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HISPANIC SURNAME HOUSEHOLDS

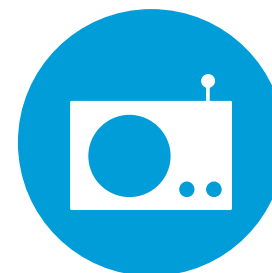
COMPARISON TO NON-SURNAME HOUSEHOLDS

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Esri UC
July 17, 2014

HISPANIC SURNAME HOUSEHOLDS

Comparison to non-Surname Households

- Background
 - Nielsen Audio survey
 - Appending Hispanic indicator
- Analysis
 - 2012 Test
 - 2013 Follow up
- Discussion



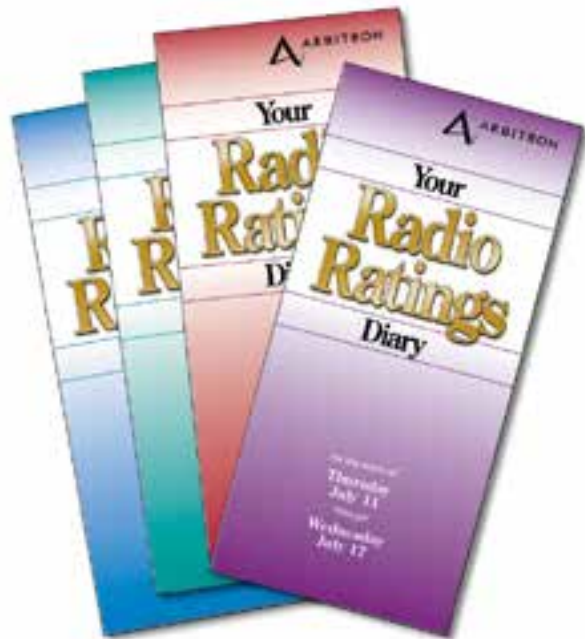
THE NIELSEN AUDIO DIARY SURVEY

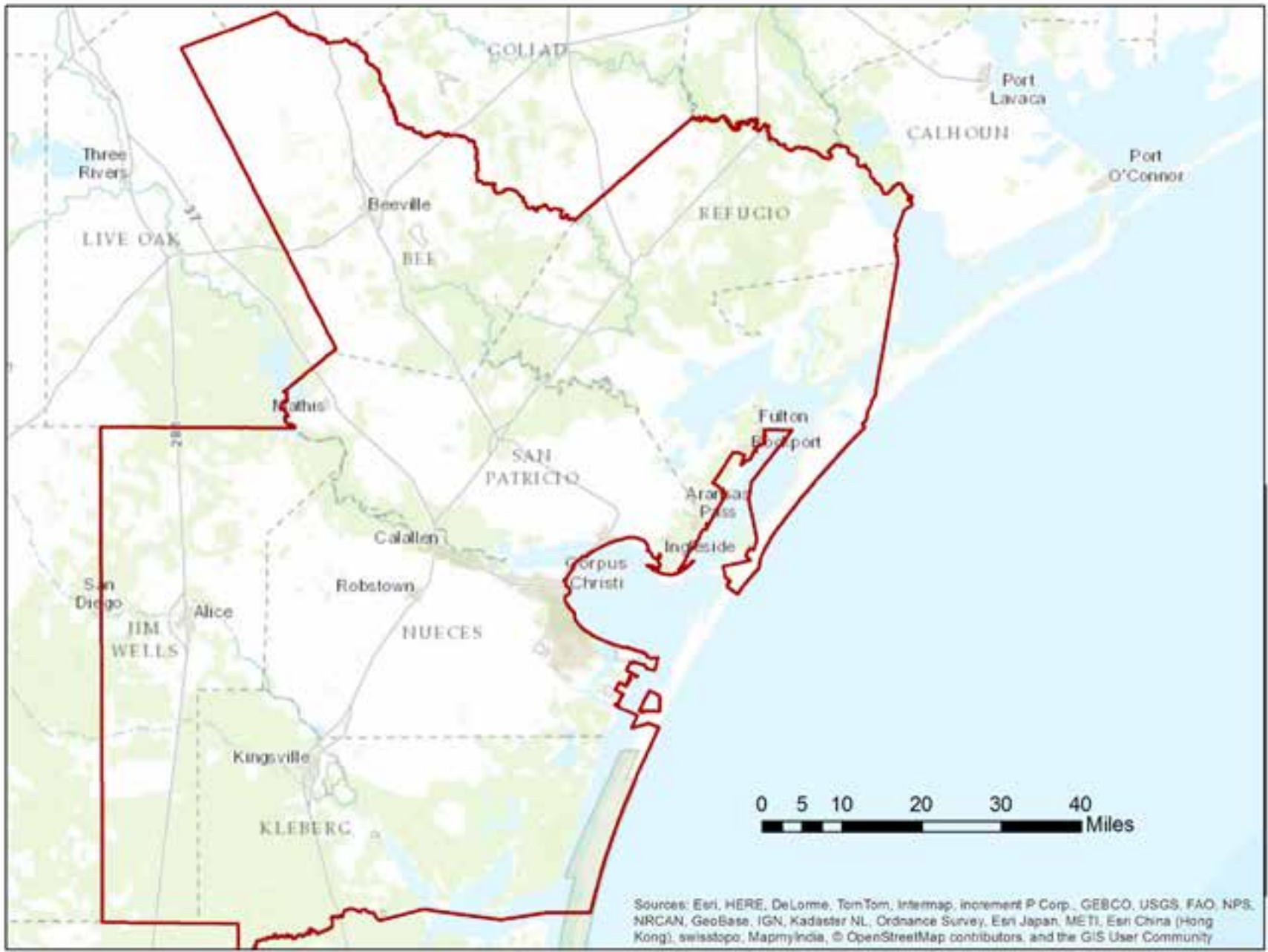
Overview

- Seven-day radio listening diary (about 225 local markets)
