



Hispanic
Radio Today

Hispanic Radio Today

How America Listens to Radio

2003 Edition

Introduction

Hispanic Radio Today offers you a glimpse into the world of radio and its listeners. Currently there are more than 13,000 radio stations broadcasting around the country, of which more than 650 are Hispanic-format stations.

Hispanic Radio Today illustrates that radio is a medium of steady popularity among Hispanic Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching Hispanic Americans anytime or anyplace.

This study examines radio from a national viewpoint, outlining its strength as a medium and analyzing listening behavior for eight top formats. It is part of Arbitron's commitment to giving radio stations, agencies and advertisers information about and insights into Hispanic America's radio audience. From listening locations to format preferences, Arbitron invites you to explore this fascinating snapshot of how Hispanics in America spend time with radio!

Contents

How America Listens

Listening Patterns	3
Station Trends	4
Radio Reaches All Ages	5
Hour-by-Hour Listening	6
Overnight Listening	7
Where Hispanic People Listen: Weekdays	8
Where Hispanic People Listen: Weekends	9
Where Hispanic Men and Women Listen	10
Listening Location	11
Listening by Daypart	12

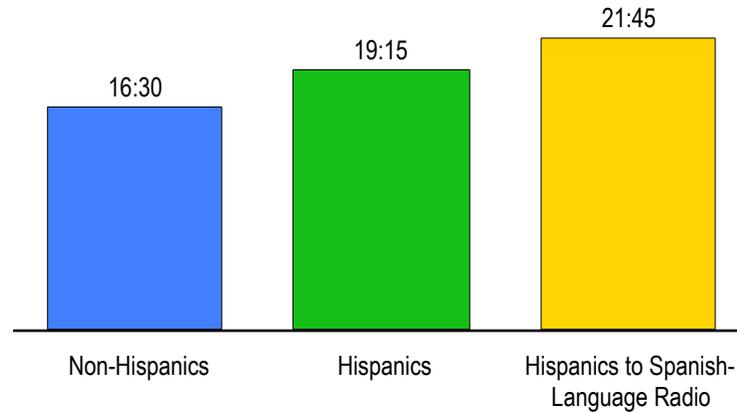
Hispanic People's Favorite Formats

Spanish Formats by Region	14
Spanish Format Growth Trends	16
Adult Contemporary	18
Contemporary Hit Radio	21
Mexican Regional	24
Spanish Contemporary	27
Spanish News/Talk	30
Spanish Tropical	33
Spanish Variety	36
Tejano	39
Spring 2002 Hispanic-Controlled Metro Survey Areas	42
Sources	44
Glossary	45

Listening Patterns

Tuning In to Stay

Hispanics are heavy radio users, spending much more time listening to radio each week than non-Hispanics. On average, Hispanic Americans spend more than 19 hours per week listening to their favorite stations. When listening to Spanish-language radio, they stay tuned even longer, averaging nearly 22 hours per week.



Time Spent Listening to Radio

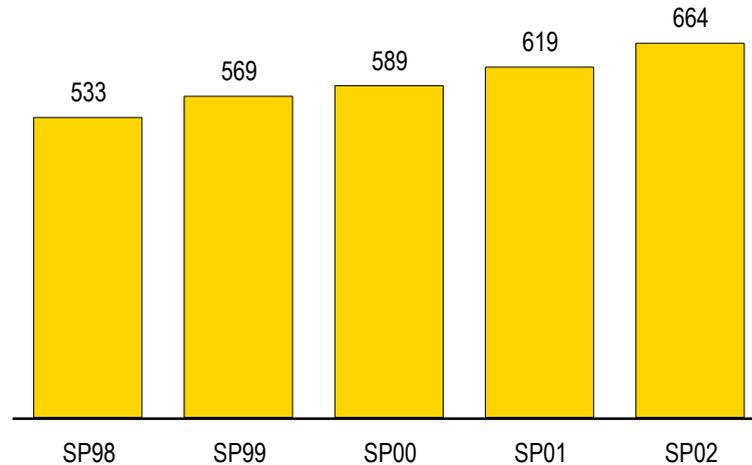
Mon-Sun, 6AM-Mid, Total U.S., Persons 12+

Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Sun, 5AM-5AM, All Hispanic Markets*

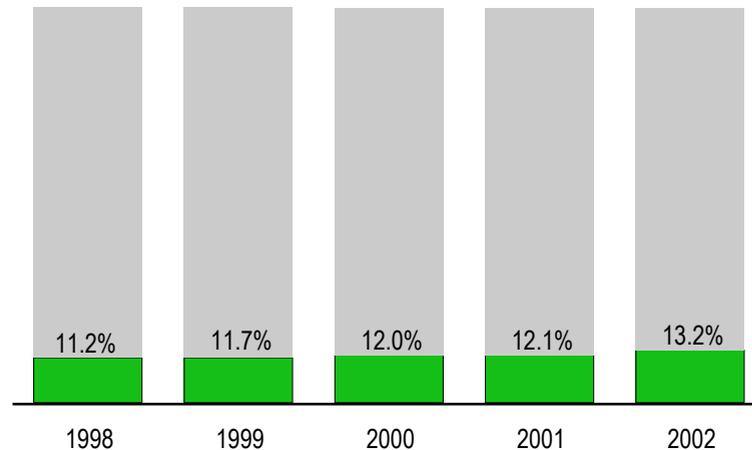
Station Trends

Spanish-Language Radio Reaches All-Time High

The number of Hispanics living in the U.S. is rapidly growing, now representing more than 13 percent of the population in Arbitron Metros. Accordingly, more people than ever are listening to Spanish-language radio. The number of Spanish-language radio stations has increased by more than 100 in the past four years, reaching 664 in 2002.



Number of Hispanic Radio Stations in the U.S.



Hispanic Population Percentages for Arbitron Metros

Sources: MaximiSer® Plus National Regional Database, Spring 2002, Mon-Sun, 5AM-5AM, All Hispanic Markets; and Market Statistics

Radio Reaches All Ages

Battle of the Sexes

The number of Hispanic people listening to radio weekly is fairly consistent across genders for people 18-64, with Hispanic Women 18+ tuning in just slightly more than Hispanic Men 18+. Interestingly, older Hispanic people 65+ of both sexes are the least likely to tune in to radio each week. Among Hispanic men, share of radio listening (95 percent) peaks among 25- to 34-year-olds. For Hispanic females, listening peaks among teens (97 percent) and remains almost as strong among young Adults 18-24.

□

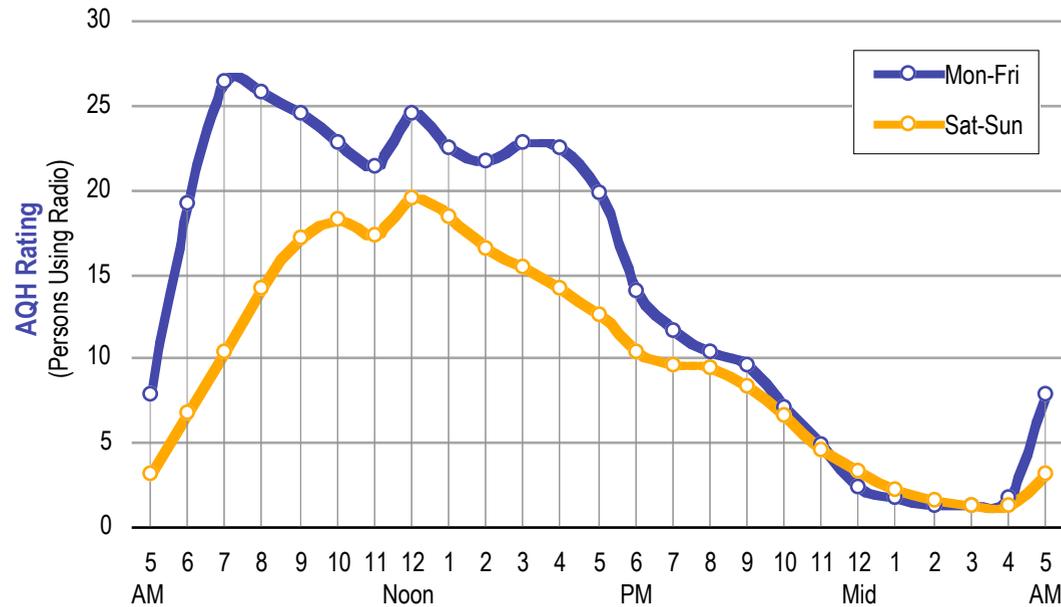


Source: Maximizer® Plus National Regional Database, Spring 2002, Mon-Sun, 6AM-Mid, All Hispanic Markets

Hour-by-Hour Listening

Timing Is Everything

Radio listening among the Hispanic audience starts picking up at 6AM weekday mornings and remains strong through 6PM, after which it starts to taper off. Peak listening times on Saturday and Sunday center around the noon hour—from 9AM to 3PM. Listening is lowest on both weeknights and weekend nights from 12Midnight to 5AM.



Hour-by-Hour Listening, AQH Rating

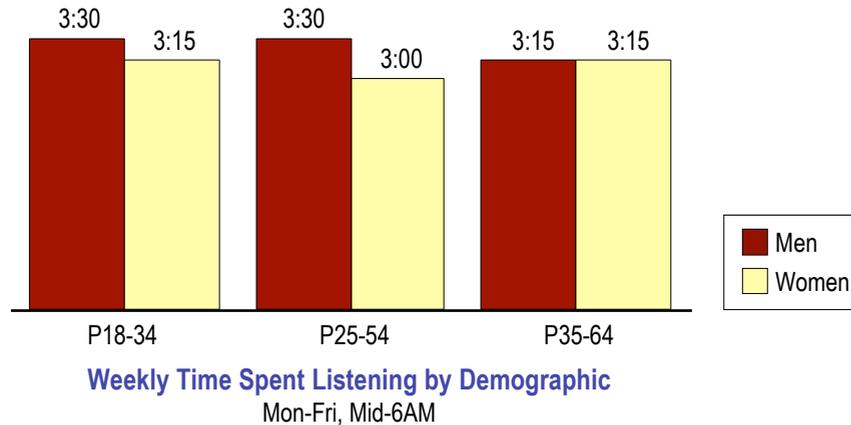
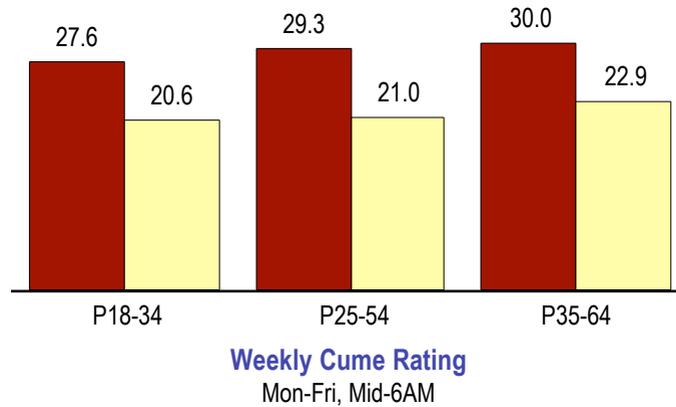
Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Sun, 5AM-5AM, All Hispanic Markets*

Overnight Listening

Tuning In at Twilight

Among all age groups, Hispanic men listen overnight more than Hispanic women, with Men 35-64 more likely to be late-night listeners (30 percent) than other groups. Meanwhile, Hispanic Women 35-64 are more likely to tune in late at night (23 percent) than their younger counterparts. Hispanic men spend slightly more time listening than Hispanic women.

□

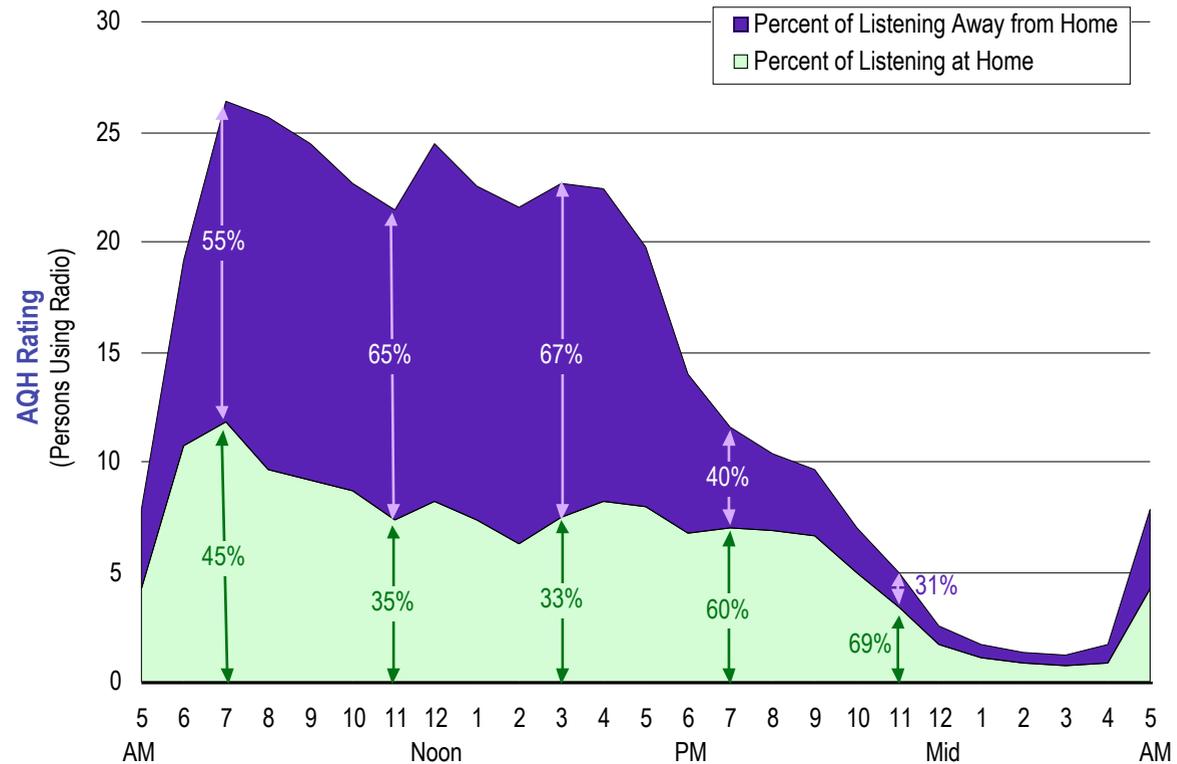


Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Fri, 6AM-Mid, All Hispanic Markets*

Where Hispanic People Listen: Weekdays

Radio Is a Moving Medium

On weekdays before 7AM and after 7PM, the vast majority of Hispanic listeners are listening at home. Between those hours a giant shift occurs, with more than half of Hispanic listeners tuning in someplace away from their homes.



