

HISPANIC DIARYKEEPER LANGUAGE REPORT

Based on In-Tab Diaries from the Winter 2006 Syndicated Radio Survey

Arbitron Hispanic-Controlled Metros	Total P12+ Metro Rank	Total P12+ Metro Population	Hispanic % of Population	Hispanic P12+ In-Tab	Hispanic P12+In-Tab Classified as	
					Spanish Primary*	English Primary*
ALBUQUERQUE	70	654,200	41.6%	702	17%	83%
ATLANTA	10	3,860,100	8.4%	241	66%	34%
AUSTIN	42	1,204,800	27.5%	511	46%	54%
BAKERSFIELD	81	542,500	43.2%	614	58%	42%
BOSTON	11	3,841,100	6.9%	273	62%	38%
CHARLOTTE-GASTONIA-ROCK HILL	35	1,409,800	7.1%	128	67%	33%
CHICAGO	3	7,698,300	17.4%	878	64%	36%
COLORADO SPRINGS	97	460,400	11.3%	199	20%	80%
DALLAS-FT. WORTH	5	4,730,200	24.0%	964	63%	37%
DENVER-BOULDER	22	2,157,700	19.0%	466	44%	56%
EL PASO	76	573,600	81.5%	1,161	58%	42%
FRESNO	66	711,700	44.6%	728	55%	45%
HAMPTONS-RIVERHEAD	259	116,400	11.9%	27	67%	33%
HARTFORD-NEW BRITAIN-MIDDLETOWN	50	1,043,700	9.8%	217	48%	52%
HOUSTON-GALVESTON	7	4,353,000	30.1%	1,202	64%	36%
KANSAS CITY	29	1,553,300	5.8%	191	47%	53%
LAS VEGAS	32	1,438,600	23.3%	498	71%	29%
LOS ANGELES	2	10,790,100	40.7%	2,980	64%	36%
MIAMI-FT. LAUDERDALE-HOLLYWOOD	12	3,505,100	46.2%	2,106	72%	28%
MIDDLESEX-SOMERSET-UNION	39	1,383,100	17.0%	374	67%	33%
MILWAUKEE-RACINE	33	1,429,200	6.6%	199	53%	47%
MONTEREY-SALINAS-SANTA CRUZ	79	555,100	38.9%	613	64%	36%
NASSAU-SUFFOLK (LONG ISLAND)	18	2,393,800	12.7%	303	44%	56%
NEW YORK	1	15,332,000	21.2%	2,010	61%	39%

ORLANDO	37	1,402,300	21.7%	391	56%	44%
PHILADELPHIA	6	4,354,900	5.1%	214	41%	59%
PHOENIX	15	2,938,500	26.6%	682	63%	37%
PORTLAND, OR	24	1,963,400	9.8%	171	55%	45%
PROVIDENCE- WARWICK- PAWTUCKET	36	1,404,000	7.2%	146	67%	33%
RALEIGH- DURHAM	43	1,143,700	8.0%	144	78%	22%
RIVERSIDE-SAN BERNARDINO	27	1,756,600	42.1%	1,025	51%	49%
SACRAMENTO	26	1,758,100	15.6%	453	41%	59%
SALT LAKE CITY- OGDEN-PROVO	31	1,485,600	10.8%	232	54%	46%
SAN ANTONIO	30	1,552,100	50.9%	1,258	30%	70%
SAN DIEGO	17	2,484,900	27.1%	956	56%	44%
SAN FRANCISCO	4	5,829,700	19.4%	1,418	55%	45%
SAN JOSE	34	1,413,100	22.7%	700	54%	46%
SEATTLE- TACOMA	14	3,204,800	5.8%	236	44%	56%
SPRINGFIELD, MA	82	529,500	12.0%	178	49%	51%
TAMPA-ST. PETERSBURG- CLEARWATER	19	2,262,900	12.3%	338	51%	49%
TUCSON	61	783,300	30.3%	436	40%	60%
WASHINGTON, DC	8	4,132,800	10.7%	333	56%	44%
WEST PALM BEACH-BOCA RATON	46	1,098,000	15.5%	276	58%	42%

How to Read

The New York radio Metro ranks 1st in the U.S. among Total Persons age 12 and over.

New York has an estimated population of 15,332,000 Persons 12+.

Of those 15,332,000 Persons, 21.2% are estimated to be Hispanic.

Total Hispanic P12+ in-tab for the Winter 2006 radio survey was 2,010.

Of those 2,010 respondents, 61% were classified as Spanish Primary, and 39% were classified as English Primary. (See classification note at end of report.)

Note

Diarykeeper language classification is based on the answer to the language question asked of the household member who agrees to do the survey and about each of the other household members during the placement call:

"Thinking about the languages (you/he/she) use(s) in the home, would you say (you/he/she) speak(s)...

ONLY SPANISH in the home,
mostly Spanish but some English,
mostly English but some Spanish,
or ONLY ENGLISH in the home?"
DO NOT READ: Both Equally"

*Diarykeepers are classified as Spanish Primary if the response is "only Spanish" or "mostly Spanish."

In-tab diarykeeper's information is matched to placement information for language assignment and reporting.

Report users should note that the percentage reported for each language group applies only to the Arbitron Hispanic in-tab sample and may not reflect the language mix of the entire Hispanic population in each market.