



How Hispanics Use Radio in Their Cars

A special extract from
The National In-Car Study

Rich Tunkel
Manager
National Radio Sales



How the Study Was Conducted

1,505 telephone interviews were conducted in July 2003; of those, 125 interviews were conducted with Hispanic respondents.

- National U.S. random sample
- Spring 2003 Arbitron diarykeepers age 12+
- 98.4% of the sample had driven or ridden as a passenger in non-public transportation vehicles (car/truck/van, etc.) in the last month



Study Highlights

- **Hispanics are more likely to shop at fewer stores today than a year ago**
- **Hispanics are last-minute decision makers about shopping on their way home from work**
- **Hispanics spend more time in the car on weekends than they do on weekdays**
- **Hispanics are more influenced by sales than non-Hispanics**



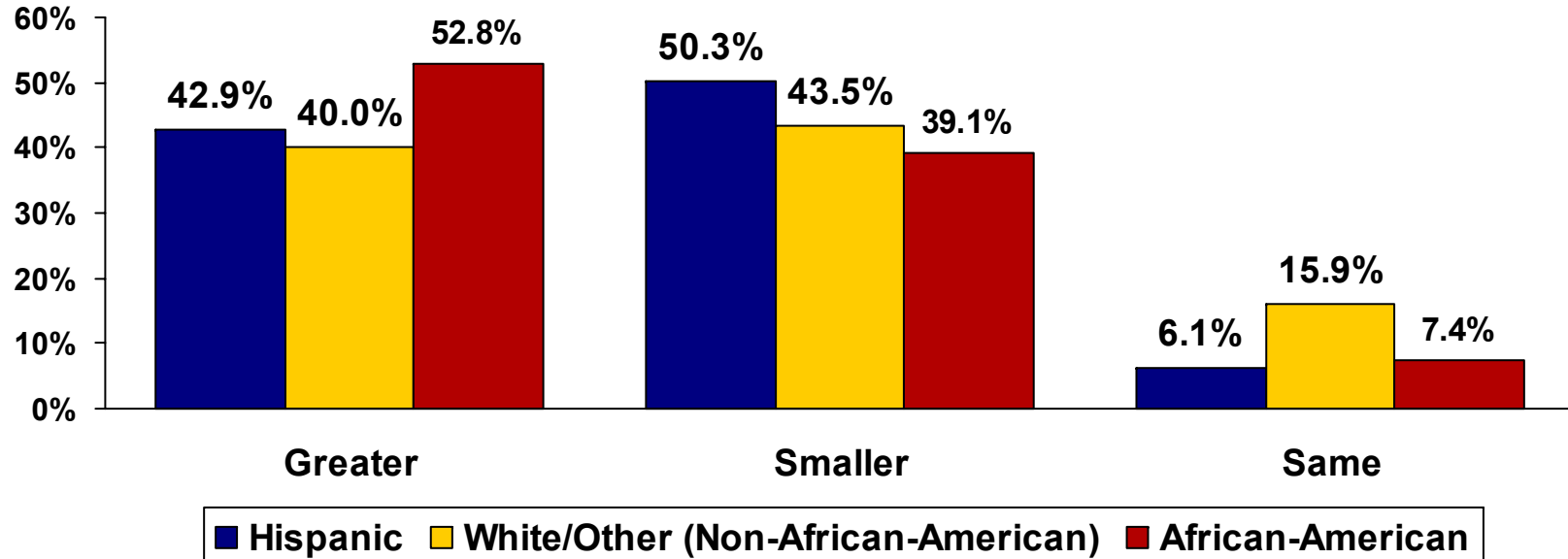
Study Highlights

- **Hispanics are spending more time in their cars, and more time in traffic**
- **Hispanics are more likely to put bumper stickers on their cars**
- **Younger Hispanics report that they change the station they listen to in the car frequently compared to other demographics**
- **Hispanics report they do not change their radio presets as readily as others**



1 Out of 2 Hispanics Is Shopping at Fewer Stores Today

“...would you say that, compared to two years ago, you are shopping in a greater number of stores or a smaller number of stores?”

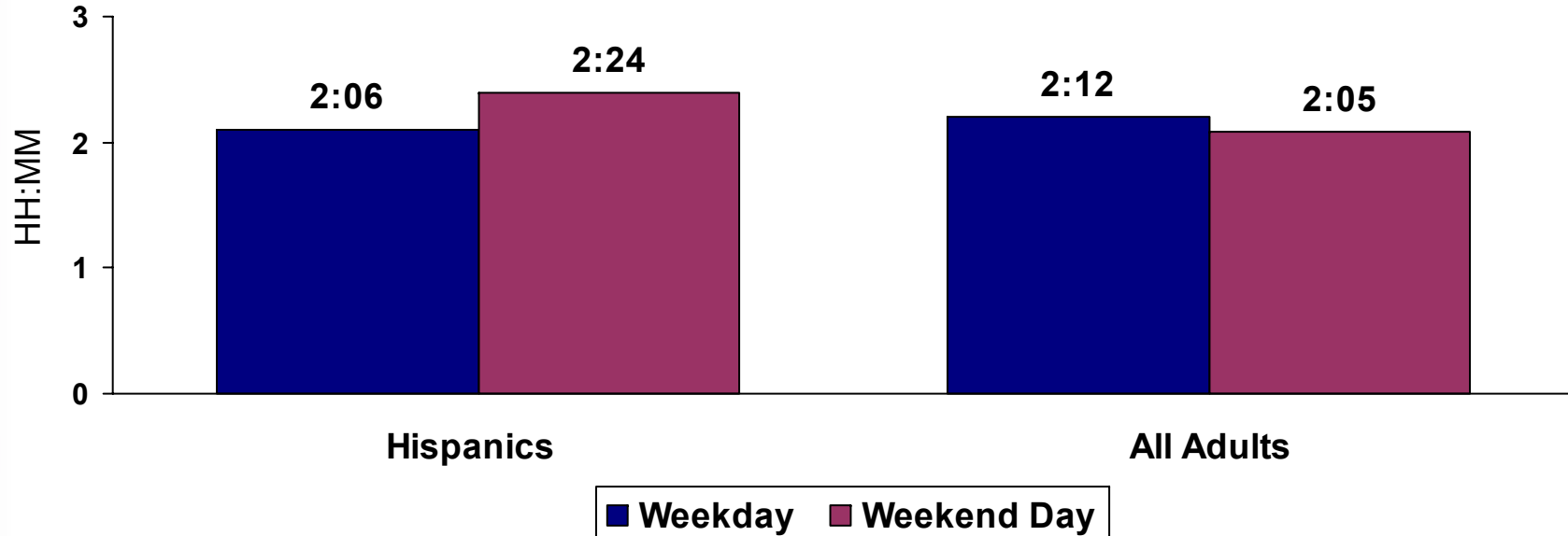


Winning over new Hispanic shoppers is tougher, but more rewarding.



Unlike the General Population, Hispanics Spend More Time in the Car on Weekends

“How much time do you spend combined either driving or riding as a passenger in any car?”

