

RADIO TODAY SERIES



Hispanic Radio Today 2011

How America Listens to Radio



Welcome to *Hispanic Radio Today* 2011 Edition

Hispanic Radio Today 2011 offers a detailed look at the radio listening habits and consumer insight among U.S. Hispanics, who now number 49.1 million people, or 16% of the U.S. population. This edition reviews 16 formats, including 10 Spanish-language choices and six English-language formats. Audience data for *Hispanic Radio Today 2011* are taken from the 102 Hispanic “Differential Survey Treatment (DST)” markets that have a significant Hispanic population.

The 10 Spanish-language formats covered in this edition are Mexican Regional, Spanish Adult Hits, Spanish Contemporary, Spanish News/Talk, Spanish Oldies, Spanish Religious, Spanish Sports, Spanish Tropical, Spanish Variety and Tejano.

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

You’ll find an expanded examination of radio listening by Hispanic consumers across the U.S. for all 16 formats. Each profile includes the average quarter-hour share of the total Hispanic audience, its weekly reach in terms of total listeners, the number of stations programming those formats, the gender balance, segmentation of the audience composition by age and language preference for these formats, Time Spent Listening by demographic, education levels, income by household, ratings by daypart and by U.S. state and at-home versus away-from-home listening.

Arbitron Hispanic Radio Today 2011 provides the details and analyses that reinforce the relevance and vital role radio plays in the lives of Hispanic Americans.

Questions and comments about Arbitron’s *Hispanic Radio Today 2011* can be directed to ron.rodriques@arbitron.com.

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

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

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



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What's New in This Edition of Hispanic Radio Today 2011

New Scarborough Qualitative Categories for Each Format

We have again mined our vast Scarborough consumer profile database to show interesting and useful information about Hispanic radio listeners on a format-specific basis. Some of the new categories for this year include purchased apparel, coupon usage, lottery activity, automotive repairs and services, movie attendance and other important verticals.

New “AQH Index of Listening by Daypart” Chart

Previous editions in our *Radio Today* series indicated a format's AQH share for each of the major dayparts. This year we have begun using “AQH Index of Listening by Daypart” to indicate a format's performance by daypart compared to its total week (Monday-Sunday, 6am-Midnight) share. For example, if a format has a 150 for a particular daypart, it means the format's performance in that particular daypart is 150% of its total week share.

More Markets Represented by the Arbitron PPM Service

The Arbitron Portable People Meter™ system measured listening behavior in 48 Metro areas during the three-month period covered by *Hispanic Radio Today 2011*. These 48 markets represent all of the markets that were scheduled for PPM measurement. Audience data from PPM markets were combined with data from Diary markets to create the information in this report. For a list of markets that were measured by the Arbitron PPM service as of December 2010, go to www.arbitron.com/ppm and select PPM Markets with Sample Targets.

What We Have Learned About the PPM System So Far

In our experience of measuring radio listening using the PPM system, certain characteristics stand in contrast to what we have observed using Diary measurement—the typical listener in the PPM system is exposed to nearly twice as many radio stations in a given week and uses radio on far more occasions than what is typically reported in the Diary. The increase in the number of occasions is usually offset by a lower amount of Time Spent Listening. However, we have not seen consistent patterns in the amount of reported listening to a particular radio format or by particular demographic groups in the PPM service when compared to the Diary; these statistics can vary widely by market.

RADAR Data Now Used for Our National Listening Profiles

RADAR® is the sole provider of national audience ratings for specific network programs and commercials. The data used for RADAR estimates come from the same respondent data that are used to generate Arbitron estimates in our Diary and PPM markets.

Hispanic Ratings Story Lines of the Year

Radio's Reach Remains Strong Among All Hispanics

A multitude of media options continues to attract Hispanic consumers, who embrace new technology faster than other ethnic groups. Nevertheless, radio's reach among both English-dominant and Spanish-dominant listeners sits between 95% and 96%—a slight uptick from *Hispanic Radio Today 2010*. Radio reached Hispanic men and women equally strong, with the medium attracting 97% of Hispanic men 35-54 and of women 35-44. Radio continues to be a "weekend warrior" with Hispanic men and women, attracting an average 85% of men 25-54 and 84% of women 25-54—higher than any weekday time period.

Time Spent Listening Estimates Adjusts to Additional PPM Markets

Time Spent Listening in Fall 2010 again appeared lower than in previous studies. Yet it would be unfair—and erroneous—to conclude that less consumption of radio occurred. With new markets switching from Arbitron's Diary methodology to PPM measurement, apples-to-apples comparisons to Fall 2008 cannot be made. Additionally, seasonal radio consumption differences between the Spring of 2010 (which represented our previous *Hispanic Radio Today*) and the Fall of 2010 must be taken into account. Still, Hispanics aged 12 or above spent nearly 14½ hours per week with radio. Hispanics in practically every age/demo group overindexed against the non-Latino audience with respect to radio consumption.

Sounds of Today, In Spanish and English, Enjoy AQH Ratings Gains

As the third *Hispanic Radio Today* report to include PPM™-measured data from a host of major markets in addition to diary methodology, lower average quarter-hour (AQH) ratings were seen compared to fall '08 for four of the 10 Spanish-language formats studied. Spanish Contemporary and Spanish Adult Hits enjoyed healthy gains, while AQH share for dominant No. 1 format Mexican Regional fell to their lowest level since Spring 2006. Spanish Tropical saw its first AQH increase since spring 2004, ending a long period of audience erosion. Spanish Sports further solidified its status as the No. 1 away-from-home format among Hispanic men, who also made the format a Time Spent Listening dominator. At the same time, several English-language formats reached new AQH heights with Hispanics, most notably Pop CHR and AC. Conversely, Rhythmic CHR continued a six-year downward trend that puts its AQH share at its lowest point since *Hispanic Radio Today's* first release. Hispanic radio consumption continued to be fueled by out-of-home listening, displaying the medium's power of portability.

Format Summaries of the Year

Mexican Regional Keeps Listeners Tuned In

Mexican Regional continued to be the top format choice among Hispanic radio listeners—by a large margin. The format’s audience is aging, however, as 54% of listeners were adults aged 25-44; 20% of listeners were 12-24 years old and among this audience Mexican Regional attracts a higher percentage of English-dominant listeners than Spanish dominant. Mexican Regional is the top format in time spent listening, ranking No. 1 among adults 12+, thanks to Spanish-dominant listeners across all age groups. It is one of a handful of major formats whose proportion of adult listeners with college experience grew by at least 1% or more. Its audience’s affluence is also on the rise.

Spanish Contemporary Surges Upward

Spanish Contemporary enjoyed its strongest performance since Spring 2006, attracting 10% of Hispanic radio listeners. Like Mexican Regional, Spanish Contemporary’s younger audience is in decline, with adults 25-44 representing nearly half of the format’s listeners. Still, significant percentages of English-dominant listeners come from teens and young adults, a reflection of this audience segment’s desire to retain their cultural connectivity. At-work listening contributed to the ratings climb for the format. Household incomes are on the rise, with a 5% decline in the percentage of listeners residing in homes with incomes of \$25,000 or less.

Classics Attract for Spanish Adult Hits

Reaching more than 7 million Hispanic listeners on 55 stations, Spanish Adult Hits is now the No. 4 most-listened-to format, besting Rhythmic CHR. Spanish Adult Hits posted its highest ratings to date in Fall ’10, powered by Spanish-dominant adults 25-54. Gains were seen in both PPM and Diary Metros, with midday listening the heaviest for the format. This helped Spanish Adult Hits become an out-of-home format of choice for Hispanics, with 61% of listening done in the car or at work.

Pop Propels Past Rhythmic as English-Language Listening Ebbs

Rhythmic CHR and Pop CHR, each known for attracting younger audiences, are heading in opposite directions. Pop CHR was listened to by 8.3% of Hispanic listeners, its largest audience share seen since the first *Hispanic Radio Today* report. Concurrently, Rhythmic CHR dipped to its lowest audience share in 10 years. Much like Pop CHR, Rhythmic CHR is driven by adults 18-34, in addition to teens. But 14% of Pop CHR’s Hispanic audience were adults 45-64. Other English-language formats—including Adult Contemporary, Classic Hits, News/Talk/Information and Country—each saw slight decreases in their overall Hispanic audience shares.

Format Summaries of the Year *(continued)*

Language Preference Is a Key Determinant in Gender Lean

Whether a format is “male leaning” or “female leaning” among Hispanics may require a look at the language preference of its audience. Overall, Rhythmic CHR enjoyed a 50/50 gender balance. However, 53% of English-dominant listeners were women and 54% of Spanish-dominant consumers were men. Adult Contemporary, which attracted more Spanish-dominant listeners than any other English-language format, leaned slightly male among this audience; with English-dominant listeners, the audience was decidedly female. Country increased its share of Spanish-dominant men while also gaining its share of English-dominant women. Gender differences aren’t limited to English-language formats. Spanish-dominant listeners to Spanish Tropical leaned male, while the format’s English-dominant audience tilted toward females.

Educated, Affluent and Long TSL

News/Talk/Information ranked No. 1 with respect to its audience’s education and income. Forty percent of N/T/I’s Hispanic listeners were college graduates, while 62% of adults 18+ lived in homes with annual incomes of at least \$50,000. Older English-dominant audiences drove N/T/I, which also enjoyed long time spent listening among adults 35-64. Country also benefited from strong TSL, ranking as the No. 1 English-language format among English-dominant adults 18-54. More than half of Country’s Hispanic audience has at least attended college, and 45% are in households with annual incomes of at least \$50,000.

About *Hispanic Radio Today 2011*

***Hispanic Radio Today 2011* Is Published by Arbitron Inc.**

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Data Sources for *Hispanic Radio Today 2011*

Hispanic Radio Today 2011 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States.

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

- Station format classifications are from the Arbitron Radio Station Information Database as reported to Arbitron. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis.
- Arbitron data come from TAPSCAN™ Web National Regional Database, Fall 2010.
- National Cume and time spent listening data come from RADAR 110, September 2011.

Please direct questions or comments about this study to Ron Rodrigues (ron.rodrigues@arbitron.com).

About *Hispanic Radio Today 2011*

About Language Preference

Hispanic Radio Today 2011 highlights language preference among Hispanic consumers. Arbitron asks our Hispanic respondents about the language they prefer to use; the options are “All Spanish,” “Mostly Spanish,” “Mostly English” and “All English.” For this report, “All Spanish” and “Mostly Spanish” are reported as “Spanish-Dominant; “All English” and “Mostly English” are reported as “English-Dominant.”

About the Scarborough Qualitative Data shown in *Hispanic Radio Today*:

- **Spending estimates:** Spending estimates shown in the report are based on self-reported dollar amounts spent in each category during a specified time period.
- **Coupon Usage:** Sources of coupons are based on those who used coupons at any time (not just those who use them monthly).
- **Automotive Repairs/Services:** Data for “Do-It-Yourself” repairs are based on listeners who did any or all repairs on household vehicles themselves (regardless of whether they also used a shop for some repairs). DIY repairs are described as those done by the listener, or someone else, as unpaid labor.
- **Voter Profile:** Data are based on self-proclaimed registration status and political party affiliation.

Glossary

Average Quarter-Hour Persons (AQH Persons)

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

Average Quarter-Hour Rating (AQH Rating or AQH PUR [Persons Using Radio])

The Average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

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

Cume Persons

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

Cume Rating or Cume PUR

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

Example:

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

Differential Survey Treatment (DST)

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

Format Share

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

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

Index

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

Time Spent Listening (TSL)

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

Example:

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

Radio Formats Ranked by Hispanic Audience Share

Radio Formats Ranked by Hispanic Audience Share

Mon-Sun, 6AM-Mid, AQH Persons 12+, Fall 2010

Format	Share
Mexican Regional	19.9%
Spanish Contemporary	10.0%
Pop Contemporary Hit Radio	8.3%
Spanish Adult Hits	7.8%
Rhythmic Contemporary Hit Radio	7.6%
AC and Soft AC*	7.1%
Classic Hits	3.6%
Spanish Tropical	3.2%
News/Talk/Information and Talk/Personality*	3.1%
Country and New Country*	2.8%
Spanish News/Talk	2.1%
Spanish Religious	0.9%
Spanish Variety	0.9%
Tejano	0.7%
Spanish Oldies	0.3%
Spanish Sports	0.2%

*First Combined in 2010

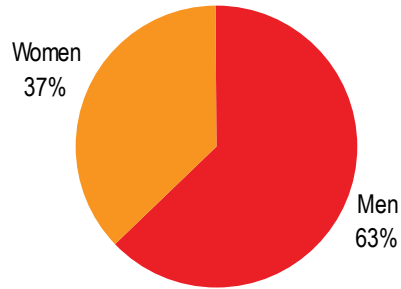
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Mexican Regional



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

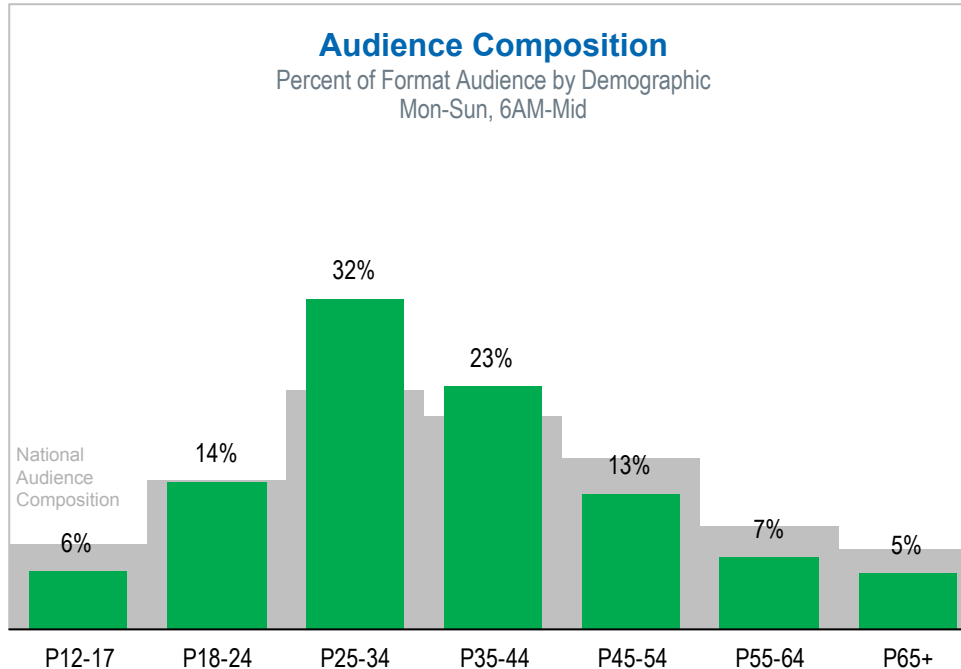
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	17.9	18.4	19.4	19.7	21.4	20.6	20.6	19.9
Total	3.4	3.5	3.9	4.1	4.4	5.4	5.4	5.4

12+ AQH Share in PPM Markets	19.3%
12+ AQH Share in Diary Markets	21.6%

Audience Composition

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



A Longtime Leader Stays Strong

The Mexican Regional format maintained its dominant status among Hispanic radio listeners, earning a 19.9 share of all Hispanic radio listening in Fall '10. That's down from a 20.6 share seen in both Spring '10 and Fall 2008 and its lowest share since Spring '06. Still, the format's mix of entertaining on-air personalities including Don Cheto, Eddie "Piolín" Sotelo and Sylvia "La Bronca" Del Valle and musical styles including norteña, banda, Duranguense, ranchera, and cumbias gave the format a considerable edge over all others.

With 303 stations across 35 states, Mexican Regional captured one out of every five Hispanic radio listeners and had double the listening audience of Spanish Contemporary, the second most preferred format among Hispanics. Mexican Regional also captured nearly three times the listening audience of Pop CHR, the top English-language format among Hispanics. Top format acts include La Arrolladora Banda el Limón, Espinosa Paz, Intocable and Banda El Recodo.

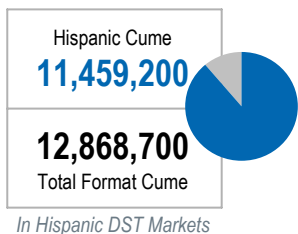
Mexican Regional routinely attracted more men than women, and in Fall '10 this trend continued with the percentage of men versus women tuning to the format holding steady at 63%, from 58% in Spring '07.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Mexican Regional

Cume



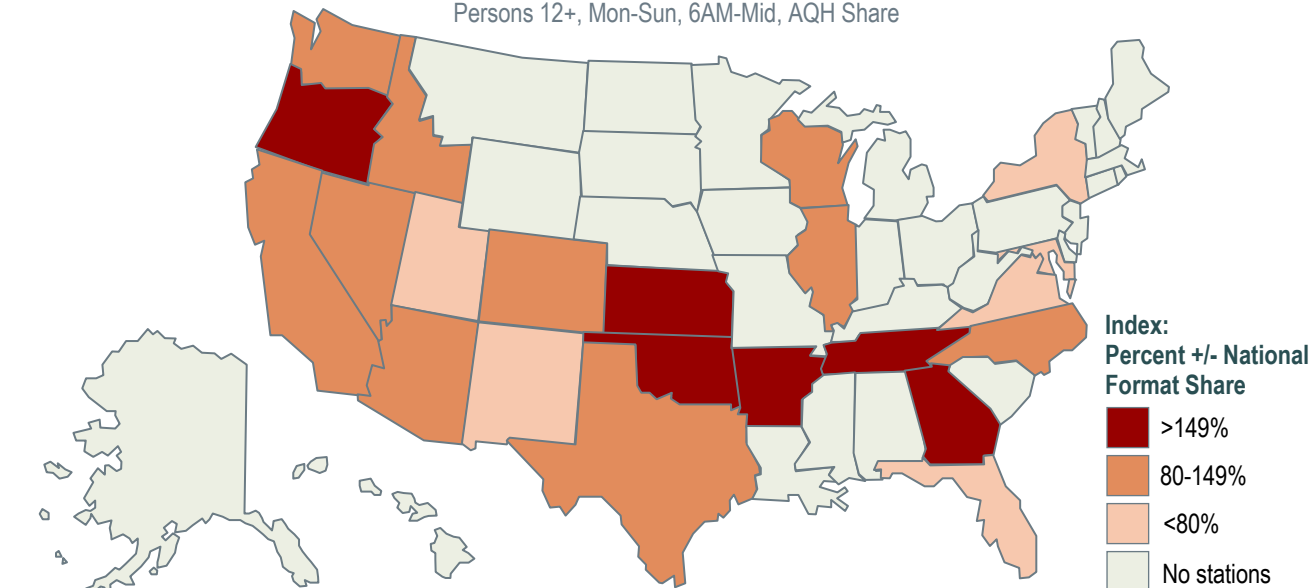
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
143	136	122	43	79

Audience Share by State

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



Overall, Mexican Regional is aging and was no longer as strong among 18-34 year olds as it had been; the 25-44 demographic represented 55% of the format's total audience. However, Mexican Regional has a greater audience of 18-24 year olds than 45-54 year olds.

Among Hispanics 25 years of age and older, Spanish-dominant listeners drove the format. However, a significant percentage of the 12-24-year-old audience was English-dominant, reflecting the format's popularity with younger bicultural and bilingual Hispanics.

Top Popularity Across the Continent

Until recently, Mexican Regional was thought of as a regional ratings giant, with particular strength in the American Southwest. Audience Share-by-State data indicated that listening far surpassed the national average in Tennessee, Oklahoma, Kansas, Oregon and Arkansas—states that are home to emerging Hispanic markets. Mexican Regional also saw particular strength in more established but still emerging locales, including Georgia, Washington and North Carolina.

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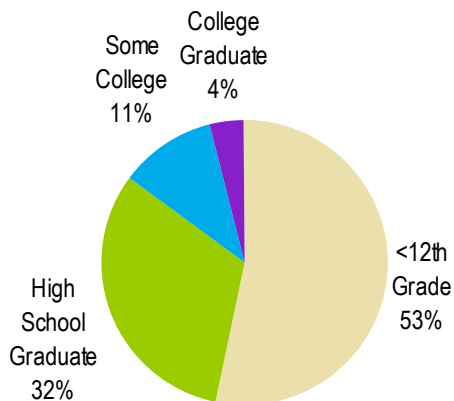
Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Mexican Regional

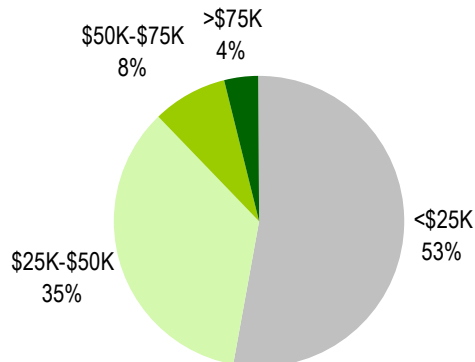
Education

Persons 18+



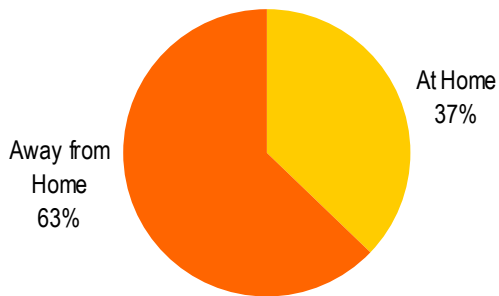
Household Income

Persons 18+



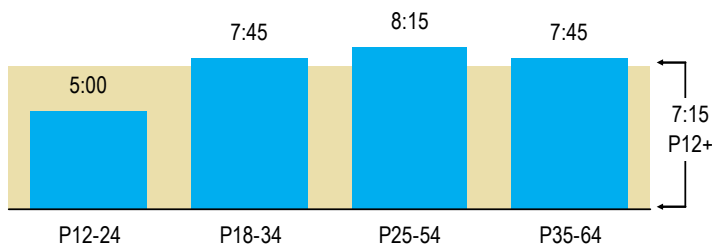
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Mexican Regional attracted the bulk of its listeners in morning drive, although the format was a very strong performer in all dayparts. It lost ground in middays, with a 19.8 share in Fall '10, off nearly a full share from Spring '10. The format also fell to a 17.1 share in the 7PM-midnight daypart, down from 18.3 in Spring '10. It is the leading Spanish-language format listened to away from home, accounting for 63% of all listening.

Mexican Regional experienced time spent listening of 7 hours and 15 minutes in Fall '10, down by a quarter-hour from Spring '10. Among all Hispanic listeners, adults 25-54 spent 8 hours and 15 minutes with the format. Spanish-dominant 25-54 year olds had TSL of 8 hours and 45 minutes, helping to make it a dominant format.

Of adults 18+ who listened to Mexican Regional, 53% resided in households with a median annual income of less than \$25,000. Nearly 1 in 4 lived in households where incomes exceeded \$50,000. Approximately a third had a high school diploma and an additional 19% were college graduates.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (100)	72%
Children's/Infants' Clothing (108)	46%
Women's Clothing or Shoes (99)	45%
Men's Clothing or Shoes (102)	45%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (101)	79%
Music/Video (102)	69%
Books (98)	67%
Office Supplies (100)	66%
Toys (109)	66%
Furniture/Home Furnishings (99)	50%
Pet Supplies (100)	48%
Computer Hardware/Software (94)	46%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	99%
Shopped Hispanic Grocery Stores (121)	48%
Shopped Non-Hispanic Stores Only (86)	51%
Spent \$100+ (102)	67%
Used Coupons (94)	24%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (96)	59%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (100)	78%
In-Store Circulars or Coupons (100)	64%
Loyalty Cards (94)	23%
E-Mail/Text/Online (85)	21%
Product Packages (78)	12%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (102)	90%
Sit-Down Restaurant (98)	72%
Breakfast at Any Restaurant (101)	51%
Lunch at Any Restaurant (100)	76%
Dinner at Any Restaurant (99)	76%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (95)	41%
Scratch-Off Tickets (101)	35%
Other Types of Tickets (71)	15%

The large Hispanic audience of the Mexican Regional format generated high levels of spending in the apparel category. Most listeners purchased clothing or shoes during the past 12 months (72%), spending \$3.6 billion. Compared with all Hispanics in the survey area, listeners were more likely to have children in the household and we see that reflected in above-average purchasing levels for children's and infants' clothing.

Another indicator of strong consumer potential is seen in the active shopping levels of Mexican Regional listeners. In the 12-month period preceding the Scarborough survey, a majority had shopped for home accessories, music or videos, books, office supplies and toys. Fully half of the audience had also shopped for furniture or home furnishings and another 21% reported that their household intended to buy furniture during the coming 12 months.

Virtually all listeners lived in households that had done grocery shopping during the past week and they were above average for use of Hispanic grocery stores.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (102)	50%
Do-It-Yourself Repairs/Services (107)	26%
No Repairs/Services (90)	24%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (99)	85%
New Tires (100)	57%
Brake Repair (102)	42%
New Battery (101)	37%
Tune-Up/Spark Plugs (109)	35%
Antifreeze/Coolant (104)	32%
Transmission Repair (108)	12%
Radio/Stereo Equipment (119)	11%
Shocks/Struts (111)	11%
Muffler (125)	8%
Paint and Body (86)	8%

Movie Attendance	Pct.
Attended Movies Past 12 Months (97)	56%
Attended Movies Past 3 Months (98)	52%
Attended Movies Past 30 Days (91)	22%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (121)	33%
Within Two Weeks of Opening (99)	40%
After the Second Week (83)	27%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (91)	53%
Laptop or Notebook Computer (84)	38%
Smartphone (88)	20%
Other Mobile Computing Device (108)	13%

Online Activity	Pct.
Have Online Access (91)	61%
Accessed Internet Past 30 Days (89)	54%
Shopped Online Past 12 Months (82)	36%
Purchased Online Past 12 Months (79)	32%

Total Spent Online by Listeners Past 12 Months: \$2.1 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (87)	36%
Clothing or Accessories (91)	35%
Books (91)	31%
Music (91)	22%
Computer Hardware/Software (113)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (74)	41%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (104)	58%
Republican/Independent but Feel Closer to Republican (79)	18%
Independent/Other (111)	24%

Over half of the Mexican Regional audience attended movies during the past 12 months. Compared with all Hispanic moviegoers, listeners were much more likely to show up on opening weekend. A majority see a new movie within the first two weeks (73%).

Most Mexican Regional listeners had Internet access but they were less likely than the average Hispanic to shop and purchase online. Only 32% of this audience purchased online during the past 12 months but they made a significant investment in online commerce, spending an estimated \$2.1 billion.

Fewer than half of Mexican Regional listeners reported being registered to vote, well below the average among total Hispanic adults surveyed.

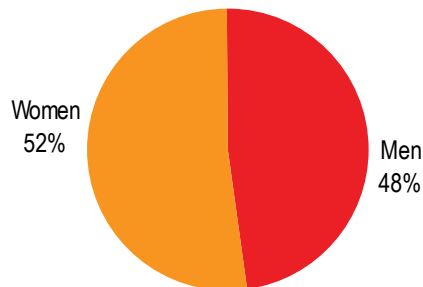
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

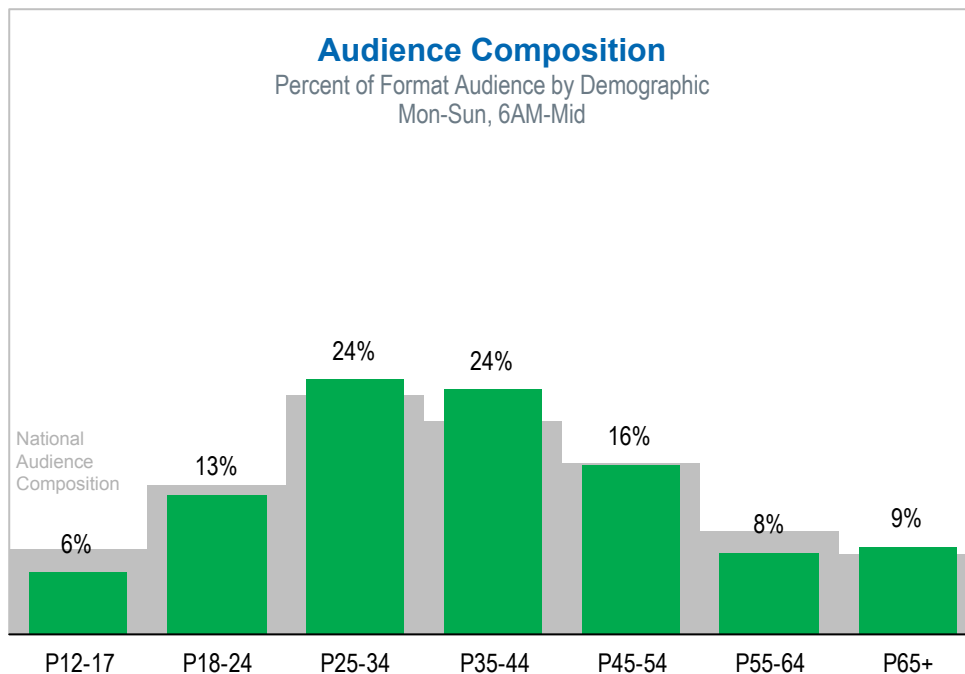
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	11.7	11.3	13.1	13.0	9.6	9.1	9.3	10.0
Total	2.3	2.3	2.8	2.9	2.1	2.4	2.5	2.7

12+ AQH Share in PPM Markets	11.7%
12+ AQH Share in Diary Markets	5.2%

Audience Composition

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



A Preferred Blend for Women and Men

Depending on where in the U.S. you may be, the Spanish Contemporary format may sound like a Hot Adult Contemporary or Pop Contemporary Hit Radio station. Found on 103 stations in 22 states, Spanish-language ballads are blended with bachata sounds from acts such as Camila, Maná, Aventura and Juan Luis Guerra with reggaetón-infused Latin Pop from the likes of Wisin y Yandel and Don Omar. In some markets, Pop CHR hits from Britney Spears and Katy Perry can also be heard, as are English-language dance club favorites and global superstar Pitbull. Perennial format ratings standout KLVE-FM/Los Angeles emphasized late-1990s and 2000s Spanish-language pop hits during the Fall of 2010; the inclusion of legendary cross-generational pop acts such as Juan Gabriel and Marco Antonio Solis at KLVE also makes it a unique listen, compared to stations in other markets.

