

RADIO RESEARCH

Fate
Hispanic
Methodology

TO: Nathan Safir
McHenry Tichenor III
Mal Kasanoff
David Lykes

FROM: Gerry Boehme

DATE: 6/3/87

RE: 6/2/87 SRAC Meeting Regarding the Measurement of Hispanics.

The following is a summary of the meeting for the Spanish Radio Advisory Council (SRAC) held today, followed by my comments and opinions.

Order of Business

- Must decide first on what should be set as a standard
 - Accuracy and credibility are the most important considerations.

Hispanic Radio Pilot Study -- Additional Analyses Presented by Harvey Morrow and Peter Roslow of I & A

Review of Feb. 1987 Study

- Compared Door-To-Door (D-T-D) versus Telephone (T) in Chicago.
- Prior to the Study, we knew that:
 - D-T-D is usually preferred over T.
 - Sample dispersion is usually better in T
- The Survey showed that:
 - 1) Of the Hispanic Groups, Puerto Ricans were over-represented in D-T-D while Mexicans were under-represented. T under-represented Puerto Ricans and over-represented Mexicans, although the distribution was closer to the Census.
 - 2) PUR and Shares of Listening to Spanish stations were much higher in D-T-D

	D-T-D	T
Share to Spanish Stations	87%	56%
PUR	21%	16%

Possible Reasons for Discrepancies

- Sampling fluctuations
- # of interviews completed per household
- Telephone households different from non-telephone
- Participant bias -- those who participate in D-T-D different from those in T.
- Interviewer bias influenced reported results.

-- One Person vs All Persons Per Household (Attached Table #4)

- 1) No difference in share to Spanish stations in either **D-T-D** or **T**
- 2) **PUR** does seem to be effected in **T**, (higher in one person), but not in **D-T-D**. This would probably mean that, if **D-T-D** were adopted, all persons in the household would be used in order to be economically efficient, since using all persons doesn't appear to influence results.

-- Telephone Ownership does not appear to be linked to density of Hispanics by zip code (Table #7)

-- Listening by Hispanic Density -- Spanish Share (Tables #9 & #10)

- 1) **T** shows highest Spanish shares in high density
- 2) **D-T-D** shows heavy shares across the board, but the least dense areas show the highest shares to Spanish stations.

-- Weighting by Country of Origin does not seem to influence either **PUR** or share to Spanish stations (Table #11).

-- Exclusive Listening (Table #12)

- 1) **D-T-D** showed 80% listening exclusive to Spanish stations, versus 50% in **T**.

	D-T-D	T
Spanish Only	80%	50%
Anglo Only	5%	29%
Spanish and Anglo	14%	14%
No Listening	1%	7%
Sample Size	681	522

- 2) Age/Sex shows that 18-34 is most likely to listen to Spanish-only in both **D-T-D** and **T**.

3) Mexicans showed higher Spanish exclusivity than Puerto Ricans in both services.

- 4) **D-T-D** respondents are more likely to listen to one Spanish station only.

-- **D-T-D** has much higher In-home listening than **T**, though both methods show higher in-home than out-of-home (Table #14).

-- Possible next steps:

- 1) Additional research, perhaps a telephone coincidental, to "validate" one methodology versus others. This could not measure non-telephone, however, nor out-of-home.

- 2) Distribute & weight diaries before the survey is conducted.

Discussion

- Telephone was recommended by some.
 - More control of interviewing process & validation.
- SRAC voted, if a syndicated service does begin, to:
 - weight by age/sex only (not, for example, by Mexican versus Puerto Rican)
 - control for population distribution
- Given a choice between methodologies, the SRAC voted according to the following:
 - One voted for D-T-D
 - None for telephone
 - Two for mixed methodology
 - Most were still undecided.

Next meeting is scheduled for July 14 at 11AM, tentatively at the Cabellero Offices.

Interpretation/Opinion/Analysis

My personal impressions are as follows:

- The main question concerns the choice between In-Home Interviewing versus Telephone. Any discussion on the details (weighting, sampling, data to be released) is useless if the methodology question remains unsettled. SRAC needs to decide first whether Door-To-Door or Telephone is the way to go, the details to be ironed out once that is established. Several points need to be considered in making this decision:
 - 1) The two methods yield vastly different results. Bill Schrank's suggestion regarding re-interviews or focus group studies could go a long way in determining whether the methodology itself or the small sample size caused the difference. Door-to-Door participants could be re-contacted by telephone while telephone respondents would be surveyed again using the In-Home technique. Results could be compared to discover whether one method inflates or deflates reported listening behavior.
 - 2) Hispanic stations and agencies have criticized the established ratings services for their failure to measure non-telephone households, stating that these people represent heavy listeners to Spanish formats. When Arbitron eliminated non-telephone households through their new DST procedures, the audience levels of AM Spanish stations appeared to suffer. Birch's telephone methodology has been deemed inadequate by some due to its reliance of telephone households. The choice of another syndicated telephone-based service leaves the non-telephone question unanswered. Note that I & A's test had trouble even identifying which households had telephones within its Door-to-Door Sample.

