Hispanic Radio Today
How America Listens to Radio
2006 Edition
Radio: A Medium That Speaks to Hispanics

The U.S. Hispanic population is growing rapidly and is now the biggest minority in the country. Hispanic Radio Today illustrates that Hispanic consumers are heavy users of radio, spending significant time in particular with Spanish-language radio.

Currently, there are more than 13,800 radio stations broadcasting across the country, of which more than 700 are Spanish-language stations. This number has increased by a multiple of 10 in the past 20 years, which has dramatically boosted the overall audience share of Spanish-language formats. Today, in the nation’s largest cities, some of the top radio stations are Spanish-language, not just among Hispanics but also among everyone.

Because of various countries of origin, Hispanics display sharp regional differences in their consumer and media preferences. Radio is uniquely suited to address these differences through highly targeted programming that appeals to distinct groups. This is one of many reasons why no other medium comes close to radio’s extraordinary reach among Hispanics despite a proliferation of media options. Another is radio’s mobility, which enables it to reach Hispanics whenever and wherever they prefer.

Arbitron invites you to examine the many facets of Hispanic radio listening, including the most popular formats among Hispanics and in-depth profiles of their audiences.
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### Station Trends

#### Number of Hispanic Radio Stations in the U.S.

<table>
<thead>
<tr>
<th>Year</th>
<th>Stations</th>
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<tbody>
<tr>
<td>SP98</td>
<td>533</td>
</tr>
<tr>
<td>SP99</td>
<td>569</td>
</tr>
<tr>
<td>SP00</td>
<td>589</td>
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<tr>
<td>SP01</td>
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<tr>
<td>SP04</td>
<td>678</td>
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<tr>
<td>SP05</td>
<td>715</td>
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#### Hispanic Population Percentages for Arbitron Metros

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tr>
<td>1998</td>
<td>11.2%</td>
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<tr>
<td>1999</td>
<td>11.7%</td>
</tr>
<tr>
<td>2000</td>
<td>12.0%</td>
</tr>
<tr>
<td>2001</td>
<td>12.1%</td>
</tr>
<tr>
<td>2002</td>
<td>13.2%</td>
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<tr>
<td>2003</td>
<td>13.4%</td>
</tr>
<tr>
<td>2004</td>
<td>14.3%</td>
</tr>
<tr>
<td>2005</td>
<td>14.6%</td>
</tr>
</tbody>
</table>
Radio Reaches All Ages

Radio’s Reach Spans All Ages

Radio reaches more than 95 percent of all Hispanic Americans 12 years of age and older each week. While there are slight differences among age groups and genders, radio performs strongly among Hispanics across the board. Listening drops off slightly among Men 65+ and even more so among Women 65+, yet radio still reaches the vast majority of these groups.

How to Read:
These figures represent “weekly cume ratings.” For example, 97.7 percent of all Hispanic teen 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 green background represents the average of all 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.

Weekly Cume Rating

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>P12-17</td>
<td>93.9</td>
<td>97.7</td>
</tr>
<tr>
<td>P18-24</td>
<td>94.3</td>
<td>96.3</td>
</tr>
<tr>
<td>P25-34</td>
<td>96.9</td>
<td>96.4</td>
</tr>
<tr>
<td>P35-44</td>
<td>96.4</td>
<td>95.4</td>
</tr>
<tr>
<td>P45-49</td>
<td>95.4</td>
<td>96.3</td>
</tr>
<tr>
<td>P50-54</td>
<td>94.4</td>
<td>96.3</td>
</tr>
<tr>
<td>P55-64</td>
<td>92.5</td>
<td>94.5</td>
</tr>
<tr>
<td>P65+</td>
<td>90.5</td>
<td>86.8</td>
</tr>
</tbody>
</table>

Source: Maximiser® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.
When examined in terms of time spent listening, the average Hispanic consumer 12+ tunes in for 22 hours and 15 minutes each week—much more than their general market counterparts. Interestingly, although only 87 percent of older Hispanic Women are reached by radio each week (compared to the national Hispanic average of 95 percent), those who do tune in listen the longest of any age group: 24 and a half hours each week. Conversely, male teens, ages 12-17, tune in for the shortest amount of time (14 and a half hours) during an average week.

