

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

70's Oldies/Classic Hits P2+ Listeners

P2+ In-Tab Diaries: 2,166

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
70's Oldies/Classic Hits	100.0	3:00	12.0
Album Oriented Rock	36.5	7:45	11.2
Contemporary Hit Radio	33.0	5:30	7.3
News Talk Information	29.3	6:30	7.6
Adult Contemporary	27.4	7:00	7.7
Oldies	26.9	5:45	6.3
Hot Adult Contemporary	24.6	5:45	5.8
Alternative	22.8	4:45	4.3
Classic Rock	18.3	6:15	4.5
Country	16.4	6:00	4.0
All Sports	12.5	7:15	3.7
Soft Adult Contemporary	12.3	6:30	3.1
Album Adult Alternative	10.5	6:00	2.6

How To Read:

10.5% of 70's Oldies/Classic Hits P2+ Listeners tune-in to Album Adult Alternative formatted stations, listening approximately 6:00 hours to this format each week. Of their total time spent listening to the radio, 70's Oldies/Classic Hits P2+ Listeners share 2.6% of their total quarter hours with Album Adult Alternative formatted stations.

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Adult Contemporary P2+ Listeners

P2+ In-Tab Diaries: 13,399

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Adult Contemporary	100.0	3:30	14.8
Contemporary Hit Radio	42.0	8:15	14.2
Oldies	23.8	6:30	6.3
News Talk Information	22.0	7:45	7.0
Country	16.3	7:30	5.1
Hot Adult Contemporary	15.0	5:15	3.3
Classic Rock	14.7	5:30	3.3
All News	14.5	5:45	3.4
Album Oriented Rock	14.2	6:00	3.5
Alternative	13.2	5:00	2.8
New AC (NAC)/Smooth Jazz	12.6	7:30	3.9
Urban Contemporary	11.1	7:30	3.5

How To Read:

11.1% of Adult Contemporary P2+ Listeners tune-in to Urban Contemporary formatted stations, listening approximately 7:30 hours to this format each week. Of their total time spent listening to the radio, Adult Contemporary P2+ Listeners share 3.5% of their total quarter hours with Urban Contemporary formatted stations.

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Adult Standards P2+ Listeners

P2+ In-Tab Diaries: 2,478

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Adult Standards	100.0	4:00	15.1
News Talk Information	55.2	13:15	27.3
All News	35.7	6:30	8.7
Oldies	22.2	6:00	5.0
Adult Contemporary	20.0	7:45	5.8
Classical	17.5	7:45	5.1
All Sports	15.7	6:45	4.0
Talk/Personality	13.1	6:00	2.9
Country	10.3	6:45	2.6
Contemporary Hit Radio	10.2	5:15	2.0

How To Read:

10.2% of Adult Standards P2+ Listeners tune-in to Contemporary Hit Radio formatted stations, listening approximately 5:15 hours to this format each week. Of their total time spent listening to the radio, Adult Standards P2+ Listeners share 2% of their total quarter hours with Contemporary Hit Radio formatted stations.

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Album Adult Alternative P2+ Listeners

P2+ In-Tab Diaries: 2,622

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Album Adult Alternative	100.0	3:00	12.2
News Talk Information	35.5	7:15	10.8
Alternative	35.2	5:30	8.2
Classic Rock	29.2	5:45	7.1
Contemporary Hit Radio	28.5	4:45	5.6
Album Oriented Rock	25.5	6:15	6.6
Adult Contemporary	25.0	6:15	6.5
Hot Adult Contemporary	23.6	4:30	4.5
Oldies	17.9	5:00	3.7
Country	15.2	5:45	3.6
Classical	14.4	6:00	3.7
Talk/Personality	11.4	6:30	3.1
All Sports	11.3	6:00	2.8
All News	10.3	4:30	1.9

How To Read:

10.3% of Album Adult Alternative P2+ Listeners tune-in to All News formatted stations, listening approximately 4:30 hours to this format each week. Of their total time spent listening to the radio, Album Adult Alternative P2+ Listeners share 1.9% of their total quarter hours with All News formatted stations.

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Album Oriented Rock P2+ Listeners

P2+ In-Tab Diaries: 8,585

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Album Oriented Rock	100.0	3:30	13.8
Contemporary Hit Radio	36.5	6:30	9.5
Alternative	33.4	6:45	9.1
Classic Rock	29.1	6:45	7.9
Adult Contemporary	25.5	6:45	7.1
News Talk Information	22.5	7:00	6.3
Hot Adult Contemporary	21.1	5:30	4.7
Oldies	19.3	5:30	4.3
Country	18.6	7:45	5.9
All Sports	11.7	7:15	3.4
Talk/Personality	10.8	7:15	3.1

How To Read:

10.8% of Album Oriented Rock P2+ Listeners tune-in to Talk/Personality formatted stations, listening approximately 7:15 hours to this format each week. Of their total time spent listening to the radio, Album Oriented Rock P2+ Listeners share 3.1% of their total quarter hours with Talk/Personality formatted stations.

