



Hispanic Radio Today

How America Listens to Radio

2006 Edition

INFORMATION FOR BROADCASTERS, AGENCIES AND ADVERTISERS

Radio: A Medium That Speaks to Hispanics

The U.S. Hispanic population is growing rapidly and is now the biggest minority in the country. *Hispanic Radio Today* illustrates that Hispanic consumers are heavy users of radio, spending significant time in particular with Spanish-language radio.

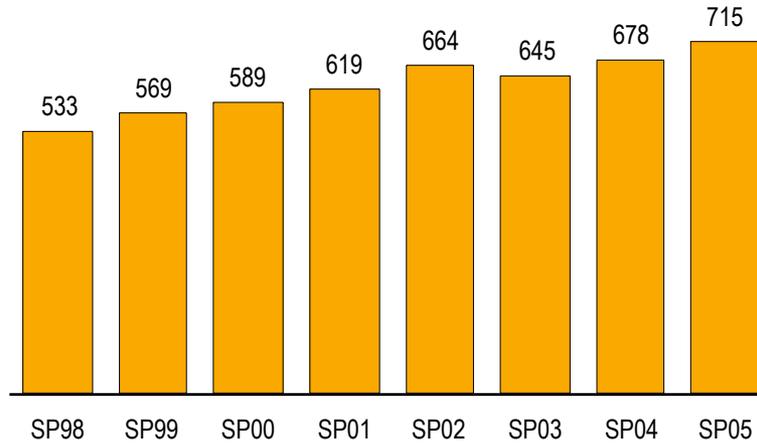
Currently, there are more than 13,800 radio stations broadcasting across the country, of which more than 700 are Spanish-language stations. This number has increased by a multiple of 10 in the past 20 years, which has dramatically boosted the overall audience share of Spanish-language formats. Today, in the nation's largest cities, some of the top radio stations are Spanish-language, not just among Hispanics but also among everyone.

Because of various countries of origin, Hispanics display sharp regional differences in their consumer and media preferences. Radio is uniquely suited to address these differences through highly targeted programming that appeals to distinct groups. This is one of many reasons why no other medium comes close to radio's extraordinary reach among Hispanics despite a proliferation of media options. Another is radio's mobility, which enables it to reach Hispanics whenever and wherever they prefer.

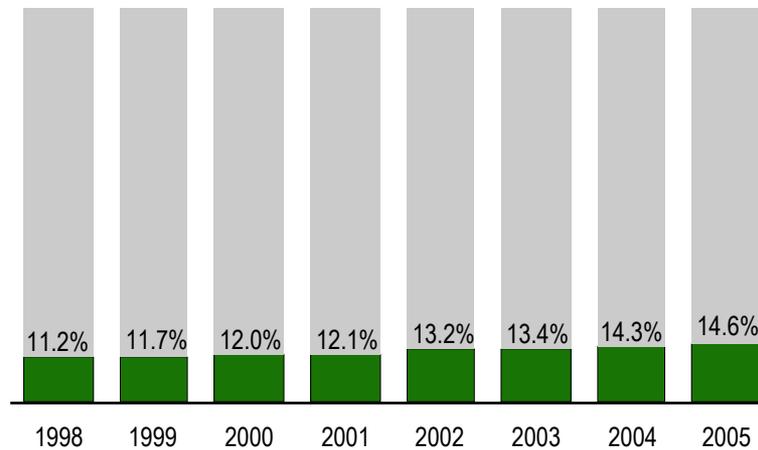
Arbitron invites you to examine the many facets of Hispanic radio listening, including the most popular formats among Hispanics and in-depth profiles of their audiences.

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Number of Hispanic Radio Stations in the U.S.



Hispanic Population Percentages for Arbitron Metros

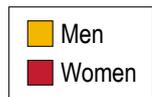
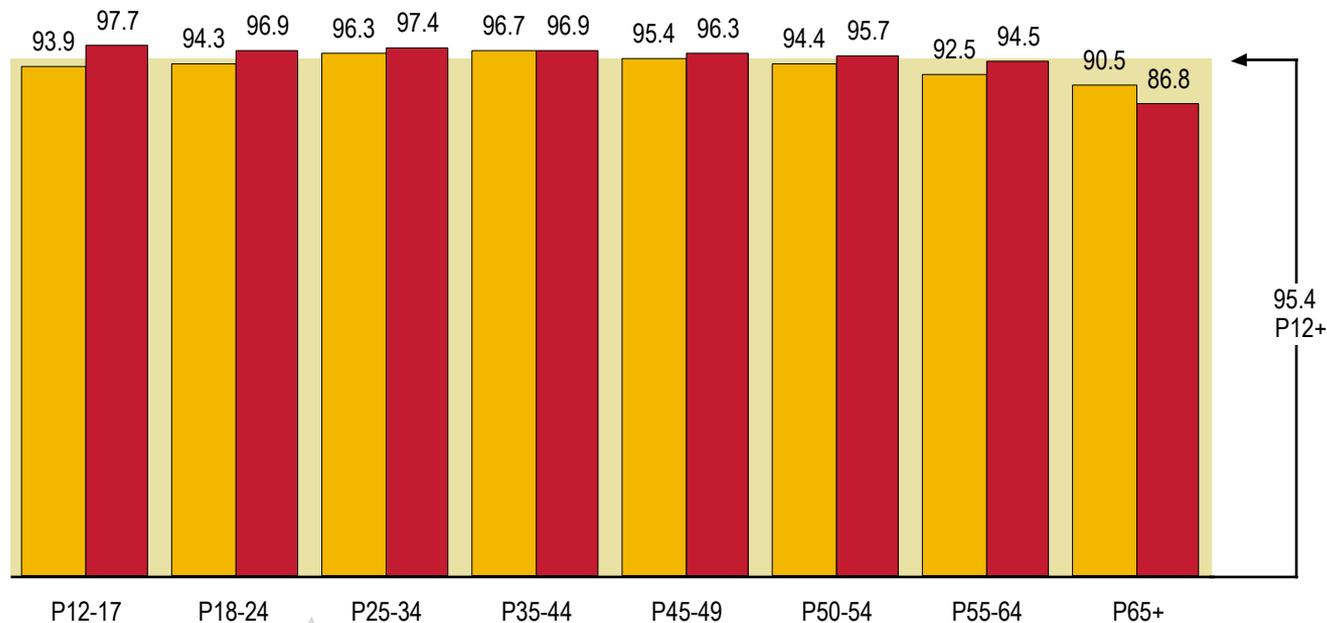


Radio Reaches All Ages

Radio's Reach Spans All Ages

Radio reaches more than 95 percent of all Hispanic Americans 12 years of age and older each week. While there are slight differences among age groups and genders, radio performs strongly among Hispanics across the board. Listening drops off slightly among Men 65+ and even more so among Women 65+, yet radio still reaches the vast majority of these groups.

Weekly Cume Rating



How to Read:

These figures represent "weekly cume ratings." For example, 97.7 percent of all Hispanic teen females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The green background represents the average of all Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Source: MaximiSer® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.

Continued ►

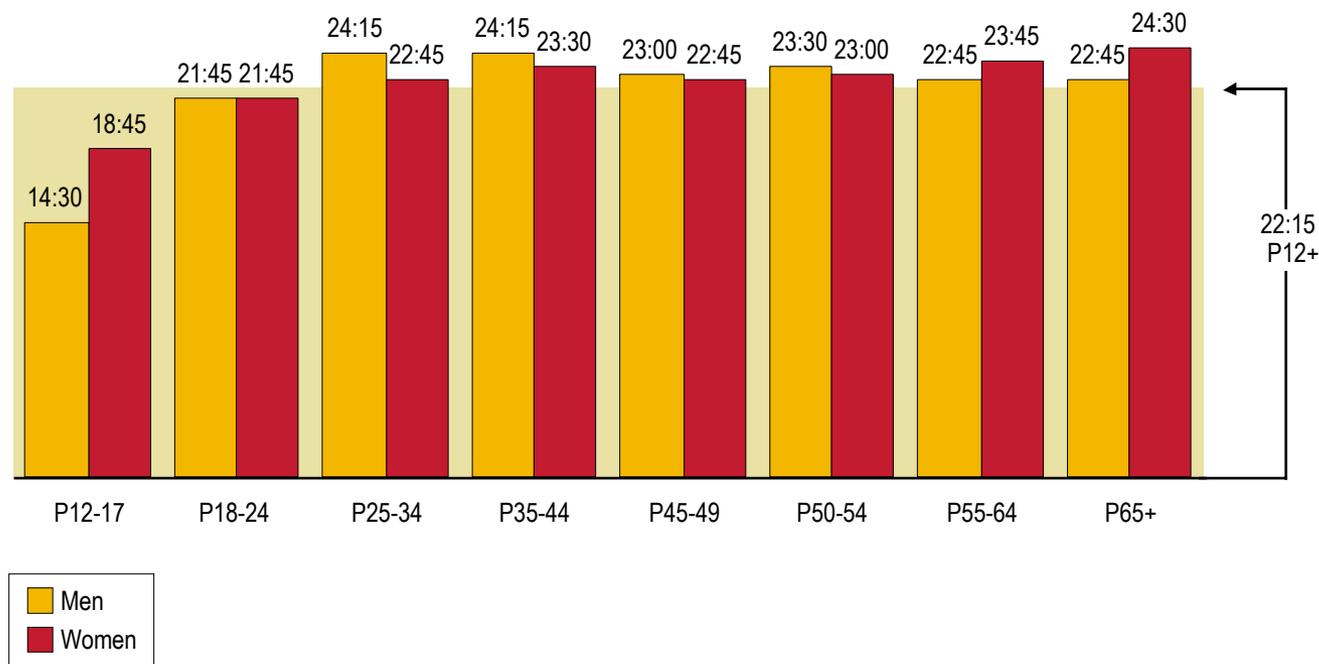
Radio Reaches All Ages

When examined in terms of time spent listening, the average Hispanic consumer 12+ tunes in for 22 hours and 15 minutes each week—much more than their general market counterparts.

Interestingly, although only 87 percent of older Hispanic Women are reached by radio each week (compared to the national Hispanic average of 95 percent), those who do tune in listen the longest of any age group: 24 and a half hours each week. Conversely, male teens, ages 12-17, tune in for the shortest amount of time (14 and a half hours) during an average week.

Time Spent Listening

Hours and Minutes per Week

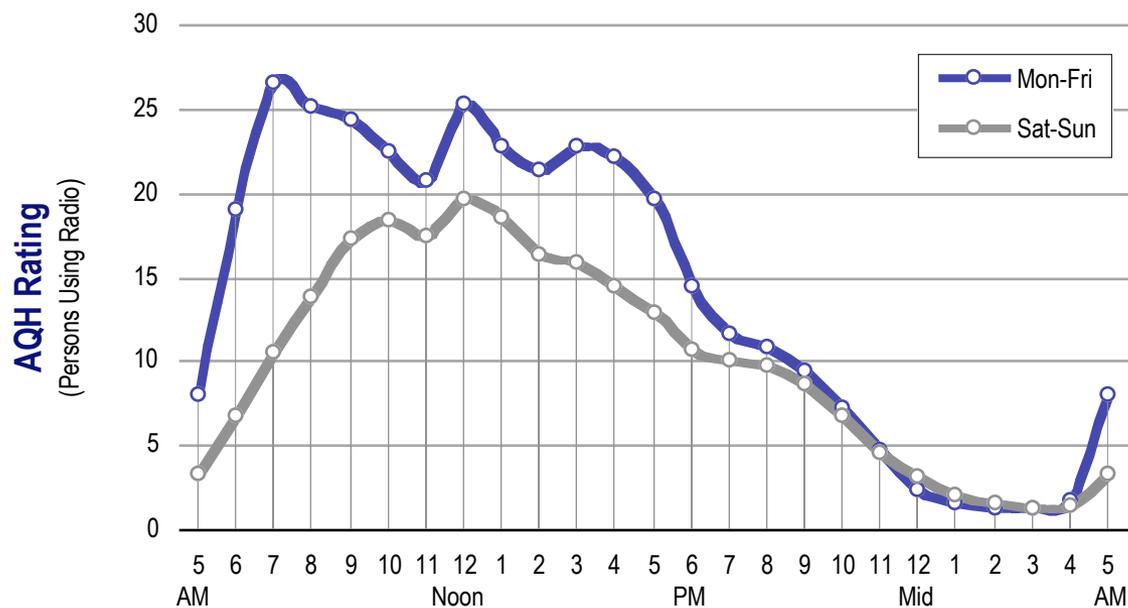


Source: MaximiSer® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.

Hour-by-Hour Listening

Like the general-market population, Hispanic weekday listening follows an established pattern in which radio listening peaks during the 7AM hour. But with rush hours starting earlier and ending later, other morning slots are posting strong listenership as well. Hispanic listening remains solid throughout the afternoon commute and well into the evening hours. Like the general market, peak listening times on Saturday and Sunday revolve around the morning and the lunchtime hours, from 9AM to 3PM. Listening is lowest both on weeknights and weekend nights from 12Midnight to 5AM.

Hour-by-Hour Listening, AQH Rating



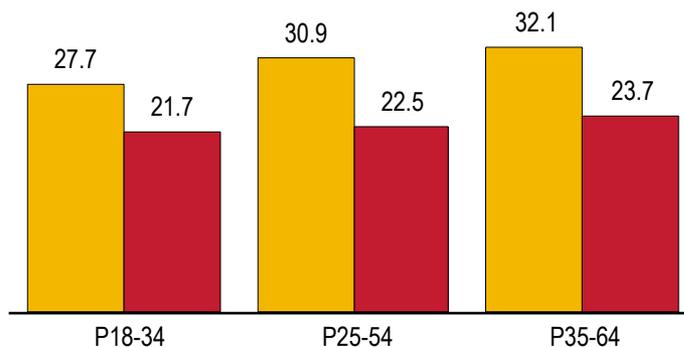
Source: MaximiSer® Plus National Regional Database, Spring 2005, Mon-Sun, 5AM-5AM, All Hispanic Markets.

Overnight Listening

Hispanic men are more likely to be late-night listeners than Hispanic women. About 30 percent of Hispanic men tune in during the overnight hours each week, with Men 35-64 (32 percent) being the most likely of any age group (men or women) to tune in late at night. Adult Hispanics typically listen to about three hours of late-night radio programming per week.

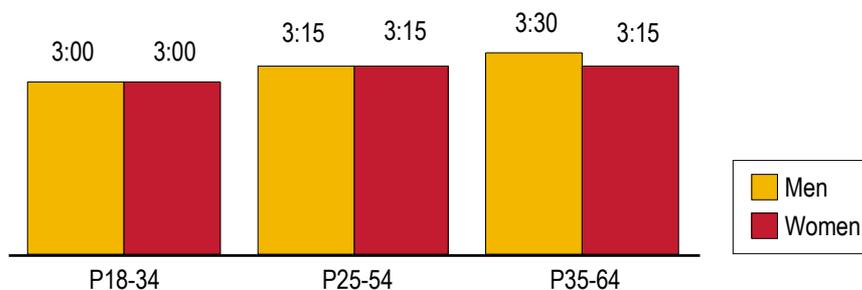
Weekly Cume Rating

Mon-Fri, Mid-6AM



Weekly Time Spent Listening by Demographic

Mon-Fri, Mid-6AM



Source: *Maximiser® Plus National Regional Database, Spring 2005, Mon-Sun, Mid-6AM, All Hispanic Markets.*

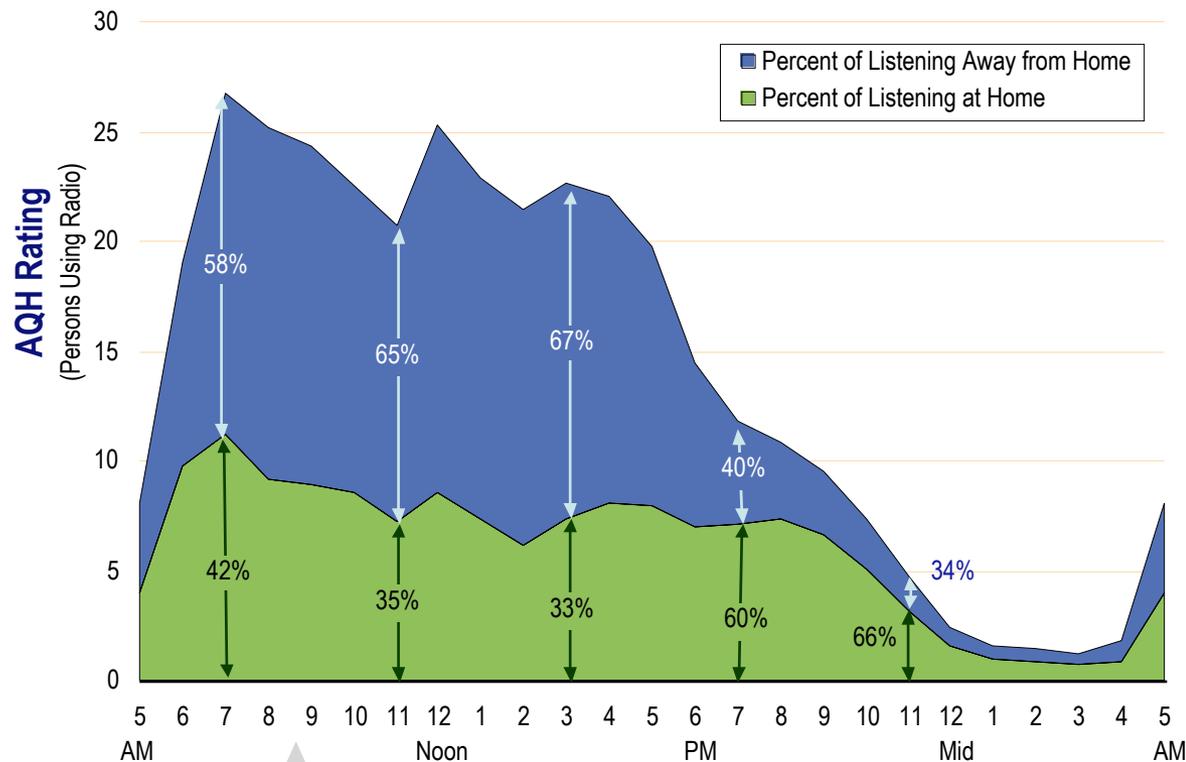
Where Hispanic People Listen: Weekdays

Like most Americans, Hispanic consumers listen to their radios at home during the evening hours. In the early morning, however, Hispanic listening patterns diverge from those of the general market. Hispanic radio listeners appear to be on the move much earlier than their general-market counterparts. About half of Hispanic listening occurs away from home from 4AM until 7AM, suggesting that many Hispanic listeners are going to work in these early hours. After 7AM, the vast majority of radio listening by Hispanics occurs in the car, at work or in some location other than their homes. As commuting times get earlier, radio's mobility and its unique ability to be consumed at work give it a distinct advantage over other media in reaching an on-the-go Hispanic population.

