



Hispanic
Radio Today

Hispanic Radio Today

How America Listens to Radio

2004 Edition

Introduction

Hispanic Radio Today offers you a glimpse into the world of radio and its listeners. Currently, there are more than 13,800 radio stations broadcasting around the country, of which nearly 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!

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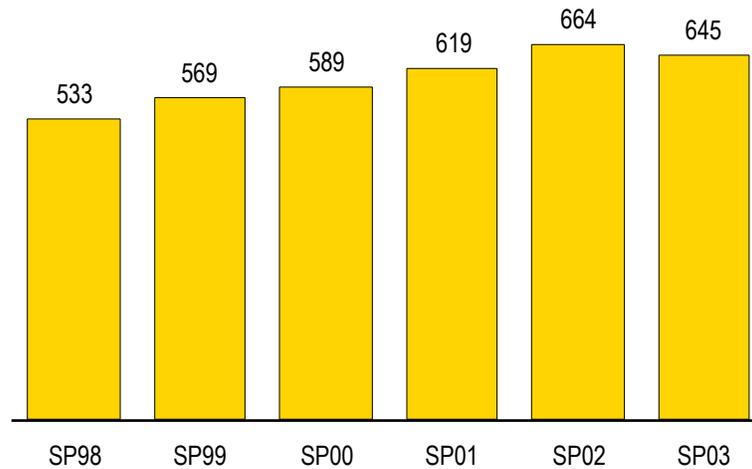
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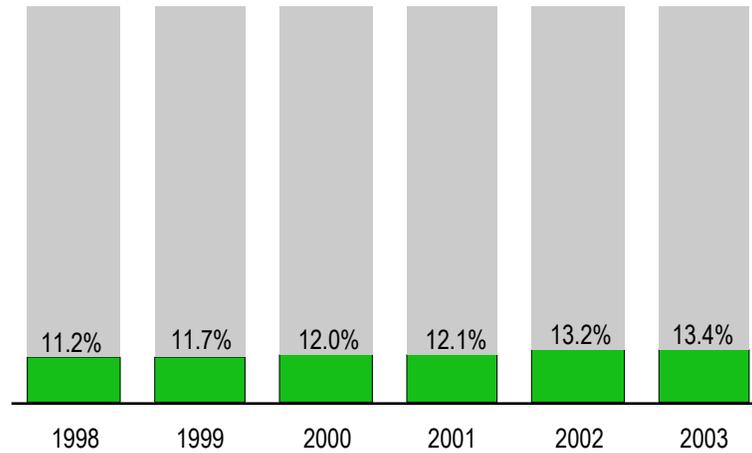
Station Trends

Spanish-Language Radio Remains Popular as Ever

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 over the past few years, topping 600 in Spring 2001. Today, there are 645 Spanish-language stations in the U.S.; just slightly less than last year.



Number of Hispanic Radio Stations in the U.S.



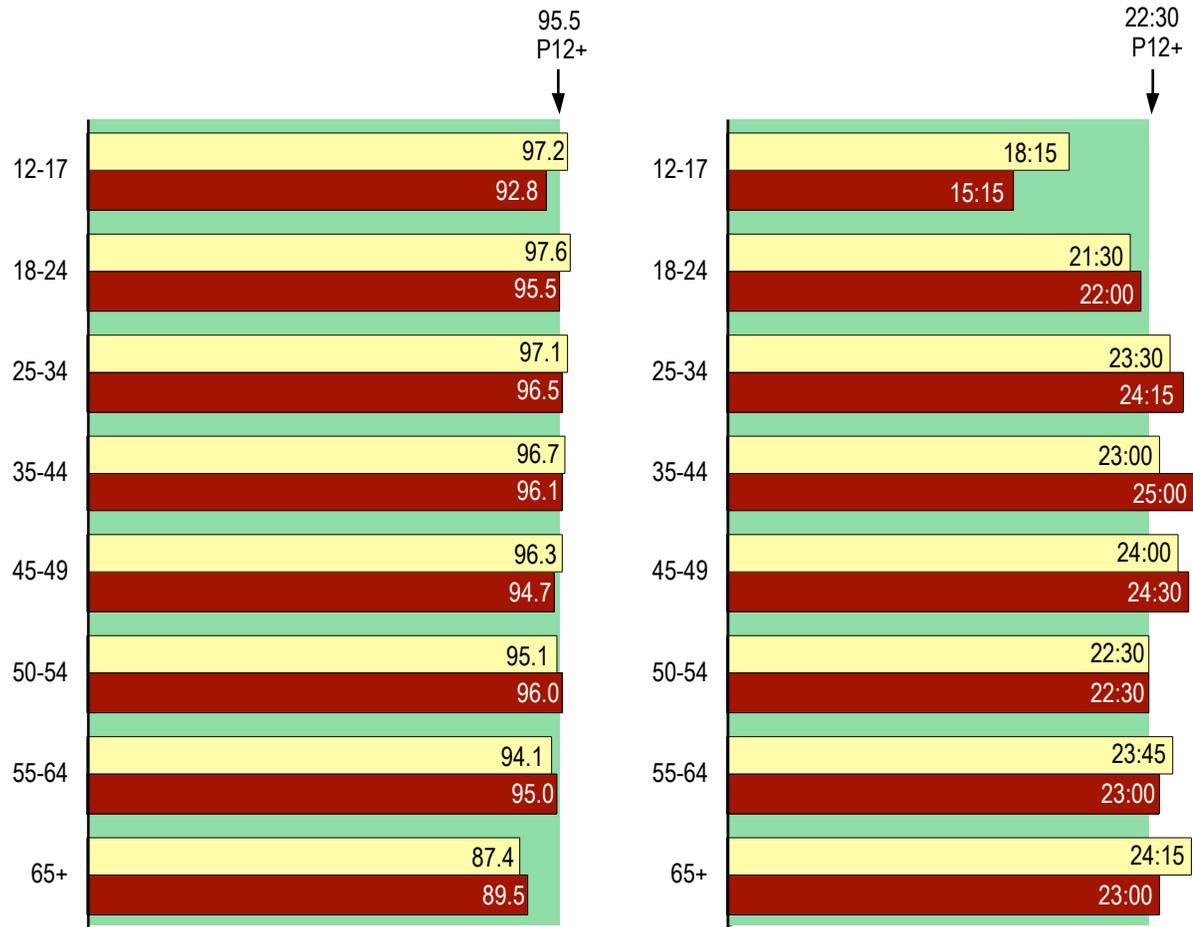
Hispanic Population Percentages for Arbitron Metros

Source: MaximiSer® Plus National Regional Database, Spring 2003

Radio Reaches All Ages

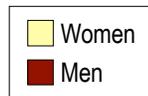
Battle of the Sexes

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 (96.5 percent) peaks among 25- to 34-year olds. For Hispanic females, listening peaks among young adults 18-24 (97.6 percent).



Weekly Cume Rating

Time Spent Listening
Hours and Minutes per Week

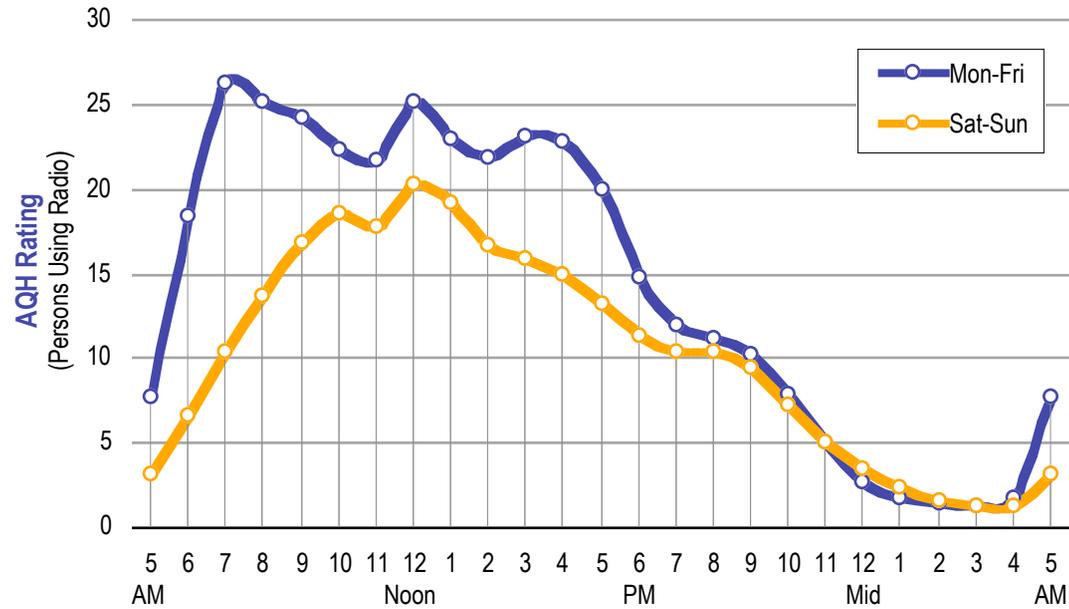


Source: MaximiSer® Plus National Regional Database, Spring 2003, Mon-Sun, 6AM-Mid, All Hispanic Markets

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.



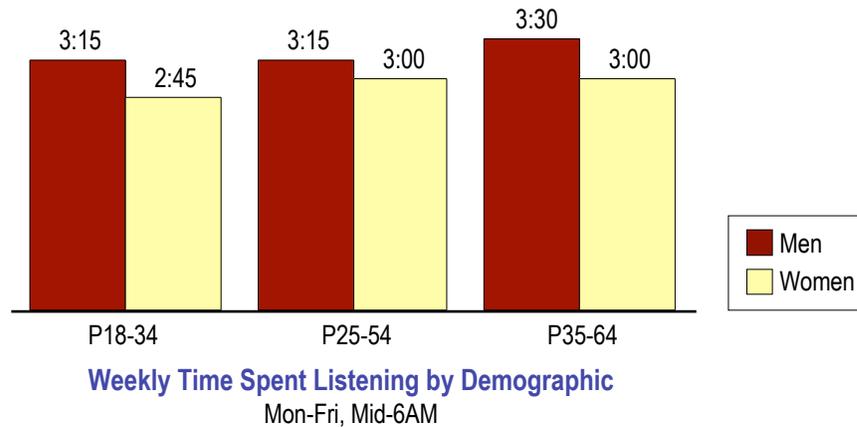
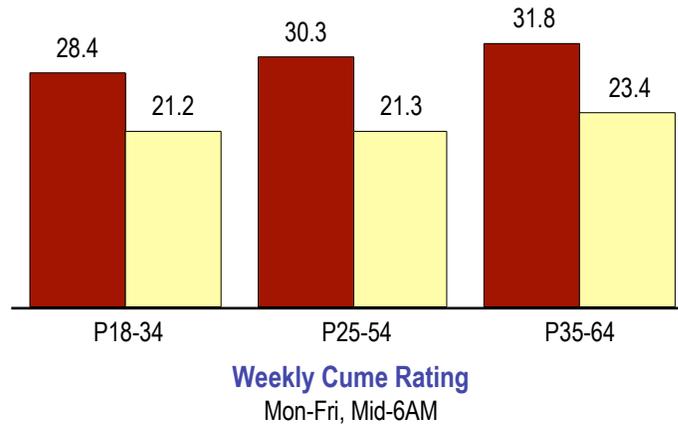
Hour-by-Hour Listening, AQH Rating

Source: Maximizer® Plus National Regional Database, Spring 2003, 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 (32 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.

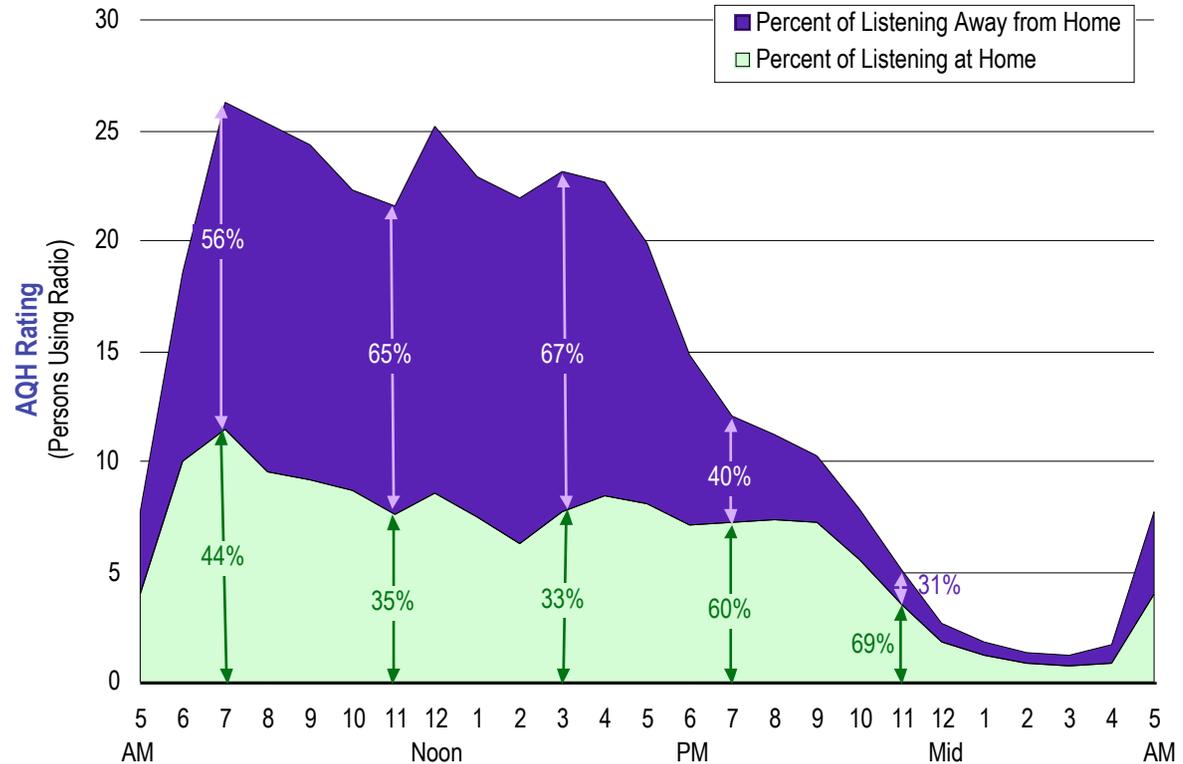


Source: MaximiSer® Plus National Regional Database, Spring 2003, Mon-Fri, Mid-6AM, All Hispanic Markets

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 60 percent of Hispanic listeners, on average, tuning in someplace away from their homes.



