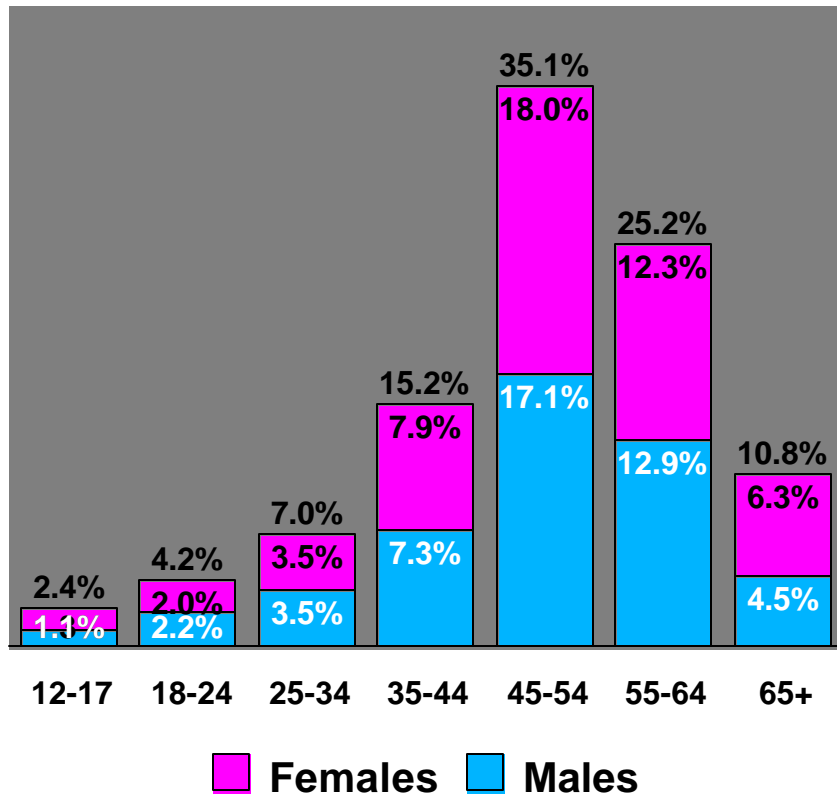
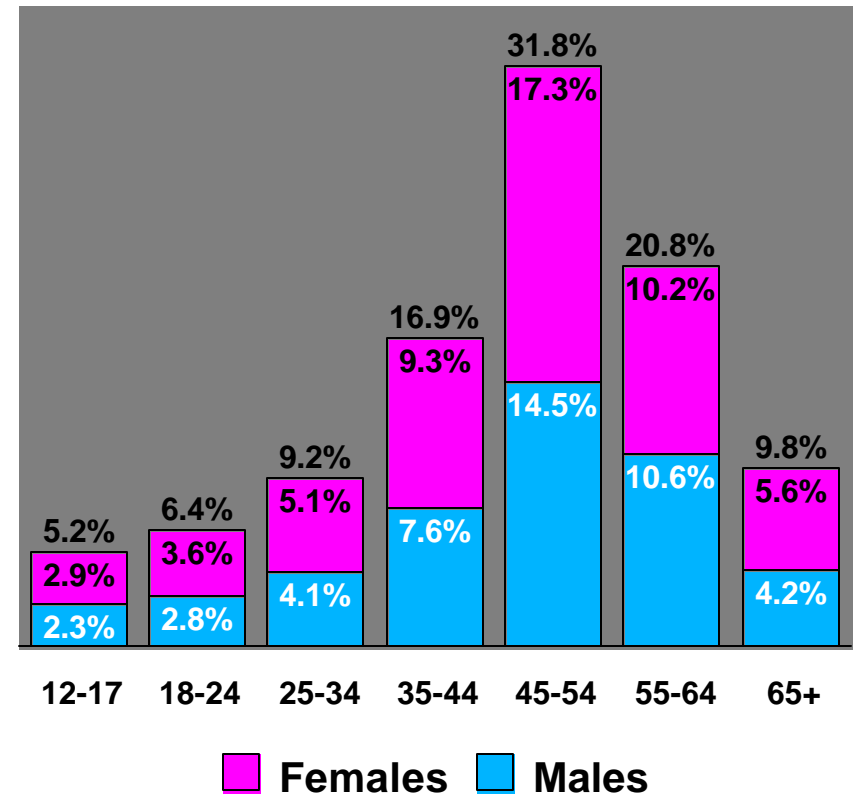


What is the Audience Composition of Oldies' Listeners?

**AQH Composition
Persons 12+
Mon-Sun 6a-12m**

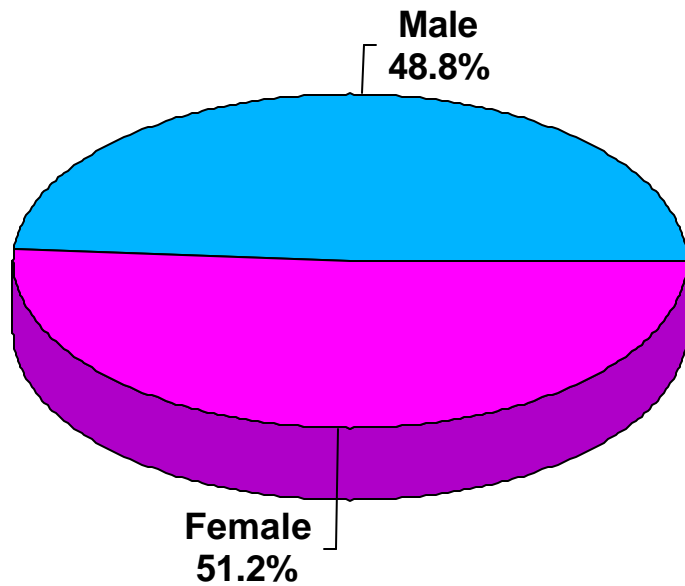


**Cume Composition
Persons 12+
Mon-Sun 6a-12m**

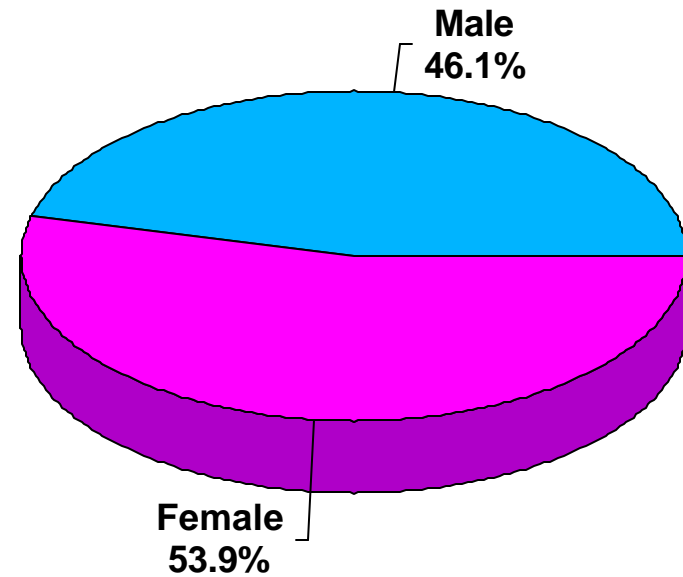


What is The Gender Split of Oldies' Listeners?

**AQH Composition
Persons 12+
Mon-Sun 6a-12m**

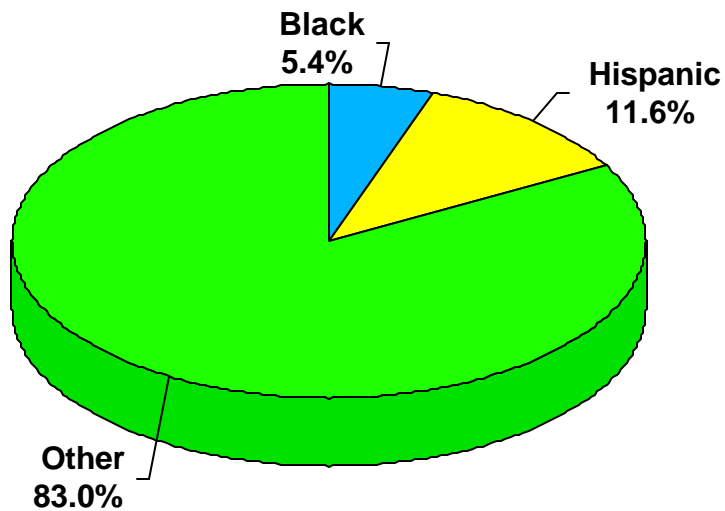


**Cume Composition
Persons 12+
Mon-Sun 6a-12m**

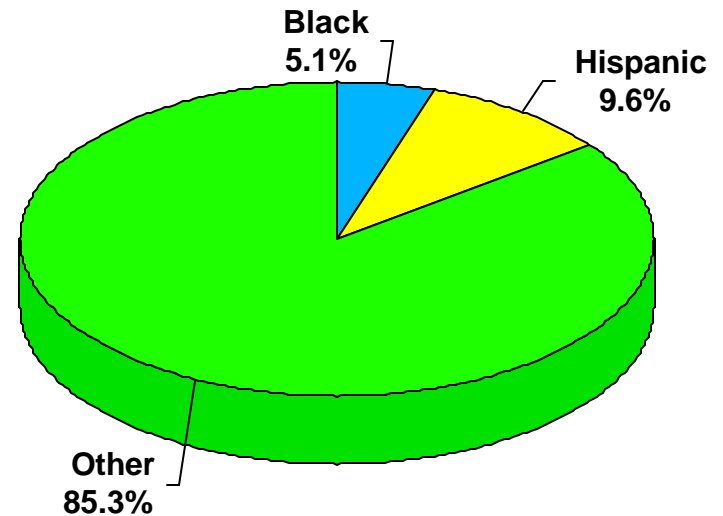


What is The Ethnic Composition of Oldies Listeners?

