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Hispanic Radio Today 2012

How America Listens to Radio



Radio's Vibrant Relationship With Hispanic Listeners

Hispanic Radio Today 2012 offers a detailed look at the radio listening habits and consumer insight among Hispanic listeners in the United States.

This edition reviews five Spanish-language formats: Mexican Regional, Spanish Adult Hits, Spanish Contemporary + Spanish Hot Adult Contemporary, Spanish News/Talk, and Spanish Tropical. It also reviews six English-language formats with a significant Hispanic listenership: Adult Contemporary + Soft Adult Contemporary, Classic Hits, Country + New Country, News/Talk/Information + Talk Personality, Pop Contemporary Hit Radio, and Rhythmic Contemporary Hit Radio.

We also highlight five additional Spanish-language formats: Spanish Religious, Spanish Variety, Tejano, Spanish Oldies, and Spanish Sports.

In addition to Arbitron audience data for each format, *Hispanic Radio Today 2012* also features Scarborough consumer profiles to develop a comprehensive profile of Hispanic Radio listening across America.

Arbitron *Hispanic Radio Today 2012* provides the details and analyses that reinforce the relevance and vital role radio plays in the lives of Hispanic Americans.

Follow the conversation:



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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.

About 95% of Hispanic consumers tune to the radio in an average week, underscoring a strong relationship between radio and an important and growing listener segment.



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The Executive Summary

Radio listenership among Hispanic consumers is bigger than other ethnic groups measured by Arbitron. This widespread reach has changed little over time, reinforcing a strong relationship between an enduring medium and a growing listener segment. Radio remains a reliable entertainment and information source for Hispanic listeners, regardless of their language preference, country of origin, age, gender, income, or location in the home or outside the home.

Among the formats in this year's study (listed in order of Average Quarter-Hour audience share and appearance in the study):

Mexican Regional remains far and away the most popular choice of Hispanic listeners by nearly twice the share of the second-largest format. This is the seventh consecutive study where its share of Hispanic audience has within a point of its current-year 20.0 share.

Spanish Contemporary + Spanish Hot Adult Contemporary were combined this year due to their similarity in presentation and audience demographics. The additional audience added 1.6% of audience share to Spanish Contemporary's share in last year's study. The format remains a strong choice among Hispanic women of both language preferences.

Pop Contemporary Hit Radio (CHR), while the No. 4 format among all audiences, is No. 3 among Hispanic listeners. Pop CHR is popular among Hispanic women, especially those who primarily speak English.

Rhythmic Contemporary Hit Radio (CHR) remains the most ethnically diverse format among all listeners and remains popular among Hispanic listeners. The format is growing in Diary markets and represents one of the most educated Hispanic audiences in radio.

Adult Contemporary + Soft Adult Contemporary's combined audience share tapered slightly this year after four consecutive years of growth. The formats are third-most-popular among English-dominant Hispanic listeners.

Spanish Adult Hits, which tends to be most popular in Western markets, has the highest proportion of Hispanic male listeners of all formats.

Classic Hits remains most popular with men, particularly Spanish-dominant Hispanic men.

Country + New Country, America's No. 1 format, continues to be a popular choice among English-dominant Hispanic listeners, especially women.

About *Hispanic Radio Today* 2012

Hispanic Radio Today 2012 contains radio listening and consumer behavior statistics for listeners of radio stations in the United States.

Data for the charts and graphs in this edition come from these sources:

- Station format classifications are from the Arbitron Radio Station Information Database as reported to Arbitron. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis.
- Arbitron data come from TAPSCAN™ Web National Regional Database, Fall 2011, Hispanic DST (Differential Survey Treatment) markets. See next page for a market listing.
- National Cume and time spent listening data come from RADAR 115, September 2012.

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Hispanic Differential Survey Treatment (DST) Markets*

Abilene, TX
Albuquerque
Allentown-Bethlehem
Amarillo, TX
Atlanta
Atlantic City-Cape May
Austin
Bakersfield
Beaumont-Port Arthur, TX
Boise
Boston
Bridgeport, CT
Bryan-College Station, TX
Charlotte-Gastonia-Rock Hill
Cheyenne, WY
Chicago
Chico, CA
Colorado Springs
Corpus Christi, TX
Dallas-Ft. Worth
Danbury, CT
Daytona Beach
Denver-Boulder
El Paso
Fayetteville (North West Arkansas)
Flagstaff-Prescott, AZ
Fresno
Ft. Collins-Greeley, CO
Ft. Myers-Naples-Marco Island
Ft. Pierce-Stuart-Vero Beach
Grand Island-Kearney, NE
Grand Junction, CO
Greensboro-Winston-Salem-High Point
Hartford-New Britain-Middletown

Houston-Galveston
Kansas City
Killeen-Temple, TX
Lakeland-Winter Haven
Laredo, TX
Las Cruces, NM
Las Vegas
Los Angeles
Lubbock, TX
Lufkin-Nacogdoches, TX
McAllen-Brownsville-Harlingen
Merced, CA
Miami-Ft. Lauderdale-Hollywood
Middlesex-Somerset-Union
Milwaukee-Racine
Modesto, CA
Monmouth-Ocean
Monterey-Salinas-Santa Cruz
Nassau-Suffolk (Long Island)
New Haven, CT
New York
Newburgh-Middletown, NY (Mid Hudson Valley)
Odessa-Midland, TX
Oklahoma City
Orlando
Oxnard-Ventura, CA
Palm Springs, CA
Philadelphia
Phoenix
Portland, OR
Providence-Warwick-Pawtucket
Pueblo, CO
Raleigh-Durham
Reading, PA

Reno, NV
Riverside-San Bernardino
Rockford, IL
Sacramento
Salt Lake City-Ogden-Provo
San Angelo, TX
San Antonio
San Diego
San Francisco
San Jose
San Luis Obispo, CA
Santa Barbara, CA
Santa Maria-Lompoc, CA
Seattle-Tacoma
Sebring, FL
Sioux City, IA
Springfield, MA
Stockton
Tampa-St. Petersburg-Clearwater
Trenton, NJ
Tri-Cities, WA (Richland-Kennewick-Pasco)
Tucson
Twin Falls (Sun Valley), ID
Tyler-Longview, TX
Victor Valley, CA
Visalia-Tulare-Hanford, CA
Waco, TX
Washington, DC
Wenatchee, WA
West Palm Beach-Boca Raton
Wichita Falls, TX
Yakima, WA

*As of Fall 2011

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.

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

Cume Persons

The total number of *different* Persons who tune in to a radio station during the course of a daypart for at least five minutes.

Cume Rating or Cume PUR

The Cume Persons audience expressed as a percentage of all Persons estimated to be in the specified demographic group listening to a particular radio station or format.

Example:

$$\frac{\text{Cume Persons}}{\text{Population Group}} \times 100 = \text{Cume Rating\%}$$

Differential Survey Treatment (DST)

The process by which Arbitron applies weighting to Black or Hispanic respondents in those Metro areas with a significant Black or Hispanic population.

Format Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station or format.

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

Index

A numerical comparison of one percentage to another, with 100 being the norm.

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 Hispanic Persons 12+, Fall 2011

| Format | Share |
|--|-------|
| Mexican Regional | 20.0% |
| Spanish Contemporary + Spanish Hot Adult Contemporary | 11.6% |
| Pop Contemporary Hit Radio | 9.4% |
| Rhythmic Contemporary Hit Radio | 7.6% |
| Adult Contemporary + Soft Adult Contemporary | 6.7% |
| Spanish Adult Hits | 6.6% |
| Classic Hits | 3.4% |
| Country + New Country | 3.3% |
| News/Talk/Information + Talk/Personality | 3.3% |
| Spanish Tropical | 2.6% |
| Spanish News/Talk | 2.1% |
| Spanish Religious | 1.1% |
| Spanish Variety | 0.9% |
| Tejano | 0.7% |
| Spanish Oldies | 0.4% |
| Spanish Sports | 0.3% |

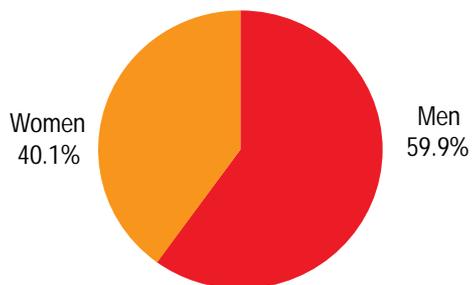
*Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

Mexican Regional



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Mexican Regional has the third-highest proportion of Hispanic male listeners and fourth-highest among Spanish-dominant Hispanic men.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|-------|-------|------|-------|-------|-------|-------|-------|
| 18.4% | 19.4% | 19.7 | 21.4% | 20.6% | 20.6% | 19.9% | 20.0% |

| | |
|--------------------------------|-------|
| 12+ AQH Share in PPM Markets | 19.5% |
| 12+ AQH Share in Diary Markets | 21.1% |

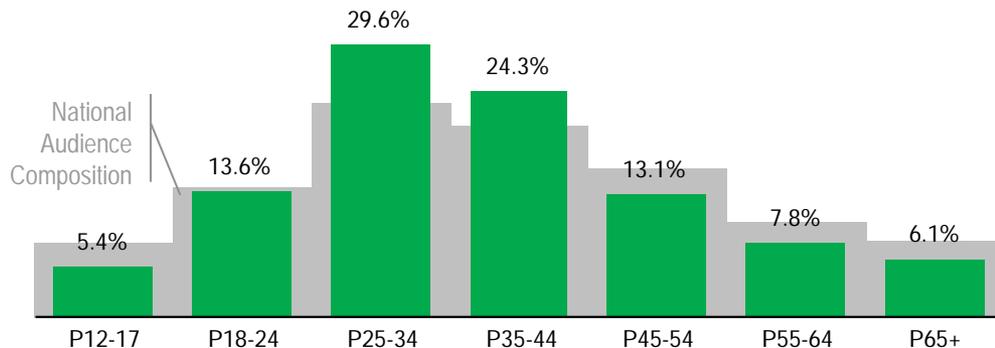
Far and away the No. 1 format by share, Mexican Regional has nearly twice the ratings of the next closest format among both Hispanic consumers and Spanish-dominant Hispanic listeners.

A Longtime Leader Stays Strong

“Mexican Regional” describes a blend of music genres that originated in different geographic areas of Mexico but have grown to be broadly accepted. Many of the 338 stations in the format feature a mix of entertaining morning personalities, including the syndicated El Mandríl, Don Cheto, and Eddie “Piolín” Sotelo. Musical styles include norteña, banda, durangüense, ranchera, and rhythmic. Popular artists include La Arrolladora Banda El Limon, Los Recoditos, Espinoza Paz, Jenni Rivera, Pesado, and Gerardo Ortíz.

Audience Composition

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



No. 1 in ratings with Hispanic adults in every age group 25+, Mexican Regional has the second-highest composition of Hispanic and Spanish-dominant adults aged 25-34.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Mexican Regional

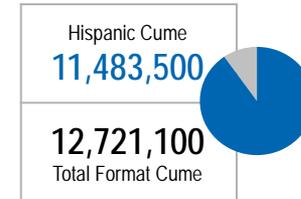
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 142 | 139 | 121 | 43 | 78 |

No. 1 in every daypart throughout the week, Mexican Regional indexes highest in morning drive and is among the index leaders in that daypart.

12+ Cume

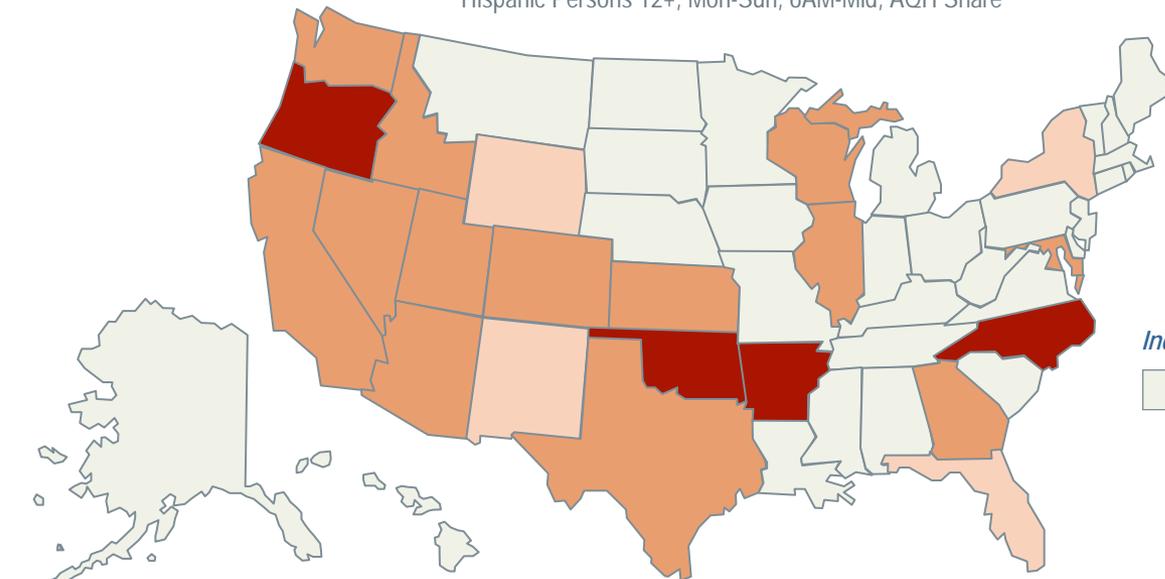


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Mexican Regional has more than twice its national share in Arizona and Oklahoma—its audience share is above its national share in 12 additional states.

Index: Percent +/- National Format Share



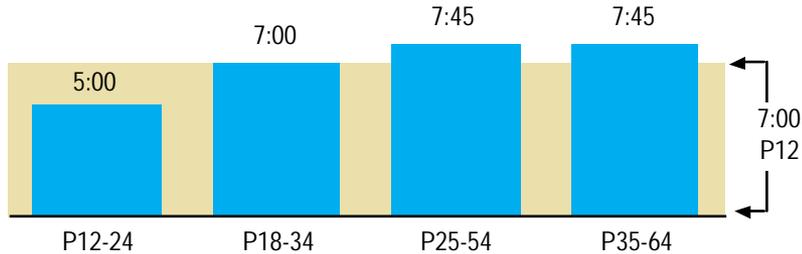
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Mexican Regional

Time Spent Listening by Demographic

Hispanic Persons (Hours:Minutes)

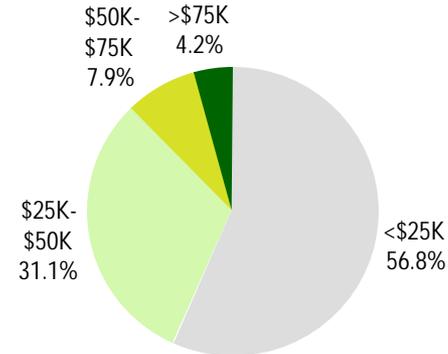
Mon-Sun, 6AM-Mid



Mexican Regional leads all formats in weekly TSL among Hispanic persons 12+ and 12-24, and adults 18-34, 25-54, and 35-64.

Household Income

Hispanic Persons 18+

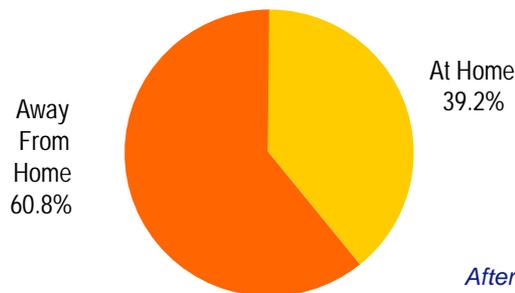


The percentage of Mexican Regional's Hispanic consumers living in \$75k+ households increased by 10% since 2011.

Share of Listening by Location

(At Home vs. Away From Home)

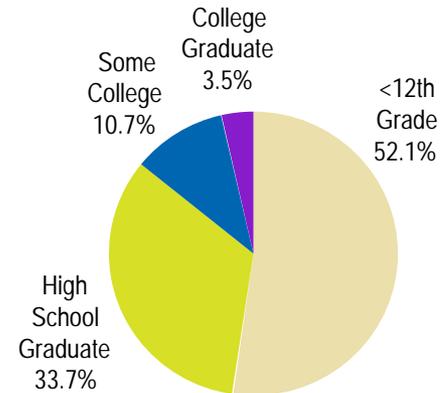
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



After increasing six of the past eight years, the ratio of tune-in away from home stabilized in Fall '11.

Education

Hispanic Persons 18+



One in seven Hispanic consumers of Mexican Regional radio has attended college or earned a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Mexican Regional



| Technology (Plan to Buy) | Index | % |
|-------------------------------------|-------|-------|
| Satellite TV subscription | 134 | 3.1% |
| Video game system | 119 | 5.4% |
| High-definition television (HDTV) | 118 | 10.0% |
| Computer | 116 | 12.0% |
| MP3 player (iPod, Zune, etc.) | 114 | 4.1% |
| DVD player (excluding Blu-ray) | 112 | 2.9% |
| Digital camera | 110 | 7.7% |
| Digital video recorder (TiVo, etc.) | 110 | 2.4% |
| Wireless/cell phone service | 109 | 3.6% |
| HD radio | 108 | 2.1% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| 99 Cent Only Store | 150 | 5.5% |
| Ross Dress For Less | 124 | 12.5% |
| Big Lots | 115 | 10.3% |
| Burlington Coat Factory | 111 | 11.1% |
| Sam's Club | 108 | 6.2% |
| Dollar Tree | 106 | 11.0% |
| Sears | 105 | 15.0% |
| Costco | 104 | 7.9% |
| JCPenney | 102 | 17.7% |
| Walmart | 102 | 18.9% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Baby food | 126 | 13.6% |
| Tortillas | 123 | 79.8% |
| Yogurt (not frozen) | 102 | 55.6% |
| Energy bars/nutrition bars | 100 | 20.9% |
| Ready-to-eat cereal | 99 | 55.6% |
| Coffee | 96 | 61.4% |
| Packaged meat (bacon, hot dogs, lunch meat, etc.) | 94 | 56.4% |
| Ice cream, frozen juice bars, frozen yogurt | 94 | 55.1% |
| Soup | 92 | 38.5% |
| Any store brand or private label food | 85 | 22.1% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Any Mexican imported soft drink | 161 | 16.1% |
| Ozarka | 150 | 8.8% |
| Monster | 143 | 12.5% |
| Fresca | 137 | 4.9% |
| Fanta | 128 | 15.4% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Tecate | 150 | 8.5% |
| Budweiser Select | 132 | 4.1% |
| Bud Light | 125 | 21.2% |
| Corona | 121 | 21.4% |
| Dos Equis | 118 | 5.4% |

Mexican Regional is largely built on young working Hispanic men. As such, they are big technology buffs, planning to acquire satellite TV subscriptions, video games, HDTVs, computers, MP3 players, and DVD players. They tend to shop at discount retailers like the 99 Cent store, Ross Dress for Less, Big Lots, and Burlington Coat Factory. Many of these listeners are in the market to purchase furniture, mattresses, and major appliances in the next year. They also tend to have kids in the home and tend to spend money on family activities like the circus and zoo.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Circus | 120 | 10.2% |
| Zoo | 109 | 33.0% |
| R&B/rap/hip-hop concert | 101 | 5.2% |
| Adult continuing education | 100 | 11.3% |
| Attended movie past 3 months | 97 | 50.8% |
| Any professional sports event | 97 | 34.7% |
| Camping | 97 | 12.1% |
| Casinos visited past 12 months | 92 | 32.3% |
| Belong to health/exercise club | 85 | 15.0% |
| Bowling | 84 | 12.5% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Mexican Regional

| Ways Used Internet | Index | % |
|---|-------|-------|
| Automobile information | 100 | 10.6% |
| Personal ads/dating | 100 | 4.9% |
| Listen to a local radio station online | 98 | 13.8% |
| Maps/GPS (Google Maps, MapQuest, etc.) | 95 | 34.1% |
| Music (listen or download—iTunes, Napster, etc.) | 94 | 28.6% |
| Instant messaging | 94 | 25.2% |
| Social networking (Facebook, Twitter, LinkedIn, etc.) | 91 | 43.6% |
| Traffic | 91 | 9.7% |
| Sports scores/updates | 90 | 16.1% |

| Shopped for on Internet | Index | % |
|---------------------------------------|-------|-------|
| Vehicle (car, truck, SUV, etc.) | 95 | 7.1% |
| Groceries, candy, or other food items | 89 | 5.2% |
| Toys or games | 88 | 9.2% |
| Flowers | 87 | 4.2% |
| Medicine/prescriptions | 86 | 4.8% |
| CDs (compact discs) | 86 | 4.7% |
| Health & beauty items | 85 | 8.1% |
| Sporting event tickets | 84 | 6.2% |
| Movie tickets | 83 | 10.3% |
| Insurance | 83 | 4.3% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Mexican | 121 | 51.6% |
| Seafood | 112 | 16.3% |
| Chinese | 104 | 46.9% |
| Pizza | 92 | 26.3% |
| Coffee house/coffee bar | 86 | 11.7% |
| Steakhouse | 84 | 11.3% |
| Any restaurant | 101 | 93.0% |
| Fast-food (QSR) | 102 | 90.0% |
| Sit-down restaurant | 99 | 75.0% |
| Upscale restaurant | 67 | 5.2% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Text messaging | 99 | 64.2% |
| Music (listen or download) | 97 | 24.6% |
| Watch video clips | 95 | 15.1% |
| Maps/GPS navigation | 93 | 22.8% |
| Social networking (Facebook, Twitter, etc.) | 92 | 22.2% |
| Sports scores/updates | 91 | 10.1% |
| Search (Google, Yahoo!, etc.) | 89 | 22.1% |
| Games (play or download) | 89 | 18.2% |
| News/weather/traffic | 88 | 20.2% |
| E-mail | 82 | 23.8% |
| Plan to switch carrier | 109 | 15.1% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| GMC | 125 | 6.4% |
| Ford | 118 | 28.7% |
| Chevrolet | 114 | 22.6% |
| Dodge | 108 | 11.0% |
| Jeep | 91 | 3.0% |
| <i>Import Own/Leased</i> | | |
| Nissan | 110 | 13.2% |
| Toyota | 102 | 21.0% |
| Honda | 101 | 15.9% |
| Volkswagen | 112 | 2.7% |
| Kia | 119 | 2.7% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 110 | 9.4% |
| Plan to buy used | 114 | 15.5% |
| Plan to buy/lease hybrid | 103 | 4.3% |
| <i>Auto Repairs Done</i> | | |
| Car radio/stereo equipment | 121 | 8.7% |
| Transmission repair | 118 | 10.3% |
| Muffler | 116 | 5.6% |
| Tune-up/spark plugs | 115 | 27.3% |
| Brake repair | 112 | 34.2% |

Note: An Index of 100 is average.

