

ARBITRON'S EFFORTS TO
MEASURE AND REPORT
HISPANIC AUDIENCES
AND SPANISH LANGUAGE RADIO

ARBITRON RADIO
DECEMBER 1985

AGENDA

ARBITRON'S PURPOSE

RESEARCH PROGRAM

MEASUREMENT PROCEDURES

PERFORMANCE AMONG HISPANICS

REPORTED AUDIENCES

SALES ASSISTANCE

SUBSCRIBER CONCERNS

ARBITRON COMMENTS

ARBITRON'S PURPOSE:

TO MEASURE AND REPORT THE
TOTAL RADIO AUDIENCE,
REGARDLESS OF STATION OR
TYPE OF AUDIENCE

RESEARCH PROGRAM

20 YEARS OF DETERMINATION

14 MAJOR RESEARCH PROJECTS

9 PRODUCED RESULTS WHICH
COULD BE IMPLEMENTED

AND RESULTED IN AN IMPROVED
QUALITY OF SERVICE

AND MORE ARE SCHEDULED

RESEARCH PROGRAM

TEST DATE		IMPLEMENTATION DATE
11/64	BLACK & HISPANIC TECHNIQUES FAILED	-----
8/67	BLACK & HISPANIC TECHNIQUES PPR IN HDHAS	10/67
10/72	BILINGUAL PREPLACEMENT LETTER FAILED	-----
10/72	RACE/NATIONALITY QUESTION IMPLEMENTED	4/73
4/73	RACE/NATIONALITY VALIDATION "MORE HISPANIC"	-----
10/73	HISPANIC WEIGHTING WEIGHTING BEGINS	4/74

RESEARCH PROGRAM

TEST DATE		IMPLEMENTATION DATE
4/74	BILINGUAL RADIO MATERIALS DIARY, LETTERS & FOLLOW-UPS	10/74
4/74	TELEPHONE RETRIEVAL IN THE HDHA LOWER LEVELS	-----
6/76	DEVELOPMENT OF EXPANDED SAMPLE FRAME ROLL-OUT BEGINS	10/76
10/77	ETHNIC PROCEDURES TEST INCONCLUSIVE	-----

RESEARCH PROGRAM

TEST DATE		IMPLEMENTATION DATE
6/79- 1/80	PILOT AND FULL TEST OF HISPANIC DIFFERENTIAL SURVEY TREATMENTS (DST) MORE TESTING REQUIRED	-----
SP81	REVISED BILINGUAL DIARY IMPLEMENTED	WI82
FA81	HISPANIC DST TEST IMPLEMENTED	WI83
SP83	ESF POST-PLACEMENT LETTER BILINGUAL IMPLEMENTED	FA83

RESEARCH PROGRAM

TEST DATE		IMPLEMENTATION DATE
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WI84	BILINGUAL PREPLACEMENT LETTER NO BENEFITS	-----
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FA84	DAYPART DIARY TEST BILINGUAL VERSION	SU86
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NO SIGNIFICANT DIFFERENCES
RETURN RATES
LISTENING LEVELS

HIGH DENSITY AREA REVIEW

NEW HDHA CRITERIA -- 25% OR MORE
ANNUAL UPDATES

EFFECTIVE FALL 85

RESEARCH PROGRAM

CURRENT PROJECTS

TEST
DATE

WI85 RACE/NATIONALITY QUESTION TEST
- ARBITRON VS. CENSUS QUESTIONS
- ARBITRON'S QUESTIONS UNDERESTIMATE
HISPANIC REPRESENTATION

IMPLEMENTATION FALL '86 AT LATEST
PLACEMENT QUESTION CHANGE
(1) RACE BLACK OR WHITE
(2) NATIONALITY HISPANIC OR NOT

RESEARCH PROGRAM

FUTURE PROJECTS

TEST
DATE

FA86 RACE/NATIONALITY IN DIARY

- PERSONAL RESPONSE
- GREATER ALLOWANCE FOR MIXED HOUSEHOLDS
- IMPACT ON RETURN RATE

RESEARCH PROGRAM

ONGOING REVIEW

BILINGUAL MATERIALS REVIEW BOARD

MEETS AT LEAST TWICE A YEAR
REVIEWS ALL TRANSACTIONS

MOST RECENT MEETING NOVEMBER 15, 1985

MEMBERSHIP

EDUARDO CABALLERO (CSM)

LEO RAMOS (KMEX-TV)

SILVIA RODRIGUEZ (SBA ASSOC.)

INTERVIEWING FACTORS

BILINGUAL INTERVIEWERS
(LOCAL AND CENTRALIZED)

NEW HIRING PROCEDURES

NEW PAY PLAN -- SPECIAL PAY FOR
BILINGUAL INTERVIEWERS

MEASUREMENT PROCEDURES

RESEARCH BASED PROCEDURES

24 STANDARD MARKETS

6 CONDENSED MARKETS

TELEPHONE HOUSEHOLDS

BILINGUAL DIARY MEASUREMENT

SPECIAL PREMIUMS -- \$2/PERSON

ADDITIONAL FOLLOW-UP CALL

BILINGUAL FOLLOW-UP LETTERS

10 MARKETS RECEIVE ADDITIONAL \$2

FOLLOW-UP PER HOUSEHOLD

PERFORMANCE AMONG HISPANICS

AGE/SEX DISTRIBUTIONS ARE GOOD

METRO GEOGRAPHIC DISTRIBUTION
IS BROAD

- MORE ZIP CODES REPRESENTED BY
HISPANIC IN-TAB

OTHER MEASURES FOLLOW

PERFORMANCE - OTHER MEASURES

DO HISPANICS RETURN DIARIES AT THE SAME RATE AS ANGLOS?

- OBJECTIVE: ALL MARKETS +/- 10% OF ANGLOS

1984			1985	
MKT	PCT		MKT	PCT
4	13%	BETTER THAN ANGLOS	3*	10%
10	33%	SAME AS ANGLOS ($\pm 10\%$)	15	50%
16	54%	LESS THAN ANGLOS	12	40%
30	100%		30	100%

IT IS NOT ALL BAD!

*MCGALLEN, MIAMI, PALM SPRINGS

30 Hispanic DST Markets - Spring 1984, 1985

PERFORMANCE - OTHER MEASURES

HOW DOES THE VOLUME OF IN-TAB DIARIES
COMPARE WITH THE HISPANIC POPULATION
PROPORTION OF THE METRO?

MARKET PROPORTIONALITY

1984			1985	
MKT	PCT		MKT	PCT
1*	3%	MORE THAN 20% ABOVE	-	-
-	-	11-20% ABOVE	1*	3%
5	17%	EQUAL +/- 10%	7	23%
5	17%	11-20% UNDER	7	23%
10	33%	21-30% UNDER	8	27%
9	30%	31+% UNDER	7	23%
30	100%		30	99%

CONDITION OF GREATEST CONCERN TO ALL

- OBJECTIVE: EQUAL TO OR +/- 10% OF ANGLOS

*MIAMI

PERFORMANCE - OTHER MEASURES

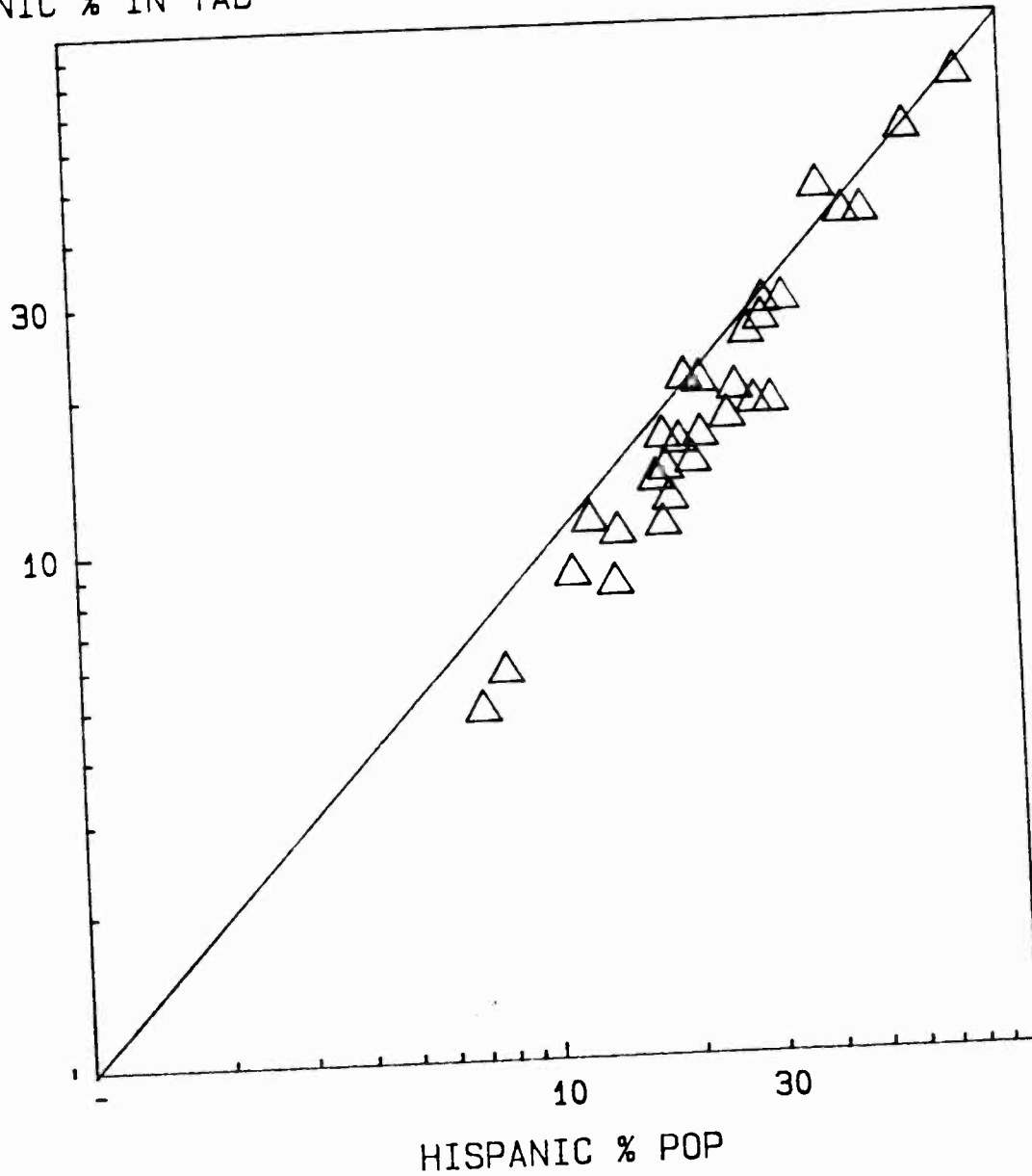
ANOTHER LOOK AT HISPANIC REPRESENTATION

PERCENT HISPANIC IN-TAB

VS.

PERCENT HISPANICS IN METRO

HISPANIC % IN-TAB



DIARY KEEPING BY HISPANICS

STATION IDENTIFICATION TECHNIQUES

SITUATION	PERCENT OF ENTRIES	
	HISPANIC	TOTAL POP
CALL LETTERS ONLY	63	77
CALL LETTERS WITH FREQUENCY	3	3
CALL LETTERS WITH NUMBERS	6	7
TOTAL CALL LETTERS I.D.	72	87
SLOGAN I.D.	20 *	9*
FREQUENCY I.D. ONLY	7	4
MISC. I.D.	1	-
TOTAL I.D.	100%	100%

* MANY SPANISH LANGUAGE STATIONS USE SLOGANS

DIARY KEEPING BY HISPANICS

HISPANIC EDITING PROBLEMS

SITUATION	PERCENT OF ENTRIES	
	HISPANIC	TOTAL POP
AM/PM CONFUSION	.3	.6
TIME SEQUENCE EDIT	1.5	1.0

ALL OTHER SITUATIONS ARE NOT DIFFERENT FROM THE
TOTAL POPULATION

REPORTED AUDIENCES

RETURNED DIARIES WEIGHTED TO HISPANIC
POPULATION IN THE METRO

ARBITRON REPORTS "INTAB" DIARIES
AND THEIR RELATIONSHIP TO METRO

HISPANIC AUDIENCE INFORMATION FOR
ALL ESTIMATES -- DEMOGRAPHICS

Effects of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>12 Market Summary*</u>	<u>Spring</u> <u>'82</u> (PPR)	<u>Fall</u> <u>'82</u> (PPR)	<u>Spring</u> <u>'83</u> (DST)	<u>Fall</u> <u>'83</u> (DST)	<u>Spring</u> <u>'84</u> (DST)	<u>Fall</u> <u>'84</u> (DST)	<u>Spring</u> <u>'85</u> (DST)
Hispanic Persons 12+ (AID)							
Spanish Stations AQH Ratings	6.4	6.9	6.5	7.0	7.2	6.4	5.9
General Market Stations AQH Ratings	12.7	10.9	13.5	12.7	13.8	12.5	12.7
Total Listening AQH Ratings	19.1	17.8	20.0	19.7	21.0	18.9	18.6
Cume Ratings	93.6	92.5	97.8	96.0	99.6	95.1	95.0
Total Market Persons 12+ (Book)							
Spanish Stations AQH Ratings	1.0	1.1	1.0	1.2	1.2	1.9	1.9
General Market Stations AQH Ratings	17.6	16.9	17.9	17.1	17.8	16.4	16.5
Total Listening AQH Ratings	18.6	18.0	18.9	18.3	19.0	18.3	18.4
Cume Ratings	96.3	96.2	97.1	96.4	96.3	96.1	95.8

* Albuquerque, Chicago, El Paso, Houston-Galveston, Los Angeles, McAllen-Brownsville,
Miami-Ft. Lauderdale-Hollywood, New York, Phoenix, San Antonio, San Francisco, San Jose

** Book Minus AID

Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>Albuquerque</u>	<u>Spring '82</u> (PPR)	<u>Fall '82</u> (PPR)	<u>Spring '83</u> (DST)	<u>Fall '83</u> (DST)	<u>Spring '84</u> (DST)	<u>Fall '84</u> (DST)	<u>Spring '85</u> (DST)
Hispanic Persons 12+ (AID)							
Spanish Stations AQH Ratings	1.9	3.0	2.0	1.1	2.4	1.1	.7
General Market Stations AQH Ratings	15.4	14.6	17.1	17.7	17.8	18.5	17.9
Total Listening AQH Ratings	17.3	17.6	19.1	18.8	20.2	19.6	18.6
Cume Ratings	83.5	89.6	96.8	96.5	97.8	95.6	94.1
 Total Market Persons 12+ (Book)							
Spanish Stations AQH Ratings	.8	1.1	.6	.4	.4	.4	.2
General Market Stations AQH Ratings	16.3	16.8	16.8	17.3	17.0	18.0	17.9
Total Listening AQH Ratings	17.1	17.9	17.4	17.7	17.4	18.4	18.1
Cume Ratings	90.6	93.9	95.4	96.8	94.7	95.5	93.7

Spanish stations - KABQ, KARS, KLTN, KXKS

Spring '84 Spanish Stations - KABQ, KXKS, KLTN

Current Spanish Station: KABQ, KLTN, KXKS

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Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>Chicago</u>	Winter '82 (PPR)	Spring '82 (PPR)	Fall '82 (PPR)	Winter '83 (DST)	Spring '83 (DST)	Summer '83 (DST)	Fall '83 (DST)	Winter '84 (DST)	Spring '84 (DST)	Fall '84 (DST)	Spring '85 (DST)
Hispanic Persons 12+ (AID)											
Spanish Stations AQH Ratings	2.2	3.7	3.4	7.8	6.7	4.1	6.0	6.4	4.9	4.1	4.7
General Market Stations AQH Rtgs	11.2	11.8	9.1	12.8	10.7	14.8	10.8	12.5	12.1	13.2	14.0
Total Listening AQH Ratings	13.4	15.5	12.5	20.6	17.4	18.9	16.8	18.9	17.0	17.3	18.7
Cume Ratings	88.8	95.3	95.6	98.5	93.0	96.7	91.0	97.8	95.2	95.3	96.0
Total Market Persons 12+ (Book)											
Spanish Stations AQH Ratings	.2	.3	.3	.7	.5	.3	.3	.5	.4	.3	.3
General Market Stations AQH Rtgs	18.4	18.2	17.7	17.9	18.7	18.1	17.7	17.5	18.4	17.5	15.6
Total Listening AQH Ratings	18.6	18.5	18.0	18.6	19.2	18.4	18.0	18.0	18.8	17.8	19.0
Cume Ratings	95.4	96.3	96.5	97.1	97.3	96.8	96.3	96.0	96.8	96.7	96.7
Spanish Stations - WOJO, WOPA											
Spring '84 Spanish Station - WOJO											
Current Spanish Stations - WCRW, WOJO, WONX											

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Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>El Paso</u>	Spring '82 (PPR)	Fall '82 (PPR)	Spring '83 (DST)	Fall '83 (DST)	Spring '84 (DST)	Fall '84 (DST)	Spring '85 (DST)
Hispanic Persons 12+ (AID)							
Spanish Stations AQH Ratings	2.9	2.9	2.0	3.8	4.0	3.9	2.7
General Market Stations AQH Ratings	12.9	15.8	16.8	14.6	15.2	14.4	16.0
Total Listening AQH Ratings	15.8	18.7	18.8	18.4	19.2	18.3	18.7
Cume Ratings	89.4	91.8	96.5	96.2	95.9	95.1	93.1
Total Market Persons 12+ (Book)							
Spanish Stations AQH Ratings	1.8	1.8	1.3	2.5	2.7	2.3	2.7
General Market Stations AQH Ratings	14.6	16.7	17.1	15.6	16.3	16.3	16.1
Total Listening AQH Ratings	16.4	18.5	18.4	18.1	19.0	18.6	18.8
Cume Ratings	91.7	93.4	97.1	96.7	96.5	95.9	94.3

