



Adult Hits

An Early Look at the Numbers Driving
Radio's Newest Format



What Is the Adult Hits Format?

- Adult Hits stations position themselves around “wide variety” of familiar music emphasizing transitions between songs that span genres and eras.
- Most Adults Hits stations are musically centered in Pop/Rock hits from the '70s and '80s, with some songs from the '90s.
- Playlists for Adult Hits stations are often twice the size of a typical Hot AC or Classic Hits station and range from 750 to 1,100 records.



What Is the Adult Hits Format?

- Adult Hits stations play their most popular songs only 3-5 times a week compared to 7-10 spins per week at other stations playing music from similar genres and eras.
- Because of this wide playlist, Adult Hits are frequently compared to “an iPod® on shuffle.”



Findings

- Adult Hits stations typically launch with gains in cume audience and strong 25-54 ratings
- The sweet spot for the Adult Hits format is usually 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 Pop- or Rock-based formats.
- Initial gains in ratings for Adult Hits stations occur regardless of whether they have strong on-air personalities



Findings

- Adult Hits stations have their strongest audience in midday and afternoon drive like Hot AC and Classic Rock stations.
- In-car and at-work listening for Adult Hits stations is above the norm.
- Currently many of the early Adult Hits stations have shorter time spent listening than average.



What Listeners Say About Adult Hits

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

There is a new station
called 105.1 JACK F.M
that has no set format
and plays whatever they
want. I like this new
station and would like
to see it succeed.



edison media research

What Listeners Say About Adult Hits

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I REALLY LIKE JACK.FM.
THEY PLAY MORE CONTINUOUS
MUSIC, LESS COMMERCIALS.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I love the variety of BOB FM.
They don't play the same top 40
songs over and over again. I think
BOB FM is one of the best stations
out there.



edison media research

What You'll Hear on Adult Hits (Core Songs)

Artist	Title	Year
Rod Stewart	Maggie Mae	1971
Cheap Trick	I Want You to Want Me	1979
J. Geils Band	Centerfold	1981
Simple Minds	Don't You (Forget About Me)	1985
Bon Jovi	You Give Love a Bad Name	1986
Matchbox 20	3AM	1997
Nickelback	How You Remind Me	2001



What You'll Hear on Adult Hits

(Some of the More Surprising Stuff)

Artist	Title	Year
Sweet	Ballroom Blitz	1975
Peter Gabriel	Solsbury Hill	1977
Duran Duran	Rio	1982
Animotion	Obsession	1985
Sly Fox	Let's Go All the Way	1985
Tom Petty	I Won't Back Down	1989
Jesus Jones	Right Here Right Now	1991



Stations Used for This Study

Market	Station	Owner	Switch Date	Station Name	Positioning Statement
Austin	KBPA-FM	Emmis	8/23/04	Bob 103.5	We play anything
Dallas-Ft. Worth	KJKK-FM	Infinity	7/1/04	100.3 Jack FM™	Playing what we want™
Denver-Boulder	KJAC-FM	NRC	4/14/04	105.5 Jack FM	Playing what we want
Jackson, MS	WWJK-FM	Backyard	9/2/04	94.7 Jack FM	Playing what we want
Kansas City	KCJK-FM	Susquehanna	10/7/04	105.1 Jack FM	Playing what we want
Norfolk-Virginia Beach-Newport News	WPYA-FM	Sinclair	9/23/04	93.7 Bob FM	We play anything
Oklahoma City	KQOB-FM	Chisholm	11/3/03	Bob 96.9	
Phoenix	KKLT-FM	Bonneville	5/28/04	98.7 The Peak	'70s, '80s, whatever we want

Jack-FM and *Playing What We Want* are registered Trademarks of SparkNet Communications, L.P.

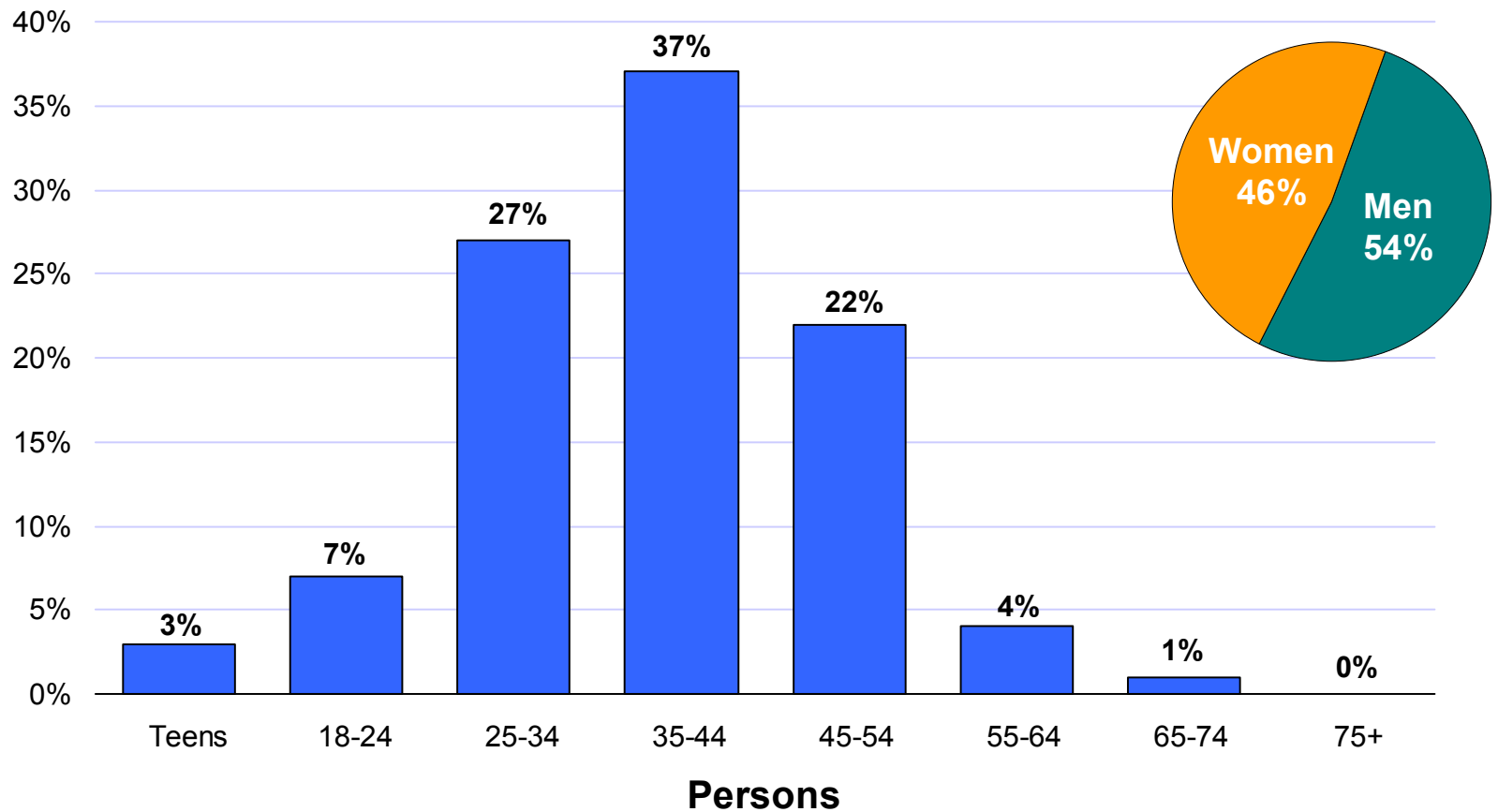


Many Adult Hits Go Without Personalities

Market	Station	Personality Presence
Austin	KBPA-FM	No Jocks
Dallas-Ft. Worth	KJKK-FM	No Jocks
Denver-Boulder	KJAC-FM	No Jocks
Jackson, MS	WWJK-FM	No Jocks
Kansas City	KCJK-FM	Limited Jocks
Norfolk-Virginia Beach- Newport News	WPYA-FM	Full Jocks
Oklahoma City	KQOB-FM	Full Jocks
Phoenix	KKLT-FM	Full Jocks



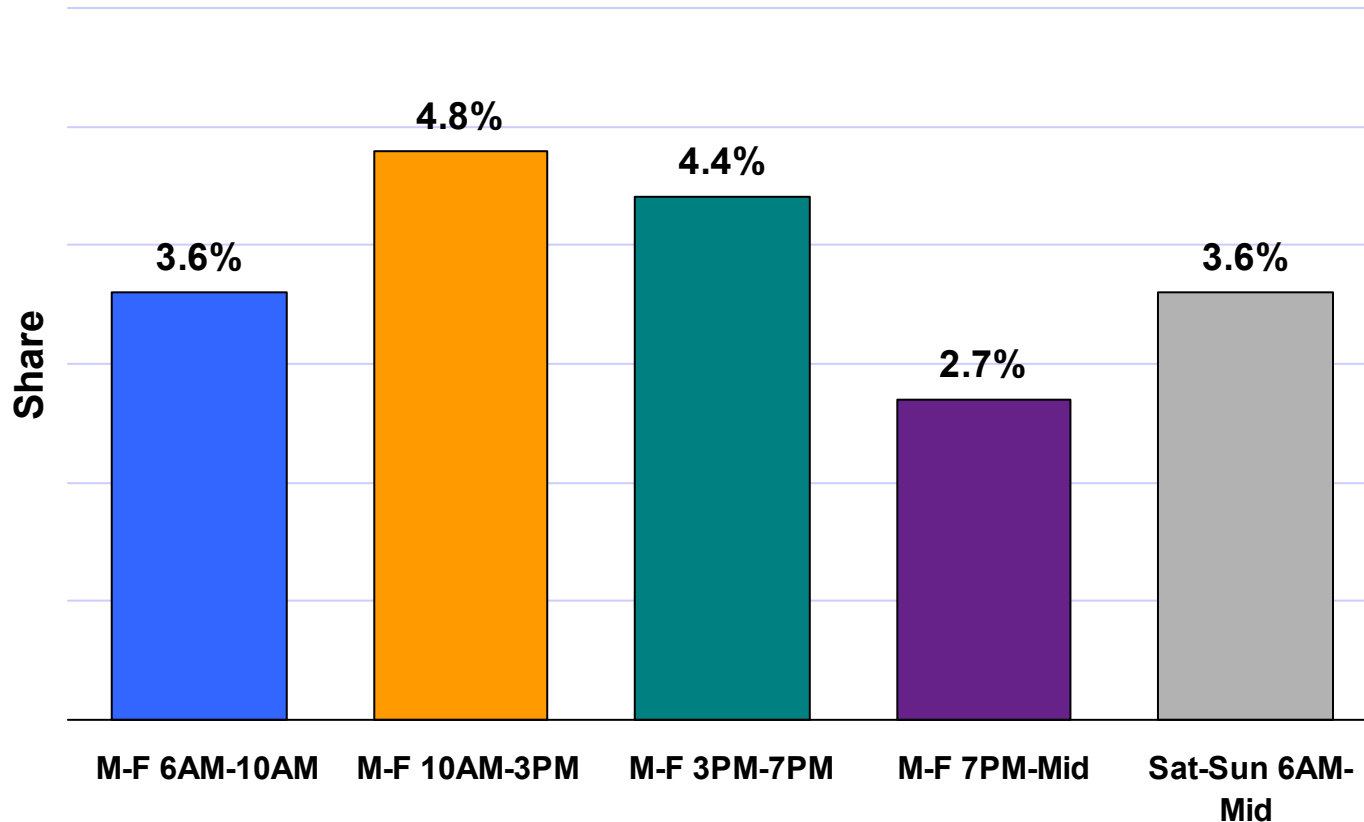
The Adult Hits Audience Is Concentrated Among P25-54