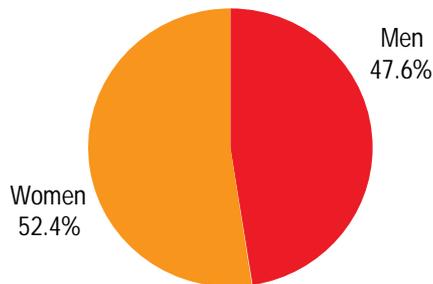
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish Contemporary + Spanish Hot AC



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Spanish Contemporary + Spanish Hot AC has the third-highest proportion of Spanish-dominant Hispanic female listeners of all formats. The ratio of female listeners has risen the past two years.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|-------|-------|-------|------|------|------|-------|-------|
| 11.3% | 13.1% | 13.0% | 9.6% | 9.1% | 9.3% | 10.0% | 11.6% |

| | |
|--------------------------------|-------|
| 12+ AQH Share in PPM Markets | 14.2% |
| 12+ AQH Share in Diary Markets | 5.2% |

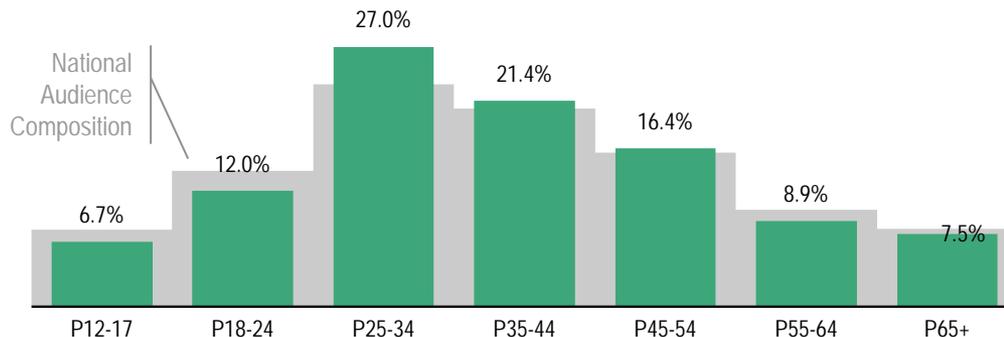
Combined for the first time, Spanish Contemporary + Spanish Hot AC represent the second-most-popular format with both Hispanic consumers overall and Spanish-dominant Hispanic consumers. PPM markets outperform diary metros by nearly a 3:1 ratio.

A Preferred Blend for Women and Men

Depending on where in the United States you might be, the Spanish Contemporary format could range in presentation resembling a Pop CHR or an Adult Contemporary station. Found on 141 stations, mainstream Spanish-language pop, dance, and ballads are blended with bachata sounds from acts such as Romeo Santos, and Prince Royce reggaeton-infused Latin Pop from the likes of Wisin y Yandel and Don Omar. In some markets, Pop CHR hits from Rihanna, Pitbull, and Flo Rida can also be heard. While the format retains elements of its pop and AC roots, the influence of the current trends in rhythmic music are felt in all the variants of this format. Note: Due to the similarity in music and presentation, we combined stations describing themselves as Spanish Contemporary and Spanish Hot AC.

Audience Composition

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



No. 2 in ratings with Hispanic adults in every age group 25+, Spanish Contemporary + Spanish Hot AC ranks second-highest in its composition of English-dominant Hispanic adults aged 25-34. It ranks third-highest in its composition of Hispanic and Spanish-dominant Hispanic adults 25-34.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Contemporary + Spanish Hot AC

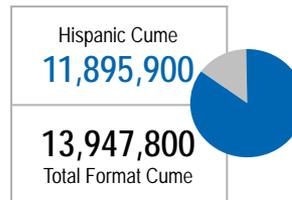
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 109 | 130 | 128 | 51 | 93 |

These formats index highest in middays, ranking third among index leaders during weekends and fourth in evenings.

12+ Cume

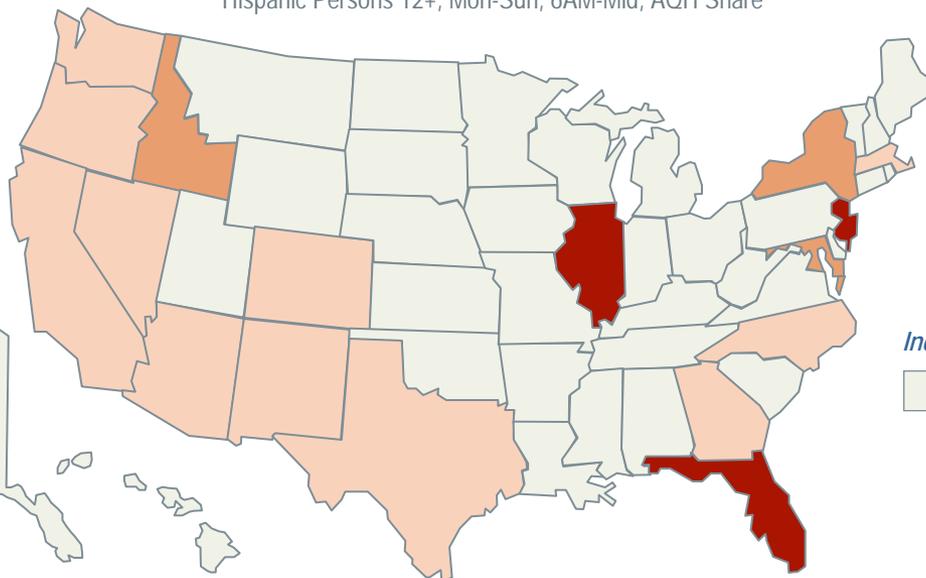


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Spanish Contemporary + Spanish Hot AC has more than twice its national share in Florida, Illinois, New Jersey, and Washington, DC. Its audience share is also above its national share in New York.

Index: Percent +/- National Format Share



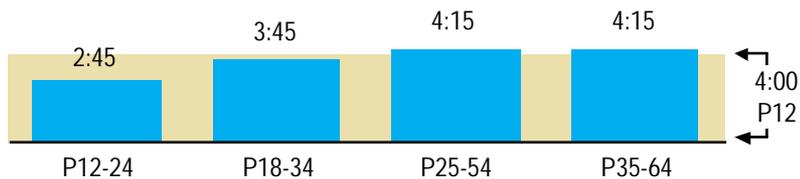
Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Contemporary + Spanish Hot AC

Time Spent Listening by Demographic

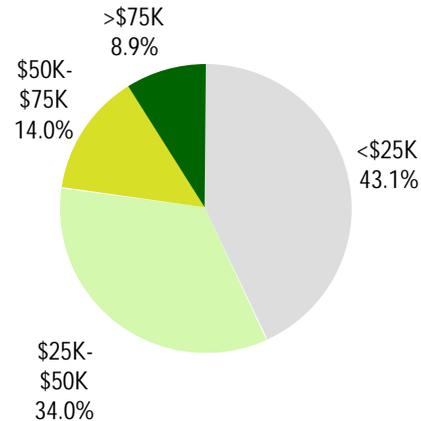
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Spanish Contemporary + Spanish Hot AC ranks among the leaders in weekly TSL with Hispanic adults 18-34.

Household Income

Hispanic Persons 18+

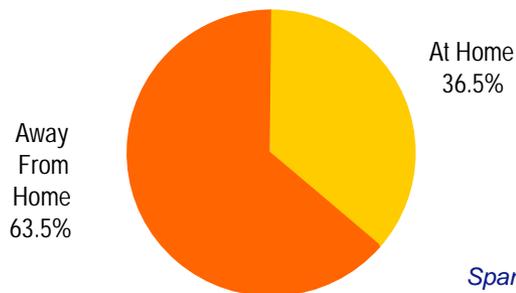


Close to one in four Hispanic listeners to Spanish Contemporary + Spanish Hot AC live in households generating at least \$50,000 in income per year.

Share of Listening by Location

(At Home vs. Away From Home)

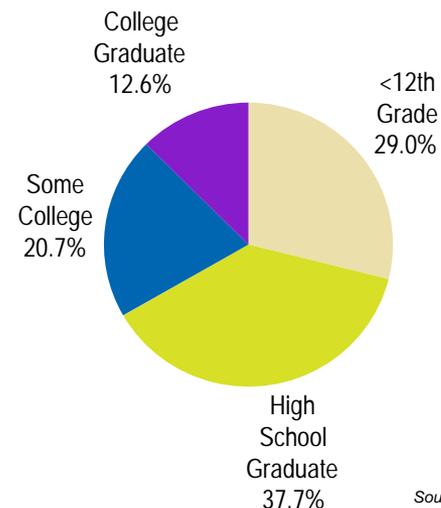
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Spanish Contemporary + Spanish Hot AC has among the highest proportions of tune-in taking place away from home of all formats.

Education

Hispanic Persons 18+



A third of Hispanic consumers of Spanish Contemporary + Spanish Hot AC radio have attended college or earned a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Contemporary + Spanish Hot AC



| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| DVD player (excluding Blu-ray) | 118 | 3.0% |
| Video game system | 117 | 5.3% |
| Satellite TV subscription | 115 | 2.7% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 113 | 7.4% |
| High-definition television (HDTV) | 111 | 9.5% |
| HD radio | 111 | 2.1% |
| Digital video recorder (TiVo, etc.) | 107 | 2.3% |
| Computer | 105 | 10.8% |
| MP3 player (iPod, Zune, etc.) | 105 | 3.8% |
| Digital camera | 105 | 7.3% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| Marshalls | 126 | 14.8% |
| TJ Maxx | 123 | 7.8% |
| Macy's | 121 | 17.9% |
| Sears | 112 | 16.0% |
| Burlington Coat Factory | 110 | 11.0% |
| Kmart | 109 | 13.7% |
| Target | 108 | 18.6% |
| Best Buy | 107 | 13.8% |
| Family Dollar | 106 | 8.0% |
| Costco | 105 | 8.0% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Baby food | 118 | 12.7% |
| Yogurt (not frozen) | 105 | 57.4% |
| Energy bars/nutrition bars | 103 | 21.4% |
| Ice cream, frozen juice bars, frozen yogurt | 100 | 58.4% |
| Coffee | 98 | 62.9% |
| Ready-to-eat cereal | 98 | 55.0% |
| Tortillas | 97 | 63.1% |
| Salsa | 97 | 34.5% |
| Tea (bags or loose) | 95 | 33.5% |
| Any store brand or private label food | 88 | 22.9% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Poland Spring | 141 | 9.1% |
| Zephyrhills | 139 | 4.8% |
| Red Bull | 121 | 10.9% |
| Snapple | 121 | 9.5% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Heineken | 131 | 9.1% |
| Corona | 122 | 21.5% |
| Tecate | 116 | 6.5% |
| Dos Equis | 101 | 4.6% |
| Bud Light | 100 | 17.1% |

These female-based formats include active consumers. They shop in higher-than-average rates at a variety of retailers including Marshall's, TJ Maxx, Macy's, Sears, and Costco. They tend to drive import branded vehicles and are active on the Internet (many of these listeners are working moms and shop the Internet for their kids). These consumers are also mobile-savvy with plenty of activity on their wireless/cell devices.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| International soccer match | 148 | 3.2% |
| Circus | 122 | 10.4% |
| Zoo | 106 | 32.1% |
| Adult continuing education | 105 | 11.9% |
| Attended movie past 3 months | 103 | 53.7% |
| Art museum | 103 | 10.2% |
| Photography | 102 | 18.3% |
| R&B/rap/hip-hop concert | 102 | 5.2% |
| Any professional sports event | 101 | 36.4% |
| Belong to health/exercise club | 100 | 17.7% |

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish Contemporary + Spanish Hot AC

| Ways Used Internet | Index | % |
|--|-------|-------|
| Personal ads/dating | 120 | 5.9% |
| Instant messaging | 110 | 29.6% |
| Traffic | 109 | 11.6% |
| Photo processing/sharing (Kodak Gallery, Shutterfly, etc.) | 108 | 8.3% |
| Casino-type games (blackjack, poker, etc.) | 108 | 3.9% |
| Weather | 106 | 38.5% |
| Automobile information | 106 | 11.2% |
| Social networking (Facebook, Twitter, LinkedIn, etc.) | 105 | 50.1% |
| Maps/GPS (Google Maps, MapQuest, etc.) | 105 | 37.9% |
| Music (listen or download—iTunes, Napster, etc.) | 105 | 31.8% |

| Shopped for on Internet | Index | % |
|---------------------------------------|-------|-------|
| Health & beauty items | 109 | 10.3% |
| Cultural event tickets | 108 | 5.3% |
| Wine | 107 | 2.5% |
| Movie tickets | 105 | 13.0% |
| Toys or games | 105 | 10.9% |
| Home accessories | 105 | 10.6% |
| Groceries, candy, or other food items | 104 | 6.1% |
| Insurance | 103 | 5.4% |
| Airline tickets | 102 | 19.2% |
| Flowers | 102 | 5.0% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Seafood | 108 | 15.8% |
| Chinese | 102 | 46.3% |
| Italian | 100 | 16.3% |
| Coffee house/coffee bar | 98 | 13.3% |
| Mexican | 96 | 41.1% |
| Steakhouse | 93 | 12.5% |
| Any restaurant | 100 | 92.2% |
| Fast-food (QSR) | 100 | 88.4% |
| Sit-down restaurant | 99 | 75.5% |
| Upscale restaurant | 94 | 7.3% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Music (listen or download) | 108 | 27.3% |
| Social networking (Facebook, Twitter, etc.) | 108 | 26.2% |
| Text messaging | 106 | 68.2% |
| E-mail | 106 | 30.6% |
| Games (play or download) | 106 | 21.6% |
| Search (Google, Yahoo!, etc.) | 105 | 26.2% |
| Maps/GPS navigation | 104 | 25.6% |
| Watch video clips | 104 | 16.5% |
| News/weather/traffic | 102 | 23.6% |
| Banking | 102 | 15.3% |
| Plan to switch carrier | 116 | 16.1% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Ford | 92 | 22.4% |
| Chevrolet | 91 | 17.9% |
| Dodge | 91 | 9.3% |
| Jeep | 89 | 3.3% |
| GMC | 87 | 4.5% |
| <i>Import Own/Leased</i> | | |
| Toyota | 106 | 21.9% |
| Nissan | 106 | 12.7% |
| Honda | 104 | 16.5% |
| Volkswagen | 96 | 2.4% |
| Mazda | 82 | 2.3% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 102 | 8.7% |
| Plan to buy used | 113 | 15.3% |
| Plan to buy/lease hybrid | 110 | 4.6% |
| <i>Auto Repairs Done</i> | | |
| Brake repair | 102 | 31.1% |
| Transmission repair | 101 | 8.9% |
| Paint/body work | 101 | 7.3% |
| Car battery | 100 | 28.3% |
| Shock/struts | 98 | 7.0% |

Note: An Index of 100 is average.

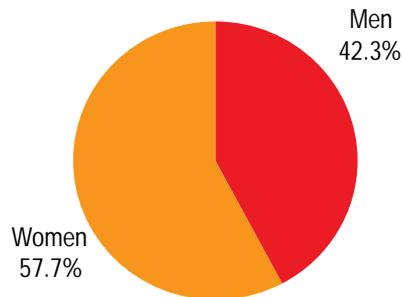
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Pop Contemporary Hit Radio (Pop CHR)



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Pop CHR has the second-highest proportion of Hispanic female and Spanish-dominant female listeners of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 4.2% | 5.6% | 4.6% | 4.8% | 5.3% | 7.7% | 8.3% | 9.4% |

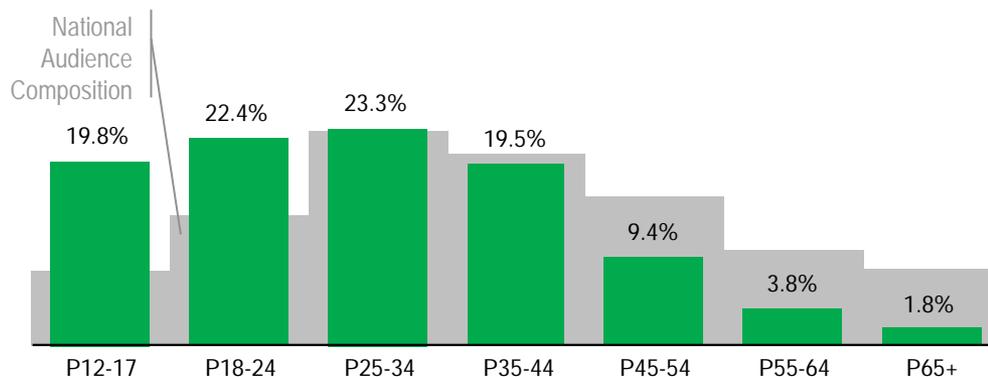
| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 9.9% |
| 12+ AQH Share in Diary Markets | 8.3% |

The most-heard format among Hispanic listeners, Pop CHR grew its audience 7% year-to-year and is the No. 1 format with English-dominant Hispanic consumers.

Pop CHR is the fourth-most-popular format in our companion *Radio Today 2012* study, and it's even more popular among Hispanic listeners (which might come as no surprise to those who understand that the Hispanic population skews younger). And just like with the general market, Pop CHR's popularity has soared in recent years—it has more than doubled in Hispanic share of listenership since our 2005 study. The format is most popular with women, in particular women who principally speak English.

Audience Composition

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



No. 1 in ratings among Hispanic teens and adults 18-24 (and growing), Pop CHR has a higher teen composition among English-dominant Hispanic consumers than any other format in this report.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Pop Contemporary Hit Radio (Pop CHR)

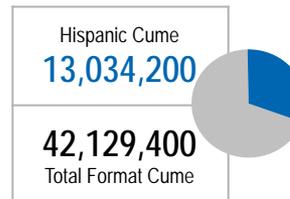
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 110 | 100 | 137 | 65 | 98 |

Pop CHR indexes highest in afternoons and is No. 1 among the index leaders on weekends and No. 2 in afternoons and evenings.

12+ Cume

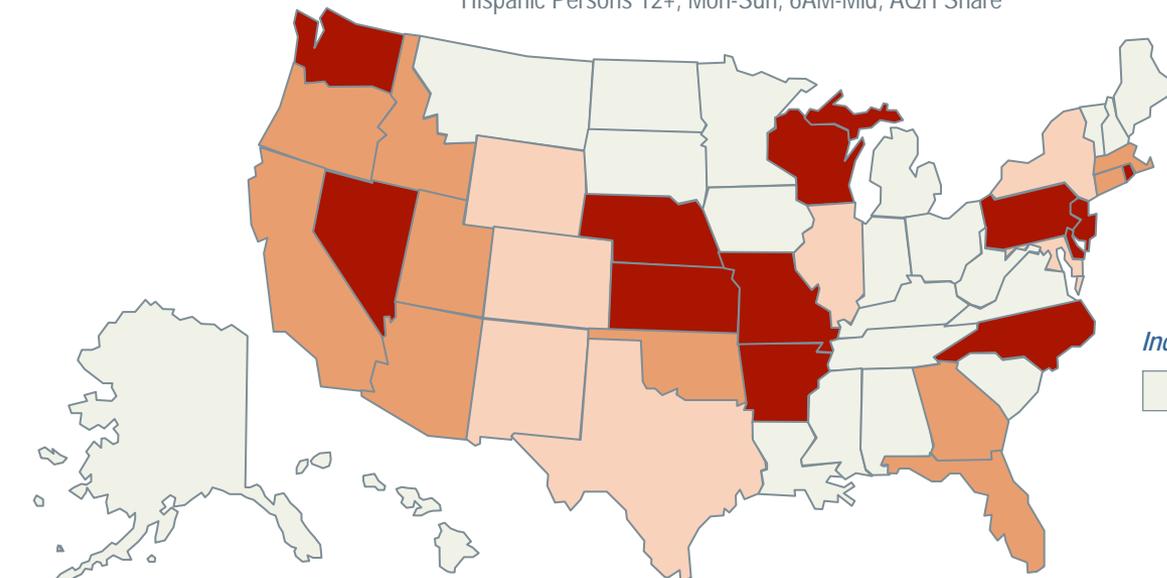


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Pop CHR has more than twice its national share in Arizona, Delaware, Kansas, New Jersey, Pennsylvania, and Rhode Island. Its audience share is above its national share in 12 additional states.

Index: Percent +/- National Format Share

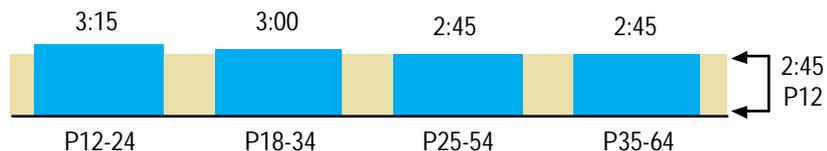


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Pop Contemporary Hit Radio (Pop CHR)

Time Spent Listening by Demographic

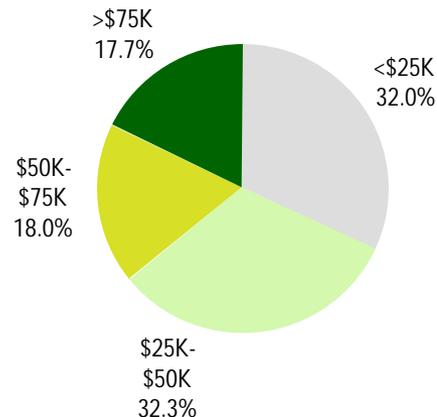
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Pop CHR ranks among the leaders in weekly TSL with Hispanic persons 12-24 and is No. 3 among English-dominant Hispanic persons 12-24.

Household Income

Hispanic Persons 18+

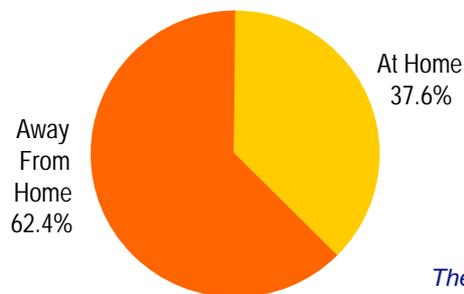


Hispanic consumers of Pop CHR radio are among the most affluent of all formats in this report, with better than one in six living in households generating income of \$75,000 or more annually.

Share of Listening by Location

(At Home vs. Away From Home)

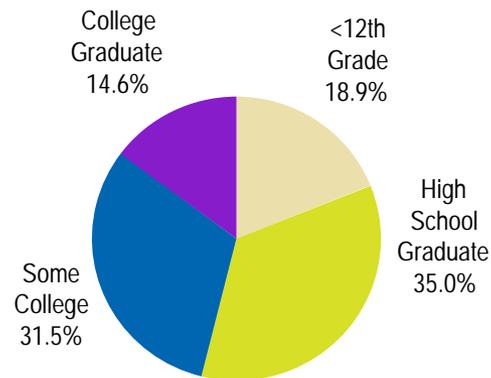
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



The proportion of listening away from home has risen from 56% to 64% in the past six years.

Education

Hispanic Persons 18+



Hispanic consumers of Pop CHR radio are among the most well-educated, with close to half having attended or graduated from college and one in seven holding a degree.

Due to rounding, totals may not add to exactly 100.

Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Pop Contemporary Hit Radio (Pop CHR)

| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 140 | 12.2% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 134 | 8.7% |
| Video game system | 128 | 5.9% |
| eReader (Kindle, Sony reader, etc.) | 127 | 3.9% |
| Digital video recorder (TiVo, etc.) | 127 | 2.8% |
| MP3 player (iPod, Zune, etc.) | 126 | 4.6% |
| Blu-ray disc player | 120 | 6.4% |
| Digital camera | 113 | 7.9% |
| Wireless/cell phone service | 112 | 3.7% |
| High-definition television (HDTV) | 109 | 9.3% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| Best Buy | 120 | 15.3% |
| TJ Maxx | 117 | 7.4% |
| Target | 110 | 18.9% |
| Macy's | 109 | 16.1% |
| Costco | 109 | 8.3% |
| Kohl's | 107 | 13.9% |
| Burlington Coat Factory | 107 | 10.8% |
| Big Lots | 105 | 9.5% |
| Ross Dress For Less | 102 | 10.3% |
| Marshalls | 101 | 11.9% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Frozen pizza | 122 | 33.4% |
| Frozen dinners (not pizza) | 120 | 29.9% |
| Pretzels, chips, popcorn | 117 | 47.9% |
| Candy | 115 | 46.1% |
| Energy bars/nutrition bars | 113 | 23.4% |
| Baby food | 111 | 12.0% |
| Soup (canned or dry mix) | 108 | 45.3% |
| Ice cream, frozen juice bars, frozen yogurt | 106 | 61.9% |
| Yogurt (not frozen) | 106 | 57.7% |
| Any store brand or private label food | 113 | 29.3% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Hi-C | 141 | 6.4% |
| Iced specialty coffee | 140 | 10.9% |
| Cherry Coke | 137 | 8.1% |
| Snapple (fruit drink) | 133 | 10.4% |
| Snapple (tea) | 131 | 14.7% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|------|
| Blue Moon | 151 | 7.0% |
| Dos Equis | 142 | 6.6% |
| Heineken | 123 | 8.5% |
| Coors Light | 119 | 8.1% |
| Budweiser | 116 | 6.9% |

Hispanic Pop Contemporary Hit Radio (CHR) listeners are active consumers. They plan to purchase the latest technologies at stores such as Best Buy. They dine out at all types of restaurants and drive many domestic and imported brands of vehicles. They are active online and use the Internet for banking, buying toys and games, playing fantasy sports and video games, and taking college courses. They are active users of their smartphones and have a high likelihood of switching cell carriers.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Bowling | 149 | 22.3% |
| R&B/rap/hip-hop concert | 149 | 7.7% |
| Comedy club | 148 | 7.7% |
| Snow skiing/snowboarding | 146 | 3.8% |
| Rock concert | 131 | 12.4% |
| Photography | 129 | 23.1% |
| Belong to health/exercise club | 127 | 22.5% |
| Golf | 126 | 5.6% |
| Art museum | 124 | 12.2% |
| Live theater | 122 | 12.4% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Pop Contemporary Hit Radio (Pop CHR)

| Ways Used Internet | Index | % |
|--|-------|-------|
| Fantasy sports | 169 | 4.5% |
| Take college courses | 162 | 7.8% |
| Movies (watch or download) | 152 | 26.9% |
| TV programs (watch or download) | 151 | 20.0% |
| Movie listings | 150 | 31.6% |
| Blogs (read or contributed to) | 150 | 14.5% |
| Cable TV network site | 147 | 7.3% |
| Podcasts (watch, listen, or download) | 147 | 6.6% |
| Photo processing/sharing (Kodak Gallery, Shutterfly, etc.) | 147 | 11.2% |
| Video games (play or download) | 146 | 19.3% |

| Shopped for on Internet | Index | % |
|-------------------------------------|-------|-------|
| Sporting event tickets | 150 | 11.1% |
| Movie tickets | 149 | 18.4% |
| Mobile device apps | 149 | 14.7% |
| Toys or games | 148 | 15.4% |
| Sports logo apparel | 146 | 9.4% |
| Music files (iTunes, Napster, etc.) | 144 | 14.3% |
| Clothing or accessories | 141 | 34.7% |
| Pet supplies | 140 | 6.8% |
| Books | 139 | 27.1% |
| Consumer electronics | 137 | 14.4% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|------|
| Coffee house/coffee bar | 123 | 16.8 |
| Italian | 122 | 19.8 |
| Pizza | 118 | 33.6 |
| Steakhouse | 115 | 15.5 |
| Chinese | 108 | 48.8 |
| Mexican | 106 | 45.5 |
| Any restaurant | 103 | 95.1 |
| Fast-food (QSR) | 104 | 92.2 |
| Sit-down restaurant | 105 | 80.1 |
| Upscale restaurant | 126 | 9.8 |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Games (play or download) | 155 | 31.9% |
| Social networking (Facebook, Twitter, etc.) | 152 | 36.9% |
| Banking | 151 | 22.7% |
| Music (listen or download) | 150 | 37.8% |
| Search (Google, Yahoo!, etc.) | 149 | 37.2% |
| News/weather/traffic | 149 | 34.3% |
| Watch video clips | 148 | 23.5% |
| Maps/GPS navigation | 146 | 35.9% |
| E-mail | 145 | 41.9% |
| Sports scores/updates | 142 | 15.9% |
| Plan to switch carrier | 114 | 15.8% |

| Auto | Index | % |
|-------------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Dodge | 108 | 11.0% |
| Jeep | 108 | 4.0% |
| GMC | 104 | 5.3% |
| Chevrolet | 104 | 20.7% |
| Ford | 102 | 24.7% |
| <i>Import Own/Leased</i> | | |
| Honda | 121 | 19.1% |
| Volkswagen | 121 | 3.0% |
| Mazda | 119 | 3.3% |
| Nissan | 116 | 14.0% |
| Toyota | 105 | 21.6% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 107 | 9.1% |
| Plan to buy used | 117 | 15.8% |
| Plan to buy/lease hybrid | 105 | 4.4% |
| <i>Auto Repairs Done</i> | | |
| Paint/body work | 123 | 8.9% |
| Car radio/stereo equipment | 122 | 8.8% |
| Muffler | 112 | 5.4% |
| Brake repair | 110 | 33.4% |
| Auto glass replacement/repair | 108 | 9.2% |

Note: An Index of 100 is average.

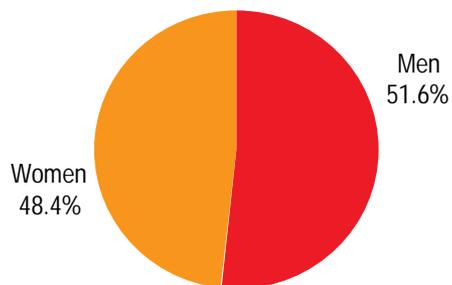
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Rhythmic CHR's male/female proportions are around the median of the 16 formats studied.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 9.8% | 9.9% | 8.9% | 8.7% | 8.1% | 7.8% | 7.6% | 7.6% |

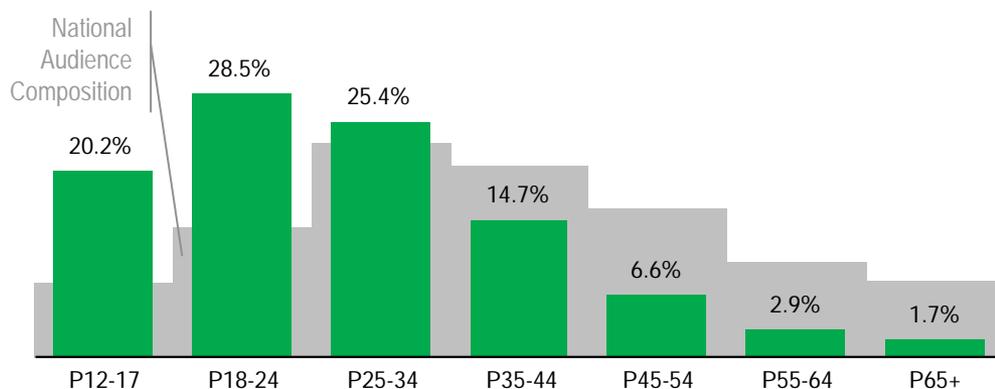
| | |
|--------------------------------|-------|
| 12+ AQH Share in PPM Markets | 6.2% |
| 12+ AQH Share in Diary Markets | 11.0% |

Rhythmic CHR's ratings stabilized in Fall '11, with diary market shares rising two straight years and now outperform PPM markets.

Rhythmic CHR shares two distinctions in the general market: it's the youngest-skewing of all formats and its ethnic composition is evenly split among Hispanic, Black, and "other" listeners. The format is much more popular in Diary markets. It's youthful audience is (or is getting) educated to the point where more listeners in this format have attended college than any other format in this study. Unsurprisingly, this audience is technology oriented, uses mobile devices, and goes online in greater numbers.

Audience Composition

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



It ranks No. 2 in teen composition among English-dominant Hispanic listeners.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

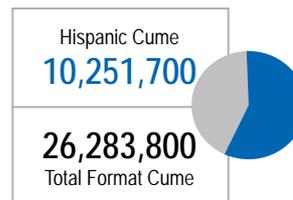
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 108 | 101 | 135 | 71 | 96 |

Rhythmic CHR indexes highest in afternoons and is No. 1 among the index leaders in evenings, No. 2 during weekends, and third in afternoons.

12+ Cume

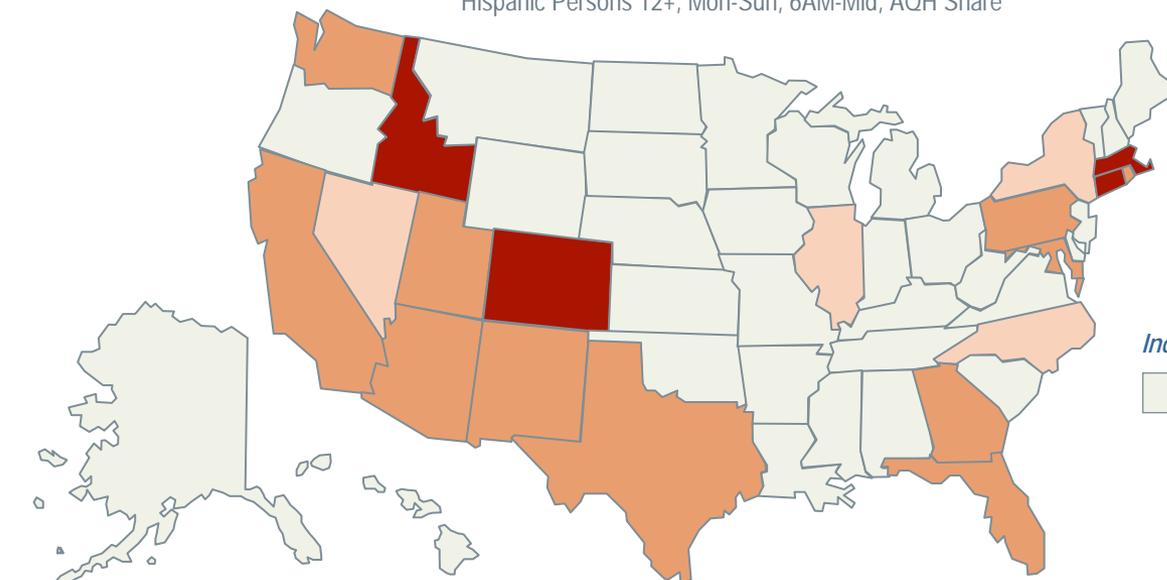


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Rhythmic CHR has more than twice its national share in Connecticut and Idaho. Its audience share is above its national share in eight additional states.

Index: Percent +/- National Format Share

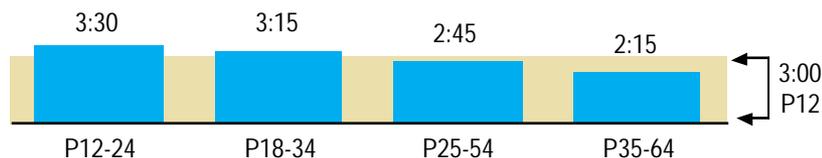


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Time Spent Listening by Demographic

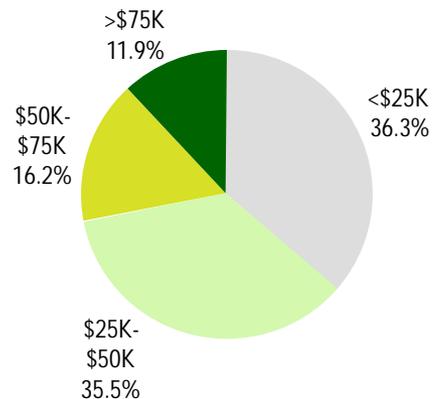
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Rhythmic CHR is tied for No. 3 among all formats in weekly TSL with Hispanic persons 12-24 and is No. 2 with English-dominant Hispanic persons 12-24.

Household Income

Hispanic Persons 18+

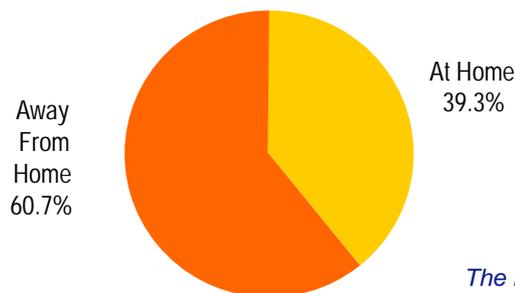


Nearly one in three Hispanic listeners to Rhythmic CHR live in households generating at least \$50,000 in income per year.

Share of Listening by Location

(At Home vs. Away From Home)

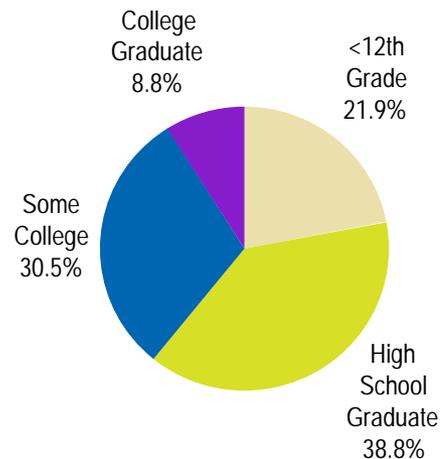
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



The ratio of away-from-home listening has climbed every year since 2006, from 52% to nearly 61%.

Education

Hispanic Persons 18+



Hispanic consumers of Rhythmic CHR radio are among the most-well-educated, with nearly 40% having attended or graduated from college.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 144 | 12.5% |
| Satellite Radio (Sirius XM) | 143 | 1.9% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 134 | 8.8% |
| MP3 player (iPod, Zune, etc.) | 134 | 4.9% |
| eReader (Kindle, Sony Reader, etc.) | 132 | 4.0% |
| Blu-ray disc player | 130 | 6.9% |
| DVD player (excluding Blue-ray) | 129 | 3.3% |
| Digital camera | 127 | 8.8% |
| Video game system | 127 | 5.8% |
| Wireless/cell phone service | 122 | 4.0% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| 99 Cent Only Store | 143 | 5.2% |
| Best Buy | 119 | 15.3% |
| Burlington Coat Factory | 115 | 11.6% |
| Target | 111 | 19.0% |
| Costco | 111 | 8.5% |
| Big Lots | 110 | 9.9% |
| Ross Dress For Less | 110 | 11.1% |
| TJ Maxx | 106 | 6.7% |
| Kohl's | 104 | 13.5% |
| Dollar Tree | 103 | 10.7% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Frozen pizza | 123 | 33.9% |
| Frozen dinners (not pizza) | 117 | 29.2% |
| Pretzels, chips, popcorn | 115 | 47.2% |
| Candy | 115 | 46.4% |
| Energy/nutrition bars | 112 | 23.3% |
| Ice cream, frozen juice bars, frozen yogurt | 109 | 63.5% |
| Baby food | 109 | 11.8% |
| Soup (canned or dry mix) | 108 | 45.3% |
| Packaged meat | 107 | 64.1% |
| Any store brand or private label food | 108 | 28.0% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Cherry Coke | 152 | 8.9% |
| Hi-C | 143 | 6.5% |
| PowerAde | 141 | 13.6% |
| RockStar | 140 | 4.4% |
| RedBull | 136 | 12.2% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|------|
| Blue Moon | 154 | 7.2% |
| Dos Equis | 139 | 6.4% |
| Heineken | 124 | 8.6% |
| Budweiser | 121 | 7.2% |
| Tecate | 121 | 6.8% |

Hispanic Rhythmic CHR listeners love to dine out and enjoy eating at upscale and casual restaurants. They own cars in higher-than-average numbers and they have a particular affinity for Hondas and Nissans. They're active on the Internet with heavy interest in shopping and surfing the web. They have active lifestyles with evening activities at comedy clubs, rock concerts, and movies.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| R&B/rap/hip-hop concert | 162 | 8.3% |
| Bowling | 151 | 22.6% |
| Comedy club | 148 | 7.7% |
| Snow skiing/snowboarding | 132 | 3.4% |
| Golf | 128 | 5.7% |
| Rock concert | 126 | 12.0% |
| Belong to health/exercise club | 124 | 21.9% |
| Attended movie past 3 months | 122 | 64.1% |
| Photography | 121 | 21.6% |
| Any paid ticket music concert | 120 | 11.4% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

| Ways Used Internet | Index | % |
|--|-------|-------|
| Fantasy sports | 160 | 4.3% |
| Take college courses | 160 | 7.7% |
| Video games (play or download) | 160 | 21.1% |
| Cable TV network site | 154 | 7.7% |
| TV Programs (watch or download) | 152 | 20.2% |
| Video clips | 150 | 38.5% |
| Movies (watch or download) | 149 | 26.5% |
| Podcast (watch, listen, or download) | 146 | 6.6% |
| Music (listen or download—iTunes, Napster, etc.) | 145 | 44.1% |
| Movie listings | 144 | 30.4% |

| Shopped for on Internet | Index | % |
|---------------------------------------|-------|-------|
| Sports logo apparel | 157 | 10.1% |
| Mobile device apps | 148 | 14.5% |
| Movie tickets | 147 | 18.2% |
| Music file (iTunes, Napster, etc.) | 145 | 14.5% |
| Groceries, candy, or other food items | 142 | 8.3% |
| Toys or games | 141 | 14.7% |
| Sporting event tickets | 140 | 10.4% |
| Clothing or accessories | 139 | 34.4% |
| Pet supplies | 138 | 6.7% |
| Wine | 136 | 3.2% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Pizza | 114 | 32.6% |
| Coffee house/coffee bar | 113 | 15.4% |
| Italian | 113 | 18.4% |
| Mexican | 109 | 46.5% |
| Chinese | 108 | 48.9% |
| Steakhouse | 108 | 14.7% |
| Any restaurant | 103 | 95.1% |
| Fast-food (QSR) | 105 | 92.9% |
| Sit-down restaurant | 106 | 80.2% |
| Upscale restaurant | 118 | 9.2% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Watch video clips | 164 | 26.0% |
| Games (play or download) | 157 | 32.2% |
| Music (listen or download) | 156 | 39.4% |
| Social networking (Facebook, Twitter, etc.) | 154 | 37.5% |
| Banking | 154 | 23.1% |
| Watch free TV programs | 150 | 6.3% |
| Search (Google, Yahoo!, etc.) | 149 | 37.1% |
| Maps/GPS navigation | 149 | 36.5% |
| Sports scores/updates | 149 | 16.7% |
| News/weather/traffic | 148 | 34.2% |
| Plan to switch carrier | 118 | 16.3% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| GMC | 110 | 5.6% |
| Dodge | 107 | 10.9% |
| Chevrolet | 106 | 20.9% |
| Jeep | 104 | 3.8% |
| Ford | 99 | 24.0% |
| <i>Import Own/Leased</i> | | |
| Honda | 117 | 18.4% |
| Nissan | 111 | 13.3% |
| Mazda | 110 | 3.0% |
| Volkswagen | 108 | 2.6% |
| Toyota | 103 | 21.3% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 113 | 9.7% |
| Plan to buy used | 122 | 16.6% |
| Plan to buy/lease hybrid | 112 | 4.7% |
| <i>Auto Repairs Done</i> | | |
| Car radio/stereo equipment | 146 | 10.5% |
| Paint/body work | 124 | 8.9% |
| Shocks/struts | 118 | 8.4% |
| Transmission repair | 118 | 10.3% |
| Muffler | 115 | 5.6% |

Note: An Index of 100 is average.

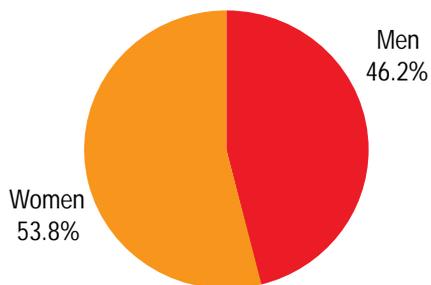
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Adult Contemporary + Soft Adult Contemporary



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



AC + Soft AC has the third-highest proportion of Hispanic female listeners of all formats. Its ratio of English-dominant Hispanic women is second-largest.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 4.6% | 4.9% | 4.2% | 4.6% | 5.5% | 7.0% | 7.1% | 6.7% |

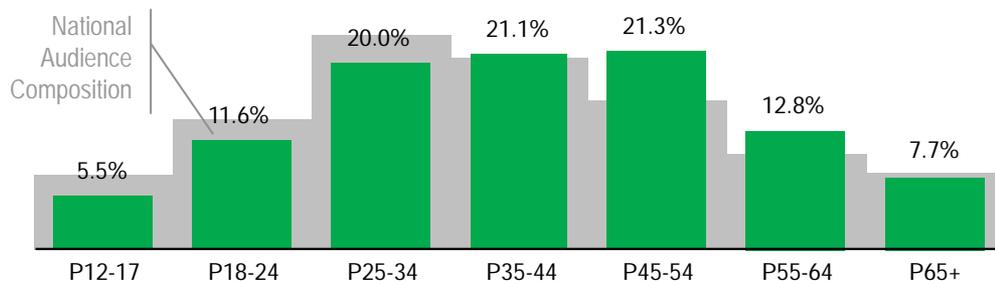
| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 7.7% |
| 12+ AQH Share in Diary Markets | 4.1% |

After four consecutive growth years, AC + Soft AC slipped 0.4 share in Fall 2011. Its PPM market share, which solidly outperforms diary metros, held steady for the third year in a row.

America's third-most-listened-to format is also popular among Hispanic listeners, especially among English-dominant Hispanic women. Listeners to this format are among the best-educated and live in some of the highest-income households.

Audience Composition

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



AC + Soft AC has the second-highest proportion of Spanish-dominant Hispanic listeners aged 35-44 of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Adult Contemporary + Soft Adult Contemporary

Index of AQH Listening by Daypart

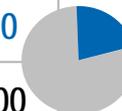
100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 105 | 157 | 130 | 44 | 79 |

AC + Soft AC indexes highest in middays and is No. 4 among the index leaders for that daypart and in afternoons.

12+ Cume

| |
|--|
| Hispanic Cume 9,948,500 |
| 46,737,300 Total Format Cume |

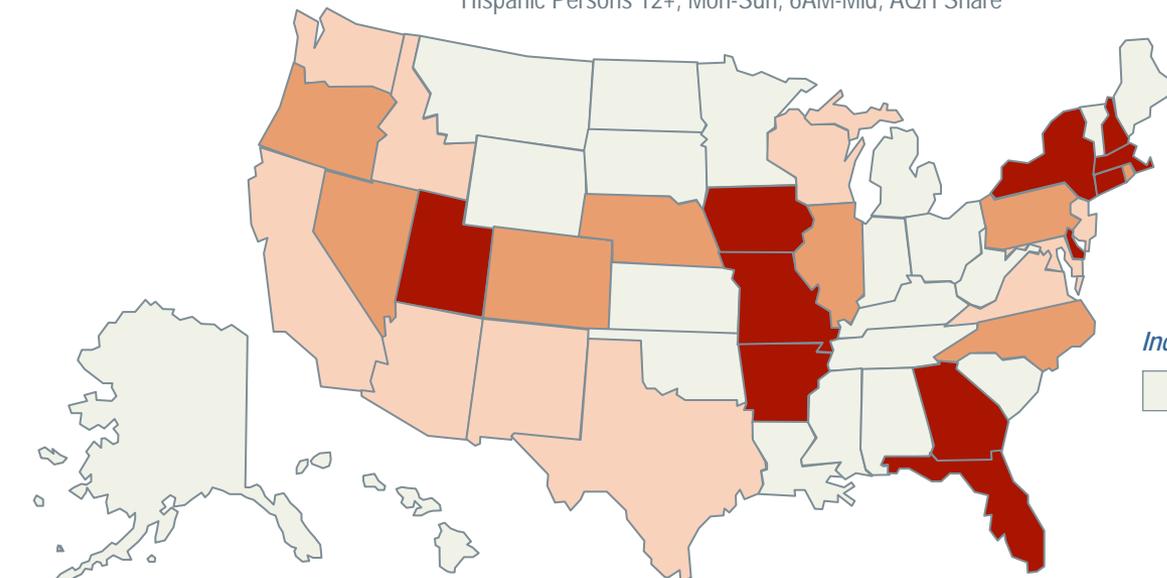


In Hispanic DST Markets

Audience Share by State

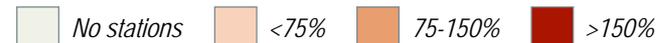
(Heat Index)

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



AC + Soft AC has more than twice its national share in Connecticut, Delaware, New Hampshire, and Washington, DC. Its audience share is above its national share in 13 additional states.