**AQH Composition
Persons 12+
Mon-Sun 6a-12m**

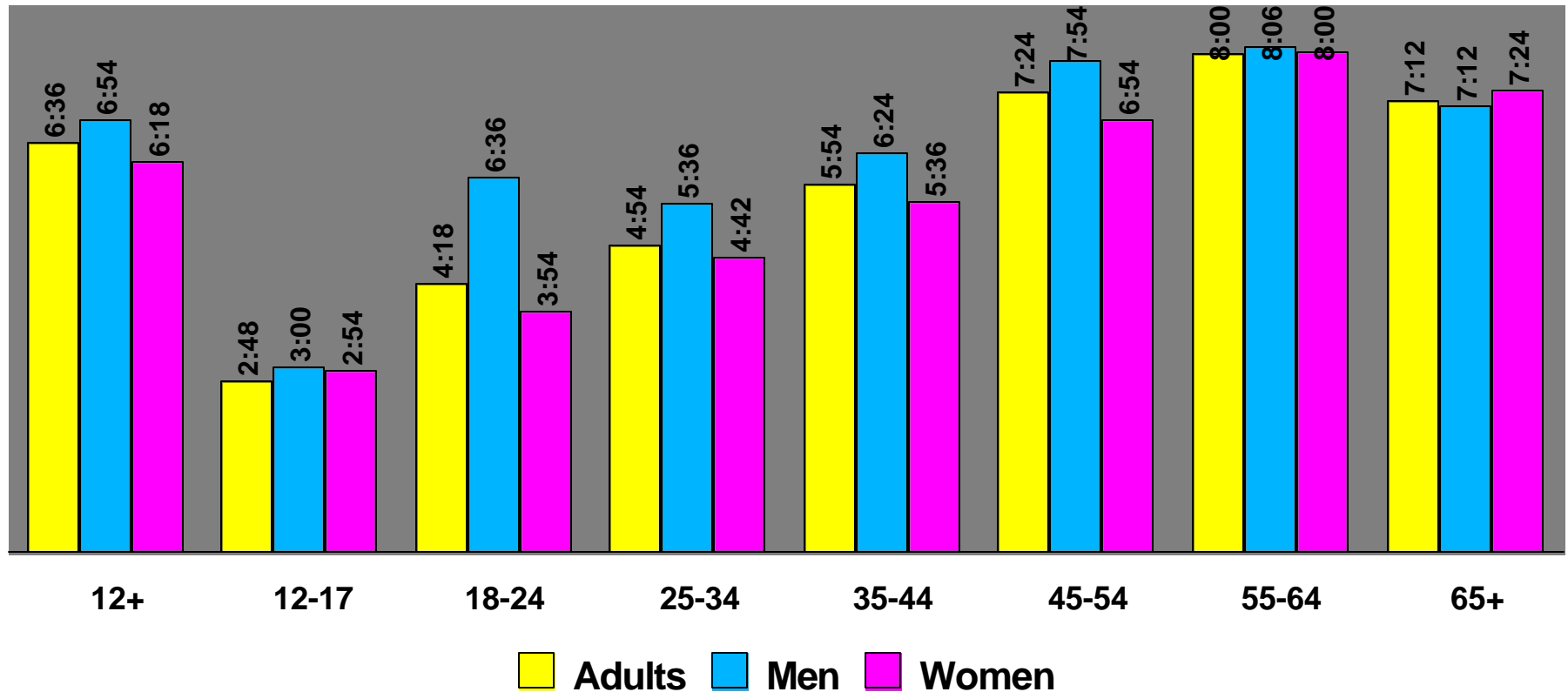


**Cume Composition
Persons 12+
Mon-Sun 6a-12m**



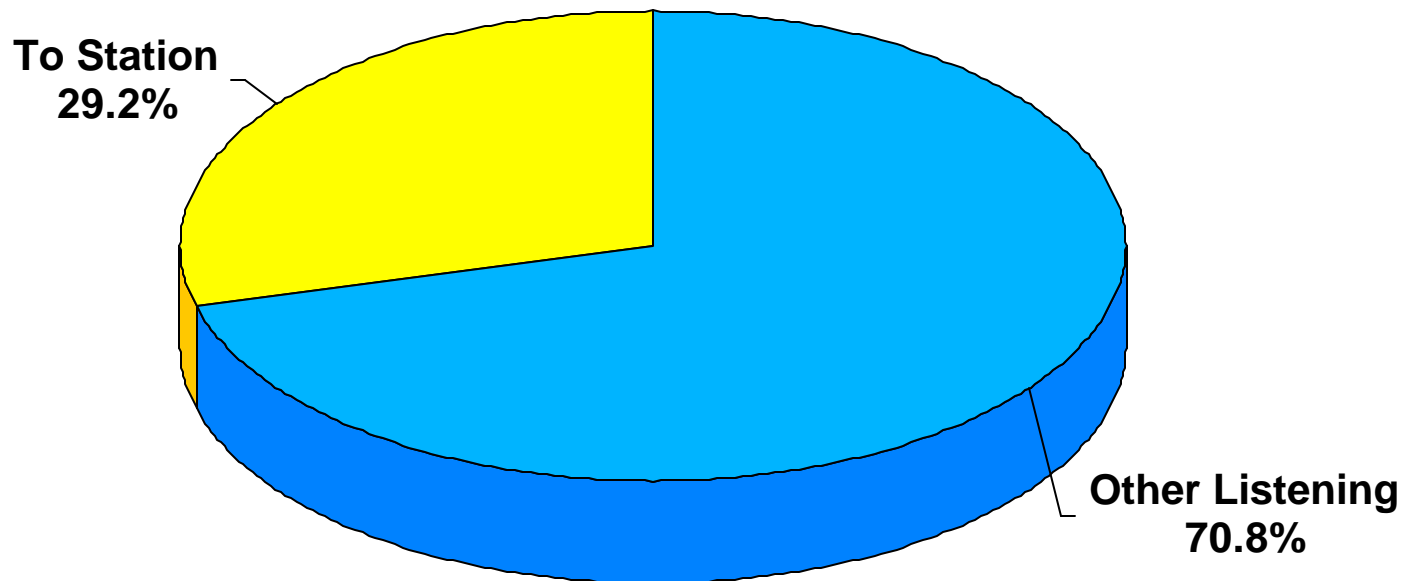
Does Time Spent Listening To Oldies Stations Vary By Gender and Age?

Time Spent Listening to Oldies Stations
Hours:Minutes
Mon-Sun 6a-12m



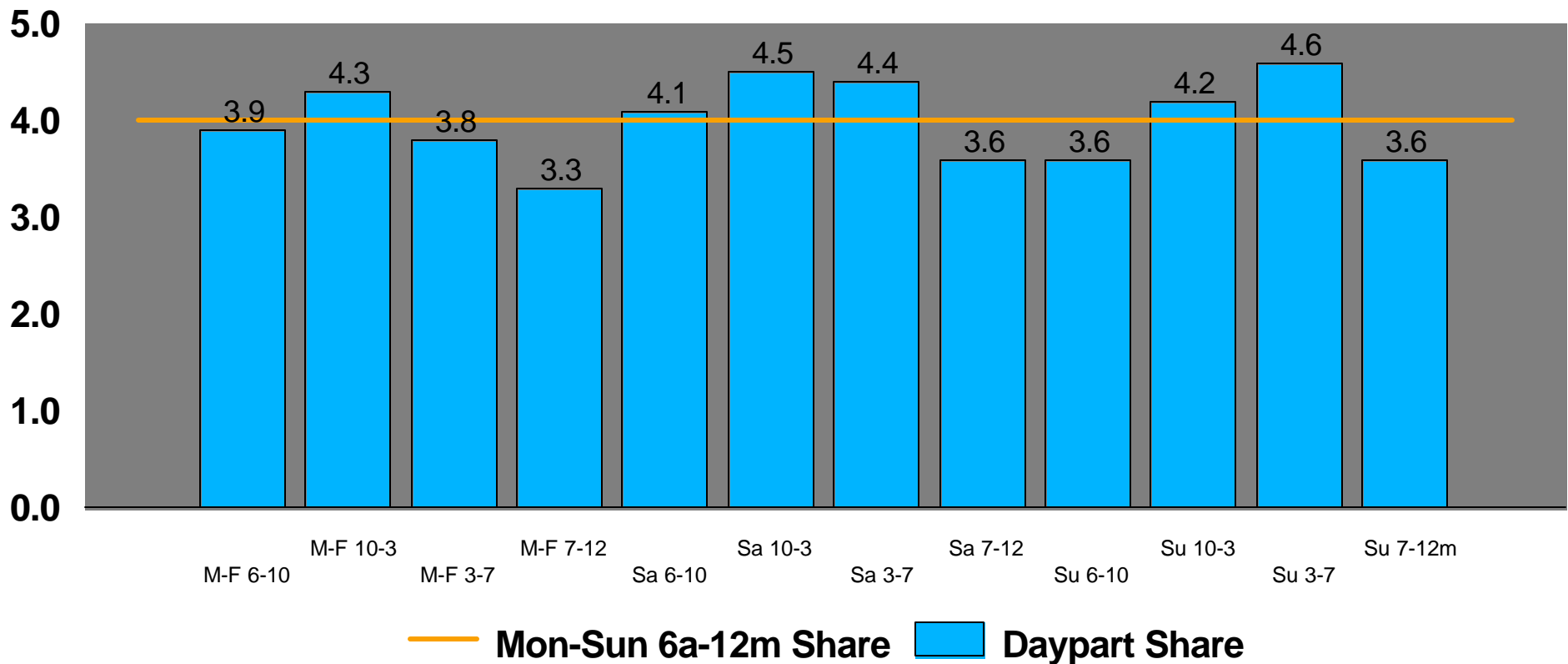
What Percentage of a Oldies Radio Listener's Time Is Spent With Their Oldies Station?

