

Tuning in to Hispanic audiences

The power of audio to drive reach
and engagement

A collaboration with

hra

Hispanic Radio Alliance



Introduction

Responsible for 71% of U.S. population growth between 2022-2031 and with more than \$3 trillion in purchasing power, Latinos have tremendous influence on the U.S. economy and culture. For agencies and brands alike, where and what Latinos consume in media is an important component of connection and engagement. Audio represents a unique opportunity to connect personally and authentically with this dynamic audience. From the stability of radio to the fast-growing world of podcasts, audio is not just a medium—it's a powerful bridge to cultural connection and engagement. This report explores how brands can harness the power of Audio to maximize its reach, resonance and ROI with Hispanic audiences.

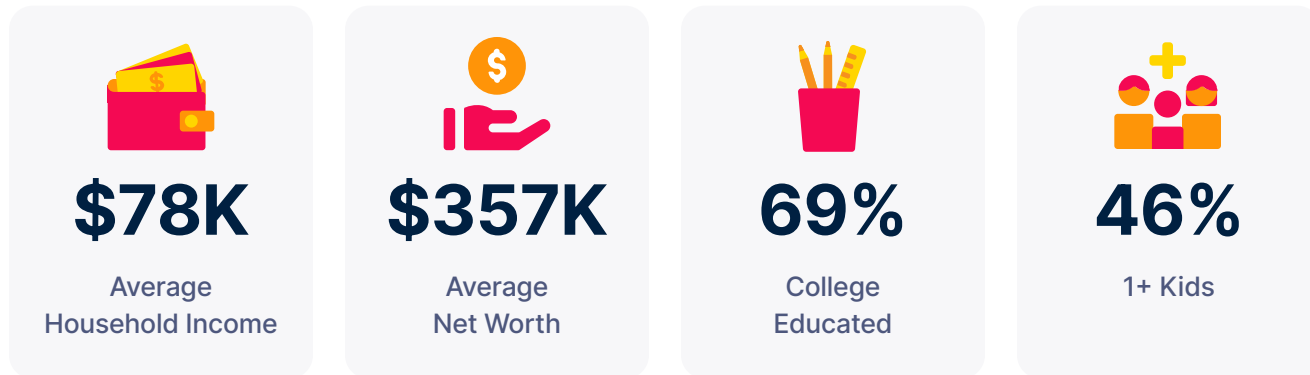
Radio: a top reach vehicle among Hispanic audiences

When it comes to reach, Radio is a key media platform for Hispanics, **reaching 40 million listeners monthly**—on par with connected TV devices and smartphones. This makes radio essential for advertisers aiming for maximum reach and engagement. As media habits diversify, radio continues to deliver unmatched scale and integration into Hispanic lives, making it a cornerstone of any effective marketing strategy.