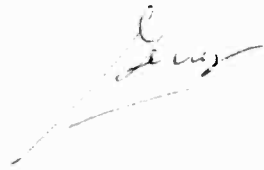
- 3) If SRAC decides to go with telephone, why not simply contract with Birch to perform this service. Birch already has sampling and interviewing procedures in place; start-up could be relatively swift, with acceptance already established at least in part.
- 4) With \$9,000 still owed for the first test, I doubt much more financial support will be forthcoming for further study. After reviewing all the data, the individual members of SRAC still can't agree on the best course for the future, or what methodology should be chosen. In view of this fact, it seems doubtful that any finished product will ever gain universal acceptance in the industry.

It is becoming clear that this task is more difficult than anyone imagined. At this point, I would **not** recommend Tichenor or anyone else committing any more money to a project that is no closer to completion now than when it first began.

HIS950

/jf

cc: Ken Swetz
Stu Olds
Gene Bryan
Janet Therrien
Bill Schrank



Information
& Analysis, Inc.

81 North Broadway
Hicksville, New York 11801
(516) 822-7878

Broadcast, Cable
& New Electronic
Media Research



HISPANIC RADIO PILOT STUDY
ADDITIONAL ANALYSES

Commissioned by
SRAC

Conducted by
Information & Analysis

June 1987



REVIEW OF METHODOLOGY

1. Pilot study conducted in Chicago in February 1987.
2. Door-to-door methodology compared to telephone methodology.
3. In the door-to-door survey:
 - 29 sampling points (clusters) were selected
 - Starting points were based on addresses selected at random from the telephone directory using a "telephone starts" technique
 - Interviews were completed with 681 persons from 245 households
4. In the telephone survey:
 - A Random-Digit-Dialing sample was obtained for high density Hispanic areas,* supplemented by a listed phone sample of Hispanic surnames in outside counties
 - Interviews were completed with 528 persons from 420 households

* 20% or more Hispanic



What did we know about the two methodologies prior to the pilot study?

1. Door-to-door interviewing has usually been preferred to telephone interviewing in Hispanic research because it is commonly believed that a large percentage of Hispanics don't own telephones.*
2. For comparably priced telephone and door-to-door surveys, much more sampling dispersion (i.e., much less clustering), is possible in a telephone survey because there are no travel costs.
3. More control over interviewing is possible in a telephone survey which is conducted from a monitored WATS facility.
4. Based on Information & Analysis' extensive experience in conducting door-to-door research among Hispanics, apparent interviewer bias ("vote-casting") has been a recurring problem. That is, we often find that respondents are very likely to tell the Hispanic interviewer what they think they want to hear (i.e., favorable attitudes, or high levels of Spanish media usage). This has not been as much of a problem in telephone interviewing, perhaps because the respondent doesn't really know whether the telephone interviewer is Hispanic or an Anglo who speaks Spanish.

* For the record, the U.S. Census told us that, in 1980, 17% of all U.S. Hispanics and 19% of Chicago Hispanics don't own telephones. However, in the pilot study, 50% of those interviewed in the door-to-door survey claimed they didn't own a telephone. However, 17% of these actually owned a telephone, based on subsequent telephone number lookups.



What have we learned from the pilot study about the respective methodologies in terms of response rates and sample distribution?

RESPONSE RATES

1. Household response rates* are about the same for door-to-door interviewing (55%) as for telephone interviewing (50%).
2. In a door-to-door interview most (83%) persons 12+ complete interviews, but in a telephone interview less than half (42%) complete interviews. In fact, in a telephone interview, only about one-third of all males and about one-third of all teens complete interviews.
3. Revisits can make the door-to-door response rates even higher. In households where revisits were made to interview persons absent during the first interview, the total Persons response rate was 93 percent.
4. Use of listening logs is not a viable option because only a very small percentage (4%) return them.

* Defined as the percentage of total Hispanic households contacted (completed interview and no answers and refusals) in which at least one person completed an interview.

SAMPLE DISTRIBUTION

1. The telephone interview somewhat over-represents women 18-34 while the door-to-door interview somewhat over-represents both men 35-49 and women 18-49 and under-represents teens, compared to U.S. Census Data for Hispanics in the Chicago ADI. However, if the Census Data is assumed to adequately represent the Hispanic Population (and this has been questioned), sample balancing can be used to weight the sample to the Census.