Persons 12+ TSL Hours:Minutes
Mon-Sun 6a-12m
Total 22 Hours 32 Minutes



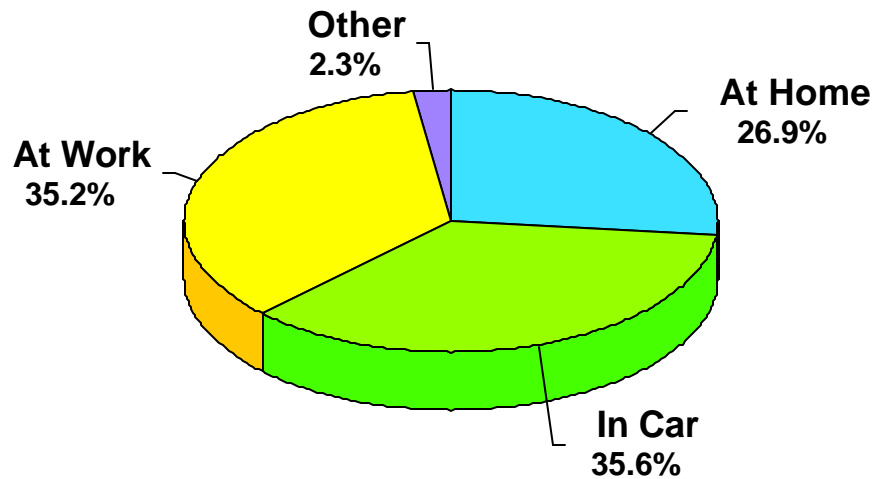
Which Dayparts Perform Best For Oldies Radio Stations?

Daypart Performance
Adults 25-54
AQH Share



Where Are Oldies Radio Listeners Tuning-In?

AQH Listening Location Composition
Persons 25-54
Mon-Sun 6a-12m

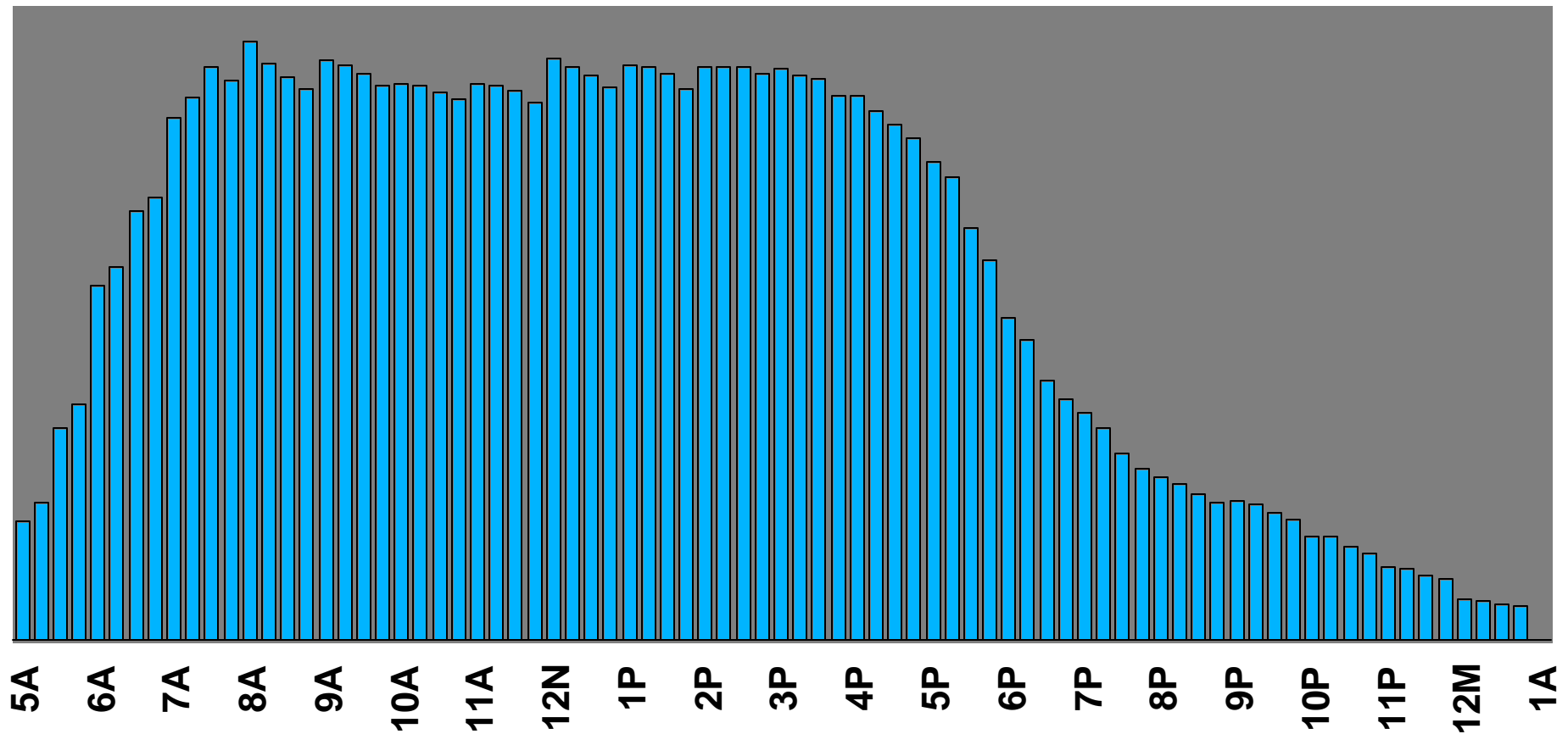


Listening Location Cume Composition and TSL
Persons 25-54
Mon-Sun 6a-12m

	At Home	In Car	At Work	Other
Cume %	36.8%	74.5%	17.7%	4.8%
TSL Hours:Minutes	4:48	3:06	13:12	3:12

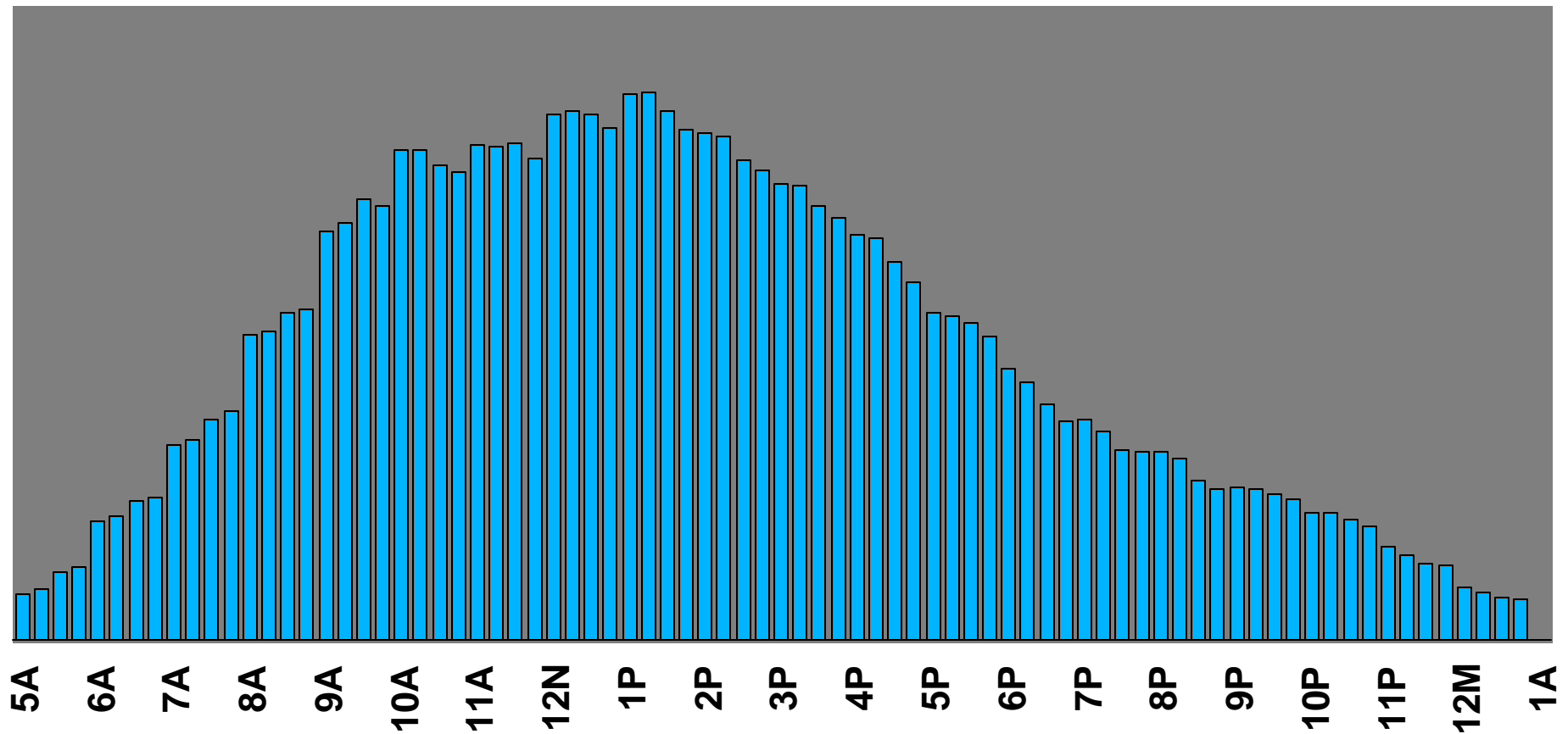
Quarter Hour Flow

Persons 12+
Monday-Friday



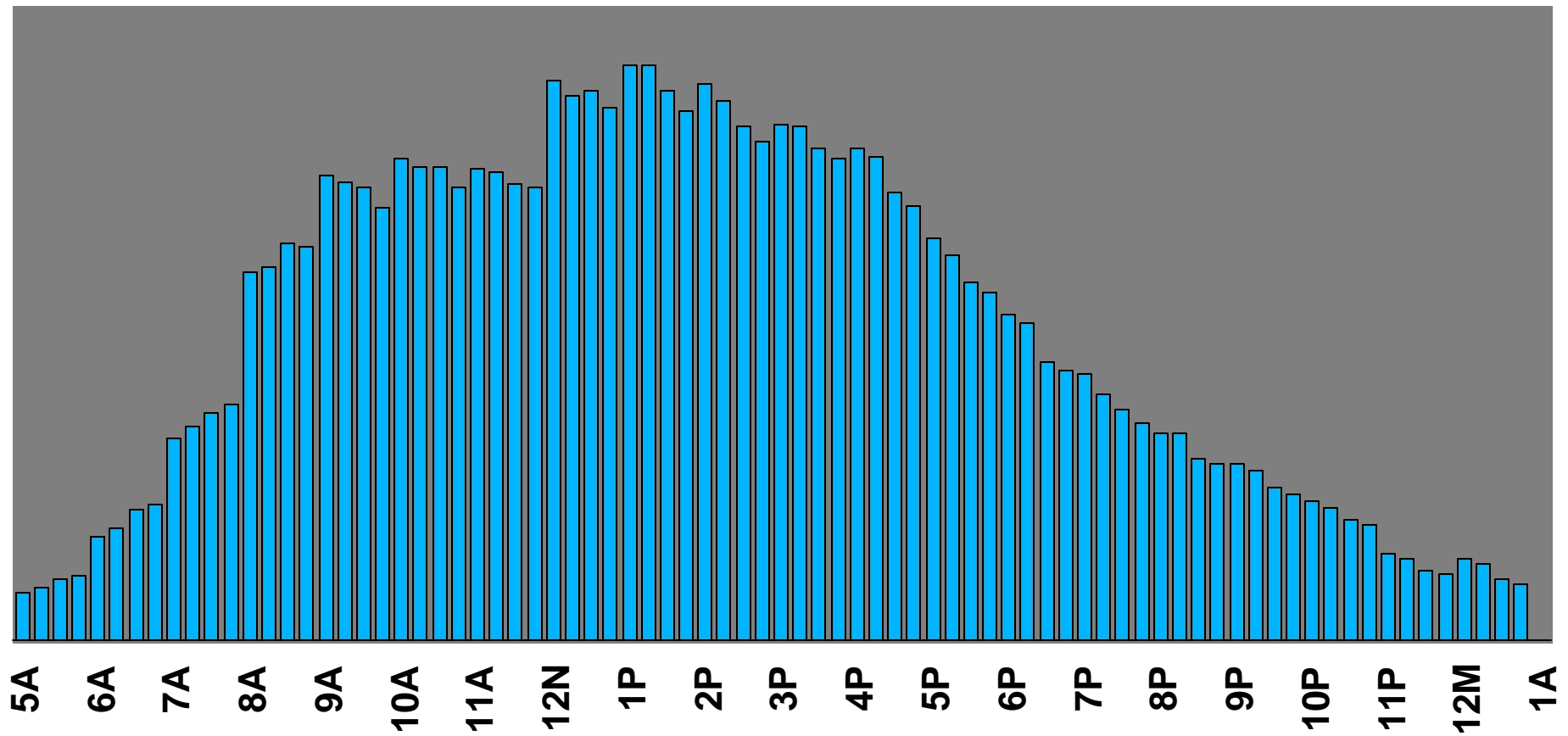
Quarter Hour Flow

Persons 12+
Saturday



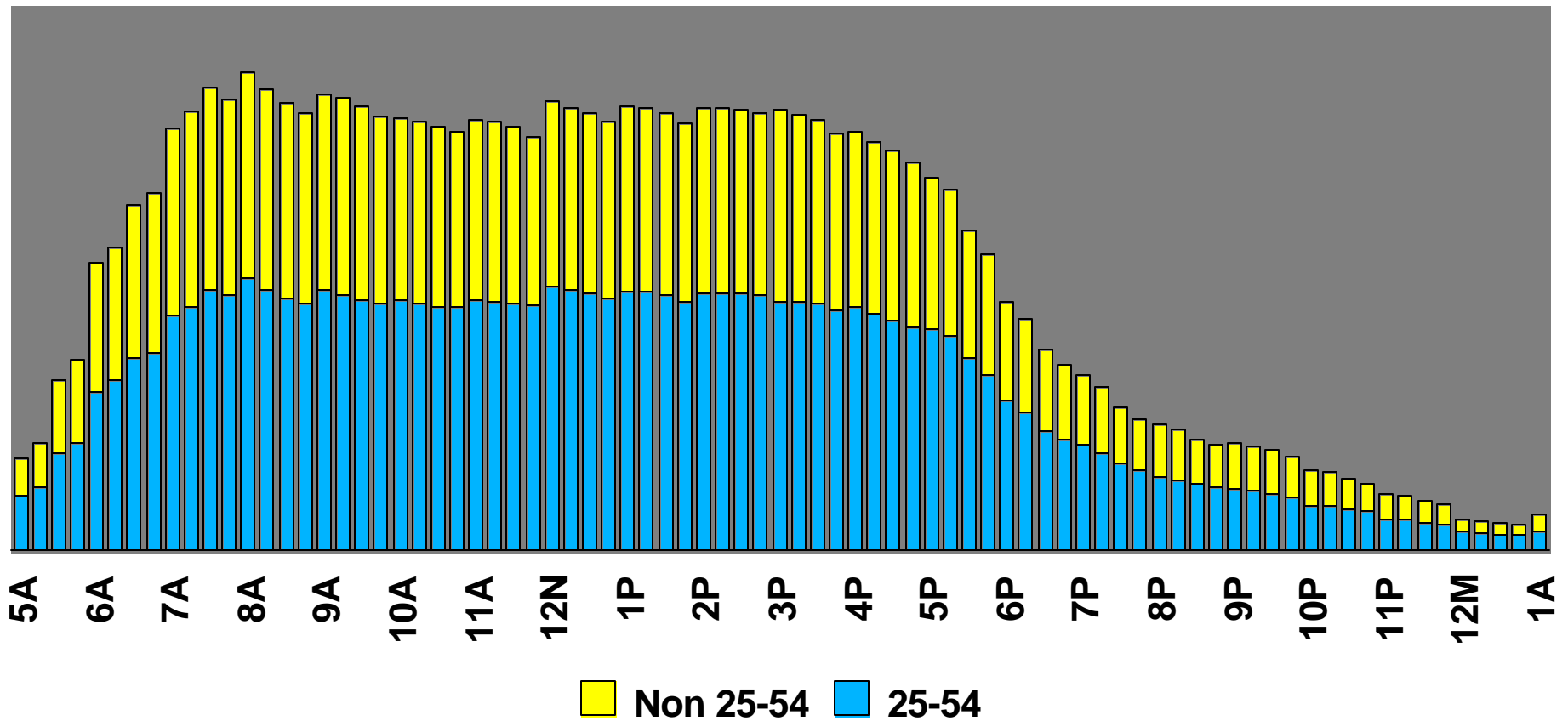
Quarter Hour Flow

Persons 12+
Sunday



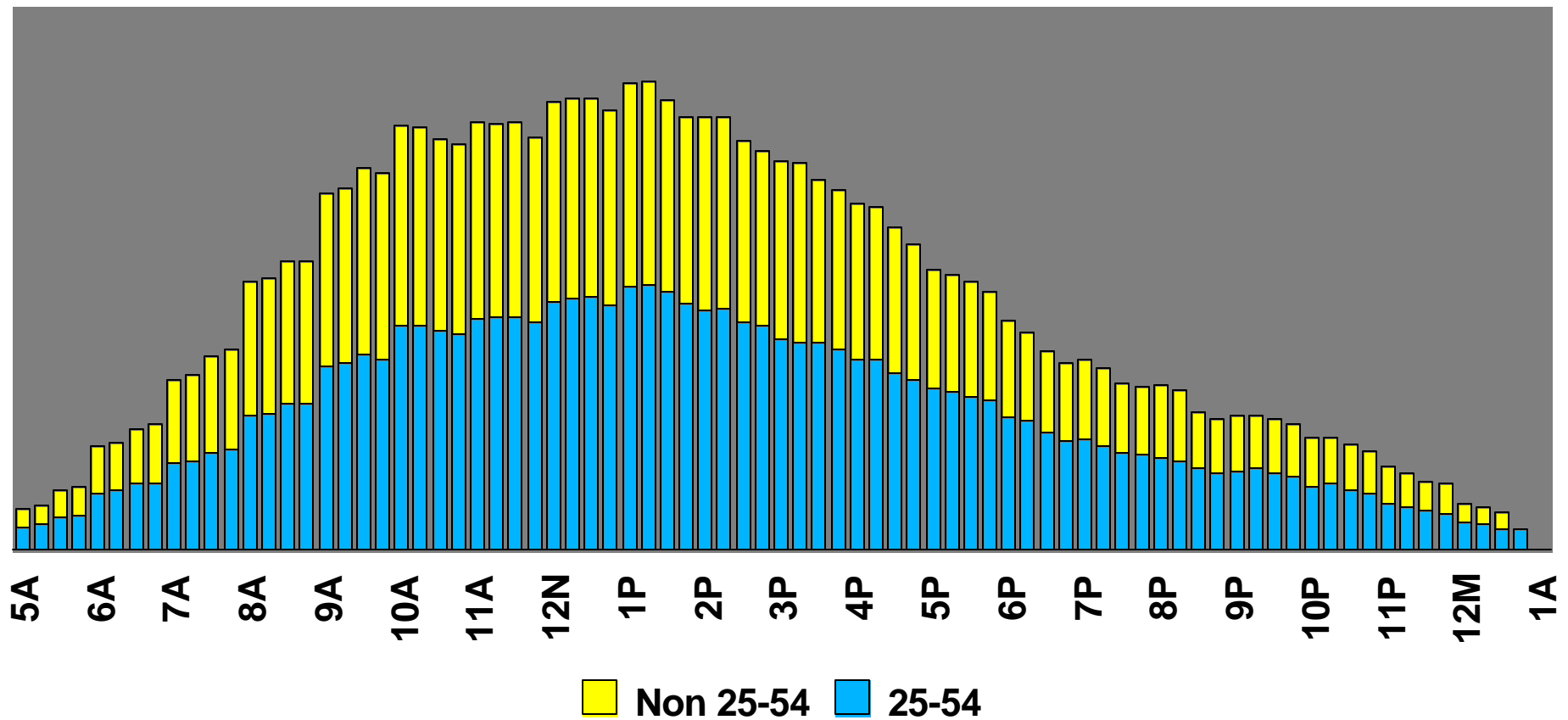
Quarter Hour Flow By Target Demo

Adults 25-54
Monday-Friday



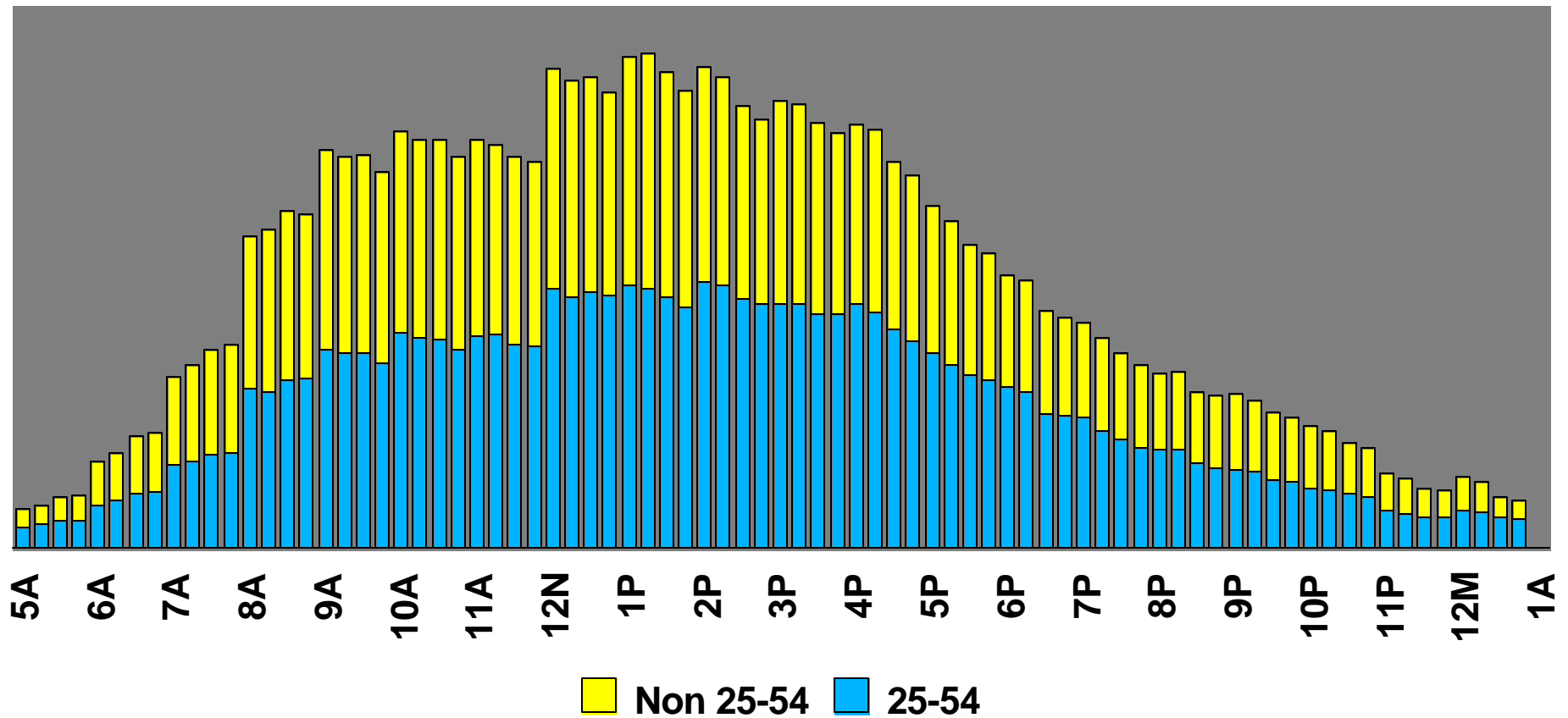
