

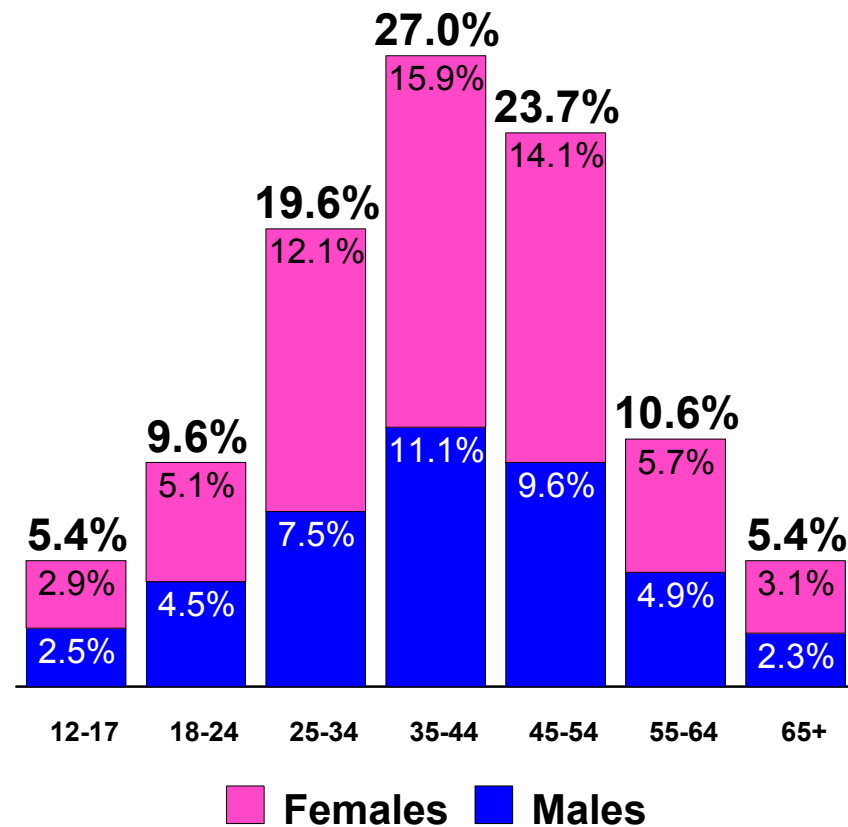


Profile of the Adult Urban Radio Listener

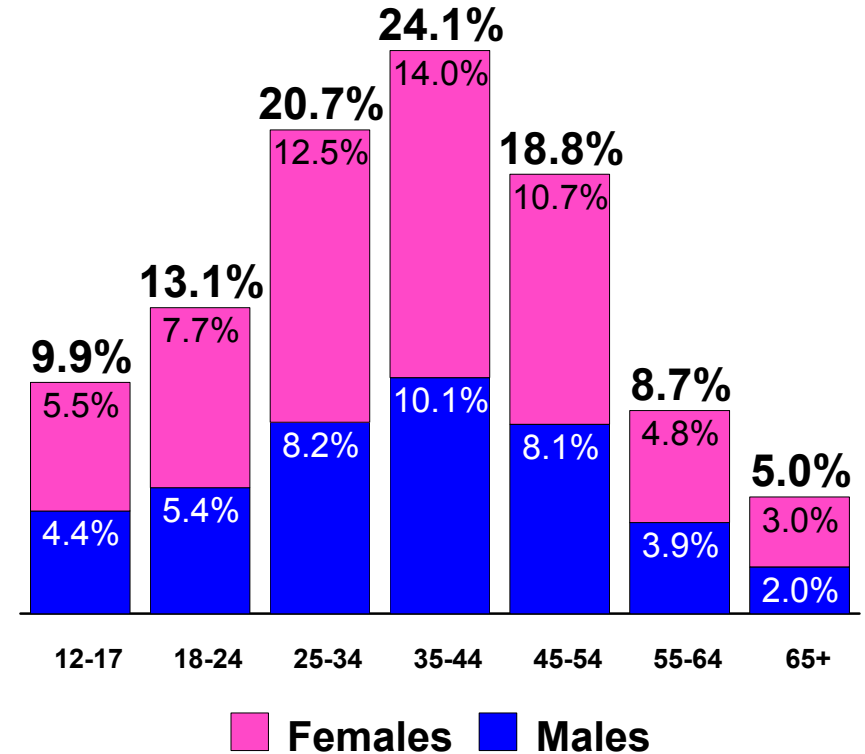
Based on Arbitron
Summer 03 - Spring 04

What is the Audience Composition of the Adult Urban Listener?

AQH Composition
Mon-Sun 6a-12m



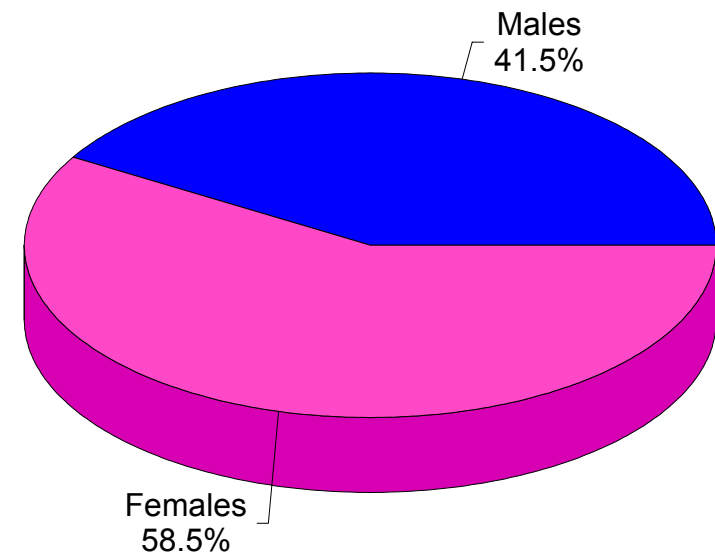
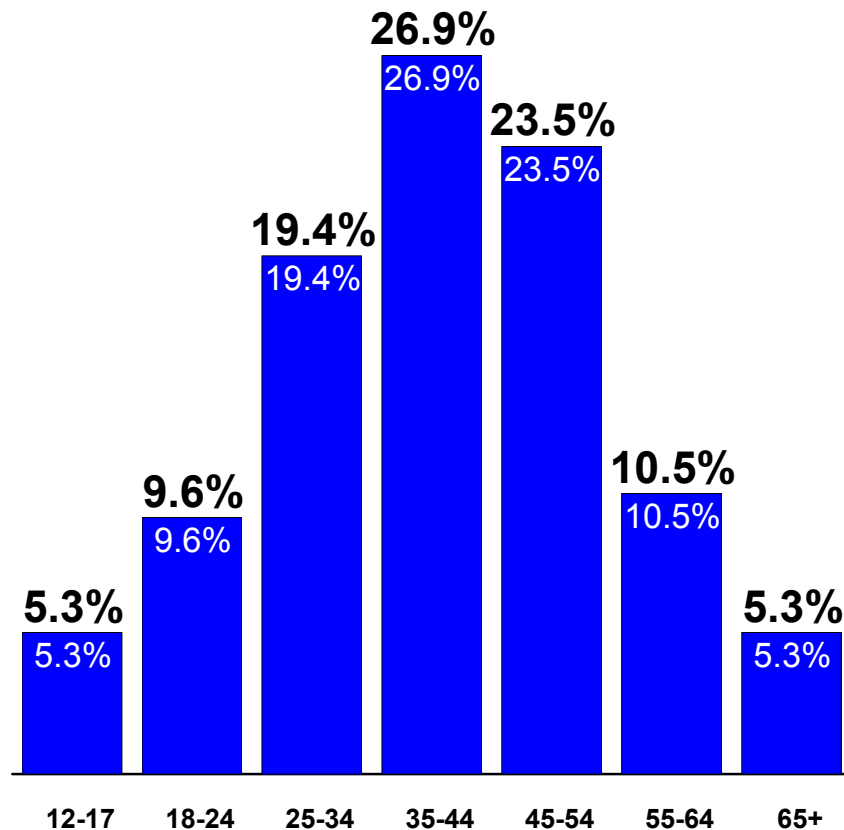
Cume Composition
Mon-Sun 6a-12m



What is the Audience Composition of the Adult Urban Listener?

