



Hispanic Radio Today

How America Listens to Radio

2007 Edition

INFORMATION FOR BROADCASTERS, AGENCIES AND ADVERTISERS |

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Radio: A Medium That Speaks to Hispanics

Welcome to *Hispanic Radio Today 2007 Edition*—an in-depth look at the listening activity of Hispanics to nine individual Spanish-language formats, including Mexican Regional, Spanish Contemporary, Spanish Tropical, Spanish News/Talk, Spanish Variety, Spanish Religious, Tejano, Spanish Oldies and, for the first time, Spanish Adult Hits. There are also first-time breakouts of these five general market formats: Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic Contemporary Hit Radio, Country and News/Talk/Information.

For all 14 formats, *Hispanic Radio Today* provides you with key Arbitron findings on radio listening across America among its Hispanic audiences. Expanded across several pages, each format reports on the Average Quarter-Hour Share of the total Hispanic audience and its weekly reach in terms of total listeners, number of stations programming the specific format, proportion of listening by the format's primary listeners (P1), time spent listening (TSL) by demographic, gender balance, segmentation of the audience composition by age for these formats, average listener age, educational levels, income levels by household, ratings by daypart and geographic region, and listening by location (at-home, in-car, at-work or other place).

Along with detailed facts and figures on audience listening overall, you will find some first-time Portable People Meter™ audience research, based on extensive studies using Arbitron's new electronic measuring service. In all, the complete study provides valuable insight into the evolving relationship between radio and its diverse Hispanic listener base.

After reading Arbitron's *Hispanic Radio Today 2007*, you'll see that radio remains a vibrant and relevant part of Hispanic Americans' lives.

What's New in This Edition

More Reports, More Analyses

The new 2007 *Hispanic Radio Today* offers an analysis of the audience listening patterns and demographics of 14 radio formats including, for the first time, Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic Contemporary Hit Radio, Country and News/Talk/Information, in addition to a new abridged Spanish Adult Hits report.

Within this year's individual format reports, you'll see that we've provided the percentage of the overall actual listening to a particular format by region. We believe this change furnishes a more useful and accurate reflection of true behavior than indexes of the likelihood of each format's regional appeal.

You'll also see more analyses for all of these formats, including notation of trends observed over the past several years, to provide perspective on audience listening shifts. The varying preferences and differences among Hispanic listeners of these formats can serve as striking catalysts for all kinds of marketing, advertising and promotional strategies.

(continued on next page)

What's New in This Edition

New Reports: Station Total Shares by Region, Story Lines

You'll see several new charts at the end of this report (on pages 64-68): The first indicates the total number of stations for each of the formats in this report, followed by their national Average Quarter-Hour Share and format popularity by region.

We've also added the following snapshot, "Hispanic Ratings Story Lines of the Year," detailing some of the key trends taking place in Hispanic radio listening, both overall and for certain formats on the move either up or down. The general overview of Hispanic radio listening has also been moved to the back of this report, accompanied by a summary analysis within each section.

Portable People Meter Research

For the first time, we've included important information about the Portable People Meter and some of the initial market and audience research findings using the PPM™ service.

Arbitron Hispanic Radio Today 2007 Edition

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Top Format Winners

Mexican Regional improved again between 2005 and 2006 to a new high of 19.7% of all Hispanic listening—a growth rate of 11% since 2002's 17.7% share. It is by far the most popular format among Hispanics and registered its best-ever ratings among Hispanics in most dayparts in Spring 2006. The format's general market share also grew from 3.1% to 4.1% between 2002 and 2006.

Spanish Contemporary also again demonstrated strong, improved ratings between 2005 and 2006, giving it 13% of the Hispanic radio audience—a 41% growth rate since 2002. Nearly 10% of its Hispanic audience are composed of Teens—more than any other Spanish-language format—and that figure skyrocketed 74% between 2002 and 2006. Spanish Contemporary's 18-24 segment has also been growing in recent years. The format's ratings have been steadily rising in every daypart, particularly in afternoons.

Spanish Adult Hits has emerged as a popular new programming choice among listeners, scoring 7% of the Hispanic radio audience each week in Spring 2006. Appealing centrally to listeners aged 35-44, Spanish Adult Hits is already the second-highest-rated Spanish-language format in the East North Central, West North Central, South Central and Mountain regions, and is the second-most-popular format overall in the East North Central area.

Spanish Religious grew its weekly reach 11% between Spring 2005 and 2006 to nearly 500,000 per week, helping boost the format's 12+ Average Quarter-Hour Share of total Hispanic listening from 0.9% to 1.1%.

Top Format Setbacks

Spanish Tropical lost 21% of its audience between Spring 2005 and 2006, falling from a 7.6% share to 6.0%. The format's time spent listening also plummeted 21% in Spring 2006, with erosion across all demographic groups, especially those aged 12-24 and 18-34, but among older demos as well.

Rhythmic Contemporary Hit Radio declined from a 9.9% share of Hispanic listeners in Spring 2005 to 8.9% in Spring 2006—a 10% drop. Despite the dip, Rhythmic CHR is still Hispanics' third-most-popular format—whether Spanish-language or general market—just behind Spanish Contemporary.

Pop Contemporary Hit Radio gave up 18% of its Hispanic radio audience share, slipping from 5.6% to 4.6% between Spring 2005 and 2006. Time spent listening is a challenge for Pop CHR: The 12+ Hispanic audience's overall TSL to Pop CHR is the lowest of all formats in this study by nearly two hours per week and is lower than any other format in nearly all key demos.

Spanish Variety gave up nearly half of its weekly audience reach between 2005 and 2006—from 1.8 million to under 1 million, though the latter figure is still larger than what the format delivered in either Spring 2004 or 2003.

Hispanic Ratings Story Lines of the Year

Hispanic Stations Reach All-Time High

Undoubtedly radio's true success story in recent years is the growth of Spanish-language radio. The number of stations programming to Hispanic audiences increased 4% between the Spring of 2005 and 2006, from 701 to 730—a new record. That figure is up 24% since the Spring of 2002 and is 37% ahead of the 533 stations with Hispanic programming in Spring 1998.

Hispanic Population Hits New Peak

Thanks to both immigration and larger families, the Hispanic population continues to break records, rising for the eighth straight year to 14.8% of the overall U.S. population, up from 11.2% in 1998. That's a growth rate of 32% during that time period.

Away-from-Home Listening by Hispanics Is Rising

The Average Quarter-Hour Rating for radio listening done away from home by Hispanics rose between 2002 and 2006 among men in all demographic groups. The same is true during that time frame among women in all demographic cells, except Women 18-34.

At-Home AQH Ratings Down for Hispanic Men, Up for Most Hispanic Women

While the at-home Average Quarter-Hour Rating for Hispanic men is down in every demographic group between Spring 2002 and 2006, it is up for Hispanic women in all age cells except Teens and Women 65+, where it decreased only slightly.

(continued on next page)

Hispanic Ratings Story Lines of the Year

Time Spent Listening, Cume Rating Among Older Hispanic Demos Is on the Rise

While TSL for radio in general has struggled, not so in the Hispanic world. Time spent listening for Hispanic Men 65+ was the best in Spring 2006 since 2002, rising a full hour between 2005 and 2006, while the cume rating for Men 65+ also improved.

Among Hispanic Women 65+, TSL gained 45 minutes between Spring 2002 and 2006, and that age group's cume rating rose from 84% to 88%. Among the 45-54 segment, TSL among both Hispanic men and women was up a full hour between Spring 2002 and 2006, with the cume rating for men gaining slightly. Among Hispanic Men 55-64, TSL was up 1 hour 45 minutes between Spring 2005 and 2006, with cume rating also increasing.

Tejano Listeners Becoming Better Educated, More Affluent

The Tejano audience may be small, but Spanish-language radio's most educated format has become more so. By Spring 2006, nearly 72% had graduated from high school, up 7% from 2002. Tejano's listeners are also the most affluent among Hispanics. Tejano households earning \$25,000 or more rose from 58% to 70% between 2002 and 2006.

Big Upswing in Spanish News/Talk Educational Attainment

The headline story among Hispanic News/Talk listeners is that the percentage of those who have attended or graduated from college jumped from 29% to 36% between 2002 and 2006, while those without a high school diploma fell from 42% to 37%.

How to Read the Format Pages

The 14 formats examined in this report are ranked in order of their 12+ Average Quarter-Hour Share of the national audience, starting with the most popular format.

To avoid any misunderstanding of the audience composition of youth-oriented formats, please note that the “Education” statistic includes only listeners aged 18 or older.

In the information on home ownership, the term “Other” refers to the percentage of that format’s listeners who neither own nor rent, but live in someone else’s residence.

The “Audience Composition” information breaks out the total percentage of a format’s audience within various age groups. The “Audience Share by Region” information breaks out the share that each format generates of all listening across various regions.

For additional terms and definitions, please see the following “Glossary.”

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 in 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.

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

Formats

The most popular U.S. radio formats among Hispanic listeners are detailed in the following pages. Most of the information on these pages was compiled from Arbitron diaries kept by listeners during the Spring 2006 survey. The formats appear in order of popularity based on Average Quarter Hour shares in all markets with a significant Hispanic population.

Mexican Regional

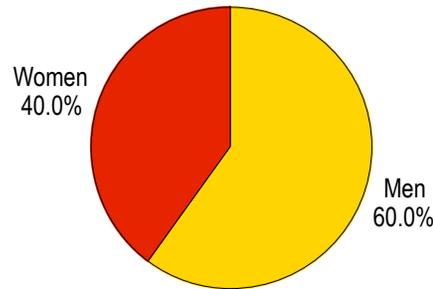
Spanish-language radio's most popular format with 277 stations reaching more than 7.6 million Hispanic listeners per week, Mexican Regional by far attracts a higher share of Hispanic listeners—19.7%—than any other format. Mexican Regional has been gaining both Hispanic and general market audience share annually since 2001 and registered its best-ever ratings among Hispanics in most dayparts in Spring 2006. The format's general market share also grew from 3.1% to 4.1% between 2002 and 2006.

Mexican Regional leans 60/40 male/female, and it delivers a higher concentration of male listeners than any other Hispanic format. Its listeners are becoming increasingly concentrated in the 18-34 demographic, which composed 54% of its audience in Spring 2006, up from 52% in Spring 2002. Mexican Regional has a higher stake of its audience in the 18-24 and 25-34 age groups than any Hispanic format; in contrast, it has the lowest percentage of its audience in the 45+ demos.

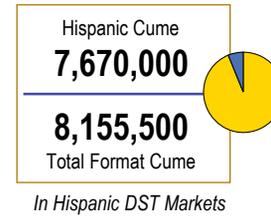
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

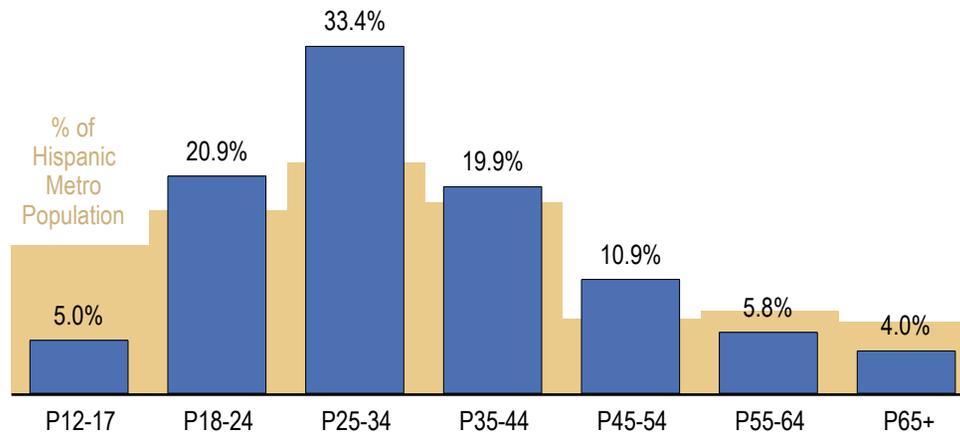


AQH Share Trend

	Hispanic	Total
SP02	17.7	3.1
SP03	17.9	3.4
SP04	18.4	3.5
SP05	19.4	3.9
SP06	19.7	4.1

Audience Composition

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



Mexican Regional continued ▶

Mexican Regional

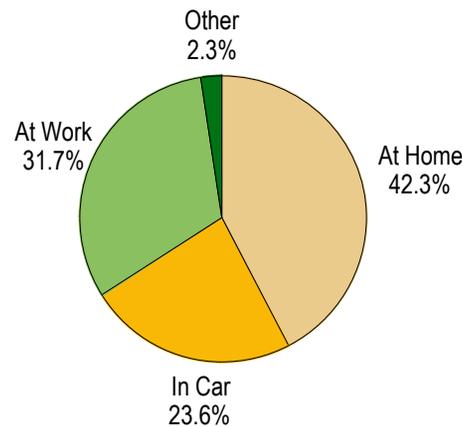
As its namesake suggests, Mexican Regional indeed does have regional appeal, attracting most of its ratings in the Central and Western markets, where it commands at least twice the audience share of any other Hispanic format.

Mexican Regional enjoys far higher time spent listening than other Hispanic formats and far more than general market radio overall.

Listening to Mexican Regional has a higher percentage of its total listening taking place on-the-job than any other format and, conversely, the lowest percentage of its listening occurring at-home. In-car and at-work locations reached their highest share of overall listening to Mexican Regional in Spring 2006, coming at the expense of at-home tune-in, which dropped from 47% to 42% between 2002 and 2006.

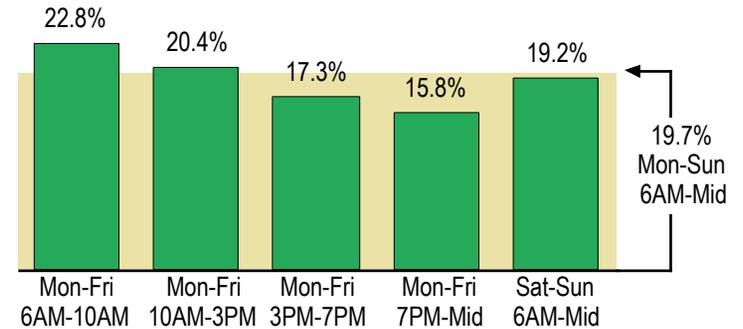
AQH Share of Listening by Location

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



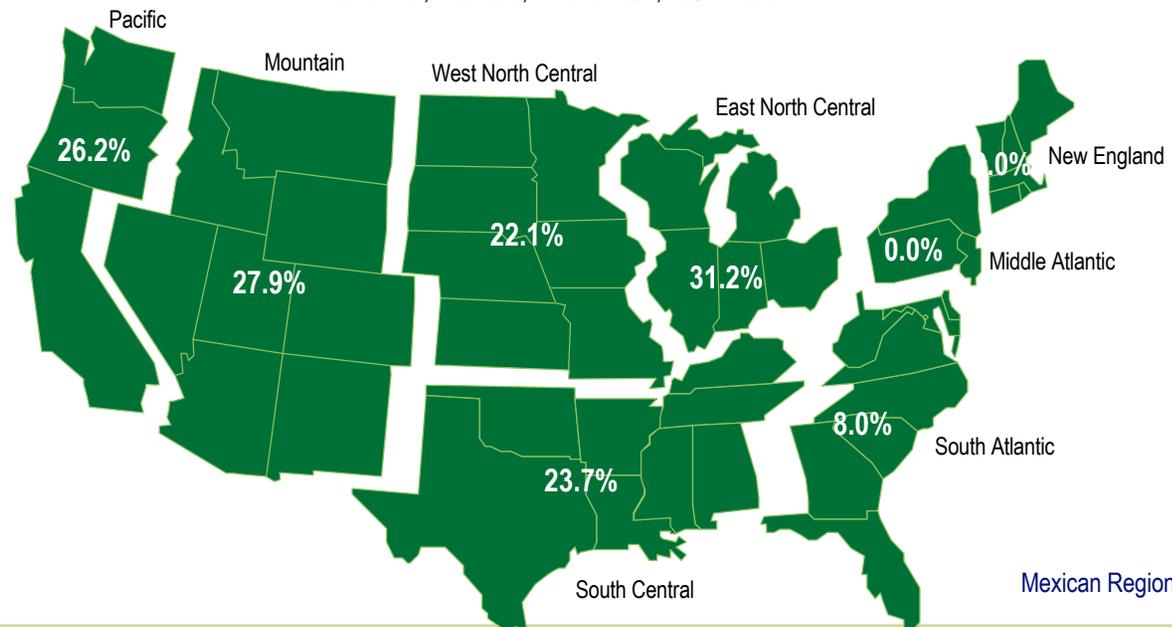
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Mexican Regional continued ▶

Mexican Regional

Time spent listening among Mexican Regional's 25-54s is where it performs best, up 30 minutes between 2002 and 2006, while 12-24s were listening 45 minutes less per week in 2006 than they had been four years previously.

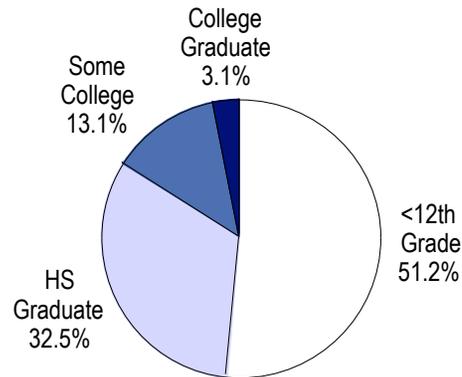
The percentage of Hispanic Mexican Regional listeners who have graduated from high school improved from 29% to 33% between 2002 and 2006.

Average Age of P1 Listeners
34
<hr/>
70%
Proportion of Listening from P1s

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

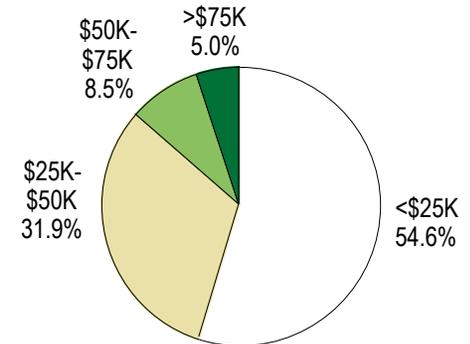
Education

Persons 18+



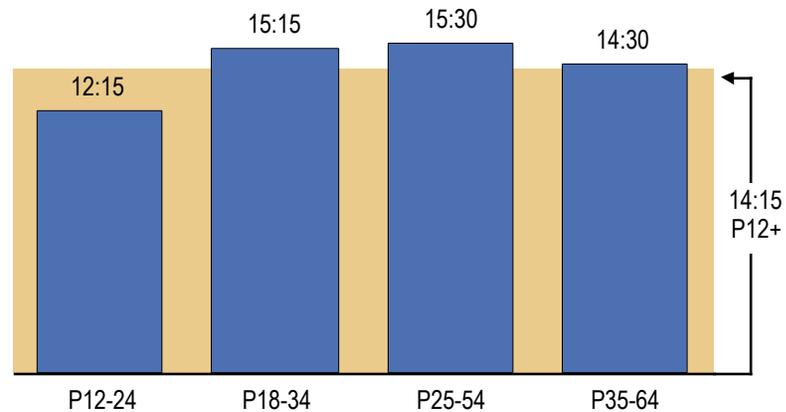
Household Income

Persons 18+



Time Spent Listening by Demographic

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



Mexican Regional continued ►

Spanish Contemporary

Spanish Contemporary, which plays the latest Spanish-language hits from top Latin stars, is Hispanic listeners' second-most-popular format with 13% of the Hispanic radio audience. It has delivered strong, improving ratings for the past several years. With more than 7 million Hispanic listeners weekly, to a total of 134 stations across the country, Spanish Contemporary's share of the national general market radio audience has climbed since 2001, and particularly since 2004, to nearly 3% of all listening.

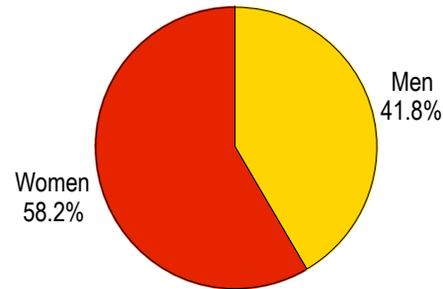
With 58% of listeners being female, Spanish Contemporary is by far the most female-oriented of all secular Spanish-language formats. Nearly 10% of its Hispanic audience are composed of Teens—more than any other Spanish-language format—and that figure skyrocketed 74% between 2002 and 2006. Spanish Contemporary's 18-24 segment has also been growing in recent years, raising the format's listeners aged 12-24 to nearly 29% of its audience in Spring 2006, up from 22% in 2002.

Note: Due to rounding, totals may differ.

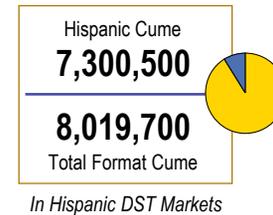
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2006.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume

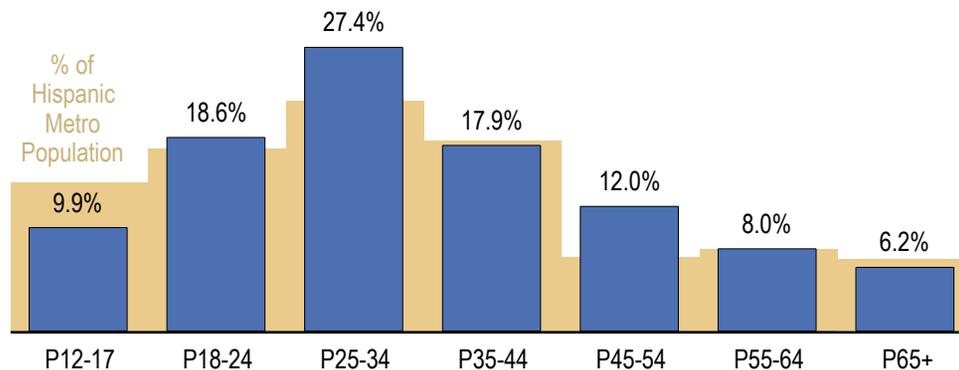


AQH Share Trend

	Hispanic	Total
SP02	9.2	2.5
SP03	11.7	2.3
SP04	11.3	2.3
SP05	13.1	2.8
SP06	13.0	2.9

Audience Composition

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



Spanish Contemporary continued ▶

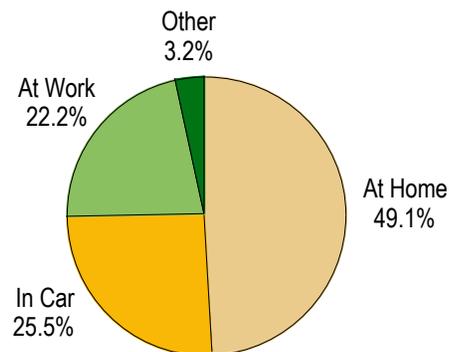
Spanish Contemporary

Aside from the consistently strong middays, the format's ratings have been steadily rising in every daypart, particularly afternoons. While at-home listening still accounts for nearly half of all listening to Spanish Contemporary, in-car tune-in has been slowly gaining at the expense of at-home and at-work listening. Almost half of Spanish Contemporary's ratings come from the Middle Atlantic and South Atlantic regions, followed by the Pacific, Mountain and South Central areas.

