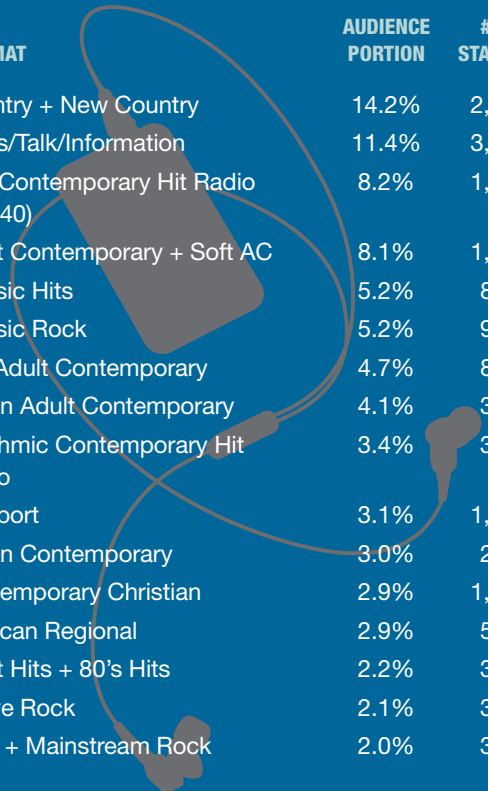


**Table 7.1****Popular Radio Formats**

Although the ratings of various radio formats vary from month to month, here is an overall picture of the audience percentage of the various top formats. Note that the report of number of stations includes FM, AM, HD, and Internet streaming.



FORMAT	AUDIENCE PORTION	# OF STATIONS
Country + New Country	14.2%	2,893
News/Talk/Information	11.4%	3,984
Pop Contemporary Hit Radio (Top 40)	8.2%	1,012
Adult Contemporary + Soft AC	8.1%	1,390
Classic Hits	5.2%	883
Classic Rock	5.2%	944
Hot Adult Contemporary	4.7%	810
Urban Adult Contemporary	4.1%	336
Rhythmic Contemporary Hit Radio	3.4%	370
All Sport	3.1%	1,274
Urban Contemporary	3.0%	274
Contemporary Christian	2.9%	1,691
Mexican Regional	2.9%	550
Adult Hits + 80's Hits	2.2%	395
Active Rock	2.1%	356
AOR + Mainstream Rock	2.0%	336

Source: "Radio Today 2013: How America Listens to Radio" (Arbitron, Fall 2012 survey period).

Note: Among the other formats are Alternative, Oldies, Spanish Contemporary, All News, Classical, Religious, Album Adult Alternative, Classic Country, Spanish Adult Hits, Gospel, Contemporary Inspirational, Spanish Religious, and Tejano. *Audience Portion* is of 12+ persons. *# of Stations* includes AM, FM, HD radio, and streamed stations.