



# RADIO INSIGHTS

## SPANISH LANGUAGE RADIO CONNECTING WITH TODAY'S HISPANICS

By Lisa Chiljean | Director, Hispanic Strategy & Analytics | Katz Media Group

### TWO WORLDS...TWO LANGUAGES

Hispanics are used to living in a bilingual world. Today, 3 out of 4 Hispanic adults in the U.S. speak English in addition to Spanish. They work, go to school, shop, and socialize – and don't expect everything to be "in Spanish." No matter where they are, who they are with, or what they are doing, Hispanics move seamlessly between two worlds and two languages. For them, speaking Spanish is not a necessity, but a choice, and a way to stay connected to their culture.

### EMBRACING CULTURE AND MUSIC

Over 70% of 3<sup>rd</sup> generation Hispanics feel connected to their Hispanic heritage and they maintain these ties in a variety of ways. Being Hispanic today means preserving the traditions and values they grew up with, such as eating favorite foods, celebrating holidays, as well as speaking Spanish. Music is also a key component in the Hispanic lifestyle. 97% of Hispanics listen to music at least once a week and they spend +90% more money on music than the general population. Looking at AM/FM Radio in particular, Hispanics spend nearly an hour more per week with Radio and are +112% more likely to attend DJ events than the general population. It's safe to say that music, especially Radio, plays a significant role in the lives of Hispanics.



**13h:43m**  
time Hispanics spend with Radio each week (vs. 12:48)

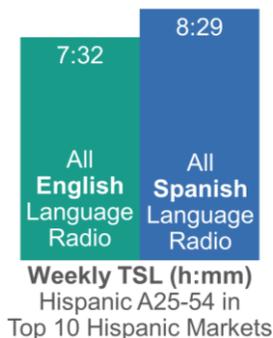
### HISPANICS CHOOSE SPANISH LANGUAGE RADIO

Each week, more than 9 out of 10 Hispanics tune into AM/FM Radio. Given a choice, they would prefer to listen to Spanish language Radio – and the music that connects them to their culture. In fact, the top two formats

Hispanic Adults 25-54 Share of Total Listening	
Mexican Regional	18.3%
Spanish Contemporary + Spanish Hot AC	10.0%
Pop Contemporary Hit Radio	8.6%
Adult Contemporary	6.7%
Spanish Adult Hits	5.6%

among Hispanics 25-54 are **Mexican Regional** and **Spanish Contemporary**. In addition, Hispanics 25-54 are most engaged with Spanish language Radio, spending nearly **an hour more per week with Spanish language stations** than with English language stations.

If advertisers want to reach out to today's Hispanics, the first place they should send that invitation is Spanish language Radio.



Sources: Nielsen Audio 2017 Populations; Yahoo, Audience Theory October 2016; Nielsen Multicultural Music Report 2014 & 2016; Nielsen Media Today Focus on Black and Hispanic Q4 2017; Nielsen Oc/No/De 2017, Average Weekly TSL Top 10 Markets

