



# The New Latino Urban Format

An Analysis of the Numbers Driving  
This Hot Radio Format  
Spring 2006 Update



ARBITRON



## What Is the Latino Urban Format?

- Stations that broadcast Latino Urban music classify themselves in a number of different formats. For the purposes of this presentation, Latino Urban refers to the musical trend of Reggaetón, Latin Hip-Hop and the Latino Rap sound. The Reggaetón music emphasizes a rhythmic beat with Caribbean influence or undertone.
- Most Latin Urban stations are musically centered in Latin Hip-Hop, Latin R&B and Latin Urban/Rap (Reggaetón).
- Over about two years, the format has gone from fringe music at Latino radio stations to the core sound of several new major-market radio stations. It is showing promise and popularity among the urban youth demographic.



## What Is the Latino Urban Format?

- Stations of this format broadcast either in a bilingual format or in a mostly Spanish-language format. Due to the bilingualism of the format, it provides a great option for advertisers to target second- and third-generation Hispanics.
- The playlist crosses over from Spanish to Rhythmic Top 40s and mainstream Top 40. Latino Urban is a rapidly expanding format.



## Findings

- Latino Urban skews young, with about 50% of its audience concentrated in the Persons 12-21 demographic.
- 70% or more of the audience is Hispanic.
- 50% or more of this format's audience is primarily Spanish-speaking.
- The Latino Urban format is typically strongest during evenings and weekends. Mornings do not drive this format.
- Latino Urban shows stronger out-of-home listening with its core demographic.



## Findings

- The Latino Urban format is typically in the Top 10 in its marketplace, with Persons 18-34 share.
- It has strong Time Spent Listening, with an average of 7:15 hours/mins weekly (average based on nine markets and 10 stations).
- Although young Hispanic teens seem to be migrating to the Latino Urban format from Urban stations (duplication is high with this format), it is too early to determine whether this is making a notable long-term impact on Urban share.



## New Findings

- The Latino Urban format is about 20% stronger with English-dominant listeners compared to other Spanish-dominant stations.
- Within the Hispanic core demo 18-34, there are early signs of Hurban's appeal with non-Hispanics. A slightly larger percentage of the Hurban audience is coming from "Other" listeners than it has in the past. This should be monitored in the future.
- There is a decline in P12+ share, but consistent and slightly stronger performance among the core 18-34 demographic.

# What You'll Hear on Latino Urban

## (Core Songs)

Artist	Title
Wisin & Yandel	Pam Pam
Toby Love Featuring Rakim Ken-Y	Tengo Un Amor
Don Omar	Salio El Sol
Shakira/Wyclef Jean	Hips Don't Lie
Daddy Yankee/Snoop Dogg	Gangsta Zone
Tito El Bambino Featuring Beenie Man & Ines	Flow Natural

# Stations Used for This Study

Market	Station	Owner	Switch Date	Station Name
Chicago*	WVIX-FM WVIV-FM	Univision	7/8/05	La Kalle 93.5/103.1
Dallas	KZZA-FM KFZO-FM	Entravision	2/23/05 6/22/05	Casa 106.7
Denver	KMGG-FM	Clear Channel	4/27/05	Latino and Proud
Fresno	KLLE-FM	Univision	6/24/05	Kalle Reggaetón Y Mas
Houston (the 1 <sup>st</sup> in U.S.)	KLOL-FM	Clear Channel	11/27/04	Mega 101
Los Angeles	KXOL-FM	SBS	5/26/05	Latino 96
Miami	WMGE-FM	Clear Channel	2/11/05	Mega 94.9
New York*	WZAA-FM WCAA-FM	Univision	5/27/05	La Kalle 105.9/92.7
Phoenix	KVIB-FM	Sun City Comm	5/20/05	Club 95 – Latino Vibe
San Francisco*	KVVZ-FM KVVJ-FM	Univision	6/27/05	La Kalle 105.7

\* Denotes Simulcast



Market: HOUSTON-GALVESTON Survey: SP06  
Diary 1:007928037302 Month: 1 Week: 1  
Sex: Female  
Age: 40  
Race: HISPANIC  
Working Hours: 35+  
Zip: 77073  
Work Place Zip: 77073  
County: HARRIS OUTER HDHA, TX

Pn	Station	QHRs
1	KLOL F	182

### Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

### Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

No hay otra

emisora de  
merengue, Reggaeton  
Bachata.

There is no other station that plays "Merengue," "Reggaetón," "Bachata."



Market: HOUSTON-GALVESTON Survey: SP06  
Diary 52:007952659005 Month: 1 Week: 4  
Sex: Female  
Age: 16  
Race: HISPANIC  
Working Hours: NONE  
Zip: 77072  
Work Place Zip:  
County: HARRIS OUTER HDHA, TX

Pn	Station	QHRs
1	KLOL F	198
2	KBXX F	19
3	KJOJ F	9
4	KPTY F	8
5	KQBU F	3
6	KQUE A	2

## Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

## Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

MI ESTACION FAVORITA ES MEGA 101  
LATINO E PROUD PORQUE PONEN  
MUSICA QUE A MI ME GUSTA COMO  
BACHATA, REGGATON, RAP Y MERENQUE.

**My favorite station is Mega 101. Latino and proud because they play the music that I like, such as “Bachata,” “Reggeatón,” Rap and “Merengue.”**



Market: LOS ANGELES Survey: SP06  
Diary 37:007938437002 Month: 1 Week: 2  
Sex: Female  
Age: 20  
Race: HISPANIC  
Working Hours: 35+  
Zip: 90650  
Work Place Zip: 90806  
County: LOS ANGELES SOUTHEAST HDHA, CA

Pn	Station	QHRs
1	KXOL F	50

### Su opinión cuenta

Use este espacio para hacer cualquier comentario que desee acerca de estaciones específicas, anunciantes o programas.

### Your opinion counts

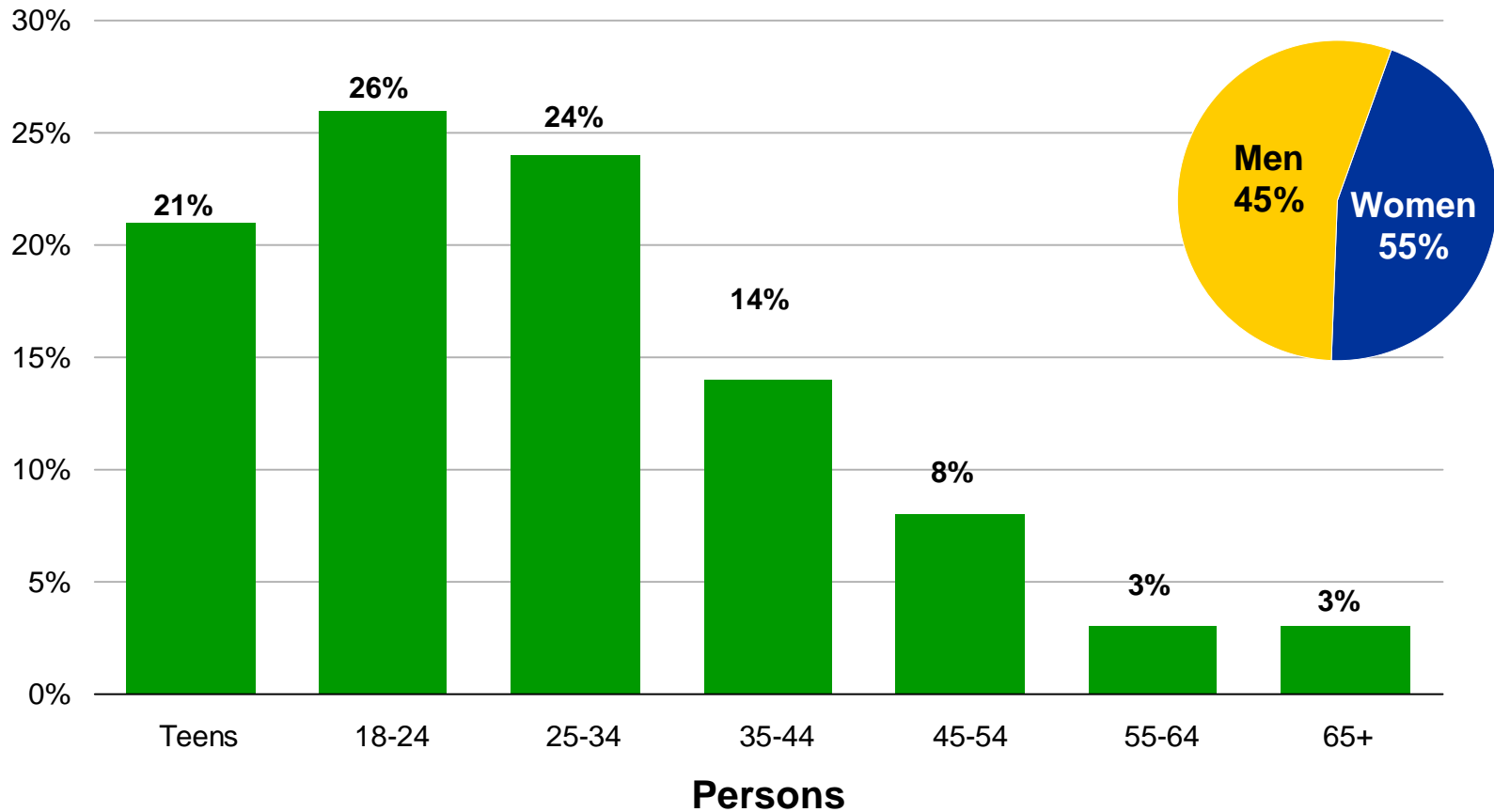
Use this space to make any comments you like about specific stations, announcers or programs.

me gusta mucho escuchar la radio 96.3 porque  
toca canciones que me gustan bailables ingles  
español me cantan.

**I like to listen to radio 96.3 because they play a variety of English and Spanish songs which I like.**

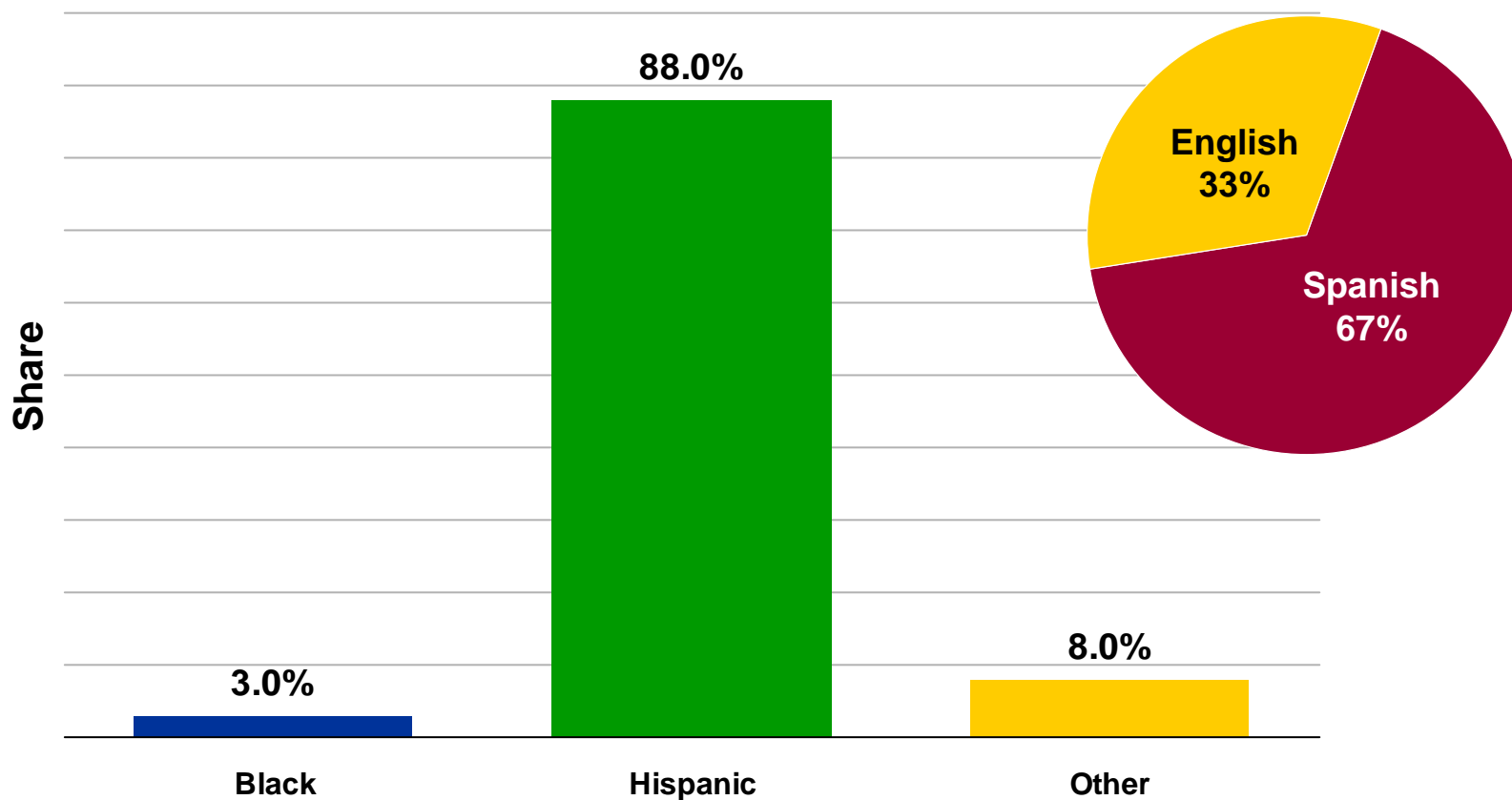


# The Primary Audience Concentration for the Latino Urban Format Is 12-34



Source: New York Metro, Mon-Sun 6AM-Mid, Cume Audience Composition, Spring 2006

# The Format Attracts More English-Dominant Hispanics Than Other Hispanic Formats



Sources: Cume Composition, Houston, Spring 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM;  
Primary-Language Cume Composition, Houston, Spring 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM



# Format is growing with “Other” 18-34s

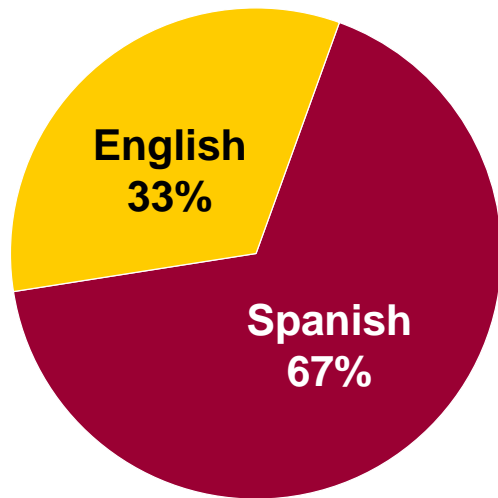
	Winter 2006			Spring 2006		
Market	Black	Hispanic	Other	Black	Hispanic	Other
Dallas KZZA	6%	84%	12%	2%	<b>75%</b>	<b>23%</b>
Dallas KFZO	0%	98%	2%	0%	<b>93%</b>	<b>7%</b>
Denver	0%	100%	0%	0%	<b>87%</b>	<b>13%</b>
Fresno	n/a	100%	0%	n/a	<b>95%</b>	<b>0%</b>
New York	1%	92%	7%	1%	<b>89%</b>	<b>9%</b>
San Francisco	0%	97%	1%	0%	<b>95%</b>	<b>5%</b>

Source: Metros, Winter 2006 and Spring 2006 Ethnic Composition, Mon-Sun 6AM-Mid, Persons 18-34

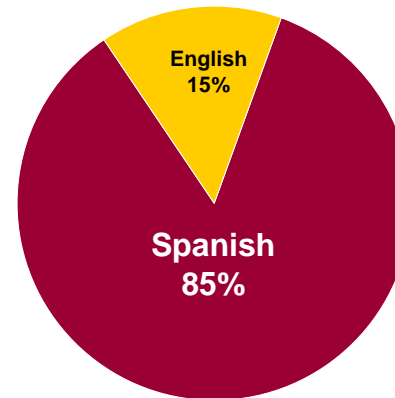


# How Does the Latino Urban Language Balance Compare to Other Spanish-Dominant Stations in Houston?

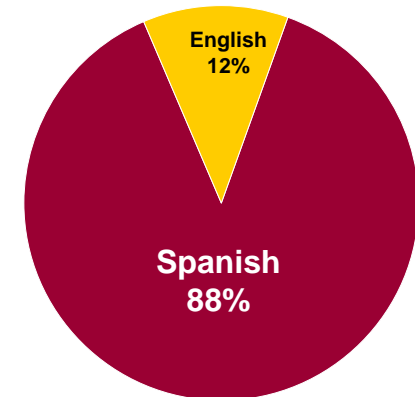
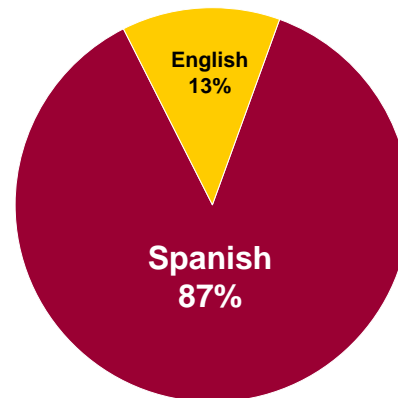
Reggaetón KLOL-FM



Mexican Regional KLTN-FM



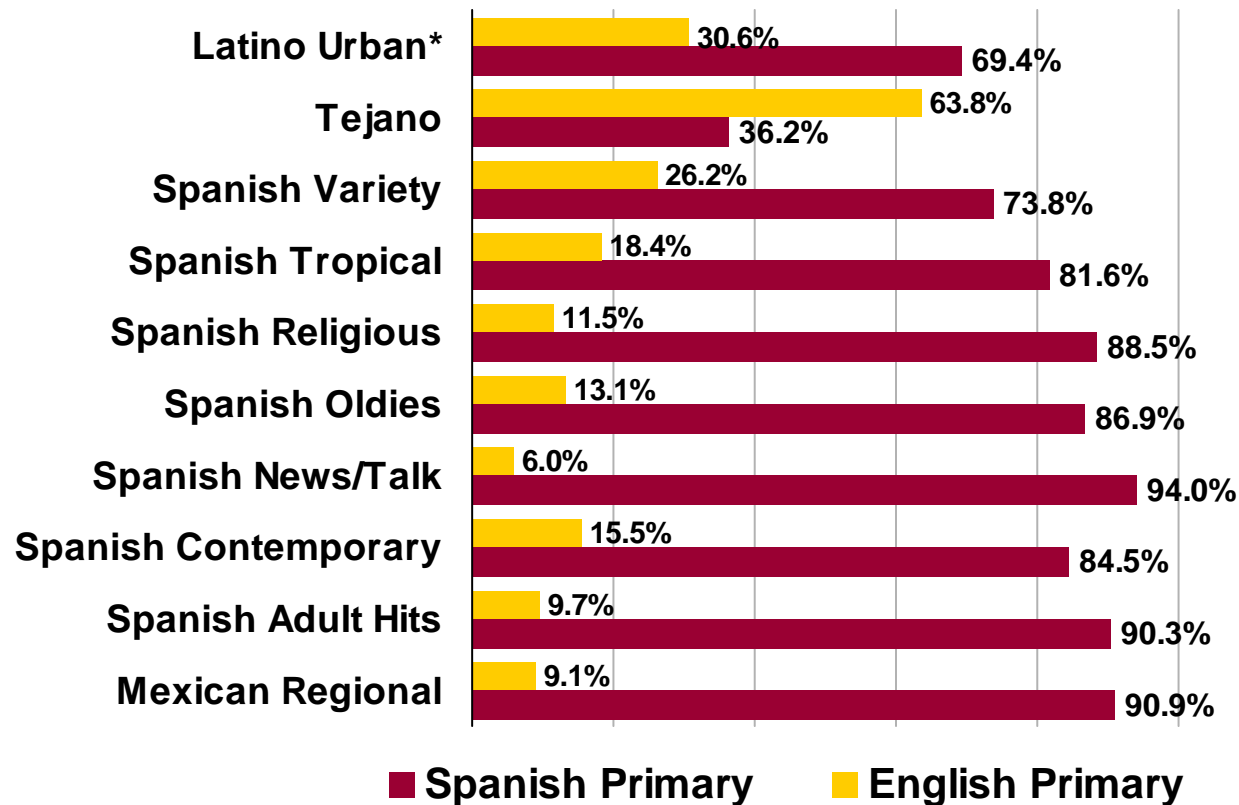
Mexican Regional KTJM-FM Spanish Contemporary KOVE-FM



