

# **Edison/Arbitron** ***Internet and Multimedia 2007***

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## ***Attitudes and Trends in Radio among Hispanics***



# **How *Internet and Multimedia 2007* Was Conducted**

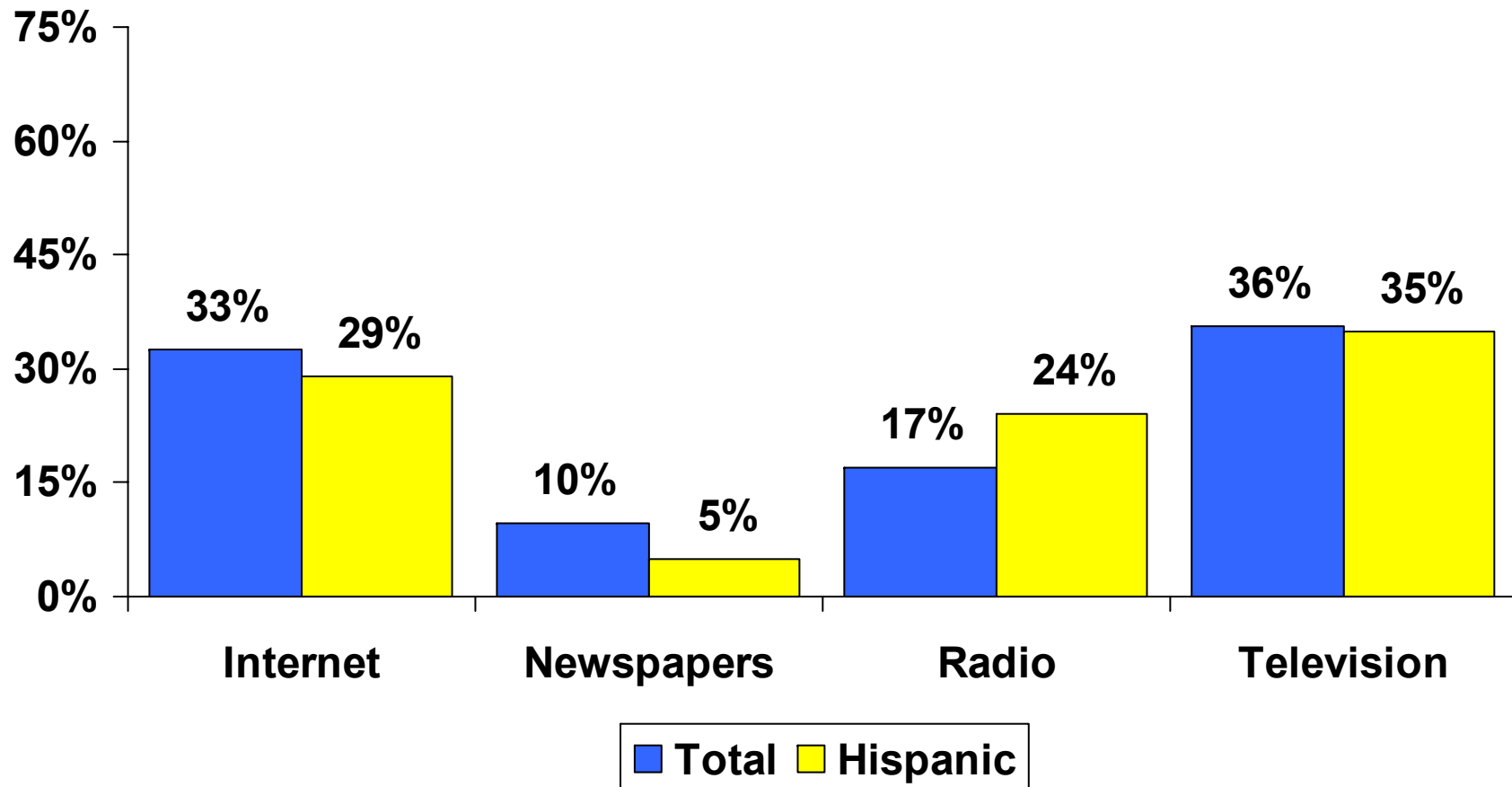
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**1,855 telephone interviews were conducted in January/February 2007**

- National random sample
- Fall 2006 Arbitron diarykeepers age 12+
- Supplemental Random Digit Dial sample covers certain geographies where diaries were not available
- 201 Hispanic interviews

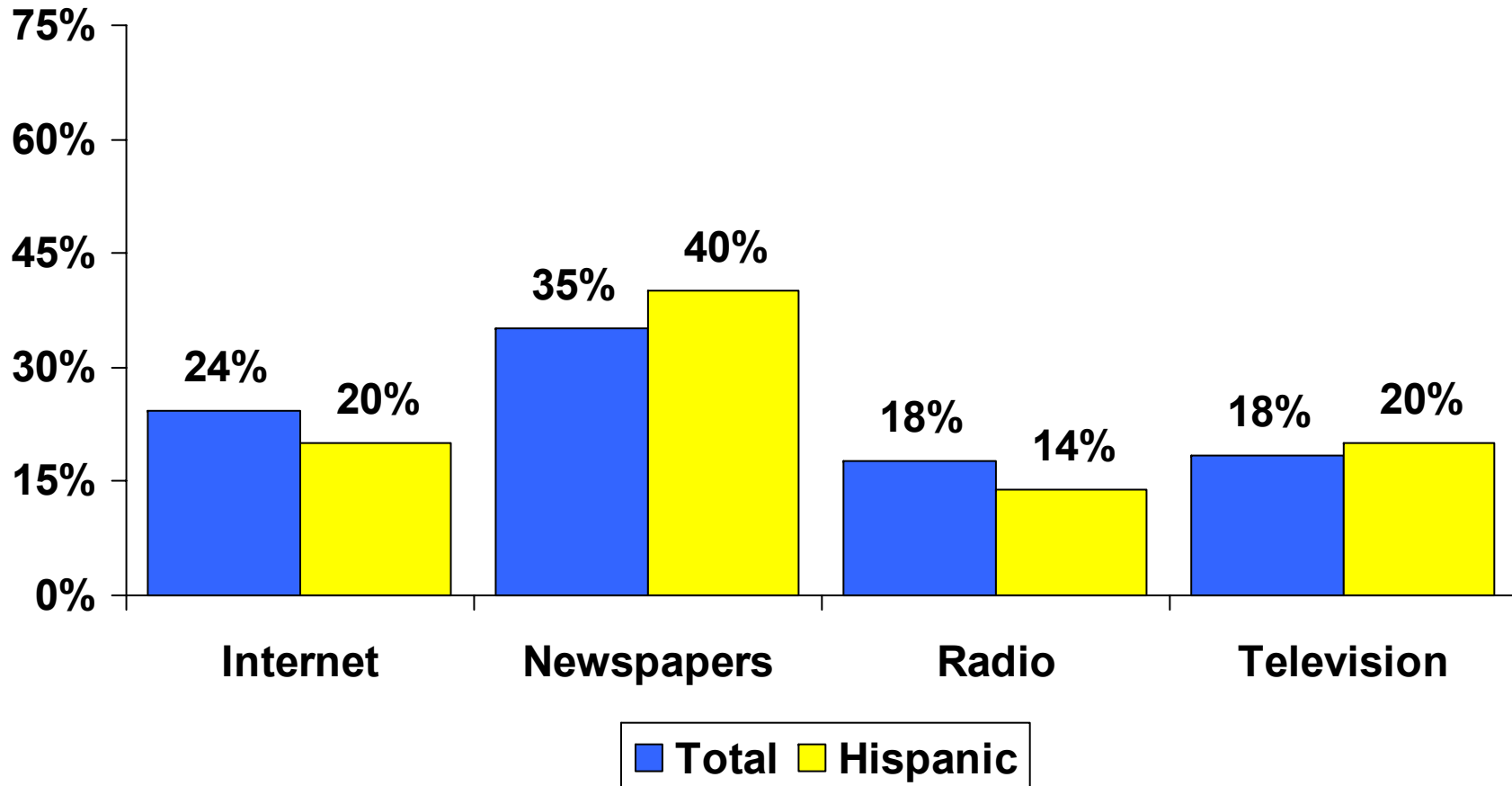
# Hispanics more likely than market at large to say Radio is 'most essential'