Weekday Listening, AQH Rating

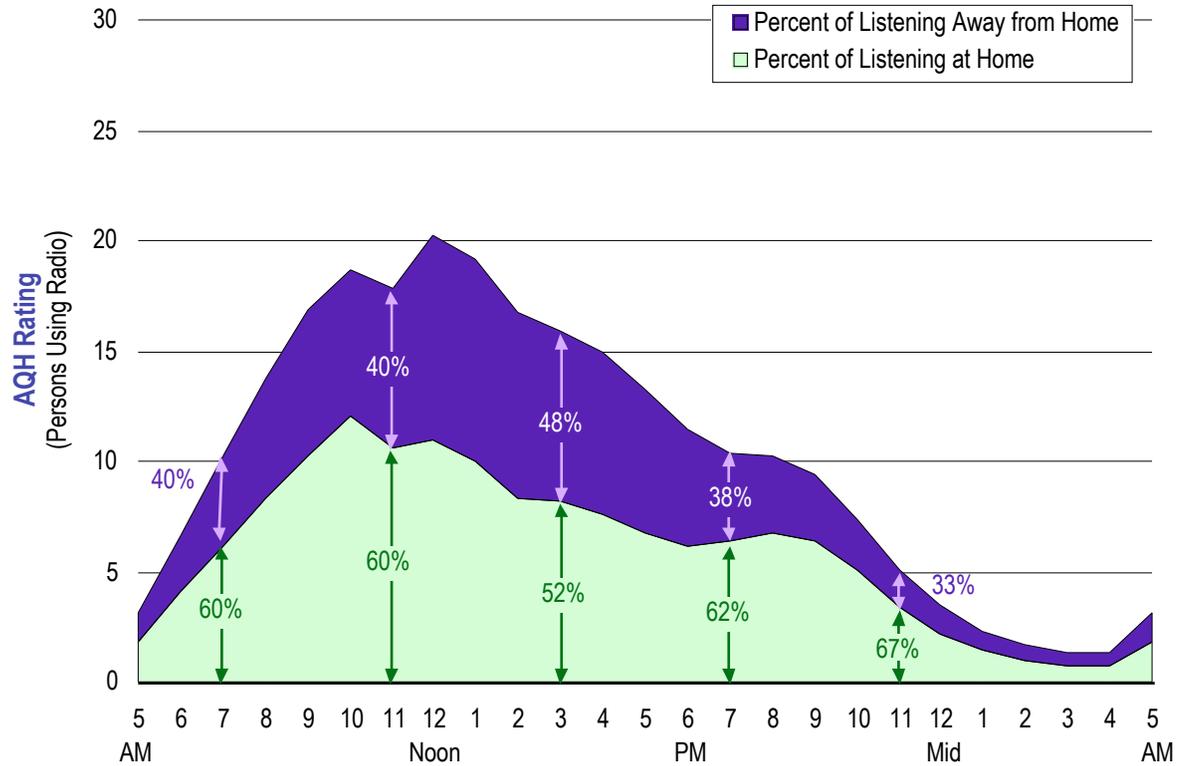
Persons Using Radio
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2003, 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, at least half of Hispanic listeners tune in at home. Away-from-home weekend listening is highest from 12 Noon through 7PM.



Weekend Listening, AQH Rating

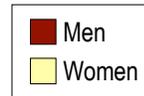
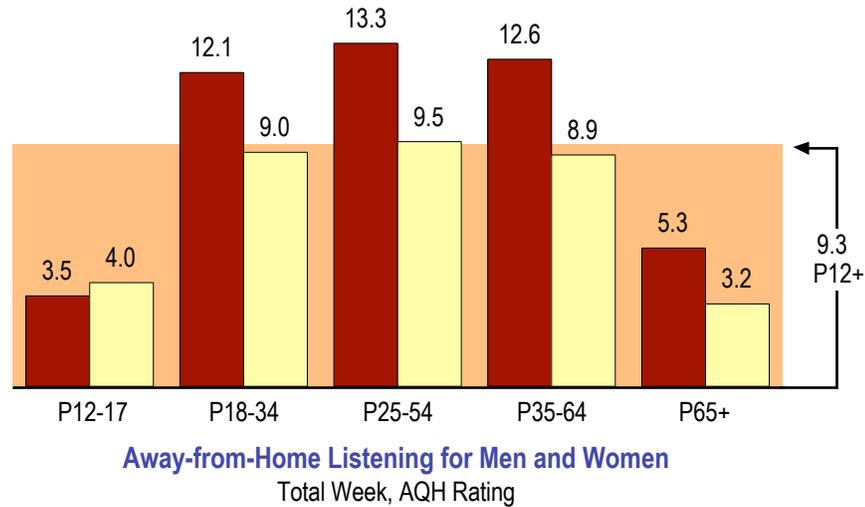
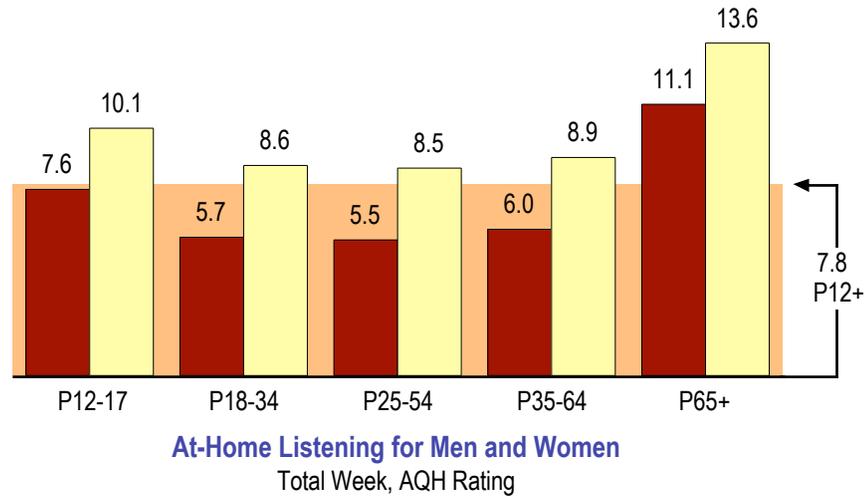
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

Source: MaximiSer® Plus National Regional Database, Spring 2003, 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: MaximiSer® Plus National Regional Database, Spring 2003, 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 (67 percent). In-car listening is highest during commuting times (32 percent), and at-work listening is highest (43 percent) on weekdays from 10AM to 3PM. The majority of weekend listening (54.5 percent) takes place at home.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	45.6%	26.1%	25.3%	3.0%
Mon-Fri 6AM-10AM	42.4%	31.2%	24.9%	1.5%
Mon-Fri 10AM-3PM	34.0%	20.8%	42.6%	2.7%
Mon-Fri 3PM-7PM	38.9%	33.4%	24.7%	3.0%
Mon-Fri 7PM-Mid	66.7%	18.2%	11.1%	4.0%
Weekend 10AM-7PM	54.5%	27.2%	13.6%	4.8%

Distribution of AQH Radio Listeners by Listening Location

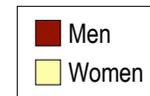
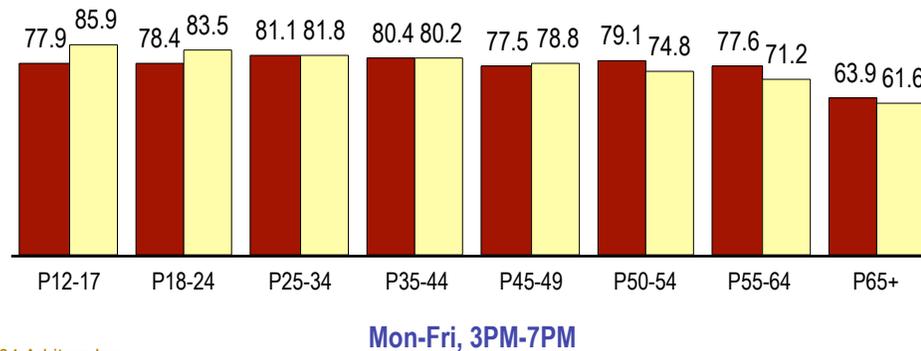
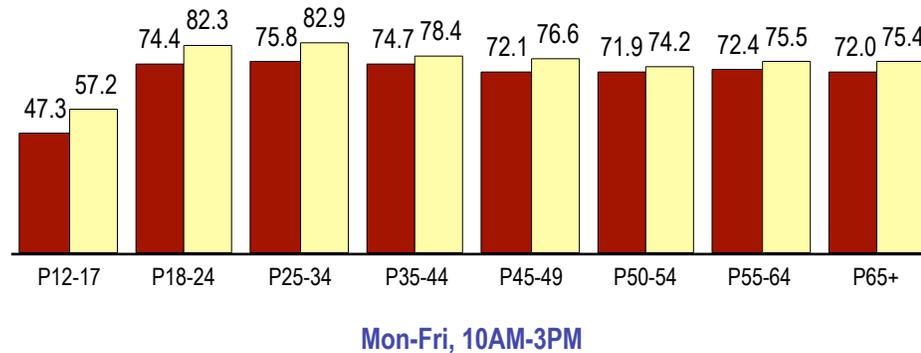
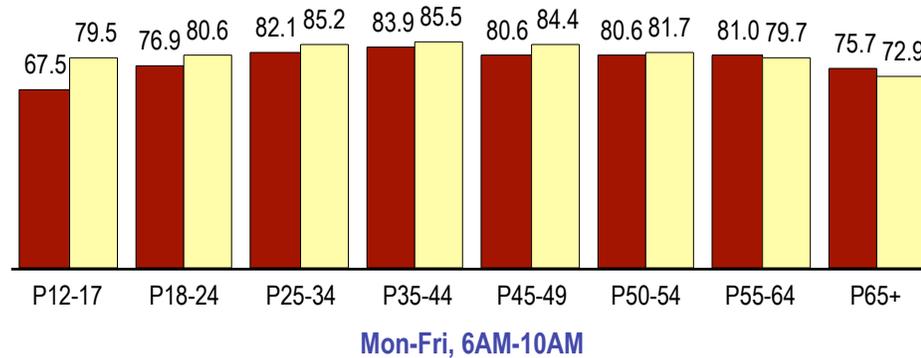
Persons 12+

Source: MaximiSer® Plus National Regional Database, Spring 2003, 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 18-34 are the most likely groups to tune in on weekends.

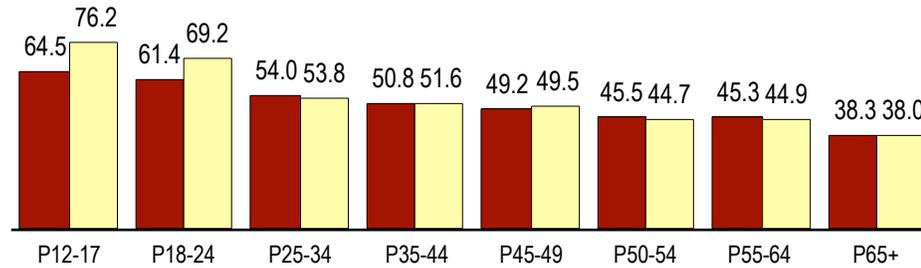


Note: Figures above are Cume Ratings

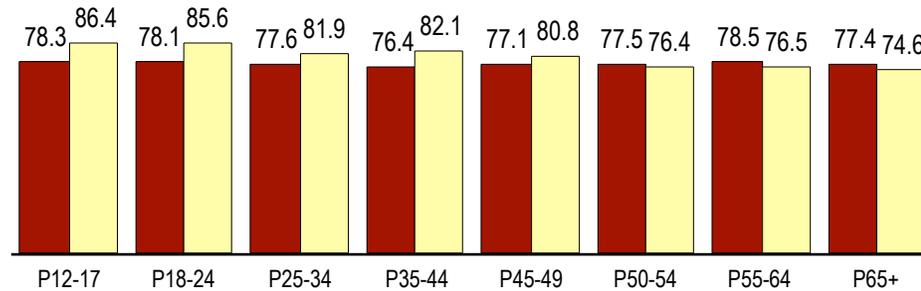
Source: MaximiSer® Plus National Regional Database, Spring 2003

Listening by Daypart

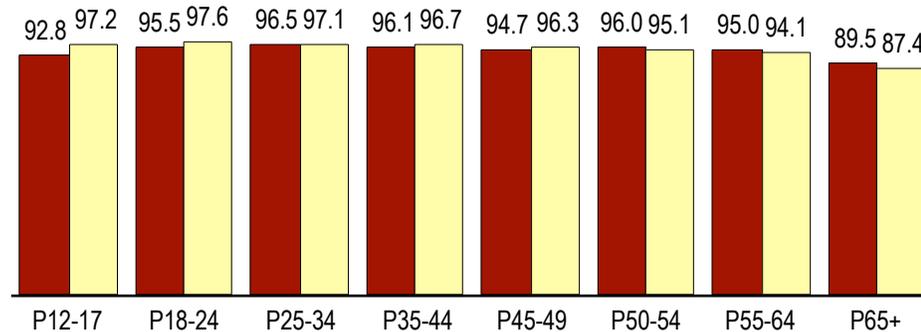
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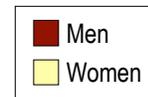
Mon-Fri, 7PM-Mid



Sat-Sun, 6AM-Mid



Mon-Sun, 6AM-Mid



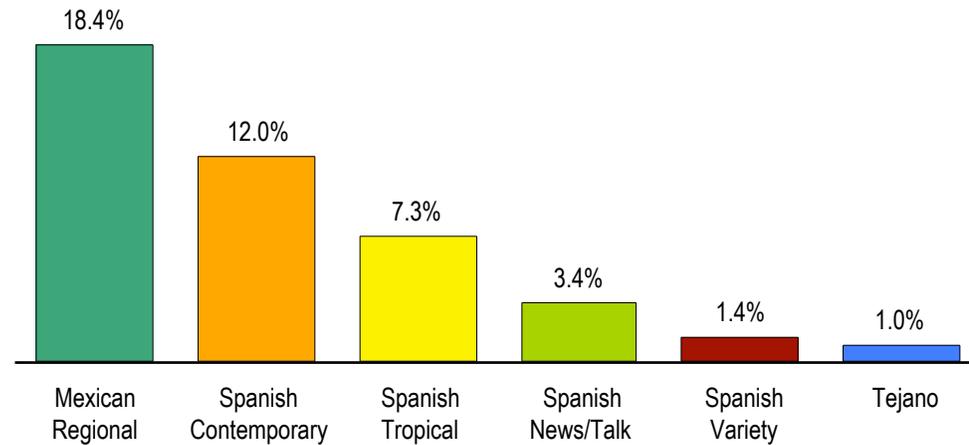
Note: Figures above are Cume Ratings

Source: MaximiSer® Plus National Regional Database, Spring 2003

Hispanic People's Favorite Formats

With an 18.4 percent AQH share, Mexican Regional is by far the favorite Spanish-language format of Hispanics in the U.S. Spanish Contemporary (12.0 percent) comes in second, followed by Spanish Tropical (7.3 percent) as a distant third.

CHR, which garners a 14.8 percent AQH share, is the favorite English-language format among Hispanic Americans.



Spanish-Language Format Share for Hispanics
Persons 12+, AQH Share

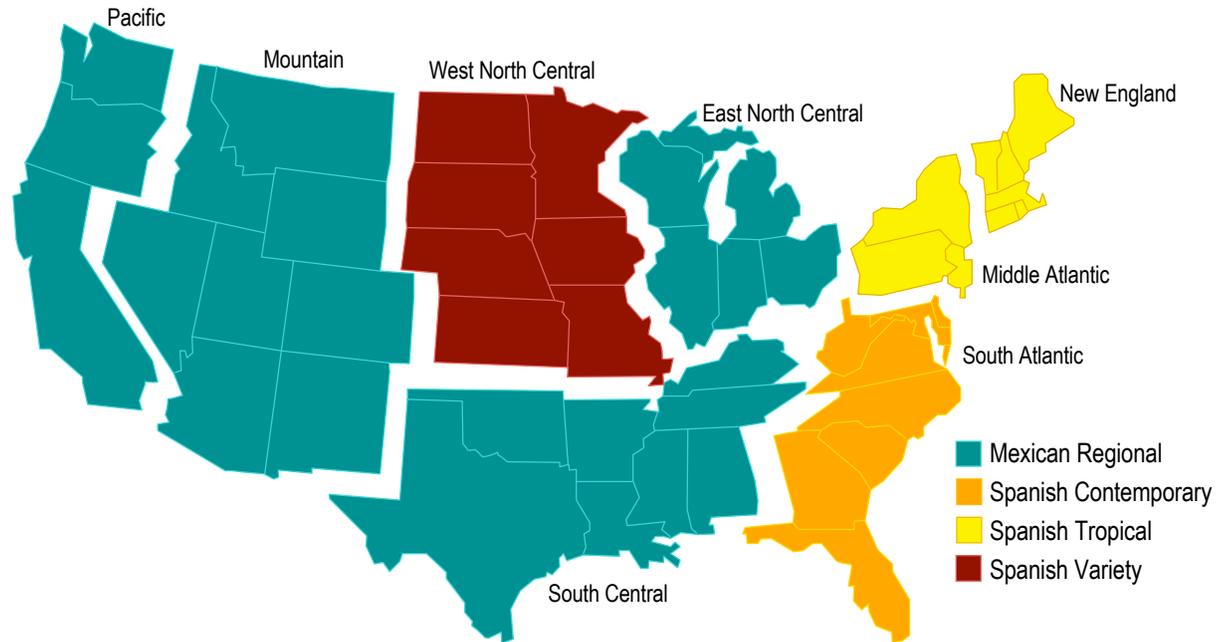
Spanish Formats by Region

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

Spanish 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.

