



Research Director Inc.
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INSIDE RADIO[®]

**PPM Format Study
November 2009**

PPM Format Study

In November of 2009, Research Director Inc. and Inside Radio conducted a study of radio station format performance in PPM markets. Based on Arbitron data from 16 major markets, the study covers the July, August, September and October 2009 survey periods, and includes 547 stations.

The following markets were included in this study:

- Atlanta
- Boston
- Chicago
- Dallas
- Detroit
- Houston
- Los Angeles
- Miami
- Minneapolis
- New York
- Philadelphia
- Phoenix
- San Diego
- San Francisco
- Seattle
- Washington

PPM was the currency measurement service as of July 2009 in all markets included in the study. The following is an analysis of the PPM Format Study, as published in Inside Radio. Supporting data from the study follows the Inside Radio analysis.

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PPM Format Study

Format Overview Section

INSIDE RADIO® [Excerpted]

--Issue dated Monday, November 30, 2009 / Paul Heine and Frank Saxe

Urban AC is radio's most listened to format in major markets. Despite the continued controversy over PPM's impact on ethnic-skewing stations, the Research Director/Inside Radio PPM Formats Study has a surprising conclusion. With an average 7.8 AQH share per market, urban AC is the top 6+ format in the 16 major markets where PPM has been currency since June. It's followed by AC (7.5), news/talk (6.7), country (6.4) and CHR (6.0). "There is great parity across formats," says Research Director Inc. president Charlie Sisen. "All of the top five formats have very close average shares per market." The study reconfirms the highly-targeted nature of radio, with vast differences in how formats perform in individual demos. Sports is second in men 18+ with a 7.1 but dead last in women (18+) where AC wins. CHR is tops in 18-34 with a 9.4 but fifth in 25-54 with a 5.7. The study also affirms the power of the regional Mexican format, which ranks #6 in 6+, second in 18-34, fourth in 18-49 and third in 25-54 in the markets where it exists. "This study will not predict how formats will perform when a market converts to PPM," Sisen says. "Individual market dynamics are far more important in PPM and every market is unique." It's important to note that the format averages in the study reflect only the markets among the 16 studied where the format exists. Stations with a 0.5 (6+) AQH share or higher, Monday-Sunday, 6 am-12 midnight, were included. Stations' four-month average shares (July-October) were added up and divided by the number of markets where the format exists. Only formats represented in at least eight of the 16 markets were included. The study is based on Inside Radio format designations.

[continued]

Impact of market ethnicity underscored. Urban AC's surprise #1 appearance, along with that of regional Mexican at #6, reflects the high concentration of African Americans and Hispanics in the 16 large markets covered in the study. "These markets have a much heavier and more diverse ethnicity," notes Research Director's Charlie Sisen. The format rankers would likely be much different after Arbitron completes rollout of the PPM in the top 50 markets, where less ethnically diverse populations would be included in the sample. In fact, there are large fluctuations in how some formats fare in the new study compared to Arbitron's National Radio Format Shares, which was based on the fall 2008 diary and October-November-December PPM survey periods. Formats that play better in smaller, less ethnically diverse markets, such as country, classic rock and classic hits, ranked significantly higher in the Arbitron study, while urban AC clocked in at #8 and regional Mexican at #11. Despite strong showings in the new Formats Study, urban and Hispanic formats lost significant share in many markets in the conversion from the diary to PPM. A November 2008 Research Director study showed urban AC declined 17.2%, Urban lost 14.4% and Spanish formats declined 10.3% in the eight major markets that had recent diary ratings as well as October 2008 PPM data. "Even though it appears Urban AC does well in PPM, you have to look at how well it did in the diary to see it actually has lost the most shares among the major formats," says Inner City Broadcasting-New York VP/GM Deon Levingston.

Study shows variance in market appetites for individual formats. Apart from CHR, the top five formats in the Research Director/Inside Radio study have at least two stations programming them in the markets where they exist. Although regional Mexican and urban AC performed well, numerous stations are splitting up the ratings pie. The former boasts 27 stations in 11 markets while the latter averages two per market in 11 markets. "The study shows how many stations specific formats will support," Research Director's Charlie Sisen notes. Sports, for example, is second in men 18+, but has an average of 2.4 stations per market, making for a very fragmented format. Adult hits, on the other hand, has 11 stations in 11 markets. "The reason we looked at market share is to assess appetite for various formats within an average market," says Sisen. Under-represented formats posted higher average shares per station. With just 15 stations in 13 of the study's 16 markets, all-news tied for #1 with CHR (25 in 16 markets) and urban AC (22 in 11 markets) in average share per station with a 3.9.

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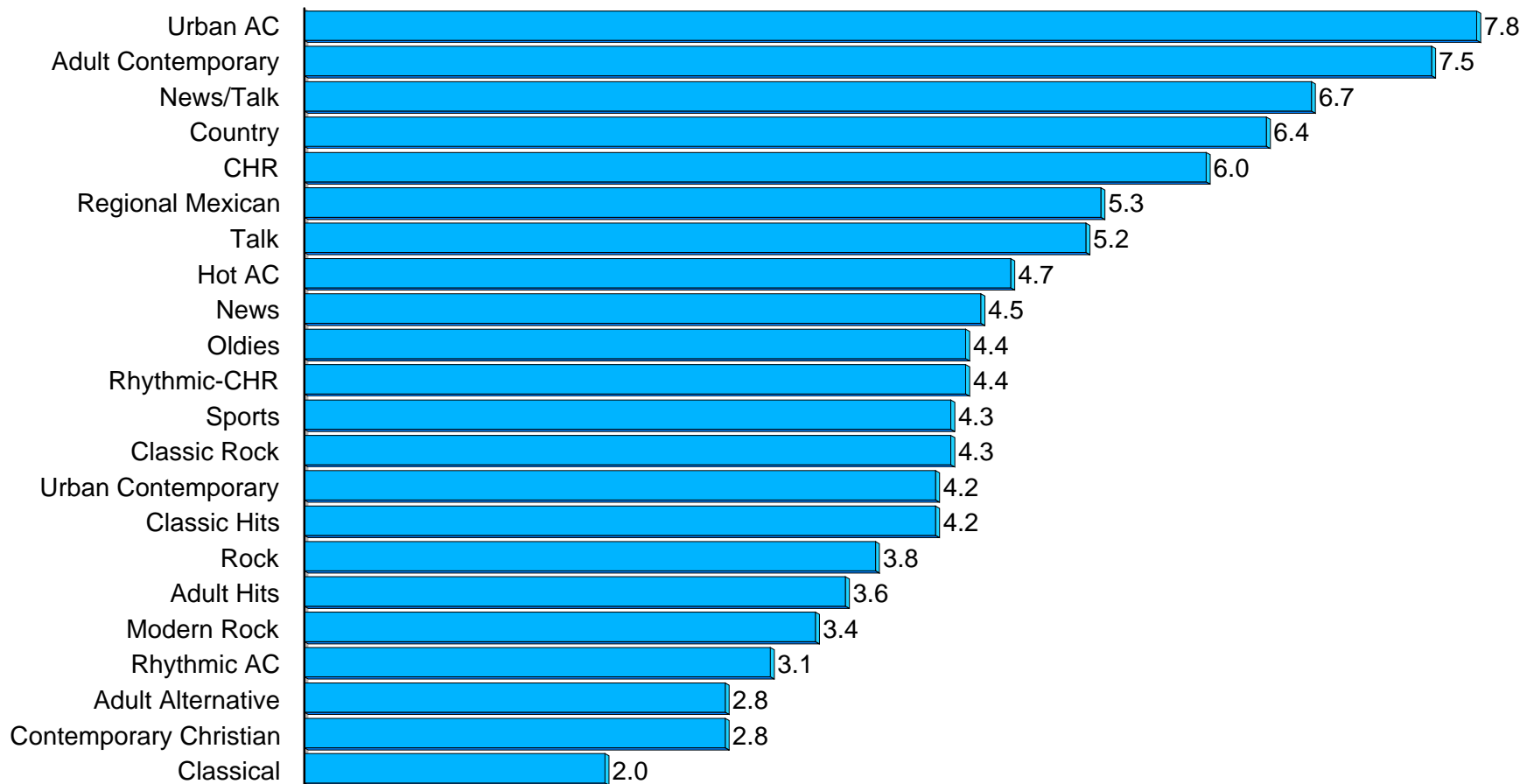
Persons 6+ Average Format Share Per Market

Monday-Sunday 6AM-12Mid

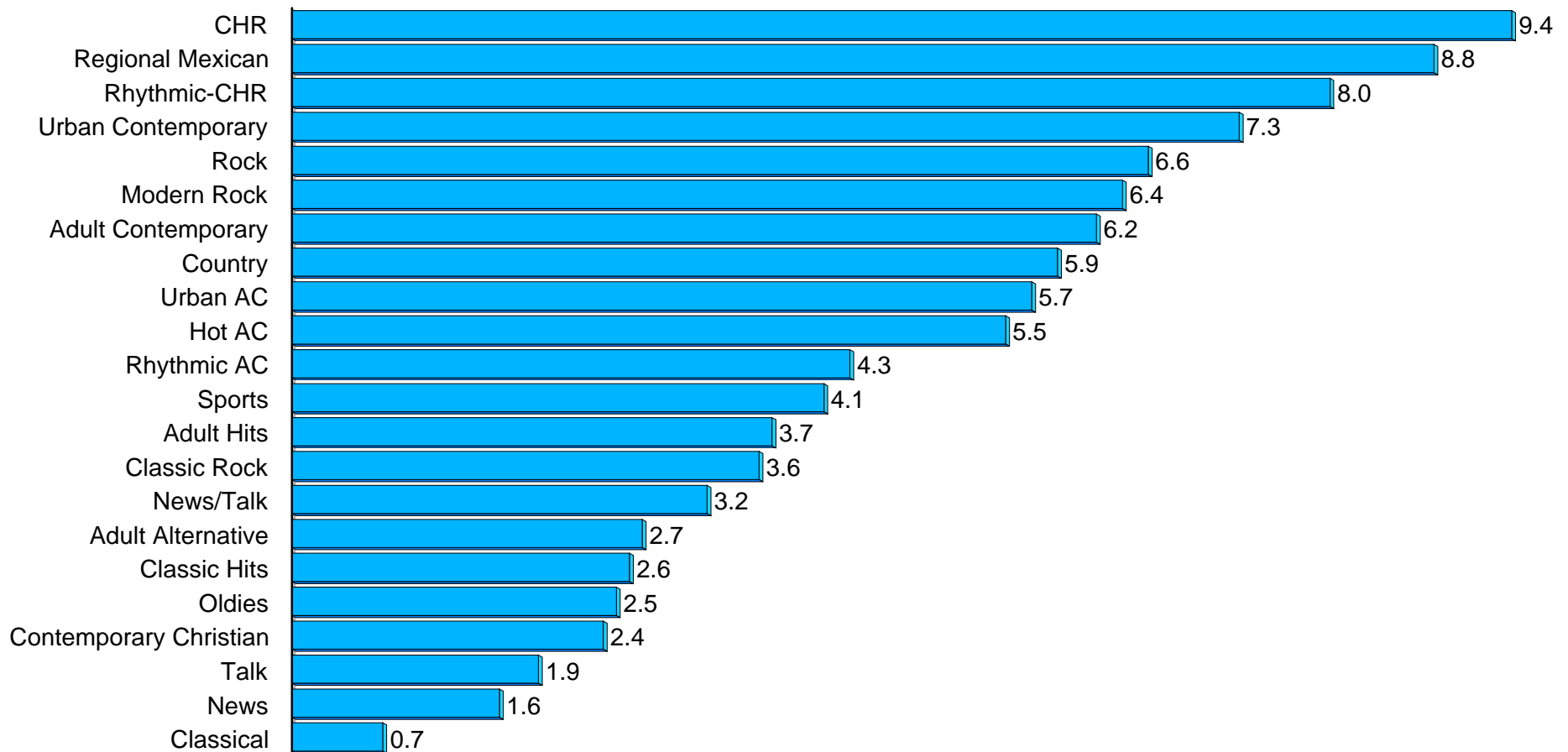
| | <u># of Markets</u> | <u># of Stations</u> | <u>Avg Share Per Market</u> | <u>Avg Share Per Station</u> |
|------------------------|---------------------|----------------------|-----------------------------|------------------------------|
| Adult Alternative | 10 | 14 | 2.8 | 2.0 |
| Adult Contemporary | 16 | 37 | 7.5 | 3.3 |
| Adult Hits | 11 | 11 | 3.6 | 3.6 |
| CHR | 16 | 25 | 6.0 | 3.9 |
| Classic Hits | 14 | 19 | 4.2 | 3.1 |
| Classic Rock | 15 | 18 | 4.3 | 3.5 |
| Classical | 14 | 14 | 2.0 | 2.0 |
| Contemporary Christian | 11 | 15 | 2.8 | 2.0 |
| Country | 15 | 32 | 6.4 | 3.0 |
| Hot AC | 15 | 21 | 4.7 | 3.3 |
| Modern Rock | 11 | 15 | 3.4 | 2.5 |
| News | 13 | 15 | 4.5 | 3.9 |
| News/Talk | 16 | 32 | 6.7 | 3.4 |
| Oldies | 9 | 12 | 4.4 | 3.3 |
| Regional Mexican | 11 | 27 | 5.3 | 2.2 |
| Rhythmic AC | 8 | 8 | 3.1 | 3.1 |
| Rhythmic-CHR | 15 | 18 | 4.4 | 3.6 |
| Rock | 14 | 19 | 3.8 | 2.8 |
| Sports | 16 | 38 | 4.3 | 1.8 |
| Talk | 14 | 34 | 5.2 | 2.2 |
| Urban AC | 11 | 22 | 7.8 | 3.9 |
| Urban Contemporary | 13 | 17 | 4.2 | 3.2 |