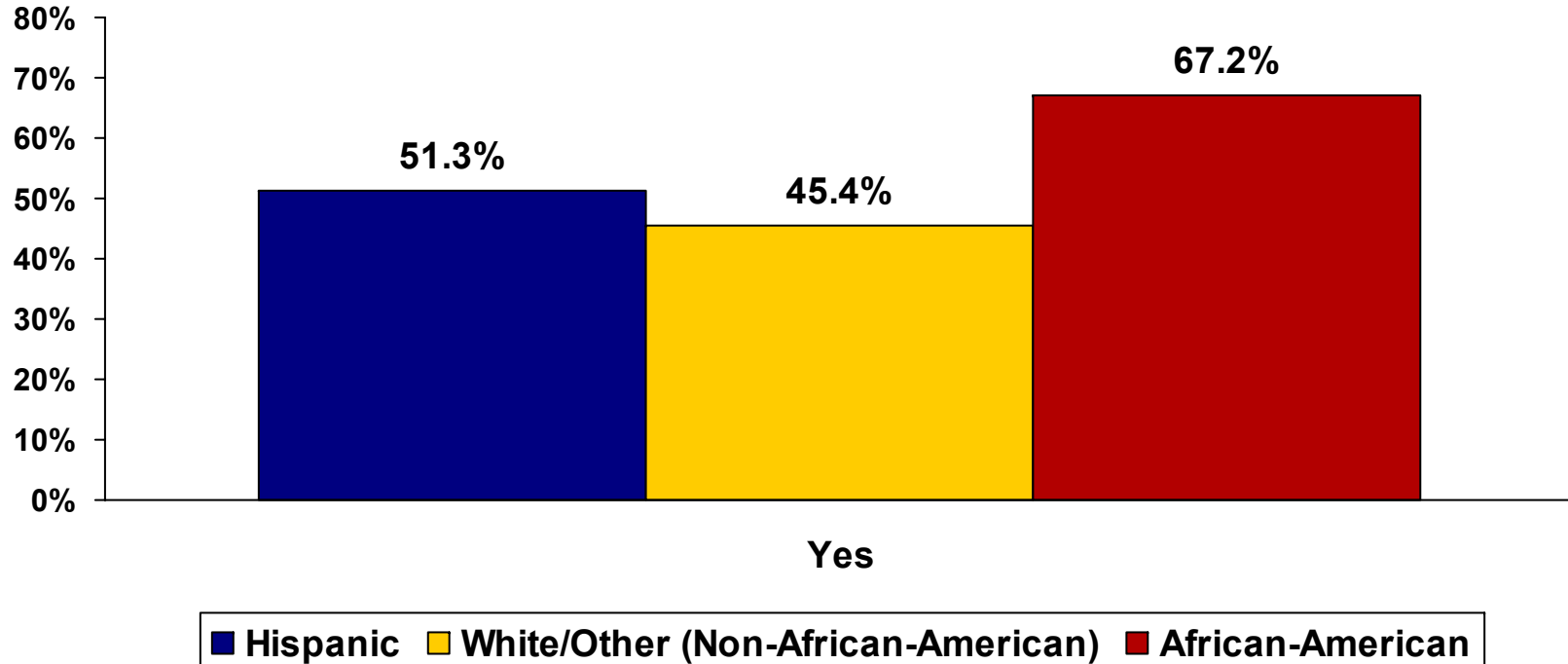


Advertisers should consider including more weekend commercials.



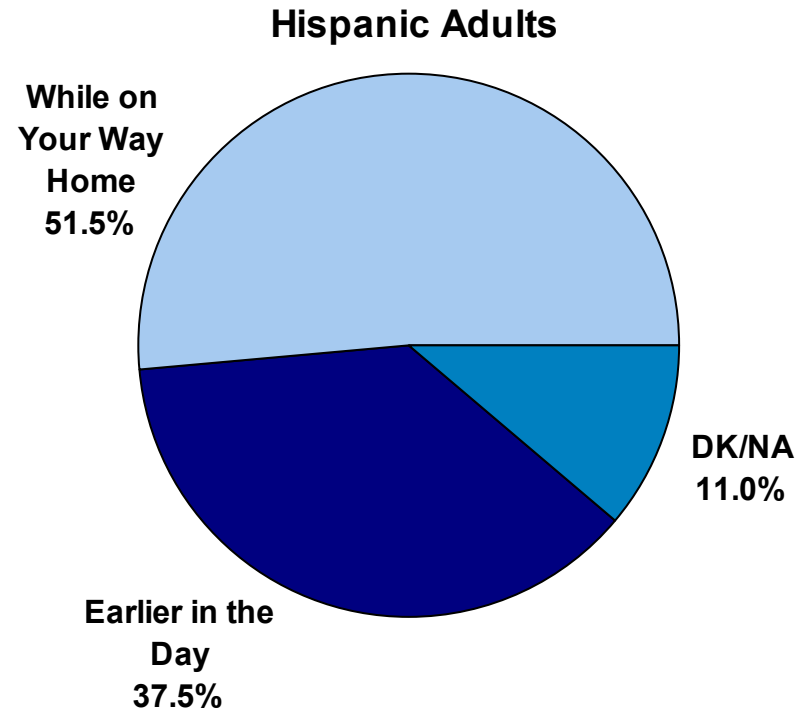
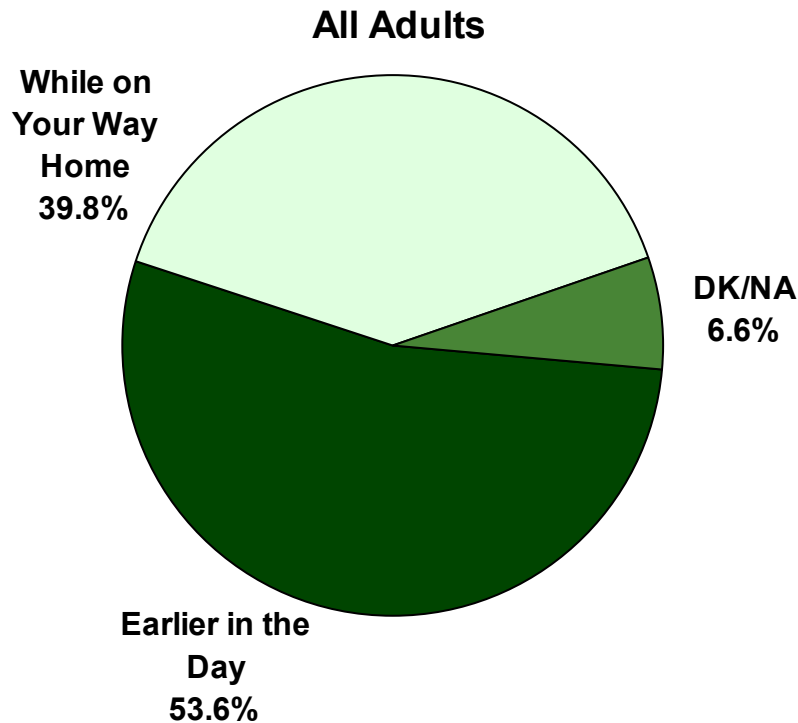
Over Half of Hispanics Have Responded to Radio Commercials Mentioning a Sale or Special

“While listening to radio in the car, have you ever heard of a sale or special that motivated you to visit a certain store later that day?”