*"Among Internet, Newspapers, Radio and Television, which one...  
is most essential to your life?"*



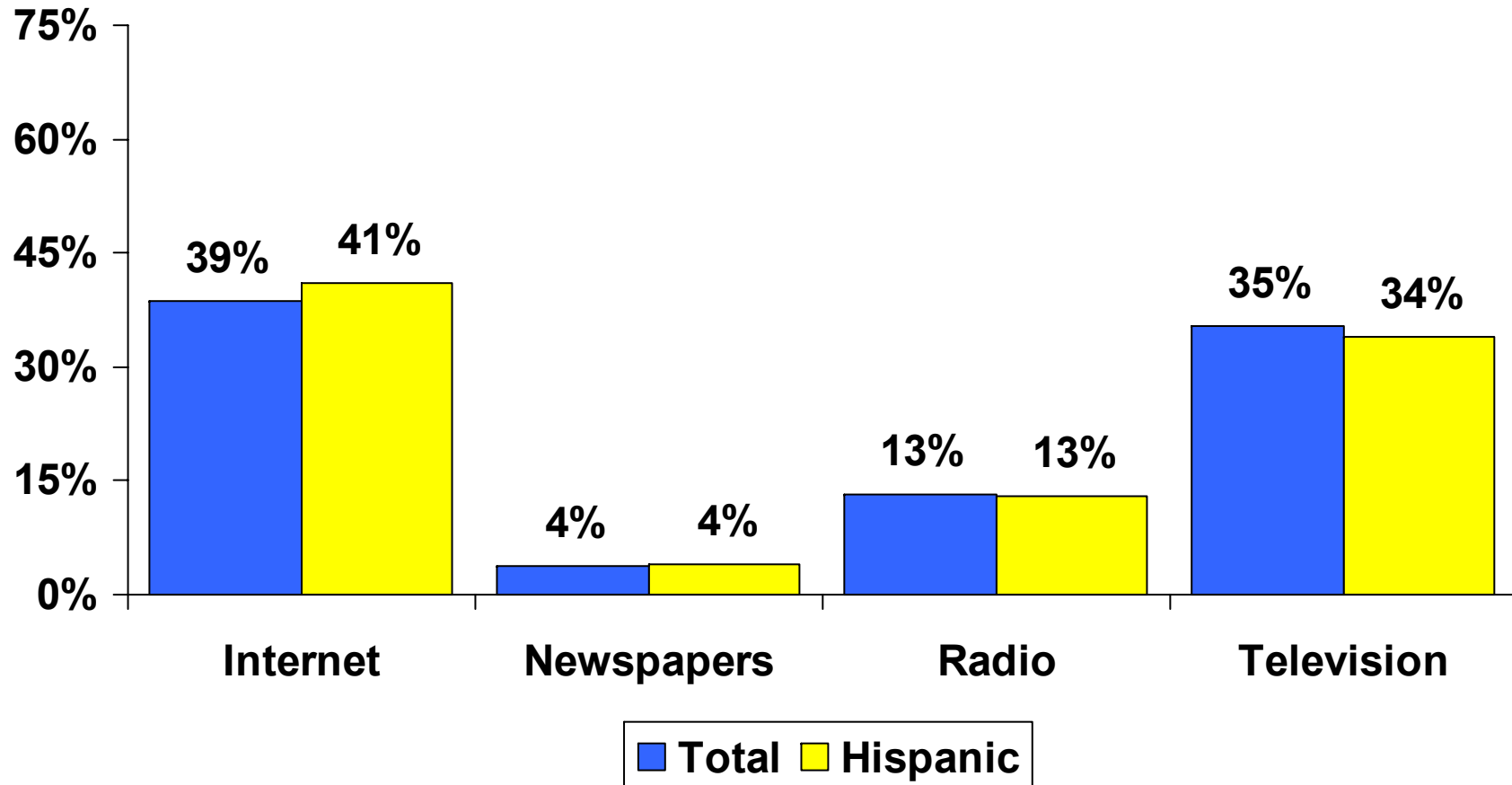
# Newspapers clearly 'least essential' among major media

*“Among Internet, Newspapers, Radio and Television, which one...  
is least essential to your life?”*



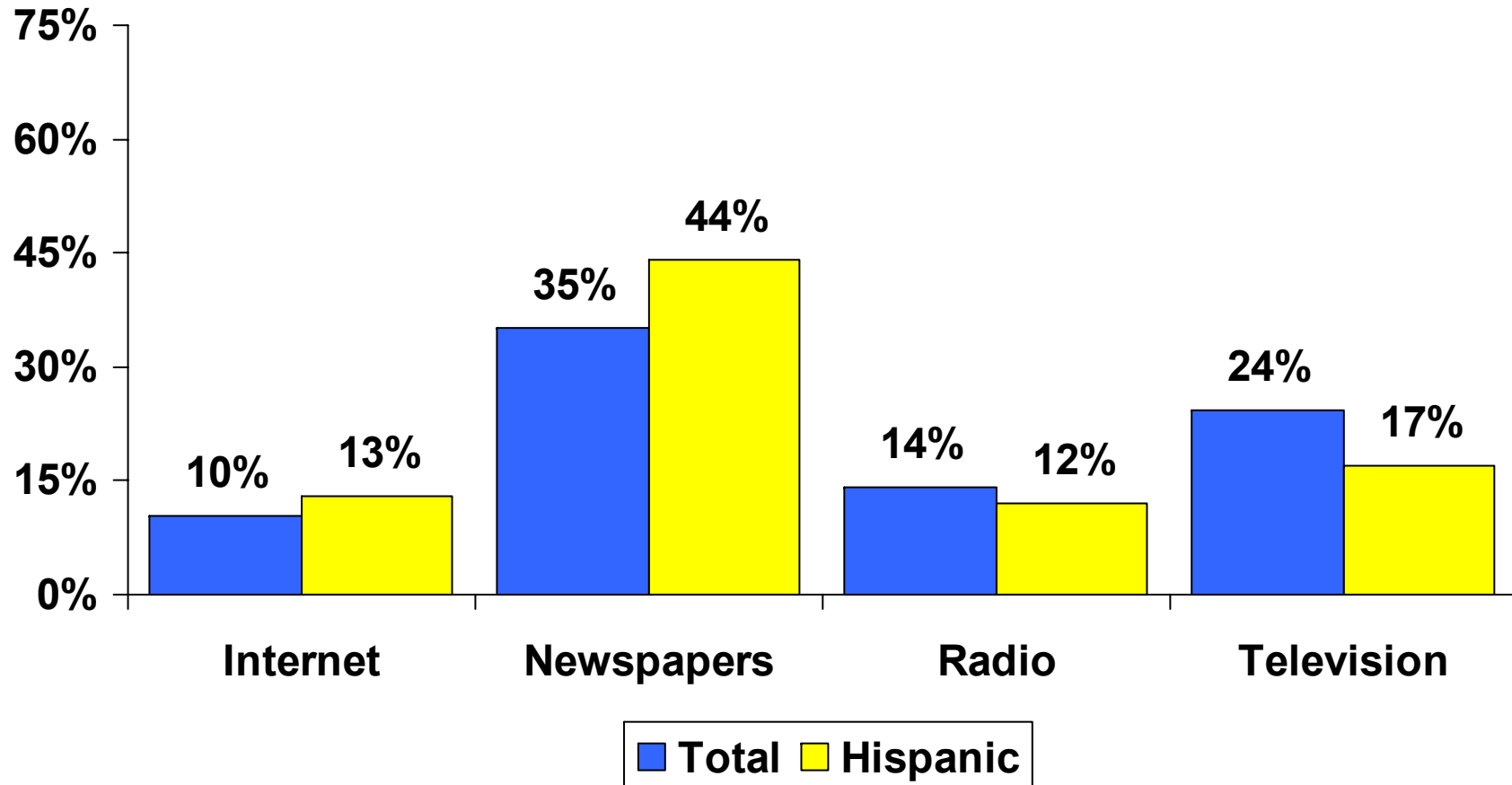
# Internet has overtaken television as 'most cool and exciting' medium

