

# Hispanic Radio Today

How America Listens to Radio  
1999 Edition

# Introduction

*Hispanic Radio Today* offers you a glimpse into the world of radio and its Hispanic listeners. Currently there are more than 13,000 radio stations broadcasting around the country. *Hispanic Radio Today* illustrates that radio is a medium of steady popularity among the Hispanic audience. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching Hispanic listeners anytime or anyplace.

As part of Arbitron's commitment to radio stations, agencies and advertisers, this study offers insights and information on the listening patterns of a population segment integral to the growth of the radio medium.

Arbitron invites you to explore this fascinating snapshot of how Hispanics spend time with radio!

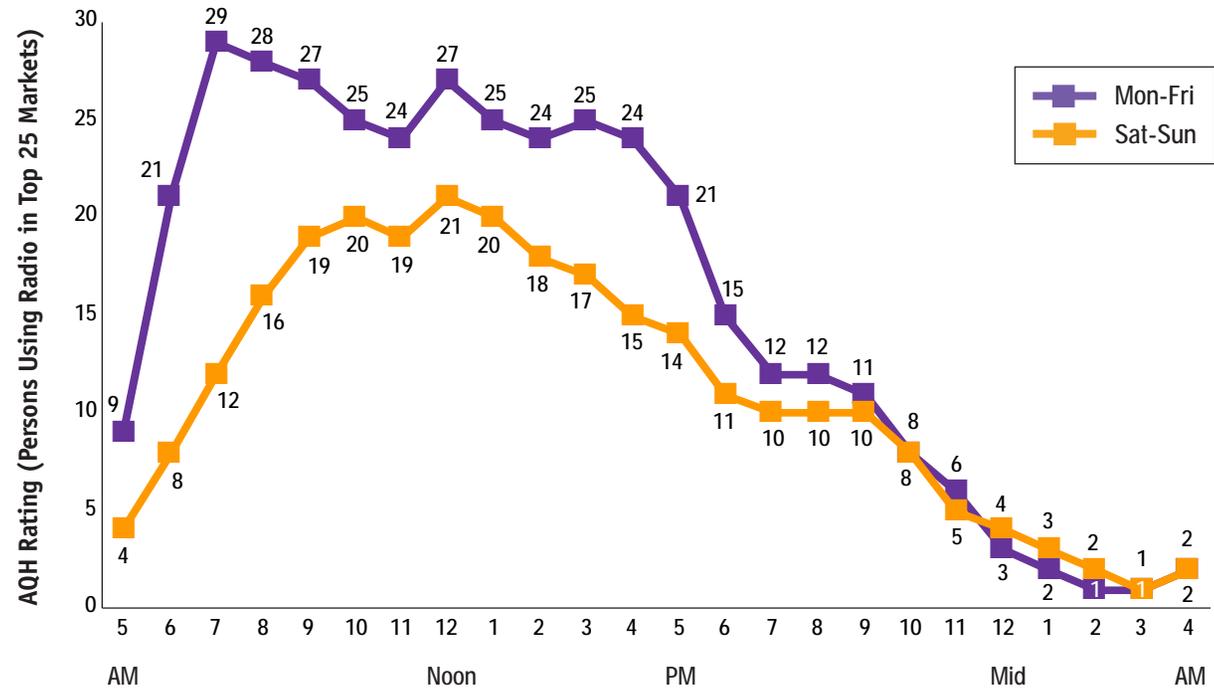
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# Hour-by-Hour Listening

## Timing Is Everything

Radio listening among the Hispanic audience starts picking up at 6AM weekday mornings and remains strong through 6PM, after which it starts to taper off. Peak listening times on Saturday and Sunday center around the noon hour – from 9AM to 3PM. Listening is lowest on both weeknights and weekend nights from 12 Midnight to 4AM.