![Graph showing time spent listening]

Source: Maximiser® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.
Like the general-market population, Hispanic weekday listening follows an established pattern in which radio listening peaks during the 7AM hour. But with rush hours starting earlier and ending later, other morning slots are posting strong listenership as well. Hispanic listening remains solid throughout the afternoon commute and well into the evening hours. Like the general market, peak listening times on Saturday and Sunday revolve around the morning and the lunchtime hours, from 9AM to 3PM. Listening is lowest both on weeknights and weekend nights from 12 Midnight to 5AM.

Source: Maximizer® Plus National Regional Database, Spring 2005, Mon-Sun, 5AM-5AM, All Hispanic Markets.
Hispanic men are more likely to be late-night listeners than Hispanic women. About 30 percent of Hispanic men tune in during the overnight hours each week, with Men 35-64 (32 percent) being the most likely of any age group (men or women) to tune in late at night. Adult Hispanics typically listen to about three hours of late-night radio programming per week.

Source: Maxi$meter® Plus National Regional Database, Spring 2005, Mon-Sun, Mid-6AM, All Hispanic Markets.
Like most Americans, Hispanic consumers listen to their radios at home during the evening hours. In the early morning, however, Hispanic listening patterns diverge from those of the general market. Hispanic radio listeners appear to be on the move much earlier than their general-market counterparts. About half of Hispanic listening occurs away from home from 4AM until 7AM, suggesting that many Hispanic listeners are going to work in these early hours. After 7AM, the vast majority of radio listening by Hispanics occurs in the car, at work or in some location other than their homes. As commuting times get earlier, radio’s mobility and its unique ability to be consumed at work give it a distinct advantage over other media in reaching an on-the-go Hispanic population.

Source: MaxiMiser® Plus National Regional Database, Spring 2005, Mon-Fri, 5AM-5AM, All Hispanic Markets.

How to Read:
The chart on this page and the one on the next page show how listening location makes up radiolistening during the course of a typical weekday and weekend day. For example, during the 11:00AM hour on this chart, about 21 percent of the 12+ population listened to the radio for at least five minutes. Of those who had listened, nearly two-thirds were listening away from home.
Weekend listening among Hispanics isn’t quite as strong as weekday listening—a pattern that is also reflected in the general market. In general, weekend listening patterns among Hispanics aren’t too different from their weekday ones. The main difference, as the chart reveals, is that people wake up a little later, with at-home listening really picking up around 8AM and remaining strong through the lunchtime hours. Hispanics are most likely to listen to the radio away from home on the weekend from about noon until 6PM.

Source: MaxiSemi® Plus National Regional Database, Spring 2005, Sat-Sun, 5AM-5AM, All Hispanic Markets.
Hispanics who work or drive to school are more likely to listen to the radio somewhere other than their homes, which is reflected in the high away-from-home listening percentages among adult male Hispanics. Adult Hispanic women, too, are more likely to tune in outside the home, but a little less so than men. As one might expect, teens and older people who work less and drive infrequently, if at all, do most of their listening at home.

Source: Maximizer® Plus National Regional Database, Spring 2005, Mon-Sun, 6AM-Mid, All Hispanic Markets.
This page shows you where Hispanic people are listening in much more detail than simply “at home” or “away from home.” As the chart illustrates, more than one half of Hispanic radio listening during morning drive (6AM-10AM, Mon-Fri) occurs in cars or at work. This same pattern repeats during afternoon drive (3PM-7PM, Mon-Fri). Meanwhile, 42 percent of Hispanic midday listening (10AM-3PM, Mon-Fri) happens at work and 22 percent occurs in cars. As one might expect, the bulk of listening “comes home” on weeknights as Hispanic consumers complete their workdays and finish their commutes. While the majority of listening (53 percent) takes place at home on weekends (10AM-7PM, Sat-Sun), in-car listening still makes a good showing—accounting for 28 percent of all Hispanic radio listening during this time period.

