	1,353	228	721	129	5,353	1,868	369	75

Legend

FM	FM Station
AM	AM Station
HF	Digital FM Station
HA	Digital AM Station
F2	HD Radio Multicast Station
F3	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

Primary Formats

On the next 71 pages, you will find detailed and fascinating insights about the 16 radio formats that achieved a 2.1% share or better among 12+ listeners nationally. These formats are listed in rank-order according to Average Quarter-Hour Share, beginning with America's top-rated format, Country.

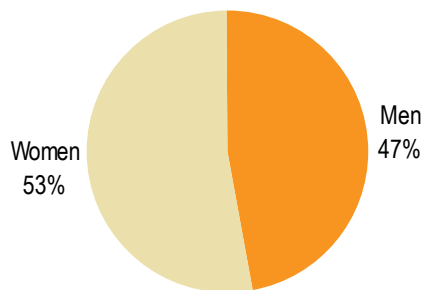
Although this study was released in 2010, it uses data gathered from the Fall 2009 survey period. The "Education" and "Household Income" charts include only listeners aged 18 or older, whereas the gender ratios are among those aged 12 and older. The "Audience Composition" information breaks out the total percentage of a format's audience within various age groups. Listening data include both commercial and noncommercial radio listening. For additional terms and definitions, please see the Glossary on page 11.

Country (and New Country)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
13.4%	12.4%	12.9%	13.0%	13.1%	12.9%	13.4%

12+ AQH Share in PPM Markets	6.4%
12+ AQH Share in Diary Markets	14.1%

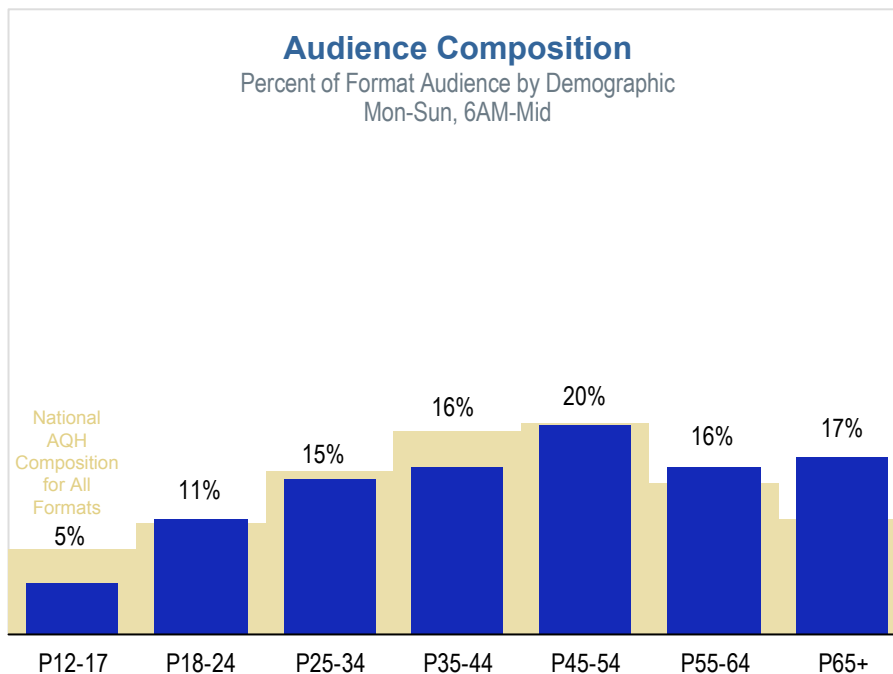
America's No. 1 Format

Arbitron merged the ratings of the contemporary music formats of Country and "New Country" stations into one, and that made Country America's most popular programming, delivering 13.4% of all radio listening in Fall '09. That total —6.4% in PPM markets (No. 4) and 14.1% in Diary Metros (No. 1)— was the highest combined share Country has generated since Spring '02. Country was No. 1 in every daypart except mornings, when it was ranked No. 2 to News/Talk/Information. The format's 2,626 stations reached 64 million consumers each week, second only to Adult Contemporary, and that's not even including the audience from 405 Classic Country stations.

Leaning female, and for years the least ethnic of all formats in this report, a majority of Country's audience was aged 25-54 and also 35+. Country was No. 1 with adults 25-34, 35-44 and 45-54. It was No. 2 with adults 18-24, 55-65 and 65+ and ranked third among teens. The growth demographic was among 18-24s, up steadily in recent years.

Audience Composition

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



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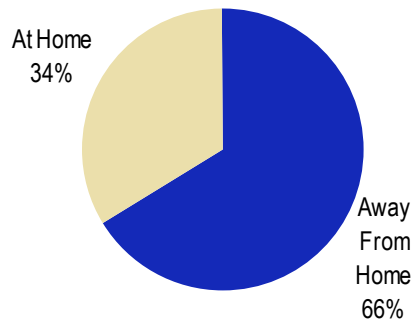
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Country (and New Country)

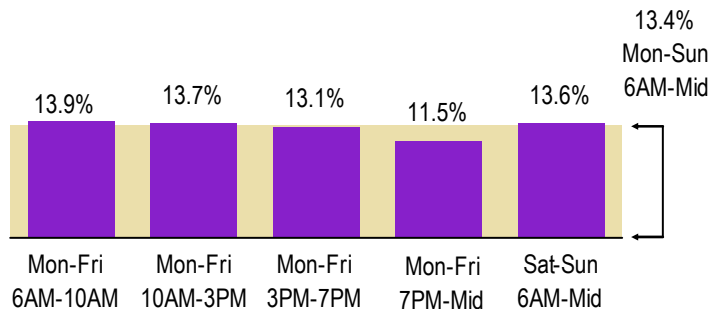
Share of Listening by Location

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



AQH Share of Listening by Daypart

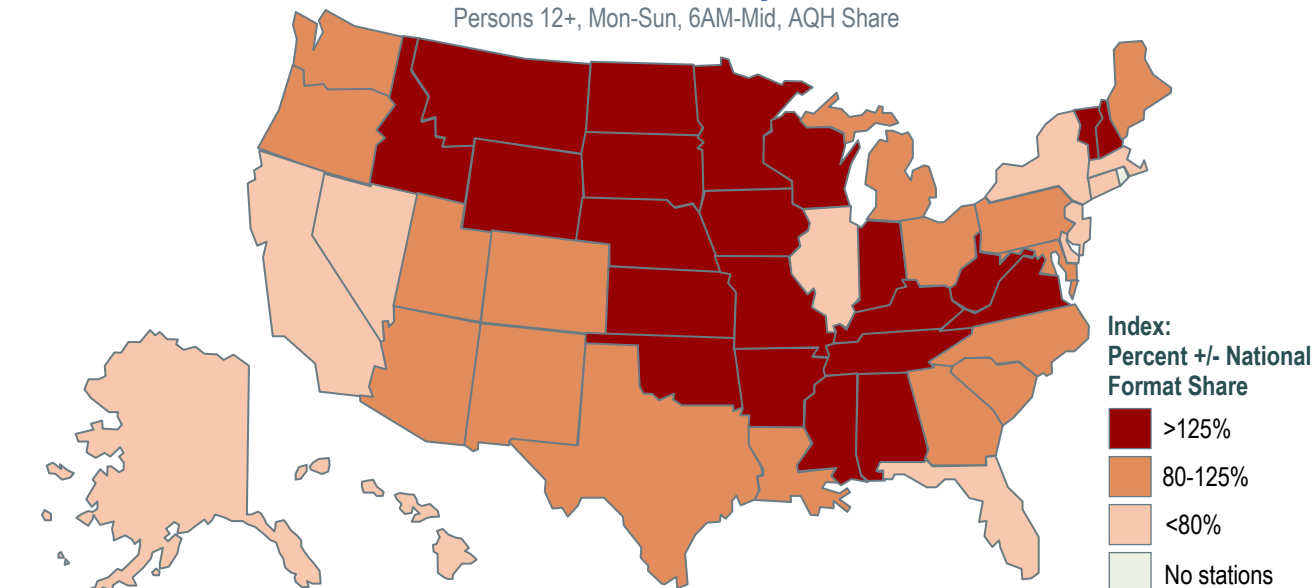
Persons 12+, Mon-Sun, 6AM-Mid



During the Fall '09 PPM ratings, Country stations ranked 6+ among the top three outlets in Atlanta; Baltimore; Cincinnati; Cleveland; Dallas-Ft. Worth; Denver-Boulder; Detroit; Minneapolis-St. Paul; Pittsburgh, PA; Salt Lake City-Ogden-Provo; San Antonio; and Tampa-St. Petersburg-Clearwater. Country also commanded more than 20% of all listening in 16 states.

Audience Share by State

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



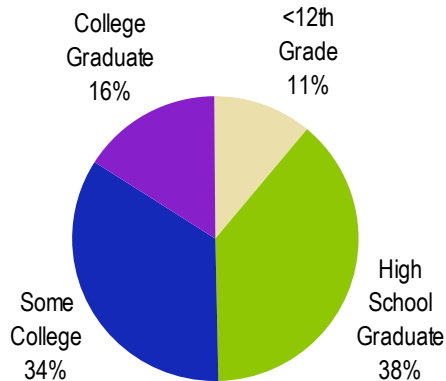
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Country (and New Country)

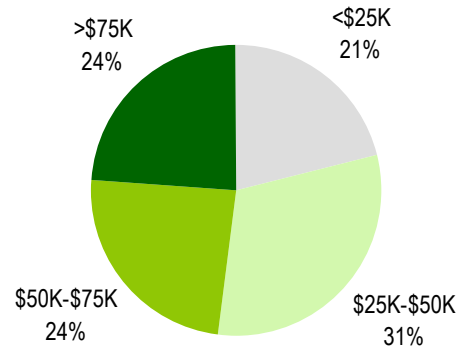
Education

Persons 18+



Household Income

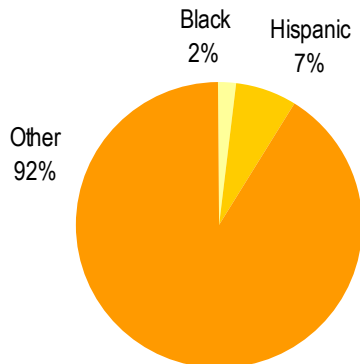
Persons 18+



Ethnic Composition*

AQH Persons

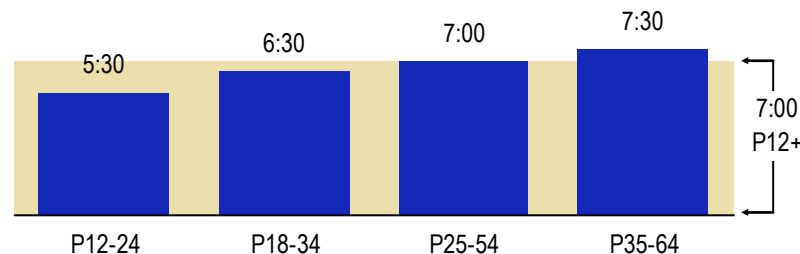
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



The percentage of Country consumers 18+ who attended college or held a degree has risen at a nearly 9% rate since Spring '02, more than any other format in this study. The proportion of adult Country listeners with a degree has risen annually since then to 16%—a 22% rate of increase over that time—tops of all formats covered. Nearly half of adult Country listeners lived in households earning \$50,000 or more annually, up from 40% in Spring '02—a 20% increase, more than any other format.

Country earned longer listening patterns than most other formats. Overall, it tied for No. 1 with Urban Adult Contemporary among music formats at seven hours per week. It had the longest Time Spent Listening not only with adults 18-24, but also among English-language formats with adults 18-34. It ranked No. 2 in TSL among English-language formats with adults 25-54 and 35-64.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	110
Landscaping	113
Remodeled Bathroom	105
Exterior Paint	103
Remodeled Kitchen	104
Heating/AC	108
Replace/Repair Roof	113
Replaced Windows	104
Other Remodeling or Home Improvement Project	109

Median amount spent for all remodeling and home improvement projects: \$1,730

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	99
Furniture	100
Carpeting/Flooring	106
Window Treatments	107
Mattress	99
Stereo/Music System	95

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	98
Plan to Buy Used Vehicle**	105

* Median amount budgeted for new vehicle: \$23,880

** Median amount budgeted for used vehicle: \$9,290

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	60%
Do-it-Yourself Repairs	40%

Type of DIY Repair:	Index
Changed Oil	125
Replaced Battery	118
Anti-Freeze/Coolant	120
Brakes	131
Tune-Up/Spark Plugs	129
Other Types of Repairs	123

Leisure Lifestyle Profile	Index
Have Pets	117
Shop for Toys	110
Buy Gift Cards	110
Shop for Sporting Goods	111
Own/Will Buy Video Game System	113
College Football Fan	112
Swim	115
Have Satellite Dish	121
Buy Sports Logo Clothing	117
Attend High School Sports	120
Fish	128
NASCAR Fan	136
Bowl	115
Camp	131
Buy Sports Equipment	111
Sew/Craft	118
Own/Will Buy Pool or Spa	118
Shop for Fine Jewelry	110
Attend College Sports	118
NHRA Fan (Drag Racing)	132

Cell Phone Usage	Pct.
Use Cell Phone	84%

Average monthly bill: \$80

Compared With All Cell Phone Users:	Index
Text Messaging	104
Taking Pictures	105
E-Mail	88
Instant Messaging	88
Download/Listen to Music	86
Download Video Games	90
Stream Video Clips	78

Online Activity	Pct.
Online Past 30 Days	76%
Shopped Online Past Year	59%
Purchased Online Past Year	54%

Average amount spent online past year: \$804

Compared With All Adults Online During Past 30 Days:	Index
Check Weather	104
Use Online Yellow Pages	103
Social Networking	103
Online Auctions	104
Local/Community News	106
Radio Station Web Sites	105
Automotive Info	103
Download Coupons	102
Real Estate Listings	105
Take College Courses	107

Average time spent online per week: 8.9 hours

Country listeners lived in households that were above average for undertaking home maintenance and home improvement projects. They were above national norms for every type of home improvement project measured in the Scarborough survey. Most Country listeners owned their homes (79%).

This attentiveness to maintenance extended to household vehicles. Although most listeners had all auto service and repairs done at a shop, 40% of them could accomplish routine maintenance and simple repairs (either doing this themselves or with help from family or friends).

Country listeners exhibited a practical streak. They were more likely than the general population to be planning the purchase of a used vehicle. They were above average in their use of cell phones to text and take pictures but below average in using their phones for online functions. When listeners were online, they were more likely than the average online user to be accessing various types of news and information, downloading coupons and taking college courses. More than half shopped online, and they weren't just browsing; 92% of online shoppers made a purchase during the past 12 months.

The leisure profile of Country listeners showed them to be above average in their orientation toward outdoor activities and sports.

*Scarborough data do not include New Country.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

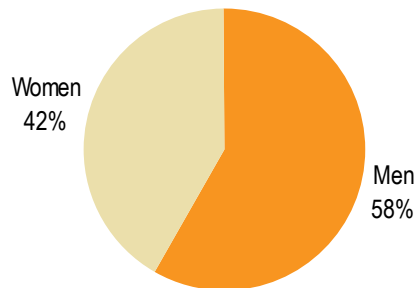
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

News/Talk/Information (and Talk/Personality)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
12.3%	12.4%	12.3%	12.5%	12.5%	14.1%	12.9%

12+ AQH Share in PPM Markets	13.1%
12+ AQH Share in Diary Markets	13.7%

Where the Headlines and Top Talkers Meet

In recognition of their many common programming elements, *Radio Today 2010* combined News/Talk/Information (N/T/I) and Talk/Personality stations into one format report. During Fall '09, America's 3,446 News/Talk/Information stations pulled in more than 59 million consumers each week (No. 3 among all formats) and 12.9% of all radio listening, including 13.1% in PPM markets and 13.7% in Diary Metros. The total share was down slightly from Fall '08, which was heavily influenced by the presidential and congressional election campaigns.

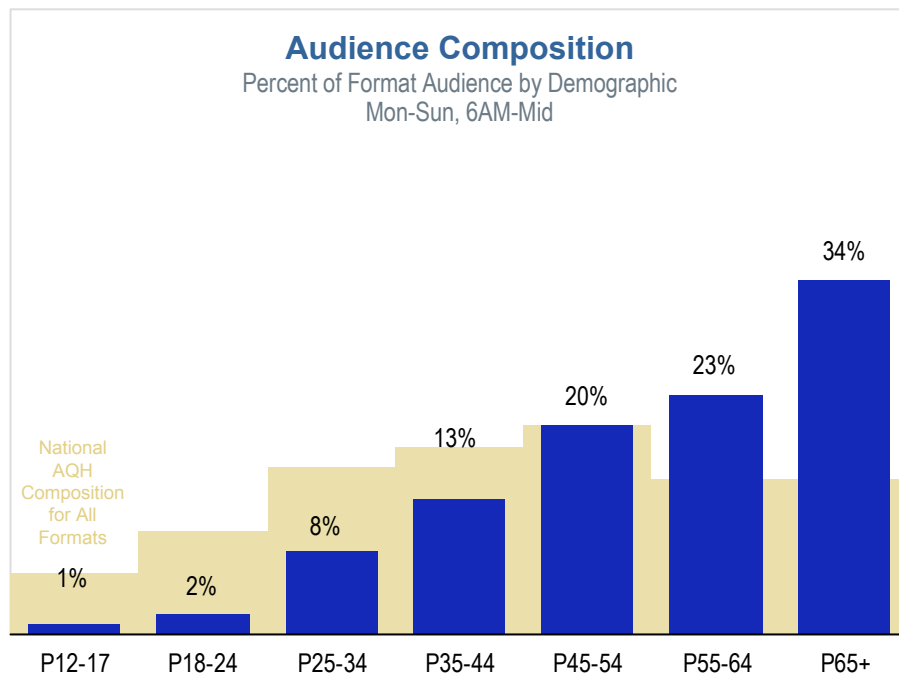
The audience leaned increasingly male, ranking seventh-highest among the 22 formats covered.

With the longest overall Time Spent Listening of all formats in this study, N/T/I had twice the audience share of adults 65+ as any other format and nearly 30% of all listening by that entire age group. It was also No. 1 with those 55-64; the 55+ audience contributed 57% of all N/T/I listening and more than 99% of its listening was by people at least 18. Year after year, N/T/I's audience composition has been steadily gaining in the 55-64 segment. N/T/I ranked second among adults 45-54, and while decreasing in its proportion of adults 35-44, N/T/I was No. 3 with that demo cell and fourth with those 25-34. It was also tied for third-highest in its non-ethnic audience composition.

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Audience Composition

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



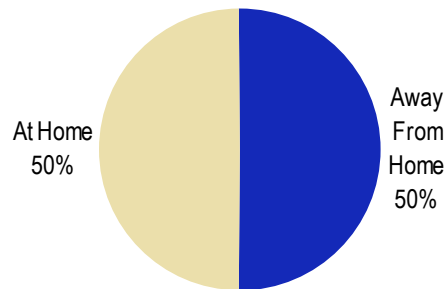
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

News/Talk/Information (and Talk/Personality)

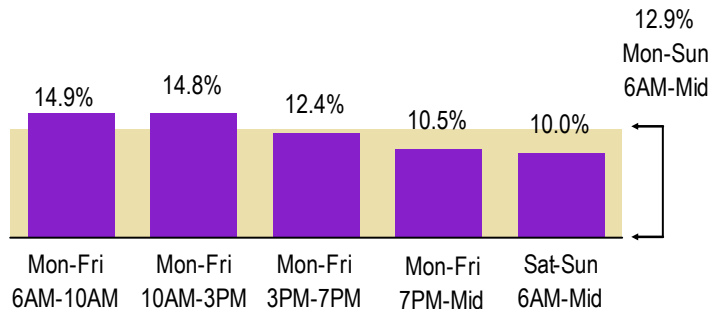
Share of Listening by Location

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



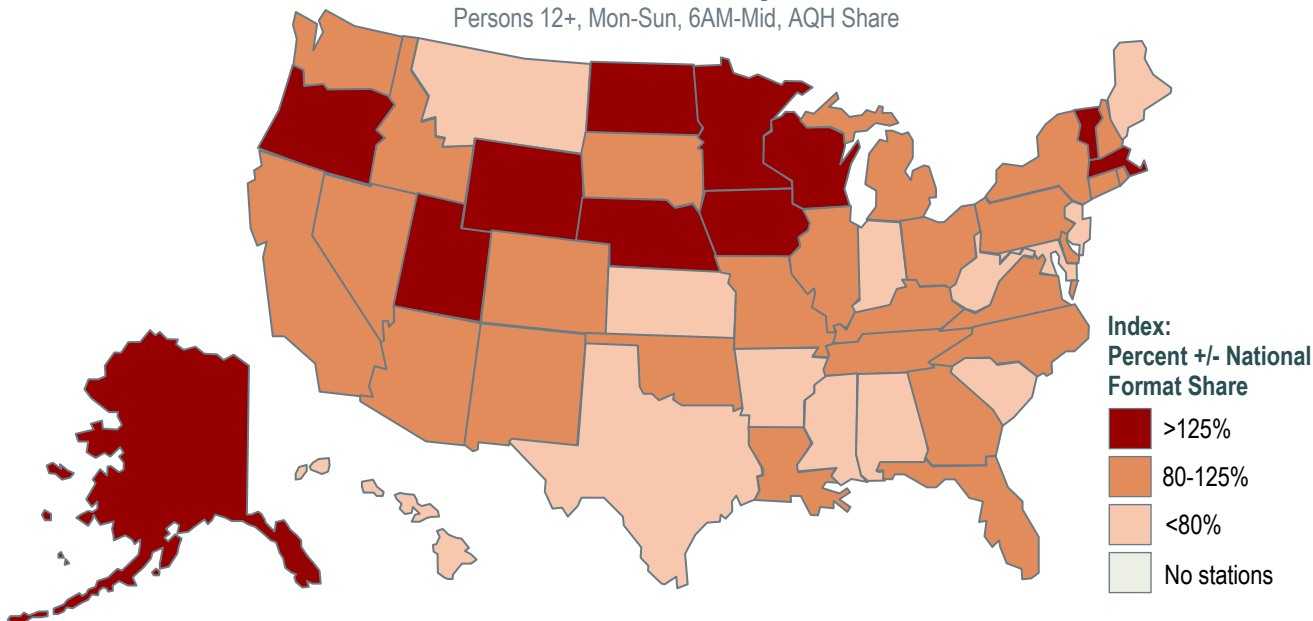
AQH Share of Listening by Daypart

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



Audience Share by State

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



America's leading format in mornings and middays, N/T/I ranked No. 2 in afternoons and evenings. Listening to N/T/I was split evenly between home and other locations, and ranked No. 2 in its high proportion of tune-in at home.

Featuring many prominent national personalities, N/T/I stations ranked in 6+ audience share among the top three outlets in Atlanta; Boston; Chicago; Denver-Boulder; Los Angeles; Middlesex-Somerset-Union; Phoenix; Pittsburgh, PA; Portland, OR; Riverside-San Bernardino; San Francisco-San Jose; St. Louis; and Tampa-St. Petersburg-Clearwater. N/T/I's audience indexed more than 60% above its national share in Vermont (174), Alaska (165) and Massachusetts (164), where it had more than a 20 share.

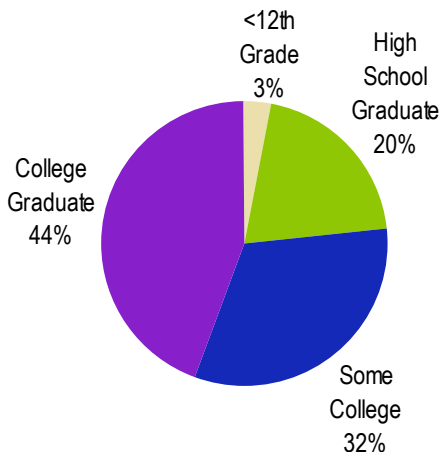
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

News/Talk/Information (and Talk/Personality)

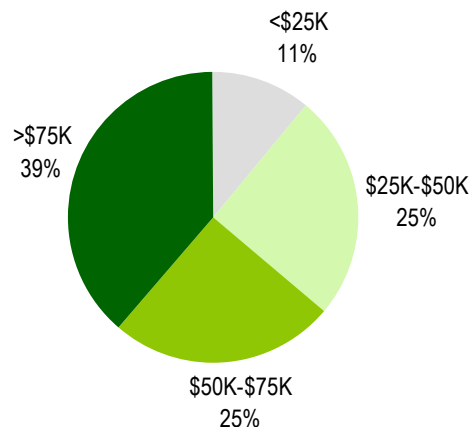
Education

Persons 18+



Household Income

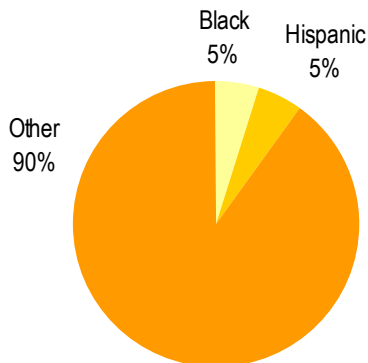
Persons 18+



Ethnic Composition*

AQH Persons

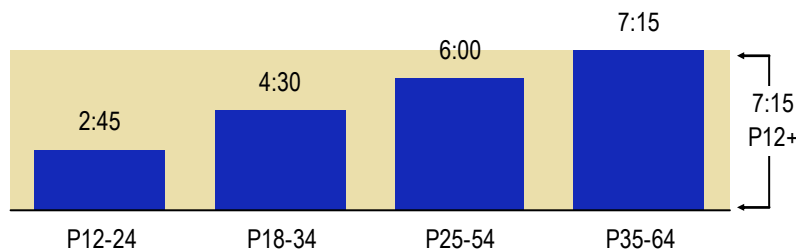
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



N/T/I's 18+ audience is highly educated and well-compensated. Some 76% attended or graduated from college; that's second-highest of all formats in this study. Forty-four percent earned a college degree (also ranking No. 2), up from 35% in Spring '02. And 64% of adult N/T/I consumers lived in households earning \$50,000 or more annually (second-most of all formats), up from 59% in Spring '02—a jump of close to 9% during that period.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	107
Landscaping	115
Remodeled Bathroom	102
Exterior Paint	117
Remodeled Kitchen	102
Heating/AC	101
Replace/Repair Roof	107
Replaced Windows	105
Other Remodeling or Home Improvement Project	106

Median amount spent for all remodeling and home improvement projects: \$2,150

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	96
Furniture	103
Carpeting/Flooring	103
Window Treatments	97
Mattress	95
Stereo/Music System	92

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	108
Plan to Buy Used Vehicle**	83

* Median amount budgeted for new vehicle: \$24,350

** Median amount budgeted for used vehicle: \$10,800

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	70%
Do-it-Yourself Repairs	30%

Type of DIY Repair:	Index
Changed Oil	87
Replaced Battery	99
Anti-Freeze/Coolant	85
Brakes	81
Tune-Up/Spark Plugs	80
Other Types of Repairs	86

Leisure Lifestyle Profile	Index
Drink Wine (Age 21+)	119
Buy Gift Cards	110
Gardening	114
NFL Fan	113
Drink Beer (Age 21+)	111
Buy Men's Casual Clothing	112
Own/Will Buy DVR	111
Foreign Travel	117
Vacation Air Travel	123
Attend Pro Sports Event	115
College Football Fan	117
Volunteer Work	117
Photography	111
College Basketball Fan	117
Vacation Car Rental	121
Bicycling	116
Attend Live Theater	133
Attend MLB Games	131
Use Free Weights/Circuit	114
Belong to Health Club	120

Cell Phone Usage	Pct.
Use Cell Phone	83%

Average monthly bill: \$76

Compared With All Adult Cell Phone Users:	Index
Text Messaging	88
Taking Pictures	85
E-Mail	109
Instant Messaging	80
Download/Listen to Music	60
Download Video Games	63
Stream Video Clips	84

Online Activity	Pct.
Online Past 30 Days	78%
Shopped Online Past Year	64%
Purchased Online Past Year	60%

Average amount spent online past year: \$941

Compared With All Adults Online During Past 30 Days:	Index
News	111
Financial Information	123
Travel Reservations	122
Sports Scores/Updates	119
Use Online Yellow Pages	111
Medical Information	110
Radio Station Web Sites	125
Read/Wrote Blogs	114
Listened to Radio	113
Check Traffic	125

Average time spent online per week: 9.5 hours

N/T/I listeners had the highest rate of homeownership of any audience group studied in this report (83%). They were above the national average for doing home improvement and repair, with median spending of \$2,150 on these projects during the past 12 months.

Listeners were above the national norm for planning to buy a new vehicle, being most interested in midsize cars and SUVs.

Most used cell phones (83%), but aside from accessing e-mail they were below average for using their phones to text, take pictures or go online. However, most of these listeners were online during a 30-day period (78%) and their online usage patterns reflected their interest in N/T/I content—they were well above the norms for seeking out news and information, for listening to radio online and for reading or writing blogs. Most shopped online (64%), and most of those shoppers made a purchase, spending an average of \$941 online during the past year.

The leisure profile of the N/T/I audience showed them to be above average for vacation travel. They were also highly interested in both professional and college sports. They were more likely than the general population to make time for volunteer work and exercise.

*Scarborough data do not include Talk/Personality.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

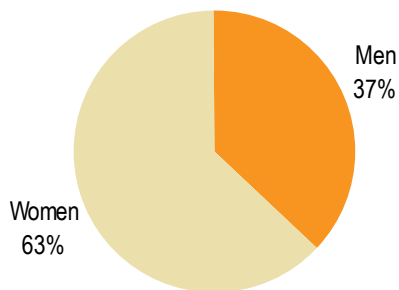
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Adult Contemporary (and Soft Adult Contemporary)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
8.5%	8.6%	7.1%	8.2%	8.1%	9.2%	9.4%

12+ AQH Share in PPM Markets	10.8%
12+ AQH Share in Diary Markets	8.8%

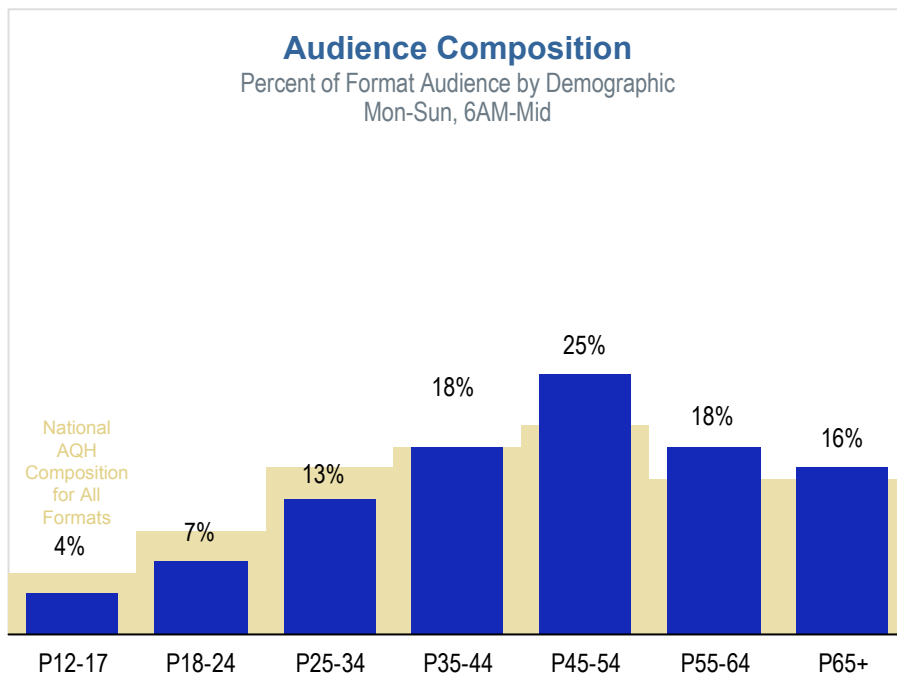
Mainstream Music Leader

The 72 million listeners to Adult Contemporary (AC) and Soft Adult Contemporary stations each week was greater than any other radio format in America. Together, these 1,416 stations drew a record 9.4% of all radio tune-in in Fall '09—including 10.8% in PPM markets and 8.8% in Diary markets—good for third-most overall, as well as third-most overall in mornings, middays and afternoons.

This was the most female-leaning format of all covered in this study, although its proportion of men has increased in recent years. AC ranked No. 2 with adults 35-44 and was third with adults 25-34, 45-54, 55-64 and 65+. While continuing to reflect a well-balanced demographic spread, AC's audience has aged over the years, generating 59% of its audience from those aged 45+, up from just 40% in Spring '02. The addition of Soft AC stations to this format also helped to boost the format's age composition. Its proportion of listeners 55+ jumped from about 19% to 34% during that period, while the percentage of those 25-44 shrunk from 46% to 31%.