Time spent listening across all demos remained relatively steady between 2002 and 2006. The average Hispanic listener to Spanish Contemporary is aged 33—the youngest of all Spanish-language formats—down from 35 between 2003 and 2005.

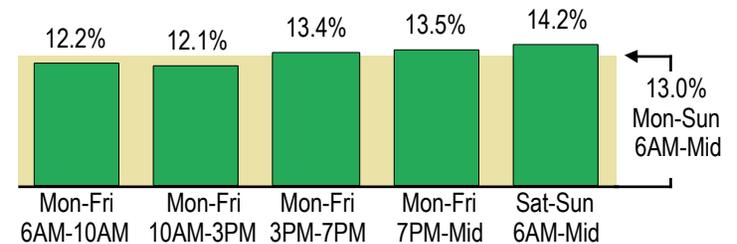
AQH Share of Listening by Location

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



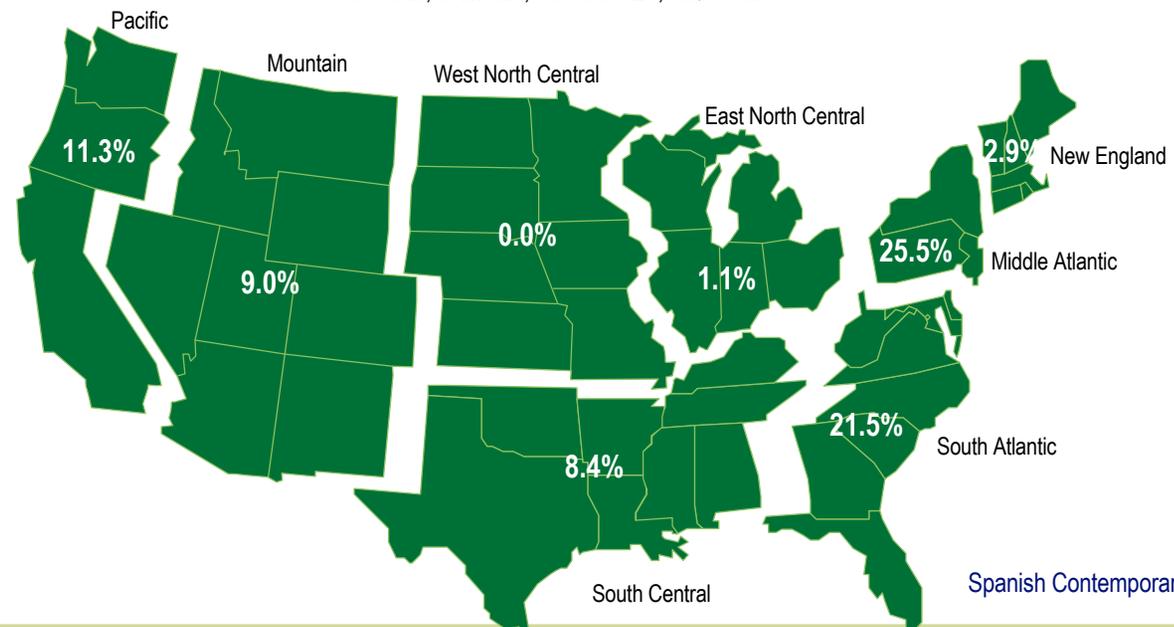
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Spanish Contemporary continued ▶

Spanish Contemporary

Listeners to Spanish Contemporary are becoming better educated: The percentage of those who have attended some college rose 3% to nearly 27% between 2002 and 2006, while those who have not completed high school fell by almost 4%. And incomes are rising: The percentage of Spanish Contemporary listeners in households earning \$25,000+ has grown from about 53% to 58% over that four-year period.

Average Age of P1 Listeners

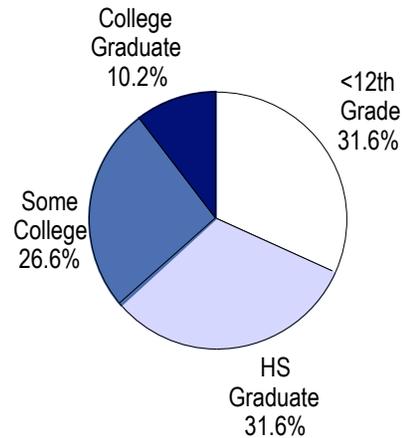
33

67%

Percentage of Listening from P1s

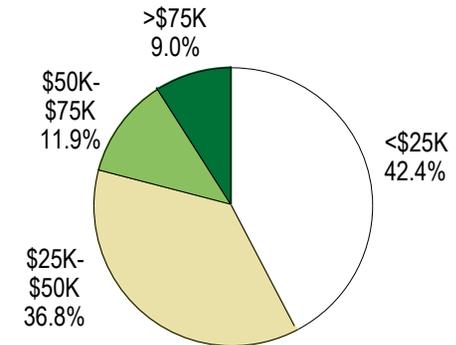
Education

Persons 18+



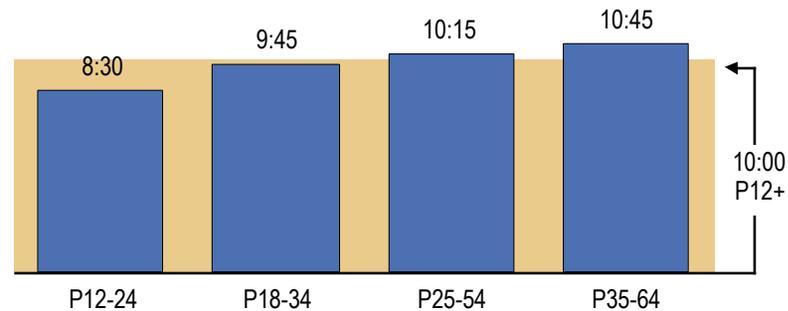
Household Income

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 Maximizer® Plus National Regional Database, Spring 2006.

Spanish Contemporary continued ▶

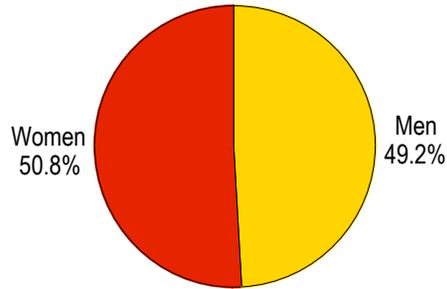
Rhythmic Contemporary Hit Radio (Rhythmic CHR)

More than 6.7 million Hispanics listened to the 167 Rhythmic Contemporary Hit Radio stations each week in Spring 2006, giving the format 8.9% of the 12+ Average Quarter-Hour Hispanic audience, down 1% from Spring 2005. Despite the dip, Rhythmic CHR is still Hispanics' third-most-popular format—whether Spanish-language or general market—just behind Spanish Contemporary. Rhythmic CHR earns a 5.6% share of the total national radio audience.

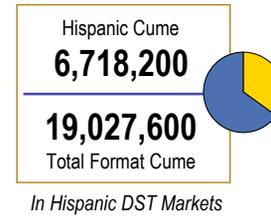
Among Hispanics, Rhythmic CHR leans 51% women/49% men, and almost a third of its audience are teenagers—a far larger Teen base than Spanish Contemporary. Less than 6% are 45 years old or more. The Hispanic Rhythmic CHR format composition by age is younger than the overall Rhythmic CHR audience. Almost 64% of Hispanic Rhythmic CHR listeners are between 12 and 24, compared with 54% of the format's general market listenership. Nearly 85% are under 35, versus 78% of Rhythmic CHR's total national audience.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

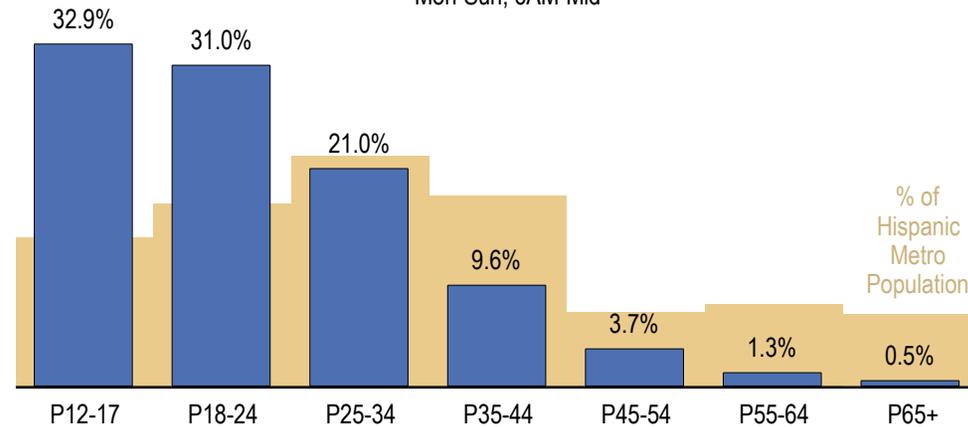


AQH Share Trend

	Hispanic	Total
SP02	8.5	5.1
SP03	9.3	5.5
SP04	9.8	6.0
SP05	9.9	5.8
SP06	8.9	5.6

Audience Composition

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



Rhythmic CHR continued ►

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Only 63% of Rhythmic CHR's Hispanic listening come from its P1 listeners—the lowest percentage of all formats in this report. The percentage of Hispanic listening to Rhythmic CHR at home is higher than that of other general market formats, while at-work listening is lower than any format serving Hispanics except Spanish Religious.

Rhythmic CHR enjoys its biggest rating in the evenings, when its audience share is 47% above its overall numbers. Weekends outperform weekday mornings and middays.

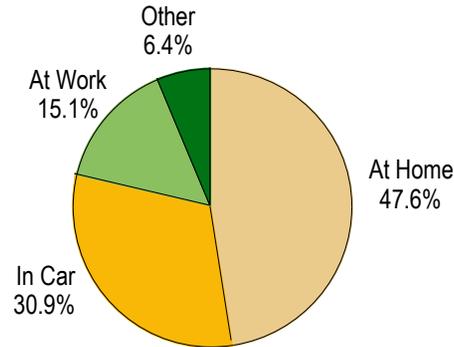
Regionally, Rhythmic CHR Hispanic listening is strongest in New England, where it commands a 21% share of the Hispanic audience and ranks second only to Spanish Tropical.

The average Hispanic Rhythmic CHR listener is 22 years old—the youngest of all formats in this study.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

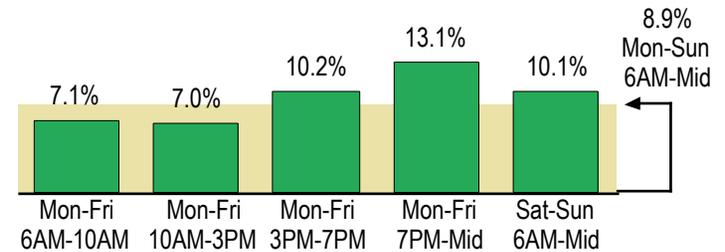
AQH Share of Listening by Location

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



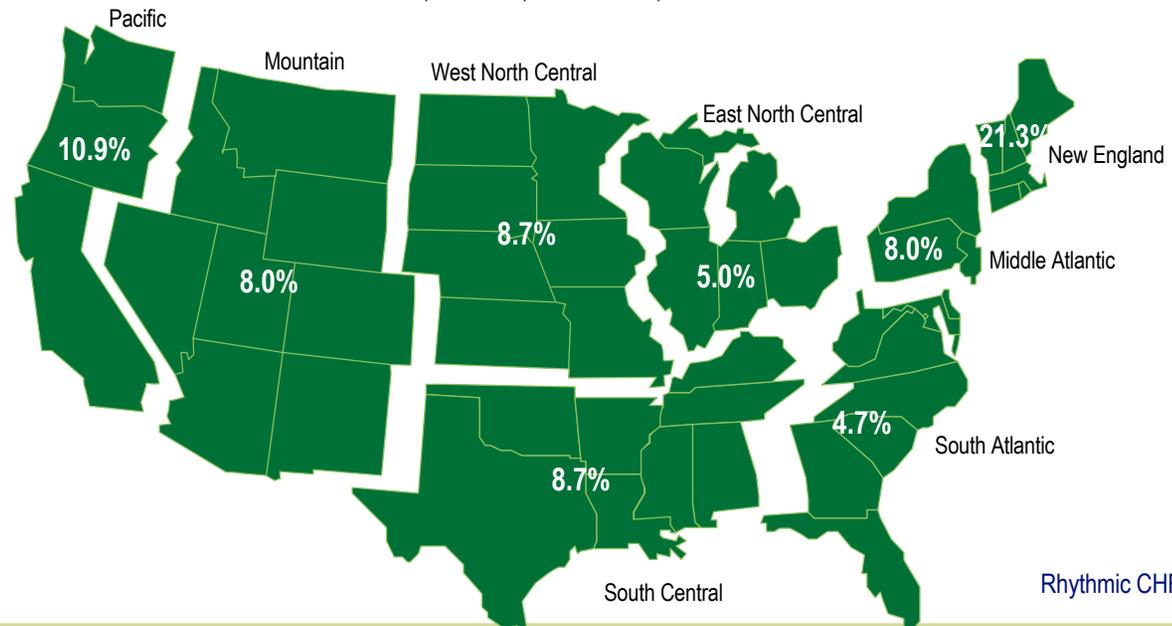
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Rhythmic CHR continued ►

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Eighty percent of Rhythmic CHR's Hispanic listeners have graduated from high school; 43% have attended or graduated from college. Nearly 70% live in households earning \$25,000+ annually; a third are in the \$50,000+ category.

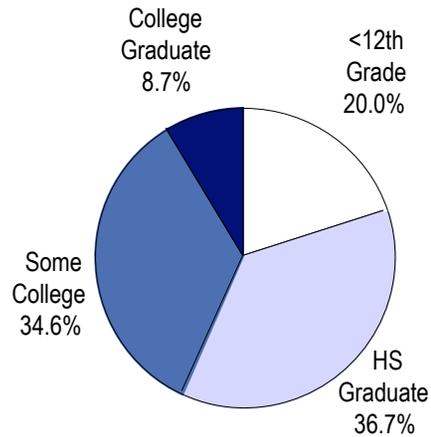
Not surprisingly, time spent listening is strongest with 12-24s, who average eight hours per week—more than any of the general market formats and among the longest TSLs compared to Spanish-language formats for that age group.

Average Age of P1 Listeners
22
Proportion of Listening from P1s
63%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2006.

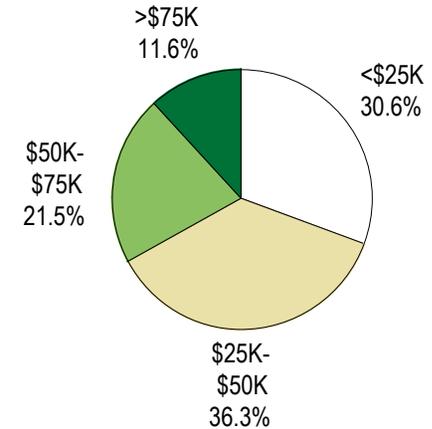
Education

Persons 18+



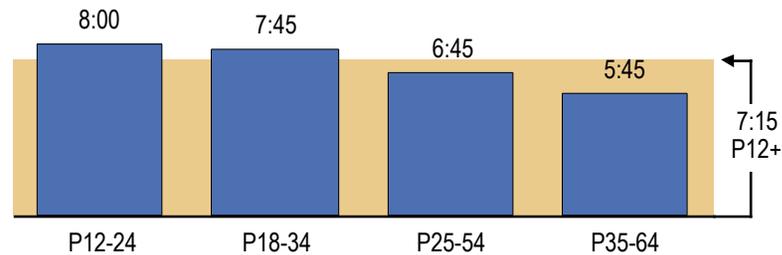
Household Income

Persons 18+



Time Spent Listening by Demographic

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



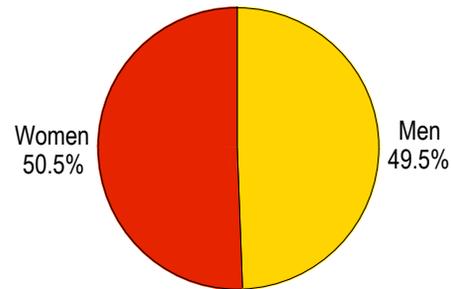
Rhythmic CHR continued ►

Spanish Adult Hits

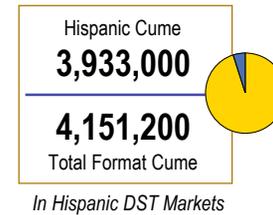
With nearly 4 million Hispanics listening each week to 49 stations across the country, the new Spanish Adult Hits format has emerged as a popular programming choice, scoring 7% of the Hispanic radio audience and 1.6% of the total national radio audience each week in Spring 2006.

The Hispanic audience of Spanish Adult Hits is evenly split between men and women, and more than 27% of the format's audience are between 35 and 44—that's a higher concentration within that demographic segment than any secular Spanish-language approach. More than half of the Hispanic listeners to Spanish Adult Hits are between 25 and 44, and two-thirds can be found in either the 18-44 or 25-54 age group segment, or both.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume



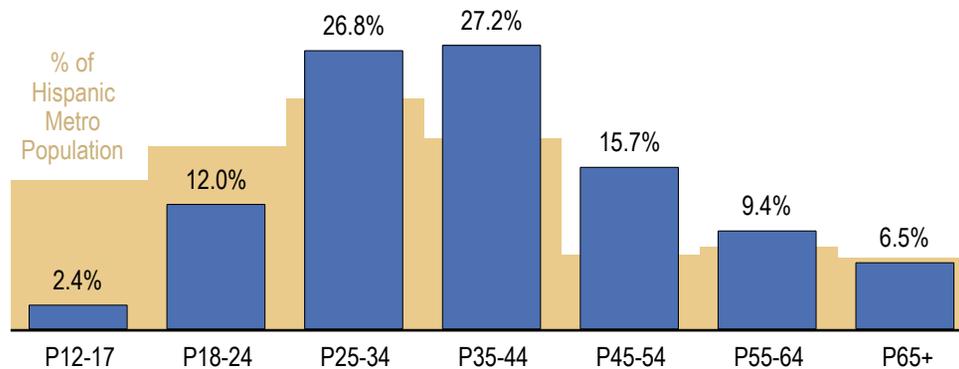
AQH Share Trend

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	7.0*	1.6*

* 2006 is the first year reporting on this format

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 Maximizer® Plus National Regional Database, Spring 2006.

Spanish Adult Hits continued ▶

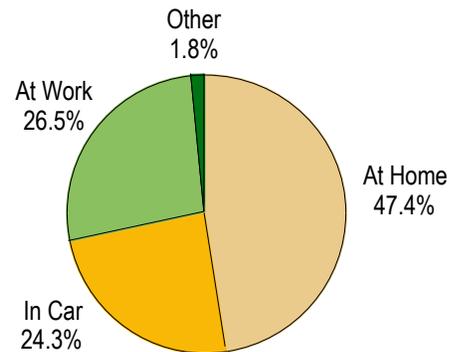
Spanish Adult Hits

Spanish Adult Hits is already the second-highest-rated Spanish-language format in the East North Central, West North Central, South Central and Mountain regions, and is the second-most-popular format overall in the East North Central area.

Its ratings are relatively steady throughout each part of the day, generating its best ratings in middays and evenings, not in drive times. Listening by location to Spanish Adult Hits mirrors Spanish radio's overall averages: nearly half at-home and about 25% each to in-car and at-work.