* Book Minus AID

Spanish stations - KAMA, KAMZ, XROK, KZOL

Spring '84 Spanish Stations - KAMA, XROK, KZOL

Current Spanish Stations: KALY, KAMA, KZOL, XROK

Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>Houston-Galveston</u>	Winter '82 (PPR)	Spring '82 (PPR)	Fall '82 (PPR)	Winter '83 (DST)	Spring '83 (DST)	Summer '83 (DST)	Fall '83 (DST)	Winter '84 (DST)	Spring '84 (DST)	Fall '84 (DST)	Spring '85 (DST)
Hispanic Persons 12+ (AID)											
Spanish Stations AQH Ratings	9.9	6.6	7.1	8.1	6.9	6.8	7.7	4.8	5.3	4.6	3.6
General Market Stations AQH Rtgs	9.5	8.3	11.1	12.1	13.5	14.9	14.6	12.4	14.0	13.1	14.7
Total Listening AQH Ratings	19.4	14.9	18.2	20.2	20.4	21.7	22.3	17.2	19.3	17.7	18.3
Cume Ratings	94.9	90.6	94.6	97.0	93.9	97.8	95.2	91.0	94.7	93.5	95.8
Total Market Persons 12+ (Book)											
Spanish Stations AQH Ratings	1.5	1.0	1.1	1.3	1.0	.9	1.2	.8	.8	.7	.5
General Market Stations AQH Rtgs	16.8	16.7	16.6	17.1	18.2	18.0	17.7	17.7	18.1	17.3	18.1
Total Listening AQH Ratings	18.3	17.7	17.7	18.4	19.2	18.9	18.9	18.5	18.9	18.0	18.6
Cume Ratings	95.7	96.1	95.6	96.5	96.1	96.3	96.5	95.9	97.2	96.4	96.5

Spanish Stations - KEYH, KFRD-AM, KLAT, KLVL, KXYZ

Current Spanish Stations - KEYH, KFRD-AM, KLAT, KXYZ

**Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID**

<u>Los Angeles</u>	Winter	Spring	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Fall	Spring
	'82 (PPR)	'82 (PPR)	'82 (PPR)	'83 (DST)	'83 (DST)	'83 (DST)	'83 (DST)	'84 (DST)	'84 (DST)	'84 (DST)	'85 (DST)
Hispanic Persons 12+ (AID)											
Spanish Stations AQH Ratings	4.4	4.5	5.7	5.7	5.7	5.7	5.8	5.2	5.9	5.3	5.6
General Market Stations AQH Rtgs	10.8	12.6	10.2	13.5	13.8	12.9	11.9	13.0	13.8	12.0	13.0
Total Listening AQH Rtgs	15.2	17.1	15.9	19.2	19.5	18.6	17.7	18.2	19.7	17.3	18.6
Cume Rtgs	89.3	95.6	92.8	95.3	95.5	95.1	95.5	94.5	100.0	95.7	96.4
Total Market Persons 12+ (Book)											
Spanish Stations AQH Rtgs	1.5	1.0	1.3	1.3	1.2	1.3	1.3	1.1	1.4	1.3	1.1
General Market Stations AQH Rtgs	15.7	16.8	16.2	17.4	17.1	17.3	16.1	16.5	17.0	16.1	17.2
Total Listening AQH Rtgs	17.2	17.8	17.5	18.7	18.3	18.6	17.4	17.6	18.4	17.4	18.3
Cume Rtgs	94.8	96.9	96.3	97.7	97.1	96.3	96.0	95.8	96.0	94.6	96.5

Spanish stations - KALI, KLVE, KROQ-AM, KTNQ, KWKW, XPRS

Spring '84 Spanish Stations - KALI, KLVE, KTNQ, KWKW, XPRS

Current Spanish Stations - KALI, KLVE, KTNQ, KSKQ, KWKW, XPRS

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Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>McAllen-Brownsville</u>	Spring '82 (PPR)	Fall '82 (PPR)	Spring '83 (DST)	Fall '83 (DST)	Spring '84 (DST)	Fall '84 (DST)	Spring '85 (DST)
Hispanic Persons 12+ (AID)							
Spanish Stations AQH Ratings	6.9	5.5	6.5	6.9	6.4	9.3	8.5
General Market Stations AQH Ratings	11.3	9.9	11.9	12.6	14.3	10.2	10.5
Total Listening AQH Ratings	18.2	15.4	18.4	19.5	20.7	19.5	19.0
Cume Ratings	86.5	84.7	96.8	96.0	97.0	94.6	95.5
Total Market Persons 12+ (Book)							
Spanish Stations AQH Ratings	5.9	4.5	5.3	5.9	5.7	7.7	6.9
General Market Stations AQH Ratings	12.1	10.7	13.3	13.7	15.0	12.0	11.4
Total Listening AQH Ratings	18.0	15.2	18.6	19.6	20.7	19.7	18.3
Cume Ratings	88.5	84.2	97.0	95.8	96.4	95.6	94.9

Spanish stations - KGBT, KIRT, KQXX, XEFD, XEMS, XEO, XEW

Spring '84 Spanish Stations - KGBT, KIRT, KQXX, XEMS, XEO

Current Spanish Stations: KOB, KIWW, KIRT, KQXX, XEMS

**Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID**

<u>Miami-Ft. Lauderdale-Hollywood</u>	Spring '82 (PPR)	Fall '82 (PPR)	Spring '83 (DST)	Fall '83 (DST)	Winter '84 (DST)	Spring '84 (DST)	Fall '84 (DST)	Spring '85 (DST)
Hispanic Persons 12+ (AID)								
Spanish Stations AQH Ratings	17.5	16.9	17.0	16.1	15.4	15.3	14.6	15.0
General Market Stations AQH Ratings	6.1	5.8	7.3	8.3	6.9	7.6	7.6	7.8
Total Listening AQH Ratings	23.6	22.7	24.3	24.4	22.3	22.9	22.2	22.8
Cume Ratings	93.2	93.9	97.7	97.0	97.7	102.2	98.8	96.5
Total Market Persons 12+ (Book)								
Spanish Stations AQH Ratings	4.4	4.4	4.4	4.3	4.2	4.1	3.8	3.9
General Market Stations AQH Ratings	15.8	15.2	15.9	16.0	15.6	15.9	16.0	16.0
Total Listening AQH Ratings	20.2	19.6	20.3	20.3	19.8	20.0	19.8	19.9
Cume Ratings	95.2	95.5	96.9	95.4	96.2	96.4	96.5	96.2