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

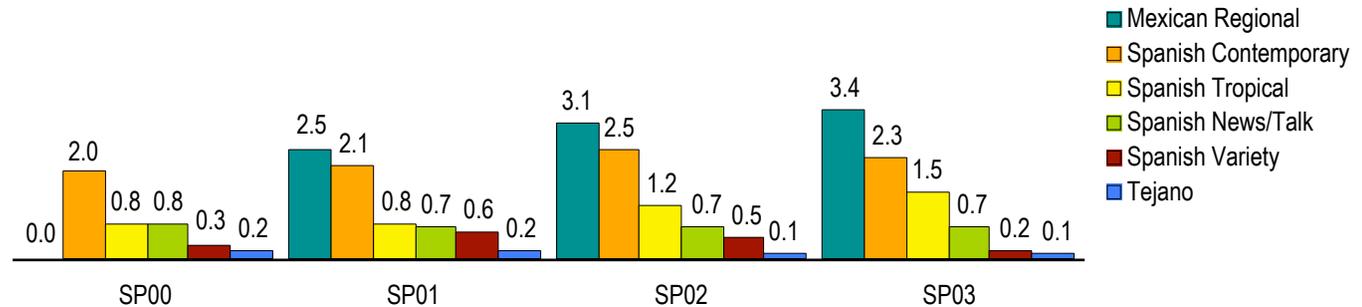


Source: *MaxiSer® Plus National Regional Database, Spring 2003, Mon-Fri, 5AM-5AM, All Hispanic Markets*

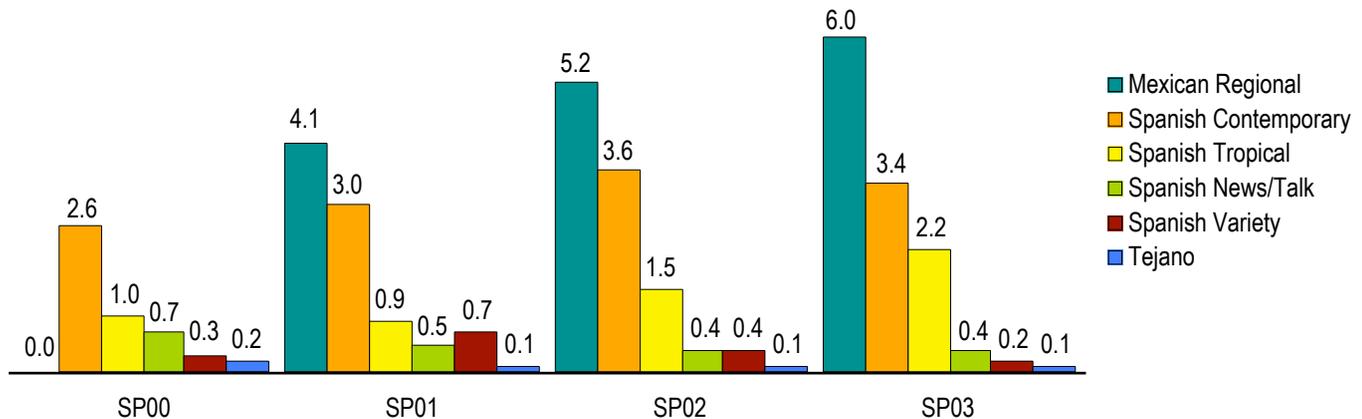
Spanish-Format Growth Trends

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 8.3 percent AQH share in 2003, up slightly from 2002.

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



Spanish-Format Growth Trends
Persons 12+

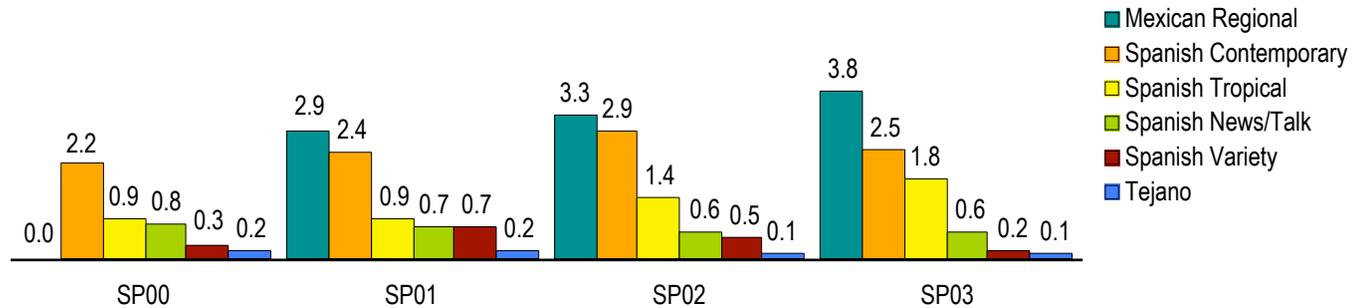


Spanish-Format Growth Trends
Persons 18-34

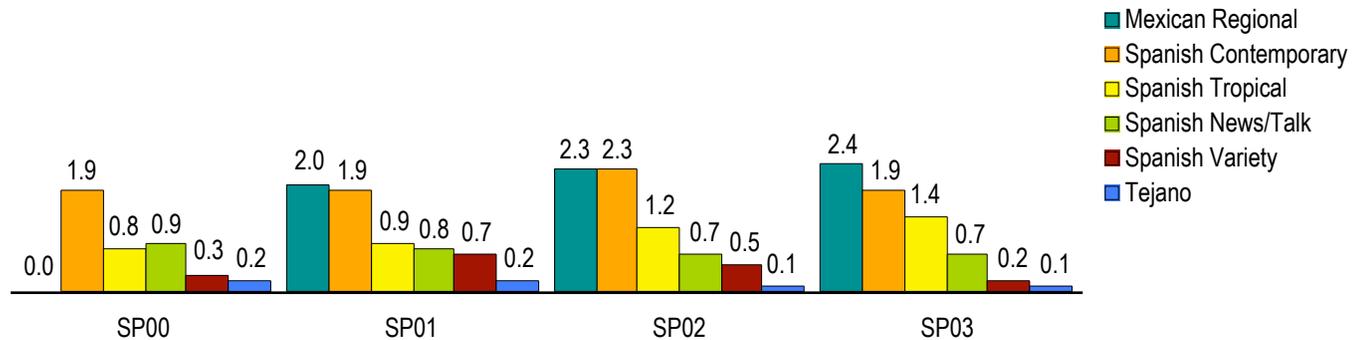
Source: American Radio Listening Trends, Continuous Measurement Markets (Includes Black and Other)

Spanish-Format Growth Trends

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Spanish-Format Growth Trends
Persons 25-54



Spanish-Format Growth Trends
Persons 35-64

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

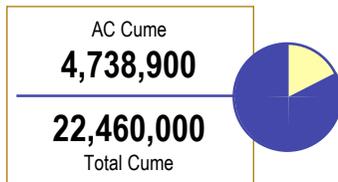
Adult Contemporary

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

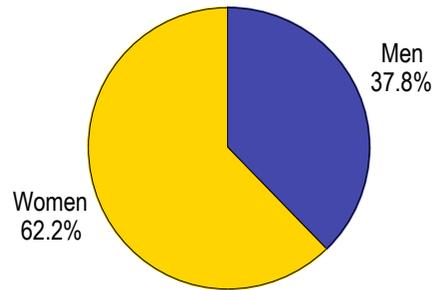
A Few Format Highlights

Women make up the majority of the adult Hispanic audience for Adult Contemporary stations (62 percent); Adult Men 18+ are 38 percent of the audience.

Fifty-six percent of the Hispanic audience for Adult Contemporary are 25-44 years of age.



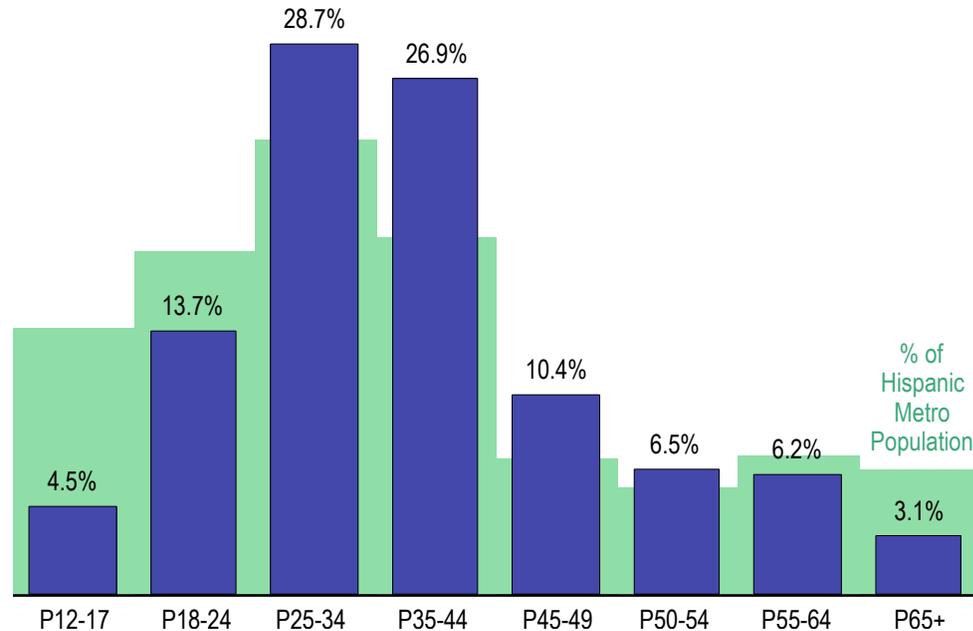
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Listeners 18+
Mon-Sun, 6AM-Mid

AC	4.0%
Hot AC	2.2%
Soft AC	0.7%
Modern AC	0.6%
Total AC	7.6%

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



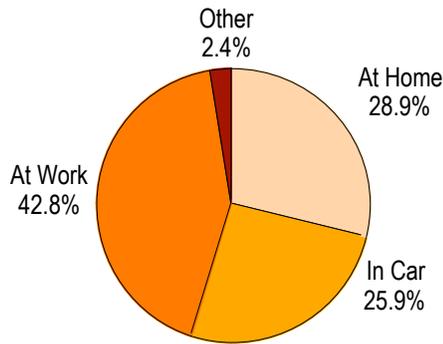
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Adult Contemporary

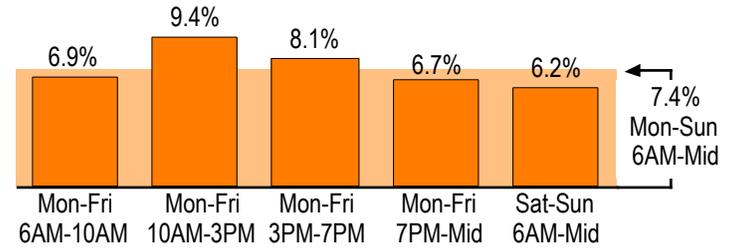
Adult Contemporary is a popular at-work listening choice among Hispanics. Correspondingly, the format's AQH share of Hispanic listening peaks 10AM-3PM, Monday through Friday.

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

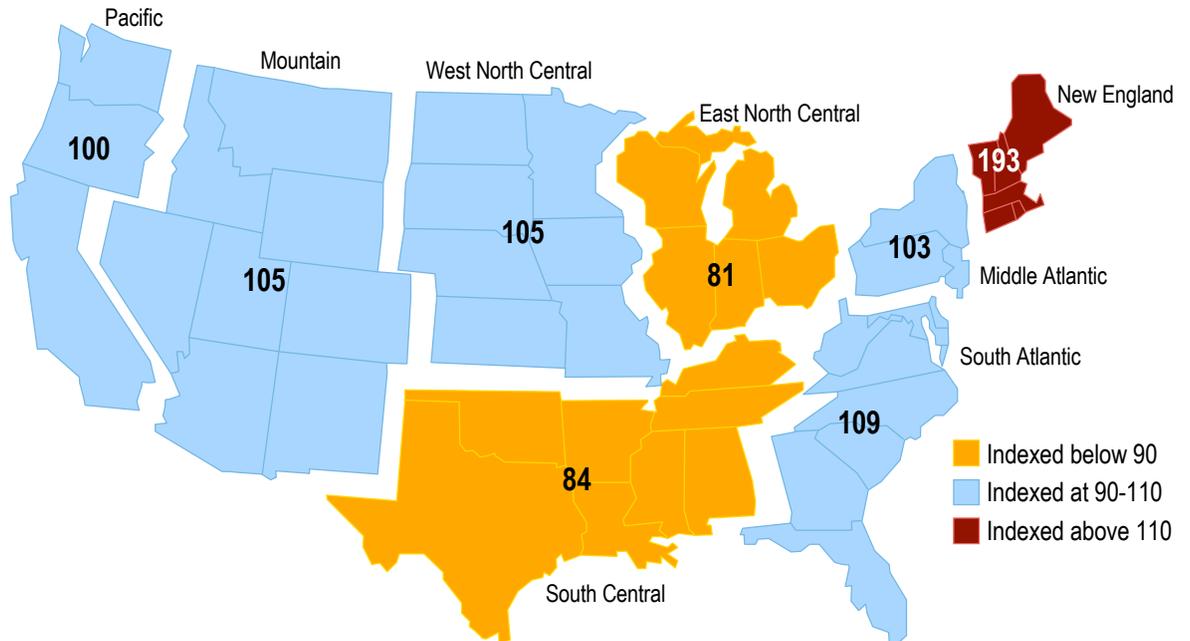
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



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

Adult Contemporary

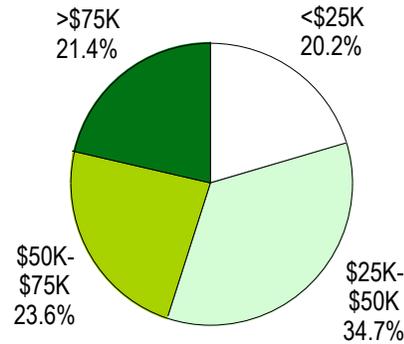
Forty-five percent of the Hispanic adults who listen to AC have household incomes of more than \$50,000 per year. Nearly two-thirds of adult Hispanic AC fans have gone beyond high school level.

Hispanic Adult Contemporary fans in the 35-64 age group listen the most, spending 9 hours and 15 minutes per week tuning in to their favorite stations.

