



Hispanic Radio Today

How America Listens to Radio

2005 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 over 750 are Spanish-language 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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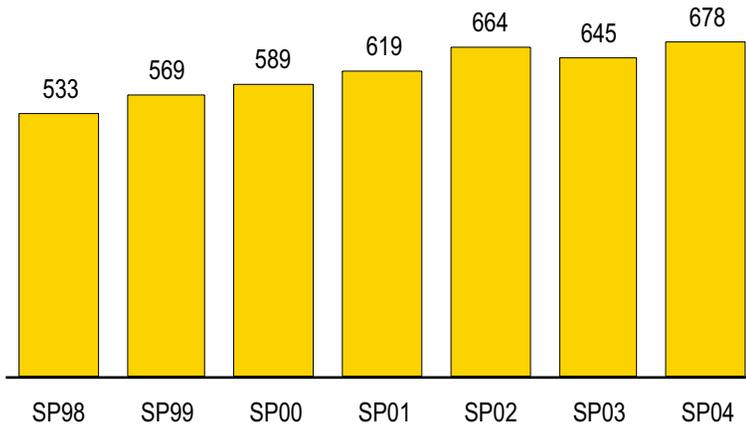
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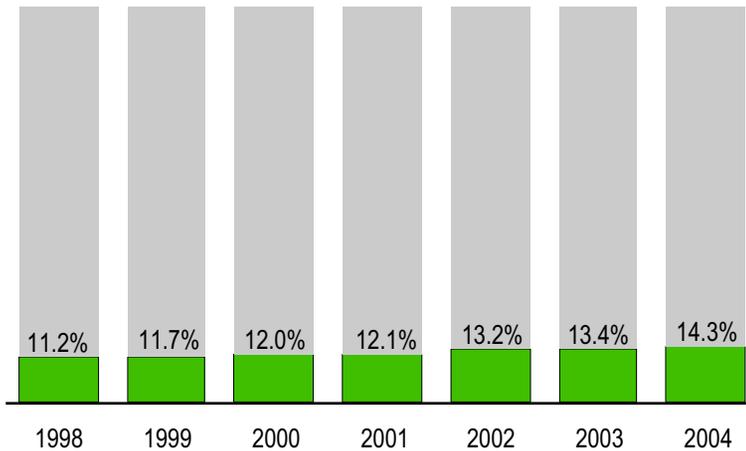
Station Trends

Spanish-Language Radio Rises in Popularity

The number of Hispanics living in the U.S. is rapidly growing, now representing more than 14 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 that have enough listenership to qualify for inclusion in Arbitron's MaximiSer® Plus National Regional Database has increased dramatically over the past few years. Today, there are 678 Spanish-language stations included in the database in the U.S.; the highest number to date.



Number of Hispanic Radio Stations in the U.S.



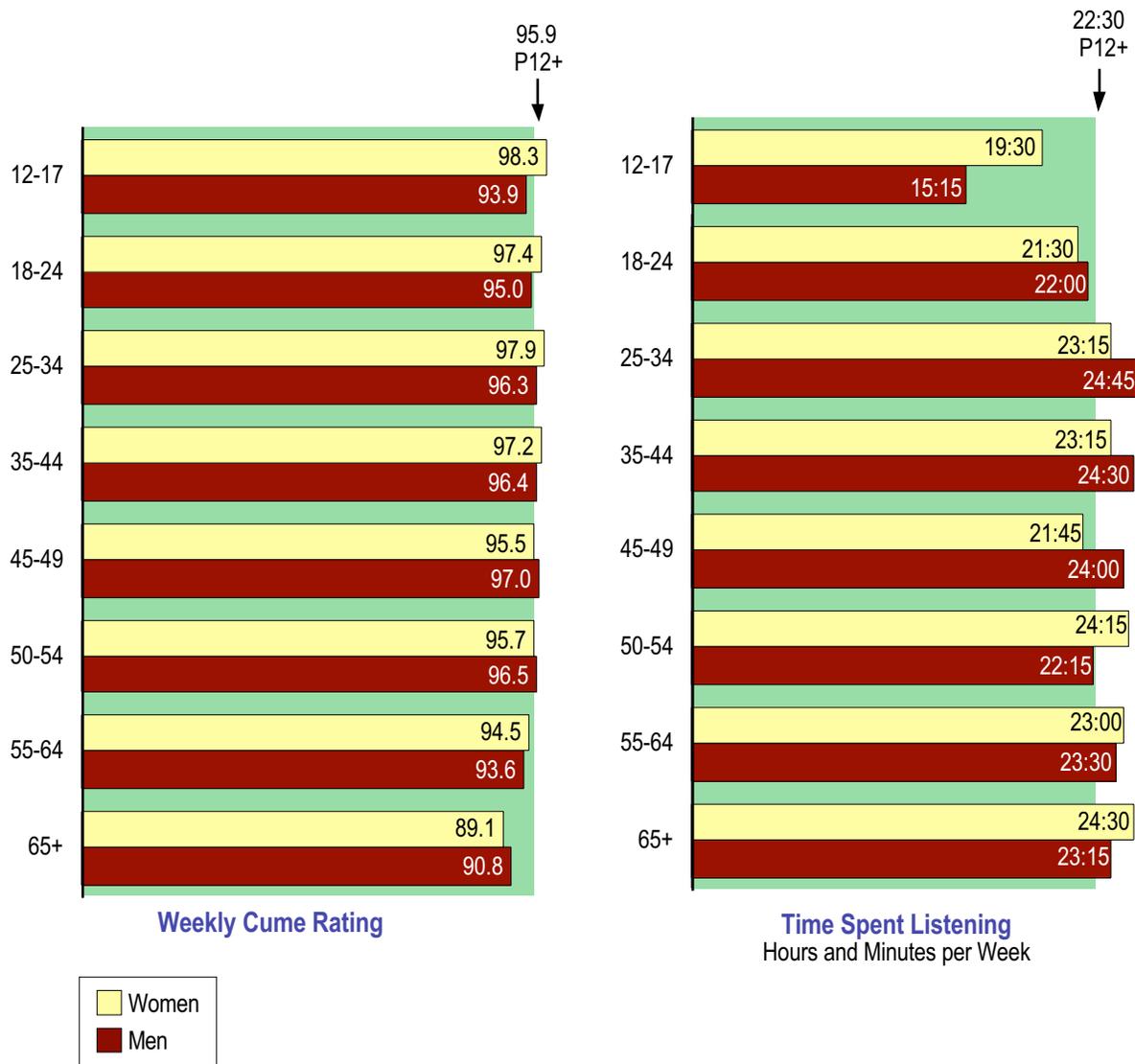
Hispanic Population Percentages for Arbitron Metros

Source: MaximiSer® Plus National Regional Database, Spring 2004

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 (97 percent) peaks among 45- to 49-year-olds. For Hispanic females, listening peaks among teens (98.3 percent) and young adults 18-24 (97.4 percent).

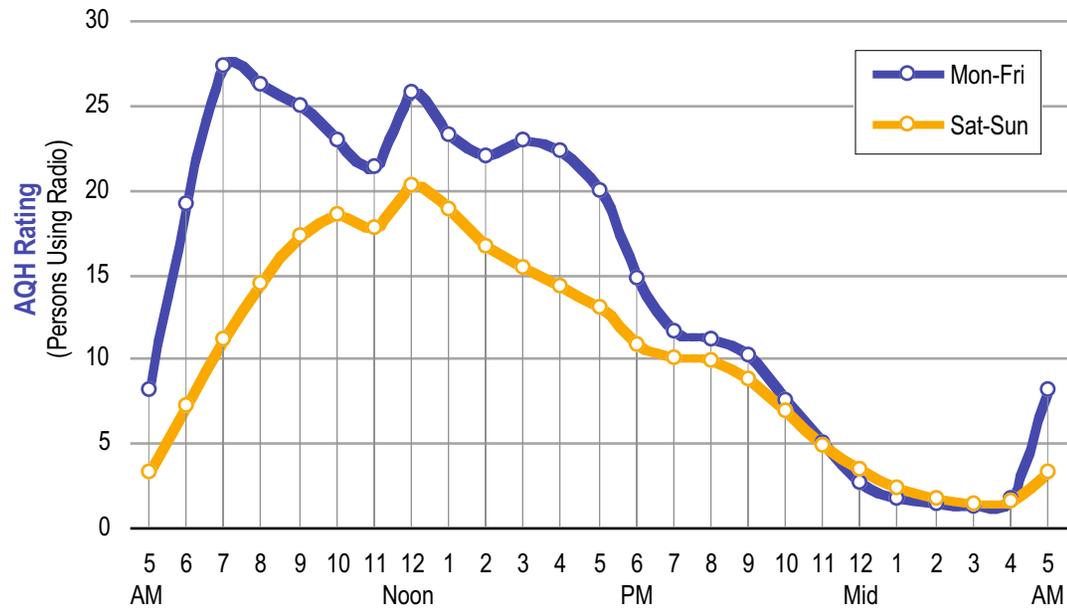


Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Sun, 6AM-Mid, All Hispanic Markets

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.



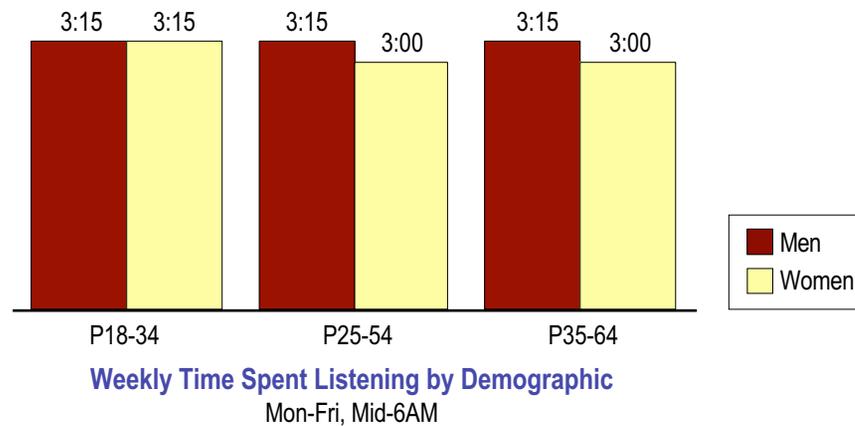
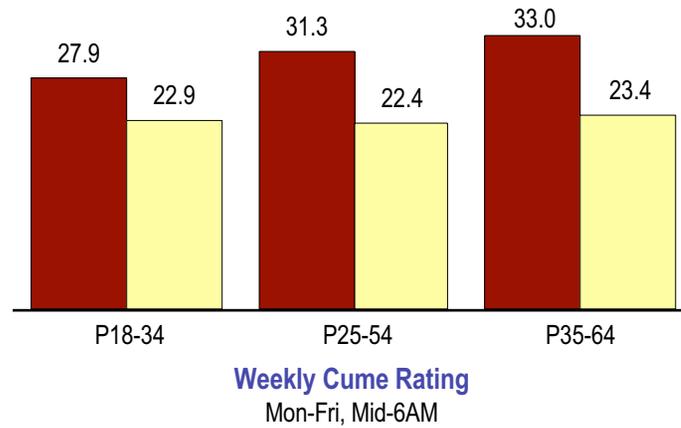
Hour-by-Hour Listening, AQH Rating

Source: MaximiSer® Plus National Regional Database, Spring 2004, 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 (33 percent) than other groups. Meanwhile, Hispanic Women 35-64 are more likely to tune in late at night (23.4 percent) than their younger counterparts. Hispanic men and women spend just about the same amount of time listening per week.

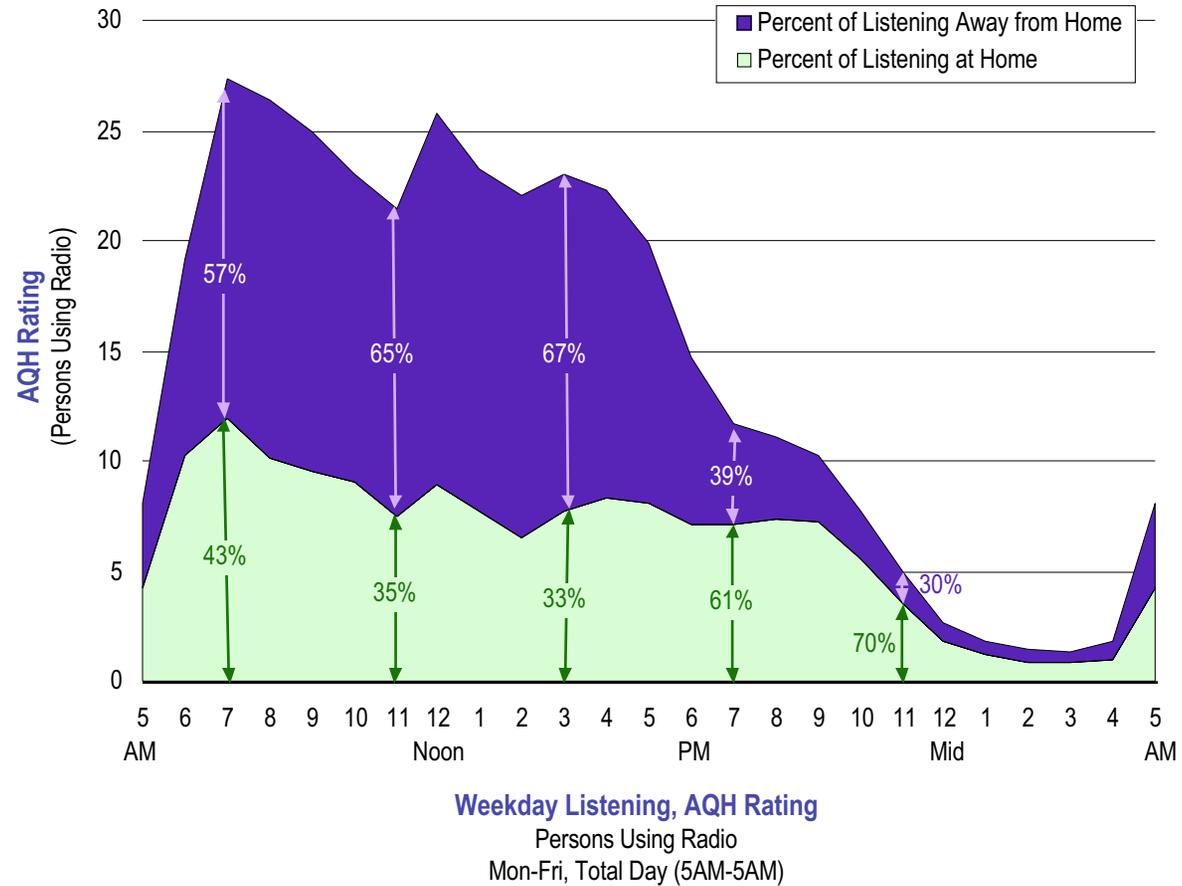


Source: *Maxi\$er® Plus National Regional Database, Spring 2004, Mon-Fri, Mid-6AM, All Hispanic Markets*

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 approximately 63 percent of Hispanic listeners, on average, tuning in someplace away from their homes.