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All News P2+ Listeners

P2+ In-Tab Diaries: 6,540

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
All News	100.0	3:30	13.7
News Talk Information	41.1	10:45	16.9
Adult Contemporary	26.0	8:00	8.0
Oldies	20.8	6:15	5.0
Contemporary Hit Radio	18.3	6:15	4.3
All Sports	17.4	6:45	4.5
Talk/Personality	15.0	7:15	4.2
Classical	14.8	8:15	4.7
New AC (NAC)/Smooth Jazz	13.6	8:00	4.2
Adult Standards	12.2	8:00	3.8
Album Oriented Rock	10.2	6:15	2.5
Classic Rock	10.2	5:30	2.2

How To Read:

10.2% of All News P2+ Listeners tune-in to Classic Rock formatted stations, listening approximately 5:30 hours to this format each week. Of their total time spent listening to the radio, All News P2+ Listeners share 2.2% of their total quarter hours with Classic Rock formatted stations.

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All Sports P2+ Listeners

P2+ In-Tab Diaries: 4,955

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
All Sports	100.0	3:45	14.7
News Talk Information	51.5	9:30	18.8
All News	26.5	5:30	5.4
Adult Contemporary	22.7	7:00	6.0
Contemporary Hit Radio	19.4	5:45	4.2
Oldies	18.2	6:30	4.4
Talk/Personality	17.0	6:45	4.3
Album Oriented Rock	16.9	7:45	5.0
Classic Rock	15.2	6:15	3.5
Alternative	13.6	5:30	2.9
Hot Adult Contemporary	11.8	5:15	2.3
Classical	11.0	7:30	3.1

How To Read:

11% of All Sports P2+ Listeners tune-in to Classical formatted stations, listening approximately 7:30 hours to this format each week. Of their total time spent listening to the radio, All Sports P2+ Listeners share 3.1% of their total quarter hours with Classical formatted stations.

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Alternative P2+ Listeners

P2+ In-Tab Diaries: 7,700

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Alternative	100.0	3:15	13.7
Contemporary Hit Radio	46.9	6:45	13.7
Album Oriented Rock	33.8	7:00	10.4
Adult Contemporary	24.9	6:45	7.2
Classic Rock	22.4	5:30	5.4
Hot Adult Contemporary	22.0	4:45	4.6
News Talk Information	20.5	6:45	6.0
Oldies	16.7	4:45	3.5
Country	14.4	6:30	4.1
Album Adult Alternative	12.2	6:00	3.2
Modern Adult Contemporary	11.5	4:30	2.3
Talk/Personality	10.8	6:45	3.2

How To Read:

10.8% of Alternative P2+ Listeners tune-in to Talk/Personality formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Alternative P2+ Listeners share 3.2% of their total quarter hours with Talk/Personality formatted stations.

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Children's Radio P2+ Listeners

P2+ In-Tab Diaries: 821

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Children's Radio	100.0	2:15	10.7
Contemporary Hit Radio	39.6	7:15	13.3
News Talk Information	29.8	6:45	9.3
Adult Contemporary	28.0	6:00	7.6
All News	17.6	5:30	4.5
Oldies	17.4	4:30	3.6
Country	14.1	6:30	4.2
Alternative	12.6	5:15	3.0
Classic Rock	11.7	6:15	3.4
Talk/Personality	11.4	6:45	3.5
Hot Adult Contemporary	11.0	3:30	1.8
Album Oriented Rock	10.4	6:15	3.0
All Sports	10.2	5:30	2.5

How To Read:

10.2% of Children's Radio P2+ Listeners tune-in to All Sports formatted stations, listening approximately 5:30 hours to this format each week. Of their total time spent listening to the radio, Children's Radio P2+ Listeners share 2.5% of their total quarter hours with All Sports formatted stations.

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Classic Country P2+ Listeners

P2+ In-Tab Diaries: 387

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classic Country	100.0	3:30	13.0
News Talk Information	54.7	11:30	24.1
Country	38.3	9:00	12.9
Oldies	25.4	6:15	6.1
Adult Contemporary	18.2	8:15	5.8
Album Oriented Rock	14.5	6:45	3.7
Classic Rock	11.6	6:15	2.7
Talk/Personality	11.5	6:30	2.9
Contemporary Hit Radio	11.0	4:30	1.9
All Sports	10.5	5:15	2.1
Religious	10.4	8:00	3.2
Alternative	10.2	4:15	1.6

How To Read:

10.2% of Classic Country P2+ Listeners tune-in to Alternative formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Classic Country P2+ Listeners share 1.6% of their total quarter hours with Alternative formatted stations.

