

Arbitron Research

News/Talk Format is #1 for Public Radio with Expanding Reach

News/Talk Still Commands Nearly Half of Public Radio Listening

With only a slight decline in ratings between Fall 2005 and 2006 (from 44.8% of public radio listening to 43.6%), News/Talk comes close to generating more listening than all other formats put together. At nearly 14 million listeners, News/Talk has almost twice the weekly reach of the second-strongest format, News-Classical. Not only is News/Talk dominant, it also attracts a compelling audience: A remarkable 72% of its listeners are college graduates, and over half live in households earning at least \$75,000 per year.

Public Radio Expands Its Weekly Reach with Virtually Everyone

Public radio's weekly reach grew from 10.5% to 11.2% of the U.S. population between Fall 2005 and 2006—a 7% annual growth rate. Increases occurred across all demographic groups, primarily among those 55 and older. Within the 55-64 age segment, the weekly reach for men was up 11%, while women gained 10%. Among Adults 65+, both men and women showed a 9% increase.

News/Talk

News/Talk features a heavy concentration of local, regional and global news, in the form of magazine features, analysis and live-breaking news. Its wide range of programming encompasses interviews, studio discussions with guests, listener participation (via e-mail and phone) and live broadcasts of town hall meetings.

Far and away the dominant public radio format with more than 43% of public radio listeners, News/Talk has a 12+ audience share and reach that's twice as large as the next strongest format; its cume increased 6% between Fall 2005 and 2006. Nearly 68% of News/Talk's audience was at least 45 years old in Fall 2006, up almost 3% from the previous year. However, in Fall 2006 those in the 55-64 age group eclipsed the 45-54 segment to become the format's largest age group. Each demographic segment between age 12 and 44 decreased as a percentage of News/Talk's total audience; all of the format's growth was among those 55 or older. News/Talk has a more even split among its 45+ listener groups (45-54, 55-64 and 65+) than any other format in this study. Although men slightly outnumber women, News/Talk is one of the stronger formats reaching women.

Note: Due to rounding, totals may differ.
Source: MaxInfo™ Plus National/Regional Database, Fall 2006.

AQH Share of Total Listeners

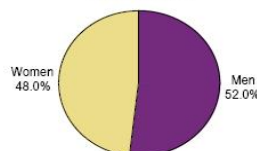
FA05	44.8%
FA06	43.6%

Weekly Listeners 12+

13,945,700
Format Cume

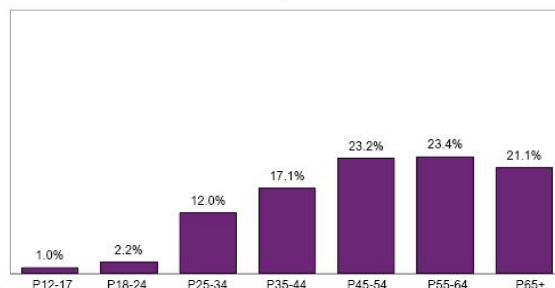
Listeners 18+

Mon-Sun, 6AM-Mid



Audience Composition

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



News/Talk continued ►



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West Coast Market is Key to Public Radio with San Francisco Ranked 4th

Rank	Type	DST	Qual Type	Market Name	Metro 12+ Population
1	PPM	BH	S	New York, NY	15,344,600
2	CM	BH	S	Los Angeles, CA	10,902,400
3	CM	BH	S	Chicago, IL	7,784,400
4	CM	BH	S	San Francisco, CA	5,969,400
5	CM	BH	S	Dallas-Ft. Worth, TX	4,973,000
6	PPM	BH	S	Houston-Galveston, TX	4,639,000
7	PPM	BH	S	Philadelphia, PA	4,350,000
8	CM	BH	S	Atlanta, GA	4,267,500
9	CM	BH	S	Washington, DC	4,210,000
10	CM	BH	S	Boston, MA	3,874,600

Market Type

- CM - Continuous Measurement markets
- C - Condensed markets
- PPM - PPM surveyed markets
- S - Standard markets

Qualitative Type

- S - Scarborough
- QD - Qualitative Diary
- RD - RetailDirect
- * - Extracted from the DMA® geography of a Scarborough report.
- NA - Currently, there is no qualitative service available specifically for this Metro as it is part of a larger Scarborough Metro, DMA or TSA.
- SM - Mid-Tier Scarborough

