



The New Latino Urban Format

An Analysis of the Numbers Driving
This Hot Radio Format



ARBITRON



What Is the Latino Urban Format?

- Stations that broadcast Latino Urban music classify themselves in a number of different formats. For the purposes of this presentation, Latino Urban refers to the musical trend of Reggaetón, Latin Hip-Hop and the Latino Rap sound. The Reggaetón music emphasizes a rhythmic beat with Caribbean influence or undertone.
- Most Latin Urban stations are musically centered in Latin Hip-Hop, Latin R&B and Latin Urban/Rap (Reggaetón).
- Over about two years, the format has gone from fringe music at Latino radio stations to the core sound of several new major-market radio stations. It is showing promise and popularity among the urban youth demographic.



What Is the Latino Urban Format?

- Stations of this format broadcast either in a bilingual format or in a mostly Spanish-language format. Due to the bilingualism of the format, it provides a great option for advertisers to target second- and third-generation Hispanics.
- The playlist crosses over from Spanish to Rhythmic Top 40s and mainstream Top 40. Latino Urban is a rapidly expanding format.



Findings

- Latino Urban skews young, with about 50% of its audience concentrated in the Persons 12-21 demographic.
- 70% or more of the audience is Hispanic.
- 50% or more of this format's audience is primarily Spanish-speaking.
- The Latino Urban format is typically strongest during evenings and weekends.
- Latino Urban shows stronger out-of-home listening with its core demographic.



Findings

- The Latino Urban format is typically in the Top 10 in its marketplace, with Persons 18-34 share.
- It has strong Time Spent Listening, with an average of 7:15 hours/mins weekly (average based on nine markets and 10 stations).
- Although young Hispanic teens seem to be migrating to the Latino Urban format from Urban stations (duplication is high with this format), it is too early to determine whether this is making a notable long-term impact on Urban share.

Market: NEW YORK Survey: FA05
Diary 198:007761735302 Month: 3 Week: 1
Sex: Female
Age: 19
Race: HISPANIC
Working Hours: NONE
Zip: 10027
Work Place Zip:
County: NEW YORK HDBA, NY

Pn	Station	QHRs
1	WCAA F	91
2	WQHT F	45

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

La Kalle es la numero de la estacion de toda la Radio y Me gusta mucho escuchar mucho Reggaeton de daddy Yankee WRE-NINASKY. Oye mi canto y tambien Bachata Monchy y Alexandra y tambien Andy Andy y tambien a todo lo Reggaeton mucha felicidades. OK.

La Kalle is the number one station for all radio. I like to listen to a lot of Reggaeton from daddy Yankee, Nina. Oye mi canto and also Bachata. Monchy and Alexandra and also Andy Andy and also to all of Reggaeton, Congratulations. OK.





Market: NEW YORK Survey: FA05
Diary 181:007680142303 Month: 1 Week: 3
Sex: Female
Age: 18
Race: HISPANIC
Working Hours: 1-34
Zip: 10460
Work Place Zip:
County: BRONX HDHA, NY

Pn	Station	QHRs
1	WQHT F	18
2	WCAA F	12
3	WSKQ F	11
4	WWPR F	1

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

All the comment I can
make is that I like the
beat 105.9 (La calle) is
strictly reggaeton -that
is what rocks baby
yes



Market: NEW YORK Survey: FA05
Diary 203:007767561204 Month: 3 Week: 1
Sex: Female
Age: 23
Race: HISPANIC
Working Hours: NONE
Zip: 11420
Work Place Zip:
County: QUEENS HDBA, NY

Pn	Station	QHRs
1	WCAA F	9
2	WKTU F	8
3	WSKQ F	6
4	WWPR F	2

Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I try to mix it up and hear a little bit of everything. Reggaeton is very popular now and I am happy as a Latiner that everywhere I go I hear it more often.



What You'll Hear on Latino Urban (Core Songs)

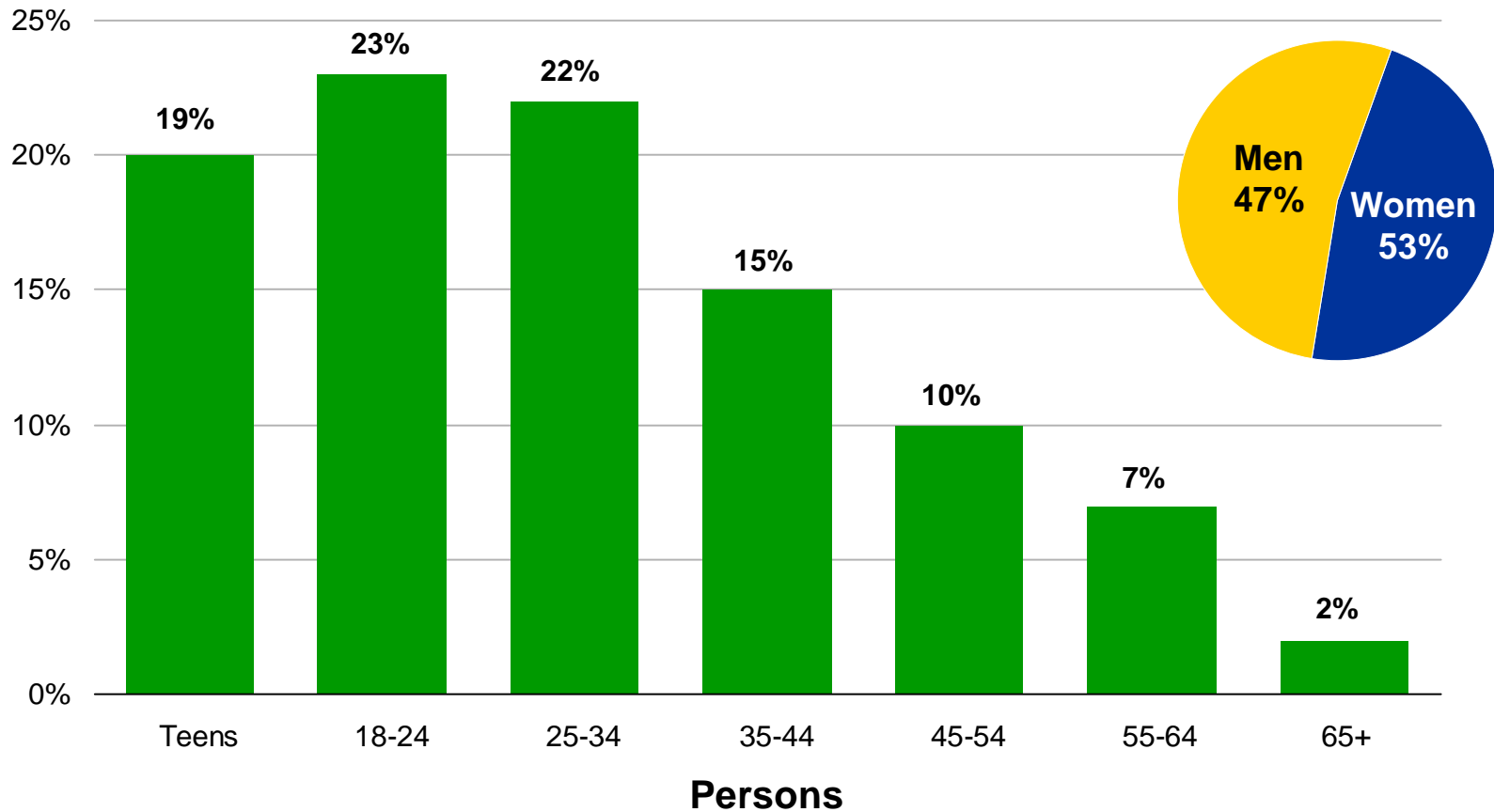
Artist	Title
Daddy Yankee	Rompe
Aventura (ft. Don Omar)	Ella Y Yo
Wisin & Yandel	Rakata
Angel & Khris	Ven Bailalo
Alexis y Fido	Eso Ehh...!!
Ivy Queen	Cuentale
Wisin & Yandel	Llame Pa Verte

Stations Used for This Study

Market	Station	Owner	Switch Date	Station Name
Chicago*	WVIX-FM WVIV-FM	Univision	7/8/05	La Kalle 93.5/103.1
Dallas	KZZA-FM KFZO-FM	Entravision	2/23/05 6/22/05	Casa 106.7
Denver	KMGG-FM	Clear Channel	4/27/05	Latino and Proud
Fresno	KLLE-FM	Univision	6/24/05	Kalle Reggaetón Y Mas
Houston (the 1 st in U.S.)	KLOL-FM	Clear Channel	11/27/04	Mega 101
Miami	WMGE-FM	Clear Channel	2/11/05	Mega 94.9
New York*	WZAA-FM WCAA-FM	Univision	5/27/05	La Kalle 105.9/92.7
Phoenix	KVIB-FM	Sun City Comm	5/20/05	Club 95 – Latino Vibe
San Francisco*	KVVZ-FM KVVV-FM	Univision	6/27/05	La Kalle 105.7

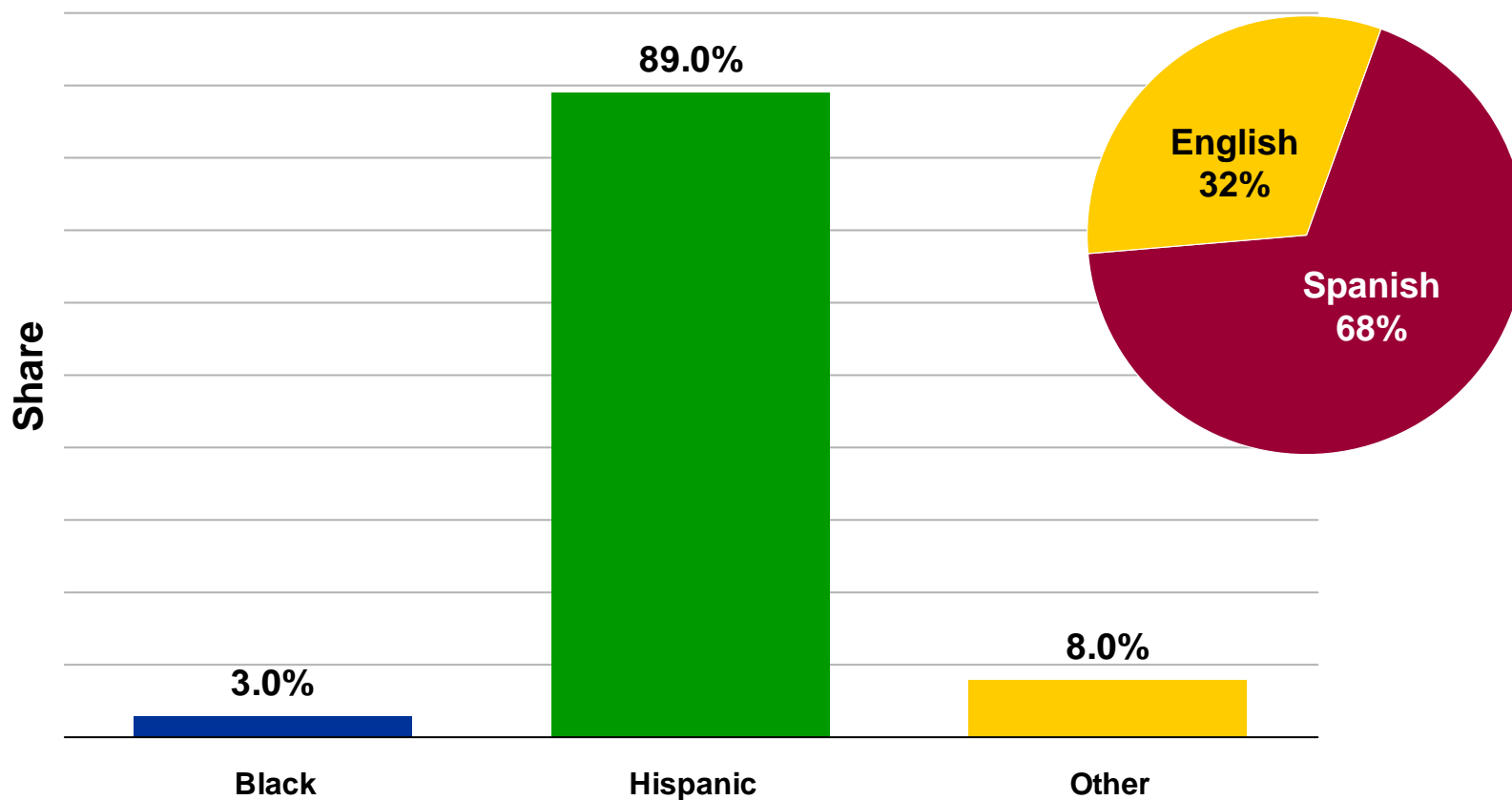
* Denotes Simulcast

The Primary Audience Concentration for the Latino Urban Format Is 12-34



Source: New York Metro, Mon-Sun 6AM-Mid, Cume Audience Composition, Winter 2006

The Format Attracts More English-Dominant Hispanics Than Other Hispanic Formats

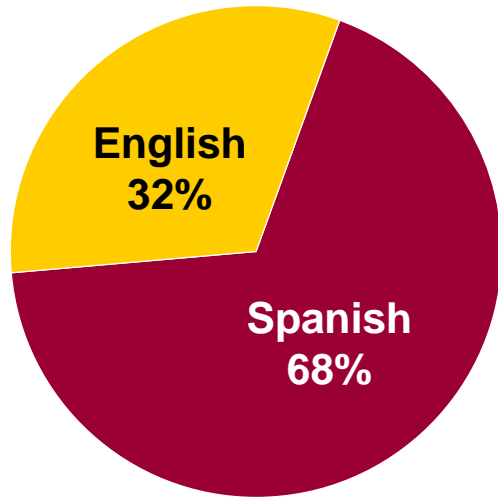


Sources: Cume Composition, Houston, Winter 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM;
Primary-Language Cume Composition, Houston, Winter 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM

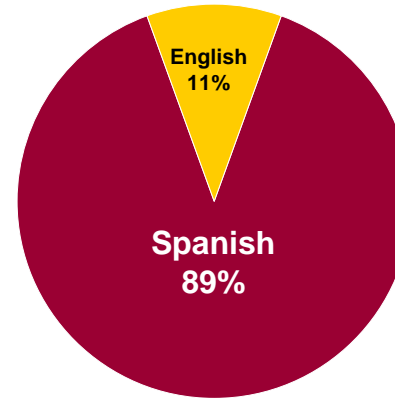


How Does the Latino Urban Language Balance Compare to Other Spanish-Dominant Stations in Houston?

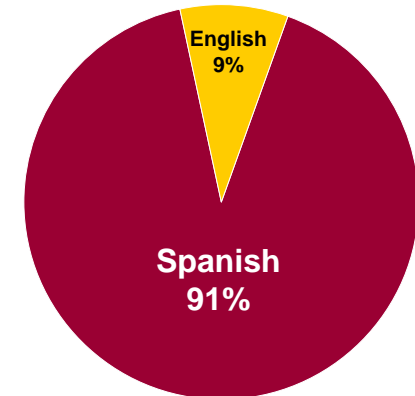
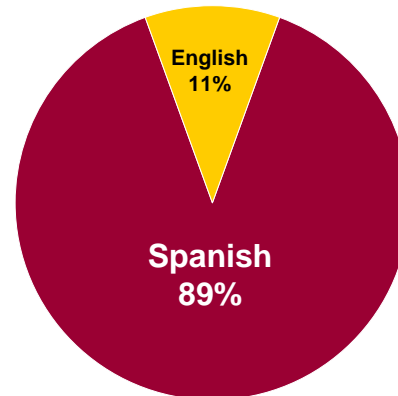
Reggaetón KLOL-FM



Mexican Regional KLTN-FM



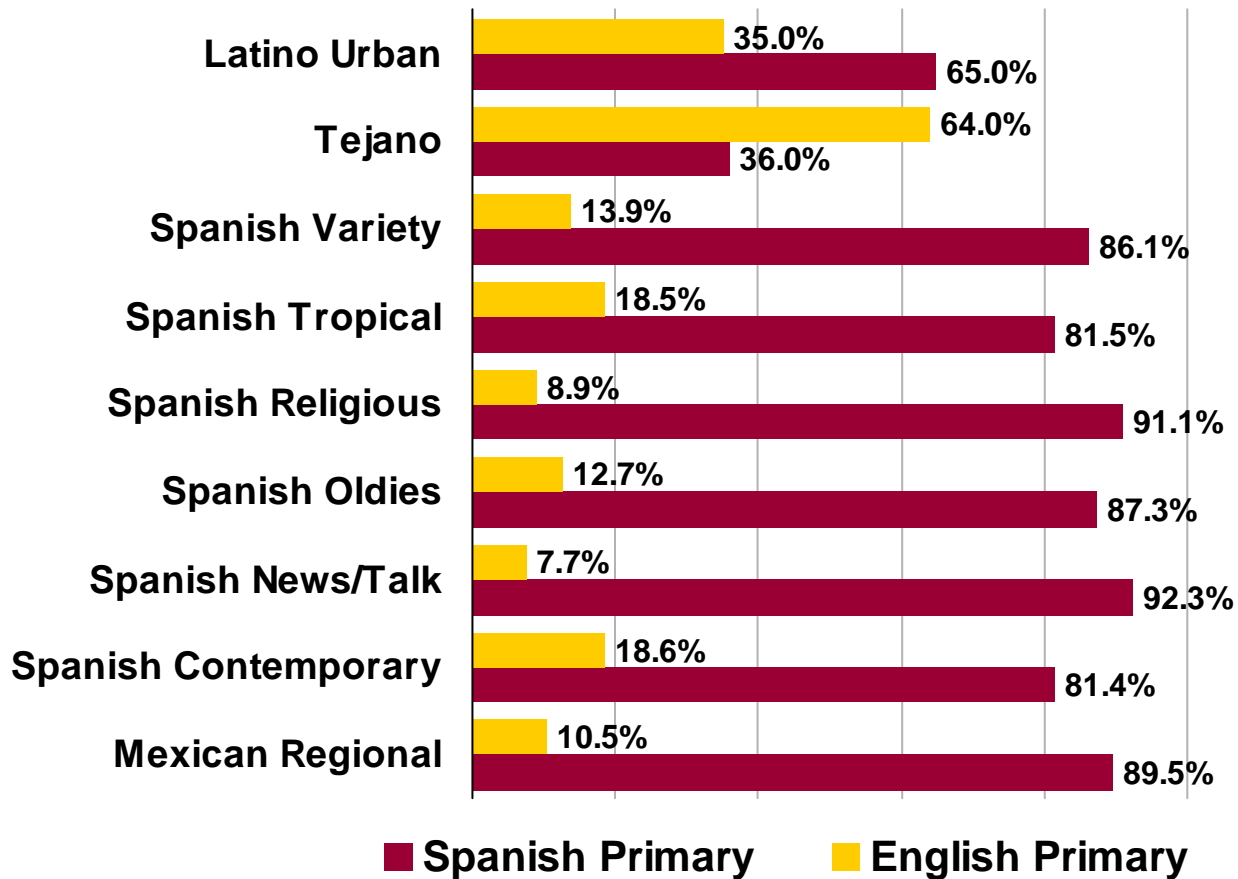
Mexican Regional KTJM-FM Spanish Contemporary KOVE-FM



Source: Primary-Language Cume Composition, Houston, Winter 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM, KLTN-FM, KOVE-FM, KTJM-FM

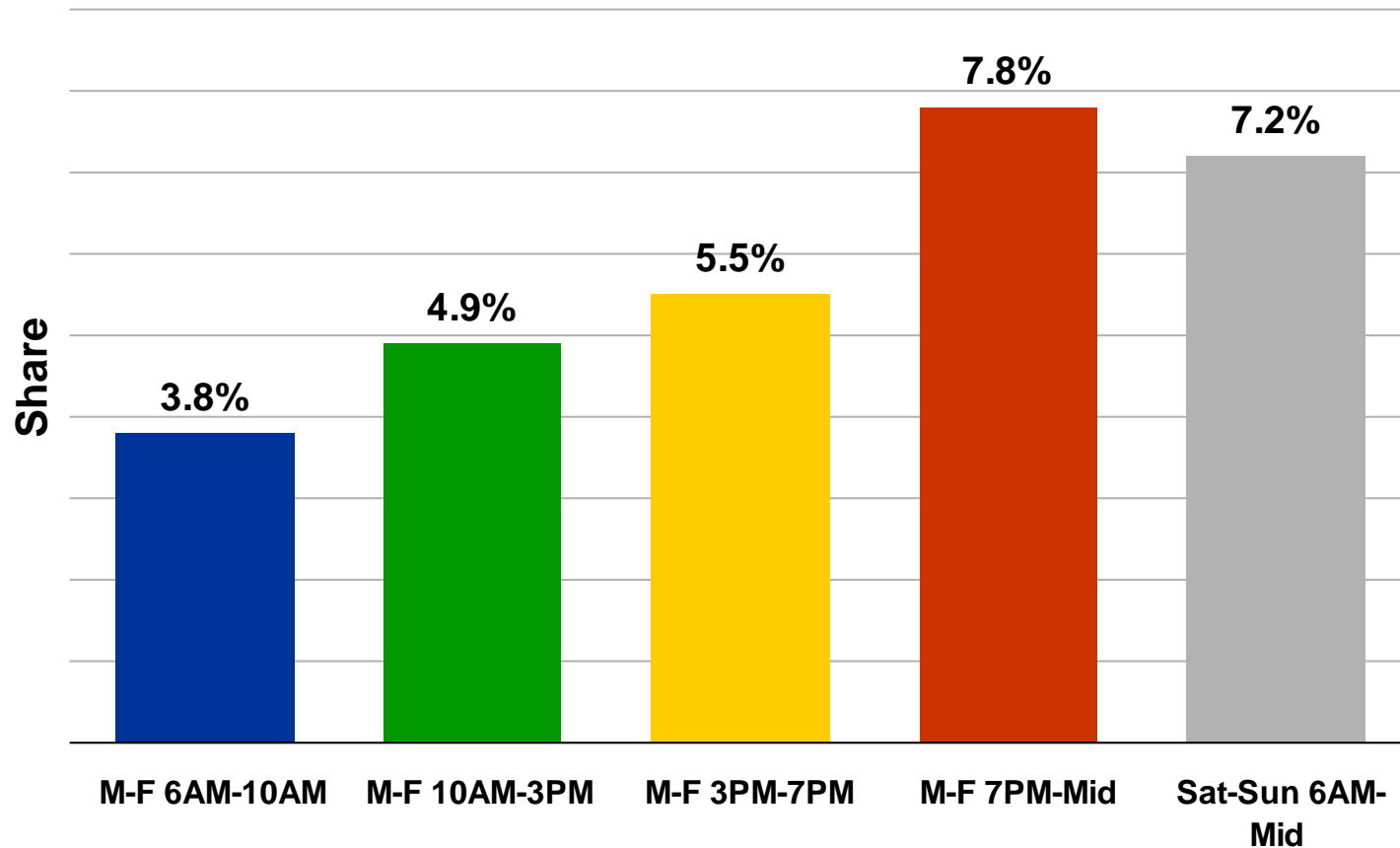


How Does the Latino Urban Language Balance Compare to Other Spanish Formats, Nationally?