Source: Maximizer® Plus National Regional Database, Spring 2005

### Distribution of AQH Radio Listeners by Listening Location

<table>
<thead>
<tr>
<th></th>
<th>Home</th>
<th>Car</th>
<th>Work</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Sun 6AM-Mid</td>
<td>44.6%</td>
<td>27.3%</td>
<td>25.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Mon-Fri 6AM-10AM</td>
<td>41.0%</td>
<td>32.3%</td>
<td>25.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Mon-Fri 10AM-3PM</td>
<td>33.6%</td>
<td>21.6%</td>
<td>41.8%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Mon-Fri 3PM-7PM</td>
<td>38.7%</td>
<td>35.1%</td>
<td>23.1%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Mon-Fri 7PM-Mid</td>
<td>66.1%</td>
<td>19.4%</td>
<td>10.6%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Weekend 10AM-7PM</td>
<td>53.2%</td>
<td>27.8%</td>
<td>14.2%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

**Fast Fact:**
It’s well known that radio is the only mass medium that easily adapts to all key listening locations. But exactly what is “other” as a listening location? If you’re listening to the radio at a friend’s house, while at the beach or park, while working out at the gym or in a doctor’s waiting room, you’re in an “other” location. By the way, “at work” listening, while frequently defined as “office” listening, can encompass many other work locations, such as a vehicle (if you happen to drive for a living), a retail outlet, a factory or a construction site.
Listening patterns by daypart follow the routines of those who drive. Radio listening among working-age Hispanics typically peaks in morning drive (6AM-10AM, weekdays) among both genders. The afternoon commute (3PM-7PM, weekdays) comes in as the next strongest time period among adult Hispanic men, while midday (10AM-3PM, weekdays) comes in as the runner up to morning drive among adult Hispanic women. Listening among Hispanic teens peaks after school (3Pm-7PM) and on weekends. Hispanic Adults 65+ listen most during the morning drive period, and most of this listening occurs at home and not in cars, suggesting that older Hispanics may simply be early risers.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Mon-Fri 6AM-10AM</th>
<th>Mon-Fri 10AM-3PM</th>
<th>Mon-Fri 3PM-7PM</th>
<th>Mon-Fri 7PM-Mid</th>
<th>Sat-Sun 6AM-Mid</th>
<th>Mon-Sun 6AM-Mid</th>
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<tbody>
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<tr>
<td>M</td>
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<tr>
<td>M</td>
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<td>W</td>
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<tr>
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<td>84.9</td>
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<td>60.0</td>
<td>37.4</td>
<td>72.6</td>
<td>86.8</td>
</tr>
</tbody>
</table>

Source: Maximizer® Plus National Regional Database, Spring 2005
Hispanic People’s Favorite Formats

Spanish-Language Format Share for Hispanics
Persons 12+, AQH Share

- Mexican Regional: 19.4%
- Spanish Contemporary: 13.1%
- Spanish Tropical: 7.6%
- Spanish News/Talk: 3.3%
- Spanish Oldies: 0.4%
- Spanish Religious: 0.9%
- Tejano: 0.8%
- Spanish Variety: 3.2%
Spanish Formats by Region

Mexican Regional is the most popular Spanish-language format in the nation, dominating five regions of the country as indicated on the accompanying map. The next most popular Spanish-language format, Spanish Contemporary, performs best in the South Atlantic region. Spanish Tropical, which comes in third, does best in the Middle Atlantic and New England regions.
In the nation’s largest cities, Spanish-language stations often capture the largest AQH share of listening in the market. This strength is reflected on the national level as well. Among Total Persons 12+ in the U.S., Spanish-language stations garnered a 9.8 percent AQH share in 2005, up nearly a full point from 2004.

Listenership to almost every Spanish-language format has either grown or held steady over the past few years. Among Spanish-language formats, Mexican Regional demonstrates the strongest growth trend, recording notable AQH share increases across every age group.
Spanish-Format Growth Trends

Persons 25-54

Spanish-Format Growth Trends

Persons 35-64

- Mexican Regional
- Spanish Contemporary
- Spanish Tropical
- Spanish News/Talk
- Spanish Oldies
- Spanish Religious
- Spanish Variety
- Tejano

SP01 SP02 SP03 SP04 SP05
Hispanic Listeners’ Favorite Formats

On the following pages, you can read in detail about eight of the most popular radio formats among Hispanic Americans. While some of these formats—such as Adult Contemporary and CHR—appeal equally to the general market as well as to Hispanics, the others are Spanish-language stations, which are obviously targeting the Hispanic market. Indeed, in some markets that have large Hispanic populations, Spanish-language formats post larger shares of listening than general-market formats.