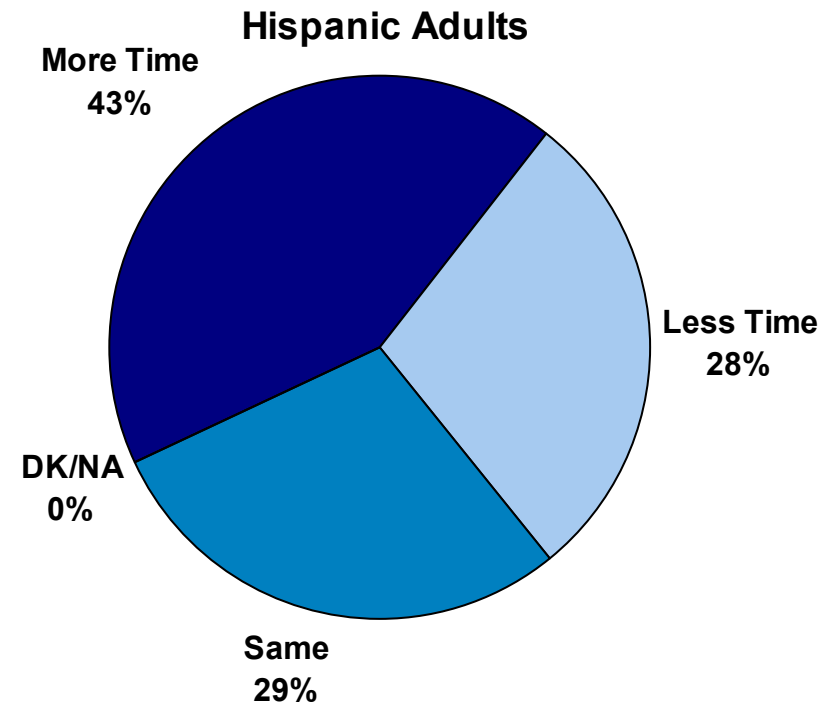
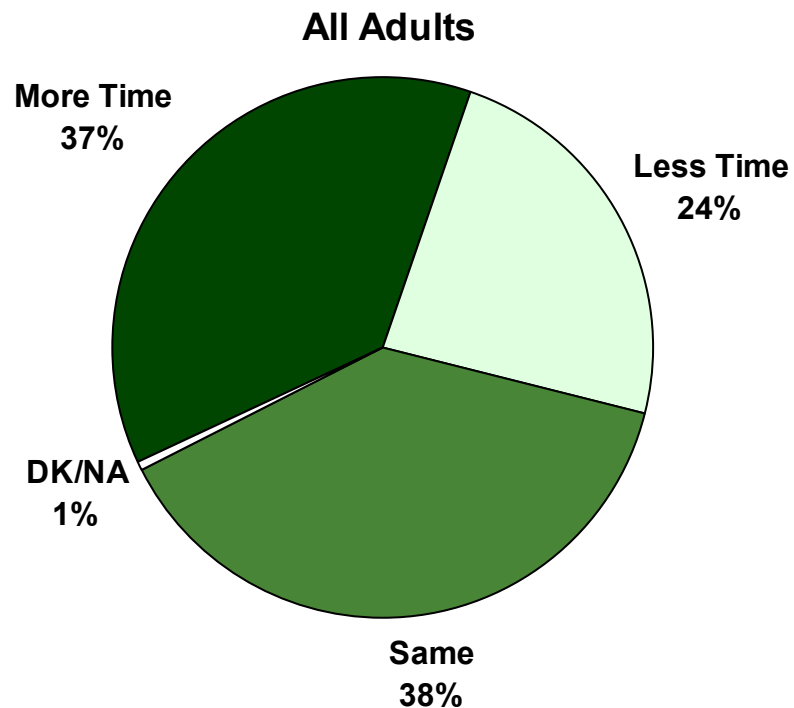
Hispanics Are Last-Minute Decision Makers

“...when do you usually make the decision to stop at a store on your way home from work?”



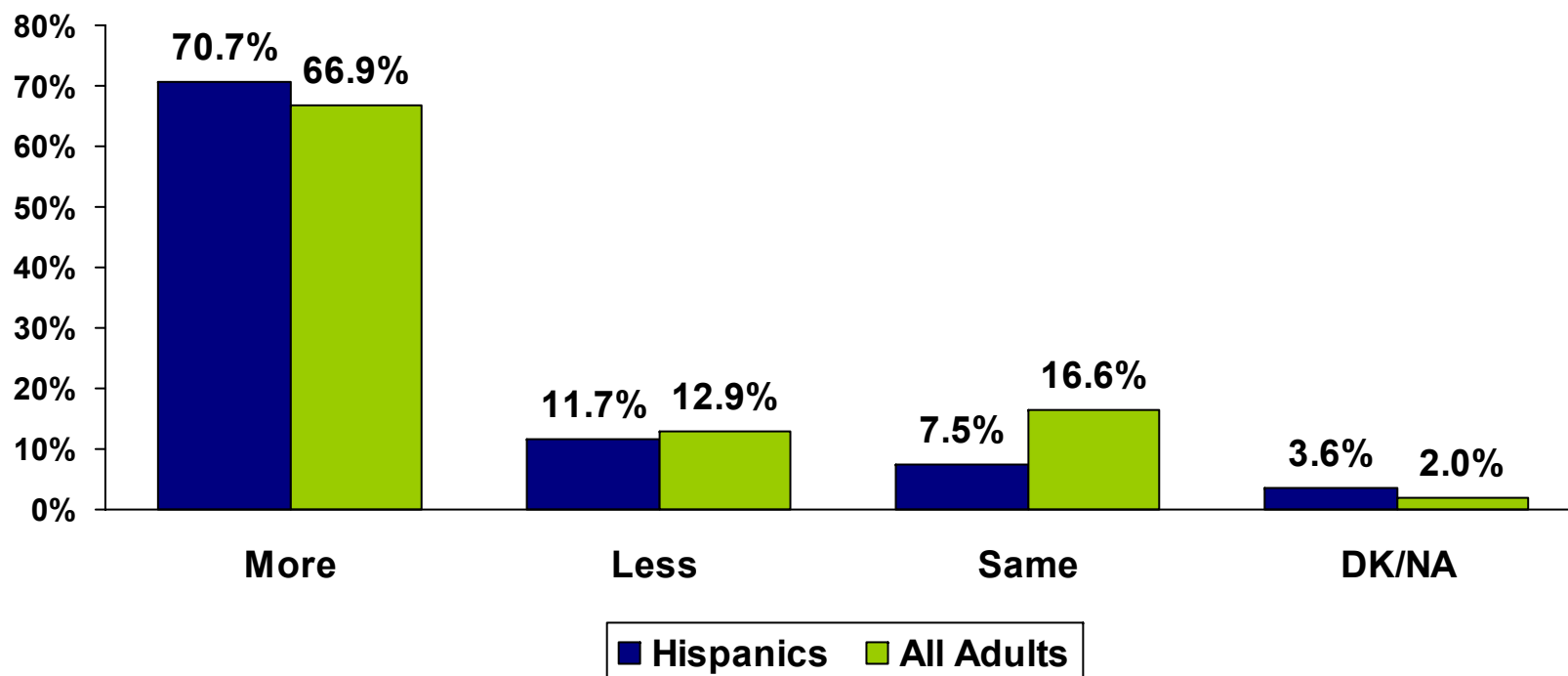
Hispanics Are Spending More Time in Their Cars Than the General Population

“In general, are you spending more or less time in your car than you were a year ago?”