Spanish stations - WCMQ-AM/FM, *WHTT/WSUA, WOCN, WQBA-AM/FM, WRHC

*(Call letter change - WHTT to WSUA)

Current Spanish Stations: WCMQ A/F, WQBA A/F, WOCN, WRHC, WSWA

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Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>New York</u>	Winter	Spring	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Fall	Spring
	'82 (PPR)	'82 (PPR)	'82 (PPR)	'83 (DST)	'83 (DST)	'83 (DST)	'83 (DST)	'84 (DST)	'84 (DST)	'84 (DST)	'85 (DST)
Hispanic Persons 12+ (AID)											
Spanish Stations AQH Rtgs	7.8	8.2	8.7	7.2	5.7	6.4	8.5	6.2	10.1	7.5	6.6
General Market Stations AQH Rtgs	15.8	12.1	12.9	15.1	14.7	14.8	13.0	15.9	13.5	12.9	12.7
Total Listening AQH Rtgs	23.6	20.3	21.6	22.3	20.4	21.2	21.5	22.1	23.6	20.4	19.3
Cume Rtgs	97.2	95.2	97.0	97.0	95.1	97.4	97.3	97.9	100.6	92.9	97.0
Total Market Persons 12+ (Book)											
Spanish Stations AQH Rtgs	.9	.9	1.0	.9	.6	.7	1.0	.8	1.2	.8	.7
General Market Stations AQH Rtgs	18.9	18.6	17.5	19.0	18.9	19.0	18.2	19.2	18.7	18.8	18.9
Total Listening AQH Rtgs	19.8	19.5	18.5	19.9	19.5	19.7	19.2	20.0	19.9	19.6	19.6
Cume Rtgs	97.0	97.6	97.3	97.8	97.8	97.2	97.5	97.1	97.0	97.7	96.8

Spanish stations - WADO, WBNX, WJIT, WSKQ

Spring '84 Spanish Station - WADO, WJT, WSKQ

Current Spanish Stations - WADO, WJIT, WSKQ, WKDM

**Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID**

<u>Phoenix</u>	Winter	Spring	Fall	Winter	Spring	Fall	Winter	Spring	Fall	Spring
	'82 (PPR)	'82 (PPR)	'82 (PPR)	'83 (DST)	'83 (DST)	'83 (DST)	'84 (DST)	'84 (DST)	'85 (DST)	'85 (DST)
Hispanic Persons 12+ (AID)										
Spanish Stations AQH Rtgs	3.7	4.8	9.0	8.2	4.7	2.2	3.4	3.5	4.7	2.0
General Market Stations AQH Rtgs	18.7	12.1	10.4	14.4	19.6	14.3	15.8	14.2	12.8	15.2
Total Listening AQH Rtgs	22.4	16.9	19.4	22.6	24.3	16.5	19.2	17.7	17.5	17.2
Cume Rtgs	88.4	90.2	92.3	94.7	95.0	99.3	96.5	95.5	94.1	94.7
Total Market Persons 12+ (Book)										
Spanish Stations AQH Rtgs	.4	.5	1.1	1.0	.6	.3	.4	.4	.6	.3
General Market Stations AQH Rtgs	17.1	17.0	16.0	17.1	18.1	16.9	16.9	18.2	16.9	17.6
Total Listening AQH Rtgs	17.5	17.5	17.1	18.1	18.7	17.2	17.3	18.6	17.5	17.9
Cume Rtgs	93.9	95.1	94.9	95.6	95.4	95.1	96.2	95.5	96.2	95.6

Spanish stations - *KIFN/KVVA, KNMN, KPHX

(*Call letter change - KIFN to KVVA)

Spring '84 Spanish Stations - KVVA, KPHX

Current Spanish Stations: KVVA, KPHX

Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>San Antonio</u>	<u>Fall</u> <u>'81</u> (PPR)	<u>Spring</u> <u>'82</u> (PPR)	<u>Fall</u> <u>'82</u> (PPR)	<u>Spring</u> <u>'83</u> (DST)	<u>Fall</u> <u>'83</u> (DST)	<u>Spring</u> <u>'84</u> (DST)	<u>Fall</u> <u>'84</u> (DST)	<u>Spring</u> <u>'85</u> (DST)
Hispanic Persons 12+ (AID)								
Spanish Stations AQH Ratings	6.7	5.1	4.8	3.4	5.5	4.6	4.4	4.0
General Market Stations AQH Ratings	11.6	12.2	13.2	16.2	15.3	12.5	15.7	16.1
Total Listening AQH Ratings	18.3	17.3	18.0	19.6	20.8	17.1	20.1	20.1
Cume Ratings	93.8	90.1	91.9	97.9	97.1	93.8	97.1	96.2
Total Market Persons 12+ (Book)								
Spanish Stations AQH Ratings	3.0	2.3	2.2	1.6	2.7	2.9	2.0	1.9
General Market Stations AQH Ratings	13.6	14.8	15.9	17.3	16.1	15.2	17.4	17.4
Total Listening AQH Ratings	16.6	17.1	18.1	18.9	18.8	18.1	19.4	19.3
Cume Ratings	93.0	93.6	94.0	97.8	96.0	95.4	96.7	96.2

Spanish stations - KCOR, KEDA, KFHM, *KUKA/KVAR, **KVAR-FM

*(Call letter change: KUKA-AM to KVAR-AM)