Source: *Maximiser® Plus National Regional Database, Spring 2005, Mon-Fri, 5AM-5AM, All Hispanic Markets.*

Weekday Listening, AQH Rating

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



How to Read:

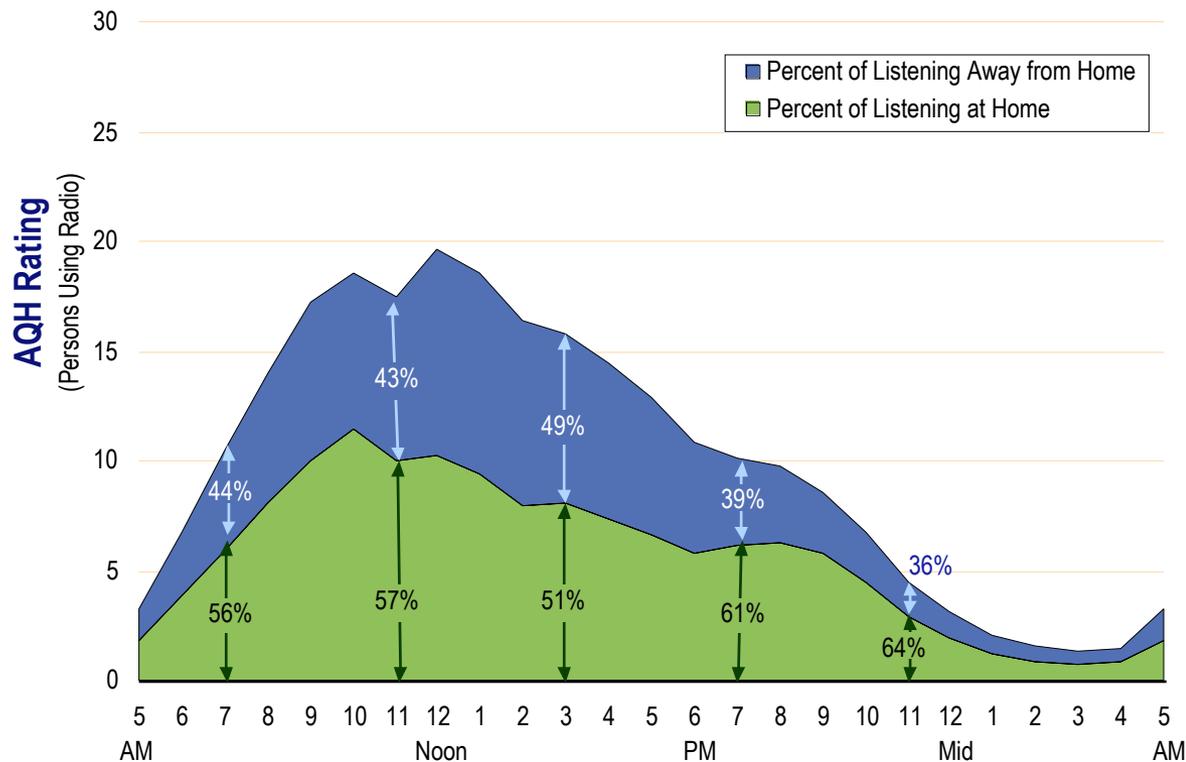
The chart on this page and the one on the next page show how listening location makes up radio listening during the course of a typical weekday and weekend day. For example, during the 11:00AM hour on this chart, about 21 percent of the 12+ population listened to the radio for at least five minutes. Of those who had listened, nearly two-thirds were listening away from home.

Where Hispanic People Listen: Weekends

Weekend listening among Hispanics isn't quite as strong as weekday listening—a pattern that is also reflected in the general market. In general, weekend listening patterns among Hispanics aren't too different from their weekday ones. The main difference, as the chart reveals, is that people wake up a little later, with at-home listening really picking up around 8AM and remaining strong through the lunchtime hours. Hispanics are most likely to listen to the radio away from home on the weekend from about noon until 6PM.

Weekend Listening, AQH Rating

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



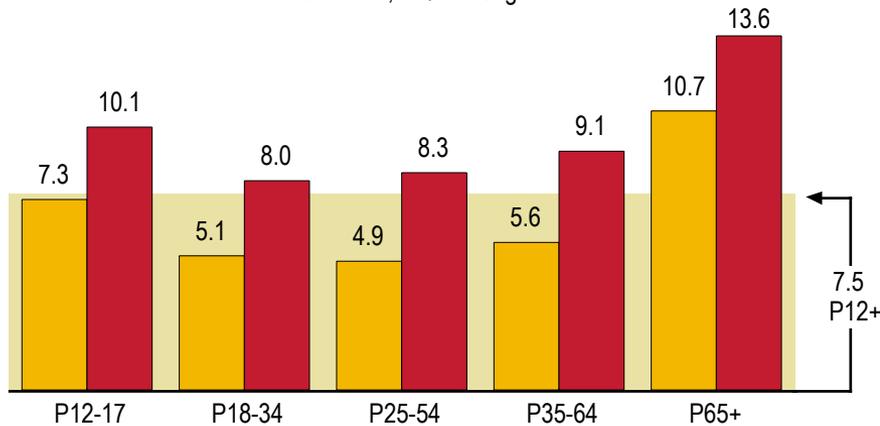
Source: Maximizer® Plus National Regional Database, Spring 2005, Sat-Sun, 5AM-5AM, All Hispanic Markets.

Where Hispanic Men and Women Listen

Hispanics who work or drive to school are more likely to listen to the radio somewhere other than their homes, which is reflected in the high away-from-home listening percentages among adult male Hispanics. Adult Hispanic women, too, are more likely to tune in outside the home, but a little less so than men. As one might expect, teens and older people who work less and drive infrequently, if at all, do most of their listening at home.

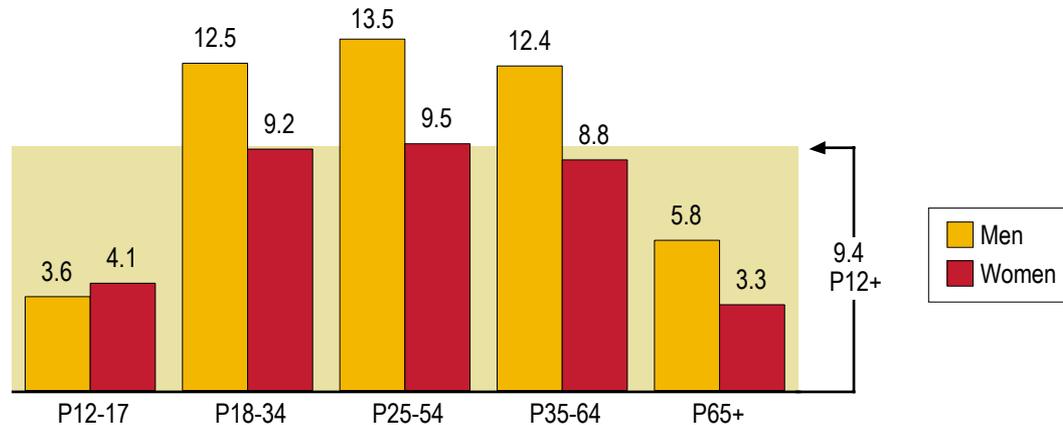
At-Home Listening for Men and Women

Total Week, AQH Rating



Away-from-Home Listening for Men and Women

Total Week, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.

Listening Location—in Detail

This page shows you where Hispanic people are listening in much more detail than simply “at home” or “away from home.” As the chart illustrates, more than one half of Hispanic radio listening during morning drive (6AM-10AM, Mon-Fri) occurs in cars or at work. This same pattern repeats during afternoon drive (3PM-7PM, Mon-Fri). Meanwhile, 42 percent of Hispanic midday listening (10AM-3PM, Mon-Fri) happens at work and 22 percent occurs in cars. As one might expect, the bulk of listening “comes home” on weeknights as Hispanic consumers complete their workdays and finish their commutes. While the majority of listening (53 percent) takes place at home on weekends (10AM-7PM, Sat-Sun), in-car listening still makes a good showing—accounting for 28 percent of all Hispanic radio listening during this time period.

Source: *Maximiser® Plus National Regional Database, Spring 2005*

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	44.6%	27.3%	25.0%	3.1%
Mon-Fri 6AM-10AM	41.0%	32.3%	25.0%	1.7%
Mon-Fri 10AM-3PM	33.6%	21.6%	41.8%	2.9%
Mon-Fri 3PM-7PM	38.7%	35.1%	23.1%	3.2%
Mon-Fri 7PM-Mid	66.1%	19.4%	10.6%	3.9%
Weekend 10AM-7PM	53.2%	27.8%	14.2%	4.7%

Fast Fact:

It's well known that radio is the only mass medium that easily adapts to all key listening locations. But exactly what is “other” as a listening location? If you're listening to the radio at a friend's house, while at the beach or park, while working out at the gym or in a doctor's waiting room, you're in an “other” location. By the way, “at work” listening, while frequently defined as “office” listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), a retail outlet, a factory or a construction site.

Listening by Daypart and Demographic

Listening patterns by daypart follow the routines of those who drive. Radio listening among working-age Hispanics typically peaks in morning drive (6AM-10AM, weekdays) among both genders. The afternoon commute (3PM-7PM, weekdays) comes in as the next strongest time period among adult Hispanic men, while midday (10AM-3PM, weekdays) comes in as the runner up to morning drive among adult Hispanic women. Listening among Hispanic teens peaks after school (3Pm-7PM) and on weekends. Hispanic Adults 65+ listen most during the morning drive period, and most of this listening occurs at home and not in cars, suggesting that older Hispanics may simply be early risers.

Listening by Daypart

Mon-Sun, 6AM-Mid

Cume Ratings

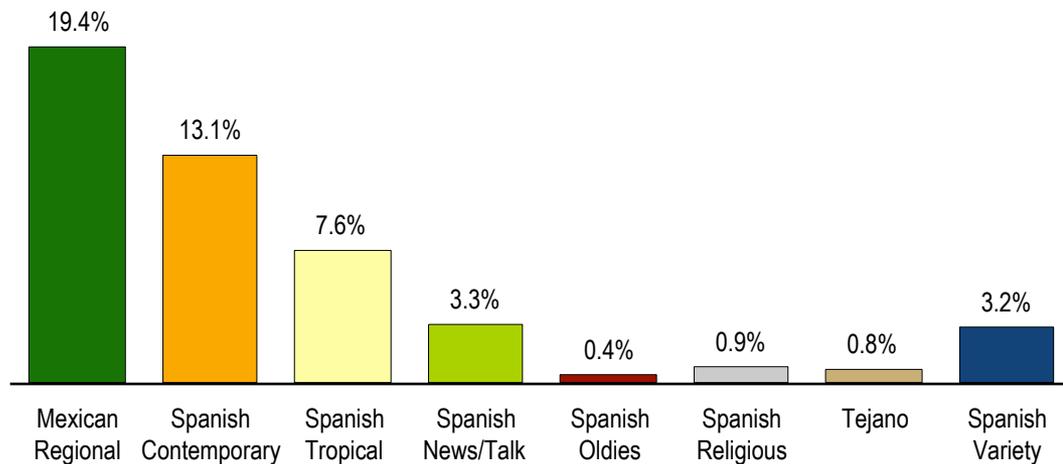
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	71.1	47.9	78.5	63.2	75.9	93.9
	W	79.5	55.7	86.4	76.4	86.1	97.7
P18-24	M	77.3	71.3	76.7	59.3	77.2	94.3
	W	78.8	82.0	83.1	65.6	82.6	96.9
P25-34	M	83.9	75.1	79.9	50.2	76.8	96.3
	W	84.1	82.2	82.6	52.9	82.1	97.4
P35-44	M	84.9	71.9	79.6	47.0	77.7	96.7
	W	85.8	79.1	79.7	50.4	80.1	96.9
P45-49	M	82.2	70.5	78.9	45.8	76.6	95.4
	W	85.6	75.6	76.1	47.9	80.4	96.3
P50-54	M	79.9	68.7	75.7	46.1	75.5	94.4
	W	83.6	77.5	74.7	44.8	78.8	95.7
P55-64	M	75.7	69.8	73.7	41.9	76.9	92.5
	W	77.8	75.5	71.0	42.0	77.7	94.5
P65+	M	76.2	77.1	68.1	40.4	75.5	90.5
	W	72.9	73.3	60.0	37.4	72.6	86.8

Source: Maximizer® Plus National Regional Database, Spring 2005

Hispanic People's Favorite Formats

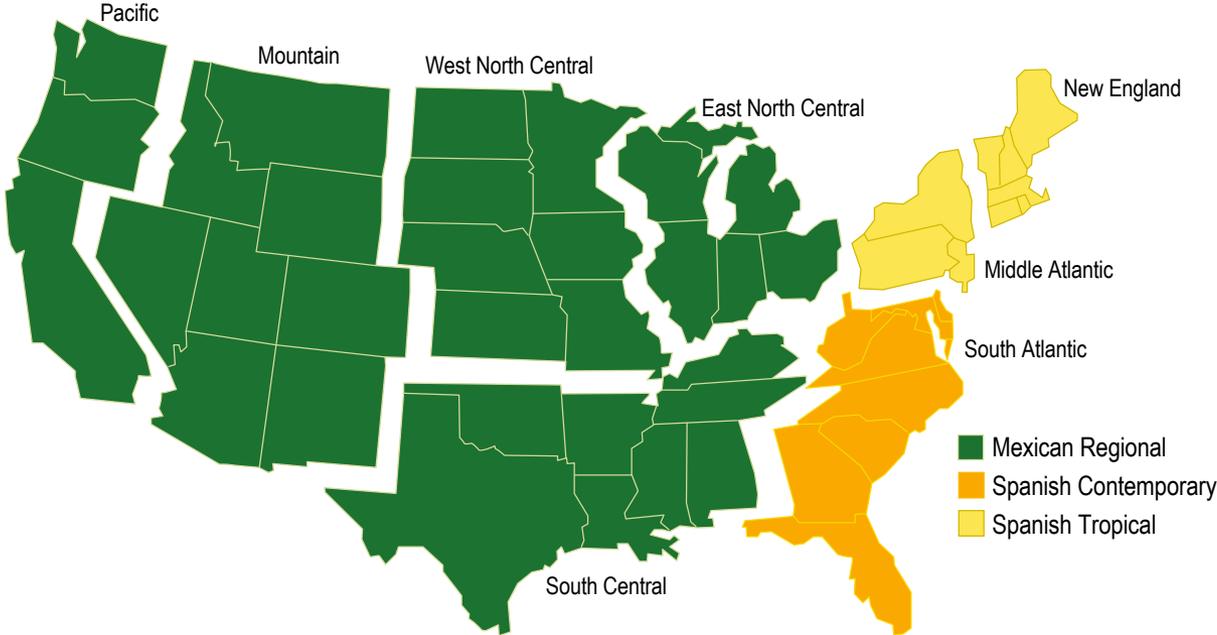
Spanish-Language Format Share for Hispanics

Persons 12+, AQH Share



Spanish Formats by Region

Mexican Regional is the most popular Spanish-language format in the nation, dominating five regions of the country as indicated on the accompanying map. The next most popular Spanish-language format, Spanish Contemporary, performs best in the South Atlantic region. Spanish Tropical, which comes in third, does best in the Middle Atlantic and New England regions.