Hour-by-Hour Listening, AQH Rating

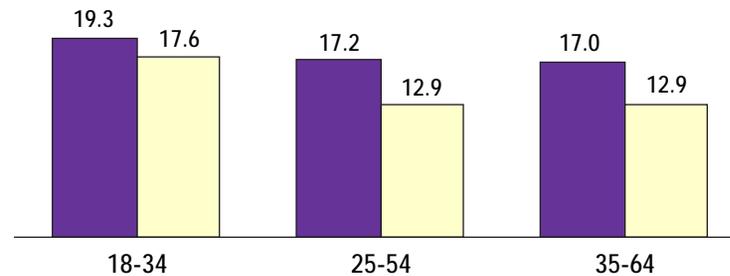
Source: MaximiSer 99<sup>SM</sup>/Media Professional<sup>SM</sup>, Spring 1999, Top 25 Markets, Mon-Sun, 5AM-5AM

# Overnight Listening

## Tuning In at Twilight

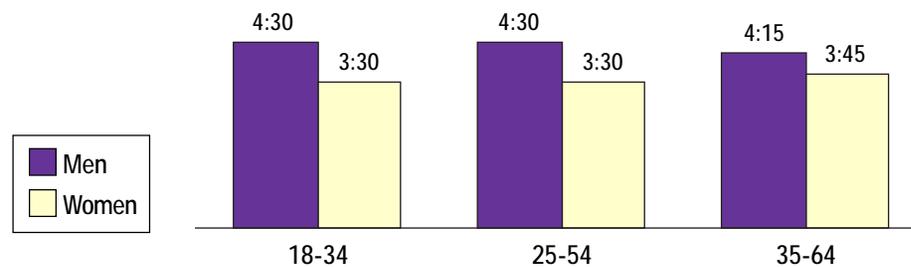
Among all age groups, Hispanic men listen overnight more than Hispanic women, with Men 18-34 listening the most (19 percent). Of all Hispanic women, those age 18-34 (more than 17 percent) are more likely to be late-night listeners than their older counterparts.

Hispanic men in all age groups clock in more time listening than their female peers.



## Weekly Cume Rating

Top 25 Markets (12Mid-5AM)