Latino Urban Is Strongest During Evenings and Weekends. Mornings Do Not Drive the Format.

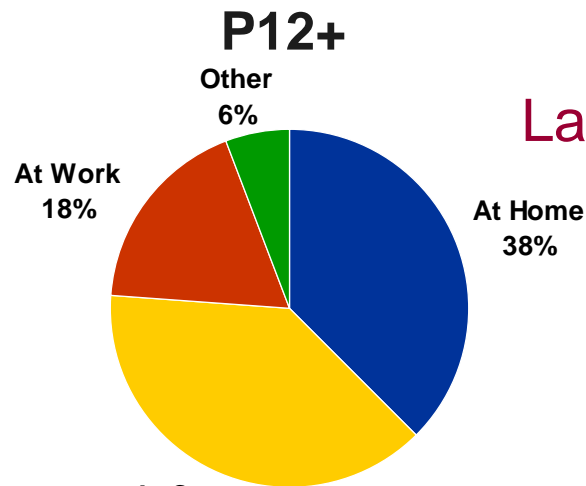
Persons 18-34



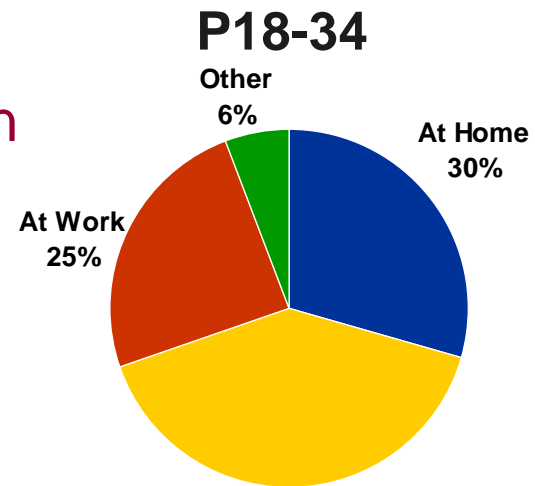
Source: Chicago Metro, Winter 2006, WVIX/WVIV Combined AQH Audience Share, Mon-Sun 6AM-Mid, Persons 18-34



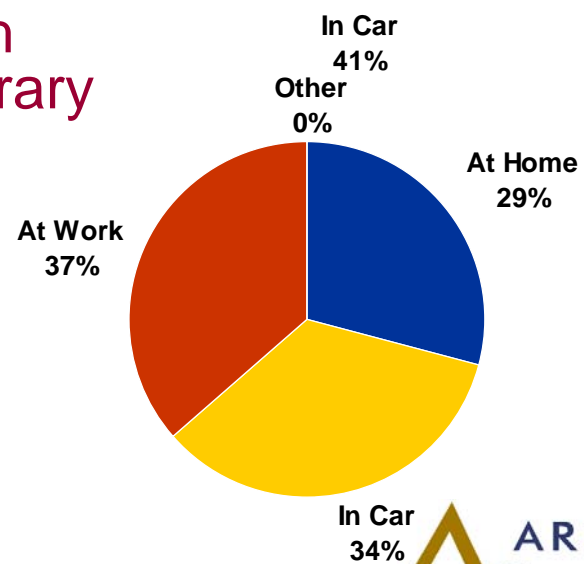
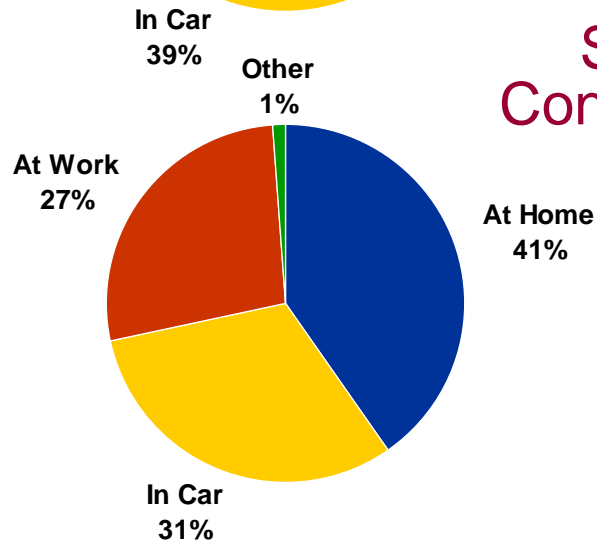
Latino Urban Shows Strong Out-of-Home Listening with Core Demo



Latino Urban



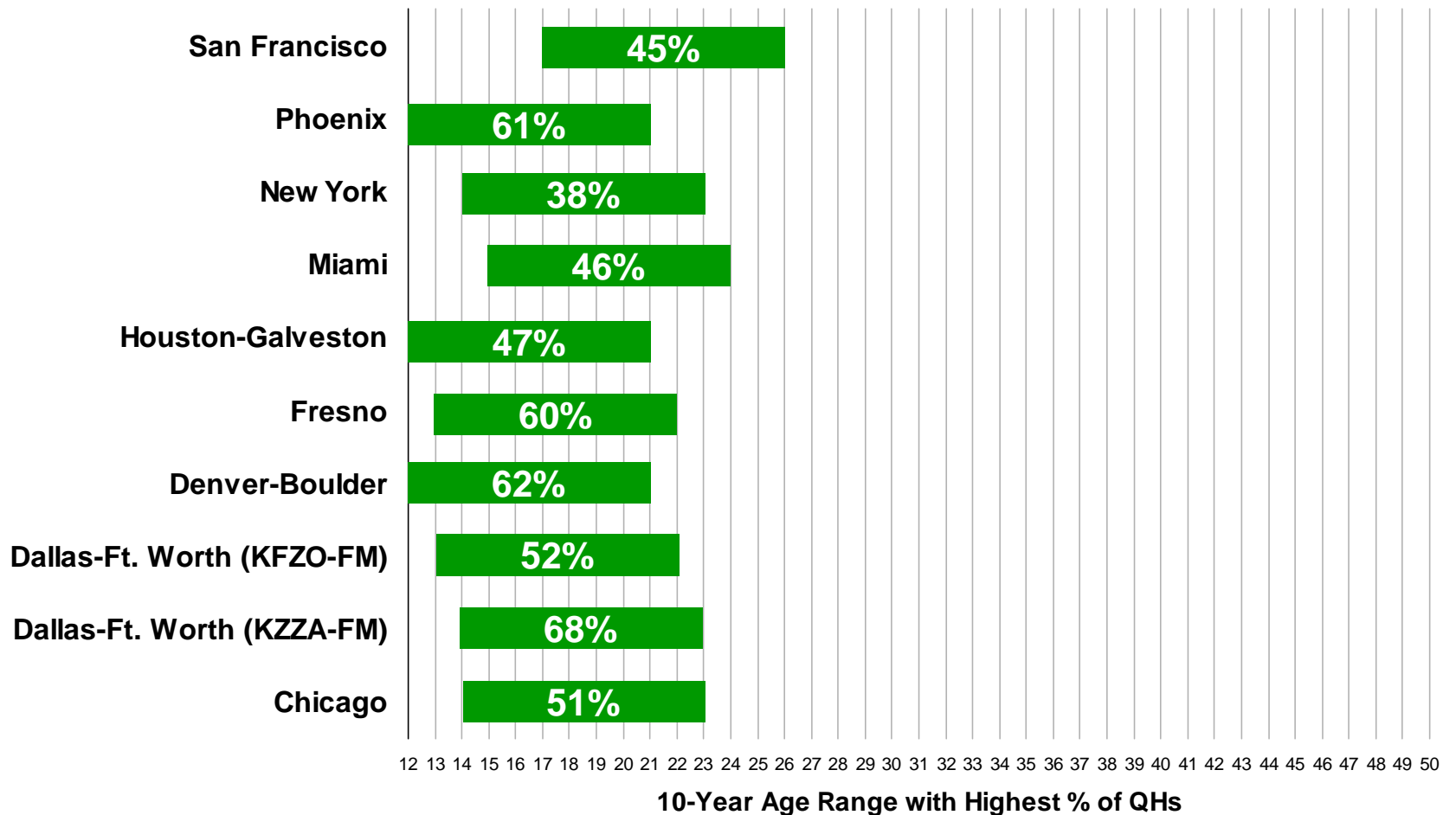
Spanish Contemporary



Source: Miami Metro, Winter 2006, AQH % by Listening Location, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34

The Real Core of Latino Urban

10-Year Age Range and Percent of Audience in Those 10 Years



Source: Metro, Winter 2006, % Total Quarter-Hours, Mon-Sun 6AM-Mid, Persons 12+





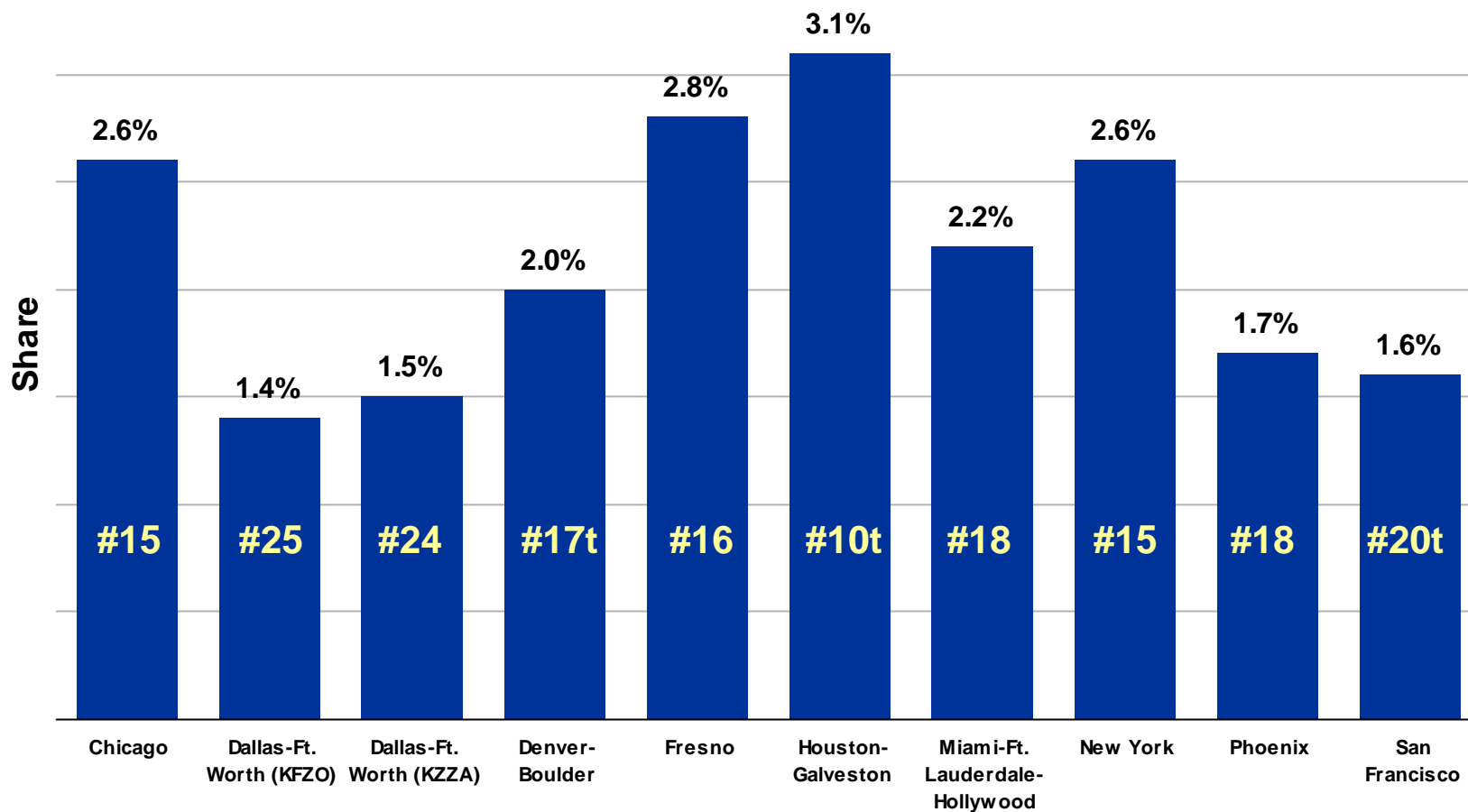
The New Latino Urban Format

How's the Format Performing?



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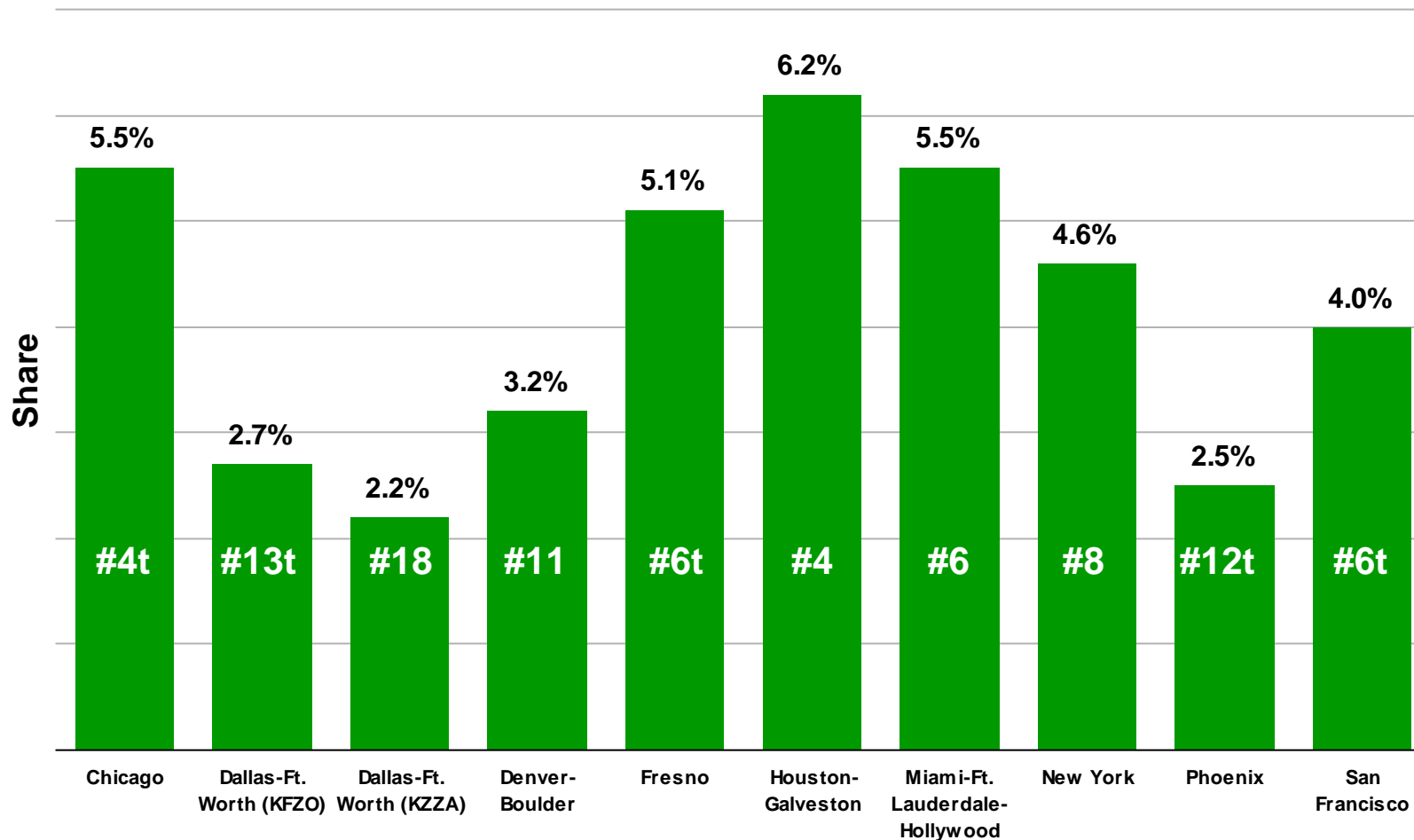
Overall Persons 12+ AQH Share and Rank



t = Tied rank

Source: AQH Audience Share, Winter 2006, Mon-Sun 6AM-Mid, Persons 12+

Overall Persons 18-34 AQH Share and Rank



t = Tied rank

Source: AQH Audience Share, Winter 2006, Mon-Sun 6AM-Mid, Persons 18-34

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Persons 18-34 Hispanic Cume and TSL Rank Position of Latino Urban

Call Letters	Cume Rank	TSL Rank	Market
WVIX-FM/WVIV-FM	3	6	Chicago
KZZA-FM KFZO-FM	6 4	17t 10	Dallas-Ft. Worth
KMGG-FM	2	15	Denver-Boulder
KLLE-FM	3	13t	Fresno
KLOL-FM	2	5	Houston-Galveston
WMGE-FM	3	5t	Miami-Ft. Lauderdale-Hollywood
WZAA-FM/WCAA-FM	3	11t	New York
KVIB-FM	5	8t	Phoenix
KVVZ-FM/KVVF-FM	3t	12t	San Francisco

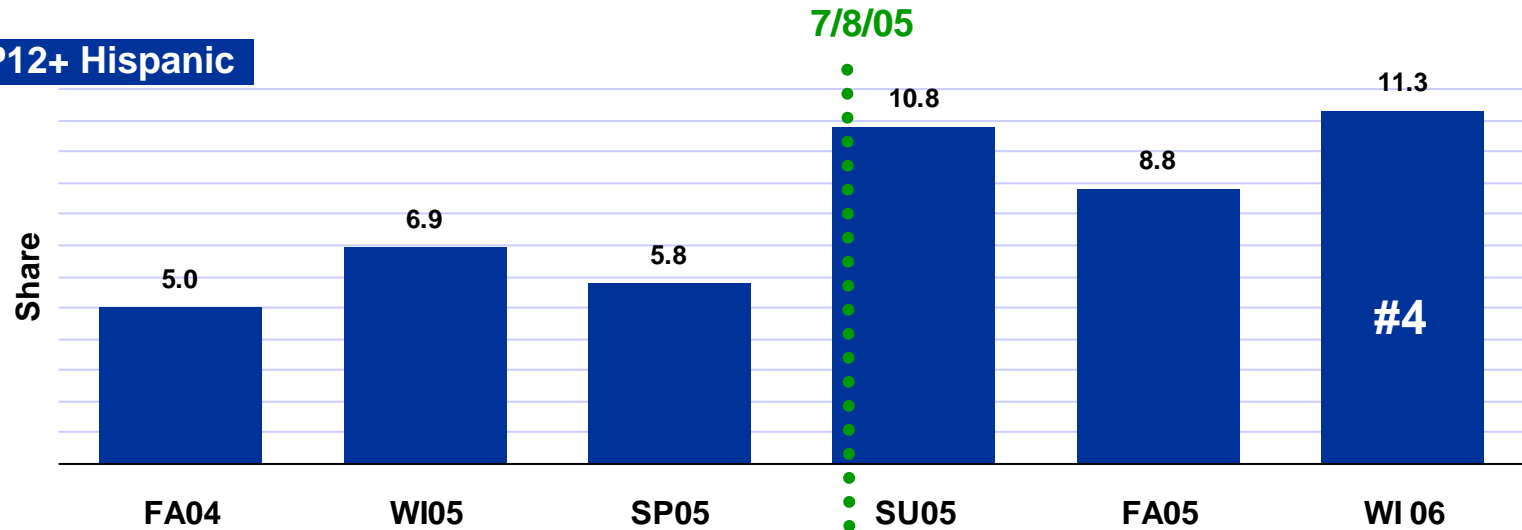
Source: Winter 2006 Survey, Adults 18-34 Hispanic / Cume Persons & Weekly TSL (Hrs/Mins)



