

RADIO TODAY SERIES



Hispanic Radio Today 2009

How America Listens to Radio



Introduction

Welcome to *Hispanic Radio Today 2009 Edition*

Hispanic Radio Today 2009 provides an in-depth look at the radio listening activity and consumer profiles of Hispanic people, who represent 13% of the U.S. population. This new report covers 16 formats, including 10 Spanish-language formats and six English-language formats. Audience data for *Hispanic Radio Today 2009* are derived from the 105 Hispanic “Differential Survey Treatment (DST)” markets that have a significant Hispanic population.

The 10 Spanish-language formats covered include Mexican Regional, Spanish Adult Hits, Spanish Contemporary, Spanish News/Talk, Spanish Oldies, Spanish Religious, Spanish Tropical, Spanish Variety, Tejano and Latino Urban.

The six English-language formats in this report are general-market Adult Contemporary, Classic Hits, Country, News/Talk/Information, Pop Contemporary Hit Radio and Rhythmic Contemporary Hit Radio.

You’ll find an expanded examination of radio listening by Hispanic consumers across America for all 16 formats. Each one furnishes the average quarter-hour share of the total Hispanic audience, its weekly reach in terms of total listeners, the number of stations programming those formats, the gender balance, segmentation of the audience composition by age and preferred language for these formats, time spent listening by demographic, education levels, income by household, ratings by daypart and geographic region and listening by location (at home, in car, at work or another place).

After reading Arbitron’s *Hispanic Radio Today 2009*, you’ll see that radio continues to be a vibrant and relevant part of Hispanic Americans’ lives.

Questions and comments about Arbitron’s *Hispanic Radio Today 2009* can be directed to ron.rodriques@arbitron.com. Please direct news media inquiries to jessica.benbow@arbitron.com.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Radio continues to be a vibrant and relevant part of Hispanic Americans’ lives.

This study provides valuable insight on the evolving relationship between radio and its diverse Hispanic listener base.



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Hispanic Ratings Story Lines of the Year

Radio's Reach Among Hispanics Remains Overwhelmingly Strong...

Even with numerous media alternatives through which consumers can entertain and inform themselves, radio's overall reach among Hispanic listeners has remained between 94% and 96% ever since these studies began in Spring 2001; those figures have decreased less than 1% over that time. Among Spanish-dominant Hispanics, radio's reach in 2008 was 95%, and it was more than 93% with English-dominant Hispanics. Whether Spanish-dominant or English-dominant, radio reached at least 91% of Hispanic men in every age group, and attracted more than 91% of Hispanic women in every demographic cell 12-64.

Although AQH Ratings for Hispanic Listening Were Lower...

In this first annual report including PPM™-measured data from several major markets as well as Diary methodology, average quarter-hour (AQH) ratings were lower than what would otherwise have been reported using an all-Diary methodology. At-home AQH ratings were 36% lower in Fall 2008 than in Spring 2007, while away-from-home figures were 22% lower. These differences should not be regarded as actual declines or losses in listening, but as a shift in measurement methodology. As more markets transfer from Diary-based measurement to PPM, we can expect to see additional and significant adjustments in these figures compared to Diary returns.

...And So Were Time Spent Listening Figures

Time spent listening in Fall 2008 was lower than in previous years. However, that does not mean that there was less listening taking place. It would be more appropriate to say the results between the two periods were not comparable, and here's why:

1. PPM measurement data are included in the Fall '08 analysis, in addition to Diary data.
2. Two different seasons were being measured.
3. Fall 2008 was an election period that affected listening patterns.
4. Houston-Galveston data were excluded owing to disruptions from Hurricane Ike.

Hispanics aged 12 or above spent nearly 16 hours per week with radio, 30 minutes more than the national audience as a whole. Overall, Hispanics in nearly every age/demo group listened to radio more than the general audience in their respective age/demo groups.

Hispanic Ratings Story Lines of the Year

Weekend Listening Gaining in Proportion to Weekday Tune-In

Hispanic weekend ratings grew in relation to weekday tune-in, as weekend reach overall was 71% as high as weekday listening in Fall 2008, up from 69% in Spring 2007 and 66% in Spring '06. Weekend listening was just 1% less than weekdays from 7PM to 5AM, up from 6% less in Spring '07 and 8% less than the previous year. Weekend AHQ ratings tied or beat weekdays from 11PM to 4AM.

The only daypart where at-home listening was higher was during weekday mornings, when its share of all tune-in was 0.2% above Spring '07, though at-home's overall proportion of listening in morning drive decreased from 43% to 40% between Spring 2002 and Fall 2008.

In all other times of day, away-from-home's share of listening among Hispanics outweighed at-home tune-in. Here again, the Portable People Meter™ played a role, detecting radio being heard in numerous locations. Between Spring '07 and Fall '08, away-from-home's percentage grew in weekday middays from 66% to 68%; in weekday afternoons it jumped from 63% to 67%; in evenings it soared from 35% to 48%; and on weekends from 10AM to 7PM it climbed from 47% to 53%.

Away-From-Home's Share of Listening Continues to Grow...

Radio's overall quarter-hour ratings during weekdays among Hispanics were divided 40% at-home and 60% away-from-home. For 13 hours each weekday and from 7AM until 8PM, more radio listening by Hispanic consumers actually took place away from home: accompanying listeners in the car, at work or some other location. This pattern, based on Fall 2008 ratings, was a notable shift from Spring 2007 and 2006, when the majority of away-from-home tune-in occurred between 5AM and 7PM. This suggests Hispanics, like all other consumers, were experiencing longer commutes and shifting work schedules. Between Spring 2007 and Fall 2008, away-from-home's share of overall listening (Monday-Sunday) increased from 56% to 60%, by far the largest shift in recent years.

...Especially on Weekends

In Fall '08, there was a major increase in the proportion of away-from-home listening by Hispanics on weekends, when a majority of listening took place away from home between noon and 9PM, and also between 1AM and 2AM. That contrasted significantly with Spring 2007, when Hispanics' out-of-home weekend ratings topped those at-home only between 2-3PM. Overall, away-from-home quarter-hour ratings on weekends were only 1% less than at-home ratings.

Between Spring 2007 and Fall 2008, away-from-home's proportion of all weekend Hispanic consumer listening increased every hour from 8AM to 4AM, rising at least 10% between 6PM and 2AM. For the first time, the majority of weekend listening among Hispanics took place away from home between noon and 2PM and from 3PM to 9PM.

Format Summaries of the Year

Mexican Regional: The Leader of the Pack

With 330 stations across the country on FM and AM, along with 71 online outlets and 14 on HD, Mexican Regional continued to dominate Hispanic radio listening. This format attracted more than double the audience of the No. 2 format, Spanish Contemporary, at 10 million listeners weekly. It also increased its Hispanic AQH share for the sixth straight year and posted the highest ratings across all dayparts of all the formats in this report.

English-Language Formats Score Big Increases in Hispanic Listenership

All six English-language formats in this report increased their Hispanic Cume, and five of them gained in Hispanic audience share between Spring '07 and Fall '08, including Adult Contemporary, Pop CHR, Classic Hits, News/Talk/Information and Country. Three formats—AC, Pop CHR and Classic Hits—almost doubled or more than doubled the number of Hispanics they reached every week.

Spanish-Language Dominates Spanish-Dominant Listening

As expected, the Spanish-language formats reported a high proportion of Spanish-dominant Hispanics—except Tejano, whose 12+ Hispanic audience was more English-dominant (63%) than Spanish-dominant (37%). But two English-language formats posted a significant percentage of 12+ Spanish-dominant listeners: Classic Hits had nearly half, followed by AC at more than 42%; Rhythmic CHR's 12+ Hispanic audience was more than one-third Spanish-dominant.

Youth- and Young Adult-Oriented Formats Getting Older

Formats known for their younger audience experienced a decline in the proportion of those consumers between Spring '07 and Fall '08. Spanish Contemporary's 12-34 audience composition dropped nearly 4%, while those 35-54 years and older rose almost 4%. While Latino Urban's 12-34 audience composition fell 25%, its 35-64 segment increased by the same amount. Spanish Tropical, CHR Pop and Rhythmic CHR registered a similar pattern. Conversely, an "older" format, Adult Contemporary, posted gains among its 12-34 audience and a drop in some of its older demos. Country, Classic Hits and Spanish Adult Hits experienced similar results.

An Increasing Proportion of Listening Occurs Away From Home

Twelve of the 16 formats in this report showed higher percentages of away-from-home listening in Fall 2008, with Spanish Oldies registering an even 50/50 ratio of away-from-home and at-home. Of the English-language formats in this report, AC's away-from-home listening was No. 1 at more than 72%, followed by Country at two-thirds of all tune-in. Latino Urban held the top out-of-home percentage among the Spanish-language formats, at just over 62%, followed by Tropical at 60% and Mexican Regional at 59%. Meanwhile, Spanish Religious was the No.1 at-home format with 68% of its listening occurring there, followed by Spanish News/Talk at 64%.

What's New In This Edition of *Hispanic Radio Today 2009*

You Can Now Analyze Listening by Language Preference

In addition to the aforementioned first-time use of PPM data in this edition, *Hispanic Radio Today 2009* highlights language preference among Hispanic consumers. Arbitron asks our Hispanic respondents about the language they prefer to use. The options are:

- All Spanish
- Mostly Spanish
- Mostly English
- All English

For this report, “All Spanish” and “Mostly Spanish” are reported as “Spanish-Dominant; “All English” and “Mostly English” are reported as “English-Dominant.”

Language Preference Has Major Impact on Listening Patterns

Radio's quarter-hour ratings were higher among Spanish-dominant Hispanics at home with every demographic group than among those Hispanics who were English-dominant. This was also largely true when studying away-from-home ratings, although among certain Hispanic demographic groups, radio's ratings were stronger with English-dominant Hispanics than with those who were Spanish-dominant. Overall, radio's at-home ratings for Hispanic men were higher than average only with those aged 65+, though women in all age groups generated higher ratings than the average. However, Hispanic Men 18-34, 25-54 and 35-64 listened more than radio's overall away-from-home average, whereas none of the overall Hispanic Women age groups did. These statistics imply that employment among Hispanic women outside the home was lower than it was for Hispanics overall, although that was not the case among every Spanish-dominant or English-dominant age group, where there were some significant differences.

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—Persons Using Radio)

The Average Quarter-Hour Persons estimate expressed as a percentage of the population being measured. This metric is relevant when comparing a radio station's audience to that of a TV station, which is traditionally measured this way.

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

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. This statistic is used to draw parallels between a radio station's audience and newspaper or magazine circulation figures.

Cume Rating or Cume PUR

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

$$\frac{6,400 \text{ AQH Persons to a specific format}}{80,000 \text{ AQH Persons to all formats}} \times 100 = \text{Share of 8.0\%}$$

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station format. This is relevant when comparing head-to-head radio competitors. Example:

$$\frac{6,400 \text{ AQH Persons to a specific format}}{80,000 \text{ AQH Persons to all formats}} \times 100 = \text{Share of 8.0\%}$$

Index

A numerical comparison of one percentage to another, within an index of 100 being the norm. This is commonly used by corporate marketers in the consumer packaged goods industry.

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. Example:

$$\frac{168 \text{ Quarter-Hours in a time period} \times 2,000 \text{ AQH Persons}}{40,000 \text{ Cume Audience}} = \text{TSL of 8.4 hours}$$

Radio Formats Ranked by Hispanic Audience Share

Radio Formats Ranked by Hispanic Audience Share

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2008

Format	Share
Mexican Regional	20.6%
Spanish Contemporary	9.1%
Rhythmic Contemporary Hit Radio	8.1%
Spanish Adult Hits	7.3%
Spanish Tropical	3.8%
Pop Contemporary Hit Radio	5.3%
Adult Contemporary	5.5%
Spanish News/Talk	2.8%
News/Talk/Information	3.8%
Country	2.9%
Latino Urban	1.7%
Classic Hits	3.8%
Spanish Variety	1.0%
Spanish Religious	1.0%
Tejano	0.9%
Spanish Oldies	0.3%

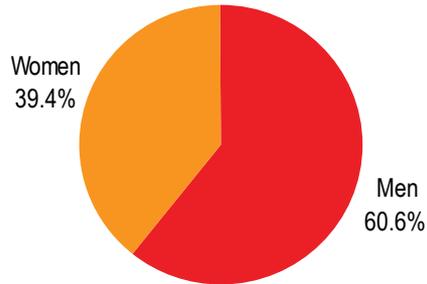
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Mexican Regional



Listeners 12+

Mon-Sun, 6AM-Mid



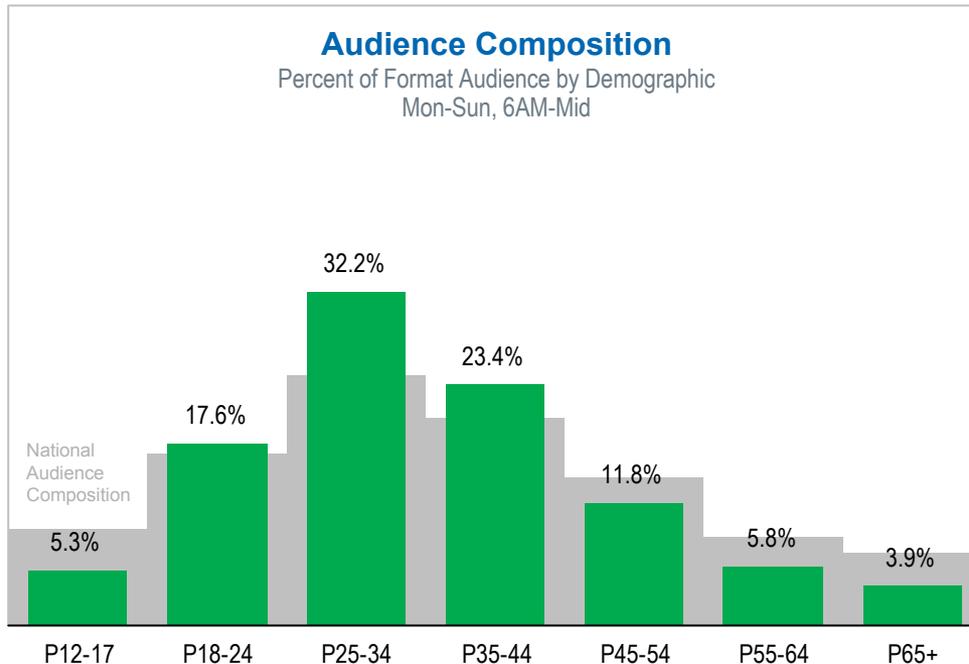
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	21.4	4.4
FA08	20.6	5.4

Audience Composition

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



Still the Favorite Among Hispanics

Mexican Regional features the sounds and culture of Mexico through genres such as ranchero (Vicente Fernández and Pepe Aguilar), norteño (Tigres del Norte and Intocable) and banda (Banda El Recodo and La Arrolladora Banda El Limón), as well as new hybrids like duranguense (Horóscopos de Durango and Montéz de Durango), tierra caliente and sierrero.

Mexican Regional continued to dominate Hispanic radio with a 20.6 share in Fall '08, slightly down from its 21.4% share in Spring '07. It attracted more than double the audience of the No. 2 format, Spanish Contemporary. With 330 FM and AM stations (almost triple the number of outlets of Spanish Contemporary) and 71 streaming stations, the format nearly doubled the online presence of other Spanish-language formats.

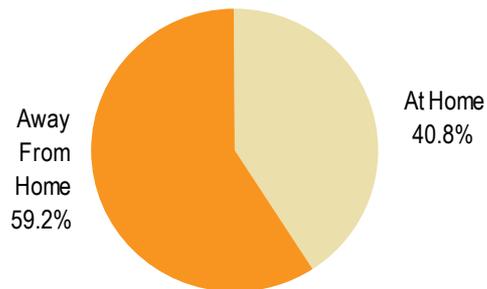
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.*

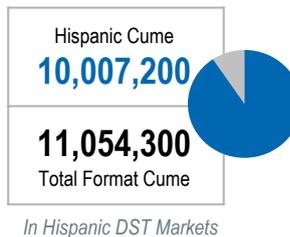
Mexican Regional

AQH Share of Listening by Location

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

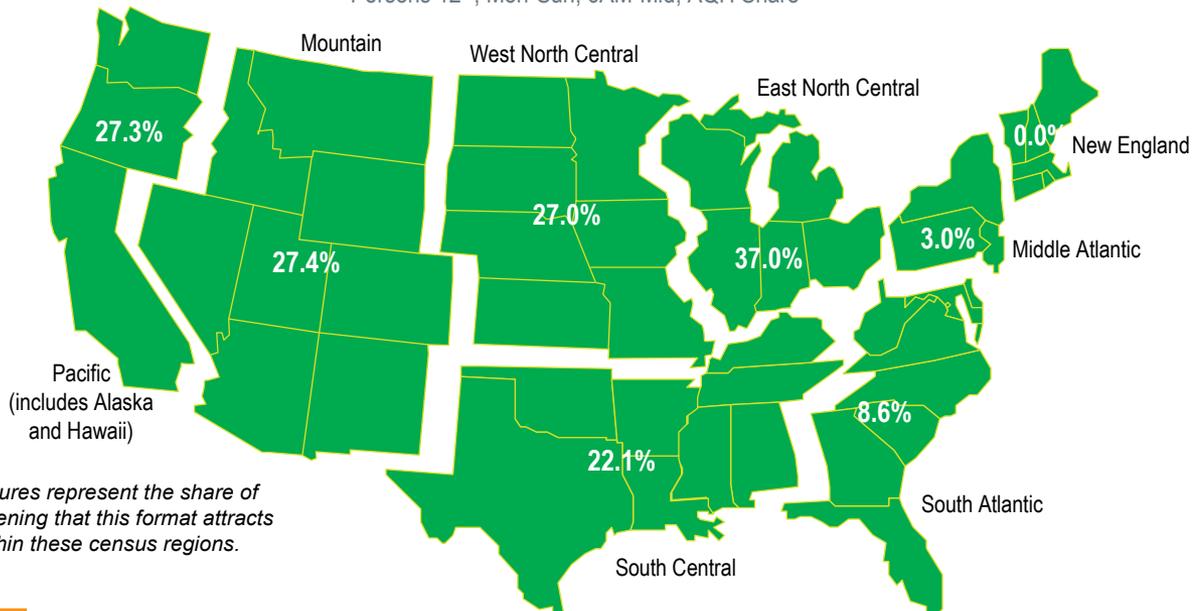


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Mexican Regional reached 10 million listeners weekly and increased its Hispanic listener share for the sixth straight year. Already known as a heavily male format, Mexican Regional's proportion of men increased nearly 3% from Spring '07 to Fall '08 to more than 60%. While the format overwhelmingly drew Spanish-dominant listeners, those in the 12-24 demographic were more likely to be English-dominant.

Leader of the Pack

Mexican Regional was No.1 in five of the eight national geographic territories, dominating in the South Central, West North Central, East North Central, Mountain and Pacific zones, doubling and even tripling the shares of those area's next strongest format. Though the format's shares in the Mid-Atlantic and South Atlantic regions remained low, Mexican Regional has made inroads in those areas in the past five years with the debut of important FMs like WBZY/Atlanta, WQBU/New York, WRAZ/Miami and WYMY/Raleigh.

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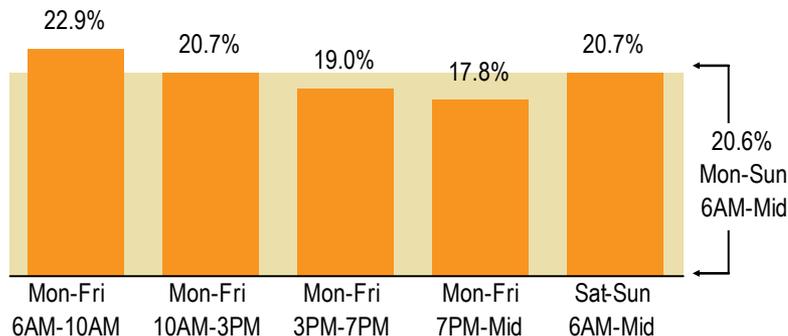
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Mexican Regional

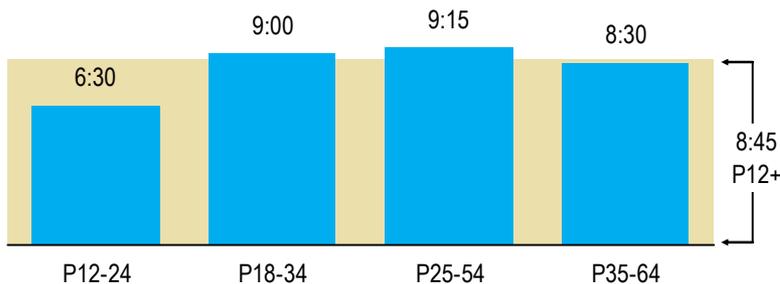
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



That's a significant accomplishment for a format previously popular only in regions west of the Mississippi. The change could be attributed to the migration of not only Mexicans, but also Central Americans, from largely Hispanic markets such as Los Angeles and Houston to markets that may offer new opportunities. Only in the Mid-Atlantic, South Atlantic and New England areas did Mexican Regional not overpower all other formats in this study in terms of its share of Hispanic consumers.

Listening across all dayparts in Fall '08 was slightly down from Spring '07, with the exception of weekday evenings, which rose 1%. But Mexican Regional had the highest ratings across all dayparts of all the formats in this report. A solid majority of tune-in occurred away from home, up 2% to 59% over that time frame.

Listening Highs

Though time spent listening dipped across the board in Fall 2008, Mexican Regional had the highest TSL among all Hispanic formats among those 12-24 and adults 18-34, and ranked second-highest among older demos. Only Tejano was able to score slightly higher TSL than Regional Mexican with those 12+, 25-54 and 35-64.

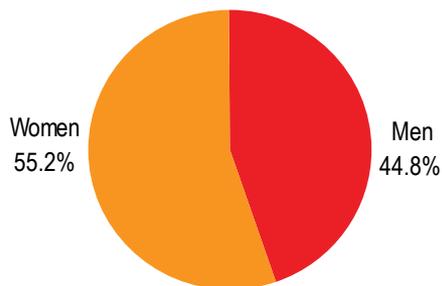
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



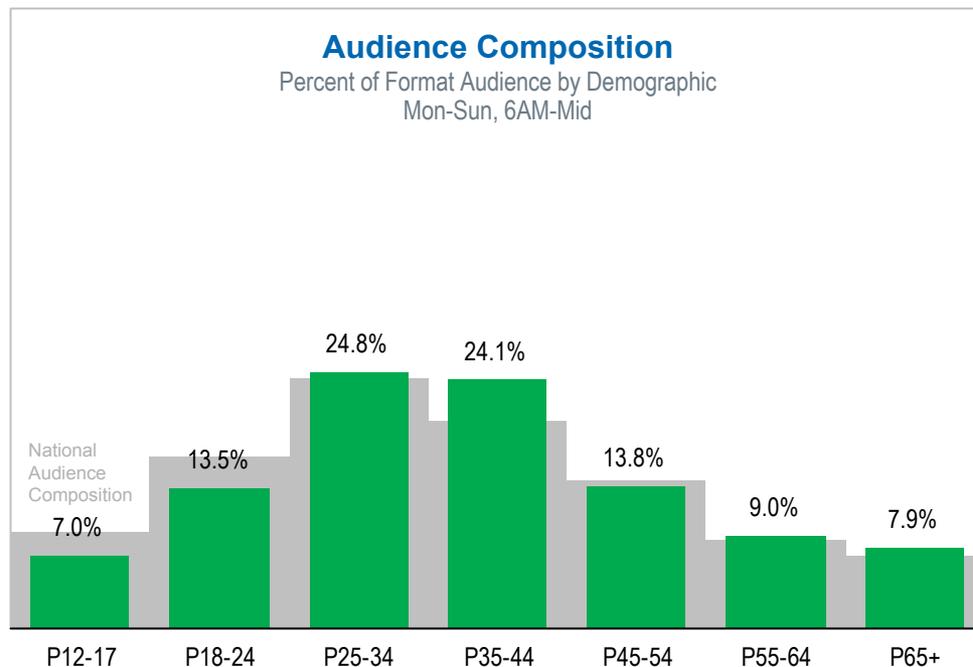
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	9.6	2.1
FA08	9.1	2.4

Audience Composition

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



Diverse and a Bit Older

Spanish Contemporary encompasses outlets that may lean toward Adult Contemporary, Hot AC or Pop Contemporary Hit Radio. At AC and Hot AC stations, ballads by Luis Miguel, Cristian Castro and Chayanne are the foundation and Mexican Regional crossover artists like Joan Sebastián and Marco Antonio Solís are also on playlists. CHR-oriented Spanish Contemporary stations are more pop-based, with music by Paulina Rubio, Shakira and Maná, while Latin rock (Café Tacuba and Juanes) and reggaetón (Wisin & Yandel and Don Omar) are welcomed. The romantic tropical genre bachata, by the likes of Aventura, has also crossed over to all Spanish Contemporary stations.