Source: MaximiSer® Plus National Regional Database, Spring 2004, Mon-Fri, 5AM-5AM, All Hispanic Markets

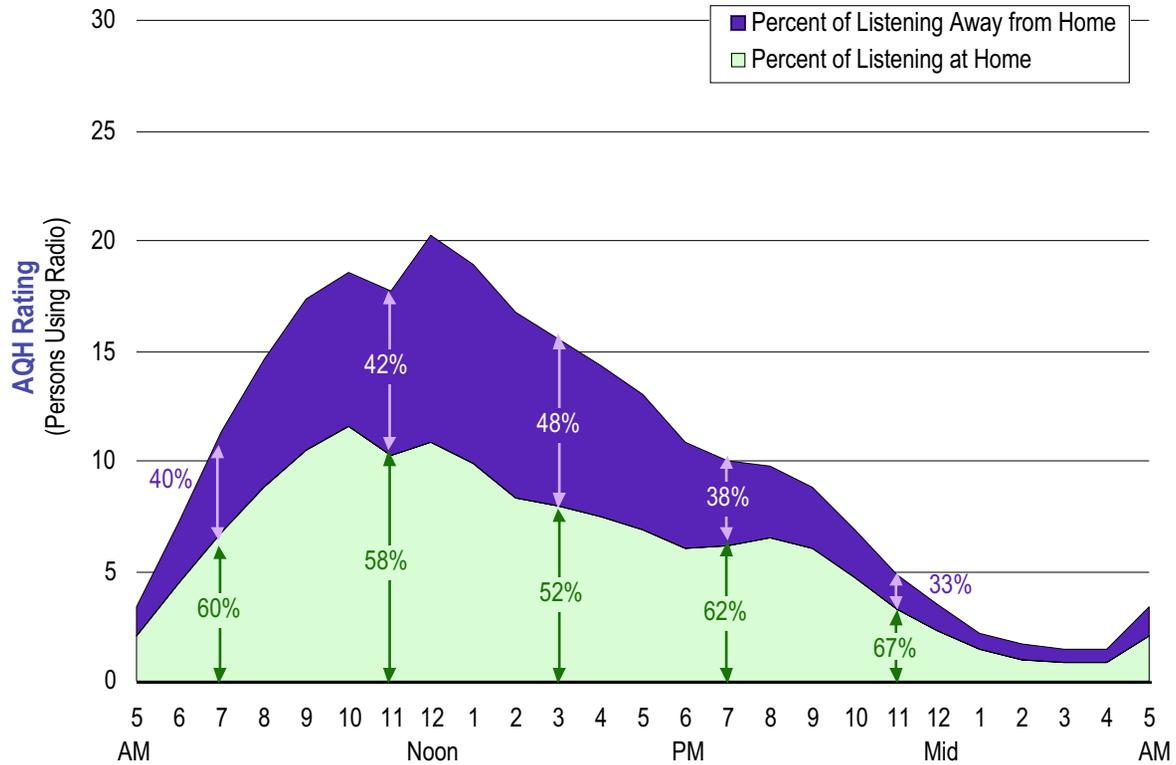
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2005 Edition

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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 12Noon through 7PM.



Weekend Listening, AQR Rating

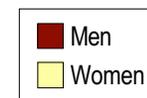
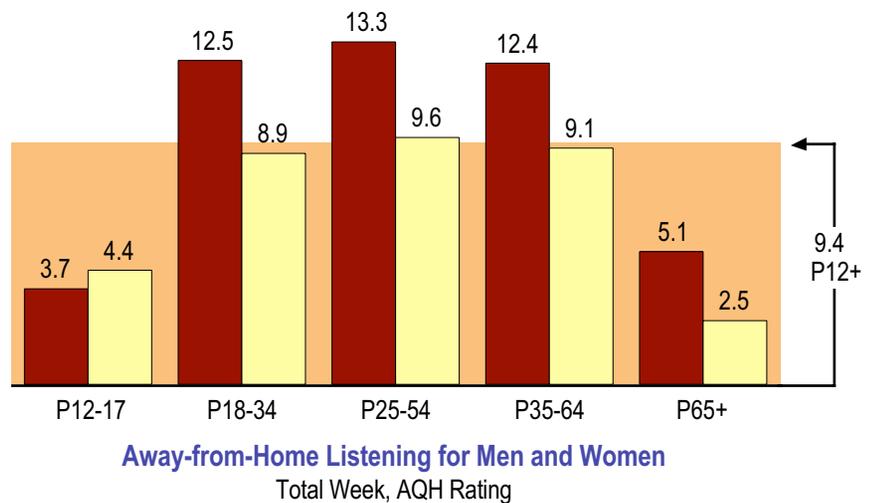
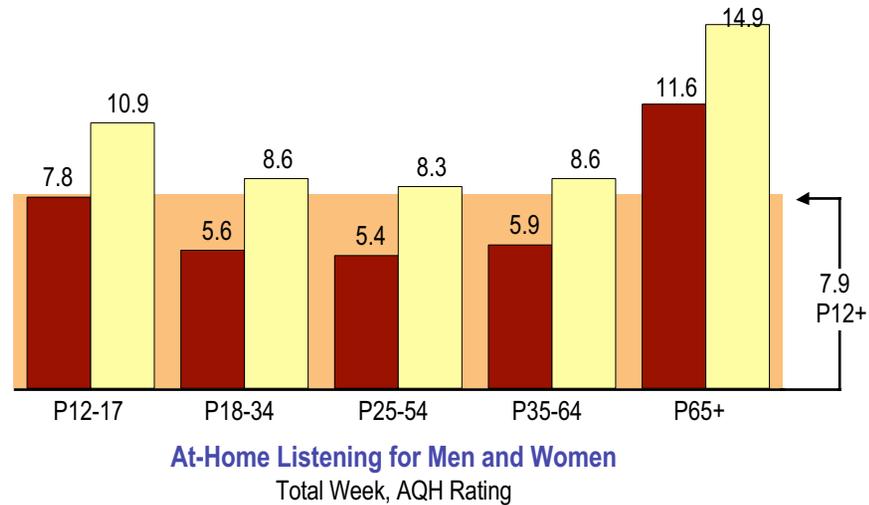
Persons Using Radio
Sat-Sun, Total Day (5AM-5AM)

Source: *Maximiser® Plus National Regional Database, Spring 2004, 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 2004, 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 (33 percent), and at-work listening is highest (42 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 | 45.7% | 26.4% | 24.9% | 3.0% |
| Mon-Fri 6AM-10AM | 42.7% | 31.1% | 24.8% | 1.4% |
| Mon-Fri 10AM-3PM | 34.3% | 21.1% | 41.8% | 2.7% |
| Mon-Fri 3PM-7PM | 38.9% | 34.0% | 24.0% | 3.0% |
| Mon-Fri 7PM-Mid | 67.3% | 18.6% | 10.1% | 4.0% |
| Weekend 10AM-7PM | 54.5% | 27.2% | 13.6% | 4.7% |

Distribution of AQH Radio Listeners by Listening Location

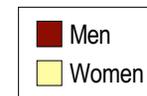
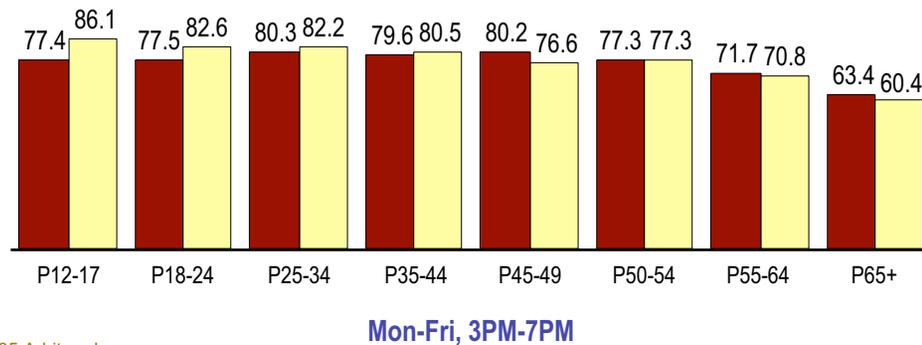
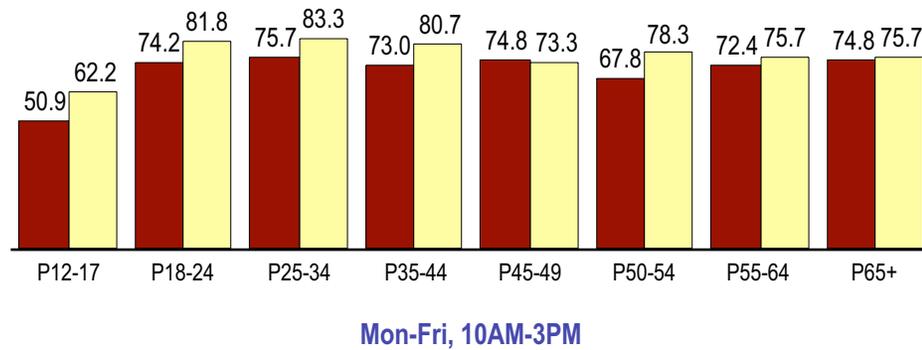
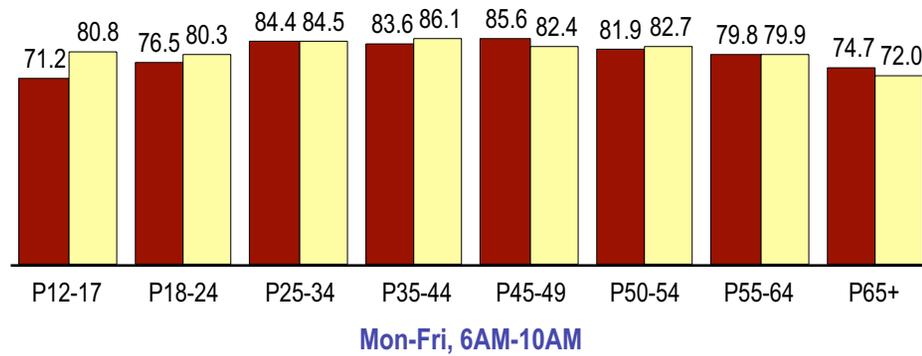
Persons 12+

Source: *MaximiSer® Plus National Regional Database, Spring 2004, 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.

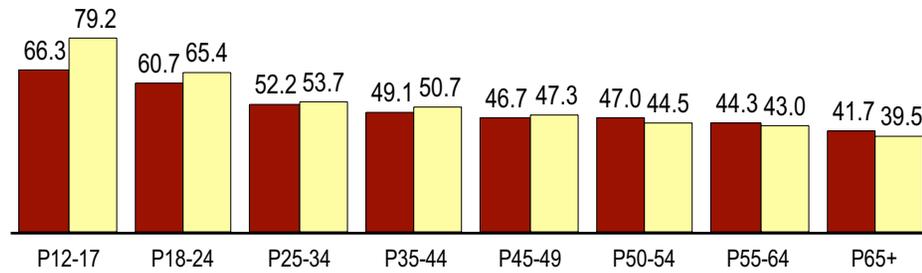


Note: Figures above are Cume Ratings

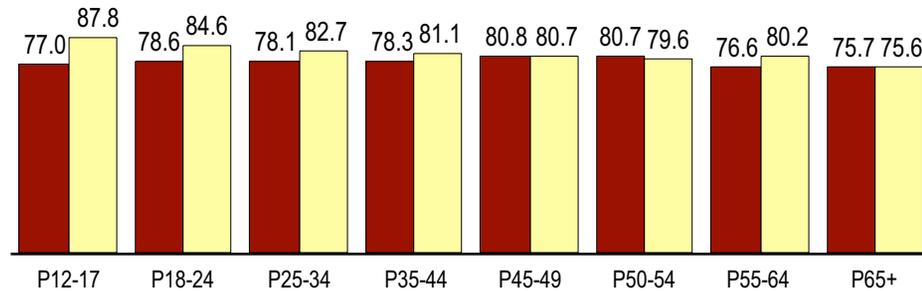
Source: MaximiSer® Plus National Regional Database, Spring 2004

Listening by Daypart

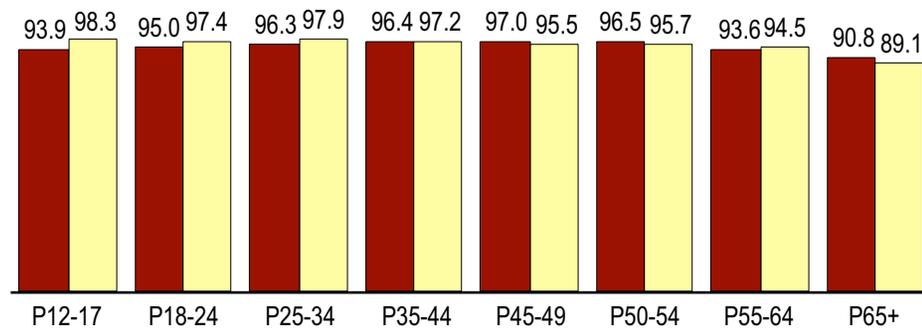
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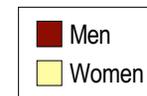
Mon-Fri, 7PM-Mid



Sat-Sun, 6AM-Mid



Mon-Sun, 6AM-Mid



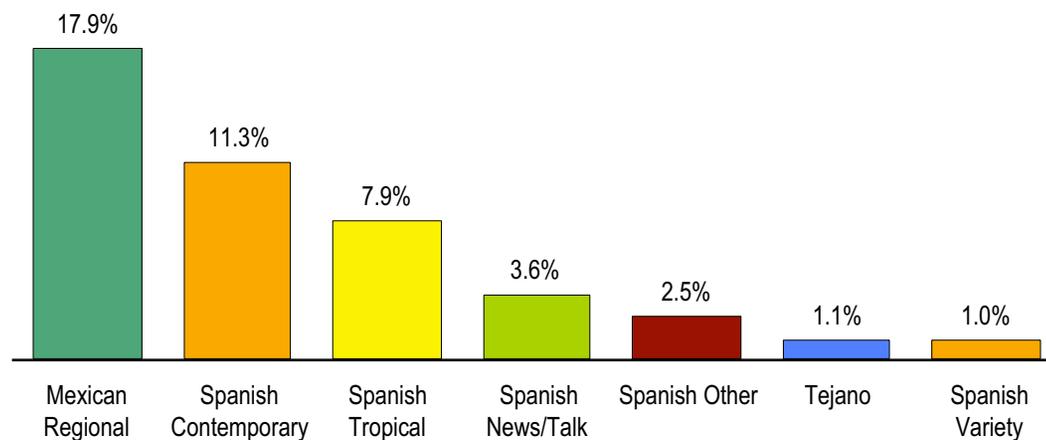
Note: Figures above are Cume Ratings

Source: MaximiSer® Plus National Regional Database, Spring 2004

Hispanic People's Favorite Formats

With an 17.9 percent AQH share, Mexican Regional is by far the favorite Spanish-language format of Hispanics in the U.S. Spanish Contemporary (11.3 percent) comes in second, followed by Spanish Tropical (7.9 percent) as a distant third.

CHR, which garners a 14.0 percent AQH share, is the favorite English-language format among Hispanic Americans.



Spanish-Language Format Share for Hispanics

Persons 12+, AQH Share

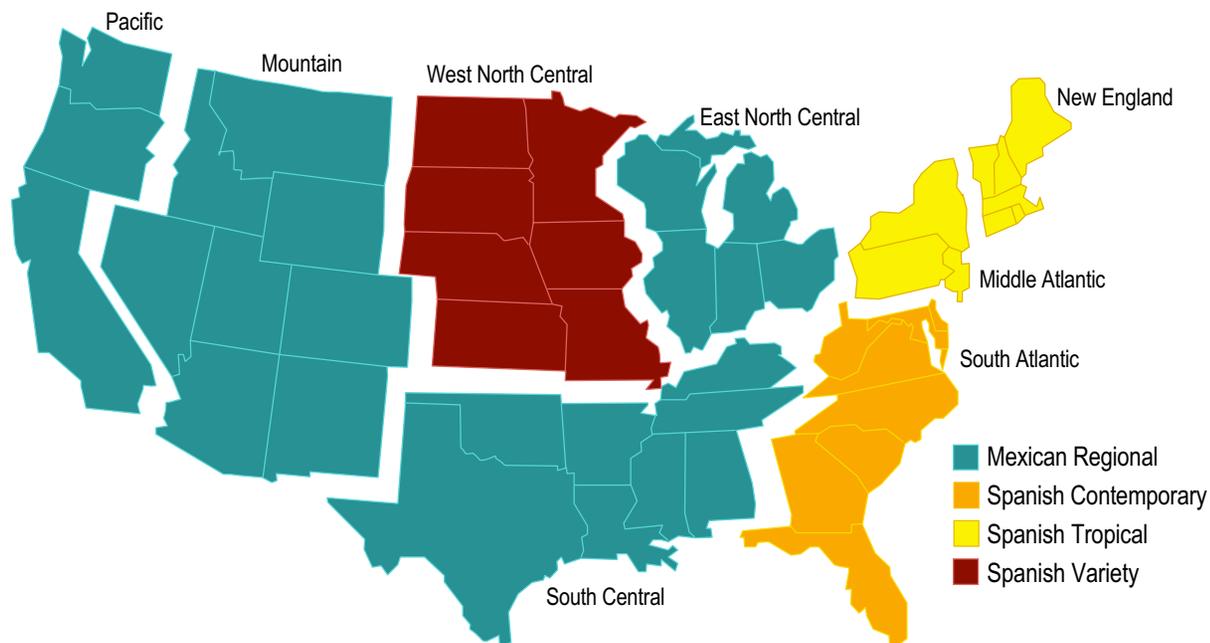
Source: *Maximiser® Plus National Regional Database, Spring 2004, Mon-Fri, 5AM-5AM, All Hispanic Markets*

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 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.