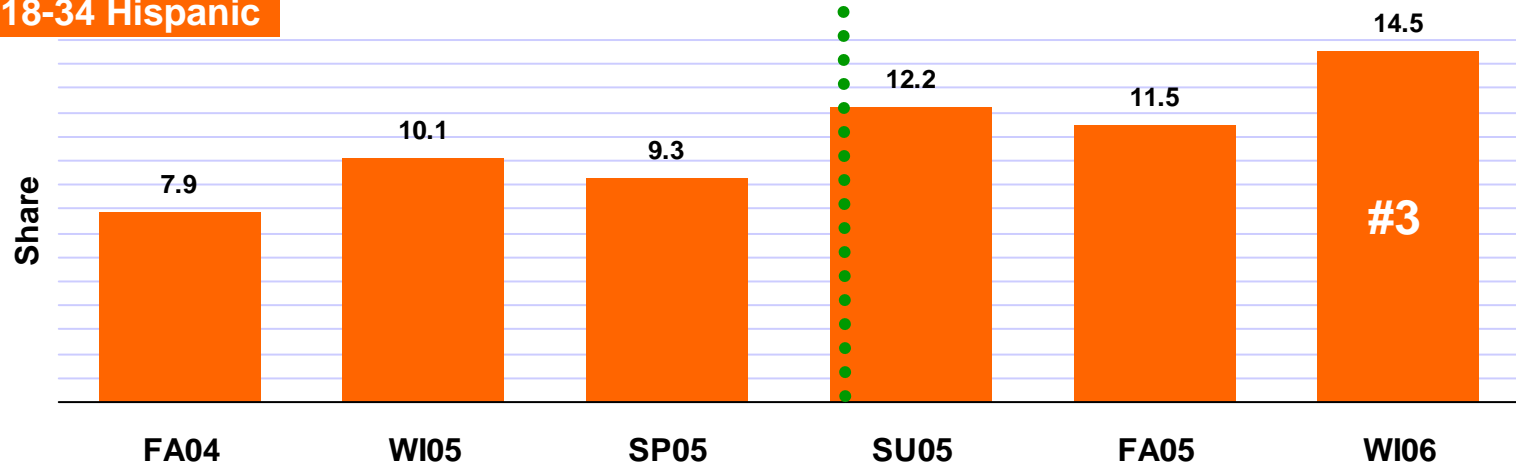
WVIX-FM/WVIV-FM Chicago Hispanic Trends

Format Switch: 7/8/05

P12+ Hispanic



P18-34 Hispanic



Source: AQH Share Trend, Chicago Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic

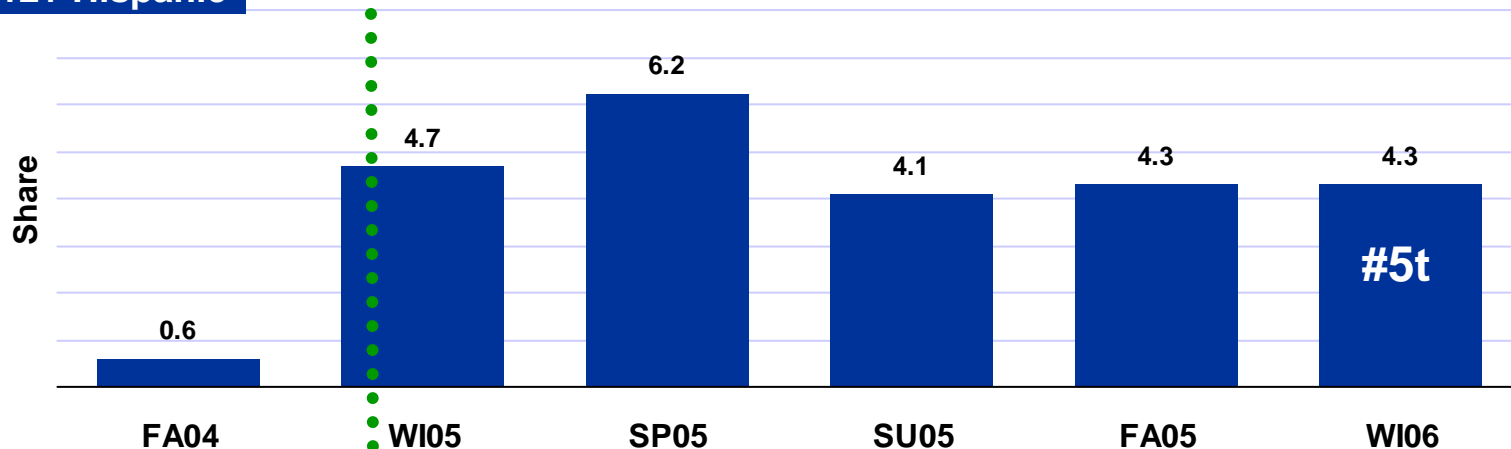


KZZA-FM Dallas-Ft. Worth Hispanic Trends

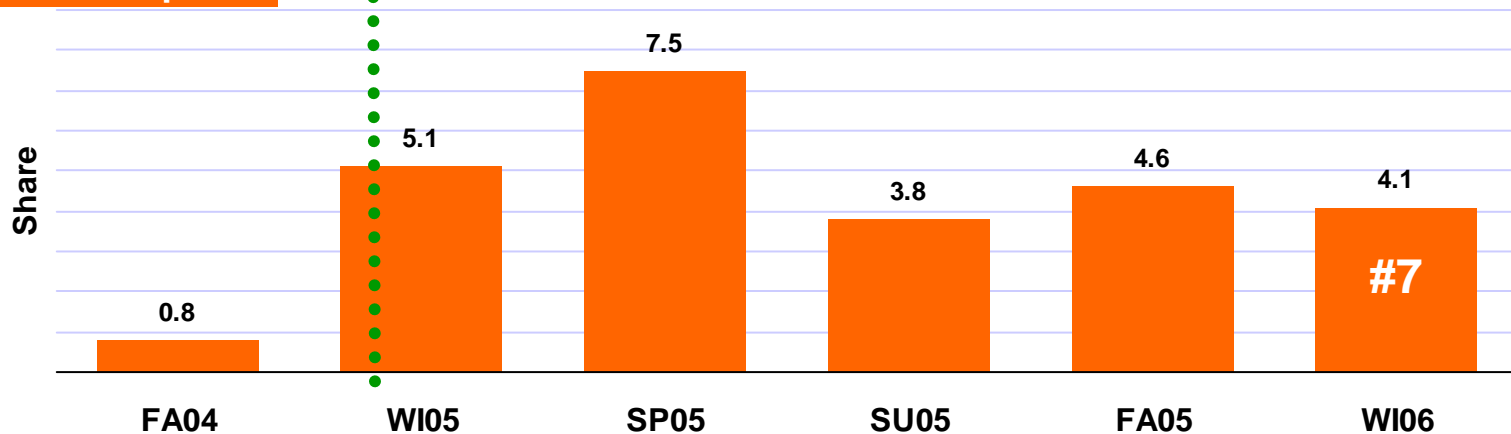
Format Switch: 2/23/05

P12+ Hispanic

2/23/05



P18-34 Hispanic



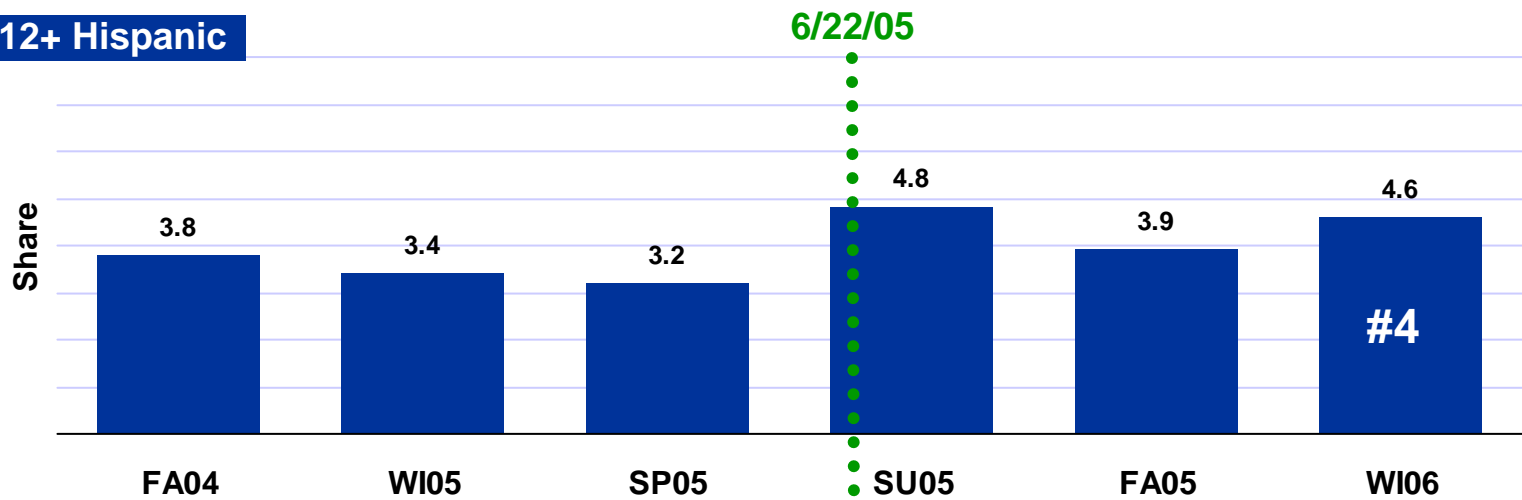
Source: AQH Share Trend, Dallas-Ft. Worth Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



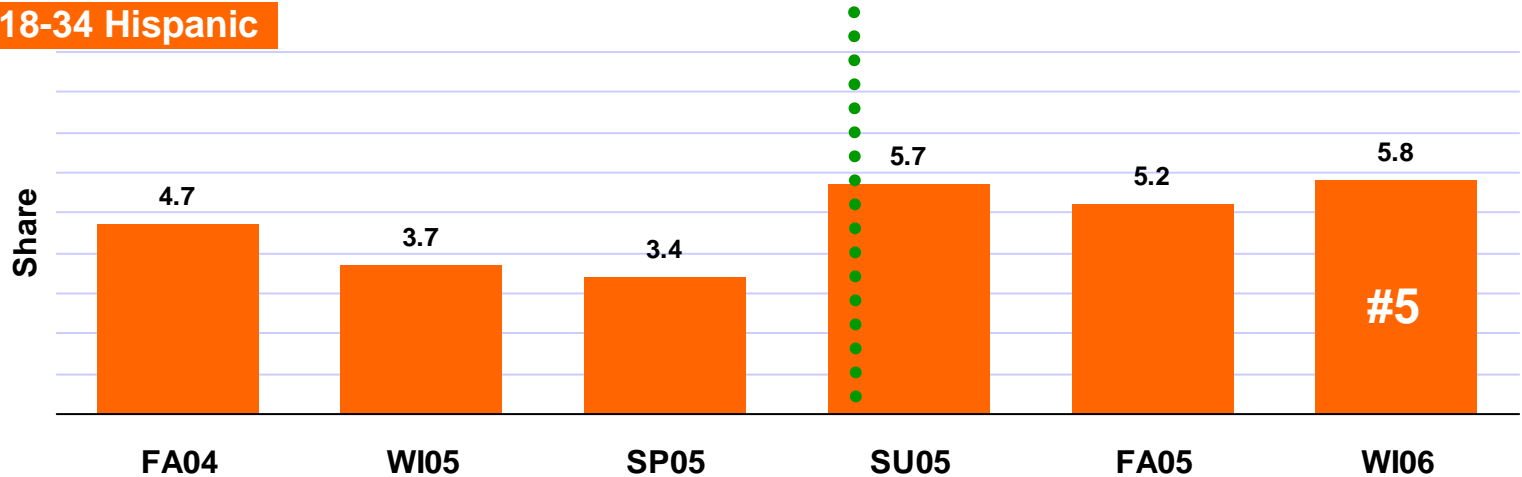
KFZO-FM Dallas-Ft. Worth Hispanic Trends

Format Switch: 6/22/05

P12+ Hispanic



P18-34 Hispanic



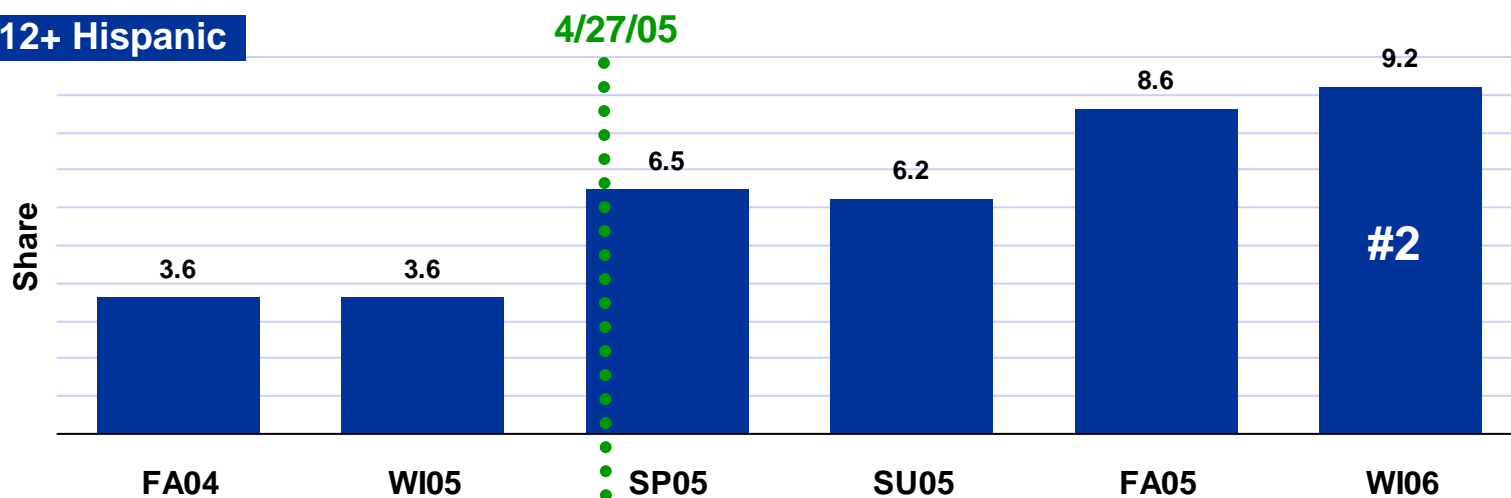
Source: AQH Share Trend, Dallas-Ft. Worth Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



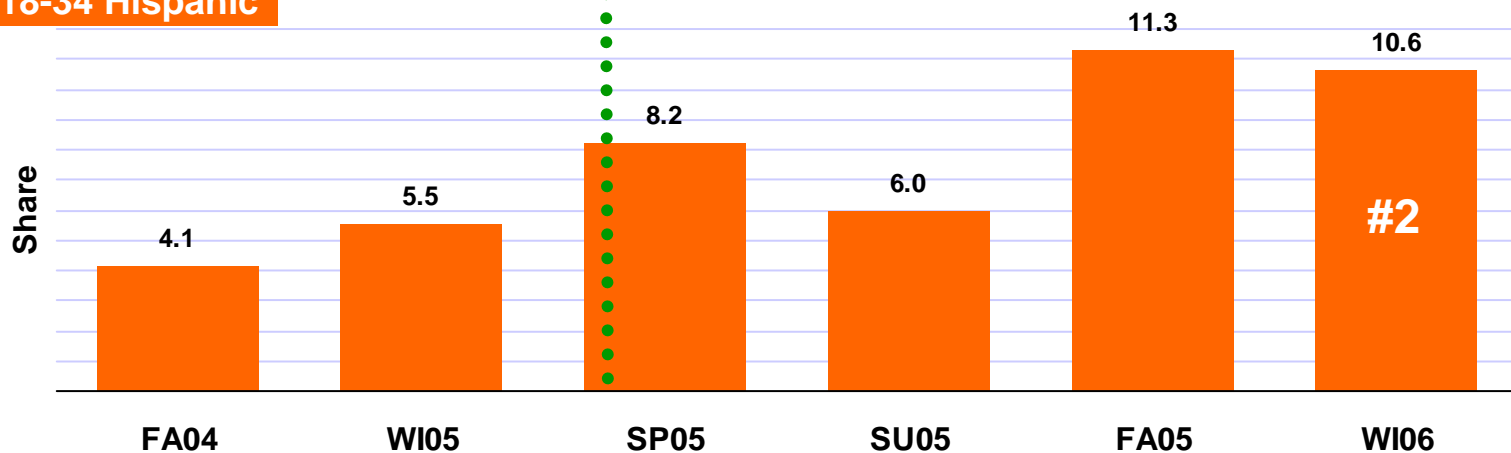
KMGG-FM Denver-Boulder Hispanic Trends

Format Switch: 4/27/05

P12+ Hispanic



P18-34 Hispanic



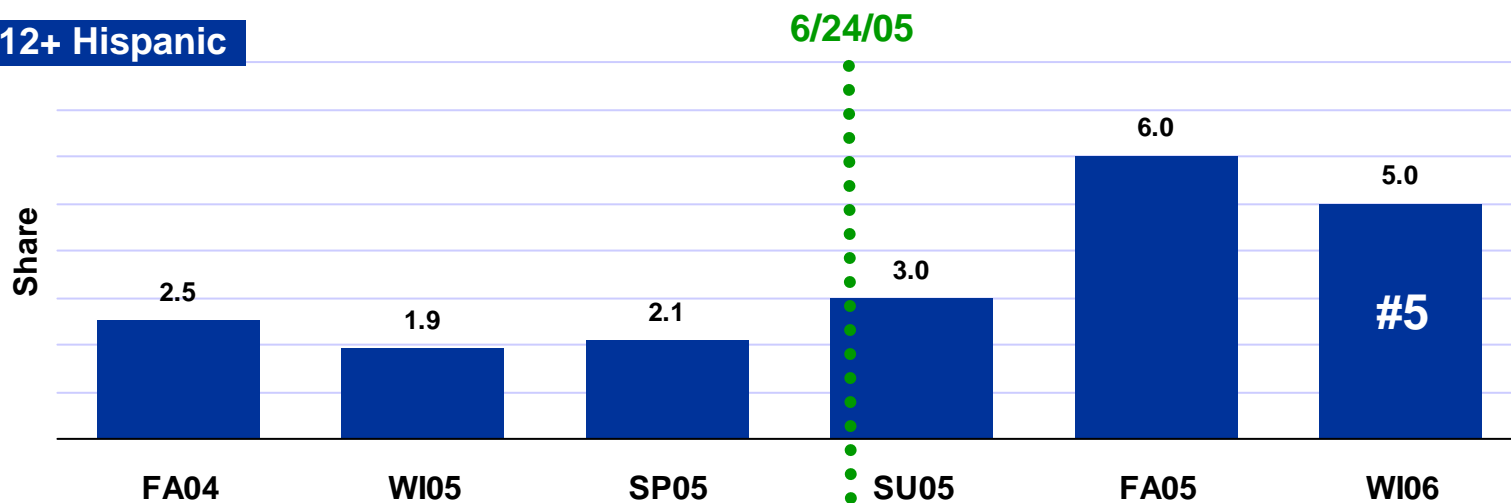
Source: AQH Share Trend, Denver-Boulder Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



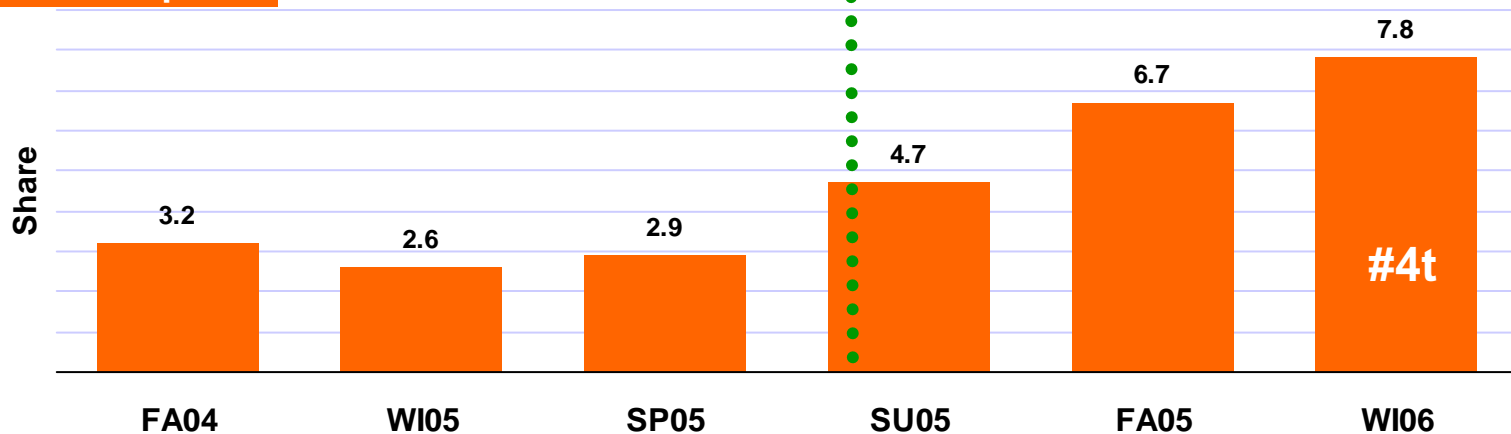
KLLE-FM Fresno Hispanic Trends

Format Switch: 6/24/05

P12+ Hispanic



P18-34 Hispanic



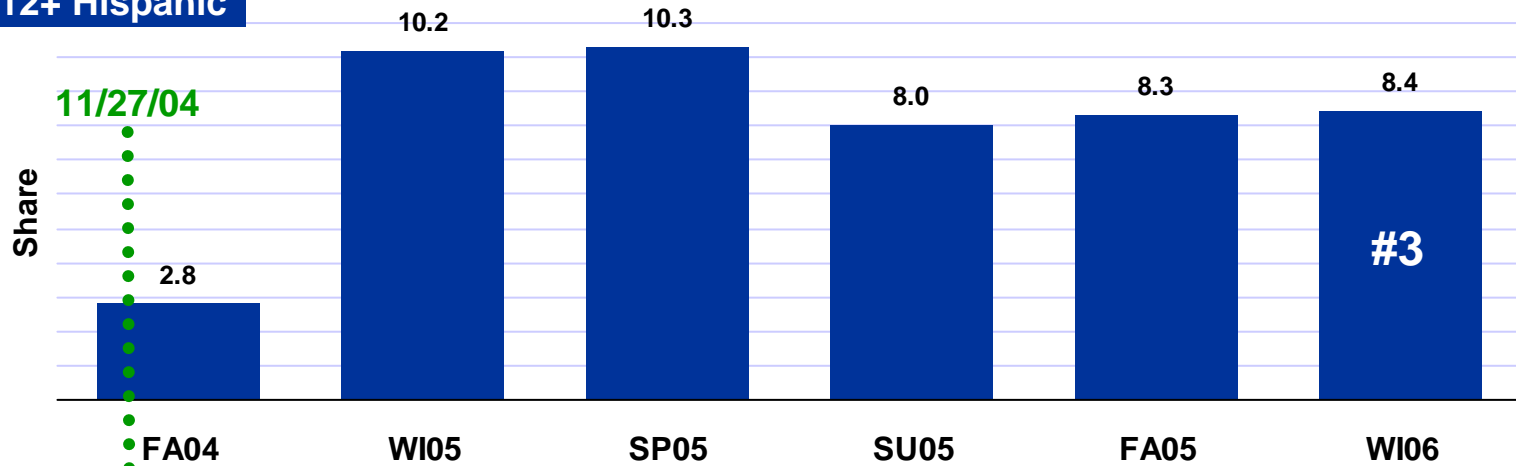
Source: AQH Share Trend, Fresno Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



