



Rock

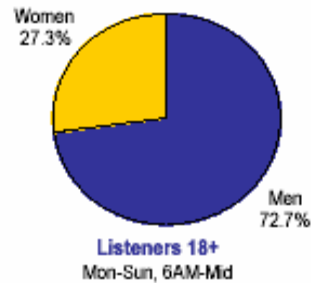
Rock-based music from the mid-'70s to the present. Includes Album Rock and Classic Rock.

A Few Format Highlights

This is a format with tremendous appeal to men. Seventy-three percent of Rock's listeners are Men 18+. No other format can claim such a large share of adult male listeners.

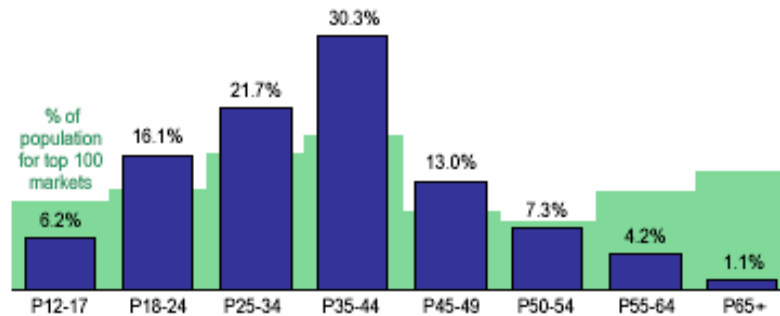
Rock has a higher audience composition among Adults 35-44 (30 percent) than any other format.

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|----------------|--------|
| Rock Stations | 869 |
| Total Stations | 13,838 |



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|-------------------|-------------|
| Classic Rock | 4.8% |
| AOR | 2.2% |
| Active Rock | 2.0% |
| Total Rock | 9.0% |

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



Audience Composition

Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid