



# Hispanic Radio Today

How America Listens to Radio

2008 Edition

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## Introduction

Welcome to *Hispanic Radio Today 2008 Edition*—an in-depth look at the radio listening activity of Hispanic people, who represent 13% of the U.S. population. This new report covers 16 formats, including 10 Spanish-language formats and six English-language formats.

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

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

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

*Hispanic Radio Today 2008* also combines Scarborough consumer data with Arbitron audience data to develop a composite profile of the Hispanic radio listeners in this report. The Scarborough section focuses on a variety of sectors including technology, voting preferences (vital this election year), banking, automotive, retail and much more.

In all, the complete study provides valuable insight on the evolving relationship between radio and its diverse Hispanic listener base. After reading Arbitron's *Hispanic Radio Today 2008*, you'll see that radio continues to be a vibrant and relevant part of Hispanic Americans' lives.

Questions and comments about Arbitron's *Hispanic Radio Today 2008* can be directed to [ron.rodriques@arbitron.com](mailto:ron.rodriques@arbitron.com). News media inquires should go to [jessica.benbow@arbitron.com](mailto:jessica.benbow@arbitron.com).

## **What's New in This Edition**

### **Latino Urban, Classic Hits Studied for the First Time**

*Hispanic Radio Today 2008* offers an analysis of the audience listening patterns and demographics of 16 radio formats including, for the first time, Latino Urban and Classic Hits. Both formats generated at least a 2.0% share of all Hispanic consumer listening in Spring 2007.

### **New Scarborough Data on Consumer Profiles, Activities, Purchasing Behavior**

*Hispanic Radio Today 2008* focuses its Scarborough behavioral and preference profiles on Spanish-language radio listeners as a whole, rather than identifying users of specific formats such “Mexican Regional Listener” or “Tejano Listener.”

This report presents new indexing and percentage information on lifestyle, leisure and demographic profiles, with a special emphasis on Internet and electronic entertainment interests, wireless/cell phone activity, new automobile purchase intentions, certain personal sports preferences and political/voting issues.

**Mexican Regional** improved again between 2006 and 2007, from 19.7% to a new peak of 21.4% of all Hispanic listening. It registered its best-ever ratings among Hispanics in all dayparts in Spring 2007. The format's general market share also grew from 3.1% to 4.4% between 2002 and 2007—a 42% increase during that time frame.

**Adult Contemporary (AC)** enjoyed a rebound year in 2007, posting an increase from 4.2% in Spring 2006 to 4.6% of Hispanic radio listening. Ratings for AC, which peaked in middays, grew in every daypart except evenings. Middays, when AC ranked fifth among all formats, were up at a 10% rate, climbing from 5.0% to 5.5% of Hispanic listening.

**Latino Urban**, heard on only 12 stations in 2007, delivered an impressive 2.3% of the Hispanic listening audience and nearly 1.9 million listeners per week.

**Classic Hits** reached 1.4 million Hispanic consumers each week, and the 288 Classic Hits radio stations drew 2.0% of all Hispanic radio listening and 2.8% of the overall national audience. Middays and weekends produced Hispanic audience shares above the format's overall 12+ numbers.

**Pop CHR** increased its share of all Hispanic radio listening, from 4.6% in Spring 2006 to 4.8% in Spring 2007, maintaining the format's rank as its sixth most-popular format. There were 4.8 million Hispanic Pop CHR consumers—5.8% of the national radio audience—an increase for the second straight year, and the highest share since 2003.

**Spanish Religious'** audience grew by 110,000 listeners per week, increasing the format's 12+ share of all Hispanic programming from 1.1% to 1.3%, up for the second consecutive year. Ratings for Spanish Variety were up in every daypart, including weekends over the previous year.

# Top Format Setbacks

**Spanish Contemporary** lost more than three share points, falling from 13.0% in Spring 2006 to 9.6% in Spring 2007, with the format's general market share down from 2.9% to 2.1%. Time spent listening declined notably, more than any other contemporary music format. It was down an hour overall 12+ and among Adults 25-54—most of all formats in this report—and more than an hour among 12-24s and 18-34s.

**Spanish Oldies** had a reach of 254,000 Hispanic listeners in Spring 2007, down from 349,000 in 2006. The 26 stations in the format gave Spanish Oldies a 0.3% share of the Hispanic audience, off from 0.5% in Spring 2006. Ratings for Spanish Oldies were consistently even across every daypart and on weekends, with weekday middays providing a slight edge over the rest of the week.

**Spanish Tropical** fell from a 6.0% share to 5.0%. It experienced losses in all dayparts including a major decline in mornings, however, down nearly two share points, and off more than a share on weekends. Spanish Tropical's weekly reach fell from 3.5 million Hispanic listeners each week in Spring 2006 to 2.9 million in 2007.

**Spanish Adult Hits** registered 6.5% of all Hispanic radio listening in Spring 2007, down from 7.0% the previous year. Ranking fourth overall, the format had a general market share of 1.3%, off from 1.6% in Spring 2006. Collectively, Spanish Adult Hits served 3.6 million Hispanic consumers each week in Spring 2007, down from 3.9 million the previous year. The format fell furthest in afternoons, from 6.7% to 5.8%.

# Hispanic Ratings Story Lines of the Year

## **Number of Hispanic Stations Reached Another Peak**

Spanish-language radio became more ubiquitous than ever, with stations in every region of the country. There were 872 Spanish-language stations in Spring 2007, up from the previous record of 847 in Spring 2006. That was a 3% increase, and was 64% more than the 533 stations with Hispanic programming in 1998. Formats that experienced an increase of stations from 2006 to 2007 included Mexican Regional, Spanish Variety, Spanish Religious and Spanish News/Talk.

## **Hispanic Country Listeners Posted Higher Education, Income Levels Than Country Listeners Nationally**

A higher percentage of Hispanic Country listeners attended or graduated from college, or possessed a college degree than Country listeners as a whole. In household income, a higher percentage of Hispanic listeners to Country lived in households earning \$75,000 or more annually—27% (up from 22% in 2006)—than did Country listeners nationally (26%).

## **Major At-Work Increase in Listening to Spanish Variety**

There was a major shift in listening by location in this format between Spring 2006 and 2007, where at-work listening soared from 21% to 30% among Hispanics; at-home tune-in dropped from 54% to 44%, and in car grew from 23% to 25%.

## **Spanish Religious Income Levels Soared**

The big story was in income for Hispanic listeners to this format, as the percentage of those living in households earning \$50,000 or more per year skyrocketed from 11% to 19%—a huge one-year jump.

## **Teen Weekend Cume Ratings Declined**

Among Hispanic Teen boys, weekend reach fell from 74% to 71%, while with Hispanic Teen girls, radio's reach declined 86% to 83%. Teen reach overall dropped 2% with both boys and girls.

## **Radio Reach Among Hispanic Women 18-24, 65+ Slipped**

The Cume rating for Hispanic Women 18-24 declined in every daypart from Spring 2006 to 2007, particularly weekday evenings, which fell from 67% to 63%, and down 3% on weekends. Among Hispanic Women 65+, weekly reach in afternoons plummeted from 65% to 59%—the largest drop of any demo. And weekday evening reach among Hispanic Women 65+ sank from 39% to 37%—the lowest Cume rating of any audience segment.

## **Cume Ratings For Hispanic Men Rose in Many Demos**

Among Hispanic Men 18-24, Cume ratings soared in evenings from 57% to 60%; among Hispanic Men 55-64, it was up from 41% to 44%. Reach with Hispanic Men 25-34 in afternoons advanced from 80% to 82%. Among Hispanic Men 45-54, Cume ratings climbed in middays from 71% to 74%. During weekends, reach with Hispanic Men 35-44 was up from 76% to 79%.

# How to Read the Format Pages

The 16 most popular U.S. radio formats among Hispanic listeners are detailed in the following pages. Most of the information on these pages was compiled from Arbitron diaries kept by listeners during the Spring 2007 survey. The formats are ranked in order of their 12+ Average Quarter-Hour Share of the national audience, which are based on markets with a significant Hispanic population. If two formats are tied, they are listed alphabetically.

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

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

The “Audience Composition” information breaks out the total percentage of a format’s audience within various age groups. The “Audience Ratings By Region” information breaks out each format's share of the national audience in that territory.

## **How We Gather the Data**

The information in this report encompasses all Arbitron Hispanic DST (Differential Survey Treatment) markets. The difference between this report and other studies, such as those presented at other conferences or released by various organizations, is that Arbitron gathers individual, respondent-level data, as opposed to market results that are actually just averages. Arbitron’s research is the only nationwide study that is composed of as many as 400,000 diaries.

*Portable People Meter™ information is not included in this study because Arbitron’s National Regional Database, from which this data is derived, only includes Diary data. In future Radio Today reports, you’ll see PPM™ data integrated as those markets deploy PPM service. It should be noted that Diary data was collected for the already current PPM Metros of Philadelphia and Houston-Galveston, and listener behavior from those markets is represented in this study.*



## **Average Quarter-Hour Persons (AQH Persons)**

The average number of Persons listening to a particular station for at least five minutes during a 15-minute period.

## **Average Quarter-Hour Rating (AQH Rating or AQH PUR — persons using radio)**

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

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

## **Cume Persons**

The total number of different Persons who tune in to a radio station during the course of a daypart for at least five minutes. This statistic is used to draw parallels between a radio station's audience and newspaper or magazine circulation figures.

## **Cume Rating or Cume PUR**

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

$$\frac{250,000 \text{ Cume Persons}}{1,000,000 \text{ Population}} \times 100 = \text{Cume Rating of 25\%}$$

## **Format Share**

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

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

## **Index**

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

## **Time Spent Listening (TSL)**

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only. Example:

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

# Mexican Regional

## Hispanic Consumers' Favorite Format

By far America's most popular Spanish-language programming in terms of broadcasters and ratings, Mexican Regional was heard on 302 stations, more than double of any other Hispanic listener-targeted format, including three of the top seven stations in Los Angeles. It reached 8.6 million Hispanic listeners weekly, and in Spring 2007, increased its share of Hispanic listeners for the fifth straight year, rising from 19.7% to 21.4%, more than double the No. 2 format. Mexican Regional's overall share grew from 3.1% to 4.4% between 2002 and 2007.

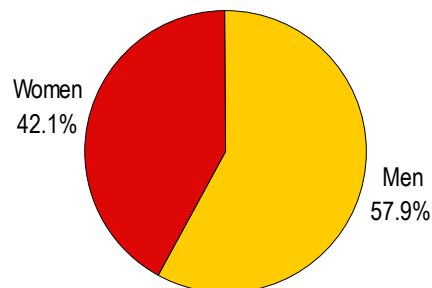
Nearly 58% of the Mexican Regional Hispanic audience were Men, the second-highest proportion of all formats in this report. The audience demographics were increasingly concentrated: 55% of its Hispanic listeners were 25-44 years old—the highest percentage of all formats. Mexican Regional's 35% 25-34 Hispanic composition was also No. 1, and at a seven-year high. Under 4% was 65+, a seven-year low.

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

*Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume

Hispanic Cume

**8,637,400**

**9,265,300**

Total Format Cume

*In Hispanic DST Markets*



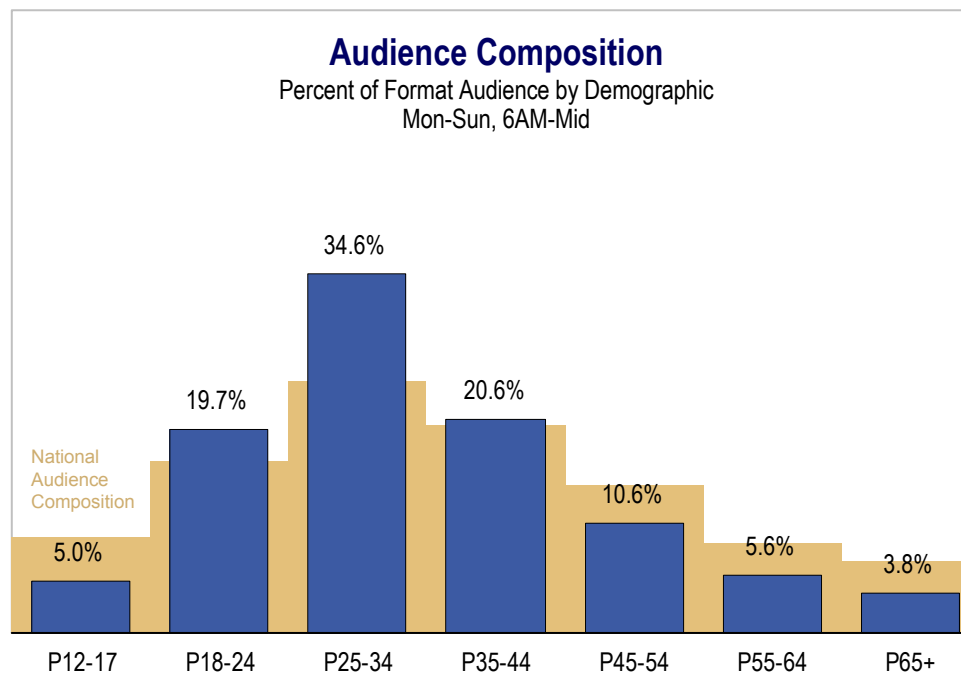
## AQH Share Trend

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

	Hispanic	Total
SP02	17.7	3.1
SP03	17.9	3.4
SP04	18.4	3.5
SP05	19.4	3.9
SP06	19.7	4.1
SP07	<b>21.4</b>	<b>4.4</b>

## Audience Composition

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



*continued* ►

# Mexican Regional

## Up Across All Dayparts

Listening by location to Mexican Regional remained steady between Spring 2006 and 2007. Although more tune-in to Mexican Regional took place at home than anywhere else, that percentage was the lowest of all Spanish-language formats. However, a higher proportion of Mexican Regional listening occurred at work than any other Hispanic-targeted format, while in-car's percentage rose five straight years.

Mexican Regional ratings were up across all dayparts between 2006 and 2007. They were at their peak in mornings, with slightly lower shares as the day progressed, but still strongest of all formats throughout the day and on weekends.

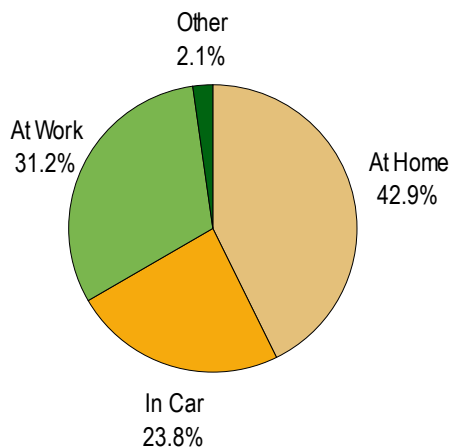
Mexican Regional was the No. 1 format appealing to Hispanics in the majority of the country including the East North Central, West North Central, Mountain and Pacific regions. It gained market share everywhere except New England and East North Central. California had twice as many Mexican Regional stations as any other state.

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

*Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

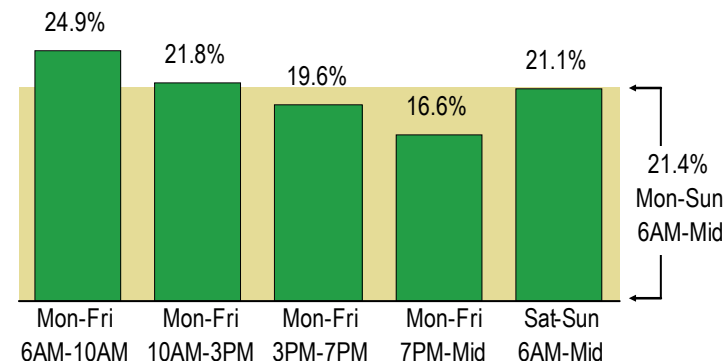
## AQH Share of Listening by Location

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



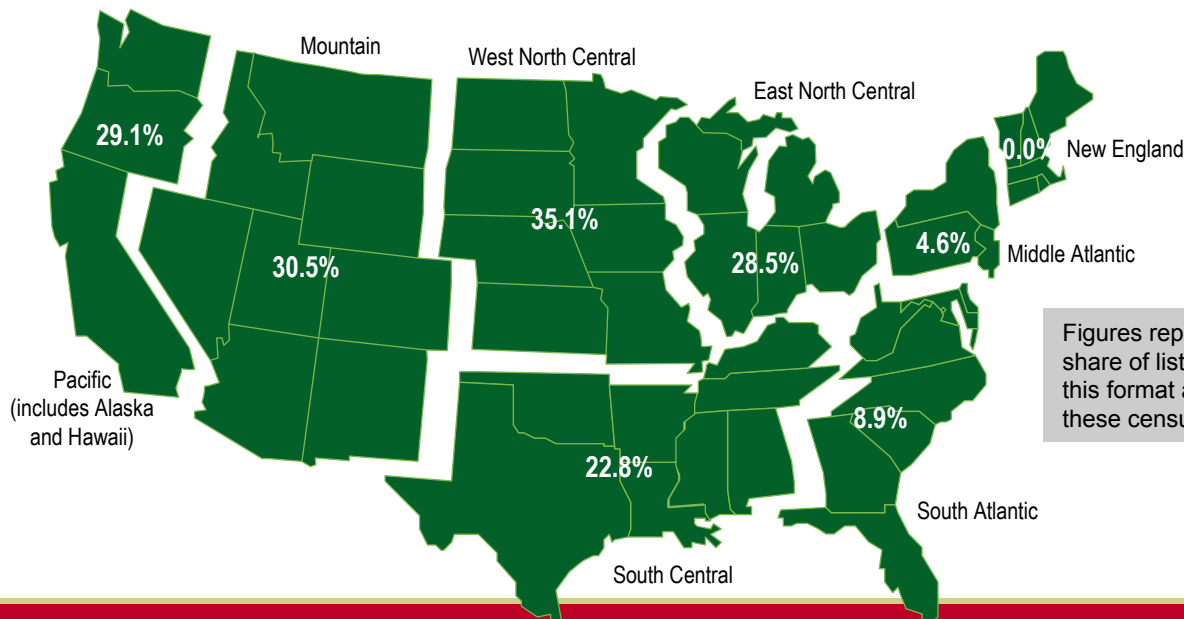
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

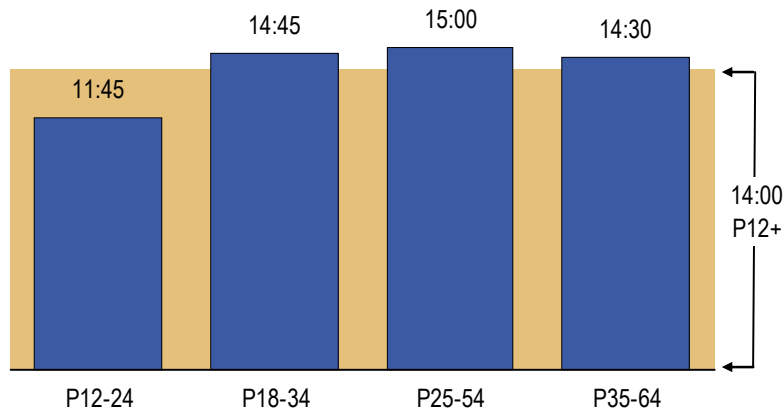
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# Mexican Regional

The core of the Mexican Regional's format strength was its remarkably high time spent listening, which was much longer than any other format in radio, regardless of age group. Comparing each format's 18-34 Hispanic listeners, Mexican Regional enjoyed nearly four more hours of listening than the next-closest format, but TSL was highest among Adults 25-54. TSL to Mexican Regional slipped 15 minutes between Spring 2006 and 2007 overall, and 30 minutes among older demos, but held firm with Adults 35-64.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

# Spanish Contemporary

## Young and Strong

Featuring the latest Spanish-language hits from top Latin stars, Spanish Contemporary was the second most-popular format among Hispanics with 9.6% of the Hispanic radio audience, down from 13.0% in Spring 2006, but still ahead of its 9.2% share in 2002.

There were 126 Spanish Contemporary stations in Spring 2007, down from 134 the previous year. Together, they reached six million Hispanic listeners weekly, and represented 2.1% of the general-market radio audience, off from 2.9% in 2006.

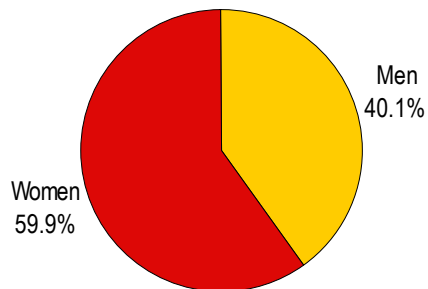
Hispanic Women listeners to Spanish Contemporary outnumbered Men by a 60:40 ratio—the widest proportion of all secular Spanish-language formats. Still one of the youngest-leaning formats, Spanish Contemporary had the second-highest proportion of 25-34s of all formats in this study at 27%, though that figure was down from 31% in 2004, and the format's Hispanic listeners who were 55 or older increased from 14% to 17% since 2001.

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

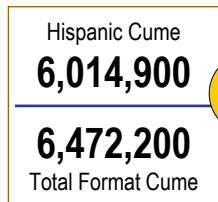
*Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



*In Hispanic DST Markets*

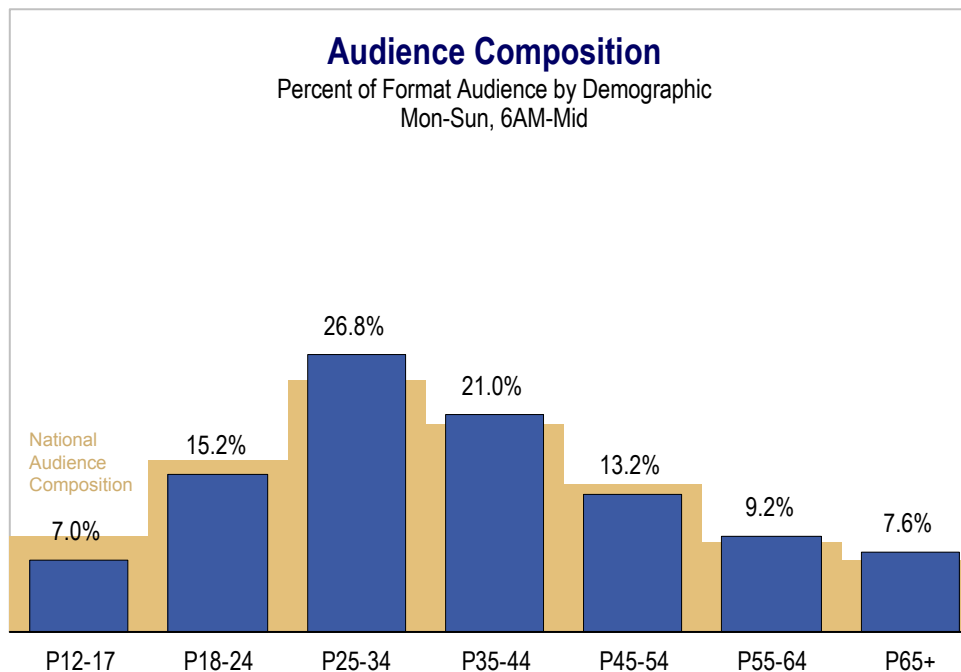
## AQH Share Trend

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

	Hispanic	Total
SP02	9.2	2.5
SP03	11.7	2.3
SP04	11.3	2.3
SP05	13.1	2.8
SP06	13.0	2.9
SP07	9.6	2.1

## Audience Composition

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



*continued* ►

# Spanish Contemporary

## No. 1 in the South Atlantic

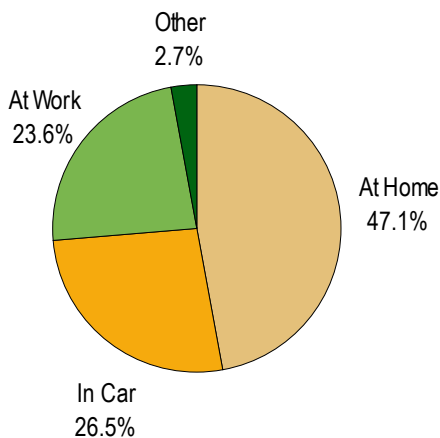
While at home was still the preferred listening location for Spanish Contemporary listening, the 47% that took place there reached a six-year low, while in car increased from 23% to nearly 27% during that time.

Spanish Contemporary scored its highest ratings on weekends and during weekday evenings. However, the format also experienced its strongest declines in those time periods, as well as ratings fallout across all other dayparts between Spring 2006 and 2007.

Spanish Contemporary was the No. 1 format among Hispanics in the South Atlantic, and that region took over as the format's strongest area, moving ahead of the Middle Atlantic, where it ranked No. 2. Ranking third in the Pacific region and fourth in the South Central and Mountain areas, Spanish Contemporary gained ground in the East North Central territory. Of all states, Texas, California and Florida had the most Spanish Contemporary stations.