- Persons 12 years old and older
- Addresses and phone numbers matched, where possible
- Screener for cell phone status and telephone number.
- About 73 Hispanic controlled markets
- Append characteristics from a marketing database

THE SEVEN DAY RADIO DAIRY

One for Each Person (12+) in the Household





Sources: Esri, HERE, DeLorme, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

HISPANIC INDICATOR

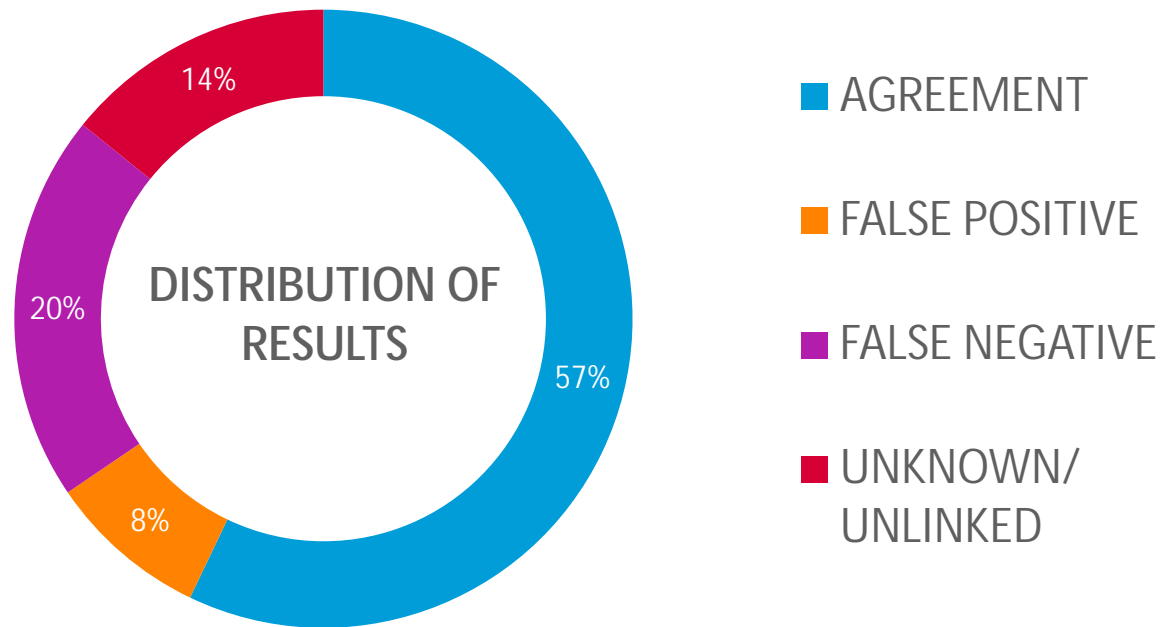
2012 Test

- Compared prediction to known results
- Agreements
- False positives
- False negatives – two types
- Unknown and unlinked