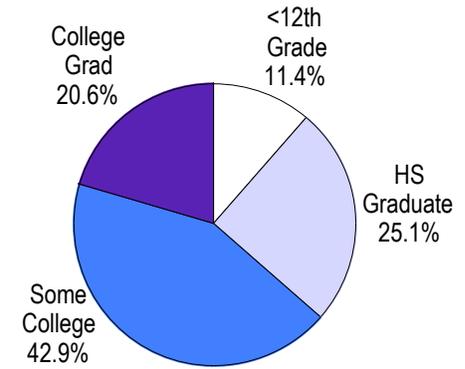
Hispanic AC listeners are slightly more likely than the average Hispanic consumer to own their own homes. Sixty-three percent of Hispanic AC listeners have children in the household, which is slightly above the national Hispanic average.

Average Age of P1 Listeners
41
Proportion of Listening from P1s
69%

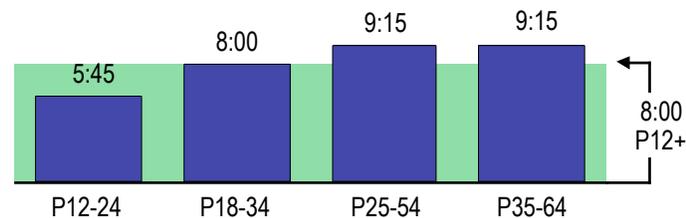
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Adult Contemporary

Purchasing Behavior

Hispanic AC fans are 28 percent more likely than the average Hispanic consumer to live in a household planning to buy or lease a new van or minivan within the next year and 11 percent more likely to purchase or lease a new SUV. They are slightly more likely than the typical Hispanic consumer to live in a household planning to buy furniture within the next year. Hispanic AC listeners spend about \$109 per week on groceries, which is a little more than the Hispanic national average.

Forty-five percent of the Hispanic AC audience live in a household that has any investment.

Leisure Activities

Hispanic AC listeners are 22 percent more likely than the general Hispanic population to have played golf and 19 percent more likely to have snow-skied. They are 21 percent more likely than the norm to have gone to the movies three or more times in the past three months. Sixty percent of Hispanic AC fans have patronized fast-food restaurants 5+ times in the past month.

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)
Live in a household planning to buy or lease a new van or minivan in the next 12 months	28.6%	3.2%	128
Live in a household planning to buy or lease a new SUV in the next 12 months	24.7%	4.7%	111
Live in a household planning to buy furniture in the next 12 months	23.9%	21.7%	107
Live in a household that has spent \$200+ on groceries in the past 7 days	25.1%	10.8%	113
Live in a household that has any investment	25.9%	45.3%	116
Have played golf in the past 12 months	27.2%	10.2%	122
Have gone snow skiing in the past 12 months	26.5%	4.1%	119
Have attended movies 3+ times in the past 3 months	27.0%	28.3%	121
Have eaten at fast-food restaurant 5+ times in the past 30 days	24.2%	59.8%	109
Own residence	23.5%	48.2%	106
Have children in household	22.7%	62.6%	102

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

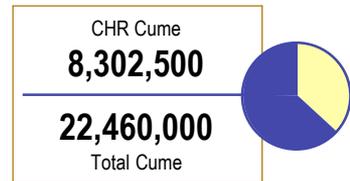
Contemporary Hit Radio

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

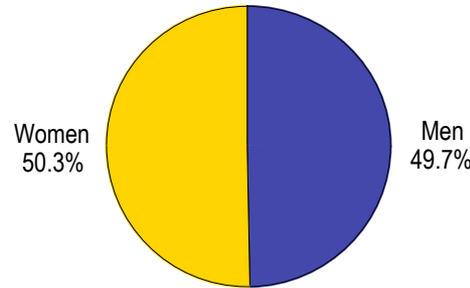
A Few Format Highlights

CHR is the second most popular format among Hispanic listeners. CHR appeals equally to Hispanic Men and Women 18+.

More than 83 percent of Hispanic CHR fans are under the age of 35. Teens alone account for almost one-third of the Hispanic audience for CHR.



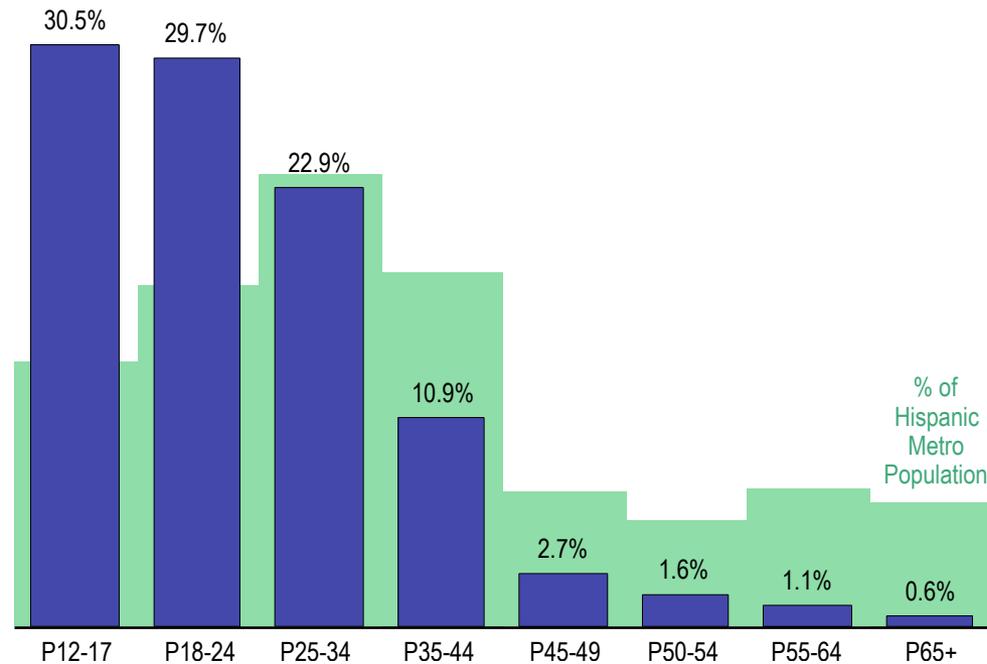
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Rhythmic CHR	9.3%
Pop CHR	5.5%
Total CHR	14.8%

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

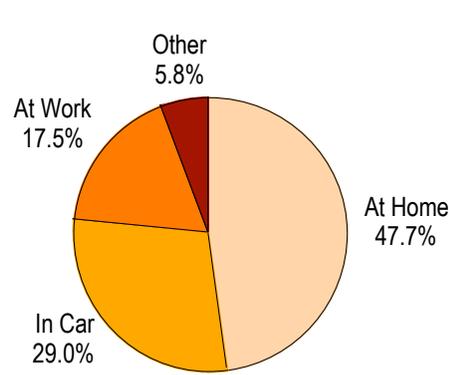


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

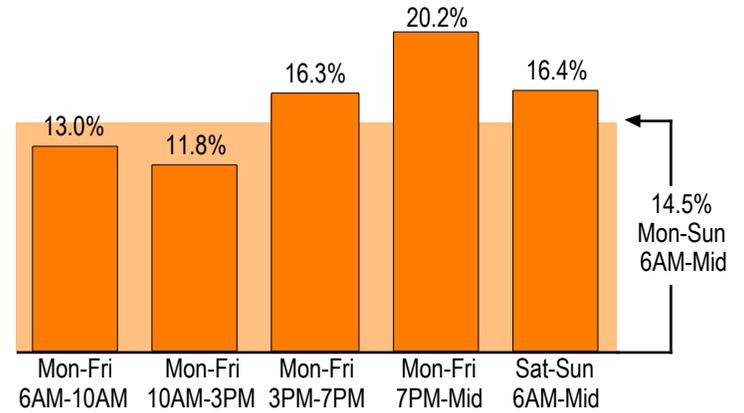
Contemporary Hit Radio

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

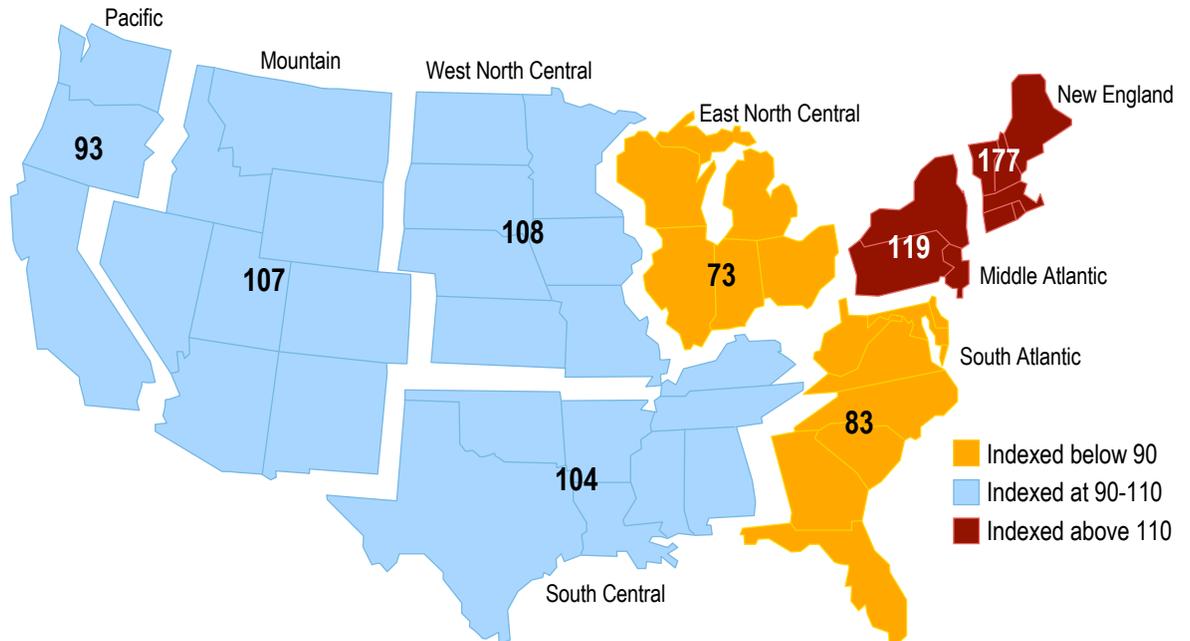
This format is particularly popular among Hispanic listeners in the New England and Middle Atlantic regions.



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 Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.

Contemporary Hit Radio

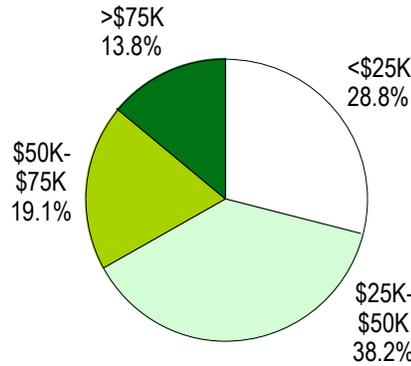
Most of the Hispanic adults 18+ who listen to CHR (67 percent) have household incomes under \$50,000 per year. Few of these young adults (13 percent) are college grads, although many may be in the process of pursuing their degrees, with 36 percent reporting that they have attended some college.

Hispanic CHR listeners tune in for an average of nine hours each week.

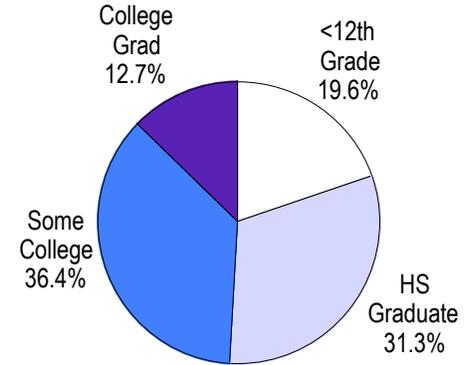
Hispanic CHR fans are a little less likely than the average Hispanic consumer to own their own homes. They are 11 percent more likely than the general Hispanic population to have children in the household.

Average Age of P1 Listeners
25
Proportion of Listening from P1s
66%

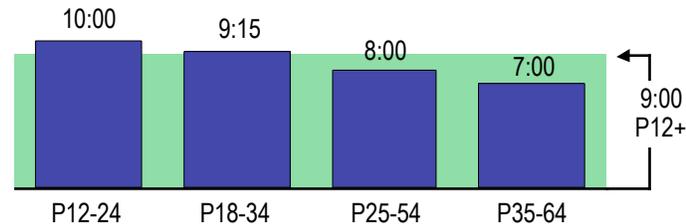
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Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.



Household Income
Persons 18+



Education
Persons 18+



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

Contemporary Hit Radio

Purchasing Behavior

More than half of the Hispanics whose household plans to buy or lease a new luxury vehicle in the next year are CHR listeners. About one quarter live in a household planning to buy new furniture in the next 12 months. Thirty-four percent of those Hispanics whose household has spent \$200+ on groceries per week are CHR listeners.

Slightly more than half of Hispanic CHR listeners live in households that have/use debit cards.

Leisure Activities

Hispanic CHR listeners enjoy active pastimes, such as extreme sports, in-line skating and bowling. Hispanic CHR fans are 34 percent more likely than average to have gone to the movies three or more times in the past three months. Nearly two-thirds have eaten at fast-food restaurants 5+ times in the past month.

CHR Strengths

This format's Hispanic listeners are more likely to:

	% of Category CHR Listeners Represent	% of CHR Listeners	Index (100= National Average)
Live in a household planning to buy or lease a new luxury vehicle in the next 12 months	51.4%	3.6%	170
Live in a household planning to buy furniture in the next 12 months	35.4%	23.7%	117
Live in a household that has spent \$200+ on groceries in the past 7 days	34.0%	10.8%	113
Live in a household that has/uses debit cards	35.3%	50.7%	117
Have participated in extreme sports in the past 12 months	41.0%	2.3%	135
Have gone in-line skating in the past 12 months	48.2%	7.4%	159
Have gone bowling in the past 12 months	44.2%	25.9%	146
Have attended movies 3+ times in the past 3 months	40.6%	31.4%	134
Have eaten at fast-food restaurant 5+ times in the past 30 days	35.4%	64.4%	117
Have children in household	33.5%	68.1%	111

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

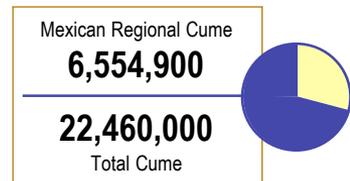
Mexican Regional

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

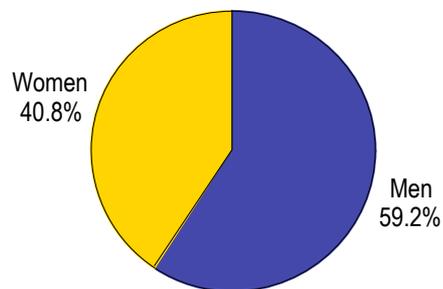
A Few Format Highlights

Mexican Regional is the most popular format among Hispanic listeners. Mexican Regional stations attract just slightly more Hispanic Men 18+ (59 percent) than Hispanic Women 18+ (41 percent).

