

RADIO TODAY SERIES



Hispanic Radio Today 2010

How America Listens to Radio



Welcome to *Hispanic Radio Today* 2010 Edition

Hispanic Radio Today 2010 offers a detailed look at the radio listening habits and consumer insight among U.S. Hispanics. This edition reviews 16 formats, including 10 Spanish-language formats and six English-language formats. Audience data for *Hispanic Radio Today 2010* is taken from the 103 Hispanic Differential Survey Treatment (DST) markets that have a significant Hispanic population. The Arbitron data in this study reflect the Spring 2010 Diary and April-May-June PPM™ survey periods.

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 Tropical, Spanish Variety, Tejano and, new to this edition, Spanish Sports.

The English-language formats profiled in this report are Adult Contemporary and Soft AC (AC/Soft AC), Classic Hits, Country and New Country (Country), News/Talk/Information (N/T/I) and Talk/Personality, Pop Contemporary Hit Radio (Pop CHR) and Rhythmic Contemporary Hit Radio (Rhythmic CHR).

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, Time Spent Listening by demographic, education levels, income by household, ratings by daypart and U.S. state and at-home versus away-from-home listening. Each format also has useful Scarborough consumer profiles for major product and service categories.

Arbitron's Hispanic Radio Today 2010 provides the details and analysis that reinforces the relevance and vital role radio plays in the lives of Hispanic consumers.

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 2010

Scarborough Qualitative Profiles for Each Format

For the first time in *Hispanic Radio Today*, we have 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 findings include total spending in popular consumer categories as well as usage statistics for auto, restaurant, cell phone, online and other important verticals.

A New Format Is Profiled

We profile Spanish Sports for the first time.

New State-by-State Heat Indices

We have replaced the national map that was based on Census regions with a state-by-state “heat index” map. Now you can see at a glance how the formats performed in each state across the country compared to the format’s national average (states with no markets containing a significant Hispanic population or with no stations of a particular format that met Arbitron’s Minimum Reporting Standards are shown in gray).

More Markets Represented by the Arbitron PPM Service

The Arbitron Portable People Meter™ system measured listening behavior in 33 Metro areas during the three-month period covered by *Hispanic Radio Today 2010*. 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 June 2010, go to www.arbitron.com/ppm and select the PPM Commercialization Schedule.

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 Stayed Strong Among All Hispanics

An ever-expanding array of media options continue to arise for Hispanic media consumers, many of whom are first adopters of new technology. Yet radio's reach among both English-dominant and Spanish-dominant listeners continues to land between 94% and 96% — a constant since *Hispanic Radio Today's* first study back in the 1990s. Radio reached Hispanic men and women equally strong, with the medium attracting 97% of Hispanic men aged 45-54 and 96% of women aged 25-44. Radio was also a "weekend warrior" with Hispanic men and women, attracting an average 81% of adults 18-44 — higher than any weekday time period.

Time Spent Listening Estimates Adjusted to the PPM

Time Spent Listening in Spring 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 more than four-decade-old Diary methodology to Portable People Meter measurement, apples-to-apples comparisons to Fall 2008 cannot be made. Additionally, seasonal radio consumption differences between spring and autumn must be taken into account. Furthermore, the Fall 2008 election effected listening, in particular to News/Talk/Information stations. Still, Hispanics aged 12 or above spent nearly 14.5 hours per week with radio. Hispanics in practically every age/demo group overindexed against the non-Latino audience with respect to radio consumption.

AQH Ratings Increases Were Seen for English-language Formats

As the second *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 2008 for six of the 10 Spanish-language formats studied. Spanish Sports was included for the first time, while AQH ratings for dominant No. 1 format Mexican Regional were flat. Spanish Oldies saw AQH increases, while Spanish Contemporary further solidified its status as the No. 2 format among Hispanics. At the same time, several English-language formats reached new AQH heights with Hispanics, including Pop CHR, AC/Soft AC, Classic Hits and Country and New Country. Away-from-home listening continued to rise, displaying radio's power of portability.

Format Summaries of the Year

Mexican Regional Was the Leader of the Pack

With 300 stations across the nation, Mexican Regional continued to attract the largest audience of Hispanic listeners. The format attracted more than double the audience of Spanish Contemporary, the second-ranked format, at 11 million listeners weekly. Its Hispanic AQH share was also more than double that of Spanish Contemporary, and was particularly strong among Hispanic adults 25-34. Mexican Regional remained a format strongest with Hispanic men, many of whom were English-dominant teens and young adults who enjoyed the format as much as Spanish-dominant adults 35-44.

Older Appeal for Youth-Targeted Formats

Rhythmic CHR and Pop CHR, each known for attracting younger audiences, witnessed an aging of their Hispanic audiences. Rhythmic CHR's 12-24 Hispanic audience composition fell 11 percent between Spring '06 and Spring '10. At the same time, the format's concentration of Hispanic adults 35-44 increased 4% during the same period. The percentage of adults 35-64 consuming Pop CHR hit an all-time high, while the percentage of teens was off 11% from Spring '06. Similar patterns were seen for Spanish Contemporary, which had its highest-ever proportion of adult listeners 45+. Conversely, News/Talk/Information, Country, Classic Hits and Adult Contemporary — all “older” formats — each gained 12-34 audience. We've seen this trend of “older” formats getting younger, and “younger” formats getting older, among general market audiences, as well.

Current and Classic, English-Language Hits Attracted More Hispanics

Radio formats featuring music from yesterday and today in the pop and country genres were more popular than ever with Hispanic audiences. Four English-language formats — Pop CHR, AC, Classic Hits and Country — experienced gains in Average Quarter-Hour share with Hispanics between Fall '08 and Spring '10. AC gained a full share, not including Soft Adult Contemporary stations now merged into the format. Pop CHR surged by 2.4 shares between Fall '08 and Spring '10. News/Talk/Information saw AQH shares fall slightly, but was still ahead of election-year highs associated with the Fall '08 data. Rhythmic CHR was the lone English-language music format to see AQH share decline.

English-Language Choices for Spanish-Dominant Listeners

Spanish-dominant listeners thoroughly enjoyed English-language formats, especially younger audiences. Among teens, Rhythmic CHR, Pop CHR and Country attracted more Spanish-dominant audiences than any Spanish-language format. At the same time, Adult Contemporary was the top-drawing format among Spanish-dominant adults 35-44, while Classic Hits was the most popular format among Spanish-dominant adults 45-54. Conversely, Mexican Regional was the second-most-preferred format among English-dominant adults 18-24, and Spanish Tropical was the No. 2 format among English-dominant adults 35-44.

Across-the-Board Increases With Male Audiences

Fourteen of the 16 formats in this report showed equal or higher percentages of male listeners than in Fall 2008, with Spanish Tropical and Spanish Variety the lone exceptions. Among English-language music formats, Classic Hits boasted the largest concentration of Hispanic male listeners, at 56%. The format was second only to News/Talk/Information, traditionally male leaning. Spanish Adult Hits, Spanish Oldies and Spanish Contemporary each experienced sharp increases in male audiences, providing greater-than ever gender balance.

Format Summaries of the Year *(continued)*

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About Hispanic Radio Today 2010

***Hispanic Radio Today 2010* Is Published by Arbitron Inc.**

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Data Sources for *Hispanic Radio Today 2010*

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, Spring 2010.
- National listening data come from RADAR 106, September 2010.
- Scarborough data come from Hispanic Multi-Market Release 1, 2010.

More detailed descriptions of our data sources can be found on Page 80.

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

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+, Spring 2010

Format	Share
Mexican Regional	20.6%
Spanish Contemporary	9.3%
Rhythmic Contemporary Hit Radio	7.8%
Pop Contemporary Hit Radio	7.7%
AC and Soft AC*	7.0%
Spanish Adult Hits	6.5%
Classic Hits	4.2%
News/Talk/Information and Talk/Personality*	3.4%
Country and New Country*	3.3%
Spanish Tropical	3.1%
Spanish News/Talk	2.2%
Spanish Oldies	0.8%
Spanish Religious	0.8%
Spanish Variety	0.8%
Tejano	0.8%
Spanish Sports	0.2%

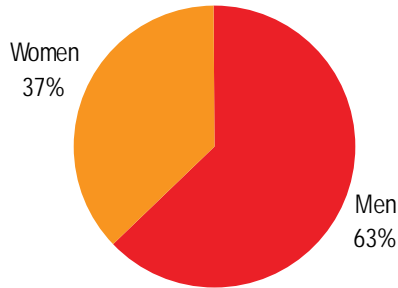
*First Combined in 2010

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

Mexican Regional



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

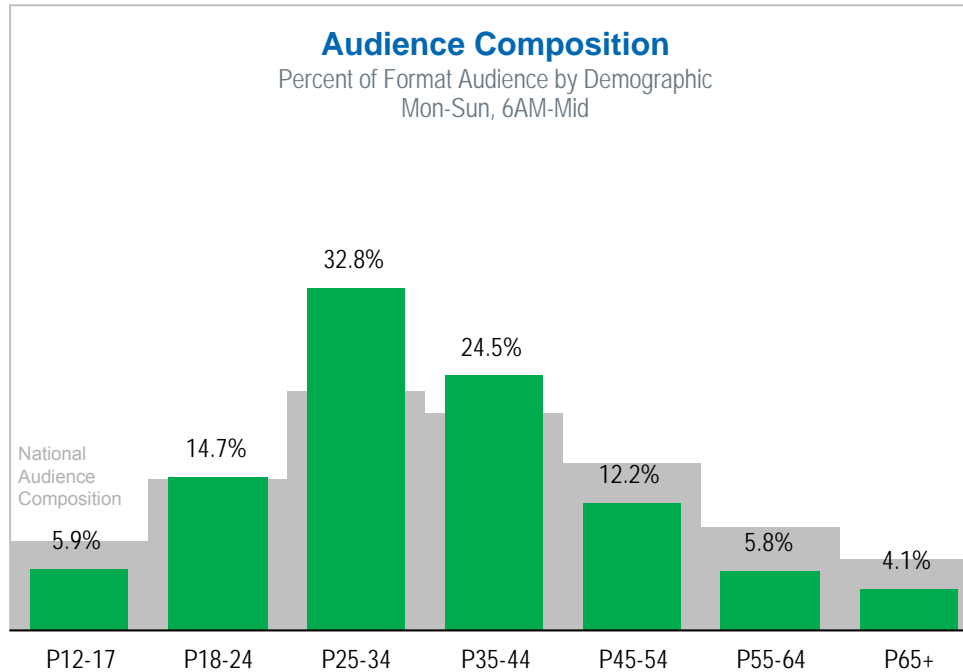
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	17.7	17.9	18.4	19.4	19.7	21.4	20.6	20.6
Total	3.1	3.4	3.5	3.9	4.1	4.4	5.4	5.4

12+ AQH Share in PPM Markets	20.0%
12+ AQH Share in Diary Markets	22.0%

Audience Composition

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



The Leading Choice for Latinos

Once again, the Mexican Regional format was the top choice of Hispanic radio listeners — by a wide margin. Featuring a mix of musical styles originating from northern Mexico including Banda, Norteña, Ranchera, Duranguense and Cumbias, Mexican Regional earned a 20.6 share of all Hispanic radio listening in Spring '10. That equaled the format's performance in Fall '08, and was slightly off from its all-time peak of a 21.4 share seen in Spring '07.

With 300 stations across 33 states, Mexican Regional enjoyed a listening audience that was more than double that of the second-most-popular Hispanic format, Spanish Contemporary. That's thanks in part to dynamic air personalities including Eddie "Piolín" Sotelo, Don Cheto and El Mandril, along with passion for music from artists including Espinosa Paz, Vicente Fernandez and Banda El Recodo.

Mexican Regional is a format that has consistently drawn more males than females. That trend continued to be seen, as a widening gap between the genders further cemented the format as a male-driven force. In Spring '10, the percentage of men versus women tuning in to Mexican Regional stations increased to 63%, from 58% in Spring '07. Overall, the 25-44 demographic represented the greatest segment of the listening audience, accounting for 57% of the format's total audience.

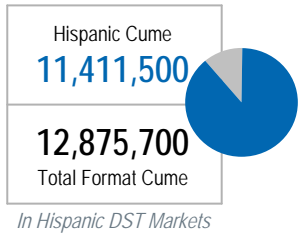
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Note: Due to rounding, totals may not add to 100.

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

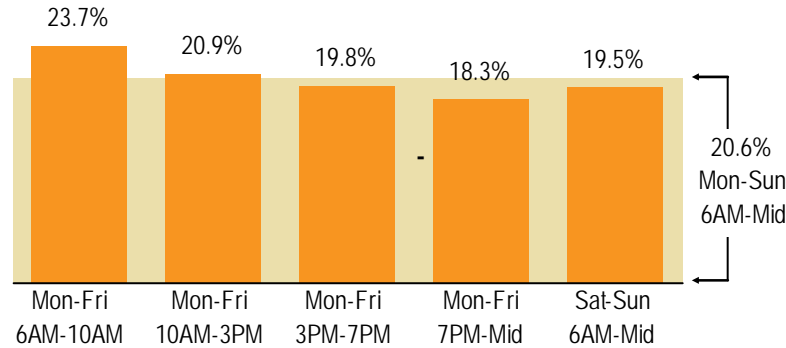
Mexican Regional

Cume



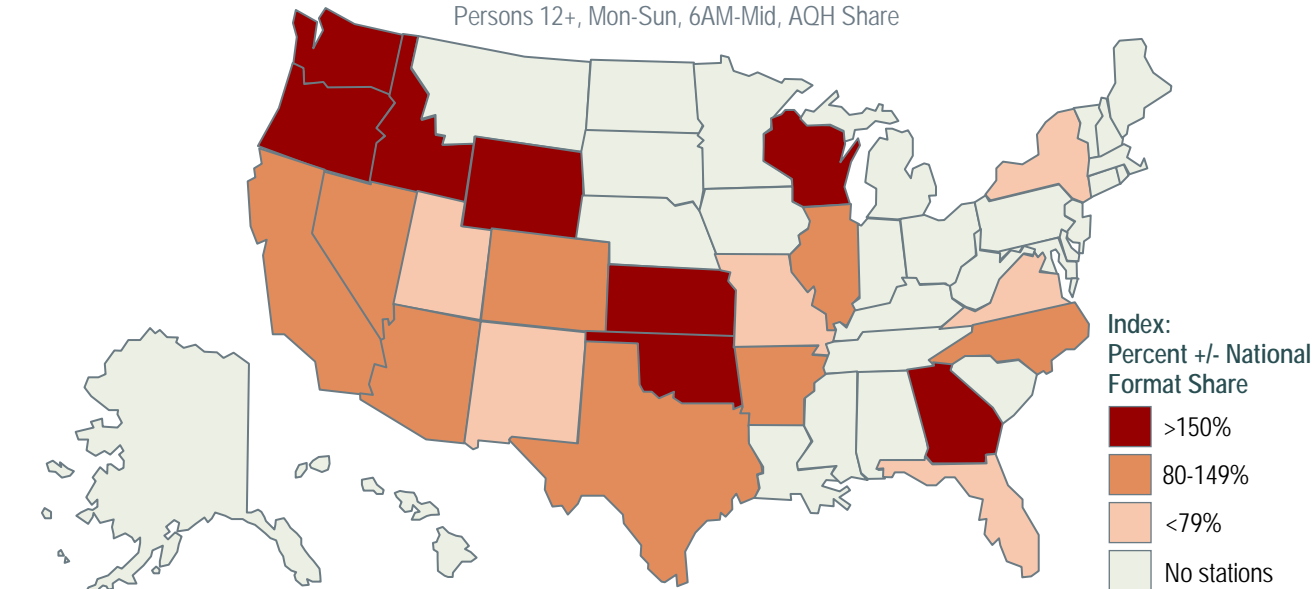
AQH Share of Listening by Daypart

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



Audience Share by State

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



Mexican Regional's strength was largely thanks to Spanish-dominant listeners. Yet a significant percentage of the 12- to 34-year-old audience was English-dominant. Among 35- to 44-year-old Latinos, it was the Spanish-dominant audience that drove the format.

According to our new Audience Share by State data, Mexican Regional is no longer a "west of the Mississippi River" ratings dominator. Listening greatly surpassed the national average in Idaho, Georgia, Kansas, Oklahoma, Oregon, Washington and Wyoming — states that have seen new growth in their Latino population over the last decade. Mexican Regional also saw particular strength in more established locales, including Arkansas, Arizona, California, Colorado, Illinois, Nevada, North Carolina and Texas.

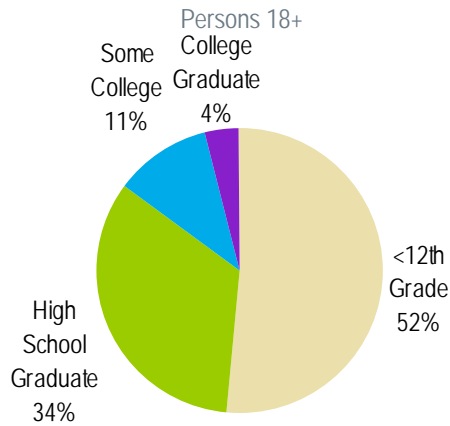
While dominant from dawn to dusk and even after dark, morning drive continued to draw the most listeners. Mexican Regional also enjoyed a rebound from Fall '08, when the format retreated from six straight years of unprecedented growth.

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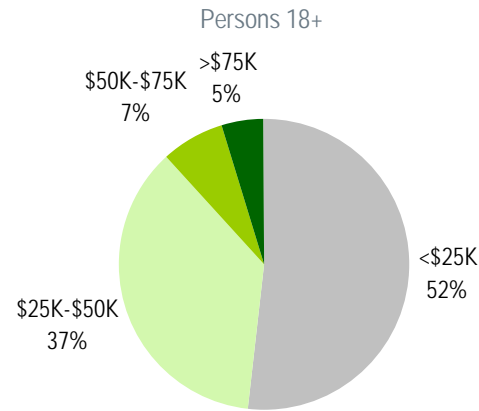
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Mexican Regional

Education

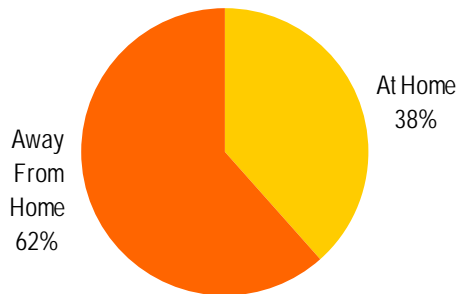


Household Income



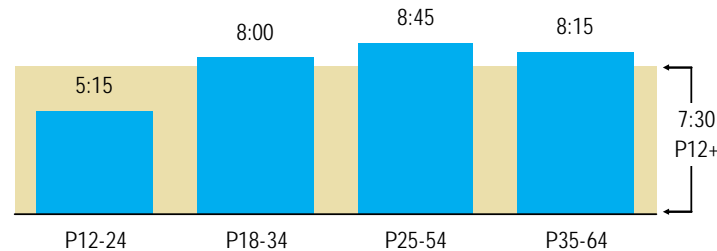
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



In Spring 2010, Mexican Regional could also be considered an at-work and in-car choice among Hispanic radio consumers, with 62% of listening done out of the home.

The format has experienced a decline in Time Spent Listening since Spring '06. However, all formats saw dips in TSL as Portable People Meter™-based ratings were introduced, replacing Diary-based methodology. When compared to all other formats, Mexican Regional still dominated in TSL, and across all age groups.

Of the adults 18+ who listened to Mexican Regional stations, 52% had household incomes of less than \$25,000. Thirty-seven percent resided in households where incomes were between \$25,000 and \$50,000—a small gain from 34% in Spring 2001. Close to 52% had less than a high school diploma, down by just a percentage since '01.

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, Spring 2010.

Mexican Regional



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions, except where indicated):

Hardware, Building, Paint, Lawn, Garden Items	\$1.0B
Television	\$1.1B
Camera/Camera Accessories	\$252
Carpeting or Other Flooring	\$637
Furniture	\$873
Mattress	\$471
Stereo Equipment/Home Music System	\$196

Total Spent by Listeners:

Men's Business Clothing	\$230
Men's Casual Clothing	\$604
Men's Shoes	\$459
Women's Business Clothing	\$195
Women's Casual Clothing	\$631
Women's Shoes	\$460
Children's Clothing	\$728
Infants' Clothing	\$309
Cosmetics, Perfume, Skin Care	\$549
Sports Equipment	\$205

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (119)	45%
Shopped Non-Hispanic Stores Only (88)	53%
Did Not Shop for Groceries (97)	2%
Spent \$100+ on Groceries Past 7 Days (100)	67%
Use Grocery Coupons Every Week (92)	24%

Total Household Grocery Spending Past 7 Days: \$491 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (101)	90%
Average # Meals per Month: 5.4	
Sit-Down Restaurant (97)	72%
Average # Meals per Month: 3.9	
Breakfast at Any Restaurant (101)	53%
Lunch at Any Restaurant (100)	76%
Dinner at Any Restaurant (99)	77%

Last Vehicle Acquired by Household

Bought New (86)	25%
Bought Used (113)	58%
Leased (77)	4%
Household Owns/Leases No Vehicle (89)	13%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (96)	65%
Do-It-Yourself Repairs (108)	35%

Health Care

Have Health Insurance Coverage (86)	57%
Have Life Insurance Coverage (79)	28%
Bought Prescription Drugs Past 30 Days (97)	68%

Cell Phone Usage

Use Cell Phone (99)	79%
Among Cell Phone Users:	
Texting (101)	59%
Instant Messaging (93)	15%
E-Mail (84)	14%
Plan to Switch Carrier Next 12 Months (113)	19%
Receive Bill Monthly, Nothing Prepaid (98)	82%
Prepaid Usage (112)	18%

Average Monthly Bill: \$79

Online Activity

Have Online Access (89)	55%
Accessed Internet Past 30 Days (87)	50%
Purchased Online Past 12 Months (79)	30%

Total Spent Online by Listeners Past 12 Months: \$2 billion

Among Internet Users Past 30 Days:

Used E-Mail (96)	85%
Checked Weather (99)	50%
Paid Bills (95)	48%
Listened to/Downloaded Music (106)	47%
Social Networking (95)	43%

Voter Profile (Self-Identified)

Registered to Vote (77)	43%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (101)	57%
Republican/Independent but Feel Closer to Republican (91)	22%
Independent/Other (109)	21%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

The collective buying power of this large audience drove high levels of consumer spending. In the category of hardware, building, paint, lawn and garden, 64% of the listeners surveyed by Scarborough lived in households that shopped for these items during the past 12 months, spending an estimated total of \$1.0 billion. Among listeners living in households that purchased TVs, average spending of \$868 per household created collective spending in excess of \$1.0 billion. A majority of listeners (71%) personally shopped for clothing/shoes during the past 12 months, spending about \$3.6 billion. And despite the high proportion of males in the audience, spending on cosmetics and perfume increased, totaling \$549 million during the past 12 months.

The collective buying power of the Mexican Regional audience also filled the grocery basket—virtually all listeners (98%) lived in households that shopped for groceries during a typical week, spending approximately \$491 million during an average seven-day period.

Mexican Regional listeners were heavy users of fast food restaurants—90% had eaten fast food during the past 30 days and they averaged 5.4 fast food meals per month. A majority also used sit-down restaurants (72%). It could be beneficial for advertisers from the food service industry to consider the potential of the Mexican Regional audience by daypart. During an average month, more than half (53%) eat breakfast out, and more than three-quarters eat lunch (76%) and dinner (77%) at restaurants.

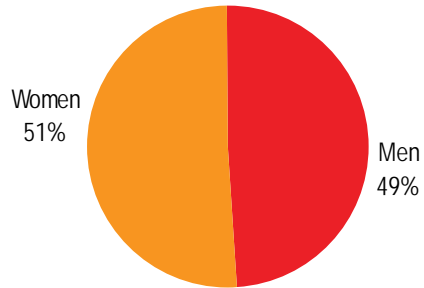
During the previous 12 months, 30% of Mexican Regional listeners purchased online, spending approximately \$2.0 billion.

Spanish Contemporary



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

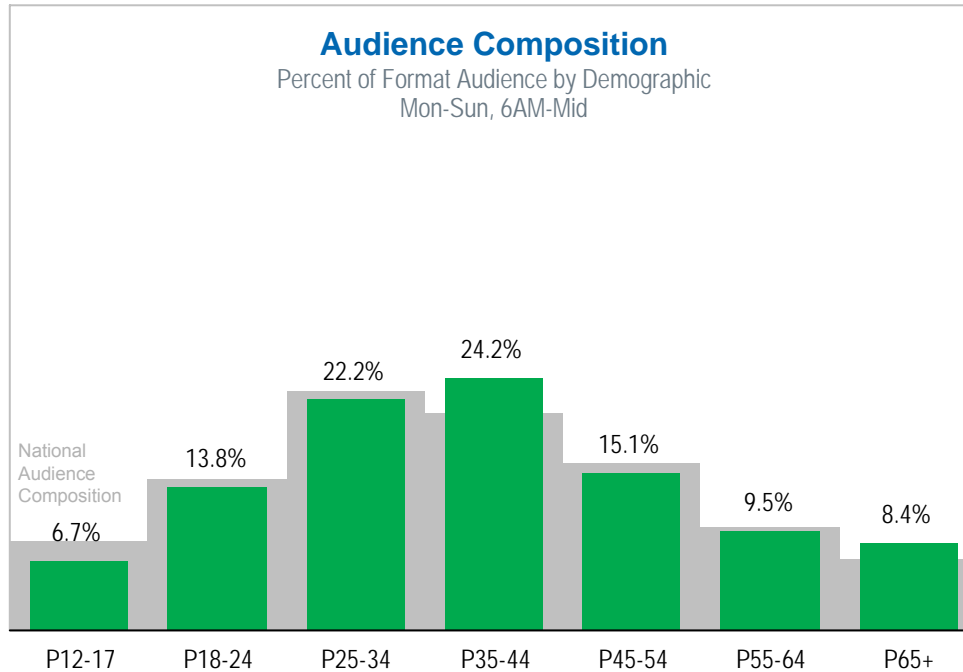
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	9.2	11.7	11.3	13.1	13.0	9.6	9.1	9.3
Total	2.5	2.3	2.3	2.8	2.9	2.1	2.4	2.5

12+ AQH Share in PPM Markets	11.2%
12+ AQH Share in Diary Markets	5.4%

Audience Composition

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



Older Audiences, Hotter Hits

In Spring 2010, the Spanish Contemporary format included a wide mix of 104 stations that sounded like an Adult Contemporary, Pop Contemporary Hit Radio or Hot AC station, but with a Spanish-language presentation. On many stations, English-language CHR titles were as common as power-pop tracks from global Latin music superstars including Shakira, Enrique Iglesias, Juanes and Pitbull. Ballads drove many Spanish Contemporary stations, with the Dominican bachata sounds of Juan Luis Guerra and Aventura finding an ever-larger national fan base. Pop ballads from Mexican acts Maná and Camila, veteran Puerto Rican singer Chayanne and Mexican Regional crossover artists such as Marco Antonio Solis and Juan Gabriel were also hallmarks of many Spanish Contemporary stations. Regional preferences weighed heavily into the music mix, with East Coast stations leaning toward such Spanish Tropical acts as Marc Anthony and stations in heavily Mexican markets incorporating more traditional artists, such as Vicente Fernandez.

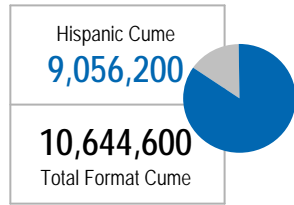
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Note: Due to rounding, totals may not add to 100.

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

Spanish Contemporary

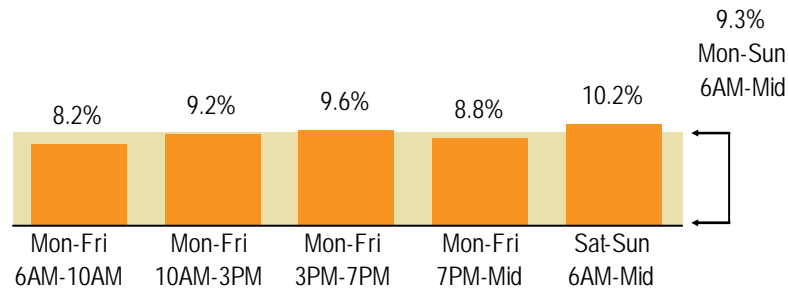
Cume



In Hispanic DST Markets

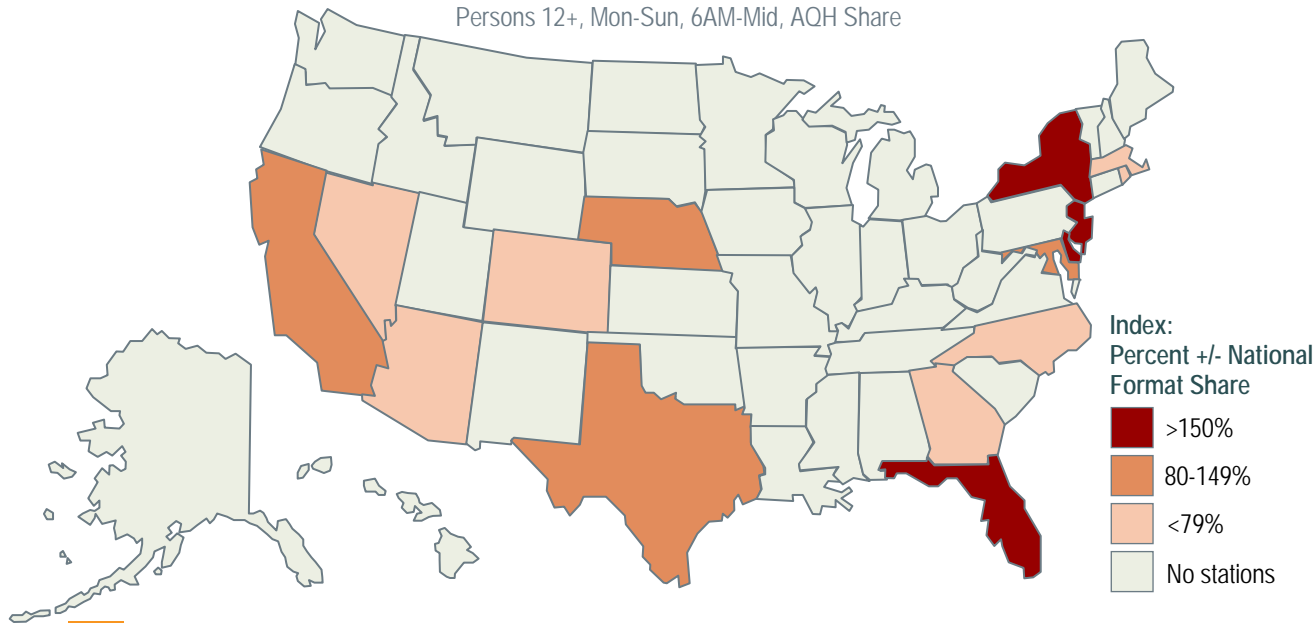
AQH Share of Listening by Daypart

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



Audience Share by State

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



Spanish Contemporary was the solid No. 2 format among Latinos, with 9.3% of the Hispanic radio audience. However, the format has seen a steady decline since Spring 2006, when it peaked at 13%. Much of the reversing growth trend was linked to a drop in the amount of listeners 12-24 and listeners 25-34, with the latter group tuning to Spanish Contemporary less and less since Spring '04. At the same time, the format attracted older listeners and reached new highs among Hispanics 35-44. Spanish Contemporary was also listened to by more adults over the age of 45 than ever before.

Gender balance was seen in a format that has traditionally appealed to Hispanic women. In Spring '10, the proportion of male listeners rose to 49%, surging from 40% in Spring '07. Similar to the Mexican Regional format, Spanish Contemporary stations saw a high level of English-dominant Hispanics aged 12-24.