Source: Nielsen Audience Insights Data, Q2 2024, Hispanic Adults 18+

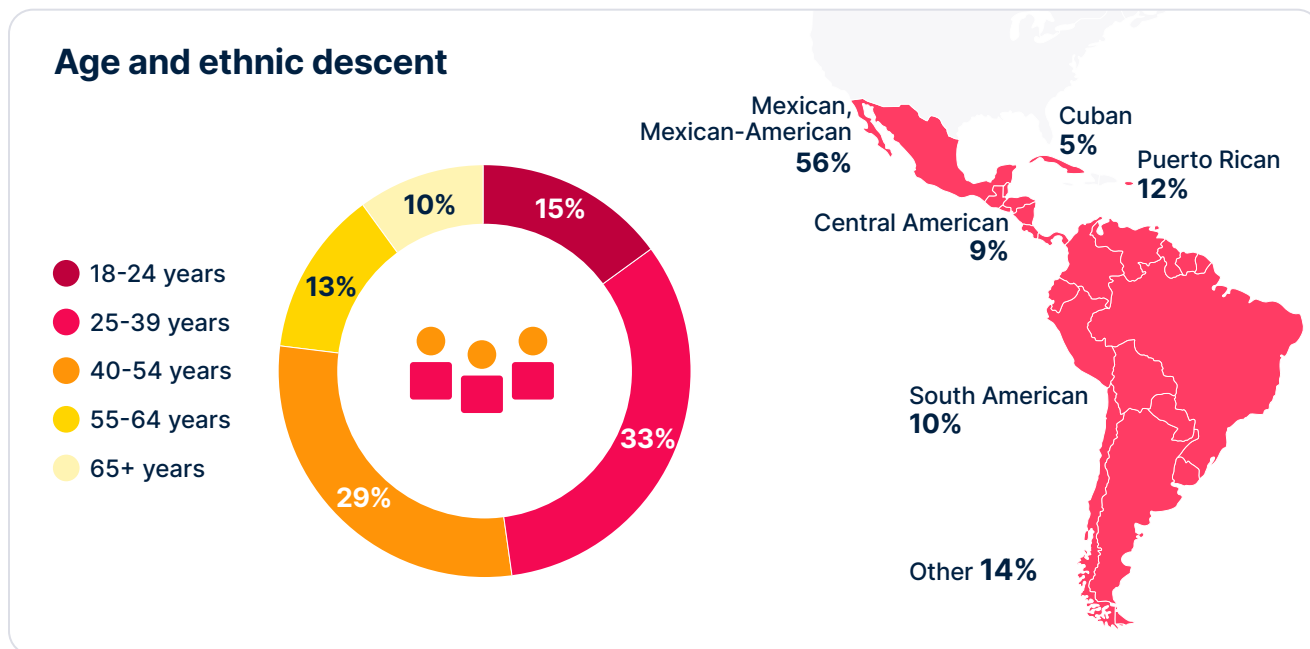


The diversity of Hispanic audio audiences



Hispanic audio listeners are a diverse group, spanning multiple intersectional identities including age, geography, race and more, each with unique media habits. For brands and advertisers, this diversity underscores the importance of avoiding a one-size-fits-all approach. Successful media campaigns recognize the nuances within this audience and should always include tailored content and messaging to reflect generational preferences, cultural values, and language dynamics. When brands embrace this complexity, they can create authentic connections that resonate deeply and drive meaningful engagement. Audio is the perfect landscape to activate on the nuances of this audience.

Hispanic audio consumers are diverse

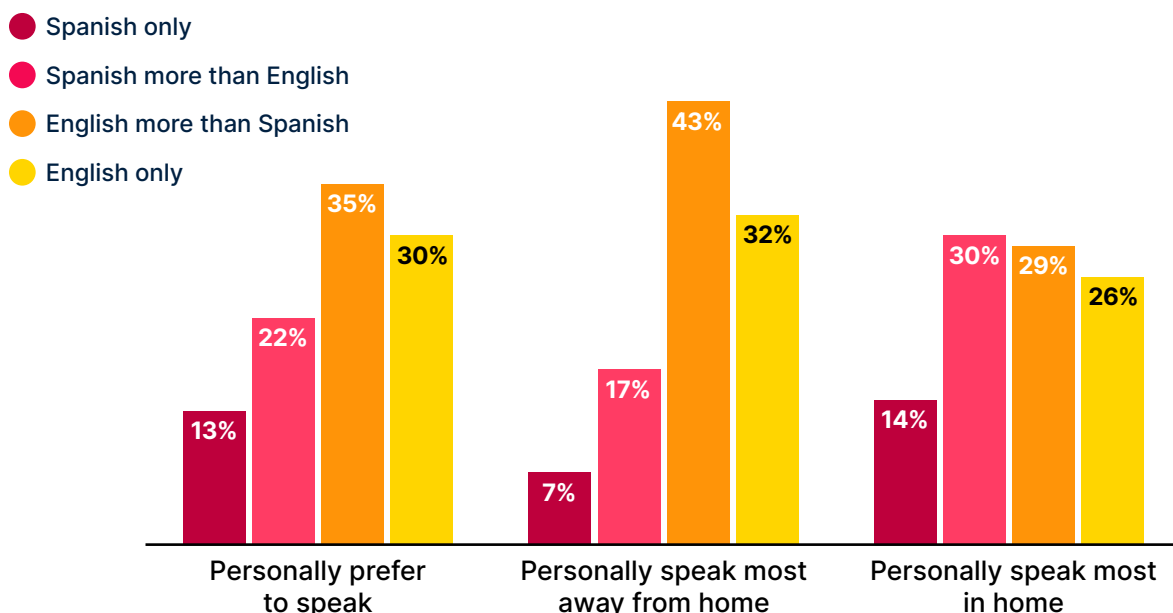


Source: Nielsen Scarborough Podcast Recontact Study USA+ (May 2024) Hispanic Adults 18+ Weekly Listeners to AM/FM Radio, Streaming Audio Services, Podcasts & Satellite Radio

Spanish language deeply rooted in Hispanics lives

Hispanic audio listeners maintain a strong connection to the Spanish language, with over 70% speaking Spanish at home and nearly 65% personally preferring to speak Spanish, incorporating it into their daily lives. This preference highlights the cultural significance of Spanish, even as many Hispanics are bilingual. Only 30% of the audience exclusively prefers to personally speak English, underscoring the need for Spanish-language radio to authentically engage this audience. For brands and advertisers, this represents a clear opportunity: leveraging Spanish-language radio is not just about language—it's about connecting with the values, traditions, and cultural nuances that resonate with the Hispanic community.