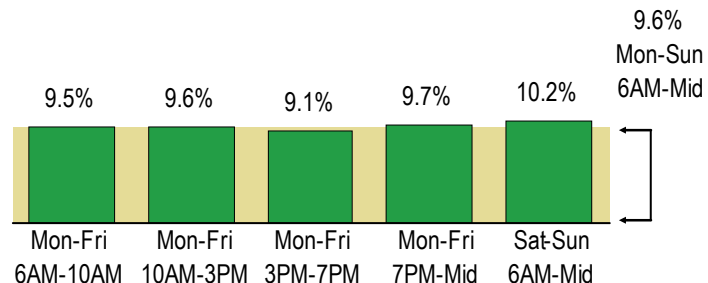
## AQH Share of Listening by Location

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



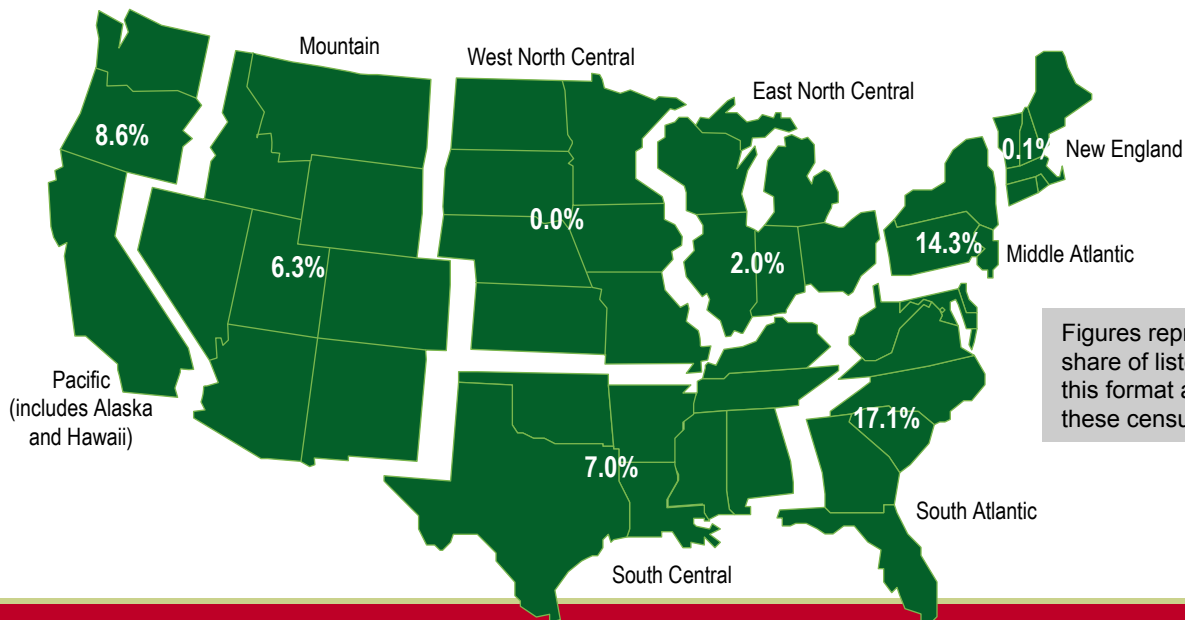
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

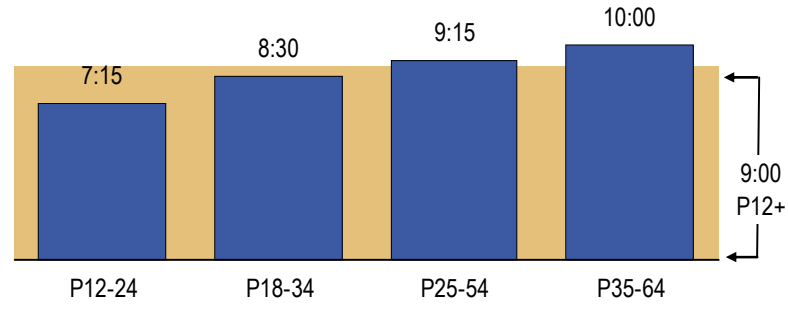
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# Spanish Contemporary

Time spent listening declined notably for Spanish Contemporary in Spring 2007—more than any other contemporary music format. It was down an hour overall 12+ and among Adults 25-54, and more than an hour among 12-24s and 18-34s.

### Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## Hispanic America's No. 3 Format

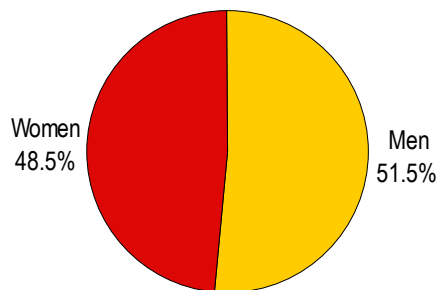
There were 156 Rhythmic Contemporary Hit Radio stations in America in Spring 2007, and combined they attracted 6.7 million Hispanic radio listeners per week. Rhythmic CHR delivered 8.7% of all Hispanic listening, a modest decline from Spring 2006's 8.9% share, while Rhythmic CHR's general market share eased from 5.6% to 5.1%. It was the third most-popular format among Hispanic consumers.

A slight majority of Rhythmic CHR's audience was Men. Rhythmic CHR had the youngest Hispanic audience of all the formats in this report. Its composition of Teens and 18- to 24-year-olds was higher than any other programming approach, and more than 86% of its Hispanic listeners were under 35 years old. The format's 18-34 listener composition expanded from 52% to more than 55% between 2006 and 2007. The percentage of Rhythmic CHR's audience in the 35-44, 45-54, 55-65 and 65+ demos were the lowest of all formats.

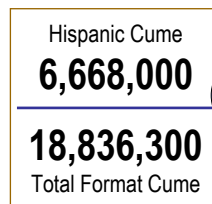
Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets

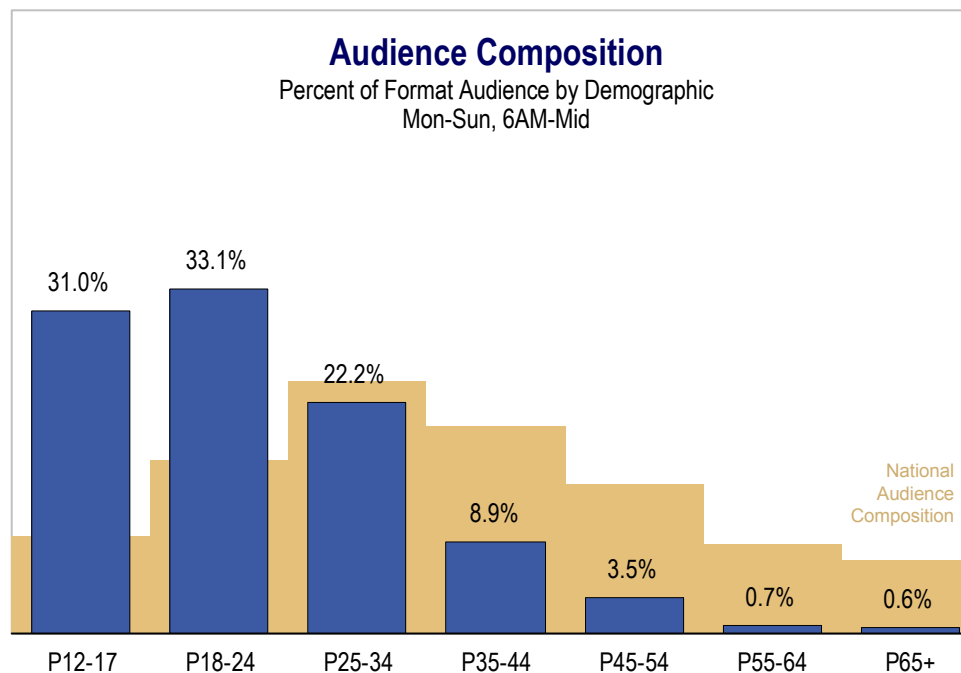
## AQH Share Trend

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

	Hispanic	Total
SP02	8.5	5.1
SP03	9.3	5.5
SP04	9.8	6.0
SP05	9.9	5.8
SP06	8.9	5.6
SP07	8.7	5.1

## Audience Composition

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



continued ►



# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

## An At-Home Favorite

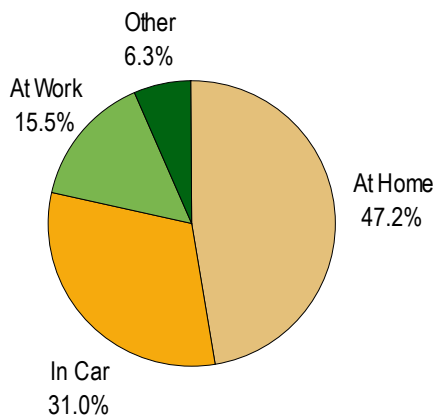
More Rhythmic CHR listening was done at home than took place for any other English-language format. The percentage of in-car tune-in was higher than all Spanish-language presentations, while its at-work segment was the lowest of all secular formats. More than 6% of Rhythmic CHR listening occurred in some place other than at home, work or in car—that's No. 1 among all formats in this study.

Ratings for Rhythmic CHR rose throughout the day and peaked in evenings and weekends, when the format's share was far higher than its overall average. Rhythmic CHR was the No. 2 format among Hispanics in afternoons and evenings, and ranked third in mornings, middays and weekends.

Rhythmic CHR ranked as the No. 2 format in New England and Pacific areas, and third in West North Central, South Central and Mountain territories, posting ratings growth in the South Atlantic, East North Central and Pacific regions.

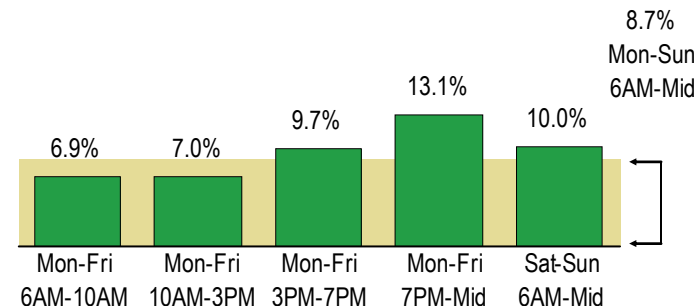
## AQH Share of Listening by Location

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



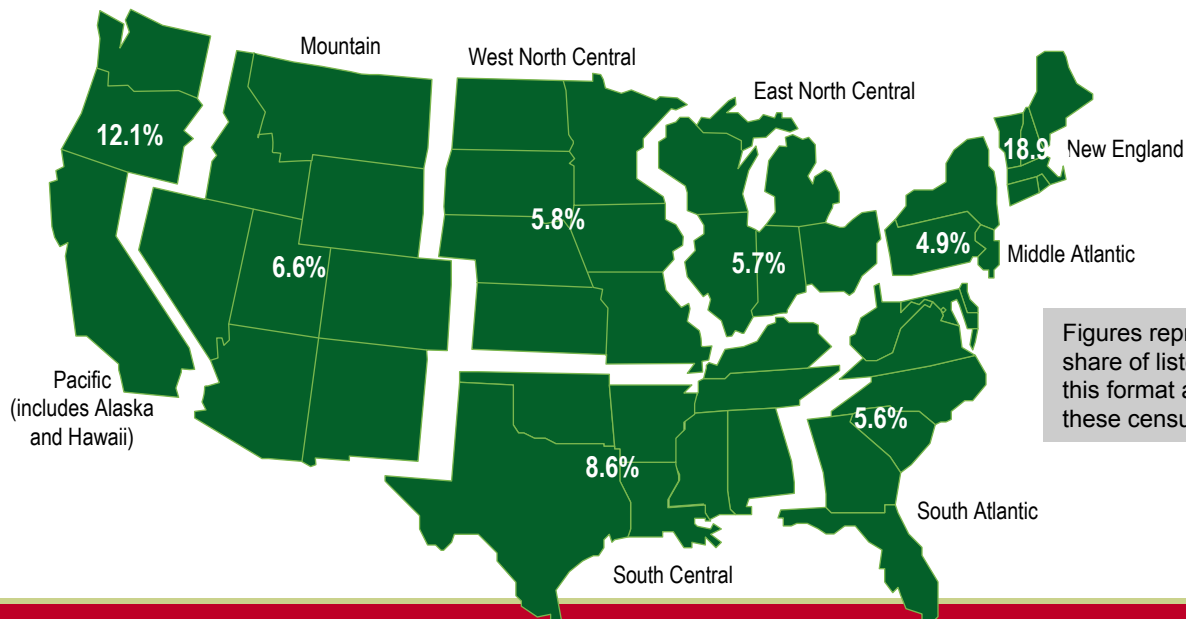
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

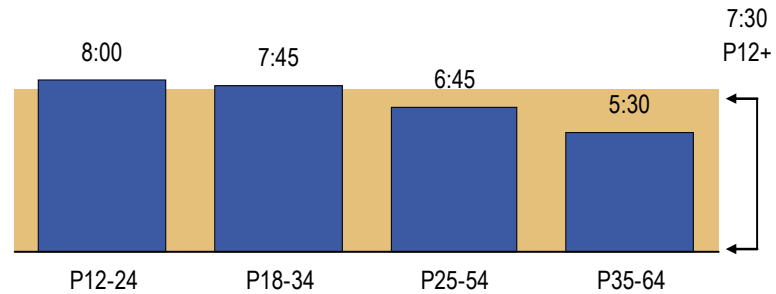
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# Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Rhythmic CHR was one of a handful of formats that enjoyed an overall increase in time spent listening, rising 15 minutes per week, while holding steady in all 12-54 demographic groups.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from Maximize<sup>®</sup> Plus National Regional Database, Spring 2007.

# Spanish Adult Hits

## Proven Strength Among 35-44s

Forty-six stations in America programmed Spanish Adult Hits, which registered 6.5% of all Hispanic radio listening in Spring 2007, down from 7.0% the previous year. Ranking fourth overall, the format had a general market share of 1.3%, off from 1.6% in Spring 2006. Collectively, Spanish Adult Hits served 3.6 million Hispanic consumers each week.

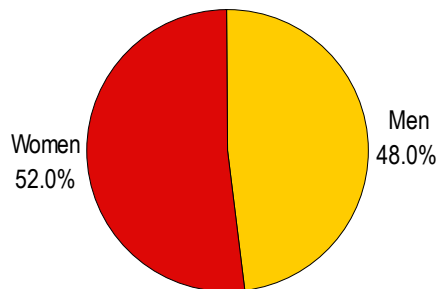
Women held a 52% to 48% edge over Men in terms of gender balance for Spanish Adult Hits, which drew a slightly older crowd in Spring 2007 than in 2006: Listeners 45+ accounted for 36% of the audience, up from 32% a year prior. About 52% of the format's listeners were between 25 and 44 years old, down from 54% in Spring 2006. The percentage of Spanish Adult Hits listeners in the 35-44 age bracket was higher than any other Spanish-language format and second highest of all formats in this report. Its proportion of those 25-34 was fourth highest overall.

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

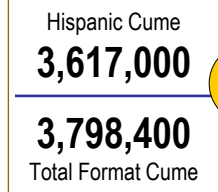
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets

## AQH Share Trend

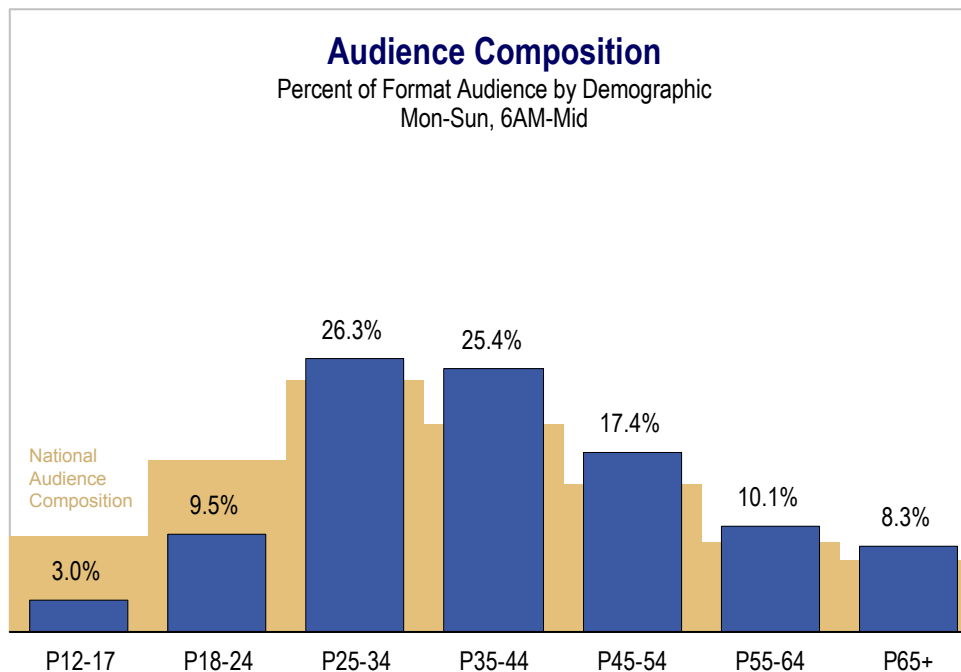
Persons 12+, Mon-Sun, 6AM-Mid

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

\*2006 was the first year reporting on this format.

## Audience Composition

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



continued ►

# Spanish Adult Hits

## East North Central Shows The Way

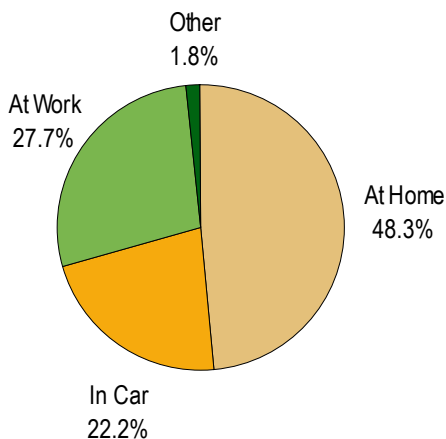
Almost 50% of listening to Spanish Adult Hits took place at home, ranking sixth-highest in that category. This format was one of only a few where in car's proportion of tune-in decreased from 2006 to 2007, and in car's segment for Spanish Adult Hits was among the lowest of all formats studied. At-work listening rose modestly to rank among the top six formats in proportion of listening on the job.

Spanish Adult Hits listening peaked in middays. Though all dayparts lost ratings since Spring 2006, the format fell furthest in afternoons, from 6.7% to 5.8%. Still, Spanish Adults Hits remained the fourth most-popular format in every daypart, including weekends.

The one region where Spanish Adult Hits documented growth from Spring 2006 to 2007 was in the East North Central—its strongest territory—where the format ranked No. 2 overall, as it also did in the South Central and Mountain areas.

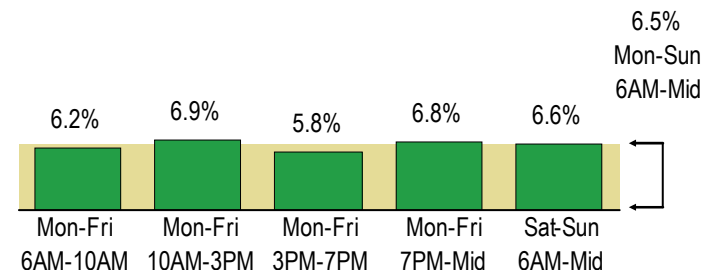
## AQH Share of Listening by Location

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



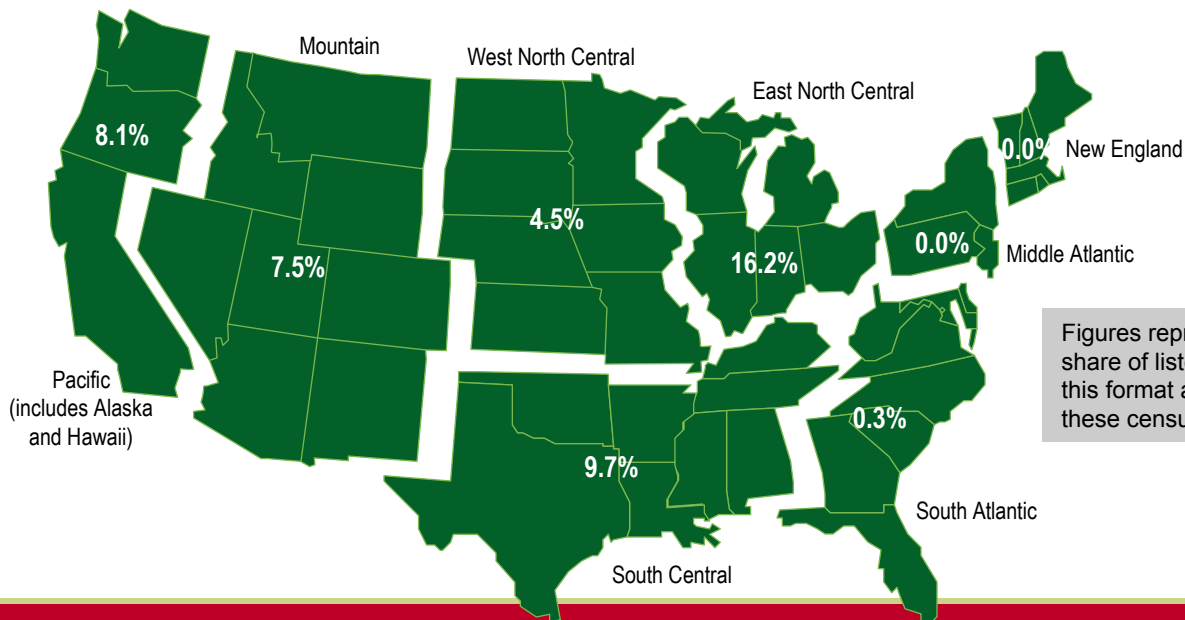
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

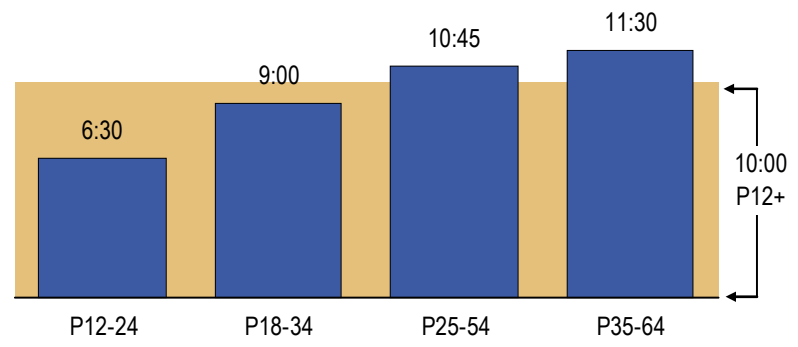
continued ►

# Spanish Adult Hits

The Spanish Adult Hits format enjoyed robust time spent listening with a 10-hour weekly average. That was fourth best of all programming approaches, and Spanish Adult Hits' TSL ranked third highest among Adults 18-34, 25-54 and 35-64. TSL increased in the 18-34 demographic group, and held firm in the 12-24 and 25-54 segments.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

# Spanish Tropical

## Demographic Shift Underway

Featuring salsa and merengue, Spanish Tropical appealed primarily to those of Caribbean and Coastal Central-American descent. Nearly 2.9 million Hispanic consumers enjoyed the 48 Spanish Tropical stations each week, comprising 5.0% of all Hispanic listening in Spring 2007, down from 6.0% the previous year. That was off from a peak of 7.9% in 2004, but still ahead of the 4.2% of 2002. The fifth most-popular format among Hispanic listeners delivered 1.3% of general-market radio consumers. Among the most popular Spanish Tropical stations was WSKQ-FM/New York, which ranked third 12+ in the market in Spring 2007.

Men represented a small majority of Spanish Tropical listeners, and while the format's 25-34 demographic was third highest of all formats, the overall Hispanic audience composition was noticeably older in 2007. The 55+ listener composition rose from 12% to 17%—a six-year high, while 12-24s fell from 20% to 17% and Teen composition dropped to a six-year low.

