



Hispanic  
Radio Today

# 2001 Hispanic Radio Today

How America Listens to Radio

# Introduction

*Hispanic Radio Today* offers you a glimpse into the world of radio and its listeners. Currently there are more than 13,000 radio stations broadcasting around the country, of which almost 600 are Hispanic format stations.

*Hispanic Radio Today* illustrates that radio is a medium of steady popularity among Hispanic Americans. The information it provides will help demonstrate to advertisers that radio is the ideal medium for reaching Hispanic Americans anytime or anyplace.

This study examines radio from a national viewpoint, outlining its strength as a medium and analyzing listening behavior for 18 top formats. It is part of Arbitron's commitment to giving radio stations, agencies and advertisers information about and insights into Hispanic America's radio audience.

From listening locations to format preferences, Arbitron invites you to explore this fascinating snapshot of how Hispanics in America spend time with radio!

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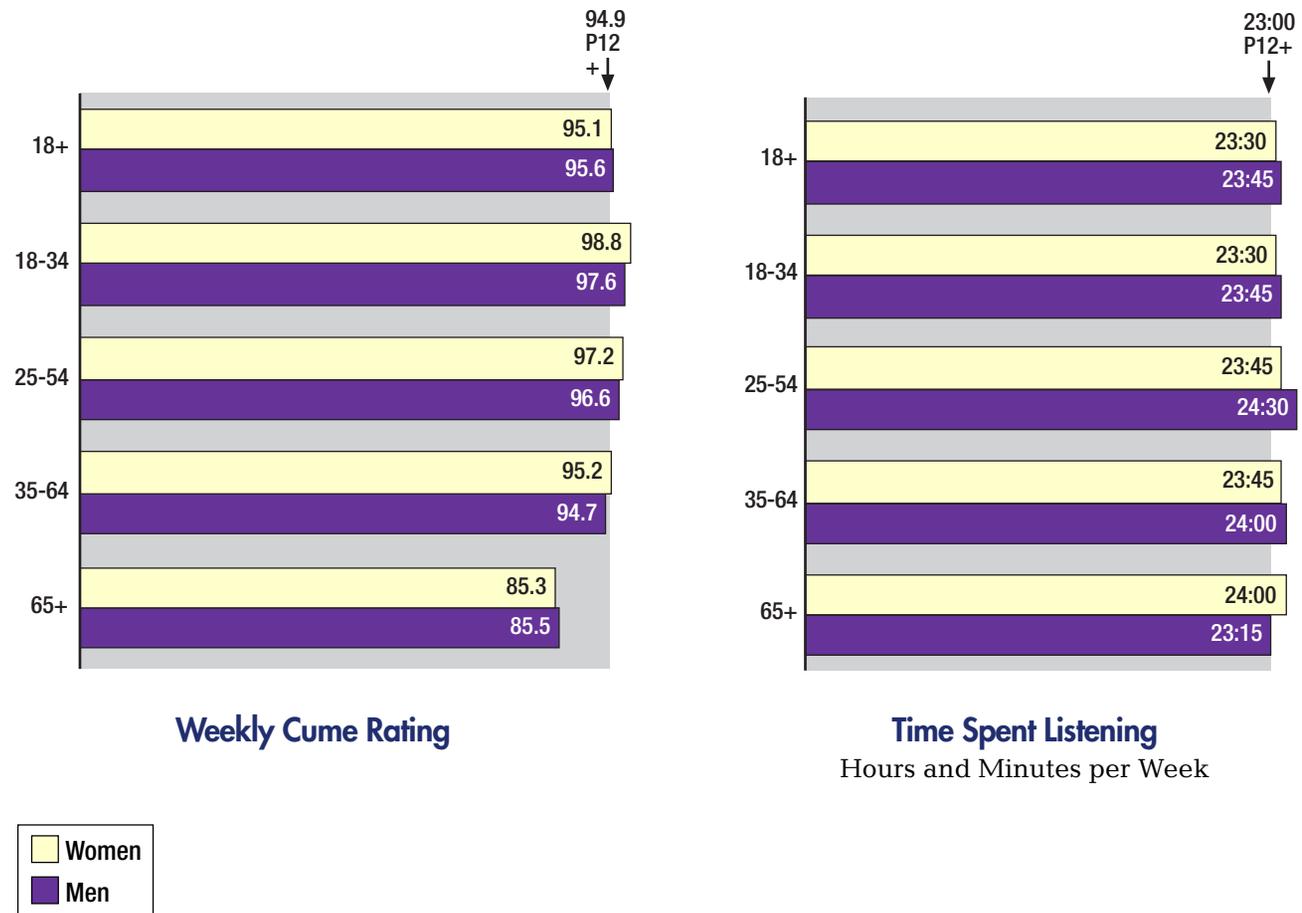
# Radio Reaches All Ages

## Battle of the Sexes

The number of Hispanic people listening to radio weekly is fairly consistent across genders for people 18-64, with Hispanic Men 18+ tuning in just slightly more than Hispanic Women 18+. Interestingly, older Hispanic people 65+ of both sexes are the least likely to tune in to radio each week.

Among Hispanic men, share of radio listening (97.6 percent) peaks among 18- to 34-year-olds. Hispanic Men 25-54, however, spend more time listening (24:30) than any other male group.

Share of radio listening (98.8 percent) peaks among younger Hispanic Women 18-34. Hispanic Women 65+, however, spend more time listening (24:00) than any other female group.



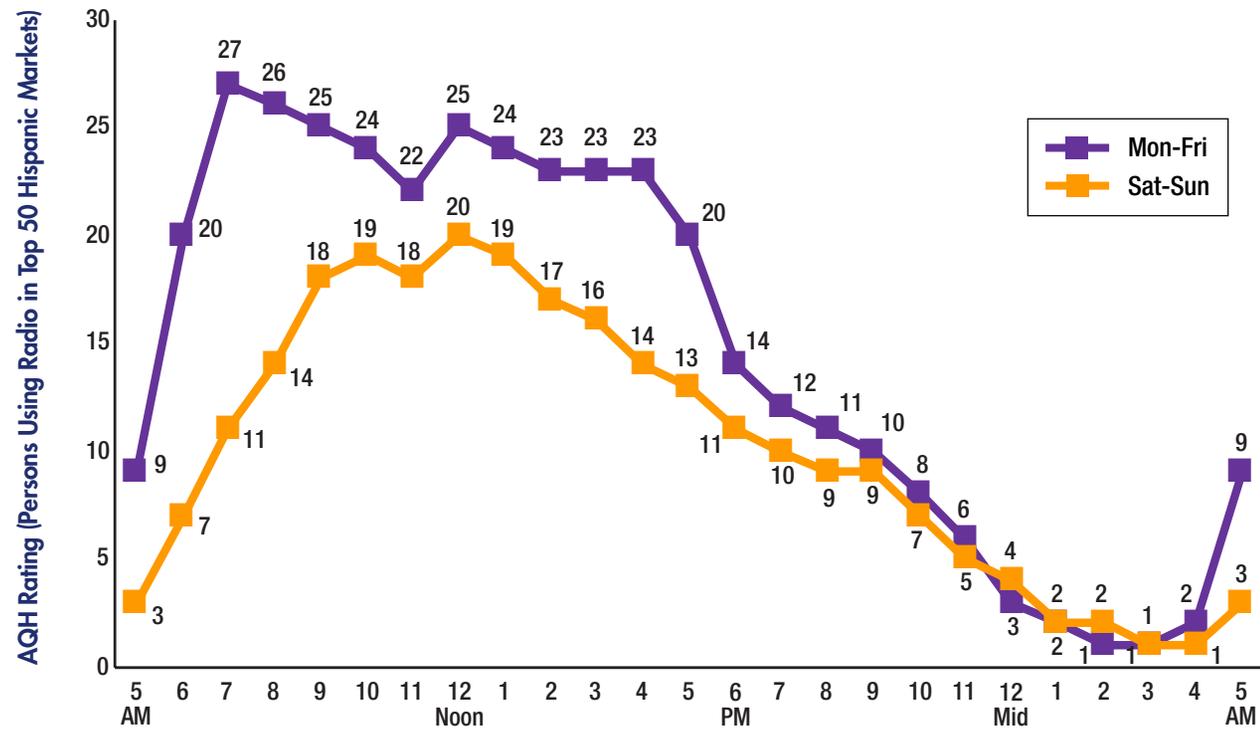
Source: MaximiSer® 8.0/Media Professional<sup>SM</sup>, Spring 2001, Top 50 Hispanic Markets

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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 12Mid-night to 5AM.



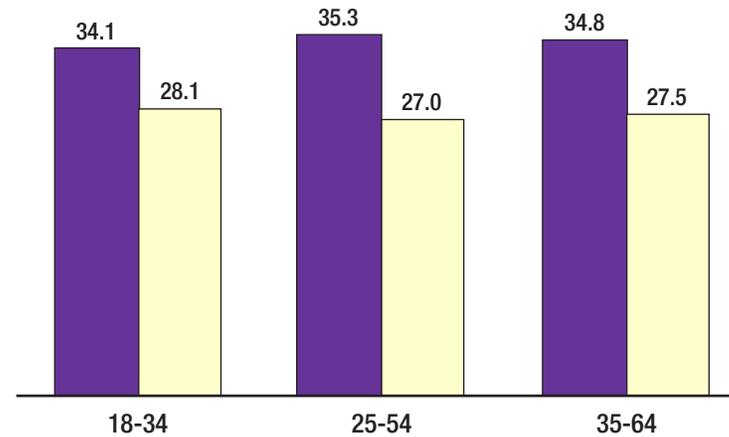
Hour-by-Hour Listening, AQH Rating

Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

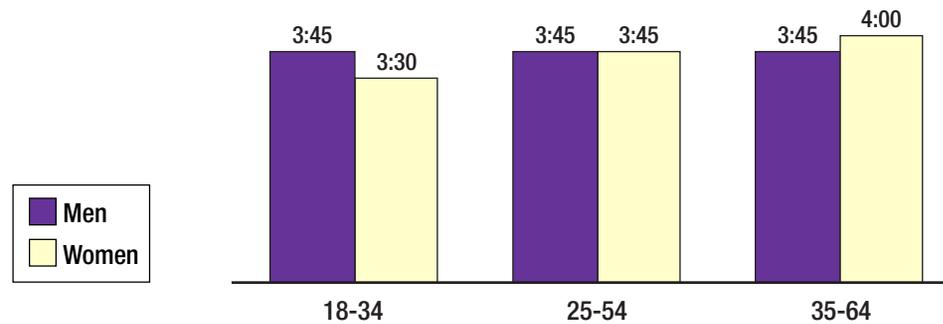
# Overnight Listening

## Tuning In at Twilight

Among all age groups, Hispanic men listen overnight more than Hispanic women, with Men 25-54 more likely to be late-night listeners (35.3 percent) than other groups. Meanwhile, Hispanic Women 18-34 are more likely to tune in late at night (28.1 percent) than their older counterparts. Hispanic men are spending the same amount of time listening in all age groups. Hispanic women, however, vary in the time they spend listening, with 35- to 64-year-olds clocking in more time than any age group, male or female.



**Weekly Cume Rating (in Percent)**  
Top 50 Hispanic Markets (12Mid-6AM)



**Weekly Time Spent Listening (in Hours and Minutes)**  
Top 50 Hispanic Markets (12Mid-6AM)

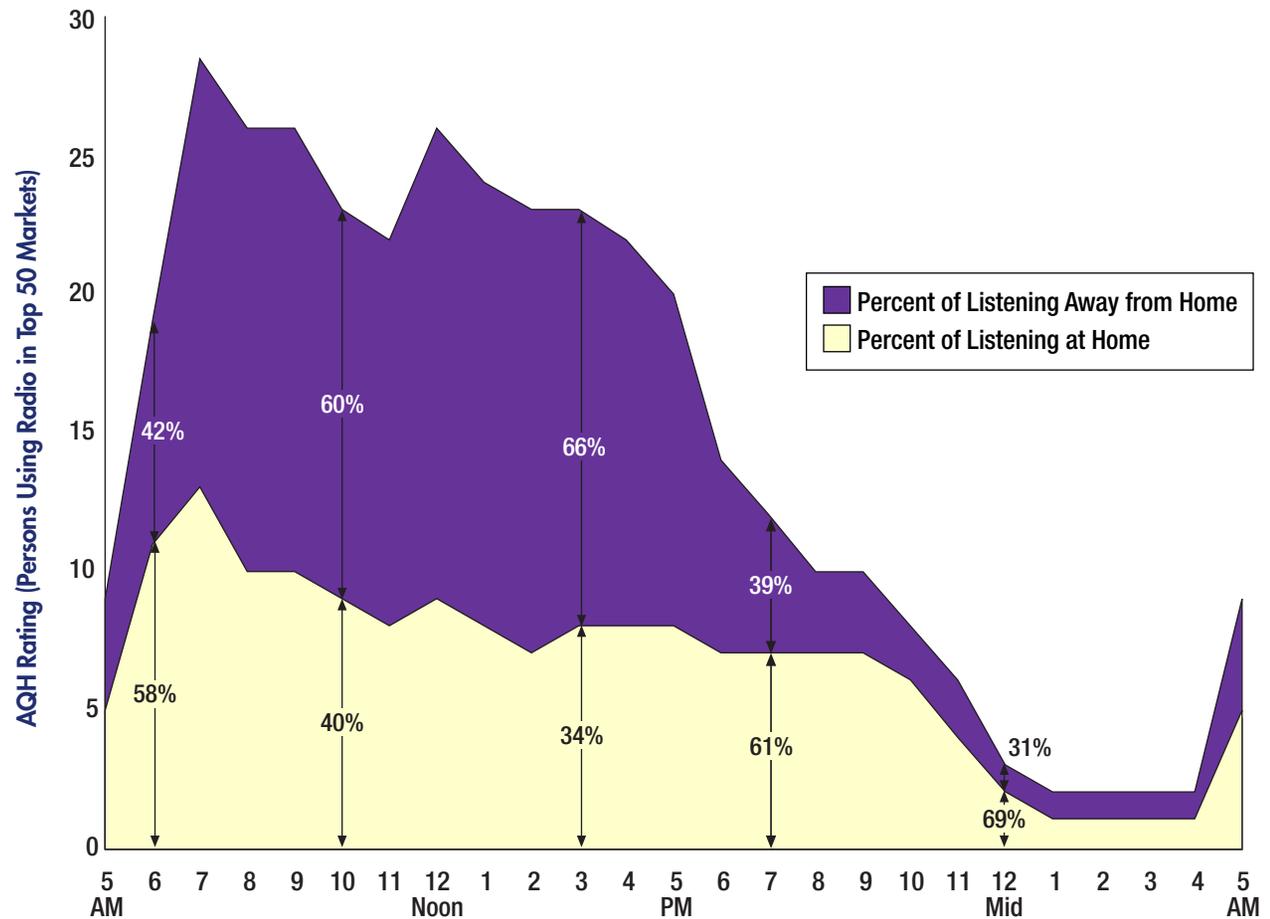
Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

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# Where Hispanic People Listen: Weekdays

## Radio Is a Moving Medium

On weekdays before 7AM and after 7PM the vast majority of Hispanic listeners are listening at home. Between those hours a giant shift occurs, with more than half of Hispanic listeners tuning in someplace away from their homes.



