

RADIO INSIGHTS

HISPANIC RADIO CONTINUES TO GROW

Hispanics are spending more time with media than ever before and their choices reflect the unique dynamics of the growing population. As marketers are increasingly drawn to the growing Hispanic consumer base, it is more important than ever to understand the role that Radio plays in the media mix.

Given all the media choices available today, Hispanics' weekly time spent with traditional media outlets remains virtually unchanged. While Smartphone and other digital usage has increased, it has actually grown the total media pie, rather than further fragment it. Today, traditional media (Radio and TV) accounts for more than half (58%) of time spent with media in a typical day¹.

HISPANIC RADIO'S STRENGTHS ARE UNSURPASSED!

Nielsen recently released a new Audio Today report that highlights the strengths of the Hispanic Radio audience². Most significantly:

- Radio reaches 41.3 million Hispanic listeners every week. That number has continued to grow over the past 5 years, and has outpaced that of other ethnic groups, growing 6% since 2012. Compare that to 3% for Blacks and 1% for Non-Blacks and Non-Hispanics.
- Radio reaches more Hispanics (97%) than any other medium and among heavy Radio users, Hispanics spend the most time with Radio than with other media – nearly 6 hours more per week.
- Heavy Radio users are a highly qualified audience....71% are employed full-time with an average yearly income of \$60,500.



As marketers look for ways to reach the Hispanic consumer, Radio must continue to be a part of the conversation.

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(1) Nielsen "Total Audience Report" Q1 2016; (2) Nielsen "State of the Media: Audio Today" Q3 2016