

Hispanic Radio Today 2012

How America Listens to Radio



Radio's Vibrant Relationship With Hispanic Listeners

Hispanic Radio Today 2012 offers a detailed look at the radio listening habits and consumer insight among Hispanic listeners in the United States.

This edition reviews five Spanish-language formats: Mexican Regional, Spanish Adult Hits, Spanish Contemporary + Spanish Hot Adult Contemporary, Spanish News/Talk, and Spanish Tropical. It also reviews six English-language formats with a significant Hispanic listenership: Adult Contemporary + Soft Adult Contemporary, Classic Hits, Country + New Country, News/Talk/Information + Talk Personality, Pop Contemporary Hit Radio, and Rhythmic Contemporary Hit Radio.

We also highlight five additional Spanish-language formats: Spanish Religious, Spanish Variety, Tejano, Spanish Oldies, and Spanish Sports.

In addition to Arbitron audience data for each format, *Hispanic Radio Today 2012* also features Scarborough consumer profiles to develop a comprehensive profile of Hispanic Radio listening across America.

Arbitron *Hispanic Radio Today 2012* provides the details and analyses that reinforce the relevance and vital role radio plays in the lives of Hispanic Americans.

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Arbitron clients can access the full *Hispanic Radio Today 2012* study at my.arbitron.com.

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The Executive Summary

Radio listenership among Hispanic consumers is bigger than other ethnic groups measured by Arbitron. This widespread reach has changed little over time, reinforcing a strong relationship between an enduring medium and a growing listener segment. Radio remains a reliable entertainment and information source for Hispanic listeners, regardless of their language preference, country of origin, age, gender, income, or location in the home or outside the home.

Among the formats in this year's study (listed in order of Average Quarter-Hour audience share and appearance in the study):

Mexican Regional remains far and away the most popular choice of Hispanic listeners by nearly twice the share of the second-largest format. This is the seventh consecutive study where its share of Hispanic audience has within a point of its current-year 20.0 share.

Spanish Contemporary + Spanish Hot Adult Contemporary were combined this year due to their similarity in presentation and audience demographics. The additional audience added 1.6% of audience share to Spanish Contemporary's share in last year's study. The format remains a strong choice among Hispanic women of both language preferences.

Pop Contemporary Hit Radio (CHR), while the No. 4 format among all audiences, is No. 3 among Hispanic listeners. Pop CHR is popular among Hispanic women, especially those who primarily speak English.

Rhythmic Contemporary Hit Radio (CHR) remains the most ethnically diverse format among all listeners and remains popular among Hispanic listeners. The format is growing in Diary markets and represents one of the most educated Hispanic audiences in radio.

Adult Contemporary + Soft Adult Contemporary's combined audience share tapered slightly this year after four consecutive years of growth. The formats are third-most-popular among English-dominant Hispanic listeners.

Spanish Adult Hits, which tends to be most popular in Western markets, has the highest proportion of Hispanic male listeners of all formats.

Classic Hits remains most popular with men, particularly Spanish-dominant Hispanic men.

Country + New Country, America's No. 1 format, continues to be a popular choice among English-dominant Hispanic listeners, especially women.

Radio Formats Ranked by Hispanic Audience Share

Radio Formats Ranked by Hispanic Audience Share

Mon-Sun, 6AM-Mid, AQH Hispanic Persons 12+, Fall 2011

Format	Share
Mexican Regional	20.0%
Spanish Contemporary + Spanish Hot Adult Contemporary	11.6%
Pop Contemporary Hit Radio	9.4%
Rhythmic Contemporary Hit Radio	7.6%
Adult Contemporary + Soft Adult Contemporary	6.7%
Spanish Adult Hits	6.6%
Classic Hits	3.4%
Country + New Country	3.3%
News/Talk/Information + Talk/Personality	3.3%
Spanish Tropical	2.6%
Spanish News/Talk	2.1%
Spanish Religious	1.1%
Spanish Variety	0.9%
Tejano	0.7%
Spanish Oldies	0.4%
Spanish Sports	0.3%

*Due to rounding, totals may not add to exactly 100.
Source: TAPSCAN™ Web National Regional Database, Fall 2011.*

About *Hispanic Radio Today* 2012

Hispanic Radio Today 2012 contains radio listening and consumer behavior statistics for listeners of radio stations in the United States.

Data for the charts and graphs in this edition come from these sources:

- Station format classifications are from the Arbitron Radio Station Information Database as reported to Arbitron. The information in this database is supplied by U.S. government-licensed radio stations, regardless of their status as an Arbitron client, on a quarterly or semi-annual basis.
- Arbitron data come from TAPSCAN™ Web National Regional Database, Fall 2011, Hispanic DST (Differential Survey Treatment) markets. See next page for a market listing.
- National Cume and time spent listening data come from RADAR 115, September 2012.

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Hispanic Differential Survey Treatment (DST) Markets*

Abilene, TX
Albuquerque
Allentown-Bethlehem
Amarillo, TX
Atlanta
Atlantic City-Cape May
Austin
Bakersfield
Beaumont-Port Arthur, TX
Boise
Boston
Bridgeport, CT
Bryan-College Station, TX
Charlotte-Gastonia-Rock Hill
Cheyenne, WY
Chicago
Chico, CA
Colorado Springs
Corpus Christi, TX
Dallas-Ft. Worth
Danbury, CT
Daytona Beach
Denver-Boulder
El Paso
Fayetteville (North West Arkansas)
Flagstaff-Prescott, AZ
Fresno
Ft. Collins-Greeley, CO
Ft. Myers-Naples-Marco Island
Ft. Pierce-Stuart-Vero Beach
Grand Island-Kearney, NE
Grand Junction, CO
Greensboro-Winston-Salem-High Point
Hartford-New Britain-Middletown

Houston-Galveston
Kansas City
Killeen-Temple, TX
Lakeland-Winter Haven
Laredo, TX
Las Cruces, NM
Las Vegas
Los Angeles
Lubbock, TX
Lufkin-Nacogdoches, TX
McAllen-Brownsville-Harlingen
Merced, CA
Miami-Ft. Lauderdale-Hollywood
Middlesex-Somerset-Union
Milwaukee-Racine
Modesto, CA
Monmouth-Ocean
Monterey-Salinas-Santa Cruz
Nassau-Suffolk (Long Island)
New Haven, CT
New York
Newburgh-Middletown, NY (Mid Hudson Valley)
Odessa-Midland, TX
Oklahoma City
Orlando
Oxnard-Ventura, CA
Palm Springs, CA
Philadelphia
Phoenix
Portland, OR
Providence-Warwick-Pawtucket
Pueblo, CO
Raleigh-Durham
Reading, PA

Reno, NV
Riverside-San Bernardino
Rockford, IL
Sacramento
Salt Lake City-Ogden-Provo
San Angelo, TX
San Antonio
San Diego
San Francisco
San Jose
San Luis Obispo, CA
Santa Barbara, CA
Santa Maria-Lompoc, CA
Seattle-Tacoma
Sebring, FL
Sioux City, IA
Springfield, MA
Stockton
Tampa-St. Petersburg-Clearwater
Trenton, NJ
Tri-Cities, WA (Richland-Kennewick-Pasco)
Tucson
Twin Falls (Sun Valley), ID
Tyler-Longview, TX
Victor Valley, CA
Visalia-Tulare-Hanford, CA
Waco, TX
Washington, DC
Wenatchee, WA
West Palm Beach-Boca Raton
Wichita Falls, TX
Yakima, WA

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