

Classic Hits



No. 1 For Ratings Growth

The 288 stations programming Classic Hits generally focused on pop hits of the late '60 through the '70s, and Spring 2007 was a watershed year for Classic Hits, which supplanted Oldies as the leading format for older pop hits. Classic Hits and Oldies combined for 5.4% of all listeners in both Spring 2006 and 2007. But Classic Hits jumped from a tie for 14th to No. 11, soaring 12+ from a 2.1% to 2.8%, while Oldies fell by the same margin.

While distinguishing the two formats may originally have been more of branding, the differences became more tangible, especially in its younger audience composition, with 72% of Classic Hits listeners being under 55, compared to Oldies' 54%. Classic Hits' 45-54 listener segment was largest of all formats. Each week, Classic Hits reached almost 17 million listeners, up from under 13 million in Spring 2006.

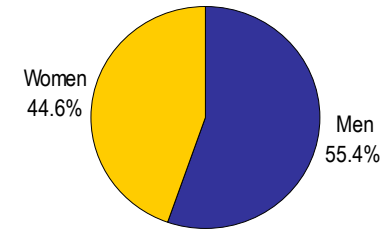
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid

SP02	SP03	SP04	SP05	SP06	SP07
0.9%	1.2%	1.4%	1.6%	2.1%	2.8%

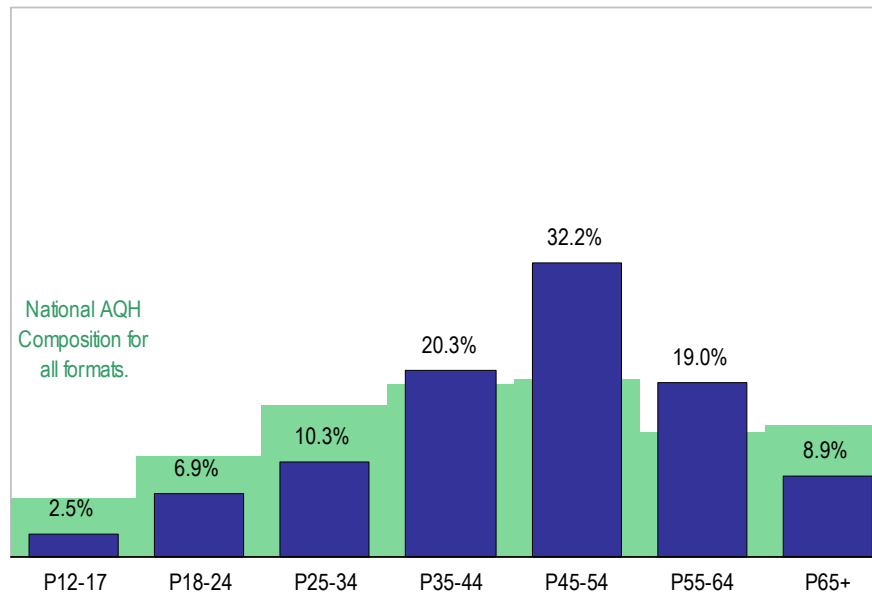
Listeners 12+

Mon-Sun, 6AM-Mid



Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

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Classic Hits

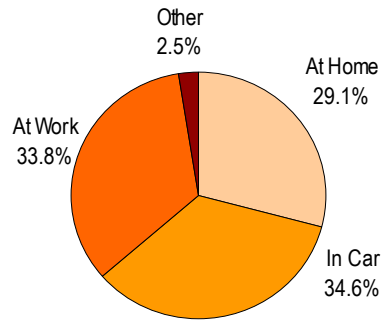
Gains In All Dayparts

More of the listening to Classic Hits took place out of home than most formats, though that became less so in Spring 2007, as at-home gained 2%, mostly from in car, the preferred location. While Classic Hits improved impressively in all dayparts, it did best in middays, where it outperformed its overall 12+ share.

Classic Hits increased its audience share everywhere except the Mountain area. Its share nearly tripled in the Pacific region, and nearly doubled in the East South Central territory. Classic Hits ranked fifth among all formats in New England.