Weekday Listening, AQH Rating

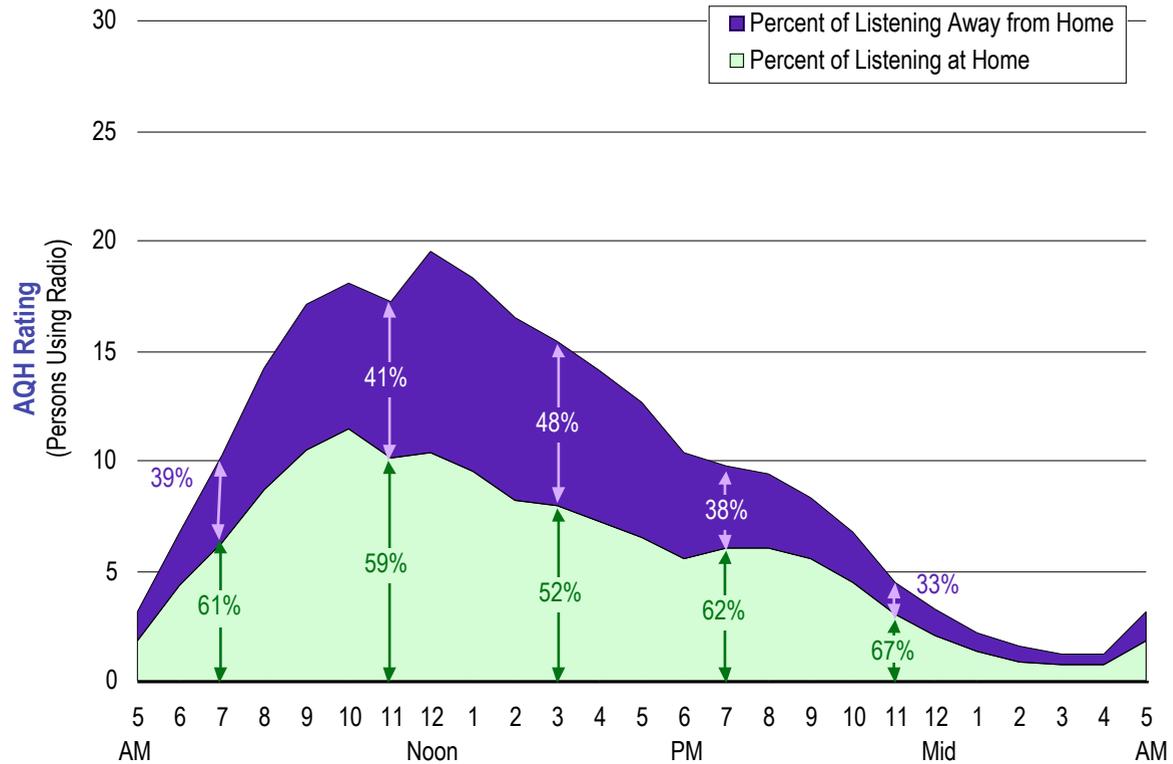
Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)

Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM, All Hispanic Markets*

Where Hispanic People Listen: Weekends

Strong Weekend Listening at Home

Not surprisingly, listening on weekends is more likely to take place in the home than outside of it. Around-the-clock, the majority of Hispanic listeners tune in at home. Away-from-home weekend listening is highest from 12Noon through 7PM.



Weekend Listening, AQH Rating

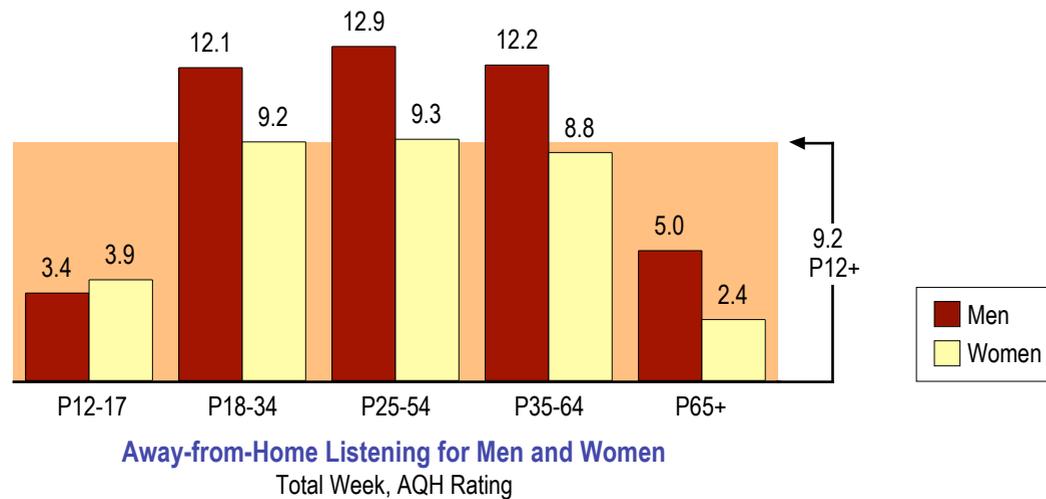
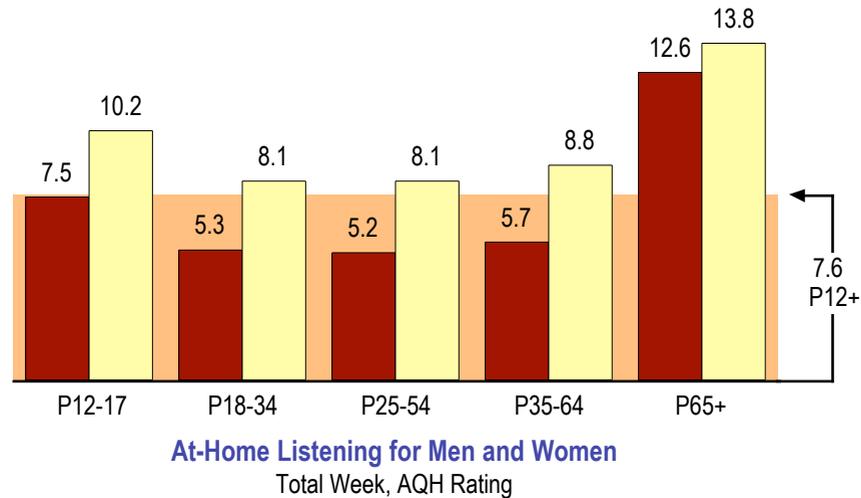
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

Source: MaxInfo® Plus National Regional Database, Spring 2002, Sat-Sun, 5AM-5AM, All Hispanic Markets

Where Hispanic Men and Women Listen

Home Is Where Women Are Listening

Hispanic women in general are more likely to listen at home than are Hispanic men. Hispanic Men 25-54 are most likely to listen at places outside the home. Women 65+ and Men 65+ are most likely to listen at home.



Source: MaxInfo® Plus National Regional Database, Spring 2002, Mon-Sun, 6AM-Mid, All Hispanic Markets

Listening Location

At Home, at Work, or in the Car—Radio Goes Everywhere

Radio has the flexibility to reach Hispanic listeners at home, in their cars, at work, and at other away-from-home locations. Listening shifts along with people's movements during the day. At-home listening peaks from 7PM to 12Midnight (66 percent). In-car listening is highest during commuting times (32 percent), and at-work listening is highest (43.5 percent) on weekdays from 10AM to 3PM. The majority of weekend listening (54 percent) takes place at home.



	Home	Car	Work	Other
Mon-Sun 6AM-Mid	45.2%	25.9%	26.0%	2.8%
Mon-Fri 6AM-10AM	43.0%	30.0%	25.5%	1.4%
Mon-Fri 10AM-3PM	33.6%	20.4%	43.5%	2.5%
Mon-Fri 3PM-7PM	38.5%	33.2%	25.4%	2.9%
Mon-Fri 7PM-Mid	66.2%	19.0%	11.2%	3.5%
Weekend 10AM-7PM	54.1%	27.5%	13.9%	4.6%

Distribution of AQH Radio Listeners by Listening Location

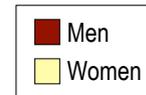
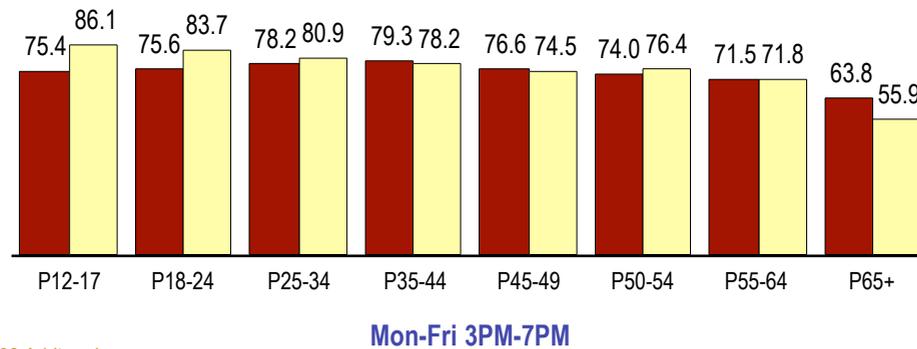
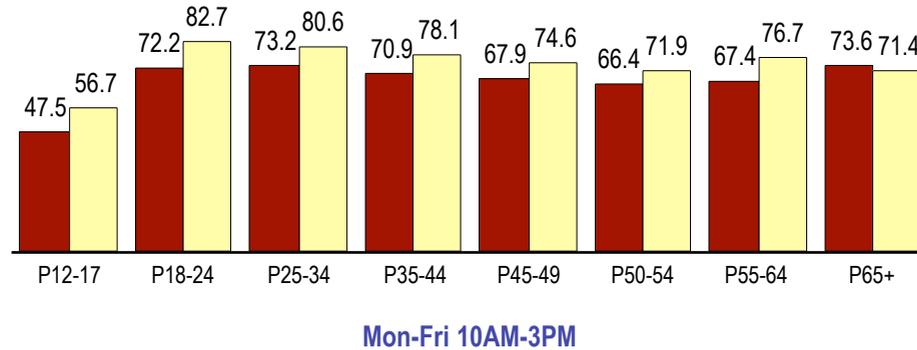
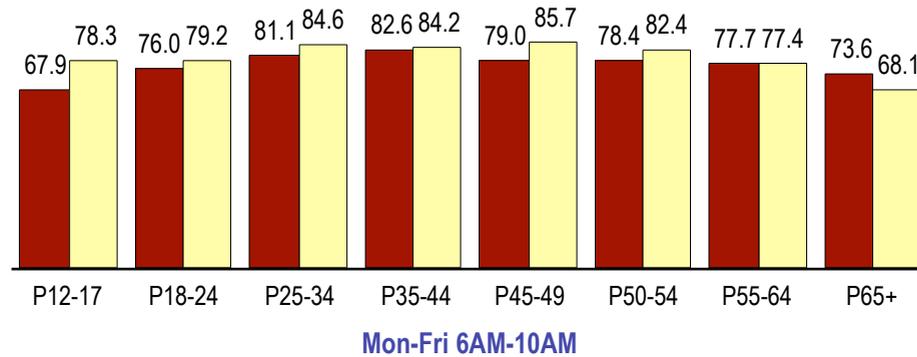
Persons 12+

Source: *Maximiser® Plus National Regional Database, Spring 2002, All Hispanic Markets*

Listening by Daypart

Who's Listening When

Hispanics in different age groups listen to radio at different times. Peak listening times for most Hispanic men and women are weekday mornings from 6AM to 10AM and late afternoons from 3PM to 7PM. The Monday-Friday midday time slot (10AM-3PM) captures the attention of more Hispanic women than men. Monday through Friday, the most dedicated nighttime listeners are Hispanic teens and young Adults 18-24. Hispanic teenage girls and young Hispanic women, ages 18-24, are the most likely groups to tune in on weekends.

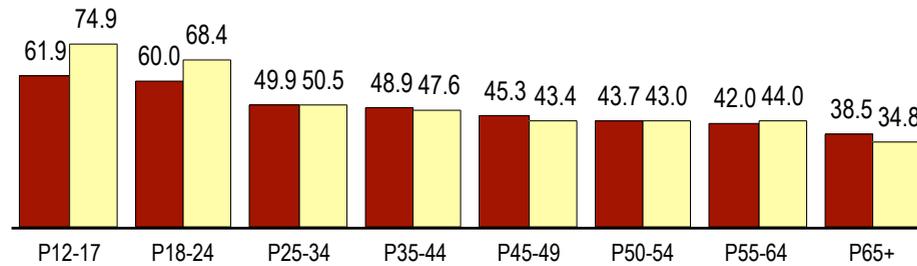


Note: Figures above are Cume Ratings.

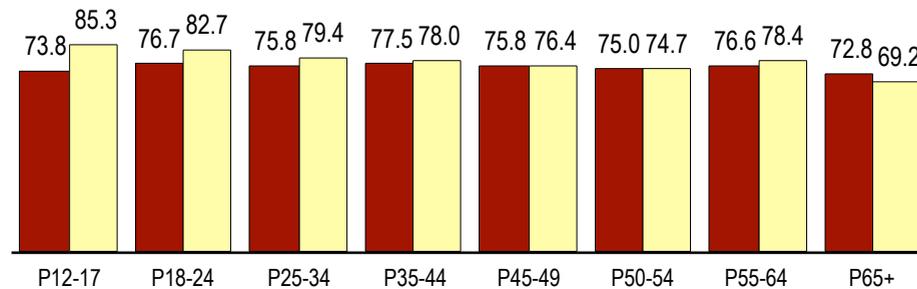
Source: MaxInfo® Plus National Regional Database, Spring 2002

Listening by Daypart

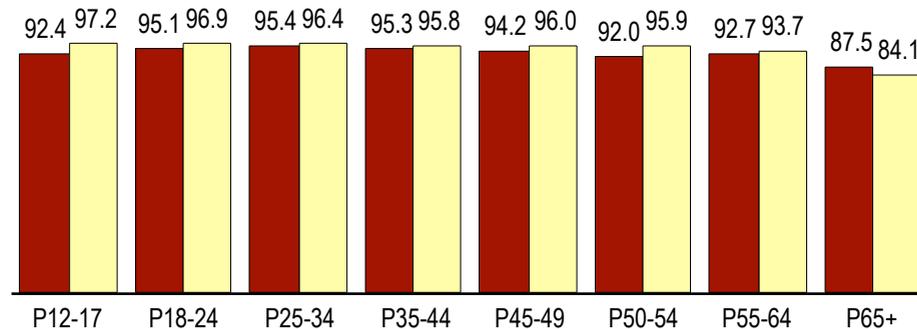
(continued from page 12)



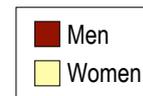
Mon-Fri 7PM-Mid



Sat-Sun 6AM-Mid



Mon-Sun 6AM-Mid



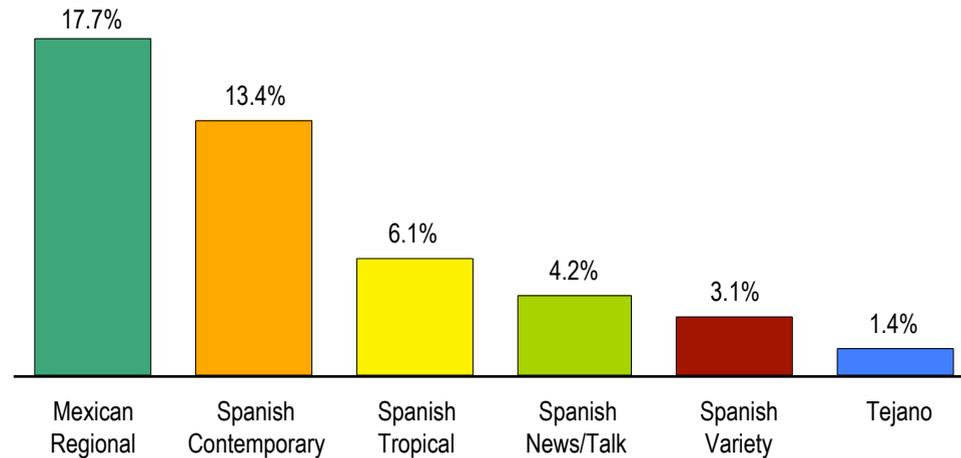
Note: Figures above are Cume Ratings.

Source: MaximiSer® Plus National Regional Database, Spring 2002

Hispanic People's Favorite Formats

With a 17.7 percent AQH share, Mexican Regional is by far the favorite Spanish-language format of Hispanics in the U.S. Spanish Contemporary (13.4 percent) comes in a fairly close second, followed by Spanish Tropical (6.1 percent) as a distant third.

CHR, which garners a 14.6 percent AQH share, is the favorite English-language format among Hispanic Americans.