HISPANIC INDICATOR APPENDING

2012 Test

n = 6,723 Households



Nearly 60% Agreement (Accuracy)

An abstract graphic on the left side of the slide. It features a black vertical bar on the far left. From this bar, a series of thin, curved lines in various colors (blue, green, yellow, orange, red, purple) fan out to the right, forming a cone-like shape. These lines are spaced closely together, creating a grid-like pattern. Several colored dots (yellow, green, purple, red) are placed at various points along these lines, with thin lines extending from them towards the right edge of the slide.

WHAT ARE THE DIFFERENCES BETWEEN HISPANIC SURNAME HOUSEHOLDS AND OTHER HISPANIC HOUSEHOLDS?

DIFFERENCES BETWEEN TYPES OF HOUSEHOLDS

Respondents in Each Category

CATEGORY	PERSONS PER HH	HISPANICS	PREFER SPANISH	PERCENT 18-44
HISPANIC -Y	2.56	94%	49%	46%
HISPANIC-N	2.30	72%	18%	44%
UNKNOWN/ UNLINKED	2.42	89%	50%	56%
TOTAL	2.48	88%	43%	47%

CENSUS TRACT DATA – HISPANIC HH

Metros: Albuquerque, Amarillo, Bakersfield, Corpus Christi, El Paso, Ft. Myers-Naples-Marco Island, Fresno, Hudson Valley, Tucson

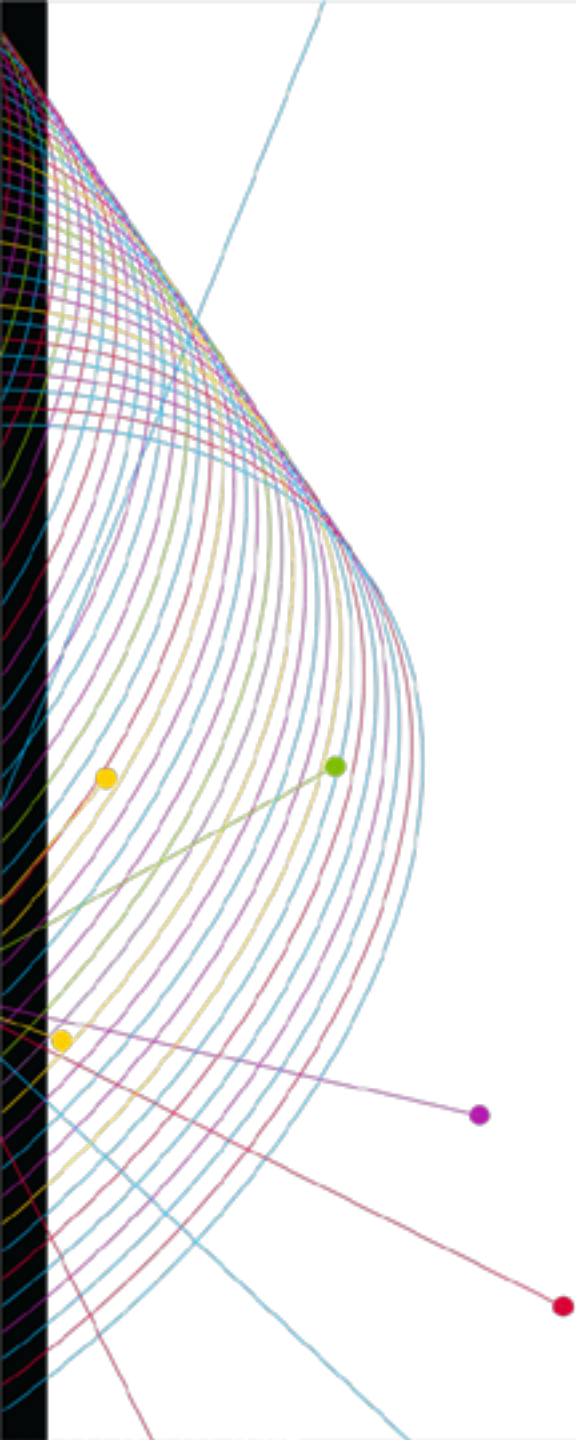
CATEGORY	PERCENT HISPANIC	HISPANIC PERCENT 45+	HISPANIC PERCENT RENTER	HISPANIC LINGUISTIC ISOLATION
HISPANIC -Y	62%	26%	37%	21%
HISPANIC-N	41%	27%	39%	17%
UNKNOWN/ UNLINKED	50%	25%	48%	21%
TOTAL	55%	26%	39%	20%

