No matter where you are in America, the radio is always on. The original mass medium, radio today reaches more than ninety percent of everyone in the United States on a weekly basis. This enormous reach stretches across demographics, ethnicities and geographies as listeners engage every day with stations in their local markets on matters important to them.

I am pleased to introduce our State of the Media: Audio Today report to the stable of Nielsen’s diverse thought leadership pieces. Last year we added audio to our measurement portfolio, bringing us one step closer to our goal of a 360-degree view of a consumer’s normal day.

In the pages of this report are profiles of the audio landscape as we hear it today; available across multiple platforms, wherever the consumer wants to listen, in real time; reaching a highly qualified audience outside of the home during the work day; and through formats that offer a diverse lineup of music, sports and talk programming every day in more than 250 markets.

I hope you enjoy our first Audio Today report, and we welcome your feedback. Each quarter we will add more insights to the report, including deep dives into ethnic listening landscapes, a look at both the network and public radio worlds, and how sports and special events programming influence day-to-day listening habits all over the country.

The future of audio sounds great to our ears.
ARE YOU LISTENING? 242 MILLION OF US ARE, EACH WEEK, TO AUDIO ACROSS AMERICA. THAT'S NEARLY 92% OF EVERYONE AGE 12 OR OLDER, AND THE REACH IS NEARLY IDENTICAL ACROSS ALL MAJOR DEMOGRAPHIC GROUPS, ETHNICITIES AND GEOGRAPHIES.

Audio is available on multiple platforms, in real time, wherever consumers want to listen on more than 16,000 stations across the country covering 50 different formats. Radio is also a hyper-local medium serving every unique community from one coast to the other.

Audio consumers are listening for more than 2 ½ hours every day, and one of radio’s best-kept secrets is its ability to reach a highly qualified audience right before they arrive to shop. And audio consumers have money to spend because more than two-thirds of the weekly audience works full-time, tuning in during the working day, away from home.

Source: RADAR 119, December 2013; M-SU MID-MID, Listeners 12+, Weekly Cume Persons (242,186,000), Cume Rating (91.9%), Daily Time Spent Listening by Radio Listeners (2:42)
### Weekly Cume Rating

**Listeners 12+ (M-SU 6AM-MID)**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>P12+</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>88.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P18-24</td>
<td>92.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P25-34</td>
<td>88.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P35-44</td>
<td>91.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P45-54</td>
<td>92.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P55-64</td>
<td>93.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P65+</td>
<td>94.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P12+</td>
<td>91.7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**How to Read:**

These figures represent “Weekly Cume Ratings.” For example, more than 90% of Women 18-24 in the United States tuned in to radio for five or more minutes during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The grey bar represents the average of all Americans 12+ who listen to radio at least once during the week (91.7%). You can then see how radio reaches various demographic groups compared to the national average.

---

Source: RADAR 119, December 2013; Radio Usage; M-SU 6AM-MID
MILLENNIALS (P18-34)

65.2 MILLION
MILLENNIALS USE RADIO EACH WEEK

65 MILLION OF AMERICA’S MOST CONNECTED CONSUMERS
USE RADIO EACH WEEK

90.3%
OF ALL MILLENNIALS
REACHED WEEKLY
BY RADIO

11.5 HOURS
SPENT WITH RADIO
EACH WEEK

3PM-7PM
THE TOP DAYPART
IS PM DRIVE

COUNTRY
IS THE #1 FORMAT

LISTENING LOCATION

IN HOME 28%
OUT OF HOME 72%

WORK 53%
FULL-TIME 26%
PART-TIME 21%
NON-WORKING

Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID

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57.7 MILLION
GEN X'ERS USE RADIO EACH WEEK

92.7% OF GENERATION X REACHED WEEKLY BY RADIO

14 HOURS SPENT WITH RADIO EACH WEEK

10AM-3PM THE TOP DAYPART IS MID DAY

COUNTRY IS THE #1 FORMAT

LISTENING LOCATION

IN HOME 28%
OUT OF HOME 72%

WORK 74% FULL-TIME 17% PART-TIME 9% NON-WORKING

Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID
56.2 MILLION
BOOMERS USE RADIO EACH WEEK

91.5%
of boomers reached weekly by radio

14.5 HOURS
spent with radio each week (most of any demo)

10AM-3PM
the top daypart is mid day

53%
56.2 million boomers use radio each week

47%

news/talk is the #1 format

LISTENING LOCATION

IN HOME
34%

out of home
66%

work
50%

full-time
38%

part-time
12%

non-working
5%

Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID
HISPANICS (P12+)