According to our new Audience Share by State heat index, listening to Spanish Contemporary far surpassed the national average in places where Latinos have long-established population centers — Florida, New Jersey and New York. Delaware also scored strongly, while large Hispanic population centers in Texas and California led to strong performances in those states. Growing numbers of Latinos in Maryland and Nebraska are to thank for those states' strengths.

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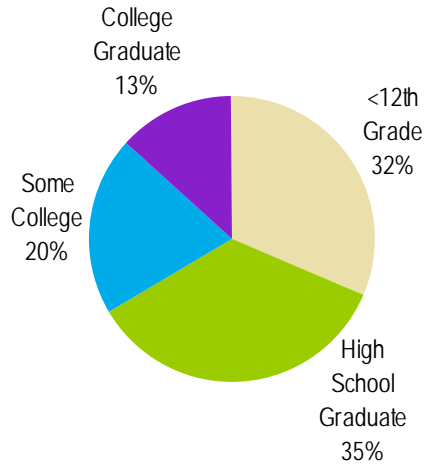
Note: Due to rounding, totals may not add to 100.

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

Spanish Contemporary

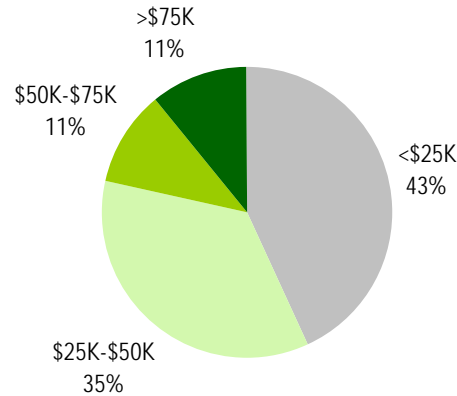
Education

Persons 18+



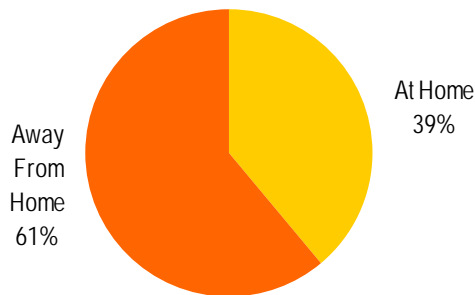
Household Income

Persons 18+



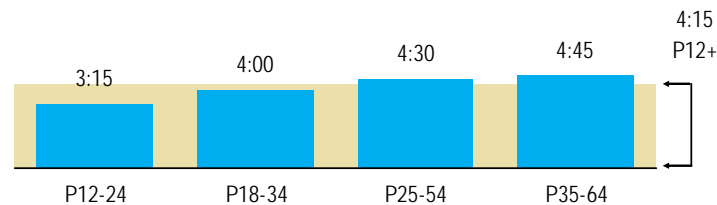
AQH Share of Listening by Location

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 decreased to 39%, compared to 49% in Spring '06. With more Hispanics listening to the format away from home, weekday afternoons saw the biggest audience. Weekday mornings saw the greatest decline, down 4% from Spring '06. The format's highest listening occurred during the weekend.

Spanish Contemporary's Time Spent Listening fell to 4 hours, 15 minutes, down from 5 hours, 30 minutes in Fall '08. The addition of Arbitron's Portable People Meter-based methodology into a greater number of markets led to decreased numbers in overall TSL numbers.

Of the adults 18+ who listened to Spanish Contemporary stations, 35% lived in households where income levels were between \$25,000 and \$50,000. Forty-three percent had household incomes of less than \$25,000, compared to 47% in Spring '01. Fifty-five percent had either finished high school or enrolled in college-level studies, while 13% were college graduates—up from 11% in Spring '01.

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, Spring 2010.

Spanish Contemporary



Selected Spending Estimates Past 12 Months

<i>Total Spent by Listeners/Other Members of Household (millions):</i>	
Hardware, Building, Paint, Lawn, Garden Items	\$807
Television	\$991
Camera/Camera Accessories	\$216
Carpeting or Other Flooring	\$485
Furniture	\$658
Mattress	\$444
Stereo Equipment/Home Music System	\$157
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$199
Men's Casual Clothing	\$500
Men's Shoes	\$371
Women's Business Clothing	\$201
Women's Casual Clothing	\$558
Women's Shoes	\$416
Children's Clothing	\$613
Infants' Clothing	\$259
Cosmetics, Perfume, Skin Care	\$490
Sports Equipment	\$180

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (122)	46%
Shopped Non-Hispanic Stores Only (86)	52%
Did Not Shop for Groceries (83)	2%
Spent \$100+ on Groceries Past 7 Days (99)	66%
Use Grocery Coupons Every Week (97)	26%

Total Household Grocery Spending Past 7 Days: \$405 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (101)	90%
<i>Average # Meals per Month: 5.4</i>	
Sit-Down Restaurant (98)	74%
<i>Average # Meals per Month: 4.0</i>	
Breakfast at Any Restaurant (101)	53%
Lunch at Any Restaurant (101)	76%
Dinner at Any Restaurant (100)	77%

Last Vehicle Acquired by Household

Bought New (89)	27%
Bought Used (101)	52%
Leased (113)	5%
Household Owns/Leases No Vehicle (113)	16%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (100)	68%
Do-It-Yourself Repairs (99)	32%

Health Care

Have Health Insurance Coverage (91)	60%
Have Life Insurance Coverage (84)	30%
Bought Prescription Drugs Past 30 Days (99)	70%

Cell Phone Usage

Use Cell Phone (102)	82%
<i>Among Cell Phone Users:</i>	
Texting (100)	59%
Instant Messaging (105)	17%
E-Mail (98)	17%
Plan to Switch Carrier Next 12 Months (109)	18%
Receive Bill Monthly, Nothing Prepaid (98)	82%
Prepaid Usage (111)	18%

Average Monthly Bill: \$80

Online Activity

Have Online Access (102)	63%
Accessed Internet Past 30 Days (101)	58%
Purchased Online Past 12 Months (97)	37%

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

Among Internet Users Past 30 Days:

Used E-Mail (98)	86%
Paid Bills (99)	50%
Checked Weather (93)	48%
Listened to/Downloaded Music (105)	46%
Social Networking (96)	44%

Voter Profile (Self-Identified)

Registered to Vote (88)	50%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (98)	56%
Republican/Independent but Feel Closer to Republican (102)	24%
Independent/Other (104)	20%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

The Spanish Contemporary audience made a significant impact on consumer spending. Most Hispanic listeners (62%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$807 million during the past 12 months. During the same time period, household spending on televisions and stereo equipment totaled \$991 million and \$157 million, respectively. And 72% of listeners personally shopped for clothing and shoes (for themselves or others), spending an estimated \$3.1 billion.

Listeners mirrored the norm for the Hispanic population in restaurant patronage, with most using fast food restaurants (90%) and sit-down-restaurants (74%) during a typical month. More than half (53%) eat breakfast out and more than three-quarters eat lunch (76%) and dinner (77%) at restaurants.

Compared with all Hispanics in the survey area, these listeners were slightly above average for having online access (63%), and close to four out of every 10 listeners (37%) made online purchases during the past 12 months, spending an estimated \$2.1 billion.

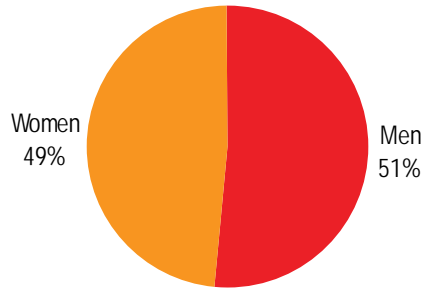
Most listeners had health insurance (60%) and had purchased prescription drugs during the past 30 days (70%), but they were well below the norm for total Hispanics in having life insurance coverage. Only 30% had some type of life insurance.

Half of Spanish Contemporary's Hispanic listeners reported that they were registered to vote, but that was below the average for all Hispanics in the survey area.

Rhythmic Contemporary Hit Radio



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

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

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	8.5	9.3	9.8	9.9	8.9	8.7	8.1	7.8
Total	5.1	5.5	6.0	5.8	5.6	5.1	5.5	5.4

12+ AQH Share in PPM Markets	6.5%
12+ AQH Share in Diary Markets	10.6%

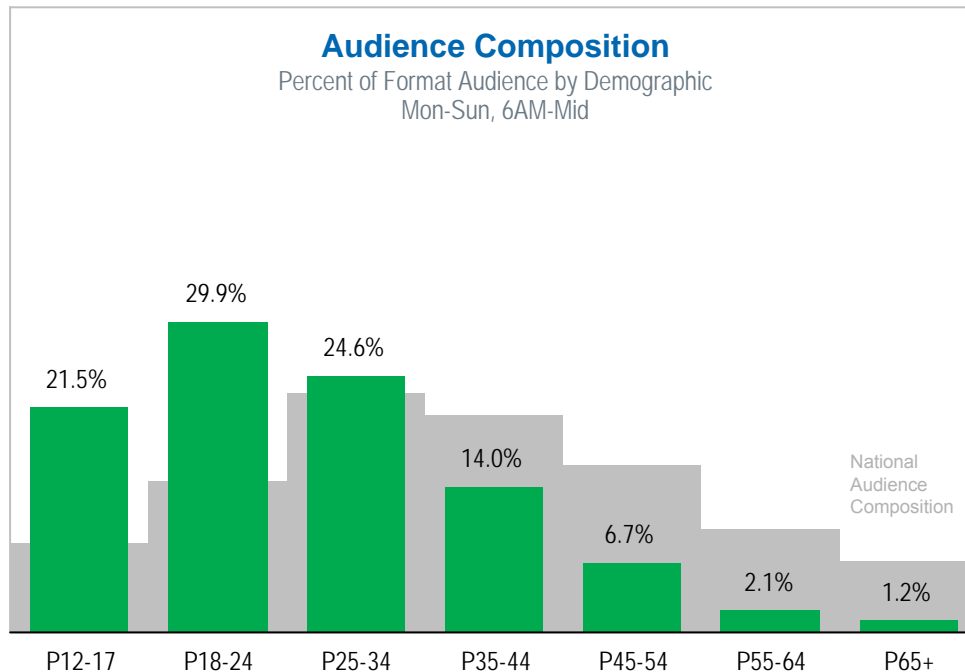
The English-Language Leader Among Young Latinos

From current chart-toppers such as Drake and Lil Wayne to veteran acts including Snoop Dogg and Eminem, Rhythmic Contemporary Hit Radio (Rhythmic CHR) was the “sound of now” for Hispanics tuning to English-language formats. Heard on a total 180 stations, Rhythmic CHR was the choice of 7.8% of Latino consumers, off slightly from 8.1% in Fall '08. A significant portion of the format's listeners were English-dominant Hispanics.

Rhythmic CHR's dominance among bilingual, bicultural Latinos was concentrated among listeners 18 to 34 years old. The format also drew large numbers of teen listeners, although Rhythmic CHR's 12-24 Hispanic audience composition fell 11 percent between Spring '10 and Spring '06. At the same time, growth continued to be seen among older Latino listeners, in particular adults 35-44, up 5% since Spring '07. For English-dominant Latinos 25-34, Rhythmic CHR was the most-listened-to format. Spanish-dominant Hispanics were largely responsible for Rhythmic CHR's gains with 35+ listeners, with 11% of adults 45-54 tuning to the format.

Audience Composition

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



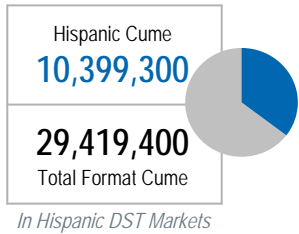
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Note: Due to rounding, totals may not add to 100.

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

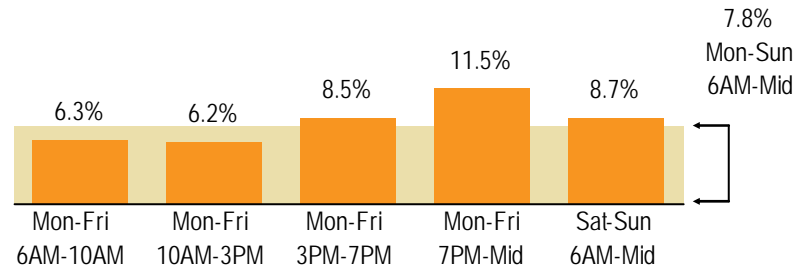
Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Cume



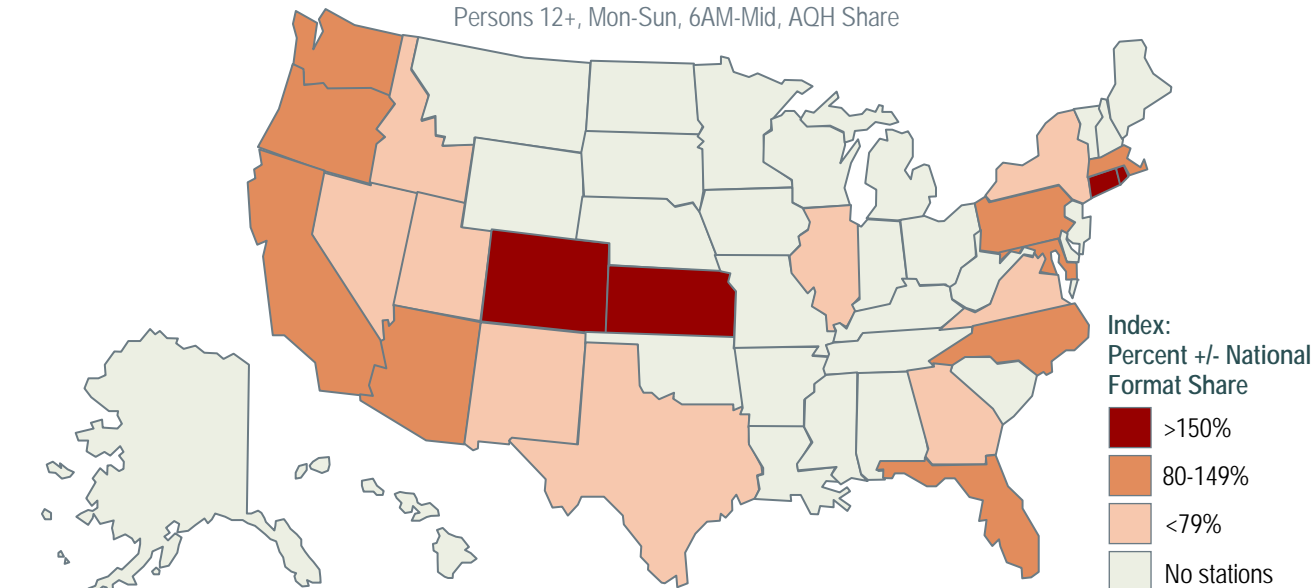
AQH Share of Listening by Daypart

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



Audience Share by State

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



Gender balance continued to be seen for Rhythmic CHR, with a razor-thin edge toward male listeners. Among Spanish-dominant Hispanics, 54% of men listened to the format. Away-from-home listening increased by a percentage from Fall '08, to 59%.

Rhythmic CHR's strongest tune-in times were after dark, with the 7PM-midnight daypart attracting 11.5% of Latino consumers.

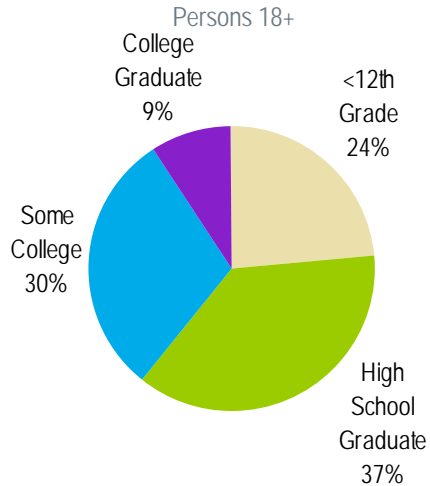
According to our new Audience Share by State heat index, Rhythmic CHR saw its strongest performance in Kansas, Connecticut, Colorado and Rhode Island. The format also delivered large audiences in Arizona, Pennsylvania, California and Florida.

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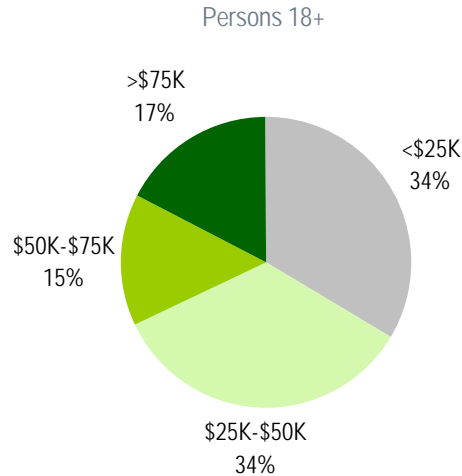
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Rhythmic Contemporary Hit Radio (Rhythmic CHR)

Education

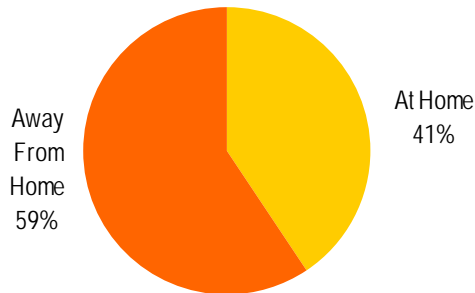


Household Income



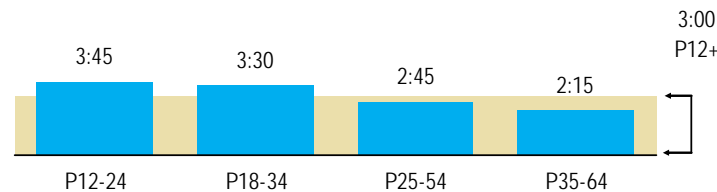
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Time Spent Listening to Rhythmic CHR stations by Hispanics was off an hour between Fall '08 and Spring '10. Across all age groups, English-dominant Latinos listened longer, in particular adults 18-34.

Sixty-seven percent of adults 18+ who consumed Rhythmic CHR stations graduated from high school and attended some college. Roughly 9% held college degrees. Seventeen percent lived in households where the annual income exceeded \$75,000, while 34% resided in homes with incomes between \$25,000 and \$50,000. An additional 34% lived in households 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, Spring 2010.

Rhythmic Contemporary Hit Radio (Rhythmic CHR)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$813
Television	\$988
Camera/Camera Accessories	\$246
Carpeting or Other Flooring	\$580
Furniture	\$733
Mattress	\$427
Stereo Equipment/Home Music System	\$191
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$221
Men's Casual Clothing	\$588
Men's Shoes	\$422
Women's Business Clothing	\$223
Women's Casual Clothing	\$622
Women's Shoes	\$434
Children's Clothing	\$615
Infants' Clothing	\$268
Cosmetics, Perfume, Skin Care	\$518
Sports Equipment	\$220

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (101)	38%
Shopped Non-Hispanic Stores Only (100)	60%
Did Not Shop for Groceries (98)	2%
Spent \$100+ on Groceries Past 7 Days (103)	69%
Use Grocery Coupons Every Week (102)	27%

Total Household Grocery Spending Past 7 Days: \$385 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (103)	92%
<i>Average # Meals per Month: 6.0</i>	
Sit-Down Restaurant (104)	78%
<i>Average # Meals per Month: 4.2</i>	
Breakfast at Any Restaurant (107)	56%
Lunch at Any Restaurant (107)	81%
Dinner at Any Restaurant (106)	82%

Last Vehicle Acquired by Household

Bought New (94)	28%
Bought Used (102)	52%
Leased (136)	7%
Household Owns/Leases No Vehicle (93)	13%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (97)	66%
Do-It-Yourself Repairs (105)	34%

Health Care

Have Health Insurance Coverage (95)	63%
Have Life Insurance Coverage (92)	33%
Bought Prescription Drugs Past 30 Days (92)	65%

Cell Phone Usage

Use Cell Phone (105)	85%
<i>Among Cell Phone Users:</i>	
Texting (124)	73%
E-Mail (136)	23%
Instant Messaging (127)	21%
Plan to Switch Carrier Next 12 Months (108)	18%
Receive Bill Monthly, Nothing Prepaid (100)	84%
Prepaid Usage (99)	16%

Average Monthly Bill: \$85

Online Activity

Have Online Access (124)	77%
Accessed Internet Past 30 Days (130)	75%
Purchased Online Past 12 Months (125)	48%

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

Among Internet Users Past 30 Days:

Used E-Mail (101)	89%
Social Networking (115)	52%
Listened to/Downloaded Music (119)	52%
Checked Weather (98)	50%
Paid Bills (98)	49%

Voter Profile (Self-Identified)

Registered to Vote (98)	55%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (98)	56%
Republican/Independent but Feel Closer to Republican (87)	21%
Independent/Other (120)	23%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners of Rhythmic CHR made a notable contribution to the consumer spending produced by the audience to this format. For example, Hispanic listeners lived in households that spent \$988 million for TVs during the past 12 months. This represented 35% of the amount that was spent in this category by the total Rhythmic CHR audience. Similarly, spending by Hispanic listeners for stereo equipment was \$191 million, representing 41% of the amount spent by the total audience.

Rhythmic CHR Hispanic listeners were heavy users of fast food restaurants; 92% eat fast food during the past 30 days and they averaged 6.0 fast food meals per month. A majority also used sit-down restaurants (78%). During an average month, they were more likely than the average Hispanic to eat breakfast out (56%), eat lunch out (81%) and eat dinner out (82%).

Most of the Hispanic listeners of Rhythmic CHR had health insurance coverage (63%) and had bought prescription drugs during the past 30 days (65%). Only one-third had life insurance.

A majority of Rhythmic CHR's Hispanic listeners used cell phones (85%), and compared with all Hispanics surveyed, these listeners were well above the norms for texting, accessing e-mail and using instant messaging.

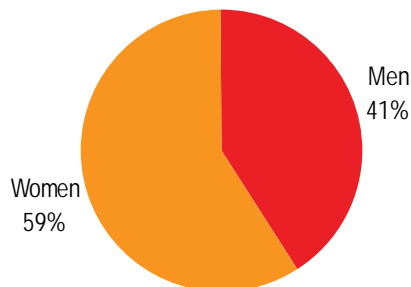
Rhythmic CHR's Hispanic listeners were also much more likely to have online access and to purchase online compared with total Hispanics. Compared to all Hispanic online users, Hispanic listeners to this format were above average for social networking and for listening/downloading music online.

Pop Contemporary Hit Radio



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

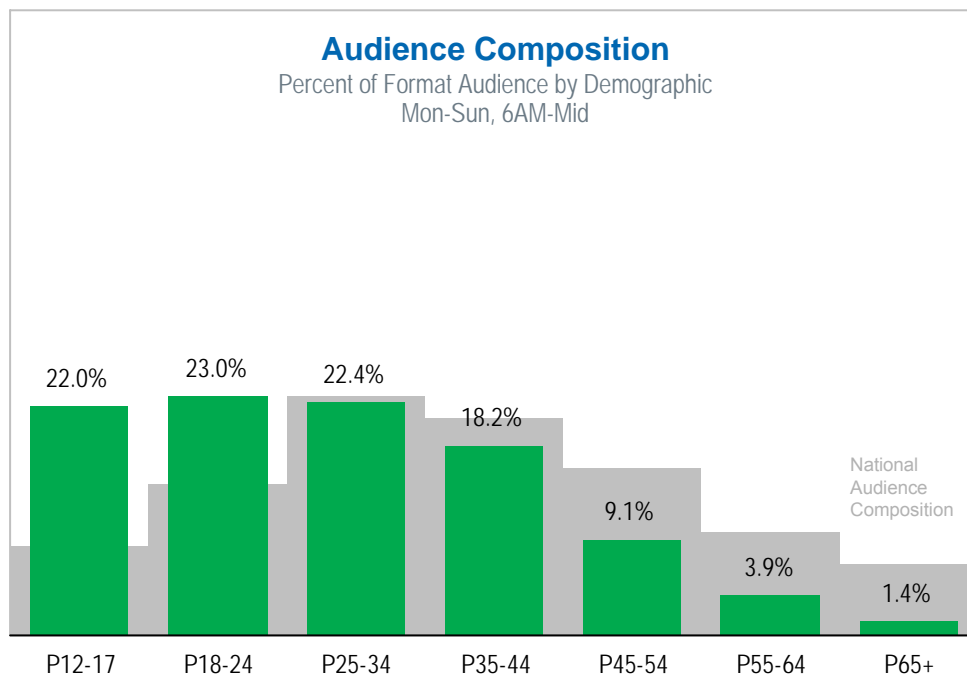
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	6.1	5.5	4.2	5.6	4.6	4.8	5.3	7.7
Total	6.9	6.2	5.6	5.4	5.7	5.8	5.3	7.1

12+ AQH Share in PPM Markets	7.7%
12+ AQH Share in Diary Markets	7.5%

Audience Composition

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



A Winner Among Women

With 405 stations in Hispanic markets across the U.S., Pop Contemporary Hit Radio (Pop CHR) rose to new ratings heights on a wave of dance-driven product from newly cemented superstars including Lady Gaga, Rihanna and Black Eyed Peas. Crossover hits from country music queen Taylor Swift, along with hot adult contemporary acts Train and The Script, also aided Pop CHR in maintaining a true "Top 40" appeal with Latino consumers.

Among all Hispanics, Pop CHR has steadily gained in popularity since Spring '06, attracting 7.7% of radio listeners in Spring '10. Female listeners were largely responsible for the strong results. Pop CHR's gender gap between men and women continued to be one of the widest, with females accounting for 59% of the format's audience. In Spring '10, Pop CHR ranked as the No. 2 format among women 12+. For men 12+, it was second-to-last.

Teens and young adults dominated the Pop CHR audience, with 86% of listeners under 44 years of age. The format was No. 1 among all Hispanic teens, and No. 2 among all 18- to 24-year-olds. English-dominant Latinos tuned to Pop CHR stations in greater numbers than Spanish-dominant Hispanics, teens in particular. However, it was the opposite among 35- to 44-year-olds.

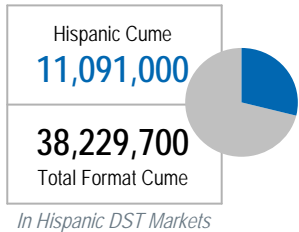
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Note: Due to rounding, totals may not add to 100.

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

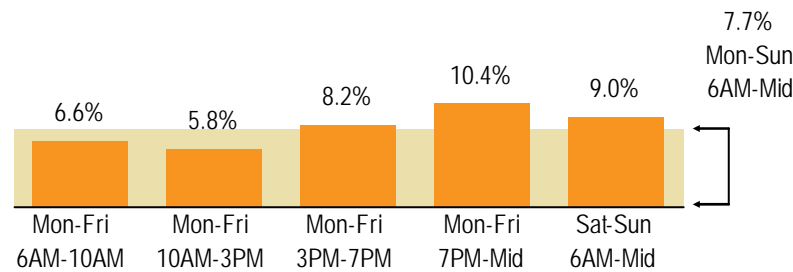
Pop Contemporary Hit Radio (Pop CHR)

Cume



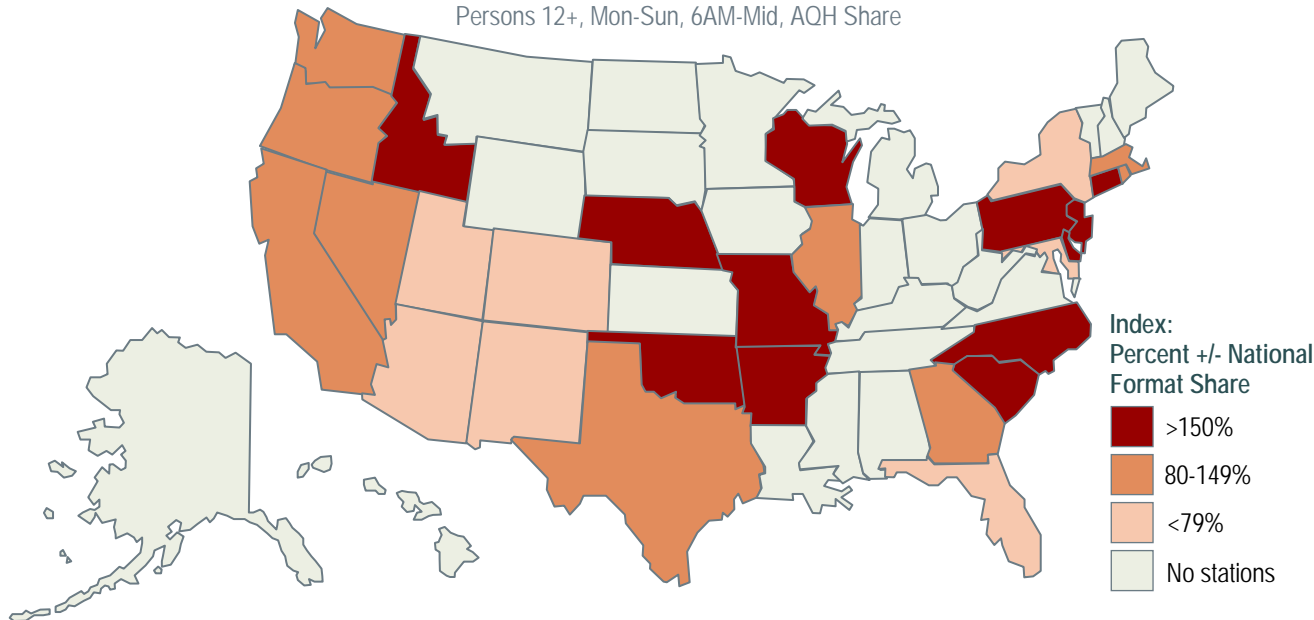
AQH Share of Listening by Daypart

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



Audience Share by State

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



Popular Choice East of the Rockies

According to our new Audience Share by State heat index, Pop CHR saw its strongest performance in South Carolina, Arkansas, Nebraska, Wisconsin, Pennsylvania, Oklahoma and New Jersey, which was impacted positively by Newark-licensed WHTZ (Z100). The format also delivered large audiences in North Carolina, Missouri, Idaho, Delaware, Connecticut and Washington, DC.

Morning drive was more popular than ever with Hispanic Pop CHR consumers, as afternoons and nights continued to command the most attention. Weekend audiences also outpaced middays, when many Pop CHR listeners were commonly found in classrooms or jobs where tuning in was not possible.

But Pop CHR's audience is aging. In Spring '10, the percentage of listeners 35-64 hit a new high. At the same time, the number of 12- to 17-year-olds was down 11% from Spring '06.

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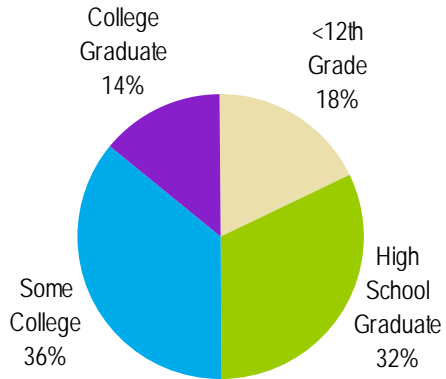
Note: Due to rounding, totals may not add to 100.