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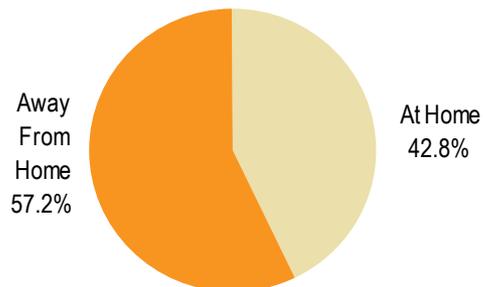
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

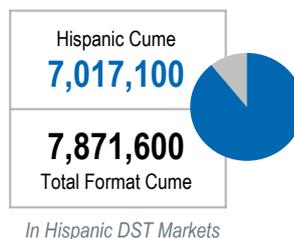
Spanish Contemporary

AQH Share of Listening by Location

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

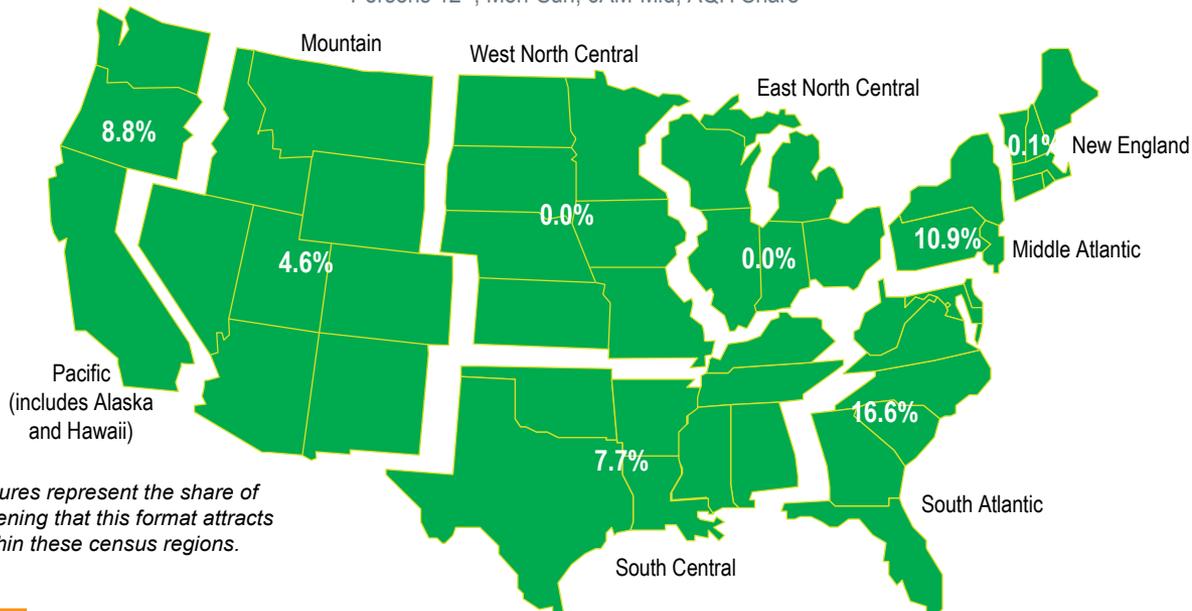


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Spanish Contemporary remained the No. 2 format among Hispanics, with 9.1% of the Hispanic radio audience, down from 9.6% in Spring 2007. Although there were 106 Spanish Contemporary stations in Fall '08, down from 126 the previous year, together they reached seven million Hispanic listeners weekly. It was the second-most-streamed Spanish-language format with 47 online outlets.

At one time a format that appealed primarily to women, Spanish Contemporary has increased its proportion of male listeners since Spring '07 by nearly 5% to total 45% by Fall '08. The format aged a bit, as well, as its 35-44 composition increased 3%, while its proportion of those 18-34 decreased 3%. A format that appeals to bilingual Hispanics, Spanish Contemporary's English-dominant listeners were concentrated more heavily in the 12-24 demos.

Away-from-home's ratio of Spanish Contemporary tune-in has been on a steady rise, having climbed 8% since 2002 and up nearly 4% since Spring 2007 to 57% in Fall '08. Listening during the weekend remained the highest for the format, although it was slightly down from Spring '07. Weekday evenings experienced the most decline, down almost 2% from 2007.

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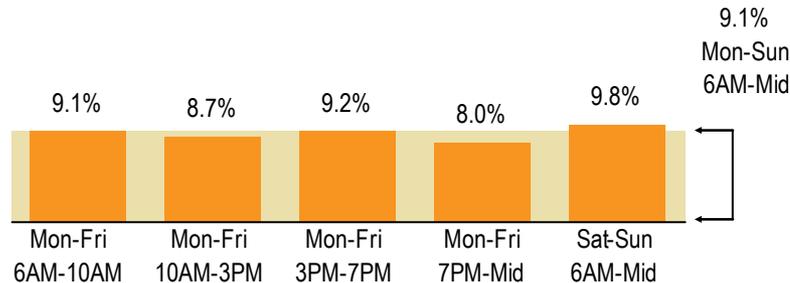
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Contemporary

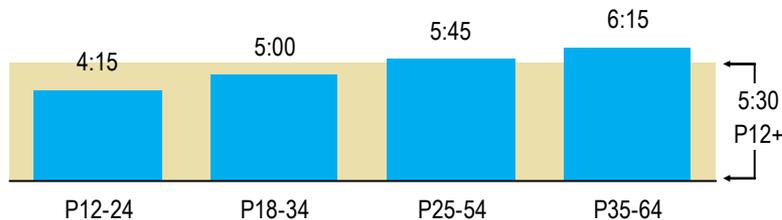
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



King in South Atlantic

Spanish Contemporary continued as the No. 1 format among Hispanics in the South Atlantic region, and was also No. 1 among Spanish-dominant listeners in the area. It ranked second in the Mid-Atlantic territory with a 10.9 share, also placing No. 2 among Spanish-dominant listeners there. The format experienced a decline in several regions, among them Mountain, East North Central, Mid-Atlantic and even South Atlantic, where it slipped to 16.6 in Fall '08 from 17.1 in Spring '07. Stations in California and Texas helped increase the format's shares slightly in the Pacific and South Central regions, the latter being an area where the format was No. 3.

The 35-64s Have It

As it did with other formats, time spent listening declined for Spanish Contemporary since the last report. The format's highest TSL was among adults 25-54 and 35-64, and it ranked in sixth place in its core 18-34 demo as well as in its 12-24 demo.

Note: Due to rounding, totals may not add to 100.

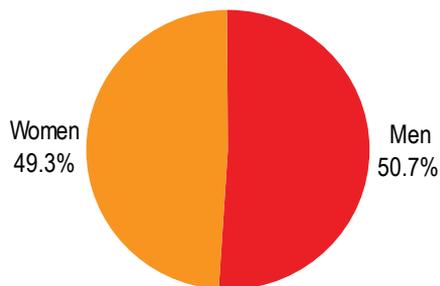
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Rhythmic Contemporary Hit Radio (CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



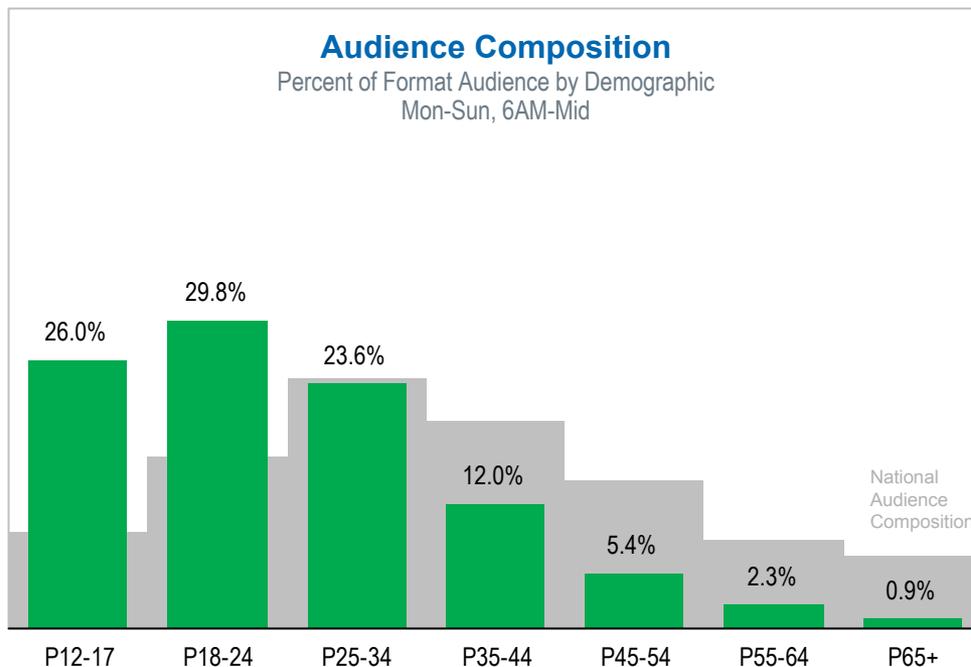
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	8.7	5.1
FA08	8.1	5.5

Audience Composition

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



Among the Top English-Language Formats With Hispanics

Rhythmic Contemporary Hit Radio was heard on 317 stations, with 154 of them broadcasting on FM, 112 online and 51 on HD. Together, they generated more than 8.3 million Hispanic listeners per week during Fall '08, up from 6.7 million in Spring '07. The format delivered 8.1% of Hispanic consumers, down slightly from 8.7% the previous year. Rhythmic CHR experienced a modest decline in general market share, from 4.0% in Spring '07 to 3.7% in Fall '08.

Rhythmic CHR is America's No. 1 English-language format among Hispanics, especially among bilingual Hispanics.

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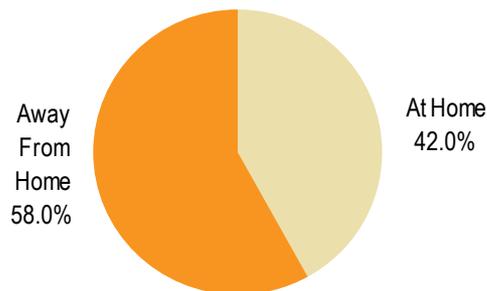
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

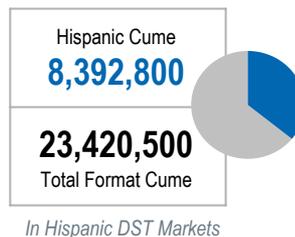
Rhythmic Contemporary Hit Radio (CHR)

AQH Share of Listening by Location

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

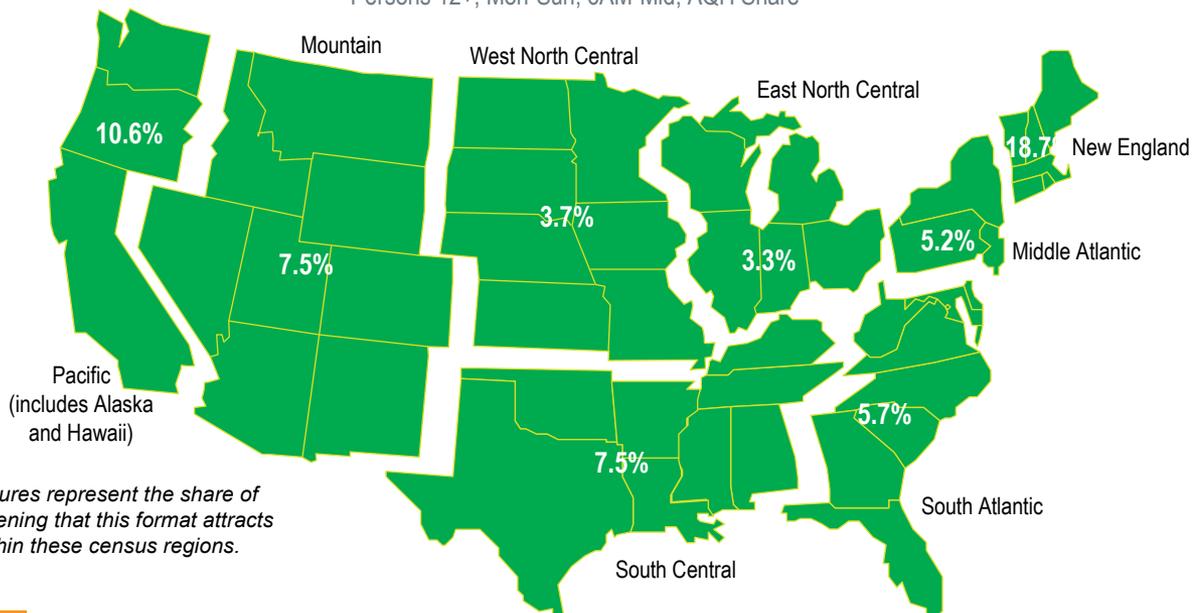


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

The ratio of male listeners continued to be slightly larger than women, but the gender balance was close to 50/50. Rhythmic CHR's 12-24 Hispanic audience composition declined 6% between Spring '07 and Fall '08. However, the format remained young, as nearly 80% of its audience was between 12 and 34 years old. The composition of Hispanic listeners 35+ to Rhythmic CHR experienced an increase, particularly among adults 35-44, up 3%. Slightly more than 36% of Rhythmic CHR's 12+ audience was Spanish-dominant; that's the third-highest percentage of Spanish-dominant listeners of the English-language formats in this report. Rhythmic CHR posted the fourth-highest percentage of 12+ English-dominant Hispanic consumers of all formats, at nearly 64%. Among English-dominant consumers of Rhythmic CHR, most were between 12 and 34 years old, while Spanish-dominant listeners showed a larger concentration in every cell above 35 years old.

continued ►

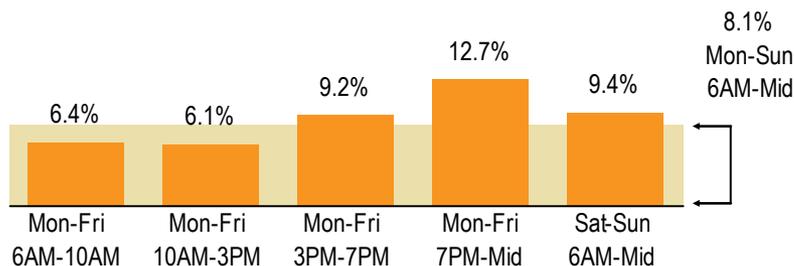
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Rhythmic Contemporary Hit Radio (CHR)

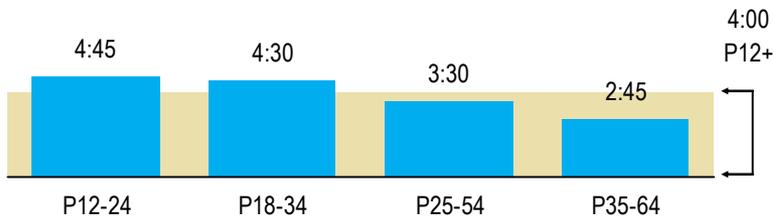
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Best Showing During Midday and Afternoon

A larger portion of Rhythmic CHR listening took place away from home (58%), up more than 5% from Spring '07. Ratings for the format dropped slightly across every daypart, in particular during mornings. Despite the decline, Rhythmic CHR was the No. 2 format among Hispanics during afternoons and evenings, and ranked third during the week. The three regions where Rhythmic CHR posted a minor share increase were the Mid-Atlantic, Mountain and South Atlantic areas, but the format gave up shares in all other territories. Still, Rhythmic CHR ranked No. 2 among Hispanic listeners in the New England region and third in the Mountain and Pacific zones. Among the English-language formats in this report, Rhythmic CHR ranked No. 1 in the South Central, Mountain and Pacific territories.

Rhythmic CHR ranked fourth in Hispanic TSL among 12 to 24-year-olds, and was among the top 10 with those 18-34.

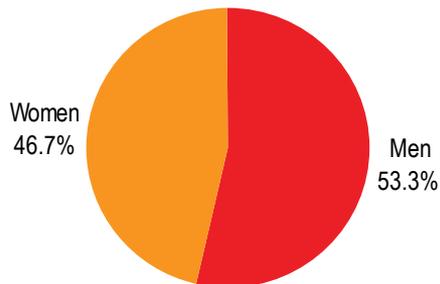
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Adult Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06*	7.0	1.6
SP07	6.5	1.3
FA08	7.3	1.9

*2006 was the first year reporting on this format.

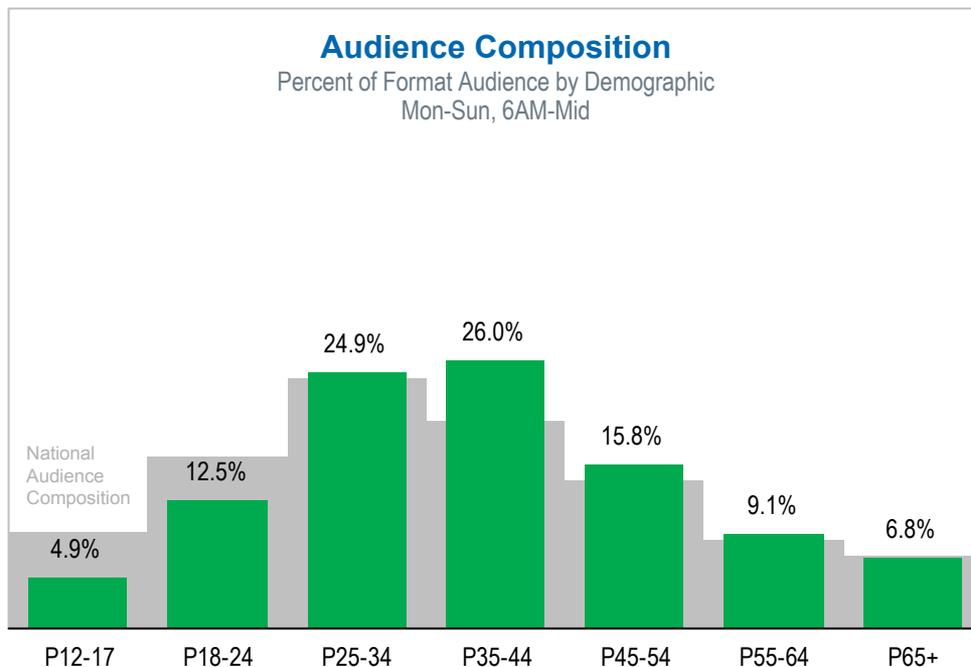
More Listeners Than Ever

Spanish Adult Hits features songs from the '70s, '80s and '90s, in addition to a sprinkle of current hits from all Latin genres. Depending on the Hispanic ethnic makeup of the market, a Spanish Hits station can feature a mix of Latin genres from pop and ballads to Tropical and Mexican Regional. Artists such as Leo Dan, Camilo Sesto, Juan Gabriel, Bronco, Joan Sebastián, Vicente Fernández, José Feliciano, Gilberto Santa Rosa and Julio Iglesias make up the core of the format.

continued ►

Audience Composition

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



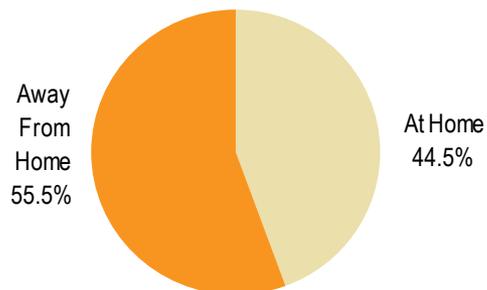
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

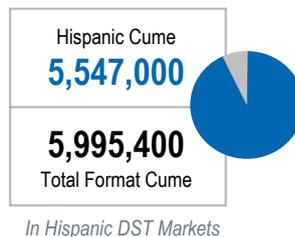
Spanish Adult Hits

AQH Share of Listening by Location

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

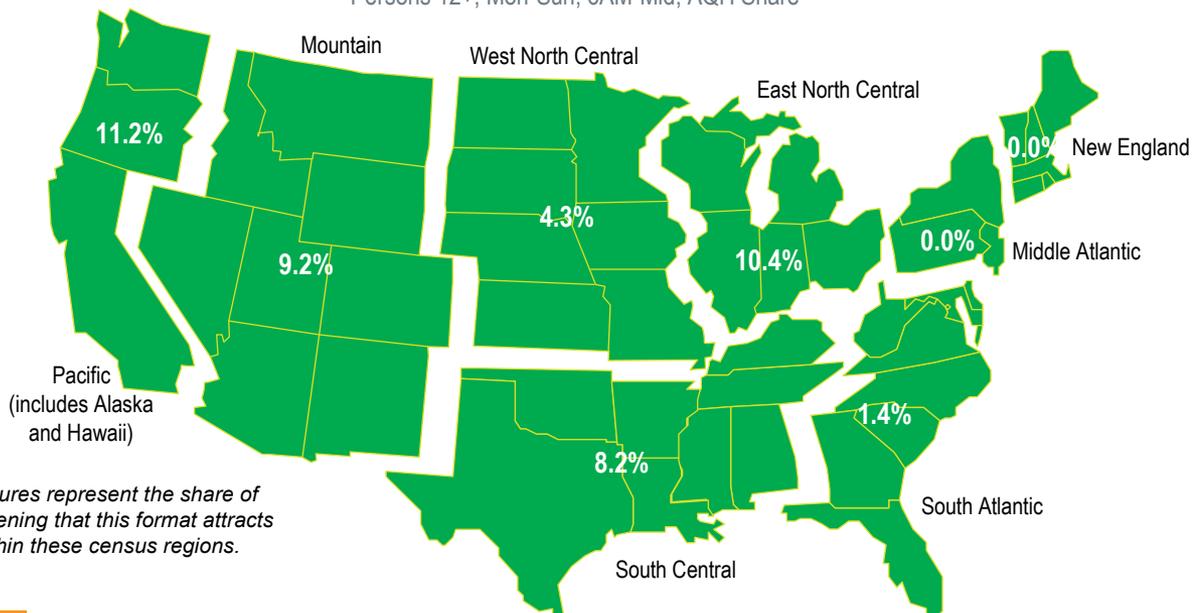


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

The 76 stations programming Spanish Adult Hits (41 FM and AM) delivered 7.3% of all Hispanic radio listening in Fall 2008, up from 6.5% in Spring 2007. The format remained the fourth most popular Hispanic format overall, and had a general market share of 1.0%, down from 1.3% in Spring '07. Spanish Adult Hits served 5.5 million Hispanic listeners each week, up considerably from 3.6 million in the last report.

The gender balance shifted from a predominantly female audience in Spring 2007 to a larger male concentration in Fall 2008, leaning 53%/47% men to women. Almost 51% of the format's listeners were between 25 and 44, down 3% from Spring 2006. The proportion of Spanish Adult Hits listeners aged 35-44 was higher than any other Spanish-language format and second highest of all formats in this report. The composition of listeners 12-24 increased significantly from Spring 2007 to Fall 2008, up from 12.5% to 17.4%, and the composition of English-dominant listeners also had a big edge over Spanish-dominant in that demographic, from nearly 40% to 14%.

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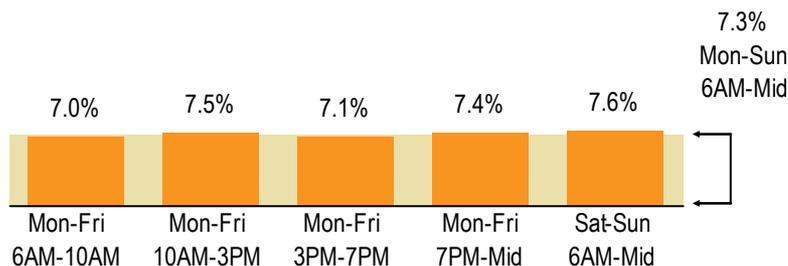
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Adult Hits

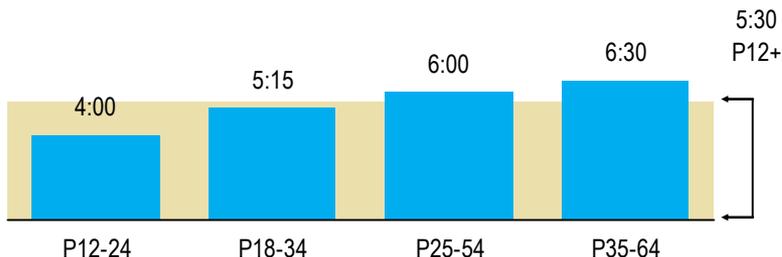
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



A Star in the Afternoon

Almost 56% of listening to Spanish Adult Hits took place away from home during Fall 2008, an increase at a rate of nearly 7% from Spring 2007. The format gained audience in all dayparts, with the most growth during afternoon drive, from 5.8% to 7.1%. Spanish Adult Hits was the second-most-popular of all Hispanic programming in the East North Central, South Central, Mountain and Pacific regions, areas where stations like Univision's *Recuerdo* and Clear Channel's *La Preciosa* are mostly concentrated. Spanish Adult Hits experienced growth in several regions from Spring 2007 to Fall 2008, including the South Atlantic (.3% to 1.4%), Mountain (7.5% to 9.2%) and Pacific (8.1% to 11.2%). Meanwhile, the East North Central zone saw a drop from 16.2% in Spring '07 to 10.4% in Fall '08, allowing the Pacific region to take over as the format's highest-rated territory.

TSL at Its Best With 35-64s

Time spent listening in Spanish Adult Hits was down, as were all formats. Spanish Adult Hits posted the highest TSL among adults 35-64, followed by those 25-54 and 12+ overall.

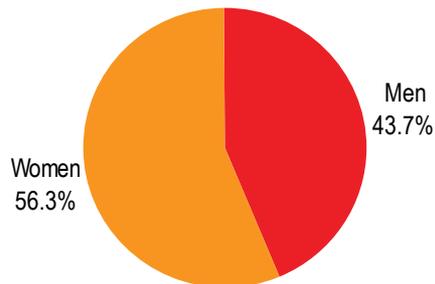
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Adult Contemporary (AC)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	4.4	7.9
SP03	4.0	7.4
SP04	4.6	7.4
SP05	4.9	7.7
SP06	4.2	7.8
SP07	4.6	7.9
FA08	5.5	8.5

Twice as Many Tuned In From Previous Year

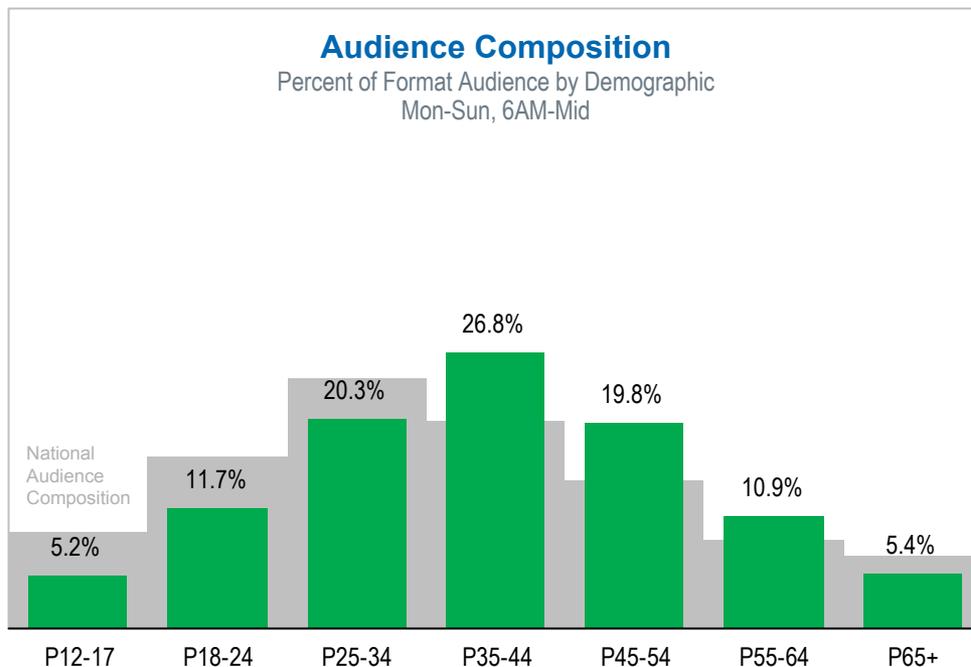
Adult Contemporary (AC) continued on the rebound for the second consecutive year, up to 5.5% in Fall 2008 from 4.6% in Spring '07 and 4.2% the previous year. The format's 6.8 million Hispanic listeners were twice as many as the number that tuned in during Spring '07.