Source: AQH Audience Composition, Winter 2005



Adult Hits Are Strongest During Midday and PM Drive

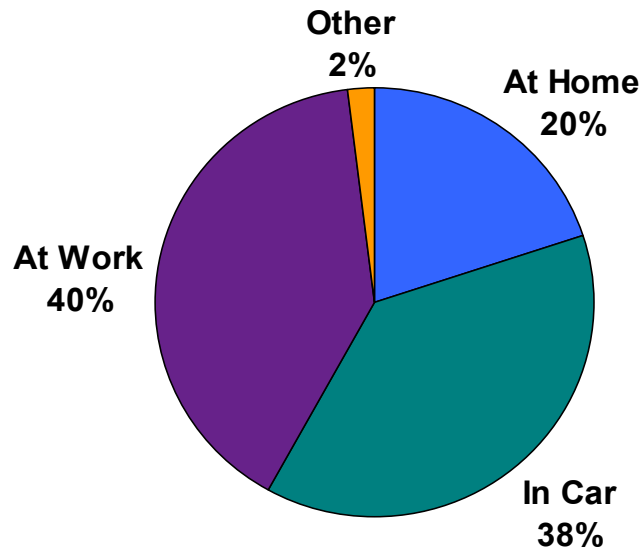


Source: AQH Audience Share, Winter 2005, Mon-Sun 6AM-Mid, Persons 12+

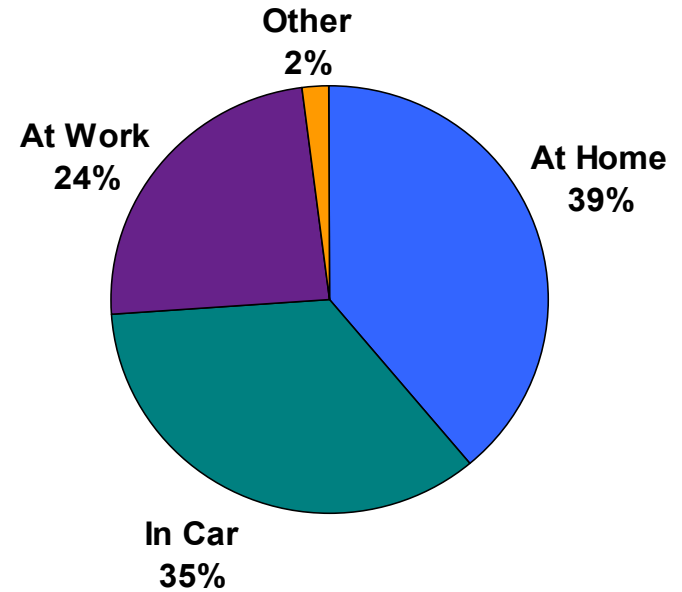


Adult Hits Is Listened To Out-of-Home

Adult Hits



National Norm

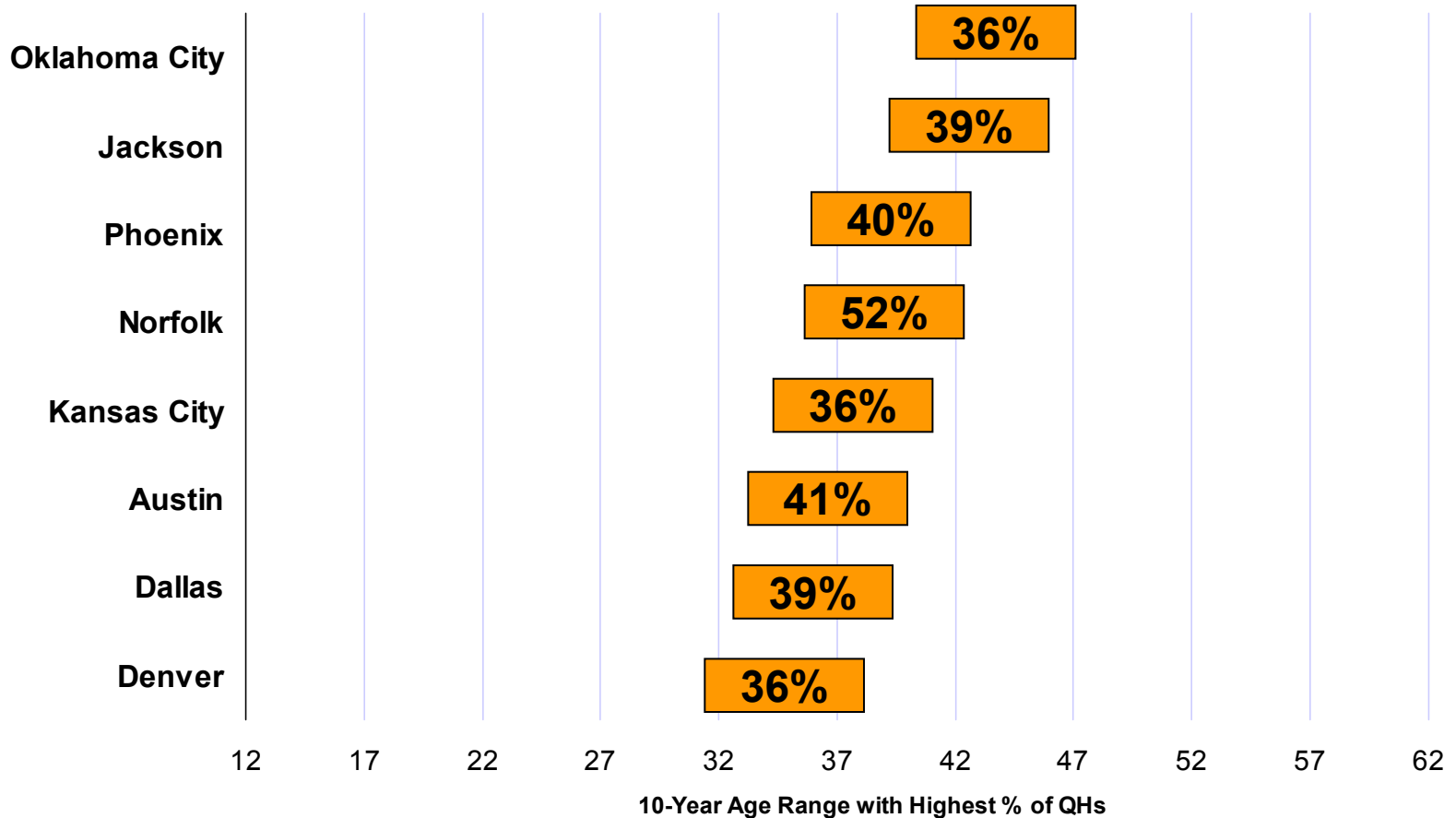


Source: AQH Audience Composition by Listening Location, Winter 2005, Mon-Sun 6AM-Mid, Persons 12+; national data from Fall 2004

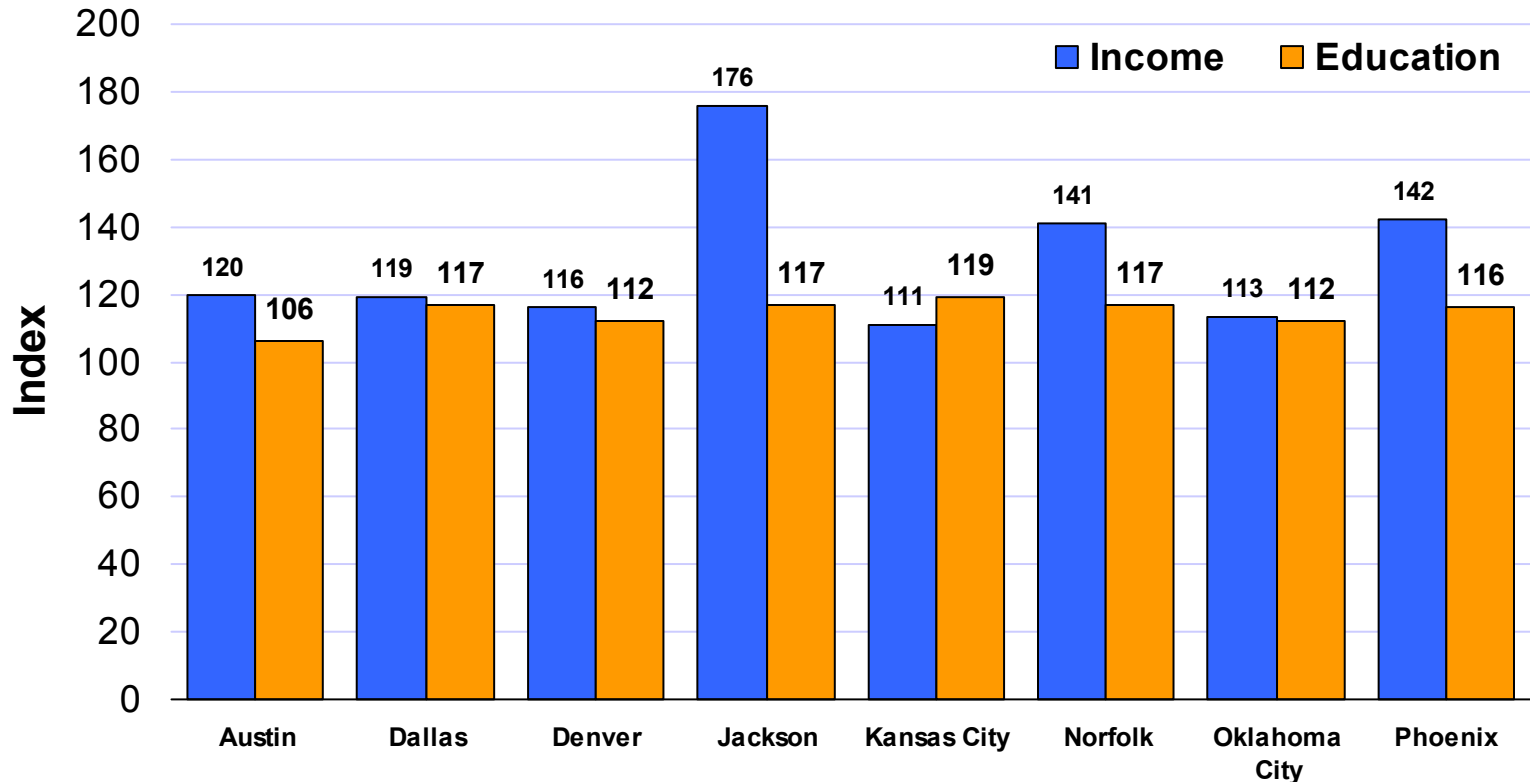


The Real Core of Adult Hits

10-Year Age Range and Percent of Audience in Those 10 Years



Adult Hits Delivers Upper-Income and Educated Consumers, Age 25-54



Education index based on Persons 25-54 Share vs. Persons 25-54 with Some College or More; Income index based on Persons 25-54 Share vs. Persons 25-54 with HH Income Over \$75K