*"Among Internet, Newspapers, Radio and Television, which one... is the most cool and exciting?"*



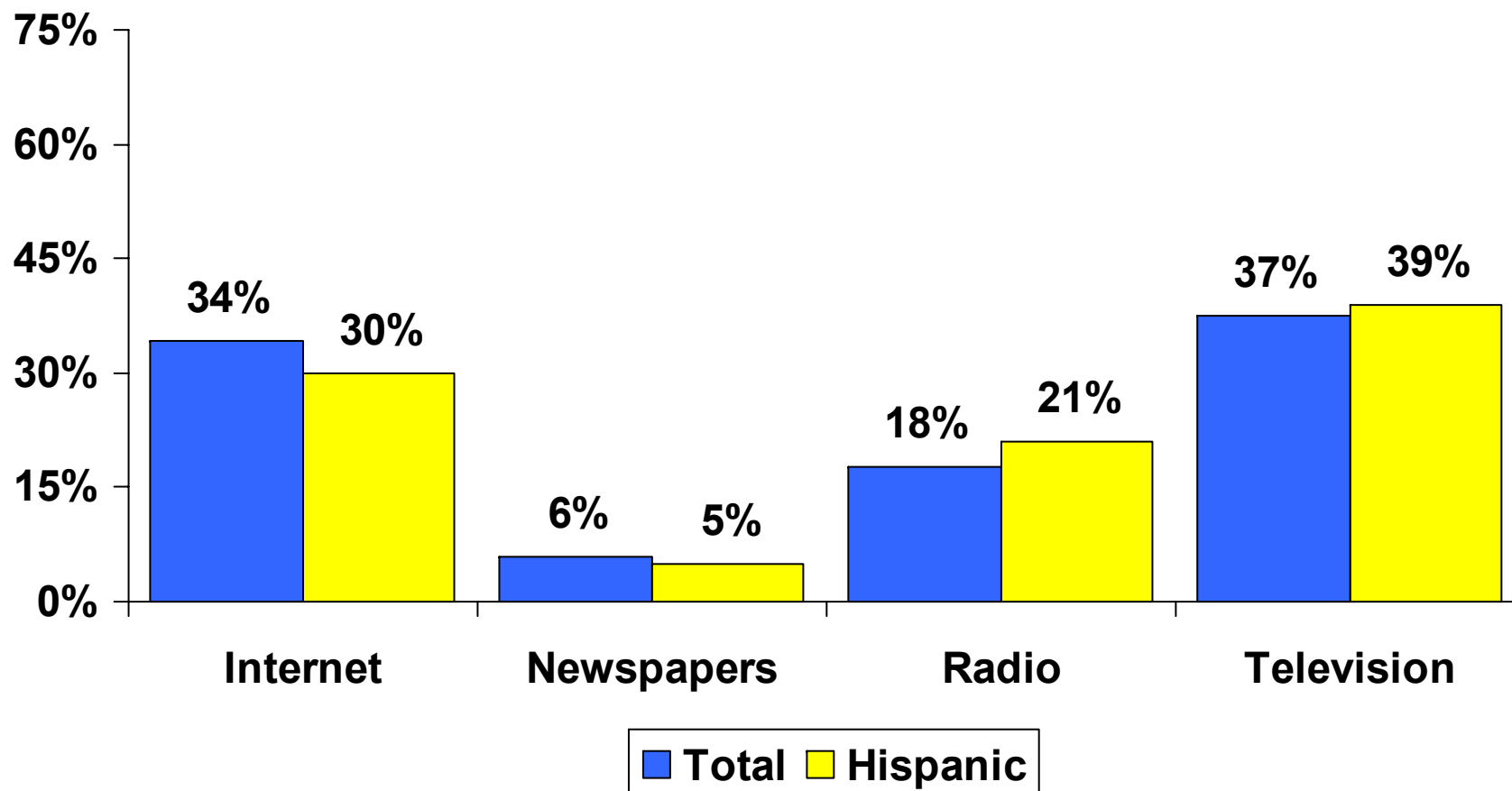
# Newspapers really have a huge problem among Hispanics; Radio is strong

*“Among Internet, Newspapers, Radio and Television, which one...  
is getting stale and boring?”*



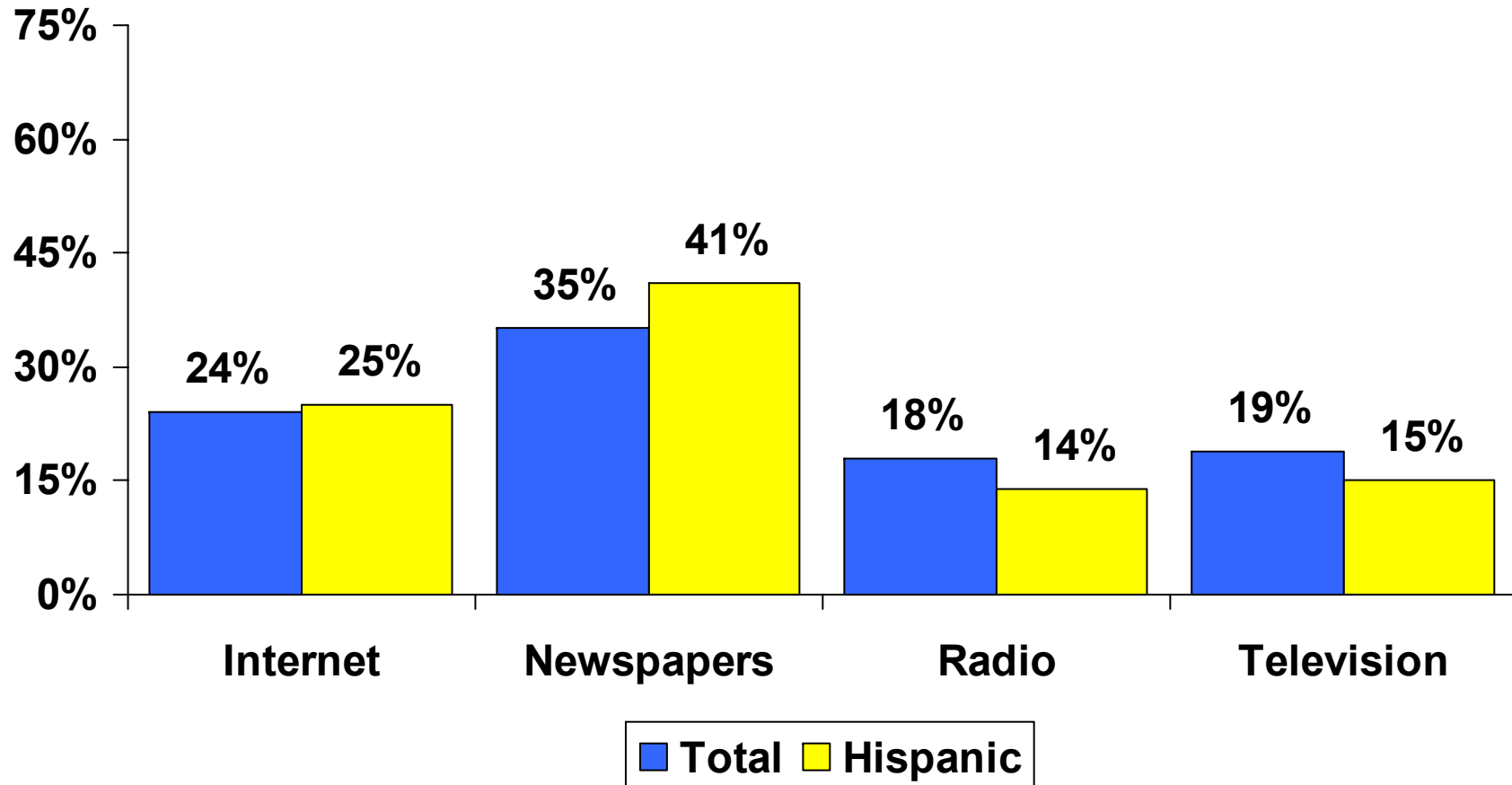
# Hispanics are slightly more likely to say they are using radio more lately