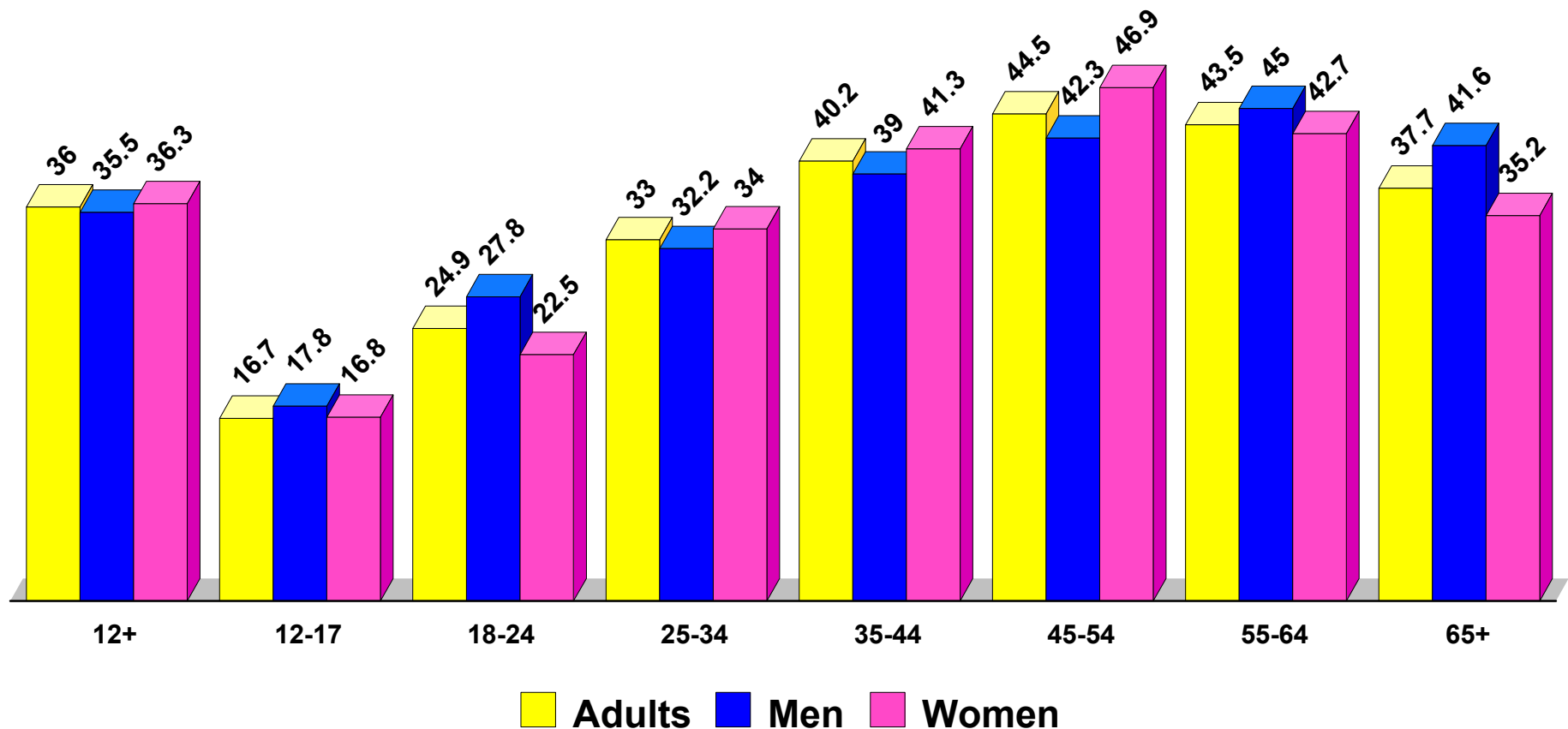
AQH Composition
Mon-Sun 6a-12m

AQH Composition
Mon-Sun 6a-12m



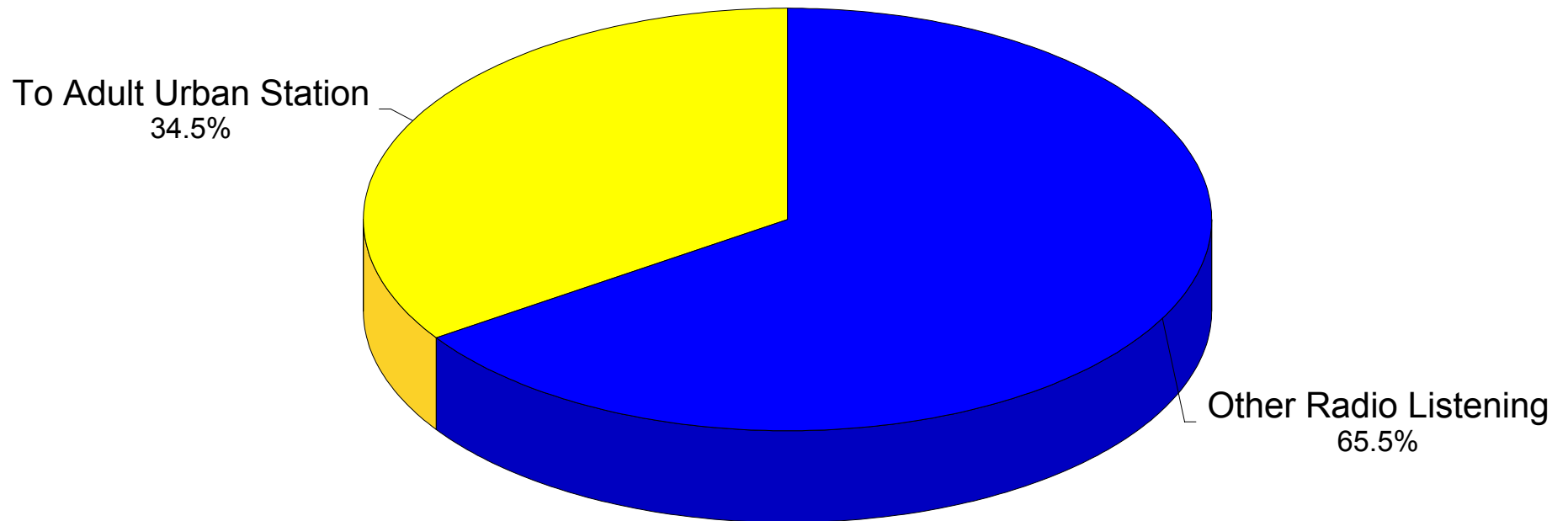
Does Time Spent Listening To Adult Urban Stations Vary By Gender and Age?

Time Spent Listening to Adult Urban Stations



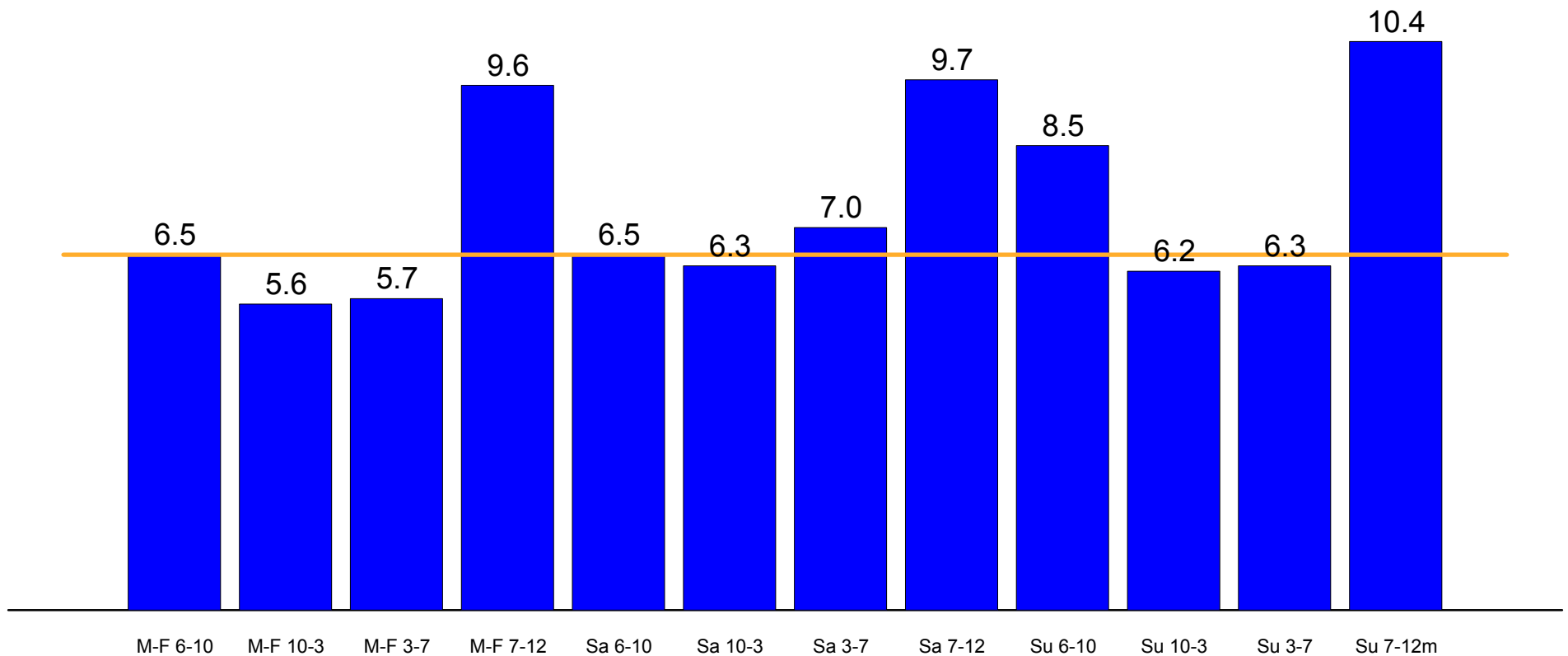
What Percentage of an Adult Urban Listener's Radio Time is Spent with the Station?

The average Urban Listener Spends 26.2 Quarter-Hours with Radio. They spent 34.5% of that time with their Adult Urban station.



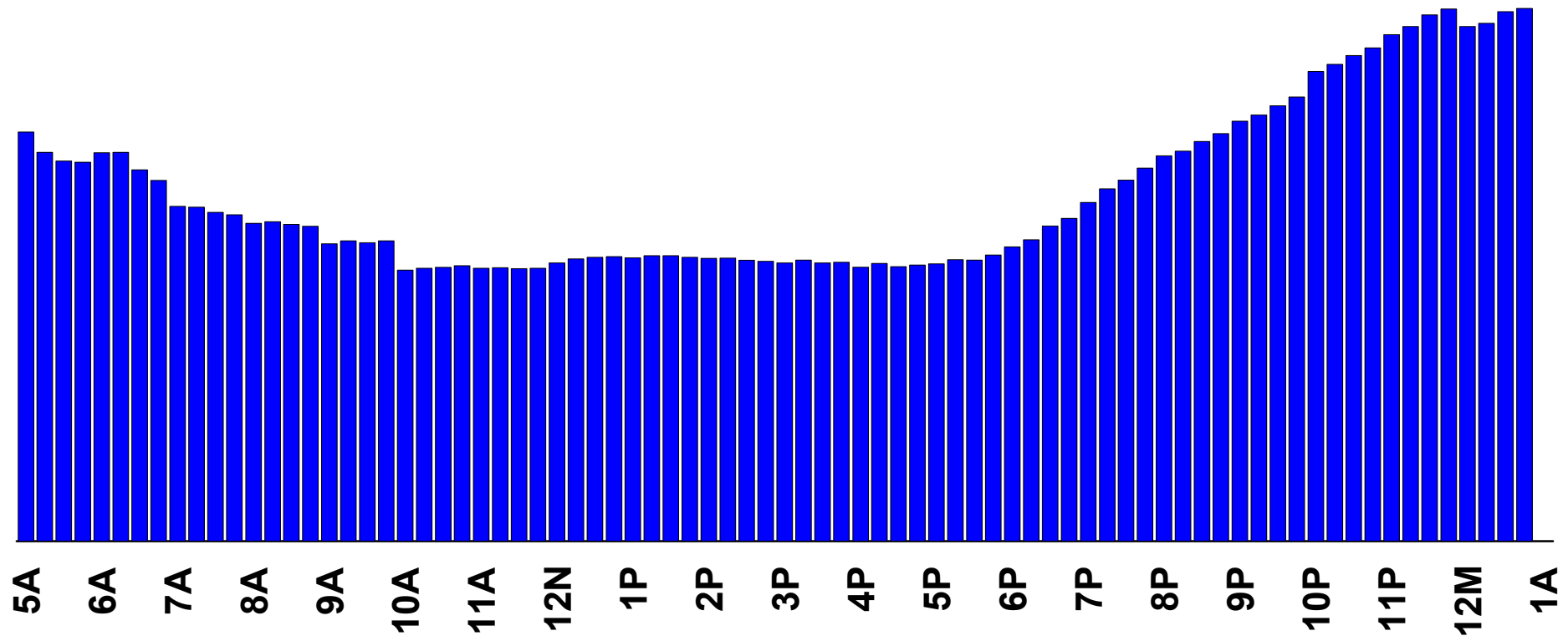
Which Dayparts Perform Best For Adult Urban Radio Stations?