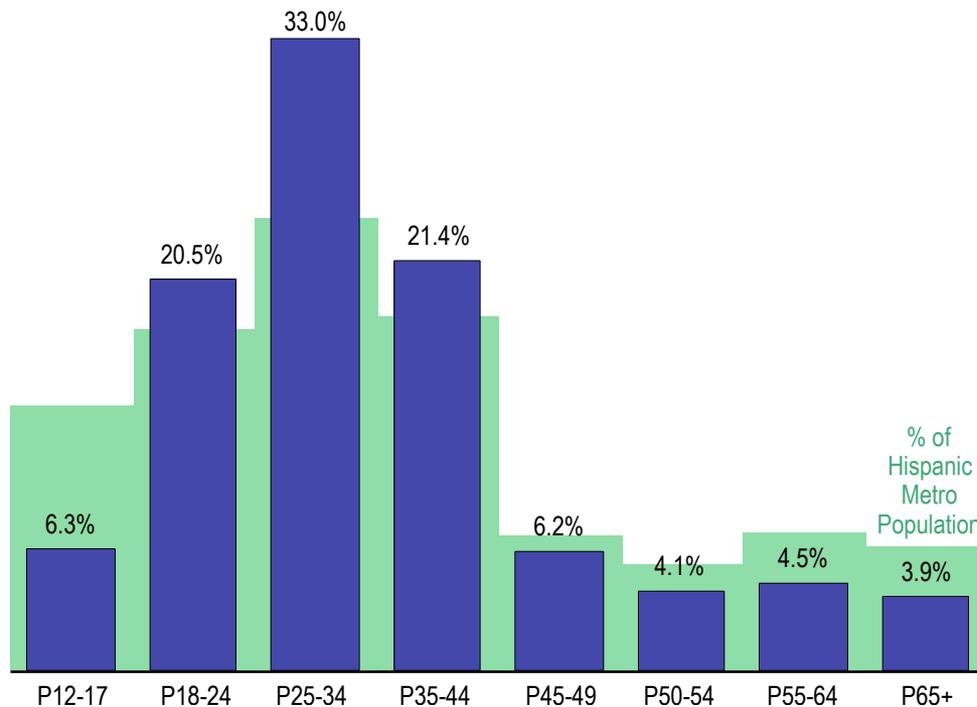
This format is especially popular among 18- to 44-year-olds, who account for three-quarters of the Hispanic Mexican Regional audience.



Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid



Audience Composition

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

Total Mexican Regional 18.4%

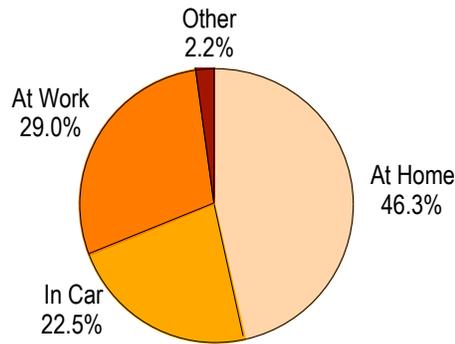
AQH Share of Mexican Regional Format
Mon-Sun, 6AM-Mid, Persons 12+

Mexican Regional

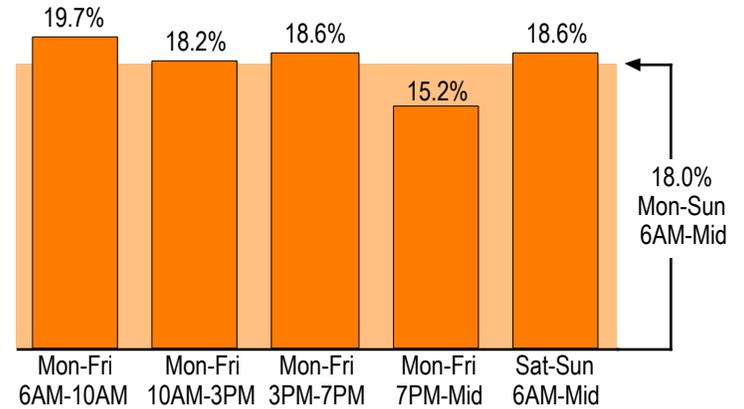
Most of the Hispanic listening to Mexican Regional occurs at home and at work. Although it performs well in all dayparts, Mexican Regional is particularly popular among Hispanic listeners in the morning, from 6AM-10AM, Monday through Friday.

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

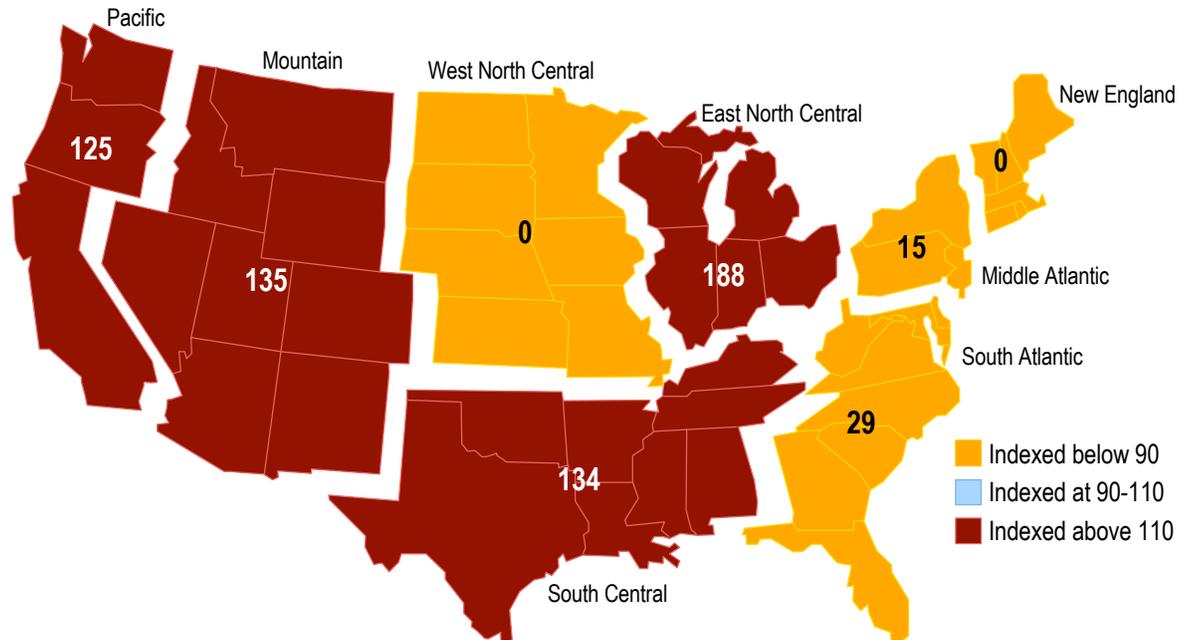
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximiser® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



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

Mexican Regional

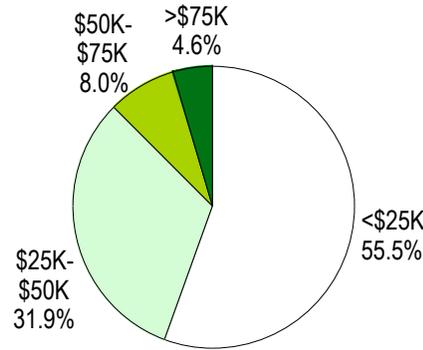
Of the adults 18+ who listen to Mexican Regional stations, more than 55 percent have household incomes under \$25,000 per year. Fifty-one percent have not completed high school, while 30 percent have. Nineteen percent have gone beyond high school to attend college.

Hispanic Mexican Regional listeners tune in for an average of 14 hours each week, the longest of any format group.

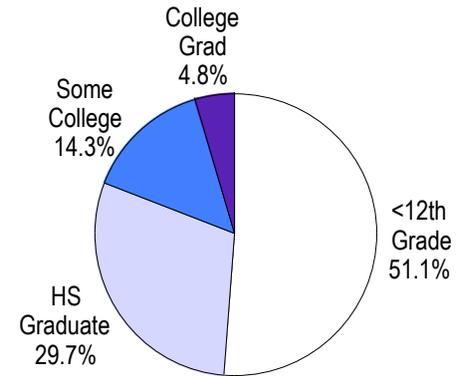
Hispanic Mexican Regional fans are 15 percent less likely than the general Hispanic population to own their own homes. They are the most likely of any Spanish format group to have children in the household.

Average Age of P1 Listeners
34
Proportion of Listening from P1s
69%

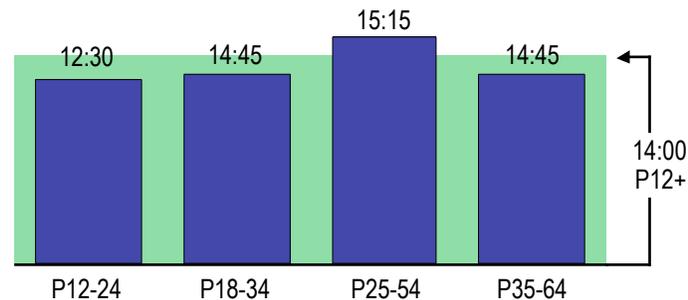
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from Maxim\$er® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Mexican Regional

Purchasing Behavior

Hispanics who listen to Mexican Regional are 52 percent more likely than the average Hispanic to live in a household planning to buy or lease a new pickup truck in the next year and 30 percent more likely than the norm to buy a used one. Twenty percent live in a household planning to buy furniture in the next 12 months. Hispanic Mexican Regional fans live in households that spend an average of \$109 per week on groceries, which is slightly above the norm for Hispanic consumers.

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

Leisure Activities

Hispanic Mexican Regional listeners are 36 percent more likely to have participated in team sports than the typical Hispanic consumer. About 20 percent have gone to the movies 3+ times in the past three months. Over half have eaten at fast-food restaurants 5+ times in the past month.

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)
Live in a household planning to buy or lease a new pickup truck in the next 12 months	36.3%	5.3%	152
Live in a household planning to buy a used pickup truck in the next 12 months	31.0%	5.8%	130
Live in a household that has spent \$200+ on groceries in the past 7 days	24.1%	9.6%	101
Have participated in team sports in the past 12 months	32.5%	30.7%	136
Have gone jogging/running in the past 12 months	27.0%	33.1%	115

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

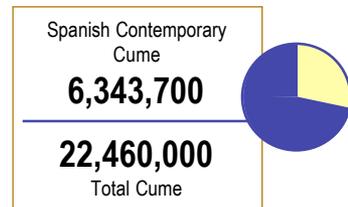
Spanish Contemporary

Emphasizes current Spanish-language music hits.

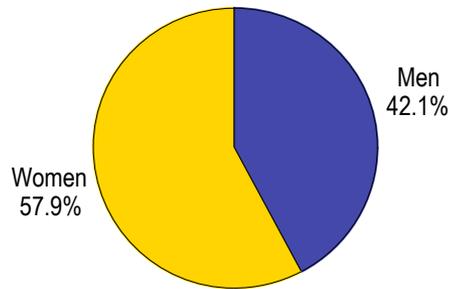
A Few Format Highlights

Spanish Contemporary is the third most popular format among Hispanic listeners. More Hispanic Women 18+ (58 percent) than Hispanic Men 18+ (42 percent) listen to this format.

Thirty percent of Spanish Contemporary's Hispanic fans are ages 25-34; 21 percent are ages 35-44.



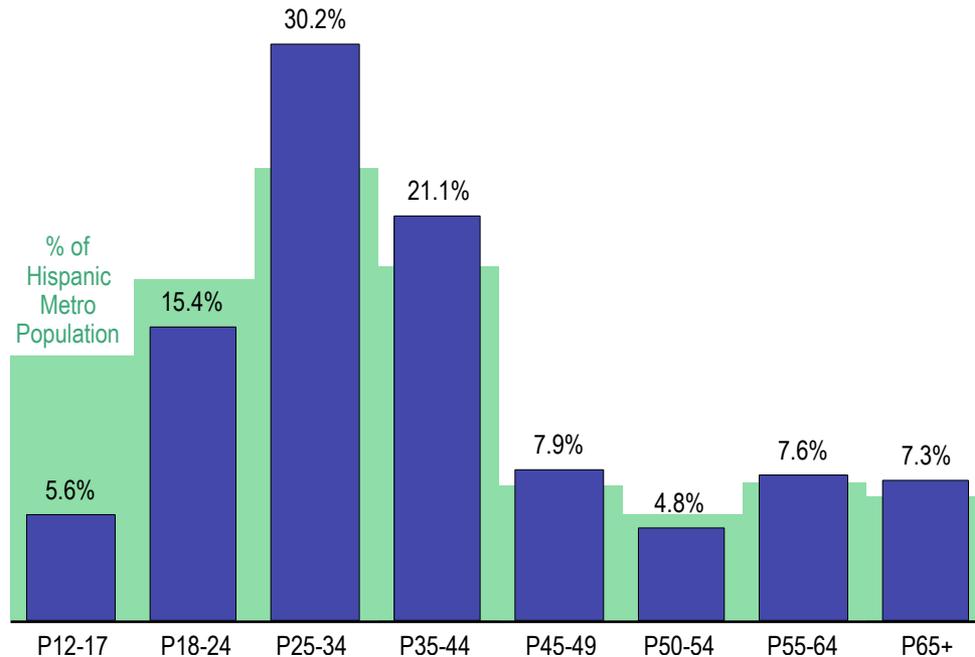
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish Contemporary 12.0%

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



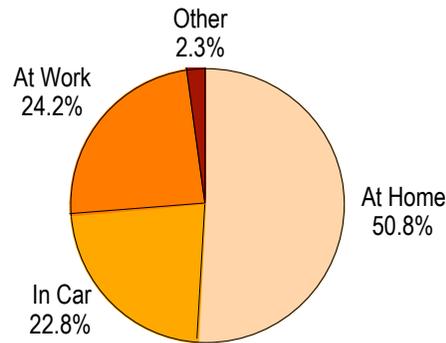
Audience Composition

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

Spanish Contemporary

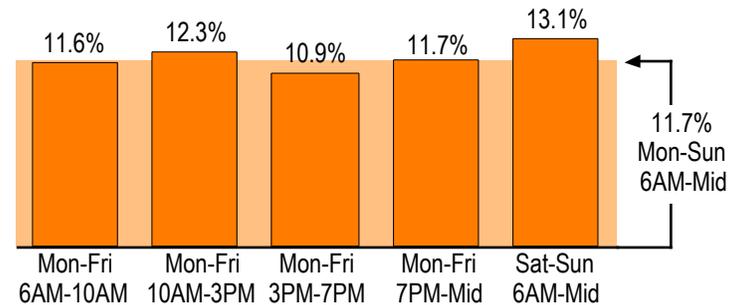
Spanish Contemporary posts its highest share of Hispanic listening, 13.1 percent, on weekends. Accordingly, Spanish Contemporary is a popular format choice while listening at home.

The format enjoys above-average popularity among Hispanics in the Pacific, East North Central, and South Atlantic regions.



