



Black Radio Today

Black Radio Today

How America Listens to Radio

2005 Edition

Introduction

Black Radio Today offers you a glimpse into the world of radio and its black listeners.

Currently there are more than 13,800 radio stations broadcasting around the country, of which more than 1,100 are black-formatted stations. *Black Radio Today* illustrates that radio is a medium of steady popularity among the nation's more than 22 million black Americans, ages 18+. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching black people and those who love black radio anytime or anyplace. As part of Arbitron's commitment to radio stations, agencies and advertisers, this study offers insights and information on the listening patterns of a population segment integral to the growth of the radio medium. Arbitron invites you to explore this fascinating snapshot of how black Americans spend time with radio!

Source: Arbitron's Radio Station Information Database

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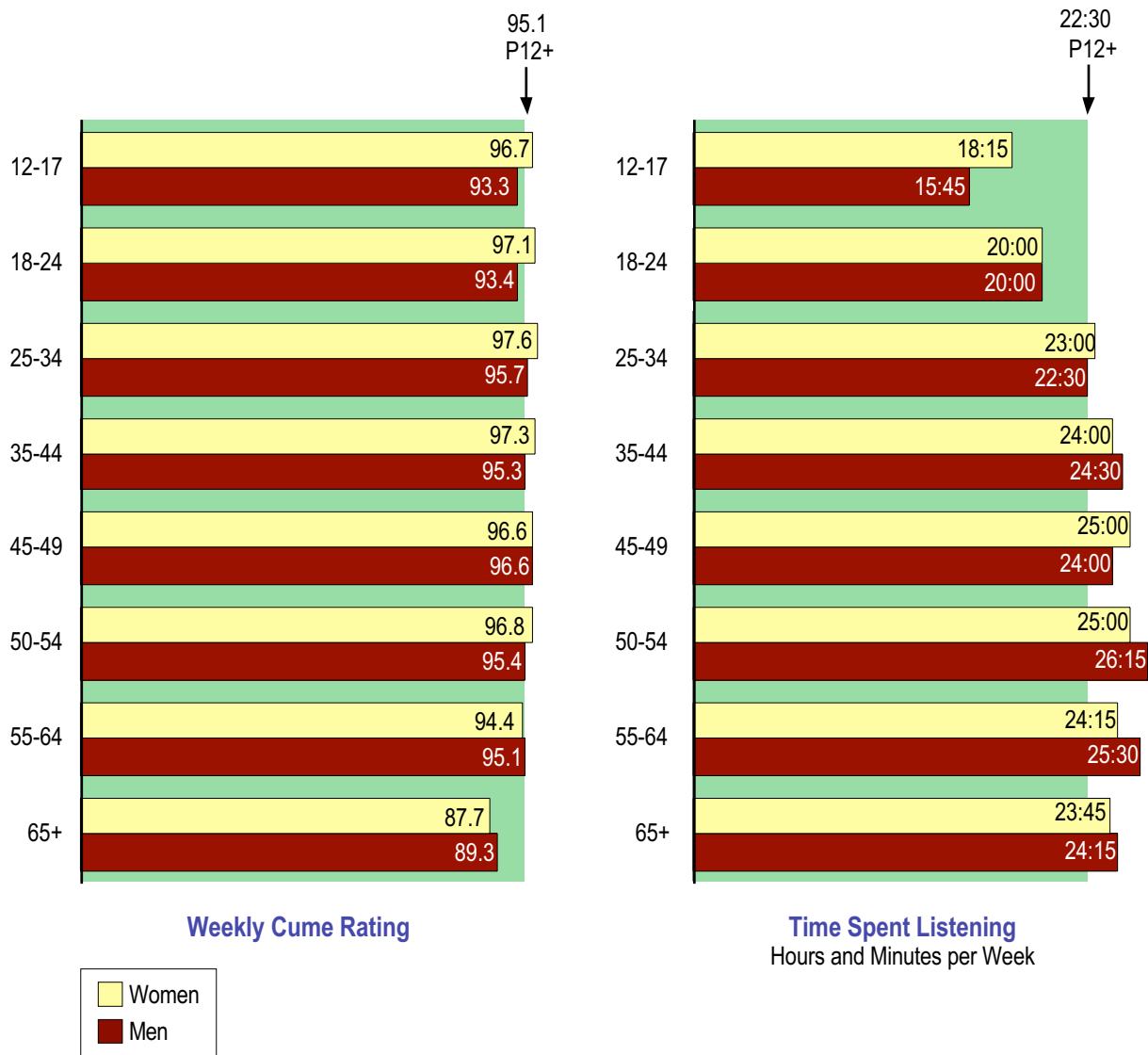
Radio Reaches All Ages

Battle of the Sexes

The number of black people listening to radio weekly is fairly consistent across genders for people 18-64, with black Women 18+ tuning in just slightly more than black Men 18+. Interestingly, older black people 65+ of both sexes are the least likely to tune in to radio each week.

Among black men, share of radio listening (96.6 percent) peaks among 45- to 49-year-olds. Black Men 50-54, however, spend more time listening (26:15) than any other male group.

Share of radio listening (97.6 percent) peaks among black Women 25-34. Black Women 45-54, however, spend more time listening (25:00) than any other female group.

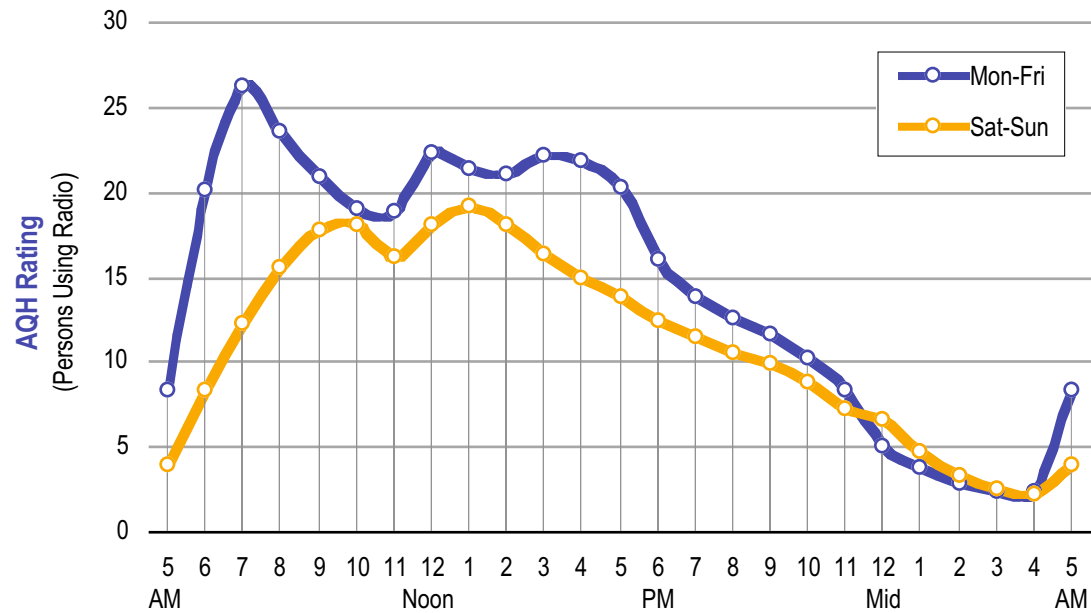


Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

Hour-by-Hour Listening

Timing Is Everything

Black radio listening starts picking up at 6AM weekdays and remains strong through 6PM. Black radio listening remains consistently higher than the general market from 7PM through 12Midnight. Like the general audience (see *Radio Today*), peak listening times on Saturday and Sunday center around the morning and the lunch hours, from 9AM to 3PM. Listening is lowest on both weeknights and weekend overnights from 12Midnight to 5AM.



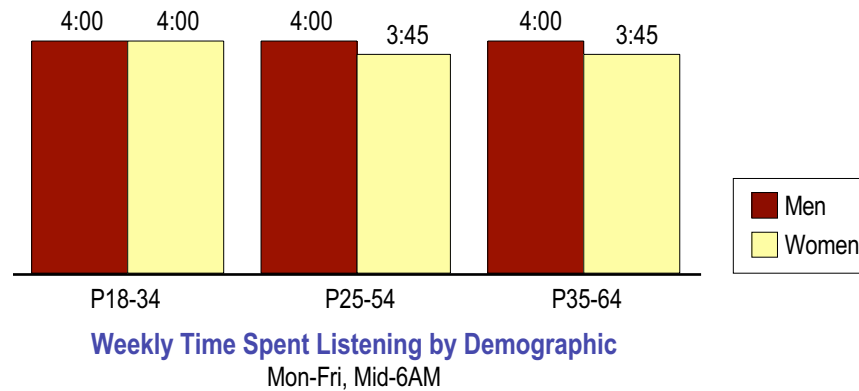
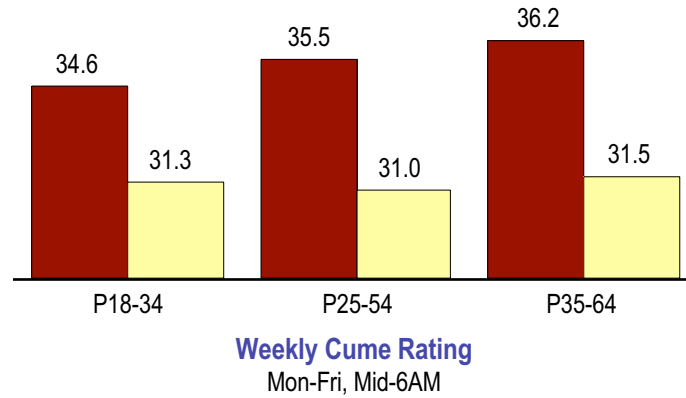
Hour-by-Hour Listening, AQH Rating

Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 5AM-5AM, Arbitron Black-Controlled Metro Survey Areas

Overnight Listening

Tuning In at Twilight

More than 33 percent of black adult listeners tune in to radio from 12Midnight to 6AM. Black Men 35-64 (36.2 percent) are the most likely to tune in at night. Overnight listening among black women distributes evenly among age groups, with about 31 percent tuning in after midnight. Black nighttime listeners of both genders spend about four hours weekly tuning in to their favorite overnight stations.

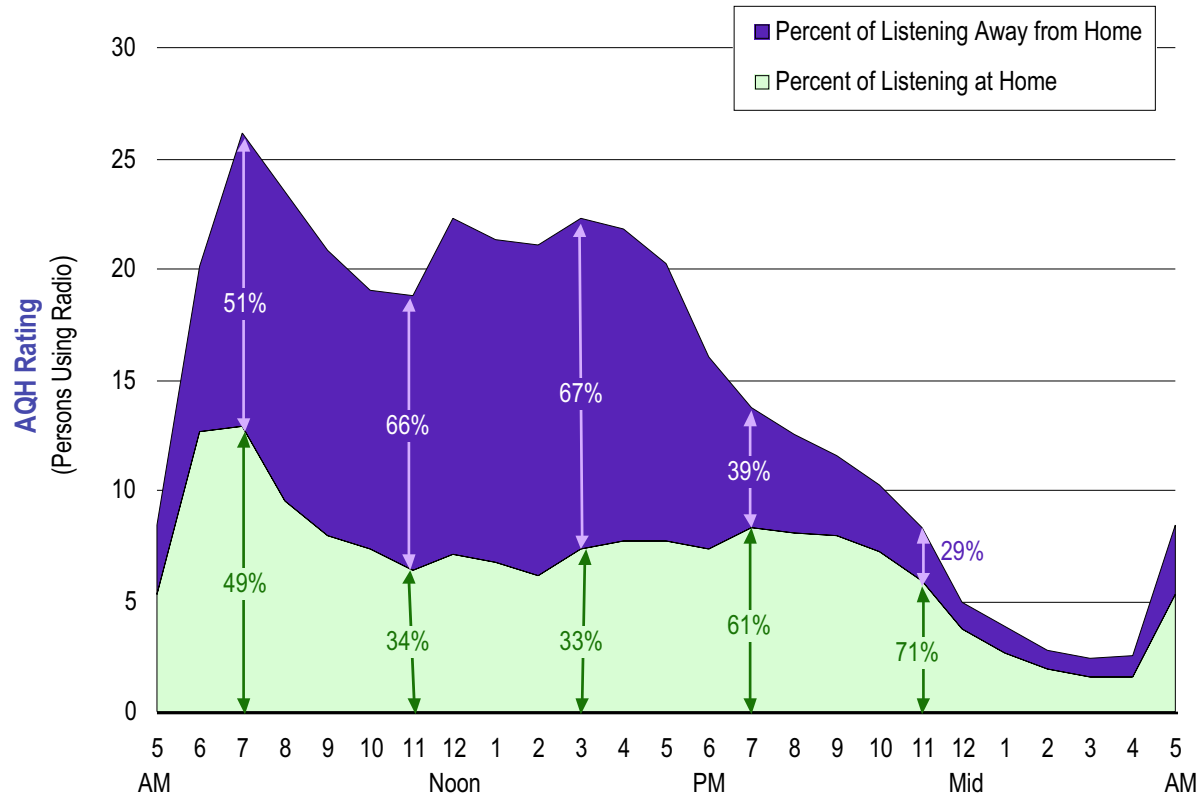


Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Fri, Mid-6AM, Arbitron Black-Controlled Metro Survey Areas

Where Black People Listen: Weekdays

Radio Is a Moving Medium

On weekdays before 8AM and after 7PM, the majority of black radio listeners tune in at home. Between those hours, a giant shift occurs, with more than 64 percent of the black audience on average listening to radio someplace away from their homes.



Weekday Listening, AQH Rating

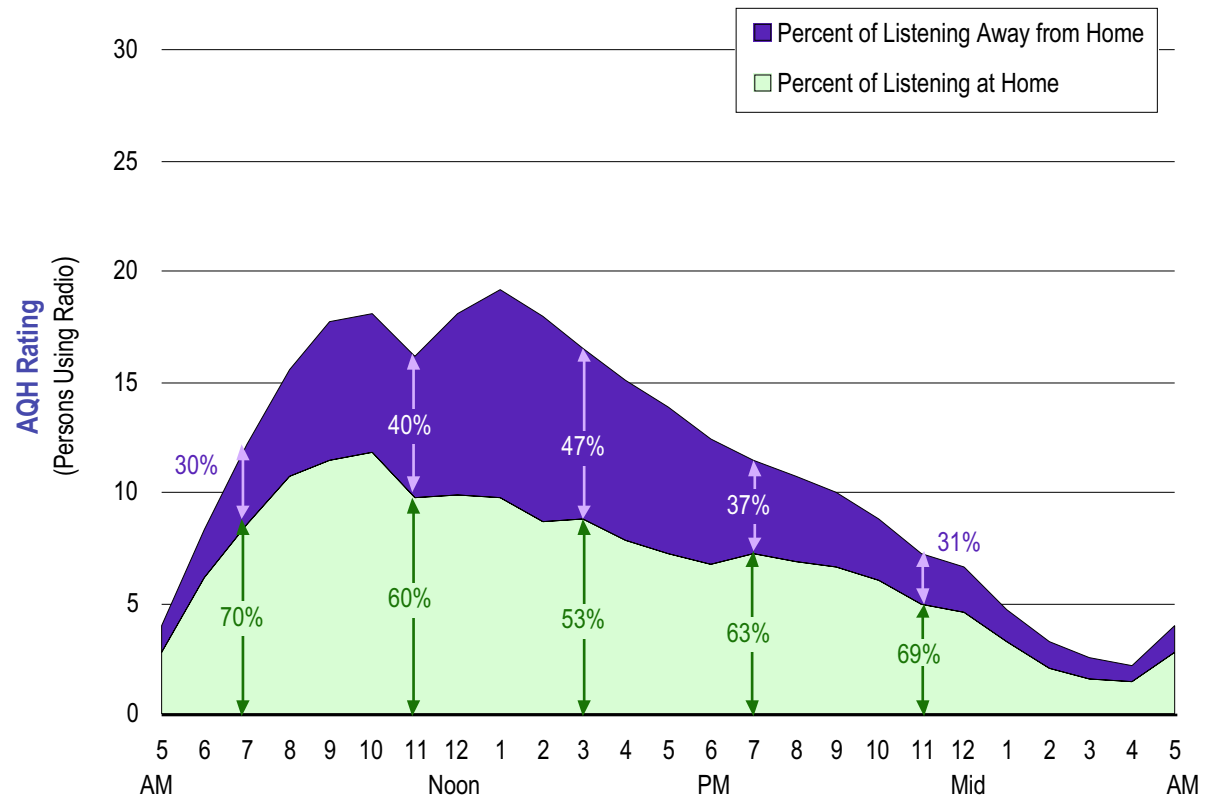
Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Fri, 5AM-5AM, Arbitron Black-Controlled Metro Survey Areas

Where Black People Listen: Weekends

Strong Weekend Listening at Home

Like the general population, black listeners are tuning in on weekends in the comfort of their homes. During all weekend hours, at least 50 percent of black listeners are tuning in at home. Away-from-home weekend listening is highest between the hours of 12Noon and 7PM, peaking at 52 percent at 2PM.



Weekend Listening, AQH Rating

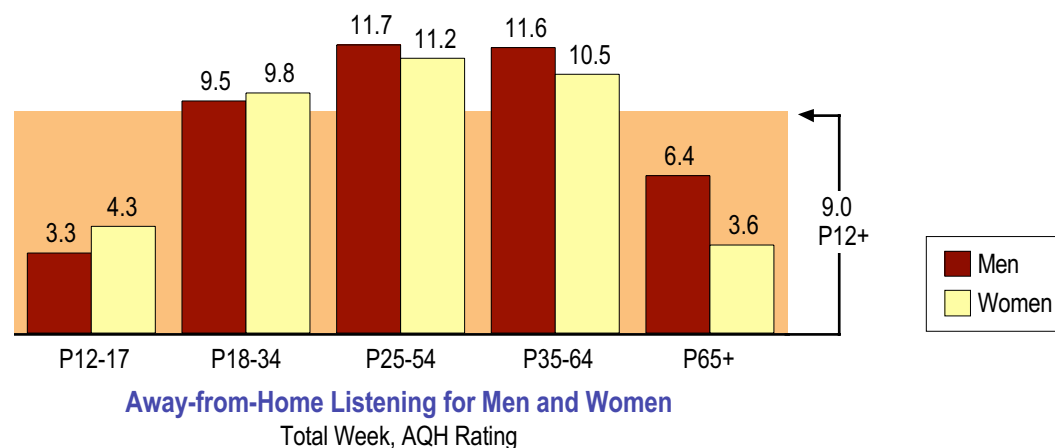
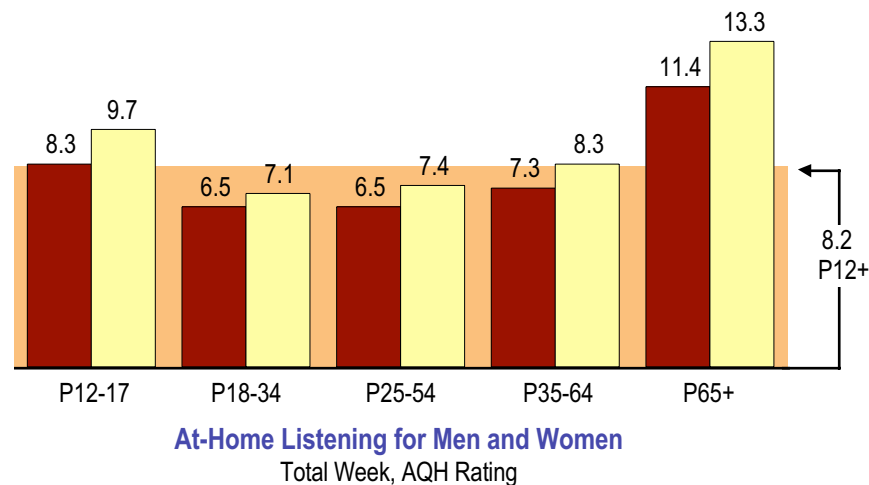
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2004, Sat-Sun, 5AM-5AM, Arbitron Black-Controlled Metro Survey Areas

Where Black Men and Women Listen

Listening Patterns Differ for Men and Women

Black female teenagers and older black people 65+ spend more time listening at home than other age groups. Black women overall spend more time listening at home than black men. Black Men 25-54 spend more time listening away from home than any other age group.



Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

Listening Location

At Home, at Work, or in the Car, Radio Goes Everywhere

One of the great strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home, in the car, at work, or at other away-from-home locations. And listening location can shift dramatically, depending on the time of day during the week (Monday through Sunday, 6AM to 12Midnight). Peak at-home listening times for black people are weeknights after 7PM (66 percent) and weekends (55 percent) and weekends (55 percent). In-car listening is highest during commuting times, and at-work listening is highest on weekdays between 10AM and 3PM (37 percent).

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	47.5%	29.3%	19.3%	3.8%
Mon-Fri 6AM-10AM	47.3%	32.4%	18.4%	1.9%
Mon-Fri 10AM-3PM	33.1%	25.9%	37.2%	3.9%
Mon-Fri 3PM-7PM	37.5%	38.4%	19.9%	4.1%
Mon-Fri 7PM-Mid	66.3%	20.6%	8.9%	4.2%
Weekend 10AM-7PM	54.6%	31.7%	8.3%	5.4%

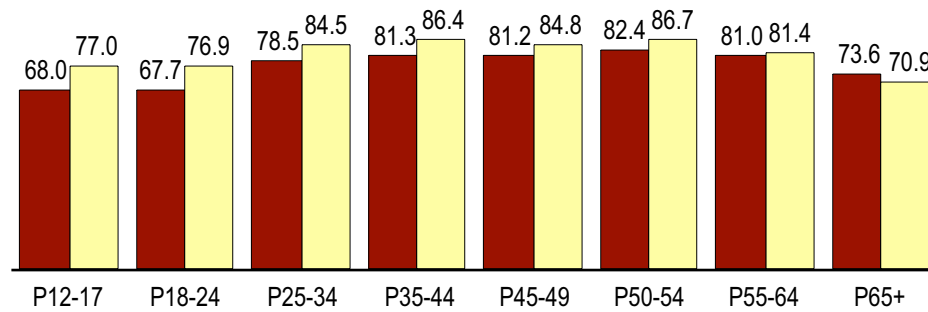
**Distribution of AQH Radio Listeners
by Listening Location**
Persons 12+

Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

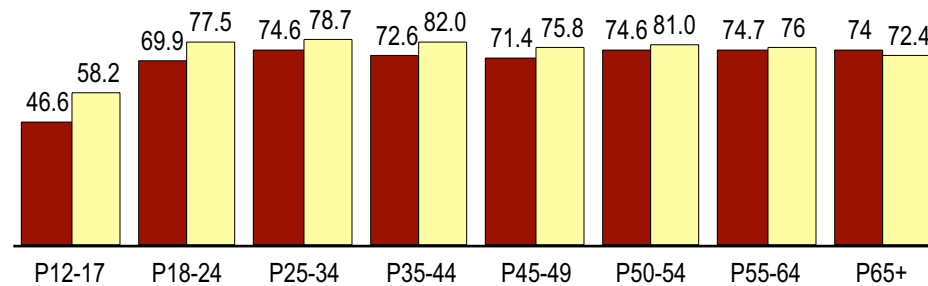
Listening by Daypart

Who's Listening When

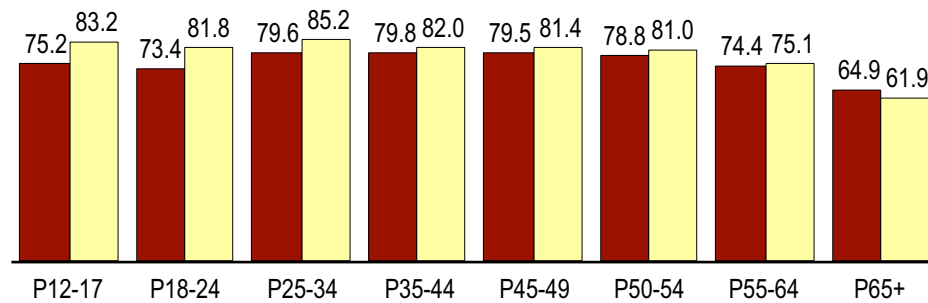
Black persons in different age groups listen to radio at different times. Peak listening times for most black men and women are weekday mornings from 6AM to 10AM, weekday late afternoons from 3PM to 7PM, and weekends. Black women are slightly more likely to tune in to the Monday-Friday midday time slot (10AM-3PM) than black men. Monday through Friday, the most dedicated nighttime listeners are black female teens and young black Women 18-24. Black Women 50-54 are the most likely to tune in on the weekends.



Mon-Fri, 6AM-10AM



Mon-Fri, 10AM-3PM



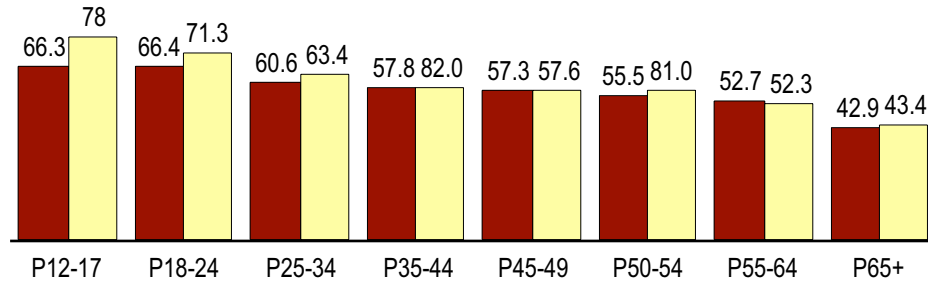
Mon-Fri, 3PM-7PM



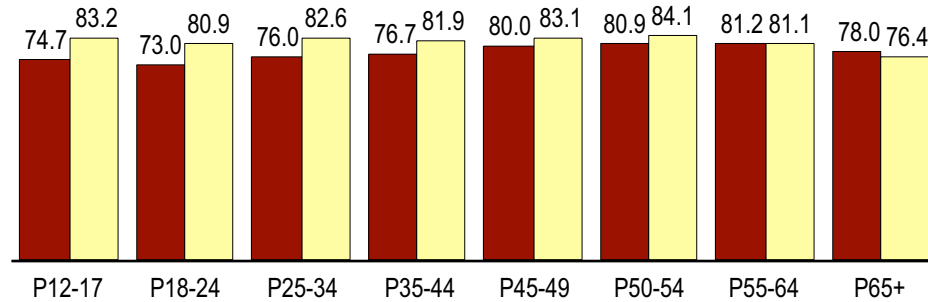
Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

Listening by Daypart

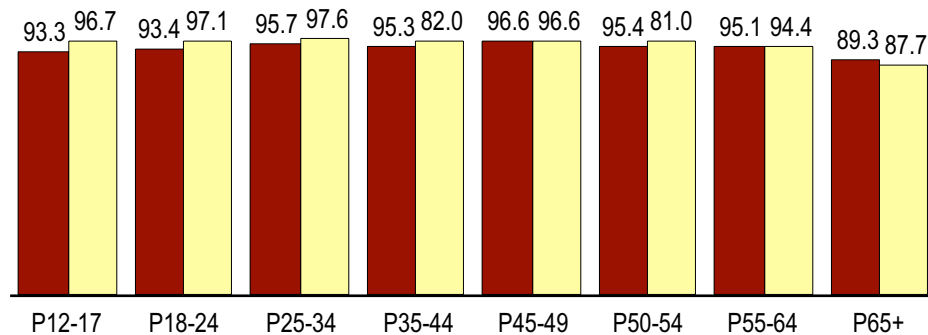
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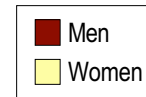
Mon-Fri, 7PM-Mid



Sat-Sun, 6AM-Mid



Mon-Sun, 6AM-Mid

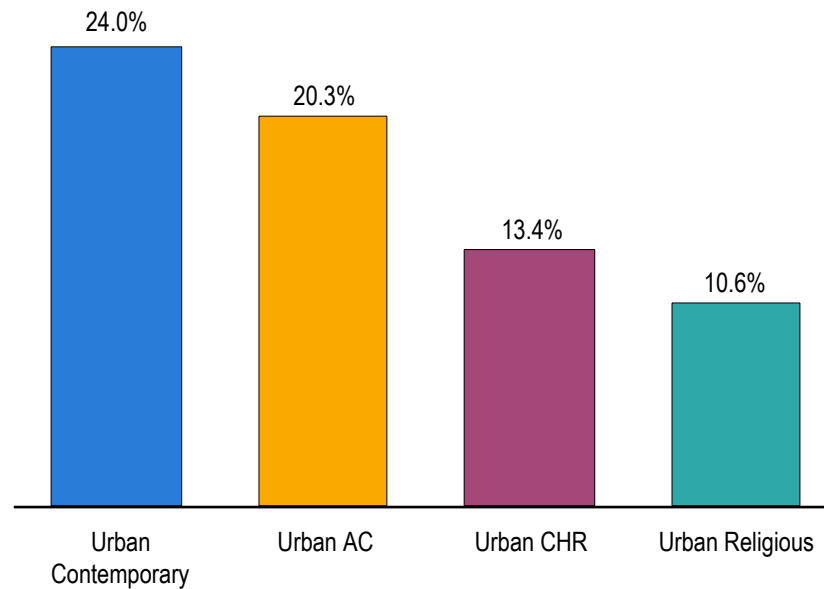


Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

Black Listeners' Favorite Formats

Black people enjoy Urban-formatted stations as well as those aimed at the general market. Urban formats capture more than 45% of the black listening pie. With a 24 percent AQH Share, Urban Contemporary is the favorite overall format of blacks in the U.S. Urban AC (20 percent) comes in a close second, followed by CHR (13 percent). Religious formats (11 percent) also demonstrate notable strength among black consumers.