Persons 6+ Average Format Share Per Market

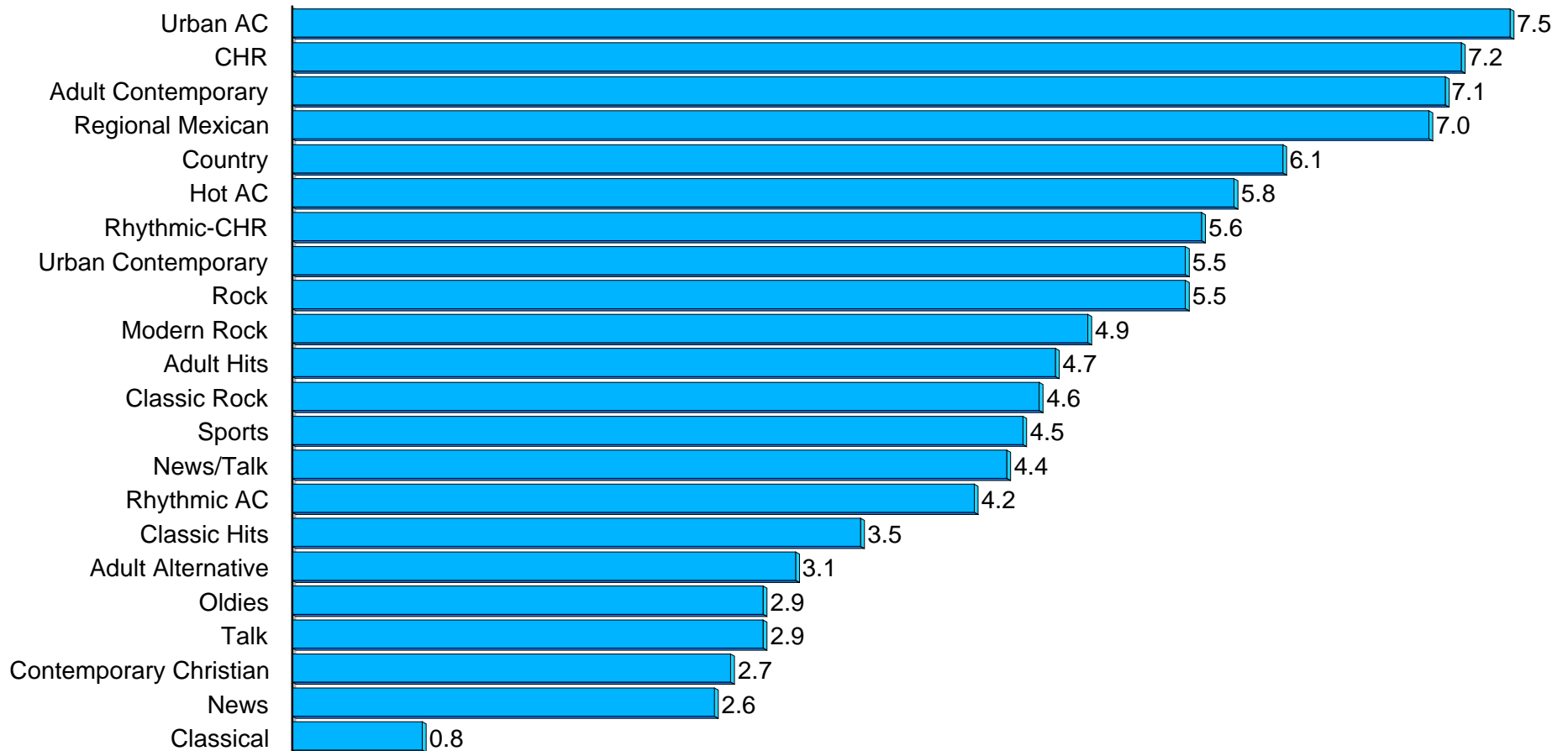
Monday-Sunday 6AM-12Mid



Persons 18-34 Average Format Share Per Market Monday-Sunday 6AM-12Mid

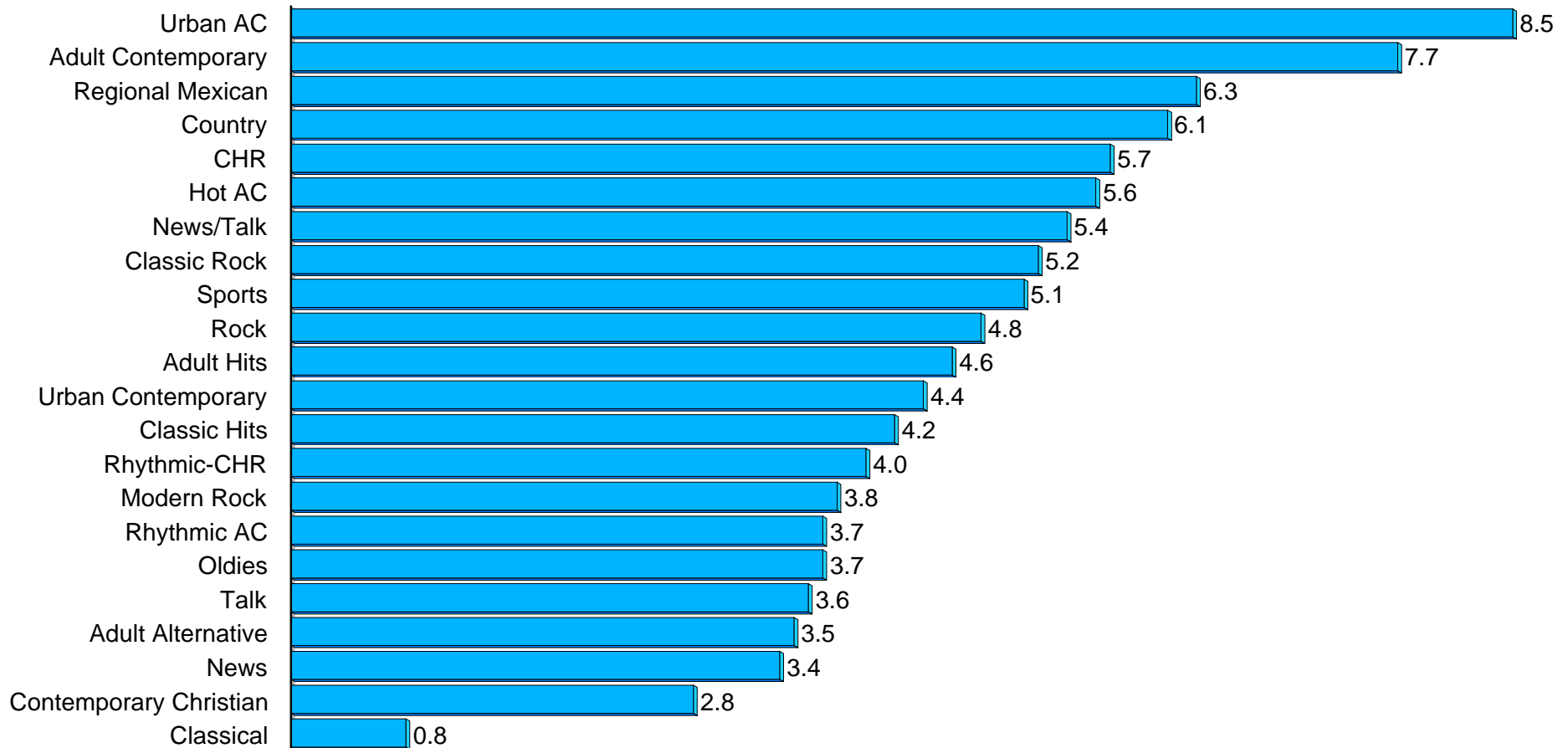


Persons 18-49 Average Format Share Per Market Monday-Sunday 6AM-12Mid



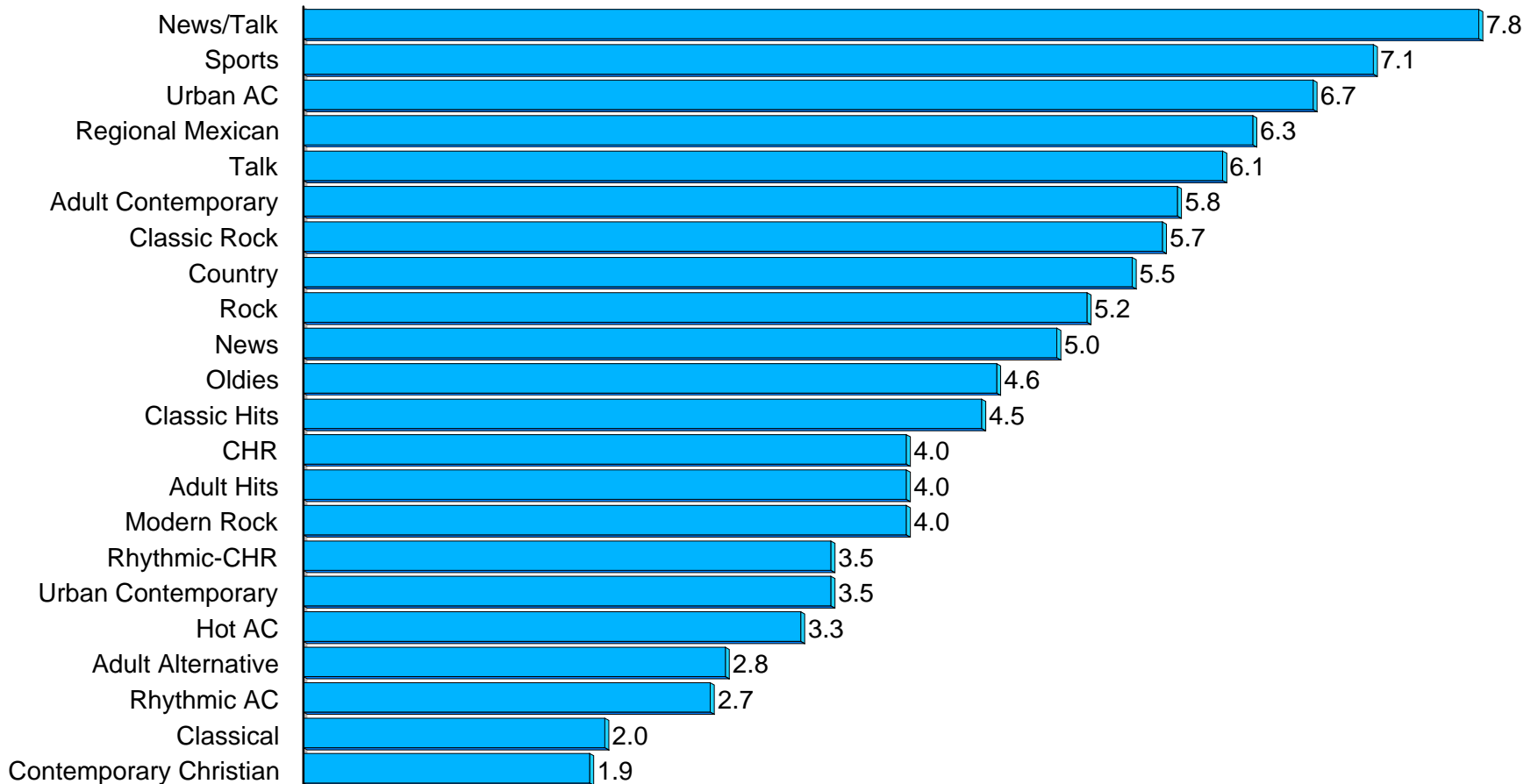
Persons 25-54 Average Format Share Per Market

Monday-Sunday 6AM-12Mid

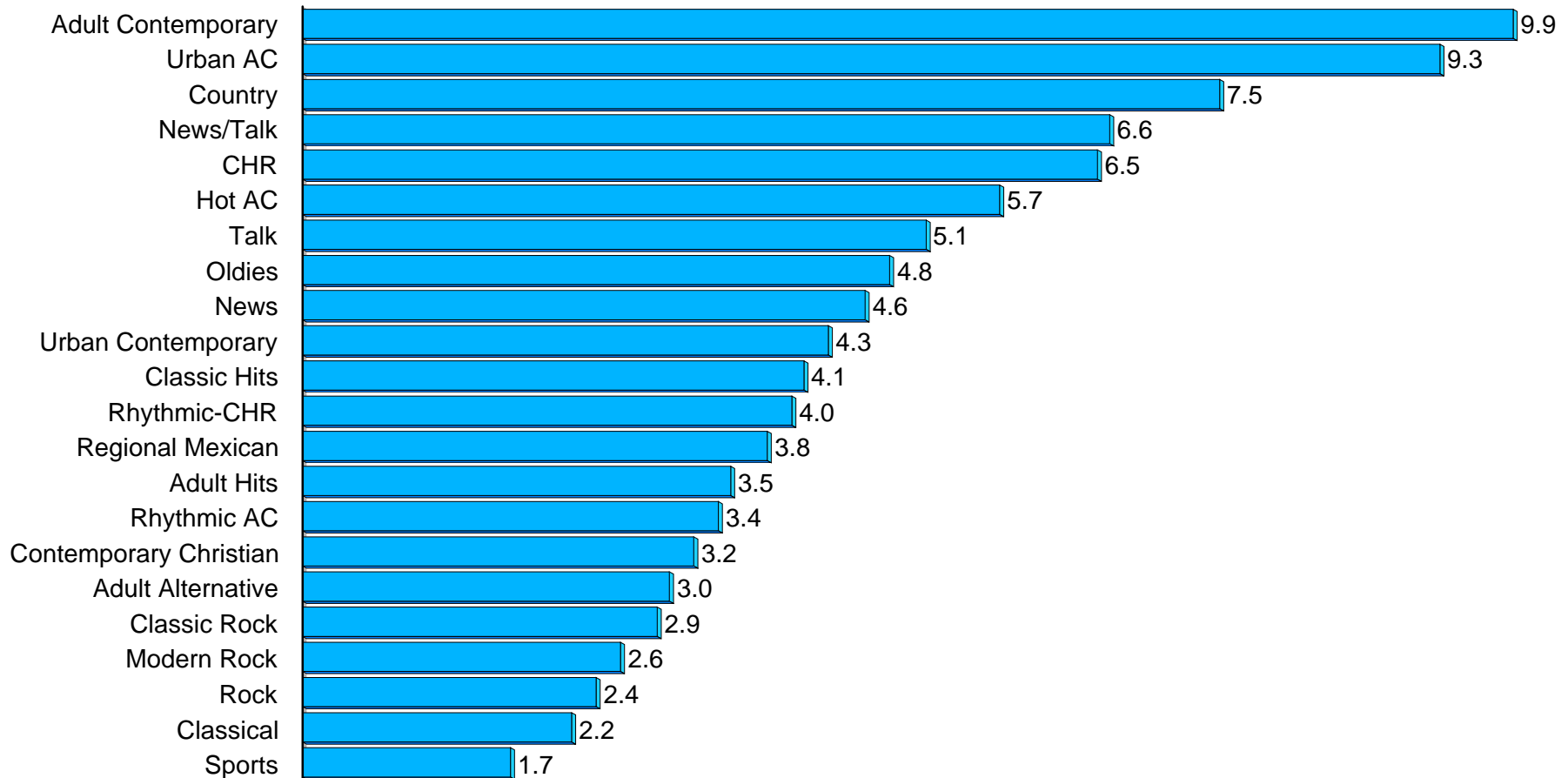


Men 18+ Average Format Share Per Market

Monday-Sunday 6AM-12Mid



Women 18+ Average Format Share Per Market Monday-Sunday 6AM-12Mid



AC Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Tuesday, December 1, 2009 / Paul Heine and Frank Saxe

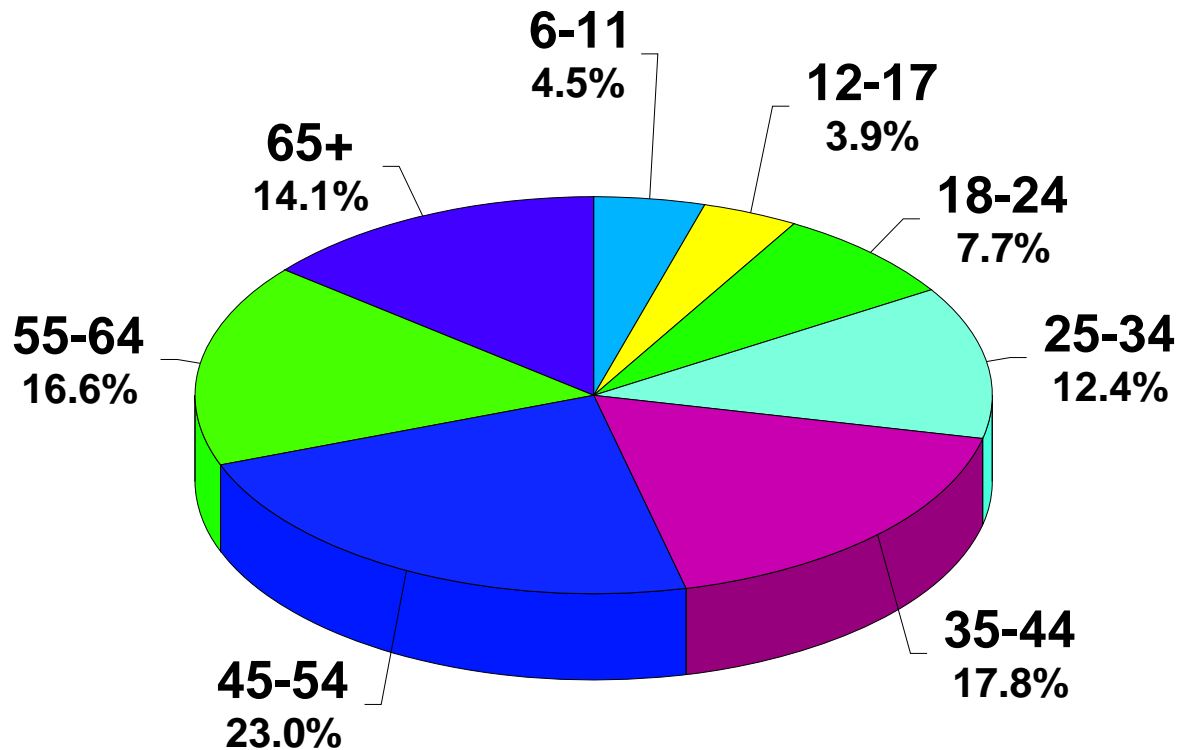
More men are listening to AC. Arbitron's 2009 edition of Radio Today, based mostly on diary results, showed 63.5% of the AC audience was female and 36.5% male. But the new Research Director/Inside Radio PPM Formats Study finds the format's male composition to be appreciably higher: four in ten listeners are men, six in ten are women. The study is based on four-month average shares from July-October and includes 37 AC stations in 16 PPM markets. Greater Media Boston VP/director of programming Don Kelley says the higher incidence of male listening "makes sense" in light of the format's popularity in the workplace. "The number of men who would hear the radio station in an at-work environment but would never bother to write it down because it wasn't top of mind is fairly substantial," he says. "That's why you get great cume though not necessarily TSL out of men." But Kelley worries that the PPM may under-report female listening - women are less likely to carry the meter on a belt than men, he says. As expected, the study reaffirms Monday-Friday, 10 am-3 pm as AC's top performing daypart with a 3.9 6+ AQH share, compared to a 3.3 for the total week. Afternoon drive (3.3) and weekends (3.1) came in #2 and #3 respectively. "Playing songs people know by artists they've heard of makes for a comfort zone, a relief valve, that fits perfectly in an at-work environment," Kelley says. The study shows 14.8% of AC's cume audience and 50.1% of its AQH audience is composed of P1 listeners.

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AC Audience Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