***(Call letter & format change: KVAR-FM to KXZL-FM)

Spring '84 Spanish Stations - KOR, KEDA, KFHM, KXET, KXZL, KCOB

Current Spanish Stations: KCOR, KEDA, KFHM, KXET

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Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID

<u>San Francisco</u>	Winter	Spring	Fall	Winter	Spring	Summer	Fall	Winter	Spring	Fall	Spring
	'82 (PPR)	'82 (PPR)	'82 (PPR)	'83 (DST)	'83 (DST)	'83 (DST)	'83 (DST)	'84 (DST)	'84 (DST)	'84 (DST)	'85 (DST)
Hispanic Persons 12+ (AID)											
Spanish Stations AQH Rtgs	3.2	2.8	2.8	3.7	5.5	5.9	3.2	3.4	1.3	4.0	2.3
General Market Stations AQH Rtgs	13.2	14.6	11.7	15.8	13.7	13.6	14.6	14.3	16.5	12.5	13.4
Total Listening AQH Rtgs	16.4	17.4	14.5	19.5	19.2	19.5	17.8	17.7	17.8	16.5	15.7
Cume Rtgs	93.0	91.1	82.4	95.0	97.5	96.8	94.4	96.5	91.0	94.6	93.0
Total Market Persons 12+ (Book)											
Spanish Stations AQH Rtgs	.4	.3	.3	.3	.6	.7	.4	.4	.2	.5	.3
General Market Stations AQH Rtgs	16.4	17.3	16.7	17.2	17.2	16.7	16.3	16.7	17.7	16.2	16.9
Total Listening AQH Rtgs	16.8	17.6	17.0	17.5	17.8	17.4	16.7	17.1	17.9	16.7	17.2
Cume Rtgs	95.3	95.9	95.3	96.3	95.9	96.2	95.0	95.4	94.4	96.1	95.6

Spanish station - *KBRG, KDOS, KIQI, KNTA, KOFY

(*Call letter and format change: KBRG to KITS)

Spring '84 Spanish Stations - KIQI, KOFY

Current Spanish Stations: KIQI, KBRG, KNTA, KAZA

**Effect of Implementing DST Procedures
on Metro Listening
M-S 6AM-MID**

<u>San Jose</u>	Winter	Spring	Fall	Winter	Spring	Fall	Winter	Spring	Fall	Spring
	'82 (PPR)	'82 (PPR)	'82 (PPR)	'83 (DST)	'83 (DST)	'83 (DST)	'84 (DST)	'84 (DST)	'84 (DST)	'85 (DST)
Hispanic Persons 12+ (AID)										
Spanish Stations AQH Rtgs	1.1	2.1	1.3	3.7	2.1	1.2	2.5	2.0	5.8	3.9
General Market Stations AQH Rtgs	16.1	17.0	11.5	18.9	14.3	15.6	15.4	14.5	15.1	12.9
Total Listening AQH Rtgs	17.2	19.1	12.8	22.6	16.4	16.8	17.9	16.5	20.9	16.8
Cume Rtgs	88.4	91.0	87.4	98.2	96.7	97.2	97.2	91.4	93.4	91.6
Total Market Persons 12+ (Book)										
Spanish Stations AQH Rtgs	.2	.3	.2	.7	.4	.2	.4	.7	1.0	.7
General Market Stations AQH Rtgs	17.1	16.7	16.7	16.8	16.6	15.4	16.8	16.5	15.8	15.5
Total Listening AQH Rtgs	17.3	17.0	16.9	17.5	17.0	15.6	17.2	17.2	16.8	16.2
Cume Rtgs	95.3	96.7	96.1	96.6	96.0	95.3	96.7	94.1	95.7	96.1

Spanish stations - KDOS, KIQI, KNTA, KOFY

Spring '84 Spanish Stations - KIOI, KNTA, KOFY

Current Spanish Stations: KAZA, KBRG, KNTA, KIQI

HISPANIC AVERAGE QUARTER HOUR LISTENING CHARACTERISTICS

SPRING 1985 SURVEY

	HISP AQH RTG	HISP % TO SPAN LA ST	HISP % TO SPA LA STA A 35+	% HISP POP A35+
ALBUQUERQUE	18.6	4	80	41
CHICAGO	18.7	25	57	36
EL PASO	18.7	15	75	43
HOUSTON-GALVESTON	18.3	20	42	35
LOS ANGELES-ANAHEIM	18.6	30	40	37
MCALLEN-BROWNSVILLE	19.0	45	71	45
MIAMI-FT. LAUDERDALE	22.8	66	52	61
NEW YORK	19.3	45	63	45
PHOENIX	17.2	12	70	32
SAN ANTONIO	15.7	20	87	44
SAN FRANCISCO	15.7	15	54	40
SAN JOSE	16.8	24	51	39
12 MKT HISP AVG PUR	18.6	26	62	42
12 MKT TOTAL PUR	18.4	--	--	--

How to Read:

The total AQH listening level among Hispanics in Chicago is 18.7. 25% of that listening goes to the Spanish Language radio stations. 57% of the Spanish Language Hispanic audience is age 35+ while only 36% of the Hispanic population in the Chicago metro is 35+. Spanish Language radio audience has a tendency to be 35+ in a greater proportion than exists in the Hispanic population. Miami is the only exception.

HISPANIC CUMULATIVE AUDIENCE LISTENING CHARACTERISTICS

SPRING 1985 SURVEY

	HISP CUME RTG	HISP % TO SPAN LA ST	HISP % TO SPA LA STA A 35+	% HISP POP A35+
ALBUQUERQUE	94.1	14	78	41
CHICAGO	96.0	42	54	36
EL PASO	93.1	31	55	43
HOUSTON-GALVESTON	95.8	26	40	35
LOS ANGELES-ANAHEIM	96.4	37	48	37
MCALLEN-BROWNSVILLE	95.5	61	54	45
MIAMI-FT. LAUDERDALE	96.5	50	83	61
NEW YORK	97.0	42	61	45
PHOENIX	94.7	19	69	32
SAN ANTONIO	96.2	29	71	44
SAN FRANCISCO	93.0	22	46	40
SAN JOSE	91.6	30	46	39
12 MKT HISP AVG PUR	95.0	34	59	42
12 MKT TOTAL PUR	95.8	--	--	--

SALES ASSISTANCE

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SPANISH LANGUAGE VIDEOTAPE: HOW
TO USE ARBITRON AUDIENCES

CONTINUED SUPPORT AT THE AGENCY AND
REPRESENTATIVE LEVELS

RADIO TODAY - THE HISPANIC LISTENER

SUBSCRIBER CONCERNS

NO-PHONE HOUSEHOLDS EXCLUDED FROM SURVEY

INTERVIEWERS DON'T START IN SPANISH ---

PREPLACEMENT LETTER --- BILINGUAL?