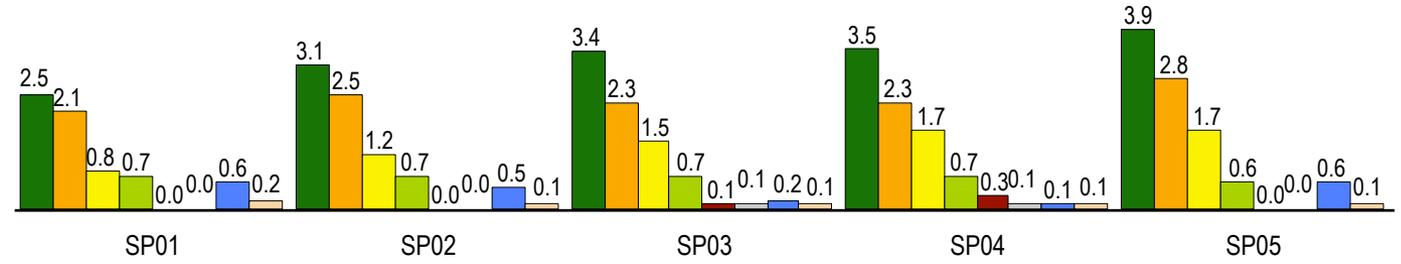
Spanish-Format Growth Trends

In the nation's largest cities, Spanish-language stations often capture the largest AQH share of listening in the market. This strength is reflected on the national level as well. Among Total Persons 12+ in the U.S., Spanish-language stations garnered a 9.8 percent AQH share in 2005, up nearly a full point from 2004.

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

Spanish-Format Growth Trends

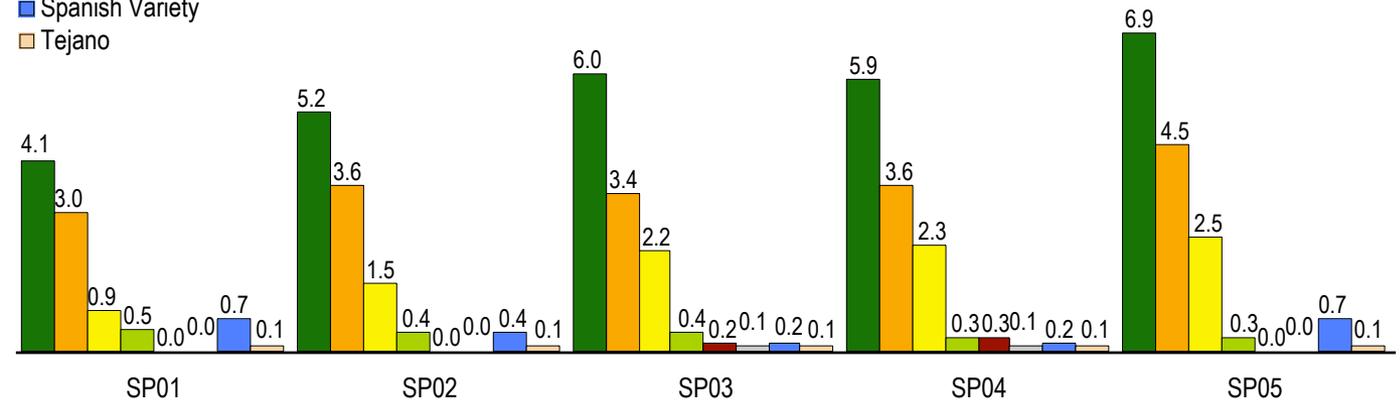
Persons 12+



- Mexican Regional
- Spanish Contemporary
- Spanish Tropical
- Spanish News/Talk
- Spanish Oldies
- Spanish Religious
- Spanish Variety
- Tejano

Spanish-Format Growth Trends

Persons 18-34

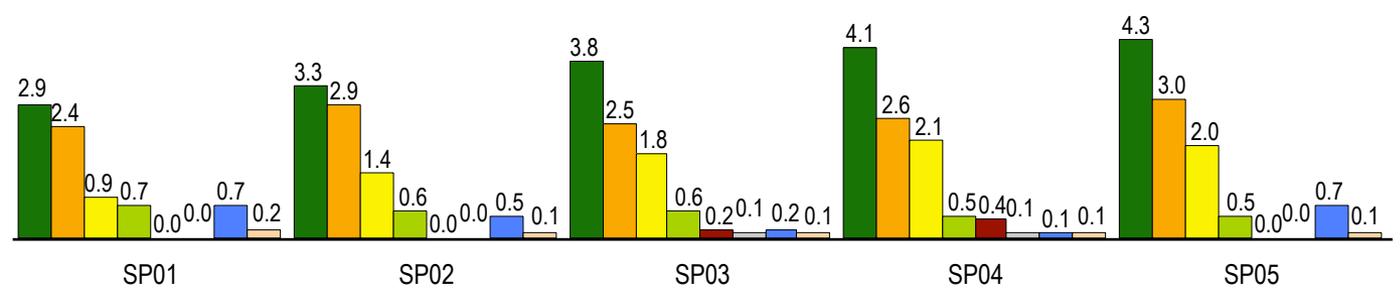


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Spanish-Format Growth Trends

Spanish-Format Growth Trends

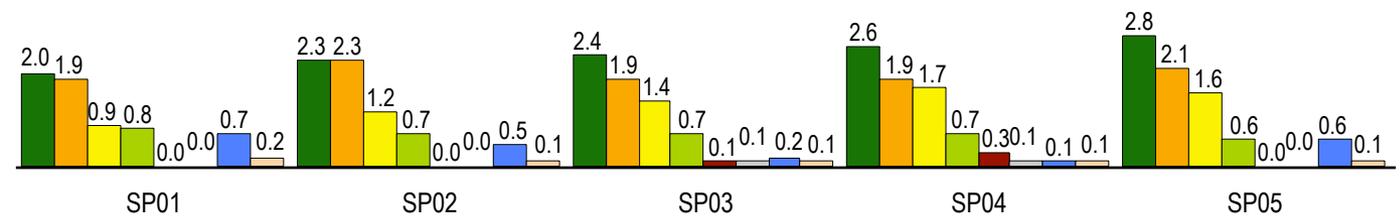
Persons 25-54



- Mexican Regional
- Spanish Contemporary
- Spanish Tropical
- Spanish News/Talk
- Spanish Oldies
- Spanish Religious
- Spanish Variety
- Tejano

Spanish-Format Growth Trends

Persons 35-64



Hispanic Listeners' Favorite Formats

On the following pages, you can read in detail about eight of the most popular radio formats among Hispanic Americans. While some of these formats—such as Adult Contemporary and CHR—appeal equally to the general market as well as to Hispanics, the others are Spanish-language stations, which are obviously targeting the Hispanic market. Indeed, in some markets that have large Hispanic populations, Spanish-language formats post larger shares of listening than general-market formats.

While Spanish-language radio formats have been around for decades, newer formats are emerging in response to both the evolving distribution of the Hispanic population and strong regional differences among Hispanic consumers. For instance, Latino Urban, or Reggaetón, and the Spanish Oldies/Memories format, branded as La Preciosa or Recuerdos, have come on the scene and, most recently, a Spanish-language version of the “Classic Hits,” or “play-what-you-want,” format.

Undoubtedly, programmers will continue to refine their offerings and develop new formats to appeal to distinct groups of Hispanic consumers as America’s Hispanic population continues to grow, both in number and in importance to advertisers.

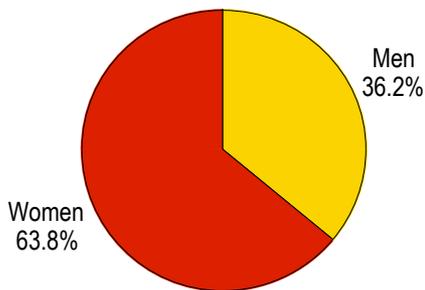
Adult Contemporary

Adult Contemporary is the most mainstream of several “softer” formats that have all been designed to appeal to women. Mainstream Adult Contemporary attracts a healthy share of Hispanic fans, and most of these, nearly 70 percent, fall within the coveted 25-54 age group. Adult Contemporary performs well across the country, and it is a popular choice for at-work listening (40 percent of Hispanic AC listening occurs there); a point that is echoed in the format’s strong showing among Hispanic listeners during the midday time slot. Advertisers covet AC listeners, Hispanic or otherwise, because of their purchasing power—they typically are well educated and accordingly have good incomes.

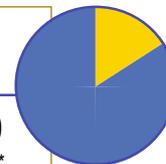
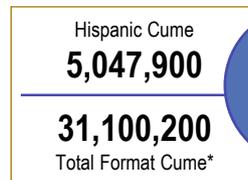
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.*

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

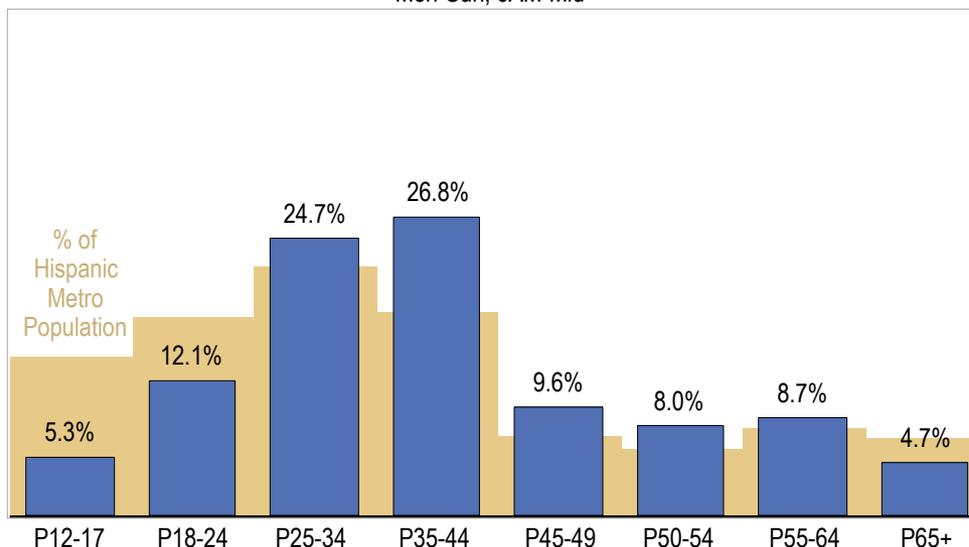
AQH Share*

7.9%

* Spring 2005

Audience Composition

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

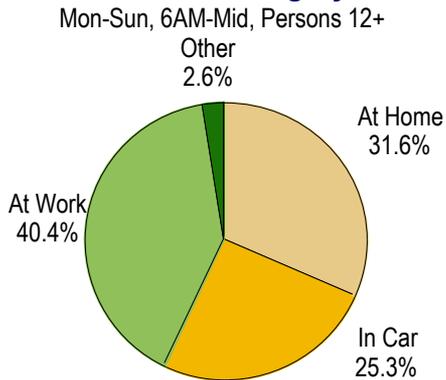


AC continued ►

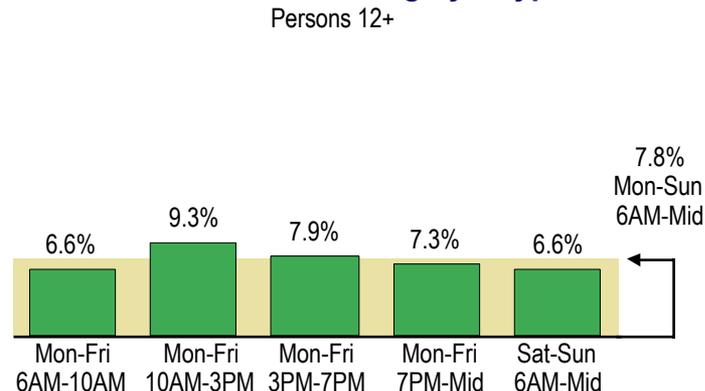
Adult Contemporary

Average Age of P1 Listeners
38
 Percentage of Listening from P1s
67%

AQH Share of Listening by Location



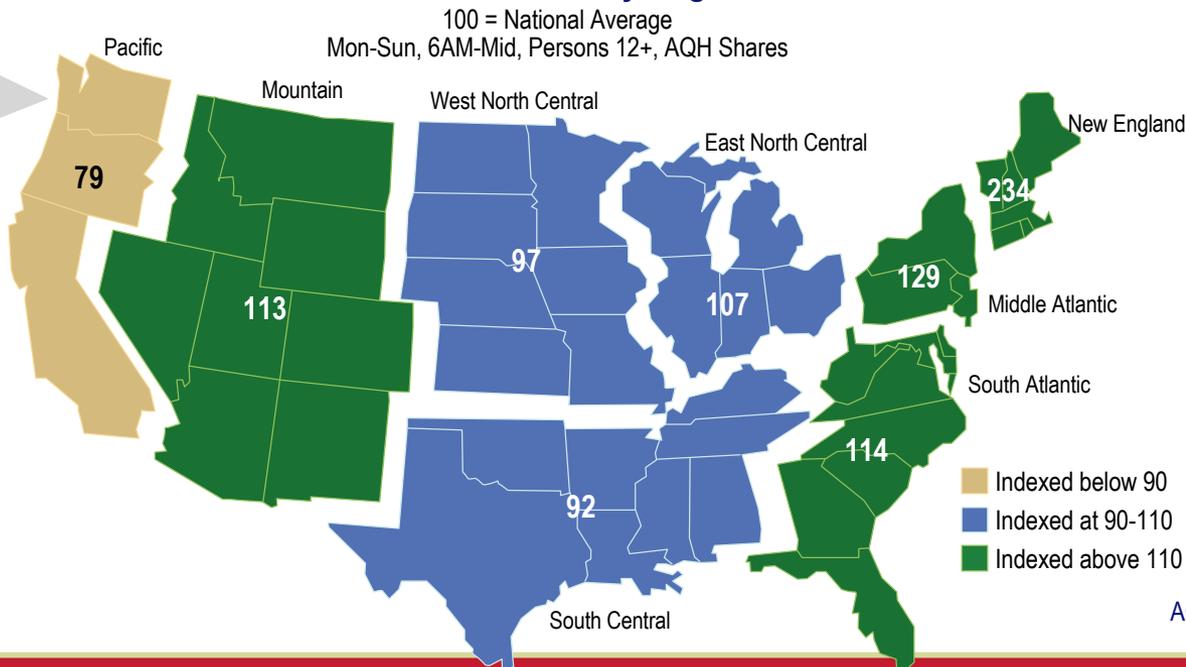
AQH Share of Listening by Daypart



How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region

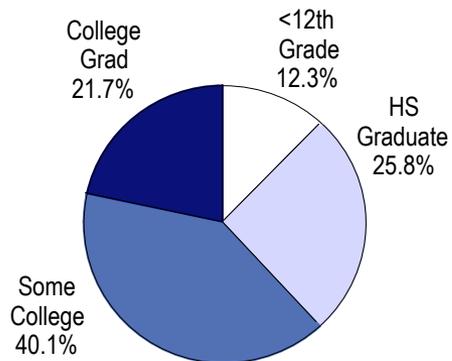


AC continued ►

Adult Contemporary

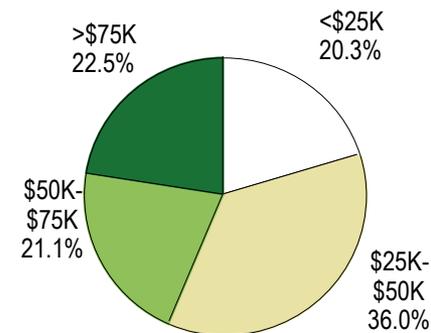
Education

Persons 18+



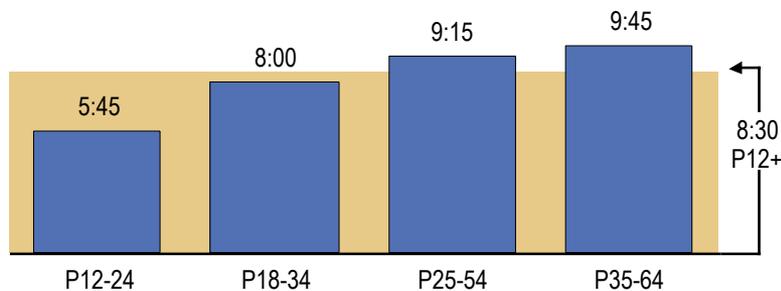
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

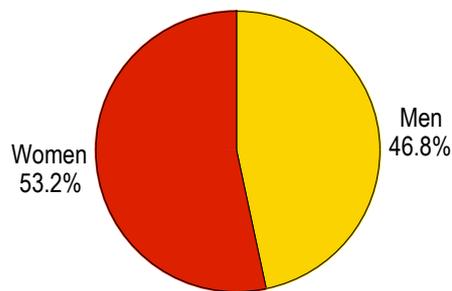
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

This format plays the latest pop and dance music. While it attracts a younger Hispanic audience, it is not just for teens: About 37 percent of the Hispanics who listen to CHR are between 25 and 54. The average age of its P1 listeners (“core” listeners or those who listen to their favorite CHR stations more than any others) is 23. The format boasts the second highest percentage of Hispanic listeners with some college education or a college degree. About 65 percent of Hispanic Pop CHR fans report household incomes under \$50K per year—a statistic that is not surprising considering the youthful nature of the format and the high likelihood that many of these listeners are still in school. The format performs well across all dayparts, but it does particularly well at night (7PM-midnight, weekdays). It also performs well in most parts of the country.