Spanish-Language Format Share for Hispanics

Persons 12+, AQH Share

Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM, All Hispanic Markets*

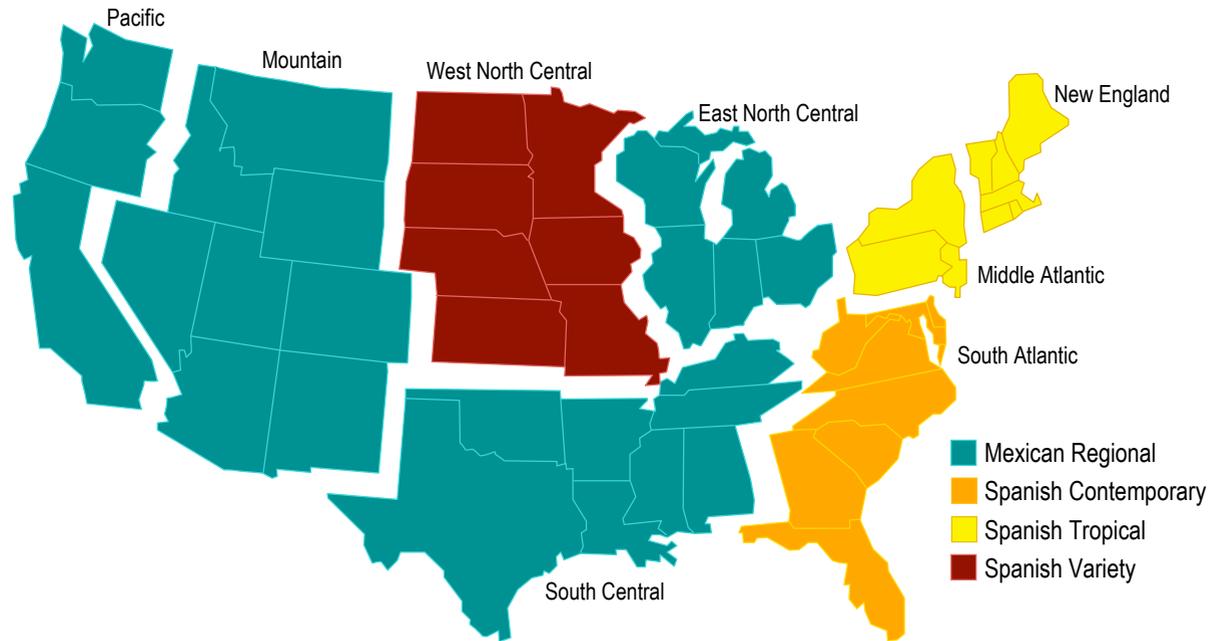
Spanish Formats by Region

Mexican Regional is the most listened-to Spanish-language format in the East North Central, Mountain, Pacific and South Central regions.

Spanish Contemporary is the most listened-to Spanish-language format in the South Atlantic region.

Spanish Tropical is the most listened-to Spanish-language format in the Middle Atlantic and New England regions.

Spanish Variety is the most listened-to Spanish-language format in the West North Central region.

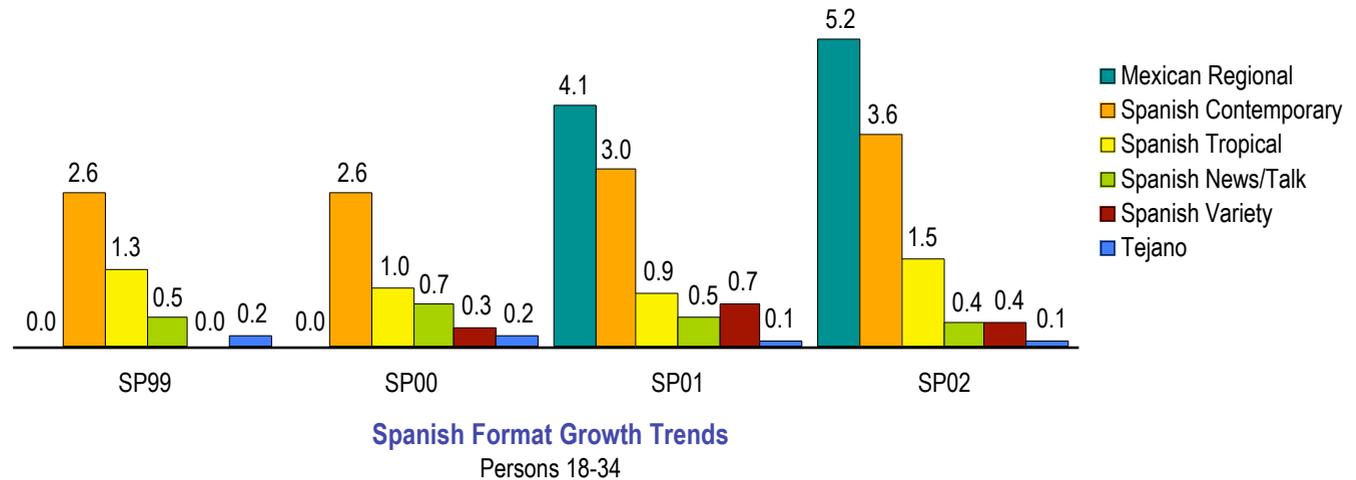
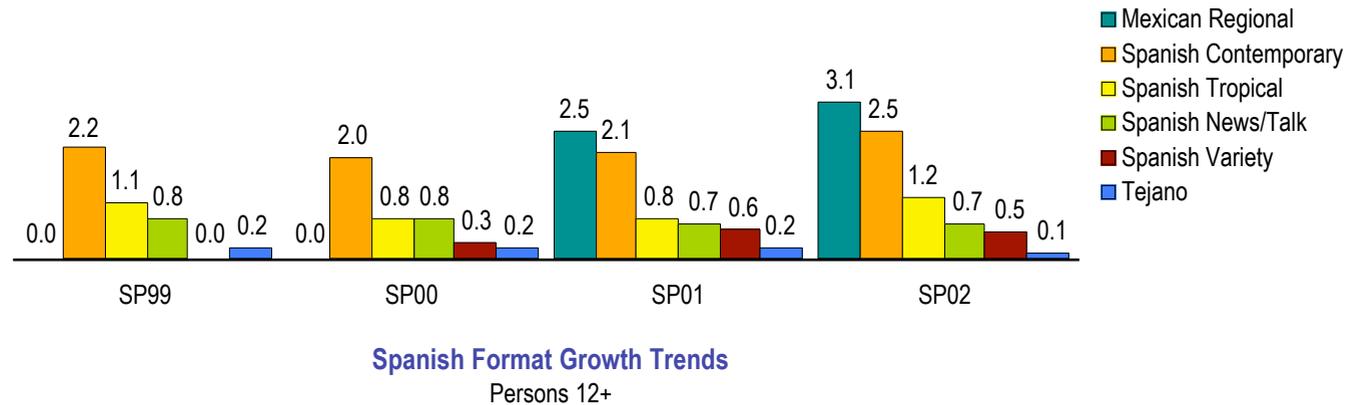


Source: *MaximSer® Plus National Regional Database, Spring 2002, Mon-Fri, 5AM-5AM, All Hispanic Markets*

Spanish Format Growth Trends

In the nation's largest cities, some of the top radio stations are Spanish-language, not just among Hispanics, but among everyone. Among Total Persons 12+ in the U.S., Spanish-language stations captured an 8.1 percent AQH share in 2002, up 1.1 percent from 2001.

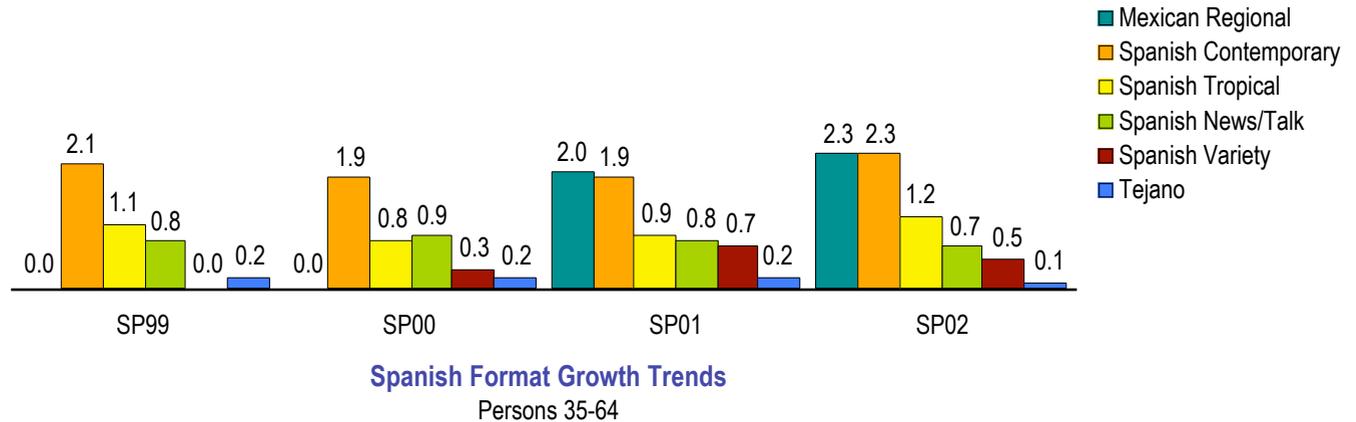
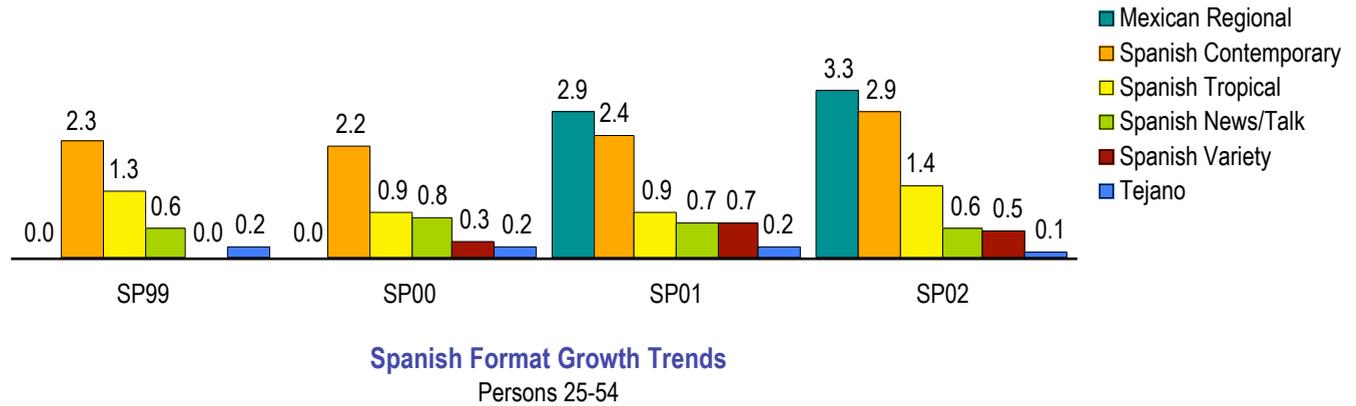
Listenership to almost every Spanish-language format has either grown or held steady over the past few years. Mexican Regional and Spanish Contemporary formats demonstrated the strongest growth trends among Spanish-language formats, recording AQH share increases across every age group.



Source: American Radio Listening Trends, Continuous Measurement Markets (Includes Black and Other)

Spanish Format Growth Trends

(continued from page 16)



Source: American Radio Listening Trends, Continuous Measurement Markets (Includes Black and Other)

Adult Contemporary

Encompasses all variants of Adult Contemporary: Soft/Light, Hot AC, Mainstream AC, Modern AC and Adult Rock.

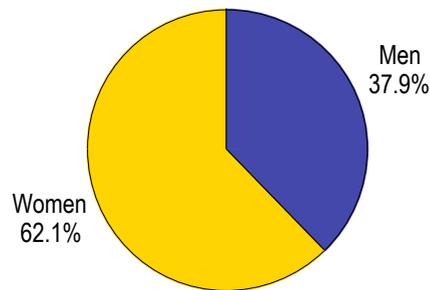
A Few Format Highlights

Adult women make up the majority of the Hispanic audience for Adult Contemporary stations (62 percent); adult Men 18+ are 38 percent of the audience. Fifty-eight percent of the Hispanic audience for Adult Contemporary are 25 to 44 years of age.

Hispanic AC listeners are slightly more likely than the average Hispanic consumer to own their own homes. Sixty-three percent of Hispanic AC listeners have children in the household, which is slightly above the national Hispanic average of 61 percent.

Note: Due to rounding, totals may differ.

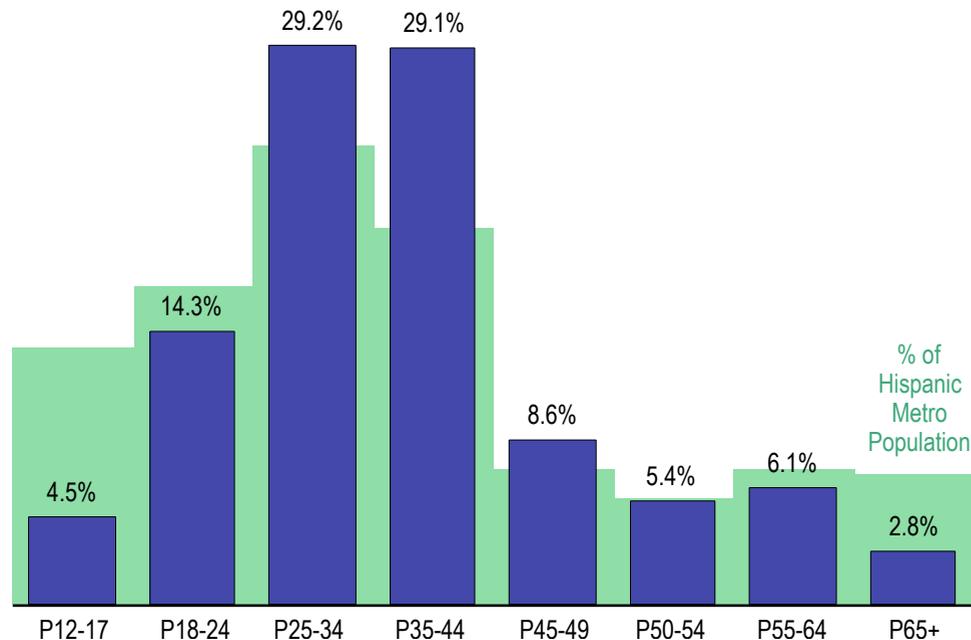
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.



Listeners 18+
Mon-Sun, 6AM-Mid

AC	4.4%
Hot AC	2.4%
Soft AC	0.8%
Modern AC	0.6%
Total AC	8.2%

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



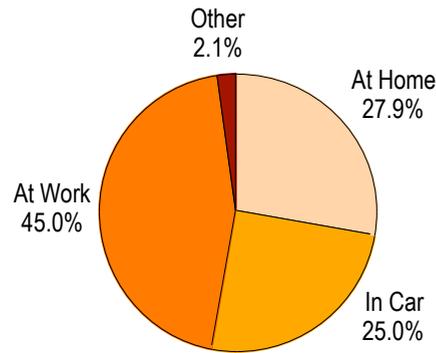
Audience Composition

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

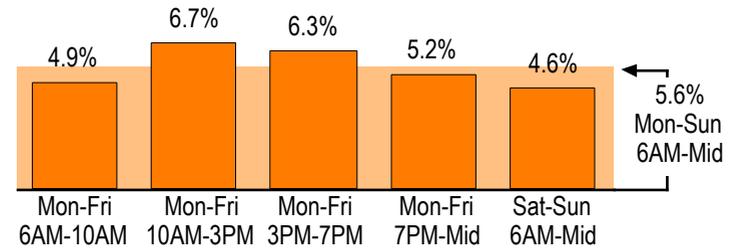
Adult Contemporary

Adult Contemporary is a popular at-work listening choice among Hispanics. Correspondingly, the format's AQH share of Hispanic listening peaks 10AM-3PM, Monday through Friday.