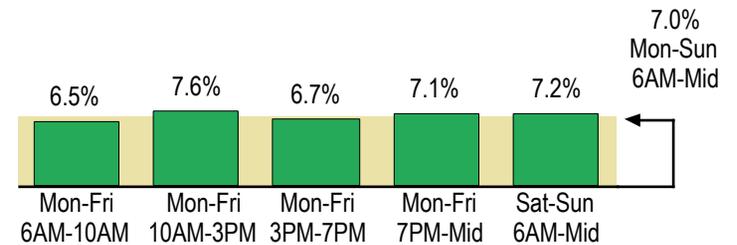
AQH Share of Listening by Location

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



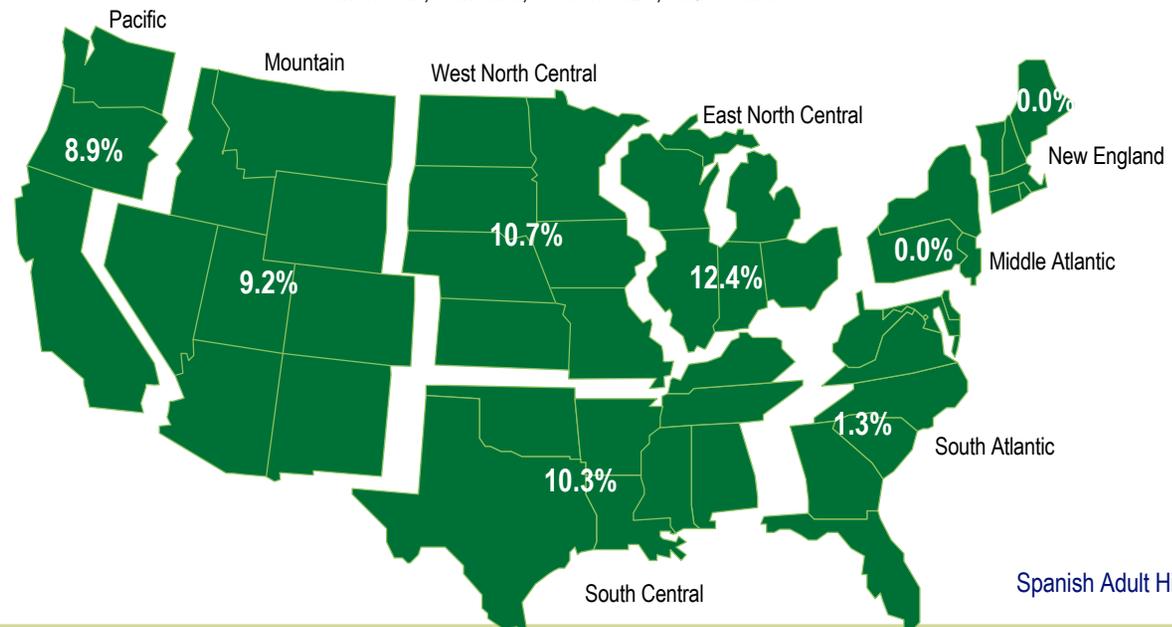
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Spanish Adult Hits continued ▶

Spanish Adult Hits

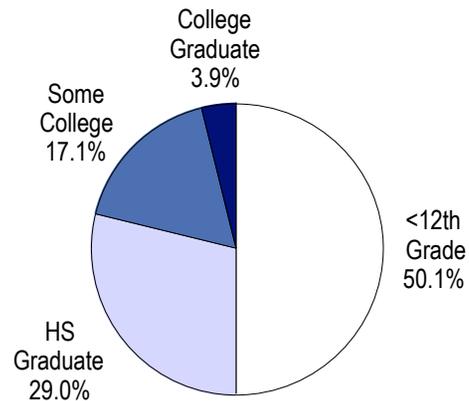
At 10 hours per week (nearly 12 hours among 35-64s), time spent listening to Spanish Adult Hits is among the longest Hispanics spend with any radio format.

The average fan of the format is 39 years old, a few years older than those listening to Spanish Contemporary, Mexican Regional or Spanish Tropical. Half of Spanish Adult Hits listeners have at least graduated from high school, with 21% having attended or graduated from college, and more than half live in households earning more than \$25,000 per year.

Average Age of P1 Listeners
39
69%
Proportion of Listening from P1s

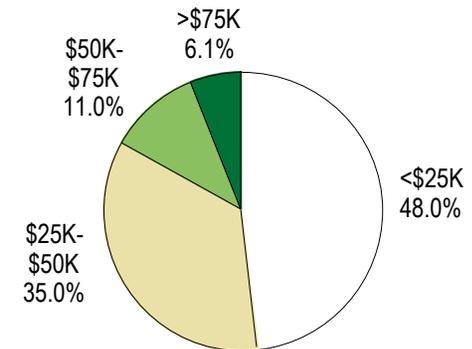
Education

Persons 18+



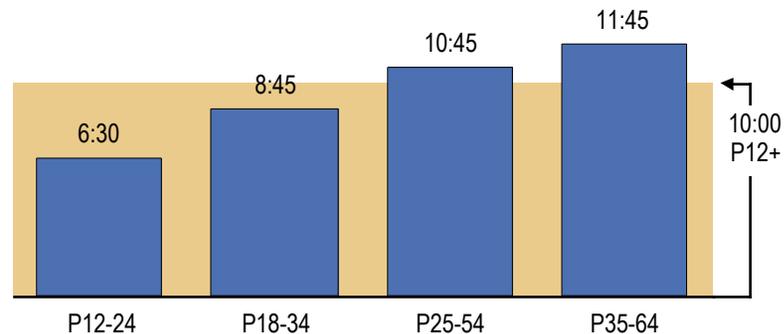
Household Income

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 MaximiSe® Plus National Regional Database, Spring 2006.

Spanish Adult Hits continued ▶

Spanish Tropical

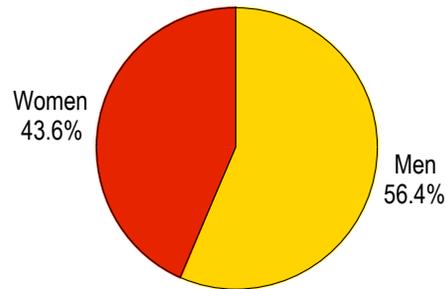
Featuring Salsa and Meringue, Spanish Tropical appeals primarily to listeners of Caribbean and Coastal Central-American descent. More than 3.5 million Hispanics tune in to the 49 Spanish Tropical stations weekly, and that audience reach is up 4% from Spring 2003. Although the Spanish Tropical format has shed nearly 2% of its 12+ Average Quarter-Hour Share between 2004 and 2006, its performance is still well ahead of 2002 figures, and the presentation attracts a solid 6% of the Hispanic audience and 1.4% of the national general market listenership.

Spanish Tropical's Hispanic audience, split evenly between men and women earlier this decade, saw its male composition increase from 49% to 56% between Spring 2004 and 2006. The 12-34 age group also has been expanding from 44% to nearly 48%. In Spring 2006, those Hispanics who were 45 years old or above represented only about 30% of the format's audience, down from 33% in Spring 2002.

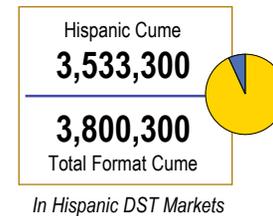
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

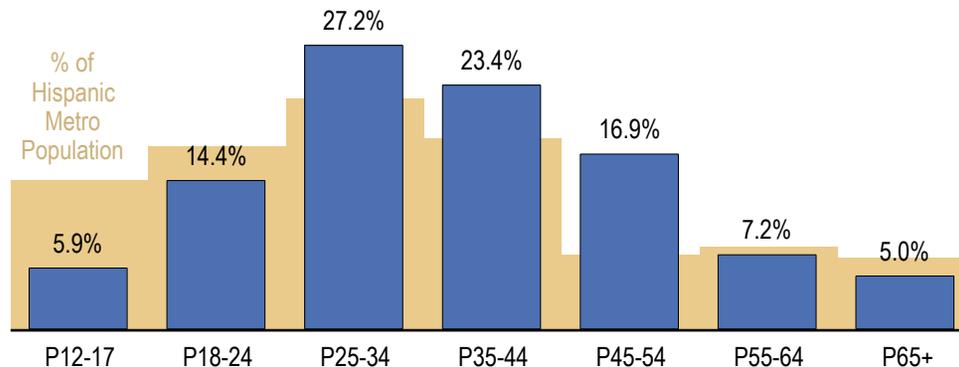


AQH Share Trend

	Hispanic	Total
SP02	4.2	0.8
SP03	7.1	1.2
SP04	7.9	1.5
SP05	7.6	1.7
SP06	6.0	1.4

Audience Composition

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



Spanish Tropical continued ▶

Spanish Tropical

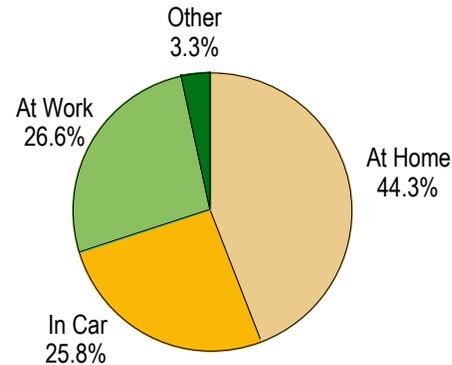
The Spanish Tropical format is highly regionalized: Among Hispanics, it's the No.1 format in the New England and Middle Atlantic areas and ranks No.2 in the South Atlantic.

Spanish Tropical generates its best ratings in mornings; its audience gradually declines the rest of the day. In Spring 2006, Spanish Tropical suffered a major hit on its time spent listening, compared to 2005: Weekly TSL 12+ fell more than two hours, and three hours among 12 to 24s. The TSL among 18-34s and 25+ demos also eroded significantly, but less so among older listeners.

At-home listening to Spanish Tropical is still the preferred location, but between 2002 and 2006, that location's share of the format's listening declined from 50% to 44%, with in-car and at-work gaining the difference. In-car listening is now nearly tied with at-work as the second location of choice.

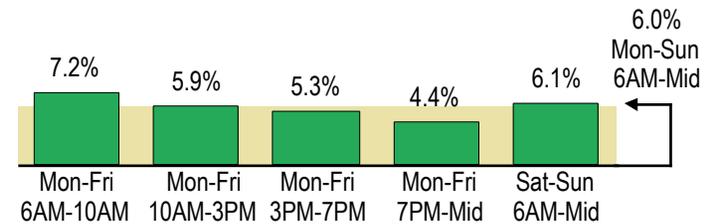
AQH Share of Listening by Location

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



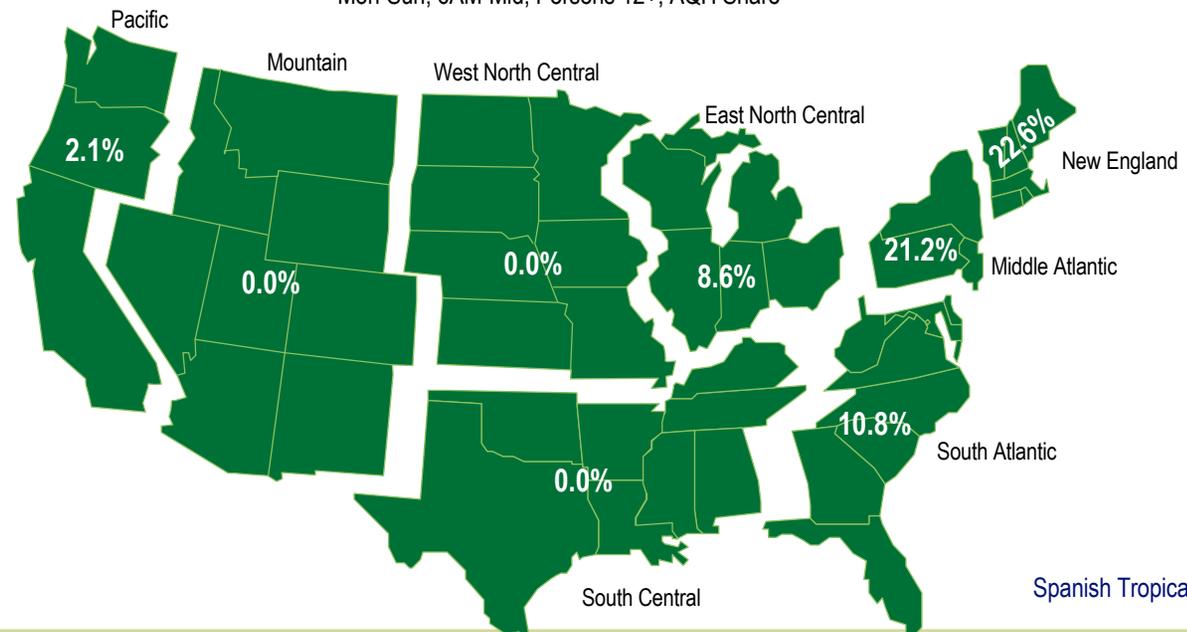
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2006.

Spanish Tropical continued ▶

Spanish Tropical

Spanish Tropical listeners in households earning \$50,000+ annually rose from 20% to 24% between Spring 2002 and 2006, while those earning below \$25,000 dropped 5% to 41%. Spanish Tropical listeners without a high school diploma sank to a five-year low of nearly 31% in Spring 2006.

P1s account for 71% of the format's ratings, up from 66% in 2003.

Average Age of P1 Listeners

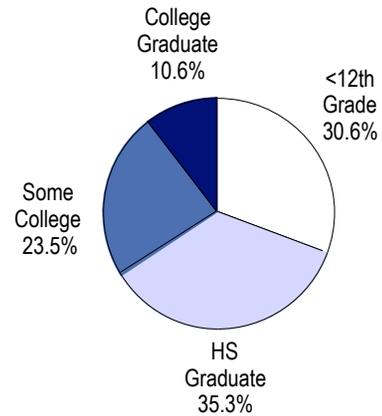
36

71%

Proportion of Listening from P1s

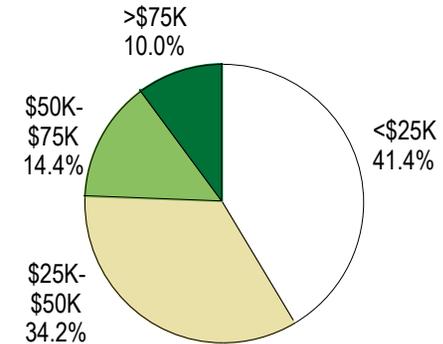
Education

Persons 18+



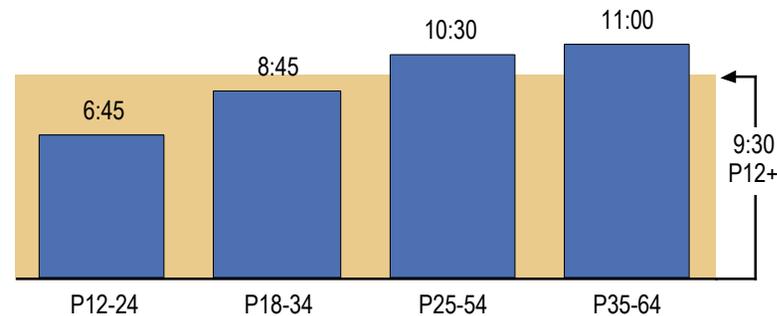
Household Income

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 2006.

Spanish Tropical continued ▶

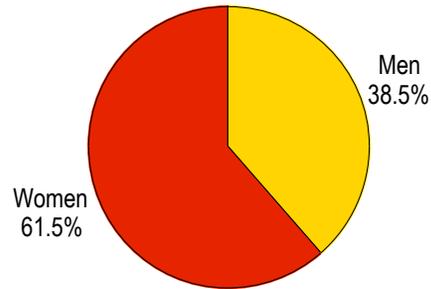
Pop Contemporary Hit Radio (Pop CHR)

With 386 stations, Pop Contemporary Hit Radio is the sixth-most-popular format among Hispanic listeners, generating 4.6% of the Hispanic radio audience in Spring 2006. Its audience share was down 1% from Spring 2005, but still ahead of the previous year, attracting 4.5 million Hispanic listeners per week. Pop CHR's 12+ Average Quarter-Hour audience share was 5.7% in Spring 2006, its best showing since 2003.

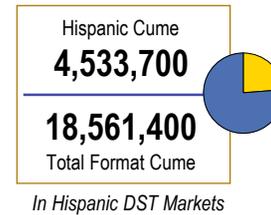
More than 77% of Pop CHR's Hispanic audience are under 35 years old, with a third of the format's demographics composed of Teens—slightly above that of Rhythmic CHR and far more than any other format in this report. Another third of Pop CHR's Hispanic listenership is between 25 and 44 years old, with less than 9% who are 45 or older. Women compose more than 61% of the listeners—a higher ratio than any format in this report other than Spanish Religious.

*Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.*

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

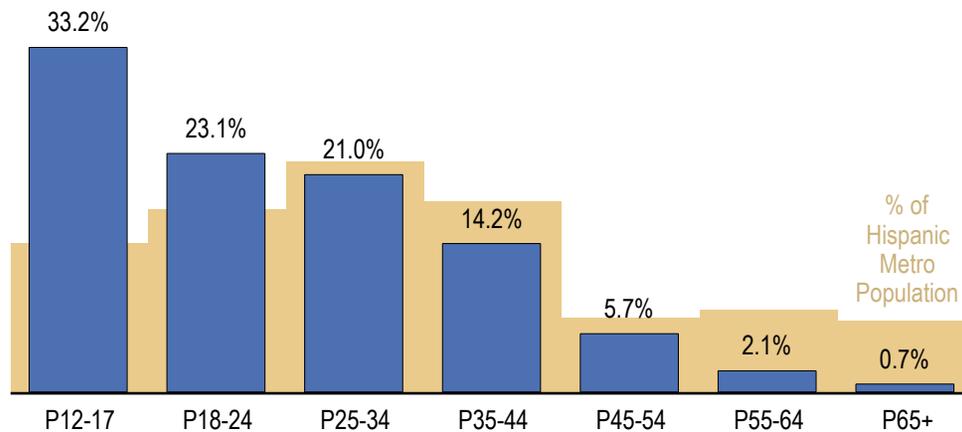


AQH Share Trend

	Hispanic	Total
SP02	6.1	6.9
SP03	5.5	6.2
SP04	4.2	5.6
SP05	5.6	5.4
SP06	4.6	5.7

Audience Composition

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



Pop CHR continued ►

Pop Contemporary Hit Radio (Pop CHR)

The average Hispanic Pop CHR listener is 24. Pop CHR's Hispanic P1 audience delivers only 64% of its ratings, among the lowest of all formats. Pop CHR is popular among Hispanics nationwide, but no more so than in New England, where it ranks fourth among Hispanics. At 43%, at-home's share of Pop CHR listening by Hispanics is higher than that of other general market formats. Pop CHR's youth appeal gives it its strongest ratings in the afternoons and particularly the evenings, when its Hispanic audience share increases 28% from its overall numbers.

Time spent listening is a challenge for Pop CHR: The 12+ Hispanic audience's overall TSL to Pop CHR is the lowest of all formats in this study by nearly two hours per week and is lower than any other format in all key demos except 35-64, where it is just ahead of Rhythmic CHR.

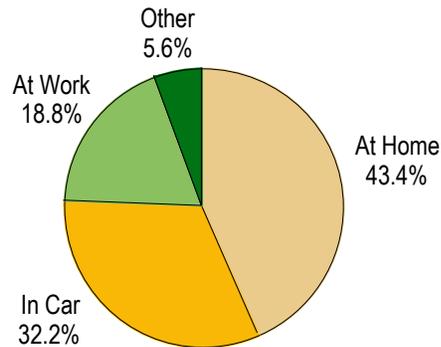
Average Age of P1 Listeners
24

Proportion of Listening from P1s
64%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

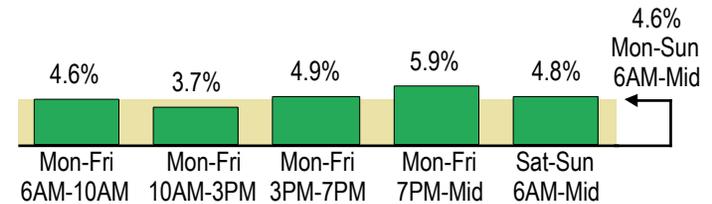
AQH Share of Listening by Location

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



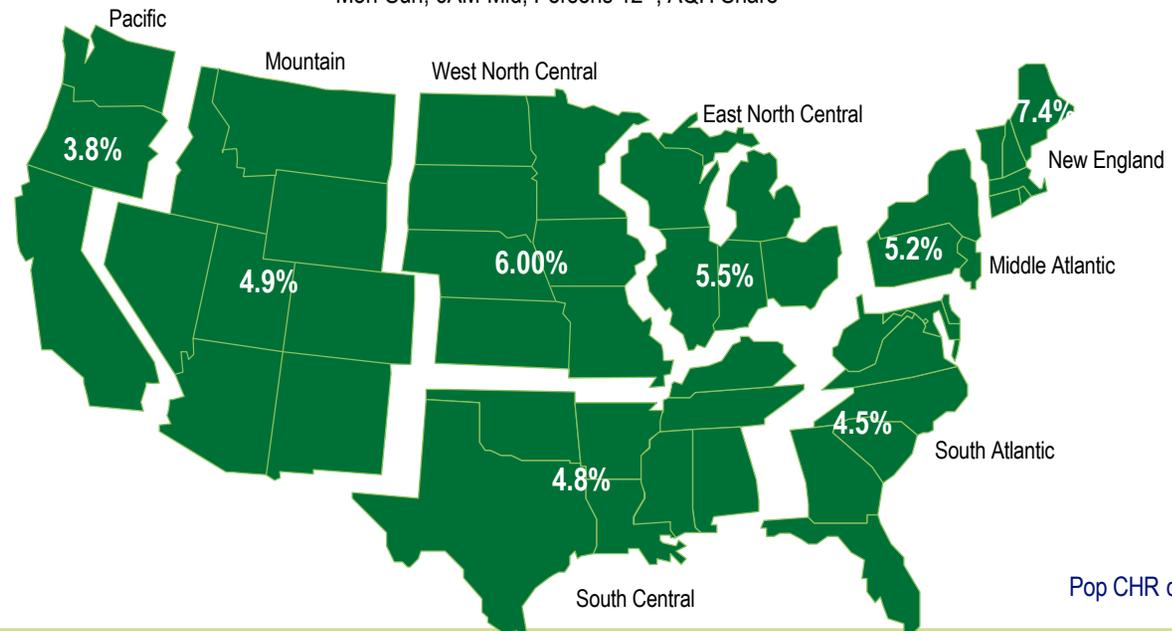
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



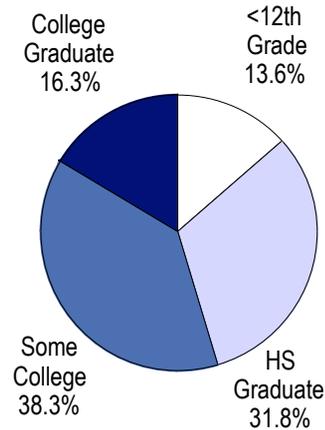
Pop CHR continued ►

Pop Contemporary Hit Radio (Pop CHR)

Hispanic Pop CHR listeners are more educated than those of Spanish-language formats, with 86% having at least a high school diploma; 55% have attended or graduated from college. They are also more affluent than Hispanic listeners to Spanish-language formats, with 44% living in households earning \$50,000+ annually.