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Classic Rock P2+ Listeners

P2+ In-Tab Diaries: 7,310

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classic Rock	100.0	3:15	13.2
Album Oriented Rock	32.4	7:30	9.5
Contemporary Hit Radio	31.0	5:30	6.9
Adult Contemporary	30.6	7:15	8.7
Oldies	26.2	5:45	5.9
News Talk Information	25.2	7:30	7.4
Alternative	25.1	5:45	5.8
Hot Adult Contemporary	22.6	5:00	4.5
Country	19.3	8:00	6.1
Talk/Personality	12.9	6:30	3.3
All Sports	11.5	7:00	3.2
All News	11.4	4:30	2.0
Album Adult Alternative	11.2	6:15	2.8

How To Read:

11.2% of Classic Rock P2+ Listeners tune-in to Album Adult Alternative formatted stations, listening approximately 6:15 hours to this format each week. Of their total time spent listening to the radio, Classic Rock P2+ Listeners share 2.8% of their total quarter hours with Album Adult Alternative formatted stations.

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Classical P2+ Listeners

P2+ In-Tab Diaries: 5,127

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classical	100.0	3:30	15.0
News Talk Information	49.9	10:45	22.9
Adult Contemporary	21.5	5:30	5.1
All News	21.1	6:00	5.4
Oldies	19.1	5:30	4.4
Contemporary Hit Radio	16.2	5:00	3.5
New AC (NAC)/Smooth Jazz	12.6	6:30	3.5
Classic Rock	11.8	4:45	2.4
Alternative	11.1	4:45	2.2
Hot Adult Contemporary	10.7	4:00	1.8
Album Oriented Rock	10.3	5:00	2.2
Country	10.3	5:15	2.3

How To Read:

10.3% of Classical P2+ Listeners tune-in to Country formatted stations, listening approximately 5:15 hours to this format each week. Of their total time spent listening to the radio, Classical P2+ Listeners share 2.3% of their total quarter hours with Country formatted stations.

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Contemporary Christian P2+ Listeners

P2+ In-Tab Diaries: 1,283

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Contemporary Christian	100.0	3:00	13.6
News Talk Information	31.0	7:30	10.3
Contemporary Hit Radio	26.4	5:15	6.2
Adult Contemporary	25.2	7:00	7.9
Religious	24.8	8:00	8.8
Oldies	21.8	5:30	5.4
Country	21.2	7:00	6.6
Hot Adult Contemporary	14.2	5:15	3.3
New AC (NAC)/Smooth Jazz	11.2	7:45	3.9
Classic Rock	10.4	5:15	2.4
Classical	10.3	6:30	3.0

How To Read:

10.3% of Contemporary Christian P2+ Listeners tune-in to Classical formatted stations, listening approximately 6:30 hours to this format each week. Of their total time spent listening to the radio, Contemporary Christian P2+ Listeners share 3% of their total quarter hours with Classical formatted stations.

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Contemporary Hit Radio P2+ Listeners

P2+ In-Tab Diaries: 15,389

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Contemporary Hit Radio	100.0	3:45	15.1
Adult Contemporary	33.8	9:00	12.7
Alternative	21.4	6:00	5.3
Hot Adult Contemporary	18.3	6:00	4.5
Oldies	17.9	6:00	4.4
Album Oriented Rock	17.5	6:45	4.8
Urban Contemporary	16.6	9:00	6.2
Country	15.5	7:30	4.8
News Talk Information	14.5	6:30	3.9
Classic Rock	13.3	5:15	2.8

How To Read:

13.3% of Contemporary Hit Radio P2+ Listeners tune-in to Classic Rock formatted stations, listening approximately 5:15 hours to this format each week. Of their total time spent listening to the radio, Contemporary Hit Radio P2+ Listeners share 2.8% of their total quarter hours with Classic Rock formatted stations.

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Country P2+ Listeners

P2+ In-Tab Diaries: 8,285

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Country	100.0	3:45	15.0
Contemporary Hit Radio	32.2	7:30	9.5
Adult Contemporary	29.3	8:45	10.1
News Talk Information	27.6	9:15	10.1
Oldies	25.5	7:15	7.4
Album Oriented Rock	19.3	7:45	6.0
Classic Rock	17.0	6:45	4.5
Hot Adult Contemporary	15.6	6:30	4.0
Alternative	14.1	6:15	3.4

How To Read:

14.1% of Country P2+ Listeners tune-in to Alternative formatted stations, listening approximately 6:15 hours to this format each week. Of their total time spent listening to the radio, Country P2+ Listeners share 3.4% of their total quarter hours with Alternative formatted stations.

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Easy Listening P2+ Listeners

P2+ In-Tab Diaries: 336

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Easy Listening	100.0	3:30	13.9
News Talk Information	36.8	13:45	20.5
Oldies	33.1	7:15	9.7
Adult Contemporary	27.4	7:45	8.5
Country	19.9	4:30	3.6
Adult Standards	19.3	7:00	5.5
Contemporary Hit Radio	15.7	6:00	3.9
Hot Adult Contemporary	10.9	4:45	2.0
Classical	10.8	6:45	3.0
Classic Rock	10.4	5:45	2.4

How To Read:

10.4% of Easy Listening P2+ Listeners tune-in to Classic Rock formatted stations, listening approximately 5:45 hours to this format each week. Of their total time spent listening to the radio, Easy Listening P2+ Listeners share 2.4% of their total quarter hours with Classic Rock formatted stations.