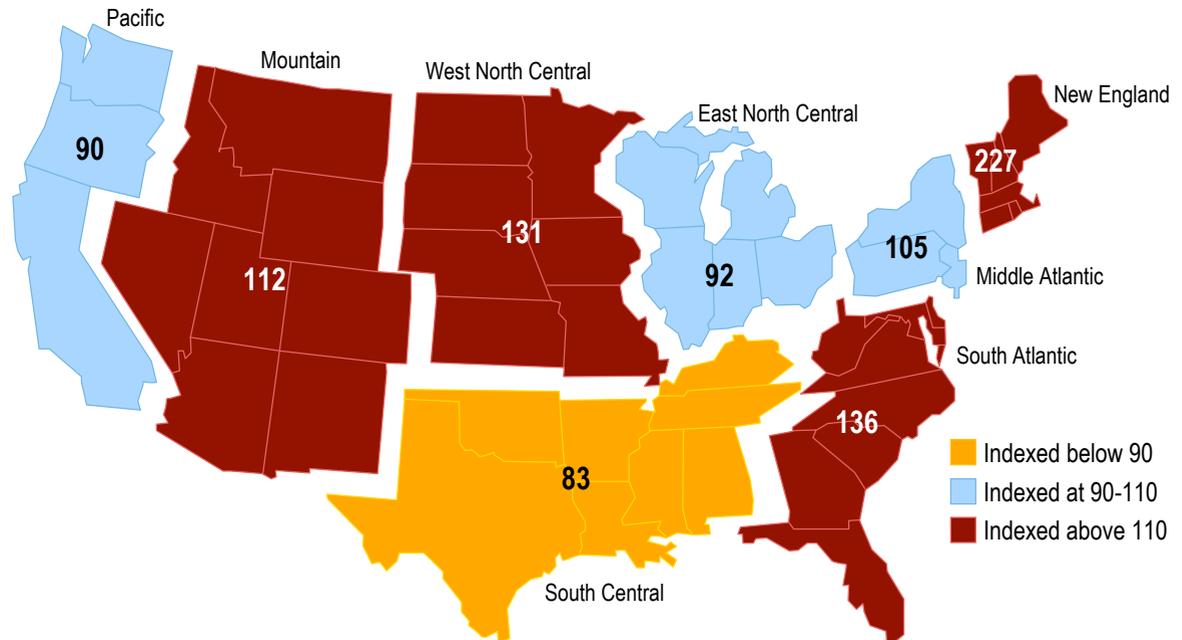
Adult Contemporary captures above-average shares of the Hispanic audience in the Mountain, West North Central, New England and South Atlantic regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, and from Scarborough USA+, Release 1, 2002.

Adult Contemporary

Purchasing Behavior

Hispanic AC fans are 30 percent more likely than the average Hispanic consumer to buy a new full-sized car within the next year and 28 percent more likely to buy a new SUV. They are 13 percent more likely than the typical Hispanic consumer to buy furniture within the next year. Hispanic AC listeners spend about \$107 per week on groceries, which corresponds to the national Hispanic average.

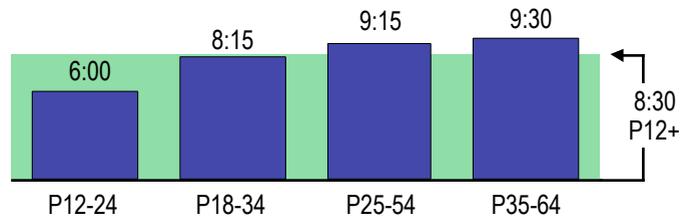
Forty-four percent of the Hispanic AC audience have investments, such as stocks, bonds, money market accounts and mutual funds.

Leisure Activities

Hispanic AC listeners are 33 percent more likely than the general Hispanic population to go in-line skating and 26 percent more likely to go snow skiing. About one-quarter usually see a new movie within the first two weeks of opening, which is well above the national average. Nearly two-thirds of Hispanic AC fans patronize fast-food restaurants 5+ times per month.

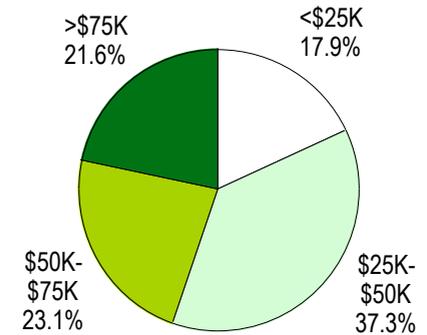
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid



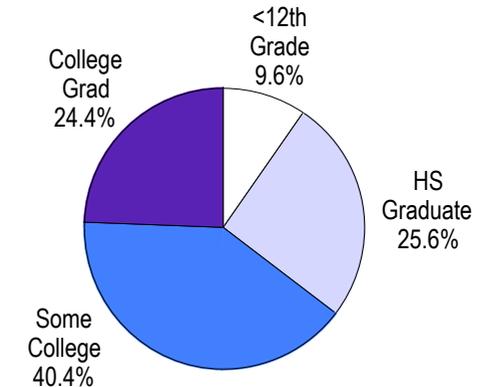
Household Income

Persons 18+

Adult Contemporary Strengths

This format's Hispanic listeners are more likely to:

	% of Category Adult Contemporary Listeners Represent	% of Adult Contemporary Listeners	Index (100= National Average)
Buy a new full-sized car in the next 12 months	28.40%	1.90%	130
Buy a new SUV in the next 12 months	27.94%	4.75%	128
Buy furniture in the next 12 months	24.56%	24.52%	113
Have/use investments	24.17%	44.02%	111
Have gone in-line skating in the past 12 months	29.01%	7.78%	133
Have gone snow skiing in the past 12 months	27.45%	4.38%	126
Have eaten at fast-food restaurant 5+ times in the past 30 days	23.93%	61.61%	110
Own residence	22.99%	47.69%	105
Have children in household	22.47%	63.22%	103



Education

Persons 18+

Contemporary Hit Radio

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR" and "Rhythmic CHR."

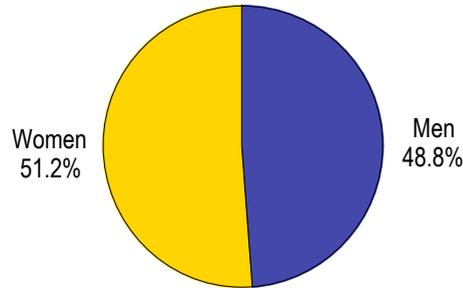
A Few Format Highlights

CHR is the second most popular format among Hispanic listeners. CHR has two percent more Hispanic Women 18+ (51 percent) than Hispanic Men 18+ (49 percent) in its audience. More than 80 percent of CHR listeners are under the age of 35. Teens alone account for almost one-third of the Hispanic audience for CHR.

Hispanic CHR listeners own their own homes at rates that parallel the national average for Hispanics. They are 13 percent more likely than the general Hispanic population to have children in the household.

Note: Due to rounding, totals may differ.

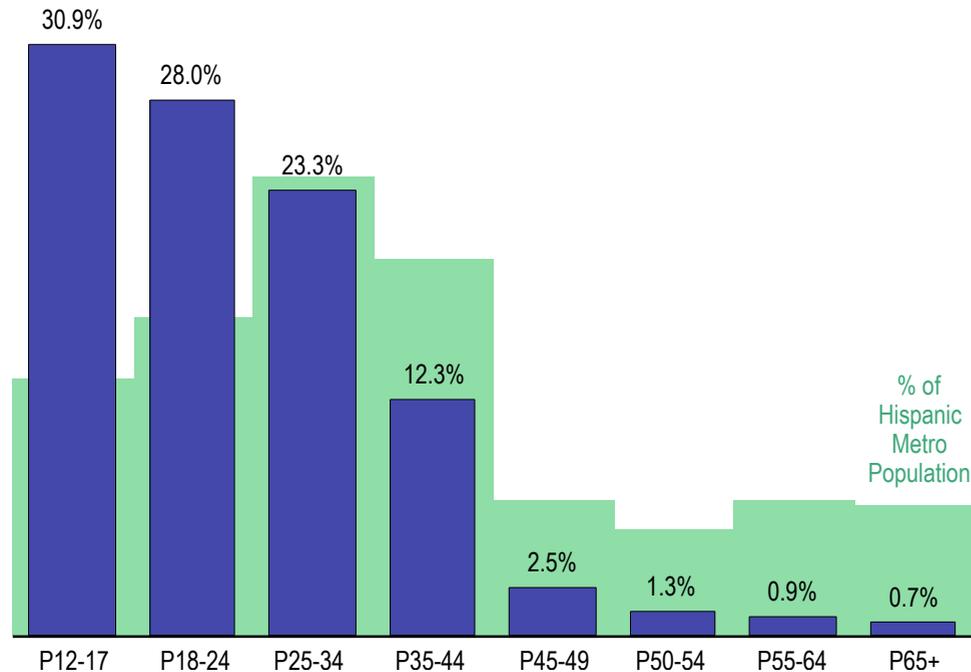
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Listeners 18+
Mon-Sun, 6AM-Mid

Rhythmic CHR	8.5%
Pop CHR	6.1%
Total CHR	14.6%

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

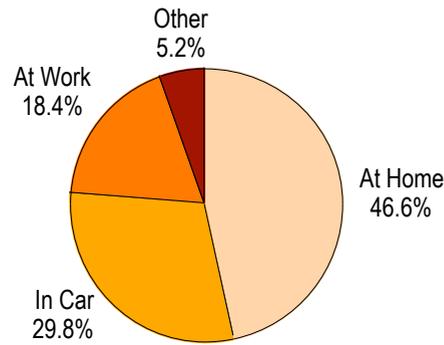


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

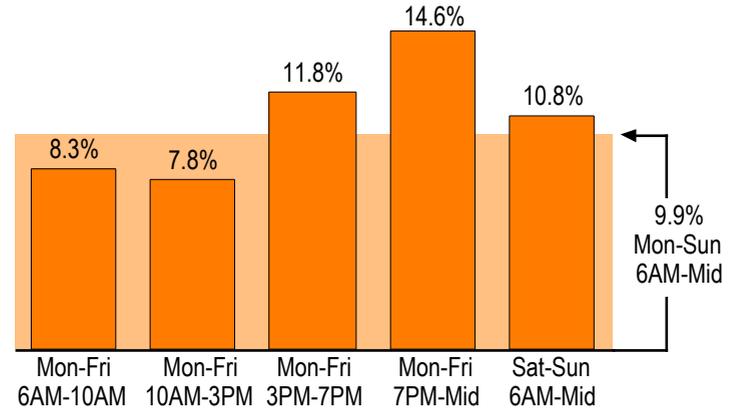
Contemporary Hit Radio

Reflecting its popularity with Hispanic teens and young adults, Contemporary Hit Radio captures its highest share of listening 7PM-Midnight, Monday through Friday. Not surprisingly, much of this listening occurs at home and in the car.

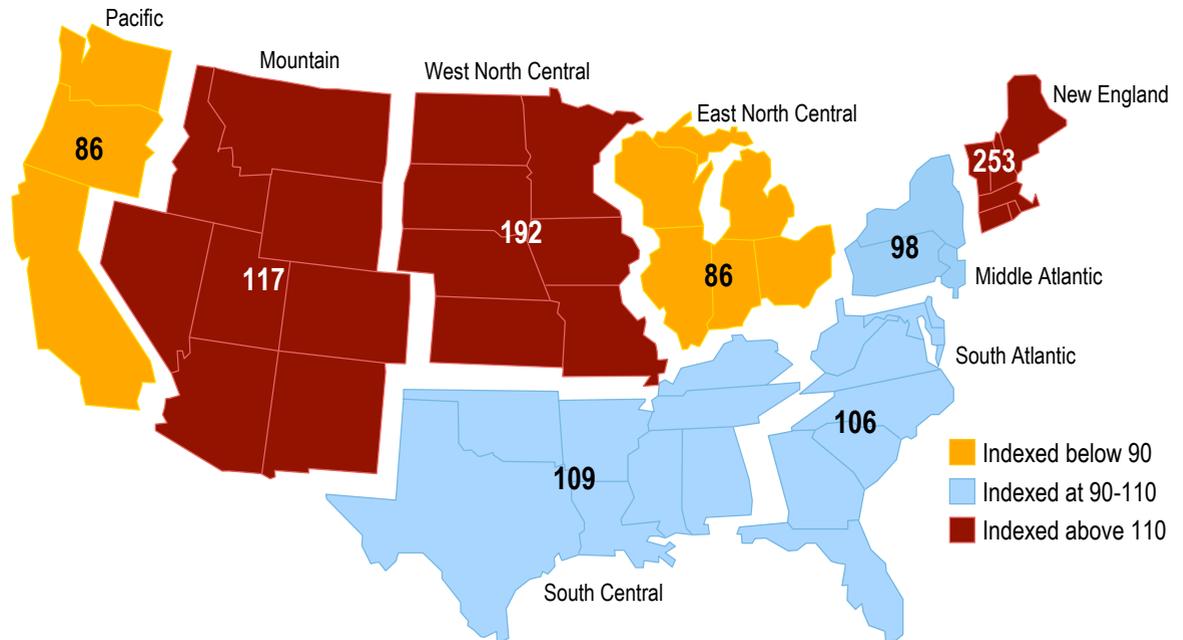
This format is particularly popular among Hispanic listeners in the New England, West North Central and Mountain regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Contemporary Hit Radio

Purchasing Behavior

More than 40 percent of the Hispanics who plan to buy a new luxury vehicle in the next year are CHR listeners. More than one-quarter plan to buy new furniture in the next 12 months. Thirty-one percent of those Hispanics who spend \$200 or more on groceries per week are CHR listeners.

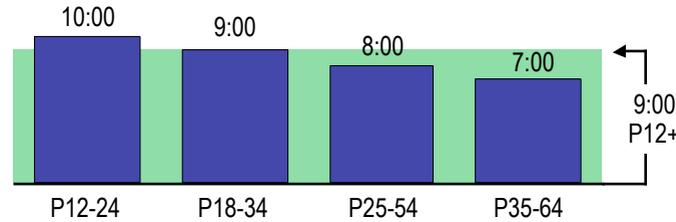
Almost half of Hispanic CHR listeners use debit cards.

Leisure Activities

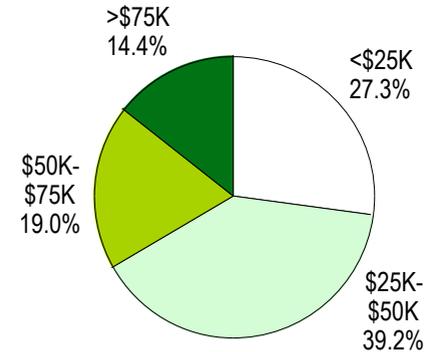
Hispanic CHR listeners enjoy active pastimes, such as extreme sports, in-line skating and bowling. Hispanic CHR fans are enthusiastic moviegoers, with over 28 percent usually seeing a new movie within two weeks of opening. They are 24 percent more likely than the norm to eat at fast-food restaurants 10+ times per month.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Time Spent Listening by Demographic
Mon-Sun, 6AM-Mid

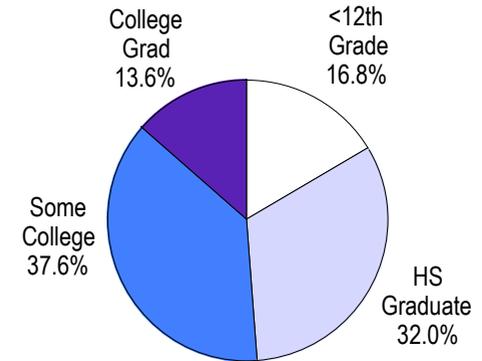


Household Income
Persons 18+

CHR Strengths

This format's Hispanic listeners are more likely to:

	% of Category CHR Listeners Represent	% of CHR Listeners	Index (100= National Average)
Buy a new luxury vehicle in the next 12 months	40.39%	2.84%	141
Buy furniture in the next 12 months	33.51%	25.41%	117
Have spent \$200 or more on groceries in the past 7 days	30.63%	10.17%	107
Use debit cards	33.56%	46.98%	117
Have participated in extreme sports in the past 12 months	44.21%	2.49%	154
Have gone in-line skating in the past 12 months	43.20%	8.80%	150
Have gone bowling in the past 12 months	37.51%	23.41%	131
See a new movie within the first two weeks of opening	38.50%	28.25%	134
Have eaten at fast-food restaurant 10+ times in the past 30 days	35.74%	26.58%	124
Have children in household	32.58%	69.64%	113



Education
Persons 18+

Mexican Regional

Includes Spanish-language artists of Mexican and Latin American descent. Features a mix of romántica, mariachi and tropical music.

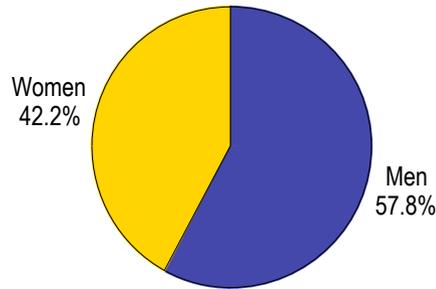
A Few Format Highlights

Mexican Regional is the most popular format among Hispanic listeners. Mexican Regional stations appeal to Hispanic Men 18+ (58 percent) more than Hispanic Women 18+ (42 percent). This format is especially popular among 18- to 44-year-olds, who make up nearly 73 percent of the Hispanic audience for this format.

Hispanic Mexican Regional fans are 17 percent less likely than the general Hispanic population to own their own homes. Nearly three-fourths have children in the household.