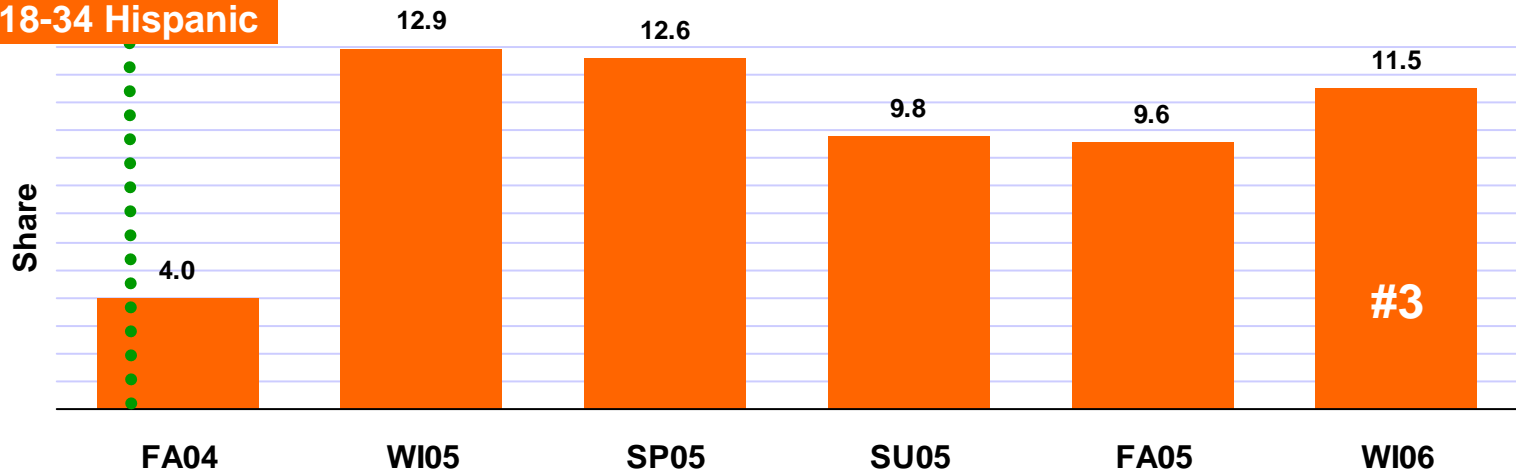
KLOL-FM Houston-Galveston Hispanic Trends

Format Switch: 11/27/04

P12+ Hispanic



P18-34 Hispanic



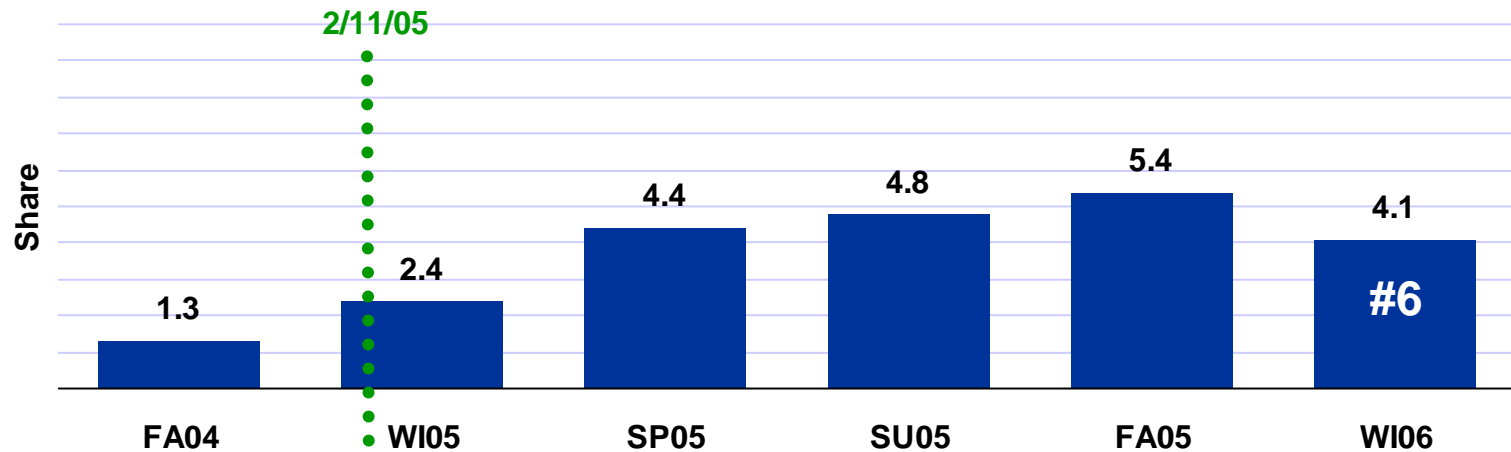
Source: AQH Share Trend, Houston-Galveston Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



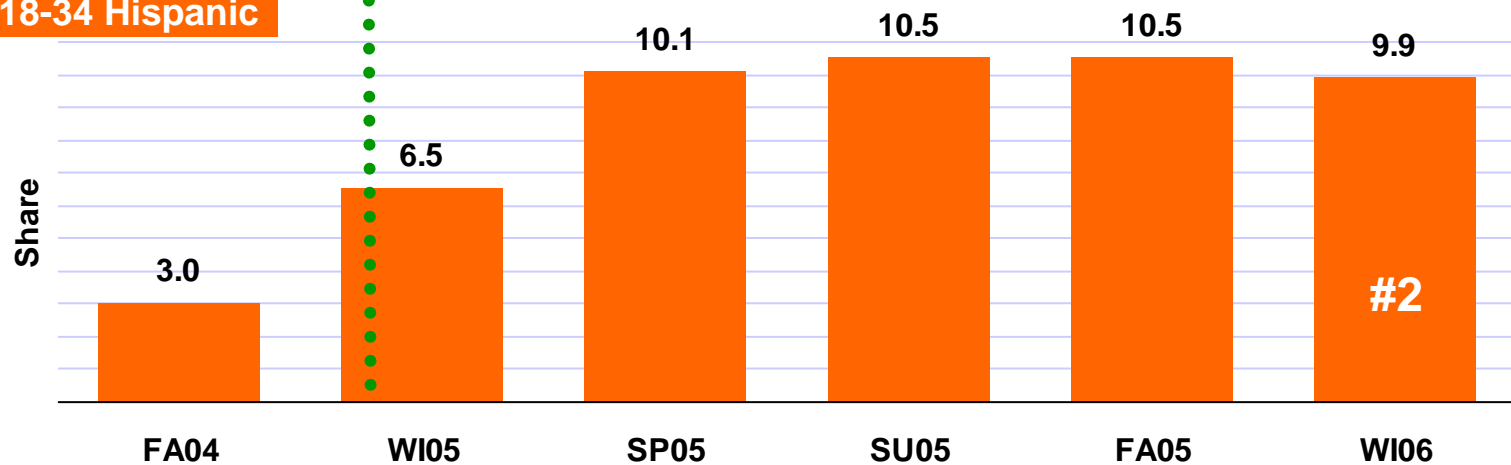
WMGE-FM Miami-Ft. Lauderdale-Hollywood Hispanic Trends

Format Switch: 2/11/05

P12+ Hispanic



P18-34 Hispanic



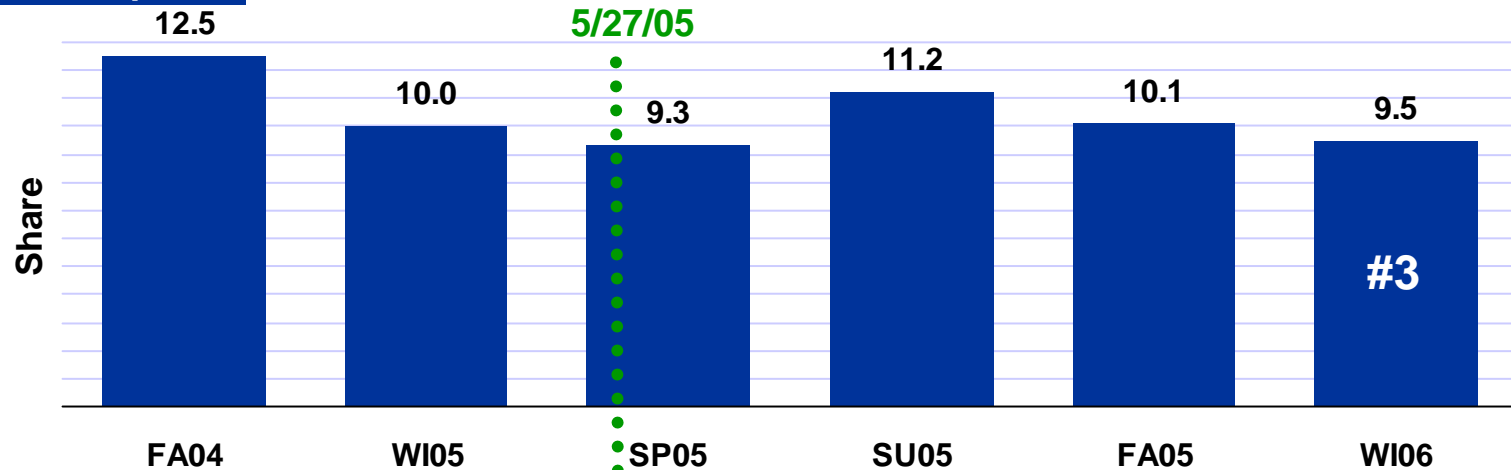
Source: AQH Share Trend, Miami-Ft. Lauderdale-Hollywood Metro, Fall 2004 - Winter 2006,
Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



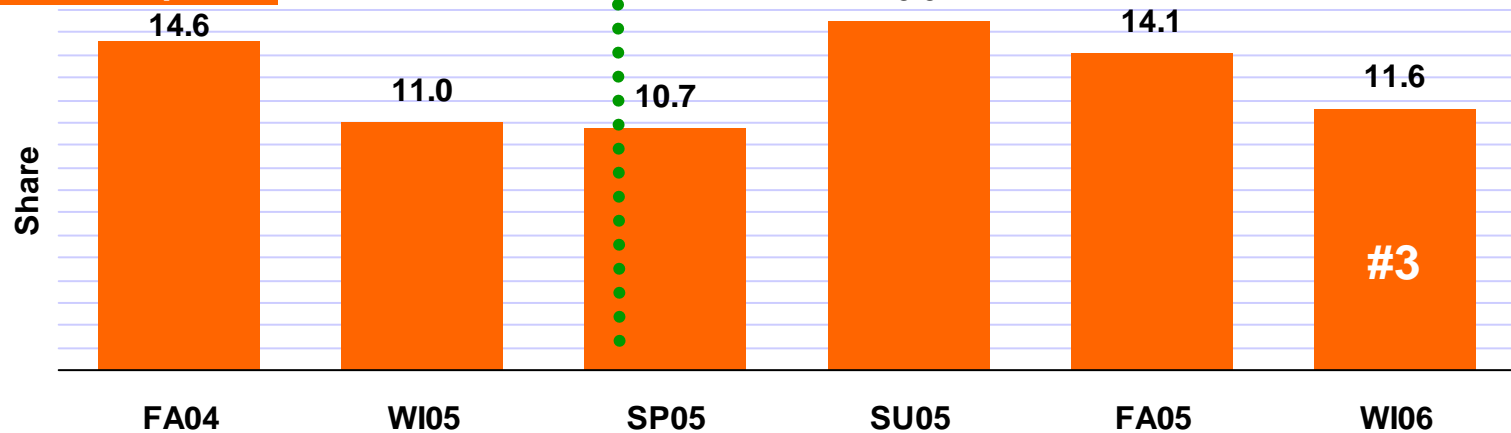
WZAA-FM/WCAA-FM New York Hispanic Trends

Format Switch: 5/27/05

P12+ Hispanic



P18-34 Hispanic



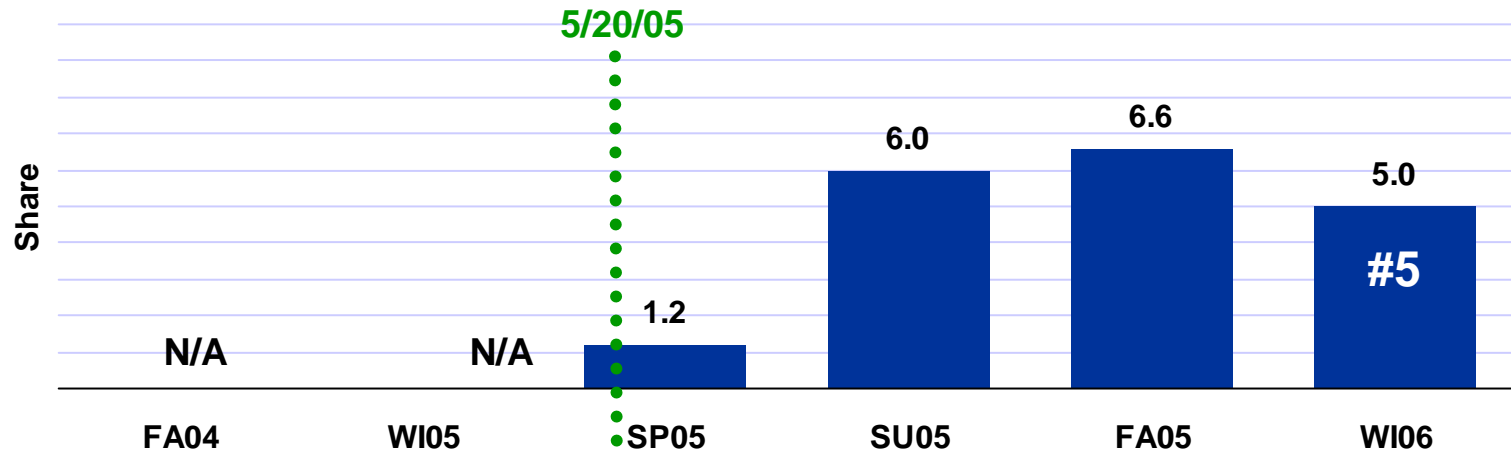
Source: AQH Share Trend, New York Metro, Fall 2004 - Winter 2006,
Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



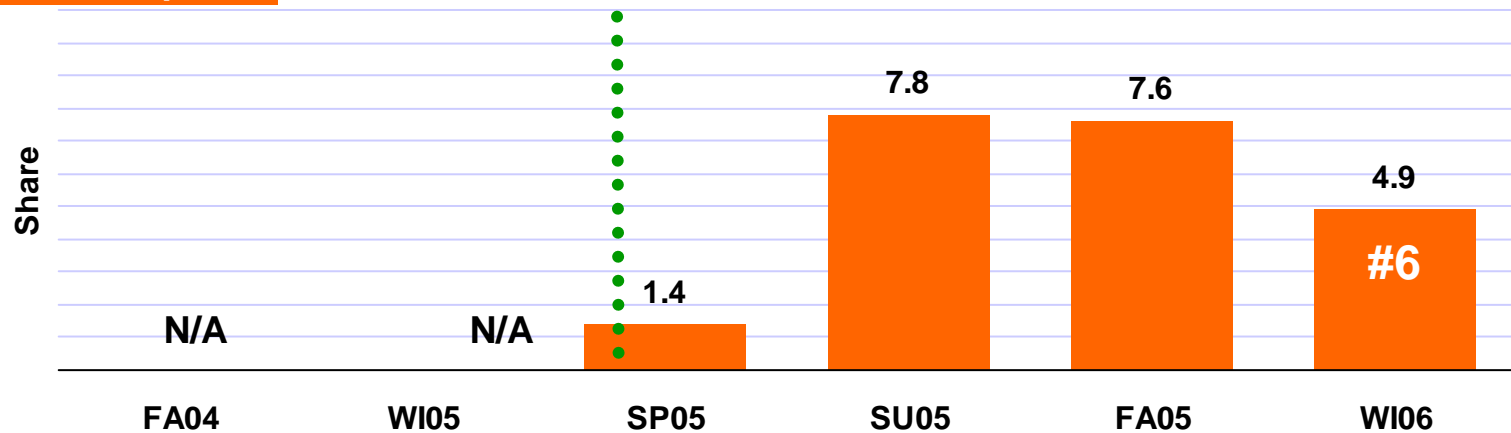
KVIB-FM Phoenix Hispanic Trends

Format Switch: 5/20/05

P12+ Hispanic



P18-34 Hispanic



N/A = No data due to station's off-air status.

Source: AQH Share Trend, Phoenix Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic

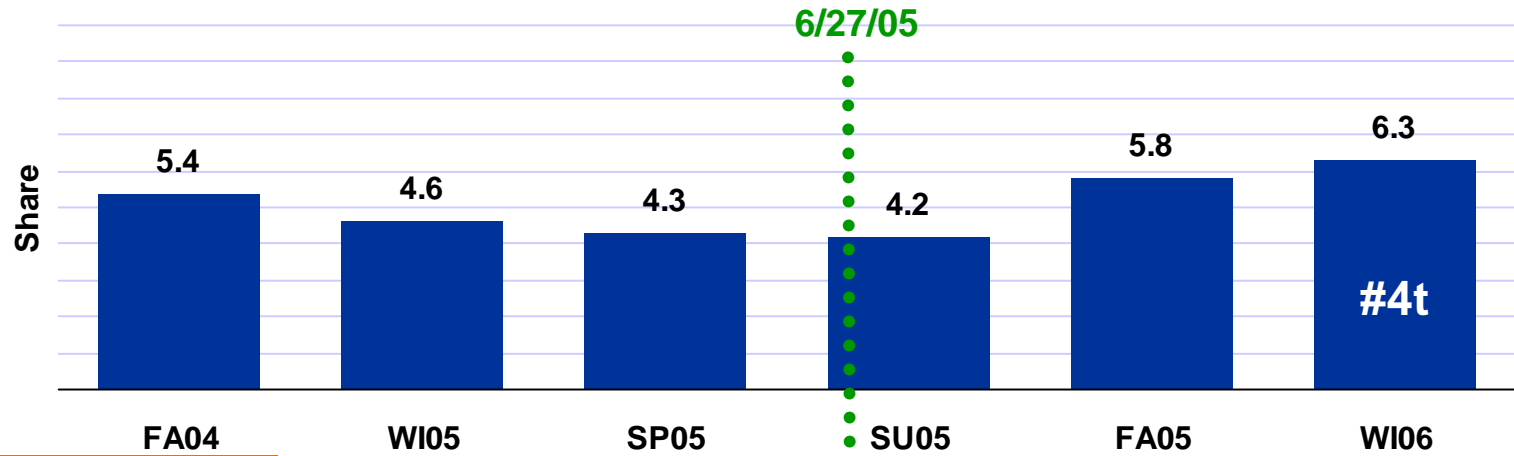
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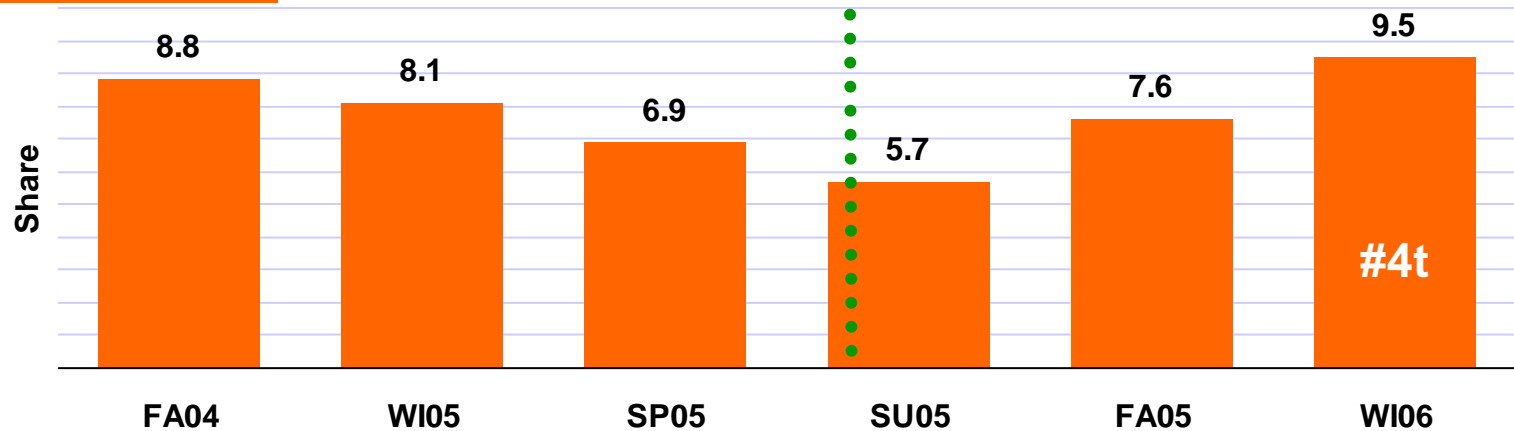
KVVZ-FM/KVVF-FM San Francisco Hispanic Trends

Format Switch: 6/27/05

P12+ Hispanic



P18-34 Hispanic



Source: AQH Share Trend, San Francisco Metro, Fall 2004 - Winter 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic





The New Latino Urban Format

Which Stations Do These
Audiences Come From?



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Where Are the Hispanic Teens Migrating From?