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Educational P2+ Listeners

P2+ In-Tab Diaries: 776

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Educational	100.0	3:00	11.9
News Talk Information	39.4	8:15	12.5
Classical	25.7	7:15	7.1
All News	20.1	4:30	3.4
Adult Contemporary	19.6	6:45	5.2
New AC (NAC)/Smooth Jazz	18.7	7:30	5.4
Oldies	18.1	6:30	4.5
Contemporary Hit Radio	17.5	4:00	2.7
Talk/Personality	15.3	7:30	4.5
Urban Contemporary	15.1	10:00	5.8
Classic Rock	14.7	5:30	3.1
Alternative	14.6	5:45	3.3
Album Oriented Rock	13.7	4:30	2.4
Variety	10.7	6:00	2.5
Album Adult Alternative	10.6	5:30	2.3
Modern Adult Contemporary	10.3	3:00	1.2
Rhythmic Oldies	10.1	3:45	1.5

How To Read:

10.1% of Educational P2+ Listeners tune-in to Rhythmic Oldies formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, Educational P2+ Listeners share 1.5% of their total quarter hours with Rhythmic Oldies formatted stations.

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Ethnic P2+ Listeners

P2+ In-Tab Diaries: 590

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Ethnic	100.0	4:00	13.8
Adult Contemporary	40.2	9:00	12.2
Contemporary Hit Radio	32.0	8:00	8.8
All News	29.3	6:30	6.4
News Talk Information	26.5	10:30	9.4
Oldies	14.6	5:30	2.7
Urban Contemporary	12.0	7:00	2.9
Classical	11.2	8:45	3.3
New AC (NAC)/Smooth Jazz	10.8	8:15	3.0
Religious	10.6	7:00	2.5
Adult Standards	10.5	8:00	2.9

How To Read:

10.5% of Ethnic P2+ Listeners tune-in to Adult Standards formatted stations, listening approximately 8:00 hours to this format each week. Of their total time spent listening to the radio, Ethnic P2+ Listeners share 2.9% of their total quarter hours with Adult Standards formatted stations.

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Gospel P2+ Listeners

P2+ In-Tab Diaries: 1,118

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Gospel	100.0	4:00	13.7
Urban Adult Contemporary	41.5	11:00	16.0
Urban Contemporary	38.8	11:30	15.7
Contemporary Hit Radio	23.5	9:30	7.8
News Talk Information	22.3	10:15	8.2
New AC (NAC)/Smooth Jazz	18.1	9:30	6.1
Religious	15.9	8:45	5.0
Oldies	14.0	7:00	3.4
All News	11.8	6:45	2.8

How To Read:

11.8% of Gospel P2+ Listeners tune-in to All News formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Gospel P2+ Listeners share 2.8% of their total quarter hours with All News formatted stations.

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Hot Adult Contemporary P2+ Listeners

P2+ In-Tab Diaries: 7,644

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Hot Adult Contemporary	100.0	2:45	12.1
Contemporary Hit Radio	47.8	7:00	14.8
Adult Contemporary	31.0	6:30	9.0
Alternative	25.1	5:15	5.7
Album Oriented Rock	24.4	6:15	6.6
Classic Rock	22.9	5:00	5.0
Oldies	21.5	5:30	5.2
News Talk Information	20.8	6:45	6.2
Country	18.0	7:00	5.5

How To Read:

18% of Hot Adult Contemporary P2+ Listeners tune-in to Country formatted stations, listening approximately 7:00 hours to this format each week. Of their total time spent listening to the radio, Hot Adult Contemporary P2+ Listeners share 5.5% of their total quarter hours with Country formatted stations.

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Jazz P2+ Listeners

P2+ In-Tab Diaries: 2,098

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Jazz	100.0	3:30	12.9
News Talk Information	41.3	10:00	14.7
Classical	26.9	7:45	7.4
Contemporary Hit Radio	21.6	7:15	5.7
Adult Contemporary	15.6	8:00	4.4
Urban Adult Contemporary	15.4	12:45	7.1
New AC (NAC)/Smooth Jazz	15.2	6:45	3.7
Oldies	14.9	5:00	2.7
All News	14.7	6:00	3.2
Alternative	12.8	5:00	2.2
Variety	12.2	6:15	2.8
Classic Rock	12.0	4:15	1.8
Album Oriented Rock	11.8	4:30	2.0
Talk/Personality	10.8	8:00	3.1

How To Read:

10.8% of Jazz P2+ Listeners tune-in to Talk/Personality formatted stations, listening approximately 8:00 hours to this format each week. Of their total time spent listening to the radio, Jazz P2+ Listeners share 3.1% of their total quarter hours with Talk/Personality formatted stations.