2. Puerto Ricans are over-represented in the in-home survey while Mexicans are under-represented. The distribution of interviews in the telephone survey, while closer to the Census distribution, nevertheless under-represents Puerto Ricans and over-represents Mexicans. (Perhaps there are many illegal aliens from Mexico who are more willing to participate in a faceless telephone survey than in a door-to-door survey.)

<u>Country of Origin</u>	<u>In-Home</u> (%)	<u>Telephone</u> (%)	<u>Census</u> (%)
Mexico	40	(70)	64
Puerto Rico	(55)	11	22
Other	<u>5</u>	<u>19</u>	<u>14</u>
Total	100	100	100

3. Telephone interviews are as likely as door-to-door interviews to be conducted in Spanish. Interviews were begun in Spanish and, if the respondent requested, were continued in English. About eighty percent of the interviews in each type of survey were completed in Spanish.



What have we learned about PUR levels and shares of audience to Spanish radio stations?

OVERALL

1. The methodology used appears to have a significant effect on the shares of audience to Spanish radio stations and, to a lesser extent, the PUR levels:

	<u>In-Home</u> (%)	<u>Telephone</u> (%)
Share of Audience to Spanish Stations*	87	56
PUR Levels*	21	16

BY OWNERSHIP OF A TELEPHONE

2. These difference do not appear to be related to ownership of a telephone. In the in-home survey, shares of audience to Spanish stations and PUR levels were about as high among those who claimed to own a telephone as among those who do not claim to own one:

	<u>In-Home</u>		<u>Total</u> (%)
	<u>Own</u> <u>a Phone</u> (%)	<u>Don't Own</u> <u>a Phone</u> (%)	
Share of Audience to Spanish Stations*	92	84	87
PUR Levels*	21	21	21

* Among Persons 12+



PUR LEVELS, BY DAYPART

3. PUR levels are somewhat higher in the in-home survey than in the telephone survey for each daypart measured. The most pronounced difference is Monday-Friday 10:00 AM - 3:00 PM, in which the PUR level is 31.8 for the in-home survey and 20.8 for the telephone survey.

PUR LEVELS, BY DEMOGRAPHIC GROUP

4. The PUR levels are generally similar for males 18+ as for females 18+ in each of the dayparts measured -- PUR levels are consistently higher in the in-home survey than in the telephone survey.
5. For teens 12-17, PUR level patterns are quite different from those of adults. In every daypart measured, except for Monday-Friday 3:00 PM - 7:00 PM, PUR levels are higher in the telephone survey than the in-home survey.

SHARE OF AUDIENCE TO SPANISH STATIONS

6. In every daypart measured, the share of audience to Spanish stations is significantly higher in the in-home survey than in the telephone survey. This is true for males 18+, females 18+ and teens 12-17.



SOME SUGGESTED REASONS FOR
DIFFERENCES BETWEEN THE TWO METHODOLOGIES

It has been suggested that the differences in the share of audience to Spanish Stations and PUR levels might be due to:

- Differences in the demographic composition of the two samples in terms of:
 - age/sex
 - country of origin
 - location (Hispanic density)
- The number of completed interviews per household in each type of survey. For example, if there is more than one interview conducted per household, the first interview might influence subsequent interviews.
- Persons who own telephones have different listening habits than persons who don't own telephones.
- Persons who participate in a telephone survey may somehow be different than persons who participate in a door-to-door survey. For example, illegal aliens may be less likely to participate in a door-to-door survey than in a telephone survey.
- Vote-casting and other interviewer influences.



TABLE 1

PHONE vs. NON-PHONE RESULTS* - ORIGINAL
(Monday-Sunday 6 am - 12 mid)

	<u>IN-HOME INTERVIEWING</u>			<u>PHONE INTERVIEWING</u> (%)
	<u>PHONE</u> (%)	<u>NON-PHONE</u> (%)	<u>TOTAL</u> (%)	
<u>Share of Audience to Spanish Stations</u>				
Persons 12+	91.9	83.7	87.2	55.7
Adults 18+	92.7	88.5	90.5	61.4
<u>PUR</u>				
Persons 12+	21.5	20.8	21.1	16.2
Adults 18+	22.7	22.3	22.5	16.3

* Data weighted to Census age/sex distributions for Hispanics in Chicago



TABLE 2

PHONE vs. NON-PHONE RESULTS - REVISED*
(Monday-Sunday 6 am - 12 mid)

	<u>IN-HOME INTERVIEWING</u>			<u>PHONE</u>
	<u>PHONE</u> (%)	<u>NON-PHONE</u> (%)	<u>TOTAL</u> (%)	<u>INTERVIEWING</u> (%)
<u>Share of Audience to Spanish Stations</u>				
Persons 12+	90.4	83.8	87.2	55.7
Adults 18+	92.7	87.8	90.5	61.4
<u>PUR</u>				
Persons 12+	20.0	22.4	21.1	16.2
Adults 18+	21.7	23.4	22.5	16.3

* In-home phone homes now include an additional 61 persons who said they didn't own a phone but actually do own a phone, based on telephone look-ups.

