











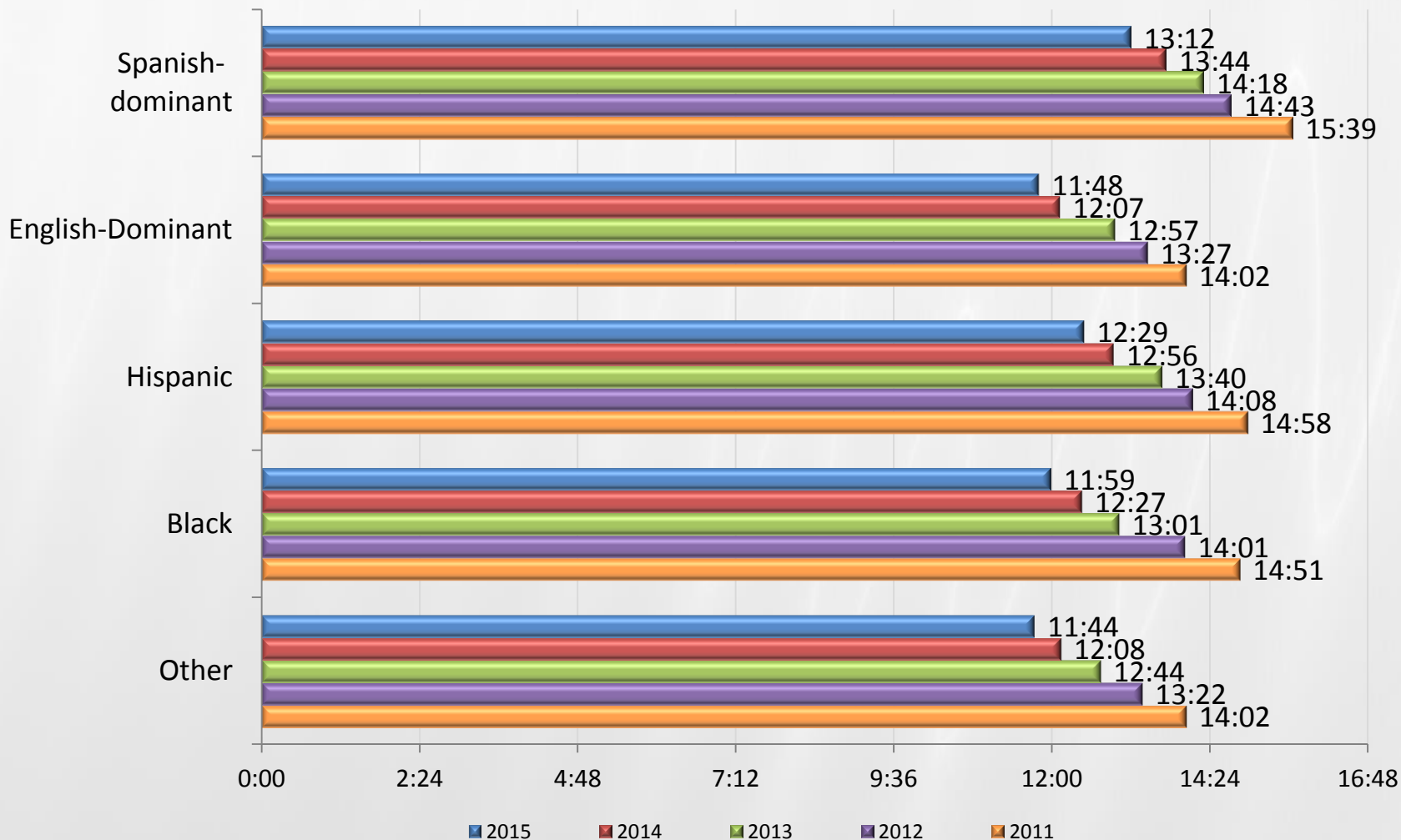
HISPANIC AMERICAN ADULTS ARE AVID RADIO LISTENERS

-  **97%** of the Latino population tunes into radio each week.
-  Since 2011, the weekly national Hispanic radio audience has grown 11% (from 36.5 million to 40.4 million).
-  In the next five years, Hispanics are projected to account for 53% of the U.S. population growth.
-  Differences in birthplace, country of origin, generation, and language preference play a role in how Hispanics consume all media.
-  Three out of four Hispanics who were born in the U.S. are between the ages of 2 and 34.
-  Radio reaches almost 15 million Hispanic Millennials.
-  Younger listeners are bicultural. They spend more time with Pop CHR and Hot AC than with Mexican Regional. However, regardless of age and country of origin, 85% agree that their culture is important.
-  Radio is local in reach and to best reach different segments of Hispanic radio listeners, it's crucial to understand their background.