POPULATION DATA EXCLUDES ILLEGALS

INTAB SAMPLE SIZE VS. QUOTA SAMPLES

INTAB SAMPLE SIZE PROPORTIONATE TO
METRO POPULATION

ARBITRON CONTINUES ITS EFFORTS FOR
SPANISH LANGUAGE RADIO

THE BENEFITS:

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AUDIENCES AND REPORTS

GREATER ACCEPTANCE OF RADIO AS AN
ADVERTISING MEDIUM TO
REACH HISPANICS

MORE ADVERTISING DOLLARS FOR YOU
AND MORE SUPPORT FOR OUR EFFORTS

ARBITRON'S COMMENT

WE ARE NOT PERFECT!

BUT -- WE TRY!

AND WE KEEP ON TRYING!

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New York, New York
(212) 887-1324

MADELINE H. SCHREIBER

Mr. Bruce Hoban
Republic Radio Sales
One Dag Hammarskjold Plaza
22nd Floor
New York, NY 10017

September 14, 1988

To: All Representative and Network Clients
From: Maddy Schreiber
Re: Hispanic Report - San Antonio

*File
Arbitron Hispanic*

A prototype Hispanic Report has just been published for San Antonio.

Our radio station sales executives are presenting the report to San Antonio stations as well as to Spanish language station owners in other markets.

Hence, I would like to provide you with the Report specifics:

Respondents: Hispanic diarykeepers

Markets: San Antonio

Survey periods: Winter 1988 and Spring 1988 combined

Survey area: Metro

Printed report: Comparable to a standard market, containing Target and Specific Audiences, Hour-By-Hour, Exclusive Cumes, Audience Composition, Listening Locations.

Only metro trend data is not currently available.

Dayparts/Demos: All dayparts/demographics in a standard report.

**Additional Features: Tape available.
FasTraQ available.**

The bottom line: All data and extra resources available to general market stations or the total population is available for Hispanic stations or the Hispanic population.

Comparisons of a two-book average of the Winter/Spring reports and the Hispanic Winter/Spring report for San Antonio show:

- Hispanic respondents have higher PURs than the total market PUR.
- Hispanic adults 25-54 show higher AQH Ratings than the total population in every major daypart.
- Hispanic adults 25-54 spend more time listening to radio daily than the total market population.

and - of course - station rankings are very different in the total market report and in the Hispanic market report.

The reports are available to current local market report subscribers and stations that are not reported in the Houston reports.

If the clients elect to subscribe to this first Hispanic report, a second will be done on the Spring/Fall 1988 reports.

Hispanic reports can be done in other markets with sufficient Hispanic in-tab to support the demos and dayparts in a standard report. Other possible markets are:

Los Angeles
New York
Miami
San Francisco
Chicago
Houston-Galveston
McAllen-Brownsville
El Paso
Dallas-Ft. Worth
Albuquerque
Corpus Christi

A report has been ordered for Dallas-Ft. Worth as a three-report average. We will publish a Hispanic report for the Winter/Spring/Summer 1988 reports combined and for the Fall 1988/Winter/Spring 1989 reports combined.

All Representative &
Network Clients

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September 14, 1988

I have attached two FasTraQ reports to demonstrate a comparison of the general and Hispanic listening levels in San Antonio.

If you have any questions about the Hispanic report, please call.

Sincerely,

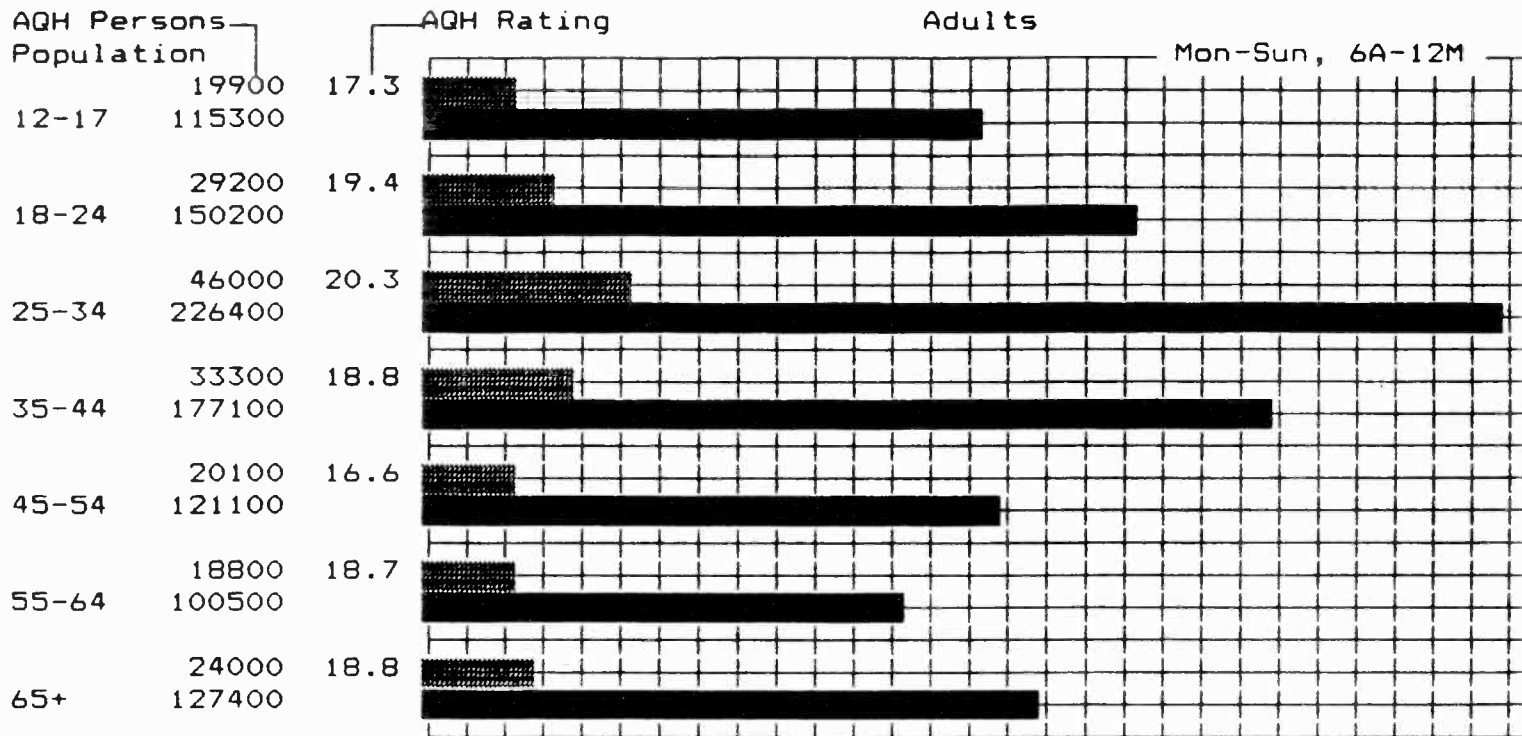
A handwritten signature in cursive script that reads "Waddy".