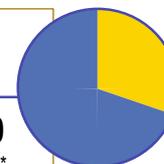
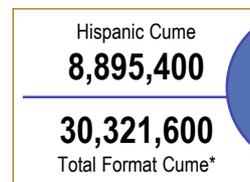
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Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

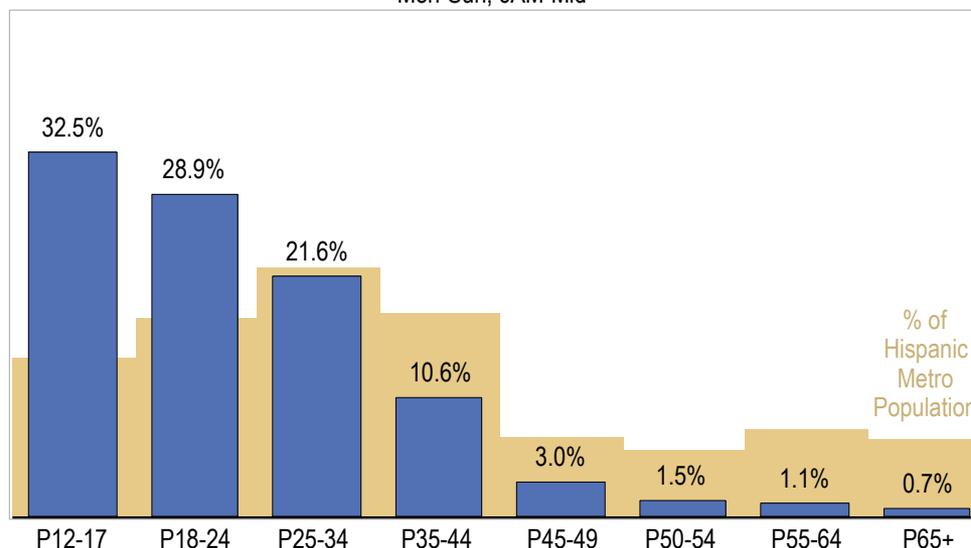
AQH Share*

14.5%

* Spring 2005

Audience Composition

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

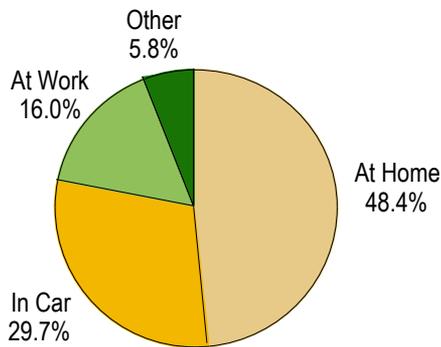


CHR continued ►

Average Age of P1 Listeners
23
 Percentage of Listening from P1s
63%

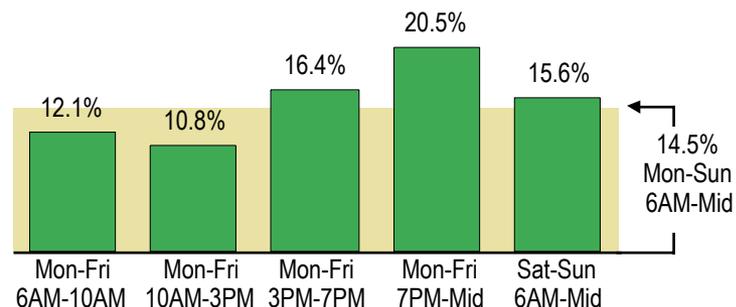
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



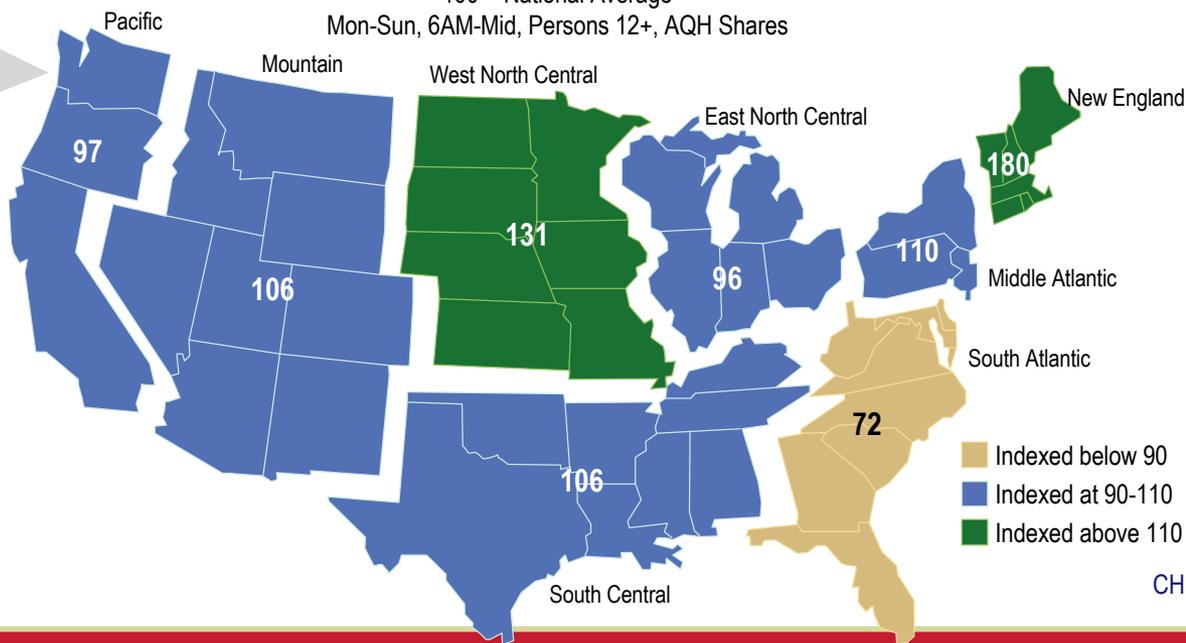
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Audience Share by Region

100 = National Average

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



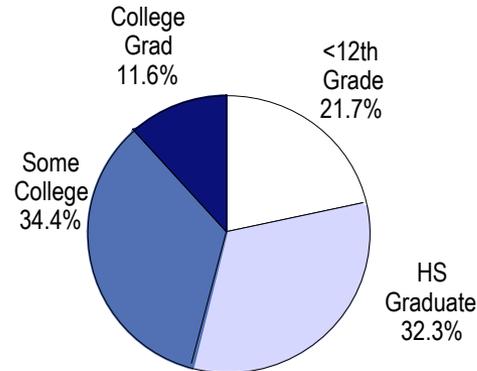
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

CHR continued ▶

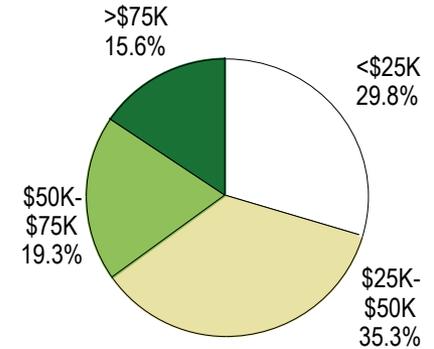
Education

Persons 18+



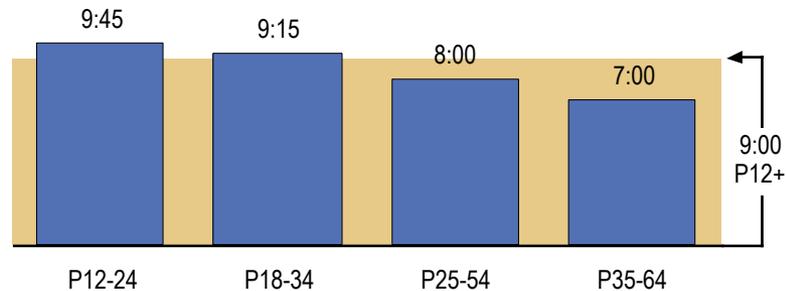
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Mexican Regional

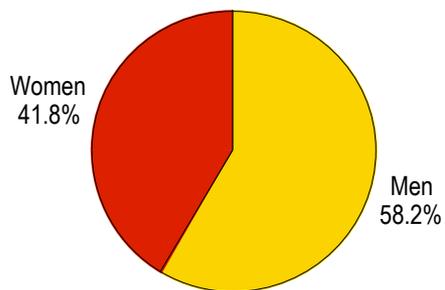
Mexican Regional is the most popular Spanish-language format in the nation among Hispanic listeners, and it is also the fastest growing. This growth is reflected in the four-year Average Quarter-Hour national audience trend that you see in the upper-right corner of this page. Nearly three-quarters of Mexican Regional listeners are between the ages of 18 and 44, and they are more likely to be men than women. Mexican Regional fans are fiercely loyal to Mexican Regional's blend of romantica, mariachi and tropical music, spending 14 hours per week, on average, listening to their favorite stations—the most time spent listening per week of any format in this volume. Providing an excellent example of the regional differences among the U.S. Hispanic population, this format performs best in the central portions, as well as in the Mountain and Pacific regions, of the country.

Note: Due to rounding, totals may differ.

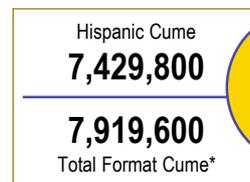
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Listeners 18+

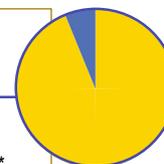
Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets



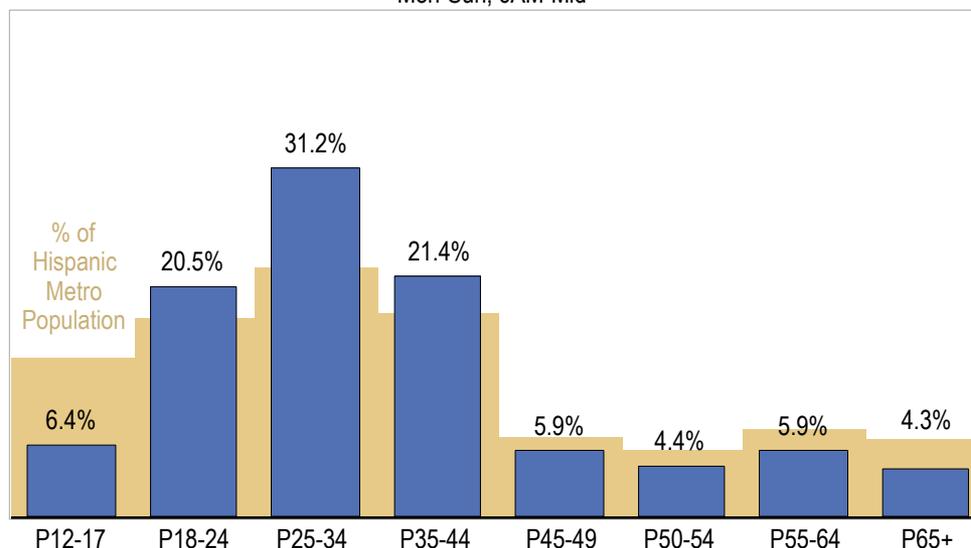
AQH Share*

19.4%

* Spring 2005

Audience Composition

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



Mexican Regional continued ►

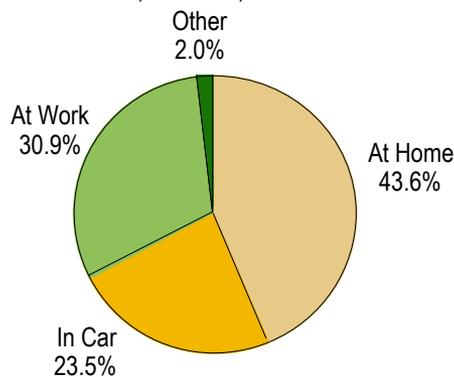
Mexican Regional

Average Age of P1 Listeners
35

70%
 Percentage of Listening from P1s

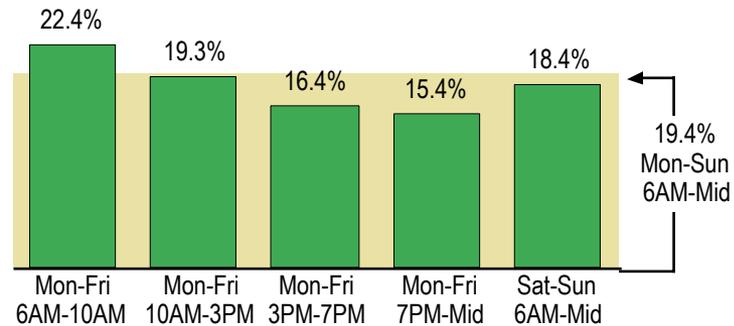
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



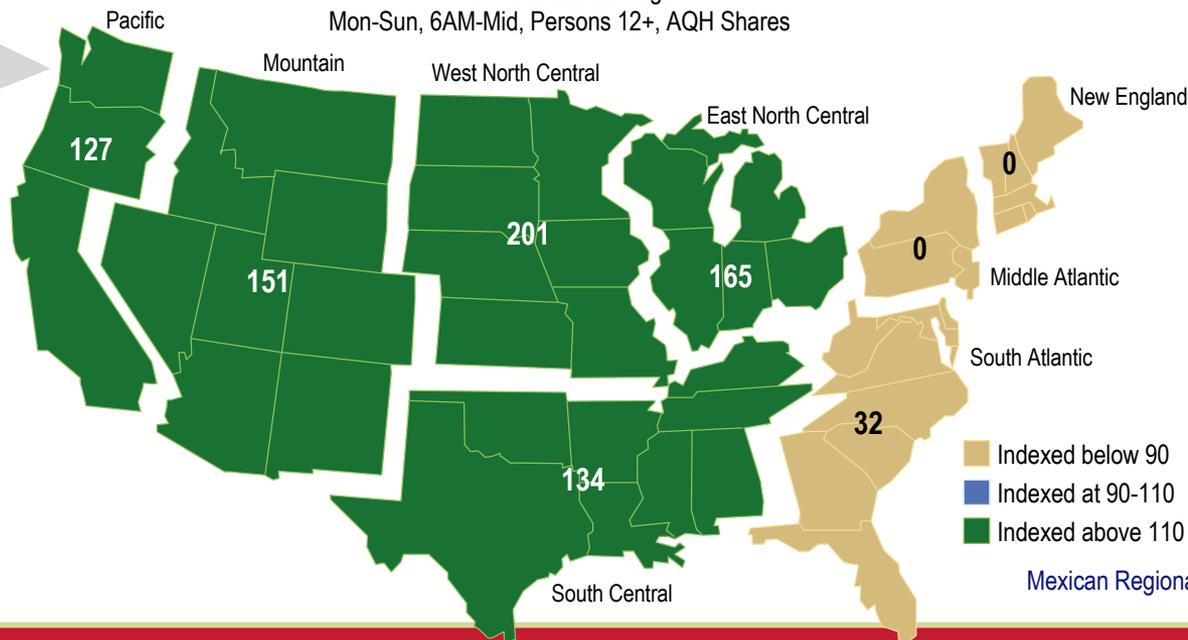
How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region

100 = National Average

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



Note: Due to rounding, totals may differ.