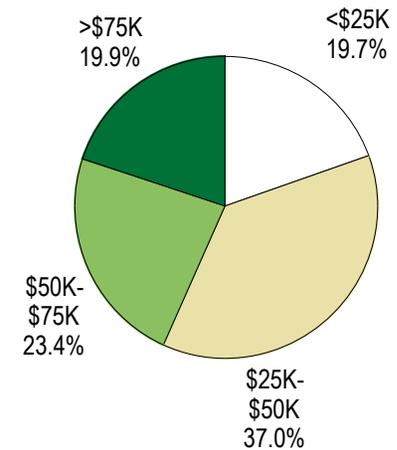
Education

Persons 18+



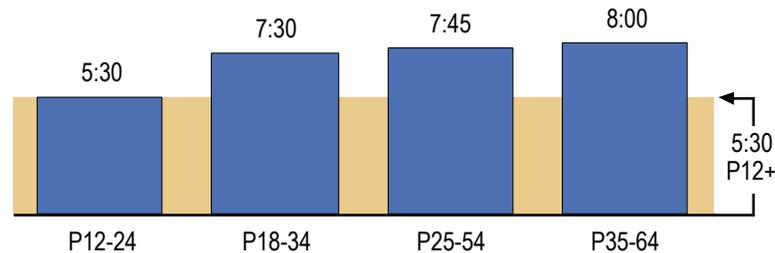
Household Income

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 2006.

Pop CHR continued ►

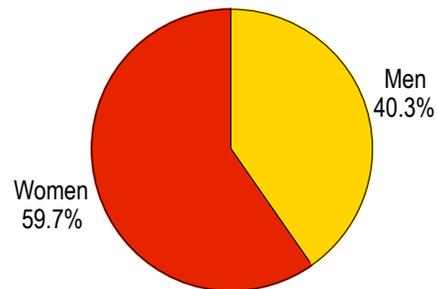
Adult Contemporary

The traditional Adult Contemporary format, which is far more popular among Hispanics than variations such as Hot AC, Soft AC and Modern AC, represented 4.2% of the total 12+ Hispanic Average Quarter-Hour radio listening audience in Spring 2006. Although down from 4.9% in Spring 2005, that share is only slightly below the 4.4 average between 2002 and 2006. The 822 AC stations delivered almost three million Hispanic listeners weekly in Spring 2006.

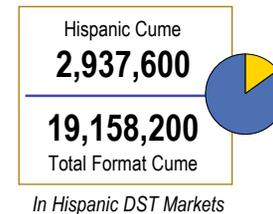
AC leans heavily female, and women represent nearly 60% of the audience—more than any Spanish-language secular format. The audience composition is almost a perfect bell curve of age groups, centered on the 35-44 segment with 27% of the Hispanic listenership. The 25-34 and 45-54 segments are fairly balanced, giving AC nearly half of its audience in either the 25-44 or 35-54 demographics. Meanwhile, the 18-24 and 55-64 age groups are also nearly equal in composition.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

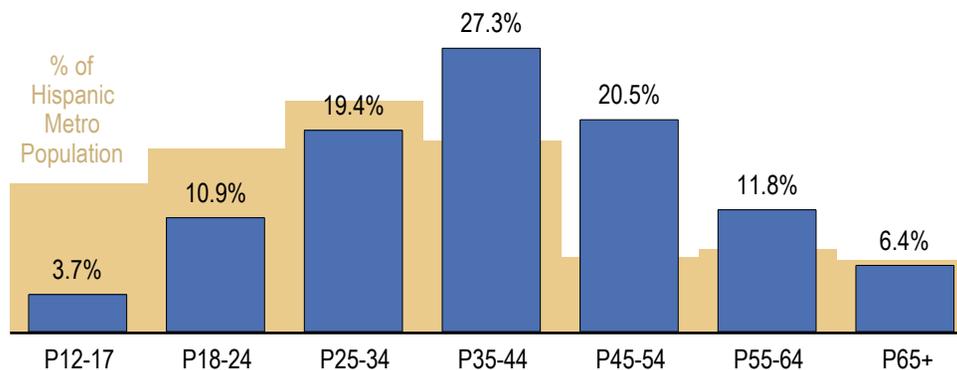


AQH Share Trend

	Hispanic	Total
SP02	4.4	7.9
SP03	4.0	7.4
SP04	4.6	7.7
SP05	4.9	7.7
SP06	4.2	7.8

Audience Composition

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



Adult Contemporary continued ▶

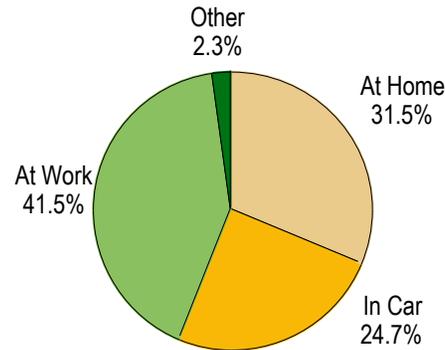
Adult Contemporary

Hispanics listen to AC more at work than anywhere else; it's the only format targeting Hispanics where this is the case, and at more than 41%, at-work leads all other locations by a large margin. On the other hand, Hispanics' listening percentage to AC at home is less than any other format in this report.

AC scores its strongest ratings among Hispanics in New England, where it is the third-most-popular format. Time spent listening by Hispanics to AC is fairly steady among the main adult demographic segments, and its 12+ TSL is better than any of the general market music formats. Its 18-34 TSL also is higher than other general market formats except Rhythmic CHR. AC earns its highest Hispanic ratings in middays.

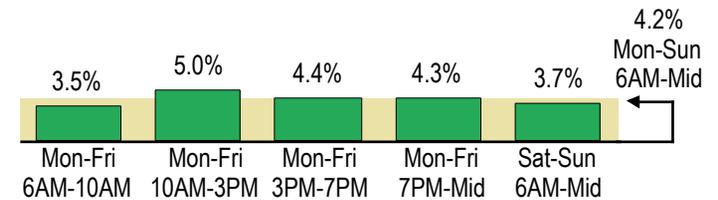
AQH Share of Listening by Location

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



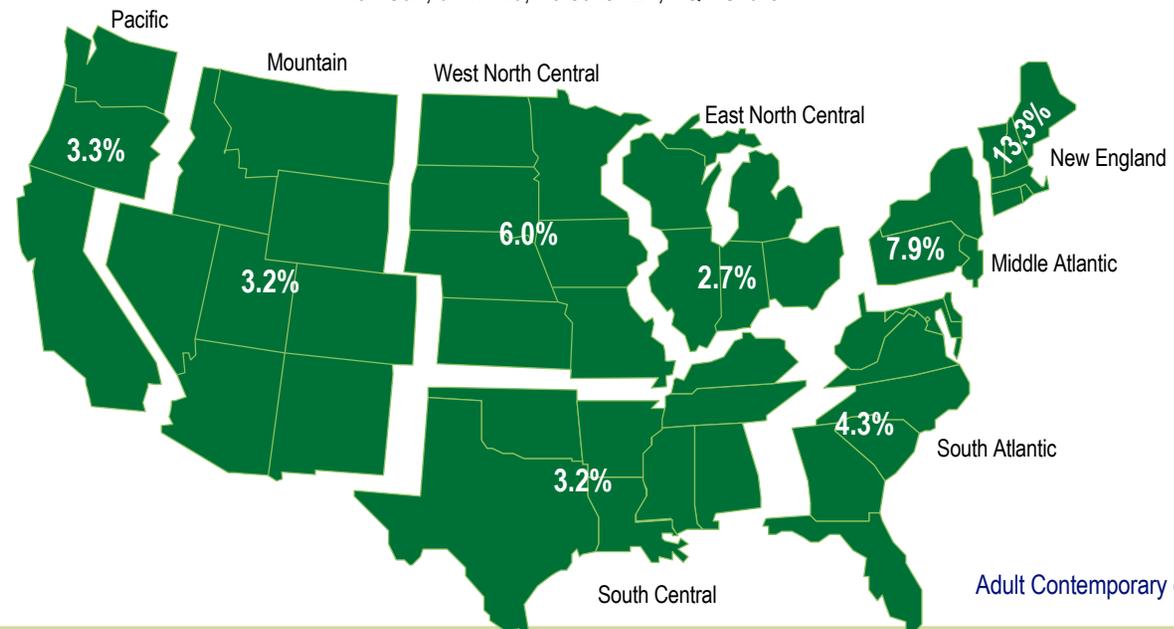
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Adult Contemporary continued ▶

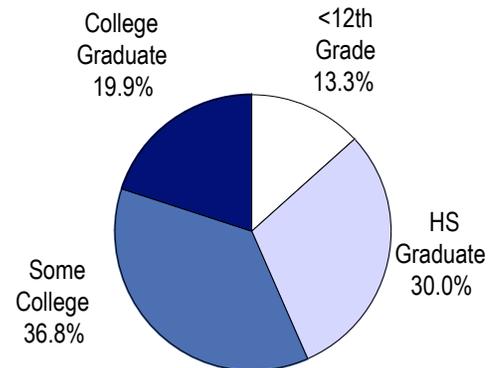
Adult Contemporary

Hispanic AC listeners are the most well-educated of all in this report. Nearly 87% are high school graduates, 57% have attended college and 20% are college graduates. Hispanic AC listeners' incomes are among the highest of all formats in this study as well, with 48% living in households earning \$50,000+ annually. More than 23% were in the \$75,000+ category—the highest percentage among all the music formats.

Average Age of P1 Listeners
41
 Proportion of Listening from P1s
67%

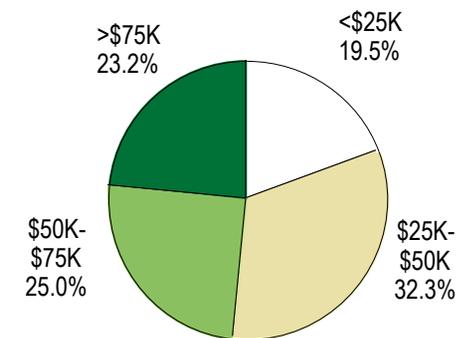
Education

Persons 18+



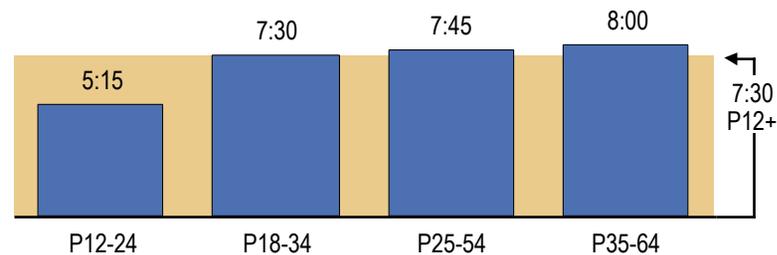
Household Income

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 Maximize® Plus National Regional Database, Spring 2006.

Adult Contemporary continued ▶

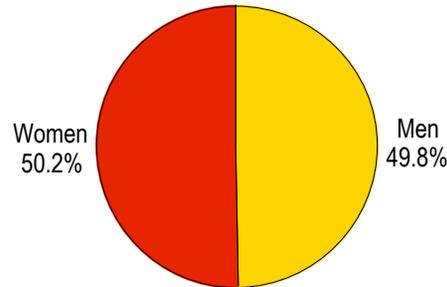
Spanish News/Talk

The number of Hispanics tuning in to the 61 Spanish News/Talk radio stations rose from 1.61 million to 1.76 million between Spring 2005 and 2006; that weekly reach is 12% above the format's audience in Spring 2004. Accordingly, Spanish News/Talk's overall 12+ Average Quarter-Hour Share of Hispanic listeners rebounded from 3.3% in 2005 to 3.5% in 2006. Meanwhile, Spanish News/Talk's share of general market listening regained the 0.7% it held for the previous four years, up from 0.6%. Although listenership traditionally has leaned slightly male, in the Spring 2006 survey, the format's Hispanic audience was evenly split between men and women.

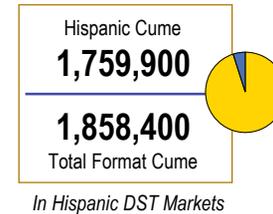
Spanish News/Talk's audience is also growing older, with the 45+ segment rising from 57% to 68% of its total listenership between 2002 and 2006. That shift is attributed to equal declines among the 25-34 and 35-44 demo groups, which represented only 26% of the audience in Spring 2006, down from 38% in Spring 2002.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

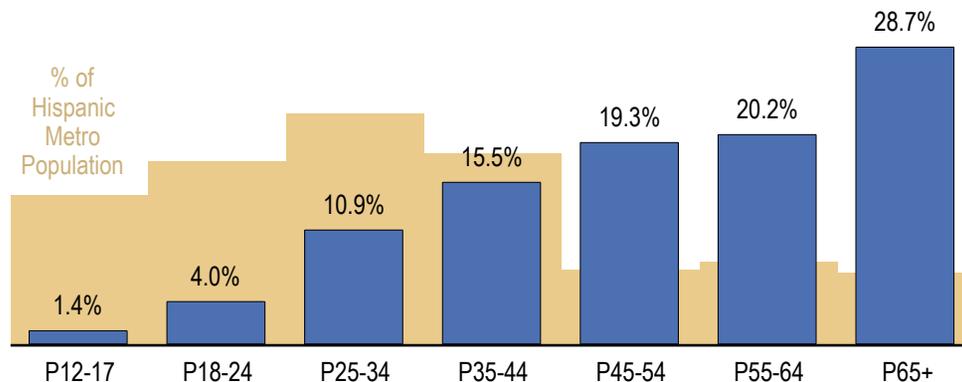


AQH Share Trend

	Hispanic	Total
SP02	2.8	0.7
SP03	3.3	0.7
SP04	3.6	0.7
SP05	3.3	0.6
SP06	3.5	0.7

Audience Composition

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



Spanish News/Talk continued ▶

Spanish News/Talk

Spanish News/Talk's ratings are strongest in the South Atlantic region, where it's the third-ranking Spanish-language format among Hispanic listeners. Spanish News/Talk's ratings are the strongest in mornings and middays.

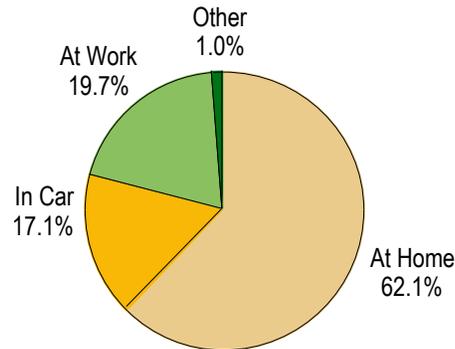
One big story for Spanish News/Talk is the improved educational level of its listeners. The percentage of those who've attended or graduated from college jumped from 29% to 36% between 2002 and 2006, while those without a high school diploma fell from 42% to 37%. Those living in households earning \$50,000+ edged up from 21% to 23% during that time frame.

Average Age of P1 Listeners
53
Proportion of Listening from P1s
68%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

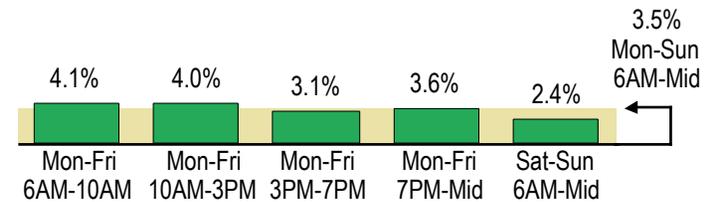
AQH Share of Listening by Location

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



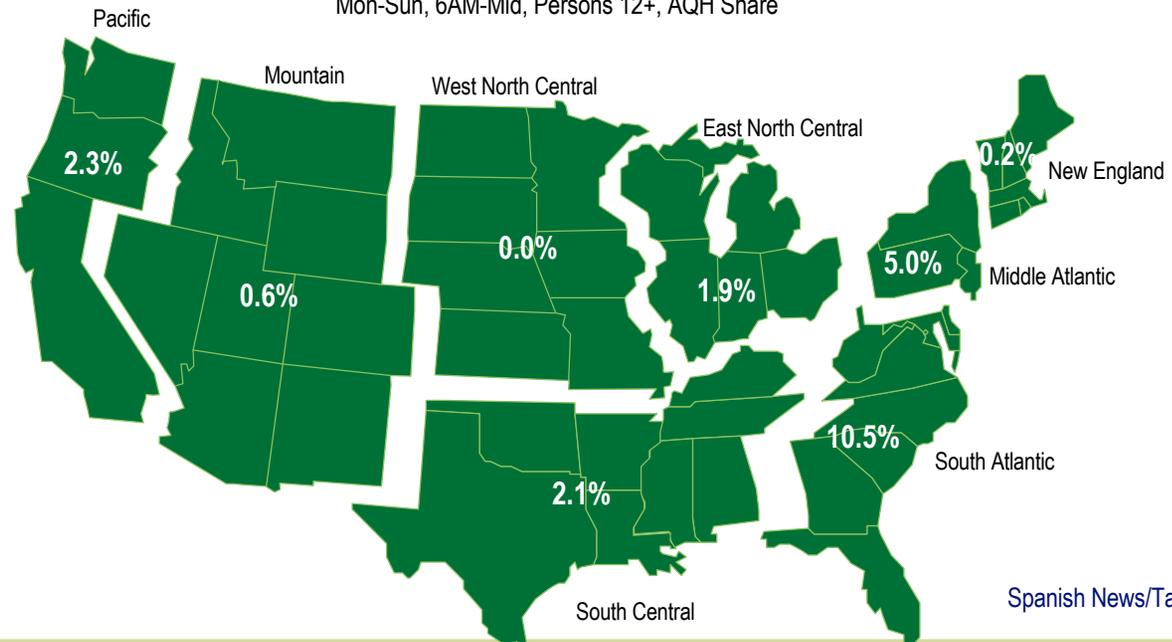
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



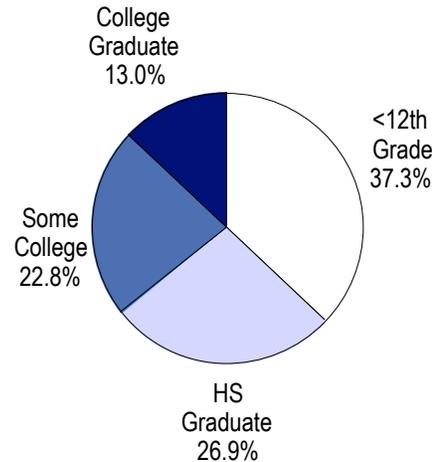
Spanish News/Talk continued ▶

Spanish News/Talk

Time spent listening to Spanish News/Talk is one of the highest of all formats, averaging 11 hours overall per week, anchored by equivalent support from the 35 to 64 age group. However, TSL among the 18-34 segment was down an hour per week between 2002 and 2006. Still, the Hispanic 12-24 age group spends nearly twice as much time with Spanish News/Talk as they do with the English-language News/Talk/Information counterpart. The percentage of total listening from Spanish News/Talk's P1 listeners rose to 68% in Spring 2006, up from 65% in 2003. The average age of a Spanish News/Talk listener was 53 in Spring 2006, up from 48 in 2003.

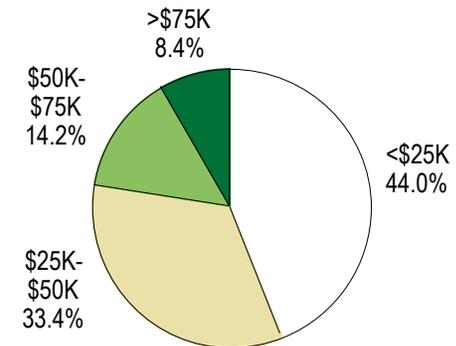
Education

Persons 18+



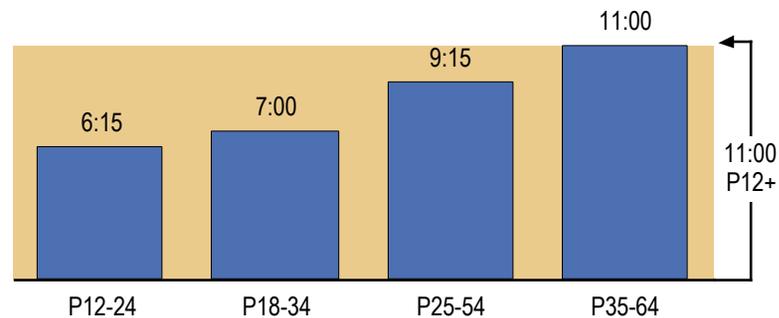
Household Income

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 MaximiSe® Plus National Regional Database, Spring 2006.

Spanish News/Talk continued ►

News/Talk/Information

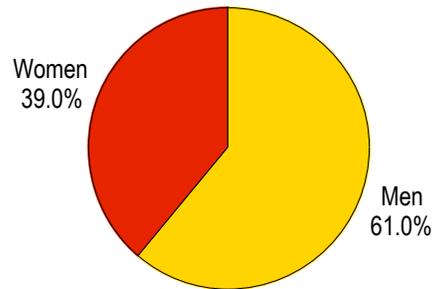
The ninth-most-popular radio format among Hispanics is English-language News/Talk/Information (N/T/I) programming, earning 2.5% of the Hispanic audience and generating more than 1.7 million listeners per week across 1,503 stations nationally. The N/T/I format is radio's most successful in terms of 12+ share, and it has been steadily gaining market share over the years. Its 9.2% share of all listeners approaches that of all Spanish-language formats combined.

Men compose 61% of N/T/I's Hispanic audience, compared with 56% of the format's total national audience. The Hispanic audience for N/T/I is younger than the format's overall national profile: Eighty-three percent of Hispanic N/T/I listeners are aged 35 years or above, compared to 90% of the national audience. Almost 58% of the format's Hispanic listeners are between 25 and 54, whereas the national composition is 62%. Only 18% of Hispanic N/T/I listeners are 65+, while 35% of the format's total listeners are in that age bracket.