Spanish Contemporary increased its audience share in Fall 2010, solidifying its position as the No. 2 format among Latinos, with 10% of the Hispanic radio audience. The format has rebounded from 9.1% of the audience seen in Spring 2007, but like regional Mexican, is aging somewhat; teen listening is now at its lowest point since spring '02, while the format's share

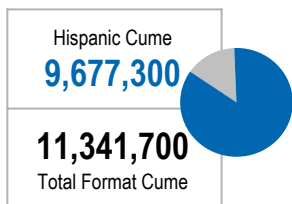
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Contemporary

Cume



In Hispanic DST Markets

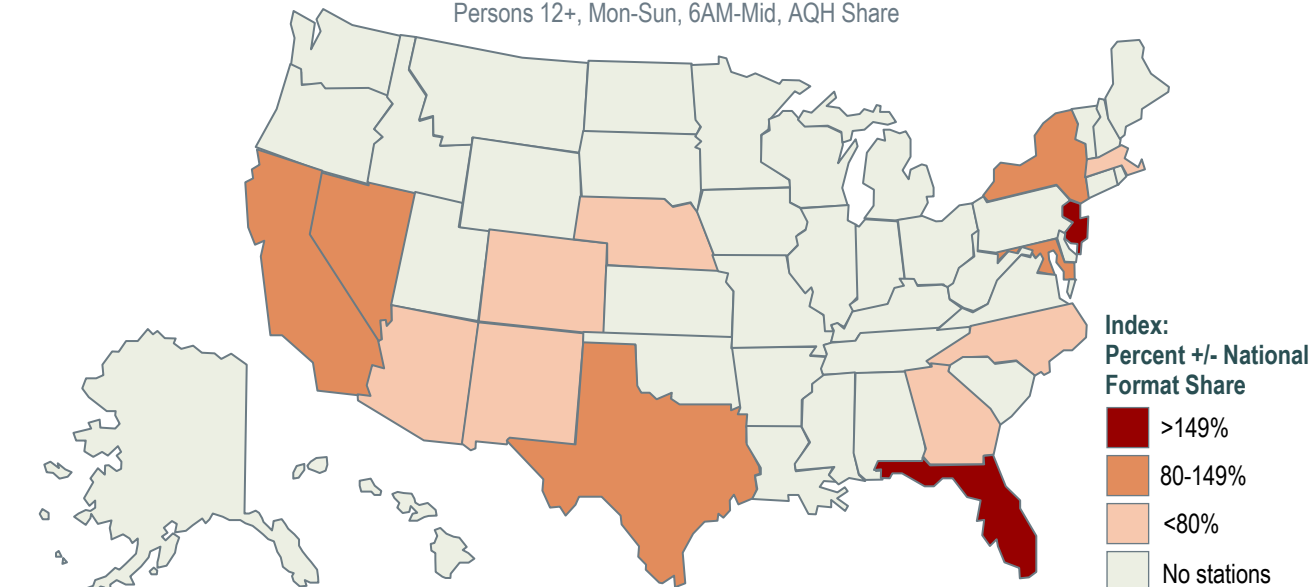
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
112	136	127	46	90

Audience Share by State

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



among 18-24 year olds is at its lowest point since Arbitron began its *Hispanic Radio Today* reports. At the same time, the format is attracting older listeners and reached new highs among Hispanics aged 45-54.

Spanish Contemporary attracts both Hispanic men and women, and in Fall '10 the format's proportion of male listeners was 48%, down slightly from Spring '10 but up sharply from 40% in Spring '07. It is enjoyed by a significant number of English-dominant Hispanics aged 12-34, a reflection of their cultural connection to Latin pop.

Listening to Spanish Contemporary exceeds the national average in such states as Florida, New York and New Jersey (where WPAT-FM/New York is based). Stations in large established Hispanic population centers in Texas and California continued to contribute to the format's strong performance.

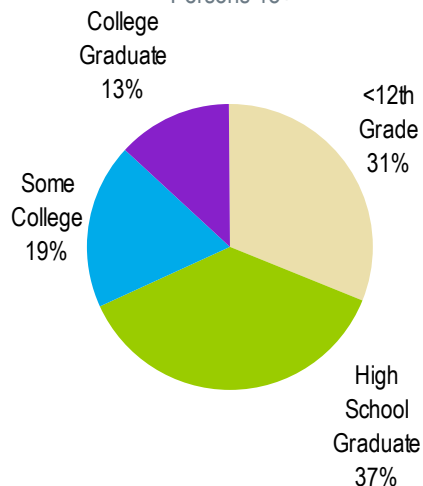
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Contemporary

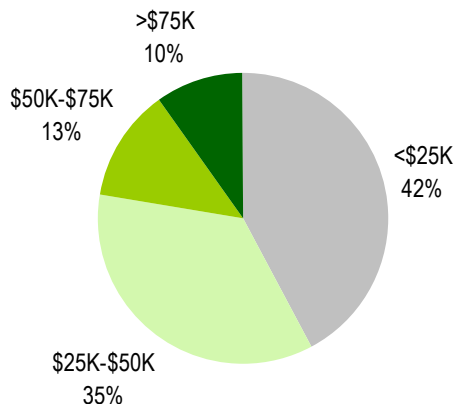
Education

Persons 18+



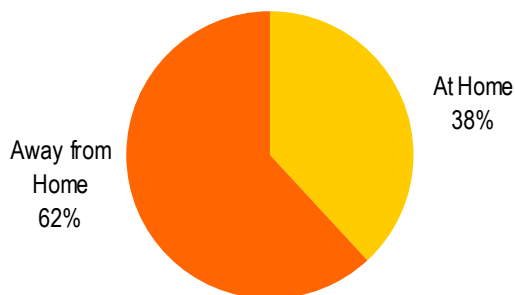
Household Income

Persons 18+



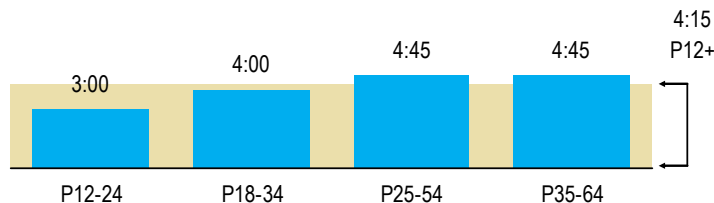
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



The number of Spanish Contemporary listeners at home again decreased to 38%, compared to 49% in Spring '06. The format is a force in the workplace, with middays seeing a larger audience than afternoons. The format's highest audience shares came during the weekend, making it appealing to advertisers that sought consumers while on the go.

Spanish Contemporary's Time Spent Listening remains at 4 hours, 15 minutes, with the highest TSL seen among Spanish-dominant adults aged 25-64 at 5 hours. Of the adults 18+ who listened to the format, 22% lived in households where income levels are \$50,000 and higher. Forty-two percent live in households with incomes of less than \$25,000, compared to 47% in Spring '01. Fifty-six percent are either high school graduates or have some college-level experience, while 13% hold college diplomas.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (100)	72%
Women's Clothing or Shoes (99)	45%
Children's/Infants' Clothing (103)	43%
Men's Clothing or Shoes (97)	43%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (98)	77%
Music/Video (98)	66%
Office Supplies (99)	66%
Books (96)	66%
Toys (102)	61%
Furniture/Home Furnishings (102)	52%
Computer Hardware/Software (105)	52%
Pet Supplies (89)	44%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	98%
Shopped Hispanic Grocery Stores (125)	49%
Shopped Non-Hispanic Stores Only (83)	49%
Spent \$100+ (100)	66%
Used Coupons (102)	26%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (100)	60%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (99)	77%
In-Store Circulars or Coupons (98)	63%
E-Mail/Text/Online (100)	25%
Loyalty Cards (87)	21%
Product Packages (81)	12%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (100)	88%
Sit-Down Restaurant (98)	72%
Breakfast at Any Restaurant (102)	51%
Lunch at Any Restaurant (100)	76%
Dinner at Any Restaurant (97)	74%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (102)	45%
Scratch-Off Tickets (103)	35%
Other Types of Tickets (97)	21%

Most Hispanic listeners of the Spanish Contemporary format purchased apparel during the past 12 months (72%) with estimated spending of \$3.3 billion. Women's clothing and shoes accounted for \$1.3 billion. Spending for men's clothing and shoes stood at \$1.2 billion and children's and infants' clothing at \$915 million.

Spanish Contemporary listeners reported being active shoppers with a majority shopping for home accessories, music or videos, office supplies, books, toys, furniture or home furnishings, and computer hardware or software during the past 12 months.

Nearly all Spanish Contemporary listeners lived in households that had done grocery shopping during the past week (98%) and they were far more likely than the average Hispanic to have shopped at Hispanic grocery stores.

continued ►

Spanish Contemporary



Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (98)	48%
Do-It-Yourself Repairs/Services (94)	23%
No Repairs/Services (110)	29%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (98)	84%
New Tires (99)	56%
Brake Repair (102)	42%
New Battery (99)	36%
Tune-Up/Spark Plugs (98)	32%
Antifreeze/Coolant (93)	28%
Transmission Repair (104)	12%
Shocks/Struts (110)	11%
Radio/Stereo Equipment (109)	10%
Paint and Body (103)	10%
Muffler (99)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (100)	58%
Attended Movies Past 3 Months (100)	53%
Attended Movies Past 30 Days (96)	23%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (110)	30%
Within Two Weeks of Opening (103)	42%
After the Second Week (87)	28%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (103)	60%
Laptop or Notebook Computer (102)	46%
Smartphone (105)	24%
Other Mobile Computing Device (110)	14%

Online Activity	Pct.
Have Online Access (103)	69%
Accessed Internet Past 30 Days (103)	63%
Shopped Online Past 12 Months (100)	45%
Purchased Online Past 12 Months (100)	41%

Total Spent Online by Listeners Past 12 Months: \$2.5 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Clothing or Accessories (102)	40%
Airline Tickets/Other Travel (90)	37%
Books (95)	33%
Music (91)	22%
Computer Hardware/Software (110)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (88)	48%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (103)	57%
Republican/Independent but Feel Closer to Republican (92)	21%
Independent/Other (100)	22%

Most Spanish Contemporary listeners attended movies during the past 12 months. Compared with all Hispanic moviegoers, listeners were more likely to show up on opening weekend. Most see a new movie within the first two weeks (72%).

Listeners were slightly above the norm for ownership of computers, smartphones, and other mobile devices. A majority had online access and they mirrored the average of total Hispanics for online purchasing (41%). Listeners reported spending \$2.5 billion online during the past 12 months. Clothing/accessories were on top of the list of online purchases, followed closely by airline tickets/other travel items.

Just under half of Spanish Contemporary listeners reported being registered to vote. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party.

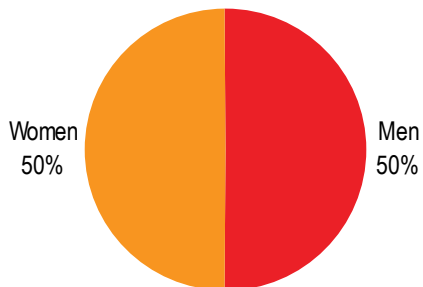
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

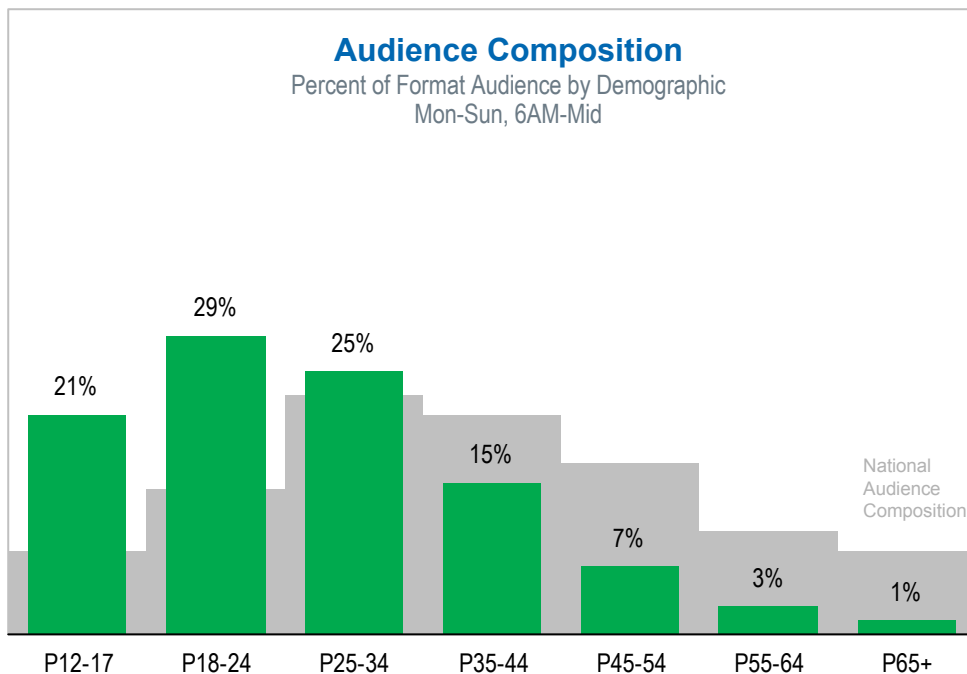
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	9.3	9.8	9.9	8.9	8.7	8.1	7.8	7.6
Total	5.5	6.0	5.8	5.6	5.1	5.5	5.4	5.1

12+ AQH Share in PPM Markets	6.4%
12+ AQH Share in Diary Markets	10.7%

Audience Composition

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



Marked Differences among Language-Dominant Listeners

Heard on 191 stations, up from 180 stations in Spring '10, Rhythmic Contemporary Hit Radio (Rhythmic CHR) was the preferred format for 7.6% of Hispanic radio consumers. But the Fall '10 audience share marked the fifth consecutive drop in audience share for the format since peaking at 9.9% in Spring '05. Rhythmic CHR stations numbered less than half of that of Pop CHR, which now shares many top acts with Rhythmic stations. Among the most played artists at Rhythmic CHR are Chris Brown, Drake and Lil Wayne, but Pop acts including Katy Perry and Adele are now filling slots where harder rap tracks were once found.

A significant portion of the format's listeners was comprised of English-dominant Hispanics. However, there were significant differences between how Spanish-dominant Latinos consumed Rhythmic CHR, compared to English-dominant. Among Spanish-dominant, the format was male-leaning. Among English-dominant, it was female-leaning. Among teens, Rhythmic CHR was far more popular among English-dominant Hispanics. Concurrently, the format was much stronger among Spanish-dominant 35-54 year olds than among English-dominant listeners.

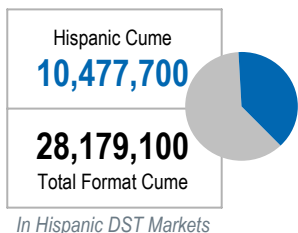
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Cume



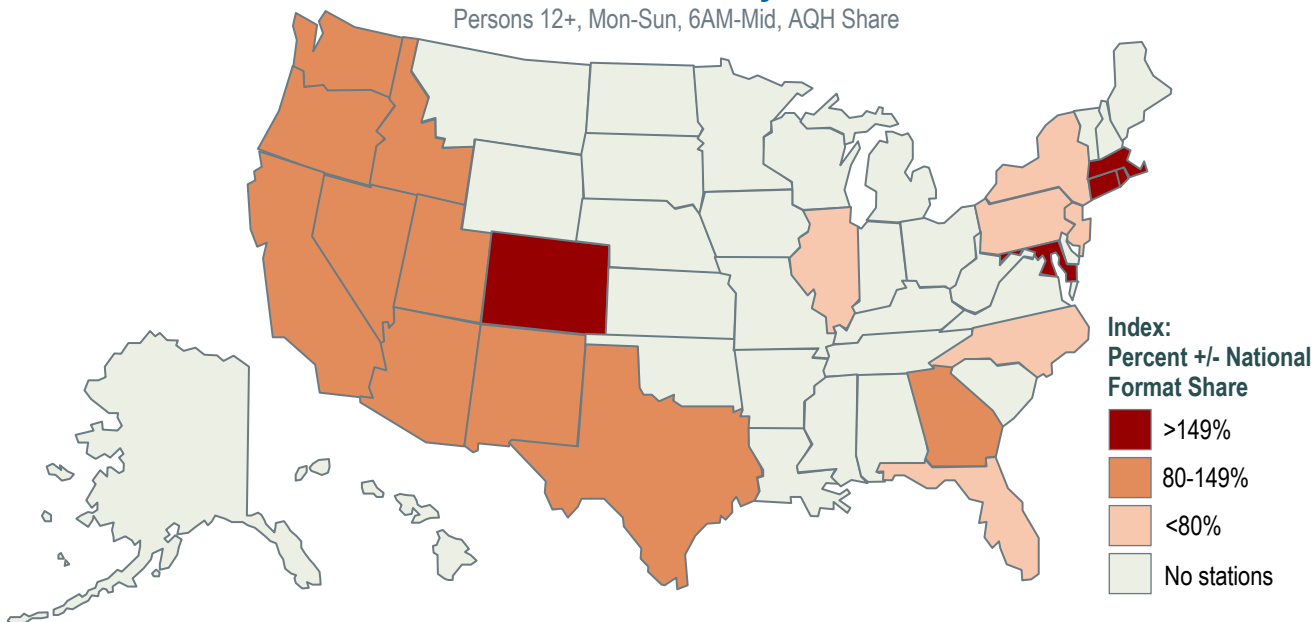
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
106	103	138	72	93

Audience Share by State

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



Overall, Rhythmic CHR's strength was among 18-34s and was no longer dominant among persons 12-17. Among all Hispanics, the format had a 50/50 gender balance. Away-from-home listening again increased, to 60%, up from 59% in Spring '10 and 59% in Fall '08.

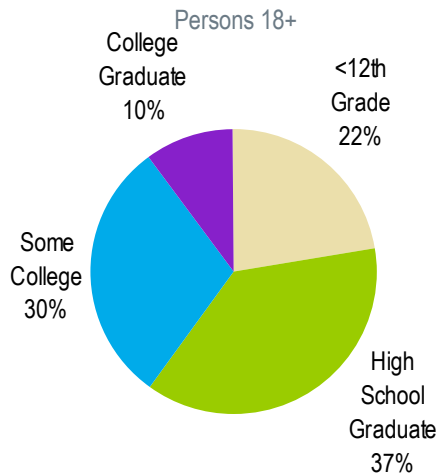
Rhythmic CHR can be heard in Hispanic markets in 41 states, and saw its strongest performance in New England, with stations in Rhode Island, Connecticut, and Massachusetts attracting large numbers of Latinos. Emerging Hispanic markets in such states as Idaho, home to Boise-based KKYD-FM (Wild 101); Utah, home to Salt Lake City's KUUU (U92) and Washington also accounted for the format's national strength. By number of stations, Rhythmic CHR's top states were California, Texas and Florida.

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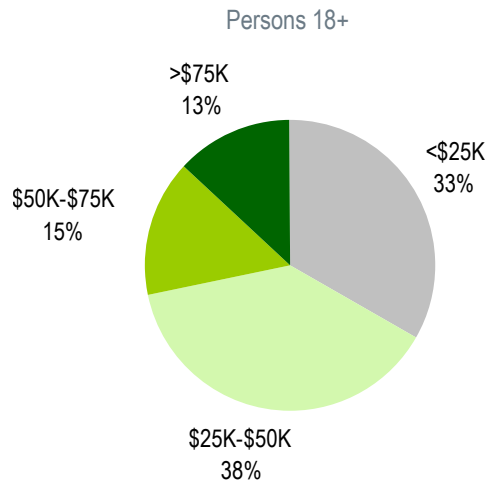
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Education

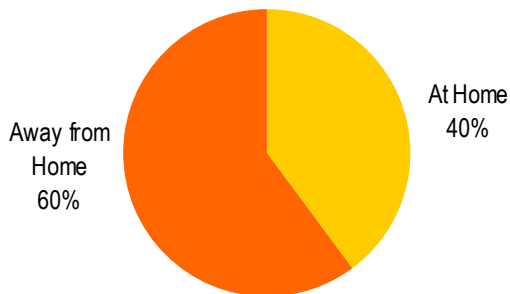


Household Income



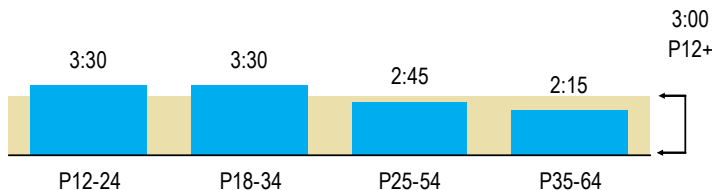
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Rhythmic CHR's audience share in the Arbitron PPM-measured markets was significantly lower than in Diary markets. Time Spent Listening to Rhythmic CHR stations was three hours in Fall '10, with Hispanics 12-34 accounting for 3 hours, 30 minutes of format consumption, largely due to English-dominant listeners. Its strongest tune-in times were afternoons by total persons and after dark by audience share.

Hispanic listeners to Rhythmic CHR were educated: 40% of the 18+ audience had at least some college experience and 77% were high school graduates. Socioeconomic levels for Rhythmic CHR listeners widely vary, with 28% of Hispanic listeners living in households with median incomes at least \$50,000 and 33% in homes with incomes under \$25,000.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (108)	77%
Men's Clothing or Shoes (111)	48%
Women's Clothing or Shoes (105)	48%
Children's/Infants' Clothing (110)	46%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (104)	81%
Music/Video (114)	77%
Books (107)	73%
Office Supplies (109)	72%
Toys (110)	66%
Computer Hardware/Software (117)	57%
Furniture/Home Furnishings (111)	57%
Pet Supplies (111)	54%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	98%
Shopped Hispanic Grocery Stores (100)	39%
Shopped Non-Hispanic Stores Only (100)	59%
Spent \$100+ (103)	68%
Used Coupons (104)	27%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (104)	62%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (101)	78%
In-Store Circulars or Coupons (103)	66%
E-Mail/Text/Online (121)	30%
Loyalty Cards (107)	26%
Product Packages (100)	15%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (105)	92%
Sit-Down Restaurant (106)	78%
Breakfast at Any Restaurant (106)	54%
Lunch at Any Restaurant (108)	82%
Dinner at Any Restaurant (109)	83%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (99)	43%
Scratch-Off Tickets (103)	35%
Other Types of Tickets (96)	21%

The Hispanic audience of Rhythmic Contemporary Hit Radio exhibited a strong consumer profile. A majority reported shopping activity within every retail category reviewed for this report. Compared with total Hispanics in the survey area, they were well above the shopping norms for music or video, toys, computer hardware or software, furniture or home furnishings and pet supplies.

Most of Rhythmic CHR's Hispanic listeners also purchased clothing or shoes during the past 12 months (77%), with about equal numbers purchasing apparel for women, men and children. Spending generated in the apparel category by listeners totaled \$3.6 billion.

continued ►

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (98)	49%
Do-It-Yourself Repairs/Services (111)	27%
No Repairs/Services (93)	24%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (98)	84%
New Tires (103)	59%
Brake Repair (108)	44%
New Battery (104)	38%
Tune-Up/Spark Plugs (108)	35%
Antifreeze/Coolant (105)	32%
Transmission Repair (115)	13%
Radio/Stereo Equipment (125)	11%
Shocks/Struts (114)	11%
Paint and Body (108)	10%
Muffler (109)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (122)	71%
Attended Movies Past 3 Months (118)	63%
Attended Movies Past 30 Days (123)	29%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (107)	29%
Within Two Weeks of Opening (103)	42%
After the Second Week (90)	29%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (112)	65%
Laptop or Notebook Computer (123)	55%
Smartphone (135)	31%
Other Mobile Computing Device (121)	15%

Online Activity	Pct.
Have Online Access (123)	82%
Accessed Internet Past 30 Days (129)	79%
Shopped Online Past 12 Months (126)	56%
Purchased Online Past 12 Months (126)	51%

Total Spent Online by Listeners Past 12 Months: \$2.8 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Clothing or Accessories (104)	41%
Airline Tickets/Other Travel (92)	38%
Books (102)	35%
Music (109)	26%
Movie Tickets (115)	20%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (101)	55%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (98)	55%
Republican/Independent but Feel Closer to Republican (86)	19%
Independent/Other (119)	26%

Hispanic listeners of Rhythmic CHR were avid moviegoers and they had of the highest rates of movie attendance of all the format audiences studied for this report. Most of these moviegoers went out to new movies during opening weekend or within two weeks of opening (71%).

Most listeners lived in households that had automotive repairs/service during the past 12 months. About half had all repairs done at a shop but 27% did repairs without professional assistance and they were above the norm for doing so.

Rhythmic CHR's Hispanic audience was well above the average of total Hispanics for ownership of computers, smartphones, and other mobile devices. A strong majority of these listeners had online access and most did online shopping and purchasing. An estimated \$2.8 billion was spent online by this group during the 12 months preceding the Scarborough survey.

Most Hispanic listeners of Rhythmic CHR reported being registered to vote. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party. These voters were also more likely than the norm among all Hispanic voters to identify as Independents.

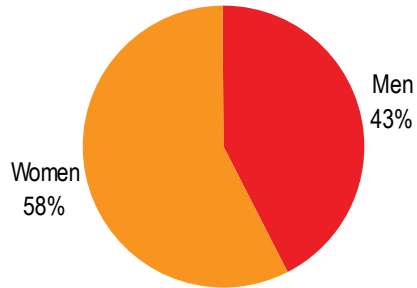
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Pop Contemporary Hit Radio (Pop CHR)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

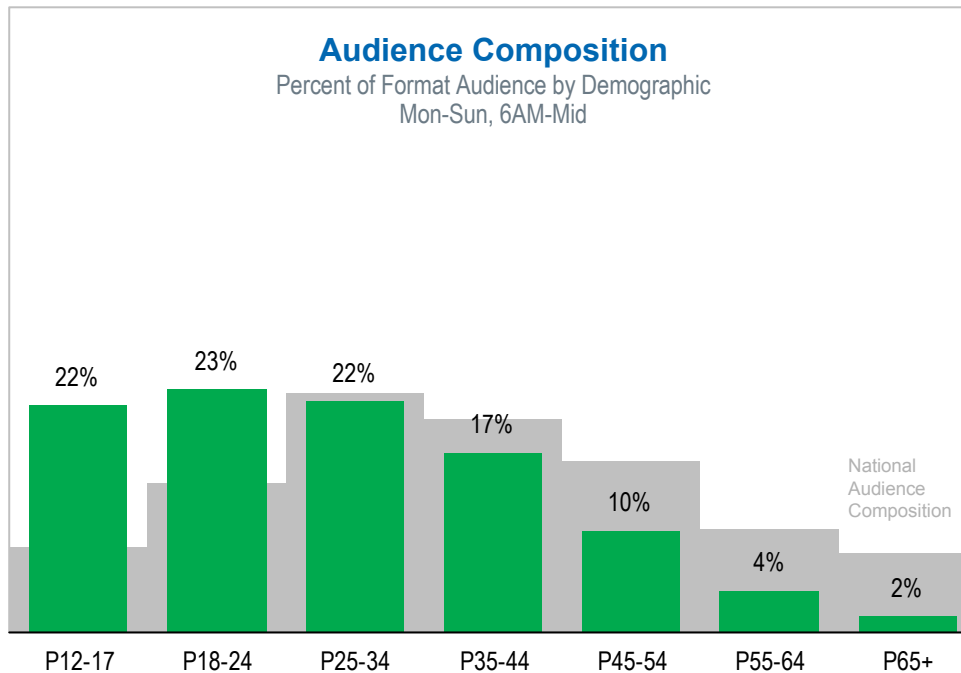
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	5.5	4.2	5.6	4.6	4.8	5.3	7.7	8.3
Total	6.2	5.6	5.4	5.7	5.8	5.3	7.1	7.6

12+ AQH Share in PPM Markets	8.6%
12+ AQH Share in Diary Markets	7.2%

Audience Composition

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



A Format *En Fuego* With Latinas

The Pop Contemporary Hit Radio (Pop CHR) continued to soar to new ratings plateaus among Hispanics. Now numbering 433 stations in Hispanic markets across the U.S., a gain from 405 stations in Spring '10, Pop CHR has been propelled of late by hits from a new crop of global superstars including Katy Perry and Bruno Mars. Established artists such as Pink and Britney Spears are also heard alongside big Latin acts, namely Enrique Iglesias and Pitbull. Throw in ballads from Taylor Swift and The Script, and Pop CHR is a bigger hit than ever with Latino radio consumers.

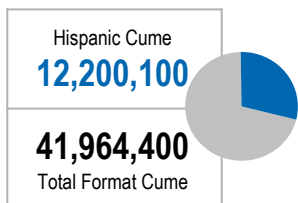
Among all Hispanics, Pop CHR lured 8.2% of radio listeners in Fall '10, surging from 4.6% in Spring '06. Hispanic women were largely responsible for the strong results: the format's gender ratio was 58% women to 43% men. However it was much closer among Spanish-dominant listeners, with 47% of this audience segment male. This helped make Pop CHR in Fall '10 the No. 1 format by Weekly Cume, 12+, and the No. 1 English-language format among all Hispanics.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Pop Contemporary Hit Radio (Pop CHR)

Cume



In Hispanic DST Markets

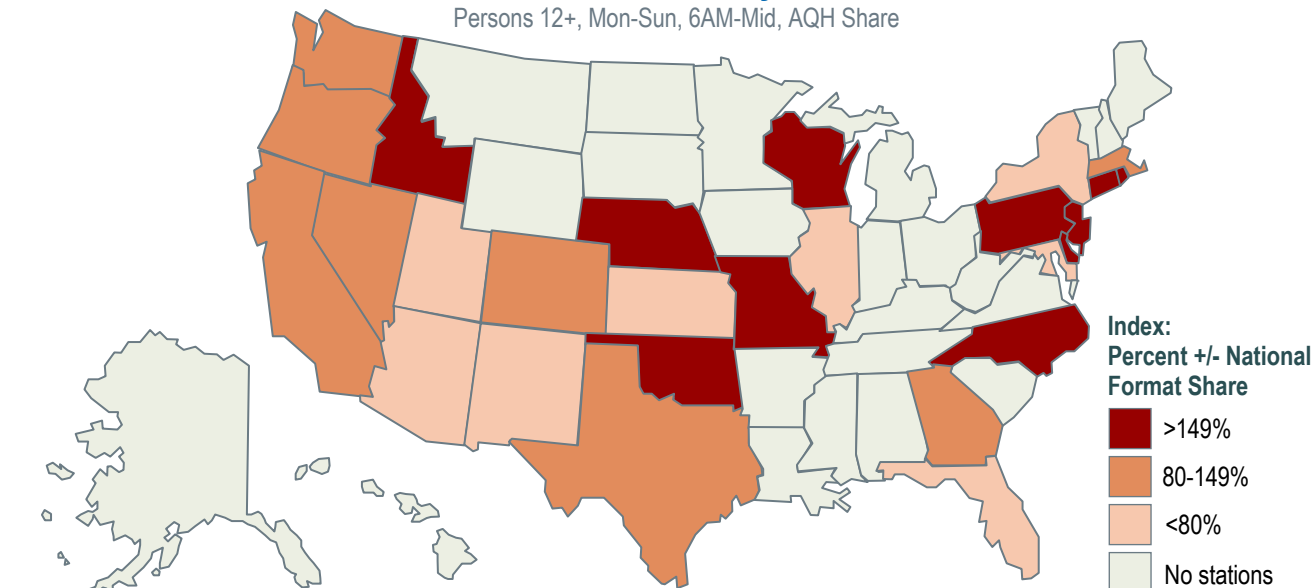
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
106	103	137	69	96

Audience Share by State

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



Pop CHR was fueled in large part by teens, ranking No. 1 among English-dominant 12-17 year olds and No. 2 among Spanish-dominant teens. It also performed very strongly with adults 18-24, ranking second among Spanish-dominant and third among English-dominant. This trend continued with the older audience, as the format was ranked higher among Spanish-dominant adults 25-54 than those who prefer English.