While Spanish-language radio formats have been around for decades, newer formats are emerging in response to both the evolving distribution of the Hispanic population and strong regional differences among Hispanic consumers. For instance, Latino Urban, or Reggaetón, and the Spanish Oldies/Memories format, branded as La Preciosa or Recuerdos, have come on the scene and, most recently, a Spanish-language version of the “Classic Hits,” or “play-what-you-want,” format.

Undoubtedly, programmers will continue to refine their offerings and develop new formats to appeal to distinct groups of Hispanic consumers as America’s Hispanic population continues to grow, both in number and in importance to advertisers.
Adult Contemporary

Adult Contemporary is the most mainstream of several “softer” formats that have all been designed to appeal to women. Mainstream Adult Contemporary attracts a healthy share of Hispanic fans, and most of these, nearly 70 percent, fall within the coveted 25-54 age group. Adult Contemporary performs well across the country, and it is a popular choice for at-work listening (40 percent of Hispanic AC listening occurs there); a point that is echoed in the format’s strong showing among Hispanic listeners during the midday time slot. Advertisers covet AC listeners, Hispanic or otherwise, because of their purchasing power—they typically are well educated and accordingly have good incomes.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximos® Plus National Regional Database, Spring 2005.
**How to Read:**

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.
Adult Contemporary

Education
Persons 18+

College Grad 21.7%
<12th Grade 12.3%
HS Graduate 25.8%
Some College 40.1%

Household Income
Persons 18+

>$75K 22.5%
<$25K 20.3%
$50K-$75K 21.1%
$25K-$50K 36.0%

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

8:30 P12+
8:00 P18-34
9:15 P25-54
9:45 P35-64

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxim$er® Plus National Regional Database, Spring 2005.
This format plays the latest pop and dance music. While it attracts a younger Hispanic audience, it is not just for teens: About 37 percent of the Hispanics who listen to CHR are between 25 and 54. The average age of its P1 listeners (“core” listeners or those who listen to their favorite CHR stations more than any others) is 23. The format boasts the second highest percentage of Hispanic listeners with some college education or a college degree. About 65 percent of Hispanic Pop CHR fans report household incomes under $50K per year—a statistic that is not surprising considering the youthful nature of the format and the high likelihood that many of these listeners are still in school. The format performs well across all dayparts, but it does particularly well at night (7PM-midnight, weekdays). It also performs well in most parts of the country.
CHR

**How to Read:**
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**Note:** Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxi$er® Plus National Regional Database, Spring 2005.
Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
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Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%

Education
Persons 18+

- College Grad: 11.6%
- <12th Grade: 21.7%
- HS Graduate: 32.3%
- Some College: 34.4%

Household Income
Persons 18+

- >$75K: 15.6%
- <$25K: 29.8%
- $25K-$50K: 35.3%
- $50K-$75K: 19.3%
Mexican Regional is the most popular Spanish-language format in the nation among Hispanic listeners, and it is also the fastest growing. This growth is reflected in the four-year Average Quarter-Hour national audience trend that you see in the upper-right corner of this page. Nearly three-quarters of Mexican Regional listeners are between the ages of 18 and 44, and they are more likely to be men than women. Mexican Regional fans are fiercely loyal to Mexican Regional’s blend of romantica, mariachi and tropical music, spending 14 hours per week, on average, listening to their favorite stations—the most time spent listening per week of any format in this volume. Providing an excellent example of the regional differences among the U.S. Hispanic population, this format performs best in the central portions, as well as in the Mountain and Pacific regions, of the country.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxi$er® Plus National Regional Database, Spring 2005.
Mexican Regional

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- At Home: 43.6%
- In Car: 23.5%
- At Work: 30.9%
- Other: 2.0%