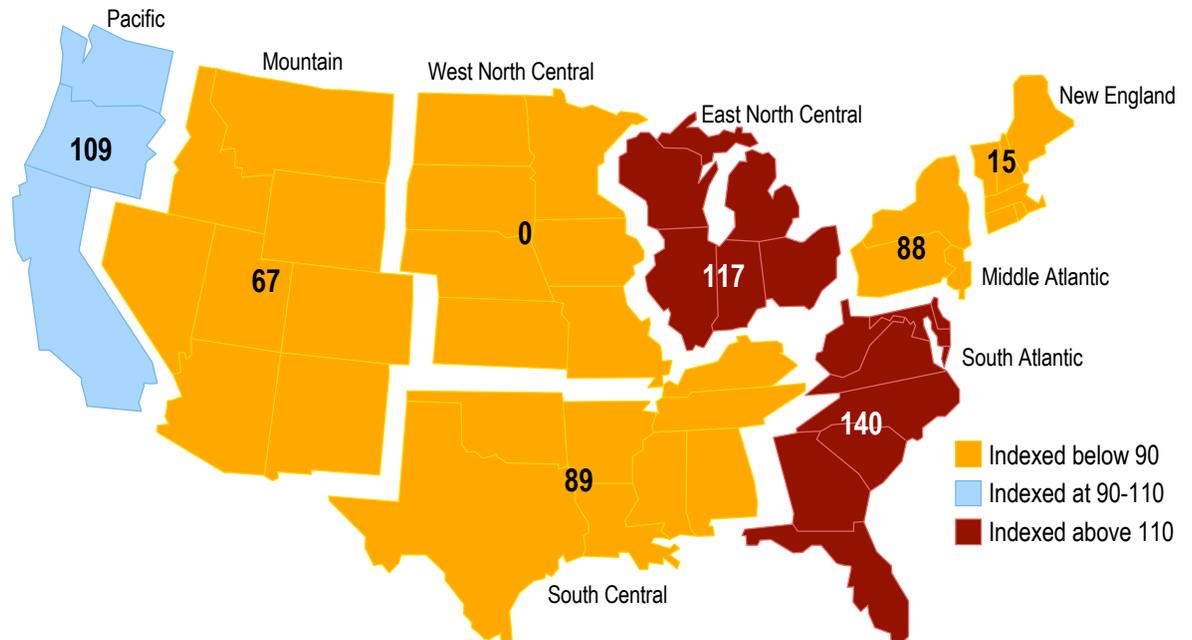
AQH Share of Listening by Location

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 Radio Listening Trends. All data come from Maximiser® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish Contemporary

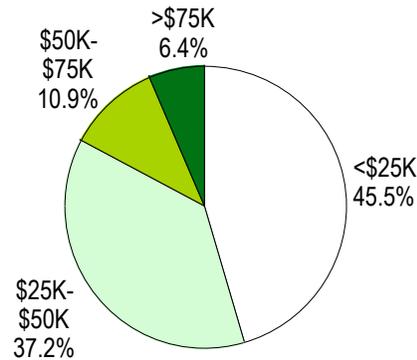
Over 45 percent of Hispanic adults who listen to Spanish Contemporary have household incomes below \$25,000 per year. Fifty-five percent have either finished high school or had some college education, while 10 percent are college graduates.

Hispanic Spanish Contemporary listeners spend an average of 9 hours and 30 minutes each week with their favorite stations.

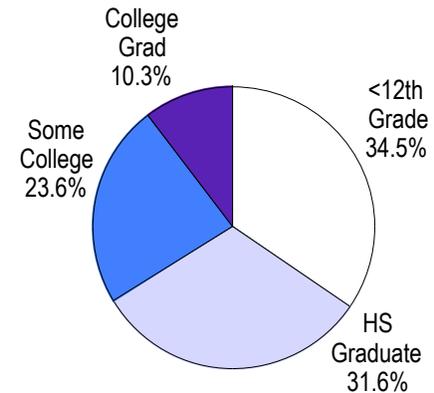
Hispanic Spanish Contemporary listeners are less likely (12 percent) than the average Hispanic consumer to own their own homes. Over two-thirds have children in the household, a percentage that is slightly above the national Hispanic average.

Average Age of P1 Listeners
35
Proportion of Listening from P1s
68%

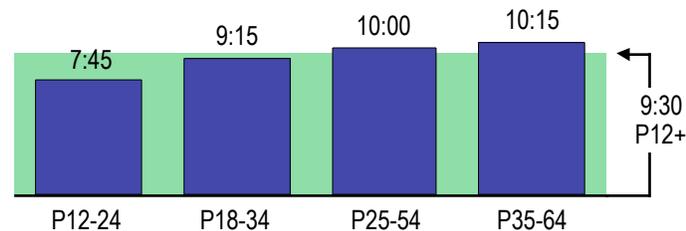
*Note: Due to rounding, totals may differ.
Source: Formal definitions are from Arbitron Radio Listening Trends. All data come from Maximiser® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Spanish Contemporary

Purchasing Behavior

Hispanics who listen to Spanish Contemporary are 25 percent more likely than the average Hispanic consumer to live in a household planning to buy or lease a new van or minivan in the next year and 18 percent more likely to buy a used one. Nearly 21 percent live in a household planning to buy furniture in the next 12 months. They are slightly more likely to live in a household that has spent \$200+ on groceries per week than the average Hispanic American.

Spanish Contemporary listeners are 13 percent less likely to have a household checking account than the general Hispanic population.

Leisure Activities

About one-third of Hispanic Spanish Contemporary fans have run for exercise and 29 percent have participated in team sports. They are about as likely as the general Hispanic population to have attended movies 3 times in the past three months. Fifty-five percent of Hispanic Spanish Contemporary listeners have patronized fast-food restaurants 5+ times per month, a rate that parallels the national Hispanic average.

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)
Live in a household planning to buy or lease a new van or minivan in the next 12 months	31.0%	3.1%	125
Live in a household planning to buy a used van or minivan in the next 12 months	29.3%	4.3%	118
Live in a household planning to buy furniture in the next 12 months	25.0%	20.5%	101
Live in a household that has spent \$200+ on groceries in the past 7 days	25.4%	9.8%	103
Have gone jogging/running in the past 12 months	27.2%	32.3%	110
Have participated in team sports in the past 12 months	31.7%	29.0%	128
Have attended movies 3 times in the past 3 months	25.1%	10.9%	101
Have children in household	27.0%	67.0%	109

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

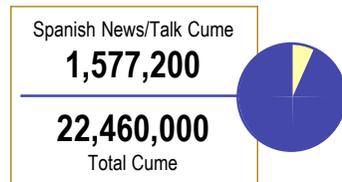
Spanish News/Talk

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

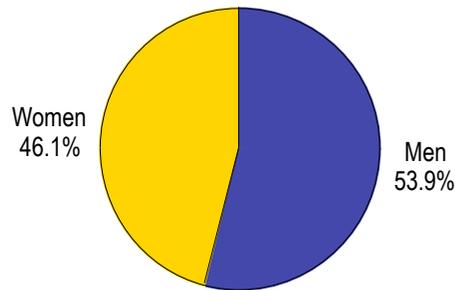
A Few Format Highlights

There are significantly more adult men (54 percent) than adult women (46 percent) in the Hispanic listening audience for Spanish News/Talk.

The format is popular among older people ages 55+, who comprise 43 percent of the format's Hispanic audience.



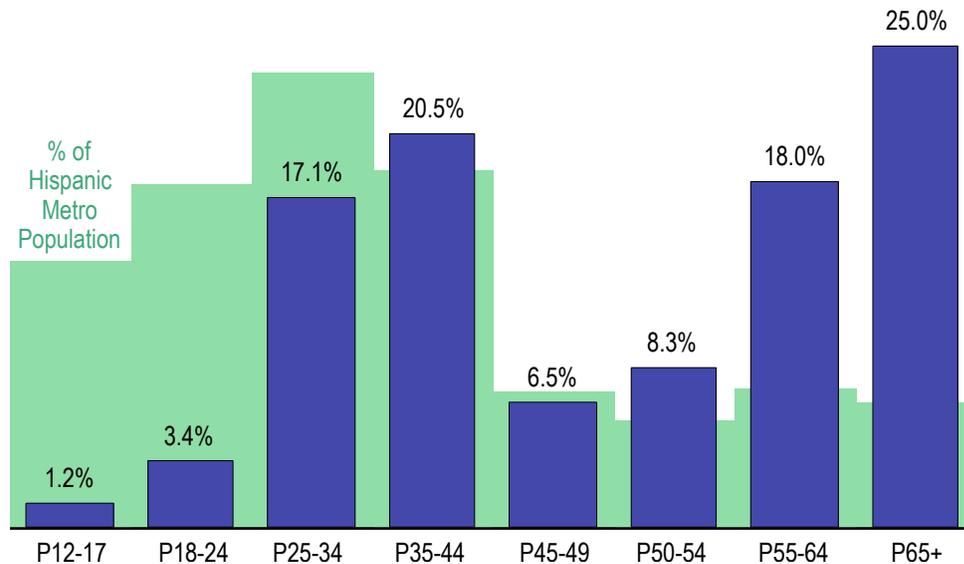
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish News/Talk 3.4%

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

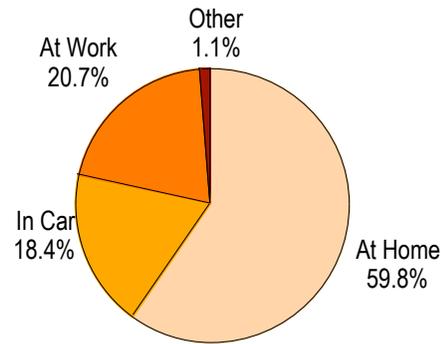


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Spanish News/Talk

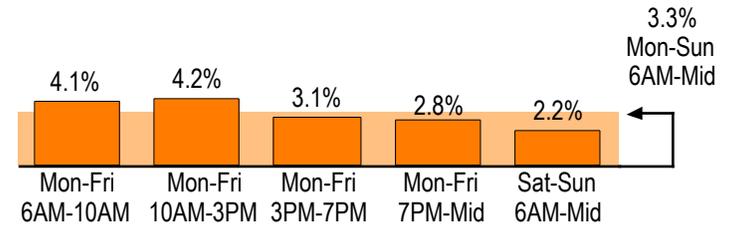
Nearly 60 percent of Hispanic listening to Spanish News/Talk occurs at home. Most listeners tune in during the morning and midday, Monday through Friday.

Spanish News/Talk is particularly popular among Hispanics in the South Atlantic region. It also performs well in the Middle Atlantic states.



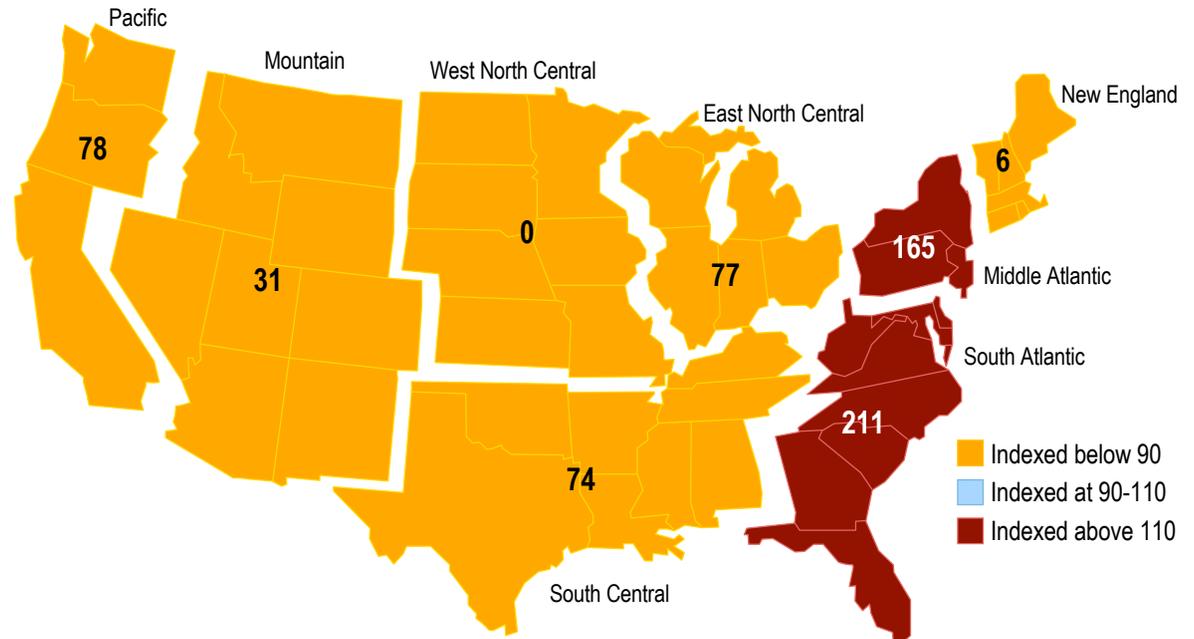
AQH Share of Listening by Location

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

- Indexed below 90
- Indexed at 90-110
- Indexed above 110

*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximiser® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish News/Talk

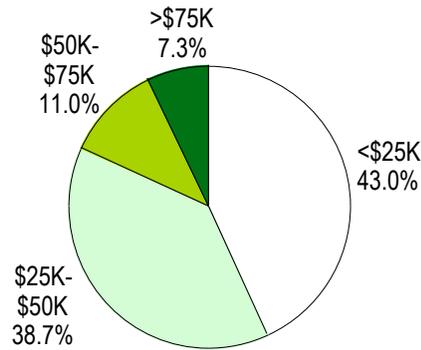
Forty-three percent of adult Hispanics who listen to Spanish News/Talk have household incomes below \$25,000 per year, while 39 percent report incomes between \$25,000 and \$50,000. Nearly half (49 percent) have either finished high school or had some college education, while 11 percent are college graduates.

Hispanics who listen to Spanish News/Talk spend an average of 10 hours and 45 minutes each week tuning in to their favorite stations.

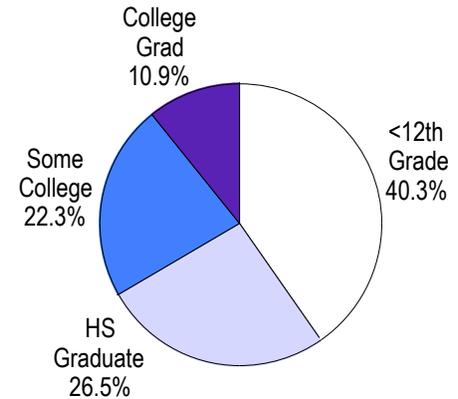
Forty-one percent of Hispanic Spanish News/Talk fans own their own homes. They are the least likely of any Spanish format group to have children in the household.

Average Age of P1 Listeners
48
Proportion of Listening from P1s
65%

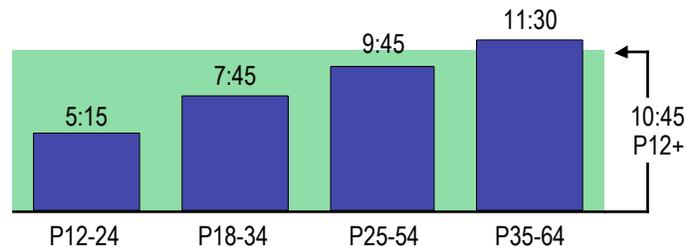
*Note: Due to rounding, totals may differ.
Source: Formal definitions are from Arbitron Radio Listening Trends. All data come from MaximSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Spanish News/Talk

Purchasing Behavior

Thirteen percent of Spanish News/Talk listeners live in a household planning to buy a new vehicle in the next 12 months. They are the least likely of any Spanish-format group whose household plans to buy new furniture in the next year. Spanish News/Talk listeners spent an average of \$106 per household per week on groceries.

Hispanic Spanish News/Talk fans are slightly more likely than the norm to live in a household planning to buy a computer and/or a digital camera in the next 12 months. They are 18 percent more likely than the general Hispanic population to live in a household that has used a travel agent.

Leisure Activities

Twenty-six percent of Hispanic Spanish News/Talk listeners have participated in team sports. They have attended movies much less frequently than the norm. They are the least likely of any Spanish-format group to have frequented fast-food restaurants.

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)
Live in a household that has used a travel agent	7.6%	11.6%	118
Live in a household planning to buy a digital camera in the next 12 months	6.7%	11.4%	104
Live in a household planning to buy a computer in the next 12 months	6.6%	16.7%	103
Have participated in team sports in the past 12 months	7.3%	25.7%	114
Have eaten at a fast-food restaurant one time in the past 30 days	10.6%	10.4%	164

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

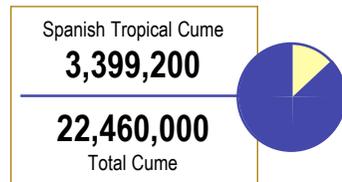
Spanish Tropical

Features salsa and merengue music.