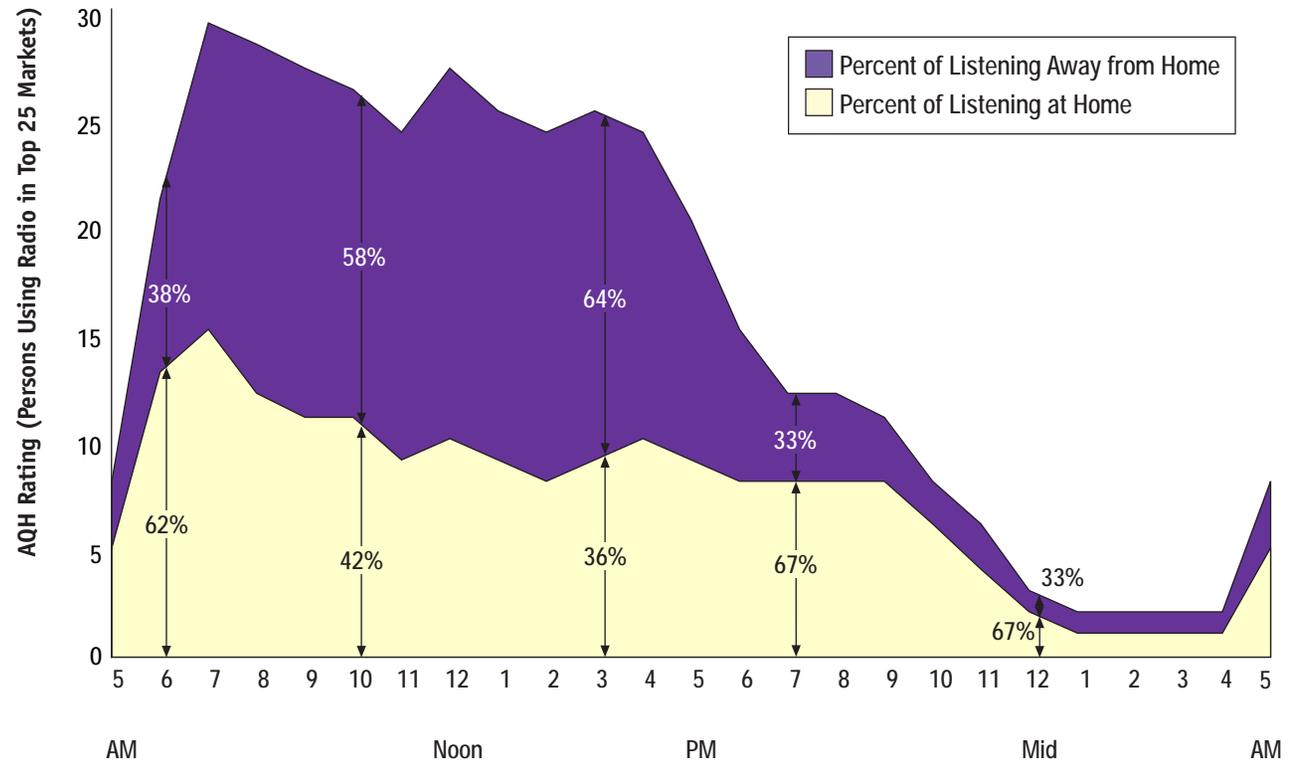
## Weekly Time Spent Listening

Top 25 Markets (12Mid-5AM)

# Where People Listen: Weekdays

## Radio Is a Moving Medium

On weekdays, before 8AM and after 6PM, more than half of Hispanic radio listeners tune in to radio at home. Between those hours, a giant shift occurs, with at least 55 percent listening someplace away from their home.



## Weekday Listening, AQR Rating

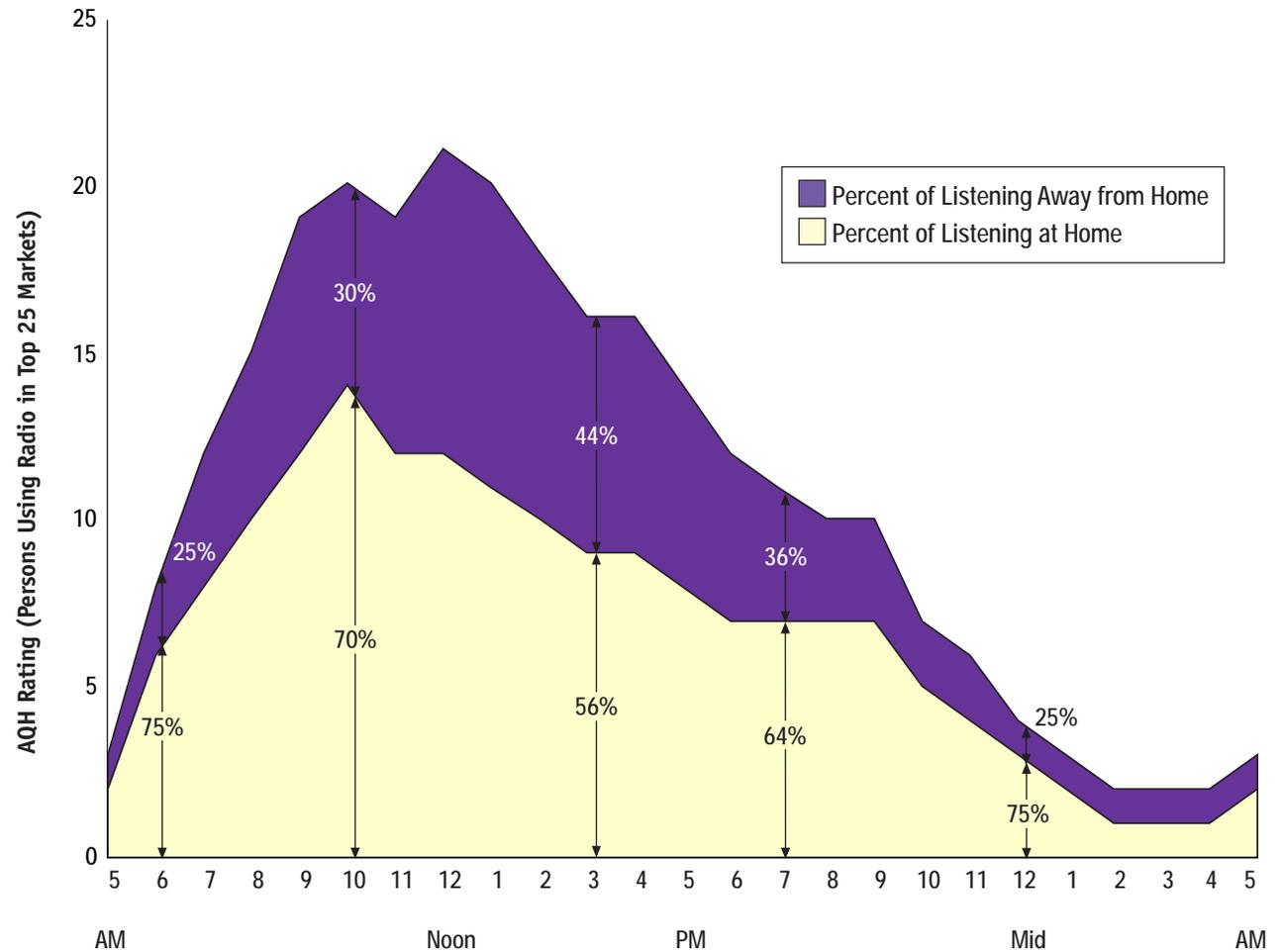
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Markets