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

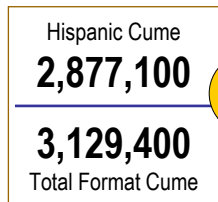
*Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



*In Hispanic DST Markets*

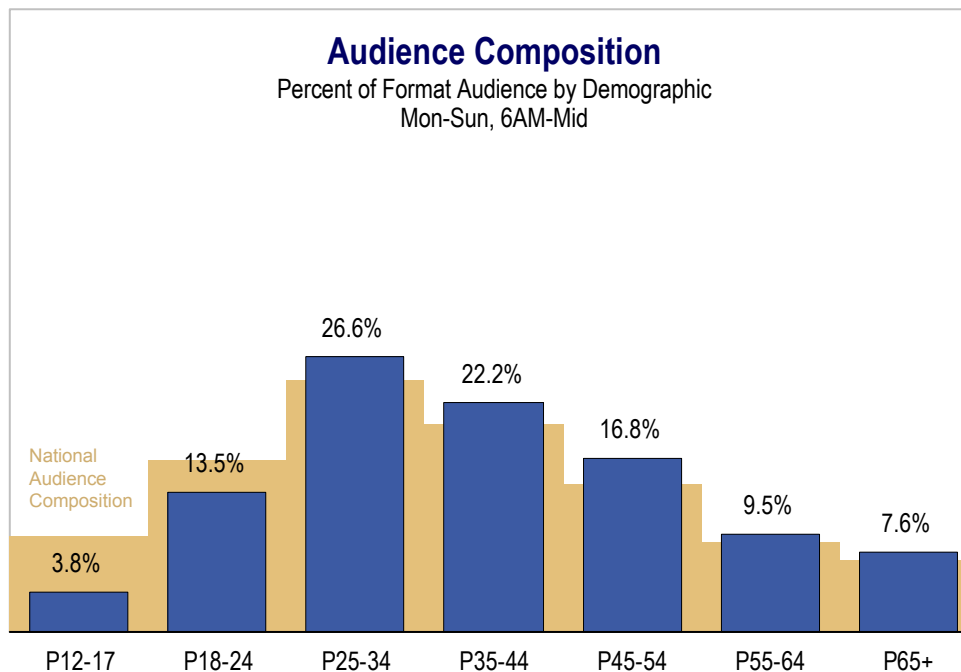
## AQH Share Trend

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

	Hispanic	Total
SP02	4.2	0.8
SP03	7.1	1.2
SP04	7.9	1.5
SP05	7.6	1.7
SP06	6.0	1.4
SP07	5.0	1.3

## Audience Composition

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



*continued* ►

# Spanish Tropical

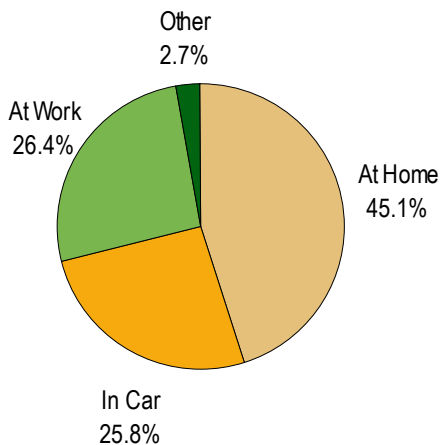
## A Beast in the East

Listening by location remained virtually unchanged between Spring 2006 and 2007, with at-home's share increasing slightly. Overall, Hispanic listening to Spanish Tropical by various locations was about average for all formats. Ratings were strongest in mornings, and gradually decreased as the day progressed, with weekend ratings nearly the same as the format's overall 12+ share. Spanish Tropical experienced a major decline in mornings, however, losing nearly two share points, and more than a share on weekends. The format's ratings ranked fifth-best in mornings; sixth in middays, afternoons and weekends; and seventh in evenings.

Spanish Tropical was an almost exclusively Eastern Seaboard format, with the New England and the Middle Atlantic regions as the strongholds, followed by the South Atlantic, and a more modest following in the Pacific zone. In fact, Spanish Tropical was Hispanic consumers' favorite format in New England and Middle Atlantic, and ranked No. 2 in the South Atlantic.

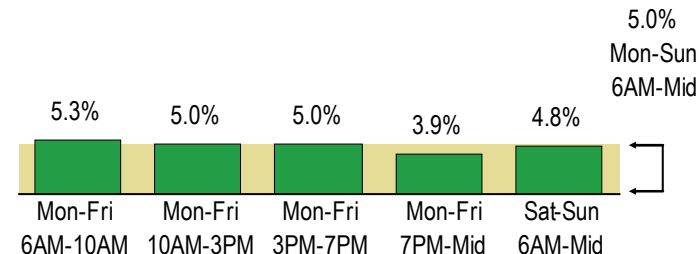
## AQH Share of Listening by Location

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



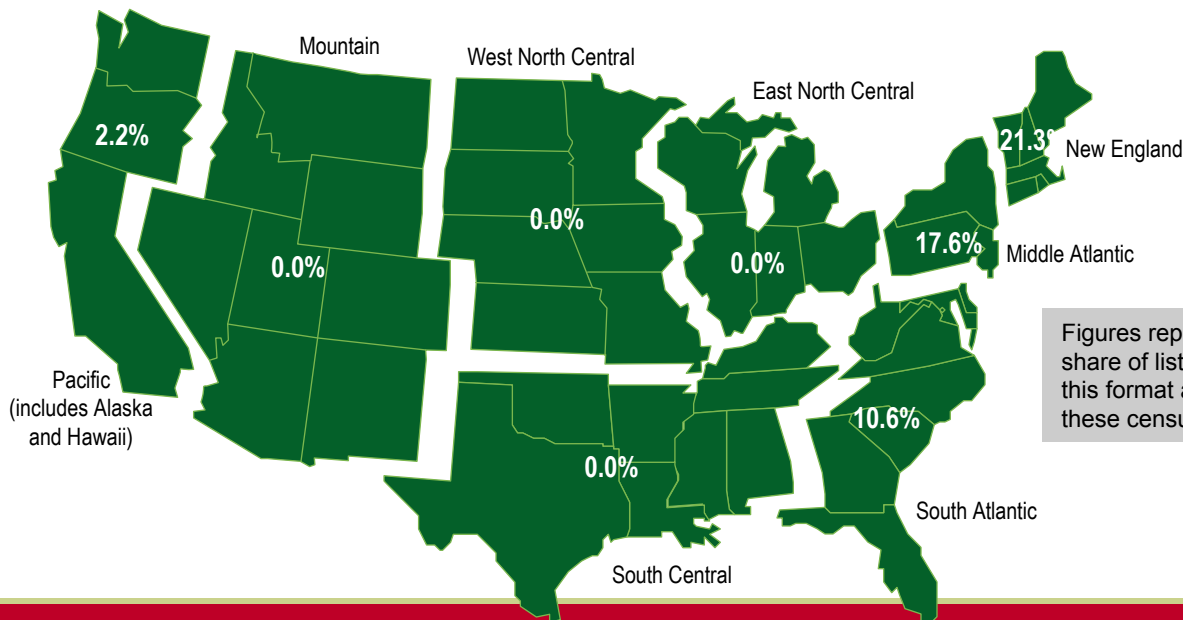
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

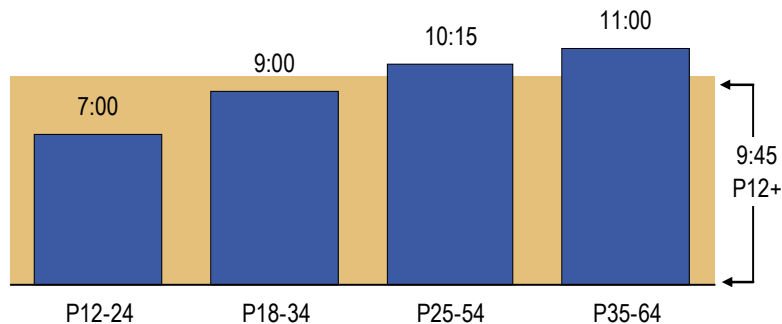
continued ►

# Spanish Tropical

Despite the ratings erosion, Hispanic consumers' time spent listening to Spanish Tropical *increased* 15 minutes weekly overall 12+, as well as among both 12-24s and 18-34s. The format conceded just a quarter-hour per week among 25-54s and held firm with 35-64s. Of all formats, Spanish Tropical's TSL ranked third best among Hispanic Adults 18-34s, fourth with those between 25-54 and 35-64, and fifth overall 12+.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



# Pop Contemporary Hit Radio (Pop CHR)

## Going From Strength To Strength

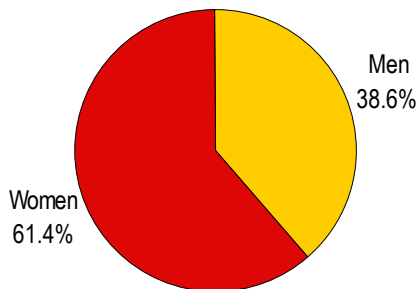
Pop Contemporary Hit Radio's 381 radio stations increased their share of all Hispanic radio listening from 4.6% in Spring 2006 to 4.8% in Spring 2007, maintaining the format's rank as the sixth most-popular format. There were 4.8 million Hispanic consumers listening each week to Pop CHR, which produced 5.8% of the national radio audience—an increase for the second straight year, and the highest share since 2003.

More than 61% of Pop CHR Hispanic listeners were Women—the third-highest Women/Men ratio of all formats. Pop CHR ranked second highest in its Teen composition and third among 18-24s, which grew sharply from 23% to 28% from Spring 2006 to 2007. Almost 58% of the total audience was under the age of 25 (up from 56% in 2006), and 79% was under 35, up from 77% the previous year. Only Rhythmic CHR had a lower composition of 35+ Adults than Pop CHR.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume

Hispanic Cume  
**4,827,900**  
Total Format Cume  
**19,939,800**

*In Hispanic DST Markets*



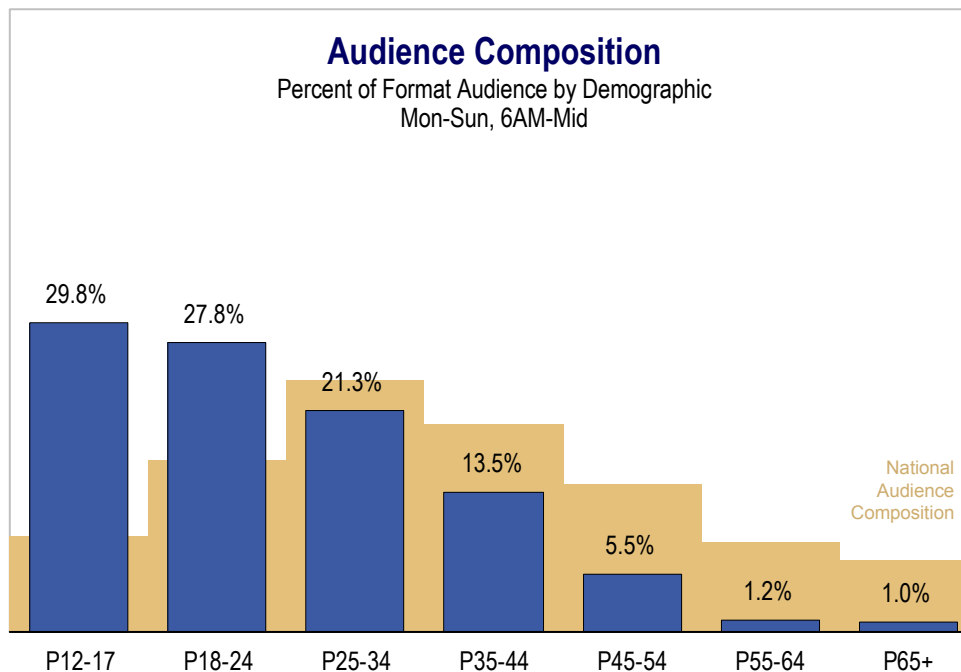
## AQH Share Trend

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

	Hispanic	Total
SP02	6.1	6.9
SP03	5.5	6.2
SP04	4.2	5.6
SP05	5.6	5.4
SP06	4.6	5.7
SP07	<b>4.8</b>	<b>5.8</b>

## Audience Composition

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



*continued* ►

# Pop Contemporary Hit Radio (Pop CHR)

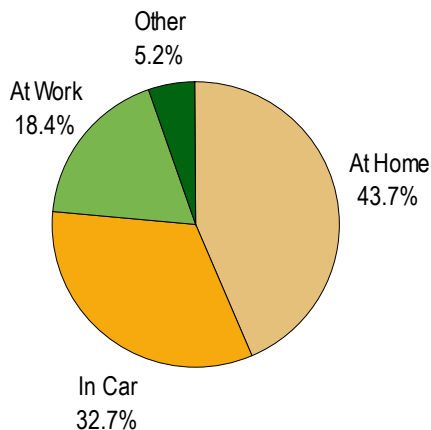
## An Evening Star

Almost one-third of Hispanic listening to Pop CHR occurred in the car—the third-highest percentage of all formats. More than 5% took place somewhere other than at home, in car or at work, and that was second highest among all formats. Pop CHR registered its best ratings in the evenings, posting a 6.1% share—a 27% rate increase above its overall average. The format showed ratings growth in middays, afternoons, evenings and weekends between 2006 and 2007, and ranked fifth strongest in afternoons, evenings and weekends, and sixth in mornings.

The West North Central region, where Pop CHR was the second-most-popular format among Hispanic consumers, delivered its highest ratings. It was the fourth-strongest format in New England and East North Central, fifth in the Middle Atlantic and Pacific, and sixth in the South Central and Mountain territories. Pop CHR gained in share in all regions except the South Central and Mountain areas.

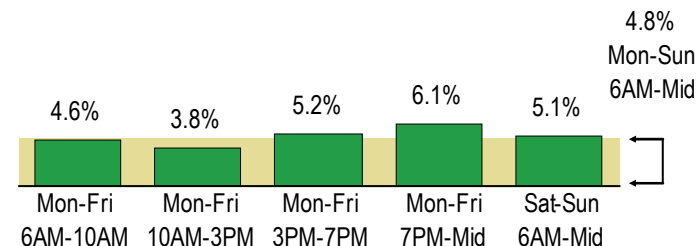
## AQH Share of Listening by Location

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



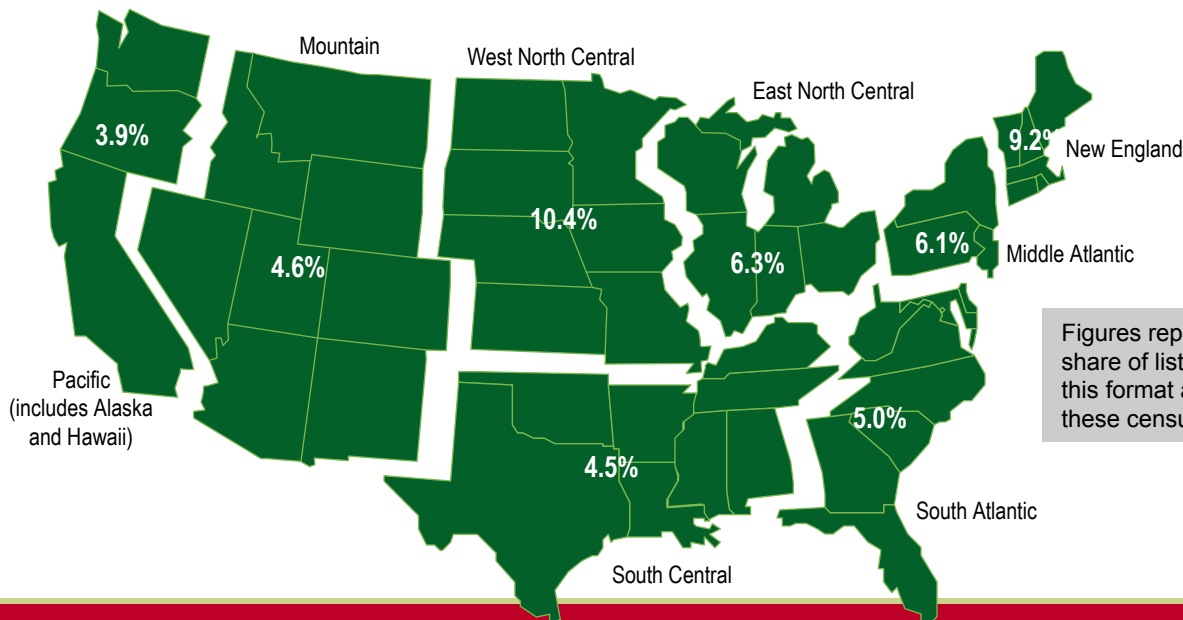
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

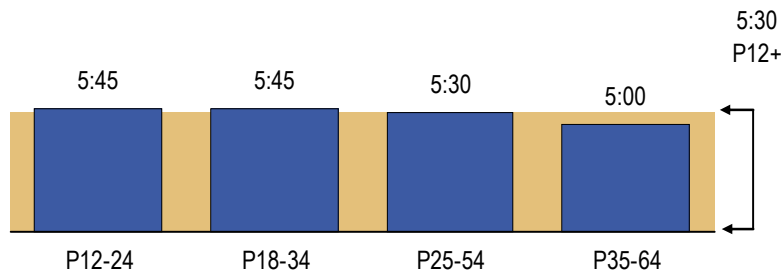
# Pop Contemporary Hit Radio (Pop CHR)

## TSL Sparkles With the 18-34s

Time spent listening for Pop CHR among Hispanic consumers held even with Spring 2006 overall. It gained 45 minutes among 18-34s—the most among mainstream music formats—and also picked up 15 minutes among 12-24s, while dropping an hour among 35-64s.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Adult Contemporary

## A Nearly Perfect Audience Composition

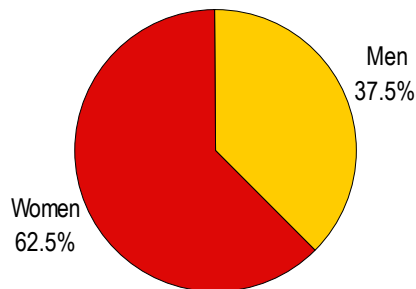
Spring 2007 was a rebound year for Adult Contemporary (AC), which posted an increase from 4.2% in Spring 2006 to 4.6% of Hispanic radio listening, and an uptick from 7.8% to 7.9% of general-market listening. The 798 AC stations in America attracted 3.4 million Hispanic consumers each week.

Women represented more than 62% of the Hispanic AC audience, second highest of all formats and the most of all English-language programming. The AC format produced an almost perfectly balanced audience composition with Hispanic Adults 35-44 at the fulcrum, and similar percentages of listeners at the younger and older ends of the demographic spectrum. The Hispanic AC audience got younger, with the 12-34 age segment rising from 34% to 37% between 2006 and 2007. The percentage of AC listeners aged 35-44 was higher than any other format. Its 45-54 group was fourth largest and its 55-64 cell was fifth highest by percentage.

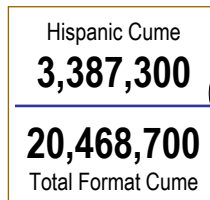
Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets



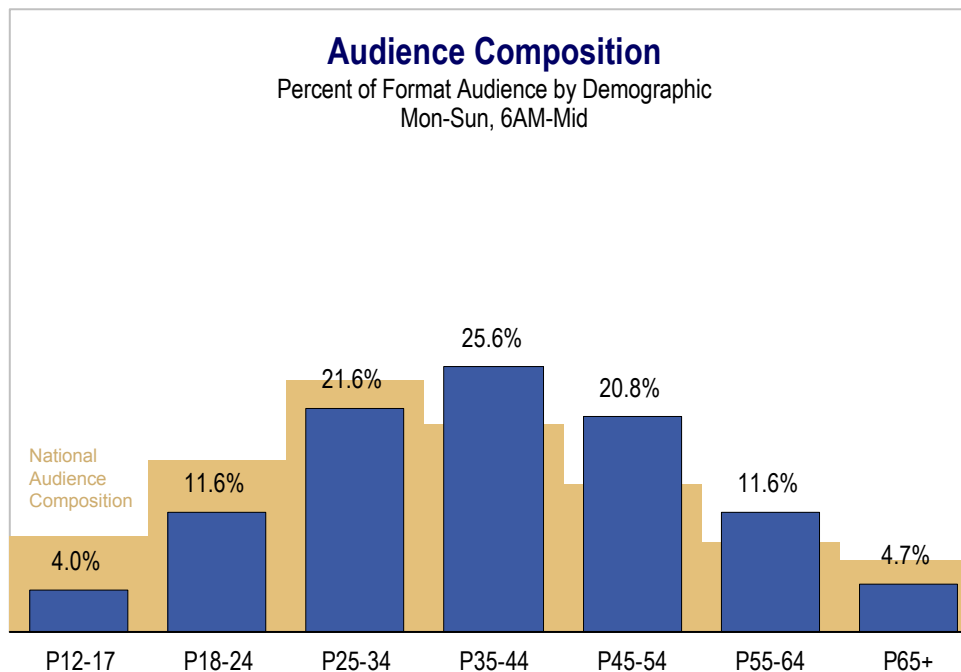
## AQH Share Trend

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

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

## Audience Composition

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



continued ►

# Adult Contemporary

## An At-Work Winner

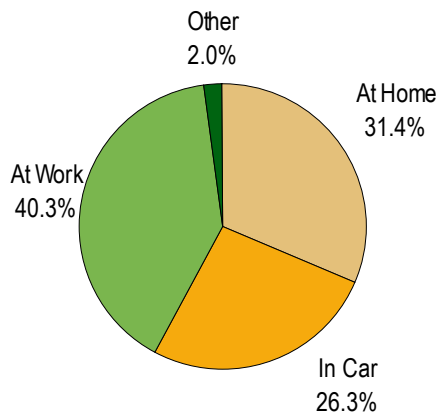
At-work commanded the highest proportion of Hispanic AC listening, and AC's 40% at-work percentage was No. 1 among all formats. However, in-car's share grew nearly 2% from Spring 2006 to 2007, mostly at the expense of at work. Less than one-third of AC listening by Hispanics occurred at home—second lowest of all formats.

Ratings for AC, which peaked in middays and declined incrementally thereafter, grew in every daypart except evenings, which were down a small fraction. Middays, when AC ranked fifth among all formats, were up at a 10% rate, climbing from 5.0% to 5.5% of Hispanic listening.

In terms of AC's regional ratings strength, New England topped all areas and AC was Hispanic consumers' third highest-rated format there, followed by the South Atlantic and Middle Atlantic, where AC ranked fourth strongest. The New England, South Atlantic, South Central and Mountain areas all registered ratings gains for the format between 2006 and 2007.

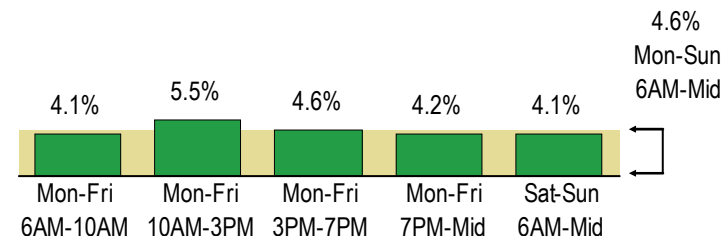
## AQH Share of Listening by Location

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



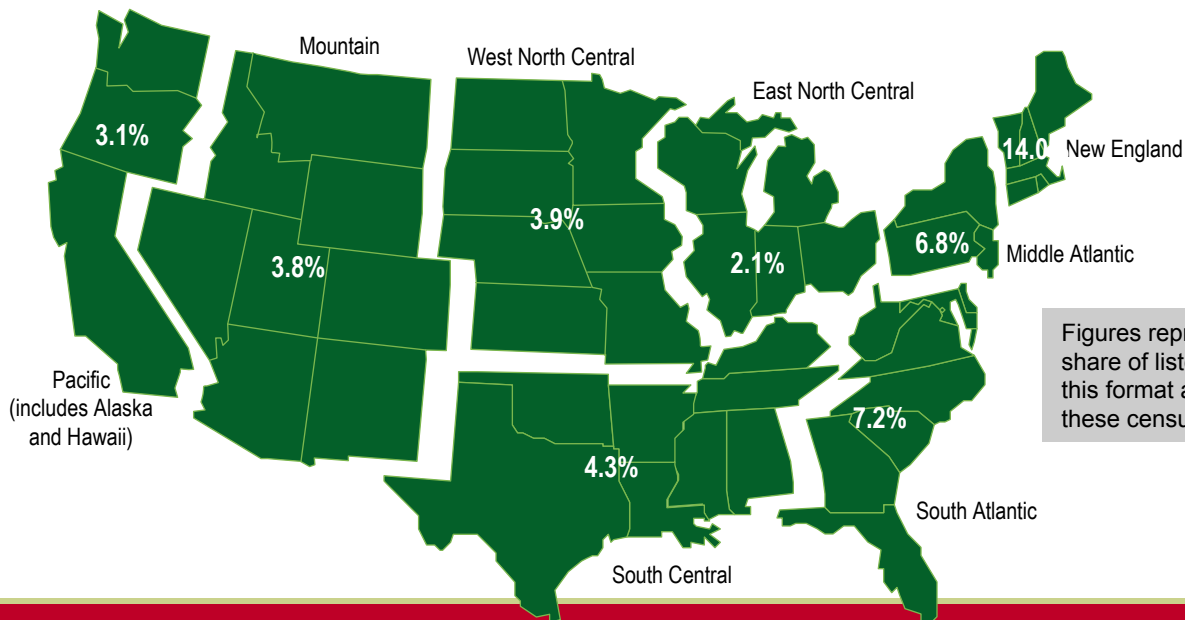
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

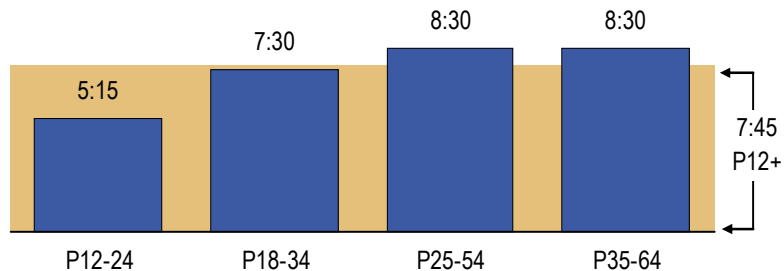
continued ►

# Adult Contemporary

Hispanic consumers' time spent listening with AC picked up, as well, clocking an additional 15 minutes per week. The gains came not only among 25-54s, which were up 45 minutes—more than any other format—but also with 35-64s, up 30 minutes.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## Appealing to Mature Listeners

Spanish News/Talk stations collectively provided 3.3% of all Hispanic radio listening in Spring 2007, down slightly from 3.5% the previous year. Among the 63 Spanish News/Talk stations were leaders such as WCMQ-FM, the No. 4 outlet in Miami-Ft. Lauderdale. Spanish News/Talk contributed 0.7% of the national audience. Spanish News/Talk reached 1.7 million Hispanic consumers per week.