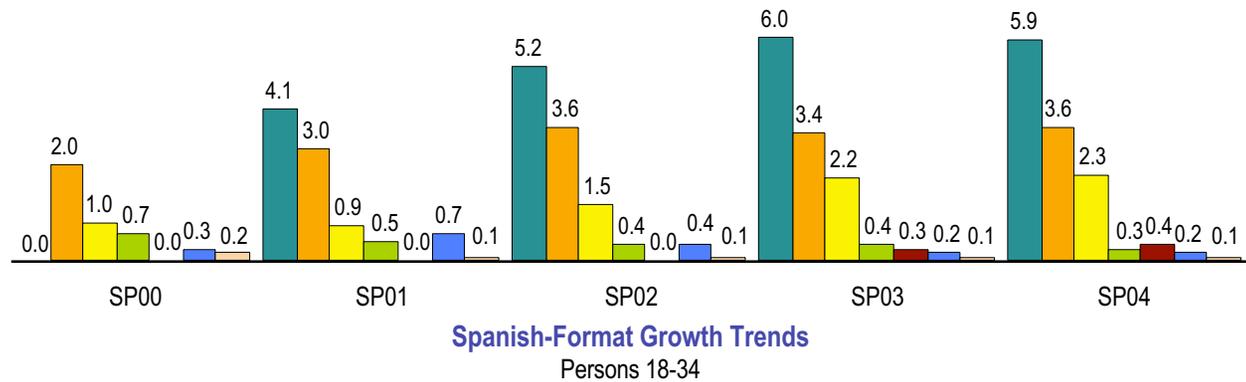
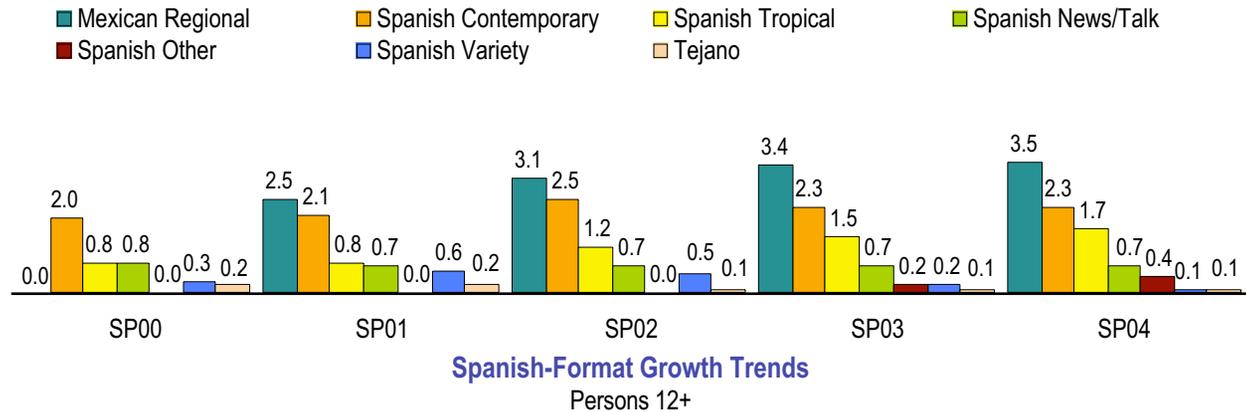


Source: *Maximiser® Plus National Regional Database, Spring 2004, Mon-Fri, 5AM-5AM, All Hispanic Markets*

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 8.9 percent AQH share in 2004, up slightly from 2003.

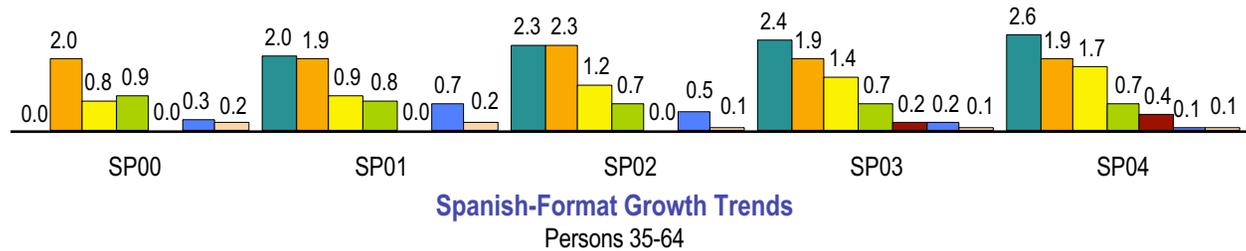
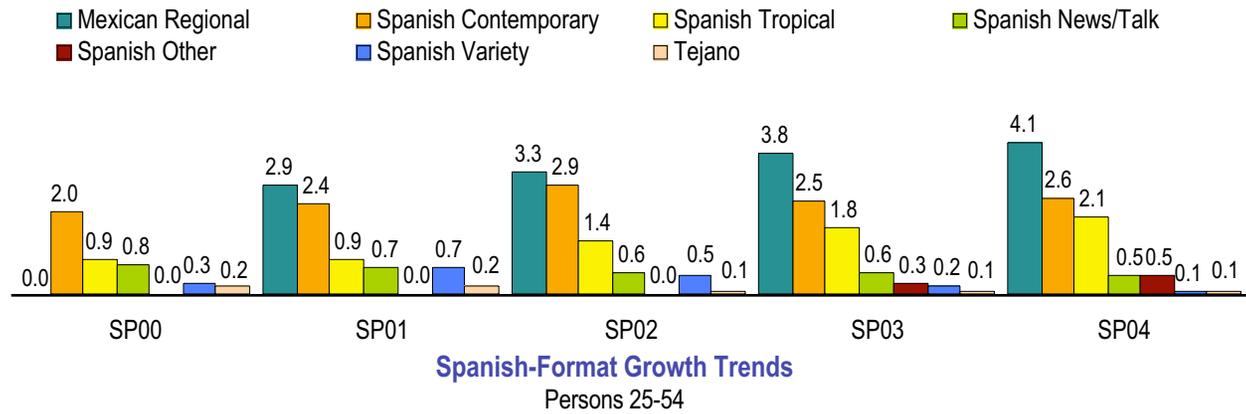
Listenership to almost every Spanish-language format has either grown or held steady over the past few years. Among Spanish-language formats, Spanish Tropical demonstrates the strongest growth trend, recording AQH share increases across every age group.



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

Spanish-Format Growth Trends

(continued from page 15)



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

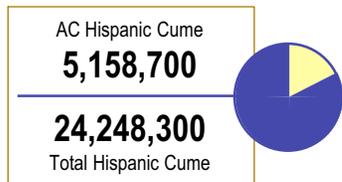
Adult Contemporary

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

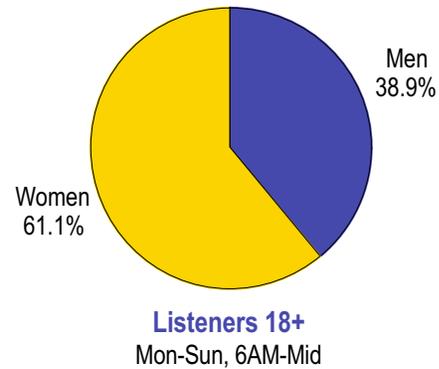
A Few Format Highlights

Women make up the majority of the adult Hispanic audience for Adult Contemporary stations (61 percent); Adult Men 18+ are 39 percent of the audience.

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

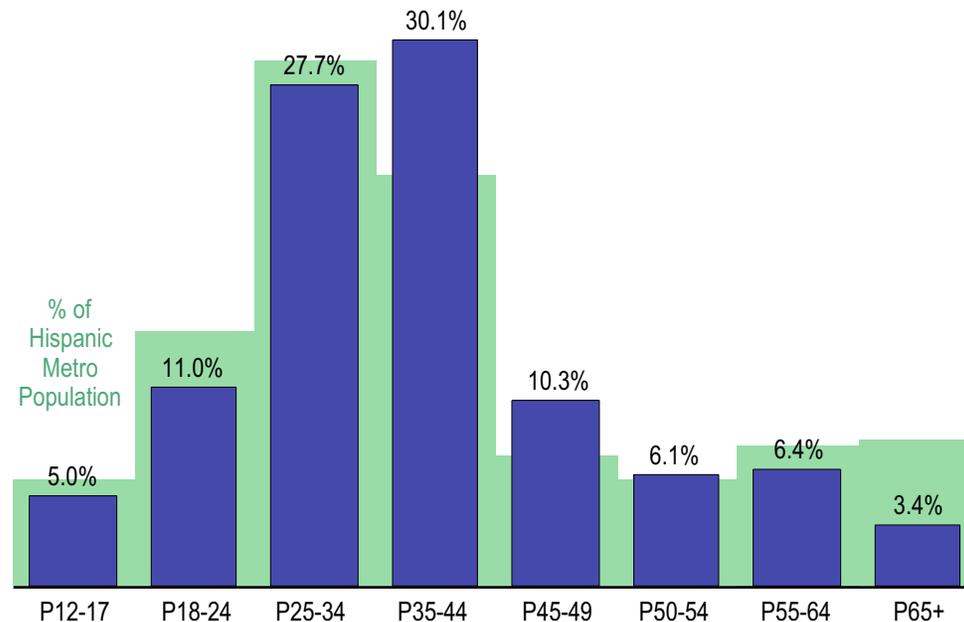


Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



| | |
|-----------------|-------------|
| AC | 4.6% |
| Hot AC | 2.1% |
| Soft AC | 0.6% |
| Modern AC | 0.5% |
| Total AC | 7.8% |

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

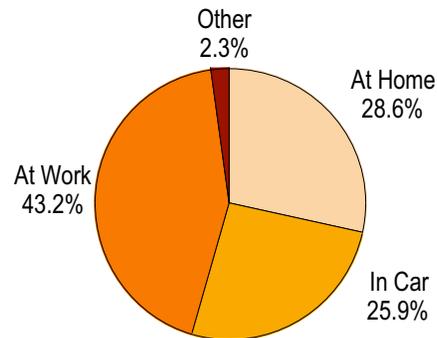


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

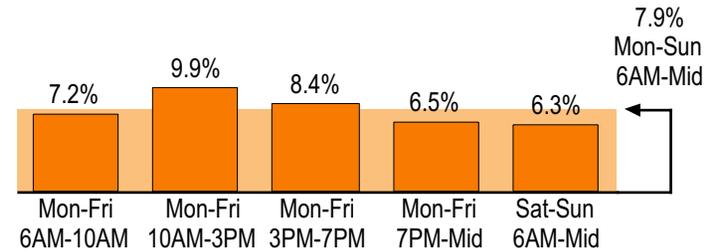
Adult Contemporary

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.

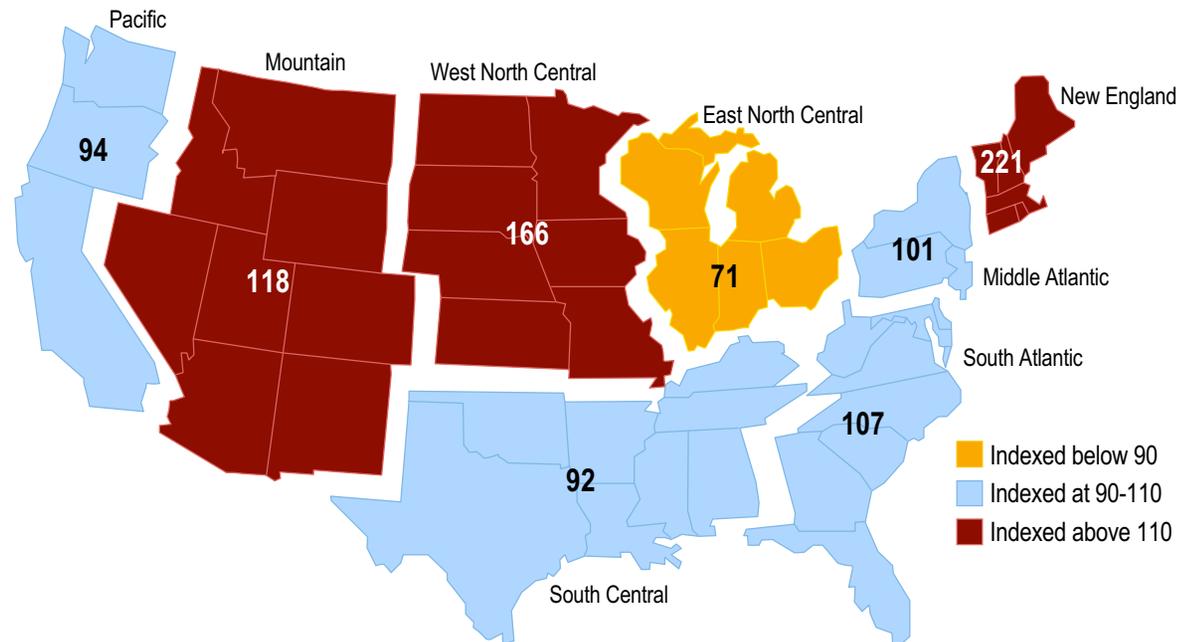
Adult Contemporary is particularly popular among Hispanics in the New England and West North Central regions.



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 Radio Listening Trends. All data come from MaximiSe® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.*

Adult Contemporary

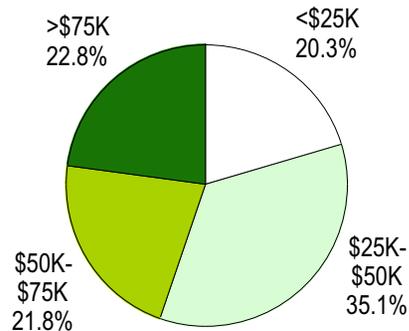
Forty-five percent of the Hispanic adults who listen to AC have household incomes of \$50,000 or more per year. Nearly two-thirds of adult Hispanic AC fans have gone beyond high school level.

Hispanic Adult Contemporary fans in the 35-64 age group listen the most, spending nine and a half hours per week on average, tuning in to their favorite stations.

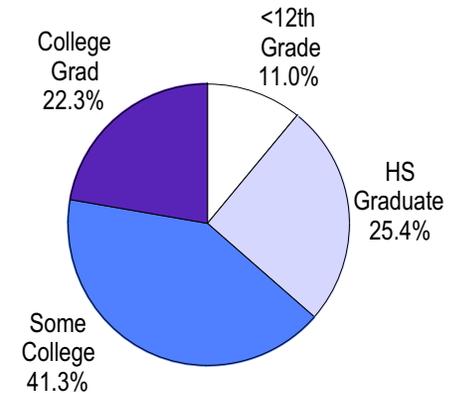
Hispanic AC listeners are 12 percent more likely than the average Hispanic consumer to own their own homes. Sixty-three percent of Hispanic AC listeners have children in the household, which closely reflects the national Hispanic average.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 36 |
| Proportion of Listening from P1s |
| 65% |

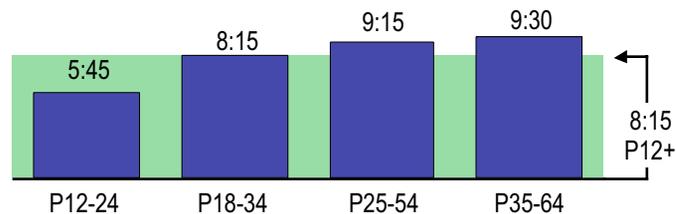
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. Data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas, and Scarborough USA+, Release 1, 2004.



Household Income
Persons 18+



Education
Persons 18+



Time Spent Listening by Demographic

(Hours:Minutes)
Mon-Sun, 6AM-Mid

Adult Contemporary

Purchasing Behavior

Hispanic AC fans are 35 percent more likely than the average Hispanic consumer to live in a household that is planning to buy or lease a new luxury vehicle within the next year and 28 percent more likely to live in one that is planning to purchase or lease a new SUV. Hispanic AC listeners account for nearly a quarter of the Hispanics whose households are planning to buy a digital camera in the next year. They spend about \$111 per week on groceries, which is well above the Hispanic national average. They are much more likely than the general Hispanic population to have/use most types of financial products and services.