Audience Composition

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



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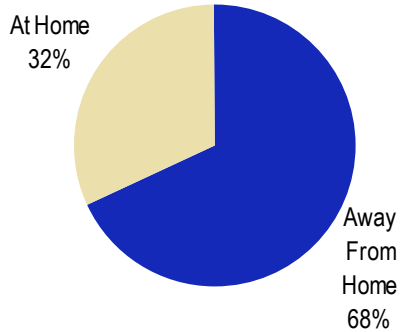
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Adult Contemporary (and Soft Adult Contemporary)

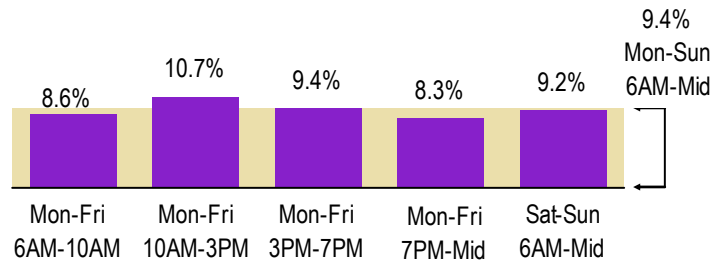
Share of Listening by Location

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



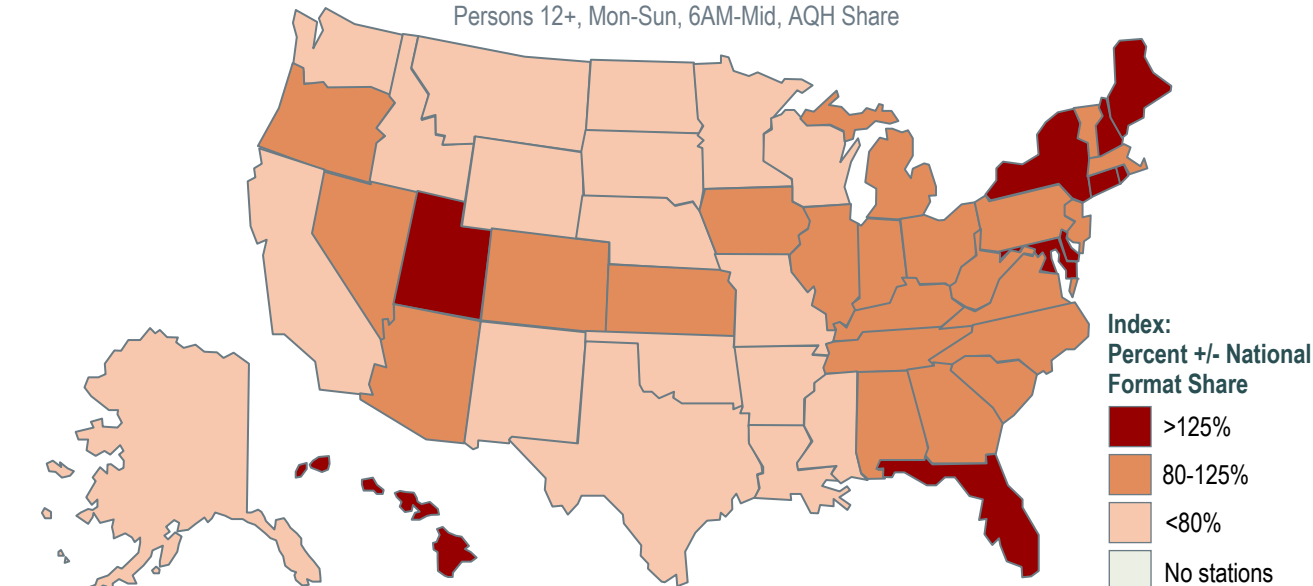
AQH Share of Listening by Daypart

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



Audience Share by State

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



A popular at-work favorite, AC tied for No. 1 in its high proportion of out-of-home listening. The format earned slightly above-average Time Spent Listening overall, tied for No. 6 among the 16 main formats analyzed.

AC stations ranked No. 1 in 6+ audience share during Fall '09 in the PPM Metros of Baltimore; Chicago; Dallas-Ft. Worth; Denver-Boulder; Detroit; Houston-Galveston; Los Angeles; Miami-Ft. Lauderdale-Hollywood; Middlesex-Somerset-Union; Nassau-Suffolk (Long Island); New York; Philadelphia; Phoenix; Portland, OR; San Diego; San Jose; Seattle-Tacoma; and St. Louis. AC's audience share was more than three times its national average in Hawaii (index 363, with a 34.3 share) and Delaware (index 315, with a 29.8 share), indexing at least 30% higher in eight other states.

continued ►

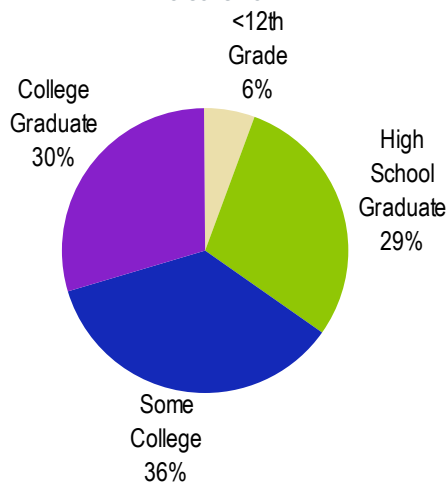
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Adult Contemporary (and Soft Adult Contemporary)

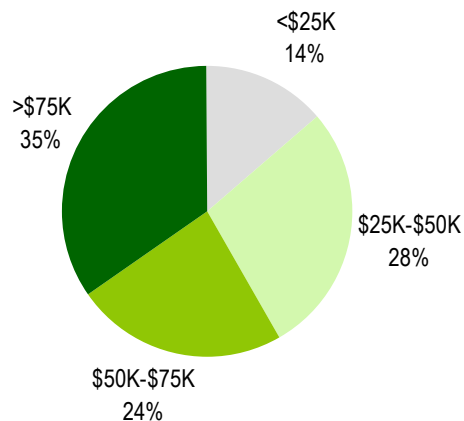
Education

Persons 18+



Household Income

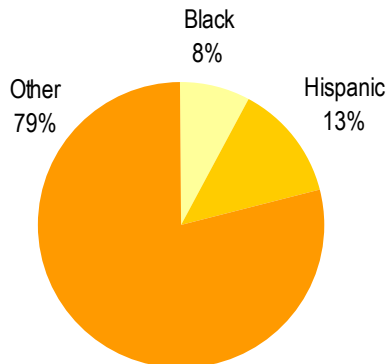
Persons 18+



Ethnic Composition*

AQH Persons

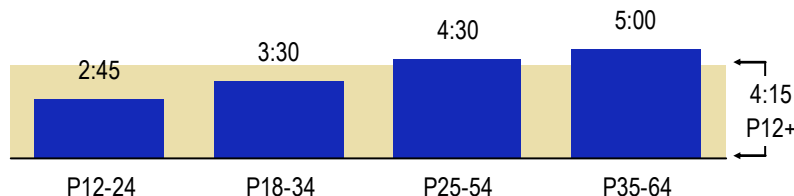
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Two-thirds of adult AC listeners attended college or earned a degree—a figure that's remained steady in recent years. Three in 10 had a college diploma, the highest percentage seen in the past eight annual studies. AC also reached a new peak in the percentage of its 18+ audience living in households producing \$75,000 in annual income, up from 28% to nearly 35% since Spring '02—a 26% rate of increase.

continued ►

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 2009.

Adult Contemporary*

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	111
Landscaping	106
Remodeled Bathroom	107
Exterior Paint	105
Remodeled Kitchen	105
Heating/AC	103
Replace/Repair Roof	100
Replaced Windows	105
Other Remodeling or Home Improvement Project	104

Median amount spent for all remodeling and home improvement projects: \$2,020

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	102
Furniture	111
Carpeting/Flooring	107
Window Treatments	108
Mattress	108
Stereo/Music System	102

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	114
Plan to Buy Used Vehicle**	92

* Median amount budgeted for new vehicle: \$24,690

** Median amount budgeted for used vehicle: \$9,740

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	69%
Do-it-Yourself Repairs	31%

Type of DIY Repair:	Index
Changed Oil	88
Replaced Battery	92
Anti-Freeze/Coolant	89
Brakes	89
Tune-Up/Spark Plugs	82
Other Types of Repairs	90

Leisure Lifestyle Profile	Index
Drink Wine (Age 21+)	114
Own/Will Buy iPod@/MP3	112
Buy Women's Casual Clothing	116
Own/Will Buy DVR	110
Foreign Travel	118
Shopped Mall Past Week	111
Vacation Air Travel	116
Attend Pro Sports Events	112
Swim	112
MLB Fan	110
Photography	112
Vacation Car Rental	122
Attend Movies Monthly	114
Jog/Run	110
Bicycling	111
Attend Live Theater	130
Attend MLB Games	127
Use Free Weights/Circuit	115
Belong to Health Club	119
Use Florists	113

Cell Phone Usage	Pct.
Use Cell Phone	85%

Average monthly bill: \$82

Compared With All Adult Cell Phone Users:	Index
Text Messaging	106
Taking Pictures	106
E-Mail	116
Instant Messaging	101
Download/Listen to Music	100
Download Video Games	101
Stream Video Clips	101

Online Activity	Pct.
Online Past 30 Days	80%
Shopped Online Past Year	64%
Purchased Online Past Year	61%

Average amount spent online past year: \$876

Compared With All Adults Online During Past 30 Days:	Index
Pay Bills	105
Check Movie Listings	110
Use Online Yellow Pages	108
Financial Information	105
Travel Reservations	112
Instant Messages	105
Local/Community Events	107
Medical Information	106
Radio Station Web Sites	106
Download Coupons	118

Average time spent online per week: 9.3 hours

Most Adult Contemporary listeners owned their homes (73%). This high rate of homeownership was reflected in listeners being above national norms for home improvement projects and the purchase of home furnishings during the past 12 months, most notably for doing interior painting/wallpapering and for purchasing furniture.

Compared to the general population, Adult Contemporary listeners were more likely to be planning the purchase of a new vehicle during the next 12 months and were considering SUVs and midsize cars.

Listeners were more likely than the average cell phone user to access e-mail from their phones and to use text messaging and camera functions.

When compared to the average online user, Adult Contemporary listeners were more likely to be seeking information, communicating via instant messages and using their online time to pay bills, make travel reservations and download coupons.

The leisure profile of Adult Contemporary listeners showed an above-average inclination to enjoy wine, travel and exercise. They were also more likely than the general population to be fans of Major League Baseball, movies and live theater.

*Scarborough data do not include Soft Adult Contemporary.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

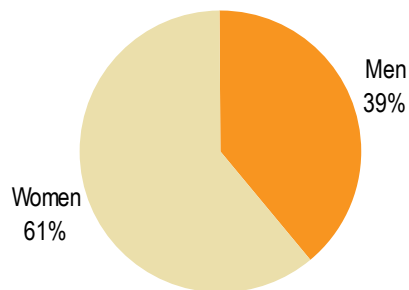
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Pop Contemporary Hit Radio (Pop CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
6.3%	5.8%	5.5%	5.5%	5.6%	5.9%	6.7%

12+ AQH Share in PPM Markets	6.5%
12+ AQH Share in Diary Markets	7.2%

Bankable Youth Appeal

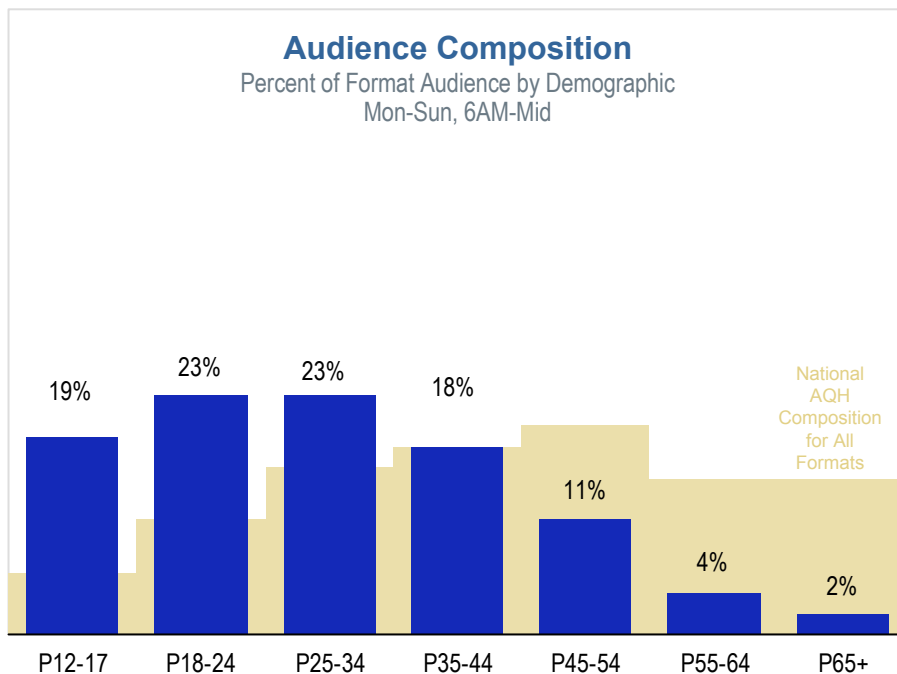
With 802 stations, Pop Contemporary Hit Radio (Pop CHR) has been gaining in popularity in recent years, attracting 6.7% of the national radio audience in Fall '09 (the most since Spring '02), including 6.5% in PPM markets and 7.2% in Diary Metros. With more than 59 million weekly listeners, Pop CHR ranked fourth in both share and audience reach of all formats in this report.

Pop CHR was also one of radio's most female-oriented formats, ranking third-highest in its composition of women 12+, though men are up a couple of points in recent years.

With nearly two-thirds of its audience between 12 and 34 years old, Pop CHR had radio's second-youngest listener composition, even as its teen base has decreased every year since Spring '05, down from about 25% to 19%. More than a fifth of all teen listening went to Pop CHR; that's more than twice as much as any other format earned. It was also No. 1 with adults 18-24, second with those 25-34 and fourth with adults 35-44.

Audience Composition

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



continued ►

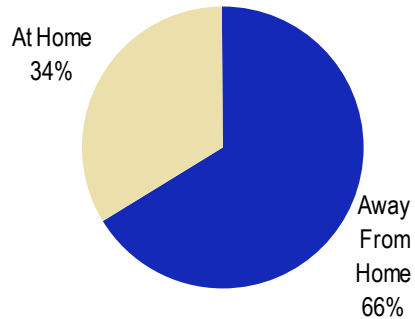
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Pop Contemporary Hit Radio (Pop CHR)

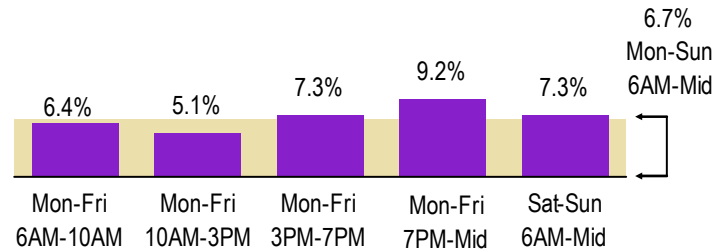
Share of Listening by Location

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



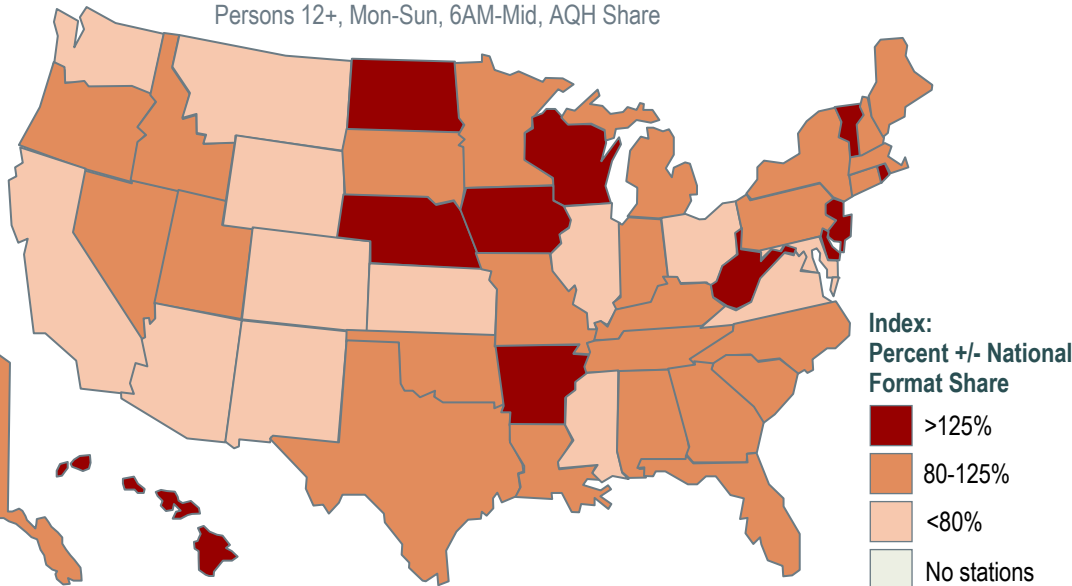
AQH Share of Listening by Daypart

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



Audience Share by State

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



Tied for No. 4 in Time Spent Listening among consumers 12-24, Pop CHR was strongest during evenings, when it gained more than a share point and ranked No. 3; it was fourth in morning and afternoons, the latter also up nearly a share.

Pop CHR stations ranked No. 1 in 6+ audience share during Fall '09 in the PPM Metros of Boston, Dallas-Ft. Worth and Los Angeles, and were among the top three in Minneapolis-St. Paul; Nassau-Suffolk (Long Island); New York; Seattle-Tacoma; and Washington, DC. Pop CHR's audience share was far above its national average in New Jersey (index 346, thanks to WHTZ/New York being based there), Delaware (195), Rhode Island (184), West Virginia (182) and Hawaii (171), indexing at least 30% higher in eight other states and Washington, DC.

continued ►

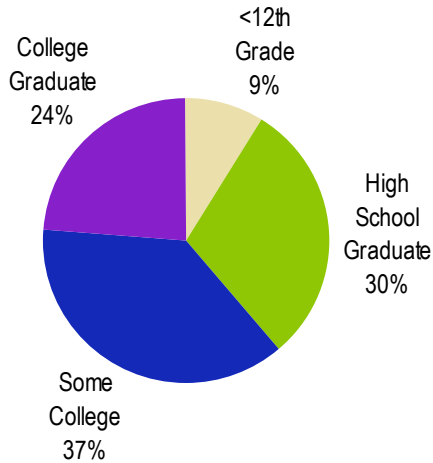
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Pop Contemporary Hit Radio (Pop CHR)

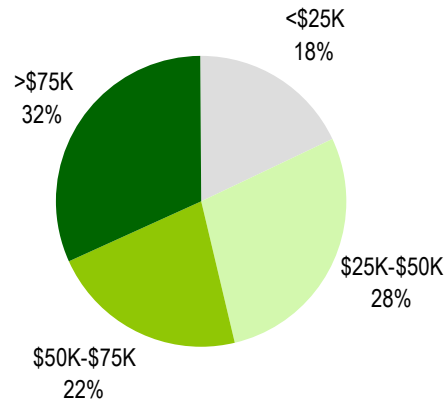
Education

Persons 18+



Household Income

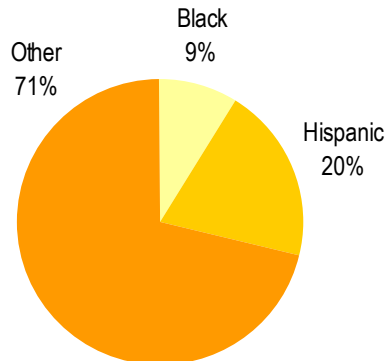
Persons 18+



Ethnic Composition*

AQH Persons

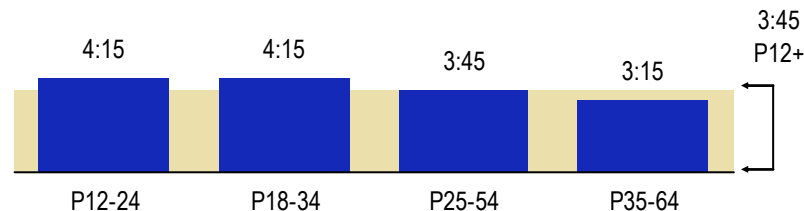
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



More than 24% of adult Pop CHR consumers were college graduates, up from 21% in Spring '05—a 15% rate of growth, second only to Country. An even 32% of adult Pop CHR listeners resided in homes earning \$75,000 or better per year, up from 27% in Spring '05—a 17% improvement over that time frame.

Pop CHR had the fourth-highest Hispanic composition, second-highest among English-language programming choices of those analyzed.

continued ►

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 2009.

Pop Contemporary Hit Radio (Pop CHR)

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	118
Landscaping	109
Remodeled Bathroom	117
Exterior Paint	92
Remodeled Kitchen	114
Heating/AC	106
Replace/Repair Roof	95
Replaced Windows	101
Other Remodeling or Home Improvement Project	109

Median amount spent for all remodeling and home improvement projects: \$1,720

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	114
Furniture	121
Carpeting/Flooring	113
Window Treatments	113
Mattress	119
Stereo/Music System	134

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	119
Plan to Buy Used Vehicle**	122

* Median amount budgeted for new vehicle: \$24,470

** Median amount budgeted for used vehicle: \$8,820

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	64%
Do-it-Yourself Repairs	36%

Type of DIY Repair:	Index
Changed Oil	106
Replaced Battery	100
Anti-Freeze/Coolant	105
Brakes	115
Tune-Up/Spark Plugs	111
Other Types of Repairs	115

Leisure Lifestyle Profile	Index
Own/Plan to Buy Digital Camera	116
Shop Music/Video Stores	113
Own/Plan to Buy HDTV	110
Use Pet Supplies/Services	110
Shop for Toys	122
Shop for Sporting Goods	113
Own/Will Buy iPod®/MP3	141
Buy Women's Casual Clothing	116
Buy Athletic Shoes	122
Own/Will Buy DVR	116
Own/Will Buy Video Game System	143
Foreign Travel	110
Shopped Mall Past Week	111
Attend Pro Sports Event	118
Swim	132
Buy Sports Logo Clothing	127
Photography	116
Visit Zoo	129
Attend Movies Monthly	129
Jog/Run	146

Cell Phone Usage	Pct.
Use Cell Phone	87%

Average monthly bill: \$86

Compared With All Adult Cell Phone Users:	Index
Text Messaging	138
Taking Pictures	133
E-Mail	143
Instant Messaging	140
Download/Listen to Music	161
Download Video Games	158
Stream Video Clips	173

Online Activity	Pct.
Online Past 30 Days	86%
Shopped Online Past Year	67%
Purchased Online Past Year	62%

Average amount spent online past year: \$808

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	133
Check Movie Listings	125
Social Networking	139
Instant Messages	136
Job Search	127
Read/Write Blogs	117
Radio Station Web Sites	117
Listen to Radio	112
Download/Play Video Games	123
Download/Watch Movies	142

Average time spent online per week: 9.3 hours

Although most Pop CHR listeners owned their homes (63%), they were somewhat below the national average for homeownership. This was probably linked to the fact that this audience skewed younger and more than half were single (53%). Even so, the group was above norms for most of the home improvement projects measured in the Scarborough survey and for the purchase of home furnishings.

Compared with total U.S. cell phone users, Pop CHR listeners were far more likely to be using their cell phones as multi-function mobile devices. Their average monthly cellular fee of \$86 was more than was being paid by most other audience groups studied in this report.

These listeners were also heavy online users. Nearly nine of every 10 were online during a typical 30-day period (86%) and they were more likely than the general online population to be oriented toward entertainment content—downloading music, video games and movies, listening to radio and visiting radio station Web sites. They were also well above average for social networking.

The leisure profile of Pop CHR listeners showed a strong inclination toward entertainment media—they were above average in shopping for music and videos; owning or planning to buy iPods/MP3 devices, DVRs, video gaming systems and HDTVs; and attending movies monthly.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

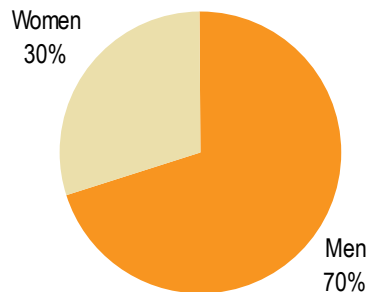
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Classic Rock



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
4.9%	4.8%	4.9%	4.7%	4.5%	4.7%	5.0%

12+ AQH Share in PPM Markets	4.5%
12+ AQH Share in Diary Markets	4.9%

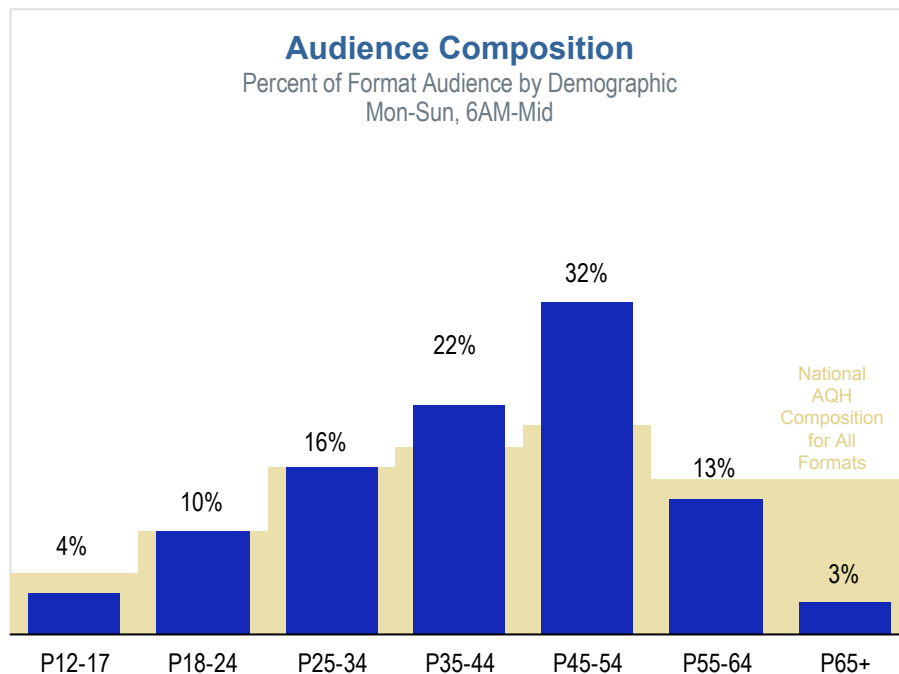
Solid Performer Throughout the Day

There were 905 Classic Rock stations in the U.S., which attracted close to 39 million Americans and an even 5.0% of all radio listening, the most since Spring '02. The fifth-most-popular programming, Classic Rock earned a 4.5% share in PPM Metros and 4.9% in Diary markets in Fall '09. The format also ranked No. 5 in mornings, middays and afternoons; it set a new ratings peak in both mornings and evenings, when it ranked eighth.

Consistently, seven out of 10 Classic Rock listeners were men—the fourth-highest percentage of the 22 formats in this study. The audience was concentrated in the 35-54 age group, which represented more than 53% of its listenership. However, the growth was primarily among those 45+. The 45-54 segment comprised 32% of the audience, up from 17% in Spring '05; the 55+ demographic was a sixth of the audience. Meanwhile, the 35-44 composition shrunk from 33% to 22%. Classic Rock ranked fourth with adults 45-54 and fifth among those 35-44.

Audience Composition

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



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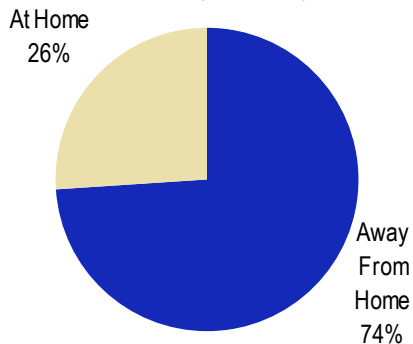
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Classic Rock

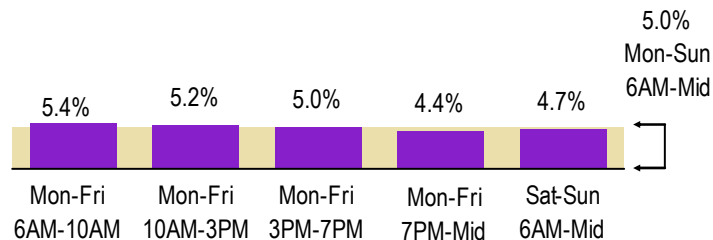
Share of Listening by Location

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



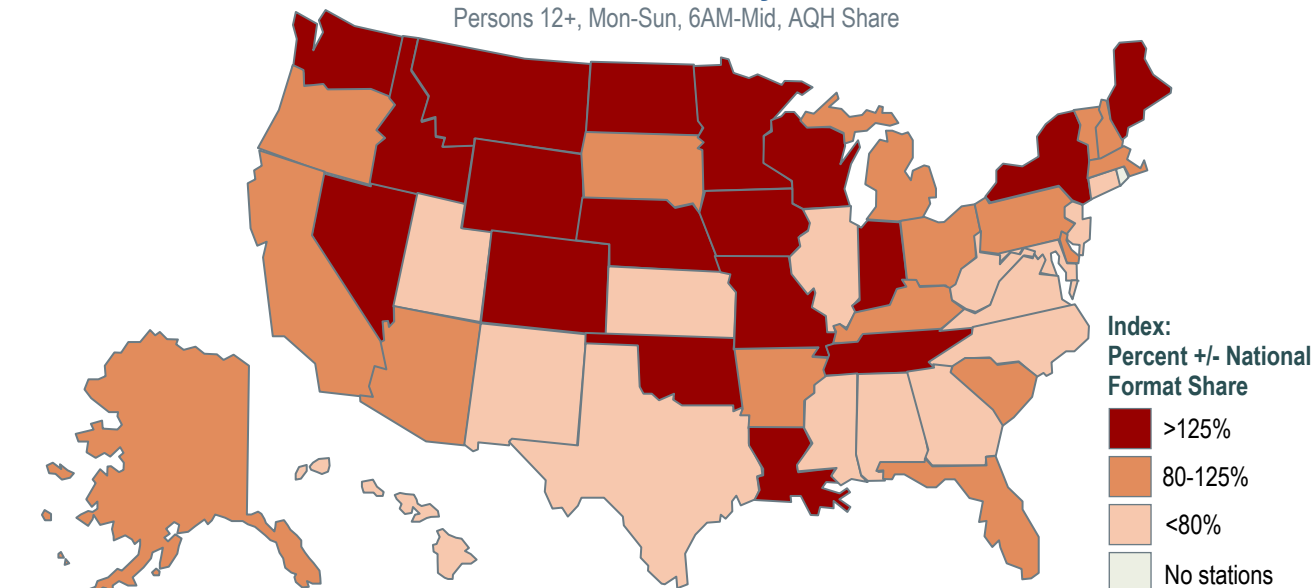
AQH Share of Listening by Daypart

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



Audience Share by State

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



Like other rock radio offerings, the vast majority of tune-in to Classic Rock took place out-of-home: it was fifth-highest in that statistic, but as the audience ages, in-home's proportion has been gaining a fraction each year.

During Fall '09, a Classic Rock station was No. 1 in Minneapolis-St. Paul, and Classic Rock stations were among the top five in 6+ share in the PPM markets of Boston; Middlesex-Somerset-Union; New York; Philadelphia; Portland, OR; San Diego; and San Jose. Classic Rock's audience share was more than 50% beyond its national average in Colorado, Iowa, Maine, Minnesota, Montana, Nebraska, North Dakota, Oklahoma, Tennessee and Wyoming, and indexed at least 25% higher in eight other states.

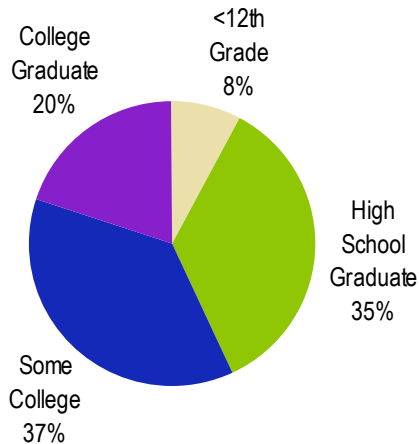
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Classic Rock

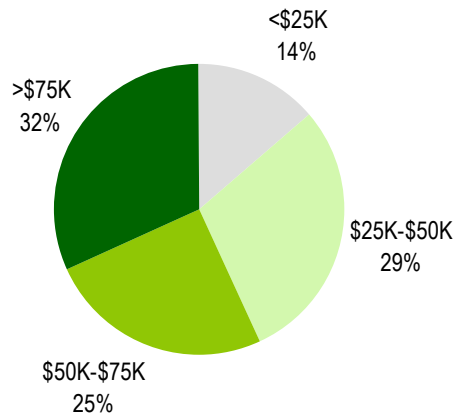
Education

Persons 18+



Household Income

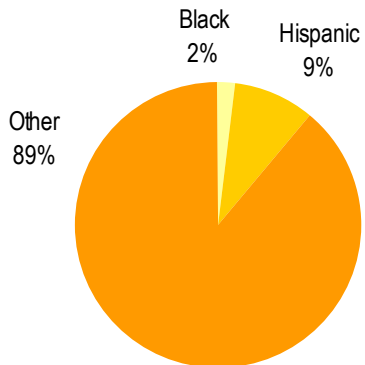
Persons 18+



Ethnic Composition*

AQH Persons

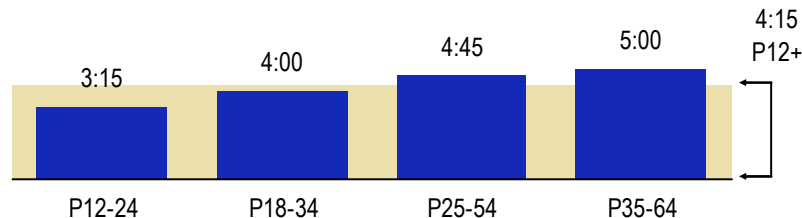
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



A solid 57% of Classic Rock consumers either attended college or earned a degree—a figure that has remained fairly stable over the years. The same percentage also lived in households generating \$50,000 or more in income annually.

continued ►

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 2009.