There are 1,176 stations programming AC, including 683 FM, 91 AM and 321 online. The once female-heavy format posted an upswing in its share of male listeners by more than 6% to nearly 44%. The composition of 12-24 listeners increased slightly, as did the 35-44 bracket and those 65+, with other demos registering a minor drop.

continued ►

Audience Composition

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



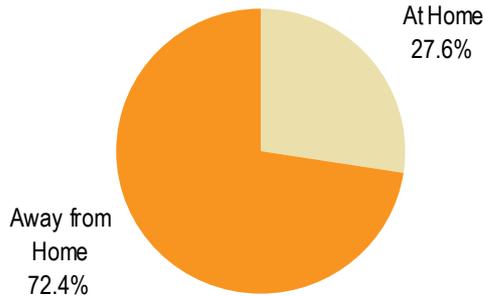
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

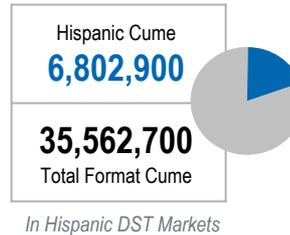
Adult Contemporary (AC)

AQH Share of Listening by Location

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

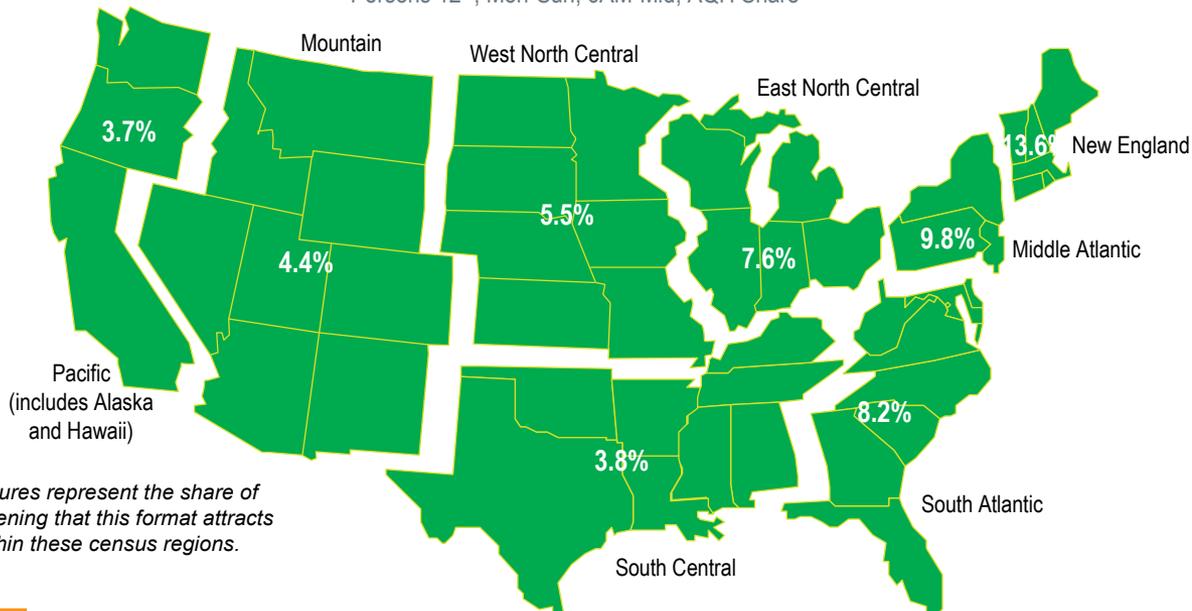


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Though AC's audience skewed younger than in Spring '07, nearly 67% of its listeners were between 25 and 54. Among all the formats in this report, AC had the highest proportion of listeners between 35 and 44 (nearly 27%); only Spanish Adult Hits even came close, at 26%.

An impressive 42% of AC's overall audience was Spanish-dominant, the second-highest percentage among the English-language formats in this report. Meanwhile, AC's 58% English-dominant composition ranked the format just above the middle of the pack. Among English-dominant listeners to AC, the largest sectors were teens and adults 45 to 64. Spanish-dominant AC listeners centered around the 18 to 44 age group.

AC posted the highest percentage of away-from-home listening (72%) of all the formats in this report. Its ratings grew slightly during every daypart, in particular during afternoons and weekends, and AC scored the fourth-highest ratings of all formats in this report during middays and fifth in afternoons.

continued ►

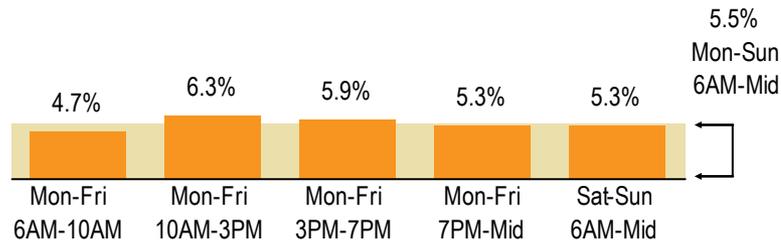
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Adult Contemporary (AC)

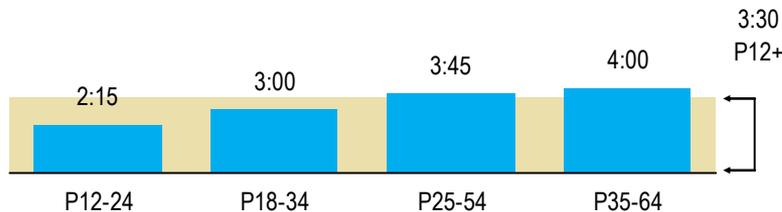
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



A Hot Format in Most Regions

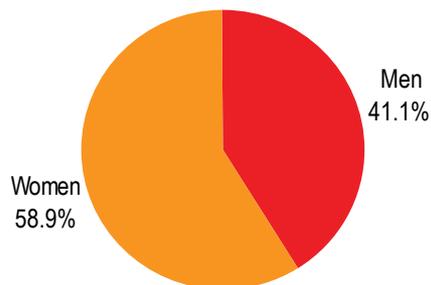
With share increases in six of the country's eight regions, AC experienced its biggest support from Hispanic listeners in New England, even though the region's Hispanic share dropped slightly from Spring '07 to Fall '08. AC posted a share dip in the South Central zone, while the other territories showed a ratings increase, in particular the East North Central (up more than 5%), followed by the Mid-Atlantic region (up 3%).

Pop Contemporary Hit Radio (CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	4.8	5.8
FA08	5.3	5.3

On the Rise Among Hispanics

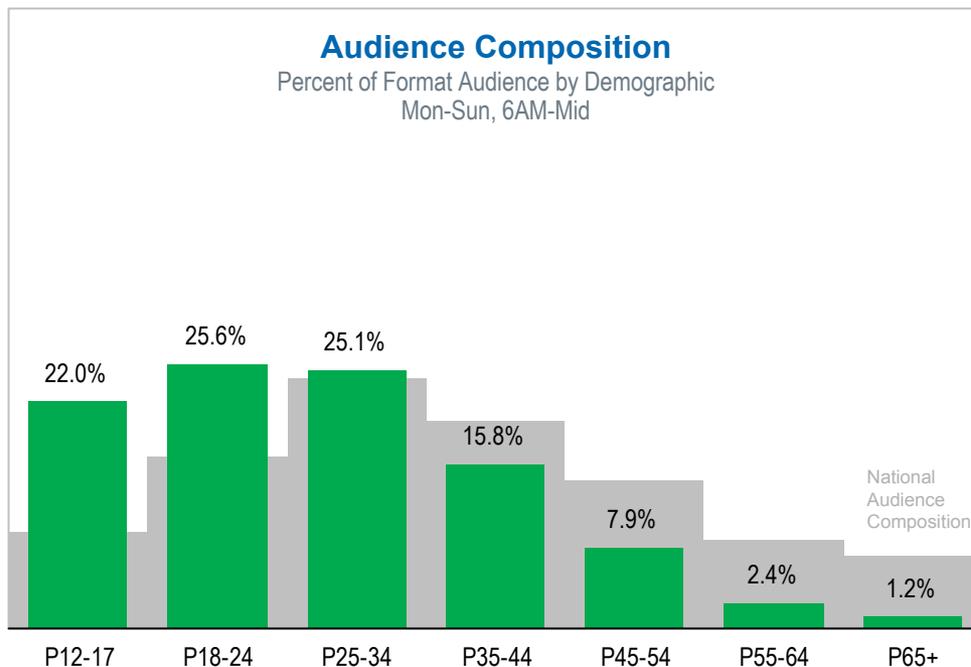
Pop Contemporary Hit Radio (CHR) is an attractive format for young bilingual Hispanics who are interested in listening to the most popular English-language hits.

Pop CHR increased its reach and share of all Hispanic radio listening for the third consecutive year, from 4.8% in Spring 2007 to 5.3% in Fall 2008. It ranked as the sixth-most-popular format among Hispanics and as their No. 3 English-language format.

continued ►

Audience Composition

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



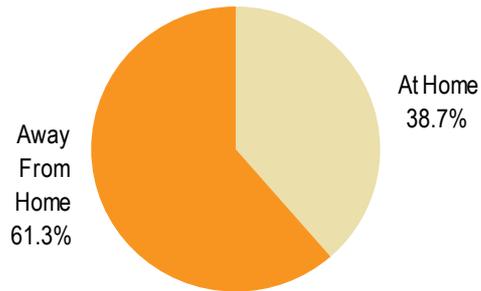
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

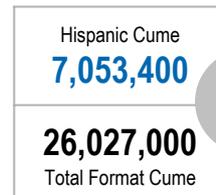
Pop Contemporary Hit Radio (CHR)

AQH Share of Listening by Location

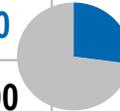
Persons 12+, Mon-Sun, 6AM-Mid



Cume



In Hispanic DST Markets

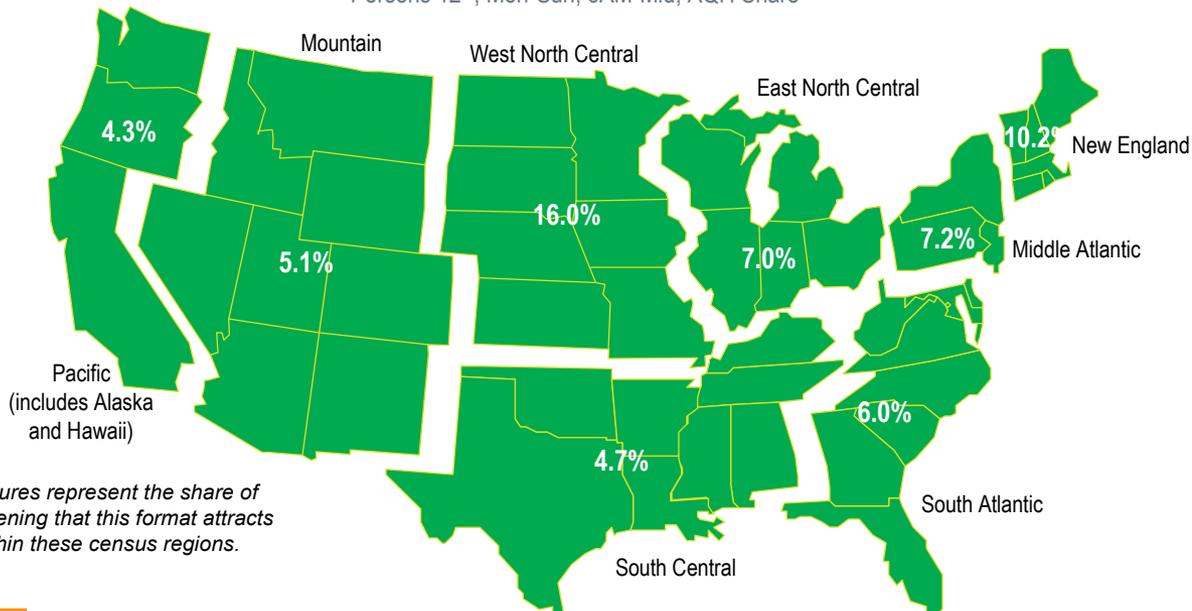


More than seven million Hispanics listened to Pop CHR each week, up from 4.8 million in Spring '07. The format was heard on 694 stations including 361 FM, 4 AM and 243 online.

The proportion of Pop CHR's Hispanic male listeners to female listeners increased more than 2% from Spring '07 to Fall '08, but the format still leaned almost 60% female—the second-highest women/men ratio of all formats. Pop CHR's 12-24 composition fell significantly from Spring '07 to Fall '08, with the teen cell showing the largest drop at nearly 8%. Every age group 25+ posted an increase, the highest occurring among adults 25-34, at nearly 4%.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Despite the decline in Pop CHR's composition of younger demos, more than 72% of Pop CHR's audience was between 12 and 34 years old. Nearly 33% of Pop CHR's 12+ audience was Spanish-dominant; that's the fourth-highest percentage of Spanish-dominant listeners of the English-language formats in this report. Pop CHR notched the third-highest percentage of 12+ English-dominant Hispanic consumers of all formats, at just above 67%. Only the teen and the 25-34 cells showed a higher proportion of English-dominant listeners than Spanish-dominant consumers.

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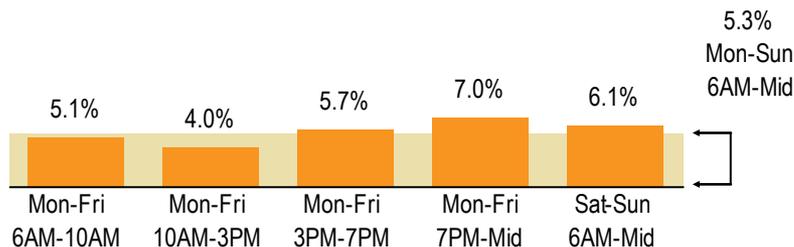
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Pop Contemporary Hit Radio (CHR)

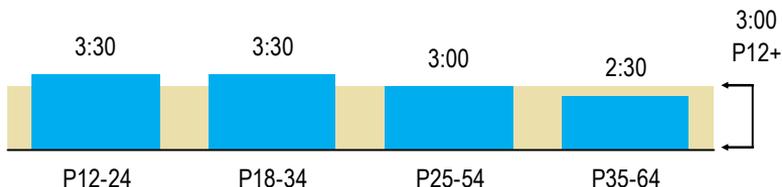
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Ratings Improvement Across the Board

The ratio of Hispanic listening to Pop CHR away-from-home listening stood at just above 61%, the fifth-highest share of all formats covered. Pop CHR's ratings improved across every daypart, as the format posted its best numbers during evenings, followed by weekends. Pop CHR's ratings ranked fifth in mornings, afternoons, evenings and weekends. Every region registered an upswing in ratings, but it was in the West North Central region that Pop CHR posted its highest share, at 16%, up nearly 6% from the previous year. Pop CHR was also the No. 2 format for Hispanic listeners in that territory. Among the English-language formats in this report, Pop CHR ranked No. 2 among Hispanics in the Mid-Atlantic, East North Central, West North Central and Pacific areas, and third in every other region. Time spent listening for Pop CHR was highest among teens and 18- to 34-year-olds.

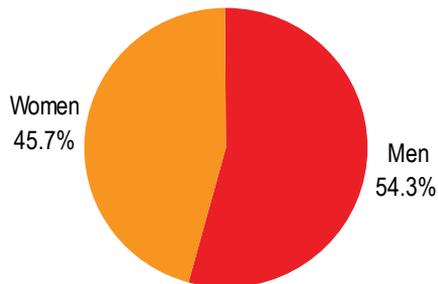
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Classic Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

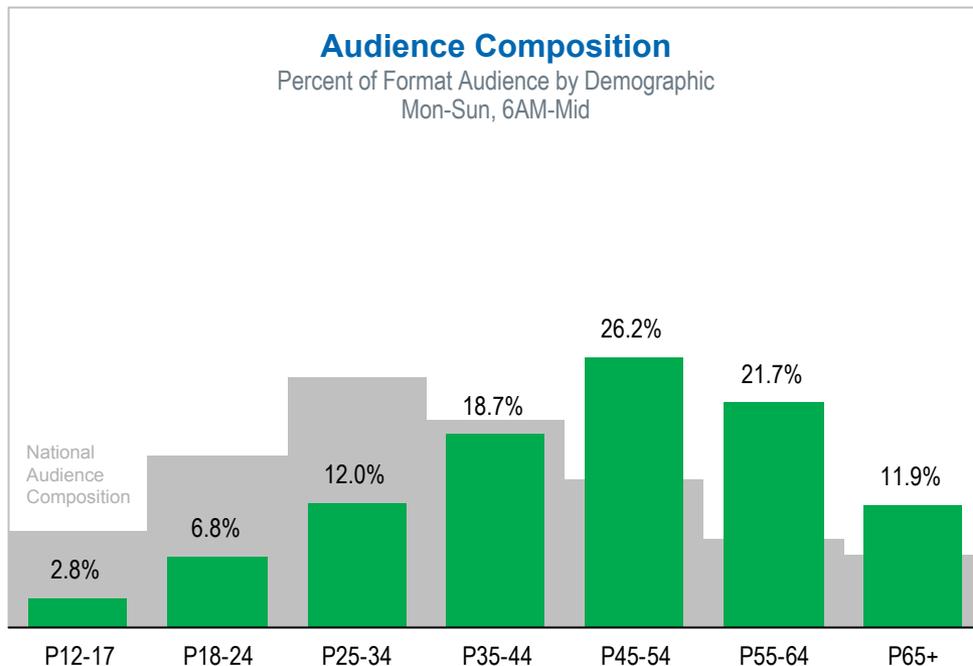
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	-	-
SP07*	2.0	2.8
FA08	3.8	4.3

*2007 was the first year reporting on this format.

Audience Composition

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



Winning Over Hispanics

Classic Hits includes many stations that were formerly branded as Oldies, a favorite among Hispanic consumers in many markets. The format almost doubled its share of Hispanic listeners from 2% in Spring 2007 to 3.8% in Fall 2008, and more than doubled the number of Hispanic consumers it reached each week, from 1.4 million to 3.7 million. The format's national audience also experienced a significant bump from 2.8% to 3.9%. Men continued to outweigh women by gender proportion, rising by 2% to slightly more than 54% of all Hispanic listeners. Interestingly, this format, which focuses on music from the '60s and '70s, experienced a minor surge among the younger 12-34 listeners, while adults 45-54 and 65+ audience slipped slightly.

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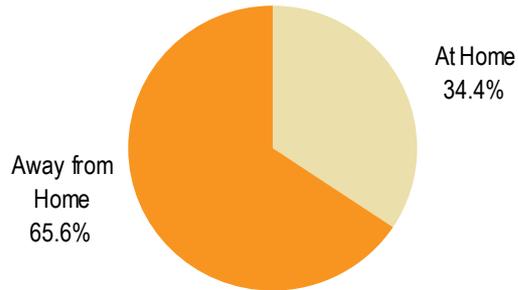
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

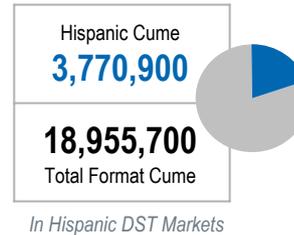
Classic Hits

AQH Share of Listening by Location

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



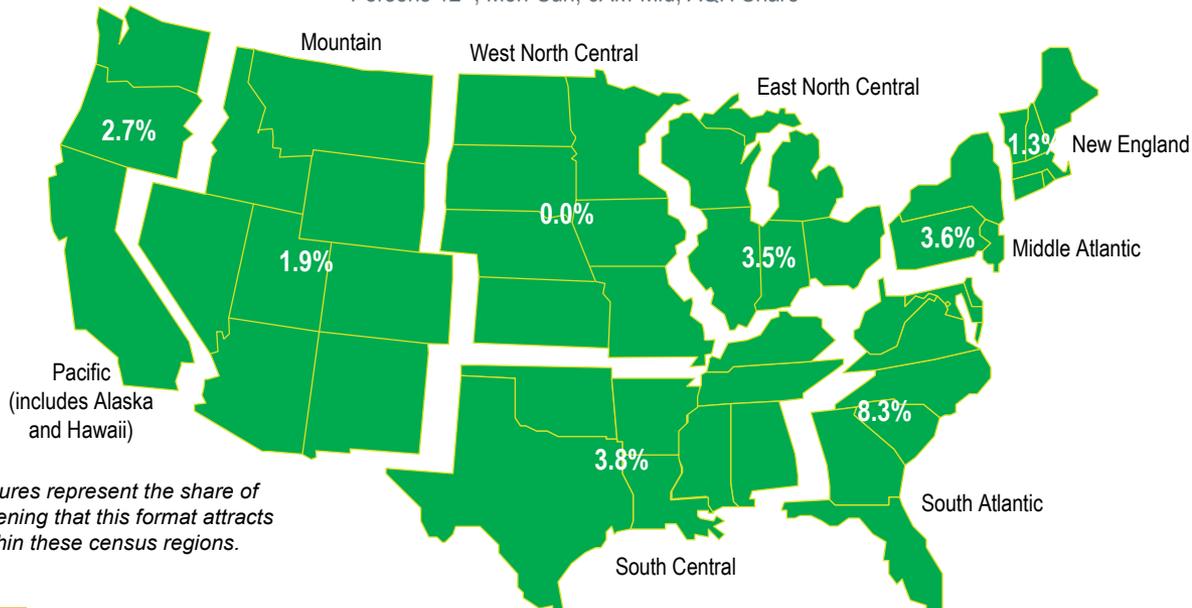
Cume



However, Classic Hits' 45-54 cell still posted the highest composition of Hispanic listeners among all the formats in this report at just above 26%, while the older 55-64 segment delivered the second-highest proportion at nearly 22%. Overall, nearly 48% of Classic Hits' total audience was between 45-64 years old. Classic Hits had the largest proportion of 12+ Spanish-dominant listeners among the English-language formats in this report, at just above 48%. Among its English-dominant audience, the majority were those between 12 and 34 years old and 45 and 54. Spanish-dominant consumers posted higher composition in all the other age demographics.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Gaining in Six Regions

Away-from-home listening for Classic Hits during Fall '08 increased by nearly 8% since Spring '07, and at nearly 66%, was the third-highest of all the formats in this report. Classic Hits experienced an important ratings bump across all dayparts, posting the highest increase during middays, up 2.6% from the previous year, to 4.8%, followed by mornings, doubling from 1.7% to 3.4%. The strongest region for Classic Hits was the South Atlantic, where the format increased its ratings by 1% to 8.3%, ranking fourth among all programming, and was the most popular format for Hispanics of the English-language formats studied.

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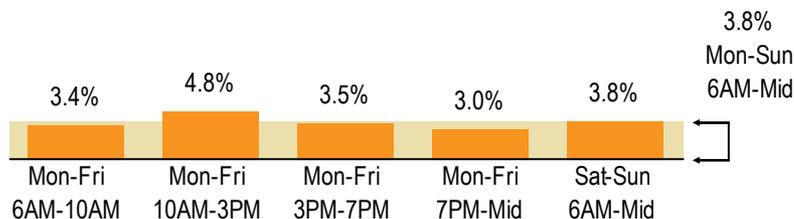
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Classic Hits

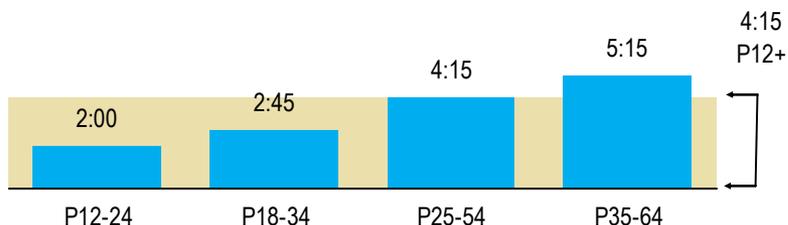
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Classic Hits also did extremely well in six of the eight regions in the country, showing ratings increases in all of them. In the Mid-Atlantic area, Classic Hits soared from 0.2% in Spring '07 to 3.6%, followed by a nearly 3% rise in the South Central territory to 3.8%. Ratings in the East North Central were also up by almost 2% to 3.5%. The only area where Classic Hits showed a minor decline was in New England, down 0.6% to 1.3%; it didn't have a presence among Hispanics in the West North Central region.

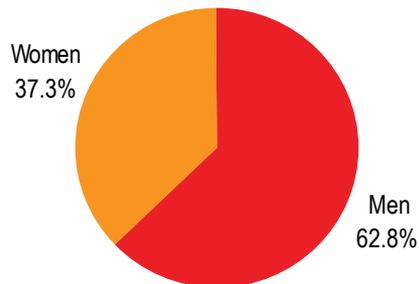
The 35-64 cell gave Classic Hits its best time spent listening, followed by 12+ and 25-54. Classic Hits posted the second-highest 35-64 TSL among the English-language formats in this report, and the third best among those 12+ and 25-54.

News/Talk/Information (English)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

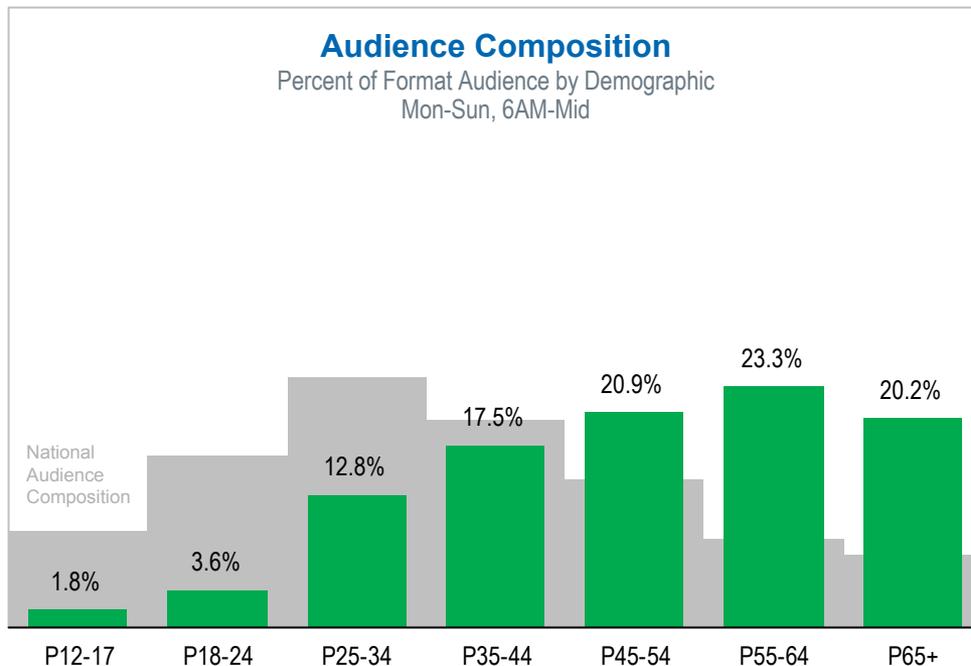
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06*	2.5	9.2
SP07	2.5	9.7
FA08	3.8	13.4

*2006 was the first year reporting on this format.