The following section highlights these formats and 13 others, all of which are available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience of black consumers. It also demonstrates radio's effectiveness in targeting black listeners and reinforces the fact that there is a format out there for everyone!



Format Shares for Blacks
Persons 12+, AQH Share

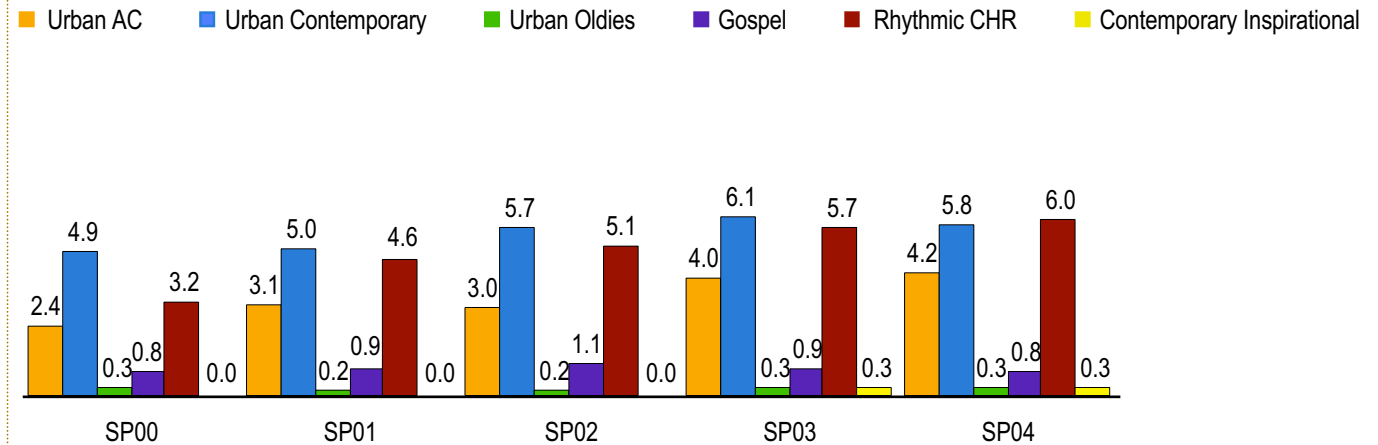
Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, Arbitron Black-Controlled Metro Survey Areas

Urban Format Growth Trends

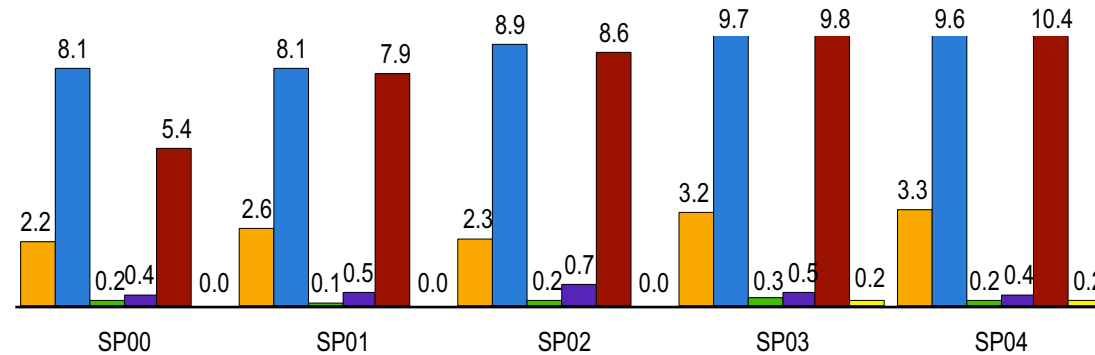
In many large metropolitan areas, urban formats are the top radio stations, not just among black listeners, but among everyone. Among Persons 12+, the audience shares of urban stations have increased dramatically from 11.6 in Spring 1999 to 17.4 in Spring 2004.

Listenership to almost every urban format has either grown or remained steady over the past few years. Rhythmic CHR has demonstrated the strongest growth trend among urban formats, recording solid AQH share increases across all age groups.

Source: American Radio Listening Trends, Continuous Measurement Markets (includes Hispanic and Other).



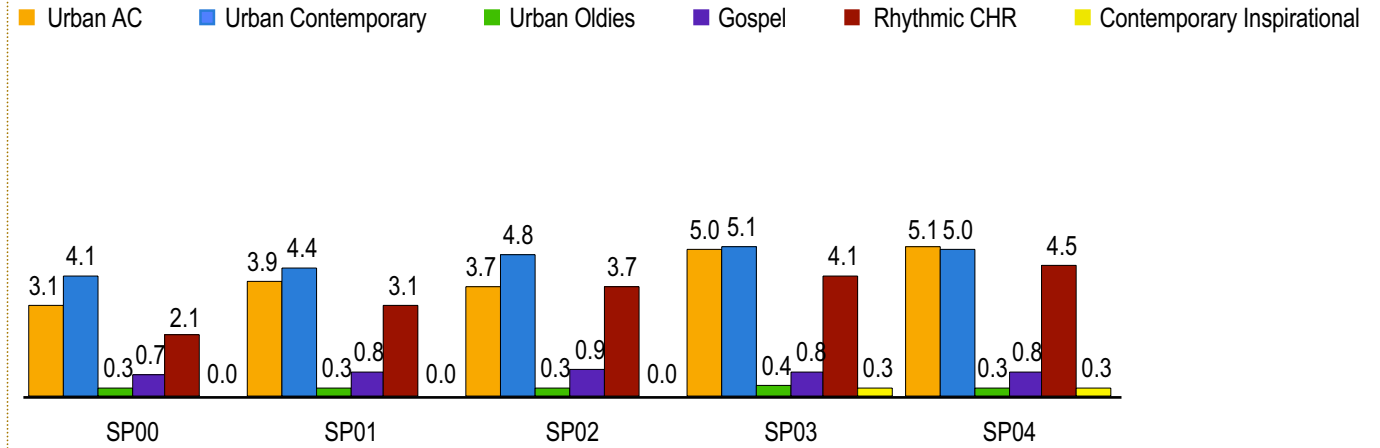
Urban Format Growth Trends
Persons 12+



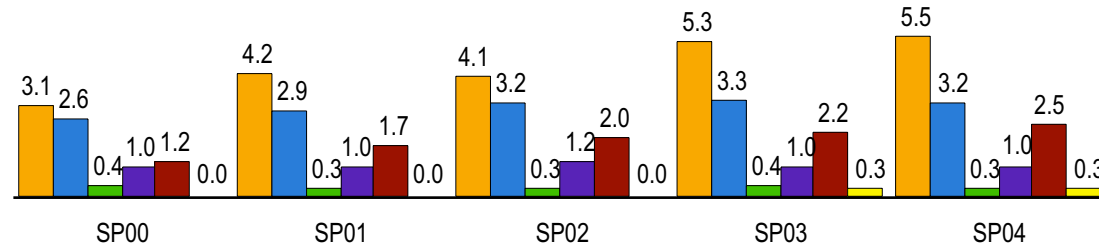
Urban Format Growth Trends
Persons 18-34

Urban Format Growth Trends

(continued from page 13)



Urban Format Growth Trends
Persons 25-54



Urban Format Growth Trends
Persons 35-64

Source: American Radio Listening Trends, Continuous Measurement Markets (includes Hispanic and Other).

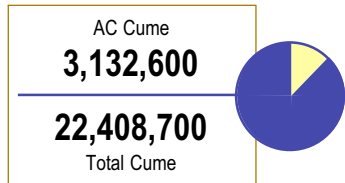
Adult Contemporary

Encompasses all variants of Adult Contemporary: Soft/Light, Hot AC, Mainstream AC, Full-Service AC and Adult Rock.

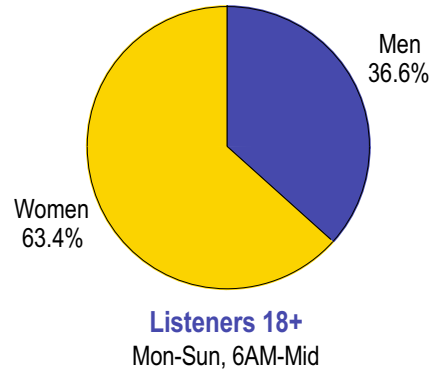
A Few Format Highlights

Nearly two-thirds (63 percent) of the black adult audience for Adult Contemporary stations are women. Men are 37 percent of the audience.

A clear majority of the black audience for Adult Contemporary (68 percent) are ages 25-54.

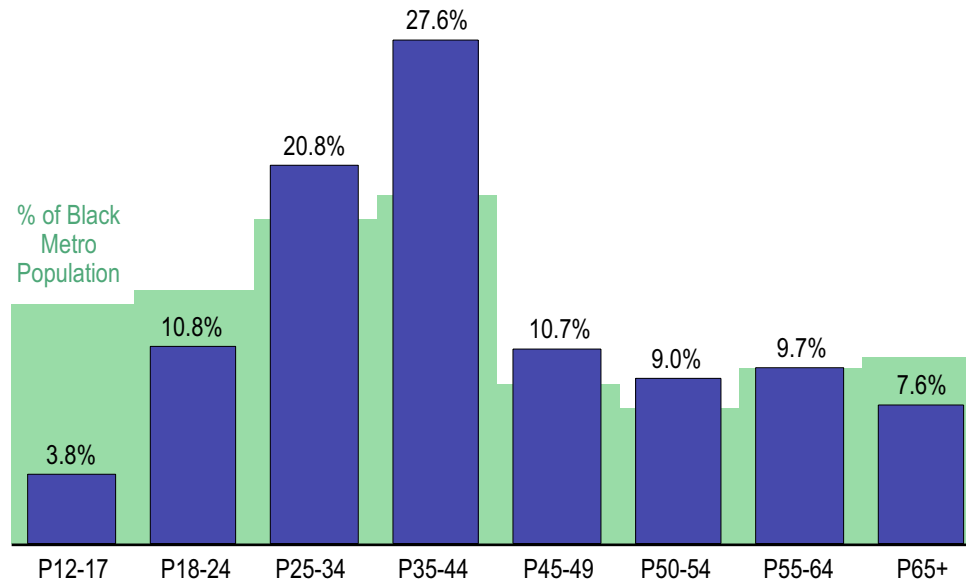


Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



AC	3.5%
Hot AC	0.8%
Soft AC	0.6%
Modern AC	0.1%
Total AC	5.1%

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



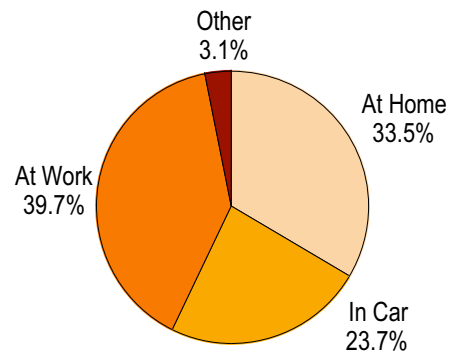
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Adult Contemporary

Adult Contemporary is a popular at-work listening choice among black listeners.

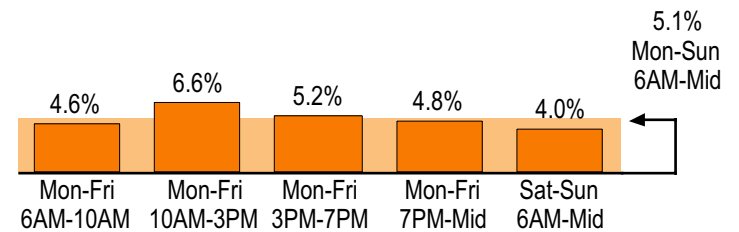
Correspondingly, the format's share of black listening peaks from 10AM to 3PM, Monday through Friday.

This format is most popular with black listeners in the New England and Pacific regions.



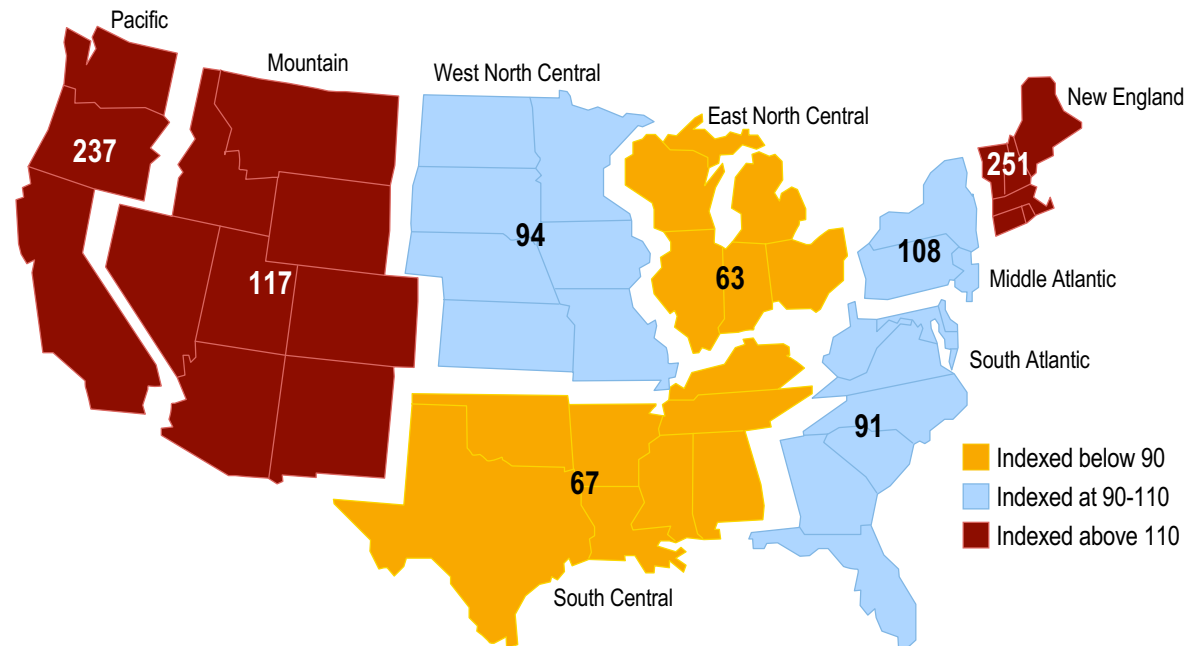
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

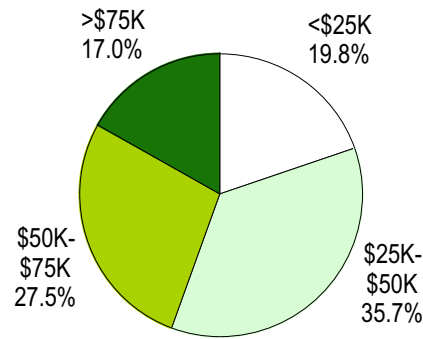
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Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Adult Contemporary

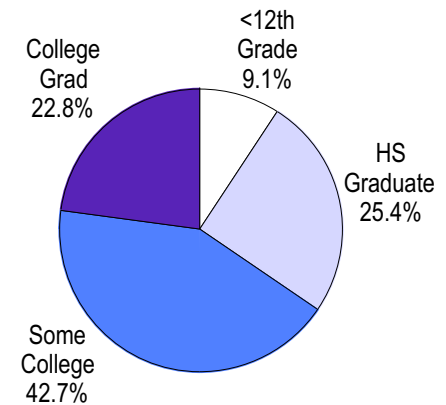
About two-thirds of black AC fans have gone beyond the high-school level. More than 44 percent live in households with annual incomes of \$50,000+.

Black Adult Contemporary fans in the 35-64 age group listen the most, spending nine hours and 15 minutes per week tuning in to their favorite stations.

They are 10 percent more likely than the average black American to have children in the household.



Household Income
Persons 18+



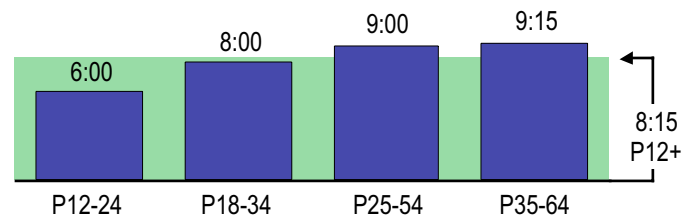
Education
Persons 18+

Average Age of P1 Listeners

41

66%

Proportion of Listening from P1s



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Adult Contemporary

Purchasing Behavior

Black AC listeners are 50 percent more likely than the average black consumer to live in a household that is planning to buy a used van or minivan in the next 12 months. They are 25 percent more likely to live in a household that is planning to buy a wireless/cellular service for another household member in the next 12 months. Black AC fans spend an average amount on groceries per week per household. Black AC listeners are 20 percent more likely than the general black population to live in a household that has a money market account.

Leisure Activities

Black AC fans are 54 percent more likely than the general black population to have gone snow skiing in the past 12 months and 33 percent more likely to have participated in free weights/circuit training. They are 22 percent more likely than the norm to have attended movies 3+ times in the past three months. They are a little more likely than the general black population to have patronized fast-food restaurants 5+ times in the past 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Adult Contemporary Strengths

This format's black listeners are more likely to:

	Black AC Listeners Represent This % of the Category	% of Black AC Listeners	Index (100= Black National Average)
Live in a household planning to buy a used van or minivan in the next 12 months	18.0%	3.6%	150
Plan to buy a wireless/cellular service for another household member in the next 12 months	15.0%	7.7%	125
Live in a household that has a money market account	14.4%	9.4%	120
Have gone snow skiing in the past 12 months	18.5%	2.7%	154
Have participated in free weights/circuit training	15.9%	22.3%	133
Have attended movies 3+ times in the past 3 months	14.6%	24.1%	122
Have eaten at fast-food restaurants 5+ times in the past 30 days	12.4%	60.1%	103
Have children in household	13.2%	57.0%	110



Scarborough Data

Adult Standards

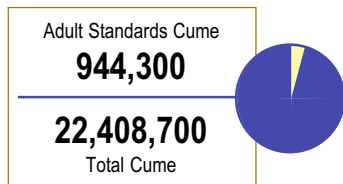
Features a substantial amount of pre-Rock era music: Includes Easy Listening, Middle-of-the-Road, Nostalgia and Variety outlets.

A Few Format Highlights

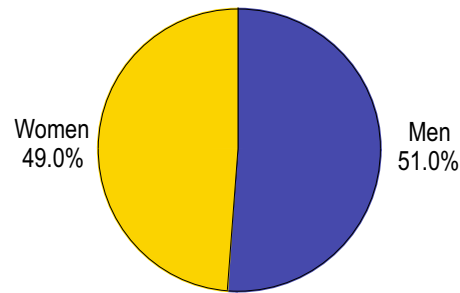
The black audience for Adult Standards splits just about evenly between adult Men (51 percent) and Women 18+ (49 percent).

More than 24 percent of Adult Standards' black listening audience are Adults 65+.

Another 18.5 percent are ages 55-64.



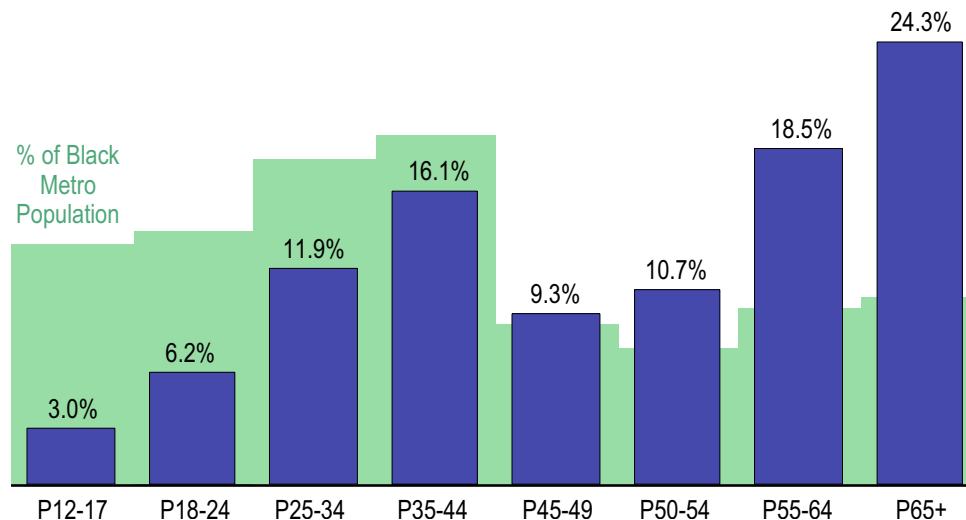
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Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Listeners 18+
Mon-Sun, 6AM-Mid

Variety	0.8%
Adult Standards	0.4%
Nostalgia	0.0%
Easy Listening	0.0%
Total Adult Standards	1.2%

AQH Share of Adult Standards Formats
Mon-Sun, 6AM-Mid, Persons 12+



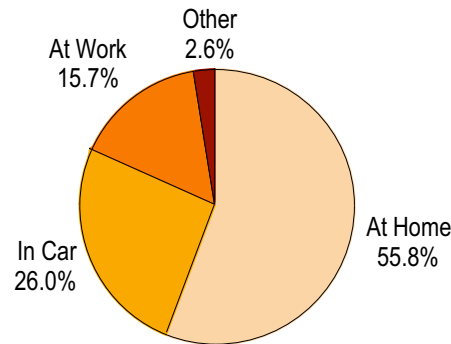
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Adult Standards

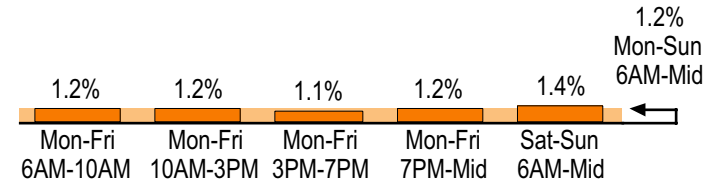
The majority of black listening to Adult Standards occurs at home.

Shares of listenership remain fairly steady across dayparts.

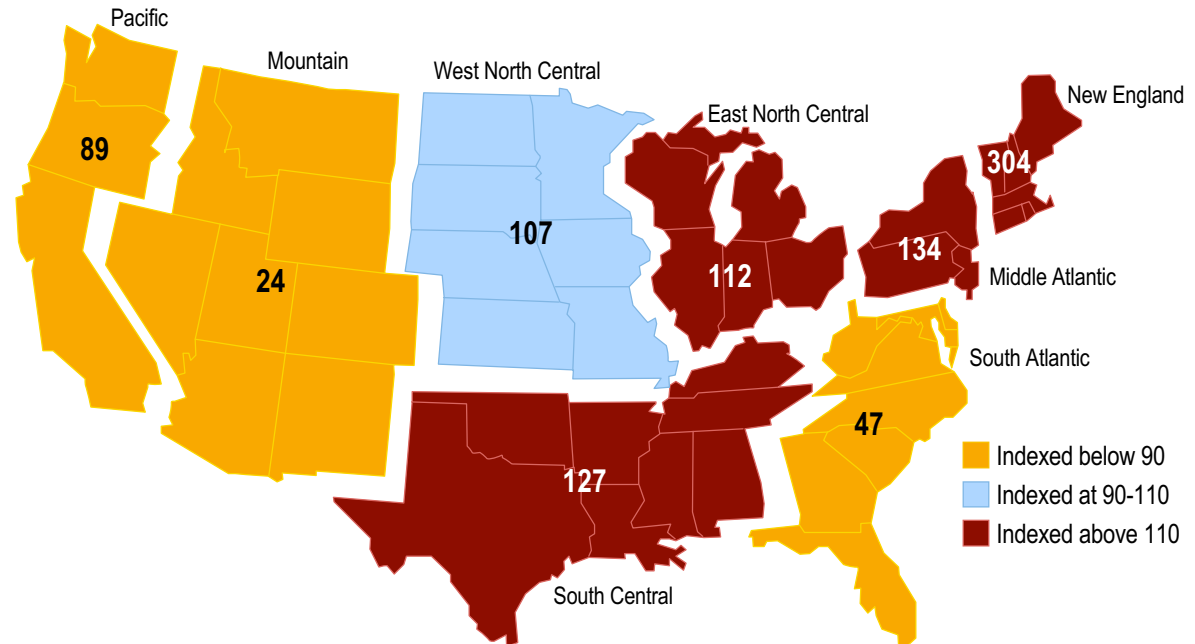
Adult Standards is most popular among blacks in the New England region.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

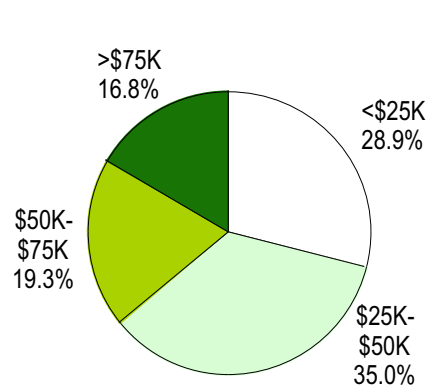
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Adult Standards

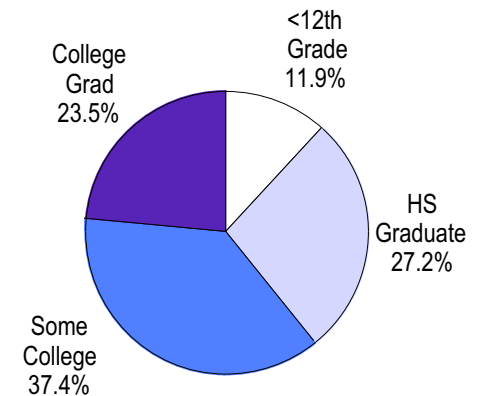
Almost 61 percent of black Adult Standards enthusiasts have attended some college or graduated. Thirty-six percent have annual household incomes of \$50,000+.