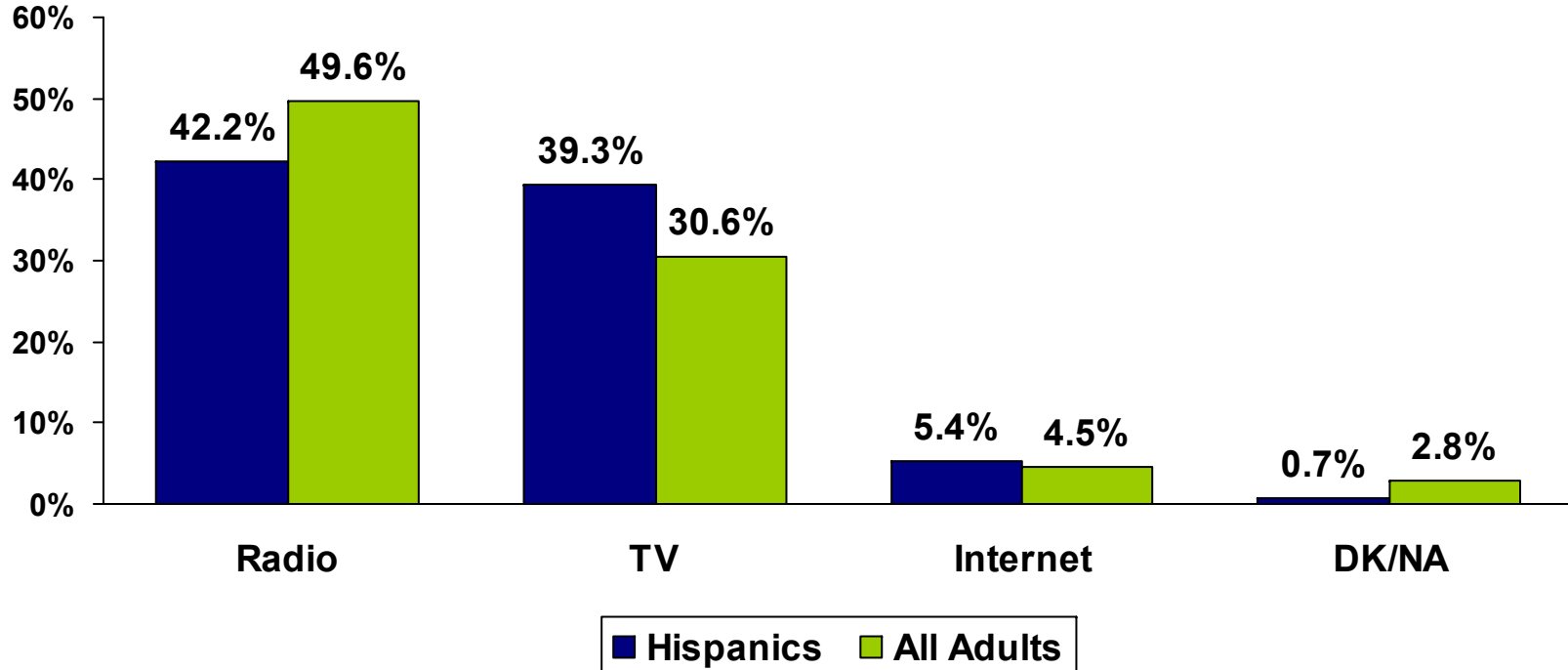
And Hispanics Are Spending More Time in Traffic

“Would you say you are encountering more traffic or less traffic than you were a year ago?”



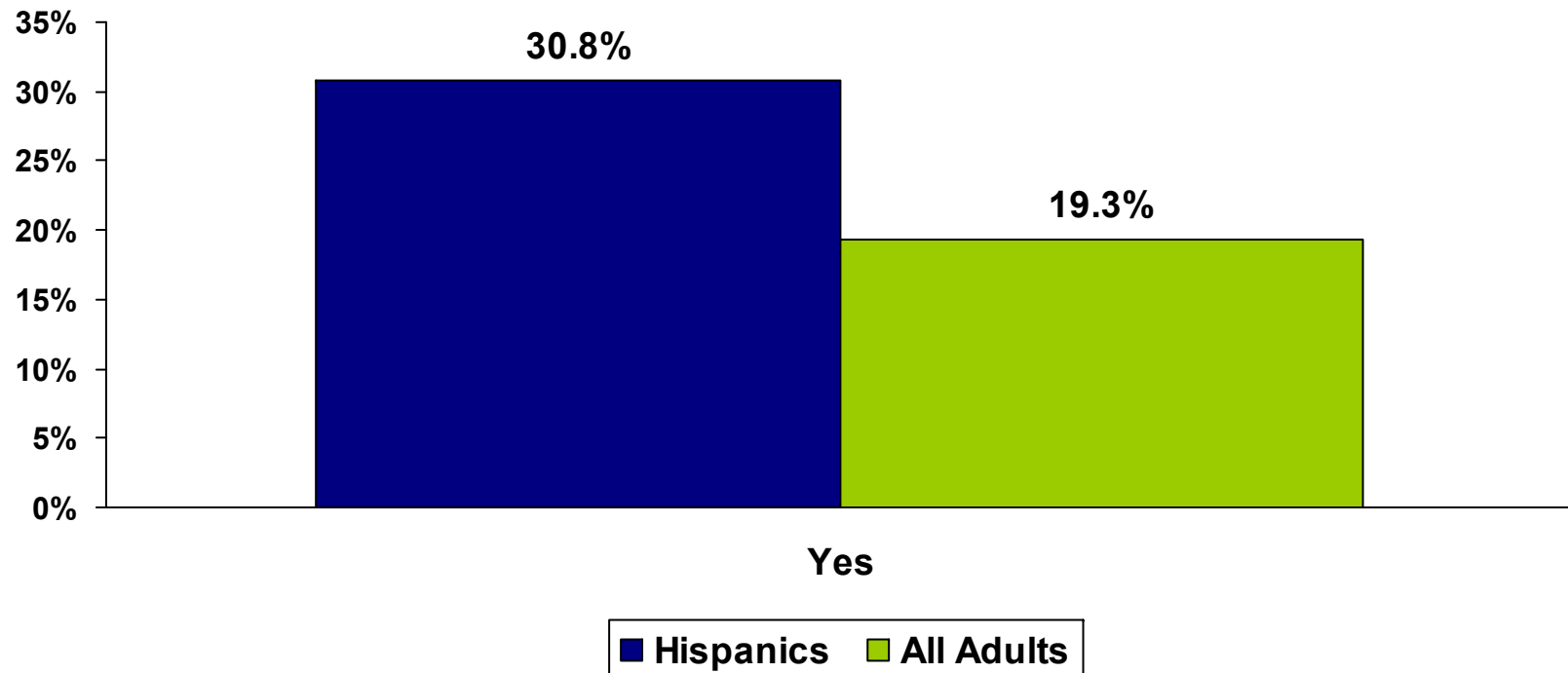
Television Is a Competitive Source of Traffic Information

“When you want the latest traffic information, where do you go first?”