Classic Rock

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	122
Landscaping	128
Remodeled Bathroom	116
Exterior Paint	111
Remodeled Kitchen	115
Heating/AC	116
Replace/Repair Roof	105
Replaced Windows	116
Other Remodeling or Home Improvement Project	117

Median amount spent for all remodeling and home improvement projects: \$2,000

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	102
Furniture	112
Carpeting/Flooring	114
Window Treatments	108
Mattress	105
Stereo/Music System	119

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	110
Plan to Buy Used Vehicle**	109

* Median amount budgeted for new vehicle: \$25,030

** Median amount budgeted for used vehicle: \$9,540

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	60%
Do-it-Yourself Repairs	40%

Type of DIY Repair:	Index
Changed Oil	118
Replaced Battery	125
Anti-Freeze/Coolant	117
Brakes	135
Tune-Up/Spark Plugs	120
Other Types of Repairs	131

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	114
Shop Music/Video Stores	110
Have Pets	115
Own/Will Buy HDTV	111
Vacation Hotel	111
Drink Wine (Age 21+)	110
Drink Beer (Age 21+)	123
Shop for Sporting Goods	121
Own/Will Buy iPod@/MP3	123
Buy Athletic Shoes	113
Buy Men's Casual Apparel	117
Own/Will Buy DVR	116
Own/Will Buy Video Game System	125
Vacation Air Travel	112
Attend Pro Sports Events	129
College Football Fan	110
Swim	123
MLB Fan	122
Buying Sports Logo Clothing	123
Photography	113

Cell Phone Usage	Pct.
Use Cell Phone	85%

Average monthly bill: \$83

Compared With All Adult Cell Phone Users:	Index
Text Messaging	115
Taking Pictures	108
E-Mail	118
Instant Messaging	100
Download/Listen to Music	96
Download Video Games	108
Stream Video Clips	122

Online Activity	Pct.
Online Past 30 Days	83%
Shopped Online Past Year	67%
Purchased Online Past Year	63%

Average amount spent online past year: \$887

Compared With All Adults Online During Past 30 Days:	Index
Check Weather	106
News	105
Download/Listen to Music	106
Use Online Yellow Pages	108
Sports Scores/Updates	122
Auction Sites	115
Radio Station Web Sites	116
Automotive Information	114
Check Traffic	121
Fantasy Sports	127

Average time spent online per week: 9.3 hours

The Classic Rock audience was above the national average for having done home improvement projects and for purchasing home furnishings during the past 12 months, most notably for doing landscaping and interior painting or wallpapering. Most owned their homes (76%).

These listeners were also above national norms for planning a vehicle purchase in the next 12 months and were more likely than the average vehicle owner to do some auto repair and maintenance themselves.

Most Classic Rock listeners were online during a typical 30-day period (83%) and they were more likely than the total online population to seek out various types of news and local information, like checking on weather or traffic. We also saw above-average participation in fantasy sports.

The leisure profile of Classic Rock listeners showed a strong orientation toward music and video and electronic devices used to access this content (HDTV, iPods or MP3 players, DVRs and video gaming systems). Listeners also showed an interest in sports that was higher than that of the general adult population.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

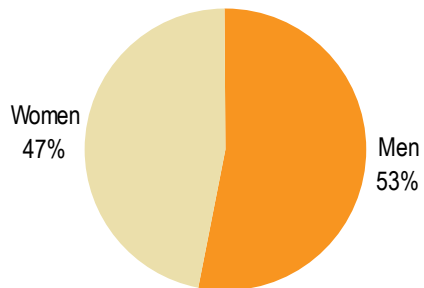
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Classic Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.2%	1.4%	1.6%	2.1%	2.8%	3.9%	4.8%

12+ AQH Share in PPM Markets	6.0%
12+ AQH Share in Diary Markets	3.9%

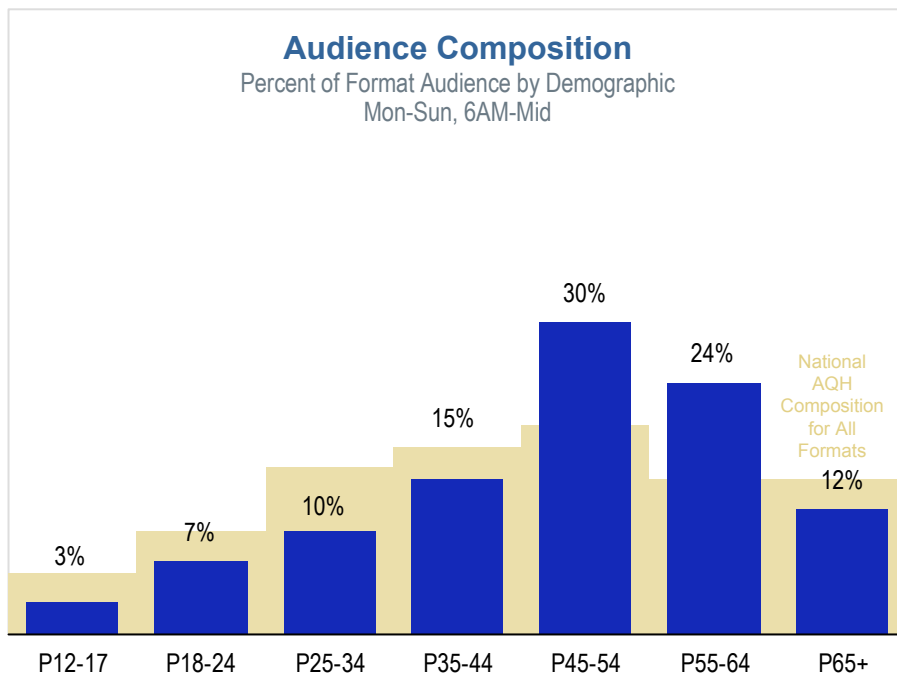
No. 1 Format for Growth

America's fastest-rising format by audience share, Classic Hits increased for the seventh straight year and accounted for 4.8% of all radio listening in America in Fall '09, with a 6.0% share in PPM markets and a 3.9% share in Diary Metros. Now much more popular than Oldies as a format description, even though it features many of the same songs, Classic Hits was heard on 701 stations, reaching 40 million listeners each week—fifth-most of all 22 formats in this study.

Almost two-thirds of Classic Hits' audience was at least 45 years old, and 54% was 45 to 64 years old. The demographic trend continued to shift away from 35-54 toward 55+, as that older segment's proportion grew from 24% in Spring '06 to 36% by Fall '09. Classic Hits ranked fourth with adults 55-64 and 65+, and was fifth among 45-54s. The format leaned a bit more male than Oldies, whose appeal was equally balanced by gender. Classic Hits' Hispanic audience composition was fourth-highest among English-language programming choices.

Audience Composition

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



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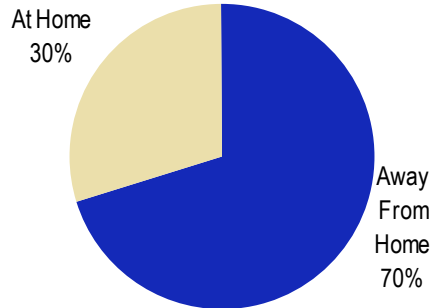
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Classic Hits

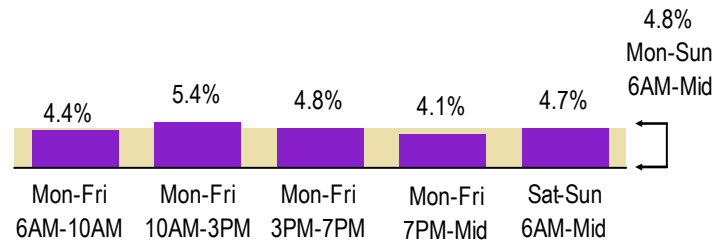
Share of Listening by Location

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



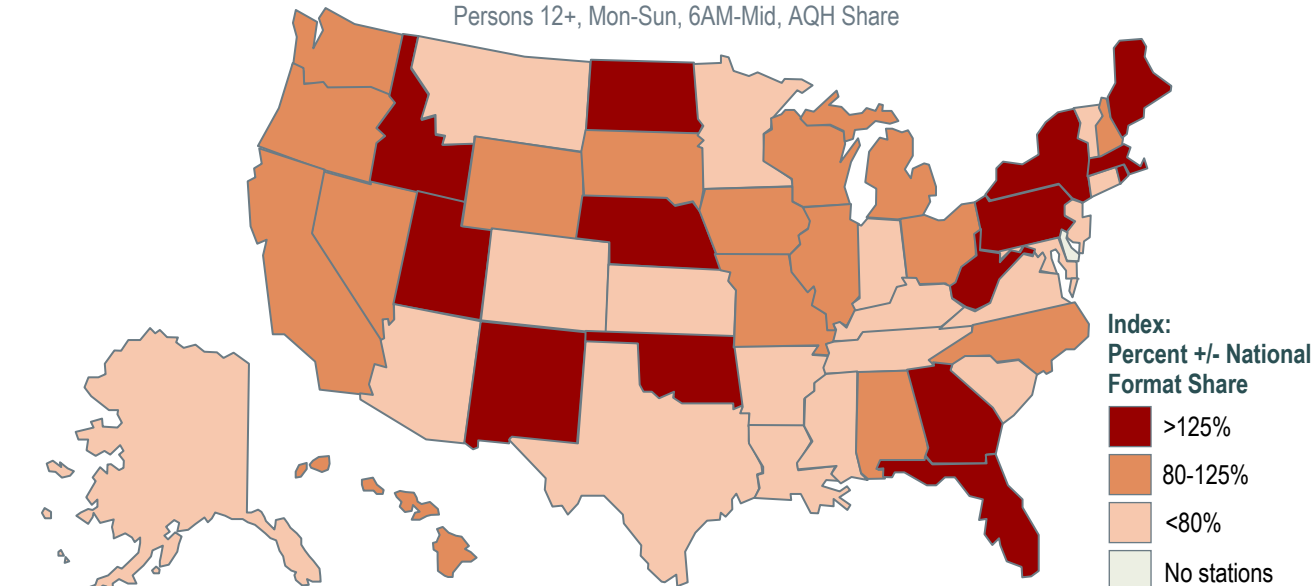
AQH Share of Listening by Daypart

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



Audience Share by State

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



With its blend of familiar hits, Classic Hits was an at-work favorite, ranking fourth in middays and sixth in mornings and afternoons. It gained nearly a share in all dayparts since Fall '08. Seventy percent of Classic Hits listening happened somewhere other than at home, ranking the format eighth-highest in that regard. Like Classic Rock, Classic Hits' at-home share of tune-in has been slowly increasing.

Classic Hits stations were No. 1 in Los Angeles and Riverside-San Bernardino during Fall '09 in PPM markets, and were among the top three in Boston; Dallas-Ft. Worth; Detroit; Miami-Ft. Lauderdale-Hollywood; Middlesex-Somerset-Union; New York; Philadelphia; Portland, OR; Seattle-Tacoma; and Tampa-St. Petersburg-Clearwater. Classic Hits drew ratings more than twice as high as its national share in Rhode Island (index 258) and Maine (213), and more than 40% above its average in Georgia, Idaho, Massachusetts, Nebraska, New Mexico, New York, Utah and West Virginia.

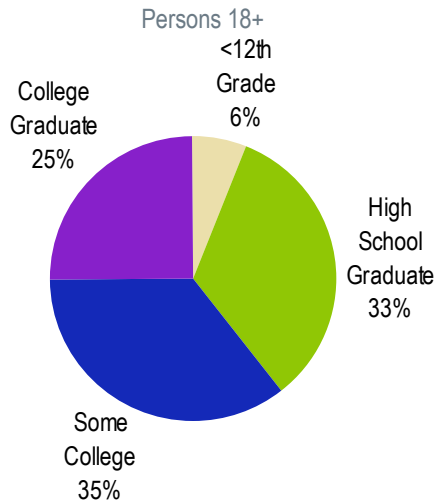
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Note: Due to rounding, totals may not add to 100.

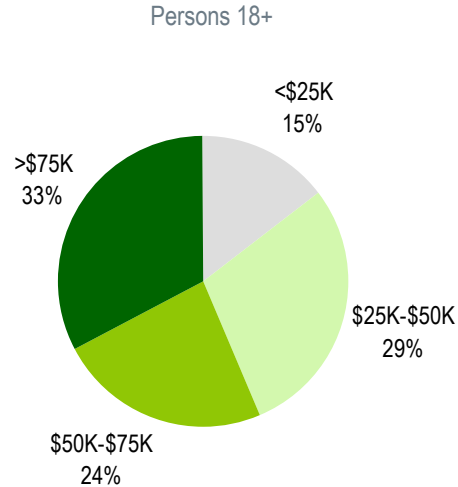
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Classic Hits

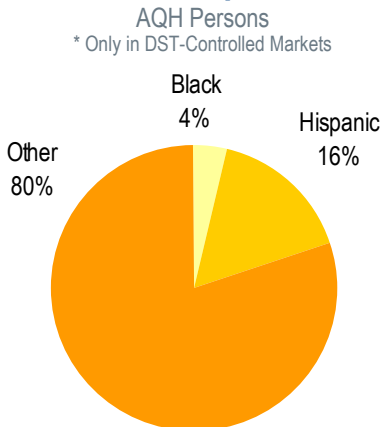
Education



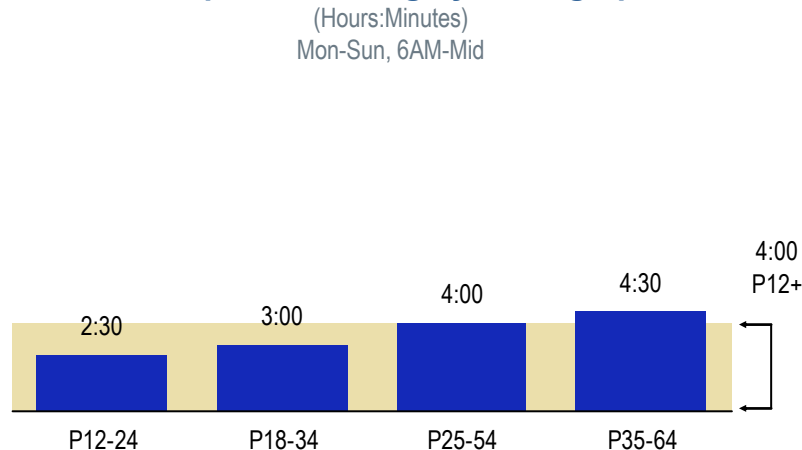
Household Income



Ethnic Composition*



Time Spent Listening by Demographic



Some 25% of adult Classic Hits listeners had a college degree, up from 23% in Spring '06. And 57% of Classic Hits consumers aged 18+ resided in households with \$50,000 or more in annual income.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	114
Landscaping	116
Remodeled Bathroom	112
Exterior Paint	106
Remodeled Kitchen	106
Heating/AC	109
Replace/Repair Roof	98
Replaced Windows	112
Other Remodeling or Home Improvement Project	108

Median amount spent for all remodeling and home improvement projects: \$2,070

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	104
Furniture	108
Carpeting/Flooring	108
Window Treatments	105
Mattress	102
Stereo/Music System	101

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	119
Plan to Buy Used Vehicle**	96

* Median amount budgeted for new vehicle: \$23,860

** Median amount budgeted for used vehicle: \$10,150

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	67%
Do-it-Yourself Repairs	33%

Type of DIY Repair:	Index
Changed Oil	98
Replaced Battery	96
Anti-Freeze/Coolant	95
Brakes	104
Tune-Up/Spark Plugs	99
Other Types of Repairs	100

Leisure Lifestyle Profile	Index
Drink Wine (Age 21+)	112
Drink Beer (Age 21+)	110
Own/Will Buy DVR	110
Buy Lottery Tickets	113
Foreign Travel	115
Vacation Air Travel	116
Attend Pro Sports Events	120
MLB Fan	120
Buy Sports Logo Clothing	114
Play Slots at Casinos	110
Vacation Car Rental	120
Bicycling	113
Attend Live Theater	124
Attend MLB Games	134
Use Free Weights/Circuit	115
Belong to Health Club	114
Buy Sports Equipment	113
Use Florists	115
Visit Mexico	111
Own/Will Buy Pool or Spa	113

Cell Phone Usage	Pct.
Use Cell Phone	86%

Average monthly bill: \$81

Compared With All Cell Phone Users:	Index
Text Messaging	100
Taking Pictures	97
E-Mail	103
Instant Messaging	93
Download/Listen to Music	85
Download Video Games	80
Stream Video Clips	87

Online Activity	Pct.
Online Past 30 Days	78%
Shopped Online Past Year	63%
Purchased Online Past Year	60%

Average amount spent online past year: \$881

Compared With All Adults Online During Past 30 Days:	Index
News	104
Online Yellow Pages	105
Financial Information	105
Travel Reservations	114
Sports Scores/Updates	108
Medical Information	106
Radio Station Web Sites	105
Download Coupons	108
Listen to Radio	104
Check Traffic	125

Average time spent online per week: 9.2 hours

Classic Hit listeners were above the national average for having done home improvement projects and for purchasing home furnishings during the past 12 months. Most were homeowners (77%).

Listeners were more likely than the general population to be planning the purchase of a new vehicle in the coming year and were considering midsize cars and SUVs more than other models.

Although most Classic Hit listeners used cell phones (86%), they seemed to use them mostly for calls. They were below average in their use of cell phones for taking pictures or online connectivity and mirrored the national average for texting or e-mail.

A majority of listeners were online during a typical month (78%), and they tended to be above average in seeking news and information and in using practical applications such as making travel reservations or downloading coupons.

The leisure profile of Classic Hit listeners showed above-average interest in sports and exercise. They were also above the norm in being drawn to travel, enjoying adult beverages and gambling a bit (being more likely than the general population to buy lottery tickets and play casino slots).

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

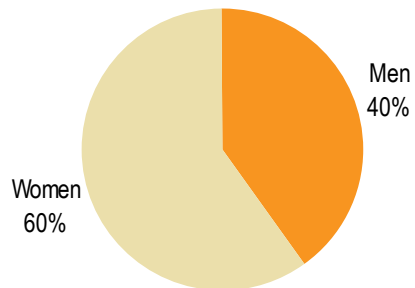
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Hot Adult Contemporary (Hot AC)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
3.8%	3.7%	3.6%	3.2%	3.2%	3.5%	4.0%

12+ AQH Share in PPM Markets	4.4%
12+ AQH Share in Diary Markets	3.3%

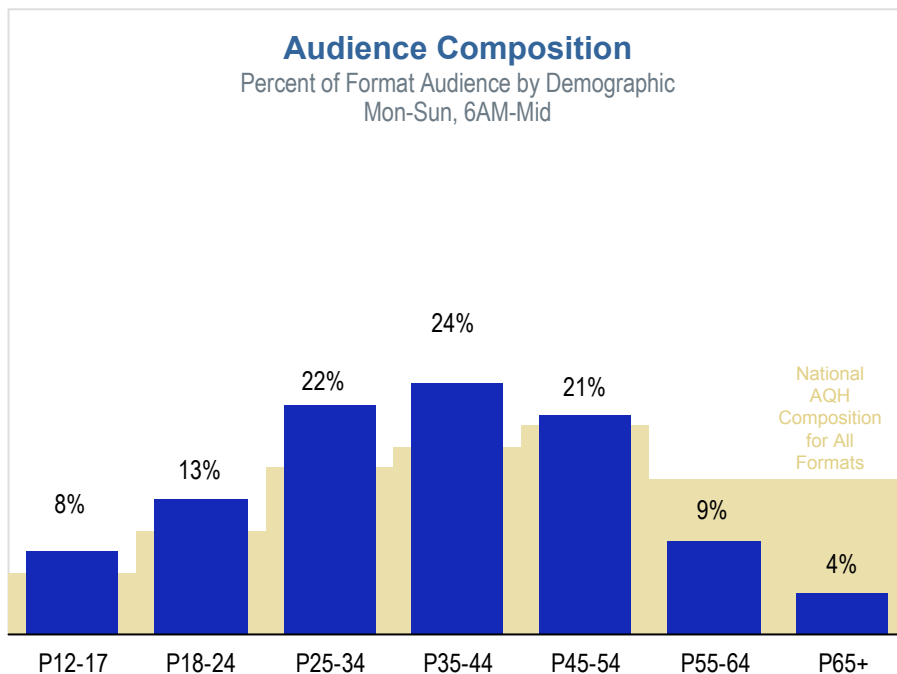
Wide Audience Appeal

Gaining in popularity in recent years, Hot Adult Contemporary (Hot AC) delivered a 4.0% share of radio listening (4.4% in PPM Metros and 3.3% in Diary markets) in Fall '09. The format was heard on 716 stations and reached nearly 39 million consumers per week, sixth highest of all radio formats.

Leaning female by a 60/40 ratio (the fifth-highest proportion), Hot AC's core target was adults 25-54, who represented almost two-thirds of its audience. But the format was popular across a broad audience spectrum: it was tied for fifth with teens, and ranked sixth with adults 35-44 and seventh among adults 18-24, 25-34 and 45-54. Hot AC's demographic balance is gradually getting older, as the 45-64 sector rose from less than 23% of the format's audience composition to 30% between Spring '05 and Fall '09, with a corresponding reduction in adults 25-44.

Audience Composition

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



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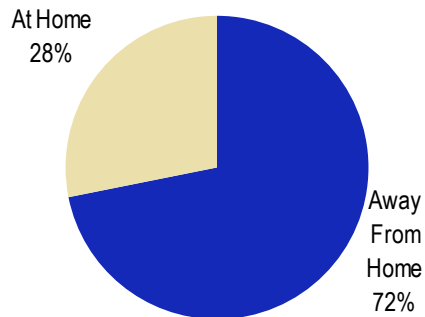
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Hot Adult Contemporary (Hot AC)

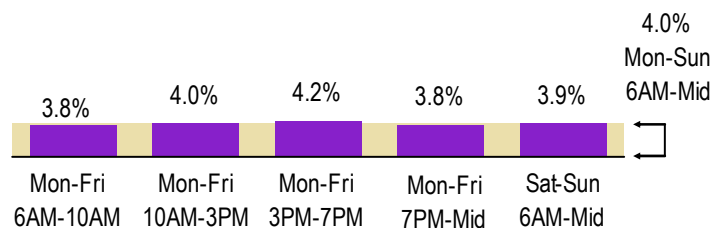
Share of Listening by Location

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



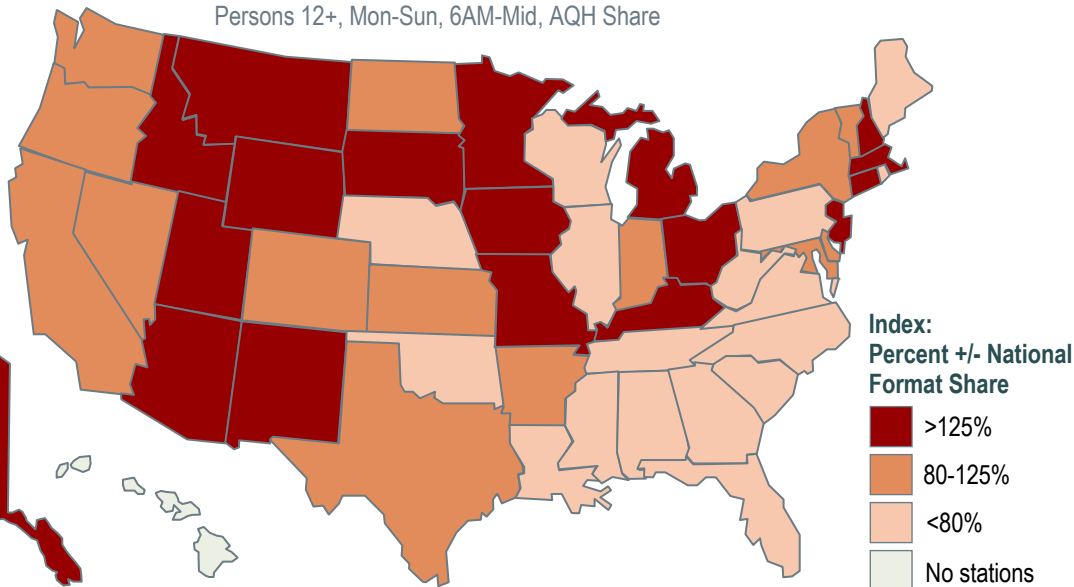
AQH Share of Listening by Daypart

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



Audience Share by State

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



More than 72% of all listening to Hot AC took place out of home; that's the highest percentage in several years and ranked the format sixth-highest in that category. Afternoons, where Hot AC ranked seventh among the 22 formats in this report, became Hot AC's strongest daypart, though the greatest share increases in the past two years were in evenings.

In Fall '09, Hot AC stations were No. 1 in Detroit, Phoenix and San Diego and among the top three in Minneapolis-St. Paul, San Jose, Seattle-Tacoma and St. Louis. Hot AC scored more than twice its national ratings in Montana (index 249), Ohio (216), New Jersey (212) and Connecticut (203) and accumulated at least 40% higher ratings than its average share in Alaska; Arizona; Idaho; Iowa; Massachusetts; Michigan; Minnesota; New Hampshire; New Mexico; Utah; Washington, DC; and Wyoming.

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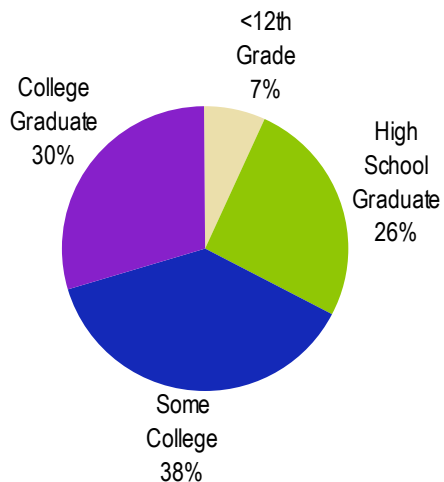
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Hot Adult Contemporary (Hot AC)

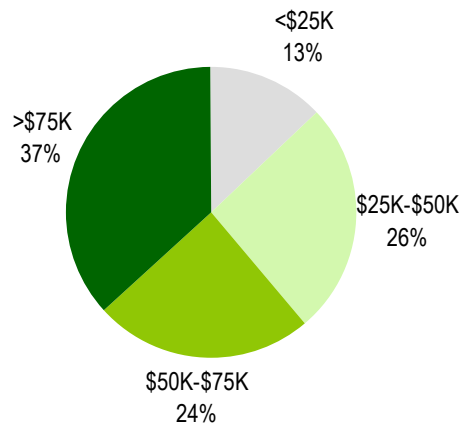
Education

Persons 18+



Household Income

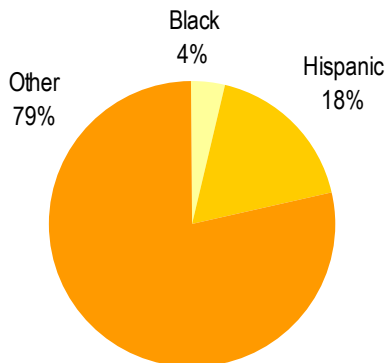
Persons 18+



Ethnic Composition*

AQH Persons

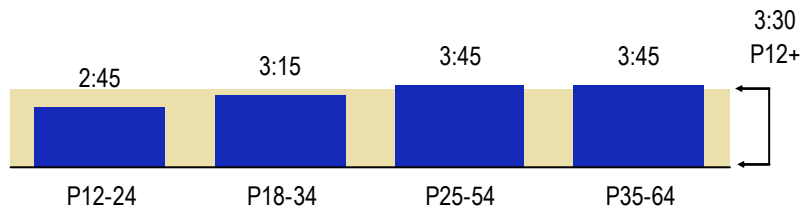
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Better than two-thirds of adult Hot AC consumers attended college or earned a degree; three in 10 had a diploma. That's been consistent since Spring '05, and ranked the format fourth-strongest in college-level attainment. More than six in 10 lived in households producing annual income of \$50,000 or more, fifth-highest of the 16 primary formats covered in detail.

More than a sixth of all Hot AC listening came from Hispanics; that's fifth-highest of the 22 formats studied.

continued ►

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 2009.

Hot Adult Contemporary (Hot AC)

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	120
Landscaping	124
Remodeled Bathroom	109
Exterior Paint	102
Remodeled Kitchen	104
Heating/AC	104
Replace/Repair Roof	97
Replaced Windows	109
Other Remodeling or Home Improvement Project	111

Median amount spent for all remodeling and home improvement projects: \$1,930

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	107
Furniture	123
Carpeting/Flooring	113
Window Treatments	113
Mattress	112
Stereo/Music System	117

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	116
Plan to Buy Used Vehicle**	114

* Median amount budgeted for new vehicle: \$24,820

** Median amount budgeted for used vehicle: \$9,670

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	64%
Do-it-Yourself Repairs	36%

Type of DIY Repair:	Index
Changed Oil	102
Replaced Battery	111
Anti-Freeze/Coolant	107
Brakes	120
Tune-Up/Spark Plugs	104
Other Types of Repairs	110

Leisure Lifestyle Profile	Index
Own/Plan to Buy Digital Camera	118
Shop for Music/Video	113
Have Pets	115
Own/Will Buy HDTV	113
Vacation Hotel	114
Drink Wine (Age 21+)	110
Shop for Toys	117
Drink Beer (Age 21+)	112
Use Gift Cards	116
Shop for Sporting Goods	118
Own/Will Buy iPod@/MP3	140
Buy Women's Casual Clothing	120
Buy Athletic Shoes	124
Buy Men's Casual Clothing	112
Own/Will Buy DVR	121
Own/Will Buy Video Game System	138
Foreign Travel	118
Shopped Mall Past Week	112
Vacation Air Travel	118
Attend Pro Sports Events	127

Cell Phone Usage	Pct.
Use Cell Phone	88%

Average monthly bill: \$85

Compared With All Adult Cell Phone Users:	Index
Text Messaging	127
Taking Pictures	120
E-Mail	130
Instant Messaging	109
Download/Listen to Music	117
Download Video Games	131
Stream Video Clips	147

Online Activity	Pct.
Online Past 30 Days	87%
Shopped Online Past Year	71%
Purchased Online Past Year	67%

Average amount spent online past year: \$870

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	118
Movie Listings	124
Online Yellow Pages	113
Social Networking	129
Instant Messages	114
Job Search	111
Local/Community Events	111
Radio Station Web site	119
Read/Write Blogs	116
Download Coupons	114

Average time spent online per week: 9.5 hours

Most Hot AC listeners owned their homes (73%) and were above national norms for undertaking home improvement projects and for purchasing home furnishings.

Listeners were also above the national average for planning a vehicle purchase in the next 12 months and were more likely than the typical vehicle owner to do some auto repair themselves.

Hot AC listeners were active users of special cell phone features. They were well above average for using all cell phone features measured by the Scarborough survey.

Listeners were among the heaviest online shoppers—71% shopped the Web during the past year. Nearly all of these shoppers made a purchase (94%), and the median online spending for the Hot AC audience was \$870 during the past year.

The Scarborough data suggest that Hot AC listeners are communicators—they were above average for texting and checking e-mail from cell phones and for using instant messaging online. They also showed an interest in reading or writing blogs and in participating in social networking.

The leisure profile of listeners showed them to be highly oriented toward entertainment media. They were above average in shopping for music and videos, and in obtaining HDTVs, iPods/MP3s, DVRs and video gaming systems.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

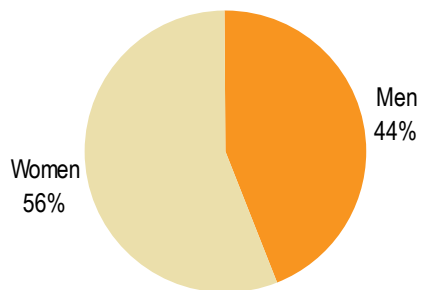
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Urban Adult Contemporary (Urban AC)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
2.6%	3.0%	3.2%	3.4%	3.7%	3.6%	4.0%

12+ AQH Share in PPM Markets	4.6%
12+ AQH Share in Diary Markets	4.4%

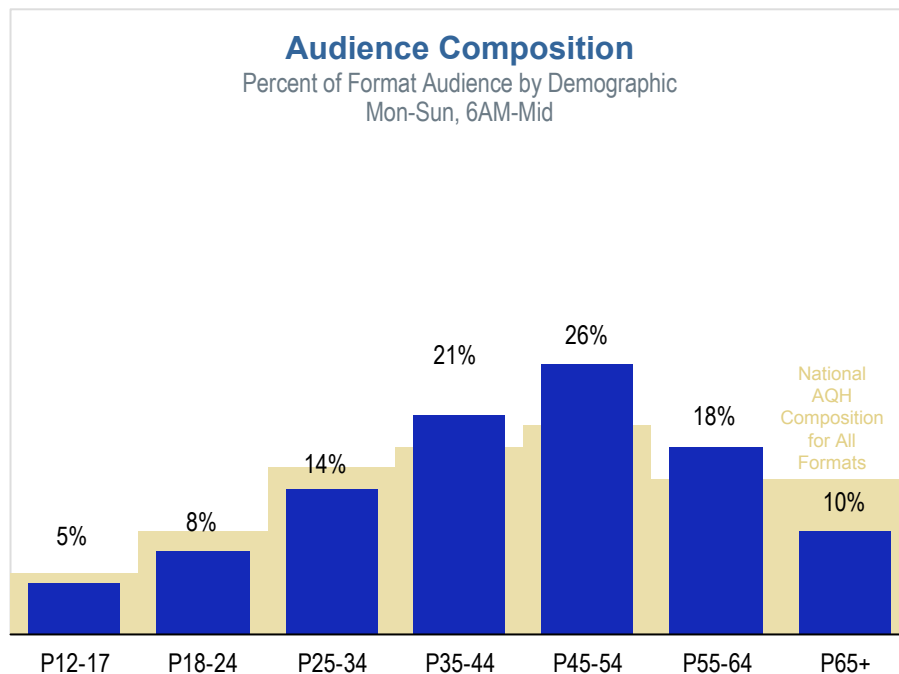
An African-American Powerhouse

More than 19 million Americans listened to Urban Adult Contemporary (Urban AC), and 91% of its ratings were attributable to African-Americans, a higher percentage than any other format in this report. Urban AC's share of all radio listening nearly doubled between Spring '02 and Fall '09, picking up 4.0% of all tune-in (4.6% in PPM Metros and 4.4% in Diary markets) on 326 stations. The format tied for seventh in share overall, and was also seventh in mornings, middays and evenings.