TABLE 3

PHONE vs. NON-PHONE RESULTS
ONE PERSON PER HOUSEHOLD
(Monday-Sunday 6 am - 12 mid)

	<u>IN-HOME</u> <u>INTERVIEWING</u> (8)	<u>PHONE</u> <u>INTERVIEWING</u> (8)
<u>Share of</u> <u>Audience to</u> <u>Spanish Stations</u>		
Persons 12+	87.7	55.6
Adults 18+	91.5	60.6
 <u>PUR</u>		
Persons 12+	19.2	16.8
Adults 18+	20.1	17.3



TABLE 4

SHARE OF AUDIENCE
TO SPANISH RADIO STATIONS
ONE PERSON vs. ALL PERSONS PER HOUSEHOLD
(Monday-Sunday 6 am - 12 mid)

	<u>ONE PERSON</u>		<u>ALL PERSONS</u>	
	<u>IN-HOME</u> <u>INTERVIEWING</u> (%)	<u>PHONE</u> <u>INTERVIEW</u> (%)	<u>IN-HOME</u> <u>INTERVIEWING</u> (%)	<u>PHONE</u> <u>INTERVIEWING</u> (%)
Persons 12+	87.7	55.6	87.2	55.7
Men 18+	92.0	53.4	90.5	54.4
Women 18+	91.0	69.0	90.5	69.3
Teens 12-17	56.1	19.1	57.1	20.2



TABLE 5

PUR LEVELS
ONE PERSON vs. ALL PERSONS PER HOUSEHOLD
(Monday-Sunday 6 am - 12 mid)

	<u>ONE PERSON</u>		<u>ALL PERSONS</u>	
	<u>IN-HOME</u> <u>INTERVIEWING</u> (%)	<u>PHONE</u> <u>INTERVIEW</u> (%)	<u>IN-HOME</u> <u>INTERVIEWING</u> (%)	<u>PHONE</u> <u>INTERVIEWING</u> (%)
Persons 12+	19.2	16.8	21.1	16.2
Men 18+	17.7	17.4	21.4	16.1
Women 18+	22.9	17.1	23.7	16.6
Teens 12-17	13.8	13.8	13.4	15.5