Pop CHR's audience also included more parents—and grandparents—than ever before: In Fall '10 the percentage of listeners aged 45-54, 55-64 and 65+ each saw new highs. Interestingly, it was among adults 25-34 where Pop CHR was down over the last three trends, from 25.1% in Fall '08 to 22.2% in Fall '10.

Loved In The Heartland, Adored In The Northeast

Pop CHR saw its strongest performance in states that are home to emerging Hispanic markets, including Arkansas, Delaware, Idaho, North Carolina and Nebraska. The format was also hot with Hispanics in Pennsylvania, Wisconsin and New Jersey (thanks to Newark-licensed WHTZ- Z100).

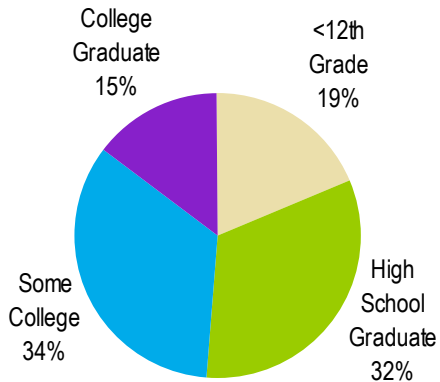
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Pop Contemporary Hit Radio (Pop CHR)

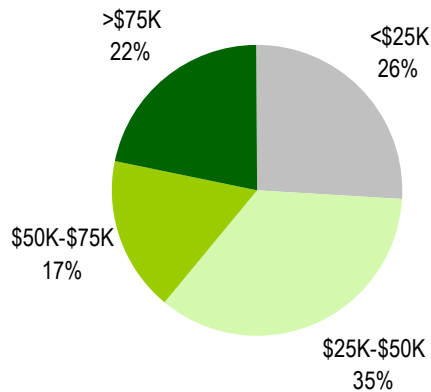
Education

Persons 18+



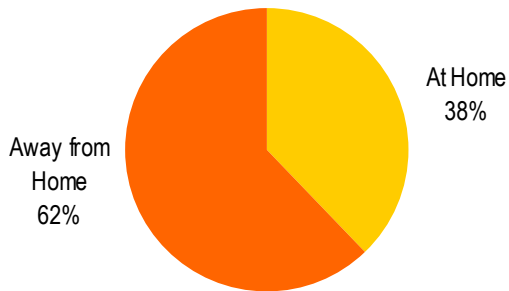
Household Income

Persons 18+



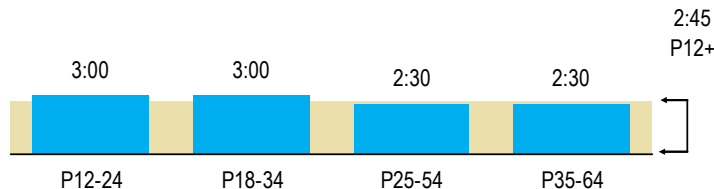
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Hispanics were driven to Pop CHR at all hours, with afternoon drive and morning drive as strong as nights and weekends. As many listeners were in school or may not have been able to listen at work, middays saw the lowest listening among Hispanics.

Away-from-home listening continued to increase for Pop CHR, with 62% of the audience tuning in away from home. Time spent listening continued to be slightly higher among English-dominant Hispanics than for Spanish-dominant Latinos, with the latter devoting 3 hours, 15 minutes to the format—a quarter-hour more than in Spring '10.

Pop CHR attracted educated Latinos: 15% of the Hispanic listening audience was comprised of college graduates, while 66% had a high school diploma. Nearly 40% of the format's listeners lived in households with incomes of at least \$50,000, while an additional 35% resided in homes with incomes between \$25,000 and \$50,000.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Pop Contemporary Hit Radio (Pop CHR)

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (110)	79%
Women's Clothing or Shoes (110)	51%
Men's Clothing or Shoes (112)	49%
Children's/Infants' Clothing (114)	48%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (105)	82%
Music/Video (115)	78%
Books (110)	75%
Office Supplies (110)	73%
Toys (111)	67%
Computer Hardware/Software (121)	60%
Furniture/Home Furnishings (112)	57%
Pet Supplies (111)	54%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	98%
Shopped Hispanic Grocery Stores (97)	38%
Shopped Non-Hispanic Stores Only (103)	60%
Spent \$100+ (104)	69%
Used Coupons (106)	27%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (105)	63%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (100)	77%
In-Store Circulars or Coupons (104)	67%
E-Mail/Text/Online (132)	33%
Loyalty Cards (116)	29%
Product Packages (114)	17%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (105)	92%
Sit-Down Restaurant (107)	79%
Breakfast at Any Restaurant (106)	53%
Lunch at Any Restaurant (108)	82%
Dinner at Any Restaurant (110)	84%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (97)	42%
Scratch-Off Tickets (99)	34%
Other Types of Tickets (100)	21%

The Hispanic audience of Pop Contemporary Hit Radio had a very strong consumer profile, being above average for shopping within every retail category reviewed for this report. A strong majority purchased apparel during the past 12 months (79%), with spending totaling \$3.7 billion.

Most listeners lived in households that were slightly above average for using coupons for groceries or other goods and services. Coupon users were most likely to obtain coupons from printed sources—newspapers/magazines/mail and in-store circulars/coupons. They were also far more likely than the average Hispanic coupon user to obtain coupons from online sources, loyalty cards and product packages.

continued ►

Pop Contemporary Hit Radio (Pop CHR)

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (100)	49%
Do-It-Yourself Repairs/Services (113)	27%
No Repairs/Services (89)	24%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (100)	86%
New Tires (103)	59%
Brake Repair (110)	45%
New Battery (99)	36%
Tune-Up/Spark Plugs (103)	34%
Antifreeze/Coolant (104)	32%
Transmission Repair (109)	12%
Radio/Stereo Equipment (112)	10%
Paint and Body (109)	10%
Shocks/Struts (102)	10%
Muffler (99)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (123)	72%
Attended Movies Past 3 Months (120)	63%
Attended Movies Past 30 Days (127)	30%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (101)	28%
Within Two Weeks of Opening (103)	41%
After the Second Week (96)	31%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (114)	66%
Laptop or Notebook Computer (131)	59%
Smartphone (143)	33%
Other Mobile Computing Device (122)	15%

Online Activity	Pct.
Have Online Access (126)	84%
Accessed Internet Past 30 Days (133)	81%
Shopped Online Past 12 Months (134)	60%
Purchased Online Past 12 Months (135)	55%

Total Spent Online by Listeners Past 12 Months: \$2.9 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (102)	42%
Clothing or Accessories (105)	41%
Books (106)	36%
Music (109)	26%
Movie Tickets (110)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (108)	59%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (99)	55%
Republican/Independent but Feel Closer to Republican (98)	22%
Independent/Other (105)	23%

Hispanic listeners of Pop CHR are avid moviegoers and they had the highest rate of movie attendance of all the format audiences studied for this report.

Most listeners lived in households that had automotive repairs/service during the past 12 months. About half had all repairs done at a shop, but 27% managed repairs without the help of a professional and they were more likely than the average Hispanic to do so.

Hispanic listeners of Pop CHR were well above the norms for ownership of computers, smartphones and other mobile devices when compared with total Hispanics in the survey area. A strong majority had online access and most reported online shopping and purchasing. Online expenditures by this audience totaled \$2.9 billion.

Most Hispanic listeners of the Pop CHR format reported being registered to vote. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party.

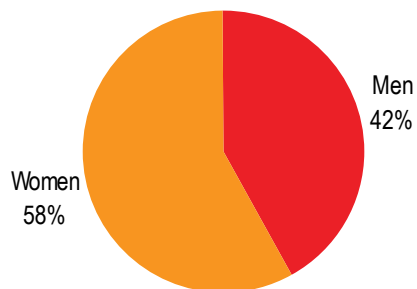
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Adult Contemporary and Soft Adult Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

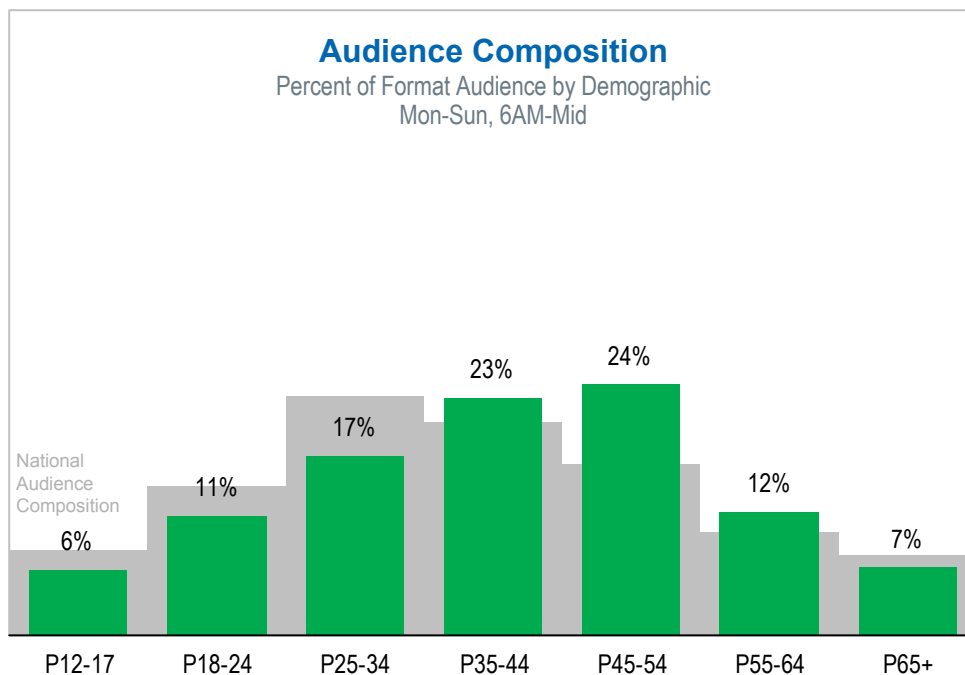
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	4.0	4.6	4.9	4.2	4.6	5.5	7.0	7.1
Total	7.4	7.4	7.7	7.8	7.9	8.5	9.7	10.3

12+ AQH Share in PPM Markets	7.7%
12+ AQH Share in Diary Markets	5.3%

Audience Composition

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



A New Apex for the Away-From-Home Leader

Adult Contemporary (AC), which includes stations that classify themselves as Soft Adult Contemporary, continued its meteoric rise in popularity among Hispanics in Fall '10, accounting for 7.1% of listening; AC stations took in 6.5% of all listening, up from 4.2% in Spring '06. Overall, AC continued to be fueled by females, accounting for 58% of the audience; it was the No. 3 most listened to English-language format among Latinas, behind Rhythmic CHR and Pop CHR, respectively.

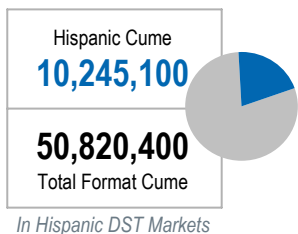
With 847 stations across all Hispanic markets, AC was the most listened to English-language format outside of the home, accounting for 73% of all listening. With the majority of total listeners in the 35-54 age range, AC was the top English-language format for both Hispanic men and women 35-44 and the No. 1 format overall among Hispanic women 45-54. It was also the leading English-language format among all women 55+.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Adult Contemporary and Soft Adult Contemporary

Cume



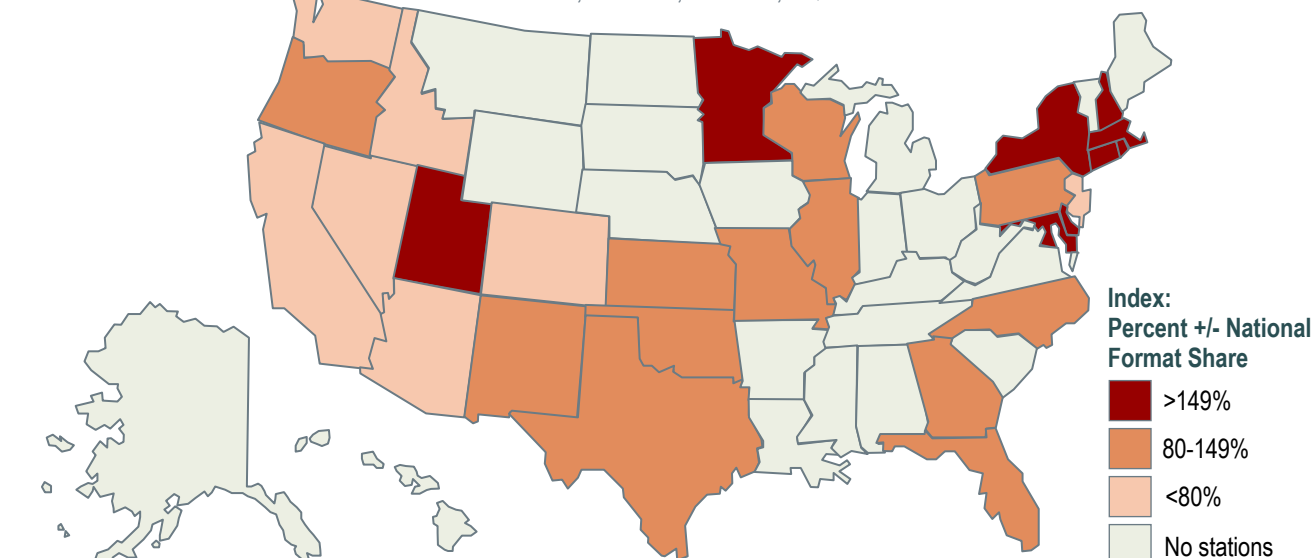
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
106	157	129	42	81

Audience Share by State

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



A closer look at AC listening among Hispanics reveals largely different audiences when comparing English-dominant audiences with Spanish-dominant listeners. Among English-dominant listeners, 65% were women, but with Spanish-dominant, 52% were men. Additionally, the format attracted a larger total audience of Spanish-dominant 25–54-year-old Hispanics than those who were English-dominant.

States where AC outperforms among Hispanic listeners included Minnesota, Delaware, New Hampshire, and Utah. The format was a strong favorite with Hispanics in the Mid-Atlantic region, with stations in Maryland and WASH-FM/Washington, DC among ratings stalwarts. The format's overall strength with Hispanics was centered on East Coast states and Illinois, largely thanks to Chicago's WLIT-FM.

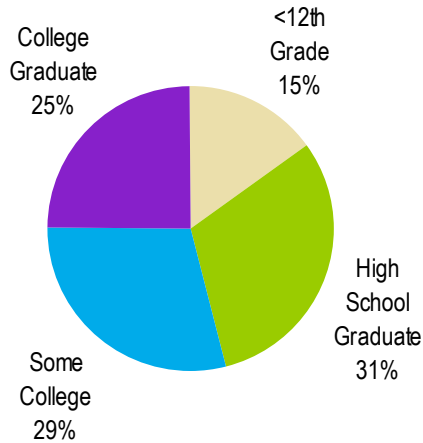
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Adult Contemporary and Soft Adult Contemporary

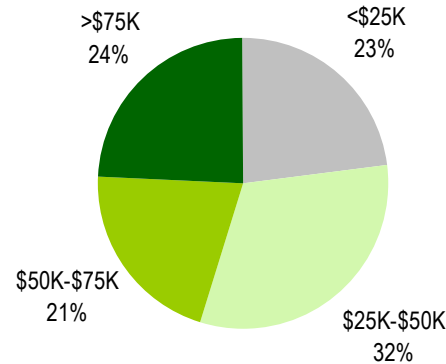
Education

Persons 18+



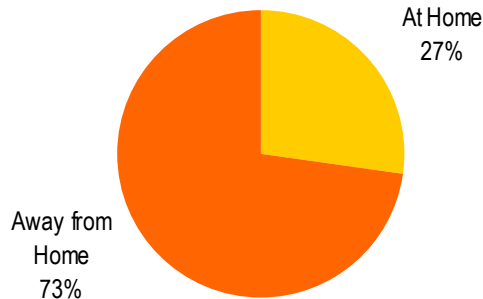
Household Income

Persons 18+



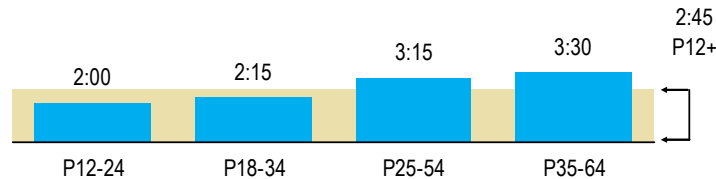
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



AC owes its out-of-home dominance to its strong midday audience, in addition to its afternoon shares. But the format was not just an in-office favorite as it was a strong performer with Hispanics on weekends.

Time Spent Listening to AC was greatest among listeners aged 35-64, in particular those who are English-dominant. On a 12+ level, TSL of 2 hours, 45 minutes reflected another dip for the format, off 45 minutes from Fall '08. Forty-five percent of listeners reside in households with median incomes of \$50,000 and higher, while 32% live in homes with incomes between \$25,000 and \$50,000. More than half at least attended some college, and an additional 31% hold a high school diploma.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Adult Contemporary and Soft Adult Contemporary

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (104)	75%
Women's Clothing or Shoes (106)	49%
Men's Clothing or Shoes (107)	47%
Children's/Infants' Clothing (103)	43%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (102)	80%
Books (106)	73%
Office Supplies (108)	72%
Music/Video (104)	71%
Toys (102)	61%
Computer Hardware/Software (119)	58%
Furniture/Home Furnishings (111)	56%
Pet Supplies (103)	50%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	98%
Shopped Hispanic Grocery Stores (91)	36%
Shopped Non-Hispanic Stores Only (106)	62%
Spent \$100+ (102)	68%
Used Coupons (110)	28%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (108)	65%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (101)	78%
In-Store Circulars or Coupons (98)	64%
E-Mail/Text/Online (122)	30%
Loyalty Cards (114)	28%
Product Packages (114)	17%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (102)	90%
Sit-Down Restaurant (105)	78%
Breakfast at Any Restaurant (104)	52%
Lunch at Any Restaurant (104)	79%
Dinner at Any Restaurant (105)	80%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (106)	46%
Scratch-Off Tickets (100)	34%
Other Types of Tickets (124)	26%

The Hispanic audience of Adult Contemporary and Soft AC showed a strong consumer profile, being above average for shopping within every retail category reviewed for this report.

Hispanic listeners of these formats generated significant spending in the apparel category. \$3.3 billion was spent on women's, men's and children's or infants' clothing during the past 12 months.

Most Hispanic listeners in the AC/Soft AC audience lived in households that were above average for the use of coupons for groceries or other goods and services. Coupon users were most likely to obtain coupons from printed sources—newspapers/magazines/mail and in-store circulars/coupons. Although fewer users obtained coupons from online sources, loyalty cards and product packages, they were above average for using these sources.

Nearly half of the Hispanic audience of AC/Soft AC played the lottery during the past 30 days, slightly above the norm among total Hispanics.

continued ►

Adult Contemporary and Soft Adult Contemporary

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (104)	51%
Do-It-Yourself Repairs/Services (100)	24%
No Repairs/Services (94)	25%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (102)	87%
New Tires (100)	57%
Brake Repair (103)	42%
New Battery (101)	37%
Tune-Up/Spark Plugs (100)	32%
Antifreeze/Coolant (94)	29%
Paint and Body (121)	11%
Transmission Repair (95)	11%
Shocks/Struts (109)	10%
Radio/Stereo Equipment (91)	8%
Muffler (97)	6%

Movie Attendance	Pct.
Attended Movies Past 12 Months (110)	64%
Attended Movies Past 3 Months (111)	58%
Attended Movies Past 30 Days (110)	26%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (90)	25%
Within Two Weeks of Opening (100)	40%
After the Second Week (109)	35%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (111)	65%
Laptop or Notebook Computer (123)	55%
Smartphone (121)	28%
Other Mobile Computing Device (103)	13%

Online Activity	Pct.
Have Online Access (117)	78%
Accessed Internet Past 30 Days (121)	74%
Shopped Online Past 12 Months (127)	56%
Purchased Online Past 12 Months (128)	52%

Total Spent Online by Listeners Past 12 Months: \$2.9 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (109)	45%
Clothing or Accessories (104)	41%
Books (103)	36%
Music (100)	24%
Movie Tickets (111)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (116)	64%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (97)	54%
Republican/Independent but Feel Closer to Republican (108)	24%
Independent/Other (100)	22%

A majority of listeners attended movies during the past 12 months and they were well above the Hispanic average for movie attendance.

Hispanic listeners of AC/Soft AC were more likely than the average Hispanic surveyed to own computers and smartphones. A strong majority had online access and most shopped and purchased online. Hispanic listeners generated \$2.9 billion in online spending during the past 12 months.

Most AC/Soft AC listeners reported being registered to vote and they were above the Hispanic average for being registered. Among those who were registered, over half were Democrats or Independents who identified with the Democratic Party.

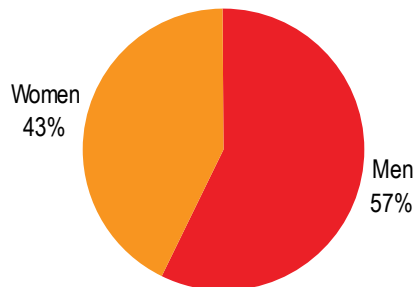
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Adult Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

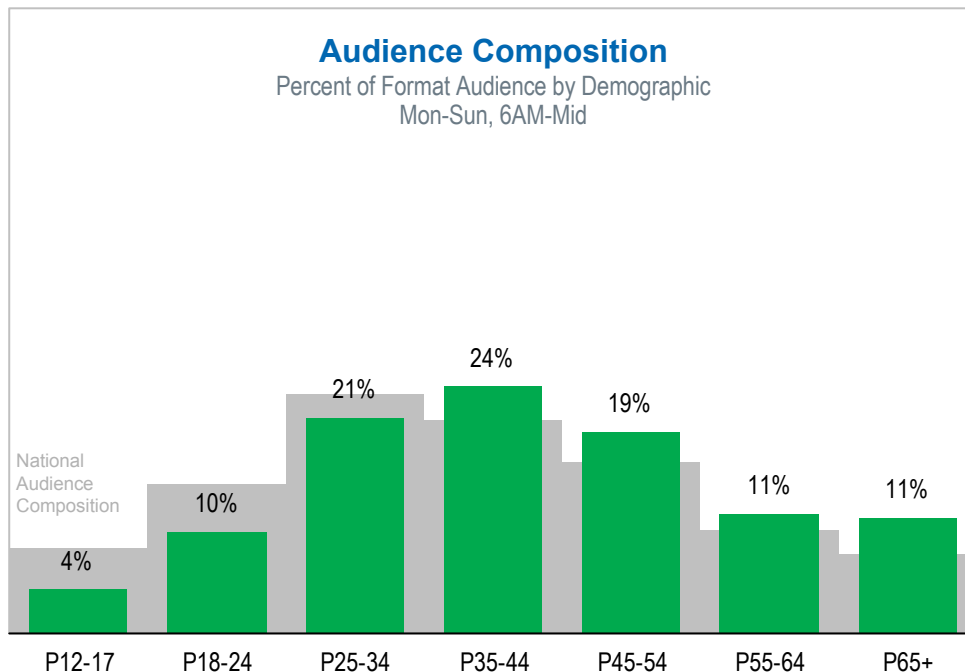
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP10
Hispanic	-	-	-	7.0	6.5	7.3	6.5	7.8
Total	-	-	-	1.6	1.3	1.9	1.8	2.1

12+ AQH Share in PPM Markets	7.6%
12+ AQH Share in Diary Markets	8.3%

Audience Composition

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



Old Favorites Finding Larger Audiences

Just as Classic Hits and Adult Hits stations have increased their audience share in recent years, so has the Spanish Adult Hits format.

Numbering 55 stations in Fall '10, up from 47 in Spring '10, Spanish Adult Hits stations widely vary depending on the Hispanic heritage of the region. In Miami, WCMQ-FM mixes disco-era English-language pop hits with all-time favorites from the 1960s through the 1990s. Nationally syndicated formats reflect a more Mexican musical influence, with longtime acts such as Los Tigres del Norte heard alongside songs from the Latin world's legends, such as Rocio Durcal, José José, Camilo Sesto and Leo Dan.

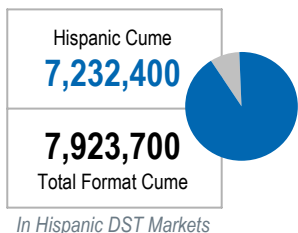
Spanish Adult Hits stations accounted for 7.8% of all Hispanic radio listening in Fall 2010, an all-time high and up from its previous high of 7.3% in Fall 2008. As the third most popular Spanish-language format, behind Spanish Contemporary and Mexican Regional, Spanish Adult Hits was male leaning and driven largely by Spanish-dominant listeners.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Adult Hits

Cume



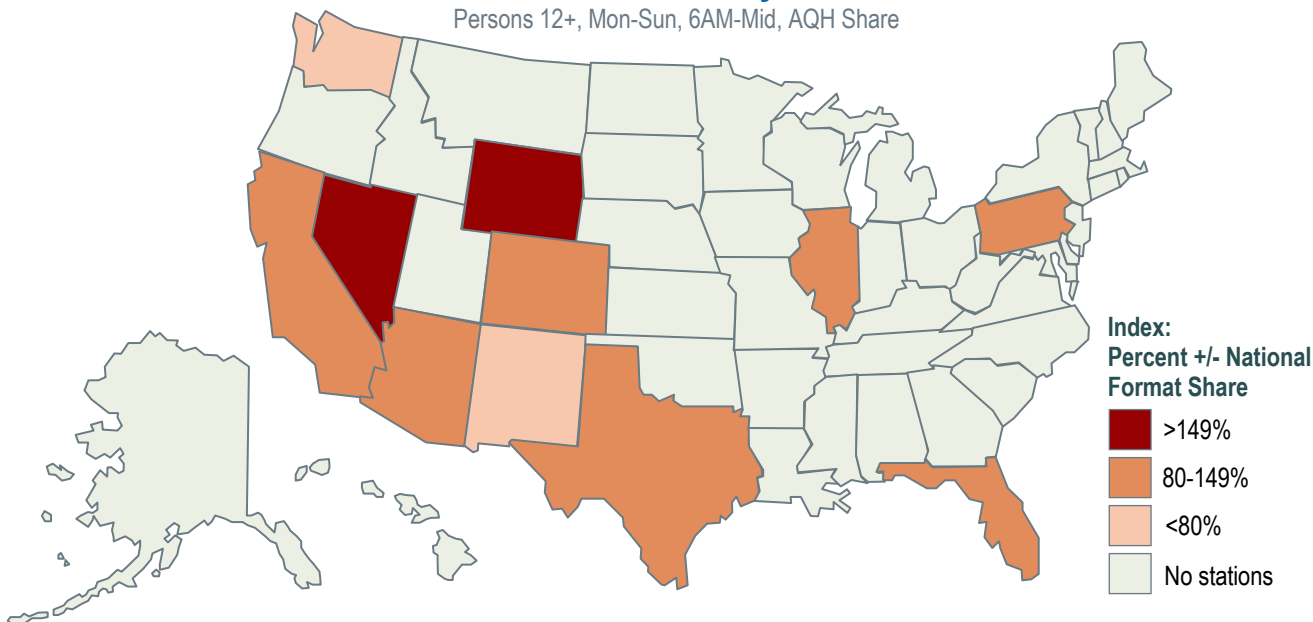
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
119	147	120	45	85

Audience Share by State

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



Hispanic adults aged 25-54 comprised nearly 64% of the listening audience, and an additional 23% of Spanish Adult Hits listeners were at least 55 years of age. Teens represented just 4.2% of the audience, but an even number of Spanish-dominant and English-dominant 12-17 year olds consumed stations in the format, a sign of maintaining a cultural connection to music of their parents' and grandparents' generation. Still, share growth was seen only among Hispanics 35-44 and, to a greater extent, listeners 55+.

Spanish Adult Hits is particularly strong in Wyoming, thanks to Adelante Radio Group's KBMG-FM, which serves Salt Lake City with its syndicated "Juan" format. The format also outperforms in Nevada, thanks to Lotus' KWID-FM "La Buena." California and Texas are the biggest states for Spanish Adult Hits, largely due to the presence of Univision Radio's "Recuerdo" network in a host of markets. Although not as dominant as it was in the 2000s, the syndicated "La Preciosa" format continues to attract listeners in four California markets.

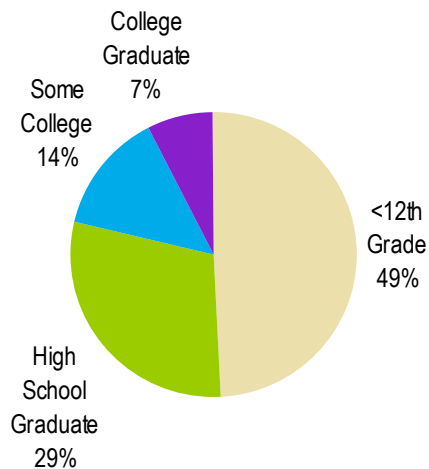
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Adult Hits

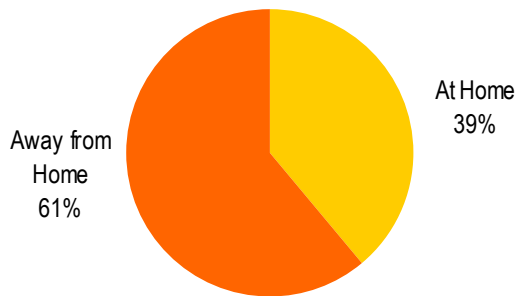
Education

Persons 18+



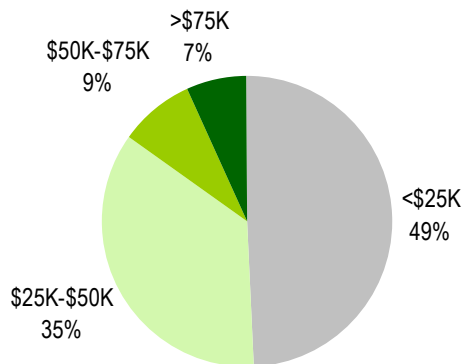
AQH Share of Listening by Location

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



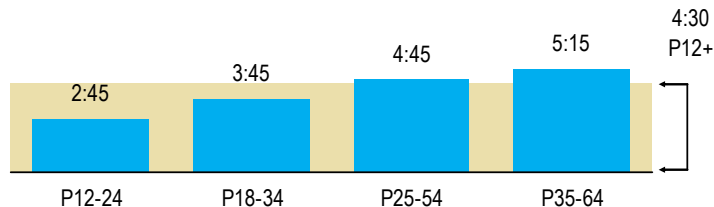
Household Income

Persons 18+



Time Spent Listening by Demographic

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



In Fall '10, 61% of listening was seen out of the home, statistically flat from Spring '10 but up 13% from Spring '07. Spanish Adult Hits once again saw its biggest audience share in middays, with 8.4% of the Hispanic radio audience tuning in to the format in this time period—up from 7.1% in Spring '10. As with many radio formats, nighttime listening continued to be a challenge, with a steep fall-off in listening from the afternoon drive.