Source: Primary-Language Cume Composition, Houston, Spring 2006, Mon-Sun 6AM-Mid, Persons 12+, KLOL-FM, KLTN-FM, KOVE-FM, KTJM-FM



# How Does the Latino Urban Language Balance Compare to Other Spanish Formats Nationally?



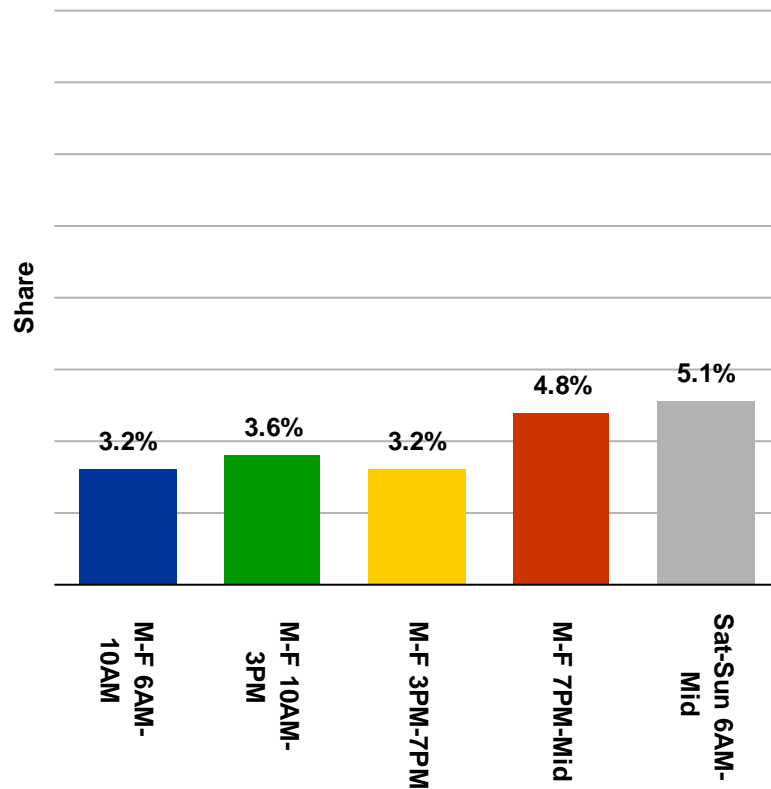
\*Note: Latino Urban stats were determined from 14 stations used in this study.

Source: Language Preference by Format % of Unweighted Quarter-Hours Spring 2006  
 Mon-Sun Mid-Mid, Hispanic Persons 12+ in Total U.S.

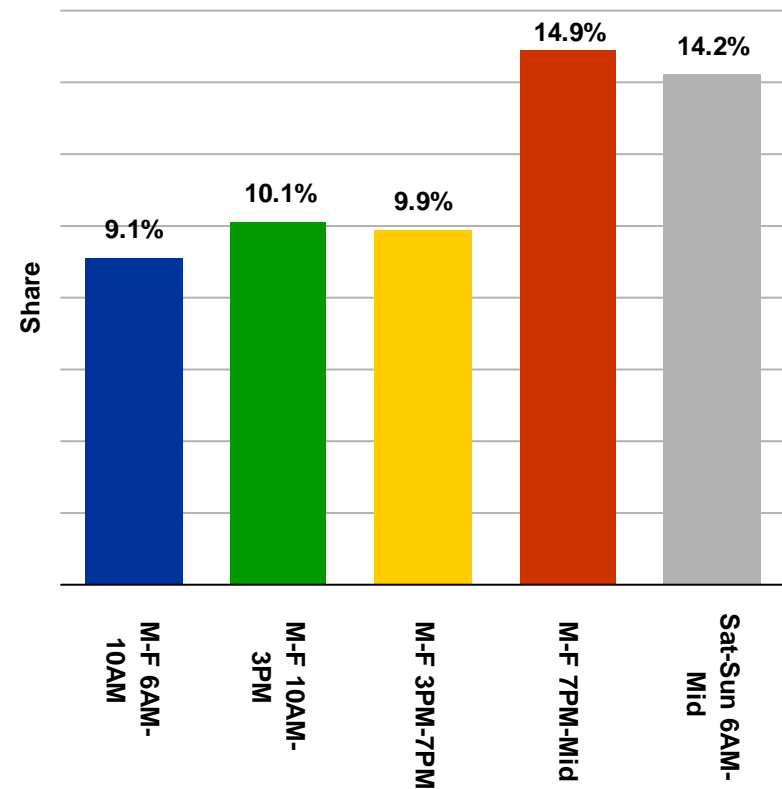


# Latino Urban Is Strongest During Evenings and Weekends. Mornings Do Not Drive the Format

Persons 18-34



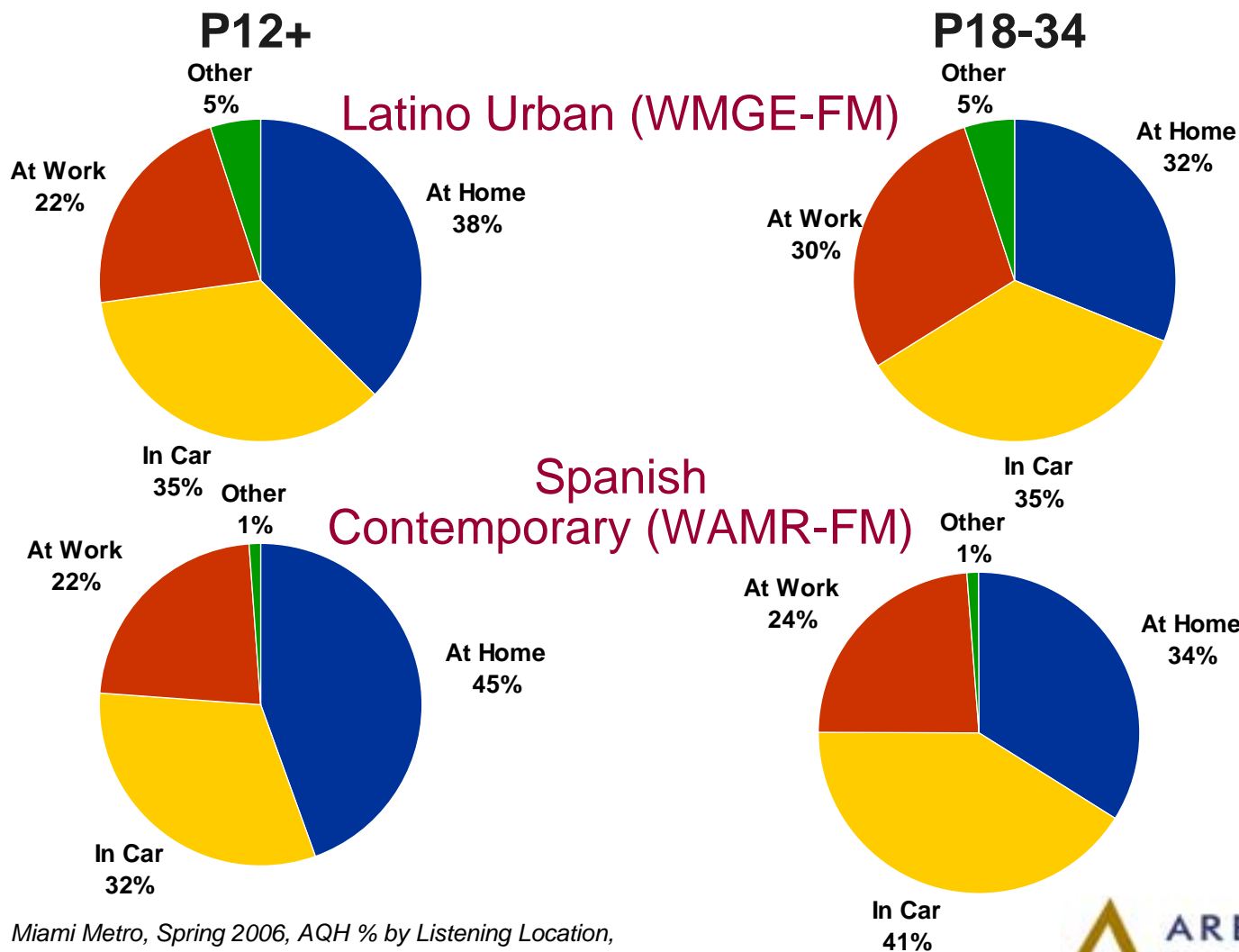
Persons 18-34 Hispanic



Source: Chicago Metro, Spring 2006, WVIX/WVIV Combined AQH Audience Share, Mon-Sun 6AM-Mid, Persons 18-34 & Persons 18-34 Hispanic



# Latino Urban Shows Strong Out-of-Home Listening with Core Demo



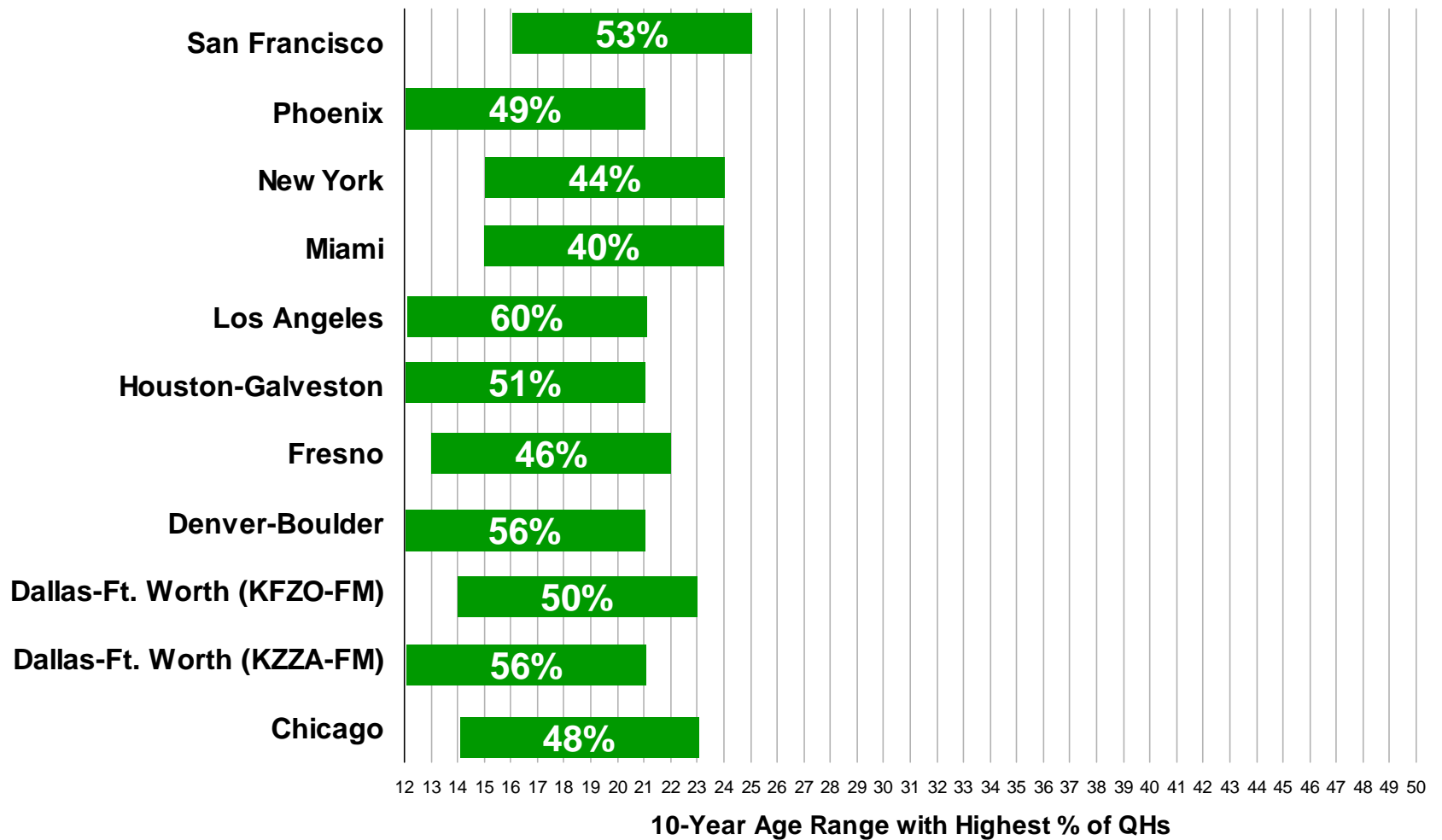
Source: Miami Metro, Spring 2006, AQH % by Listening Location, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34

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# The Real Core of Latino Urban

## 10-Year Age Range and Percent of Audience in Those 10 Years



Source: Metro, Spring 2006, % Total Quarter-Hours, Mon-Sun 6AM-Mid, Persons 12+





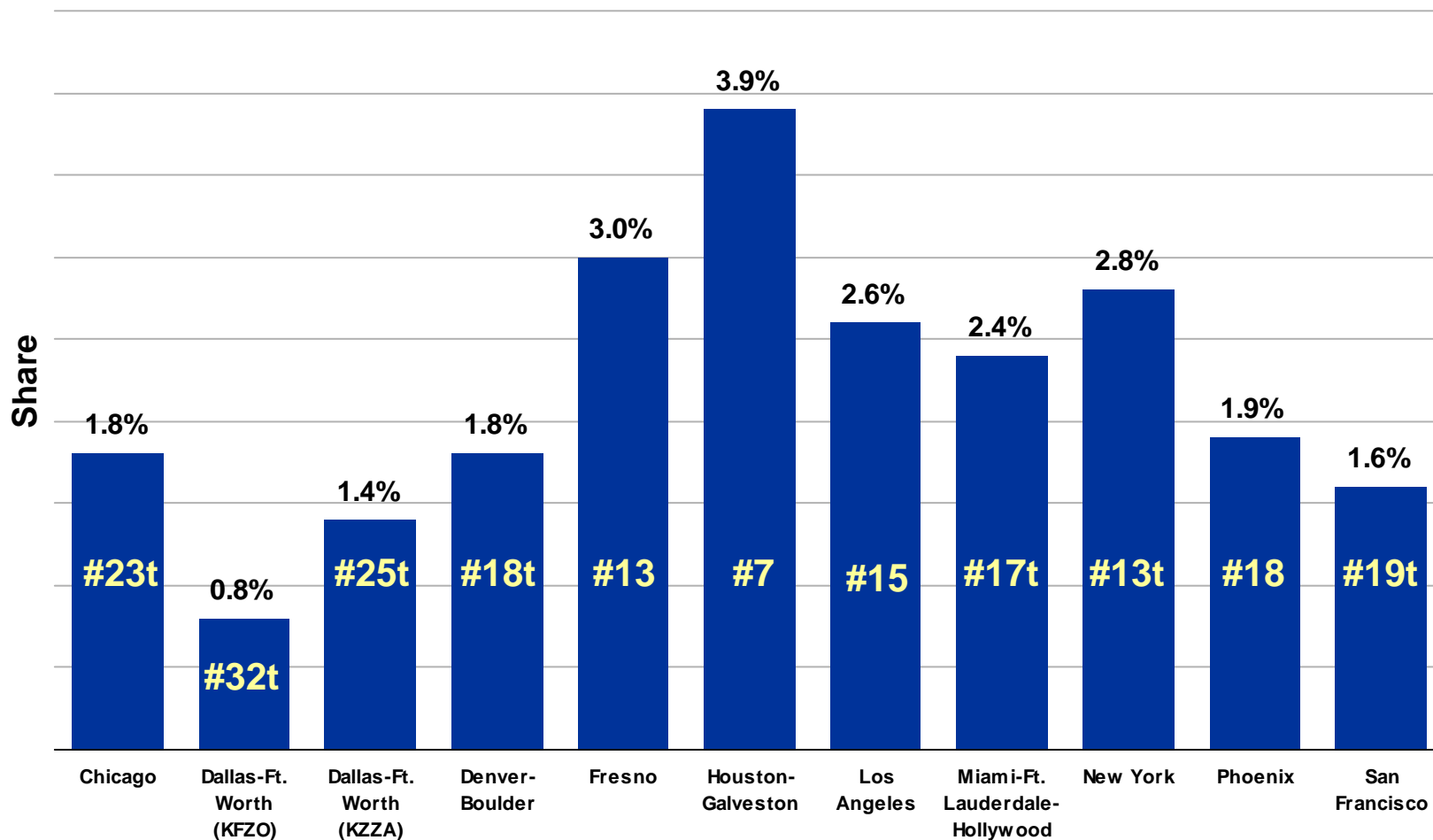
# The New Latino Urban Format

How's the Format Performing?