Distribution and Hispanic Density of Clusters in Door-to-Door Survey



ZIP Code
606
+ TWO DIGITS
SHOWN ON MAP

Category	% Hispanic in Zip Code
I	Over 55
II	50-55
III	20-49
IV	6-19
V	0-5

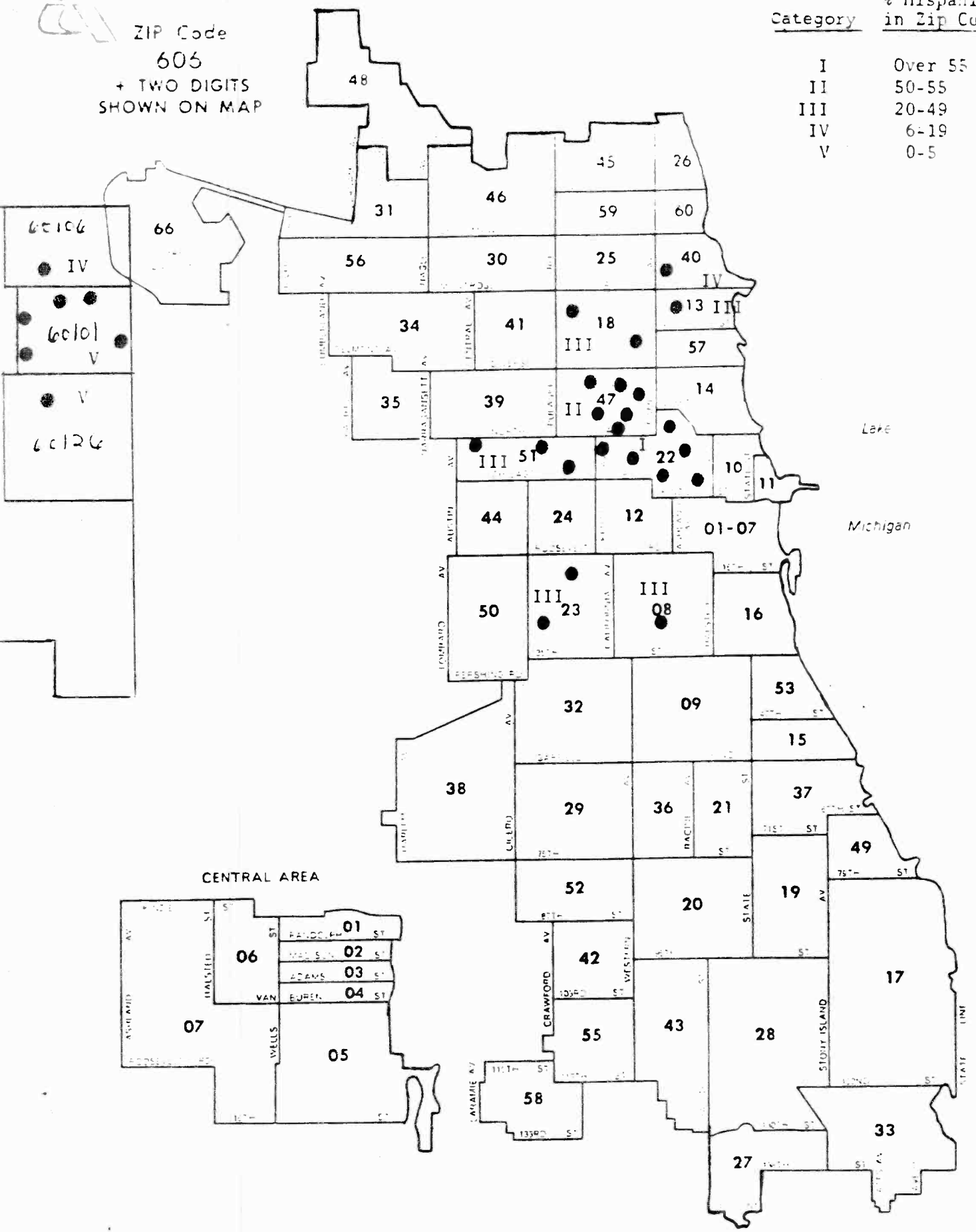




TABLE 6

DISTRIBUTION OF PERSONS INTERVIEWED
HISPANIC DENSITY IN ZIP CODES

<u>CATEGORY (Hispanic Density)</u>	<u>In-Home</u> (%)	<u>Telephone</u> (%)
I Over 55 Percent	28	17
II 50-55	24	1
III 20-49	24	52
IV 6-19	11	29
V 0-5	<u>13</u>	<u>1</u>
Total	100	100

TABLE 7

TELEPHONE OWNERSHIP AND COUNTRY OF
ORIGIN, BY HISPANIC DENSITY
(Base: In-Home Sample Households)

<u>TELEPHONE</u>	<u>CATEGORY</u>					<u>TOTAL</u> (%)
	<u>I</u> (%)	<u>II</u> (%)	<u>III</u> (%)	<u>IV</u> (%)	<u>V</u> (%)	
Own*	54	49	54	58	64	55
Don't Own	46	48	42	38	26	42
No Answer	-	3	4	4	10	3
Total	100	100	100	100	100	100

<u>COUNTRY OF ORIGIN</u>	<u>CATEGORY</u>					<u>TOTAL</u> (%)
	<u>I</u> (%)	<u>II</u> (%)	<u>III</u> (%)	<u>IV</u> (%)	<u>V</u> (%)	
Mexico	29	35	49	27	45	40
Puerto Rico	64	56	47	69	52	56
Other	3	7	4	4	-	2
No Answer	4	2	-	-	3	2
Total	100	100	100	100	100	100
Base (#)	(72)	(59)	(57)	(26)	(31)	(245)

* Includes those who claimed to own a telephone plus those who actually own, based on a subsequent telephone directory look-up

TABLE 8

COUNTRY OF ORIGIN, BY HISPANIC DENSITY
(Base: Telephone Sample Households)

<u>COUNTRY OF ORIGIN</u>	<u>CATEGORY</u>					<u>TOTAL</u> (%)
	<u>I</u> (%)	<u>II</u> (%)	<u>III</u> (%)	<u>IV</u> (%)	<u>V</u> (%)	
Mexico	54	*	84	55	*	70
Puerto Rico	31	*	4	12	*	11
Other	13	*	10	33	*	18
No Answer	<u>2</u>	<u>*</u>	<u>2</u>	<u>-</u>	<u>*</u>	<u>1</u>
Total	100	100	100	100	100	100
Base (#)	(68)	(4)	(216)	(121)	(5)	(414)



TABLE 9

IN-HOME INTERVIEWING
SHARE TO SPANISH AND PUR LEVEL
BY HISPANIC DENSITY IN ZIP CODE
(Monday-Sunday 6 am - 12 mid)

<u>Share of Audience to Spanish Stations</u>	<u>HISPANIC DENSITY CATEGORY</u>				
	<u>I</u> (%)	<u>II</u> (%)	<u>III</u> (%)	<u>IV</u> (%)	<u>V</u> (%)
Persons 12+	88.6	76.9	91.2	80.7	94.6
Adults 18+	91.8	86.2	92.5	83.3	94.6
<u>PUR</u>					
Persons 12+	23.0	29.1	21.1	19.2	20.0
Adults 18+	23.5	28.6	22.7	19.9	20.4
Base (#)	(191)	(163)	(163)	(75)	(89)