SPANISH-DOMINANT HISPANICS LISTEN TO THE MOST RADIO

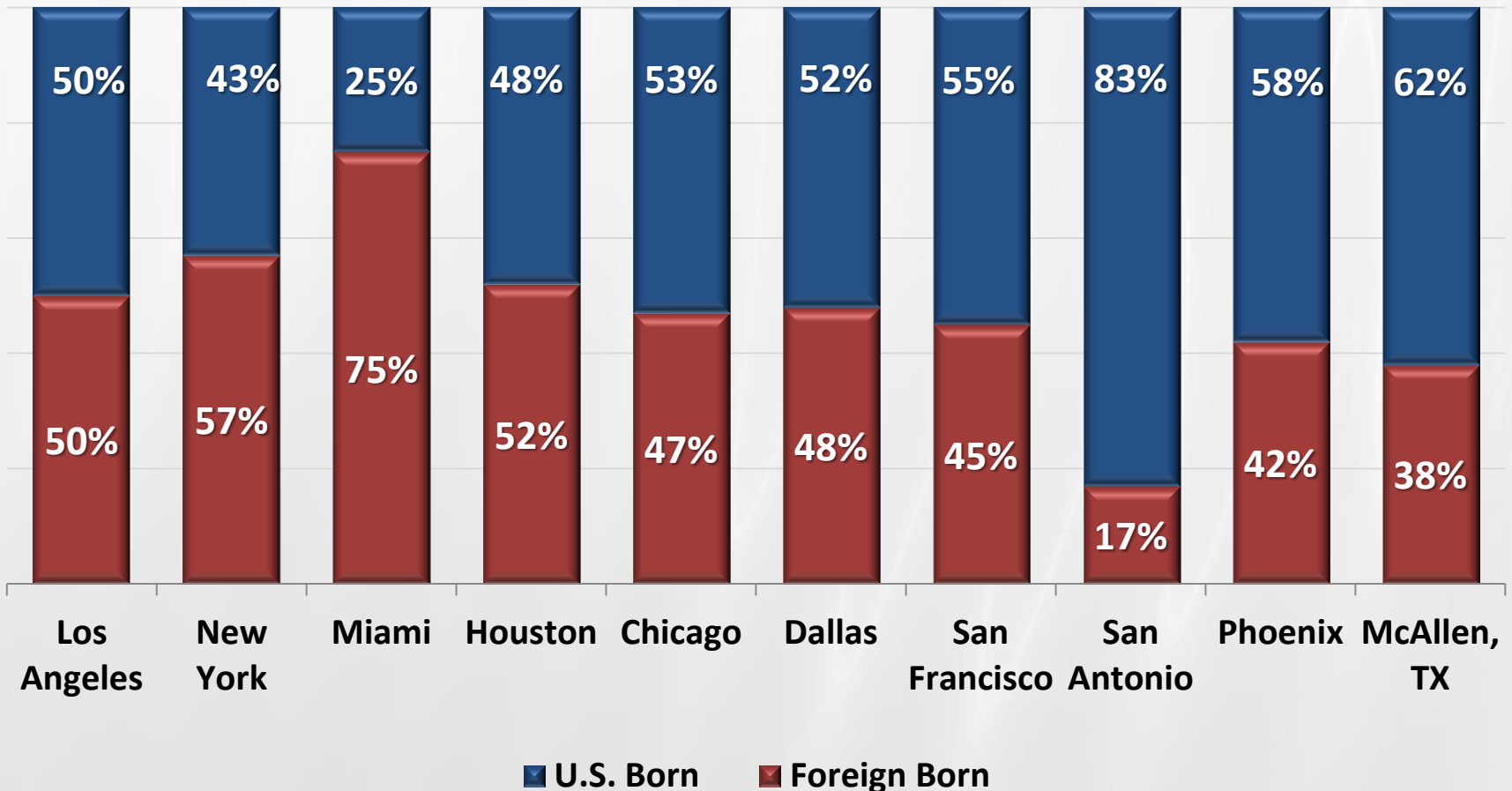
Adults 18-49 Weekly Time Spent Listening





HOW DO HISPANIC POPULATIONS DIFFER IN U.S. CITIES

Top 10 Hispanic Markets Birthplace





ONLINE MEDIA CONSUMPTION IS ON THE RISE

Percent of Hispanic Adults That Connect to Audio and Video Online