AQH Share of Listening by Daypart
Persons 12+

- Mon-Fri 6AM-10AM: 22.4%
- Mon-Fri 10AM-3PM: 19.3%
- Mon-Fri 3PM-7PM: 16.4%
- Mon-Fri 7PM-Mid: 15.4%
- Sat-Sun 6AM-Mid: 18.4%

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxi$er® Plus National Regional Database, Spring 2005.
Mexican Regional

**Education**
Persons 18+

- Some College: 14.6%
- College Grad: 4.2%
- HS Graduate: 30.4%
- <12th Grade: 50.8%

**Household Income**
Persons 18+

- >$75K: 5.1%
- $50K-$75K: 7.6%
- $25K-$50K: 30.8%
- <$25K: 56.5%

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

- P12-24
- P18-34
- P25-54
- P35-64

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
Spanish Contemporary plays the latest Spanish-language hits from top Latin stars. Like Mexican Regional, the format’s audience is mostly made up of younger Hispanics, especially women, between the ages of 18 and 44. About one-third of Spanish Contemporary listeners have attended some college or hold a college degree. Spanish Contemporary is the second most popular Spanish-language format among Hispanic listeners, and it is the top Spanish-language format in the South Atlantic region.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer Plus National Regional Database, Spring 2005.
Spanish Contemporary

Education
Persons 18+

- <12th Grade: 32.9%
- HS Graduate: 31.9%
- Some College: 23.3%
- College Grad: 11.9%

Household Income
Persons 18+

- <$25K: 46.7%
- $25K-$50K: 33.1%
- $50K-$75K: 12.7%
- >$75K: 7.5%

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

- P12-24: 8:15
- P18-34: 9:45
- P25-54: 10:15
- P35-64: 10:15

Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
Spanish News/Talk

Spanish News/Talk listeners want to be “in the know” on a variety of social, political and economic topics. As one might expect, this format attracts mature Hispanic listeners, with about half being over the age of 55. Spanish News/Talk appeals slightly more to men than women. This varies from general-market News/Talk stations, which attract mainly men. Spanish News/Talk performs well across all dayparts, and its fans are very loyal, spending 11 hours and 15 minutes per week listening to their favorite stations. About one-third of Spanish News/Talk fans have attended some college or have earned their college degrees. Partly due to strong listenership in Miami, the format is most popular in the South Atlantic region.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
Spanish News/Talk

Audience Share by Region

100 = National Average
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format's performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format's performance in that region is close to its national average and we have colored it blue.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximiser® Plus National Regional Database, Spring 2005.

Average Age of P1 Listeners

52
67%
Percentage of Listening from P1s

AQH Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

In Car
19.3%
At Work
16.8%
Other
1.5%
At Home
62.5%

AQH Share of Listening by Daypart
Persons 12+

3.7% 3.8% 2.9% 3.5% 2.3%
Mon-Fri 6AM-10AM Mon-Fri 10AM-3PM Mon-Fri 3PM-7PM Mon-Fri 7PM-Mid Sat-Sun 6AM-Mid

3.3%
Mon-Sun 6AM-Mid

Spanish News/Talk continued
Spanish News/Talk

**Education**
Persons 18+

- College Grad: 12.3%
- <12th Grade: 35.6%
- HS Graduate: 30.2%
- Some College: 21.9%

**Household Income**
Persons 18+

- <$25K: 46.1%
- $25K-$50K: 34.3%
- $50K-$75K: 12.4%
- >$75K: 7.2%

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

- P12-24: 6:15
- P18-34: 7:15
- P25-54: 9:15
- P35-64: 11:30

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
One of the fastest growing formats recently is Spanish Oldies. This format plays a very broad cross section of hit songs mostly from the '60s, '70s and '80s. The format is similar to the English-language Oldies format, except it crosses many more genres from all over Latin America. Unlike its English-language counterpart, this format has broad appeal with many age groups. As demonstrated from the audience composition to the right, 53 percent of the audience are between the ages of 25 and 49, and one-third are 55+. This format is popular with men, who account for 60 percent of the audience.
Spanish Oldies continued

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximiser Plus National Regional Database, Spring 2005.
Spanish Oldies