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Modern Adult Contemporary P2+ Listeners

P2+ In-Tab Diaries: 2,860

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Modern Adult Contemporary	100.0	2:45	12.5
Contemporary Hit Radio	42.3	6:15	11.7
Alternative	37.4	6:15	10.4
Album Oriented Rock	29.0	5:45	7.5
Adult Contemporary	27.4	6:00	7.5
News Talk Information	20.7	6:00	5.6
Classic Rock	20.0	5:00	4.4
Hot Adult Contemporary	19.1	5:15	4.5
Country	15.7	6:00	4.2
Oldies	14.1	4:45	3.0

How To Read:

14.1% of Modern Adult Contemporary P2+ Listeners tune-in to Oldies formatted stations, listening approximately 4:45 hours to this format each week. Of their total time spent listening to the radio, Modern Adult Contemporary P2+ Listeners share 3% of their total quarter hours with Oldies formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

New AC (NAC)/Smooth Jazz P2+ Listeners

P2+ In-Tab Diaries: 5,148

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
New AC (NAC)/Smooth Jazz	100.0	3:45	14.5
Adult Contemporary	33.4	8:00	10.1
News Talk Information	27.5	9:15	9.7
Contemporary Hit Radio	25.8	6:00	5.9
Oldies	22.2	6:15	5.4
All News	20.5	6:00	4.6
Urban Contemporary	17.4	8:30	5.7
Urban Adult Contemporary	13.0	8:45	4.4
Classical	12.8	7:30	3.7
Classic Rock	11.4	5:15	2.3
Country	11.1	5:45	2.5
Album Oriented Rock	10.2	6:15	2.4

How To Read:

10.2% of New AC (NAC)/Smooth Jazz P2+ Listeners tune-in to Album Oriented Rock formatted stations, listening approximately 6:15 hours to this format each week. Of their total time spent listening to the radio, New AC (NAC)/Smooth Jazz P2+ Listeners share 2.4% of their total quarter hours with Album Oriented Rock formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

New Country P2+ Listeners

P2+ In-Tab Diaries: 759

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
New Country	100.0	3:45	14.0
Contemporary Hit Radio	29.1	6:30	7.1
News Talk Information	29.0	10:15	11.3
Oldies	27.8	6:00	6.4
Hot Adult Contemporary	26.2	8:15	8.1
Adult Contemporary	25.0	9:15	8.8
Country	16.0	9:45	5.9
Classic Rock	15.6	8:00	4.7
All News	14.8	5:45	3.2
Album Oriented Rock	13.9	5:15	2.8
Soft Adult Contemporary	12.2	7:30	3.4
New Rock	10.6	7:30	3.1

How To Read:

10.6% of New Country P2+ Listeners tune-in to New Rock formatted stations, listening approximately 7:30 hours to this format each week. Of their total time spent listening to the radio, New Country P2+ Listeners share 3.1% of their total quarter hours with New Rock formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

New Rock P2+ Listeners

P2+ In-Tab Diaries: 1,731

	% Listen <u>To</u>	Time Spent <u>Listening</u>	Share of <u>Listening</u>
New Rock	100.0	3:45	15.4
Contemporary Hit Radio	52.2	8:15	17.6
Hot Adult Contemporary	27.7	5:30	6.1
Classic Rock	23.9	6:00	5.8
Alternative	23.2	6:00	5.6
Adult Contemporary	21.1	7:00	5.9
Album Oriented Rock	21.1	7:00	6.0
News Talk Information	17.6	7:45	5.5
Oldies	16.3	5:45	3.8
Talk/Personality	15.3	6:30	3.9
All Sports	14.6	7:15	4.2
All News	14.5	4:30	2.6

How To Read:

14.5% of New Rock P2+ Listeners tune-in to All News formatted stations, listening approximately 4:30 hours to this format each week. Of their total time spent listening to the radio, New Rock P2+ Listeners share 2.6% of their total quarter hours with All News formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

News Talk Information P2+ Listeners

P2+ In-Tab Diaries: 12,635

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
News Talk Information	100.0	4:15	16.7
Adult Contemporary	21.4	7:15	6.2
All News	20.3	6:15	5.0
Oldies	19.9	7:00	5.6
All Sports	17.8	7:30	5.3
Classical	16.8	9:15	6.2
Contemporary Hit Radio	16.2	5:15	3.3
Country	14.7	8:15	4.8
Talk/Personality	13.4	8:45	4.7
Album Oriented Rock	13.1	7:00	3.6
Classic Rock	12.4	6:15	3.1
Alternative	11.1	5:15	2.4
Hot Adult Contemporary	10.2	6:00	2.4
New AC (NAC)/Smooth Jazz	10.0	8:00	3.2

How To Read:

10% of News Talk Information P2+ Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 8:00 hours to this format each week. Of their total time spent listening to the radio, News Talk Information P2+ Listeners share 3.2% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Nostalgia P2+ Listeners

P2+ In-Tab Diaries: 749

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Nostalgia	100.0	3:45	14.8
News Talk Information	56.8	12:15	27.2
Oldies	20.5	6:30	5.2
Talk/Personality	19.6	7:15	5.6
Classical	18.6	9:15	6.8
Adult Contemporary	18.3	8:00	5.8
All News	16.3	6:00	3.9
Adult Standards	16.3	8:30	5.5
Country	15.0	6:15	3.6
All Sports	14.3	4:00	2.3

How To Read:

14.3% of Nostalgia P2+ Listeners tune-in to All Sports formatted stations, listening approximately 4:00 hours to this format each week. Of their total time spent listening to the radio, Nostalgia P2+ Listeners share 2.3% of their total quarter hours with All Sports formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Oldies P2+ Listeners

P2+ In-Tab Diaries: 11,698

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Oldies	100.0	3:30	13.6
Adult Contemporary	31.6	7:30	9.5
Contemporary Hit Radio	28.6	6:30	7.6
News Talk Information	27.7	9:00	10.0
Country	19.0	8:15	6.3
Classic Rock	17.2	5:45	4.1
All News	15.8	5:45	3.7
Album Oriented Rock	14.1	6:30	3.7
Hot Adult Contemporary	13.8	5:30	3.0
Alternative	11.9	4:45	2.3
New AC (NAC)/Smooth Jazz	11.3	7:30	3.4

How To Read:

11.3% of Oldies P2+ Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 7:30 hours to this format each week. Of their total time spent listening to the radio, Oldies P2+ Listeners share 3.4% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Religious P2+ Listeners

P2+ In-Tab Diaries: 3,252

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Religious	100.0	3:15	13.4
News Talk Information	39.4	10:15	16.4
Adult Contemporary	23.3	7:15	6.7
All News	18.4	6:00	4.4
Contemporary Hit Radio	17.5	5:45	4.1
Oldies	17.5	6:00	4.2
Classical	14.0	6:45	3.9
Country	13.8	6:15	3.4
New AC (NAC)/Smooth Jazz	13.1	6:45	3.6

How To Read:

13.1% of Religious P2+ Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Religious P2+ Listeners share 3.6% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Rhythm & Blues P2+ Listeners

P2+ In-Tab Diaries: 50

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Rhythm & Blues	100.0	4:45	15.3
News Talk Information	40.9	11:45	15.8
Urban Contemporary	36.3	6:45	7.9
Gospel	26.0	9:45	8.3
Urban Adult Contemporary	20.1	12:00	7.9
Contemporary Hit Radio	17.9	7:45	4.6
All Sports	17.5	11:30	6.5
New AC (NAC)/Smooth Jazz	17.3	10:45	6.1
All News	14.3	6:15	2.9
Alternative	12.3	2:45	1.1
Jazz	12.2	13:30	5.4
Soft Adult Contemporary	11.9	2:00	0.8
Classic Rock	11.3	8:00	2.9

How To Read:

11.3% of Rhythm & Blues P2+ Listeners tune-in to Classic Rock formatted stations, listening approximately 8:00 hours to this format each week. Of their total time spent listening to the radio, Rhythm & Blues P2+ Listeners share 2.9% of their total quarter hours with Classic Rock formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Rhythmic Oldies P2+ Listeners

P2+ In-Tab Diaries: 3,156

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Rhythmic Oldies	100.0	3:30	12.8
Contemporary Hit Radio	45.4	7:30	12.4
Adult Contemporary	42.4	8:00	12.5
Oldies	24.5	5:30	5.0
Urban Contemporary	22.1	8:45	7.1
New AC (NAC)/Smooth Jazz	15.7	8:30	4.9
All News	15.1	4:45	2.7
Album Oriented Rock	15.0	5:45	3.2
Classic Rock	14.8	4:15	2.4
News Talk Information	14.5	6:45	3.7
Hot Adult Contemporary	14.4	4:45	2.6
Alternative	11.9	4:30	2.0

How To Read:

11.9% of Rhythmic Oldies P2+ Listeners tune-in to Alternative formatted stations, listening approximately 4:30 hours to this format each week. Of their total time spent listening to the radio, Rhythmic Oldies P2+ Listeners share 2% of their total quarter hours with Alternative formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Soft Adult Contemporary P2+ Listeners

P2+ In-Tab Diaries: 3,654

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Soft Adult Contemporary	100.0	3:15	13.9
News Talk Information	32.3	8:45	12.4
Contemporary Hit Radio	32.1	7:00	9.9
Adult Contemporary	30.4	6:45	9.1
Oldies	26.6	6:15	7.3
Country	18.6	6:30	5.4
Hot Adult Contemporary	16.5	5:30	4.0
Classic Rock	12.0	4:00	2.2
Album Oriented Rock	11.8	4:45	2.5
Classical	10.9	6:30	3.1
Alternative	10.6	4:30	2.1
New AC (NAC)/Smooth Jazz	10.3	5:45	2.6

How To Read:

10.3% of Soft Adult Contemporary P2+ Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 5:45 hours to this format each week. Of their total time spent listening to the radio, Soft Adult Contemporary P2+ Listeners share 2.6% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Southern Gospel P2+ Listeners

P2+ In-Tab Diaries: 44

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Southern Gospel	100.0	3:15	11.8
News Talk Information	40.4	9:45	14.6
Adult Contemporary	29.4	10:00	11.0
Religious	28.0	4:00	4.2
Classical	24.0	15:30	13.9
Oldies	23.8	7:00	6.1
Contemporary Hit Radio	18.9	4:00	2.8
Country	17.0	6:15	4.0
Adult Standards	15.0	11:30	6.4
Contemporary Christian	13.8	6:15	3.2
Classic Rock	13.4	1:15	0.6
Urban Adult Contemporary	10.4	8:45	3.4