Urban AC leaned female by a consistent 56%/44% margin (sixth-highest of the 22 formats studied), and adults 35-64 comprised nearly two-thirds of its audience. However, the growth trend was away from adults 25-44 toward those 45+, who comprised 54% of the listening, up from 46% in Spring '05. More than a quarter of all Urban AC tune-in was concentrated in the 45-54 demo cell. Only four other formats had more of their audience in that age group. Urban AC ranked fifth with adults 55-64, sixth with those 45-54 and 65+ and seventh with 35-44s.

Audience Composition

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



continued ►

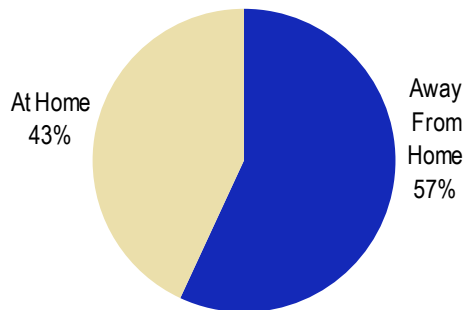
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Urban Adult Contemporary (Urban AC)

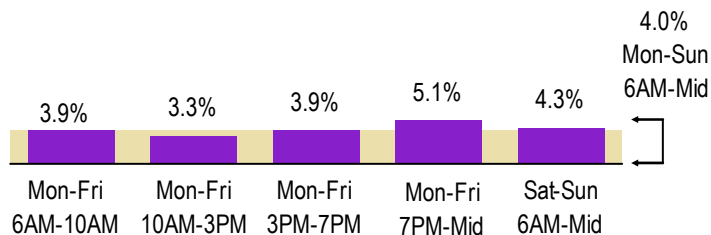
Share of Listening by Location

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



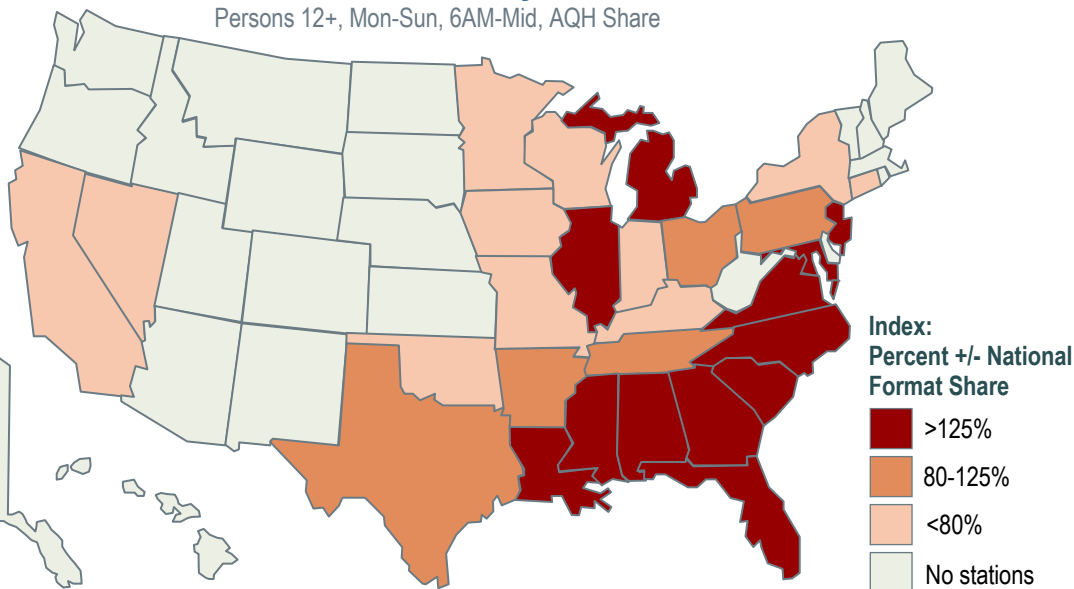
AQH Share of Listening by Daypart

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



Audience Share by State

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



Sizeable gains were made in all dayparts, led by evenings, up 30% since Spring '05.

Urban AC stations were No. 1 6+ during Fall '09 in the PPM markets of Atlanta and Baltimore, and ranked among the top three outlets in Chicago, Houston-Galveston, Miami-Ft. Lauderdale-Hollywood, Philadelphia and Washington, DC. The format had more than triple its national average share in Mississippi (index 393, with a 15.6 share), Louisiana (391) and Georgia (343), and more than double in Alabama, Maryland, South Carolina and Washington, DC.

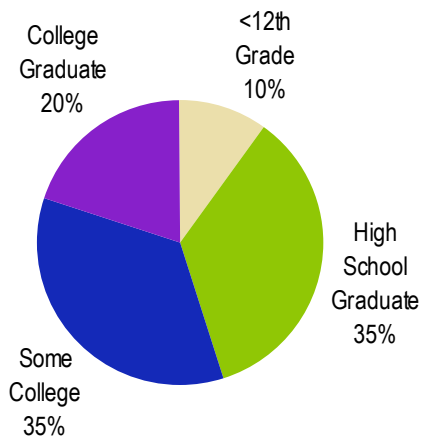
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.*

Urban Adult Contemporary (Urban AC)

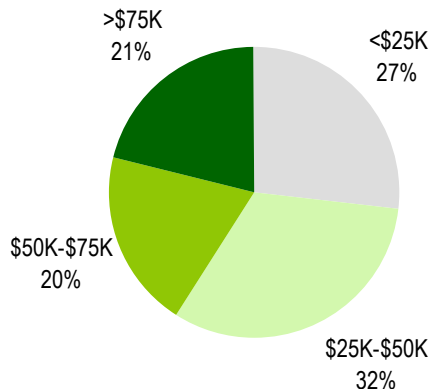
Education

Persons 18+



Household Income

Persons 18+

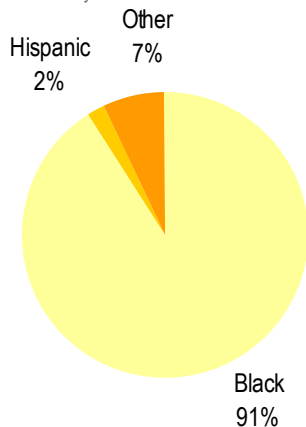


One in five adult Urban AC listeners held a college degree; that figure has remained steady in recent years. About 55% had either attended or graduated from college. Most notably, the proportion of Urban AC listeners aged 18+ residing in households with at least \$75,000 in annual income climbed from 17% to 21% since Spring '05—an increase of nearly 22%, better than any of the formats in this study.

Ethnic Composition*

AQH Persons

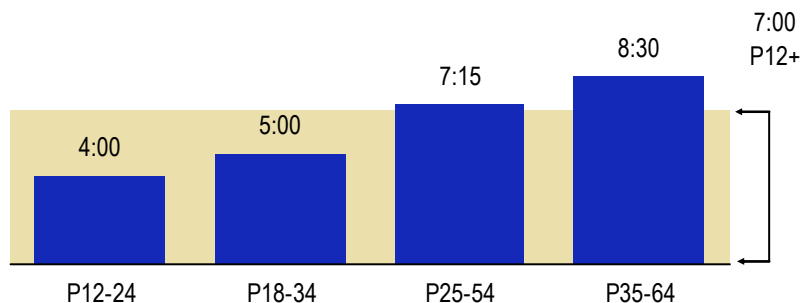
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



continued ►

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 2009.

Urban Adult Contemporary (Urban AC)



Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	85
Landscaping	70
Remodeled Bathroom	101
Exterior Paint	76
Remodeled Kitchen	120
Heating/AC	99
Replace/Repair Roof	94
Replaced Windows	92
Other Remodeling or Home Improvement Project	90

Median amount spent for all remodeling and home improvement projects: \$1,660

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	109
Furniture	107
Carpeting/Flooring	104
Window Treatments	117
Mattress	115
Stereo/Music System	121

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	120
Plan to Buy Used Vehicle**	132

* Median amount budgeted for new vehicle: \$23,630

** Median amount budgeted for used vehicle: \$8,110

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	72%
Do-it-Yourself Repairs	28%

Type of DIY Repair:	Index
Changed Oil	72
Replaced Battery	80
Anti-Freeze/Coolant	92
Brakes	71
Tune-Up/Spark Plugs	77
Other Types of Repairs	80

Leisure Lifestyle Profile	Index
Subscribe to Cable	112
Buy Lottery Tickets	120
College Basketball Fan	128
Vacation Car Rental	131
Jog/Run	122
NBA Fan	186
Bowl	120
High School Sports Fan	113
Planning to Buy Furniture	139
Continuing Education	119
Attend NFL Games	134
Play Basketball	147
Plan to Buy HDTV	134
Women's Pro Tennis Fan	200
Plan to Buy Computer	136
Men's Pro Tennis Fan	146
Attend NBA Games	190
Bar/Club at Casino	112
Attend College Basketball	128
Pro Wrestling Fan	177

Cell Phone Usage	Pct.
Use Cell Phone	81%

Average monthly bill: \$84

Compared With All Adult Cell Phone Users:	Index
Text Messaging	123
Taking Pictures	118
E-Mail	134
Instant Messaging	154
Download/Listen to Music	200
Download Video Games	171
Stream Video Clips	160

Online Activity	Pct.
Online Past 30 Days	72%
Shopped Online Past Year	52%
Purchased Online Past Year	48%

Average amount spent online past year: \$722

Compared With All Adults Online During Past 30 Days:	Index
Pay Bills	109
Download/Listen to Music	123
Instant Messages	120
Job Search	166
Radio Station Web site	117
Listen to Radio	119
Download Video Games	131
Download/Watch Movies	136
Casino-Type Games	119
Take College Courses	149

Average time spent online per week: 9.2 hours

The Urban AC audience was above the norm in proportion of renters—56% of these listeners owned their home and 44% rented. We see that the high proportion of renters influenced the averages for home improvement projects. Urban AC listeners were below the average for nearly every home improvement project measured by Scarborough. However, they were well above par for kitchen remodeling.

Urban AC listeners were below the national average for owning vehicles, and this may explain why they were more likely than the general population to be planning the purchase of vehicles during the next 12 months.

These listeners were very active users of special cell phone features. They were well above average for all cell phone activities measured by Scarborough, most notably being twice as likely as the average cell phone user to download and listen to music on their phones. This love of music was apparent in other habits, as well. Urban AC listeners were far more likely than the general population to buy music systems for the home, listen to music and radio online and visit radio station Web sites.

Compared to the total online population, Urban AC listeners were much more inclined to do job searches and to take college courses.

The leisure profile of the Urban AC audience showed listeners to have a widely varied interest in sports, particularly basketball.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

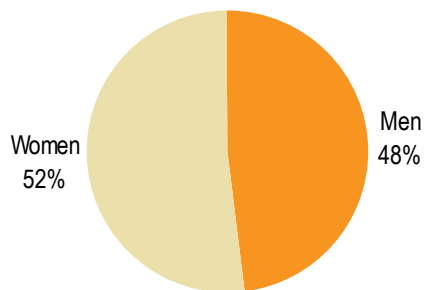
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
4.0%	4.5%	4.4%	4.2%	4.0%	3.7%	3.6%

12+ AQH Share in PPM Markets	4.3%
12+ AQH Share in Diary Markets	4.0%

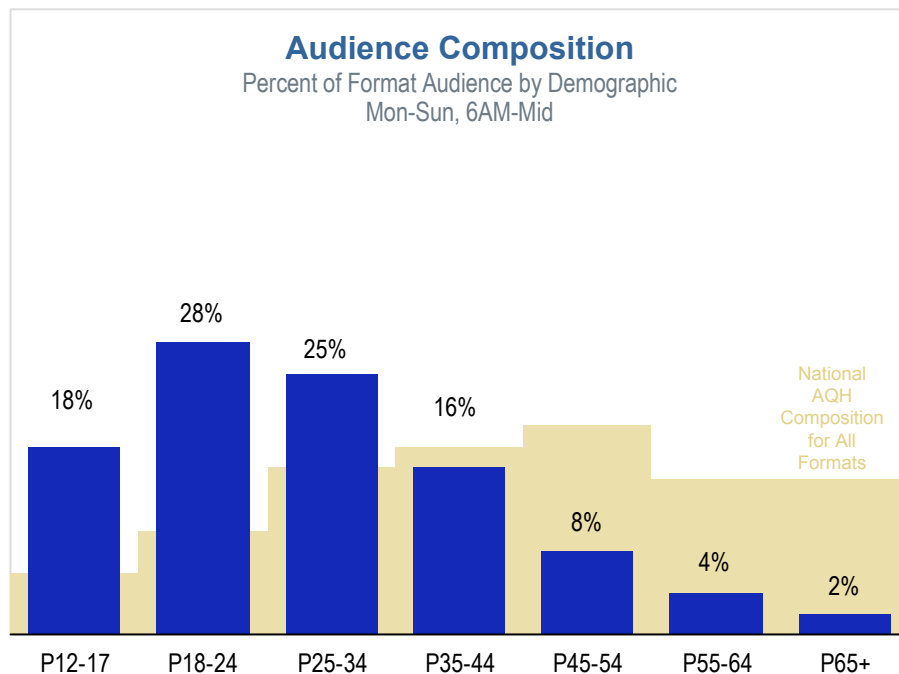
A Balanced Ethnic Composition

There were 350 Rhythmic Contemporary Hit Radio (Rhythmic CHR) stations in America in Fall '09, and together they delivered 3.6% of all radio listening, attracting close to 35 million consumers per week, ranking the format eighth-largest in overall reach.

While more than 52% of Rhythmic CHR's audience was between 18 and 34, the demographics are slowly aging toward 25-54—a segment that has grown from less than 41% to nearly 49% since Spring '05. The biggest change has been in the teen proportion, down from nearly 27% to 18% over that same time period. However, Rhythmic CHR was still one of radio's most youth-oriented formats, ranking No. 2 among teens, third with adults 18-24 and fifth with 25-34s.

Audience Composition

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



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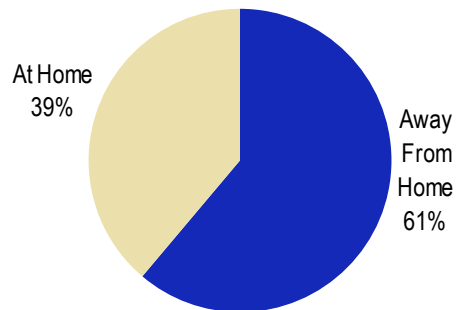
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

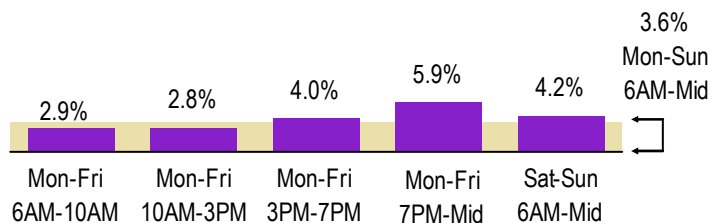
Share of Listening by Location

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



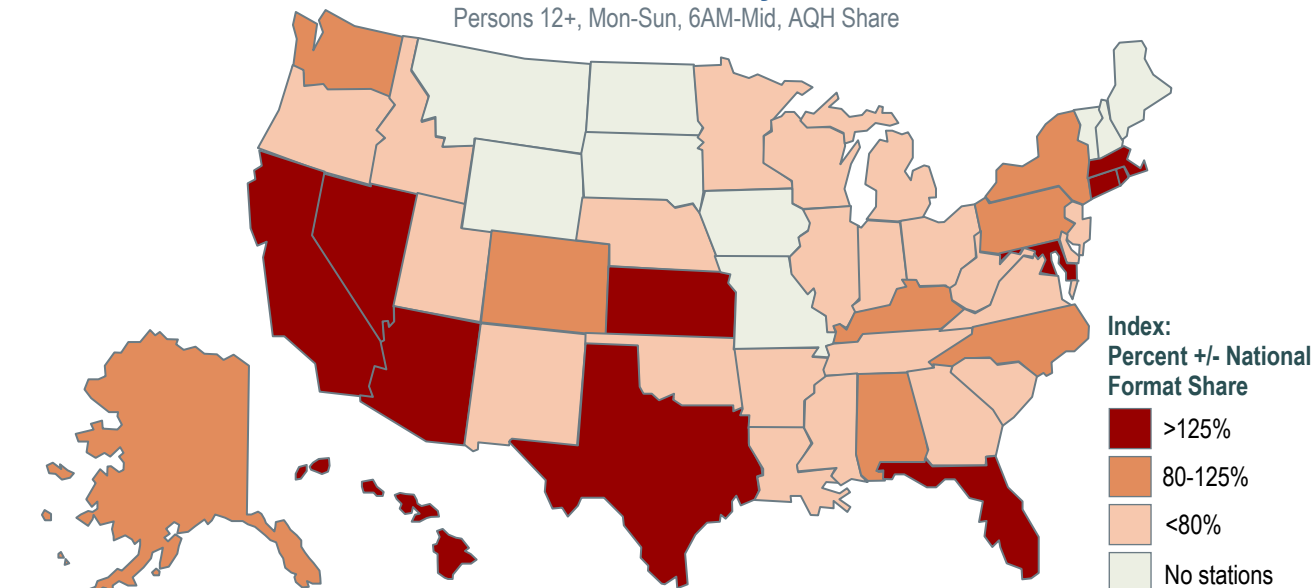
AQH Share of Listening by Daypart

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



Audience Share by State

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



About 39% of all Rhythmic CHR listening occurred at home, but that percentage is declining rapidly, down from 44% in Spring '05; only Spanish Contemporary is shifting to out-of-home more quickly. With its young audience, Rhythmic CHR did particularly well in evenings, when it was America's fifth-most-popular format and had more than twice the ratings it attracted in mornings. Rhythmic CHR ranked eighth in afternoons and was in the top 10 in mornings and middays.

Rhythmic CHR stations were among the top six during Fall '09 in the PPM markets of Boston, Denver-Boulder, Houston-Galveston, Riverside-San Bernardino, San Diego and San Jose. The format delivered more than twice its national share in Hawaii (index 380) and Connecticut (217), attracting 40% more listeners than average in Arizona, California, Florida, Kansas, Maryland, Nevada, Rhode Island and Texas.

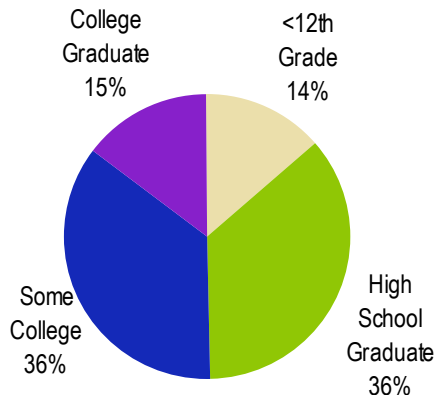
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

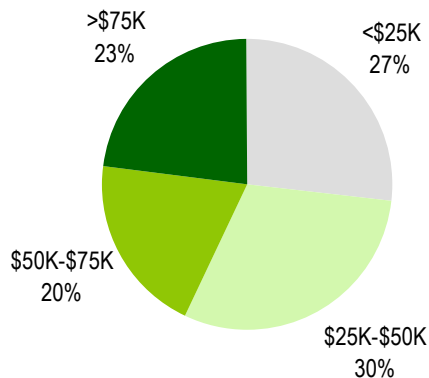
Education

Persons 18+



Household Income

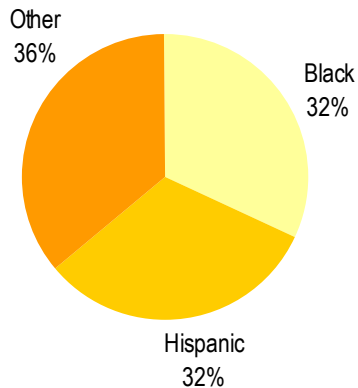
Persons 18+



Ethnic Composition*

AQH Persons

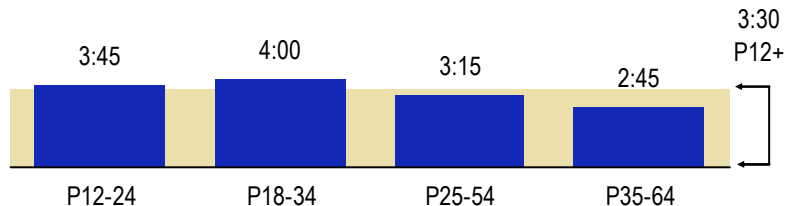
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Adult Rhythmic CHR listeners are increasingly well-educated, as 51% had college experience or a degree; that's more than any of the previous four reports. Some 15% were college graduates, also a new high in *Radio Today* studies. And these consumers brought home more money, with those living in households annually earning \$75,000 or better up from 20% in Spring '05 to about 23%—a near-16% growth rate.

This was the only major format whose audience was nearly equally divided between Arbitron's three ethnic classifications: Black, Hispanic and Other. Nearly a third of Rhythmic CHR listeners were Black, giving the format the third-highest concentration of African-Americans; this format also had the third-highest concentration of Hispanic listeners.

continued ►

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 2009.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	99
Landscaping	86
Remodeled Bathroom	109
Exterior Paint	86
Remodeled Kitchen	117
Heating/AC	102
Replace/Repair Roof	89
Replaced Windows	95
Other Remodeling or Home Improvement Project	96

Median amount spent for all remodeling and home improvement projects: \$1,530

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	118
Furniture	117
Carpeting/Flooring	101
Window Treatments	108
Mattress	129
Stereo/Music System	159

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	130
Plan to Buy Used Vehicle**	142

* Median amount budgeted for new vehicle: \$24,200

** Median amount budgeted for used vehicle: \$8,360

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	66%
Do-it-Yourself Repairs	34%

Type of DIY Repair:	Index
Changed Oil	101
Replaced Battery	97
Anti-Freeze/Coolant	106
Brakes	104
Tune-Up/Spark Plugs	99
Other Types of Repairs	108

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	110
Shop for Music/Video	112
Own/Will Buy HDTV	110
Shop for Toys	117
Own/Will Buy iPod@/MP3	135
Buy Athletic Shoes	118
Own/Will Buy Video Game System	138
Buy Lottery Tickets	111
Foreign Travel	110
Swim	114
Buy Sports Logo Clothing	116
Visit Zoo	120
Vacation Car Rental	112
Attend Movies Monthly	128
Jog/Run	164
NBA Fan	142
Attend MLB Games	117
Use Free Weights/Circuit	134
Belong to Health Club	115
Bowl	139

Cell Phone Usage	Pct.
Use Cell Phone	83%

Average monthly bill: \$85

Compared With All Adult Cell Phone Users:	Index
Text Messaging	143
Taking Pictures	135
E-Mail	161
Instant Messaging	163
Download/Listen to Music	217
Download Video Games	200
Stream Video Clips	221

Online Activity	Pct.
Online Past 30 Days	80%
Shopped Online Past Year	61%
Purchased Online Past Year	57%

Average amount spent online past year: \$760

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	150
Movie Listings	133
Social Networking	145
Instant Messages	149
Job Search	156
Radio Station Web site	128
Read/Write Blogs	113
Listen to Radio	124
Download Video Games	132
Download/Watch Movies	183

Average time spent online per week: 9.3 hours

The Rhythmic CHR audience was equally divided between homeowners (50%) and renters (50%). The high proportion of renters made these listeners less likely than the general population to be involved in most of the home improvement projects measured in the Scarborough survey. Still, they were above national norms for doing some kitchen and bathroom remodeling and for buying home furnishings.

Listeners were above average for planning a vehicle purchase in the next 12 months. Among those who planned to purchase new vehicles, SUVs and luxury cars were the favored models. SUVs topped the list among models being considered by those who planned to buy used vehicles.

Compared to all adult cell phone users in the U.S., Rhythmic CHR listeners were twice as likely to use cell phones to download music and video games and to stream video clips. And they were well above average for texting, taking pictures and using e-mail.

They were far above the norm for going online to access music, video and movies, listen to radio and visit radio Web sites. They had recently purchased stereo equipment and were above the national average for shopping for music and video, attending movies every month and owning or planning to buy iPods or MP3s, HDTVs and video gaming systems.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

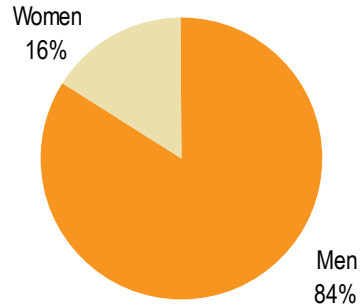
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

All Sports



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.7%	2.0%	2.1%	2.2%	2.3%	2.5%	3.2%

12+ AQH Share in PPM Markets	4.7%
12+ AQH Share in Diary Markets	2.6%

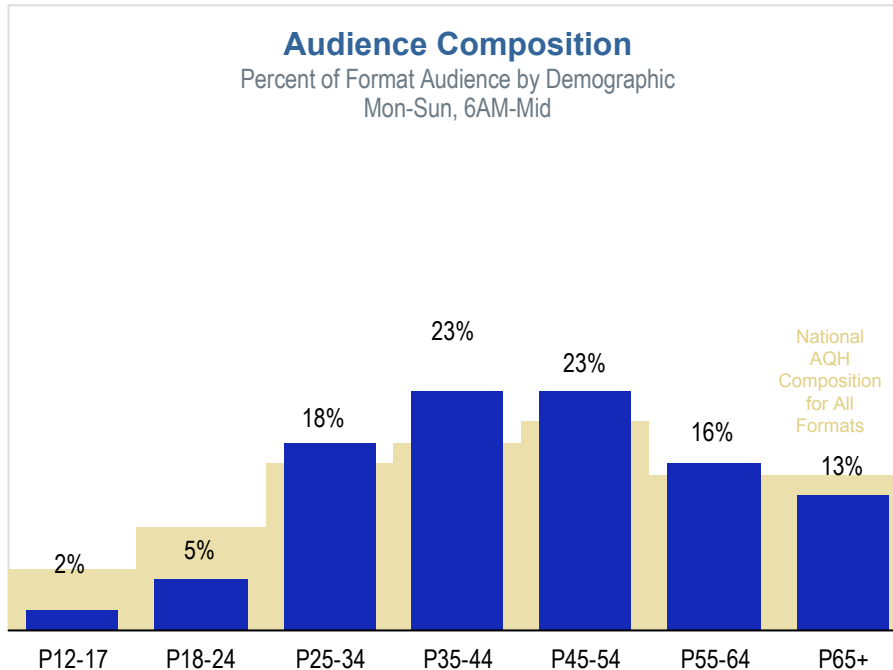
No. 1 for Education, Affluence

Reaching almost 25 million listeners per week, the 1,031 All Sports stations in America presented a combination of talk, play-by-play and news coverage to generate 3.2% of all radio listening, up for the sixth straight year to nearly twice the share it delivered in Spring '03. Helped by Major League teams, All Sports did far better in PPM markets (4.7% share) than in Diary Metros (2.6%).

Overwhelmingly male-oriented in appeal by more than a 5:1 ratio to women listeners (tops of all formats), All Sports captured a diverse demographic, with almost 65% of its audience fairly evenly divided between the ages of 25 and 54. About 98% of the All Sports audience was at least 18; only News/Talk/Information had a smaller teen composition. Recent growth has been in the 45-64 age group, up from less than 35% in Spring '05 to nearly 40% by Fall '09, shifting from the 25-44 cells. While ranking No. 10 overall, All Sports was fifth with adults 65+. Some teams generated huge play-by-play ratings with men 25-54 in PPM markets.

Audience Composition

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



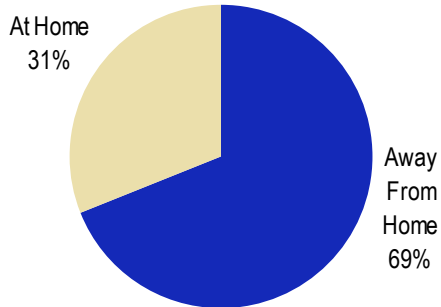
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

All Sports

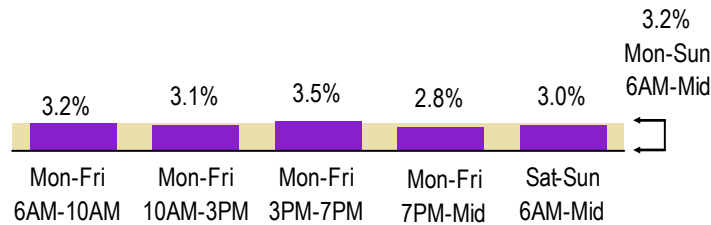
Share of Listening by Location

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



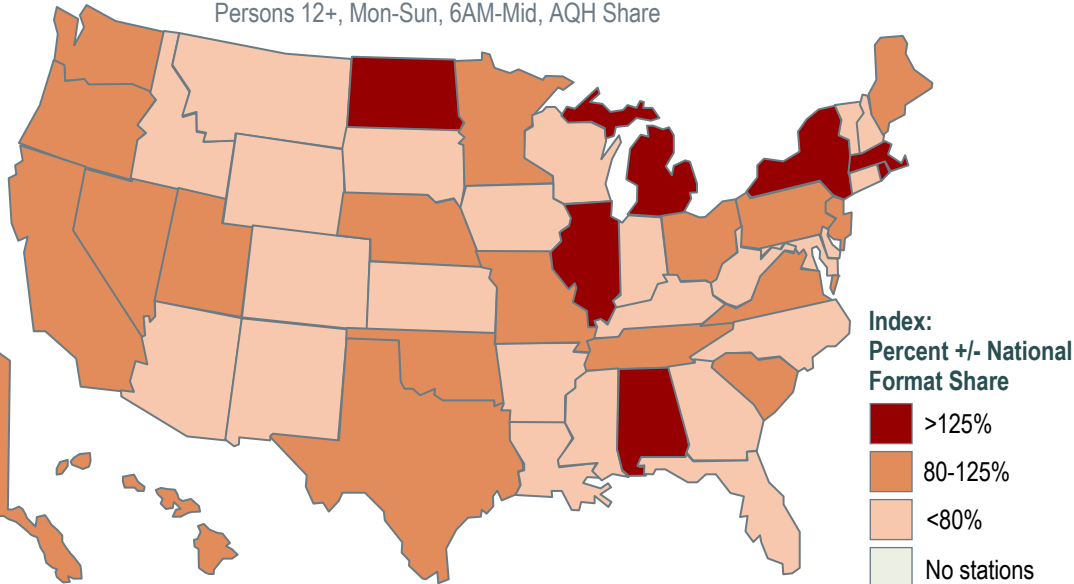
AQH Share of Listening by Daypart

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



Audience Share by State

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



Ratings have gained significantly in all dayparts since Spring '05, led by mornings (+45%) and afternoons (+40%). Only Classic Hits grew more quickly.

All Sports stations were among the top 10 during Fall '09 in the PPM markets of Boston, Detroit (where it was No. 1), Middlesex-Somerset-Union, Minneapolis-St. Paul and San Francisco. The format brought in more than twice its national share in Rhode Island (index 334) and Massachusetts (225), and at least 30% more shares in Alabama, Illinois, Michigan, New York, North Dakota and Washington, DC.

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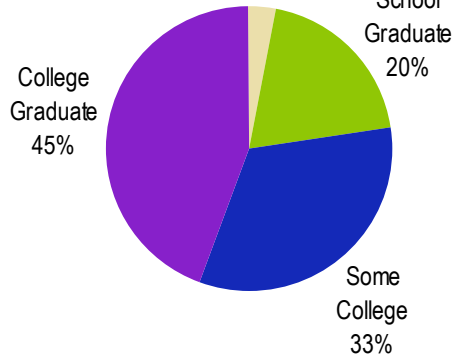
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

All Sports

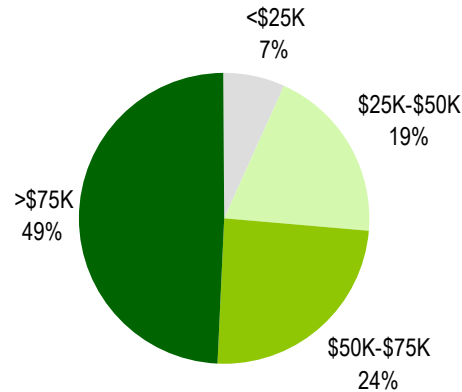
Education

Persons 18+
<12th
Grade



Household Income

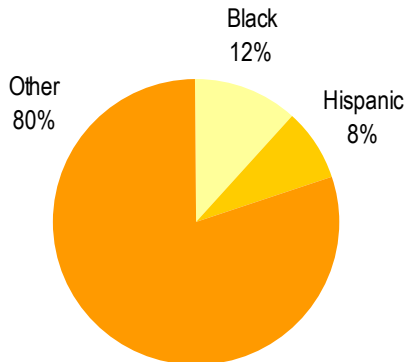
Persons 18+



Ethnic Composition*

AQH Persons

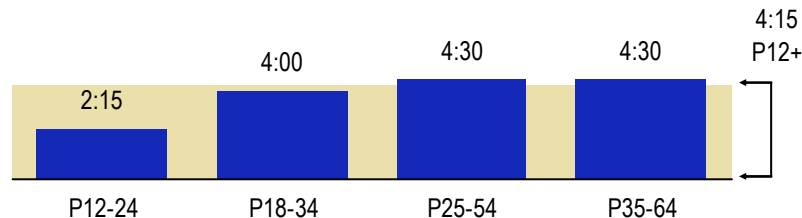
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



All Sports was the leader in its listeners' levels of education and income. It ranked No. 1 for its proportion of college graduates, and more than three-quarters had attended college or earned a degree—that's also the best of any format in this report. And nearly half lived in households producing at least \$75,000 in annual income; no other format came close. About 73% were in the \$50,000 and above category, and that was No. 1, too.