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

Pop Contemporary Hit Radio (Pop CHR)

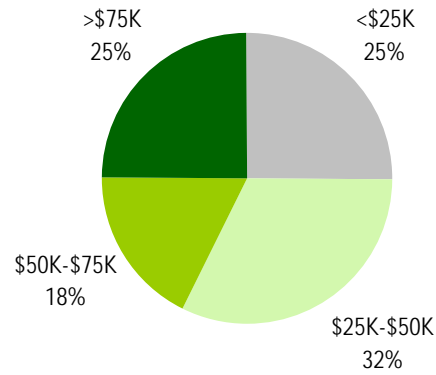
Education

Persons 18+



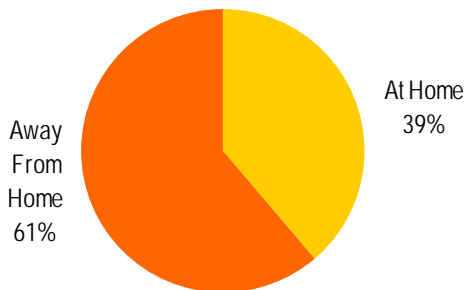
Household Income

Persons 18+



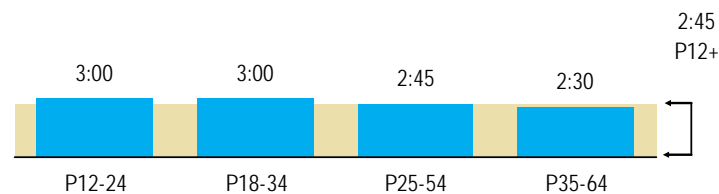
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Away-from-home listening continued to increase, with 61% of the audience tuning in from various outside locales. Time Spent Listening was slightly higher among English-dominant Hispanics than for Spanish-dominant Latinos, with Pop CHR listeners 12-34 devoting three hours to the format.

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, Spring 2010.

Pop Contemporary Hit Radio (Pop CHR)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$721
Television	\$861
Camera/Camera Accessories	\$226
Carpeting or Other Flooring	\$518
Furniture	\$610
Mattress	\$351
Stereo Equipment/Home Music System	\$130

Total Spent by Listeners:

Men's Business Clothing	\$219
Men's Casual Clothing	\$468
Men's Shoes	\$344
Women's Business Clothing	\$195
Women's Casual Clothing	\$536
Women's Shoes	\$386
Children's Clothing	\$529
Infants' Clothing	\$211
Cosmetics, Perfume, Skin Care	\$451
Sports Equipment	\$176

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (103)	39%
Shopped Non-Hispanic Stores Only (98)	59%
Did Not Shop for Groceries (104)	2%
Spent \$100+ on Groceries Past 7 Days (104)	70%
Use Grocery Coupons Every Week (106)	28%

Total Household Grocery Spending Past 7 Days: \$330 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (103)	92%
<i>Average # Meals per Month: 5.9</i>	
Sit-Down Restaurant (104)	78%
<i>Average # Meals per Month: 4.2</i>	
Breakfast at Any Restaurant (103)	54%
Lunch at Any Restaurant (109)	82%
Dinner at Any Restaurant (106)	82%

Last Vehicle Acquired by Household

Bought New (99)	30%
Bought Used (100)	51%
Leased (135)	6%
Household Owns/Leases No Vehicle (91)	13%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (97)	66%
Do-It-Yourself Repairs (105)	34%

Health Care

Have Health Insurance Coverage (98)	65%
Have Life Insurance Coverage (103)	37%
Bought Prescription Drugs Past 30 Days (94)	66%

Cell Phone Usage

Use Cell Phone (105)	85%
<i>Among Cell Phone Users:</i>	
Texting (124)	73%
E-Mail (139)	24%
Instant Messaging (125)	20%
Plan to Switch Carrier Next 12 Months (106)	18%
Receive Bill Monthly, Nothing Prepaid (102)	86%
Prepaid Usage (92)	14%

Average Monthly Bill: \$87

Online Activity

Have Online Access (127)	78%
Accessed Internet Past 30 Days (133)	76%
Purchased Online Past 12 Months (132)	50%

Total Spent Online by Listeners Past 12 Months: \$2.3 billion

Among Internet Users Past 30 Days:

Used E-Mail (101)	90%
Checked Weather (104)	53%
Social Networking (116)	53%
Paid Bills (101)	51%
Listened to/Downloaded Music (115)	51%

Voter Profile (Self-Identified)

Registered to Vote (99)	56%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (98)	56%
Republican/Independent but Feel Closer to Republican (99)	23%
Independent/Other (107)	21%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners of Pop Contemporary Hit Radio (Pop CHR) were responsible for a considerable portion of the consumer spending generated by the format's total audience. For example, Hispanic listeners lived in households that spent \$861 million for televisions during the past 12 months. This represented 23% of the amount that was spent in this category by the total Pop CHR audience.

Pop CHR's Hispanic listeners were more likely than the average Hispanic in the survey area to use grocery coupons and they averaged higher weekly grocery bills, spending a total of \$330 million on groceries during a typical week.

Hispanic listeners were heavy users of fast food restaurants. Ninety-two percent have eaten fast food during the past 30 days and they averaged 5.9 fast food meals per month. A majority also used sit-down restaurants (78%). Restaurant advertisers could reach out to Hispanic listeners on this format to engage customers for lunch and dinner—during an average month, they were above average in eating lunch out (82%) and in eating dinner out (82%).

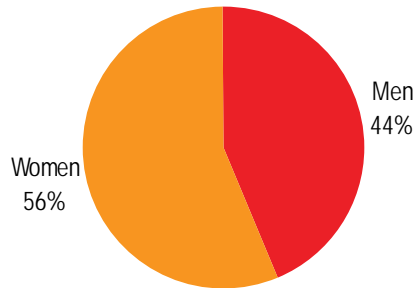
Most Hispanic listeners of Pop Contemporary Hit Radio used cell phones (85%), and compared with all Hispanics surveyed, these listeners were well above the norms for texting, accessing e-mail and using instant messaging.

Listeners were also well above the norms for having online access and for purchasing online. During the past 12 months, half of all Hispanic listeners bought online (50%), reporting \$2.3 billion in online expenditures.

Adult Contemporary (AC) and Soft AC



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

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

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	4.4	4.0	4.6	4.9	4.2	4.6	5.5	7.0
Total	7.9	7.4	7.4	7.7	7.8	7.9	8.5	9.7

12+ AQH Share in PPM Markets	7.7%
12+ AQH Share in Diary Markets	5.4%

The Out-of-Home Dominator

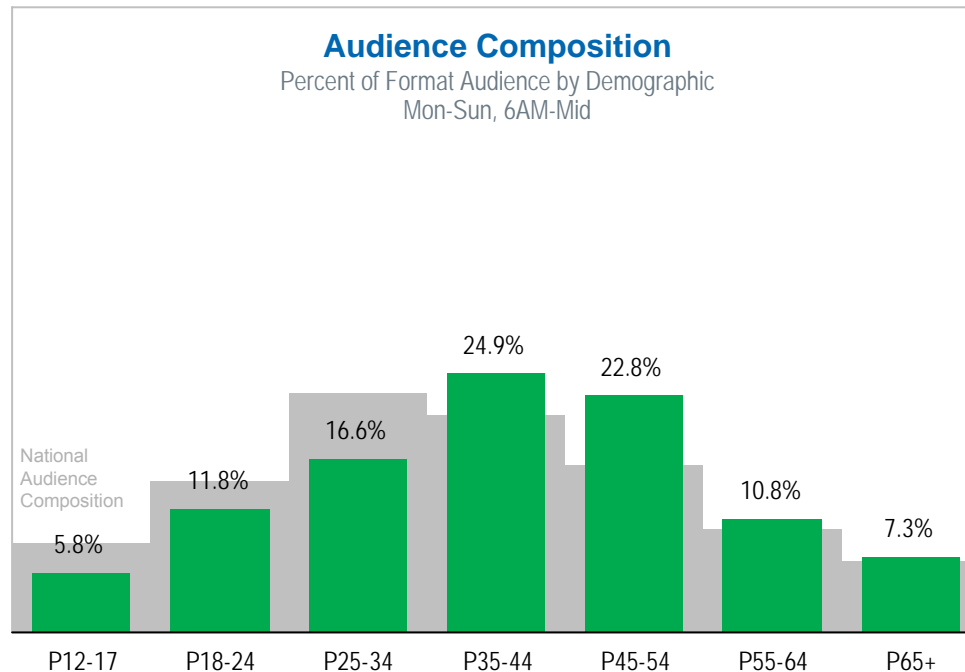
Adult Contemporary and Soft Adult Contemporary (AC/Soft AC) stations attracted a wide variety of Hispanic consumers. Together, AC/Soft AC accounted for 7% of Hispanic radio listening in Spring '10. The formats continued to be powered by women, who accounted for 56% of the audience; AC/Soft AC was the second-most-listened-to English-language format among Latinas, second only to Pop CHR.

With 862 stations across all Hispanic markets, AC/Soft AC was the most-listened-to English-language format away from home. With the majority of the total audience in the 25-54 demographic, AC/Soft AC saw a larger percentage of Spanish-dominant adults 35-44 than their English-dominant counterparts. AC/Soft AC also saw equal percentages of listening among Spanish-dominant and English-dominant adults 45-64.

Interestingly, gender differences were seen when comparing English-dominant audiences with Spanish-dominant AC/Soft AC listeners. Among English-dominant listeners, 63% were women. With those who were Spanish-dominant, 54% were men.

Audience Composition

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



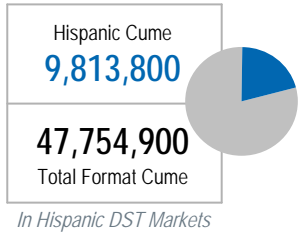
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Note: Due to rounding, totals may not add to 100.

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

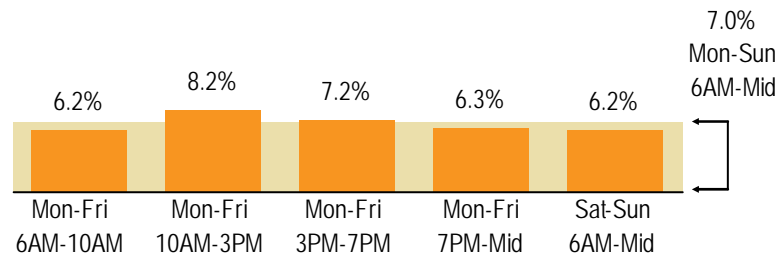
Adult Contemporary (AC) and Soft Adult Contemporary

Cume



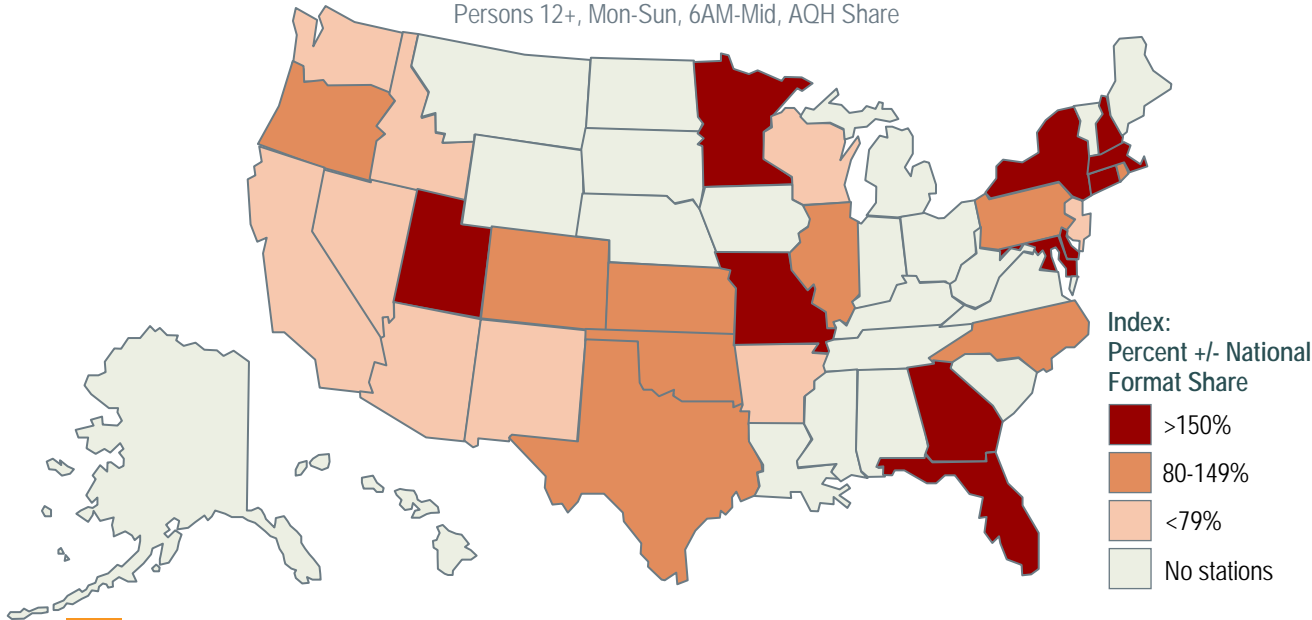
AQH Share of Listening by Daypart

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



Audience Share by State

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



AC/Soft AC was the top English-language format among Hispanic listeners in the 10AM-3PM daypart, with in-office listening a likely contributor to the formats' strong performance.

According to our new Audience Share by State heat index, AC/Soft AC was a favorite among Hispanics in the Northeast, with New York, Connecticut, Massachusetts and New Hampshire luring far greater Latino listeners than the Southwest. Among the strongest states for AC/Soft AC were Utah, Minnesota and Delaware.

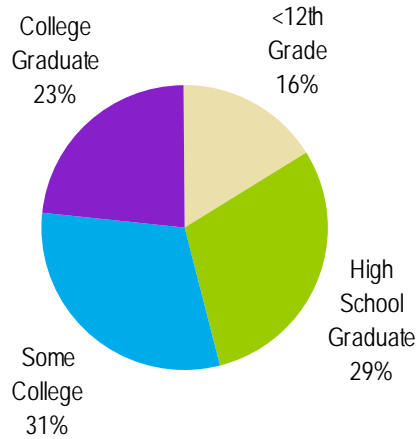
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Adult Contemporary (AC) and Soft Adult Contemporary

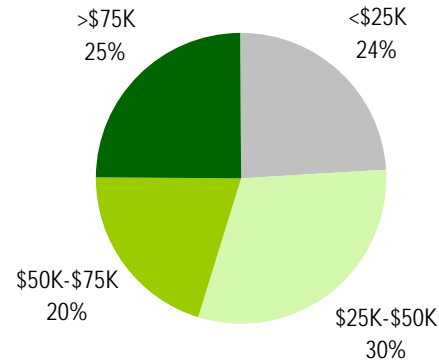
Education

Persons 18+



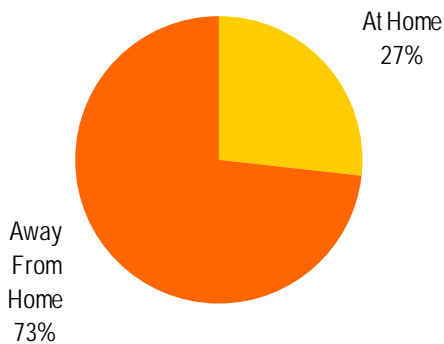
Household Income

Persons 18+



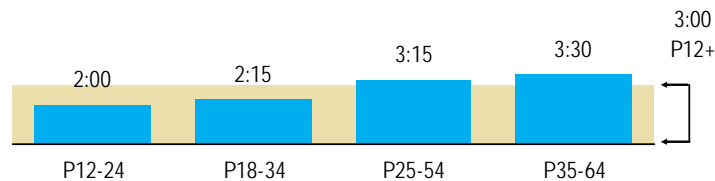
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Time Spent Listening to AC/Soft AC was greatest among listeners 35-64, in particular those who were English-dominant.

More than half of all adults 18+ who listened to Adult Contemporary stations had attended college, with 23% graduating. Twenty-nine percent were high school graduates. One-fourth of AC listeners lived in households with annual incomes above \$75,000, while 30% resided in homes with incomes between \$25,000 and \$50,000. Twenty-four percent lived in households with annual incomes below \$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, Spring 2010.

Adult Contemporary (Editor's Note: Scarborough data do not include Soft AC)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$763
Television	\$839
Camera/Camera Accessories	\$205
Carpeting or Other Flooring	\$500
Furniture	\$538
Mattress	\$385
Stereo Equipment/Home Music System	\$119

Total Spent by Listeners:

Men's Business Clothing	\$195
Men's Casual Clothing	\$469
Men's Shoes	\$339
Women's Business Clothing	\$198
Women's Casual Clothing	\$516
Women's Shoes	\$357
Children's Clothing	\$502
Infants' Clothing	\$195
Cosmetics, Perfume, Skin Care	\$443
Sports Equipment	\$166

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (97)	37%
Shopped Non-Hispanic Stores Only (102)	62%
Did Not Shop for Groceries (90)	1%
Spent \$100+ on Groceries Past 7 Days (103)	69%
Use Grocery Coupons Every Week (106)	28%

Total Household Grocery Spending Past 7 Days: \$337 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (101)	89%
<i>Average # Meals per Month: 5.5</i>	
Sit-Down Restaurant (102)	76%
<i>Average # Meals per Month: 4.2</i>	
Breakfast at Any Restaurant (102)	54%
Lunch at Any Restaurant (101)	76%
Dinner at Any Restaurant (103)	80%

Last Vehicle Acquired by Household

Bought New (111)	33%
Bought Used (94)	48%
Leased (125)	6%
Household Owns/Leases No Vehicle (90)	13%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (104)	70%
Do-It-Yourself Repairs (92)	30%

Health Care

Have Health Insurance Coverage (108)	72%
Have Life Insurance Coverage (117)	42%
Bought Prescription Drugs Past 30 Days (103)	72%

Cell Phone Usage

Use Cell Phone (107)	86%
<i>Among Cell Phone Users:</i>	
Texting (102)	60%
E-Mail (120)	20%
Instant Messaging (108)	18%
Plan to Switch Carrier Next 12 Months (102)	17%
Receive Bill Monthly, Nothing Prepaid (102)	86%
Prepaid Usage (91)	14%

Average Monthly Bill: \$86

Online Activity

Have Online Access (117)	72%
Accessed Internet Past 30 Days (119)	68%
Purchased Online Past 12 Months (125)	48%

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

Among Internet Users Past 30 Days:

Used E-Mail (103)	91%
Paid Bills (112)	56%
Checked Weather (104)	53%
Social Networking (102)	46%
Listened to/Downloaded Music (95)	42%

Voter Profile (Self-Identified)

Registered to Vote (110)	62%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (98)	56%
Republican/Independent but Feel Closer to Republican (104)	24%
Independent/Other (100)	20%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners to Adult Contemporary lived in households that spent \$839 million for televisions during the past 12 months. This represented 15% of the amount that was spent in this category by the total AC audience.

Hispanic listeners of Adult Contemporary were more likely than the average Hispanic in the survey area to live in households that used grocery coupons, and they averaged higher weekly grocery bills (spending a total of \$337 million on groceries during a typical week).

Most of the vehicles owned by the households of Hispanic listeners of Adult Contemporary were bought used, and the last vehicle purchased was more likely to be used (48%). However, these listeners were above the norm for all Hispanics in the survey area to live in households that purchased their last vehicle new or leased.

Hispanic listeners were also above the average for all Hispanics to have health insurance (72%) and to have life insurance coverage (42%).

Most of Adult Contemporary's Hispanic listeners used cell phones (86%) and were more likely than the norm for Hispanics to access e-mail from them. They were also more likely to have online access (from computers or other devices) and to purchase online. During the past 12 months, nearly half of all Hispanic listeners bought online (48%), generating approximately \$2.5 billion in online expenditures.

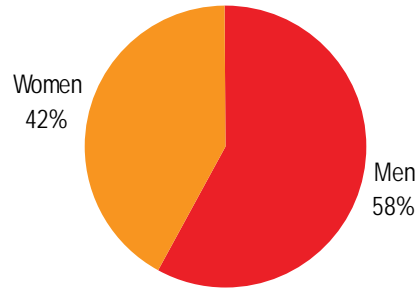
The political alliances of listeners were similar to Hispanics as a whole—56% identified as Democrat or leaning Democrat, 24% identified as Republican or leaning Republican and the remaining 20% identified as Independent/Other.

Spanish Adult Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

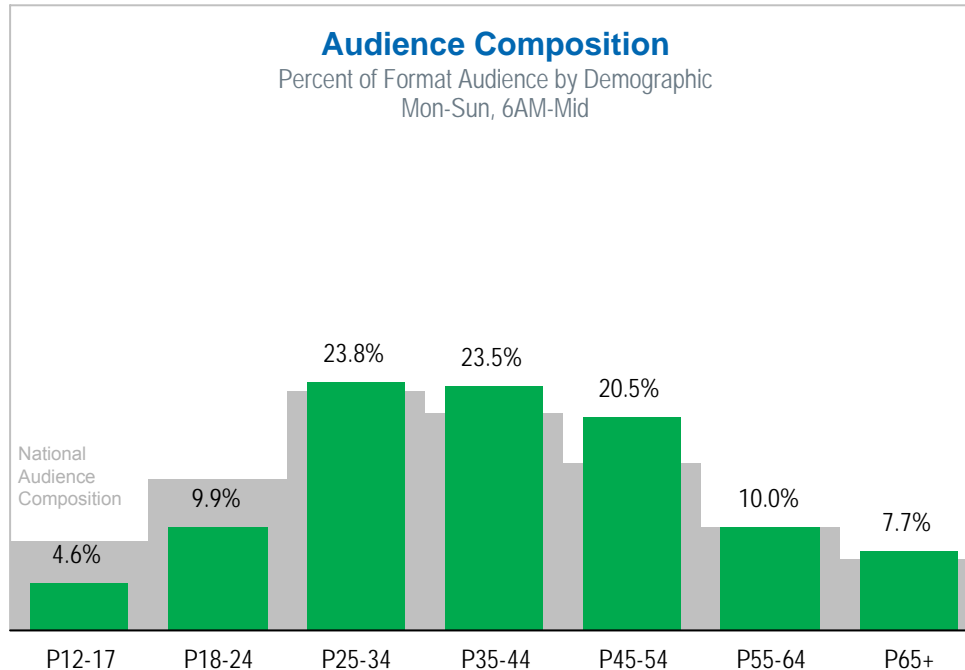
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	7.0	6.5	7.3	6.5
Total	-	-	-	-	1.6	1.3	1.9	1.8

12+ AQH Share in PPM Markets	6.9%
12+ AQH Share in Diary Markets	5.7%

Audience Composition

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



Regional Strength, Family Friendly

The Spanish Adult Hits format includes many sub-varieties reflecting regional tastes and preferences. With 47 stations in the format in Spring 2010, many aired songs from bands that were popular in Mexico from the 1960s through the 1990s, such as pioneering norteño act Bronco. In East Coast markets, pop ballads achieving international success could be heard, with songs from José José, Rocio Durcal, Roberto Carlos and Julio Iglesias defining much of the format's core product.

Spanish Adult Hits stations delivered 6.5% of all Hispanic radio listening in Spring 2010, down from 7.3% in Fall 2008 but level with the format's Spring '07 performance. However, Spanish Adult Hits was the third-most-popular Spanish-language format, behind Spanish Contemporary and Mexican Regional. At the same time, the format's gender balance continued to widen, with men representing 58% of its audience.

Hispanic adults 25-54 comprised nearly 70% of the listening audience, and a majority of Spanish Adult Hits listeners were Spanish-dominant. Spanish Adult Hits was the third-most-listened-to format among Spanish-dominant persons 25-34. At the same time, a greater portion of the 12-24 audience was English-dominant. Nearly 62% of listening was seen out of the home, a 6% increase from Fall '08.

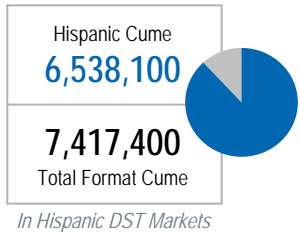
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Note: Due to rounding, totals may not add to 100.

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

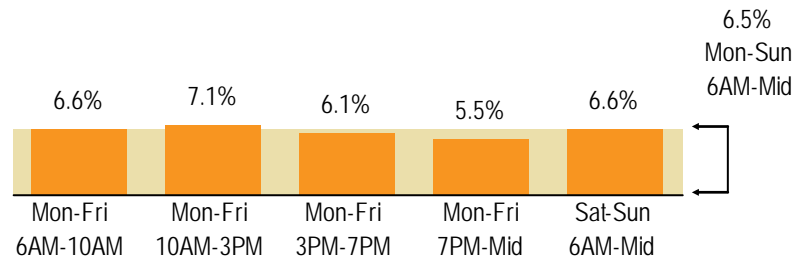
Spanish Adult Hits

Cume



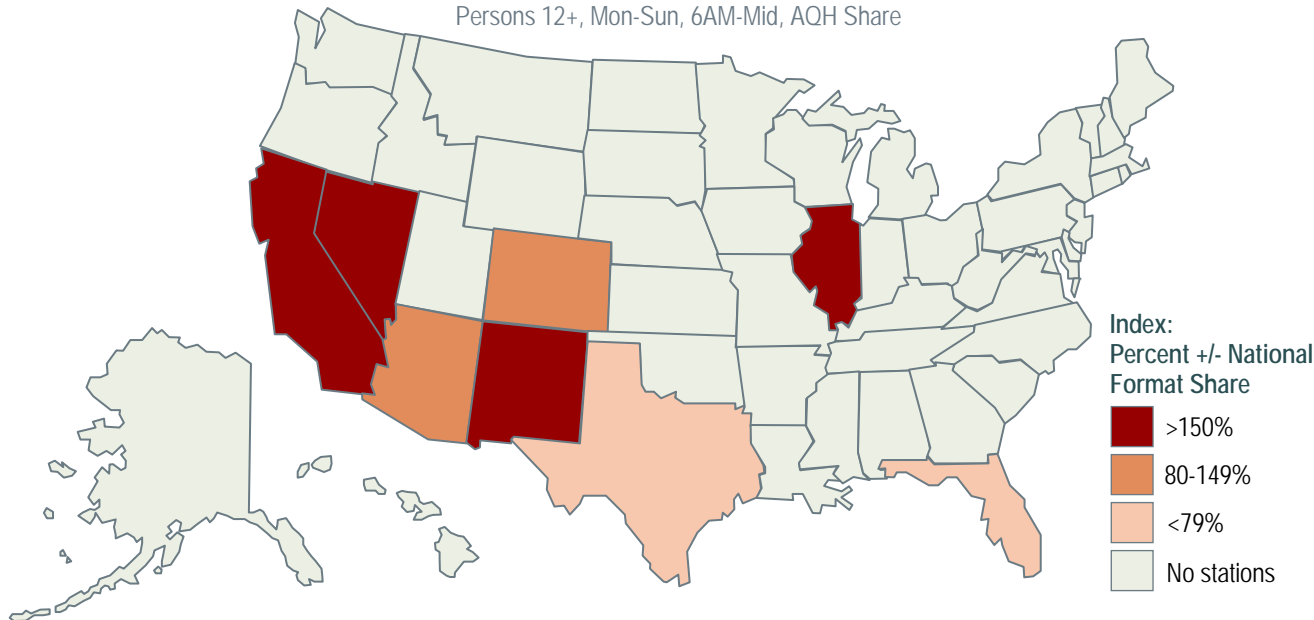
AQH Share of Listening by Daypart

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



Audience Share by State

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



Spanish Adult Hits saw its biggest share of listening during the midday hours, with 7.1% of the Hispanic radio audience tuned to stations in the format. However, Average Quarter-Hour shares for Spanish Adult Hits dropped in every daypart from Fall '08. Afternoon drive and weekend listening dropped by 1%, while nighttime listening dipped by nearly 2%.

Our new Audience Share by State heat index showed Spanish Adult Hits particularly strong in Illinois and Nevada, thanks to the *Recuerdo* brand in Chicago and the *La Buena* presentation in Las Vegas. Strength in New Mexico was based on ratings data for KKRK (which switched from *Recuerdo* to Spanish Contemporary in late May 2010).

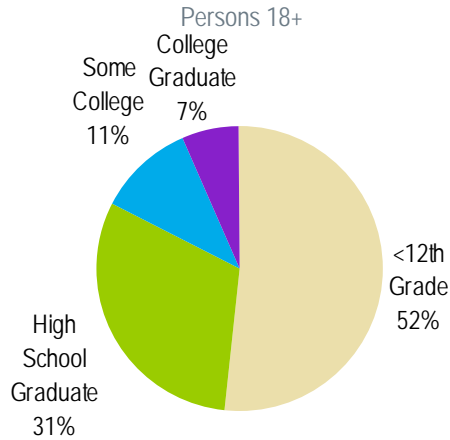
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Note: Due to rounding, totals may not add to 100.

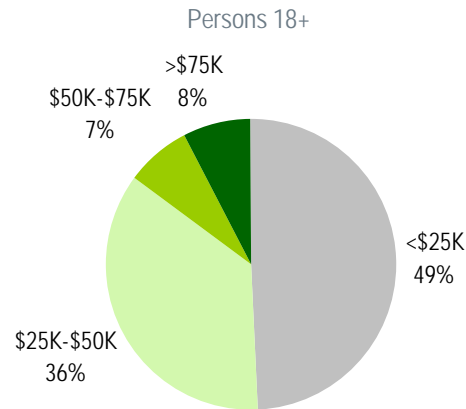
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.

Spanish Adult Hits

Education

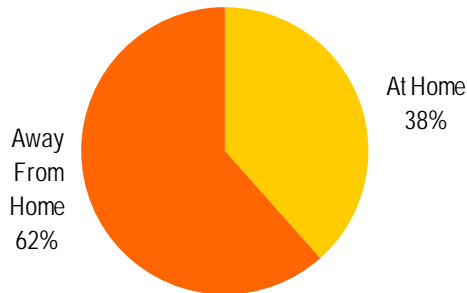


Household Income



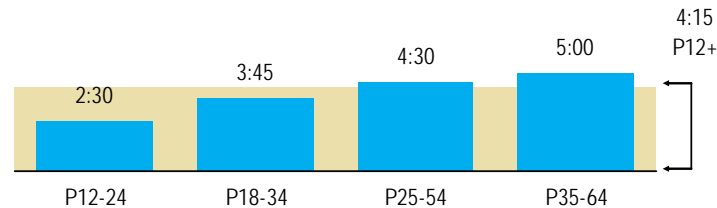
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Time Spent Listening was strongest among older audiences, with listeners 35-64 spending five hours with Spanish Adult Hits. Spanish-dominant consumers stayed for longer periods of time than English-dominant listeners. But TSL fell for all age groups from Fall '08 and was down five quarter-hours for P12+.

Fifty-two percent of all adults 18+ who listened to Spanish Adult Hits stations had less than a high school education. Thirty-one percent held a high school diploma, while 7% graduated from college. Forty-nine percent of the format's listeners lived in households with annual incomes below \$25,000, while 36% lived 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, Spring 2010.