## Weekday Listening, AQH Rating

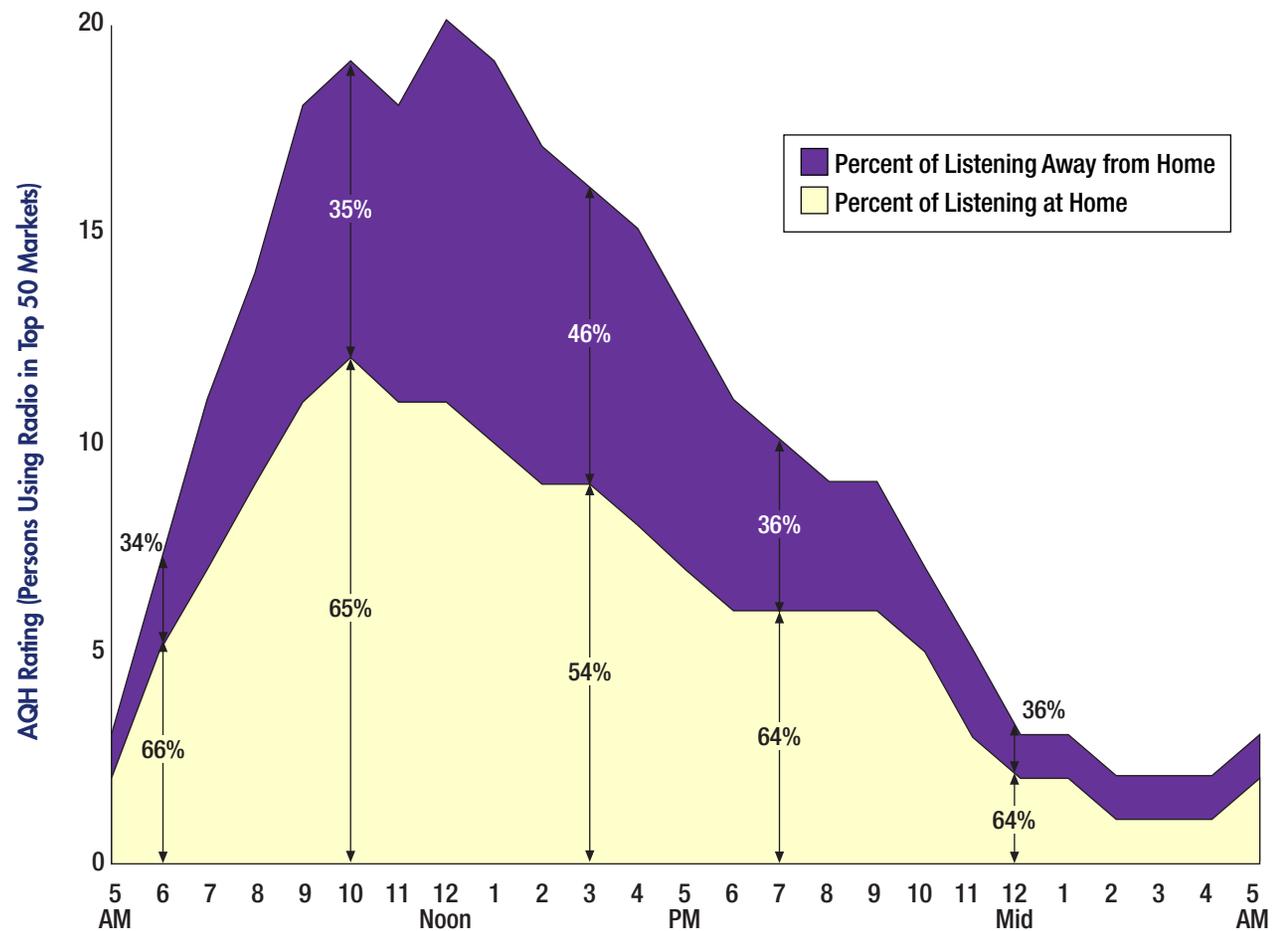
Mon-Fri, Total Day (5AM-5AM)

Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

# Where Hispanic People Listen: Weekends

## Strong Weekend Listening

Not surprisingly, listening on weekends is more likely to take place in the home than outside of it. Around-the-clock, the majority of Hispanic listeners tune in at home. Away-from-home weekend listening is highest from 12Noon through 7PM.



## Weekend Listening, AQH Rating

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

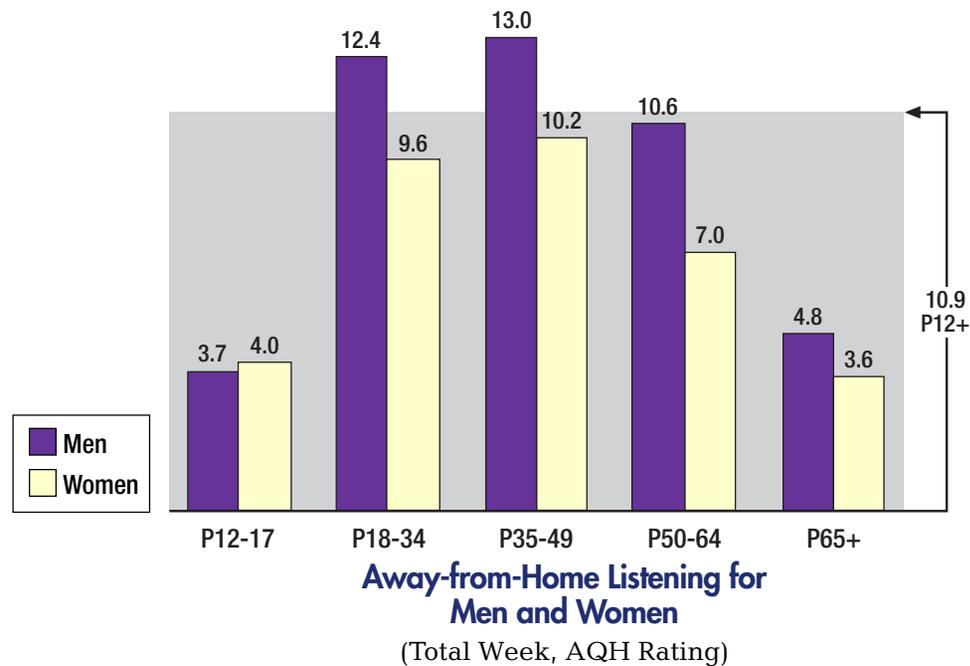
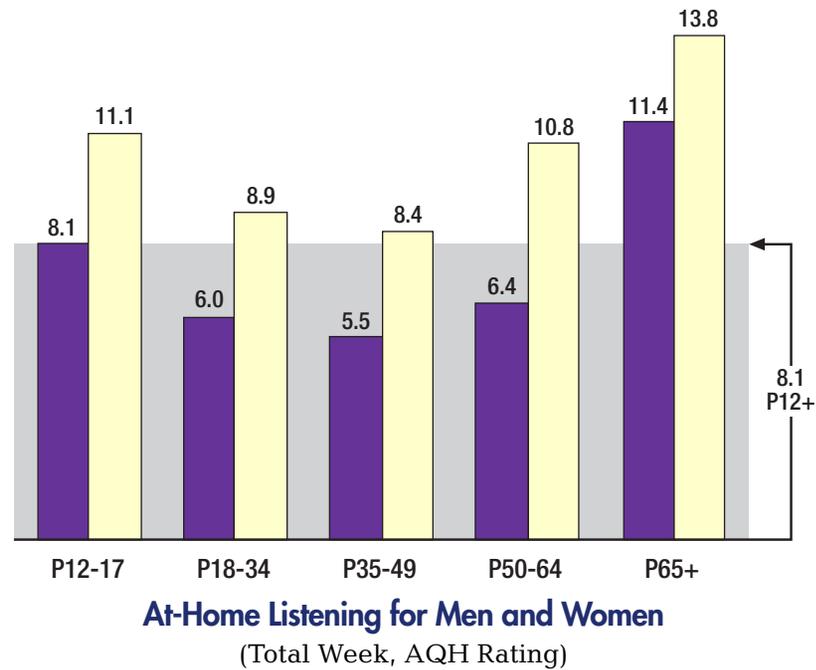
Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

# Where Hispanic Men and Women Listen

## Home Is Where Women Are Listening

Hispanic women in general are more likely to listen at home than are Hispanic men.

Hispanic Men 35-49 are most likely to listen at places outside the home. Women 65+ and Men 65+ are most likely to listen at home.



Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

# Listening Location

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

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. At-home listening peaks from 7PM to 12Midnight (68.6 percent). In-car listening is highest during commuting times (30.2 percent), and at-work listening is highest (43.3 percent) on weekdays from 10AM to 3PM. The majority of weekend listening (56.4 percent) takes place at home.

	Home	Car	Work	Other
Mon-Sun 6AM-Mid	46.8	24.5	25.7	3.0
Combined Drive	42.4	30.2	25.2	2.3
Mon-Fri 10AM-3PM	34.6	19.2	43.3	2.9
Mon-Fri 7PM-Mid	68.6	17.1	10.8	3.6
Weekend 10AM-7PM	56.4	25.6	13.2	4.7

### Distribution of AQH Radio Listeners by Listening Location (in Percent)

Top 50 Hispanic Markets, Persons 12+

Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets

# Hispanic People's Favorite Formats

This section highlights 18 specific formats available to millions of people across the country. The information illustrates that every format is unique and attracts its own distinct audience of Hispanic consumers. It also demonstrates radio's effectiveness in targeting Hispanics and reinforces the fact that there is a format out there for everyone!

## Here is a sampling of the facts you'll find in the following pages:

Hispanic Teens 12-17 strongly prefer music that is "current"—formats such as CHR (pages 19-20) and to a lesser extent Urban (pages 47-48) and Alternative (pages 17-18). As they get older, young adults 18-24 maintain a continued interest in CHR, Alternative and Urban, while beginning to show interest in other formats such as Spanish-language programming (pages 25, 37, 39, 41, 43 and 45) and Rock.

Hispanic Adults 25-34 retain their strong listening to Alternative (pages 17-18), Spanish-language formats (pages 25, 37, 39, 41, 43 and 45) and Rock (pages 35-36), but now display an even stronger interest in AC (pages 13-14). Overall, they are open to a wide variety of new sounds and stations, with Country (pages 23-24), Urban (pages 47-48) and CHR (pages 19-20) being popular formats as well.

After age 35, format preferences start to change. Rock is the first listening choice, but formats such as AC (pages 13-14), Country (pages 23-24), Religious (pages 33-34) and Oldies (pages 31-32) are also popular.

Hispanic Adults 45-54 display dramatically different listening preferences than their younger counterparts. New AC (NAC)/Smooth Jazz is by far the most popular format. Other favorites include Oldies (pages 31-32), Religious (pages 33-34) and News/Talk/Information (pages 29-30).

Older Hispanics in the 55-64 age group show a solid interest in Adult Standards (pages 15-16) and News/Talk/Information (pages 29-30). However, Classical emerges as the new favorite (pages 21-22).

Hispanic Adults 65+ have a very clear preference—almost 43 percent of their listening is devoted to Adult Standards (pages 15-16). Classical (pages 21-22) and News/Talk/Information (pages 29-30) are also popular formats for this crowd.