Market	Format/%Duplication	Format/ %Duplication	Format/%Duplication
Chicago	Mexican Reg./76%	Rhythmic Cont. Hit/57%	Pop Cont. Hit/49%
Dallas (KZZA-FM)	Spanish Variety/46%	Urban Contemp./69%	Urban Contemp./54%
Denver	Spanish Contemp./90%	Mexican Reg./93%	Rhythmic Cont. Hit/43%
Fresno	Mexican Reg./30%	Rhythmic Cont. Hit /24%	Rhythmic Cont. Hit/23%
Houston	Mexican Reg./57%	Rhythmic Cont. Hit/62%	Rhythmic Cont. Hit/59%
Miami	Urban Contemp./31%	Rhythmic Cont. Hit/44%	Pop Cont. Hit/38%
New York	Urban Contemp./62%	Rhythmic Cont. Hit/59%	Pop Cont. Hit/45%
Phoenix	Mexican Reg./73%	Rhythmic Cont. Hit/46%	Pop Cont. Hit/46%
San Francisco	Mexican Reg./57%	Rhythmic Cont. Hit/36%	Rhythmic Cont. Hit/33%

Source: Winter 2006 Metro % of Cume Duplication P12-17 Hispanic



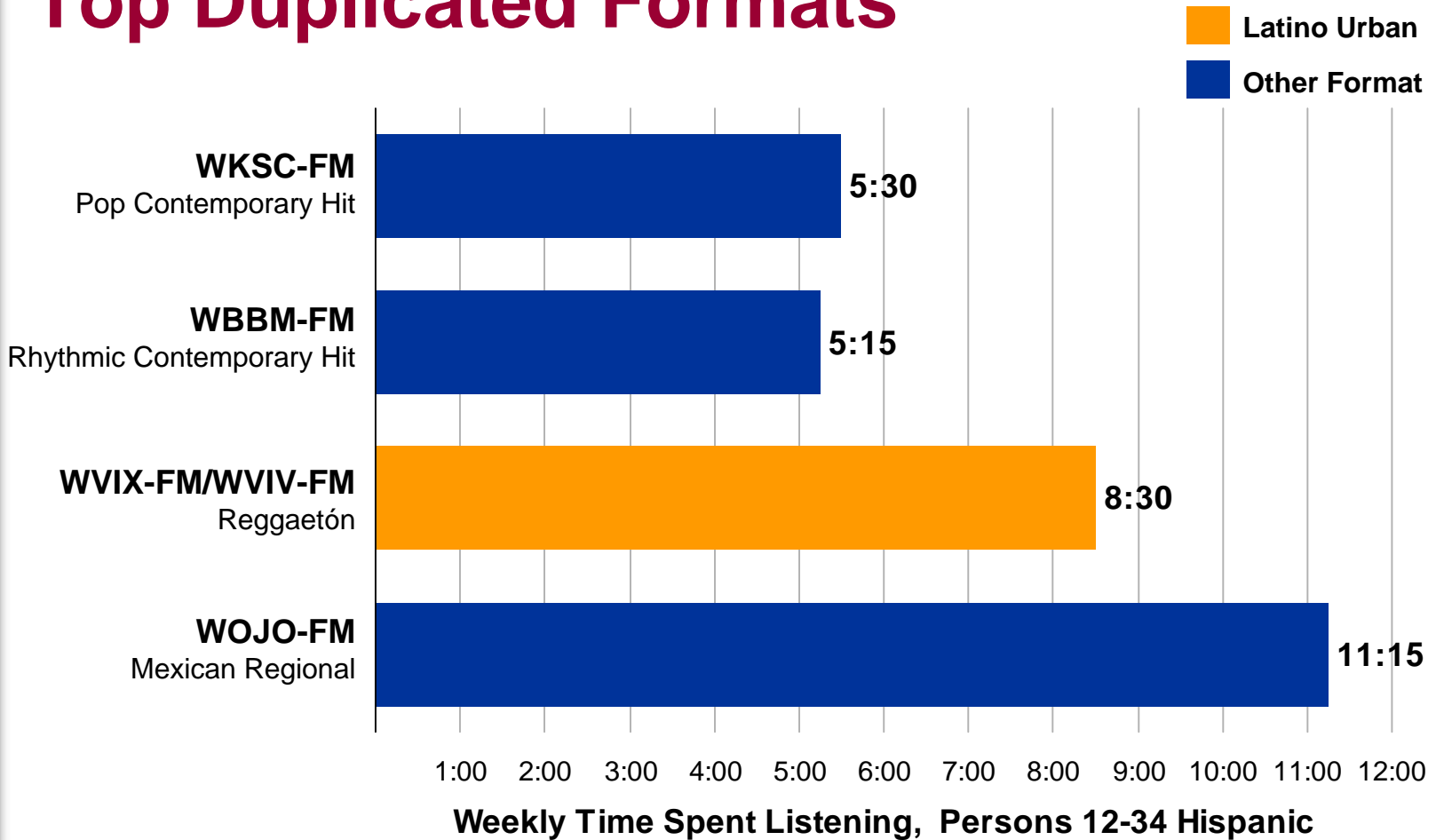
The New Latino Urban Format

How Do These Formats Compare on TSL?



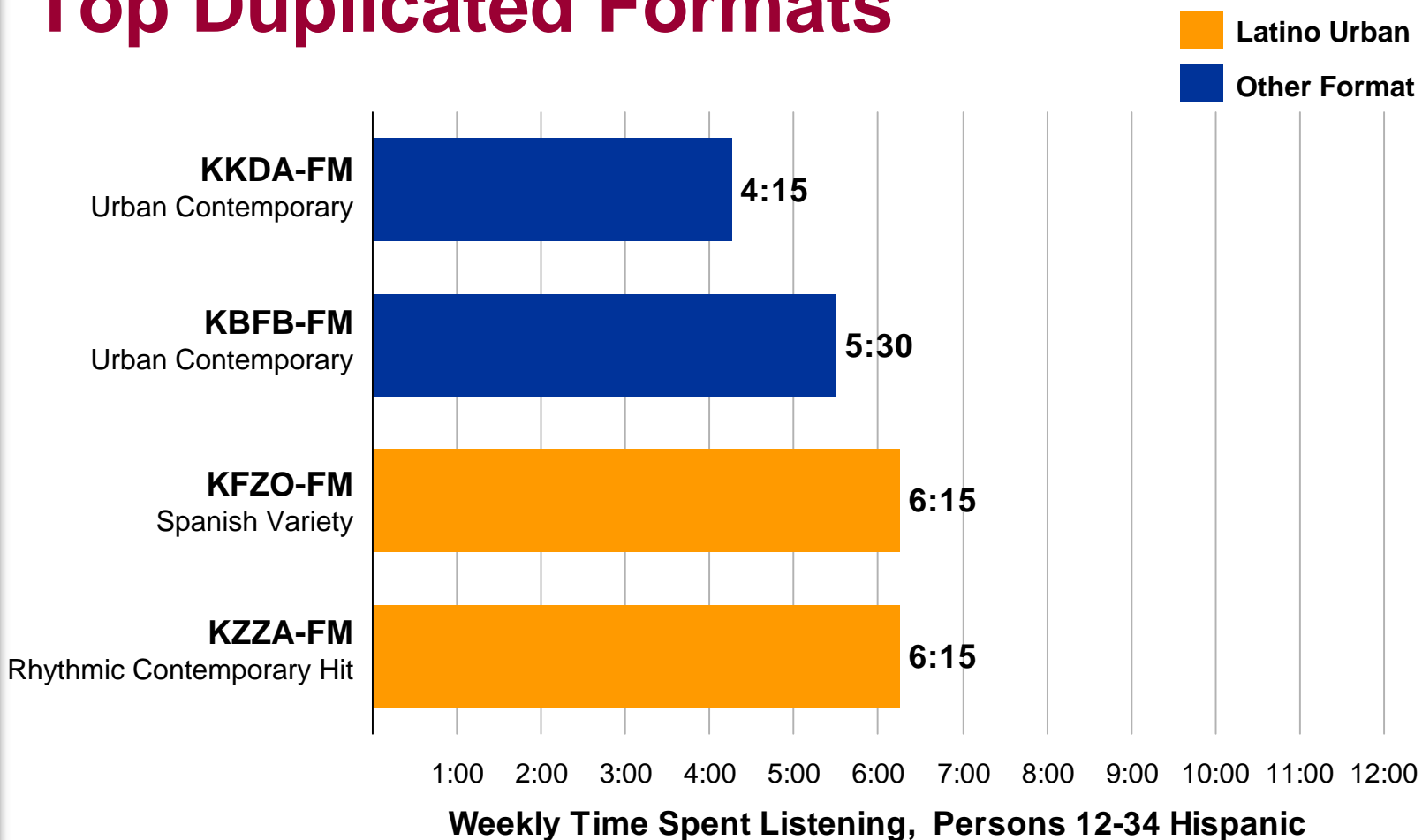
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Chicago Latino Urban TSL vs. Top Duplicated Formats



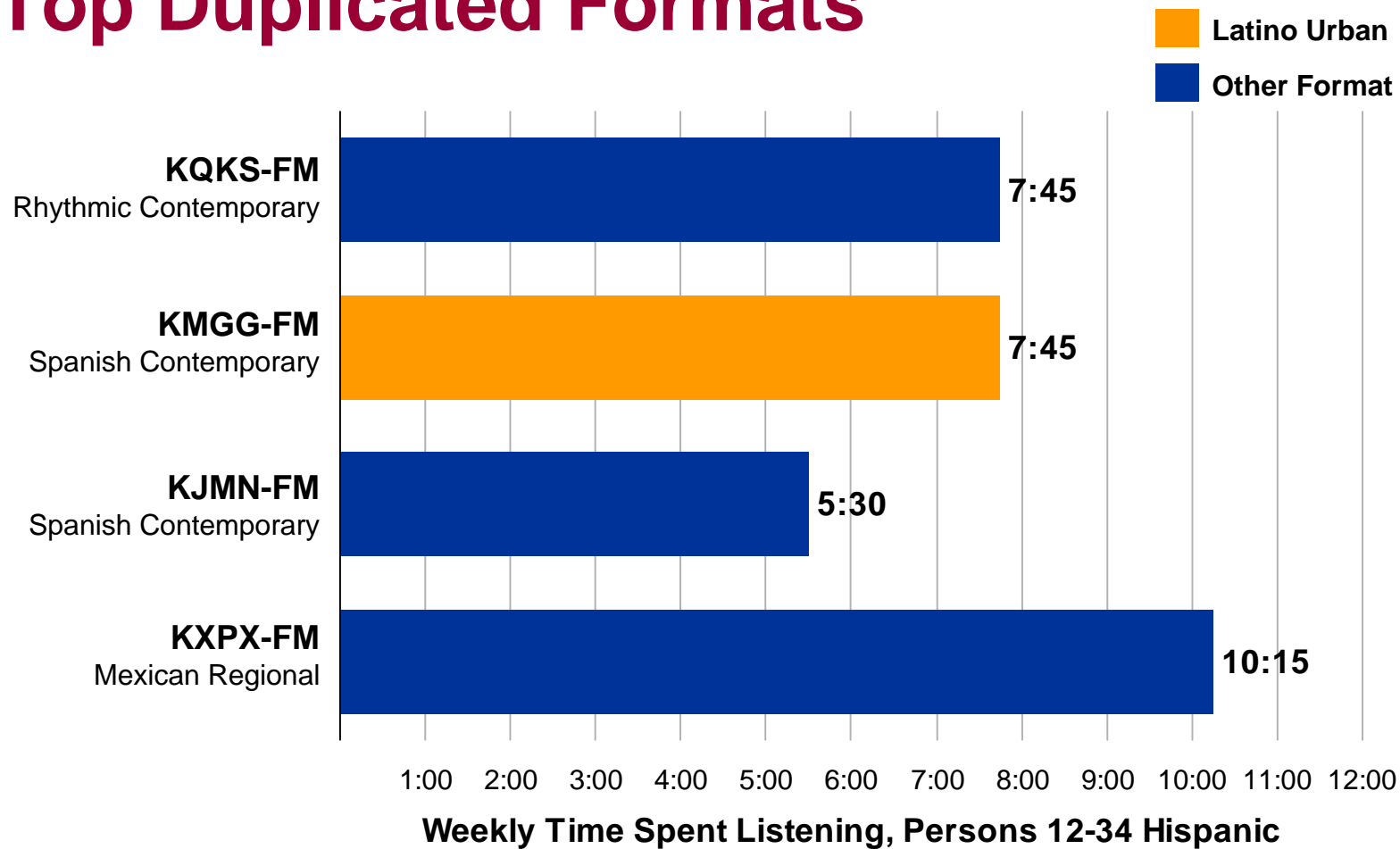
Source: Chicago Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

Dallas-Ft. Worth Latino Urban TSL vs. Top Duplicated Formats



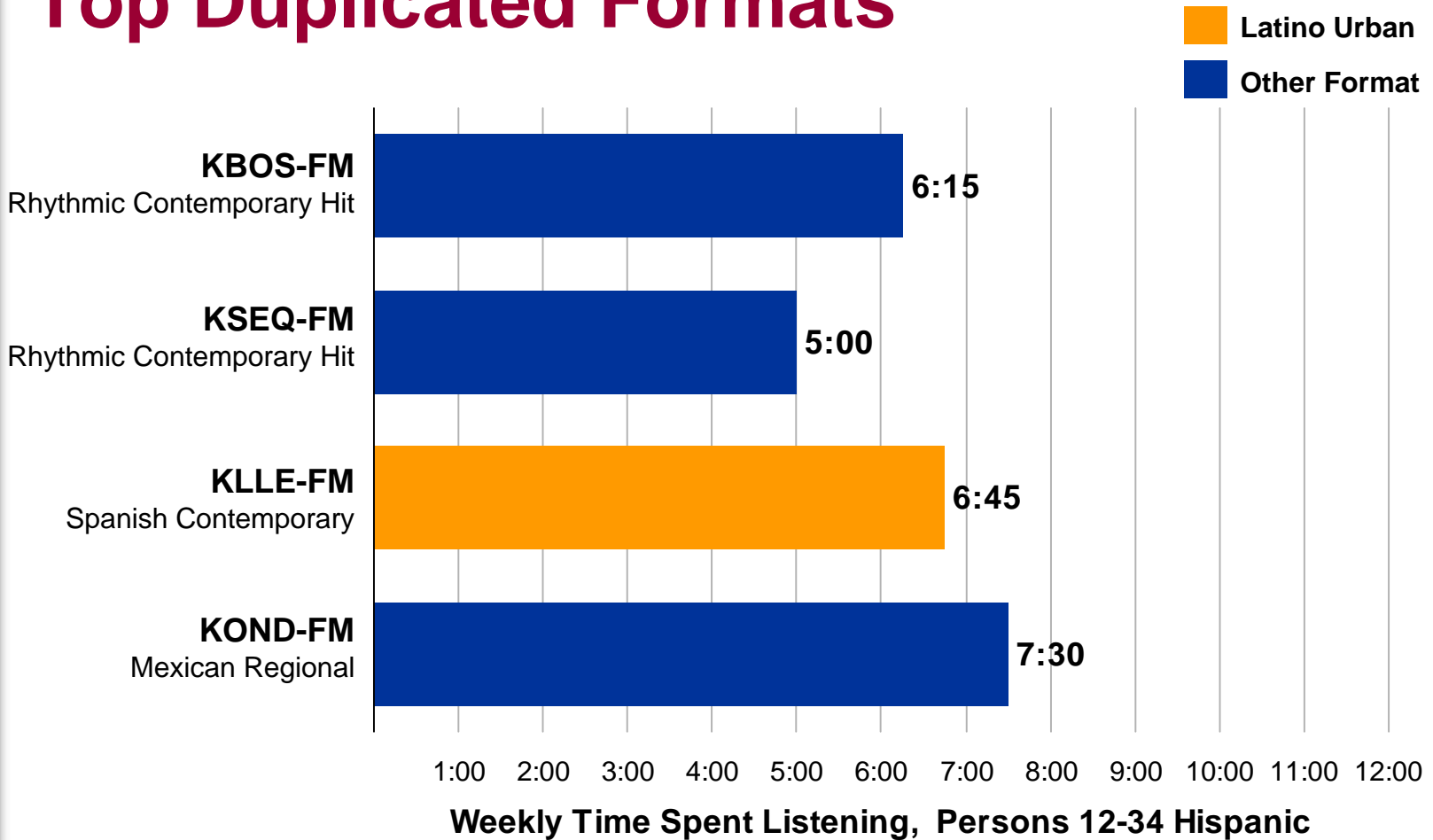
Source: Dallas-Ft. Worth Metro, Fall 2005, Persons 12-34 Hispanic, TSL (Hrs:Mins)

Denver-Boulder Latino Urban TSL vs. Top Duplicated Formats



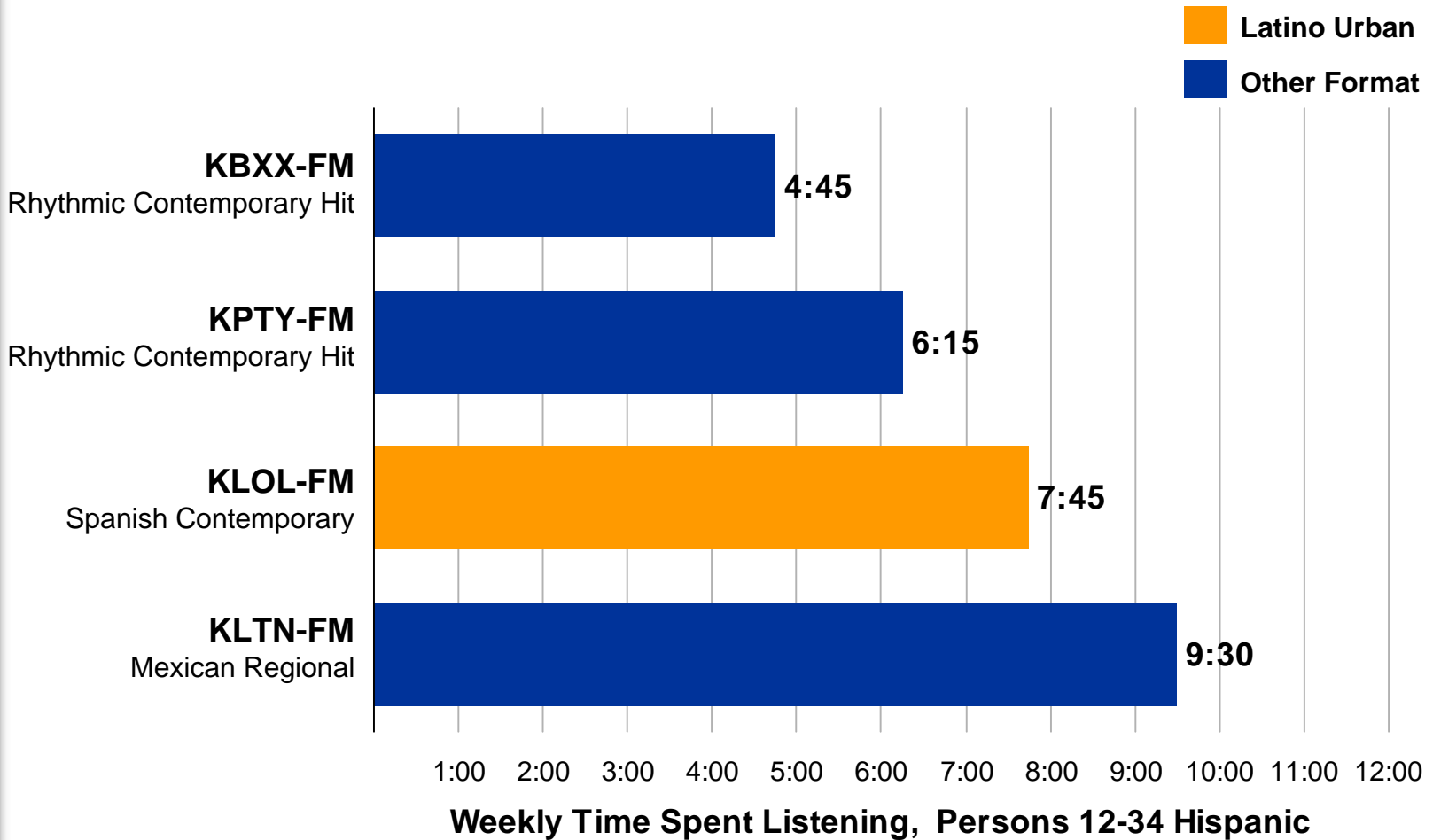
Source: Denver-Boulder Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