*“Among Internet, Newspapers, Radio and Television, which one...  
are you using more lately?”*



# Radio is least likely to be used less by Hispanics

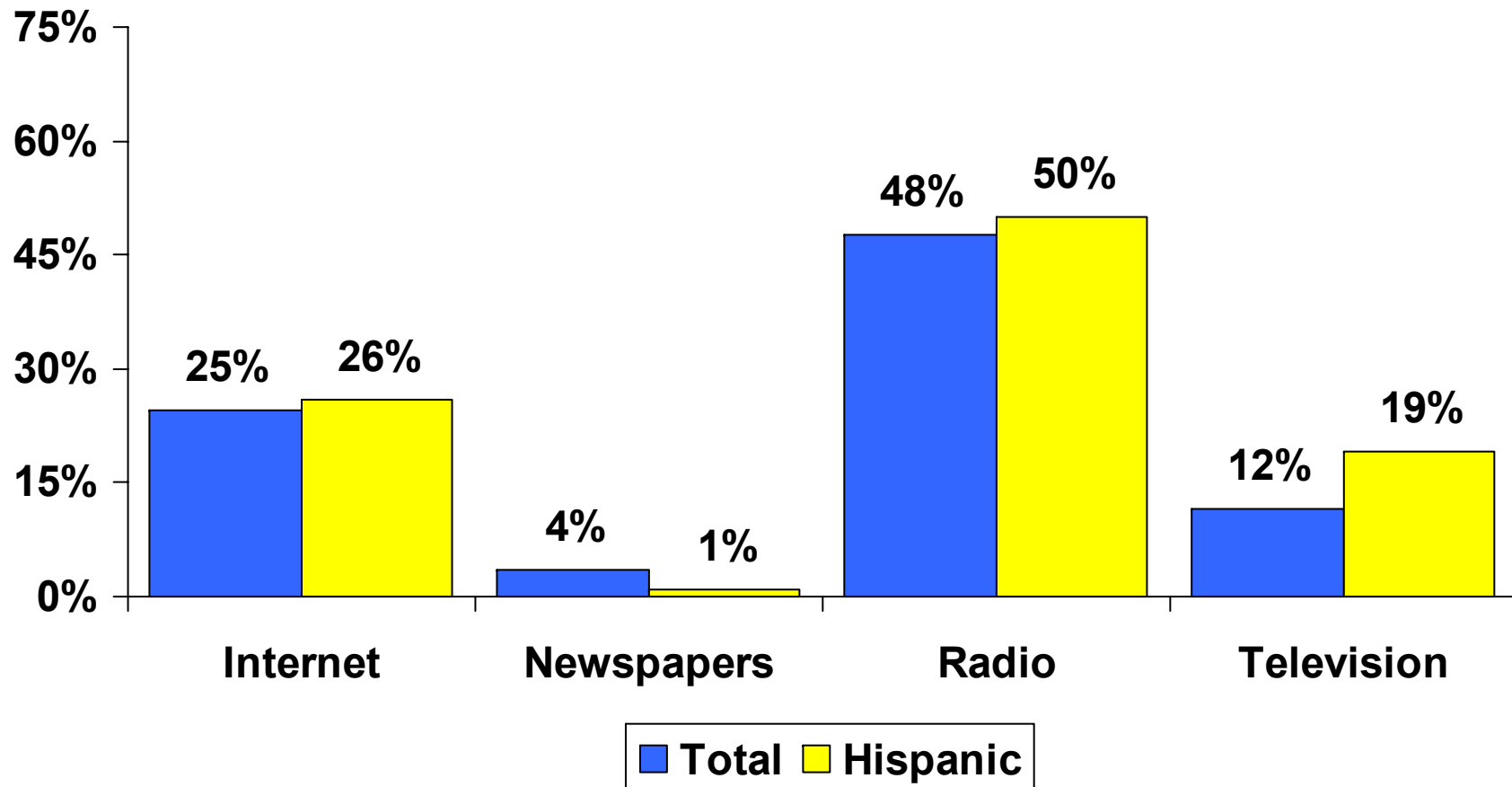
“Among Internet, Newspapers, Radio and Television, which one...  
are you using less lately?”





# Radio is the clear source for new music; Hispanics turn to TV in greater numbers

*“Among Internet, Newspapers, Radio and Television, which one... do you turn to first to learn about new music?”*