Audience Composition

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



A Format Favored by Men

English-language News/Talk/Information (N/T/I) scored a 3.8% share of the Hispanic audience in Fall 2008, up from 2.5% in Spring 2007. With the largest number of stations across the country at 2,634—represented by 391 FM, 1,192 AM and 845 online—N/T/I delivered more than 2.5 million Hispanic consumers per week, a jump from 1.85 million the previous year. It posted the largest overall general market share at 12.6%—only Country came close with 12.5%. N/T/I is favored by men, and it leaned 3% further male in Fall '08 than Spring '07. Its 63%/37% ratio of men to women gave N/T/I the largest proportion of male listeners of all the formats in this report.

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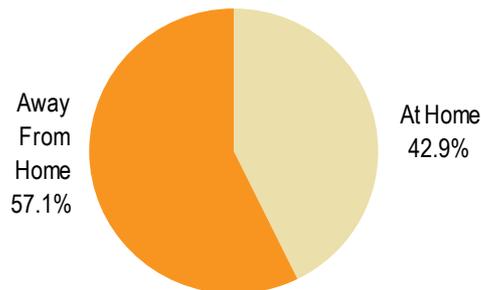
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

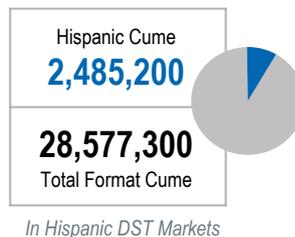
News/Talk/Information (English)

AQH Share of Listening by Location

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

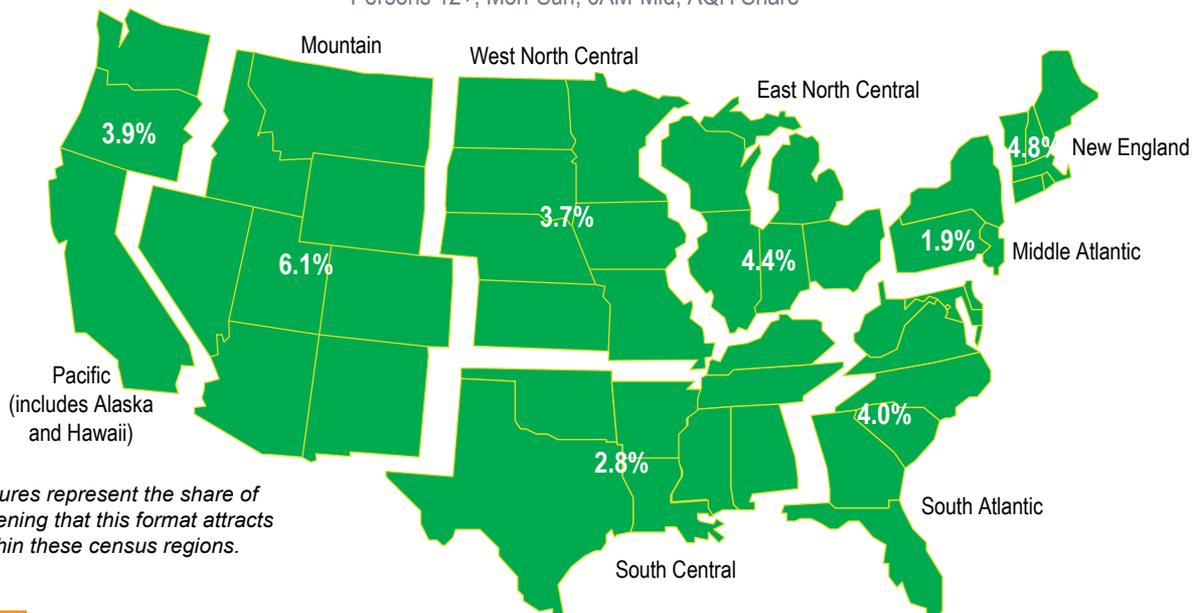


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

In terms of audience composition, N/T/I's segment of 12-24 consumers decreased slightly, while the 45-54 age group declined the most, at nearly 3%, followed by a 1% drop among adults 65+. N/T/I drew an older Hispanic audience, with more than 64% of its listeners between 45 and 65 years old; the 55-64 bracket increased the most, at just above 3%. The format had the highest composition of 55-64 Hispanic listeners of all formats in this report, and the second-highest among 65+. Just over 17% of N/T/I's 12+ audience was Spanish-dominant, the smallest percentage of Spanish-dominant listeners of all formats in this report. That means it also had the highest percentage of 12+ English-dominant Hispanic audience. Among those English-dominant listeners to N/T/I, most were aged 45 and above. And while teens also posted a higher proportion of English-dominant listeners than Spanish-dominant, it was minor. Spanish-dominant Hispanics showed a higher percentage composition in every demographic among adults 18-44.

A National Appeal

N/T/I experienced a 2% increase to 57% in away-from-home listening between Spring '07 and Fall '08.

continued ►

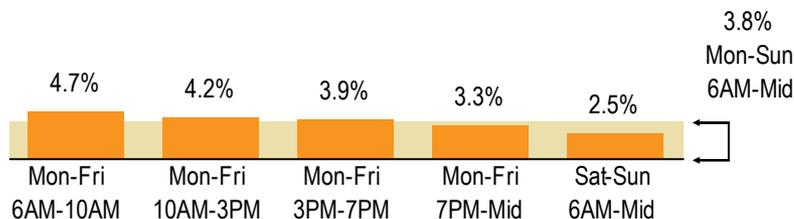
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

News/Talk/Information (English)

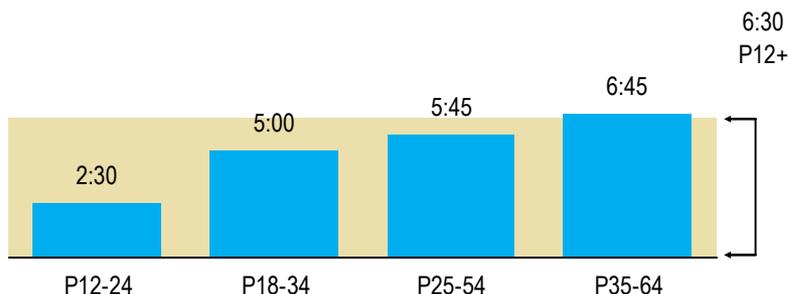
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



The format's ratings improved across every daypart, with mornings and middays generating the largest increases at nearly 2%. N/T/I scored the sixth-highest ratings share in mornings, and was No. 7 midday and nights. Hispanics' listening to N/T/I increased in all but the South Central region, where the drop was very minor. The upswing of Hispanic listeners was most significant in the East North Central region, up nearly 3%, and in the West North Central and Mountain territories, up slightly more than 2%. N/T/I ranked as the No. 4 format among Hispanics in the Mountain region and was fifth in New England. Among the English-language formats in this report, N/T/I was No. 2 with Hispanics in the Mountain zone, and ranked third in the East North Central and Pacific areas.

N/T/I's Hispanic time spent listening was highest among those 35-64, followed by listeners 12+ and adults 25-54, and was tied for No. 5 with adults 18-34.

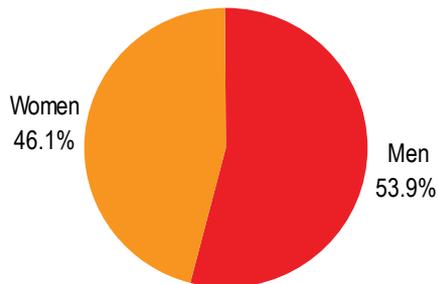
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Tropical



Listeners 12+

Mon-Sun, 6AM-Mid



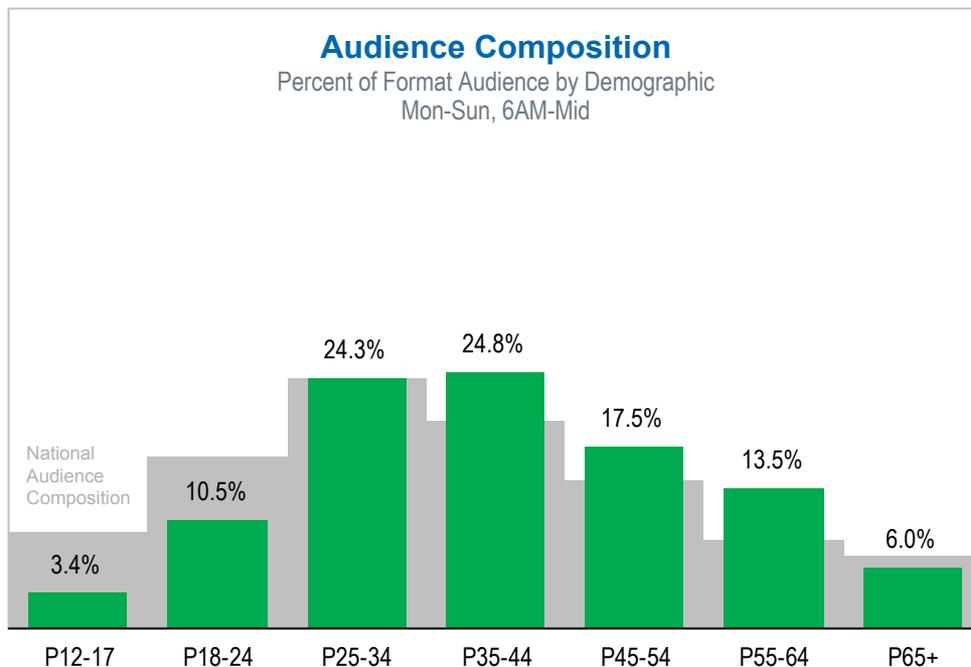
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	5.0	1.3
FA08	3.8	1.0

Audience Composition

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



Increasingly Older

Almost 2.8 million Hispanics listened to Spanish Tropical each week across 66 stations, including 44 FM and AM outlets; that's off slightly from the 2.9 million it attracted in Spring 2007. That shift lowered the format's ranking among all Hispanic programming approaches from fifth place to ninth. Overall, Spanish Tropical's share of Hispanic tune-in declined from a 5.0 share in Spring '07 to 3.8% in Fall '08. The audience composition shifted with the 55-64 demo up 4% and the 18-34 demo down more than 5%.

Spanish Tropical features Caribbean genres such as salsa, merengue and bachata, as well as reggaeton and even some pop tunes.

continued ►

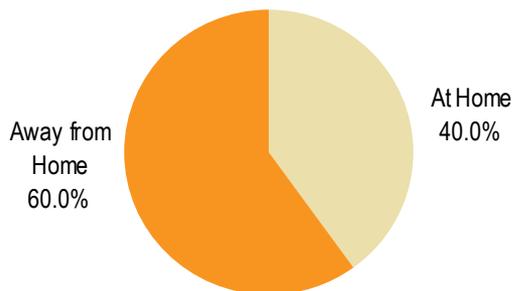
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

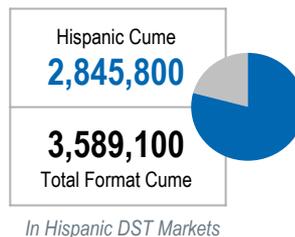
Spanish Tropical

AQH Share of Listening by Location

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

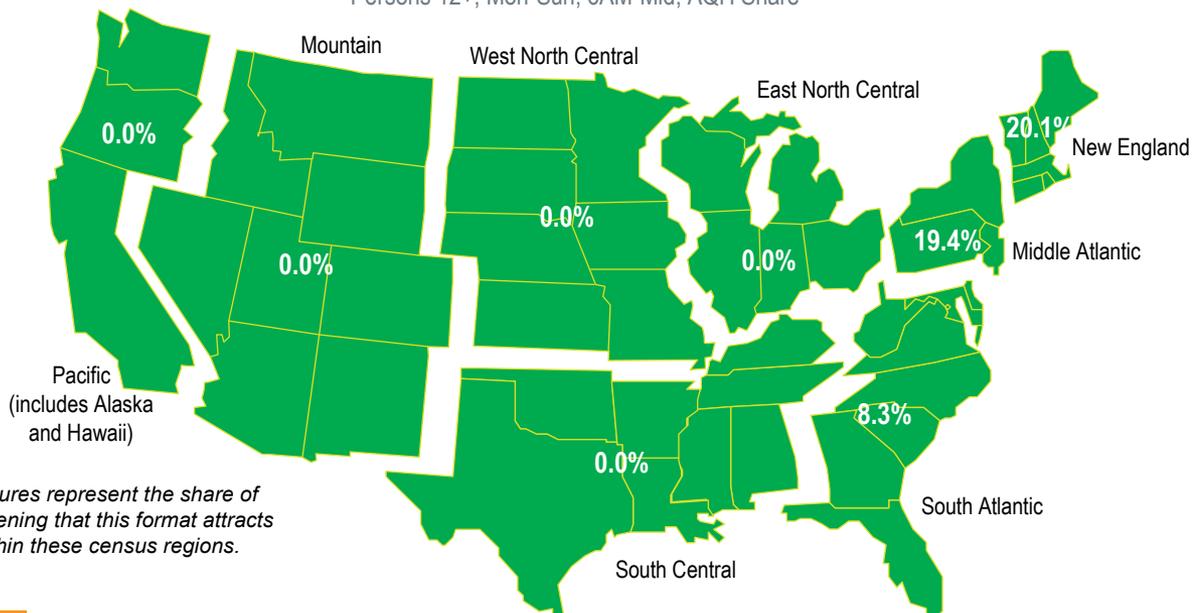


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Artists like Gilberto Santa Rosa, Víctor Manuelle, Olga Tañón, Frankie Negrón, Wisin & Yandel, Tito “El Bambino” and Aventura, as well as an occasional Shakira, Juanes and Paulina Rubio, can all be heard on Spanish Tropical stations.

Spanish Tropical’s general market share dipped from 1.3% in Spring ’07 to 0.5% in Fall ’08. Already leaning male, the proportion of men listening to Spanish Tropical rose from less than 53% to 54%. The format’s younger 12-34 audience composition declined, in particular those 18-24, down 3% from Spring 2007 to Fall 2008. Meanwhile, the segment of adults 35-64 increased, especially those 55-64, up 4%. English-dominant Hispanic listeners comprised the majority of those 12-34, with English-dominant listeners’ teen composition almost four times larger than its Spanish-dominant counterpart.

A New England and Mid-Atlantic Superstar

Away-from-home proportion of tune-in increased 5%, from 55% in Spring 2007 to 60% in Fall 2008, ranking Spanish Tropical sixth-highest in that regard.

continued ►

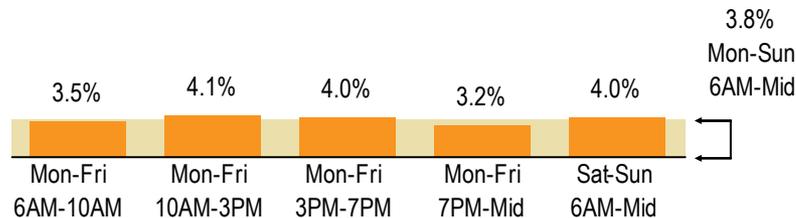
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Tropical

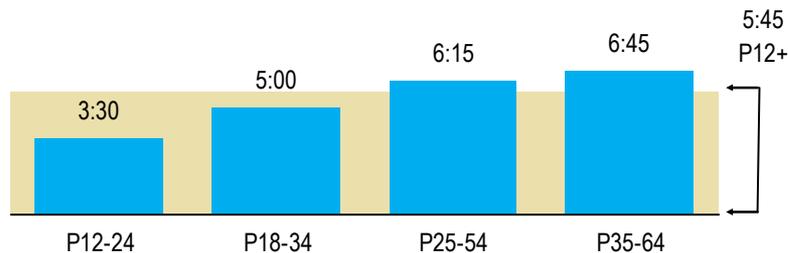
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



A format that has been heard almost exclusively along the Eastern seaboard, where the Caribbean population is largely concentrated, Spanish Tropical ranked No. 1 in the New England and Mid-Atlantic regions. However, New England's audience share dropped slightly, while Mid-Atlantic's went up by nearly two shares. On the contrary, the South Atlantic, the only other region where the format had stations, experienced a drop of more than two shares, from 10.6% in Spring '07 to 8.3% in Fall '08.

The 35-64s Take It

Spanish Tropical's time spent listening was highest among older adults, particularly those 35-64, and placed sixth-longest in that cell, as well as with adults 18-34. Spanish Tropical also had the fifth-highest TSL among those 25-54.

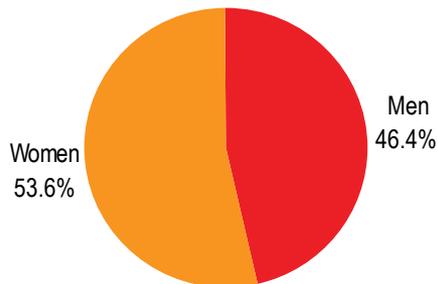
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Country



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06*	2.4	8.9
SP07	2.5	9.1
FA08	2.9	7.0

*2006 was the first year reporting on this format.

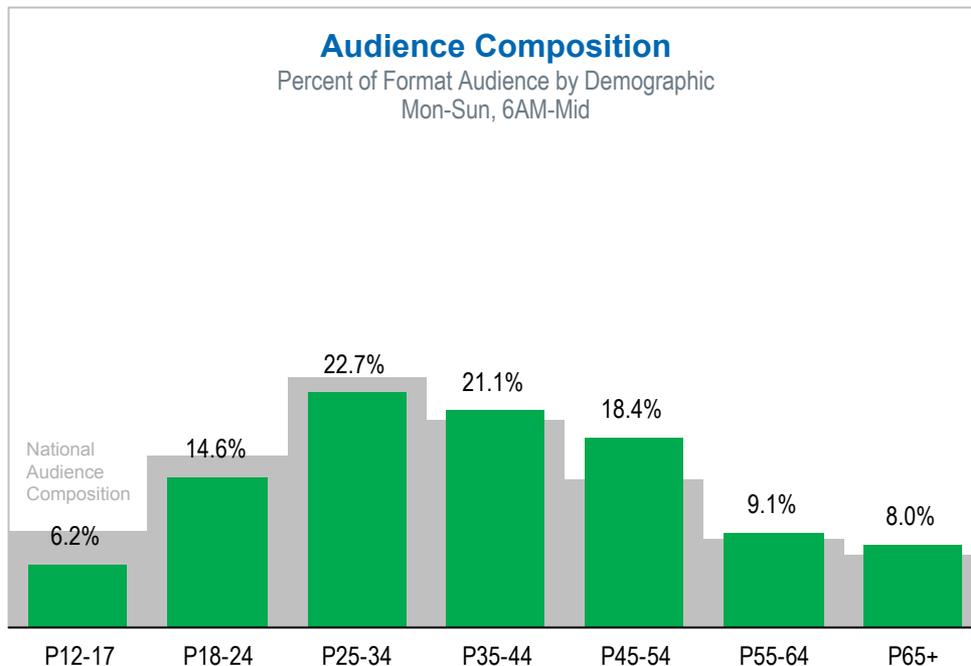
On the High End of English-Dominant Listeners

Country's appeal among Hispanic listeners rose, as the format posted a share increase from 2.5% in Spring '07 to 2.9% in Fall '08. With the second-highest number of stations of all formats across the country (2,358), including 1,337 on FM and 342 on AM, Country reached nearly 2.5 million Hispanic listeners per week. The gender balance remained steady between Spring '07 and Fall '08, leaning 54% women to 46% men. The composition of younger Hispanics tuning in to Country grew over that time frame, as the proportion of Latino listeners between 12 and 34 years old increased nearly 3%. The composition of adults 35-44 declined slightly, while adults 55-64 were down just over 2%.

continued ►

Audience Composition

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



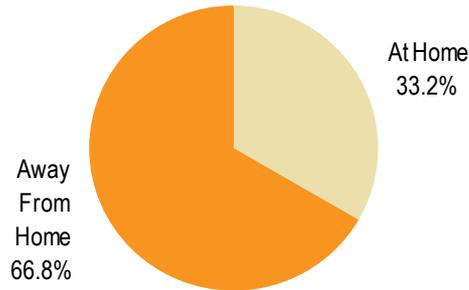
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

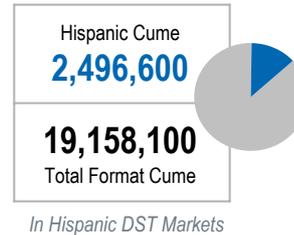
Country

AQH Share of Listening by Location

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

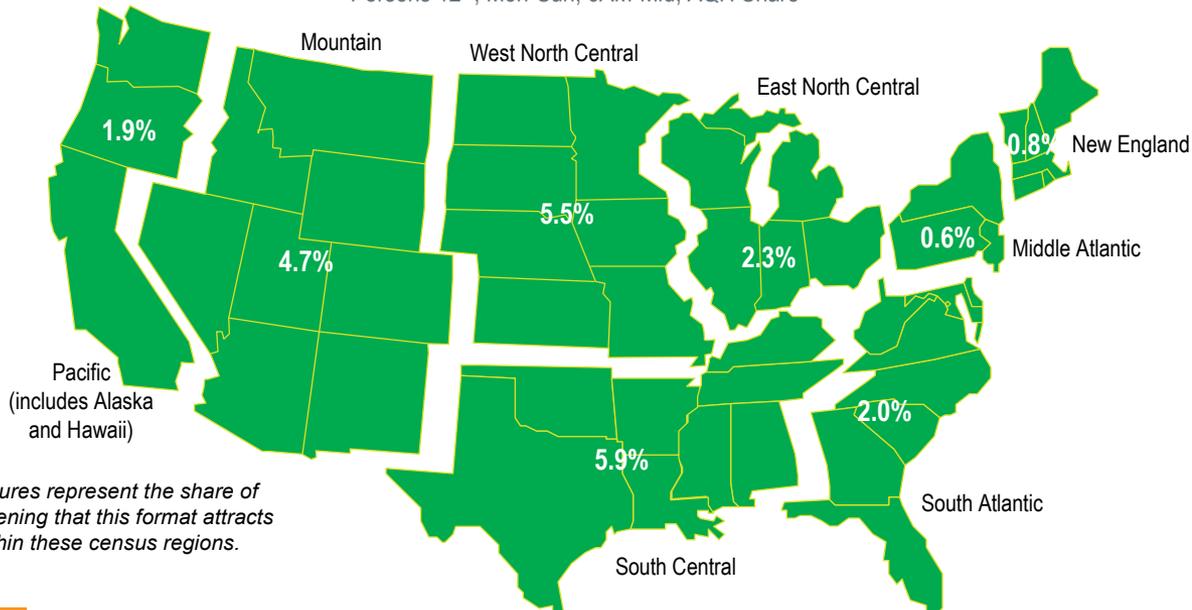


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Even with the drop among 35-44 listeners, a solid majority—62%—of the Hispanic audience to Country was between 25-54 years old. Interestingly, the share of Hispanics 65+ favoring Country gained slightly more than 1%. As expected, Hispanic Country consumers were primarily English-dominant, with Spanish-dominant Hispanics comprising only 20% of the audience; that's the second-lowest percentage of all formats in this study. Every age group showed a higher percentage of English-dominant Hispanics, except for those between 35-44 years old, where the composition of Spanish-dominant consumers was higher.

A South Central Darling

Approximately two-thirds of Country listening among Hispanics took place away from home; that's the second-highest proportion of all formats in this report; only AC has more. Country's ratings went up slightly across all dayparts, with mornings showing the highest increase, from 2.4% in Spring '07 to 3.1% in Fall '08, followed by middays, which grew from 2.8% to 3.1% over that time frame. The strongest region for Country among Hispanics during Fall '08 was in the South Central area, where the format posted a slight ratings increase from 5.2% to 5.9%, and ranked fifth overall and No. 2 among the English-language formats covered.

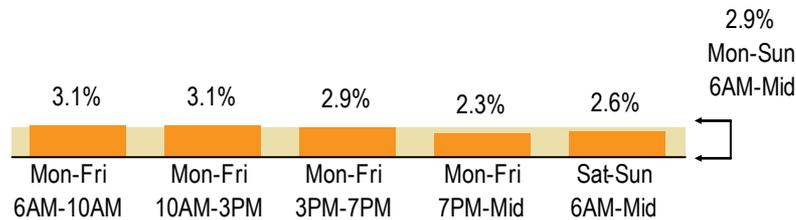
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.*

Country

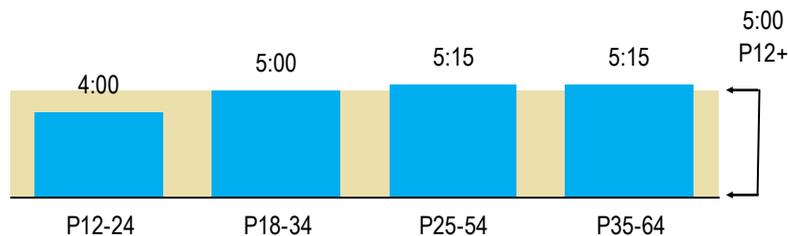
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



The Mid-Atlantic, East North Central and Pacific territories also experienced ratings growth for Country, while its audience decreased slightly in New England and the West North Central zone, where it was still the No. 3 English-language presentation. Country maintained the same shares from Spring '07 in the South Atlantic and Mountain regions, at 2% and 4.7%, respectively.

As one would expect with a format centering on adults 25-54, Country's time spent listening was longest among that age group and with those 35-64, followed by listeners 12+ overall and adults 18-34.