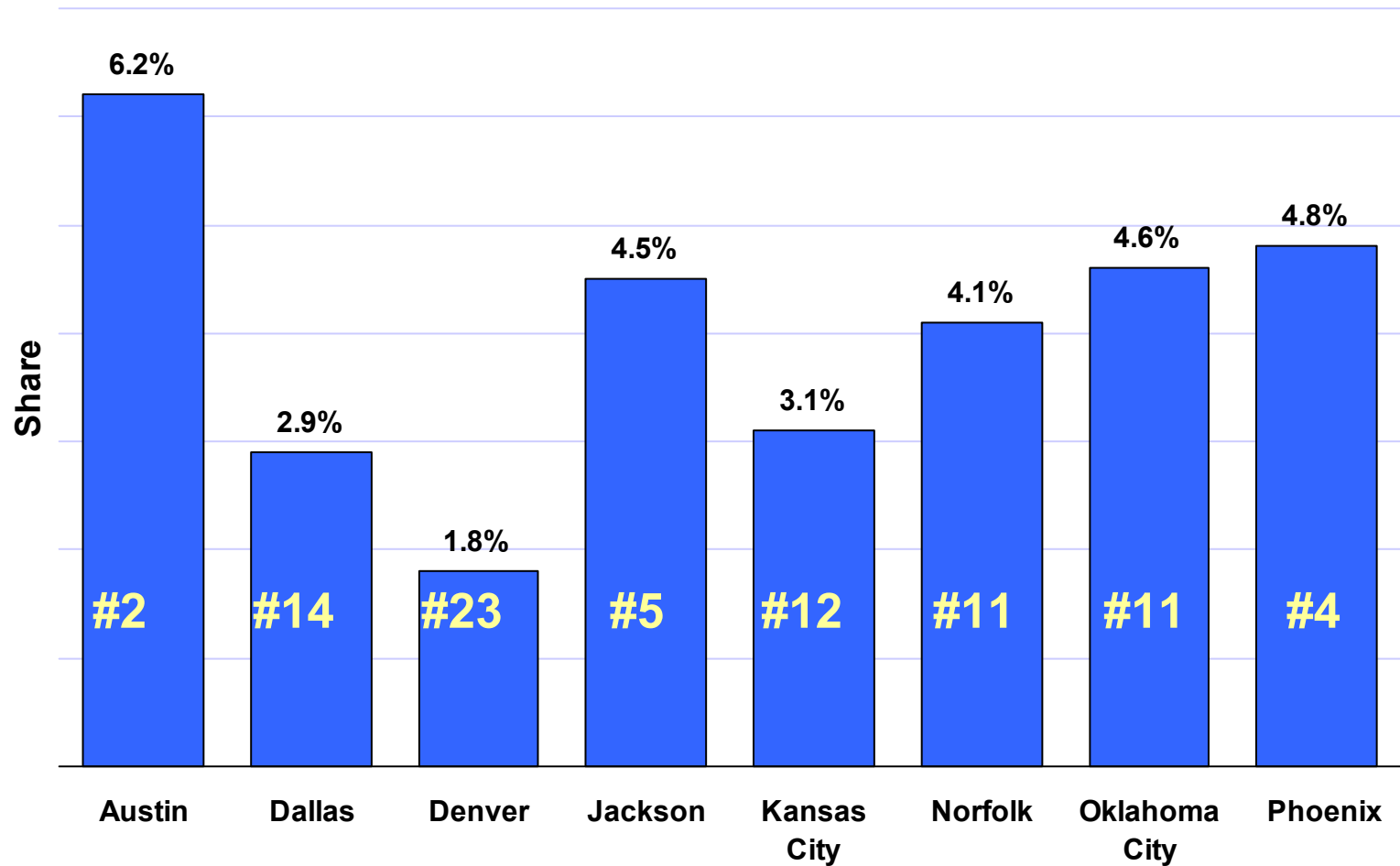


Adult Hits

How's the Format Performing?



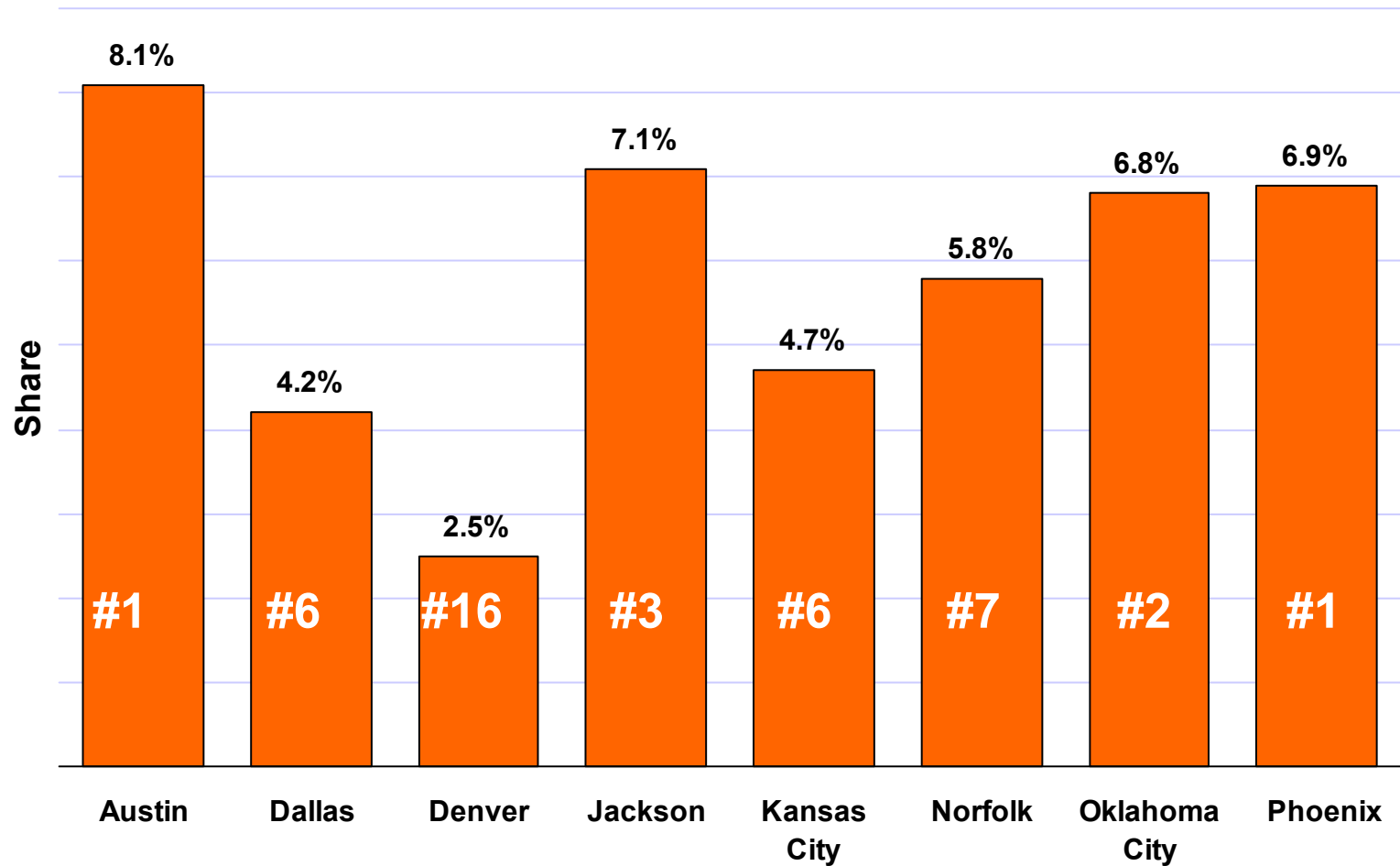
Overall P12+ AQH Share and Rank



Source: AQH Audience Share, Winter 2005,
Mon-Sun 6AM-Mid, Persons 12+



Overall P25-54 AQH Share and Rank

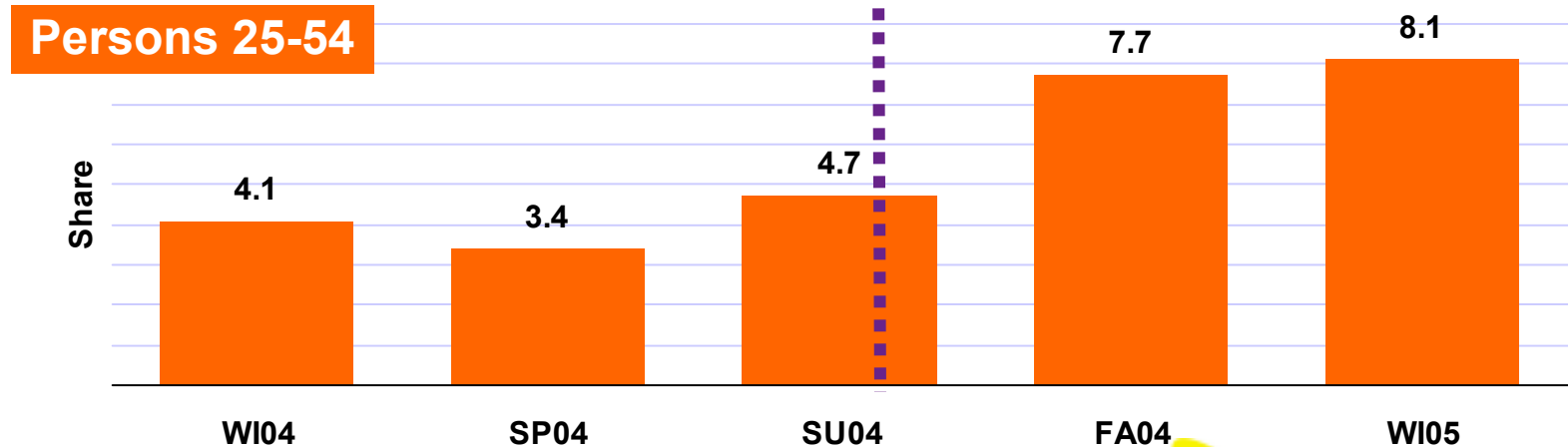
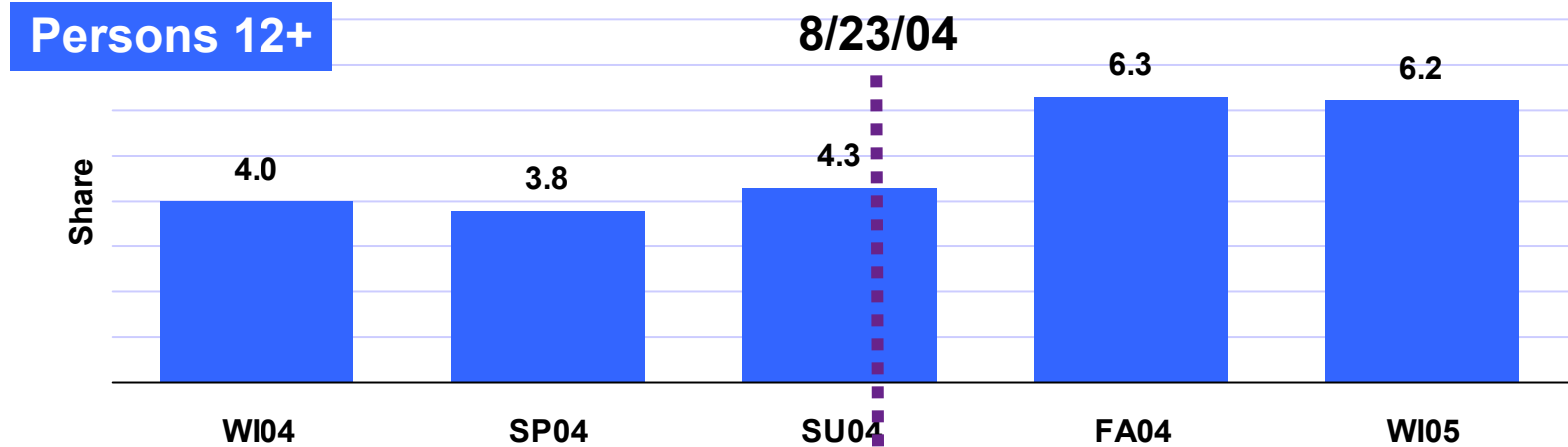