Index: Percent +/- National Format Share

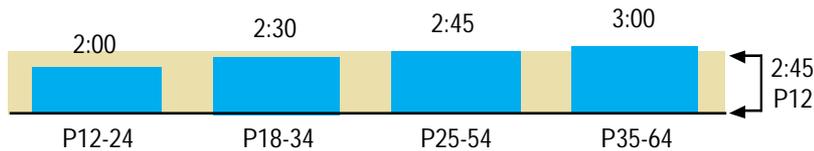


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Adult Contemporary + Soft Adult Contemporary

Time Spent Listening by Demographic

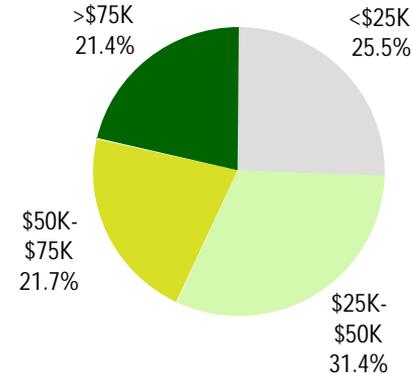
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL rose 11% year-to-year among Hispanic adults 18-34 and 13% among Spanish-dominant Hispanic adults 18-34.

Household Income

Hispanic Persons 18+

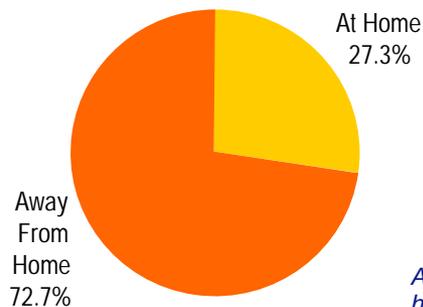


Hispanic consumers of AC + Soft AC radio are the second-most affluent of all formats, with better than one in five living in households generating income of \$75,000 or more annually.

Share of Listening by Location

(At Home vs. Away From Home)

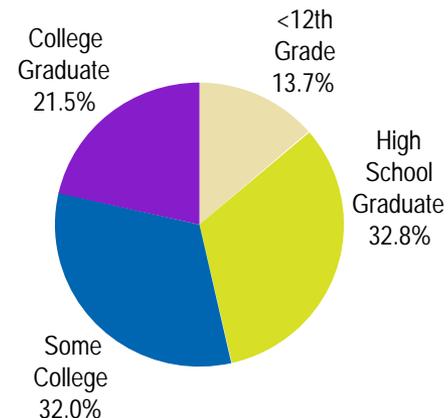
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



AC + Soft AC has the second-highest proportion of tune-in taking place away from home of all formats.

Education

Hispanic Persons 18+



Hispanic consumers of AC + Soft AC rank No. 2 in higher education, with more than half having attended or graduated from college. More than one in five holds a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Adult Contemporary + Soft Adult Contemporary

| Technology (Plan to Buy) | Index | % |
|--|-------|------|
| Blu-ray disc player | 117 | 6.2% |
| Satellite radio (Sirius XM) | 111 | 1.5% |
| Digital camera | 107 | 7.4% |
| DVD player (excluding Blu-ray) | 106 | 2.7% |
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 106 | 9.2% |
| eReader (Kindle, Sony Reader, etc.) | 106 | 3.2% |
| High-definition television (HDTV) | 104 | 8.9% |
| HD Radio | 103 | 2.0% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 103 | 6.7% |
| Wireless/cell phone service | 98 | 3.2% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| Home Goods | 164 | 6.7% |
| BJ's Wholesale | 156 | 10.7% |
| Nordstrom Rack | 137 | 5.9% |
| Nordstrom | 136 | 7.3% |
| TJ Maxx | 125 | 17.2% |
| Marshalls | 121 | 29.3% |
| Macy's | 118 | 37.2% |
| Best Buy | 112 | 31.1% |
| Sears | 108 | 31.8% |
| Kohl's | 107 | 31.2% |

| Grocery (Food Products Used) | Index | % |
|--|-------|-------|
| Frozen pizza | 117 | 32.1% |
| Nuts | 115 | 39.7% |
| Pretzels, chips, popcorn | 112 | 45.6% |
| Frozen dinners (not pizza) | 111 | 27.8% |
| Candy | 108 | 43.7% |
| Tea (bags or loose) | 108 | 38.2% |
| Energy bars/nutrition bars | 108 | 22.6% |
| Packaged meat (bacon, hot dogs, lunch meats, etc.) | 106 | 63.8% |
| Ice cream, frozen juice bars, frozen yogurt | 106 | 61.8% |
| Any store brand or private label food | 110 | 28.4% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Zephyrhills | 178 | 6.2% |
| Poland Spring | 140 | 9.0% |
| Iced specialty coffee | 117 | 9.1% |
| Ocean Spray | 115 | 5.5% |
| Tropicana | 114 | 26.8% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|------|
| Corona Light | 131 | 4.5% |
| Miller Lite | 123 | 5.9% |
| Heineken | 122 | 8.5% |
| Blue Moon | 120 | 5.6% |
| Budweiser | 112 | 6.7% |

Hispanic AC listeners love to dine out at upscale and casual restaurants. A good number plan to buy a new vehicle in the next year. They are supporting their kid-friendly households with music concerts and cellular phone plans, while supporting an eco-friendly lifestyle. They also plan to buy new technologies, including Blu-ray players, digital cameras, and eReaders.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Live theater | 144 | 14.7% |
| Dance or ballet performance | 142 | 6.5% |
| Comedy club | 140 | 7.2% |
| Symphony concert, opera, etc. | 135 | 5.4% |
| Art museum | 126 | 12.4% |
| Sewing/crafts | 126 | 10.6% |
| Snow skiing/snowboarding | 123 | 3.2% |
| Belong to health/exercise club | 122 | 21.5% |
| R&B/rap/hip-hop concert | 120 | 6.2% |
| Photography | 119 | 21.3% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Adult Contemporary + Soft Adult Contemporary



| Ways Used Internet | Index | % |
|--------------------------|-------|-------|
| Real estate | 134 | 10.3% |
| Medical services/info | 132 | 11.6% |
| Travel reservations | 131 | 20.0% |
| Coupons | 130 | 22.0% |
| Financial info/services | 130 | 11.7% |
| Local/community events | 129 | 12.6% |
| National news | 126 | 24.2% |
| Local news | 124 | 26.7% |
| Photo processing/sharing | 122 | 9.3% |
| Weather | 121 | 44.1% |

| Shopped for on Internet | Index | % |
|---|-------|-------|
| Flowers | 138 | 6.7% |
| Wine | 137 | 3.2% |
| Airline tickets | 135 | 25.5% |
| Travel reservations (hotels, auto rental, etc.) | 134 | 15.3% |
| Cultural even tickets | 134 | 6.6% |
| Home accessories | 130 | 13.1% |
| Movie tickets | 129 | 16.0% |
| Furniture/home furnishings | 129 | 9.7% |
| Books | 126 | 24.6% |
| Insurance | 124 | 6.5% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Italian | 129 | 21.0% |
| Pizza | 112 | 32.1% |
| Steakhouse | 112 | 15.2% |
| Coffee house/coffee bar | 111 | 15.2% |
| Seafood | 108 | 15.8% |
| Chinese | 106 | 47.7% |
| Any restaurant | 102 | 93.8% |
| Fast-food (QSR) | 101 | 89.7% |
| Sit-down restaurant | 105 | 79.6% |
| Upscale restaurant | 136 | 10.6% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| E-mail | 121 | 35.2% |
| Banking | 121 | 18.2% |
| News/weather/traffic | 119 | 27.4% |
| Games (play or download) | 118 | 24.2% |
| Maps/GPS navigation | 117 | 28.8% |
| Search (Google, Yahoo!, etc.) | 116 | 29.0% |
| Social networking (Facebook, Twitter, etc.) | 116 | 28.3% |
| Sports scores/updates | 116 | 13.0% |
| Watch free TV programs | 114 | 4.8% |
| Music (listen or download) | 111 | 28.2% |
| Plan to switch carrier | 110 | 15.3% |

| Auto | Index | % |
|-------------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Chrysler | 111 | 3.5% |
| Ford | 94 | 22.8% |
| Chevrolet | 93 | 18.5% |
| Dodge | 89 | 9.1% |
| GMC | 82 | 4.2% |
| <i>Import Own/Leased</i> | | |
| Hyundai | 124 | 3.2% |
| Mazda | 113 | 3.1% |
| Honda | 109 | 17.2% |
| Nissan | 106 | 12.7% |
| Toyota | 101 | 20.9% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 123 | 10.4% |
| Plan to buy used | 103 | 14.0% |
| Plan to buy/lease hybrid | 98 | 4.1% |
| <i>Auto Repairs Done</i> | | |
| Paint/body work | 125 | 9.0% |
| Brake repair | 106 | 32.2% |
| Oil filter/oil change | 105 | 65.7% |
| Auto glass replacement/repair | 103 | 8.9% |
| Car battery | 103 | 29.0% |

Note: An Index of 100 is average.

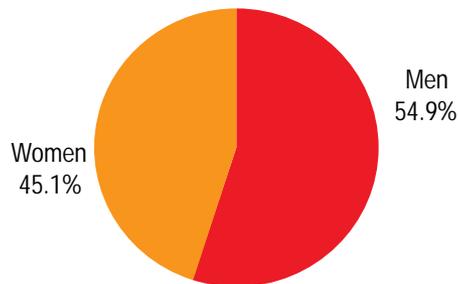
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish Adult Hits



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Spanish Adult Hits has among the highest proportion of Hispanic male listeners of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | 7.0% | 6.5% | 7.3% | 6.5% | 7.8% | 6.6% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 6.4% |
| 12+ AQH Share in Diary Markets | 7.1% |

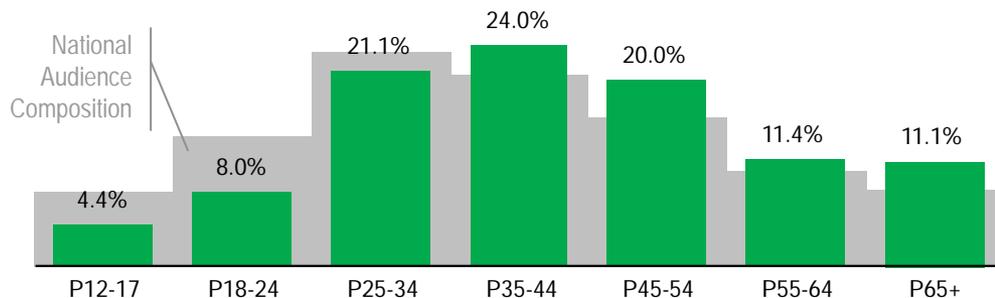
Spanish Adult Hits ratings have fluctuated the past six years, with diary markets slightly outperforming PPM markets.

Old Favorites Finding Larger Audiences

Spanish Adult Hits stations vary widely depending on the Hispanic heritage of the region. The format is typically heard in markets with a high percentage of Mexican heritage listeners, and so the stations reflect a Mexican musical influence with longtime acts such as Los Bukis, Bronco, Juan Gabriel, Vicente Fernández, Rocío Dúrcal, Camilo Sesto, and José José at the core of its musical focus. Stations in this format represent a blend of all-time favorite songs from both the Regional Mexican and contemporary ballad genres, and they emphasize variety as their key image position.

Audience Composition

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



Spanish Adult Hits composition of Hispanic and Spanish-dominant Hispanic adults 45-54 is among the highest of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Adult Hits

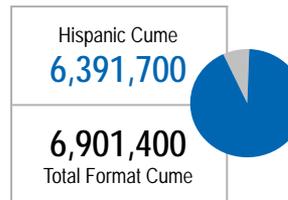
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 122 | 146 | 118 | 44 | 85 |

Spanish Adult Hits indexes highest in middays and earns its highest index ranking during weekends.

12+ Cume

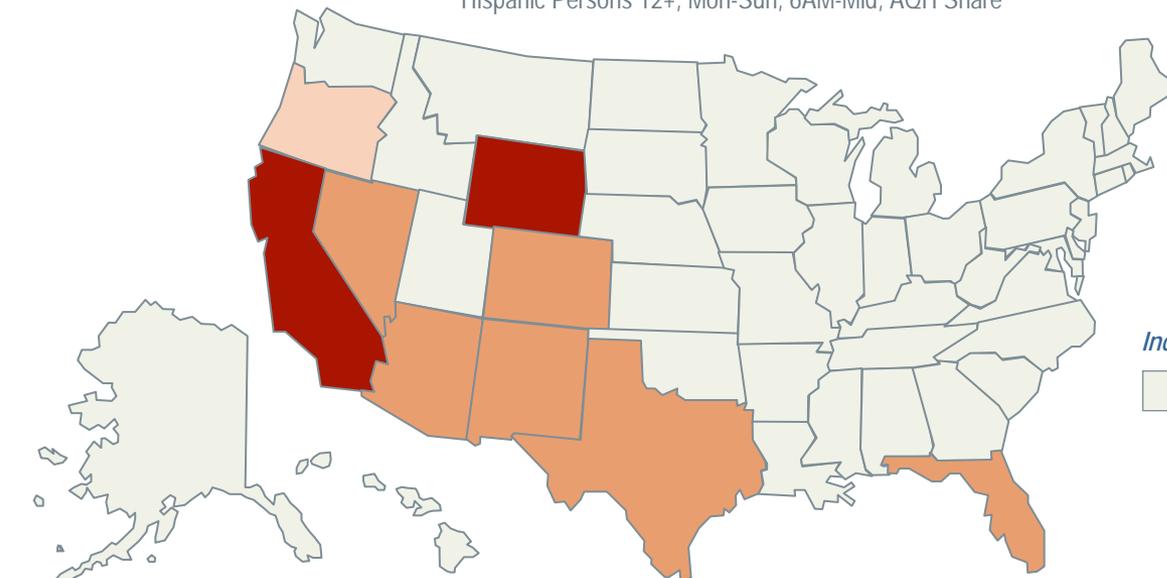


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Spanish Adult Hits has more than twice its national share in Wyoming. Its audience share is above its national share in Arizona, California, Colorado, and Nevada.

Index: Percent +/- National Format Share

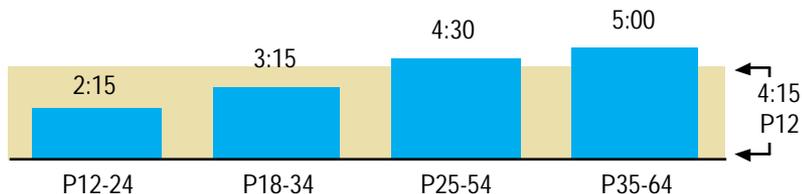


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Adult Hits

Time Spent Listening by Demographic

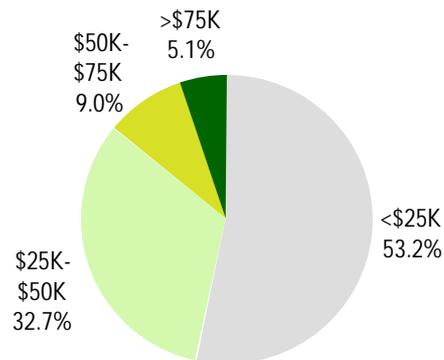
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Spanish Adult Hits ranks high in weekly TSL with Hispanic adults 25-54 and 35-64.

Household Income

Hispanic Persons 18+

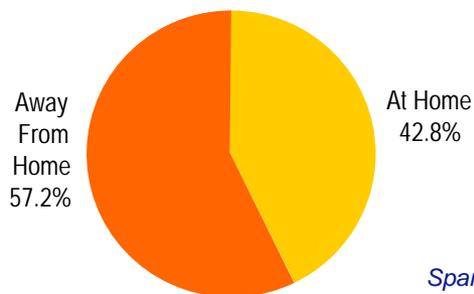


About one in seven listeners to Spanish Adult Hits resides in a household earning \$50,000 or more per year.

Share of Listening by Location

(At Home vs. Away From Home)

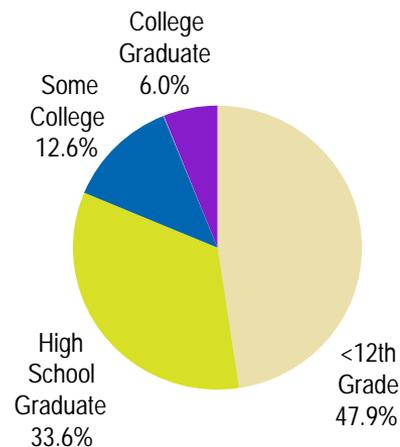
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Spanish Adult Hits indexes highest in middays and earns its highest index ranking during weekends.

Education

Hispanic Persons 18+



Nearly one in five of Hispanic consumers of Spanish Adult Hits have attended college or earned a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Adult Hits

| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| Wireless/cell phone service | 124 | 4.1% |
| Digital Video Recorder (TiVo, etc.) | 108 | 2.4% |
| High-definition television (HDTV) | 108 | 9.2% |
| Video game system | 107 | 4.9% |
| Satellite TV subscription | 104 | 2.4% |
| Computer | 102 | 10.6% |
| Digital camera | 101 | 7.0% |
| DVD player (excluding Blu-ray) | 92 | 2.4% |
| Blu-ray disc player | 89 | 4.7% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 88 | 5.8% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| TJ Maxx | 126 | 8.0% |
| Marshalls | 123 | 14.4% |
| Macy's | 121 | 17.7% |
| Best Buy | 118 | 15.1% |
| Sears | 110 | 15.8% |
| Target | 108 | 18.5% |
| Kohl's | 108 | 14.0% |
| Family Dollar | 107 | 8.1% |
| Costco | 105 | 8.0% |
| Dollar General | 105 | 5.4% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Baby food | 120 | 12.9% |
| Tortillas | 115 | 74.8% |
| Yogurt (not frozen) | 101 | 55.2% |
| Ready-to-eat cereal | 98 | 54.8% |
| Coffee | 97 | 62.3% |
| Energy bars/nutrition bars | 96 | 20.1% |
| Salsa | 91 | 32.3% |
| Ice cream, frozen juice bars, frozen yogurt | 90 | 52.8% |
| Soup (canned or dry mix) | 88 | 36.8% |
| Any store brand or private label food | 76 | 19.7% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Any Mexican imported soft drink | 141 | 14.0% |
| Fresca | 141 | 5.0% |
| Monster | 137 | 12.0% |
| Arizona | 129 | 14.5% |
| Fanta | 125 | 15.1% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Tecate | 146 | 8.2% |
| Corona | 126 | 22.3% |
| Bud Light | 117 | 19.9% |
| Dos Equis | 103 | 4.7% |
| Budweiser | 95 | 5.7% |

Spanish Adult Hits listeners are more likely to dine at restaurants specializing in ethnic foods. They are big fans of soft drink brands imported from Mexico, energy drinks, and many Mexican beers. While they like to shop at discount retailers such as TJ Maxx and Marshalls, they also enjoy shopping at Macy's. Listeners to this format tend to shop for baby food and tortillas for their family. They are also starting to embrace newer technology with DVRs, HDTVs, and video game systems.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| International soccer match | 139 | 3.0% |
| Circus | 121 | 10.4% |
| Casinos visited past 12 months | 104 | 36.4% |
| Adult continuing education | 97 | 11.0% |
| Any professional sports event | 96 | 34.6% |
| Zoo | 95 | 29.0% |
| Attended movie past 3 months | 93 | 48.6% |
| Camping | 89 | 11.1% |
| Belong to health/exercise club | 85 | 151% |
| Any paid ticket music concert | 77 | 7.3% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish Adult Hits

| Ways Used Internet | Index | % |
|---|-------|-------|
| Automobile information | 92 | 9.7% |
| Casino-type games (blackjack, poker, etc.) | 91 | 3.3% |
| Personal ads/dating | 88 | 4.3% |
| Maps/GPS (Google Maps, MapQuest, etc.) | 84 | 30.4% |
| Instant messaging | 81 | 21.8% |
| Sports scores/updates | 81 | 14.5% |
| Listen to a local radio station online | 81 | 11.4% |
| Find a business address or phone number | 80 | 18.2% |
| Social networking (Facebook, Twitter, LinkedIn, etc.) | 79 | 37.7% |
| Search (Google, Yahoo!, etc.) | 79 | 36.4% |

| Shopped for on Internet | Index | % |
|---------------------------------------|-------|------|
| Medicine/prescriptions | 95 | 5.3% |
| Flowers | 89 | 4.3% |
| Groceries, candy, or other food items | 83 | 4.9% |
| Vehicle (car, truck, SUV, etc.) | 79 | 5.9% |
| Sporting event tickets | 78 | 5.8% |
| CDs (compact discs) | 78 | 4.2% |
| Toys or games | 76 | 8.0% |
| Pet supplies | 76 | 3.7% |
| Health & beauty items | 74 | 7.1% |
| Sports logo apparel | 73 | 4.7% |

| Dining (Types Visited) | Index | % |
|------------------------|-------|-------|
| Cuban | 148 | 3.5% |
| Seafood | 112 | 16.4% |
| Mexican | 105 | 45.0% |
| Chinese | 96 | 43.4% |
| Pizza | 84 | 24.0% |
| Italian | 82 | 13.4% |
| Any restaurant | 99 | 91.5% |
| Fast-food (QSR) | 99 | 87.7% |
| Sit-down restaurant | 97 | 73.6% |
| Upscale restaurant | 64 | 5.0% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Text messaging | 92 | 59.5% |
| Watch free TV programs | 76 | 3.2% |
| Maps/GPS navigation | 74 | 18.2% |
| Music (listen or download) | 73 | 18.4% |
| Sports scores/updates | 73 | 8.1% |
| Social networking (Facebook, Twitter, etc.) | 69 | 16.8% |
| News/weather/traffic | 68 | 15.7% |
| Games (play or download) | 67 | 13.8% |
| E-mail | 65 | 18.7% |
| Search (Google, Yahoo!, etc.) | 65 | 16.3% |
| Plan to switch carrier | 105 | 14.5% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| GMC | 129 | 6.6% |
| Dodge | 111 | 11.3% |
| Chrysler | 107 | 3.4% |
| Ford | 104 | 25.2% |
| Chevrolet | 103 | 20.4% |
| <i>Import Own/Leased</i> | | |
| Kia | 131 | 3.0% |
| Volkswagen | 115 | 2.8% |
| Nissan | 114 | 13.7% |
| Toyota | 113 | 23.4% |
| Honda | 94 | 14.9% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 110 | 9.4% |
| Plan to buy used | 105 | 14.2% |
| Plan to buy/lease hybrid | 109 | 4.6% |
| <i>Auto Repairs Done</i> | | |
| Car battery | 113 | 32.1% |
| Brake repair | 111 | 33.8% |
| Tune-up/spark plugs | 111 | 26.6% |
| Car radio/stereo equipment | 108 | 7.8% |
| New tires | 104 | 44.3% |

Note: An Index of 100 is average.