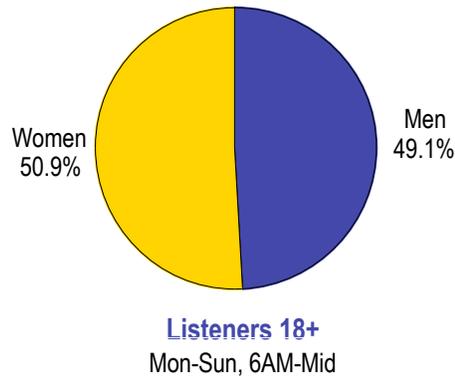
A Few Format Highlights

The Hispanic listening audience for Spanish Tropical splits almost evenly between Men 18+ (49 percent) and Women 18+ (51 percent).

Spanish Tropical appeals most to Hispanic adults aged 25-34 and 35-44. More than half of the audience for Spanish Tropical formats is included in those two age groups.

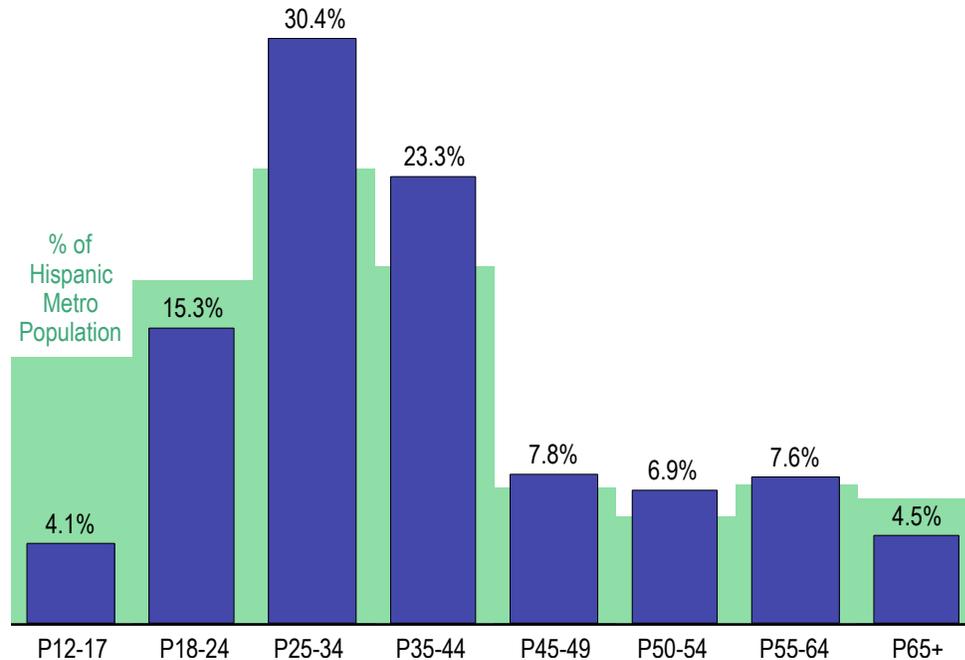


*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Total Spanish Tropical 7.3%

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

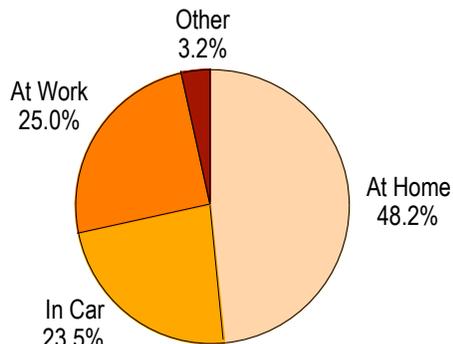


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

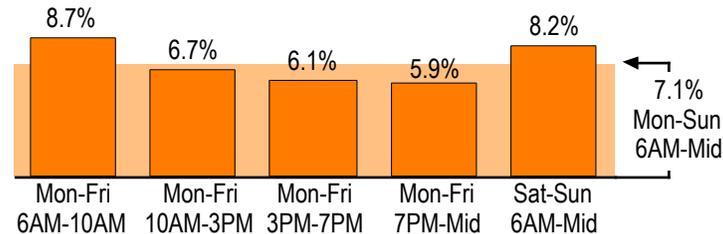
Spanish Tropical

Spanish Tropical captures its highest share of Hispanic listening, 8.7 percent, weekday mornings from 6AM-10AM. Nearly half of this format's listening occurs away from home.

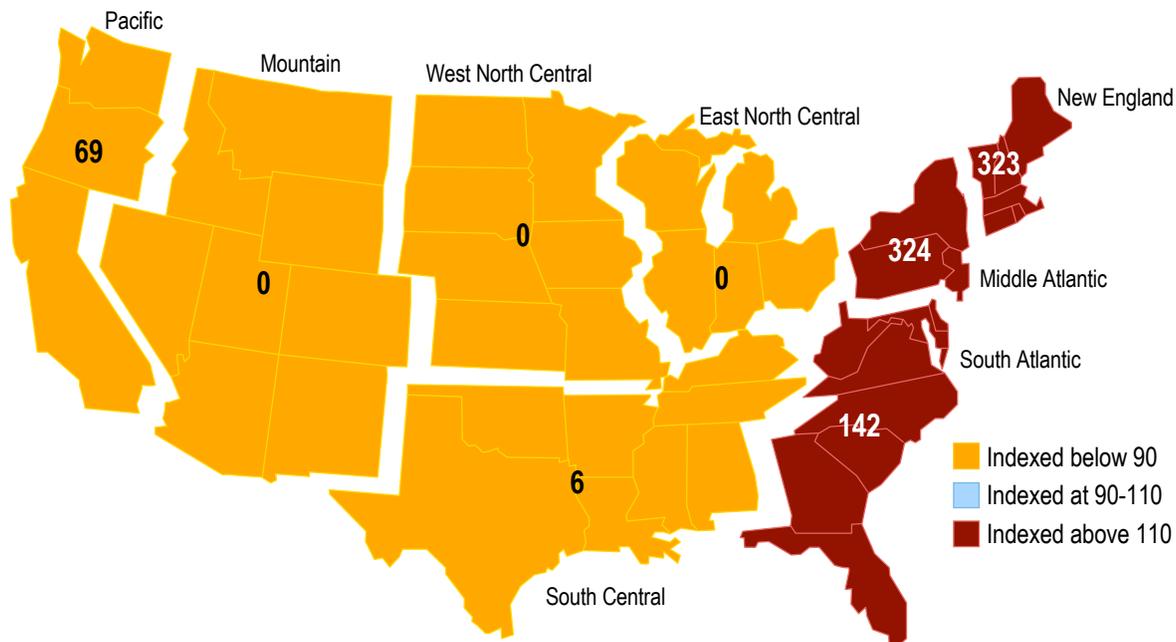
Spanish Tropical is extremely popular among Hispanics in the New England and Middle Atlantic regions. It also performs above average in the South Atlantic region.



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 Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish Tropical

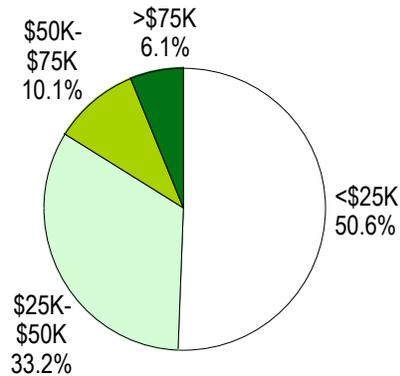
Thirty-three percent of Hispanic adults who listen to Spanish Tropical have household incomes between \$25,000 and \$50,000 per year. Sixteen percent have household incomes over \$50,000. Fifty-six percent have either finished high school or had some college education, while 11 percent hold college degrees.

Hispanics who listen to Spanish Tropical tune in to their favorite stations each week for an average of 10 hours and 45 minutes.

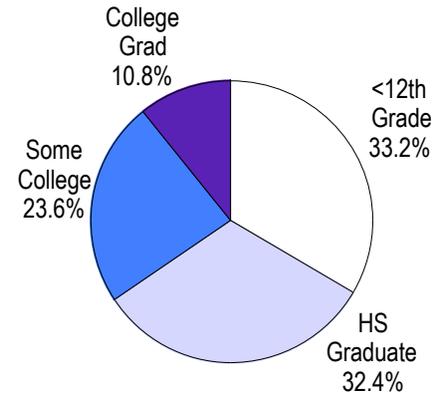
Hispanic Spanish Tropical listeners are the least likely of any format group to own their own homes. They are a little less likely than the average Hispanic consumer to have children in the household.

Average Age of P1 Listeners
36
Proportion of Listening from P1s
66%

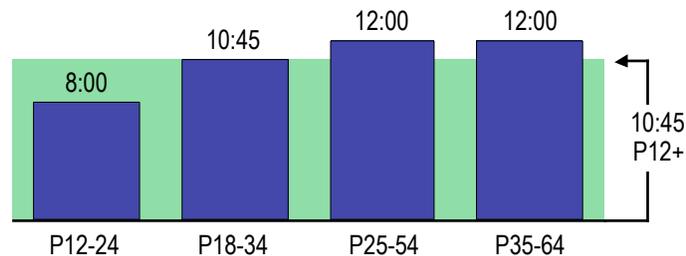
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Spanish Tropical

Purchasing Behavior

Hispanic Spanish Tropical listeners are 36 percent more likely than the average Hispanic consumer to live in a household planning to buy a used van or minivan in the next 12 months. About 22 percent live in a household planning to buy furniture in the next 12 months, a proportion that is slightly above the national average for Hispanic consumers. Hispanic Spanish Tropical fans are 17 percent more likely than the general Hispanic population to have spent \$200+ on groceries per household per week.

Hispanics who tune in to Spanish Tropical are 27 percent more likely than the typical Hispanic consumer to live in a household that owns bonds.

Leisure Activities

Hispanic Spanish Tropical listeners are 16 percent more likely than the average Hispanic consumer to have engaged in photography and 13 percent more likely to have played tennis. They are six percent more likely than the general Hispanic population to have gone to the movies 3+ times in the past three months. A little more than half of Hispanic Spanish Tropical listeners have eaten at fast-food restaurants 5+ times in the past 30 days, a percentage that is slightly below the Hispanic national average.

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)
Live in a household planning to buy a used van or minivan in the next 12 months	11.7%	4.9%	136
Live in a household planning to buy furniture in the next 12 months	9.4%	22.1%	109
Live in a household that has spent \$200+ on groceries in the past 7 days	10.1%	11.2%	117
Live in a household that has/uses bonds	11.0%	11.4%	127
Have engaged in photography in the past 12 months	10.0%	25.4%	116
Have played tennis in the past 12 months	9.7%	5.0%	113
Have attended movies 3+ times in the past 3 months	9.1%	24.8%	106

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

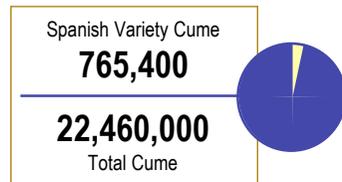
Spanish Variety

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

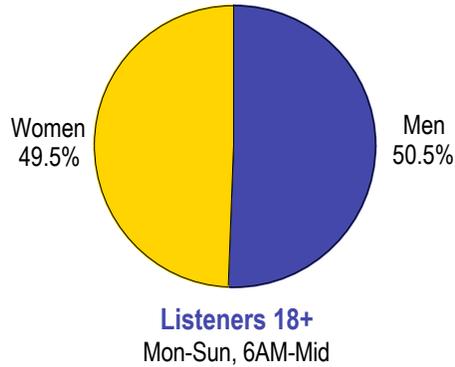
A Few Format Highlights

Spanish Variety appeals about equally to Hispanic Women 18+ (50.5 percent) and Hispanic Men 18+ (49.5 percent).

The format is most popular with listeners ages 25-44. Only 14 percent of the Hispanic listeners who tune in to Spanish Variety stations are under the age of 25.

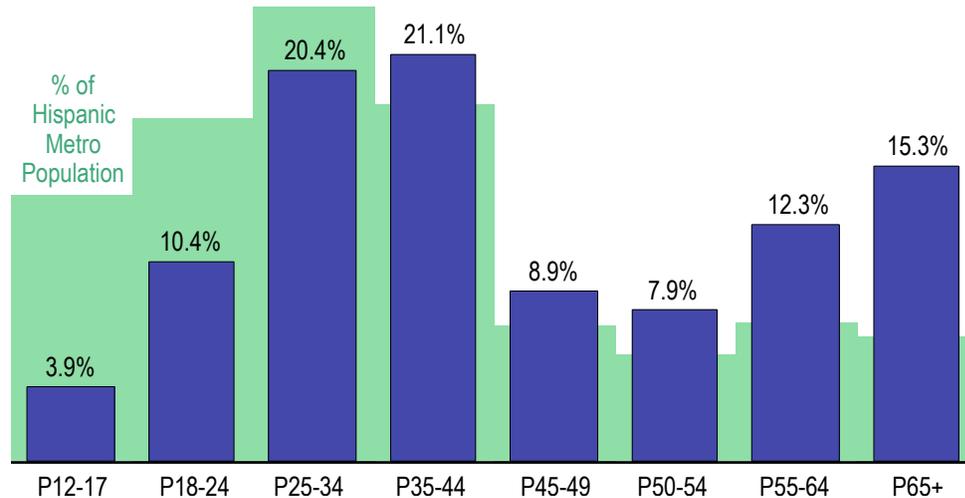


*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaxInfoSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Total Spanish Variety 1.4%

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

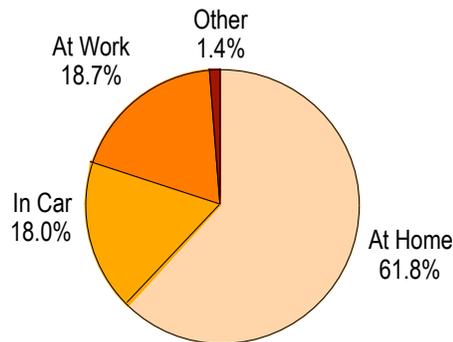


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

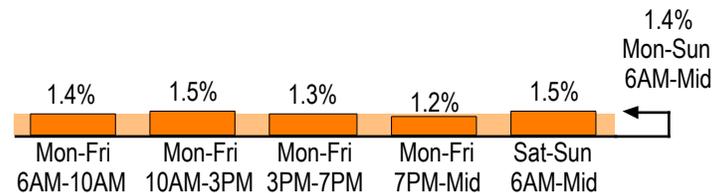
Spanish Variety

Spanish Variety performs almost equally well across dayparts. Almost 62 percent of Hispanic listening to Spanish Variety occurs at home.