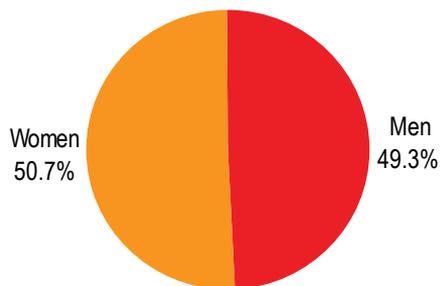
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish News/Talk



Listeners 12+

Mon-Sun, 6AM-Mid



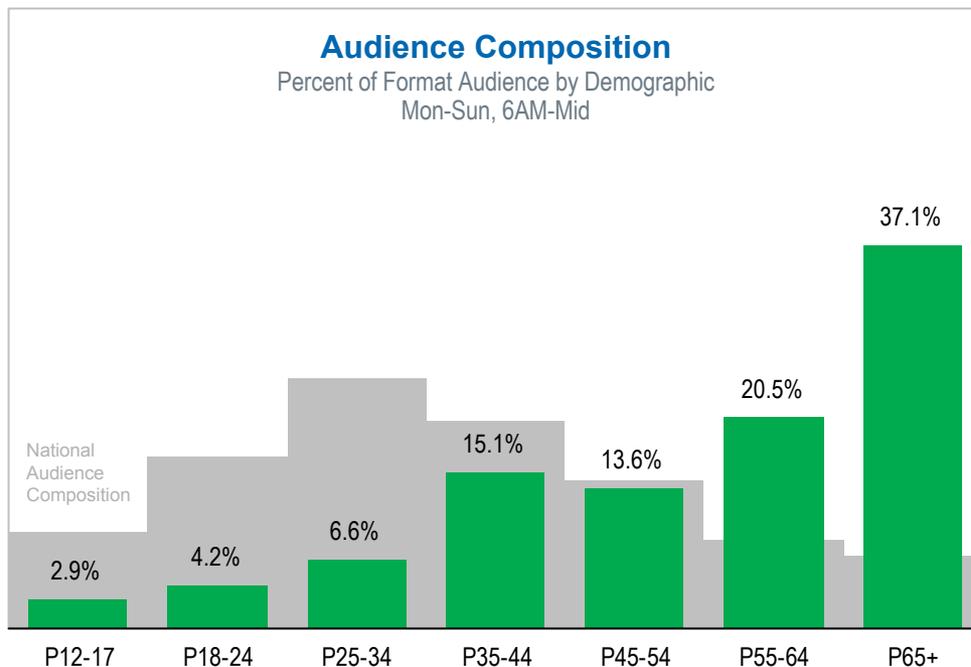
AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	3.3	0.7
FA08	2.8	0.4

Audience Composition

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



News/Talk Commanded Spanish-Dominant Audiences

The Spanish News/Talk format, like the music formats, is largely programmed depending on the country of origin of the Hispanics residing in a particular market. Though all Spanish N/T stations cover national news of importance to all Latinos in the U.S., such as the presidential elections, part of the programming is tailored to the specific Latinos in a given metropolitan area. For example, while KTNQ/Los Angeles may cover more news from Mexico and issues important to that local community, WAQI/Miami may concentrate more on news and issues central to the Cuban community.

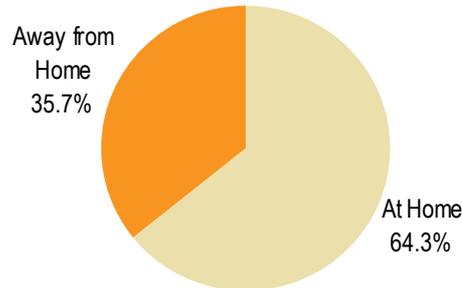
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.*

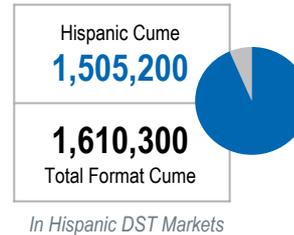
Spanish News/Talk

AQH Share of Listening by Location

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

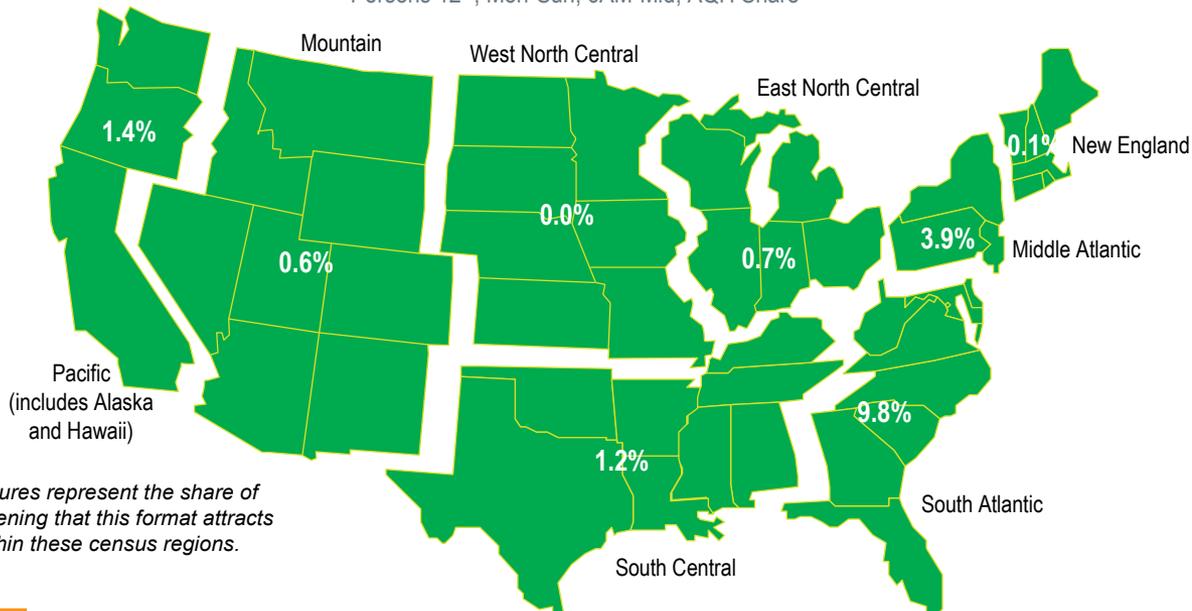


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

In Fall 2008, Spanish N/T scored a 2.8% share, down from the 3.3% in Spring 2007. The format reaches 1.5 million Hispanic listeners per week through 93 stations, including 55 AM and one FM—WCMQ/Miami—consistently one of the top-rated stations in the market. Nationally, the format's share slipped from 0.7% in Spring 2007 to 0.4% in Fall 2008. The 55+ audience composition was nearly 58%, but surprisingly, the 12-24 demos, which made up only 7% of the audience, increased almost 3% from Spring '07 to Fall '08. But the 25-44 sector dropped more than 6% from Spring '07. Spanish N/T had the highest proportion (nearly 94%) of 12+ Spanish-dominant Hispanic listeners. The 12-24 and 45-54 demographics posted a higher composition of English-dominant listeners, while Spanish-dominant listeners were higher among adults 55+.

A South Atlantic Stronghold

Spanish News/Talk had the second-highest at-home listening percentage at 64%, up almost 2% from Spring '07. It was also one of only three formats in this report whose at-home listening share surpassed away-from-home. Spanish N/T's ratings slipped in most dayparts, especially in midday and afternoons, losing a share in each.

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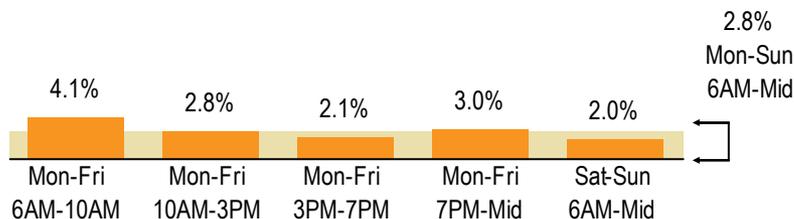
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish News/Talk

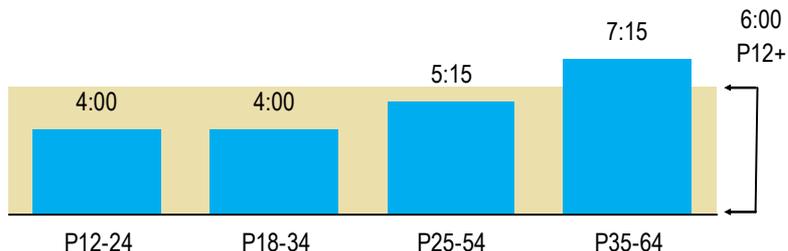
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



However, the format registered a slight increase in mornings and evenings. The South Atlantic region remained the most favorable area for Spanish N/T, ranking No. 2 among all formats in this report, and increasing slightly in share from 9.6% in Spring '07 to 9.8% in Fall '08. However, Spanish N/T gave up ground or remained steady in all other regions, with the most notable dips taking place in the Mid-Atlantic and East North Central regions, down 1.2% and 1.4% respectively.

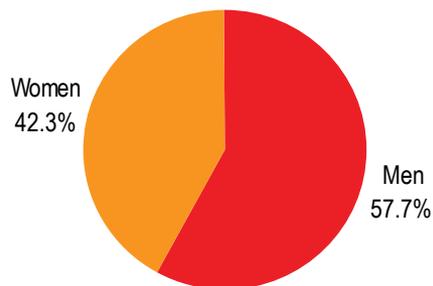
Time spent listening for Spanish N/T was highest among adults 35-65, and its next-strongest TSL figures were with listeners 12+ overall.

Latino Urban



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

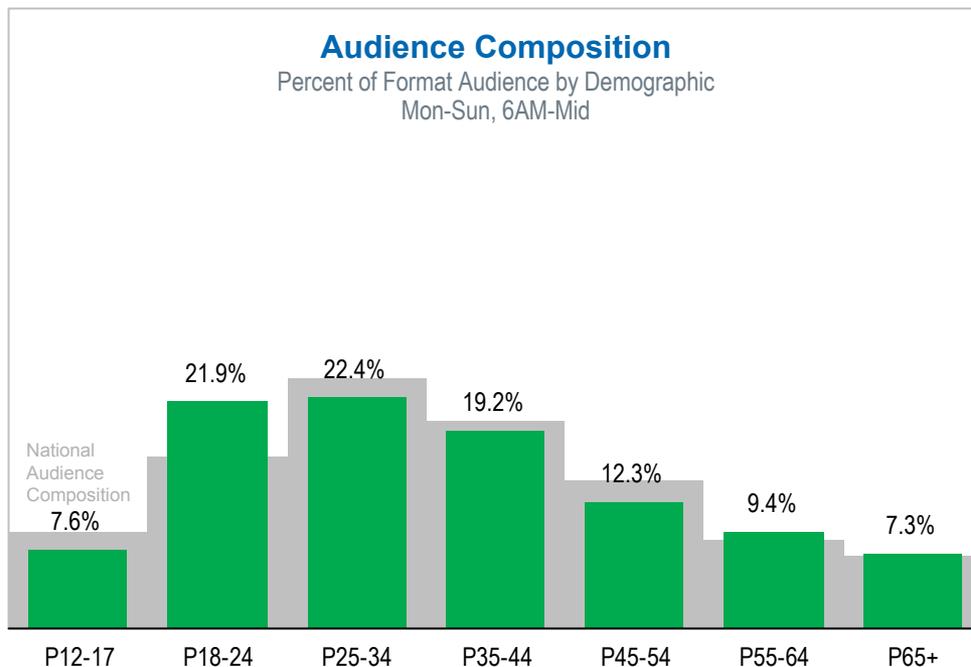
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	-	-
SP07*	2.3	0.6
FA08	1.7	0.5

*2007 was the first year reporting on this format.

Audience Composition

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



More Listeners Tuned In to This Specialty Format

Latino Urban boomed in 2004 and 2005 when reggaetón became mainstream. The format introduced a bilingual on-air delivery and targeted second- and third-generation, multi-cultural Latinos. Since it hit the airwaves, Latino Urban as a format has gone through several evolutions, and so has the music that was its foundation. In many cases, reggaetón music has morphed in to a mix of reggaetón beats with salsa, bachata or merengue and, more recently, dance music. Meanwhile, over time Latino Urban stations began a transformation to either Urban/Tropical or Urban/Pop, depending on the market.

In Fall 2008, FM stations that identified themselves as Latino Urban dipped to only nine, down from 12 in 2007.

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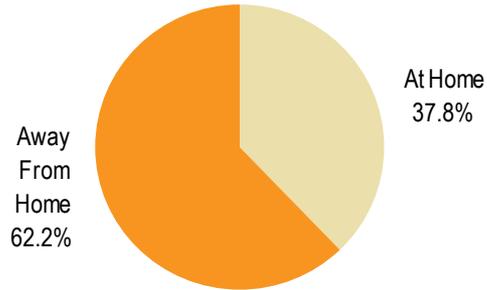
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

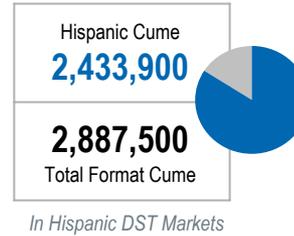
Latino Urban

AQH Share of Listening by Location

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

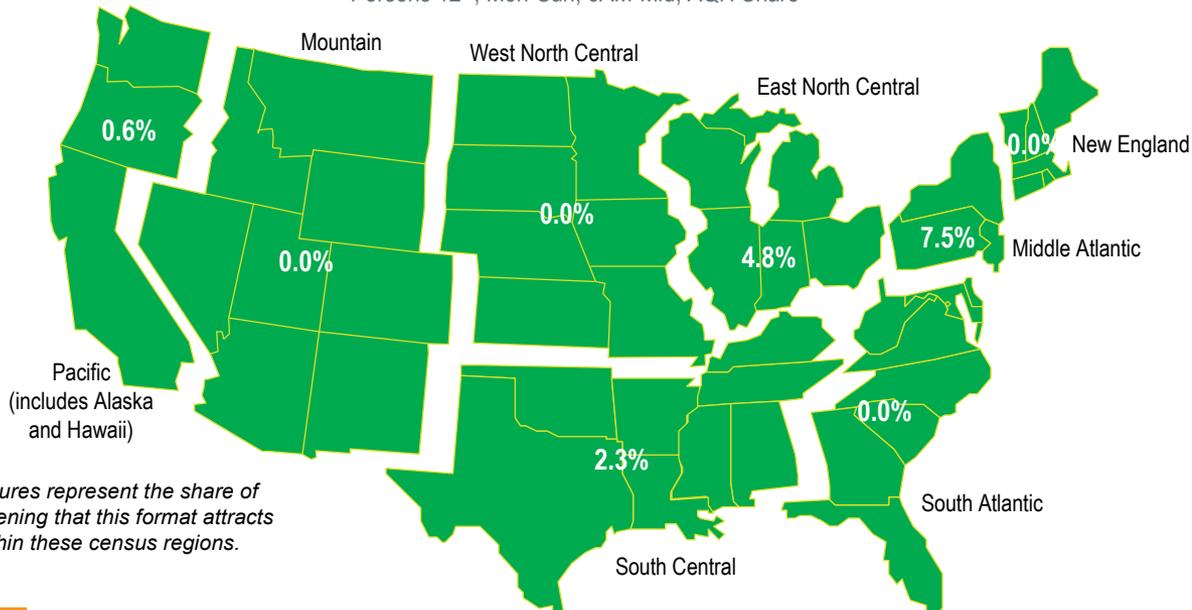


Cume



Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Just seven others streamed online, and seven programmed on HD[®] Radio channels. Though the format only counts a handful of stations—one of the most “urban,” KXOL Los Angeles—Latino Urban attracted a 1.7% share of the national Hispanic audience. Combined, these stations reached nearly 2.5 million Hispanic listeners per week, a jump from 1.9 million in Spring '07. The gender balance tipped sharply toward men between Spring '07 and Fall '08, as the ratio of men to women rose from 51%/49% to 58%/42%. In terms of audience composition, Latino Urban grew older: The segment of listeners 12-24 diminished 23%, while those 35-54 increased 11%, and even adults 65+ showed a 6% rise. Not surprisingly, among English-dominant listeners, the largest concentration was in the teen bracket, while the Spanish-dominant audience had a higher percentage in older demos. The exception was adults 45-54, where English-dominant surpassed Spanish dominant by nearly 4%. Latino Urban's 12+ audience was highly Spanish-dominant, at 78%, compared to 22% English-dominant.

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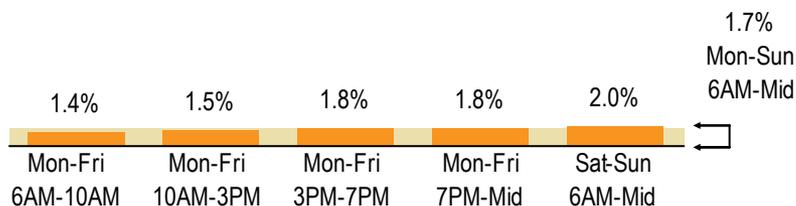
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

HD Radio[®] is a registered trademark of iBiquity Digital Corporation.

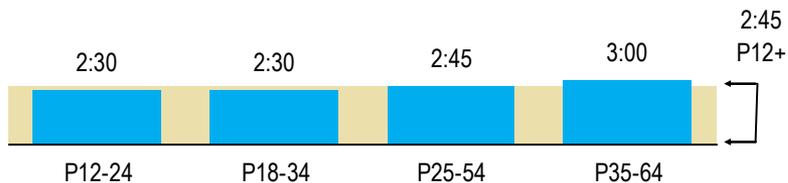
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



An Away-From-Home Format

Listening away from home for Latino Urban was the highest among all Spanish-language formats, and ranked fourth among all formats in this report, at 62%.

The format's ratings dipped slightly in almost all dayparts, except during mornings, where they remained the same from the previous year, and evenings, which had the largest decrease. Regionally, Latino Urban gave up ground across the country. In the Mid-Atlantic and East North Central areas, where the format ranked No. 3 in Spring '07, Latino Urban dropped to fourth and fifth place, respectively. The most significant loss was in East North Central, where the format's share fell to 4.8%, down from 9% the previous year.

Time spent listening for Latino Urban was longest among adults 35-64, followed by adults 25-54 and those 12+.

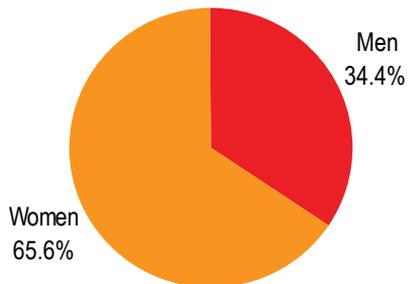
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Religious



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03*	-	0.1
SP04	-	0.1
SP05	0.9	0.0
SP06	1.1	0.1
SP07	1.3	0.1
FA08	1.0	0.3

*2003 was the first year reporting on this format.

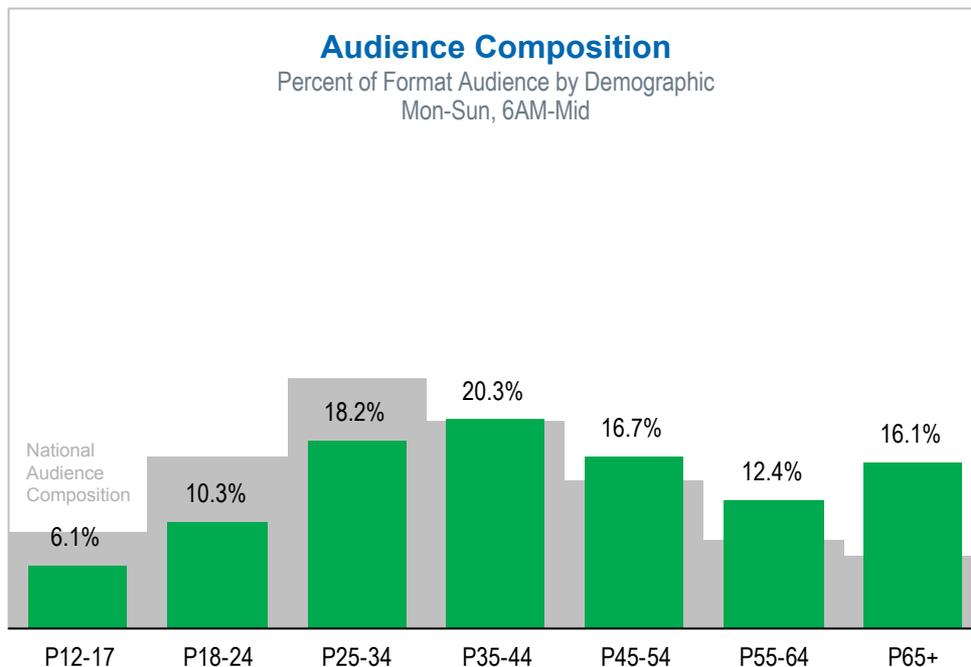
Gaining Stations, Women Strong

Spanish Religious satisfies the spiritual needs of those Hispanics looking for programming that extends beyond the traditional Latin music genres. As a community, Hispanics tend to be very family-oriented and often have strong religious convictions, which may explain why more Spanish Religious stations are popping up across some regions of the country and online. These broadcasters feature Christian music in Spanish from all genres, from rock to pop to salsa and instrumental, and incorporate spiritual teachings and daily praise, as well as community-oriented programming.

continued ►

Audience Composition

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



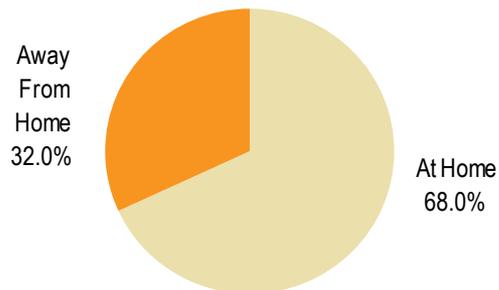
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

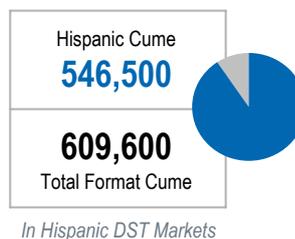
Spanish Religious

AQH Share of Listening by Location

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



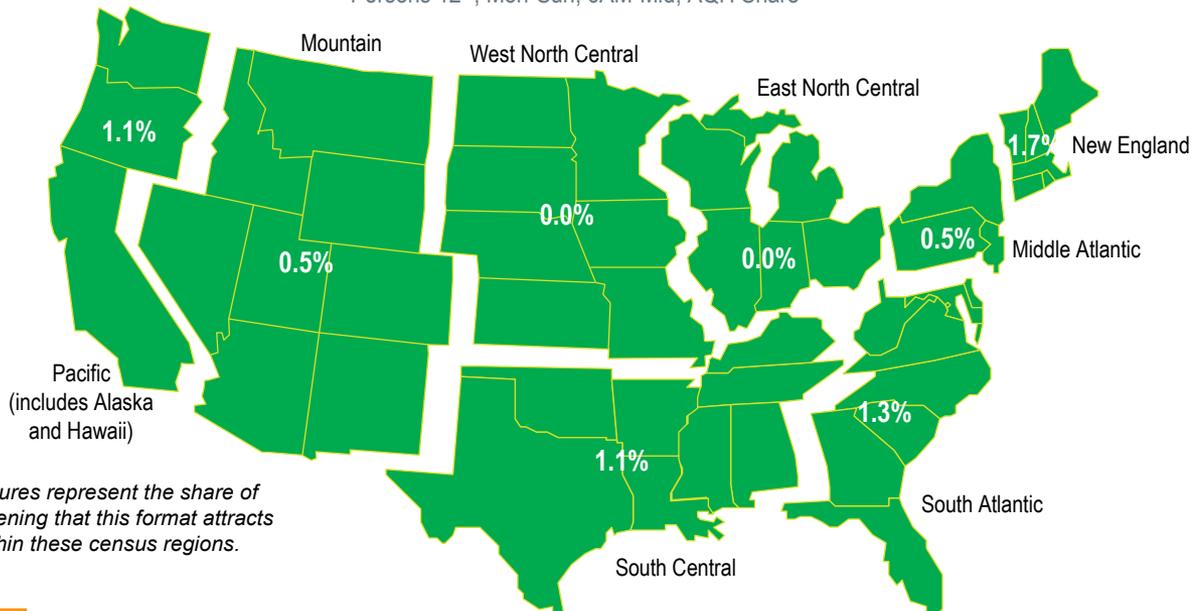
Cume



Reaching nearly 550,000 listeners per week, Spanish Religious programming can be heard on 34 FM and 58 AM stations, as well as on 31 streaming stations—third-most of all formats in terms of online outlets. The number of stations programming Spanish Religious increased by 43 to 125 in Fall 2008, and 57 more than in Spring 2006. However, the format's 12+ share among Hispanic listeners dropped to 1% from 1.3% from Spring 2007.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

The ratio of male listeners to Spanish Religious increased slightly between Spring '07 and Fall '08, but women listeners still outnumbered men 2:1. More than one-third of the Spanish Religious audience was between the ages of 25 and 44. The proportion of younger listeners increased from Spring '07 to Fall '08, with teens up nearly 2%, and adults 25-34 up 4%. The composition of adults 55-64 also showed a minor increase. All other age groups experienced a decline, most notably adults 35-54, down nearly 5%.

Spanish Religious had the second-highest proportion of 12+ Spanish-dominant listeners, even higher than Mexican Regional. A larger segment of 12- to 24-year-olds who listened to Spanish Religious were English-dominant than Spanish-dominant. However, the format's ratio of Spanish-dominant listeners outweighed those who were English-dominant in all the other age cells.

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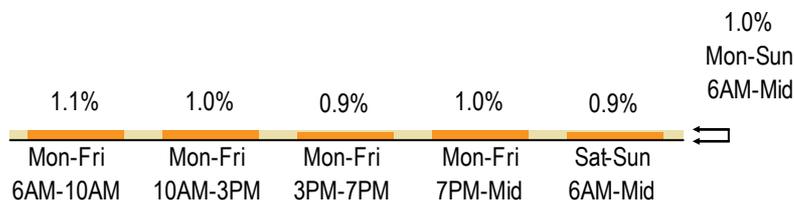
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Religious

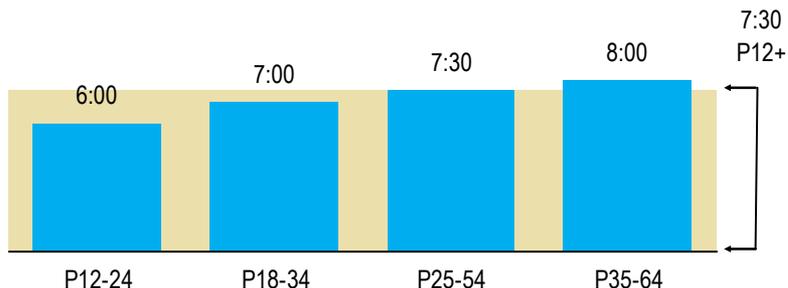
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Top At-Home Listening

Spanish Religious enjoyed the highest proportion of at-home listening (68%) of all the formats in this report, though that is down 0.5% from Spring '07. After picking up ratings in Spring '07 across the board, in Fall '08 its ratings went down in every daypart, with the biggest downturn during evenings and weekends. New England, where the format ranked among the top 10 among all the formats in this report, gave Spanish Religious its best ratings in Fall '08 with a 1.7% share, up from 0.5% in Spring '07. Spanish Religious also experienced minor growth in the South Atlantic and Mountain regions, and maintained a 1.1% share in the Pacific. In the Middle-Atlantic, where it held the best ratings the previous year, it took a significant hit, declining 2.8% of Hispanic listening to 0.5%; it also dropped slightly in the South Central region.