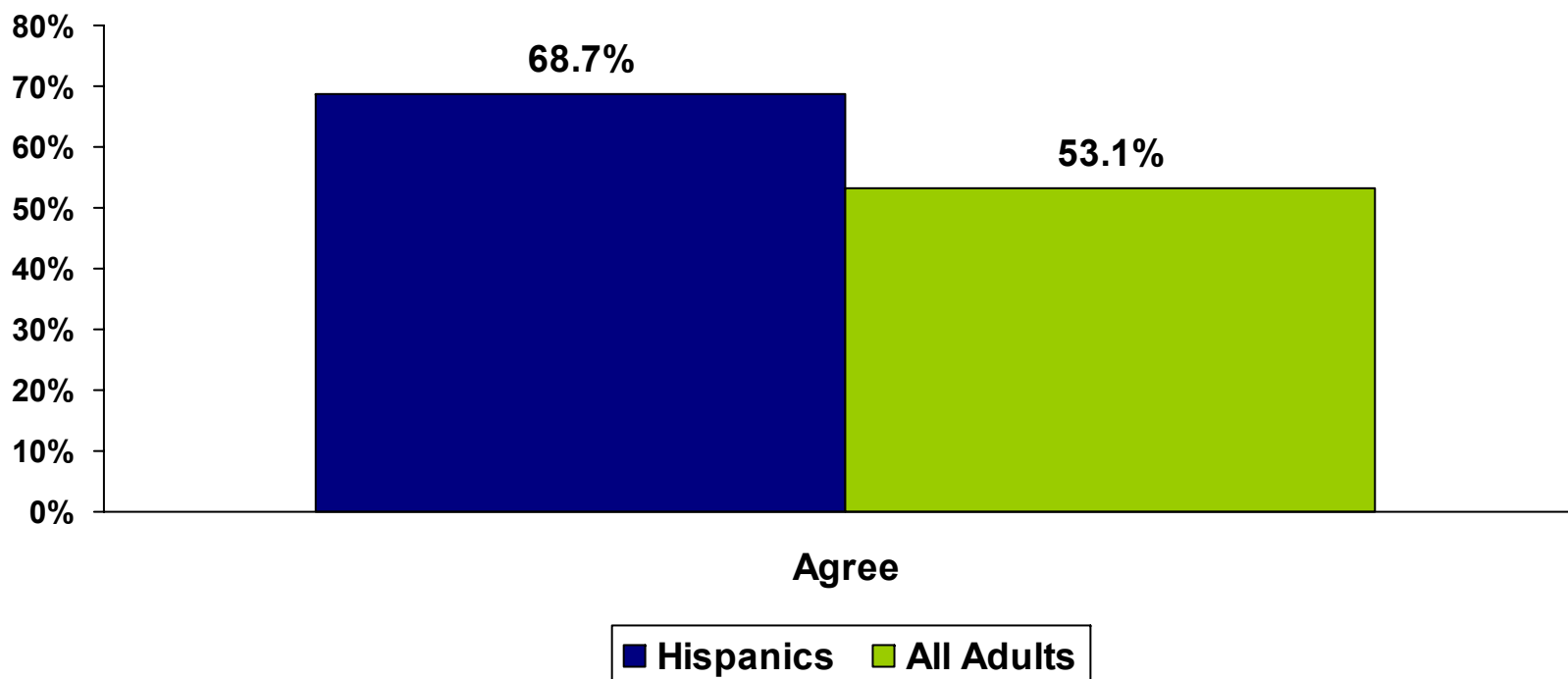
More Likely to Display a Bumper Sticker

“Would you ever put a radio station bumper sticker or decal on your car?”



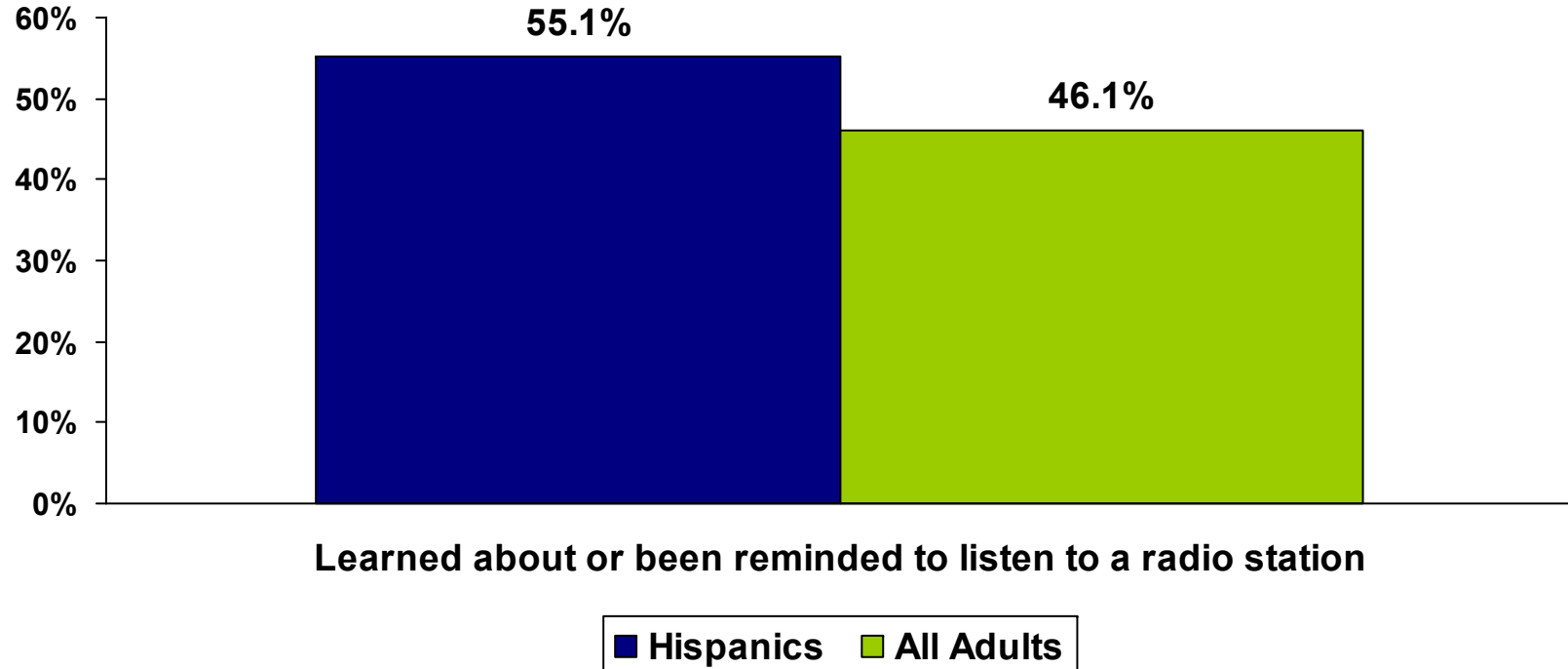
Hispanics Will Not Readily Change Their Radio Preset Buttons

“Once you have the preset buttons programmed, it is not worth the hassle to change them again.”



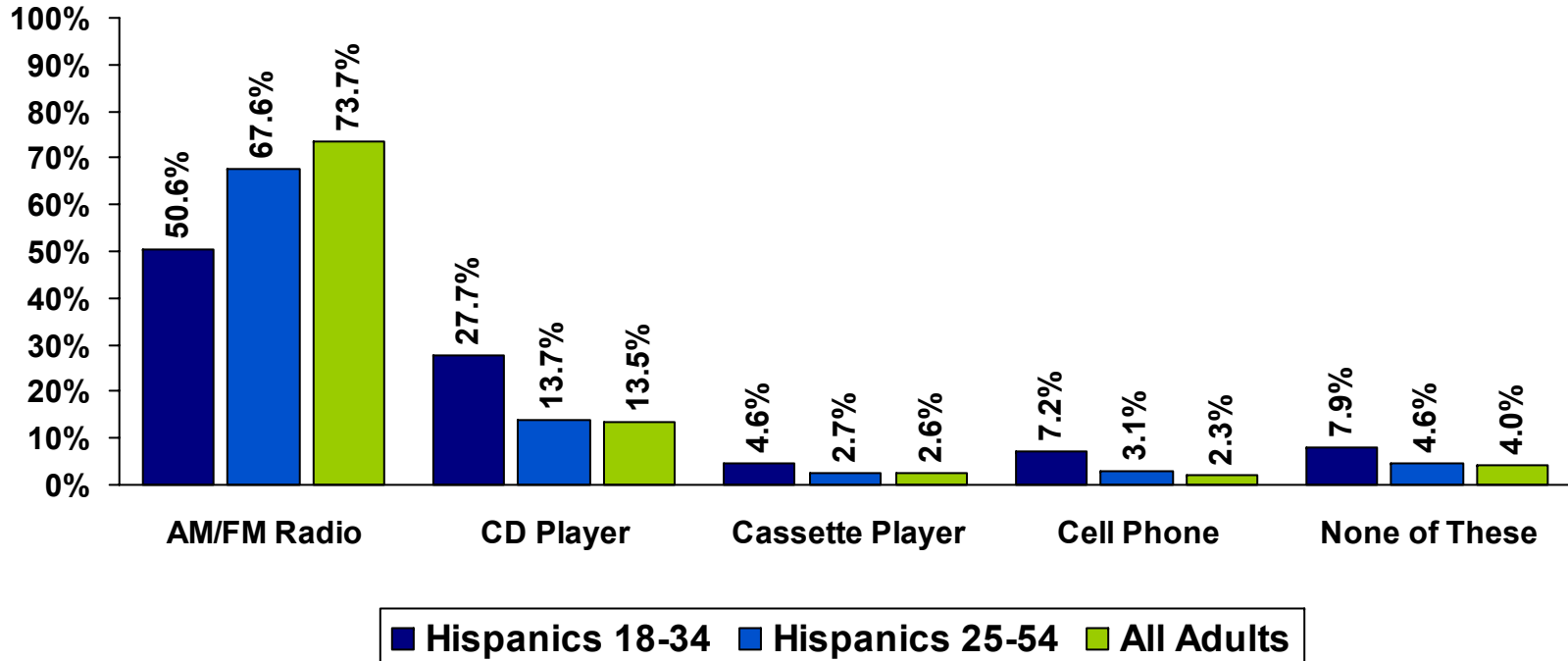
Use of Billboards Helps Remind Hispanics to Listen to Radio