MORE THAN 94% OF ALL HISPANICS USE RADIO EACH WEEK

32.4 MILLION*
HISPANICS USE RADIO EACH WEEK

94.2%
OF ALL HISPANICS
REACHED WEEKLY
BY RADIO

12.5 HOURS
SPENT WITH RADIO
EACH WEEK (MOST OF
ANY ETHNIC GROUP)

10AM-3PM
THE TOP DAYPART IS
MID DAY

MEXICAN
REGIONAL
IS THE #1 FORMAT

LISTENING LOCATION

IN HOME 34%

OUT OF HOME 66%

WORK 51%

FULL-TIME 35%

PART-TIME 14%

NON-WORKING

Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID
*Nielsen Hispanic Differential Survey Treatment Markets (99) only.
AFRICAN AMERICANS (P12+)

NEARLY 92% OF ALL AFRICAN AMERICANS USE RADIO EVERY WEEK

24.8 MILLION*
AFRICAN AMERICANS USE RADIO EACH WEEK

91.7%
OF ALL AFRICAN AMERICANS REACHED WEEKLY BY RADIO

12 HOURS
SPENT WITH RADIO EACH WEEK (2ND MOST BEHIND HISPANICS)

3PM-7PM
THE TOP DAYPART IS PM DRIVE

URBAN ADULT CONTEMPORARY IS THE #1 FORMAT

LISTENING LOCATION

IN HOME
39%

OUT OF HOME
61%

WORK

FULL-TIME
39%

PART-TIME
14%

NON-WORKING
47%

Source: Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID
*Nielsen Black Differential Survey Treatment markets (128) only.
RADIO PEAKS DURING THE WORK-DAY

TOP-RATED HOURS
LISTENERS 12+ MON-FRI, SAT-SUN, TOTAL DAY AQH RATING

Source: Nielsen National Regional Database, Spring 2013

TOP-RATED DAYPARTS
ALL DAYPARTS MON-FRI EXCEPT WHERE NOTED AQH RATING

<table>
<thead>
<tr>
<th>DAYPART</th>
<th>P12+</th>
<th>P18-34</th>
<th>P25-54</th>
<th>P55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM DRIVE (6AM-10AM)</td>
<td>12.0</td>
<td>10.0</td>
<td>13.5</td>
<td>12.9</td>
</tr>
<tr>
<td>MID DAY (10AM-3PM)</td>
<td>12.6</td>
<td>11.1</td>
<td>14.0</td>
<td>14.2</td>
</tr>
<tr>
<td>PM DRIVE (3PM-7PM)</td>
<td>11.6</td>
<td>11.2</td>
<td>13.2</td>
<td>10.8</td>
</tr>
<tr>
<td>EVENINGS (7PM-MID)</td>
<td>4.3</td>
<td>4.8</td>
<td>4.5</td>
<td>3.6</td>
</tr>
<tr>
<td>WEEKENDS (6AM-MID)</td>
<td>7.2</td>
<td>6.7</td>
<td>7.4</td>
<td>7.5</td>
</tr>
</tbody>
</table>

HOW TO READ:
These figures represent “Average Quarter-Hour” Ratings for all major dayparts. For all listeners 12+, 10AM-3PM is the highest rated daypart during the week. During that time, in an average 15-minute period, 13.3% of the total US population (12+) is tuning to radio.

Source: Nielsen National Regional Database, Spring 2013

OVERALL, MID DAY (10AM-3PM) IS THE HIGHEST RATED DAYPART...

...WHILE 7AM IS THE HIGHEST RATED HOUR DURING THE WEEKDAY FOR RADIO LISTENING
RADIO; OUT-OF-HOME AND EMPLOYED
A MAJORITY OF RADIO USAGE COMES FROM THE EMPLOYED AUDIENCE, AWAY FROM HOME

LISTENING LOCATION BY DAYPART
LISTENERS 12+ AQH COMPOSITION

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Away From Home</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-SU 6A-MID</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>AM DRIVE 6AM-10AM</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>MID DAY 10AM-3PM</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>PM DRIVE 3PM-7PM</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>EVENINGS 7PM-MID</td>
<td>53%</td>
<td>48%</td>
</tr>
<tr>
<td>WEEKENDS 6AM-MID</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

WORKING STATUS BY DAYPART
LISTENERS 18-64 AQH COMPOSITION

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Non Work</th>
<th>Work Part Time</th>
<th>Work Full Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-SU 6A-MID</td>
<td>23%</td>
<td>15%</td>
<td>62%</td>
</tr>
<tr>
<td>AM DRIVE 6AM-10AM</td>
<td>19%</td>
<td>13%</td>
<td>68%</td>
</tr>
<tr>
<td>MID DAY 10AM-3PM</td>
<td>23%</td>
<td>15%</td>
<td>62%</td>
</tr>
<tr>
<td>PM DRIVE 3PM-7PM</td>
<td>21%</td>
<td>15%</td>
<td>64%</td>
</tr>
<tr>
<td>EVENINGS 7PM-MID</td>
<td>27%</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>WEEKENDS 6AM-MID</td>
<td>26%</td>
<td>16%</td>
<td>58%</td>
</tr>
</tbody>
</table>

WEEKLY HOURS SPENT WITH RADIO BY FULL-TIME EMPLOYED LISTENERS...