*Source: MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets*

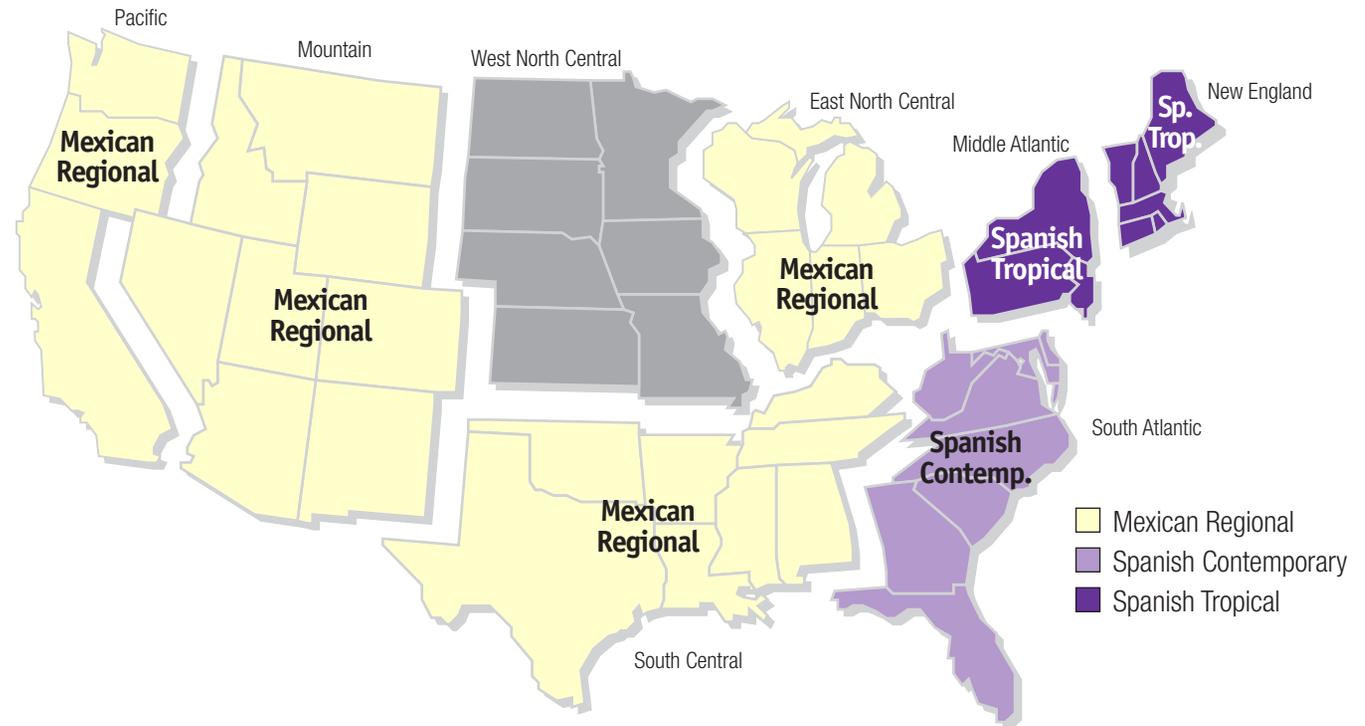
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# Spanish Formats by Region

Mexican Regional is the most listened-to Spanish-language format in the East North Central, Mountain, Pacific and South Central regions.

Spanish Contemporary is the most listened-to Spanish-language format in the South Atlantic region.

Spanish Tropical is the most listened-to Spanish-language format in the Middle Atlantic and New England regions.



Source: *MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets*

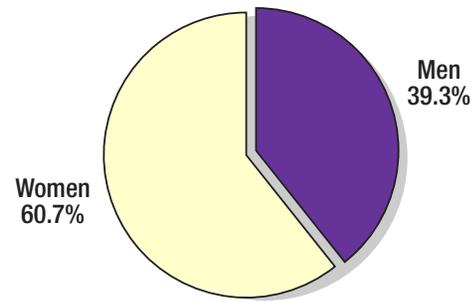
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# AC

Encompasses all variants of Adult Contemporary: Soft/Light, Hot AC, Mainstream AC, Modern AC and Adult Rock.

## A Few Format Highlights

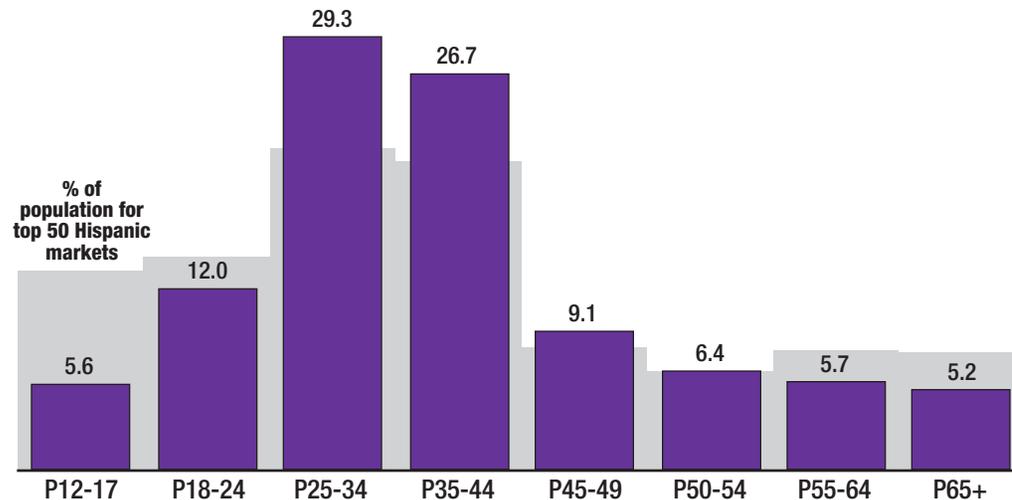
Adult Women make up the majority of the Hispanic audience for Adult Contemporary stations (60.7 percent); Adult Men 18+ are 39.3 percent of the audience. Fifty-six percent of the Hispanic audience for Adult Contemporary are 25-44 years of age.



**Listeners 18+**  
Mon-Sun, Mid-Mid

AC	4.5
Hot AC	2.1
Modern AC	1.0
Soft AC	0.9
<b>Total AC</b>	<b>8.5</b>

**Hispanic AQH Share of AC Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

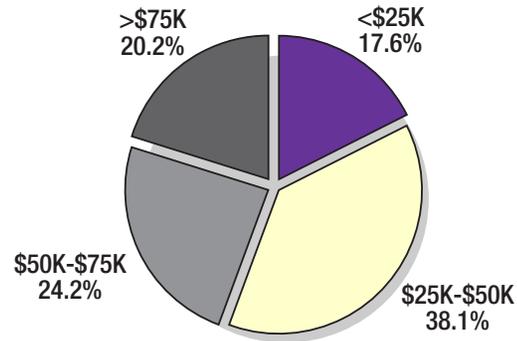
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

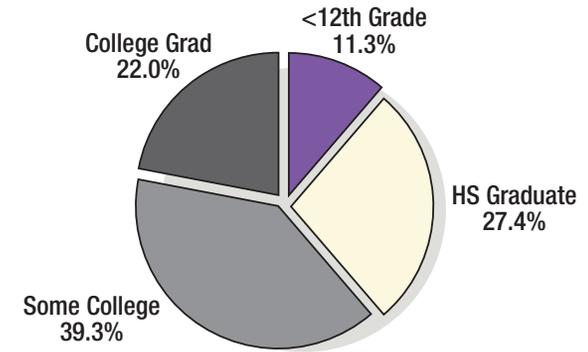
# AC

More than a third of Hispanic listeners to Adult Contemporary earn between \$25,000 and \$50,000; 44.4 percent earn over \$50,000.

The majority of Hispanics who listen to Adult Contemporary have gone beyond high school level (61.3 percent).



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

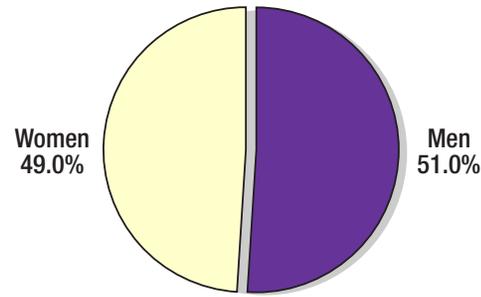
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Adult Standards

Features a substantial amount of pre-Rock era music: Includes Easy Listening, Middle-of-the Road, Nostalgia and Variety outlets.

## A Few Format Highlights

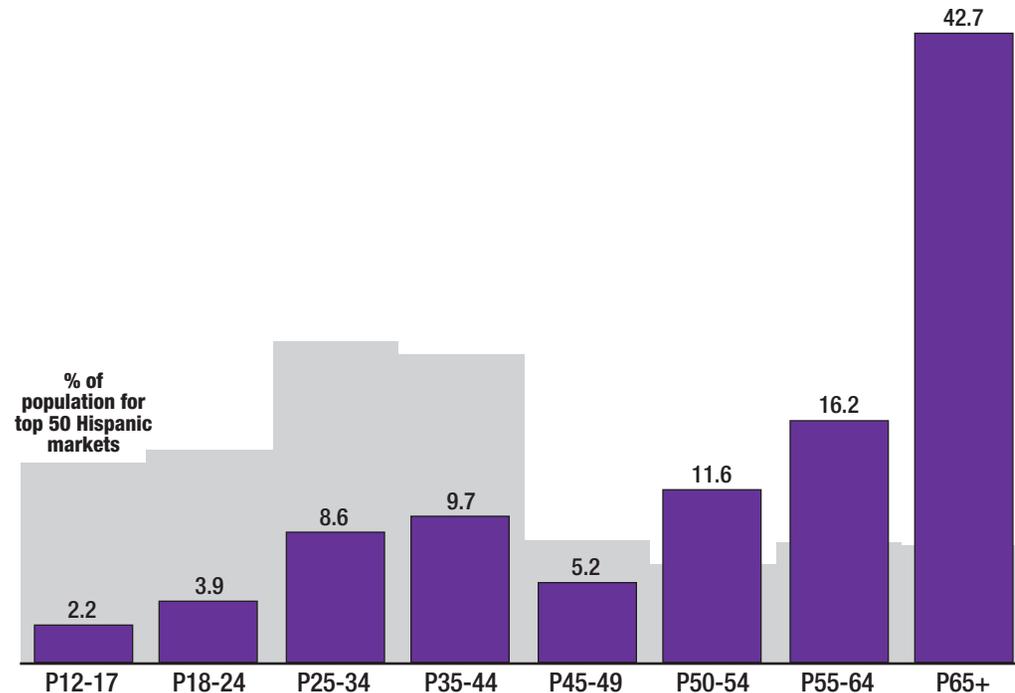
Fifty-one percent of Hispanics who listen to Adult Standards are Men 18+; 49 percent are Women 18+. Almost 43 percent of Adult Standards' Hispanic listening audience are Adults 65+. No other format has such a large share of its audience in a single age group.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Easy Listening	0.1
MOR	0.5
Nostalgia	0.2
Variety	1.3
<b>Total Adult Standards</b>	<b>2.0</b>

**Hispanic AQH Share of Adult Standards Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

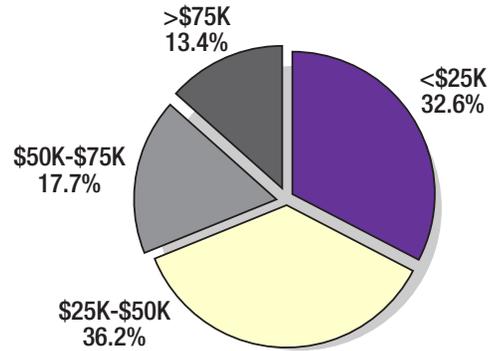
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Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

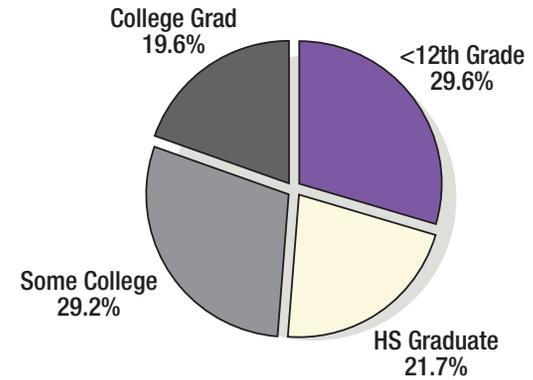
# Adult Standards

Almost 69 percent of Hispanic adults who listen to Adult Standards have household incomes below \$50,000.

More than half have either finished high school or had some college education (50.9 percent), while nearly one-fifth (19.6 percent) hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

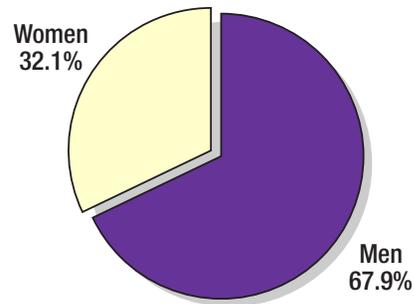
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Alternative

Includes stations billing themselves as "Album Adult Alternative" and "New Rock."