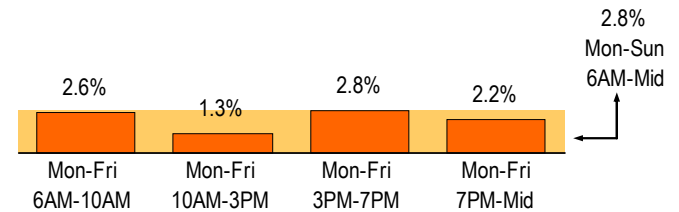
AQH Share of Listening by Location

Persons 12+, Mon-Sun, 6AM-Mid



AQH Share of Listening by Daypart

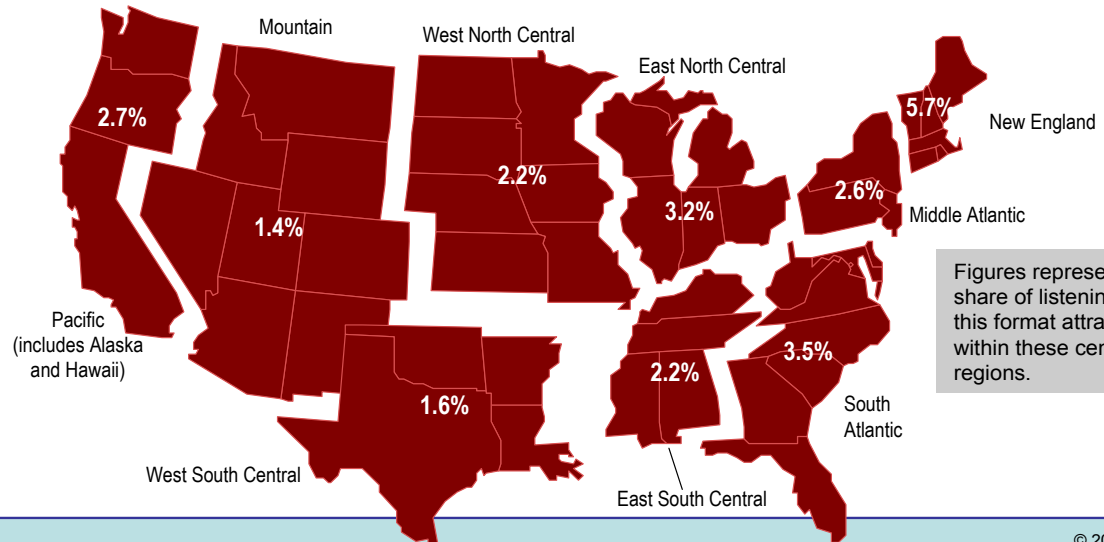
Persons 12+



Audience Share by Region

2.8% = National Average

Persons 12+, Mon-Sun, 6AM-Mid, AQH Share



Figures represent the share of listening that this format attracts within these census regions.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

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Classic Hits

Top Classic Hits Songs of 2007

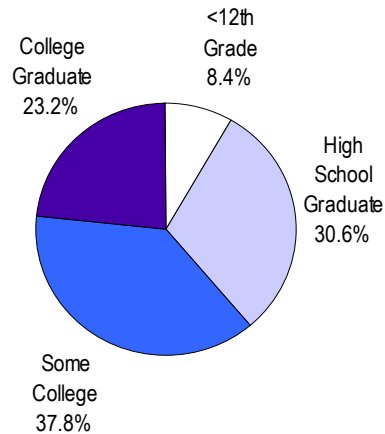
Brown Eyed Girl <i>Van Morrison</i>
Respect <i>Aretha Franklin</i>
Magic Carpet Ride <i>Steppenwolf</i>
Mony Mony <i>Tommy James/Shondels</i>
Oh! Pretty Woman <i>Roy Orbison</i>
I'm A Believer <i>Monkees</i>
Maggie May <i>Rod Stewart</i>
Sister Golden Hair <i>America</i>
Margaritaville <i>Jimmy Buffett</i>
Long Cool Woman In A Black Dress <i>Hollies</i>