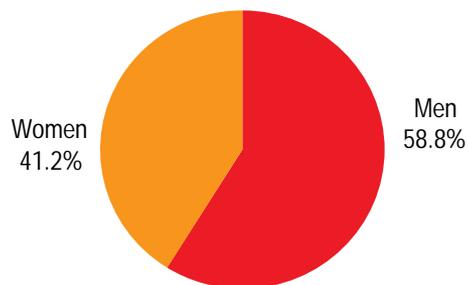
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Classic Hits



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Classic Hits has the second-highest proportion of Spanish-dominant Hispanic male listeners and fourth-highest ratio of Hispanic men overall of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | n/a | 2.0% | 3.8% | 4.2% | 3.6% | 3.4% |

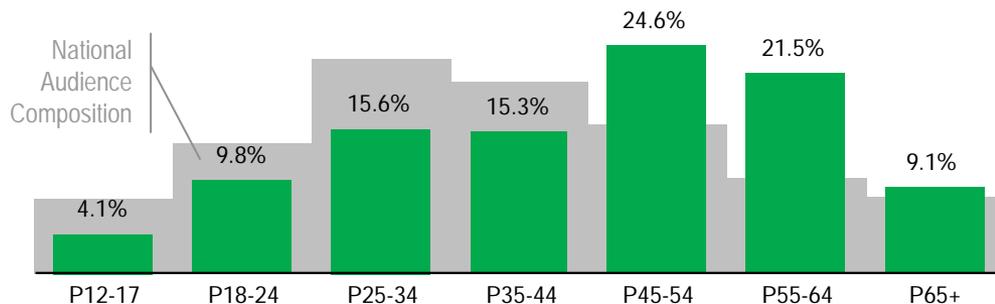
| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.7% |
| 12+ AQH Share in Diary Markets | 2.7% |

Classic Hits slipped in ratings among Hispanic Persons for the second straight year. It outperforms its national share in PPM markets, which generate higher ratings than in diary markets.

A good number of stations in this format have rebranded from “oldies” in recent years. Many of these stations, especially in the Southwestern corner of the United States, have a strong relationship with Hispanic listeners, particularly among men, including Spanish-dominant men. The format has a higher proportion of out-of-home listenership of any format in this study.

Audience Composition

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



Although skewing younger in recent years, Classic Hits has a higher proportion of English-dominant Hispanic adults 45-54 than any other format.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Classic Hits

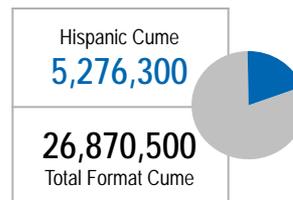
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 110 | 160 | 132 | 39 | 77 |

Classic Hits indexes highest during middays by far. It ranks No. 2 among the index leaders for that daypart and fourth-highest in afternoons.

12+ Cume

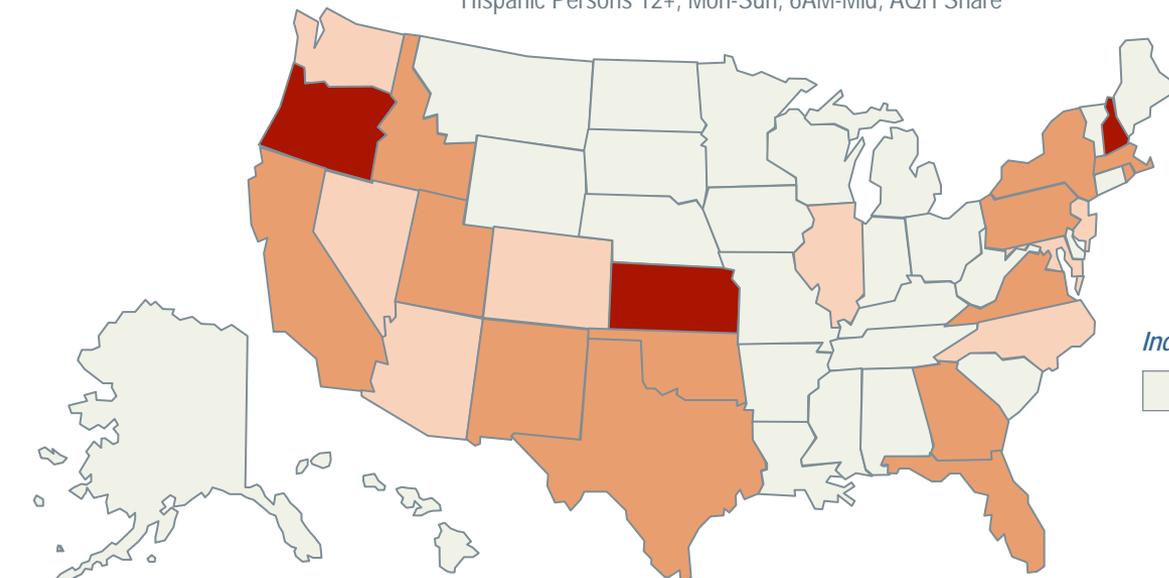


In Hispanic DST Markets

Audience Share by State

(Heat Index)

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



Classic Hits has more than twice its national share in Kansas, New Hampshire, and Oregon. Its audience share is above its national share in 10 additional states, plus Washington, DC.

Index: Percent +/- National Format Share

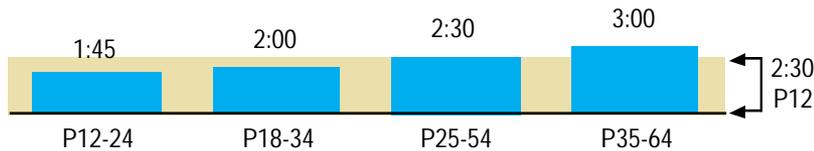


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Classic Hits

Time Spent Listening by Demographic

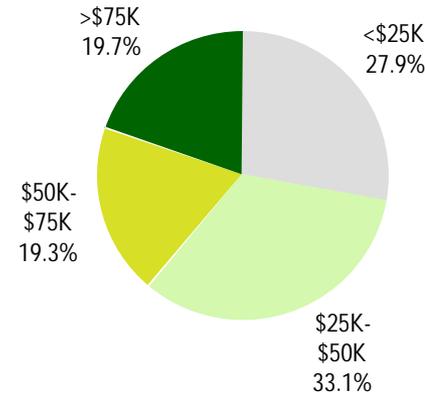
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



TSL among Hispanic persons 12-24 rose 17% year-to-year. It improved 50% and 13% among Spanish-dominant Hispanic persons 12-24 and adults 18-34, respectively. TSL among Spanish-dominant persons 12-34 reached a four-year high.

Household Income

Hispanic Persons 18+

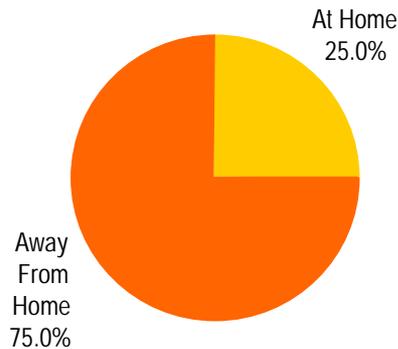


Hispanic consumers of Classic Hits radio are the third-most-affluent of all formats, with nearly one in five living in households generating income of \$75,000 or more annually. Nearly four in 10 reside in households producing at least \$50,000, ranking No. 4 in that statistic.

Share of Listening by Location

(At Home vs. Away From Home)

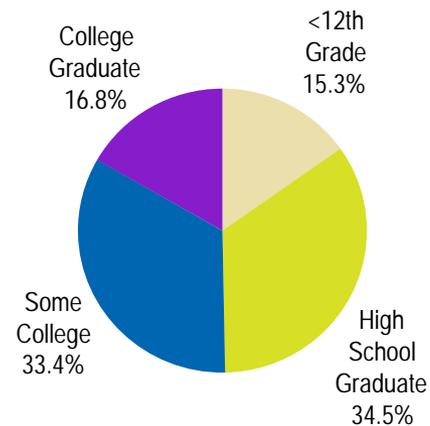
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Classic Hits has the highest proportion of tune-in taking place away from home of all formats, having risen each of the past five years to a new high.

Education

Hispanic Persons 18+



Hispanic consumers of Classic Hits rank No. 3 in higher education, with more than half having attended or graduated from college. More than one in six holds a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| Blu-ray disc player | 137 | 7.3% |
| eReader (Kindle, Sony Reader, etc.) | 119 | 3.6% |
| Video game system | 109 | 5.0% |
| DVD player (excluding Blu-ray) | 109 | 2.8% |
| HD Radio | 108 | 2.1% |
| Computer | 104 | 10.7% |
| Wireless/cell phone service | 104 | 3.4% |
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 103 | 9.0% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 102 | 6.7% |
| Satellite radio (Sirius XM) | 99 | 3.1% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| 99 Cent Only Store | 174 | 6.4% |
| Sam's Club | 127 | 7.3% |
| Big Lots | 115 | 10.4% |
| Best Buy | 109 | 14.0% |
| Sears | 106 | 15.2% |
| Macy's | 100 | 14.7% |
| Burlington Coat Factory | 98 | 9.8% |
| Kmart | 98 | 12.4% |
| Kohl's | 98 | 12.7% |
| Ross Dress For Less | 97 | 9.8% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Nuts | 120 | 29.8% |
| Frozen dinners (not pizza) | 120 | 41.6% |
| Pretzels, chips, popcorn | 115 | 47.1% |
| Tea (bags or loose) | 115 | 40.4% |
| Frozen pizza | 110 | 30.4% |
| Candy | 108 | 43.3% |
| Packaged meat | 106 | 63.7% |
| Soup (canned/dry mix) | 105 | 44.3% |
| Ice cream, frozen juice bars, frozen yogurt | 103 | 60.5% |
| Any store brand or private label food | 113 | 29.3% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Arrowhead | 143 | 12.1% |
| A&W Root Beer | 142 | 9.5% |
| Ocean Spray (100% juice) | 125 | 9.4% |
| Ozarka | 119 | 7.0% |
| Ocean Spray | 119 | 5.7% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|------|
| Miller Lite | 138 | 6.6% |
| Dos Equis | 134 | 6.2% |
| Corona Light | 127 | 4.4% |
| Heineken | 119 | 8.3% |
| Coors Light | 113 | 7.7% |

Hispanic Classic Hits listeners are most likely to own Fords, Toyotas, and Chevrolets, and own them either at or above the average of all Hispanic radio listeners. These listeners are technology buffs and look to acquire many consumer electronics items at above-average rates. They are active on the Internet, shopping for consumer electronics, office supplies, insurance, and sporting events. They are typically active, belonging to a health/exercise club, cycling, and hiking.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Golf | 129 | 5.8% |
| Dance or ballet performance | 121 | 5.6% |
| Casinos visited past 12 months | 118 | 41.4% |
| Comedy club | 117 | 6.1% |
| Belong to health/exercise club | 116 | 20.5% |
| Art museum | 115 | 11.4% |
| Rock concert | 115 | 11.0% |
| Any professional sports event | 111 | 39.9% |
| Photography | 111 | 19.8% |
| Bowling | 111 | 16.7% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

| Ways Used Internet | Index | % |
|---|-------|-------|
| Travel reservations (airline, hotel, auto rental, etc.) | 130 | 19.7% |
| National news | 127 | 24.5% |
| Movie listings | 125 | 26.4% |
| Local/community events | 124 | 12.1% |
| Traffic | 123 | 13.0% |
| Consumer review (products, services, etc.) | 120 | 11.2% |
| Local news | 120 | 26.0% |
| Real estate listings | 120 | 9.1% |
| Cable TV network site | 119 | 6.0% |
| Casino-type games (blackjack, poker, etc.) | 119 | 4.3% |

| Shopped for on Internet | Index | % |
|--|-------|-------|
| Office supplies | 135 | 9.1% |
| Travel reservations (hotel, auto rental, etc.) | 129 | 14.8% |
| Insurance | 128 | 6.7% |
| Consumer electronics | 127 | 13.3% |
| Flowers | 127 | 6.2% |
| Sporting event tickets | 126 | 9.4% |
| Furniture/home furnishings | 123 | 9.2% |
| Airline tickets | 121 | 22.7% |
| Computer hardware/software | 121 | 12.9% |
| Music files (iTunes, Napster, etc.) | 120 | 12.0% |

| Restaurant (Types Visited) | Index | % |
|----------------------------|-------|-------|
| Steakhouse | 126 | 17% |
| Italian | 125 | 20.5% |
| Seafood | 113 | 16.6% |
| Mexican | 109 | 46.8% |
| Pizza | 105 | 30.1% |
| Chinese | 100 | 45.0% |
| Any restaurant | 101 | 93.5% |
| Fast-food (QSR) | 101 | 89.7% |
| Sit-down restaurant | 104 | 79.3% |
| Upscale restaurant | 132 | 10.3% |

| Wireless/Cell | Index | % |
|-------------------------------|-------|-------|
| Watch free TV programs | 121 | 5.1% |
| Sports scores/updates | 109 | 12.1% |
| E-mail | 106 | 30.6% |
| Search (Google, Yahoo!, etc.) | 106 | 26.4% |
| Maps/GPS navigation | 105 | 25.8% |
| Text messaging | 103 | 66.3% |
| News/weather/traffic | 103 | 23.8% |
| Games (play or download) | 103 | 21.1% |
| Banking | 101 | 15.2% |
| Watch video clips | 100 | 15.8% |
| Plan to switch carrier | 97 | 13.4% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Jeep | 87 | 3.2% |
| Chevrolet | 105 | 20.7% |
| Ford | 99 | 24.1% |
| Dodge | 98 | 10.0% |
| GMC | 103 | 5.3% |
| <i>Import Own/Leased</i> | | |
| Acura | 165 | 2.6% |
| Kia | 138 | 3.1% |
| Nissan | 117 | 14.1% |
| Honda | 111 | 17.4% |
| Toyota | 111 | 22.8% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 119 | 10.1% |
| Plan to buy used | 92 | 12.4% |
| Plan to buy/lease hybrid | 102 | 4.3% |
| <i>Auto Repairs Done</i> | | |
| Paint/body work | 116 | 8.4% |
| Brake repair | 111 | 33.7% |
| Car battery | 111 | 31.5% |
| Tune-up/spark plugs | 111 | 26.4% |
| Shocks/struts | 111 | 7.9% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

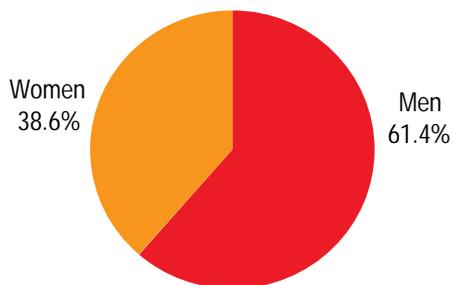
News/Talk/Information + Talk/Personality



America's second-most-popular format—according to our companion *Radio Today 2012* study—is holding steady among English-speaking Hispanic listeners, especially among men. The format tends to be more popular in markets with fewer Spanish-language choices. Hispanic listeners to news formats are younger than general market listeners to these stations.

Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



N/T/I + Talk/Personality has the second-highest proportion of Hispanic male listeners of all formats.

AQH Share Trend

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

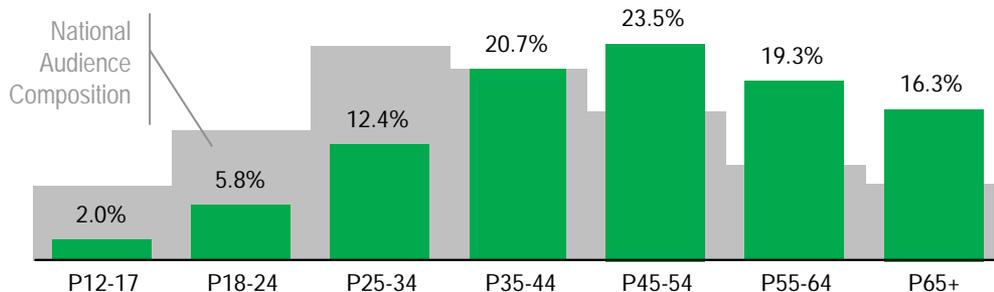
| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | 2.5% | 2.5% | 3.8% | 3.4% | 3.1% | 3.3% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.2% |
| 12+ AQH Share in Diary Markets | 3.5% |

N/T/I + Talk/Personality rebounded in ratings in Fall '11 after a two-year decline. PPM and diary markets deliver nearly equal ratings shares.

Audience Composition

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



N/T/I + Talk Personality has the largest proportion of Spanish-dominant Hispanic listeners aged 35-44 of all formats. That segment reached a four-year high in Fall 2011.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

News/Talk/Information + Talk/Personality

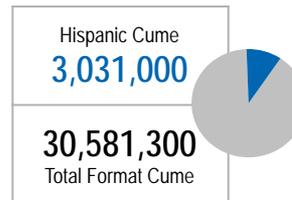
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 170 | 146 | 128 | 42 | 53 |

N/T/I + Talk/Personality indexes highest in morning drive and is No. 2 among the index leaders for that daypart, up from third in 2011.

12+ Cume

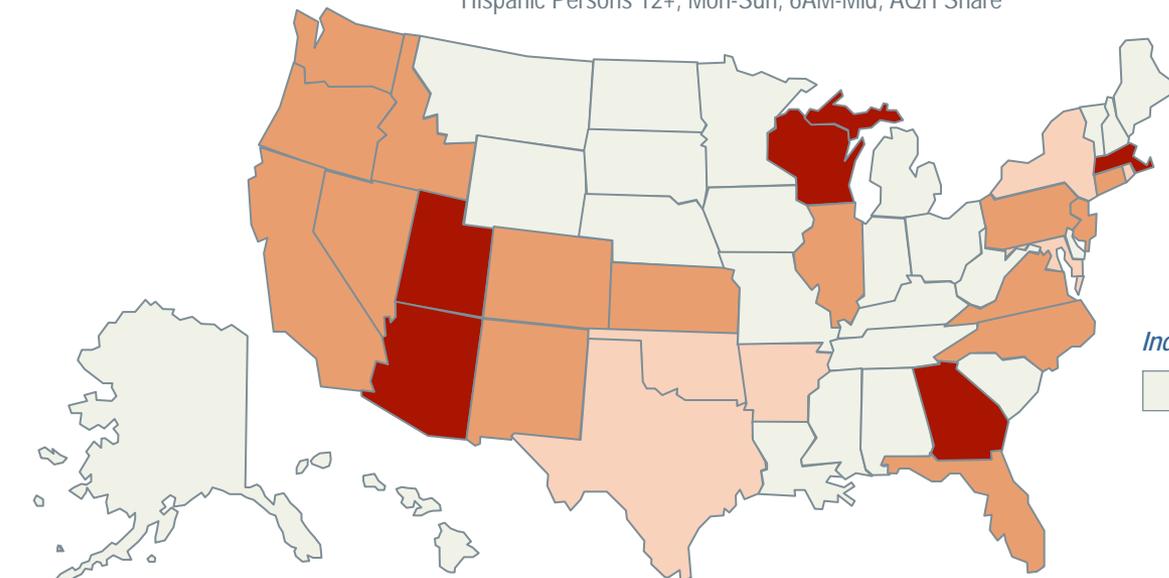


In Hispanic DST Markets

Audience Share by State

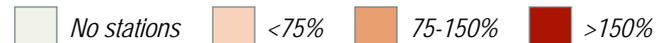
(Heat Index)

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



N/T/I + Talk/Personality has more than twice its national share in Georgia, Utah, and Wisconsin. Its audience share is above its national share in 12 additional states.

Index: Percent +/- National Format Share

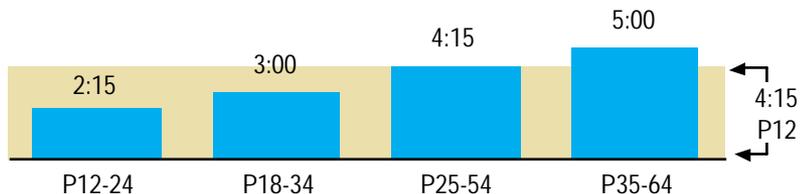


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

News/Talk/Information + Talk/Personality

Time Spent Listening by Demographic

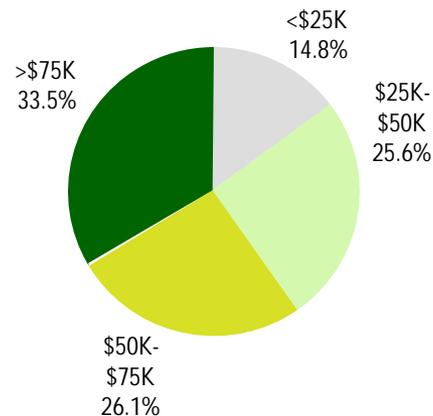
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



N/T/I + Talk/Personality moved up from fourth to No. 1 year-to-year among English-dominant Hispanic persons 12+ and adults 35-64, and is among the leaders of all formats in weekly TSL with Hispanic adults overall 35-64.

Household Income

Hispanic Persons 18+

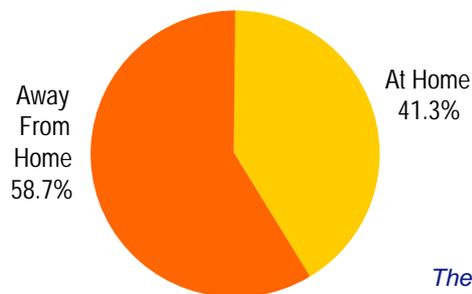


Hispanic consumers of N/T/I + Talk/Personality radio are the most affluent of all formats, with better than a third living in households generating income of \$75,000 or more annually. Nearly 60% reside in households producing at least \$50,000, also good for No. 1.

Share of Listening by Location

(At Home vs. Away From Home)

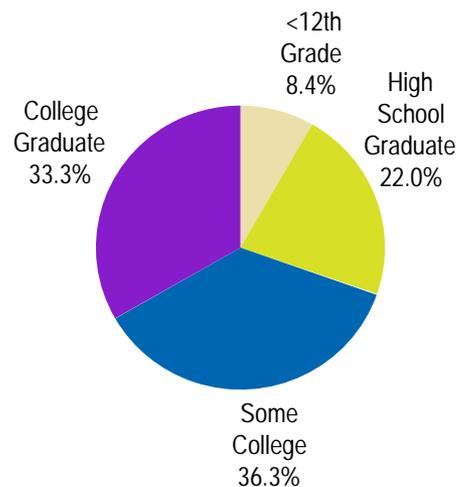
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



The proportion of listening to this format away from home rose almost 3% to a new high.