Time Spent Listening was strongest among older audiences, with listeners 35-64 spending 5 hours, 15 minutes with Spanish Adult Hits, up a quarter-hour from Spring '10. Spanish-dominant listeners spent more time with the format than English-dominant consumers. However, English-dominant 35-54 year olds spent 3 hours, 45 minutes with Spanish Adult Hits, pointing to the format's popularity with older bilingual and bicultural listeners.

Spanish Adult Hits listeners were largely self-educated, with 29% of the audience holding a high school diploma and 21% having at least some college experience. Roughly 16% of the format's listeners were in households with incomes of \$50,000 or more, while an additional 35% resided in homes with annual incomes of between \$25,000 and \$50,000.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (96)	69%
Children's/Infants' Clothing (103)	43%
Men's Clothing or Shoes (98)	43%
Women's Clothing or Shoes (92)	42%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (99)	77%
Books (95)	65%
Music/Video (95)	64%
Office Supplies (96)	64%
Toys (102)	61%
Pet Supplies (98)	48%
Furniture/Home Furnishings (94)	48%
Computer Hardware/Software (91)	45%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	99%
Shopped Hispanic Grocery Stores (129)	51%
Shopped Non-Hispanic Stores Only (81)	48%
Spent \$100+ (99)	65%
Used Coupons (91)	23%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (96)	58%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (103)	80%
In-Store Circulars or Coupons (94)	61%
Loyalty Cards (87)	22%
E-Mail/Text/Online (72)	18%
Product Packages (72)	11%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (100)	89%
Sit-Down Restaurant (96)	71%
Breakfast at Any Restaurant (99)	50%
Lunch at Any Restaurant (97)	73%
Dinner at Any Restaurant (95)	73%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (97)	42%
Scratch-Off Tickets (99)	34%
Other Types of Tickets (80)	17%

A majority of the listeners of Spanish Adult Hits purchased clothing or shoes during the past 12 months (69%), generating spending of \$1.9 billion in the apparel category. A majority also shopped for home accessories, books, music or videos, office supplies and toys during that time period.

Virtually all listeners lived in households that had done grocery shopping during the past week (99%) and they were well above average for having shopped at Hispanic grocery stores.

About four of every ten listeners had purchased a lottery ticket during the past 30 days. They were twice as likely to choose a scratch-off ticket over other types of tickets.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (103)	51%
Do-It-Yourself Repairs/Services (108)	26%
No Repairs/Services (88)	23%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (98)	84%
New Tires (99)	56%
Brake Repair (105)	43%
New Battery (102)	38%
Tune-Up/Spark Plugs (109)	35%
Antifreeze/Coolant (96)	29%
Transmission Repair (109)	12%
Radio/Stereo Equipment (110)	10%
Shocks/Struts (97)	9%
Muffler (105)	7%
Paint and Body (76)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (91)	53%
Attended Movies Past 3 Months (91)	48%
Attended Movies Past 30 Days (84)	20%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (122)	34%
Within Two Weeks of Opening (94)	38%
After the Second Week (88)	28%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (92)	53%
Laptop or Notebook Computer (77)	35%
Smartphone (80)	18%
Other Mobile Computing Device (102)	12%

Online Activity	Pct.
Have Online Access (85)	57%
Accessed Internet Past 30 Days (80)	49%
Shopped Online Past 12 Months (76)	34%
Purchased Online Past 12 Months (74)	30%

Total Spent Online by Listeners Past 12 Months: \$1.2 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (95)	39%
Clothing or Accessories (84)	33%
Books (85)	29%
Music (89)	22%
Computer Hardware/Software (96)	16%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (75)	41%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (109)	61%
Republican/Independent but Feel Closer to Republican (82)	18%
Independent/Other (94)	21%

More than half of the Hispanic listeners of Spanish Adult Hits attended movies during the past 12 months. These moviegoers were above the norm for seeing movies during opening weekend. A strong majority attended movies either on opening weekend or within two weeks of opening (72%).

A majority of the Spanish Adult Hits audience reported having a computer in the household and most had online access. Only about one-third of the audience reported purchasing online; however, listeners contributed significantly to the online economy, spending an estimated \$1.2 billion online during the past 12 months. Among online buyers, airline tickets/other travel were the top purchase.

Fewer than half of the Spanish Adult Hits listeners reported being registered to vote, well below the norm seen among total Hispanics in the survey area. Among those listeners who were registered, 61% were Democrats or Independents who identified with the Democratic Party.

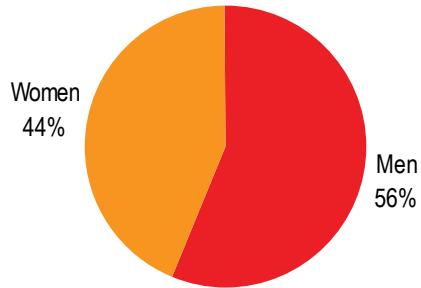
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Classic Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

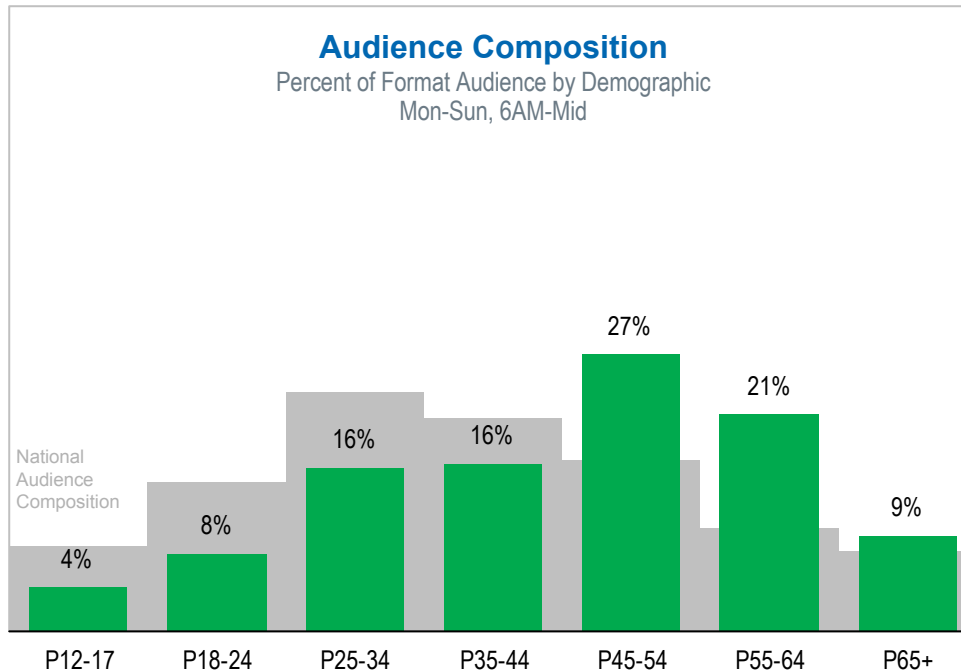
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	-	-	2.0	3.8	4.2	3.6
Total	-	-	-	-	2.8	4.3	5.5	4.9

12+ AQH Share in PPM Markets	3.9%
12+ AQH Share in Diary Markets	2.8%

Audience Composition

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



A Midday Monster Cools Its Hot Growth

Classic Hits attracted 3.6% of all Hispanic radio listeners in Fall '10, receding from its high of 4.2% of Hispanic radio listening in Spring '10. The format has improved from 2% in Spring '07. Fall 2010 improvements were seen in Diary-based markets, where Classic Hits grew to 2.8% of all listening, from 2.5% in Spring '10. In PPM markets, the format dipped to 3.9%, from 5.0% in Spring '10.

Classic Hits was heard on 529 stations, compared to 494 stations in Spring '10. Many of the stations were rebranded from Oldies, and most Classic Hits stations feature Top 40 selections from the late 1960s through the mid-1980s.

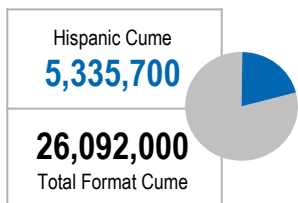
Nearly half of the Classic Hits audience fell between 45 and 64 years old, with just 24% in the adults 18-34 demographic. Classic Hits attracted more Hispanic men than women, especially among Spanish-dominant listeners where 62% of the audience is male. More gender balance was seen for the format in Fall '10 than in Spring '10, and 47% of the English-dominant audience was female. Classic Hits was the No. 1 most preferred English-language music format among all Hispanic men. The format also enjoyed a surge in listening among Spanish-dominant persons aged 25-34.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Classic Hits

Cume



In Hispanic DST Markets

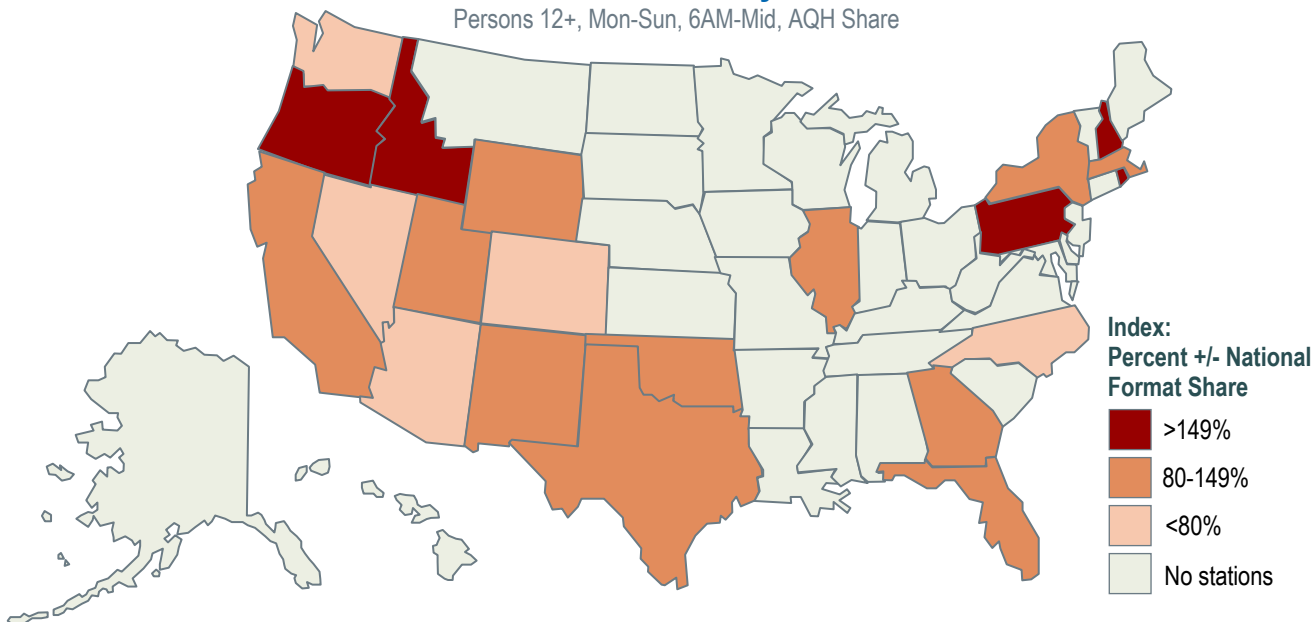
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
115	164	122	41	76

Audience Share by State

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



Classic Hits mirrors AC/Soft AC with regard to how Hispanics consume the format. It was a top choice away from home, with 73% of listening done on the road or perhaps in the office. The 10AM-3PM shift was the biggest for Classic Hits among Latino consumers, helping the format rank No. 2 behind AC/Soft AC as the top away-from-home listening choice.

The strongest states for Classic Hits included New Hampshire, Rhode Island and Oregon. Strong ratings performances for stations in Pittsburgh and Philadelphia made Pennsylvania a leading state among Hispanics for the format, while New York, Idaho, Georgia and Oklahoma also ranked high.

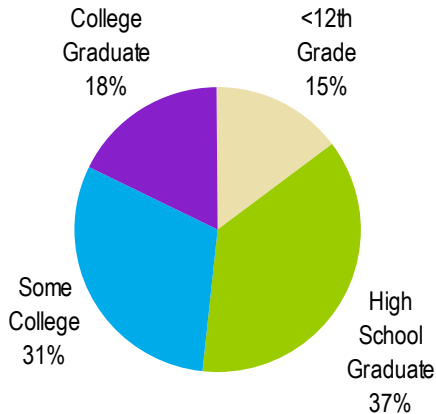
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Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Classic Hits

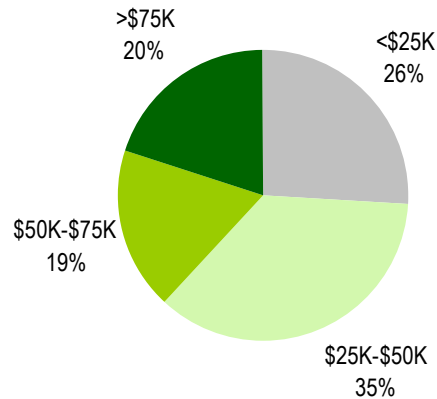
Education

Persons 18+



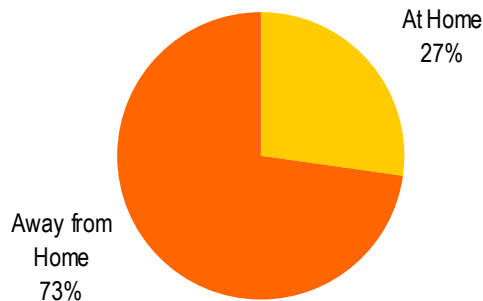
Household Income

Persons 18+



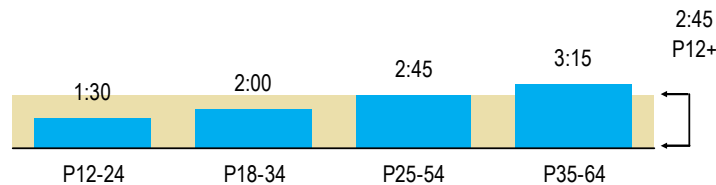
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Hispanic listeners to Classic Hits devoted 2 hours, 45 minutes to the format; TSL was strongest among persons 35-64, and with English-dominant listeners.

Given the strength of Classic Hits among older audiences, listeners were more likely to live in higher-income households: 39% resided in homes with incomes of \$50,000 or greater. An additional 35% live in households with incomes between \$25,000 and \$50,000. Classic Hits listeners are educated, with nearly half having attended some college. Just 15% have less than a high school education.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (101)	73%
Men's Clothing or Shoes (108)	47%
Women's Clothing or Shoes (97)	45%
Children's/Infants' Clothing (92)	38%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (104)	82%
Books (106)	72%
Office Supplies (107)	71%
Music/Video (103)	70%
Toys (97)	58%
Furniture/Home Furnishings (110)	56%
Computer Hardware/Software (109)	53%
Pet Supplies (102)	50%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	99%
Shopped Hispanic Grocery Stores (91)	36%
Shopped Non-Hispanic Stores Only (107)	63%
Spent \$100+ (103)	68%
Used Coupons (109)	28%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (106)	64%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (103)	80%
In-Store Circulars or Coupons (100)	64%
E-Mail/Text/Online (100)	25%
Loyalty Cards (100)	24%
Product Packages (102)	15%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (101)	90%
Sit-Down Restaurant (106)	78%
Breakfast at Any Restaurant (108)	54%
Lunch at Any Restaurant (105)	80%
Dinner at Any Restaurant (105)	80%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (108)	47%
Scratch-Off Tickets (102)	35%
Other Types of Tickets (126)	27%

Most of the Hispanic audience of Classic Hits had purchased apparel during the past 12 months (73%). These listeners were above the average of all Hispanics in the survey area for purchasing men's clothing or shoes. Spending on apparel by Hispanic listeners of this format totaled \$1.5 billion.

A majority of Hispanic listeners of Classic Hits had also shopped for home accessories, books, office supplies, music or videos, toys, furniture or home furnishings and computer hardware or software during the past 12 months.

Eating out at both fast food and sit-down restaurants were popular with listeners. Over half reported having eaten breakfast out and 80% had eaten lunch and dinner meals at restaurants during the past 30 days.

Nearly half of the listeners played the lottery during the past 30 days and they were more likely to buy a scratch-off ticket than other types of tickets.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (107)	53%
Do-It-Yourself Repairs/Services (107)	26%
No Repairs/Services (80)	21%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (101)	86%
New Tires (100)	57%
Brake Repair (102)	42%
New Battery (106)	39%
Tune-Up/Spark Plugs (104)	34%
Antifreeze/Coolant (95)	29%
Paint and Body (115)	11%
Transmission Repair (94)	10%
Shocks/Struts (98)	9%
Radio/Stereo Equipment (92)	8%
Muffler (74)	5%

Movie Attendance	Pct.
Attended Movies Past 12 Months (107)	62%
Attended Movies Past 3 Months (106)	56%
Attended Movies Past 30 Days (113)	27%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (90)	25%
Within Two Weeks of Opening (92)	37%
After the Second Week (119)	38%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (109)	63%
Laptop or Notebook Computer (114)	51%
Smartphone (99)	23%
Other Mobile Computing Device (98)	12%

Online Activity	Pct.
Have Online Access (108)	72%
Accessed Internet Past 30 Days (112)	68%
Shopped Online Past 12 Months (116)	52%
Purchased Online Past 12 Months (116)	47%

Total Spent Online by Listeners Past 12 Months: \$1.3 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (106)	44%
Books (115)	40%
Clothing or Accessories (98)	38%
Music (107)	26%
Computer Hardware/Software (111)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (125)	68%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (96)	54%
Republican/Independent but Feel Closer to Republican (116)	26%
Independent/Other (94)	20%

Most Hispanic listeners of Classic Hits attended movies during the past 12 months. A majority of the moviegoers attended movies either on opening weekend or within two weeks of opening (62%).

Most of the Hispanic listeners of the Classic Hits format had Internet access and they were well above the norms of all Hispanics for shopping and purchasing online. Online purchasers generated \$1.3 billion in spending during the past 12 months.

Hispanic listeners of Classic Hits were above the average for voter registration. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party. Voters were also above the average of Hispanics identifying as Republicans.

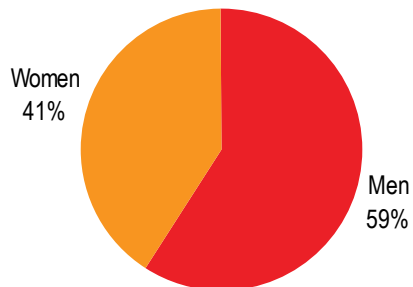
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News/Talk/Information (N/T/I) and Talk/Personality (T/P)



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

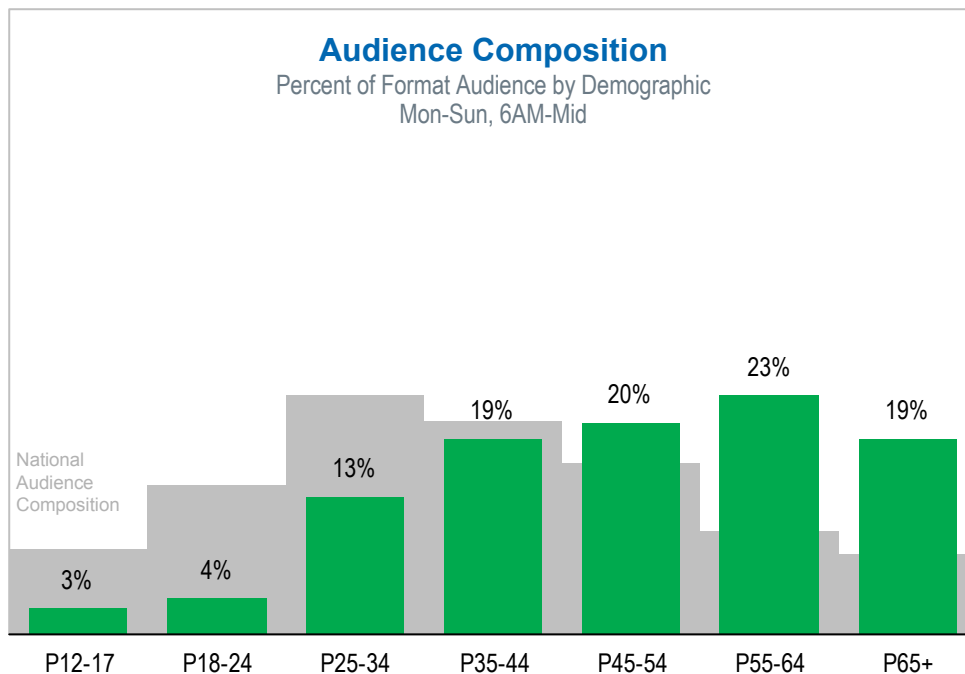
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	-	2.5	2.5	3.8	3.4	3.1
Total	-	-	-	9.2	9.7	13.4	12.8	12.3

12+ AQH Share in PPM Markets	3.0%
12+ AQH Share in Diary Markets	3.2%

Audience Composition

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



A Smart Start To The Daily Drive

News/Talk/Information (N/T/I) and Talk/Personality, first combined into a single format report in Spring '10, continued to see shares decline despite its status as a morning drive dominator. Numbering 1,793 stations, with 204 designed as Talk/Personality, N/T/I accounted for 3.1% of all Hispanic listening in Fall '10. This compares to 3.4% in Spring '10.

Much like the total marketplace, N/T/I stations attract a largely male audience. Furthermore, 62% of Hispanic N/T/I consumers were 45 years of age and older. N/T/I's audience was decisively English-dominant in Fall '10, a noteworthy change from Spring '10, when a greater percentage of Spanish-dominant adults 55+ tuned to N/T/I stations than their English-dominant counterparts. Among the Spanish-dominant listeners, 21% were adults 35-44 and 28% were over the age of 65. Overall shares were down from 3.8% in Fall '08, an election season that brought significant Hispanic audiences to N/T/I stations.

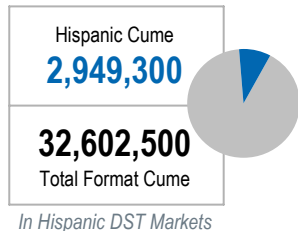
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

News/Talk/Information (N/T/I) and Talk/Personality (T/P)

Cume



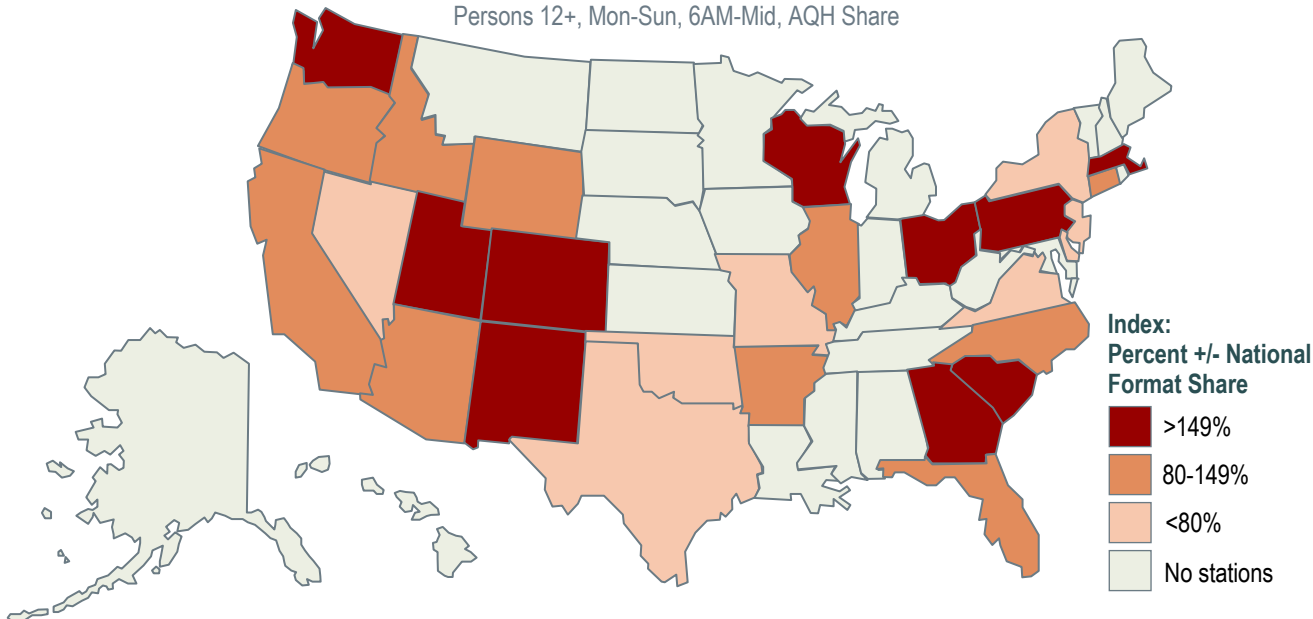
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
165	142	130	47	55

Audience Share by State

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



By daypart, N/T/I was the king of morning drive, attracting a 4.1% Hispanic audience share. It was the fourth-ranked English-language format in this time slot, behind Pop CHR, Rhythmic CHR and AC. Consumption of N/T/I diminished throughout the day. Nighttime N/T/I programming was of interest to 2.9% of Latinos. While overall audience shares were higher than in Spring '07, they were down slightly from Fall '08, when the U.S. presidential election drew large numbers of listeners to N/T/I stations.

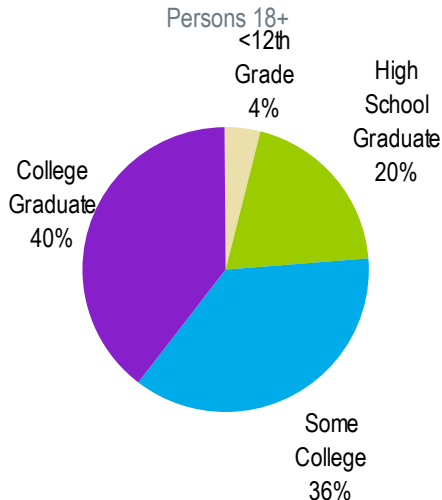
N/T/I attracted Hispanics at home and elsewhere, a reflection of its strong performance in the 6AM-10AM time slot; 44% of listeners were tuned in to N/T/I stations while in their home. Among Latinos, N/T/I was popular in states as varied as South Carolina, Utah, Ohio, Georgia, Massachusetts and New Mexico.

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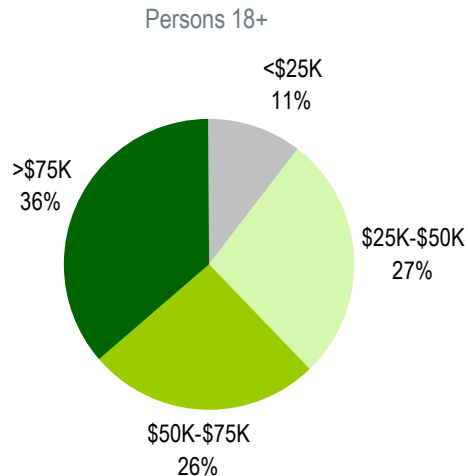
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News/Talk/Information (N/T/I) and Talk/Personality (T/P)

Education

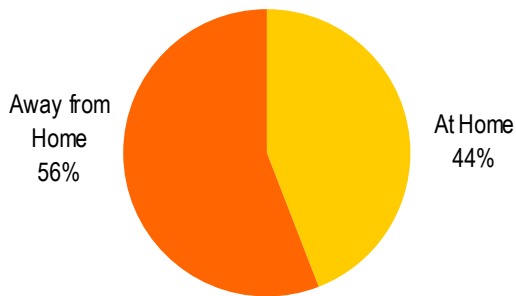


Household Income



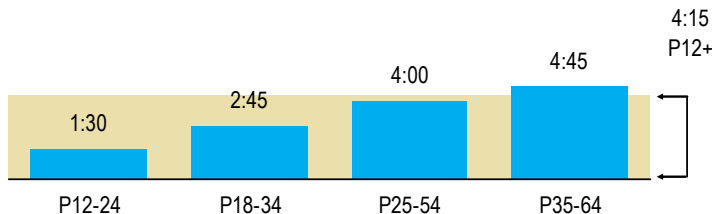
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Time Spent Listening for N/T/I stations was the highest for any English-language format, at 4 hours, 15 minutes. Listeners 35+ continued to contribute the bulk of the format's TSL, with English-dominant listeners in the age group spending 5 hours, 30 minutes with N/T/I—a half-hour longer than in Spring '10.

N/T/I attracted high-income Latinos: 62% of 18+ Hispanics resided in households with median incomes of at least \$50,000. The format also appealed to highly educated Hispanics, as 40% of listeners had a university degree and an additional 56% held a high school diploma.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

News/Talk/Information (N/T/I) and Talk/Personality (T/P)



Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (106)	76%
Men's Clothing or Shoes (121)	53%
Women's Clothing or Shoes (96)	44%
Children's/Infants' Clothing (93)	39%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (108)	84%
Books (114)	78%
Office Supplies (112)	74%
Music/Video (108)	73%
Computer Hardware/Software (123)	60%
Furniture/Home Furnishings (110)	56%
Toys (92)	55%
Pet Supplies (108)	52%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (101)	99%
Shopped Hispanic Grocery Stores (65)	26%
Shopped Non-Hispanic Stores Only (125)	73%
Spent \$100+ (101)	66%
Used Coupons (116)	30%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (109)	66%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (107)	83%
In-Store Circulars or Coupons (91)	59%
E-Mail/Text/Online (114)	28%
Loyalty Cards (112)	28%
Product Packages (117)	17%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (101)	90%
Sit-Down Restaurant (113)	84%
Breakfast at Any Restaurant (105)	53%
Lunch at Any Restaurant (106)	80%
Dinner at Any Restaurant (108)	83%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (102)	45%
Scratch-Off Tickets (90)	31%
Other Types of Tickets (130)	28%

Most Hispanic listeners of these formats purchased apparel during the past 12 months (76%). As the audience of these formats leans more heavily male, it's not surprising to see that listeners were well above the average of total Hispanics for the purchase of men's clothing and shoes. Spending for all types of apparel totaled \$1.0 billion during the past 12 months.

The Hispanic audience of Talk/Personality and N/T/I formats had a strong shopper profile, with a majority of listeners shopping for items in every one of the retail categories studied for this report.