Data Sources: 2010 Census, 2007-2011 American Community Survey

STRATIFICATION OF APPENDED DATA

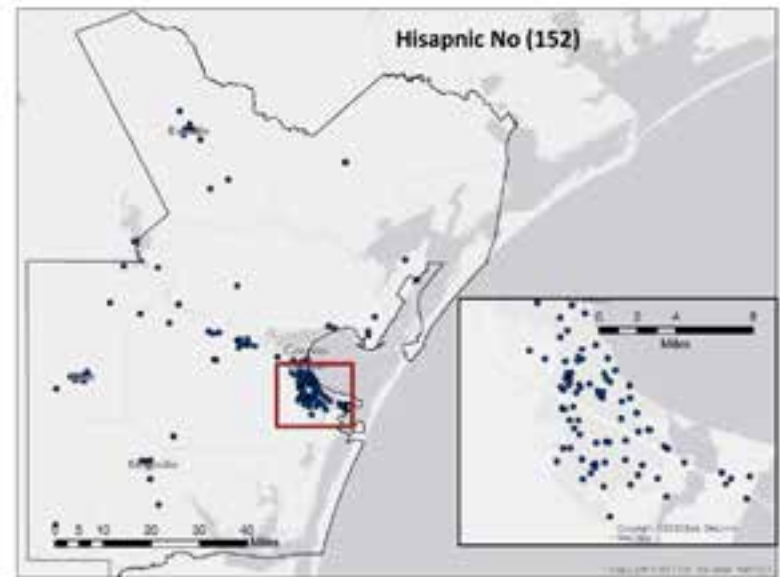
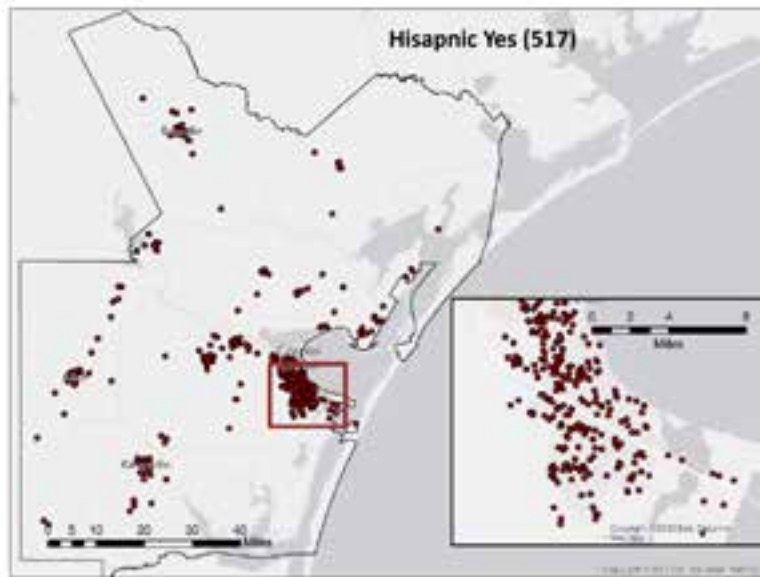
Action after test