Quarter Hour Flow By Target Demo

Adults 25-54
Saturday



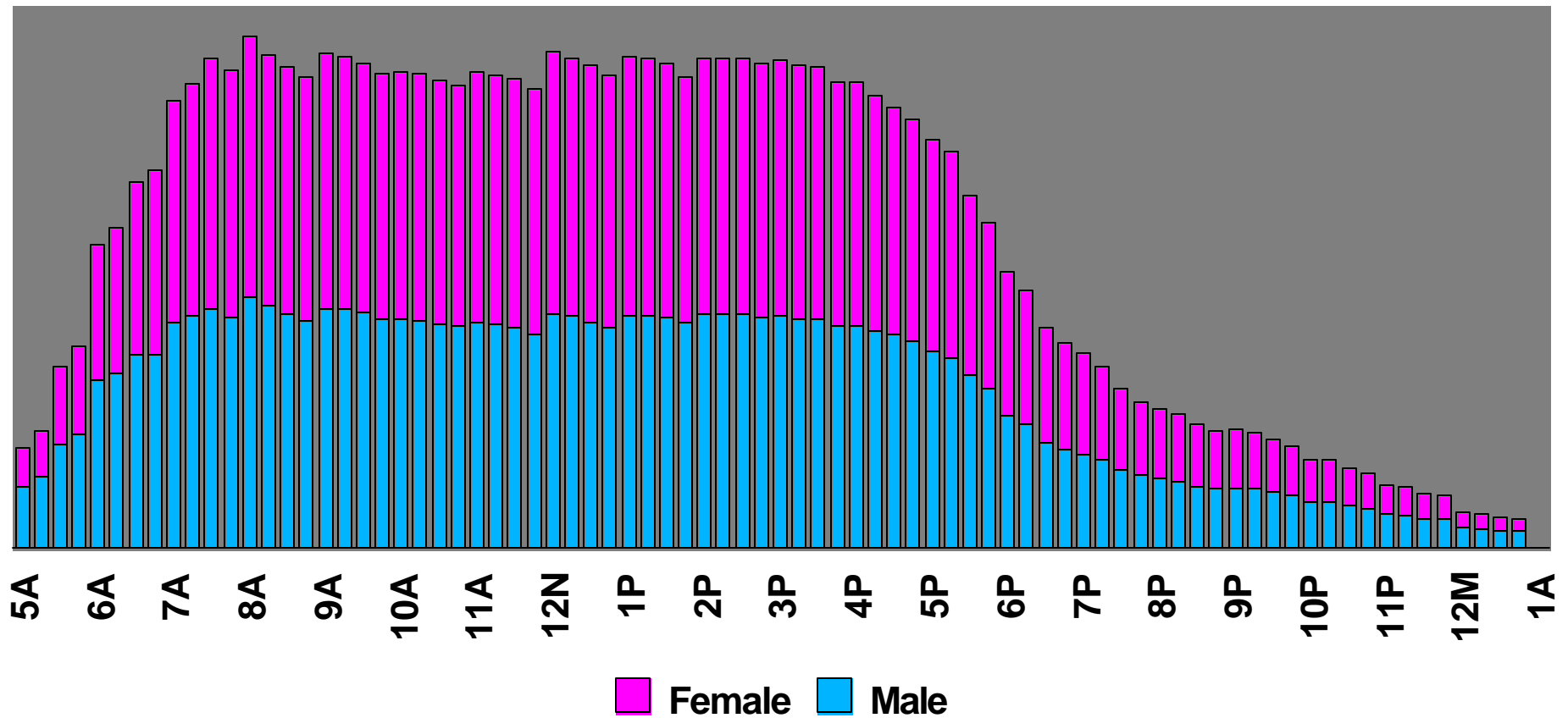
Quarter Hour By Target Demo

Adults 25-54
Sunday



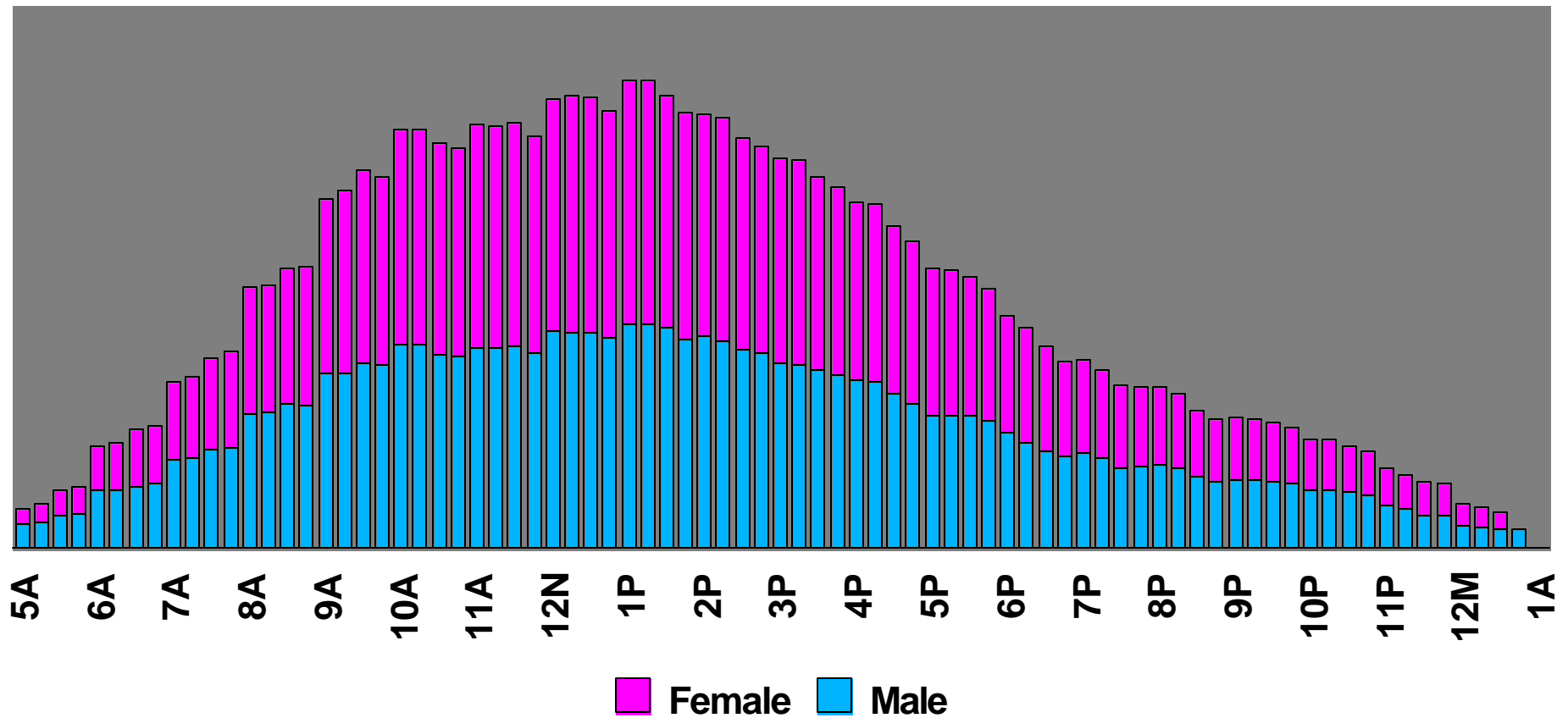
Quarter Hour Flow By Gender

Persons 12+
Monday-Friday



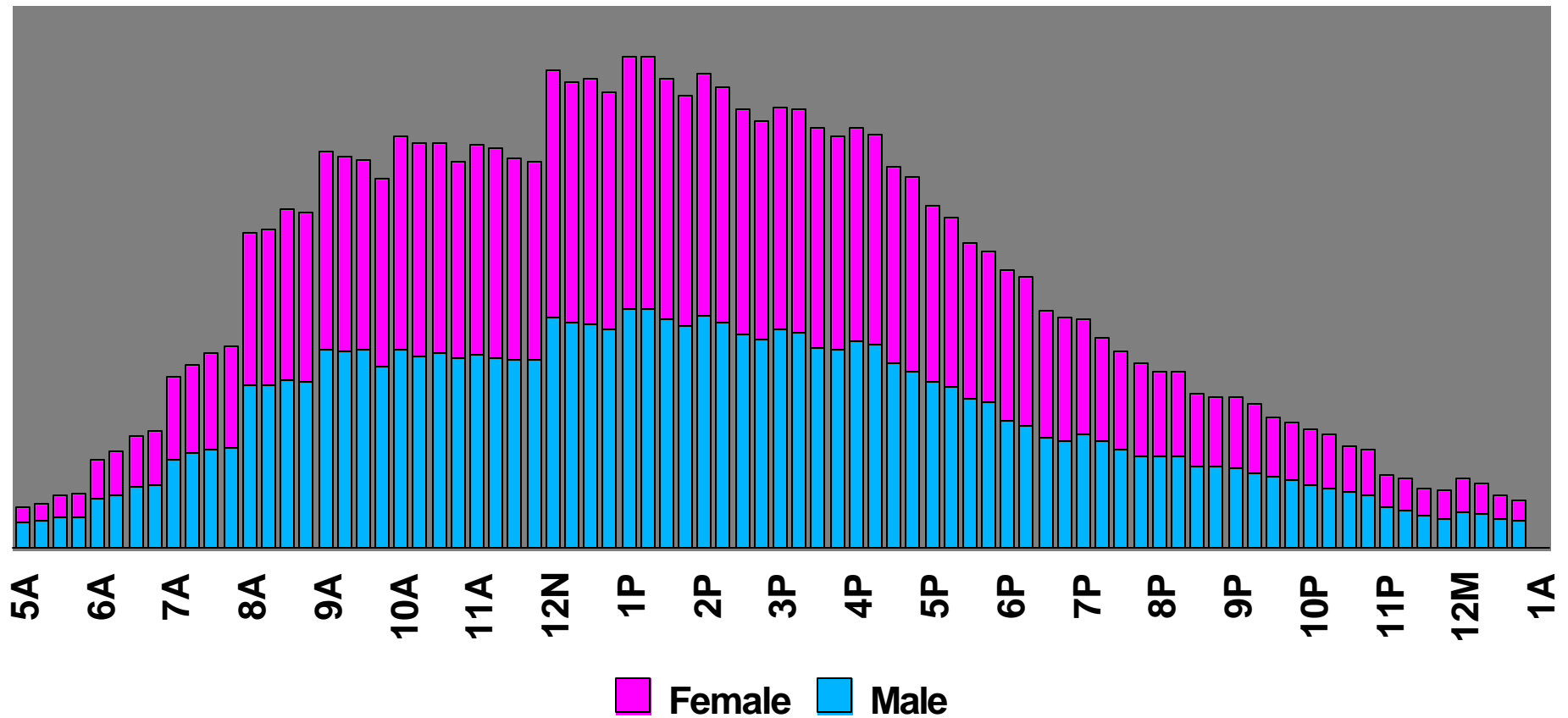
Quarter Hour Flow By Gender

Persons 12+
Saturday



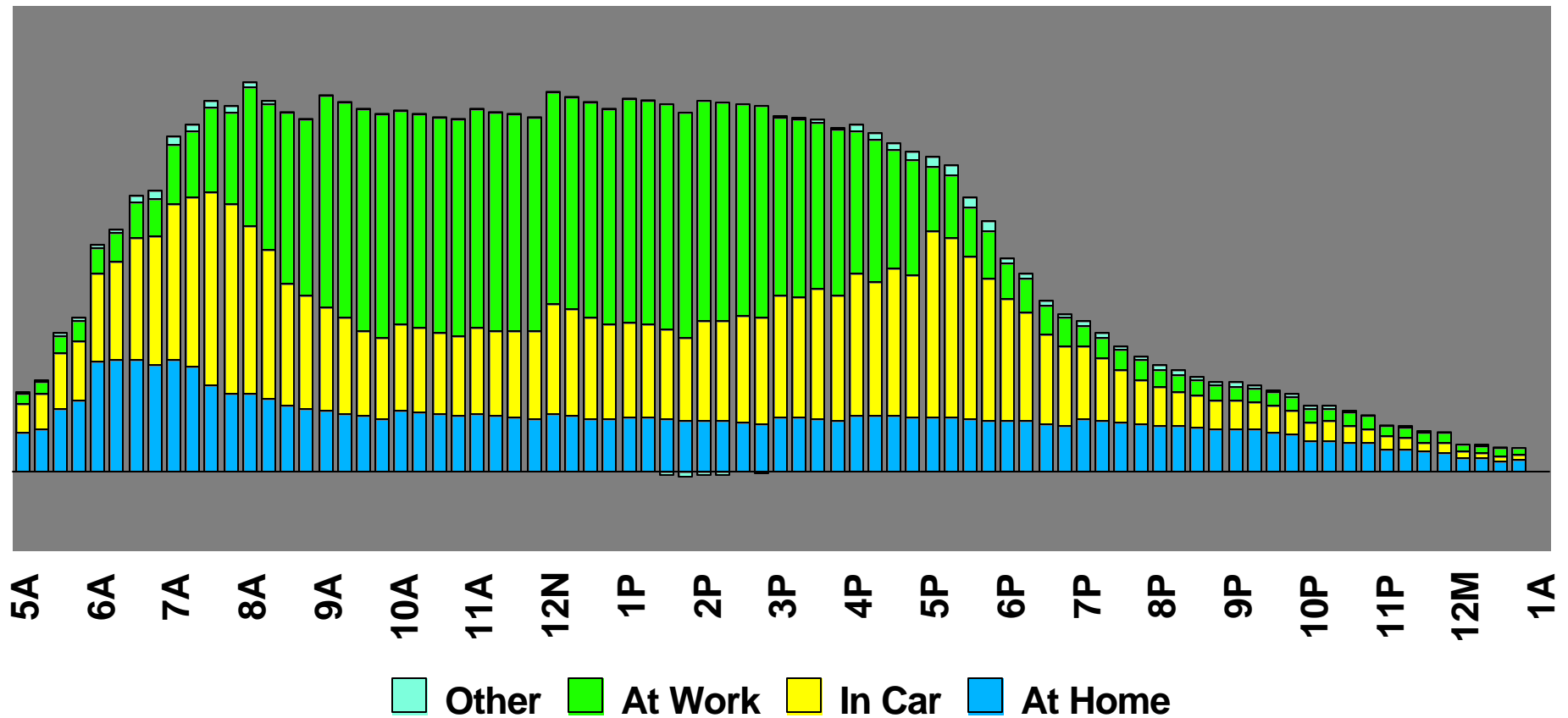
Quarter Hour Flow By Gender

Persons 12+
Sunday