Daypart Performance
Adults 25-54 AQH Share



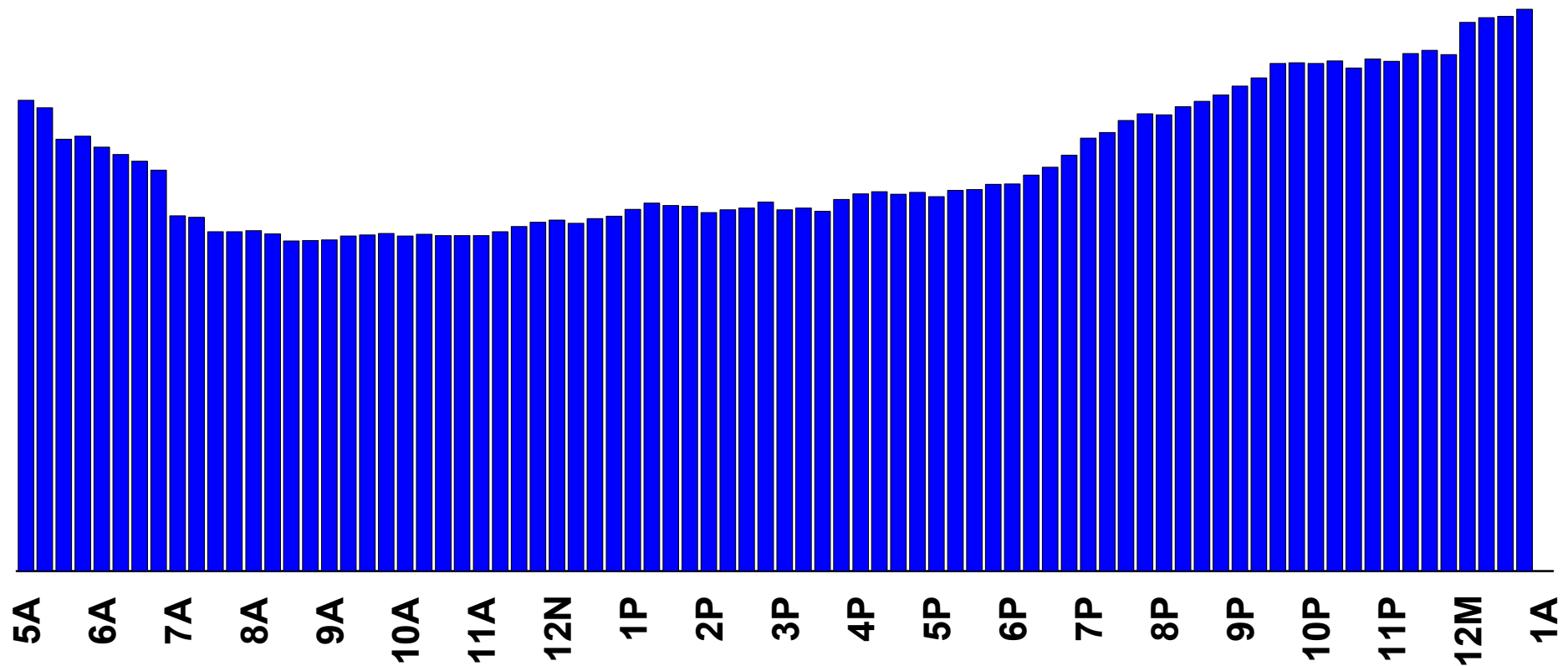
When Do Adult Urban Stations Get Their Highest Share?

12+ AQH Share
Mon-Fri



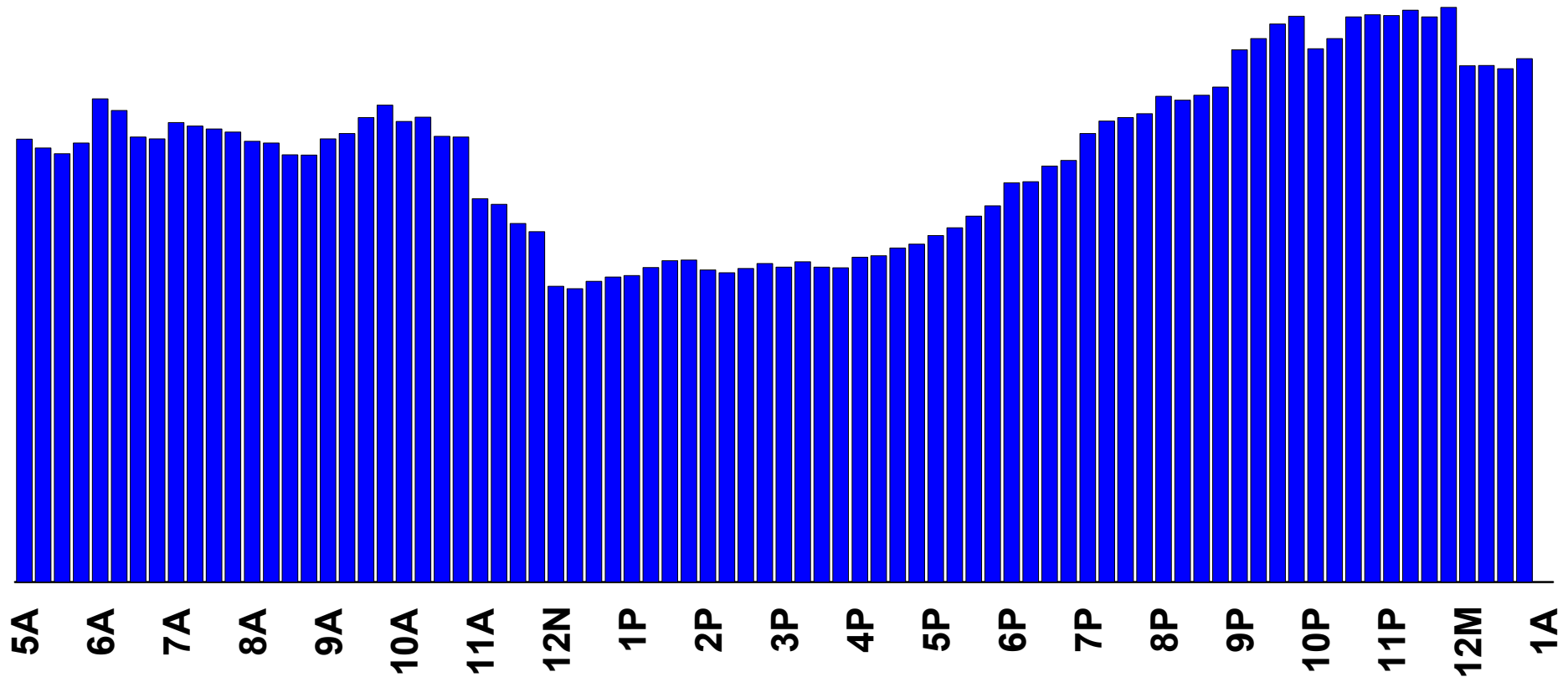
When Do Adult Urban Stations Get Their Highest Share?

12+ AQH Share
Saturday



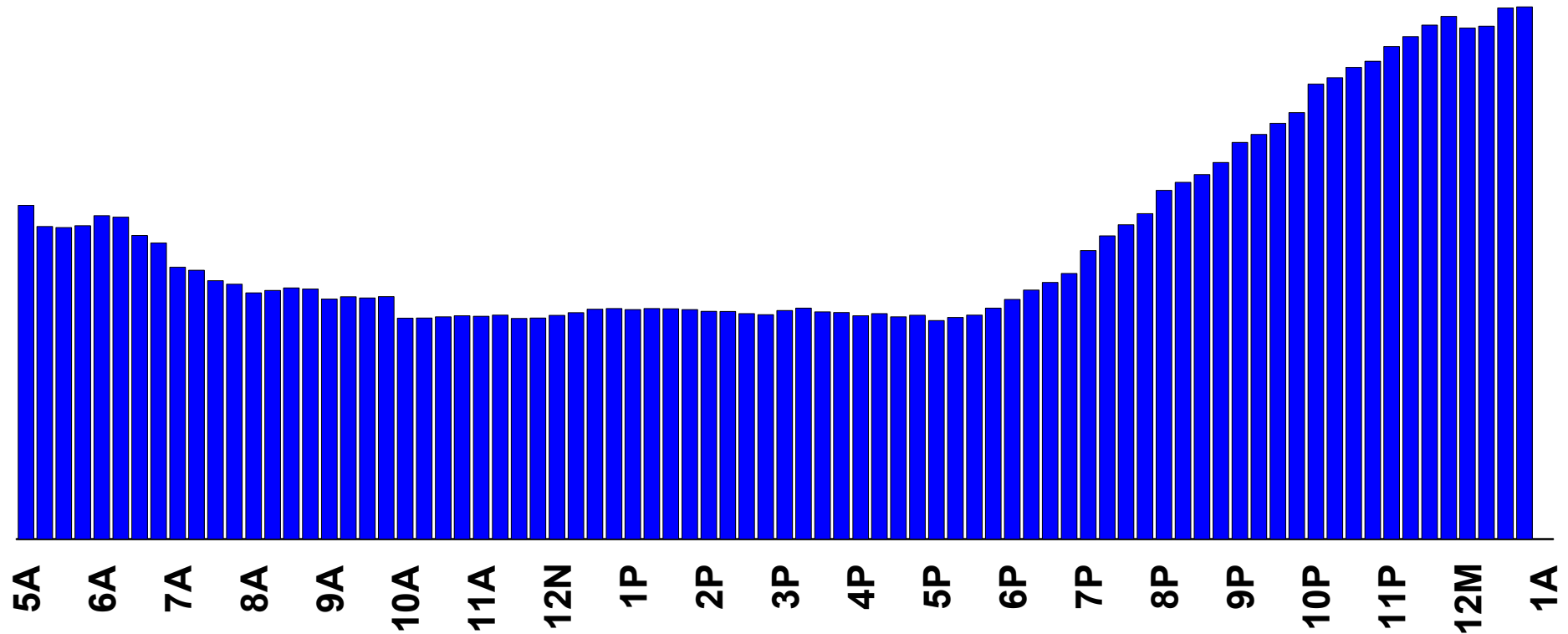
When Do Adult Urban Stations Get Their Highest Share?

