

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## 70's Oldies/Classic Hits P1 Listeners

P1 In-Tab Diaries: 811

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
70's Oldies/Classic Hits	100.0	15:00	64.1
Album Oriented Rock	28.2	4:30	5.5
News Talk Information	19.9	3:30	3.1
Hot Adult Contemporary	19.3	3:15	2.6
Oldies	19.1	3:45	3.1
Contemporary Hit Radio	19.1	2:45	2.3
Adult Contemporary	16.6	4:15	3.0
Classic Rock	12.9	4:30	2.4
Alternative	12.2	3:45	1.9
Country	11.1	4:30	2.2
All News	7.8	3:45	1.2
All Sports	7.5	3:30	1.1
Soft Adult Contemporary	6.6	3:00	0.9
Modern Adult Contemporary	6.3	3:00	0.8
Album Adult Alternative	5.8	2:15	0.6
Classical	5.7	3:15	0.8

### How To Read:

5.7% of 70's Oldies/Classic Hits P1 Listeners tune-in to Classical formatted stations, listening approximately 3:15 hours to this format each week. Of their total time spent listening to the radio, 70's Oldies/Classic Hits P1 Listeners share 0.8% of their total quarter hours with Classical formatted stations.

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## Adult Contemporary P1 Listeners

P1 In-Tab Diaries: 7,785

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Adult Contemporary	100.0	17:15	71.7
Contemporary Hit Radio	27.8	4:15	4.8
Oldies	16.3	3:30	2.4
News Talk Information	11.4	3:45	1.8
Country	10.3	4:30	1.9
All News	9.2	3:30	1.3
Classic Rock	9.0	3:00	1.1
Hot Adult Contemporary	8.8	3:00	1.1
New AC (NAC)/Smooth Jazz	8.0	4:00	1.3
Album Oriented Rock	7.4	3:30	1.0
Alternative	7.1	3:00	0.9
Rhythmic Oldies	6.5	3:45	1.0
Urban Contemporary	5.4	5:00	1.1

### How To Read:

5.4% of Adult Contemporary P1 Listeners tune-in to Urban Contemporary formatted stations, listening approximately 5:00 hours to this format each week. Of their total time spent listening to the radio, Adult Contemporary P1 Listeners share 1.1% of their total quarter hours with Urban Contemporary formatted stations.

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## Adult Standards P1 Listeners

P1 In-Tab Diaries: 1,775

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Adult Standards	100.0	17:15	73.9
News Talk Information	30.6	5:30	7.2
All News	20.7	3:45	3.3
Oldies	13.1	4:00	2.2
Adult Contemporary	11.5	3:45	1.9
Classical	8.0	4:00	1.4
All Sports	7.9	3:15	1.1
Country	7.2	3:00	1.0
New AC (NAC)/Smooth Jazz	5.7	2:45	0.7

### How To Read:

5.7% of Adult Standards P1 Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 2:45 hours to this format each week. Of their total time spent listening to the radio, Adult Standards P1 Listeners share 0.7% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

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## Album Adult Alternative P1 Listeners

P1 In-Tab Diaries: 1,211

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Album Adult Alternative	100.0	14:45	66.4
News Talk Information	26.9	4:15	5.0
Alternative	26.3	3:00	3.5
Classic Rock	21.3	3:30	3.3
Album Oriented Rock	15.4	3:30	2.4
Hot Adult Contemporary	15.3	2:45	1.9
Contemporary Hit Radio	15.2	2:15	1.6
Adult Contemporary	14.5	2:45	1.8
Oldies	9.7	3:00	1.3
All News	8.4	2:45	1.0
Country	8.1	3:00	1.1
Talk/Personality	7.9	3:45	1.4
Modern Adult Contemporary	7.7	2:30	0.8
Classical	7.5	2:45	0.9
All Sports	7.3	3:30	1.1
New AC (NAC)/Smooth Jazz	7.0	3:00	0.9
Variety	6.3	3:15	0.9
70's Oldies/Classic Hits	5.5	2:15	0.6

### How To Read:

5.5% of Album Adult Alternative P1 Listeners tune-in to 70's Oldies/Classic Hits formatted stations, listening approximately 2:15 hours to this format each week. Of their total time spent listening to the radio, Album Adult Alternative P1 Listeners share 0.6% of their total quarter hours with 70's Oldies/Classic Hits formatted stations.

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## Album Oriented Rock P1 Listeners

P1 In-Tab Diaries: 4,401

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Album Oriented Rock	100.0	16:45	70.5
Alternative	23.3	3:45	3.7
Contemporary Hit Radio	21.5	3:45	3.3
Classic Rock	19.2	4:15	3.4
Adult Contemporary	12.8	3:00	1.7
Country	12.2	4:15	2.2
News Talk Information	11.9	4:00	2.0
Hot Adult Contemporary	11.8	2:45	1.4
Oldies	10.6	3:30	1.6
All Sports	6.9	4:00	1.2
70's Oldies/Classic Hits	6.7	3:15	0.9
Talk/Personality	5.9	4:45	1.2
Modern Adult Contemporary	5.7	3:30	0.8
All News	5.6	2:45	0.6

### How To Read:

5.6% of Album Oriented Rock P1 Listeners tune-in to All News formatted stations, listening approximately 2:45 hours to this format each week. Of their total time spent listening to the radio, Album Oriented Rock P1 Listeners share 0.6% of their total quarter hours with All News formatted stations.