Note: Due to rounding, totals may differ.

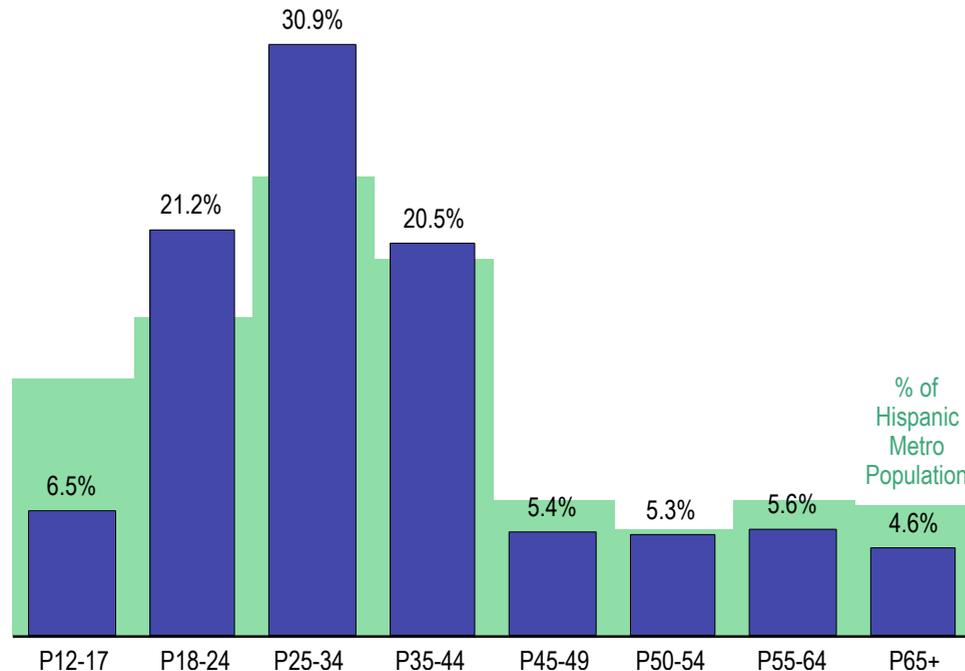
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Mexican Regional 17.7%

AQH Share of Mexican Regional Format
Mon-Sun, 6AM-Mid, Persons 12+

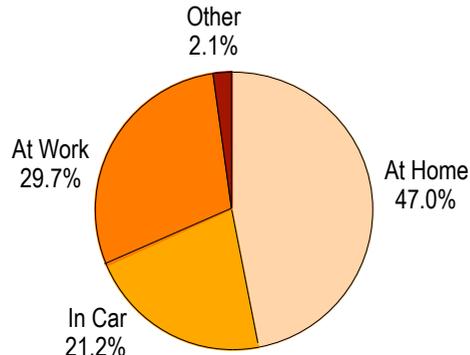


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

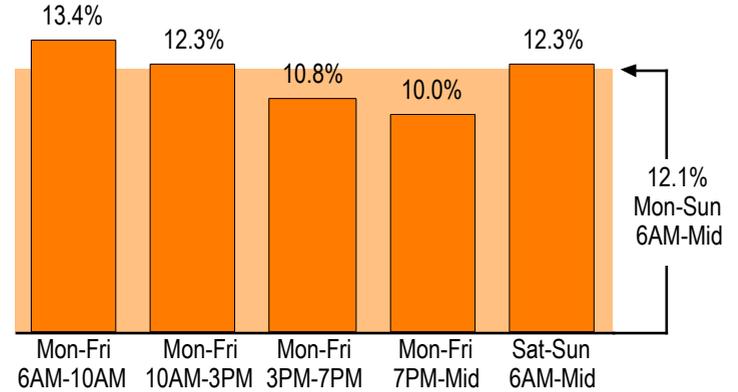
Mexican Regional

Most of the Hispanic listening to Mexican Regional occurs at home and at work. Although it performs well in all dayparts, Mexican Regional is particularly popular among Hispanic listeners in the morning, 6AM-10AM, Monday through Friday.

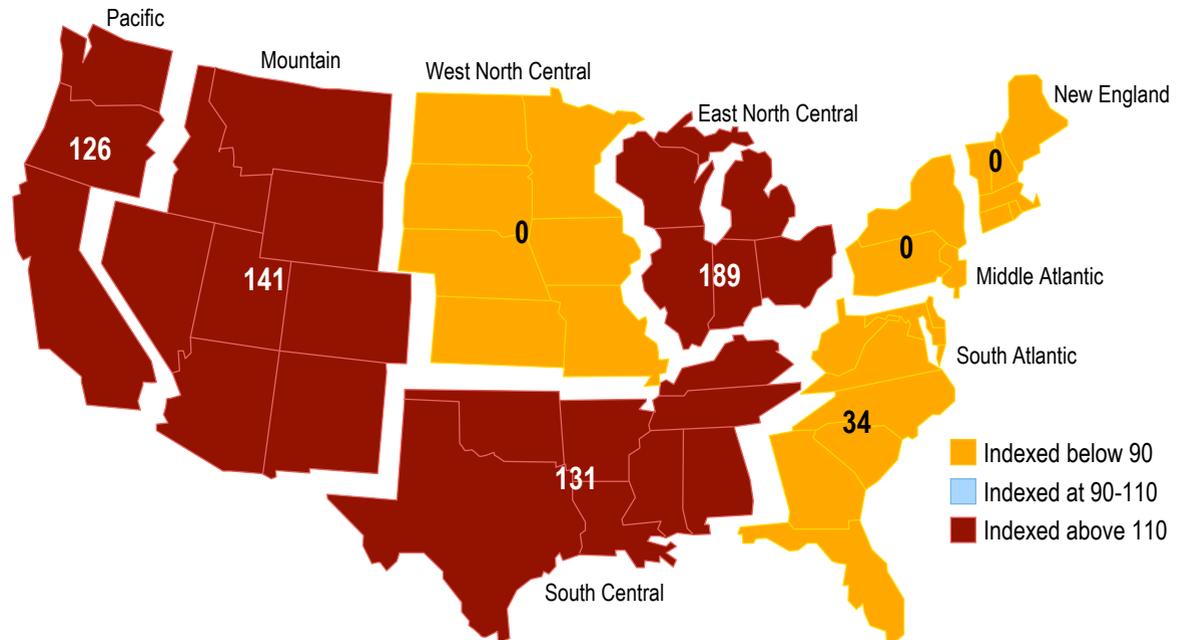
Mexican Regional listeners are most likely to be found in the East North Central, South Central, Mountain and Pacific regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Mexican Regional

Purchasing Behavior

Hispanics who listen to Mexican Regional are 39 percent more likely than the average Hispanic to buy a new pickup truck in the next year and 32 percent more likely than the norm to buy a used one. Twenty-one percent plan to buy furniture in the next 12 months. Hispanic Mexican Regional fans are tied with Spanish Variety listeners for the highest average amount (\$111) spent on groceries per week.

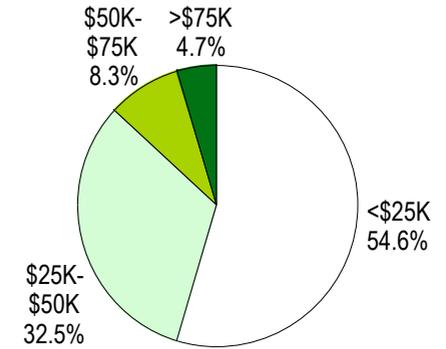
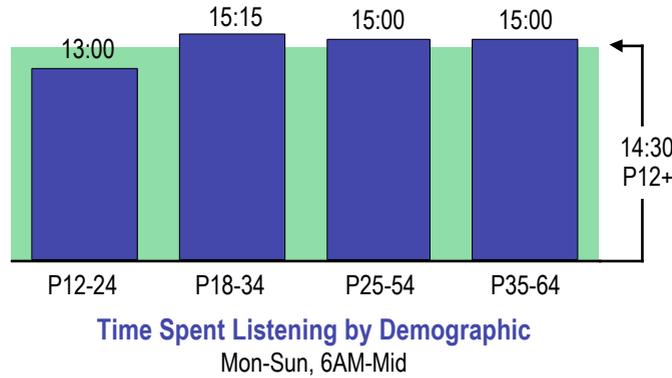
Hispanic Mexican Regional fans consume financial products and services at lower rates than the general Hispanic population.

Leisure Activities

Hispanic Mexican Regional listeners are 29 percent more likely to participate in team sports than the typical Hispanic consumer. About 36 percent usually see a new movie two or more weeks after it opened. Nearly one-quarter eat at fast-food restaurants 10+ times per month.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

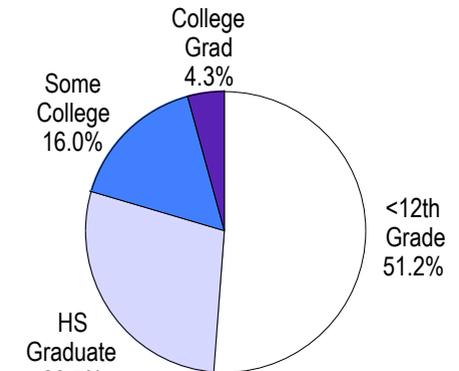


Household Income
Persons 18+

Mexican Regional Strengths

This format's Hispanic listeners are more likely to:

	% of Category Mexican Regional Listeners Represent	% of Mexican Regional Listeners	Index (100= National Average)
Buy a new pickup truck in the next 12 months	29.12%	4.71%	139
Buy a used pickup truck in the next 12 months	27.62%	5.12%	132
Have spent \$200 or more on groceries in the past 7 days	21.59%	9.81%	103
Have participated in team sports in the past 12 months	27.03%	29.00%	129
See a new movie two or more weeks after opening	21.18%	36.25%	101
Have eaten at fast-food restaurant 10+ times in the past 30 days	22.84%	23.26%	109
Have children in household	25.09%	73.45%	120



Education
Persons 18+

Spanish Contemporary

Emphasizes current Spanish-language music hits.

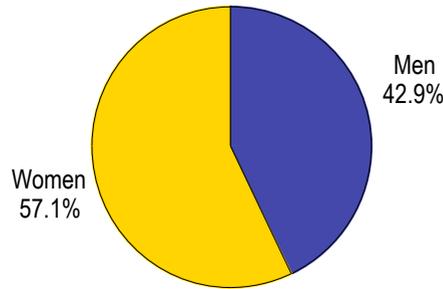
A Few Format Highlights

Spanish Contemporary is the third most popular format among Hispanic listeners. More Hispanic Women 18+ (57 percent) than Hispanic Men 18+ (43 percent) listen to this format. Almost 31 percent of the Hispanic audience to Spanish Contemporary are aged 25-34; 23 percent are aged 35-44.

Hispanic Spanish Contemporary listeners are much less likely (18 percent) than the average Hispanic consumer to own their own homes. Well over two-thirds have children in the household.

Note: Due to rounding, totals may differ.

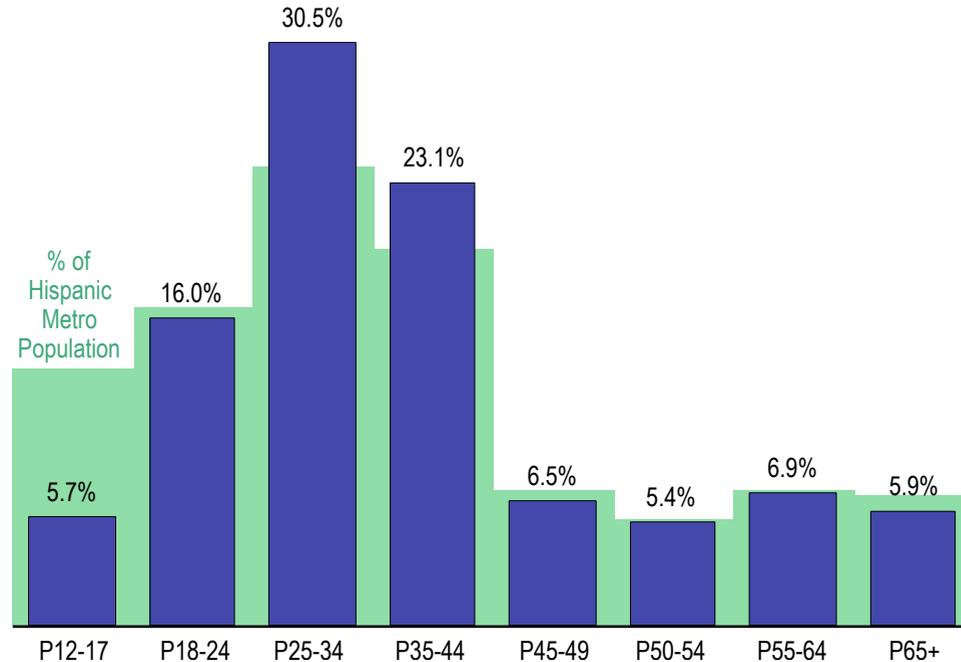
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish Contemporary 13.4%

AQH Share of Spanish Contemporary Format
Mon-Sun, 6AM-Mid, Persons 12+

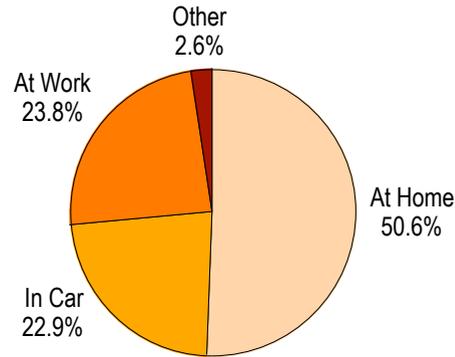


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

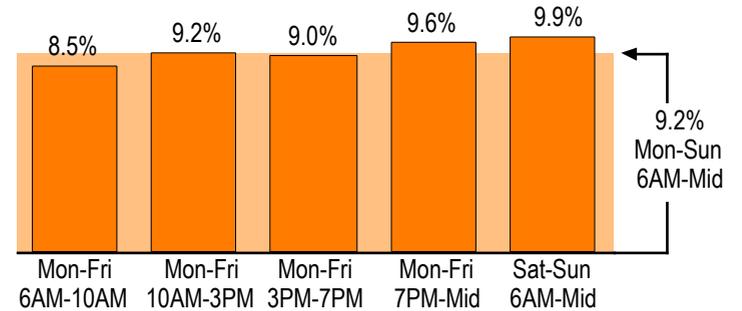
Spanish Contemporary

Spanish Contemporary posts its highest share of Hispanic listening, 9.9 percent, on weekends. Accordingly, Spanish Contemporary is a popular format choice while listening at home.

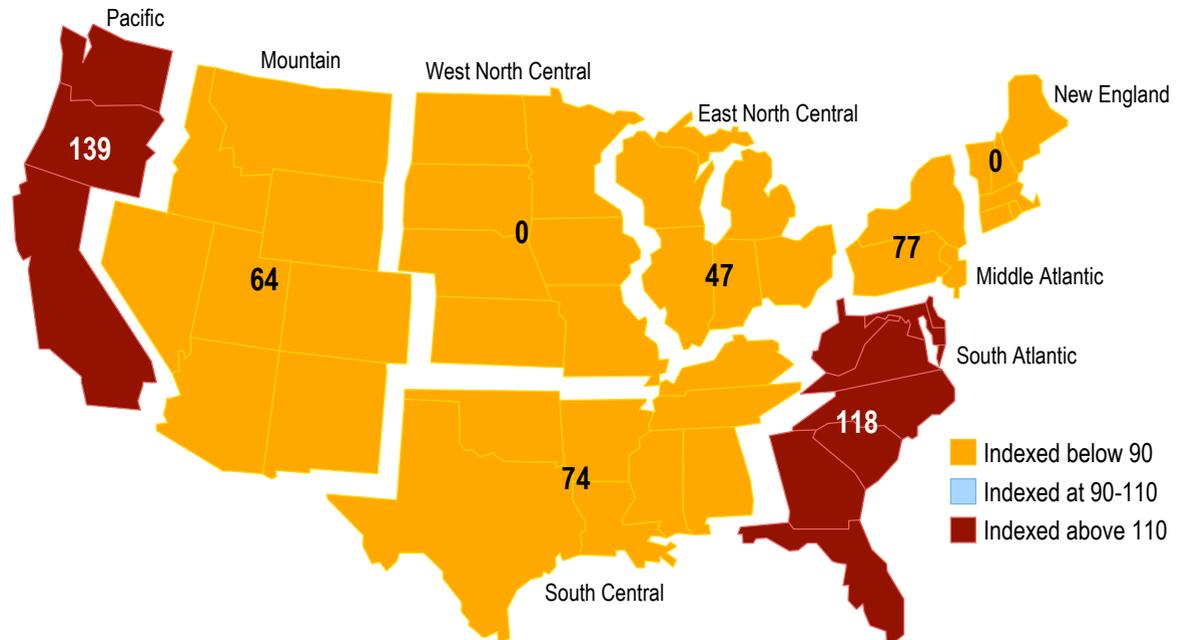
The format is most popular among Hispanics in the Pacific and South Atlantic regions.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Spanish Contemporary

Purchasing Behavior

Hispanics who listen to Spanish Contemporary are 22 percent more likely than the average Hispanic consumer to buy or lease a new van or minivan in the next year and 13 percent more likely to buy a used one. Twenty-two percent plan to buy furniture in the next 12 months. They are 15 percent more likely to spend \$200 or more on groceries per week than the average Hispanic American.