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# Overall Persons 12+ AQH Share and Rank

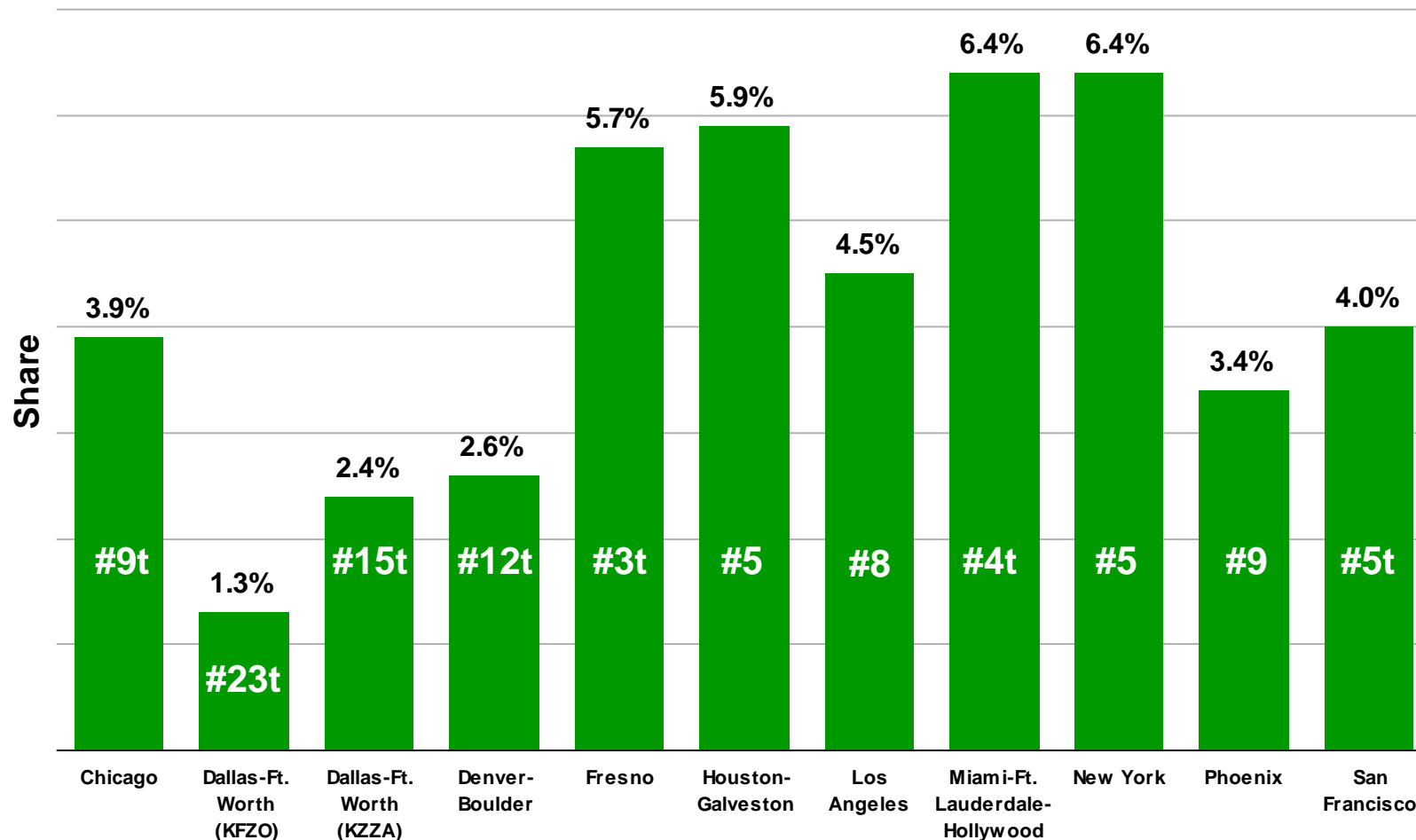


t = Tied rank

Source: AQH Audience Share, Spring 2006, Mon-Sun 6AM-Mid, Persons 12+



# Overall Persons 18-34 AQH Share and Rank



t = Tied rank

Source: AQH Audience Share, Spring 2006, Mon-Sun 6AM-Mid, Persons 18-34



# Persons 18-34 Hispanic Cume and TSL Rank Position of Latino Urban

Call Letters	Cume Rank	TSL Rank	Market
WVIX-FM/WVIV-FM	2t	14t	Chicago
KZZA-FM	7	16	Dallas-Ft. Worth
KFZO-FM	9	22t	
KMGG-FM	2	15t	Denver-Boulder
KLLE-FM	4	9	Fresno
KLOL-FM	2	8	Houston-Galveston
KXOL-FM	4	11t	Los Angeles
WMGE-FM	2	4t	Miami-Ft. Lauderdale-Hollywood
WZAA-FM/WCAA-FM	2	5t	New York
KVIB-FM	4	8	Phoenix
KVVZ-FM/KVVF-FM	3t	11t	San Francisco

T = tied rank

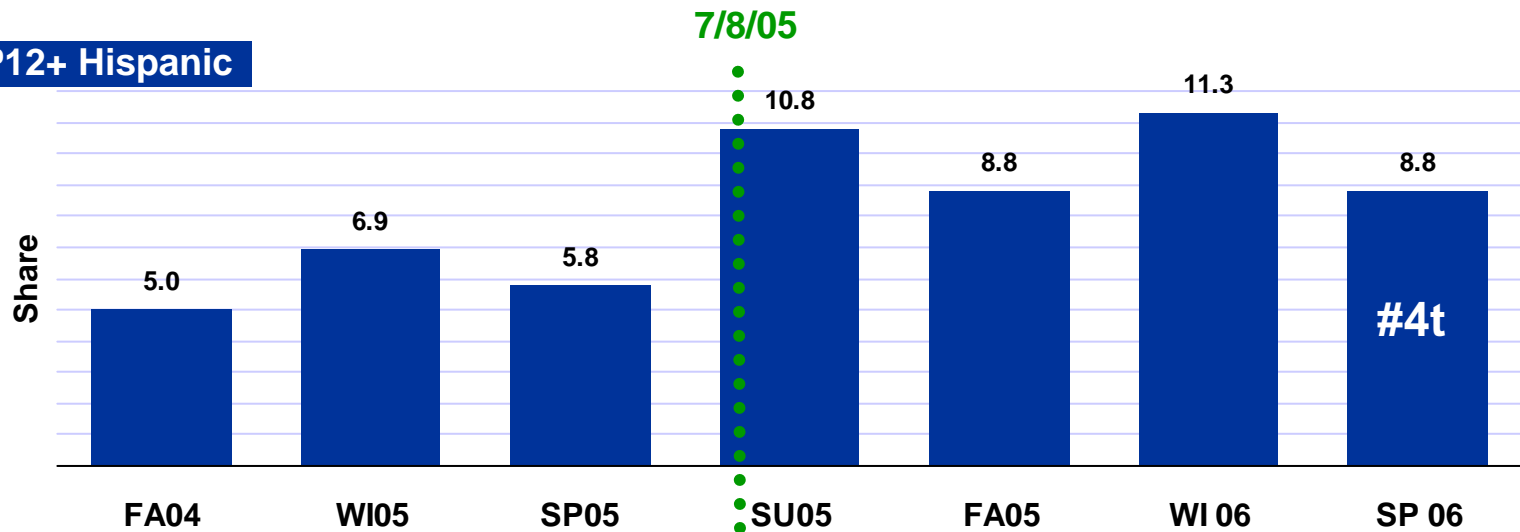
Source: Spring 2006 Survey, Adults 18-34 Hispanic / Cume Persons & Weekly TSL (Hrs/Mins)



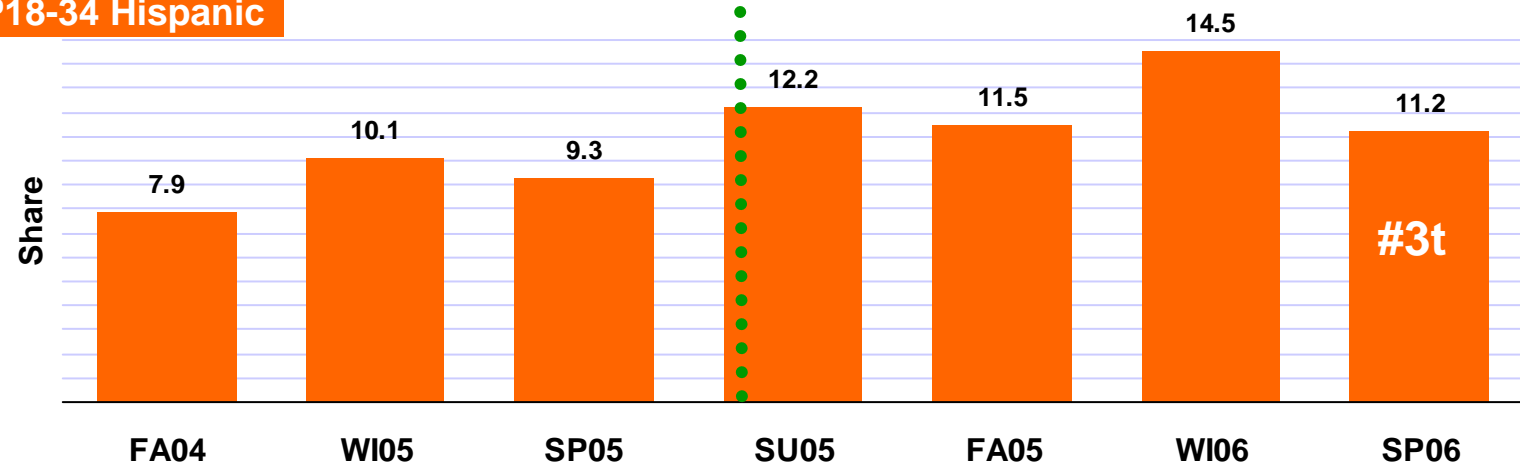
# WVIX-FM/WVIV-FM Chicago Hispanic Trends

Format Switch: 7/8/05

## P12+ Hispanic



## P18-34 Hispanic



T = tied rank

Source: AQH Share Trend, Chicago Metro, Fall 2004 - Spring 2006,  
Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic

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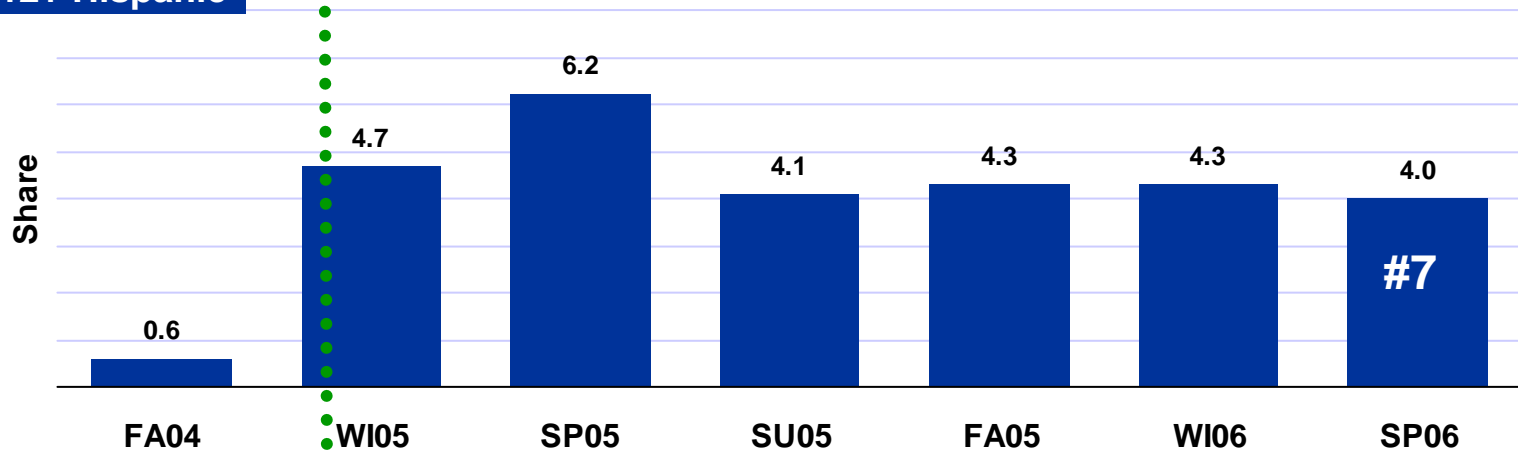


# KZZA-FM Dallas-Ft. Worth Hispanic Trends

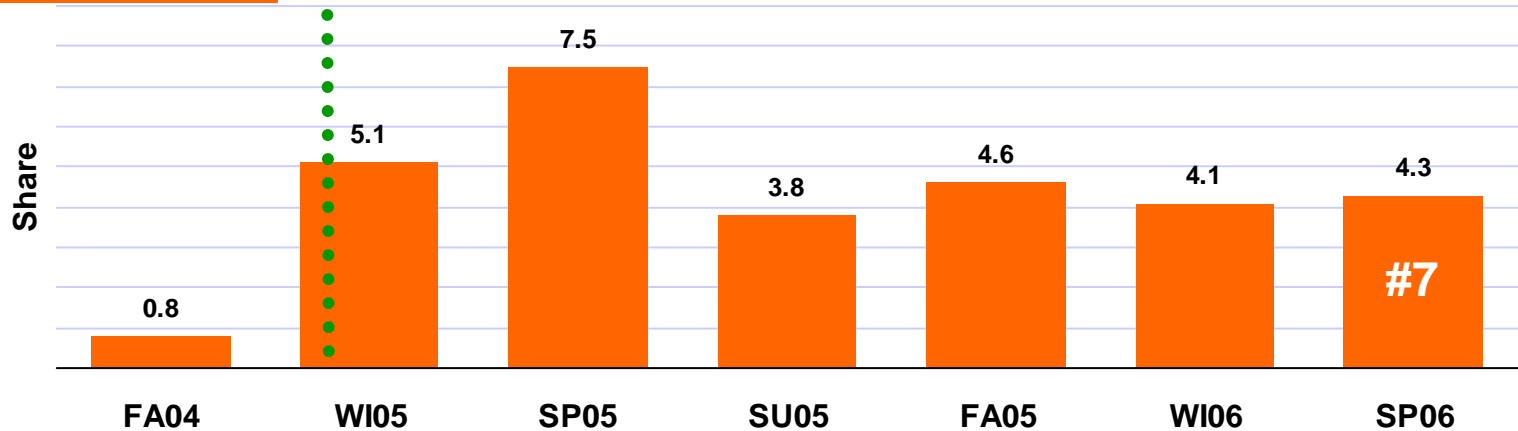
Format Switch: 2/23/05

**P12+ Hispanic**

2/23/05



**P18-34 Hispanic**



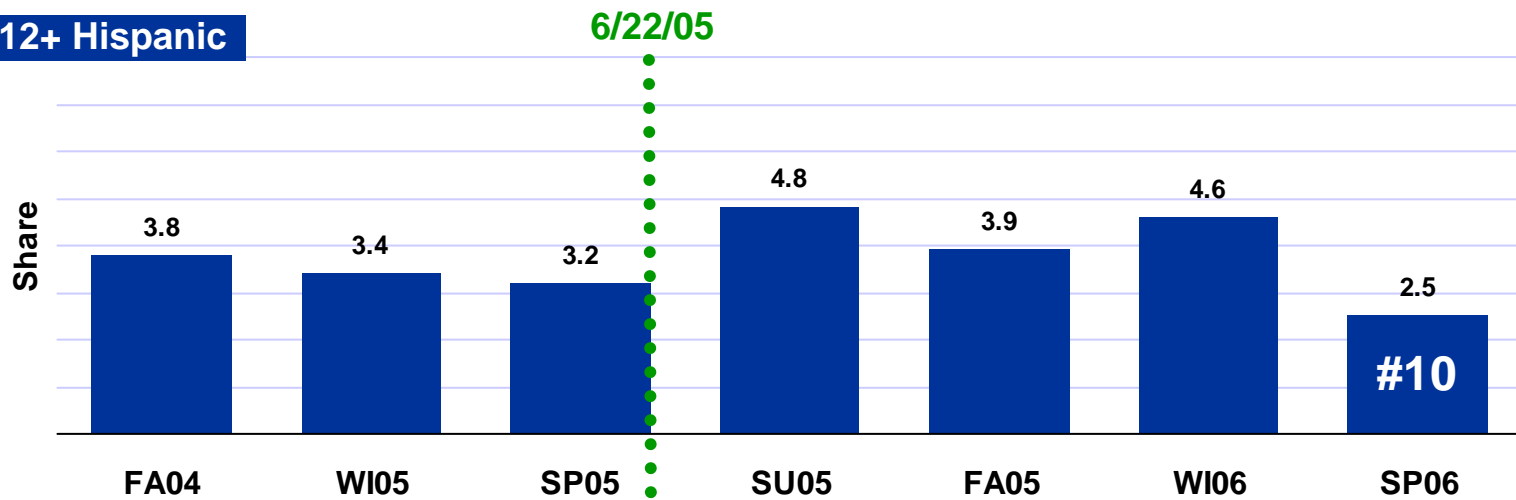
Source: AQH Share Trend, Dallas-Ft. Worth Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



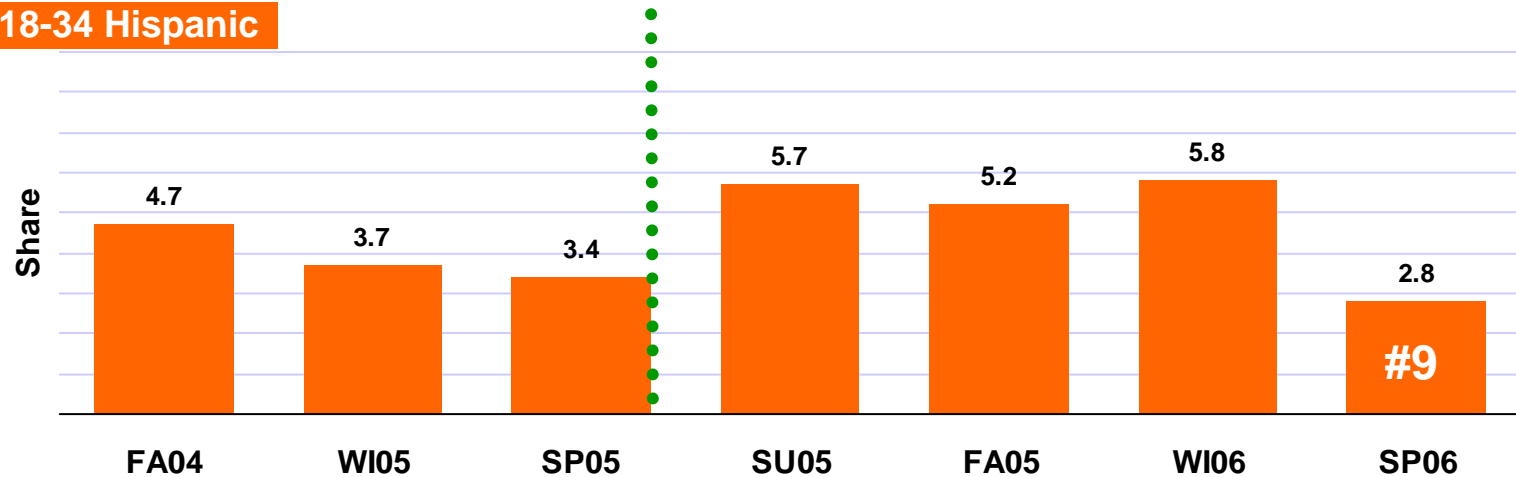
# KFZO-FM Dallas-Ft. Worth Hispanic Trends