## A Few Format Highlights

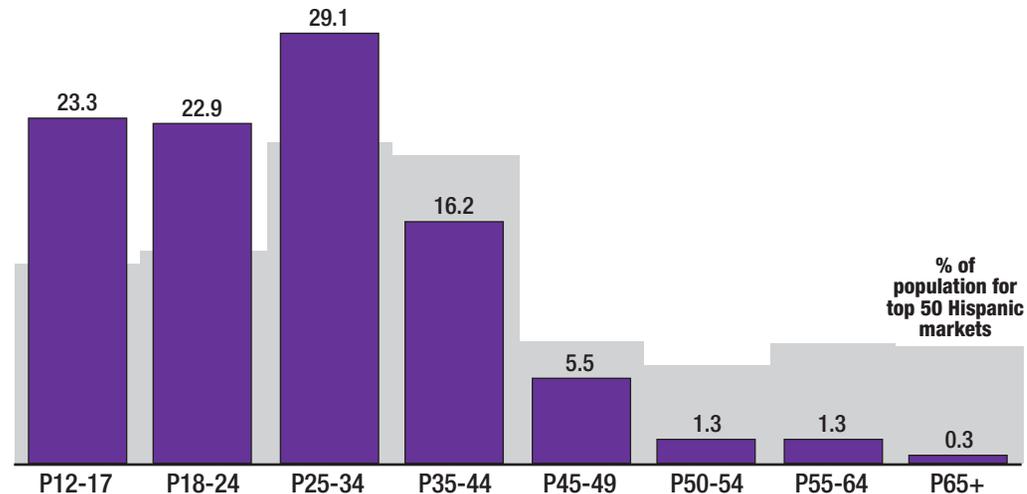
Nearly 68 percent of Alternative's Hispanic listeners are Men 18+ and slightly more than 32 percent are Women 18+. Alternative appeals most strongly to Hispanic audiences aged 34 or younger (75.3 percent). Adults 25-34 account for more than a fourth (29.1 percent) of Alternative's Hispanic listeners.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Album Adult Alternative	0.3
Alternative	2.6
<b>Total Alternative</b>	<b>2.9</b>

**Hispanic AQH Share of Alternative Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

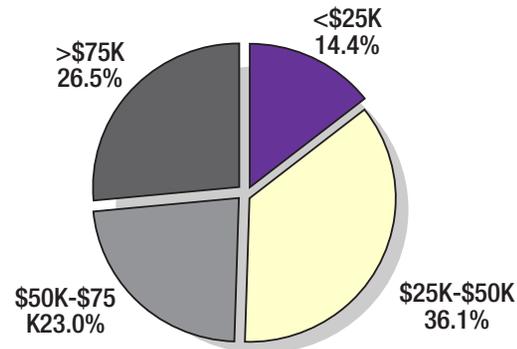
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from Maximizer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

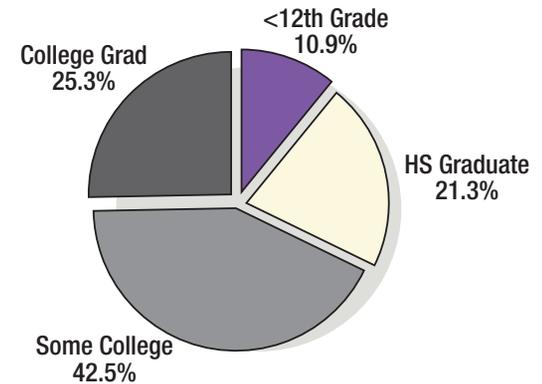
# Alternative

More than 36 percent of Hispanic listeners to Alternative earn between \$25,000 and \$50,000; nearly 50 percent earn over \$50,000.

The majority of Hispanics who listen to Alternative have either some college education or a college degree (67.8 percent).



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

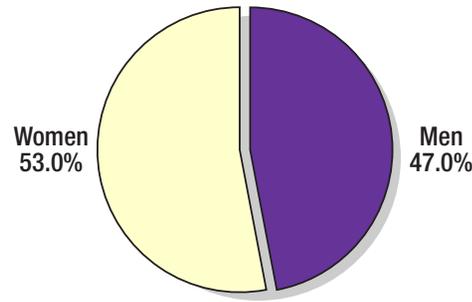
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# CHR

Contemporary Hit Radio emphasizes current hit music. Also known as Top 40. Includes stations specializing in "Pop CHR" and "Rhythmic CHR."

## A Few Format Highlights

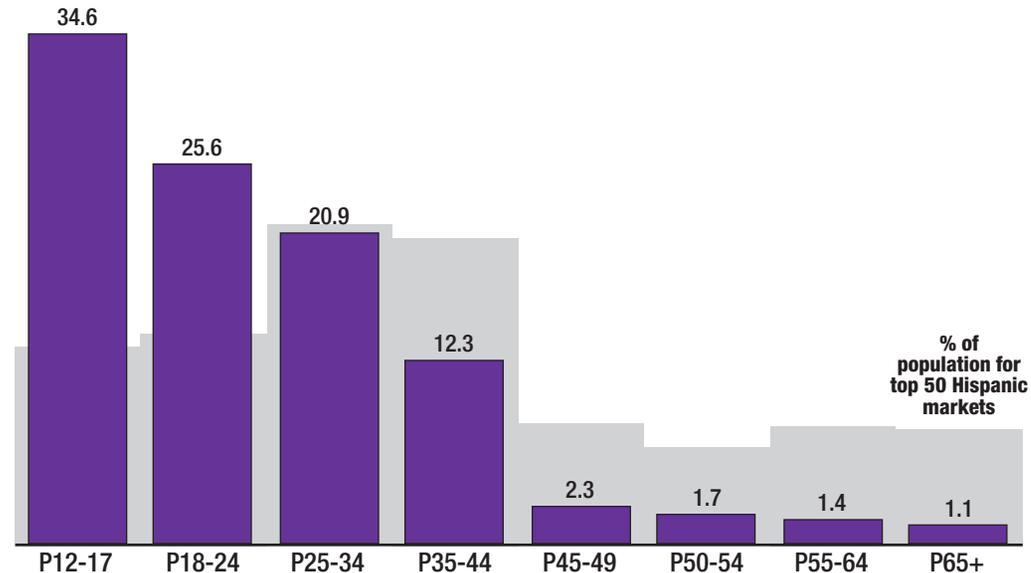
CHR is the second most popular format among Hispanic listeners. CHR has 6 percent more Hispanic Women 18+ (53 percent) than Hispanic Men 18+ (47 percent) in its audience. More than 80 percent of CHR listeners are under the age of 35. Teens alone account for almost 35 percent of the Hispanic audience for CHR.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Pop CHR	6.6
Rhythmic CHR	8.4
<b>Total CHR</b>	<b>14.9</b>

**Hispanic AQH Share of CHR Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

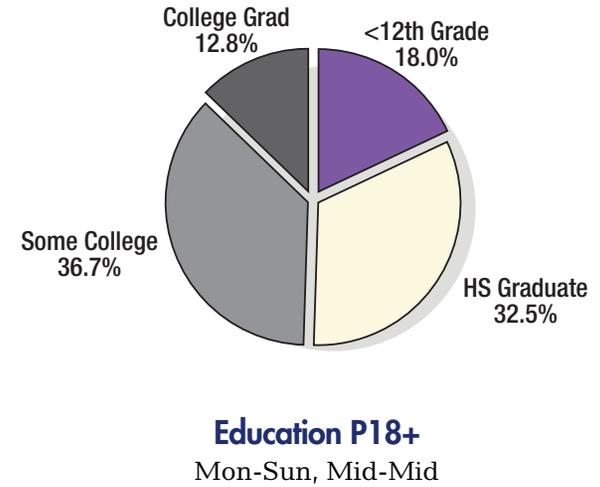
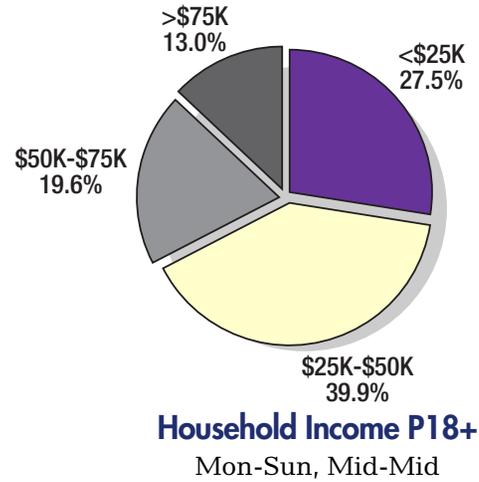
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

# CHR

Most of the Hispanic adults 18+ who listen to CHR (67.4 percent) have household incomes under \$50,000.

Few of these young adults (12.8 percent) are college grads, although many may be in the process of pursuing a degree, with 36.7 percent reporting that they have attended some college.



Note: Due to rounding, totals may differ.

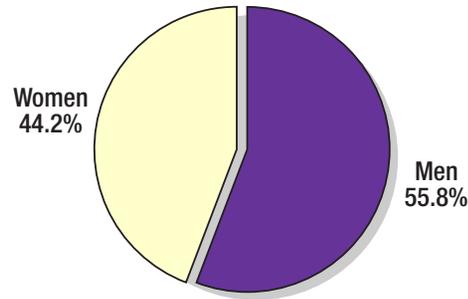
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

# Classical

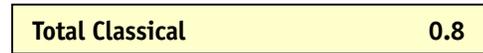
Consists of fine-arts music and talk. Includes classical compositions, opera, theater and commentary.

## A Few Format Highlights

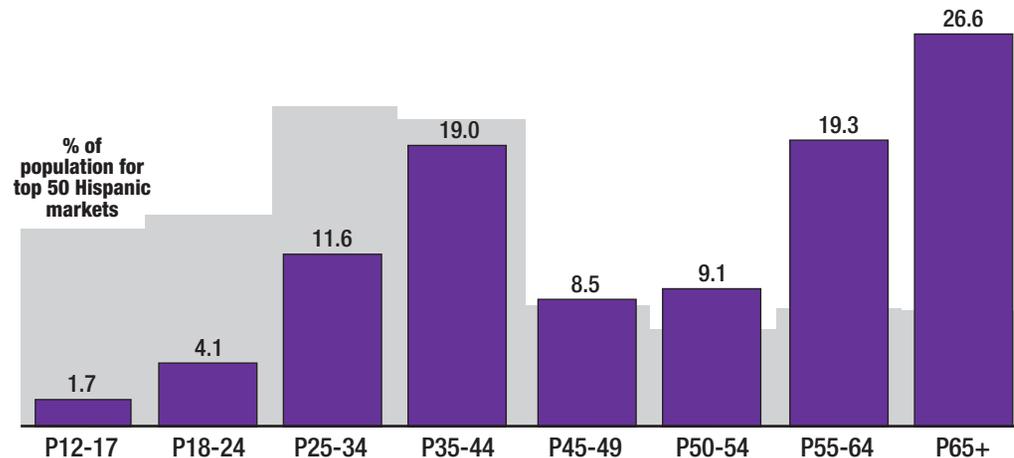
Considerably more Hispanic men (55.8 percent) than Hispanic Women (44.2 percent) listen to Classical. Classical formats are most popular with older listeners. Only 17.4 percent of the folks who tune in to Classical stations are under the age of 35.



**Listeners 18+**  
Mon-Sun, Mid-Mid



**Hispanic AQH Share of Classical Format**  
Mon-Sun, Mid-Mid, Persons 12+



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

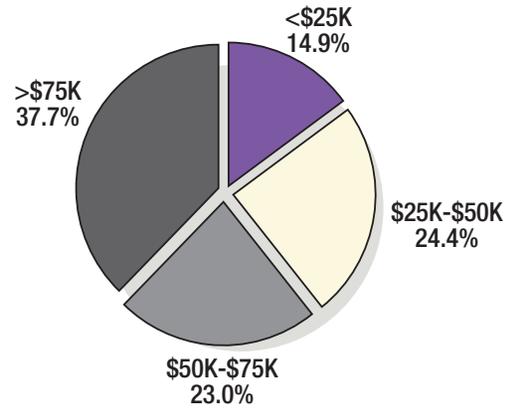
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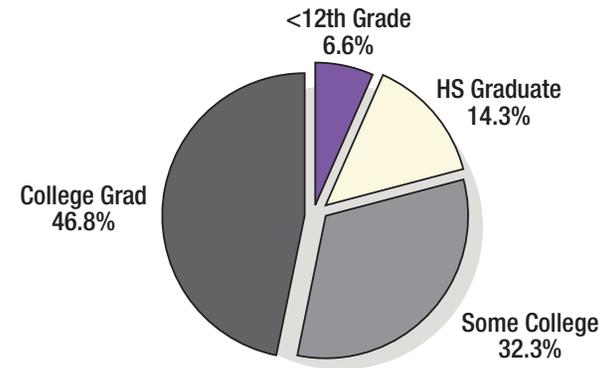
# Classical

The majority of Classical's Hispanic listeners are upscale, with 60.7 percent earning more than \$50,000.

These listeners are also well educated, with 79.1 percent having some college education or a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

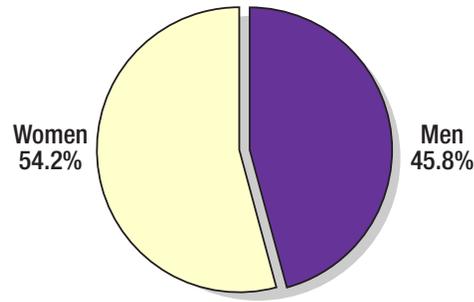
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Country

Includes traditional and modern country music.

## A Few Format Highlights

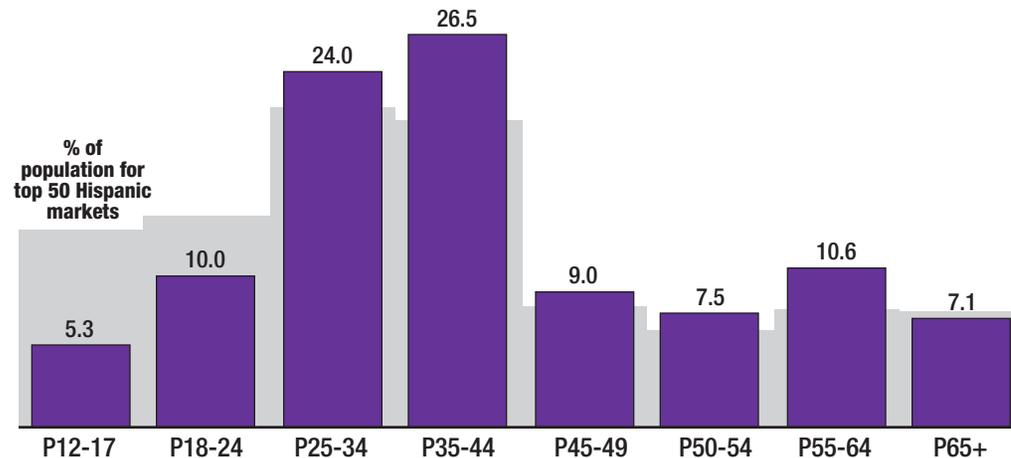
Women hold the majority when it comes to Country. More than 54 percent of Hispanic Women 18+ are Country fans along with nearly 46 percent of Hispanic Men 18+. Country appeals most to Hispanic adults aged 25-34 and 35-44. More than half of the audience for Country formats is included in those two age groups.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Classic Country	0.1
Country	2.8
New Country	0.0
<b>Total Country</b>	<b>2.9</b>

**Hispanic AQH Share of Country Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

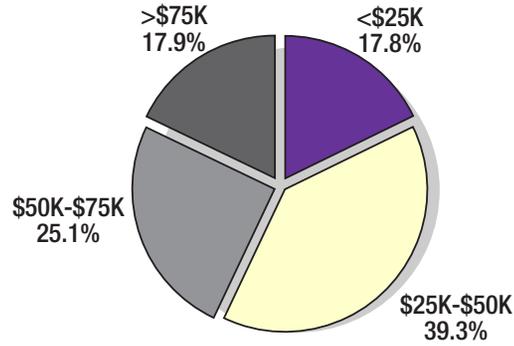
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

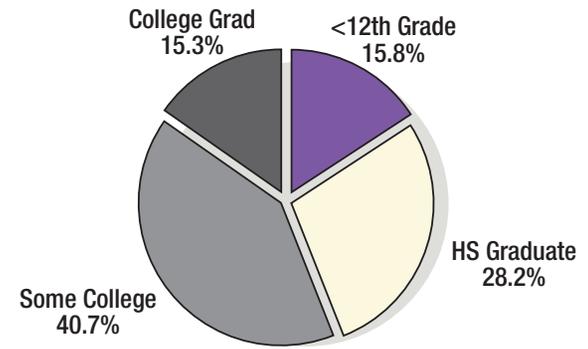
# Country

Over 57 percent of Hispanic adults who listen to Country have household incomes under \$50,000.