- **Millenials**: 13 Hours
- **Generation X**: 14.5 Hours
- **Boomers**: 15.75 Hours
- **Hispanics**: 15 Hours
- **African Americans**: 13.75 Hours

Source: RADAR 119, December 2013; M-SU 6AM-MID
Nielsen Audio National Regional Database, Spring 2013, M-SU 6AM-MID; including Black & Hispanic DST markets.
# America’s Top Formats in 2013

**RANKED BY SHARE OF TOTAL LISTENING (%)**

<table>
<thead>
<tr>
<th>Format</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>14.8</td>
</tr>
<tr>
<td>News /Talk</td>
<td>11.3</td>
</tr>
<tr>
<td>Pop Contemporary Hit Radio</td>
<td>8.0</td>
</tr>
<tr>
<td>Adult Contemporary</td>
<td>7.3</td>
</tr>
<tr>
<td>Classic Hits</td>
<td>5.5</td>
</tr>
<tr>
<td>Classic Rock</td>
<td>5.2</td>
</tr>
<tr>
<td>Hot Adult Contemporary</td>
<td>4.8</td>
</tr>
<tr>
<td>Urban Adult Contemporary</td>
<td>4.0</td>
</tr>
<tr>
<td>Rhythmic Contemporary Hit Radio</td>
<td>3.3</td>
</tr>
<tr>
<td>Sports</td>
<td>3.1</td>
</tr>
<tr>
<td>Urban Contemporary</td>
<td>3.1</td>
</tr>
<tr>
<td>Contemporary Christian</td>
<td>3.1</td>
</tr>
<tr>
<td>Mexican Regional</td>
<td>2.8</td>
</tr>
<tr>
<td>Adults Hits+80s Hits</td>
<td>2.1</td>
</tr>
<tr>
<td>Active Rock</td>
<td>1.9</td>
</tr>
<tr>
<td>Alternative</td>
<td>1.9</td>
</tr>
<tr>
<td>Album Oriented Rock + Mainstream Rock</td>
<td>1.8</td>
</tr>
<tr>
<td>All News</td>
<td>1.5</td>
</tr>
<tr>
<td>Classical</td>
<td>1.4</td>
</tr>
<tr>
<td>Oldies</td>
<td>1.4</td>
</tr>
<tr>
<td>Spanish Contemporary/ Hot Adult Contemporary</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Source: Nielsen National Regional Database, Spring 2013, M-SU 6AM-MID, all listeners 12+, AQH Share
SOURCING & METHODOLOGIES

GLOSSARY

**WEEKLY CUME PERSONS:** The total weekly number of different persons who tune to radio for at least five minutes during the given daypart.

**WEEKLY CUME RATING:** The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group listening to a particular radio station or format.

**TSL:** Time Spent Listening. The amount of time (expressed in hours and minutes) the average listener spends with a particular station or format during the selected daypart. It can be defined on both a Daily and Weekly basis.

**AQH PERSONS:** Average Quarter-Hour persons. The basic element of measurement for the ratings, based on the average number of listeners who tuned in for at least five minutes during a given 15-minute period. Also referred to as Persons Using Radio (PUR) for Diary markets or Persons Using Measured Media (PUMM) for PPM markets.

**AQH RATING:** The Average Quarter-Hour audience expressed as a percentage of the total population for the specified demographic group.

**AQH SHARE:** The Average Quarter-Hour audience expressed as a percentage of the total radio-listening population in the specified demographic group.

**AQH COMPOSITION:** The composition of the audience based on the Average Quarter-Hour persons estimate.

**DIFFERENTIAL SURVEY TREATMENT:** A special procedure used to help maximise participation in the survey or panel by persons in a demographic group with a history of under-representation in survey research.

SOURCING

Nielsen RADAR 119, December 2013
Nielsen National Regional Database, Spring 2013

METHODOLOGIES

Format definitions are supplied to Nielsen by U.S. government-licensed radio stations, their internet streams and HD Radio Services, regardless of their status as Nielsen clients.

Nielsen’s Portable People Meter (PPM) technology surveys respondents in the top 48 radio metros in the United States as of the Spring 2013 survey.

Nielsen’s Diary service surveys respondents in the remaining 226 radio metros in the United States as of the Spring 2013 survey.
ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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