* Percentage of population in zip code which is Hispanic
(Source: Market Statistics)

<u>Category</u>	<u>Hispanic Population</u> (%)
I	Over 55
II	50-55
III	20-49
IV	6-19
V	0-5



TABLE 10

TELEPHONE INTERVIEWING - SHARE TO SPANISH
AND PUR LEVEL BY HISPANIC DENSITY IN ZIP CODE

<u>Share of Audience to Spanish Stations</u>	<u>CATEGORY</u>				
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>	<u>V</u>
Persons 12+	68.3	*	64.1	53.9	*
Adults 18+	68.1	*	70.4	63.4	*
<u>PUR</u>					
Persons 12+	14.7	*	14.7	19.2	*
Adults 18+	15.1	*	15.6	18.1	*
Base (#)	(68)	(4)	(216)	(121)	(5)

* Percentage of population in zip code which is Hispanic
(Source: Market Statistics)

<u>Category</u>	<u>Hispanic Population (%)</u>
I	Over 55
II	50-55
III	20-49
IV	6-19
V	0-5



TABLE 11

EFFECT OF WEIGHTING DATA BY COUNTRY OF ORIGIN*
(Base = Persons 12+)

	<u>MONDAY-SUNDAY 6 AM - 12 MID</u>			
	<u>IN-HOME</u>		<u>TELEPHONE</u>	
	<u>UNWEIGHTED</u>	<u>WEIGHTED*</u>	<u>UNWEIGHTED</u>	<u>WEIGHTED*</u>
Share to Spanish Stations	87.2	84	55.7	51
PUR	21.1	20	16.2	16

* Weighted to Census data for Hispanics in Chicago:
64% Mexico, 22% Puerto Rico, 14% other Country of Origin



TABLE 12

EXCLUSIVE LISTENING TO SPANISH STATIONS
AND TO ANGLO STATIONS

	<u>IN-HOME SAMPLE</u> (8)	<u>TELEPHONE SAMPLE</u> (8)
Spanish Stations Only	(80)	50
Anglo Stations Only	5	(29)
Spanish and Anglo Stations	14	14
No Listening	<u>1</u>	<u>7</u>
Total	100	100
Base (#)	(681)	(522)

TABLE 13

COMPARISON OF PERSONS LISTENING ONLY TO
SPANISH STATIONS vs. THOSE LISTENING
ONLY TO ANGLO STATIONS

(Base = Door-to-Door Sample)

	LISTEN TO:			
	SPANISH ONLY (%)	ANGLO ONLY (%)	SPANISH & ANGLO (%)	NO LISTENING (%)
<u>Age/Sex</u>				
Male				
12-17	2	9	5	*
18-34	22	15	19	*
35-49	18	15	13	*
50+	4	3	4	*
Female				
12-17	3	21	13	*
18-34	29	25	23	*
35-49	19	12	17	*
50+	3	0	6	*
Total	100	100	100	*
<u>Country of Origin</u>				
Mexico	41	0	25	*
Puerto Rico	54	97	71	*
Cuba	3	0	3	*
Other	2	3	1	*
Total	100	100	100	*
Base (#)	(548)	(32)	(96)	(5)

TABLE 14

COMPARISON OF PERSONS LISTENING ONLY TO
SPANISH STATIONS vs. THOSE LISTENING
ONLY TO ANGLO STATIONS
(Base = Telephone Sample)

	<u>LISTEN TO:</u>			
	<u>SPANISH ONLY</u> (%)	<u>ANGLO ONLY</u> (%)	<u>SPANISH & ANGLO</u> (%)	<u>NO LISTENING</u> (%)
<u>Age/Sex</u>				
Male				
12-17	2	14	7	6
18-34	28	23	23	9
35-49	8	7	13	6
50+	4	7	5	9
Female				
12-17	3	16	9	15
18-34	35	20	29	21
35-49	13	8	7	17
50+	7	5	7	17
Total	100	100	100	100
<u>Country of Origin</u>				
Mexico	80	54	77	67
Puerto Rico	7	19	7	12
Cuba	1	5	1	3
Other	12	22	15	18
Total	100	100	100	100
Base (#)	(261)	(152)	(75)	(34)

