

# The Media Audit

## NEWS RELEASE

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### Male Oriented and Upper Income Formats Top List for Radio Web Visitors

**(Houston September 20, 2007)** Male oriented radio programming and formats with an upper income skew tend to be common denominator for the top 15 formats driving traffic to radio websites. The top three formats are modern rock, adult alternative and sports. These findings come from a study of media websites released by The Media Audit. The telephone study of 118,211 randomly selected adults in 88 markets was conducted between January 2006 and April 2007.

<b>Top Radio Formats for Highest Proportion Of Listeners Going to Radio Websites</b>		<b>Percent of Format Listeners</b>		
<b>Rank</b>	<b>Percent</b>	<b>Male</b>	<b>HH Income \$100,000+</b>	
1	Modern Rock/New Rock	26.9	61.6%	22.6%
2	Adult Alternative	25.7	54.8%	28.4%
3	Sports	24.7	83.6%	31.3%
4	Rock (50/50 Current Old)	24.5	65.3%	21.2%
5	Jazz	23.4	58.1%	24.6%
6	Talk	23.0	60.4%	25.8%
7	Public Radio	22.3	55.1%	27.6%
8	Classic Rock	21.9	64.5%	24.0%
9	Classical	21.8	55.3%	28.4%
10	CHR	21.5	37.8%	19.8%
11	Modern AC	21.4	41.2%	28.3%
12	News/Talk	21.3	59.0%	26.1%
13	Hot AC	20.6	39.2%	25.9%
14	Dance CHR	20.3	46.0%	15.5%
15	Contemporary Christian	19.3	36.7%	17.6%

**How to Read:** 26.9% of Modern Rock/New Rock go to radio websites

61.6% of Modern Rock/New Rock adult listeners are male

22.6% of Modern Rock/New Rock adult listeners are in households \$100,000+

"The perception is that younger people are so oriented to the internet that we expected to see younger oriented formats dominating the list of top radio website visitors. However that isn't the case" said Bob Jordan President of The Media Audit. Four younger (18-34) formats (modern rock, rock, CHR and Dance CHR) were evenly spread across the top 15 formats for radio web visitors. Three older skewing formats (55+ demo) Talk, News/Talk and Classical were also spread across the top 15 formats."

“When you look at the internet penetration it makes sense” continued Jordan “81% of 18-34’s are on line and 80% of 35 to 54 year olds are also online.”

<u>Rank</u>	<u>Top Radio Formats for Highest Proportion of Listeners Going to Radio Website</u>	<u>Where the Bulk of Listeners Are by Age Cell</u>		
		<u>18-34</u>	<u>35-55</u>	<u>55+</u>
1	Modern Rock/New Rock	<b>62.7%</b>	34.4%	2.8%
2	Adult Alternative	33.9%	<b>55.6%</b>	10.5%
3	Sports	24.5%	<b>48.6%</b>	26.9%
4	Rock (50% Current 50% Old)	<b>49.4%</b>	45.6%	5.0%
5	Jazz	17.6%	<b>46.9%</b>	35.5%
6	Talk	15.4%	<b>44.6%</b>	40.0%
7	Public Radio	19.1%	<b>45.4%</b>	35.4%
8	Classic Rock	26.9%	<b>62.7%</b>	10.3%
9	Classical	15.4%	<b>43.4%</b>	<b>41.1%</b>
10	CHR	<b>63.9%</b>	32.0%	4.1%
11	Modern AC	42.8%	<b>50.7%</b>	6.5%
12	News/Talk	14.2%	<b>42.6%</b>	<b>43.2%</b>
13	Hot AC	41.2%	<b>51.1%</b>	7.7%
14	Dance CHR	<b>70.6%</b>	25.9%	3.5%
15	Contemporary Christian	27.9%	<b>56.1%</b>	16.0%
<b>% of the total adult population</b>		<b>30.7%</b>	<b>39.7%</b>	<b>29.6%</b>

*How to Read:* 62.7% of Modern Rock/New Rock Adult Listeners are between the ages of 18 and 34

“An age demographic analysis shows that the internet is very much integrated into the lifestyle of the majority of the population” notes Jim Higginbotham, The Media Audit research chief. “It isn’t until you get into the 65 to 74 and 75+ demographics that internet use tails off. Since most formats are targeted under 75 it makes sense that it would be a cross section of formats that make the top 15 list for going to radio websites.”