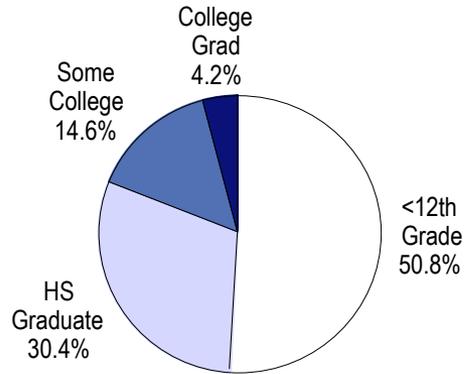
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Mexican Regional continued ►

Mexican Regional

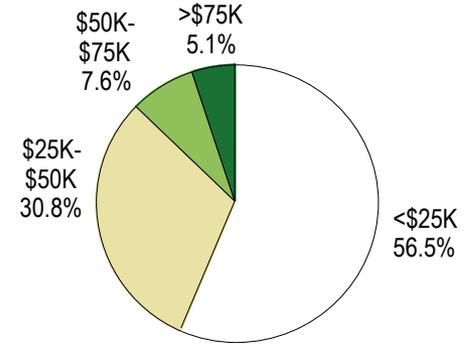
Education

Persons 18+



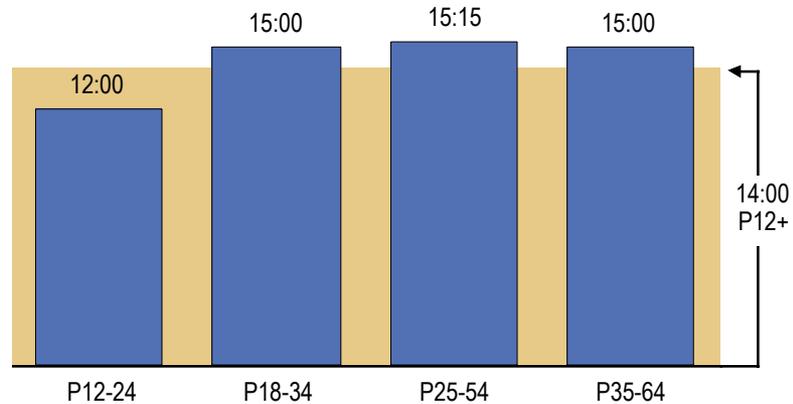
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

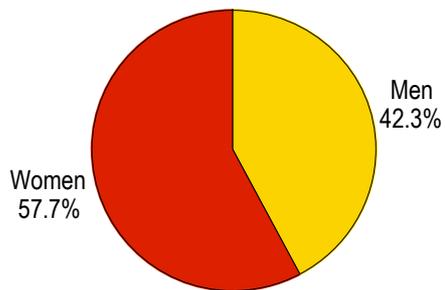
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Contemporary

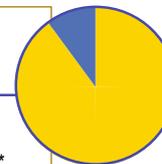
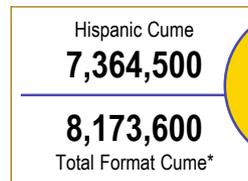
Spanish Contemporary plays the latest Spanish-language hits from top Latin stars. Like Mexican Regional, the format's audience is mostly made up of younger Hispanics, especially women, between the ages of 18 and 44. About one-third of Spanish Contemporary listeners have attended some college or hold a college degree. Spanish Contemporary is the second most popular Spanish-language format among Hispanic listeners, and it is the top Spanish-language format in the South Atlantic region.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

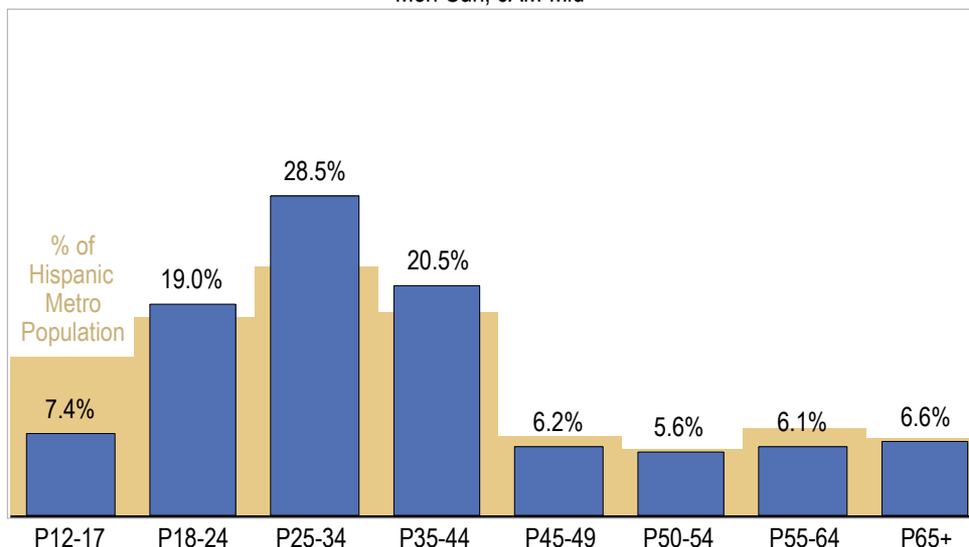
AQH Share*



* Spring 2005

Audience Composition

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



Note: Due to rounding, totals may differ.

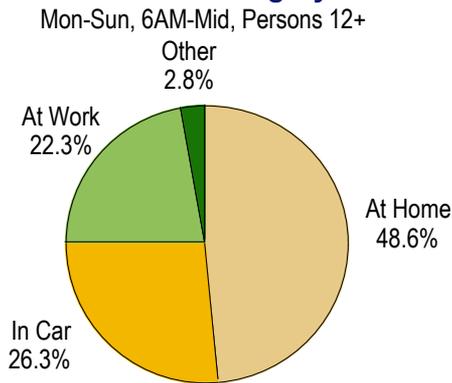
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Contemporary continued ►

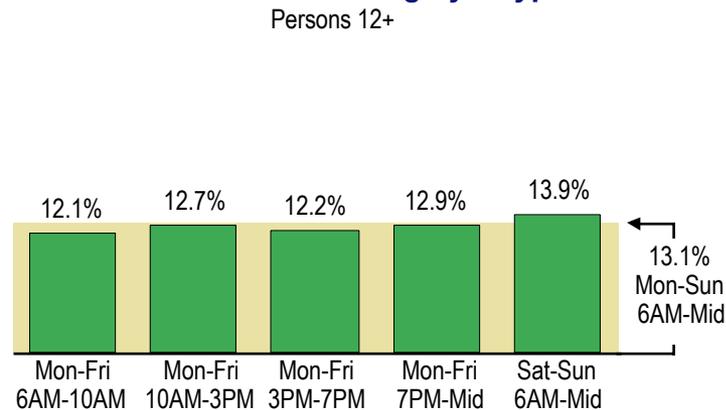
Spanish Contemporary

Average Age of P1 Listeners
35
 Percentage of Listening from P1s
65%

AQH Share of Listening by Location



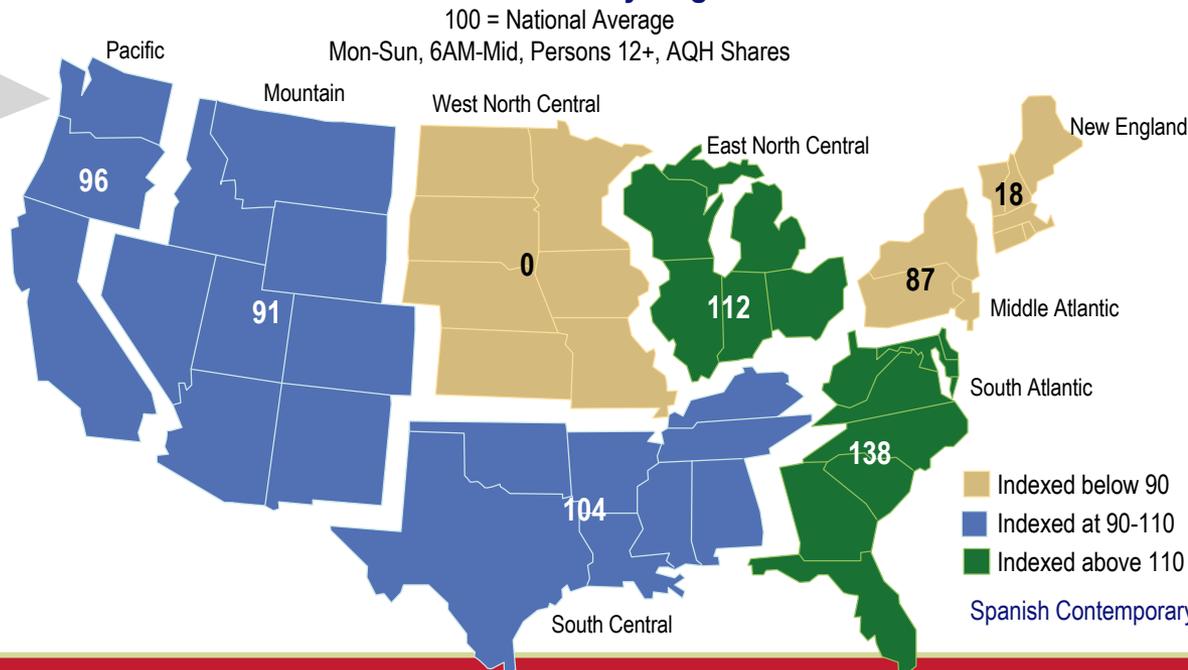
AQH Share of Listening by Daypart



How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region



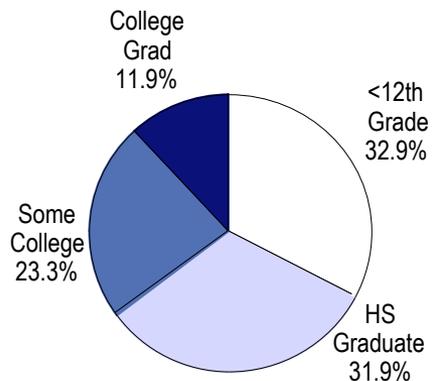
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Contemporary continued ▶

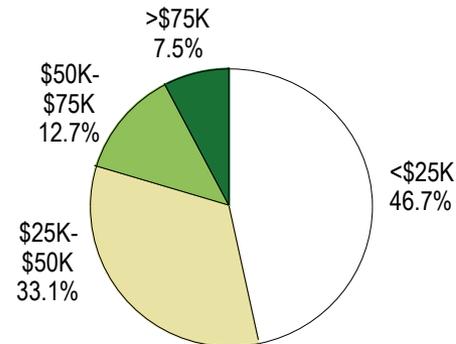
Education

Persons 18+



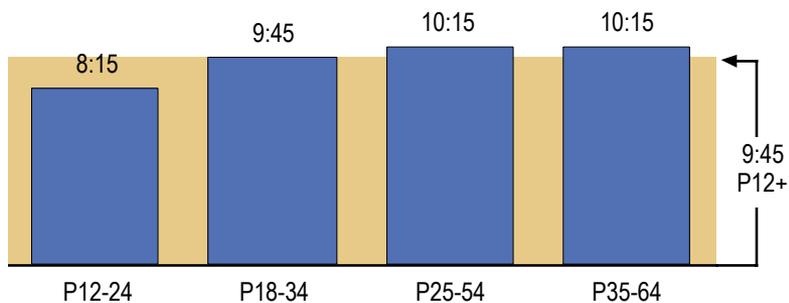
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

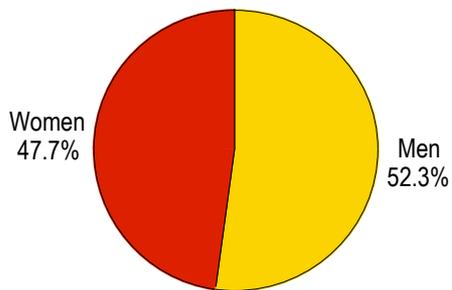
Spanish News/Talk

Spanish News/Talk listeners want to be “in the know” on a variety of social, political and economic topics. As one might expect, this format attracts mature Hispanic listeners, with about half being over the age of 55. Spanish News/Talk appeals slightly more to men than women. This varies from general-market News/Talk stations, which attract mainly men. Spanish News/Talk performs well across all dayparts, and its fans are very loyal, spending 11 hours and 15 minutes per week listening to their favorite stations. About one-third of Spanish News/Talk fans have attended some college or have earned their college degrees. Partly due to strong listenership in Miami, the format is most popular in the South Atlantic region.

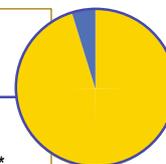
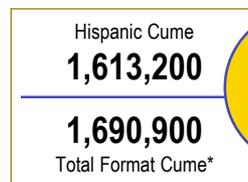
*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.*

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

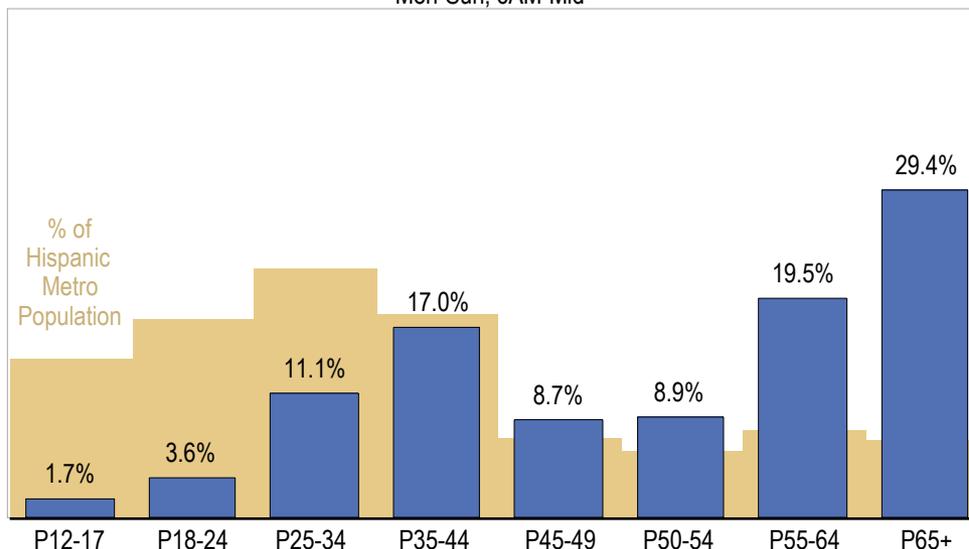
AQH Share*

3.3%

* Spring 2005

Audience Composition

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

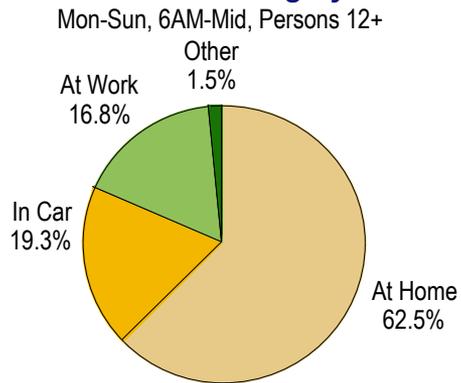


Spanish News/Talk continued ►

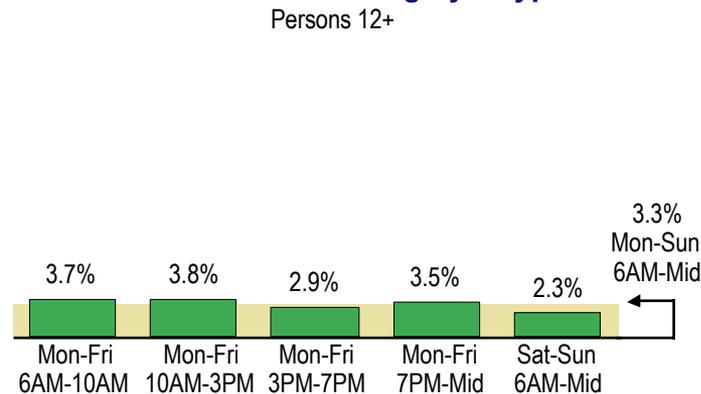
Average Age of P1 Listeners
52

67%
 Percentage of Listening from P1s

AQH Share of Listening by Location



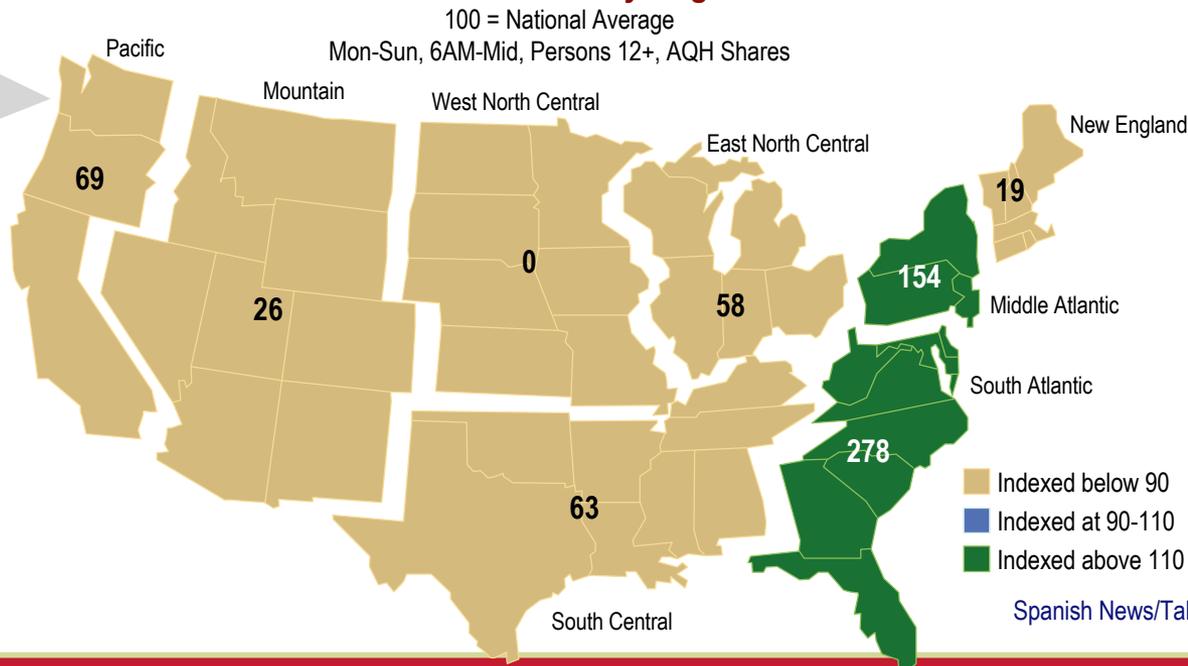
AQH Share of Listening by Daypart



How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region



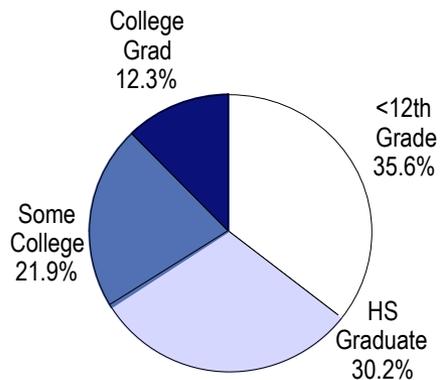
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish News/Talk continued ▶