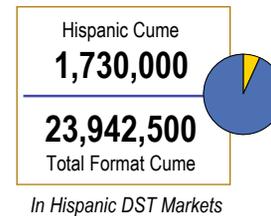
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume



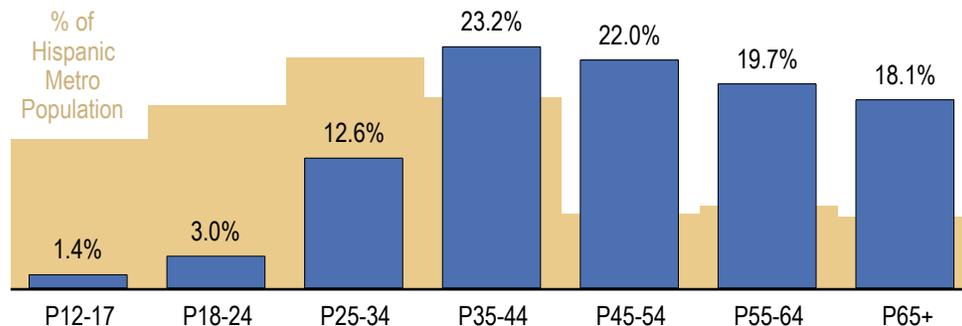
AQH Share Trend

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	2.5*	9.2*

** 2006 is the first year reporting on this format*

Audience Composition

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



News/Talk/Information continued ▶

News/Talk/Information

The average age of a Hispanic N/T/I listener is 48 years old—older than that of any other format in this report. Just 64% of N/T/I's ratings come from its P1 listeners—among the lowest of all formats.

Listening to N/T/I in the car is Hispanics' preferred location, with 38% of its listening taking place behind the wheel—more than any other format in this study. Unlike other formats, N/T/I's Hispanic ratings across the country's regions are mostly consistent.

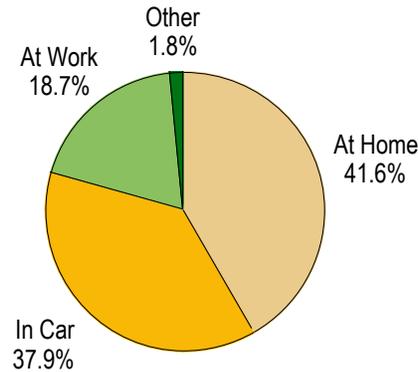
N/T/I has its highest ratings in mornings. Time spent listening to N/T/I among the overall 12+ Hispanic audience is the longest of all general market formats, and it is also that way among the 35-64 age group.

Average Age of P1 Listeners
48
Proportion of Listening from P1s
68%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

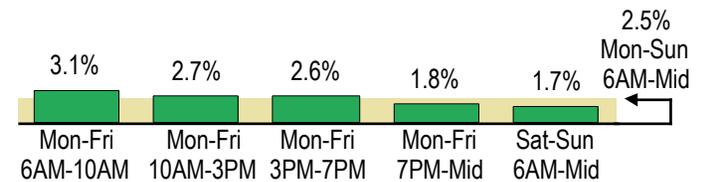
AQH Share of Listening by Location

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



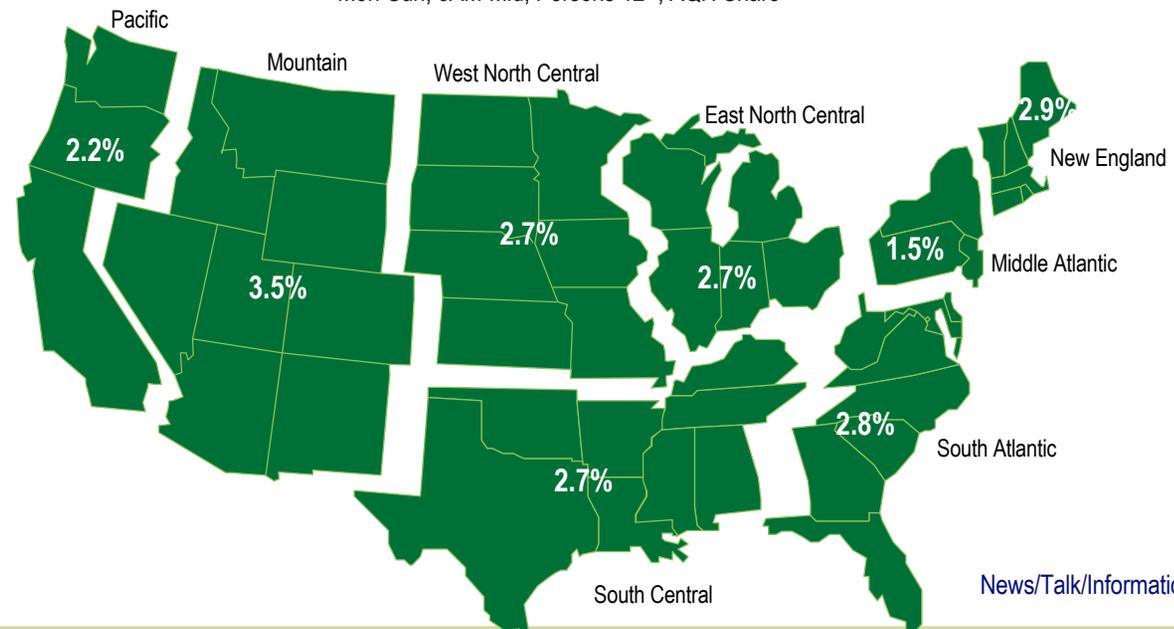
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



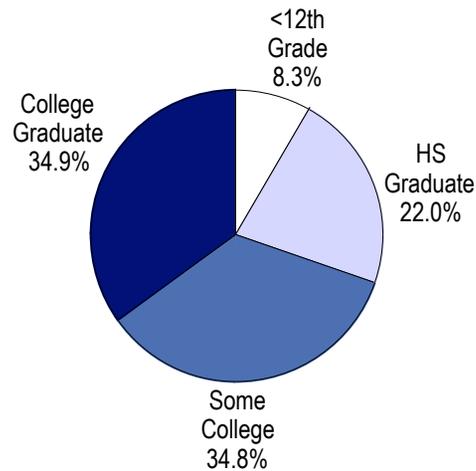
News/Talk/Information continued ▶

News/Talk/Information

Hispanic listeners to N/T/I are the most highly educated among those analyzed in this study. More than 91% are high school graduates, 70% have attended college and 35% have college degrees; no other format comes close. Incomes for Hispanic listeners to N/T/I are also far higher than other formats, with 89% living in households earning \$25,000+ annually and 38% in households bringing home at least \$75,000.

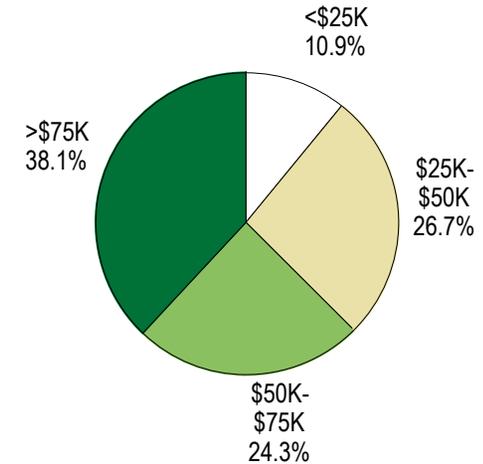
Education

Persons 18+



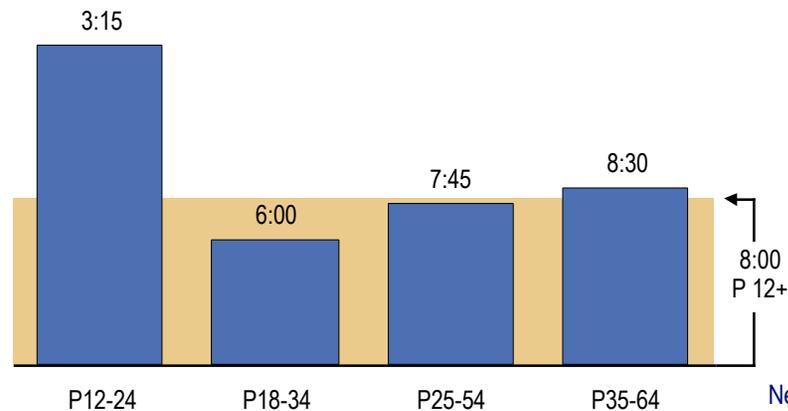
Household Income

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 MaximiSe[®] Plus National Regional Database, Spring 2006.

News/Talk/Information continued ►

Country

More than 1.8 million Hispanics were listening to the 1,704 Country stations each week in Spring 2006. With 2.4% of the Hispanic radio audience (2.5% including Classic Country), Country ranks as Hispanic listeners' tenth-most-popular format, and fourth among favorite general market presentations. Country also is one of general market radio's strongest formats, rising from 8.7% of the national audience in Spring 2005 to 8.9% in 2006.

With 54% of its Hispanic audience composed of women, Country leans more toward female listeners than most Spanish-language formats. Nearly 60% of Hispanic Country's listenership is between 25 and 54 years old, with the 12-24 segment composing 22% and those 55 or older contributing 19% of the total audience.

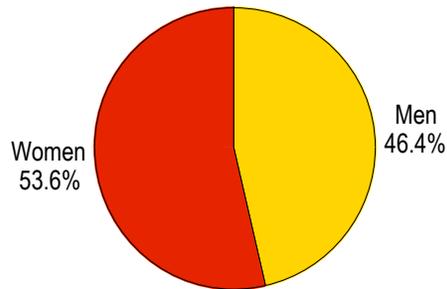
The Hispanic Country audience is younger than the Country format's overall listenership, which also leans female by a similar proportion; but its composition of 12- to 24-year-olds is only 17%, while those 55 or older contribute 31% of the format's total audience.

Note: Due to rounding, totals may differ.

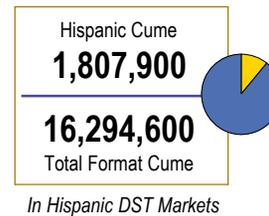
Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2006.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume



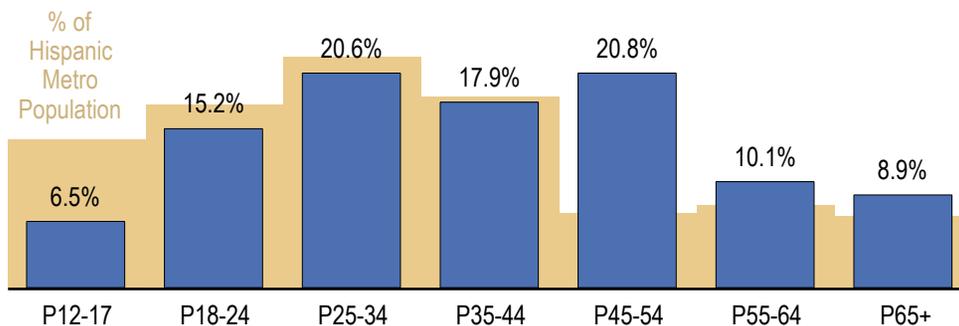
AQH Share Trend

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	2.4*	8.9*

** 2006 is the first year reporting on this format*

Audience Composition

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



Country continued ▶

Country

Country's time spent listening among Hispanics is actually longer with the 12-24 age group than AC or even Pop CHR. However, the average age of a Hispanic Country listener is 39.

Unlike any other format in this report, Country listening by Hispanics takes place nearly equally at home, at work and in the car. Correspondingly, its ratings are relatively stable throughout the day, peaking slightly above the norm in afternoons, and slightly lower in evenings and on weekends.

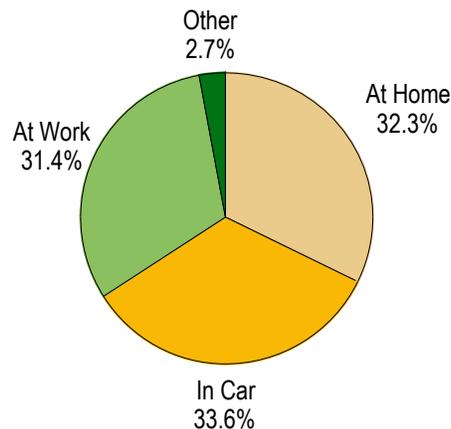
Country listening among Hispanics is fairly regionalized, with the West North Central and South Central areas delivering the format's highest ratings.

Average Age of P1 Listeners
39
Proportion of Listening from P1s
68%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

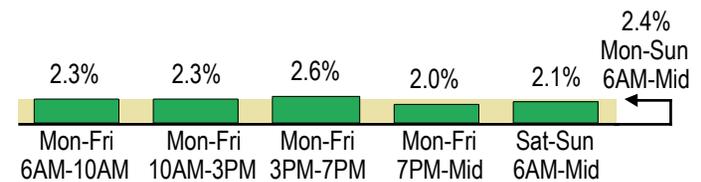
AQH Share of Listening by Location

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



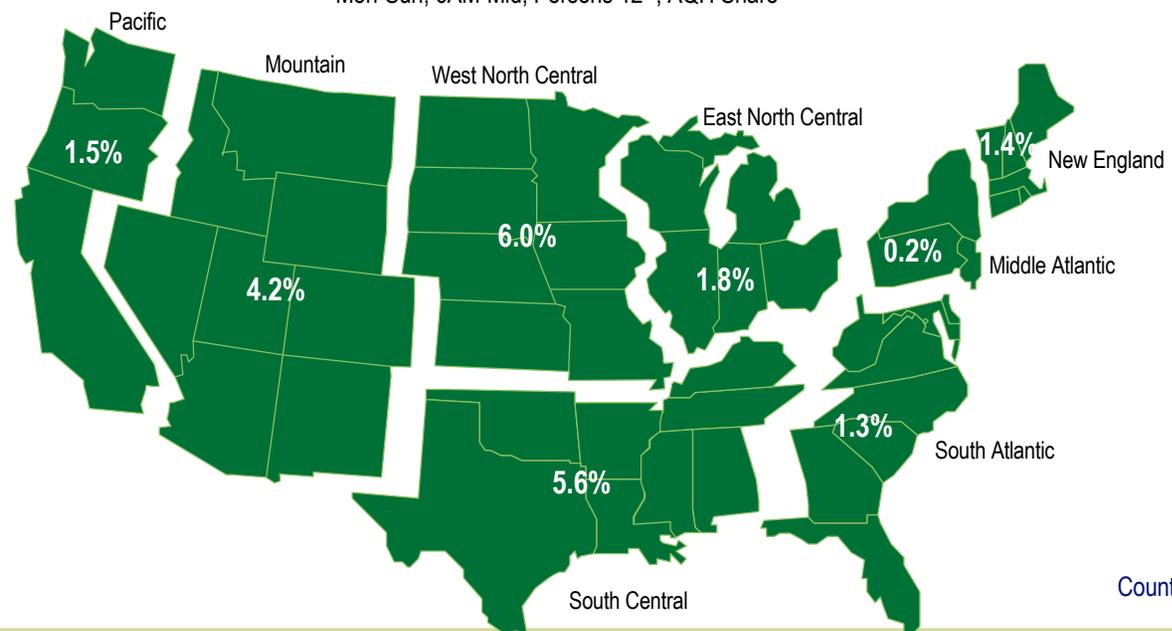
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



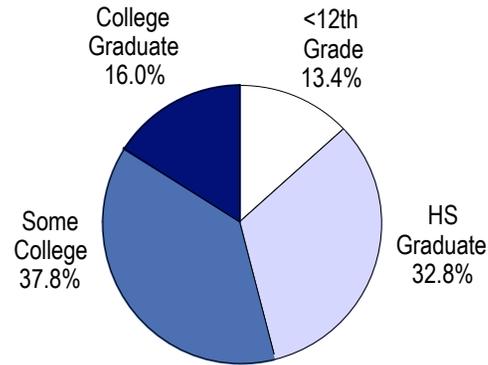
Country continued ▶

Country

Almost 87% of Hispanic Country listeners are high school graduates, with 54% having attended or graduated from college. They are among the most affluent of all Hispanics in this study, with 82% living in households earning at least \$25,000 per year; 51% are in households generating \$50,000+ annually.

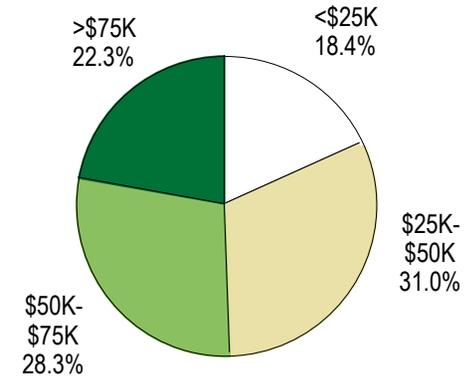
Education

Persons 18+



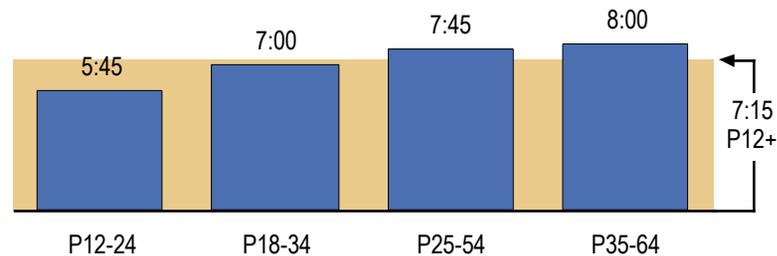
Household Income

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 2006.

Country continued ▶

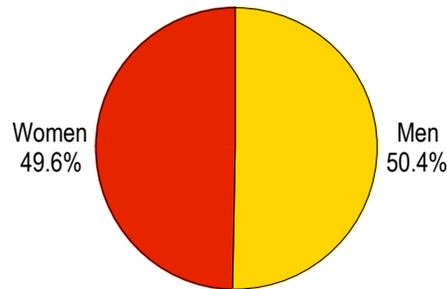
Spanish Variety

Spanish Variety is a programming approach that includes a diverse mix of music and information. Just under 1 million Hispanics listened to the 145 Spanish Variety stations across the country each week in Spring 2006. That audience reach is only slightly more than half of those who tuned in during Spring 2005 (a particularly strong year) but still more than those who listened in either Spring 2004 or 2003. In Spring 2006, Spanish Variety delivered 1.4% of the total weekly Hispanic radio audience.

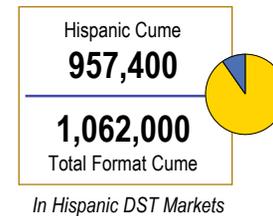
The Spanish Variety audience is evenly split male/female, and has been each year between 2002 and 2006. Because of its “variety” approach, the format appeals to an unusually diverse Hispanic community of primarily 18+ listeners, with 25- to 44-year-olds making up 43% of its target. However, 24% of its audience are over 55, while nearly 20% of the format’s listeners are under 25.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

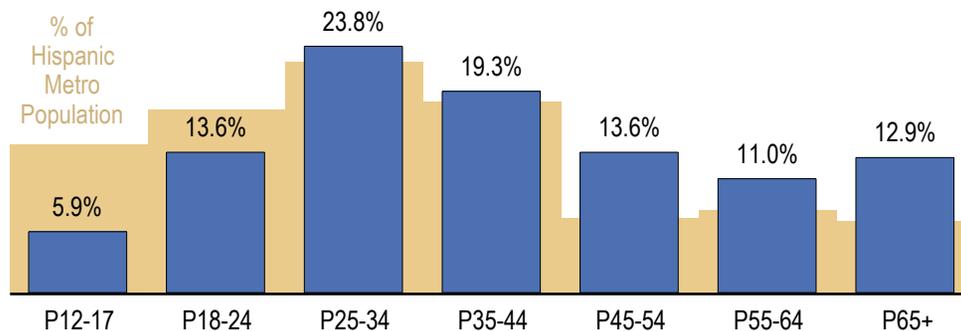


AQH Share Trend

	Hispanic	Total
SP02	3.1	0.5
SP03	1.4	0.2
SP04	1.0	0.1
SP05	3.2	0.6
SP06	1.4	0.2

Audience Composition

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



Spanish Variety continued ►

Spanish Variety

Spanish Variety's P1 audience accounts for 72% of its ratings; that's higher than any other Spanish-language format. The format does best in the West North Central region, and it's the only Spanish-language format that generates at least some ratings in every region of the country.

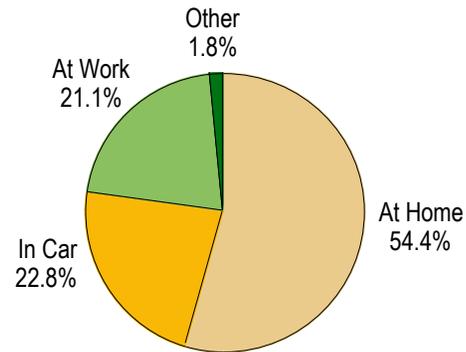
At-home tune-in still earns the majority of all Spanish Variety listening (54%), but that figure is significantly down from 2003 and 2002, when it was more than 60%. Meanwhile, in-car listening rose 4% between 2002 and 2006 and has overtaken at-work as the second-most-preferred listening location.