Fresno Latino Urban TSL vs. Top Duplicated Formats



Source: Fresno Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

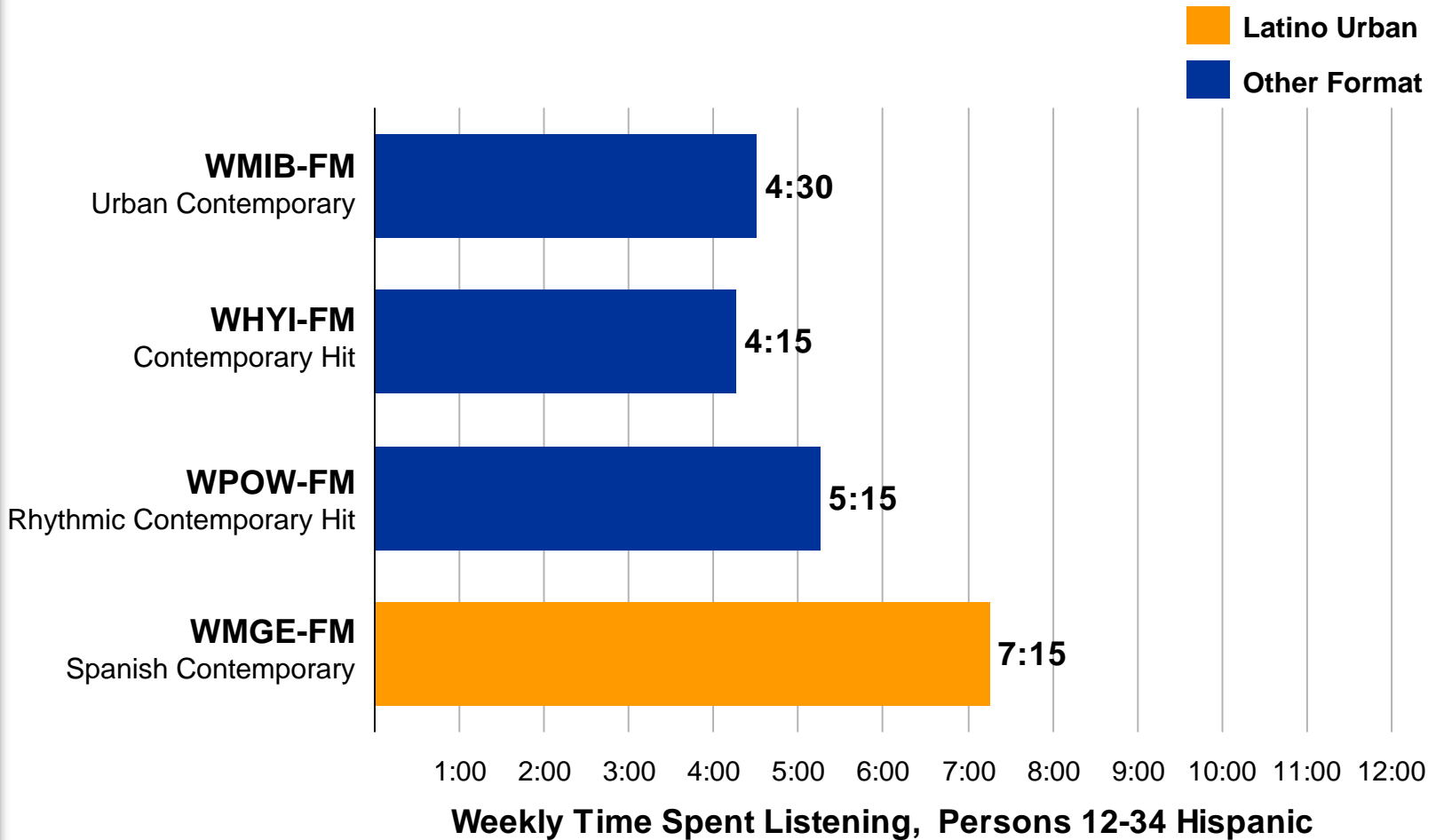
Houston-Galveston Latino Urban TSL vs. Top Duplicated Formats



Source: Houston-Galveston Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

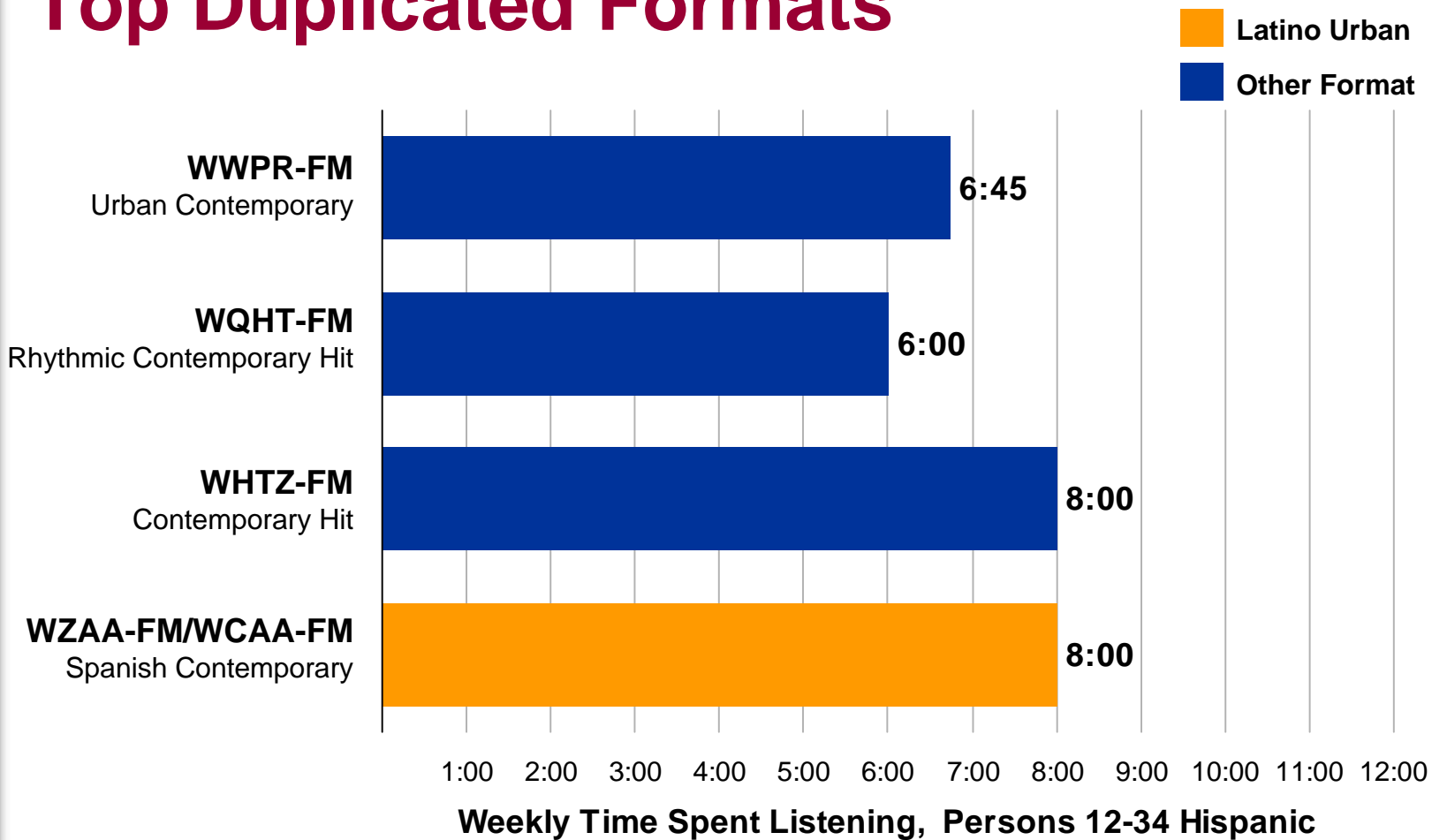


Miami-Ft. Lauderdale-Hollywood Latino Urban TSL vs. Top Duplicated Formats



Source: Miami-Ft. Lauderdale-Hollywood Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

New York Latino Urban TSL vs. Top Duplicated Formats

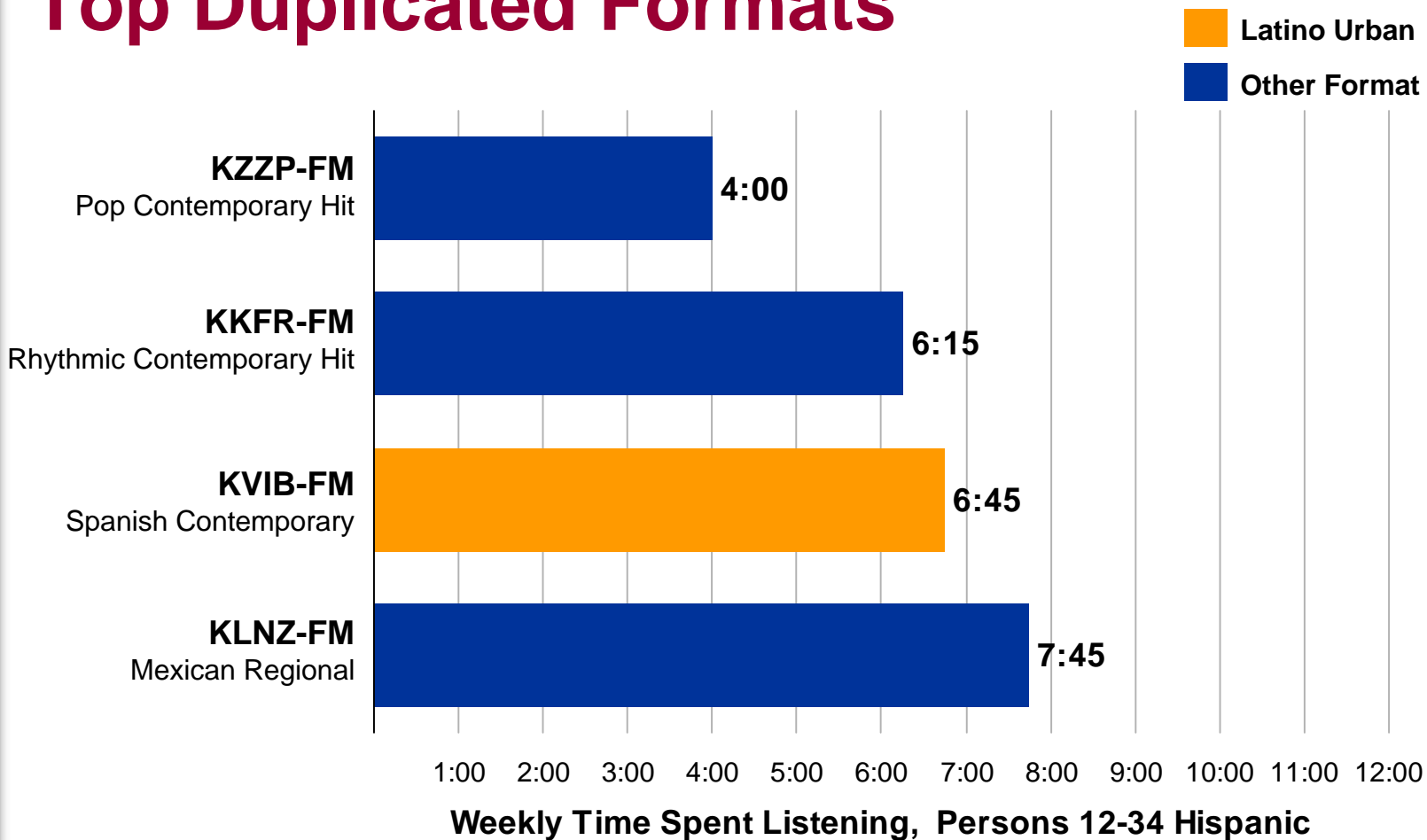


Source: New York Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

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Phoenix Latino Urban TSL vs. Top Duplicated Formats

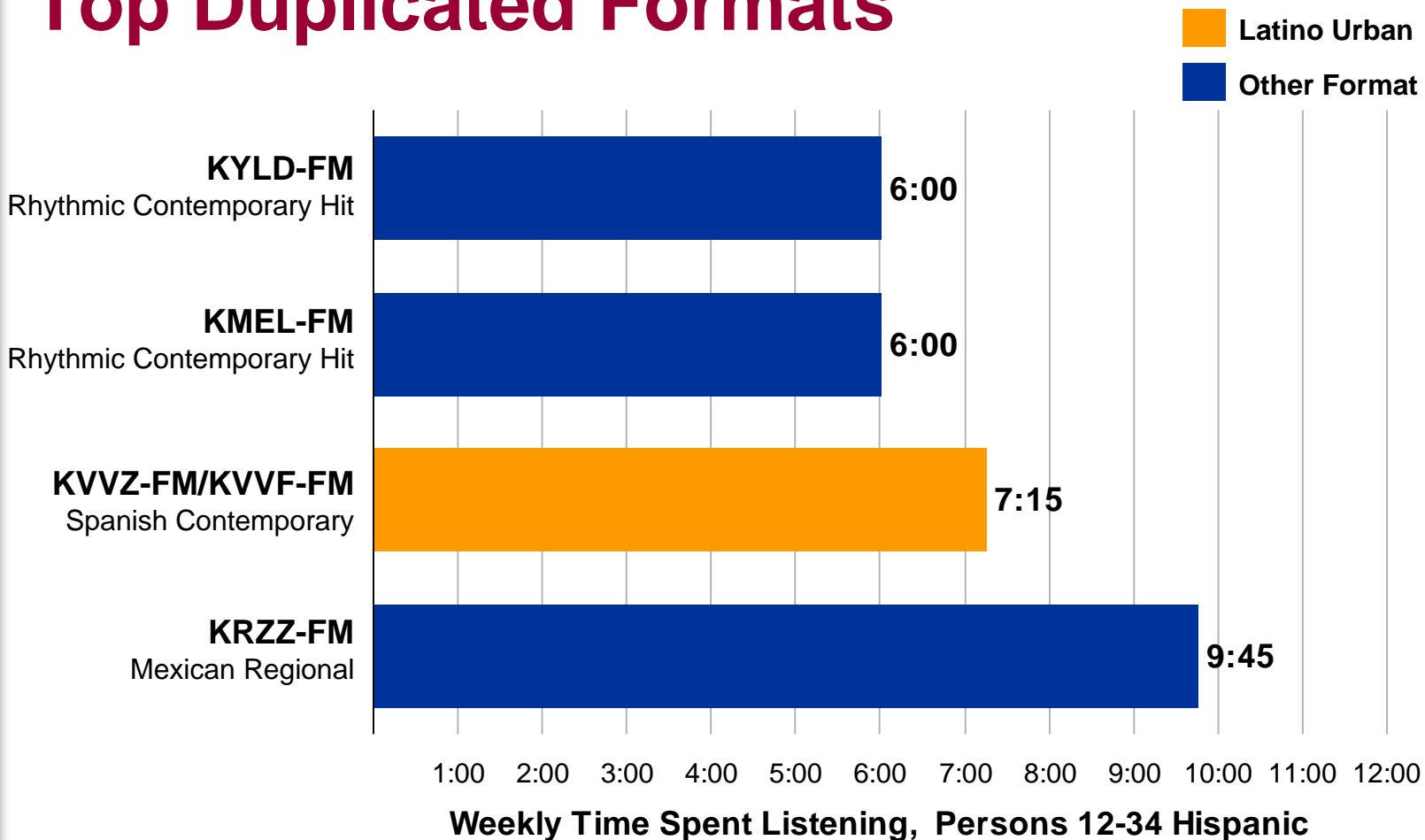


Source: Phoenix Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

© 2006 Arbitron Inc.



San Francisco Latino Urban TSL vs. Top Duplicated Formats



Source: San Francisco Metro, Winter 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)



The New Latino Urban Format

Is Latino Urban Having an
Impact on Young Urban Listening?

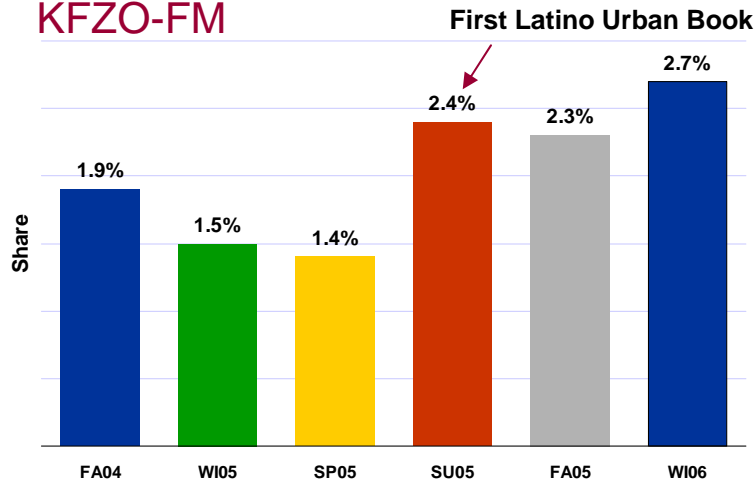
Here Are Trend Results in
Five Major Markets.



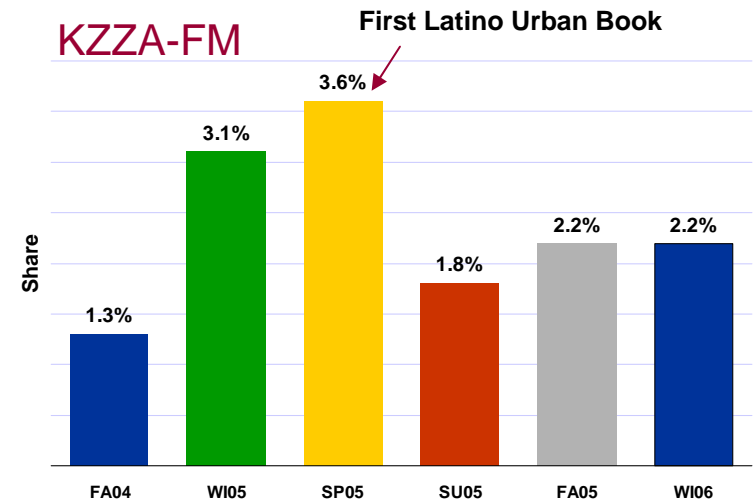
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Dallas-Ft. Worth Latino Urban P18-34 Share Trends Compared to Urban

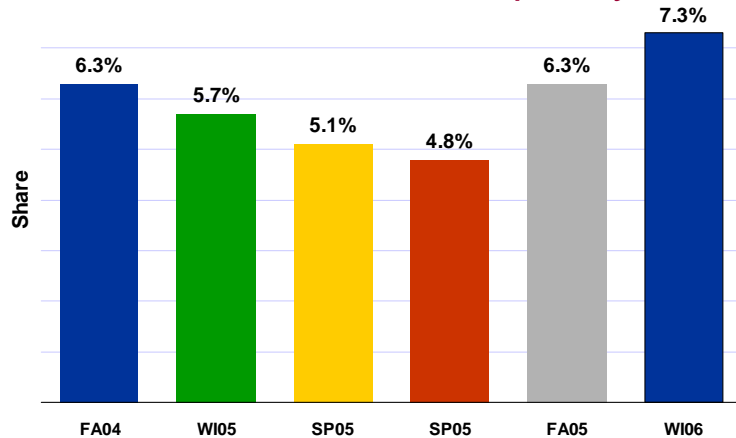
KFZO-FM



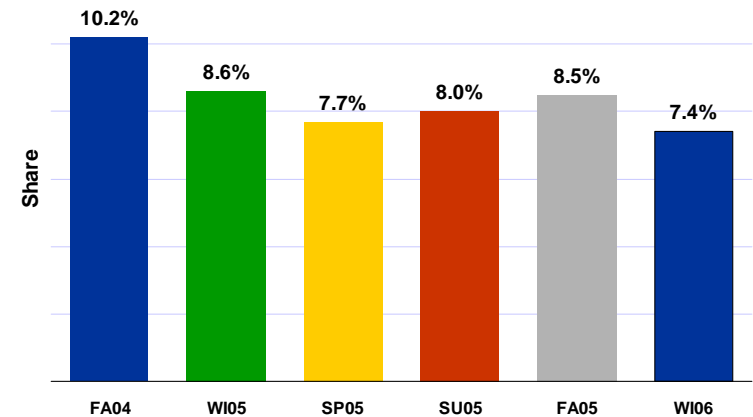
KZZA-FM



KBFB-FM Urban Contemporary



KKDA-FM Urban Contemporary



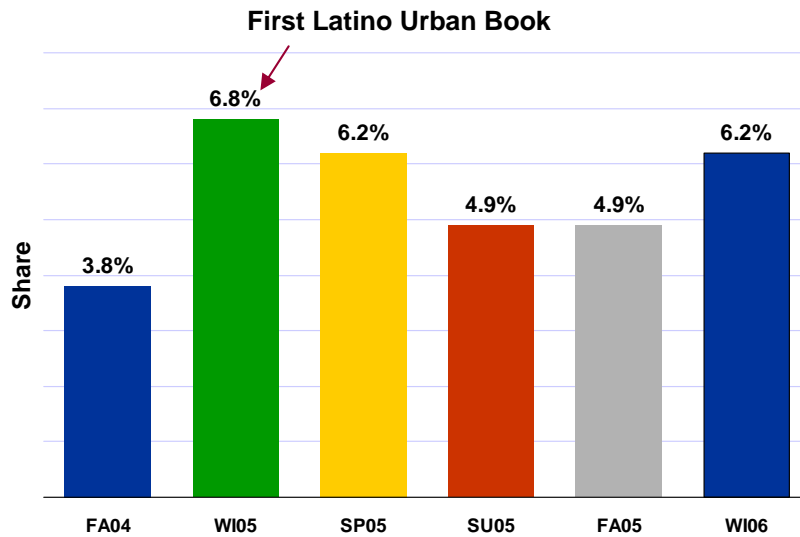
Source: Dallas-Ft. Worth Metro, Fall 2004 – Winter 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34

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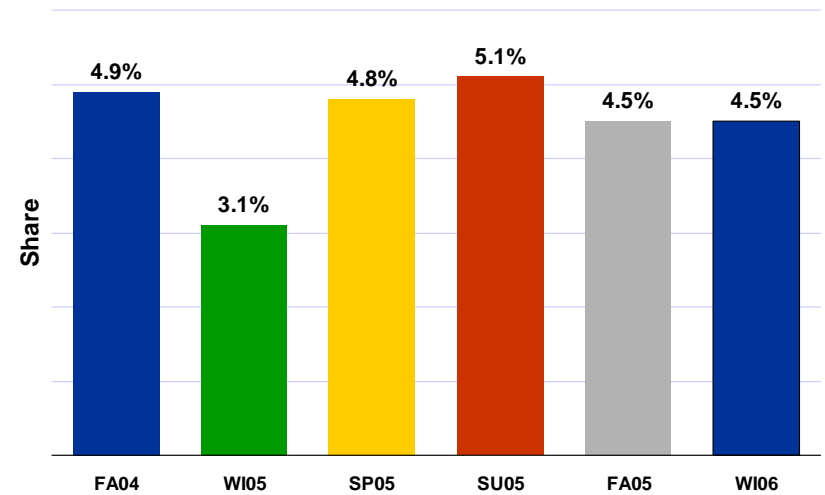