# Where do my P1 listeners go?

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## All News P1 Listeners

P1 In-Tab Diaries: 3,200

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
All News	100.0	11:30	67.3
News Talk Information	22.1	3:45	4.8
Adult Contemporary	15.4	3:15	3.0
Oldies	14.2	3:00	2.6
Classical	9.7	3:15	1.9
Contemporary Hit Radio	9.6	3:00	1.7
All Sports	9.3	3:15	1.8
New AC (NAC)/Smooth Jazz	8.9	3:30	1.8
Adult Standards	8.0	4:00	1.9
Talk/Personality	6.7	3:15	1.3
Religious	5.0	3:30	1.0

### How To Read:

5% of All News P1 Listeners tune-in to Religious formatted stations, listening approximately 3:30 hours to this format each week. Of their total time spent listening to the radio, All News P1 Listeners share 1% of their total quarter hours with Religious formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## All Sports P1 Listeners

P1 In-Tab Diaries: 2,181

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
All Sports	100.0	13:45	63.1
News Talk Information	36.7	4:30	7.5
All News	19.1	3:15	2.8
Album Oriented Rock	14.9	3:30	2.3
Contemporary Hit Radio	14.2	3:00	2.0
Oldies	13.1	3:30	2.1
Adult Contemporary	13.0	3:00	1.7
Talk/Personality	11.9	4:30	2.4
Classic Rock	11.7	4:00	2.1
Alternative	10.9	3:30	1.7
Hot Adult Contemporary	9.7	2:45	1.2
Country	8.4	3:15	1.3
New AC (NAC)/Smooth Jazz	5.5	3:15	0.8

### How To Read:

5.5% of All Sports P1 Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 3:15 hours to this format each week. Of their total time spent listening to the radio, All Sports P1 Listeners share 0.8% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

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## Alternative P1 Listeners

P1 In-Tab Diaries: 3,795

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Alternative	100.0	12:30	67.6
Contemporary Hit Radio	33.8	3:00	5.7
Album Oriented Rock	26.6	3:15	4.9
Classic Rock	15.0	3:15	2.6
Hot Adult Contemporary	13.6	2:15	1.6
Adult Contemporary	12.4	2:45	1.8
News Talk Information	10.7	2:45	1.7
Modern Adult Contemporary	10.5	2:30	1.5
Oldies	8.2	2:15	1.0
Country	8.0	3:00	1.3
Album Adult Alternative	7.4	2:30	1.0
Talk/Personality	5.6	3:30	1.0
All Sports	5.4	3:45	1.1

### How To Read:

5.4% of Alternative P1 Listeners tune-in to All Sports formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, Alternative P1 Listeners share 1.1% of their total quarter hours with All Sports formatted stations.

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## Children's Radio P1 Listeners

P1 In-Tab Diaries: 172

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Children's Radio	100.0	8:45	65.1
Adult Contemporary	19.4	3:00	4.2
Contemporary Hit Radio	18.8	2:45	4.0
Oldies	12.8	2:45	2.7
Alternative	9.3	1:15	1.0
All News	8.4	2:15	1.5
News Talk Information	7.7	4:30	2.6
Classic Rock	6.5	3:30	1.7
Country	5.4	3:00	1.2
Talk/Personality	5.3	2:00	0.8
Rhythmic Oldies	5.2	2:45	1.1
Classical	5.0	4:15	1.6

### How To Read:

5% of Children's Radio P1 Listeners tune-in to Classical formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Children's Radio P1 Listeners share 1.6% of their total quarter hours with Classical formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Classic Country P1 Listeners

P1 In-Tab Diaries: 173

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classic Country	100.0	15:00	70.4
News Talk Information	31.5	5:45	8.3
Country	26.9	4:00	5.1
Oldies	13.7	3:45	2.4
Religious	7.4	3:15	1.2
Adult Contemporary	6.2	4:30	1.3
All Sports	5.2	3:15	0.8

### How To Read:

5.2% of Classic Country P1 Listeners tune-in to All Sports formatted stations, listening approximately 3:15 hours to this format each week. Of their total time spent listening to the radio, Classic Country P1 Listeners share 0.8% of their total quarter hours with All Sports formatted stations.

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## Classic Rock P1 Listeners

P1 In-Tab Diaries: 2,796

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classic Rock	100.0	15:45	66.7
Album Oriented Rock	25.8	4:30	4.9
Oldies	18.4	3:30	2.7
Adult Contemporary	17.8	3:15	2.6
Contemporary Hit Radio	16.4	3:15	2.3
Alternative	15.9	4:00	2.6
News Talk Information	15.1	3:45	2.4
Hot Adult Contemporary	13.7	3:00	1.7
Country	13.5	4:00	2.3
Talk/Personality	8.3	4:00	1.4
All Sports	7.3	3:45	1.1
Album Adult Alternative	6.6	4:00	1.1
All News	6.6	3:00	0.9

### How To Read:

6.6% of Classic Rock P1 Listeners tune-in to All News formatted stations, listening approximately 3:00 hours to this format each week. Of their total time spent listening to the radio, Classic Rock P1 Listeners share 0.9% of their total quarter hours with All News formatted stations.