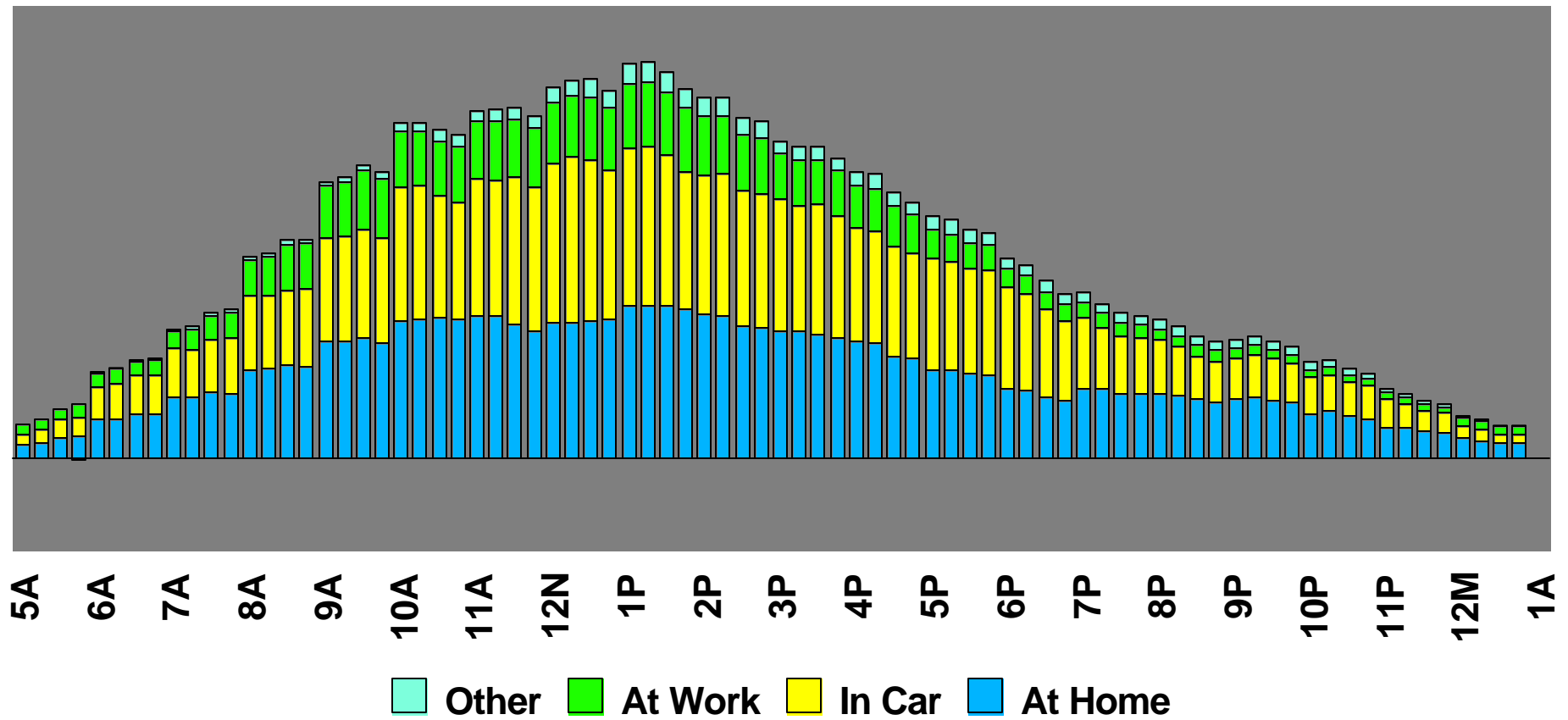
Quarter Hour Flow By Location

Persons 25-54
Monday-Friday



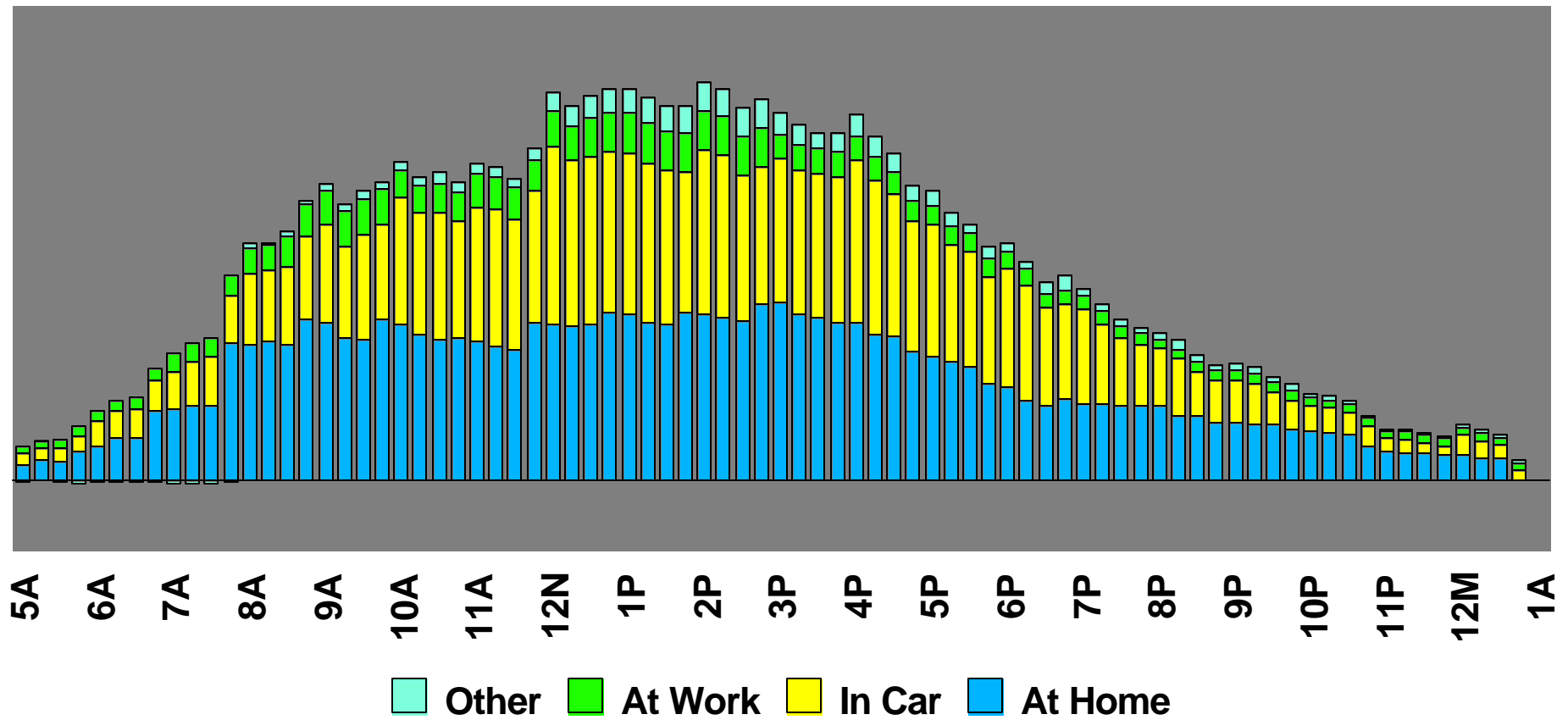
Quarter Hour Flow By Location

Persons 25-54
Saturday



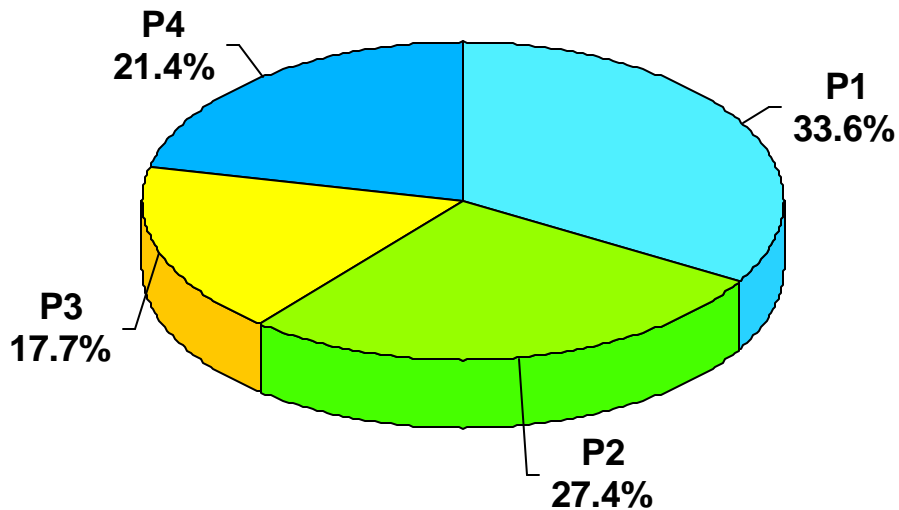
Quarter Hour Flow By Location

Adults 25-54
Sunday

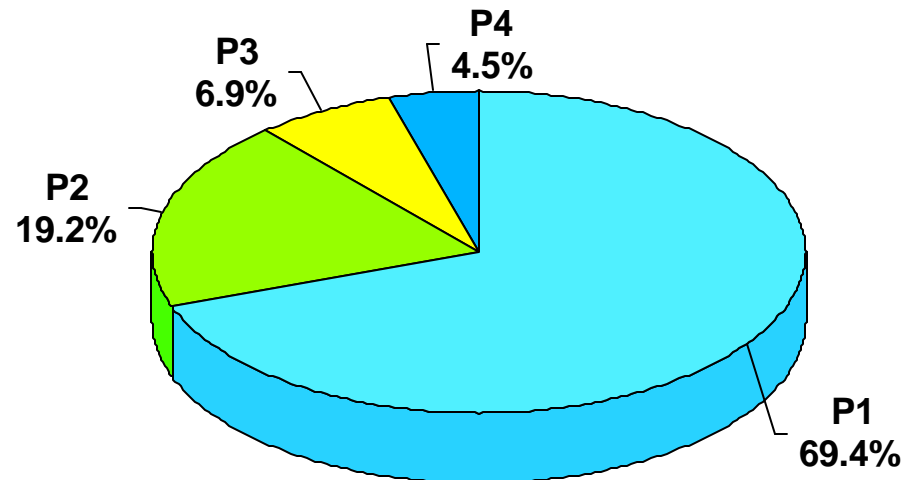


What Are The Preference Levels of the Oldies Radio Listener?

Cume Composition