Average Age of P1 Listeners
43
Proportion of Listening from P1s
72%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

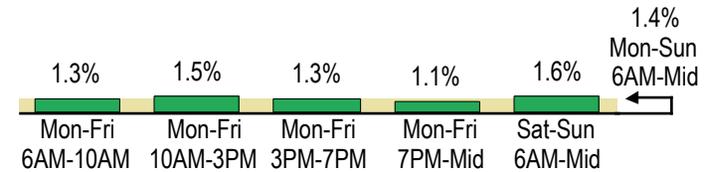
AQH Share of Listening by Location

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



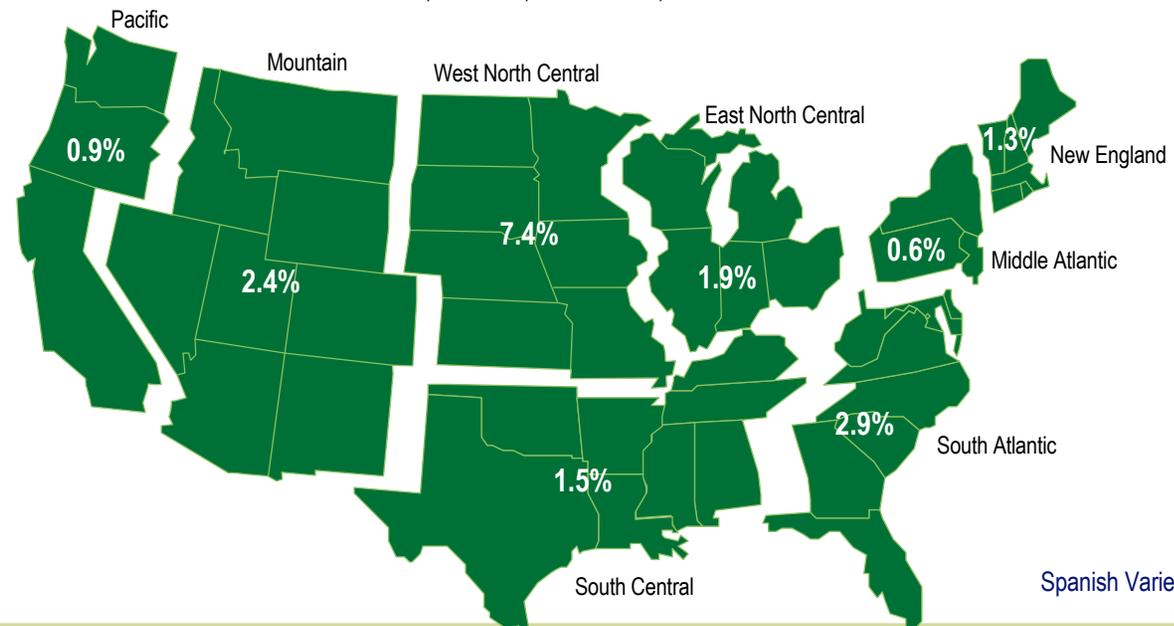
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Spanish Variety continued ►

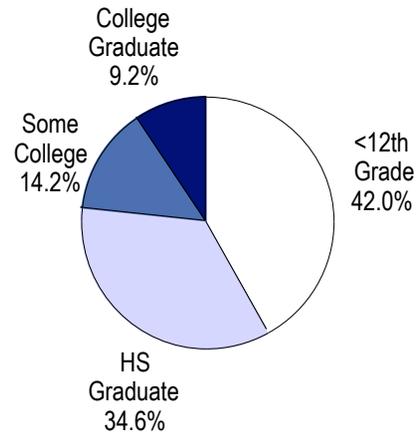
Spanish Variety

Spanish Variety tends to earn its highest ratings in middays, and its weekend ratings historically beat its weekday performance. Time spent listening has risen and fallen in recent years, but it was an hour down overall in Spring 2006, when compared to a five-year average from 2002 to 2006, and more than an hour down among 35-64s.

Educational achievement among Spanish Variety listeners also has fluctuated over the years and is hard to gauge, possibly owing to significant immigration. The percentage of those who are high school graduates rose from 27% in Spring 2002 to 35% in Spring 2006. Income levels also improved, with the percentage of households earning \$50,000 or more rising from 18% to 23% during that time.

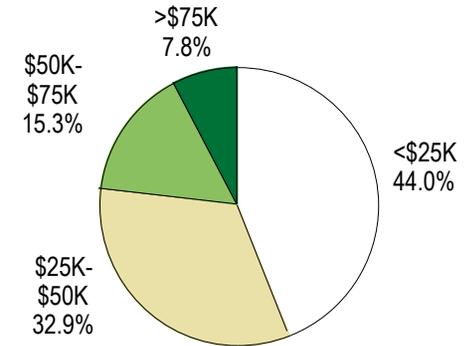
Education

Persons 18+



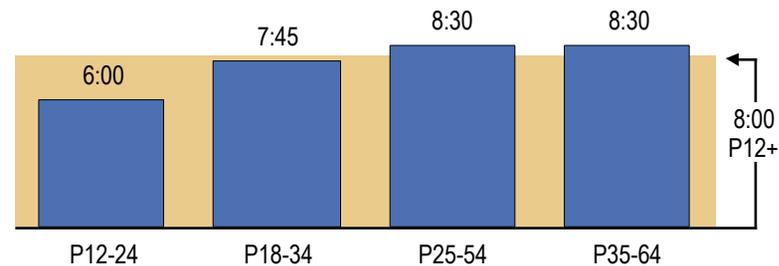
Household Income

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 2006.

Spanish Variety continued ▶

Spanish Religious

The Spanish Religious format features inspirational and easy-listening religious music from Latin America. The format programs 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 includes music, spiritual teachings and daily praise and worship.

The number of Hispanics listening to the 68 Spanish Religious stations grew 11% between the Spring of 2005 and 2006 to nearly 500,000 per week, helping boost the format's 12+ Average Quarter-Hour Share of total Hispanic listening from 0.9% to 1.1%.

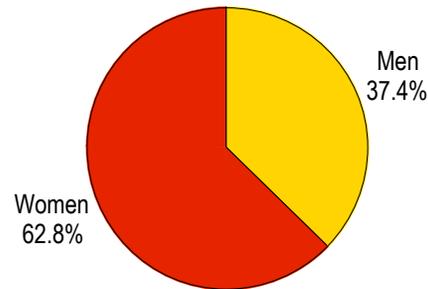
In Spring 2006, nearly 63% of its listeners were women—a higher percentage than any other Spanish-language format. Almost 90% are over 25 years old. The core demographic is 35-44, with nearly 29% of the audience in that age group—up from 19% in 2005. Almost 46% are between 25 and 44 years old, and nearly 43% are between 45 and 64.

Note: Due to rounding, totals may differ.

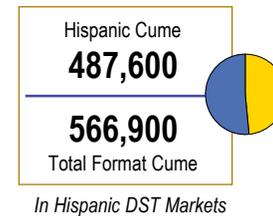
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Listeners 18+

Mon-Sun, 6AM-Mid



Cume

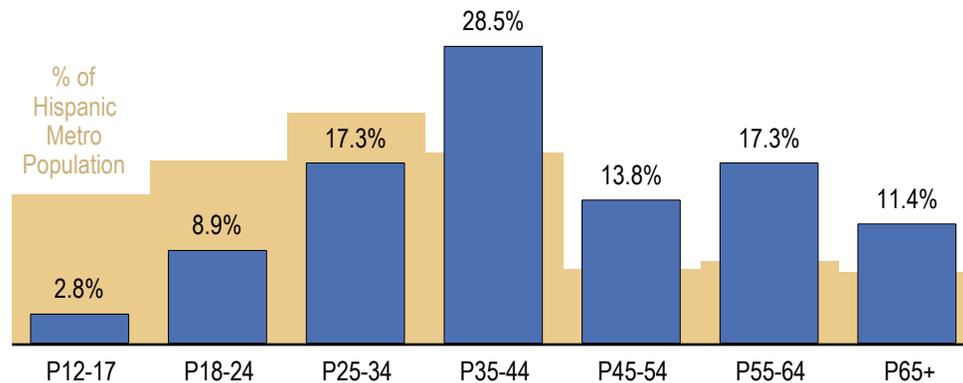


AQH Share Trend

	Hispanic	Total
SP02	-	-
SP03	-	0.1
SP04	-	0.1
SP05	0.9	0.0
SP06	1.1	0.1

Audience Composition

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



Spanish Religious continued ►

Spanish Religious

The vast majority of Spanish Religious listening—70%—takes place at home; no other format comes close to that percentage. Not surprisingly, less than 11% of listening takes place at work, far less than usual for Hispanic-targeted programming. Spanish Religious registers its highest ratings by far in the Middle Atlantic region.

Nearly 80% of the format's ratings come from P1 listeners—tops among all formats in this report. Spanish Religious listeners provide 13 hours of time spent listening weekly, second only to Mexican Regional. Part of the format's 12+ ratings increase in Spring 2006 from the previous year stems from more than two additional hours of TSL by the 35-64 segment.

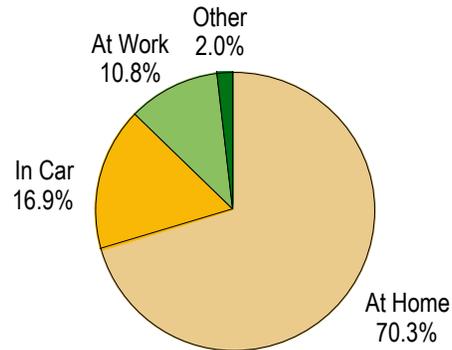
Average Age of P1 Listeners
41

Proportion of Listening from P1s
79%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

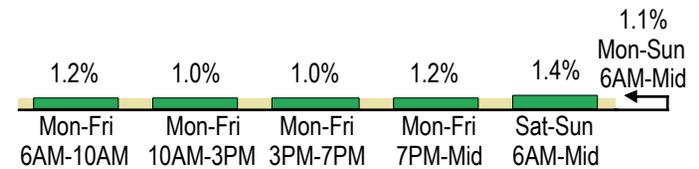
AQH Share of Listening by Location

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



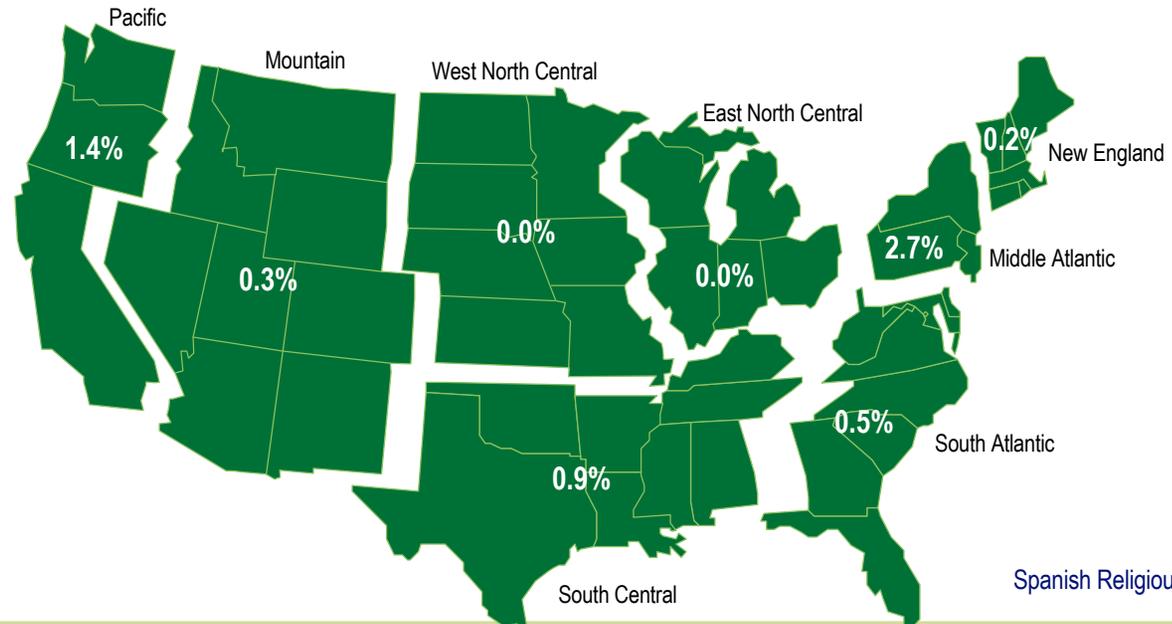
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Spanish Religious continued ►

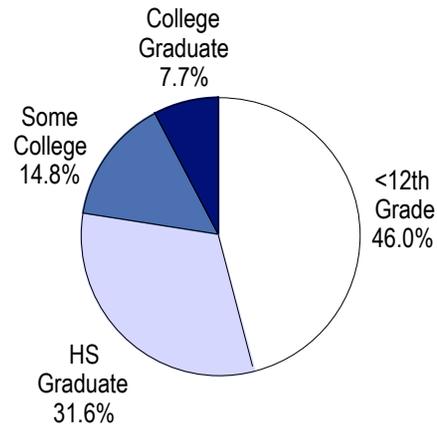
Spanish Religious

As one would expect with the interest in Sunday services, weekends are when Spanish Religious earns its best ratings—a 1.4% share—scoring 27% above its overall ratings. Weekday ratings are consistent throughout each daypart, with mornings and evenings slightly stronger than middays and afternoons.

Better than half of Spanish Religious listeners have graduated from high school. Nearly 45% live in households earning \$25,000+ annually.

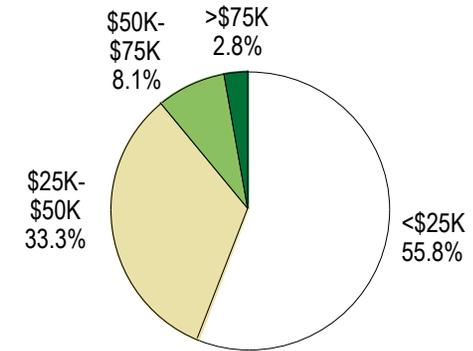
Education

Persons 18+



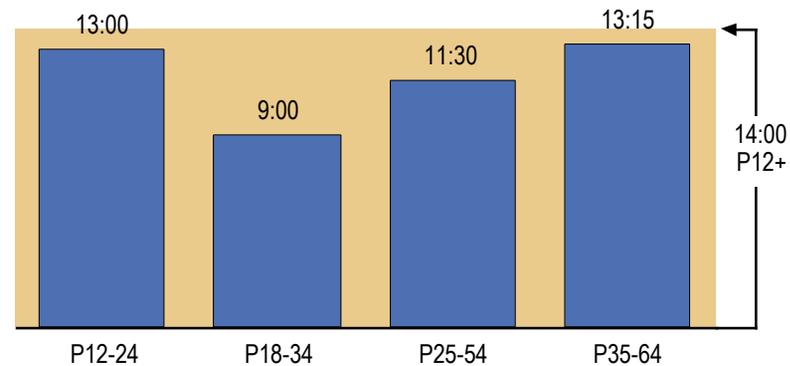
Household Income

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 MaximiSe® Plus National Regional Database, Spring 2006.

Spanish Religious continued ►

Tejano

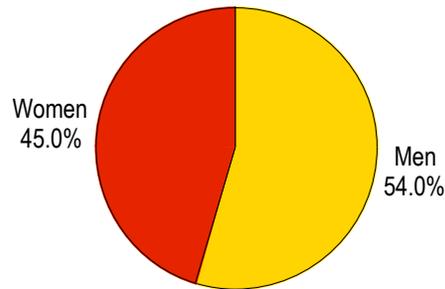
A half-million Hispanics listen each week to the 25 highly localized Tejano stations featuring Tex-Mex and regional music of Northern Mexico. The national Hispanic listenership declined 10% between Spring of 2005 and 2006, and the format's Average 12+ Quarter-Hour Share slipped to 0.7%.

The Tejano audience gender balance has completely reversed since Spring 2002 when it was 54% female compared to 46% male; by Spring 2006, it leaned male by the same margin. The format's core demographic is 45-54, with that segment composing 23% of its Hispanic audience. Between 2002 and 2006, Tejano's 45-64 age group rose from 31% to 38% of its total listenership, while its Teen composition declined by half.

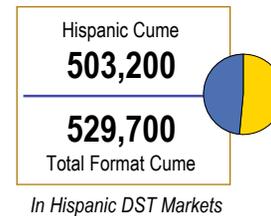
In 2006, Tejano's 55-64 segment was nearly twice as large as the average Hispanic Metro population for that age group, and the proportion of its Hispanic listeners who were from 55 to 64 years old was much higher than that of any other Spanish-language contemporary music format.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

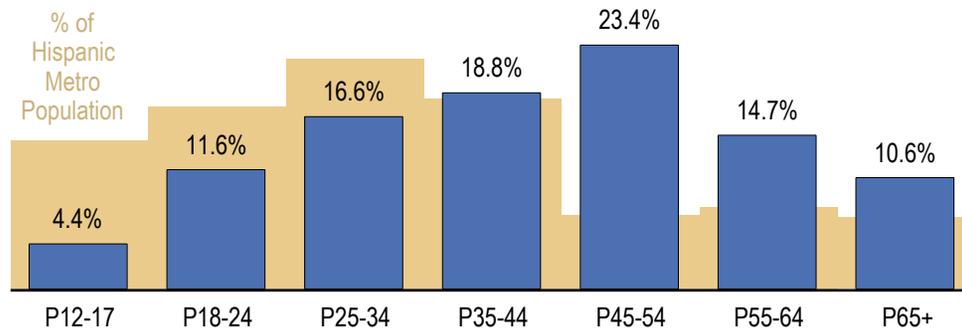


AQH Share Trend

	Hispanic	Total
SP02	1.1	0.1
SP03	1.0	0.1
SP04	1.1	0.1
SP05	0.8	0.1
SP06	0.7	0.1

Audience Composition

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



Tejano continued ▶

Tejano

Nearly all of Tejano's audience is in the South Central region, with the balance in the Mountain area. Tejano's P1 listeners deliver only 66% of its ratings, less than the P1s of any other Spanish-language format. Its audience ratings remain steady throughout the day, and Tejano gets its best ratings on weekends.

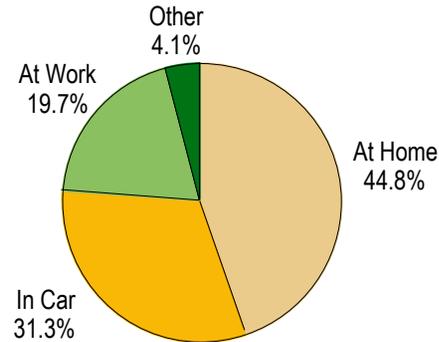
Time spent listening to Tejano among 12-24s dropped an hour per week between 2002 and 2006, and declined 45 minutes among 18-34s. The percentage of Tejano listening done at home fell from 50% to 45% between 2005 and 2006; most of that difference shifted to in-car tune-in. The percentage of listening in-car to Tejano is higher than the in-car share of listening to any other Spanish-language format.

Average Age of P1 Listeners
45
Proportion of Listening from P1s
66%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2006.

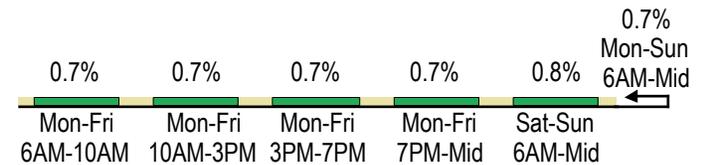
AQH Share of Listening by Location

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



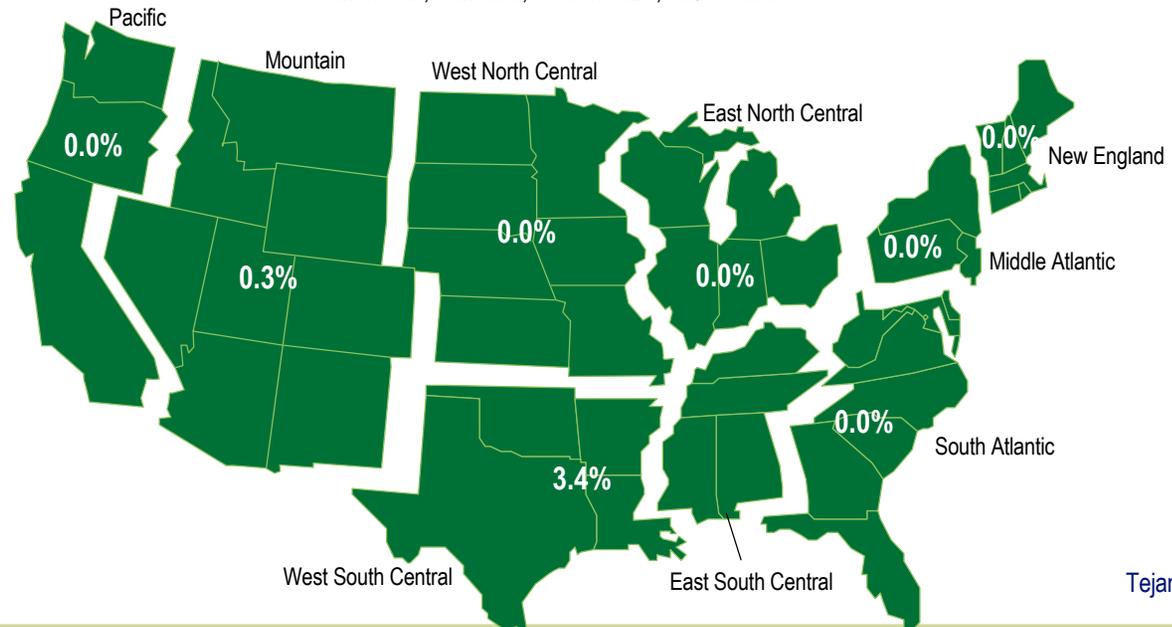
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Tejano continued ►

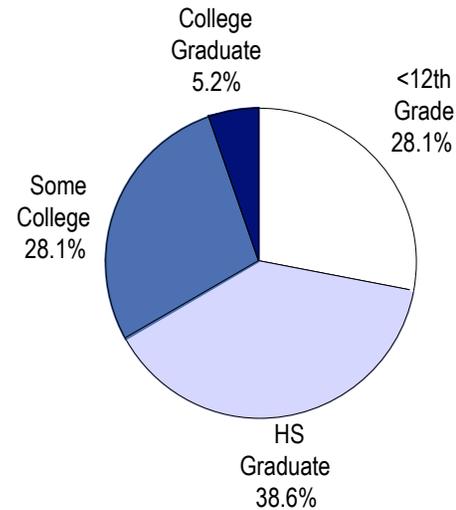
Tejano

Spanish-language radio's highly educated format has only become more so. By Spring 2006, nearly 72% of Tejano listeners had graduated from high school, up 7% from 2002.

Tejano's listeners are also the most affluent among Hispanics. Those in households earning \$25,000 or more rose from 58% to 70% between 2002 and 2006. The percentage of Tejano listeners in households earning \$50,000+ climbed from 16% to 22%; those in the \$75,000+ category improved from 6% to 10%.