Leisure Activities

Hispanic AC listeners are 34 percent more likely than the general Hispanic population to have gone hiking/backpacking in the past 12 months and 26 percent more likely to have engaged in free weights/circuit training. They are 26 percent more likely than the norm to have gone to the movies 3+ times in the past three months. Fifty-eight percent of Hispanic AC fans have patronized fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

Adult Contemporary Strengths

This format's Hispanic listeners are more likely to:

| | Hispanic AC Listeners Represent This % of the Category | % of Hispanic AC Listeners | Index (100= Hispanic National Average) |
|---|--|----------------------------|--|
| Live in household planning to buy or lease a new luxury vehicle in the next 12 months | 26.6% | 2.2% | 135 |
| Live in household planning to purchase or lease a new SUV in the next 12 months | 25.2% | 4.5% | 128 |
| Live in household planning to buy a digital camera in the next year | 23.1% | 13.9% | 117 |
| Live in household that has spent \$200+ on groceries in the past 7 days | 20.4% | 10.8% | 104 |
| Live in household that has money market funds | 26.2% | 12.5% | 133 |
| Live in household that has mutual funds | 27.9% | 22.2% | 141 |
| Have gone hiking/backpacking in the past 12 months | 26.5% | 11.1% | 134 |
| Have participated in free weights/circuit training | 24.9% | 24.2% | 126 |
| Have attended movies 3+ times in the last three months | 24.9 % | 28.2% | 126 |
| Have eaten at fast-food restaurants 5+ times in the past 30 days | 21.9% | 58.4% | 111 |
| Have children in household | 20.0% | 63.0% | 101 |
| Own residence | 22.2% | 49.9% | 112 |



Scarborough Data

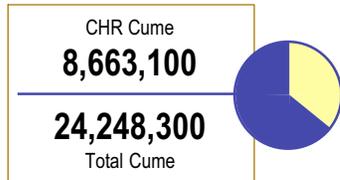
Contemporary Hit Radio

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

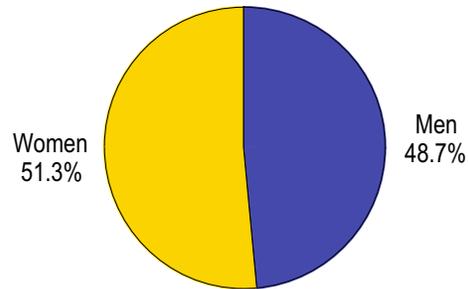
A Few Format Highlights

CHR is the most popular English-language format among Hispanic listeners. CHR appeals about equally to Hispanic Men and Women 18+.

Nearly 82 percent of Hispanic CHR fans are under the age of 35. Teens alone account for almost one-third of the Hispanic audience for CHR.



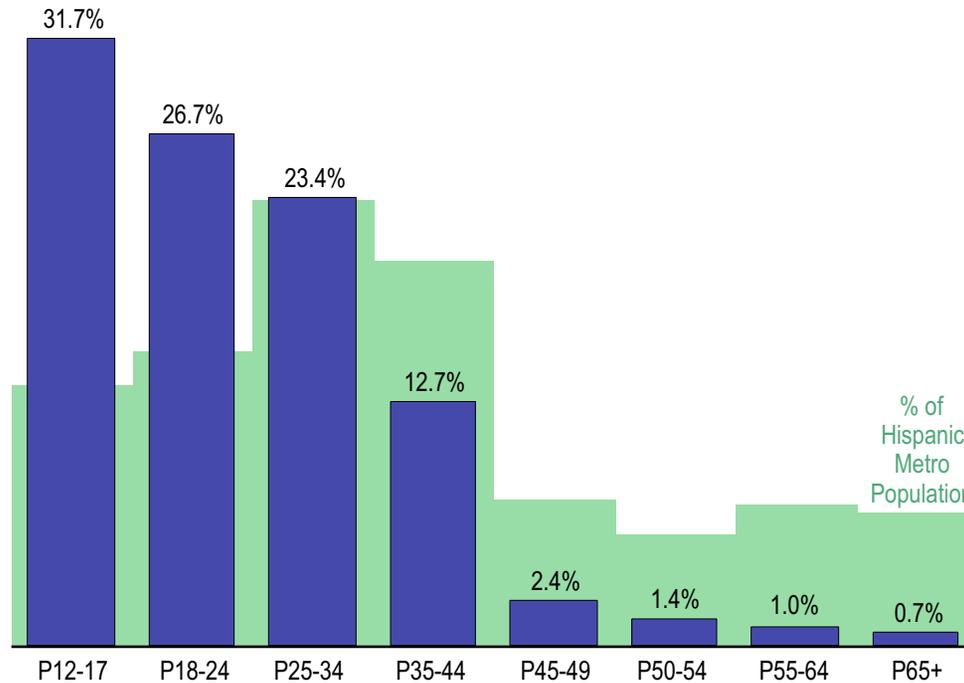
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

| | |
|------------------|--------------|
| Rhythmic CHR | 9.8% |
| Pop CHR | 4.2% |
| Total CHR | 14.0% |

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



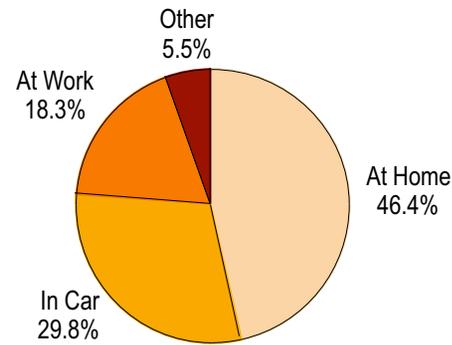
Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

Contemporary Hit Radio

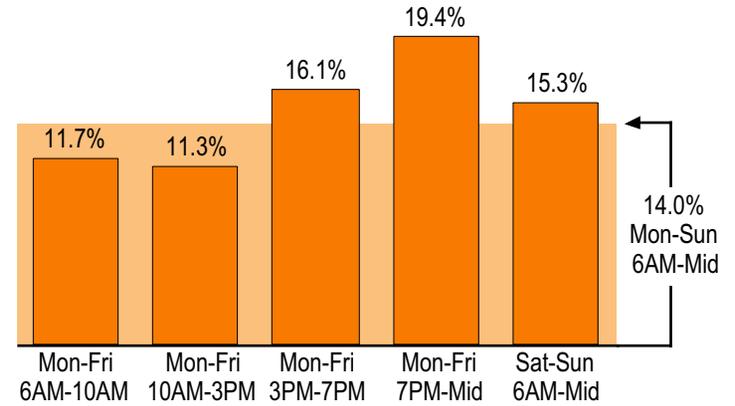
Reflecting its popularity with Hispanic teens and young adults, Contemporary Hit Radio posts its highest share of listening from 7PM-Midnight, Monday through Friday. Not surprisingly, much of this listening occurs at home and in the car.

This format captures above-average shares of the Hispanic audience in the New England, South Central and Mountain regions.

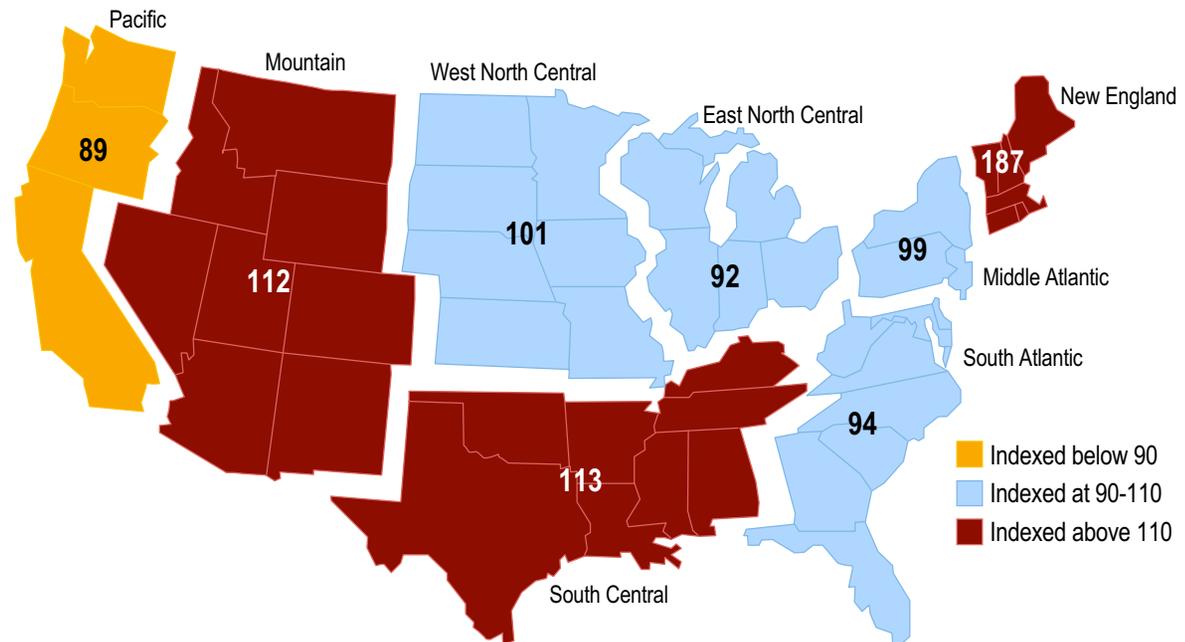
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



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

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

Contemporary Hit Radio

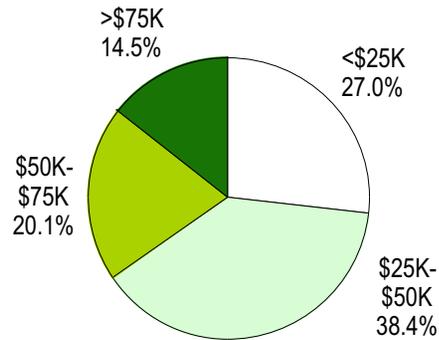
Most of the Hispanic adults 18+ who listen to CHR (73.0 percent) have annual household incomes of \$25,000 or more. Few of these young adults (13 percent) are college grads, although many may be in the process of pursuing their degrees, with 37 percent reporting that they have attended some college.

Hispanic CHR listeners tune in for an average of eight hours and 45 minutes each week.

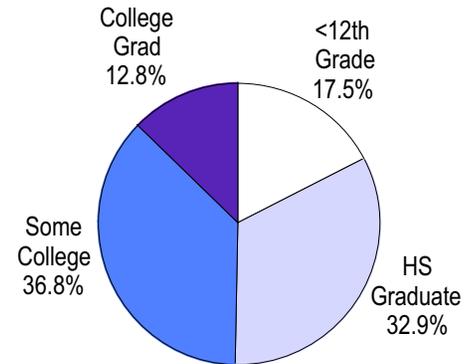
Hispanic CHR fans, about as likely as the average Hispanic consumer to own their own homes. They are 11 percent more likely than the general Hispanic population to have children in the household.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 23 |
| Proportion of Listening from P1s |
| 60% |

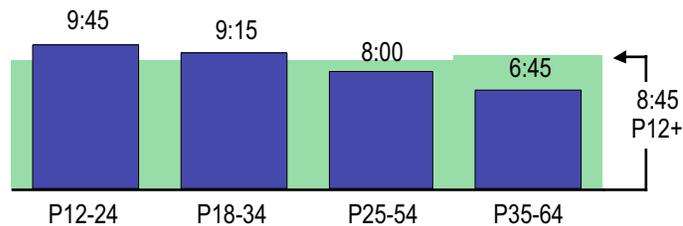
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Household Income
Persons 18+



Education
Persons 18+



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

Contemporary Hit Radio

Purchasing Behavior

Forty-three percent of the Hispanics whose households are planning to buy or lease a new SUV in the next 12 months are CHR listeners. Hispanic CHR listeners are 47 percent more likely than the average Hispanic consumer to live in a household that is planning to purchase an MP3 player in the next 12 months. Their households spend an average of \$109 per week on groceries, which closely reflects the Hispanic national average. Forty percent of the Hispanics who live in households that use online banking listen to CHR.

Leisure Activities

Hispanic CHR listeners are 41 percent more likely than the typical Hispanic consumer to have gone bowling in the past 12 months and 34 percent more likely to have engaged in free weights/circuit training. They are 37 percent more likely than average to have gone to the movies 3+ times in the past three months. Nearly two-thirds have eaten at fast-food restaurants 5+ times in the past month.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household planning to buy or lease a new SUV in the next 12 months | 42.9% | 5.2% | 146 |
| Live in household planning to purchase an MP3 player in the next 12 months | 43.2% | 3.8% | 147 |
| Live in household that has/uses online banking | 40.4% | 14.8% | 138 |
| Have gone bowling in the past 12 months | 41.5% | 24.8% | 141 |
| Have engaged in free weights/circuit training in the past 12 months | 39.4% | 25.8% | 134 |
| Have attended movies 3+ times in the last three months | 40.2% | 30.7% | 137 |
| Have eaten at fast-food restaurants 5+ times in the past 30 days | 35.4% | 63.5% | 121 |
| Have children in household | 32.6% | 69.1% | 111 |



Scarborough Data

Mexican Regional

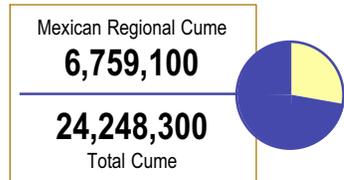
Includes Spanish-language artists of Mexican and Latin American descent. Features a mix of romántica, mariachi and tropical music.

A Few Format Highlights

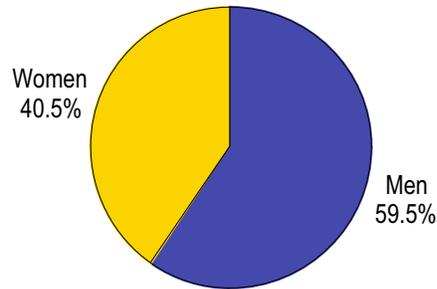
Mexican Regional is the most popular Spanish-language format among Hispanic listeners.

Mexican Regional stations attract more Hispanic Men 18+ (59.5 percent) than Hispanic Women 18+ (40.5 percent).

This format is especially popular among 25- to 44-year-olds, who account for 55 percent of the Hispanic Mexican Regional audience.



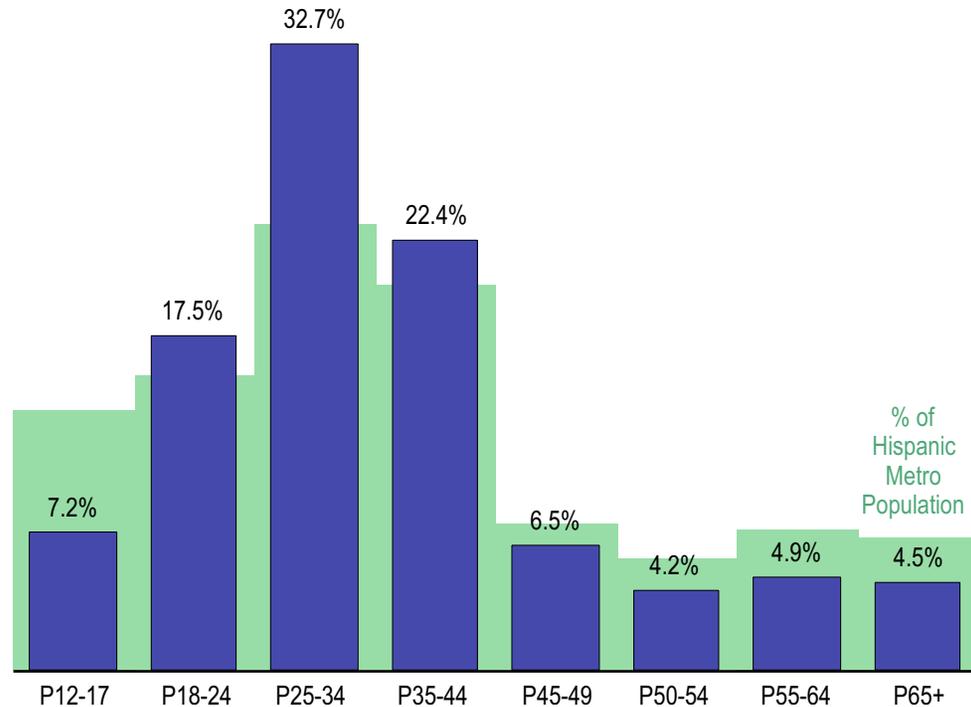
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Mexican Regional 17.9%

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

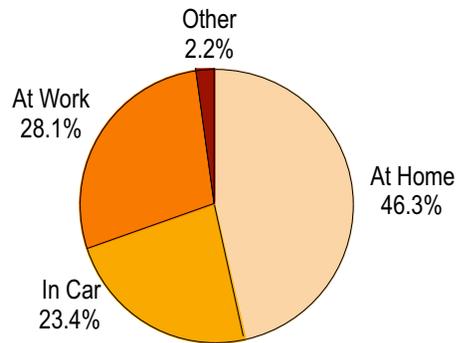


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

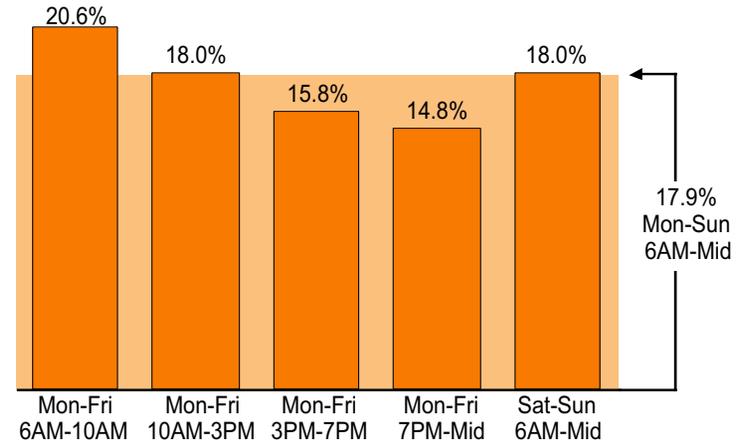
Mexican Regional

Approximately half 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.