Eating out was popular with listeners. Most went to fast food restaurants and they were above the average of total Hispanics for patronizing sit-down restaurants.

continued ►

News/Talk/Information (N/T/I) and Talk/Personality (T/P)



Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (111)	55%
Do-It-Yourself Repairs/Services (106)	25%
No Repairs/Services (74)	20%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (103)	88%
New Tires (106)	60%
New Battery (103)	38%
Brake Repair (93)	38%
Tune-Up/Spark Plugs (100)	32%
Antifreeze/Coolant (97)	29%
Shocks/Struts (104)	10%
Paint and Body (104)	10%
Transmission Repair (83)	9%
Radio/Stereo Equipment (89)	8%
Muffler (99)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (112)	65%
Attended Movies Past 3 Months (114)	60%
Attended Movies Past 30 Days (119)	28%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (67)	19%
Within Two Weeks of Opening (105)	42%
After the Second Week (123)	39%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (115)	67%
Laptop or Notebook Computer (135)	61%
Smartphone (128)	29%
Other Mobile Computing Device (95)	12%

Online Activity	Pct.
Have Online Access (119)	80%
Accessed Internet Past 30 Days (127)	77%
Shopped Online Past 12 Months (142)	63%
Purchased Online Past 12 Months (141)	57%

Total Spent Online by Listeners Past 12 Months: \$1.1 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (124)	51%
Books (117)	40%
Clothing or Accessories (95)	37%
Music (112)	27%
Computer Hardware/Software (122)	21%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (138)	75%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (89)	50%
Republican/Independent but Feel Closer to Republican (141)	32%
Independent/Other (85)	18%

Listeners of Talk/Personality and News/Talk/Info were avid moviegoers. They were more likely than the average Hispanic adult to attend movies. Most of these moviegoers went to the movies either on opening weekend or within two weeks of opening (61%).

The Hispanic audience of these formats was well above norms for ownership of computers and smartphones. A strong majority had online access and most shopped and purchased online. Online spending from this group totaled \$1.1 billion during the past 12 months. More than half of online purchasers bought airline tickets/other travel.

Listeners had the highest rate of voter registration of all formats studied for this report, being 38% above the norm for all Hispanics in the survey area. Among those who were registered, half were Democrats or Independents who identified with the Democratic Party. Listeners were also above average in their identification with the Republican Party, with about one-third reporting being Republican or Independents who feel closer to Republicans.

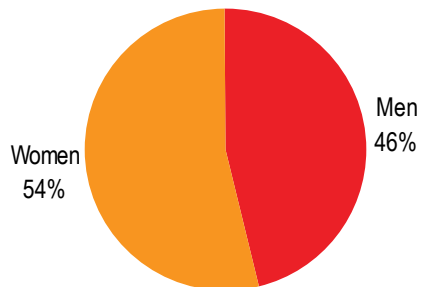
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Country and New Country



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

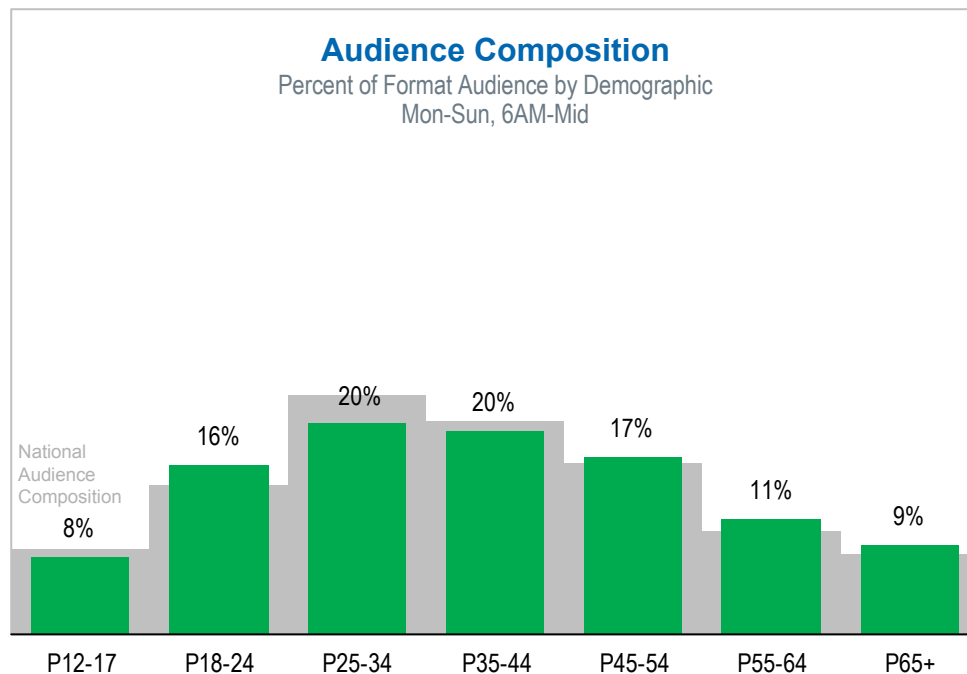
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	-	2.4	2.5	2.9	3.3	2.8
Total	-	-	-	8.9	9.1	7.0	7.4	7.3

12+ AQH Share in PPM Markets	2.1%
12+ AQH Share in Diary Markets	4.7%

Audience Composition

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



A Workplace Winner Across The USA

The Country format (which incorporates stations categorized as "New Country"), continued to attract Hispanic listeners to such acts as Brad Paisley, Keith Urban, George Strait and crossover acts including Taylor Swift and Lady Antebellum. Country radio accounted for 2.8% of all listening in Fall '10, compared to 3.3% in Spring '10 and 2.5% in Spring '07.

There were two distinct groups of Hispanic Country listeners: the format's Latino audience were driven by English-dominant women, which gave Country its overall Hispanic lean toward women. But of the Spanish-dominant Country listeners 58% were male. In fact, exposure to Country radio among Spanish-dominant males was nearly identical to that of Mexican Regional, with 25-44 year olds powering both formats.

Country was a strong performer with Hispanic adults, with 57% of the audience between 25 and 54 years old. Nearly 1 in 4 Hispanics who consumed Country radio were 12-24, however, and exposure to the format among English-dominant 18-24 year olds has steadily climbed in recent years. Concurrently, listening among English-dominant 45-54 year olds has decreased over the last few years.

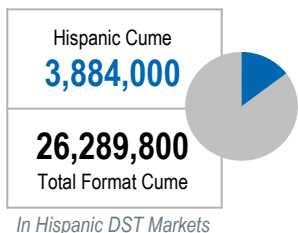
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Country and New Country

Cume



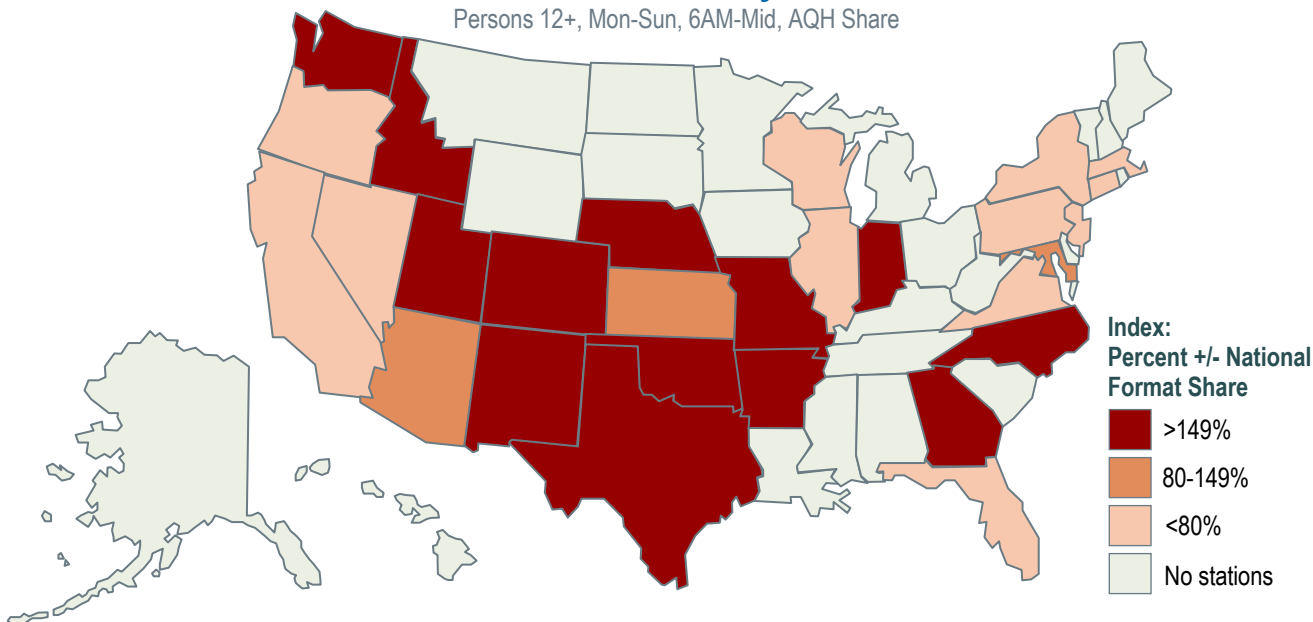
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
125	147	126	46	77

Audience Share by State

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



Country has emerged as a popular away-from-home choice among many Hispanics, with middays the format's strongest daypart, likely due to at-work exposure. Afternoons, followed by mornings, also brought many Latinos to Country radio. Seventy-percent of listening by Hispanics to Country was done away from home, equal to Spring '10 and up by 3 percentage points from Fall '08.

Country's popularity with Latinos was again tied to its strong performance in key agricultural and farming centers across the U.S. Nebraska, Indiana, Arkansas and Georgia overindex for the format, as did Colorado, New Mexico, Oklahoma and Texas, home to more Country stations than any other state. The format's popularity with Hispanics also extended to the Rocky Mountain West, with Utah, Idaho and Washington also Hispanic hot spots for Country.

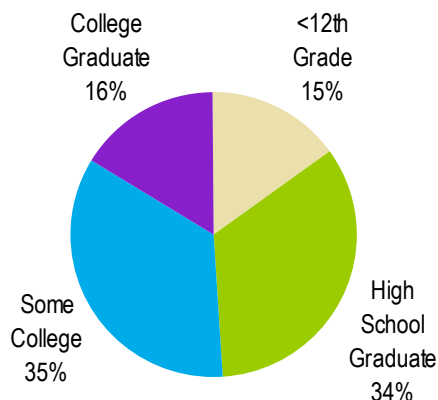
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Country and New Country

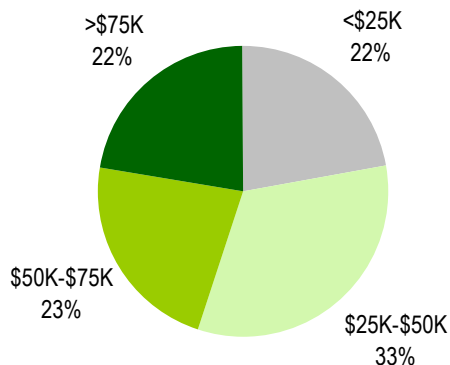
Education

Persons 18+



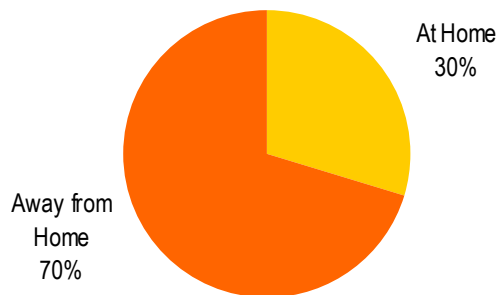
Household Income

Persons 18+



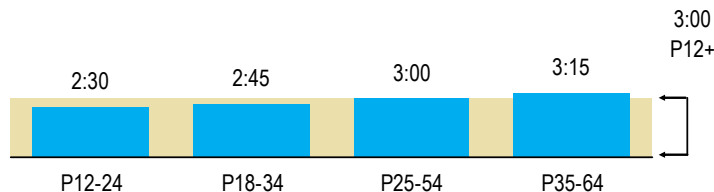
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



How much time Hispanics spend with Country was highly dependent on one's language preference. Overall, Time Spent Listening among Latinos was 3 hours. English-dominant Hispanics aged 25-54 devoted 4 hours, 15 minutes to the format. While the format was tops in TSL among English-dominant Hispanics, it ranked last among its Spanish-dominant listeners. Latino Country listeners were well-educated, with more than half having some college experience. They also were found at higher socioeconomic levels, with 45% residing in households with median incomes of at least \$50,000.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Country and New Country

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (111)	80%
Men's Clothing or Shoes (120)	53%
Women's Clothing or Shoes (111)	51%
Children's/Infants' Clothing (112)	47%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (104)	81%
Music/Video (114)	77%
Books (110)	75%
Office Supplies (109)	73%
Toys (113)	68%
Pet Supplies (118)	58%
Computer Hardware/Software (115)	56%
Furniture/Home Furnishings (110)	56%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (101)	99%
Shopped Hispanic Grocery Stores (78)	31%
Shopped Non-Hispanic Stores Only (116)	68%
Spent \$100+ (104)	68%
Used Coupons (109)	28%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (104)	62%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (101)	78%
In-Store Circulars or Coupons (110)	71%
E-Mail/Text/Online (129)	32%
Loyalty Cards (108)	26%
Product Packages (132)	20%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (105)	92%
Sit-Down Restaurant (109)	80%
Breakfast at Any Restaurant (103)	52%
Lunch at Any Restaurant (110)	83%
Dinner at Any Restaurant (111)	85%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (102)	44%
Scratch-Off Tickets (108)	37%
Other Types of Tickets (102)	22%

Hispanic listeners of Country and New Country formats have a very strong shopper profile, with a majority having shopped for items within every one of the retail categories studied for this report. Most Hispanic listeners of these formats also purchased clothing or shoes during the past 12 months (80%). Spending for apparel totaled \$1.3 billion.

Most listeners lived in households that use coupons for groceries or other goods and services. Coupon users were most likely to obtain coupons from printed sources—newspapers/magazines/mail and in-store circulars/coupons.

continued ►

Country and New Country

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (107)	53%
Do-It-Yourself Repairs/Services (123)	29%
No Repairs/Services (66)	18%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (104)	88%
New Tires (109)	62%
New Battery (110)	40%
Brake Repair (90)	37%
Tune-Up/Spark Plugs (106)	34%
Antifreeze/Coolant (113)	34%
Radio/Stereo Equipment (116)	11%
Transmission Repair (93)	10%
Shocks/Struts (98)	10%
Paint and Body (100)	9%
Muffler (85)	6%

Movie Attendance	Pct.
Attended Movies Past 12 Months (116)	68%
Attended Movies Past 3 Months (116)	62%
Attended Movies Past 30 Days (131)	31%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (84)	23%
Within Two Weeks of Opening (108)	44%
After the Second Week (104)	33%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (109)	63%
Laptop or Notebook Computer (120)	54%
Smartphone (131)	30%
Other Mobile Computing Device (98)	12%

Online Activity	Pct.
Have Online Access (118)	79%
Accessed Internet Past 30 Days (124)	76%
Shopped Online Past 12 Months (124)	55%
Purchased Online Past 12 Months (125)	51%

Total Spent Online by Listeners Past 12 Months: \$992 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (106)	44%
Clothing or Accessories (107)	42%
Books (103)	35%
Music (110)	27%
Movie Tickets (108)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (115)	63%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (92)	51%
Republican/Independent but Feel Closer to Republican (126)	28%
Independent/Other (94)	21%

A majority of the Hispanic listeners of Country and New Country attended movies during the past 12 months. Most of these moviegoers attended movies either on opening weekend or within two weeks of opening (67%).

Most listeners lived in households that had automotive repairs/service during the past 12 months. Just over half took their vehicles to the shop but 29% managed repairs without professional assistance and they were well above average for doing so.

The Hispanic audience of these Country formats was well above the norms for ownership of computers and smartphones. A strong majority had online access and were well above Hispanic norms for online shopping and purchasing.

Listeners were above average for voter registration, with 63% reporting that they were registered to vote. Among those who were registered, half were Democrats or Independents who identified with the Democratic Party. These listeners were also well above average in their identification with the Republican Party, with 28% reporting being Republican or Independents who feel closer to Republicans.

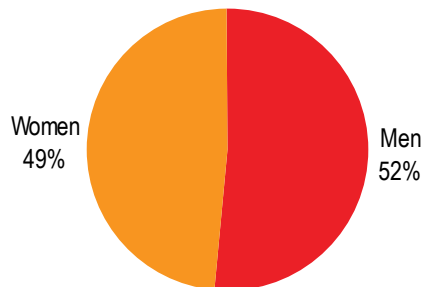
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Tropical



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

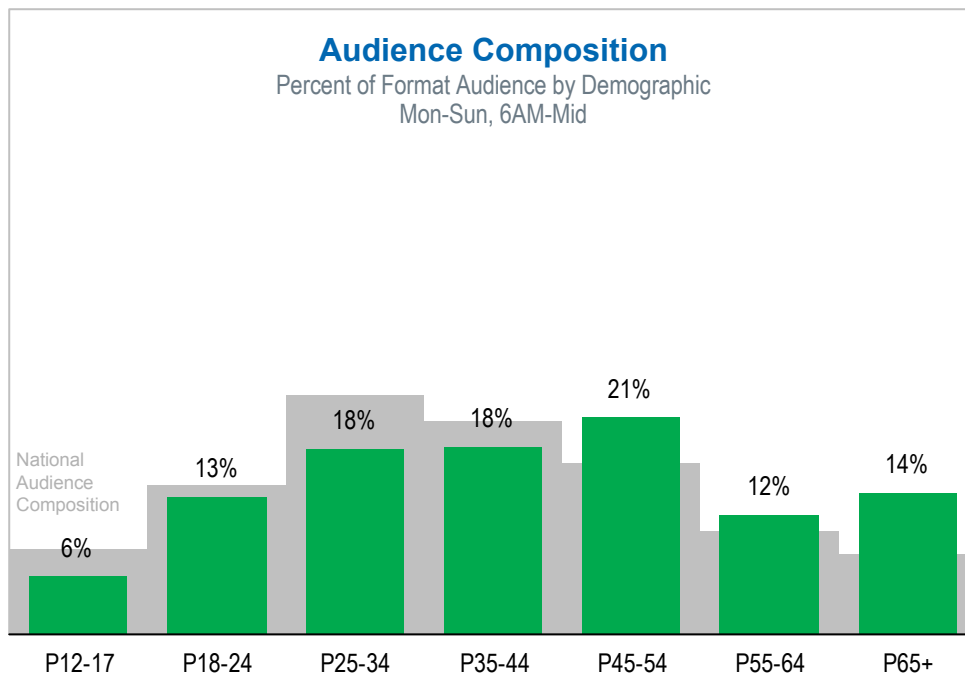
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	7.1	7.9	7.6	6.0	5.0	3.8	3.1	3.2
Total	1.2	1.5	1.7	1.4	1.3	1.3	0.8	0.9

12+ AQH Share in PPM Markets	3.8%
12+ AQH Share in Diary Markets	1.4%

Audience Composition

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



Attracting Adults Along The East Coast

The Spanish Tropical format, found on 32 stations in 11 states, put a halt to a steady decrease in audience share in Fall '10, accounting for 3.2% of all Hispanic listening. That's an improvement from 3.1% in Spring '10 and is due to a 3.1-3.8 share jump in PPM markets (it dipped 2.9-1.4 in Diary markets).

Spanish Tropical features a mix of reggaeton, bachata, Pop CHR crossover hits and salsa, once a staple of the format's song selections. Top format acts include Don Omar, Tito El Bambino, Gilberto Santa Rosa, and veteran *salseros* Jerry Rivera and Marc Anthony.

The Spanish Tropical format leaned slightly male, but among English-dominant listeners it leaned slightly female. The core audience was comprised of Hispanics aged 25-54, which accounted for 57% of all listening. More 18-24 year olds consumed Spanish Tropical in Fall '10 than those between 55 and 64 years of age, thanks to English-dominant listeners who enjoy the Latin rhythms featured on the format's stations.

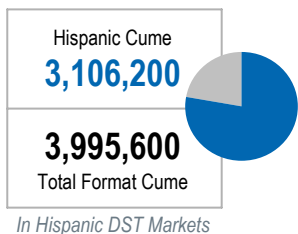
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Tropical

Cume



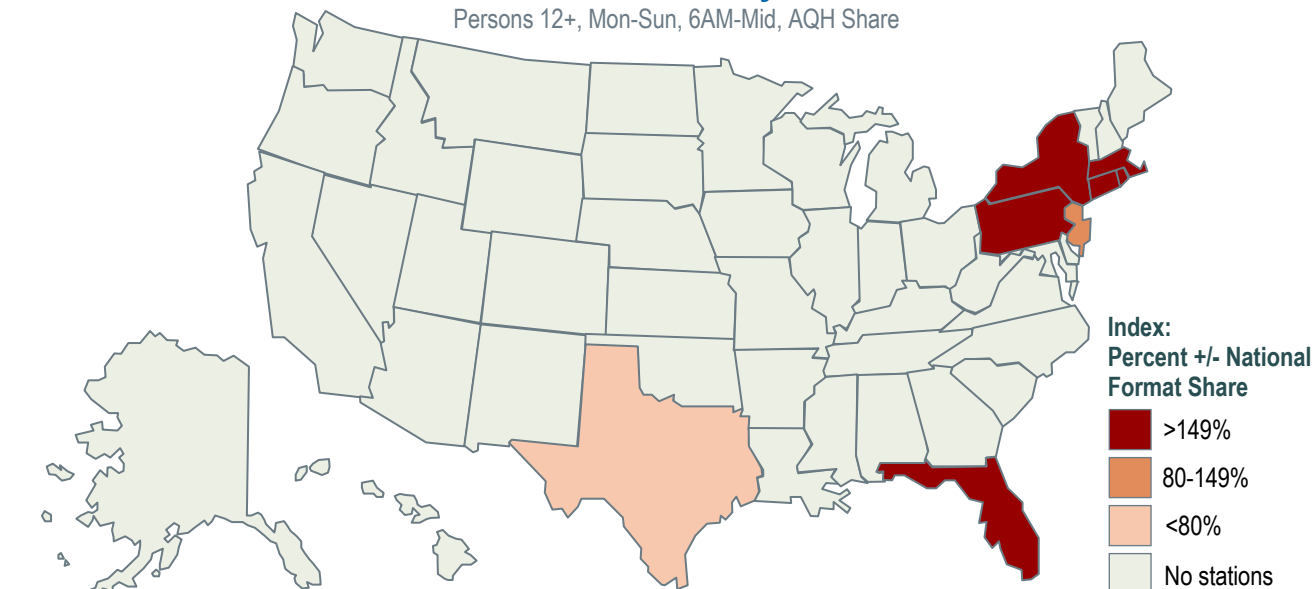
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
103	154	123	42	88

Audience Share by State

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



Morning drive continued to be a relatively low-rated daypart, with listening flat at 2.6% of all Hispanics, off from 3.5% in Fall '08. MIDDAYS was the format's top-performing time period, followed by afternoons and nights.

Spanish Tropical was a strong performer in Washington, DC, thanks to WLZL-FM "El Zol 99.1" and WDCN-LP 87.7 "Radio La Nueva." The format also outperformed in most of the Northeast Corridor, with stations in Pennsylvania, New Jersey, New York, Connecticut, Rhode Island and Massachusetts showing their muscle. Outside of this region, it rated strongly in Florida, thanks to stations in Orlando, Tampa-St. Petersburg-Clearwater, Ft. Myers-Naples-Marco Island and Miami-Ft. Lauderdale-Hollywood.

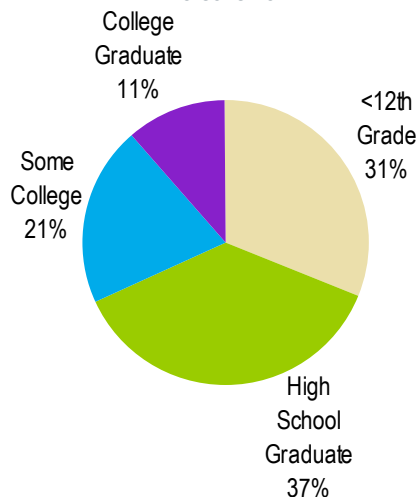
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Tropical

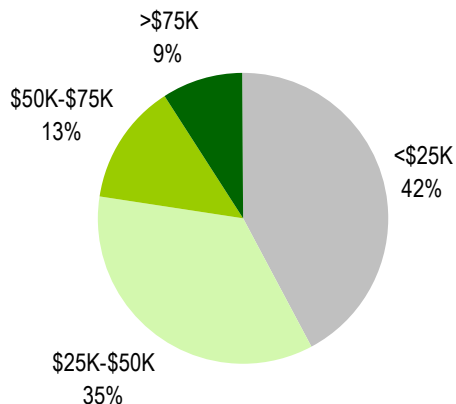
Education

Persons 18+



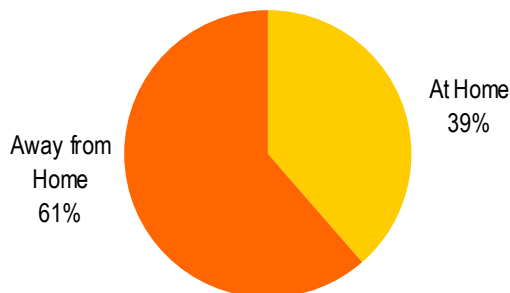
Household Income

Persons 18+



AQH Share of Listening by Location

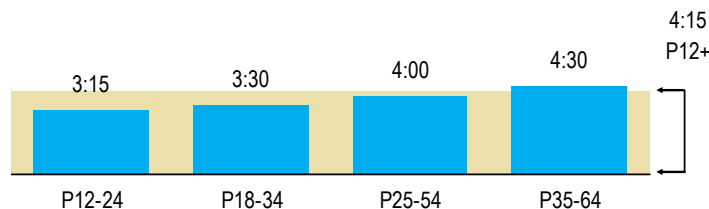
Persons 12+, Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Away-from-home listening to Spanish Tropical reflected 61% of all listening occasions. The format was enjoyed at work during the week, with middays seeing the largest audience. Listeners also tuned in while outside of the home on Saturdays and Sundays.

Overall, Time Spent Listening to Spanish Tropical was 4 hours, 15 minutes. Spanish-dominant listeners spent five hours with the format, driving its TSL performance. *Hispanic Radio Today 2011* does not include stations in Puerto Rico, where Spanish Tropical WZNT-FM "Z93" and WPRM-FM "Cadena Salsoul" remained top stations in the market's Diary-based ratings.

Education levels varied among 18+ Hispanic listeners of Spanish Tropical stations, with 32% having at least some college experience and an additional 37% holding a high school diploma. Median incomes for the format's audience were also widely varied. While 42% of the format's listeners resided in households with annual median incomes of lower than \$25,000, 35% lived in homes with incomes between \$25,000 and \$49,999.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (99)	71%
Women's Clothing or Shoes (94)	43%
Men's Clothing or Shoes (95)	42%
Children's/Infants' Clothing (93)	39%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (95)	74%
Office Supplies (97)	64%
Music/Video (93)	63%
Books (91)	62%
Toys (92)	55%
Computer Hardware/Software (112)	55%
Furniture/Home Furnishings (107)	54%
Pet Supplies (74)	36%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (99)	97%
Shopped Hispanic Grocery Stores (112)	44%
Shopped Non-Hispanic Stores Only (90)	53%
Spent \$100+ (97)	64%
Used Coupons (96)	25%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (99)	60%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (91)	71%
In-Store Circulars or Coupons (99)	64%
E-Mail/Text/Online (125)	31%
Loyalty Cards (99)	24%
Product Packages (101)	15%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (96)	85%
Sit-Down Restaurant (94)	70%
Breakfast at Any Restaurant (98)	49%
Lunch at Any Restaurant (96)	73%
Dinner at Any Restaurant (93)	72%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (118)	52%
Scratch-Off Tickets (108)	37%
Other Types of Tickets (139)	30%

Most of the Spanish Tropical audience purchased apparel during the past 12 months (71%). Listeners were slightly below the average of all Hispanics in the survey area for purchasing clothing for women, men and children/infants but total spending on apparel totaled \$1.3 billion during the past 12 months.

Listeners of Spanish Tropical radio were active shoppers in the 12-month period preceding the Scarborough interview. Most had shopped for home accessories, office supplies, music or videos, books, toys, computer hardware or software and furniture or home furnishings.

Listeners were more likely than the average Hispanic to live in households that shopped at Hispanic grocery stores.

Over half of listeners bought lottery tickets during the past 30 days, well above the Hispanic average for playing the lottery.

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Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (85)	42%
Do-It-Yourself Repairs/Services (71)	17%
No Repairs/Services (155)	41%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (98)	84%
New Tires (88)	50%
Brake Repair (100)	41%
New Battery (89)	33%
Antifreeze/Coolant (94)	28%
Tune-Up/Spark Plugs (78)	25%
Transmission Repair (103)	12%
Paint and Body (115)	11%
Shocks/Struts (107)	10%
Muffler (89)	6%
Radio/Stereo Equipment (59)	5%

Movie Attendance	Pct.
Attended Movies Past 12 Months (100)	58%
Attended Movies Past 3 Months (95)	50%
Attended Movies Past 30 Days (95)	22%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (103)	28%
Within Two Weeks of Opening (101)	41%
After the Second Week (96)	31%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (112)	65%
Laptop or Notebook Computer (113)	51%
Smartphone (112)	26%
Other Mobile Computing Device (97)	12%

Online Activity	Pct.
Have Online Access (110)	74%
Accessed Internet Past 30 Days (111)	68%
Shopped Online Past 12 Months (117)	52%
Purchased Online Past 12 Months (118)	48%

Total Spent Online by Listeners Past 12 Months: \$1.1 Billion

<i>Top 5 Items Bought by Online Purchasers:</i>	
Clothing or Accessories (122)	47%
Airline Tickets/Other Travel (107)	44%
Books (100)	34%
Music (84)	20%
Movie Tickets (121)	20%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (107)	58%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (105)	59%
Republican/Independent but Feel Closer to Republican (99)	22%
Independent/Other (88)	19%

Owing to the concentration of the Spanish Tropical audience in more urbanized areas, listeners had lower levels of vehicle ownership compared with total Hispanics in the survey area. That is the primary reason they have such a high rate of reporting no automotive repair or service.

Listeners of Spanish Tropical were above the norms for ownership of computers and smartphones. A strong majority had online access and was above the Hispanic average for online shopping and purchasing. Their online spending totaled an estimated \$1.1 billion during the previous 12 months.

A majority of listeners reported being registered to vote. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party.