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Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Classical P1 Listeners

P1 In-Tab Diaries: 3,079

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Classical	100.0	15:30	71.5
News Talk Information	31.5	4:45	6.9
All News	14.7	3:30	2.4
Adult Contemporary	12.3	3:30	1.9
Oldies	11.1	2:30	1.3
Contemporary Hit Radio	7.8	2:30	0.9
New AC (NAC)/Smooth Jazz	7.5	3:45	1.3
Jazz	6.5	3:45	1.1
Classic Rock	6.3	2:15	0.7
Variety	6.1	3:30	1.0
Country	6.0	3:15	0.9
All Sports	5.7	3:45	1.0
Hot Adult Contemporary	5.6	2:15	0.6

### How To Read:

5.6% of Classical P1 Listeners tune-in to Hot Adult Contemporary formatted stations, listening approximately 2:15 hours to this format each week. Of their total time spent listening to the radio, Classical P1 Listeners share 0.6% of their total quarter hours with Hot Adult Contemporary formatted stations.

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## Contemporary Christian P1 Listeners

P1 In-Tab Diaries: 943

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Contemporary Christian	100.0	12:45	77.2
Religious	15.4	2:45	2.6
News Talk Information	15.1	3:00	2.8
Contemporary Hit Radio	12.4	1:45	1.4
Country	11.5	2:30	1.7
Oldies	11.1	2:00	1.4
Adult Contemporary	11.1	3:00	2.0
Hot Adult Contemporary	7.6	2:30	1.1
Classical	5.1	2:30	0.8

### How To Read:

5.1% of Contemporary Christian P1 Listeners tune-in to Classical formatted stations, listening approximately 2:30 hours to this format each week. Of their total time spent listening to the radio, Contemporary Christian P1 Listeners share 0.8% of their total quarter hours with Classical formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Contemporary Hit Radio P1 Listeners

P1 In-Tab Diaries: 13,398

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Contemporary Hit Radio	100.0	13:45	73.5
Adult Contemporary	21.5	3:30	3.9
Urban Contemporary	15.1	3:45	3.1
Alternative	12.3	3:00	1.9
Hot Adult Contemporary	11.4	2:30	1.6
Oldies	9.2	2:45	1.3
Album Oriented Rock	8.2	2:45	1.2
Country	7.8	3:30	1.4
Classic Rock	5.2	2:15	0.6

### How To Read:

5.2% of Contemporary Hit Radio P1 Listeners tune-in to Classic Rock formatted stations, listening approximately 2:15 hours to this format each week. Of their total time spent listening to the radio, Contemporary Hit Radio P1 Listeners share 0.6% of their total quarter hours with Classic Rock formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Country P1 Listeners

P1 In-Tab Diaries: 6,550

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Country	100.0	17:00	78.0
Contemporary Hit Radio	16.4	3:30	2.6
Oldies	15.0	3:30	2.5
Adult Contemporary	14.5	4:00	2.7
News Talk Information	12.7	4:00	2.3
Album Oriented Rock	8.8	3:45	1.6
Classic Rock	8.5	3:45	1.4
Hot Adult Contemporary	7.3	3:00	1.0
Alternative	5.8	3:00	0.8

### How To Read:

5.8% of Country P1 Listeners tune-in to Alternative formatted stations, listening approximately 3:00 hours to this format each week. Of their total time spent listening to the radio, Country P1 Listeners share 0.8% of their total quarter hours with Alternative formatted stations.

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Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Easy Listening P1 Listeners

P1 In-Tab Diaries: 331

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Easy Listening	100.0	18:30	82.2
Country	15.2	3:45	2.6
News Talk Information	13.2	4:15	2.6
Oldies	12.4	4:00	2.2
Adult Contemporary	7.8	2:30	0.9
Adult Standards	6.7	4:45	1.4
Educational	5.6	1:45	0.4
All News	5.5	2:15	0.5

### How To Read:

5.5% of Easy Listening P1 Listeners tune-in to All News formatted stations, listening approximately 2:15 hours to this format each week. Of their total time spent listening to the radio, Easy Listening P1 Listeners share 0.5% of their total quarter hours with All News formatted stations.

# Where do my P1 listeners go?

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## Educational P1 Listeners

P1 In-Tab Diaries: 400

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Educational	100.0	12:15	64.4
News Talk Information	26.4	3:30	4.7
Classical	21.0	4:00	4.4
Alternative	13.7	3:30	2.5
Contemporary Hit Radio	11.4	2:30	1.5
All News	11.3	2:30	1.5
Adult Contemporary	11.1	2:45	1.6
Oldies	10.8	3:00	1.7
Talk/Personality	10.4	2:15	1.3
Modern Adult Contemporary	9.6	2:00	1.0
Classic Rock	8.8	2:30	1.1
New AC (NAC)/Smooth Jazz	8.3	2:15	0.9
Country	8.0	2:30	1.0
Album Adult Alternative	7.7	2:45	1.1
Album Oriented Rock	7.2	2:45	1.0
Variety	6.7	4:45	1.6
Rhythmic Oldies	5.8	2:15	0.7
All Sports	5.6	4:45	1.4

### How To Read:

5.6% of Educational P1 Listeners tune-in to All Sports formatted stations, listening approximately 4:45 hours to this format each week. Of their total time spent listening to the radio, Educational P1 Listeners share 1.4% of their total quarter hours with All Sports formatted stations.

