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# SPANISH LANGUAGE ESTIMATES IN THREE NEW METROS

## OVERVIEW

Nielsen Audio uses language usage population estimates (either Spanish-dominant or English-dominant) as a weighting variable in select Metros where we apply Hispanic Differential Treatments (DST). These population estimates are supplied by Nielsen Hispanic Enumeration Survey and are updated annually effective with the January PPM report period and Winter Diary survey.

Three new Radio Metros now receive Spanish language usage population estimates with the Spring 2016 Diary survey: Bakersfield, Oxnard-Ventura, and Visalia-Tulare-Hanford.

In the existing 25 Metros that receive Spanish Language Usage weighting, Spanish-dominant population estimates were updated with annually released data in the January 2016 PPM report period and Winter 2016 Diary survey.

## METHODOLOGY

Since 2012, we have used the local portion of the national address-based language enumeration survey. In most markets, six years of data are used to calculate estimates. Local market estimates are also further controlled in six regional market clusters, representing different language usage patterns. The more recent data and larger sample sizes by region provide greater controls for changes in language usage over time. Other advantages of this approach are coverage of cellphone-only households and a high response rate. The Media Rating Council® (MRC) reviewed this methodology.

In New York, Chicago, and Los Angeles, two years of data is used to calculate the estimates. Estimates for Miami-Ft. Lauderdale-Hollywood and Riverside-San Bernardino are based on three years of data.

## IMPACT ON AUDIENCE ESTIMATES

We analyzed audience estimates in the new Metros and deemed the impact to vary by local market where AQH and CUME may increase, decrease or may experience no expected change for Spanish Formatted stations. Additional information can be provided upon request.

Language usage trends can change over time due to economic conditions, immigration patterns and other social factors. Changes in these universe estimates take place with each annual update. As such, the year-to-year changes may produce notable changes in the Spanish-dominant estimate.

Changes in population estimates for weighting characteristics may produce corresponding changes in a station's audience estimate for that population. A radio station with a larger percentage of Spanish-dominant listeners may experience a greater impact on its Average Quarter Hour radio ratings than stations with fewer Spanish-dominant listeners.

However, the impact of any change on population estimates is complex. It's not possible to predict with any reliability how these changes may affect a station's audience estimates. Other factors to consider when analyzing changes in audience estimates in the three new Metros include:

- Programming changes in the market
- Weather or major news stories that can influence radio listening behavior
- Typical survey-to-survey variance in estimates that is characteristic of survey samples
- Monthly panel changes in PPM Metros
- Other changes and improvements in either the PPM or Radio Diary service

**Please direct additional questions to your Nielsen client service representative.**

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**