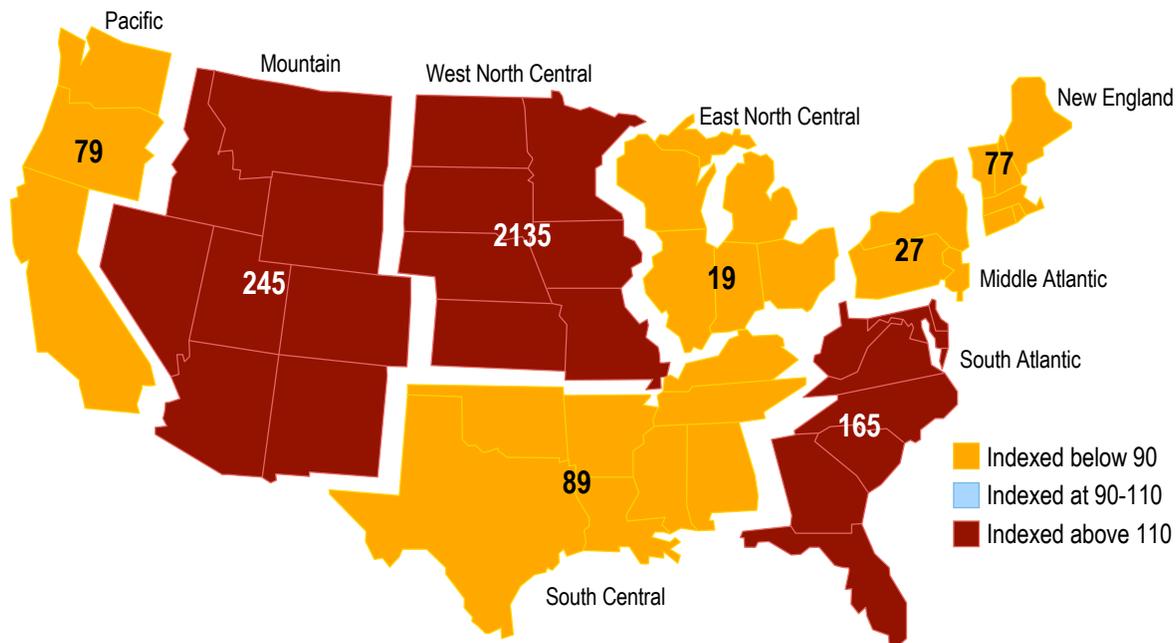
Spanish Variety is extraordinarily popular in the West North Central region. It also captures above-average Hispanic audience shares in the Mountain and South Atlantic regions.



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 Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish Variety

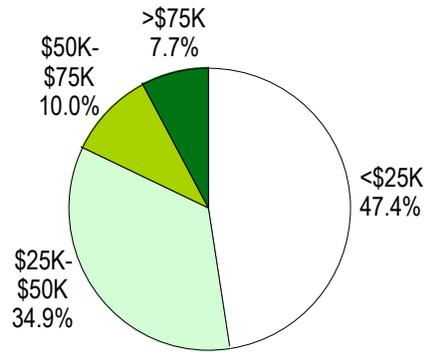
A little less than half of Spanish Variety's adult Hispanic listeners have household incomes below \$25,000 per year. Twenty-nine percent have gone beyond the high school level.

Hispanics who tune in to Spanish Variety stations listen for an average of 9 hours and 15 minutes each week.

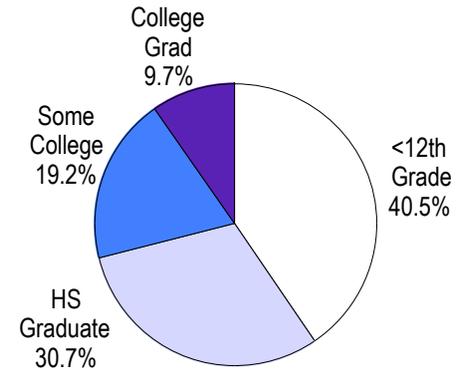
About 47 percent of the Hispanic consumers who listen to Spanish Variety own their own homes, a proportion that is slightly above the national average for Hispanic Americans. Sixty-one percent have children in the household.

Average Age of P1 Listeners
42
Proportion of Listening from P1s
72%

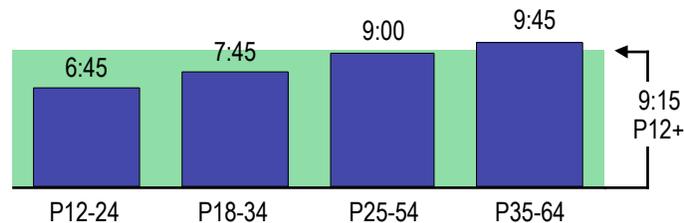
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Spanish Variety

Purchasing Behavior

Approximately 14 percent of the Hispanics who tune in to Spanish Variety live in a household planning to buy a new vehicle in the next year. Nineteen percent live in a household planning to buy furniture. Hispanic Spanish Variety listeners are five percent more likely than the general Hispanic population to have spent \$200+ per household per week on groceries.

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

Leisure Activities

Hispanic Spanish Variety fans are 9 percent more likely than the average Hispanic consumer to have taken adult continuing education courses and 10 percent more likely to have gardened. Hispanic Spanish Variety fans eat at fast-food restaurants infrequently.

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)
Live in a household that has spent \$200+ on groceries in the past 7 days	4.1%	10.1%	105
Have taken adult continuing education classes in the past 12 months	4.2%	15.4%	109
Have done gardening in the past 12 months	4.2%	39.6%	110
Have eaten at fast-food restaurant one time in the past 30 days	4.8%	7.9%	125
Own residence	3.9%	46.5%	102

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

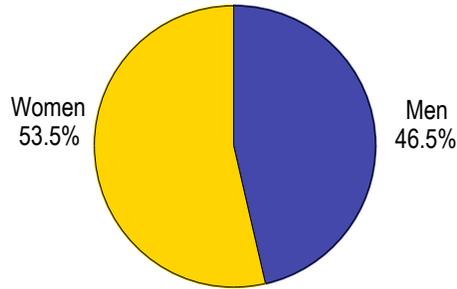
Tejano

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

A Few Format Highlights

More Hispanic Women 18+ (53.5 percent) than Hispanic Men 18+ (46.5 percent) are Tejano fans.

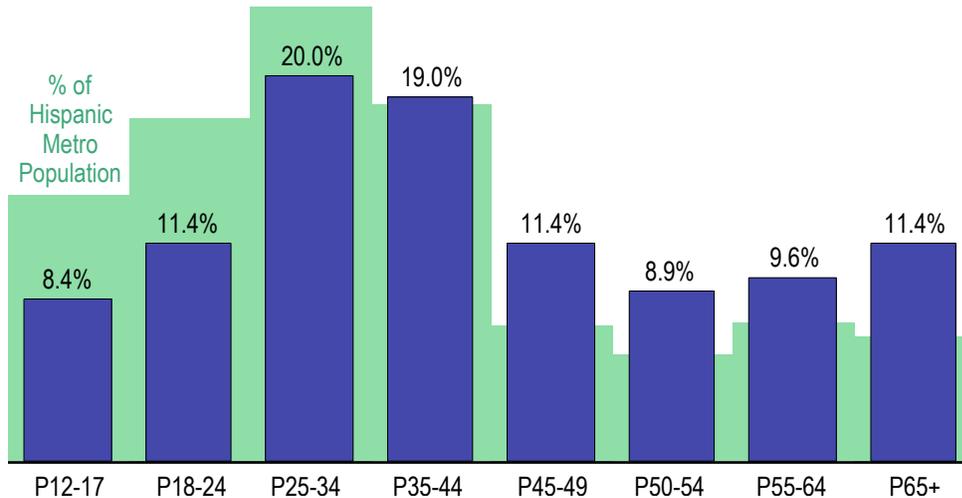
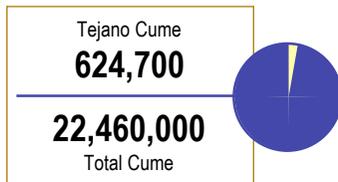
Nearly 60 percent of Hispanics who listen to Tejano are ages 25-54.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Tejano 1.0%

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



Audience Composition

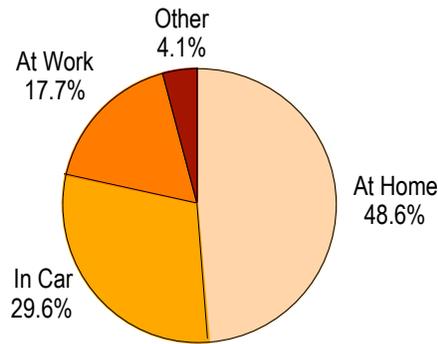
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

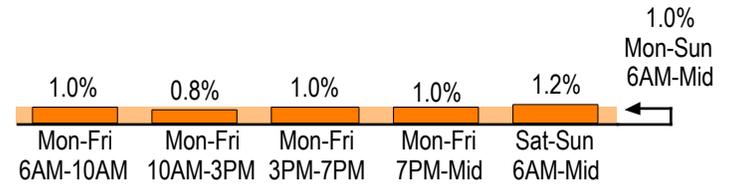
Tejano

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

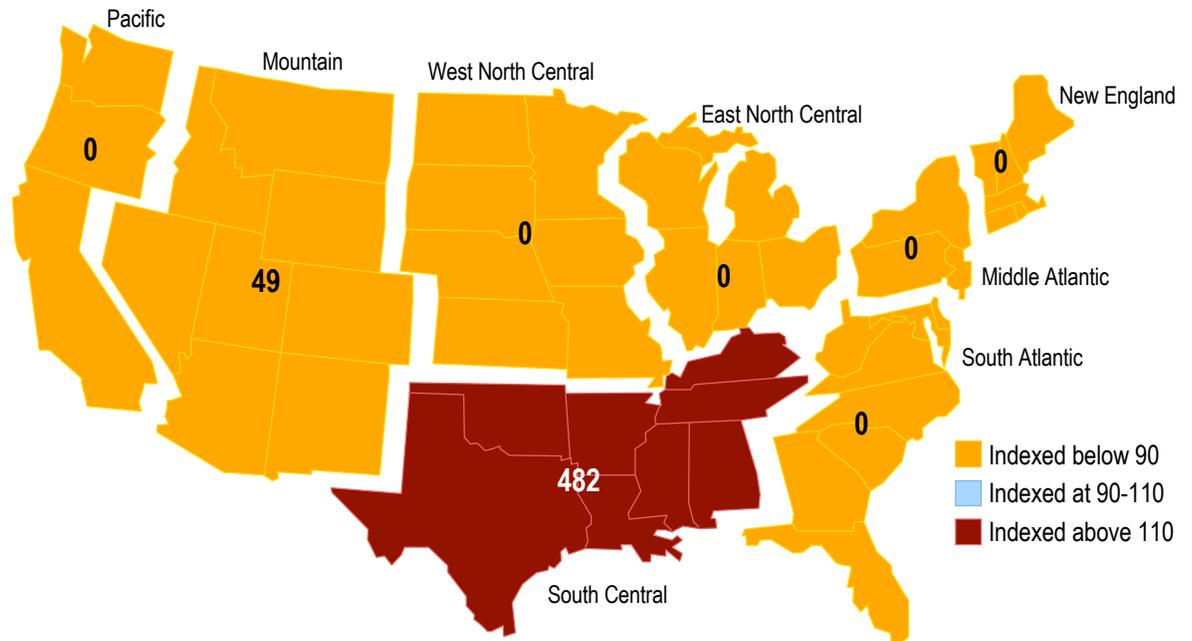
Tejano performs extremely well in the South Central region.



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: Formal definitions are from Arbitron Radio Listening Trends. All data come from Maximize® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*

Tejano

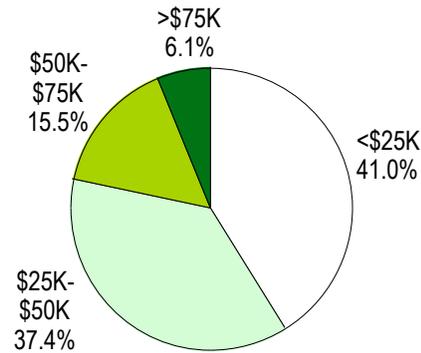
Thirty-seven percent of Tejano's adult Hispanic listeners have household incomes between \$25,000 and \$50,000 per year. More than half have either finished high school or had some college education (58 percent), while six percent are college graduates.

The average Hispanic Tejano listener tunes in for eight hours per week.

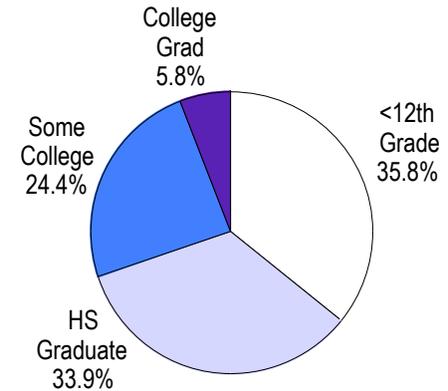
Hispanic Tejano fans are 14 percent more likely than the average Hispanic consumer to have children in the household. Sixty-four percent are homeowners, making them 41 percent more likely to own their own homes than the general Hispanic population.

Average Age of P1 Listeners
42
Proportion of Listening from P1s
69%

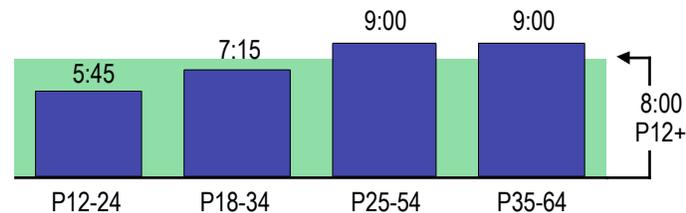
*Note: Due to rounding, totals may differ.
Source: Formal definitions are from Arbitron Radio Listening Trends. All data come from Maximiser® Plus National Regional Database, Spring 2003, Arbitron Hispanic-Controlled Metro Survey Areas.*



Household Income
Persons 18+



Education
Persons 18+



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

Tejano

Purchasing Behavior

Hispanic Tejano listeners are the most likely of any Spanish-format group to live in a household planning to buy furniture in the next year. They spend a little less per household, \$102 per week, on average, on groceries than the average Hispanic consumer.

Hispanic Tejano fans are 43 percent more likely than the typical Hispanic consumer to live in a household that has an auto loan and 17 percent more likely to have a home mortgage.

Leisure Activities

Hispanics who tune in to Tejano are more than twice as likely to have sewn/made crafts than the average Hispanic American. They are 20 percent more likely to have engaged in free weights/circuit training. They are 10 percent more likely than the average Hispanic consumer to have gone to the movies 3+ times in the past three months. Hispanic Tejano fans are the most likely of any Spanish-format group to have eaten at fast-food restaurants 5+ times in the past month.

Tejano Strengths

This format's Hispanic listeners are more likely to:

	% of Category Tejano Listeners Represent	% of Tejano Listeners	Index (100= National Average)
Live in a household planning to buy furniture in the next 12 months	3.6%	28.3%	140
Live in a household that has/uses an auto loan	3.7%	24.4%	143
Live in a household that has/uses a home mortgage	3.0%	22.9%	117
Have done sewing/craft-making in the past 12 months	5.4%	25.3%	210
Have engaged in free weights/circuit training in the past 12 months	3.1%	24.7%	120
Have attended movies 3+ times in the past 3 months	2.8%	25.7%	110
Have eaten at fast-food restaurant 5+ times in the past 30 days	3.3%	69.8%	127
Have children in household	2.9%	69.9%	114
Own residence	3.6%	64.2%	141

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2003.

Spring 2003 Hispanic- Controlled Metro Survey Areas

The markets listed below were determined using Arbitron's Spring 2003 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 2003 Hispanic- Controlled Metro Survey Areas

(continued from page 49)

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 2003; MaximiSer® Plus National Regional Database, Spring 2003, all Hispanic Markets; and Scarborough USA+, Release 1, 2003. The American Radio Listening Trends combines 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-controlled market surveyed by Arbitron in the United States. 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.

P1—First Preference Listening

Persons who listen to one radio station more than any other are P1 listeners for that station.

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.

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



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