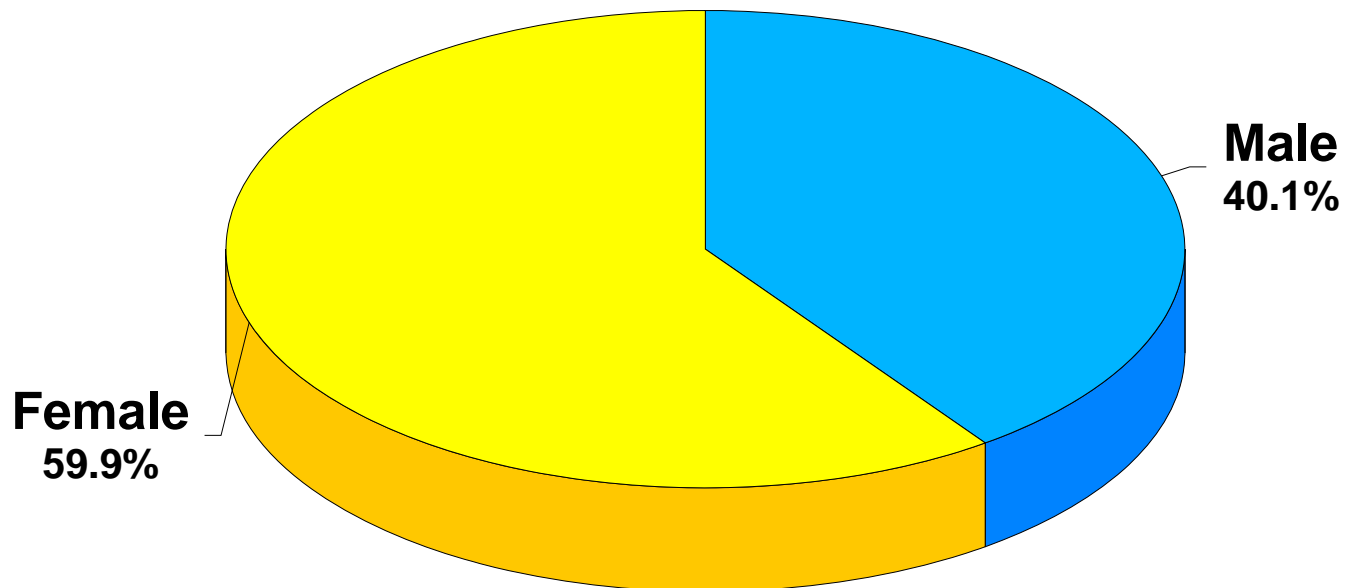


AC Gender Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

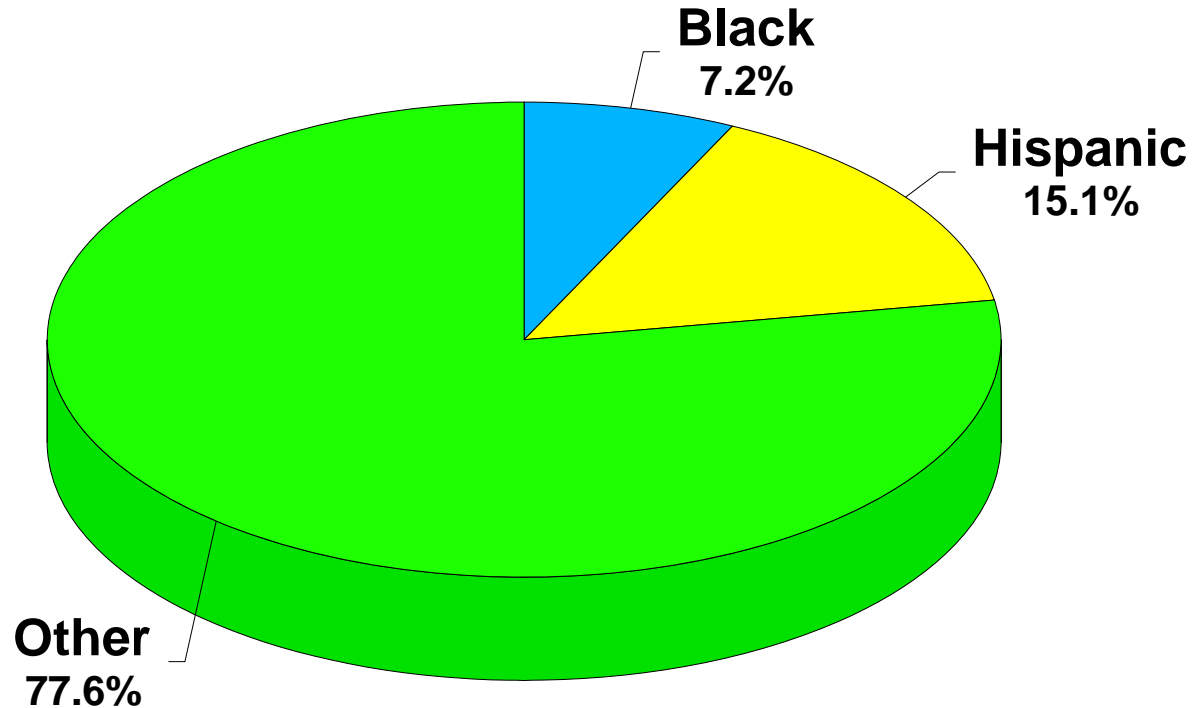
Pie 1



AC Ethnic Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

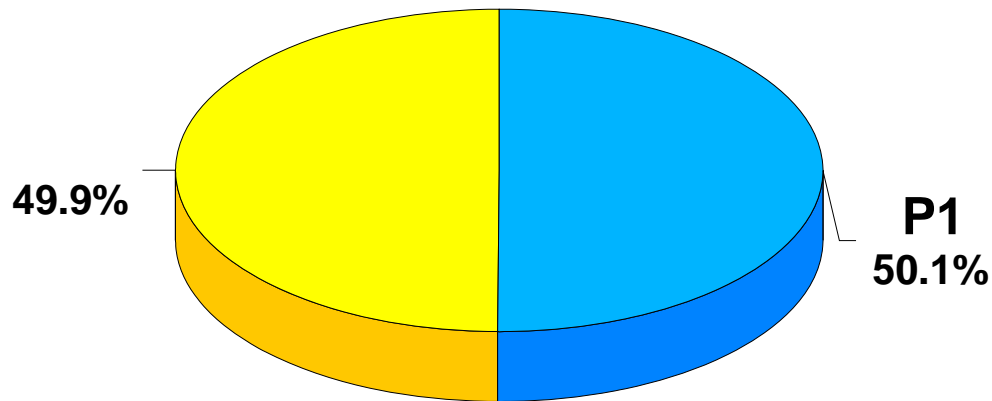


AC Preference Level

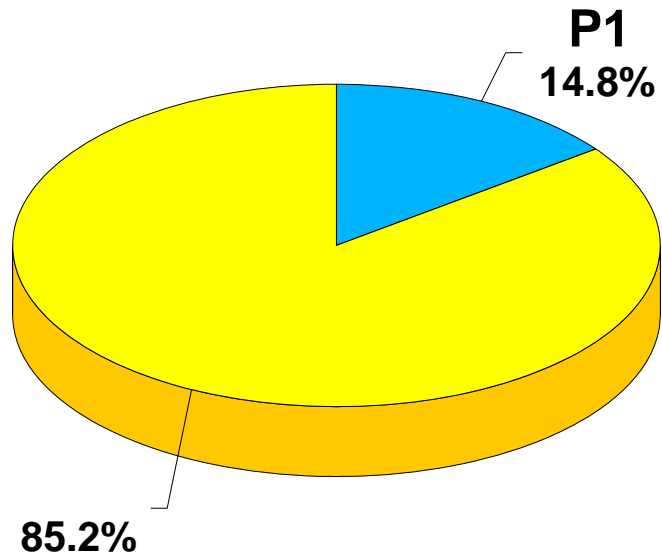
Monday-Sunday 6AM-12Mid

Format AQH Composition

AQH

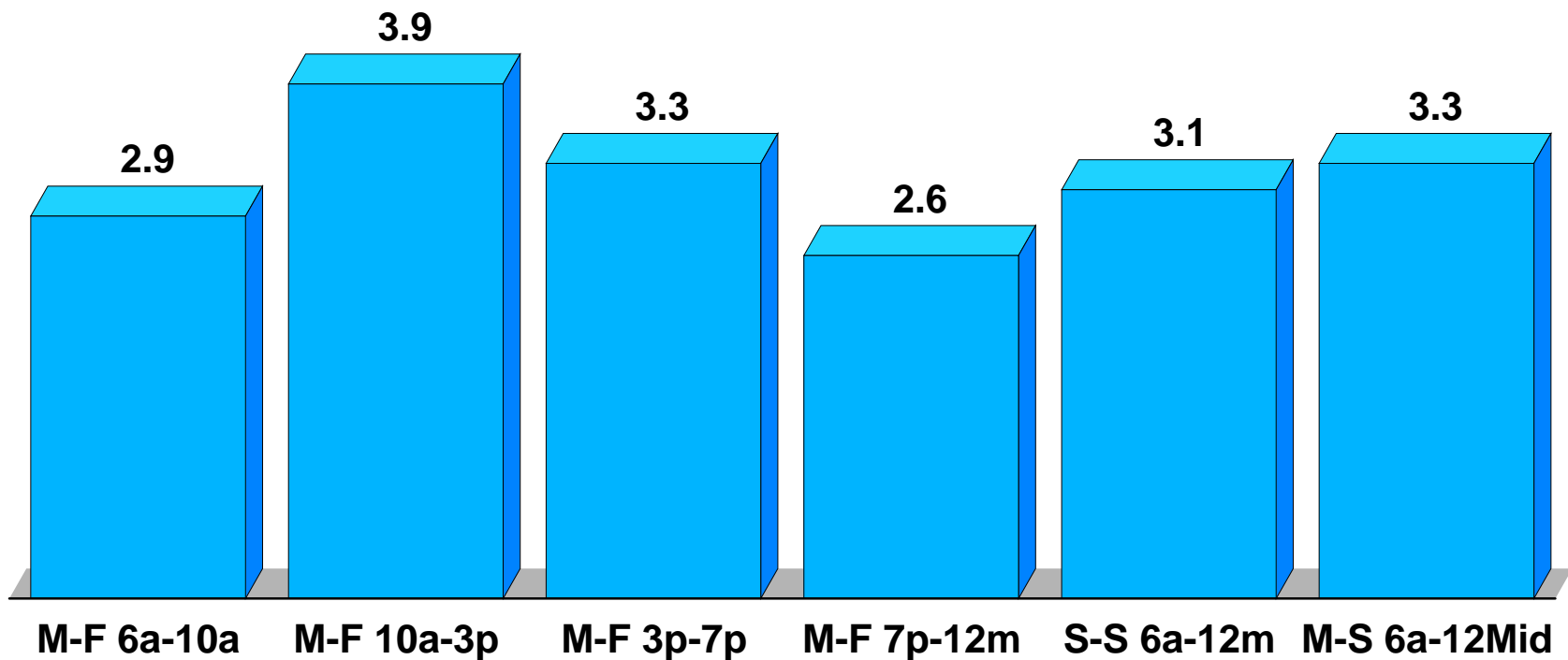


Cume



AC Daypart Strength

Persons 6+ AQH Share



CHR Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Thursday, December 3, 2009 / Paul Heine and Frank Saxe

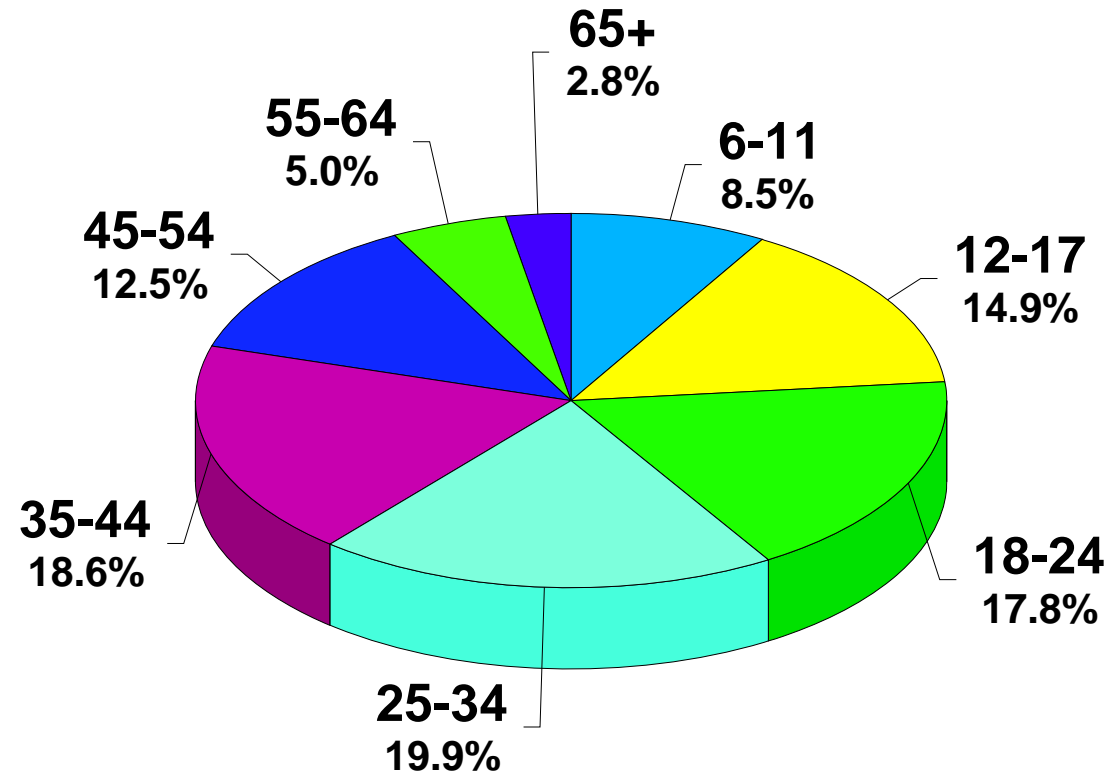
Fewer teens, more adults listening to CHR. The red-hot format exhibits a lower teen concentration (14.9%) and more 35-54 year-olds (31.1%) in the Research Director/Inside Radio PPM Formats Study than it did one year ago in Arbitron's Radio Today study. Teens represented 19.8% of the AQH audience, while 35-54s clocked in at 27%, in the earlier, largely diary-based study. Chalk up the change to more adult-friendly music heard on today's large market CHRs, says "106.1 Kiss-FM" KHKS, Dallas PD Patrick Davis. "Teens seem to like the extremes of music, whether rap or rock, whereas top 40 is in the Lady Gaga phase now. It's right down the center pure pop." At 19.9%, 25-34 remains its largest 10-year age cell. More male CHR listeners - 41.3% compared to the 37.4% reported in Radio Today - may also be a function of the music. "If it is compatible with or tolerable to men, they're less likely to complain if the female is controlling the radio," Davis says. Arbitron's requirement that all 6+ members of a family participate in its panels - a departure from the diary - may be a contributing factor to higher male audience composition. Several of the 25 CHRs in the 16 markets in the study are rhythmic-leaning and have a large number of Hispanic and African-American listeners due to their markets' composition. While that makes the format appear more ethnically diverse than in the earlier study - 24.2% Hispanic, 10% Black and 65.9% "other" - it may change after Arbitron meters more middle-American markets. A surprisingly high 44.3% of CHR's AQH audience comes from P1 listeners. "One thing PPM has shown is just because you choose one station over any other doesn't make you a heavy user," Davis explains.

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CHR Audience Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

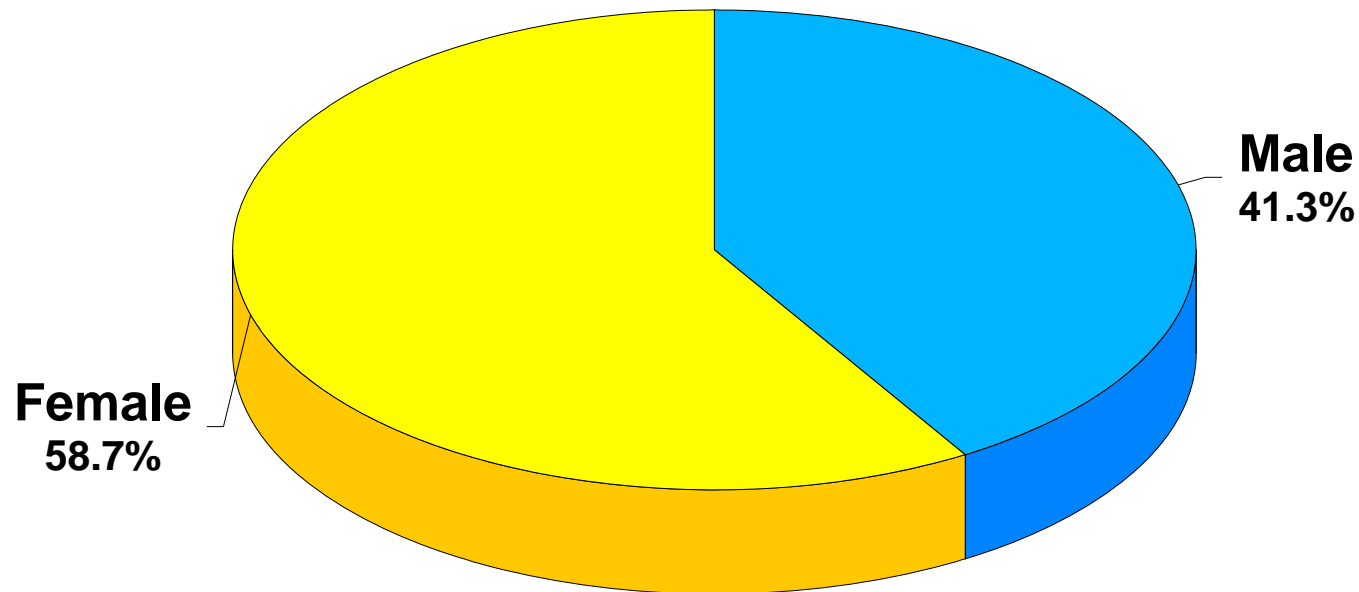


CHR Gender Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

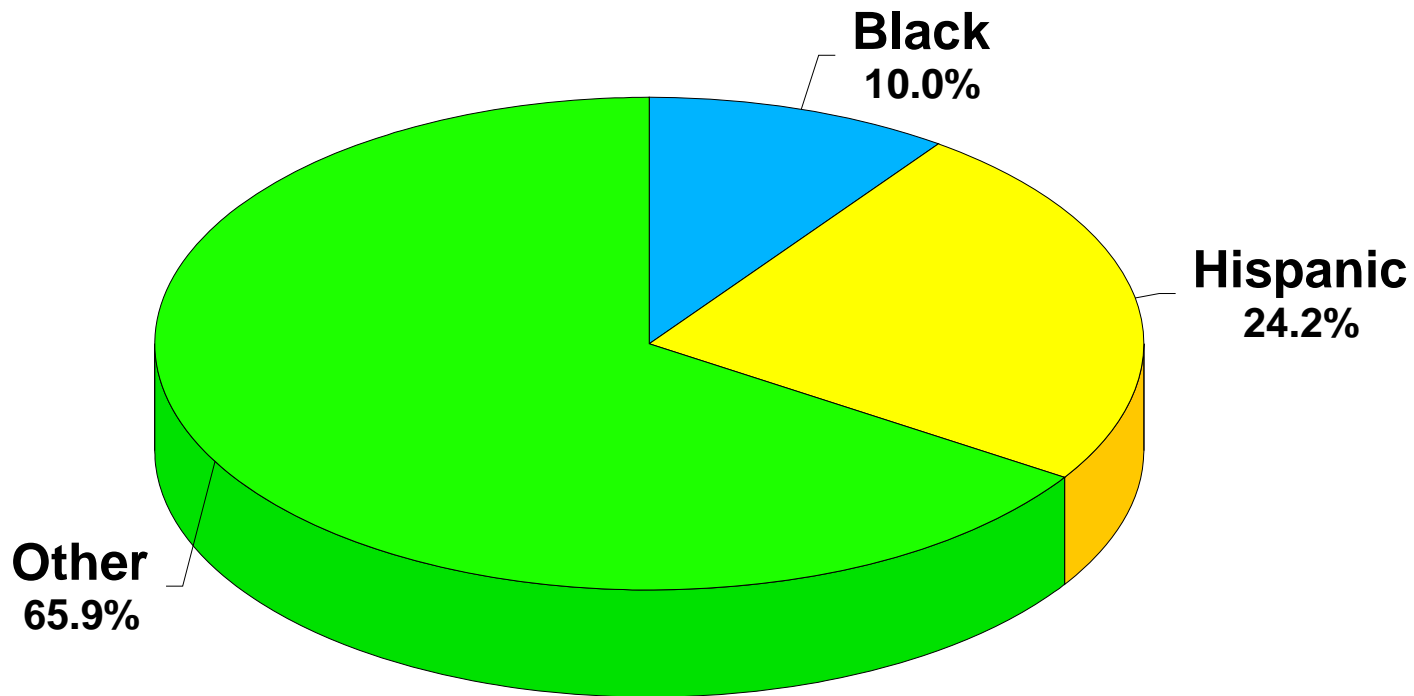
Pie 1



CHR Ethnic Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

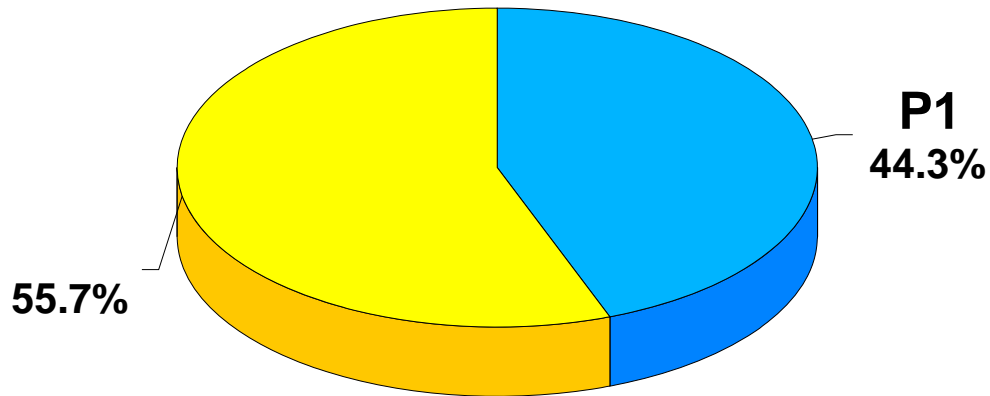


CHR Preference Level

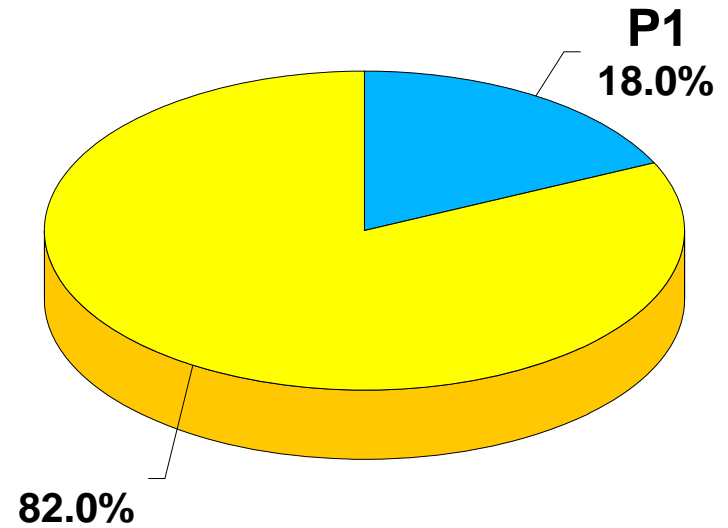
Monday-Sunday 6AM-12Mid

Format AQH Composition

AQH

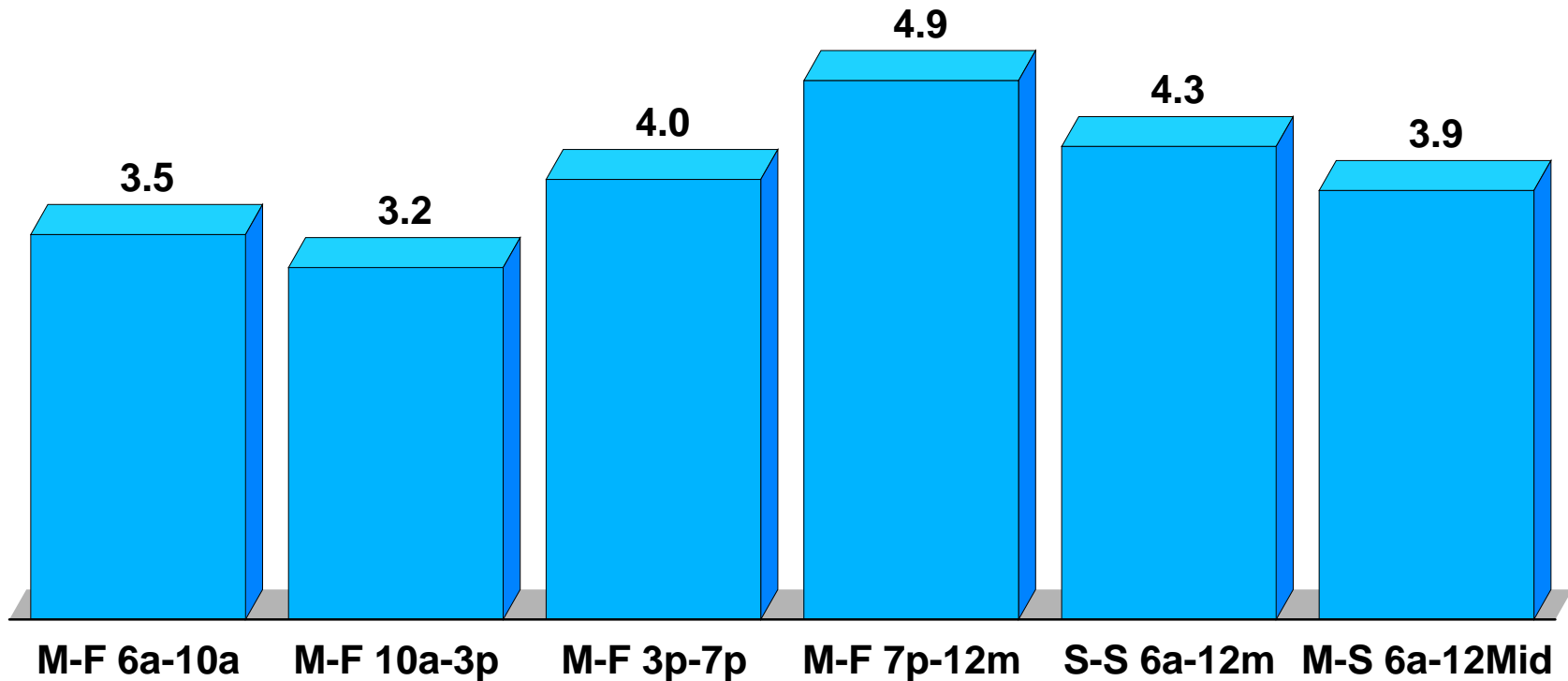


Cume



CHR Daypart Strength

Persons 6+ AQH Share



Country Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Wednesday, December 2, 2009 / Paul Heine and Frank Saxe

