

# RADIO INSIGHTS

*American*

## THE NEW HISPANIC REALITY

The burgeoning Hispanic population has changed the American landscape in ways that today’s marketers are only beginning to understand. According to the U.S. Census, there are 57 million Hispanics in the country today, representing 18% of the U.S. population. As a result of this demographic shift, there are three key facts that should be considered in the development of all future consumer marketing strategies:

1. Over the next forty-plus years, Hispanics will comprise an amazing 29% of the total population, and they are disproportionately younger – 60% are age 34 and younger, and 32% are under age 18.
2. Among these younger Hispanics, 58% under 34 are bilingual and exhibit strong culture sustainability. That cultural connection is a key to communicating with this vast and growing market segment.
3. **The medium used by the most Hispanics of all ages is – AM/FM Radio.**

Hispanics are increasingly important brand prospects for more than just their increasing population.

- Hispanics are more educated than ever before. Between 1993 through 2013, the number of Hispanic Adults 18-24 enrolled in a four year college tripled from 728,000 to 2.2 million.
- Hispanic incomes have grown considerably over the past 15 years -- the percentage of Hispanic households earning \$75,000 or more annually has grown from 13% in 2000 to 25% in 2014.
- Hispanics represent formidable buying power. According to the Selig Center for Economic Growth, Hispanics controlled \$1.3 trillion in buying power in 2015, an increase of 167% since 2000. That trend will continue, with buying power expected to reach \$1.7 trillion by 2020.

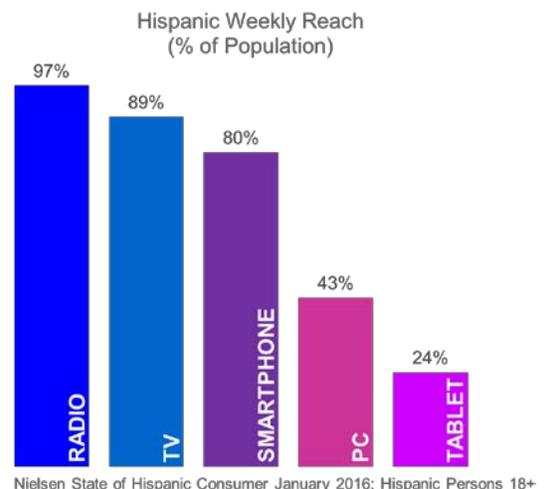
### RADIO REACHES MORE OF THIS IMPORTANT MARKET THAN ANY OTHER MEDIUM

Hispanics use media differently from other demographic groups...and Radio is a favorite. Hispanics also spend more time with Radio than the average listener – 13-3/4 hours vs. 13 hours/week.

The construct of the US consumer will continue to evolve, with Hispanics driving those changes. What better media partner than Radio to deliver this valuable consumer group to marketers!

*Lisa*

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Source: Nielsen “From the Ballot Box to the Grocery Store: A 2016 Perspective on Growing Hispanic Influence in America”