Among the Best in All Age Groups

Spanish Religious time spent listening ranked among the best in all age groups, placing third-highest among adults 35-64. Spanish Religious' TSL is also third-highest among those 12+ and with adults 25-54. Time spent listening to Spanish Religious among those 12-34 ranked No. 2 among all formats in this report.

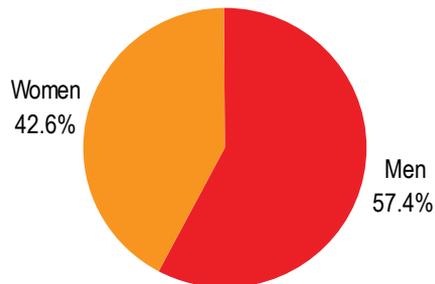
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Variety



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	1.4	0.3
FA07	1.0	0.3

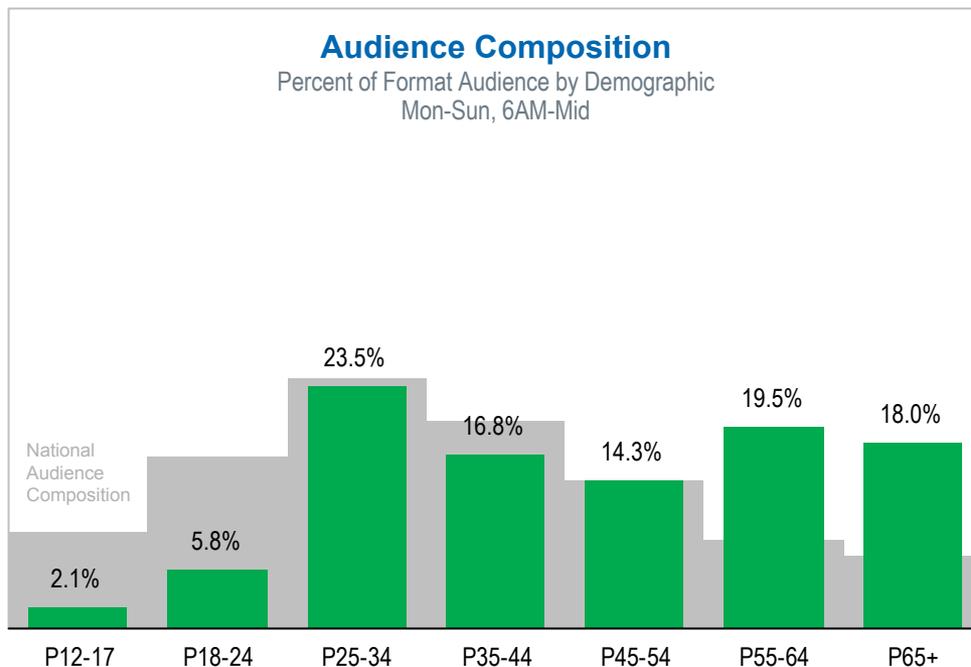
Older and More Mature

The Spanish Variety format can be as diverse as Hispanics themselves. It offers a mix of Latin music and information to satisfy the needs of Latinos living in a particular market, taking into consideration their country of origin, musical tastes, cultures and idiosyncrasies.

With the second most AMs (96) of all Spanish-language formats—only Mexican Regional has more at 146—Spanish Variety was broadcast on 174 stations across the country, including 42 FM and 28 online. Spanish Variety's share fell in Fall 2008 to 1% from 1.4% in Spring 2007.

Audience Composition

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



continued ►

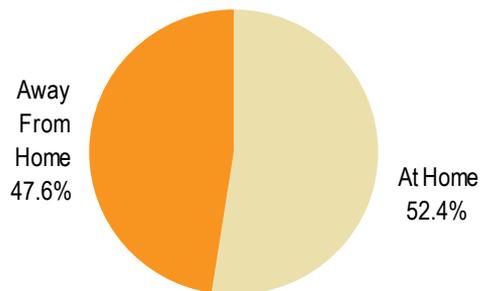
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

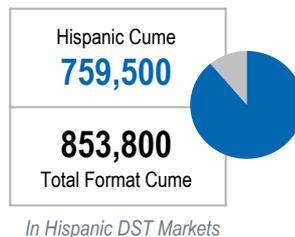
Spanish Variety

AQH Share of Listening by Location

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



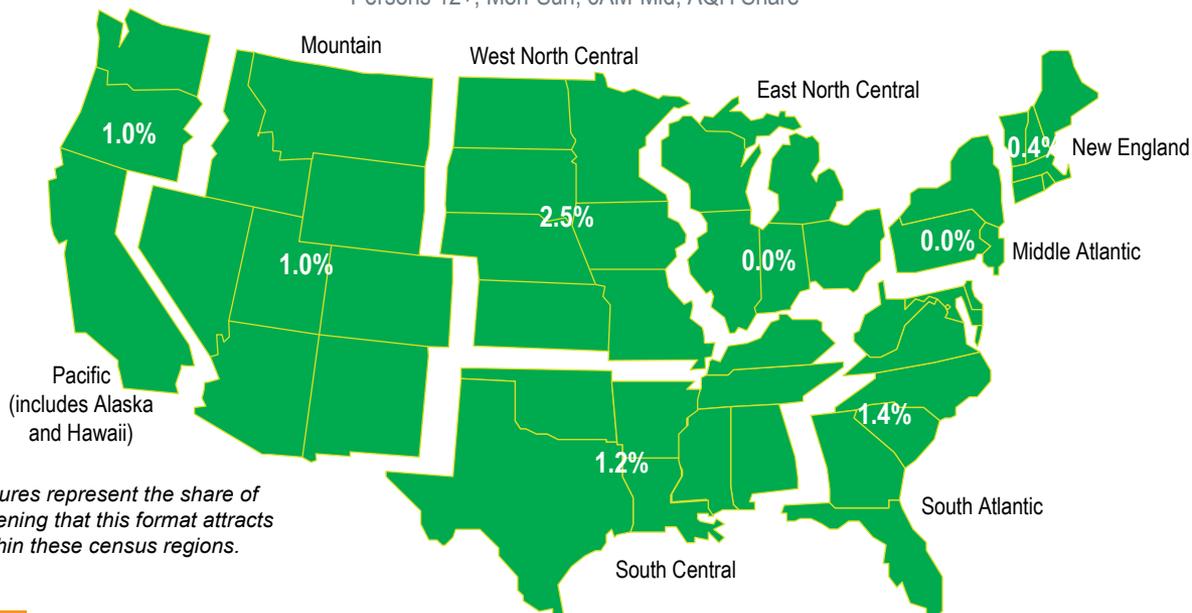
Cume



The Cume also dropped from 1 million Hispanic consumers per week to nearly 800,000. Hispanic male listeners continued to outnumber women, and the proportion of male listeners rose in Fall 2008 to 58%, up 5% from the previous year. The composition of 12- to 24-year-old listeners declined, with a nearly 12% drop among those 18-24. Conversely, the composition of adults 55-64 and 65+ listeners increased by 9% and 7%, respectively. Less than one-quarter of Spanish Variety's 12+ audience was English-dominant. And among those, most were in the teen, 55-64 and 65+ cells, while Spanish-dominant listeners posted a higher share in the other age groups.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

At-Home Heavy Listening

Spanish Variety was one of only three formats in this report where the majority of listening occurred in the home. Its 52% at-home tune-in was up nearly 9% from Spring '07. The format's ratings slipped slightly in all dayparts, with evenings experiencing the biggest drop, down 1%. Looking at the past several years, Spanish Variety's strongest figures were in 2005, when it generated nearly 3% or even more of all listening in each daypart.

continued ►

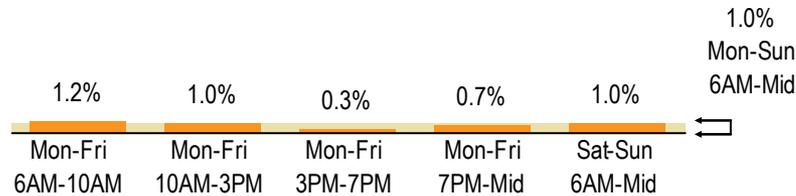
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Variety

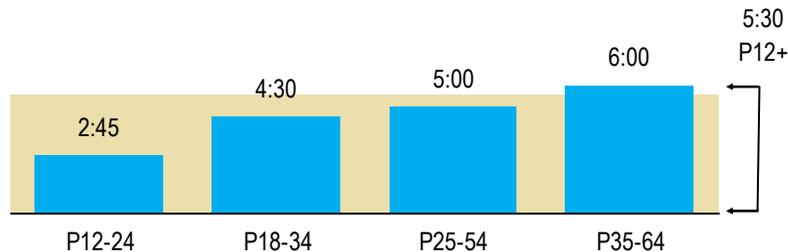
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



In Fall '08, Spanish Variety gave up ground in most regions, gaining slightly only in the New England territory. In the Mountain and Pacific areas, Spanish Variety remained the same as in Spring '07, but shed shares in West North Central (-3%), South Central and South Atlantic, where the format was the strongest in Spring '07.

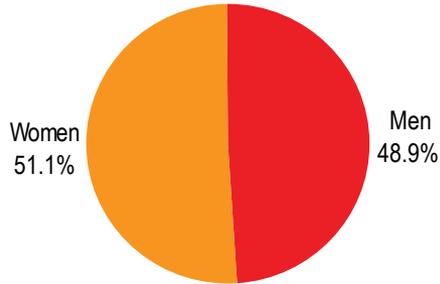
Time spent listening to Spanish Variety was the strongest among adults 35-64, followed by 12+ overall.

Tejano



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	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
SP07	0.7	0.1
FA08	0.9	0.2

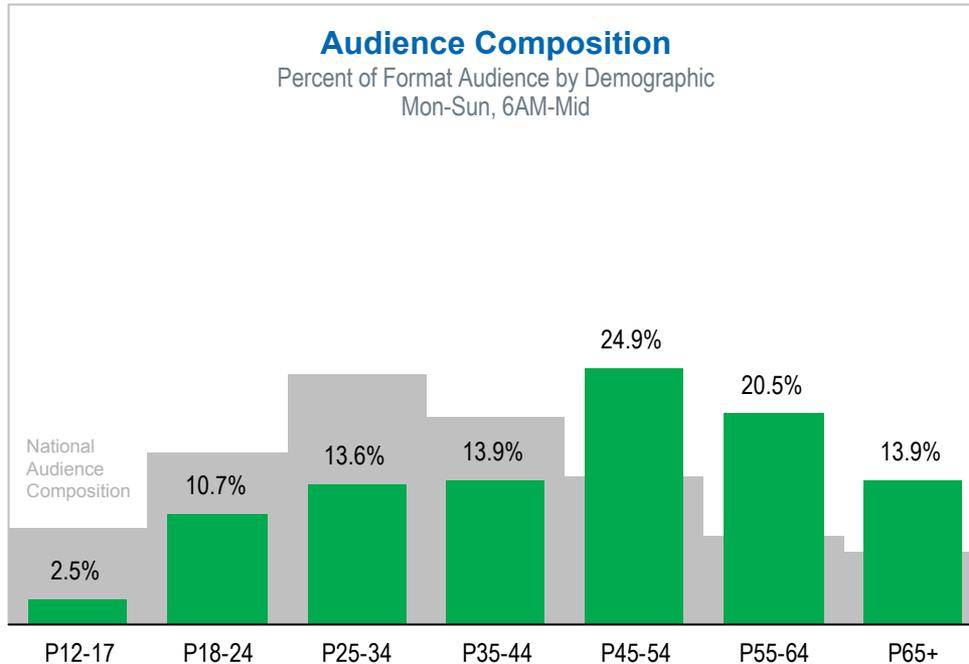
Unique to Texas

Tejano, as the name implies, is a format that is unique to Texas and reflects the lifestyle and culture of many of that state's Latinos. Tejano artists are mostly regional and stations feature a bilingual on-air delivery. Tejano music is a mix of Mexican, country and other English-language genres. Key Tejano artists include Bobby Pulido, Emilio Navaira, La Tropa F, Los Palominos, Michael Salgado, Ram Herrera and David Lee Garza.

continued ►

Audience Composition

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



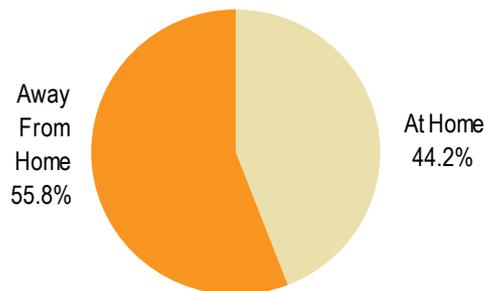
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

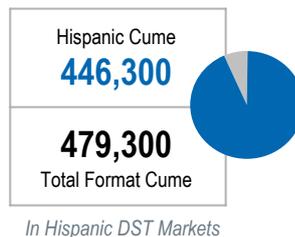
Tejano

AQH Share of Listening by Location

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



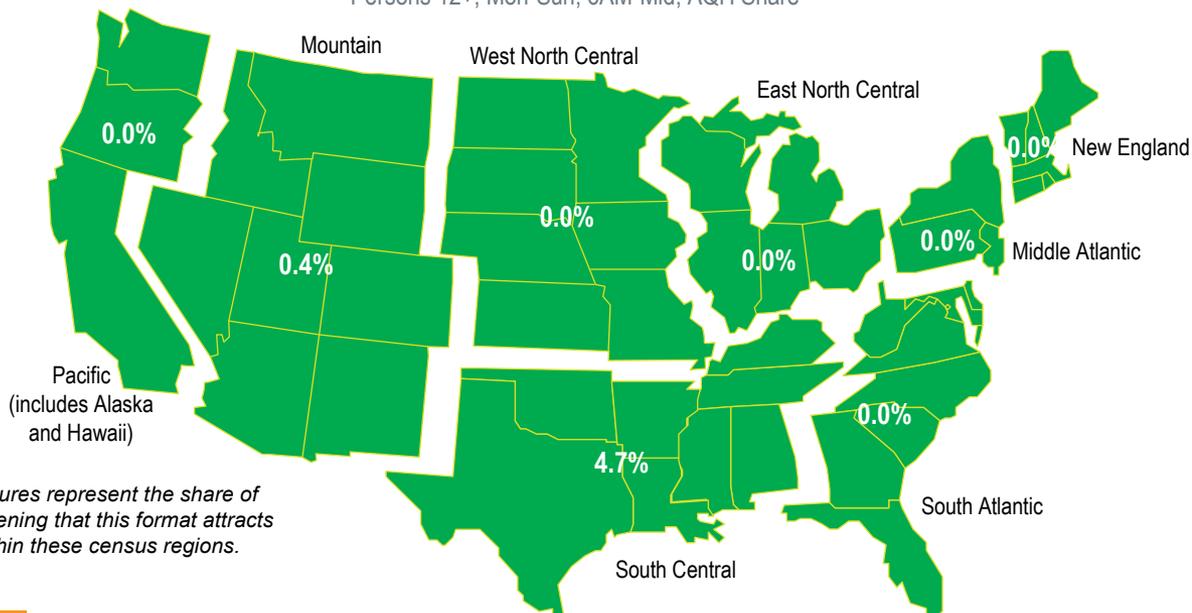
Cume



With a Cume close to a half-million consumers, Tejano was broadcast on 42 stations, including 15 FM and nine AM. The format's total share among Hispanics increased slightly to 0.9% in Fall '08, up from 0.7% in Spring '07. The gender balance remained fairly even between Spring '07 and Fall '08, though the proportion of female listeners increased slightly. On opposite sides of the demo spectrum, the composition of teens and adults 65+ decreased slightly, but adults 35-54 marked the biggest decline, at more than 4%. However, the proportion of 18-34 listeners increased slightly, with the highest jump among adults 55-64, at 4%. Almost 60% of the format's audience was between 35 and 64 years old.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

Where English-Dominant Reigns

Nearly 56% of listening to Tejano occurred away from home, a 9% increase from 47% in Spring 2007. Away-from-home's share of total Tejano listening ranked fifth among the Spanish-language formats in this report. Tejano ratings increased slightly in all dayparts, with mornings showing the most growth. Tejano had the highest percentage of 12+ English-dominant listeners of all Spanish-language formats, at just above 63%. A higher proportion of Tejano listeners were English-dominant than Spanish-dominant in all age groups except adults 55-64 and 65+.

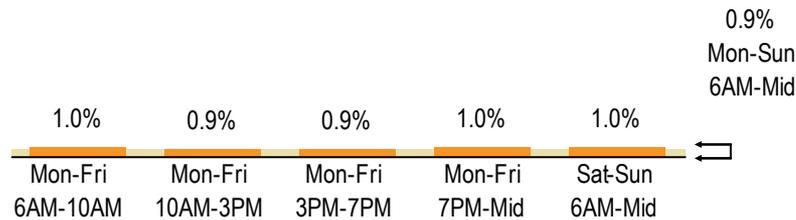
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

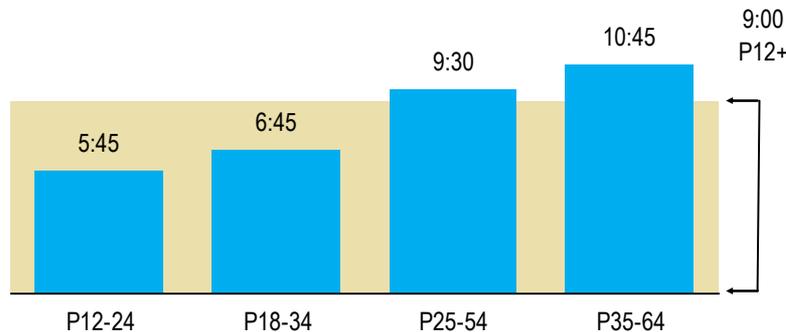
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Tejano has enjoyed support in the South Central and Mountain regions over the past several years. Tejano increased its share in both of these areas, up from 0.2% to 0.4% in the Mountain zone to nearly 5% in the South Central area, up from 3%.

No. 1 in Three Demos

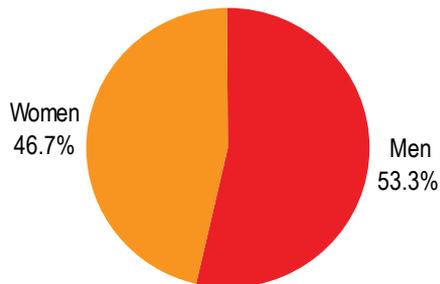
Tejano's time spent listening was the highest of all formats in this study among those 12+, adults 25-54 and adults 35-64, posting the third-highest TSL with those 12-24 and 18-34, the latter tying with Spanish Oldies.

Spanish Oldies



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

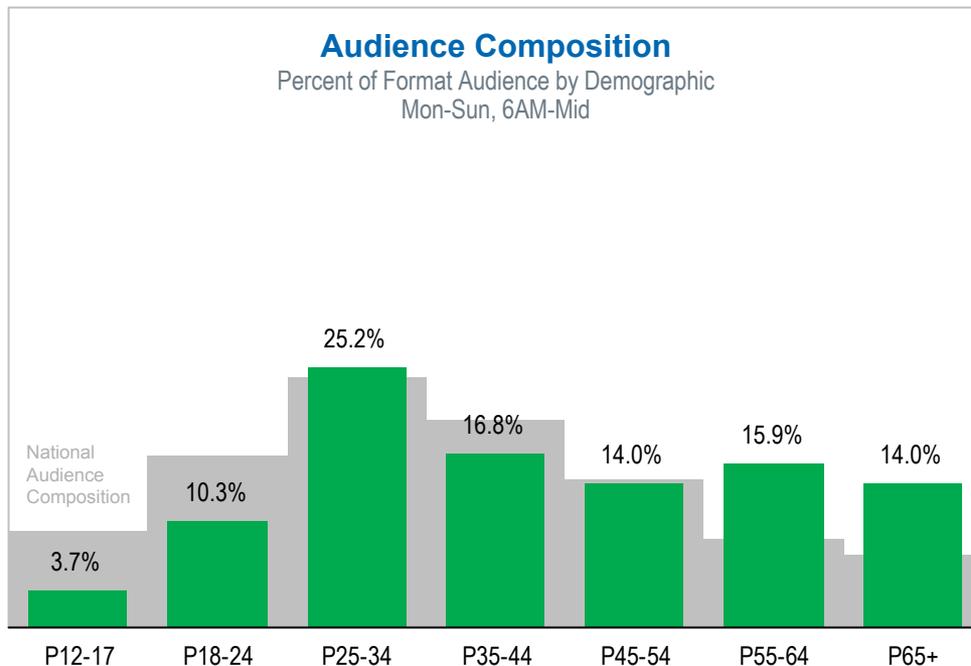
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05*	-	-
SP06	0.5	0.1
SP07	0.3	0.0
FA08	0.3	0.1

*2005 was the first year reporting on this format.

Audience Composition

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



The Smallest of the Bunch

Spanish Oldies is a nostalgia format, and focuses on hits from the '70s, '80s and '90s from all Latin genres. Like Spanish Adult Hits, the music featured on Spanish Oldies stations can include a mix of all genres from pop and ballads to Tropical, Mexican Regional and even some English-language classics. Programming on each outlet depends on the country of origin of the Hispanics living in the market. Spanish Oldies and Spanish Adult Hits share many of the same core artists, such as Leo Dan, Camilo Sesto, Juan Gabriel, Bronco, Joan Sebastián, José Alfredo Jiménez, José José, José Feliciano and Julio Iglesias.

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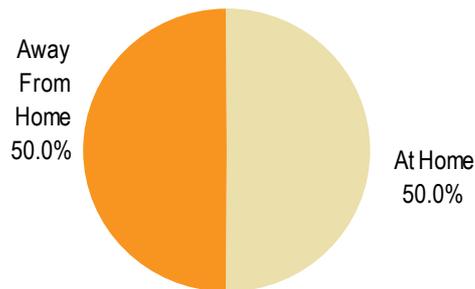
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

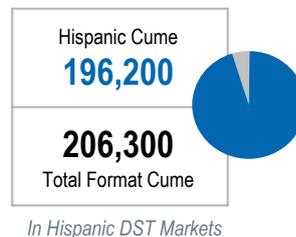
Spanish Oldies

AQH Share of Listening by Location

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



Cume

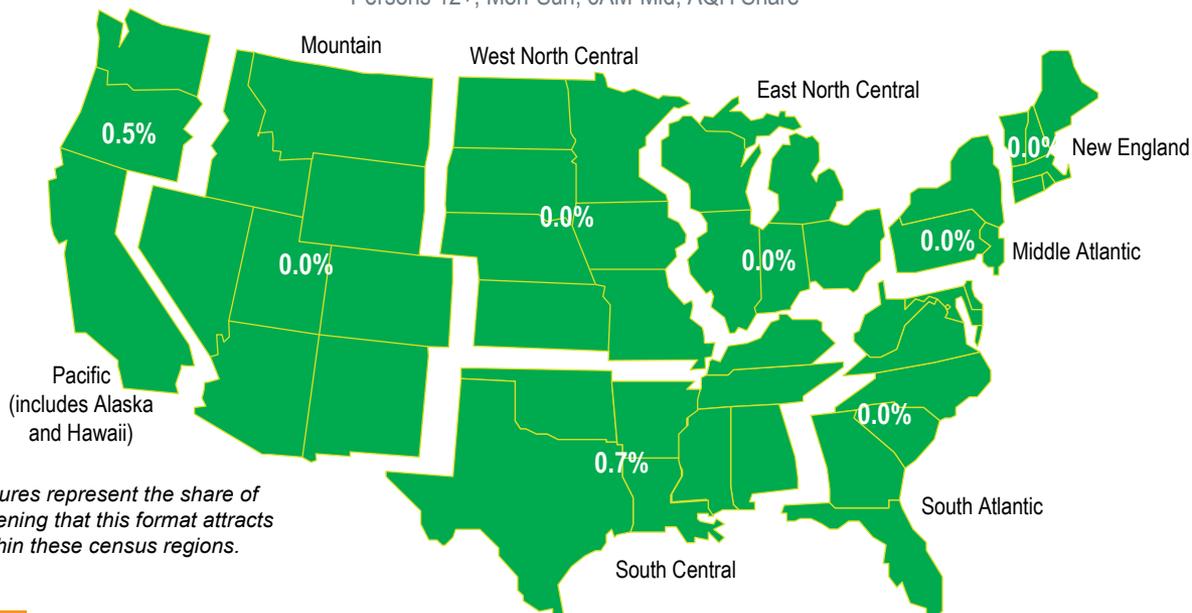


In terms of ratings, Spanish Oldies remained the smallest of the Spanish-language formats overall and in each age group. Heard on 20 stations (12 AM and 6 FM), it generated nearly 200,000 listeners each week during Fall '08, down from 254,000 in Spring '07. The format maintained its same overall Hispanic share for the second year with 0.3%.

Spanish Oldies' gender ratio remained relatively the same, with a 53% male/47% female ratio; that's a minor increase in female listeners from the previous report. One-quarter of the format's audience was between 25-34, a bracket that increased its share by 2% from Spring '07. Also on the upside was the 55-64 demo, whose composition jumped 4% from the previous year, and surprisingly, Spanish Oldies' 12-24 audience segment experienced a nearly 2% increase. Meanwhile, the proportion of adults 35-54 decreased almost 7%, with about 4% of that dip coming from the 45-54 bracket.

Audience Share by Region

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



Figures represent the share of listening that this format attracts within these census regions.

The 50/50 Format

Listening trends for Spanish Oldies were split at 50/50 between at home and away from home; it's the only format in this report that's evenly divided. Spanish Oldies held the fourth-highest at-home listening percentage of all formats in this study.