Persons 12+
Mon-Sun 6a-12m

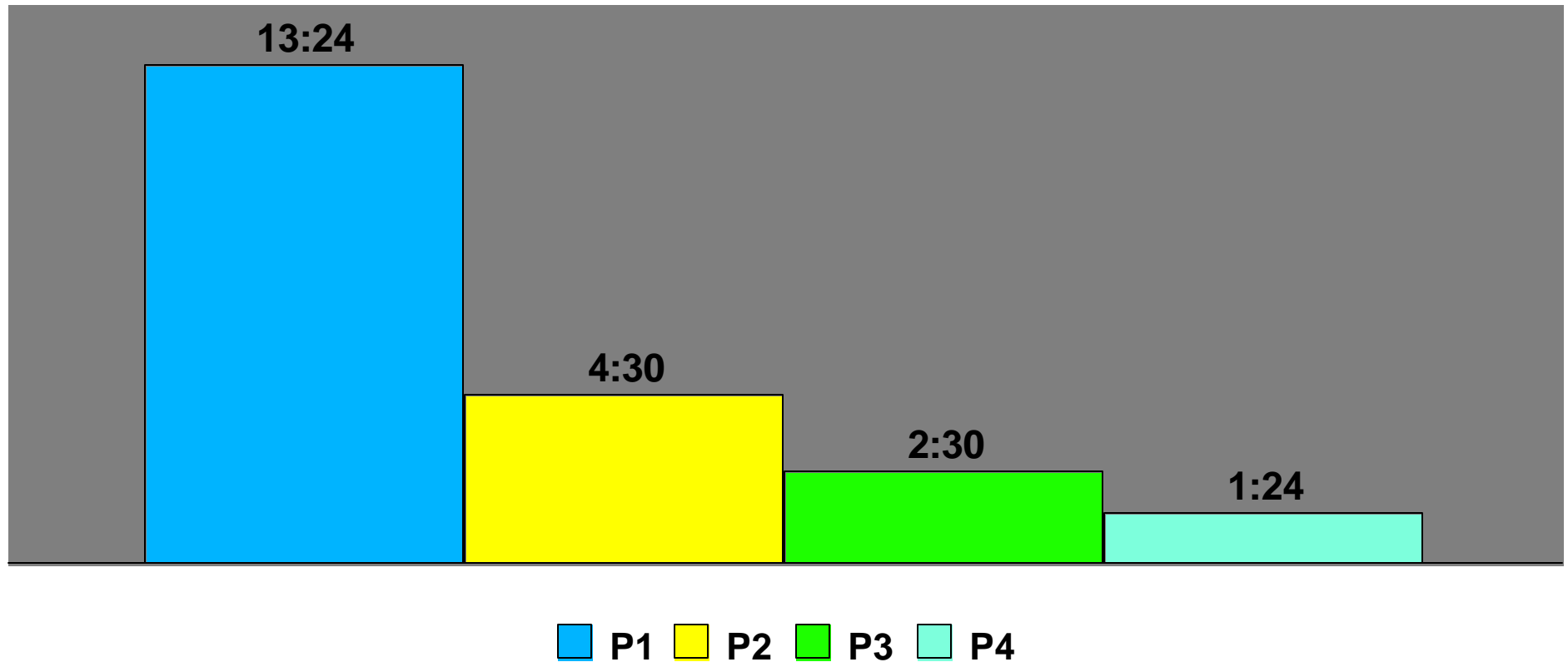


AQH Composition
Persons 12+
Mon-Sun 6a-12m



How Long Do Oldies Listeners Listen By Preference Level?

TSL Hours: Minutes by Preference Level
Persons 12+
Mon-Sun 6a-12m



How Well Do Oldies Station's Move Their Audience Across Dayparts

Cume Persons 25-54 Percent by Daypart

	M-F 6-10	M-F 10-3	M-F 3-7	M-F 7-12	S-S 6-12
M-F 6-10	100	56	54	47	45
M-F 10-3	58	100	58	50	46
M-F 3-7	60	63	100	67	52
M-F 7-12	25	26	32	100	29
S-S 6-12	50	50	51	60	100

How to read: Read down the column to see the percentage of Adult 25-54 listeners listening to Oldies in the daypart listed at the top that also listen in the daypart listed to the left. For example, 58% of the Cume Adults 25-54 that listen to Oldies in the M-F 6-10A daypart also listen in the M-F 10A-3P daypart.