Black Adult Standards listeners tune in for an average of six hours and 30 minutes each week and 30 minutes each week.

Black Adult Standards fans are four percent more likely than the general black population to own their homes. About half have children in the household, a figure that is slightly below the national average for black consumers.



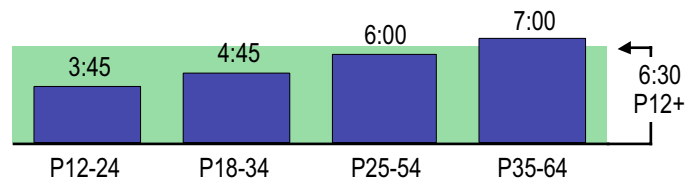
Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
50

67%
Proportion of Listening from P1s



Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Adult Standards

Purchasing Behavior

Fourteen percent of black Adult Standards fans live in a household planning to purchase a used vehicle in the next 12 months. They are a little more likely than the typical black consumer to live in a household that is planning to buy furniture in the next year. They spend much less per household per week on groceries than average. Black Adult Standards fans are 10 percent more likely than the general black population to live in a household that has investments, such as stocks, bonds, money market accounts and mutual funds.

Leisure Activities

Nearly one-quarter of black Adult Standards fans have gone bicycling and/or jogging/running in the past year. They are a little more likely than the general black population to have attended movies 3+ times in the past three months.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Adult Standards Strengths

This format's black listeners are more likely to:

	Black Adult Standards Listeners Represent This % of the Category	% of Black Adult Standards Listeners	Index (100= Black National Average)
Live in a household planning to buy furniture in the next year	2.7%	24.0%	105
Live in a household that owns any investment	2.8%	47.7%	110
Have gone bicycling in the past year	2.9%	21.9%	110
Have gone jogging/running in the past year	2.8%	24.1%	110
Have attended movies 3+ times in the past 3 months	2.7%	20.9%	106
Own residence	2.7%	53.8%	104



Scarborough Data

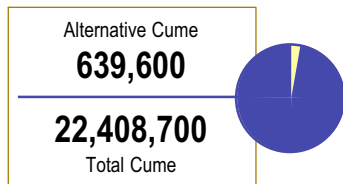
Alternative

Includes stations billing themselves as "Album Alternative" and "New Rock."

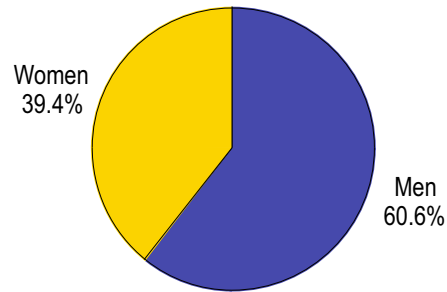
A Few Format Highlights

Sixty-one percent of Alternative's adult black audience are men and 39 percent are women.

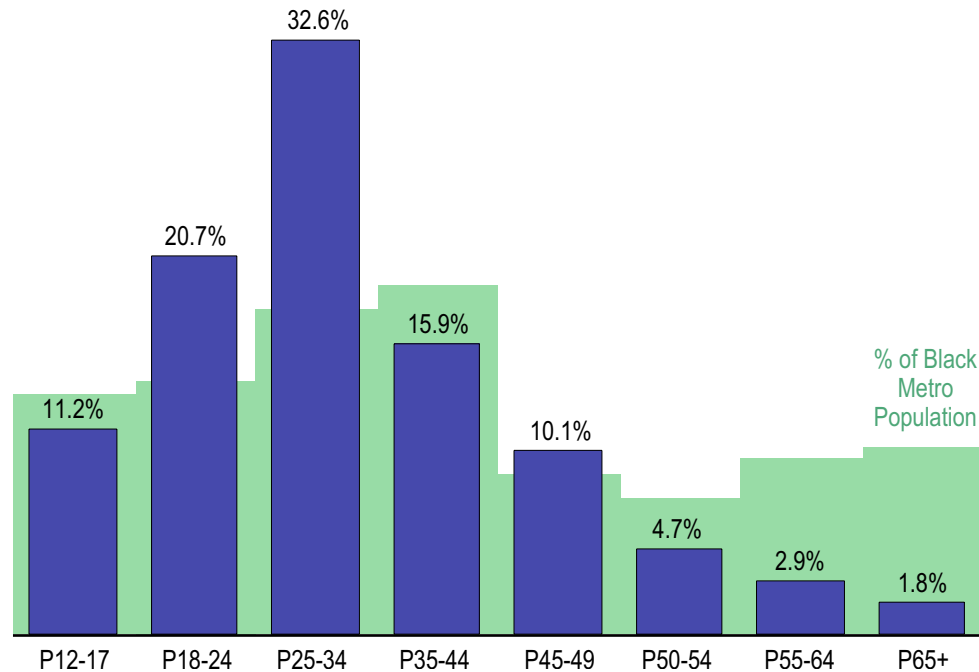
More than half of Alternative's black audience are Adults 18-34. Only 19.5 percent of black Alternative fans are ages 45+.



Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid



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

Album Adult Alternative	0.5%
Alternative	0.2%
Total Alternative	0.7%

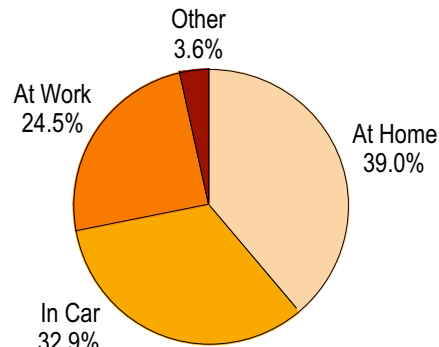
AQH Share of Alternative Formats

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

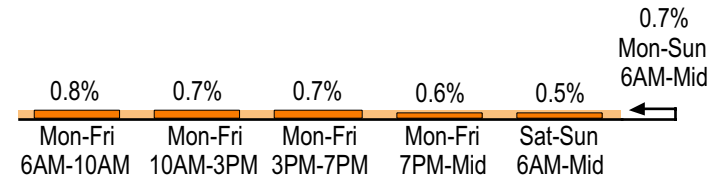
Alternative

Most black Alternative listening occurs away from home. Shares of listenership display little variation across dayparts.

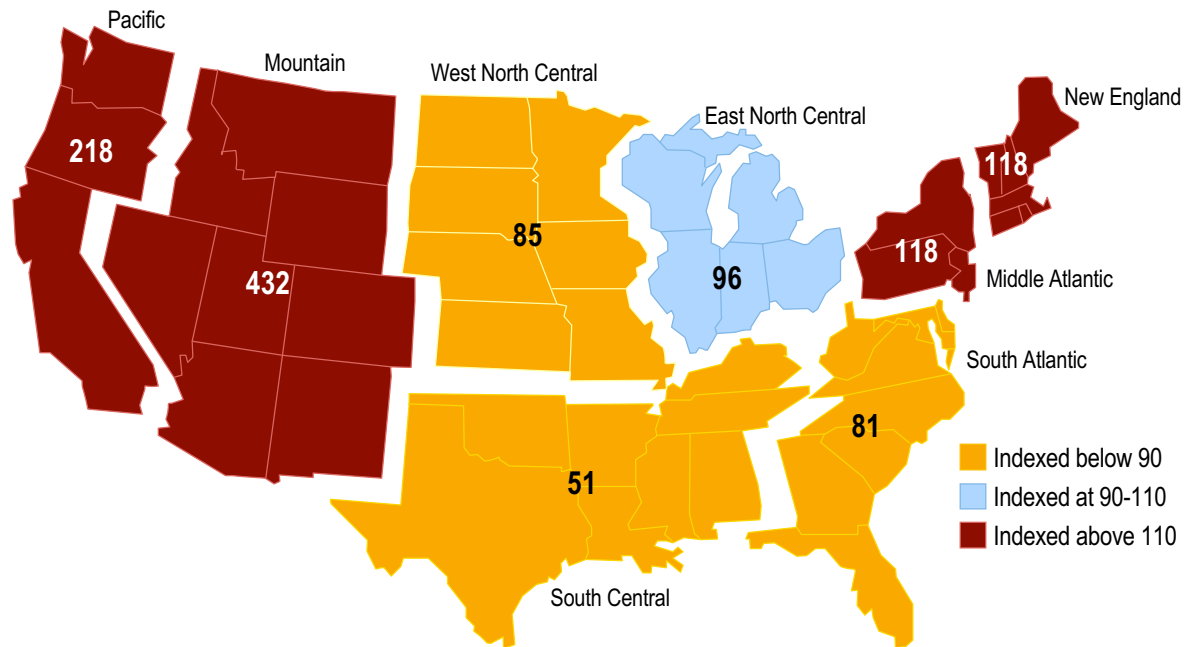
This format performs particularly well among blacks in the Mountain region.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

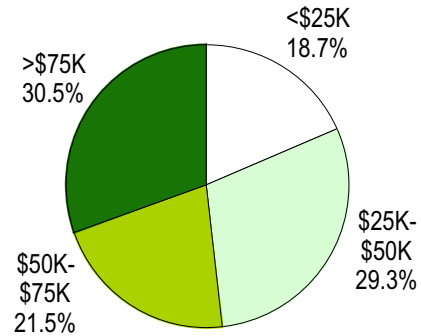
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Alternative

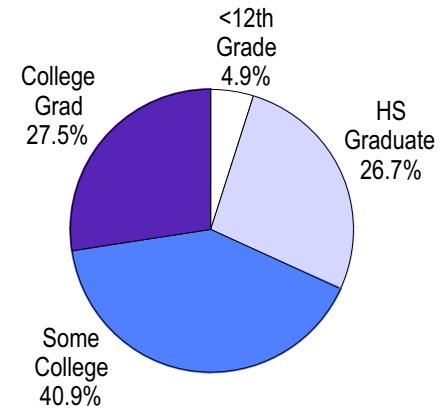
Sixty-eight percent of black Alternative listeners have either attended some college or have earned their college degrees. The format has the second highest proportion of black listeners (about 31 percent) who have household incomes greater than \$75,000 per year.

Black Alternative fans of all ages tune in about the same amount of time each week.

Forty-seven percent have children in the household.

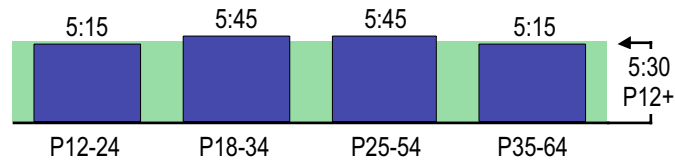


Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
30
Proportion of Listening from P1s
61%



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Alternative

Purchasing Behavior

About 11 percent of black Alternative listeners live in a household that is planning to buy a new vehicle in the next 12 months. Nineteen percent live in a household that is planning to purchase a computer in the next year. Their households spend an average amount on groceries per week. Black Alternative enthusiasts are the most likely of any format group to live in a household that has/uses a debit card. They are 20 percent more likely than the typical black American to live in a household that has a savings account.

Leisure Activities

Black Alternative fans are more likely than any format group to have participated in team sports and engaged in free weights/circuit training in the past 12 months. They are the most likely of any format group to have attended movies 3+ times in the past three months. Accordingly, about 60 percent of this active group have visited fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Alternative Strengths

This format's black listeners are more likely to:

	Black Alternative Listeners Represent This % of the Category	% of Black Alternative Listeners	Index (100= Black National Average)
Live in a household planning to buy a computer in the next 12 months	2.2%	18.8%	112
Live in a household that has a debit card	2.4%	57.9%	125
Live in a household that has a savings account	2.3%	73.4%	120
Have played team sports in the past 12 months	3.7%	23.8%	191
Have done free weights/circuit training in the past 12 months	3.3%	28.8%	171
Have attended movies 3+ times in the past 3 months	3.2%	32.4%	164
Have eaten at fast-food restaurants 5+ times in the past 30 days	2.0%	59.8%	103



Scarborough Data

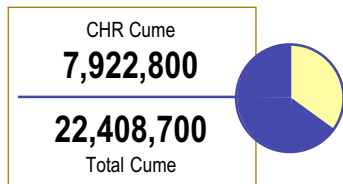
Contemporary Hit Radio

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR." Rhythmic CHR plays a great many Urban hits.

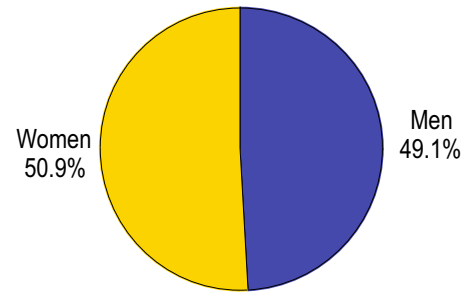
A Few Format Highlights

CHR is the third most popular format among black listeners. Fifty-one percent of the black adult CHR audience are women and 49 percent are men.

Nearly three-quarters of black CHR listeners are under the age of 35. More black teens (23 percent) listen to CHR than to any other format.



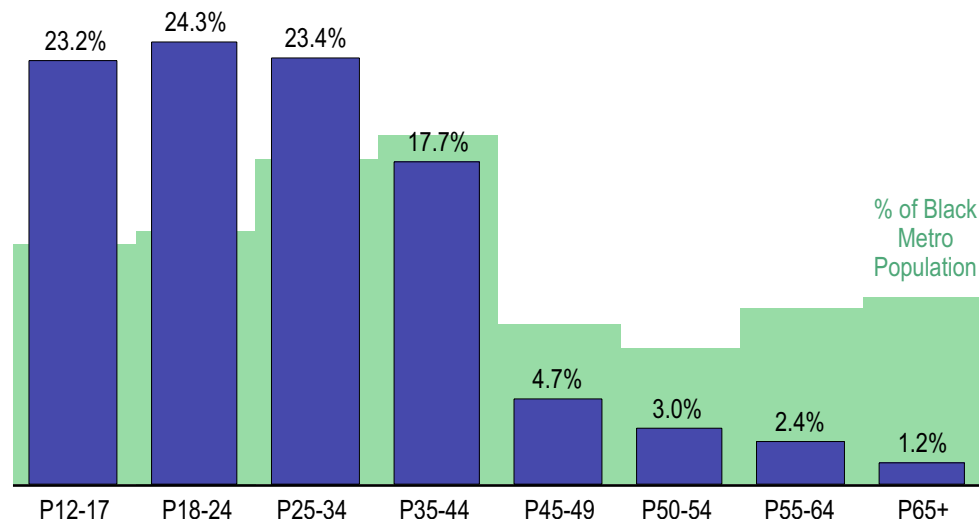
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Rhythmic CHR	10.6%
Pop CHR	2.8%
Total CHR	13.4%

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

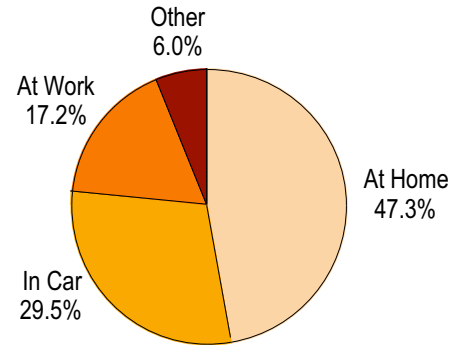


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

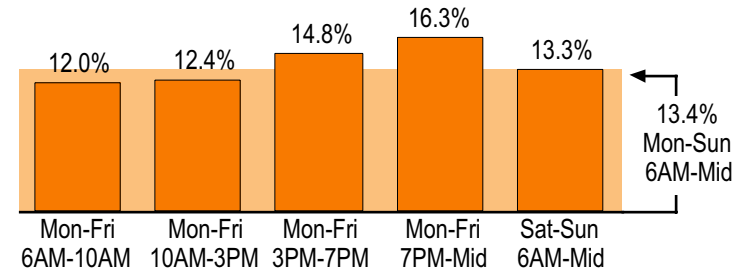
Contemporary Hit Radio

Corresponding to its popularity with black teens and young adults, CHR captures its highest shares of listening during the after-school (3PM-7PM) and evening (7PM-Midnight) hours, Monday through Friday. Not surprisingly, much of this listening occurs at home and in the car.

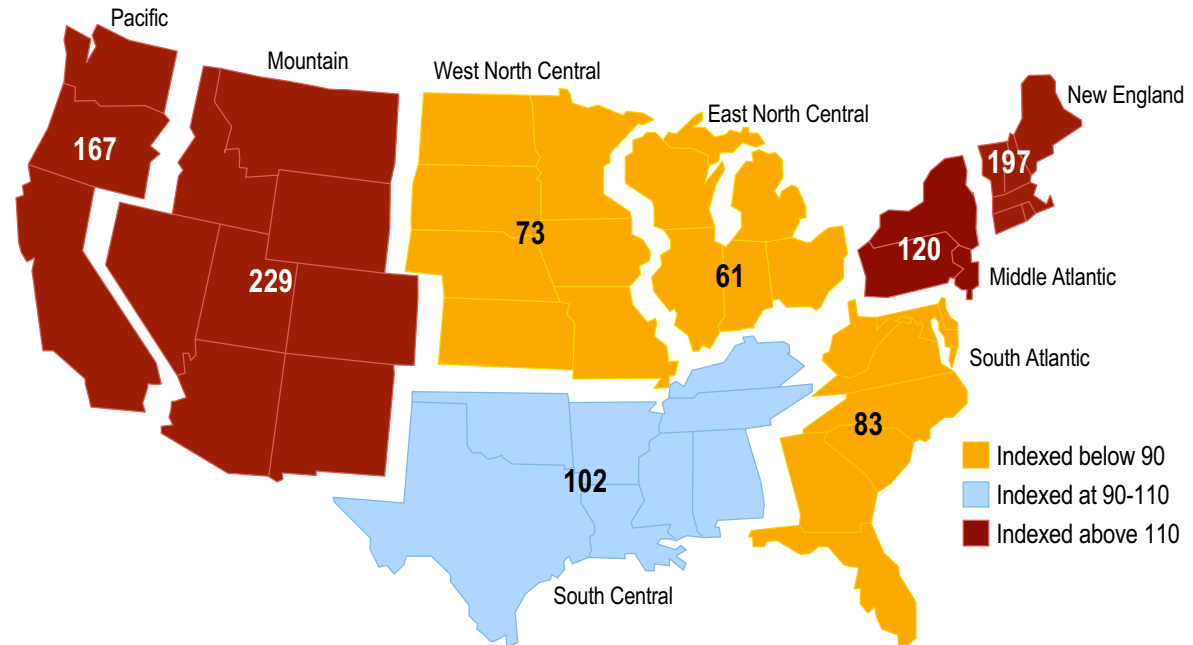
CHR is a favorite choice among blacks in the Mountain and New England regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Contemporary Hit Radio

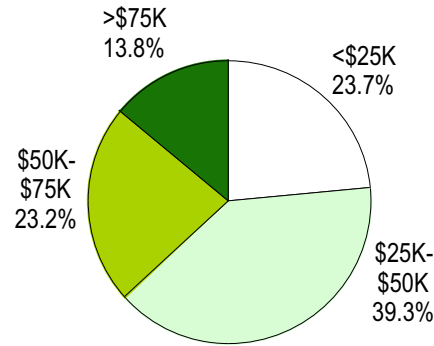
Fifty-five percent of black CHR fans have either attended some college or earned their degrees. More than three-quarters have annual household incomes of \$25,000 or more.

Younger black CHR listeners in the 12-24 age group spend the most time, nine hours and 15 minutes, tuning in each week.

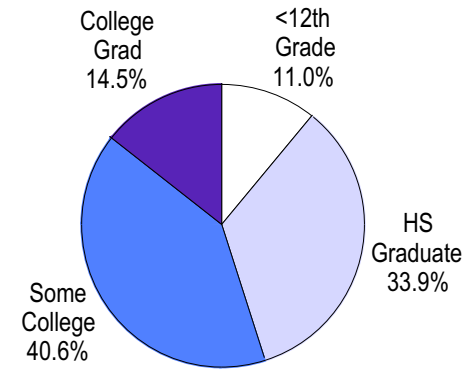
Reflecting the format's youthful appeal, only about 40 percent of black CHR fans own their homes. They are 27 percent more likely than the general black population to have children in the household.

Average Age of P1 Listeners
26
Proportion of Listening from P1s
68%

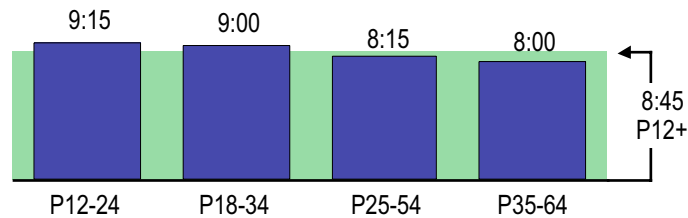
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



Time Spent Listening by Demographic

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

Contemporary Hit Radio

Purchasing Behavior

Black CHR listeners are 30 percent more likely than the general black population to live in a household that is planning to buy or lease a new compact car in the next year. They are 37 percent more likely to live in a household that is planning to purchase an MP3 player and/or a video game system in the next 12 months. Black CHR fans are 22 percent more likely than the typical black American to live in a household that has spent \$200+ on groceries in the past week. Black CHR aficionados are 17 percent more likely than the typical black consumer to live in a household that has/uses an ATM card.

Leisure Activities

Black CHR listeners are 68 percent more likely than the average black consumer to have gone in-line skating in the past 12 months and 47 percent more likely to have played team sports. About one-third of black CHR fans have gone to the movies 3+ times in the past three months. Black CHR fans are enthusiastic fast-food consumers, with about 67 percent having visited fast-food restaurants 5+ times in the past month.

Contemporary Hit Radio Strengths

This format's black listeners are more likely to:

	Black CHR Listeners Represent This % of the Category	% of Black CHR Listeners	Index (100= Black National Average)
Live in a household planning to buy or lease a new compact car in the next 12 months	36.8%	1.4%	130
Live in a household planning to buy an MP3 player in the next 12 months	39.0%	3.5%	137
Live in a household planning to buy a video game system in the next 12 months	38.8%	9.7%	137
Live in a household that has spent \$200+ on groceries in the past 7 days	34.6%	12.9%	122
Live in a household that has/uses an ATM card	33.3%	48.4%	117
Have gone in-line skating in the past 12 months	47.7%	5.7%	168
Have played team sports in the past 12 months	41.7%	18.3%	147
Have attended movies 3+ times in the past 3 months	37.4%	26.1%	132
Have eaten at fast-food restaurants 5+ times in the past 30 days	32.5%	66.5%	114
Have children in household	36.2%	66.0%	127



Scarborough Data

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

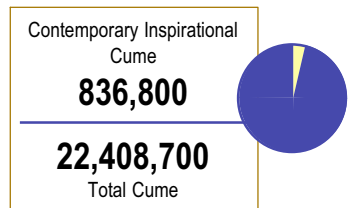
Contemporary Inspirational

Contemporary Inspirational is the latest form of Urban Contemporary Gospel. It emphasizes contemporary gospel music, not paid church programs or speakers.

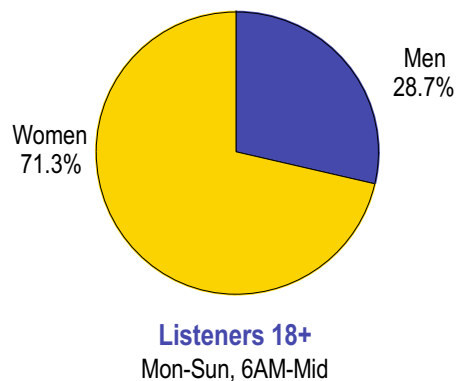
A Few Format Highlights

Contemporary Inspirational has the highest proportion of black adult women (71 percent) of any format. Black adult men compose the remaining 29 percent of the audience.

One-quarter of Contemporary Inspirational listeners are ages 35-44. Notably, this format performs equally well among both younger adults, ages 25-34, and older ones, ages 65+.

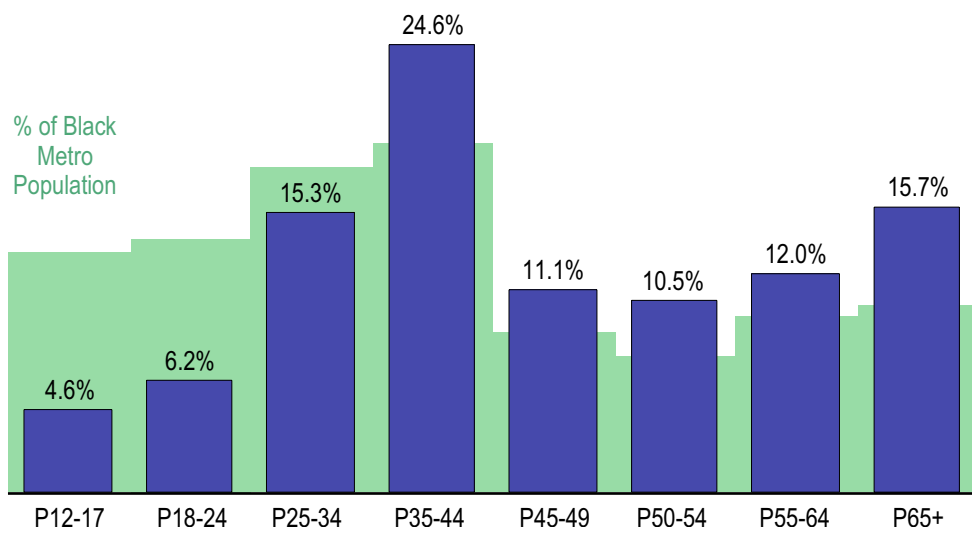


Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Contemporary Inspirational 1.5%

AQH Share of Contemporary Inspirational Format
Mon-Sun, 6AM-Mid, Persons 12+



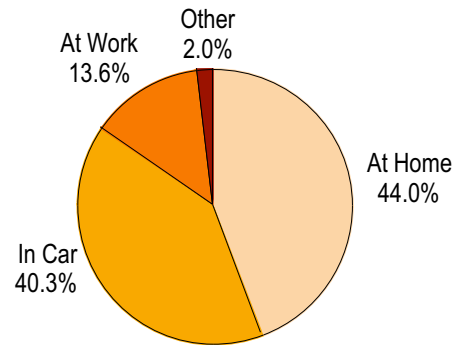
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Contemporary Inspirational

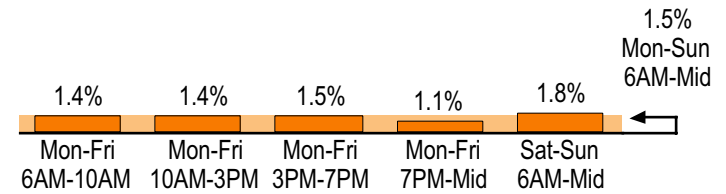
Most Contemporary Inspirational listening occurs at home or in the car.

This format performs best on weekends and during the day, Monday through Friday.