An eighth of tune-in to All Sports was by African-Americans, sixth-highest of the 22 formats in this report. More than twice as much listening to All Sports took place out of home, a proportion that hasn't changed significantly in recent years.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	120
Landscaping	127
Remodeled Bathroom	113
Exterior Paint	112
Remodeled Kitchen	114
Heating/AC	105
Replace/Repair Roof	98
Replaced Windows	109
Other Remodeling or Home Improvement Project	115

Median amount spent for all remodeling and home improvement projects: \$2,290

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	107
Furniture	117
Carpeting/Flooring	111
Window Treatments	101
Mattress	104
Stereo/Music System	112

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	121
Plan to Buy Used Vehicle**	93

* Median amount budgeted for new vehicle: \$25,790

** Median amount budgeted for used vehicle: \$10,760

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	67%
Do-it-Yourself Repairs	33%

Type of DIY Repair:	Index
Changed Oil	89
Replaced Battery	108
Anti-Freeze/Coolant	87
Brakes	93
Tune-Up/Spark Plugs	85
Other Types of Repairs	95

Leisure Lifestyle Profile	Index
Own/Plan to Buy Digital Camera	111
Own/Plan to Buy HDTV	119
Drink Wine (Age 21+)	120
Drink Beer (Age 21+)	128
Use Gift Cards	112
Shop for Sporting Goods	121
NFL Fan	138
Own/Will Buy iPod®/MP3	117
Buy Athletic Shoes	115
Buy Men's Casual Clothing	124
Own/Will Buy DVR	128
Own/Will Buy Video Game System	112
Foreign Travel	123
Vacation Air Travel	129
Attend Pro Sports Events	152
College Football Fan	141
Go to Casinos	119
Swim	119
MLB Fan	157
Buy Sports Logo Clothing	133

Cell Phone Usage	Pct.
Use Cell Phone	86%

Average monthly bill: \$82

Compared With All Cell Phone Users:	Index
Text Messaging	107
Taking Pictures	100
E-Mail	147
Instant Messaging	102
Download/Listen to Music	91
Download Video Games	92
Stream Video Clips	114

Online Activity	Pct.
Online Past 30 Days	82%
Shopped Online Past Year	68%
Purchased Online Past Year	64%

Average amount spent online past year: \$981

Compared With All Adults Online During Past 30 Days:	Index
News	116
Financial Information	128
Travel Reservations	115
Sports Scores/Updates	182
Auction Sites	115
Radio Station Web site	141
Automotive Information	120
Read/Write Blogs	117
Listen to Radio	124
Check Traffic	150

Average time spent online per week: 9.8 hours

Most All Sports listeners were homeowners (81%), and they had the highest median spending for remodeling and home improvement projects of any of the audience groups studied for this report—\$2,290.

These listeners were also more likely than the general population to be planning the purchase of a new vehicle during the next 12 months. When it comes to car repairs, most All Sports listeners had all repairs done at a shop (67%) and were less likely than other vehicle owners to attempt DIY repairs.

The majority of All Sports listeners had cell phones (86%), and they were far more likely than the average cell phone user to use them for e-mail. They were below average for downloading music and games but above average for streaming video clips (presumably of sports events).

Listeners were active online shoppers, and they had the highest average online spending of any of the format audiences studied for this report—\$981 during the past year. When online, All Sports listeners were more likely than the total online population to seek out various types of news and information and nearly twice as likely to check sports scores.

The leisure profile of the All Sports audience showed them to be above average in their enjoyment of adult beverages and, of course, high levels of interest in pro sports.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

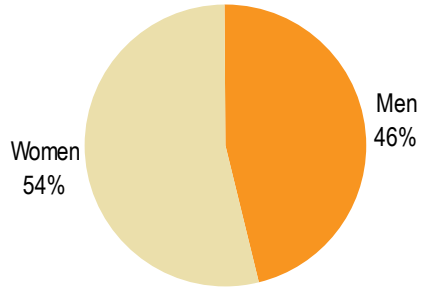
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Urban Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
4.6%	4.4%	4.3%	4.1%	3.7%	3.3%	3.2%

12+ AQH Share in PPM Markets	2.8%
12+ AQH Share in Diary Markets	3.7%

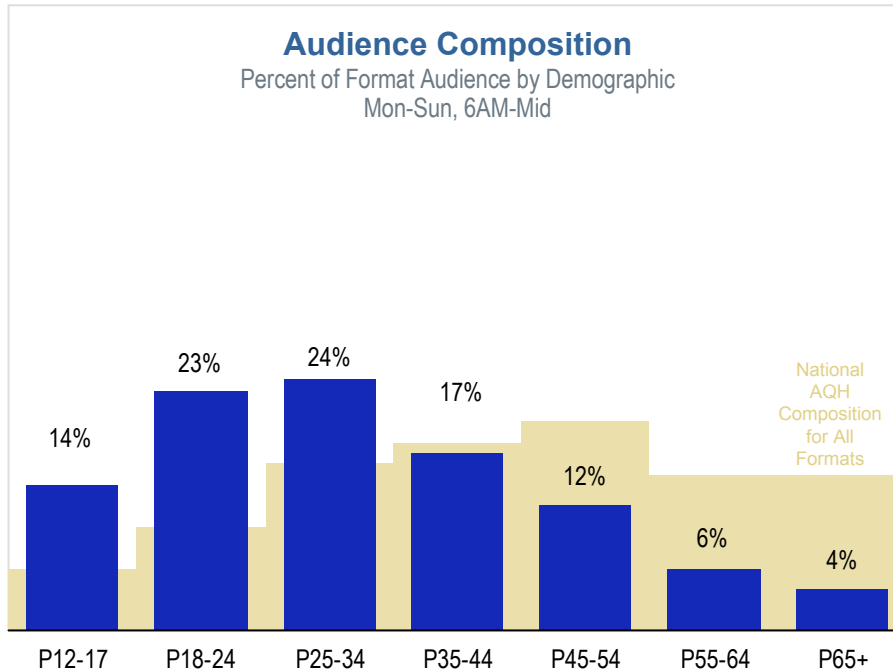
Still Young, but Growing Up

There were 258 Urban Contemporary stations in the U.S., and collectively they attracted almost 20 million consumers. Overall, the format generated 3.2% of the total radio audience in Fall '09, nearly the same as the previous year, with 3.7% in Diary Metros and 2.8% in PPM markets.

Urban Contemporary is female-leaning programming (seventh-highest by ratio) that was third only to Rhythmic CHR and Pop CHR in its youth composition, netting 61% of its listening from those aged 12-34. That helps explain why Urban Contemporary outperformed its No. 10 overall share in evenings, when it was No. 6. While Urban Contemporary ranked fourth with teens and adults 18-24, it's worth noting that the teen proportion has fallen from nearly 20% to 14% since Spring '05, with the 45+ segment rising from under 16% to 22% in the same period.

Audience Composition

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



continued ►

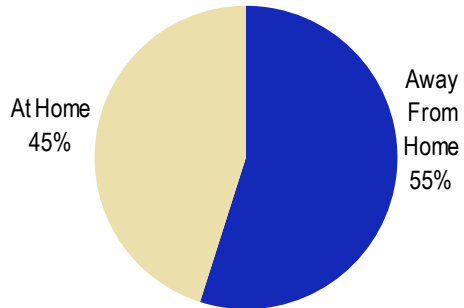
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Urban Contemporary

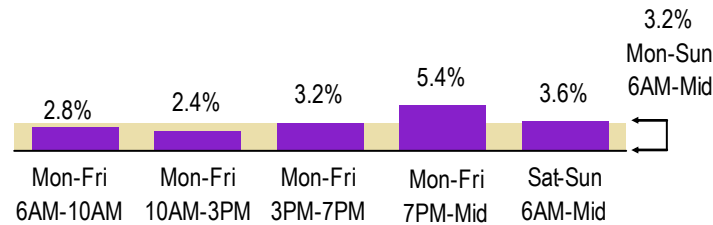
Share of Listening by Location

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



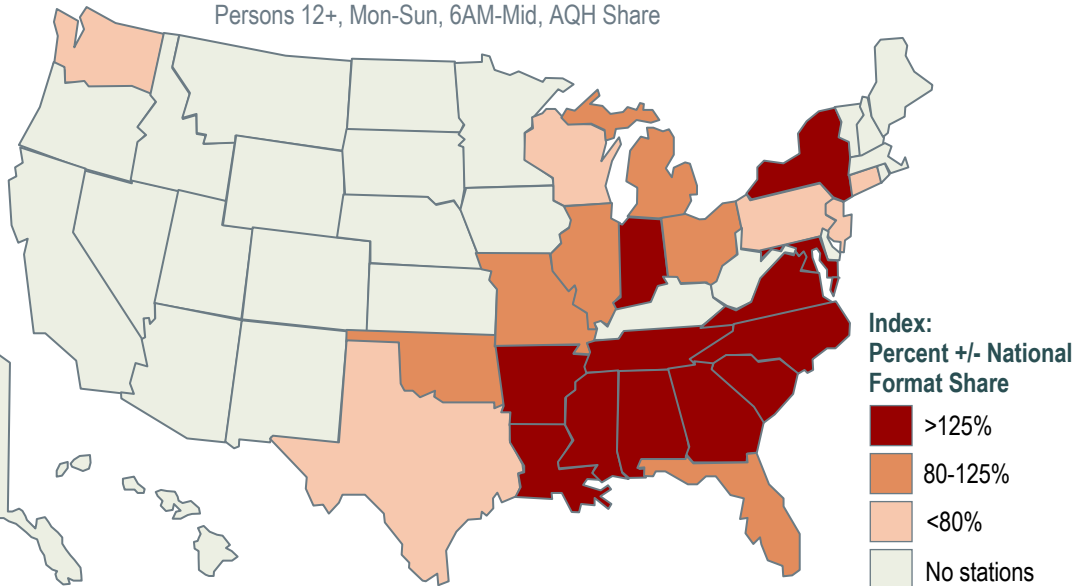
AQH Share of Listening by Daypart

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



Audience Share by State

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



Although Urban Contemporary ranked fourth-highest of 22 formats studied in its proportion of at-home tune-in, out of home's share has continued to rise over the past five straight years.

During Fall '09, Urban Contemporary stations were among the top three outlets in Baltimore, Detroit and Miami-Ft. Lauderdale-Hollywood and among the top five in Dallas-Ft. Worth, St. Louis and Tampa-St. Petersburg-Clearwater. Fairly regional in its penetration, Urban Contemporary produced almost four times its national share in Mississippi (indexing 398) and nearly three times its national share in Alabama, Arkansas, Georgia, North Carolina and South Carolina. It delivered nearly double its average overall ratings in New York, Tennessee and Virginia.

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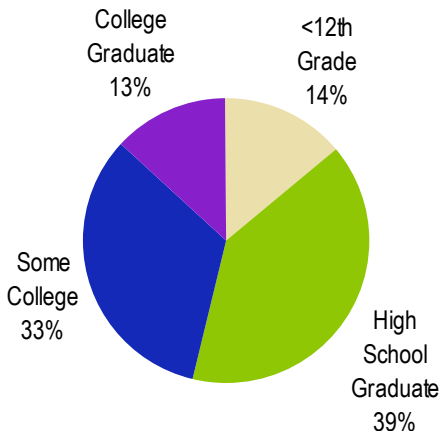
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Urban Contemporary

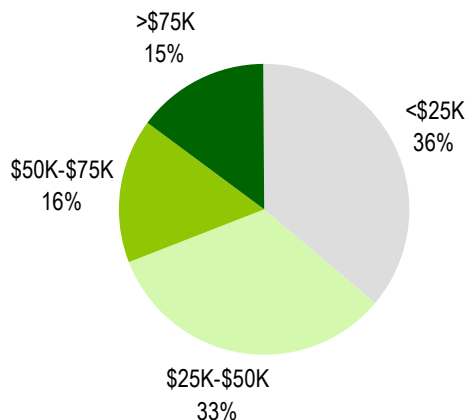
Education

Persons 18+



Household Income

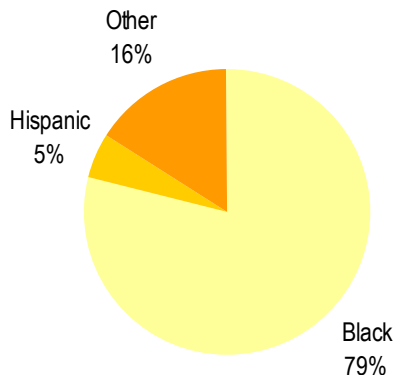
Persons 18+



Ethnic Composition*

AQH Persons

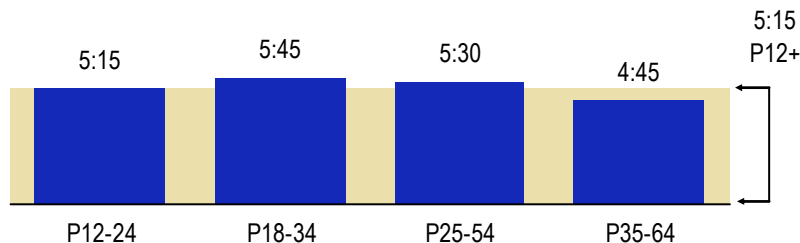
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Some 46% of Urban Contemporary's adult audience attended college or earned a degree, and more than three in 10 lived in households bringing home at least \$50,000 per year.

About 79% of all Urban Contemporary listening was by African-Americans; only Urban AC had a higher concentration of Black consumers.

Among the 16 primary formats analyzed, Urban Contemporary boasted good Time Spent Listening figures, ranking No. 2 in TSL with those 12-34, third-longest with adults 18-34 and sixth-best overall for 12+.

continued ►

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 2009.

Urban Contemporary



Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	100
Landscaping	73
Remodeled Bathroom	106
Exterior Paint	77
Remodeled Kitchen	117
Heating/AC	110
Replace/Repair Roof	95
Replaced Windows	87
Other Remodeling or Home Improvement Project	93

Median amount spent for all remodeling and home improvement projects: \$1,600

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	115
Furniture	116
Carpeting/Flooring	105
Window Treatments	113
Mattress	127
Stereo/Music System	147

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	122
Plan to Buy Used Vehicle**	147

* Median amount budgeted for new vehicle: \$24,240

** Median amount budgeted for used vehicle: \$7,800

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	69%
Do-it-Yourself Repairs	31%

Type of DIY Repair:	Index
Changed Oil	80
Replaced Battery	86
Anti-Freeze/Coolant	101
Brakes	95
Tune-Up/Spark Plugs	91
Other Types of Repairs	97

Leisure Lifestyle Profile	Index
Subscribe to Cable	111
Shop for Toys	110
Own/Will Buy iPod®/MP3	122
Buy Athletic Shoes	117
Own/Will Buy Video Game System	129
Buy Lottery Tickets	119
College Basketball Fan	117
Vacation Car Rental	114
Jog/Run	143
NBA Fan	164
Use Free Weights/Circuit	118
Bowl	138
High School Sports Fan	110
Planning to Buy Furniture	148
Continuing Education	116
Attend NFL Games	137
Play Basketball	189
Planning to Buy HDTV	144
Attend College Football	110
Women's Pro Tennis Fan	163

Cell Phone Usage	Pct.
Use Cell Phone	82%

Average monthly bill: \$84

Compared With All Cell Phone Users:	Index
Text Messaging	140
Taking Pictures	132
E-Mail	158
Instant Messaging	181
Download/Listen to Music	219
Download Video Games	199
Stream Video Clips	221

Online Activity	Pct.
Online Past 30 Days	78%
Shopped Online Past Year	56%
Purchased Online Past Year	51%

Average amount spent online past year: \$731

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	146
Movie Listings	111
Social Networking	131
Instant Messages	145
Job Search	172
Radio Station Web Sites	114
Listen to Radio	121
Download Video Games	152
Download/Watch Movies	163
Casino-Type Games	111

Average time spent online per week: 9.2 hours

Urban Contemporary listeners were almost equally divided between homeowners (51%) and renters (49%). The high proportion of renters made these listeners less likely than the general population to be involved in most of the home improvement projects measured in the Scarborough survey. Still, these listeners were above national norms for doing some kitchen and bathroom remodeling and buying home furnishings.

Listeners were below the national norm for owning vehicles, and this may explain why they were well above the average for planning the purchase of vehicles during the next 12 months.

Compared to all adult cell phone users in the U.S., Urban Contemporary listeners were twice as likely to download music and video games and stream video clips. They were also well above national norms for texting, taking pictures and using e-mail.

Although only about half of Urban Contemporary listeners purchased online (51%), the group had median online spending of \$731 during the past year. They were far more active in other online activities, being well above average for seeking out entertainment content and for engaging in social networking. They were also more inclined than the average online user to do job searches.

The leisure profile of the Urban Contemporary audience showed higher than average interest in entertainment devices and a variety of sports.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

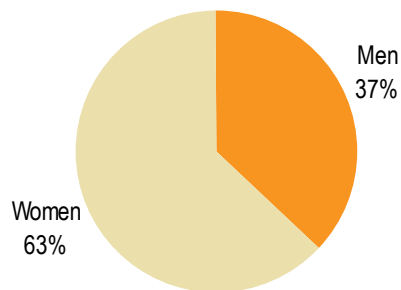
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Contemporary Christian



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.9%	2.2%	2.3%	2.4%	2.2%	2.5%	2.7%

12+ AQH Share in PPM Markets	1.6%
12+ AQH Share in Diary Markets	3.3%

A Well-Educated, Growing Audience

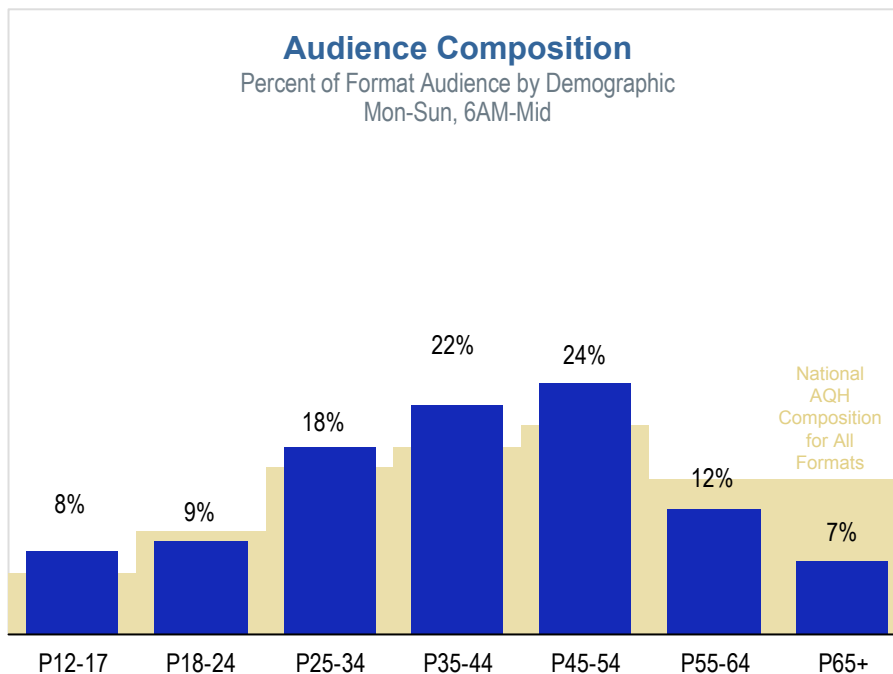
Reaching more than 16 million listeners per week on 1,504 stations, Contemporary Christian drew 2.7% of all radio listening in Fall '09, up for the second year in a row and 50% above its ratings in Spring '02, with the greatest gains in afternoons and evenings. In Diary Metros, the format had a 3.3% share, compared to a 1.6% in PPM markets. Its shares remained fairly steady throughout the weekday, and actually ranked twelfth overall and in every key daypart.

The heavily female-leaning gender ratio (second-highest to Adult Contemporary) has held steady in recent years, while the proportion of at-home tune-in has crept up incrementally.

About 64% of Contemporary Christian's audience was within in its 25-54 target, with nearly half between 35-54. The audience is gradually getting older, with the 45+ composition rising from below 37% to 43% since Spring '05, as the 35-44 segment has reduced from 28% to 22%. But Contemporary Christian had a wide appeal, ranking seventh with teens and in the top 10 with adults 55+.

Audience Composition

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



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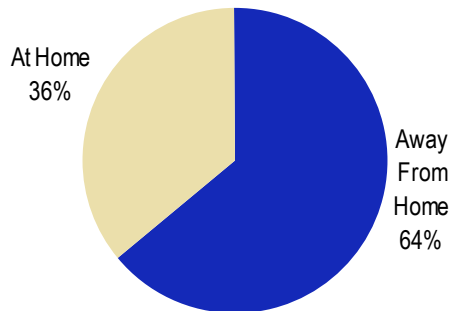
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Contemporary Christian

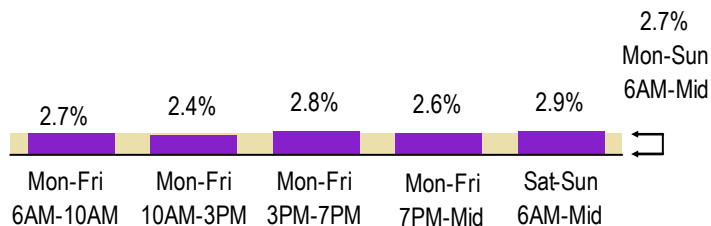
Share of Listening by Location

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



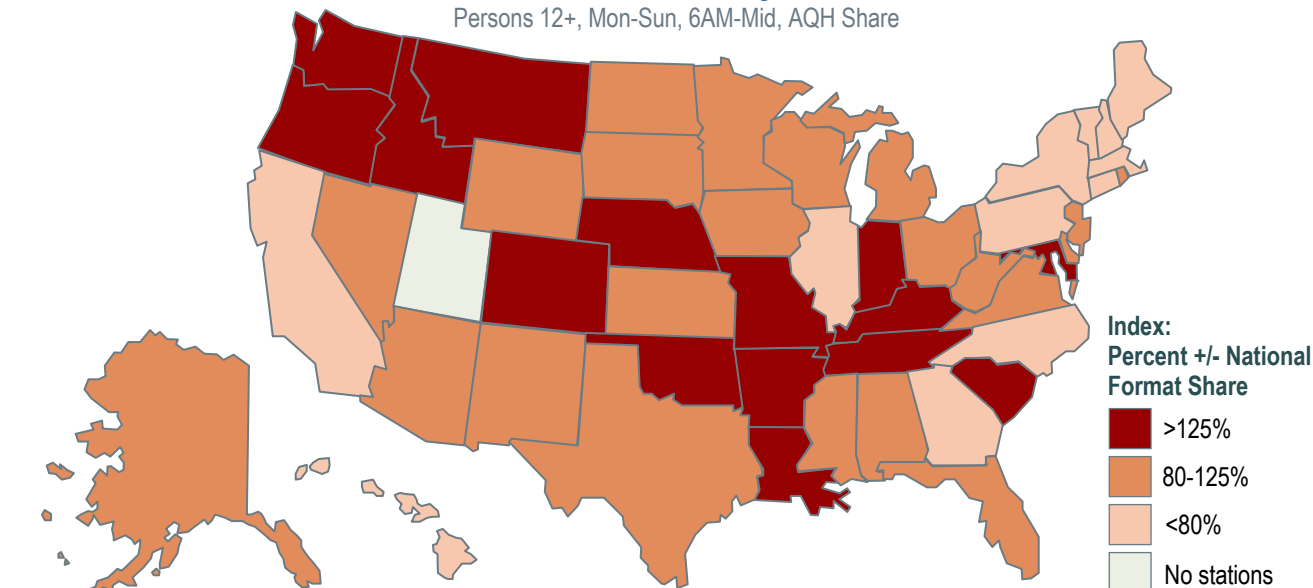
AQH Share of Listening by Daypart

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



Audience Share by State

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



In Fall '09, Contemporary Christian stations were among the top 10 in Baltimore; Denver-Boulder; Portland, OR; and Seattle-Tacoma. The format attracted at least twice its average share in Idaho (index 262), Oregon (236), Maryland (229) and South Carolina (200), and delivered ratings more than 50% above its national average in Arkansas, Colorado, Kentucky, Indiana, Nebraska, Oklahoma and Washington.

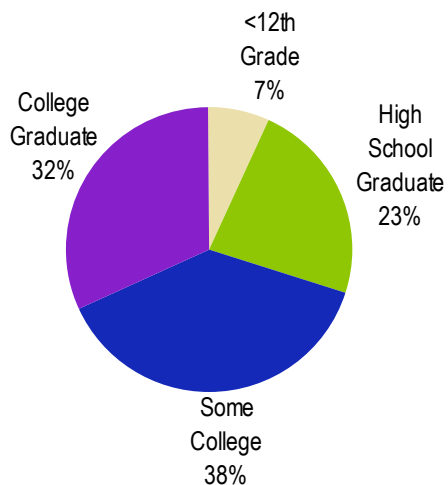
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Contemporary Christian

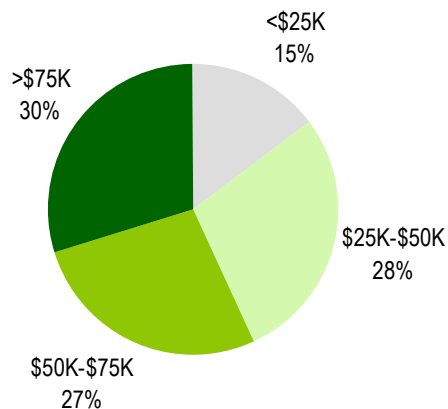
Education

Persons 18+



Household Income

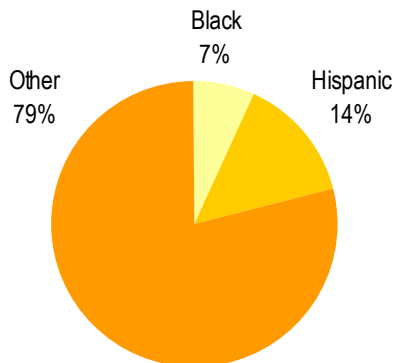
Persons 18+



Ethnic Composition*

AQH Persons

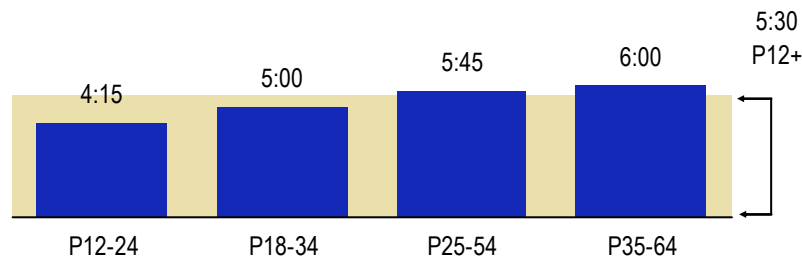
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Contemporary Christian's adult listeners were among the most well-educated, as seven in 10 either attended college or earned a diploma—that's third-highest of the 16 primary formats in this study. Nearly one-third had a college degree or better, also third-highest. About 57% resided in households producing \$50,000 in income annually, ranking seventh.

This format was among the top five in Time Spent Listening, both overall and within every major age group, and among the top 10 in its significant proportion of both African-American and Hispanic listeners.

continued ►

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 2009.

Contemporary Christian

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	122
Landscaping	128
Remodeled Bathroom	110
Exterior Paint	110
Remodeled Kitchen	110
Heating/AC	110
Replace/Repair Roof	107
Replaced Windows	103
Other Remodeling or Home Improvement Project	110

Median amount spent for all remodeling and home improvement projects: \$1,860

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	100
Furniture	103
Carpeting/Flooring	113
Window Treatments	118
Mattress	104
Stereo/Music System	101

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	88
Plan to Buy Used Vehicle**	112

* Median amount budgeted for new vehicle: \$24,510

** Median amount budgeted for used vehicle: \$9,600

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	61%
Do-it-Yourself Repairs	39%

Type of DIY Repair:	Index
Changed Oil	111
Replaced Battery	123
Anti-Freeze/Coolant	114
Brakes	127
Tune-Up/Spark Plugs	126
Other Types of Repairs	117

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	118
Shop for Music/Video	111
Have Pets	115
Vacation Hotel	113
Shop for Toys	116
Buy Gift Cards	120
Shop for Sporting Goods	116
Gardening	112
Have/Will Buy iPod®/MP3	125
Buy Women's Casual Clothing	127
Buy Athletic Shoes	121
Buy Men's Casual Clothing	117
Own/Will Buy Video Game System	128
Mall Shopping Past Week	111
Attend Pro Sports Events	115
College Football Fan	112
Swim	128
Buy Sports Logo Clothing	123
Volunteer Work	132
Photography	126

Cell Phone Usage	Pct.
Use Cell Phone	87%

Average monthly bill: \$86

Compared With All Cell Phone Users:	Index
Text Messaging	117
Taking Pictures	112
E-Mail	109
Instant Messaging	90
Download/Listen to Music	101
Download Video Games	95
Stream Video Clips	78

Online Activity	Pct.
Online Past 30 Days	85%
Shopped Online Past Year	68%
Purchased Online Past Year	64%

Average amount spent online past year: \$820

Compared With All Adults Online During Past 30 Days:	Index
Pay Bills	111
Movie Listings	107
Online Yellow Pages	105
Social Networking	107
Local/Community Events	112
Radio Station Web site	127
Read/Write Blogs	110
Download Coupons	113
Listen to Radio	110
Access Podcasts	114

Average time spent online per week: 9.2 hours

The Contemporary Christian audience was above the national average for having done home improvement projects during the past 12 months, most notably for doing landscaping and interior painting or wallpapering. Most of these listeners were homeowners (78%).

Listeners were above the norm for planning the purchase of a used vehicle in the next 12 months. Pickups and SUVs topped the list of models being considered. This group was also inclined to tackle automotive repairs—although most had all repairs done at a shop, 39% could accomplish some repairs without professional assistance.

Most listeners had cell phones (87%), and they were above average in their use of them for texting, taking pictures and e-mail.

When it came to online use, this audience group was practical, being above average for going online to pay bills and download coupons. They were also more likely than the total online population to be listening to radio and visiting radio Web sites, reading or writing blogs and accessing podcasts.

Contemporary Christian listeners were well above national norms for doing volunteer work. They were also above average for a variety of shopping activities.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

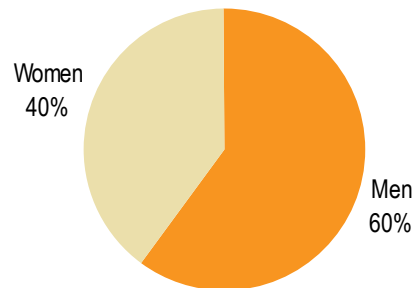
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Mexican Regional



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
2.4%	2.6%	2.8%	3.1%	3.4%	2.9%	2.7%

12+ AQH Share in PPM Markets	4.0%
12+ AQH Share in Diary Markets	2.3%

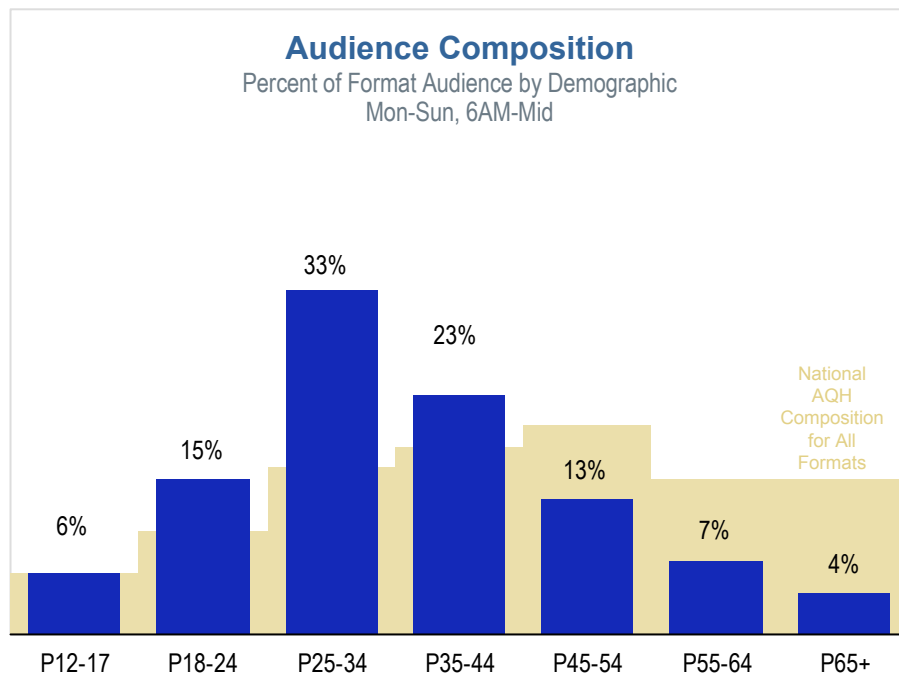
A Leader in Time Spent Listening

Once among the fastest-growing formats in radio, Mexican Regional accounted for 2.7% of all listening in Fall '09, receiving a 4.0% share in PPM Metros and a 2.3% share in Diary markets. Each week, the format attracted more than 13 million people, nearly 96% of whom were Hispanic, on 447 stations.