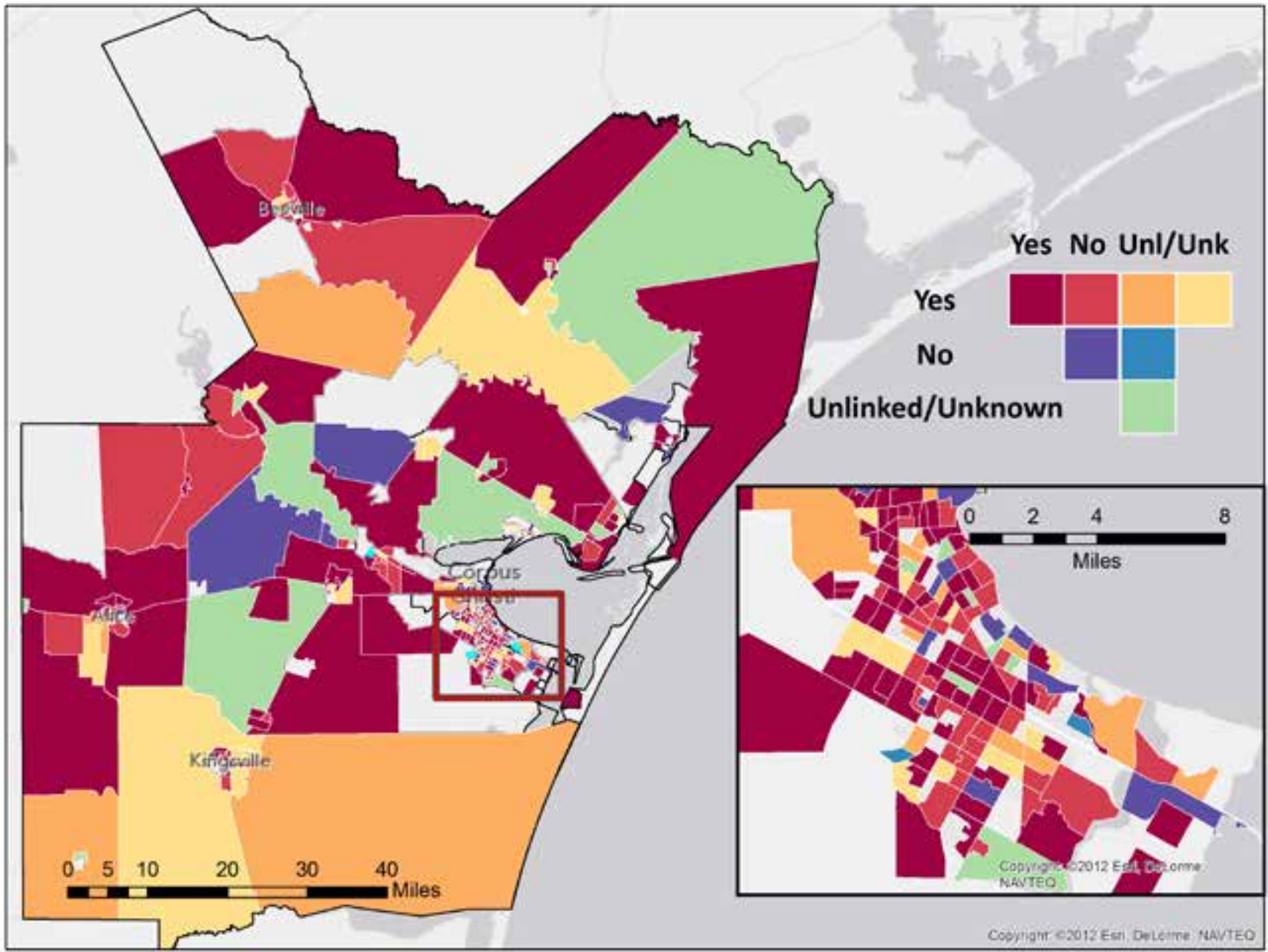
- Five strata
- Unknown/unlinked a important strata
- Hispanic "Yes" households receive bilingual materials
- Unknown/unlinked in Hispanic neighborhoods receive bilingual materials



CAN LARGER SAMPLES PINPOINT GEOGRAPHIC DIFFERENCES?