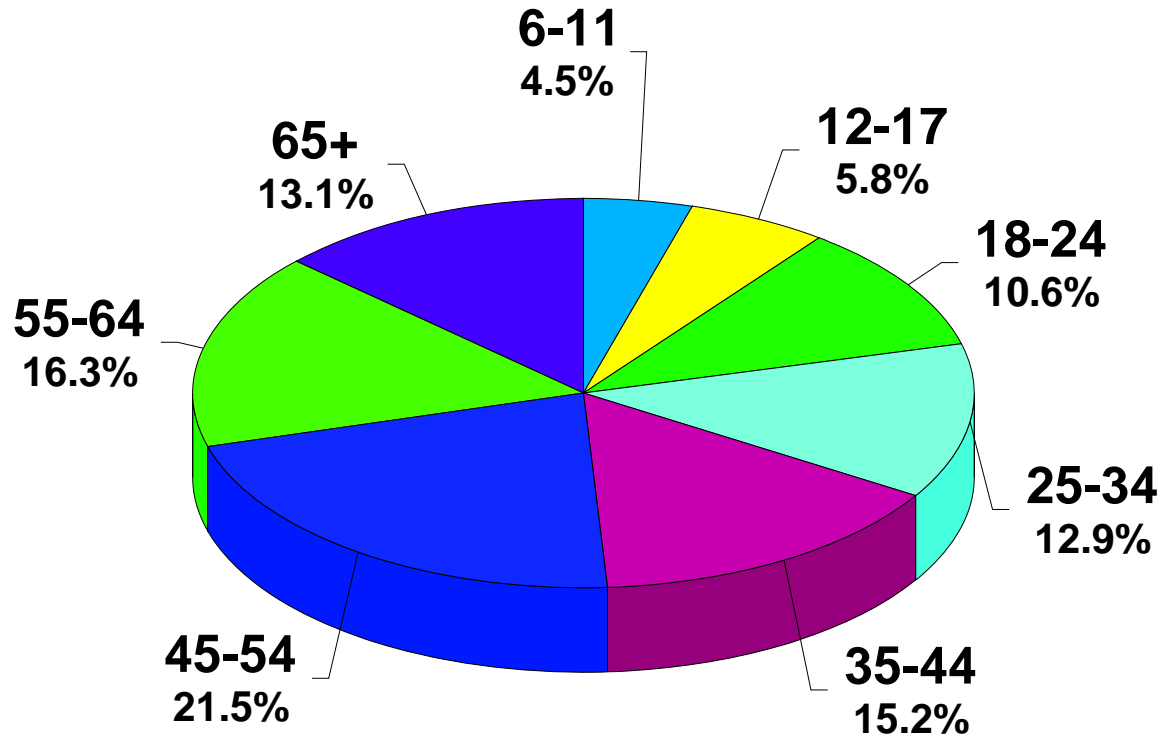
The core country demo is 45-54. Despite an influx of young artists, country radio is having a tough time attracting young listeners. Its 18-24 audience composition fell from 12.6% in a 2004 Research Director study to 11.1% in last year's Radio Today study to an even-lower 10.6% in the Research Director/Inside Radio PPM Formats Study. The latter reflects what could be termed "urban cowboys" - country listeners living in large, ethnically diverse markets - and shows 53% of them are 35-64 and 37.8% are 45-64. The format's largest 10-year age cell is 45-54, accounting for 21.5% of its audience. "We'll see different percentages as we get more of the top 50 markets into this sample," Albright & O'Malley consultant Jaye Albright says. Though the vast majority of country listeners (86.8%) are non-ethnic, 11.1% are Hispanic - almost double the 5.9% reported in Arbitron's Radio Today study based on fall 2008 results from the 94 continuously measured markets. That higher percentage reflects Hispanic havens among the 16 PPM markets surveyed in the Formats Study, such as Houston, San Diego and Miami. As the nation's Hispanic population continues to rise, country radio would do well to downplay its "Southern-redneck" factor, Albright says. Country broadcasters are working to woo more Hispanics on the heels of an Edison Research study showing country listeners share many of the same values as Hispanics. The Formats Study reaffirms that weekends were made for country: Sat.-Sun, 6 am-12 midnight is the format's most-consumed daypart. The percentage of cume attributable to P1 listeners is only 22.6% in the new study, a far cry from the 40% Albright has observed in "hundreds" of markets she's analyzed. Likewise, P1s make up only 56.6% of AQH. "My greatest fear about PPM is under-representing a P1-dominant, loyalty-based format like country," she says.

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Country Audience Composition

Monday-Sunday 6AM-12Mid

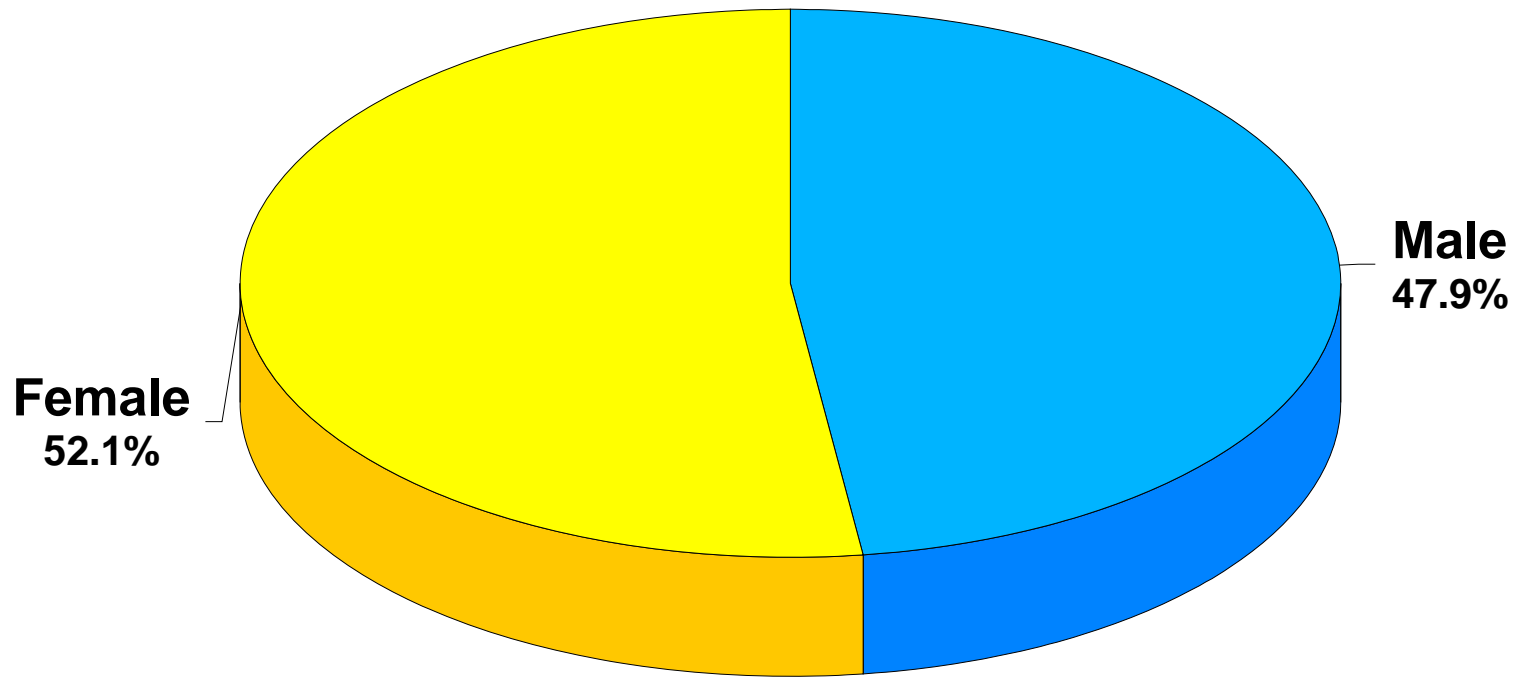
Format AQH Composition



Country Gender Composition

Monday-Sunday 6AM-12Mid

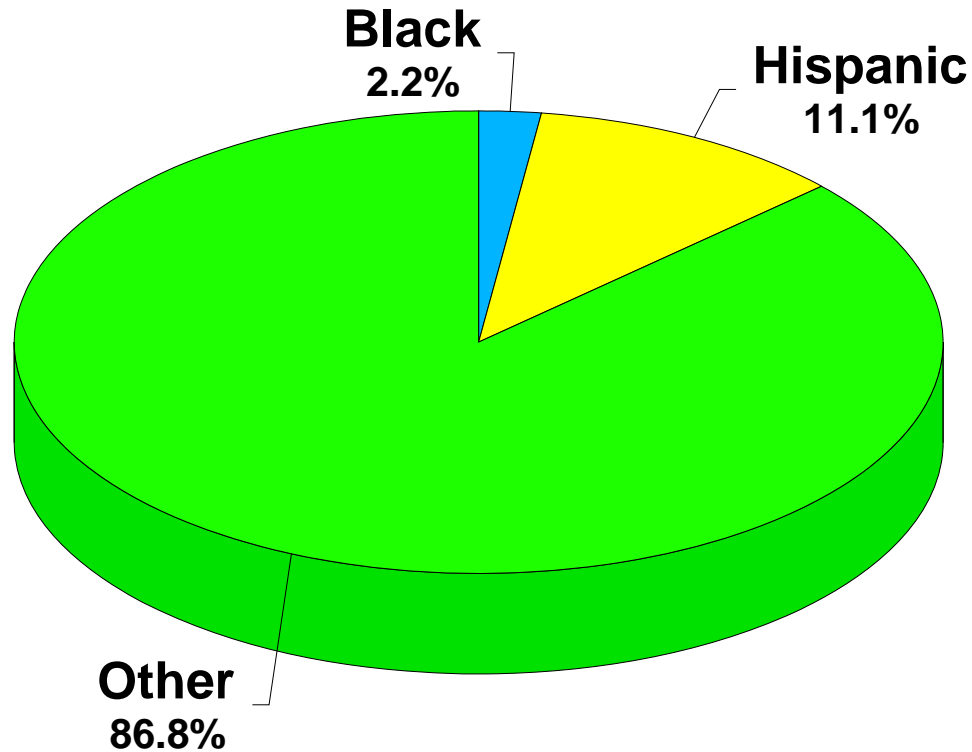
Format AQH Composition



Country Ethnic Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

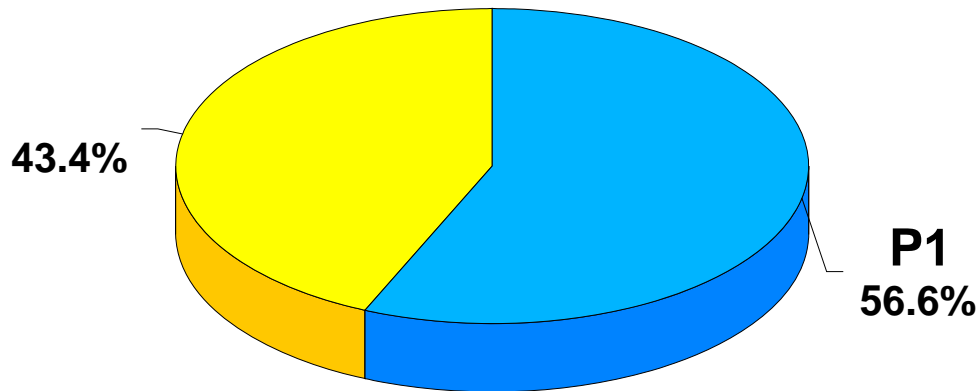


Country Preference Level

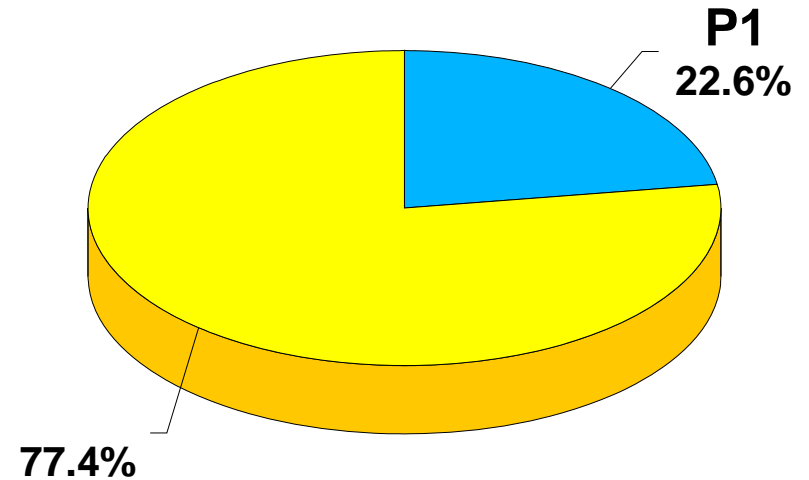
Monday-Sunday 6AM-12Mid

Format AQH Composition

AQH

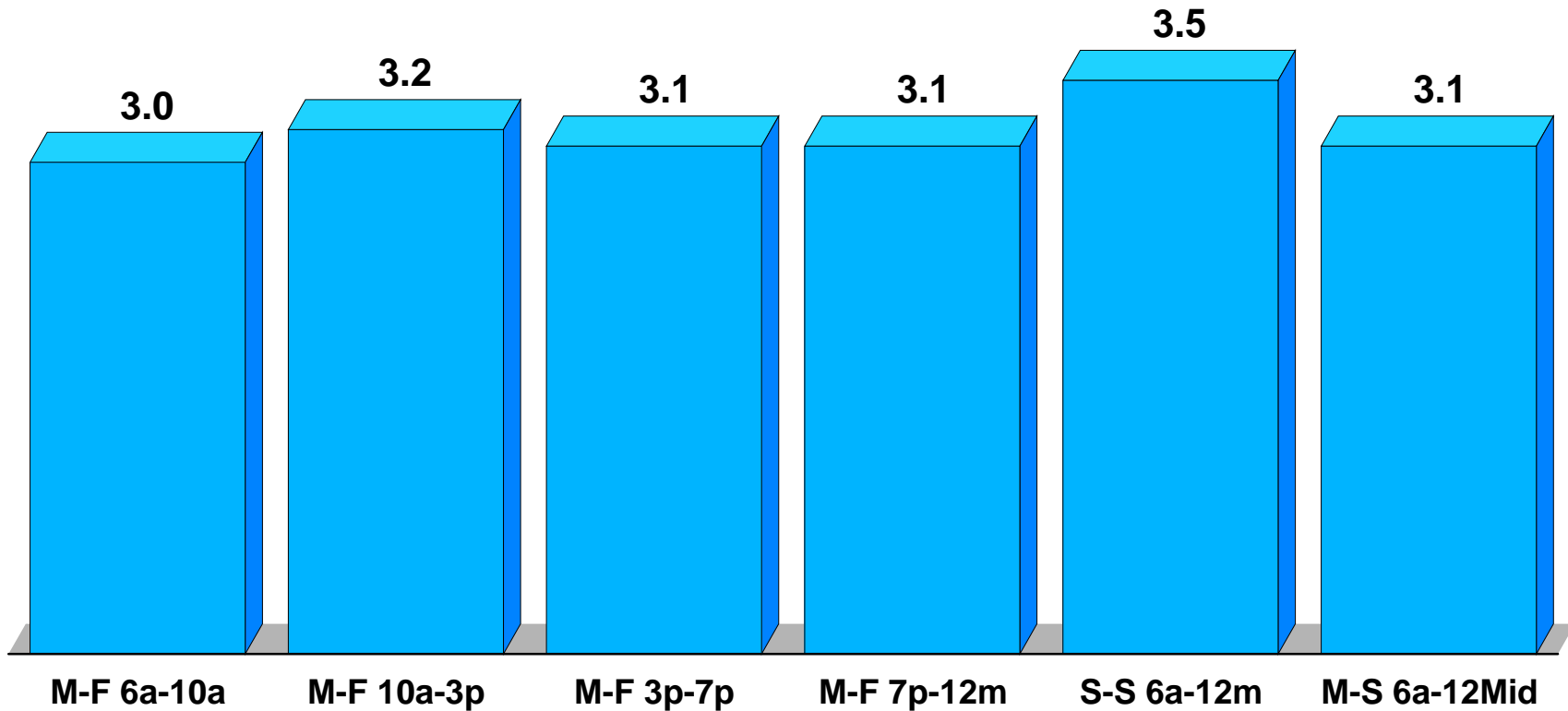


Cume



Country Daypart Strength

Persons 6+ AQH Share



Hot AC Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Friday, December 4, 2009 / Paul Heine and Frank Saxe

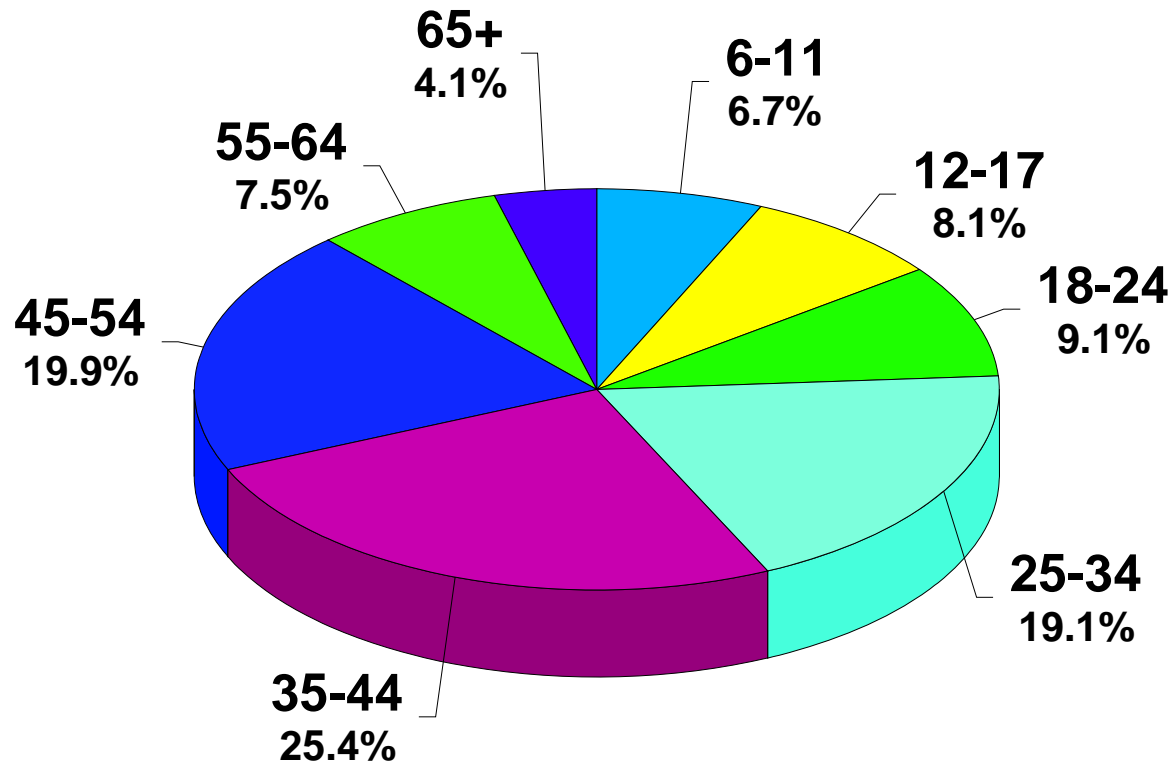
Hot AC has chokehold on money demo. At 64.4%, hot AC holds the distinction of being the format with the highest concentration of listeners in the 25-54 money demo among the top eight in the Research Director/Inside Radio PPM Formats Study. Mary Ellen Kachinske, PD at Chicago's "101.9 the Mix" WTMX, says the format is successful "because it's an exciting top 40-like atmosphere designed for adults. Mass appeal is a good position to be in with this form of measurement because the bigger the cume, the more you're going to win." The percentage of AQH listening derived from P1 listeners among the 21 hot AC stations in 15 PPM markets in the study averaged 47.2% - only CHR had a lower percentage. Like CHR and AC, the PPM is detecting more men listening to hot AC - its female-male gender split is 59-41. "While females dominate our listening, we always knew there was more male listening than was being reported in the diary," Kachinske says. Men phone in to chat with "Eric & Kathy" and participate in contests, she says of the station's 12-year heritage morning show. "But you can understand that some men wouldn't write down that they listened to them in the morning." Compared to other formats in the 16-market PPM Formats Study, hot AC performs consistently across dayparts, with middays, afternoons and weekends doing best. "When you're consistently giving people what they expect from you, and you're mass appeal enough, it's not about office listening anymore," Kachinski says.