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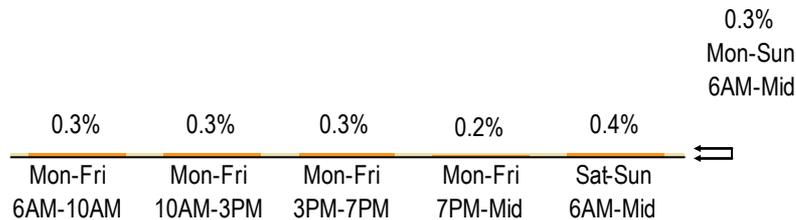
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Spanish Oldies

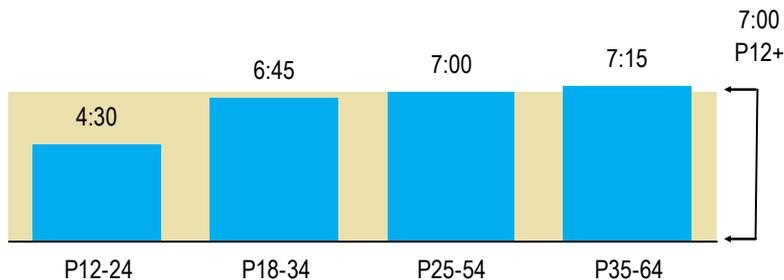
AQH Share of Listening by Daypart

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



Time Spent Listening by Demographic

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



Midday and night ratings experienced a slight drop, while weekends experienced a small upward bump and other dayparts remained the same at 0.3%. Spanish Oldies had a small presence in two regions, South Central and Pacific. In the first region, it increased its share from 0.4% to 0.7%, while in the Pacific area Spanish Oldies was level at 0.5% from Spring '07.

Spanish Oldies' time spent listening was very competitive compared to all the formats in this report. Its TSL among 18- to 34-year-olds ranked third-best, and scored a fourth-place position among those 12+, 25-54 and 35-64.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

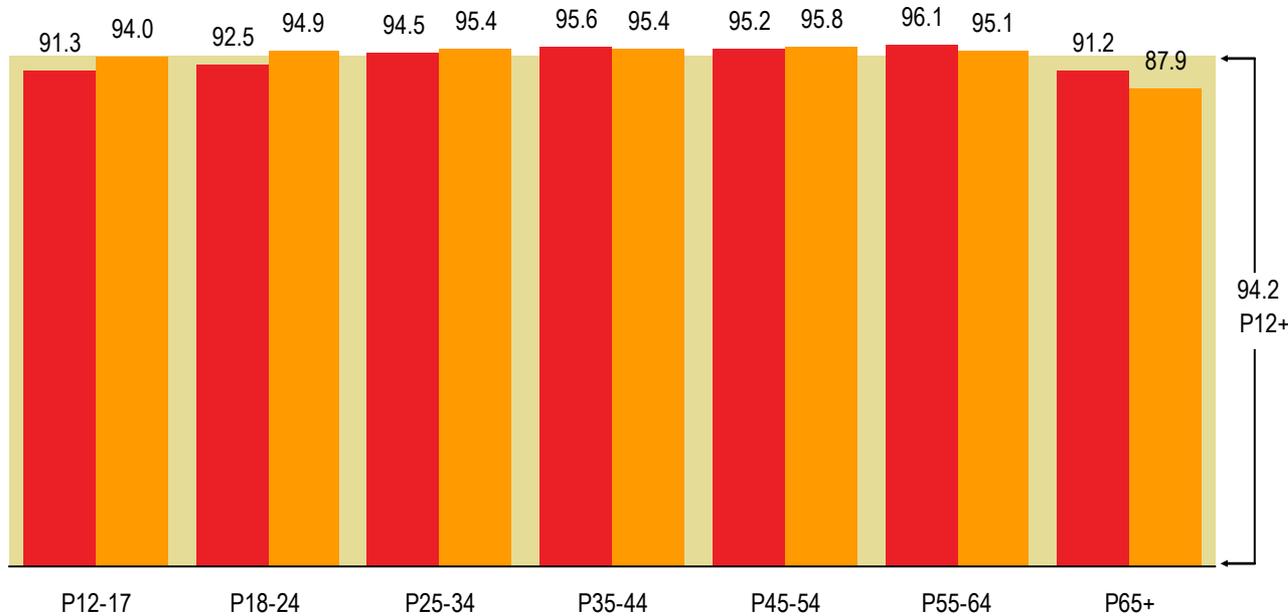
National Radio Listening Trends

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

Weekly Cume Rating

All Hispanic Listeners



■ Men
■ Women

How to Read:

These figures represent “weekly Cume ratings.” For example, 97.8% of all Hispanic 18–24 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.

These figures demonstrate radio’s powerful ability to attract the vast majority of Hispanic listeners in every demographic group. Even with numerous media alternatives through which consumers can entertain and inform themselves, radio’s overall reach among Hispanic listeners has remained between 94% and 96% ever since these studies began in Spring 2001; those figures have decreased less than 1% over that time. Whether Spanish-dominant or English-dominant, radio reaches at least 91% of Hispanic men in every age group, and attracts more than 91% of Hispanic women in every demographic cell 12-64.

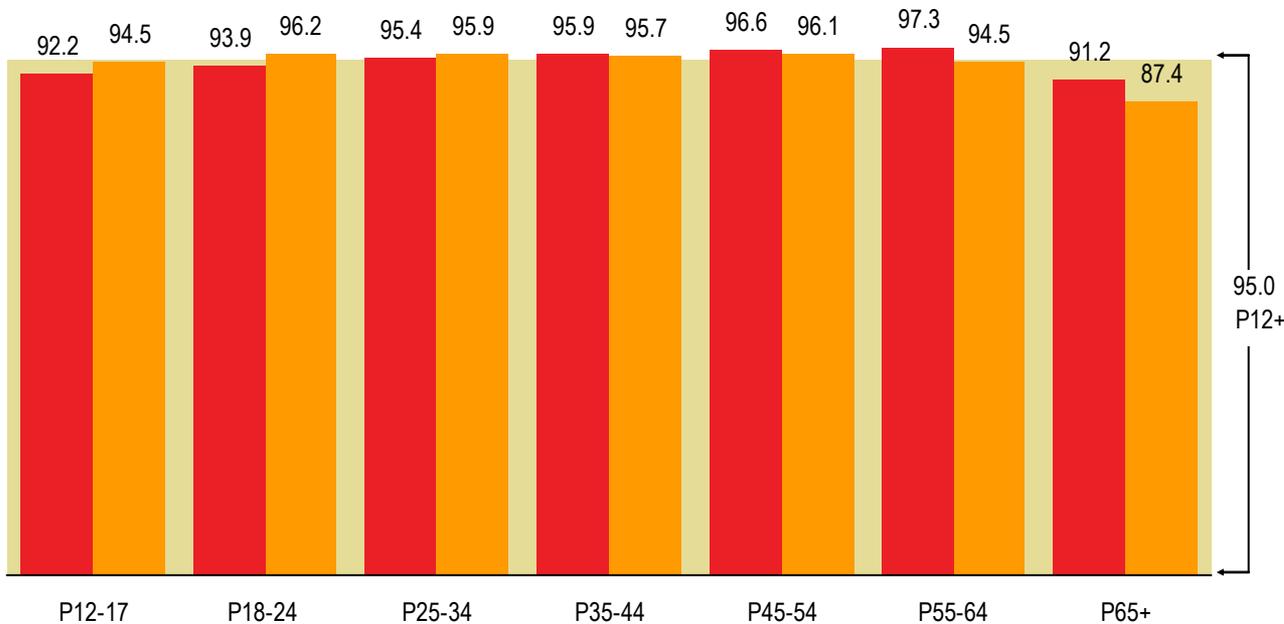
Radio’s reach among Hispanic men in most demographics remained overall about as strong as ever. In fact, more Hispanics aged 35+ listened to radio in Fall 2008 than in Spring 2001. In fact, Men 55-64 and 65+ posted new all-time highs in weekly reach in Fall '08 at 96% and 91%, respectively, up from below 93% and 86% in 2001. Remarkably, more than 97% of Spanish-dominant Hispanic Men 55-64 listened to the radio each week.

continued ►

Radio Reaches All Ages

Weekly Cume Rating

Hispanic—Spanish-Dominant



■ Men
■ Women

How to Read:

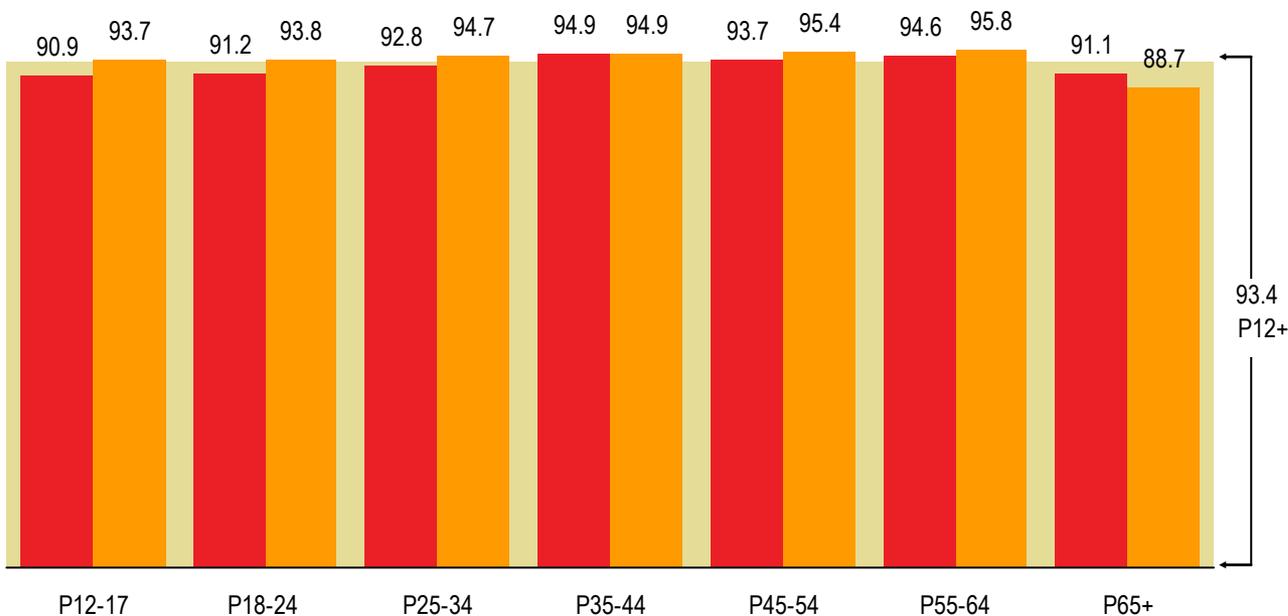
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Similarly, weekly reach among Hispanic women in Fall 2008 was better than 94% in all demo groups except with those 65+, which also gained from 85% in Spring 2001 to 88% in Fall '08. During that time period, reach among Hispanic Women 55-64 rose to 95%, the highest since Arbitron began these reports.

Radio Reaches All Ages

Weekly Cume Rating

Hispanic—English-Dominant



■ Men
■ Women

How to Read:

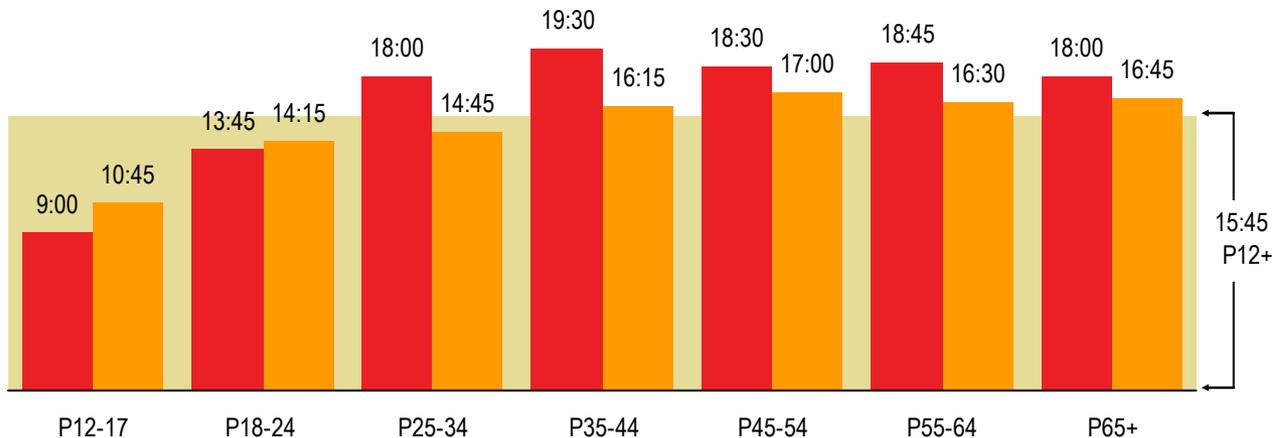
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
All Hispanic Listeners



Men
Women

Time spent listening in Fall 2008 was lower than in previous years, attributed primarily to the inclusion of PPM measurement for the first time. Other factors that contributed to the shifts in TSL were the changes from using the Spring survey period to utilizing Fall information; the exclusion of Houston Metro data owing to disruptions from Hurricane Ike; and listening patterns altered by the congressional and presidential campaigns.

Hispanics aged 12 or above spent nearly 16 hours per week with radio, 30 minutes more than the national audience as a whole. The largest difference occurred with Hispanic Men 35-44, who tuned in to radio 19.5 hours per week, which was 15% more than Men 35-44 in general. Overall, Hispanics in every age/demo group listened to radio more than the general audience in those segments except Hispanic Men 18-24, who listened just 15 minutes less per week.

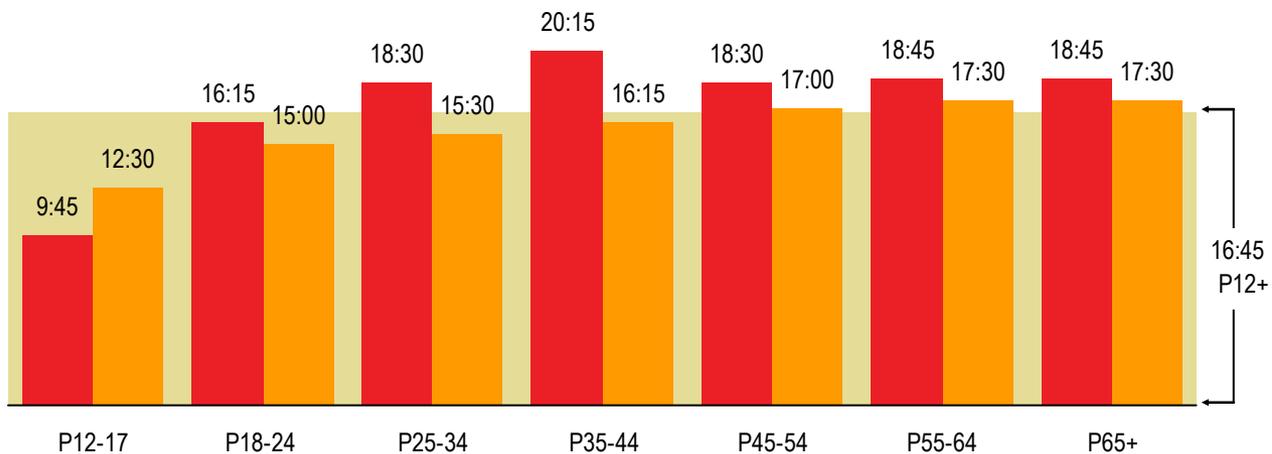
In most age groups, time spent listening to radio averaged about 14% longer among Spanish-dominant Hispanics than for those Hispanics who were English-dominant. This was particularly true with Spanish-dominant Hispanic Men 18-24 and Hispanic teen girls, among whom weekly TSL was 44% and 25% longer, respectively, than their English-dominant counterparts. Hispanic Women 45-54 and Hispanic Men 55-64 listened for equal lengths of time per week, respectively, regardless of their language preference.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
Hispanic—Spanish-Dominant

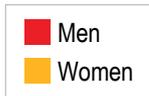
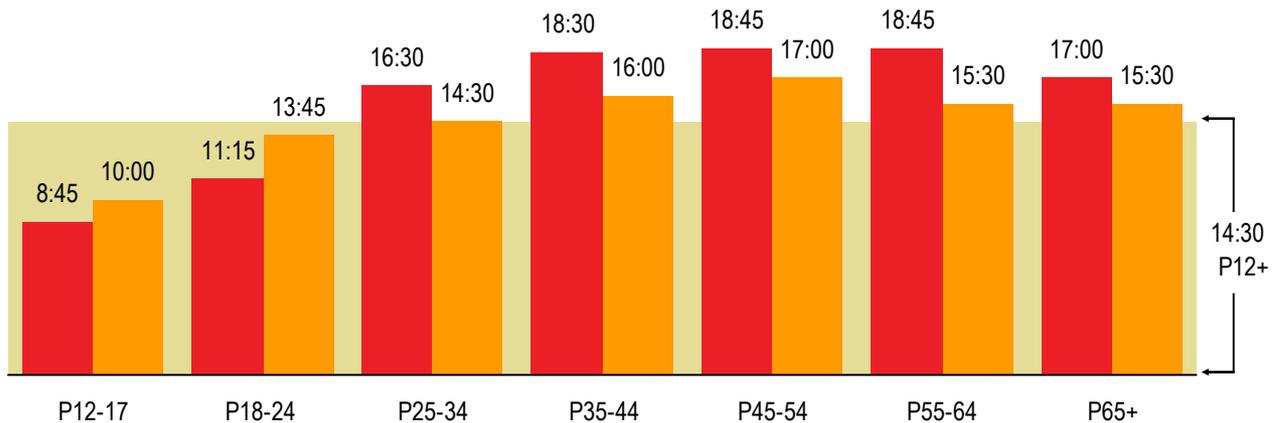


Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
Hispanic—English-Dominant

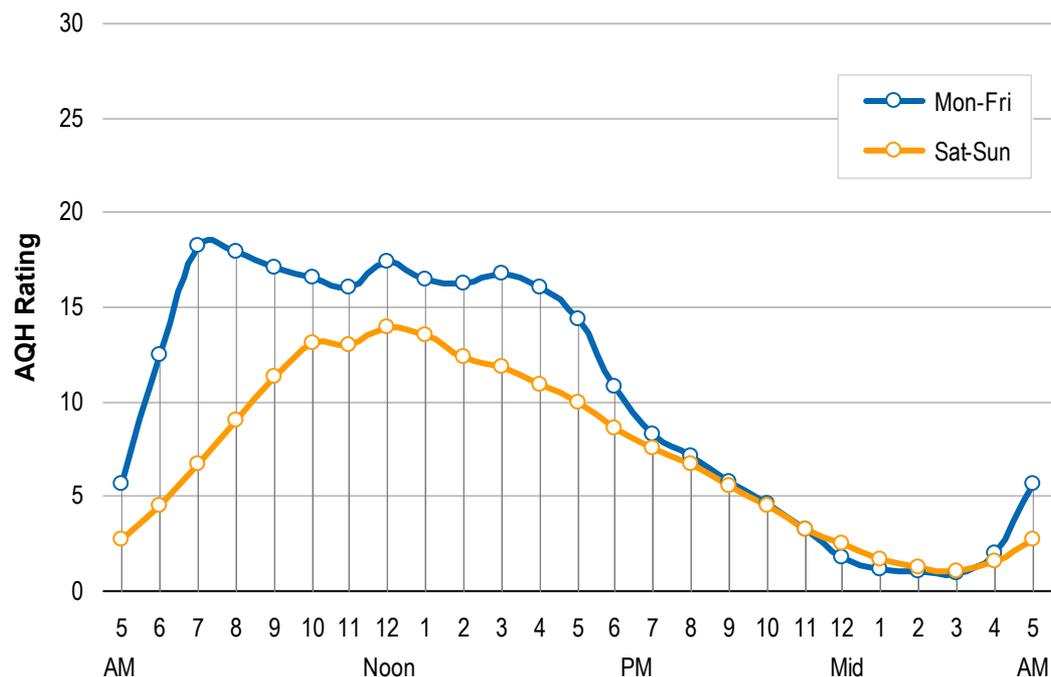


Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
All Hispanic Listeners



This chart illustrates a longstanding pattern in which weekday radio listening by Hispanics peaked during the 7AM hour. However, their listening remained strong throughout the morning, rose during the noon lunch hour and at the start of the afternoon commute at 3PM before declining as people returned home from work and shifted to evening activities. However, even as late as the 6PM hour, more than 10% of all Hispanic Persons 12+ were listening to the radio.

Weekend listening peaked in the noon hour, and without commute schedules, reflected more gradual listening shifts throughout the day. Hispanic weekend ratings grew in relation to weekday tune-in, as weekend reach overall was 71% as high as weekday listening in Fall 2008, up from 69% in Spring 2007 and 66% in Spring '06. Weekend listening was just 1% less than weekdays from 7PM to 5AM, up from 6% less in Spring '07 and 8% less the previous year. Weekend AHQ ratings tied or beat weekdays from 11PM to 4AM.

Spanish-dominant Hispanics generated higher average-quarter-hour ratings than Hispanics as a whole in every weekday and weekend hour except between 11PM and 5AM. English-dominant Hispanics produced higher AQH ratings to radio than did Spanish-dominant consumers between 1AM and 5AM on weekends.

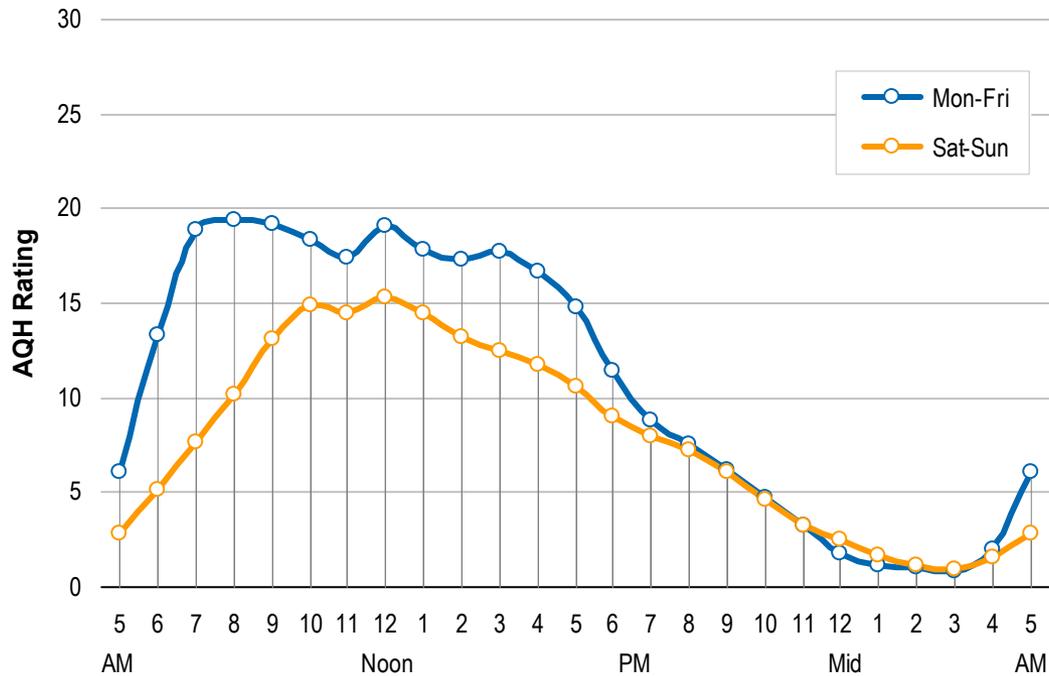
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
Hispanic—Spanish-Dominant

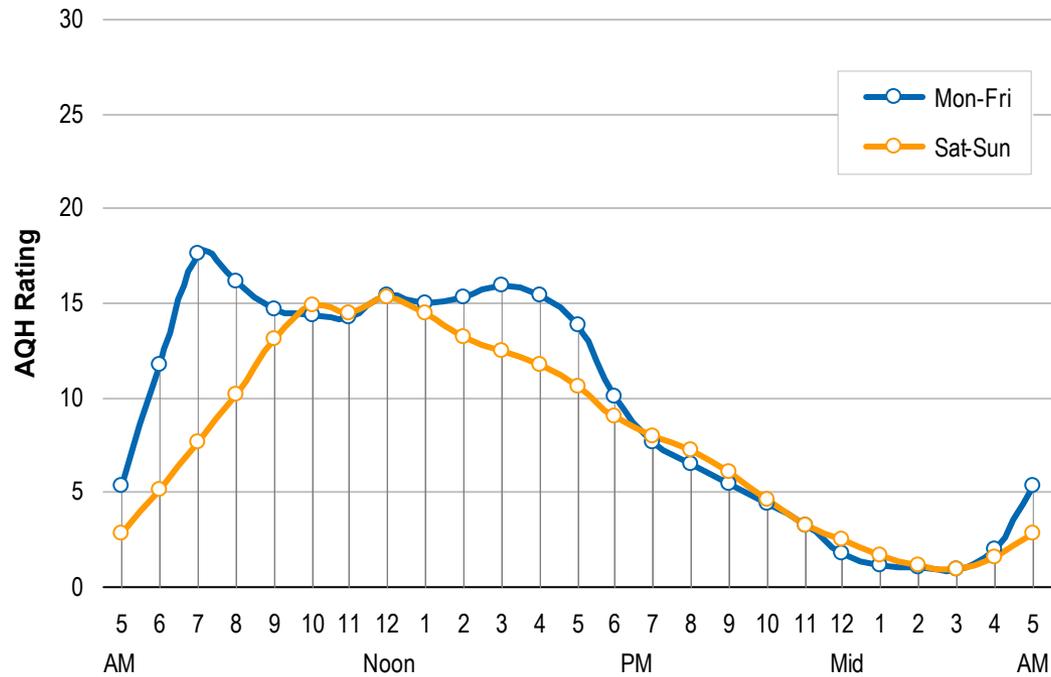


Overall, AQH ratings in Fall 2008 were lower than in Spring 2007 in each hour except weekdays from 4AM to 5AM, owing to shifts in measurement methodologies and other factors previously noted.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
Hispanic—English-Dominant

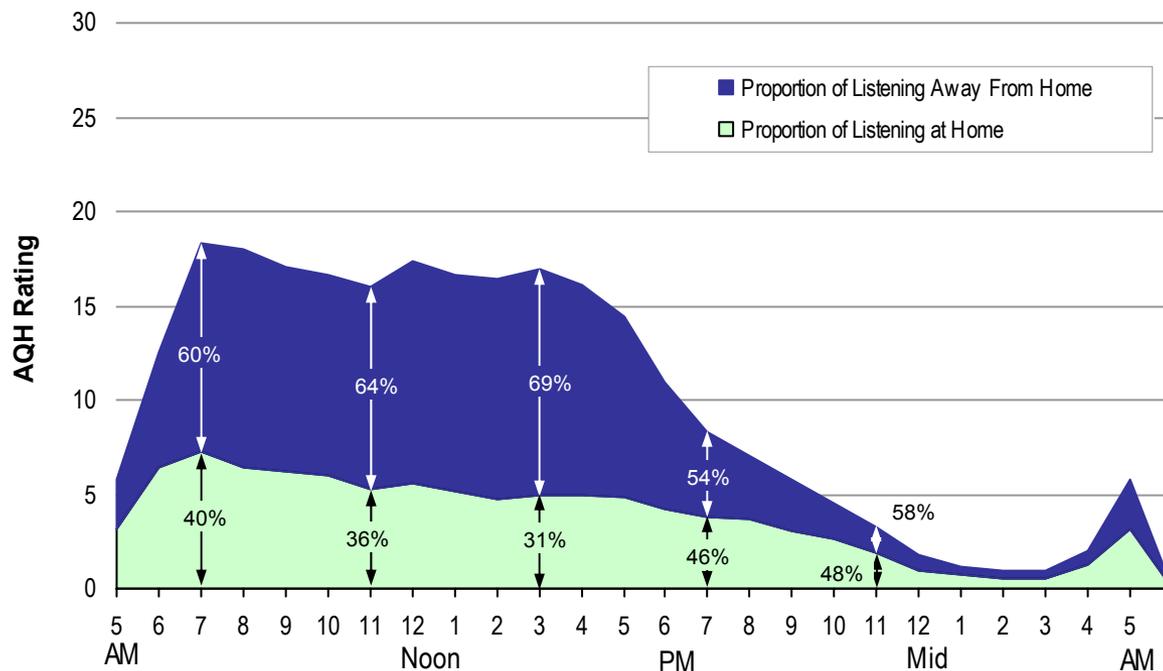


Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Hispanic People Listen: Weekdays

Weekday Listening, AQH Rating

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



For 13 hours each weekday and from 7AM until 8PM, more radio listening by Hispanic consumers actually took place away from home: accompanying listeners in the car, at work or some other location. This pattern, based on Fall 2008 ratings, was a notable shift from Spring 2007 and 2006, when the majority of away-from-home tune-in occurred between 5AM and 7PM. This suggests Hispanics, like all other consumers, experienced longer commutes and shifting work schedules.