Language preferences: Spanish as a core part of daily life



Source: Nielsen Scarborough Podcast Recontact Study USA+ (May 2024) Hispanic Adults 18+

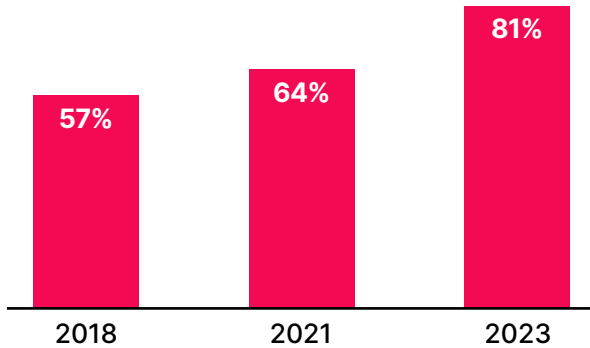


Over 70% of Hispanic listeners speak Spanish at home.


Radio: a resilient medium for Hispanic audiences

Over the past seven years, radio has demonstrated remarkable stability in media consumption among Hispanic audiences. This resilience illustrates radio's deep integration into daily routines, making it a trusted and consistent source of information and entertainment. For advertisers, this enduring relevance presents a unique opportunity to connect with Hispanic listeners through a medium that continues to command their attention. While other media platforms face increasing fragmentation, radio remains a reliable way to engage this audience.

Hispanic 18-34 radio time spent indexed to TV



2024 weekly time spent (hh:mm) Hispanic 18-34

 Live+Time-Shifted TV:
10:56

 AM/FM Radio:
8:11

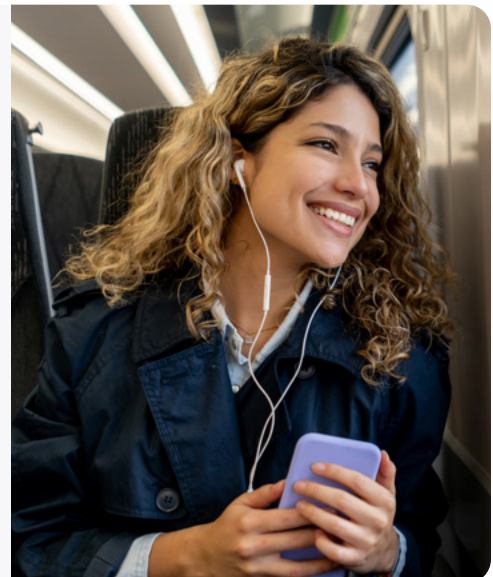
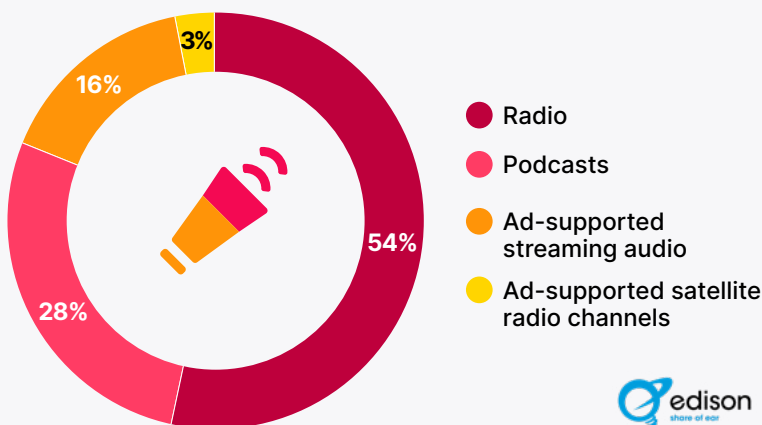
Source: Nielsen Audience Insights Data Tables Q2 2018-2024, Weekly Time Spent in Hours: Minutes Among U.S. Population – Hispanic 18-34
Read as: In 2023 AM/FM Radio's weekly time spent (9 hrs : 20 mins) was 81% of TV's weekly time spent (11hrs : 33 mins)

Radio dominates ad-supported audio for Hispanics

Radio continues to hold the top spot as the dominant ad-supported audio platform among Hispanic audiences, capturing 54% of the listening time. While podcasts are growing in popularity and account for 28% of time spent, radio remains the clear leader in the ad-supported space. For advertisers, this highlights radio's unmatched ability to deliver broad and consistent reach within the Hispanic community. As other audio platforms gain traction, radio continues to provide the largest share of listening, cementing its role as a cornerstone for engaging this influential audience.