# Where People Listen: Weekends

## Strong Weekend Listening at Home

Not surprisingly, listening on weekends is more likely to take place in the home than outside of it. Around-the-clock, at least 50 percent of Hispanic listeners tune in at home. Away-from-home weekend listening is highest (43 percent to 45 percent) between the hours of 12Noon and 6PM.



## Weekend Listening, AQR Rating

Sat-Sun, Total Day (5AM-5AM)

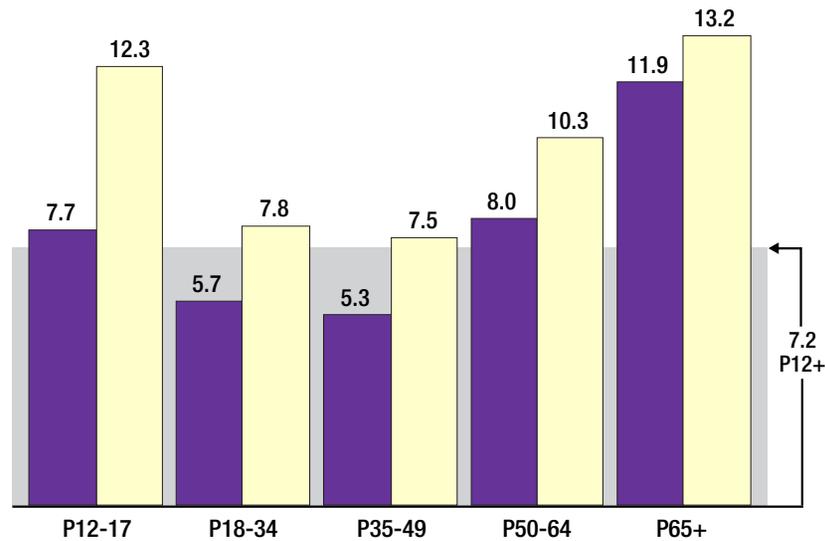
Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Markets, Mon-Sun, 5AM-5AM

# Where Men and Women Listen

## At Home or at Work— People Are Listening to Radio

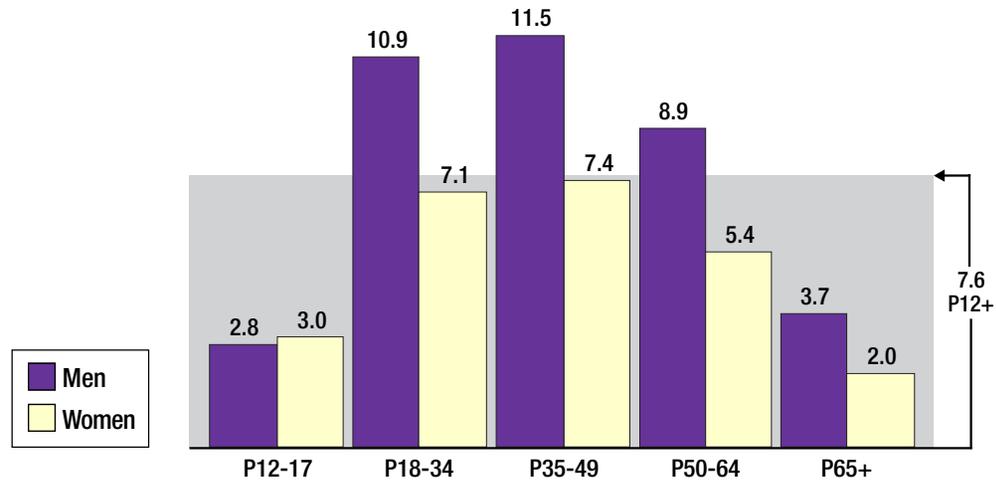
The youngest and oldest Hispanic women spend more time listening at home than any other group—Girls 12-17 spend about 12 hours listening to radio at home each week while Women 65+ listen for 13 hours.