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Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Ethnic P1 Listeners

P1 In-Tab Diaries: 420

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Ethnic	100.0	16:15	70.9
Adult Contemporary	27.7	4:45	5.6
Contemporary Hit Radio	21.3	3:30	3.2
All News	17.0	4:00	2.9
News Talk Information	8.6	4:45	1.8
Urban Contemporary	7.7	5:15	1.7
Religious	6.5	4:15	1.2
Oldies	5.0	6:00	1.3

### How To Read:

5% of Ethnic P1 Listeners tune-in to Oldies formatted stations, listening approximately 6:00 hours to this format each week. Of their total time spent listening to the radio, Ethnic P1 Listeners share 1.3% of their total quarter hours with Oldies formatted stations.

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## Gospel P1 Listeners

P1 In-Tab Diaries: 745

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Gospel	100.0	19:00	77.4
Urban Adult Contemporary	20.3	4:45	4.0
Urban Contemporary	16.7	4:15	2.9
Religious	10.5	3:45	1.6
Contemporary Hit Radio	9.9	4:00	1.6
News Talk Information	9.9	3:45	1.5
New AC (NAC)/Smooth Jazz	8.5	4:30	1.6
All News	6.8	5:30	1.5
Oldies	6.3	4:15	1.1

### How To Read:

6.3% of Gospel P1 Listeners tune-in to Oldies formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Gospel P1 Listeners share 1.1% of their total quarter hours with Oldies formatted stations.

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## Hot Adult Contemporary P1 Listeners

P1 In-Tab Diaries: 3,028

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Hot Adult Contemporary	100.0	14:00	68.4
Contemporary Hit Radio	32.4	3:15	5.0
Adult Contemporary	20.4	2:45	2.8
Album Oriented Rock	15.4	3:15	2.4
Alternative	14.9	2:45	2.0
Oldies	14.5	2:45	2.0
Classic Rock	14.4	3:00	2.0
News Talk Information	13.3	3:30	2.2
Country	11.8	4:00	2.2
Talk/Personality	5.5	2:15	0.6
Soft Adult Contemporary	5.4	2:45	0.7
New Rock	5.3	3:15	0.8
All Sports	5.3	3:15	0.9
Album Adult Alternative	5.2	2:45	0.7
Modern Adult Contemporary	5.1	3:00	0.7

### How To Read:

5.1% of Hot Adult Contemporary P1 Listeners tune-in to Modern Adult Contemporary formatted stations, listening approximately 3:00 hours to this format each week. Of their total time spent listening to the radio, Hot Adult Contemporary P1 Listeners share 0.7% of their total quarter hours with Modern Adult Contemporary formatted stations.

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Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Jazz P1 Listeners

P1 In-Tab Diaries: 763

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Jazz	100.0	14:00	64.2
News Talk Information	25.9	4:45	5.5
Classical	18.3	3:45	3.2
All News	13.1	3:45	2.3
Adult Contemporary	11.9	4:00	2.2
New AC (NAC)/Smooth Jazz	10.7	3:30	1.8
Oldies	9.6	2:45	1.2
Album Adult Alternative	9.4	3:00	1.3
All Sports	8.3	3:30	1.3
Variety	8.2	4:00	1.5
Contemporary Hit Radio	8.1	3:30	1.3
Alternative	8.0	3:00	1.1
Urban Adult Contemporary	7.6	6:15	2.2
Album Oriented Rock	6.8	2:45	0.9
Rhythmic Oldies	6.4	3:45	1.1
Classic Rock	6.2	3:00	0.8

### How To Read:

6.2% of Jazz P1 Listeners tune-in to Classic Rock formatted stations, listening approximately 3:00 hours to this format each week. Of their total time spent listening to the radio, Jazz P1 Listeners share 0.8% of their total quarter hours with Classic Rock formatted stations.

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## Modern Adult Contemporary P1 Listeners

P1 In-Tab Diaries: 1,004

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Modern Adult Contemporary	100.0	11:45	64.2
Contemporary Hit Radio	28.9	3:45	5.7
Alternative	25.5	3:00	4.2
Adult Contemporary	19.6	3:15	3.5
Album Oriented Rock	18.4	2:45	2.8
Hot Adult Contemporary	14.3	3:00	2.3
News Talk Information	12.9	3:15	2.3
Country	10.6	3:15	1.9
Classic Rock	10.4	2:45	1.5
Oldies	8.7	3:15	1.5
All News	5.4	2:15	0.7
New AC (NAC)/Smooth Jazz	5.0	4:00	1.1

### How To Read:

5% of Modern Adult Contemporary P1 Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 4:00 hours to this format each week. Of their total time spent listening to the radio, Modern Adult Contemporary P1 Listeners share 1.1% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## New AC (NAC)/Smooth Jazz P1 Listeners