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Hot AC Audience Composition

Monday-Sunday 6AM-12Mid

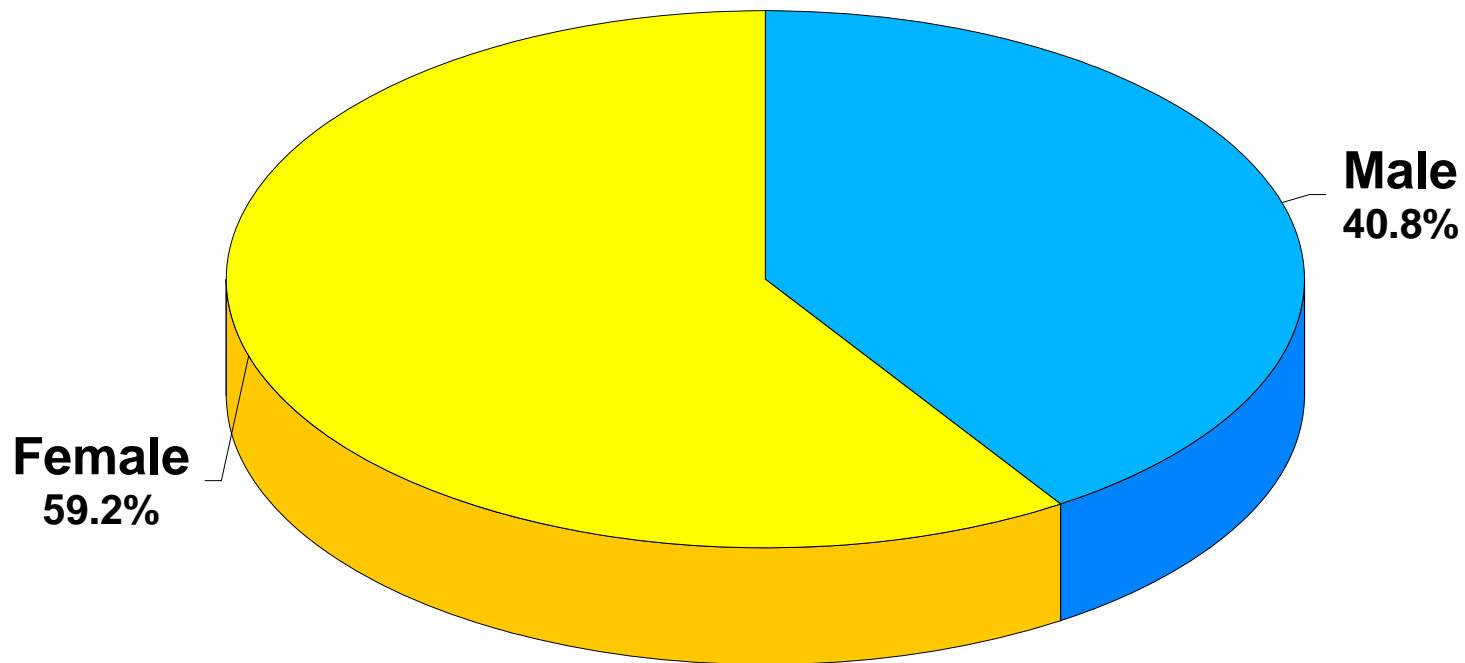
Format AQH Composition



Hot AC Gender Composition

Monday-Sunday 6AM-12Mid

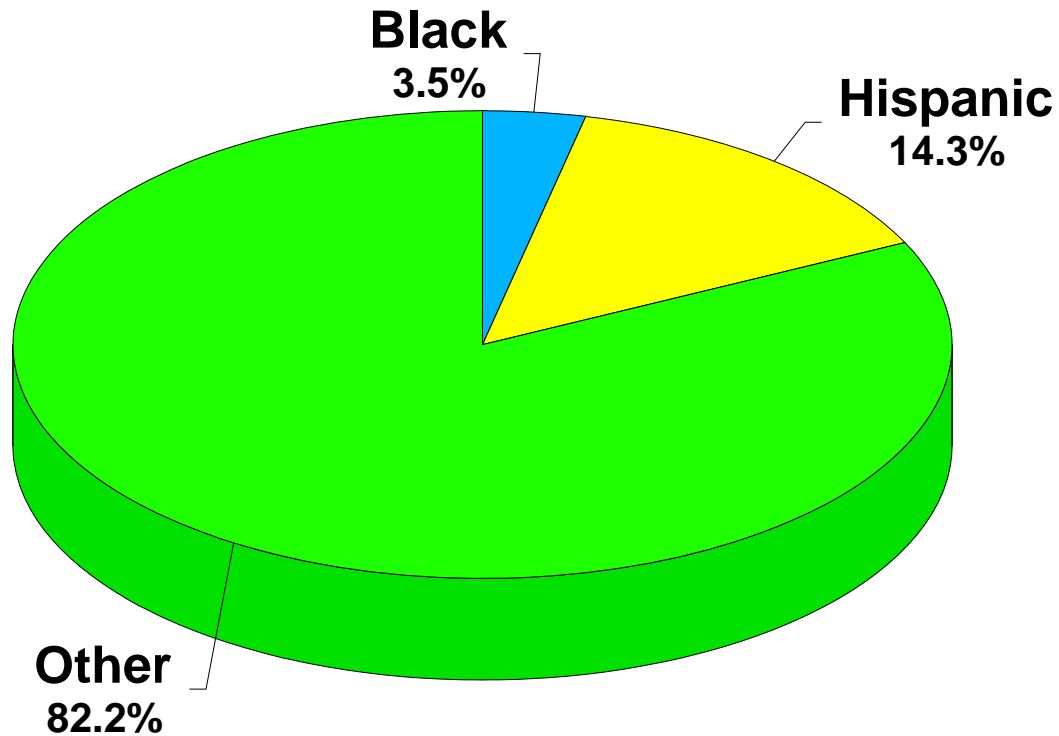
Format AQH Composition



Hot AC Ethnic Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

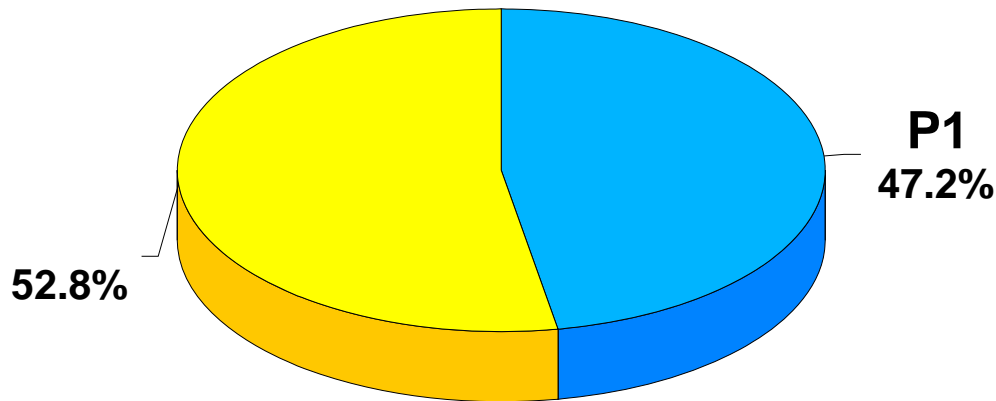


Hot AC Preference Level

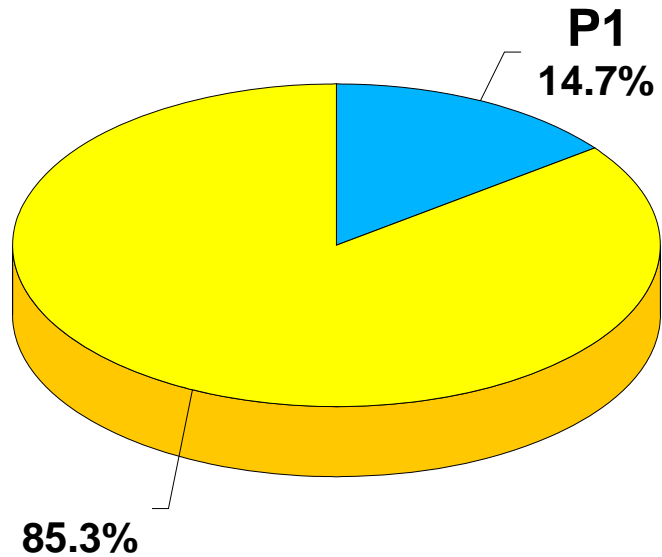
Monday-Sunday 6AM-12Mid

Format AQH Composition

AQH

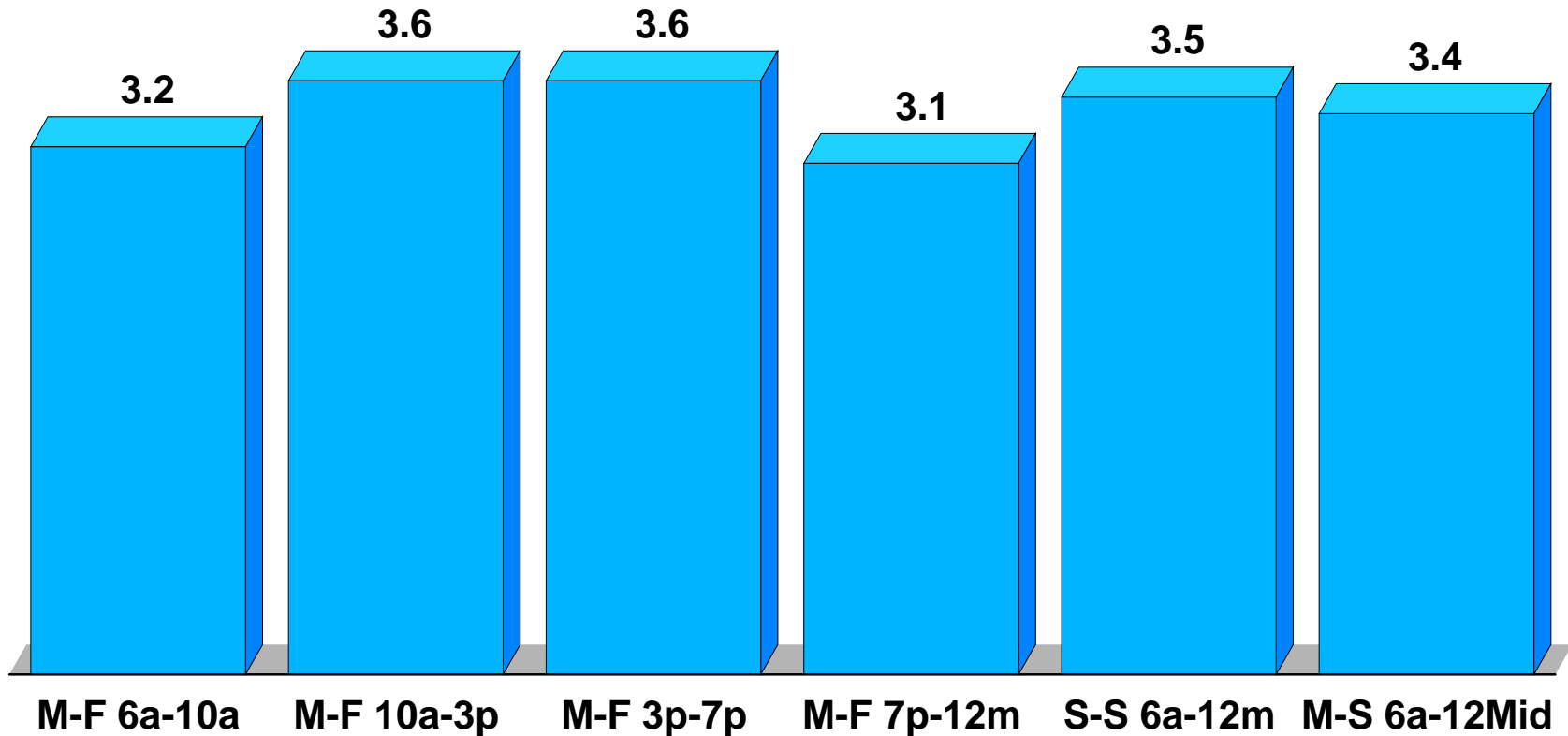


Cume



Hot AC Daypart Strength

Persons 6+ AQH Share



News Talk Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Wednesday, December 2, 2009 / Paul Heine and Frank Saxe

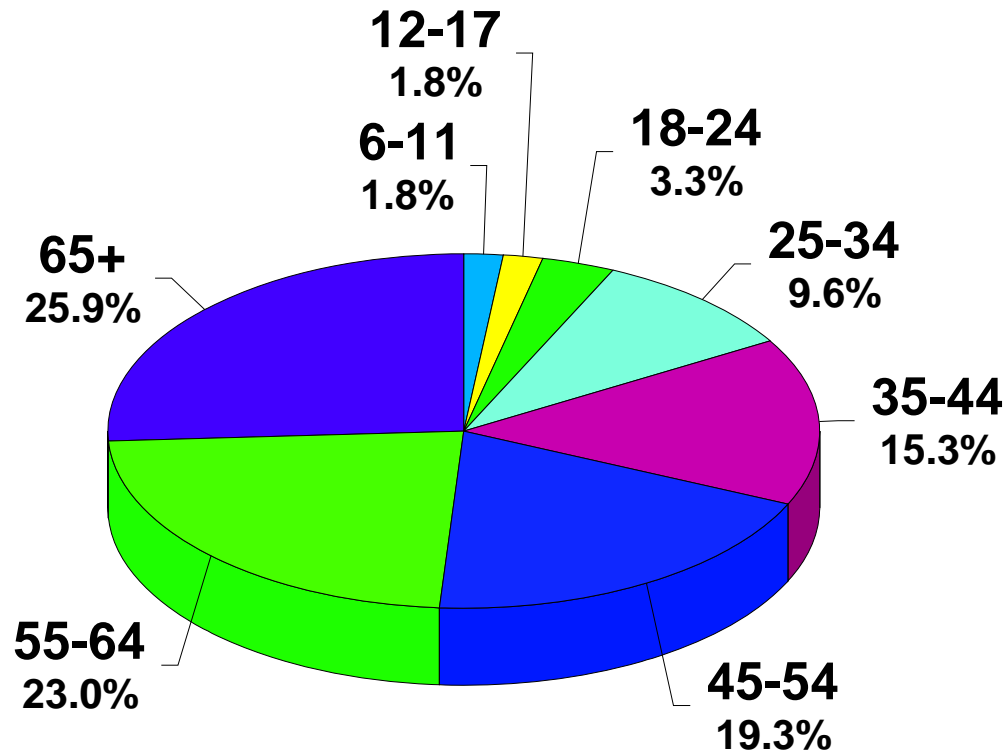
News/talk turns in erratic daypart performance. While the PPM shows consistent radio listening across the week, that's not the case with news/talk. Starting with a 4.4 in morning drive, its 6+ AQH share plummets to a 2.7 on weekends, a testimony to the challenge of maintaining top-shelf talent in all dayparts. Weekday listening falls to a 3.2 in middays, registers a slight recovery in afternoon drive (3.4), then tails off to a 2.9 in nights. The results are from an analysis of 32 news/talk stations in 16 PPM markets surveyed in the Research Director/Inside Radio PPM Formats Study. "To be successful you need top grade talent that is crisp, concise and compelling," Research Director president Charlie Sisen says. "But it's difficult to financially support great talk talent 18 hours a day, seven days a week." Why the drop-off in middays, where many news/talkers air Rush Limbaugh for three hours? "That's a departure from what we've seen in the diaries, which are kind to Rush," says McVay Media news/talk specialist Holland Cooke. "The meter may not be as kind when he gets unrelatable, self-centered and off-track." Cooke says it's critical for news/talk stations to "maintain the folks who flow through these stations," including the soccer mom who punches in from an AC station for top of the hour news. "The trick is how quickly can we engage her the moment the weather ends and then keep her until 20 minutes after. Once it degenerates into 'blah, blah, blah,' listeners are off like a prom dress." Nearly half of the format's audience is 55+ with 65+ its largest demo slice at 25.9%. P1s make up 67.1% of the format's AQH listening and 35.7% of its cume.