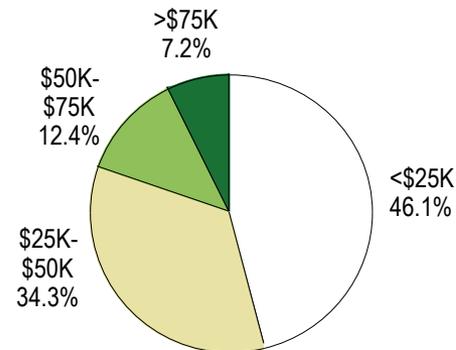
Education

Persons 18+



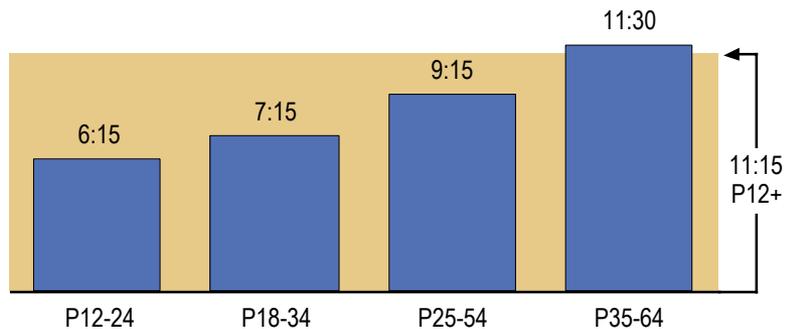
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

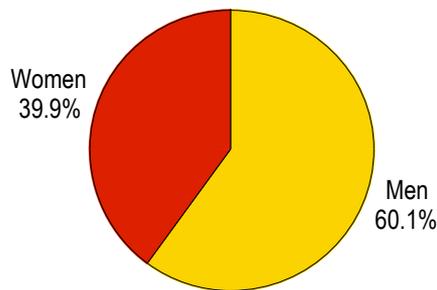
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Oldies

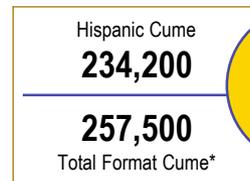
One of the fastest growing formats recently is Spanish Oldies. This format plays a very broad cross section of hit songs mostly from the '60s, '70s and '80s. The format is similar to the English-language Oldies format, except it crosses many more genres from all over Latin America. Unlike its English-language counterpart, this format has broad appeal with many age groups. As demonstrated from the audience composition to the right, 53 percent of the audience are between the ages of 25 and 49, and one-third are 55+. This format is popular with men, who account for 60 percent of the audience.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

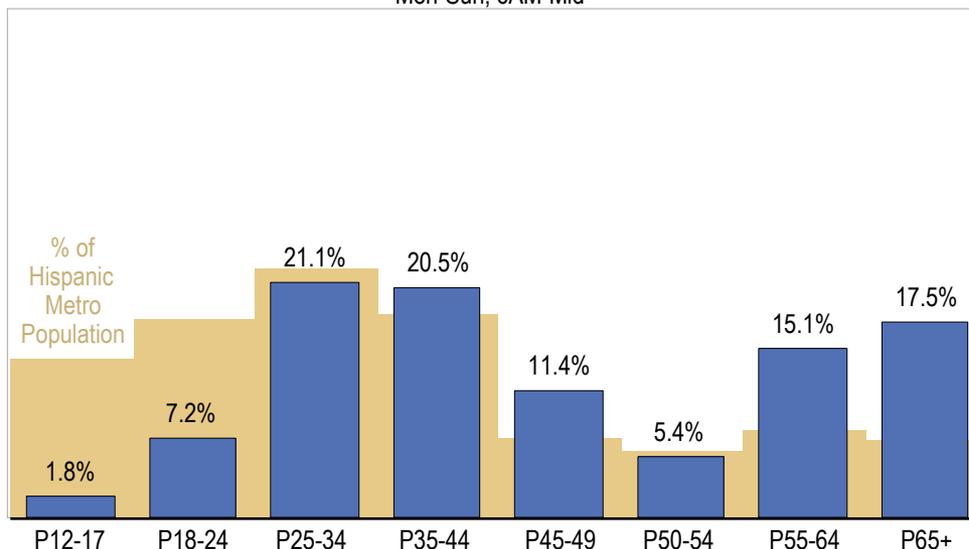
AQH Share*

0.4%

* Spring 2005

Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

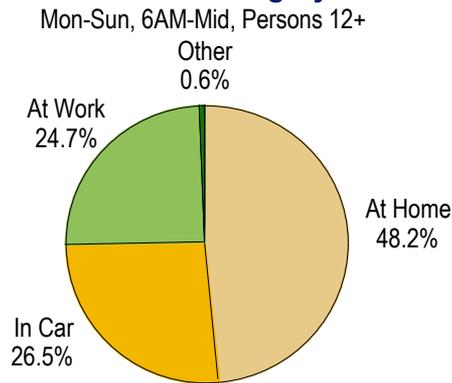
Spanish Oldies continued ►

Spanish Oldies

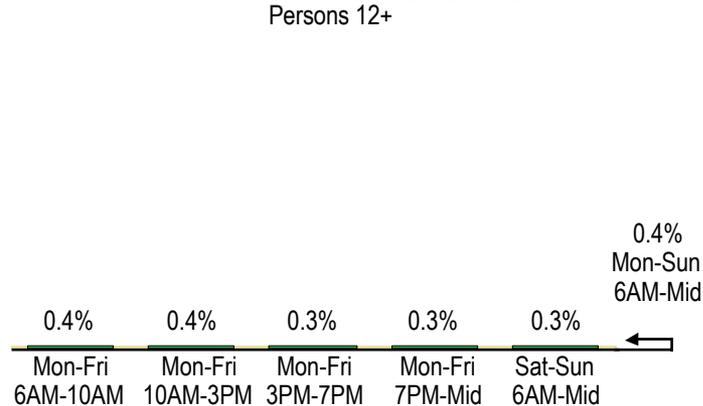
Average Age of P1 Listeners
46

68%
 Percentage of Listening from P1s

AQH Share of Listening by Location



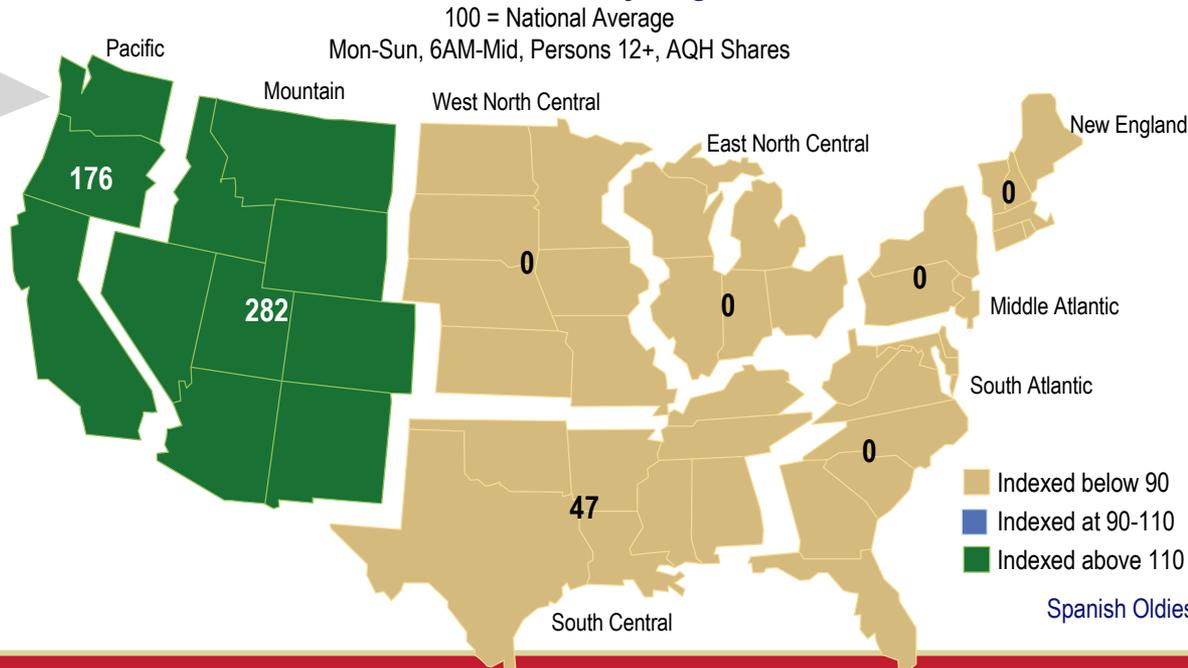
AQH Share of Listening by Daypart



How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region



Note: Due to rounding, totals may differ.

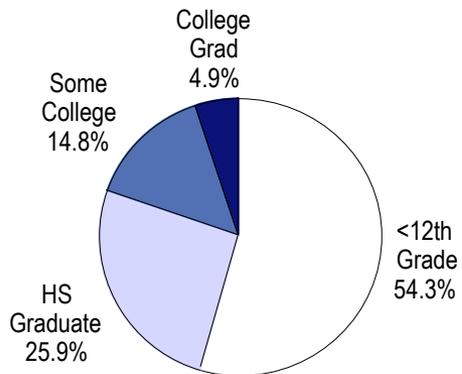
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Oldies continued ►

Spanish Oldies

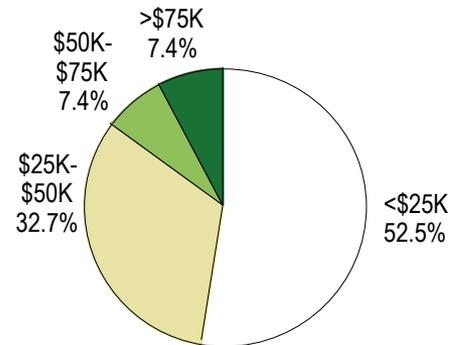
Education

Persons 18+



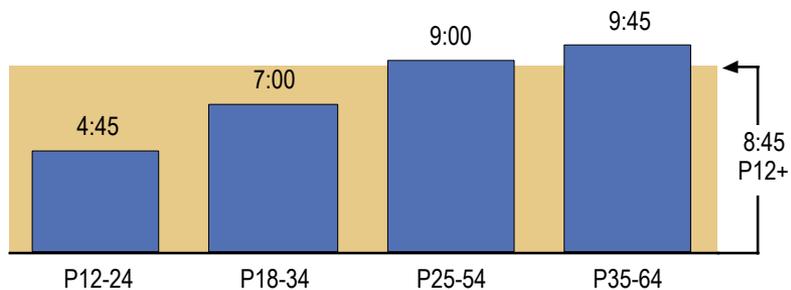
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

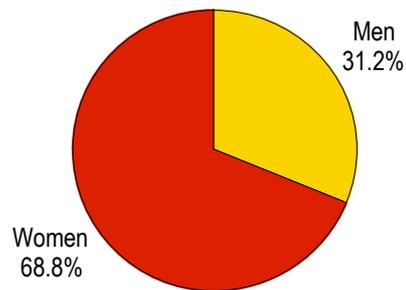
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Religious

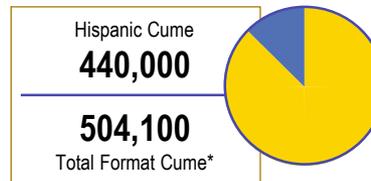
The Spanish Religious format features inspirational and easy-listening religious music from Latin America. The format is a variety of Spanish Christian music from Tejano, Mariachi, Salsa, Rock and Pop. These stations also feature instrumentals, ballads, Contemporary Christian and regional music. Most programming for this format includes music, spiritual teachings, and daily praise and worship. This format skews heavily female. Referring to the chart on the right, you can see that more than two-thirds of the audience are female. This format has strong appeal to 18- to 44-year-olds.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

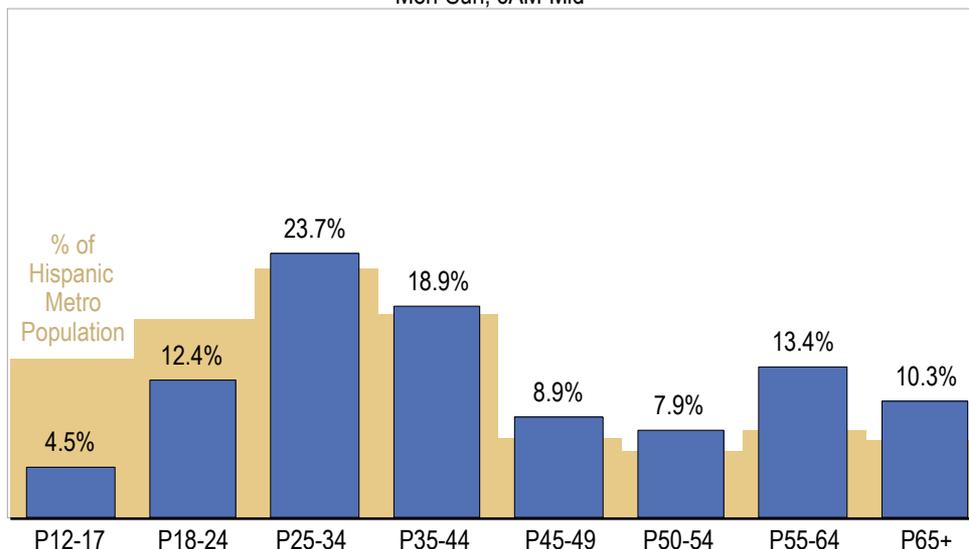
AQH Share*

0.9%

* Spring 2005

Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Religious continued ►

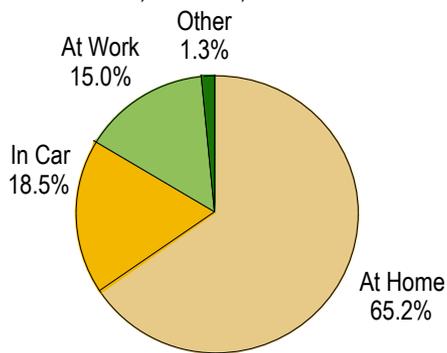
Spanish Religious

Average Age of P1 Listeners
40

81%
 Percentage of Listening from P1s

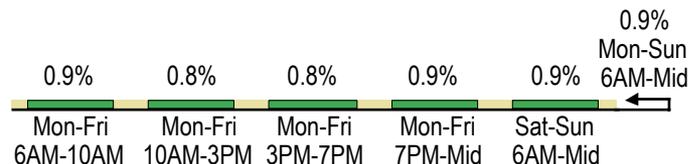
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



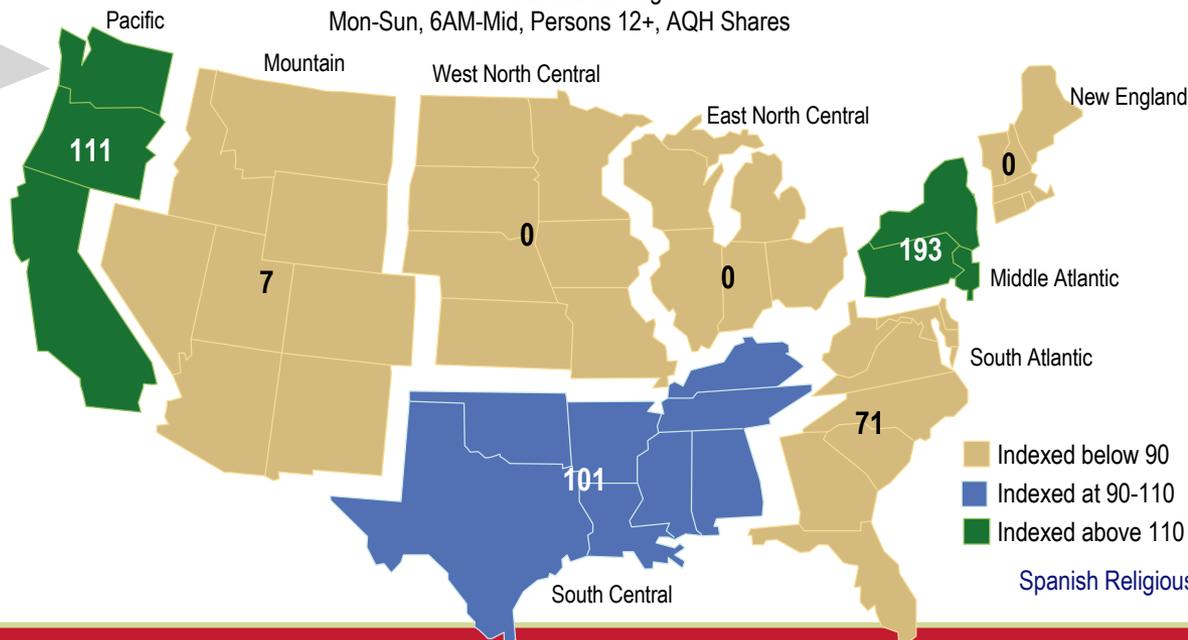
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Audience Share by Region