<u>Age Demographics</u>	<u>Adults 18+</u>		<u>Adults 18+</u>	
	<u>Go Online</u>		<u>Heavy Internet User</u>	
	<u>Percent</u>	<u>Index</u>	<u>Percent</u>	<u>Index</u>
18-24	81.9%	112	45.8%	117
25-34	80.5%	110	46.6%	119
35-44	81.8%	112	45.1%	115
45-54	78.5%	107	41.2%	106
55-64	70.7%	97	35.8%	92
65-74	52.3%	72	22.9%	59
75+	28.8%	39	10.5%	27

*How To Read:* 81.9% of 18-24 go online. The Index of 112 means that 18-24 year olds are 12% more likely to go online compared to the average adult

45.8% of 18-24 are heavy internet users

Ten of the top 15 most listened to radio formats (noted in red in table below) make it into the top 15 for proportion of listeners visiting radio websites. Country, the 4<sup>th</sup> most popular format in the nation, was largest format not to make it into the top 15 for proportion of web visitors.

Over 20% of Country listeners are blue collar workers, which suggests that they have less access to a computer compared to the general population, which in turn suggests that country listeners have less opportunity to go online to a radio station website.

<b>Adults 18 Rank of Most Listened to Radio Stations Based on Weekly Reach</b>		<b>Top Radio Formats for Highest Proportion of Listeners Going to Radio Websites</b>	
<b>Rank</b>	<b>Radio Formats</b>		<b>Percent</b>
1	<b>News/Talk</b>	<b>Modern Rock/New Rock</b>	<b>26.9</b>
2	<b>CHR</b>	Adult Alternative	25.7
3	<b>Public Radio</b>	<b>Sports</b>	<b>24.7</b>
4	Country	<b>Rock (50% Current 50% Old)</b>	<b>24.5</b>
5	<b>Dance CHR</b>	Jazz	23.4
6	<b>Rock 50% Current 50% Old</b>	<b>Talk</b>	<b>23.0</b>
7	<b>Classic Rock</b>	<b>Public Radio</b>	<b>22.3</b>
8	<b>Talk</b>	<b>Classic Rock</b>	<b>21.9</b>
9	<b>Modern Rock/New Rock</b>	Classical	21.8
10	<b>Sports</b>	<b>CHR</b>	<b>21.5</b>
11	<b>Hot AC</b>	Modern AC	21.4
12	Urban AC	<b>News/Talk</b>	<b>21.3</b>
13	Adult Contemporary	<b>Hot AC</b>	<b>20.6</b>
14	News	<b>Dance CHR</b>	<b>20.3</b>
15	Urban Contemporary	Contemporary Christian	19.3

**How to Read:** News/Talk is the number 1 format in Weekly Reach. It is the 12th ranked station in proportion of listeners (21.3%) that go to a radio website

### Company Background

The Media Audit, a 36 year old media and marketing research company, conducts syndicated surveys in 88 cities across the US. The studies are used by more than 1,500 media companies, ad agencies and advertisers for the planning, buying and selling of media.

The Media Audit is particularly well known for being the leader in local market internet and multi-media research. In 1995 THE MEDIA AUDIT became the first research company to start surveying local media website use. Over the years this has led THE MEDIA AUDIT to become the standard for newspapers and television stations that sell their websites along with their traditional media. Clients include Advance Internet, Tribune Interactive, Hearst-Argyle Interactive and Monster.com.

For more information

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