“From a billboard, have you ever...?”



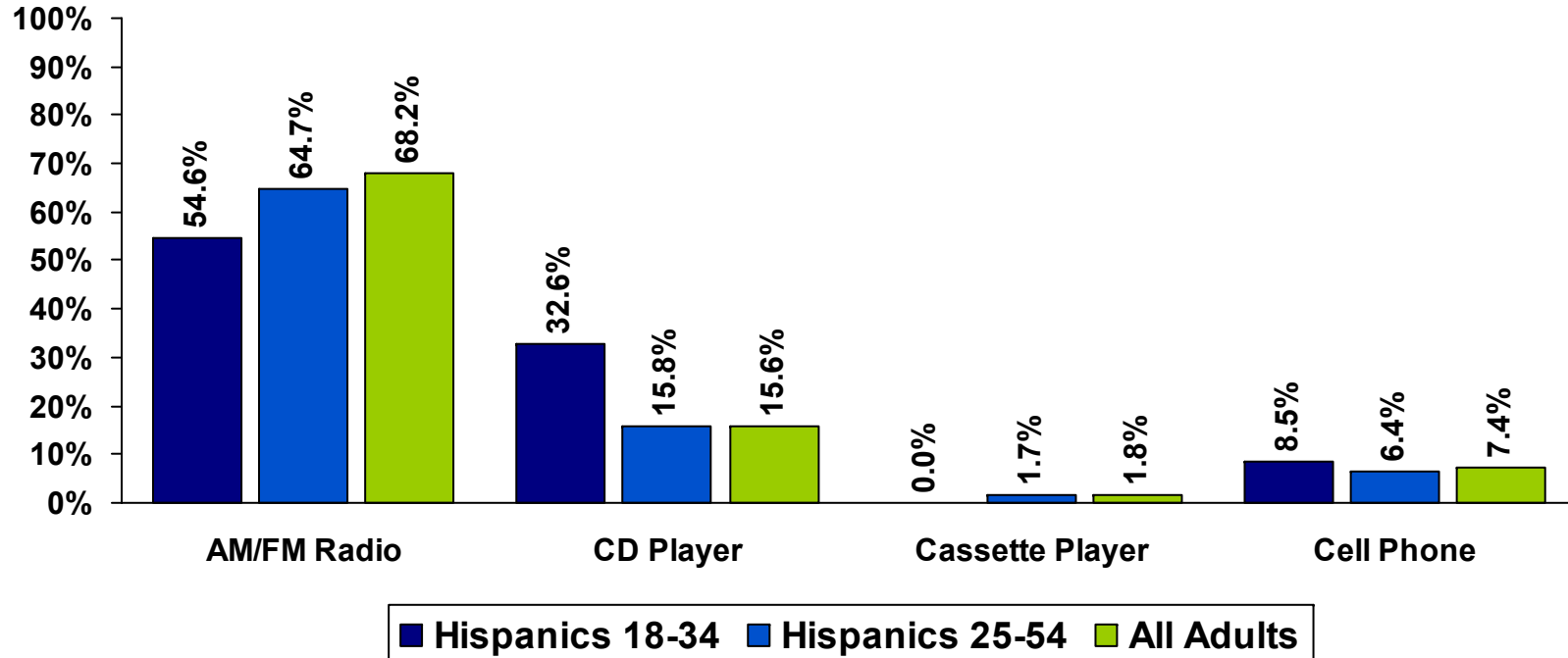
The Battle for Younger Hispanics Is On...

“Which one of the activities do you spend the most time with while driving or riding in a car as a passenger?”



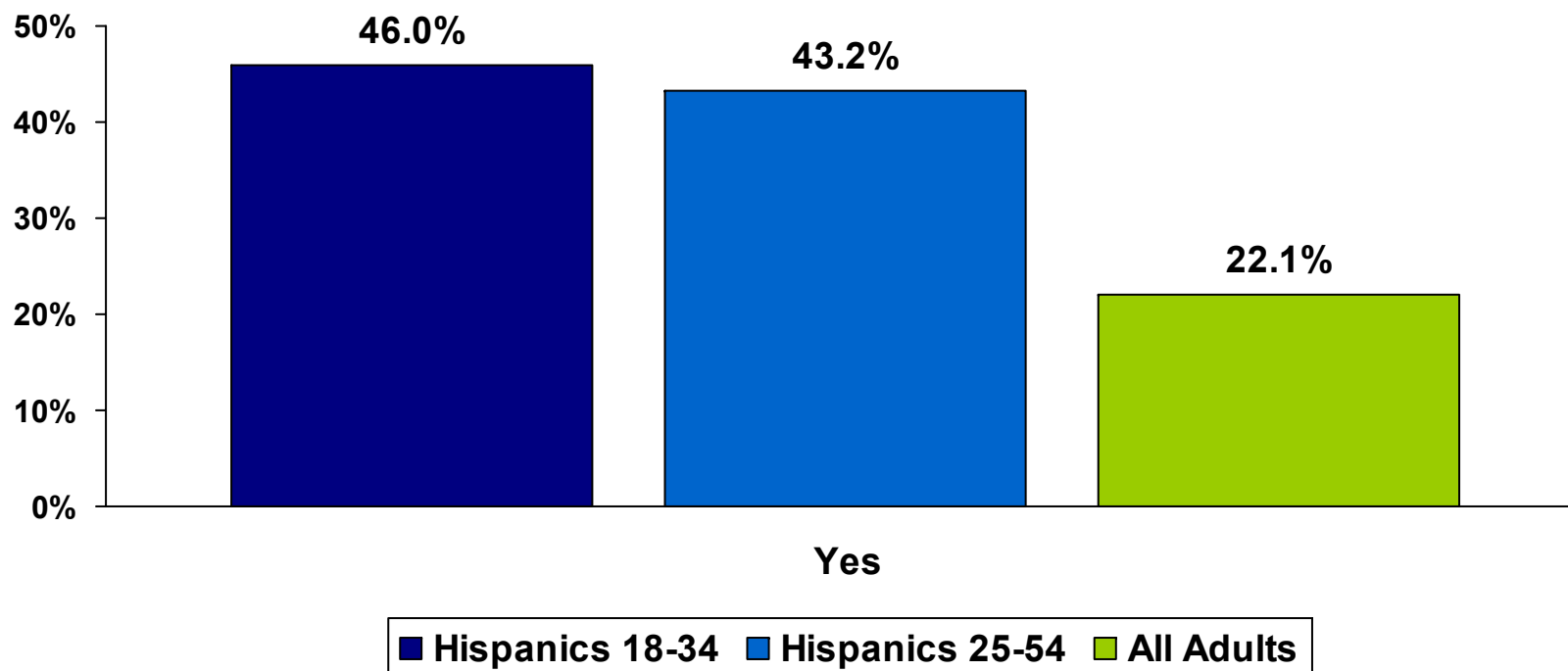
The Battle for Younger Hispanics Is On...