P1 In-Tab Diaries: 2,519

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
New AC (NAC)/Smooth Jazz	100.0	18:00	68.1
Adult Contemporary	21.7	4:00	3.3
Contemporary Hit Radio	16.4	4:00	2.5
News Talk Information	16.2	4:30	2.7
Oldies	13.5	4:15	2.1
All News	13.1	4:45	2.4
Urban Contemporary	11.4	5:15	2.2
Urban Adult Contemporary	10.0	5:30	2.1
Classical	7.9	4:30	1.3
Classic Rock	6.9	3:15	0.8
Rhythmic Oldies	6.8	4:00	1.1
Album Oriented Rock	6.5	4:15	1.1
Country	5.8	3:30	0.8
Religious	5.2	3:45	0.7

### How To Read:

5.2% of New AC (NAC)/Smooth Jazz P1 Listeners tune-in to Religious formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, New AC (NAC)/Smooth Jazz P1 Listeners share 0.7% of their total quarter hours with Religious formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## New Country P1 Listeners

P1 In-Tab Diaries: 540

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
New Country	100.0	17:00	74.0
Contemporary Hit Radio	17.8	3:15	2.5
Hot Adult Contemporary	15.9	2:45	2.0
Oldies	14.8	4:45	3.1
News Talk Information	10.9	4:30	2.1
Soft Adult Contemporary	9.2	4:30	1.8
70's Oldies/Classic Hits	7.7	3:30	1.1
Classic Rock	7.4	3:30	1.2
Album Oriented Rock	6.5	3:00	0.9
Talk/Personality	6.2	2:45	0.8
All News	5.8	4:00	1.0
New Rock	5.7	4:30	1.1
Country	5.7	3:45	0.9
Adult Contemporary	5.5	4:00	1.0

### How To Read:

5.5% of New Country P1 Listeners tune-in to Adult Contemporary formatted stations, listening approximately 4:00 hours to this format each week. Of their total time spent listening to the radio, New Country P1 Listeners share 1% of their total quarter hours with Adult Contemporary formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## New Rock P1 Listeners

P1 In-Tab Diaries: 874

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
New Rock	100.0	14:30	64.7
Contemporary Hit Radio	35.5	4:15	6.5
Classic Rock	18.3	4:45	3.8
Album Oriented Rock	16.2	3:45	2.7
Alternative	15.0	3:15	2.2
Talk/Personality	14.0	5:00	3.1
Hot Adult Contemporary	13.8	3:30	2.1
News Talk Information	12.9	3:45	2.2
All Sports	12.0	5:45	3.0
Adult Contemporary	8.3	4:00	1.5
All News	8.3	2:45	1.0
Oldies	7.3	3:15	1.0

### How To Read:

7.3% of New Rock P1 Listeners tune-in to Oldies formatted stations, listening approximately 3:15 hours to this format each week. Of their total time spent listening to the radio, New Rock P1 Listeners share 1% of their total quarter hours with Oldies formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## News Talk Information P1 Listeners

P1 In-Tab Diaries: 12,210

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
News Talk Information	100.0	16:15	72.8
All News	14.4	3:45	2.4
Classical	13.2	3:45	2.3
Oldies	12.2	3:15	1.8
Adult Contemporary	11.0	3:15	1.7
All Sports	10.7	4:15	2.0
Country	8.4	4:00	1.5
Talk/Personality	7.6	4:30	1.5
Adult Standards	7.5	4:30	1.6
Contemporary Hit Radio	6.9	2:30	0.8
Classic Rock	6.0	3:00	0.8
New AC (NAC)/Smooth Jazz	5.8	3:45	1.0
Album Oriented Rock	5.5	3:15	0.8
Religious	5.4	3:30	0.9
Alternative	5.2	2:45	0.6
Hot Adult Contemporary	5.0	2:15	0.5

### How To Read:

5% of News Talk Information P1 Listeners tune-in to Hot Adult Contemporary formatted stations, listening approximately 2:15 hours to this format each week. Of their total time spent listening to the radio, News Talk Information P1 Listeners share 0.5% of their total quarter hours with Hot Adult Contemporary formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Nostalgia P1 Listeners

P1 In-Tab Diaries: 545

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Nostalgia	100.0	16:00	74.6
News Talk Information	30.5	5:00	7.1
Adult Standards	9.6	5:15	2.3
Classical	9.6	5:30	2.4
Oldies	8.9	3:30	1.4
Adult Contemporary	8.7	3:00	1.3
Country	8.5	2:45	1.1
All Sports	6.8	2:45	0.9
Talk/Personality	6.5	4:00	1.2
All News	5.8	5:00	1.3

### How To Read:

5.8% of Nostalgia P1 Listeners tune-in to All News formatted stations, listening approximately 5:00 hours to this format each week. Of their total time spent listening to the radio, Nostalgia P1 Listeners share 1.3% of their total quarter hours with All News formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Oldies P1 Listeners

P1 In-Tab Diaries: 5,708

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Oldies	100.0	15:30	70.7
Adult Contemporary	19.5	3:45	3.5
News Talk Information	15.2	4:15	2.9
Contemporary Hit Radio	13.8	3:30	2.2
Country	12.7	4:30	2.6
Classic Rock	9.3	3:45	1.6
All News	9.1	3:30	1.4
Hot Adult Contemporary	7.1	3:00	1.0
Album Oriented Rock	6.9	3:15	1.0
New AC (NAC)/Smooth Jazz	5.5	3:45	0.9
Soft Adult Contemporary	5.2	3:30	0.9