Spanish Adult Hits



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$609
Television	\$605
Camera/Camera Accessories	\$150
Carpeting or Other Flooring	\$349
Furniture	\$480
Mattress	\$211
Stereo Equipment/Home Music System	\$99
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$110
Men's Casual Clothing	\$321
Men's Shoes	\$232
Women's Business Clothing	\$107
Women's Casual Clothing	\$319
Women's Shoes	\$240
Children's Clothing	\$366
Infants' Clothing	\$158
Cosmetics, Perfume, Skin Care	\$255
Sports Equipment	\$115

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (122)	46%
Shopped Non-Hispanic Stores Only (87)	53%
Did Not Shop for Groceries (80)	1%
Spent \$100+ on Groceries Past 7 Days (98)	66%
Use Grocery Coupons Every Week (93)	25%

Total Household Grocery Spending Past 7 Days: \$264 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (101)	90%
<i>Average # Meals per Month: 5.4</i>	
Sit-Down Restaurant (96)	72%
<i>Average # Meals per Month: 3.7</i>	
Breakfast at Any Restaurant (104)	54%
Lunch at Any Restaurant (98)	74%
Dinner at Any Restaurant (98)	76%

Last Vehicle Acquired by Household

Bought New (94)	28%
Bought Used (114)	58%
Leased (66)	3%
Household Owns/Leases No Vehicle (75)	11%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (96)	65%
Do-It-Yourself Repairs (108)	35%

Health Care

Have Health Insurance Coverage (88)	59%
Have Life Insurance Coverage (80)	28%
Bought Prescription Drugs Past 30 Days (99)	69%

Cell Phone Usage

Use Cell Phone (99)	80%
<i>Among Cell Phone Users:</i>	
Texting (97)	57%
Instant Messaging (83)	14%
E-Mail (72)	12%
Plan to Switch Carrier Next 12 Months (111)	18%
Receive Bill Monthly, Nothing Prepaid (97)	82%
Prepaid Usage (114)	18%

Average Monthly Bill: \$79

Online Activity

Have Online Access (85)	52%
Accessed Internet Past 30 Days (84)	48%
Purchased Online Past 12 Months (76)	29%

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

Among Internet Users Past 30 Days:

Used E-Mail (93)	82%
Paid Bills (96)	48%
Checked Weather (92)	47%
Listened to/Downloaded Music (102)	45%
Social Networking (82)	38%

Voter Profile (Self-Identified)

Registered to Vote (78)	44%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (107)	61%
Republican/Independent but Feel Closer to Republican (80)	19%
Independent/Other (104)	20%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners of Spanish Adult Hits reported sizeable amounts of consumer spending. Most listeners (65%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$609 million during the past 12 months. During the same time period, listeners spent nearly equal amounts on men's apparel and shoes (\$663 million) and on women's apparel and shoes (\$666 million) and another \$524 million on children's and infants' clothing.

Virtually all listeners (99%) lived in households that shopped for groceries during the past seven days, and nearly half went to Hispanic grocery stores (46%). One-fourth of listeners' households used grocery coupons weekly and spent an average of \$122 per week on groceries.

Listeners of Spanish Adult Hits had one of the highest rates of vehicle ownership in this study (89% of listeners lived in households that owned/leased one or more vehicles). Most of the vehicles owned by these households were bought used, and the last vehicle purchased was bought used (58%). When auto repair was needed, most of these vehicle owners (65%) headed for the shop but about one-third of them (35%) rolled up their sleeves and did some repairs themselves (or with help from family or friends).

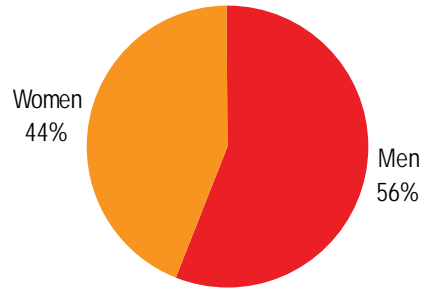
Compared with the total Hispanic population in the survey area, listeners were below average in having Internet access. Just over half (52%) were online. Still, the Hispanic audience of Spanish Adult Hits did report considerable online spending—during the previous 12 months, 29% of listeners purchased online, spending approximately \$1.1 billion.

Classic Hits



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

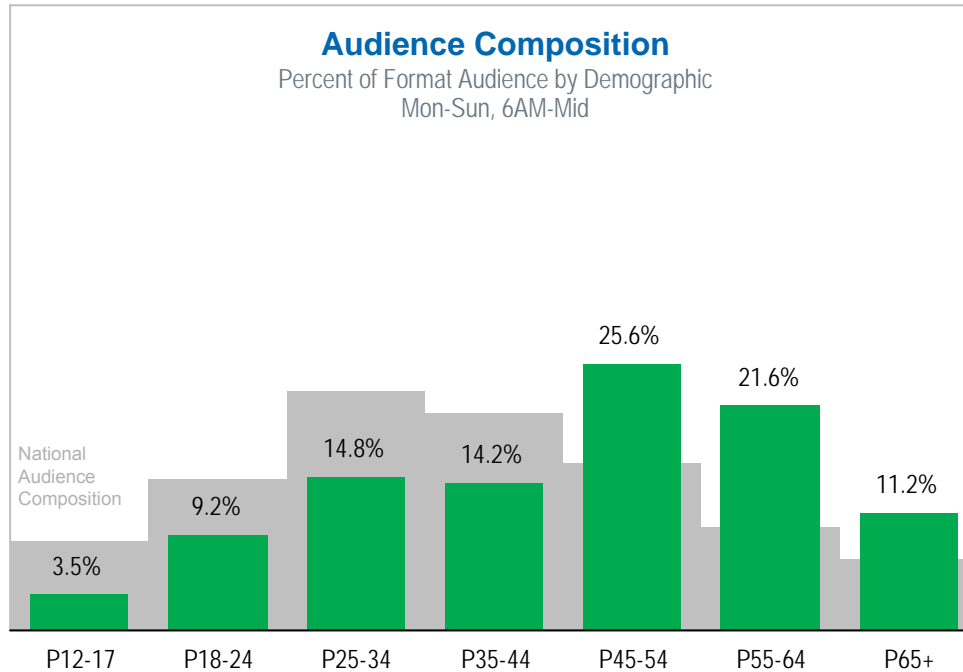
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	-	2.0	3.8	4.2
Total	-	-	-	-	-	2.8	4.3	5.5

12+ AQH Share in PPM Markets	5.0%
12+ AQH Share in Diary Markets	2.5%

Audience Composition

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



An Across-the-Board Growth Story

Classic Hits was the fastest-rising format by audience share among all audiences, according to the general market *Radio Today 2010* that was published in September. Similar growth was seen among all Hispanic audiences. Classic Hits delivered 4.2% of all Hispanic radio listening in Spring 2010, up from 3.8% in Fall '08. The format grew its audience share by 2.2 percentage points since Spring '07. Classic Hits was heard on 494 stations, many of which had once classified themselves as Oldies stations. For the most part, Classic Hits stations feature Top 40 selections from the late 1960s, 1970s and early 1980s.

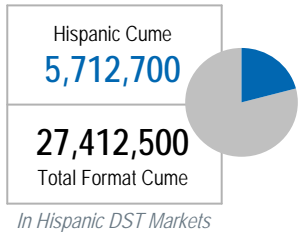
Nearly half of all the Classic Hits audience fell between 45 and 64 years old, while close to 30% were under 35 years old. Among all Hispanics, Classic Hits leaned toward men, who comprised 56% of the audience. However, there was gender equality when looking solely at English-dominant Hispanics. Among Spanish-dominant Latinos, 66% of the audience was male. This helped make Classic Hits the No. 1 English-language format among all Hispanic men.

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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, Spring 2010.

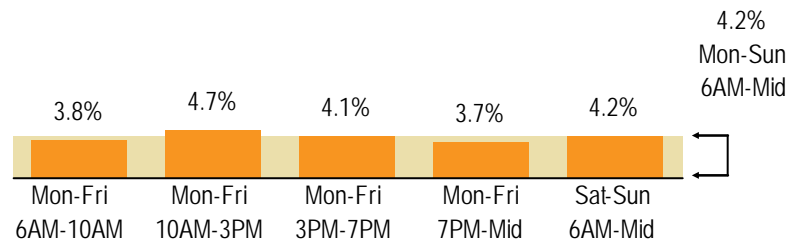
Classic Hits

Cume



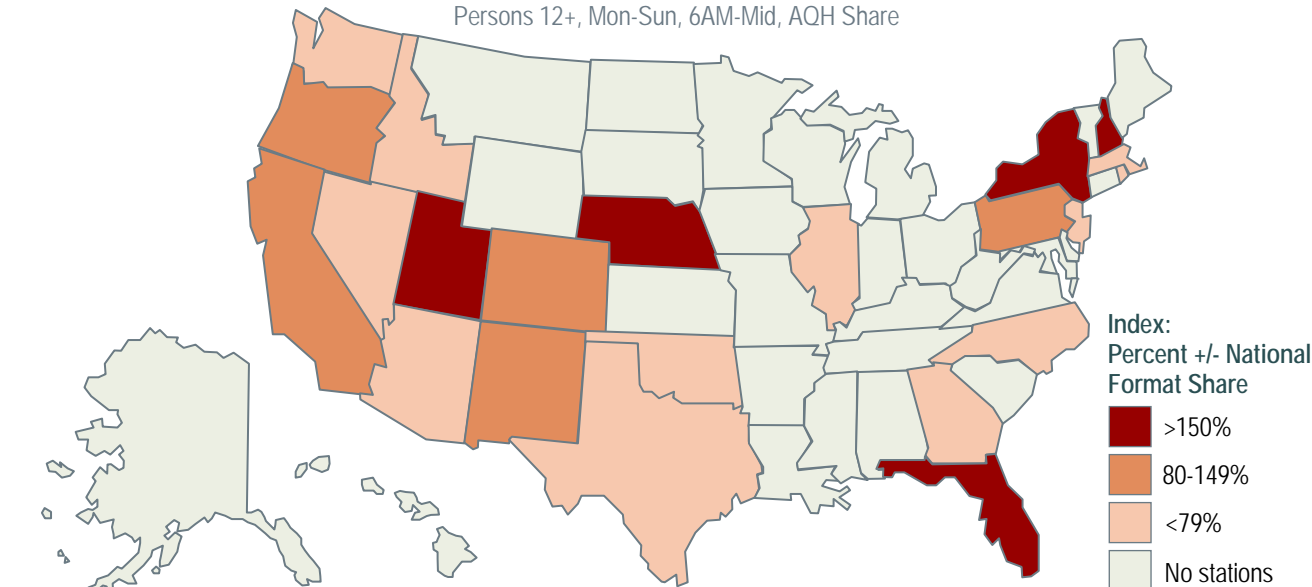
AQH Share of Listening by Daypart

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



Audience Share by State

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



According to our new Audience Share by State heat index, Classic Hits saw its strongest results in New Hampshire, Utah, Nebraska, Florida and New York. Pennsylvania, Colorado, New Mexico and the District of Columbia also overindexed the national average for the format. Middays attracted the highest percentage of Latino consumers. Classic Hits also performed strongly on weekends.

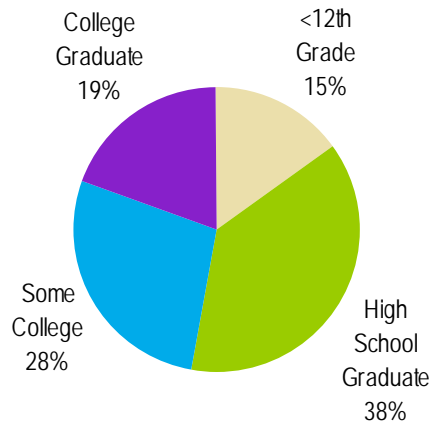
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Classic Hits

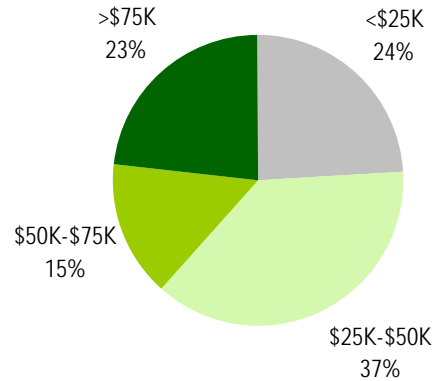
Education

Persons 18+



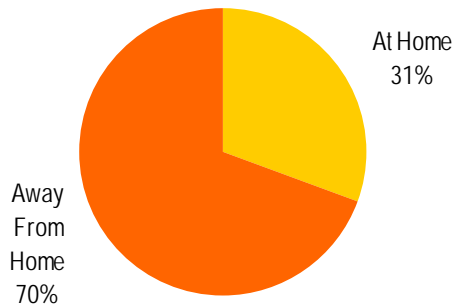
Household Income

Persons 18+



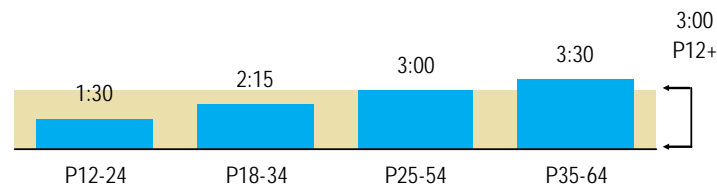
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Much like the Adult Contemporary format, Classic Hits was highly popular in the office and on the road. Seventy percent of listening to Classic Hits stations occurred away from home, and Time Spent Listening was down from Fall '08 by five quarter-hours, P12+, and nearly mirrored audience exposure to the Adult Contemporary format. TSL to Classic Hits was highest among listeners 35-64, with English-dominant Hispanics contributing more quarter-hours than their Spanish-dominant counterparts. But Spanish-dominant listeners helped Classic Hits rank as the top format among all Latino listeners 45-54. Among the Spanish-dominant audience, Classic Hits was the No. 1 format for listeners 45-64.

Thirty-eight percent of all adults 18+ who listened to Classic Hits stations resided in households with annual incomes exceeding \$50,000. Thirty-seven percent lived in homes with incomes between \$25,000 and \$50,000. Forty-seven percent of Classic Hits listeners attended college, while 38% were high school 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, Spring 2010.

Classic Hits



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$478
Television	\$453
Camera/Camera Accessories	\$114
Carpeting or Other Flooring	\$299
Furniture	\$384
Mattress	\$215
Stereo Equipment/Home Music System	\$58
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$111
Men's Casual Clothing	\$253
Men's Shoes	\$176
Women's Business Clothing	\$105
Women's Casual Clothing	\$269
Women's Shoes	\$192
Children's Clothing	\$246
Infants' Clothing	\$93
Cosmetics, Perfume, Skin Care	\$222
Sports Equipment	\$95

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (97)	37%
Shopped Non-Hispanic Stores Only (102)	62%
Did Not Shop for Groceries (91)	1%
Spent \$100+ on Groceries Past 7 Days (102)	68%
Use Grocery Coupons Every Week (112)	30%

Total Household Grocery Spending Past 7 Days: \$192 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (100)	89%
<i>Average # Meals per Month: 5.7</i>	
Sit-Down Restaurant (105)	79%
<i>Average # Meals per Month: 4.3</i>	
Breakfast at Any Restaurant (101)	53%
Lunch at Any Restaurant (103)	78%
Dinner at Any Restaurant (103)	80%

Last Vehicle Acquired by Household

Bought New (122)	36%
Bought Used (92)	47%
Leased (124)	6%
Household Owns/Leases No Vehicle (73)	11%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (102)	69%
Do-It-Yourself Repairs (95)	31%

Health Care

Have Health Insurance Coverage (110)	74%
Have Life Insurance Coverage (125)	44%
Bought Prescription Drugs Past 30 Days (105)	74%

Cell Phone Usage

Use Cell Phone (104)	83%
<i>Among Cell Phone Users:</i>	
Texting (95)	56%
E-Mail (96)	16%
Instant Messaging (96)	16%
Plan to Switch Carrier Next 12 Months (107)	18%
Receive Bill Monthly, Nothing Prepaid (102)	86%
Prepaid Usage (90)	14%

Average Monthly Bill: \$83

Online Activity

Have Online Access (109)	67%
Accessed Internet Past 30 Days (110)	63%
Purchased Online Past 12 Months (114)	43%

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

Among Internet Users Past 30 Days:

Used E-Mail (100)	88%
Paid Bills (101)	51%
Checked Weather (99)	50%
Social Networking (93)	42%
Listened to/Downloaded Music (89)	39%

Voter Profile (Self-Identified)

Registered to Vote (119)	67%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (94)	53%
Republican/Independent but Feel Closer to Republican (122)	29%
Independent/Other (93)	18%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners to Classic Hits lived in households that spent \$453 million for televisions during the past 12 months. This represented 14% of the amount that was spent in this category by the total Classic Hits audience.

Listeners were more likely than the average Hispanic in the survey area to use grocery coupons—30% lived in households that used them every week.

Most of the vehicles owned by the households of Hispanic Classic Hits listeners were bought used, and the last vehicle purchased was more likely to be used (47%). However, these listeners were above the norm for all Hispanics in the study to live in households that purchased their last vehicle new or leased.

Compared with all Hispanics in the survey area, Hispanic Classic Hits listeners were much more likely to have health insurance and life insurance. A strong majority of these listeners had health insurance (74% compared with 67% for total Hispanics) and more than four out of 10 had some type of life insurance coverage (44% compared with 36% for total Hispanics).

Listeners were more likely to have online access and to purchase online compared with total Hispanics. During the past 12 months, 43% of Hispanic listeners bought online, reporting an estimated \$1.2 billion in e-commerce expenditures.

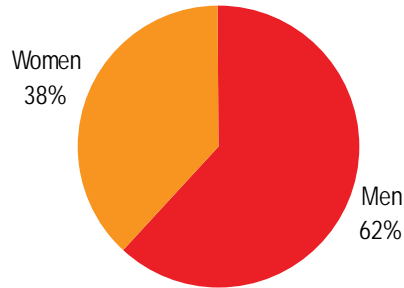
Hispanic listeners were above the norm for Hispanics in the survey area to be registered to vote—67% reported that they were registered (compared with 58% of total Hispanics). Although over half identified as Democrat or leaning Democrat (53%), this was slightly under the Hispanic average.

News/Talk/Information—Talk/Personality



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

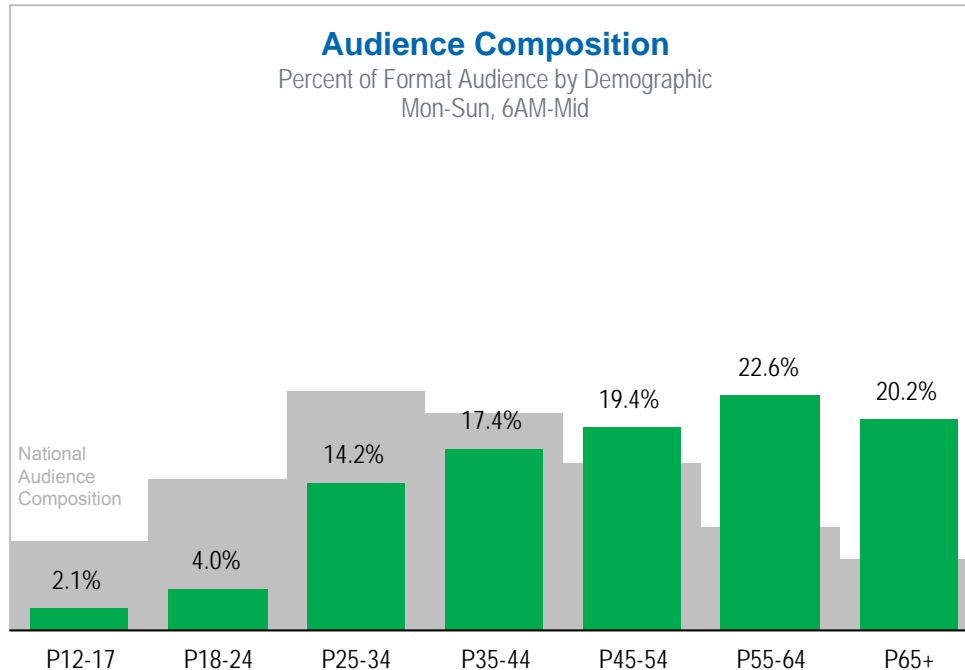
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	2.5	2.5	3.8	3.4
Total	-	-	-	-	9.2	9.7	13.4	12.8

12+ AQH Share in PPM Markets	3.2%
12+ AQH Share in Diary Markets	3.7%

Audience Composition

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



Thirst for Knowledge

In *Hispanic Radio Today 2010*, News/Talk/Information (N/T/I) and Talk/Personality have been combined into a single format report. Together, stations in the format accounted for 3.4% of all listening.

Mirroring the general market, N/T/I stations attracted a largely male audience. Additionally, 62% of Hispanic N/T/I consumers were 45 years of age and older. N/T/I's audience attracted slightly more English-dominant Latinos than those who preferred to use Spanish, with one notable exception. Among listeners 55+, a greater percentage of Spanish-dominant consumers tuned to N/T/I stations than their English-dominant counterparts. N/T/I's appeal increased with Hispanics 25-34, as 14% of all radio users in the demo tuned in to the spoken-word format, up a percentage point from Fall '08 and two points from Spring '07.

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.

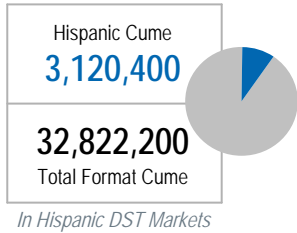
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Note: Due to rounding, totals may not add to 100.

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

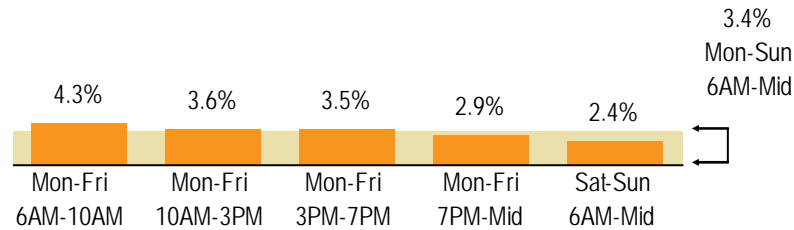
News/Talk/Information and Talk/Personality

Cume



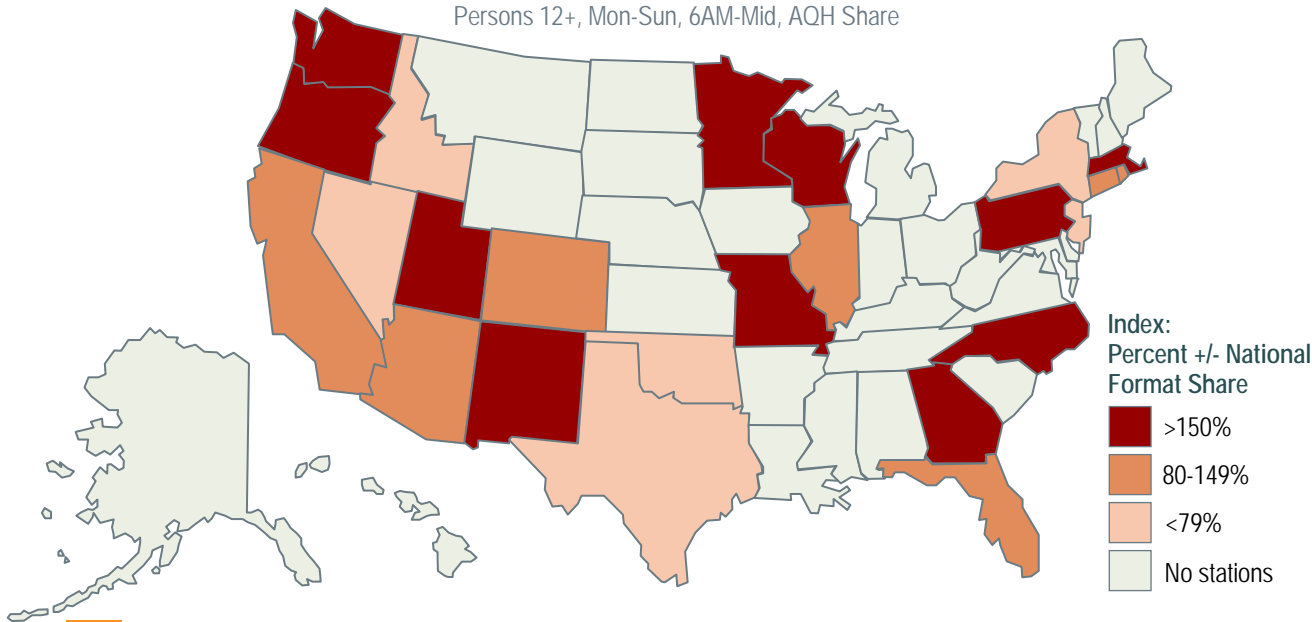
AQH Share of Listening by Daypart

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



Audience Share by State

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



Morning drive continued to draw the largest audience share, with 4.3% of Hispanic radio consumers selecting N/T/I stations. Listening gradually dropped throughout the day, with nighttime programming drawing 2.9% of Latinos.

Our new Audience Share by State heat index shows the format overindexing in a wide variety of states, notably Minnesota and Wisconsin. Utah, Pennsylvania, Georgia and North Carolina were also home to N/T/I stations that outperformed the national average.

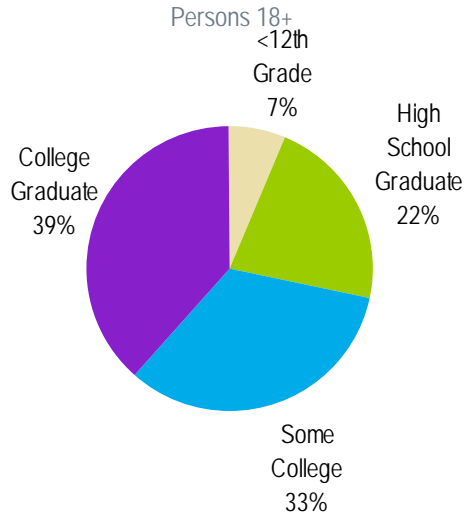
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Note: Due to rounding, totals may not add to 100.

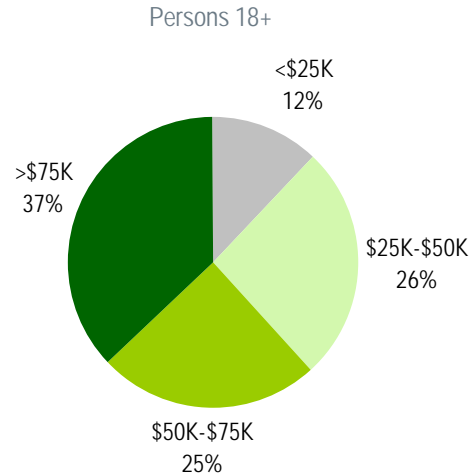
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.

News/Talk/Information and Talk/Personality

Education

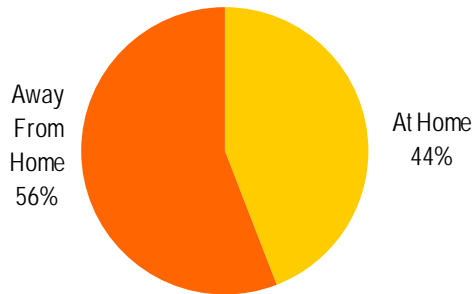


Household Income



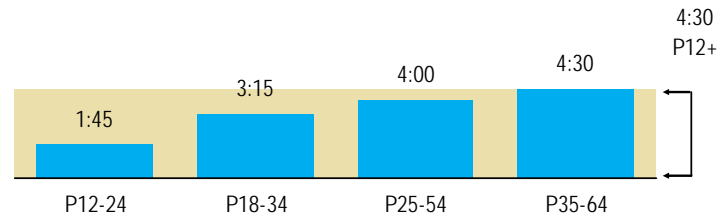
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



A total 1,761 stations aired N/T/I or Talk/Personality formats, and 56% of Hispanic consumers tuned in to the format while away from home.

Time Spent Listening for N/T/I stations was the highest for any English-language format, at 4 hours, 30 minutes. TSL was down by eight quarter-hours, P12+, from Fall '08, again due to an election year bump in audience. Listeners 35-64 continued to contribute the bulk of the format's TSL, with English-dominant listeners in the age group spending 5 hours with N/T/I.

The majority of all adults 18+ who listened to News/Talk/Information stations—72%—had attended college, with 39 percent holding a degree. Twenty-two percent had a high school education. Thirty-seven percent of N/T/I listeners lived in households with annual incomes above \$75,000, while 26% resided in homes with incomes between \$25,000 and \$50,000. Twenty-five percent lived in households with annual incomes between \$50,000 and \$75,000.

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, Spring 2010.

News/Talk/Information (Editor's Note: Scarborough data do not include Talk/Personality)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$350
Television	\$271
Camera/Camera Accessories	\$84
Carpeting or Other Flooring	\$208
Furniture	\$244
Mattress	\$141
Stereo Equipment/Home Music System	\$40

Total Spent by Listeners:

Men's Business Clothing	\$96
Men's Casual Clothing	\$173
Men's Shoes	\$116
Women's Business Clothing	\$69
Women's Casual Clothing	\$165
Women's Shoes	\$113
Children's Clothing	\$159
Infants' Clothing	\$65
Cosmetics, Perfume, Skin Care	\$136
Sports Equipment	\$77

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (75)	28%
Shopped Non-Hispanic Stores Only (117)	71%
Did Not Shop for Groceries (45)	1%
Spent \$100+ on Groceries Past 7 Days (104)	70%
Use Grocery Coupons Every Week (123)	32%

Total Household Grocery Spending Past 7 Days: \$114 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (103)	91%
<i>Average # Meals per Month: 5.8</i>	
Sit-Down Restaurant (112)	84%
<i>Average # Meals per Month: 4.7</i>	
Breakfast at Any Restaurant (104)	54%
Lunch at Any Restaurant (109)	82%
Dinner at Any Restaurant (109)	85%

Last Vehicle Acquired by Household

Bought New (143)	42%
Bought Used (87)	44%
Leased (119)	6%
Household Owns/Leases No Vehicle (52)	8%

Automotive Repairs Past 12 Months (Household)

All Repairs Done At Shop (101)	68%
Do-it-Yourself Repairs (97)	32%

Health Care

Have Health Insurance Coverage (125)	84%
Have Life Insurance Coverage (168)	60%
Bought Prescription Drugs Past 30 Days (110)	77%

Cell Phone Usage

Use Cell Phone (108)	87%
<i>Among Cell Phone Users:</i>	
Texting (107)	63%
E-Mail (139)	24%
Instant Messaging (96)	16%
Plan to Switch Carrier Next 12 Months (79)	13%
Receive Bill Monthly, Nothing Prepaid (105)	88%
Prepaid Usage (74)	12%

Average Monthly Bill: \$87

Online Activity

Have Online Access (130)	80%
Accessed Internet Past 30 Days (136)	78%
Purchased Online Past 12 Months (154)	59%

Total Spent Online by Listeners Past 12 Months: \$1 billion

Among Internet Users Past 30 Days:

Used E-Mail (106)	93%
Checked Weather (114)	58%
Paid Bills (112)	57%
Social Networking (84)	38%
Listened to/Downloaded Music (83)	37%

Voter Profile (Self-Identified)

Registered to Vote (139)	78%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (87)	50%
Republican/Independent but Feel Closer to Republican (145)	34%
Independent/Other (83)	16%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners to News/Talk/Information radio lived in households that spent \$350 million for hardware, building, paint, lawn and garden items during the past 12 months. This represented 5% of the amount that was spent in this category by the total N/T/I audience.

Hispanic listeners of N/T/I were more likely than the average Hispanic in the survey area to use grocery coupons—32% lived in households that used them every week. They were also more strongly oriented to non-Hispanic grocery stores, with 71% shopping at only these stores during the past seven days.

N/T/I's Hispanic listeners were heavy users of fast food restaurants; 91% have eaten fast food during the past 30 days and a majority also used sit-down restaurants (84%). During an average month, they were more likely than the average Hispanic to eat breakfast out (54%), lunch out (82%) and dinner out (85%).

The vehicles owned by the households of Hispanic N/T/I listeners were about evenly divided between those bought new and those bought used. The last vehicles purchased by these households were also about evenly divided between those bought new (42%) and those bought used (44%). These listeners were above the norm for all Hispanics in the study to live in households that purchased their last vehicle new or leased.

N/T/I's Hispanic listeners had the highest rates of health insurance coverage (84%) and life insurance coverage (60%) of all the formats reviewed for this report.

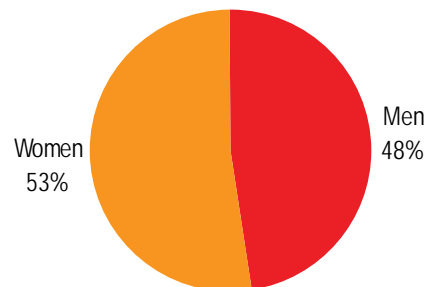
Listeners also had the highest rate of voter registration of any format studied in this report (78%). Although half of these potential voters leaned Democrat, they were above Hispanic norms for identifying as Republican (34%).