Format Switch: 6/22/05

## P12+ Hispanic



## P18-34 Hispanic



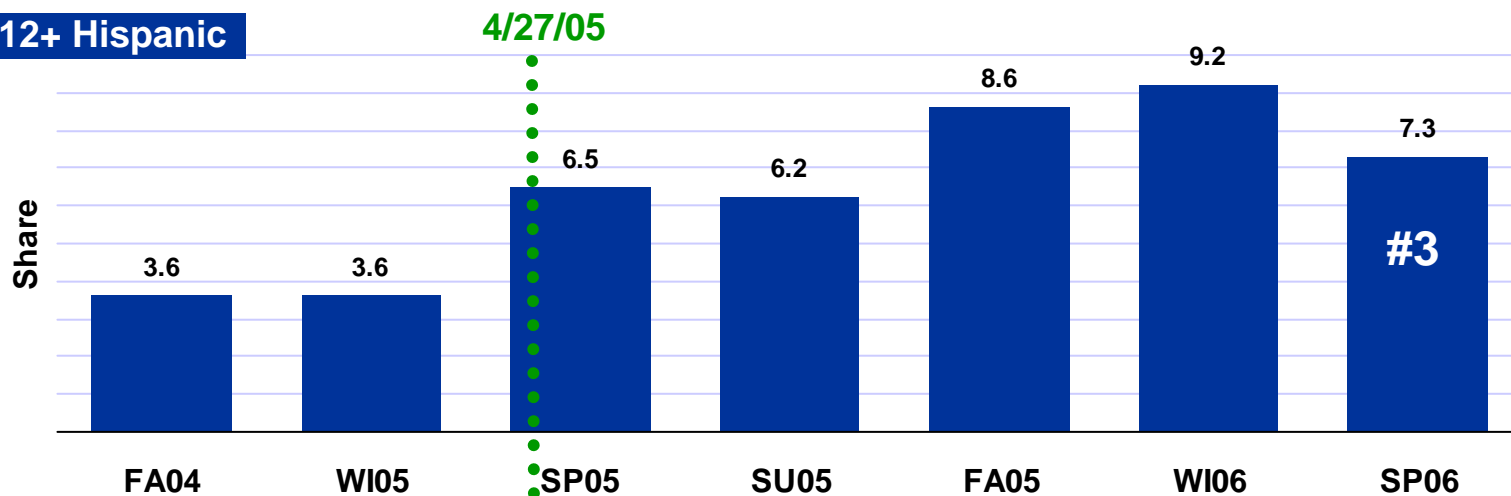
Source: AQH Share Trend, Dallas-Ft. Worth Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



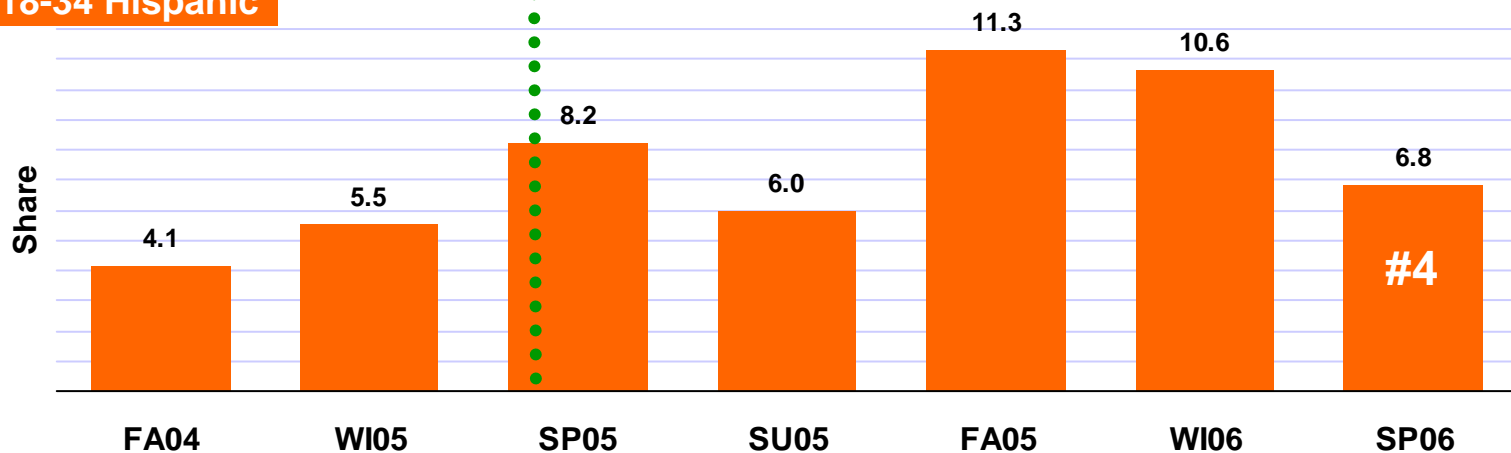
# KMGG-FM Denver-Boulder Hispanic Trends

Format Switch: 4/27/05

## P12+ Hispanic



## P18-34 Hispanic



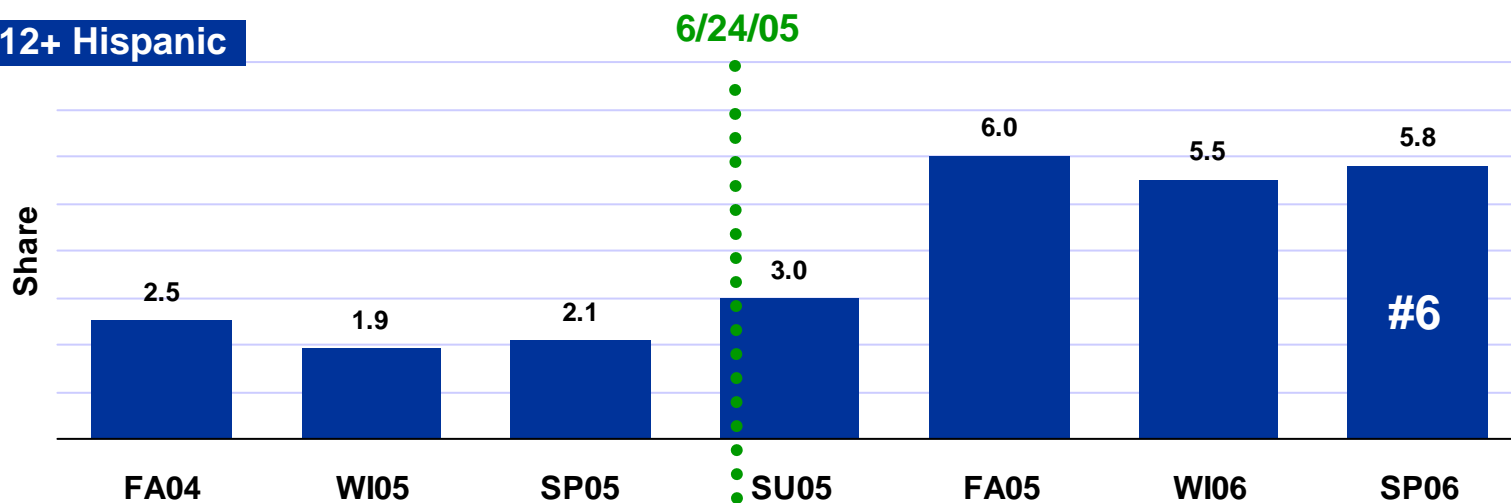
Source: AQH Share Trend, Denver-Boulder Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



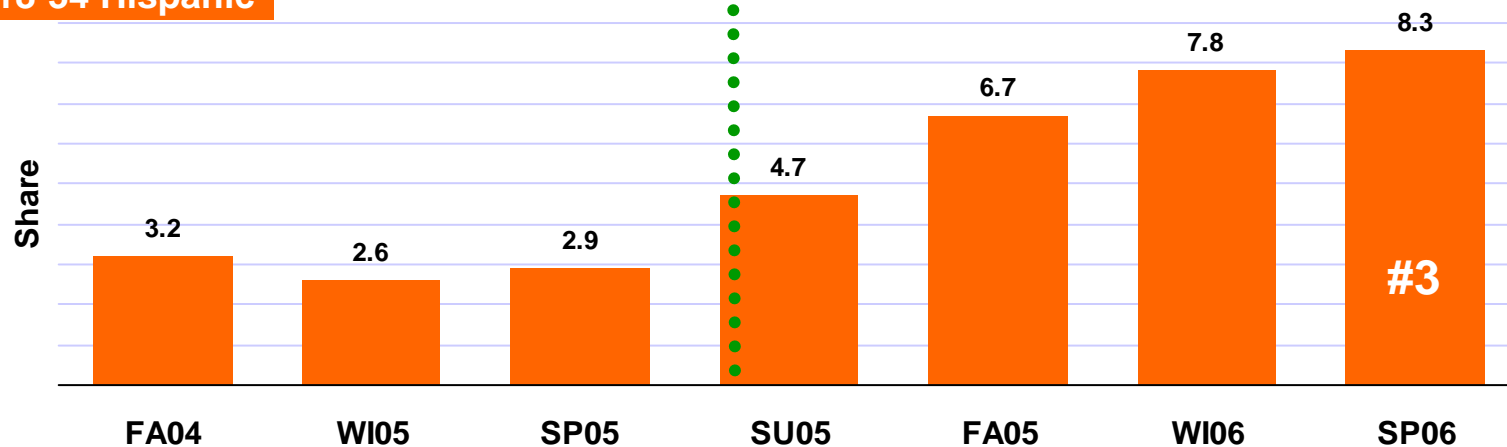
# KLLE-FM Fresno Hispanic Trends

Format Switch: 6/24/05

## P12+ Hispanic



## P18-34 Hispanic



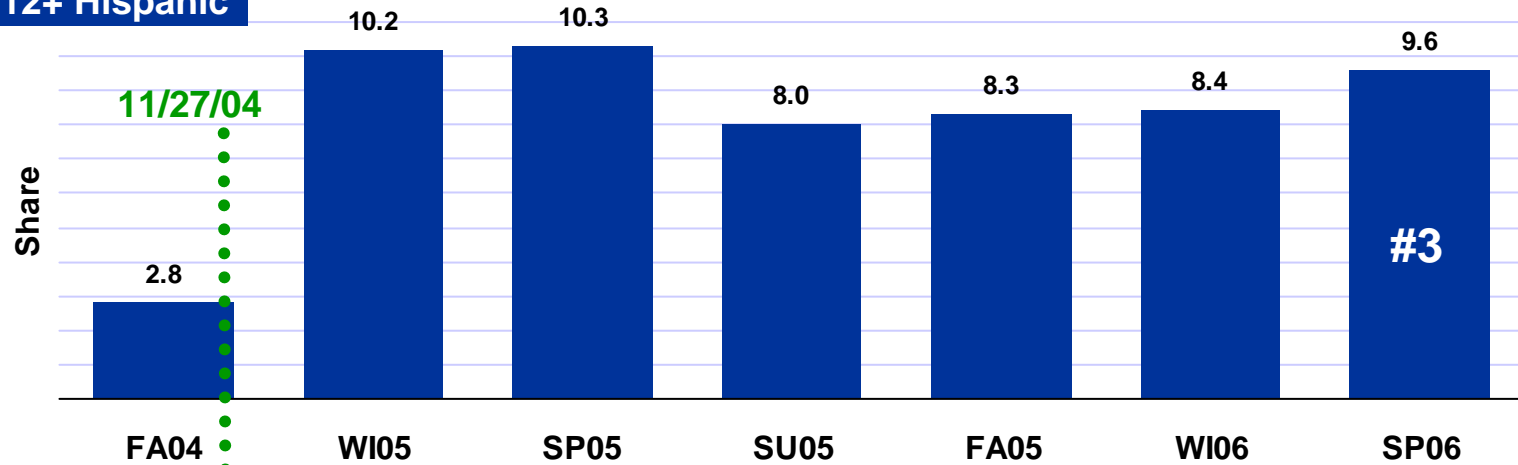
Source: AQH Share Trend, Fresno Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



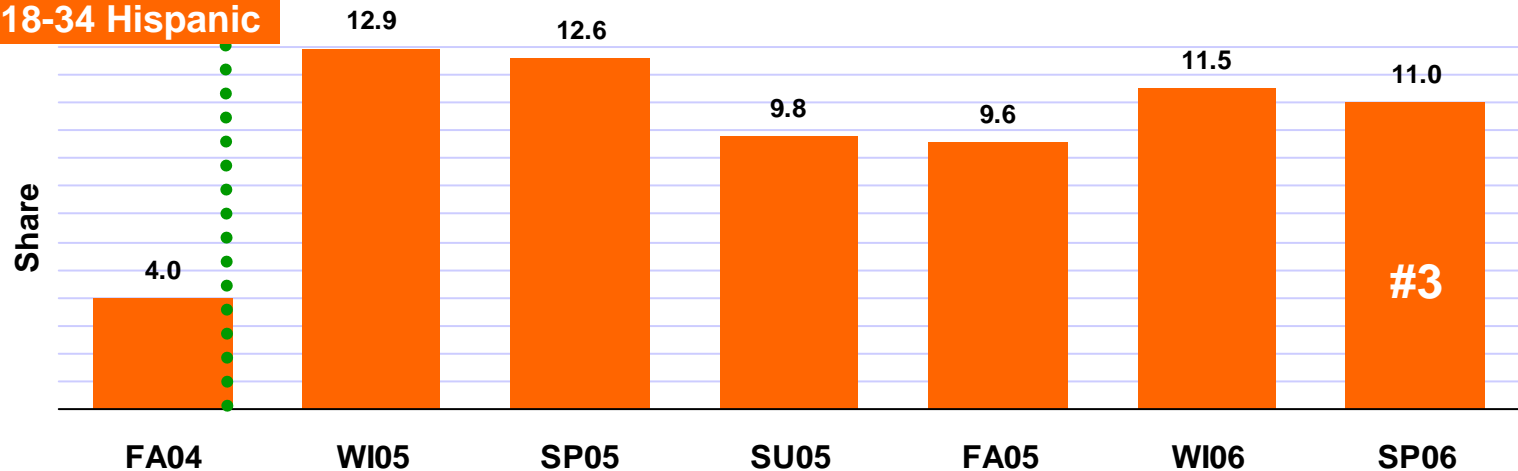
# KLOL-FM Houston-Galveston Hispanic Trends

Format Switch: 11/27/04

## P12+ Hispanic



## P18-34 Hispanic



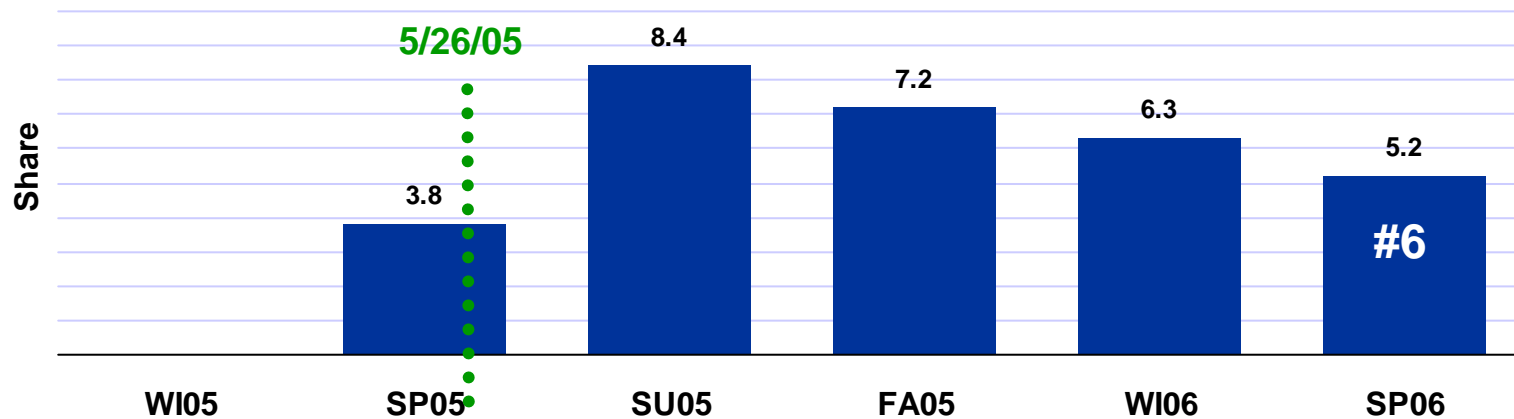
Source: AQH Share Trend, Houston-Galveston Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



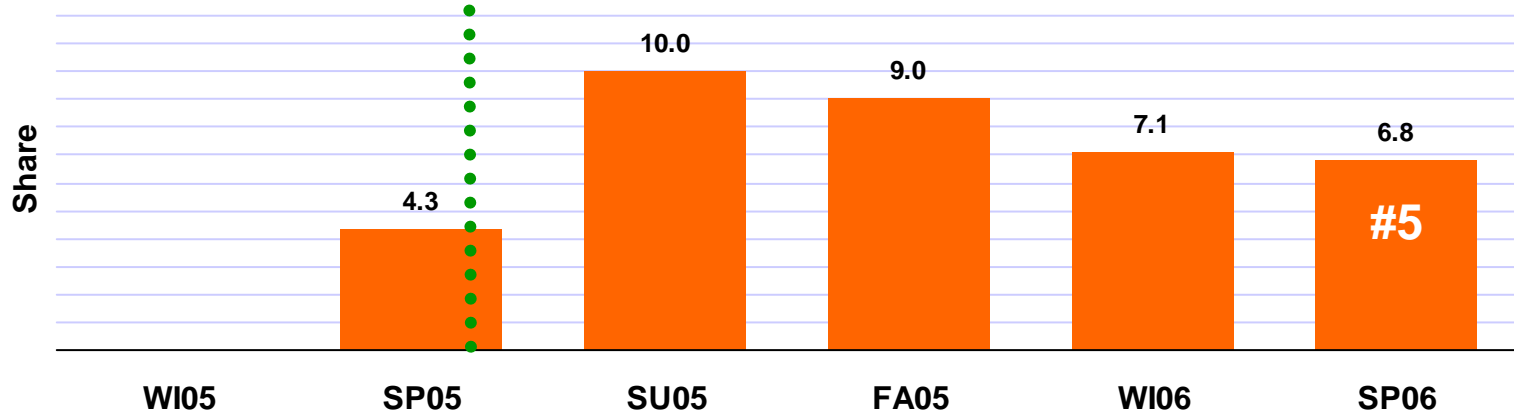
# KXOL-FM Los Angeles Hispanic Trends

Format Switch: 5/26/05

## P12+ Hispanic



## P18-34 Hispanic



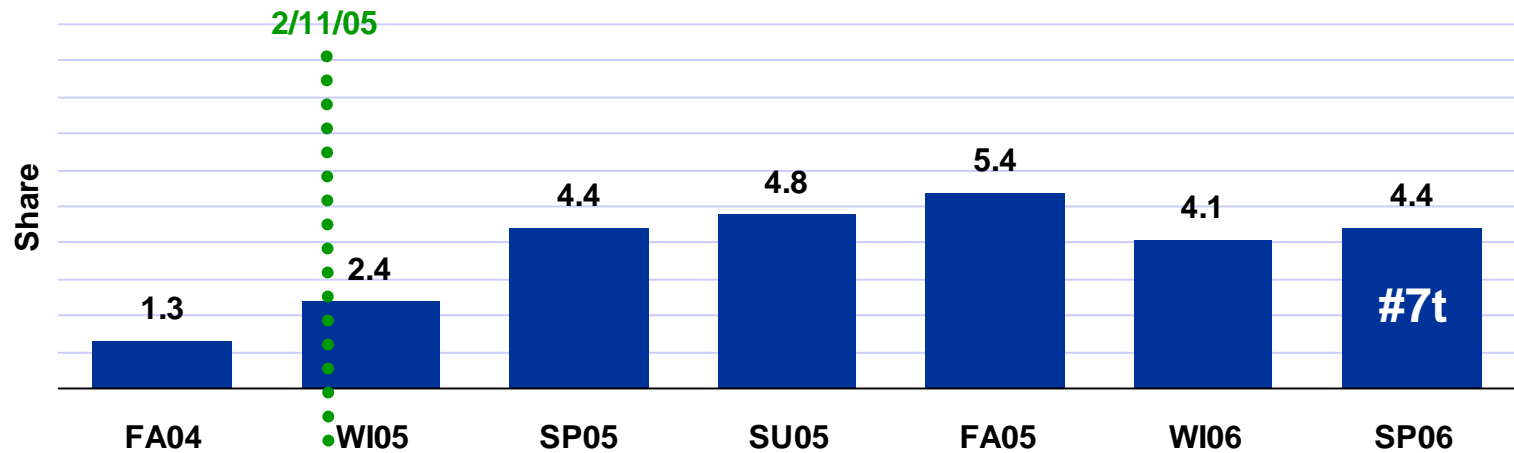
Source: AQH Share Trend, Los Angeles Metro, Spring 2005 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