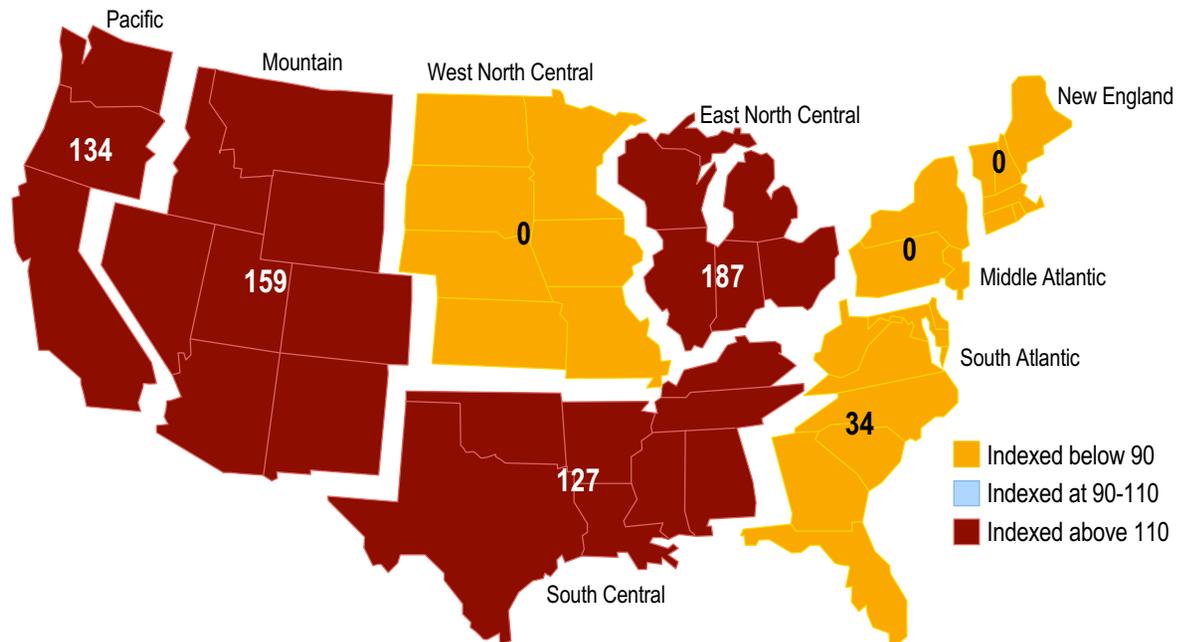
Mexican Regional listeners are most likely to be found in the East North Central, South Central, Mountain, and Pacific regions.



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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.

Mexican Regional

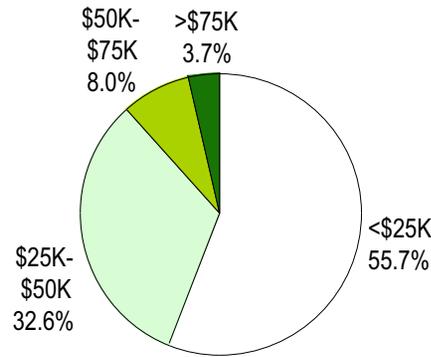
Of the adults 18+ who listen to Mexican Regional stations, nearly 44 percent have household incomes of \$25,000 or more per year. Twenty-nine percent have completed high school. Nineteen percent have gone beyond high school to attend college.

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

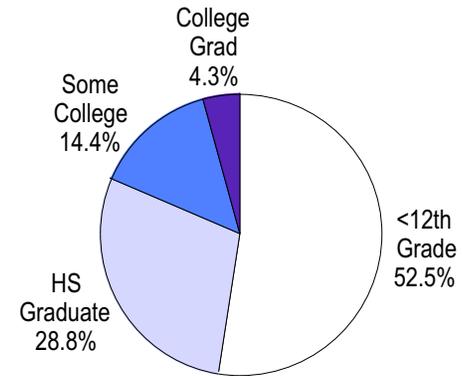
Hispanic Mexican Regional fans are 15 percent less likely than the general Hispanic population to own their own homes. They are the most likely of any Spanish format group to have children in the household.

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

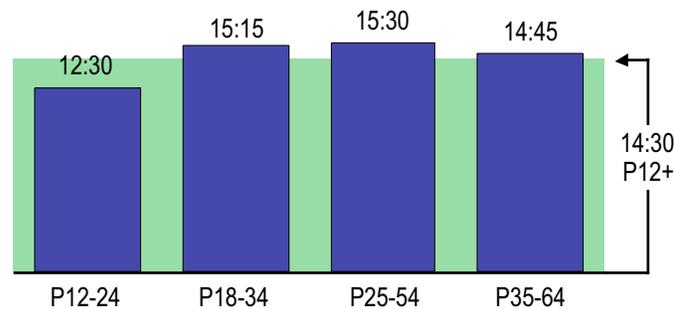
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



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 30 percent more likely than the average Hispanic to live in a household that is planning to buy or lease a new compact car in the next year and 20 percent more likely than the norm to live in a household that is planning to buy a used one. Mexican Regional listeners account for 27 percent of the Hispanics who live in a household planning to buy a video game system in the next 12 months. Hispanic Mexican Regional fans live in households that spend an average of \$110 per week on groceries, which is slightly above the norm for Hispanic consumers. They consume financial products and services at lower rates than the general Hispanic population.

Leisure Activities

Hispanic Mexican Regional listeners are 32 percent more likely to have participated in team sports in the past 12 months than the typical Hispanic consumer. They are less likely than the general Hispanic population to have attended movies 3+ times in the past three months. Over half have eaten at fast-food restaurants 5+ times in the past month, which closely reflects the national average for Hispanic consumers.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household planning to buy or lease a new compact car in the next 12 months | 32.0% | 1.7% | 130 |
| Live in household planning to purchase a used compact car in the next 12 months | 29.5% | 2.4% | 120 |
| Live in household planning to buy a video game system in the next 12 months | 27.2% | 7.7% | 111 |
| Live in household that has spent \$200+ on groceries in the past 7 days | 26.0% | 11.0% | 106 |
| Have played team sports in the past 12 months | 32.5% | 29.7% | 132 |
| Have children in household | 28.9% | 73.0% | 117 |



Scarborough Data

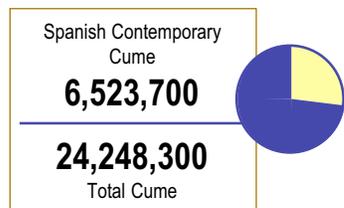
Spanish Contemporary

Emphasizes current Spanish-language music hits.

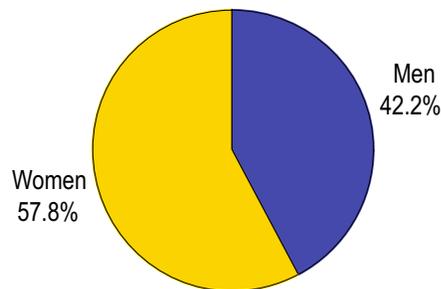
A Few Format Highlights

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

Thirty-one percent of Spanish Contemporary's Hispanic fans are ages 25-34; 23 percent are ages 35-44.



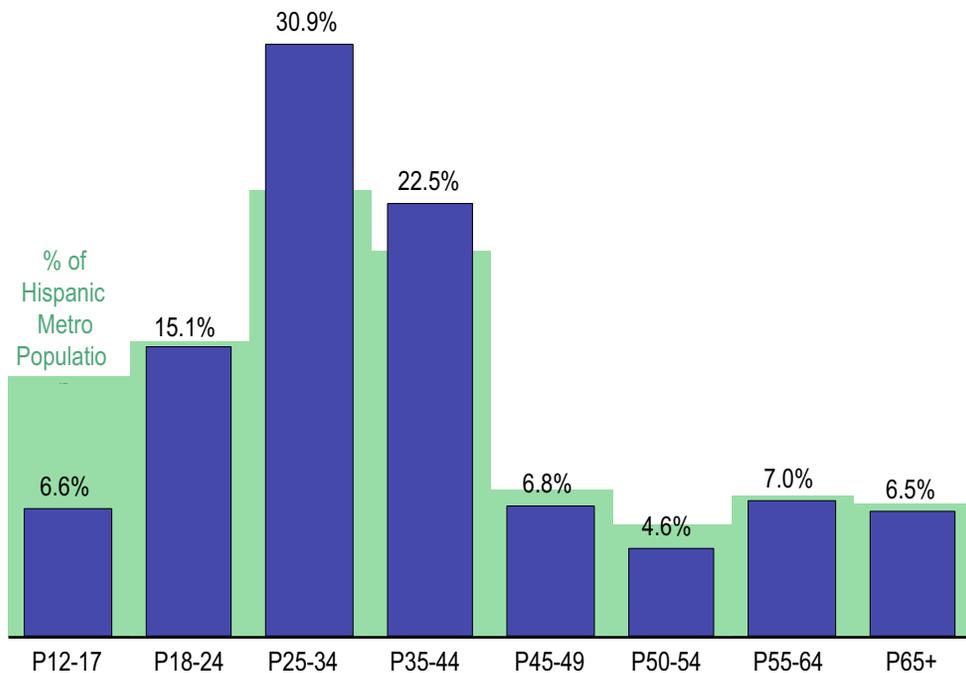
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Spanish Contemporary 11.3%

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

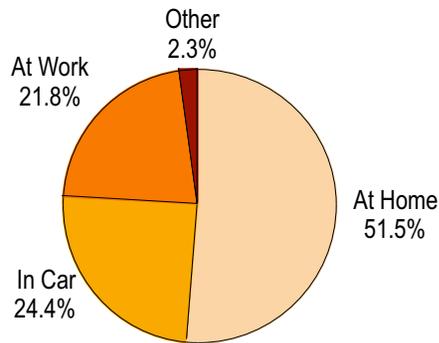


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

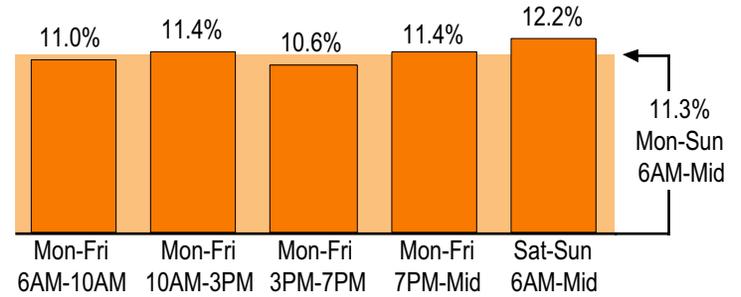
Spanish Contemporary

Spanish Contemporary captures its highest share of Hispanic listening, 12.2 percent, on weekends. Accordingly, Spanish Contemporary is a popular format choice while listening at home.

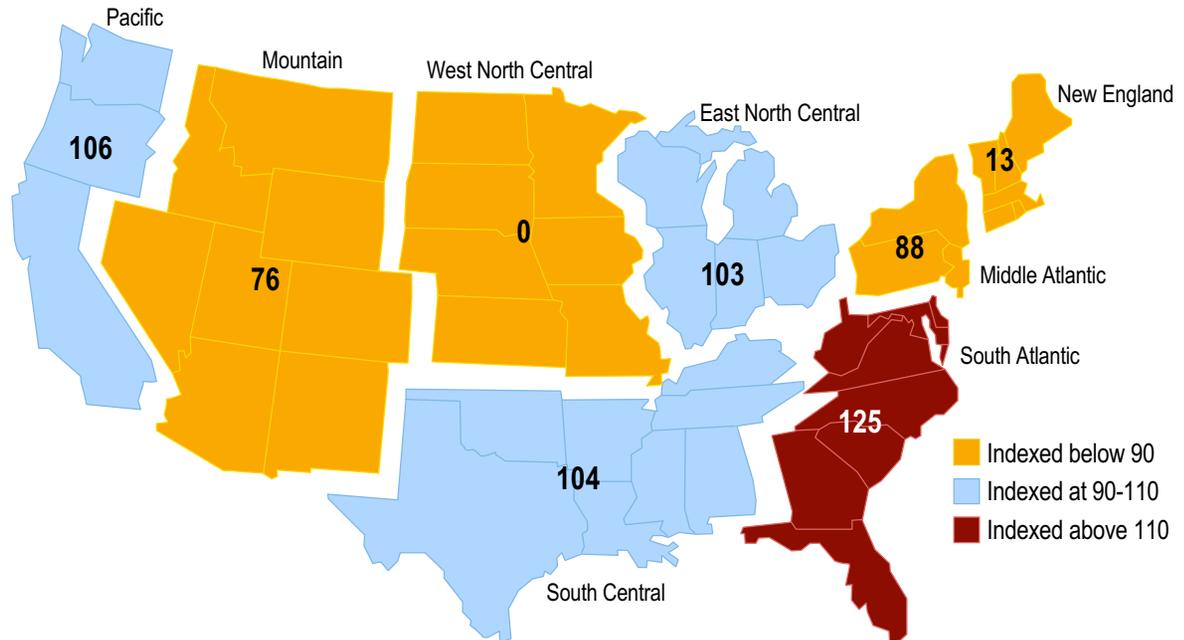
The format is especially popular among Hispanics in the South Atlantic region.



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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.

Spanish Contemporary

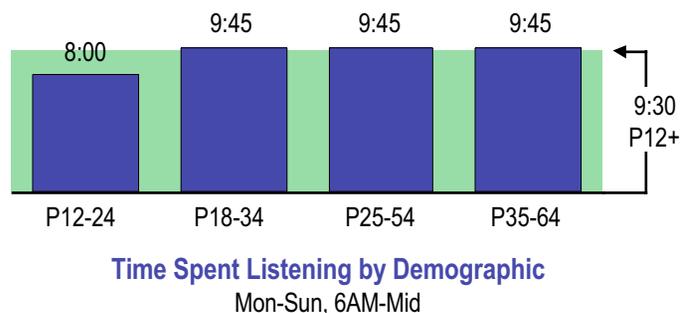
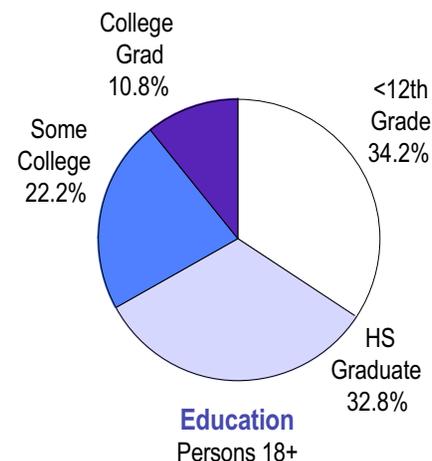
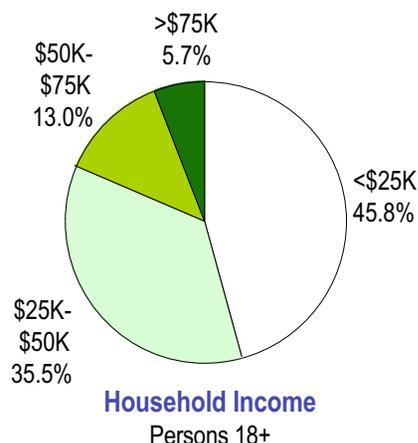
Fifty-four percent of Hispanic adults who listen to Spanish Contemporary have household incomes of \$25,000 or more per year. Fifty-five percent have either finished high school or had some college education, while 11 percent are college graduates.