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News Talk Audience Composition

Monday-Sunday 6AM-12Mid

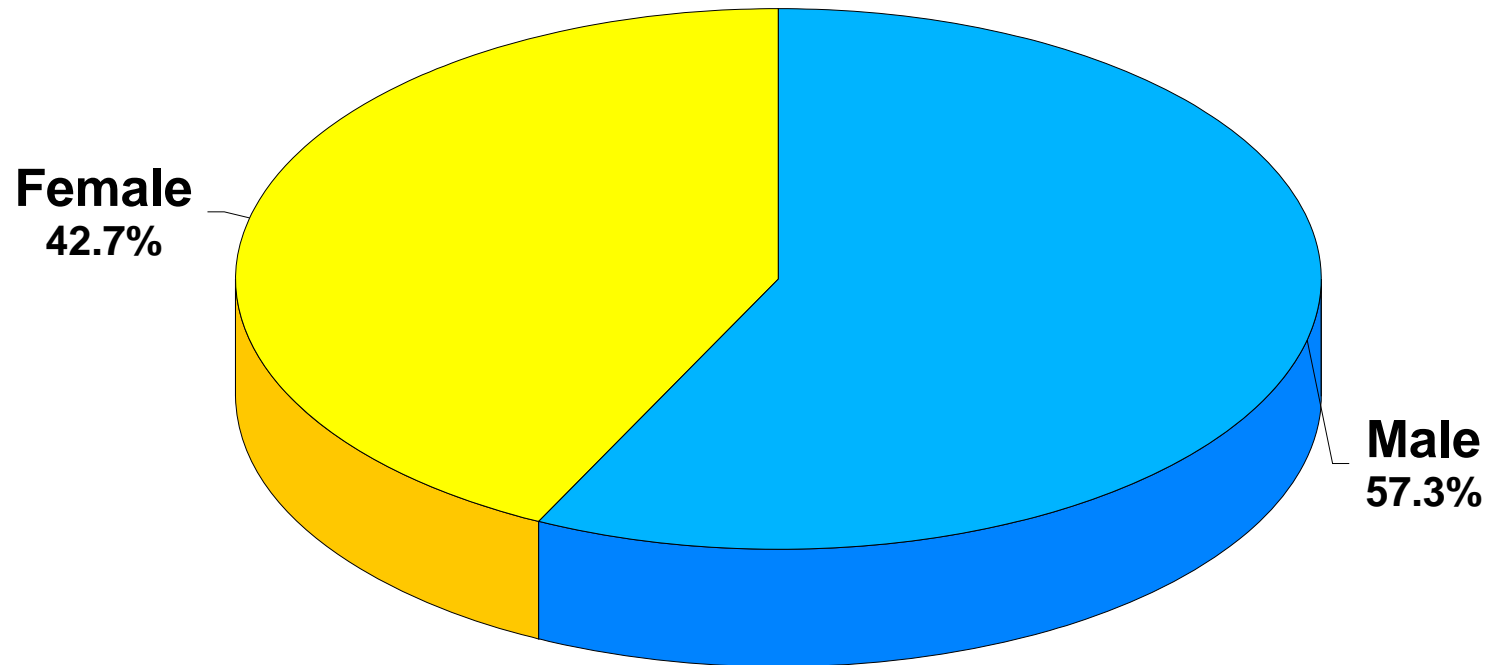
Format AQH Composition



News Talk Gender Composition

Monday-Sunday 6AM-12Mid

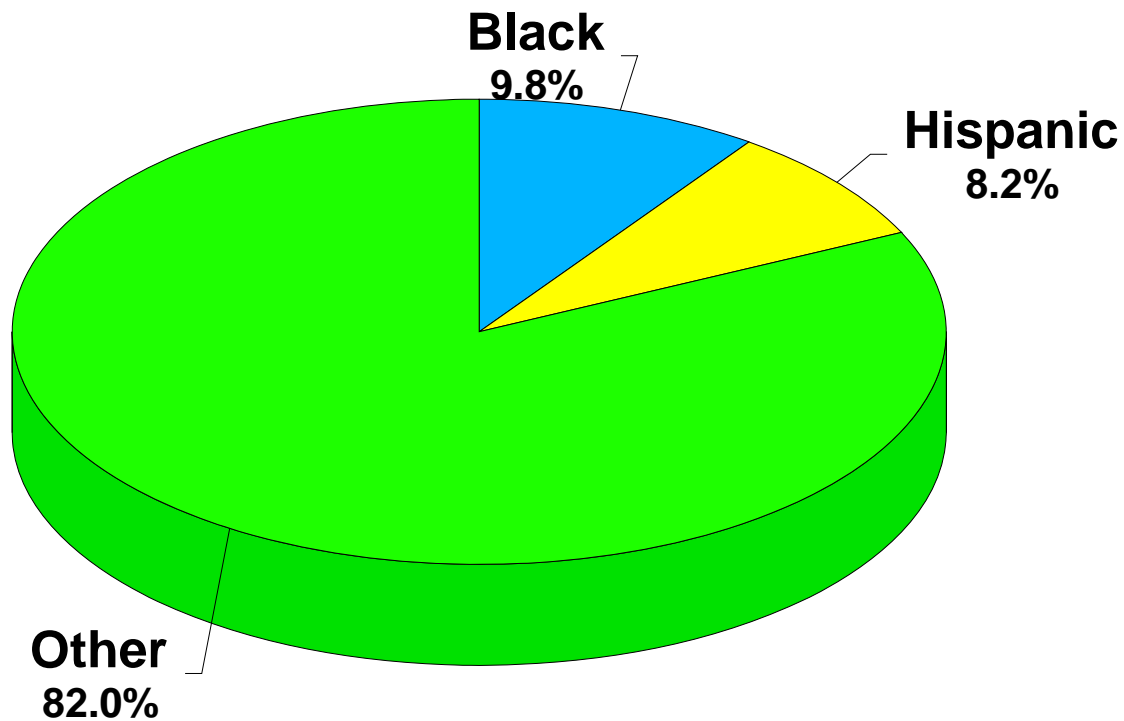
Format AQH Composition



News Talk Ethnic Composition

Monday-Sunday 6AM-12Mid

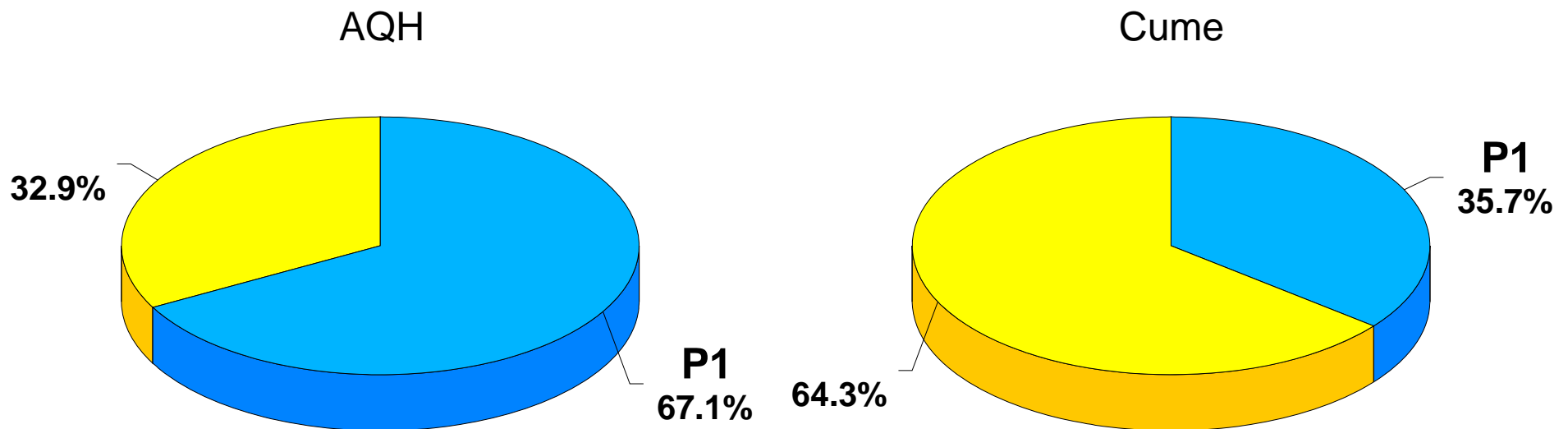
Format AQH Composition



News Talk Preference Level

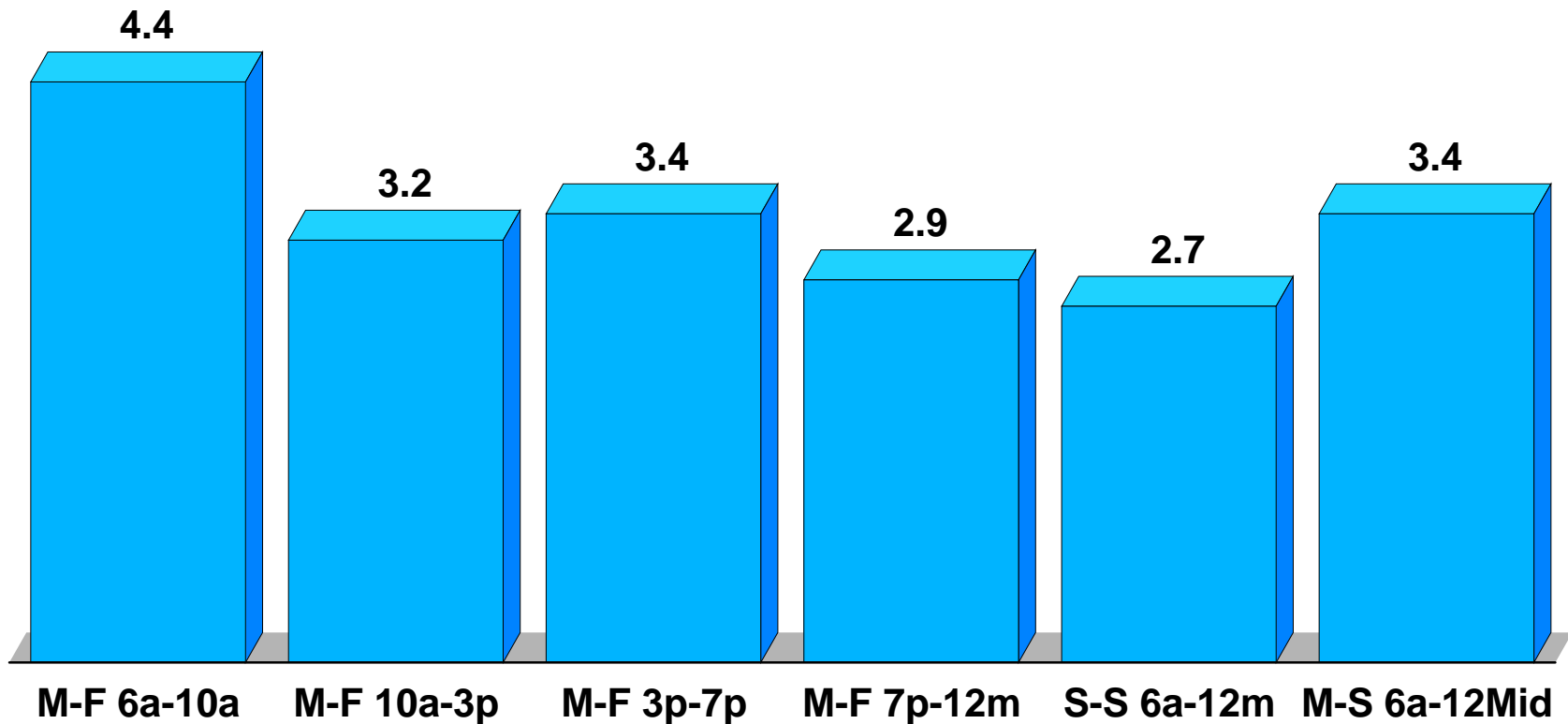
Monday-Sunday 6AM-12Mid

Format AQH Composition



News Talk Daypart Strength

Persons 6+ AQH Share



Regional Mexican Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Thursday, December 3, 2009 / Paul Heine and Frank Saxe

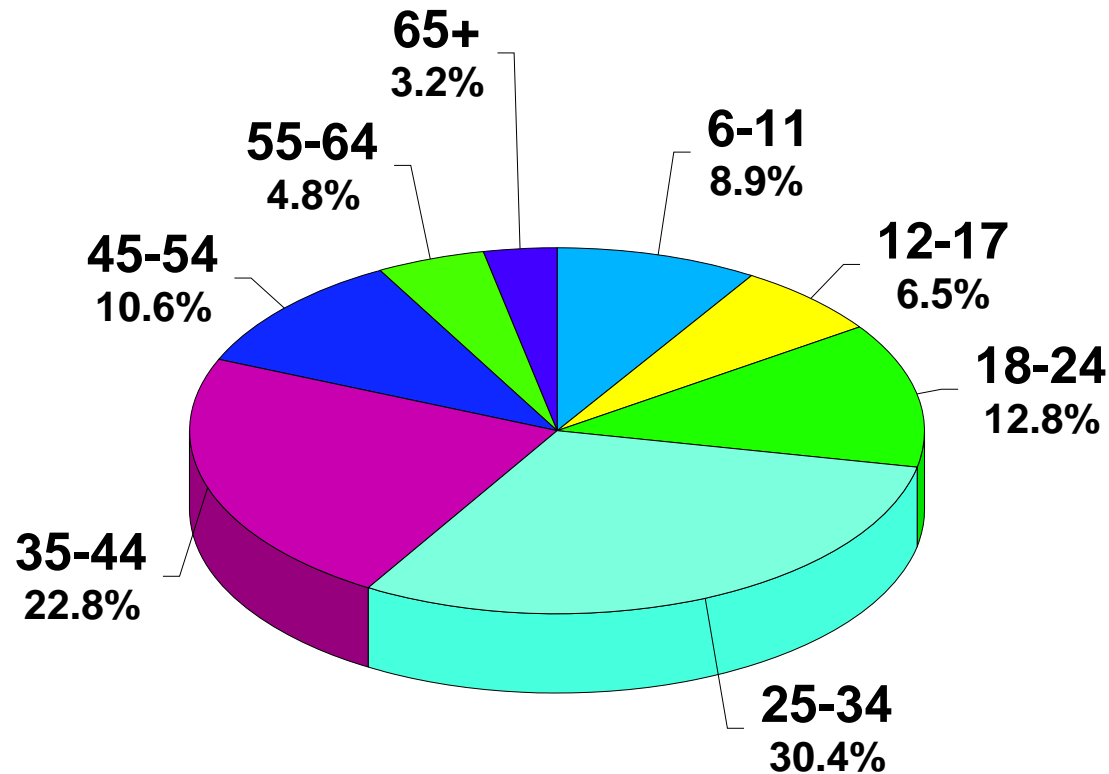
Advertiser-friendly regional Mexican format poised for further growth. With 63.8% of its audience in the 25-54 demo, regional Mexican is a no-brainer for advertisers trying to reach America's burgeoning Hispanic population, especially younger Latinos. The fast rising format's demographic core is 25-34, and the format scored a power ratio of 1.14 in the 2009 edition of the Miller Kaplan Power Ratio report, making it the highest performing Spanish-language format. Ranked fifth in 25-54 and second in 18-34 in the Research Director/Inside Radio PPM Formats Study, the male-skewing format is expected to continue to grow. In addition to such traditional strongholds as California, Texas and the Southwest, regional Mexican has eclipsed Spanish CHR and tropical as the most popular Spanish language format in Portland, OR; West Palm Beach, Charlotte, NC and other markets, according to Santos Latin Media president Jose Santos - even though Arbitron may not reflect it yet. More stations are adopting it in East Coast markets as large numbers of Hispanics of Mexican descent move in, often from the West. Expect more Hispanics in non-traditional Hispanic states, like Tennessee, Alabama, Louisiana and Arkansas. "The regional Mexican format will follow those folks," Santos says. Reflecting 27 regional Mexican stations in 11 markets, the study does not include Univision stations in Miami, Phoenix and San Diego where the company has refused to encode in protest of PPM methodology. Regional Mexican has dramatic regional variances. "The music mix of the format is based on the region of Mexico the majority of your listeners are from," Santos says. Banda is bigger in California, Texans prefer more Norteño.

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Regional Mexican Audience Composition

Monday-Sunday 6AM-12Mid

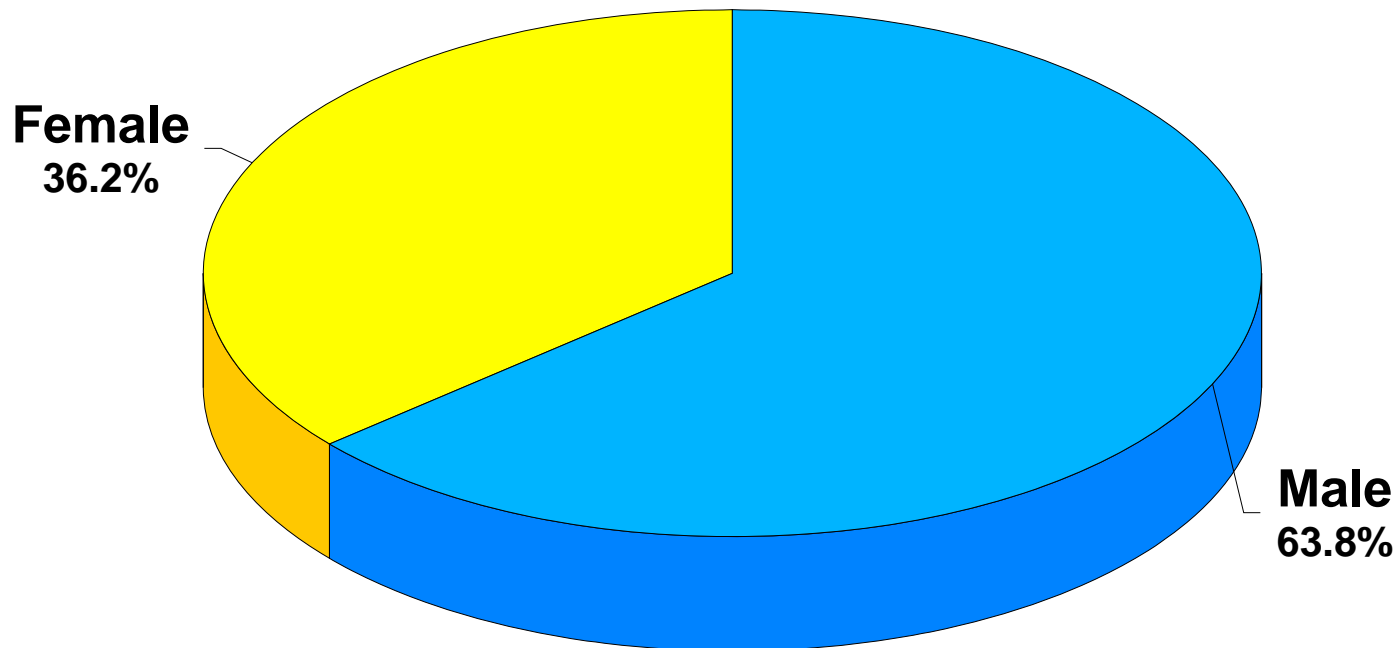
Format AQH Composition



Regional Mexican Gender Composition

Monday-Sunday 6AM-12Mid

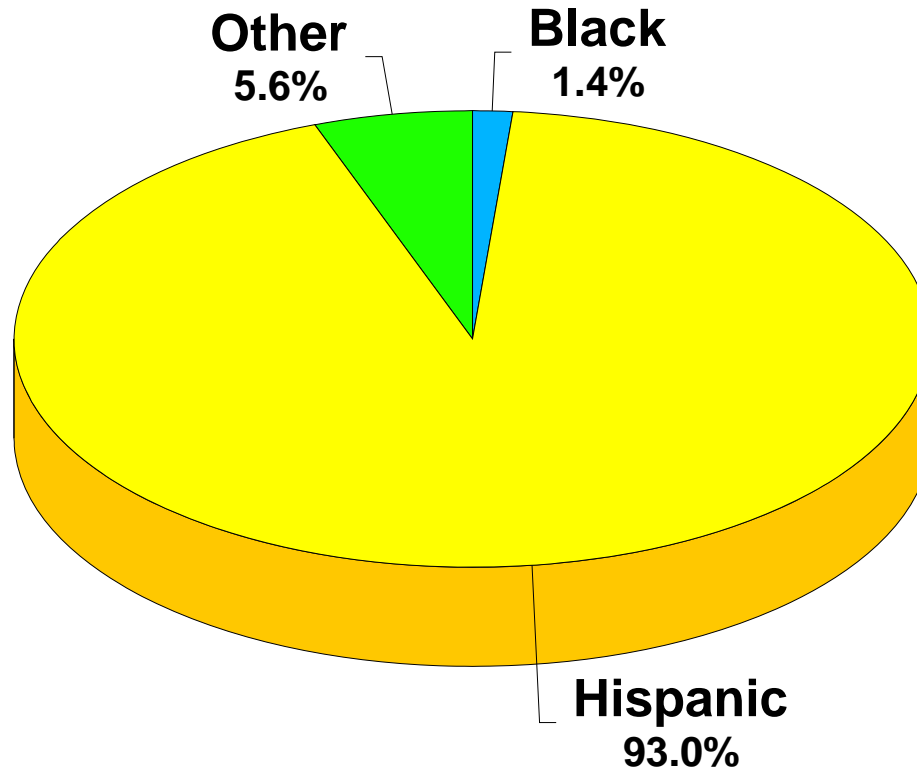
Format AQH Composition



Regional Mexican Ethnic Composition

Monday-Sunday 6AM-12Mid

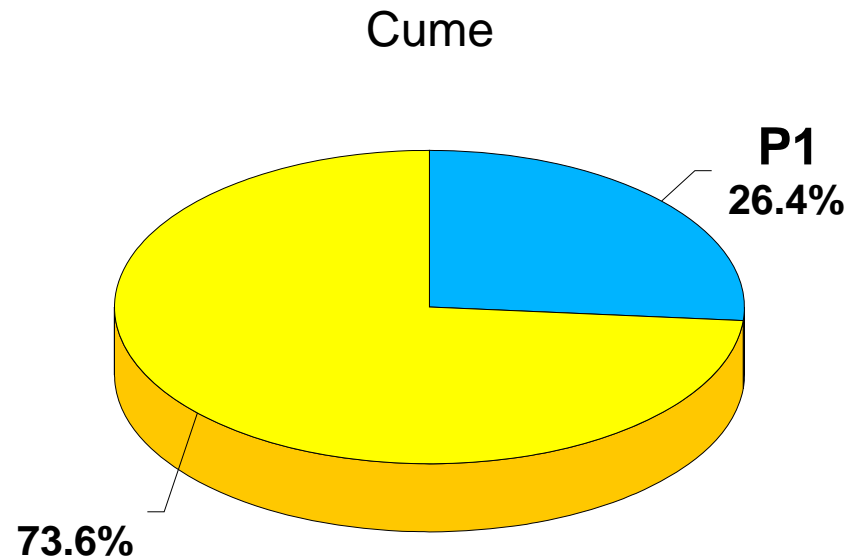
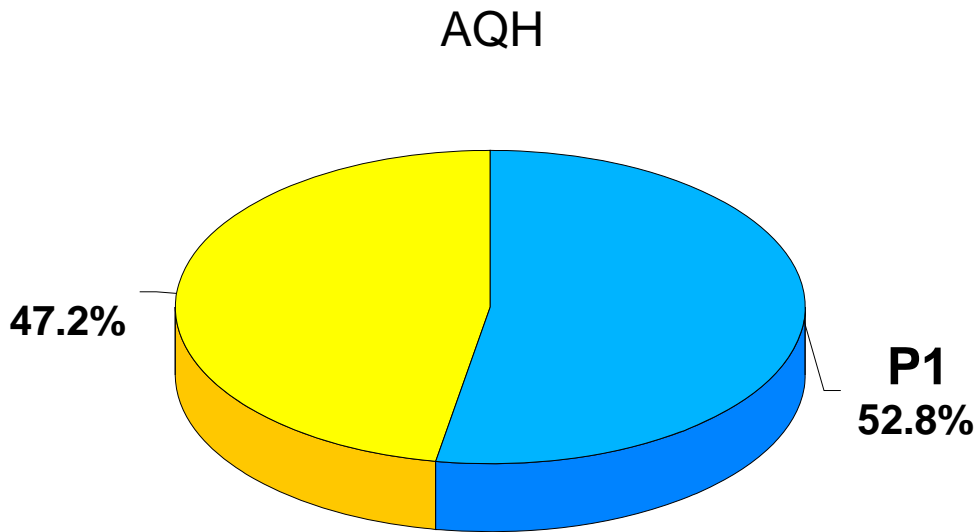
Format AQH Composition