Houston-Galveston Latino Urban P18-34 Share Trends Compared to Urban

KLOL-FM



KMJQ-FM Urban AC



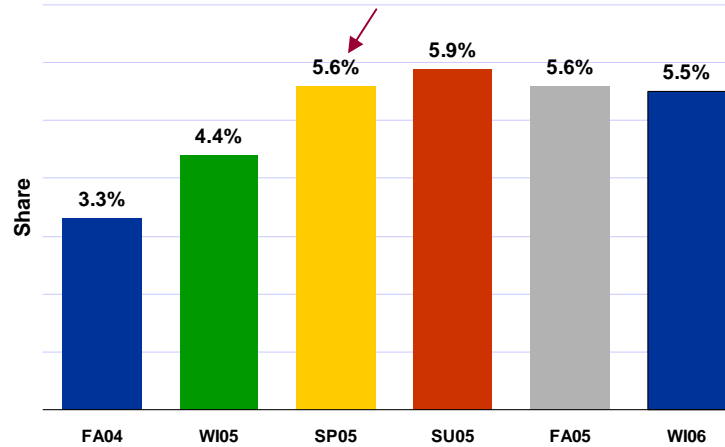
Source: Houston-Galveston Metro, Fall 2004 – Winter 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34

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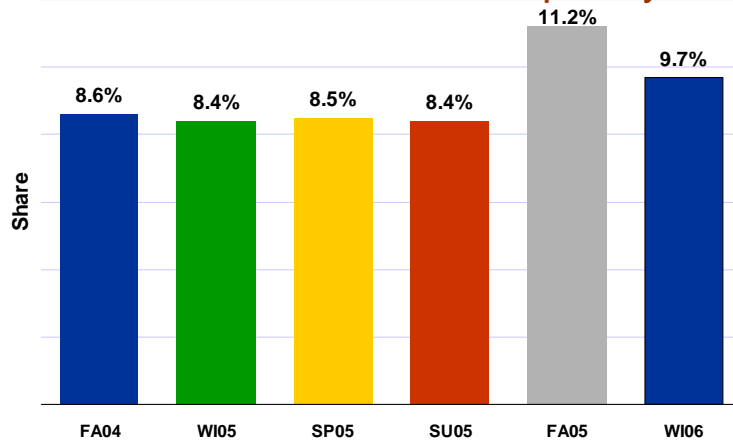
Miami-Ft. Lauderdale-Hollywood Latino Urban P18-34 Share Trends Compared to Urban

WMGE-FM

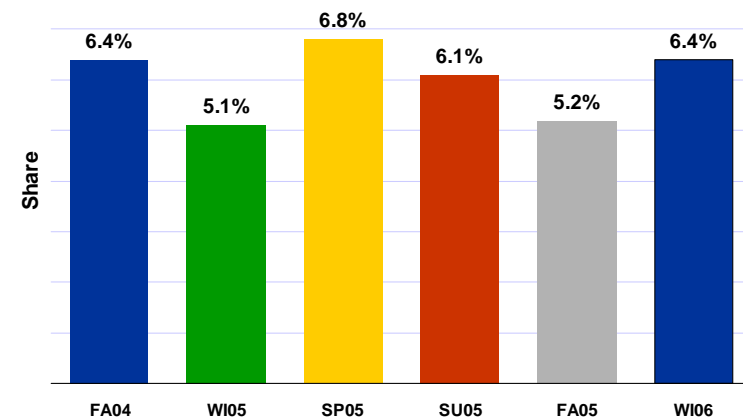
First Latino Urban Book



WEDR-FM Urban Contemporary



WHQT-FM Urban AC



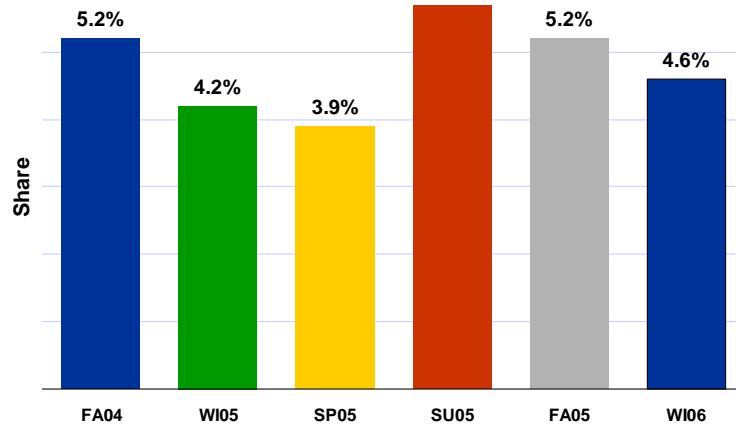
Source: Miami-Ft. Lauderdale-Hollywood Metro, Fall 2004 – Winter 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34

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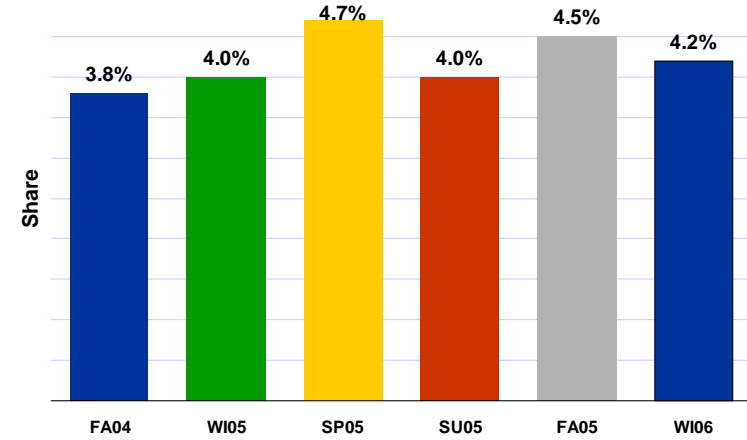


New York Latino Urban P18-34 Share Trends Compared to Urban

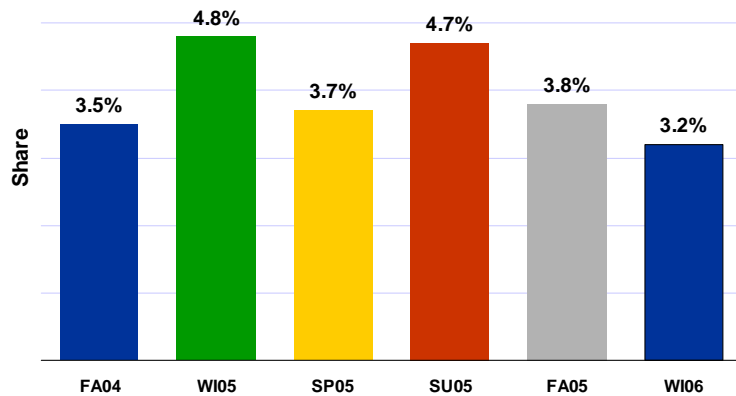
WZAA/WCAA



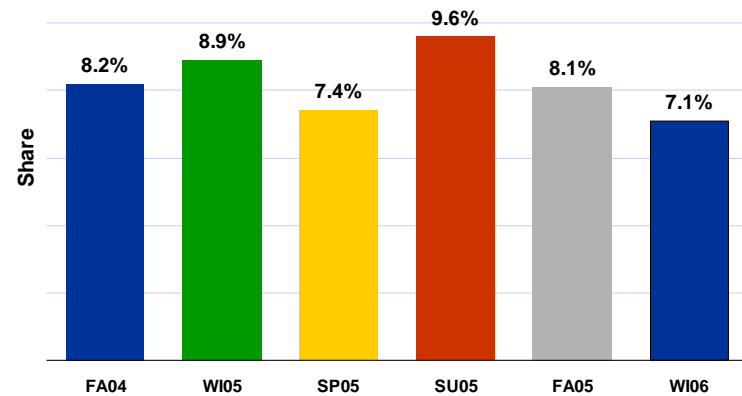
WBLS-FM Urban Contemporary



WRKS-FM Urban AC



WWPR-FM Urban Contemporary



Source: New York Metro, Fall 2004 – Winter 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34



Summary

- Latino Urban reaches a young Hispanic audience that appeals to more English-dominant Hispanics than most other “Spanish-language” formats on the radio today.
- The Latino Urban format is typically strongest during evenings and weekends. As these new stations are able to build new morning shows or sign proven morning talent from other stations in the market, this may change.
- Latino Urban is driven primarily by its strong Cume audience. Maintaining that broad appeal will be key to its success.



Summary

- The format is competing for listeners with formats that Spanish radio previously has not duplicated as highly. Among the top duplicated formats are CHR and Urban.
- The format has the strongest performance among Latinos when they are away from the home, contributing to its healthy weekend and evening drive dayparts.



The New Latino Urban Format

Appendix



ARBITRON

MaximiSer V10.2 Audience Composition Report
CHICAGO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 7695247 In-tab: 5928
Geo Area: CHICAGO METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
*WVIV/WVIX	TOTAL PERS (00)	295	69	116	61	34	6	7	2
	TOTAL COMP %	100	23	39	21	12	2	2	1
	MEN PERS (00)	157	39	69	27	15	2	5	1
	MEN COMP %	53	13	23	9	5	1	2	0
	WOMEN PERS (00)	138	30	47	34	19	5	2	1
	WOMEN COMP %	47	10	16	12	6	2	1	0
MARKET TOTAL	TOTAL PERS (00)	11450	717	1198	1997	2354	2056	1502	1626
	TOTAL COMP %	100	6	10	17	21	18	13	14
	MEN PERS (00)	5680	313	649	1109	1247	1019	725	618
	MEN COMP %	50	3	6	10	11	9	6	5
	WOMEN PERS (00)	5770	405	550	888	1107	1036	777	1007
	WOMEN COMP %	50	4	5	8	10	9	7	9

*WVIV/WVIX: WVIV-FM, WVIX-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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MaximiSer V10.2 Audience Composition Report
CHICAGO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 7695247 In-tab: 5928
Geo Area: CHICAGO METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
*WVIV/WVIX	TOTAL PERS (00)	4805	1053	1512	1031	685	277	168	79
	TOTAL COMP %	100	22	31	21	14	6	3	2
	MEN PERS (00)	2182	474	784	441	264	97	76	46
	MEN COMP %	45	10	16	9	5	2	2	1
	WOMEN PERS (00)	2623	579	728	590	421	180	92	33
	WOMEN COMP %	55	12	15	12	9	4	2	1
MARKET TOTAL	TOTAL PERS (00)	73042	7287	8238	12540	13806	12837	8885	9449
	TOTAL COMP %	100	10	11	17	19	18	12	13
	MEN PERS (00)	35235	3549	4244	6309	6752	6211	4297	3874
	MEN COMP %	48	5	6	9	9	9	6	5
	WOMEN PERS (00)	37807	3738	3994	6232	7054	6627	4588	5575
	WOMEN COMP %	52	5	5	9	10	9	6	8

*WVIV/WVIX: WVIV-FM, WVIX-FM

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Demo: Persons 12+ - Hispanic
 Geo Area: CHICAGO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	1341158		In-tab:	878
Spanish Primary	Population:	834408	(62.2%)	In-tab:	555
English Primary	Population:	506750	(37.8%)	In-tab:	323

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
*WVIV/WVIX	AQH PERS (00)	274	208	65
	AQH COMP %	100	76	24
	CUME PERS (00)	4315	3088	1227
	CUME COMP %	100	72	28
MARKET TOTAL	AQH PERS (00)	2429	1659	769
	AQH COMP %	100	68	32
	CUME PERS (00)	12972	8053	4919
	CUME COMP %	100	62	38

*WVIV/WVIX: WVIV-FM, WVIX-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 2175420 In-tab: 1446

Qualitative Selection: none

Geo Area: CHICAGO METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
*WVIV/WVIX	M-F 6:00AM - 10:00AM	1 - 12	0.8	3.8	167	1428
*WVIV/WVIX	M-F 10:00AM - 3:00PM	1 - 12	1.0	4.9	208	1359
*WVIV/WVIX	M-F 3:00PM - 7:00PM	1 - 12	1.0	5.5	225	1547
*WVIV/WVIX	M-F 7:00PM - 12:00M	1 - 12	0.7	7.8	148	1041
*WVIV/WVIX	Sa-Su 6:00AM - 12:00M	1 - 12	0.7	7.2	154	1820

*WVIV/WVIX: WVIV-FM, WVIX-FM

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maxi\$er V10.2 Audience Composition Report
DALLAS-FT. WORTH (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4728133 In-tab: 4141
Geo Area: DALLAS-FT. WORTH METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KFZO-FM	TOTAL PERS (00)	95	25	28	32	6	3	1	0
	TOTAL COMP %	100	26	29	34	6	3	1	0
	MEN PERS (00)	52	11	14	22	2	2	1	0
	MEN COMP %	55	12	15	23	2	2	1	0
	WOMEN PERS (00)	43	15	14	10	4	1	0	0
	WOMEN COMP %	45	16	15	11	4	1	0	0
MARKET TOTAL	TOTAL PERS (00)	6921	523	880	1362	1466	1310	769	611
	TOTAL COMP %	100	8	13	20	21	19	11	9
	MEN PERS (00)	3556	214	471	708	854	652	382	275
	MEN COMP %	51	3	7	10	12	9	6	4
	WOMEN PERS (00)	3365	309	408	655	612	658	388	336
	WOMEN COMP %	49	4	6	9	9	10	6	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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Maxi\$er V10.2 Audience Composition Report
DALLAS-FT. WORTH (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4728133 In-tab: 4141
Geo Area: DALLAS-FT. WORTH METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KFZO-FM	TOTAL PERS (00)	2141	567	571	604	190	130	56	24
	TOTAL COMP %	100	26	27	28	9	6	3	1
	MEN PERS (00)	1060	291	280	318	26	89	31	24
	MEN COMP %	50	14	13	15	1	4	1	1
	WOMEN PERS (00)	1081	275	290	286	164	41	25	0
	WOMEN COMP %	50	13	14	13	8	2	1	0
MARKET TOTAL	TOTAL PERS (00)	44747	4834	5211	8523	9069	7819	4990	4302
	TOTAL COMP %	100	11	12	19	20	17	11	10
	MEN PERS (00)	22177	2349	2635	4373	4633	3909	2429	1849
	MEN COMP %	50	5	6	10	10	9	5	4
	WOMEN PERS (00)	22570	2485	2576	4150	4436	3910	2561	2453
	WOMEN COMP %	50	6	6	9	10	9	6	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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Demo: Persons 12+ - Hispanic
 Geo Area: DALLAS-FT. WORTH METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	1132665		In-tab:	964
Spanish Primary	Population:	699564	(61.8%)	In-tab:	597
English Primary	Population:	433101	(38.2%)	In-tab:	367

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
KFZO-FM	AQH PERS (00)	94	83	11
	AQH COMP %	100	88	12
	CUME PERS (00)	2046	1680	366
	CUME COMP %	100	82	18
MARKET TOTAL	AQH PERS (00)	2061	1340	720
	AQH COMP %	100	65	35
	CUME PERS (00)	11120	6890	4229
	CUME COMP %	100	62	38

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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Demos: P 18-34 Pop: 1455741 In-tab: 1102

Qualitative Selection: none

Geo Area: DALLAS-FT. WORTH METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KFZO-FM	M-F 6:00AM - 10:00AM	1 - 12	0.4	2.2	65	505
KFZO-FM	M-F 10:00AM - 3:00PM	1 - 12	0.6	2.9	89	659
KFZO-FM	M-F 3:00PM - 7:00PM	1 - 12	0.5	2.3	69	718
KFZO-FM	M-F 7:00PM - 12:00M	1 - 12	0.2	1.8	22	374
KFZO-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.4	3.8	59	675

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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Maxi\$er V10.2 Audience Composition Report
DALLAS-FT. WORTH (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4728133 In-tab: 4141
Geo Area: DALLAS-FT. WORTH METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KZZA-FM	TOTAL PERS (00)	105	44	36	15	5	5	0	0
	TOTAL COMP %	100	42	34	14	5	5	0	0
	MEN PERS (00)	40	15	18	3	1	3	0	0
	MEN COMP %	38	14	17	3	1	3	0	0
	WOMEN PERS (00)	65	29	18	11	5	2	0	0
	WOMEN COMP %	62	28	17	10	5	2	0	0
MARKET TOTAL	TOTAL PERS (00)	6921	523	880	1362	1466	1310	769	611
	TOTAL COMP %	100	8	13	20	21	19	11	9
	MEN PERS (00)	3556	214	471	708	854	652	382	275
	MEN COMP %	51	3	7	10	12	9	6	4
	WOMEN PERS (00)	3365	309	408	655	612	658	388	336
	WOMEN COMP %	49	4	6	9	9	10	6	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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Maxi\$er V10.2 Audience Composition Report
 DALLAS-FT. WORTH (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4728133 In-tab: 4141
 Geo Area: DALLAS-FT. WORTH METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KZZA-FM	TOTAL PERS (00)	2478	878	768	431	210	131	29	32
	TOTAL COMP %	100	35	31	17	8	5	1	1
	MEN PERS (00)	991	332	344	110	58	99	17	32
	MEN COMP %	40	13	14	4	2	4	1	1
	WOMEN PERS (00)	1487	546	424	322	152	32	12	0
	WOMEN COMP %	60	22	17	13	6	1	0	0
MARKET TOTAL	TOTAL PERS (00)	44747	4834	5211	8523	9069	7819	4990	4302
	TOTAL COMP %	100	11	12	19	20	17	11	10
	MEN PERS (00)	22177	2349	2635	4373	4633	3909	2429	1849
	MEN COMP %	50	5	6	10	10	9	5	4
	WOMEN PERS (00)	22570	2485	2576	4150	4436	3910	2561	2453
	WOMEN COMP %	50	6	6	9	10	9	6	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demo: Persons 12+ - Hispanic
 Geo Area: DALLAS-FT. WORTH METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	1132665		In-tab:	964
Spanish Primary	Population:	699564	(61.8%)	In-tab:	597
English Primary	Population:	433101	(38.2%)	In-tab:	367

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
KZZA-FM	AQH PERS (00)	88	48	40
	AQH COMP %	100	55	45
	CUME PERS (00)	1915	1059	856
	CUME COMP %	100	55	45
MARKET TOTAL	AQH PERS (00)	2061	1340	720
	AQH COMP %	100	65	35
	CUME PERS (00)	11120	6890	4229
	CUME COMP %	100	62	38

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

Demos: P 18-34 Pop: 1455741 In-tab: 1102

Qualitative Selection: none

Geo Area: DALLAS-FT. WORTH METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KZZA-FM	M-F 6:00AM - 10:00AM	1 - 12	0.3	1.4	42	412
KZZA-FM	M-F 10:00AM - 3:00PM	1 - 12	0.4	1.8	55	584
KZZA-FM	M-F 3:00PM - 7:00PM	1 - 12	0.6	2.7	81	759
KZZA-FM	M-F 7:00PM - 12:00M	1 - 12	0.2	2.8	35	503
KZZA-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.3	2.9	45	716

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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MaxiSer V10.2 Audience Composition Report
DENVER-BOULDER (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 2156192 In-tab: 2906
Geo Area: DENVER-BOULDER METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KMGG-FM	TOTAL PERS (00)	60	21	18	11	6	4	0	0
	TOTAL COMP %	100	35	30	18	10	7	0	0
	MEN PERS (00)	26	5	7	6	3	4	0	0
	MEN COMP %	43	8	12	10	5	7	0	0
	WOMEN PERS (00)	34	16	10	5	3	0	0	0
	WOMEN COMP %	57	27	17	8	5	0	0	0
MARKET TOTAL	TOTAL PERS (00)	2949	172	302	604	586	578	369	338
	TOTAL COMP %	100	6	10	20	20	20	13	11
	MEN PERS (00)	1512	78	149	322	319	319	186	139
	MEN COMP %	51	3	5	11	11	11	6	5
	WOMEN PERS (00)	1437	95	153	282	266	259	183	199
	WOMEN COMP %	49	3	5	10	9	9	6	7

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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MaximiSer V10.2 Audience Composition Report
DENVER-BOULDER (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 2156192 In-tab: 2906
Geo Area: DENVER-BOULDER METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KMGG-FM	TOTAL PERS (00)	1141	290	316	307	160	60	3	6
	TOTAL COMP %	100	25	28	27	14	5	0	1
	MEN PERS (00)	574	138	170	158	66	43	0	0
	MEN COMP %	50	12	15	14	6	4	0	0
	WOMEN PERS (00)	567	151	147	149	94	17	3	6
	WOMEN COMP %	50	13	13	13	8	1	0	1
MARKET TOTAL	TOTAL PERS (00)	20173	1995	2112	3952	3984	3647	2337	2145
	TOTAL COMP %	100	10	10	20	20	18	12	11
	MEN PERS (00)	10078	1008	1079	2074	2052	1824	1131	910
	MEN COMP %	50	5	5	10	10	9	6	5
	WOMEN PERS (00)	10095	987	1033	1878	1932	1824	1206	1236
	WOMEN COMP %	50	5	5	9	10	9	6	6

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maxi\$er V10.2 Language Preference Composition Report
DENVER-BOULDER (Radio) - Winter 2006



Demo: Persons 12+ - Hispanic
Geo Area: DENVER-BOULDER METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Hispanic Persons	Population:	408859		In-tab:	466
Spanish Primary	Population:	209888	(51.3%)	In-tab:	200
English Primary	Population:	198971	(48.7%)	In-tab:	266

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary

KMGG-FM	AQH PERS (00)	56	44	12
	AQH COMP %	100	79	21
	CUME PERS (00)	920	709	212
	CUME COMP %	100	77	23

MARKET TOTAL	AQH PERS (00)	609	334	275
	AQH COMP %	100	55	45
	CUME PERS (00)	3864	1975	1890
	CUME COMP %	100	51	49

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 642927 In-tab: 596

Qualitative Selection: none

Geo Area: DENVER-BOULDER METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KMGG-FM	M-F 6:00AM - 10:00AM	1 - 12	0.5	2.6	34	268
KMGG-FM	M-F 10:00AM - 3:00PM	1 - 12	0.5	2.2	30	252
KMGG-FM	M-F 3:00PM - 7:00PM	1 - 12	0.7	3.8	45	387
KMGG-FM	M-F 7:00PM - 12:00M	1 - 12	0.2	3.5	13	219
KMGG-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.4	4.9	28	385