Women represented a small majority of Spanish News/Talk's audience, and the format's demographic composition grew by percentage as listeners grew older. Nearly half of Spanish News/Talk's audience was 55 years old or more, and two-thirds were at least 45.

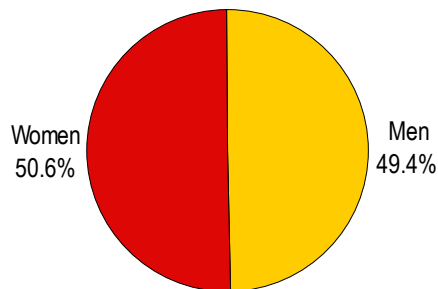
A higher percentage of Spanish News/Talk listeners was 65 or older—31%—than exists for any other format. That 31% figure was a three-year high for that demo. Spanish News/Talk's 55-64 age group concentration was third largest, while the format had the lowest Teen, 18-24 and 25-34, audience composition percentages of all formats.

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

*Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume

Hispanic Cume

**1,722,900**

**1,815,300**

Total Format Cume

*In Hispanic DST Markets*



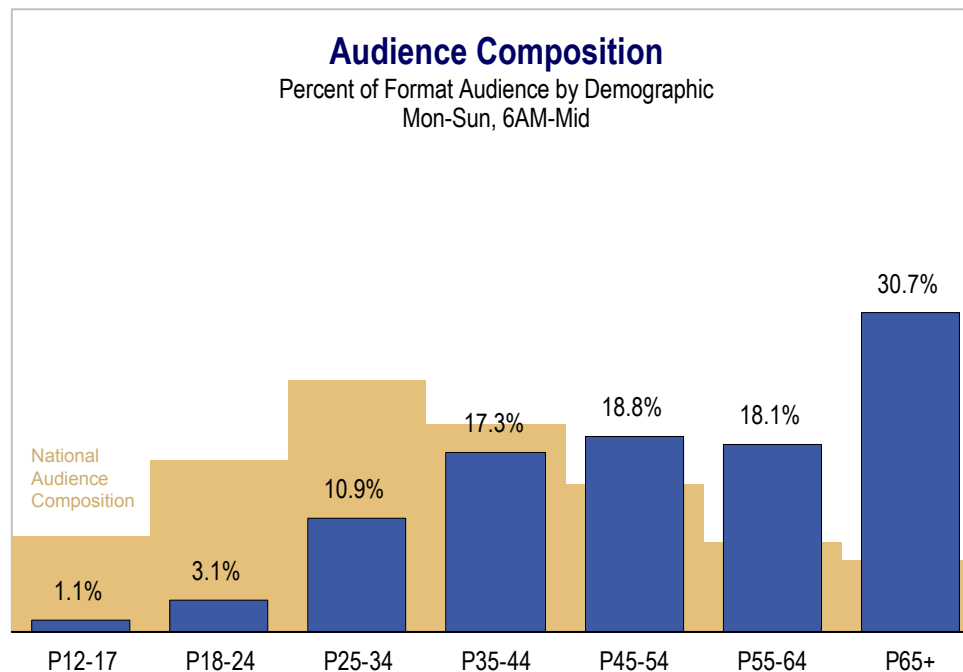
## AQH Share Trend

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

	Hispanic	Total
SP02	2.8	0.7
SP03	3.3	0.7
SP04	3.6	0.7
SP05	3.3	0.6
SP06	3.5	0.7
SP07	<b>3.3</b>	<b>0.7</b>

## Audience Composition

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



*continued* ►

# Spanish News/Talk

## Morning and Midday Performer

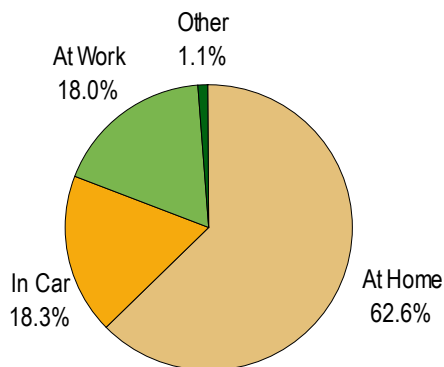
A solid majority of Spanish News/Talk listening took place in the home—second most of all formats in this study. However, in-car tune-in's percentage of all Spanish News/Talk listening was third lowest of all formats, whereas English-language News/Talk/Information ranked highest among all formats for its proportion of in-car listening.

Spanish News/Talk earned its best ratings in mornings and middays, with audience shares well above the format's 12+ average, and slipping gradually thereafter throughout the day and on weekends. The format lost a bit of ground in each daypart except afternoons and weekends, with the largest erosion in weekday evenings, down a full share point to a six-year low.

The South Atlantic region provided Spanish News/Talk's best ratings with nearly 10% of all Hispanic listening, followed by the Middle Atlantic. Despite its overall ratings decline, the format delivered ratings increases in the New England, Middle Atlantic and East North Central regions.

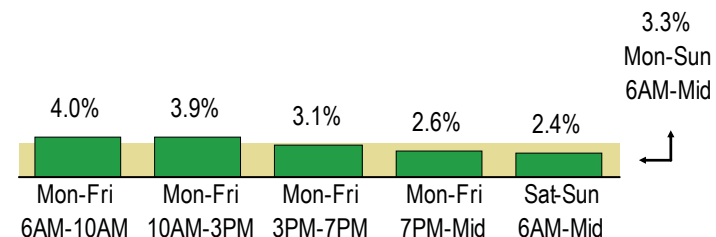
## AQH Share of Listening by Location

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



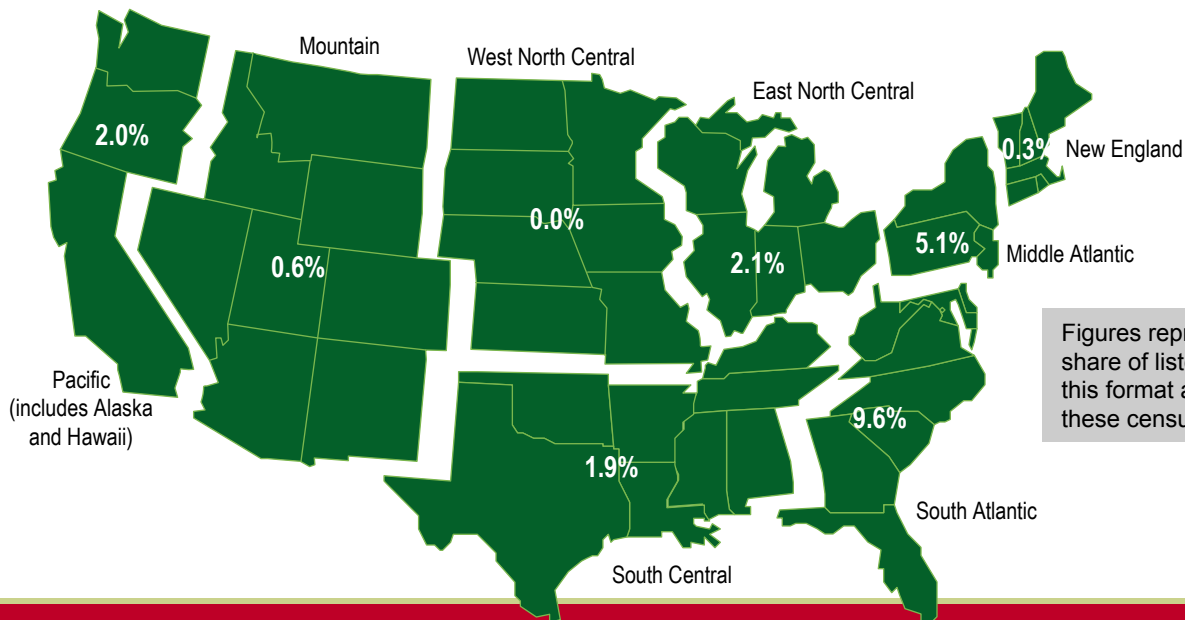
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

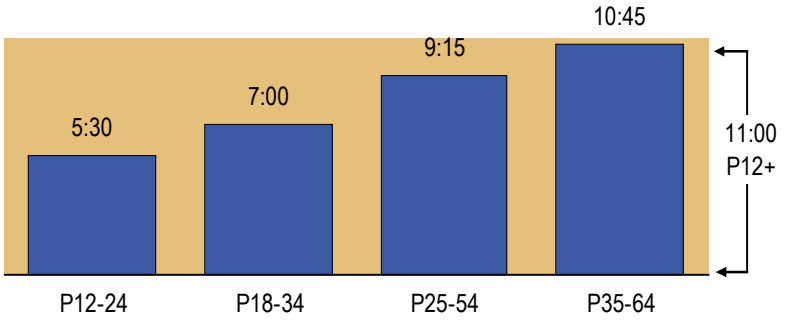
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►



**Time Spent Listening by Demographic**  
(Hours:Minutes)  
Mon-Sun, 6AM-Mid



Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

## Strong Appeal Among Older Men

English-language News/Talk/Information (N/T/I) programming did nearly as well as Spanish News/Talk, earning 2.5% of the Hispanic audience for the second consecutive year. With 1.85 million listeners per week across 1,553 stations, it also attracted 9.7% of all listeners.

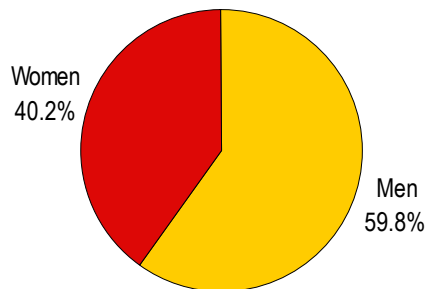
Hispanic Men represented 60% of N/T/I's Hispanic audience—a higher concentration than any other format in this report, and even higher than N/T/I's 56% total national composition. The Hispanic N/T/I audience was younger than the national profile: 65% of Hispanic listeners to the format were at least 45 years old, compared to 77% of all listeners. However, the Hispanic audience got older, as that segment of those 45 or older was only 60% in Spring 2006. N/T/I had a higher share of its Hispanic audience in the 55-64 segment than any other format, and ranked No. 2 in its 65+ Hispanic composition and No. 3 in the 45-54 segment.

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

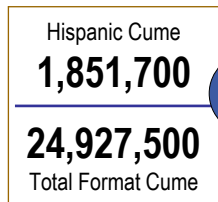
*Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



*In Hispanic DST Markets*



## AQH Share Trend

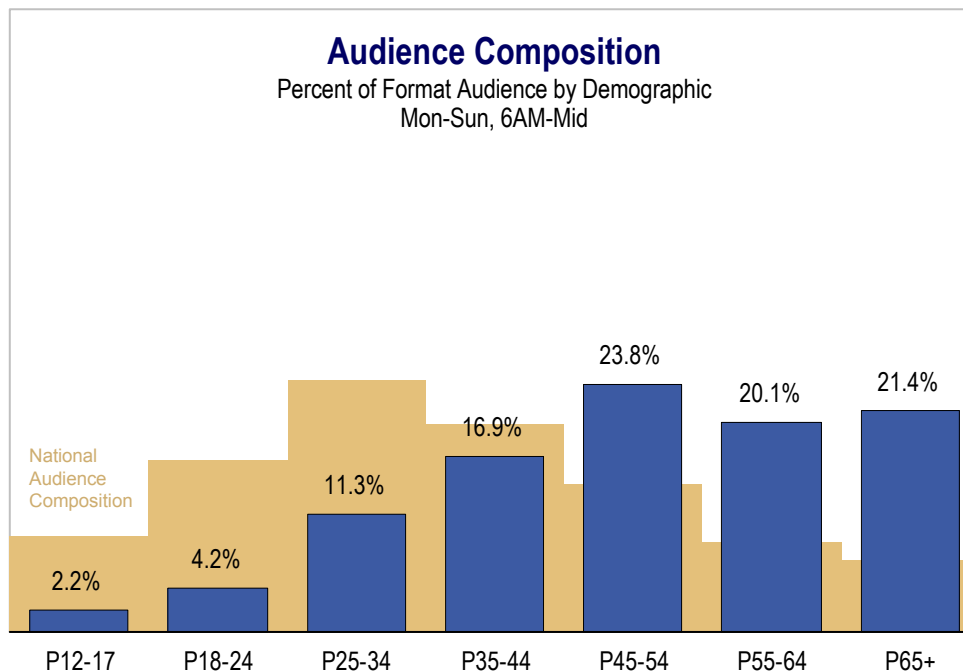
Persons 12+, Mon-Sun, 6AM-Mid

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06*	2.5	9.2
<b>SP07</b>	<b>2.5</b>	<b>9.7</b>

\*2006 was the first year reporting on this format.

## Audience Composition

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



*continued* ►

## Popular Behind the Wheel

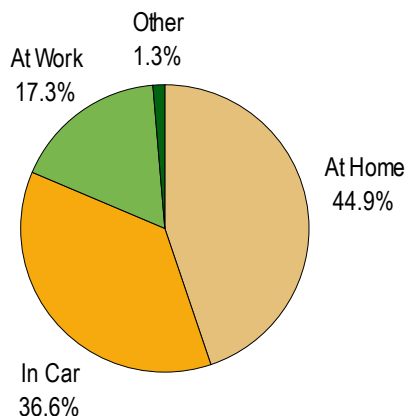
At home increasingly became the location of choice for Hispanic N/T/I listeners, rising more than 3% to 45% of all tune-in. Although in-car's share slipped slightly from Spring 2006 to 2007, N/T/I had a higher percentage of its Hispanic audience listening done behind the wheel than any other format in this report, and even more than the format did with its overall national audience.

While maintaining the same full-week ratings, N/T/I lost a bit of ground in weekday mornings and middays, but gained audience share in weekday afternoons, evenings and weekends.

Hispanic audience listening to N/T/I was solid across the country, with ratings increases in the New England, Middle Atlantic, South Central, Mountain and Pacific regions. The format's ratings were fifth best in New England and ranked seventh in the Pacific territory.

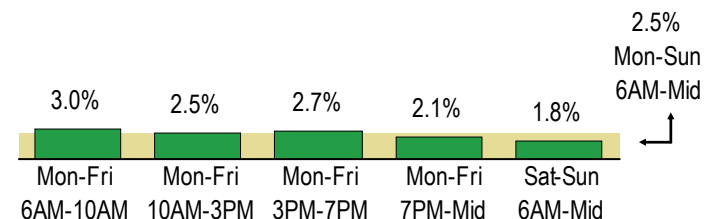
## AQH Share of Listening by Location

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



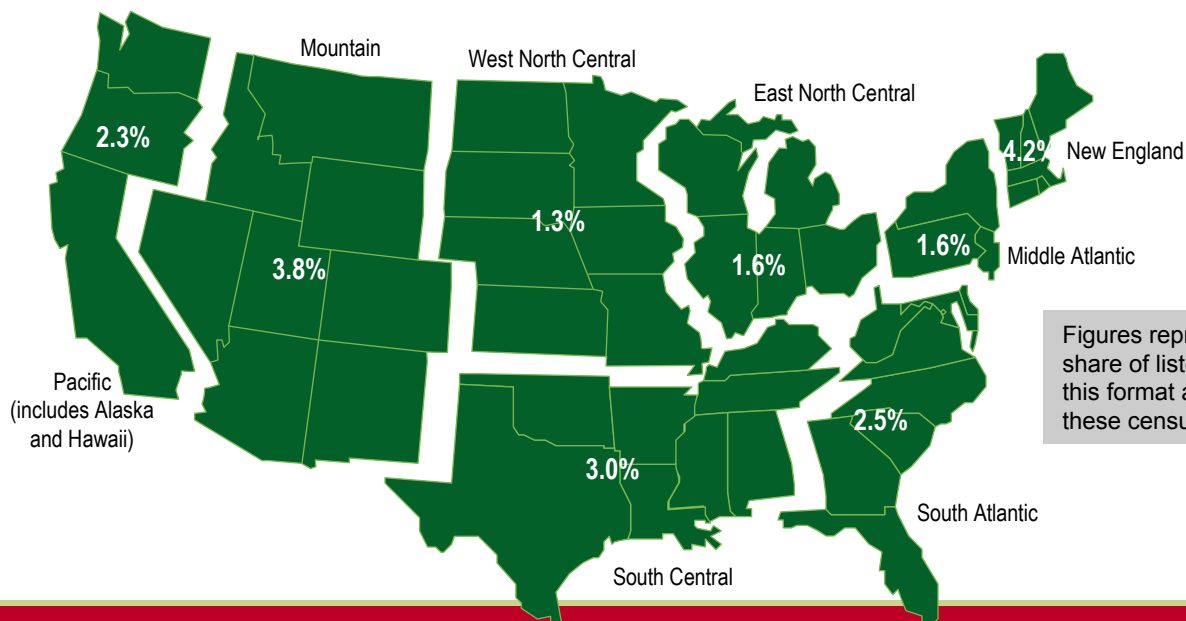
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

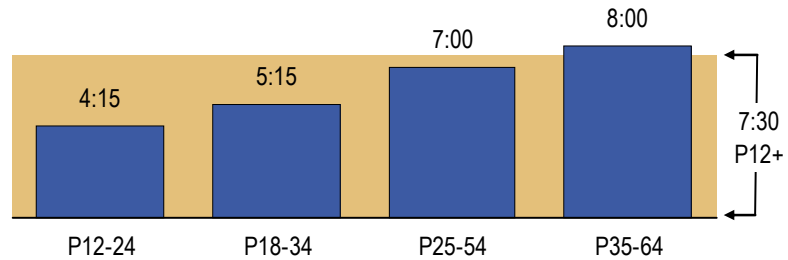
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Time spent listening fell 30 minutes overall in Spring 2006, with declines of 45 minutes among 18-34s and 25-54s, and a 30-minute erosion among 35-64s. However, TSL among 12-24s was up a full hour.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## A Rising Radio Format

America's 1,683 Country stations attracted 1.9 million Hispanic consumers each week in Spring 2007, providing a 2.5% share of all Hispanic listening, up from 2.4% in Spring 2006, tying with News/Talk/Information in appeal, and up from 8.9% to 9.1% of the national audience.

The gender balance among Hispanic Country listeners was virtually identical to Country's national profile, with Women comprising 53%—the fifth-highest proportion. However, the Hispanic audience for Country was much younger, with 82% being under 55 years old, compared against 69% of all listeners. The 35-44 Hispanic listener segment was the fastest growing, rising from 18% in 2006 to 23% in 2007. Twenty percent of Hispanic Country listeners were between 12-24, compared to just 16% of the format's national audience.

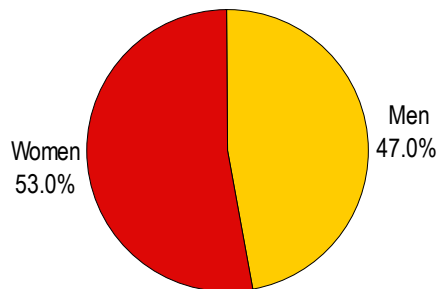
The percentage of Hispanic listeners of Country who were 35-44 was the fourth highest of all formats. It was fifth highest in its teen percentage, and sixth lowest in its 65+ composition.

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

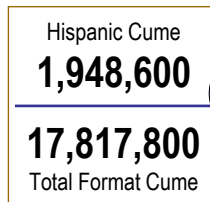
*Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



*In Hispanic DST Markets*



## AQH Share Trend

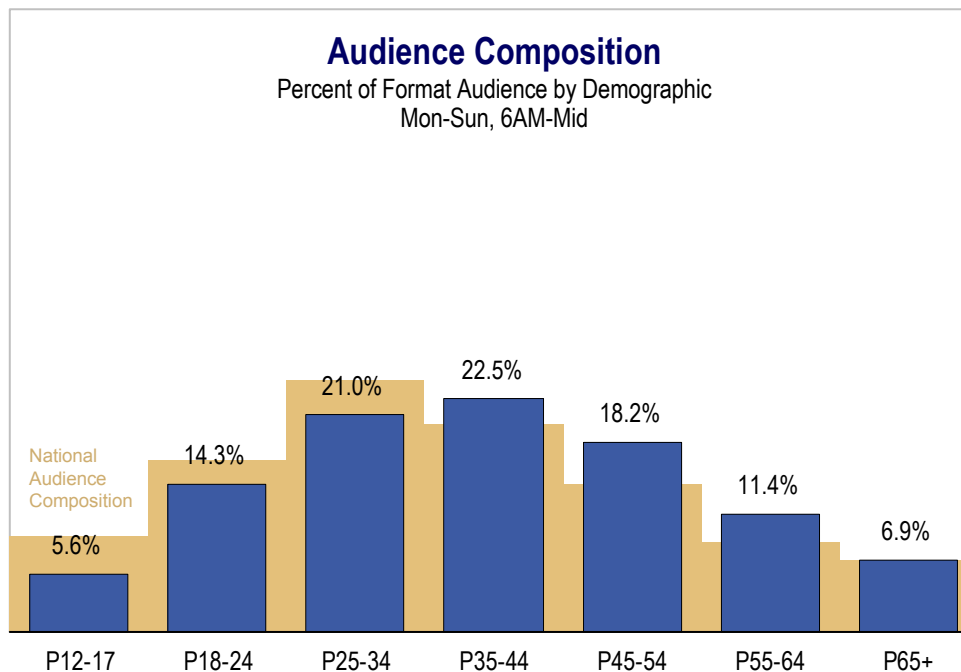
Persons 12+, Mon-Sun, 6AM-Mid

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

\*2006 was the first year reporting on this format.

## Audience Composition

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



*continued* ►

# Country

## Equal Location Distribution

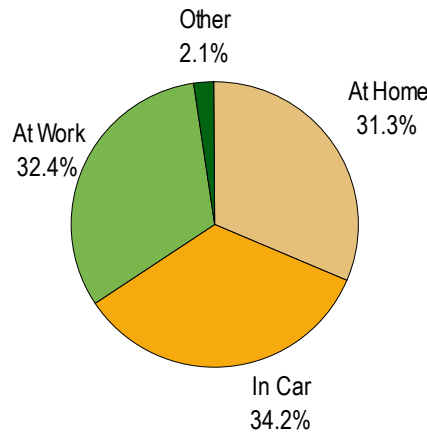
Country listening by Hispanic consumers took place nearly equally at home, at work and in the car, with in car holding a slight lead over other locations and at work supplanting at home as the second choice. The percentage of at-home listening by Hispanic consumers was lower for Country than any other format, while the percentage of in car for Country was tops among all music formats (No. 2 overall) and was second highest for its at-work proportion.

Country registered ratings gains in every key daypart except evenings, where it dipped slightly. The format notched its biggest growth in middays, rising from 2.3% to 2.8% of all listening—the one daypart where it exceeded its full-week performance.

Country's ratings improved in New England, South Atlantic, Mountain and Pacific territories. The format did best in the West North Central region, where it ranked fourth, followed by the South Central and Mountain areas, where it was fifth.