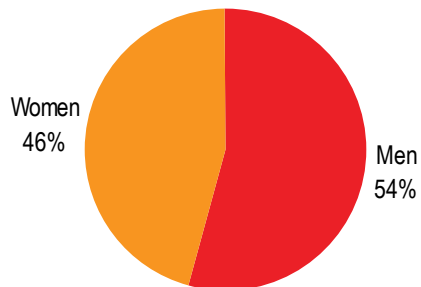
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Spanish News/Talk



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

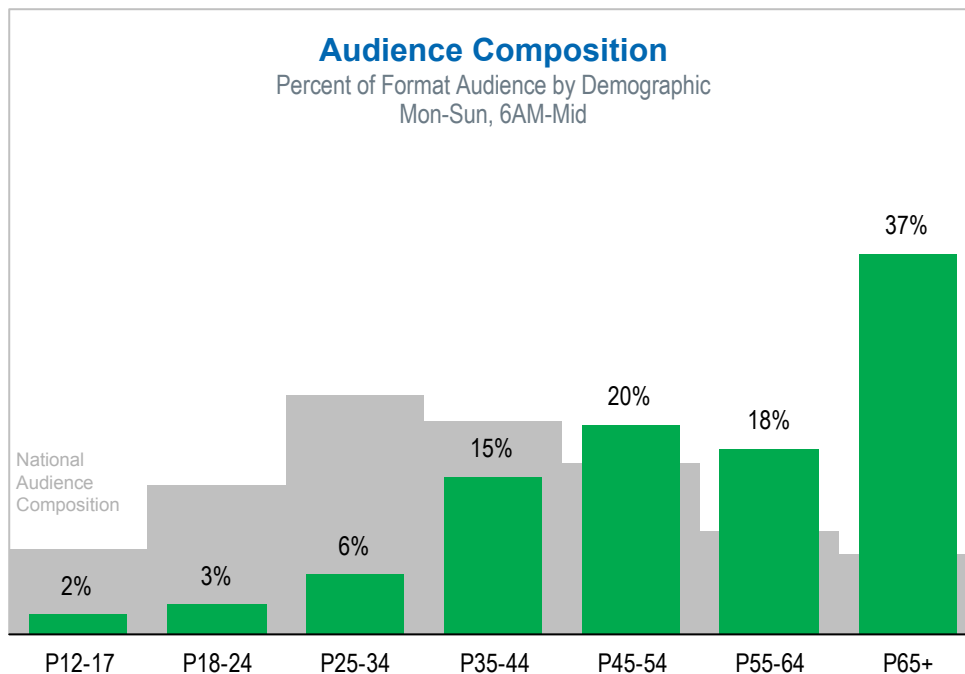
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	3.3	3.6	3.3	3.5	3.3	2.8	2.2	2.1
Total	0.7	0.7	0.6	0.7	0.7	0.4	0.6	0.6

12+ AQH Share in PPM Markets	2.6%
12+ AQH Share in Diary Markets	0.6%

Audience Composition

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



The Educated Thirst For Knowledge

Spanish News/Talk stations serve as a vital information source for Hispanics who rely on Spanish-language media to stay informed. With news and information in morning drive and a variety of syndicated midday and afternoon programming ranging from health and wellness to sports and immigration advice, Spanish News/Talk is unique to its market and highly tailored to its local listening audience.

With 52 stations in 14 states, Spanish News/Talk attracted 2.1% of all Hispanic listening in Fall '10, continuing a five-year downward trend, as the format accounted for 3.5% of listening in Spring '06. The format leaned male and attracts older audiences, with 35% of all listeners between 35 and 54 years of age. The format's share decline was primarily the result of a year-over-year decline in listening from persons 25-44 seen over the last 10 years. At the same time, Spanish News/Talk's core audience was 65+ thanks to steady gains in this demographic.

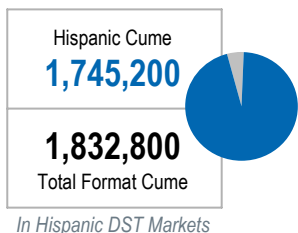
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish News/Talk

Cume



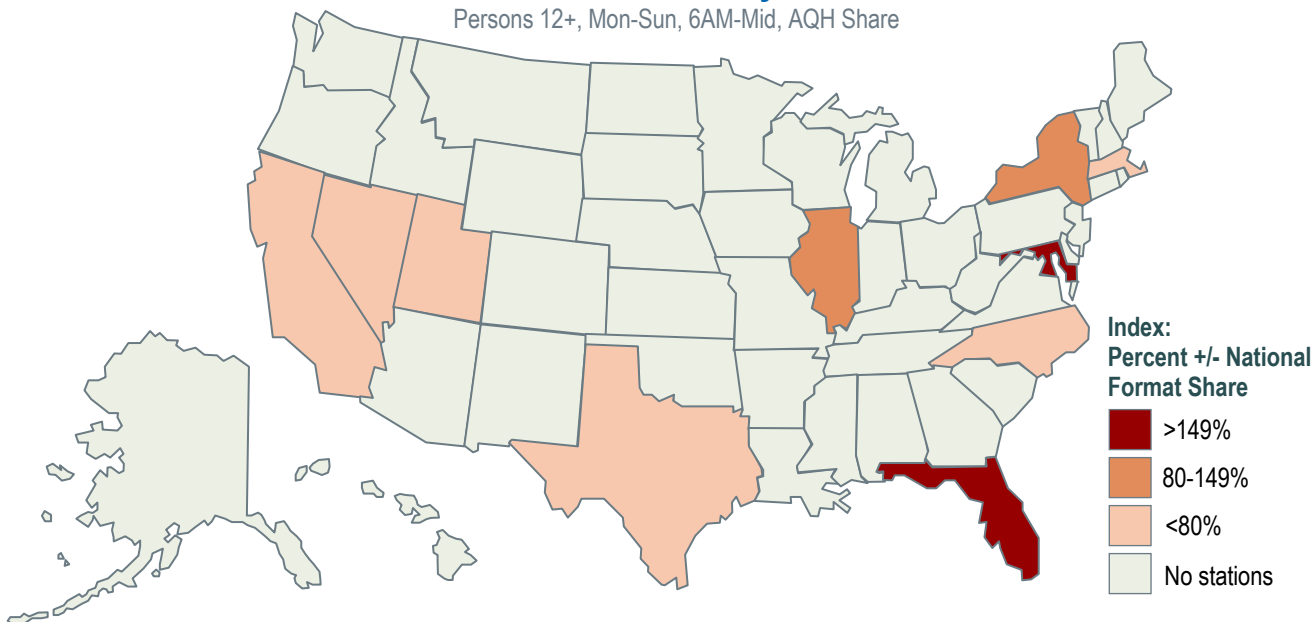
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
192	140	120	36	54

Audience Share by State

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



While Spanish News/Talk's ratings were powered by Spanish-dominant audiences, English-dominant teens accounted for 22% of the listeners who prefer to use English. This was far higher than among Spanish-dominant teens, and reflected the continued connection to Spanish-language media of bicultural and bilingual Latinos.

Spanish News/Talk stations are quite different from region to region. In Miami, a longtime hotbed for Spanish-language spoken word programming, some stations cater to first-generation Cubans while others focus on a more pan-Latin approach. West of the Mississippi River, content is focused on news and affairs targeting Hispanics of Mexican origin. In addition to Florida, Spanish News/Talk enjoyed strong ratings in New York and Maryland, primarily due to daytimer WACA-AM Washington, DC. The format also performed well in Texas.

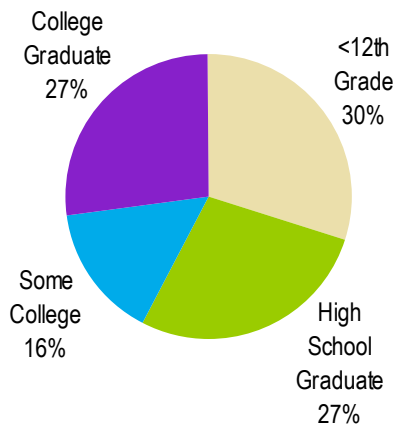
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Spanish News/Talk

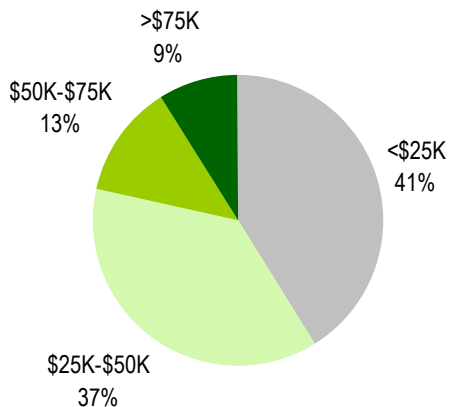
Education

Persons 18+



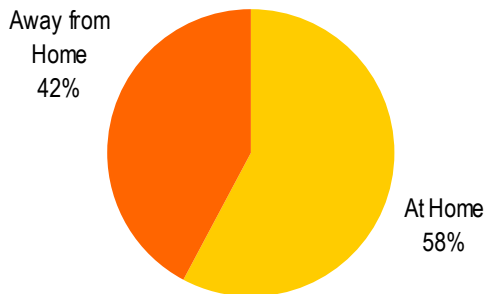
Household Income

Persons 18+



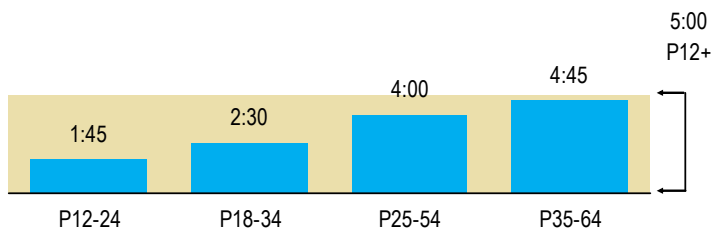
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Spanish News/Talk listening was strongest at the start of the day, making it a strong at-home performer, with 58% of listening occurring inside the house—up from 57% in Fall '10. Hispanics who tuned to stations in the format contribute greatly to their success. Overall, Hispanics contribute 5 hours of Time Spent Listening to Spanish News/Talk. TSL among Spanish-dominant was 5 hours, 30 minutes; TSL with English-dominant was 2 hours, 30 minutes.

Highly educated Hispanics comprised a large segment of the Spanish News/Talk audience. College graduates represented 27% of all listeners, while 70% held least a high school diploma. Income levels varied greatly among Spanish News/Talk consumers, with 37% residing in households with median incomes between \$25,000 and \$49,999 and 41% in homes with median incomes of less than \$25,000.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (90)	64%
Women's Clothing or Shoes (91)	42%
Men's Clothing or Shoes (91)	40%
Children's/Infants' Clothing (80)	34%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (95)	74%
Books (89)	60%
Office Supplies (91)	60%
Music/Video (82)	56%
Toys (85)	51%
Computer Hardware/Software (91)	45%
Furniture/Home Furnishings (86)	44%
Pet Supplies (82)	40%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	98%
Shopped Hispanic Grocery Stores (127)	50%
Shopped Non-Hispanic Stores Only (82)	48%
Spent \$100+ (96)	63%
Used Coupons (102)	26%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (98)	59%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (102)	80%
In-Store Circulars or Coupons (94)	61%
Loyalty Cards (69)	17%
E-Mail/Text/Online (65)	16%
Product Packages (85)	13%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (94)	83%
Sit-Down Restaurant (92)	68%
Breakfast at Any Restaurant (89)	45%
Lunch at Any Restaurant (90)	68%
Dinner at Any Restaurant (87)	67%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (111)	48%
Scratch-Off Tickets (101)	34%
Other Types of Tickets (109)	23%

Most listeners of Spanish News/Talk purchased apparel during the past 12 months (64%) but they were somewhat below the norm for purchasing clothing for women, men and children by Hispanics.

A majority of listeners shopped for home accessories, books, office supplies, music or videos and toys during the past 12 months.

Virtually all of these listeners lived in households that had done grocery shopping during the past week and they were well above average for shopping at Hispanic grocery stores.

Spanish News/Talk listeners were above the Hispanic average for participating in the lottery, with just under half having bought a ticket during the past 30 days.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (99)	49%
Do-It-Yourself Repairs/Services (86)	21%
No Repairs/Services (114)	30%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (100)	85%
New Tires (97)	55%
Brake Repair (106)	43%
New Battery (98)	36%
Tune-Up/Spark Plugs (85)	28%
Antifreeze/Coolant (87)	26%
Transmission Repair (81)	9%
Shocks/Struts (83)	8%
Paint and Body (84)	8%
Muffler (87)	6%
Radio/Stereo Equipment (62)	6%

Movie Attendance	Pct.
Attended Movies Past 12 Months (74)	43%
Attended Movies Past 3 Months (78)	41%
Attended Movies Past 30 Days (72)	17%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (105)	29%
Within Two Weeks of Opening (100)	40%
After the Second Week (95)	31%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (91)	53%
Laptop or Notebook Computer (74)	33%
Smartphone (68)	16%
Other Mobile Computing Device (80)	10%

Online Activity	Pct.
Have Online Access (78)	52%
Accessed Internet Past 30 Days (70)	43%
Shopped Online Past 12 Months (74)	33%
Purchased Online Past 12 Months (73)	30%

Total Spent Online by Listeners Past 12 Months: \$336 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (96)	40%
Books (93)	32%
Clothing or Accessories (82)	32%
Computer Hardware/Software (114)	19%
Music (79)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (104)	57%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (93)	52%
Republican/Independent but Feel Closer to Republican (139)	31%
Independent/Other (78)	17%

Fewer than half of listeners attended movies during the past 12 months but they were more likely than the average Hispanic moviegoer to show up on opening weekend. Most of the moviegoers like to attend movies either on opening weekend or within two weeks of opening (69%).

The audience of the Spanish News/Talk format was below the norms for ownership of computers and smartphones. Just over half had online access and they are well below the Hispanic average for online shopping and purchasing. However, their total spending online totaled \$336 million.

Most listeners reported being registered to vote. Among them, just over half were Democrats or Independents who identified with the Democratic Party. These listeners were also well above average in their identification with the Republican Party, with 31% reporting being Republican or Independents who feel closer to Republicans.

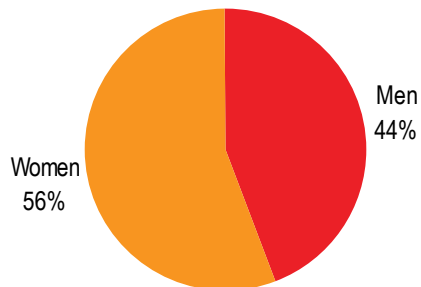
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Oldies



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

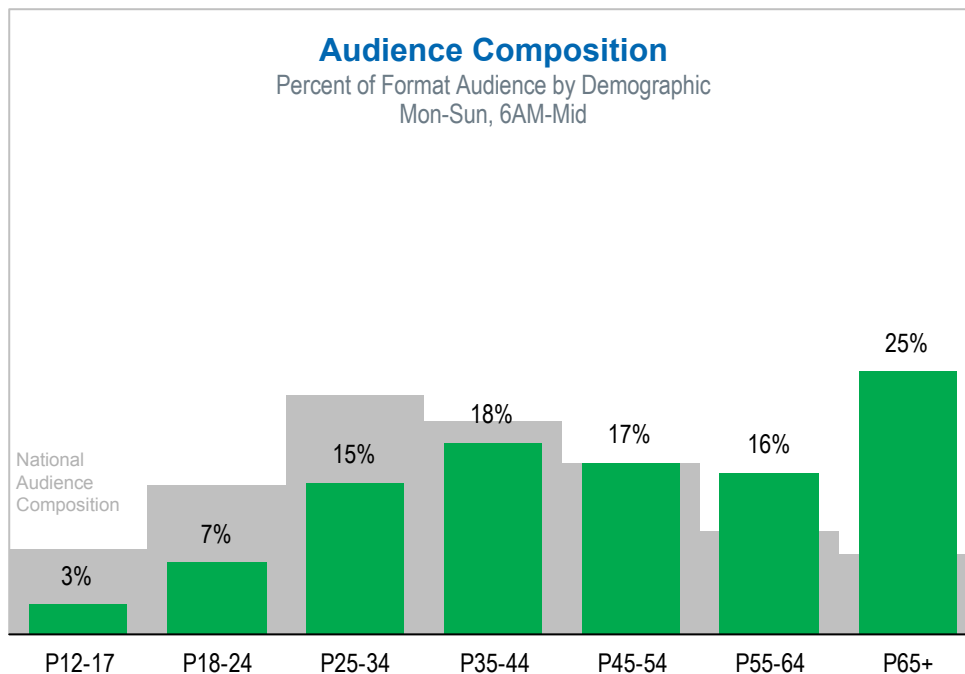
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	-	0.5	0.3	0.3	0.8	0.3
Total	-	-	-	0.1	0.0	0.1	0.2	0.1

12+ AQH Share in PPM Markets	0.1%
12+ AQH Share in Diary Markets	0.9%

Audience Composition

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



Solid Ground For Classic Sounds

Spanish Oldies stations feature a mix of Mexican Regional hits of yesteryear and the international Spanish-language chart successes of the 1960s through the 1990s. Among the heritage acts found on Spanish Oldies stations are Los Bukis, Rocio Durcal, Camilo Sesto, Joan Sebastian and Roberto Carlos.

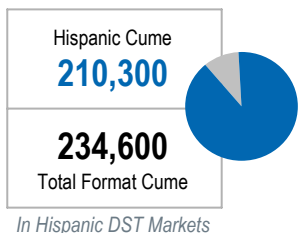
Spanish Oldies stations attracted 0.3% of Hispanic radio consumers in Spring '10, compared to 0.8% in Fall '10. In non-PPM markets, the format moved 1.1-0.9. A significant portion of Spanish Oldies listeners were at least 65 years old. While Spanish-dominant women accounted for a majority of listeners, 50% of the 2,000 English-dominant audience was between 25 and 44 years of age.

continued ►

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Oldies

Cume



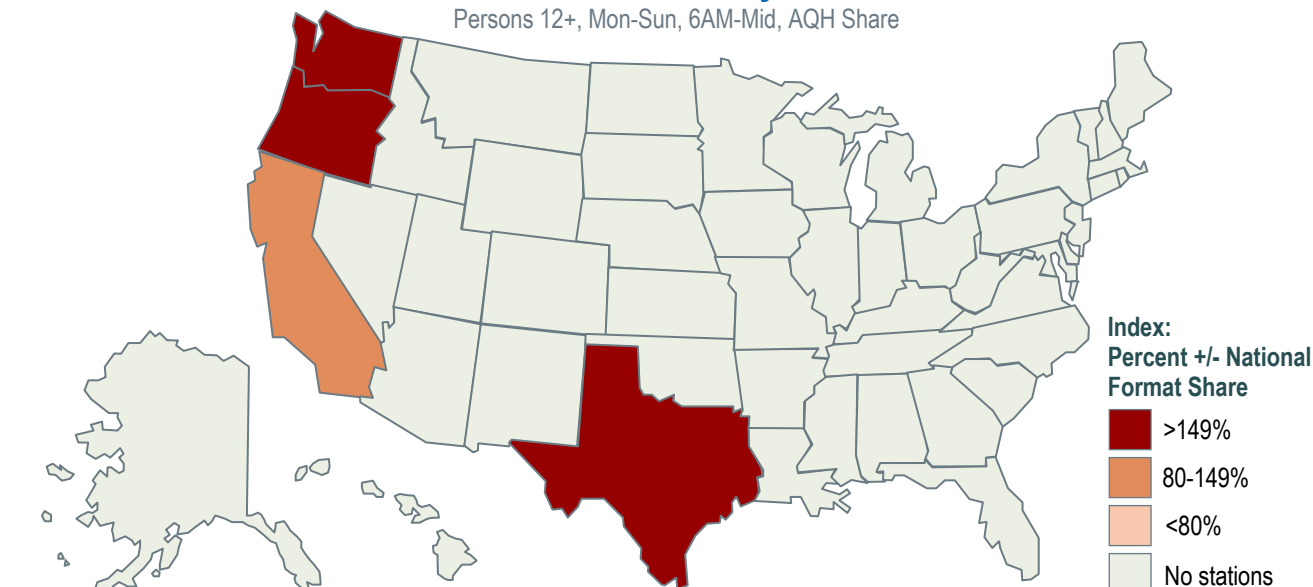
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
138	133	94	49	94

Audience Share by State

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



A handful of stations energized the Spanish Oldies format. These AMs and FMs are located in Texas, California, Oregon and Washington. In the markets where Spanish Oldies stations air, fierce listener loyalty could be found.

Morning drive was strongest for Spanish Oldies, with many listeners sticking with the format throughout the day. Fifty-five percent tuned to Spanish Oldies while at home. The Spanish Oldies audience contributed 6 hours of Time Spent Listening. Interestingly, Spanish Oldies was the across-the-board TSL leader with English-dominant adults. English-dominant adults aged 25-54 spent 9 hours, 30 minutes with the format—the highest TSL seen in Fall '10 for any demographic.

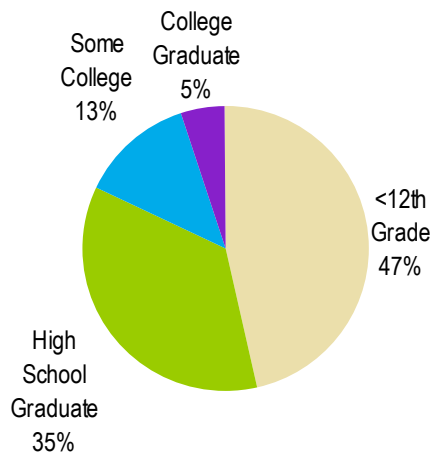
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Spanish Oldies

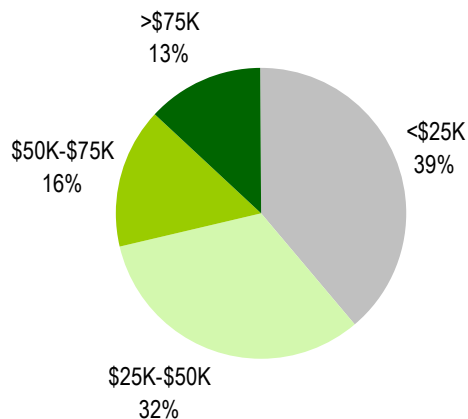
Education

Persons 18+



Household Income

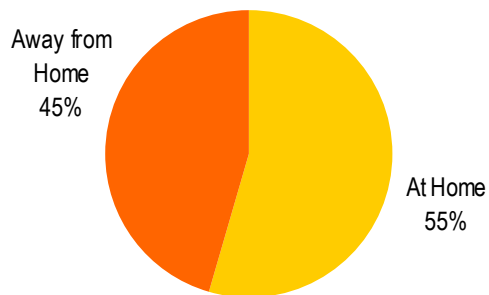
Persons 18+



Roughly 1 in 3 Spanish Oldies listeners held a high school diploma, while close to half had not completed the 12th grade. Thirty-two percent of listeners lived in households with incomes between \$25,000 and \$49,999, and 29% were in homes with incomes of at least \$50,000.

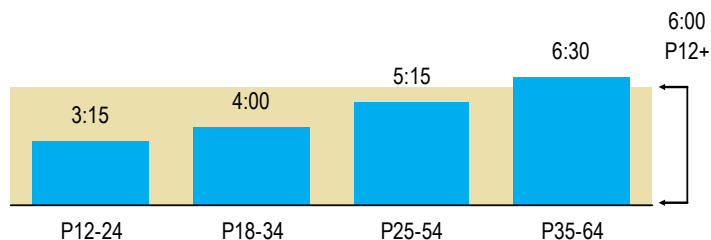
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (91)	61%
Women's Clothing or Shoes (97)	44%
Men's Clothing or Shoes (97)	42%
Children's/Infants' Clothing (90)	38%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (97)	76%
Music/Video (90)	61%
Books (88)	60%
Office Supplies (86)	57%
Pet Supplies (108)	52%
Toys (86)	51%
Furniture/Home Furnishings (95)	48%
Computer Hardware/Software (86)	42%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (98)	97%
Shopped Hispanic Grocery Stores (120)	48%
Shopped Non-Hispanic Stores Only (84)	49%
Spent \$100+ (94)	62%
Used Coupons (91)	23%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (96)	58%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (88)	68%
In-Store Circulars or Coupons (104)	67%
Loyalty Cards (99)	24%
E-Mail/Text/Online (50)	12%
Product Packages (75)	11%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (98)	87%
Sit-Down Restaurant (84)	62%
Breakfast at Any Restaurant (83)	42%
Lunch at Any Restaurant (96)	73%
Dinner at Any Restaurant (93)	71%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (102)	44%
Scratch-Off Tickets (117)	40%
Other Types of Tickets (54)	11%

Most listeners purchased apparel during the past 12 months (66%), spending \$114 million. A majority of the Spanish Oldies audience also shopped for home accessories, music or videos, books, office supplies, pet supplies and toys during the past 12 months.

Most Spanish Oldies listeners lived in households that shopped for groceries during the previous days and they were well above average for having used Hispanic grocery stores.

Listeners were slightly above the norm for participation in a lottery. They clearly favored scratch-off tickets, buying them at about four times the rate that they bought other types of tickets.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (99)	49%
Do-It-Yourself Repairs/Services (120)	29%
No Repairs/Services (84)	22%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (99)	84%
New Tires (106)	60%
Brake Repair (98)	40%
Antifreeze/Coolant (131)	40%
New Battery (100)	37%
Tune-Up/Spark Plugs (113)	37%
Radio/Stereo Equipment (171)	16%
Transmission Repair (133)	15%
Shocks/Struts (106)	10%
Muffler (123)	8%
Paint and Body (27)	2%

Movie Attendance	Pct.
Attended Movies Past 12 Months (79)	46%
Attended Movies Past 3 Months (81)	43%
Attended Movies Past 30 Days (74)	17%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (141)	39%
Within Two Weeks of Opening (91)	37%
After the Second Week (76)	24%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (82)	48%
Laptop or Notebook Computer (60)	27%
Smartphone (57)	13%
Other Mobile Computing Device (55)	7%

Online Activity	Pct.
Have Online Access (80)	54%
Accessed Internet Past 30 Days (73)	44%
Shopped Online Past 12 Months (63)	28%
Purchased Online Past 12 Months (62)	25%

Total Spent Online by Listeners Past 12 Months: \$63 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (114)	47%
Clothing or Accessories (68)	26%
Books (67)	23%
Music (55)	13%
Health and Beauty Items (83)	12%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (77)	42%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (98)	55%
Republican/Independent but Feel Closer to Republican (73)	16%
Independent/Other (133)	29%

Most Spanish Oldies listeners lived in households that had automotive repairs/service during the past 12 months. They were above average in doing repairs without paid assistance.

The audience of the Spanish Oldies format was below the Hispanic norms for ownership of computers and smartphones. Just over half had online access but they were well below average for online shopping and purchasing. Among those who did purchase online, airline tickets/other travel top the list of items purchased. The group contributed \$63 million to the online economy during the past 12 months.

Spanish Oldies listeners were well below the average for voter registration. Among those who were registered, most were Democrats or Independents who feel closer to the Democratic Party but voters were also above average in declaring as Independents.

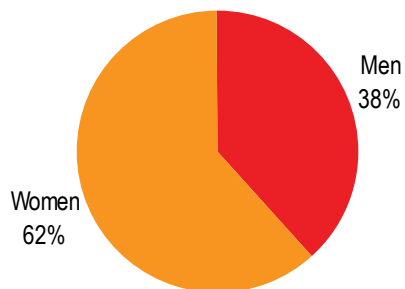
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Spanish Religious



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

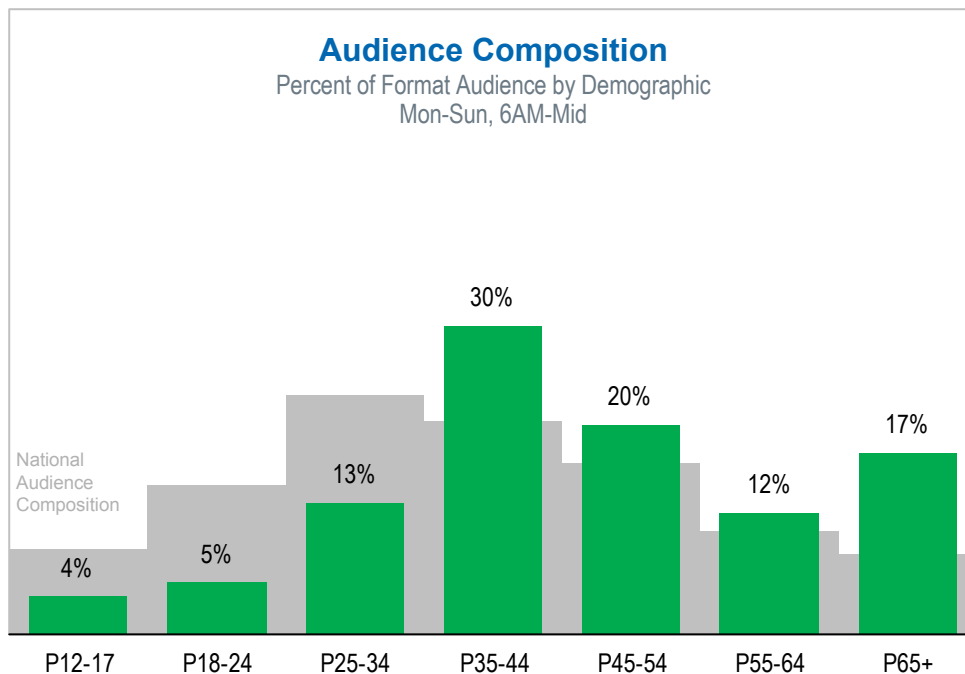
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	0.9	1.1	1.3	1.0	0.8	0.9
Total	0.1	0.1	0.0	0.1	0.1	0.3	0.2	0.2

12+ AQH Share in PPM Markets	0.6%
12+ AQH Share in Diary Markets	1.9%

Audience Composition

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



A Winner With Women

Hispanic consumers of Spanish-language religious stations are devoted to the inspirational programming heard on 76 AM and FM stations across the U.S. Programming may include talk and teaching, as well as music formats featuring popular Spanish-language contemporary Christian artists such as Marcos Witt. While the share of male listeners grew from 33% in Spring 2007 to 38% in Fall '10, women comprised 62% of the Spanish Religious audience. By comparison, Latinas accounted for 66% of the format's audience in Fall '08.

A fiercely loyal audience helped Spanish Religious slightly improve its national Hispanic audience share to 0.9%, from 0.8% in Spring 2010. Many stations are located in Diary markets, where the format captured 1.9% of all listening by Hispanics, a rise from 1.3% in Spring '10. The format is driven by Spanish-dominant adults 35-54, which represented nearly half of the Spanish Religious audience. Spanish-dominant adults 65+ were another large segment of the format's audience.

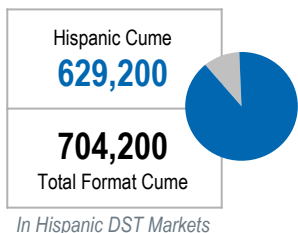
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Note: Due to rounding, totals may not add to 100.