Hispanic Men 18-49 are those who are most likely to be listening at places outside the home, clocking in about 11 hours weekly.



**At-Home Listening for Men and Women**

(Total Week, AQH Rating)



**Away-from-Home Listening for Men and Women**

(Total Week, AQH Rating)

Source: MaximiSer 99/Media Professional, Spring 1999, Top 25 Markets

# Listening Location

## At Home, at Work, or in the Car—Radio Goes Along

Radio has the flexibility to reach Hispanic listeners at home, in their cars, at work, and at other away-from-home locations. Listening shifts along with people's movements during the day. The majority of weekend listening (59 percent) takes place at home.

On weekdays, Hispanic at-home listening peaks from 7PM to 12Midnight (70 percent). In-car listening is highest during commuting times (27 percent). At-work listening is highest (44 percent) on weekdays from 10AM to 3PM.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	49.0	22.0	26.0	3.0
Combined Drive	45.0	27.0	25.0	2.0
Mon-Fri 10AM-3PM	37.0	17.0	44.0	3.0
Mon-Fri 7PM-Mid	70.0	16.0	11.0	4.0
Weekend 10AM-7PM	59.0	23.0	13.0	5.0

### Distribution of AQH Radio Listeners by Listening Location

Top 25 Markets, Persons 12+

# Top 25 Metro Survey Areas

<b>Metro Survey Area</b>	<b>Population</b>	<b>Metro Survey Area</b>	<b>Population</b>
Los Angeles, CA	3,873,300	Washington, DC	269,300
New York, NY	2,599,700	Fresno, CA	250,900
Miami-Ft. Lauderdale-Hollywood, FL	1,193,500	Denver-Boulder, CO	229,700
San Francisco, CA	1,011,900	Austin, TX	213,400
Chicago, IL	902,800	Albuquerque, NM	204,500
Houston-Galveston, TX	798,900	Boston, MA	194,200
San Antonio, TX	675,800	Sacramento, CA	191,000
McAllen-Brownsville-Harlingen, TX	564,000	Tampa-St. Petersburg-Clearwater, FL	178,000
San Diego, CA	560,400	Tucson, AZ	175,800
Dallas-Ft. Worth, TX	552,400	Corpus Christi, TX	174,900
Riverside-San Bernardino, CA	436,200	Philadelphia, PA	167,900
El Paso, TX	406,700	Monterey-Salinas-Santa Cruz, CA	167,100
Phoenix, AZ	399,800		

*Based on 12+ Hispanic Population (excludes embedded markets San Jose and Nassau-Suffolk)*

# Sources

*Hispanic Radio Today* contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 1999 survey.

Data for charts and graphs come from Arbitron's National Database, Maxi\$er 99/Media Professional. The National Database combines radio listening data in Arbitron's 94 continuously measured markets with format information supplied exclusively by Billboard. All data regarding formats and much of the cume data were supplied by the National Database.

Analyses such as overnight listening and listening location were computed using Maxi\$er 99/Media Professional, Arbitron's radio respondent-level software application. All Maxi\$er 99/Media Professional reports were based on top 25 radio Metro markets. Those markets, listed on the preceding page, were determined using Arbitron's Spring 1999 population rankings.

# 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.

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

## **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.

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

## **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.

## **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.

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



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