Edison Research Share of Ear

% daily ad-supported audio listening time




Source: Edison Research, "Share of Ear," Q3 2024; Hispanic Adults 18+

Boost campaign effectiveness with radio

For media buyers focused on maximizing campaign performance, Radio offers a proven way to amplify reach and effectiveness without increasing the budget. Reallocating just 20% of a campaign budget to radio increases total reach by 23%, adding 348,000 more people to the audience. More importantly, it drives a 38% lift in effective reach, connecting with 363,000 additional consumers three or more times. By integrating radio into the media mix, advertisers can achieve both broader reach and deeper engagement, delivering stronger results within the same budget.

Optimizing media plans with radio: more reach for the same budget

Reallocating 20% of a \$500K media budget to radio

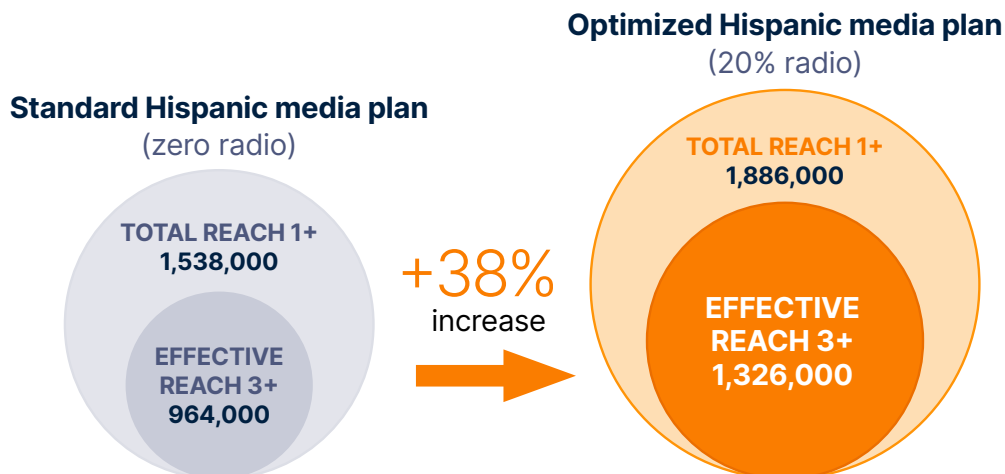
1 month campaign	Standard Hispanic media plan 65% Linear TV + 10% CTV + 25% Social Media	Optimized Hispanic media plan 52% Linear TV + 8% CTV + 20% Social Media + 20% radio	 363,000 more Hispanics reached 3 or more times by adding AM/FM radio
Reach %	70%	86%	
Net Reach	1,538,000	1,886,000	
CPM	\$55	\$44	

Source: Nielsen Media Impact, Houston DMA, Dec 2023 Fusion, Hispanic Adults 18+
 CTV = Hulu, Netflix, Paramount+, Peacock, Pluto, Tubi, YouTube / Social = Facebook, Instagram, Snapchat, Twitter, TikTok, Reddit & LinkedIn

Amplify message frequency with radio

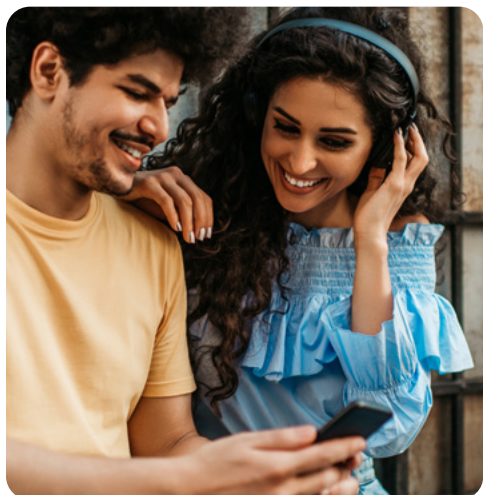
Radio plays a crucial role in ensuring campaign messages are heard often enough to make a lasting impact. By allocating just 20% of a media budget to radio, effective reach the number of consumers exposed to a message three or more times—rises significantly. Without radio, a typical campaign achieves effective reach among 964,000 consumers. Adding radio boosts that number to 1.3 million, delivering a 38% increase in effective reach. Radio isn't just about reaching people, it is about reaching them enough to truly influence their behavior.