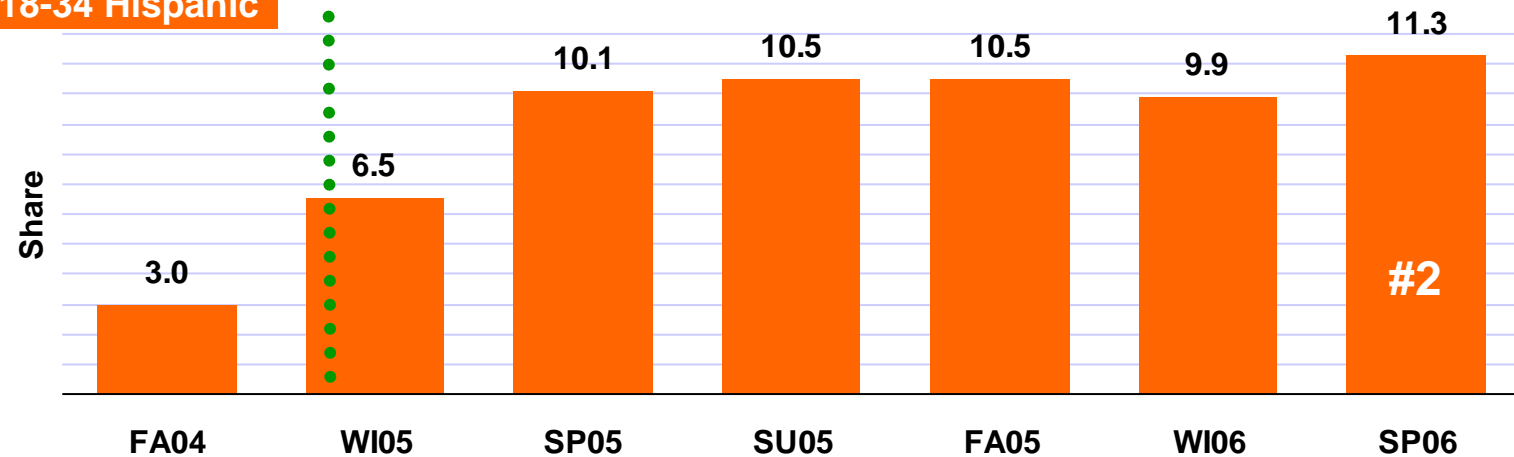
# WMGE-FM Miami-Ft. Lauderdale-Hollywood Hispanic Trends

## Format Switch: 2/11/05

### P12+ Hispanic



### P18-34 Hispanic



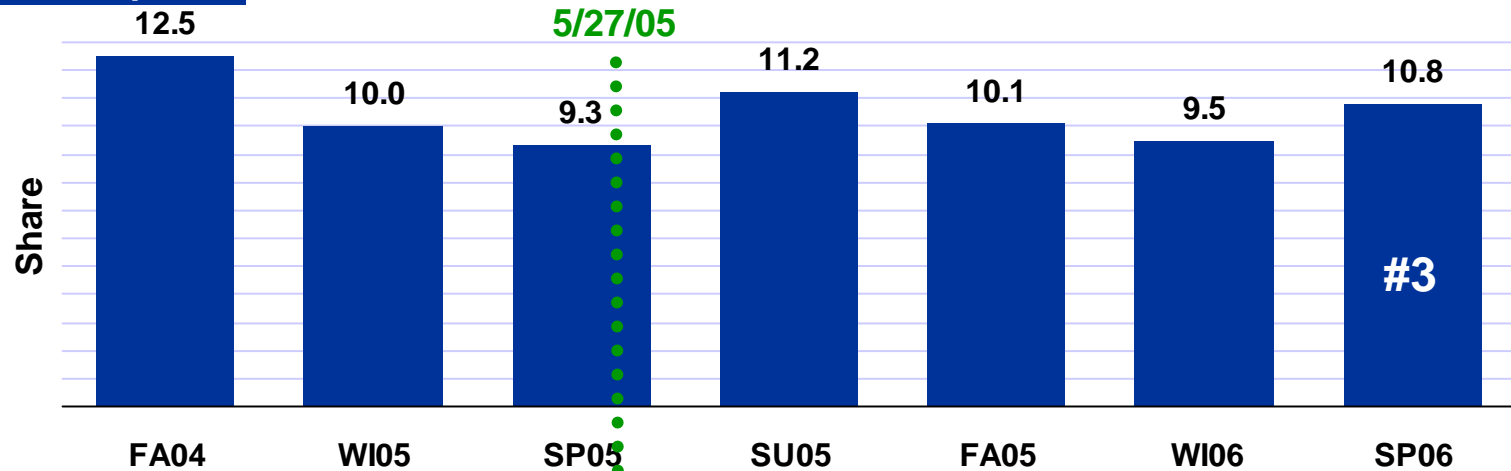
Source: AQH Share Trend, Miami-Ft. Lauderdale-Hollywood Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



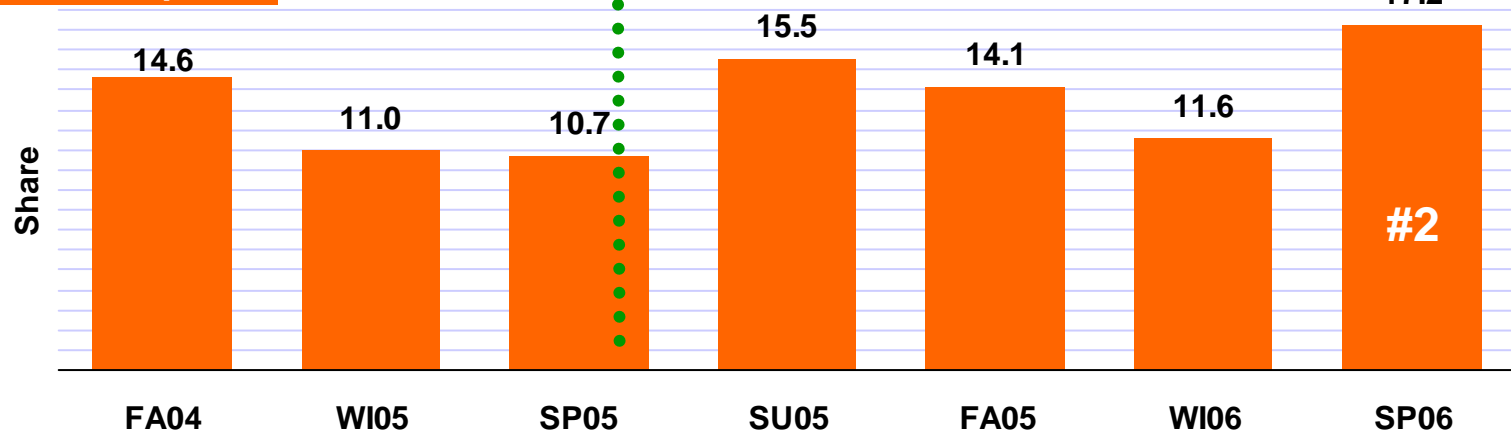
# WZAA-FM/WCAA-FM New York Hispanic Trends

Format Switch: 5/27/05

## P12+ Hispanic



## P18-34 Hispanic



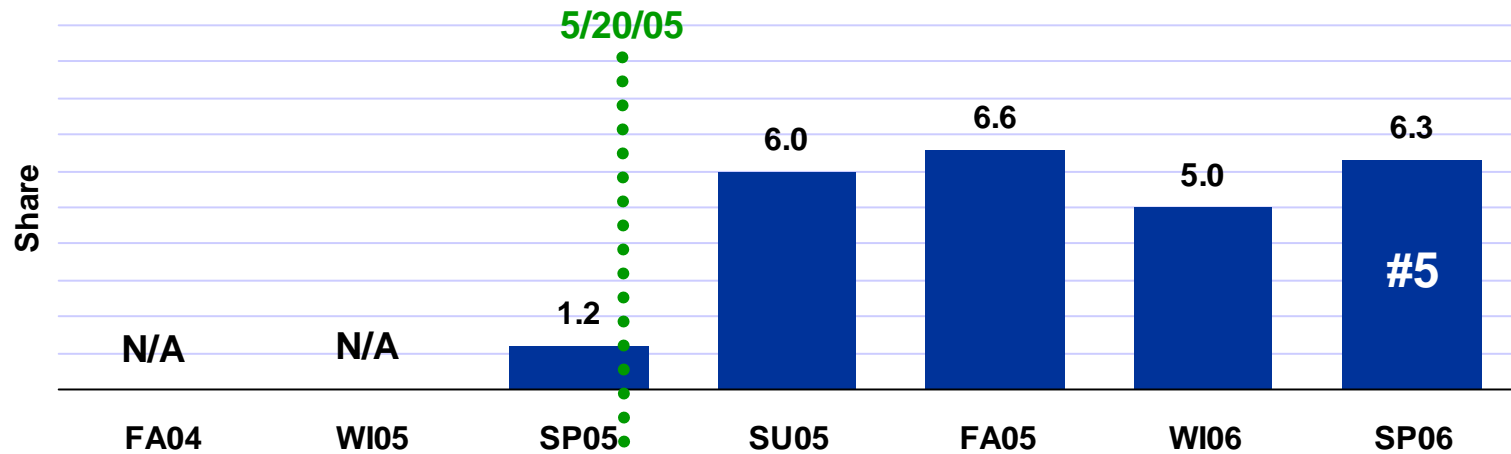
Source: AQH Share Trend, New York Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic



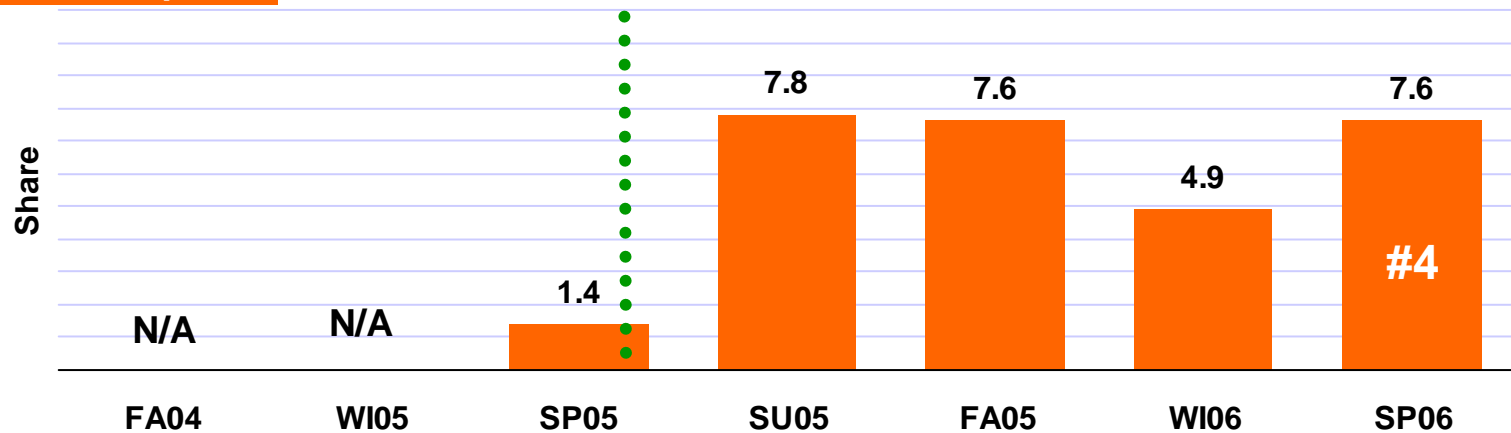
# KVIB-FM Phoenix Hispanic Trends

Format Switch: 5/20/05

## P12+ Hispanic



## P18-34 Hispanic



N/A = No data due to station's off-air status.

Source: AQH Share Trend, Phoenix Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic

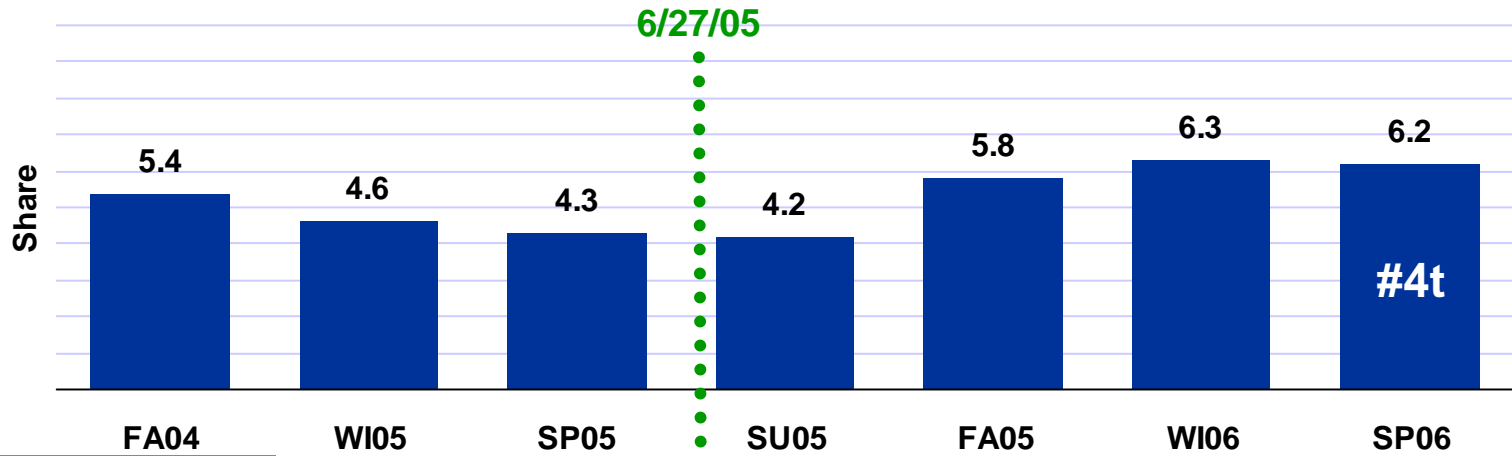
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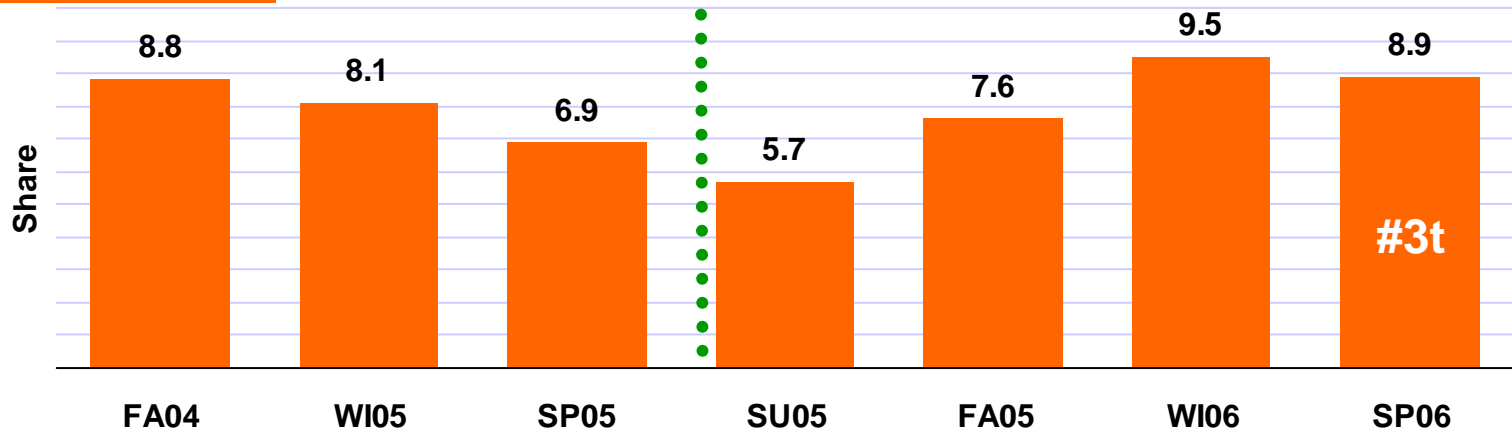
# KVVZ-FM/KVVF-FM San Francisco Hispanic Trends

## Format Switch: 6/27/05

### P12+ Hispanic



### P18-34 Hispanic



Source: AQH Share Trend, San Francisco Metro, Fall 2004 - Spring 2006, Mon-Sun 6AM-Mid, Persons 12+ and Persons 18-34 Hispanic





# The New Latino Urban Format

Which Stations Do These  
Audiences Come From?



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# Where Are the Hispanic Teens Migrating From?