### How To Read:

5.2% of Oldies P1 Listeners tune-in to Soft Adult Contemporary formatted stations, listening approximately 3:30 hours to this format each week. Of their total time spent listening to the radio, Oldies P1 Listeners share 0.9% of their total quarter hours with Soft Adult Contemporary formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Religious P1 Listeners

P1 In-Tab Diaries: 2,076

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Religious	100.0	14:45	73.8
News Talk Information	19.9	4:15	4.3
Adult Contemporary	13.7	3:15	2.2
All News	11.1	4:00	2.2
Oldies	9.3	3:15	1.5
Country	8.3	3:00	1.3
New AC (NAC)/Smooth Jazz	7.8	3:30	1.4
Classical	7.7	3:00	1.1
Contemporary Hit Radio	6.7	2:15	0.8
Contemporary Christian	6.0	3:45	1.1

### How To Read:

6% of Religious P1 Listeners tune-in to Contemporary Christian formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, Religious P1 Listeners share 1.1% of their total quarter hours with Contemporary Christian formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Rhythm & Blues P1 Listeners

P1 In-Tab Diaries: 29

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Rhythm & Blues	100.0	17:15	65.8
News Talk Information	32.4	4:00	4.9
Gospel	30.9	5:45	6.7
New AC (NAC)/Smooth Jazz	22.3	1:00	0.9
Urban Contemporary	22.2	4:00	3.3
Urban Adult Contemporary	20.7	5:45	4.5
Contemporary Hit Radio	17.9	5:15	3.6
Jazz	13.3	1:30	0.7
Soft Adult Contemporary	8.6	4:30	1.4
Oldies	8.4	1:45	0.5
Religious	6.7	6:15	1.6
70's Oldies/Classic Hits	6.1	2:45	0.6

### How To Read:

6.1% of Rhythm & Blues P1 Listeners tune-in to 70's Oldies/Classic Hits formatted stations, listening approximately 2:45 hours to this format each week. Of their total time spent listening to the radio, Rhythm & Blues P1 Listeners share 0.6% of their total quarter hours with 70's Oldies/Classic Hits formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Rhythmic Oldies P1 Listeners

P1 In-Tab Diaries: 1,133

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Rhythmic Oldies	100.0	16:45	65.4
Contemporary Hit Radio	29.6	4:30	5.2
Adult Contemporary	26.3	4:15	4.4
Oldies	15.5	4:00	2.5
Urban Contemporary	14.4	5:15	2.9
New AC (NAC)/Smooth Jazz	10.0	5:00	1.9
All News	9.9	4:00	1.6
News Talk Information	8.6	5:15	1.7
Hot Adult Contemporary	7.5	3:00	0.9
Classic Rock	7.5	4:00	1.2
Album Oriented Rock	7.3	4:45	1.4
Urban Adult Contemporary	6.1	4:30	1.1
Talk/Personality	6.0	3:45	0.9

### How To Read:

6% of Rhythmic Oldies P1 Listeners tune-in to Talk/Personality formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, Rhythmic Oldies P1 Listeners share 0.9% of their total quarter hours with Talk/Personality formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Soft Adult Contemporary P1 Listeners

P1 In-Tab Diaries: 1,844

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Soft Adult Contemporary	100.0	16:15	71.2
Adult Contemporary	18.5	4:00	3.1
Contemporary Hit Radio	18.3	3:45	3.0
News Talk Information	18.2	4:30	3.6
Oldies	17.5	3:30	2.7
Country	11.7	3:30	1.7
Hot Adult Contemporary	8.6	3:30	1.3
New AC (NAC)/Smooth Jazz	6.4	3:45	1.0
All News	6.2	4:30	1.3
Classic Rock	5.9	3:00	0.8
Classical	5.8	3:30	0.9
Album Oriented Rock	5.6	3:15	0.8
Alternative	5.6	2:30	0.6

### How To Read:

5.6% of Soft Adult Contemporary P1 Listeners tune-in to Alternative formatted stations, listening approximately 2:30 hours to this format each week. Of their total time spent listening to the radio, Soft Adult Contemporary P1 Listeners share 0.6% of their total quarter hours with Alternative formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Southern Gospel P1 Listeners

P1 In-Tab Diaries: 21

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Southern Gospel	100.0	18:45	75.2
Country	20.6	4:15	3.5
Religious	18.4	7:15	5.4
Oldies	16.9	2:15	1.5
Contemporary Christian	13.7	1:45	0.9
Contemporary Hit Radio	13.0	2:45	1.4
News Talk Information	11.0	1:45	0.8
Adult Contemporary	10.3	1:15	0.6
Rhythmic Oldies	8.3	6:15	2.1
Classic Rock	6.1	2:00	0.5
Jazz	6.0	5:00	1.2
Urban Contemporary	6.0	7:30	1.8
Album Oriented Rock	5.9	1:00	0.2

### How To Read:

5.9% of Southern Gospel P1 Listeners tune-in to Album Oriented Rock formatted stations, listening approximately 1:00 hours to this format each week. Of their total time spent listening to the radio, Southern Gospel P1 Listeners share 0.2% of their total quarter hours with Album Oriented Rock formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish Contemporary P1 Listeners