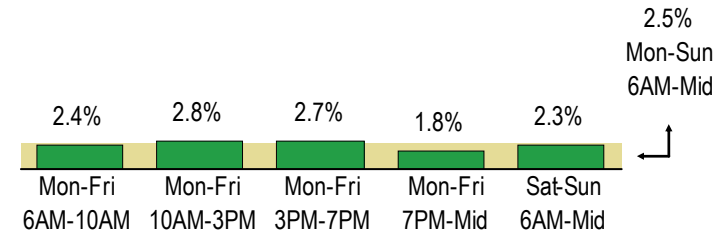
## AQH Share of Listening by Location

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



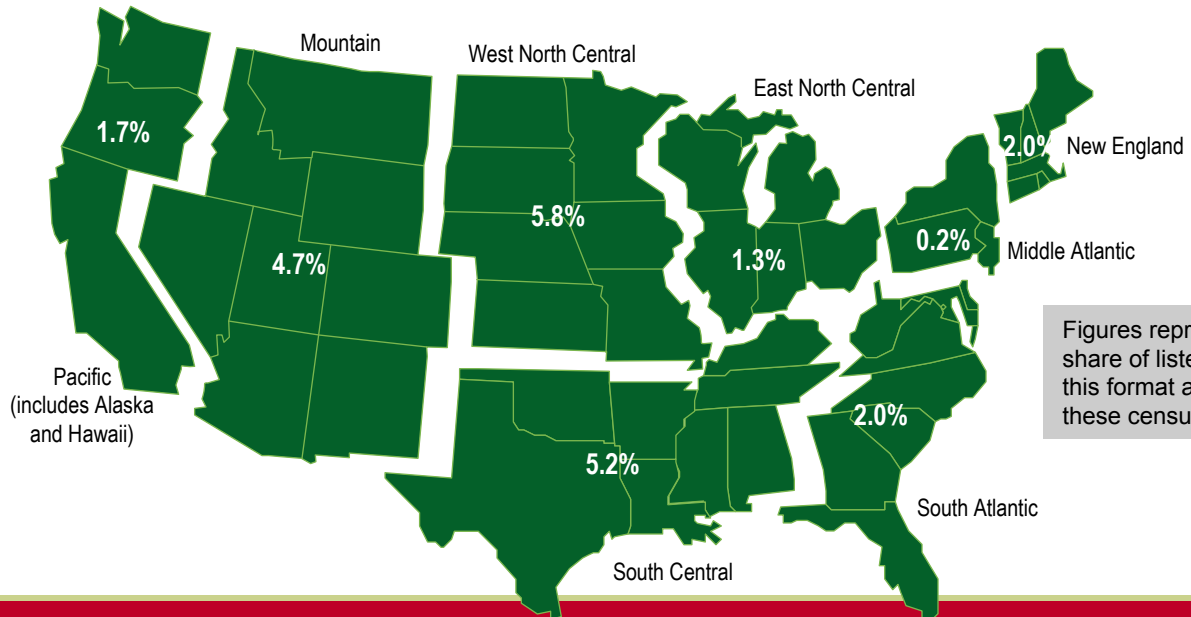
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

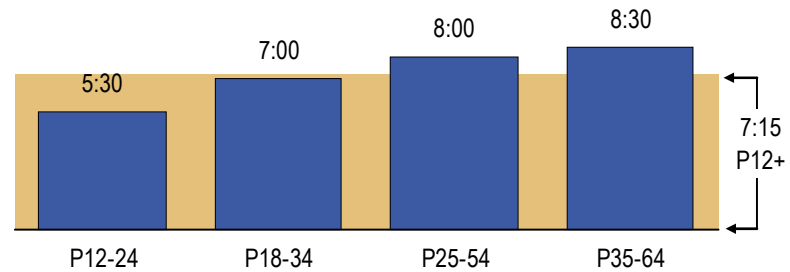
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

Time spent listening held steady in Spring 2007 overall, but rose among listeners 25-54 and 35-64.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from Maximize<sup>®</sup> Plus National Regional Database, Spring 2007.

# Latino Urban

## Small in Numbers, But Mighty in Results

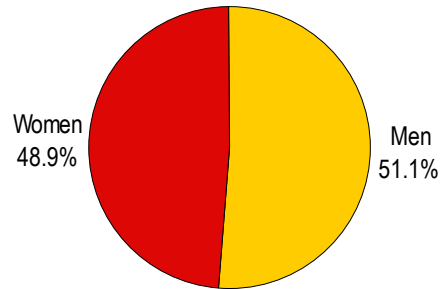
While there was literally only a handful of Latino Urban stations in America—only 12 in the Spring of 2007, and located primarily in California and Texas—they delivered an impressive 2.3% of the total Hispanic listening audience, ranking the format 11th in this report. Collectively, these stations reached nearly 1.9 million listeners per week.

With Women outnumbering Men by a small margin, the Latino Urban audience was young—more than half were under 25 years old and 77% were under 35—the highest percentage of all Spanish-language formats. Fewer than 10% were 45 or older. Latino Urban ranked third highest in the percentage of its listeners who were Teens, and was No. 2 in its 18-24 composition.

Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume

Hispanic Cume

**1,878,900**

**2,161,100**

Total Format Cume

In Hispanic DST Markets



## AQH Share Trend

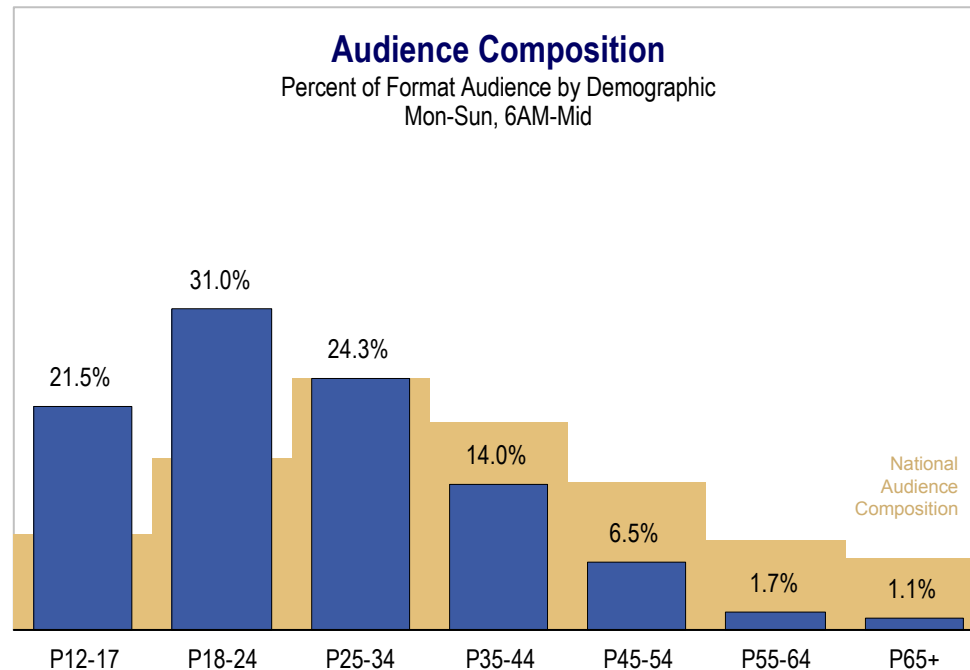
Persons 12+, Mon-Sun, 6AM-Mid

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	-	-
SP07*	<b>2.3</b>	<b>0.6</b>

\*2007 was the first year reporting on this format.

## Audience Composition

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



continued ►



# Latino Urban

## Strength in Evenings and Weekends

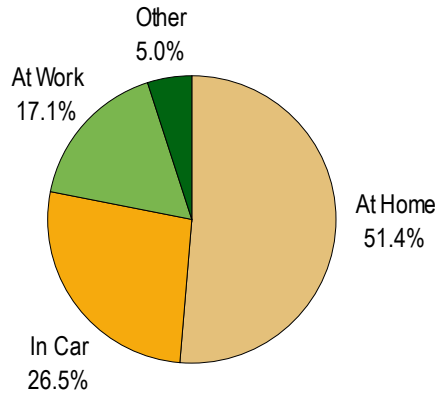
More than half of all Hispanic listening to Latino Urban took place at home, ranking fifth-highest in that percentage. At 27%, Latino Urban's proportion of in-car listening was second-highest among all Spanish-language formats. Latino Urban ranked third lowest in its share of tune-in taking place at work, but third highest in the amount of listening occurring somewhere other than at home, work or in the car.

Latino Urban's ratings were at their lowest during weekday mornings and increased throughout the day, peaking in evenings well above the format's overall 12+ share, where it was Hispanic listeners' eighth most popular format. Weekends also outperformed Latino Urban's ratings as a whole.

Virtually all of Latino's audience was in two regions—the East North Central and Middle Atlantic—ranking No. 3 among all formats in those territories. The South Central and Pacific areas comprised the rest of Latino Urban's geographic profile.

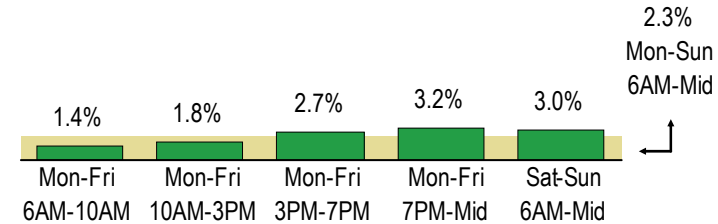
## AQH Share of Listening by Location

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



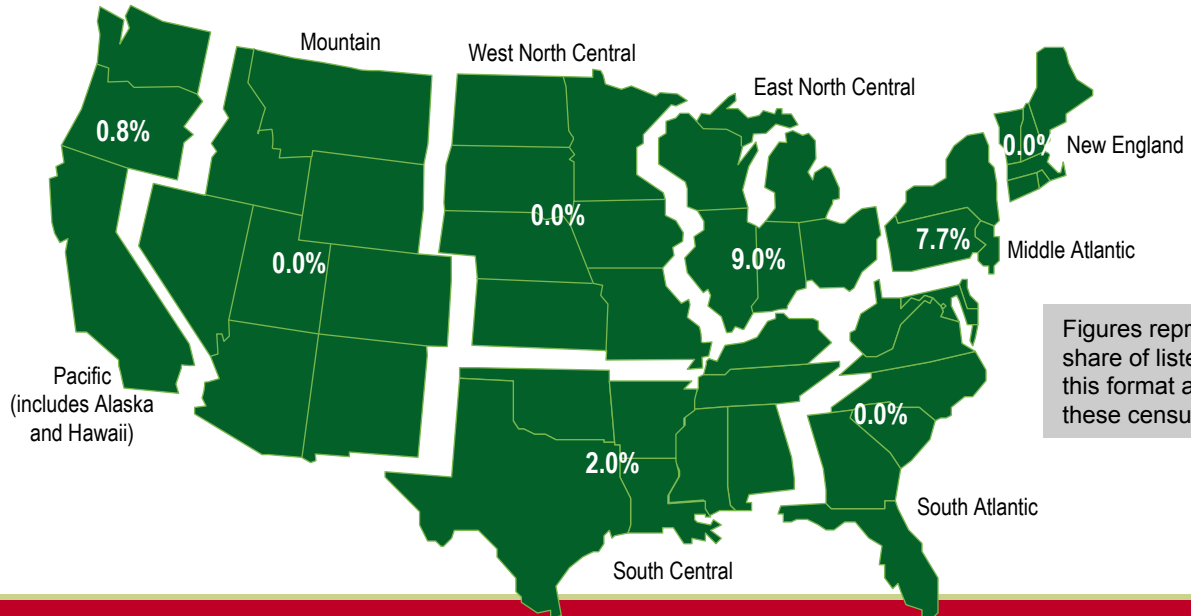
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

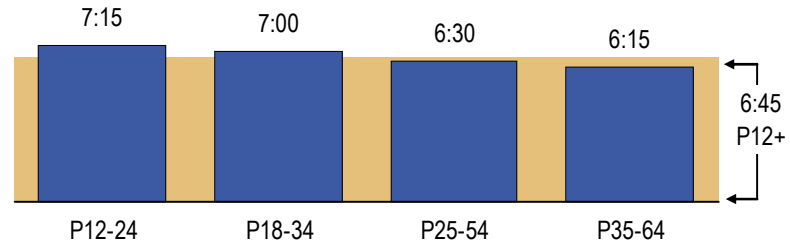
continued ►

# Latino Urban

Latino Urban generated close to seven hours per week of time spent listening, with 12-24s providing an extra 30 minutes per week and 18-34s generating an extra quarter-hour. The format tied for fourth highest in TSL among 12-24s.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Classic Hits

## A Solid 45+ Winner

Reaching 1.4 million Hispanic consumers each week, the 288 Classic Hits radio stations drew 2.0% of all Hispanic radio listening and 2.8% of the national audience. By a 52% to 48% margin, Men held a slight majority of Classic Hits listeners, and the format ranked fifth highest in its proportion of Men.

Generally focusing on pop hits of the late '60s through the '70s, Classic Hits stations targeted primarily Adults 35-64, which represented two-thirds of the format's audience. Nearly 82% of Classic Hits Hispanic listeners were 35 or older; only 7% were under 25. The proportion of Classic Hits listeners in the 45-54 and 55-64 age groups was second highest of all formats, and its 65+ percentage was fifth highest.

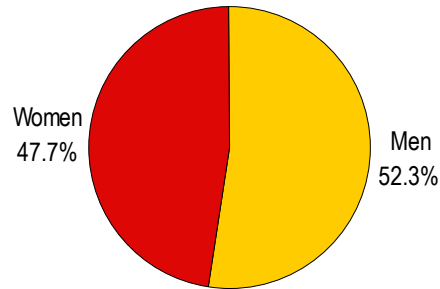
The aggregate Hispanic audience for Classic Hits was slightly older than the overall national following, as 66% of Hispanic listeners to Classic Hits were under 55, compared with 72% of the national Classic Hits audience.

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

Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume

Hispanic Cume

**1,421,400**

**8,369,600**

Total Format Cume

In Hispanic DST Markets



## AQH Share Trend

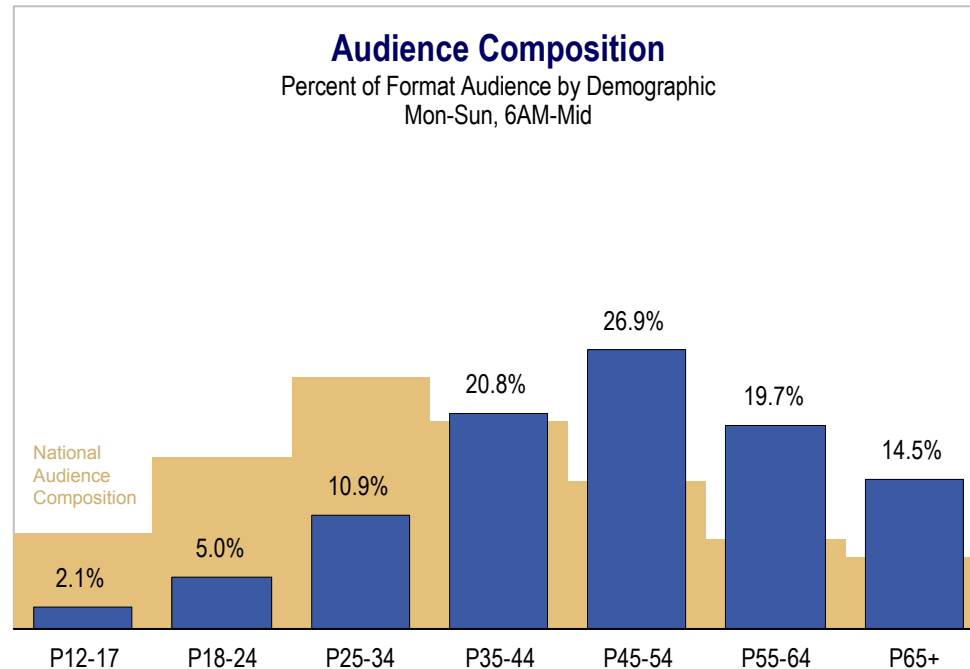
Persons 12+, Mon-Sun, 6AM-Mid

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05	-	-
SP06	-	-
SP07*	<b>2.0</b>	<b>2.8</b>

\*2007 was the first year reporting on this format.

## Audience Composition

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



continued ►

# Classic Hits

## Middays, Weekends Shine

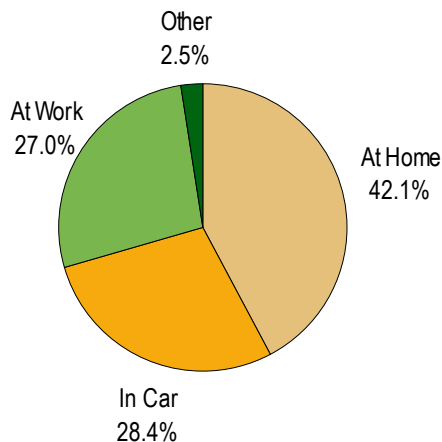
Although at home earned a higher share of Classic Hits listening by Hispanics than any other location, that percentage was third lowest of all formats in this report. The proportion of listening taking place in the car, which ranked fifth highest of formats, grabbed slightly more than at-work tune-in.

Although Classic Hits' ratings were relatively stable across various dayparts throughout the week, middays and weekends produced audience shares above the format's overall 12+ numbers.

The South Atlantic region, where Classic Hits ranked as the No. 5 format, was by far the strongest for Hispanic listeners, followed by the New England, Pacific and East North Central areas.

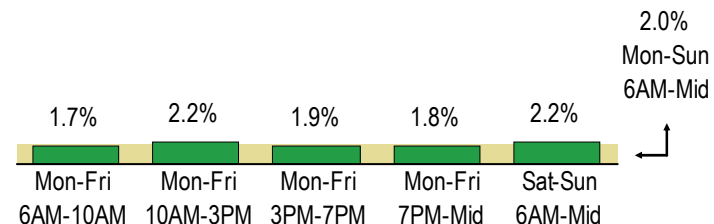
## AQH Share of Listening by Location

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



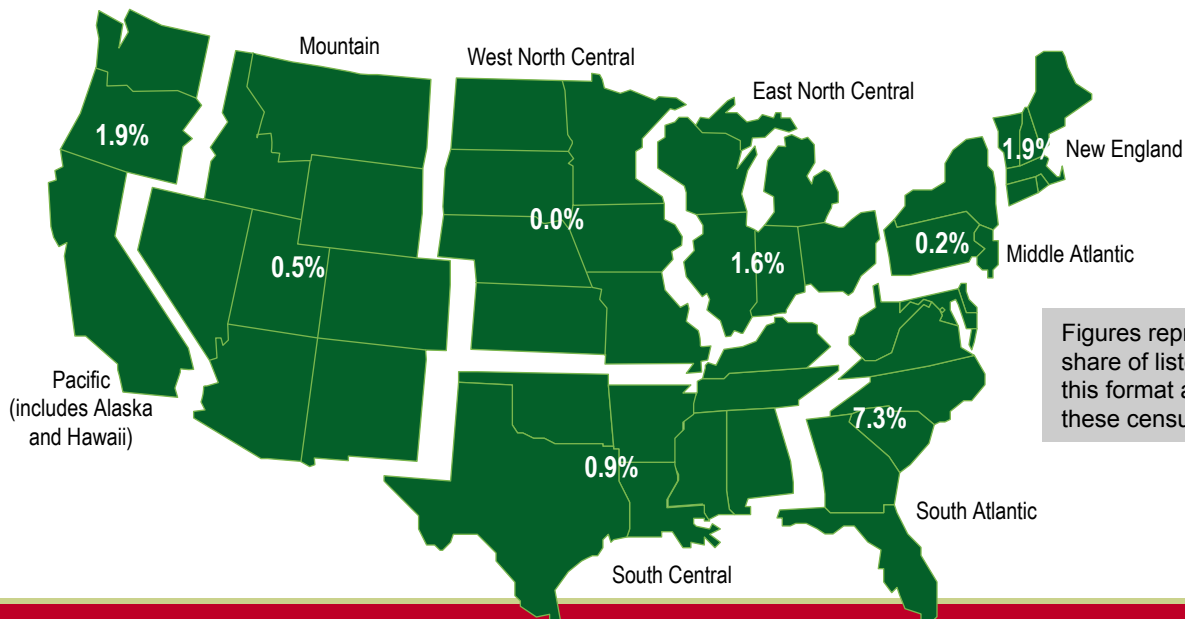
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

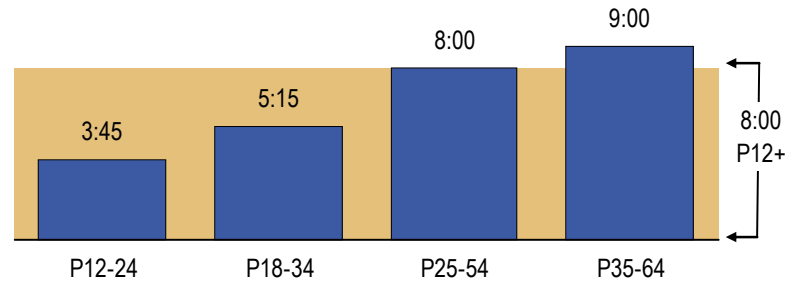
continued ►

# Classic Hits

At eight hours per week, time spent listening among Hispanics to Classic Hits was the highest of all English-language formats. It was also well above what the format delivered among its national audience, scoring an hour better among 25-54s and 90 minutes more with the 35-64 age group. With 35-64s, Classic Hits delivered a higher TSL than three Spanish-language formats – an unusual strength.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

# Spanish Variety

## Diversity and Stability

Broadcast by 146 stations across America, Spanish Variety offered a diverse mix of music and information, delivering nearly one million Hispanic listeners each week. The format scored 1.4% of the national Hispanic radio audience in Spring 2007, the same as in Spring 2006, and 0.3% of the total national audience, up from 0.2% the previous year.

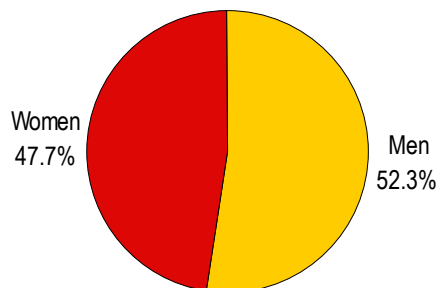
Hispanic Men listeners to Spanish Variety outnumber Women by a 52% to 48% margin—sixth highest of the 16 formats in this study. Spanish Variety’s Hispanic audience consolidated noticeably in the 18-54 demographic between 2006 and 2007, rising from 70% to 77% of its listenership. The biggest gains came among 18-34s, which grew from 37% to 42% of the format’s Hispanic audience—a six-year peak. Spanish Variety’s proportion of Teens was third lowest of all formats, but fifth highest among 18-24s and sixth among 25-34s. Spanish Variety’s 18-24 segment more than doubled since 2002.

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

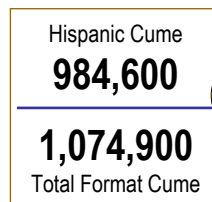
Source: Format definitions are from Arbitron. Data come from MaximiSe® Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets



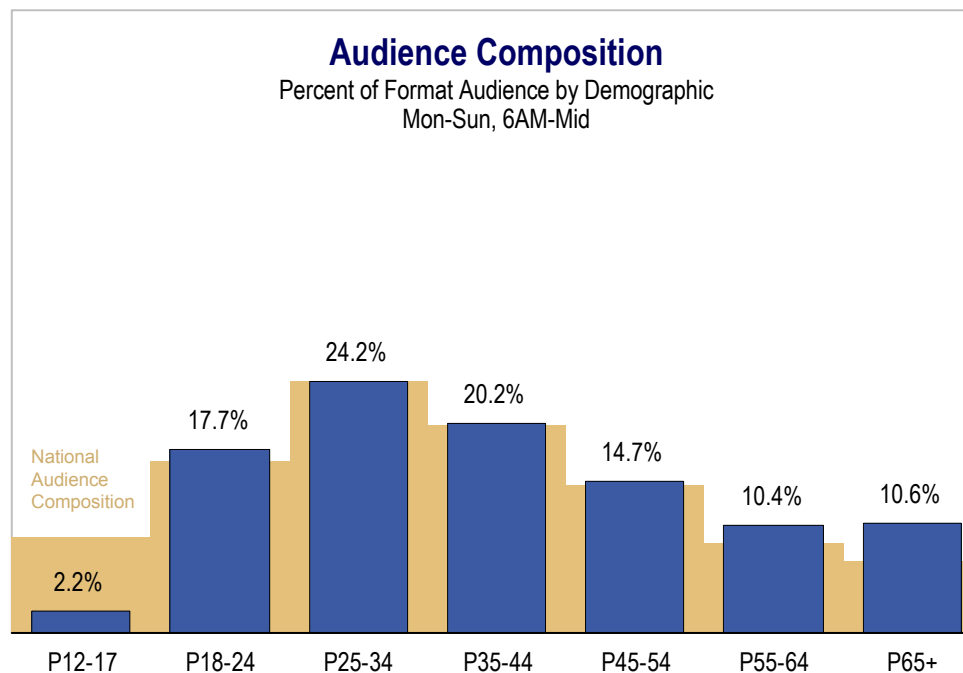
## AQH Share Trend

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

	Hispanic	Total
SP02	3.1	0.5
SP03	1.4	0.2
SP04	1.0	0.1
SP05	3.2	0.6
SP06	1.4	0.2
SP07	1.4	0.3

## Audience Composition

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



continued ►

# Spanish Variety

## Putting Variety in Your Work

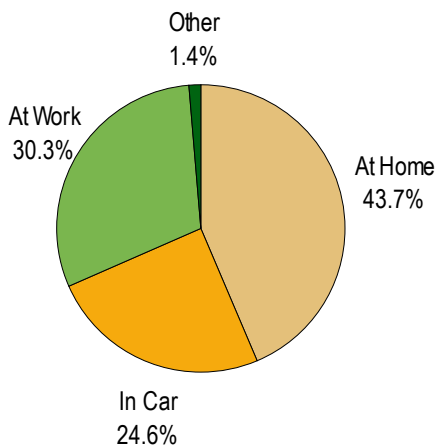
There was a major shift in listening by location in this format between Spring 2006 and 2007, where at-work listening soared from 21% to 30% among Hispanic consumers; at-home tune-in dropped from 54% to a six-year low of 44% (it was 62% in 2003). In car grew from 18% in 2003 to 25% in 2007—a six-year peak. Spanish Variety’s at-work listening segment was fourth-highest of all formats and also reached a six-year peak, up from 19% in 2002 to 30% in 2007.