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

Hispanic Spanish Contemporary listeners are 10 percent less likely than the average Hispanic consumer to own their own homes. Conversely, they are 10 percent more likely than the typical Hispanic consumer to have children in the household.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 35 |
| Proportion of Listening from P1s |
| 63% |

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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Spanish Contemporary

Purchasing Behavior

Hispanics who listen to Spanish Contemporary are 23 percent more likely than the average Hispanic consumer to live in a household that is planning to buy or lease a new van or minivan in the next year and 17 percent more likely to live in a household that is planning to buy a used one. Spanish Contemporary listeners account for 25 percent of Hispanics who live in households that are planning to purchase a satellite TV subscription in the next 12 months. They are slightly more likely to live in a household that has spent \$200+ on groceries in the past seven days. Spanish Contemporary fans are less likely to have/use financial products and services than the general Hispanic population.

Leisure Activities

About one-third of Hispanic Spanish Contemporary fans have run for exercise in the past 12 months and 27 percent have participated in team sports. They are a little more likely than the general Hispanic population to have attended movies 3+ times in the past three months. Fifty-three percent of Hispanic Spanish Contemporary listeners have patronized fast-food restaurants 5+ times per month, a rate that parallels the national Hispanic average.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household planning to buy or lease a new van or minivan in the next 12 months | 28.3% | 2.4% | 123 |
| Live in household planning to purchase a used van or minivan in the next 12 months | 26.9% | 3.7% | 117 |
| Live in household planning to buy a satellite TV subscription in the next 12 months | 25.0% | 5.2% | 109 |
| Live in household that has spent \$200+ on groceries in the past 7 days | 23.7% | 10.8% | 103 |
| Have gone jogging/running in the past 12 months | 25.9% | 31.3% | 113 |
| Have played team sports | 27.1% | 26.6% | 118 |
| Have attended movies 3+ times in the last three months | 24.6% | 24.0% | 107 |
| Have eaten at fast-food restaurants 5+ times in the past 30 days | 23.3% | 53.3% | 101 |
| Have children in household | 25.3% | 68.5% | 110 |



Scarborough Data

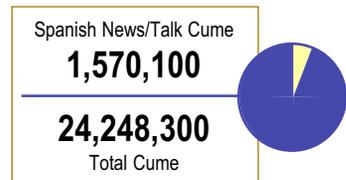
Spanish News/Talk

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

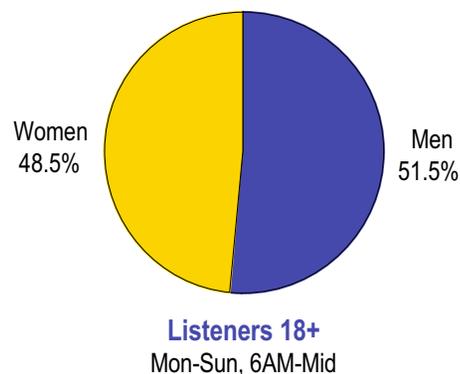
A Few Format Highlights

There are significantly more adult men (51.5 percent) than adult women (48.5 percent) in the Hispanic listening audience for Spanish News/Talk.

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

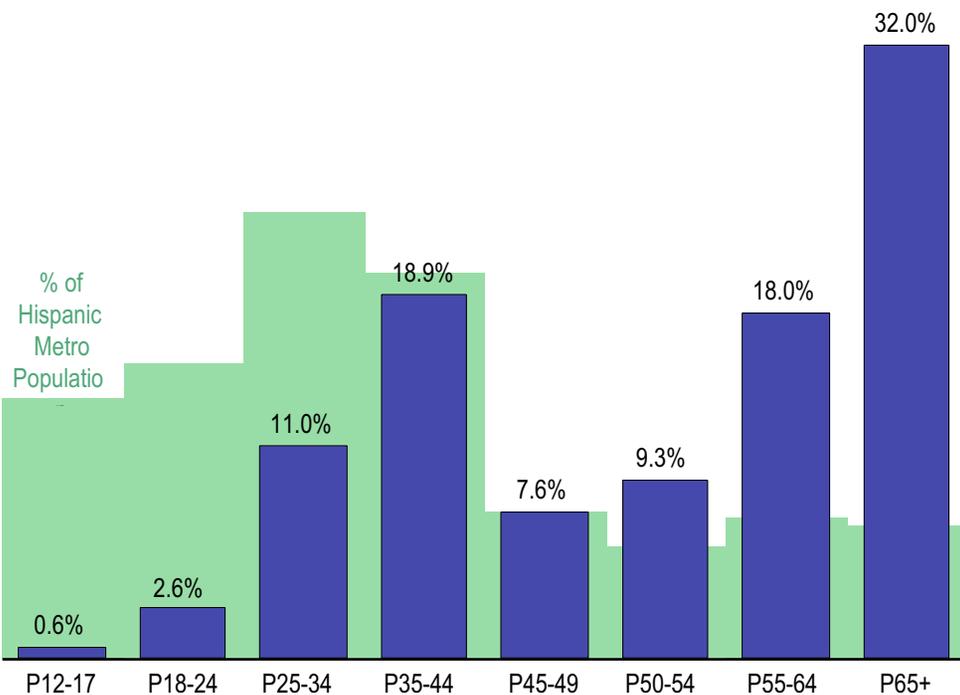


Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Total Spanish News/Talk 3.6%

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

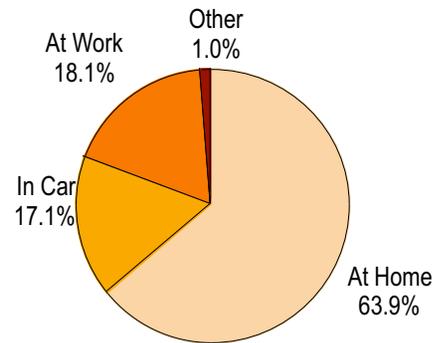


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

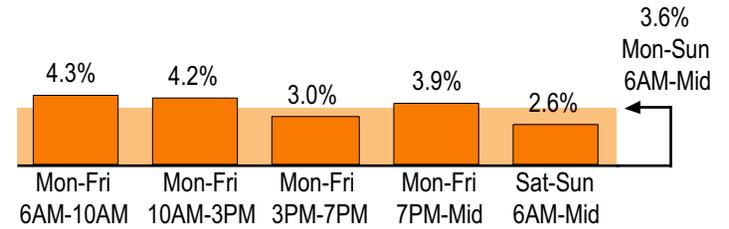
Spanish News/Talk

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

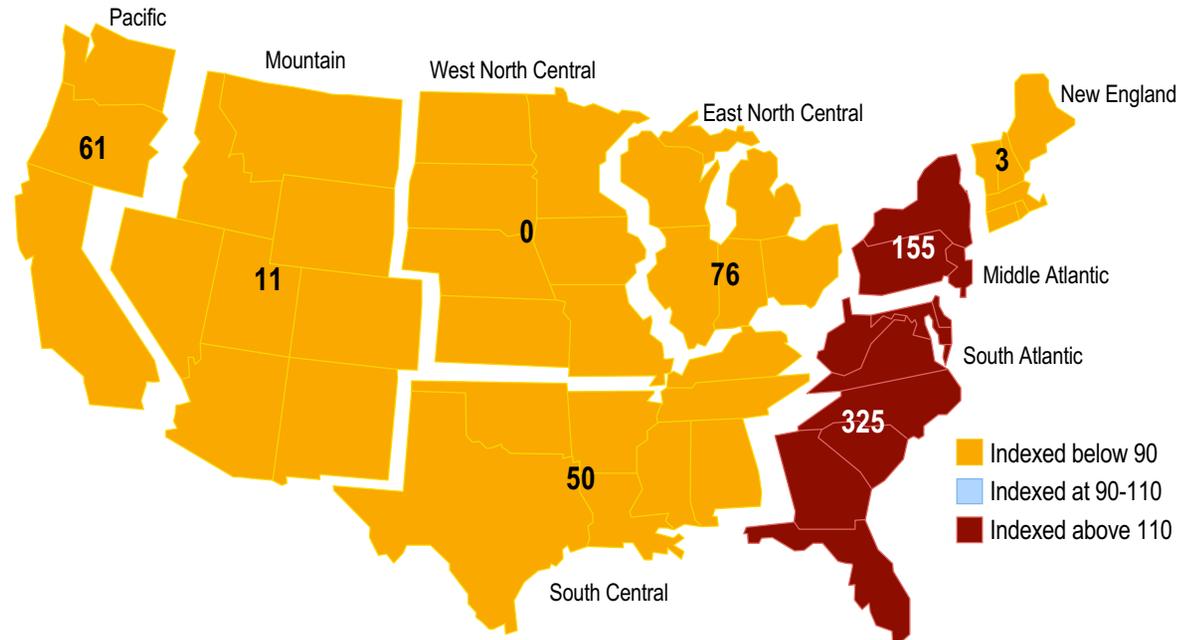
Spanish News/Talk is particularly popular among Hispanics in the South Atlantic region. It also performs well in the Middle Atlantic states.



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

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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.

Spanish News/Talk

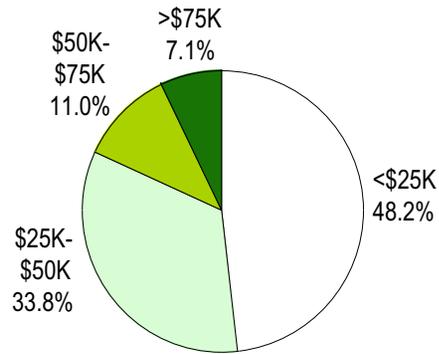
Thirty-four percent have annual household incomes between \$25,000 and \$50,000. Eighteen percent live in households that earn \$50,000 or more annually. Nearly half (48 percent) have either finished high school or had some college education, while 13 percent are college graduates.

Hispanics who listen to Spanish News/Talk spend an average of 12 hours and 30 minutes each week tuning in to their favorite stations.

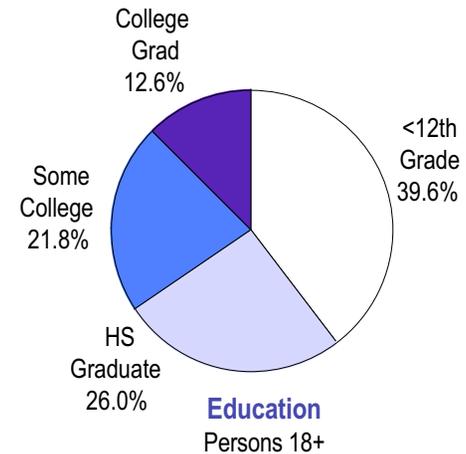
Forty-one percent of Hispanic Spanish News/Talk fans own their own homes. They are the least likely of any Spanish format group to have children in the household.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 55 |
| Proportion of Listening from P1s |
| 65% |

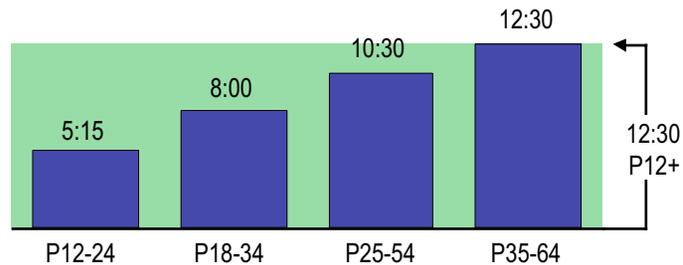
Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



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 households that are planning to buy/lease a new vehicle in the next 12 months. They are less likely than the general Hispanic population to live in households that are planning to purchase electronic equipment in the next year. Their households are a little more likely than the norm to have spent \$200 or more on groceries in the past seven days. They are a little more likely than the typical Hispanic consumer to live in households that have certificates of deposit.

Leisure Activities

Twenty-seven percent of Hispanic Spanish News/Talk listeners have participated in team sports in the past 12 months. 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 5+ times in the past 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household that has spent \$200+ on groceries in the past 7 days | 6.3% | 11.0% | 105 |
| Live in household that has certificates of deposit | 6.4% | 6.0% | 106 |
| Have played team sports in the past 12 months | 7.1% | 26.5% | 118 |



Scarborough Data

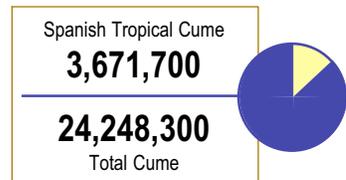
Spanish Tropical

Features salsa and merengue music.

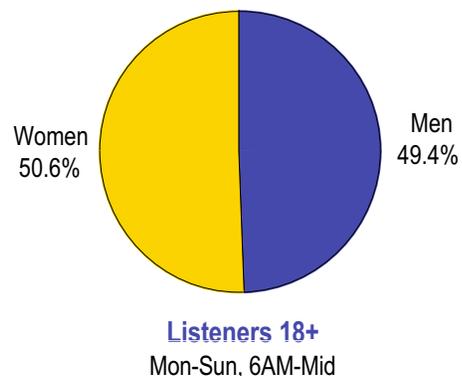
A Few Format Highlights

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.

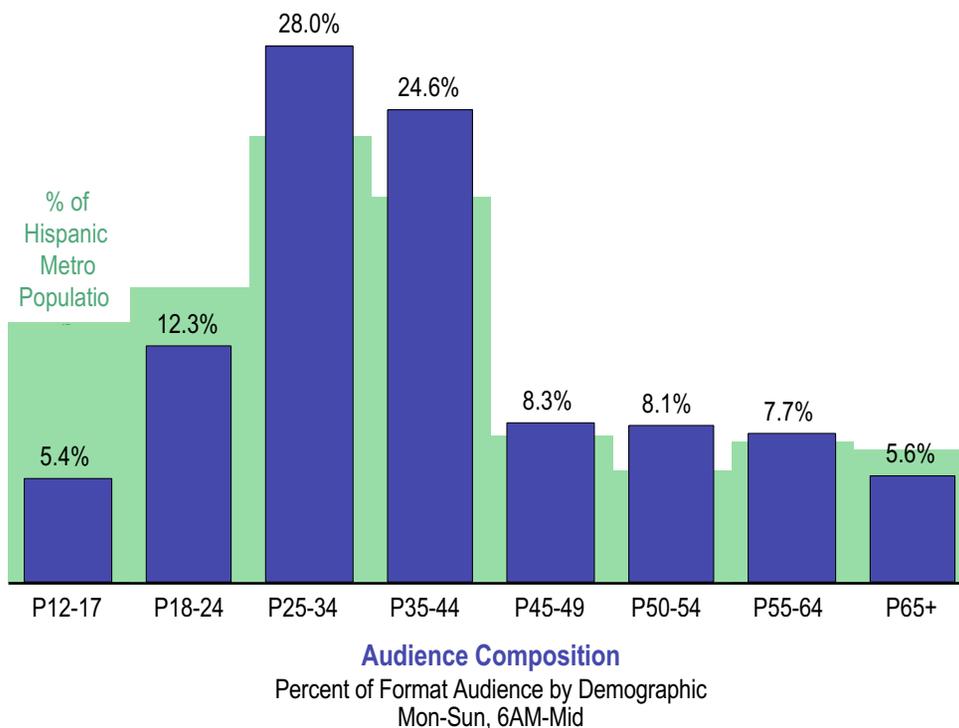


Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Total Spanish Tropical 7.9%

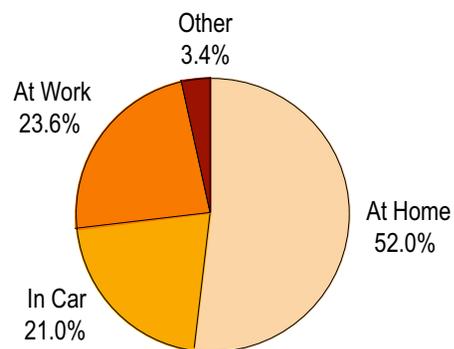
AQH Share of Spanish Tropical Format
Mon-Sun, 6AM-Mid, Persons 12+



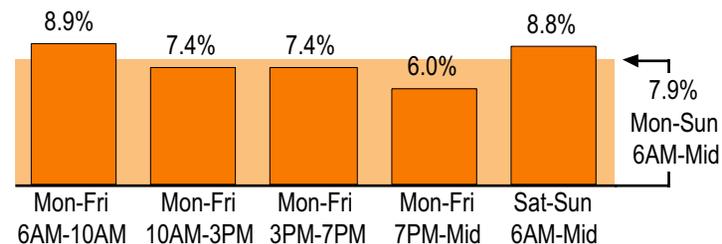
Spanish Tropical

Although it performs well across all dayparts, Spanish Tropical wins its highest shares of Hispanic listening weekday mornings from 6AM-10AM and on weekends. Nearly half of this format's listening occurs away from home.

