

## RATINGS

There are no radio station rating services that accurately report on Latino listenership in Baton Rouge, Louisiana.

In Dallas and Houston, where the Hispanic population is reported to be 27% and 35% respectively, Nielsen-Arbitron has special procedures in place to make sure their reports correctly show the appropriate number of Latinos.

In Baton Rouge, where the estimates of Latinos range as high as 8%, Nielsen-Arbitron makes no special effort to count Hispanics.

For the 15 years KDDK(FM) has been programming a Spanish language format, Nielsen-Arbitron has never reported even a 1 percent market-share for KDDK.

If you pass by Baton Rouge construction sites, you will most likely see many Latinos at work and a visit to a Baton Rouge Walmart will show that they have money to spend.