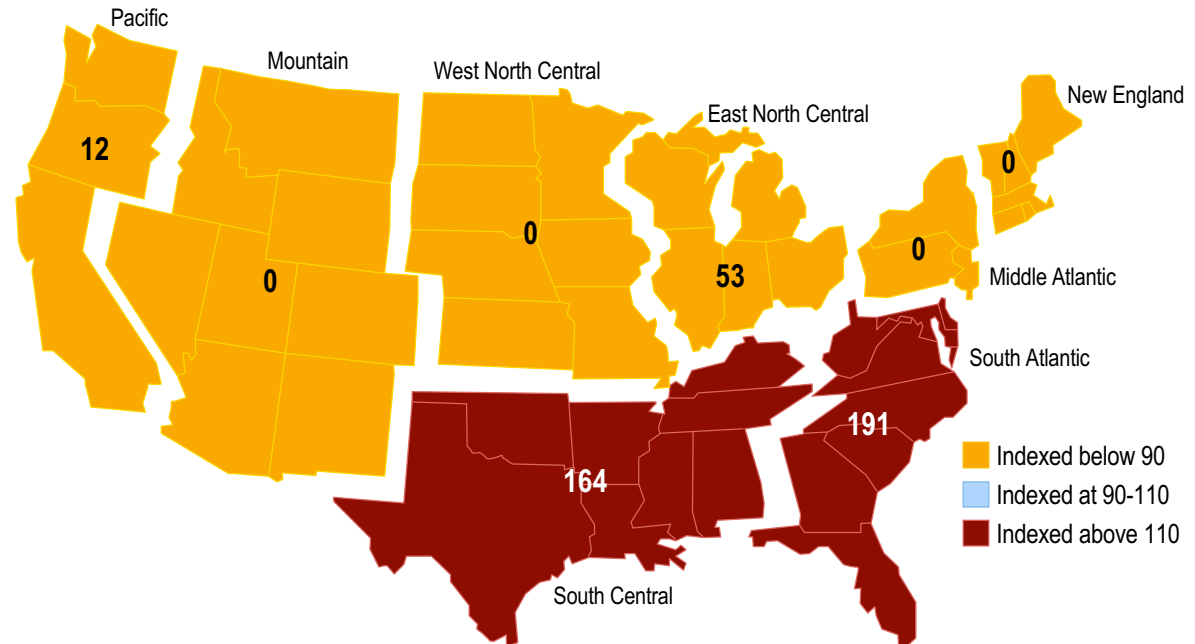
Like Gospel, Contemporary Inspirational has a strong following among black listeners in the South Atlantic and South Central regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Contemporary Inspirational

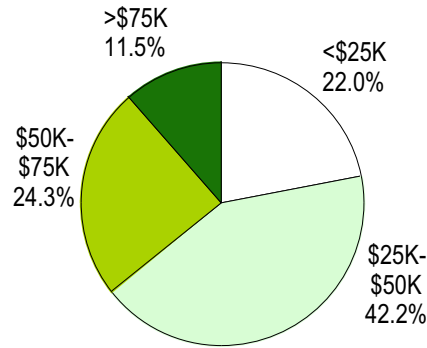
Twenty-one percent of black Contemporary Inspirational fans are college graduates and 39 percent have attended some college. Seventy-eight percent have household incomes of \$25,000+ per year.

Black Contemporary Inspirational fans in the 35-64 age group listen the most, spending an average of 10 hours and 15 minutes per week tuning in to their favorite stations.

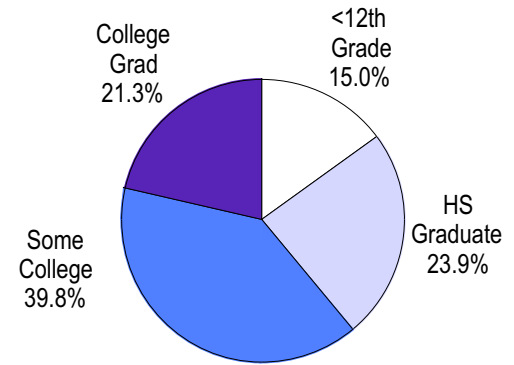
Blacks who listen to Contemporary Inspirational are 12 percent more likely than the average black American to own their homes. Fifty-seven percent have children in the household, a proportion that is well above the national average for black consumers.

Average Age of P1 Listeners
43
77%
Proportion of Listening from P1s

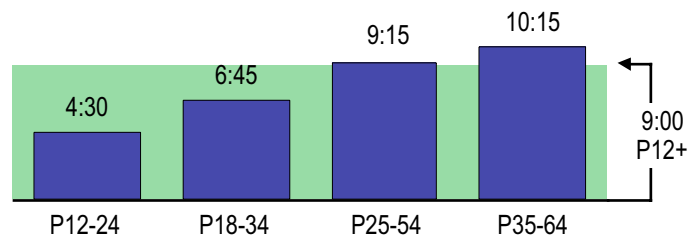
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



Time Spent Listening by Demographic

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

Contemporary Inspirational

Purchasing Behavior

Black Contemporary Inspirational fans are 47 percent more likely than the typical black consumer to live in a household that is planning to purchase a used midsize car in the next 12 months and 43 percent more likely to live in one that is planning to buy a used SUV. They are 42 percent more likely than the average black consumer to live in a household that is planning to buy a satellite TV subscription in the next 12 months. They are just about as likely as the general black population to have spent \$200+ on groceries in the past seven days. Twenty percent of black Contemporary Inspirational listeners live in households that have 401(k) plans.

Leisure Activities

Blacks who listen to Contemporary Inspirational are 31 percent more likely than the average black American to have sewed or made crafts in the past 12 months and 28 percent more likely to have taken an adult continuing education course. They are 10 percent more likely than the norm to have visited fast-food restaurants 5+ times in the past 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Contemporary Inspirational Strengths

This format's black listeners are more likely to:

	Black Contemporary Inspirational Listeners Represent This % of the Category	% of Black Contemporary Inspirational Listeners	Index (100= Black National Average)
Live in a household planning to buy a used midsize car in the next 12 months	4.5%	6.7%	147
Live in a household planning to buy a used SUV in the next 12 months	4.4%	6.2%	143
Live in a household planning to buy a satellite TV subscription in the next 12 months	4.4%	5.8%	142
Live in a household that has a 401(k) plan	3.8%	20.2%	122
Have sewed/made crafts in the past 12 months	4.1%	18.1%	131
Have taken an adult continuing education course in the past 12 months	4.0%	19.1%	128
Have eaten at fast-food restaurants 5+ times in the past 30 days	3.4%	64.2%	110
Own residence	3.5%	58.2%	112
Have children in household	3.4%	57.4%	111



Scarborough Data

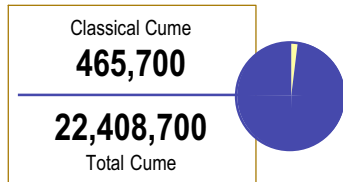
Classical

Consists of fine-arts music and talk. Includes classical compositions, opera, theater and commentary.

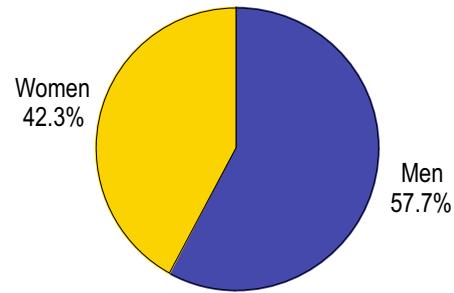
A Few Format Highlights

A majority—58 percent—of Classical's black listeners are Men 18+; 42 percent are Women 18+.

Classical formats are most popular with older listeners. Black Adults 55+ compose more than half of the audience, and another 34 percent are between the ages of 35 and 54.



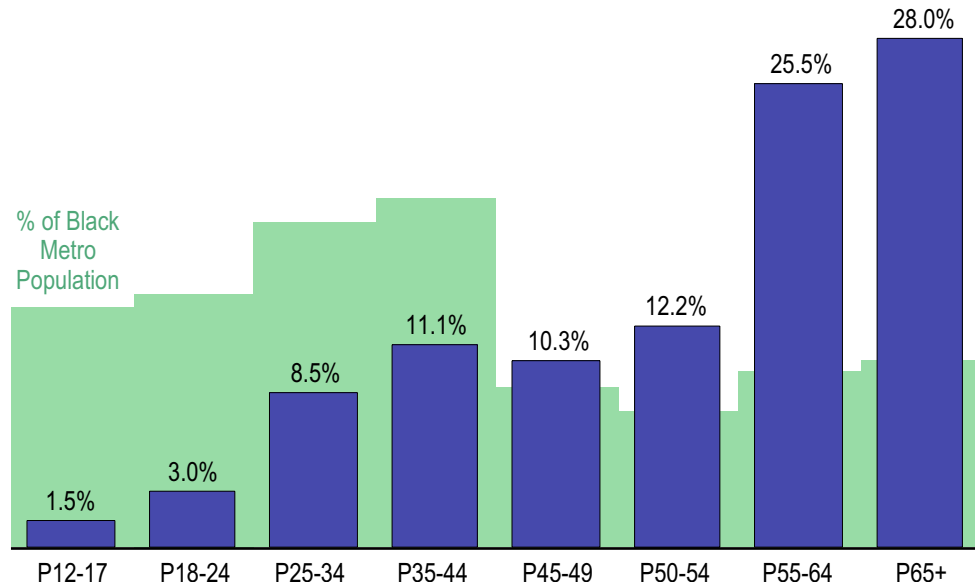
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid



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

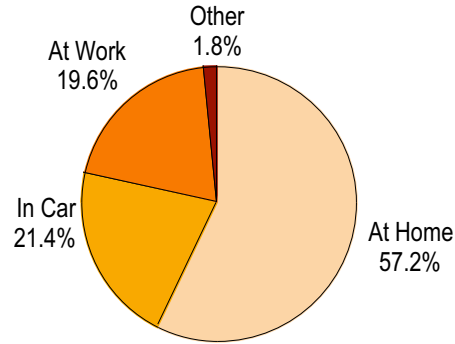


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

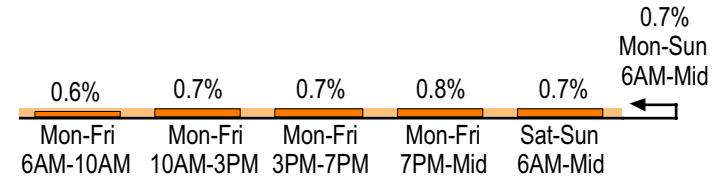
Classical

Classical performs almost equally well across dayparts. Well over half of black listening to classical occurs at home.

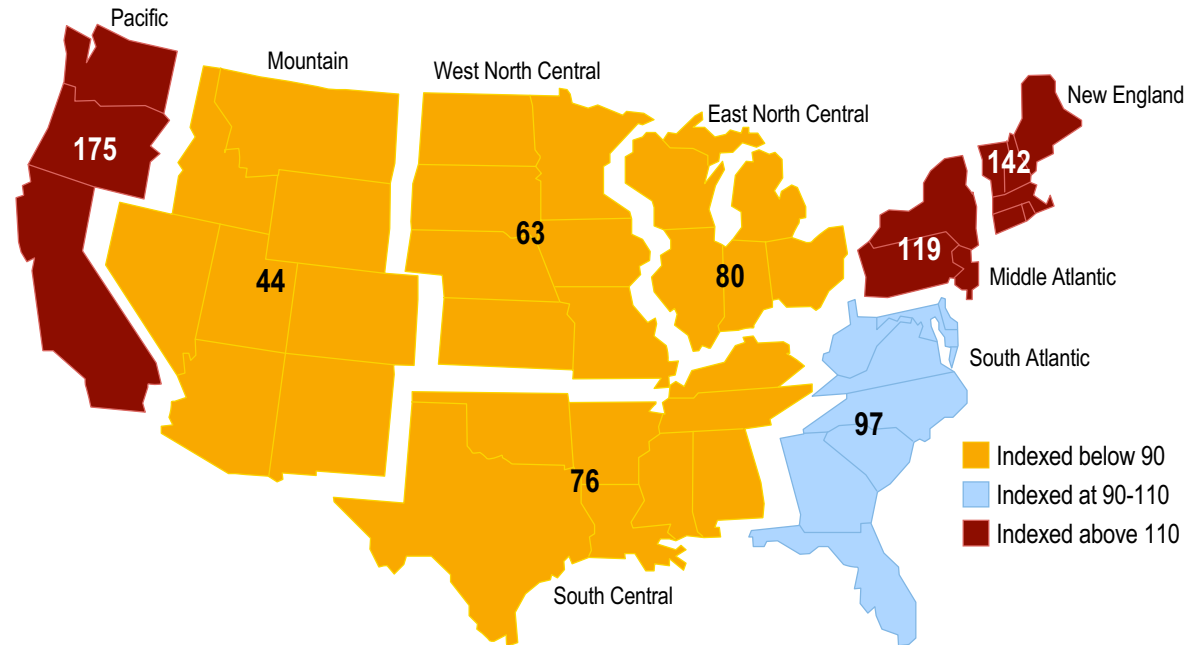
Classical is an especially popular choice among black listeners in the New England and Pacific regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

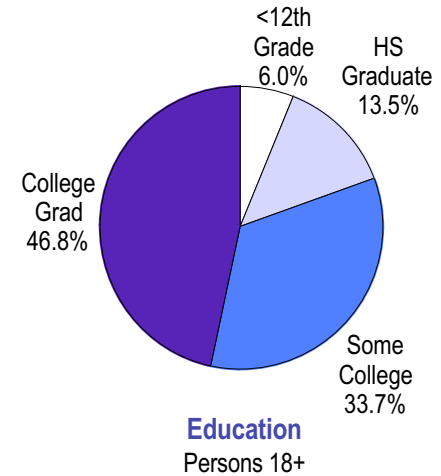
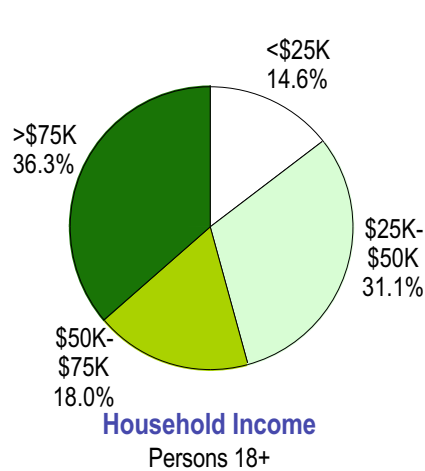
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Classical

Forty-seven percent of black Classical fans are college graduates, representing the largest proportion of any format group. Accordingly, the Classical format also has the greatest ratio of black listeners (36 percent) who have household incomes of more than \$75,000 per year.

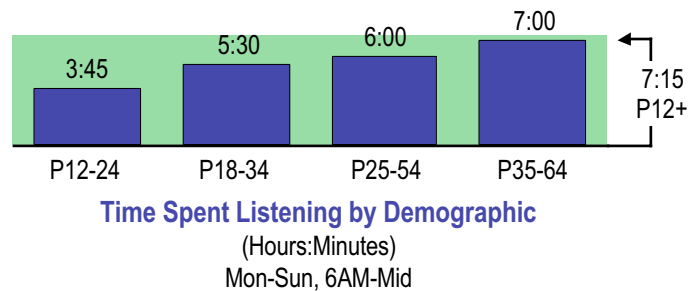
Black Classical listeners spend an average of seven hours and 15 minutes each week with their favorite stations.

Black consumers who listen to Classical are 16 percent more likely than the general black population to own their homes. They are the least likely of any format group to have children in the household.



Average Age of P1 Listeners
49
Proportion of Listening from P1s
65%

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Classical

Purchasing Behavior

About 15 percent of black Classical fans live in a household that is planning to buy a new vehicle in the next 12 months. They spend the least amount per household per week on groceries. Black Classical enthusiasts are the most likely of any format group to live in a household that has a 401(k) plan. They are also 63 percent more likely than the typical black consumer to use online banking.

Leisure Activities

Black classical listeners are 42 percent more likely than the average black American to have gone bicycling and 21 percent more likely to have done photography in the past 12 months. They are 34 percent more likely than the general black population to have gone to the movies 3+ times in the past three months.

Classical Strengths

This format's black listeners are more likely to:

	Black Classical Listeners Represent This % of the Category	% of Black Classical Listeners	Index (100= Black National Average)
Live in a household that has a 401(k) plan	2.4%	23.5%	142
Live in a household that has/uses online banking	2.7%	17.4%	163
Have gone bicycling in the past 12 months	2.4%	28.3%	142
Have done photography in the past 12 months	2.0%	24.9%	121
Have attended movies 3+ times in the past 3 months	2.2%	26.5%	134
Own residence	1.9%	59.9%	116



Scarborough Data

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

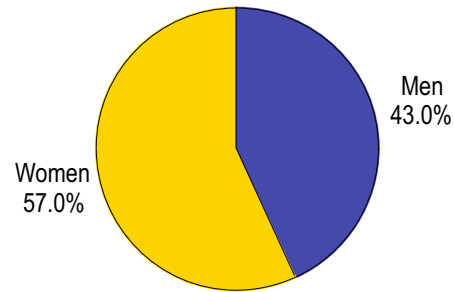
Country

Includes country, classic country and new country music.

A Few Format Highlights

Black women hold a majority when it comes to Country. Women 18+ compose 57 percent of the black Country audience, while Men 18+ account for 43 percent.

Country mainly appeals to black adults aged 25-44, who account for 40 percent of the black audience for this format.

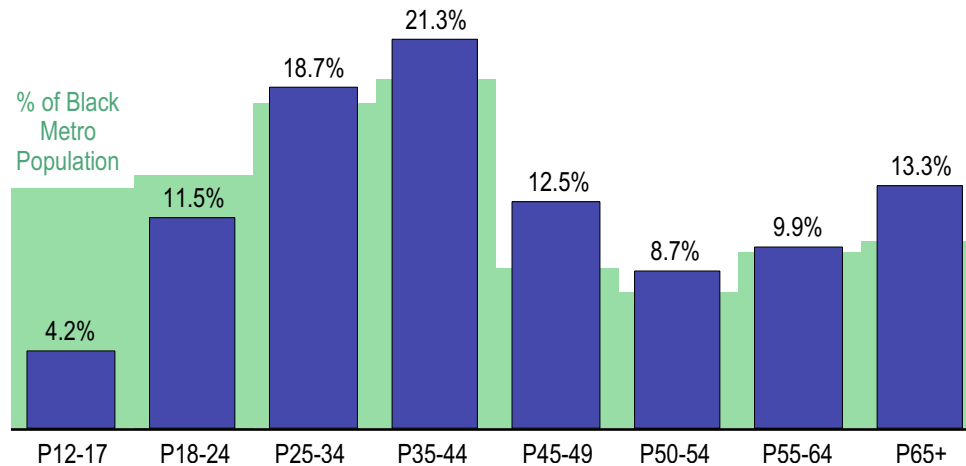


Listeners 18+
Mon-Sun, 6AM-Mid

Country	1.1%
Classic Country	0.1%
New Country	0.0%
Total Country	1.2%

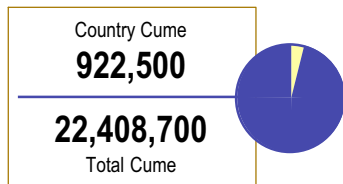
AQH Share of Country Formats

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



Audience Composition

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

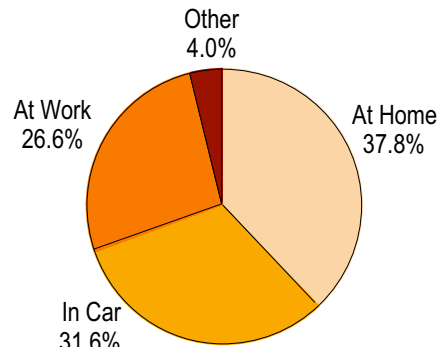


Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

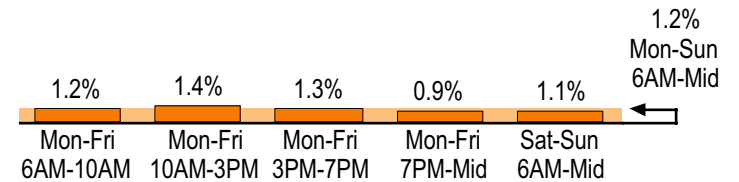
Country

More than half of black listening to Country occurs outside the home. Country's share of black listenership remains relatively steady across dayparts.

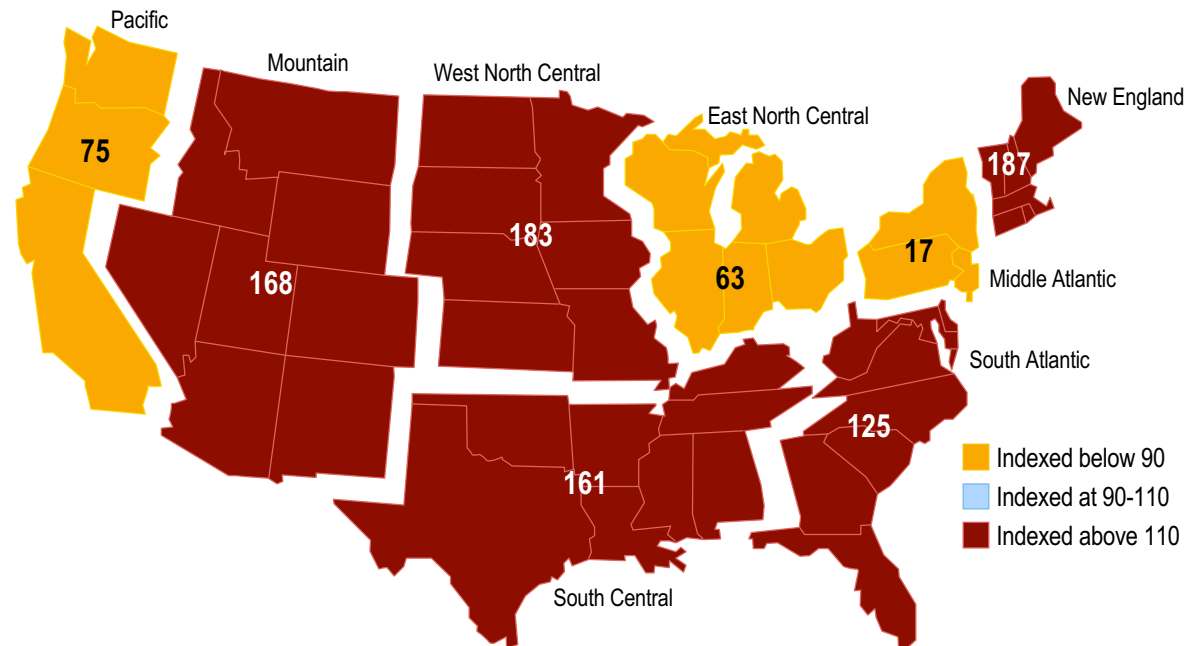
Country performs well among black listeners in the West North Central, New England, Mountain and South Central regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

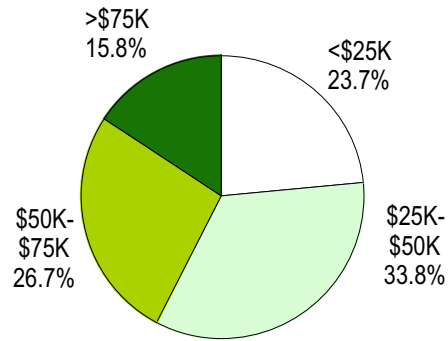
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Country

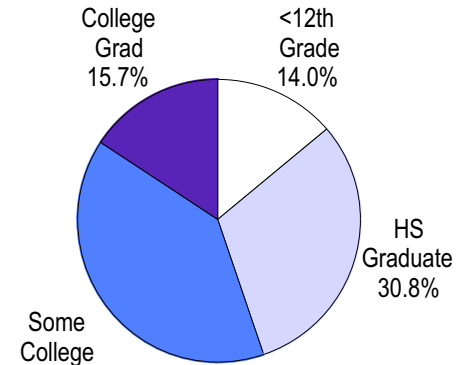
Fifty-five percent of black Country listeners have some college or graduated from college. About 43 percent have annual household incomes of more than \$50,000.

Black Country fans spend an average of six hours and 45 minutes per week listening to their favorite stations.

Black Country listeners are 10 percent less likely to have children in the household than the typical black consumer. They are 12 percent more likely than the norm to own their own homes.

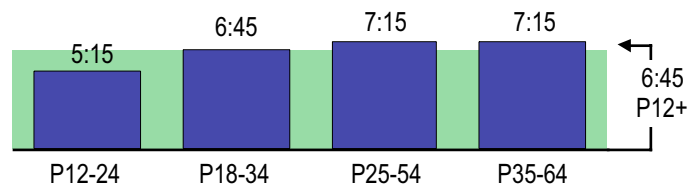


Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
43
Proportion of Listening from P1s
72%



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Country

Purchasing Behavior

About 12 percent of black Country fans live in a household that is planning to buy a used vehicle in the next year. They are 28 percent more likely than the general black population to be planning to purchase a wireless/cellular service for themselves in the next 12 months. Black Country listeners live in households that spend an average of \$103 per week on groceries, a figure that is a little higher than the national average for black consumers.

Black Country enthusiasts are 22 percent more likely than the norm to live in a household that has an Individual Retirement Account.

Leisure Activities

Black Country fans participated in nature activities such as fishing and gardening at rates well above the norm. They attend movies at rates that closely parallel the national average for black consumers.

Country Strengths

This format's black listeners are more likely to:

	Black Country Listeners Represent This % of the Category	% of Black Country Listeners	Index (100= Black National Average)
Buy a wireless/cellular service for themselves in the next 12 months	4.2%	13.7%	128
Live in a household that has an IRA	4.0%	11.2%	122
Have gone fishing in the past 12 months	4.5%	23.0%	135
Have gardened in the past 12 months	3.9%	37.0%	118
Have attended movies 3+ times in the past 3 months	3.4%	20.3%	102
Own residence	3.7%	58.3%	112



Scarborough Data

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

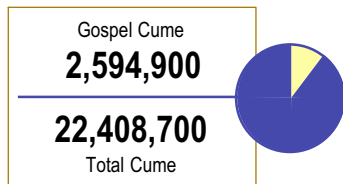
Gospel

Also known as “Black Gospel.” Rhythm-and-blues-based, traditional Black Gospel is inspirational music with church origins.

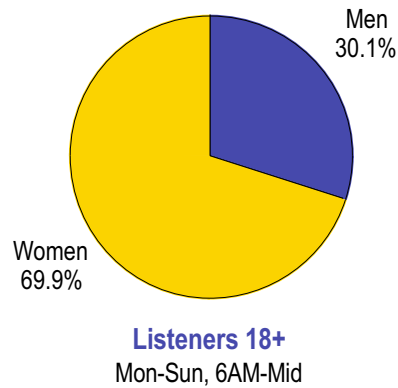
A Few Format Highlights

Females compose most of the black Gospel audience: Seventy percent of the black audience for Gospel stations are Women 18+, while 30 percent are Men 18+.

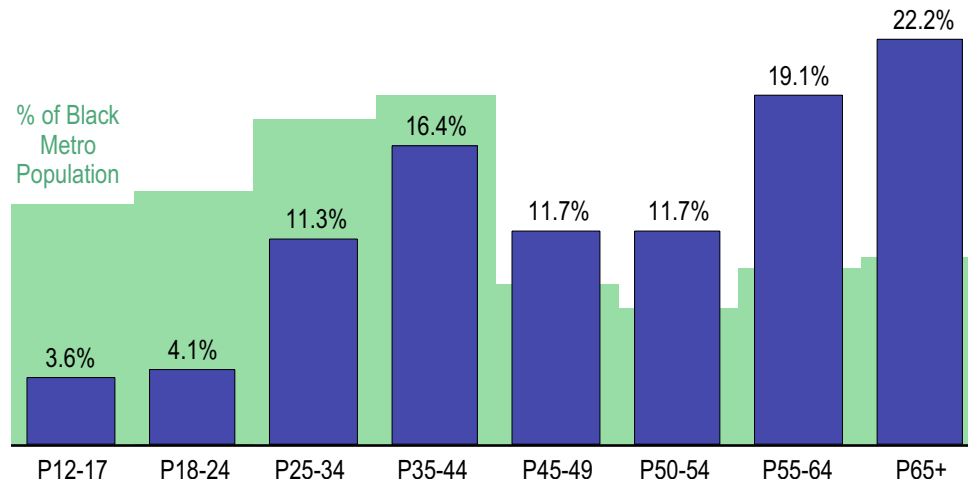
Forty-one percent of this format’s audience are Adults 55+. Another 16 percent are in the 35-44 age group.



Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



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

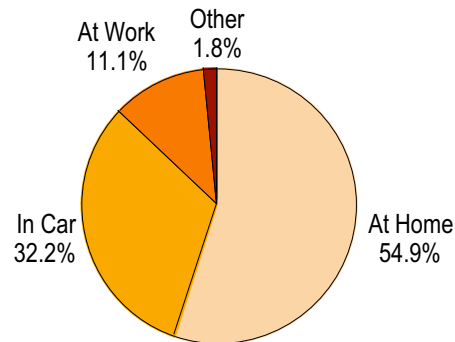


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

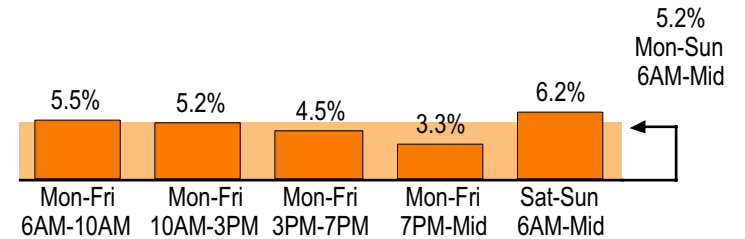
Gospel

Most of the black listening to Gospel occurs at home. Gospel captures its highest share of black listening on the weekends.

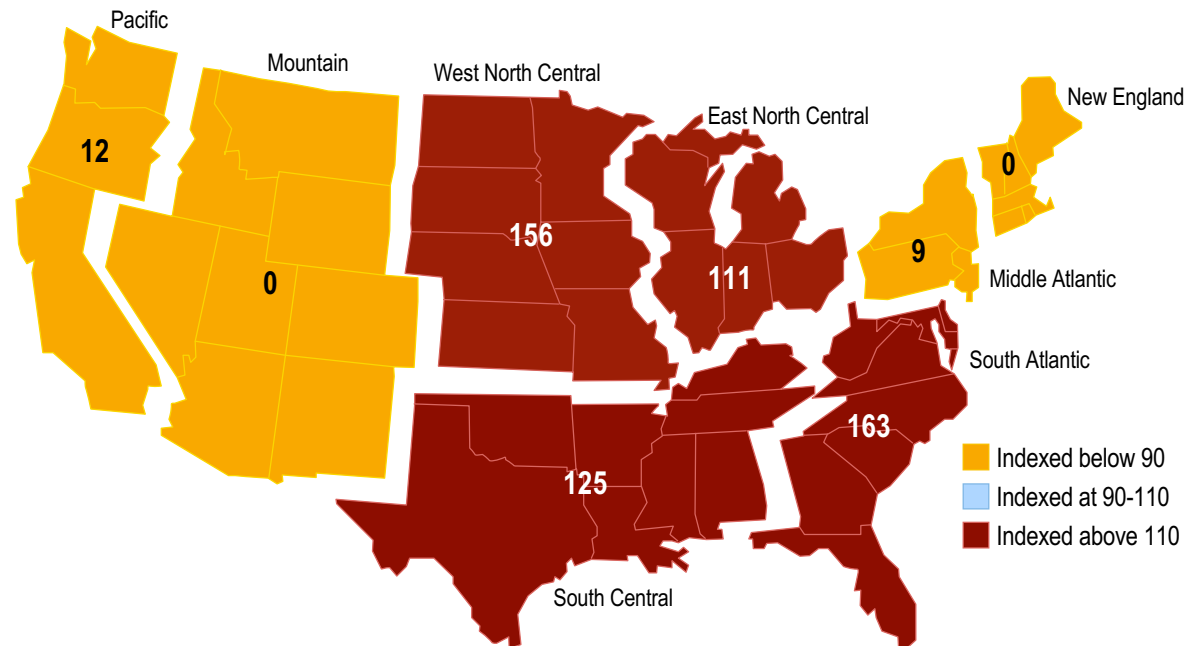
As one might expect, Gospel is a popular format choice among black listeners in the South Atlantic and South Central regions. Surprisingly, it also has a strong following in the West North Central region.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

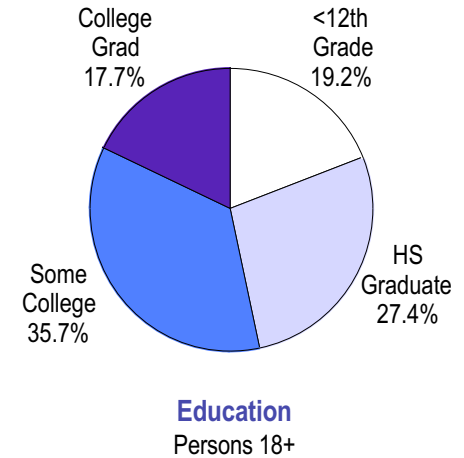
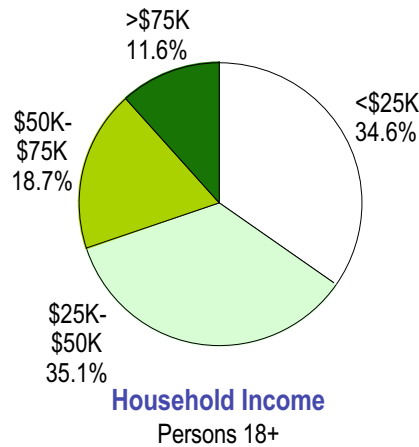
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Gospel

Thirty-six percent of black Gospel fans have attended some college, and 18 percent have earned their college degrees. A large majority, 65 percent, have annual household incomes of \$25,000 or more.

Black listeners ages 35-64 spend the most time, 11 hours per week, tuning in to their favorite Gospel stations.

Black Gospel fans are 12 percent more likely than the typical black consumer to own their residences. They are a little more likely than the norm to have children in the household.

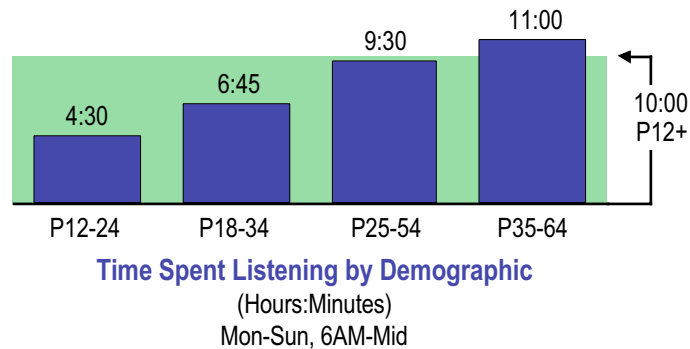


Average Age of P1 Listeners

50

76%

Proportion of Listening from P1s



Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Gospel

Purchasing Behavior

About 12 percent of the Black Americans who listen to Gospel-formatted stations live in a household that is planning to buy or lease a new vehicle in the next 12 months. They are 18 percent more likely than the typical black consumer to live in a household that is planning to buy a satellite TV subscription in the next 12 months. Black Gospel fans live in households that are slightly more likely than the norm to have spent \$200 or more on groceries in the past week. Black Gospel listeners are 12 percent more likely than the typical black consumer to live in a household that has a second home or real-estate property.

Leisure Activities

Black Gospel fans are 41 percent more likely than the typical black consumer to have done sewing/craft-making and 16 percent more likely to have taken an adult continuing education course in the past 12 months. They are a little more likely than the norm to have patronized fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Gospel Strengths

This format's black listeners are more likely to:

	Black Gospel Listeners Represent This % of the Category	% of Black Gospel Listeners	Index (100= Black National Average)
Live in a household planning to buy a satellite TV subscription in the next 12 months	11.4%	4.9%	118
Live in a household that has spent \$200+ on groceries in the past 7 days	10.0%	11.0%	104
Live in a household that has a second home or real-estate property	10.7%	7.1%	112
Have sewed/made crafts in the past 12 months	13.6%	19.4%	141
Have taken an adult continuing education course in the past 12 months	11.1%	17.2%	116
Have eaten at fast-food restaurants 5+ times in the past 30 days	9.9%	60.1%	103
Have children in household	9.9%	53.6%	104
Own residence	10.8%	58.2%	112



Scarborough Data

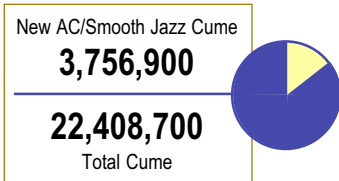
New Adult Contemporary/Smooth Jazz

Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

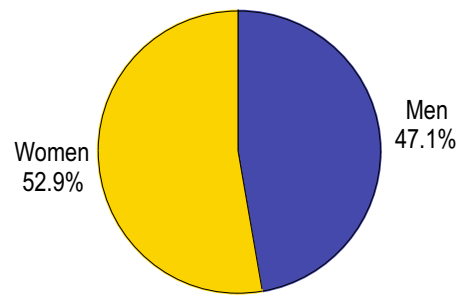
A Few Format Highlights

Fifty-three percent of the black adults who listen to New AC/Smooth Jazz are women and 47 percent are men.

The largest share of black New AC/Smooth Jazz listeners are ages 35-44. Adults of all ages tune in to New AC/Smooth Jazz, but it attracts only 5.5 percent of teens and young adults 18-24.



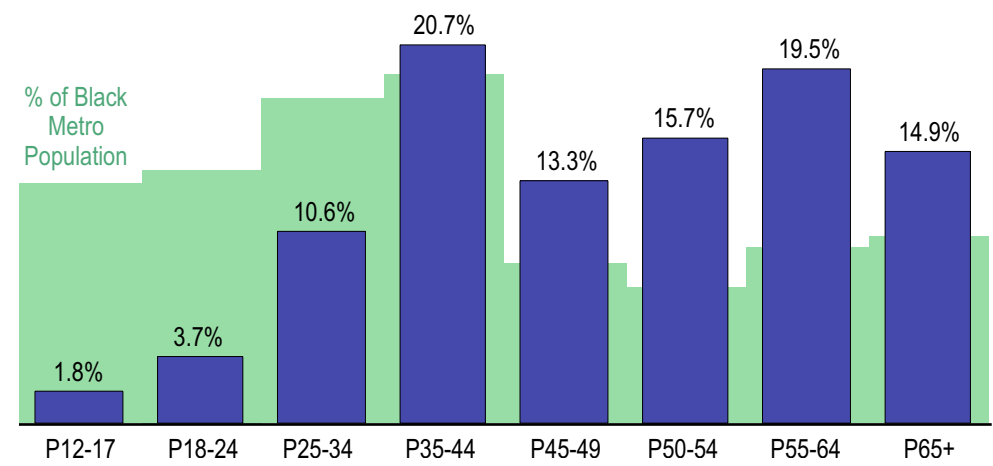
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

New AC/Smooth Jazz	5.5%
Jazz	1.0%
Total New AC/Smooth Jazz	6.5%

AQH Share of New AC/Smooth Jazz Formats
Mon-Sun, 6AM-Mid, Persons 12+

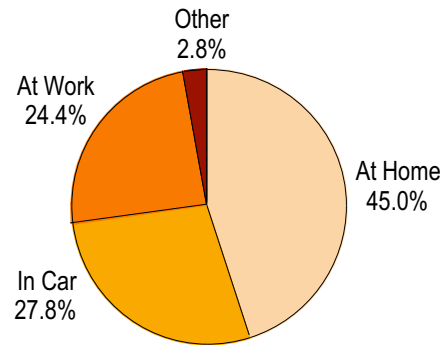


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

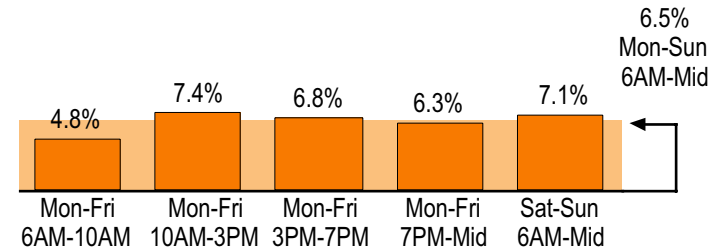
New Adult Contemporary/Smooth Jazz

New AC/Smooth Jazz is a popular away-from-home listening choice among black listeners. Correspondingly, it performs best 10AM-3PM, Monday through Friday. It also enjoys a strong following on the weekends.

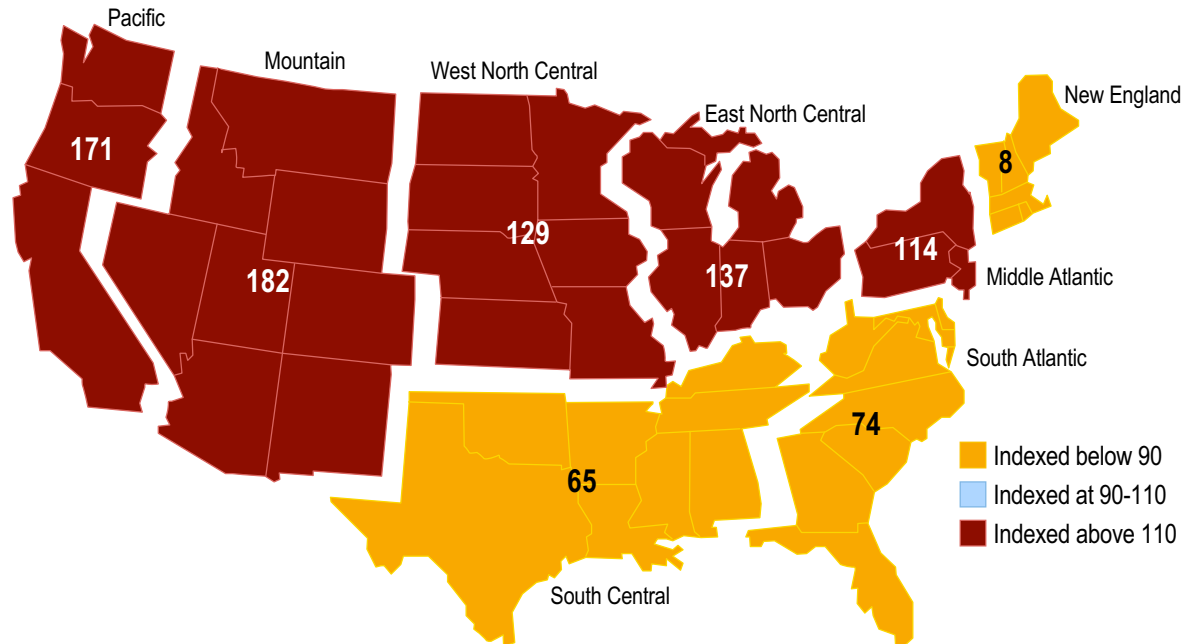
New AC/Smooth Jazz is a favorite choice among black listeners in the Pacific and Mountain regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

New Adult Contemporary/Smooth Jazz

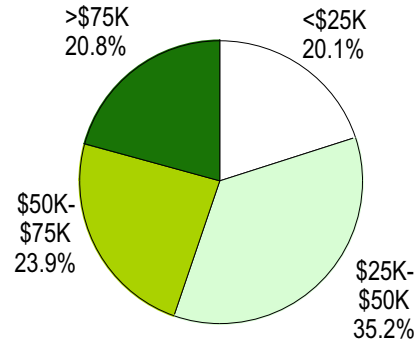
Over two-thirds of New AC/Smooth Jazz listeners have either attended some college or have earned their college degrees. Twenty-one percent have household incomes greater than \$75,000 per year.

Black New AC/Smooth Jazz fans spend an average of eight hours and 45 minutes per week listening to their favorite stations.

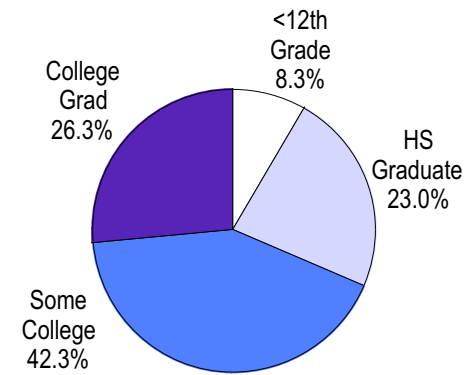
Black New AC/Smooth Jazz listeners are seven percent more likely than the general black population to own their homes. Conversely, they are seven percent less likely than typical black consumers to have children in the household.

Average Age of P1 Listeners
49
Proportion of Listening from P1s
68%

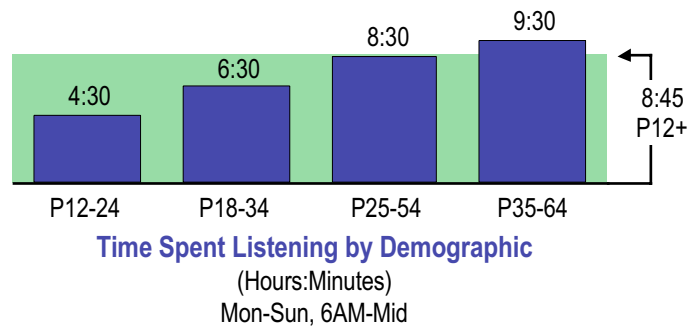
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



New Adult Contemporary/Smooth Jazz

Purchasing Behavior

Black New AC/Smooth Jazz aficionados are 42 percent more likely than the average black consumer to live in a household that is planning to buy or lease a new midsize car in the next 12 months and 32 percent more likely to live in one that is planning to purchase or lease a new SUV. They are 26 percent more likely than the norm to be planning to purchase a wireless/cellular service for another household member in the next year. They live in households that spend an average of \$103 per week on groceries.

Black New AC/Smooth Jazz listeners are 37 percent more likely than average to live in a household that has a money market account and 40 percent more likely to live in one that has mutual funds.

Leisure Activities

Black New AC/Smooth Jazz fans are 30 percent more likely than the typical black consumer to have gone snow skiing and 50 percent more likely to have played tennis in the past year. Twenty-four percent have gone to a movie theater 3+ times over the past three months. They are slightly more likely than the average black American to have patronized fast-food restaurants 5+ times in the past 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

New AC/Smooth Jazz Strengths

This format's black listeners are more likely to:

	Black New AC/Smooth Jazz Listeners Represent This % of the Category	% of Black New AC/Smooth Jazz Listeners	Index (100= Black National Average)
Live in a household planning to buy or lease a new midsize car in the next 12 months	22.8%	3.6%	142
Live in a household planning to buy/lease a new SUV in the next 12 months	21.2%	6.6%	132
Buy a wireless/cellular service for another household member in the next 12 months	20.2%	7.7%	126
Live in a household that has a money market account	21.9%	10.7%	137
Live in a household that invests in mutual funds	22.3%	24.8%	140
Have gone snow skiing in the past 12 months	20.8%	2.3%	130
Have played tennis in the past 12 months	24.0%	6.0%	150
Have attended movies 3+ times in the past 3 months	19.5%	24.1%	122
Have eaten at fast-food restaurants 5+ times in the past 30 days	16.3%	59.3%	102
Own residence	17.2%	55.7%	107



Scarborough Data

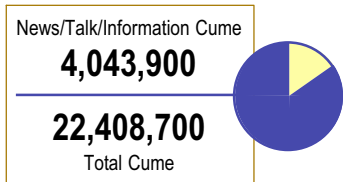
News/Talk/ Information

Includes news, business news, talk and sports formats.

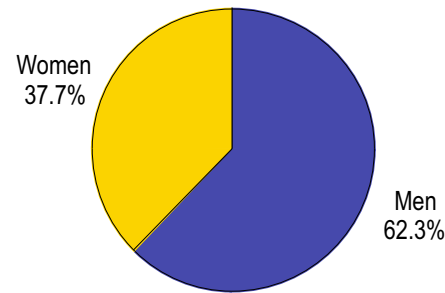
A Few Format Highlights

Men dominate News/Talk/Information (NTI) listening. Sixty-two percent of NTI's black listeners are Men 18+, while about 38 percent are Women 18+.

Almost 28 percent of the black listening audience for NTI are Adults 65+. Another 58 percent are adults ages 35 to 64.



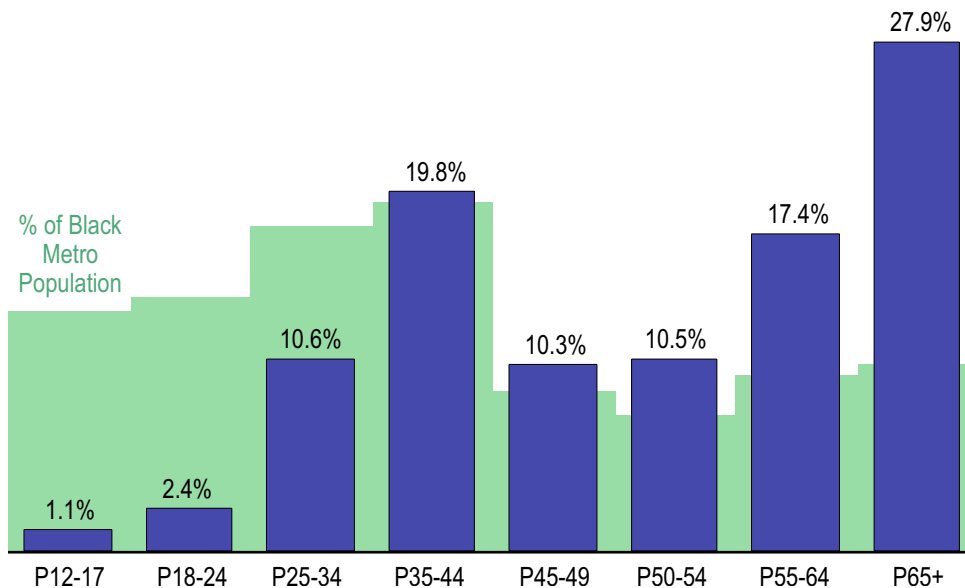
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

News/Talk	3.8%
All News	2.0%
All Sports	1.2%
Talk/Personality	1.1%
Total News/Talk/Information	8.2%

**AQH Share of
News/Talk/Information Formats**
Mon-Sun, 6AM-Mid, Persons 12+

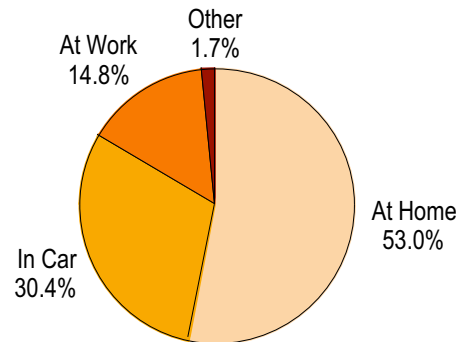


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

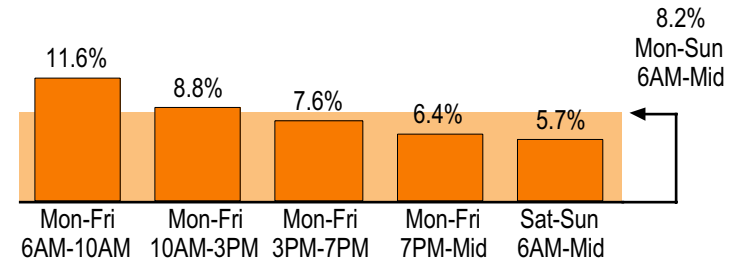
News/Talk/Information

Black listening to News/Talk/Information occurs primarily at home and in the car. The format performs best during morning drive (6AM-10AM, Monday through Friday).

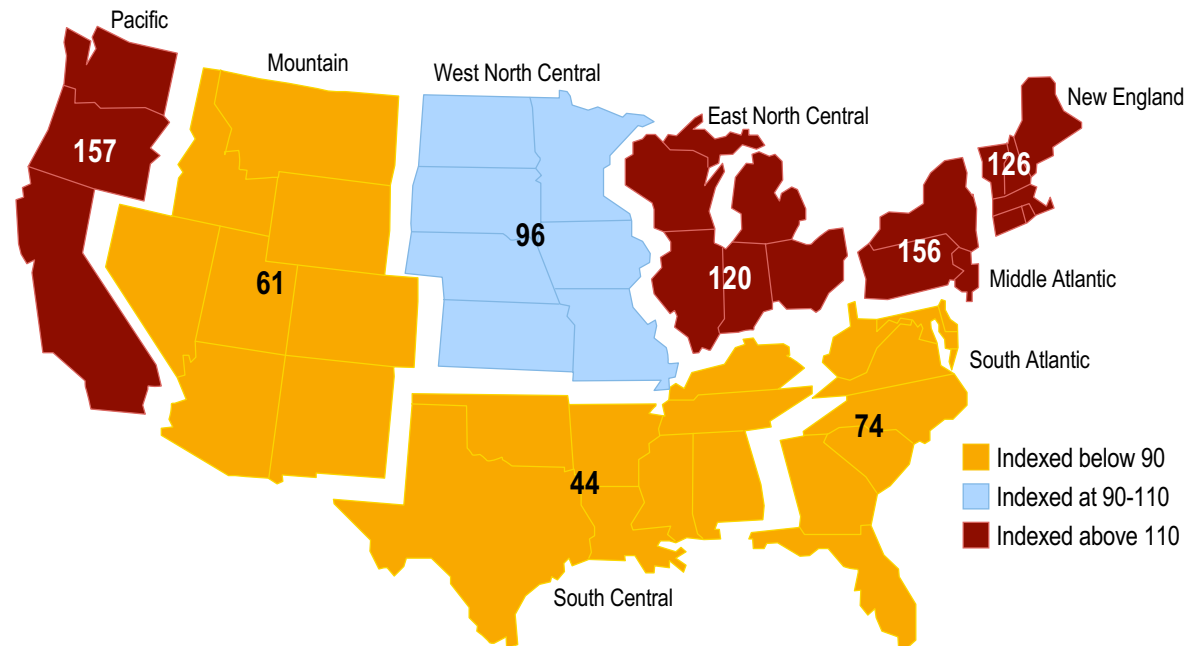
Shares of black listenership to News/Talk/Information are strongest in the Middle Atlantic, Pacific and New England regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

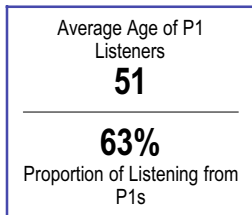
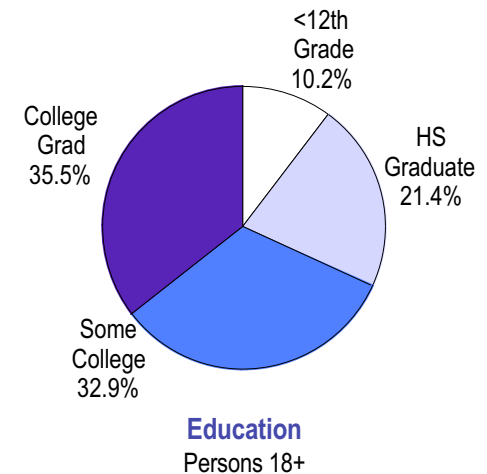
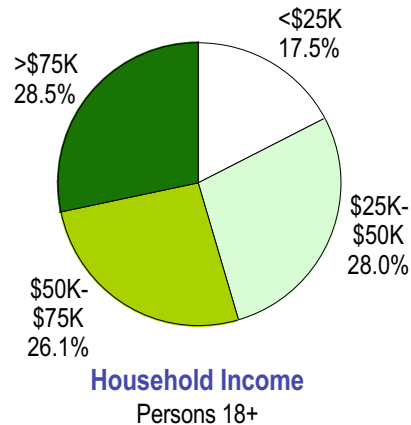
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

News/Talk/ Information

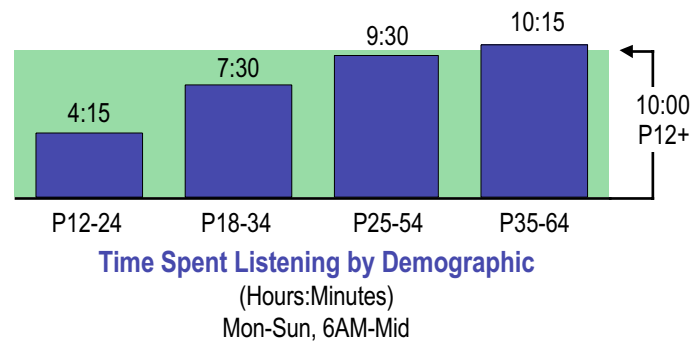
Sixty-eight percent of black News/Talk/Information listeners have attended some college or have earned their college degrees. Nearly 30 percent live in households that earn more than \$75,000 per year. An additional 26% live in households that earn between \$50,000 and \$75,000 annually.