Ratings for Spanish Variety were nearly level regardless of daypart, with middays slightly outperforming the format’s overall ratings.

The West North Central was the strongest region for Spanish Variety, followed by the South Central and South Atlantic areas. Spanish Variety picked up ratings increases in the South Central and Pacific regions.

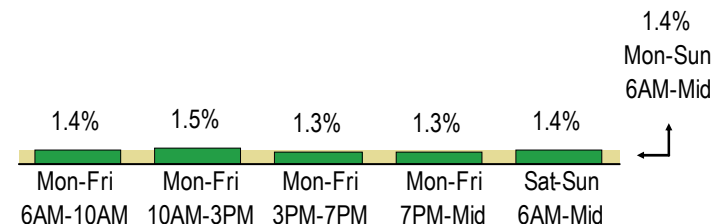
## AQH Share of Listening by Location

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



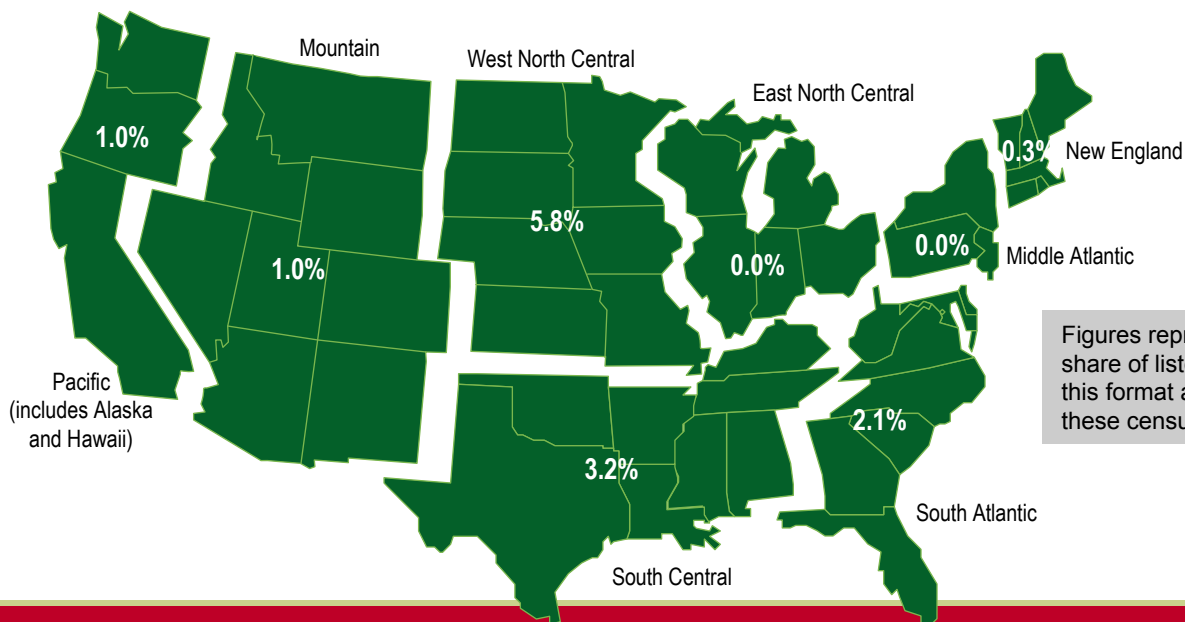
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

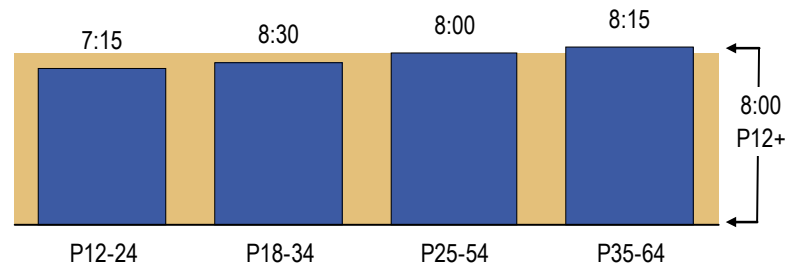
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# Spanish Variety

Time spent listening to Spanish Variety held steady between 2006 and 2007, with 12-24 TSL up markedly 75 minutes per week to its highest in six years. TSL also advanced 45 minutes ahead among 18-34s—another six-year high. Those gains were offset by TSL slippage of 30 minutes among 25-54s and 15 minutes among 35-64s.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.



# Spanish Religious

## Gaining for the Second Straight Year

There were 82 Spanish Religious stations in Spring 2007, up from 68 the previous year, featuring inspirational and easy-listening religious music from Latin America. The format was a variety of Spanish Christian music from Tejano, Mariachi, Salsa, Rock and Pop. These stations also featured instrumentals, ballads, Contemporary Christian and regional music. Most programming included music, spiritual teachings and daily praise and worship.

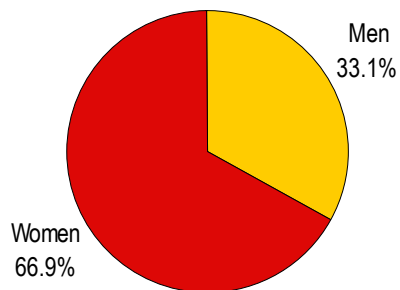
Spanish Religious' audience grew by 110,000 listeners per week, increasing the format's 12+ share of all Hispanic programming from 1.1% to 1.3%, up for the second consecutive year.

Women listeners of Spanish Religious outnumbered Men 2:1; it's the highest proportion of Women to Men of all formats. There were seismic shifts in every age cell: 12-24s grew from 12% to 15%; 25-44s fell from 46% to 39%; 45-54s rose from 14% to 19%; 55-64s fell from 17% to 10%; and those 65+ climbed from 11% to 16%.

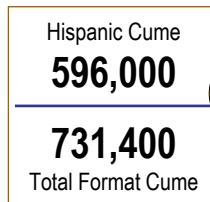
Note: Due to rounding, totals may not add to 100.  
Source: Format definitions are from Arbitron. Data come from MaximiSe<sup>®</sup> Plus National Regional Database, Spring 2007.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets



## AQH Share Trend

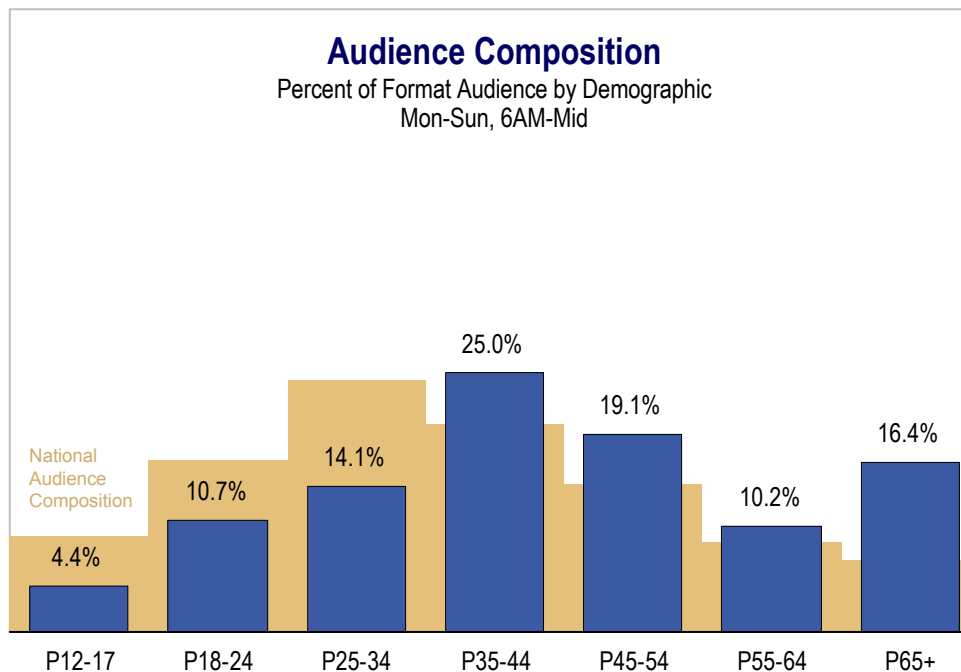
Persons 12+, Mon-Sun, 6AM-Mid

	Hispanic	Total
SP02	-	-
SP03*	-	0.1
SP04	-	0.1
SP05	0.9	0.0
SP06	1.1	0.1
SP07	<b>1.3</b>	<b>0.1</b>

\*2003 was the first year reporting on this format.

## Audience Composition

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



continued ►

# Spanish Religious

## Home Is Where the Listening Is

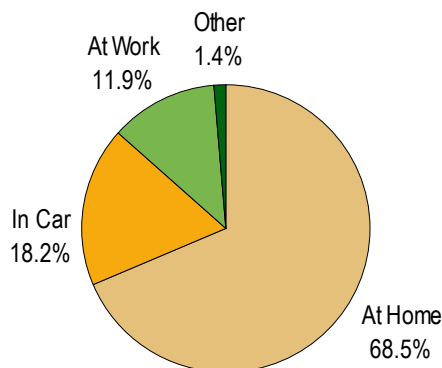
At home dominated location listening to Spanish Religious with nearly 70% of all tune-in—a higher percentage than any other format. Although the combined proportion of in-car and at-work listening picked up 2% between 2006 and 2007, at work had the lowest percentage and in car had the second lowest of all formats.

Ratings for Spanish Religious were up in every daypart, including weekends, over the previous year and were more than 50% above their 2005 levels in mornings, middays, evenings and weekends. Mornings, evenings and weekends scored higher ratings than the format generated overall.

The Middle Atlantic gave Spanish Religious its best ratings, followed by South Central, South Atlantic and Pacific regions. The format posted ratings gains in New England, as well as the Middle Atlantic, South Atlantic and South Central areas.

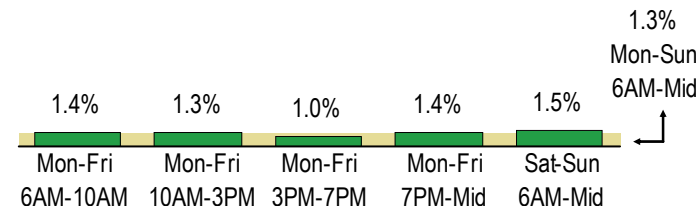
## AQH Share of Listening by Location

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



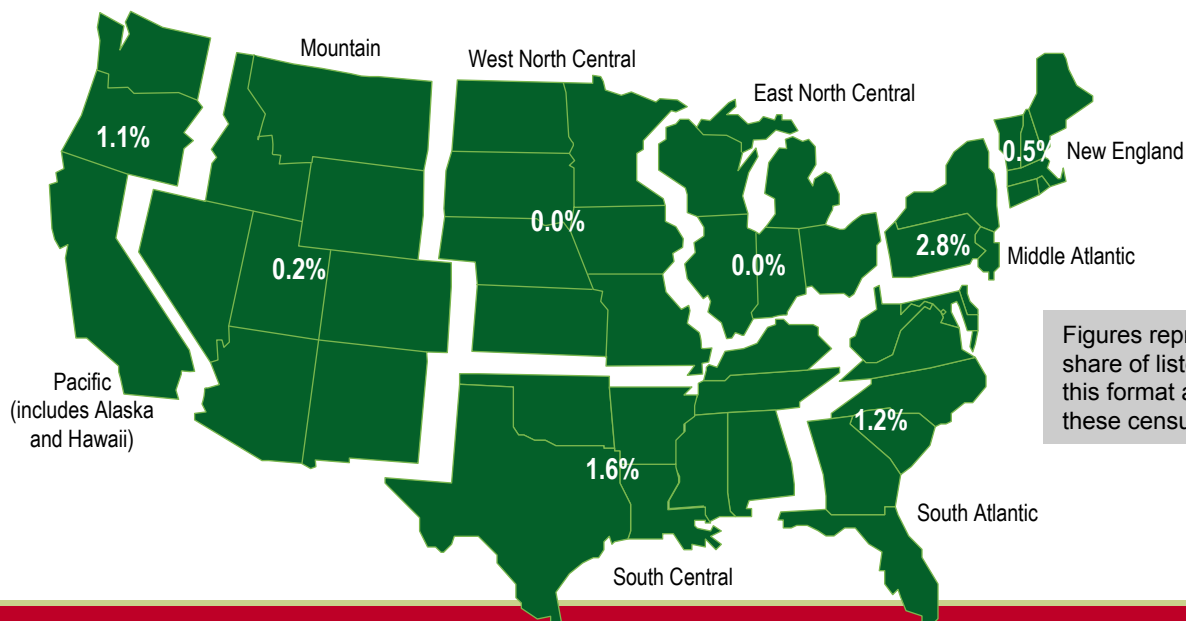
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

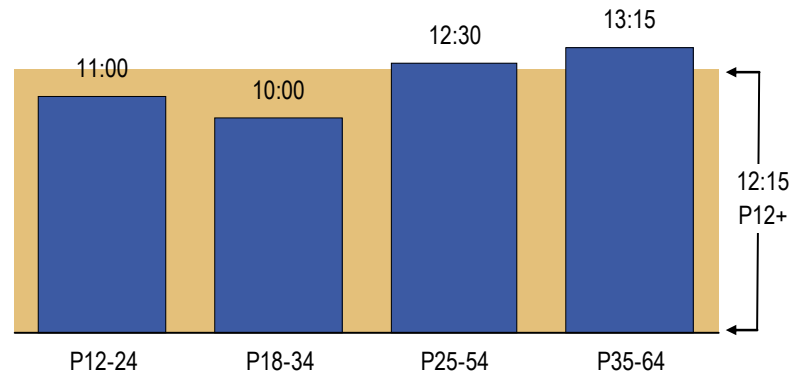
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# Spanish Religious

Spanish Religious ranked No. 2 in time spent listening in every key demographic, with more than 12 hours per week overall. Although that was down from 2006, it was still well ahead of 2005 figures. TSL was up three-and-a-half hours among 12-24s since 2005, up 45 minutes with 25-54s, and 90 minutes longer with 35-64s.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

## A Concentrated 45-54 Audience

More than 450,000 Hispanic consumers enjoyed the 21 highly localized Tejano stations featuring Tex-Mex and Northern Mexico regional music each week. The format's average 12+ QH share among Hispanic listeners held steady at 0.7% between Spring 2006 and 2007. As its namesake implies, virtually all Tejano stations were in Texas.

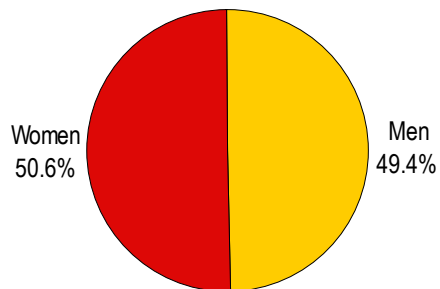
The Tejano audience gender balance was nearly evenly split, with Women outnumbering Men by a slim 51% to 49% margin. The format's core demographic was 45-54, but its 45+ Hispanic audience grew substantially between 2005 and 2007, rising from 44% to 58%. The percentage of every demographic group between 12 and 44 declined from 2006 to 2007, while that of all 45+ segments rose. Tejano's 45-54 audience cell—27% of its total audience—was higher than any other format. Its concentration of Adults 55-64s was fourth highest.

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

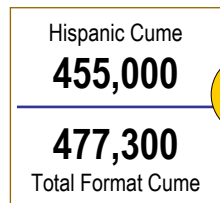
*Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.*

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



*In Hispanic DST Markets*



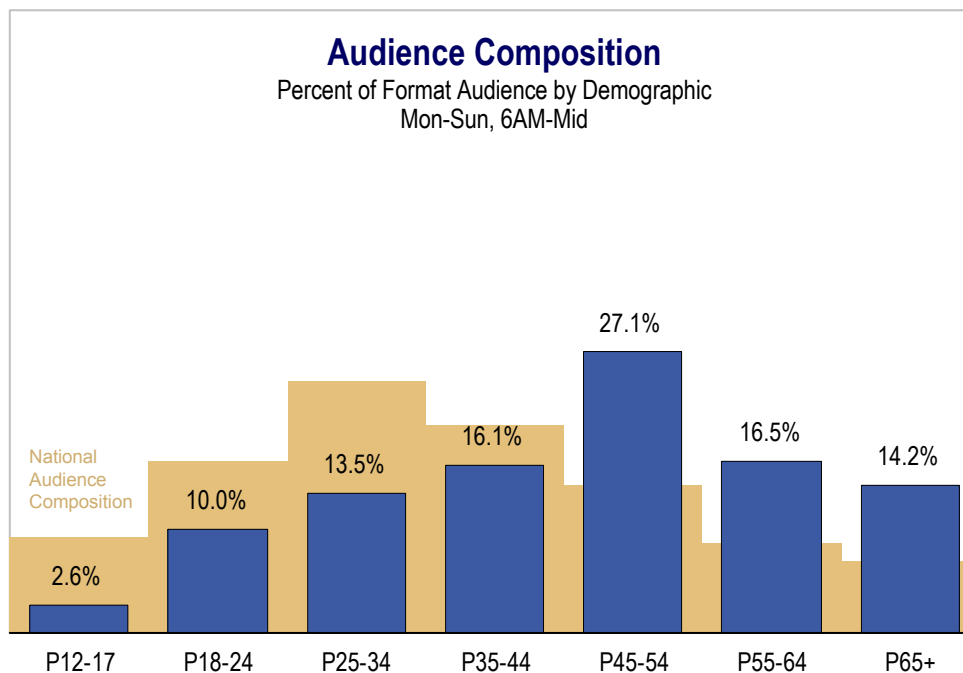
## AQH Share Trend

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

	Hispanic	Total
SP02	1.1	0.1
SP03	1.0	0.1
SP04	1.1	0.1
SP05	0.8	0.1
SP06	0.7	0.1
SP07	<b>0.7</b>	<b>0.1</b>

## Audience Composition

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



*continued* ►

## The Sound of Hispanic Texas

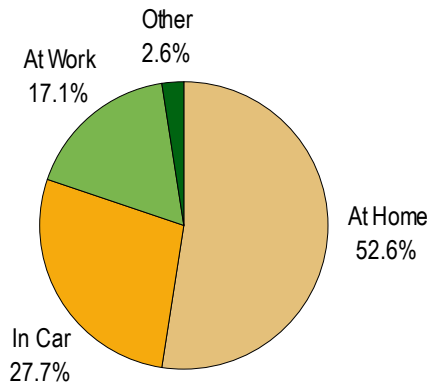
A majority—53%—of Hispanic radio listening to Tejano took place in the home, up sharply from 45% in 2006. The format ranked fourth highest in its proportion of at-home listening. Those gains were offset by 4% and 3% declines in in-car and at-work tune-in, respectively. At-home's share of total Tejano listening was at its highest in six years, while at work and in car were at their lowest.

Weekday evenings and weekends provided the highest ratings for Tejano, slightly exceeding the format's overall 12+ share, and weekday evenings were up from 2006 to their highest share level since 2004.

Tejano's highly regionalized appeal produced audience share in only two areas: the South Central and Mountain territories, with 94% of all Tejano listening occurring in Texas.

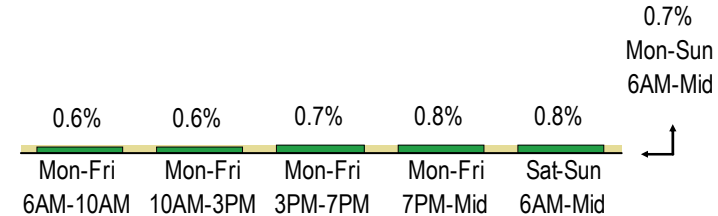
## AQH Share of Listening by Location

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



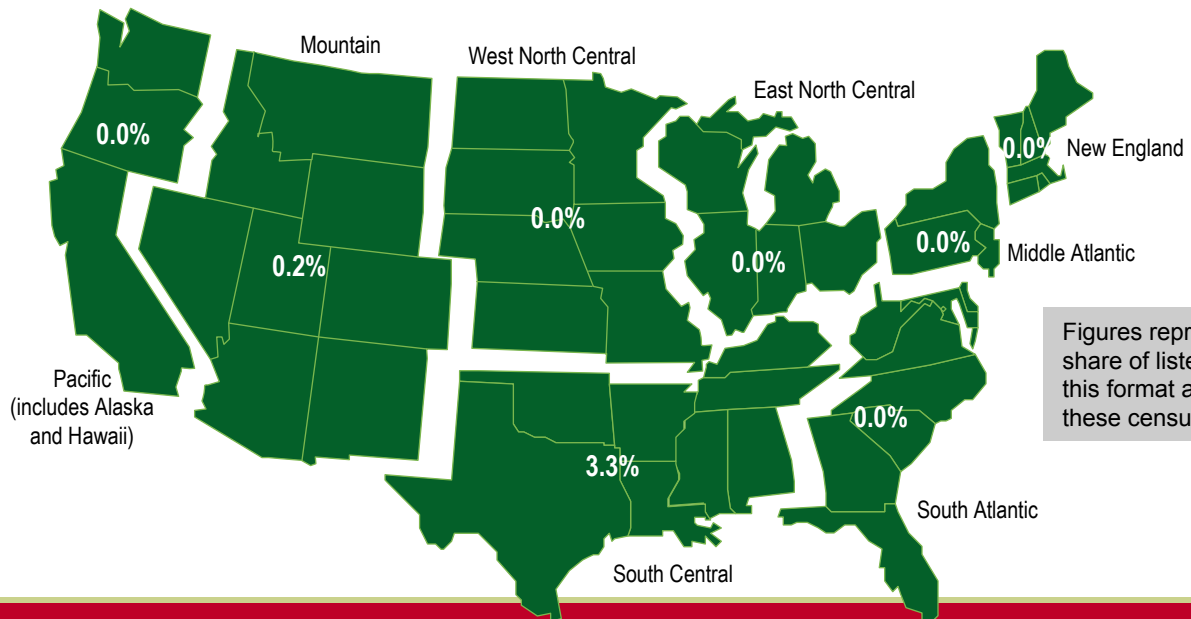
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

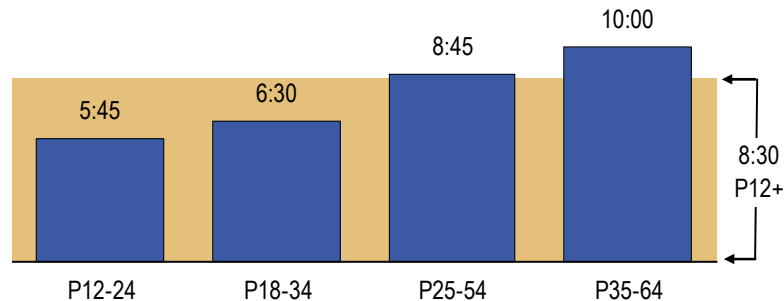
Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

However, time spent listening to Tejano grew 30 minutes per week between Spring 2006 and 2007, with 15-minute increases among 12-24s (for the second straight year) and 25-54s, and a 45-minute bump north among those 35-64 (also for the second consecutive year) with 18-34s down 15 minutes.

## Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Spanish Oldies

## A Broad Adult Appeal

Offering a cross-section of hit songs mostly from the '60s, '70s and '80s, Spanish Oldies was similar to the English-language Oldies format, except it covers more genres across Latin America and had a broad balance in its adult appeal. Its weekly reach of Hispanic listeners was 254,000 across 26 stations, giving Spanish Oldies a 0.3% share of the Hispanic audience, down from 0.5% in Spring 2006.

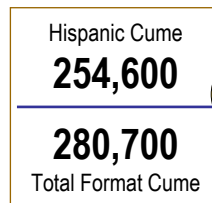
Men listeners outnumbered Women by a 54% to 46% ratio—the third-highest proportion of all formats favoring Men. The 25-54 demographic was the target group for Spanish Oldies, comprising 61% of the format's total audience. Nearly 88% of Spanish Oldies listeners were at least 25 years old, and the percentage of Spanish Oldies' audience in the 65+ demo cell was fourth highest of all formats.