Market	Format/%Duplication	Format/%Duplication	Format/%Duplication
Chicago	Mexican Reg./79%	Rhythmic Cont. Hit/49%	Pop Cont. Hit/47%
Dallas (KZZA-FM)	Urban Contemp./53%	Pop Contemp./49%	Urban Contemp./63%
Denver	Spanish Contemp./87%	Mexican Reg./58%	Rhythmic Cont. Hit/53%
Fresno	Pop Contemp./23%	Rhythmic Cont. Hit /25%	Rhythmic Cont. Hit/25%
Houston	Pop Contemp./48%	Rhythmic Cont. Hit/63%	Rhythmic Cont. Hit/52%
Los Angeles	Pop Contemp./41%	Rhythmic Cont. Hit/49%	Urban Contemp./49%
Miami	Urban Contemp./55%	Urban Contemp./54%	Rhythmic Cont. Hit/48%
New York	Urban Contemp./58%	Rhythmic Cont. Hit/61%	Spanish Tropical/71%
Phoenix	Mexican Reg./65%	Rhythmic Cont. Hit/45%	Pop Cont. Hit/47%
San Francisco	Mexican Reg./65%	Rhythmic Cont. Hit/39%	Rhythmic Cont. Hit/30%

Source: Spring 2006 Metro % of Cume Duplication P12-17 Hispanic





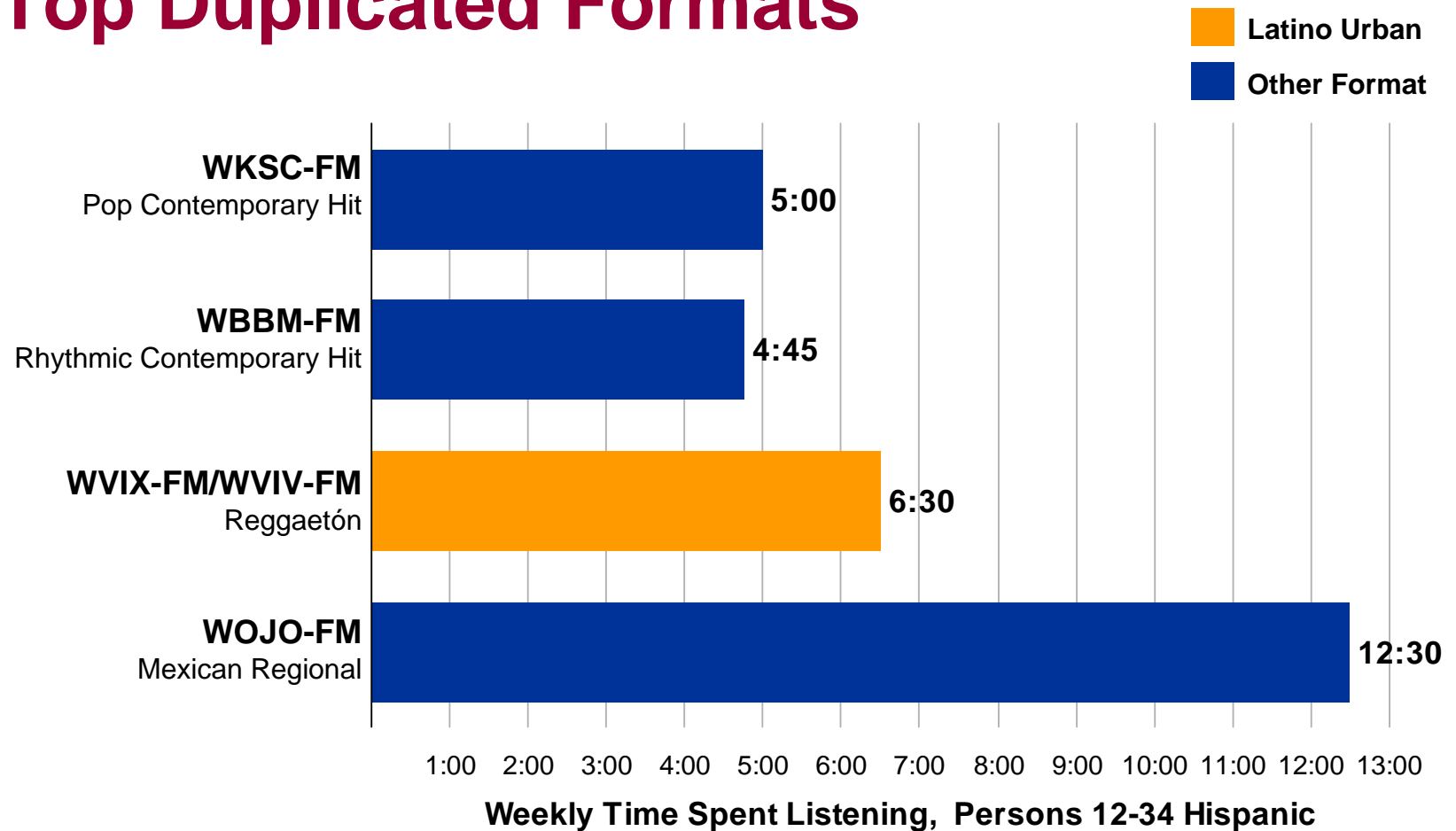
# The New Latino Urban Format

How Do These Formats Compare on TSL?



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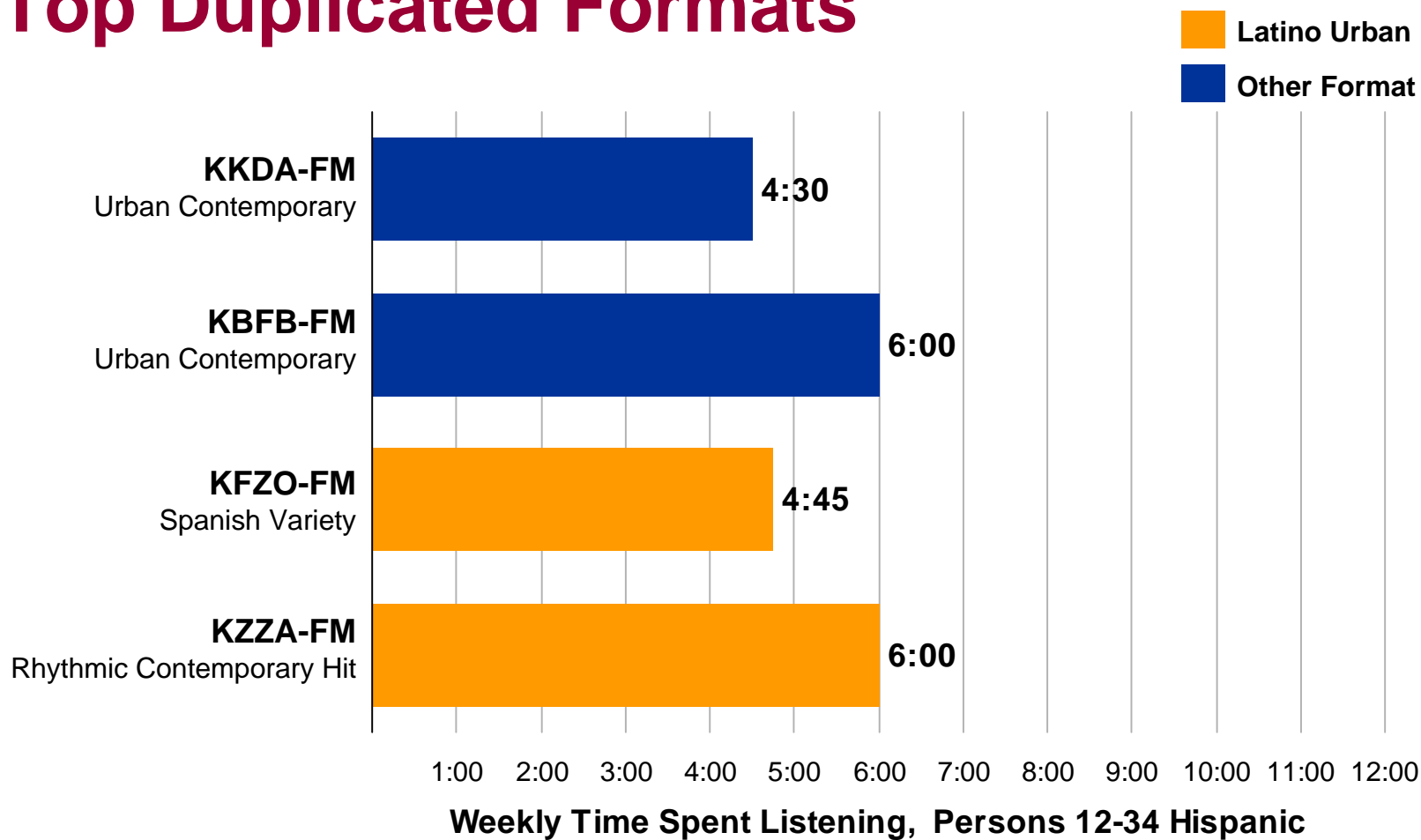
# Chicago Latino Urban TSL vs. Top Duplicated Formats



Source: Chicago Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

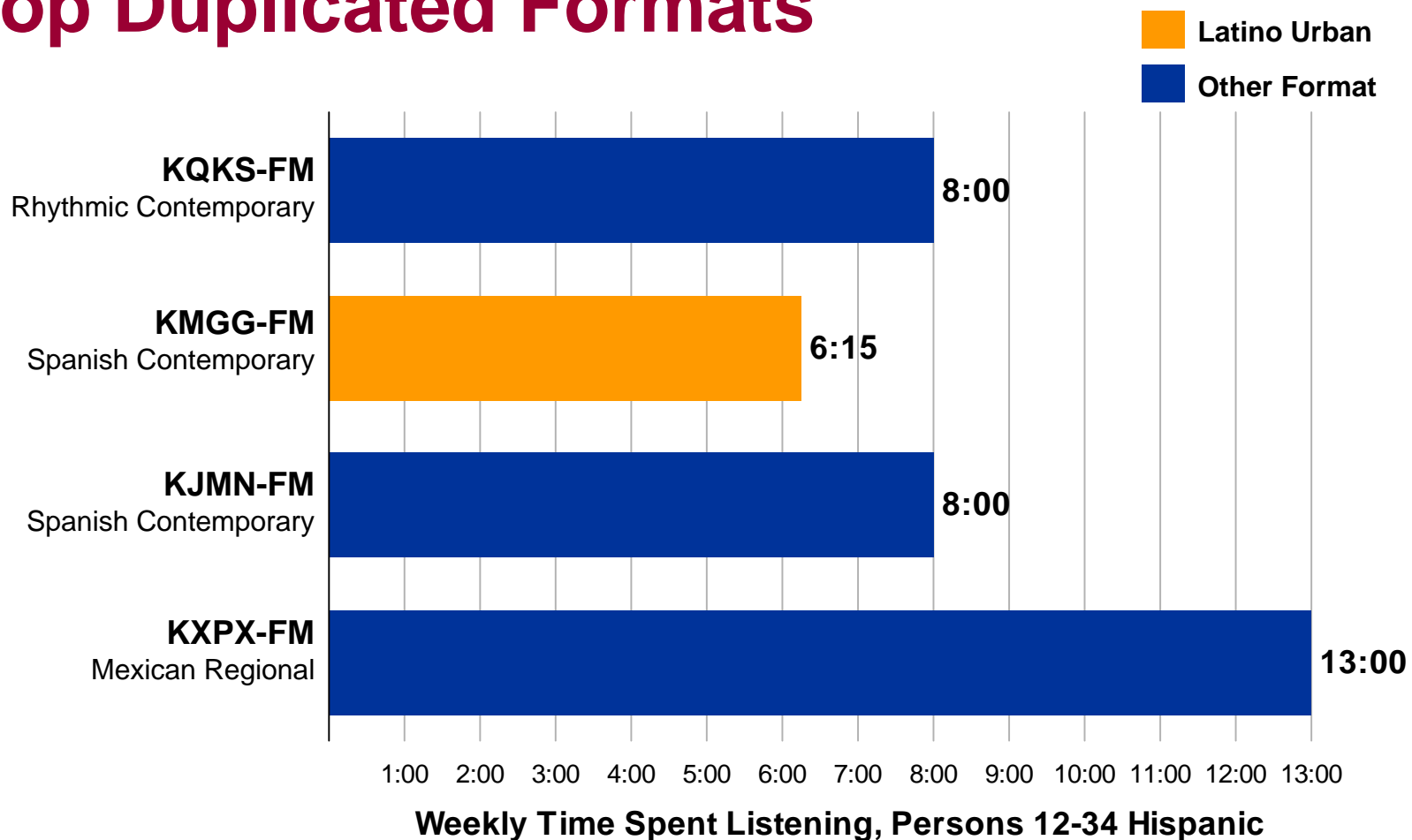


# Dallas-Ft. Worth Latino Urban TSL vs. Top Duplicated Formats



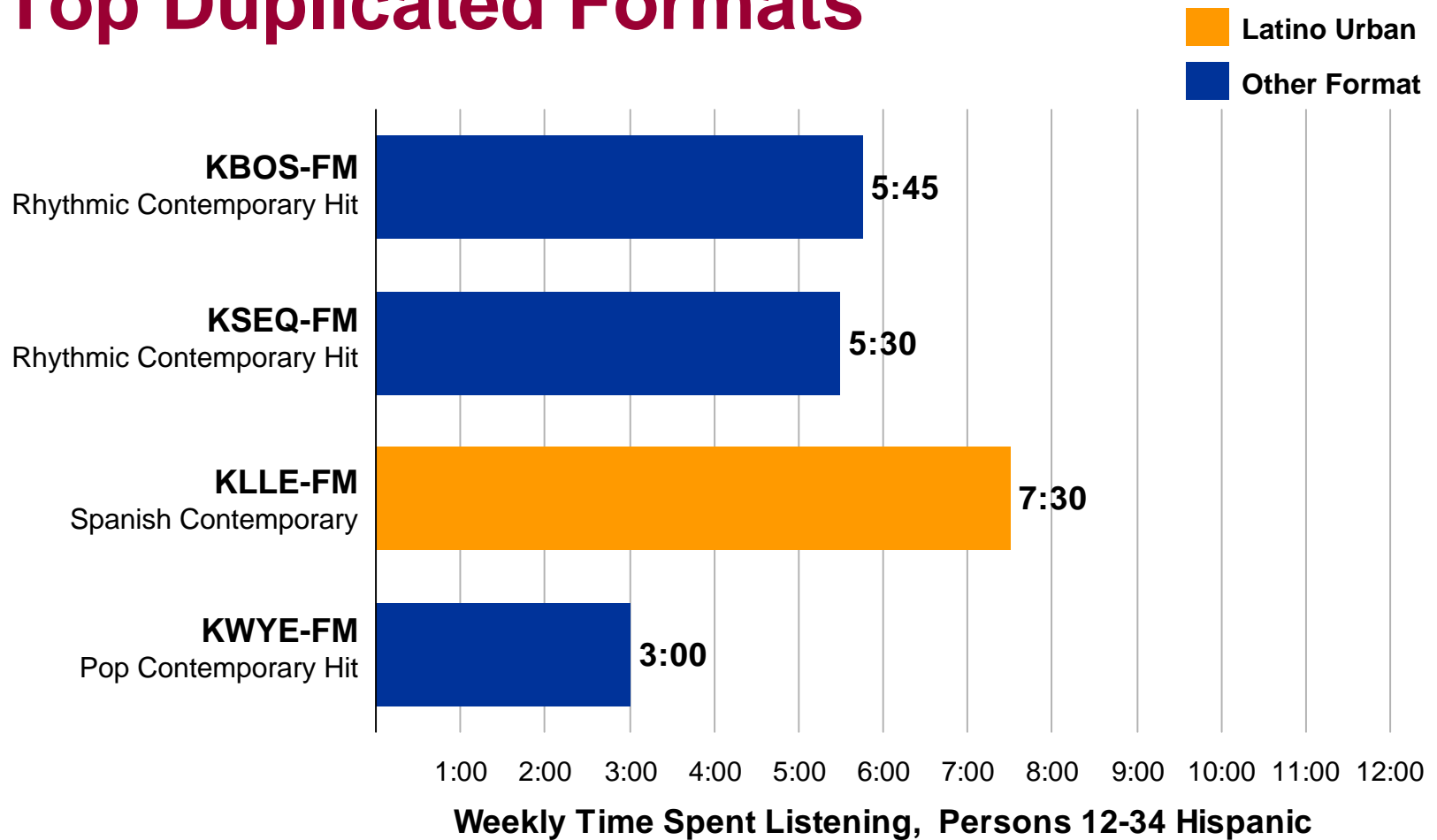
Source: Dallas-Ft. Worth Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

# Denver-Boulder Latino Urban TSL vs. Top Duplicated Formats



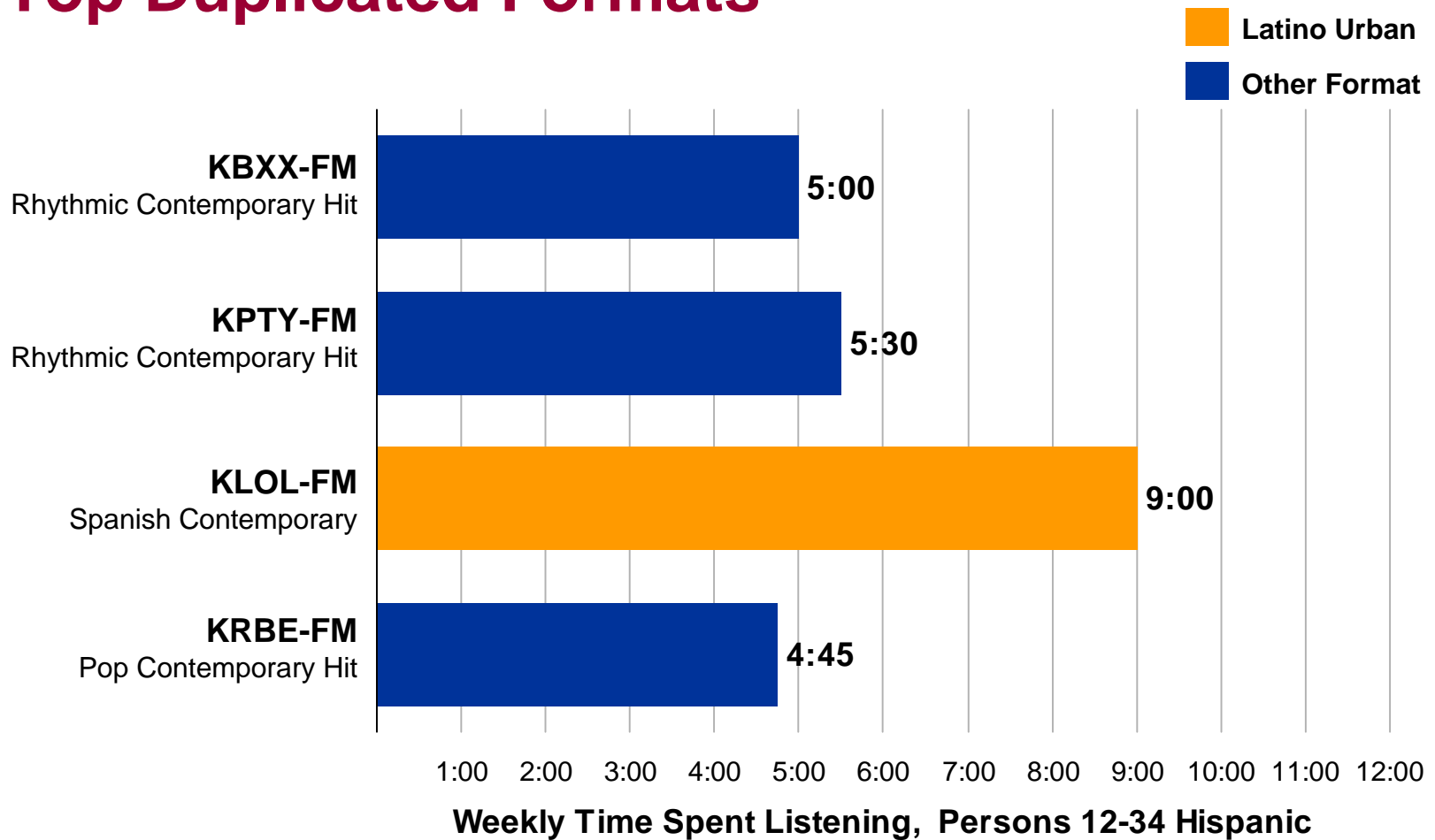
Source: Denver-Boulder Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