More than two-thirds have either finished high school or had some college education (68.9 percent), while 15.3 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

Note: Due to rounding, totals may differ.

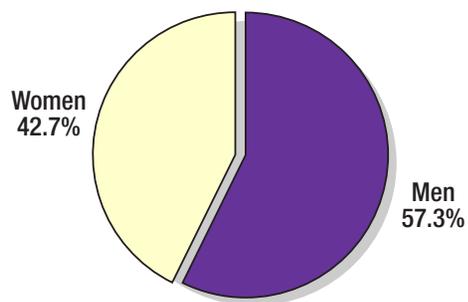
Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

# Mexican Regional

Includes Spanish-language artists of Mexican and Latin American descent. Features a mix of romántica, mariachi and tropical music.

## A Few Format Highlights

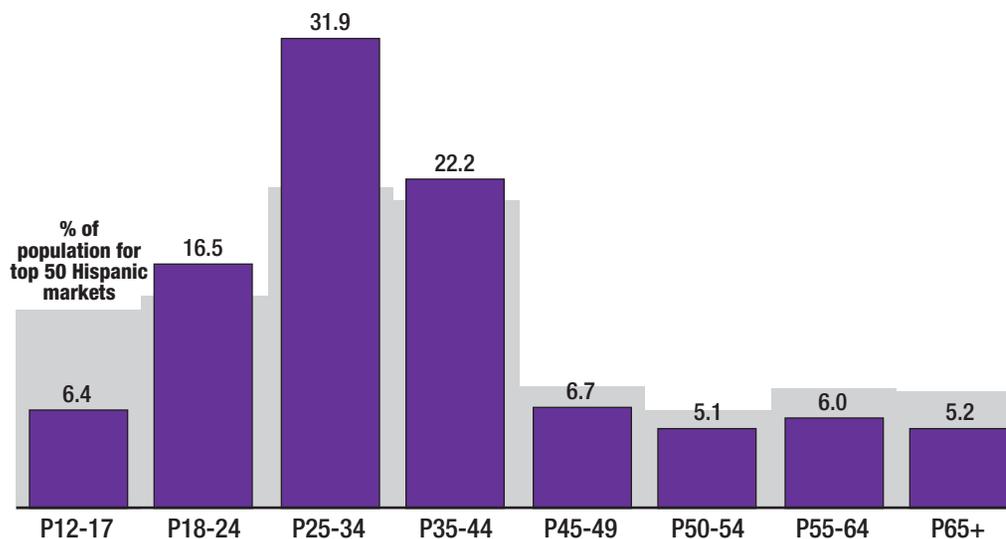
Mexican Regional is the most popular format among Hispanic listeners. Mexican Regional stations appeal to Hispanic Men 18+ (57.3 percent) more than Hispanic Women 18+ (42.7 percent). This format is especially popular among 25- to 44-year-olds, who make up 54.1 percent of the Hispanic audience for this format.



**Listeners 18+**  
Mon-Sun, Mid-Mid

**Total Mexican Regional 16.2**

**Hispanic AQH Share of Mexican Regional Format**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

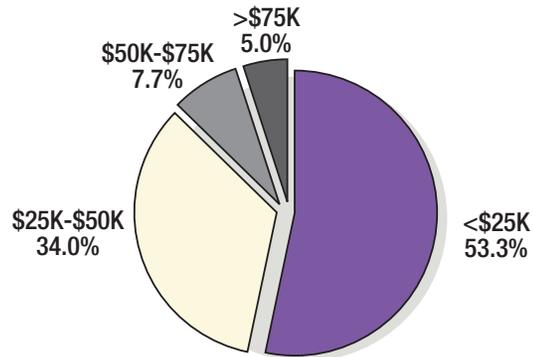
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

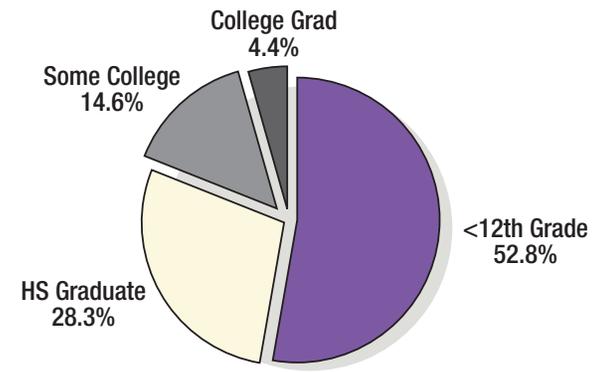
# Mexican Regional

Of the adults 18+ who listen to Mexican Regional stations, the majority, 53.3 percent, have incomes under \$25,000. Thirty-four percent have incomes between \$25,000 and \$50,000.

Nearly 53 percent have not completed high school, while 28.3 percent have. Nineteen percent have gone beyond high school to attend college.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

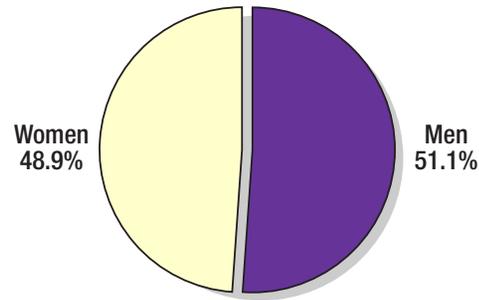
# New AC/ Smooth Jazz

Includes Jazz, New Age and New Adult Contemporary formats. Primarily instrumental based but featuring some compatible vocals.

## A Few Format Highlights

With an almost even split between the sexes, New AC/Smooth Jazz has a slightly larger share of Hispanic Men 18+ (51.1 percent) in its audience than Hispanic Women 18+ (48.9 percent).

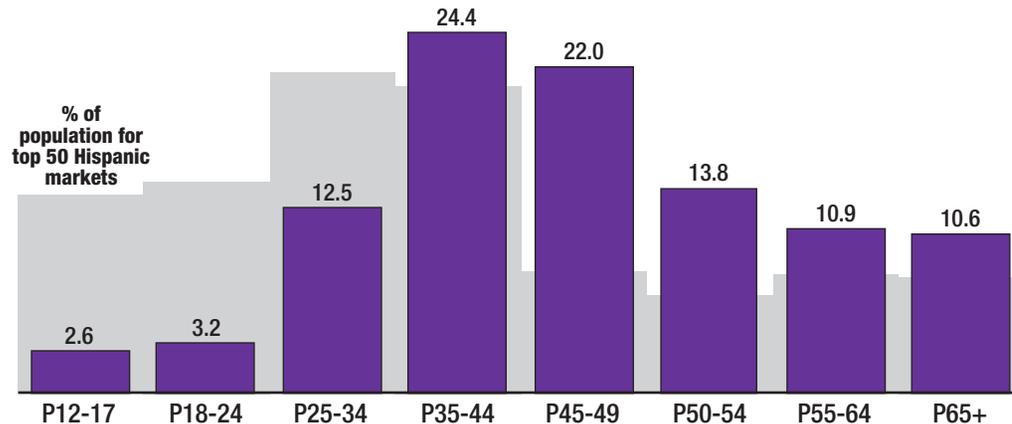
Hispanic baby boomers are the largest share of New AC/Smooth Jazz listeners, with 60.2 percent of listeners aged 35 to 54.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Jazz	0.3
New AC	1.6
<b>Total New AC/Smooth Jazz</b>	<b>1.9</b>

**Hispanic AQH Share of  
New AC/Smooth Jazz Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

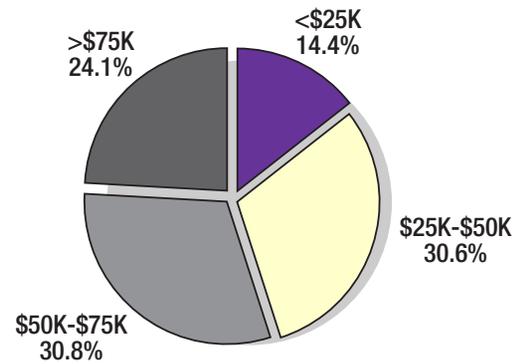
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

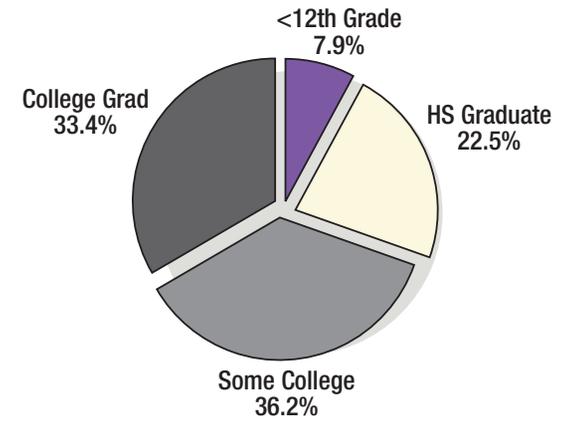
# New AC/ Smooth Jazz

A slight majority of Hispanic listeners to New AC/Smooth Jazz (54.9 percent) earn more than \$50,000 per year. About 31 percent earn between \$25,000 and \$50,000.

More than two-thirds (69.6 percent) of Hispanic adults who listen to New AC/Smooth Jazz have gone beyond high school, having some college education or a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

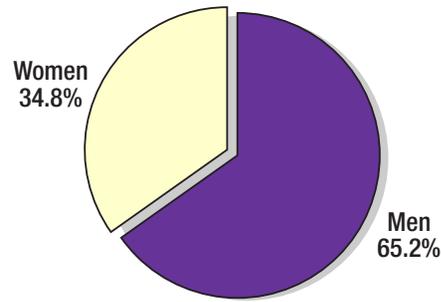
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# News/Talk/Information

Includes news, business news, talk, and sports formats.

## A Few Format Highlights

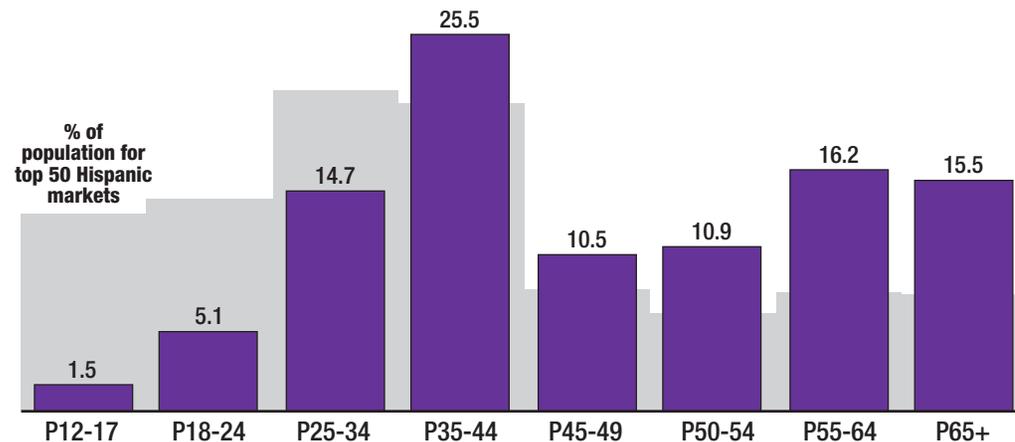
Slightly more than 65 percent of News/Talk/Information's Hispanic listeners are Men 18+. Nearly 35 percent are Women 18+. News/Talk/Information is popular with Hispanic adults aged 25 or older. Just 6.6 percent of the audience are under age 25.



