



Arbitron & Edison Know Jack

A review of listening patterns to Adult Hits stations reveals strong initial gains in cume audience in the 25-54 demographic, according to analysis conducted by **Arbitron** and **Edison Media Research**.

Adult Hits: An Early Look At The Numbers Driving Radio's Newest Format examines Arbitron radio listening data for eight stations with the variety-based Adults Hits radio format, including several Jack-FM™ and "Bob" stations. Three of the stations are number one in cume audience among persons 25-54, and three are in second place in their markets. Currently, many of the early Adult Hits stations have shorter time spent listening than average.

Other findings from the review include: Stations with the Adult Hits format have a strong concentration of listening among persons 35-44 with more strength on the younger end of this age span. Adult Hits stations have a balanced audience composition among men and women that is not often found on stations with Pop- or Rock-based formats. Initial gains in ratings for Adult Hits stations appear to occur whether or not the stations emphasize air personalities. Adult Hits stations have their strongest audience in midday and afternoon drive. In-car and at-work listening for Adult Hits stations is above the norm.

The listening analysis was compiled by Arbitron VP National Group Services **John Snyder** and **Edison Media Research VP Sean Ross**.

"We wanted to create a study that acts as a baseline for analysis of this emerging format and allows people to see all of the information in one place," said Snyder. "We will continue to update these reports as new stations enter the format and as new ratings are released."

"One of the things we have done is look at performance relative to when these stations started in the new format," added Ross. "It will be interesting to see over time if new stations follow similar listening patterns."