Source: AQH Audience Share, Winter 2005,
Mon-Sun 6AM-Mid, Persons 12+



KBPA-FM Austin

Format Switch: 8/23/04 Station Name: Bob 103.5



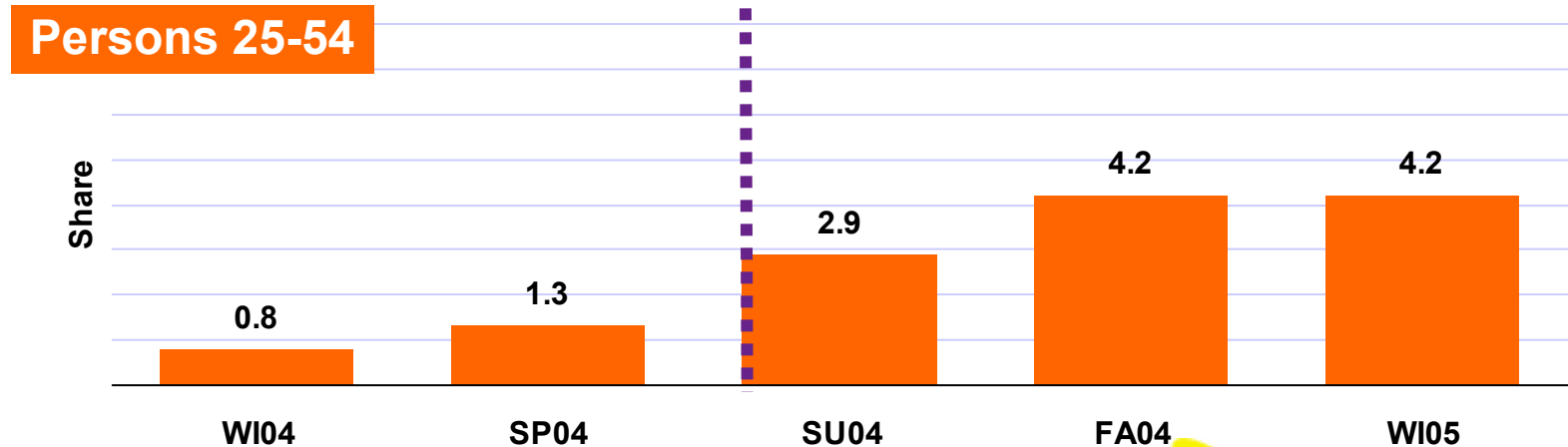
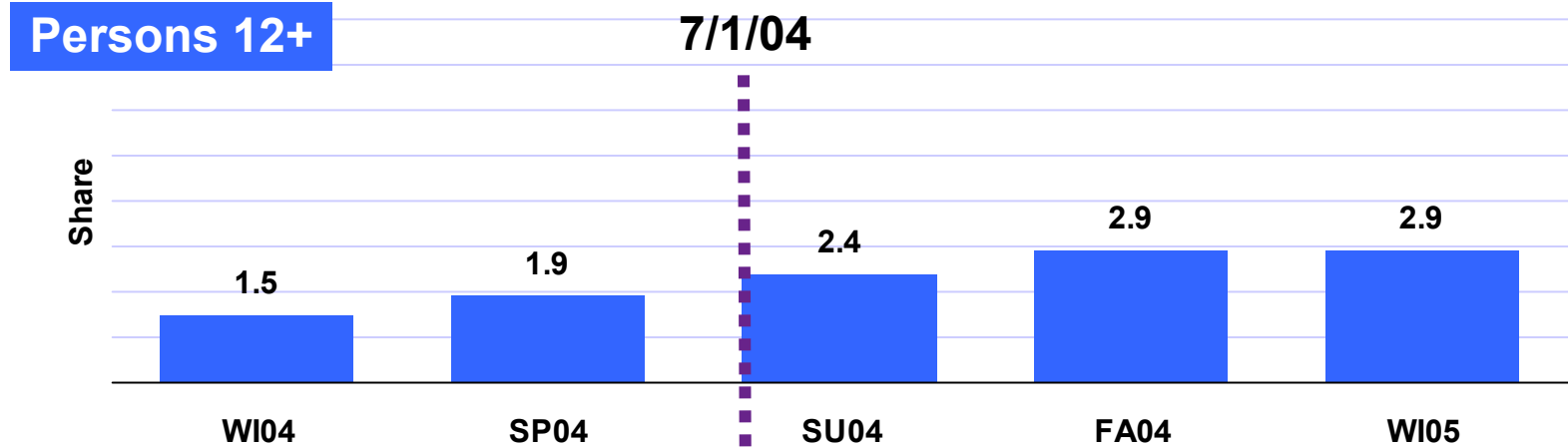
ARBITRON



edison media research

KJKK-FM Dallas-Ft. Worth

Format Switch: 7/1/04 Station Name: 100.3 Jack FM



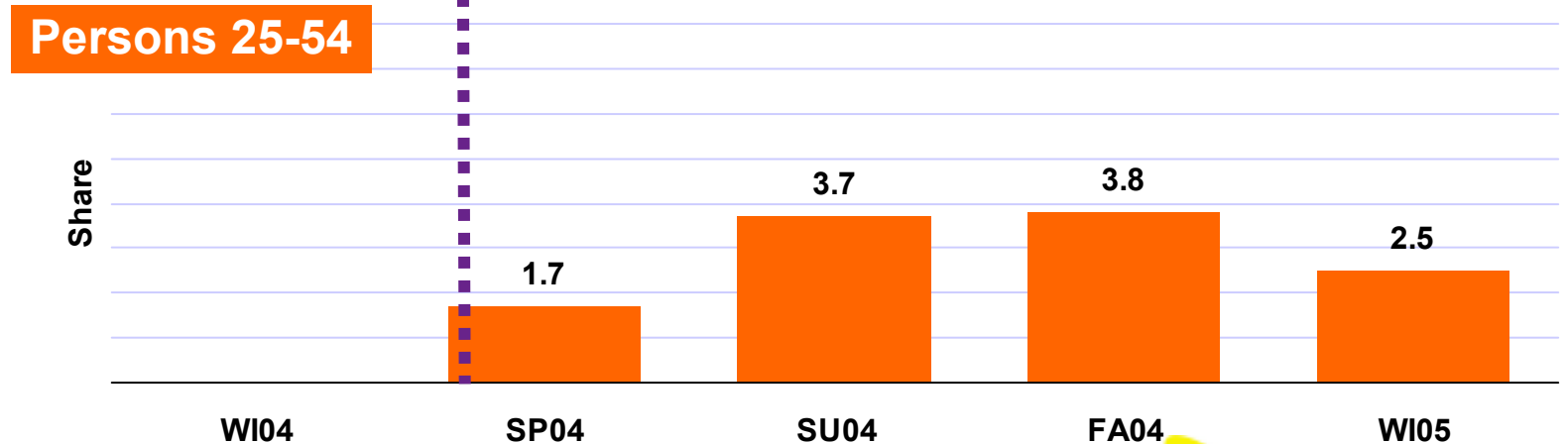
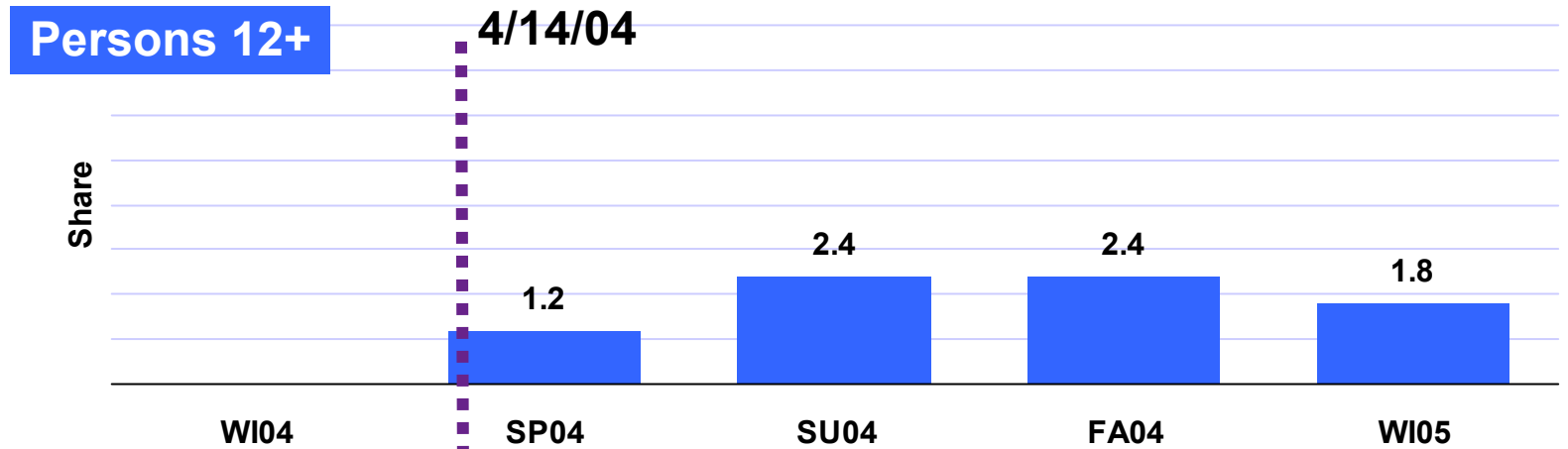
ARBITRON



edison media research

KJAC-FM Denver-Boulder

Format Switch: 4/14/04 Station Name: 105.5 Jack FM



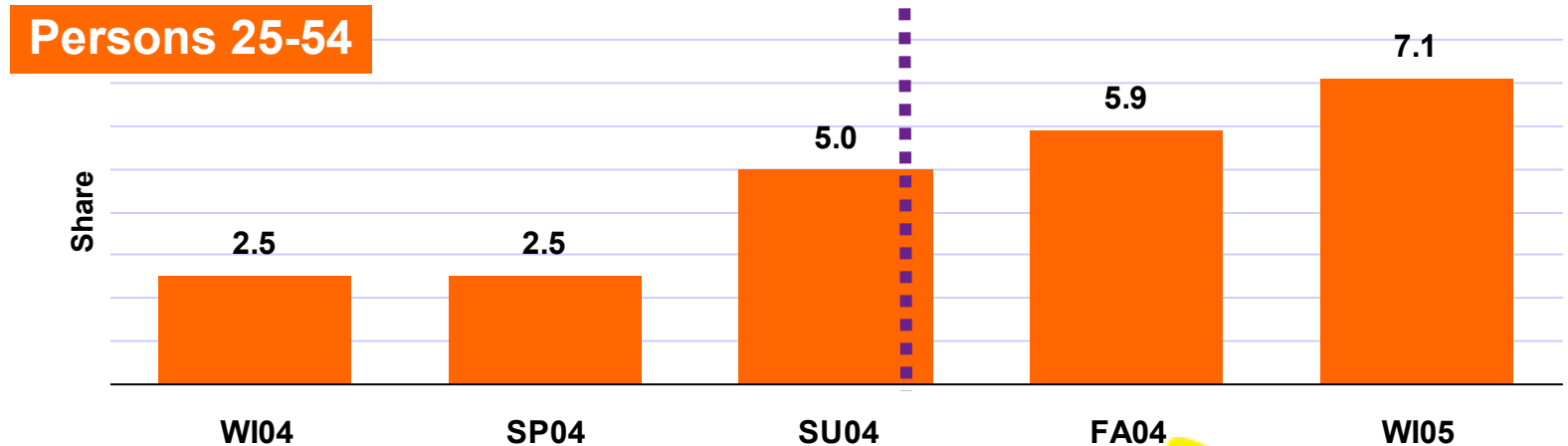
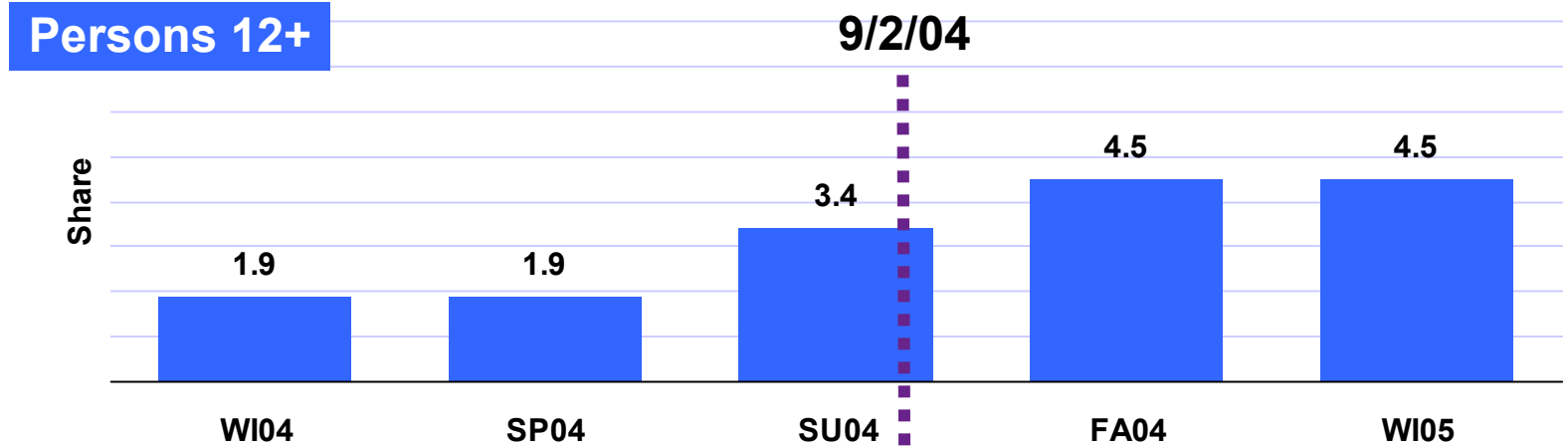
ARBITRON