Country and New Country



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

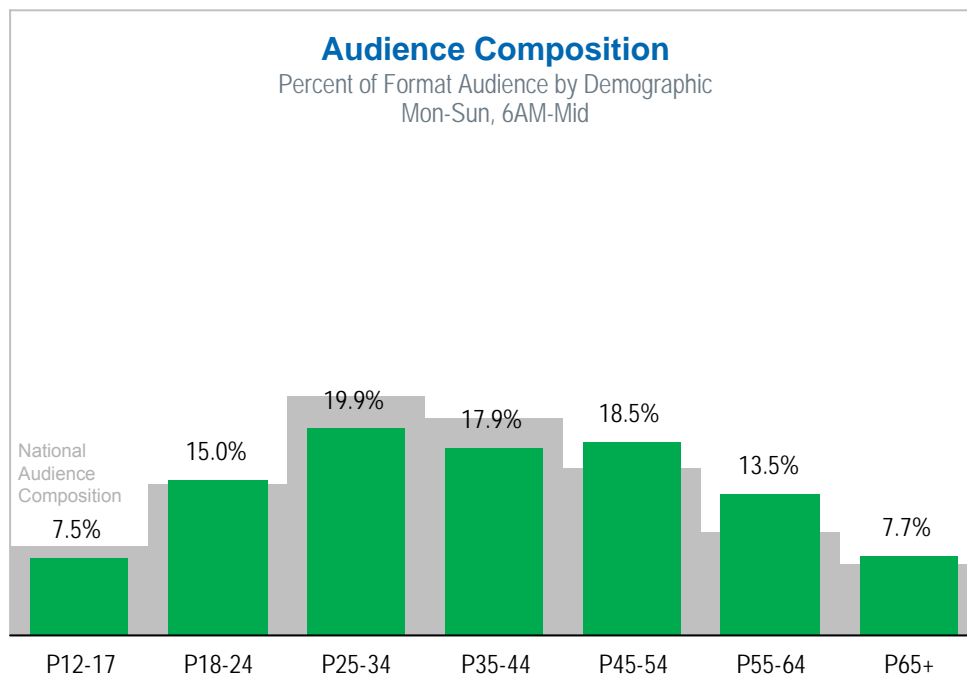
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	2.4	2.5	2.9	3.3
Total	-	-	-	-	8.9	9.1	7.0	7.4

12+ AQH Share in PPM Markets	2.3%
12+ AQH Share in Diary Markets	5.3%

Audience Composition

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



Hot in the Heartland

The Country format, now merged with "New Country" stations that focus on current songs, continued to experience growth among Hispanic audiences in Spring 2010. Country radio accounted for 3.3% of all listening in Spring '10, up from 2.9% in Fall '08 and 2.5% in Spring '07.

Among Hispanic consumers, slightly more women spent time with Country radio. However, there were differences in gender preferences based on the listeners' language of choice. As Country was the No. 4 format among all Hispanic women, thanks to English-dominant Latinas, Country's strength among men was directly tied to Spanish-dominant consumers. Listening to Country by Spanish-dominant males mirrored that of Mexican Regional, with 25- to 44-year-olds driving both formats.

Hispanics who preferred to use Spanish were also responsible for Country's strong performance among 12- to 24-year-olds, as the format ranked third with these listeners. A slightly higher percentage of Spanish-dominant Hispanics aged 45-54 consumed Country radio than those who preferred to use English.

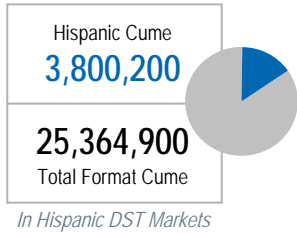
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Note: Due to rounding, totals may not add to 100.

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

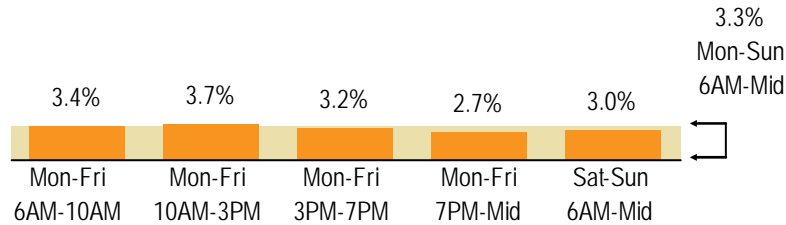
Country and New Country

Cume



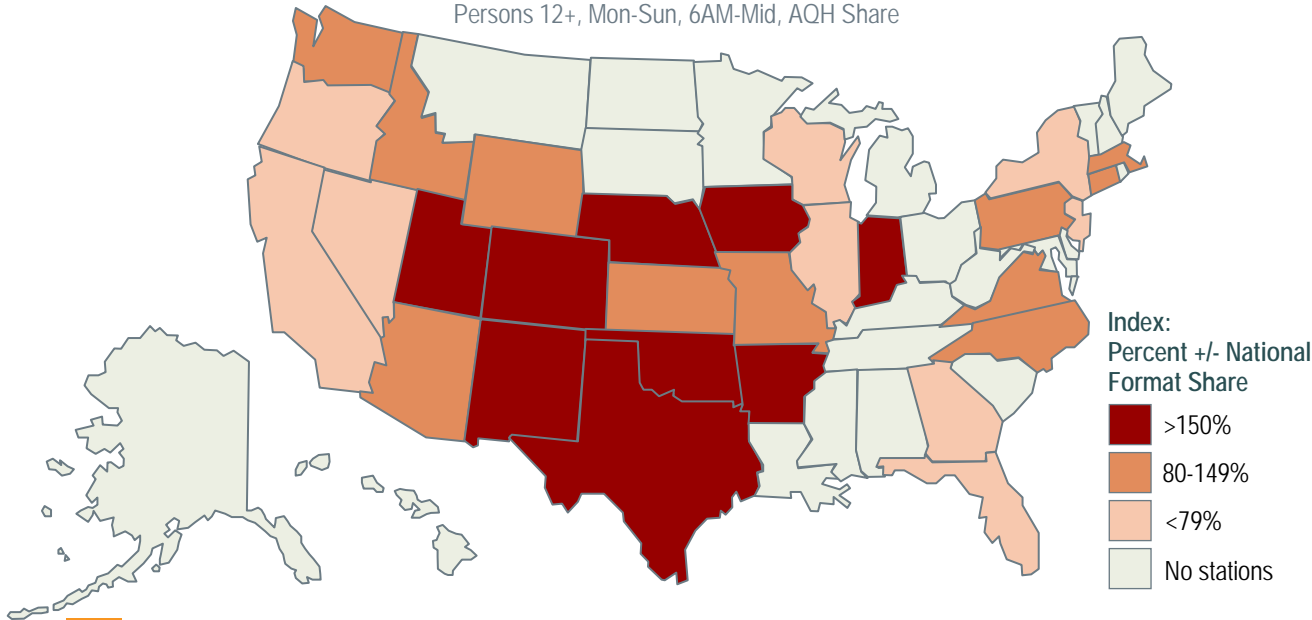
AQH Share of Listening by Daypart

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



Audience Share by State

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



Country's biggest daypart with Latino consumers was in middays, followed by morning drive. Yet new Average Quarter-Hour highs were seen in every daypart for the format, whose top stars included such crossover artists as Taylor Swift, Lady Antebellum and Uncle Kracker.

According to our new Audience Share by State heat index, Country's growing popularity with Hispanic listeners was tied to its popularity in regions with large farming and agricultural centers. Iowa, Indiana, Arkansas and Oklahoma overindexed for Country, as did New Mexico and Nebraska. The format's popularity with Hispanics also extended to Pennsylvania, Connecticut and Massachusetts.

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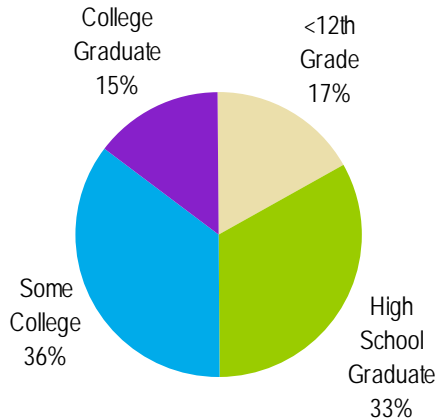
Note: Due to rounding, totals may not add to 100.

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

Country and New Country

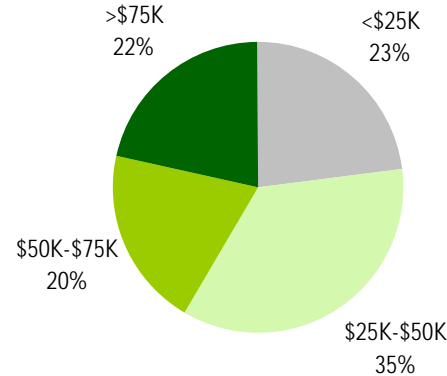
Education

Persons 18+



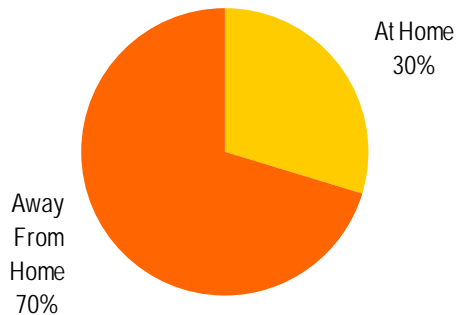
Household Income

Persons 18+



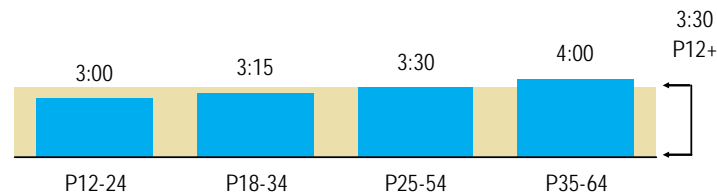
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



As Hispanic consumption of Country radio increased, the amount of listening seen at home fell. In Spring '10, 70% of listening to Country was done away from home, up by three percentage points from Fall '08.

More than half of all adults 18+ who listened to Country stations attended college, with 15 percent earning a diploma. Thirty-three percent had a high school education. Forty-two percent of Country listeners lived in households with annual incomes above \$50,000, with another 35% 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, Spring 2010.

Country (Editor's Note: Scarborough data do not include New Country)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$338
Television	\$309
Camera/Camera Accessories	\$77
Carpeting or Other Flooring	\$219
Furniture	\$264
Mattress	\$168
Stereo Equipment/Home Music System	\$48

Total Spent by Listeners:

Men's Business Clothing	\$76
Men's Casual Clothing	\$181
Men's Shoes	\$127
Women's Business Clothing	\$73
Women's Casual Clothing	\$218
Women's Shoes	\$140
Children's Clothing	\$221
Infants' Clothing	\$85
Cosmetics, Perfume, Skin Care	\$159
Sports Equipment	\$75

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (75)	28%
Shopped Non-Hispanic Stores Only (115)	70%
Did Not Shop for Groceries (117)	2%
Spent \$100+ on Groceries Past 7 Days (108)	72%
Use Grocery Coupons Every Week (109)	29%

Total Household Grocery Spending Past 7 Days: \$133 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (104)	92%
<i>Average # Meals per Month: 6.1</i>	
Sit-Down Restaurant (111)	83%
<i>Average # Meals per Month: 4.4</i>	
Breakfast at Any Restaurant (105)	55%
Lunch at Any Restaurant (107)	80%
Dinner at Any Restaurant (111)	86%

Last Vehicle Acquired by Household

Bought New (117)	35%
Bought Used (102)	52%
Leased (133)	6%
Household Owns/Leases No Vehicle (48)	7%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (98)	66%
Do-It-Yourself Repairs (104)	34%

Health Care

Have Health Insurance Coverage (106)	71%
Have Life Insurance Coverage (140)	50%
Bought Prescription Drugs Past 30 Days (102)	72%

Cell Phone Usage

Use Cell Phone (106)	85%
<i>Among Cell Phone Users:</i>	
Texting (113)	67%
E-Mail (113)	19%
Instant Messaging (92)	15%
Plan to Switch Carrier Next 12 Months (88)	15%
Receive Bill Monthly, Nothing Prepaid (103)	87%
Prepaid Usage (84)	13%

Average Monthly Bill: \$86

Online Activity

Have Online Access (117)	72%
Accessed Internet Past 30 Days (122)	70%
Purchased Online Past 12 Months (125)	48%

Total Spent Online by Listeners Past 12 Months: \$822 million

Among Internet Users Past 30 Days:

Used E-Mail (102)	90%
Checked Weather (105)	54%
Social Networking (111)	51%
Paid Bills (100)	51%
Listened to/Downloaded Music (102)	45%

Voter Profile (Self-Identified)

Registered to Vote (118)	66%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (88)	50%
Republican/Independent but Feel Closer to Republican (132)	31%
Independent/Other (97)	19%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners to Country radio lived in households that spent \$309 million for televisions during the past 12 months. This represented 10% of the amount that was spent in this category by the total Country audience.

Country's Hispanic listeners were heavy users of fast food restaurants. Ninety-two percent have eaten fast food during the past 30 days and they averaged 6.1 fast food meals per month. A majority also used sit-down restaurants (83%). During an average month, they were more likely than the average Hispanic to eat breakfast out (55%), eat lunch out (80%) and eat dinner out (86%).

Country's Hispanic listeners had among the highest rates of life insurance coverage (50%) of all the formats reviewed for this report. They were also above the average for all Hispanics in the survey to have health insurance (71%).

A majority of listeners used cell phones (85%) and, compared with all Hispanic cell phone users, they were well above the norms for texting and accessing e-mail from their phones. They were also much more likely to have online access (from computers or other devices) and to purchase online. During the past 12 months, nearly half of all Hispanic listeners bought online (48%), spending approximately \$822 million.

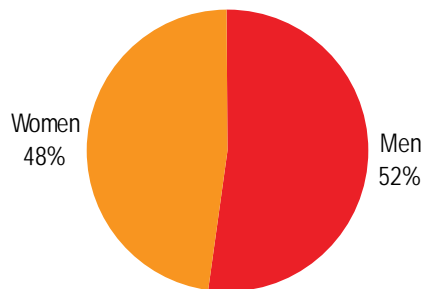
Hispanic listeners were above the average for all Hispanics in the survey area to be registered to vote—66% reported that they were registered (compared with 58% of total Hispanics). The political alliances of listeners differed somewhat from Hispanics as a whole. Although half identified as Democrat or leaning Democrat (50%), this was below the Hispanic average.

Spanish Tropical



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

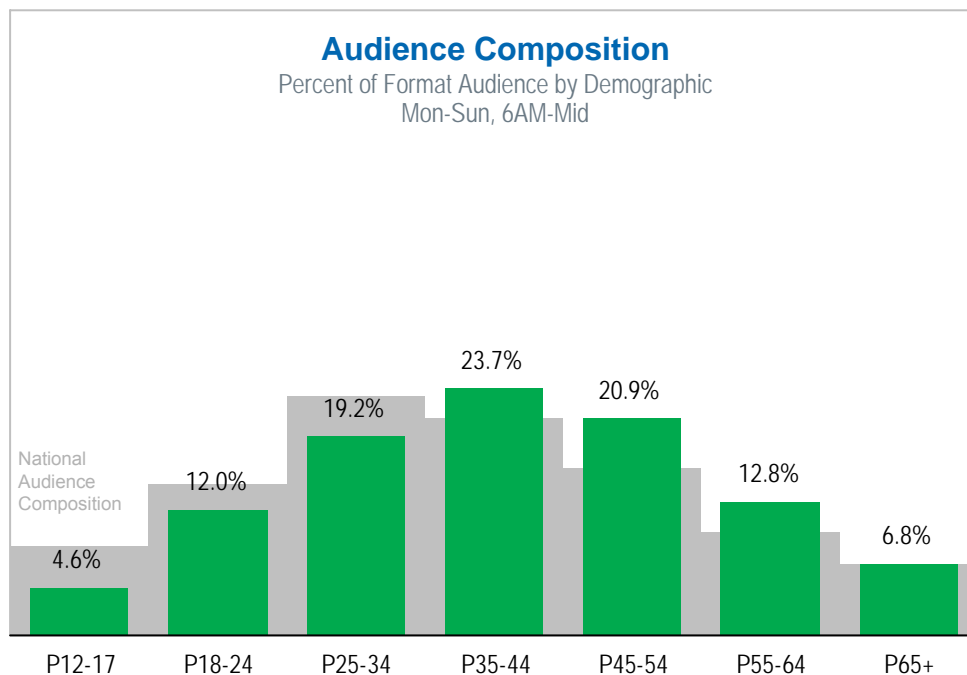
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	4.2	7.1	7.9	7.6	6.0	5.0	3.8	3.1
Total	0.8	1.2	1.5	1.7	1.4	1.3	1.3	0.8

12+ AQH Share in PPM Markets	3.1%
12+ AQH Share in Diary Markets	2.9%

Audience Composition

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



A Favorite With Adults

The Spanish Tropical format, which included 31 stations featuring a mix of salsa, bachata, reggaetón and Pop CHR crossover hits, accounted for 3.1% of all Hispanic listening in Spring '10. The format attracted 3.8% of Hispanics in Fall '08, and has been on a steady decrease since capturing 7.9% of Latino radio consumers in Spring '04.

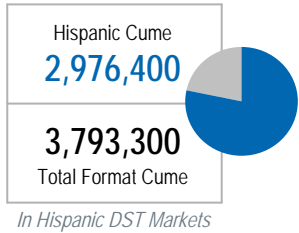
Spanish Tropical leaned slightly male, with 64% of its audience coming from listeners 25-54. Within this age group, a slightly higher percentage of Spanish-dominant Hispanics consumed Spanish Tropical than English-dominant Latinos. Yet Spanish Tropical was the top-rated Spanish-language format among English-dominant 35- to 44-year-olds.

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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, Spring 2010.*

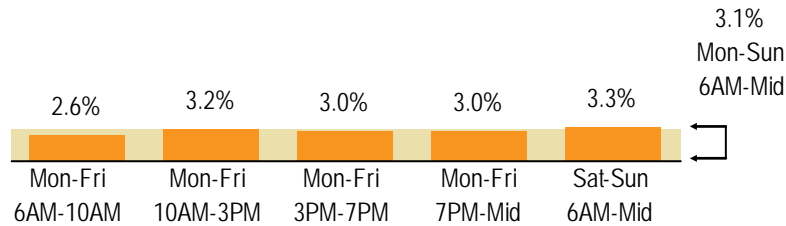
Spanish Tropical

Cume



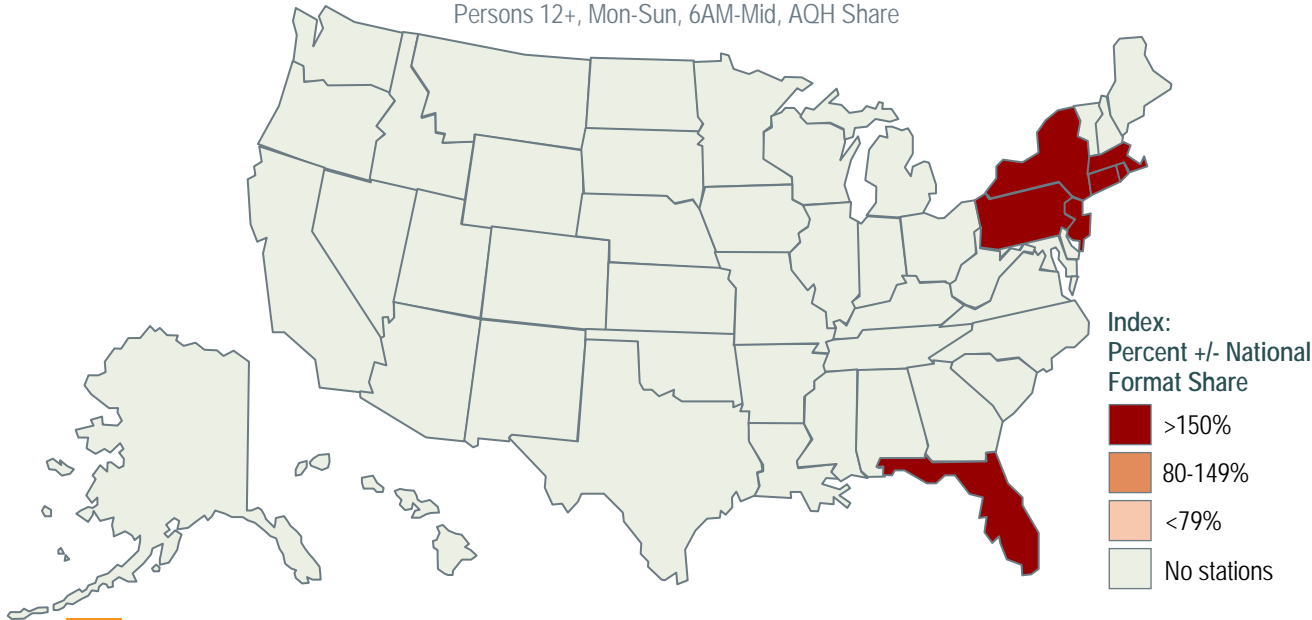
AQH Share of Listening by Daypart

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



Audience Share by State

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



Spanish Tropical has seen considerable challenges in recent years, as the proportion of Hispanics listening in morning drive fell to 2.6%, down from 3.5% in Fall '08. Midday and afternoon listening also continued to decline.

According to our new Audience Share by State heat index, Spanish Tropical greatly overindexed in the eight states that were home to stations in the format. Remarkable strength was seen in Rhode Island and the District of Columbia, markets that have deep heritage in the Spanish Tropical format.

The only state out of the Northeastern U.S. to place on the heat index was Florida, with Spanish Tropical stations in Miami-Ft. Lauderdale-Hollywood, Tampa-St. Petersburg-Clearwater, Orlando and Ft. Myers-Naples-Marco Island.

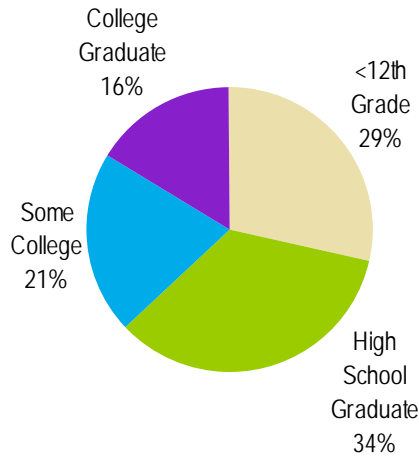
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*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Spanish Tropical

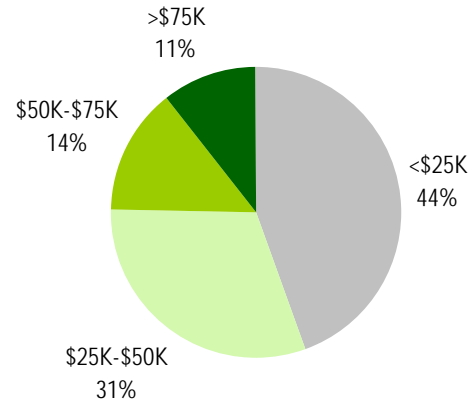
Education

Persons 18+



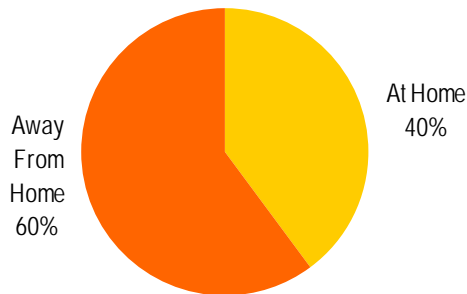
Household Income

Persons 18+



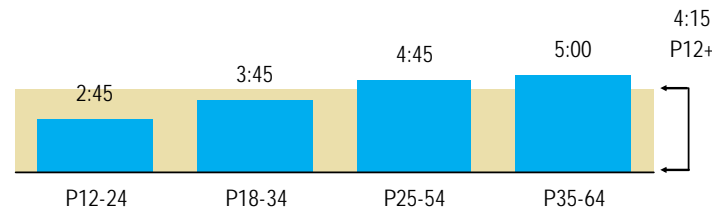
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Out-of-home listening to Spanish Tropical accounted for 60% of all listening occasions, with the biggest Average Quarter-Hour audience seen on weekends. During the week, middays saw the largest audience, a sign that Spanish Tropical was enjoyed at work and at leisure while outside of the home.

Time Spent Listening to Spanish Tropical was strongest among adults 35-64, with the number of listeners 45-54 at its highest point since 2001. At the same time, audience erosion continued to be seen with adults 25-34. *Hispanic Radio Today 2010* did not include stations in Puerto Rico, where Spanish Tropical stations continued to attract large segments of the overall listening audience.

Thirty-seven percent all adults 18+ who listened to Spanish Tropical stations attended college, with 16% holding a degree. Thirty-four percent graduated from high school. Forty-four percent of N/T/I listeners lived in households with annual incomes below \$25,000, while 45% resided in homes with incomes between \$25,000 and \$75,000.

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, Spring 2010.

Spanish Tropical



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$271
Television	\$442
Camera/Camera Accessories	\$103
Carpeting or Other Flooring	\$183
Furniture	\$126
Mattress	\$234
Stereo Equipment/Home Music System	\$69

Total Spent by Listeners:

Men's Business Clothing	\$92
Men's Casual Clothing	\$210
Men's Shoes	\$151
Women's Business Clothing	\$74
Women's Casual Clothing	\$207
Women's Shoes	\$166
Children's Clothing	\$232
Infants' Clothing	\$97
Cosmetics, Perfume, Skin Care	\$214
Sports Equipment	\$80

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (114)	43%
Shopped Non-Hispanic Stores Only (92)	55%
Did Not Shop for Groceries (94)	2%
Spent \$100+ on Groceries Past 7 Days (101)	68%
Use Grocery Coupons Every Week (103)	27%

Total Household Grocery Spending Past 7 Days: \$169 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (97)	86%
<i>Average # Meals per Month: 5.0</i>	
Sit-Down Restaurant (96)	72%
<i>Average # Meals per Month: 3.9</i>	
Breakfast at Any Restaurant (100)	52%
Lunch at Any Restaurant (96)	73%
Dinner at Any Restaurant (96)	74%

Last Vehicle Acquired by Household

Bought New (82)	24%
Bought Used (76)	39%
Leased (168)	8%
Household Owns/Leases No Vehicle (201)	29%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (111)	75%
Do-It-Yourself Repairs (77)	25%

Health Care

Have Health Insurance Coverage (108)	72%
Have Life Insurance Coverage (97)	34%
Bought Prescription Drugs Past 30 Days (100)	71%

Cell Phone Usage

Use Cell Phone (106)	85%
<i>Among Cell Phone Users:</i>	
Texting (94)	55%
E-Mail (133)	23%
Instant Messaging (132)	22%
Plan to Switch Carrier Next 12 Months (110)	18%
Receive Bill Monthly, Nothing Prepaid (101)	85%
Prepaid Usage (97)	15%

Average Monthly Bill: \$86

Online Activity

Have Online Access (115)	71%
Accessed Internet Past 30 Days (115)	66%
Purchased Online Past 12 Months (125)	48%

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

Among Internet Users Past 30 Days:

Used E-Mail (102)	90%
Paid Bills (108)	54%
Checked Weather (104)	53%
Social Networking (104)	47%
Listened to/Downloaded Music (105)	46%

Voter Profile (Self-Identified)

Registered to Vote (108)	61%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (110)	63%
Republican/Independent but Feel Closer to Republican (85)	20%
Independent/Other (88)	17%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic Spanish Tropical listeners made a significant impact on consumer spending. Most listeners (56%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$271 million during the past 12 months. Expenditures for televisions totaled \$442 million. Listeners spent nearly equal amounts on men's apparel and shoes (\$453 million) and women's apparel and shoes (\$447 million), and spent another \$329 million on children's and infants' clothing.

Probably owing to the concentration of the Spanish Tropical audience on the East Coast and in more urbanized areas, listeners had lower levels of vehicle ownership compared with total Hispanics in the survey area. Although a majority did own or lease vehicles (71%), they were twice as likely as the Hispanic norm to live in households that owned no vehicle (29%).

Compared with all Hispanics surveyed, Spanish Tropical listeners were well above the norms for accessing e-mail and using instant messaging.

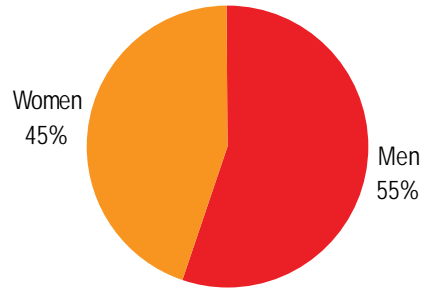
These listeners were above the Hispanic norm for online access and were also more likely than the average Hispanic to purchase online. During the past 12 months, nearly half of all Hispanic listeners bought online (48%), generating approximately \$1.2 billion in online expenditures. Compared to all Hispanic online users, Spanish Tropical listeners were above average for paying bills online.

Listeners were above average for all Hispanics in the survey area to be registered to vote—61% reported that they were registered (compared with 58% of total Hispanics).

Spanish News/Talk



Listeners 12+
Mon-Sun, 6AM-Mid



AQH Share Trend

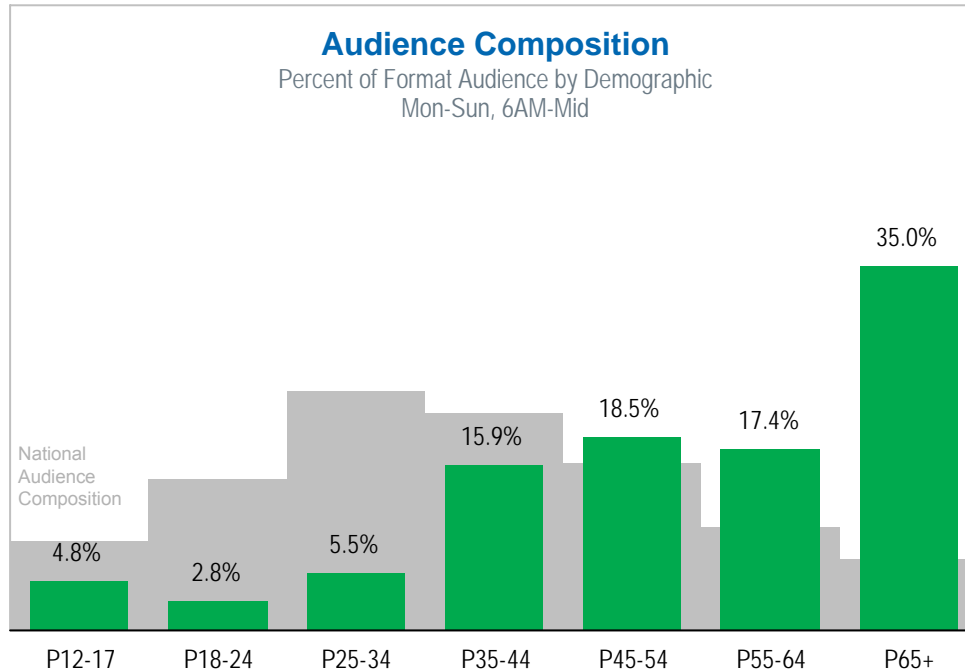
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	2.8	3.3	3.6	3.3	3.5	3.3	2.8	2.2
Total	0.7	0.7	0.7	0.6	0.7	0.7	0.4	0.6

12+ AQH Share in PPM Markets	2.8%
12+ AQH Share in Diary Markets	0.9%

Audience Composition

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



Forum for Thought

Spanish News/Talk stations are somewhat different from their English-language brethren. While syndicated programming has made N/T/I stations across the U.S. uniformly similar in many ways, the Spanish News/Talk format comprised 50 stations that were highly targeted to their local communities.