Education

Hispanic Persons 18+



Hispanic consumers of N/T/I + Talk/Personality radio are the most-well-educated, with nearly 70% having attended or graduated from college and a full third holding a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

News/Talk/Information + Talk/Personality



| Technology (Plan to Buy) | Index | % |
|--|-------|------|
| eReader (Kindle, Sony Reader, etc.) | 159 | 4.8% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 115 | 7.5% |
| Blu-ray disc player | 113 | 6.0% |
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 111 | 9.6% |
| Digital camera | 102 | 7.1% |
| Wireless/cell phone service | 98 | 3.2% |
| Computer | 95 | 9.8% |
| Satellite TV subscription | 94 | 2.2% |
| High-definition television (HDTV) | 89 | 7.6% |
| Satellite radio (Sirius XM) | 84 | 1.1% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| TJ Maxx | 114 | 7.3% |
| Best Buy | 112 | 14.4% |
| Kohl's | 109 | 14.1% |
| Sears | 99 | 14.1% |
| Macy's | 99 | 14.6% |
| Costco | 99 | 7.5% |
| Ross Dress For Less | 94 | 9.5% |
| Target | 92 | 15.9% |
| Big Lots | 88 | 7.9% |
| Kmart | 85 | 10.8% |

| Grocery (Food Products Used) | Index | % |
|---------------------------------------|-------|-------|
| Nuts | 138 | 47.7% |
| Pretzels, chips, popcorn | 129 | 52.6% |
| Frozen dinners (not pizza) | 124 | 30.8% |
| Energy/nutrition bars | 118 | 24.6% |
| Tea (bags or loose) | 115 | 40.7% |
| Salsa | 114 | 40.5% |
| Candy | 113 | 45.4% |
| Frozen pizza | 113 | 31.2% |
| Soup (canned or dry mix) | 112 | 47.1% |
| Any store brand or private label food | 140 | 36.4% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Diet Pepsi | 135 | 9.7% |
| Diet Coke | 134 | 15.1% |
| Arrowhead | 129 | 10.9% |
| A&W Root Beer | 128 | 8.6% |
| Diet Dr Pepper | 126 | 5.5% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|------|
| Samuel Adams | 220 | 6.0% |
| Blue Moon | 157 | 7.3% |
| Miller Lite | 153 | 7.3% |
| Dos Equis | 130 | 6.0% |
| Corona Light | 124 | 4.3% |

Hispanic listeners to this format are more likely to dine at an upscale restaurant and buy a new vehicle. They are substantially more likely to drive a Chrysler or Hyundai compared to the average Hispanic listener. These listeners are very active on the Internet, booking travel reservations, reading the news, obtaining medical services, and looking up businesses. Retail shopping is done primarily at the Home Depot and Nordstrom.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Golf | 253 | 11.3% |
| Comedy Club | 175 | 9.1% |
| Symphony concert, opera, etc. | 173 | 7.0% |
| Dance or ballet performance | 167 | 7.7% |
| Live theater | 164 | 16.7% |
| Art museum | 152 | 15.0% |
| Snow skiing/snowboarding | 145 | 3.7% |
| Camping | 142 | 17.6% |
| Belong to health/exercise club | 140 | 24.7% |
| Rock concert | 139 | 13.3% |

Note: An Index of 100 is average.
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

News/Talk/Information + Talk/Personality

| Ways Used Internet | Index | % |
|---|-------|-------|
| Consumer reviews (products, services, etc.) | 205 | 19.1% |
| Local/community events | 179 | 17.4% |
| Podcast (watch, listen, or download) | 179 | 8.1% |
| National News | 178 | 34.2% |
| Medical services/information | 175 | 15.5% |
| Financial information/services | 164 | 14.8% |
| Travel reservations (airline, hotel, auto rental, etc.) | 162 | 24.6% |
| Local news | 160 | 34.6% |
| Auction site | 154 | 8.6% |
| Find a business address or phone number | 152 | 34.6% |

| Shopped for on Internet | Index | % |
|---|-------|-------|
| Travel reservations (hotels, auto rental, etc.) | 198 | 22.7% |
| Cultural event tickets | 188 | 9.3% |
| Office supplies | 173 | 11.6% |
| Flowers | 171 | 8.3% |
| Wine | 169 | 3.9% |
| Consumer electronics | 168 | 17.6% |
| Computer hardware/software | 166 | 17.7% |
| Furniture/home furnishings | 165 | 12.4% |
| Sporting event tickets | 164 | 12.1% |
| Airline tickets | 163 | 30.6% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Italian | 142 | 23.2% |
| Steakhouse | 132 | 17.9% |
| Pizza | 117 | 33.4% |
| Mexican | 114 | 48.7% |
| Coffee house/coffee bar | 113 | 15.3% |
| Seafood | 106 | 15.6% |
| Any restaurant | 102 | 94.6% |
| Fast-food (QSR) | 101 | 89.7% |
| Sit-down restaurant | 110 | 83.6% |
| Upscale restaurant | 189 | 14.8% |

| Wireless/Cell | Index | % |
|-------------------------------|-------|-------|
| Sports scores/updates | 147 | 16.5% |
| News/weather/traffic | 138 | 31.7% |
| E-mail | 133 | 38.7% |
| Maps/GPS navigation | 131 | 32.0% |
| Banking | 129 | 19.3% |
| Watch free TV programs | 129 | 5.4% |
| Search (Google, Yahoo!, etc.) | 127 | 31.7% |
| Watch video clips | 118 | 18.8% |
| Games (play or download) | 116 | 23.8% |
| Text messaging | 106 | 68.7% |
| Plan to switch carrier | 106 | 14.7% |

| Auto | Index | % |
|-------------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Chrysler | 172 | 5.4% |
| Chevrolet | 118 | 23.4% |
| Dodge | 100 | 10.2% |
| Ford | 98 | 23.7% |
| GMC | 83 | 4.2% |
| <i>Import Own/Leased</i> | | |
| Hyundai | 153 | 3.9% |
| Toyota | 116 | 24.0% |
| Mazda | 114 | 3.1% |
| Nissan | 113 | 13.6% |
| Honda | 104 | 16.4% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 117 | 9.9% |
| Plan to buy used | 95 | 12.8% |
| Plan to buy/lease hybrid | 91 | 3.8% |
| <i>Auto Repairs Done</i> | | |
| Auto glass replacement/repair | 128 | 10.9% |
| Other car repair | 126 | 21.0% |
| Car battery | 125 | 35.3% |
| Paint/body work | 119 | 8.6% |
| Shocks/struts | 118 | 8.5% |

Note: An Index of 100 is average.

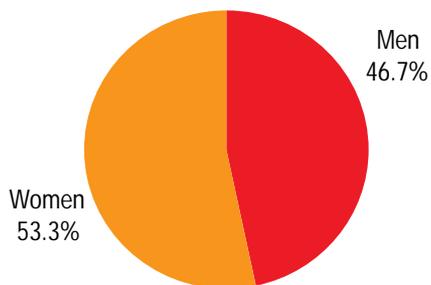
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Country + New Country



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Country + New Country has the fourth-largest proportion of Hispanic female listeners of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | 2.4% | 2.5% | 2.9% | 3.3% | 2.8% | 3.3% |

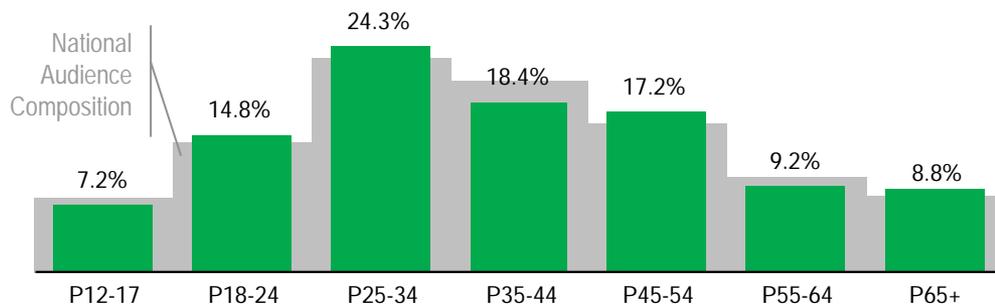
| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 2.3% |
| 12+ AQH Share in Diary Markets | 5.8% |

Country + New Country enjoyed one of the largest share gains of all formats, matching its all-time high. Diary markets, which were up by more than a full share, far outperform PPM markets.

America's No. 1 format continues to be popular with Hispanic listeners, in particular English-dominant Hispanic women. The format has proportionately more 25-44 English-dominant listeners than most other formats in this study. As a testament to its at-work popularity, it indexes highest in middays.

Audience Composition

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



Country + New Country ranks third-highest in teen and adult 18-24 composition among Hispanics overall and among Spanish-dominant Hispanic consumers.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Country + New Country

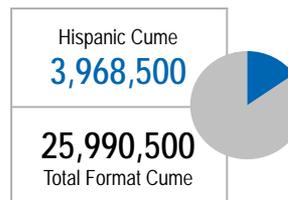
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 123 | 147 | 126 | 47 | 77 |

Country + New Country indexes highest in middays and is among the index leaders in evenings.

12+ Cume

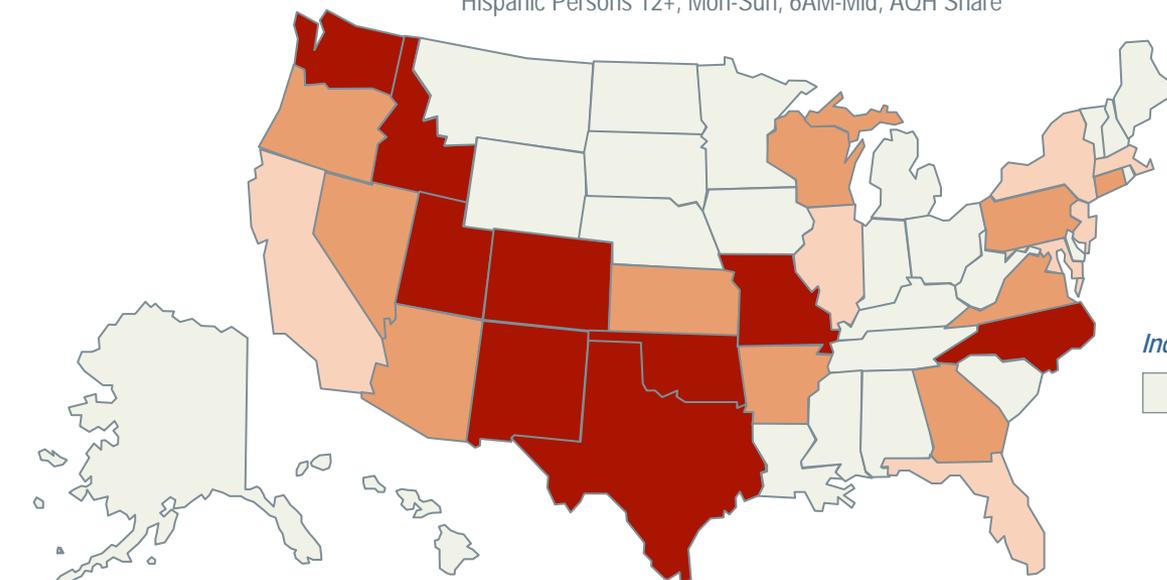


In Hispanic DST Markets

Audience Share by State

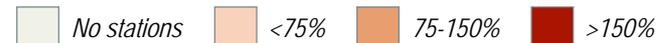
(Heat Index)

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



Country + New Country has more than twice its national share in Idaho, Missouri, New Mexico, and Utah. Its audience share is above its national share in nine additional states, plus Washington, DC.

Index: Percent +/- National Format Share

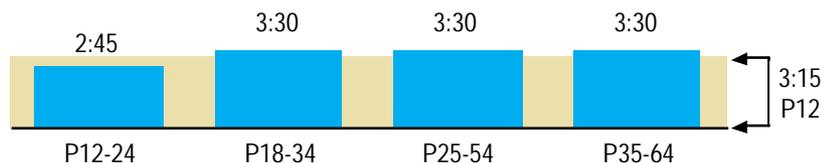


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Country + New Country

Time Spent Listening by Demographic

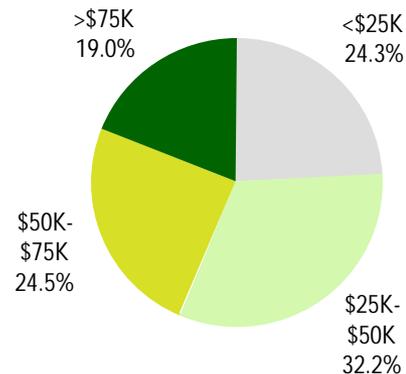
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Country + New Country ranks fourth among of all formats in weekly TSL with Hispanic persons 12-24, rising 10% year-to-year.

Household Income

Hispanic Persons 18+

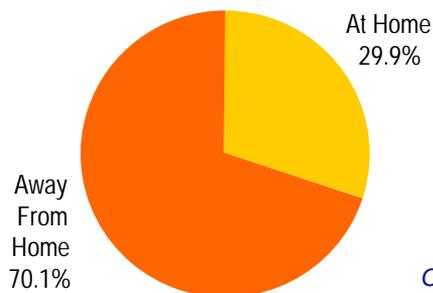


Hispanic consumers of Country + New Country radio are the fourth-most-affluent of all formats, with nearly one in five living in households generating income of \$75,000 or more annually.

Share of Listening by Location

(At Home vs. Away From Home)

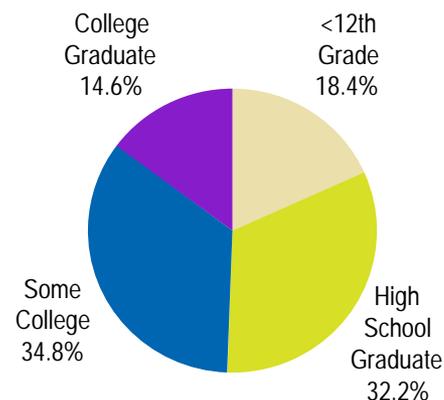
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Country + New Country has the third-highest proportion of tune-in taking place away from home of all formats.

Education

Hispanic Persons 18+



Hispanic consumers of Country + New Country radio are among the most well-educated, with nearly half having attended or graduated from college and one in seven holding a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Country + New Country

| Technology (Plan to Buy) | Index | % |
|--|-------|-------|
| Blu-ray disc player | 137 | 7.3% |
| eReader (Kindle, Sony Reader, etc.) | 137 | 4.2% |
| Satellite radio (Sirius XM) | 122 | 1.6% |
| Wireless/cell phone service | 119 | 3.9% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 119 | 7.8% |
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 112 | 9.7% |
| Computer | 111 | 11.5% |
| MP3 player (iPod, Zune, etc.) | 108 | 3.9% |
| Digital camera | 107 | 7.4% |
| Video game system | 105 | 4.8% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| Dillard's | 176 | 6.5% |
| Sam's Club | 129 | 7.4% |
| Dollar General | 126 | 6.5% |
| Big Lots | 120 | 10.8% |
| Best Buy | 110 | 14.1% |
| Ross Dress For Less | 100 | 10.2% |
| Kohl's | 98 | 12.7% |
| Dollar Tree | 94 | 9.7% |
| TJ Maxx | 92 | 5.8% |
| JCPenney | 90 | 15.7% |

| Grocery (Food Products Used) | Index | % |
|---------------------------------------|-------|-------|
| Frozen pizza | 140 | 38.6% |
| Frozen dinners (not pizza) | 135 | 33.7% |
| Pretzels, chips, popcorn | 125 | 51.1% |
| Candy | 123 | 49.6% |
| Tea (bags or loose) | 121 | 42.7% |
| Energy/nutrition bars | 117 | 24.4% |
| Packaged meat | 115 | 39.8% |
| Nuts | 115 | 69.4% |
| Soup (canned or dry mix) | 113 | 47.6% |
| Any store brand or private label food | 129 | 33.3% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Ozarka | 227 | 13.2% |
| Barq's Root Beer | 189 | 4.7% |
| Dr Pepper | 156 | 20.5% |
| A&W Root Beer | 152 | 10.2% |
| Diet Dr Pepper | 152 | 6.6% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Blue Moon | 153 | 7.1% |
| Miller Lite | 148 | 7.0% |
| Budweiser Select | 147 | 4.5% |
| Bud Light | 130 | 22.2% |
| Corona Light | 128 | 4.4% |

Hispanic Country listeners dine out more often than any other format profiled in this study. They frequent all types of restaurant, including upscale and fast food restaurants. They are also similar to their general market listeners as loyal drivers of Ford and Dodge vehicles. These Hispanic listeners are also active on the Internet, shopping for office supplies, event tickets, and home furnishings.

| Entertainment: Paid Leisure | Index | % |
|----------------------------------|-------|-------|
| Country music concert | 246 | 9.4% |
| Golf | 176 | 7.9% |
| Snow skiing/snowboarding | 172 | 4.4% |
| Camping | 150 | 18.7% |
| Sewing/crafts | 150 | 12.7% |
| Comedy club | 142 | 7.4% |
| Bowling | 138 | 20.6% |
| Rock concert | 131 | 12.4% |
| Belong to a health/exercise club | 131 | 6.7% |
| Rock concert | 130 | 23.2% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Country + New Country

| Ways Used Internet | Index | % |
|--|-------|-------|
| Auction site | 161 | 9.1% |
| Local/community events | 153 | 14.9% |
| Movie listings | 152 | 32.1% |
| Coupons | 151 | 25.6% |
| Consumer reviews (products, service, etc.) | 144 | 13.4% |
| Local news | 142 | 30.8% |
| Take college courses | 142 | 6.8% |
| Cable TV network site | 136 | 6.8% |
| Automobile information | 136 | 14.3% |
| Financial information/services | 135 | 12.2% |

| Shopped for on Internet | Index | % |
|--|-------|-------|
| Office supplies | 164 | 11.0% |
| Vehicle (car, truck, SUV, etc.) | 161 | 12.0% |
| Movie tickets | 160 | 19.7% |
| Cultural event tickets | 159 | 7.8% |
| Sports logo apparel | 156 | 10.0% |
| Travel reservations (hotels, auto rentals, etc.) | 154 | 17.6% |
| Furniture/home furnishings | 154 | 11.6% |
| Wine | 154 | 3.6% |
| Toys or games | 152 | 15.8% |
| Flowers | 151 | 7.3% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Steakhouse | 132 | 17.8% |
| Mexican | 123 | 52.5% |
| Coffee house/coffee bar | 122 | 16.6% |
| Seafood | 121 | 17.7% |
| Pizza | 119 | 34.1% |
| Italian | 117 | 19.2% |
| Any restaurant | 104 | 96.4% |
| Fast-food (QSR) | 106 | 93.9% |
| Sit-down restaurant | 110 | 83.6% |
| Upscale restaurant | 144 | 11.2% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Banking | 145 | 21.7% |
| Games (play or download) | 137 | 28.0% |
| Maps/GPS navigation | 136 | 33.4% |
| News/weather/traffic | 135 | 31.1% |
| Watch video clips | 135 | 21.4% |
| Sports scores/updates | 135 | 15.1% |
| Search (Google, Yahoo!, etc.) | 132 | 33.0% |
| E-mail | 131 | 38.0% |
| Social networking (Facebook, Twitter, etc.) | 130 | 31.5% |
| Music (listen or download) | 127 | 32.1% |
| Plan to switch carrier | 96 | 13.2% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Mercury | 142 | 2.5% |
| Dodge | 139 | 14.2% |
| Buick | 124 | 2.5% |
| Ford | 124 | 30.1% |
| Chevrolet | 123 | 24.4% |
| <i>Import Own/Leased</i> | | |
| Acura | 145 | 2.3% |
| Lexus | 138 | 2.2% |
| BMW | 121 | 2.0% |
| Mazda | 112 | 3.1% |
| Kia | 109 | 2.5% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 128 | 10.9% |
| Plan to buy used | 106 | 14.3% |
| Plan to buy/lease hybrid | 58 | 2.4% |
| <i>Auto Repairs Done</i> | | |
| Shocks/struts | 122 | 8.8% |
| Tune-up/spark plugs | 121 | 28.9% |
| Other car repair | 120 | 19.9% |
| New tires | 117 | 49.6% |
| Anti-freeze/coolant | 117 | 25.7% |

Note: An Index of 100 is average.

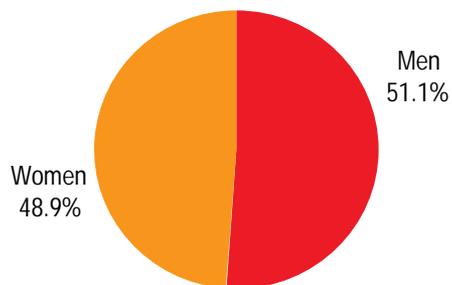
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish Tropical



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Spanish Tropical has among the highest proportion of English-dominant Hispanic male listeners of all formats and among the largest ratios of Spanish-dominant Hispanic women.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 7.9% | 7.6% | 6.0% | 5.0% | 3.8% | 3.1% | 3.2% | 2.6% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 3.2% |
| 12+ AQH Share in Diary Markets | 1.2% |

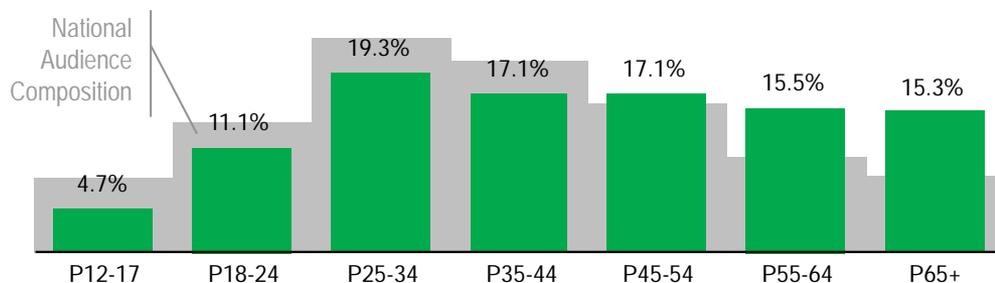
After a modest increase in Fall '10, Spanish Tropical gave up 0.6 share in Fall '11. It outperforms its national share in PPM markets, which account for most of its ratings.

Attracting Adults Along the East Coast

Spanish Tropical has evolved into a varied rhythmic presentation, which blends the traditional sounds from artists like Jerry Rivera and Víctor Manuelle with reggaetón, bachata, and even selected dance material in English. Pitbull, Don Omar, and Prince Royce may be heard next to “salseros” like Gilberto Santa Rosa and Marc Anthony. Some of the 30 Spanish Tropical stations in the United States focus on listeners with a Caribbean heritage.

Audience Composition

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



Spanish Tropical has the second-highest proportion of English-dominant Hispanic listeners aged 35-44 of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Tropical

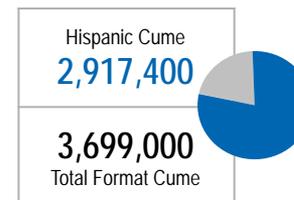
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 109 | 162 | 122 | 44 | 78 |

Spanish Tropical indexes highest by far in middays and is No. 1 among the index leaders for that daypart.

12+ Cume

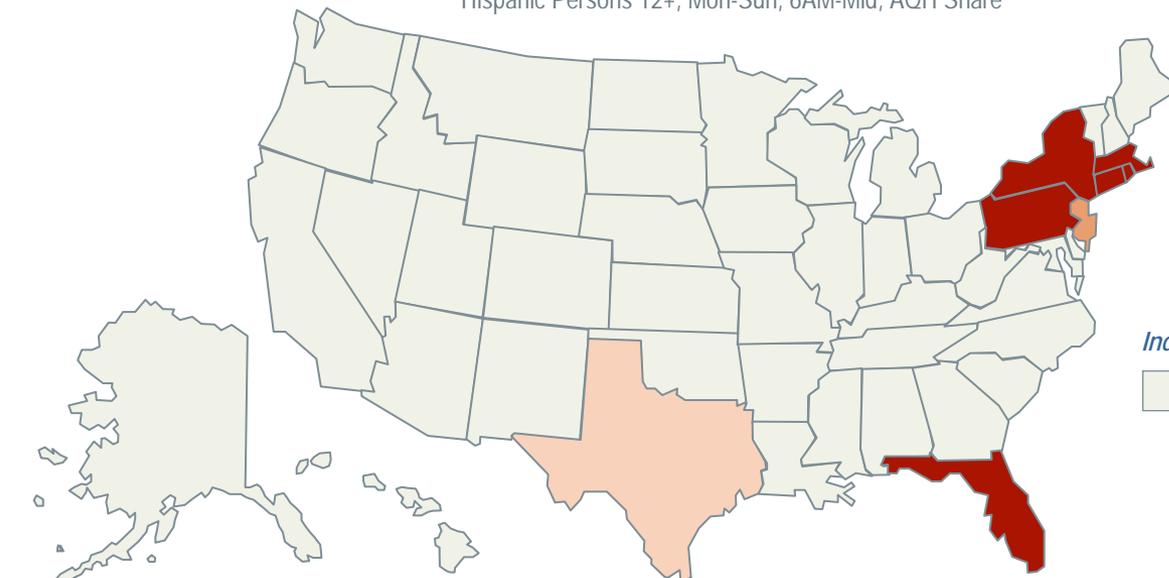


In Hispanic DST Markets

Audience Share by State

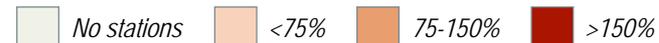
(Heat Index)

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



Popular along the Eastern Seaboard, Spanish Tropical has more than twice its national share in Connecticut, Florida, Massachusetts, New York, Pennsylvania, and Rhode Island. Its audience share is also above its national share in New Jersey.