Education
Persons 18+

College Grad 4.9%
Some College 14.8%
HS Graduate 25.9%

<12th Grade 54.3%

Household Income
Persons 18+

<$25K 52.5%
$25K-$50K 32.7%
$50K-$75K 7.4%
>$75K 7.4%

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

P12-24  4:45
P18-34  7:00
P25-54  9:00
P35-64  9:45

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxi$er® Plus National Regional Database, Spring 2005.
The Spanish Religious format features inspirational and easy-listening religious music from Latin America. The format is a variety of Spanish Christian music from Tejano, Mariachi, Salsa, Rock and Pop. These stations also feature instrumentals, ballads, Contemporary Christian and regional music. Most programming for this format includes music, spiritual teachings, and daily praise and worship. This format skews heavily female. Referring to the chart on the right, you can see that more than two-thirds of the audience are female. This format has strong appeal to 18- to 44-year-olds.
Spanish Religious

**Average Age of P1 Listeners**

- 40

**Percentage of Listening from P1s**

- 81%

---

**How to Read:**

All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.

---

**Note:** Due to rounding, totals may differ.

**Source:** Format definitions are from Arbitron. Data come from Maximiser Plus National Regional Database, Spring 2005.
Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid

**Education**
Persons 18+

- College Grad: 12.7%
- Some College: 16.0%
- HS Graduate: 31.1%
- <12th Grade: 40.2%

**Household Income**
Persons 18+

- <$25K: 43.0%
- $25K-$50K: 36.4%
- $50K-$75K: 15.4%
- >$75K: 5.2%

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer Plus National Regional Database, Spring 2005.
Spanish Tropical

Featuring salsa and merengue, Spanish Tropical appeals primarily to those of Caribbean and Coastal Central-American descent. Spanish Tropical’s adult audience is 53 percent male and 47 percent female. The format has a youthful appeal, with two-thirds of its audience being between the ages of 18 and 44. Its listeners are also loyal, spending nearly 12 hours per week tuning in to their favorite stations. Spanish Tropical is the third most popular Spanish-language format in the U.S., and it is still growing, posting steady gains over the past five years. Regionally, it is most popular along the Eastern seaboard.

Note: Due to rounding, totals may differ. Source: Format definitions are from Arbitron. Data come from Maxiem$er® Plus National Regional Database, Spring 2005.

Spanish Tropical continued
Spanish Tropical

A Q H Share of Listening by Location
Mon-Sun, 6AM-Mid, Persons 12+

- At Home: 49.5%
- In Car: 21.6%
- At Work: 25.3%
- Other: 3.6%

A Q H Share of Listening by Daypart
Persons 12+

- Mon-Fri, 6AM-10AM: 7.7%
- Mon-Fri, 10AM-3PM: 7.1%
- Mon-Fri, 3PM-7PM: 7.6%
- Mon-Fri, 7PM-Mid: 6.2%
- Sat-Sun, 6AM-Mid: 7.6%

Audience Share by Region
Mon-Sun, 6AM-Mid, Persons 12+, AQH Shares

- Pacific: 40
- Mountain: 0
- West North Central: 0
- East North Central: 0
- South Central: 2
- Middle Atlantic: 176
- South Atlantic: 374
- New England: 456

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and "indexed" a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.
Spanish Tropical

Education
Persons 18+
- College Grad: 10.4%
- Some College: 21.8%
- HS Graduate: 31.1%
- <12th Grade: 36.7%

Household Income
Persons 18+
- <$25K: 48.4%
- $25K-$50K: 33.2%
- $50K-$75K: 10.7%
- >$75K: 7.7%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid
- P12-24: 9:45
- P18-34: 11:15
- P25-54: 12:15
- P35-64: 12:45
- P12+: 11:45

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
Spanish Variety

Programming a diverse mix of music and information, this format offers something for everyone, and its audience composition reflects this concept. The format appeals to men and women equally, and it performs very well within the coveted 25-54 demographic. Interestingly, nearly three-fourths of its listening comes from P1 listeners (“core” listeners or those who listen to their favorite Spanish Variety stations more than any others), which is a far greater percentage than any other format in this volume. Spanish Variety is most popular in the West North Central and Pacific regions.