In Los Angeles and the Southwest, content is focused on news and affairs of key interest to Mexican immigrants and second-generation offspring. In Miami, a hotbed for Spanish-language spoken-word programming, stations seem to be placing less focus on issues facing the Cuban community and now offer a greater pan-Latin perspective. Several nationally syndicated talk shows have found their way to Spanish News/Talk stations across the U.S.

Leaning male across all Hispanic demos, Spanish News/Talk was consumed by 2.2% of Latino listeners in Spring 2010, down from 2.8% in Fall '08 and 3.3% in Spring '07. Spanish-dominant listeners far outnumbered those who were English-dominant, with the vast majority over 65 years of age. Nevertheless, Spanish News/Talk saw healthy growth among younger audiences and ranked as the No. 1 Spanish-language format among English-dominant Hispanics.

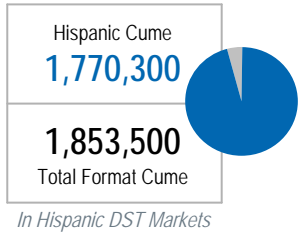
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Note: Due to rounding, totals may not add to 100.

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

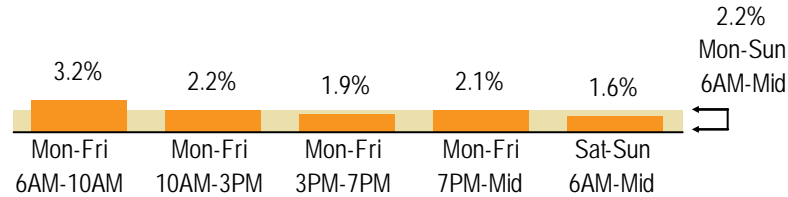
Spanish News/Talk

Cume



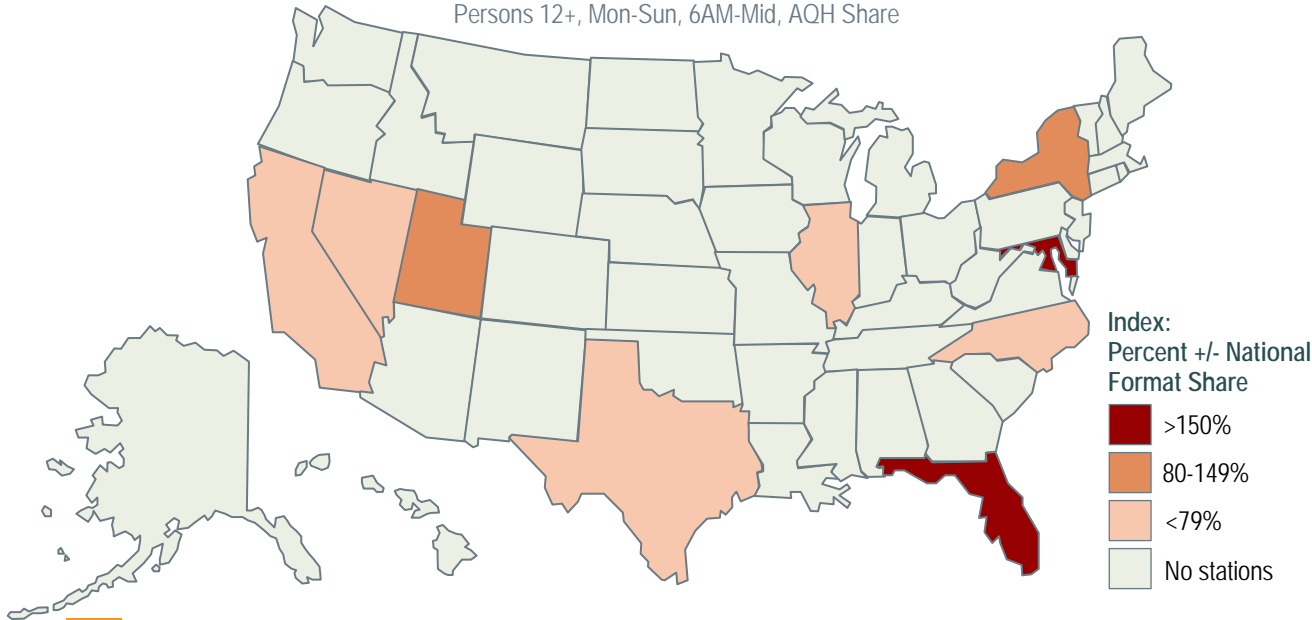
AQH Share of Listening by Daypart

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



Audience Share by State

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



Spanish News/Talk listening was strongest at the start of the day, with morning drive scoring 3.2% of the Latino audience. Midday shares slipped to 2.2%, with a further drop to 1.9% in afternoon drive. Even further audience erosion was seen on weekends. Spanish News/Talk saw 57% of all listening occurring in the home, a likely factor in the format's morning drive performance.

The new Audience Share by State heat index showed Florida overindexing for Spanish News/Talk, along with Maryland. The latter state was represented thanks to WACA-AM, a daytime-only station targeting the Washington, DC, market. The format was also strongest in New York and Utah, where expanded-band AM KBJA/Salt Lake City went beyond news and talk shows by offering syndicated sports programming.

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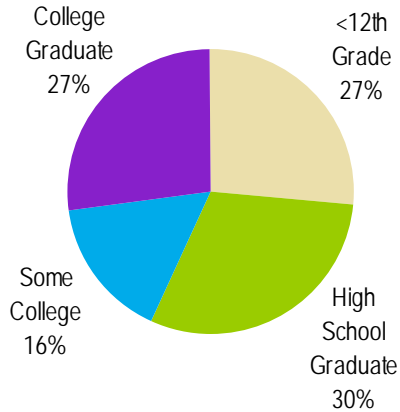
Note: Due to rounding, totals may not add to 100.

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

Spanish News/Talk

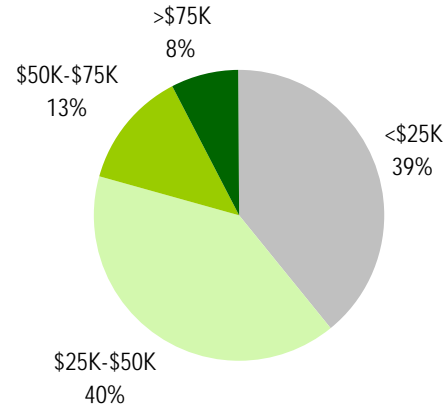
Education

Persons 18+



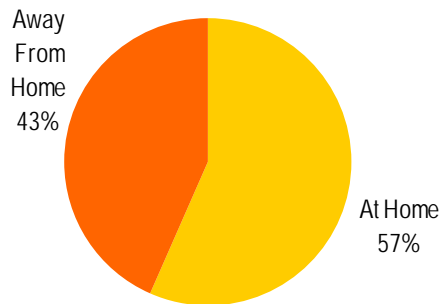
Household Income

Persons 18+



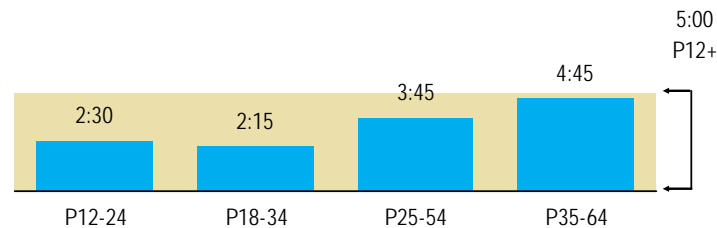
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



While N/T/I stations witnessed an election year bump in Fall '08, Spanish News/Talk stations did not. Overall, audience has been on the wane since Spring '06. Time Spent Listening was driven by older listeners, with adults 35-64 spending 4 hours, 45 minutes with the format.

Seventy-nine percent of all adults 18+ who listened to Spanish News/Talk stations lived in households with annual incomes up to \$50,000. Twenty-one percent lived in homes with incomes greater than \$50,000. Thirty percent were high school graduates, while 27% had not completed the 12th grade. At the same time, an additional 27% 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, Spring 2010.

Spanish News/Talk



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$172
Television	\$218
Camera/Camera Accessories	\$50
Carpeting or Other Flooring	\$93
Furniture	\$146
Mattress	\$94
Stereo Equipment/Home Music System	\$22
Total Spent by Listeners:	
Men's Business Clothing	\$32
Men's Casual Clothing	\$78
Men's Shoes	\$55
Women's Business Clothing	\$32
Women's Casual Clothing	\$92
Women's Shoes	\$70
Children's Clothing	\$89
Infants' Clothing	\$34
Cosmetics, Perfume, Skin Care	\$74
Sports Equipment	\$28

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (124)	47%
Shopped Non-Hispanic Stores Only (86)	52%
Did Not Shop for Groceries (58)	1%
Spent \$100+ on Groceries Past 7 Days (96)	64%
Use Grocery Coupons Every Week (106)	28%

Total Household Grocery Spending Past 7 Days: \$85 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (94)	84%
Average # Meals per Month: 4.8	
Sit-Down Restaurant (95)	71%
Average # Meals per Month: 3.7	
Breakfast at Any Restaurant (88)	46%
Lunch at Any Restaurant (90)	68%
Dinner at Any Restaurant (89)	69%

Last Vehicle Acquired by Household

Bought New (115)	34%
Bought Used (84)	43%
Leased (103)	5%
Household Owns/Leases No Vehicle (127)	18%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (106)	71%
Do-It-Yourself Repairs (88)	29%

Health Care

Have Health Insurance Coverage (106)	71%
Have Life Insurance Coverage (82)	29%
Bought Prescription Drugs Past 30 Days (105)	74%

Cell Phone Usage

Use Cell Phone (99)	79%
Among Cell Phone Users:	
Texting (60)	35%
Instant Messaging (90)	15%
E-Mail (67)	11%
Plan to Switch Carrier Next 12 Months (103)	17%
Receive Bill Monthly, Nothing Prepaid (100)	84%
Prepaid Usage (98)	16%

Average Monthly Bill: \$75

Online Activity

Have Online Access (81)	50%
Accessed Internet Past 30 Days (74)	42%
Purchased Online Past 12 Months (75)	28%

Total Spent Online by Listeners Past 12 Months: \$366 million

Among Internet Users Past 30 Days:

Used E-Mail (99)	87%
Paid Bills (104)	52%
Checked Weather (92)	47%
Social Networking (73)	33%
Listened to/Downloaded Music (72)	32%

Voter Profile (Self-Identified)

Registered to Vote (107)	60%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (93)	53%
Republican/Independent but Feel Closer to Republican (130)	31%
Independent/Other (83)	16%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic Spanish News/Talk listeners reported considerable levels of consumer spending. Most listeners (62%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$172 million during the past 12 months. But expenditures for televisions exceeded that amount with television purchases totaling \$218 million. Spending on men's apparel and shoes (\$165 million) and on women's apparel and shoes (\$194 million) was fairly evenly divided, and listeners spent another \$123 million on children's and infants' clothing.

Virtually all listeners (99%) lived in households that shopped for groceries during the past seven days and nearly half went to Hispanic grocery stores (47%). Listeners were above average for household use of grocery coupons and spent an average of \$114 per week on groceries.

Most Spanish News/Talk listeners had health insurance coverage (71%) and had purchased prescription drugs during the past 30 days (74%). But only about three of every 10 had life insurance (29%).

Compared with the total Hispanic population in the survey area, listeners were below average for Internet access. Just half were online. Still, the audience of Spanish News/Talk did make a significant contribution to e-commerce—during the previous 12 months, 28% of listeners purchased online, spending about \$366 million.

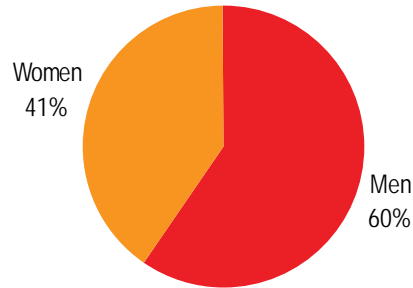
Hispanic listeners were slightly above the average for all Hispanics in the survey area to be registered to vote—60% reported that they were registered (compared with 58% of total Hispanics). The political alliances of listeners differed somewhat from Hispanics as a whole. Although more than half identified as Democrat or leaning Democrat (53%), this was below the Hispanic average.

Spanish Oldies



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	0.5	0.3	0.3	0.8
Total	-	-	-	-	0.1	0.0	0.1	0.2

12+ AQH Share in PPM Markets	0.6%
12+ AQH Share in Diary Markets	1.1%

Classic Hits From South of the Border

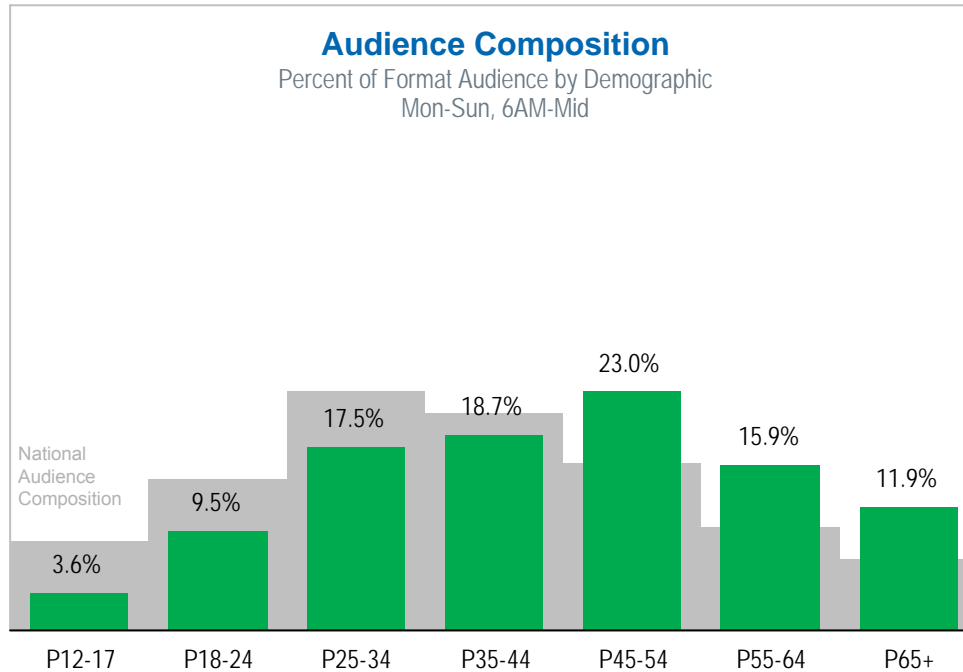
Stations that have classified themselves as airing a Spanish Oldies format were, for the most part, offering a variety of Mexican Regional hits from the 1960s through the 1990s in Spring 2010. Totalling 28 AM and FM stations, Spanish Oldies thrived west of the Rocky Mountains in locales where older, first-generation immigrants from Mexico reside.

Spanish Oldies' core artists could also be found on many Spanish Adult Hits stations, including Los Bukis, Camilo Sesto, Joan Sebastian and Emmanuel.

Spanish Oldies stations attracted 0.8% of Hispanic radio consumers in Spring '10, up more than 50% from Fall '08. Spanish-dominant listeners were the format's driving force, with the majority comprised of adults 65 years of age and older.

Audience Composition

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



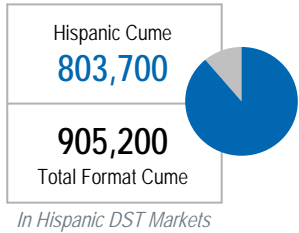
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Note: Due to rounding, totals may not add to 100.

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

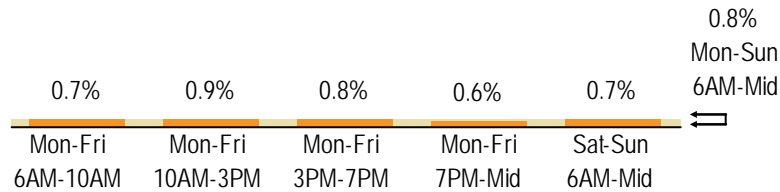
Spanish Oldies

Cume



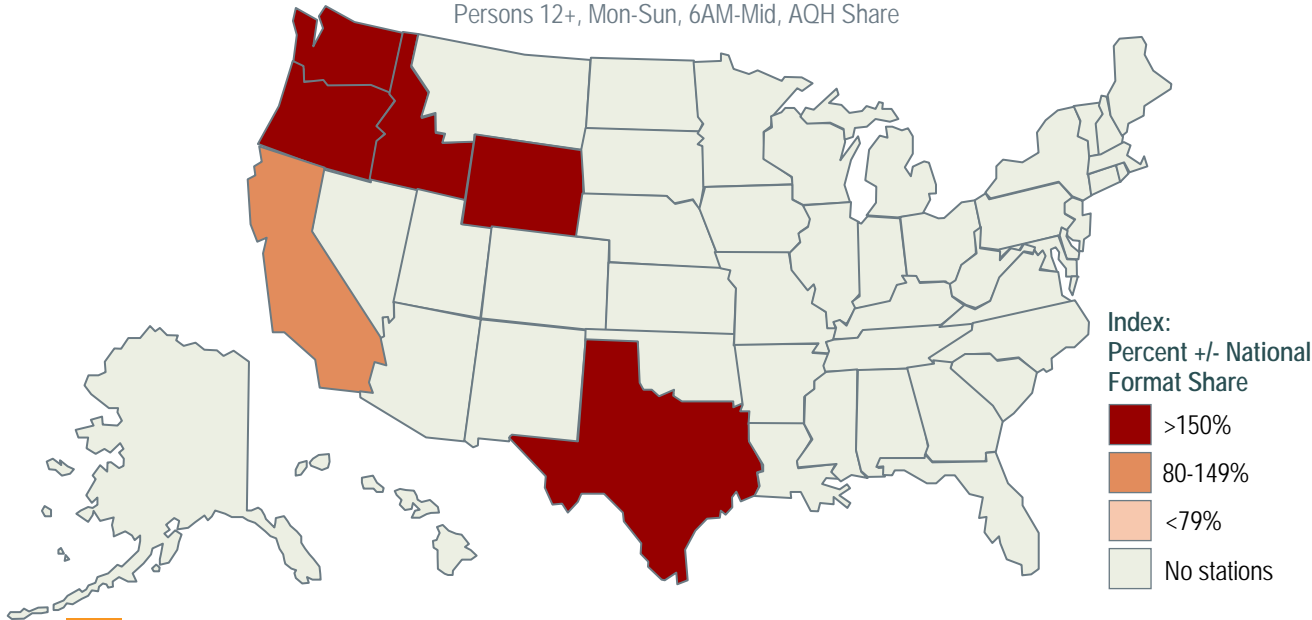
AQH Share of Listening by Daypart

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



Audience Share by State

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



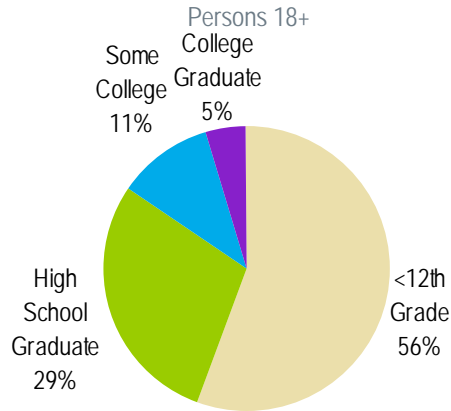
A handful of stations energized the Spanish Oldies format. Our new Audience Share by State heat index showed particular strength in Texas, California and Wyoming. Stations contributing to Spanish Oldies' performance included KZZA-FM/Dallas, Mexico-licensed XHCAO-FM/McAllen-Brownsville-Harlingen and KCHJ-AM/Bakersfield. KBMG-FM, licensed to Evanston, WY, saw strong audiences from targeting the nearby Salt Lake City market. KSND-FM/Portland helped to put Oregon on the map.

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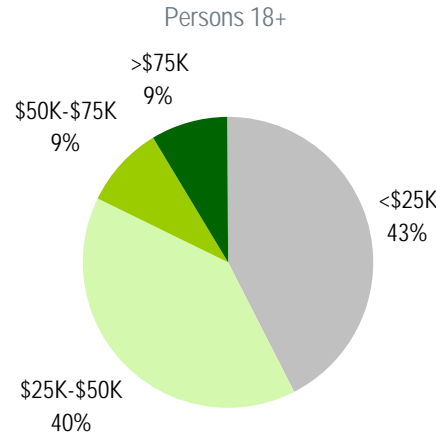
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Spanish Oldies

Education

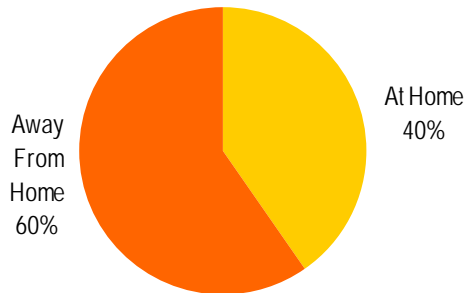


Household Income



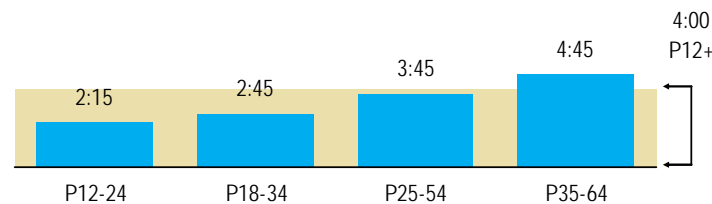
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Like Spanish News/Talk, Spanish Oldies leaned male, accounting for 60% of the audience. But 60% of listening to Spanish Oldies was conducted outside of the home, a sharp difference from balanced at-home versus away-from-home listening seen in Fall '08.

Time Spent Listening remained strongest with adults 35-64 but fell by 10 quarter-hours from Fall '08. TSL dropped by three hours, P12+, with lower listening seen from both Spanish-dominant and English-dominant Latinos.

Forty percent of all adults 18+ who listened to Spanish Oldies stations earned between \$25,000 and \$50,000 annually. Forty-three percent were in households earning under \$25,000, while 18% were in homes where incomes exceeded \$50,000. More than half of Spanish Oldies listeners had not completed high school, while 29% were high school graduates. Sixteen percent had attended college.

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, Spring 2010.

Spanish Oldies



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$69
Television	\$71
Camera/Camera Accessories	\$16
Carpeting or Other Flooring	\$30
Furniture	\$50
Mattress	\$29
Stereo Equipment/Home Music System	\$9
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$9
Men's Casual Clothing	\$33
Men's Shoes	\$26
Women's Business Clothing	\$10
Women's Casual Clothing	\$31
Women's Shoes	\$25
Children's Clothing	\$39
Infants' Clothing	\$12
Cosmetics, Perfume, Skin Care	\$25
Sports Equipment	\$9

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (135)	51%
Shopped Non-Hispanic Stores Only (79)	48%
Did Not Shop for Groceries (53)	1%
Spent \$100+ on Groceries Past 7 Days (100)	67%
Use Grocery Coupons Every Week (110)	29%

Total Household Grocery Spending Past 7 Days: \$27 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (96)	86%
<i>Average # Meals per Month: 5.4</i>	
Sit-Down Restaurant (92)	68%
<i>Average # Meals per Month: 3.6</i>	
Breakfast at Any Restaurant (88)	46%
Lunch at Any Restaurant (96)	73%
Dinner at Any Restaurant (92)	71%

Last Vehicle Acquired by Household

Bought New (93)	28%
Bought Used (114)	58%
Leased (% Too Small to Report)	-
Household Owns/Leases No Vehicle (97)	14%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (90)	60%
Do-It-Yourself Repairs (122)	40%

Health Care

Have Health Insurance Coverage (72)	48%
Have Life Insurance Coverage (82)	29%
Bought Prescription Drugs Past 30 Days (100)	70%

Cell Phone Usage

Use Cell Phone (100)	81%
<i>Among Cell Phone Users:</i>	
Texting (84)	49%
Instant Messaging (100)	16%
E-Mail (76)	13%
Plan to Switch Carrier Next 12 Months (112)	19%
Receive Bill Monthly, Nothing Prepaid (100)	85%
Prepaid Usage (98)	15%

Average Monthly Bill: \$79

Online Activity

Have Online Access (80)	49%
Accessed Internet Past 30 Days (74)	43%
Purchased Online Past 12 Months (65)	25%

Total Spent Online by Listeners Past 12 Months: \$61 million

Among Internet Users Past 30 Days:

Used E-Mail (99)	88%
Checked Weather (132)	68%
Paid Bills (86)	44%
Social Networking (90)	41%
Listened to/Downloaded Music (83)	37%

Voter Profile (Self-Identified)

Registered to Vote (72)	40%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (118)	67%
Republican/Independent but Feel Closer to Republican (90)	21%
Independent/Other (59)	12%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Most Spanish Oldies' listeners (66%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$69 million during the past 12 months. During the same time period, 68% of listeners personally shopped for clothing and shoes (for themselves or others), spending a combined total of \$185 million.

Hispanic Spanish Oldies' listeners were more likely than the average Hispanic in the survey area to use grocery coupons—29% lived in households that used them every week. They were also more strongly oriented to Hispanic grocery stores, with 51% shopping at these stores during the past seven days.

Most of the vehicles owned by the households of Spanish Oldies' listeners were bought used, and the last vehicle purchased was most likely to be used (58%). When auto repair was needed, most of these vehicle owners (60%) headed for the shop but four out of 10 (40%) rolled up their sleeves and did some repairs themselves (or with help from family or friends).

Spanish Oldies' listeners were below average for having health insurance (48%) and life insurance (29%). They were on par with total Hispanics for the purchase of prescription drugs (70%).

Only about half of these listeners had online access (49%). Still, during the previous 12 months, 25% of listeners purchased online, spending approximately \$61 million.

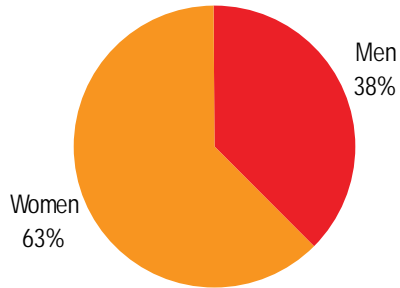
Listeners were well below average for all Hispanics in the survey area to be registered to vote—only 40% reported that they were registered (compared with 58% of total Hispanics).

Spanish Religious



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

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

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	0.9	1.1	1.3	1.0	0.8
Total	-	0.1	0.1	0.0	0.1	0.1	0.3	0.2

12+ AQH Share in PPM Markets	0.5%
12+ AQH Share in Diary Markets	1.3%

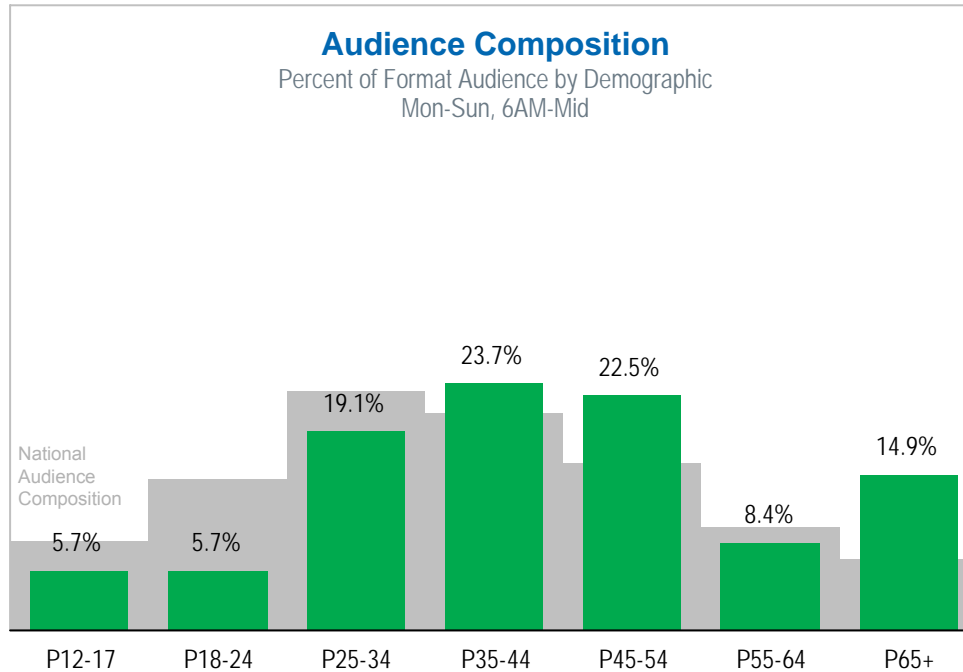
Devoted Listening, Female Force

Nearly 70 AM and FM stations across the U.S. aired Spanish-language religious formats. The format had a small but fiercely loyal audience, comprised largely of Spanish-dominant women. The format's female composition of 63% was down slightly from 66% in Fall '08.

Spanish Religious attracted 0.8% of the total Hispanic listening audience in Spring '10, down from 1% in Fall '08 and 1.3% in Spring '07. The format was driven by adults 45-54, who accounted for 23% of the Spanish Religious audience, up 6% from Fall '08. Adults 18-24 accounted for 6% of the format's listeners, down 4% from Fall '08.

Audience Composition

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



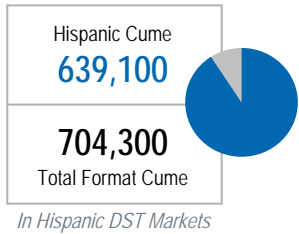
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Note: Due to rounding, totals may not add to 100.

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

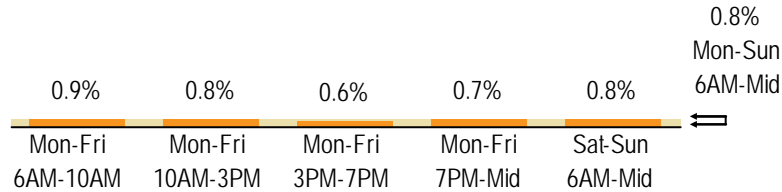
Spanish Religious

Cume



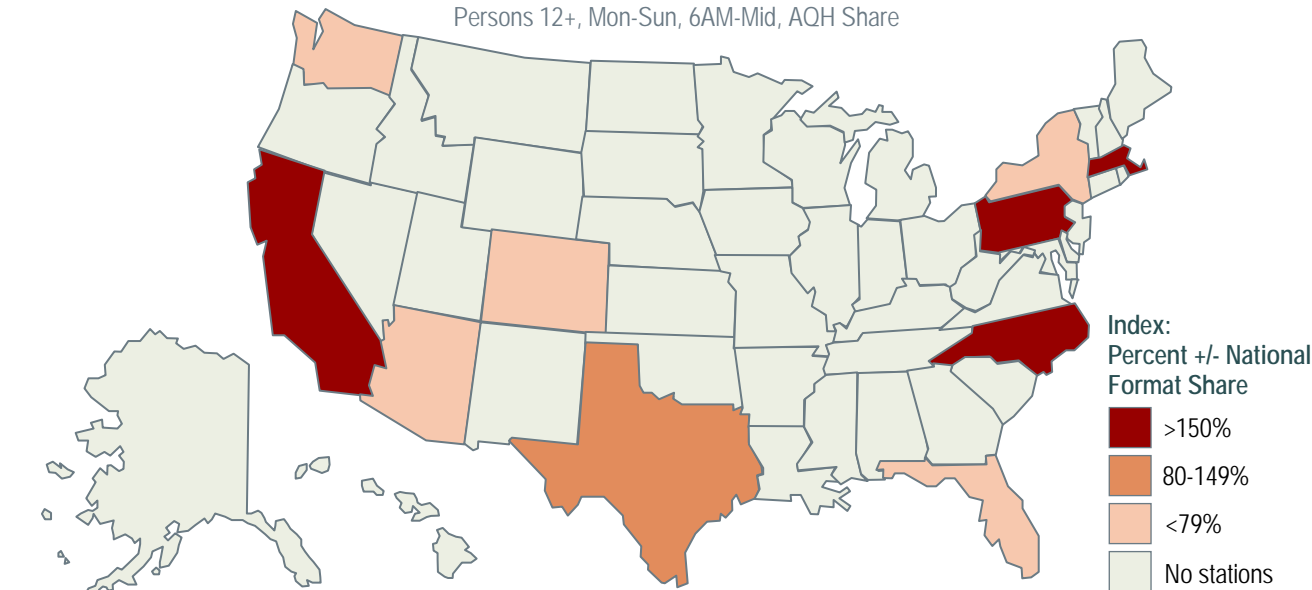
AQH Share of Listening by Daypart

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



Audience Share by State

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



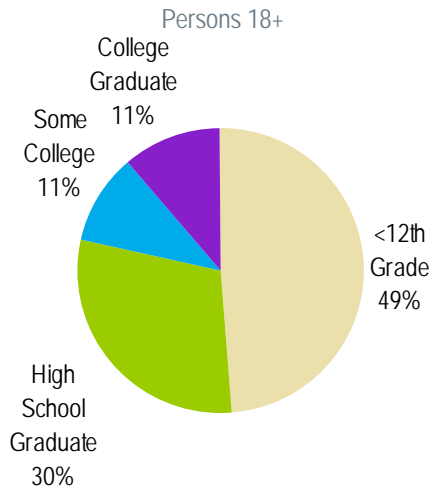
Spanish Religious overindexed in Massachusetts, thanks to such stations as WWDJ/Boston, which aired Radio Luz Christian-themed programming. In California, Christian-themed Radio Nueva Vida saw strong growth. Meanwhile, a variety of Spanish-language religious stations competed for listeners in Miami, where a music-intensive Spanish contemporary Christian FM competed against three AMs offering talk and teaching shows en español.