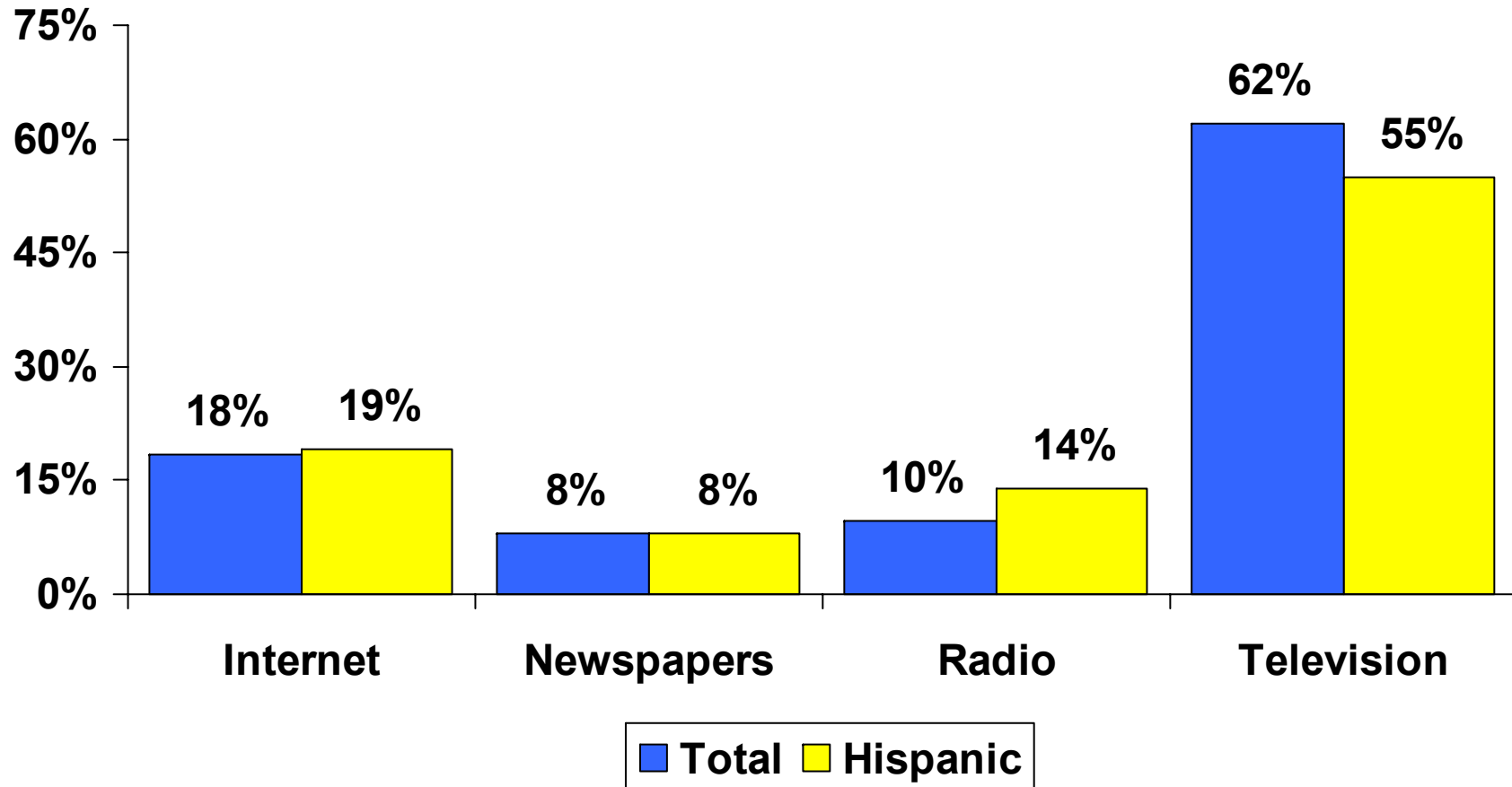
Base: Total Population 12+



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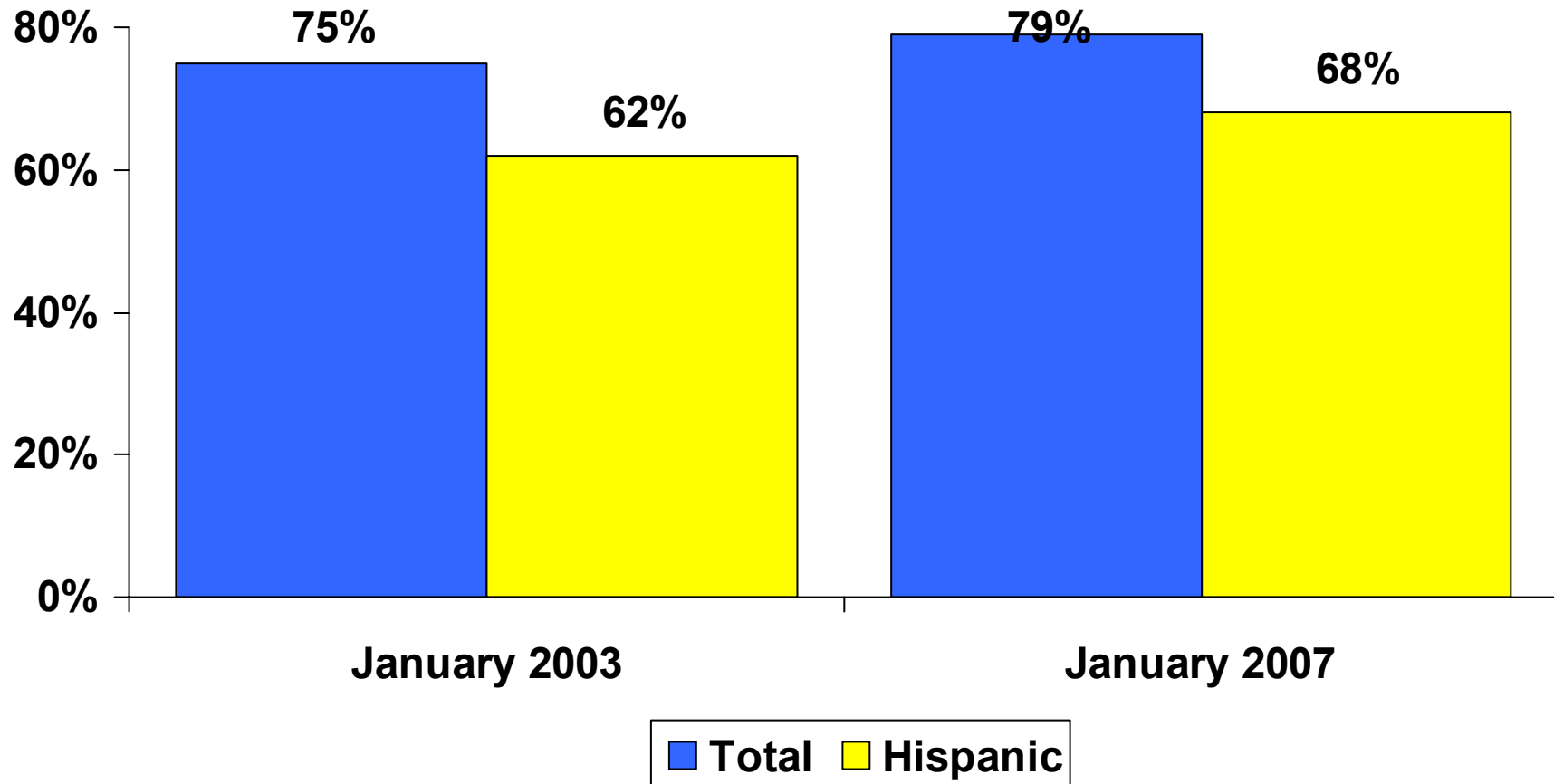
# Hispanics are slightly more likely to choose Radio in event of news

*“Among Internet, Newspapers, Radio and Television, which one... would you turn to first in the event of a major news story?”*