Source: Mediabase, 2007

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

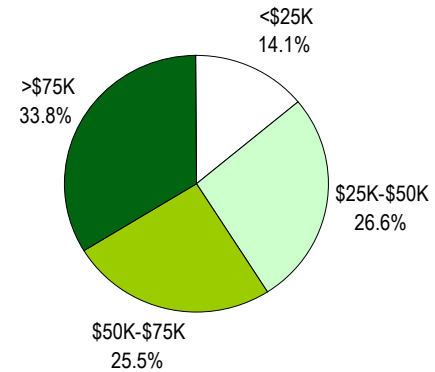
Education

Persons 18+



Household Income

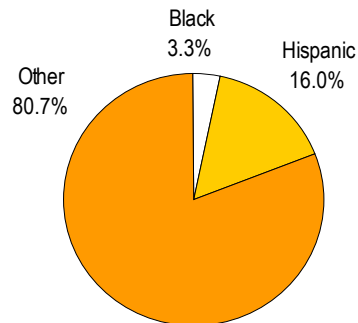
Persons 18+



Ethnic Composition*

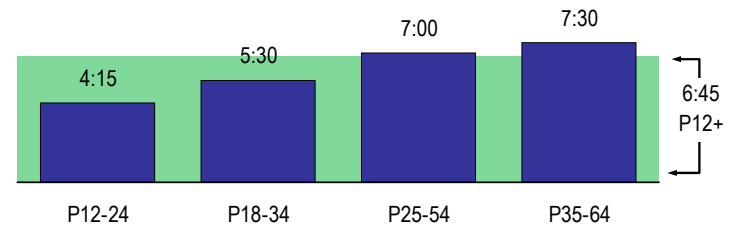
AQH Persons

* Only in DST-Controlled Markets



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid



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Classic Hits

Strongly Independent Politically

Listeners to Classic Hits indexed second-highest for being Independent politically, although those Independents that had a preference tended to lean Republican. They indexed third-most-likely of all radio listeners to be in the market to purchase a car selling for \$20,000-\$25,000, and were nearly 30% more likely than the average person to be shopping for a satellite radio service in the coming year. Classic Hits listeners also were more probable purchasers of DVD players, DVRs and PDAs than the general public.

Family Status

Married	62%
Never Married (Single)	22%
No Children in Household	58%
At Least One Child in HH	42%
Two or More Children in HH	24%

Own or Rent Residence

Own	79%
Rent	17%
Other	4%

Employment Status

Employed 35 Hours or More	61%
Employed Less Than 35 Hours	15%
Not Employed	24%

Household Gadgets Planned to Buy in Next 12 Months

	Index
Computer	89
Digital Camera	94
DVD Player	111
DVR (TiVo®, etc)	107
HDTV	100
MP3 Player (iPod®, Creative®, etc.)	97
PDA	111
Satellite Radio Subscription	128
Video Game System	89
Wireless/Cell Service for Other HH Member	96
Wireless/Cell Service for Self	98

How Often Usually Vote in Local Elections

	Index
Always	96
Sometimes	110
Never	95

How Often Usually Vote in Statewide Elections

	Index
Always	102
Sometimes	106
Never	91

How Often Usually Vote in Presidential Elections

	Index
Always	103
Sometimes	98
Never	90

Political Party Affiliation

	Index
Democrat	90
Republican	107
Independent	114
Independent, But Feel Closer to Democratic	101
Independent, But Feel Closer to Republican	121
None of These	90

Time Spent on the Internet in Average Week

	Index
Less than 1 Hour	117
1-4 Hours	112
5-9 Hours	119
10-19 Hours	109
20 Hours or More	105

Amount Household Plans to Pay for New Vehicle Next 12 Months (HH)

	Index
\$15,000-\$19,999	120
\$20,000-\$24,999	122
\$25,000-\$29,999	109
\$30,000-\$34,999	103
\$35,000-\$44,999	101
\$45,000 or More	115

Ways Online Services Used Past 30 Days

	Index
Auction Site	109
Blogs (Read or Contributed to)	90
Download Music/ Listen to Audio Clips	107
Download/Watch Video	102
Financial Information/Services	108
Games	95
Internet Yellow Pages	111
Job/Employment Search	113
Listen to Radio	107
Local/Community Events	117
Movie Listings	103
News	110
Pay Bills	108
Radio Station Site	116
Real Estate Listings	114
Travel Reservations (Airline, Hotel, Auto)	114
Weather	114



Note: Due to rounding, totals may not add to 100.
Source: Format definitions are from Arbitron.
Data come from Scarborough USA+, Release 1, 2007.