12+ AQH Share
Sunday



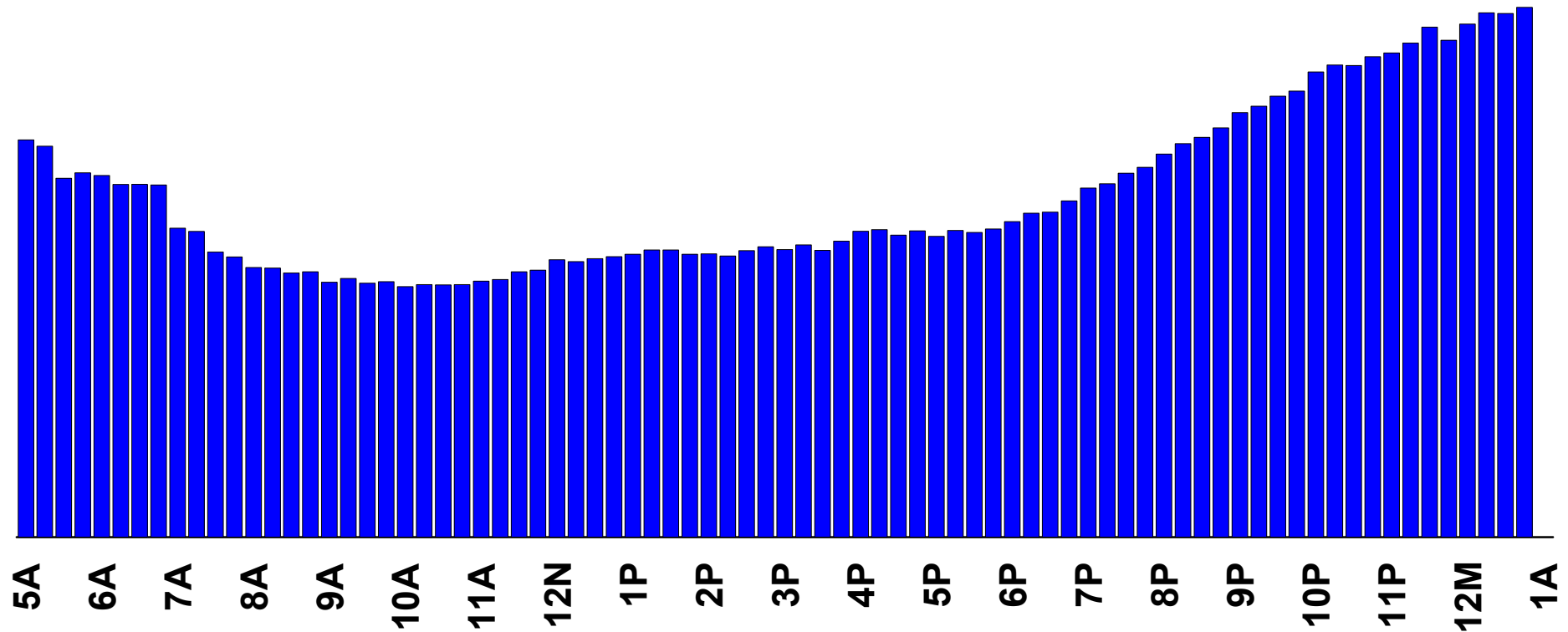
When Do Adult Urban Stations Get Their Highest Share?

25-54 AQH Share
Mon-Fri



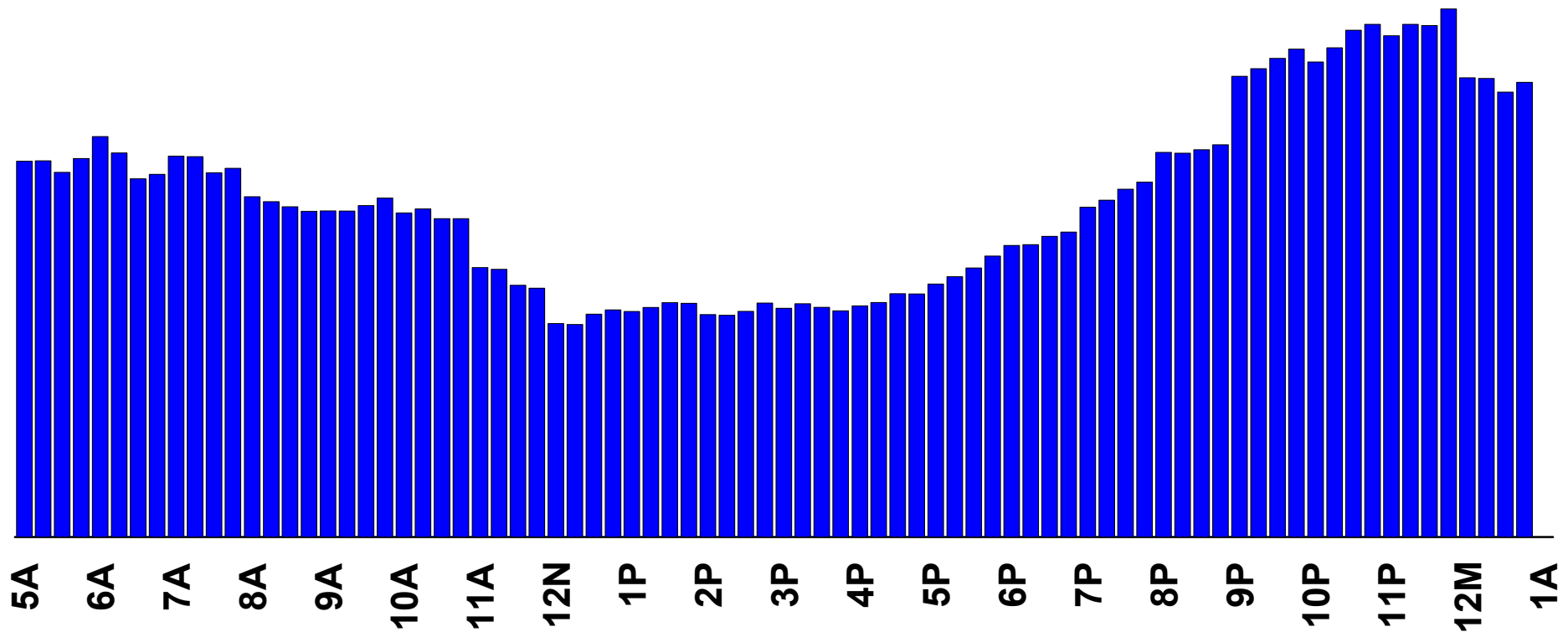
When Do Adult Urban Stations Get Their Highest Share?

25-54 AQH Share
Saturday



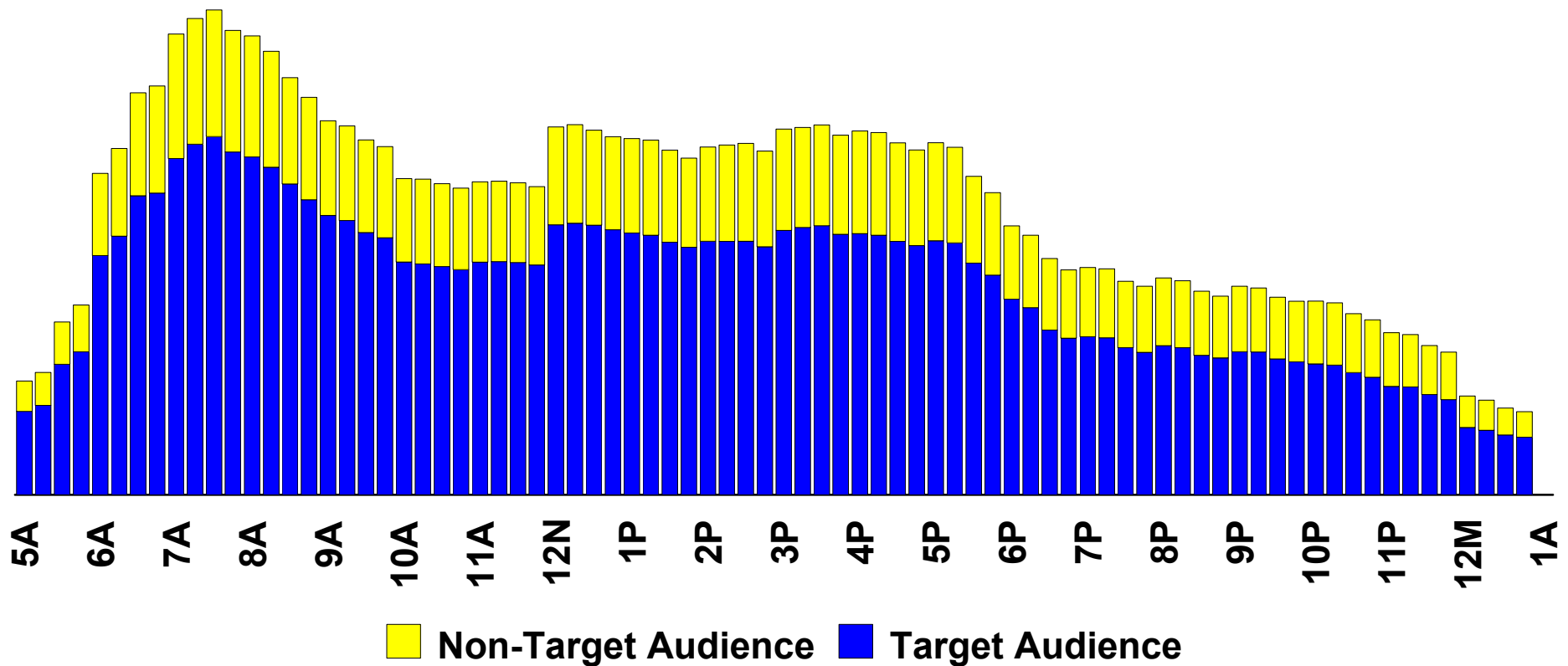
When Do Adult Urban Stations Get Their Highest Share?

25-54 AQH Share
Sunday



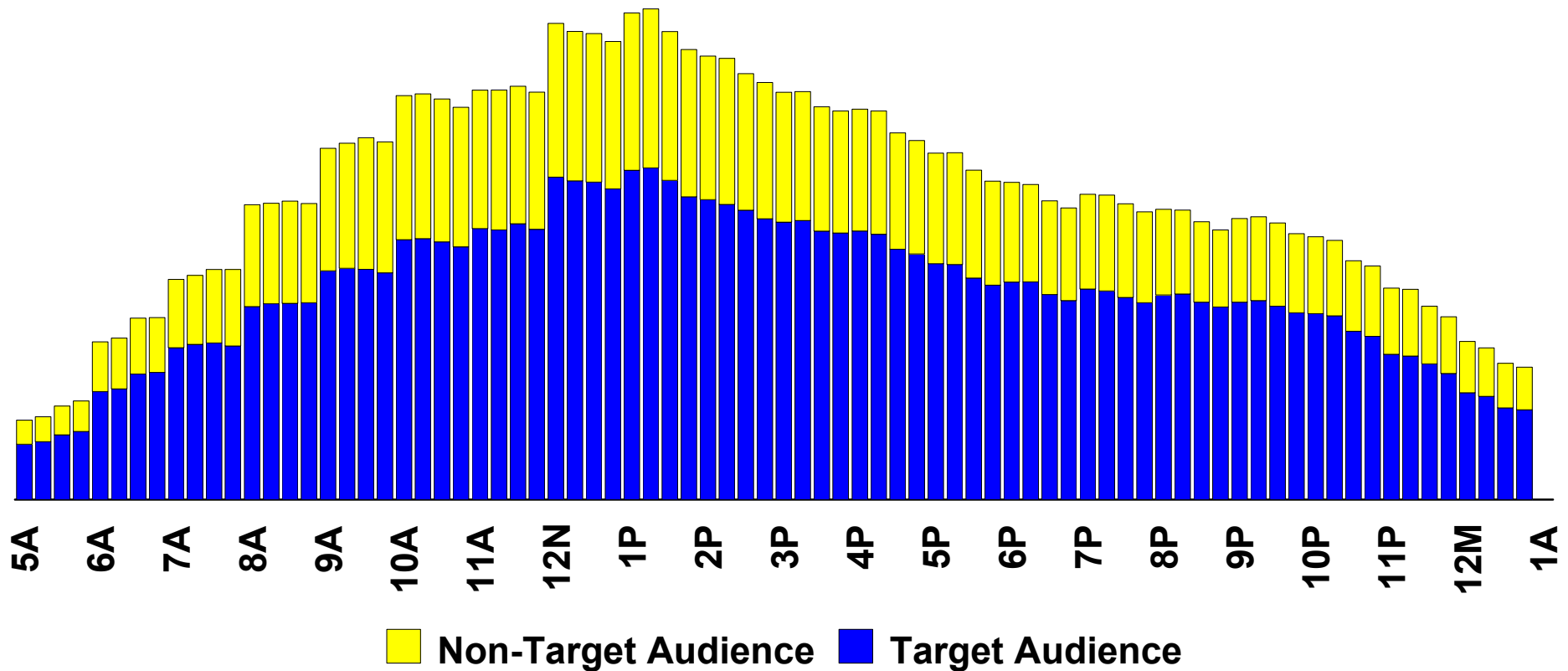
When Does the Adult Urban Target Audience Listen?