Index: Percent +/- National Format Share

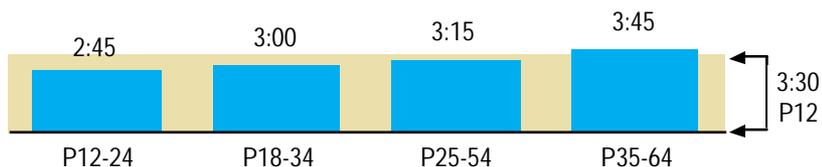


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Tropical

Time Spent Listening by Demographic

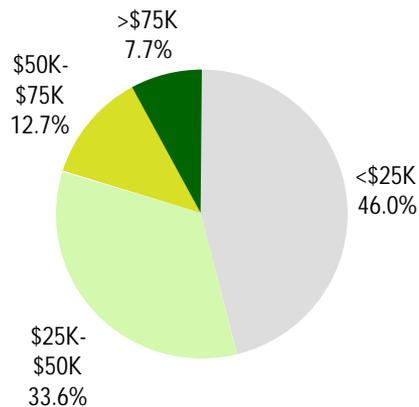
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Spanish Tropical ranks fourth of all formats in weekly TSL with Spanish-dominant Hispanic persons 12-24.

Household Income

Hispanic Persons 18+

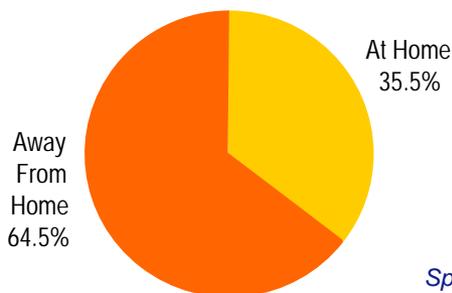


More than one in five Hispanic listeners to Spanish Tropical reside in households generating at least \$50,000 in income per year.

Share of Listening by Location

(At Home vs. Away From Home)

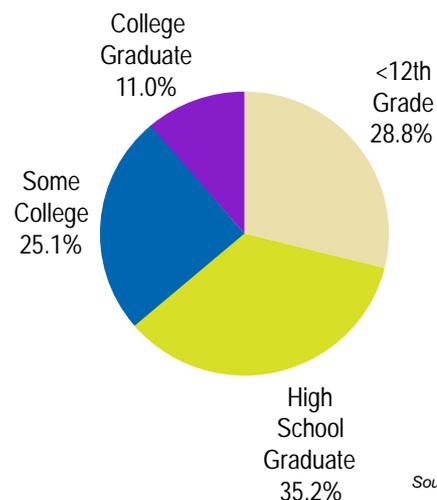
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Spanish Tropical has the fourth-highest proportion of tune-in taking place away from home of all formats. Away-from-home's ratio has risen four straight years.

Education

Hispanic Persons 18+



The percentage of Hispanic consumers of Spanish Tropical radio who have attended college increased 22% year-to-year, the third-largest increase of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

| Technology (Plan to Buy) | Index | % |
|--------------------------------------|-------|-------|
| HD Radio | 180 | 3.5% |
| eReader (Kindle, Sony Reader, etc.) | 160 | 4.9% |
| Tablet PC (iPad, Galaxy, Xoom, etc.) | 117 | 10.2% |
| DVD player (excluding Blue-ray) | 114 | 2.9% |
| Digital Video Recorder (TiVo, etc.) | 114 | 2.5% |
| Satellite TV subscription | 105 | 2.5% |
| Video game system | 103 | 4.7% |
| High-definition television (HDTV) | 102 | 8.7% |
| Wireless/cell phone service | 102 | 3.4% |
| Digital camera | 97 | 6.8% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| IKEA | 483 | 5.5% |
| BJ's Wholesale Club | 466 | 14.2% |
| H&M | 357 | 10.2% |
| Macy's | 189 | 27.8% |
| Family Dollar | 179 | 13.5% |
| TJ Maxx | 177 | 11.2% |
| Marshalls | 176 | 20.6% |
| Target | 153 | 26.3% |
| Kmart | 151 | 19.1% |
| Sears | 125 | 17.8% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Baby food | 112 | 12.1% |
| Salsa | 111 | 39.5% |
| Tea (bags or loose) | 106 | 37.4% |
| Coffee | 105 | 67.5% |
| Yogurt (not frozen) | 105 | 57.7% |
| Nuts | 105 | 36.2% |
| Ice cream, frozen juice bars, frozen yogurt | 104 | 60.7% |
| Energy bars/nutrition bars | 102 | 21.3% |
| Ready-to-eat cereal | 97 | 54.6% |
| Any store brand or private label food | 79 | 20.5% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Poland Spring | 507 | 32.8% |
| Deer Park | 251 | 6.9% |
| Zephyrhills | 219 | 7.7% |
| Snapple (tea) | 191 | 21.5% |
| Snapple | 187 | 14.6% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Presidente | 533 | 5.3% |
| Heiniken | 217 | 15.1% |
| Coors Light | 144 | 9.8% |
| Corona Light | 141 | 4.9% |
| Corona | 126 | 22.2% |

Listeners to this format are planning to add technologies to their lives, including eReaders, tablets, DVD players, and DVRs. Many of these listeners use the Internet to surf the web, book travel, communicate with others, and make purchases. They are also active with paid leisure activities, including live theater, art museums, and the symphony.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| Live theater | 178 | 18.2% |
| International soccer match | 166 | 3.6% |
| Art museum | 136 | 13.5% |
| Any paid ticket music concert | 119 | 11.4% |
| Circus | 117 | 10.0% |
| Photography | 114 | 20.5% |
| Belong to health/exercise club | 113 | 20.0% |
| Comedy club | 102 | 5.3% |
| Symphony concert, opera, etc. | 102 | 4.1% |
| Any professional sports event | 101 | 36.0% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

| Ways Used Internet | Index | % |
|---|-------|-------|
| Personal ads/dating | 144 | 7.0% |
| Travel reservations (airline, hotel, auto rental, etc.) | 137 | 20.9% |
| Instant messaging | 126 | 33.8% |
| Consumer reviews (products, services, etc.) | 123 | 11.4% |
| Movies (watched or download) | 119 | 21.0% |
| Job/employment search | 119 | 20.8% |
| Weather | 116 | 42.1% |
| Social networking (Facebook, Twitter, LinkedIn, etc.) | 115 | 54.9% |
| Music (listen or download—iTunes, Napster, etc.) | 115 | 34.8% |
| TV programs (watch or download) | 114 | 15.0% |

| Shopped for on Internet | Index | % |
|---------------------------------------|-------|-------|
| Wine | 155 | 3.6% |
| Airline tickets | 142 | 26.7% |
| Medicine/prescriptions | 130 | 7.2% |
| Cultural event tickets | 130 | 6.4% |
| Office supplies | 129 | 8.7% |
| Insurance | 127 | 6.6% |
| Groceries, candy, or other food items | 124 | 7.2% |
| Mobile device apps | 123 | 12.1% |
| Home accessories | 118 | 11.9% |
| Health & beauty items | 118 | 11.2% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Japanese | 430 | 6.0% |
| Cuban | 228 | 5.5% |
| Italian | 112 | 18.4% |
| Chinese | 108 | 48.6% |
| Coffee house/coffee bar | 101 | 13.8% |
| Pizza | 94 | 27.0% |
| Any restaurant | 97 | 89.3% |
| Fast-food (QSR) | 95 | 83.8% |
| Sit-down restaurant | 97 | 73.6% |
| Upscale restaurant | 96 | 7.4% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Social networking (Facebook, Twitter, etc.) | 122 | 29.6% |
| E-mail | 121 | 35.1% |
| Banking | 118 | 17.8% |
| Games (play or download) | 117 | 24.0% |
| Search (Google, Yahoo!, etc.) | 116 | 29.1% |
| Watch video clips | 114 | 18.1% |
| Music (listen or download) | 113 | 28.7% |
| News/weather/traffic | 113 | 26.0% |
| Maps/GPS navigation | 106 | 25.9% |
| Text messaging | 105 | 67.7% |
| Plan to switch carrier | 115 | 15.9% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| GMC | 43 | 2.2% |
| Jeep | 65 | 2.4% |
| Dodge | 64 | 6.5% |
| Chevrolet | 39 | 7.7% |
| Ford | 56 | 13.7% |
| <i>Import Own/Leased</i> | | |
| Honda | 107 | 16.9% |
| Mazda | 103 | 2.8% |
| Toyota | 81 | 16.7% |
| Nissan | 80 | 9.6% |
| Hyundai | 75 | 1.9% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 78 | 6.6% |
| Plan to buy used | 107 | 14.5% |
| Plan to buy/lease hybrid | 109 | 4.6% |
| <i>Auto Repairs Done</i> | | |
| Paint/body work | 96 | 6.9% |
| Brake repair | 77 | 23.3% |
| Oil filter/oil change | 76 | 47.5% |
| Car battery | 74 | 20.8% |
| Shocks/struts | 74 | 5.3% |

Note: An Index of 100 is average.

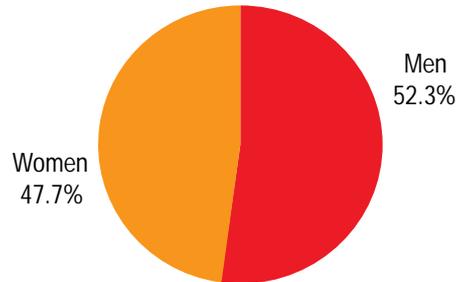
Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Spanish News/Talk



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Spanish News/Talk has the second-highest proportion of English-dominant Hispanic male listeners of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 3.6% | 3.3% | 3.5% | 3.3% | 2.8% | 2.2% | 2.1% | 2.1% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 2.6% |
| 12+ AQH Share in Diary Markets | 0.9% |

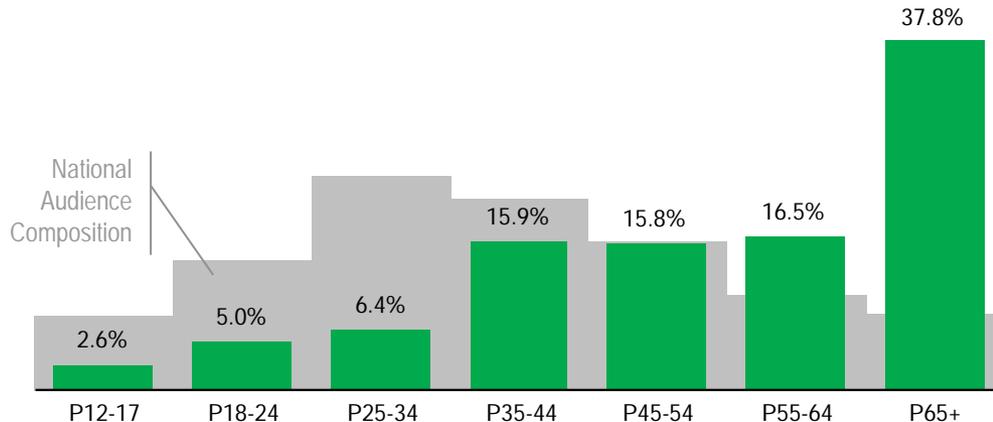
Spanish News/Talk's ratings were steady year-to-year. PPM markets generate nearly three times the ratings of diary metros for Spanish News/Talk; the latter posted a modest gain in Fall '11.

- Most listening occurs at home
- Nearly 40% of audience attended college
- Strong performer in PPM markets

Spanish-language News/Talk exists in just a handful of markets, mostly in major metros with large Hispanic populations. The format performs well above its national average in New York, Maryland, and Florida. Listeners to this format have higher household incomes, and more of them have attended college, compared to the other Spanish-language formats in this study. These listeners are much more likely than Hispanic listeners as a whole to patronize brick-and-mortar retailers (and less likely to shop online). They consume many beverage brands, especially nonalcoholic beverages such as Zephyrhills bottled water, significantly more than the average Hispanic listener.

Audience Composition

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



Spanish News/Talk's composition of Hispanic and Spanish-dominant Hispanic adults 65+ is the largest of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish News/Talk

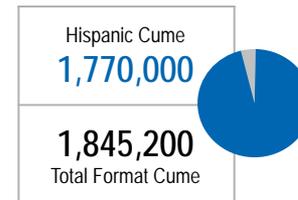
Index of AQH Listening by Daypart

100 = Hispanic Persons 12+, Mon-Sun, 6AM-Mid

| Mon-Fri 6AM-10AM | Mon-Fri 10AM-3PM | Mon-Fri 3PM-7PM | Mon-Fri 7PM-Mid | Sat-Sun 6AM-Mid |
|---------------------|---------------------|--------------------|--------------------|--------------------|
| 205 | 139 | 112 | 35 | 54 |

Spanish News/Talk indexes highest in morning drive and is No. 1 among the index leaders for that daypart, up from No. 2 in 2011.

12+ Cume

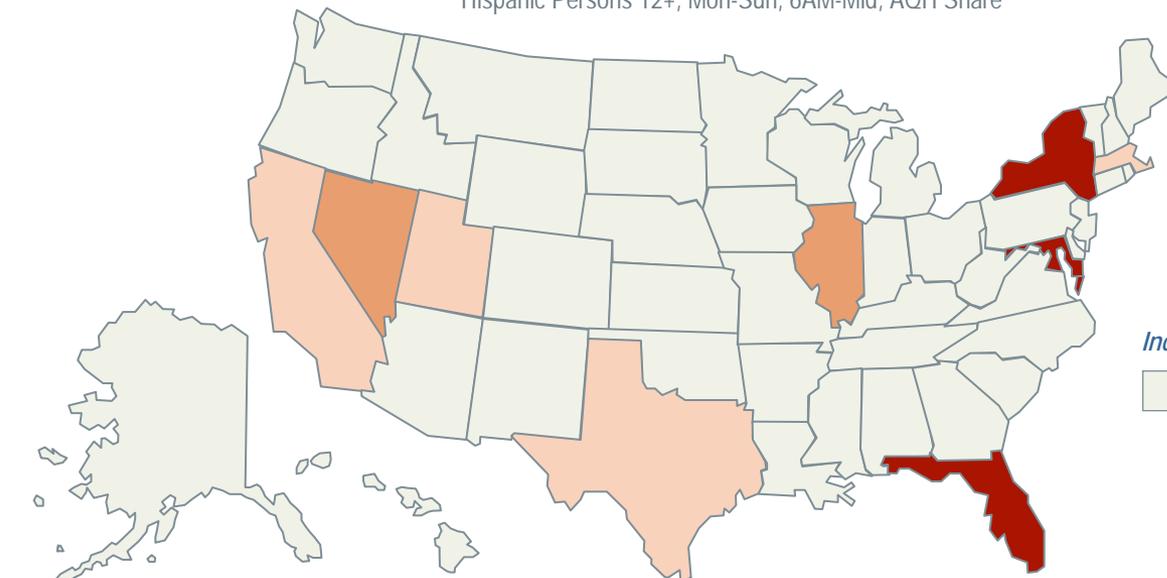


In Hispanic DST Markets

Audience Share by State

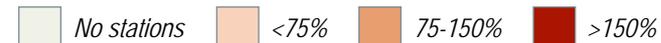
(Heat Index)

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



Spanish News/Talk has more than twice its national share in Florida, Maryland, and New York. Its audience share is also above its national share in Nevada.

Index: Percent +/- National Format Share

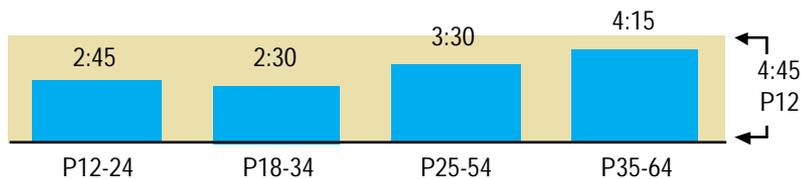


Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish News/Talk

Time Spent Listening by Demographic

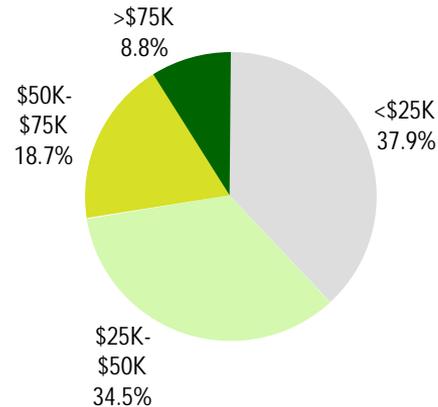
Hispanic Persons (Hours:Minutes)
Mon-Sun, 6AM-Mid



Spanish News/Talk ranks among the leaders of all formats in weekly TSL with Hispanic persons 12+, soaring 57% year-to-year with Hispanic persons 12-24.

Household Income

Hispanic Persons 18+

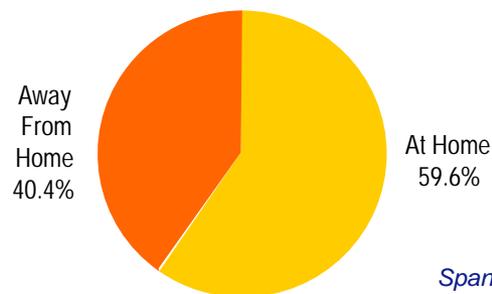


The percentage of Hispanic listeners to Spanish News/Talk who live in households generating \$50,000-\$75,000 in income per year jumped at a pace of 48% year-to-year, the highest growth rate of all formats.

Share of Listening by Location

(At Home vs. Away From Home)

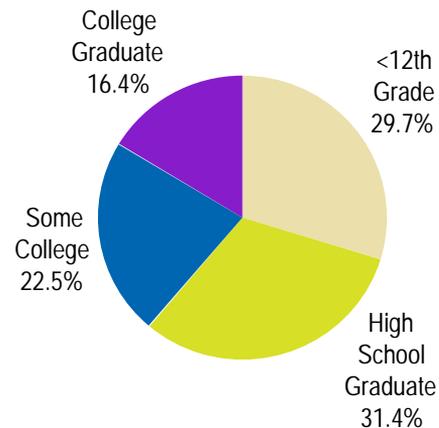
AQH Hispanic Persons 12+, Mon-Sun, 6AM-Mid



Spanish News/Talk has the second-highest proportion of tune-in taking place at home of all formats.

Education

Hispanic Persons 18+



Hispanic consumers of Spanish News/Talk radio are among the most-well-educated, with nearly one in six holding a degree.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

| Technology (Plan to Buy) | Index | % |
|--|-------|------|
| HD Radio | 111 | 2.1% |
| DVD player (excluding Blu-ray) | 105 | 2.7% |
| Digital camera | 91 | 6.3% |
| Wireless/cell phone service | 89 | 2.9% |
| High-definition television (HDTV) | 88 | 7.5% |
| Smartphone (BlackBerry, Droid, iPhone, etc.) | 88 | 5.7% |
| MP3 player (iPod, Zune, etc.) | 87 | 3.1% |
| Satellite radio (Sirius XM) | 81 | 1.1% |
| Computer | 81 | 8.4% |
| Satellite TV subscription | 71 | 1.7% |

| Department Stores Shopped (Past 3 Months) | Index | % |
|---|-------|-------|
| BJ's Wholesale Club | 192 | 5.9% |
| Macy's | 146 | 21.4% |
| JCPenney | 127 | 22.0% |
| Marshalls | 125 | 14.6% |
| Kmart | 120 | 15.1% |
| Walmart | 119 | 22.1% |
| Sears | 116 | 16.5% |
| TJ Maxx | 113 | 7.2% |
| Big Lots | 107 | 9.6% |
| Target | 103 | 17.7% |

| Grocery (Food Products Used) | Index | % |
|---|-------|-------|
| Coffee | 106 | 68.1% |
| Yogurt (not frozen) | 99 | 54.1% |
| Ready-to-eat cereal | 96 | 53.8% |
| Ice cream, frozen juice bars, frozen yogurt | 91 | 53.4% |
| Tea (bags or loose) | 88 | 31.1% |
| Salsa | 87 | 30.9% |
| Nuts | 87 | 30.1% |
| Baby food | 87 | 9.4% |
| Energy bars/nutrition bars | 86 | 17.9% |
| Any store brand or private label food | 64 | 16.5% |

| Nonalcoholic Beverage (Drank Past Week) | Index | % |
|---|-------|-------|
| Zephyrhills | 307 | 10.7% |
| Caffeine Free Coke | 172 | 4.2% |
| Sprite Zero | 164 | 5.7% |
| Caffeine Free Diet Pepsi | 158 | 4.4% |
| Diet Sierra Mist | 156 | 4.9% |

| Beer (Drank Past 30 Days) | Index | % |
|---------------------------|-------|-------|
| Presidente | 478 | 4.7% |
| Heineken | 157 | 10.9% |
| Corona Light | 136 | 4.7% |
| Miller Lite | 124 | 5.9% |
| Corona | 106 | 18.7% |

Hispanic listeners to Spanish News/Talk have a particular affinity for shopping at brick-and-mortar retail outlets vs. online shopping. More than one-in-five of these listeners shop at Macy's, JCPenney, and Walmart, far exceeding the average of all Hispanic radio listeners. On the other hand, many familiar Internet activities such as online shopping, booking travel, or consulting online maps—rank lower than average. This group tends to own import auto brands (especially Toyota and Nissan) more enthusiastically than domestic brands, and they are more likely than average to acquire a hybrid vehicle. These listeners are big consumers of certain branded beverages, including Presidente and Heineken beer, Zephyrhills water, and various Coke and Pepsi products.

| Entertainment: Paid Leisure | Index | % |
|--------------------------------|-------|-------|
| International soccer match | 152 | 3.3% |
| Any professional sports event | 99 | 35.4% |
| Dance or ballet performance | 97 | 4.5% |
| Live theater | 96 | 9.8% |
| Casinos visited past 12 months | 95 | 33.4% |
| Sewing/crafts | 92 | 7.8% |
| Symphony concert, opera, etc. | 92 | 3.7% |
| Zoo | 89 | 26.9% |
| Circus | 89 | 7.6% |
| Photography | 84 | 15.0% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

| Ways Used Internet | Index | % |
|---|-------|-------|
| Travel reservations (airline, hotel, auto rental, etc.) | 87 | 13.2% |
| Real estate listings | 82 | 6.3% |
| Personal ads/dating | 82 | 4.0% |
| Automobile information | 79 | 8.3% |
| Medical services/information | 79 | 7.0% |
| Sports scores/updates | 74 | 13.2% |
| Instant messaging | 72 | 19.2% |
| National news | 72 | 13.8% |
| Maps/GPS (Google Maps, MapQuest, etc.) | 69 | 24.9% |
| Weather | 68 | 24.7% |

| Shopped for on Internet | Index | % |
|---------------------------------|-------|-------|
| Wine | 87 | 2.0% |
| Cultural event tickets | 86 | 4.2% |
| Airline tickets | 83 | 15.7% |
| Insurance | 81 | 4.2% |
| Medicine/prescriptions | 77 | 4.3% |
| Vehicle (car, truck, SUV, etc.) | 72 | 5.4% |
| Office supplies | 72 | 4.9% |
| Books | 67 | 13.0% |
| Pet supplies | 67 | 3.3% |
| Health and beauty items | 63 | 6.0% |

| Dining (Types Visited) | Index | % |
|-------------------------|-------|-------|
| Cuban | 514 | 12.4% |
| Seafood | 103 | 15.1% |
| Italian | 98 | 16.0% |
| Coffee house/coffee bar | 88 | 11.9% |
| Steakhouse | 85 | 11.4% |
| Chinese | 84 | 36.6% |
| Any restaurant | 94 | 87.2% |
| Fast-food (QSR) | 91 | 80.5% |
| Sit-down restaurant | 93 | 70.6% |
| Upscale restaurant | 69 | 5.4% |

| Wireless/Cell | Index | % |
|---|-------|-------|
| Text messaging | 67 | 43.6% |
| E-mail | 59 | 17.0% |
| Sports scores/updates | 59 | 6.6% |
| Maps/GPS navigation | 57 | 14.0% |
| Watch video clips | 53 | 8.4% |
| Social networking (Facebook, Twitter, etc.) | 52 | 12.7% |
| Search (Google, Yahoo!, etc.) | 50 | 12.6% |
| News/weather/traffic | 49 | 11.3% |
| Banking | 49 | 7.4% |
| Music (listen or download) | 47 | 11.9% |
| Plan to switch carrier | 86 | 12.0% |

| Auto | Index | % |
|----------------------------|-------|-------|
| <i>Domestic Own/Leased</i> | | |
| Chevrolet | 92 | 18.2% |
| Chrysler | 89 | 2.8% |
| Dodge | 78 | 8.0% |
| Ford | 76 | 18.5% |
| GMC | 64 | 3.3% |
| <i>Import Own/Leased</i> | | |
| Toyota | 110 | 22.8% |
| Nissan | 105 | 12.6% |
| BMW | 136 | 2.3% |
| Honda | 96 | 15.1% |
| Hyundai | 95 | 2.4% |
| <i>Plan to Buy</i> | | |
| Plan to buy new | 109 | 9.3% |
| Plan to buy used | 81 | 10.9% |
| Plan to buy/lease hybrid | 124 | 5.2% |
| <i>Auto Repairs Done</i> | | |
| Shocks/struts | 102 | 7.4% |
| Car battery | 100 | 28.3% |
| Brake repair | 91 | 27.8% |
| Oil filter/oil change | 88 | 54.7% |
| New tires | 87 | 37.0% |

Note: An Index of 100 is average.