edison media research

WWJK-FM Jackson, MS

Format Switch: 9/2/04 Station Name: 97.7 Jack FM



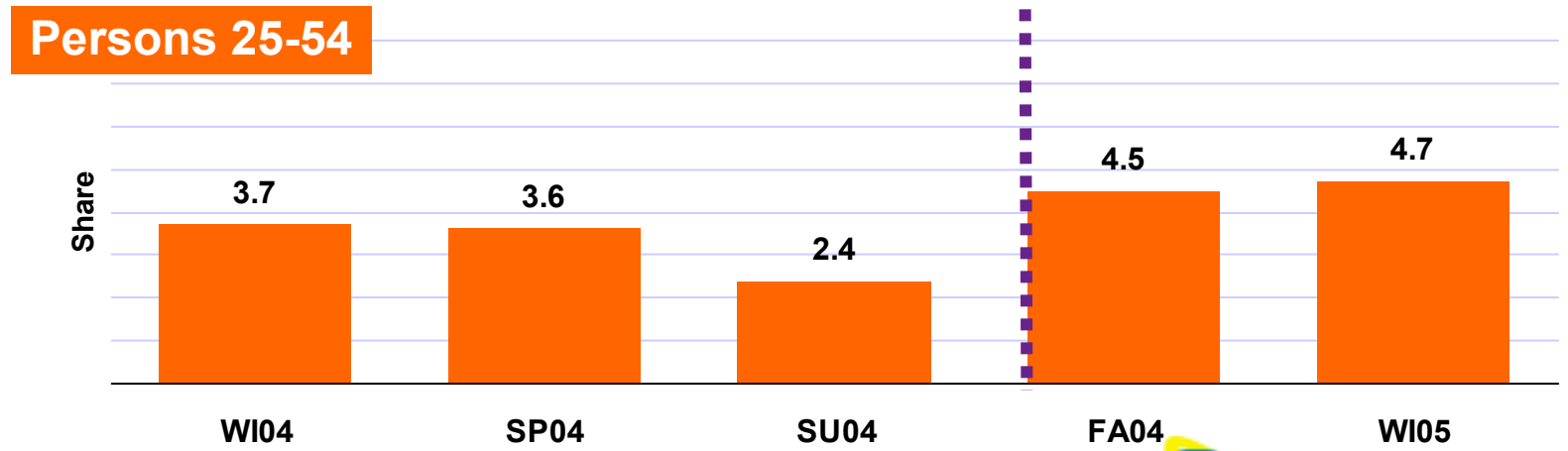
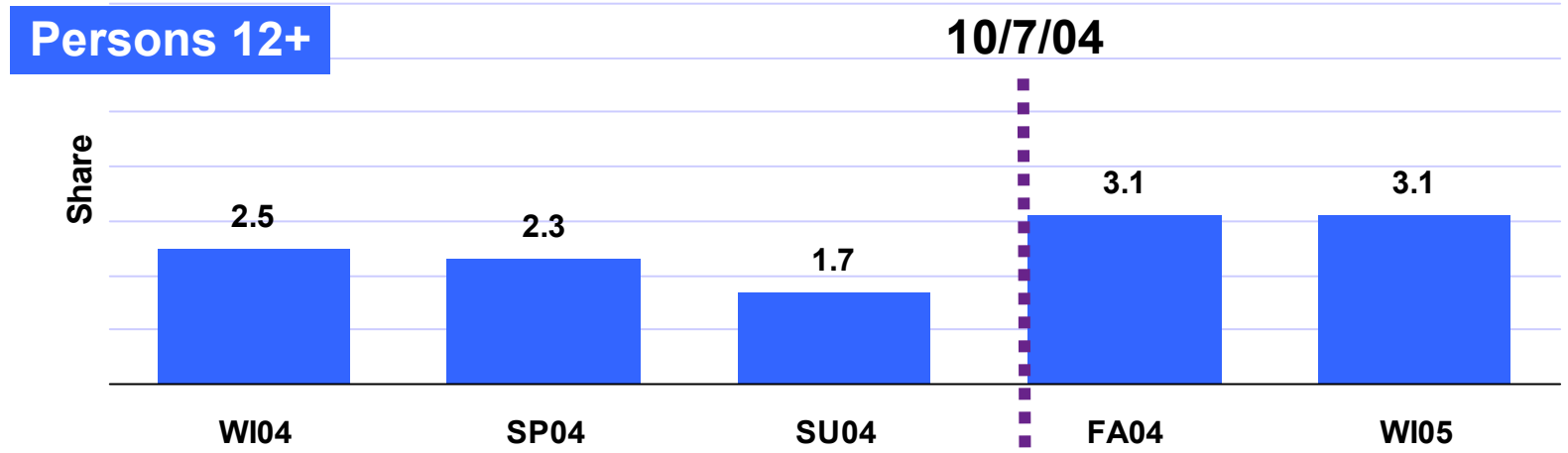
ARBITRON



edison media research

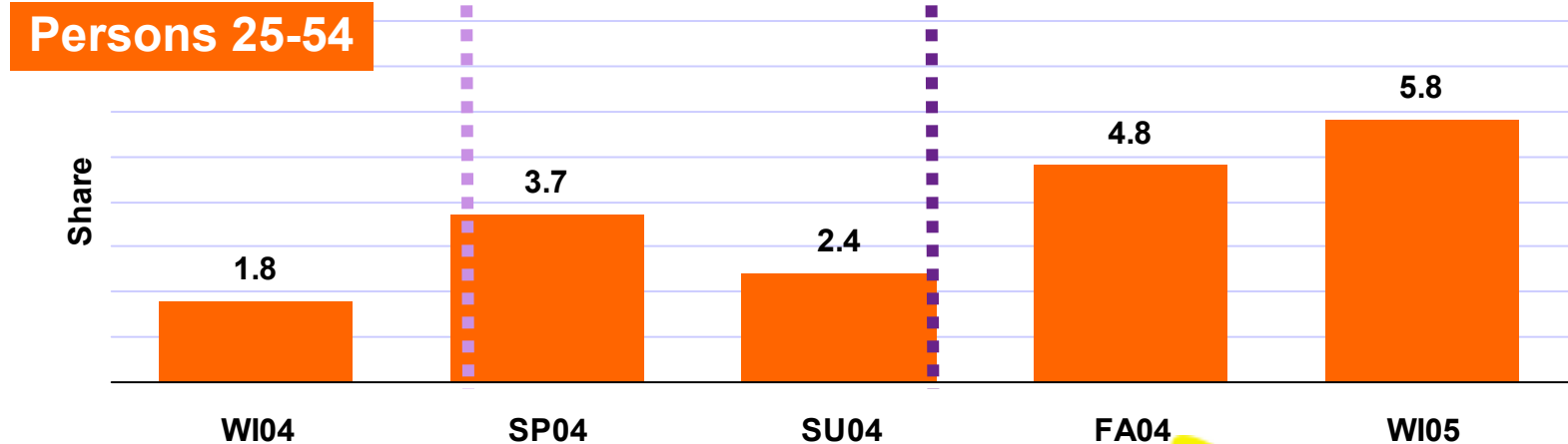
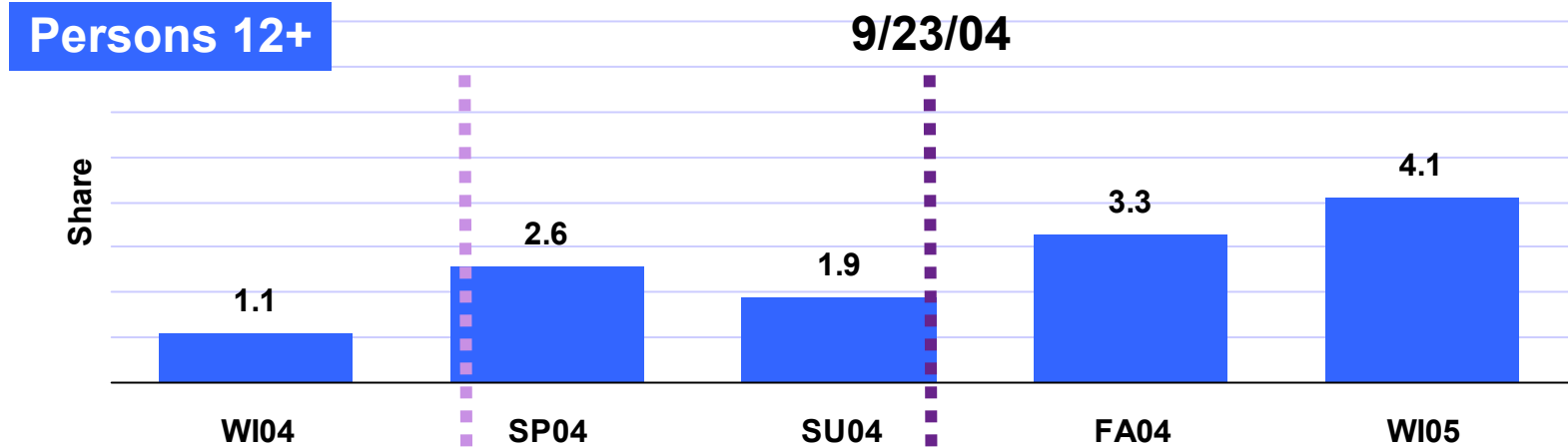
KCJK-FM Kansas City