Mon-Fri
AQH Persons



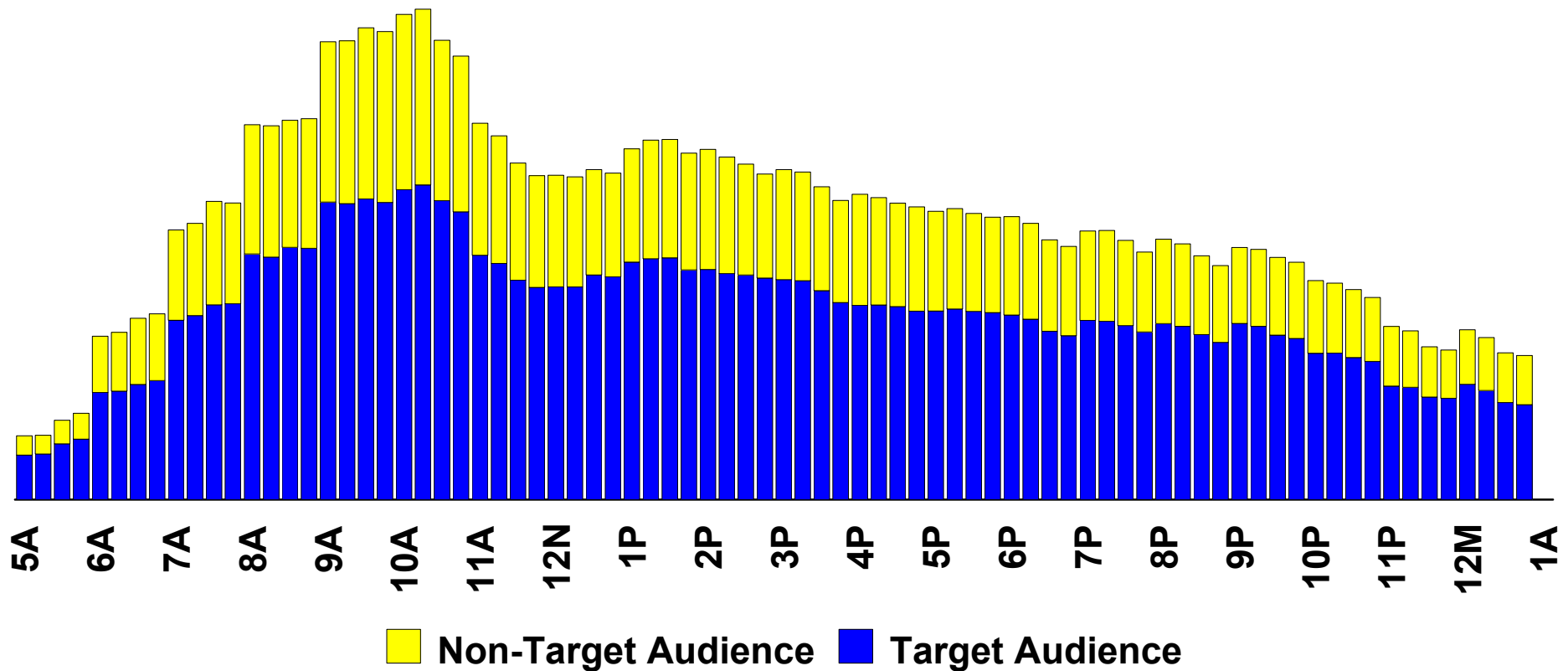
When Does the Adult Urban Target Audience Listen?

Saturday
AQH Persons



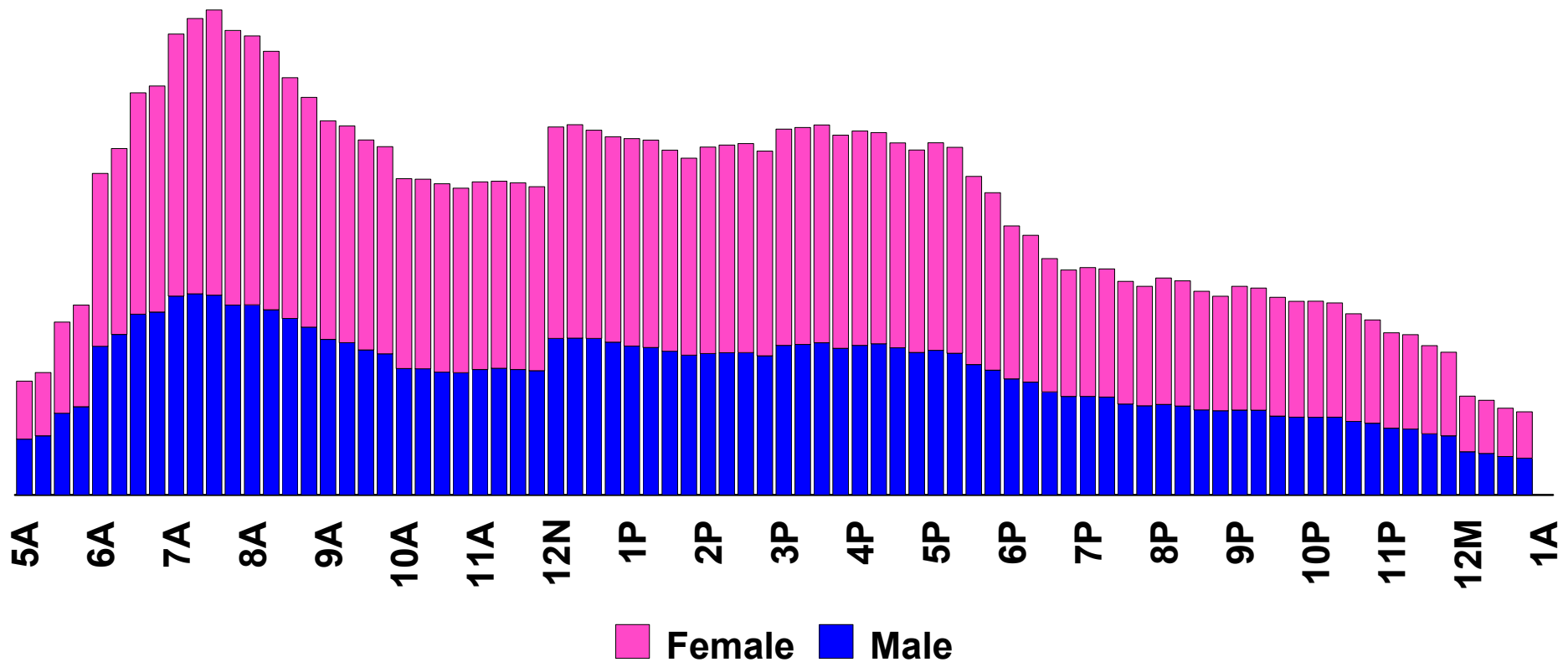
When Does the Adult Urban Target Audience Listen?

Sunday
AQH Persons



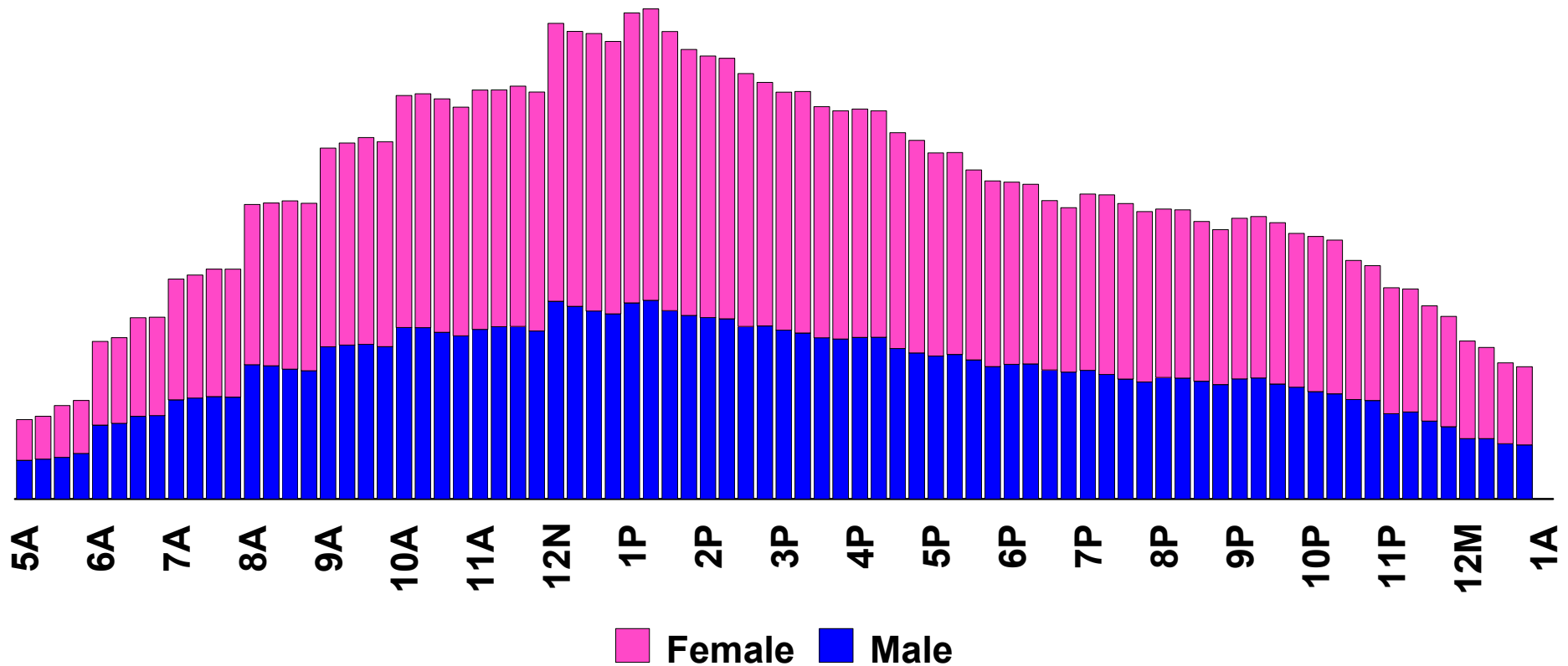
When Does the Adult Urban Target Audience Listen?