TABLE 14A

COMPARISON OF PERSONS LISTENING TO SPANISH STATIONS ONLY vs. LISTENING TO ANGLO STATIONS ONLY, BY COUNTRY OF ORIGIN

<u>DOOR-TO-DOOR SURVEY</u>	<u>ORIGIN</u>		<u>OTHER</u> (%)
	<u>MEXICO</u> (%)	<u>PUERTO RICO</u> (%)	
Spanish Only	90	74	82
Anglo Only	-	8	3
Spanish & Anglo	10	17	12
No Listening	-	1	3
Total	100	100	100
<u>TELEPHONE SURVEY</u>			
Spanish Only	56	32	36
Anglo Only	22	52	44
Spanish & Anglo	16	9	13
No Listening	6	7	7
Total	100	100	100



TABLE 15

EXCLUSIVE CUME AUDIENCE

MONDAY-SUNDAY 6 AM - 12 MID DAYPART

<u>LISTENED EXCLUSIVELY TO ONE CHANNEL</u>	<u>IN-HOME SAMPLE (%)</u>	<u>TELEPHONE SAMPLE (%)</u>
No	58	64
Yes Spanish Channel	40	26
Yes Anglo Channel	<u>2</u>	<u>10</u>
Total	100	100

TABLE 16

PERCENTAGE OF LISTENING WHICH WAS
OUT OF HOME, BY DAYPART
AMONG ADULTS 18+

<u>TELEPHONE SAMPLE</u>	<u>FOR ALL STATIONS</u> (%)	<u>FOR HISPANIC STATIONS</u> (%)
<u>DAYPART</u>		
Monday-Friday		
6 am - 10 am	34	32
10 am - 3 pm	36	32
3 pm - 7 pm	24	18
7 pm - 12 mid	16	12
Saturday-Sunday		
10 am - 3 pm	18	9
<u>DOOR-TO-DOOR SAMPLE</u>		
<u>DAYPART</u>		
Monday-Friday		
6 am - 10 am	4	5
10 am - 3 pm	7	7
3 pm - 7 pm	10	11
7 pm - 12 mid	13	14
Saturday-Sunday		
10 am - 3 pm	18	17



QUESTIONNAIRE WORDING REGARDING RADIO LISTENING

- A. Hello. My name is _____ from Information & Analysis. We are not selling anything. We are conducting a study on radio listening in your area, and your household has been selected at random. (DO NOT PAUSE! START SURVEY. IF RESPONDENT REFUSES - USE PROBE SHEETS - TRY TO STOP A REFUSAL!!!) GO TO B.
- B. (IF NECESSARY, ASK:) Are you at least 12 years of age? (IF NO, ASK TO SPEAK TO ANOTHER HOUSEHOLD MEMBER AT LEAST 12 YEARS OF AGE.)
- C. Are you Hispanic or of Hispanic descent? (IF YES, CONTINUE. IF NO, TERMINATE & TALLY)
- D. Including yourself, how many people aged 12 or older currently live in your household? (RECORD NUMBER)
- E. How many of these are: Males 18 years of age or older?
Females 18 years of age or older?
Teens 12-17 years old?



QUESTIONNAIRE WORDING REGARDING RADIO LISTENING (Continued)

1. Please tell me your age? (RECORD RESPONDENTS AGE AND SEX IN APPROPRIATE SPACE)
2. Thinking about all the radio listening you did in the past week, at home, in a car, or some other place - what stations did you hear for five minutes or more? (USE PROBES FOR NO LISTENING, NO CALL LETTERS, OR FOR SOUND ALIKE LETTERS.)
 - a. Was that on AM or FM? (PLACE "X" IN APPROPRIATE BOX)
 - b. Were there any others? (IF NO, CONTINUE)

IF RESPONDENT DOESN'T KNOW STATION CALL LETTERS, RECORD DIAL POSITION, SLOGAN, NETWORK NAMES, PROGRAM NAMES, NAMES OF DISC JOCKEYS -- WHATEVER INFORMATION WILL HELP IDENTIFY THE CORRECT STATION.

YESTERDAY'S RADIO LISTENING

3. Which of these radio stations did you happen to listen to or hear any place - at home or away from home - any time yesterday, from the time you got up in the morning until you went to sleep at night. (FOR EACH STATION MENTIONED, ASK:)
 - a. What time did you start listening to (STATION MENTIONED)?
 - b. What time did you stop listening to (STATION MENTIONED)?
 - c. Were you at home, in a car, or some other place? (PLACE "X" IN APPROPRIATE BOX)
 - d. Did you listen to (STATION) at any other times yesterday? (IF YES, REPEAT Q. 3a,b,c)

REPEAT Q's 3a,b,c,d FOR EACH STATION MENTIONED IN Q.2

INT: RECORD ALL RADIO LISTENING TO EACH STATION HEARD YESTERDAY. IF RESPONDENT DOESN'T KNOW STATION CALL LETTERS, RECORD DIAL POSITION, SLOGAN, NETWORK NAMES, PROGRAM NAMES, NAMES OF DISC JOCKEYS -- WHATEVER INFORMATION WILL HELP IDENTIFY THE CORRECT STATION. RECORD THE ACTUAL TIMES OF LISTENING AS ACCURATELY AS POSSIBLE. BE SURE TO RECORD EACH RESPONDENT'S AGE AND SEX.