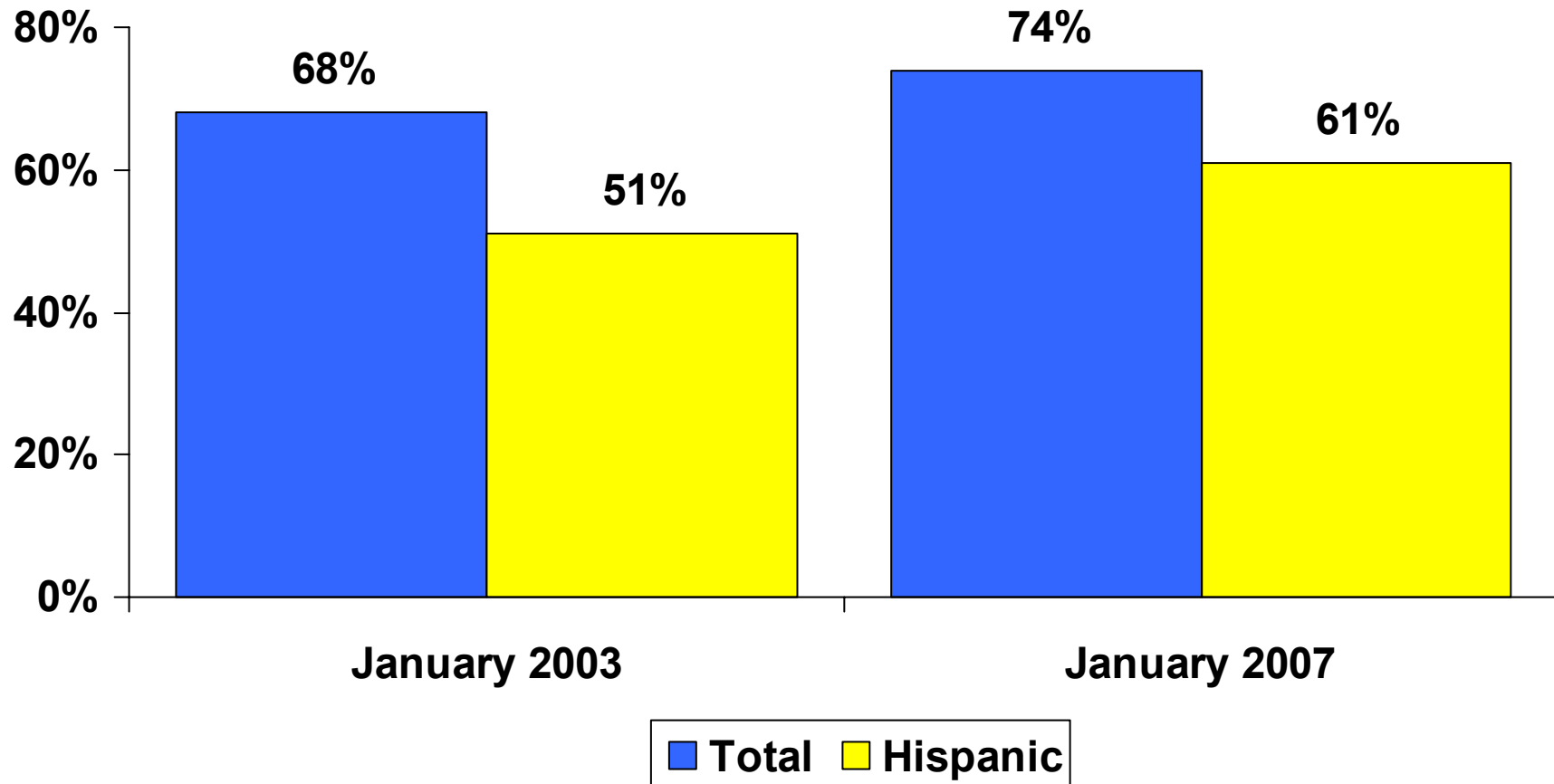
# Digital Divide still exists, but is narrowing

*“Do you have one or more working computers in your home?”  
(% saying “yes”)*



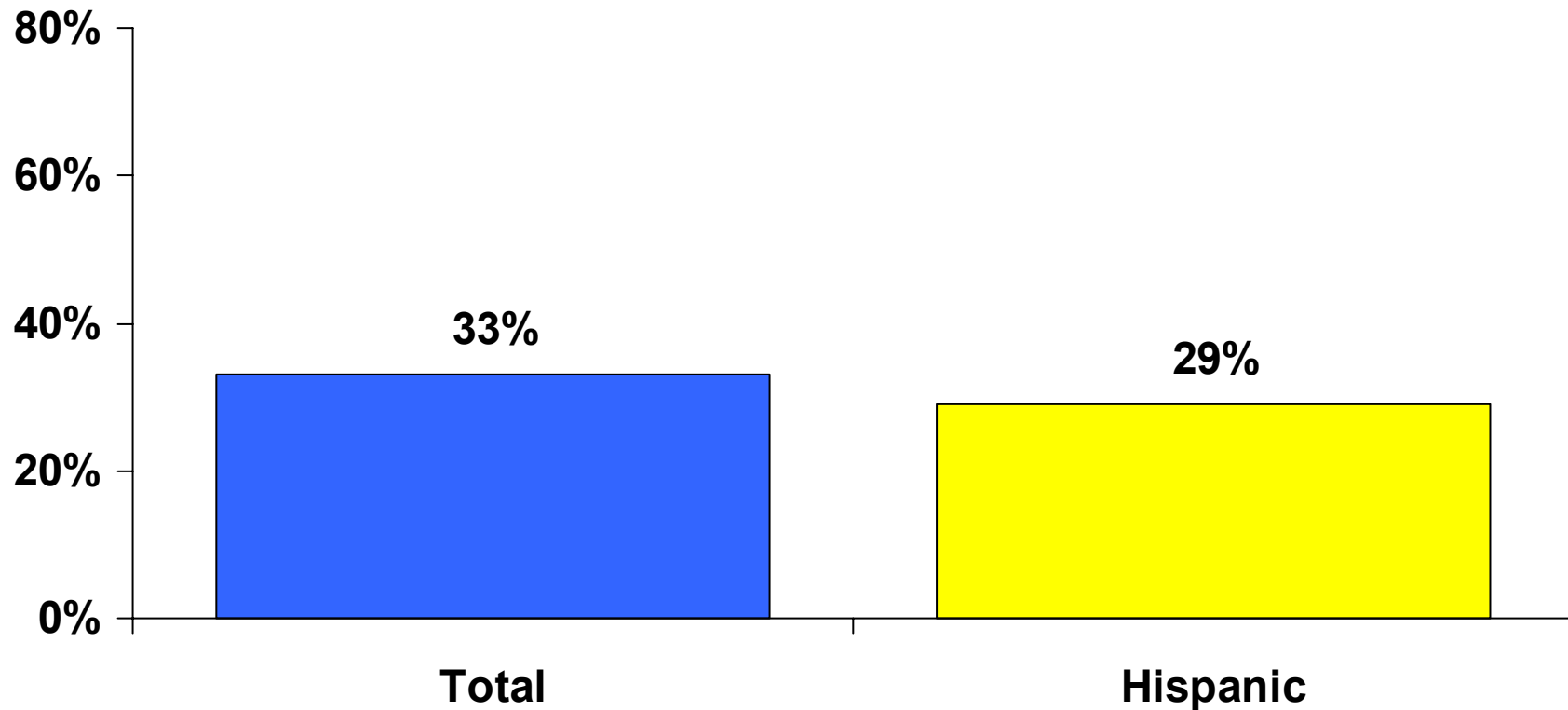
# Digital Divide still exists, but is narrowing