Mon-Fri
AQH Persons



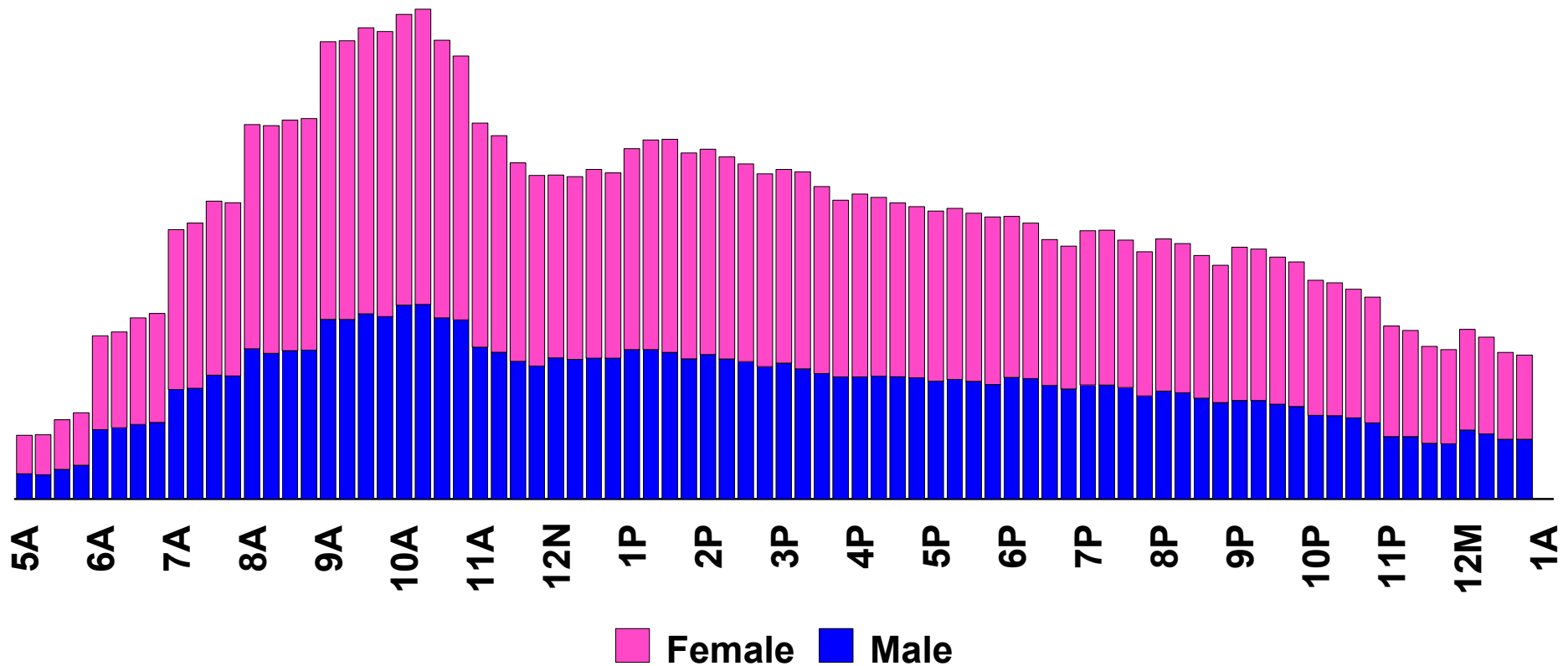
When Does the Adult Urban Target Audience Listen?

Saturday
AQH Persons



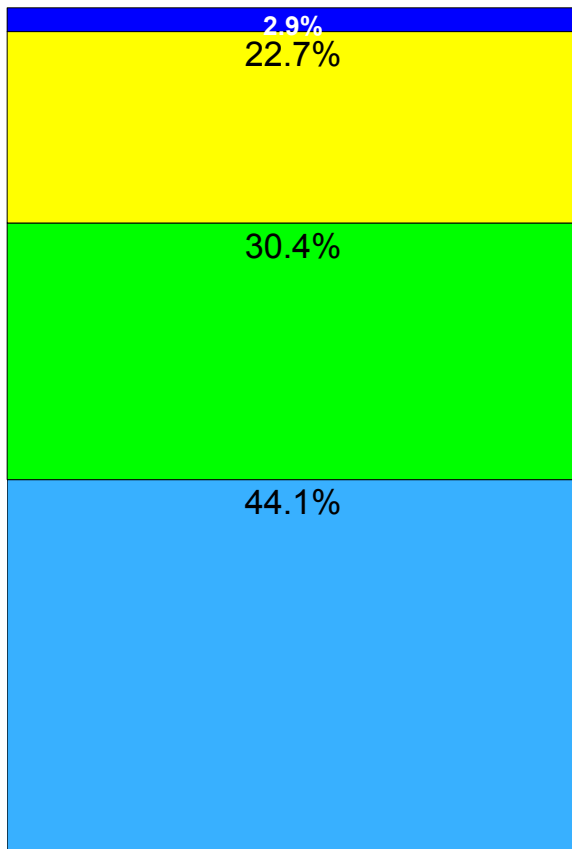
When Does the Adult Urban Target Audience Listen?

Sunday
AQH Persons



Where are Adult Urban Radio Listeners When They Tune In?

AQH Listening Location Composition
Persons 12+ Mon-Sun 6a-12m

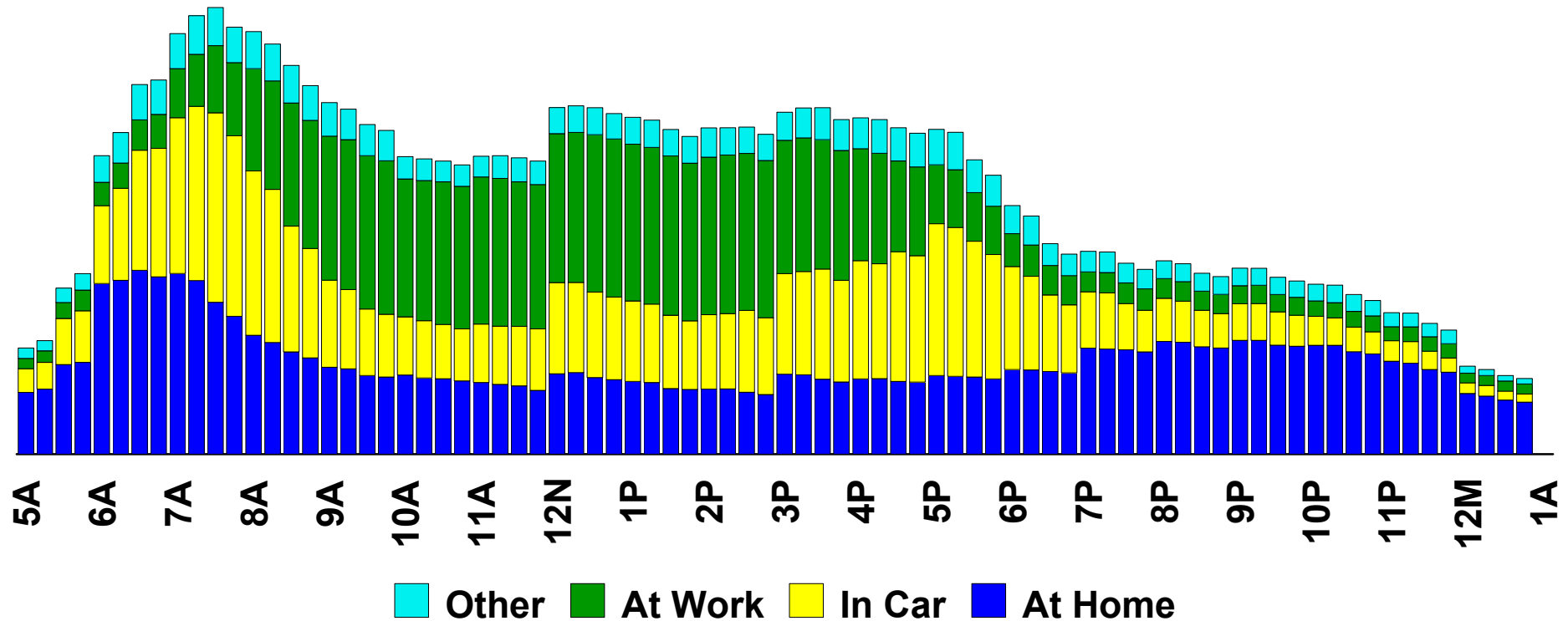


- Other
- At Work
- In Car
- At Home

	<u>At Home</u>	<u>In Car</u>	<u>At Work</u>	<u>Other</u>
AQH %	44.1%	30.4%	22.7%	2.9%
Cume %	57.9%	68.8%	19.5%	8.9%
TSL	27.3	15.7	41.8	11.4

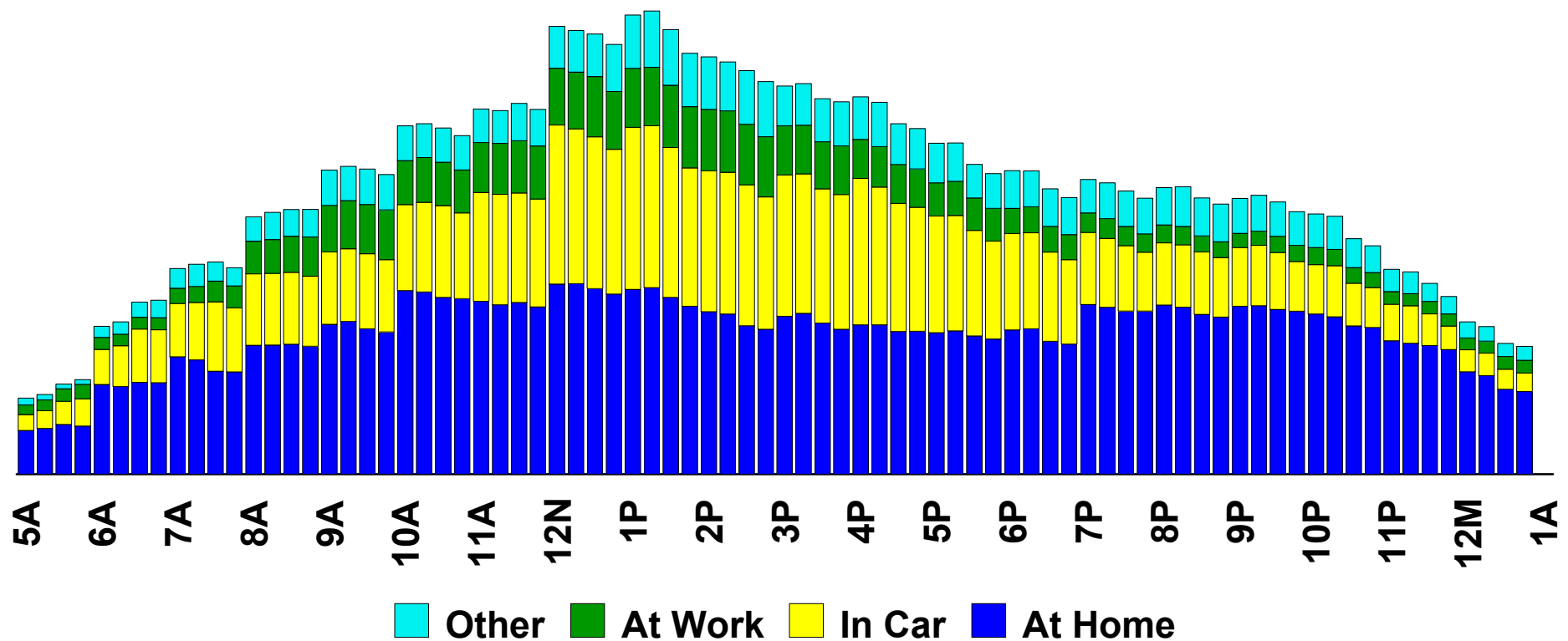
In Which Location Do Adult Urban Stations' Listeners Tune In?