Listen to 18+
Mon-Sun, 6AM-Mid

Women 49.3%
Men 50.7%

Cume

Hispanic Cume
1,816,500
Total Format Cume*
1,981,200

AQH Share*

3.2%
* Spring 2005

* In Hispanic markets

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

3.5% 10.2% 24.4% 25.1% 10.0% 6.3% 9.9% 10.5%
P12-17 P18-24 P25-34 P35-44 P45-49 P50-54 P55-64 P65+

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximiser Plus National Regional Database, Spring 2005.
How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.
Spanish Variety

Education
Persons 18+

- College Grad: 7.8%
- Some College: 14.5%
- HS Graduate: 30.0%
- <12th Grade: 47.6%

Household Income
Persons 18+

- $75K+: 6.1%
- $50K-$75K: 8.1%
- $25K-$50K: 31.9%
- <$25K: 54.0%

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

- P12-24: 6:30
- P18-34: 8:00
- P25-54: 10:00
- P35-64: 11:15

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
Tejano

Tejano has the distinction of being the only Spanish music born in the U.S. Originating in Texas and appealing to Hispanic Americans of Mexican decent, the Tejano format plays a youthful mix of folk and popular music. However, breakthrough artists, such as the late Selena Quintanilla, have transformed Tejano from a local, ethnic form of music to one with national and international appeal. The Tejano format attracts men and women about equally, and a little more than half of its audience are between the ages of 18 and 44. More than 30 percent of Tejano listeners have attended some college or have earned their degrees, and about one-quarter have household incomes of $50,000+. Tejano is a popular away-from-home listening choice, with 55 percent of listening occurring in the car, at work or at some other out-of-home location.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maxiem$er® Plus National Regional Database, Spring 2005.
Tejano

Average Age of P1 Listeners
44
67%
Percentage of Listening from P1s

How to Read:
All radio formats perform differently, depending on the region of the country. To show these differences, Arbitron divided the country into eight regions and “indexed” a format’s performance in that region in comparison to its national performance. For example, if a format earned a 5.0 share nationally but had a 6.0 share in a particular region, its index for that region would be 125 and we have colored that region green. If it only received a 3.0 in that region, it would have a 75 index and we have colored it tan. Any index figure between 90 and 110 indicates that the format’s performance in that region is close to its national average and we have colored it blue.

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from MaximoSeri® Plus National Regional Database, Spring 2005.
Tejano

Education
Persons 18+
- College Grad: 5.1%
- <12th Grade: 31.3%
- HS Graduate: 36.9%
- Some College: 26.8%

Household Income
Persons 18+
- >$75K: 8.4%
- $50K-$75K: 16.4%
- $25K-$50K: 37.0%
- <$25K: 38.2%

Time Spent Listening by Demographic
(Hours:Minutes)
Mon-Sun, 6AM-Mid
- P12-24: 5:15
- P18-34: 7:15
- P25-54: 8:30
- P35-64: 8:45

Note: Due to rounding, totals may differ.
Source: Format definitions are from Arbitron. Data come from Maximizer® Plus National Regional Database, Spring 2005.
The markets listed below were determined using Arbitron’s Spring 2005 12+ Hispanic population rankings.

### Spring 2005 Hispanic-Controlled Metro Survey Areas

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Population</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Los Angeles</td>
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<td>2</td>
<td>New York</td>
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<td>Miami-Ft. Lauderdale-Hollywood</td>
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<td>Chicago</td>
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<td>San Francisco</td>
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<td>7</td>
<td>Dallas-Ft. Worth</td>
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<td>San Antonio</td>
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<td>Riverside-San Bernardino</td>
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<td>46</td>
<td>Charlotte-Gastonia-Rock Hill</td>
<td>99,400</td>
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<td>Victor Valley</td>
<td>96,200</td>
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<tr>
<td>48</td>
<td>Merced, CA</td>
<td>95,900</td>
</tr>
<tr>
<td>49</td>
<td>Milwaukee-Racine</td>
<td>94,000</td>
</tr>
<tr>
<td>50</td>
<td>Raleigh-Durham</td>
<td>91,000</td>
</tr>
</tbody>
</table>
### Spring 2005 Hispanic-Controlled Metro Survey Areas