Mexican Regional has been slowly redirecting its appeal away from adults 18-24, who in Spring '05 comprised nearly 21% of its audience, but just 15% in Fall 2009. As a result, the format's age composition has been increasing among the 25-34, 35-44 and 45-54 age groups.

Audience Composition

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



continued ►

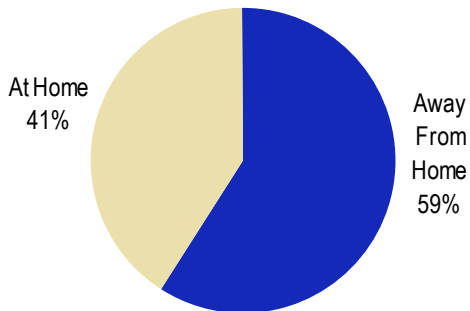
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Mexican Regional

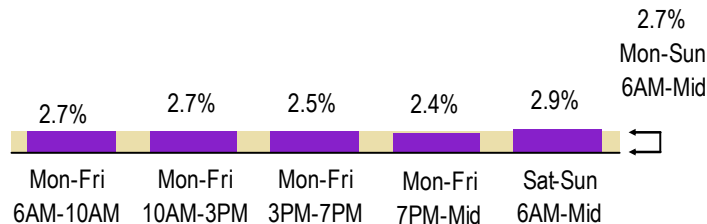
Share of Listening by Location

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



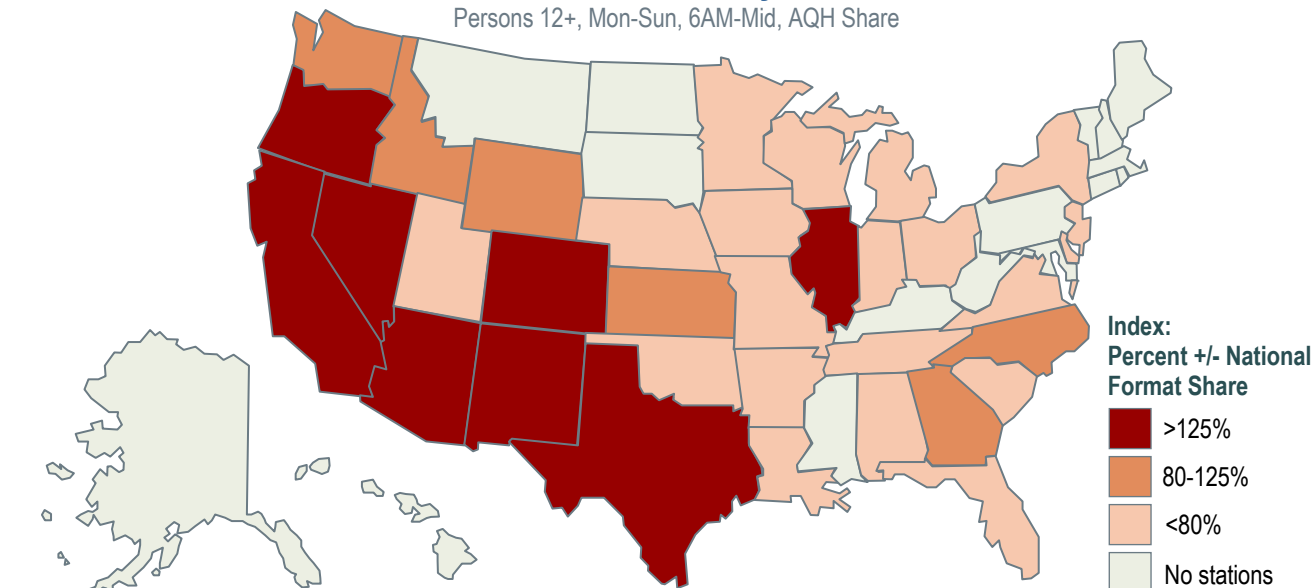
AQH Share of Listening by Daypart

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



Audience Share by State

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



Tune-in has been gradually shifting more toward away from home, but ratings have remained relatively consistent from one daypart to another.

As its namesake suggests, Mexican Regional is a localized format concentrated in certain cities and states. During Fall '09, Mexican Regional stations were among the top five in Dallas-Ft. Worth; Denver-Boulder; and Houston-Galveston; and within the top 10 in Portland, OR; and San Jose.

The format's ratings were more than triple its national average in California (index 340) and Texas (333), nearly double in Arizona and Nevada and more than 50% higher in Colorado, Illinois, New Mexico and Oregon.

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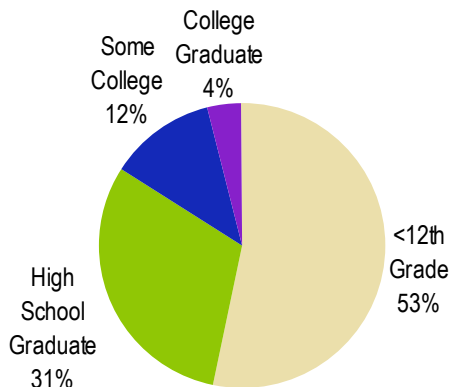
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Mexican Regional

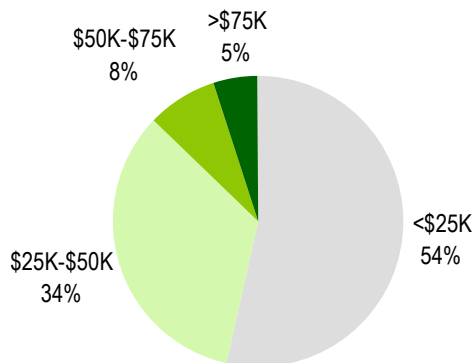
Education

Persons 18+



Household Income

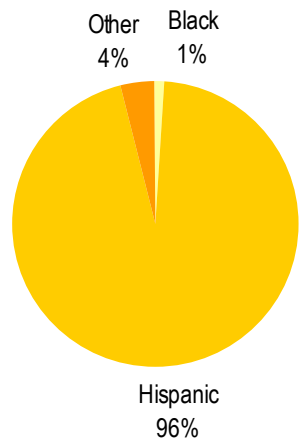
Persons 18+



Ethnic Composition*

AQH Persons

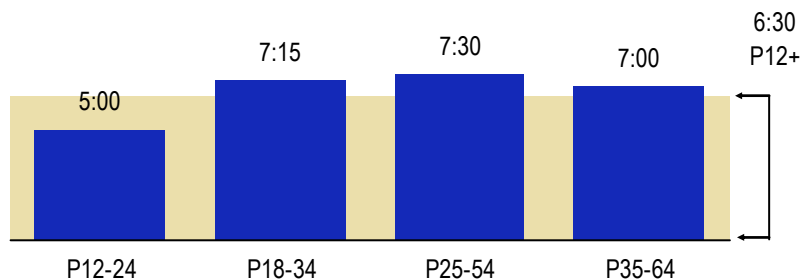
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Nearly one in six adult Mexican Regional consumers attended or graduated from college, and close to half lived in households producing \$25,000 or more in income per year.

This format generated a high amount of Time Spent Listening, ranking No. 1 with adults 18-34 and 25-54 among the primary 16 formats in this report. It was also third with 12- to 24-year-olds and No. 4 overall and with adults 35-64.

continued ►

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 2009.

Mexican Regional



Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	78
Landscaping	66
Remodeled Bathroom	119
Exterior Paint	97
Remodeled Kitchen	121
Heating/AC	86
Replace/Repair Roof	69
Replaced Windows	80
Other Remodeling or Home Improvement Project	87

Median amount spent for all remodeling and home improvement projects: \$1,320

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	119
Furniture	92
Carpeting/Flooring	85
Window Treatments	99
Mattress	107
Stereo/Music System	143

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	121
Plan to Buy Used Vehicle**	132

* Median amount budgeted for new vehicle: \$20,910

** Median amount budgeted for used vehicle: \$7,590

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	66%
Do-it-Yourself Repairs	34%

Type of DIY Repair:	Index
Changed Oil	114
Replaced Battery	93
Anti-Freeze/Coolant	111
Brakes	105
Tune-Up/Spark Plugs	118
Other Types of Repairs	91

Leisure Lifestyle Profile	Index
Shop for Toys	126
Buy Lottery Tickets	111
Foreign Travel	115
Visit Zoo	123
Jog/Run	164
NBA Fan	111
Planning to Buy Furniture	131
Visit Mexico	236
Play Basketball	133
Planning to Buy HDTV	131
Planning to Buy Computer	142
Extreme Sports Fan	138
Visit Las Vegas	136
Monster Trucks Fan	130
Attend MBA Games	121
Pro Wrestling Fan	196
Visit Six Flags	195
Supercross/Motocross Fan	122
Plan to Buy Digital Camera	133
Pro Soccer Fan	271

Cell Phone Usage	Pct.
Use Cell Phone	76%

Average monthly bill: \$79

Compared With All Cell Phone Users:	Index
Text Messaging	115
Taking Pictures	120
E-Mail	102
Instant Messaging	151
Download/Listen to Music	181
Download Video Games	170
Stream Video Clips	123

Online Activity	Pct.
Online Past 30 Days	50%
Shopped Online Past Year	34%
Purchased Online Past Year	32%

Average amount spent online past year: \$721

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	153
Movie Listings	118
Social Networking	115
Instant Messages	147
Job Search	143
Radio Station Web site	141
Listen to Radio	133
Download/Watch Movies	178
Check Traffic	136
Take College Courses	115

Average time spent online per week: 8.1 hours

Although listeners to Mexican Regional were most likely to be renters (59%), they were above the national average for having done kitchen and bathroom remodeling in their homes during the past 12 months.

Listeners were below national norms for cell phone usage, but most owned cell phones (76%) and were avid users of special features. Compared with all adult cell phone users nationwide, Mexican Regional listeners were much more likely to use their phones for texting and instant messaging, taking pictures and downloading music and video. We see a similar pattern in the online activity of Mexican Regional listeners. Just half of them were online during a typical month (50%), but compared with all online users they were far more likely to download entertainment content (movies, music, television programs) and to take advantage of personal communication options (instant messaging and social networking). They were also well above average for doing job searches online.

The leisure profile of the Mexican Regional audience showed them to be far more interested than the general population in pro soccer, extreme sports, monster truck competitions and pro wrestling. And because 71% had children in the home, they were above average for toy shopping and visits to family friendly destinations like zoos and Six Flags.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

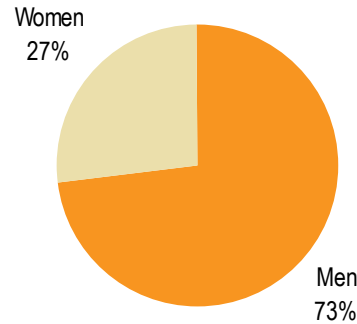
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Active Rock



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.9%	2.0%	2.3%	1.9%	1.9%	2.4%	2.4%

12+ AQH Share in PPM Markets	1.9%
12+ AQH Share in Diary Markets	2.6%

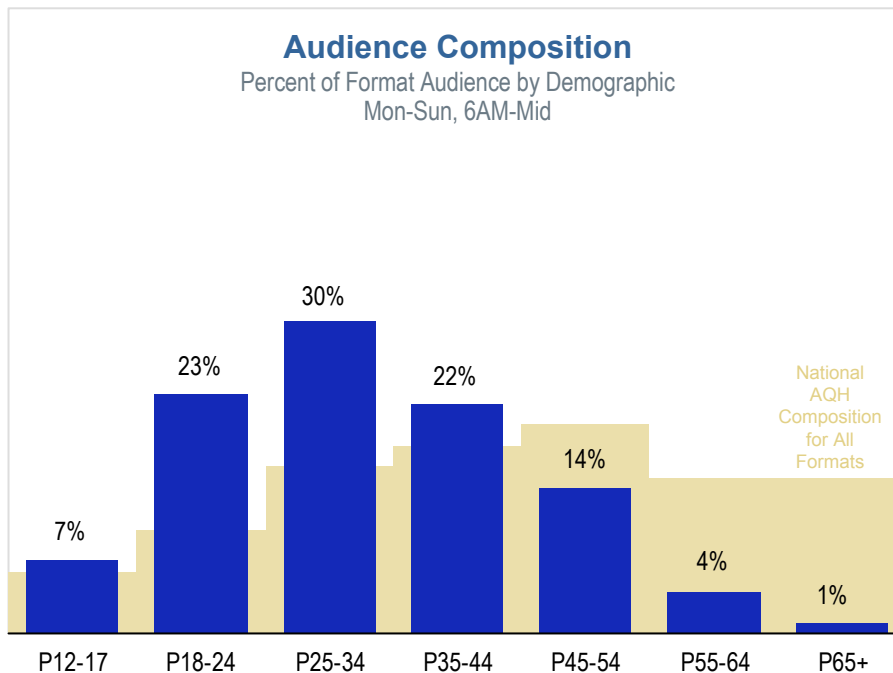
Where the Men Tune In

The leader among the contemporary rock formats, Active Rock delivered 2.4% of the national radio audience across 350 stations in Fall '09—the same as in Fall '08—pulling in 2.6% in Diary Metros and 1.9% in PPM markets. More than 18 million consumers turned to Active Rock each week, and nearly three-quarters of the listening was by men—the third-highest proportion of the 22 formats in this study.

More than half of Active Rock's audience could be found in each of two overlapping groups—adults 18-34 and 25-44. The format's composition in those age cells has been consistent in recent years. However, teen listening has dropped from 11% to about 7% since Spring '05, while the 45-64 segment has gained from 11% to about 18%. Among all formats, Active Rock ranked sixth with adults 18-24.

Audience Composition

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



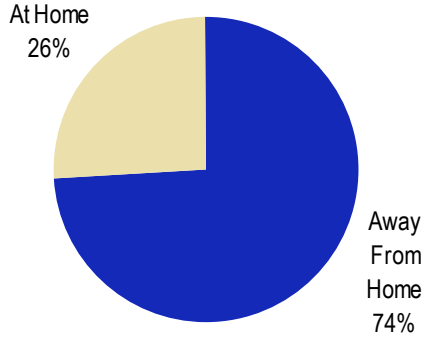
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.*

Active Rock

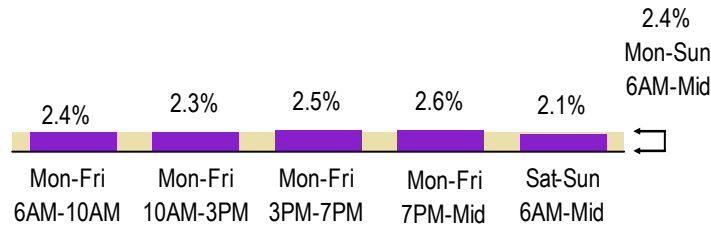
Share of Listening by Location

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



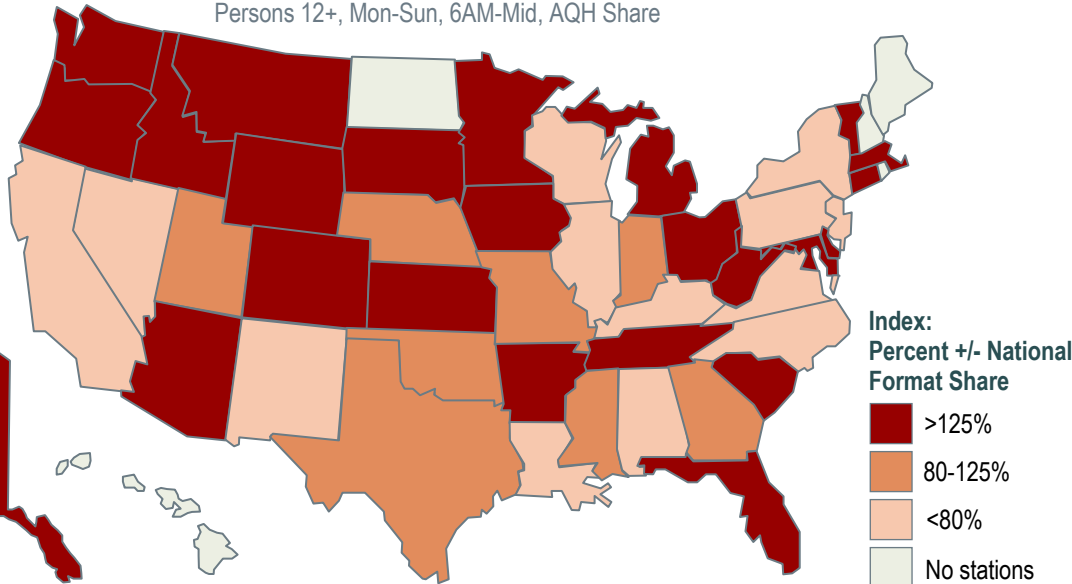
AQH Share of Listening by Daypart

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



Audience Share by State

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



Almost three-quarters of Active Rock tune-in took place away from home—the fourth-highest of all formats analyzed and a figure that’s stayed relatively constant over the past several years. Active Rock’s ratings were fairly even across various dayparts and rose slightly during middays in Fall ’09.

During Fall ’09, Active Rock stations ranked in the top 10 in Baltimore, Detroit, Minneapolis-St. Paul, Phoenix and San Diego. Certain states generated huge ratings for Active Rock compared to its national average, including Delaware (index 466), Kansas (359) and Idaho (349). Alaska and West Virginia produced more than twice the format’s average share, while others generating at least 50% larger ratings included Arizona, Iowa, Massachusetts, Maryland, Michigan, Minnesota, South Carolina and Wyoming.

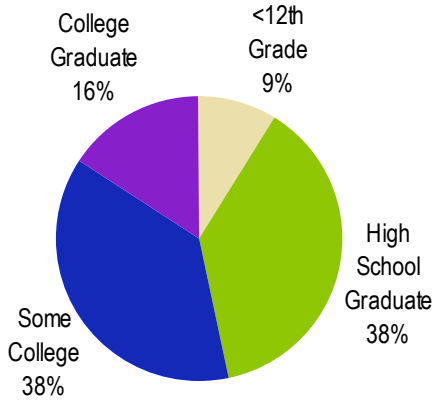
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Active Rock

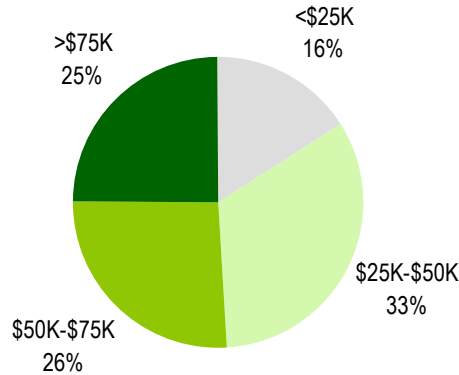
Education

Persons 18+



Household Income

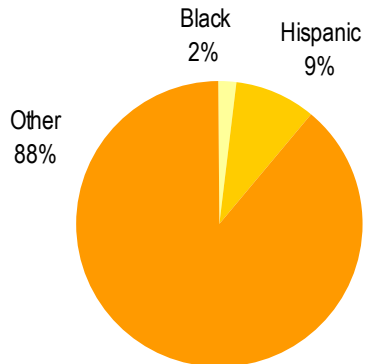
Persons 18+



Ethnic Composition*

AQH Persons

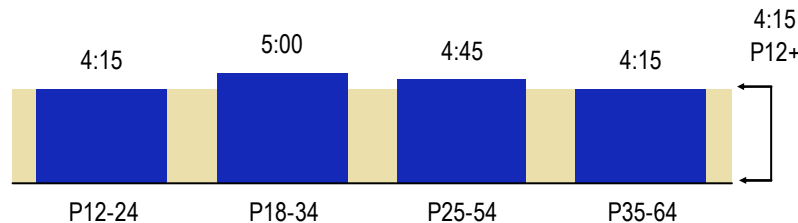
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



More than half of adult Active Rock consumers attended college or received a degree, and the percentage of college graduates improved 2% between Fall '08 and Fall '09—a larger increase than any of the other 15 major formats in this report. And more than half of Active Rock consumers aged 18+ resided in households with \$50,000 or more in annual income.

The format tied for fourth-best in Time Spent Listening among persons 12-24 and adults 18-34.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	126
Landscaping	125
Remodeled Bathroom	122
Exterior Paint	99
Remodeled Kitchen	128
Heating/AC	111
Replace/Repair Roof	103
Replaced Windows	106
Other Remodeling or Home Improvement Project	122

Median amount spent for all remodeling and home improvement projects: \$1,750

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	107
Furniture	108
Carpeting/Flooring	110
Window Treatments	115
Mattress	117
Stereo/Music System	129

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	113
Plan to Buy Used Vehicle**	133

* Median amount budgeted for new vehicle: \$23,940

** Median amount budgeted for used vehicle: \$8,640

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	54%
Do-it-Yourself Repairs	46%

Type of DIY Repair:	Index
Changed Oil	138
Replaced Battery	148
Anti-Freeze/Coolant	142
Brakes	169
Tune-Up/Spark Plugs	159
Other Types of Repairs	150

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	119
Shop for Music/Video	114
Have Pets	120
Own/Will Buy HDTV	113
Shop for Toys	115
Drink Beer (Age 21+)	124
Shop for Sporting Goods	125
NFL Fan	118
Own/Will Buy iPod@/MP3	138
Buy Athletic Shoes	120
Buy Men's Casual Clothing	120
Own/Will Buy DVR	115
Own/Will Buy Video Game System	149
Attend Pro Sports Events	129
College Football Fan	117
Swim	137
MLB Fan	110
Buy Sports Logo Clothing	129
Photography	115
Visit Zoo	124

Cell Phone Usage	Pct.
Use Cell Phone	85%

Average monthly bill: \$83

Compared With All Adult Cell Phone Users:	Index
Text Messaging	132
Taking Pictures	123
E-Mail	136
Instant Messaging	122
Download/Listen to Music	139
Download Video Games	183
Stream Video Clips	166

Online Activity	Pct.
Online Past 30 Days	86%
Shopped Online Past Year	67%
Purchased Online Past Year	62%

Average amount spent online past year: \$805

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	130
Movie Listings	113
Sports Scores/Updates	127
Social Networking	129
Instant Messages	120
Job Search	123
Auction Site	126
Radio Station Web site	137
Automotive Information	125
Read/Write Blogs	116

Average time spent online per week: 9.5 hours

Active Rock listeners were above national norms for doing home improvement projects and purchasing home furnishings. Most owned their homes (70%).

They were also above average in their plans to buy a vehicle (particularly a used vehicle) during the next 12 months. Pickups topped the list of models being considered by those who planned on buying a used vehicle.

Active Rock listeners showed the highest incidence of do-it-yourself automotive repair of any of the audience groups studied in this report. Nearly half (46%) of those with vehicles needing repair could roll up their sleeves and get under the hood themselves (or with an assist from friends or family).

Listeners were avid users of their cell phones—above average for using all functions measured in the Scarborough survey. They were particularly likely to be downloading video games to their cell phones.

In terms of online activity, listeners were more likely than the general online population to be downloading music and video games, to be checking sports scores and to be using social networking sites.

The leisure profile of Active Rock listeners showed them to be quite sports-oriented and interested in entertainment content and devices (such as iPods and HDTV).

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

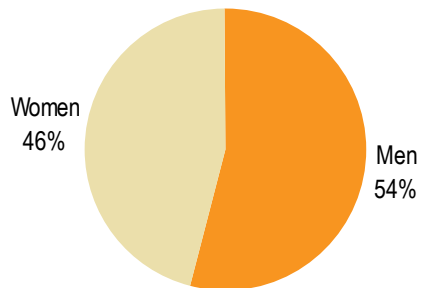
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Adult Hits (and '80s Hits)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
0.5%	0.4%	1.3%	2.1%	2.1%	2.0%	2.2%

12+ AQH Share in PPM Markets	3.0%
12+ AQH Share in Diary Markets	1.7%

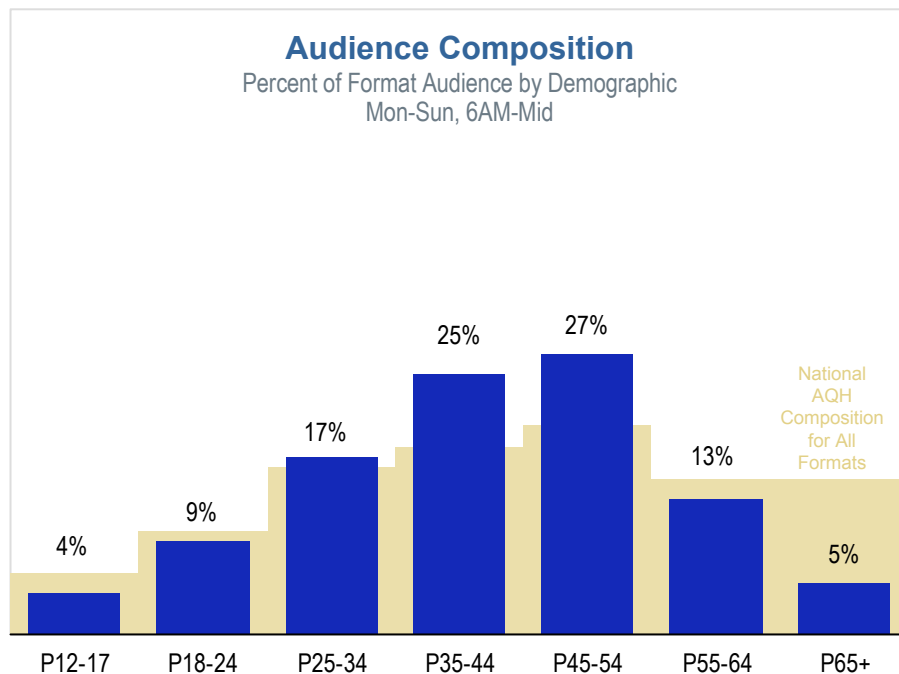
An At-Work, In-Car Favorite

Owing to format similarities, *Radio Today 2010* has combined Adult Hits and the '80s Hits programming into a single format, reaching nearly 24 million consumers per week on 372 stations. Overall, Adult Hits has produced incremental growth in recent years, though the format has enjoyed substantial success in several markets with the JACK FM-branded approach, among other variations. The format leaned more male than the majority of formats in this study.

In all, Adult Hits had 2.2% of the national radio audience in Fall '09, including stations among the top five in PPM markets such as Los Angeles, Phoenix, San Diego, Seattle-Tacoma and St. Louis, where it reached No. 1. Its share was 3.0% in PPM Metros and 1.7% in Diary markets. Since its first appearance in *Radio Today* in Spring '06, Adult Hits' audience has been skewing older, with its 35-44 composition declining from 34% to 25%, and its 45-64 segment growing from 31% to 40%. Although ranked fifteenth overall 12+, Adult Hits ranked among the top 10 with adults 55-64. Still, more than half of its audience was between the ages of 35-54.

Audience Composition

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



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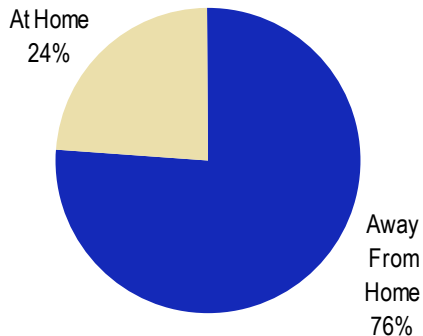
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Adult Hits (and '80s Hits)

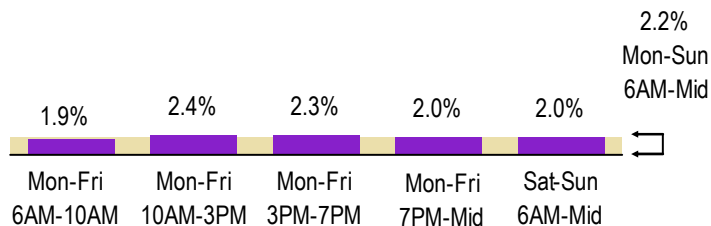
Share of Listening by Location

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



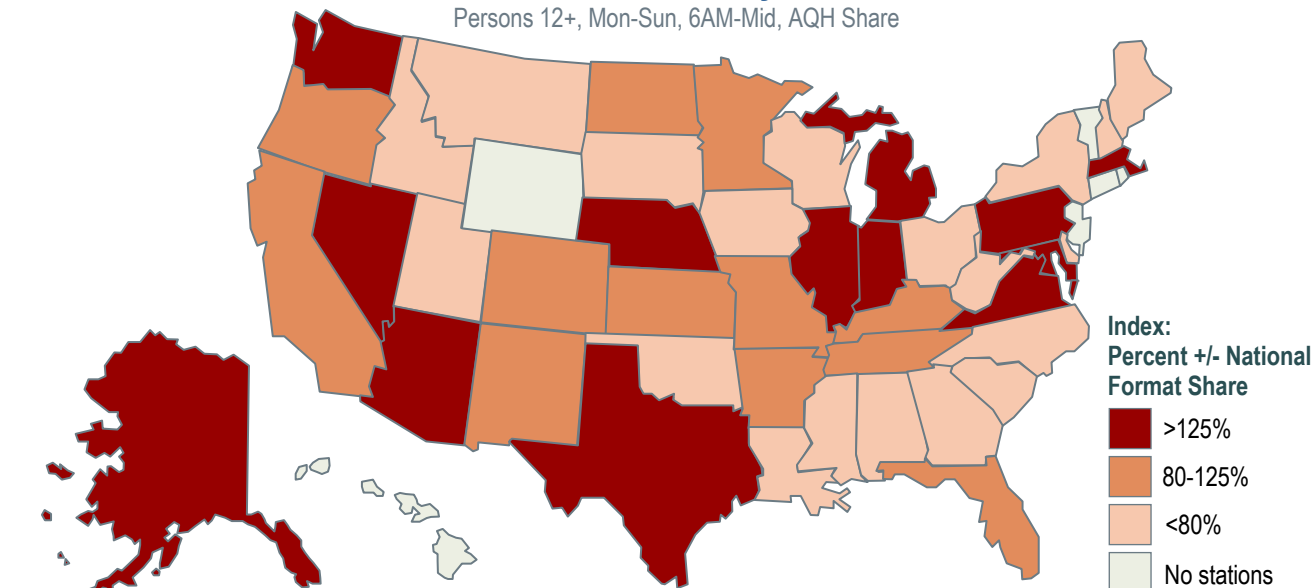
AQH Share of Listening by Daypart

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



Audience Share by State

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



More than three-quarters of tune-in to Adult Hits took place somewhere other than at home; it was tied for No. 1 in that respect.

It attracted triple its national share in Arizona, double in Illinois and more than 40% above its average in Alaska, Indiana, Massachusetts, Maryland, Michigan, Nebraska, Nevada, Pennsylvania, Texas and Washington.

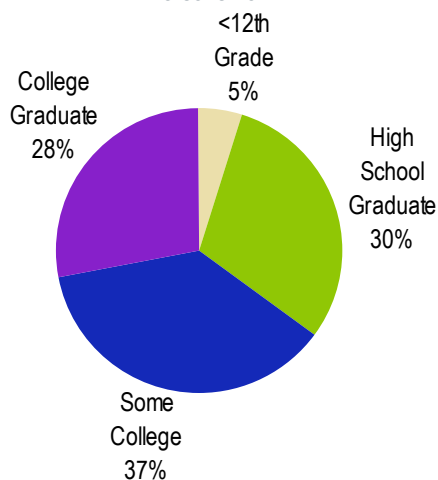
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Adult Hits (and '80s Hits)

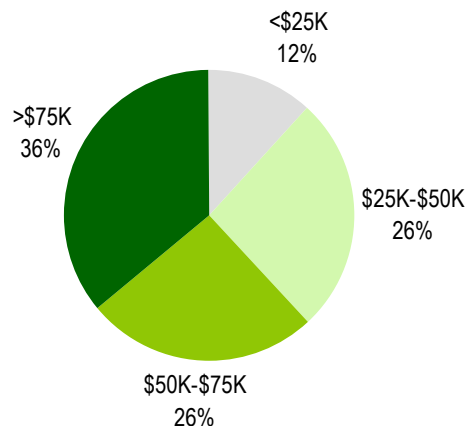
Education

Persons 18+



Household Income

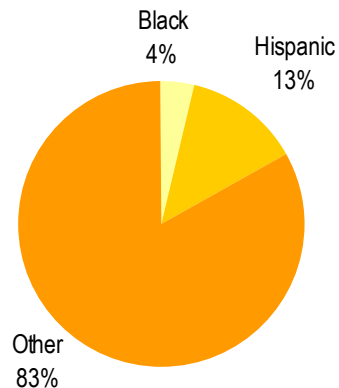
Persons 18+



Ethnic Composition*

AQH Persons

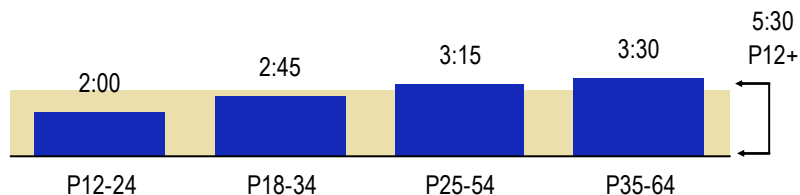
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Nearly two-thirds of Adult Hits consumers aged 18+ attended college, and 28% earned a diploma. Adult Hits ranked fifth-highest (among the 16 leading formats) in the proportion of its listeners who resided in households earning \$75,000 or more per year; it was also No. 5 for those in households earning at least \$50,000.

The format has seen a gradual increase in its Hispanic composition in recent years.

continued ►

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 2009.