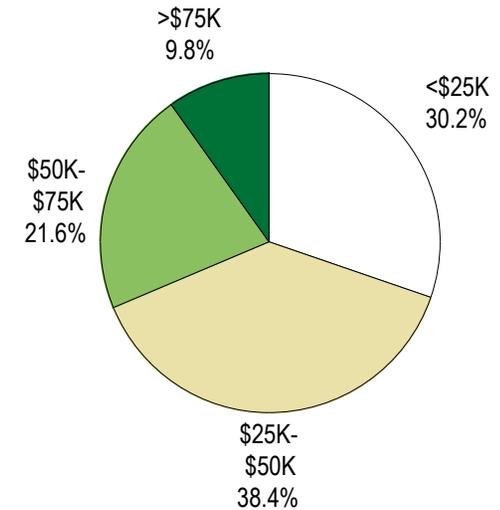
Education

Persons 18+



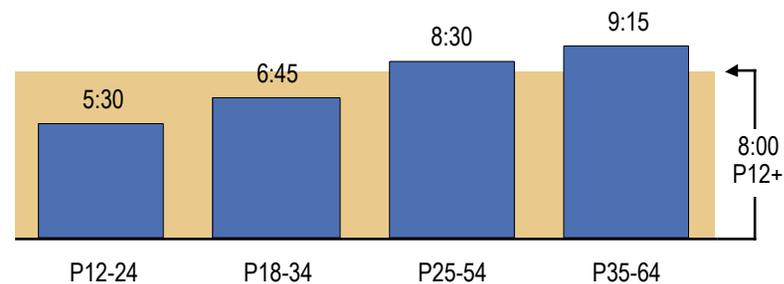
Household Income

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 2006.

Tejano continued ►

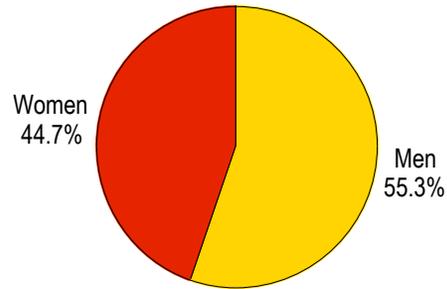
Spanish Oldies

Playing a cross-section of hit songs mostly from the '60s, '70s and '80s, Spanish Oldies is similar to the English-language Oldies format, except it covers more genres across Latin America and has a broad balance in its adult appeal. Its weekly reach of Hispanic listeners increased 49% between Spring 2005 and 2006 to nearly 350,000 across 27 stations, boosting the Spanish Oldies share of the Hispanic audience from 0.4% to 0.5%. The 18+ audience leaned 55% men in Spring 2006, down from 60% men in 2005.

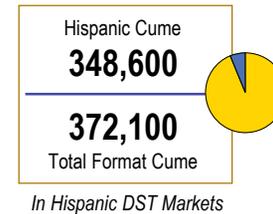
Almost half of Spanish Oldies listeners are at least 45 years old, but only a slightly smaller proportion—42%—are between 25 and 44. Interestingly, between 2005 and 2006, the Spanish Oldies audience composition turned younger: The 18-34 listener segment grew from 28% to 35%, while the 18-24 age group increased from 7% to nearly 12%. Meanwhile, the percentage of its listeners 55 or older fell from 33% to 28%.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Listeners 18+ Mon-Sun, 6AM-Mid



Cume

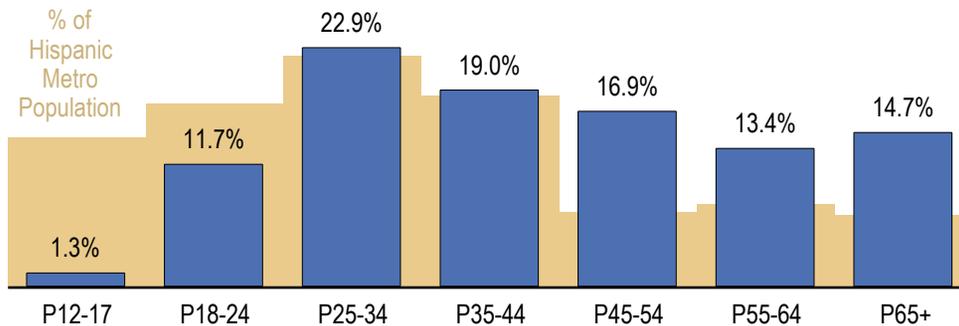


AQH Share Trend

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	0.4	0.0
SP06	0.5	0.1

Audience Composition

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



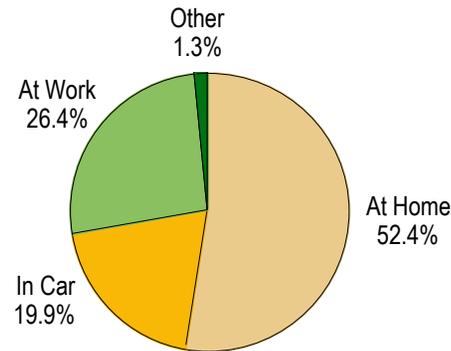
Spanish Oldies continued ►

Spanish Oldies

A slight majority—52%—of Spanish Oldies listening takes place at home, with at-work receiving half that amount, and most of the rest going to in-car listening. The ratings for Spanish Oldies are consistent from one daypart to another, with weekends and middays notching slightly higher audience figures than the rest of the week.

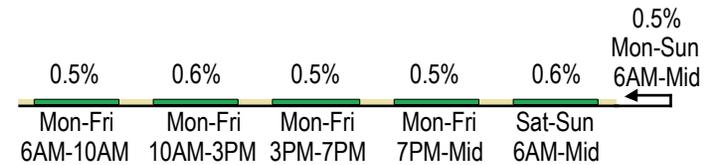
AQH Share of Listening by Location

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



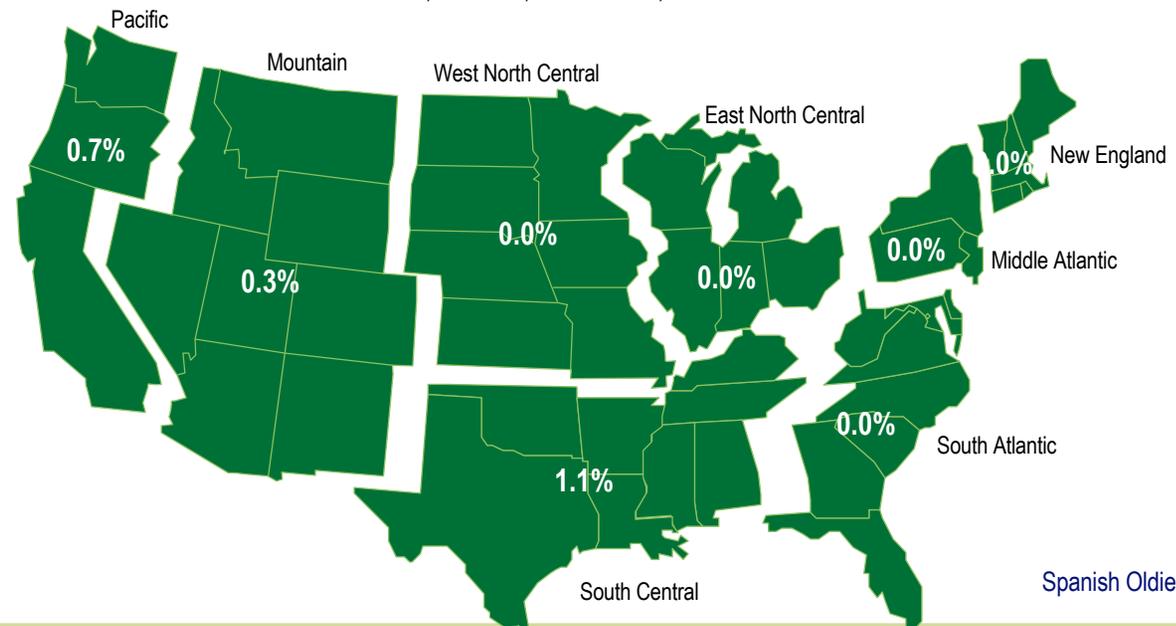
AQH Share of Listening by Daypart

Persons 12+



Audience Share by Region

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



Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Spanish Oldies continued ►

Spanish Oldies

Time spent listening improved 30 minutes among 18-34s and a full hour among the 12-24 age group. Overall, the average Spanish Oldies listener in Spring 2006 was aged 45, a year younger than in 2005. A geographically localized format, Spanish Oldies gets its ratings primarily from the South Central region, but also from the Pacific and Mountain territories.

While less than half of the listeners of Spanish Oldies have graduated from high school, the percentage of those who have a high school diploma but have not attended college rose from 26% to 31% between 2005 and 2006.

Average Age of P1 Listeners

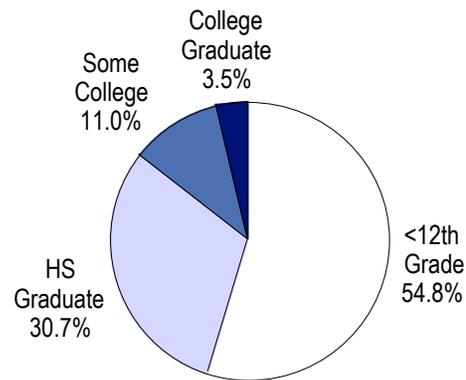
45

69%

Proportion of Listening from P1s

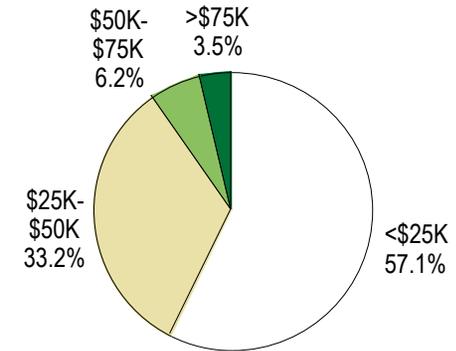
Education

Persons 18+



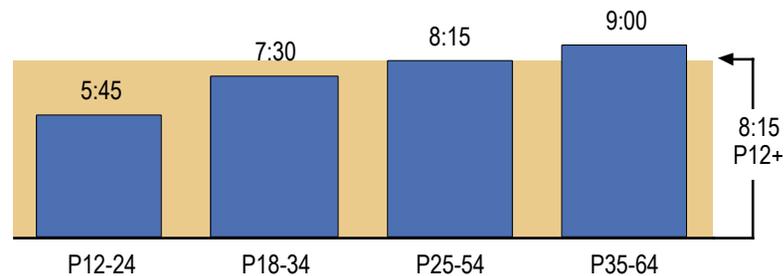
Household Income

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 2006.

Spanish Oldies continued ►

National Radio Listening Trends

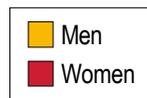
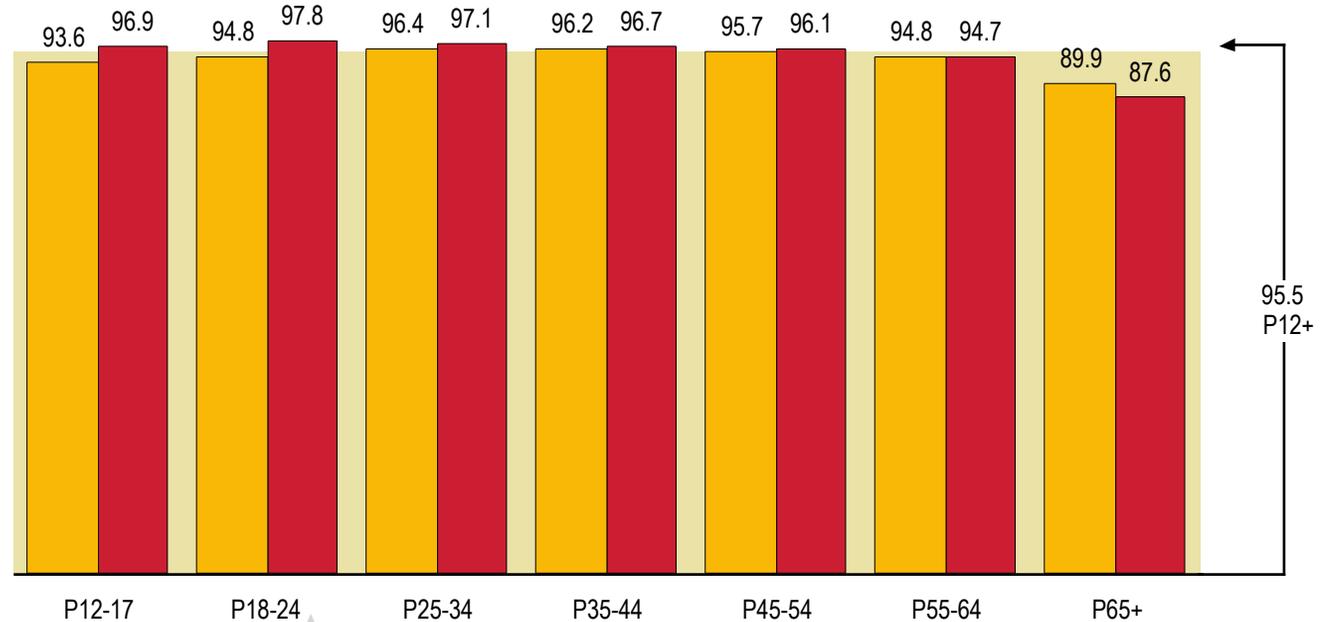
As you will see on the following pages, radio is a valued and entrenched part of Hispanic consumers' lives. From dawn to dusk, at home or away from home—radio is a primary media platform for this ethnic group.

Radio Reaches All Ages

Radio's Reach Spans All Ages

These figures testify to Hispanic radio's powerful ability to attract listeners in every demographic group. Radio's strength is consistent over time as well: Radio's overall reach among Hispanics actually increased 1% between 2002 and 2006. In fact, radio's reach among Hispanics is up among both men and women in every demographic group except Men 18-24 and Teen girls, which were down slightly. The cume ratings among Women 18-24 and 55-64 were higher in Spring 2006 than in all previous years, dating back to 2002.

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 light green background represents the average of all Hispanic 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.

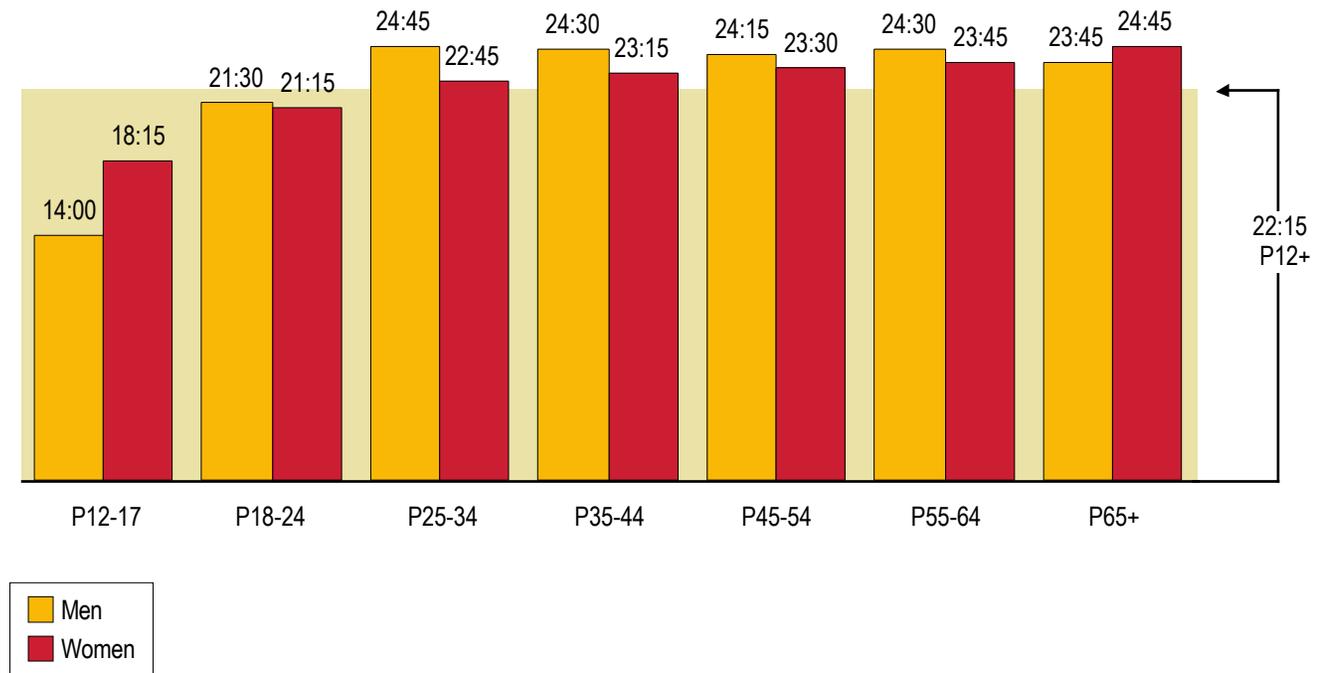
Source: *Maximiser® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.*

Radio Reaches All Ages

Despite numerous media alternatives available to radio listeners, overall TSL remained the same in Spring 2006 as in Spring 2002. TSL has risen during that time among Men 25-34, 45-54, 55-64 and 65+—a full hour in most demo groups. Only Teen males listened less, and that was only 45 minutes in that time span. TSL among women was more mixed, with 18-24s down an hour, and 55-64s off 45 minutes. However, Women 45-54 rose an hour, while Women 65+ improved by 45 minutes.

Time Spent Listening

Hours:Minutes per Week



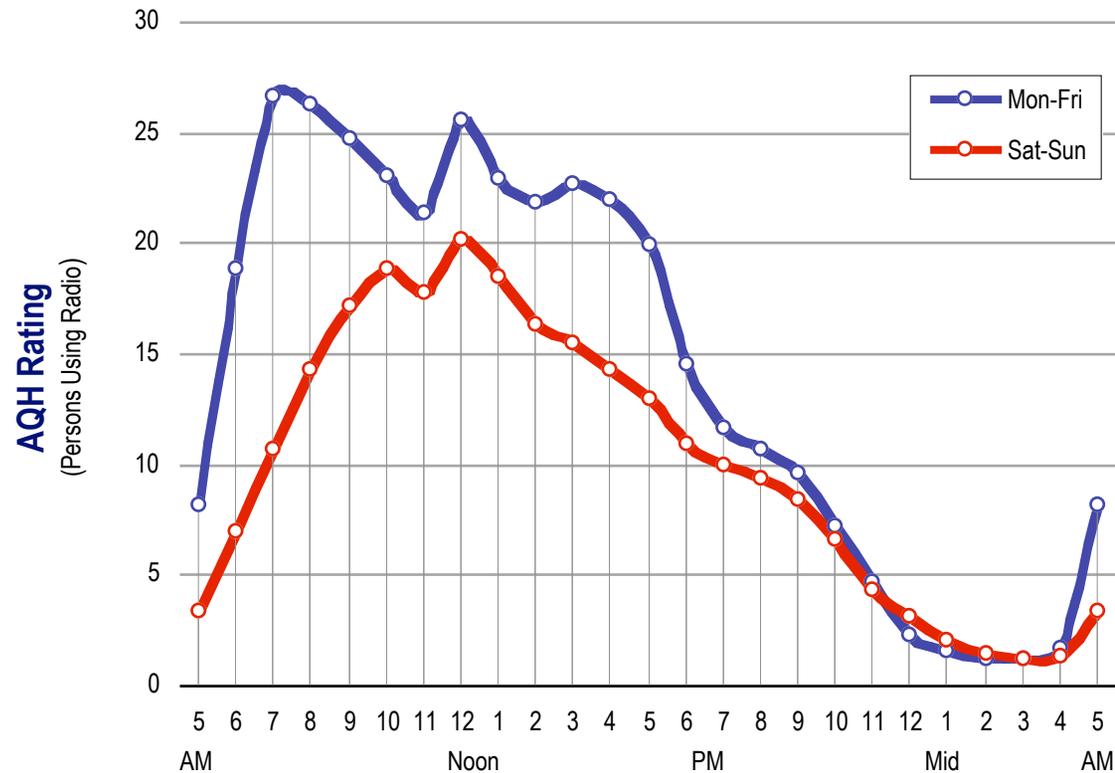
Source: *Maximiser® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid, All Hispanic Markets.*

Hour-by-Hour Listening

This chart illustrates a long-standing pattern in which radio listening by Hispanics peaks during the 7AM hour. However, Hispanics' listening remains strong throughout the morning, rises both during the lunch hour and at the start of the afternoon commute, before declining as people get home from work and shift to evening activities. However, even as late as the 9PM hour, nearly 10% of all Hispanic Persons 12+ are listening to the radio. Weekend listening peaks in the noon hour and, without morning and afternoon commute schedules, reflects much more gradual listening shifts throughout the day. Hispanic weekend ratings overall remained 70% as high as their weekday listening in Spring 2006 (compared to 66% for all people listening), and are 92% as high as weekdays between 7PM and 5AM (compared to 90% for all people listening).