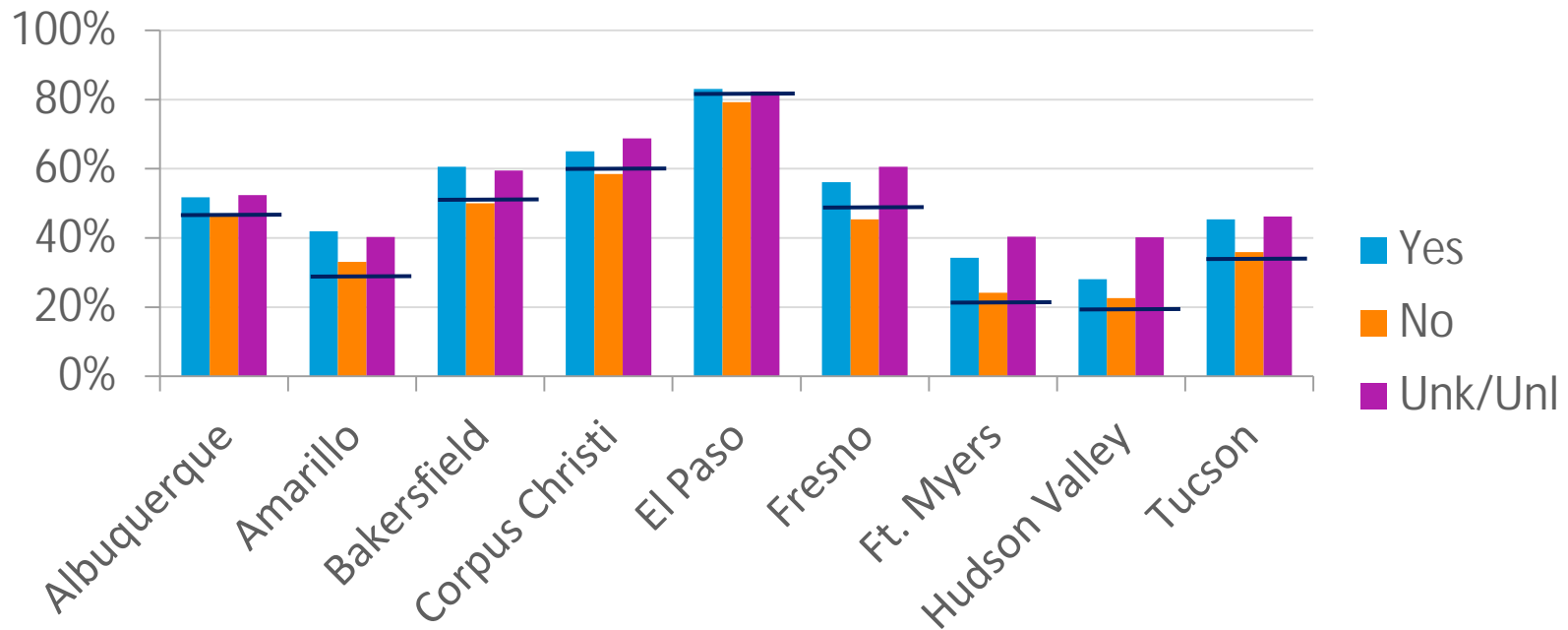
SAMPLE IS DISTRIBUTED LIKE THE POPULATION





PERCENT HISPANIC

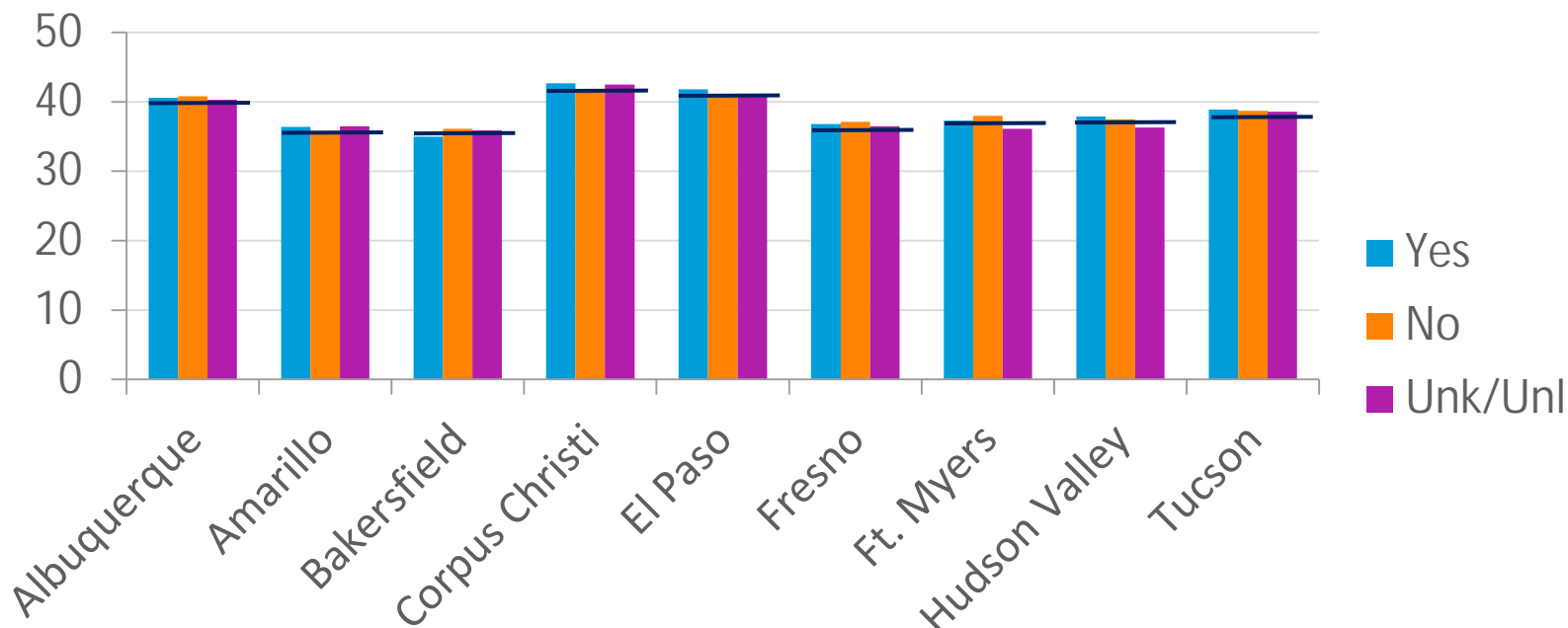
Block Group Data



Hispanic "No" Neighborhoods are Less Hispanic than "Yes' Neighborhoods

HISPANIC MEDIAN AGE (ADULTS 18+)