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. Although out-of-home ratings were at their highest in the 3PM hour, the proportion of weekday away-from-home tune-in by Hispanic listeners peaked from 2PM to 3PM, when 71% of listening was outside the home, up from 70% in Spring '07.

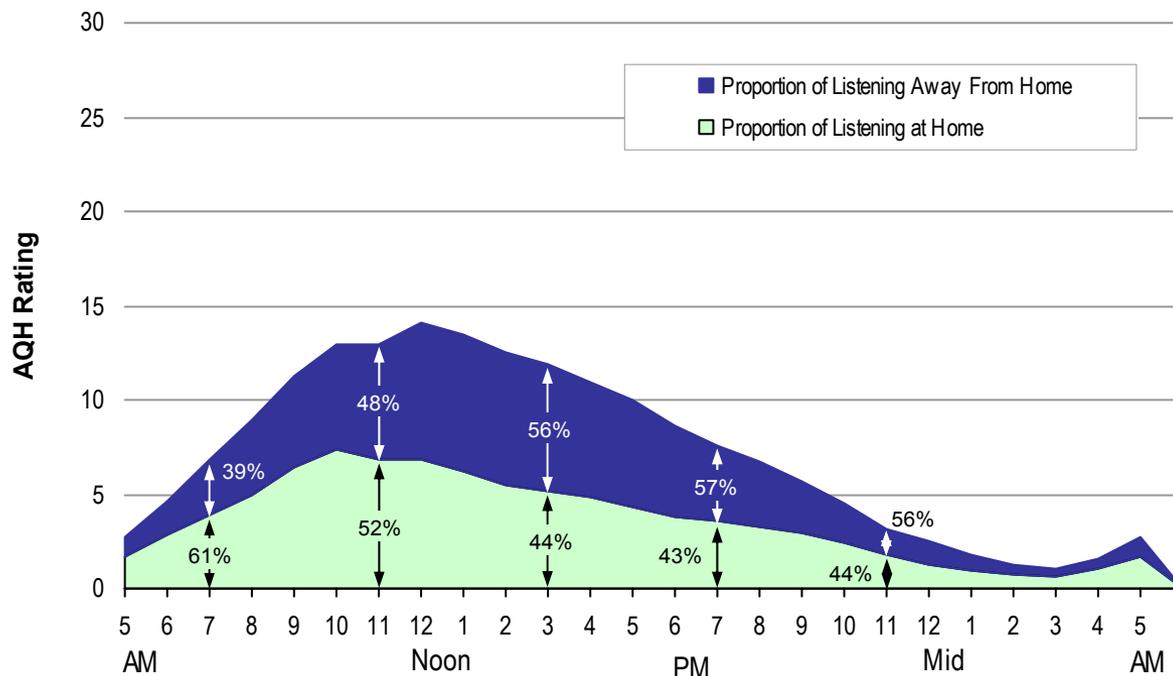
Radio's overall quarter-hour ratings among Hispanics during weekdays were divided 38% at-home and 62% away-from-home. During weekdays, Hispanic at-home quarter-hour ratings were 61% as high as away-from-home tune-in. However, at-home took the majority of listening from 7PM to 4AM. Between 5AM and midnight, the proportion of at-home tune-in was at its highest in the 10PM hour, at nearly 58%.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Hispanic People Listen: Weekends

Weekend Listening, AQH Rating

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



Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

During Fall 2008, radio's Hispanic average quarter-hour audience on the weekend was about 29% lower than during the week (down from 31% in Spring 2007). The significant audience difference from weekday to weekend can be attributed to the fact that many people weren't commuting.

In Fall '08, there was a major increase in the proportion of away-from-home listening by Hispanics on weekends, when a majority of listening took place away from home between noon and 9PM, and also between 1AM and 2AM. That contrasted significantly with Spring 2007, when Hispanics' out-of-home's weekend ratings topped those at-home only between 2PM and 3PM. Overall, away-from-home quarter-hour ratings on weekends were only 1% less than at-home ratings.

Radio's away-from-home quarter-hour ratings among Hispanics grew from 6PM to 9PM and from midnight to 2AM on weekends in Fall '08 compared to Spring '07, while at-home ratings were up in the 4AM hour.

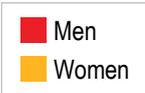
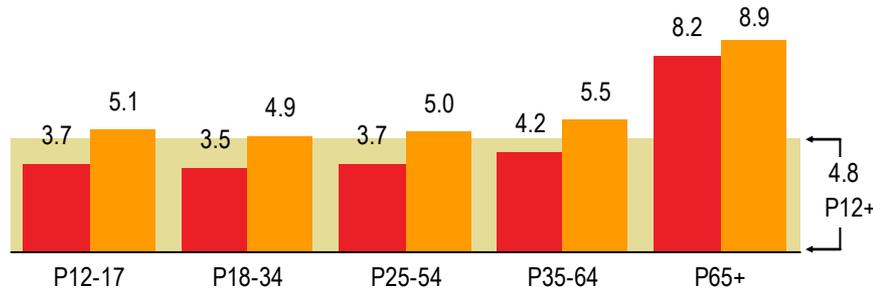
Between Spring 2007 and 2008, away-from-home's proportion of all Hispanic consumer listening increased every hour from 8AM to 4AM, rising at least 10% between 6PM and 2AM. For the first time, the majority of weekend listening among Hispanics took place away from home between noon and 2PM and from 3PM to 9PM.

Overall radio listening by Hispanics peaked in the 7AM hour during the week, whereas on the weekends it peaked during the noon hour. Weekend radio offers some of broadcasting's most popular programming including countdown shows, sportscasts and special features.

Where Hispanic Men and Women Listen

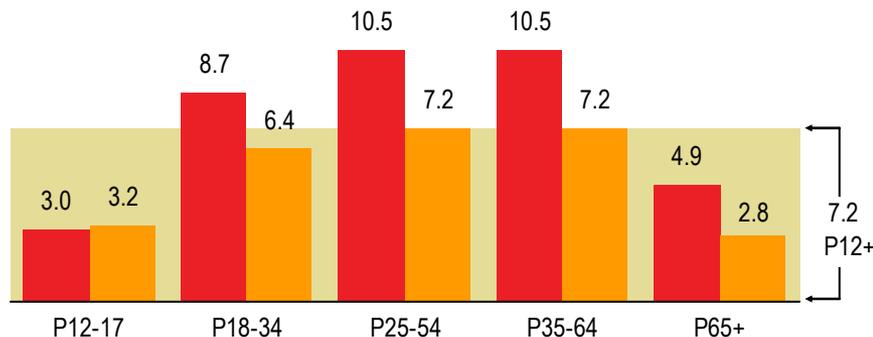
At-Home Listening for Men and Women

Total Week, AQH Rating
All Hispanic Listeners



Away-from-Home Listening for Men and Women

Total Week, AQH Rating
All Hispanic Listeners



In this first annual Hispanic report including PPM-measured data from several major markets as well as Diary methodology, average-quarter-hour ratings were lower than what would otherwise be reported with an all-Diary methodology. At-home AQH ratings were 36% lower in Fall 2008 than in Spring 2007, while away-from-home figures were 22% lower. These differences should not be regarded as actual declines or losses in listening, but as a shift in measurement methodology. As more markets transfer from Diary-based measurement to PPM, we can expect to see further adjustments in these figures from Diary returns.

Comparing language preferences, radio's quarter-hour ratings were higher among Spanish-dominant Hispanics at home with every demographic group than among those Hispanics who were English-dominant. This was also largely true when studying away-from-home ratings, although among certain Hispanic demographic groups, radio's ratings were stronger with English-dominant Hispanics than with those who were Spanish-dominant. This was the case among Men 65+, as well as teen girls and Women 18-34, 25-54, 35-64 and 65+.

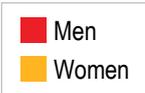
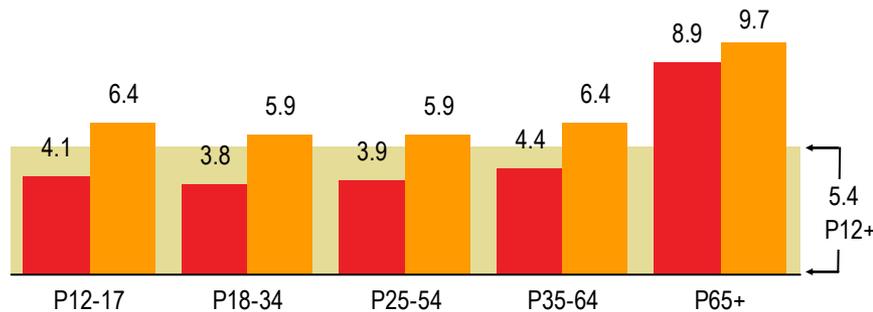
continued ►

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Hispanic Men and Women Listen

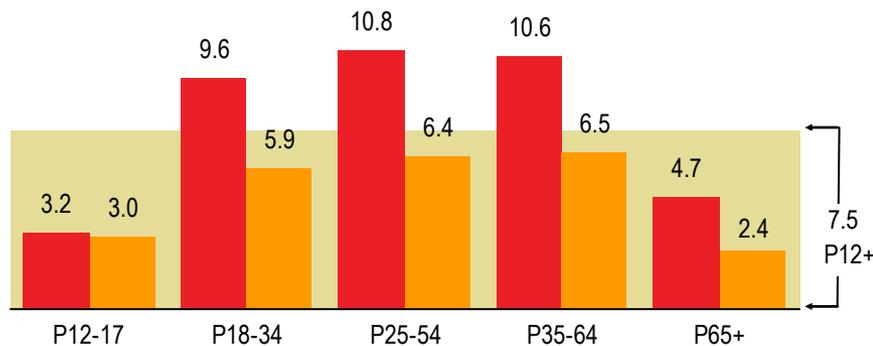
At-Home Listening for Men and Women

Total Week, AQH Rating
Hispanic—Spanish-Dominant



Away-From-Home Listening for Men and Women

Total Week, AQH Rating
Hispanic—Spanish-Dominant



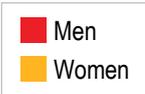
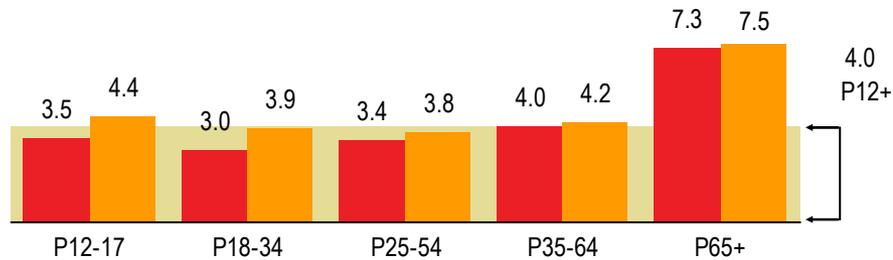
Overall, radio's at-home ratings with Hispanic men were higher than average only with those aged 65+, though women in all age groups generated higher ratings than the average. However, Hispanic Men 18-34, 25-54 and 35-64 listened more than radio's overall away-from-home average, whereas none of the overall Hispanic Women age groups did. These statistics imply that employment among Hispanic women outside the home was lower than it was for Hispanics overall, although that was not the case among every Spanish-dominant or English-dominant age group, where there were some significant differences.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Where Hispanic Men and Women Listen

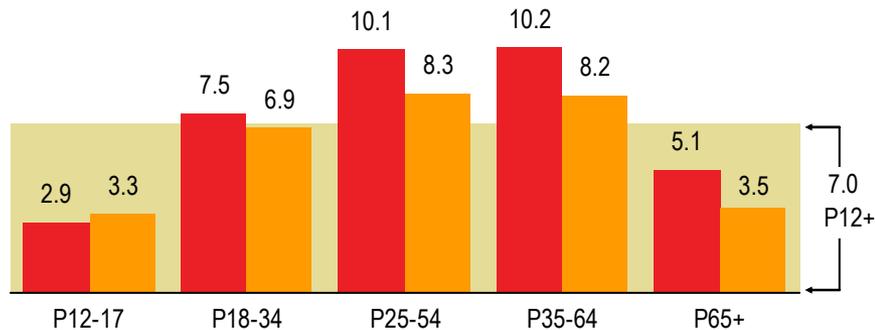
At-Home Listening for Men and Women

Total Week, AQH Rating
Hispanic—English-Dominant



Away-From-Home Listening for Men and Women

Total Week, AQH Rating
Hispanic—English-Dominant



Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Listening Location—in Detail

Distribution of AQH Radio Listeners by Listening Location

Persons 12+

All Hispanic Listeners

	At Home	Away From Home
Mon-Sun 6AM-Mid	39.8%	60.3%
Mon-Fri 6AM-10AM	39.9%	60.1%
Mon-Fri 10AM-3PM	32.2%	67.8%
Mon-Fri 3PM-7PM	32.6%	67.4%
Mon-Fri 7PM-Mid	52.5%	47.9%
Weekend 10AM-7PM	47.3%	52.7%

Hispanic—Spanish-Dominant

	At Home	Away From Home
Mon-Sun 6AM-Mid	42.1%	57.9%
Mon-Fri 6AM-10AM	42.2%	57.8%
Mon-Fri 10AM-3PM	36.4%	63.6%
Mon-Fri 3PM-7PM	35.5%	64.5%
Mon-Fri 7PM-Mid	51.7%	48.3%
Weekend 10AM-7PM	48.5%	51.5%

Hispanic—English-Dominant

	At Home	Away From Home
Mon-Sun 6AM-Mid	36.6%	63.4%
Mon-Fri 6AM-10AM	36.7%	63.3%
Mon-Fri 10AM-3PM	26.5%	73.5%
Mon-Fri 3PM-7PM	28.8%	71.2%
Mon-Fri 7PM-Mid	52.7%	47.3%
Weekend 10AM-7PM	45.6%	54.4%

Hispanic Radio Today 2009 includes PPM methodology as part of the data for the first time. Because PPM does not discriminate between specific away-from-home locations (such as in-car or at work), this table identifies location listening simply either as at-home and away-from-home.

Most radio listening by Hispanics took place out-of-home except during evenings, where at-home had a 52% to 48% edge. Between Spring 2007 and Fall 2008, away-from-home's share of overall listening increased from 56% to 60%, by far the largest shift in recent years. The only daypart where at-home listening was higher was during weekday mornings, when its share of all tune-in was 0.2% above Spring '07, though at-home's overall proportion of listening in morning drive decreased from 43% to 40% between Spring 2002 and Fall 2008.

In all other times of day, away-from home's share of listening among Hispanics outweighs at-home tune-in.

Here again, the Portable People Meter played a role, detecting radio being heard in numerous locations. Between Spring '07 and Fall '08, away-from-home's percentage grew in weekday middays from 66% to 68%; in weekday afternoons it jumped from 63% to 67%; in evenings it soared from 35% to 48%; and on weekends from 10AM to 7PM it climbed from 47% to 53%.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Listening by Daypart

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	66.7	46.7	68.6	50.8	71.4	91.3
	W	72.0	52.0	77.4	59.9	79.0	94.0
P18-24	M	67.8	72.9	73.1	59.8	74.7	92.5
	W	70.4	78.9	78.0	62.2	79.1	94.9
P25-34	M	75.4	76.4	80.2	54.7	75.8	94.5
	W	76.4	79.1	80.1	52.4	78.4	95.4
P35-44	M	82.3	78.2	82.9	56.7	80.7	95.6
	W	79.1	80.1	81.1	54.1	79.4	95.4
P45-54	M	79.3	77.9	81.9	52.9	79.0	95.2
	W	77.4	76.8	79.2	51.8	80.1	95.8
P55-64	M	80.6	80.9	80.5	49.3	82.1	96.1
	W	73.9	78.7	77.3	46.8	76.9	95.1
P65+	M	71.1	79.1	68.0	42.3	75.8	91.2
	W	63.0	72.4	61.2	33.8	71.2	87.9

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

As this chart shows, radio overall continued in Fall 2008 to be a part of nearly every Hispanic consumer's life each week. In general, a higher percentage of women than men listened to radio among teens, and those 18-24, 25-34 and 45-54. However, men generated higher Cume ratings among the 35-44, 55-64 and 65+ age groups.

Between Spring 2007 and Fall 2008, reach among Hispanics shifted among virtually every age group and daypart, sometimes significantly. Cume ratings were down for all demos in weekday mornings. In most other dayparts, teen boys and girls, as well as both men and women 18-34, saw declines. However, Cume ratings with Men 35+ increased in every age group, and increased among most age groups with Women 35+, as well.

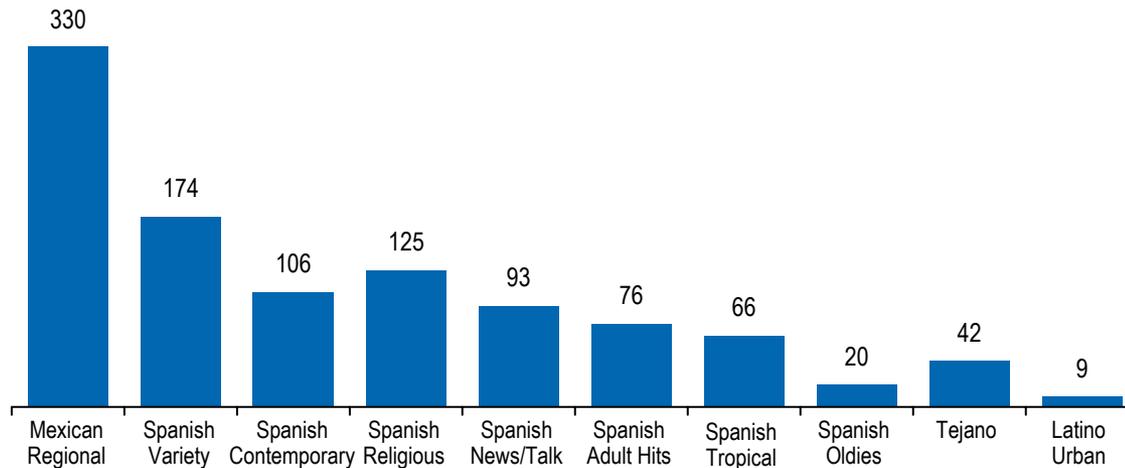
Among the highlights: Hispanic Men in each age group 35-64 posted five-year Cume ratings peaks in middays, afternoons, evenings and weekends, as did Men 25-34 in evenings, and Men 65+ during middays, evenings and weekends.

In Fall 2008, Hispanic Women 35-64 registered five-year Cume rating highs in evenings, while Women 55-64 also posted the highest reach since Spring 2004 for the overall week, in addition to middays and afternoons. Women 35-44 and 65+ saw Cume ratings at a five-year high in afternoons.

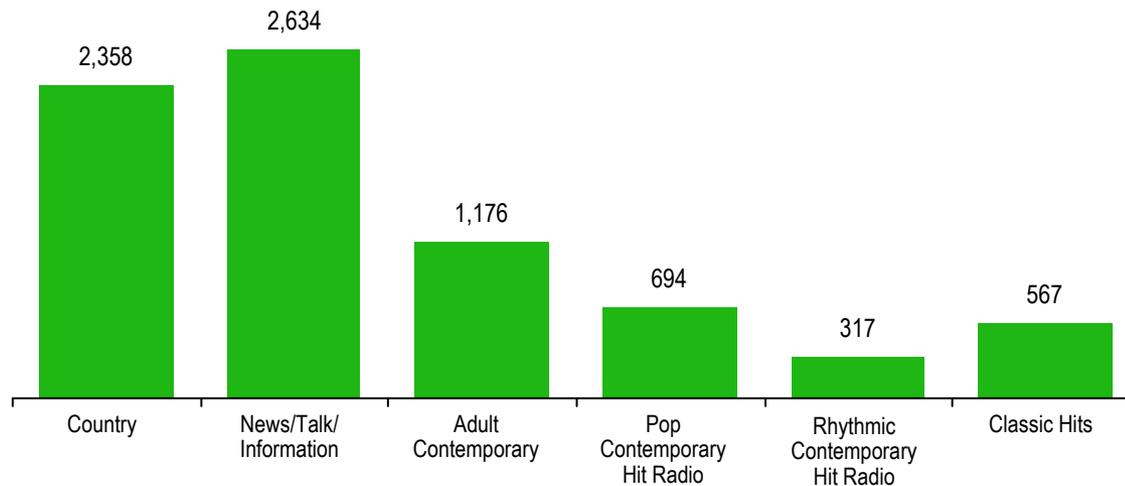
Some of the Cume rating increases in Fall '08 compared to Spring '04 have been by more than 15%.

U.S. Hispanic-Targeted Radio Stations per Format

Number of Spanish-Language Stations



Number of General Market Stations



Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

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+, Fall 2008

New England

Spanish Tropical	20.5%
Rhythmic CHR	18.7%
Adult Contemporary	13.6%
Pop CHR	10.2%
News/Talk/Information	4.8%
Country	0.8%
Classic Hits	1.3%
Spanish Religious	1.7%
Spanish News/Talk	0.1%
Spanish Variety	0.4%
Spanish Contemporary	0.1%
Latino Urban	0.0%
Mexican Regional	0.0%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Tejano	0.0%

Middle Atlantic

Spanish Tropical	19.4%
Spanish Contemporary	10.9%
Latino Urban	7.5%
Adult Contemporary	9.8%
Pop CHR	7.2%
Spanish News/Talk	3.9%
Rhythmic CHR	5.2%
Mexican Regional	3.0%
Spanish Religious	0.5%
News/Talk/Information	1.9%
Country	0.6%
Classic Hits	3.6%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Spanish Variety	0.0%
Tejano	0.0%

South Atlantic

Spanish Contemporary	16.6%
Spanish Tropical	8.3%
Spanish News/Talk	9.8%
Mexican Regional	8.6%
Classic Hits	8.3%
Adult Contemporary	8.2%
Rhythmic CHR	5.7%
Pop CHR	6.0%
News/Talk/Information	4.0%
Spanish Variety	1.4%
Country	2.0%
Spanish Religious	1.3%
Spanish Adult Hits	1.4%
Latino Urban	0.0%
Spanish Oldies	0.0%
Tejano	0.0%



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+, Fall 2008

East North Central

Mexican Regional	37.0%
Spanish Adult Hits	10.4%
Latino Urban	4.8%
Pop CHR	7.0%
Rhythmic CHR	3.3%
Adult Contemporary	7.6%
Spanish News/Talk	0.7%
Spanish Contemporary	0.0%
Classic Hits	3.5%
News/Talk/Information	4.4%
Country	2.3%
Spanish Oldies	0.0%
Spanish Religious	0.0%
Spanish Tropical	0.0%
Spanish Variety	0.0%
Tejano	0.0%

West North Central

Mexican Regional	27.0%
Pop CHR	16.0%
Country	5.5%
Rhythmic CHR	3.7%
Spanish Variety	2.5%
Spanish Adult Hits	4.3%
Adult Contemporary	5.5%
News/Talk/Information	3.7%
Classic Hits	0.0%
Latino Urban	0.0%
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	22.1%
Spanish Adult Hits	8.2%
Rhythmic CHR	7.5%
Spanish Contemporary	7.7%
Country	5.9%
Pop CHR	4.7%
Adult Contemporary	3.8%
Tejano	4.7%
Spanish Variety	1.2%
News/Talk/Information	2.8%
Latino Urban	2.3%
Spanish News/Talk	1.2%
Spanish Religious	1.1%
Classic Hits	3.8%
Spanish Oldies	0.7%
Spanish Tropical	0.0%



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+, Fall 2008

Mountain

Mexican Regional	27.4%
Spanish Adult Hits	9.2%
Rhythmic CHR	7.5%
Spanish Contemporary	4.6%
Country	4.7%
Pop CHR	5.1%
Adult Contemporary	4.4%
News/Talk/Information	6.1%
Spanish Variety	1.0%
Spanish News/Talk	0.6%
Classic Hits	1.9%
Tejano	0.4%
Spanish Religious	0.5%
Latino Urban	0.0%
Spanish Oldies	0.0%
Spanish Tropical	0.0%

Pacific

Mexican Regional	27.3%
Rhythmic CHR	10.6%
Spanish Contemporary	8.8%
Spanish Adult Hits	11.2%
Pop CHR	4.3%
Adult Contemporary	3.7%
News/Talk/Information	3.9%
Spanish Tropical	0.0%
Spanish News/Talk	1.4%
Classic Hits	2.7%
Country	1.9%
Spanish Religious	1.1%
Spanish Variety	1.0%
Latino Urban	0.6%
Spanish Oldies	0.5%
Tejano	0.0%



Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2008.

Sources

Hispanic Radio Today 2009 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States. Data for the charts and graphs in this edition come from this source:

- Arbitron's TAPSCAN™ Web National Regional Database, Fall 2008, which includes quantitative radio audience information from 98 DST markets surveyed by Arbitron in the United States.

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