**Listeners 18+**  
Mon-Sun, Mid-Mid

All News	1.0
All Sports	0.9
News/Talk	2.8
Talk	1.0
<b>Total News/Talk/Information</b>	<b>5.7</b>

**Hispanic AQH Share of News/Talk/Information Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

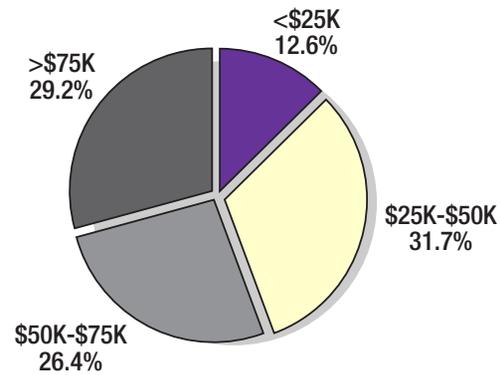
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

# News/Talk/ Information

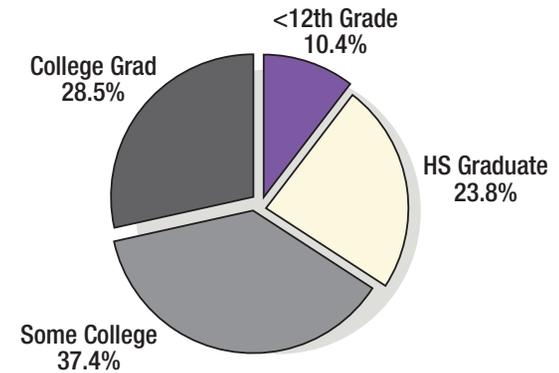
News/Talk/Information primarily appeals to those Hispanic listeners with incomes of more than \$25,000. Almost 56 percent have incomes of over \$50,000.

News/Talk/Information's Hispanic listeners are also well educated, with almost 66 percent having at least some college education or a college degree.



**Household Income P18+**

Mon-Sun, Mid-Mid



**Education P18+**

Mon-Sun, Mid-Mid

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

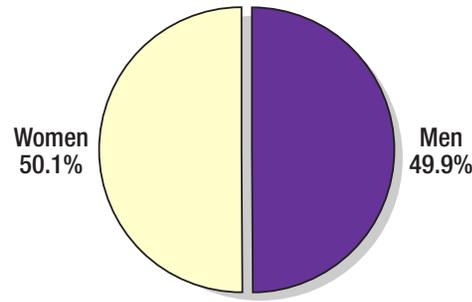
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Oldies

Specializes in Rock-era oldies, including '70s hits, '80s hits and Rhythmic Oldies, usually those played on Top 40 stations.

## A Few Format Highlights

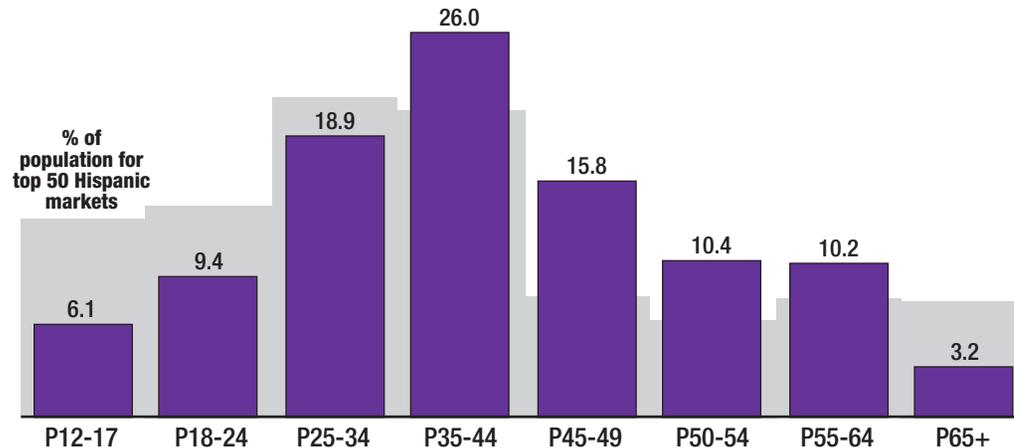
The Hispanic listening audience for Oldies splits almost evenly between adult Hispanic women and adult Hispanic men. Oldies is a popular format among 25- to 49-year-olds, who compose 60.7 percent of the Hispanic audience.



**Listeners 18+**  
Mon-Sun, Mid-Mid

'70s Hits	0.9
'80s Hits	0.6
Oldies	2.9
Rhythmic Oldies	1.9
<b>Total Oldies</b>	<b>6.3</b>

**Hispanic AQH Share of Oldies Formats**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

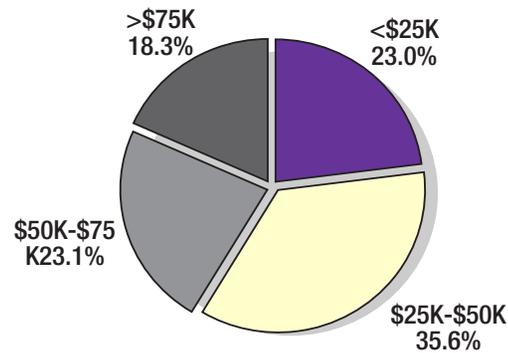
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

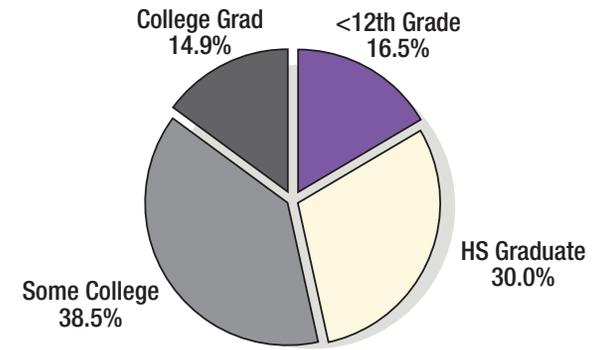
# Oldies

Adult Hispanics who listen to Oldies tend to fall into the middle income brackets. More than a third (35.6 percent) have household incomes of \$25,000 to \$50,000, while 23.1 percent report incomes of \$50,000 to \$75,000.

More than two-thirds have either finished high school or had some college education (68.5 percent), while 14.9 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

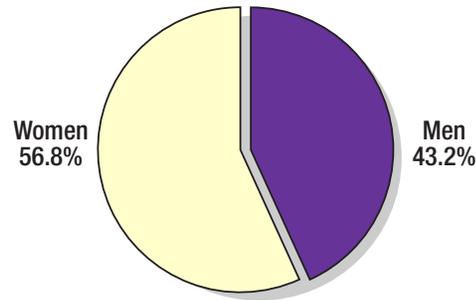
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Religious

Includes Gospel and "Contemporary Christian" formats as well as non-music-based religious stations specializing in "teaching programs."

## A Few Format Highlights

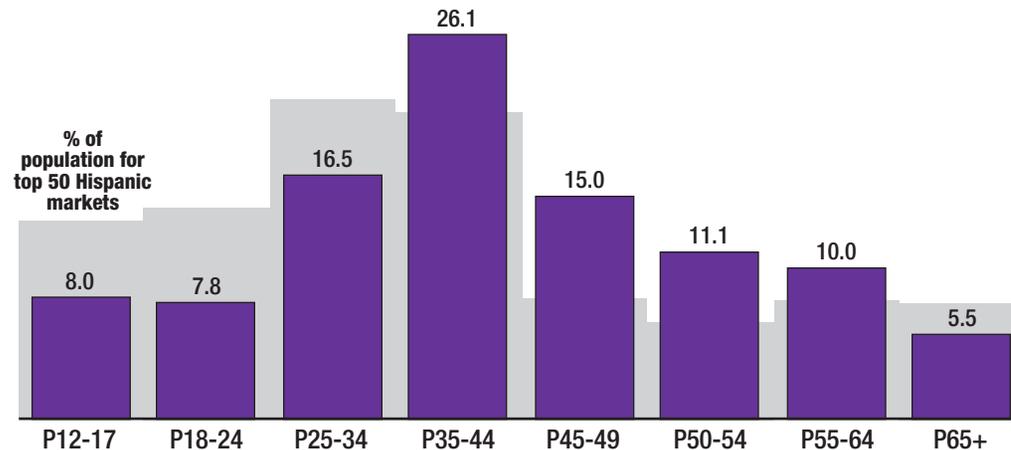
Almost 57 percent of the Hispanic audience for Religious stations are Women 18+. The balance of approximately 43 percent is Men 18+. Slightly more than one-fourth of the Hispanic audience for Religious-formatted radio (26.1 percent) is Adults 35-44. This format attracts a small share of Hispanic teens (8.0 percent) and young adults aged 18-24 (7.8 percent).



**Listeners 18+**  
Mon-Sun, Mid-Mid

Christian	0.9
Gospel	0.1
Religious	1.3
Southern Gospel	0.0
<b>Total Religious</b>	<b>2.2</b>

**Hispanic AQH Share of Religious Formats**  
Mon-Sun, Mid-Mid, Persons 12+



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

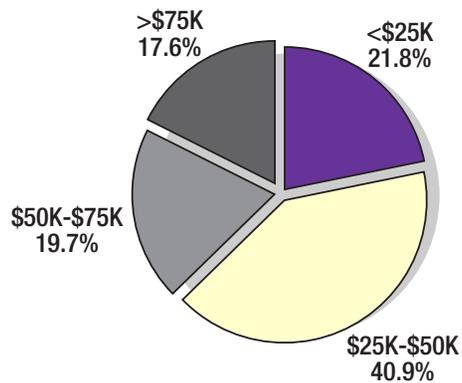
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

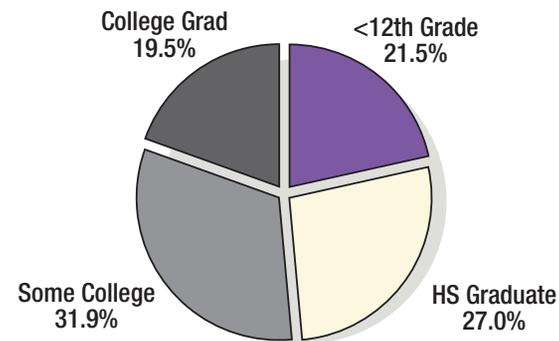
# Religious

Most of the Hispanic adults who listen to Religious stations (62.7 percent) have household incomes below \$50,000.

Slightly more than half have either attended college classes or earned their degrees.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

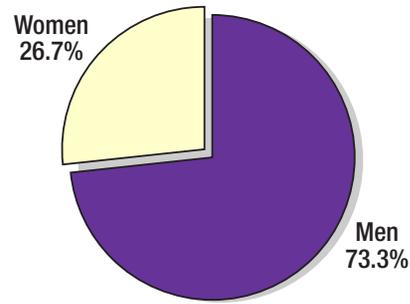
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Rock

Rock-based music including Active Rock, Album Rock and Classic Rock.

## A Few Format Highlights

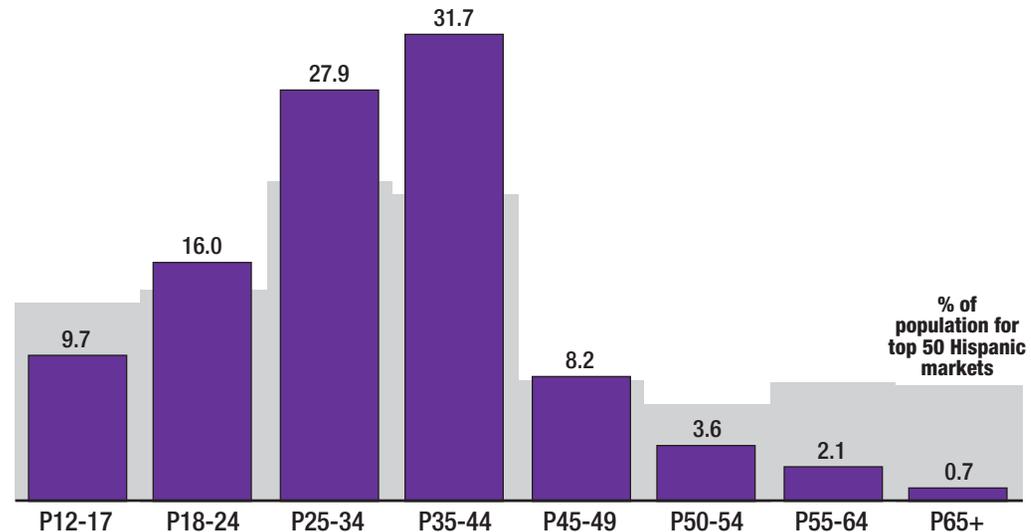
Hispanic Men 18+ are 73.3 percent of the audience for Rock stations. Hispanic Women 18+ are the remaining 26.7 percent. Almost 60 percent of Rock's Hispanic listeners are adults aged 25-44. Almost 12 percent are aged 45-54, while only 2.8 percent are over age 54.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Active Rock	0.8
AOR	1.3
Classic Rock	2.3
<b>Total Rock</b>	<b>4.4</b>

**Hispanic AQH Share of Rock Formats**  
Mon-Sun, Mid-Mid, Persons 12+



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

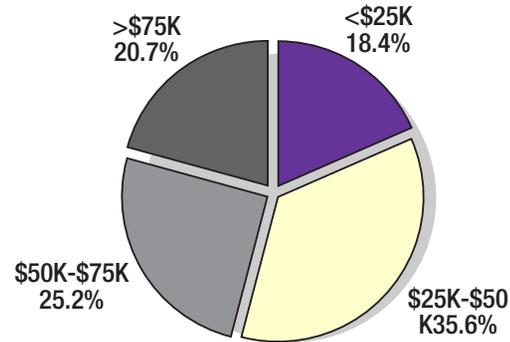
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

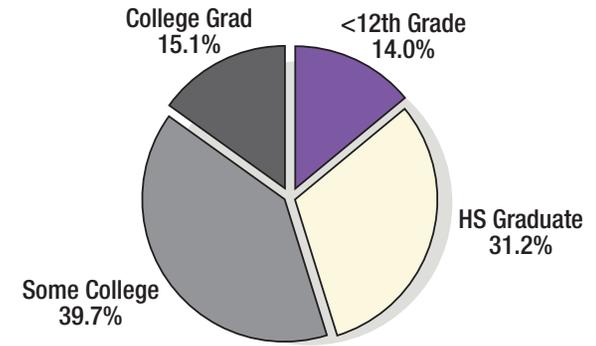
# Rock

More than one-third (35.6 percent) of the Hispanic adults who listen to Rock have household incomes between \$25,000 and \$50,000; over 25 percent fall within the \$50,000-\$75,000 income bracket.