*“Do you have access to the Internet in your home?”  
(% saying “yes”)*



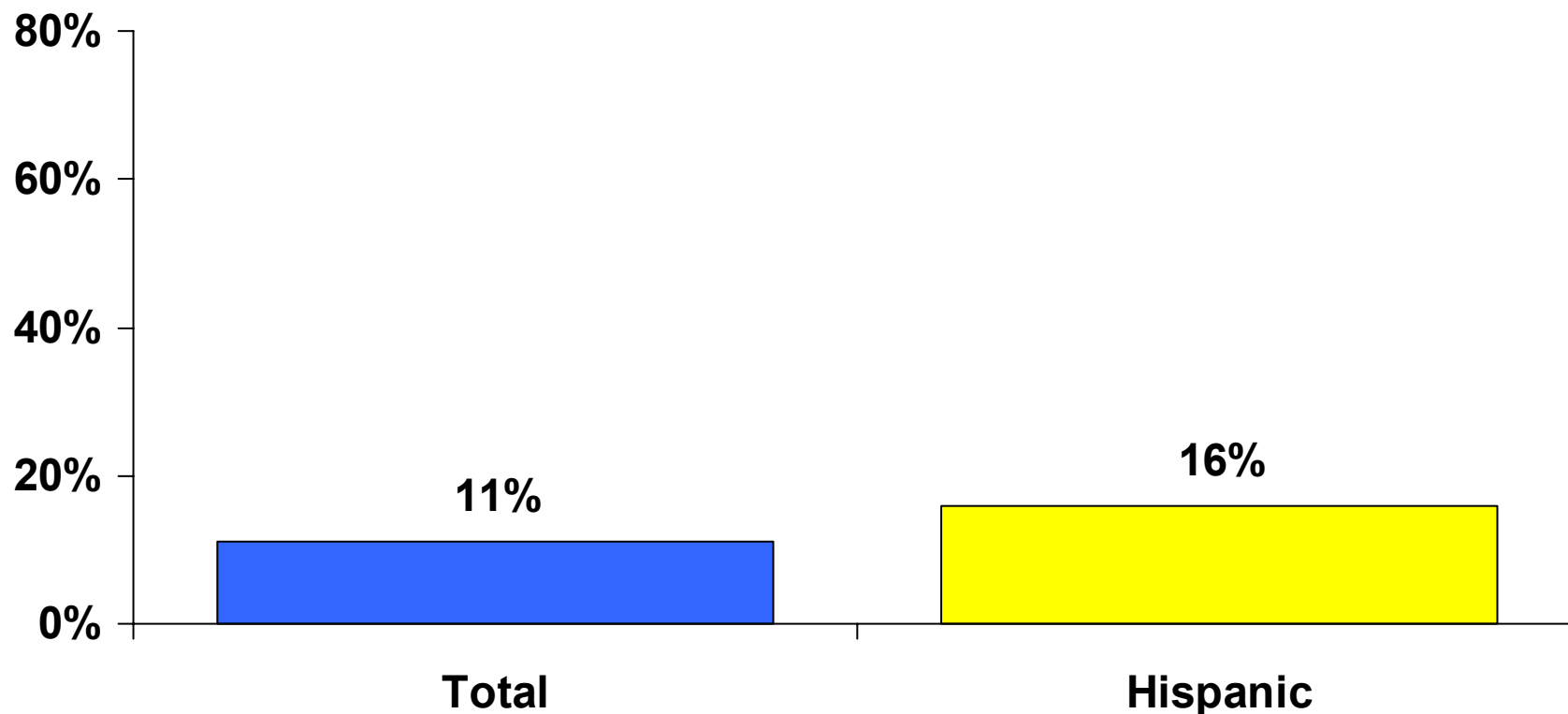
# Hispanics are less likely to have listened to a streamed radio station

*“Have you ever listened to an AM or FM radio station over the Internet?”  
(% saying “yes”)*



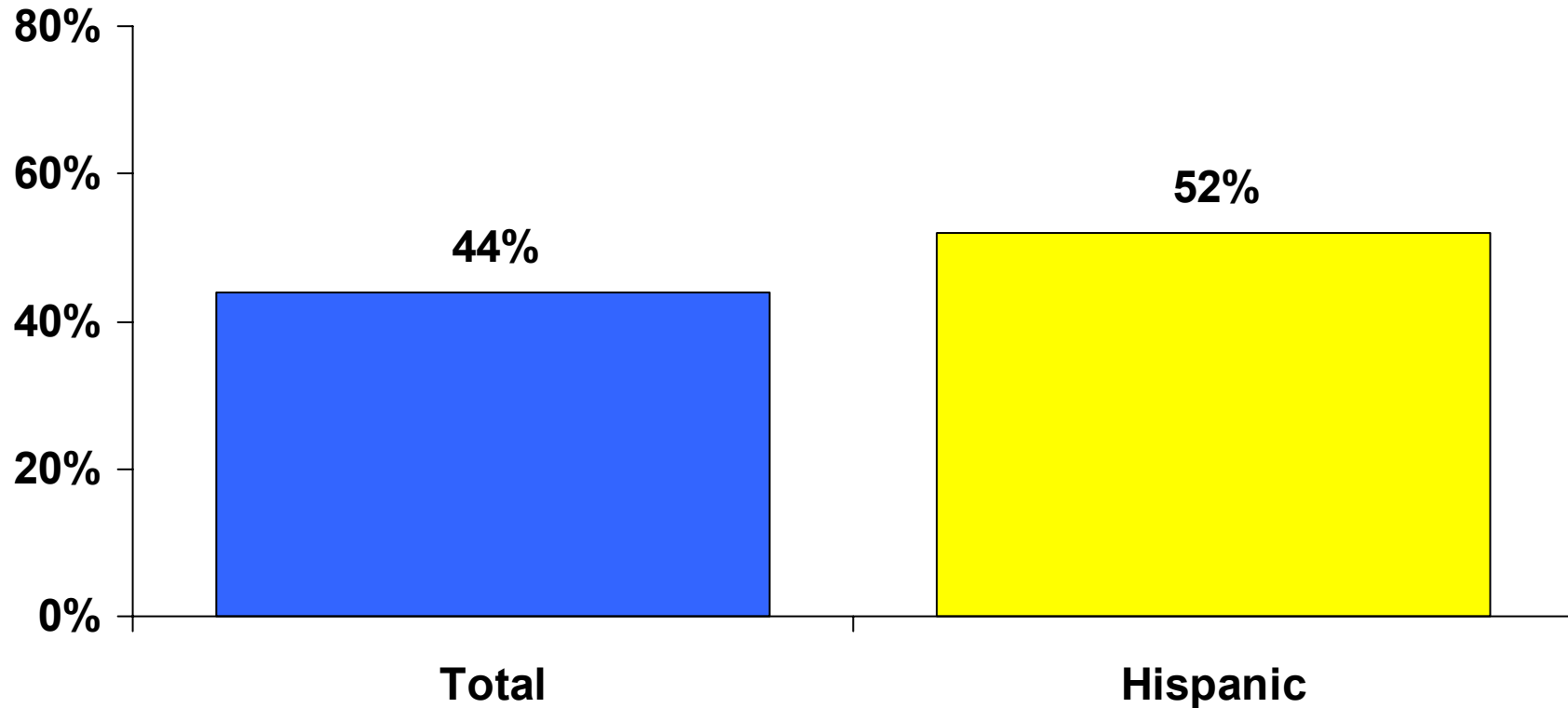
# Hispanics are *more likely* to have listened to online radio in the last week