Adult Hits*



Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	117
Landscaping	124
Remodeled Bathroom	115
Exterior Paint	105
Remodeled Kitchen	113
Heating/AC	99
Replace/Repair Roof	93
Replaced Windows	99
Other Remodeling or Home Improvement Project	115

Median amount spent for all remodeling and home improvement projects: \$2,040

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	104
Furniture	111
Carpeting/Flooring	110
Window Treatments	110
Mattress	110
Stereo/Music System	122

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	119
Plan to Buy Used Vehicle**	109

* Median amount budgeted for new vehicle: \$24,670

** Median amount budgeted for used vehicle: \$10,610

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	63%
Do-it-Yourself Repairs	37%

Type of DIY Repair:	Index
Changed Oil	104
Replaced Battery	117
Anti-Freeze/Coolant	97
Brakes	119
Tune-Up/Spark Plugs	110
Other Types of Repairs	116

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	117
Shop for Music/Video	113
Have Pets	115
Own/Will Buy HDTV	113
Vacation Hotel	112
Drink Wine (Age 21+)	111
Shop for Toys	113
Drink Beer (Age 21+)	118
Buy Gift Cards	117
Shop for Sporting Goods	121
NFL Fan	114
Own/Will Buy iPod@/MP3	132
Buy Athletic Shoes	120
Buy Men's Casual Clothing	119
Own/Buy DVR	123
Own/Will Buy Video Game System	130
Foreign Travel	116
Vacation Air Travel	126
Attend Pro Sports Events	135
Visit Casinos	115

Cell Phone Usage	Pct.
Use Cell Phone	88%

Average monthly bill: \$84

Compared With All Adult Cell Phone Users:	Index
Text Messaging	121
Taking Pictures	115
E-Mail	131
Instant Messaging	97
Download/Listen to Music	103
Download Video Games	129
Stream Video Clips	126

Online Activity	Pct.
Online Past 30 Days	85%
Shopped Online Past Year	70%
Purchased Online Past Year	66%

Average amount spent online past year: \$867

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	116
Movie Listings	126
Online Yellow Pages	115
Sports Scores/Updates	116
Social Networking	120
Auction Site	118
Local/Community Events	114
Radio Station Web site	125
Read/Write Blogs	114
Download Coupons	111

Average time spent online per week: 9.6 hours

Adult Hit listeners were above national norms for doing most of the home improvement projects measured in the Scarborough survey, most notably landscaping. They were above average for purchasing home furnishings as well. Most were homeowners (76%).

Listeners were more likely than the general population to be planning a vehicle purchase in the next 12 months and to be doing some auto repair themselves (or with help from others).

Most Adult Hit listeners (88%) had cell phones and, when compared to cell phone users nationwide, they were much more likely to be texting, taking pictures, using e-mail and downloading music and video.

The majority of listeners were online during a typical 30-day period (85%) and were more likely than the average online user to access news and information (like sports scores and traffic reports), download music and participate in social networking.

The leisure profile of Adult Hit listeners showed them to be above national norms for traveling and for interest in entertainment content and the electronic devices used to access this content (like iPods, HDTV and DVRs). They were also more likely than the general adult population to enjoy adult beverages.

*Scarborough data do not include '80s Hits.

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

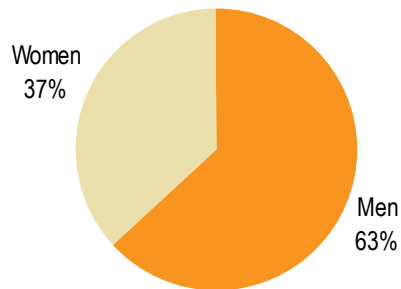
Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Alternative



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
3.1%	3.1%	2.4%	2.1%	2.1%	2.2%	2.1%

12+ AQH Share in PPM Markets	2.9%
12+ AQH Share in Diary Markets	1.8%

Reliable Ratings and Audience

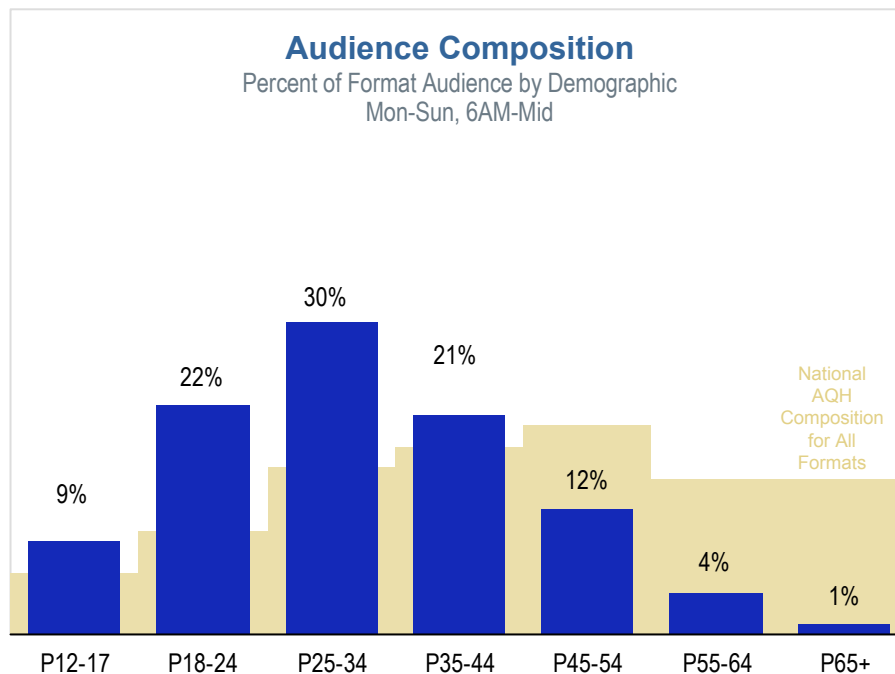
Heard on 606 stations, Alternative drew more than 21 million listeners each week, who in Fall '09 accounted for 2.1% of all radio tune-in—a figure that has remained relatively stable over the past four annual reports. In PPM Metros, Alternative earned a 2.9% share and had a 1.8% in Diary markets.

Alternative's audience leaned heavily toward men, ranking fifth-highest among the 16 leading formats in its male orientation.

The audience composition for Alternative has remained fairly consistent over the past several years. In Fall 2009, nearly three-quarters of Alternative listening came from adults 18-44, and more than half was attributable to either the 18-34 or 25-44 age groups. One notable trend was a modest loss among teens, down from 13% to about 9% since Spring '02, while the segment of adults 45-64 rose by the same amount over that time frame.

Audience Composition

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



continued ►

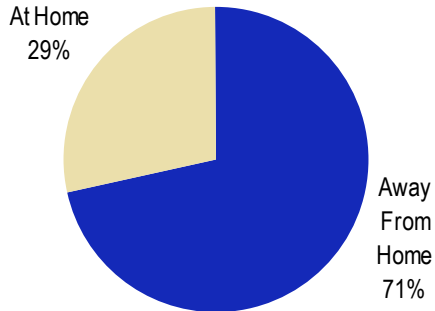
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Alternative

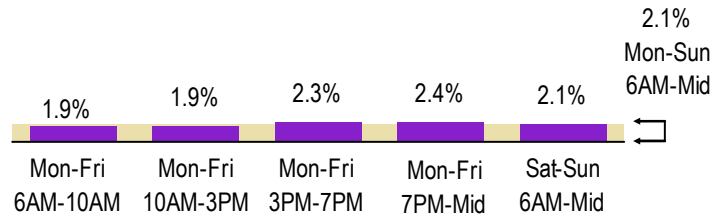
Share of Listening by Location

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



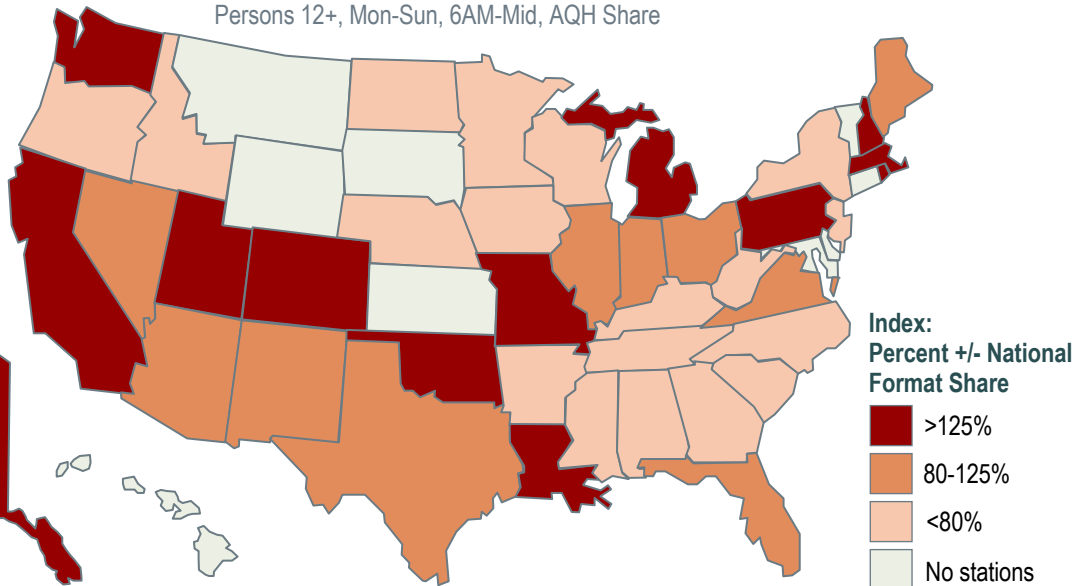
AQH Share of Listening by Daypart

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



Audience Share by State

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



During Fall '09, Alternative stations ranked among the top 10 in the PPM markets of Denver-Boulder; Houston-Galveston; Pittsburgh, PA; St. Louis; Tampa-St. Petersburg-Clearwater; and Washington, DC. The format delivered three times its overall share in the nation's capital and more than 50% above its national average in Alaska, California, Colorado, Michigan, Missouri, New Hampshire, Pennsylvania, Rhode Island, Utah and Washington.

About 71% of tune-in occurred away from home, seventh-highest of all 22 formats studied.

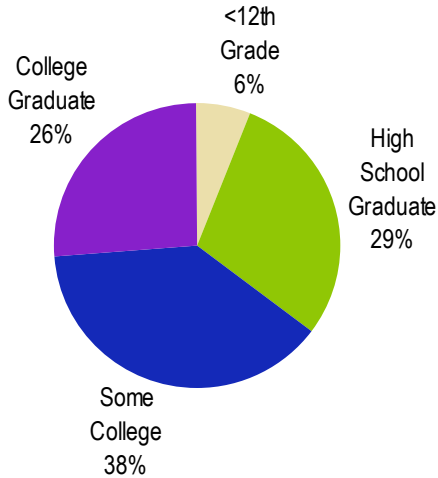
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Alternative

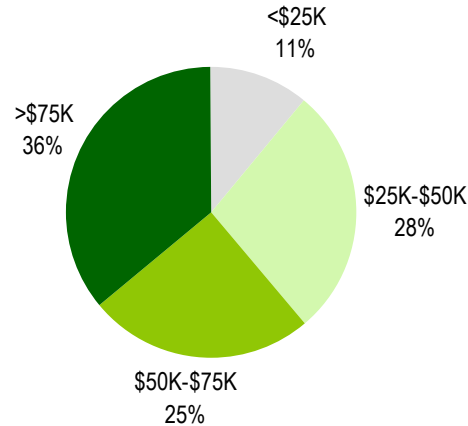
Education

Persons 18+



Household Income

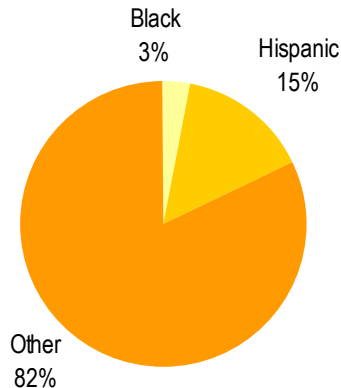
Persons 18+



Ethnic Composition*

AQH Persons

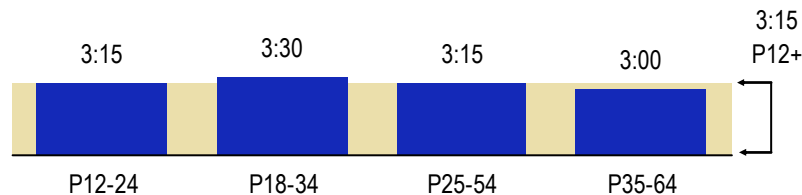
* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Close to two-thirds of Alternative's adult consumers attended college, and more than a quarter earned a diploma. That's better than the majority of the leading formats in this study. More than six in 10 Alternative adult listeners lived in households with \$50,000 or more in annual income—a consistent figure for the past eight annual reports.

Almost 15% of the Alternative audience was Hispanic (also seventh-highest), up from about 11% in Spring '03. Regardless of the age group, the length of Time Spent Listening to Alternative was fairly similar; only Adult Contemporary had as much uniformity.

continued ►

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 2009.

Home Improvement Past 12 Months (Household)	Index
Interior Paint/Wallpaper	116
Landscaping	117
Remodeled Bathroom	116
Exterior Paint	104
Remodeled Kitchen	118
Heating/AC	108
Replace/Repair Roof	93
Replaced Windows	97
Other Remodeling or Home Improvement Project	113

Median amount spent for all remodeling and home improvement projects: \$1,870

Home Furnishings Purchased Past 12 Months (Household)	Index
Television	110
Furniture	122
Carpeting/Flooring	107
Window Treatments	105
Mattress	114
Stereo/Music System	128

Plans to Purchase New/Used Vehicle Next 12 Months (Household)	Index
Plan to Buy New Vehicle*	118
Plan to Buy Used Vehicle**	121

* Median amount budgeted for new vehicle: \$25,760

** Median amount budgeted for used vehicle: \$9,230

Automotive Repairs Past 12 Months (Household)	Pct.
All Repairs Done at a Shop	61%
Do-it-Yourself Repairs	39%

Type of DIY Repair:	Index
Changed Oil	112
Replaced Battery	107
Anti-Freeze/Coolant	110
Brakes	128
Tune-Up/Spark Plugs	116
Other Types of Repairs	120

Leisure Lifestyle Profile	Index
Own/Will Buy Digital Camera	118
Shop for Music/Video	115
Have Pets	110
Own/Will Buy HDTV	116
Shop for Toys	114
Drink Beer (Age 21+)	122
Shop for Sporting Goods	121
NFL Fan	111
Own/Will Buy iPod@/MP3	146
Buy Athletic Shoes	118
Buy Men's Casual Clothing	120
Own/Will Buy DVR	118
Own/Will Buy Video Game System	144
Foreign Travel	121
Mall Shopping Past Week	110
Vacation Air Travel	120
Attend Pro Sports Events	137
Visit Casinos	111
Swim	132
MLB Fan	117

Cell Phone Usage	Pct.
Use Cell Phone	88%

Average monthly bill: \$84

Compared With All Cell Phone Users:	Index
Text Messaging	139
Taking Pictures	128
E-Mail	160
Instant Messaging	122
Download/Listen to Music	157
Download Video Games	174
Stream Video Clips	191

Online Activity	Pct.
Online Past 30 Days	88%
Shopped Online Past Year	71%
Purchased Online Past Year	66%

Average amount spent online past year: \$880

Compared With All Adults Online During Past 30 Days:	Index
Download/Listen to Music	144
Movie Listings	139
Online Yellow Pages	112
Sports Scores/Updates	126
Social Networking	150
Instant Messages	133
Job Search	130
Auction Site	123
Local/Community Events	117
Radio Station Web site	141

Average time spent online per week: 10.0 hours

Alternative listeners were above average for doing home improvement projects and purchasing home furnishings, most notably for purchasing furniture and home music systems. Most of this audience owned their homes (63%).

Listeners were above national norms for planning a vehicle purchase in the next 12 months and were more likely than the average vehicle owner to be doing some do-it-yourself auto repair.

Alternative listeners were power users of their cell phones, being well above the national average in their use of all functions measured in the Scarborough survey. We saw the same intensity in their online activities. These listeners were more likely than the average online user to access entertainment content (music, movies, radio), visit social networking sites and use instant messaging. They also were more inclined to use practical applications such as job search engines. They were among the heaviest online shoppers—71% shopped the Web during the past year. Nearly all of these shoppers made a purchase (93%), and the median online spending for the Alternative audience was \$880 during the past year.

When compared with national norms, the leisure profile of Alternative listeners showed that they were more likely than the general population to be interested in professional sports and to obtain electronic devices for entertainment content (HDTV, iPods, video gaming systems).

Note: An Index of 100 is average. Median dollar amounts shown represent the mid-point, meaning that half the group are below the amount shown and half are above the amount shown.

Source: Scarborough Research, Scarborough USA+, Release 2, 2009

Additional Noteworthy Formats

The following pages provide an overview of six additional formats:

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

In Fall 2009, each of these formats earned between a 1.2% and 1.8% share of radio listening nationally. Collectively, the stations in these formats reached more than 71 million consumers per week and accounted for 8.7% of all radio tune-in.

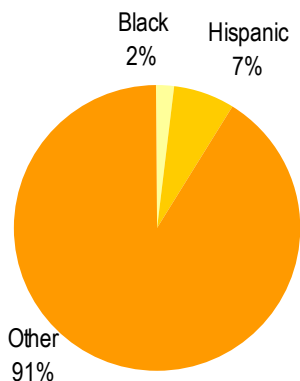
While *Radio Today 2010* focuses on the primary radio formats, the significant legacy value and/or specific market impact of these six formats warranted their inclusion in this report.

Album Oriented Rock (AOR)

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



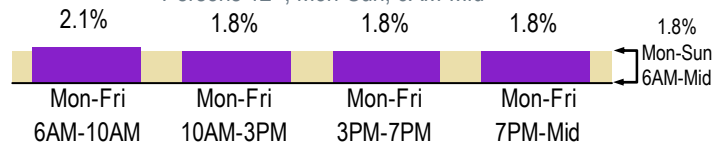
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
2.4%	2.2%	2.0%	2.0%	2.1%	1.8%	1.8%

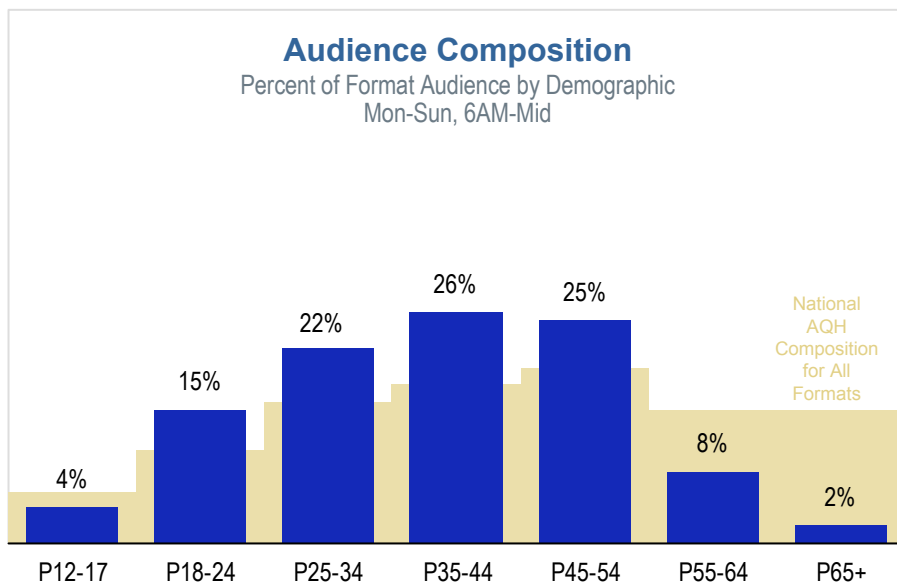
AQH Share of Listening by Daypart

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



Audience Composition

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



Broadcast by 302 stations and reaching more than 13 million consumers per week, Album Oriented Rock (AOR) captured a steady 1.8% of all radio listening. With a mix of current and heritage artists and acts with older material heard on Classic Rock stations, the format leaned almost 3:1 male, ranking second only to All Sports in its orientation toward men.

AOR, which targets an older audience than Active Rock or Alternative, received about half of its listening from adults 35-54. Those aged 45-54 represented the fastest growing segment, climbing from 19% to 25% since Spring '05. The 45-64 age group also expanded, up from 23% to 33%. These changes were primarily attributable to a shift from the 25-44 demographic, whose composition decreased from 55% to 48% over that time period.

About 75% of tune-in to AOR took place away from home—third-highest of all 22 formats in this study. More than 90% of the AOR audience was other than African-American or Hispanic; only Country had a higher percentage.

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

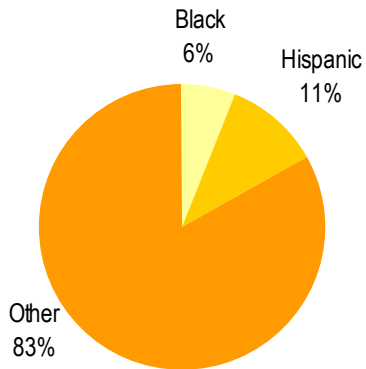
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Oldies

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



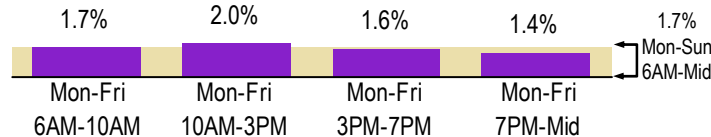
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
5.0%	5.0%	4.1%	3.3%	2.6%	2.3%	1.7%

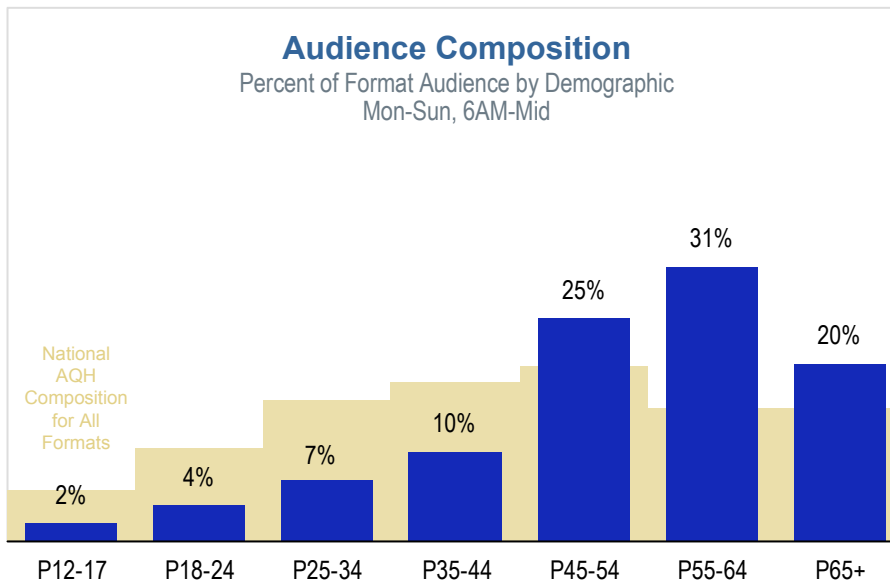
AQH Share of Listening by Daypart

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



Audience Composition

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



Oldies is rapidly being replaced as a format description by Classic Hits. It aired on 860 stations, attracting nearly 12 million consumers, good for 1.7% of listening overall, including 1.8% in Diary Metros and 0.9% in PPM markets. It was the only major format providing an audience with an even 50/50 gender split. About 17% of Oldies listeners were African-American or Hispanic, the seventh-lowest percentage of the 22 formats analyzed.

Targeting adults 45+, Oldies drew about three-quarters of its listening from that demographic, 56% of its listening from those 45-64 and 51% from adults 55+, the latter up from 43% since Spring '05. Like Classic Hits, Oldies did best in middays, when it was a popular at-work choice, although the format has also been gaining in recent years in its proportion of listening at home, where it ranked among the top 10 formats in this study.

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

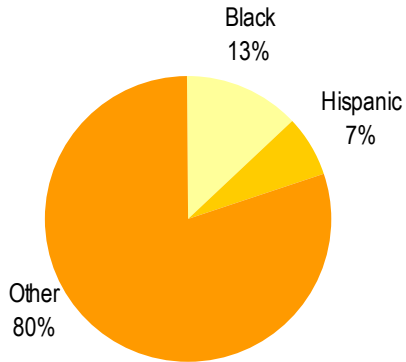
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

All News

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



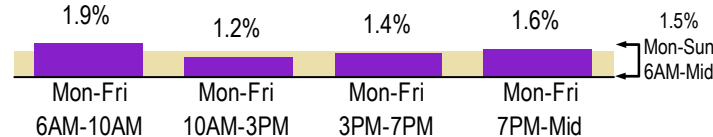
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.8%	1.5%	n/a	1.4%	1.4%	1.5%	1.5%

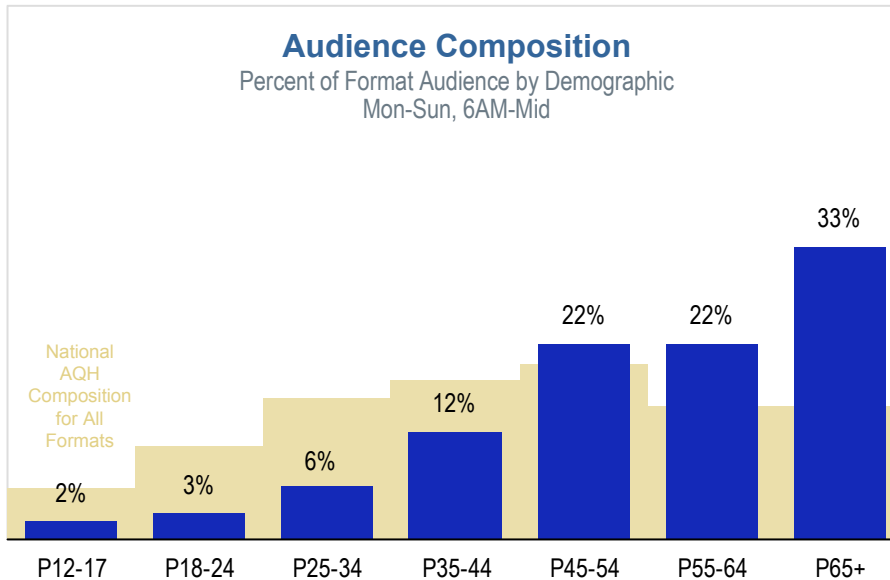
AQH Share of Listening by Daypart

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



Audience Composition

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



All News was broadcast on just 75 stations, but collectively reached almost 15 million consumers, good enough for a reliable 1.5% of all listening nationally in Fall '09. The fact that All News was available primarily in large markets was reflected in its 3.6% share in PPM Metros and 0.3% in Diary markets. A third of All News listeners were at least 65 years old; only News/Talk/Information had a higher senior concentration. About 55% of All News listening was from adults 55+ (up from 52% in Fall '08), and 77% was from adults at least 45 years old. All News ranked among the top 10 formats in its appeal to men, who comprised 55% of its audience.

All News was the only programming in this 22-format study whose ratings were highest in the mornings and evenings. All News received nearly half of its ratings from at-home tune-in, ranking third-highest in that statistic. African-Americans comprised 13% of the All News audience, ranking the format fifth highest in Black listenership.

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

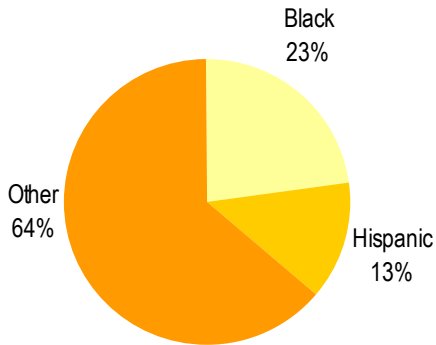
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Religious

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



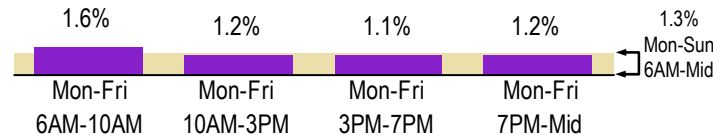
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
n/a	n/a	n/a	1.5%	1.5%	1.4%	1.3%

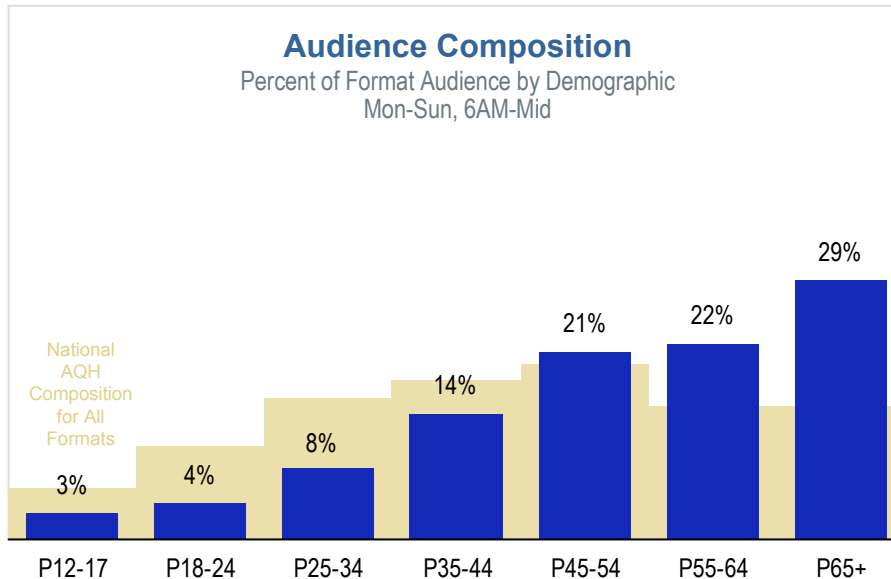
AQH Share of Listening by Daypart

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



Audience Composition

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



With 1,487 stations broadcasting sermons, services, music and related programming, Religious radio generated 1.3% of all listening, appealing to more than eight million consumers per week. The format did better in smaller cities, picking up 1.6% in Diary Metros and 0.7% in PPM markets.

Religious leaned about 60%/40% women to men, making it the fourth-highest of the 22 formats in this report. More than half of the Religious audience was at least 55 years old, and more than 70% was 45+. The sixth-most-ethnic format, Religious attracted more than a third of its listeners from the African-American or Hispanic community, with Black listeners outnumbering Hispanics by nearly a 2:1 margin. Religious was comprised of a higher proportion of African-Americans than all but three other formats: Urban AC, Urban Contemporary and Rhythmic CHR.

Religious radio was No. 1 among all formats studied in its high proportion of its listening taking place at home (52%) and outperformed its overall share in mornings.

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

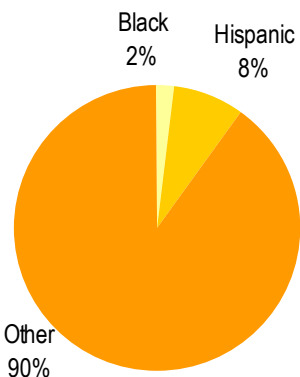
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Adult Album Alternative (AAA)

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



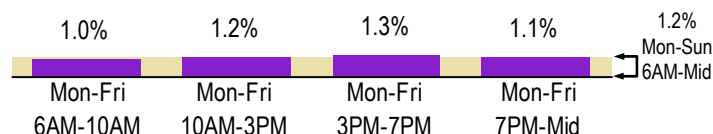
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
0.9%	0.9%	n/a	0.9%	0.9%	1.1%	1.2%

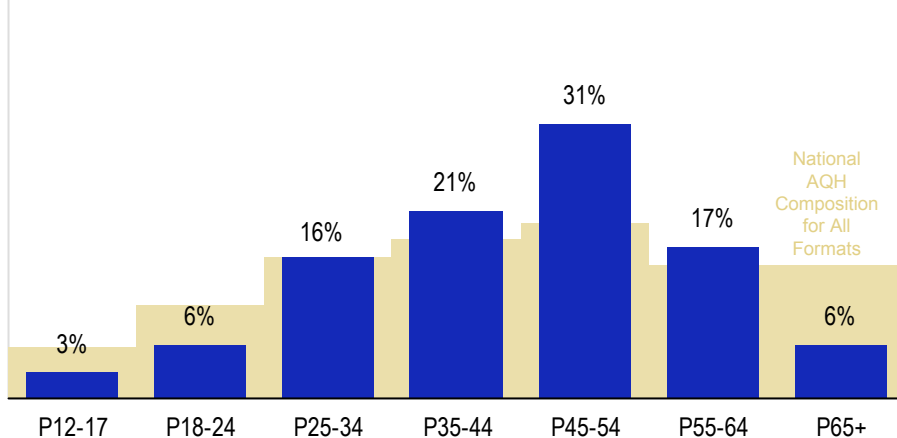
AQH Share of Listening by Daypart

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



Audience Composition

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



Featuring a wider range of contemporary and familiar rock album cuts across various mainstream and alternative music genres, Adult Album Alternative (known as AAA) delivered 12.6 million listeners each week on 413 stations, earning a 1.9% share in PPM markets and 0.8% in Diary Metros in Fall '09. The aggregate 1.2% share represented a new high in *Radio Today* studies.

Triple A's well-educated audience was centered on adults 45-54, who comprised more than 30% of the format's listenership. More than two-thirds were between 25-54. The format got above-average ratings in afternoons and weekends, and tune-in away from home led at-home by about a 2:1 margin, which was right at the median of the leading formats. The format leaned male, ranking eighth-highest in its orientation toward men among the 22 formats in this report. Also popular on non-commercial stations, AAA was one of the least ethnic programming approaches, ranking third-lowest in that category.