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

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Maximiser V10.2 Audience Composition Report
 FRESNO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 710816 In-tab: 1706
 Geo Area: FRESNO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KLLE-FM	TOTAL PERS (00)	28	8	11	7	2	1	0	0
	TOTAL COMP %	100	29	39	25	7	4	0	0
	MEN PERS (00)	12	4	5	3	1	0	0	0
	MEN COMP %	43	14	18	11	4	0	0	0
	WOMEN PERS (00)	16	4	6	4	1	0	0	0
	WOMEN COMP %	57	14	21	14	4	0	0	0
MARKET TOTAL	TOTAL PERS (00)	1013	100	149	185	201	168	101	108
	TOTAL COMP %	100	10	15	18	20	17	10	11
	MEN PERS (00)	518	41	76	102	115	84	53	47
	MEN COMP %	51	4	8	10	11	8	5	5
	WOMEN PERS (00)	494	59	74	83	87	83	47	61
	WOMEN COMP %	49	6	7	8	9	8	5	6

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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MaxiSer V10.2 Audience Composition Report
 FRESNO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 710816 In-tab: 1706
 Geo Area: FRESNO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KLLE-FM	TOTAL PERS (00)	573	113	200	153	60	35	7	4
	TOTAL COMP %	100	20	35	27	10	6	1	1
	MEN PERS (00)	264	35	101	76	29	23	0	0
	MEN COMP %	46	6	18	13	5	4	0	0
	WOMEN PERS (00)	309	77	100	76	32	12	7	4
	WOMEN COMP %	54	13	17	13	6	2	1	1
MARKET TOTAL	TOTAL PERS (00)	6675	836	975	1252	1138	1036	697	740
	TOTAL COMP %	100	13	15	19	17	16	10	11
	MEN PERS (00)	3320	410	506	652	576	507	351	319
	MEN COMP %	50	6	8	10	9	8	5	5
	WOMEN PERS (00)	3355	426	469	601	563	529	346	422
	WOMEN COMP %	50	6	7	9	8	8	5	6

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maximiser V10.2 Language Preference Composition Report
 FRESNO (Radio) - Winter 2006



Demo: Persons 12+ - Hispanic
 Geo Area: FRESNO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	317220		In-tab:	728
Spanish Primary	Population:	149674	(47.2%)	In-tab:	397
English Primary	Population:	167546	(52.8%)	In-tab:	331

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
KLLE-FM	AQH PERS (00)	28	19	9
	AQH COMP %	100	68	32
	CUME PERS (00)	560	367	193
	CUME COMP %	100	66	34
MARKET TOTAL	AQH PERS (00)	506	259	247
	AQH COMP %	100	51	49
	CUME PERS (00)	3025	1424	1601
	CUME COMP %	100	47	53

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 231715 In-tab: 528

Qualitative Selection: none

Geo Area: FRESNO METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KLLE-FM	M-F 6:00AM - 10:00AM	1 - 12	0.8	4.0	18	178
KLLE-FM	M-F 10:00AM - 3:00PM	1 - 12	1.1	5.3	25	193
KLLE-FM	M-F 3:00PM - 7:00PM	1 - 12	0.9	5.4	21	192
KLLE-FM	M-F 7:00PM - 12:00M	1 - 12	0.3	3.7	7	87
KLLE-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.7	6.4	16	189

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

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Maximiser V10.2 Audience Composition Report
HOUSTON-GALVESTON (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4350929 In-tab: 4122
Geo Area: HOUSTON-GALVESTON METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KLOL-FM	TOTAL PERS (00)	208	49	62	67	17	9	0	3
	TOTAL COMP %	100	24	30	32	8	4	0	1
	MEN PERS (00)	99	17	36	30	11	5	0	0
	MEN COMP %	48	8	17	14	5	2	0	0
	WOMEN PERS (00)	108	31	25	37	7	4	0	3
	WOMEN COMP %	52	15	12	18	3	2	0	1
MARKET TOTAL	TOTAL PERS (00)	6492	527	786	1292	1294	1285	763	544
	TOTAL COMP %	100	8	12	20	20	20	12	8
	MEN PERS (00)	3318	247	391	694	664	676	413	233
	MEN COMP %	51	4	6	11	10	10	6	4
	WOMEN PERS (00)	3174	280	395	599	630	609	350	310
	WOMEN COMP %	49	4	6	9	10	9	5	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.

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MaxiSer V10.2 Audience Composition Report
HOUSTON-GALVESTON (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 4350929 In-tab: 4122
Geo Area: HOUSTON-GALVESTON METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KLOL-FM	TOTAL PERS (00)	3944	991	1071	1017	490	289	32	54
	TOTAL COMP %	100	25	27	26	12	7	1	1
	MEN PERS (00)	2031	433	647	475	278	176	8	13
	MEN COMP %	51	11	16	12	7	4	0	0
	WOMEN PERS (00)	1913	558	424	542	212	113	24	40
	WOMEN COMP %	49	14	11	14	5	3	1	1
MARKET TOTAL	TOTAL PERS (00)	40924	4707	4986	7502	7838	7288	4703	3901
	TOTAL COMP %	100	12	12	18	19	18	11	10
	MEN PERS (00)	20220	2341	2527	3796	3906	3603	2304	1742
	MEN COMP %	49	6	6	9	10	9	6	4
	WOMEN PERS (00)	20704	2366	2459	3705	3931	3684	2399	2159
	WOMEN COMP %	51	6	6	9	10	9	6	5

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demo: Persons 12+ - Hispanic
Geo Area: HOUSTON-GALVESTON METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

Hispanic Persons	Population:	1308702		In-tab:	1202
Spanish Primary	Population:	809902	(61.9%)	In-tab:	766
English Primary	Population:	498800	(38.1%)	In-tab:	436

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
KLOL-FM	AQH PERS (00)	198	132	65
	AQH COMP %	100	67	33
	CUME PERS (00)	3515	2395	1120
	CUME COMP %	100	68	32
MARKET TOTAL	AQH PERS (00)	2350	1498	852
	AQH COMP %	100	64	36
	CUME PERS (00)	12465	7775	4690
	CUME COMP %	100	62	38

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 1313358 In-tab: 1085

Qualitative Selection: none

Geo Area: HOUSTON-GALVESTON METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KLOL-FM	M-F 6:00AM - 10:00AM	1 - 12	1.1	5.2	144	1016
KLOL-FM	M-F 10:00AM - 3:00PM	1 - 12	1.1	5.3	143	1121
KLOL-FM	M-F 3:00PM - 7:00PM	1 - 12	1.4	6.8	182	1323
KLOL-FM	M-F 7:00PM - 12:00M	1 - 12	0.6	6.9	81	866
KLOL-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.9	7.4	115	1381

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

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Maximiser V10.2 Audience Composition Report
 MIAMI-FT. LAUDERDALE-HOLLYWOOD (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 3502797 In-tab: 4700
 Geo Area: MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
WMGE-FM	TOTAL PERS (00)	124	30	34	36	13	8	1	1
	TOTAL COMP %	100	24	27	29	10	6	1	1
	MEN PERS (00)	56	11	15	21	4	5	0	0
	MEN COMP %	45	9	12	17	3	4	0	0
	WOMEN PERS (00)	68	20	20	16	9	3	1	0
	WOMEN COMP %	55	16	16	13	7	2	1	0
MARKET TOTAL	TOTAL PERS (00)	5665	365	510	787	1157	1068	816	963
	TOTAL COMP %	100	6	9	14	20	19	14	17
	MEN PERS (00)	2740	165	252	406	582	520	384	429
	MEN COMP %	48	3	4	7	10	9	7	8
	WOMEN PERS (00)	2926	200	257	381	575	547	431	534
	WOMEN COMP %	52	4	5	7	10	10	8	9

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maxi\$er V10.2 Audience Composition Report
 MIAMI-FT. LAUDERDALE-HOLLYWOOD (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 3502797 In-tab: 4700
 Geo Area: MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
WMGE-FM	TOTAL PERS (00)	2429	578	603	646	344	197	32	29
	TOTAL COMP %	100	24	25	27	14	8	1	1
	MEN PERS (00)	1046	237	236	322	142	101	0	7
	MEN COMP %	43	10	10	13	6	4	0	0
	WOMEN PERS (00)	1383	341	367	324	202	96	32	22
	WOMEN COMP %	57	14	15	13	8	4	1	1
MARKET TOTAL	TOTAL PERS (00)	32822	3106	3358	5035	6236	5707	4207	5173
	TOTAL COMP %	100	9	10	15	19	17	13	16
	MEN PERS (00)	15792	1567	1656	2494	3063	2787	2021	2204
	MEN COMP %	48	5	5	8	9	8	6	7
	WOMEN PERS (00)	17030	1539	1703	2540	3173	2920	2186	2969
	WOMEN COMP %	52	5	5	8	10	9	7	9

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demo: Persons 12+ - Hispanic
 Geo Area: MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	1617151		In-tab:	2106
Spanish Primary	Population:	1136747	(70.3%)	In-tab:	1497
English Primary	Population:	480404	(29.7%)	In-tab:	609

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
----- WMGE-FM	AQH PERS (00)	115	90	26
	AQH COMP %	100	78	23
	CUME PERS (00)	2169	1512	656
	CUME COMP %	100	70	30
----- MARKET TOTAL	AQH PERS (00)	2825	2106	719
	AQH COMP %	100	75	25
	CUME PERS (00)	15464	10919	4545
	CUME COMP %	100	71	29

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council® (MRC) accredits this service.



Demos: P 18-34 Pop: 884178 In-tab: 1066

Qualitative Selection: none

Geo Area: MIAMI-FT. LAUDERDALE-HOLLYWOOD METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
WMGE-FM	M-F 6:00AM - 10:00AM	1 - 12	0.9	4.4	80	682
WMGE-FM	M-F 10:00AM - 3:00PM	1 - 12	1.2	6.4	107	688
WMGE-FM	M-F 3:00PM - 7:00PM	1 - 12	1.1	6.0	100	802
WMGE-FM	M-F 7:00PM - 12:00M	1 - 12	0.4	4.5	33	504
WMGE-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.6	5.5	50	643

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maxi\$er V10.2 Audience Composition Report
NEW YORK (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 15325817 In-tab: 12234
Geo Area: NEW YORK METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
*WCAA/WZAA	TOTAL PERS (00)	622	142	151	125	90	57	43	15
	TOTAL COMP %	100	23	24	20	14	9	7	2
	MEN PERS (00)	298	60	88	73	40	21	8	9
	MEN COMP %	48	10	14	12	6	3	1	1
	WOMEN PERS (00)	324	82	62	53	50	36	35	6
	WOMEN COMP %	52	13	10	9	8	6	6	1
MARKET TOTAL	TOTAL PERS (00)	23944	1415	2200	3752	4721	4434	3364	4058
	TOTAL COMP %	100	6	9	16	20	19	14	17
	MEN PERS (00)	11525	665	1125	1895	2383	2218	1549	1689
	MEN COMP %	48	3	5	8	10	9	6	7
	WOMEN PERS (00)	12419	750	1075	1857	2338	2216	1815	2369
	WOMEN COMP %	52	3	4	8	10	9	8	10

*WCAA/WZAA: WCAA-FM, WZAA-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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MaximiSer V10.2 Audience Composition Report
 NEW YORK (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 15325817 In-tab: 12234
 Geo Area: NEW YORK METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
*WCAA/WZAA	TOTAL PERS (00)	10434	2123	2438	2296	1608	1029	697	243
	TOTAL COMP %	100	20	23	22	15	10	7	2
	MEN PERS (00)	4877	1022	1148	1159	727	476	244	101
	MEN COMP %	47	10	11	11	7	5	2	1
	WOMEN PERS (00)	5556	1101	1291	1137	880	553	453	142
	WOMEN COMP %	53	11	12	11	8	5	4	1
MARKET TOTAL	TOTAL PERS (00)	141988	13116	14463	22435	27285	24923	18450	21315
	TOTAL COMP %	100	9	10	16	19	18	13	15
	MEN PERS (00)	67641	6662	7252	11130	13386	11934	8574	8704
	MEN COMP %	48	5	5	8	9	8	6	6
	WOMEN PERS (00)	74347	6455	7212	11306	13899	12989	9876	12611
	WOMEN COMP %	52	5	5	8	10	9	7	9

*WCAA/WZAA: WCAA-FM, WZAA-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demo: Persons 12+ - Hispanic
 Geo Area: NEW YORK METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	3225792		In-tab:	2010
Spanish Primary	Population:	2071876	(64.2%)	In-tab:	1209
English Primary	Population:	1153916	(35.8%)	In-tab:	801

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
*WCAA/WZAA	AQH PERS (00)	578	444	134
	AQH COMP %	100	77	23
	CUME PERS (00)	9130	6574	2556
	CUME COMP %	100	72	28
MARKET TOTAL	AQH PERS (00)	6097	4115	1982
	AQH COMP %	100	67	33
	CUME PERS (00)	30662	19616	11046
	CUME COMP %	100	64	36

*WCAA/WZAA: WCAA-FM, WZAA-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 4070984 In-tab: 2674

Qualitative Selection: none

Geo Area: NEW YORK METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
*WCAA/WZAA	M-F 6:00AM - 10:00AM	1 - 12	0.6	3.0	244	1959
*WCAA/WZAA	M-F 10:00AM - 3:00PM	1 - 12	0.9	4.4	351	2269
*WCAA/WZAA	M-F 3:00PM - 7:00PM	1 - 12	0.8	4.3	312	2484
*WCAA/WZAA	M-F 7:00PM - 12:00M	1 - 12	0.6	6.6	239	1964
*WCAA/WZAA	Sa-Su 6:00AM - 12:00M	1 - 12	0.6	5.9	246	2781

*WCAA/WZAA: WCAA-FM, WZAA-FM

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maximiser V10.2 Audience Composition Report
PHOENIX (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 2936941 In-tab: 3031
Geo Area: PHOENIX METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
KVIB-FM	TOTAL PERS (00)	73	25	24	11	9	2	1	0
	TOTAL COMP %	100	34	33	15	12	3	1	0
	MEN PERS (00)	40	11	16	5	6	2	0	0
	MEN COMP %	55	15	22	7	8	3	0	0
	WOMEN PERS (00)	33	14	9	6	3	0	0	0
	WOMEN COMP %	45	19	12	8	4	0	0	0
MARKET TOTAL	TOTAL PERS (00)	4302	238	534	904	888	692	516	531
	TOTAL COMP %	100	6	12	21	21	16	12	12
	MEN PERS (00)	2216	105	303	514	451	358	251	234
	MEN COMP %	52	2	7	12	10	8	6	5
	WOMEN PERS (00)	2086	132	231	390	437	334	265	297
	WOMEN COMP %	48	3	5	9	10	8	6	7

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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MaximiSer V10.2 Audience Composition Report
PHOENIX (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 2936941 In-tab: 3031
Geo Area: PHOENIX METRO - Std
Daypart: M-Su 6:00AM - 12:00M
Stations: User Selected
Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
KVIB-FM	TOTAL PERS (00)	1534	500	319	360	240	88	19	7
	TOTAL COMP %	100	33	21	23	16	6	1	0
	MEN PERS (00)	835	246	153	210	142	67	11	7
	MEN COMP %	54	16	10	14	9	4	1	0
	WOMEN PERS (00)	698	254	166	150	97	22	9	0
	WOMEN COMP %	46	17	11	10	6	1	1	0
MARKET TOTAL	TOTAL PERS (00)	27388	2795	3186	5180	5128	4318	3137	3643
	TOTAL COMP %	100	10	12	19	19	16	11	13
	MEN PERS (00)	13557	1384	1629	2660	2635	2140	1507	1602
	MEN COMP %	49	5	6	10	10	8	6	6
	WOMEN PERS (00)	13831	1412	1557	2520	2493	2178	1631	2041
	WOMEN COMP %	51	5	6	9	9	8	6	7

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demo: Persons 12+ - Hispanic
 Geo Area: PHOENIX METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	782428		In-tab:	682
Spanish Primary	Population:	469152	(60.0%)	In-tab:	424
English Primary	Population:	313276	(40.0%)	In-tab:	258

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
KVIB-FM	AQH PERS (00)	71	53	18
	AQH COMP %	100	75	25
	CUME PERS (00)	1416	1098	318
	CUME COMP %	100	78	22
MARKET TOTAL	AQH PERS (00)	1407	974	433
	AQH COMP %	100	69	31
	CUME PERS (00)	7441	4493	2948
	CUME COMP %	100	60	40

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 892936 In-tab: 676

Qualitative Selection: none

Geo Area: PHOENIX METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
KVIB-FM	M-F 6:00AM - 10:00AM	1 - 12	0.5	2.3	49	278
KVIB-FM	M-F 10:00AM - 3:00PM	1 - 12	0.4	2.0	40	302
KVIB-FM	M-F 3:00PM - 7:00PM	1 - 12	0.4	2.2	39	396
KVIB-FM	M-F 7:00PM - 12:00M	1 - 12	0.3	3.7	25	214
KVIB-FM	Sa-Su 6:00AM - 12:00M	1 - 12	0.3	3.3	31	355

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

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MaxiSer V10.2 Audience Composition Report
 SAN FRANCISCO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 5826363 In-tab: 6665
 Geo Area: SAN FRANCISCO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	AQH 12+	AQH 12-17	AQH 18-24	AQH 25-34	AQH 35-44	AQH 45-54	AQH 55-64	AQH 65+
*KVVZ/KVVF	TOTAL PERS (00)	123	26	35	41	12	4	4	1
	TOTAL COMP %	100	21	28	33	10	3	3	1
	MEN PERS (00)	60	13	17	23	6	0	1	0
	MEN COMP %	49	11	14	19	5	0	1	0
	WOMEN PERS (00)	63	13	18	18	6	4	3	1
	WOMEN COMP %	51	11	15	15	5	3	2	1
MARKET TOTAL	TOTAL PERS (00)	7780	428	713	1169	1578	1546	1148	1199
	TOTAL COMP %	100	6	9	15	20	20	15	15
	MEN PERS (00)	3971	196	359	622	833	803	599	558
	MEN COMP %	51	3	5	8	11	10	8	7
	WOMEN PERS (00)	3809	232	354	547	745	742	549	640
	WOMEN COMP %	49	3	5	7	10	10	7	8

*KVVZ/KVVF: KVVF-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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MaximiSer V10.2 Audience Composition Report
 SAN FRANCISCO (Radio) - Winter 2006



Demo: Persons 12+ Est. Pop: 5826363 In-tab: 6665
 Geo Area: SAN FRANCISCO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

✓ Stations	Estimates	CUME 12+	CUME 12-17	CUME 18-24	CUME 25-34	CUME 35-44	CUME 45-54	CUME 55-64	CUME 65+
*KVVZ/KVVF	TOTAL PERS (00)	2349	589	639	628	306	101	53	34
	TOTAL COMP %	100	25	27	27	13	4	2	1
	MEN PERS (00)	1117	271	336	318	163	6	14	10
	MEN COMP %	48	12	14	14	7	0	1	0
	WOMEN PERS (00)	1232	318	303	309	143	95	39	24
	WOMEN COMP %	52	14	13	13	6	4	2	1
MARKET TOTAL	TOTAL PERS (00)	54278	4770	5173	9053	10754	10106	7207	7215
	TOTAL COMP %	100	9	10	17	20	19	13	13
	MEN PERS (00)	26931	2358	2653	4694	5531	5040	3511	3144
	MEN COMP %	50	4	5	9	10	9	6	6
	WOMEN PERS (00)	27347	2412	2519	4359	5223	5066	3696	4072
	WOMEN COMP %	50	4	5	8	10	9	7	8

*KVVZ/KVVF: KVVF-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Maximiser V10.2 Language Preference Composition Report
 SAN FRANCISCO (Radio) - Winter 2006



Demo: Persons 12+ - Hispanic
 Geo Area: SAN FRANCISCO METRO - Std
 Daypart: M-Su 6:00AM - 12:00M
 Stations: User Selected
 Ranked by: Station

Hispanic Persons	Population:	1132552		In-tab:	1418
Spanish Primary	Population:	633695	(56.0%)	In-tab:	766
English Primary	Population:	498857	(44.0%)	In-tab:	652

✓ Stations	Estimates	Hispanic Persons	Spanish Primary	English Primary
*KVVZ/KVVF	AQH PERS (00)	119	84	35
	AQH COMP %	100	71	29
	CUME PERS (00)	2117	1642	476
	CUME COMP %	100	78	22
MARKET TOTAL	AQH PERS (00)	1893	1154	739
	AQH COMP %	100	61	39
	CUME PERS (00)	10914	6194	4720
	CUME COMP %	100	57	43

*KVVZ/KVVF: KVVF-FM

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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Demos: P 18-34 Pop: 1536408 In-tab: 1649

Qualitative Selection: none

Geo Area: SAN FRANCISCO METRO - Std

Stations: User Selected

Dayparts: 5

Ranked By: Station (All Selected Stations)

✓ Station	Daypart	Weeks	P 18-34 AQH Rating	P 18-34 AQH Share	P 18-34 AQH Pers (00)	P 18-34 Cume Pers (00)
*KVVZ/KVVF	M-F 6:00AM - 10:00AM	1 - 12	0.6	3.3	89	585
*KVVZ/KVVF	M-F 10:00AM - 3:00PM	1 - 12	0.7	4.3	105	678
*KVVZ/KVVF	M-F 3:00PM - 7:00PM	1 - 12	0.6	3.7	88	759
*KVVZ/KVVF	M-F 7:00PM - 12:00M	1 - 12	0.3	4.4	47	515
*KVVZ/KVVF	Sa-Su 6:00AM - 12:00M	1 - 12	0.4	4.8	63	740

*KVVZ/KVVF: KVVF-FM

Please note: The in-tab reported is for the full 12 weeks of the survey. Users should note that reports run on fewer than 12 weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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