Format Switch: 10/7/04 Station Name: 105.1 Jack FM



WPYA-FM Norfolk

Format Switch: 9/23/04* Station Name: 93.7 Bob FM



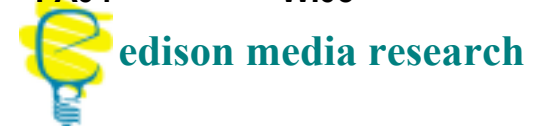
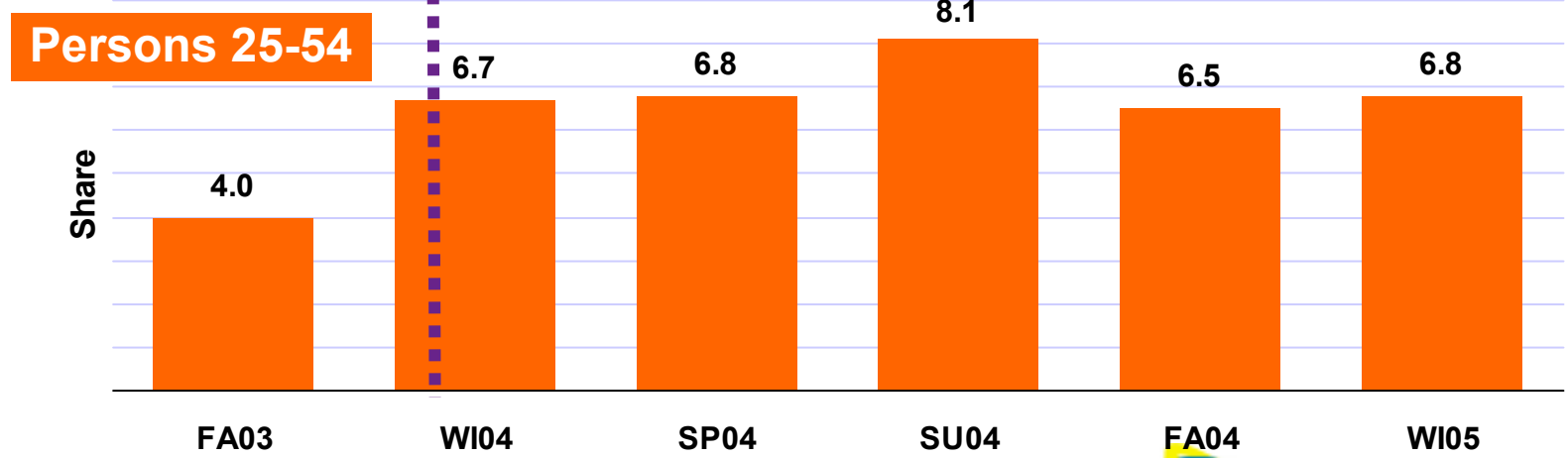
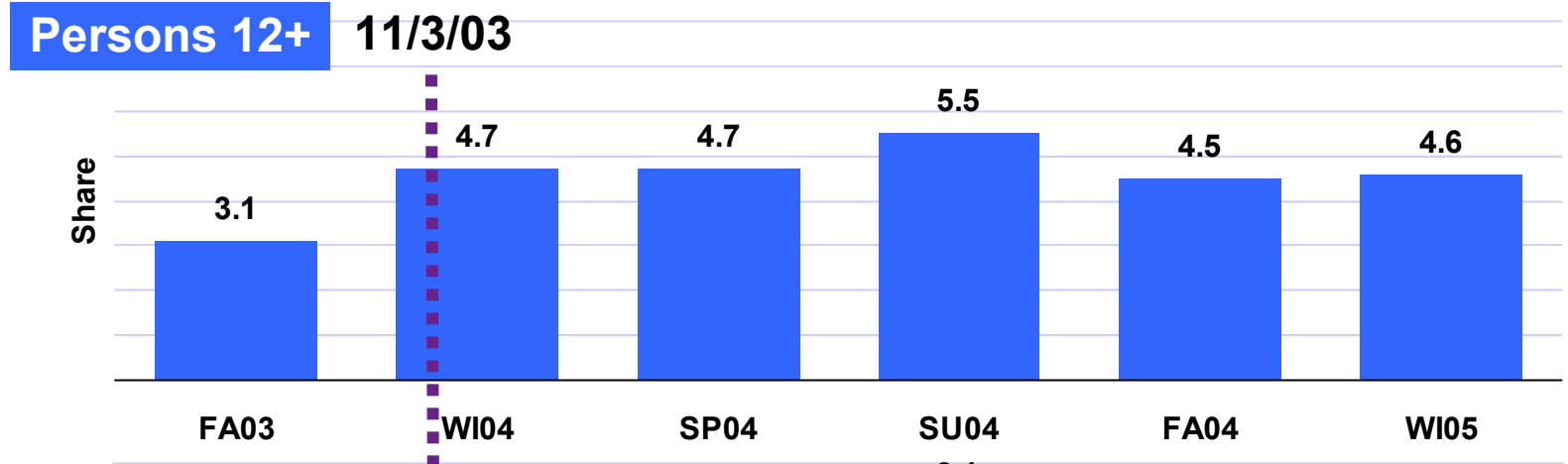
* Format started SP04 on weak signal before moving 9/04 to stronger signal.



edison media research

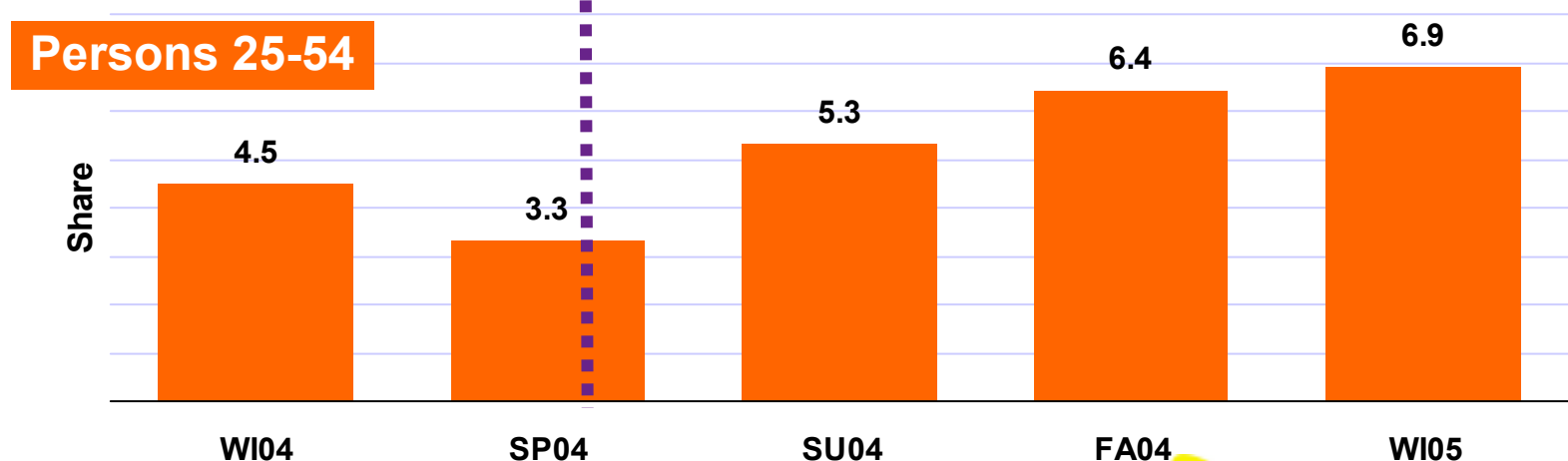
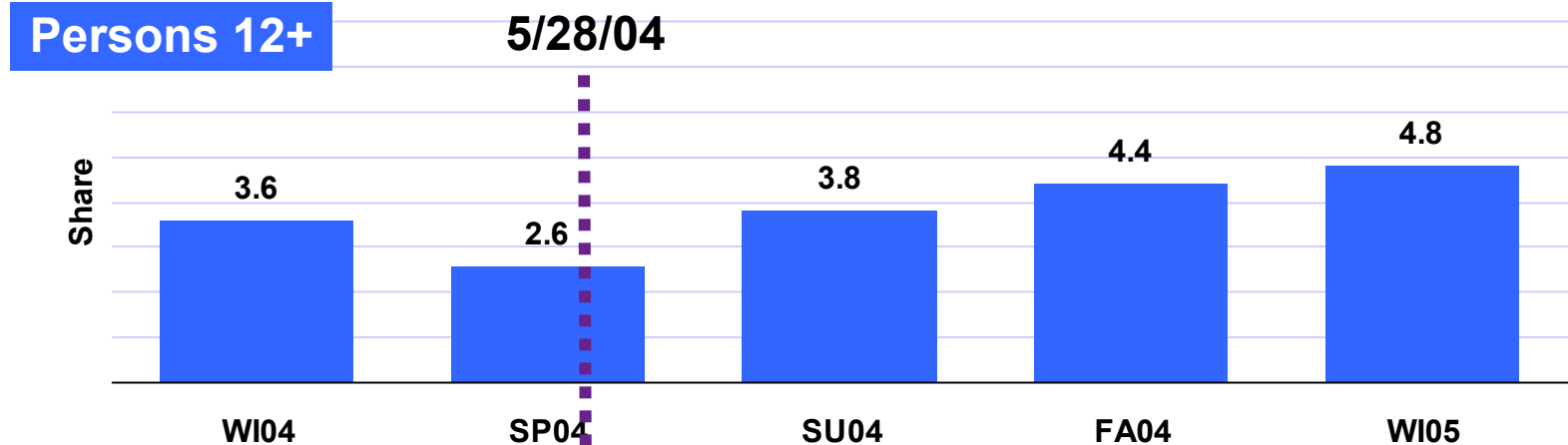
KQOB-FM Oklahoma City

Format Switch: 11/3/03 Station Name: Bob 96.9



KKLT-FM Phoenix

Format Switch: 5/28/04 Station Name: 98.7 The Peak





Cume Drives the Adult Hits Format



Persons 25-54 Cume and TSL Rank Position of Adult Hits

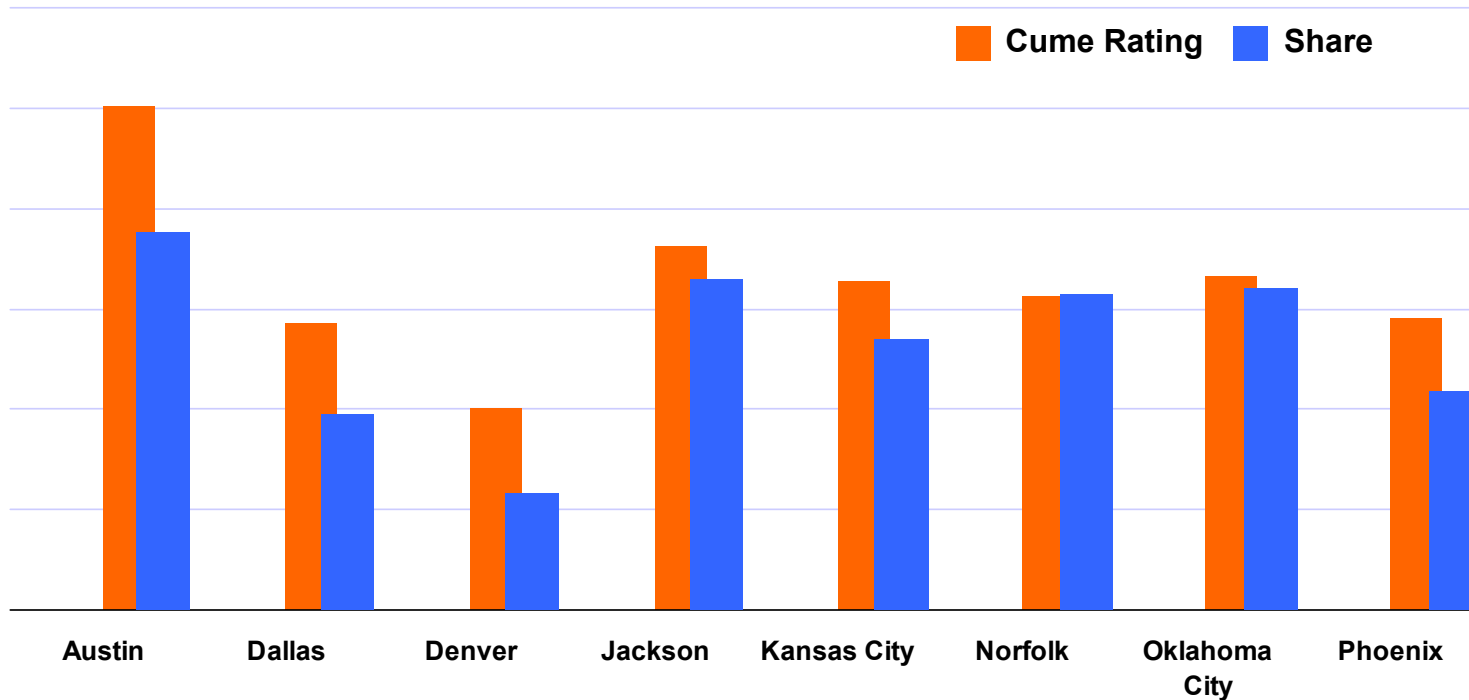
Call Letters	Cume Rank	TSL Rank	Market
KCJK-FM	1	20	Kansas City
KBPA-FM	1	21	Austin
KJKK-FM	1	28	Dallas
KKLT-FM	2	5	Phoenix
WPYA-FM	2	11	Norfolk
KQOB-FM	2	15	Oklahoma City
WWJK-FM	4	7	Jackson
KJAC-FM	13	31	Denver