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Spanish Religious

Cume



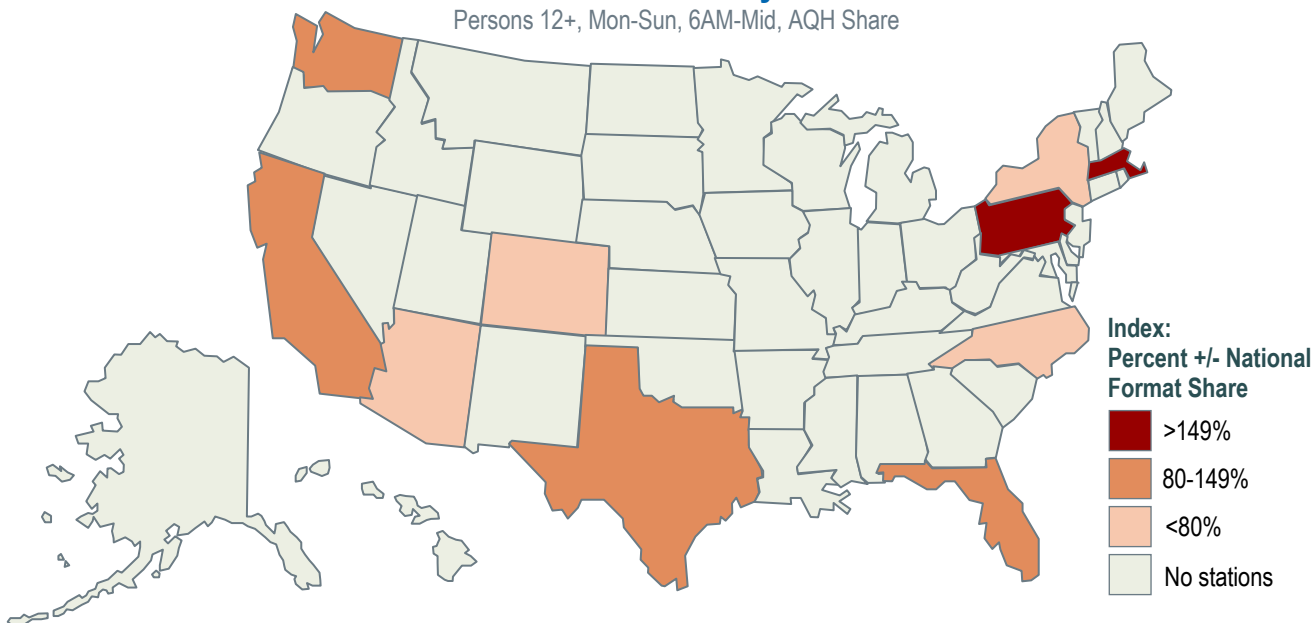
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
145	141	110	50	76

Audience Share by State

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



Spanish Religious overindexed in Massachusetts, home to WWDJ/Boston, which airs Christian-themed programming. In California, Christian-themed Radio Nueva Vida continued to attract Hispanic listeners. Several Spanish-language religious stations competed for listeners in Miami, while Texas emerged as a hotbed for evangelical programming.

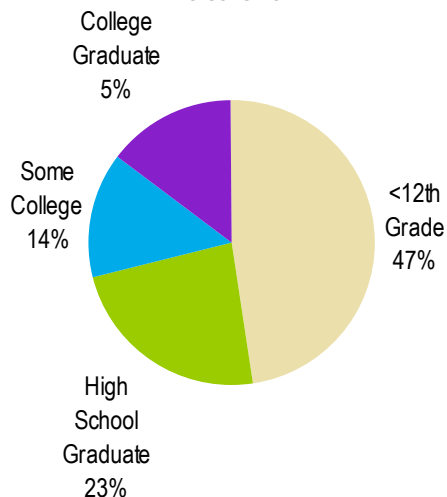
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Religious

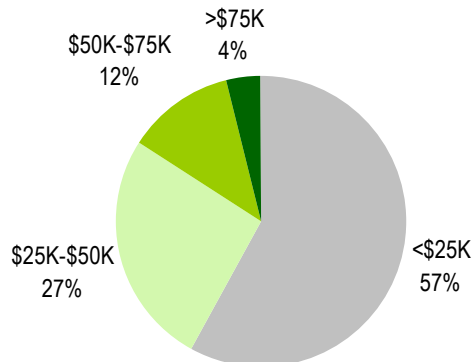
Education

Persons 18+



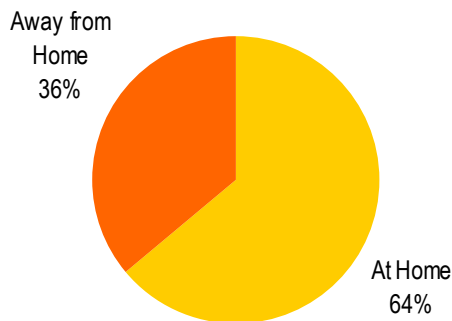
Household Income

Persons 18+



AQH Share of Listening by Location

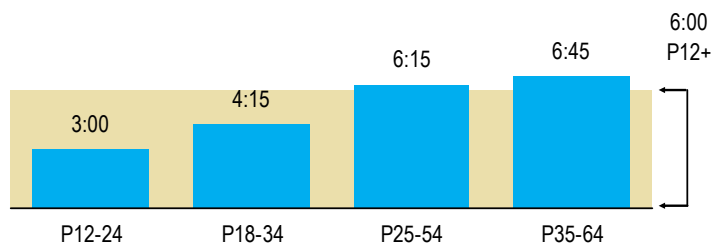
Persons 12+, Mon-Sun, 6AM-Mid



Time Spent Listening by Demographic

(Hours:Minutes)

Mon-Sun, 6AM-Mid



Spanish Religious was a strong at-home format. In Fall '10, only 36% of listening occurred at away-from-home locales. At-home listening was regular and lengthy, with Time Spent Listening among all Hispanics at 6 hours—the same as Spanish Oldies and behind only Mexican Regional. Interestingly, the format's biggest TSL was among English-dominant adults 35-64, at 7 hours, 15 minutes.

Educated Hispanics consumed Spanish Religious formats: 29% have at least attended college. But close to half have less than a high school education. Nearly 60% of the format's audience resided in homes with annual median incomes of less than \$25,000; 27% lived in households with annual incomes between \$25,000 and \$50,000.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (92)	66%
Women's Clothing or Shoes (98)	45%
Children's/Infants' Clothing (100)	42%
Men's Clothing or Shoes (88)	38%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (96)	75%
Books (93)	64%
Office Supplies (89)	59%
Toys (98)	59%
Music/Video (83)	56%
Furniture/Home Furnishings (87)	44%
Computer Hardware/Software (82)	40%
Pet Supplies (80)	39%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (98)	96%
Shopped Hispanic Grocery Stores (138)	54%
Shopped Non-Hispanic Stores Only (72)	42%
Spent \$100+ (90)	59%
Used Coupons (85)	22%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (93)	56%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (103)	80%
In-Store Circulars or Coupons (93)	60%
Loyalty Cards (62)	15%
E-Mail/Text/Online (55)	14%
Product Packages (67)	10%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (97)	86%
Sit-Down Restaurant (97)	71%
Breakfast at Any Restaurant (96)	48%
Lunch at Any Restaurant (95)	72%
Dinner at Any Restaurant (91)	70%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (89)	39%
Scratch-Off Tickets (93)	32%
Other Types of Tickets (67)	14%

Most listeners of the Spanish Religious format purchased apparel during the past 12 months (66%). Even though they were somewhat below the average of total Hispanics for purchasing apparel, spending in the category amounted to an estimated \$195 million during the past 12 months.

Although somewhat below the shopping norms of Hispanics in the survey area, a majority of the Spanish Religious audience shopped for home accessories, books, office supplies, toys and music or videos during the past 12 months.

Most Spanish Religious listeners lived in households that shopped for groceries during the past 7 days. They were much more likely than the average Hispanic to use Hispanic grocery stores and shopped at them more often than at non-Hispanic stores.

Eating out at both fast food and sit-down restaurants were popular with listeners. Just under half reported having eaten breakfast out during the past 30 days and most had eaten lunch and dinner meals at restaurants.

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Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (98)	48%
Do-It-Yourself Repairs/Services (87)	21%
No Repairs/Services (116)	31%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (99)	85%
New Tires (91)	52%
Brake Repair (89)	36%
New Battery (95)	35%
Tune-Up/Spark Plugs (82)	27%
Antifreeze/Coolant (85)	26%
Transmission Repair (88)	10%
Radio/Stereo Equipment (100)	9%
Paint and Body (99)	9%
Shocks/Struts (83)	8%
Muffler (62)	4%

Movie Attendance	Pct.
Attended Movies Past 12 Months (74)	43%
Attended Movies Past 3 Months (86)	41%
Attended Movies Past 30 Days (99)	18%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (123)	34%
Within Two Weeks of Opening (77)	34%
After the Second Week (76)	32%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (91)	53%
Laptop or Notebook Computer (57)	26%
Smartphone (57)	13%
Other Mobile Computing Device (89)	11%

Online Activity	Pct.
Have Online Access (78)	52%
Accessed Internet Past 30 Days (71)	43%
Shopped Online Past 12 Months (55)	24%
Purchased Online Past 12 Months (57)	23%

Total Spent Online by Listeners Past 12 Months: \$94 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Clothing or Accessories (90)	35%
Airline Tickets/Other Travel (81)	33%
Books (75)	26%
Health and Beauty Items (115)	17%
Computer Hardware/Software (89)	15%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (71)	39%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (104)	58%
Republican/Independent but Feel Closer to Republican (86)	19%
Independent/Other (103)	23%

The audience of the Spanish Religious format was below the Hispanic average for ownership of computers and smartphones. Over half had online access but they were well below norms for online shopping and purchasing. Among those who did buy online, clothing or accessories were at the top of the purchase list. Listeners contributed \$94 million to the Internet economy during the past 12 months.

Spanish Religious listeners were well below the average Hispanic for voter registration. Among those who were registered, most were Democrats or Independents who felt closer to the Democratic Party.

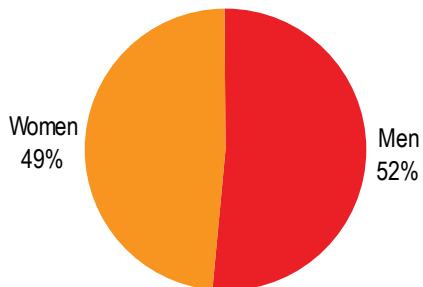
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Variety



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

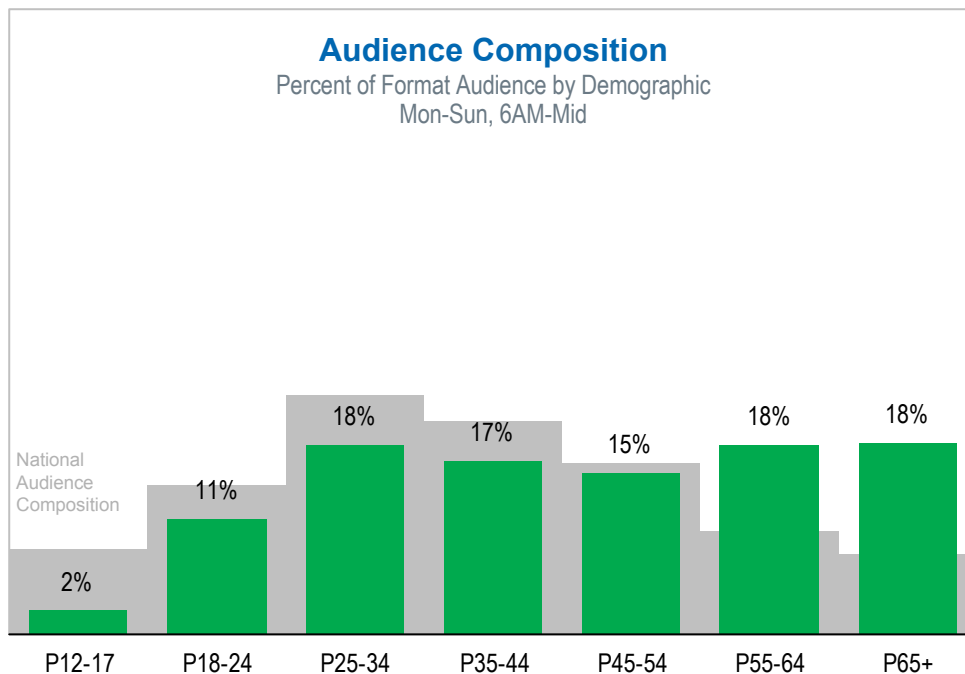
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	1.4	1.0	3.2	1.4	1.4	1.0	0.8	0.9
Total	0.2	0.1	0.6	0.2	0.3	0.3	0.2	0.2

12+ AQH Share in PPM Markets	0.4%
12+ AQH Share in Diary Markets	2.2%

Audience Composition

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



A Unique Favorite With Adults

Of the hundreds of AM and FM stations providing Spanish-language programming to Hispanic audiences, 92 have selected the Spanish Variety format designation. Each of these stations is distinctive and highly focused on its market, airing music and, in some cases, spoken word programming specifically tailored to community needs.

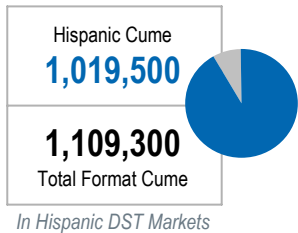
Spanish Variety stations attracted 0.9% of Hispanic radio consumers in Fall '10, up from 0.8% in Spring '10. Growth in Diary markets was the chief catalyst for the format's improvement, growing to 2.2% of Hispanic listeners in Fall '10, from 1.6% in Spring '10. Adults aged 25-34 and adults 55-64 each accounted for 18% of the total audience, while Hispanics 65+ represented Spanish Variety's largest audience. Spanish-dominant males drove the format, yet among the 7,600 English-dominant listeners, Spanish Variety was female-leaning.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Variety

Cume



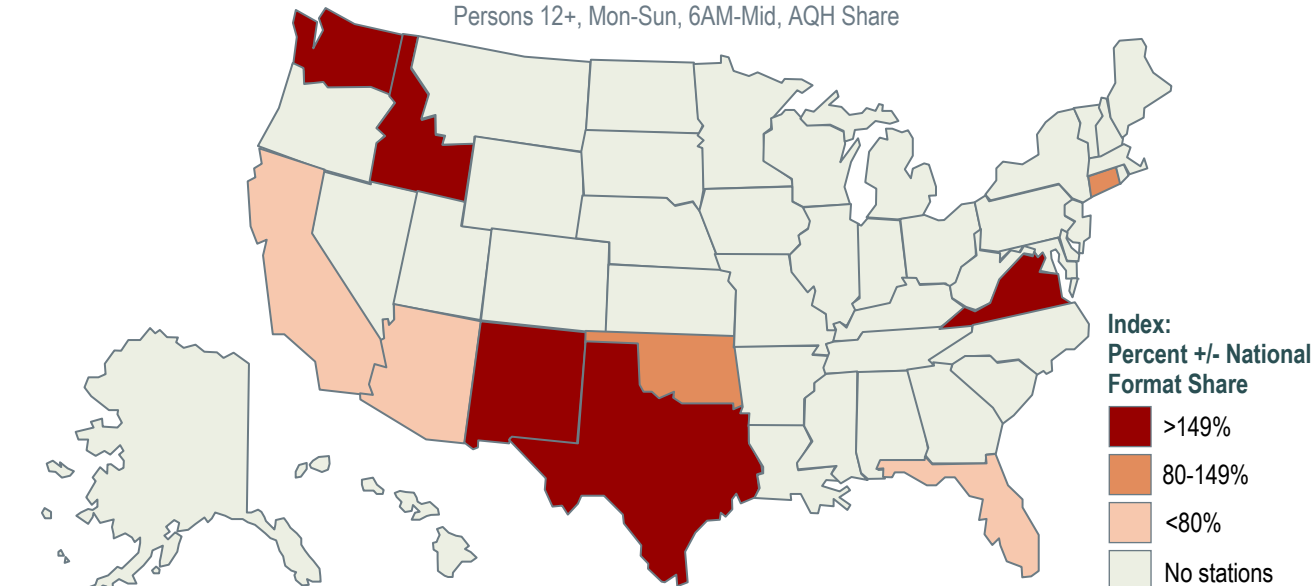
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
133	138	108	45	88

Audience Share by State

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



The Spanish Variety format saw its strongest performance in Virginia, largely due to two stations serving Washington, DC. New Mexico was another top state for Spanish Variety, thanks to KANW-FM/Albuquerque, which airs a Spanish-language Adult Alternative format featuring New Mexico-based artists.

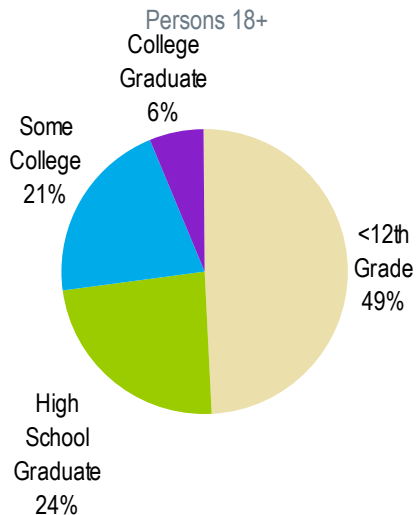
Idaho was a strong state in Fall '10, based on the performance of KWEI-FM/Boise (this station switched to English-language Oldies KKOO in March 2011). The leading Spanish Variety station by total audience was KWIZ-FM/Anaheim-Los Angeles, which airs a mix best described as the classic and current Tropical and Mexican Regional tunes one would play at a party.

continued ►

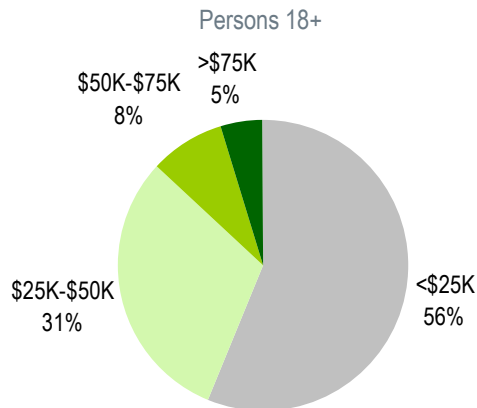
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Variety

Education

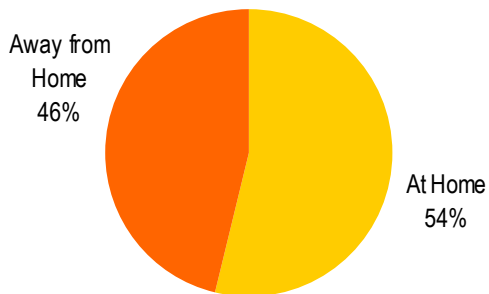


Household Income



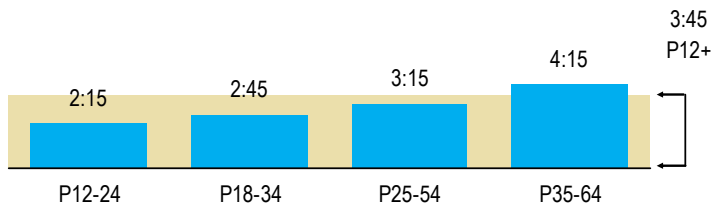
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Spanish-dominant Hispanics drove this format's ratings performance, with 54% of all listening done in the home—a reflection of Spanish Variety's popularity with elder Americans. MIDDAYS, closely followed by morning drive, were strongest for Spanish Variety stations. English-dominant adults 25-54 spent 3 hours, 45 minutes with the format, a half-hour longer than their Spanish-dominant counterparts.

Collectively, Spanish Variety stations attracted a wide variety of adults. Fifty-one percent were high school graduates, while 27% had at least attended college—up from 25% in Spring '10. Thirty-one percent resided in homes with incomes of between \$25,000 and \$50,000; 13% lived in households with annual median incomes of at least \$50,000.

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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (97)	70%
Women's Clothing or Shoes (92)	42%
Men's Clothing or Shoes (95)	42%
Children's/Infants' Clothing (96)	40%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (102)	79%
Books (99)	67%
Office Supplies (101)	67%
Music/Video (98)	66%
Toys (97)	58%
Furniture/Home Furnishings (92)	47%
Computer Hardware/Software (95)	46%
Pet Supplies (95)	46%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (100)	99%
Shopped Hispanic Grocery Stores (99)	39%
Shopped Non-Hispanic Stores Only (101)	60%
Spent \$100+ (98)	64%
Used Coupons (102)	26%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (97)	58%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (97)	75%
In-Store Circulars or Coupons (96)	62%
Loyalty Cards (101)	25%
E-Mail/Text/Online (65)	16%
Product Packages (72)	11%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (100)	88%
Sit-Down Restaurant (101)	74%
Breakfast at Any Restaurant (104)	52%
Lunch at Any Restaurant (89)	68%
Dinner at Any Restaurant (102)	78%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (101)	44%
Scratch-Off Tickets (98)	34%
Other Types of Tickets (101)	22%

Most Spanish Variety listeners purchased apparel during the past 12 months (70%). Although slightly below the average for Hispanics purchasing clothing or shoes, listeners represented spending of \$278 million in this category.

Most Spanish Variety listeners also reported having shopped for home accessories, books, office supplies, music or videos and toys during the past 12 months.

Eating out at both fast food and sit-down restaurants are popular with listeners. Most reported having eaten breakfast, lunch or dinner out during the past 30 days.

Listeners mirrored the average of all Hispanics in the survey area for buying lottery tickets. Scratch-offs were more popular with them than other types of tickets.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (109)	54%
Do-It-Yourself Repairs/Services (94)	22%
No Repairs/Services (89)	24%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (103)	88%
New Tires (93)	53%
Brake Repair (99)	40%
New Battery (101)	37%
Tune-Up/Spark Plugs (101)	33%
Antifreeze/Coolant (87)	26%
Transmission Repair (89)	10%
Shocks/Struts (79)	8%
Paint and Body (80)	7%
Radio/Stereo Equipment (80)	7%
Muffler (67)	4%

Movie Attendance	Pct.
Attended Movies Past 12 Months (87)	51%
Attended Movies Past 3 Months (89)	47%
Attended Movies Past 30 Days (89)	21%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (107)	30%
Within Two Weeks of Opening (104)	42%
After the Second Week (89)	28%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (104)	60%
Laptop or Notebook Computer (81)	36%
Smartphone (73)	17%
Other Mobile Computing Device (92)	11%

Online Activity	Pct.
Have Online Access (83)	56%
Accessed Internet Past 30 Days (81)	49%
Shopped Online Past 12 Months (75)	33%
Purchased Online Past 12 Months (73)	30%

Total Spent Online by Listeners Past 12 Months: \$212 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (105)	43%
Books (86)	30%
Clothing or Accessories (75)	29%
Computer Hardware/Software (120)	20%
Music (79)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (86)	47%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (116)	65%
Republican/Independent but Feel Closer to Republican (91)	20%
Independent/Other (69)	15%

About half of the Spanish Variety audience attended movies during the past 12 months. Most of those moviegoers went on opening weekend or within two weeks of opening (72%).

Most of the audience of the Spanish Variety format had a desktop computer in the household. Just over half had online access but they were well below the average number of Hispanics who shopped and purchased online. Among those who bought online, airline tickets/other travel top the list of items purchased. Listeners reported spending a total of \$212 million online during the past 12 months.

Just under half of Spanish Variety listeners reported being registered to vote, below the average for Hispanics in the survey area. Among those who were registered, a strong majority were Democrats or Independents who identified with the Democratic Party.

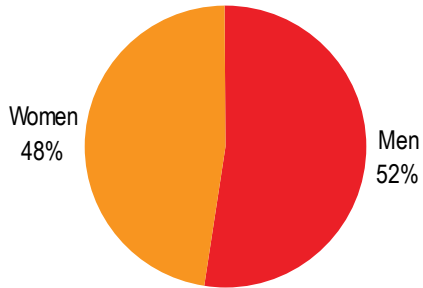
Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Tejano



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

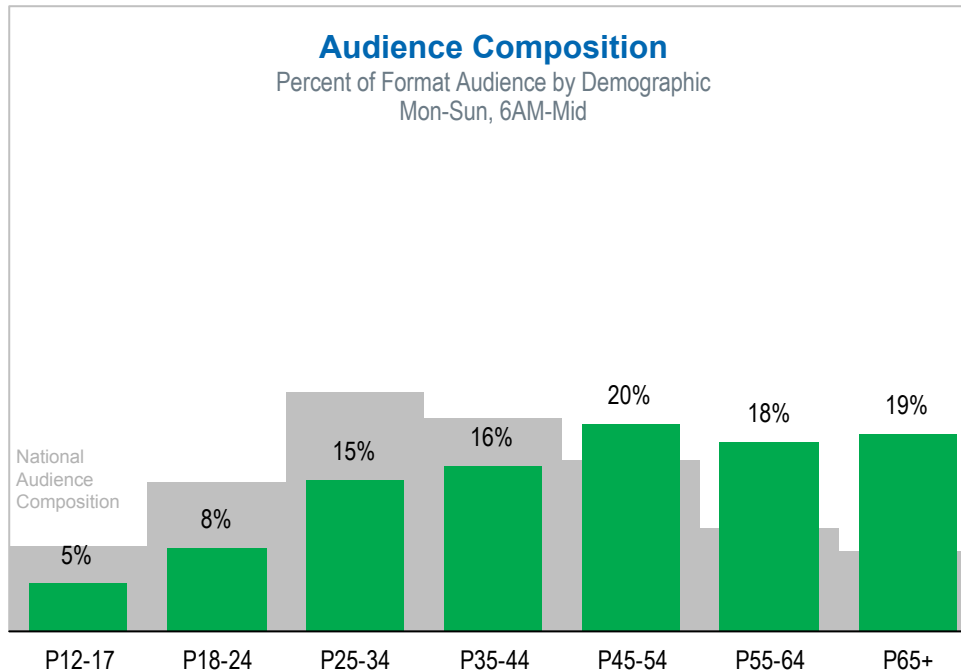
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	1.0	1.1	0.8	0.7	0.7	0.9	0.8	0.7
Total	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2

12+ AQH Share in PPM Markets	0.3%
12+ AQH Share in Diary Markets	1.8%

Audience Composition

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



Loyal Listeners in the Lone Star State

Tejano is historically a format popular with English-dominant listeners, accounting for its English-language presentation. Yet a sizable portion of Spanish-dominant 45+ listeners tune to Tejano stations. Language also plays an important role in the format's gender composition, as the format leaned toward women among Spanish-dominant listeners but was primarily driven by English-dominant men.

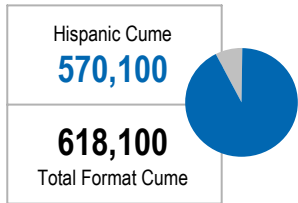
The format's national audience share dipped slightly to a 0.7% in Fall '10 from 0.8% in Spring '10. However, Tejano's share in non-PPM markets increased to 1.8%, from 1.7%. Tejano's adult audience was diverse: 57% of listeners were at least 45 years old, while 31% were 25-44. Powered by acts such as David Lee Garza and Grupo Mazz, Tejano remains a format whose biggest star is the late Selena.

continued ►

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Tejano

Cume



In Hispanic DST Markets

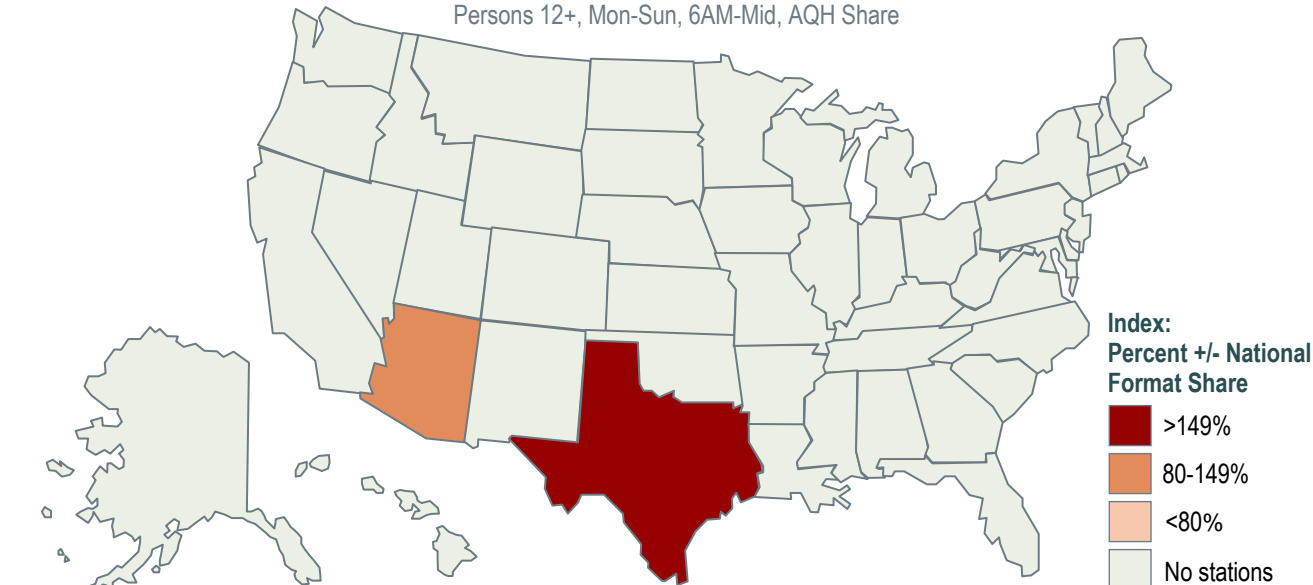
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
131	126	109	56	91

Audience Share by State

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



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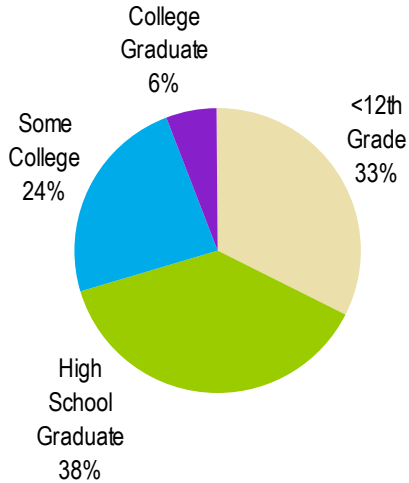
Tejano enjoys a rich musical heritage in much of Texas and in Tucson, Arizona, where the format's 24 stations are concentrated. Listening started in the home, with morning drive the strongest daypart for the format. Fifty-three percent of Tejano's listening is done away-from-home—a significant rise from 45% in Spring '10.

Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

Tejano

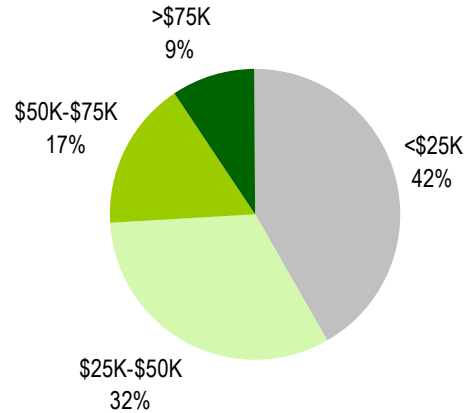
Education

Persons 18+



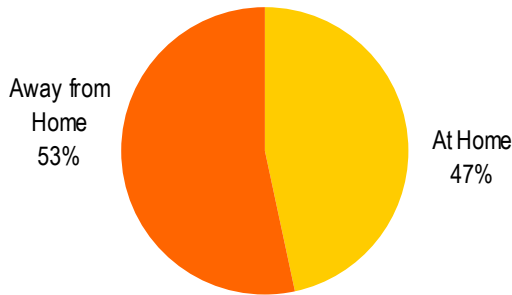
Household Income

Persons 18+



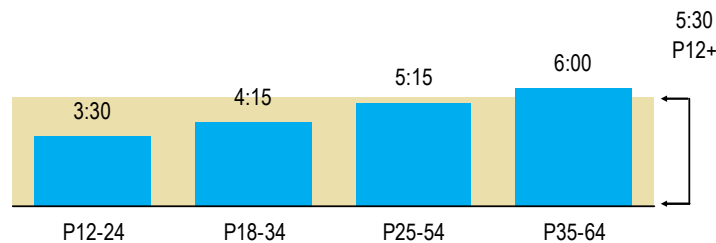
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Tejano benefited from strong Time Spent Listening. It was the No. 2 format among all English-dominant listeners, with 6 hours devoted to stations airing Tejano programming. English-dominant adults 35-64 spent 6 hours, 45 minutes with the format.