P1 In-Tab Diaries: 2,189

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Contemporary	100.0	19:30	74.3
Spanish Regional	20.2	6:00	4.6
Spanish Tropical	18.1	6:15	4.3
Contemporary Hit Radio	16.8	4:15	2.8
Spanish News/Talk	11.8	6:45	3.0
Adult Contemporary	10.5	5:00	2.0
Oldies	7.0	3:45	1.0
Spanish Language	5.4	5:30	1.2

### How To Read:

5.4% of Spanish Contemporary P1 Listeners tune-in to Spanish Language formatted stations, listening approximately 5:30 hours to this format each week. Of their total time spent listening to the radio, Spanish Contemporary P1 Listeners share 1.2% of their total quarter hours with Spanish Language formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish Language P1 Listeners

P1 In-Tab Diaries: 375

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Language	100.0	21:45	80.0
Spanish Contemporary	26.0	5:00	4.9
Contemporary Hit Radio	15.4	4:15	2.4
Spanish News/Talk	13.7	7:15	3.6
Spanish Regional	9.9	5:00	1.8
Oldies	5.5	4:00	0.8
Spanish Tropical	5.1	4:15	0.8

### How To Read:

5.1% of Spanish Language P1 Listeners tune-in to Spanish Tropical formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Spanish Language P1 Listeners share 0.8% of their total quarter hours with Spanish Tropical formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish News/Talk P1 Listeners

P1 In-Tab Diaries: 609

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish News/Talk	100.0	20:45	69.0
Spanish Contemporary	39.4	7:00	9.2
Spanish Regional	23.6	8:00	6.3
Spanish Tropical	13.6	6:15	2.8
Spanish Language	7.2	7:45	1.8
Adult Contemporary	7.1	6:30	1.5
Contemporary Hit Radio	6.8	3:30	0.8
Oldies	6.0	4:45	1.0
Variety	5.9	6:45	1.3

### How To Read:

5.9% of Spanish News/Talk P1 Listeners tune-in to Variety formatted stations, listening approximately 6:45 hours to this format each week. Of their total time spent listening to the radio, Spanish News/Talk P1 Listeners share 1.3% of their total quarter hours with Variety formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish Regional P1 Listeners

P1 In-Tab Diaries: 2,191

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Regional	100.0	22:15	81.0
Spanish Contemporary	28.2	6:00	6.3
Spanish News/Talk	13.3	7:15	3.5
Contemporary Hit Radio	13.2	3:45	1.9
Adult Contemporary	5.1	4:15	0.8

### How To Read:

5.1% of Spanish Regional P1 Listeners tune-in to Adult Contemporary formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Spanish Regional P1 Listeners share 0.8% of their total quarter hours with Adult Contemporary formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish Tropical P1 Listeners

P1 In-Tab Diaries: 807

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Tropical	100.0	20:30	74.2
Spanish Contemporary	39.2	6:45	9.5
Contemporary Hit Radio	27.8	4:45	4.8
Adult Contemporary	10.4	4:45	1.8
Spanish News/Talk	8.9	7:45	2.5
Oldies	5.8	3:00	0.6
All News	5.2	3:30	0.7

### How To Read:

5.2% of Spanish Tropical P1 Listeners tune-in to All News formatted stations, listening approximately 3:30 hours to this format each week. Of their total time spent listening to the radio, Spanish Tropical P1 Listeners share 0.7% of their total quarter hours with All News formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Spanish Variety P1 Listeners

P1 In-Tab Diaries: 40

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Spanish Variety	100.0	21:00	82.0
Spanish Contemporary	32.4	4:00	5.0
Contemporary Hit Radio	19.0	2:30	1.9
Spanish Tropical	11.9	3:45	1.7
Spanish News/Talk	9.3	1:45	0.6
Album Oriented Rock	5.2	2:00	0.4

### How To Read:

5.2% of Spanish Variety P1 Listeners tune-in to Album Oriented Rock formatted stations, listening approximately 2:00 hours to this format each week. Of their total time spent listening to the radio, Spanish Variety P1 Listeners share 0.4% of their total quarter hours with Album Oriented Rock formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Talk/Personality P1 Listeners

P1 In-Tab Diaries: 1,815

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Talk/Personality	100.0	15:15	63.9
News Talk Information	31.9	5:30	7.3
All News	18.8	3:30	2.8
Contemporary Hit Radio	14.2	3:00	1.8
Adult Contemporary	13.4	2:45	1.5
Album Oriented Rock	13.3	3:45	2.1
Classic Rock	12.9	4:15	2.3
Alternative	12.7	4:00	2.2
Oldies	12.6	3:30	1.8
All Sports	11.4	4:15	2.0
Country	8.4	3:45	1.3
Classical	7.6	3:30	1.1
Hot Adult Contemporary	7.3	2:30	0.8
New AC (NAC)/Smooth Jazz	5.1	3:15	0.7

### How To Read:

5.1% of Talk/Personality P1 Listeners tune-in to New AC (NAC)/Smooth Jazz formatted stations, listening approximately 3:15 hours to this format each week. Of their total time spent listening to the radio, Talk/Personality P1 Listeners share 0.7% of their total quarter hours with New AC (NAC)/Smooth Jazz formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Tejano P1 Listeners