Almost 40 percent of adult Hispanic Rock listeners have attended some college, and approximately 15 percent are college graduates.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

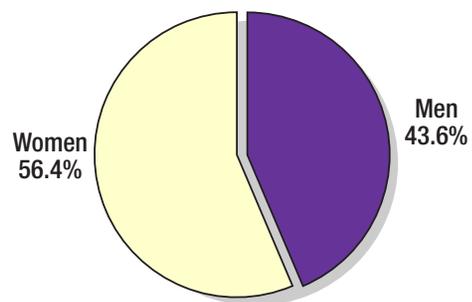
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Spanish Contemporary

Emphasizes current Spanish-language music hits.

## A Few Format Highlights

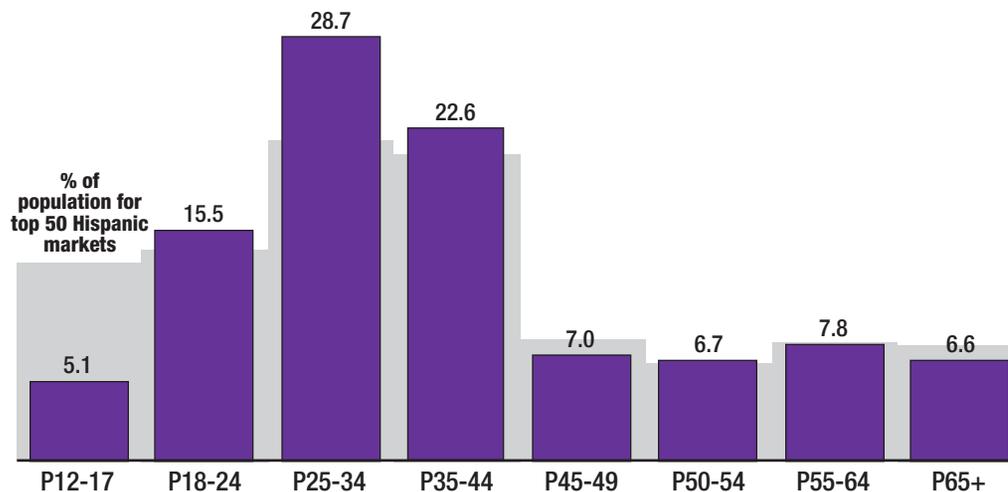
Spanish Contemporary is the third most popular format among Hispanic listeners. More Hispanic Women 18+ (56.4 percent) than Hispanic Men 18+ (43.6 percent) listen to this format. Almost 29 percent of the Hispanic audience to Spanish Contemporary are aged 25-34; 22.6 percent are aged 35-44.



**Listeners 18+**  
Mon-Sun, Mid-Mid

**Total Spanish Contemporary 13.1**

**Hispanic AQH Share of Spanish Contemporary Format**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

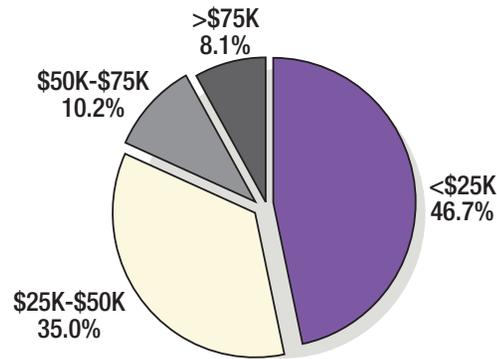
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

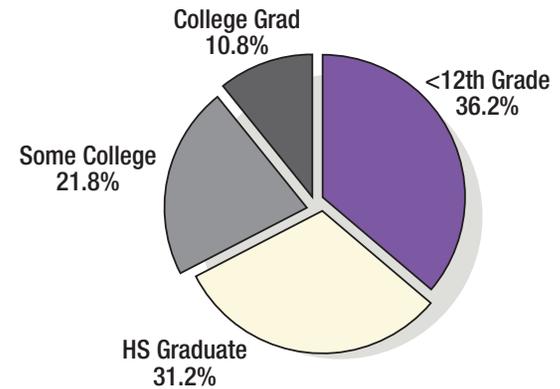
# Spanish Contemporary

Almost 47 percent of Hispanic adults who listen to Spanish Contemporary have household incomes below \$25,000.

Fifty-three percent have either finished high school or had some college education, while nearly 11 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

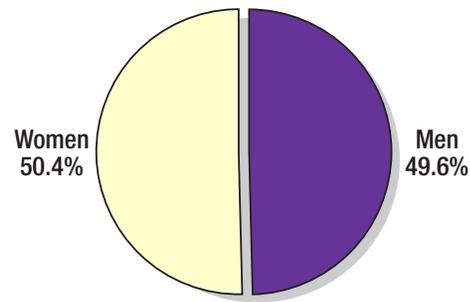
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Spanish News/Talk

Includes Spanish-language news, business news, talk, and sports formats.

## A Few Format Highlights

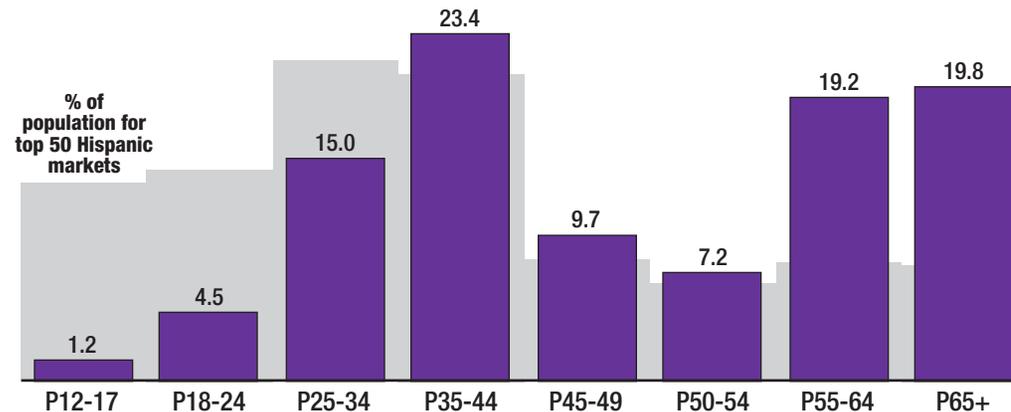
The Hispanic listening audience for Spanish News/Talk splits almost evenly between adult Hispanic women and adult Hispanic men. Spanish News/Talk is popular among older people aged 55+, who compose 39 percent of the format's Hispanic audience.



**Listeners 18+**  
Mon-Sun, Mid-Mid

<b>Total Spanish News/Talk</b>	<b>4.4</b>
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**Hispanic AQH Share of Spanish News/Talk Format**  
Mon-Sun, Mid-Mid, Persons 12+



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

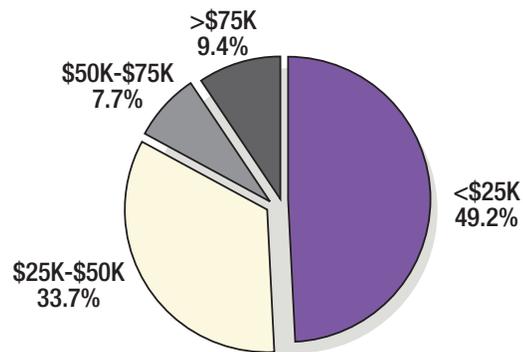
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

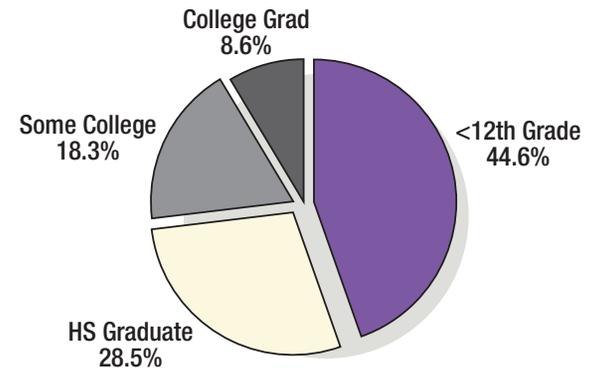
# Spanish News/Talk

Almost half (49.2 percent) of adult Hispanics who listen to Spanish News/Talk have household incomes below \$25,000, while 33.7 percent report incomes of \$25,000 to \$50,000.

Almost half have either finished high school or had some college education (46.8 percent), while 8.6 percent have earned a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

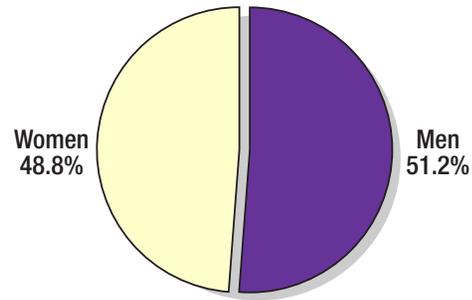
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Spanish Tropical

Features salsa and merengue music.

## A Few Format Highlights

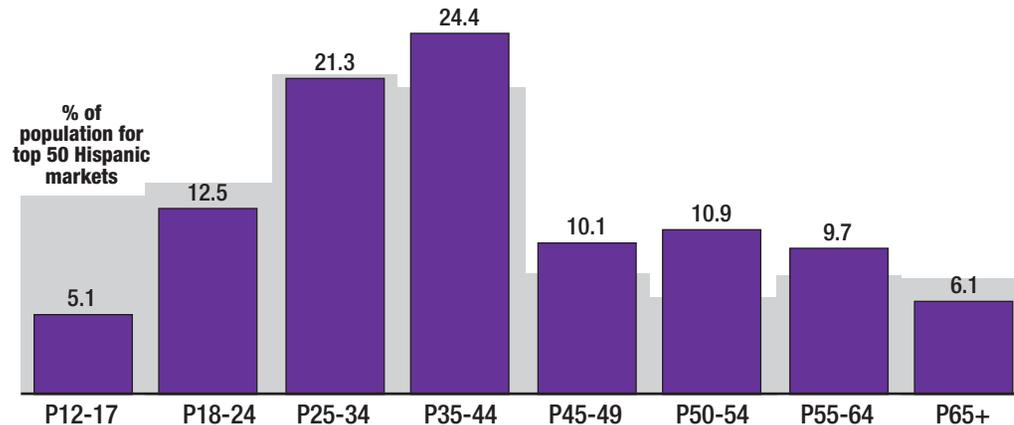
Slightly more Hispanic Men 18+ (51.2 percent) than Hispanic Women 18+ (48.8 percent) listen to Spanish Tropical. Spanish Tropical appeals most to Hispanic adults aged 25-34 and 35-44. Almost 46 percent of the audience for Spanish Tropical formats is included in those two age groups.



**Listeners 18+**  
Mon-Sun, Mid-Mid



**Hispanic AQH Share of Spanish Tropical Format**  
Mon-Sun, Mid-Mid, Persons 12+



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

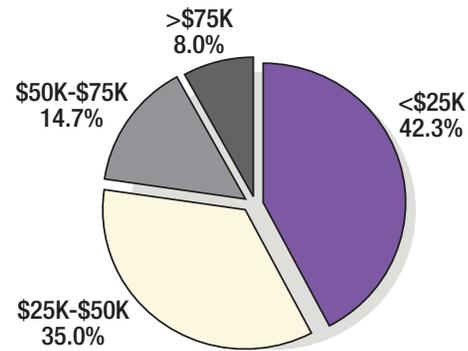
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

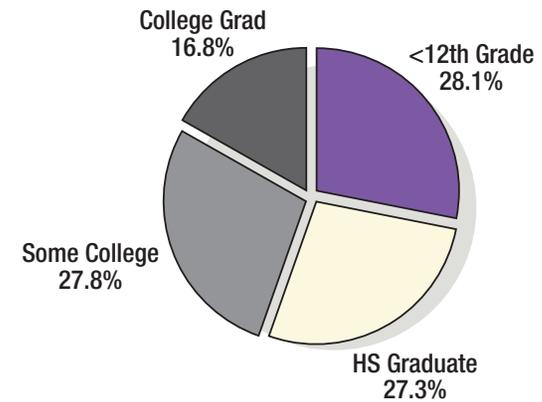
# Spanish Tropical

Thirty-five percent of Hispanic adults who listen to Spanish Tropical have household incomes between \$25,000 and \$50,000. Almost 15 percent have incomes between \$50,000 and \$75,000.

More than 55 percent have either finished high school or had some college education, while 16.8 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

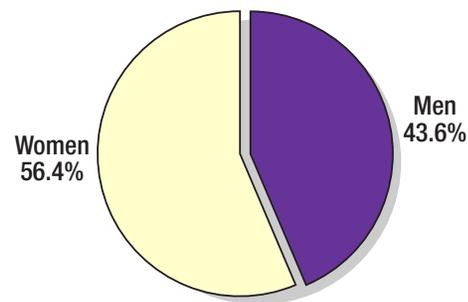
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Spanish Variety

Different Spanish music styles and information presented either simultaneously or in blocks.