Black News/Talk/Information listeners tune in for an average of 10 hours per week.

Black News/Talk/Information enthusiasts are the most likely of any format group to own their residences. They are much less likely than the average black American to have children in the household.



Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



News/Talk/ Information

Purchasing Behavior

Black News/Talk/Information (NTI) listeners account for 18 percent of the black consumers whose households are planning to buy/lease a new luxury vehicle in the next 12 months. They are 38 percent more likely than the norm to live in a household that is planning to purchase an MP3 player in the next year. Black NTI fans spend about \$103 per household per week on groceries, which is just above the national average for black consumers. Black NTI listeners live in households that consume most types of financial products and services at rates well above the national average for black Americans.

Leisure Activities

NTI fans account for nearly one-quarter of the blacks who golfed and/or played tennis in the past 12 months. They are slightly more likely than average to have attended movies 3+ times in the past three months.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

News/Talk/Information Strengths

This format's black listeners are more likely to:

	Black NTI Listeners Represent This % of the Category	% of Black NTI Listeners	Index (100= Black National Average)
Live in a household planning to buy or lease a new luxury vehicle in the next 12 months	18.3%	3.1%	118
Live in a household planning to buy an MP3 player in the next 12 months	21.3%	3.6%	138
Live in a household that has a money market fund	24.1%	17.8%	156
Live in a household that has a mutual fund	23.8%	27.3%	154
Have played golf in the past 12 months	23.9%	10.0%	155
Have played tennis in the past 12 months	23.0%	6.0%	149
Have attended movies 3+ times in the past 3 months	16.5%	21.1%	107
Own residence	18.3%	61.5%	119



Scarborough Data

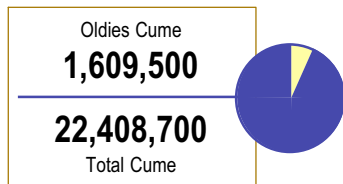
Oldies

Specializes in Rock-era Oldies, including '70s hits, '80s hits and Rhythmic Oldies, usually those played on Top 40 stations.

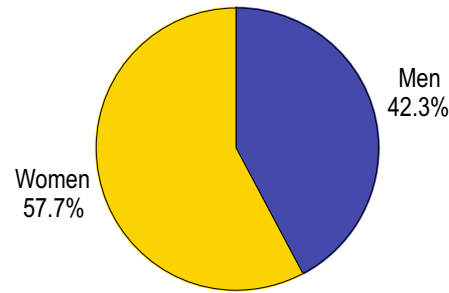
A Few Format Highlights

The black listening audience for the Oldies format is 58 percent Women 18+ and 42 percent Men 18+.

Oldies is a popular format among the black over-35 crowd, especially with those between 35 and 44, who compose about 20 percent of the audience.



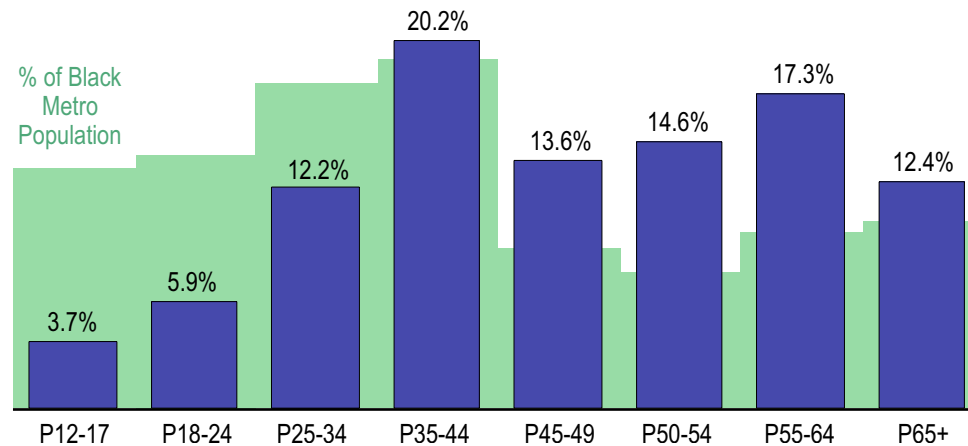
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Oldies	1.3%
Rhythmic Oldies	0.8%
Classic Hits	0.2%
'80s Hits	0.1%
Total Oldies	2.4%

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

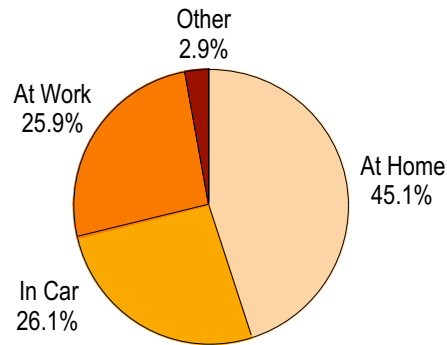


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

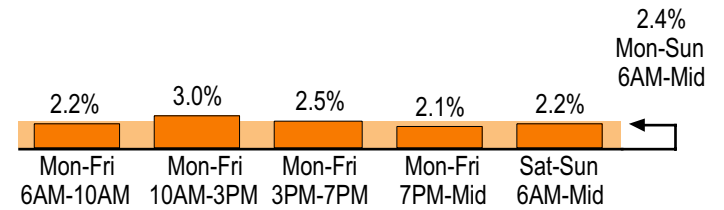
Oldies

Fifty-five percent of this format's black listening occurs away from home. Accordingly, Oldies captures its highest share of listening from 10AM to 3PM, Monday through Friday.

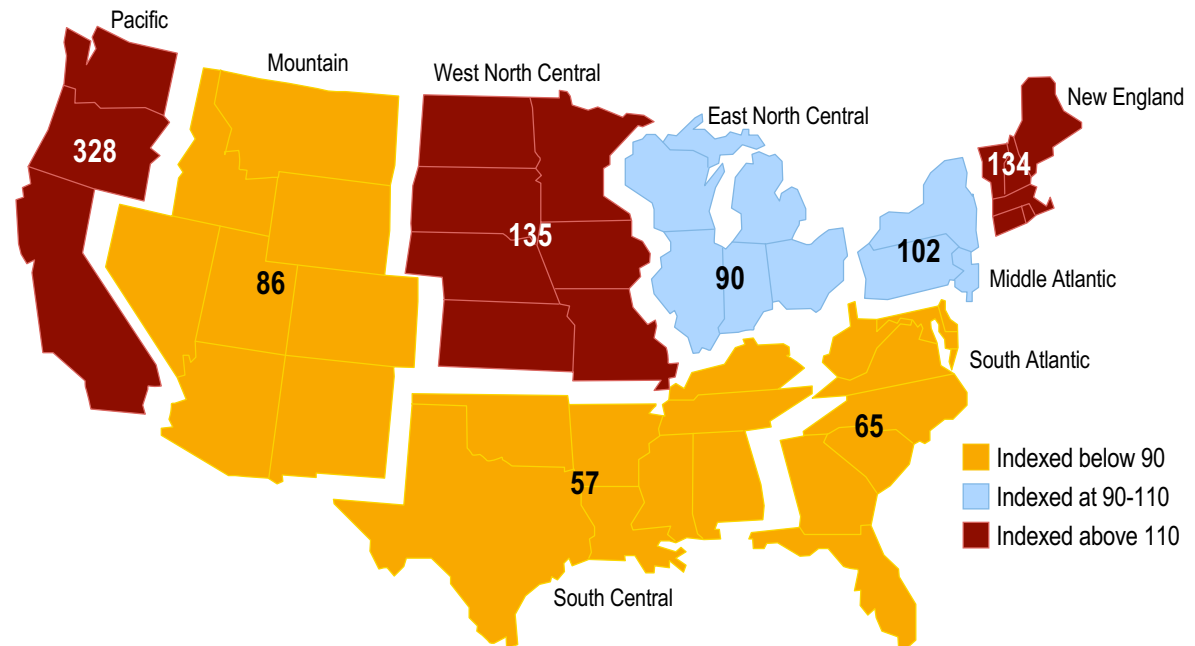
Oldies performs very well among black listeners in the Pacific region.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

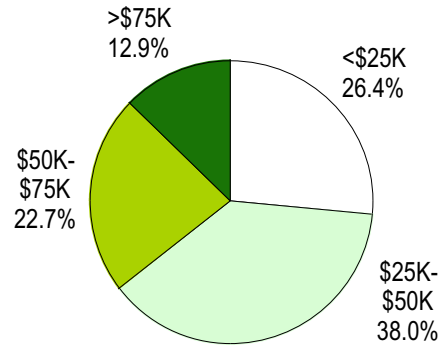
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Oldies

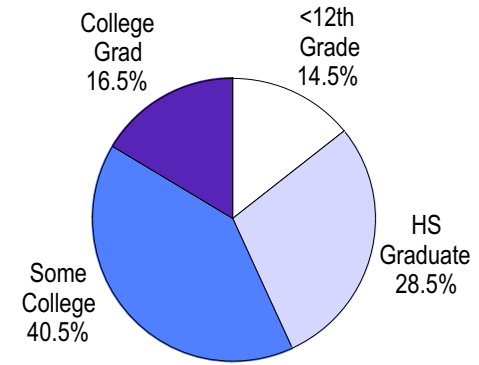
About 41 percent of black persons who listen to Oldies have attended some college, while approximately 17 percent have earned their degrees. Nearly 36 percent have household incomes of \$50,000 or more per year.

Black listeners to Oldies spend an average of seven hours and 45 minutes tuning in per week.

Forty-nine percent own their residences, a figure that is slightly below the national average for black Americans. They are just as likely as the typical black consumer to have children in the household.



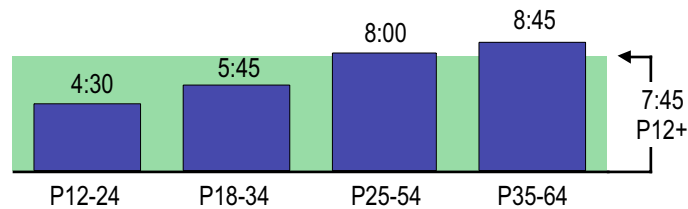
Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
46
Proportion of Listening from P1s
69%

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004



Time Spent Listening by Demographic

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

Oldies

Purchasing Behavior

Black Oldies listeners are 22 percent more likely than the average black consumer to live in a household planning to buy or lease a new vehicle in the next 12 months. They are 27 percent more likely than the norm to live in a household that is planning to buy a satellite TV subscription in the next year. Black Oldies fans live in households that spend an average of \$103 per week on groceries, a figure that is a little above the national average for black consumers. Black Oldies enthusiasts are 26 percent more likely than the typical black American to have an Individual Retirement Account.

Leisure Activities

Black Oldies fans are 30 percent more likely than the average black consumer to have gone hiking/backpacking and 23 percent more likely to have played team sports in the past year. They are a little more likely than the typical black consumer to have gone to the movies 3+ times in the past three months. Sixty-one percent of black Oldies listeners have visited fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Oldies Strengths

This format's black listeners are more likely to:

	Black Oldies Listeners Represent This % of the Category	% of Black Oldies Listeners	Index (100= Black National Average)
Live in a household planning to buy/lease a new vehicle in the next 12 months	7.3%	17.0%	122
Live in a household planning to buy a satellite TV subscription in the next 12 months	7.6%	5.2%	127
Live in a household that has an IRA	7.5%	11.7%	126
Have gone hiking/backpacking in the past 12 months	7.8%	6.9%	130
Have played team sports in the past 12 months	7.3%	15.3%	123
Have attended movies 3+ times in the past 3 months	6.3%	21.0%	106
Have eaten at fast-food restaurants 5+ times in the past 30 days	6.3%	61.4%	106



Scarborough Data

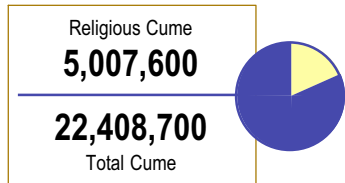
Religious

Includes Gospel and "Contemporary Christian" formats as well as non-music-based religious stations specializing in "teaching programs."

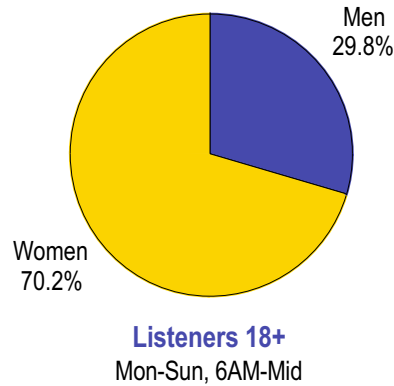
A Few Format Highlights

This format appeals greatly to black female listeners. Seventy percent of the black adult audience for Religious stations are women. About 30 percent are men.

Religious radio is most popular with black listeners over 35 years of age, who account for 80 percent of the audience.



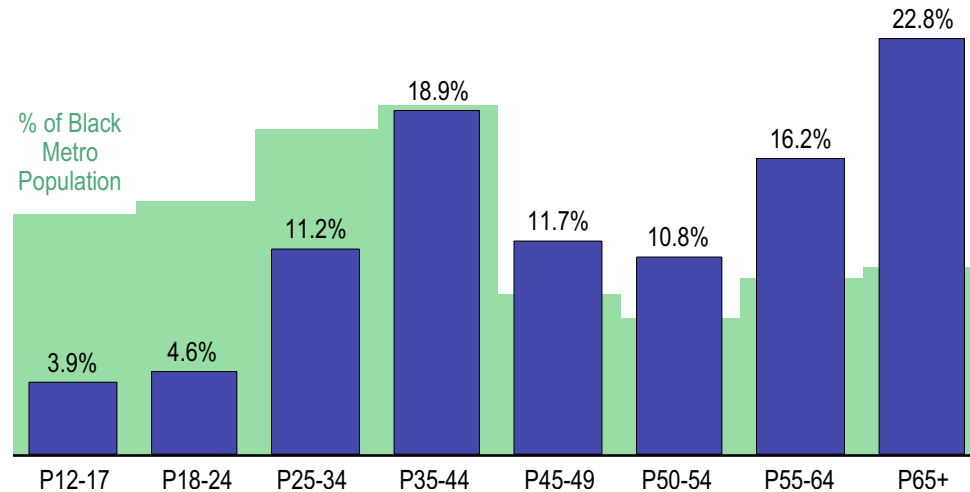
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Gospel	5.2%
Religious	2.8%
Contemporary Inspirational	1.5%
Contemporary Christian	1.1%
Southern Gospel	0.0%
Total Religious	10.6%

AQH Share of Religious Formats

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



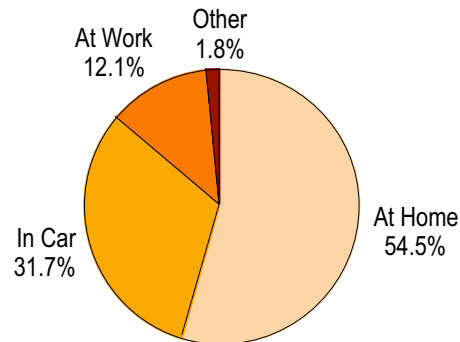
Audience Composition

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

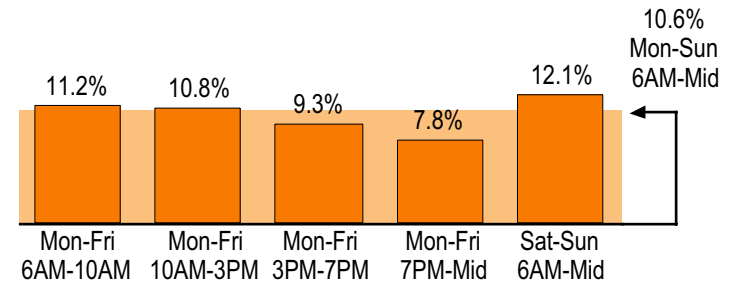
Religious

The majority of black listening to Religious stations occurs at home. This format captures its highest share of listening on weekends and weekday mornings (6AM-10AM, Monday through Friday).

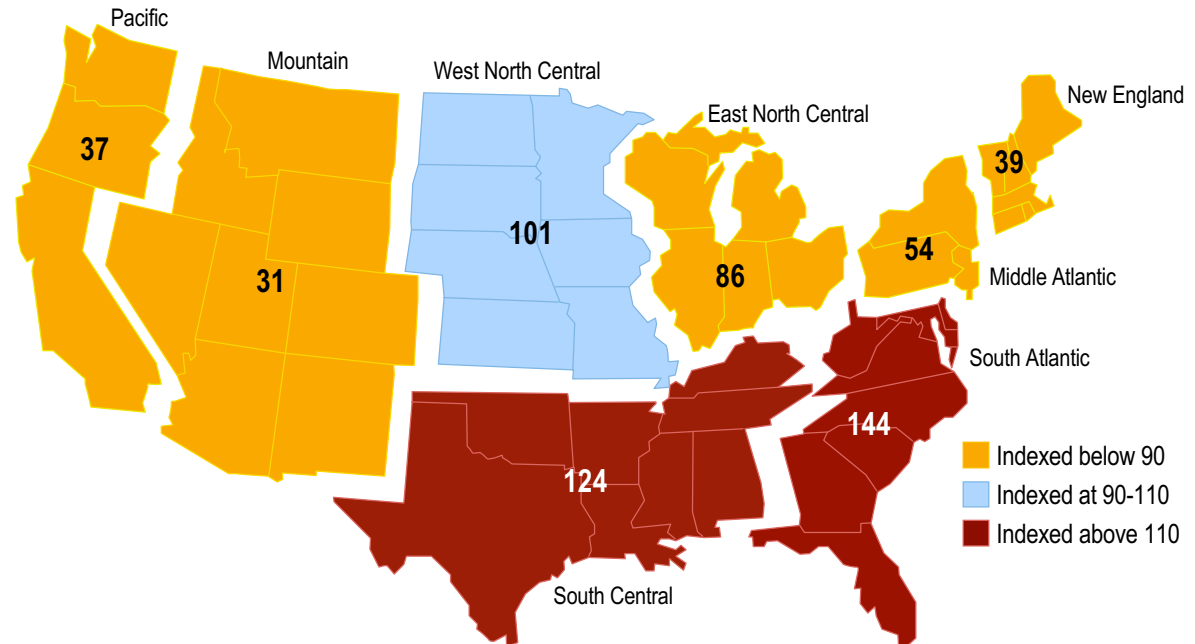
Religious formats perform best in the South Atlantic and South Central regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Religious

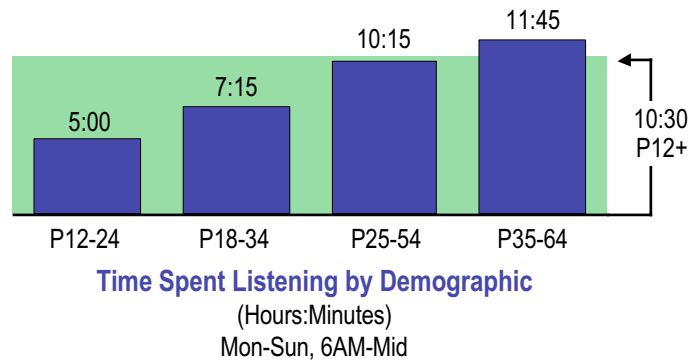
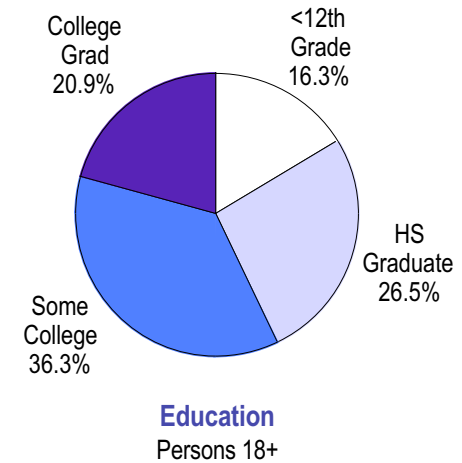
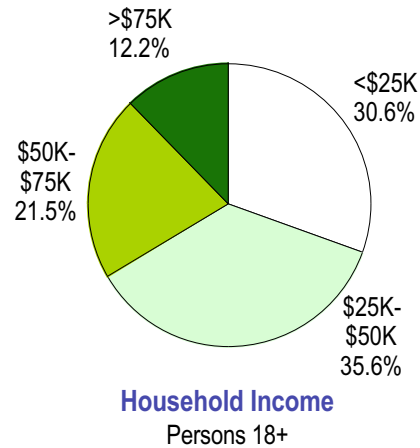
Fifty-seven percent of black Religious listeners have education beyond the high-school level. Two-thirds live in households that earn \$25,000 or more per year.

Black fans of Religious formats are avid listeners, tuning in for an average of 10 hours and 30 minutes per week.

Black consumers who listen to Religious stations are 13 percent more likely than the general black population to own their homes. Slightly more than 52 percent have children in the household, a proportion that closely reflects the national average for black consumers.

Average Age of P1 Listeners
47
Proportion of Listening from P1s
75%

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Religious

Purchasing Behavior

Black listeners to Religious stations are 25 percent more likely to live in a household that is planning to buy a used luxury vehicle in the next 12 months than the typical black American. They are 18 percent more likely to live in a household that is planning to purchase a home security system in the next year. They are slightly more likely than the norm to live in households that have spent \$200 or more on groceries in the past week. Twenty-one percent of black Religious fans live in households that have mutual funds.

Leisure Activities

Black Religious enthusiasts are 31 percent more likely than the typical black American to have done sewing/crafts and 19 percent more likely to have taken an adult continuing education course in the past 12 months. Black Religious listeners patronized fast-food restaurants at rates that closely reflect the national average for black Americans.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Religious Strengths

This format's black listeners are more likely to:

	Black Religious Listeners Represent This % of the Category	% of Black Religious Listeners	Index (100= Black National Average)
Live in a household planning to buy a used luxury vehicle in the next 12 months	24.3%	2.6%	125
Live in a household planning to buy a home security system in the next year	22.9%	3.8%	118
Live in a household that has spent \$200+ on groceries in the past 7 days	19.8%	10.8%	102
Live in a household that has a mutual fund	22.5%	20.6%	116
Have sewed/done crafts in the past 12 months	25.4%	18.0%	131
Have taken an adult continuing education course in the past 12 months	23.1%	17.7%	119
Have eaten at fast-food restaurants 5+ times in the past 30 days	19.5%	58.6%	101
Own residence	21.8%	58.4%	113
Have children in household	19.7%	52.5%	101



Scarborough Data

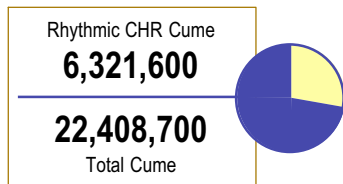
Rhythmic Contemporary Hit Radio

Current Rhythm-and-Blues, Hip-Hop and dance hits. Includes popular dance music.

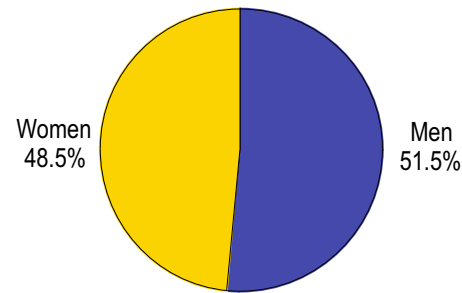
A Few Format Highlights

Rhythmic CHR audience splits almost evenly between men and women.

Like CHR, Rhythmic CHR is most popular among younger people. Nearly three-quarters of Rhythmic CHR listeners are under the age of 35. Twenty-three and a half percent are teens.



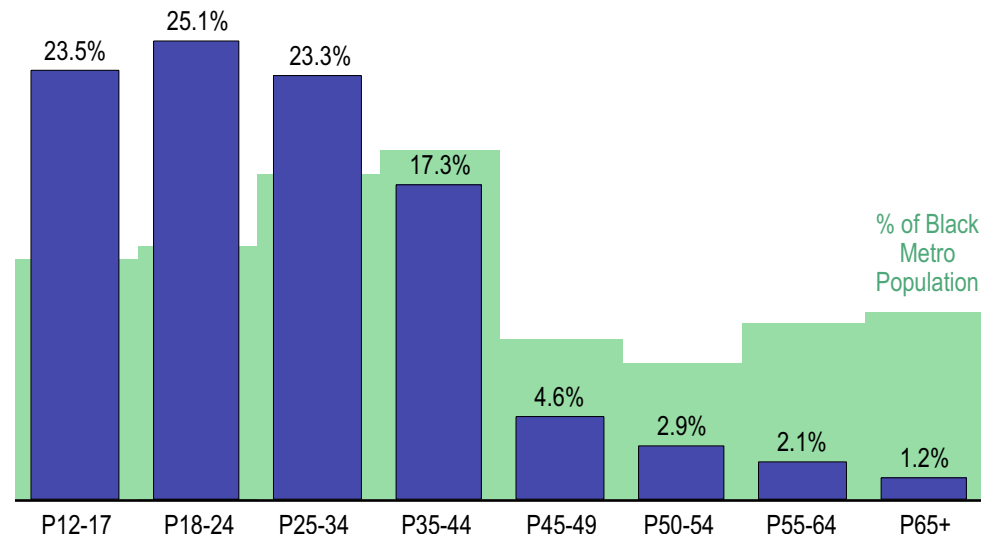
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Rhythmic Contemporary Hit Radio 10.6%

AQH Share of Rhythmic Contemporary Hit Radio Format
Mon-Sun, 6AM-Mid, Persons 12+

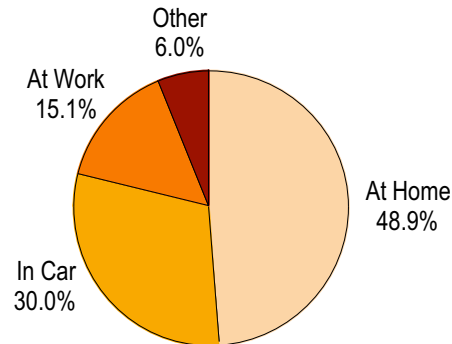


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

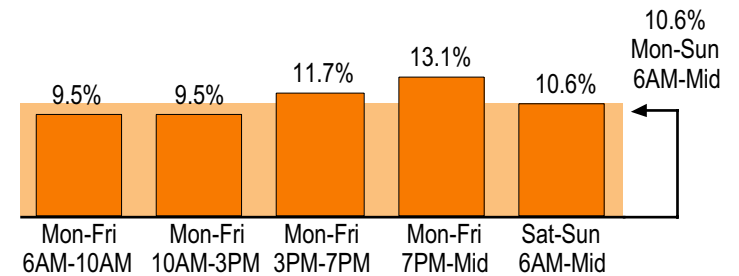
Rhythmic Contemporary Hit Radio

Rhythmic CHR posts its highest share of black listening on weekday evenings from 7PM to Midnight. Most of the listening to this format occurs at home or in the car.