P1 In-Tab Diaries: 179

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Tejano	100.0	14:15	69.1
Contemporary Hit Radio	40.9	4:15	8.7
Spanish Regional	32.8	3:45	5.8
Country	12.6	2:15	1.4
Alternative	11.4	3:00	1.6
Spanish Contemporary	9.4	4:15	2.0
Rhythmic Oldies	8.3	4:45	1.9
Hot Adult Contemporary	6.3	1:30	0.5
Adult Contemporary	6.2	2:45	0.8
Album Oriented Rock	5.2	2:00	0.5
Oldies	5.1	4:30	1.1

### How To Read:

5.1% of Tejano P1 Listeners tune-in to Oldies formatted stations, listening approximately 4:30 hours to this format each week. Of their total time spent listening to the radio, Tejano P1 Listeners share 1.1% of their total quarter hours with Oldies formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Urban Adult Contemporary P1 Listeners

P1 In-Tab Diaries: 1,887

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Adult Contemporary	100.0	20:15	71.2
Urban Contemporary	31.0	5:30	6.0
Contemporary Hit Radio	21.5	5:15	3.9
New AC (NAC)/Smooth Jazz	15.7	4:45	2.7
Oldies	12.1	4:45	2.0
Gospel	9.7	4:15	1.5
Jazz	8.7	5:00	1.6
News Talk Information	7.1	4:45	1.2
Adult Contemporary	6.4	4:45	1.1
Rhythmic Oldies	6.2	4:30	1.0
All News	5.7	3:30	0.7
Black	5.5	6:45	1.3
Religious	5.1	4:15	0.7

### How To Read:

5.1% of Urban Adult Contemporary P1 Listeners tune-in to Religious formatted stations, listening approximately 4:15 hours to this format each week. Of their total time spent listening to the radio, Urban Adult Contemporary P1 Listeners share 0.7% of their total quarter hours with Religious formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Urban Contemporary P1 Listeners

P1 In-Tab Diaries: 3,976

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Contemporary	100.0	17:15	73.3
Contemporary Hit Radio	32.2	4:30	6.2
Urban Adult Contemporary	21.6	4:45	4.4
Adult Contemporary	12.7	5:15	2.8
New AC (NAC)/Smooth Jazz	10.2	4:00	1.7
Oldies	8.1	4:00	1.3
Rhythmic Oldies	7.4	3:45	1.2
Gospel	5.6	3:45	0.9

### How To Read:

5.6% of Urban Contemporary P1 Listeners tune-in to Gospel formatted stations, listening approximately 3:45 hours to this format each week. Of their total time spent listening to the radio, Urban Contemporary P1 Listeners share 0.9% of their total quarter hours with Gospel formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Urban Oldies P1 Listeners

P1 In-Tab Diaries: 189

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Urban Oldies	100.0	16:15	65.3
Urban Contemporary	29.3	4:30	5.4
Urban Adult Contemporary	22.9	6:45	6.1
Contemporary Hit Radio	17.6	3:30	2.4
New AC (NAC)/Smooth Jazz	15.0	4:45	2.8
Adult Contemporary	11.5	3:15	1.5
Rhythmic Oldies	10.8	6:15	2.8
News Talk Information	10.3	5:00	2.1
Oldies	7.6	2:30	0.8
All News	6.4	5:15	1.4
Jazz	5.4	3:30	0.8

### How To Read:

5.4% of Urban Oldies P1 Listeners tune-in to Jazz formatted stations, listening approximately 3:30 hours to this format each week. Of their total time spent listening to the radio, Urban Oldies P1 Listeners share 0.8% of their total quarter hours with Jazz formatted stations.

# Where do my P1 listeners go?

Top 25 Arbitron Metros, Fall 1999, Persons 12+, M-Su Mid-Mid Listening, All Maximizer Qualifying Stations

## Variety P1 Listeners

P1 In-Tab Diaries: 977

	<u>% Listen To</u>	<u>Time Spent Listening</u>	<u>Share of Listening</u>
Variety	100.0	15:00	65.3
News Talk Information	28.6	4:15	5.4
Classical	13.6	4:15	2.5
All News	11.5	3:30	1.7
Adult Contemporary	11.3	3:15	1.6
Oldies	11.3	3:30	1.8
Alternative	10.6	3:00	1.4
Contemporary Hit Radio	10.5	3:00	1.3
Jazz	7.9	3:30	1.2
Album Oriented Rock	7.8	3:00	1.0
All Sports	7.5	4:30	1.5
Album Adult Alternative	7.1	2:45	0.9
New AC (NAC)/Smooth Jazz	6.8	4:15	1.3
Classic Rock	6.0	2:45	0.7
Hot Adult Contemporary	5.7	2:00	0.5
Spanish Contemporary	5.3	6:00	1.4

### How To Read:

5.3% of Variety P1 Listeners tune-in to Spanish Contemporary formatted stations, listening approximately 6:00 hours to this format each week. Of their total time spent listening to the radio, Variety P1 Listeners share 1.4% of their total quarter hours with Spanish Contemporary formatted stations.