“If you could only ever use one device in your primary car, which one device would you choose?”



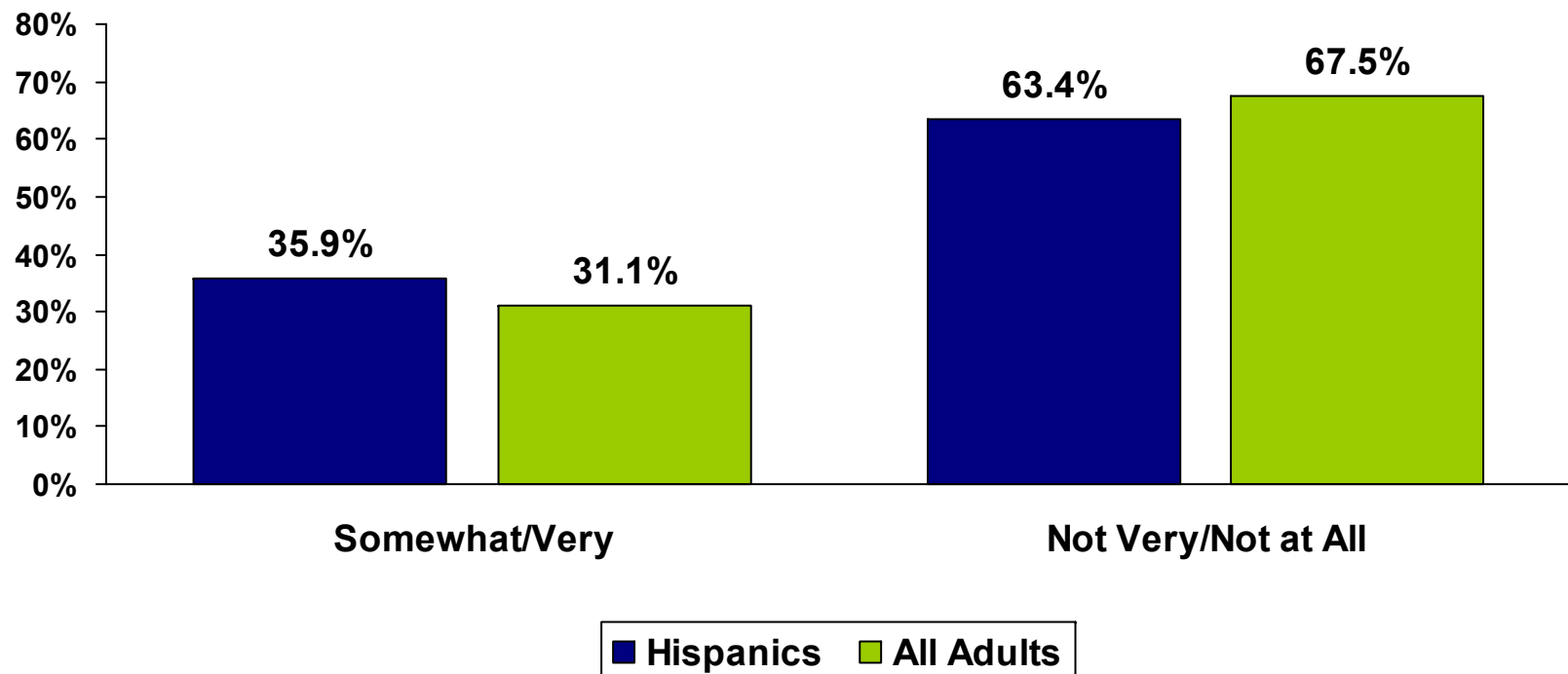
The Battle for Younger Hispanics Is On...

“Would you listen to the radio in your car more often if you did not have a cell phone or car phone?”



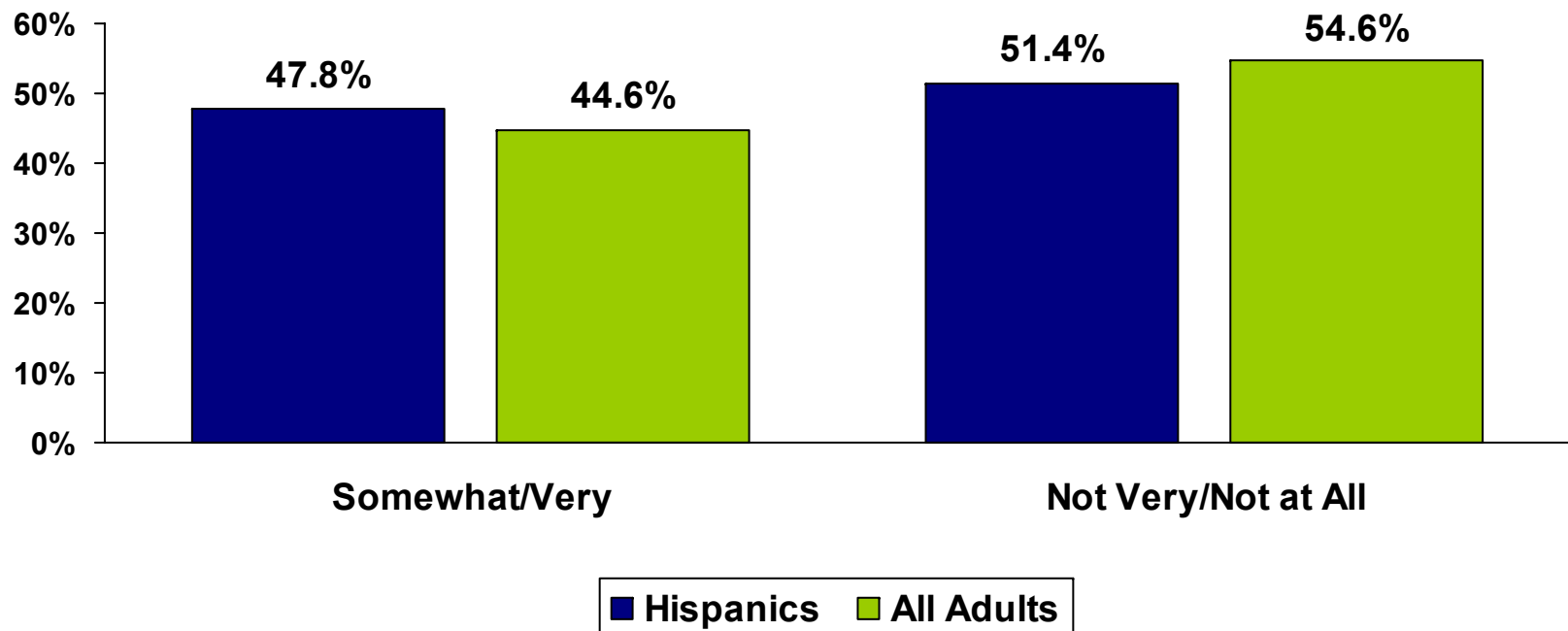
Hispanics Are More Interested in Satellite Radio

“How interested would be in a new service that provides digital audio from a satellite directly to your car all over the USA?”