# Fresno Latino Urban TSL vs. Top Duplicated Formats



Source: Fresno Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

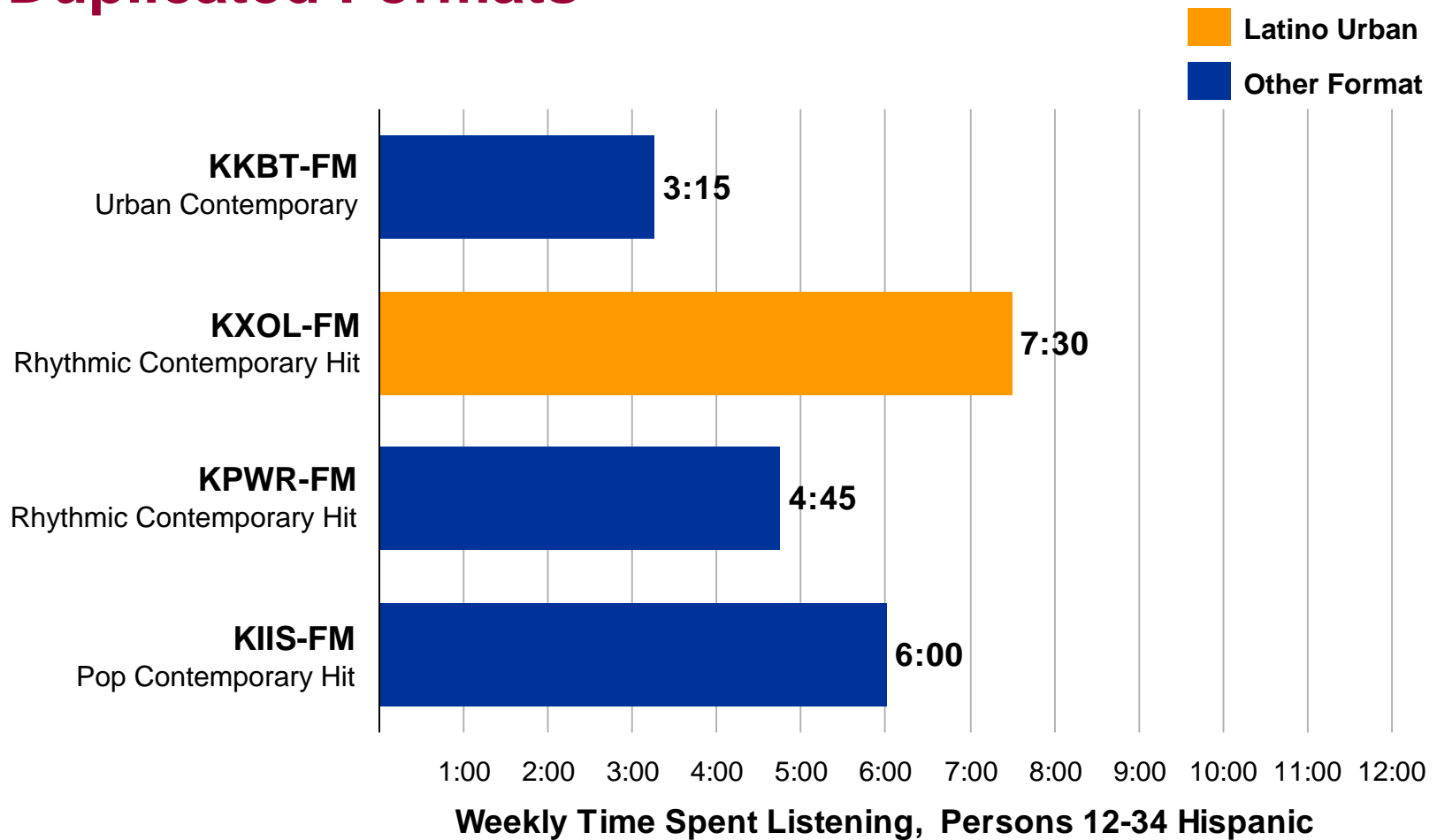
# Houston-Galveston Latino Urban TSL vs. Top Duplicated Formats



Source: Houston-Galveston Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)



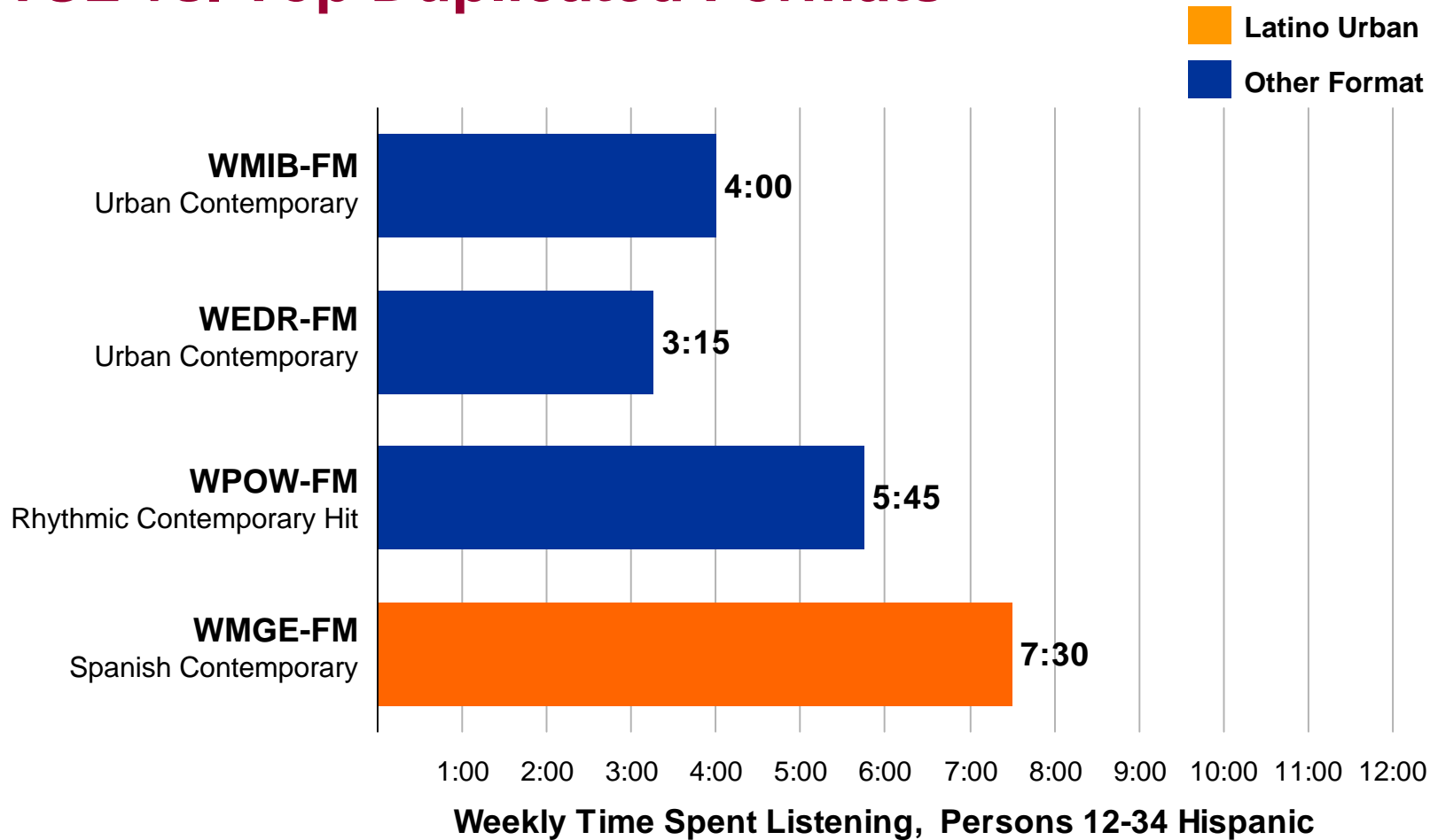
# Los Angeles Latino Urban TSL vs. Top Duplicated Formats



Source: Miami-Ft. Lauderdale-Hollywood Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

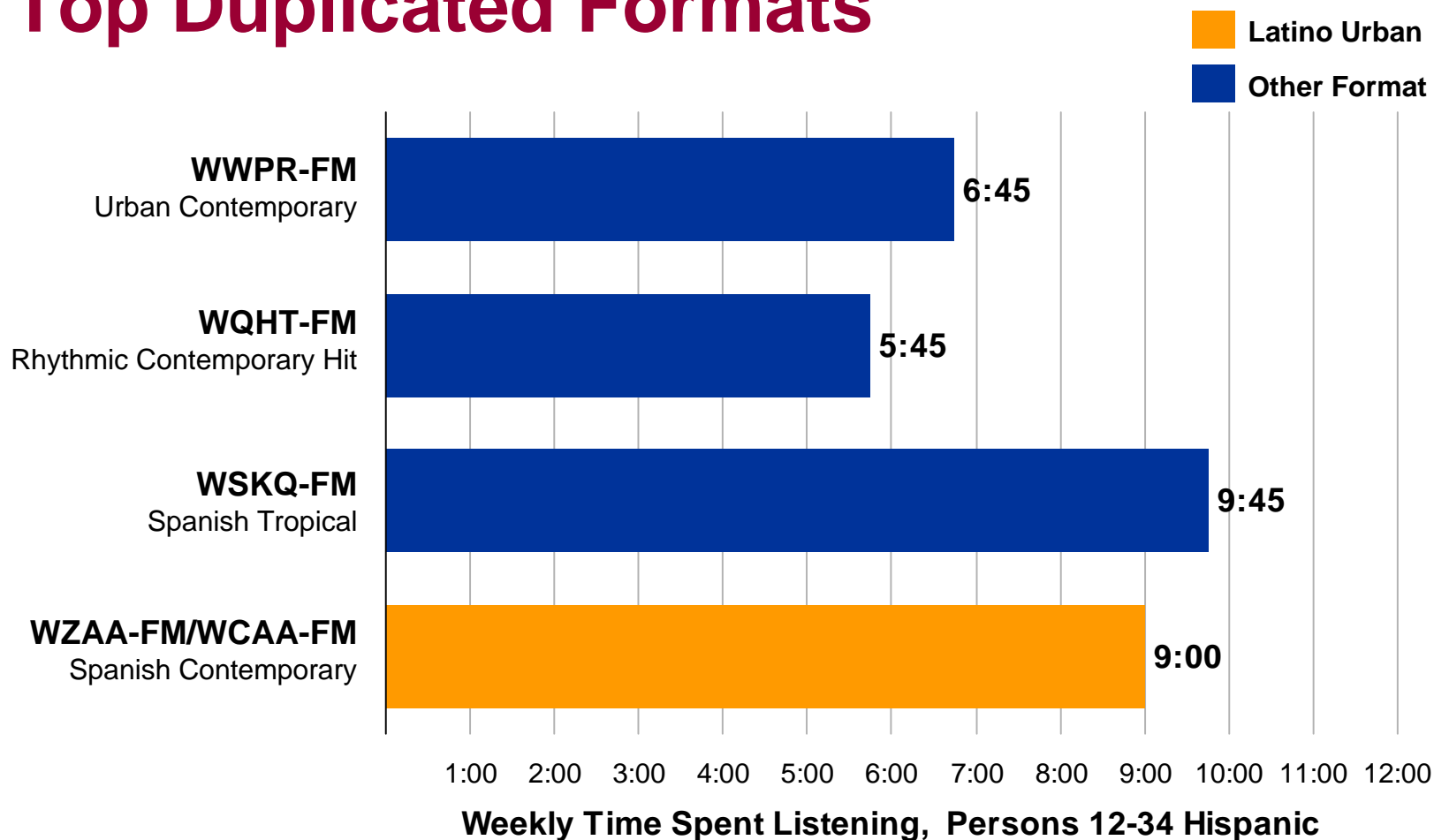


# Miami-Ft. Lauderdale-Hollywood Latino Urban TSL vs. Top Duplicated Formats



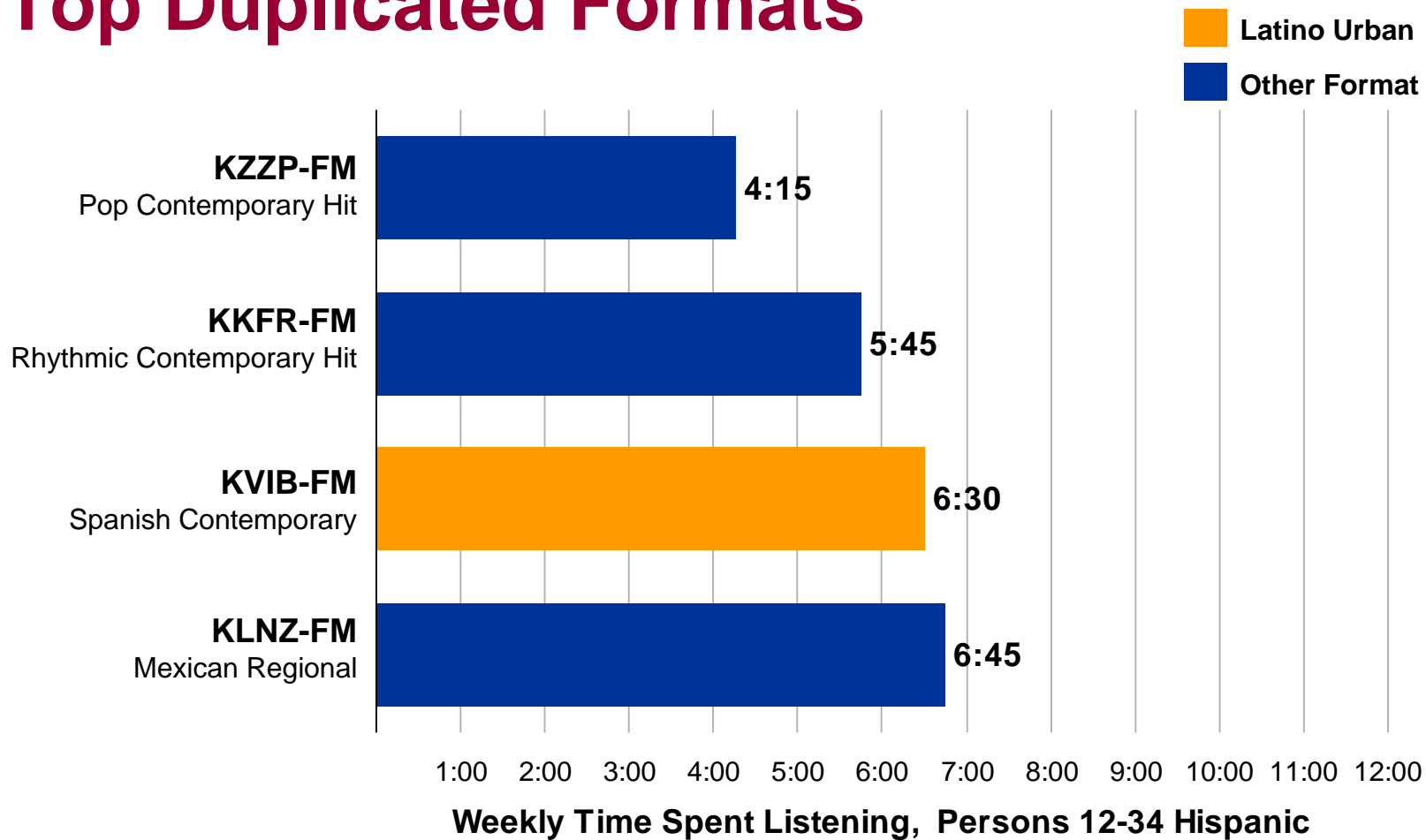
Source: Miami-Ft. Lauderdale-Hollywood Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

# New York Latino Urban TSL vs. Top Duplicated Formats



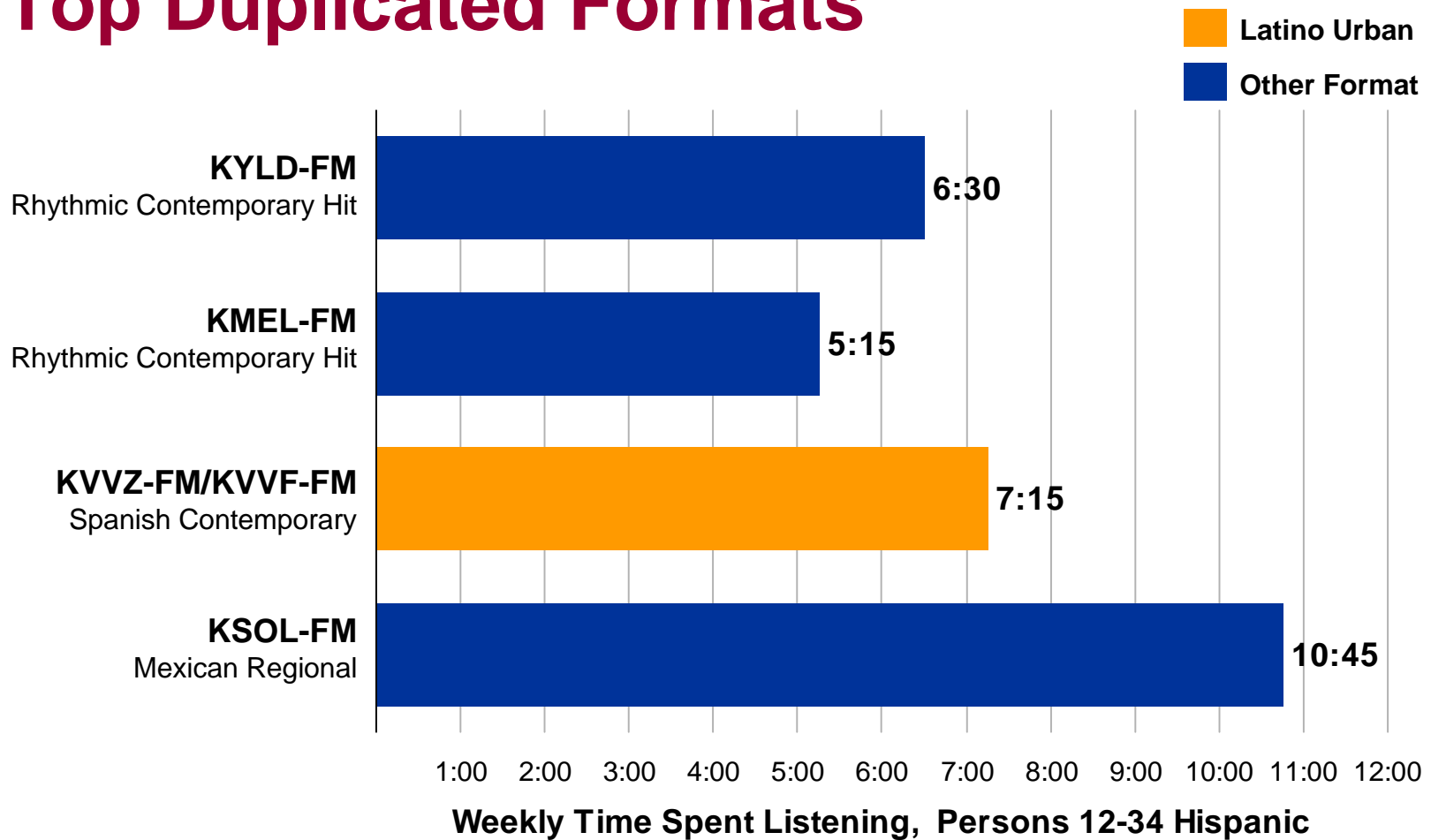
Source: New York Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

# Phoenix Latino Urban TSL vs. Top Duplicated Formats



Source: Phoenix Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)

# San Francisco Latino Urban TSL vs. Top Duplicated Formats



Source: San Francisco Metro, Spring 2006, Persons 12-34 Hispanic, TSL (Hrs:Mins)



# The New Latino Urban Format

Is Latino Urban Having an  
Impact on Young Urban Listening?