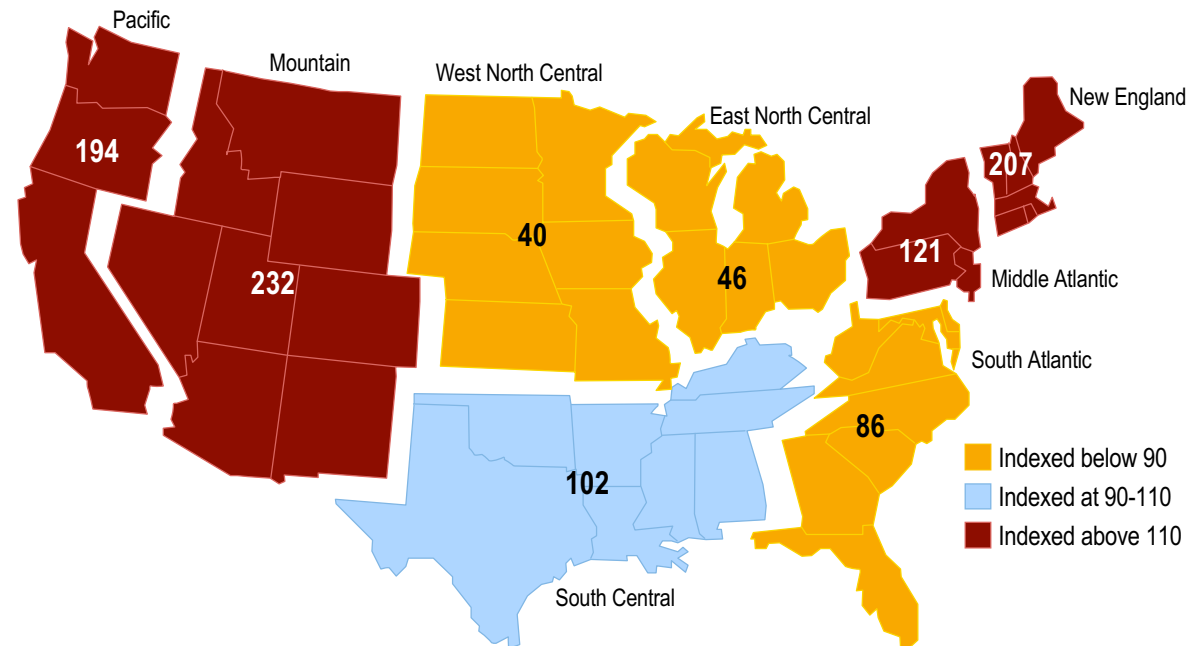
Rhythmic CHR is a favorite among black listeners in the New England, Mountain and Pacific regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Rhythmic Contemporary Hit Radio

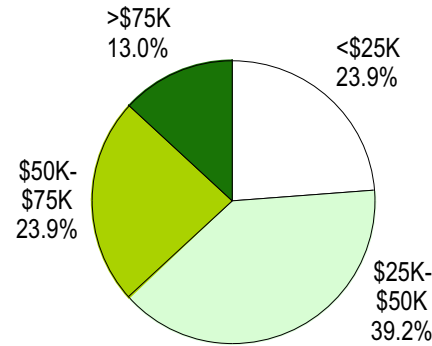
Three-quarters of black Rhythmic CHR listeners are either high-school graduates or have attended some college. Forty-seven percent live in households that earn \$50,000 or more per year.

Rhythmic CHR fans who are black tune in to their favorite stations each week for an average of eight hours and 30 minutes.

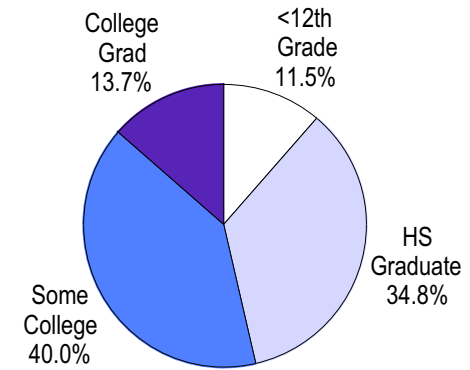
Black Rhythmic CHR fans are the most likely of any format group to have children in the household. Only 39 percent own their homes, which is well below the national average for black consumers. This stands to reason, given that most of the format's listeners are young people.

Average Age of P1 Listeners
25
Proportion of Listening from P1s
69%

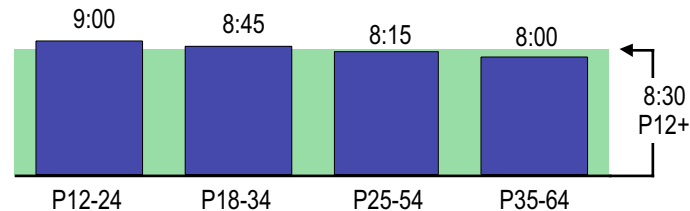
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

Rhythmic Contemporary Hit Radio

Purchasing Behavior

Black Rhythmic CHR listeners are 32 percent more likely than the typical black consumer to live in a household that is planning to buy or lease a new SUV in the next 12 months. Their households are much more likely than the norm to be planning to purchase electronic entertainment devices, such as MP3 players, digital cameras and video game systems, in the next year. They are 16 percent more likely than the typical black consumer to live in a household that has spent \$200+ in the past week on groceries. Black Rhythmic CHR fans are 49 percent more likely than the norm to live in households that use online banking.

Leisure Activities

Rhythmic CHR listeners are 58 percent more likely than the general black population to have gone in-line skating in the past year. They are 39 percent more likely than the average black consumer to have seen movies 3+ times in the past three months. Rhythmic CHR listeners are 14 percent more likely than the typical black American to have visited fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Rhythmic CHR Strengths

This format's black listeners are more likely to:

	Black Rhythmic CHR Listeners Represent This % of the Category	% of Black Rhythmic CHR Listeners	Index (100= Black National Average)
Live in a household planning to buy or lease a new SUV in the next 12 months	27.8%	6.6%	132
Live in a household planning to buy an MP3 player in the next 12 months	30.1%	3.7%	143
Live in a household planning to buy a digital camera in the next 12 months	26.7%	13.6%	127
Live in a household that has spent \$200+ on groceries in the past 7 days	24.4%	12.3%	116
Live in a household that has/uses online banking	31.5%	16.0%	149
Have gone in-line skating in the past 12 months	33.3%	5.3%	158
Have played team sports in the past 12 months	32.9%	19.5%	156
Have attended movies 3+ times in the past 3 months	29.2%	27.4%	139
Have eaten at fast-food restaurants 5+ times in the past 30 days	24.1%	66.4%	114
Have children in household	27.2%	66.8%	129



Scarborough Data

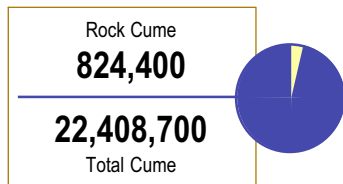
Rock

Rock-based music from the mid-'70s to the present. Includes Album Rock and Classic Rock.

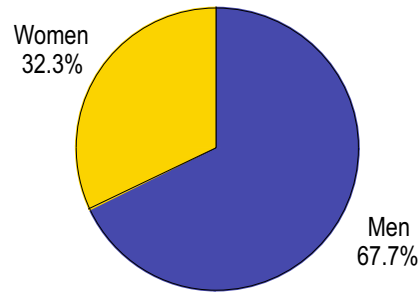
A Few Format Highlights

Rock attracts the largest proportion of black male listeners. Men account for more than two-thirds of the black adult audience for Rock stations. Women are approximately the remaining third.

Over half (52 percent) of Rock's black listeners are adults ages 25-44. Only nine percent are over age 55.



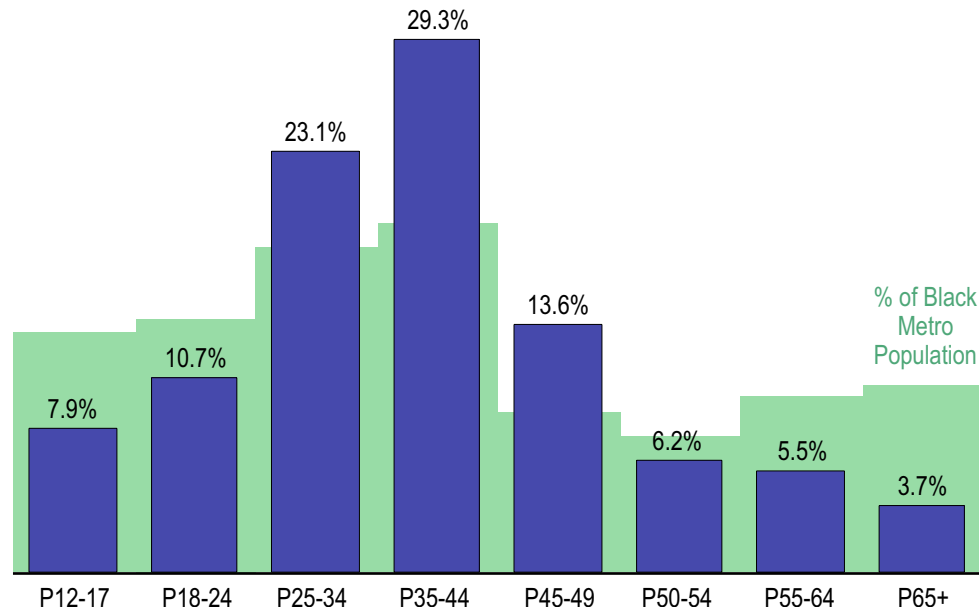
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Classic Rock	0.6%
AOR	0.2%
Active Rock	0.2%
Total Rock	1.0%

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

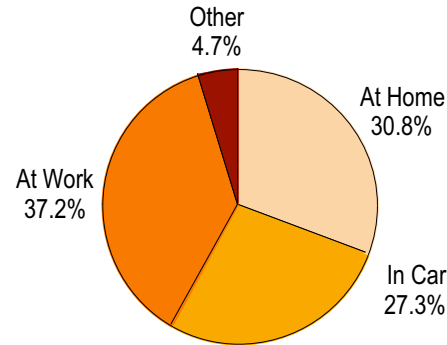


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

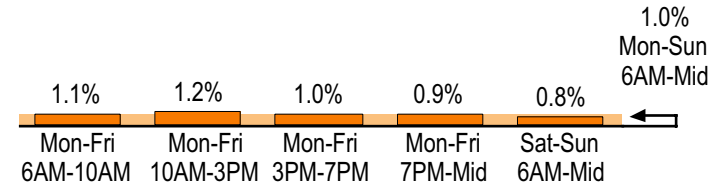
Rock

Black persons are a little more likely to listen to Rock at work than at home. Rock's share of black listenership distributes fairly evenly across dayparts.

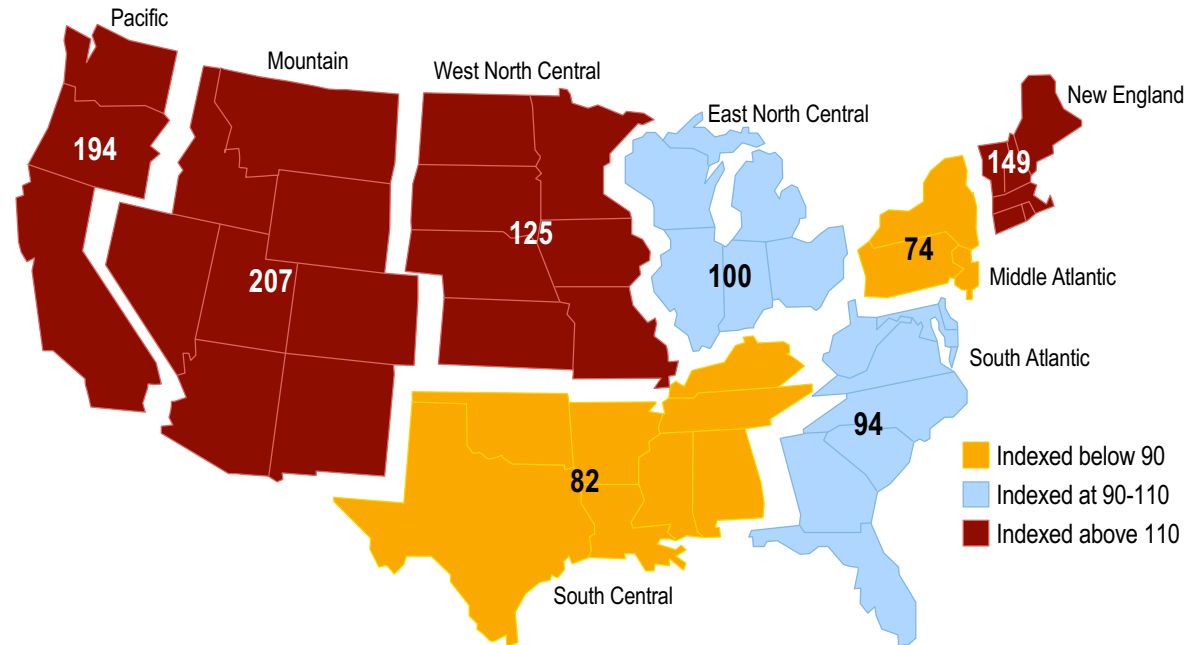
Rock is particularly popular among black listeners in the Mountain, Pacific and New England regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

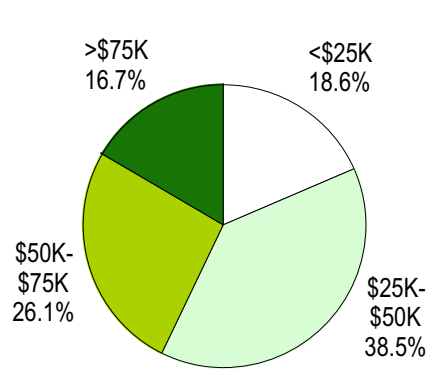
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Rock

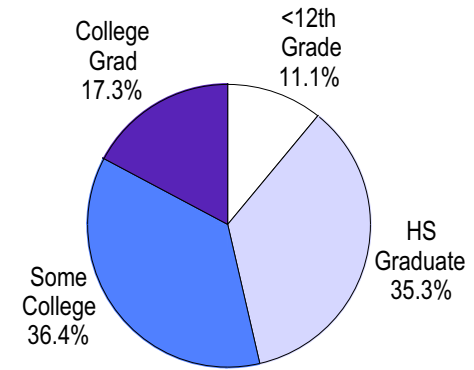
Thirty-six percent of black Rock fans have attended some college, and 17 percent have earned their college degrees. Just over one-quarter earn between \$50,000 and \$75,000 per year.

Blacks who tune in to Rock stations listen for an average of six hours and 15 minutes each week.

About four out of 10 black Rock listeners own their homes, while about five out of 10 is the norm for black consumers. Forty-six percent have children in the household, a proportion that is well below the national average for black consumers.



Household Income
Persons 18+



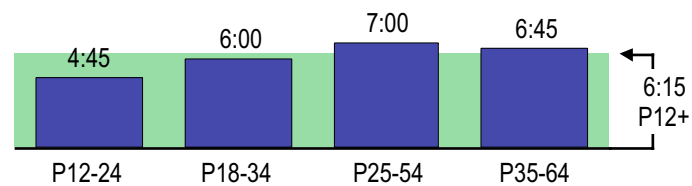
Education
Persons 18+

Average Age of P1 Listeners

35

66%

Proportion of Listening from P1s



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Rock

Purchasing Behavior

About 22 percent of black Rock listeners live in a household planning to buy a used vehicle in the next 12 months. They are 22 percent more likely than the norm to live in a household that is planning to buy a digital camera in the next year. They live in households that spend an average of \$102 per week on groceries, a figure that parallels the national average for black consumers. Black Rock aficionados are 22 percent more likely than the typical black consumer to live in a household that has/uses an ATM card.

Leisure Activities

Black Rock enthusiasts are 49 percent more likely than the average black American to have gone fishing and 37 percent more likely to have gone swimming in the past 12 months. One-quarter of black Rock fans have gone to the movies 3+ times in the past three months. They are a little more likely than average to have eaten at fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004

Rock Strengths

This format's black listeners are more likely to:

	Black Rock Listeners Represent This % of the Category	% of Black Rock Listeners	Index (100= Black National Average)
Live in a household planning to buy a used vehicle in the next 12 months	3.3%	21.9%	133
Live in a household planning to buy a digital camera in the next 12 months	3.0%	13.1%	122
Live in a household that has/uses an ATM card	3.0%	50.1%	122
Have gone fishing in the past 12 months	3.7%	25.4%	149
Have gone swimming in the past 12 months	3.4%	31.2%	137
Have attended movies 3+ times in the past 3 months	3.1%	25.1%	127
Have eaten at fast-food restaurants 5+ times in the past 30 days	2.5%	59.7%	103



Scarborough Data

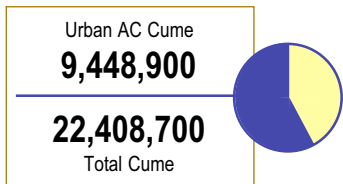
Urban Adult Contemporary

The Urban AC format focuses on '80s/'90s/current hits.

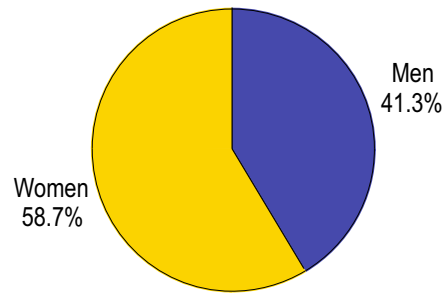
A Few Format Highlights

Urban AC is the second most popular format among black listeners. Urban AC's adult black listeners are more likely to be women (59 percent) than men (41 percent).

More than two-thirds of the black audience for Urban AC are adults aged 25-54. Only four percent of this black audience are teens.



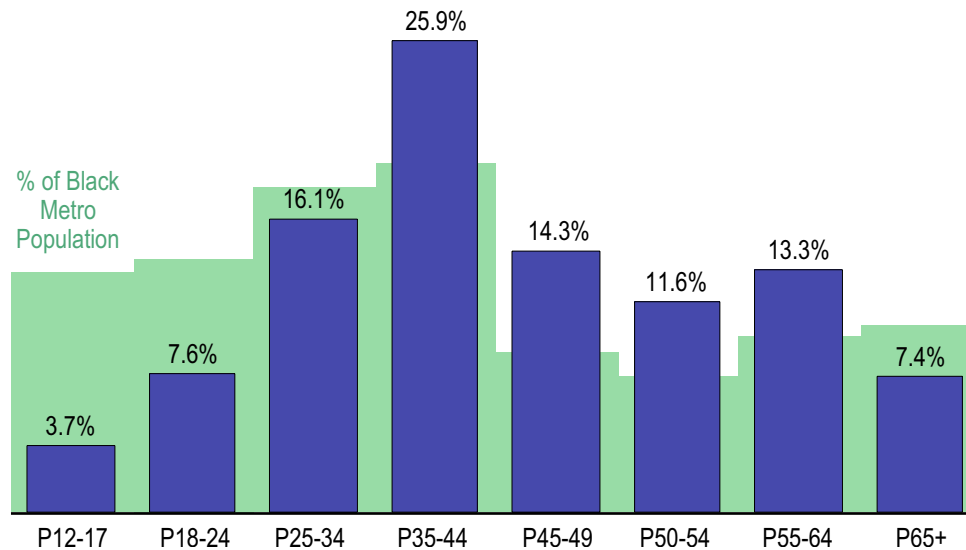
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Urban Adult Contemporary 20.3%

AQH Share of Urban Adult Contemporary Format
Mon-Sun, 6AM-Mid, Persons 12+



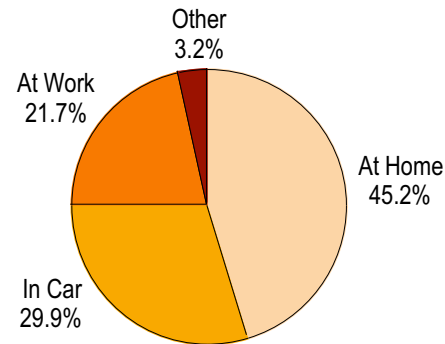
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Urban Adult Contemporary

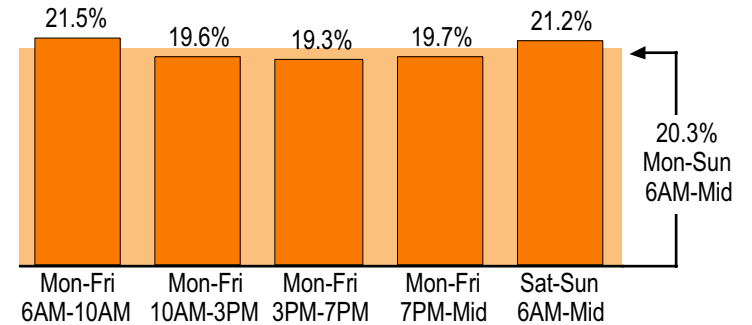
About 45 percent of black listening to Urban AC occurs at home, while about 30 percent takes place in the car.

Black listeners are most likely to listen to Urban AC on the weekends and during morning drive (6AM-10AM, Monday through Friday).

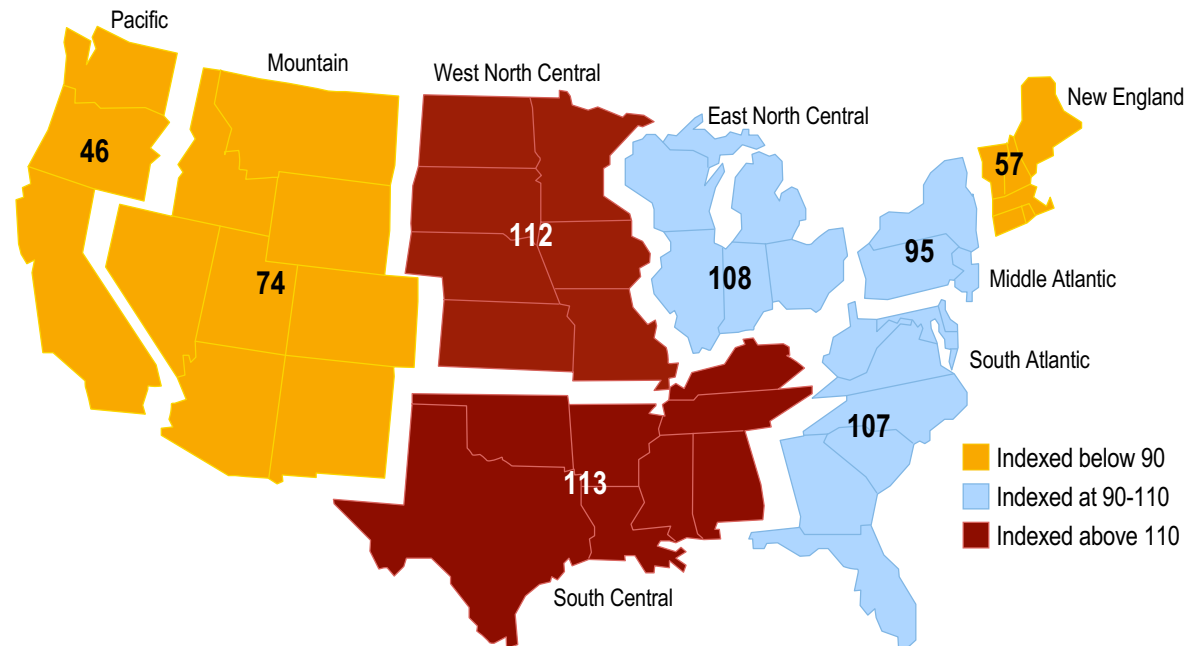
Urban AC posts higher-than-average shares of black listening in the South Central, West North Central, East North Central and South Atlantic regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

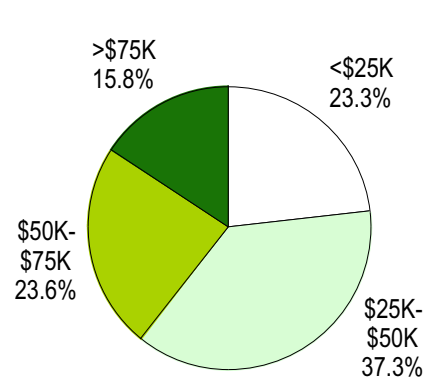
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Urban Adult Contemporary

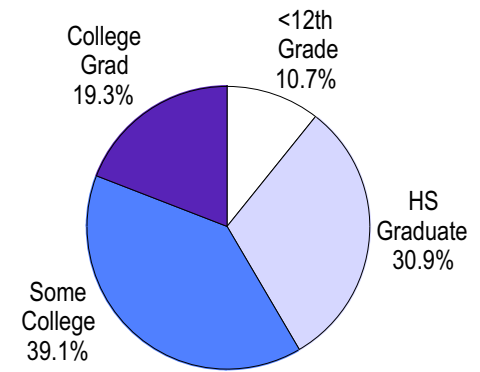
The majority (58 percent) of black Urban AC listeners have attended college. Thirty-nine percent live in households that earn \$50,000 or more per year.

Black Urban AC fans spend an average of 11 hours tuning in each week, tying with Urban Contemporary for the most time spent listening of any format group.

Black Urban AC listeners own their own homes at rates that closely mirror the national average for black Americans. They are 10 percent more likely to have children in the household.

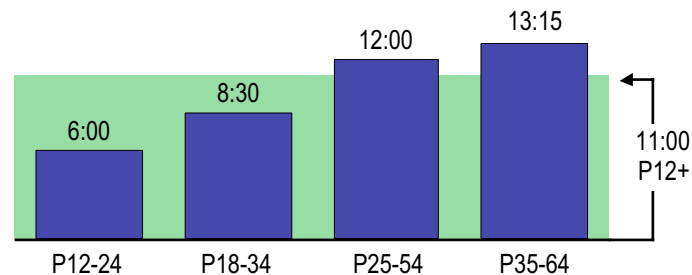


Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
43
Proportion of Listening from P1s
72%



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Urban Adult Contemporary

Purchasing Behavior

Black Urban AC fans account for almost half of the black consumers whose households are planning to buy a used full-size car in the next 12 months. They are 22 percent more likely than average to live in a household that is planning to buy an MP3 player in the next 12 months. They are 13 percent more likely than the typical black consumer to live in a household that has spent \$200+ on groceries in the past seven days. Forty-five percent of black consumers who live in households that have a home improvement loan listen to Urban AC.

Leisure Activities

Black Urban AC listeners are 16 percent more likely than the general black population to have gone in-line skating and 12 percent more likely to have gone bowling in the past year. Forty-two percent of black listeners who have attended movies 3+ times in the past three months tune in to Urban AC. Black Urban AC enthusiasts are six percent more likely than the norm to have visited fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Urban Adult Contemporary Strengths

This format's black listeners are more likely to:

	Black Urban AC Listeners Represent This % of the Category	% of Black Urban AC Listeners	Index (100= Black National Average)
Live in a household planning to buy a used full-size car in the next 12 months	47.0%	2.7%	127
Live in a household planning to buy an MP3 player in the next 12 months	45.3%	3.2%	122
Live in a household that has spent \$200+ on groceries in the past 7 days	42.0%	12.0%	113
Live in a household that has a home improvement loan	45.1%	3.0%	122
Have gone in-line skating in the past 12 months	43.1%	3.9%	116
Have gone bowling in the past 12 months	41.6%	23.9%	112
Have attended movies 3+ times in the past 3 months	41.9%	22.4%	113
Have eaten at fast-food restaurants 5+ times in the past 30 days	39.2%	61.7%	106
Have children in household	40.8%	57.0%	110



Scarborough Data

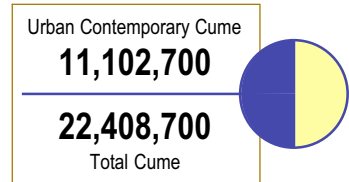
Urban Contemporary

Encompasses Black Adult, Rap, Hip-Hop, Black Contemporary and Black Dance Music.