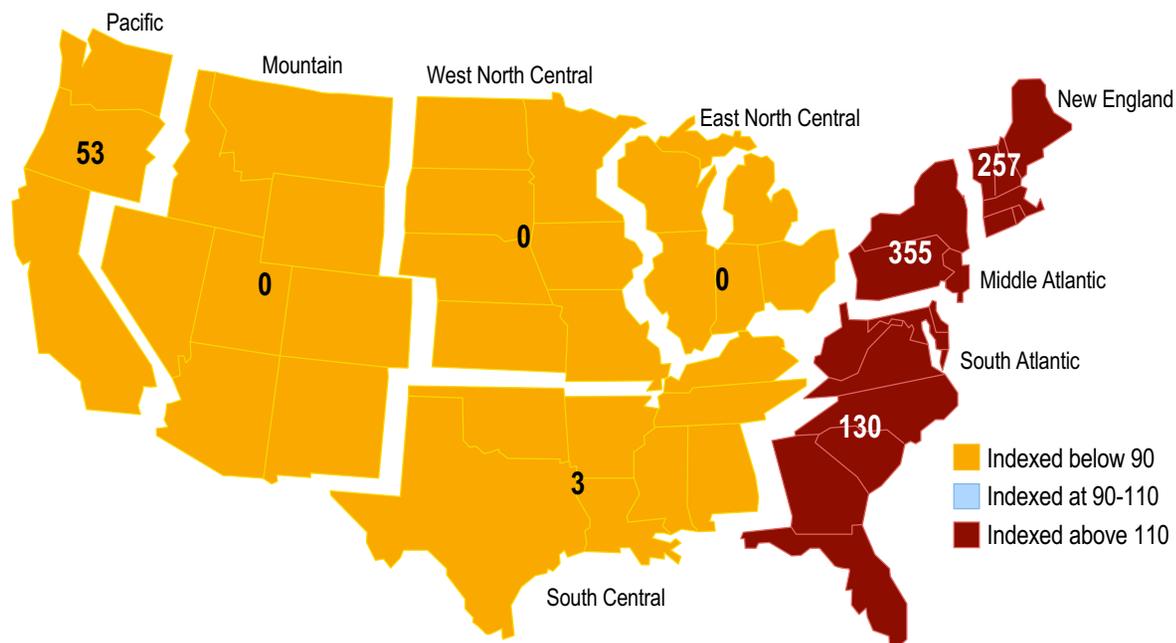
Spanish Tropical is extremely popular among Hispanics in the New England and Middle Atlantic regions. It also performs above average in the South Atlantic region.



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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish Tropical

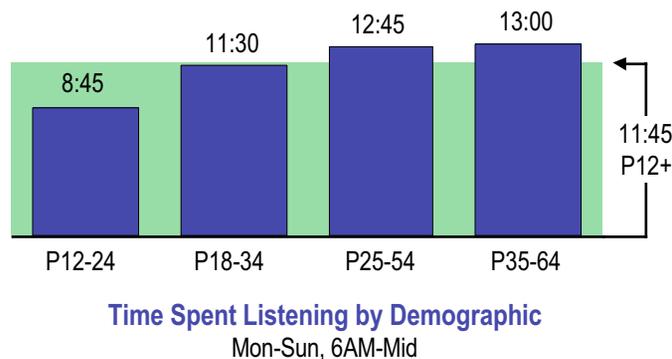
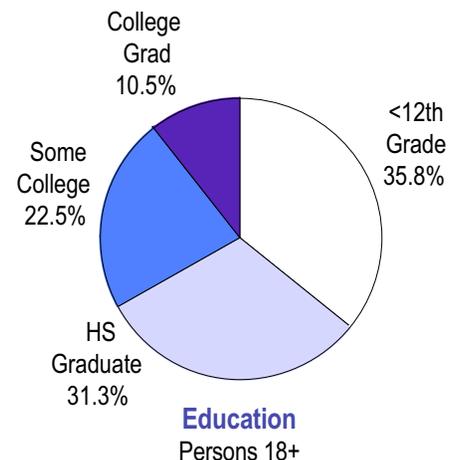
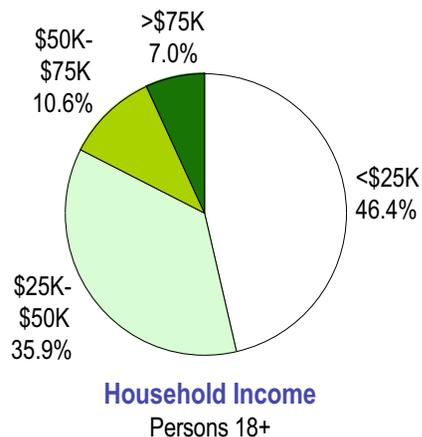
Thirty-six percent of Hispanic adults who listen to Spanish Tropical have household incomes between \$25,000 and \$50,000 per year. Eighteen percent have annual household incomes of \$50,000 or more. Fifty-four percent have either finished high school or had some college education, while 11 percent hold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

Hispanics who listen to Spanish Tropical tune in to their favorite stations each week for an average of 11 hours and 45 minutes.

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

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 37 |
| 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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Spanish Tropical

Purchasing Behavior

Hispanic Spanish Tropical listeners are 83 percent more likely than the average Hispanic consumer to live in a household that is planning to buy or lease a new van or minivan in the next 12 months and 58 percent more likely to live in a household that is planning to buy a used one. They are 27 percent more likely to buy a wireless/cellular service for themselves in the next 12 months. Hispanics who tune in to Spanish Tropical are nine percent more likely than the general Hispanic population to have spent \$200+ on groceries per household per week. Seventy-one percent have no financial investments.

Leisure Activities

Hispanic Spanish Tropical listeners are 18 percent more likely than the average Hispanic consumer to have played team sports in the past 12 months. They are three percent more likely than the general Hispanic population to have gone to the movies 3+ times in the past three months. About 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.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household planning to buy or lease a new van or minivan in the next 12 months | 22.0% | 3.6% | 183 |
| Live in household planning to purchase a used van or minivan in the next 12 months | 19.0% | 5.0% | 158 |
| Purchase a wireless/cellular service for themselves in the next 12 months | 15.2% | 13.6% | 127 |
| Live in household that has spent \$200+ on groceries in the past 7 days | 13.1% | 11.3% | 109 |
| Have played team sports in the past 12 months | 14.2% | 26.5% | 118 |
| Have attended movies 3+ times in the last three months | 12.4% | 23.0% | 103 |
| Have children in household | 12.7% | 65.7% | 106 |



Scarborough Data

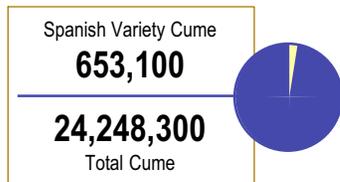
Spanish Variety

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

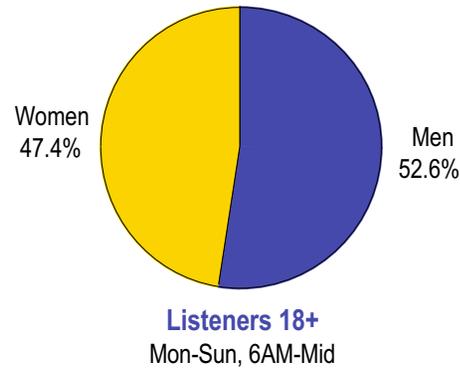
A Few Format Highlights

Spanish Variety appeals about equally to Hispanic Women 18+ (47 percent) and Hispanic Men 18+ (53 percent).

The format is most popular with listeners ages 25-44. Only 16 percent of the Hispanic listeners who tune in to Spanish Variety stations are under the age of 25.

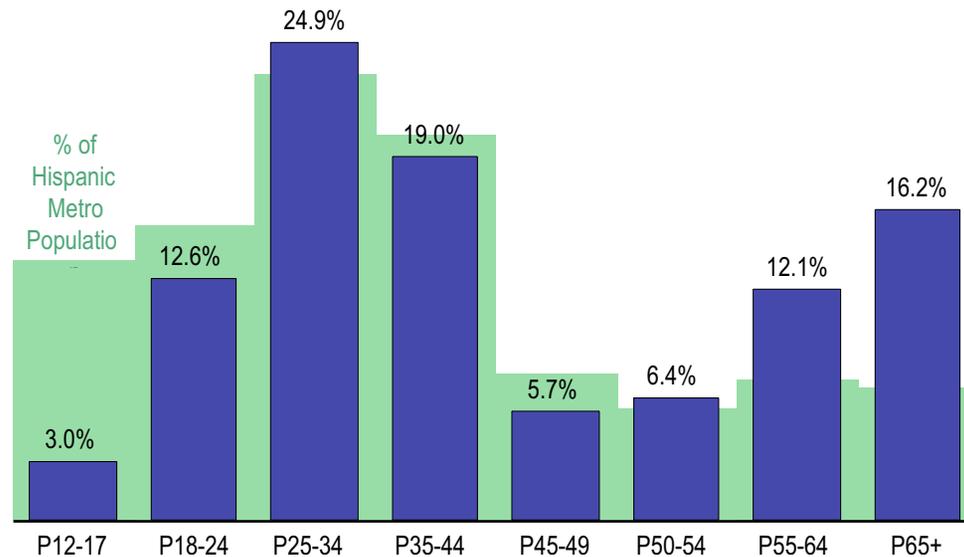


Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaxInfo® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Total Spanish Variety 1.0%

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

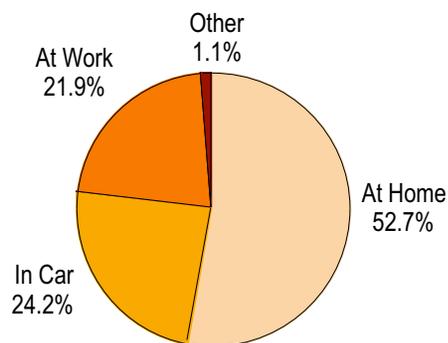


Audience Composition
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

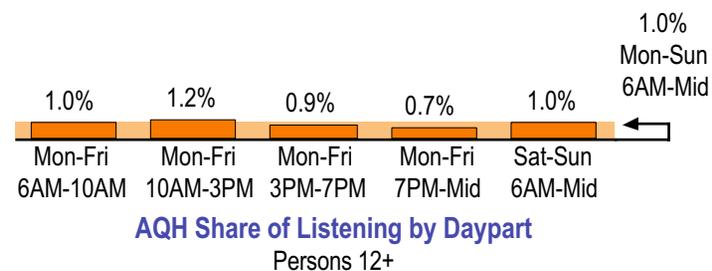
Spanish Variety

Spanish Variety performs almost equally well across dayparts. Fifty-three percent of Hispanic listening to Spanish Variety occurs at home.

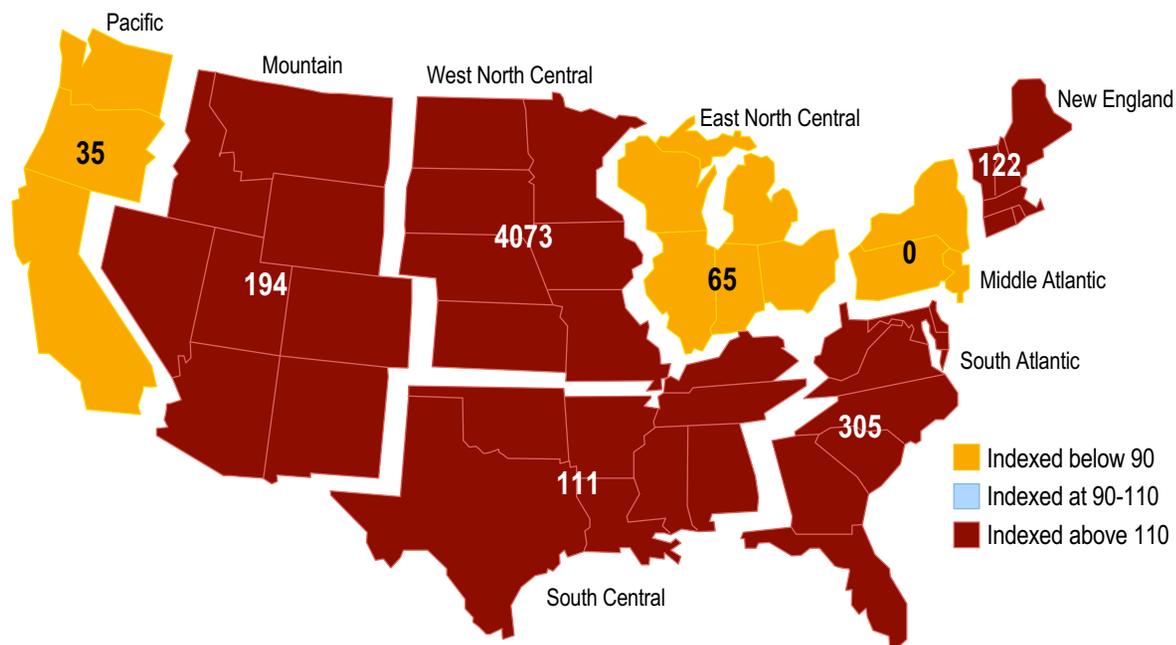
Spanish Variety is extraordinarily popular in the West North Central region. It also captures Hispanic audience shares that are much greater than the norm in the Mountain and South Atlantic regions.



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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.*

Spanish Variety

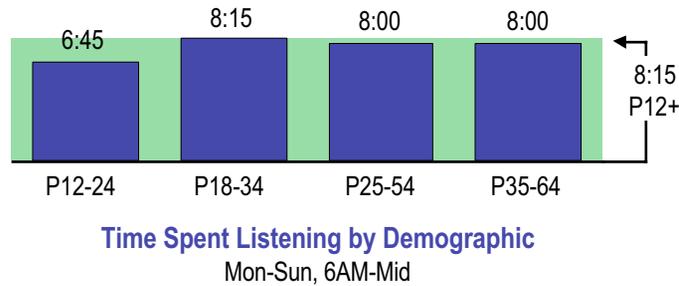
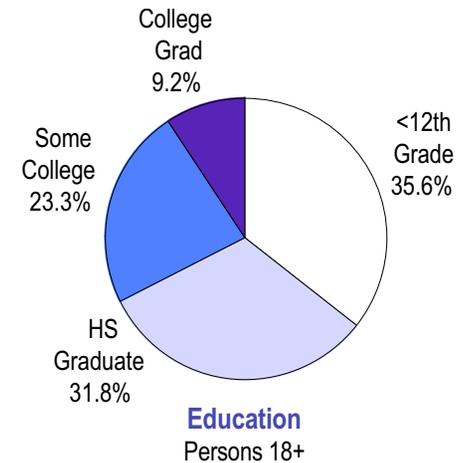
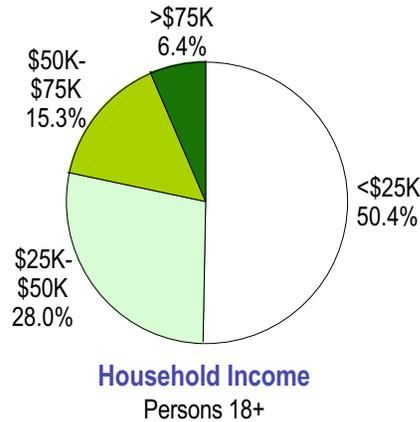
About half of Spanish Variety's adult Hispanic listeners have household incomes of \$25,000 or more per year. Thirty-three percent have gone beyond the high school level to either attend some college or to earn their degrees.

Hispanics who tune in to Spanish Variety stations listen for an average of 8 hours and 15 minutes each week.