Spanish Contemporary listeners are 16 percent less likely to have a checking account than the general Hispanic population.

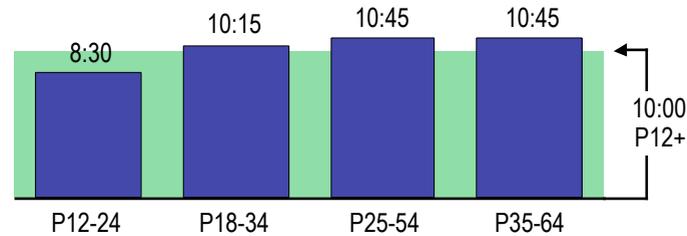
Leisure Activities

About one-third of Hispanic Spanish Contemporary fans jog or run for exercise and nearly 29 percent participate in team sports. They are seven percent more likely than the general Hispanic population to see a new movie within two weeks of opening. More than half of Hispanic Spanish Contemporary listeners patronize fast-food restaurants 5+ times per month, a rate which parallels the national Hispanic average.

□

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



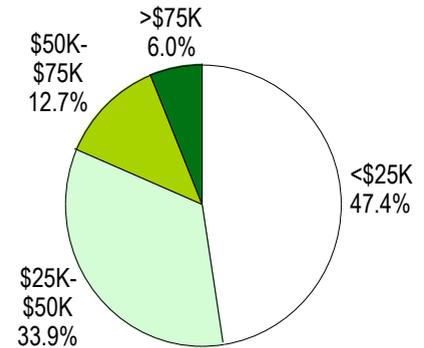
Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid

Spanish Contemporary Strengths

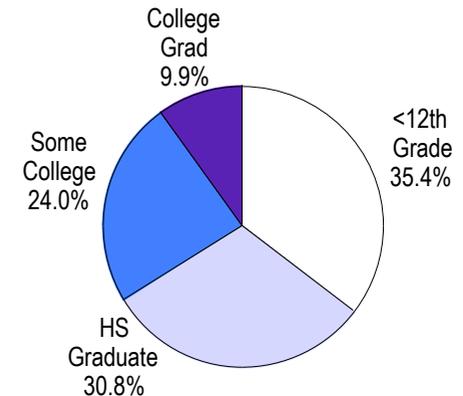
This format's Hispanic listeners are more likely to:

	% of Category Spanish Contemporary Listeners Represent	% of Spanish Contemporary Listeners	Index (100= National Average)
Buy or lease a new van or minivan in the next 12 months	25.97%	3.56%	122
Buy a used van or minivan in the next 12 months	24.16%	3.26%	113
Buy furniture in the the next 12 months	21.53%	22.01%	101
Have spent \$200 or more on groceries in the past 7 days	24.57%	10.99%	115
Have gone jogging/running in the past 12 months	24.62%	33.61%	115
Have participated in team sports in the past 12 months	27.35%	28.88%	128
See a new movie within the first two weeks of opening	22.90%	22.64%	107
Have eaten at fast-food restaurant 5+ times in the past 30 days	21.26%	56.03%	100
Have children in household	23.65%	68.13%	111



Household Income

Persons 18+



Education

Persons 18+

Spanish News/Talk

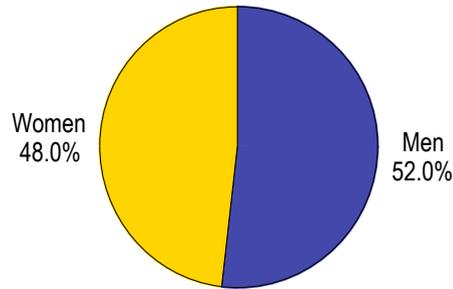
Includes Spanish-language news, business news, talk and sports formats.

A Few Format Highlights

There are slightly more adult men (52 percent) than adult women (48 percent) in the Hispanic listening audience for Spanish News/Talk. The format is most popular with older people aged 65+, who compose more than 25 percent of the format's Hispanic audience.

Thirty-eight percent of Hispanic Spanish News/Talk listeners own their own homes. They are the least likely of any Spanish format group to have children in the household.

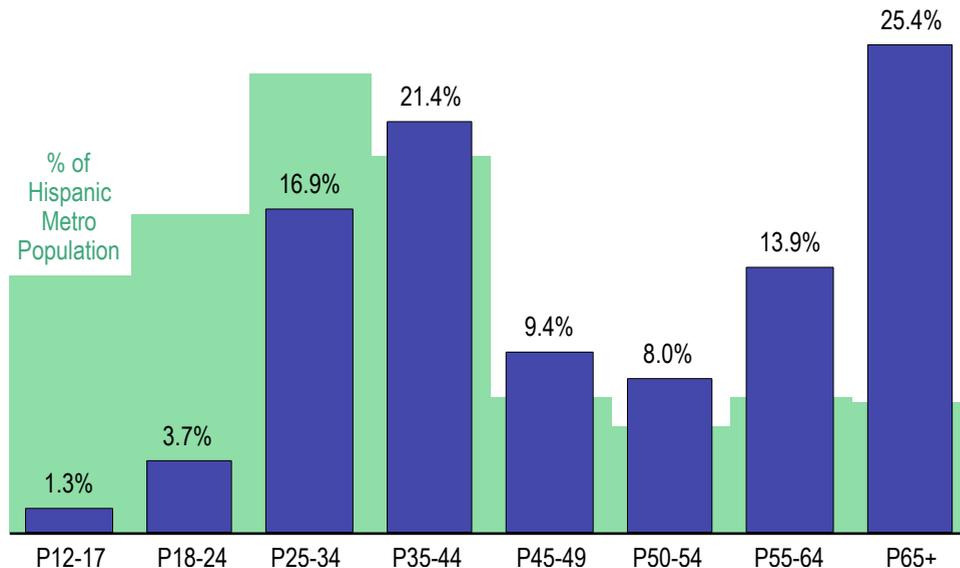
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaxInfo® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.*



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish News/Talk 4.2%

AQH Share of Spanish News/Talk Format
Mon-Sun, 6AM-Mid, Persons 12+

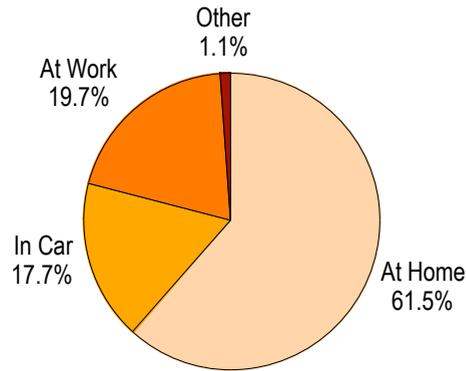


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Spanish News/Talk

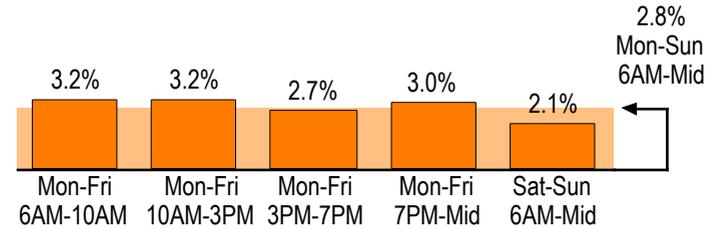
Nearly 62 percent of Hispanic listening to Spanish News/Talk occurs at home. Most listeners tune in during the week, from Monday through Friday.

Spanish News/Talk is particularly popular among Hispanics in the Middle Atlantic region. It also performs well in the South Atlantic and East North Central regions.



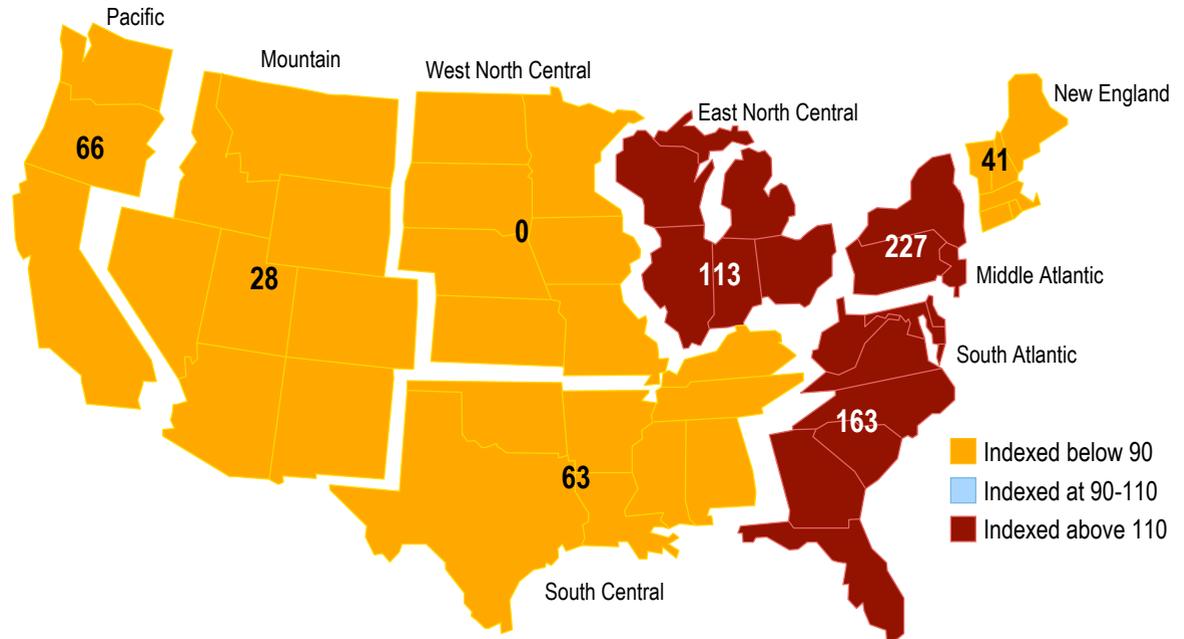
AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaxInfo® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Spanish News/Talk

Purchasing Behavior

Slightly more than 14 percent of Spanish News/Talk listeners plan to buy a new vehicle in the next 12 months. They are the least likely of any Spanish format group to purchase new furniture in the next year. Nearly 37 percent spend between \$100 and \$150 on groceries per week.

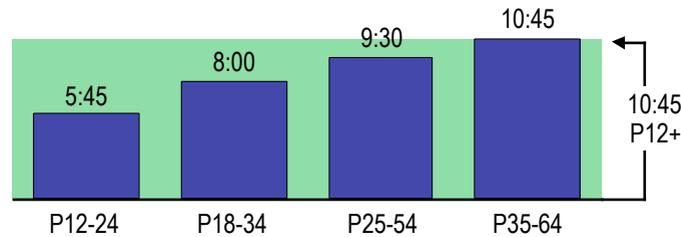
Hispanic Spanish News/Talk fans are tied with Hispanic Mexican Regional listeners as the least likely of any Spanish format group to have a savings account.

Leisure Activities

Interestingly, Hispanics who listen to Spanish News/Talk participate in hobbies and recreational sports at rates well below the norm. More than half of Hispanic Spanish News/Talk fans say they do not go to new movies. They are the least likely of any Spanish format group to frequently eat at fast-food restaurants.

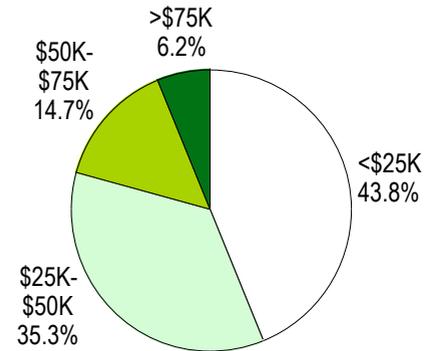
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid



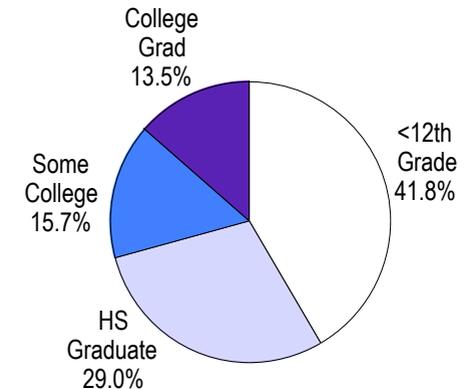
Household Income

Persons 18+

Spanish News/Talk Strengths

This format's Hispanic listeners are more likely to:

	% of Category Spanish News/Talk Listeners Represent	% of Spanish News/Talk Listeners	Index (100= National Average)
Have spent \$100-\$124 on groceries in past 7 days	7.77%	24.52%	111
Have eaten at fast-food restaurant one time in the past 30 days	10.47%	7.13%	150
Have no children in household	7.82%	43.17%	112
Rent residence	8.10%	57.97%	116



Education

Persons 18+

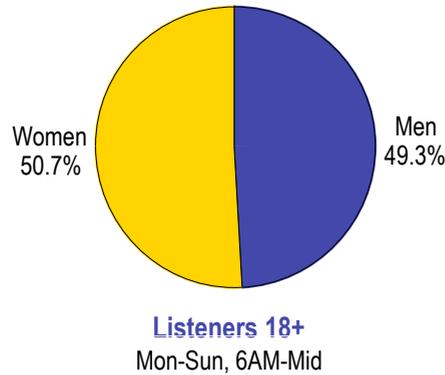
Spanish Tropical

Features salsa and merengue music.

A Few Format Highlights

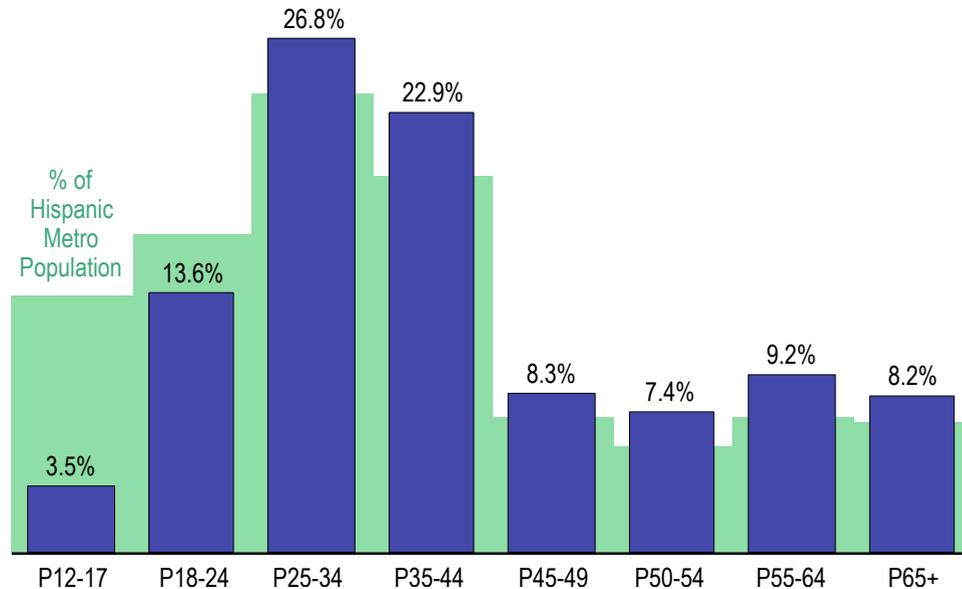
The Hispanic listening audience for Spanish Tropical splits almost evenly between Hispanic Men 18+ (49 percent) and Hispanic Women 18+ (51 percent). Spanish Tropical appeals most to Hispanic adults aged 25-34 and 35-44. Almost 50 percent of the audience for Spanish Tropical formats is included in those two age groups.