Adults 25-54 Mon-Fri
AQH Persons



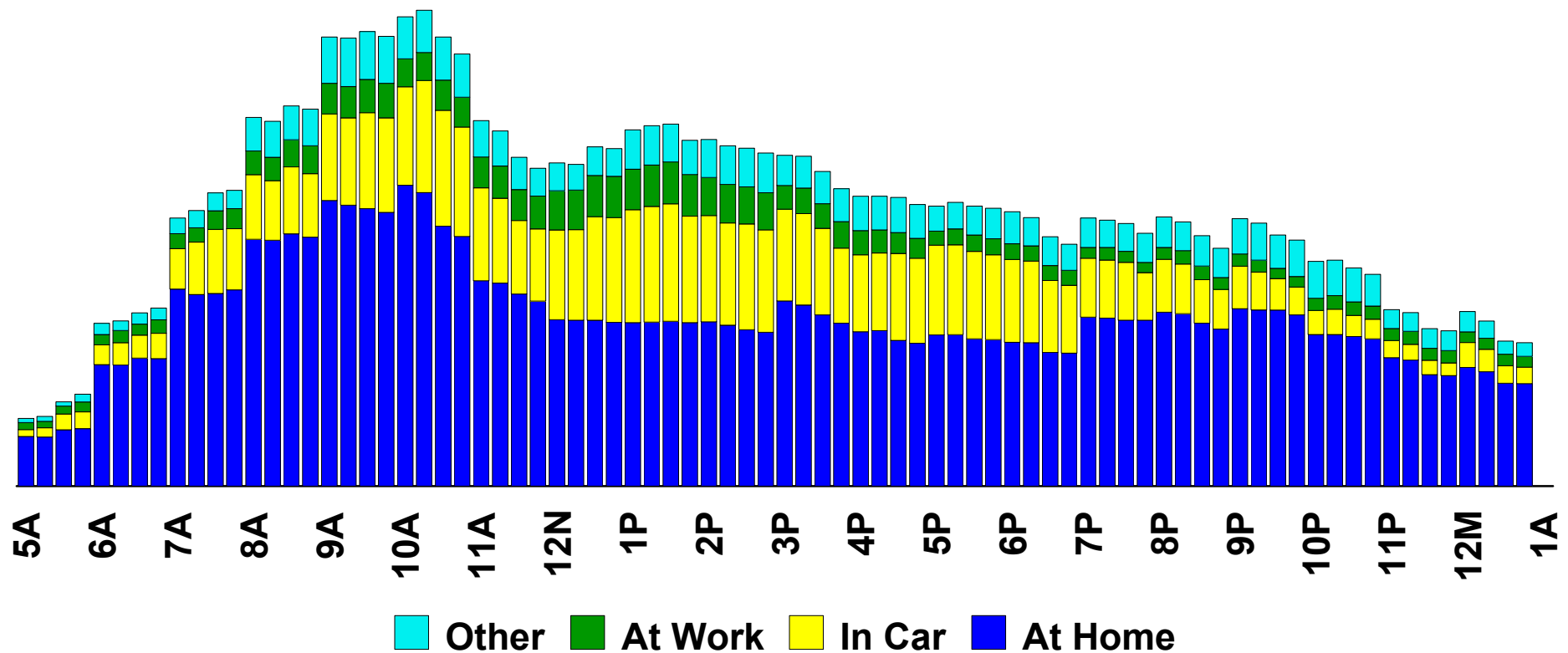
In Which Location Do Adult Urban Listeners Tune In?

Adults 25-54 Saturday
AQH Persons



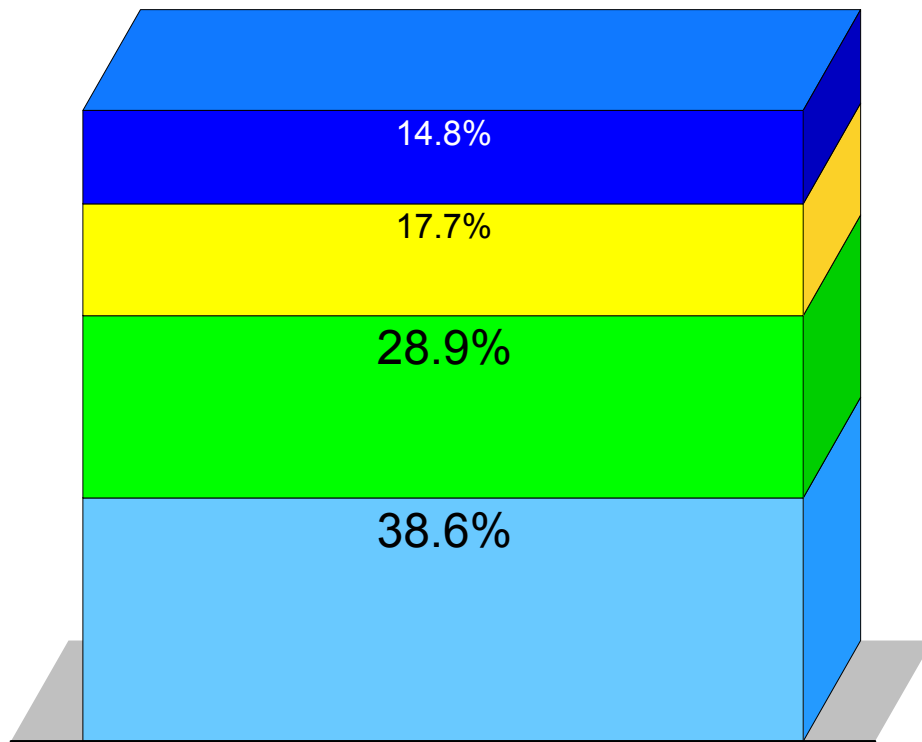
In Which Location Do Adult Urban Listeners Tune In?

Adults 25-54 Sunday
AQH Persons



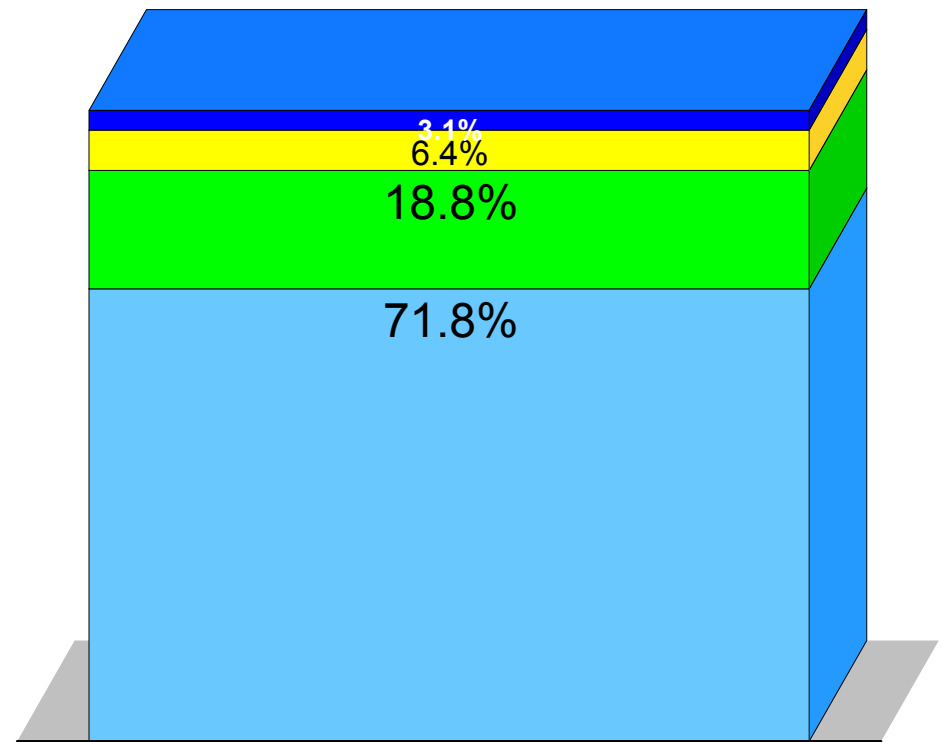
What Are The Preference Levels of the Adult Urban Station's Radio Listener?