QUESTIONNAIRE WORDING REGARDING RADIO LISTENING (Continued)

DAY BEFORE YESTERDAY LISTENING

4. Now, let's think about the day before yesterday, or (MENTION DAY). Did you happen to listen to or hear (STATION) (ASK FOR EACH STATION HEARD IN PAST WEEK - SEE Q.2) the day before yesterday? (IF YES, ASK:) Did you listen to or hear (STATION) between 5 am - 10 am, 10 am - 3 pm, 7 pm - 12 mid, 12 mid - 5 am? (PLACE "X" IN BOXES TO SHOW WHEN HEARD).

ASK TO SPEAK TO NEXT HOUSEHOLD MEMBER WHO IS AT LEAST 12 YEARS OLD. START AGAIN WITH Q.1. MAKE SURE YOU INTERVIEW ALL HOUSEHOLD MEMBERS 12 OR OLDER WHO ARE AT HOME. IF YOU RUN OUT OF ROOM ON THIS Q'NAIRE, GO TO ANOTHER Q'NAIRE. BE SURE BOTH QUESTIONNAIRES ARE CLIPPED TOGETHER AND HAVE THE SAME TELEPHONE # AND Q'NAIRE #.

(ASK Q's 5 & G OF ONE HOUSEHOLD MEMBER:)

5. What is your native country? (IF "U.S.", ASK: "What is your family's native country")
6. What are the ages and sex of any household members 12 years of age or older who are not here now to participate in this interview?



SOME SUGGESTED REVISIONS TO QUESTIONNAIRE

2. Thinking about all radio listening you did in the past week, at home, in a car, or some other place -- which Hispanic and which Anglo stations, if any, did you hear for five minutes or more? (etc.)
- a. Was that on AM or FM?
 - b. Were there any (OTHER) Hispanic stations?
 - c. Were there any (OTHER) Anglo stations?

OR, WITH PROMPTS:

... which Hispanic stations (WIND, WOJO, WTAQ, etc.) and which Anglo stations (WBBM-AM, WBBM-FM, WBMX, WCKG, WCLR, etc.) if any, did you hear for five minutes or more? (etc.)...



SUMMARY

1. The differences between the share of listening to Spanish stations and PUR levels which were obtained through the two methodologies -- door-to-door and telephone -- did not appear to be the result of sample imbalances in:
 - Age/sex composition (See Table 1)
 - Country of origin (See Table 11)
 - Hispanic density of respondent's zip code (See Tables 9 and 10)
 - The number of interviews conducted per household (See Tables 3 and 4)
2. Hispanics who owned telephones exhibited similar listening patterns as Hispanics who did not own telephones, based on data obtained in the door-to-door survey. (See Table 2)
3. Respondents who participated in the door-to-door survey differed from respondents who participated in the telephone survey on, at least, several characteristics besides share of listening to Spanish stations and PUR levels:
 - Door-to-door survey respondents had much lower levels of out-of-home listening than telephone survey respondents (See Table 16).
 - Door-to-door survey respondents were much less likely to be of Mexican origin than were telephone survey respondents (See Tables 7 and 8). This might be due to the presence of illegal aliens who were willing to participate in a telephone survey but not in a door-to-door survey.



4. There is probably no way in which vote-casting and other interviewer effects can be measured. However, in the future, we can include more prompting and more interviewer instructions, so that the possibility of any potential interviewer effects is lessened.



POSSIBLE NEXT STEPS FOR SRAC

1. Conduct additional research, such as telephone
coincidentals to "validate" one methodology.
However, there are several limitations:
 - Unless we replicate the pilot study, we will
have to compare findings to those obtained back
in February.
 - This methodology cannot measure the out-of-home
portion of listening.
 - Only telephone households can be included.
 - If persons who participate in telephone
interviews tend to be different from persons
who participate in door-to-door interviews,
then the telephone coincidental research will
not prove anything.

2. If neither methodology can be validated, we can look to minimize the effects of the factors which appear to cause differences in audience levels. For example, we can:

- Weight to Census Data in terms of:
 - age/sex
 - country of origin (if necessary)
 - Hispanic density (if necessary)
- Add additional probing questions such as "which (other) Hispanic stations" or "which (other) Anglo stations did you listen to"?
- Make sure that the interviewers fully understand the kinds of influence they can exert and what they can do to prevent this.

3. SRAC can endorse one of the following methodologies, assuming the above recommendations are incorporated:

- The door-to-door methodology
- Telephone methodology
- Some combination of the two, such as conducting door-to-door interviewing in the higher Hispanic density areas and telephone interviewing in the lower density areas.