Hispanic Spanish Tropical listeners are the least likely of any format group to own their own homes. They are six percent more likely than the average Hispanic consumer to have no children in the household.



Total Spanish Tropical 6.1%

AQH Share of Spanish Tropical Format
Mon-Sun, 6AM-Mid, Persons 12+



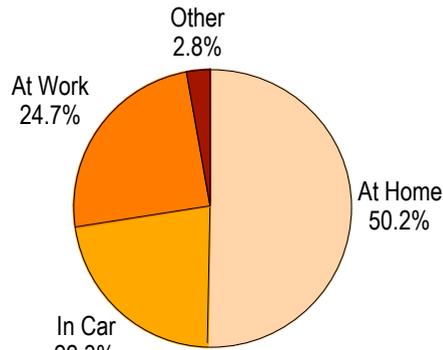
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

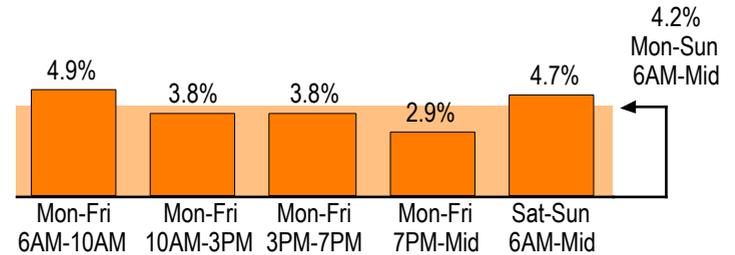
Spanish Tropical

Spanish Tropical captures its highest share of Hispanic listening, 4.9 percent, weekday mornings from 6AM to 10AM. Half of this format's listening occurs away from home.

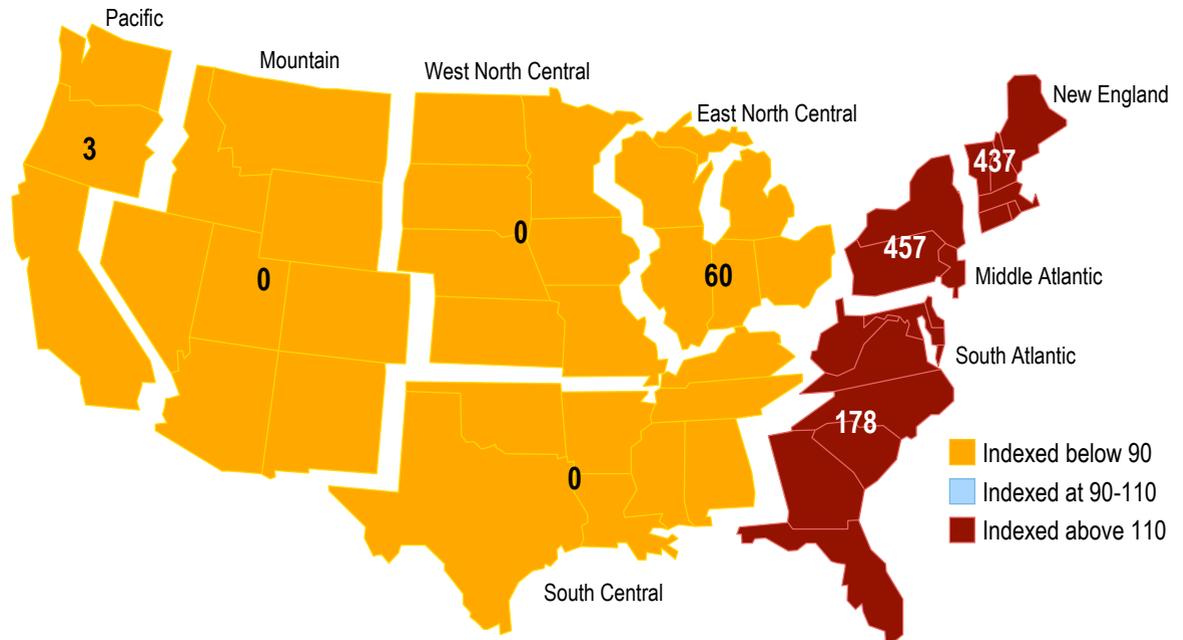
Spanish Tropical is extremely popular among Hispanics in the New England and Middle Atlantic regions. It also performs above average in the South Atlantic region.



AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart
Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Spanish Tropical

Purchasing Behavior

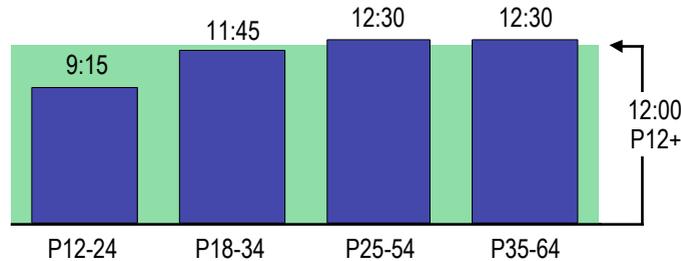
About 17 percent of Hispanic Spanish Tropical listeners plan to buy a used vehicle in the next year. About 22 percent plan to buy furniture in the next 12 months, a percentage that is on par with the national average for Hispanics. Hispanic Spanish Tropical fans are 17 percent more likely than the general Hispanic population to spend \$150-\$199 on groceries per week.

Hispanics who tune in to Spanish Tropical are 42 percent more likely than the typical Hispanic consumer to own bonds and are five percent more likely to have a savings account.

Leisure Activities

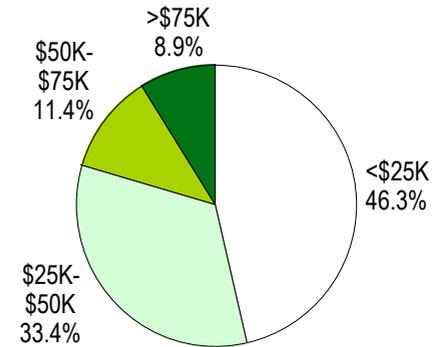
Hispanic Spanish Tropical listeners are 14 percent more likely than the average Hispanic consumer to go powerboating and 10 percent more likely to play tennis. They are the most likely of any Spanish format group to see a movie within the first two weeks of opening. A little more than half of Hispanic Spanish Tropical listeners eat at fast-food restaurants 5+ times per month, a percentage that is slightly below the Hispanic national average.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002, All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid



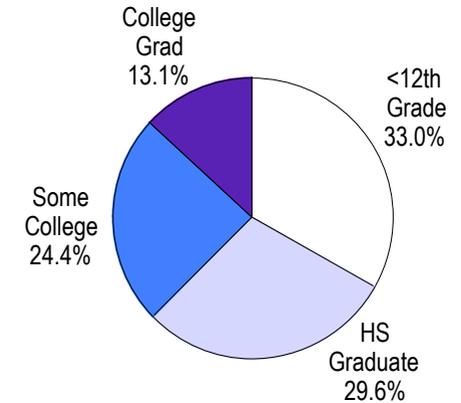
Household Income

Persons 18+

Spanish Tropical Strengths

This format's Hispanic listeners are more likely to:

	% of Category Spanish Tropical Listeners Represent	% of Spanish Tropical Listeners	Index (100= National Average)
Buy furniture in the next 12 months	7.71%	22.05%	101
Have spent \$150-\$199 on groceries in the past 7 days	8.92%	11.85%	117
Have/use bonds	10.81%	13.24%	142
Have/use savings account	8.01%	62.50%	105
Have gone powerboating in the past 12 months	8.67%	6.03%	114
Have played tennis in the past 12 months	8.40%	6.70%	110
See a new movie within first two weeks of opening	9.45%	26.14%	124
Rent residence	10.22%	67.11%	134
Have no children in household	8.09%	40.95%	106



Education

Persons 18+

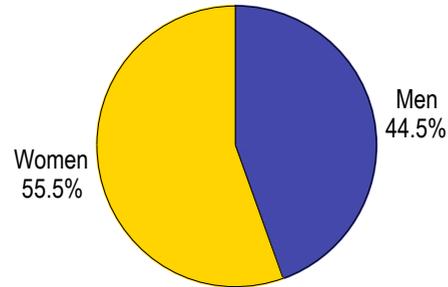
Spanish Variety

Different Spanish music styles and information presented either simultaneously or in blocks.

A Few Format Highlights

Considerably more Hispanic Women 18+ (55.5 percent) than Hispanic Men 18+ (44.5 percent) listen to Spanish Variety. The format is most popular with listeners between the ages of 25 and 44. Only 11 percent of the Hispanic listeners who tune in to Spanish Variety stations are under the age of 25.

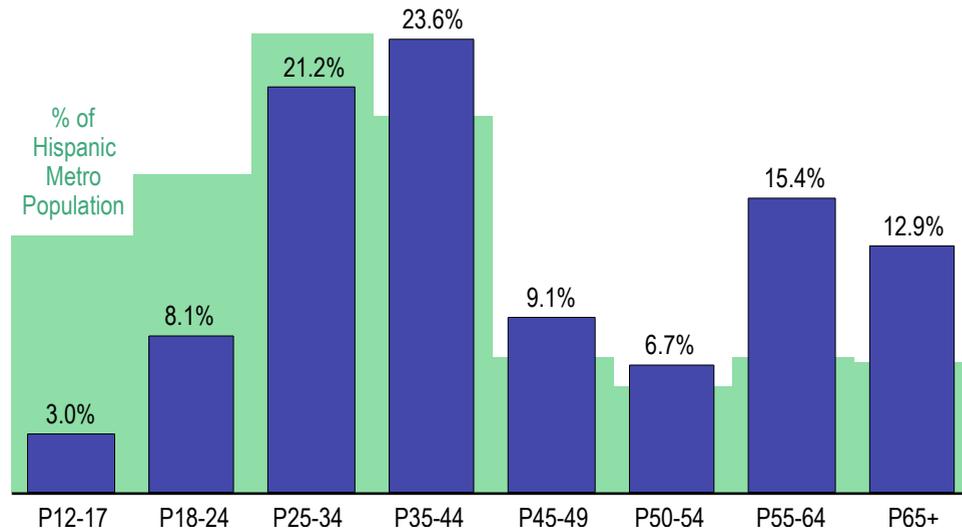
About 40 percent of the Hispanic consumers who listen to Spanish Variety own their own homes. Nearly two-thirds have children in the household.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish Variety 3.1%

AQH Share of Spanish Variety Format
Mon-Sun, 6AM-Mid, Persons 12+



Audience Composition

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

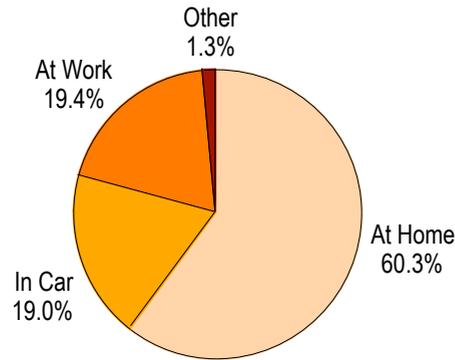
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Spanish Variety

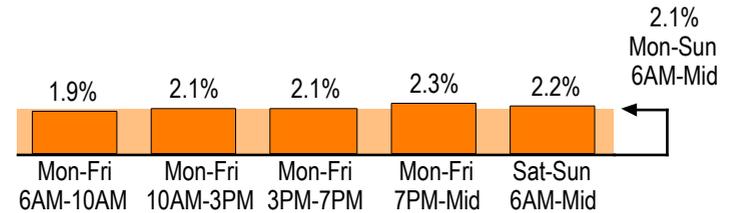
Spanish Variety performs almost equally well across dayparts. More than 60 percent of Hispanic listening to Spanish Variety occurs at home.

Spanish Variety is extraordinarily popular in the West North Central region. It also captures above-average Hispanic audience shares in the Mountain, Pacific and South Central regions.



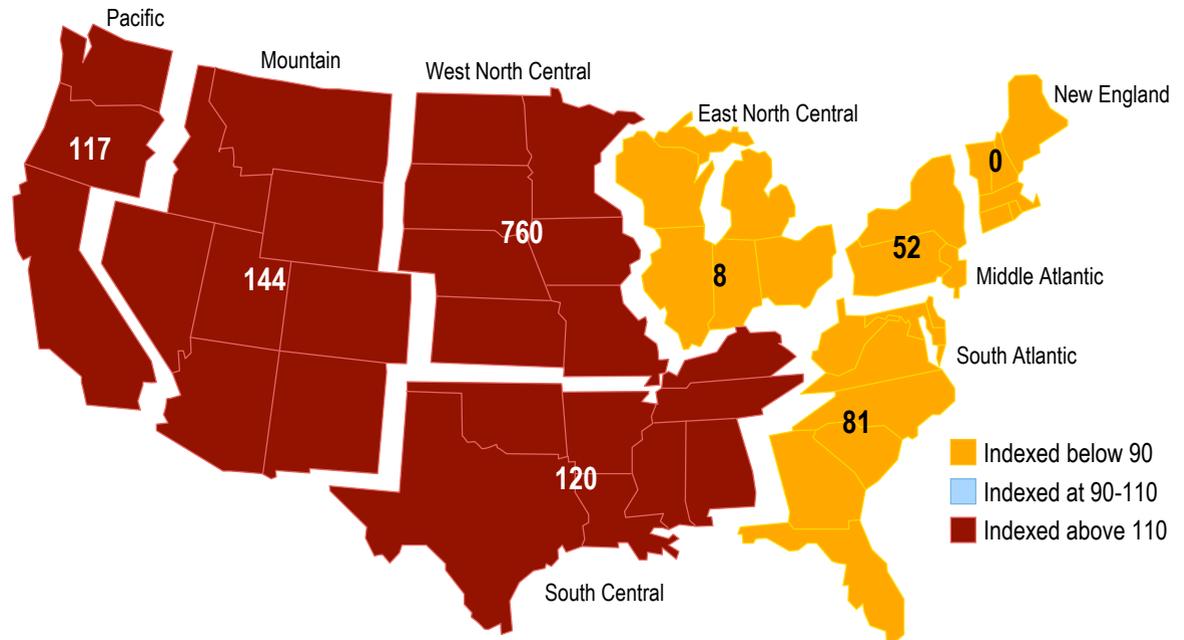
AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Spanish Variety

Purchasing Behavior

Approximately 12 percent of the Hispanics who tune in to Spanish Variety plan to buy a new vehicle in the next year. Twenty-two percent plan to buy furniture. Hispanic Spanish Variety listeners are 17 percent more likely than the general Hispanic population to spend \$200 or more per week on groceries.

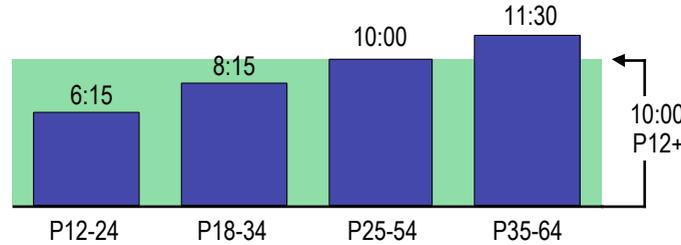
Hispanic Spanish Variety listeners are 14 percent more likely to use home computer banking than the average Hispanic consumer.

Leisure Activities

Hispanic Spanish Variety fans participate in sports activities, such as bicycling, fishing and golf, at rates well below the national Hispanic average. Thirty-five percent usually see a new movie two or more weeks after opening. Hispanic Spanish Variety fans are less likely to eat at fast-food restaurants than the general Hispanic population.