Nearly 30% of Tejano listeners have at least attended college, while 38% hold high school diplomas. One in three reside in households with incomes between \$25,000 and \$50,000, while 1 in 4 live in homes with annual incomes of at least \$50,000.

*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (108)	78%
Women's Clothing or Shoes (112)	51%
Men's Clothing or Shoes (111)	48%
Children's/Infants' Clothing (110)	46%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (110)	86%
Music/Video (115)	78%
Books (106)	73%
Office Supplies (106)	71%
Toys (115)	69%
Pet Supplies (122)	60%
Furniture/Home Furnishings (97)	50%
Computer Hardware/Software (97)	48%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (101)	99%
Shopped Hispanic Grocery Stores (73)	29%
Shopped Non-Hispanic Stores Only (120)	70%
Spent \$100+ (101)	66%
Used Coupons (133)	34%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (120)	72%
<i>Those Using Coupons Obtain Them From:</i>	
In-Store Circulars or Coupons (125)	80%
Newspapers/Magazines/Mail (102)	80%
E-Mail/Text/Online (84)	21%
Product Packages (99)	15%
Loyalty Cards (41)	10%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (106)	93%
Sit-Down Restaurant (118)	87%
Breakfast at Any Restaurant (94)	47%
Lunch at Any Restaurant (110)	84%
Dinner at Any Restaurant (115)	88%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (125)	54%
Scratch-Off Tickets (142)	49%
Other Types of Tickets (123)	26%

Strong consumer potential was seen in the active shopping levels of Tejano listeners. In the 12-month period preceding the Scarborough survey a majority had shopped for home accessories, music or videos, books, office supplies, toys and pet supplies. Fully half of the audience had also shopped for furniture or home furnishings and another 22% reported that their household intended to buy furniture during the coming 12 months.

A strong majority of the Tejano audience purchased apparel during the past 12 months (78%) and they exceeded norms for buying women's, men's and children's clothing. Spending in the apparel category totaled \$194 million.

Tejano listeners showed the highest level of weekly grocery coupon usage of all formats reviewed for this report.

The audience of Tejano had the highest rate of lottery participation of all formats reviewed for this report. They were twice as likely to buy a scratch-off as to buy other types of tickets.

continued ►

Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (108)	54%
Do-It-Yourself Repairs/Services (122)	29%
No Repairs/Services (65)	17%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (102)	87%
New Tires (95)	54%
Tune-Up/Spark Plugs (129)	42%
New Battery (110)	40%
Brake Repair (89)	36%
Antifreeze/Coolant (119)	36%
Shocks/Struts (131)	13%
Radio/Stereo Equipment (129)	12%
Paint and Body (121)	11%
Transmission Repair (75)	8%
Muffler (98)	7%

Movie Attendance	Pct.
Attended Movies Past 12 Months (106)	62%
Attended Movies Past 3 Months (114)	60%
Attended Movies Past 30 Days (104)	25%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (84)	23%
Within Two Weeks of Opening (106)	43%
After the Second Week (106)	34%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (94)	55%
Laptop or Notebook Computer (106)	48%
Smartphone (102)	24%
Other Mobile Computing Device (82)	10%

Online Activity	Pct.
Have Online Access (100)	67%
Accessed Internet Past 30 Days (101)	62%
Shopped Online Past 12 Months (97)	43%
Purchased Online Past 12 Months (96)	39%

Total Spent Online by Listeners Past 12 Months: \$96 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Clothing or Accessories (99)	39%
Airline Tickets/Other Travel (83)	34%
Books (83)	29%
Music (112)	27%
Movie Tickets (110)	19%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (124)	68%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (110)	62%
Republican/Independent but Feel Closer to Republican (62)	14%
Independent/Other (113)	24%

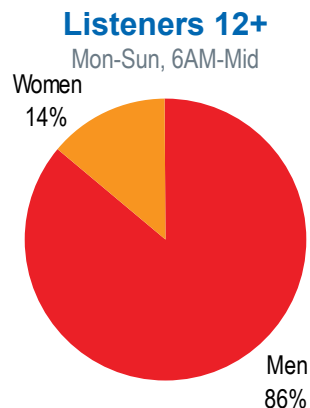
Most listeners lived in households that had automotive repairs/service during the past 12 months and they were above average in their willingness to do repairs themselves.

Most Tejano listeners had computers in the household and had online access but they lagged behind the Hispanic average for shopping and purchasing online.

Most of the audience was registered to vote and they were well above the average registration levels of total Hispanics in the survey area. Most voters were Democrats or Independents who align with Democrats but they were also above average for identifying as Independent.

Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

Spanish Sports



AQH Share Trend

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

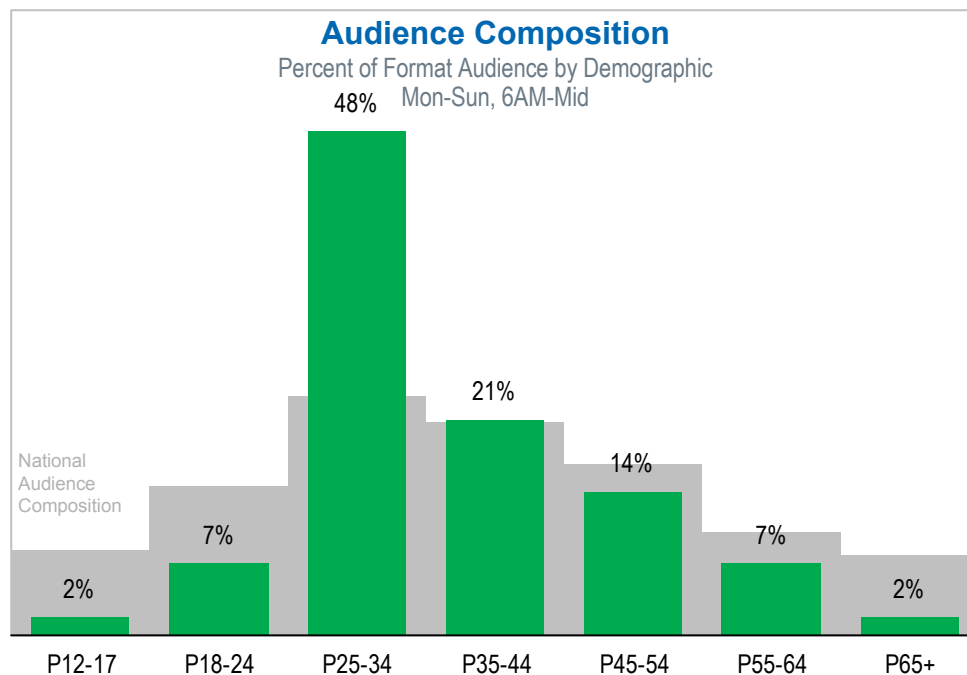
	SP03	SP04	SP05	SP06	SP07	FA08	SP10	SP11
Hispanic	-	-	-	-	-	-	0.2	0.2
Total	-	-	-	-	-	-	0.1	0.0

12+ AQH Share in PPM Markets	0.2%
12+ AQH Share in Diary Markets	0.1%

A Top Score With Hispanic Men

Crafted like English-language Sports Talk stations but with a decidedly Latin focus, Spanish Sports focuses predominantly on soccer, in addition to the leagues, teams and stars that resonate with Hispanic audiences. Spanish-language play-by-play of various professional sports teams often shares the airwaves with call-in shows and roundtable sports talk programming.

Hispanic men were the backbone of Spanish Sports' success in the 19 states where the format was found in Fall '10. The format's audience was 86% male, up from 83% in Spring '10 and the highest concentration of Hispanic men for any format. Men 25-44 accounted for 69% of Spanish Sports listeners.

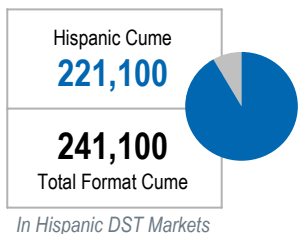


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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Sports

Cume



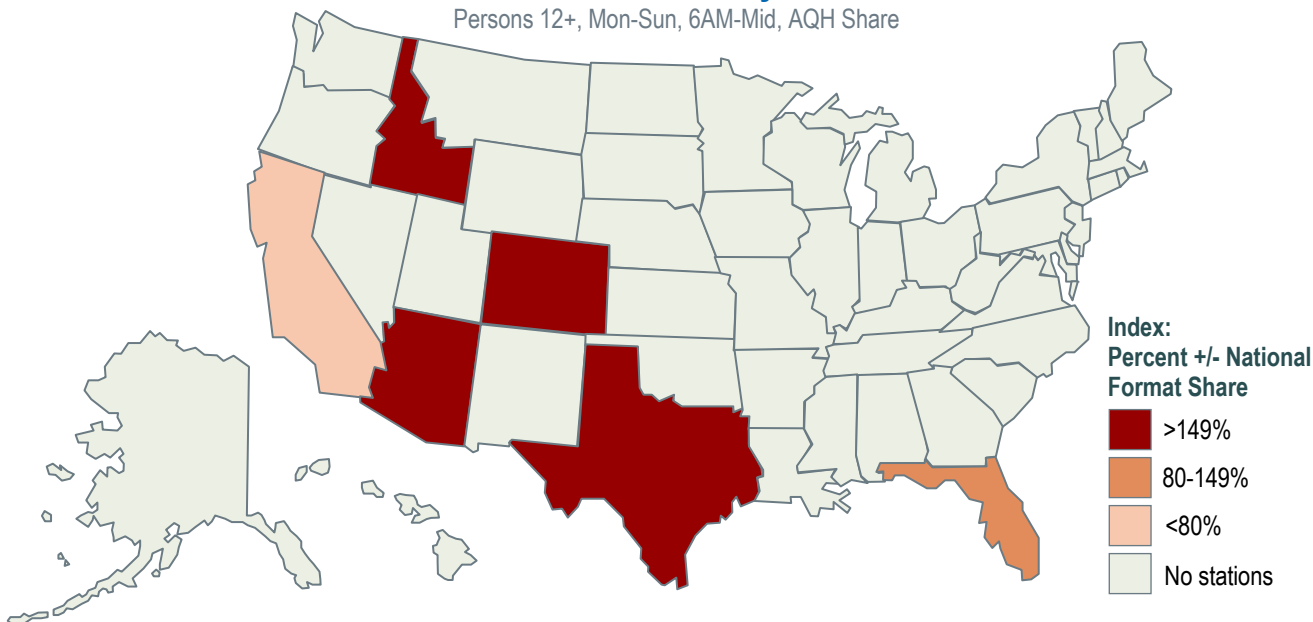
AQH Index of Listening by Daypart

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

Mon-Fri				Sat-Sun
6AM-10AM	10AM-3PM	3PM-7PM	7PM-MID	6AM-MID
198	148	152	21	40

Audience Share by State

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



Spanish Sports stations overindexed in Arizona, Florida, California, Colorado, and Texas (KWEI-AM/Boise changed to Mexican Regional from Spanish Sports in March 2011). Nationally, ESPN Deportes Radio affiliates were primarily responsible for the performance. By total audience, the top Spanish Sports station was Lotus-owned KWKW-AM/Los Angeles, an ESPN Deportes affiliate.

Spanish Sports' strongest dayparts were mornings and afternoons, as Hispanic men likely tuned in on both ends of the workday for updates. The format was again the No. 1 out-of-home format, accounting for 81% of all listening occasions. By audience composition, Spanish Sports was No. 1 with both English-dominant and Spanish-dominant males 12+. Persons 18-34 drove Time Spent Listening for the format, with 4 hours, 30 minutes devoted to Spanish Sports.

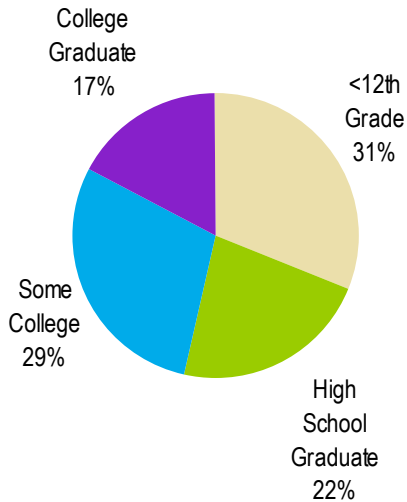
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Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.*

Spanish Sports

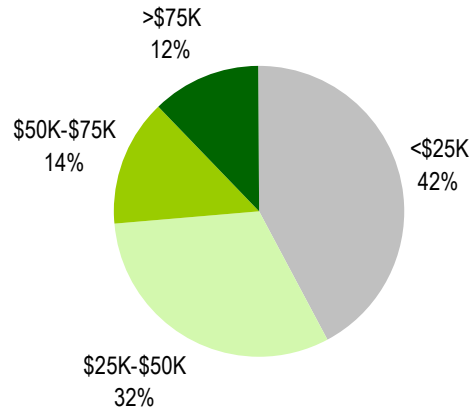
Education

Persons 18+



Household Income

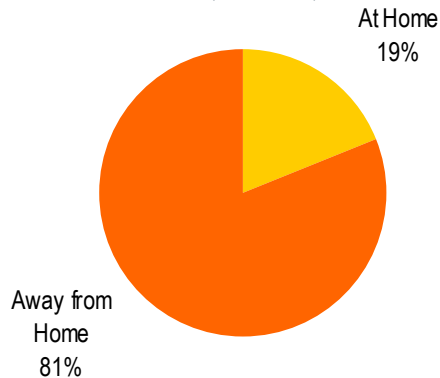
Persons 18+



Nearly half of Spanish Sports listeners have at least attended college, while 68% held a high school diploma. Twenty-six percent reside in households with incomes of at least \$50,000, while 32% are in homes with annual incomes between \$25,000 and \$50,000.

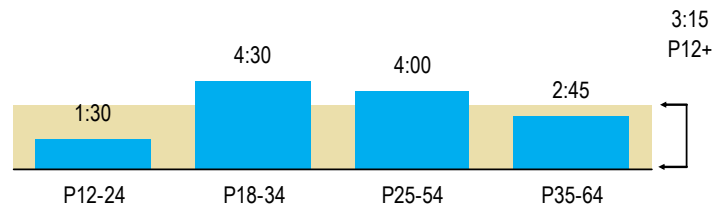
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



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

Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Fall 2010.

All Sports

(Editor's note: Due to low sample size, Scarborough data for Spanish Sports are not available. We have substituted data and analysis of Hispanic listeners to English-speaking All Sports radio.)



Purchased Apparel Past 12 Months	Pct.
Total Apparel Purchasers (106)	76%
Men's Clothing or Shoes (132)	58%
Children's/Infants' Clothing (99)	42%
Women's Clothing or Shoes (87)	40%

Shopping Past 12 Months (Including Online Shopping)	Pct.
Home Accessories (102)	80%
Music/Video (111)	75%
Office Supplies (112)	74%
Books (106)	73%
Toys (103)	62%
Furniture/Home Furnishings (114)	58%
Computer Hardware/Software (115)	57%
Pet Supplies (104)	50%

Grocery Shopping Past 7 Days (Household)	Pct.
Shopped Any Grocery Store (101)	99%
Shopped Hispanic Grocery Stores (82)	32%
Shopped Non-Hispanic Stores Only (114)	67%
Spent \$100+ (104)	69%
Used Coupons (110)	28%

Coupon Usage (Household)	Pct.
Use Coupons for Groceries/Other Goods or Services Monthly (110)	66%
<i>Those Using Coupons Obtain Them From:</i>	
Newspapers/Magazines/Mail (106)	82%
In-Store Circulars or Coupons (96)	62%
E-Mail/Text/Online (124)	31%
Loyalty Cards (101)	25%
Product Packages (101)	15%

Restaurant Patronage Past 30 Days	Pct.
Fast Food Restaurant (103)	91%
Sit-Down Restaurant (108)	80%
Breakfast at Any Restaurant (112)	56%
Lunch at Any Restaurant (107)	81%
Dinner at Any Restaurant (111)	85%

Played Lottery Past 30 Days	Pct.
Bought Any Lottery Ticket (108)	47%
Scratch-Off Tickets (97)	33%
Other Types of Tickets (134)	29%

Hispanic listeners of All Sports exhibited a strong consumer profile. They were above the shopping averages for most of the retail categories reviewed for this report. A majority shopped for home accessories, music or videos, office supplies, books, toys, furniture or home furnishings and computer hardware or software during the past 12 months.

Most of the Hispanic audience of this format also purchased apparel during the past 12 months (76%), spending an estimated \$731 million in the category. As listeners leaned male, the Hispanic segment of this audience was well above average in shopping for men's clothing or shoes.

continued ►

All Sports

(Editor's note: Due to low sample size, Scarborough data for Spanish Sports are not available. We have substituted data and analysis of Hispanic listeners to English-speaking All Sports radio.)



Automotive Repairs/Services Past 12 Months (Household)	Pct.
All Repairs/Services Done at Shop (114)	56%
Do-It-Yourself Repairs/Services (107)	26%
No Repairs/Services (67)	18%
<i>Among Those Making Repairs at Shop or DIY:</i>	
Oil Filter/Oil Change (104)	88%
New Tires (100)	57%
Brake Repair (111)	45%
New Battery (95)	35%
Tune-Up/Spark Plugs (106)	34%
Antifreeze/Coolant (82)	25%
Transmission Repair (94)	10%
Shocks/Struts (91)	9%
Radio/Stereo Equipment (90)	8%
Paint and Body (89)	8%
Muffler (78)	5%

Movie Attendance	Pct.
Attended Movies Past 12 Months (113)	66%
Attended Movies Past 3 Months (115)	61%
Attended Movies Past 30 Days (123)	29%
<i>When Moviegoers Usually See New Movies:</i>	
Opening Weekend (89)	25%
Within Two Weeks of Opening (99)	40%
After the Second Week (111)	35%

Own Computers/Mobile Devices (Household)	Pct.
Desktop Computer (105)	61%
Laptop or Notebook Computer (129)	58%
Smartphone (135)	31%
Other Mobile Computing Device (111)	14%

Online Activity	Pct.
Have Online Access (113)	76%
Accessed Internet Past 30 Days (117)	72%
Shopped Online Past 12 Months (131)	58%
Purchased Online Past 12 Months (136)	55%

Total Spent Online by Listeners Past 12 Months: \$741 Million

<i>Top 5 Items Bought by Online Purchasers:</i>	
Airline Tickets/Other Travel (118)	49%
Clothing or Accessories (102)	40%
Books (104)	36%
Music (116)	28%
Movie Tickets (143)	25%

Voter Profile (Self-Identified)	Pct.
Registered to Vote (119)	65%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (103)	57%
Republican/Independent but Feel Closer to Republican (119)	27%
Independent/Other (74)	16%

Most Hispanic listeners of All Sports attended movies during the past 12 months. With 66% attending, they were above the Hispanic norm for going out to see a movie. Most of the moviegoers saw a new movie on opening weekend or within the first two weeks of opening (65%).

Most listeners lived in households that had automotive repairs/service during the past 12 months. More than half had all repairs done at a shop but 26% did repairs themselves (or with help from family or friends).

Most Hispanic listeners of the All Sports format had Internet access and they were well above Hispanic norms for shopping and purchasing online. Estimated online spending among this group was \$741 million during the past 12 months.

Listeners were above average for voter registration. Among those who were registered, most were Democrats or Independents who identified with the Democratic Party but voters were also well above average in identifying as Republican.

Source: The information shown in the Scarborough Qualitative Profiles is from Scarborough's Release 1, 2011 Hispanic DST Multi-Market database. The survey data were collected from more than 32,000 Hispanic adults, age 18 or older, in 34 DST markets having a significant Hispanic population. The interviewing period was from February 2010-March 2011.

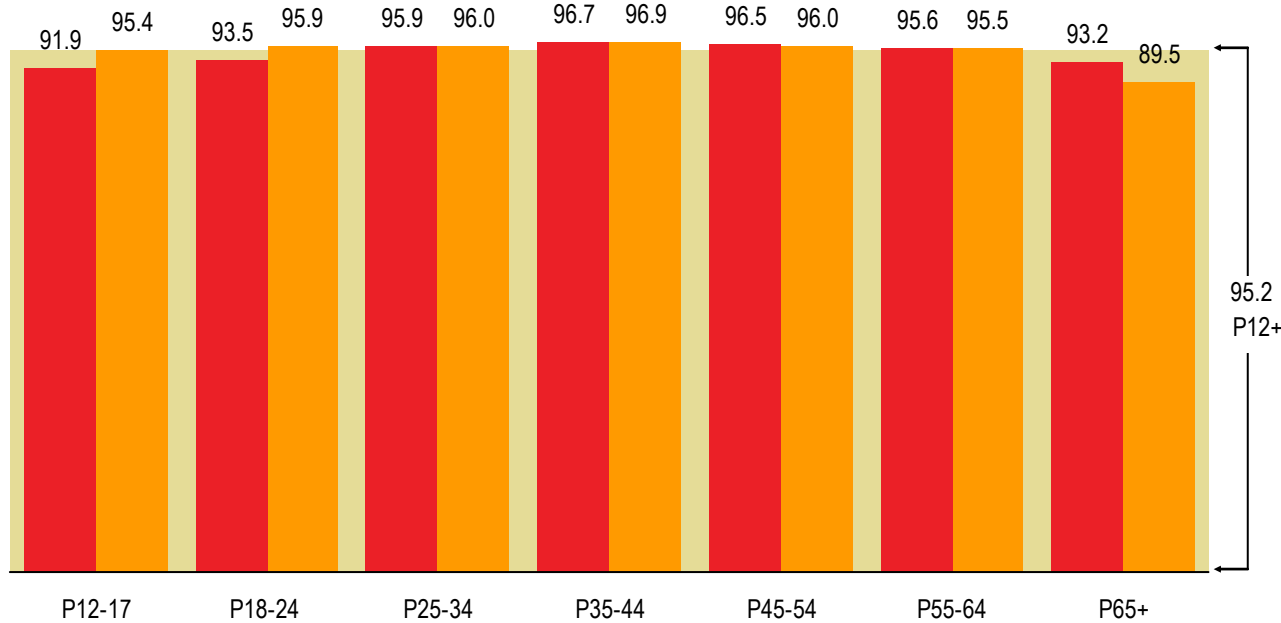
National Radio Listening Trends

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

Radio Reaches All Ages

Weekly Cume Rating

All Hispanic Listeners



Men
Women

How to Read:

These figures represent "Weekly Cume Ratings." For example, 95.9% of all Hispanic 18–24 females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The tan background represents the average of all Hispanic Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

The data shown here reinforce radio's continued ability to lure a diverse group of Hispanic consumers, regardless of age or gender. With plenty of entertainment options at one's fingertips, radio's overall reach among all Hispanic listeners has been between 94% and 96% since the first *Hispanic Radio Today* in Spring 2001. Among teens, radio reaches slightly more girls (96%) than boys (93%). Additionally, more women 18-24 (97%) than men 18-24 (94%) consume radio each week. However, among adults 25-64, the difference is minimal, attracting an average of 97% of Hispanic men and 96% of Latinas.

continued ►

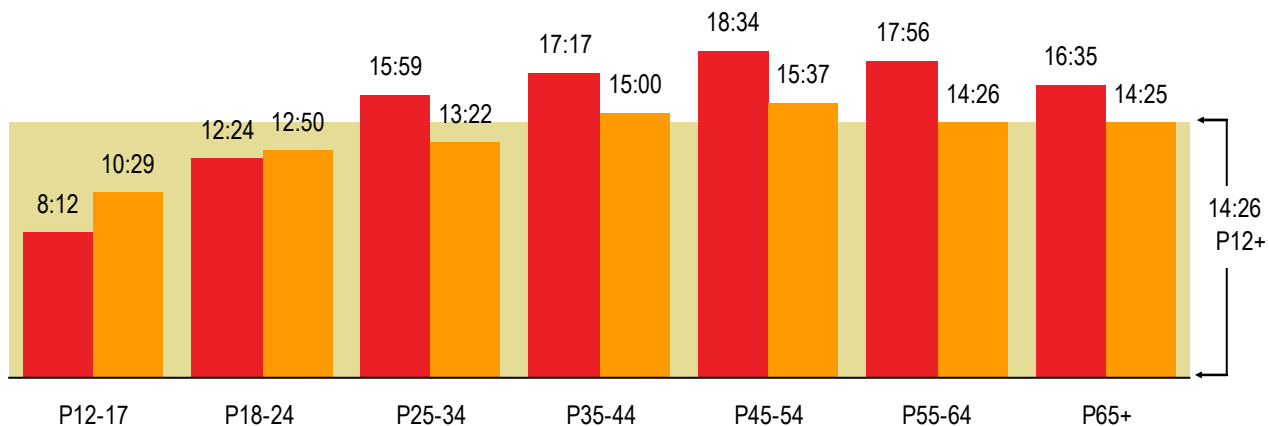
Source: RADAR 110, September 2011.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week

All Hispanic Listeners



Men
Women

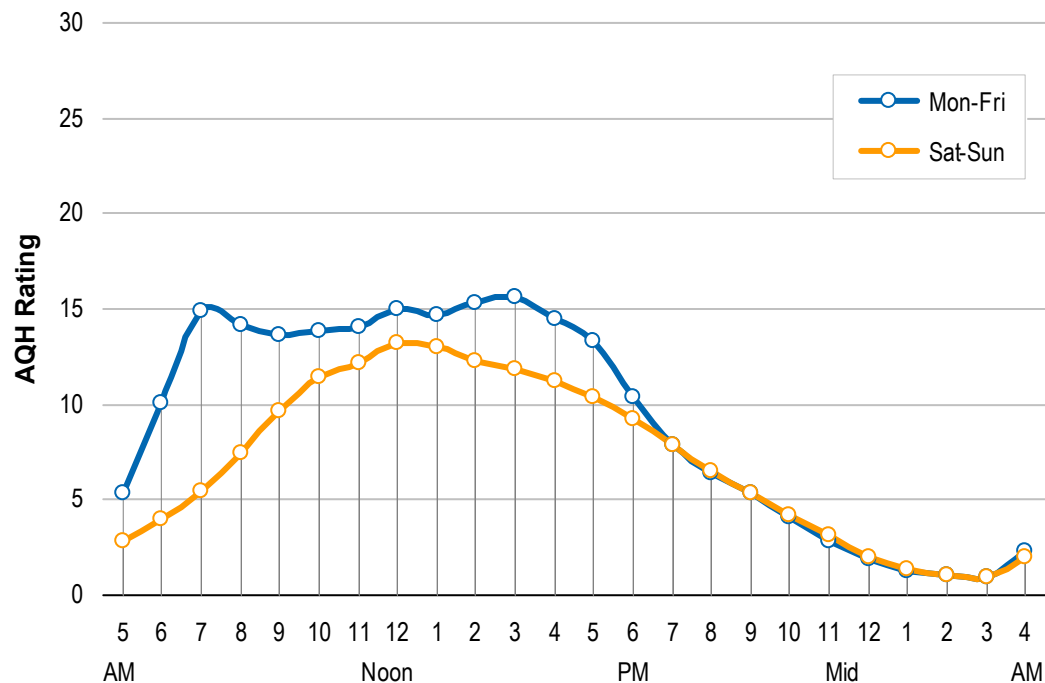
Despite the addition of 15 more PPM markets since our last study, time spent listening in Fall 2010 was remarkably stable. On an overall basis, 12+ Hispanic listening was off by only 10 minutes and TSL actually increased in a few demos.

Source: RADAR 110, September 2011.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
All Hispanic Listeners



This chart illustrates a shifting pattern in which weekday radio listening by Hispanics peaks during the midday hours for several Spanish-language and English-language formats. Listening remains strongest throughout the morning hours for Mexican Regional, the dominant format with Hispanics. With Spanish Contemporary, listening peaks in the midday hours.

Weekend listening is extremely strong for Hispanic listeners, with Spanish Contemporary enjoying higher AQH shares on Saturdays and Sundays than during weekday dayparts.

continued ►

Source: TAPSCAN Web National Regional Database, Fall 2010

Listening by Daypart

Listening by Daypart

Mon-Sun, 6AM-Mid

Cume Ratings

		Mon-Fri 6AM-10AM	Mon-Fri 10AM-3PM	Mon-Fri 3PM-7PM	Mon-Fri 7PM-Mid	Sat-Sun 6AM-Mid	Mon-Sun 6AM-Mid
P12-17	M	64.9	50.0	72.2	55.0	74.0	93.4
	W	71.9	56.0	81.0	64.4	82.1	95.5
P18-24	M	66.7	75.9	77.8	64.3	77.8	94.0
	W	69.8	82.9	83.5	70.0	83.0	96.8
P25-34	M	78.8	82.6	85.8	65.4	82.3	96.5
	W	74.2	82.0	82.2	60.9	83.1	96.4
P35-44	M	79.6	82.8	85.2	64.6	84.1	96.7
	W	78.6	82.2	84.8	62.4	84.8	97.2
P45-54	M	82.2	85.3	87.4	66.2	87.1	96.9
	W	76.7	82.0	83.8	60.4	83.6	96.8
P55-64	M	78.6	84.6	82.9	57.2	84.1	96.2
	W	69.8	81.2	77.4	54.4	79.9	95.2
P65+	M	69.5	82.4	72.1	46.2	79.1	92.3
	W	59.9	76.1	65.3	38.4	74.8	90.3

As this chart shows, in Fall 2010 radio continued to be a part of nearly every Hispanic consumer's life each week, regardless of age, gender or language preference.

Radio's ability to reach Hispanic consumers was particularly strong during middays, afternoon drive and on the weekends.

Source: TAPSCAN Web National Regional Database, Fall 2010

Hispanic Differential Survey Treatment (DST) Markets

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

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

Riverside-San Bernardino
Rockford
Sacramento
Salt Lake City-Ogden-Provo
San Angelo, TX
San Antonio
San Diego
San Francisco
San Jose
San Luis Obispo, CA
Santa Barbara, CA
Santa Maria-Lompoc, CA
Santa Rosa
Seattle-Tacoma
Sebring, FL
Sioux City, IA
Springfield, MA
Stamford-Norwalk, CT
Stockton
Tampa-St. Petersburg-Clearwater
Trenton
Tri-Cities, WA (Richland-Kennewick-Pasco)
Tucson
Twin Falls (Sun Valley), ID
Tyler-Longview
Victor Valley
Visalia-Tulare-Hanford
Waco, TX
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Wenatchee, WA
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