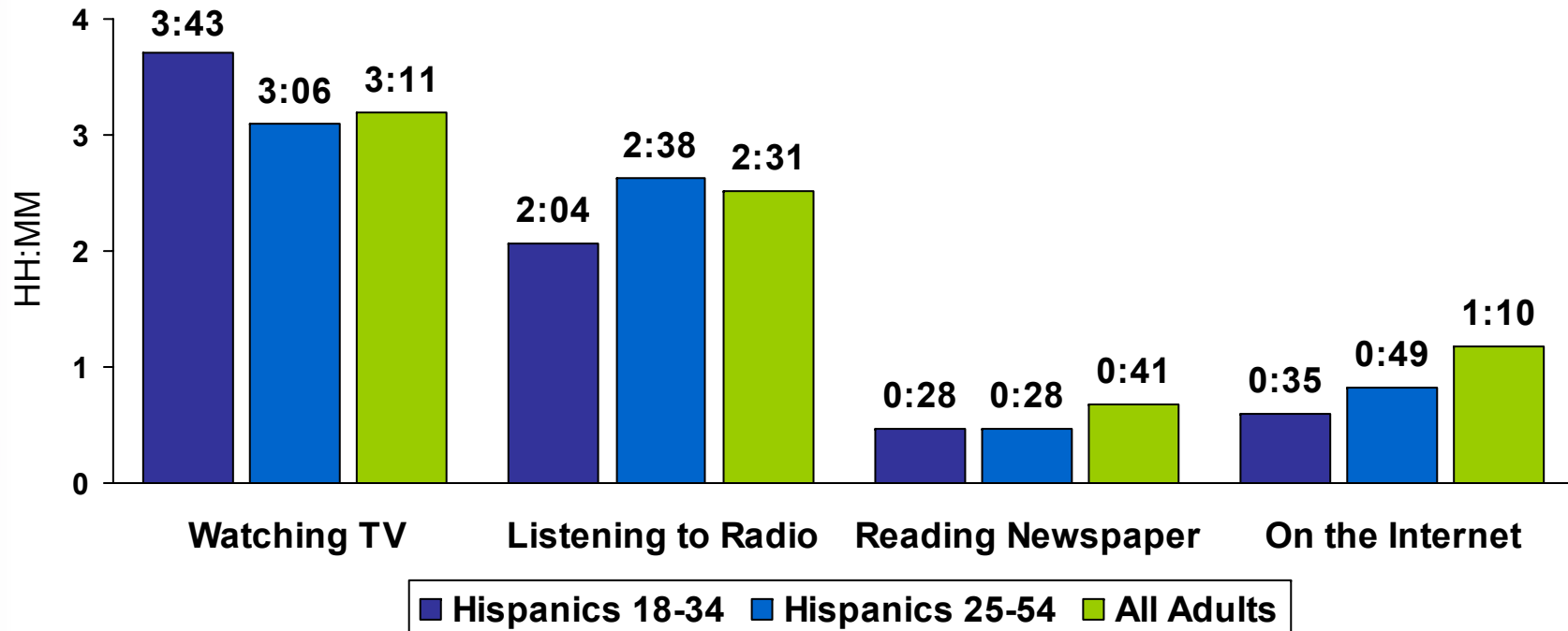
Hispanics Are More Interested in Satellite Radio—Especially if Factory Installed

“Suppose the next new car or truck purchased for your household has a satellite receiver already built into the car. How interested would you be in the satellite radio service?”



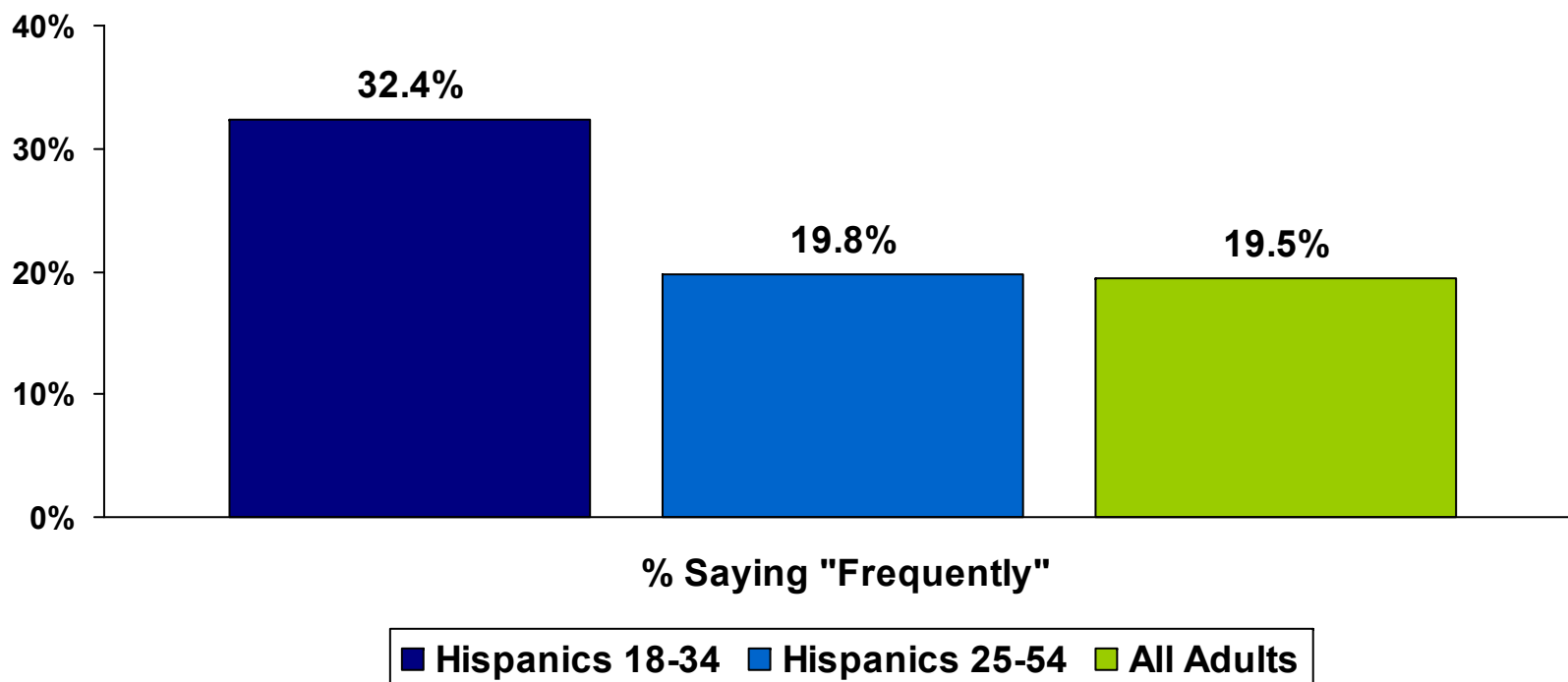
Hispanics Are Heavier Users of TV and Radio Than the General Population; 18-34 Are Bigger TV Viewers

“In the past 24 hours, approximately how much time did you spend...?”



The Battle for Younger Hispanics Is On...

“How often do you change the radio station you are listening to?”





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