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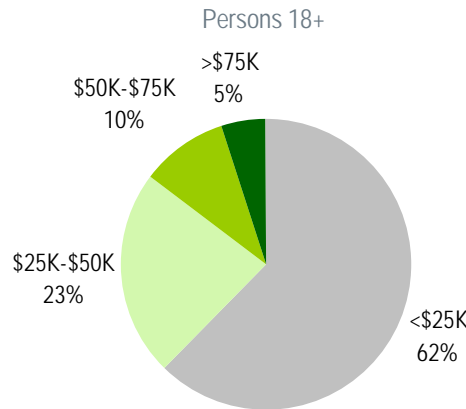
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Spanish Religious

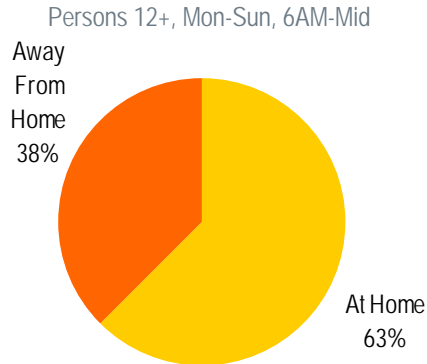
Education



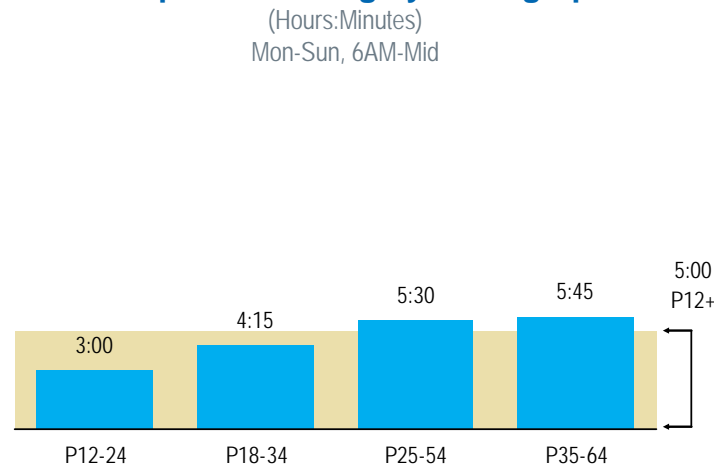
Household Income



AQH Share of Listening by Location



Time Spent Listening by Demographic



No other format drew so many Hispanic listeners in the home as Spanish Religious. In Spring 2010, 63% of all listening was conducted at home. But Spanish Religious saw more listening occasions away from home, rising 5% from Fall '08.

Time Spent Listening, rather than Cume, was the key factor in Spanish Religious' ratings performance. Adults 35-64 spent 5 hours, 45 minutes with the format, ranking third behind Mexican Regional and Tejano, respectively.

Of all adults 18+ who listened to Spanish Religious stations, 22% attended college, with 11 percent holding a diploma. Thirty percent completed high school. Sixty-two percent of listeners lived in households with annual incomes under \$25,000, while 23% resided in homes with incomes between \$25,000 and \$50,000. Fifteen percent lived in households with annual incomes above \$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, Spring 2010.

Spanish Religious



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$63
Television	\$74
Camera/Camera Accessories	\$14
Carpeting or Other Flooring	\$44
Furniture	\$38
Mattress	\$38
Stereo Equipment/Home Music System	\$11
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$14
Men's Casual Clothing	\$48
Men's Shoes	\$30
Women's Business Clothing	\$12
Women's Casual Clothing	\$45
Women's Shoes	\$31
Children's Clothing	\$43
Infants' Clothing	\$18
Cosmetics, Perfume, Skin Care	\$40
Sports Equipment	\$14

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (114)	43%
Shopped Non-Hispanic Stores Only (90)	55%
Did Not Shop for Groceries (143)	2%
Spent \$100+ on Groceries Past 7 Days (100)	67%
Use Grocery Coupons Every Week (111)	30%

Total Household Grocery Spending Past 7 Days: \$130 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (96)	86%
<i>Average # Meals per Month: 5.1</i>	
Sit-Down Restaurant (93)	69%
<i>Average # Meals per Month: 3.7</i>	
Breakfast at Any Restaurant (102)	54%
Lunch at Any Restaurant (89)	68%
Dinner at Any Restaurant (92)	71%

Last Vehicle Acquired by Household

Bought New (93)	28%
Bought Used (91)	46%
Leased (122)	6%
Household Owns/Leases No Vehicle (140)	20%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (104)	70%
Do-It-Yourself Repairs (93)	30%

Health Care

Have Health Insurance Coverage (101)	67%
Have Life Insurance Coverage (92)	33%
Bought Prescription Drugs Past 30 Days (101)	71%

Cell Phone Usage

Use Cell Phone (98)	79%
<i>Among Cell Phone Users:</i>	
Texting (82)	48%
Instant Messaging (108)	18%
E-Mail (66)	11%
Plan to Switch Carrier Next 12 Months (102)	17%
Receive Bill Monthly, Nothing Prepaid (97)	82%
Prepaid Usage (114)	18%

Average Monthly Bill: \$78

Online Activity

Have Online Access (89)	55%
Accessed Internet Past 30 Days (80)	46%
Purchased Online Past 12 Months (79)	30%

Total Spent Online by Listeners Past 12 Months: \$116 million

Among Internet Users Past 30 Days:

Used E-Mail (97)	86%
Paid Bills (101)	51%
Checked Weather (100)	51%
Listened to/Downloaded Music (96)	42%
Social Networking (90)	41%

Voter Profile (Self-Identified)

Registered to Vote (98)	55%
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Party Affiliation of Registered Voters (Self-Identified):

Democrat/Independent but Feel Closer to Democrat (105)	60%
Republican/Independent but Feel Closer to Republican (95)	22%
Independent/Other (91)	18%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Because specialty formats have smaller audience levels, total spending for these formats is, of course, smaller in scale. However, the sales potential of individual listeners can be just as strong as those of the leading formats. For example, average spending on televisions by the Hispanic households of the Spanish Religious audience was \$864 (compared with \$868 from the Mexican Regional audience); average household spending on furniture by Spanish Religious listeners was \$1,227 (compared with \$1,127 by Mexican Regional). Spending on men's apparel and shoes totaled \$92 million, and spending on women's apparel and shoes totaled \$88 million. Listeners spent another \$61 million on children's and infants' clothing.

Virtually all listeners (99%) lived in households that shopped for groceries during the past seven days. Listeners were well above average for household use of grocery coupons and spent an average of \$127 per week on groceries.

Most listeners had health insurance (67%) and bought prescription drugs (71%). Only one-third had any type of life insurance.

Compared with the total Hispanic population in the survey area, listeners were below average in having online access. Just over half (55%) had access. Still, the audience of Spanish Religious radio did make a significant contribution to e-commerce—during the previous 12 months, 30% of listeners purchased online, spending approximately \$116 million.

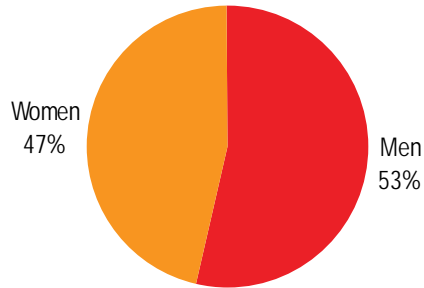
Listeners were slightly below the average for all Hispanics in the survey area to be registered to vote—55% reported that they were registered (compared with 58% of total Hispanics).

Spanish Variety



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

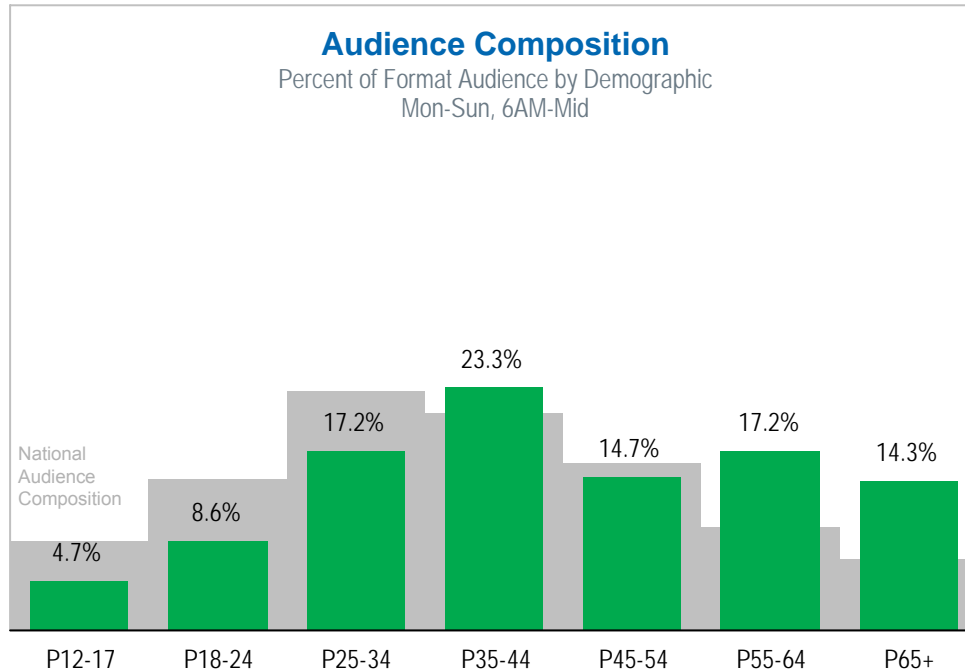
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	3.1	1.4	1.0	3.2	1.4	1.4	1.0	0.8
Total	0.5	0.2	0.1	0.6	0.2	0.3	0.3	0.2

12+ AQH Share in PPM Markets	0.4%
12+ AQH Share in Diary Markets	1.6%

Audience Composition

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



Big Mix, Adult Attraction

Ninety-two stations classified themselves as airing Spanish Variety formats. Each one of these stations was unique, catering specifically to the Hispanic audience in their respective communities.

Spanish Variety stations attracted 0.8% of Hispanic radio consumers in Spring '10, down from 1% in Fall '08 and 1.4% in Spring '07. Collectively, Spanish Variety stations attracted a wide variety of listeners, with adults 35-44 accounting for 23% of the total audience. Hispanics 35+ spent less time with Spanish Variety stations, while the percentages of teens and adults 18-24 each rose 3% from Fall '08.

Spanish Variety stations attracted a greater number of Spanish-dominant Hispanics than those who preferred to use English in every demographic except one—adults 65+. Additionally, Spanish Variety AMs and FMs attracted large numbers of English-dominant adults 35-64.

KANW-FM/Albuquerque features a unique Spanish-language Adult Alternative format focused on New Mexico-based artists. The nation's top Spanish Variety station by total audience was KWIZ-FM/Anaheim-Los Angeles, which airs a mix of classic and current Mexican Regional and cumbias-style music.

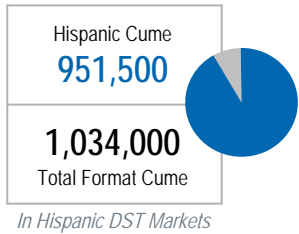
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Note: Due to rounding, totals may not add to 100.

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

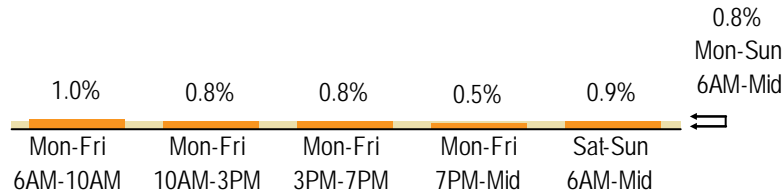
Spanish Variety

Cume



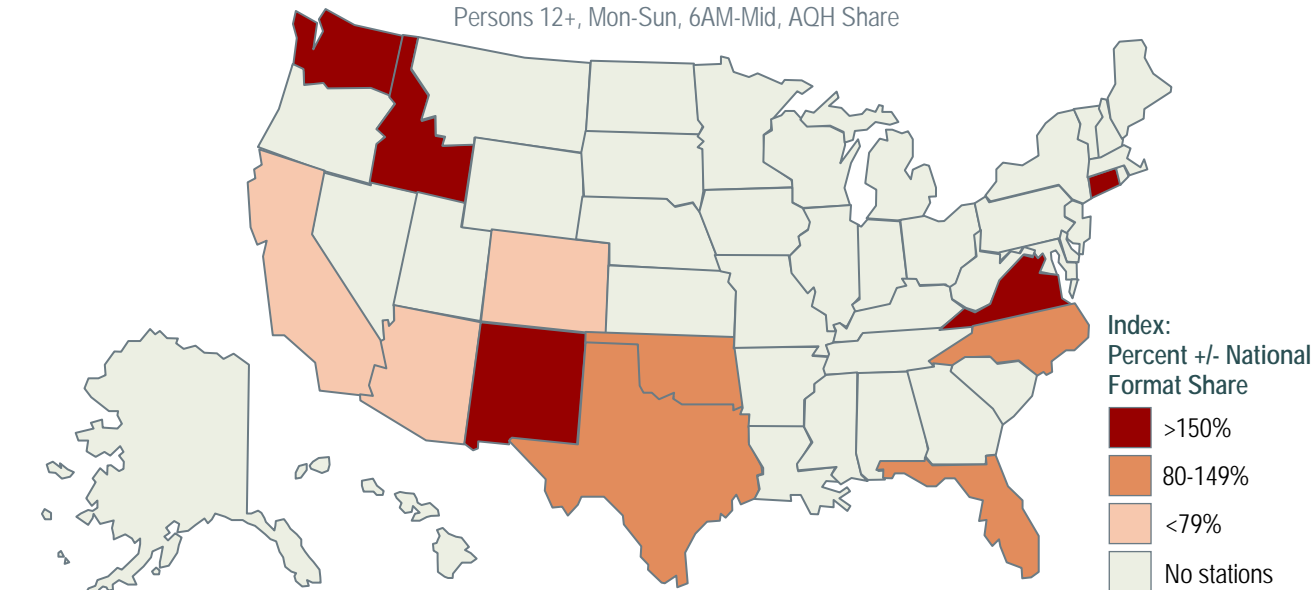
AQH Share of Listening by Daypart

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



Audience Share by State

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



Morning drive ranked highest, with 1% of all listening. Hispanics tuned to Spanish Variety stations more on weekends than in midday and afternoon drive during the week.

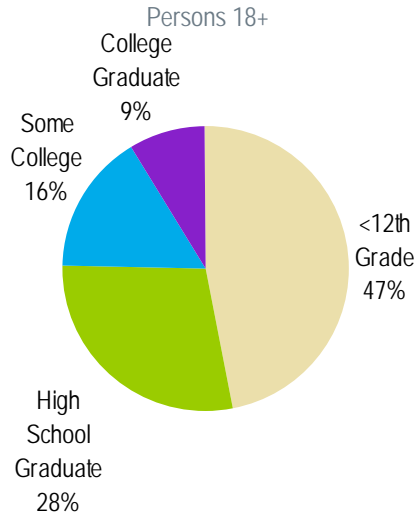
Five states in our new Audience Share by State heat index were home to stations that overindexed. Virginia benefited from WDCN-LP, which serves the Washington, DC, market with full service programming that includes Spanish-language coverage of the D.C. United soccer club. The state is also home to WKDV-AM, targeting Prince William County.

continued ►

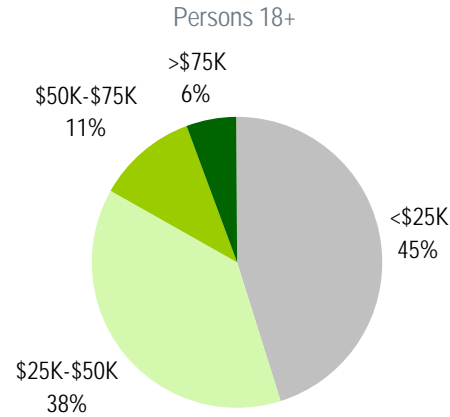
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Spanish Variety

Education

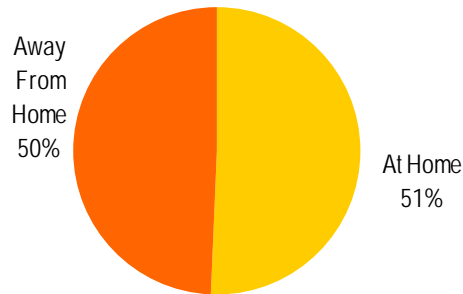


Household Income



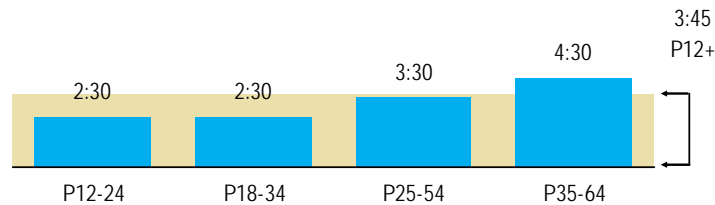
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Stations calling themselves Spanish Variety were enjoyed as much in one's home as they were away from home, with nearly 50/50 consumption seen among Latinos.

English-dominant Hispanic adults 25-54 spent 3 hours, 45 minutes with Spanish Variety stations —15 minutes more than Spanish-dominant audiences. An equal percentage of Hispanics 35-64 spent 4 hours, 30 minutes with Spanish Variety stations.

Spanish Variety stations attracted a wide variety of adults 18+. Twenty-five percent attended college, while 28% had a high school education. Thirty-eight percent of Spanish Variety listeners lived in households with annual incomes between \$25,000 and \$50,000. Seventeen percent lived in households with annual incomes upward of \$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, Spring 2010.

Spanish Variety



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$97
Television	\$95
Camera/Camera Accessories	\$30
Carpeting or Other Flooring	\$42
Furniture	\$58
Mattress	\$42
Stereo Equipment/Home Music System	\$12

Total Spent by Listeners:

Men's Business Clothing	\$19
Men's Casual Clothing	\$50
Men's Shoes	\$30
Women's Business Clothing	\$16
Women's Casual Clothing	\$48
Women's Shoes	\$35
Children's Clothing	\$50
Infants' Clothing	\$23
Cosmetics, Perfume, Skin Care	\$43
Sports Equipment	\$13

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (93)	35%
Shopped Non-Hispanic Stores Only (106)	64%
Did Not Shop for Groceries (48)	1%
Spent \$100+ on Groceries Past 7 Days (100)	67%
Use Grocery Coupons Every Week (108)	28%

Total Household Grocery Spending Past 7 Days: \$41 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (99)	88%
<i>Average # Meals per Month: 5.1</i>	
Sit-Down Restaurant (98)	73%
<i>Average # Meals per Month: 3.9</i>	
Breakfast at Any Restaurant (103)	54%
Lunch at Any Restaurant (99)	75%
Dinner at Any Restaurant (92)	72%

Last Vehicle Acquired by Household

Bought New (104)	31%
Bought Used (100)	51%
Leased (120)	6%
Household Owns/Leases No Vehicle (86)	12%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (101)	68%
Do-It-Yourself Repairs (97)	32%

Health Care

Have Health Insurance Coverage (95)	63%
Have Life Insurance Coverage (91)	32%
Bought Prescription Drugs Past 30 Days (102)	72%

Cell Phone Usage

Use Cell Phone (97)	78%
<i>Among Cell Phone Users:</i>	
Texting (98)	58%
Instant Messaging (85)	14%
E-Mail (82)	14%
Plan to Switch Carrier Next 12 Months (114)	19%
Receive Bill Monthly, Nothing Prepaid (101)	85%
Prepaid Usage (95)	15%

Average Monthly Bill: \$78

Online Activity

Have Online Access (77)	47%
Accessed Internet Past 30 Days (74)	42%
Purchased Online Past 12 Months (73)	28%

Total Spent Online by Listeners Past 12 Months: \$147 million

Among Internet Users Past 30 Days:

Used E-Mail (96)	85%
Paid Bills (108)	55%
Checked Weather (89)	45%
Social Networking (98)	44%
Listened to/Downloaded Music (95)	42%

Voter Profile (Self-Identified)

Registered to Vote (86)	48%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (104)	59%
Republican/Independent but Feel Closer to Republican (120)	28%
Independent/Other (64)	13%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Spanish Variety's Hispanic listeners reported considerable consumer spending. Most (66%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$97 million during the past 12 months. During the same time period, 70% of listeners personally shopped for clothing and shoes (for themselves or others), spending a combined total of \$271 million.

Virtually all listeners (99%) lived in households that shopped for groceries during the past seven days, and only about one-third of shoppers went to Hispanic grocery stores (35%). Nearly three out of every 10 used grocery coupons weekly.

A majority of listeners used fast food restaurants (88%) and sit-down restaurants (73%). More than half eat breakfast out (54%) and about three-fourths dined out for lunch (75%).

Most listeners had health insurance (63%) and bought prescription drugs (72%). Only about one-third had life insurance coverage.

Compared with the total Hispanic population in the survey area, listeners were below average in having Internet access. Under half (47%) were online. Still, the audience of Spanish Variety radio did considerable online spending—during the previous 12 months, 28% of listeners purchased online, spending about \$147 million. Compared with all Hispanic Internet users, listeners were more likely to pay bills online.

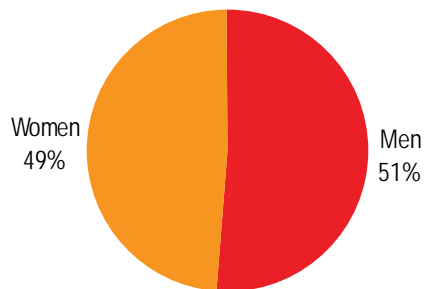
Spanish Variety listeners were below the Hispanic average for voter registration, with under half reporting that they were registered (48%). Among these potential voters, most affiliated with Democrats (59%) but they were also more likely than the Hispanic norm to identify with Republicans.

Tejano



Listeners 12+

Mon-Sun, 6AM-Mid



AQH Share Trend

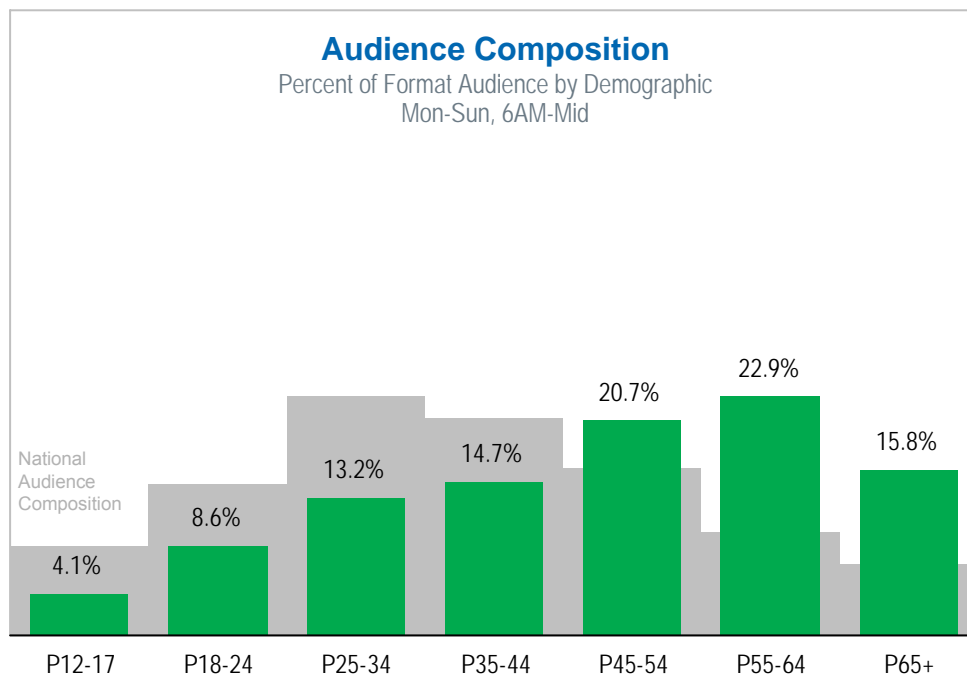
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	1.1	1.0	1.1	0.8	0.7	0.7	0.9	0.8
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2

12+ AQH Share in PPM Markets	0.3%
12+ AQH Share in Diary Markets	1.7%

Audience Composition

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



A Lone Star Like No Other

With rhythms and sounds that borrow heavily from traditional Mexican music and country genres, Tejano continued to draw audiences in Texas and Arizona.

Age was the differentiating factor, with Tejano the top Hispanic format among Spanish-dominant adults 45-54. Increased popularity with adults 12-24 who preferred to use Spanish was also evident in Spring 2010. At the same time, Tejano enjoyed the highest percentage of English-dominant adults 55-64.

Overall, the 22 Tejano stations in this report attracted a near-equal number of men and women. When considering the language preference of Tejano consumers, the statistics diverged—for English-dominant listeners, 54% were women; with Spanish-dominant audiences, 56% were men.

Led by such artists as David Lee Garza, Bobby Pulido, Grupo Mazz and the late Selena, who brought Tejano to a global audience, Tejano's performance was powered by adults 45+, who comprised almost 60% of the audience. The highest percentages ever of adults 55-64 and adults 65+ were seen in Spring '10, while the percentage of adults 18-24 decreased 2% to its lowest level since 2002, when we began tracking the format.

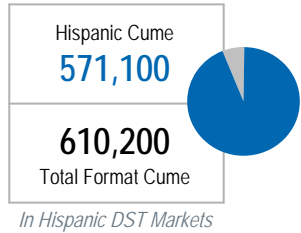
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Note: Due to rounding, totals may not add to 100.

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

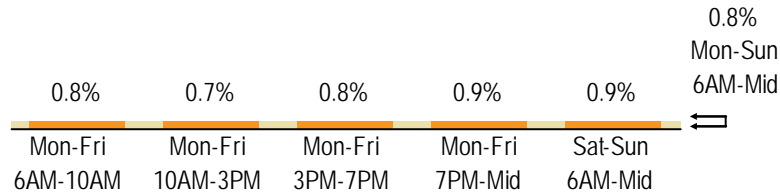
Tejano

Cume



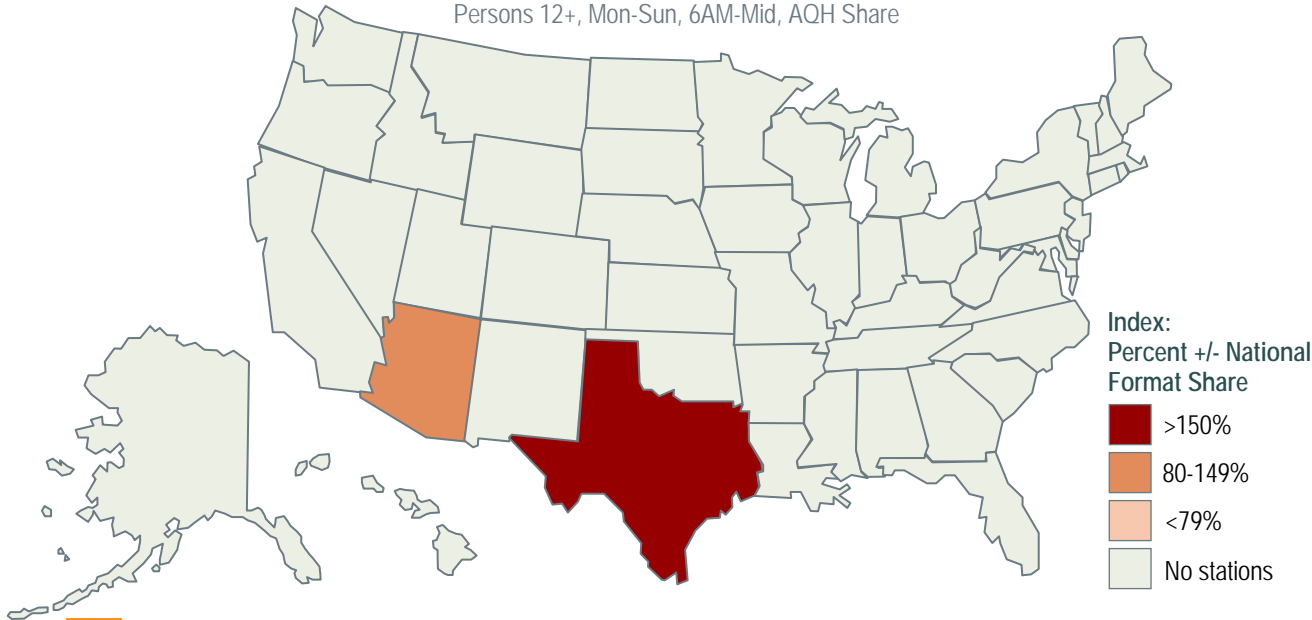
AQH Share of Listening by Daypart

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



Audience Share by State

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



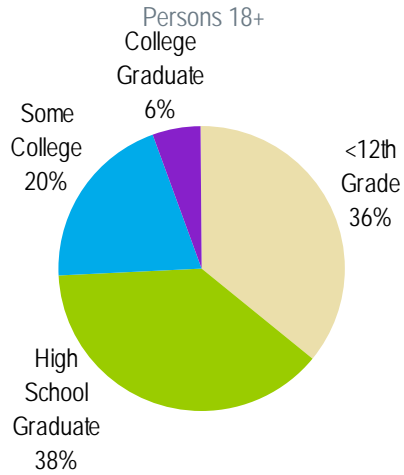
Tejano music enjoys a rich heritage in the Lone Star State and in Tucson, and attracts a diverse mix of both Spanish-dominant and English-dominant Hispanics.

continued ►

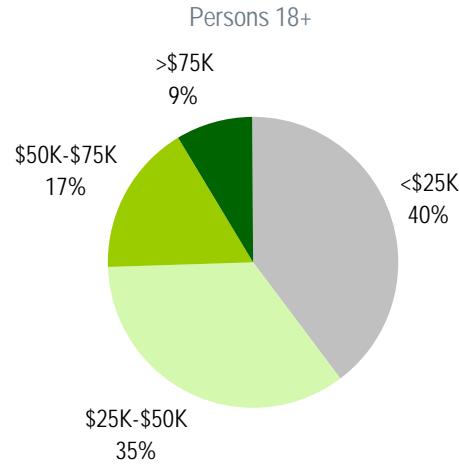
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Tejano

Education

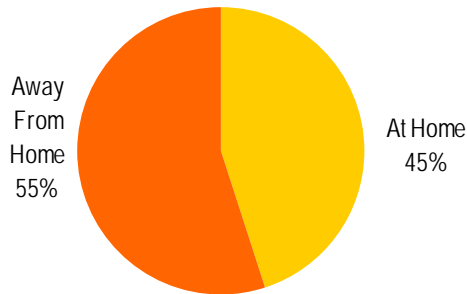


Household Income



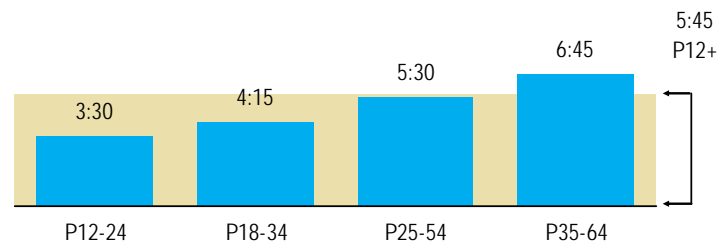
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Some 45% of Tejano's listening occurred at home. That's a slight uptick from the 44% of listening conducted at home in Fall '08.