MHS:1982y

Attachment

Source: Arbitron Spring 88; 2 bk ave *
 Market: San Antonio MSA

TOTAL MARKET LISTENING PROFILE

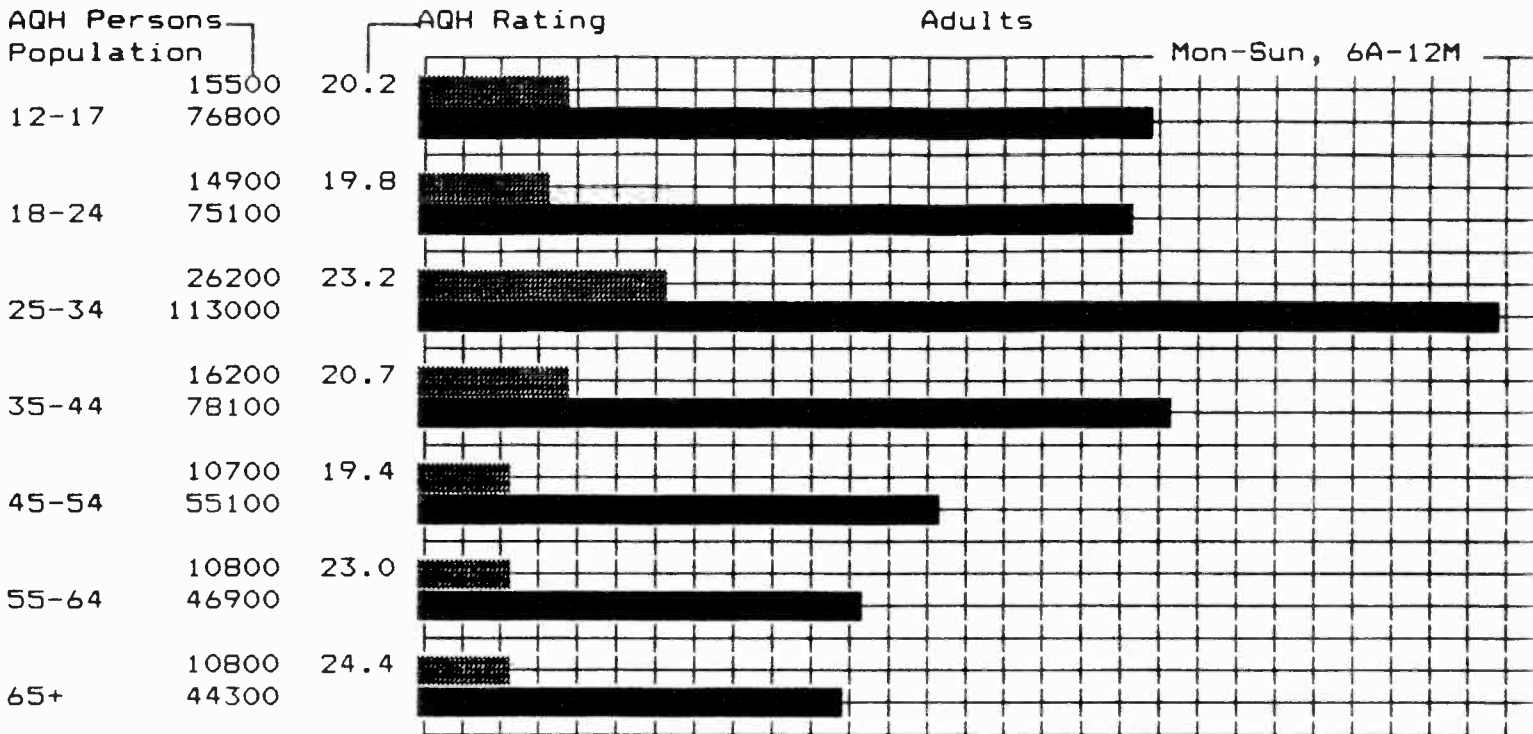


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Source: Arbitron Spring 88 *
 Market: San Antonio Special Hispanic MSA

TOTAL MARKET LISTENING PROFILE



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NOTE: Hispanics in San Antonio exhibit much higher PUR (People Using Radio) levels than general market. Teens are 17% higher, 25-34 is 14% greater. The older the cell the greater the gap between hispanic and total market PUR.