Source: Scarborough Research, Scarborough USA+, Release 2, 2011, Hispanic Persons 18+.

Additional Noteworthy Formats

The following pages provide an overview of five additional formats that appeal to Hispanic listeners:

- Spanish Religious
- Spanish Variety
- Tejano
- Spanish Oldies
- Spanish Sports

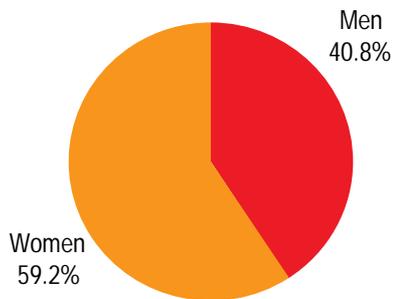
In Fall 2011, each of these formats earned between a 0.3% and 1.1% share of Hispanic radio listening in the Hispanic DST (Differential Survey Treatment) markets. While Hispanic Radio Today 2012 focuses on the primary radio formats, the significant legacy value or specific regional impact of these formats warranted recognition in this report.

Spanish Religious



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



While its Hispanic male proportion has risen four years in a row, Spanish Religious has the highest ratio of Hispanic female and Spanish-dominant Hispanic female listeners of any format.

AQH Share Trend

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

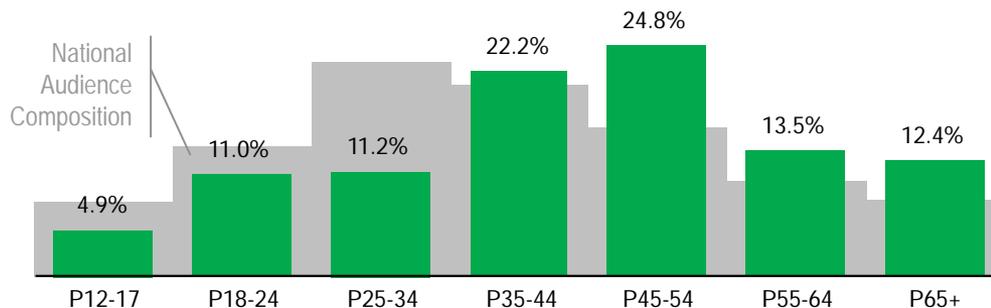
| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | 0.9% | 1.1% | 1.3% | 1.0% | 0.8% | 0.9% | 1.1% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 0.8% |
| 12+ AQH Share in Diary Markets | 1.7% |

Spanish Religious gained in share for the second consecutive year, helped by steady increases in PPM markets. However, diary metros still outperform PPM markets by a 2:1 margin.

Audience Composition

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



Spanish Religious has the largest proportion of Hispanic and Spanish-dominant Hispanic listeners aged 45-54 of any format.

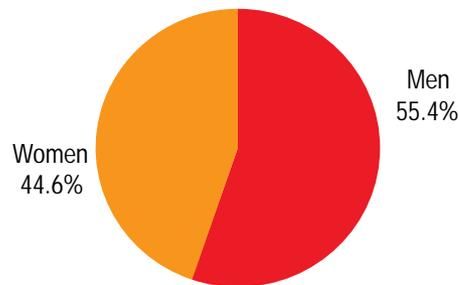
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Variety



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Spanish Variety has among the highest proportions of Hispanic male listeners of all formats.

AQH Share Trend

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

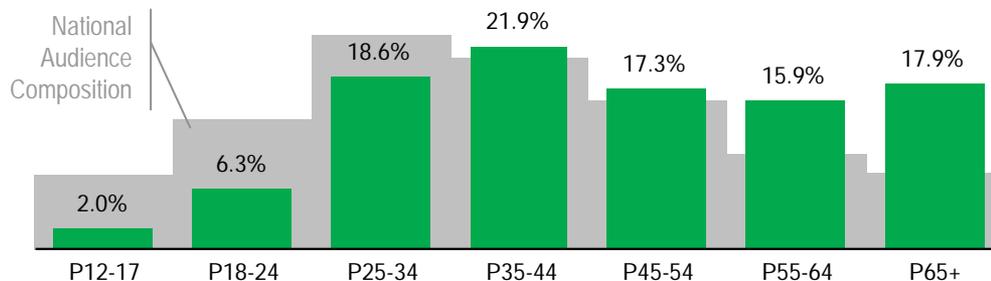
| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 1.0% | 3.2% | 1.4% | 1.4% | 1.0% | 0.8% | 0.9% | 0.9% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 0.5% |
| 12+ AQH Share in Diary Markets | 2.1% |

Spanish Variety has been a consistent performer the past few years, with diary markets contributing the lion's share of its ratings.

Audience Composition

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



Spanish Variety's composition of English-dominant Hispanic adults 65+ is the second-largest of all formats and one of the largest among Hispanic consumers overall aged 65+.

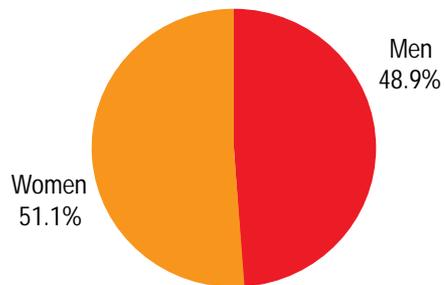
Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Tejano



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



Though it leans slightly female for the first time since 2008, Tejano has the fourth-highest proportion of Spanish-dominant Hispanic male listeners of all formats.

AQH Share Trend

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

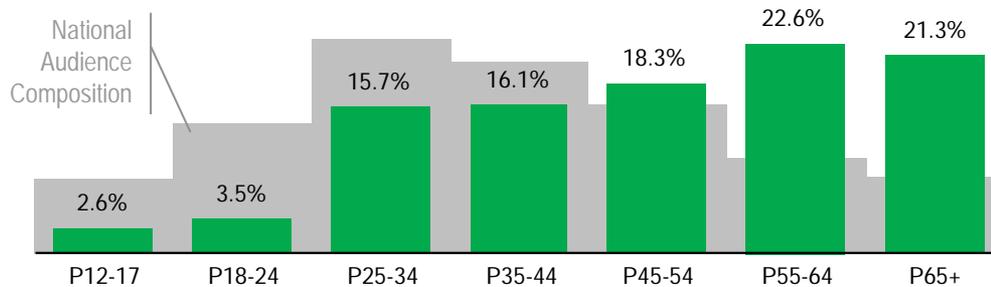
| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| 1.1% | 0.8% | 0.7% | 0.7% | 0.9% | 0.8% | 0.7% | 0.7% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 0.4% |
| 12+ AQH Share in Diary Markets | 1.4% |

Tejano's ratings stabilized its ratings in Fall '11, with most of it coming from diary markets.

Audience Composition

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



Tejano's composition of Hispanic and Spanish-dominant Hispanic adults 55-64 is the largest of all formats. It ranks second-highest in its proportion of Hispanic and Spanish-dominant Hispanic adults 65+, and third-highest with English-dominant Hispanic adults 65+.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

Spanish Oldies



Hispanic Listeners 12+

(Gender Ratio)
Mon-Sun, 6AM-Mid



With a near 50/50 gender split, Spanish Oldies has the third-highest proportion of English-dominant Hispanic female listeners of all formats.

AQH Share Trend

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

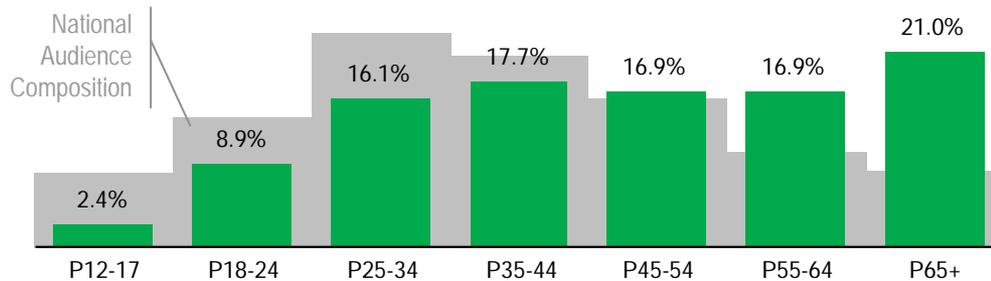
| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | 0.5% | 0.3% | 0.3% | 0.8% | 0.3% | 0.4% |

| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 0.1% |
| 12+ AQH Share in Diary Markets | 1.1% |

Nearly all of this format's ratings come from diary markets.

Audience Composition

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



Spanish Oldies' composition of English-dominant Hispanic adults 65+ is the largest of all formats. That 65+ composition ranks third-largest among both Hispanic consumers overall and among Spanish-dominant Hispanic adults.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

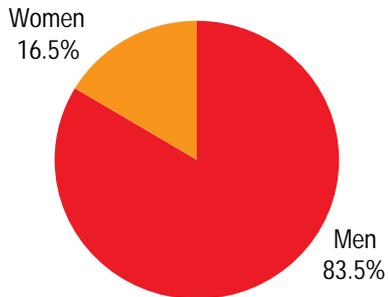
Spanish Sports



Hispanic Listeners 12+

(Gender Ratio)

Mon-Sun, 6AM-Mid



Spanish Sports has the highest proportion of Hispanic male listeners—whether Spanish or English-dominant—of all formats.

AQH Share Trend

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

| SP04 | SP05 | SP06 | SP07 | FA08 | SP10 | FA10 | FA11 |
|------|------|------|------|------|------|------|------|
| n/a | n/a | n/a | n/a | n/a | 0.2% | 0.2% | 0.3% |

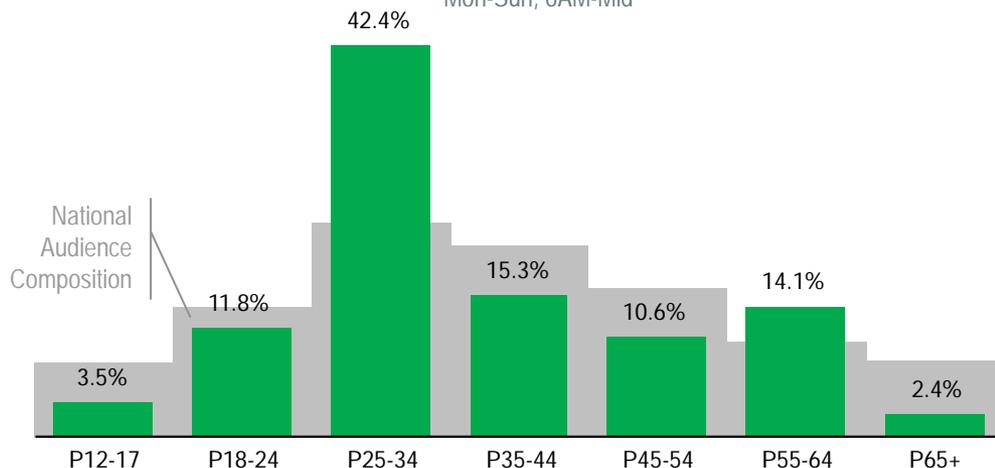
| | |
|--------------------------------|------|
| 12+ AQH Share in PPM Markets | 0.4% |
| 12+ AQH Share in Diary Markets | 0.0% |

A relatively new format, Spanish Sports added a tenth of a share in Fall '11, doubling in PPM markets, which deliver all of its ratings.

Audience Composition

(Percent of Format Audience by Demographic)

Mon-Sun, 6AM-Mid



Spanish Sports has the highest proportion of Hispanic and Spanish-dominant Hispanic adults aged 25-34 of all formats.

Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.

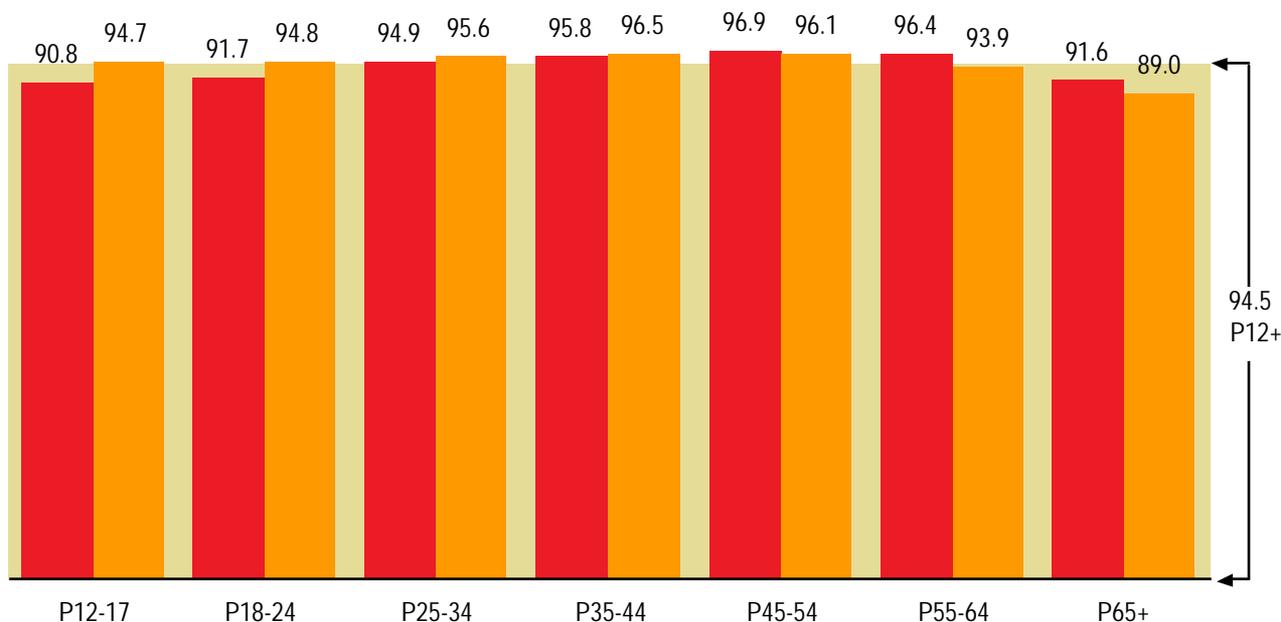
National Radio Listening Trends

Radio continues to serve as a vital and valued part of the everyday lives of Hispanic consumers. The information on the following pages shows that radio is a leading media for this growing and important group of multicultural consumers from sunrise to the midnight hour, no matter where they are.

Radio Reaches All Ages

Weekly Cume Rating

All Hispanic Listeners



■ Men
■ Women

How to Read:

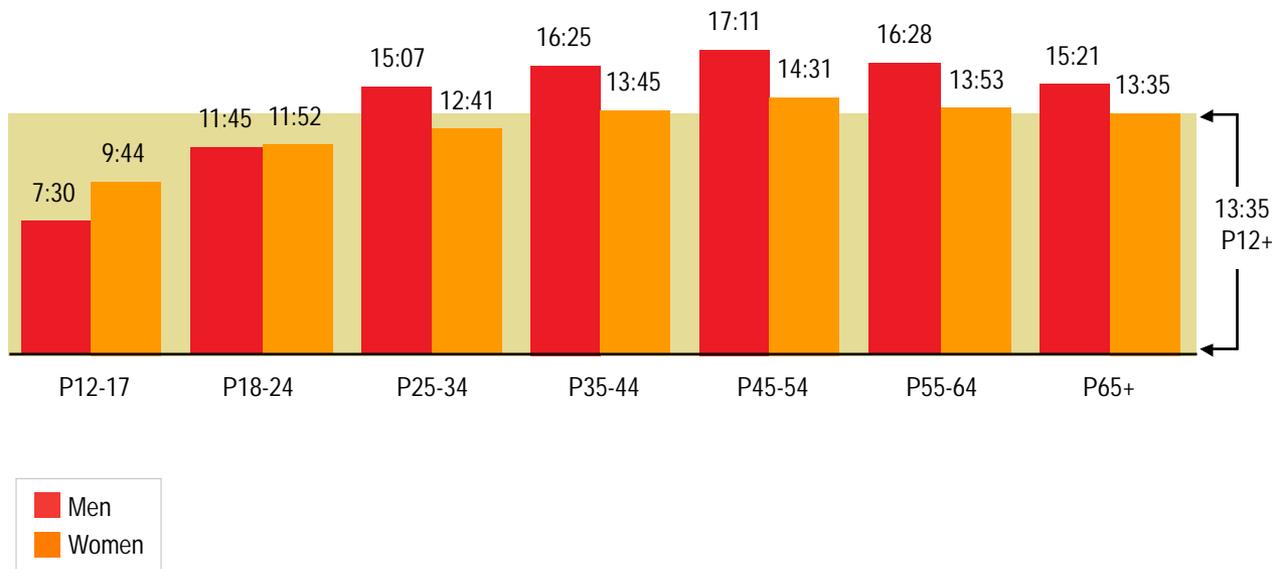
These figures represent "Weekly Cume Ratings." For example, 94.8 of all Hispanic 18–24 females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The tan background represents the average of all Hispanic Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Source: RADAR 115, September 2012.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
All Hispanic Listeners

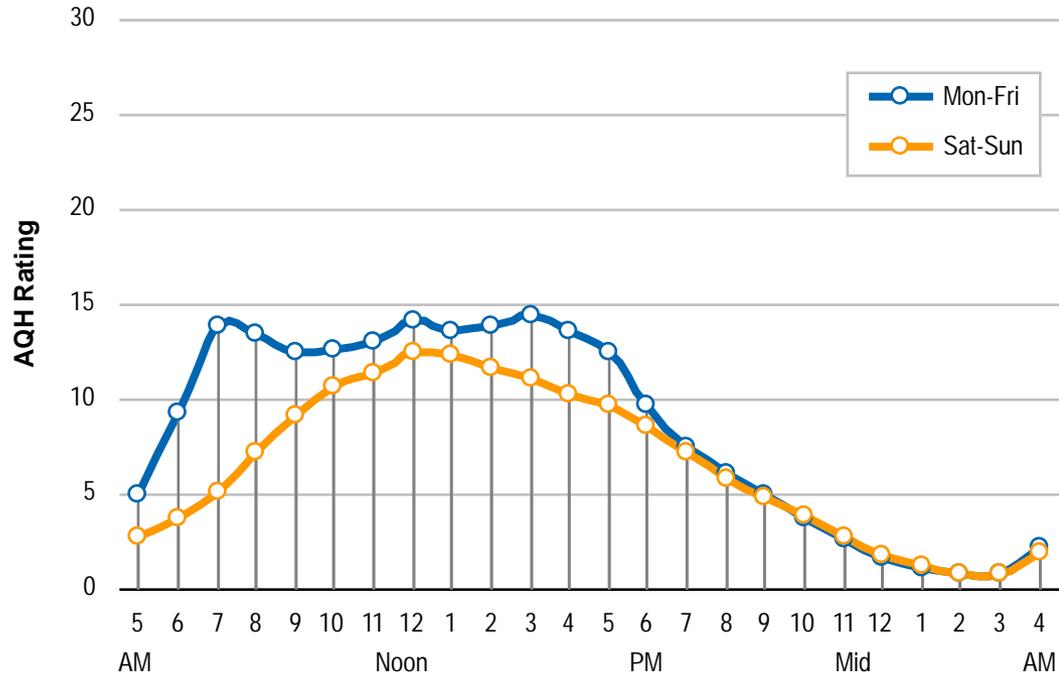


Source: RADAR 115, September 2012.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
All Hispanic Listeners



Source: TAPSCAN Web National Regional Database, Fall 2011

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 | Men | 63.0 | 50.2 | 70.8 | 52.0 | 71.5 | 92.8 |
| | Women | 69.0 | 55.0 | 77.8 | 59.2 | 80.3 | 95.0 |
| P18-24 | Men | 60.6 | 72.5 | 74.5 | 63.2 | 76.1 | 93.4 |
| | Women | 65.2 | 79.8 | 79.3 | 66.7 | 81.3 | 96.0 |
| P25-34 | Men | 74.7 | 79.1 | 82.7 | 64.4 | 80.9 | 95.3 |
| | Women | 71.9 | 82.4 | 81.7 | 61.3 | 80.8 | 96.4 |
| P35-44 | Men | 78.7 | 81.3 | 84.8 | 65.1 | 83.8 | 96.0 |
| | Women | 76.1 | 81.9 | 83.6 | 62.1 | 83.6 | 97.1 |
| P45-54 | Men | 78.8 | 82.8 | 86.5 | 66.2 | 86.0 | 96.8 |
| | Women | 74.5 | 81.7 | 82.3 | 57.7 | 82.4 | 96.5 |
| P55-64 | Men | 78.0 | 83.9 | 82.5 | 57.4 | 84.9 | 96.5 |
| | Women | 66.8 | 77.4 | 74.8 | 47.3 | 78.1 | 94.6 |
| P65+ | Men | 71.8 | 81.4 | 69.8 | 43.8 | 77.6 | 92.2 |
| | Women | 59.8 | 77.4 | 66.7 | 39.5 | 73.6 | 89.7 |

Source: TAPSCAN Web National Regional Database, Fall 2011



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