Source: Winter 2005 Survey
TSL rank based on un-rounded TSL

© 2005 Arbitron Inc. and Edison Media Research



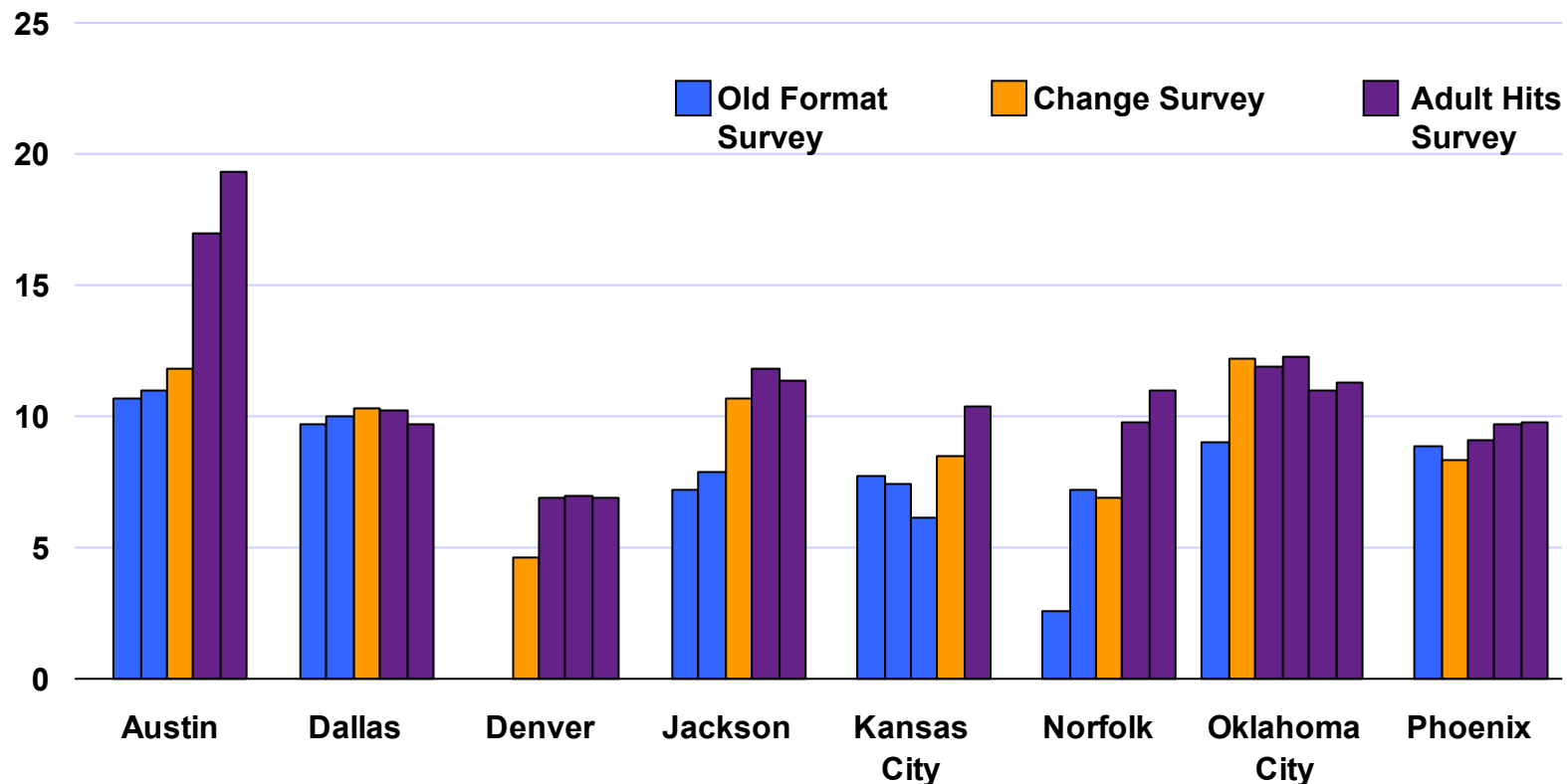
Strong Correlation Between Cume and Share for Adult Hits Stations



Source: AQH Audience Share, Winter 2005, Mon-Sun 6AM-Mid, Persons 25-54



The Switch to Adult Hits is Typically Followed by a Gain in Cume

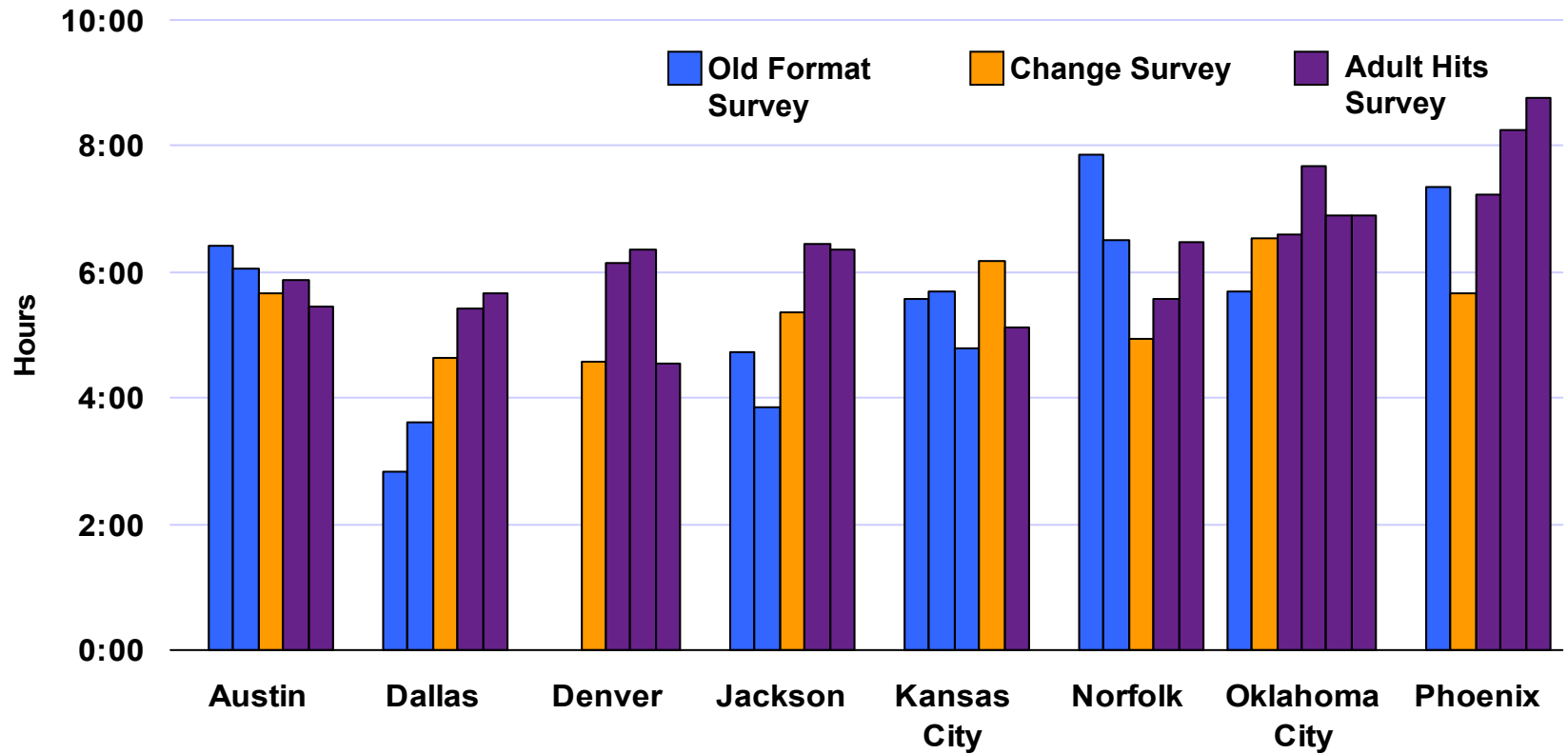


Source: Persons 12+

© 2005 Arbitron Inc. and Edison Media Research



TSL Trend for Adult Hits Stations



Source: Persons 12+

© 2005 Arbitron Inc. and Edison Media Research

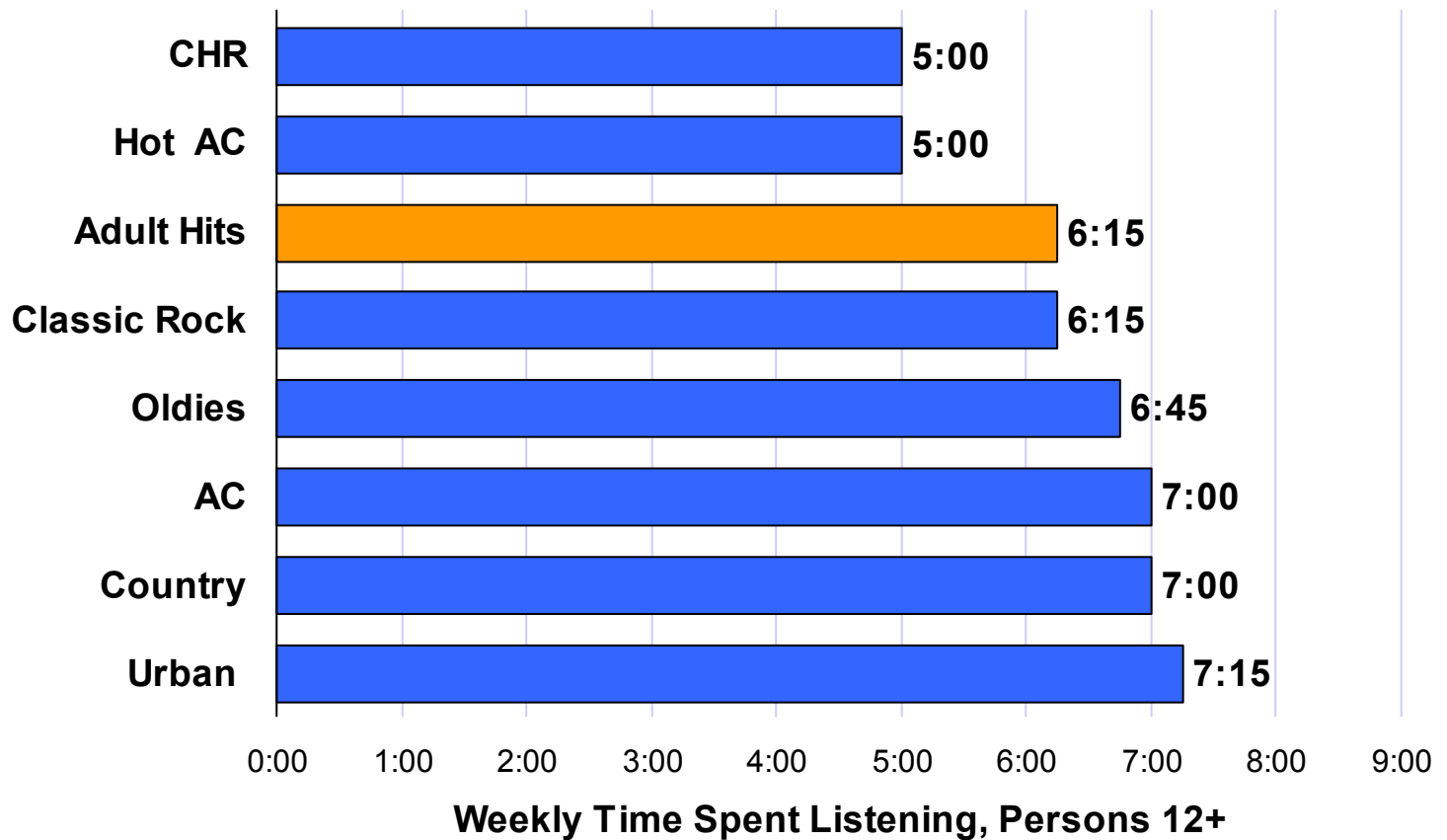




How Does the Adult Hits TSL Compare?