100 = National Average

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



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

Spanish Religious continued ►

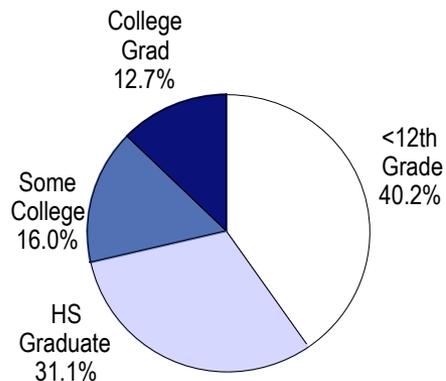
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Religious

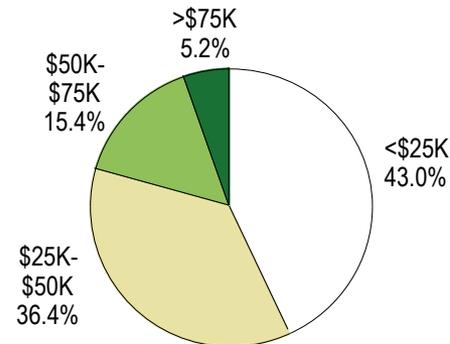
Education

Persons 18+



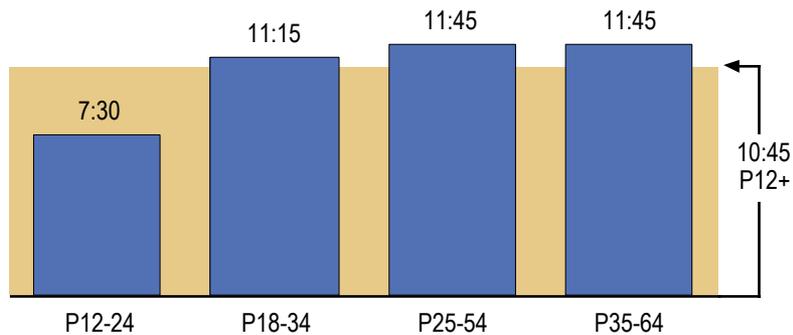
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

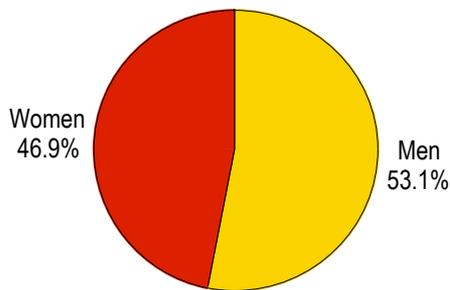
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Tropical

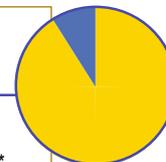
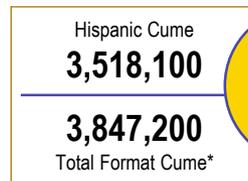
Featuring salsa and merengue, Spanish Tropical appeals primarily to those of Caribbean and Coastal Central-American descent. Spanish Tropical's adult audience is 53 percent male and 47 percent female. The format has a youthful appeal, with two-thirds of its audience being between the ages of 18 and 44. Its listeners are also loyal, spending nearly 12 hours per week tuning in to their favorite stations. Spanish Tropical is the third most popular Spanish-language format in the U.S., and it is still growing, posting steady gains over the past five years. Regionally, it is most popular along the Eastern seaboard.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

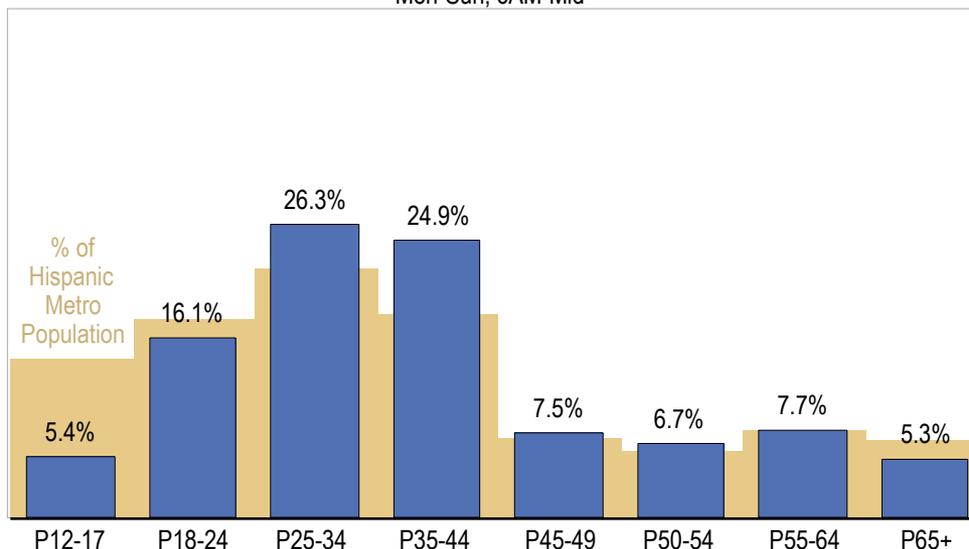
AQH Share*

7.6%

* Spring 2005

Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Tropical continued ►

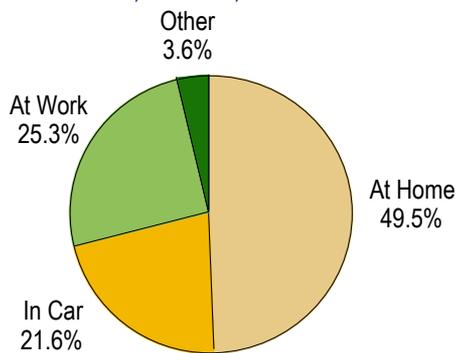
Spanish Tropical

Average Age of P1 Listeners
37

68%
 Percentage of Listening from P1s

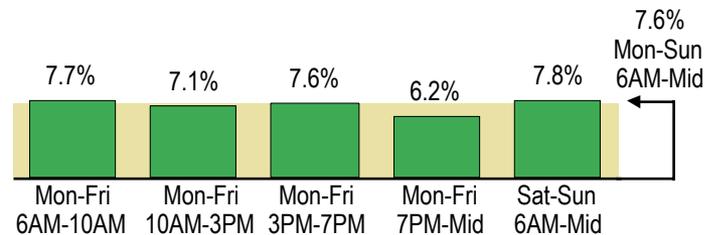
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



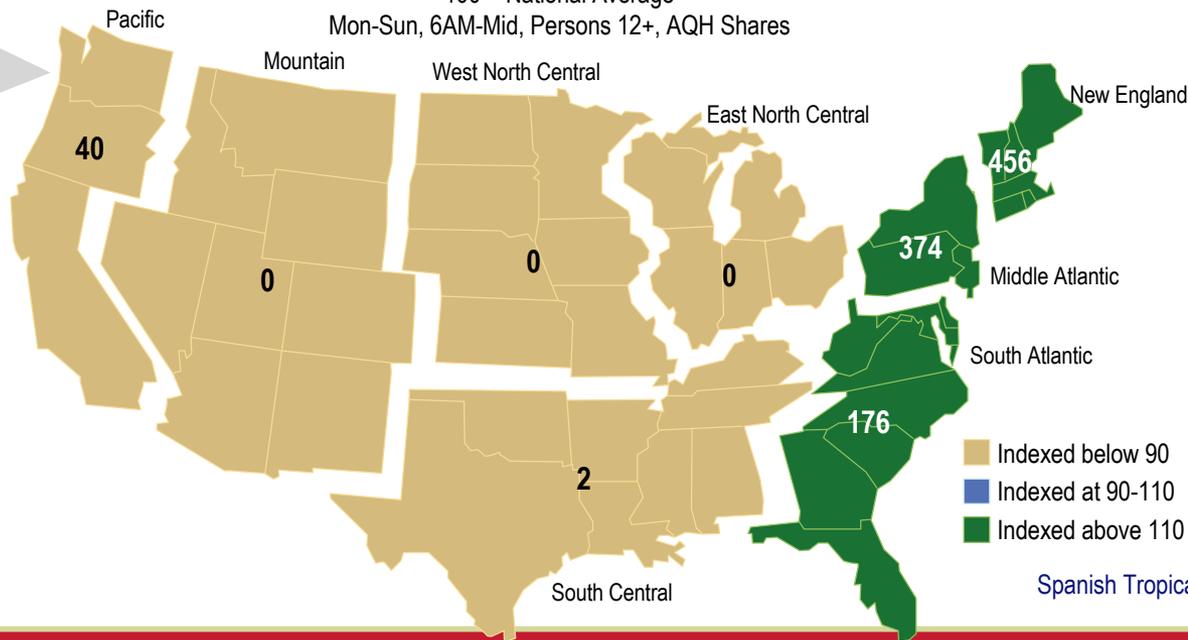
How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region

100 = National Average

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



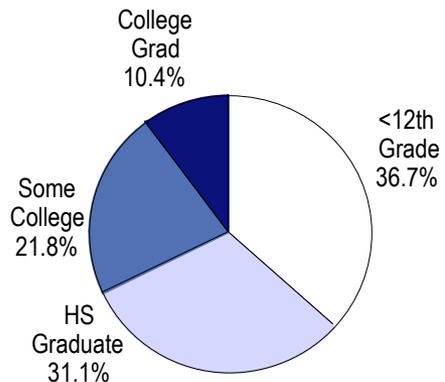
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Tropical continued ▶

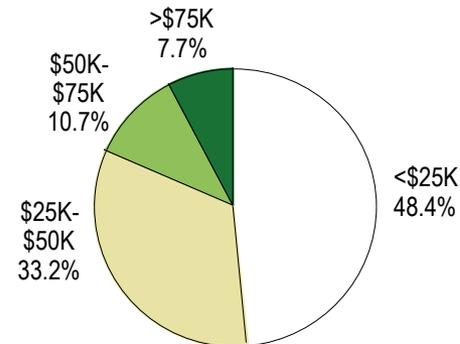
Education

Persons 18+



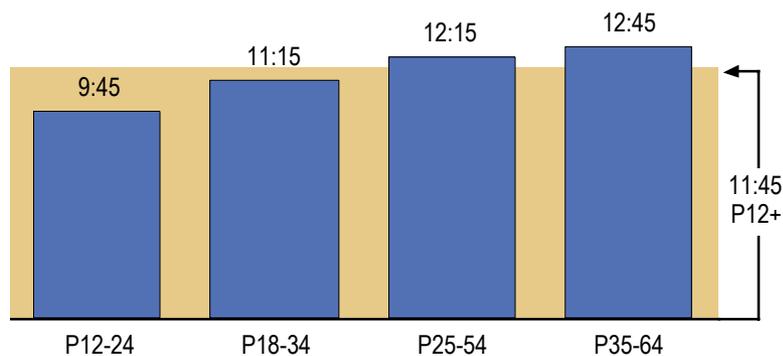
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

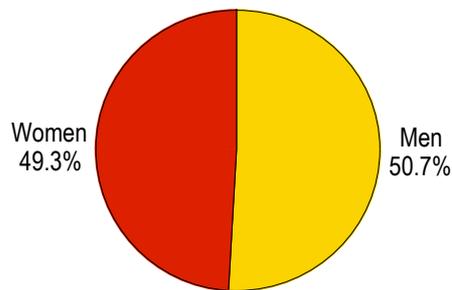
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Variety

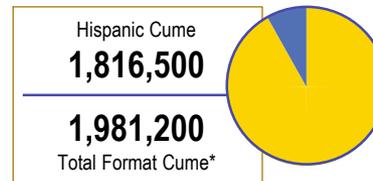
Programming a diverse mix of music and information, this format offers something for everyone, and its audience composition reflects this concept. The format appeals to men and women equally, and it performs very well within the coveted 25-54 demographic. Interestingly, nearly three-fourths of its listening comes from P1 listeners (“core” listeners or those who listen to their favorite Spanish Variety stations more than any others), which is a far greater percentage than any other format in this volume. Spanish Variety is most popular in the West North Central and Pacific regions.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

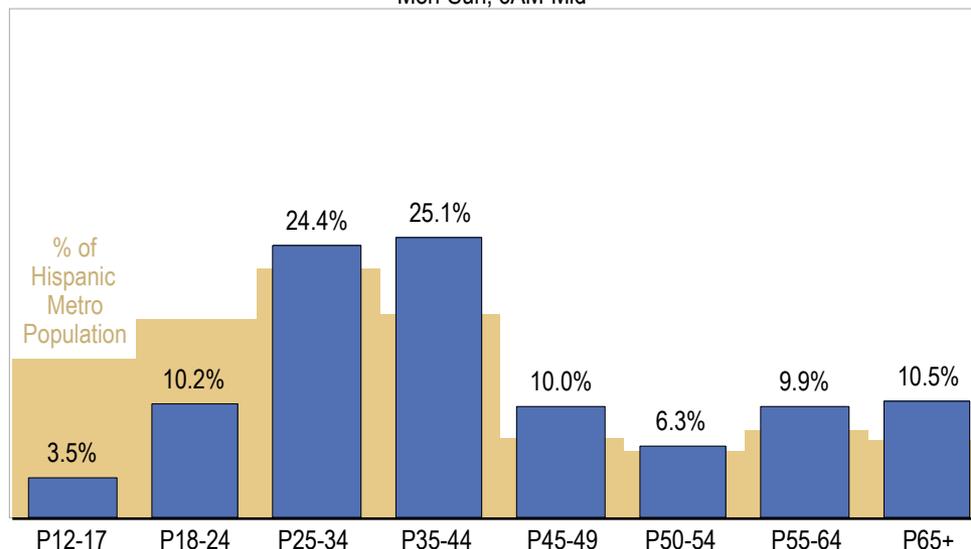
AQH Share*

3.2%

* Spring 2005

Audience Composition

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Variety continued ►

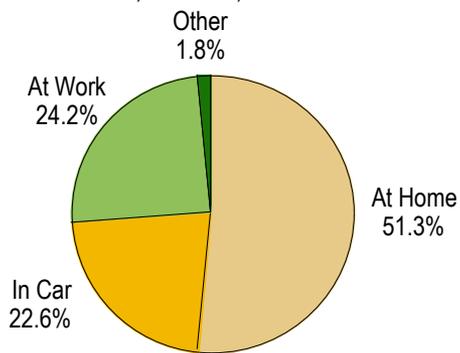
Spanish Variety

Average Age of P1 Listeners
40

73%
 Percentage of Listening from P1s

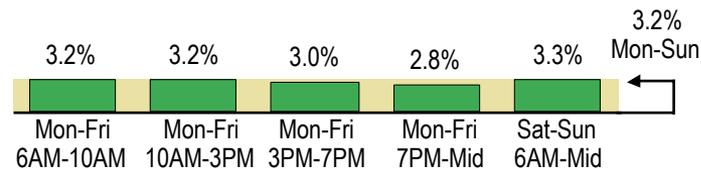
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



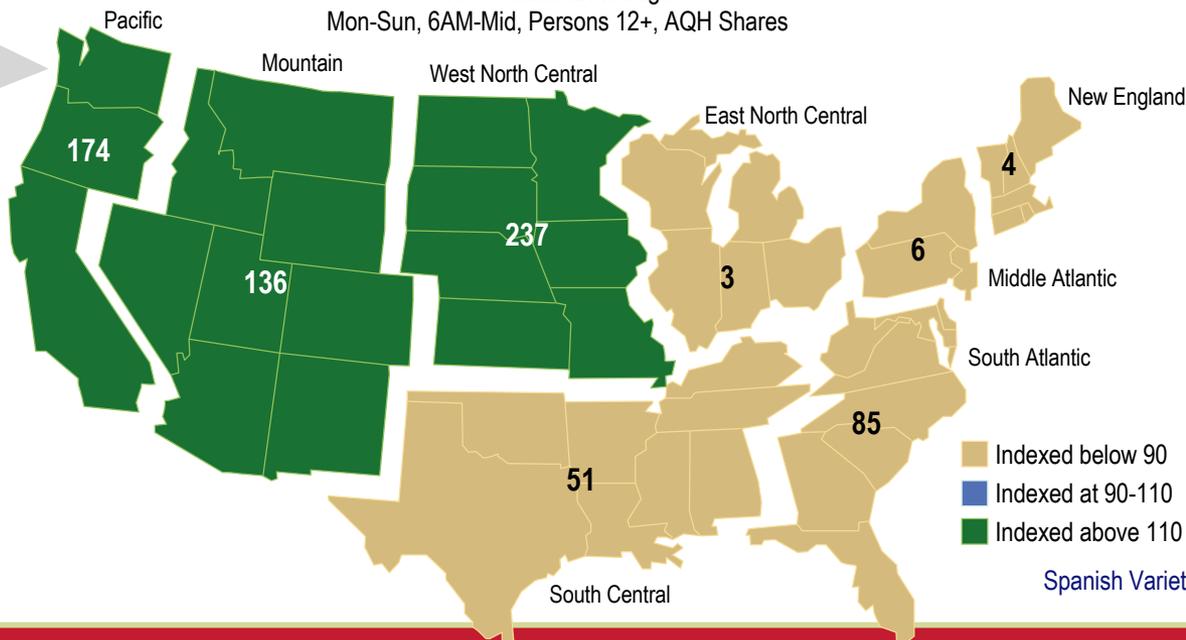
How to Read:

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Audience Share by Region

100 = National Average

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



Note: Due to rounding, totals may differ.

