



## Oldies

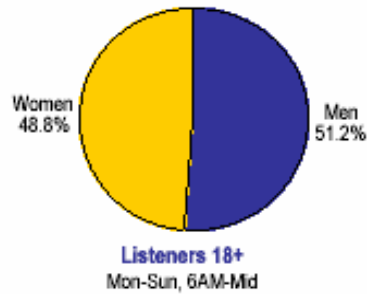
Specializes in Rock-era oldies, including '70s hits and Rhythmic Oldies, usually those played on Top 40 stations.

### A Few Format Highlights

Oldies has just about an equal number of Adult Women 18+ and Adult Men 18+.

Twenty-one percent of the Oldies audience is composed of Adults 55-64. Over half of Oldies listeners are Adults 35-54. Oldies and New AC/Smooth Jazz have the largest share of listeners (roughly 30 percent) aged 45-54.

Oldies Stations	1,060
Total Stations	13,838



Oldies	5.0%
'80s Hits	0.4%
Classic Hits	1.4%
Rhythmic Oldies	0.4%
<b>Total Oldies</b>	<b>7.1%</b>

**AQH Share of Oldies Formats**  
Mon-Sun, 6AM-Mid, Persons 12+