Tejano benefited from audiences who tuned in to the format for its unique, bilingual presentation and music not heard anywhere else. As a result, the format continued to excel with Time Spent Listening following the transition from Diary-based methodology to the Portable People Meter in some markets where Tejano stations were based. TSL was longest among Spanish-dominant adults 35-64, with 7 hours, 15 minutes spent with Tejano.

Twenty-six percent of all adults 18+ who listened to Tejano stations attended college, with 38% holding a high school diploma. More than one-quarter of all Tejano listeners lived in households with annual incomes above \$50,000, while 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, Spring 2010.

Tejano



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$80
Television	\$85
Camera/Camera Accessories	\$15
Carpeting or Other Flooring	\$25
Furniture	\$55
Mattress	\$27
Stereo Equipment/Home Music System	\$11
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$17
Men's Casual Clothing	\$34
Men's Shoes	\$26
Women's Business Clothing	\$16
Women's Casual Clothing	\$37
Women's Shoes	\$27
Children's Clothing	\$40
Infants' Clothing	\$15
Cosmetics, Perfume, Skin Care	\$35
Sports Equipment	\$12

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (79)	30%
Shopped Non-Hispanic Stores Only (114)	69%
Did Not Shop for Groceries (80)	1%
Spent \$100+ on Groceries Past 7 Days (100)	67%
Use Grocery Coupons Every Week (125)	33%

Total Household Grocery Spending Past 7 Days: \$29 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (104)	92%
<i>Average # Meals Per Month: 6.0</i>	
Sit-Down Restaurant (110)	82%
<i>Average # Meals Per Month: 4.8</i>	
Breakfast at Any Restaurant (96)	50%
Lunch at Any Restaurant (102)	77%
Dinner at Any Restaurant (111)	86%

Last Vehicle Acquired by Household

Bought New (108)	32%
Bought Used (107)	55%
Leased (80)	4%
Household Owns/Leases No Vehicle (66)	9%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (101)	68%
Do-It-Yourself Repairs (97)	32%

Health Care

Have Health Insurance Coverage (95)	63%
Have Life Insurance Coverage (142)	50%
Bought Prescription Drugs Past 30 Days (104)	73%

Cell Phone Usage

Use Cell Phone (95)	77%
<i>Among Cell Phone Users:</i>	
Texting (94)	55%
E-Mail (80)	14%
Instant Messaging (78)	13%
Plan to Switch Carrier Next 12 Months (89)	15%
Receive Bill Monthly, Nothing Prepaid (101)	85%
Prepaid Usage (96)	15%

Average Monthly Bill: \$82

Online Activity

Have Online Access (89)	55%
Accessed Internet Past 30 Days (90)	52%
Purchased Online Past 12 Months (93)	35%

Total Spent Online by Listeners Past 12 Months: \$131 million

Among Internet Users Past 30 Days:

Used E-Mail (98)	87%
Checked Weather (104)	53%
Paid Bills (102)	52%
Listened to/Downloaded Music (86)	38%
Social Networking (81)	37%

Voter Profile (Self-Identified)

Registered to Vote (114)	64%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (99)	57%
Republican/Independent but Feel Closer to Republican (86)	20%
Independent/Other (119)	23%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic Tejano listeners made a considerable contribution to total consumer spending. Most listeners (74%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$80 million during the past 12 months. During the same time period, 72% of listeners personally shopped for clothing and shoes (for themselves or others), spending a combined total of \$212 million.

Hispanic Tejano listeners were more likely than the average Hispanic in the survey area to live in households that used grocery coupons every week (33%).

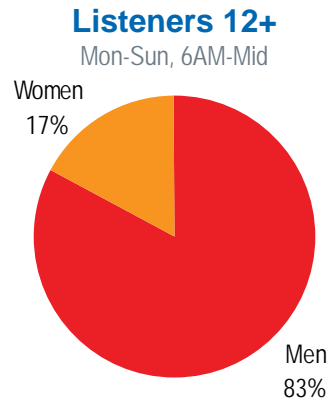
Tejano listeners were heavy users of fast food restaurants. Ninety-two percent had eaten fast food during the past 30 days, and they averaged 6.0 fast food meals per month. A majority also used sit-down restaurants (82%). They were more likely than the average Hispanic to eat dinner out (86%).

Tejano listeners were much more likely than the average Hispanic in the survey area to have life insurance—50% of listeners were covered compared with 36% of total Hispanics.

Compared with the total Hispanic population in the survey area, listeners were below average in having Internet access. Just over half were online (55%). Still, the audience of Tejano radio did participate in e-commerce—during the previous 12 months, 35% of listeners purchased online, spending approximately \$131 million.

Listeners were above the average for all Hispanics in the survey area to be registered to vote—64% reported that they were registered. Most voters leaned Democrat (57%), but Tejano listeners were also above average in affiliating as Independent/Other.

Spanish Sports



AQH Share Trend

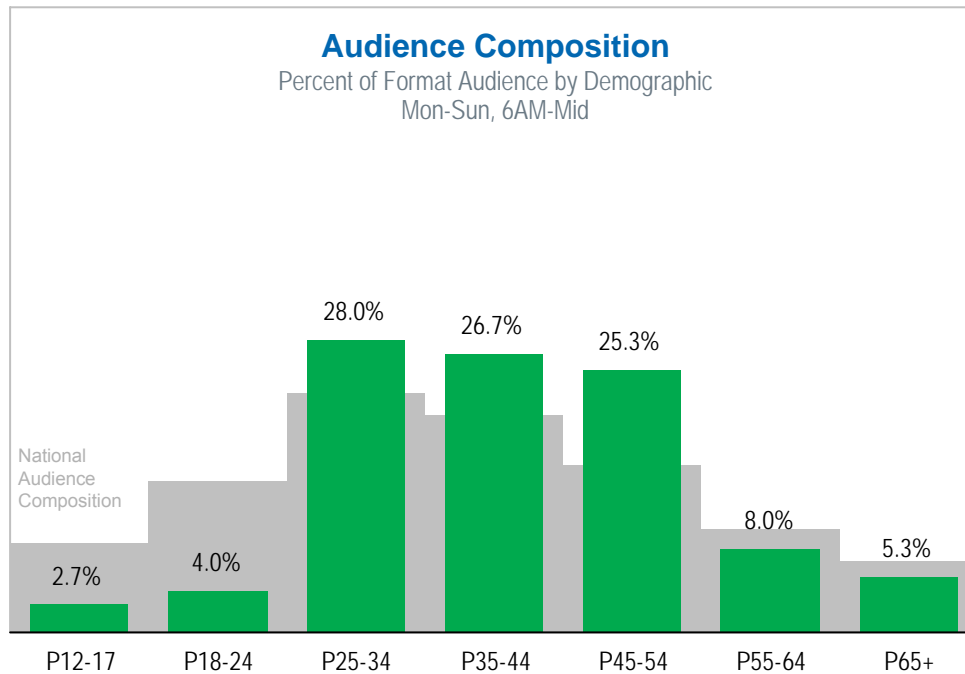
Persons 12+, Mon-Sun, 6AM-Mid
In Hispanic DST Markets

	SP02	SP03	SP04	SP05	SP06	SP07	FA08	SP10
Hispanic	-	-	-	-	-	-	-	0.2
Total	-	-	-	-	-	-	-	0.1

12+ AQH Share in PPM Markets	0.3%
12+ AQH Share in Diary Markets	0.2%

Audience Composition

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



The Leader With Hispanic Males

With Hispanic Radio Today 2010 comes the first-ever look at the growing Spanish Sports format. Modeled after English-language Sports Talk stations, Spanish Sports focuses predominantly on the favorite teams, leagues and stars of U.S. Hispanics. This includes first-division Mexican league soccer, and a variety of top-flight global soccer leagues. Boxing, baseball, football, motor sports and basketball are also common topics of discussion. Spanish-language play-by-play of various professional sports teams often accompanies call-in shows and roundtable sports talk programming.

Spanish Sports, to little surprise, draws large numbers of men. With 83% of its listeners male, Spanish Sports had the lowest concentration of Hispanic female listeners of any format. The majority of Spanish Sports listeners were Spanish-dominant adults 25-34.

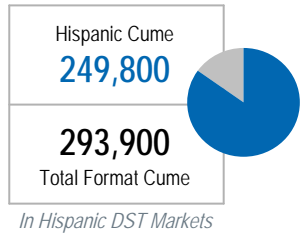
Hispanic males who are sports “fanáticos” turned to Spanish Sports stations to keep their ears glued to the latest information about their favorite teams or players. By audience composition, Spanish Sports was No. 1 with males 35-44, and No. 2 with men 25-34 and 45-54. One segment of English-dominant men was also drawn to Spanish Sports—the format ranked No. 1 among 45-54s.

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, Spring 2010.*

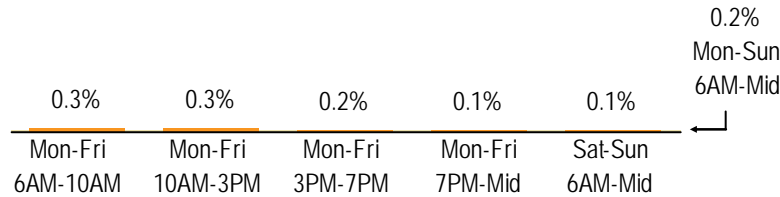
Spanish Sports

Cume



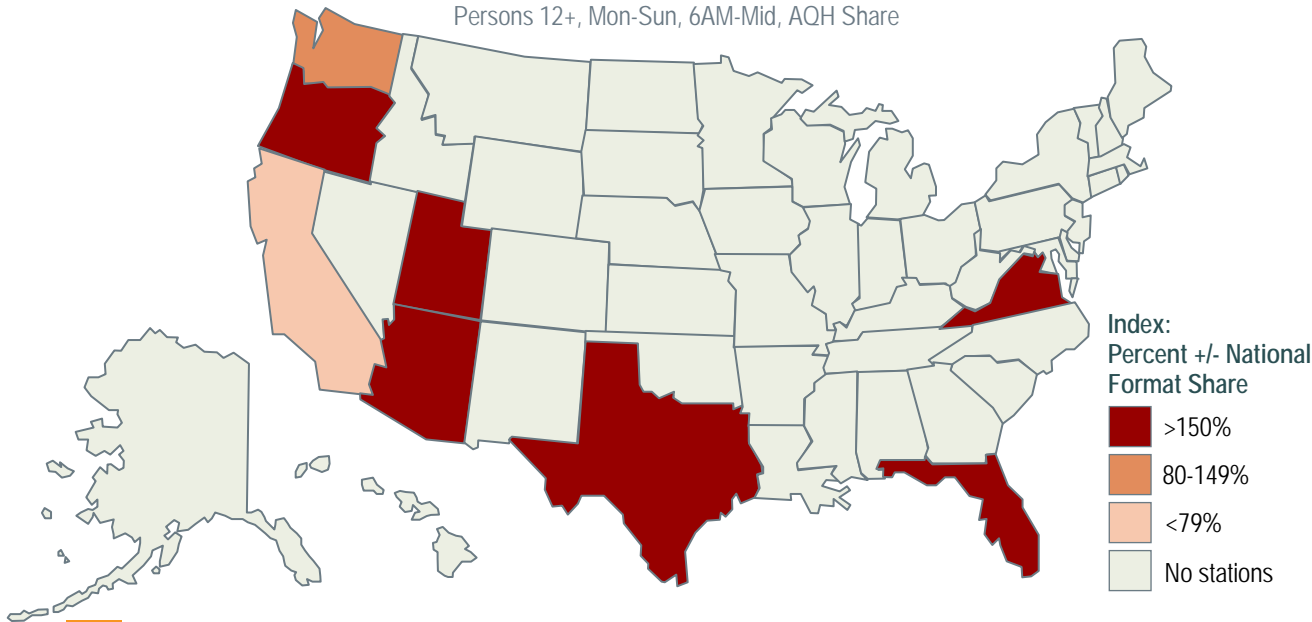
AQH Share of Listening by Daypart

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



Audience Share by State

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



With 19 stations in the Hispanic markets included in this report, Spanish Sports enjoyed a healthy audience in middays and morning drive, with only a slight drop in listeners during afternoons.

Our new Audience Share by State heat index showed Spanish Sports stations overindexing in Arizona, Florida, Virginia, Utah, Texas and Oregon. ESPN Deportes Radio affiliates were primarily responsible for the performance; WXTR-AM, based in Alexandria, Virginia, serves the Washington, DC, market.

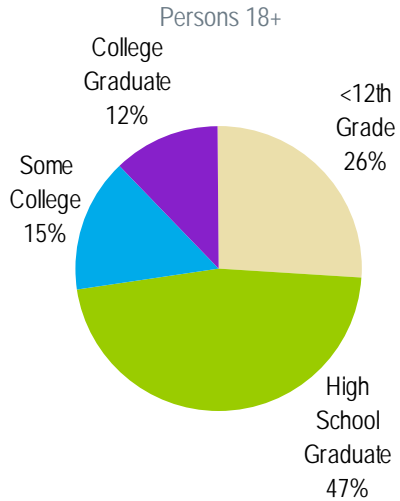
By total audience, the nation's leading Spanish Sports station was Lotus-owned KWKW-AM/Los Angeles, the flagship ESPN Deportes Radio affiliate.

continued ►

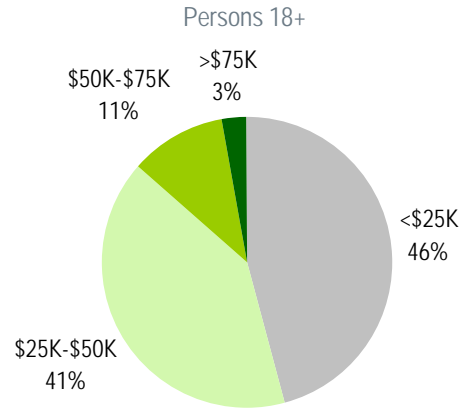
*Note: Due to rounding, totals may not add to 100.
Source: Format definitions are supplied to Arbitron by the radio stations. Data come from TAPSCAN™ Web National Regional Database, Spring 2010.*

Spanish Sports

Education

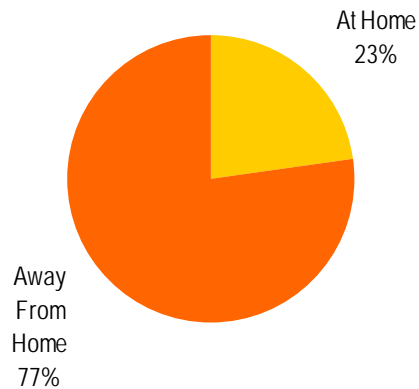


Household Income



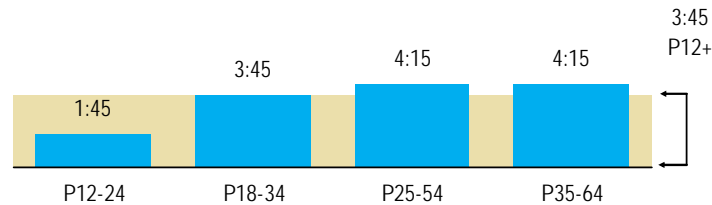
AQH Share of Listening by Location

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



Time Spent Listening by Demographic

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



Spanish Sports listeners were among the most highly educated and best earners among all Hispanic listeners. The vast majority of listening occurred out of the home—no surprise considering the high quotient of male listening to this format. Spanish Sports was the No. 1 format away from home, accounting for 77% of all listening occasions.

Adults 18+ who listened to Spanish Sports stations were highly varied in nature. More than 27% attended college, while 47% had a high school education. Forty-one percent of the format's listeners lived in households with annual incomes between \$25,000 and \$50,000. Fourteen percent lived in households with annual incomes between \$50,000 and \$75,000.

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, Spring 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.)



Selected Spending Estimates Past 12 Months

Total Spent by Listeners/Other Members of Household (millions):

Hardware, Building, Paint, Lawn, Garden Items	\$210
Television	\$219
Camera/Camera Accessories	\$47
Carpeting or Other Flooring	\$150
Furniture	\$191
Mattress	\$84
Stereo Equipment/Home Music System	\$23
<i>Total Spent by Listeners:</i>	
Men's Business Clothing	\$62
Men's Casual Clothing	\$109
Men's Shoes	\$87
Women's Business Clothing	\$35
Women's Casual Clothing	\$87
Women's Shoes	\$68
Children's Clothing	\$101
Infants' Clothing	\$35
Cosmetics, Perfume, Skin Care	\$75
Sports Equipment	\$55

Grocery Shopping Past 7 Days (Household)

Shopped Hispanic Grocery Stores (85)	32%
Shopped Non-Hispanic Stores Only (109)	66%
Did Not Shop for Groceries (136)	2%
Spent \$100+ on Groceries Past 7 Days (107)	72%
Use Grocery Coupons Every Week (118)	31%

Total Household Grocery Spending Past 7 Days: \$73 million

Restaurant Patronage Past 30 Days

Fast Food Restaurant (102)	91%
<i>Average # Meals per Month: 6.1</i>	
Sit-Down Restaurant (112)	84%
<i>Average # Meals per Month: 4.3</i>	
Breakfast at Any Restaurant (115)	60%
Lunch at Any Restaurant (108)	82%
Dinner at Any Restaurant (108)	83%

Last Vehicle Acquired by Household

Bought New (116)	34%
Bought Used (93)	48%
Leased (164)	8%
Household Owns/Leases No Vehicle (70)	10%

Automotive Repairs Past 12 Months (Household)

All Repairs Done at Shop (98)	66%
Do-It-Yourself Repairs (104)	34%

Health Care

Have Health Insurance Coverage (109)	73%
Have Life Insurance Coverage (139)	50%
Bought Prescription Drugs Past 30 Days (102)	71%

Cell Phone Usage

Use Cell Phone (106)	85%
<i>Among Cell Phone Users:</i>	
Texting (113)	67%
E-Mail (147)	25%
Instant Messaging (115)	19%
Plan to Switch Carrier Next 12 Months (109)	18%
Receive Bill Monthly, Nothing Prepaid (101)	85%
Prepaid Usage (96)	15%

Average Monthly Bill: \$87

Online Activity

Have Online Access (120)	74%
Accessed Internet Past 30 Days (124)	71%
Purchased Online Past 12 Months (133)	51%
<i>Total Spent Online by Listeners Past 12 Months: \$605 million</i>	

Among Internet Users Past 30 Days:

Used E-Mail (105)	93%
Checked Weather (113)	57%
Paid Bills (110)	55%
Social Networking (106)	48%
Checked Sports Scores/Updates (177)	44%

Voter Profile (Self-Identified)

Registered to Vote (119)	67%
<i>Party Affiliation of Registered Voters (Self-Identified):</i>	
Democrat/Independent but Feel Closer to Democrat (92)	52%
Republican/Independent but Feel Closer to Republican (114)	27%
Independent/Other (108)	21%

Source: Scarborough Research, Hispanic DST Multi-Market, Release 1, 2010

Note: Numbers shown in parentheses are the index comparing Hispanic listeners of format with total Hispanics in the survey area. An index of 100 is average.

Hispanic listeners of All Sports made a significant impact on consumer spending. Most listeners (72%) lived in households that shopped for hardware, building, paint, lawn and garden items, spending \$210 million during the past 12 months. During the same time period, 70% of listeners personally shopped for clothing and shoes (for themselves or others), spending a combined total of \$585 million.

Hispanic listeners of All Sports were more likely than the average Hispanic in the survey area to use grocery coupons every week (31%). They were also more strongly oriented to non-Hispanic grocery stores, with 66% shopping only at these stores during the past seven days.

All Sports' Hispanic listeners were heavy users of fast food restaurants. Ninety-one percent have eaten fast food during the past 30 days and they averaged 6.1 fast food meals per month. A majority also used sit-down restaurants (84%). They were more likely than the average Hispanic to eat out for breakfast (60%), lunch (82%) and dinner (83%).

Hispanic listeners of this format were much more likely than the average Hispanic in the survey area to have life insurance—50% of listeners were covered compared with 36% of total Hispanics.

Compared with the total Hispanic population in the survey area, listeners were above average in having Internet access. All Sports' Hispanic listeners made a significant contribution to e-commerce spending—during the previous 12 months, 51% purchased online, spending approximately \$605 million.

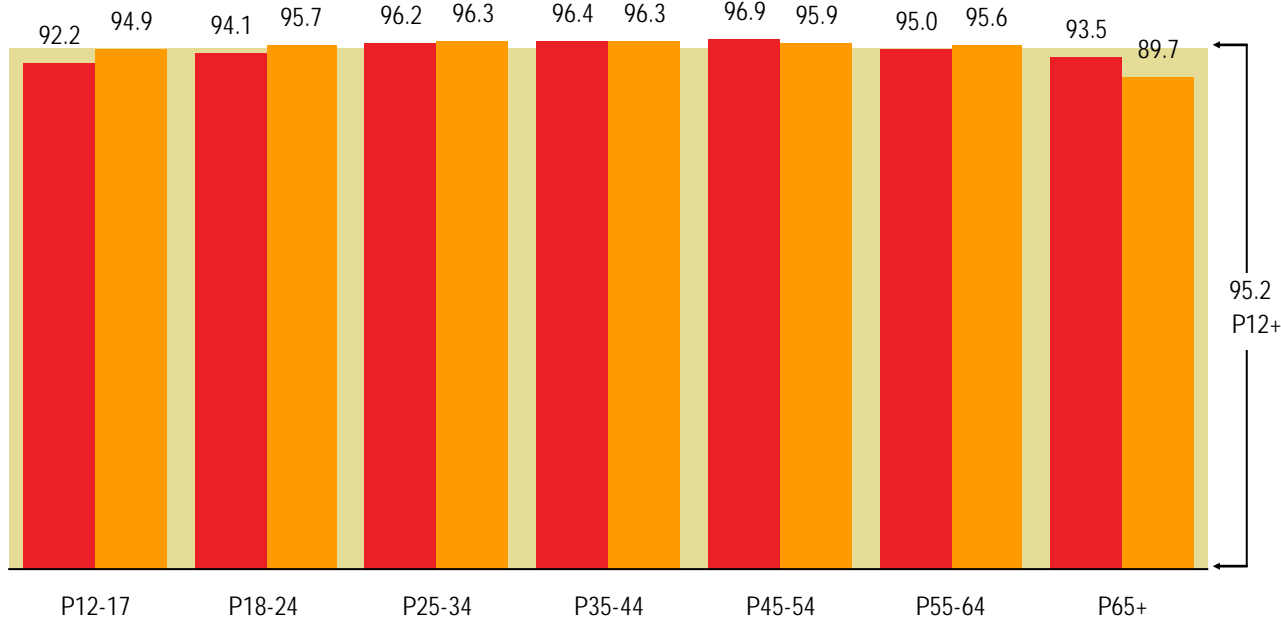
Listeners were above the average for all Hispanics in the survey area to be registered to vote—67% reported that they were registered.

National Radio Listening Trends

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

Radio Reaches All Ages

Weekly Cume Rating
All Hispanic Listeners



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

- Men
- Women

How to Read:

These figures represent "weekly Cume ratings." For example, 95.7% of all Hispanic 18-24 females in the U.S. tune in to the radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The light green background represents the average of all Hispanic Americans, at least 12 years old, who listen to the radio at least once during the week. You can then see how radio reaches various demographic groups compared to the national average.

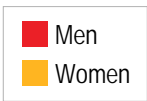
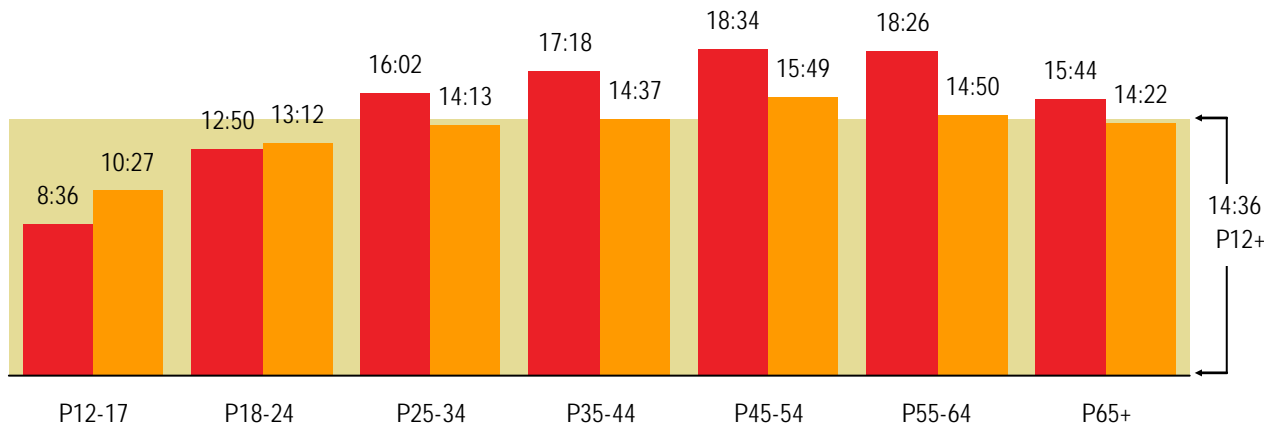
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Source: RADAR 106, September 2010.

Radio Reaches All Ages

Time Spent Listening

Hours:Minutes per Week
All Hispanic Listeners



Time spent listening in Spring 2010 trended lower compared to previous years, attributed primarily to the expansion of PPM measurement.

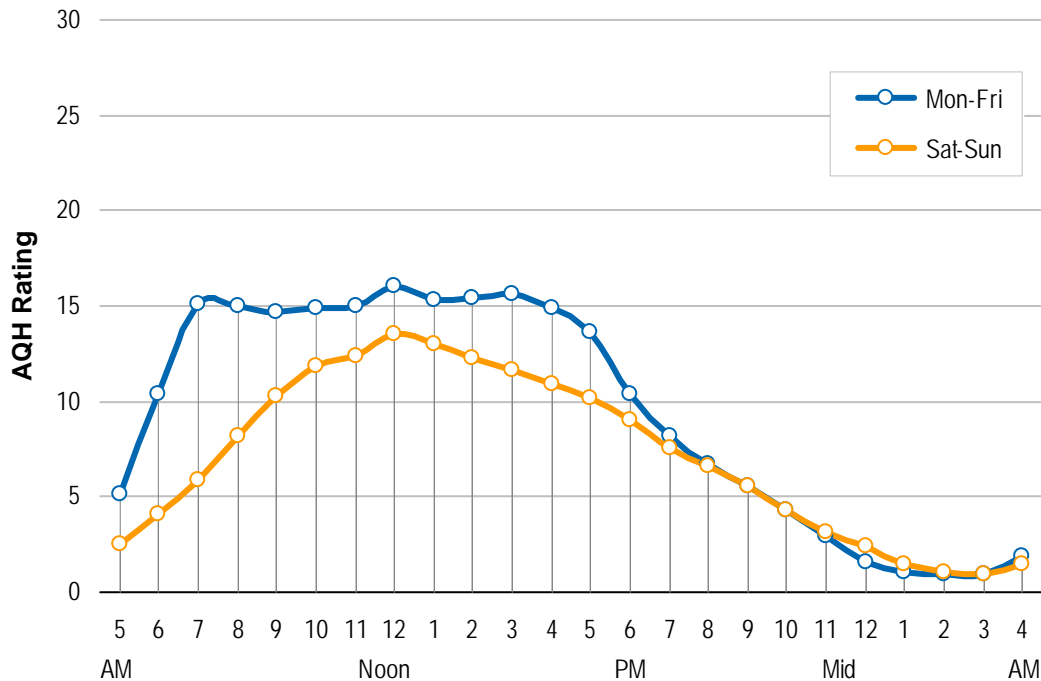
Hispanics aged 12 or above spent almost 14.5 hours per week with radio. Adult Hispanic Men were by far the most enthusiastic consumers of radio.

Source: RADAR 106, September 2010.

Hour-by-Hour Listening

Hour-by-Hour Listening, AQH Rating

Persons Using Radio
All Hispanic Listeners



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

This “roller coaster” hour-by-hour listening pattern pretty much looks like the general market listening pattern, except that Hispanic AQH ratings are higher in most hours, especially during working hours Monday through Friday.

continued ►

Source: RADAR 106, September 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	63.8	53.2	70.7	55.2	73.6	92.2
	W	69.3	59.0	77.1	60.8	80.3	94.9
P18-24	M	66.0	74.4	76.9	64.1	77.9	94.1
	W	69.2	80.4	80.9	65.7	81.7	95.7
P25-34	M	76.5	80.3	83.7	60.6	80.6	96.2
	W	73.8	80.0	80.9	56.7	81.5	96.3
P35-44	M	79.2	82.2	85.2	62.1	83.4	96.4
	W	76.1	81.5	82.1	57.5	81.2	96.3
P45-54	M	80.8	82.8	86.0	62.3	84.8	96.9
	W	75.4	80.3	81.2	57.3	82.7	95.9
P55-64	M	76.1	82.9	79.8	55.9	80.7	95.0
	W	70.9	79.1	76.6	50.8	80.1	95.6
P65+	M	68.0	81.8	71.9	43.5	80.4	93.5
	W	61.9	75.7	62.1	35.5	73.0	89.7

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

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

Source: RADAR 106, September 2010.

Sources

About Language Preference

Hispanic Radio Today 2010 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.”

(Owing to PPM measurement disruptions as a result of Hurricane Ike in October 2008, Houston-Galveston data were not used for the Arbitron *Radio Today 2009* studies but are included in the 2010 studies.)

Hispanic Radio Today 2010 contains radio listening and consumer behavior statistics for listeners to radio stations in the United States. Data for the charts and graphs in this edition come from this source:

- Arbitron TAPSCAN™ Web National Regional Database, Spring 2010, which includes quantitative radio audience information from 103 Hispanic DST markets surveyed by Arbitron in the United States.

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

- All spending estimates shown in this report are based on self-reported dollar amounts spent in each category during a specified time period. For each category, total dollar estimates have been developed using Scarborough’s proprietary software, PRIME NEXt.
- Automotive Repairs
Data for “do it yourself” repairs contain listeners who did any or all repairs on household vehicles themselves (regardless of whether they used a shop for some repairs). The data are based on total adults having household vehicles that required repairs or services during the past 12 months. DIY repairs are described as those done by the listener, or someone else, for free.
- Voter Profile
Data are based on consumers’ self-proclaimed registration status and political party affiliation.

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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