How To Read:

10.4% of Southern Gospel P2+ Listeners tune-in to Urban Adult Contemporary formatted stations, listening approximately 8:45 hours to this format each week. Of their total time spent listening to the radio, Southern Gospel P2+ Listeners share 3.4% of their total quarter hours with Urban Adult Contemporary formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish Contemporary P2+ Listeners

P2+ In-Tab Diaries: 2,849

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Contemporary	100.0	5:15	17.7
Contemporary Hit Radio	35.4	9:15	11.1
Spanish Regional	31.0	15:00	15.8
Spanish Tropical	24.0	11:45	9.6
Adult Contemporary	23.6	8:15	6.6
Spanish News/Talk	19.3	12:45	8.4
Oldies	13.0	6:45	3.0

How To Read:

13% of Spanish Contemporary P2+ Listeners tune-in to Oldies formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Spanish Contemporary P2+ Listeners share 3% of their total quarter hours with Oldies formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish Language P2+ Listeners

P2+ In-Tab Diaries: 520

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Language	100.0	5:15	17.7
Spanish Contemporary	44.3	11:45	17.3
Contemporary Hit Radio	26.5	7:30	6.6
Spanish Regional	25.7	10:45	9.1
Spanish News/Talk	23.4	12:15	9.6
Adult Contemporary	15.5	8:45	4.5
All News	13.3	7:45	3.4
News Talk Information	11.9	9:00	3.6

How To Read:

11.9% of Spanish Language P2+ Listeners tune-in to News Talk Information formatted stations, listening approximately 9:00 hours to this format each week. Of their total time spent listening to the radio, Spanish Language P2+ Listeners share 3.6% of their total quarter hours with News Talk Information formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish News/Talk P2+ Listeners

P2+ In-Tab Diaries: 919

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish News/Talk	100.0	6:15	19.0
Spanish Contemporary	53.4	13:00	20.6
Spanish Regional	40.2	18:45	22.6
Spanish Tropical	17.4	11:30	6.0
Contemporary Hit Radio	15.4	7:30	3.5
Spanish Language	11.7	12:15	4.3
Adult Contemporary	11.4	7:30	2.5

How To Read:

11.4% of Spanish News/Talk P2+ Listeners tune-in to Adult Contemporary formatted stations, listening approximately 7:30 hours to this format each week. Of their total time spent listening to the radio, Spanish News/Talk P2+ Listeners share 2.5% of their total quarter hours with Adult Contemporary formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish Regional P2+ Listeners

P2+ In-Tab Diaries: 1,590

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Regional	100.0	5:00	19.0
Spanish Contemporary	47.4	11:45	20.9
Contemporary Hit Radio	35.4	8:45	11.5
Adult Contemporary	18.7	7:15	5.0
Spanish News/Talk	18.5	14:00	9.6
Oldies	13.9	6:00	3.2

How To Read:

13.9% of Spanish Regional P2+ Listeners tune-in to Oldies formatted stations, listening approximately 6:00 hours to this format each week. Of their total time spent listening to the radio, Spanish Regional P2+ Listeners share 3.2% of their total quarter hours with Oldies formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish Tropical P2+ Listeners

P2+ In-Tab Diaries: 1,219

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Tropical	100.0	5:15	18.0
Spanish Contemporary	58.3	12:00	23.7
Contemporary Hit Radio	44.9	11:00	16.7
Adult Contemporary	23.6	7:45	6.2
Spanish News/Talk	15.6	12:30	6.7
Oldies	12.6	8:00	3.4
Urban Contemporary	10.8	6:15	2.3

How To Read:

10.8% of Spanish Tropical P2+ Listeners tune-in to Urban Contemporary formatted stations, listening approximately 6:15 hours to this format each week. Of their total time spent listening to the radio, Spanish Tropical P2+ Listeners share 2.3% of their total quarter hours with Urban Contemporary formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Spanish Variety P2+ Listeners

P2+ In-Tab Diaries: 121

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Variety	100.0	3:45	11.7
Spanish Contemporary	56.2	11:15	20.2
Spanish Tropical	40.4	9:30	12.2
Spanish News/Talk	33.9	13:45	15.0
Contemporary Hit Radio	31.5	8:15	8.2
Spanish Language	13.7	16:45	7.4
Oldies	13.6	7:30	3.3
Adult Contemporary	13.4	7:00	3.0

How To Read:

13.4% of Spanish Variety P2+ Listeners tune-in to Adult Contemporary formatted stations, listening approximately 7:00 hours to this format each week. Of their total time spent listening to the radio, Spanish Variety P2+ Listeners share 3% of their total quarter hours with Adult Contemporary formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Talk/Personality P2+ Listeners