## Listeners 12+

Mon-Sun, 6AM-Mid



## Cume



In Hispanic DST Markets



## AQH Share Trend

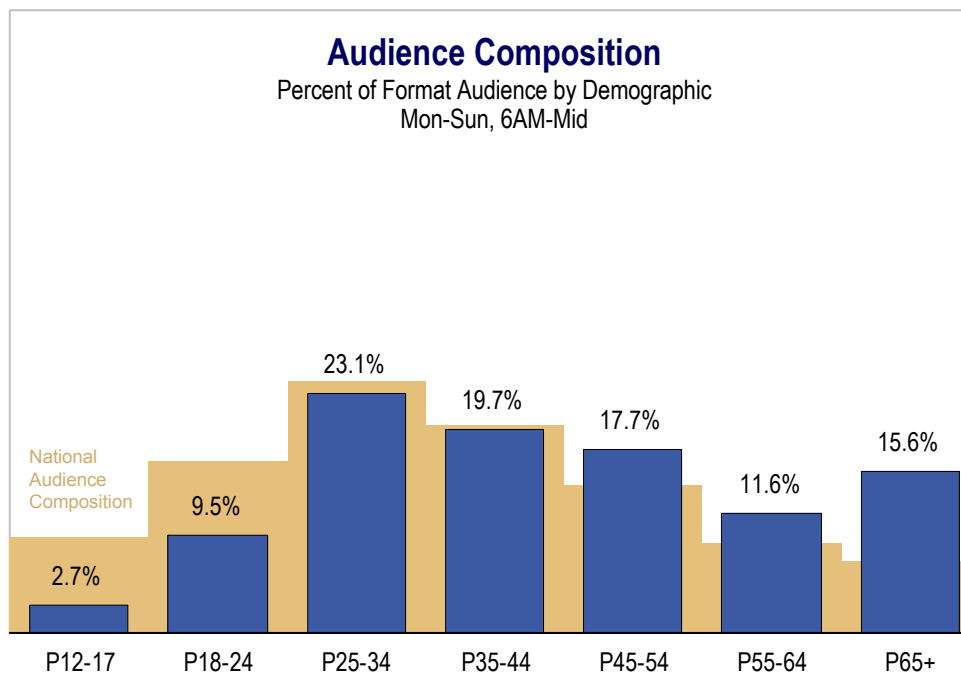
Persons 12+, Mon-Sun, 6AM-Mid

	Hispanic	Total
SP02	-	-
SP03	-	-
SP04	-	-
SP05*	0.4	0.0
SP06	0.5	0.1
SP07	<b>0.3</b>	<b>0.0</b>

\*2005 was the first year reporting on this format.

## Audience Composition

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



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

Source: Format definitions are from Arbitron. Data come from Maximize® Plus National Regional Database, Spring 2007.

continued ►

# Spanish Oldies

## Highly Regionalized Audience

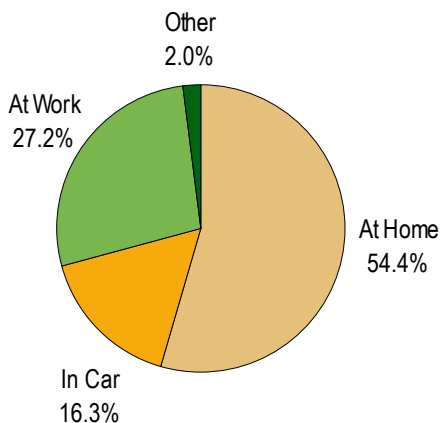
At home continued to gain in its proportion of Spanish Oldies listening, rising in the two years between 2005 and 2007 from 48% to 54% of all tune-in—third-highest percentage of all formats in this report. At work's share grew 3%, while in car fell more than 10% from 2005, making it a distant third in location choice and giving the format with the smallest proportion of its listening taking place behind the wheel.

Ratings for Spanish Oldies were consistently even across every daypart and on weekends, with weekday middays providing a slight edge over the rest of the week.

Spanish Oldies had measurable listening exclusively in the South Central and Pacific regions. The majority of Spanish Oldies stations were in California and Texas.

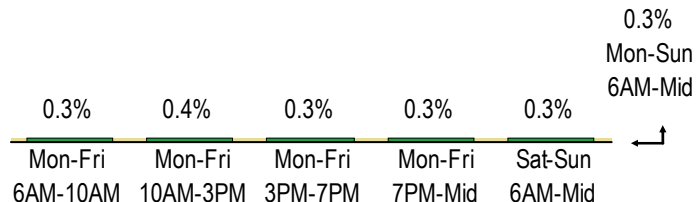
## AQH Share of Listening by Location

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



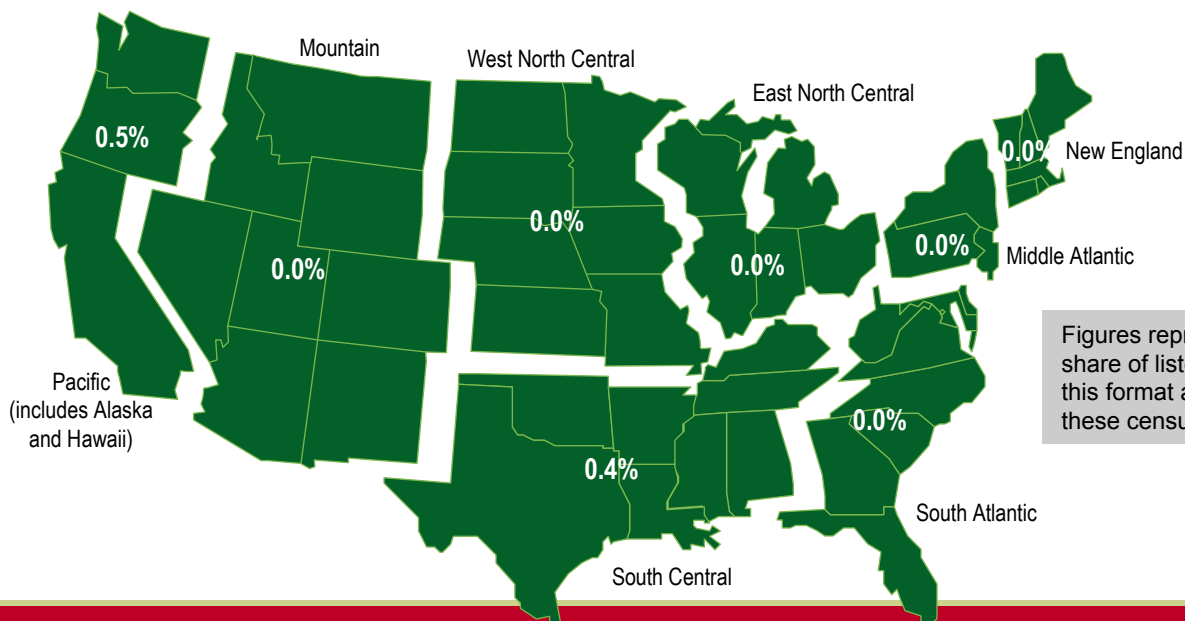
## AQH Share of Listening by Daypart

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



## Audience Share by Region

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



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

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

Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

continued ►

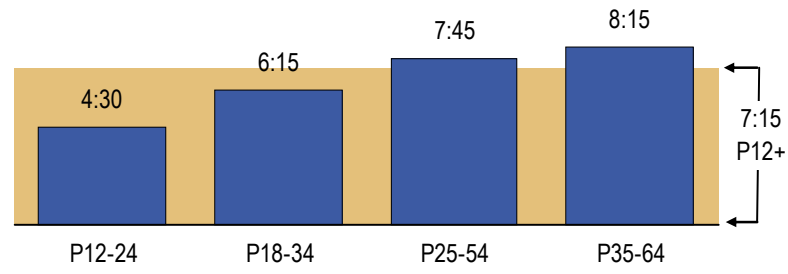


# Spanish Oldies

Overall time spent listening experienced erosion between 2006 and 2007, down an hour per week, along with declines in the key demographic groups. Listeners in the 12-24 age group was down only a modest 15 minutes since 2005, while 18-34s were off 45 minutes. However, while Adults 25-54 were listening 75 fewer minutes in 2007 vs. 2005 and for 90 fewer minutes among those 35-64.

### Time Spent Listening by Demographic

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



Source: Format definitions are from Arbitron. Data come from MaximiSer® Plus National Regional Database, Spring 2007.

# Scarborough Report: Spanish-Language Format Listeners

## Workers With Families

Approximately 72% of Spanish-language radio consumers were employed full-time or part-time, compared to 65% of the general population, with 54% working full-time, slightly more than the U.S. population as a whole.

Fifty-two percent of Spanish-language radio listeners are married. More than one-third are single, indexing well above the national average. However, their household sizes were larger, with 43% having two or more children, compared to the national composition of only 24%. While the percentage of these consumers that rent is twice that of the U.S. as a whole, nearly half (45%) owned their own home.

Spanish-language radio listeners were far less likely to be registered to vote and to go to the polls than the general population. They closely matched the national average for identifying as Democrats, but are about half as likely to consider themselves Republican. Nearly 40% refuse to characterize themselves as either Democrat, Republican or Independent.

## Marital Status

Married	52%
Never Married	36%
Widowed/Legally Separated/Divorced	11%

## Own or Rent Residence

Own	45%
Rent	49%
Other	6%

## Employment Status

Employed 35 Hours or More	54%
Employed Less Than 35 Hours	18%
Not Employed	28%

## No. of Children in Household (under 18)

	Index
None	64
One or More	152
Two or More	176
Three or More	219

## Political Identification

	Index
Democrat	95
Republican	55
Independent	67
Independent, But Feel Closer to Democratic	83
Independent, But Feel Closer to Republican	62
None of These	220

## How Often Usually Vote in Statewide Elections

	Index
Always	55
Sometimes	75
Never	206

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

Source: Format definitions are from Arbitron. Data come from Scarborough USA + Release 2, 2007.

continued ►

# Scarborough Report: Spanish-Language Format Listeners

## These Listeners Answer the Call

Two-thirds of Spanish-language radio listeners have a wireless/cell phone subscription, just 5% below the general population. Nearly three-quarters (72%) of those with a wireless/cell phone plan spent at least \$50 per month on their service, with 11% spending \$150 or more. Of all these consumers, 15% are planning to switch carriers in the coming year—45% more likely than all adults with a cell phone.

When it comes to using their cell phones, Spanish-language radio listeners were more involved than the average person, indexing well above the norm in nearly all of the features measured by Scarborough.

With regard to conventional telephone usage, Spanish-language radio consumers were nearly twice as likely to spend \$100 or more on long distance calls, to make collect calls and to use prepaid phone cards. They were also much more likely to use calling cards from local or long distance providers.

## Wireless/Cell Phone Subscriber

Yes	66%
No	34%

## Wireless/Cell Phone Bill Amount Last Month

Less than \$30	9%
\$30-\$49	19%
\$50-\$74	27%
\$75-\$99	17%
\$100-\$149	17%
\$150 or more	11%

## Carrier: Plan to Switch Next 12 Months

Yes	15%
No	85%

## Wireless/Cell Phone Features Currently Use

	Index
Camera/Picture Taking	119
Download Ringtones	111
Download Video Games	134
E-mail	110
Instant Messaging	129
Picture Messaging	139
Push to Talk—2-Way	126
Stream Videoclips	136
Text Messaging	114
Other Internet Features	112

## Telephone

	Index
\$100 or More Spent on Long Distance	191
Calling card—Local Service Provider	163
Calling card—Long Distance Provider	139
Collect Call	189
Pre-Paid Phone Card	194
Wireless/Cell Phone	93

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

Source: Format definitions are from Arbitron. Data come from Scarborough USA + Release 2, 2007.

continued ►

# Scarborough Report: Spanish-Language Format Listeners

## Retail-Ready Consumers

Listeners to Spanish-language radio were a marketer's dream in numerous important categories, from consumer electronics to durable goods, transportation and real estate. They were nearly twice as likely as the average person to be planning to purchase a newly constructed home or condominium in the next 12 months, and were much more likely to be in the market to buy things to go in it such as furniture, appliances, mattresses, HDTV, a computer, security system, pool or spa, video game system and other items.

Spanish-language radio listeners who are in the market for a new car are almost twice as likely as all adults who plan to purchase a new car to spend under \$10k, and 66% more likely to spend between \$10 and \$15k.

Spanish-language radio listeners were more likely than the general population to use check-cashing services.

Items Household Plans to Buy in Next 12 Months	Index
Computer	161
Digital Camera	143
Digital Recorder TiVo®, etc.	112
DVD Player	134
Furniture	127
HDTV	130
Home Security System	162
Major Appliance	118
Mattress	126
Mobile Home or Manufactured Housing	224
Motorcycle	143
MP3 Player (iPod®, Creative Lab®, etc.)	155
PDA (Personal Digital Assistant)	139
Pest Control Service	167
Pool or Spa	117
Primary House or Condo (existing)	154
Primary House or Condo (new)	189
Satellite Radio Subscription	128
Satellite TV Subscription	173
Second Home	136
Video Game System	185
Wireless/Cellular Service for HH Member	141

Amount HHLD Plans to Pay for New Vehicle Next 12 Months	Index
Any Amount	100
Under \$10,000	194
\$10,000-\$14,999	166
\$15,000-\$19,999	95
\$20,000-\$24,999	92
\$25,000-\$29,999	87
\$30,000-\$34,999	79
\$35,000-\$44,999	64
\$45,000 or More	60

Activities Past 12 Months	Index
Adult Continuing Education	96
Basketball	135
Bicycling	86
Bowling	80
Free Weights/Circuit Training	87
Jogging	148
Tennis	99

Professional Services Used by HH Past 12 Months	Index
Check Cashing	114
Personal Injury Attorney	135
Real Estate Agent to Buy/Rent a Home	93
Wire Transfer	133

Source: Format definitions are from Arbitron. Data come from Scarborough USA + Release 2, 2007.

# National Radio Listening Trends

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

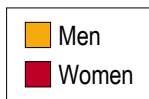
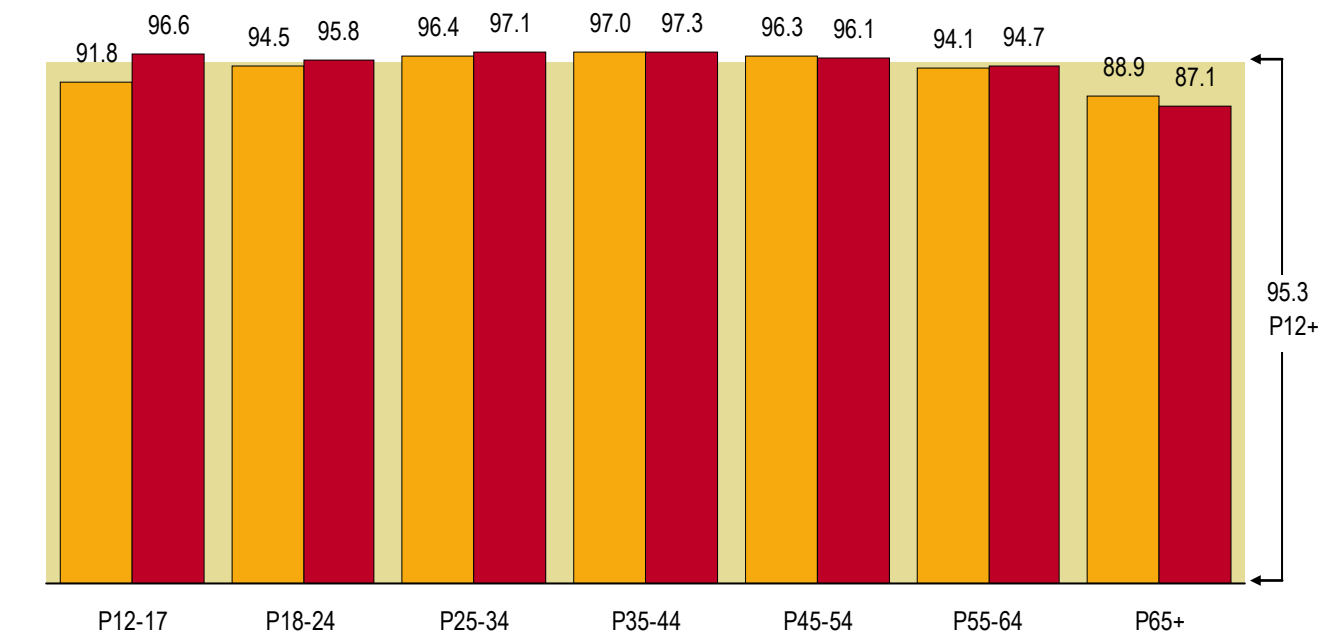
# Radio Reaches All Ages

These figures testify to radio to appeal to Hispanic radio's powerful ability to attract listeners in every demographic group. And radio's strength was consistent over time, as well: radio's overall reach among Hispanic consumers in 2007 was higher than it was back in 2001, and has held between 95% and 96% of all Hispanic listeners for the past five years.

Radio's reach among Hispanic Men 25-34 has remained steady for six years and reached a six-year high among Hispanic Men 35-44. It was up among Hispanic Men 45-54 for the second consecutive year to its highest level since 2004.

Weekly reach among Hispanic Women 12-24 slipped only 1% between 2002 and 2007, while Cume among every segment of Hispanic Women 25+ was ahead of 2002 figures. Reach with Hispanic Women 65+ was up 3% since 2002, while Cume rating among the 35-44 and 45-54 demos matched six-year highs.

## Weekly Cume Rating



### How to Read:

These figures represent "weekly Cume ratings." For example, 97.8% of all Hispanic 18-24 females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The light green background represents the average of all Hispanic Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

Source: Maximizer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid, All Hispanic Markets.

# Radio Reaches All Ages

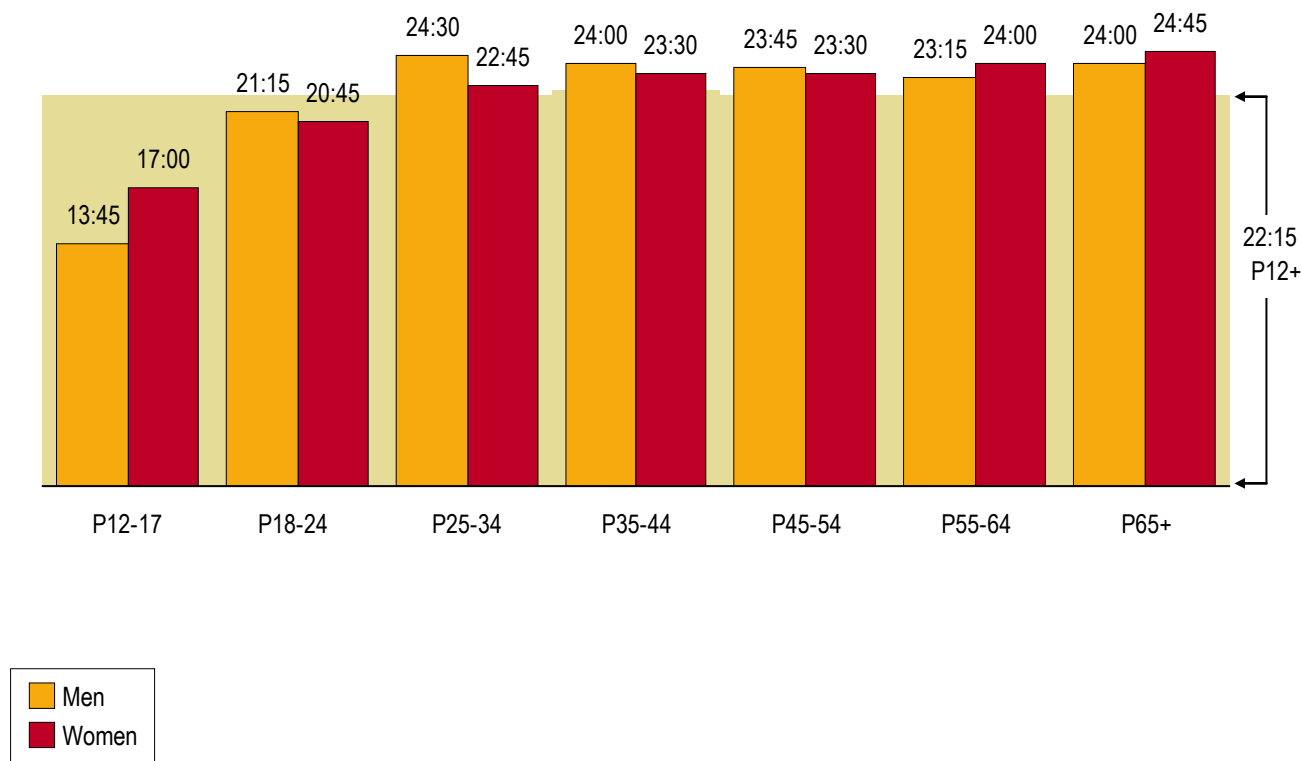
Even with numerous media alternatives available, overall TSL among Hispanic consumers remained level for the third straight year, and was the same as in Spring 2002.

Among Hispanic Men, TSL has varied by demo since 2002, but not radically. TSL for Teen Hispanic boys slipped an hour, Hispanic Men 18-24 was down just 15 minutes, Men 25-34 rose 30 minutes, those 35-44 declined 30 minutes, Men 45-54 gained 30 minutes, and Men 55-64 dipped 15 minutes. Although TSL among Hispanic Men 65+ was down 75 minutes (2002 was unusually high), it was up 75 minutes since 2005 and gained for the second straight year.

Since 2002, TSL declined 75 minutes among Teen Hispanic girls and 90 minutes with Women 18-24. However, TSL among Women 25-34 held steady, those 35-44 were up 15 minutes and 45-54s gained an hour. Women 55-64 fell 30 minutes and those 65+ were up 45 minutes.

## Time Spent Listening

Hours:Minutes per Week



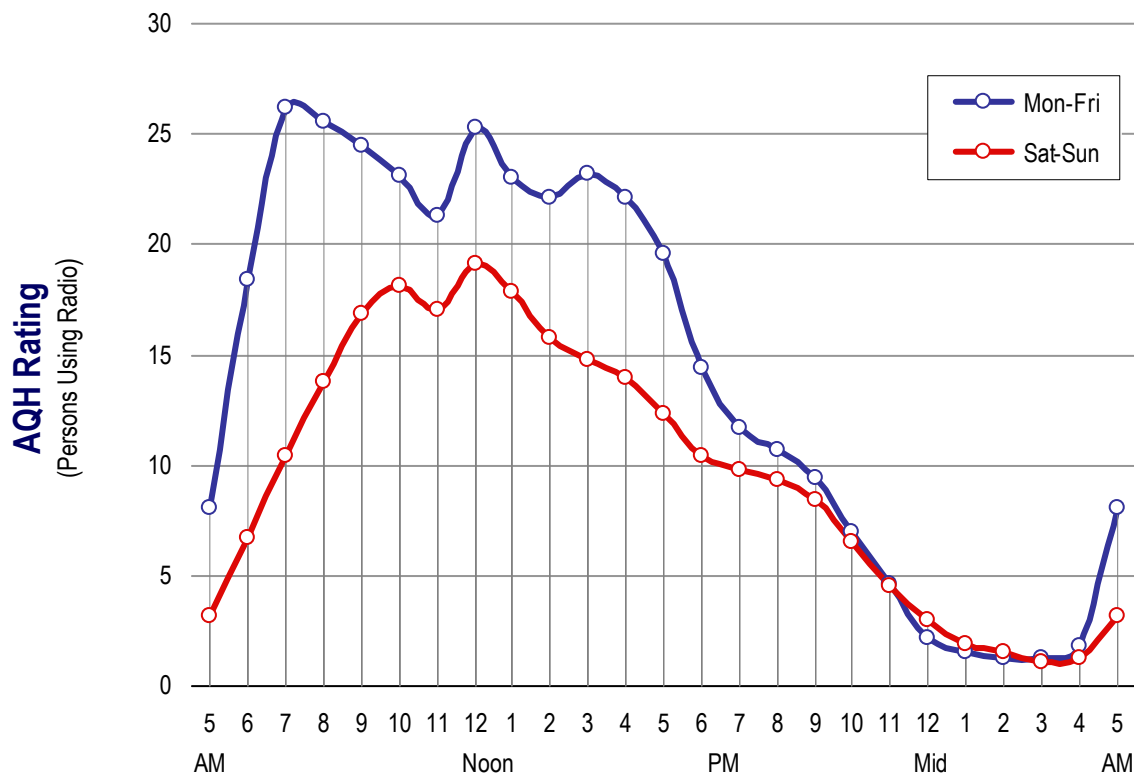
Source: Maximizer® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid, All Hispanic Markets.

# Hour-by-Hour Listening

This chart illustrates a longstanding pattern in which radio listening by Hispanics peaked during the 7AM hour. However, their listening remained strong throughout the morning, rose during the lunch hour and at the start of the afternoon commute before declining as people got home from work and shifted to evening activities. However, even as late as the 8PM hour, more than 10% of all Hispanic Persons 12+ were listening to the radio.