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



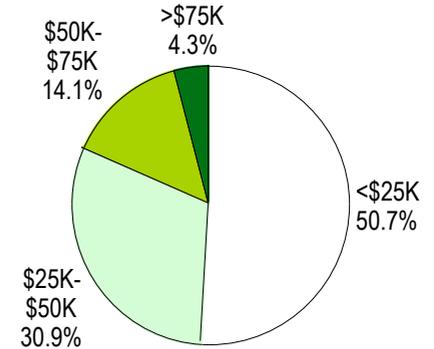
Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid

Spanish Variety Strengths

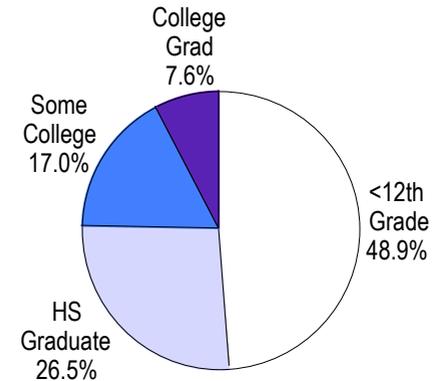
This format's Hispanic listeners are more likely to:

	% of Category Spanish Variety Listeners Represent	% of Spanish Variety Listeners	Index (100= National Average)
Buy furniture in the next 12 months	6.98%	22.48%	103
Have spent \$200 or more on groceries in the past 7 days	7.92%	11.16%	117
Have/use home computer banking	7.71%	6.38%	114
Have eaten at fast-food restaurant one time in the past 30 days	7.17%	5.04%	106
Rent residence	7.77%	57.43%	115
Have children in household	7.04%	63.86%	104



Household Income

Persons 18+



Education

Persons 18+

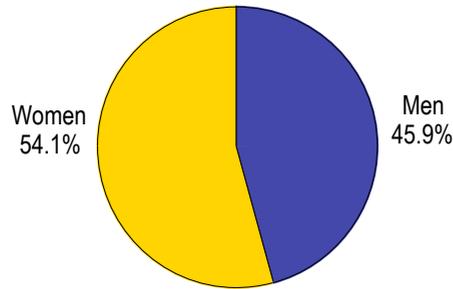
Tejano

Includes Tex-Mex music and Mexican music from northern Mexico.

A Few Format Highlights

More Hispanic Women 18+ (54 percent) than Hispanic Men 18+ (46 percent) are Tejano fans. Tejano appeals most to Hispanic adults aged 25-34 and 35-44. More than one-third of the audience for Tejano formats are included in those two age groups. □

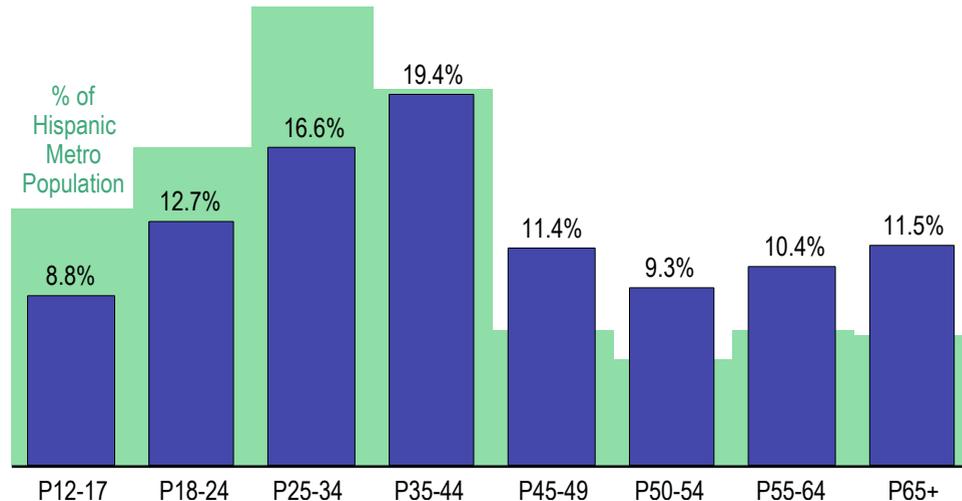
Over two-thirds of Hispanic Tejano fans have children in the household. Sixty-four percent are homeowners, making them 41 percent more likely to own their own homes than the general Hispanic population.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Tejano 1.4%

AQH Share of Tejano Format
Mon-Sun, 6AM-Mid, Persons 12+



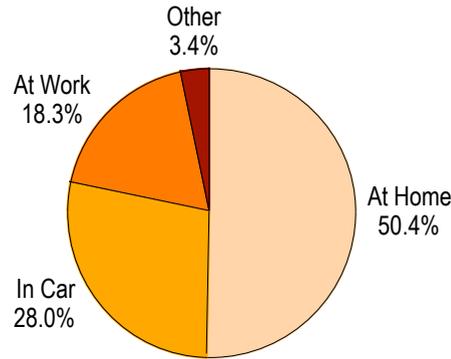
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

□ Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaxInfo® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Tejano

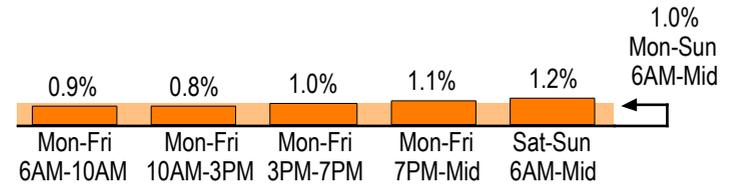
Hispanics are just as likely to listen to Tejano at home as away from home. Share of listenership is balanced across dayparts.

The Tejano format is listened-to much more in the South Central region than in any other.



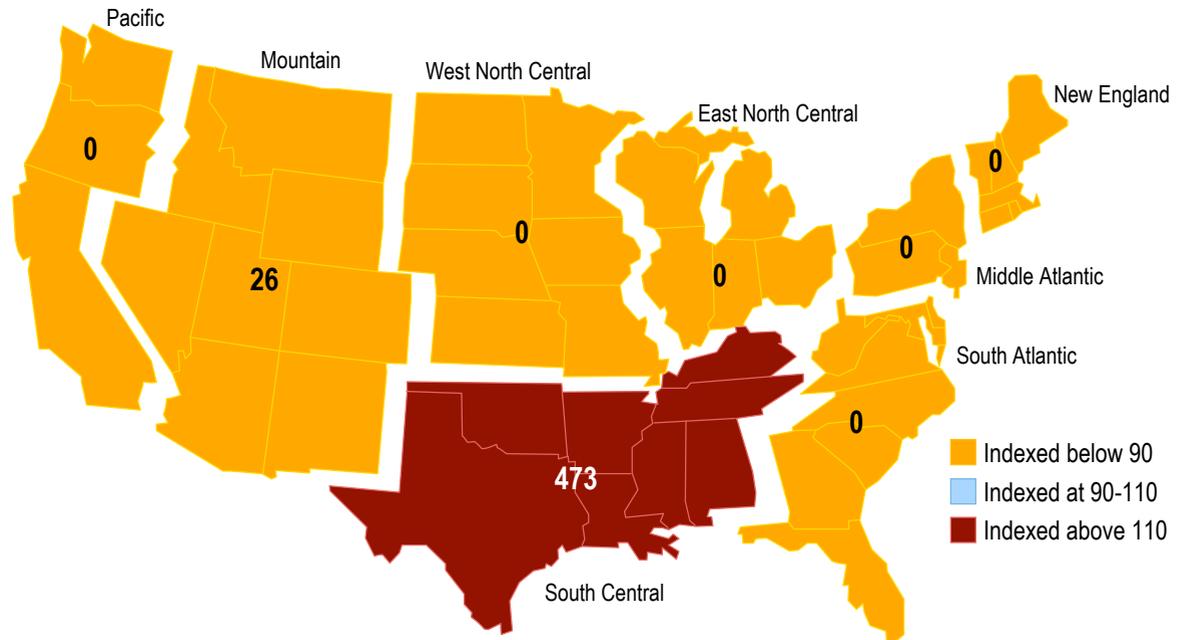
AQH Share of Listening by Location

Mon-Sun, 6AM-Mid, Persons 12+



AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.

Tejano

Purchasing Behavior

About 20 percent of Hispanic Tejano listeners plan to buy a new vehicle in the next 12 months. They are the most likely of any Spanish format group to buy furniture in the next year. Twenty-two percent of Hispanic Tejano listeners spend \$100-\$124 per week on groceries.

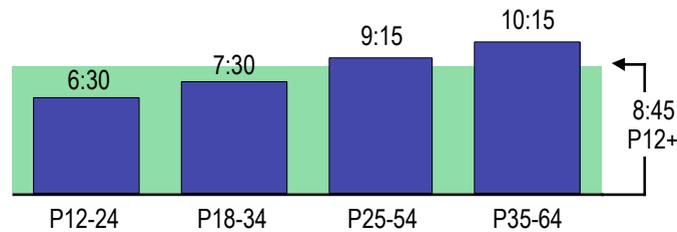
Hispanic Tejano fans are five percent more likely than the typical Hispanic consumer to have a debit card and seven percent more likely to have a home mortgage.

Leisure Activities

Hispanics who tune in to Tejano are 52 percent more likely to go fishing and 12 percent more likely to attend adult continuing education classes than the average Hispanic American. They are the least likely of any Spanish format group to see a movie within two weeks of opening. One-third of Hispanic Tejano fans eat at fast-food restaurants 10+ times per month.

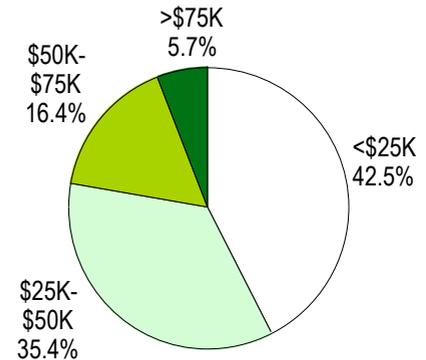
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2002. All Hispanic Markets, and from Scarborough USA+, Release 1, 2002.



Time Spent Listening by Demographic

Mon-Sun, 6AM-Mid



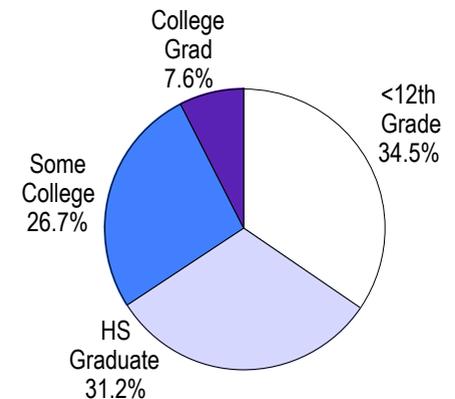
Household Income

Persons 18+

Tejano Strengths

This format's Hispanic listeners are more likely to:

	% of Category Tejano Listeners Represent	% of Tejano Listeners	Index (100= National Average)
Buy furniture in the next 12 months	4.41%	28.04%	129
Have spent \$100-\$149 on groceries in the past 7 days	3.44%	22.13%	100
Have/use a debit card	3.61%	42.32%	105
Have/use a home mortgage	3.68%	20.85%	107
Have attended adult continuing education classes in the past 12 months	3.85%	16.33%	112
Have gone fishing in the past 12 months	5.22%	30.34%	152
Have eaten at fast-food restaurant 10+ times in the past 30 days	5.27%	32.85%	154
Have children in household	3.76%	67.31%	110
Own residence	4.84%	63.96%	141



Education

Persons 18+

Spring 2002 Hispanic- Controlled Metro Survey Areas

The markets listed below were determined using Arbitron's Spring 2002 12+ Hispanic population rankings.

Rank	Market	Population	Rank	Market	Population
1	Los Angeles	3,976,500	29	Tucson	198,400
2	New York	2,935,800	30	Middlesex-Somerset-Union	195,400
3	Miami-Ft. Lauderdale-Hollywood	1,413,700	31	Visalia-Tulare-Hanford	188,900
4	Chicago	1,185,900	32	Bakersfield	185,300
5	Houston-Galveston	1,097,700	33	Corpus Christi	165,700
6	San Francisco	1,062,400	34	Oxnard-Ventura	164,600
7	Dallas-Ft. Worth	910,200	35	Portland, OR	153,600
8	San Antonio	702,000	36	Seattle-Tacoma	149,900
9	McAllen-Brownsville-Harlingen	620,100	37	Laredo, TX	144,400
10	Phoenix	614,900	38	Salt Lake City-Ogden-Provo	140,400
11	San Diego	593,600	39	Stockton	134,300
12	Riverside-San Bernardino	560,200	40	West Palm Beach-Boca Raton	124,000
13	El Paso	428,900	41	Westchester	121,400
14	Washington, DC	357,700	42	Modesto	110,500
15	Denver-Boulder	350,500	43	Palm Springs, CA	98,700
16	San Jose	320,000	44	Hartford-New Britain-Middletown	91,700
17	Austin	273,900	45	Providence-Warwick-Pawtucket	85,500
18	Fresno	273,200	46	Milwaukee-Racine	84,200
19	Las Vegas	256,100	47	Ft. Myers-Naples-Marco Island	79,000
20	Albuquerque	241,600	48	Kansas City	75,400
21	Atlanta	240,100	49	Merced, CA	74,500
22	Boston	239,700	50	Odessa-Midland, TX	66,100
23	Nassau-Suffolk (Long Island)	237,100	51	Santa Rosa	64,700
24	Orlando	232,200	52	Santa Maria-Lompoc, CA	62,700
25	Sacramento	214,400	53	Yakima, WA	59,400
26	Tampa-St. Petersburg-Clearwater	213,300	54	Springfield, MA	55,700
27	Monterey-Salinas-Santa Cruz	205,000	55	Santa Fe, NM	54,300
28	Philadelphia	200,600	56	Lubbock	51,800

Spring 2002 Hispanic- Controlled Metro Survey Areas

(continued from page 42)

Rank	Market	Population
57	Reno	51,800
58	Colorado Springs	46,800
59	Bridgeport	46,500
60	Ft. Collins-Greeley, CO	46,300
61	Santa Barbara, CA	44,800
62	Pueblo	43,500
63	Killeen-Temple, TX	38,600
64	Amarillo, TX	33,300
65	San Luis Obispo, CA	32,900
66	Newburgh-Middletown, NY (Mid-Hudson Valley)	32,100
67	Stamford-Norwalk, CT	31,500
68	Tri-Cities, WA (Richland-Kennewick-Pasco)	30,800
69	Waco, TX	30,100
70	Tyler-Longview, TX	28,000
71	Beaumont-Port Arthur, TX	25,400
72	San Angelo, TX	25,400
73	Flagstaff-Prescott, AZ	23,800
74	Bryan-College Station, TX	22,500
75	Abilene, TX	21,700
76	Chico, CA	16,900
77	Wichita Falls, TX	13,200
78	Sioux City, IA	10,700
79	Sebring, FL	9,400

Sources

Hispanic Radio Today contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2002; MaximiSer® Plus National Regional Database, Spring 2002, All Hispanic Markets; Market Statistics; and Scarborough USA+, Release 1, 2002. The American Radio Listening Trends combine radio listening data in Arbitron's 97 continuously measured markets with Arbitron's own format information. The MaximiSer Plus National Regional Database includes radio audience information from every Hispanic market surveyed by Arbitron in the United States. Population estimates were from Market Statistics based on U.S. Census data. Scarborough data are gathered from more than 200,000 interviews with adults, age 18 and over, in 75 of the country's largest markets. The reports are single-source studies that examine a variety of characteristics including demographics, socioeconomic characteristics, lifestyle activities, online and offline consumer habits, local market shopping patterns and product usage as well as media behavior.

Glossary

Average Quarter-Hour Persons (AQH Persons)

The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour Rating (AQH Rating or AQH PUR)

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Cume Persons

The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station format.

$$\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}$$

Index

A numerical comparison of one percentage to another, with an index of 100 being the norm.

Time Spent Listening (TSL)

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

$$\frac{\text{Quarter-Hours In a time period} \times \text{AQH Persons}}{\text{Cume Audience}} = \text{TSL}$$

**New York**

142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago

222 South Riverside Plaza
Suite 1050
Chicago, Illinois 60606-6101
(312) 542-1900

Atlanta

9000 Central Parkway
Suite 300
Atlanta, Georgia 30328-1639
(770) 668-5400

Los Angeles

10877 Wilshire Blvd.
Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas

13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

Birmingham

3500 Colonnade Parkway
Suite 400
Birmingham, AL 35243

03-RSS-859 7/03

*MaxiSer® and Media ProfessionalSM are
marks of Arbitron Inc.*