P2+ In-Tab Diaries: 3,988

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Talk/Personality	100.0	3:45	14.0
News Talk Information	41.3	10:00	15.3
Contemporary Hit Radio	23.9	6:00	5.4
All News	23.6	5:00	4.3
Adult Contemporary	23.3	6:30	5.5
Oldies	21.9	5:45	4.6
Classic Rock	19.6	6:15	4.6
All Sports	19.6	7:00	5.1
Album Oriented Rock	17.8	7:15	4.7
Alternative	16.8	5:45	3.6
Hot Adult Contemporary	13.1	5:15	2.5
Classical	11.1	7:30	3.1
Country	10.8	6:45	2.7
New AC (NAC)/Smooth Jazz	10.6	6:45	2.6

How To Read:

10.6% of Talk/Personality P2+ Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Talk/Personality P2+ Listeners share 2.6% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Tejano P2+ Listeners

P2+ In-Tab Diaries: 400

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Tejano	100.0	3:45	15.6
Contemporary Hit Radio	53.6	10:00	21.6
Spanish Regional	37.3	11:15	17.2
Country	19.2	8:45	6.9
Adult Contemporary	17.1	5:15	3.6
Spanish Contemporary	15.2	6:30	4.0
Alternative	12.2	4:15	2.0
Album Oriented Rock	11.6	10:00	4.7
Rhythmic Oldies	10.3	4:45	2.0

How To Read:

10.3% of Tejano P2+ Listeners tune-in to Rhythmic Oldies formatted stations, listening approximately 4:45 hours to this format each week. Of their total time spent listening to the radio, Tejano P2+ Listeners share 2% of their total quarter hours with Rhythmic Oldies formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Urban Adult Contemporary P2+ Listeners

P2+ In-Tab Diaries: 3,168

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Adult Contemporary	100.0	4:45	16.3
Urban Contemporary	47.4	12:30	20.8
Contemporary Hit Radio	38.0	8:45	11.5
New AC (NAC)/Smooth Jazz	22.8	9:45	7.7
Oldies	18.0	8:15	5.3
Adult Contemporary	16.3	7:30	4.3
News Talk Information	13.4	9:15	4.3
Gospel	12.3	8:15	3.6

How To Read:

12.3% of Urban Adult Contemporary P2+ Listeners tune-in to Gospel formatted stations, listening approximately 8:15 hours to this format each week. Of their total time spent listening to the radio, Urban Adult Contemporary P2+ Listeners share 3.6% of their total quarter hours with Gospel formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Urban Contemporary P2+ Listeners

P2+ In-Tab Diaries: 5,009

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Contemporary	100.0	4:00	15.3
Contemporary Hit Radio	62.3	10:15	23.9
Adult Contemporary	28.1	8:15	8.8
Urban Adult Contemporary	21.8	11:15	9.2
New AC (NAC)/Smooth Jazz	16.3	9:00	5.5
Oldies	15.2	6:15	3.5
Rhythmic Oldies	12.5	7:15	3.4
Alternative	12.5	5:00	2.4

How To Read:

12.5% of Urban Contemporary P2+ Listeners tune-in to Alternative formatted stations, listening approximately 5:00 hours to this format each week. Of their total time spent listening to the radio, Urban Contemporary P2+ Listeners share 2.4% of their total quarter hours with Alternative formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Urban Oldies P2+ Listeners

P2+ In-Tab Diaries: 515

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Oldies	100.0	3:45	12.3
Urban Contemporary	39.1	9:15	11.8
Contemporary Hit Radio	30.9	8:00	7.9
Urban Adult Contemporary	30.7	10:15	10.2
Adult Contemporary	30.1	8:00	7.7
New AC (NAC)/Smooth Jazz	25.6	7:45	6.3
News Talk Information	22.9	7:00	5.2
Rhythmic Oldies	20.4	6:15	4.2
All News	19.4	6:45	4.2
Oldies	14.2	5:15	2.4

How To Read:

14.2% of Urban Oldies P2+ Listeners tune-in to Oldies formatted stations, listening approximately 5:15 hours to this format each week. Of their total time spent listening to the radio, Urban Oldies P2+ Listeners share 2.4% of their total quarter hours with Oldies formatted stations.

Where do my P2+ listeners come from?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maxi\$er Qualifying Stations

Variety P2+ Listeners

P2+ In-Tab Diaries: 2,436

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Variety	100.0	3:30	12.8
News Talk Information	43.7	10:30	16.5
Adult Contemporary	22.4	6:30	5.2
Classical	22.4	8:00	6.5
Contemporary Hit Radio	19.9	6:15	4.5
All News	19.4	5:15	3.6
Oldies	18.2	5:00	3.4
Alternative	13.6	5:30	2.7
Album Oriented Rock	13.1	6:15	2.9
Classic Rock	12.2	5:00	2.2
New AC (NAC)/Smooth Jazz	12.1	6:00	2.7
All Sports	11.3	6:15	2.5
Urban Contemporary	10.0	8:45	3.1

How To Read:

10% of Variety P2+ Listeners tune-in to Urban Contemporary formatted stations, listening approximately 8:45 hours to this format each week. Of their total time spent listening to the radio, Variety P2+ Listeners share 3.1% of their total quarter hours with Urban Contemporary formatted stations.