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

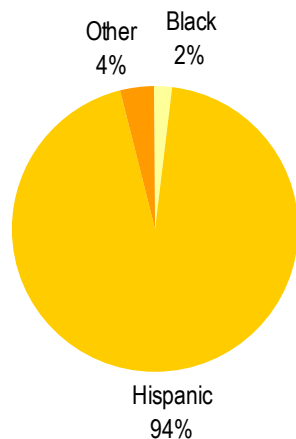
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Spanish Contemporary

Ethnic Composition*

AQH Persons

* Only in DST-Controlled Markets



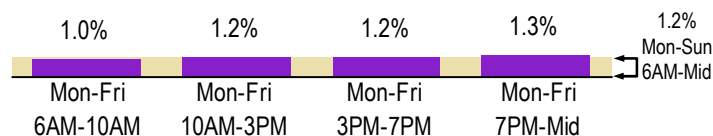
AQH Share Trend

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

SP03	SP04	SP05	SP06	SP07	FA08	FA09
1.6%	1.6%	1.9%	1.9%	1.5%	1.2%	1.2%

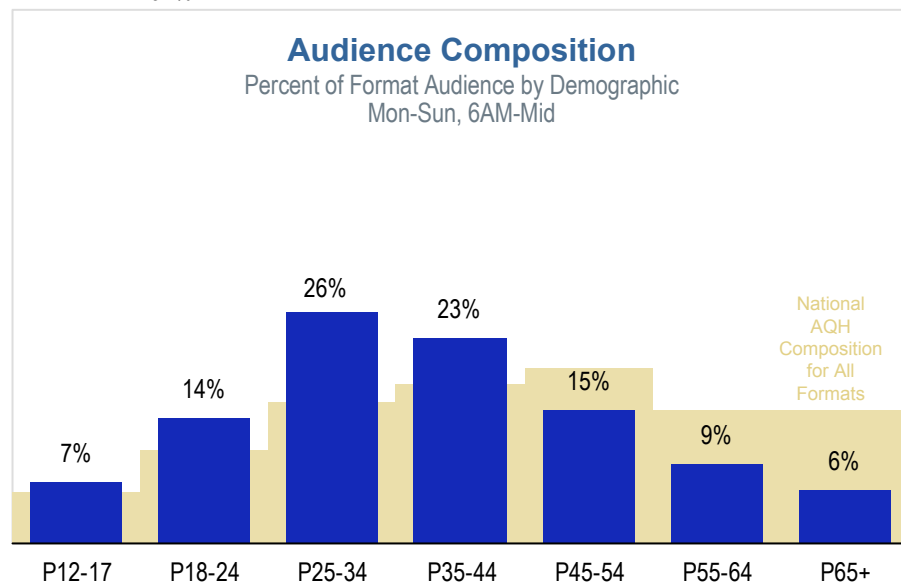
AQH Share of Listening by Daypart

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



Audience Composition

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



More than 10 million consumers tuned into Spanish Contemporary each week on 165 stations, accounting for 1.2% of all listening, including 2.4% in PPM Metros and 0.6% in Diary markets in Fall '09. Not surprisingly, 94% of the audience was Hispanic, second only to Mexican Regional in its high ethnic orientation.

Appealing nearly equally to men and women, Spanish Contemporary leaned younger than most other formats, with 70% of its listenership under 45 years old. Nearly half of the audience was between 25-44, and its 26% concentration in the 25-34 age group—fourth-highest of all programming in this study—was far above the 16% represented in that demographic nationally. However, the format's growth was in the 35-64 age cell, up from about 39% to 47% since Spring '05. Although Spanish Contemporary ranked seventh-highest in its at-home proportion of tune-in, that percentage dropped faster than any other format—down from 48% to 40% since Spring '06. Spanish Contemporary out-delivered its average share in evenings and during weekends.

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 2009.

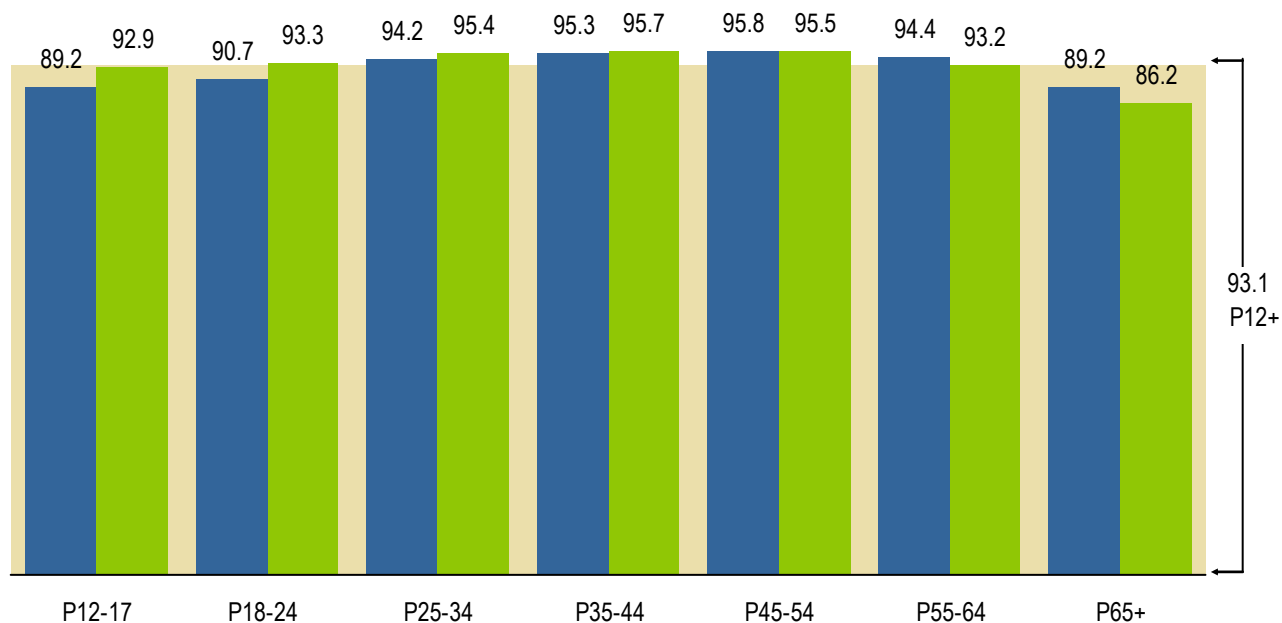
National Radio Listening Trends

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, listening location or time of day.

Radio Reaches All Ages

Weekly Cume Rating

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



■ Men
■ Women

How to Read:

These figures represent weekly Cume ratings. For example, slightly more than 93% of women 18-24 in the U.S. tuned into network radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The blue-green background represents the average of all Americans at least 12 years old, who listened to network radio at least once during the week (93.1%). You can then see how network radio reached various demographic groups compared to the national average.

These figures illustrate radio's ongoing ability to attract listeners in every demographic group. Radio's perennial benchmark—its Cume rating, or proportion of the U.S. population reached each week—has been consistent and strong.

To compile the data in this and subsequent pages in this section, Arbitron for the first time used RADAR data—network radio audience estimates. Therefore, trending data from prior years would not provide an apples-to-apples comparison.

Despite the availability of numerous media alternatives, radio's weekly reach still exceeded 93% of all Persons 12+. With consistently high figures across the board, radio's highest weekly penetration of any age group (nearly 96%) was among men 45-54.

Contrary to a common perception that teens don't listen to the radio anymore, teen listening to radio each week approached nearly 93% among girls and nearly 90% among boys. A higher percentage of teen girls listened than did women 65+ and, by percentage, teen boys tuned in just as much as did men 65+. All other age groups for either gender reached even higher proportions.

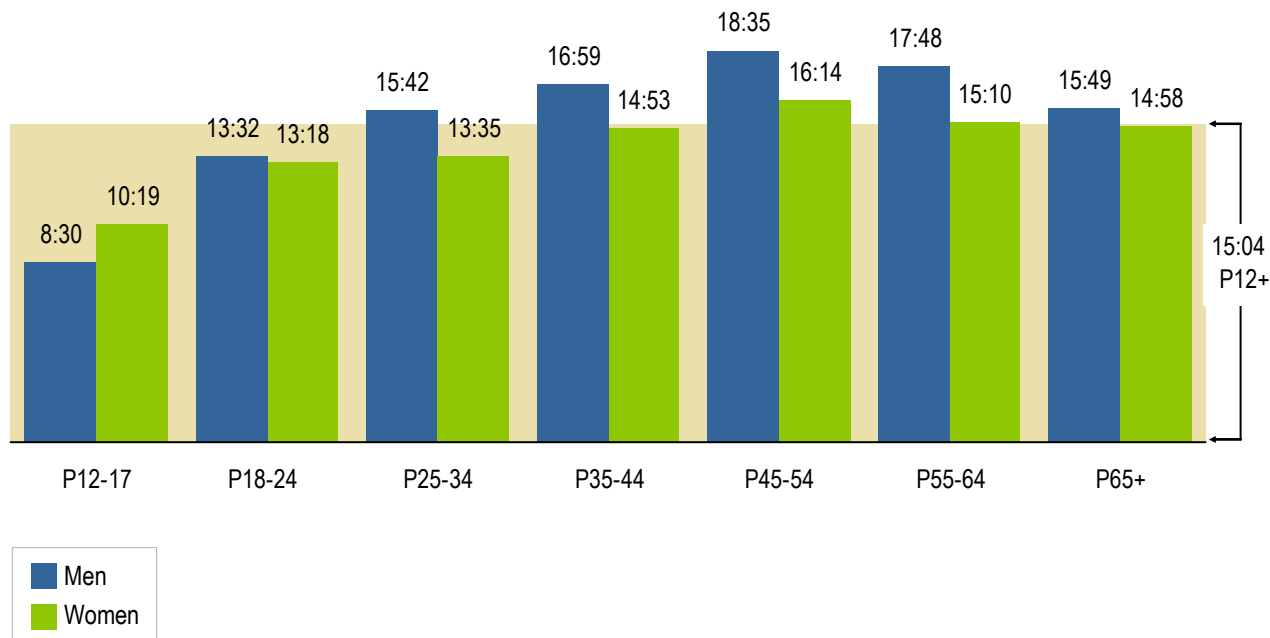
continued ►

Source: RADAR 105, June 2010; Radio Usage

Radio Reaches All Ages

Time Spent Listening

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



By a slight margin, except among teens, men spent more time with radio each week than did women, a pattern that's been consistent for years.

As measured by RADAR, which tracks exposure to network radio, America's consumers between the ages of 45 and 64 listened more per week to radio than did anyone else. This is consistent with prior years being measured via PPM and Diary methodologies.

Men 45-64 devoted the most time to radio (well above two hours per day), followed by men 35-44. Among women, those between 45-54 spent the most time with radio, followed by women 55-64, 65+ and 35-44. Even teens spent more than an hour per day tuning into their favorite programming.

Source: RADAR 105, June 2010; Radio Usage

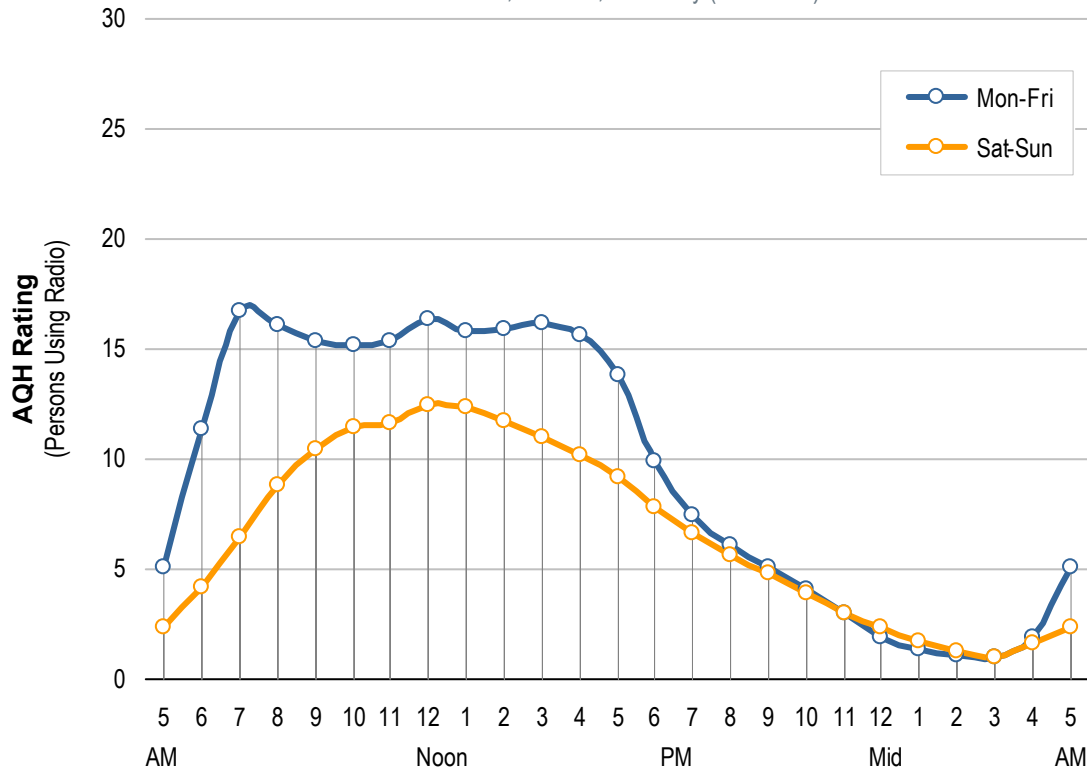
Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Listeners 12+

Percent of Persons Using Radio

Mon-Fri, Sat-Sun, Total Day (5AM-5AM)



This chart illustrates a longstanding pattern in which weekday radio listening peaked during the 7AM hour. However, listening remained strong throughout the morning and rose during the lunch hour. Radio listening patterns reached a second peak between 2PM and 4PM (especially between 3PM-4PM) as the afternoon commute commenced, before declining as people returned home from work and shifted to evening activities. However, even as late as the 9PM hour, more than 5% of all Persons 12+ were listening to the radio.

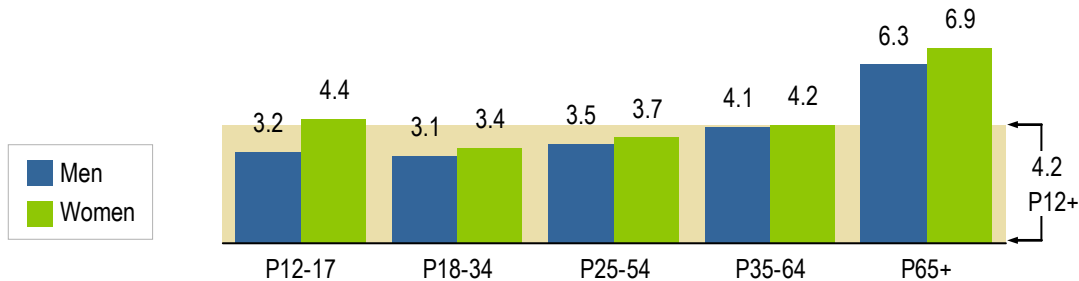
By contrast, weekend listening peaked during the Noon-2PM hours, and without morning/afternoon commute schedules, reflected much more gradual listening shifts throughout the day. For example, listening during the weekday was nearly twice as high during the 8AM hour as on weekends. However, after 7PM, radio's weekday and weekend ratings were similar, and there was as much or more radio listening on weekends than during weekdays between 11PM and 4AM.

Source: RADAR 105, June 2010; Radio Usage

Where Men and Women Listen

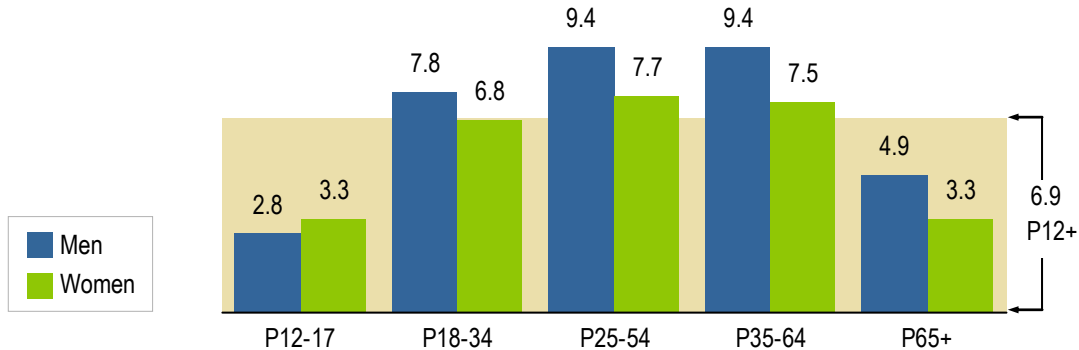
At-Home Listening for Men and Women

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



Away-From-Home Listening for Men and Women

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



As you can see on these charts, a clear majority of radio listening occurs outside the home, with men somewhat more likely to listen away from home than women. However, the proportions did shift significantly according to specific demographic segments.

For example, almost three-quarters of all radio listening by men 25-54 took place away from home (9.4 rating away from home vs. 3.5 at home); that figure was close to 68% for women 25-54. Similarly, for men 18-34, out-of-home captured about 72%, whereas the comparable percentage for women 18-34 was about 67%.

The highest percentage of radio listening at home was among women 65+ at nearly 68%, followed by men 65+ at 56%. Teens also devoted the majority of their tune-in to the home, with teen girls spending 57% of their time with radio in the home, while teen boys came in at 53%.

Source: RADAR 105, June 2010; Radio Usage

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	46	68	50	67	89
	W	67	54	75	59	76	93
P18-24	M	62	71	74	57	71	91
	W	67	76	79	63	77	93
P25-34	M	74	74	81	56	74	94
	W	76	76	82	55	77	95
P35-44	M	79	76	83	56	77	95
	W	79	77	83	53	78	96
P45-54	M	80	78	84	55	79	96
	W	79	77	83	52	78	96
P55-64	M	77	79	80	49	78	94
	W	73	76	77	45	76	93
P65+	M	68	78	68	39	72	89
	W	63	74	62	35	69	86

As this chart shows, according to RADAR networking ratings, radio continued in Fall 2009 to play a part of nearly everyone's lives each week. Radio's reach was highest with men 45-54 and 35-44, respectively, slightly above that of women in the same age groups.

A higher proportion of teen girls and women 18-44 listened to radio each week than did men in the same demographic brackets, whether overall or on weekends. However, a higher ratio of men 45-54, 55-64 and 65+ tuned into radio sometime during the week or during weekends than did women in those age groups.

Teen girls and women 18-44 also out-Cumed men in those age groups during middays.

Overall, more than half of all consumers in every age group enjoyed radio in every daypart at some point during each week, except for teen boys during weekday middays, and men and women 55+ during weekday evenings.

Source: RADAR 105, June 2010; Radio Usage

Listening Location

Distribution of AQH Listening by Location and Daypart

P12+ Listeners

	Home	Away From Home
Mon-Fri, 5AM-10AM	42%	58%
Mon-Fri, 10AM-3PM	29%	71%
Mon-Fri, 3PM-7PM	30%	70%
Mon-Fri, 7PM-Mid	52%	49%
Mon-Fri, Mid-5AM	66%	34%
Weekend, 5AM-10AM	61%	39%
Weekend, 10AM-3PM	46%	55%
Weekend, 3PM-7PM	42%	58%
Weekend, 7pm-Mid	52%	49%
Weekend, Mid-5AM	63%	37%

Source: RADAR 105, June 2010; Radio Usage

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

Persons 12-17

Pop CHR	22.2%
Rhythmic CHR	11.5%
Country	11.3%
Urban Contemporary	7.7%
Adult Contemporary	5.8%
Hot AC	5.8%
Contemporary Christian	3.9%
Classic Rock	3.3%
Urban AC	3.2%
Alternative	3.1%
Active Rock	2.8%
Mexican Regional	2.6%
News/Talk/Information	2.4%
Classic Hits	2.3%
Adult Hits	1.4%
All Sports	1.0%

Persons 18-24

Pop CHR	14.8%
Country	14.5%
Rhythmic CHR	9.6%
Urban Contemporary	6.9%
Adult Contemporary	6.2%
Active Rock	5.1%
Hot AC	4.9%
Classic Rock	4.8%
Alternative	4.3%
Mexican Regional	3.9%
Classic Hits	3.1%
Urban Adult Contemporary	3.0%
News/Talk/Information	2.8%
Contemporary Christian	2.2%
Adult Hits	1.8%
All Sports	1.4%

Persons 25-34

Country	12.4%
Pop CHR	9.9%
Adult Contemporary	7.5%
News/Talk/Information	6.1%
Rhythmic CHR	5.7%
Mexican Regional	5.5%
Hot AC	5.4%
Classic Rock	5.1%
Urban Contemporary	4.8%
Active Rock	4.4%
Alternative	4.0%
All Sports	3.7%
Urban Adult Contemporary	3.4%
Classic Hits	3.0%
Contemporary Christian	3.0%
Adult Hits	2.4%

continued ►

Note: Top 16 formats listed.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Leading Radio Formats Ranked by Demographic

AQH Share by Demographic

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

Persons 35-44

Country	12.3%
Adult Contemporary	9.8%
New/Talk/Information	9.3%
Pop CHR	6.7%
Classic Rock	6.2%
Hot AC	5.3%
Urban AC	4.7%
All Sports	4.1%
Classic Hits	3.9%
Mexican Regional	3.5%
Contemporary Christian	3.4%
Rhythmic CHR	3.3%
Adult Hits	3.1%
Urban Contemporary	3.1%
Active Rock	3.0%
Alternative	2.5%

Persons 45-54

Country	13.4%
News/Talk/Information	12.5%
Adult Contemporary	11.4%
Classic Rock	7.9%
Classic Hits	7.0%
Urban AC	5.0%
Hot AC	4.0%
All Sports	3.6%
Pop CHR	3.5%
Contemporary Christian	3.2%
Adult Hits	2.8%
Urban Contemporary	1.9%
Mexican Regional	1.7%
Active Rock	1.6%
Rhythmic CHR	1.5%
Alternative	1.2%

Persons 55-64

News/Talk/Information	19.3%
Country	14.3%
Adult Contemporary	11.4%
Classic Hits	7.8%
Urban AC	4.7%
Classic Rock	4.5%
All Sports	3.4%
Hot AC	2.3%
Contemporary Christian	2.1%
Adult Hits	1.9%
Pop CHR	1.7%
Mexican Regional	1.2%
Urban Contemporary	1.2%
Rhythmic CHR	0.8%
Active Rock	0.6%
Alternative	0.5%

Persons 65+

News/Talk/Information	29.6%
Country	14.9%
Adult Contemporary	10.0%
Classic Hits	4.0%
All Sports	2.6%

Note: Top 16 formats listed.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2009.

Formats Ranked by Weekly Cume, Format Preferences by Gender

Formats Ranked by Weekly Cume

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

	Cume
Adult Contemporary	72,486,400
Country	64,067,500
News/Talk/Information	59,341,300
Pop Contemporary Hit Radio	59,049,300
Classic Hits	40,012,000
Hot Adult Contemporary	38,880,800
Classic Rock	38,597,700
Rhythmic Contemporary Hit Radio	34,698,900
All Sports	24,935,700
Adult Hits	23,659,500
Alternative	21,402,200
Urban Contemporary	19,938,100
Urban Adult Contemporary	19,033,800
Active Rock	18,073,900
Contemporary Christian	16,609,300
All News	14,795,200
Mexican Regional	13,477,600
Album Oriented Rock	13,168,200
Adult Album Alternative	12,600,300
Oldies	11,694,100
Spanish Contemporary	10,386,000
Religious	8,596,500

Gender Composition by Format

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

	Women	Men
Adult Contemporary	63%	37%
Contemporary Christian	63%	37%
Pop Contemporary Hit Radio	61%	39%
Religious	61%	39%
Hot Adult Contemporary	60%	40%
Urban Adult Contemporary	56%	44%
Urban Contemporary	54%	46%
Country	53%	47%
Rhythmic Contemporary Hit Radio	52%	48%
Oldies	50%	50%
Spanish Contemporary	49%	52%
Classic Hits	47%	53%
Adult Hits	46%	54%
All News	45%	55%
Adult Album Alternative	43%	57%
News/Talk/Information	42%	58%
Mexican Regional	40%	60%
Alternative	37%	63%
Classic Rock	30%	70%
Active Rock	27%	73%
Album Oriented Rock	26%	74%
All Sports	16%	84%

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 2009.

Format Leaders by Location

At Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

Religious	51.5%
News/Talk/Information	49.9%
All News	48.4%
Urban Contemporary	44.6%
Urban Adult Contemporary	42.8%
Mexican Regional	41.4%
Spanish Contemporary	39.5%
Rhythmic Contemporary Hit Radio	38.9%
Oldies	36.1%
Contemporary Christian	35.6%
Adult Album Alternative	34.2%
Country	34.0%
Pop Contemporary Hit Radio	33.8%
All Sports	31.2%
Classic Hits	30.2%
Alternative	28.5%
Hot Adult Contemporary	27.6%
Classic Rock	26.4%
Active Rock	25.6%
Album Oriented Rock (AOR)	25.2%
Adult Contemporary	24.1%
Adult Hits	24.1%

Away From Home

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2009

Adult Contemporary	75.9%
Adult Hits	75.9%
Album Oriented Rock (AOR)	74.8%
Active Rock	74.4%
Classic Rock	73.6%
Hot Adult Contemporary	72.4%
Alternative	71.5%
Classic Hits	69.8%
All Sports	68.8%
Pop Contemporary Hit Radio	66.2%
Country	66.0%
Adult Album Alternative	65.8%
Contemporary Christian	64.4%
Oldies	63.9%
Rhythmic Contemporary Hit Radio	61.1%
Spanish Contemporary	60.5%
Mexican Regional	58.6%
Urban Adult Contemporary	57.2%
Urban Contemporary	55.4%
All News	51.6%
News/Talk/Information	50.1%
Religious	48.5%

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 2009.

Leading Radio Formats Ranked by Audience Share by Daypart

Audience Share by Daypart

AQH Persons 12+, Fall 2009

Mon-Fri 6AM-10AM

News/Talk/Information	14.9%
Country	13.9%
Adult Contemporary	8.6%
Pop CHR	6.4%
Classic Rock	5.4%
Classic Hits	4.4%
Urban Adult Contemporary	3.9%
Hot Adult Contemporary	3.8%
All Sports	3.2%
Rhythmic CHR	2.9%

Mon-Fri 10AM-3PM

News/Talk/Information	14.8%
Country	13.7%
Adult Contemporary	10.7%
Classic Hits	5.4%
Classic Rock	5.2%
Pop CHR	5.1%
Hot Adult Contemporary	4.0%
Urban Adult Contemporary	3.3%
All Sports	3.1%
Rhythmic CHR	2.8%

Mon-Fri 3PM-7PM

Country	13.1%
News/Talk/Information	12.4%
Adult Contemporary	9.4%
Pop CHR	7.3%
Classic Rock	5.0%
Classic Hits	4.8%
Hot Adult Contemporary	4.2%
Rhythmic CHR	4.0%
Urban Adult Contemporary	3.9%
All Sports	3.5%

Mon-Fri 7PM-Midnight

Country	11.5%
News/Talk/Information	10.5%
Pop CHR	9.2%
Adult Contemporary	8.3%
Rhythmic CHR	5.9%
Urban Contemporary	5.4%
Urban Adult Contemporary	5.1%
Classic Rock	4.4%
Classic Hits	4.1%
Hot Adult Contemporary	3.8%

Thanks to both their popularity and sheer number of stations, News/Talk/Information and Country were dominant in their appeal during the workweek, regardless of daypart. While N/T/I had a slight lead in the first part of the day as consumers learned what was happening in the world and tuned in one or more prominent talk personalities, the two formats shared similar ratings in afternoons and evenings for the largest listening audience.

For the most part, the 10 leading formats that started each weekday morning were still the 10 top programming presentations at the end of the evening. However, moving through the course of the day, rankings did shift, particularly in favor of Adult Contemporary and Classic Hits—two workplace-friendly formats.

However, the largest changes occurred as teens returned home from school, which was reflected in the higher ratings of younger-leaning formats such as Pop CHR, Rhythmic CHR and Urban Contemporary—the latter replacing Mexican Regional among the top 10 in afternoons and evenings.

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 2009.

Leading Radio Formats Ranked by Ethnic Composition

Leading Radio Formats Ranked by Ethnic Composition

AQH Persons 12+, Fall 2009

Black

Urban Adult Contemporary	91.2%
Urban Contemporary	78.9%
Rhythmic CHR	32.3%
Religious	22.7%
All News	13.2%
All Sports	12.4%
Pop CHR	9.1%
Adult Contemporary	7.8%
Contemporary Christian	6.9%
Oldies	6.0%
News/Talk/Information	5.3%
Classic Hits	4.2%
Adult Hits	3.7%
Hot Adult Contemporary	3.6%
Alternative	3.4%
Adult Album Alternative	2.4%
Classic Rock	2.3%
Album Oriented Rock	2.2%
Active Rock	2.1%
Country	2.0%
Spanish Contemporary	1.6%
Mexican Regional	0.5%

Hispanic

Mexican Regional	95.6%
Spanish Contemporary	94.0%
Rhythmic CHR	32.0%
Pop CHR	20.3%
Hot Adult Contemporary	17.7%
Classic Hits	15.5%
Alternative	14.6%
Contemporary Christian	13.7%
Adult Contemporary	13.3%
Adult Hits	13.3%
Religious	12.9%
Oldies	10.8%
Active Rock	9.4%
Classic Rock	9.1%
Adult Album Alternative	7.9%
All Sports	7.6%
Album Oriented Rock	7.3%
All News	7.0%
Country	6.5%
Urban Contemporary	5.2%
News/Talk/Information	5.0%
Urban Adult Contemporary	2.3%

Other

Country	91.5%
Album Oriented Rock	90.5%
Adult Album Alternative	89.7%
News/Talk/Information	89.7%
Classic Rock	88.7%
Active Rock	88.4%
Oldies	83.2%
Adult Hits	83.1%
Alternative	82.0%
Classic Hits	80.3%
All Sports	79.9%
All News	79.8%
Contemporary Christian	79.4%
Adult Contemporary	78.9%
Hot Adult Contemporary	78.8%
Pop CHR	70.6%
Religious	64.4%
Rhythmic CHR	35.7%
Urban Contemporary	15.9%
Urban Adult Contemporary	6.6%
Spanish Contemporary	4.4%
Mexican Regional	4.0%

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 2009.

Sources

Radio Today 2010 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States. Data for the charts and graphs in this edition come from these sources:

- Arbitron's TAPSCAN™ Web National Regional Database, Fall 2009, which includes quantitative radio audience information from every market surveyed by Arbitron in the United States.
- National listening data come from RADAR 105, June 2010.
- Scarborough USA+, Release 2, 2009, features information gathered from more than 210,000 adults aged 18 and over nationally. Scarborough Research examines a variety of characteristics, including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage, as well as media behavior.

About the Scarborough Qualitative Data

Home Improvement—List represents projects done during the past 12 months. Projects are listed in descending order based on number of total adults in U. S. reporting participation in project.

Home Furnishings—Items could have been bought by the listener or any member of the listener's household during the past 12 months. Items are listed in descending order based on number of total adults in U.S. reporting purchase of item.

Plans to Purchase New/Used Vehicle—Purchase could be planned by the listener or any member of the listener's household during the past 12 months. "Vehicle" means cars, station wagons, pickup trucks, mini-vans and sport utility vehicles, but not motorcycles.

Automotive Repairs—Data for "do-it-yourself repairs" contain all listeners who did any or all repairs on household vehicles themselves (regardless of whether they used a shop for some repairs). The data are based on total adults having household vehicles that required repairs or services during the past 12 months. DIY repairs are described as auto repairs or services done by the listener, or someone else, for free. Types of repairs are listed in descending order based on the number of total adults in base definition who have done each repair.

Sources

Leisure Lifestyle Profile—Data shown are listed in descending order based on the number of total adults in U.S. reporting participation.

Data have been assembled from a number of measurement categories included in the Scarborough survey:

- Activities done past 12 months (e.g., swimming, sewing, volunteer work)
- Any car rental for personal/vacation use past 12 months
- Any casinos visited past 12 months/specific casino activities past 12 months
- Domestic cities visited past 12 months
- Events attended/places visited past 12 months (e.g., live theater, Six Flags, zoo)
- Any hotel/motel for personal/vacation use past 12 months
- Domestic air trips taken for personal/vacation past 12 months
- Types of alcoholic beverages consumed
- Belong to health/exercise club
- Items or services that listener or others in listener's household plan to buy during the next 12 months (e.g., digital camera, iPod or other MP3 player, HDTV)
- Current level of interest in specific sports ("Fans" are described as those who are very/somewhat interested in a sport)
- Number of specific sports games attended during the past 12 months
- Pets owned by listener's household
- Apparel items bought past 12 months
- Gift card bought past 12 months
- Florists used past 12 months
- Shopped for fine jewelry past 12 months
- Mall shopping past 7 days
- Music/video stores shopped past 12 months
- Pet supplies used past 12 months
- Sporting goods stores shopped past 3 months
- Sports apparel with team logos bought past 12 months
- Household connected to satellite
- Household connected to cable
- Cruise taken past 3 years
- Traveled outside U.S. past 3 years
- Foreign destinations visited past 3 years
- Specific types of sports events attended past 12 months

Cell Phone Usage—Index data shown are listed in descending order based on the number of total adult cell phone owners in the U.S. reporting using function.

Online Activity—Index data shown are listed in descending order based on the number of total adult online users in U.S. reporting each activity.

Averages for time spent online have been calculated in minutes and converted back to hours.



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