(continued from page 49)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>51</td>
<td>Kansas City</td>
<td>89,900</td>
</tr>
<tr>
<td>52</td>
<td>Santa Rosa</td>
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</tr>
<tr>
<td>53</td>
<td>Odessa-Midland, TX</td>
<td>75,500</td>
</tr>
<tr>
<td>54</td>
<td>Santa Maria-Lompoc, CA</td>
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</tr>
<tr>
<td>55</td>
<td>Yakima, WA</td>
<td>65,000</td>
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<tr>
<td>56</td>
<td>Reno</td>
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<tr>
<td>57</td>
<td>Springfield, MA</td>
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<tr>
<td>58</td>
<td>Santa Fe, NM</td>
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<tr>
<td>59</td>
<td>Ft. Collins-Greeley, CO</td>
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<tr>
<td>60</td>
<td>Lubbock</td>
<td>57,700</td>
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<tr>
<td>61</td>
<td>Colorado Springs</td>
<td>51,800</td>
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<tr>
<td>62</td>
<td>Lakeland-Winter Haven</td>
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<tr>
<td>63</td>
<td>Bridgeport</td>
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<tr>
<td>64</td>
<td>Newburgh-Middletown, NY (Mid-Hudson Valley)</td>
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<tr>
<td>65</td>
<td>Pueblo</td>
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<tr>
<td>66</td>
<td>Santa Barbara</td>
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<td>67</td>
<td>Killeen-Temple, TX</td>
<td>43,800</td>
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<tr>
<td>68</td>
<td>Tri-Cities (Richland-Kennewick-Pasco), WA</td>
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<tr>
<td>69</td>
<td>Amarillo, TX</td>
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<tr>
<td>70</td>
<td>San Luis Obispo, CA</td>
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<tr>
<td>71</td>
<td>Stamford-Norwalk, CT</td>
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<tr>
<td>72</td>
<td>Waco, TX</td>
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<td>73</td>
<td>Tyler-Longview</td>
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<tr>
<td>74</td>
<td>Trenton</td>
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<tr>
<td>75</td>
<td>Atlantic City-Cape May</td>
<td>32,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>Flagstaff-Prescott, AZ</td>
<td>28,100</td>
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<tr>
<td>77</td>
<td>San Angelo, TX</td>
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<td>78</td>
<td>Bryan-College Station, TX</td>
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<td>79</td>
<td>Abilene, TX</td>
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<td>80</td>
<td>Chico, CA</td>
<td>19,800</td>
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<tr>
<td>81</td>
<td>Lufkin-Nacogdoches, TX</td>
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<td>82</td>
<td>Wichita Falls, TX</td>
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<td>83</td>
<td>Hamptons-Riverhead</td>
<td>13,900</td>
</tr>
<tr>
<td>84</td>
<td>The Florida Keys, FL</td>
<td>13,400</td>
</tr>
<tr>
<td>85</td>
<td>Sebring</td>
<td>11,700</td>
</tr>
<tr>
<td>86</td>
<td>Sioux City, IA</td>
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</tr>
<tr>
<td>87</td>
<td>Cheyenne, WY</td>
<td>8,000</td>
</tr>
</tbody>
</table>
Sources


Thank you for using our information in your media decisions.

Stacie de Armas
Director, Hispanic Services
stacie.dearmas@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)
The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

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

Cume Persons
The total number of different persons who tune 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.

\[
\text{Cume Persons} \times \frac{\text{Population}}{100} = \text{Cume Rating (\%)}
\]

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

\[
\frac{\text{AQH Persons to a specific format}}{\text{AQH Persons to all formats}} \times 100 = \text{Share (\%)}
\]

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

P1 – First Preference Listening
Persons who listen to one radio station more than any other are P1 listeners for that station.

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.

\[
\frac{\text{Quarter-Hours in a time period}}{\text{AQH Persons}} \times \frac{\text{AQH Persons}}{\text{Cume Audience}} = \text{TSL}
\]