Adult Hits TSL Compared to Other Music Formats

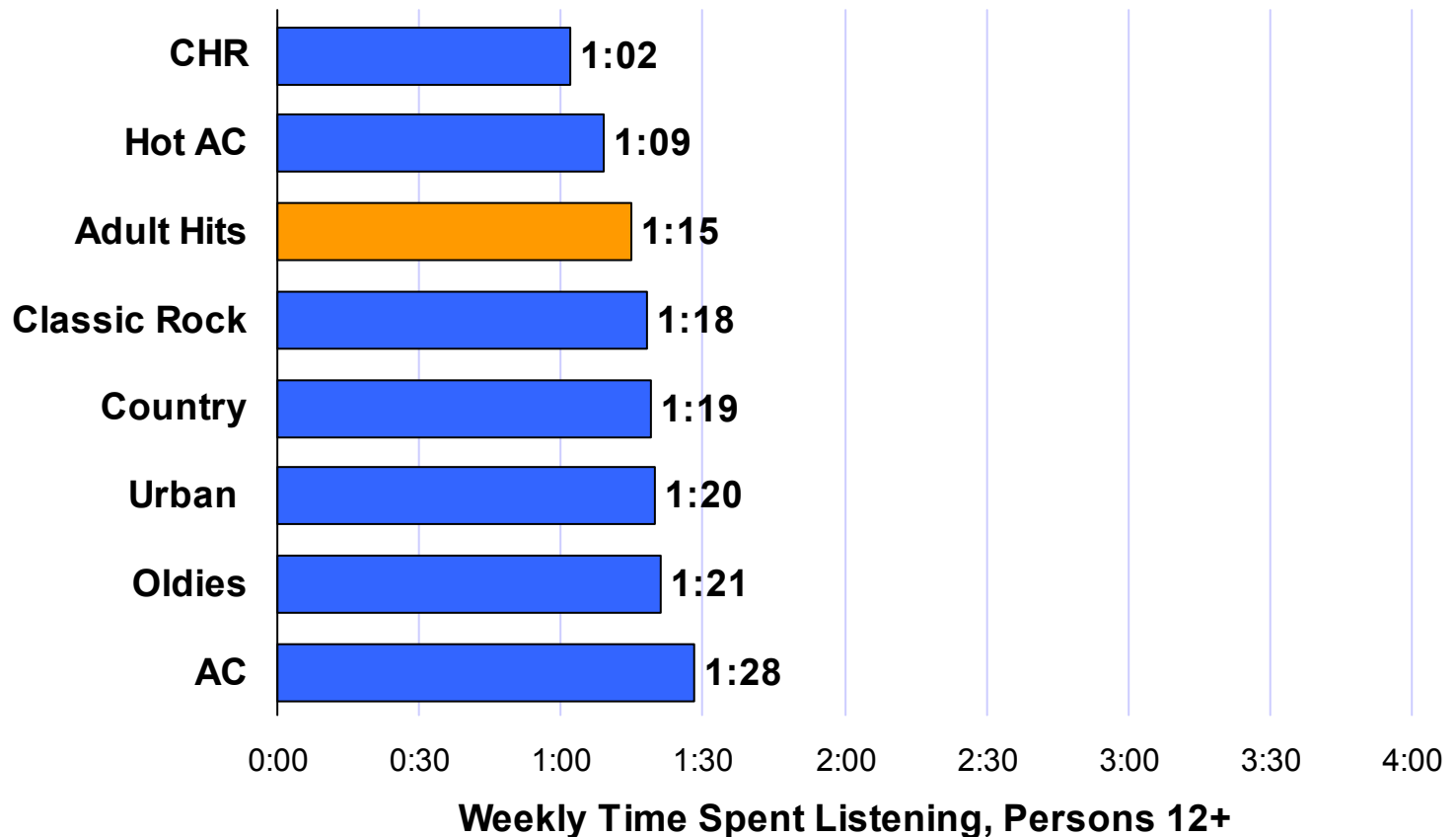


Source: Non-Adult Hits TSL data from PD Advantage® Format Norms, Spring 2004



Why the Low TSL for Adult Hits

Time Spent Per Tune-In

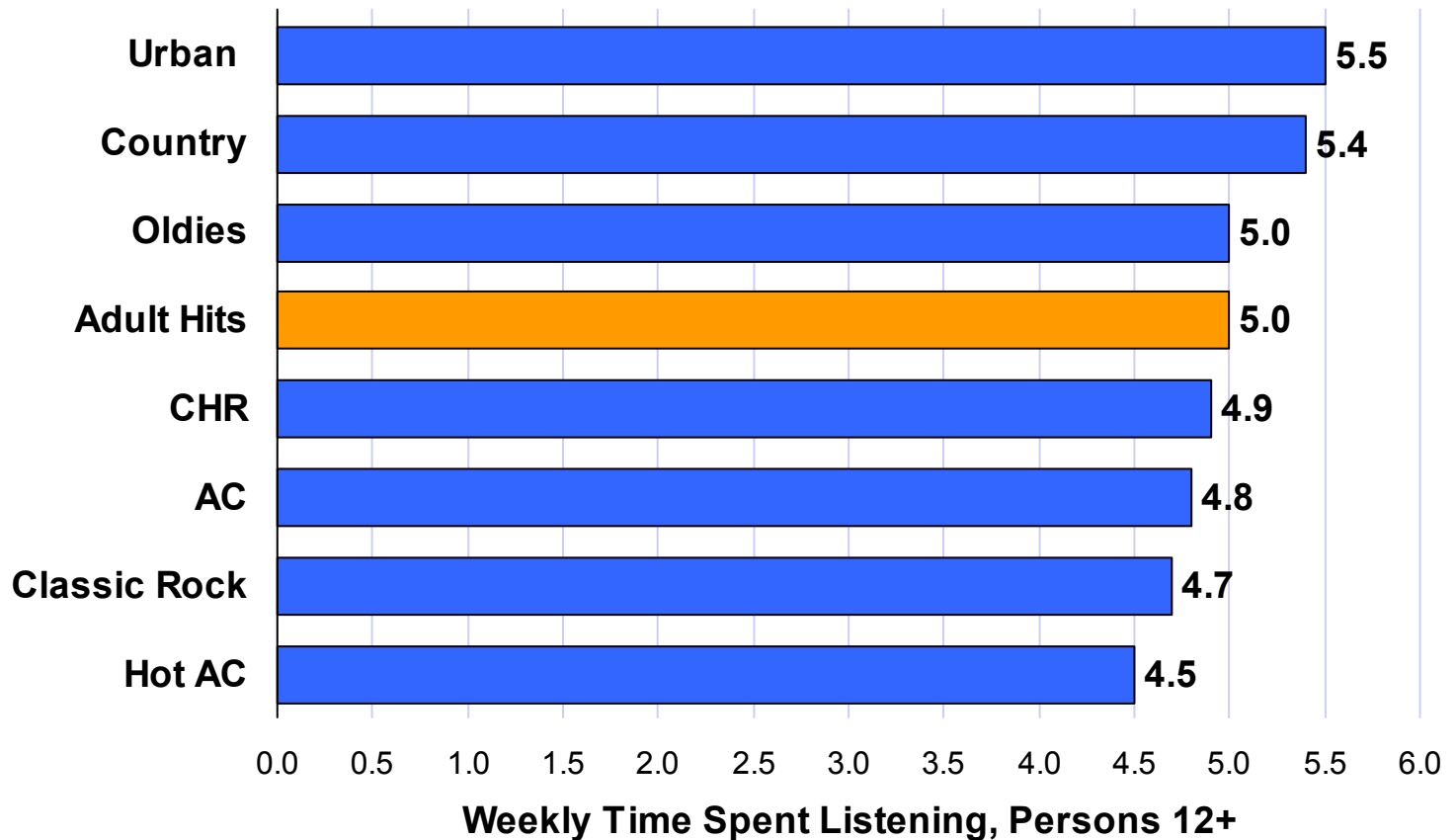


Source: Non-Adult Hits TSL data from
PD Advantage® Format Norms, Spring 2004

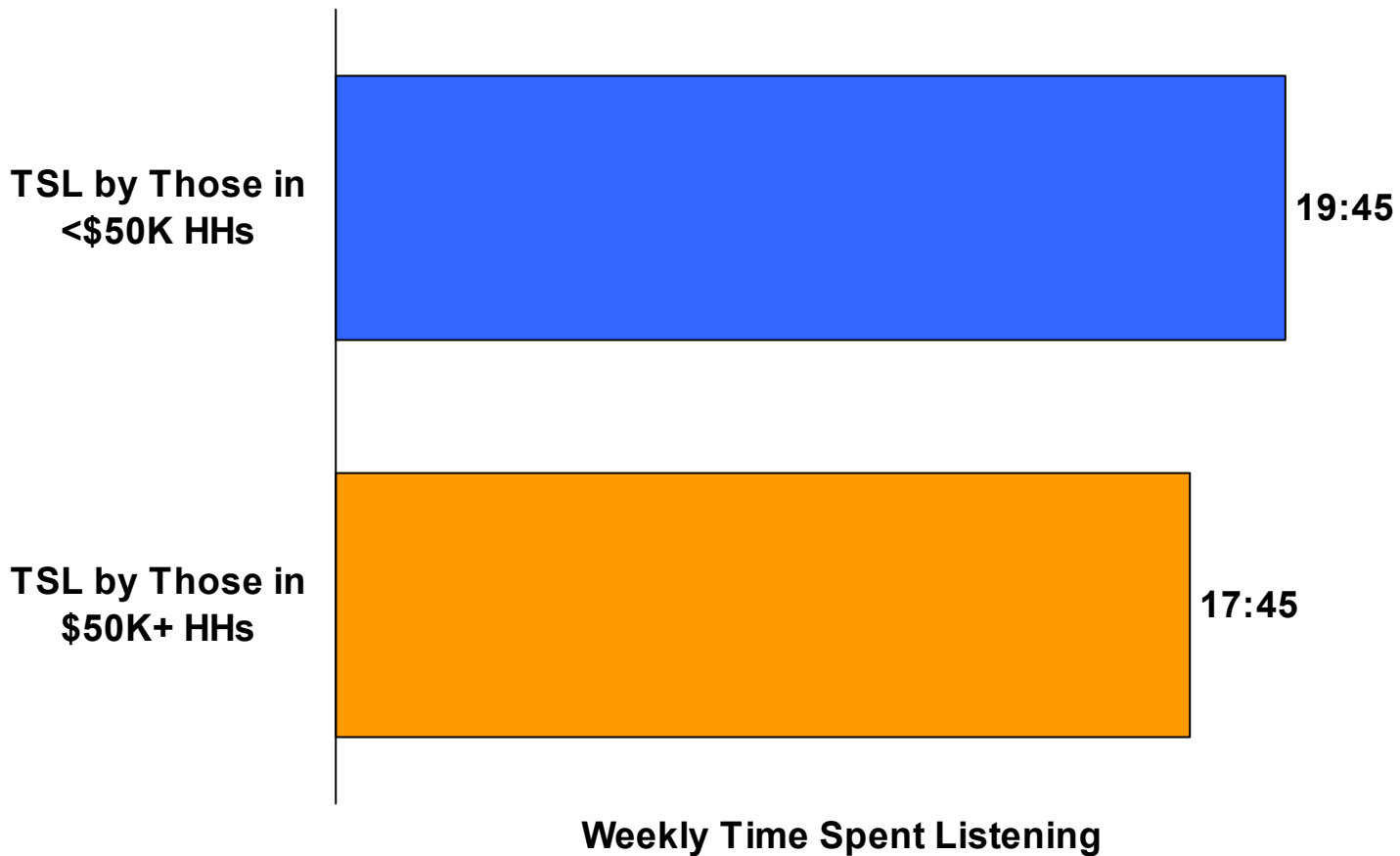


Why the Low TSL for Adult Hits

Number of Tune-Ins Per Week



The Double-Edged Sword of Upper-Income Listeners



Source: Arbitron National Database, All Stations, All Markets, Fall 2004





How Do Listeners Identify the Adult Hits Format?



How Do Adult Hits Listeners Report the Station?

KJAC-FM Denver-Boulder

Entry Includes:	% of Total QHs		Index
	KJAC-FM	National Norm	
Call Letters	3%	35%	9
Frequency	82%	68%	121
Program	0%	2%	-
Station Name (Slogan)	38%	19%	198



How Do Adult Hits Listeners Report the Station?

KJKK-FM Dallas-Ft. Worth

Entry Includes:	% of Total QHs		Index
	KJKK-FM	National Norm	
Call Letters	15%	35%	43
Frequency	85%	68%	125
Program	0%	2%	-
Station Name (Slogan)	33%	19%	172



How Do Adult Hits Listeners Report the Station?

KBPA-FM Austin

Entry Includes:	% of Total QHs		Index
	KBPA-FM	National Norm	
Call Letters	2%	35%	6
Frequency	80%	68%	118
Program	1%	2%	48
Station Name (Slogan)	44%	19%	229





Adult Hits

An Early Look at the Numbers Driving
Radio's Newest Format

For More information:

Arbitron Inc.
John Snyder
John.Snyder@arbitron.com

Edison Media Research
Sean Ross
SRoss@edisonresearch.com