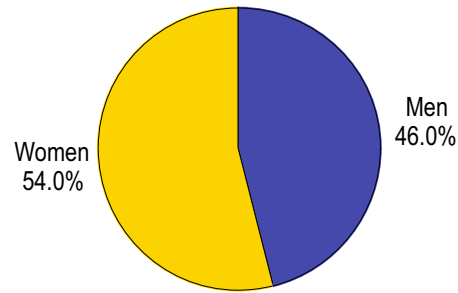
A Few Format Highlights

Urban Contemporary is the most popular format among black listeners. It is more popular with black Women 18+ (54 percent) than Men 18+ (46 percent).

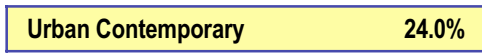
This is a format that appeals to a younger demo, with almost two-thirds of its audience ages 34 and under. Black teens account for 19 percent of the listening.



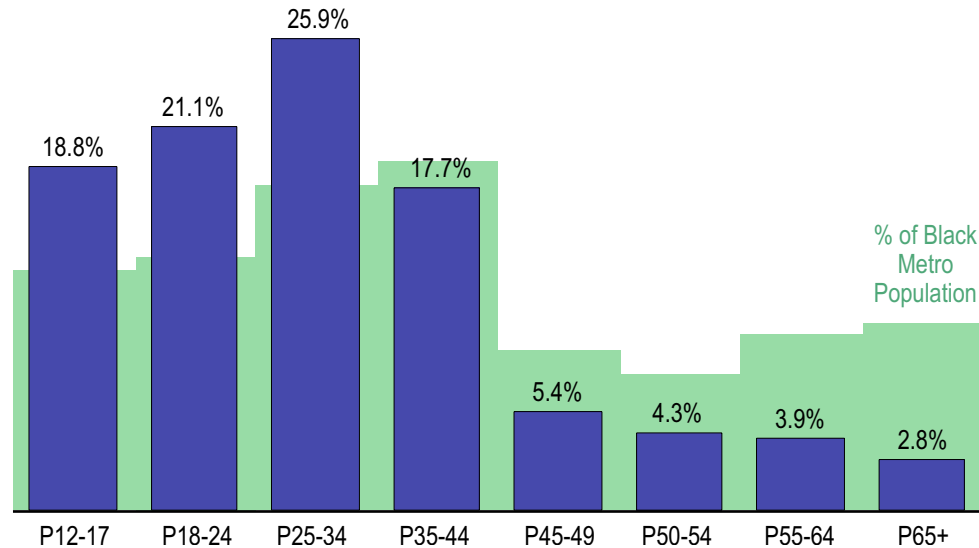
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid



AQH Share of Urban Contemporary Format
Mon-Sun, 6AM-Mid, Persons 12+



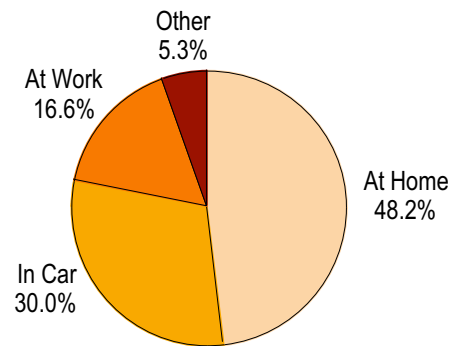
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Urban Contemporary

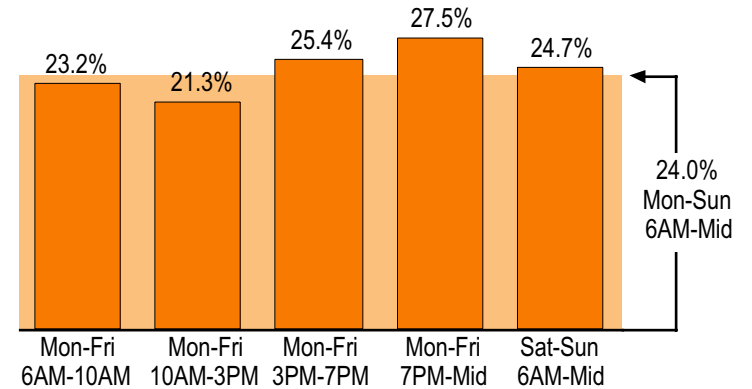
Urban Contemporary fans enjoy listening at home and in their cars.

Although the format posts healthy shares of black listenership across dayparts, it is most popular during weekday nights from 7PM to Midnight.

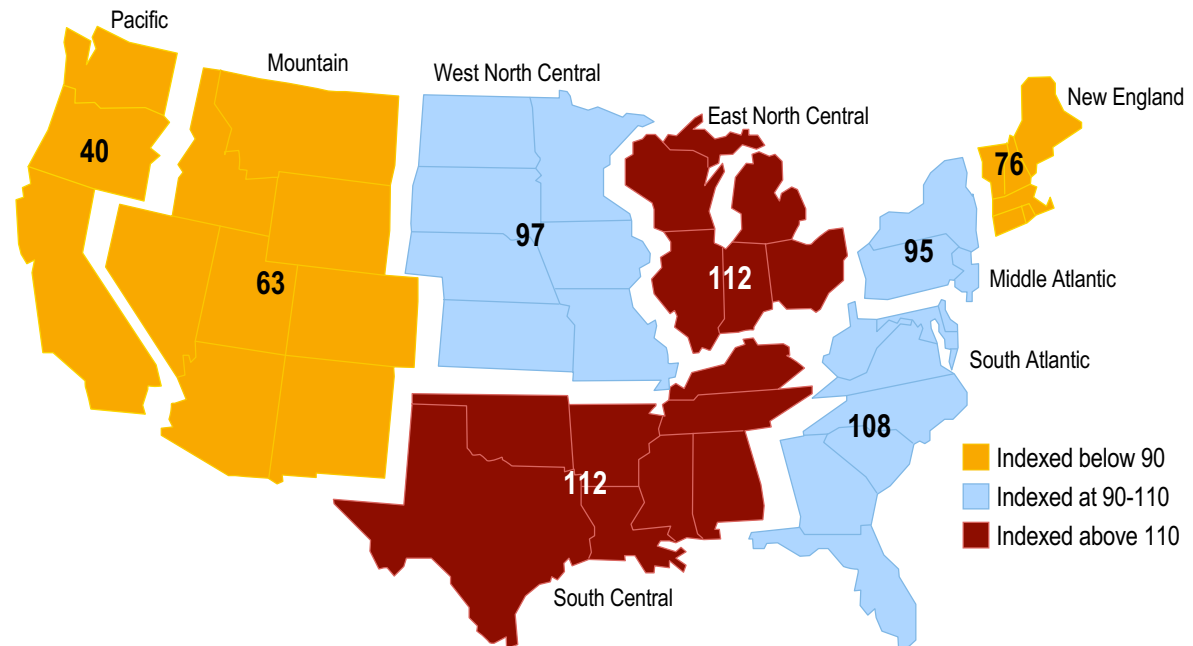
Urban Contemporary is especially popular among blacks in the East North Central and South Central regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Urban Contemporary

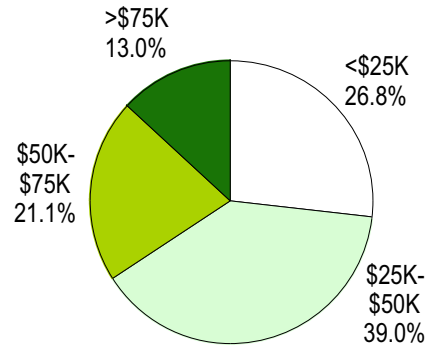
Thirty-eight percent of black Urban Contemporary listeners have attended college; nearly 15 percent have received their college degrees. Seventy-three percent have annual household incomes of \$25,000 or above; 34 percent of households earn \$50,000+ per year.

Black Urban Contemporary fans tie with black Urban Adult Contemporary enthusiasts for spending the most time listening to their favorite stations—an average of 11 hours per week.

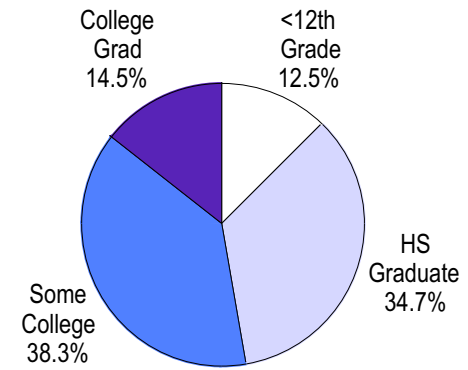
Sixty-three percent have children in the household, a figure that far exceeds the national average for black consumers.

Average Age of P1 Listeners
29
70% Proportion of Listening from P1s

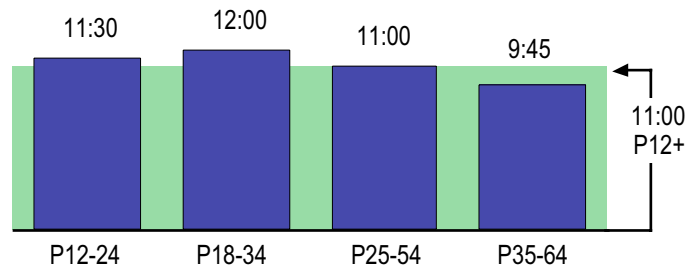
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



Time Spent Listening by Demographic

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

Urban Contemporary

Purchasing Behavior

Urban Contemporary listeners account for 54 percent of the black consumers whose households are planning to buy a used SUV in the next 12 months. They are 37 percent more likely than the norm to live in a household that is planning to purchase a video game system in the next year. Urban Contemporary fans account for 47 percent of the black consumers who live in households that have spent \$200+ in the past week on groceries. They are 15 percent more likely than the average black consumer to live in a household that has a personal loan.

Leisure Activities

Black Urban Contemporary fans are 29 percent more likely than the average black American to have gone in-line skating and 30 percent more likely to have engaged in team sports. They are 15 percent more likely than the norm to have attended movies 3+ times in the past three months. Two-thirds of black Urban Contemporary listeners have patronized fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Urban Contemporary Strengths

This format's black listeners are more likely to:

	Black Urban Contemporary Listeners Represent This % of the Category	% of Black Urban Contemporary Listeners	Index (100= Black National Average)
Live in a household planning to buy a used SUV in the next 12 months	53.9%	5.6%	129
Live in a household planning to buy a video game system in the next 12 months	57.0%	9.7%	137
Live in a household that has spent \$200+ on groceries in the past 7 days	46.9%	11.9%	113
Live in a household that has a personal loan	47.7%	7.8%	115
Have gone in-line skating in the past 12 months	53.7%	4.3%	129
Have played team sports in the past 12 months	54.0%	16.1%	130
Have attended movies 3+ times in the past 3 months	47.8%	22.7%	115
Have eaten at fast-food restaurants 5+ times in the past 30 days	47.6%	66.4%	114
Have children in household	50.8%	63.2%	122



Scarborough Data

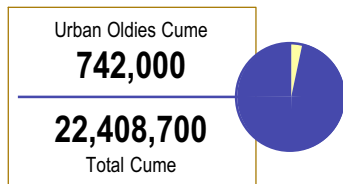
Urban Oldies

Includes Urban Oldies Gold.
Focuses on '60s to '80s in many cases.

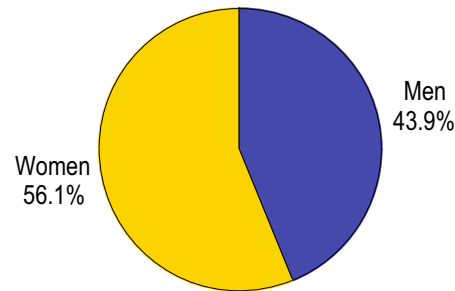
A Few Format Highlights

Black listenership to Urban Oldies is higher among Women 18+ (56 percent) than Men 18+ (44 percent).

Over half of the black audience for Urban Oldies are adults ages 35-54; more than a quarter are adults over age 55.



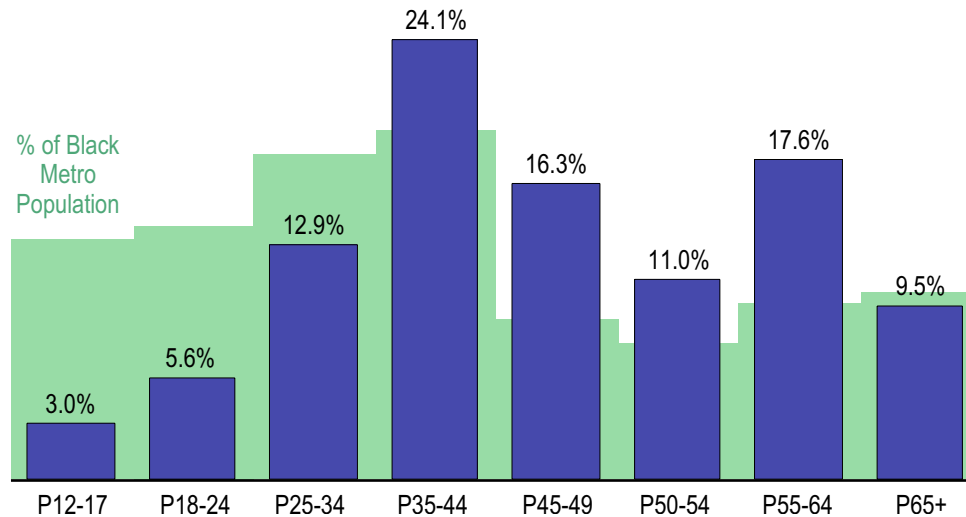
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid



AQH Share of Urban Oldies Format
Mon-Sun, 6AM-Mid, Persons 12+

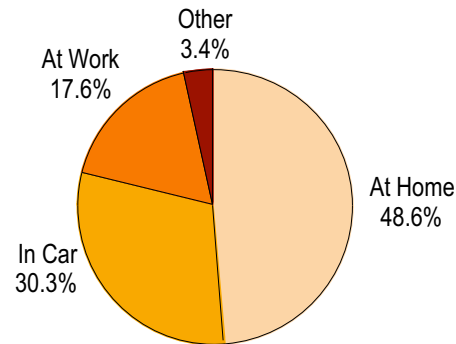


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

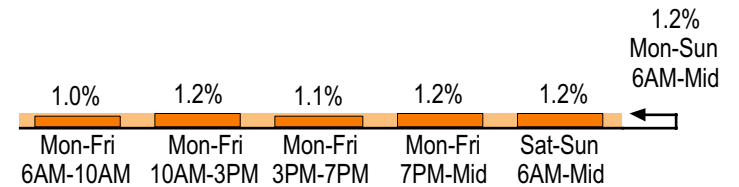
Urban Oldies

Much of black listening to Urban Oldies occurs at home and in the car. The format captures nearly equal shares of black listenership across dayparts.

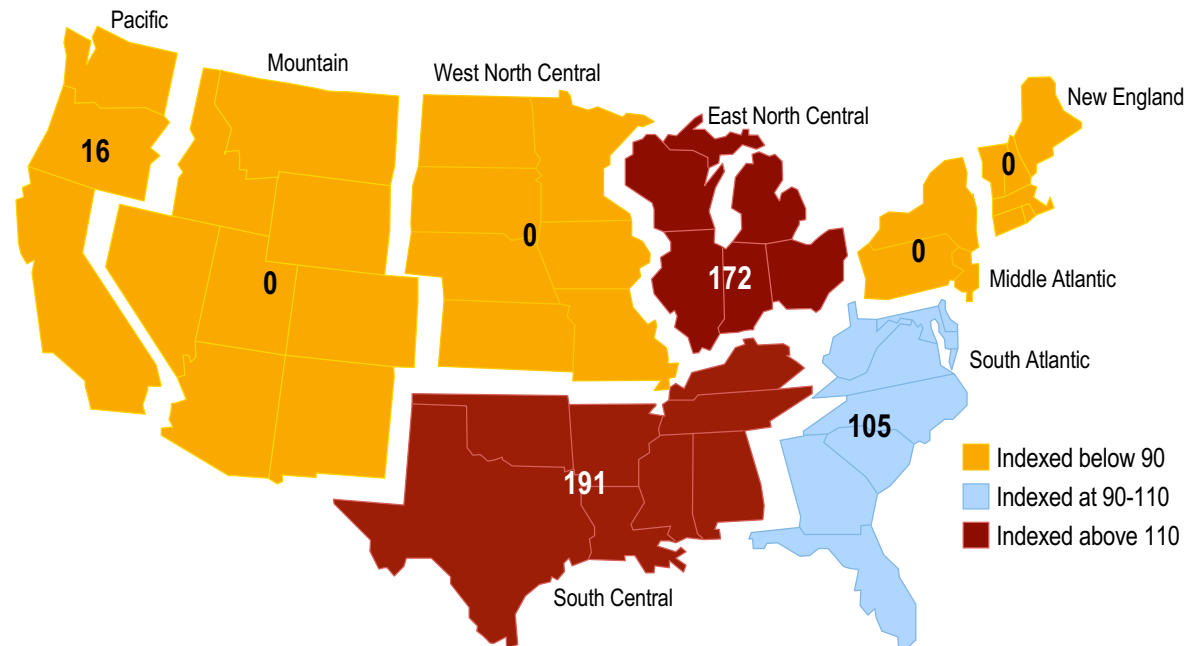
Urban Oldies performs far above average in the South Central and East North Central regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region
100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

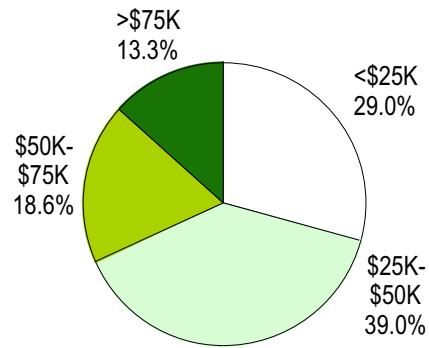
Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas.

Urban Oldies

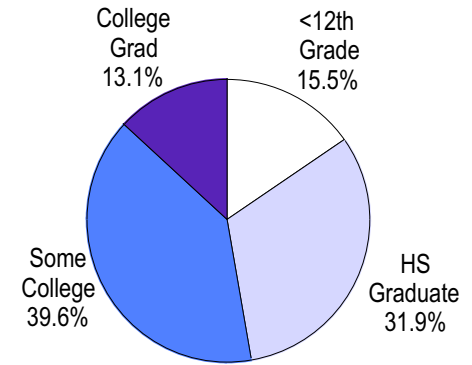
Just over 13 percent of black Urban Oldies listeners are college graduates. More than two-thirds live in households that earn more than \$25,000 annually.

Black fans of Urban Oldies spend an average of eight hours listening to their favorite stations each week.

Black persons who listen to Urban Oldies are four percent more likely than the general black population to be homeowners. They are 11 percent more likely to have children in the household.

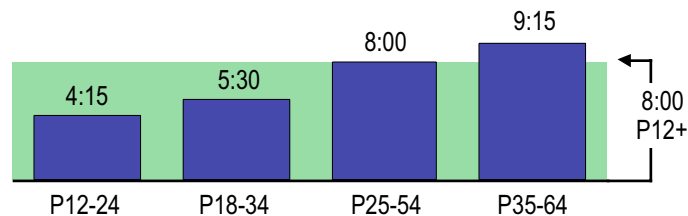


Household Income
Persons 18+



Education
Persons 18+

Average Age of P1 Listeners
47
Proportion of Listening from P1s
69%



Time Spent Listening by Demographic

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

Note: Due to rounding, totals may differ.
Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004.

Urban Oldies

Purchasing Behavior

Sixteen percent of black Urban Oldies listeners live in a household that is planning to buy a new vehicle within the next 12 months. They are 23 percent more likely than the average black consumer to live in a household that is planning to buy a computer in the next year. Black Urban Oldies fans are 17 percent more likely than the typical black consumer to live in a household that has spent \$200+ in the past week on groceries. They are 25 percent more likely than the average black consumer to live in a household that has a money market fund.

Leisure Activities

Black Urban Oldies listeners are 28 percent more likely than the typical black consumer to have gone bowling and 18 percent more likely to have done sewing/crafts in the past 12 months. They are 13 percent more likely than the typical black consumer to have gone to the movies 3+ times in the past three months. They are the most likely of any format group to have visited fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Urban Oldies Strengths

This format's black listeners are more likely to:

	Black Urban Oldies Listeners Represent This % of the Category	% of Black Urban Oldies Listeners	Index (100= Black National Average)
Live in a household planning to buy/lease a new vehicle in the next 12 months	4.6%	16.3%	117
Live in a household planning to buy a computer in the next 12 months	4.8%	20.6%	123
Live in a household that has spent \$200+ on groceries in the past 7 days	4.6%	12.4%	117
Live in a household that has a money market fund	4.9%	14.3%	125
Have gone bowling in the past 12 months	5.0%	27.3%	128
Have sewed/made crafts in the past 12 months	4.6%	16.2%	118
Have attended movies 3+ times in the past 3 months	4.4%	22.4%	113
Have eaten at fast-food restaurants 5+ times in the past 30 days	4.6%	68.7%	118
Have children in household	4.3%	57.5%	111
Own residence	4.1%	54.1%	104



Scarborough Data

Spring 2004 Black- Controlled Metro Survey Areas

The markets listed below were determined using Arbitron's Spring 2004 12+ Black population rankings.

Rank	Market	Population	Rank	Market	Population
1	New York	2,747,100	26	Nassau-Suffolk (Long Island)	204,500
2	Chicago	1,379,100	27	Milwaukee-Racine	200,500
3	Washington, DC	1,106,100	28	Orlando	193,200
4	Atlanta	1,062,700	29	Cincinnati	192,900
5	Los Angeles	846,400	30	Kansas City	192,600
6	Philadelphia	843,900	31	Columbus, OH	182,600
7	Detroit	824,500	32	Indianapolis	181,100
8	Houston-Galveston	688,500	33	Middlesex-Somerset-Union	173,700
9	Miami-Ft. Lauderdale-Hollywood	678,400	34	Seattle-Tacoma	164,500
10	Dallas-Ft. Worth	621,000	35	Nashville	164,300
11	Baltimore	605,000	36	Jackson, MS	162,500
12	San Francisco	462,500	37	Pittsburgh	160,800
13	Memphis	422,700	38	Baton Rouge	156,600
14	Norfolk-Virginia Beach-Newport News	410,300	39	Riverside-San Bernardino	152,700
15	St. Louis	390,400	40	Columbia, SC	146,800
16	New Orleans	389,700	41	San Diego	146,500
17	Cleveland	335,900	42	Minneapolis-St. Paul	144,500
18	Charlotte-Gastonia-Rock Hill	270,200	43	Charleston, SC	143,100
19	Richmond	260,300	44	Augusta, GA	139,500
20	Boston	241,200	45	West Palm Beach-Boca Raton	139,100
21	Raleigh-Durham	239,100	46	Greenville-Spartanburg, SC	132,400
22	Birmingham	230,200	47	Greenville-New Bern-Jacksonville, NC	127,600
23	Greensboro-Winston Salem-High Point	218,200	48	Louisville	124,500
24	Jacksonville	212,500	49	Las Vegas	122,300
25	Tampa-St. Petersburg-Clearwater	211,600	50	Sacramento	121,100

Spring 2004 Black- Controlled Metro Survey Areas

(continued from page 83)

Rank	Market	Population	Rank	Market	Population
51	Shreveport	118,900	76	Toledo	65,600
52	Mobile	118,300	77	Florence, SC	64,100
53	Fayetteville, NC	114,300	78	Roanoke-Lynchburg	62,000
54	Dayton	113,900	79	Trenton, NJ	60,500
55	Westchester	113,200	80	Pensacola	58,000
56	Lafayette, LA	111,100	81	Biloxi-Gulfport-Pascagoula	57,500
57	Buffalo-Niagara Falls	110,600	82	Lakeland-Winter Haven	57,400
58	Denver-Boulder	109,200	83	Killeen-Temple, TX	57,200
59	Montgomery	107,000	84	New Haven	56,500
60	Little Rock	105,300	85	Chattanooga	55,600
61	Wilmington, DE	99,700	86	Salisbury-Ocean City	54,000
62	Oklahoma City	99,200	87	Tyler-Longview	53,000
63	Hartford-New Britain-Middletown	98,700	88	Albany, GA	51,200
64	Macon	96,800	89	Hilton Head, SC	50,800
65	San Antonio	94,900	90	Youngstown-Warren	46,700
66	Rochester, NY	93,400	91	Bridgeport	45,500
67	Austin	91,100	92	Myrtle Beach, SC	44,600
68	Columbus, GA	87,500	93	Columbus-Starkville-West Point, MS	43,600
69	Savannah	85,000	94	Alexandria, LA	43,000
70	Beaumont-Port Arthur, TX	78,900	95	Atlantic City-Cape May	41,800
71	Huntsville	73,500	96	Ft. Pierce-Stuart-Vero Beach	40,900
72	Flint	72,100	97	Tupelo, MS	40,800
73	Gainesville-Ocala	67,200	98	Daytona Beach	40,600
74	Tallahassee	66,900	99	Tuscaloosa, AL	40,200
75	Akron	65,800	100	Lexington-Fayette	39,900

Spring 2004 Black- Controlled Metro Survey Areas

(continued from page 84)

Rank	Market	Population
101	Dothan, AL	39,500
102	Monroe, LA	38,700
103	Fredericksburg	38,000
104	Ann Arbor	37,200
104	Laurel-Hattiesburg, MS	37,200
106	Lake Charles, LA	35,900
107	Clarksville-Hopkinsville, TN-KY	35,800
108	Saginaw-Bay City-Midland	33,800
109	Wilmington, NC	32,400
110	Elizabeth City-Nags Head	31,500
111	Stamford-Norwalk, CT	27,400
112	Waco, TX	26,900
113	South Bend	25,700
114	Texarkana, TX-AR	25,100
115	Jackson, TN	24,600
116	Poughkeepsie, NY	24,500
117	Meridian, MS	23,700
118	Charlottesville	21,300
119	Kalamazoo	20,000
119	Muskegon, MI	20,000
121	Lawton, OK	17,800
122	Champaign, IL	17,700
123	Brunswick, GA	15,100
123	Florence-Muscle Shoals, AL	15,100
125	Ft. Walton Beach, FL	14,900

Rank	Market	Population
126	Bryan-College Station, TX	13,800
127	Panama City, FL	13,300
128	Decatur, IL	13,200
129	Battle Creek, MI	12,800
130	Wichita Falls, TX	11,700
131	Sebring, FL	6,600

Sources

Black Radio Today contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2004; MaximiSer Plus National Regional Database, Spring 2004, Arbitron Black-Controlled Metro Survey Areas; and Scarborough USA+, Release 1, 2004. The American Radio Listening Trends combine radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The MaximiSer Plus National Regional Database includes radio audience information from all the Black-Controlled Metro areas surveyed by Arbitron in the United States. Scarborough data are gathered from more than 200,000 interviews with adults, age 18 and over, in 75 of the country's largest markets. The reports are single-source studies that examine 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.

All data refer to black listeners, including cume capsules.

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)

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 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.

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

Format Share

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

$$\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}$$

Index

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

P1—First Preference Listening

Persons who listen to one radio station more than any other are P1 listeners for that station.

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.

$$\frac{\text{Quarter-Hours in a time period} \times \text{AQH Persons}}{\text{Cume Audience}} = \text{TSL}$$



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