

Format Trends Report

Demo:
 Daypart:
 *Geography: [Create Report](#)

Demo: Persons 12+
Daypart: MON-SUN 6AM-MID
***Geography: Total US**

Note: AQH estimates are reported in hundreds (00).

Format Category	Format	FA98	WI99	SP99	SU99	FA99	WI00	SP00	SU00	FA00	WI01	SP01	SU01
Adult Contemporary	A/C	15.7	15.8	15.3	15.0	15.1	15.2	14.4	15.0	15.3	14.2	14.4	14.4
	HOT A/C	8.6	8.5	8.2	8.1	8.7	8.6	7.9	8.2	8.7	7.9	7.7	7.7
	MOD A/C	3.0	3.2	3.1	3.1	2.9	3.2	3.1	3.3	3.1	3.0	3.4	3.0
	SOFTA/C	1.2	1.2	1.4	1.3	1.1	1.0	1.2	1.3	1.1	1.1	1.2	1.0
Alternative	AAA	2.8	2.9	2.6	2.5	2.4	2.4	2.2	2.2	2.3	2.3	2.1	2.0
	ALTERN	4.9	5.1	5.1	5.1	5.1	5.0	5.0	5.2	5.0	4.7	4.8	5.0
	NW ROCK	0.8	0.8	0.8	0.8	0.9	0.8	1.0	0.8	0.8	0.8	0.8	0.0
		3.3	3.3	3.1	3.2	3.2	3.0	3.0	3.3	3.2	3.9	4.0	4.0
Contemporary Hits Radio	CHR	0.9	1.0	1.1	1.0	1.1	1.1	1.0	1.1	1.0	1.0
	POP CHR	10.7	10.9	11.5	11.7	11.7	11.7	11.7	12.0	11.4	12.0	12.3	12.0
	RHY CHR	10.7	10.9	11.5	11.7	11.7	11.1	0.0
		0.3	8.5	8.5	7.8	7.5	7.7	7.0
Classical	CLASSCL	1.7	1.7	1.6	1.6	1.8	1.7	2.6	1.6	1.7	1.7	1.5	1.0
		1.7	1.7	1.6	1.6	1.8	1.7	2.6	1.6	1.7	1.7	1.5	1.0
		9.5	9.3	9.5	9.2	9.2	9.0	8.8	8.8	9.0	8.8	8.9	8.0
		0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.0
Country	CLCNTRY	8.9	8.5	8.8	8.4	8.5	8.3	8.1	8.1	8.4	8.1	8.2	8.0
	COUNTRY	0.5	0.6	0.5	0.5	0.5	0.4	0.4	0.5	0.4	0.4	0.4	0.0
	NWCNTRY	3.7	3.8	3.4	3.4	3.3	3.5	3.7	2.9	3.0	3.1	2.7	2.0
		0.3	0.3	0.2	0.3	0.3	0.3	0.1	0.1	0.0	0.1	0.0	0.0
Adult Standards	EZ LIST	2.4	2.6	2.2	2.2	2.2	2.3	2.2	2.1	2.2	2.2	1.9	1.0
	MOR	0.9	0.7	0.8	0.7	0.7	0.7	0.6	0.5	0.5	0.6	0.5	0.0
	NOSTLGA	0.2	0.2	0.2	0.2	0.2	0.3	0.8	0.2	0.2	0.2	0.2	0.0
	VARIETY	3.0	2.9	2.8	2.8	2.7	2.7	3.1	2.8	2.7	2.8	2.8	3.0
New AC/Smooth Jazz	JAZZ	0.2	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
	NAC	2.8	2.8	2.8	2.7	2.7	2.6	2.6	2.8	2.7	2.8	2.8	3.0
		16.4	16.2	15.8	15.9	16.0	15.8	16.3	15.6	16.9	16.3	16.2	16.0
		2.4	2.6	2.4	2.5	2.4	2.5	2.3	2.2	2.5	2.5	2.3	2.0
News/Talk/Information	ALLNEWS	2.1	2.0	2.0	2.0	2.2	2.1	2.1	2.2	2.4	2.2	2.3	2.0
	ALLSPRT	10.3	9.8	9.7	9.7	9.4	9.3	10.1	9.2	9.8	9.3	9.5	9.0
	NWSTALK	1.6	1.8	1.8	1.8	1.8	1.8	1.9	2.0	2.2	2.3	2.2	2.0
	TALK	7.3	7.5	8.1	8.5	8.5	8.4	7.9	8.4	8.1	8.8	8.5	8.0
Oldies	70 HITS	1.1	1.1	0.8	0.8	0.9	1.0	0.8	0.9	1.1	0.8	0.9	1.0
	80 HITS	1.3	1.2	1.0
	OLDIES	6.2	6.4	6.5	6.4	6.0	5.9	5.7	5.7	5.4	5.4	5.4	5.0
	RHY OLD	2.1	2.2	2.2	2.1	2.3	2.5	2.2	2.4	2.5	2.6	2.6	2.0
Religious	CHRSTN	0.3	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.5	0.6	0.7	0.0
	GOSPEL	0.7	0.8	0.9	0.8	0.9	0.9	0.8	0.9	1.0	1.0	0.9	0.0
	RELGOUS	1.1	1.0	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.0
	SGOSPEL	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Remaining Formats	CHLDRAD	0.3	0.4	0.3	0.4	0.3	0.4	0.5	0.4	0.5	0.4	0.3	0.0
	EDUCAT	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0
	ETHNIC	0.2
	R&B	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.0
Rock	70SROCK	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0
	ACTROCK	9.6	9.7	9.8	9.9	9.3	9.2	9.3	9.8	9.0	9.2	9.4	9.0
	AOR	0.1	0.0	0.0
	CL ROCK	5.4	5.5	5.5	5.6	5.2	5.1	5.1	5.1	4.8	3.5	3.0	2.0
Spanish	MEX REG	4.1	4.1	4.2	4.3	4.0	4.1	4.2	4.7	4.2	4.5	4.7	4.0
	SP CONT	6.7	6.5	6.8	6.8	7.2	7.2	6.7	6.8	6.9	7.2	7.0	7.0
	SP LANG	2.4	2.5	2.5	2.0
	SP NEWS	2.3	2.2	2.2	2.1	2.4	2.4	2.0	2.3	2.0	2.2	2.1	2.0
	SP REG	0.7	0.7	0.4	0.4	0.4	0.3	0.1	0.1	0.1	0.0	0.0	...
	SP TROP	0.4	0.4	0.8	0.7	0.8	0.9	0.8	0.8	0.8	0.8	0.7	0.0
	SP VRTY	1.9	2.0	2.1	2.1	2.3	2.2	2.4	2.4
	TEJANO	1.1	1.0	1.1	1.2	1.0	0.9	0.8	0.8	0.8	0.9	0.8	0.0
Urban	URB A/C	0.0	0.0	0.0	0.1	0.0	0.2	0.3	0.2	0.6	0.6	0.6	0.0
	URB OLD	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0
	URBAN	8.2	8.0	7.7	7.8	7.5	7.8	7.6	8.2	8.0	8.1	8.4	8.0
		2.6	2.4	2.2	2.4	2.4	2.5	2.4	2.5	2.5	2.7	3.1	3.0

*This report is based upon all continuously measured radio metros within the selected geography.