Source: *Maximiser® Plus National Regional Database, Spring 2006, Mon-Sun, 5AM-5AM, All Hispanic Markets.*

Hour-by-Hour Listening, AQH Rating

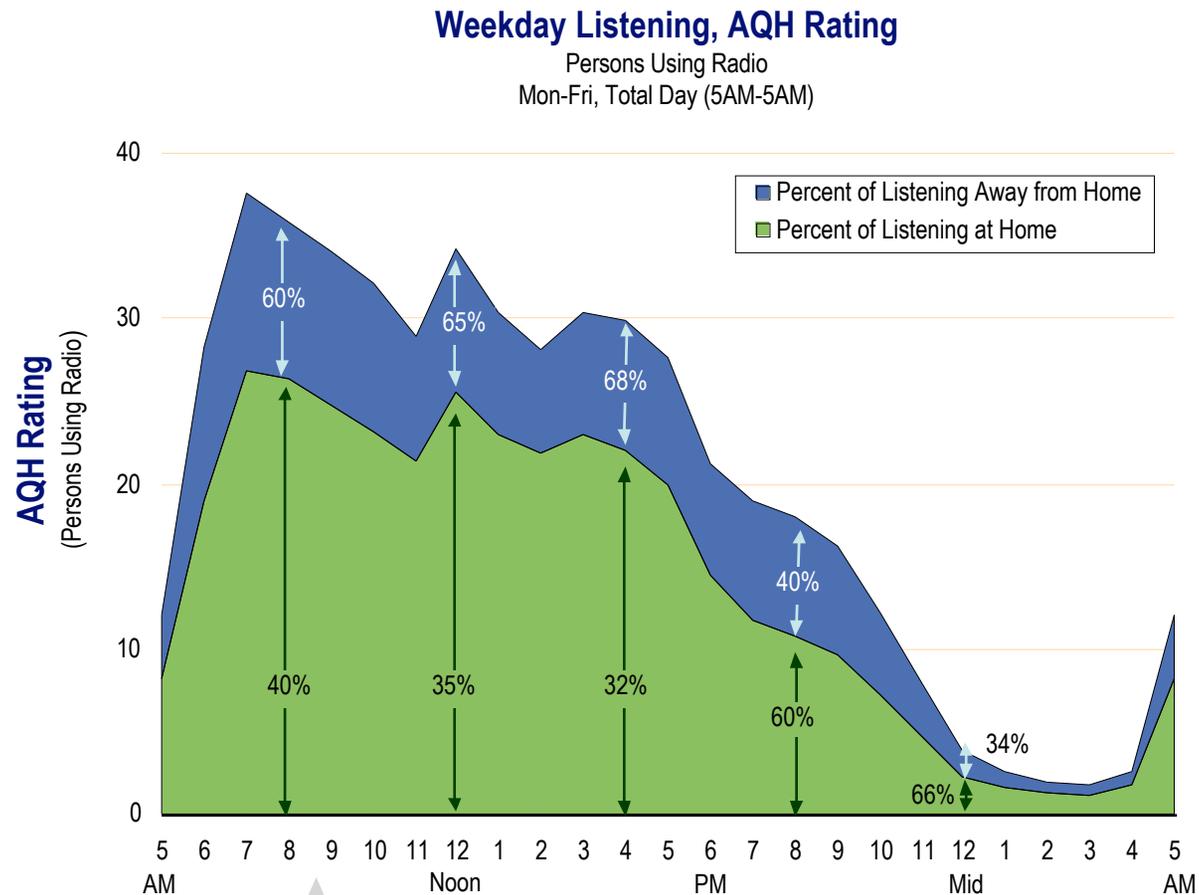


Where Hispanic People Listen: Weekdays

For 15 hours each weekday and from sunup to sundown, more radio listening by Hispanics actually takes place away-from-home—accompanying listeners in-car, at-work or some other location. Radio's unique advantage as *the* on-the-go medium is its ability to reach people wherever they are, and for advertisers, to most directly influence purchasing decisions. Away-from-home listening by Hispanics peaks in the 2PM to 3PM hour, when 72% of radio tune-in is somewhere other than at home.

The hour-by-hour pattern indicated on this graph reflects a notable increase in Hispanics' away-from-home listening between 2002 and 2006: Between 7AM and 8AM, away-from-home jumped from 55% to 60%; between 10AM and 11AM, it rose from 58% to 61%; from 3PM to 4PM, it increased from 64% to 68%; and from 11PM to midnight, it climbed from 31% to 34%.

Source: *Maximiser® Plus National Regional Database, Spring 2006, Mon-Fri, 5AM-5AM, All Hispanic Markets.*



How to Read:

The graphs on this page and the next indicate 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 graph, 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

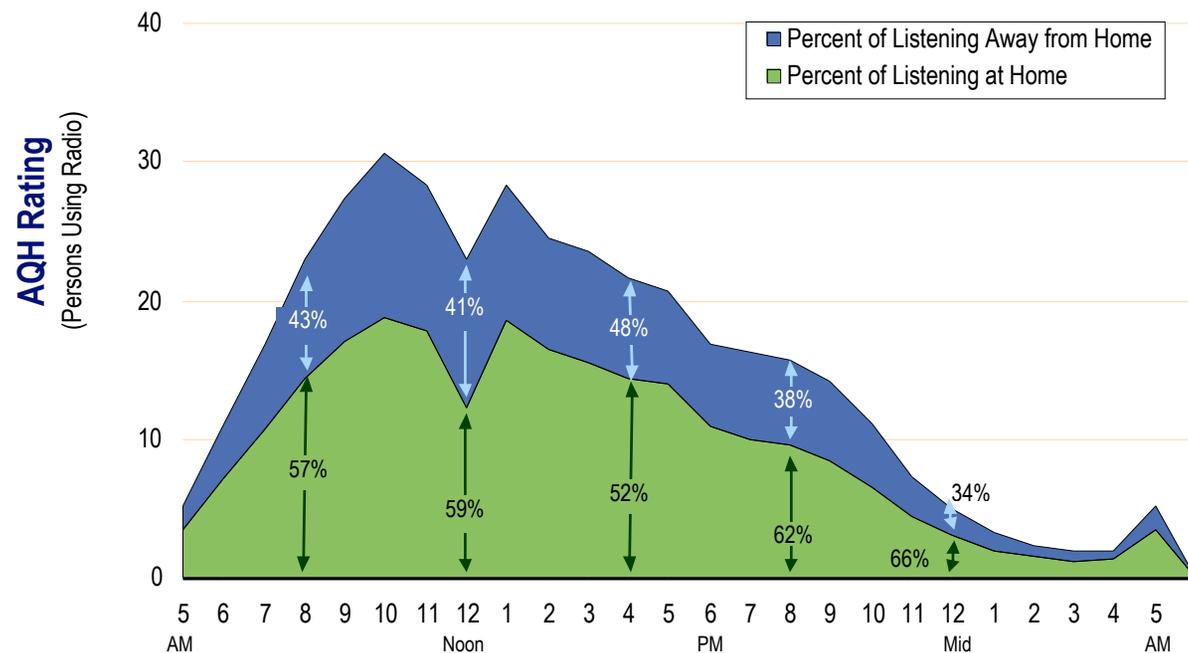
Radio's Hispanic audience on the weekend is about 25% lower than during the week because so many people have the weekend off and aren't commuting. Consequently, the majority of listening during the weekend takes place at home except during the 2PM-3PM hour. It is in the noon hour and the 2AM-3AM hour when the largest weekend listening increases occur. During the week, overall radio listening by Hispanics peaks in the 7AM hour, whereas on the weekends it's the noon hour. The largest decrease in away-from-home listening on weekends takes place between 6PM and 7PM.

Weekend radio offers some of broadcasting's most popular programming, including countdown shows, sportscasts and special features. The weekend hour-by-hour listening pattern among Hispanics remained virtually the same between the years 2002 and 2006, except between 7AM and 8AM, when away-from-home's share of listening among Hispanics climbed from 39% to 43%.

Source: *Maximiser® Plus National Regional Database, Spring 2006, Sat-Sun, 5AM-5AM, All Hispanic Markets.*

Weekend Listening, AQH Rating

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

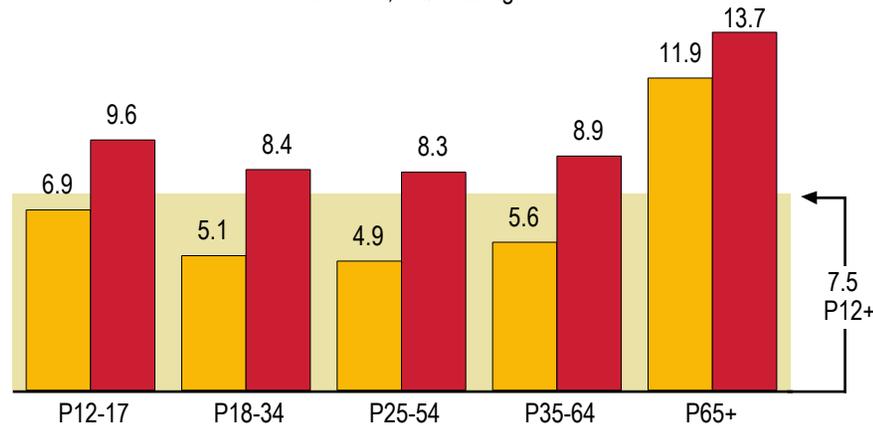


Where Hispanic Men and Women Listen

Radio's Average Quarter-Hour audience rating among Hispanics at home has remained fairly stable during the four years between 2002 and 2006, though the away-from-home AQH rating has climbed at a growth rate of 3% (from 9.2% to 9.5%) during that time frame. That increase in out-of-home rating can be attributed primarily to growth among Men 25-54 and Men 35-64 (up 8% and 7%, respectively), though Men 18-34 also gained. Women also contributed to the away-from-home ratings increase, especially among the 65+ age group (up at a rate of 54%, from 2.4% to 3.7%). Meanwhile, the AQH ratings for at-home listening by Teen boys and girls declined at a rate of 8% and 6%, respectively, between 2002 and 2006.

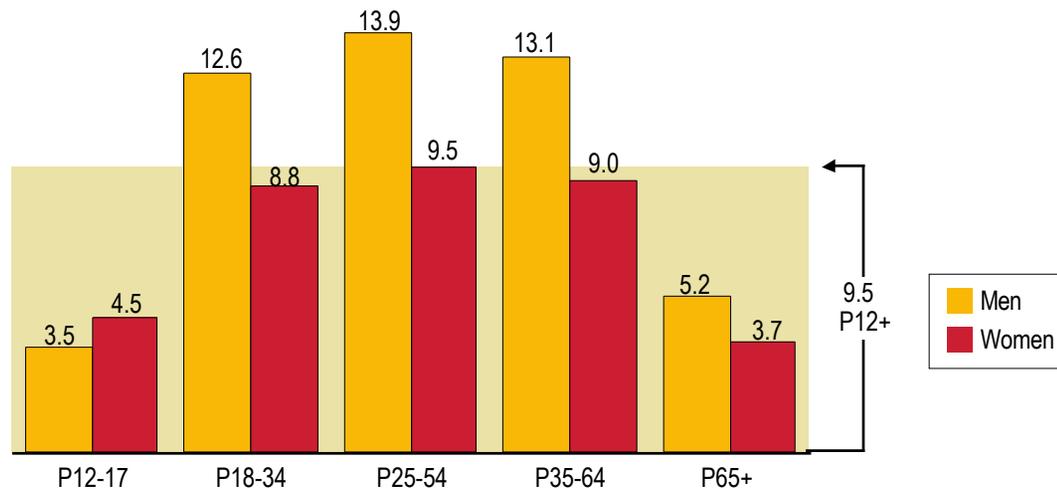
At-Home Listening for Men and Women

Total Week, AQH Rating



Away-from-Home Listening for Men and Women

Total Week, AQH Rating



Source: MaximiSer® Plus National Regional Database, Spring 2006, Mon-Sun, 6AM-Mid, All Hispanic Markets.

Listening Location—in Detail

The majority of radio listening throughout the week takes place out-of-home, except in the evenings, and this chart indicates how the distribution of radio listening logically moves around throughout the day: At-home and in-car lead in mornings, at-work dominates in middays, in-car and at-home regain in afternoons and at-home wins again in evenings.

Between 2002 and 2006, in-car's share of Hispanic radio listening grew at a rate of more than 5%, an increase coming at the expense of both at-home and at-work listening. The largest shifts occurred in the drive-time periods. In mornings, at-home listening dropped at a rate of 7% (from 43% to 40%), while in-car listening rose 10% (from 30% to 33%). In afternoons, at-home fell at a rate of 3% (from 38.5% to 37.5%) and at-work declined at a 7% rate (from 25.4% to 23.7%), with in-car gaining 7% (from 33.2% to 35.5%). These figures reflect the reality of Hispanic American workers' gradually longer commutes and increasingly mobile lifestyles.

Source: *Maximiser® Plus National Regional Database, Spring 2006.*

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	44.3%	27.3%	25.4%	3.1%
Mon-Fri 6AM-10AM	40.0%	33.0%	25.5%	1.5%
Mon-Fri 10AM-3PM	33.8%	21.1%	42.1%	2.9%
Mon-Fri 3PM-7PM	37.5%	35.5%	23.7%	3.2%
Mon-Fri 7PM-Mid	66.0%	18.9%	10.9%	4.2%
Weekend 10AM-7PM	54.2%	27.6%	13.9%	4.3%

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 while at a friend's house, at the beach or park, working out at the gym or waiting in a doctor's office, you're in an "other" location. The new Arbitron Portable People Meter™ measurement tool also credits listening to radio stations that people hear in restaurants, stores and businesses, even if attention is not directly focused on the station. It should be noted that "at-work" listening, while frequently thought of as "office" listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), retail outlet, factory or construction site.

Listening by Daypart

As this chart shows, radio continues to be a part of nearly everyone's lives each week. In general, a higher percentage of women than men listen to radio (particularly with the 12-17 and 18-24 demo groups), except among those aged 55+, where men take the lead.

Among Hispanic men, the largest cume ratings shifts between 2004 and 2006 were as follows: Overall growth occurred with the 25-34 and 55-64 age groups; Teen boys were down at a rate of 7% in evenings (from 66.3% to 61.6%); Men 18-24 fell at a rate of 6% in evenings; Men 45-54 were off at a rate of 6% on weekends; Men 18-24, 55-64 and 65+ were up in mornings; Men 55-64 were down at a rate of 8% in evenings (though all other dayparts were up, including weekends); and Men 65+ were up at a rate of 7% in afternoons.

Among Hispanic women, the largest cume ratings shifts between 2004 and 2006 were as follows: Overall growth occurred with the 18-24, 45-54 and 55-64 age groups; Teen girls were down at a rate of 7% in middays and 6% in evenings; Women 35-44 were off 6% in evenings; and Women 65+ were up 8% in afternoons.

Source: *Maximiser® Plus National Regional Database, Spring 2006.*

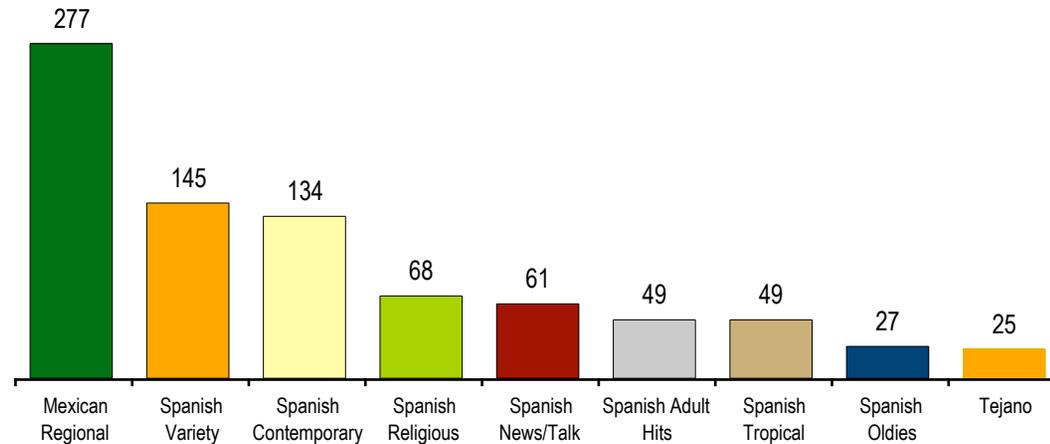
Listening by Daypart

Mon-Sun, 6AM-Mid
Cume Ratings

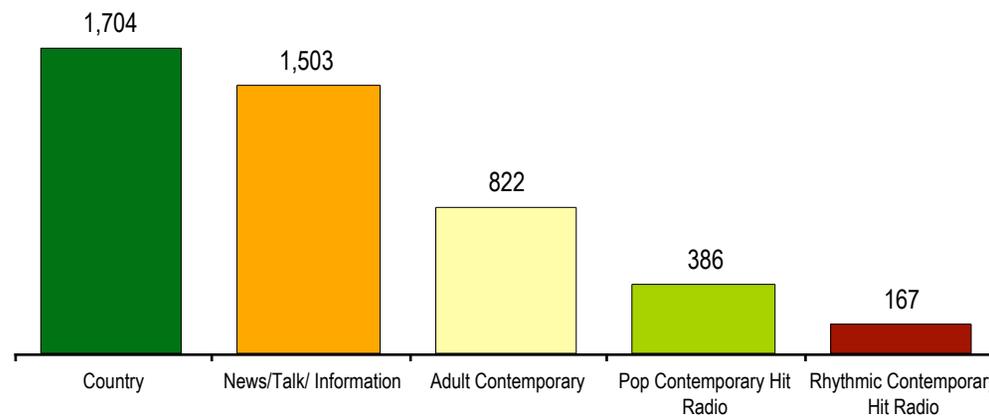
		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	69.1	48.9	75.4	61.6	74.4	93.6
	W	79.5	55.7	86.4	76.4	86.1	97.7
P18-24	M	77.5	72.6	76.0	57.1	76.6	94.8
	W	81.2	82.7	81.6	66.6	83.4	97.8
P25-34	M	83.7	75.6	79.8	50.4	78.2	96.4
	W	84.6	82.9	81.4	52.2	81.5	97.1
P35-44	M	83.3	73.1	79.4	47.7	76.2	96.2
	W	86.9	79.9	80.2	47.8	79.8	96.7
P45-54	M	81.4	70.9	80.5	46.5	75.9	95.7
	W	84.3	76.7	77.9	47.5	80.0	96.1
P55-64	M	82.8	74.4	73.4	40.9	78.9	94.8
	W	79.4	76.9	72.7	41.9	79.2	94.7
P65+	M	75.1	73.2	67.9	41.4	75.0	89.9
	W	73.9	75.6	65.2	38.6	74.4	87.6

U.S. Hispanic-Targeted Radio Stations per Format

Number of Spanish-Language Stations



Number of General Market Stations



Radio Formats Ranked by Hispanic Audience Share

Radio Formats Ranked by Hispanic Audience Share

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2006

Format	Share
Mexican Regional	19.7%
Spanish Contemporary	13.0%
Rhythmic Contemporary Hit Radio	8.9%
Spanish Adult Hits	7.0%
Spanish Tropical	6.0%
Pop Contemporary Hit Radio	4.6%
Adult Contemporary	4.2%
Spanish News/Talk	3.5%
News/Talk/Information	2.5%
Country	2.4%
Spanish Variety	1.4%
Spanish Religious	1.2%
Tejano	0.7%
Spanish Oldies	0.5%

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Radio Formats Ranked by Hispanic Audience Share by Region

Radio Formats Ranked by Hispanic Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2006

New England

Spanish Tropical	22.6%
Rhythmic CHR	21.3%
Adult Contemporary	13.3%
Pop CHR	7.4%
News/Talk/Information	2.9%
Spanish Contemporary	2.9%
Country	1.4%
Spanish Variety	1.3%
Spanish News/Talk	0.2%
Spanish Religious	0.2%
Mexican Regional	0.0%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Tejano	0.0%

Middle Atlantic

Spanish Contemporary	25.5%
Spanish Tropical	21.2%
Rhythmic CHR	8.0%
Adult Contemporary	7.9%
Pop CHR	5.2%
Spanish News/Talk	5.0%
Spanish Religious	2.7%
News/Talk/Information	1.5%
Spanish Variety	0.6%
Country	0.2%
Mexican Regional	0.0%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Tejano	0.0%

South Atlantic

Spanish Contemporary	21.5%
Spanish Tropical	10.8%
Spanish News/Talk	10.5%
Mexican Regional	8.0%
Rhythmic CHR	4.7%
Pop CHR	4.5%
Adult Contemporary	4.3%
Spanish Variety	2.9%
News/Talk/Information	2.8%
Country	1.3%
Spanish Adult Hits	1.3%
Spanish Religious	0.5%
Spanish Oldies	0.0%
Tejano	0.0%



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Continued ►

Radio Formats Ranked by Hispanic Audience Share by Region

Radio Formats Ranked by Hispanic Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2006

East North Central

Mexican Regional	31.2%
Spanish Adult Hits	12.4%
Spanish Tropical	8.6%
Rhythmic CHR	5.5%
Pop CHR	5.0%
Adult Contemporary	2.7%
News/Talk/Information	2.7%
Spanish News/Talk	1.9%
Spanish Variety	1.8%
Country	1.1%
Spanish Contemporary	0.0%
Spanish Oldies	0.0%
Spanish Religious	0.0%
Tejano	0.0%

West North Central

Mexican Regional	22.1%
Spanish Adult Hits	10.7%
Rhythmic CHR	8.7%
Spanish Variety	7.4%
Adult Contemporary	6.0%
Country	6.0%
Pop CHR	6.0%
News/Talk/Information	2.7%
Spanish Contemporary	0.0%
Spanish News/Talk	0.0%
Spanish Oldies	0.0%
Spanish Religious	0.0%
Spanish Tropical	0.0%
Tejano	0.0%

South Central

Mexican Regional	23.7%
Spanish Adult Hits	10.3%
Rhythmic CHR	8.7%
Spanish Contemporary	8.4%
Country	5.6%
Pop CHR	4.8%
Tejano	3.4%
Adult Contemporary	3.2%
News/Talk/Information	2.7%
Spanish News/Talk	2.1%
Spanish Variety	1.5%
Spanish Oldies	1.1%
Spanish Religious	0.9%
Spanish Tropical	0.0%



Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2006.

Continued ►

Radio Formats Ranked by Hispanic Audience Share by Region

Radio Formats Ranked by Hispanic Audience Share by Region

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2006

Mountain

Mexican Regional	27.9%
Spanish Adult Hits	9.2%
Spanish Contemporary	9.0%
Rhythmic CHR	8.0%
Pop CHR	4.9%
Country	4.2%
News/Talk/Information	3.5%
Adult Contemporary	3.2%
Spanish Variety	2.4%
Spanish News/Talk	0.6%
Spanish Oldies	0.3%
Spanish Religious	0.3%
Tejano	0.3%
Spanish Tropical	0.0%

Pacific

Mexican Regional	26.2%
Spanish Contemporary	11.3%
Rhythmic CHR	10.9%
Spanish Adult Hits	8.9%
Pop CHR	3.8%
Adult Contemporary	3.3%
Spanish News/Talk	2.3%
News/Talk/Information	2.2%
Spanish Tropical	2.1%
Country	1.5%
Spanish Religious	1.4%
Spanish Variety	0.9%
Spanish Oldies	0.7%
Tejano	0.0%



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2006.

Sources

Hispanic Radio Today 2007 Edition contains general statistics on radio and listening trends. Data for charts and graphs come from Arbitron's American Radio Listening Trends, Spring 2006, and Maximi\$er® Plus National Regional Database, Spring 2006. The American Radio Listening Trends combines radio listening data in 87 of Arbitron's continuously measured markets with Arbitron's own format information. The Maximi\$er 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.

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