About 48 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. They are a little more likely than the typical Hispanic consumer to have children in the household.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 43 |
| 70% |
| Proportion of Listening from P1s |

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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Spanish Variety

Purchasing Behavior

Approximately 20 percent of the Hispanics who tune in to Spanish Variety live in a household that is planning to buy a used vehicle in the next year. They are less likely than the typical Hispanic consumer to live in households that are planning to purchase electronic equipment in the next year. Hispanic Spanish Variety listeners are seven percent more likely than the general Hispanic population to have spent \$200+ per household per week on groceries. They consume financial products and services at lower rates than the general Hispanic population.

Leisure Activities

Hispanic Spanish Variety fans are 27 percent more likely than the average Hispanic consumer to have gone camping in the last 12 months and 15 percent more likely to have gone fishing. They attend movies infrequently. Hispanic Spanish Variety fans are a little less likely than the typical Hispanic American to have eaten at fast-food restaurants 5+ times in the past 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household that has spent \$200+ on groceries in the past 7 days | 3.2% | 11.1% | 107 |
| Have gone camping in the past 12 months | 3.8% | 22.4% | 127 |
| Have gone fishing in the past 12 months | 3.4% | 22.1% | 115 |
| Have children in household | 3.1% | 65.0% | 105 |
| Own residence | 3.3% | 48.3% | 109 |



Scarborough Data

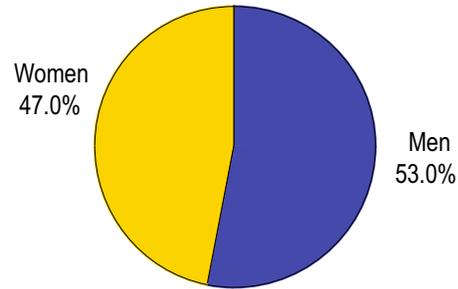
Tejano

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

A Few Format Highlights

More Hispanic Men 18+ (53 percent) than Hispanic Women 18+ (47 percent) are Tejano fans.

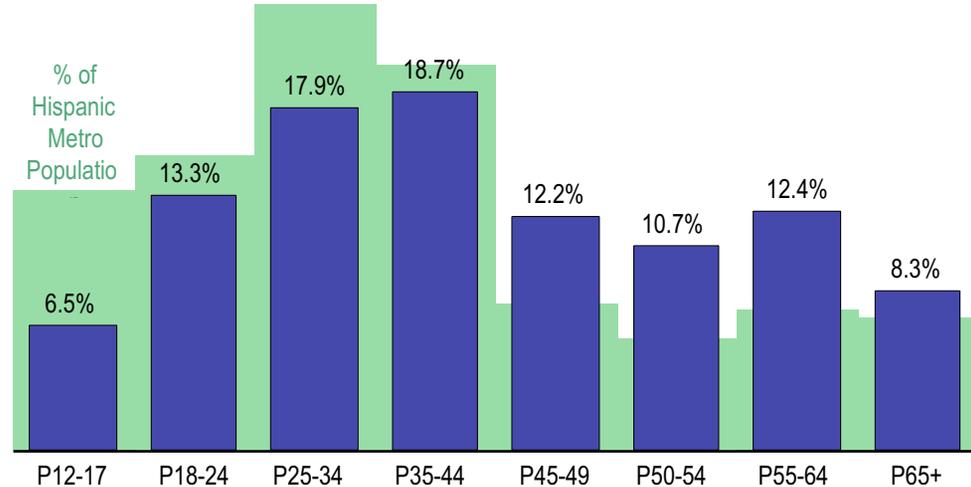
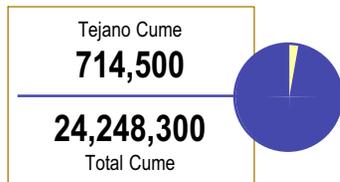
Tejano appeals to adult Hispanic listeners of all ages.



Listeners 18+
Mon-Sun, 6AM-Mid

Total Tejano 1.1%

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



Audience Composition

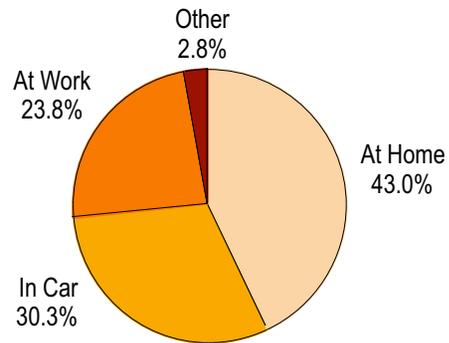
Percent of Format Audience by Demographic
Mon-Sun, 6AM-Mid

*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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.*

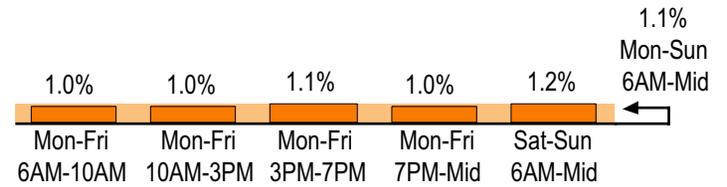
Tejano

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

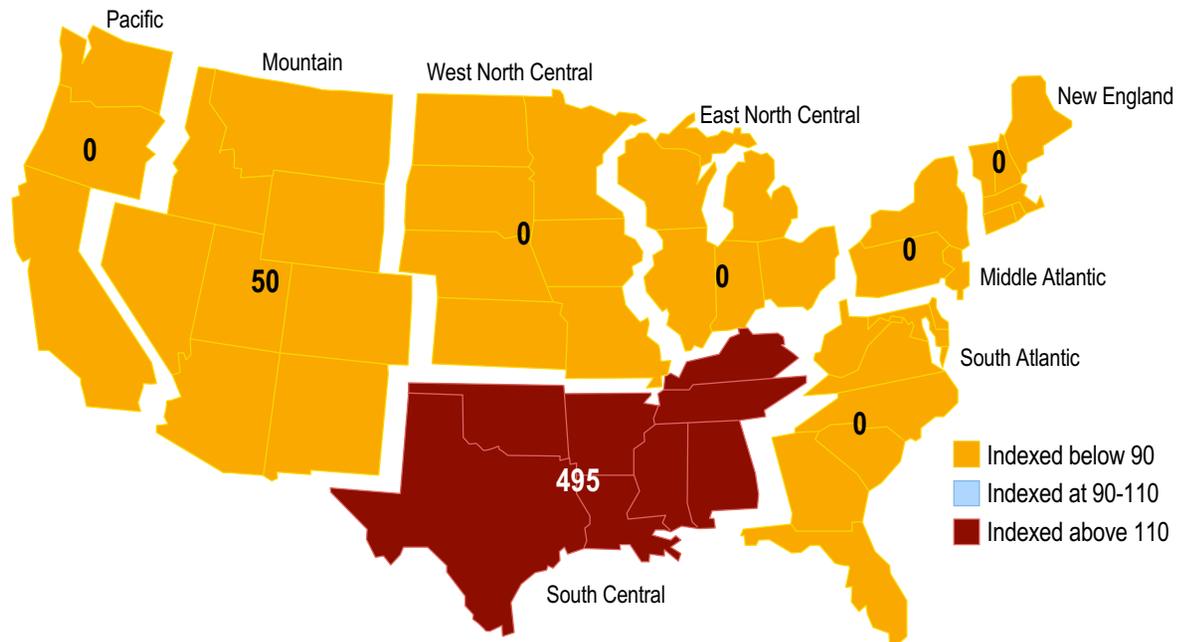
Tejano performs extremely well in the South Central region.



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: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer® Plus National Regional Database, Spring 2004, Arbitron Hispanic-Controlled Metro Survey Areas.

Tejano

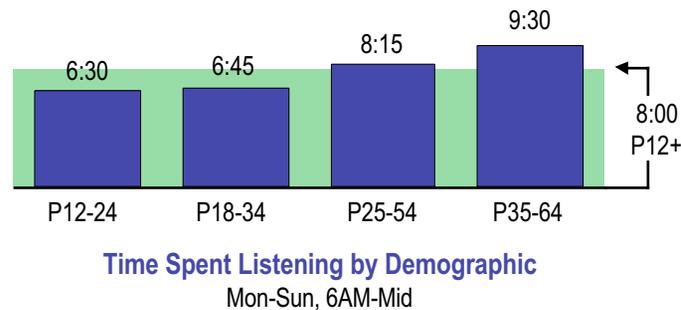
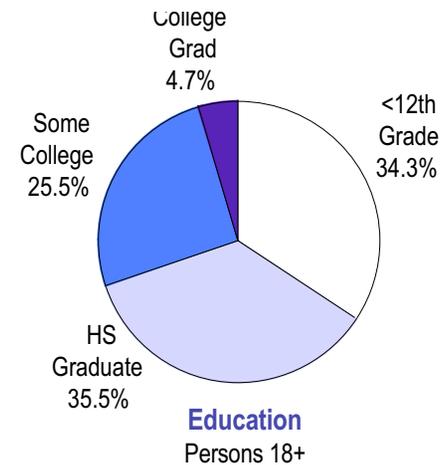
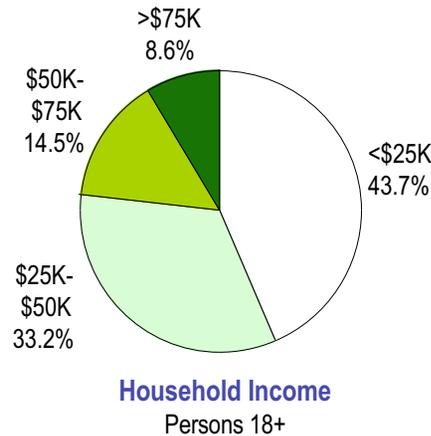
One third of Tejano's adult Hispanic listeners have household incomes between \$25,000 and \$50,000 per year. Twenty-three percent have annual household incomes of \$50,000 or more. Sixty-one percent have either finished high school or had some college education, while five percent are college graduates.

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

Hispanic Tejano fans are 12 percent more likely than the average Hispanic consumer to have children in the household. Sixty-three percent are homeowners, making them 42 percent more likely to own their own homes than the general Hispanic population.

| |
|----------------------------------|
| Average Age of P1 Listeners |
| 42 |
| Proportion of Listening from P1s |
| 68% |

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 2004, Arbitron Hispanic-Controlled Metro Survey Areas.



Tejano

Purchasing Behavior

Sixteen percent of Tejano fans live in households that are planning to purchase a used vehicle in the next 12 months. Their households spend \$109 per week, on average, on groceries, which closely reflects the national average for Hispanic consumers. Hispanic Tejano fans are 60 percent more likely than the typical Hispanic consumer to live in a household that has an auto loan and 34 percent more likely to live in one that has a home mortgage.

Leisure Activities

Hispanics who tune in to Tejano are more than twice as likely to have sewn/made crafts in the past 12 months than the average Hispanic American. They are 74 percent more likely to have gone fishing in the past year. They are seven 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 30 days.

Sources: Format definitions are from Arbitron Radio Listening Trends. Data come from Scarborough USA+, Release 1, 2004.

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 household that has an auto loan | 3.4% | 26.2% | 160 |
| Live in household that has a home mortgage | 2.8% | 22.9% | 134 |
| Have sewn/made crafts in the past 12 months | 4.7% | 25.8% | 223 |
| Have gone fishing in the past 12 months | 3.7% | 33.4% | 174 |
| Have attended movies 3+ times in the last three months | 2.3% | 24.0% | 107 |
| Have eaten at fast-food restaurants 5+ times in the past 30 days | 2.6% | 65.3% | 124 |
| Have children in household | 2.4% | 69.7% | 112 |
| Own residence | 3.0% | 63.2% | 142 |



Scarborough Data

Spring 2004 Hispanic- Controlled Metro Survey Areas

The markets listed below were determined using Arbitron's Spring 2004 12+ Hispanic population rankings.

| Rank | Market | Population | Rank | Market | Population |
|------|---------------------------------|------------|------|---------------------------------|------------|
| 1 | Los Angeles | 4,422,000 | 29 | Bakersfield | 222,000 |
| 2 | New York | 3,212,500 | 30 | Philadelphia | 216,900 |
| 3 | Miami-Ft. Lauderdale-Hollywood | 1,578,700 | 31 | Monterey-Salinas-Santa Cruz | 216,600 |
| 4 | Chicago | 1,323,200 | 32 | Visalia-Tulare-Hanford | 212,400 |
| 5 | Houston-Galveston | 1,276,500 | 33 | Portland, OR | 187,500 |
| 6 | San Francisco | 1,136,700 | 34 | Oxnard-Ventura | 181,600 |
| 7 | Dallas-Ft. Worth | 1,090,300 | 35 | Seattle-Tacoma | 180,000 |
| 8 | San Antonio | 779,500 | 36 | Corpus Christi | 175,400 |
| 9 | Phoenix | 742,800 | 37 | Stockton | 169,700 |
| 10 | McAllen-Brownsville-Harlingen | 695,200 | 38 | Laredo, TX | 160,500 |
| 11 | Riverside-San Bernardino | 689,900 | 39 | West Palm Beach-Boca Raton | 160,200 |
| 12 | San Diego | 675,100 | 40 | Salt Lake City-Ogden-Provo | 158,100 |
| 13 | El Paso | 463,600 | 41 | Modesto | 143,200 |
| 14 | Washington, DC | 443,600 | 42 | Palm Springs, CA | 124,200 |
| 15 | Denver-Boulder | 396,900 | 43 | Ft. Myers-Naples-Marco Island | 109,400 |
| 16 | San Jose | 326,200 | 44 | Hartford-New Britain-Middletown | 102,300 |
| 17 | Austin | 318,600 | 45 | Providence-Warwick-Pawtucket | 98,400 |
| 18 | Atlanta | 318,500 | 46 | Charlotte-Gastonia-Rock Hill | 94,500 |
| 19 | Las Vegas | 309,700 | 47 | Milwaukee-Racine | 92,900 |
| 20 | Fresno | 309,100 | 48 | Merced, CA | 91,100 |
| 21 | Orlando | 286,800 | 49 | Victor Valley | 87,800 |
| 22 | Nassau-Suffolk (Long Island) | 279,400 | 50 | Kansas City | 86,400 |
| 23 | Sacramento | 267,900 | 51 | Santa Rosa | 73,800 |
| 24 | Boston | 264,800 | 52 | Odessa-Midland, TX | 73,000 |
| 25 | Albuquerque | 263,300 | 53 | Santa Maria-Lompoc, CA | 68,400 |
| 26 | Tampa-St. Petersburg-Clearwater | 258,600 | 54 | Springfield, MA | 64,100 |
| 27 | Tucson | 231,400 | 55 | Yakima, WA | 62,800 |
| 28 | Middlesex-Somerset-Union | 226,400 | 56 | Reno | 60,600 |

Spring 2004 Hispanic- Controlled Metro Survey Areas

(continued from page 49)

| Rank | Market | Population |
|------|--|------------|
| 57 | Santa Fe, NM | 59,500 |
| 58 | Lubbock | 57,800 |
| 59 | Ft. Collins-Greeley, CO | 57,400 |
| 60 | Colorado Springs | 50,700 |
| 61 | Bridgeport | 48,600 |
| 62 | Pueblo | 47,700 |
| 63 | Santa Barbara, CA | 47,200 |
| 64 | Lakeland-Winter Haven | 45,600 |
| 65 | Newburgh-Middletown, NY (Mid-Hudson Valley) | 44,200 |
| 66 | Killeen-Temple, TX | 43,600 |
| 67 | Tri-Cities, WA (Richland-Kennewick-Pasco) | 37,300 |
| 68 | Amarillo, TX | 37,000 |
| 69 | San Luis Obispo, CA | 36,500 |
| 70 | Stamford-Norwalk, CT | 35,600 |
| 71 | Waco, TX | 34,000 |
| 72 | Trenton, NJ | 32,700 |
| 73 | Tyler-Longview, TX | 32,700 |
| 74 | Atlantic City-Cape May | 30,800 |
| 75 | San Angelo, TX | 27,400 |
| 76 | Bryan-College Station, TX | 26,900 |
| 77 | Flagstaff-Prescott, AZ | 26,900 |
| 78 | Abilene, TX | 23,000 |
| 79 | Chico, CA | 19,500 |
| 80 | Wichita Falls, TX | 14,200 |
| 81 | Hamptons-Riverhead | 12,700 |
| 82 | Sioux City, IA | 10,600 |
| 83 | Sebring, FL | 10,400 |
| 84 | Cheyenne, WY | 7,800 |

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 2004; Maximi\$er® Plus National Regional Database, Spring 2004, all Hispanic Markets; and Scarborough USA+, Release 1, 2004. The American Radio Listening Trends combines radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The Maximi\$er 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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