Cume Composition
Persons 12+



■ P4 ■ P3 ■ P2 ■ P1

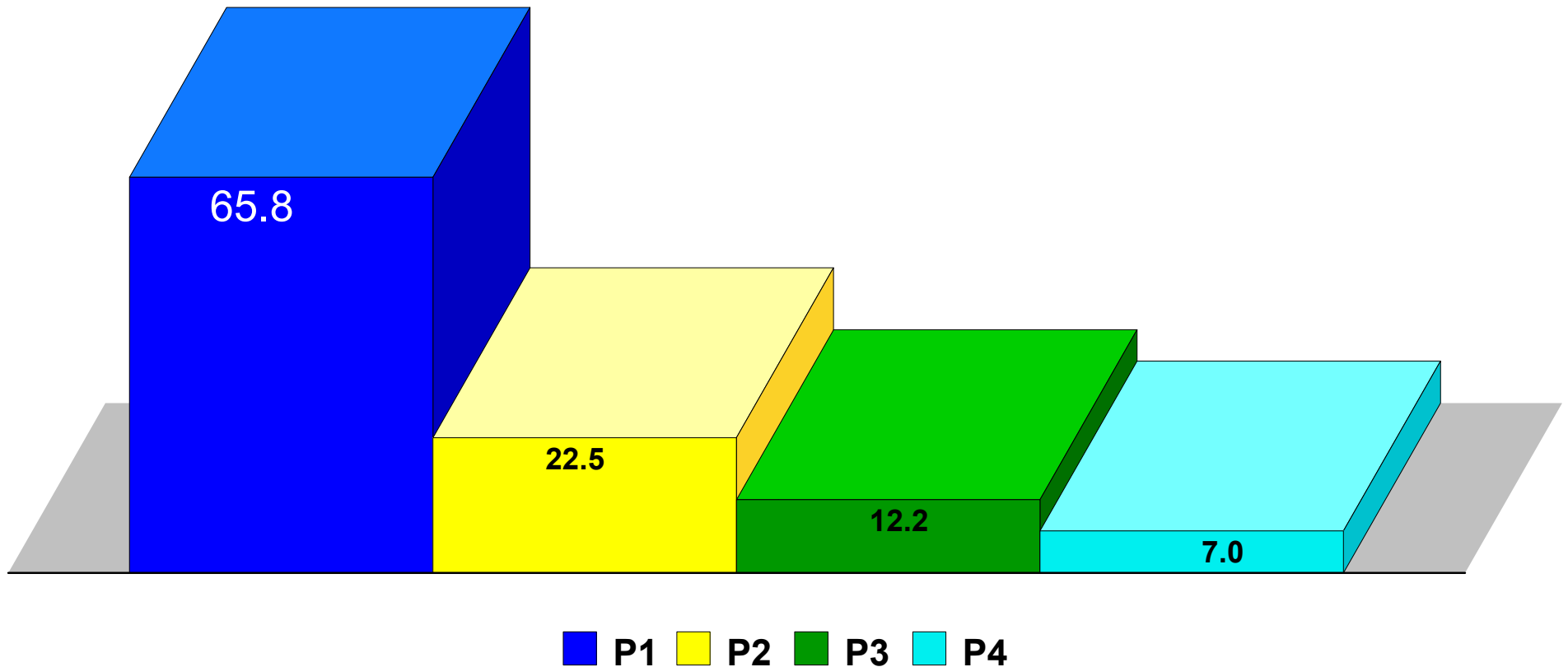
AQH Composition
Persons 12+



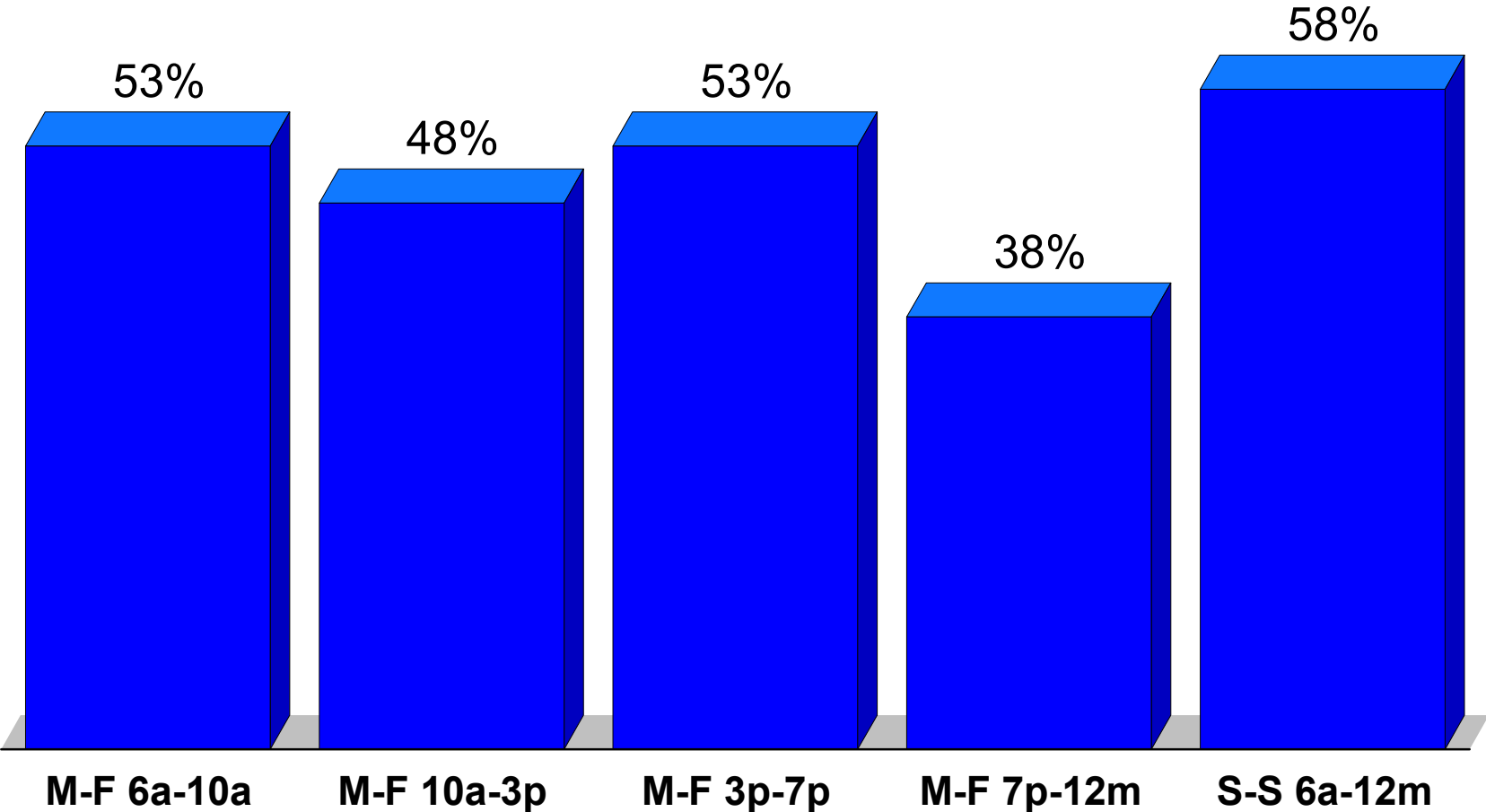
■ P4 ■ P3 ■ P2 ■ P1

How Long Do Adult Urban Listeners Listen By Preference Level?

Persons 12+ TSL (Qhrs)
Mon-Sun 6a-12m



What Percentage of Adult Urban Listeners Tune To Each Major Daypart?

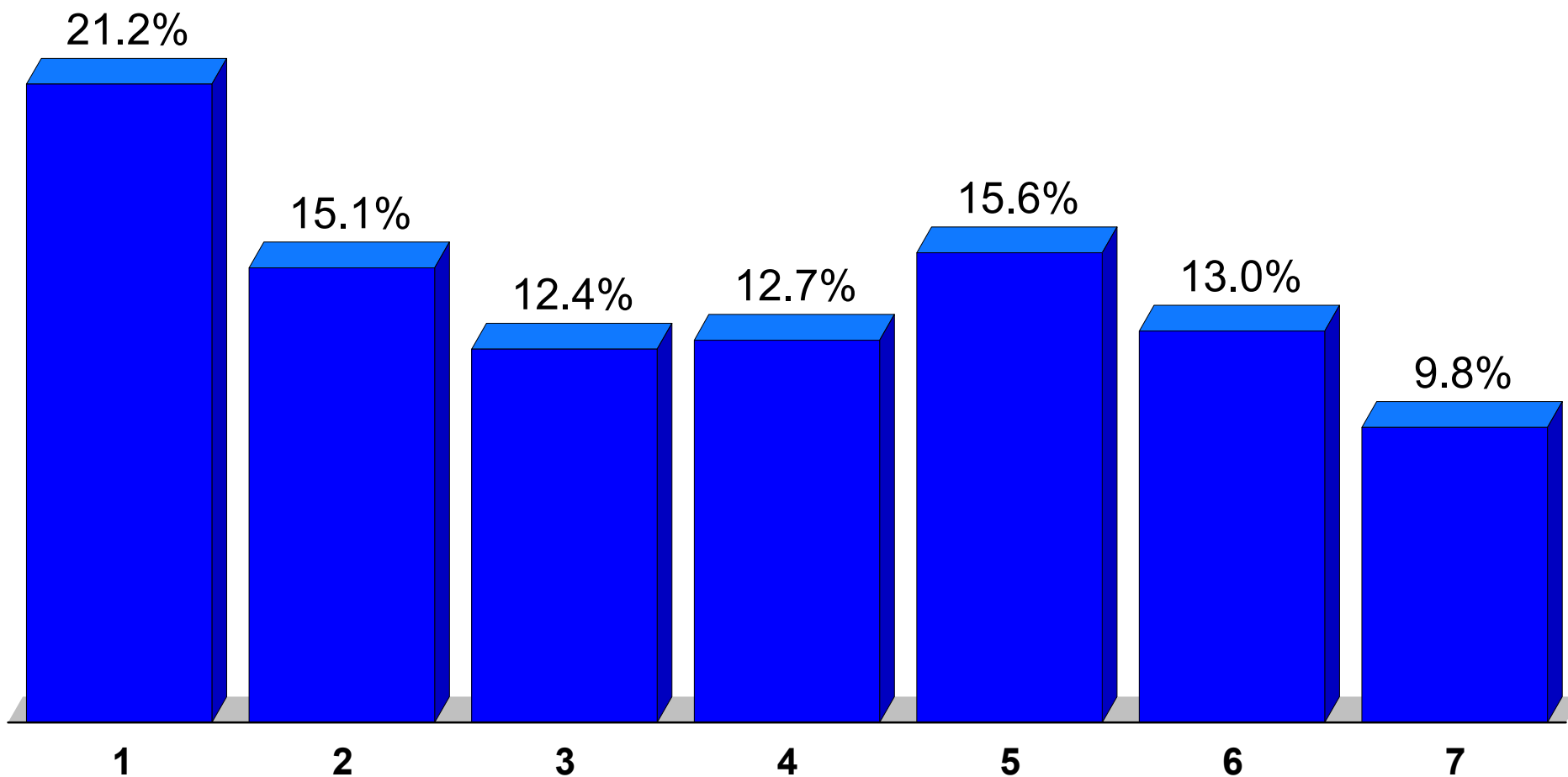


How Well Do Adult Urban Stations Move Their Audience Across Dayparts?

Percentage of Daypart Cume Persons 25-54

Daypart	<u>M-F 6-10</u>	<u>M-F 10-3</u>	<u>M-F 3-7</u>	<u>M-F 7-12</u>	<u>S-S 6-12</u>
M-F 6-10	100%	63%	60%	54%	53%
M-F 10-3	56%	100%	59%	52%	48%
M-F 3-7	60%	66%	100%	65%	55%
M-F 7-12	39%	42%	47%	100%	42%
S-S 6-12	58%	58%	60%	64%	100%

On How Many Days Each Week Do Adult Urban Listeners Tune In?





Profile of the Adult Urban Radio Listener

Based on Arbitron
Summer 03 - Spring 04

Visit the News Vault at
www.ResearchDirectorInc.com
for more detailed information.