Weekend listening peaked in the noon hour, and without commute schedules, reflected more gradual listening shifts throughout the day. Hispanic weekend ratings overall were 69% as high as weekday listening in Spring 2007, up from 66% in 2006, and were 94% as high from 7PM to 5AM, up from 92% in 2006. Weekend AQH ratings beat weekdays from Midnight to 3PM. Comparing 2006 to 2007, weekdays increased their percentage of total Hispanic ratings from 3AM to 9PM.

## Hour-by-Hour Listening, AQH Rating



Source: Maximizer® Plus National Regional Database, Spring 2007, Mon-Sun, 5AM-5AM, All Hispanic Markets.



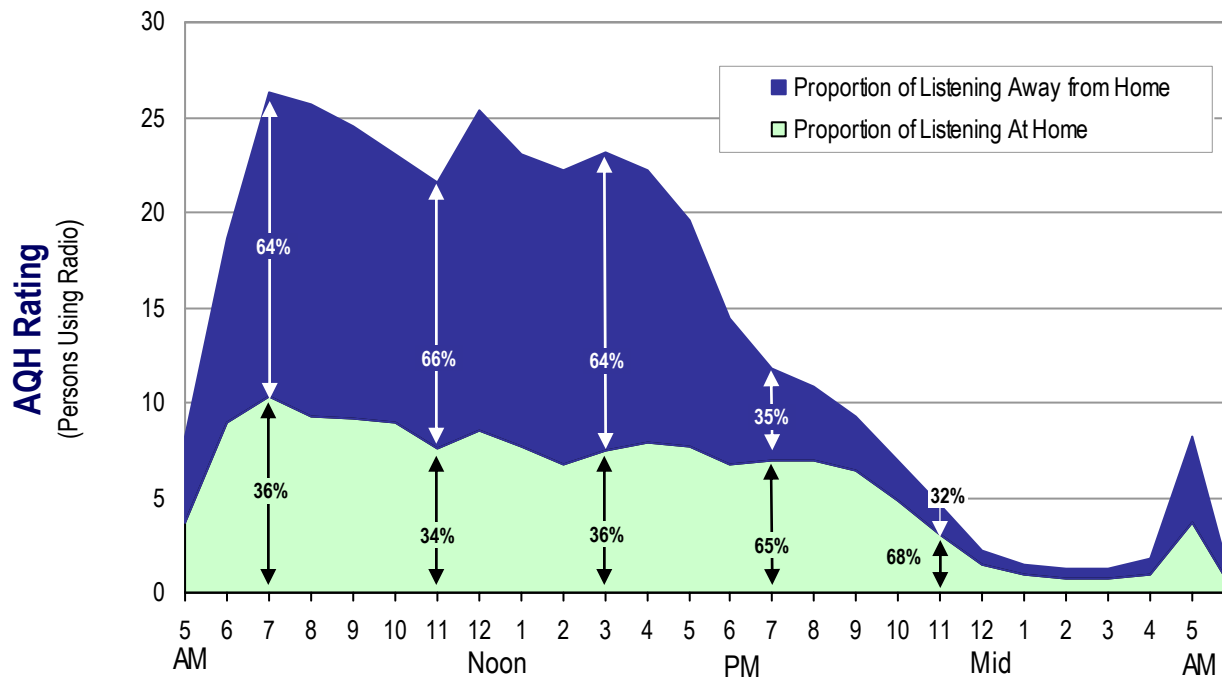
# Where Hispanic People Listen: Weekdays

For 14 hours each weekday and from 5AM until 6PM, more radio listening by Hispanic consumers actually took place away from home: accompanying listeners in the car, at work or some other location. Radio's unique advantage as *the* on-the-go medium was its ability to reach people wherever they were, and for advertisers, to most directly influence purchasing decisions. Although out-of-home ratings were at their highest in the 3PM hour, the proportion of weekday away-from-home tune-in by Hispanic listeners peaked from 2PM to 3PM, when 70% of listening was outside the home.

At-home took the majority of listening from 7PM to 4AM. At home's share peaked from 9PM to 10PM with 69% of Hispanic consumer listening. Between 2006 and 2007, weekday AQH ratings showed gains from 11AM to Noon, from 1PM to 5PM and from 3AM to 5AM.

## Weekday Listening, AQH Rating

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



### How to Read:

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

Source: Maximizer® Plus National Regional Database, Spring 2007, Mon-Fri, 5AM-5AM, All Hispanic Markets.

# Where Hispanic People Listen: Weekends

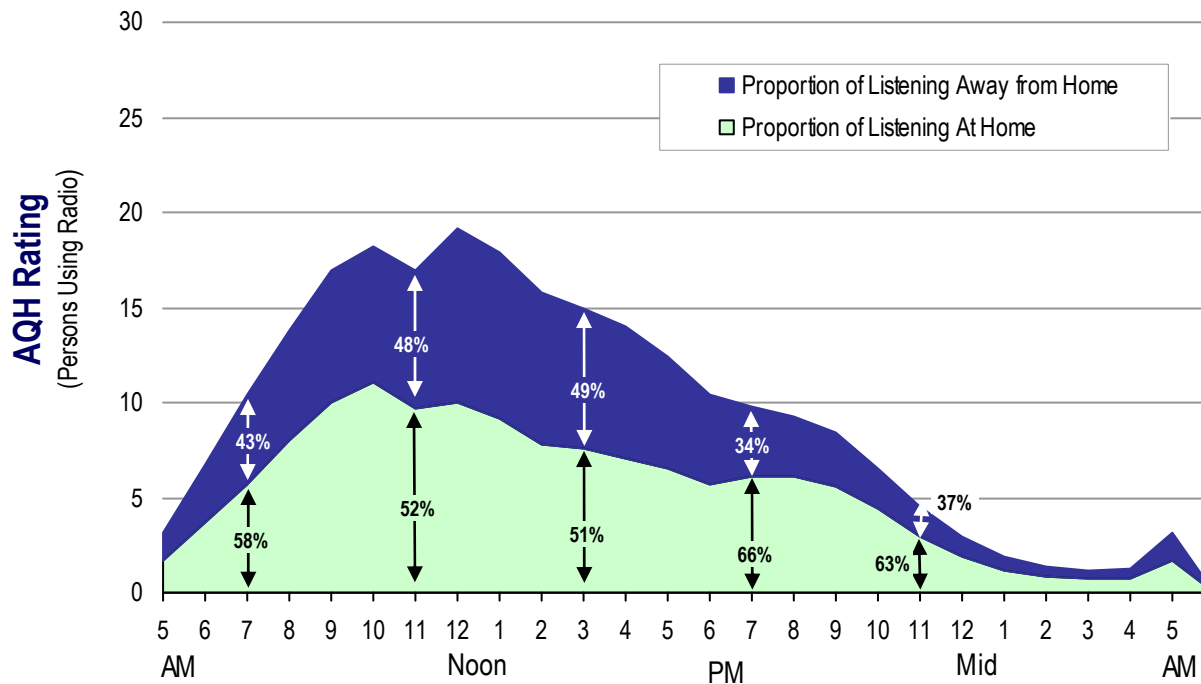
Radio's Hispanic audience on the weekend was about 31% lower as during the week because many people weren't commuting. Consequently, a majority of listening during the weekend took place at home except during the 2PM to 3PM hour. However, between Spring 2006 and 2007, away-from-home's proportion of all Hispanic consumer listening increased every hour from 6AM to 1PM, from 3PM to 4PM and from 9PM to 10PM. At home increased its proportion of listening from 8PM to 9PM and from 11PM to 4AM.

From 2006 to 2007, at-home ratings increased in the 11PM to Midnight hour, while away-from-home AQH ratings were up from 7AM to 8AM, 9AM to 11AM and from 9PM to 10PM. During the week, overall radio listening by Hispanics peaked in the 7AM hour, whereas, on the weekends it was the noon hour.

Weekend radio offered some of broadcasting's most popular programming including countdown shows, sportscasts and special features.

## Weekend Listening, AQH Rating

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



Source: Maximizer® Plus National Regional Database, Spring 2007, Sat-Sun, 5AM-5AM, All Hispanic Markets.

# Where Hispanic Men and Women Listen

Radio's average quarter-hour audience rating among Hispanic listeners remained fairly stable from 2002-2007, easing from 7.6% to 7.4% at home, while the overall away-from-home AQH rating climbed from 9.2% to 9.5%.

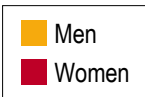
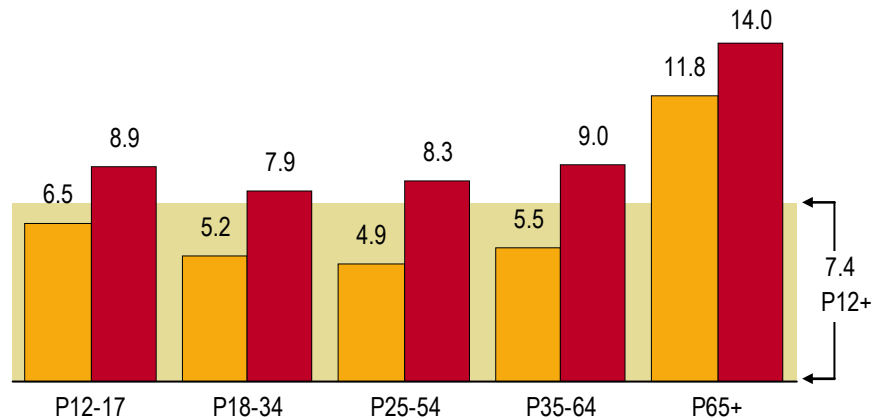
During that six-year period, the away-from-home AQH rating for Teen boys and all Men demos increased, especially among Men 25-54, up from 13% to nearly 14%. However, the at-home AQH rating for all male demos decreased, particularly among Teen boys, which declined from 7.5% to 6.5%, and Men 35-64, which slipped to a six-year low.

Among Women, the AQH rating for Teen girls fell from 10.2% to 8.9% between 2002 and 2007. Otherwise, both the at-home and away-from-home AQH rating for Women increased in all demos except those 18-34, with whom the at-home AQH rating fell to a six-year low. The away-from-home AQH rating among Women 25-54 and 35-64 reached a six-year high in 2007.

Source: *Maximiser® Plus National Regional Database, Spring 2007, Mon-Sun, 6AM-Mid, All Hispanic Markets.*

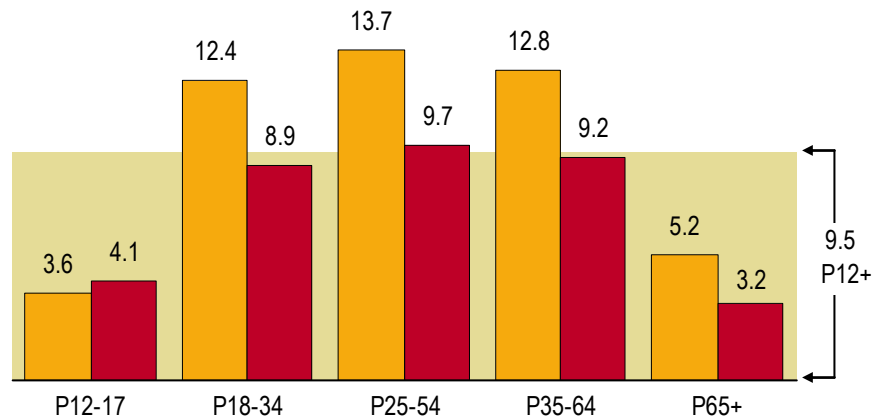
## At-Home Listening for Men and Women

Total Week, AQH Rating



## Away-from-Home Listening for Men and Women

Total Week, AQH Rating



# Listening Location—in Detail

The majority of radio consumption by Hispanic listeners throughout the week took place out of home except in the evenings. This chart shows how the distribution of radio listening logically moves around throughout the day: at home and in car led in mornings; at work dominated in middays; in car and at home regained in afternoons and at home won again in the evenings.

In-car's share of Hispanic consumers' listening grew slowly but steadily between 2002 and 2007, from 26% to 28%, coming primarily at the expense of at-home tune-in, down for three consecutive years, while at-work's proportion grew for the third straight year.

In mornings, at-home's share was down 3% over that six-year span to a new low, while in car rose by the same margin. In car also made gains in other dayparts and weekends, particularly weekday evenings, generally taking time away from at-home tune-in. From 2006 to 2007, in car and at work gained in most dayparts.

## Distribution of AQH Radio Listeners by Listening Location

Persons 12+

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	43.9%	27.5%	25.7%	2.9%
Mon-Fri 6AM-10AM	39.7%	33.2%	25.6%	1.4%
Mon-Fri 10AM-3PM	34.2%	21.3%	41.9%	2.5%
Mon-Fri 3PM-7PM	37.4%	35.5%	24.0%	3.1%
Mon-Fri 7PM-Mid	64.8%	20.1%	11.2%	3.9%
Weekend 10AM-7PM	53.4%	27.8%	14.5%	4.2%

### Fast Fact:

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

Source: Maximizer® Plus National Regional Database, Spring 2007.

# Listening by Daypart

This chart shows how radio continues to be a part of many Hispanic consumers' lives each week. In general, a higher percentage of Women than Men listen to radio (particularly with Teens and the 12-24 demo groups) except among the 45-54 and 65+ age groups.

Between 2006 and 2007, Cume ratings among Hispanic Teen boys and girls slipped to four-year lows, though middays have been improving. Since 2004, ratings for Hispanic Men 25-64 gained in middays and afternoons, and in mornings among Men 25-44. Cume ratings among Hispanic Men 65+ were down 2% during that time.

Over those four years, Cume ratings among Hispanic Women 18-24 were down across the board, more than 3% in evenings and weekends. However, Women 35-64 reached four-year highs in middays and afternoons, as did Hispanic Women 25-34 and 45-64 in mornings. Evenings among Women 35-44 and 55-64 reached four-year peaks, as well.

## Listening by Daypart

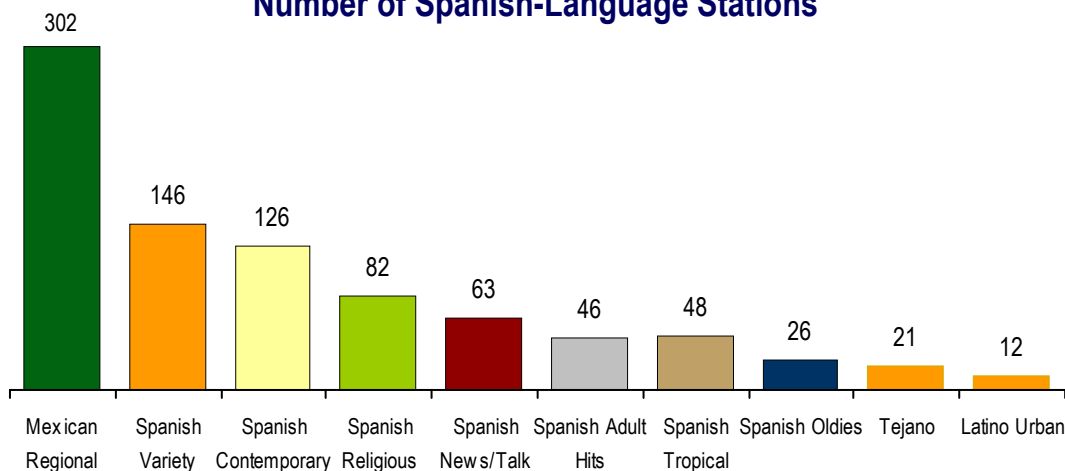
Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	68.7	49.8	74.4	60.1	70.8	91.8
	W	78.9	62.0	83.7	71.6	83.4	96.6
P18-24	M	75.7	72.3	76.5	59.8	76.6	94.5
	W	80.2	81.2	80.6	63.3	80.3	95.8
P25-34	M	84.4	76.9	82.0	50.8	77.9	96.4
	W	85.8	83.1	81.4	51.0	80.1	97.1
P35-44	M	84.6	74.5	81.2	49.2	78.7	97.0
	W	86.7	81.1	81.0	51.8	80.4	97.3
P45-54	M	81.1	74.4	77.9	47.3	77.3	96.3
	W	84.9	76.8	79.7	46.6	77.6	96.1
P55-64	M	81.3	73.7	74.9	44.2	77.2	94.1
	W	80.9	78.5	73.2	44.9	78.0	94.7
P65+	M	76.2	74.6	67.1	41.1	75.5	88.9
	W	72.2	75.2	59.3	36.6	74.7	87.1

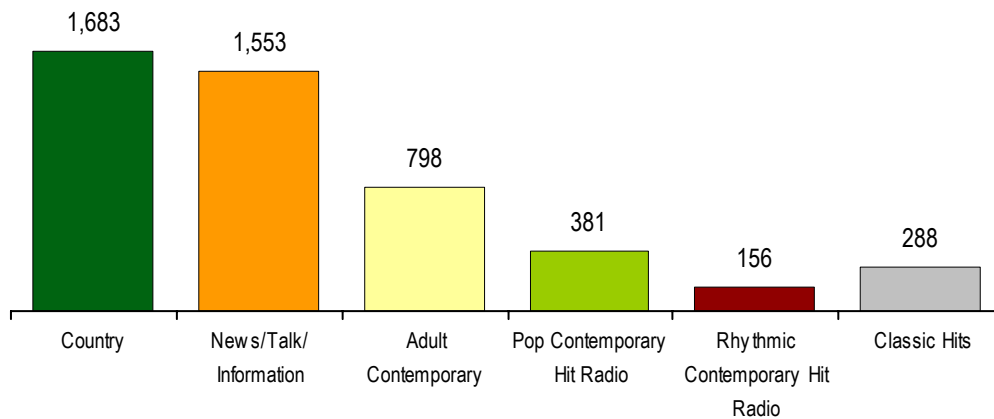
Source: Maximizer® Plus National Regional Database, Spring 2007.

# U.S. Hispanic-Targeted Radio Stations per Format

## Number of Spanish-Language Stations



## Number of General Market Stations



# Radio Formats Ranked by Hispanic Audience Share

## Radio Formats Ranked by Hispanic Audience Share

Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2007

Format	Share
Mexican Regional	21.4%
Spanish Contemporary	9.6%
Rhythmic Contemporary Hit Radio	8.7%
Spanish Adult Hits	6.5%
Spanish Tropical	5.0%
Pop Contemporary Hit Radio	4.8%
Adult Contemporary	4.6%
Spanish News/Talk	3.3%
News/Talk/Information	2.5%
Country	2.5%
Latino Urban	2.3%
Classic Hits	2.0%
Spanish Variety	1.4%
Spanish Religious	1.3%
Tejano	0.7%
Spanish Oldies	0.3%

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

# Radio Formats Ranked by Hispanic Audience Share by Region

## Radio Formats Ranked by Hispanic Audience Share by Region

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

### New England

Spanish Tropical	21.3%
Rhythmic CHR	18.9%
Adult Contemporary	14.0%
Pop CHR	9.2%
News/Talk/Information	4.2%
Country	2.0%
Classic Hits	1.9%
Spanish Religious	0.5%
Spanish News/Talk	0.3%
Spanish Variety	0.3%
Spanish Contemporary	0.1%
Latino Urban	0.0%
Mexican Regional	0.0%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Tejano	0.0%



### Middle Atlantic

Spanish Tropical	17.6%
Spanish Contemporary	14.3%
Latino Urban	7.7%
Adult Contemporary	6.8%
Pop CHR	6.1%
Spanish News/Talk	5.1%
Rhythmic CHR	4.9%
Mexican Regional	4.6%
Spanish Religious	2.8%
News/Talk/Information	1.6%
Country	0.2%
Classic Hits	0.2%
Spanish Adult Hits	0.0%
Spanish Oldies	0.0%
Spanish Variety	0.0%
Tejano	0.0%



### South Atlantic

Spanish Contemporary	17.1%
Spanish Tropical	10.6%
Spanish News/Talk	9.6%
Mexican Regional	8.9%
Classic Hits	7.3%
Adult Contemporary	7.2%
Rhythmic CHR	5.6%
Pop CHR	5.0%
News/Talk/Information	2.5%
Spanish Variety	2.1%
Country	2.0%
Spanish Religious	1.2%
Spanish Adult Hits	0.3%
Latino Urban	0.0%
Spanish Oldies	0.0%
Tejano	0.0%



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

continued ►



# Radio Formats Ranked by Hispanic Audience Share by Region

## Radio Formats Ranked by Hispanic Audience Share by Region

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

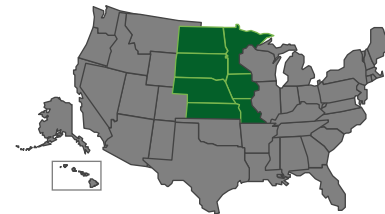
### East North Central

Mexican Regional	28.5%
Spanish Adult Hits	16.2%
Latino Urban	9.0%
Pop CHR	6.3%
Rhythmic CHR	5.7%
Adult Contemporary	2.1%
Spanish News/Talk	2.1%
Spanish Contemporary	2.0%
Classic Hits	1.6%
News/Talk/Information	1.6%
Country	1.3%
Spanish Oldies	0.0%
Spanish Religious	0.0%
Spanish Tropical	0.0%
Spanish Variety	0.0%
Tejano	0.0%



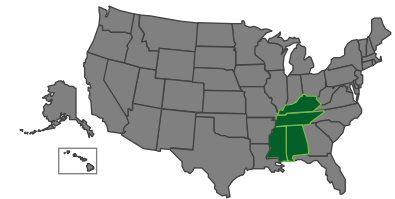
### West North Central

Mexican Regional	35.1%
Pop CHR	10.4%
Country	5.8%
Rhythmic CHR	5.8%
Spanish Variety	5.8%
Spanish Adult Hits	4.5%
Adult Contemporary	3.9%
News/Talk/Information	1.3%
Classic Hits	0.0%
Latino Urban	0.0%
Spanish Contemporary	0.0%
Spanish News/Talk	0.0%
Spanish Oldies	0.0%
Spanish Religious	0.0%
Spanish Tropical	0.0%
Tejano	0.0%



### South Central

Mexican Regional	22.8%
Spanish Adult Hits	9.7%
Rhythmic CHR	8.6%
Spanish Contemporary	7.0%
Country	5.2%
Pop CHR	4.5%
Adult Contemporary	4.3%
Tejano	3.3%
Spanish Variety	3.2%
News/Talk/Information	3.0%
Latino Urban	2.0%
Spanish News/Talk	1.9%
Spanish Religious	1.6%
Classic Hits	0.9%
Spanish Oldies	0.4%
Spanish Tropical	0.0%



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

continued ►

# Radio Formats Ranked by Hispanic Audience Share by Region

## Radio Formats Ranked by Hispanic Audience Share by Region

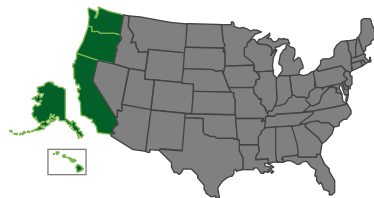
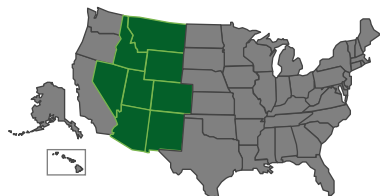
Mon-Sun, 6AM-Mid, AQH Persons 12+, Spring 2006

### Mountain

Mexican Regional	30.5%
Spanish Adult Hits	7.5%
Rhythmic CHR	6.6%
Spanish Contemporary	6.3%
Country	4.7%
Pop CHR	4.6%
Adult Contemporary	3.8%
News/Talk/Information	3.8%
Spanish Variety	1.0%
Spanish News/Talk	0.6%
Classic Hits	0.5%
Tejano	0.2%
Spanish Religious	0.2%
Latino Urban	0.0%
Spanish Oldies	0.0%
Spanish Tropical	0.0%

### Pacific

Mexican Regional	29.1%
Rhythmic CHR	12.1%
Spanish Contemporary	8.6%
Spanish Adult Hits	8.1%
Pop CHR	3.9%
Adult Contemporary	3.1%
News/Talk/Information	2.3%
Spanish Tropical	2.2%
Spanish News/Talk	2.0%
Classic Hits	1.9%
Country	1.7%
Spanish Religious	1.1%
Spanish Variety	1.0%
Latino Urban	0.8%
Spanish Oldies	0.5%
Tejano	0.0%



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

*Radio Today* contains general statistics on radio and listening trends. Data for charts and graphs come from Spring 2007; MaximiSer® Plus National Regional Database, Spring 2007; and Scarborough USA+, Release 2, 2007. The MaximiSer Plus National Regional Database includes radio audience information from every market surveyed by Arbitron in the United States. Scarborough data are gathered from more than **220,000** interviews with Adults, age 18 and over, in many of the country's largest markets. The reports are single-source studies that examine a variety of characteristics including demographics, socioeconomic characteristics, lifestyle activities, consumer habits, local market shopping patterns and product usage, as well as media behavior.

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