Regional Mexican Preference Level

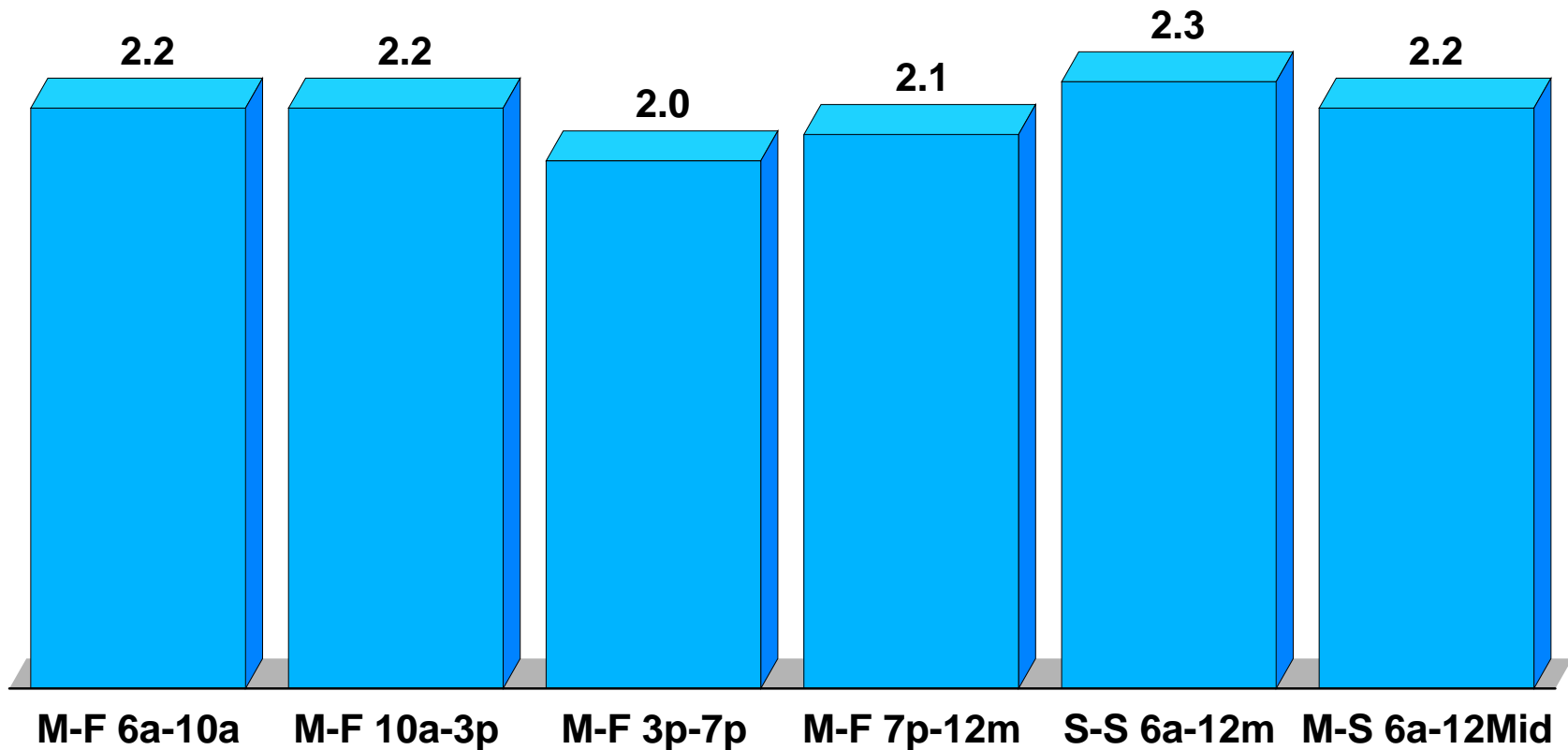
Monday-Sunday 6AM-12Mid

Format AQH Composition



Regional Mexican Daypart Strength

Persons 6+ AQH Share



Talk Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Friday, December 4, 2009 / Paul Heine and Frank Saxe

More than half of talk audience has aged outside the 25-54 demo. The 34 talk stations in the Research Director/Inside Radio PPM Formats Study don't deliver the most ad-friendly audience. Nearly one in three talk listeners (32.4%) are 65+. The younger end is 45-54. For Bonneville, the answer to the format's aging audience has been moving news/talk and news stations to FM in Seattle, Salt Lake City, Phoenix and Washington. The change in venue automatically lowered the stations' demographic profile. "We have got to get into the playground where everyone else is playing and present content that is appealing to that demographic and be real," says Bonneville-Seattle PD Rod Arquette. He wonders if a less structured approach to talk, not unlike that used by morning talk shows on FM music stations, would attract younger listeners to the format. "The beauty of news/talk and news is that we move products for an advertiser. We have to make sure that we are reaching an audience that the advertiser wants to appeal to." Talk delivers an intensely loyal audience. With 58.1% of its AQH provided by P1 listeners, it is second only to news/talk in preference level among the eight most-listened-to formats in the 16-market study. Arquette attributes the loyalty to hosts "who share their values and provide information, points of view and angles that [listeners] wouldn't have thought of and can relate to. The very successful ones make it entertaining, too." A primarily White male format, talk's male-female split is 58-42 in the PPM study, which averaged format shares from July-October. Only 7.6% of its audience is African American and 5.4% is Hispanic.

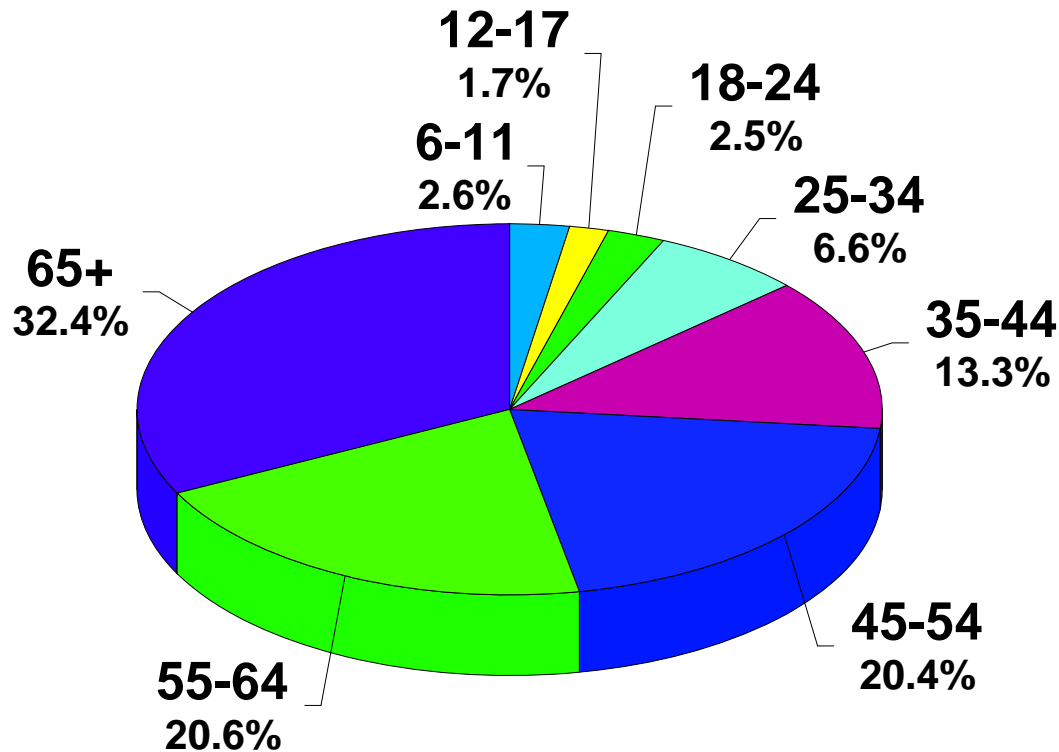
Talk's greatest challenge: weekends. Like close cousin news/talk, the format has a serious ratings deficiency on weekends, where it posts an average 1.4 6+ AQH share, far below its 2.2 total week average. Bonneville-Seattle PD Rod Arquette says weekends are the format's greatest challenge. "Just because the majority of revenue comes during the week, doesn't mean we can toss off weekends." He would like to see syndicators offer live programming for primetime weekend dayparts, so stations don't have to rely so much on "best of" programming and specialty shows devoted to gardening and travel. The study shows talk starts strong in morning drive with a 2.8, falls to a 2.4 in middays, then holds at a 2.2 in afternoons and nights.

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Talk Audience Composition

Monday-Sunday 6AM-12Mid

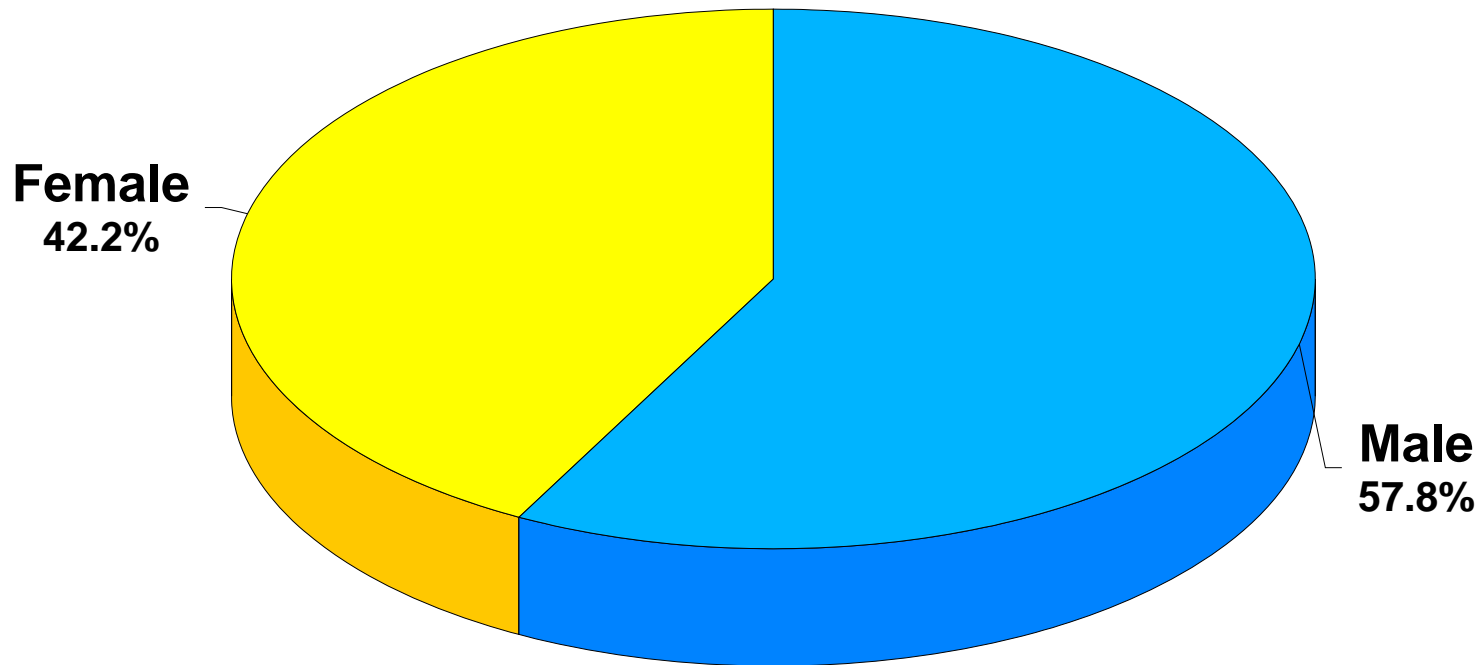
Format AQH Composition



Talk Gender Composition

Monday-Sunday 6AM-12Mid

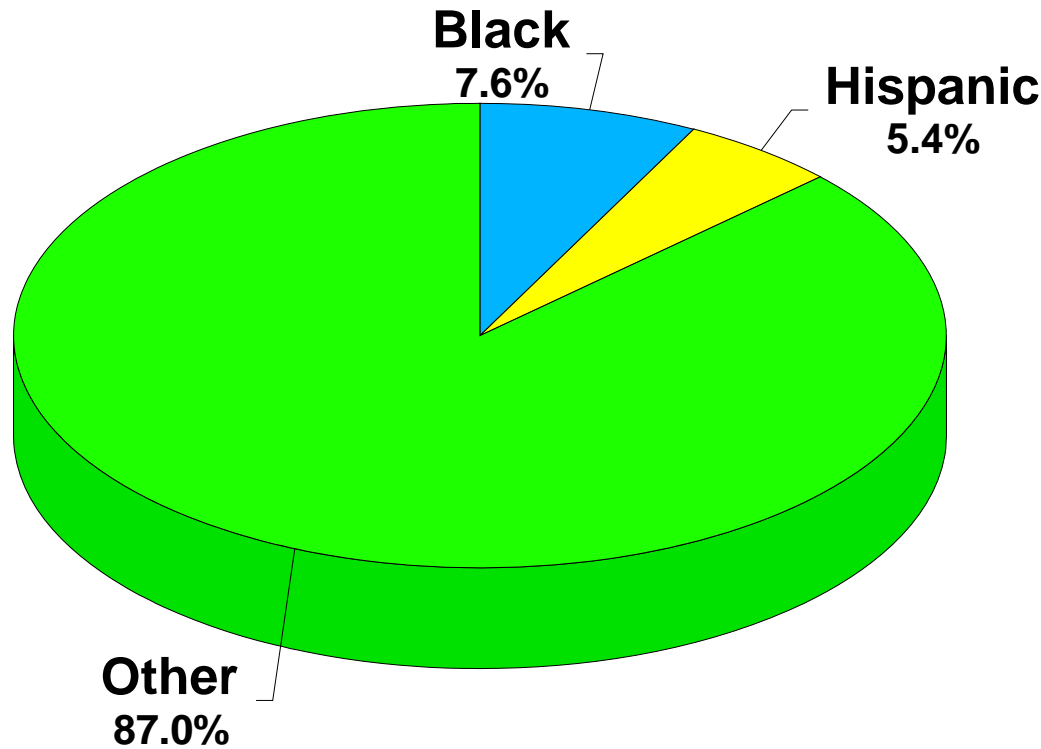
Format AQH Composition



Talk Ethnic Composition

Monday-Sunday 6AM-12Mid

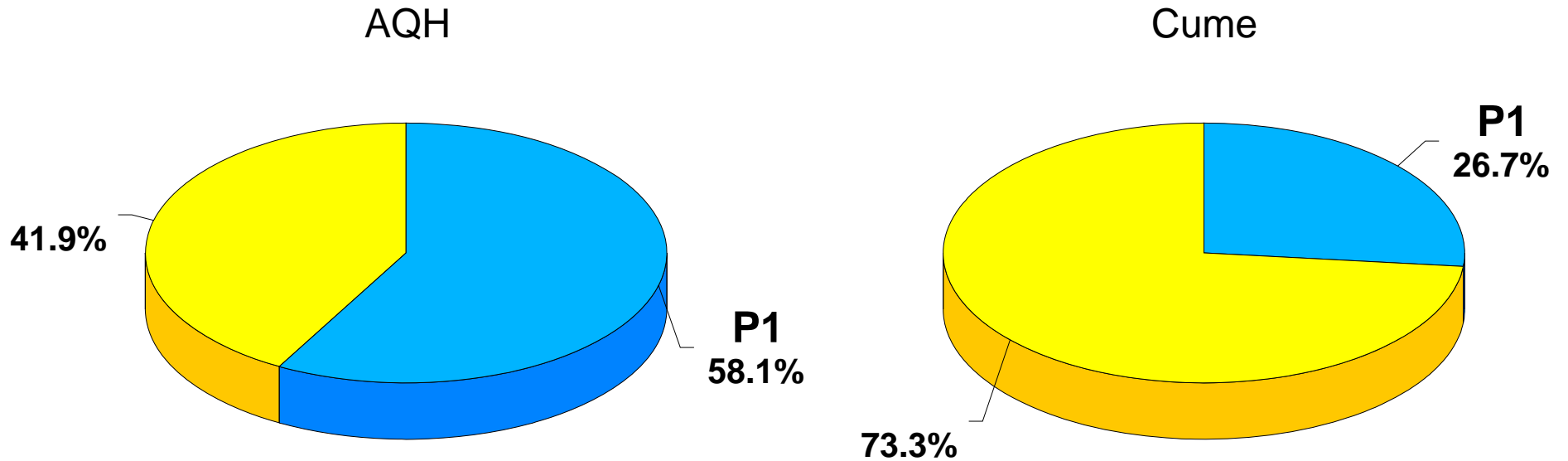
Format AQH Composition



Talk Preference Level

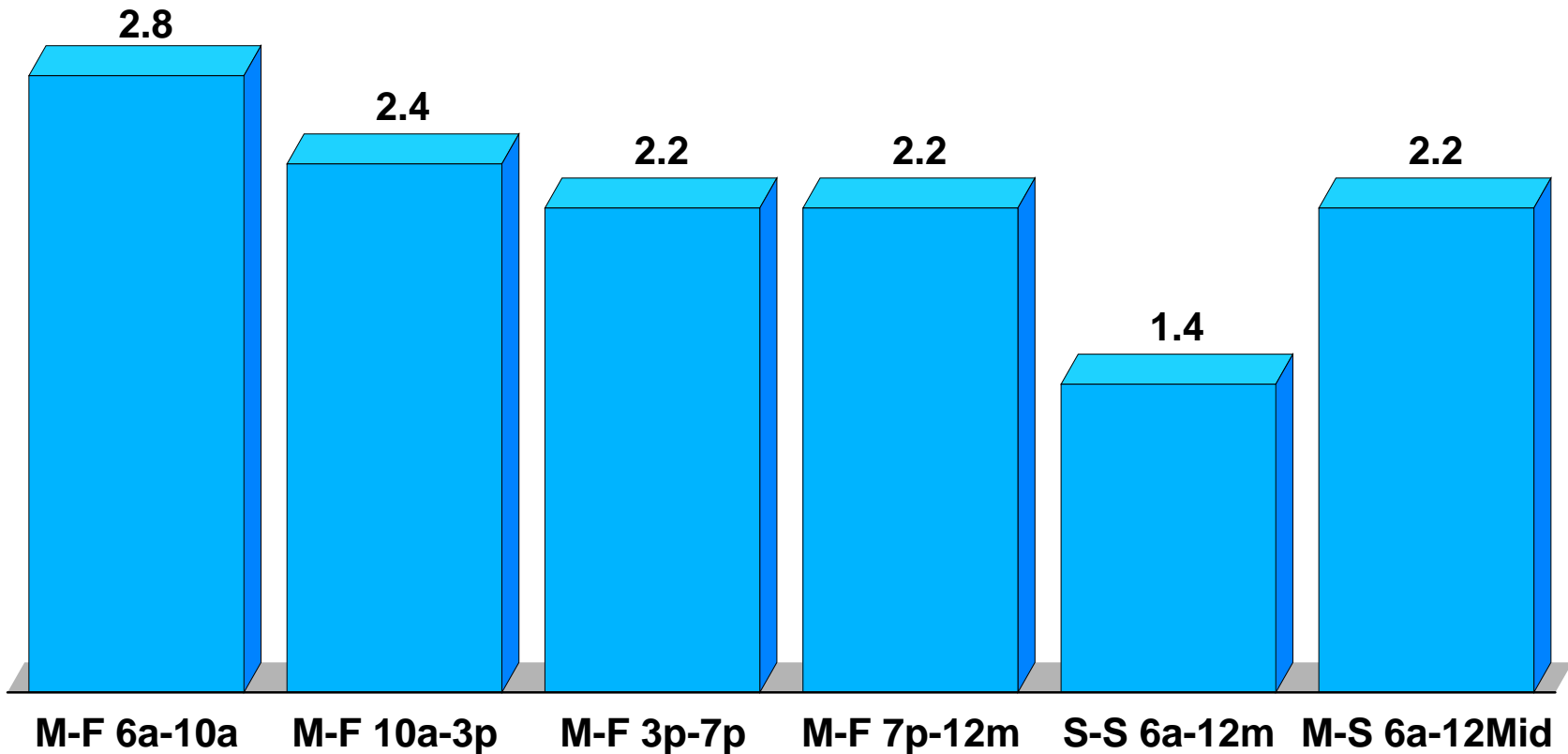
Monday-Sunday 6AM-12Mid

Format AQH Composition



Talk Daypart Strength

Persons 6+ AQH Share



Urban AC Format Analysis

INSIDE RADIO® [Excerpted]