## A Few Format Highlights

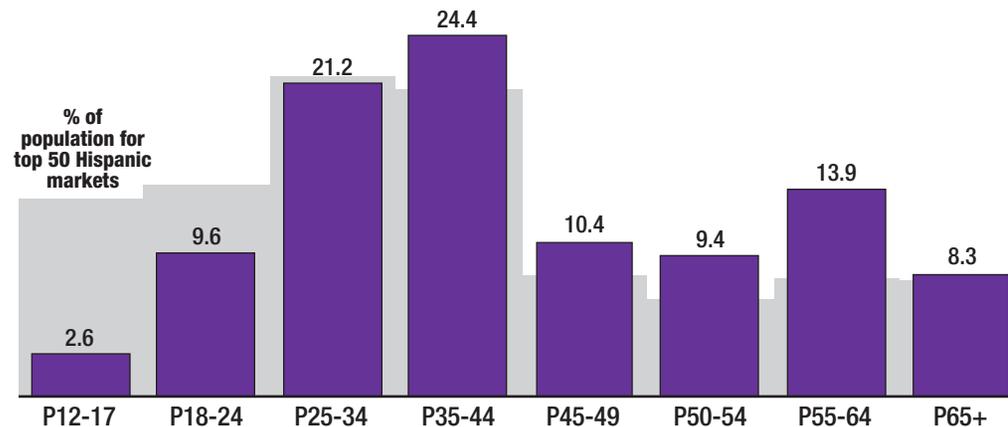
Considerably more Hispanic Women 18+ (56.4 percent) than Hispanic Men 18+ (43.6 percent) listen to Spanish Variety. Spanish Variety formats are most popular with listeners between the ages of 25 and 44. Only 12.2 percent of the Hispanic listeners who tune in to Spanish Variety stations are under the age of 25.



**Listeners 18+**  
Mon-Sun, Mid-Mid



**Hispanic AQH Share of Spanish Variety Format**  
Mon-Sun, Mid-Mid, Persons 12+



## Audience Composition

Percent of Format Audience by Demographic  
Mon-Sun, Mid-Mid

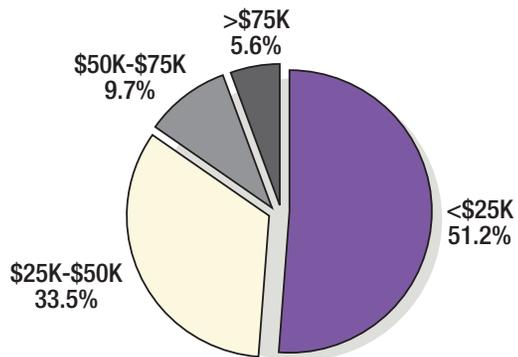
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

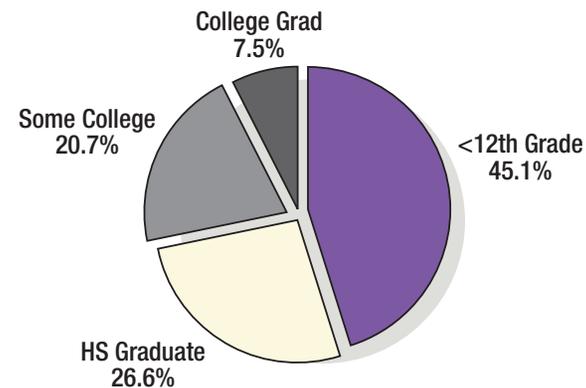
# Spanish Variety

The majority of Spanish Variety's Hispanic listeners earn less than \$25,000.

Slightly more than 45 percent have not finished high school, while 26.6 percent have received their high school diplomas.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

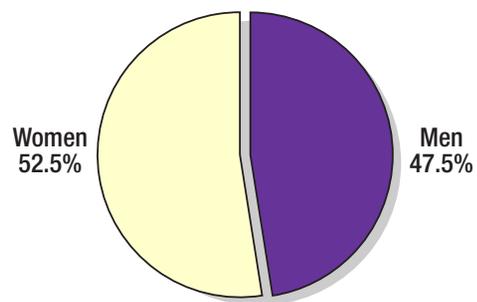
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Tejano

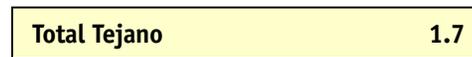
Includes Tex-Mex music and Mexican music from northern Mexico.

## A Few Format Highlights

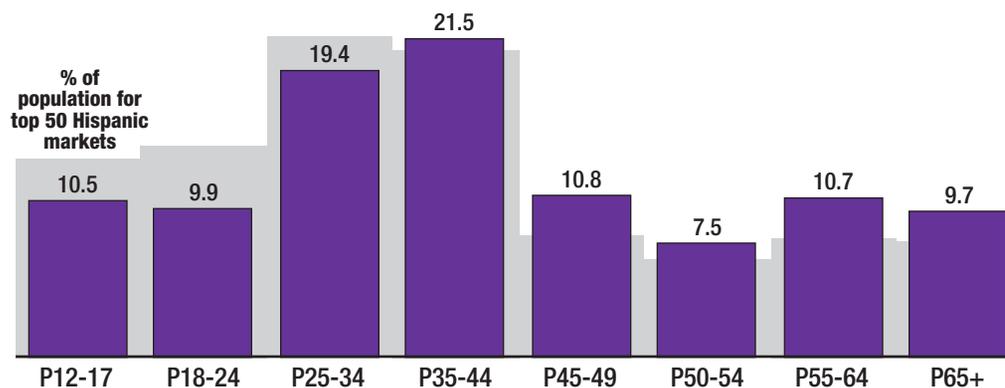
More Hispanic Women 18+ (52.5 percent) than Hispanic Men 18+ (47.5 percent) are Tejano fans. Tejano appeals most to Hispanic adults aged 25-34 and 35-44. Almost 41 percent of the audience for Tejano formats are included in those two age groups.



**Listeners 18+**  
Mon-Sun, Mid-Mid



**Hispanic AQH Share of Tejano Format**  
Mon-Sun, Mid-Mid, Persons 12+



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

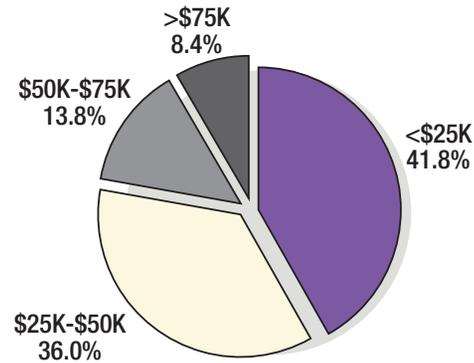
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

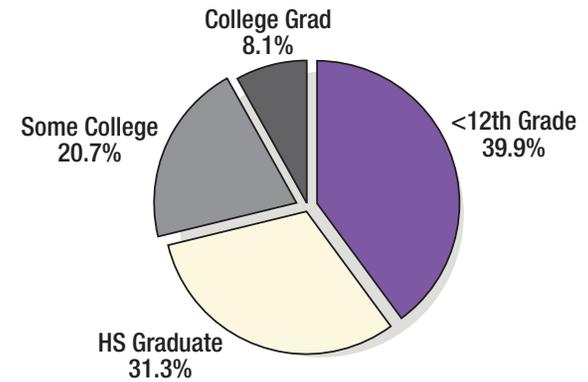
# Tejano

Thirty-six percent of Tejano's Hispanic listeners earn between \$25,000 and \$50,000.

More than half have either finished high school or had some college education (52 percent), while 8.1 percent hold a college degree.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

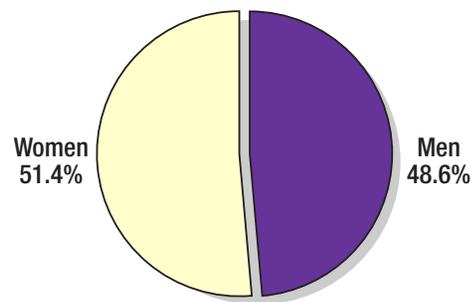
*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Urban

Includes Urban AC and Urban Oldies.

## A Few Format Highlights

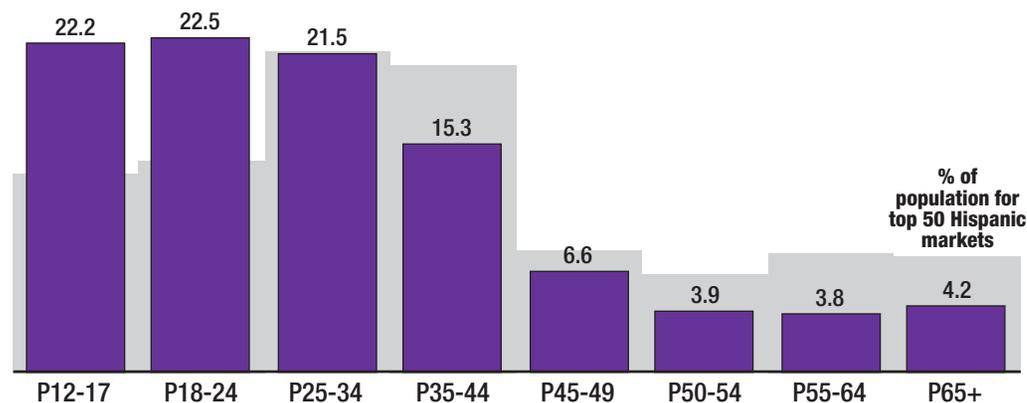
The Urban format is more popular among Hispanic Women 18+ (51.4 percent) than Hispanic Men 18+ (48.6 percent). Urban is a format enjoyed by the young. Just 18.5 percent of its audience is aged 45 or older, while 66.2 percent of the audience is under age 35.



**Listeners 18+**  
Mon-Sun, Mid-Mid

Urban	1.5
Urban AC	0.6
Urban Oldies	0.0
<b>Total Urban</b>	<b>2.1</b>

**Hispanic AQH Share of Urban Formats**  
Mon-Sun, Mid-Mid, Persons 12+



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

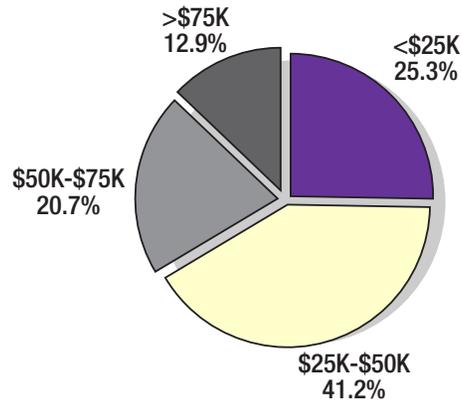
Note: Due to rounding, totals may differ.

Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.

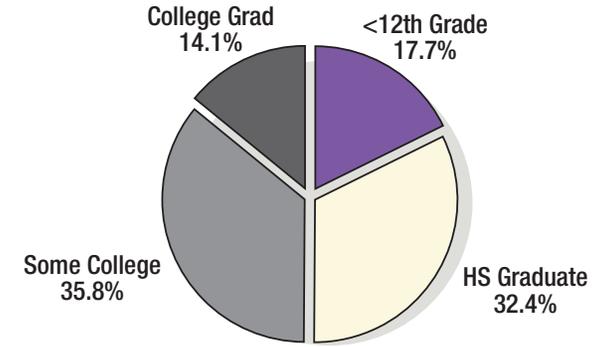
# Urban

Slightly more than 41 percent of Hispanic listeners to Urban earn between \$25,000 and \$50,000; about 34 percent earn over \$50,000.

About one-third have completed high school; nearly 50 percent have gone beyond the high-school level.



**Household Income P18+**  
Mon-Sun, Mid-Mid



**Education P18+**  
Mon-Sun, Mid-Mid

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

*Source: Format definitions are from Arbitron Radio Listening Trends. All data come from MaximiSer/Media Professional, Spring 2001, Top 50 Hispanic Markets, Mon-Sun, Mid-Mid.*

# Top 50 Hispanic Metro Survey Areas

Metro Survey Area	Population	Metro Survey Area	Population
1 Los Angeles	4,031,600	26 Monterey-Salinas-Santa Cruz	175,800
2 New York	2,719,100	27 Visalia-Tulare-Hanford	169,000
3 Miami-Ft. Lauderdale-Hollywood	1,280,300	28 Bakersfield	160,900
4 San Francisco	1,066,700	29 Oxnard-Ventura	155,600
5 Chicago	966,400	30 Orlando	154,500
6 Houston-Galveston	869,100	31 Laredo, TX	152,100
7 San Antonio	708,800	32 Stockton	127,900
8 Dallas-Ft. Worth	604,200	33 Portland, OR	104,600
9 San Diego	600,400	34 West Palm Beach-Boca Raton	100,200
10 McAllen-Brownsville-Harlingen	586,500	35 Salt Lake City-Ogden-Provo	99,300
11 Riverside-San Bernardino	469,000	36 Palm Springs, CA	98,700
12 Phoenix	451,400	37 Modesto	92,900
13 El Paso	413,500	38 Hartford-New Britain-Middletown	78,000
14 Washington, DC	300,700	39 Merced, CA	62,600
15 Fresno	259,400	40 Santa Maria-Lompoc, CA	58,200
16 Denver-Boulder	252,600	41 Odessa-Midland, TX	57,100
17 Austin	238,900	42 Ft. Myers-Naples-Marco Island	56,800
18 Boston	211,500	43 Santa Fe, NM	53,900
19 Las Vegas	209,300	44 Lubbock	50,400
20 Albuquerque	209,000	45 Yakima, WA	50,300
21 Tampa-St. Petersburg-Clearwater	202,700	46 Santa Barbara, CA	49,200
22 Sacramento	202,600	47 Pueblo	45,900
23 Tucson	195,300	48 Reno	44,800
24 Philadelphia	179,400	49 Bridgeport	44,500
25 Corpus Christi	177,700	50 Colorado Springs	43,000

*Based on 12+ Hispanic Population*

# Sources

*Hispanic Radio Today* contains general statistics on radio and listening trends. All data included in this review are from Arbitron's Spring 2001 survey.

Data for charts and graphs come from Arbitron's American Radio Listening Trends, Maximizer/Media Professional. The American Radio Listening Trends combine radio listening data in Arbitron's 97 continuously measured markets with Arbitron's own format information.

# 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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