Here Are Trend Results in  
Four Major Markets.

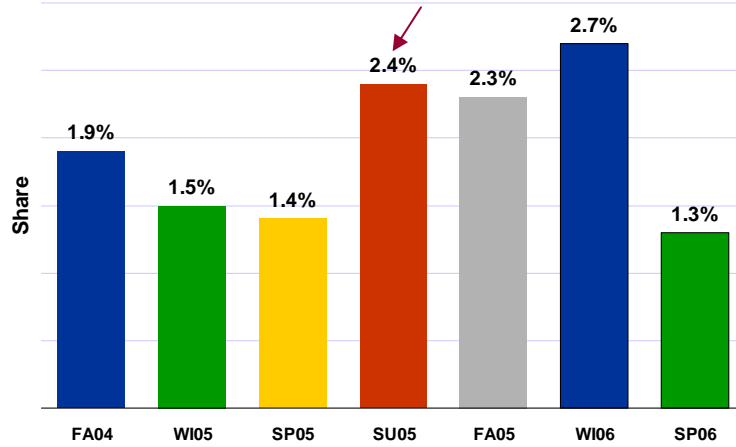


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# Dallas-Ft. Worth Latino Urban P18-34 Share Trends Compared to Urban

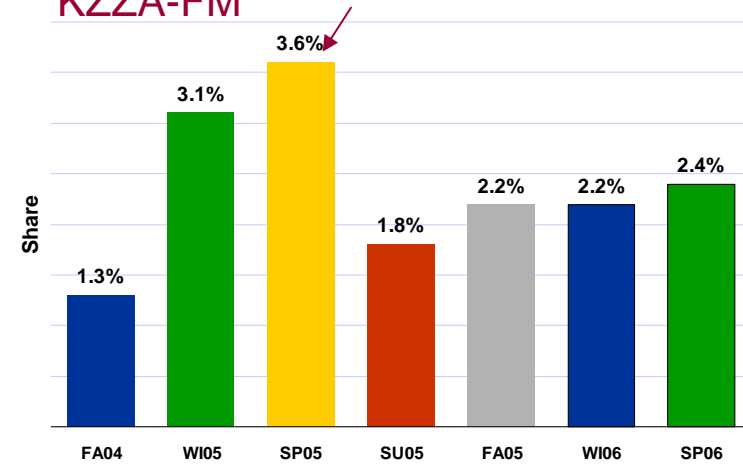
**KFZO-FM**

First Latino Urban Book

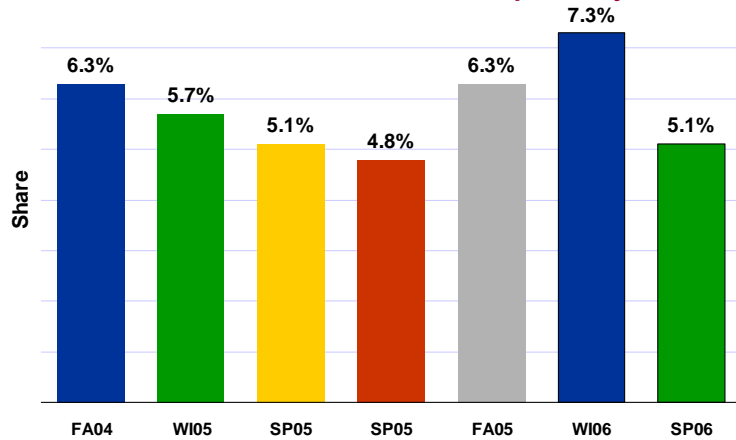


**KZZA-FM**

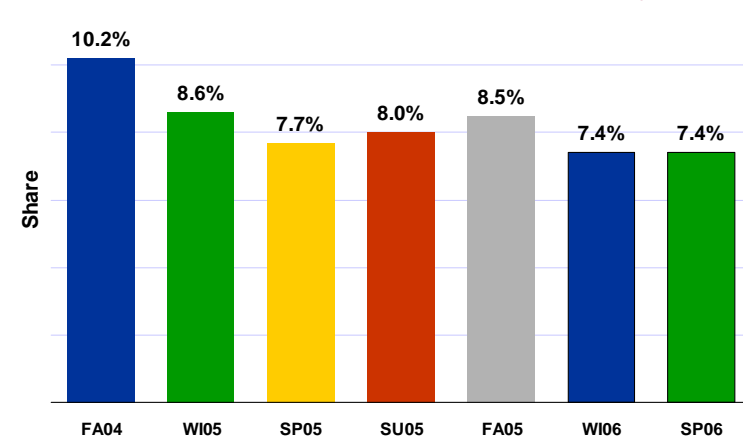
First Latino Urban Book



**KBFB-FM Urban Contemporary**



**KKDA-FM Urban Contemporary**



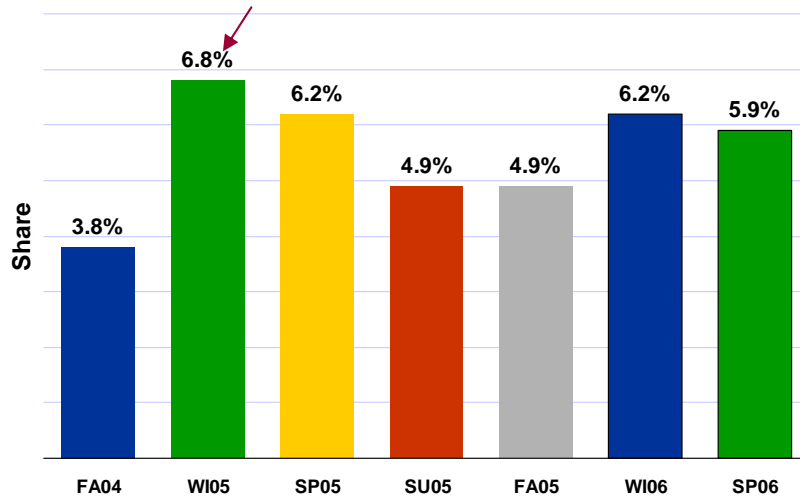
Source: Dallas-Ft. Worth Metro, Fall 2004 – Spring 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34



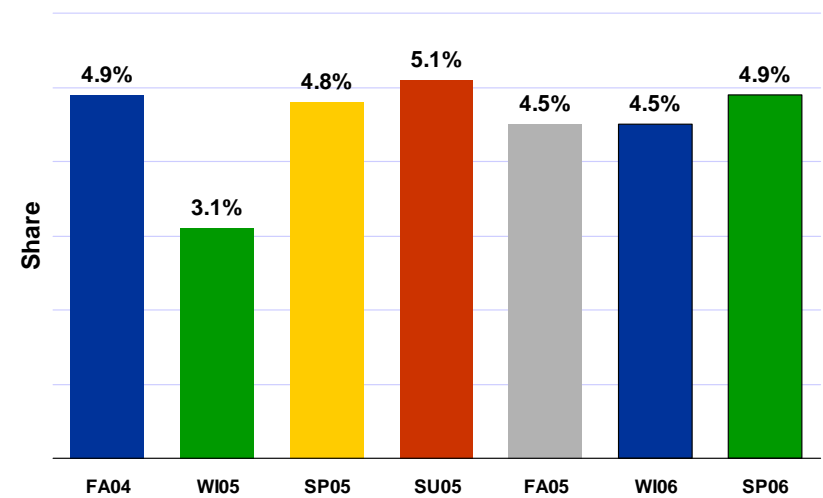
# Houston-Galveston Latino Urban P18-34 Share Trends Compared to Urban

## KLLOL-FM

First Latino Urban Book



## KMJQ-FM Urban AC

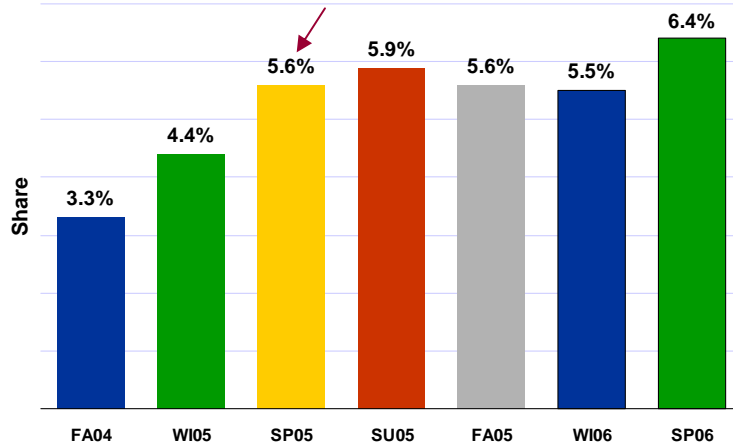


Source: Houston-Galveston Metro, Fall 2004 – Spring 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34

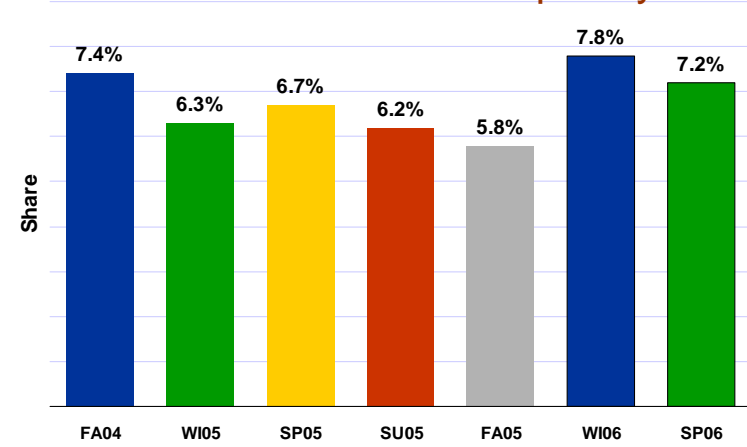


# Miami-Ft. Lauderdale-Hollywood Latino Urban P18-34 Share Trends Compared to Urban

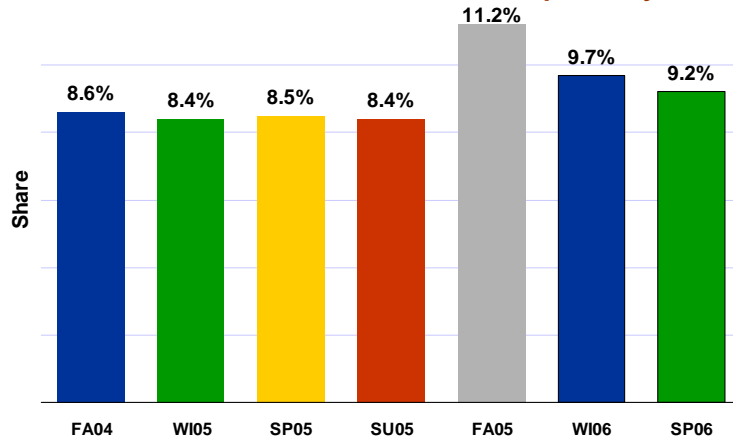
WMGE-FM First Latino Urban Book



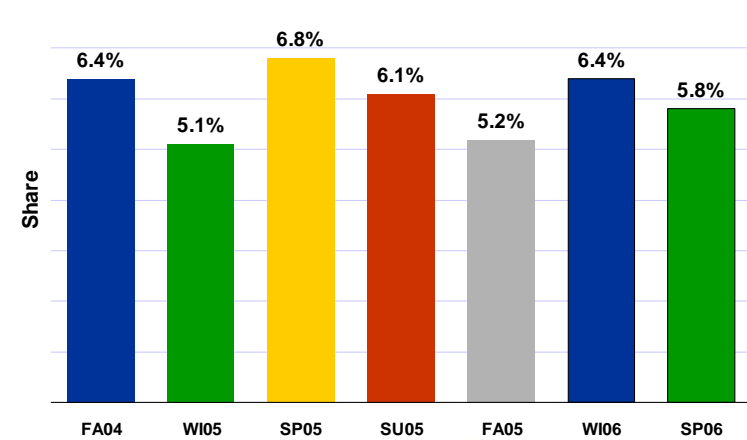
WMIB-FM Urban Contemporary



WEDR-FM Urban Contemporary



WHQT-FM Urban AC



Source: Miami-Ft. Lauderdale-Hollywood Metro, Fall 2004 – Spring 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34

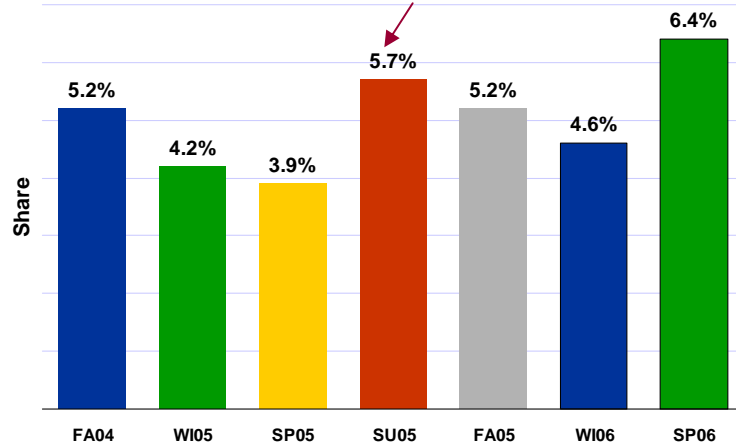
© 2006 Arbitron Inc.



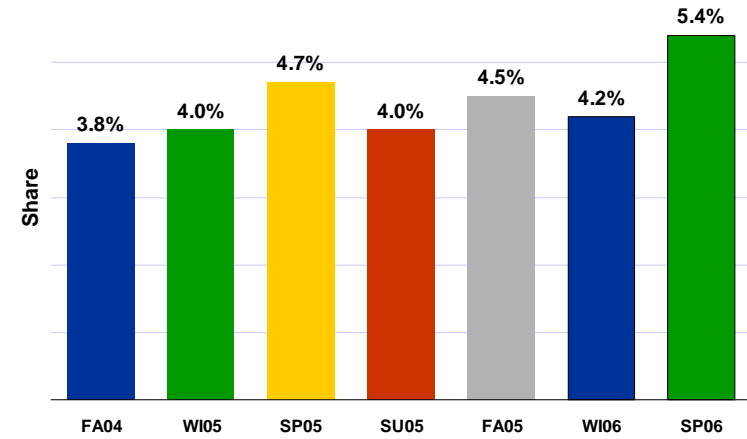
# New York Latino Urban P18-34 Share Trends Compared to Urban

WZAA/WCAA

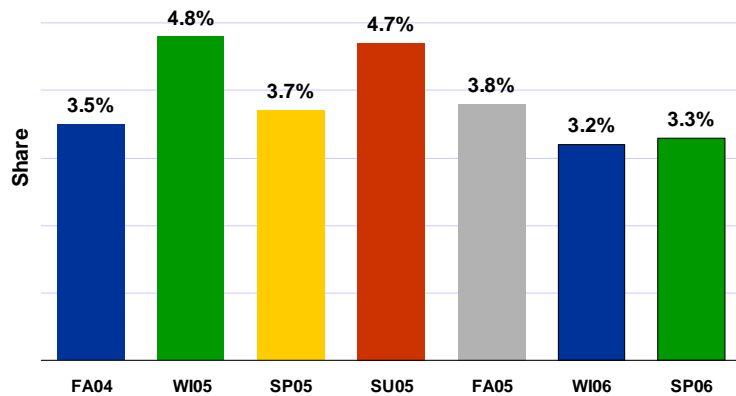
First Latino Urban Book



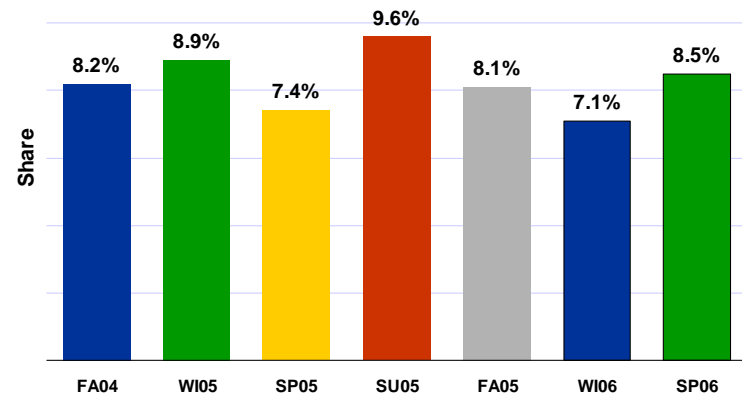
WBLS-FM Urban Contemporary



WRKS-FM Urban AC



WWPR-FM Urban Contemporary



Source: New York Metro, Fall 2004 – Spring 2006 Share Trends, Mon-Sun 6AM-Mid, Persons 18-34





## Summary

- Latino Urban reaches a young Hispanic audience that appeals to more English-dominant Hispanics than most other “Spanish-language” formats on the radio today.
- The Latino Urban format is typically strongest during evenings and weekends. As these new stations are able to build new morning shows or sign proven morning talent from other stations in the market, this may change.
- Latino Urban is driven primarily by its strong Cume audience. Maintaining that broad appeal will be key to its success.



## Summary

- The format is competing for listeners with formats that Spanish radio previously has not duplicated as highly. Among the top duplicated formats are CHR and Urban.
- The format has the strongest performance among Latinos when they are away from the home, contributing to its healthy weekend and evening drive dayparts.



# The New Latino Urban Format

Appendix

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