--Issue dated Tuesday, December 1, 2009 / Paul Heine and Frank Saxe

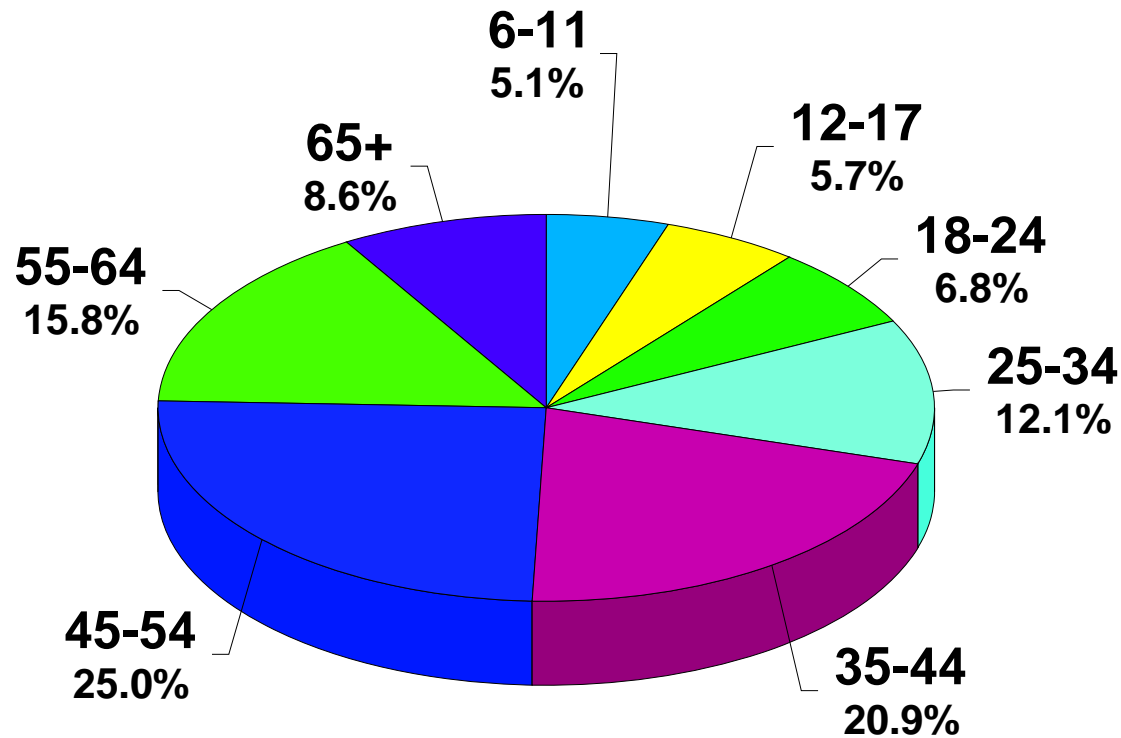
Study underscores aging urban AC audience. In the 16 markets where the PPM has been currency since June, 61.7% of the urban AC audience is aged 35-64. The format's single largest ten-year demographic concentration is 45-54, which accounts for 25% of its audience. Right behind at 20.9% is 35-44, the younger end of which grew up on a different style of urban music than the upper end. As more listeners raised on rap music age into the format's demographic window, urban AC programmers will face some "tough choices," says Inner City Broadcasting-New York VP/GM Deon Levingston. Among them: whether to integrate rap into their adult-targeting playlists, not unlike the way oldies stations have evolved to incorporate some '80s titles. "There's a clear line between an urban station targeting people 35 and under and an urban AC station aiming at 30+," Levingston says. "The hard line that separates the two is rap music - a huge divide among African American listening." But there's evidence to suggest not all rap is as polarizing as once thought. After initially avoiding Jay Z & Alicia Keys' urban radio smash "Empire State Of Mind," Inner City urban AC WBLS, New York put the song into its music test. "Without us ever playing it once, it was one of our top four testing songs. Our audience was 70% familiar with it," Levingston says. The Research Director/Inside Radio PPM Formats Study also reaffirms what the diary has previously shown about urban AC's most-listened-to dayparts. With a 4.4 6+ share, Mon.-Fri, 7 pm-12 midnight is the format's top performing daypart, followed by weekends at a 4.3. Both outperform the format's total week 3.9 share. And While the study shows urban AC as the most listened to format in the large, ethnically diverse markets where it was conducted, Levingston notes that there are fewer radio choices for an adult African-American listener. "They may have one or two primary station choices and every other station becomes a secondary choice," he says.

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Urban AC Audience Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

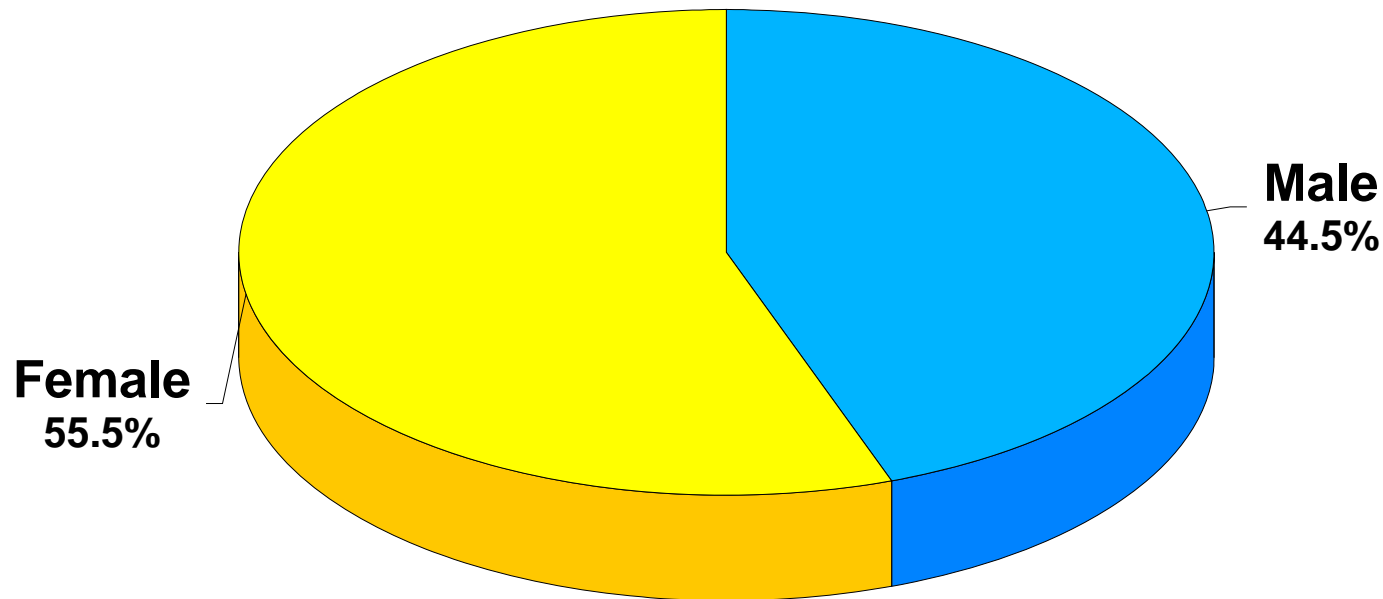


Urban AC Gender Composition

Monday-Sunday 6AM-12Mid

Format AQH Composition

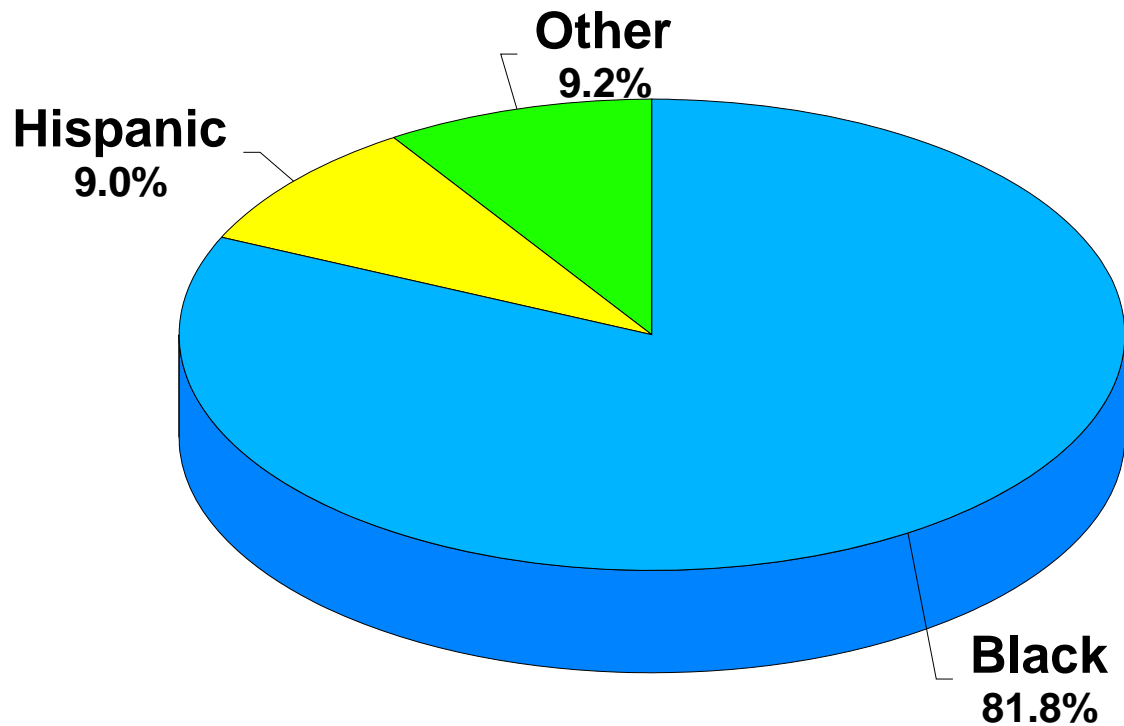
Pie 1



Urban AC Ethnic Composition

Monday-Sunday 6AM-12Mid

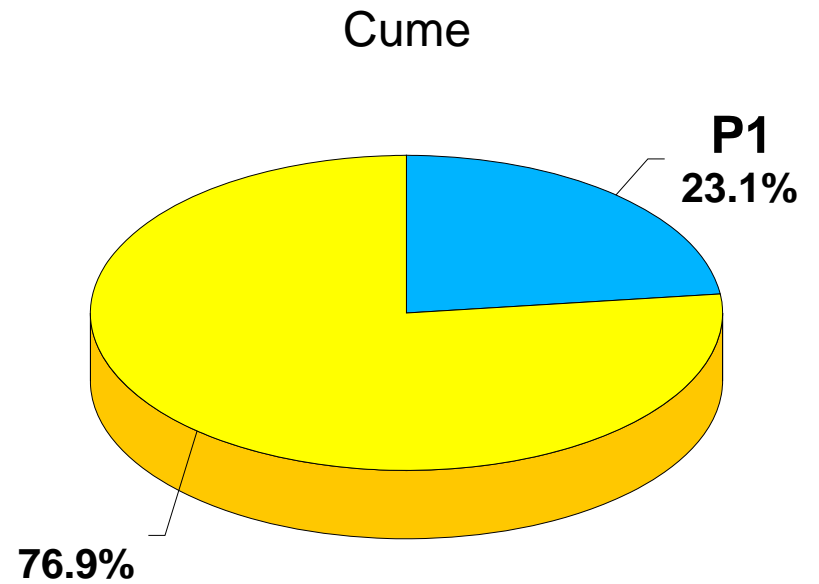
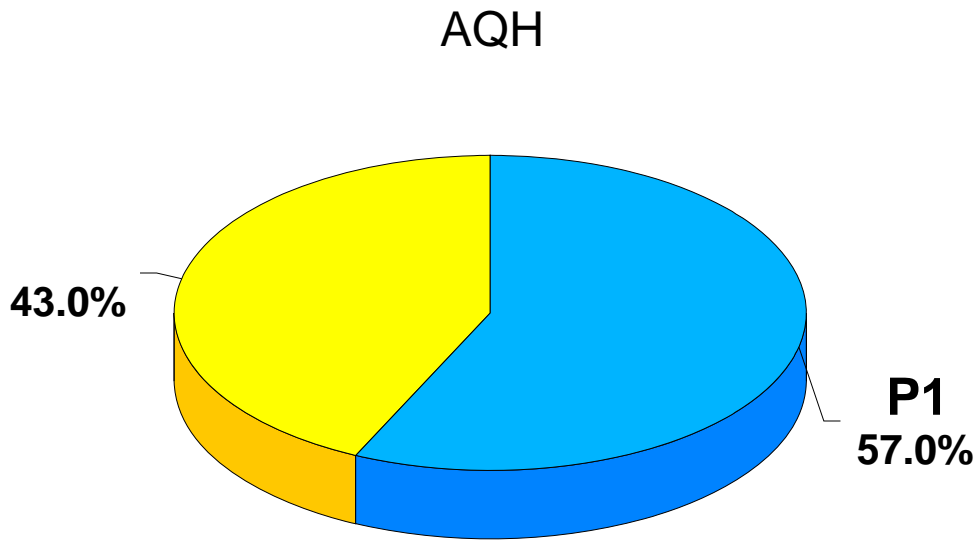
Format AQH Composition



Urban AC Preference Level

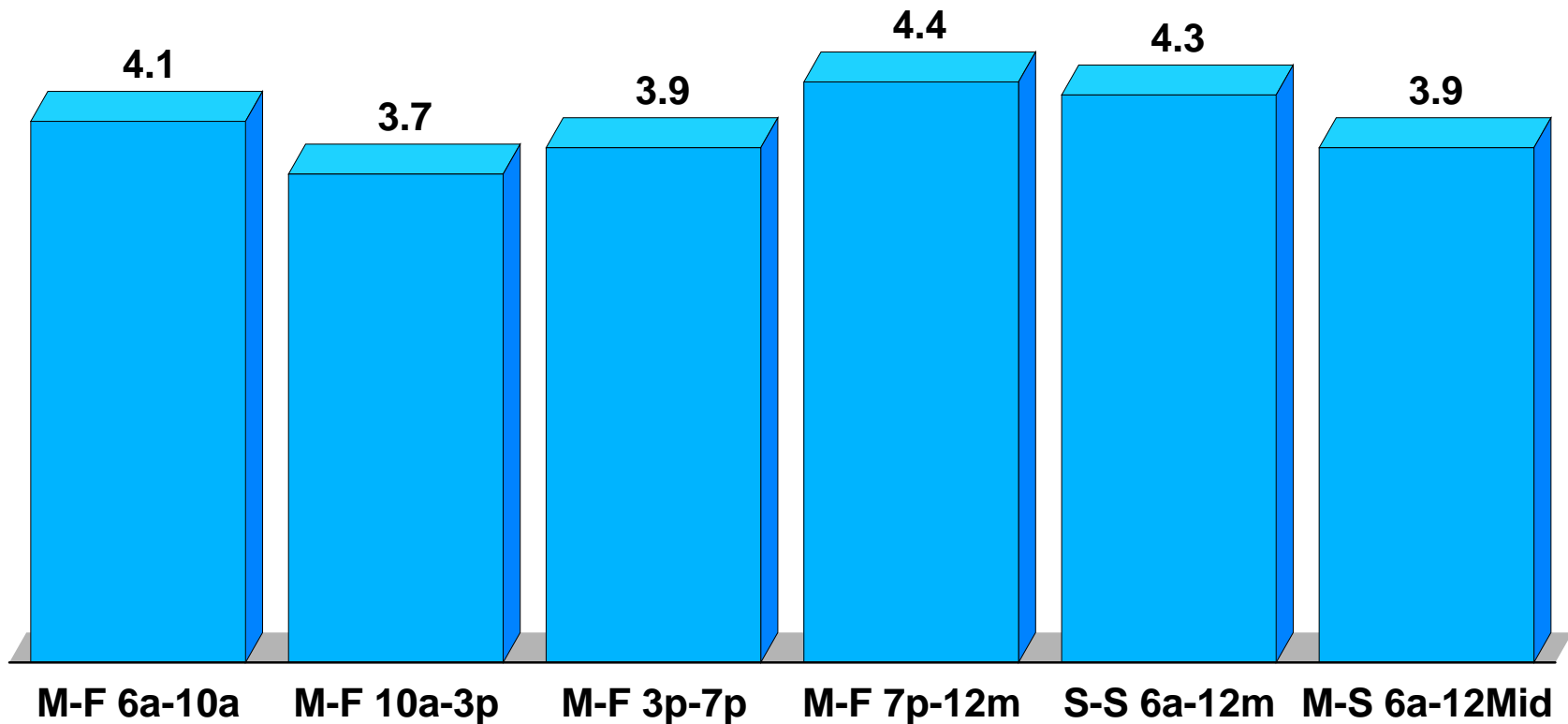
Monday-Sunday 6AM-12Mid

Format AQH Composition



Urban AC Daypart Strength

Persons 6+ AQH Share



Need More Information?

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 - ▶ csisen@ResearchDirectorInc.com
 - ▶ 410-956-0363 x14

Thank You!