*“Have you listened to online radio in the last week?”  
(% saying “yes”)*



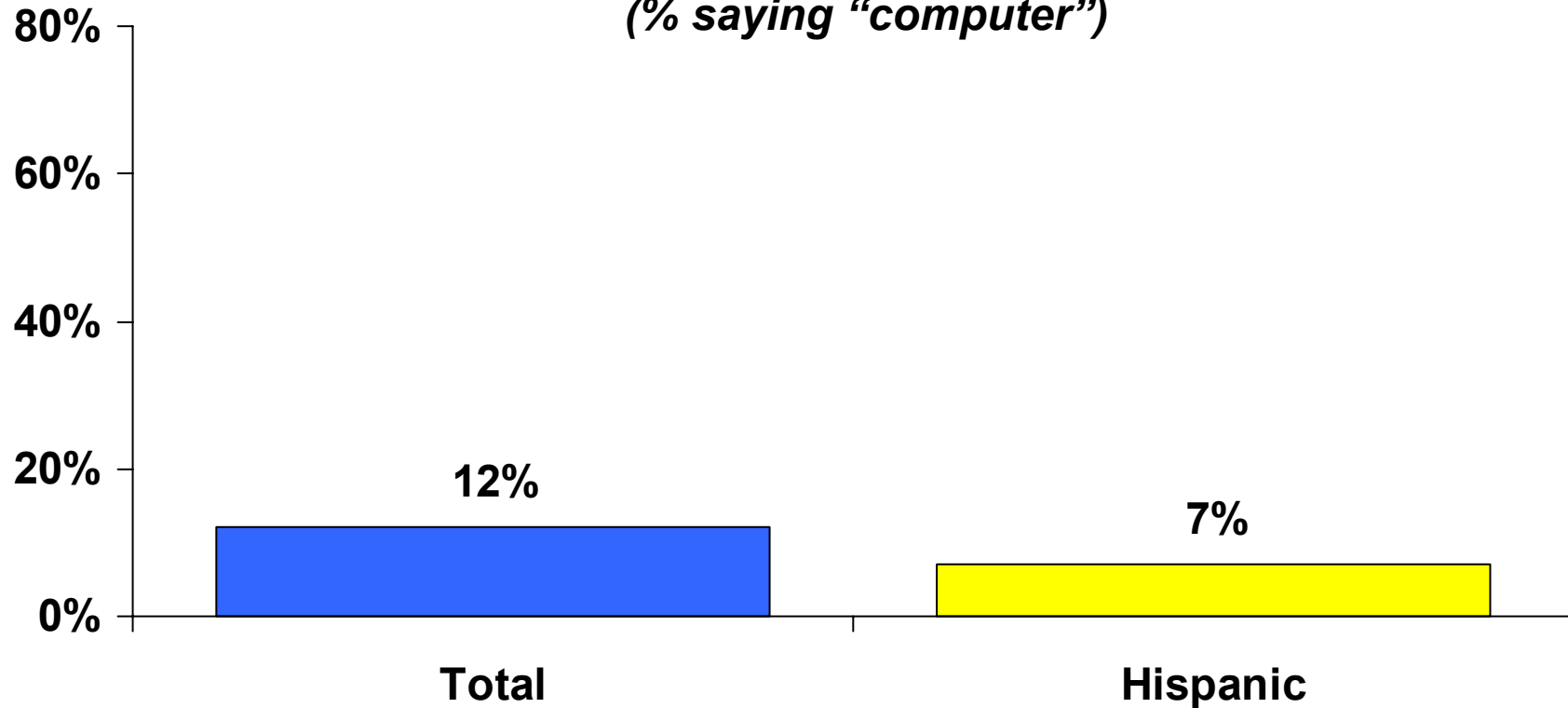
# Hispanics are *more likely to listen to the radio while working*

*“Do you currently ever listen to the radio while at work?”  
(% saying “yes”)*



# Hispanics are *less likely* to listen to radio stations online while at work

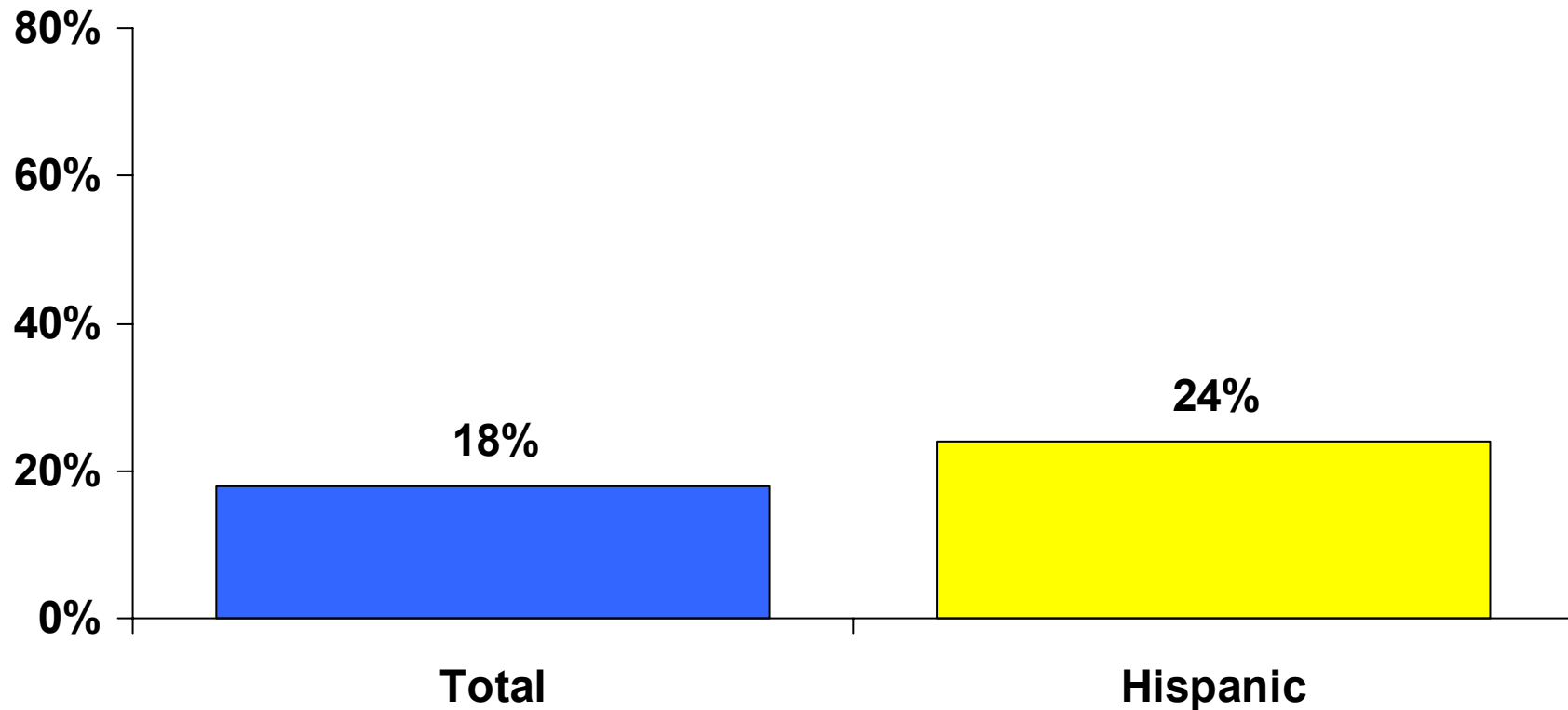
*“Do you most often listen to radio stations over the computer or on a regular radio?”  
(% saying “computer”)*





# Hispanics are much more likely to own an iPod

*“Do you own an Apple iPod?”  
(% saying “yes”)*



# Most Hispanic iPod owners would choose Radio over iPod

*“If forced, which would you choose?” (Among Hispanic iPod owners)*

**Eliminate iPod, Keep Radio**

**55%**

**Eliminate Radio, Keep iPod**

**45%**

# Other Edison Research Studies

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- **Survey on young Hispanic music trends for R&R 2006**
- **Survey on Hispanics and Country Music for Country Radio Seminar 2007**
- **A host of other data from the Edison/Arbitron Multimedia Studies is available**
  - Free upon request – just ask
- **[www.edisonresearch.com](http://www.edisonresearch.com)**
- **[Irosin@edisonresearch.com](mailto:Irosin@edisonresearch.com)**