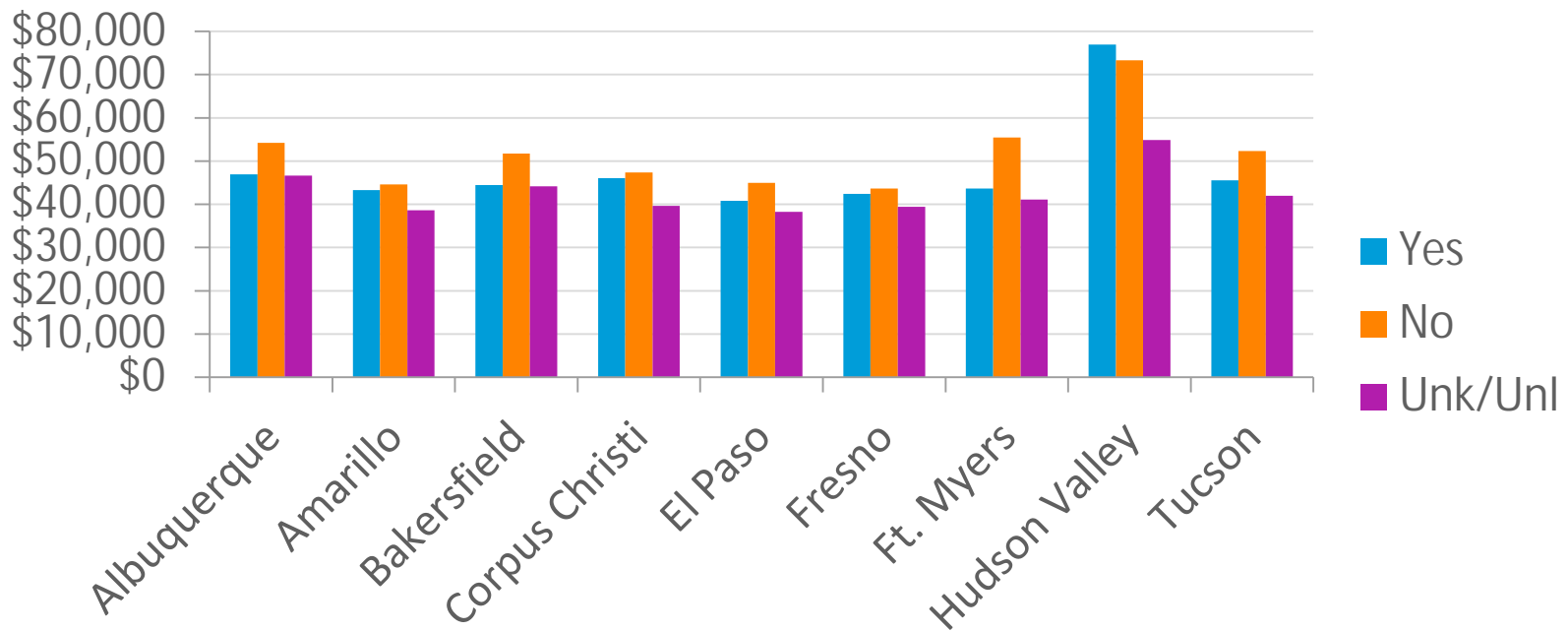
Block Group Data



No Pattern in Adult Age

AVERAGE HISPANIC MEDIAN INCOME

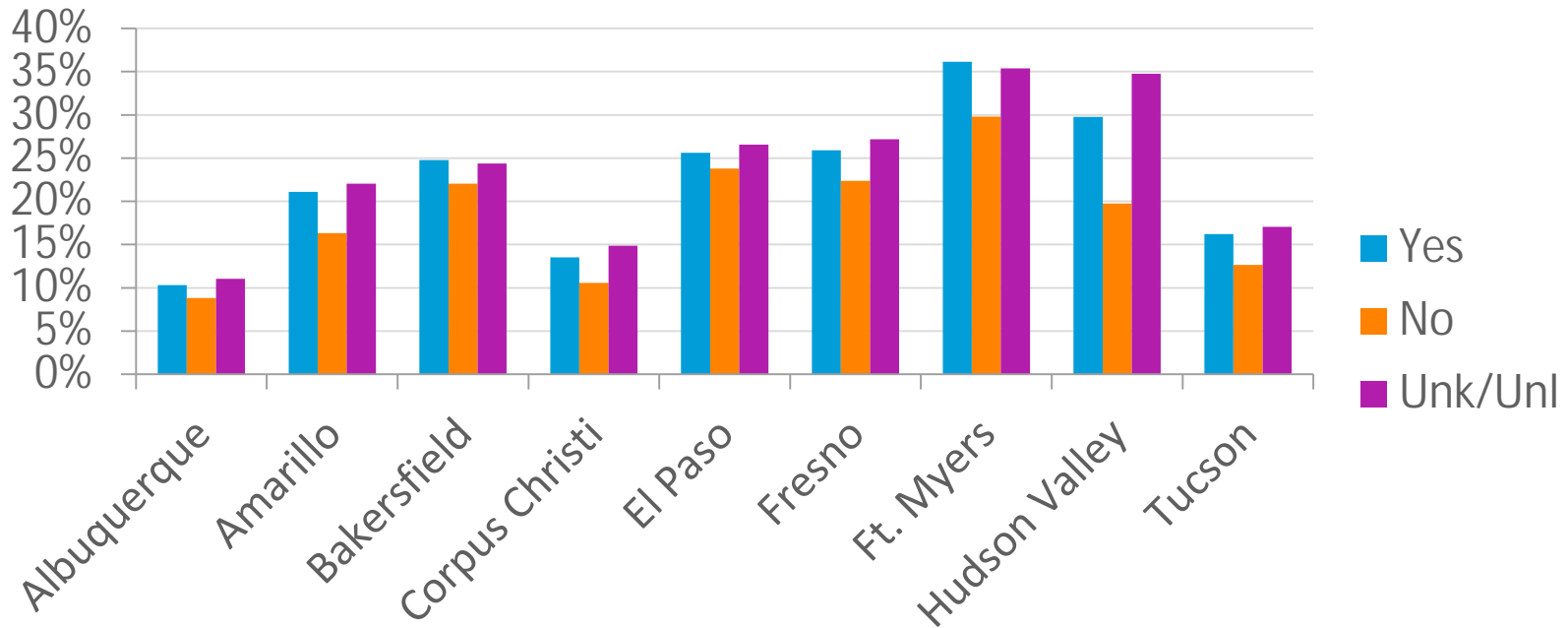
Block Group Data



Unknown/Unlinked has Lower Income

LINGUISTICALLY ISOLATED HOUSEHOLDS

Block Group Data



Hispanic "No" Are Less Isolated

GEOGRAPHIC SAMPLE DISTRIBUTION

Discussion

- Can't distinguish groups geographically
- Not enough differences to create different procedures
- Unknown/Unlinked are similar to Hispanics "Yes"
- Unknown/Unlinked in lower income neighborhoods than "Yes"
- Continue to stratify Unknown/Unlinked as well as "Yes"



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