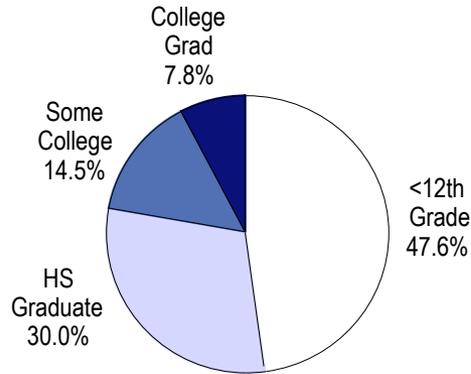
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Spanish Variety continued ►

Spanish Variety

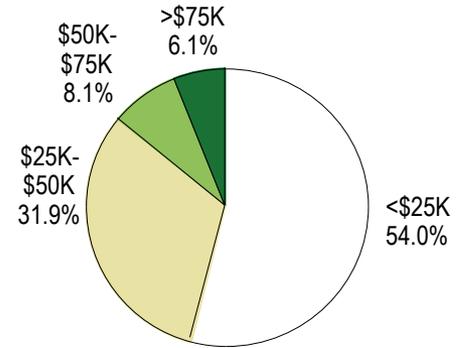
Education

Persons 18+



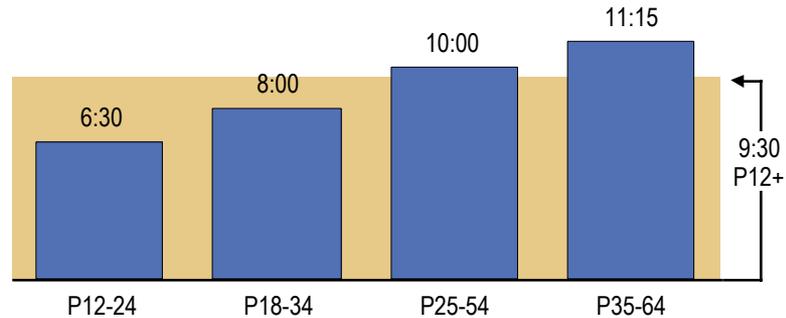
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

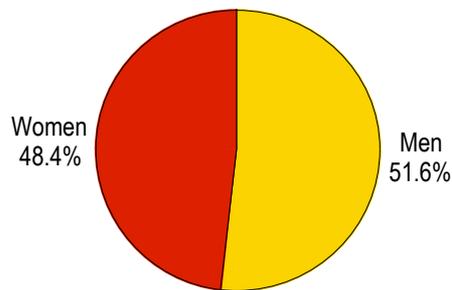
Tejano has the distinction of being the only Spanish music born in the U.S. Originating in Texas and appealing to Hispanic Americans of Mexican decent, the Tejano format plays a youthful mix of folk and popular music. However, breakthrough artists, such as the late Selena Quintanilla, have transformed Tejano from a local, ethnic form of music to one with national and international appeal. The Tejano format attracts men and women about equally, and a little more than half of its audience are between the ages of 18 and 44. More than 30 percent of Tejano listeners have attended some college or have earned their degrees, and about one-quarter have household incomes of \$50,000+. Tejano is a popular away-from-home listening choice, with 55 percent of listening occurring in the car, at work or at some other out-of-home location.

Note: Due to rounding, totals may differ.

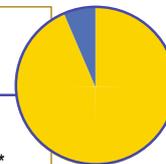
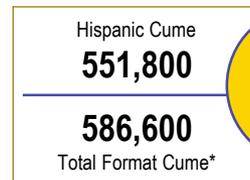
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



* In Hispanic markets

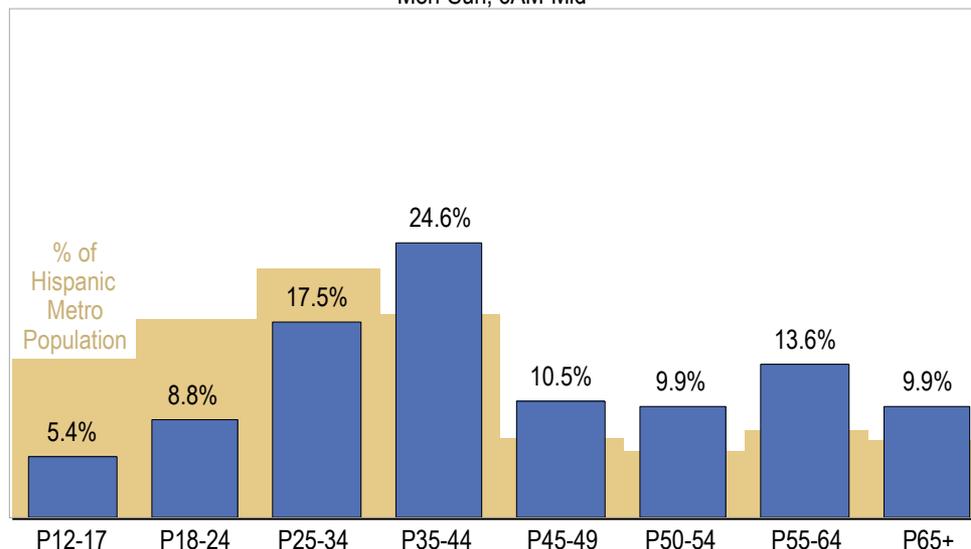
AQH Share*

0.8%

* Spring 2005

Audience Composition

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

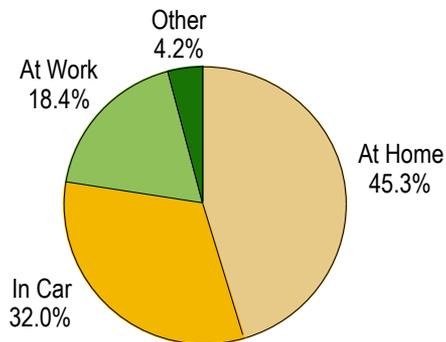


Tejano continued ►

Average Age of P1 Listeners
44
 Percentage of Listening from P1s
67%

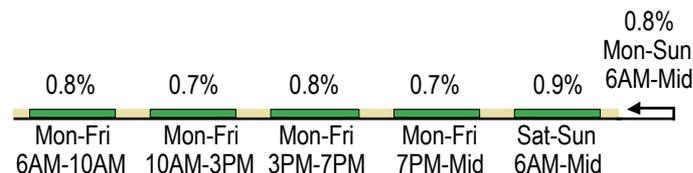
AQH Share of Listening by Location

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



AQH Share of Listening by Daypart

Persons 12+



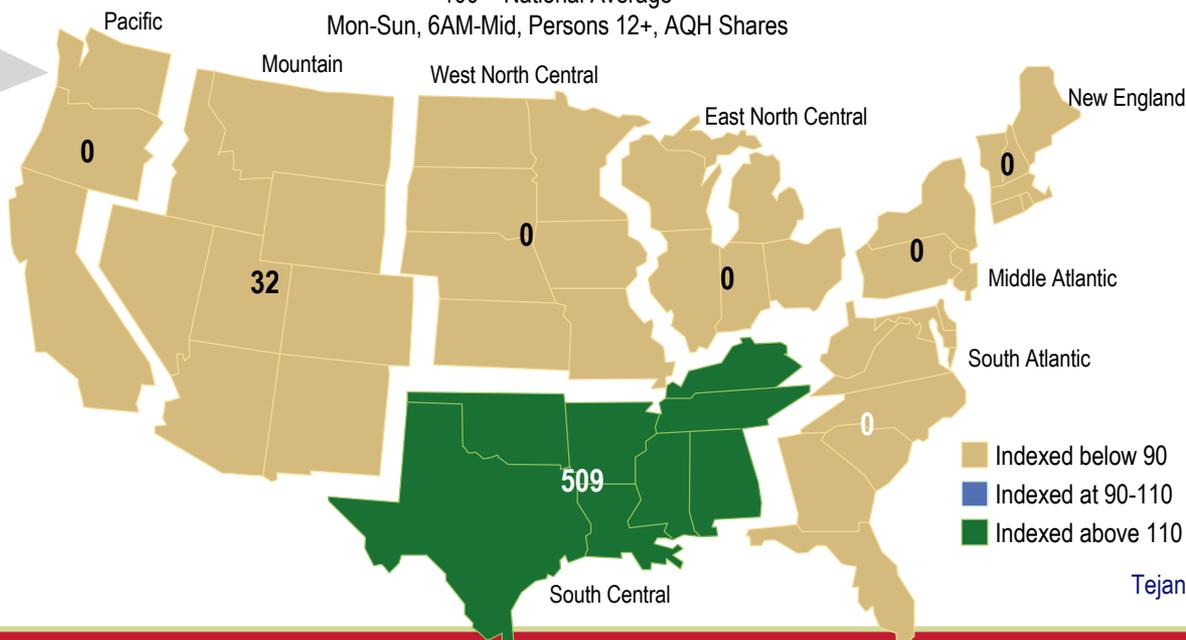
How to Read:

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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

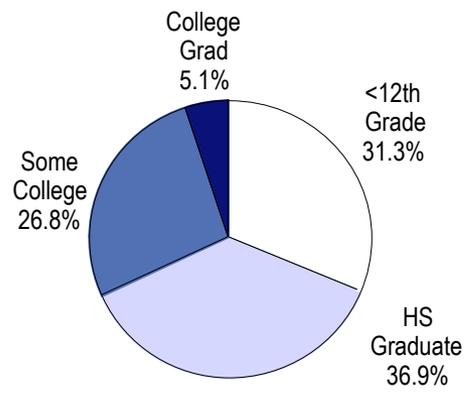
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.

Tejano continued ►

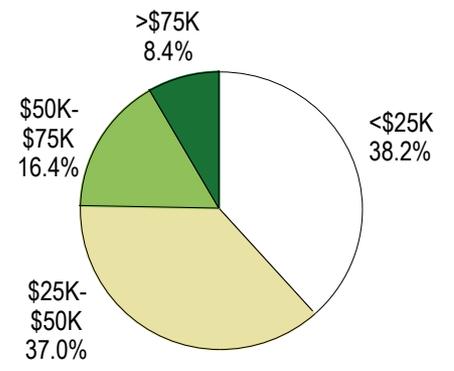
Education

Persons 18+



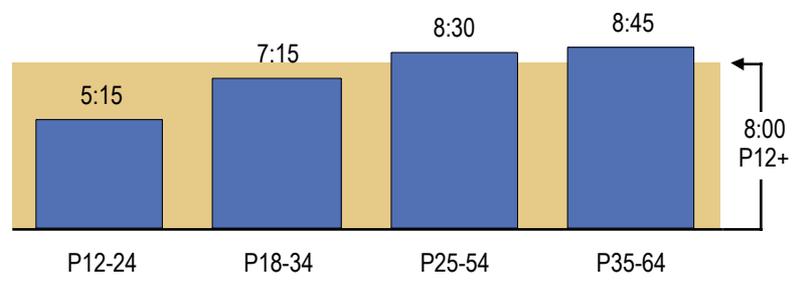
Household Income

Persons 18+



Time Spent Listening by Demographic

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



*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2005.*

Spring 2005 Hispanic-Controlled Metro Survey Areas

The markets listed below were determined using Arbitron's Spring 2005 12+ Hispanic population rankings.

Rank	Market	Population	Rank	Market	Population
1	Los Angeles	4,396,800	26	Boston	264,900
2	New York	3,246,300	27	Tucson	237,600
3	Miami-Ft. Lauderdale-Hollywood	1,618,100	28	Middlesex-Somerset-Union	235,500
4	Chicago	1,341,600	29	Bakersfield	234,600
5	Houston-Galveston	1,309,300	30	Visalia-Tulare-Hanford	222,100
6	San Francisco	1,133,300	31	Philadelphia	220,300
7	Dallas-Ft. Worth	1,133,200	32	Monterey-Salinas-Santa Cruz	216,100
8	San Antonio	789,400	33	Portland, OR	192,600
9	Phoenix	782,800	34	Oxnard-Ventura	185,300
10	Riverside-San Bernardino	739,900	35	Seattle-Tacoma	184,900
11	Mcallen-Brownsville-Harlingen	708,700	36	Stockton	179,400
12	San Diego	672,700	37	Corpus Christi	176,900
13	El Paso	467,300	38	West Palm Beach-Boca Raton	170,200
14	Washington, DC	443,600	39	Laredo, TX	162,800
15	Denver-Boulder	409,100	40	Salt Lake City-Ogden-Provo	160,700
16	Las Vegas	335,300	41	Modesto	148,400
17	Austin	331,200	42	Palm Springs	133,100
18	Atlanta	323,900	43	Ft. Myers-Naples-Marco Island	122,100
19	San Jose	320,900	44	Hartford-New Britain-Middletown	102,500
20	Fresno	317,600	45	Providence-Warwick-Pawtucket	101,600
21	Orlando	304,200	46	Charlotte-Gastonia-Rock Hill	99,400
22	Nassau-Suffolk (Long Island)	302,900	47	Victor Valley	96,200
23	Tamps-St. Petersburg-Clearwater	278,200	48	Merced, CA	95,900
24	Sacramento	274,000	49	Milwaukee-Racine	94,000
25	Albuquerque	271,900	50	Raleigh-Durham	91,000

Spring 2005 Hispanic-Controlled Metro Survey Areas continued ►

Spring 2005 Hispanic-Controlled Metro Survey Areas

(continued from page 49)

Rank	Market	Population
51	Kansas City	89,900
52	Santa Rosa	77,600
53	Odessa-Midland, TX	75,500
54	Santa Maria-Lompoc, CA	69,900
55	Yakima, WA	65,000
56	Reno	64,300
57	Springfield, MA	63,700
58	Santa Fe, NM	59,800
59	Ft. Collins-Greeley, CO	59,300
60	Lubbock	57,700
61	Colorado Springs	51,800
62	Lakeland-Winter Haven	51,200
63	Bridgeport	50,400
64	Newburgh-Middletown, NY (Mid-Hudson Valley)	48,500
65	Pueblo	48,300
66	Santa Barbara	46,000
67	Killeen-Temple, TX	43,800
68	Tri-Cities (Richland-Kennewick-Pasco), WA	38,900
69	Amarillo, TX	38,100
70	San Luis Obispo, CA	37,300
71	Stamford-Norwalk, CT	36,800
72	Waco, TX	35,400
73	Tyler-Longview	34,900
74	Trenton	34,500
75	Atlantic City-Cape May	32,500

Rank	Market	Population
76	Flagstaff-Prescott, AZ	28,100
77	San Angelo, TX	27,500
78	Bryan-College Station, TX	25,800
79	Abilene, TX	23,500
80	Chico, CA	19,800
81	Lufkin-Nacogdoches, TX	16,500
82	Wichita Falls, TX	14,000
83	Hamptons-Riverhead	13,900
84	The Florida Keys, FL	13,400
85	Sebring	11,700
86	Sioux City, IA	10,900
87	Cheyenne, WY	8,000

Hispanic Radio Today contains statistics on listening trends among Hispanic radio listeners. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2005 and Maximizer® Plus National Regional Database, Spring 2005. The American Radio Listening Trends combine radio listening data in Arbitron's 98 continuously measured markets with Arbitron's own format information. The Maximizer Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. We invite your questions and feedback about this publication. Send them to Ron Rodrigues, Marketing Communications, at Arbitron: ron.rodrigues@arbitron.com. For press inquiries, contact Jessica Benbow: jessica.benbow@arbitron.com.

Thank you for using our information in your media decisions.

Stacie de Armas
Director, Hispanic Services
stacie.dearmas@arbitron.com

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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