DST

- B - Black markets
- H - Hispanic markets
- BH - Black and Hispanic markets

Source: Arbitron 2007 *Public Radio Today*



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News/Talk

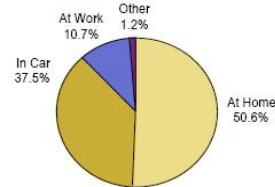
Overall, News/Talk's share slipped modestly from 44.8% to 43.6%, with all dayparts down incrementally; most of the decline came equally from each daypart between 6AM-7PM. At-home is the preferred listening location, up slightly from Fall 2005—and now comprises more than half News/Talk's tune-in. However, the format has a higher percentage of its listening taking place in-car than any other format.

News/Talk's largest share of public radio listeners is in the Pacific region, where it generates a fourth of its total national audience, while the combined Atlantic regions deliver more than a third of its ratings. News/Talk is the No. 1 format in the Pacific, Mountain, West North Central, East North Central and Middle Atlantic areas. It's tied for No. 1 in New England, ranking second in the South Central and South Atlantic territories.

Note: Due to rounding, totals may differ.
Source: Maximize® Plus National/Regional Database, Fall 2006.

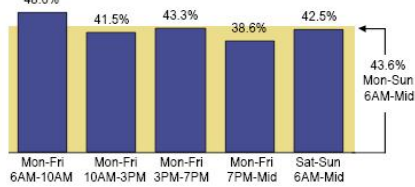
AQH Share of Listening by Location

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



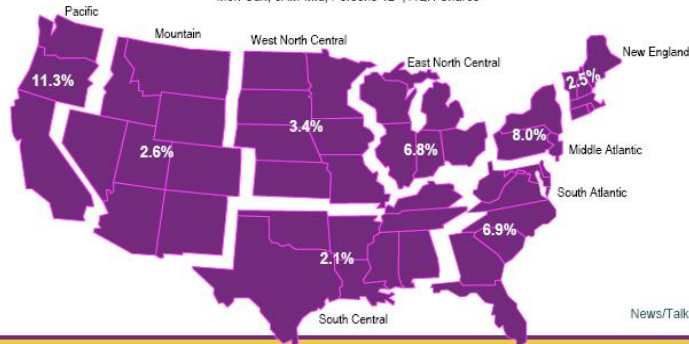
News/Talk's Share of All Public Radio Listening

Persons 12+, by Daypart



Audience Share by Region

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



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News/Talk

News/Talk has radio's best-educated listeners: More than 71% hold a college degree and 90% have attended college—and those figures dwarf all commercial radio formats. The number of those listeners living in households earning \$75,000 or more rose from 50% to nearly 53% between Fall 2005 and 2006; News/Talk is the only public radio format where more than half of its listeners are in this upper-income tier. Moreover, nearly 75% are in households earning at least \$50,000; that's also higher than any other public radio format.

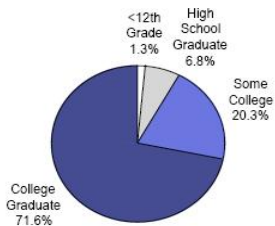
Time spent listening for News/Talk listeners held steady overall between Fall 2005 and 2006, with 18-34s gaining 15 minutes and 25-54s and 35-64s both losing a quarter-hour. The proportion of listening by News/Talk's primary audience climbed from 70% to 74% during that time frame, which gives News/Talk the second-highest proportion of P1 listeners of all public formats.

Average Age of P1 Listeners	52
Proportion of Listening from P1s	74%

Note: Due to rounding, totals may differ.
Source: Maximize® Plus National/Regional Database, Fall 2006.

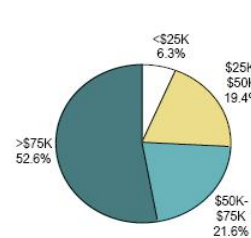
Education

Persons 18+



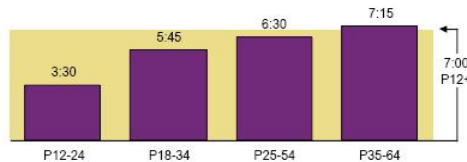
Household Income

Persons 18+



Time Spent Listening by Demographic

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



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