Radio brings additional critical reach to your marketing campaign



Source: Nielsen Media Impact, Houston DMA, Dec 2023 Fusion, Hispanic Adults 18+

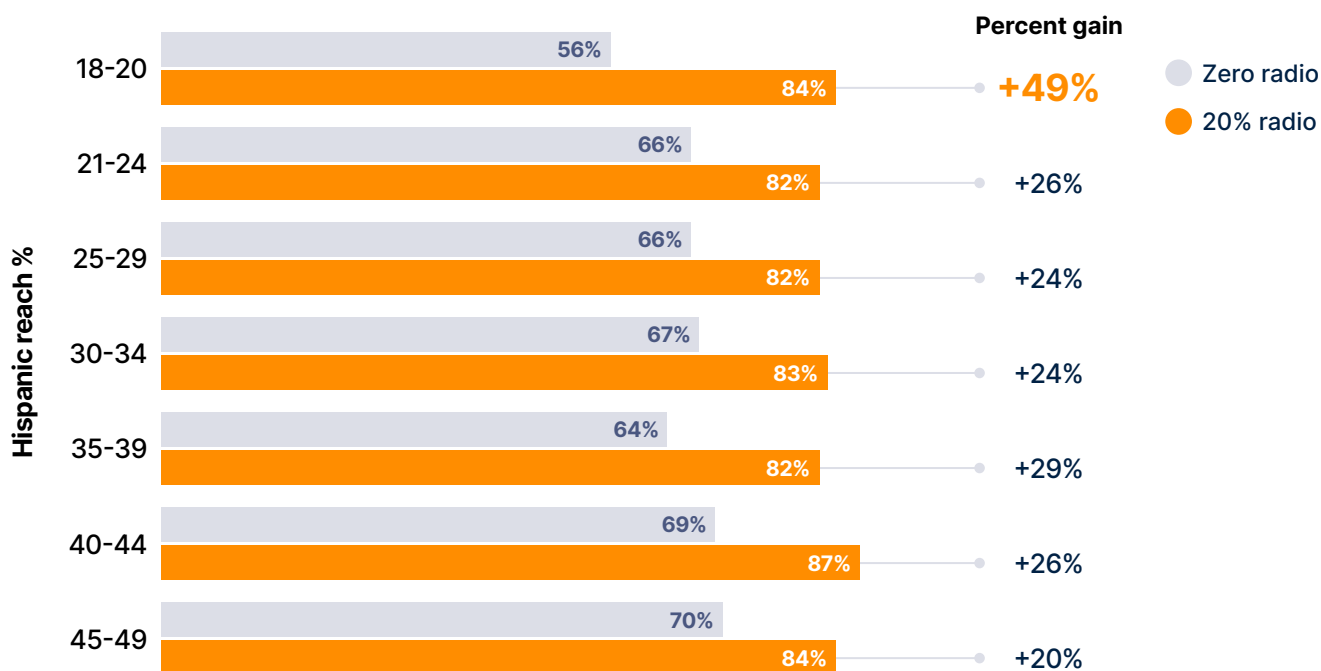
Reaching younger Hispanic audiences with radio



Incorporating audio into a media plan is essential for reaching younger Hispanic audiences, particularly those aged 18 to 20. A typical media plan without radio achieves a reach of just 56% for this demographic. However, reallocating 20% of the budget to radio increases reach to 84%, representing a 49% lift in relative reach and a 27-point absolute increase. Younger Hispanics are often harder to engage through traditional media alone, and radio effectively fills this gap, ensuring campaigns connect with this vital and influential segment. For media buyers, this makes radio a critical investment for balanced, impactful campaigns.

Radio Expands Reach Among Younger Hispanic Audiences

Radio is essential to the media plan if you want to reach young Hispanics



Source: Nielsen Media Impact, Houston DMA, Dec 2023 Fusion, Hispanic Adults / Standard Hisp. Media Plan = 65% Linear TV / 10% CTV / 25% Social Media
 CTV = Hulu, Netflix, Paramount+, Peacock, Pluto, Tubi, YouTube / Social = Facebook, Instagram, Snapchat, Twitter, TikTok, Reddit & LinkedIn



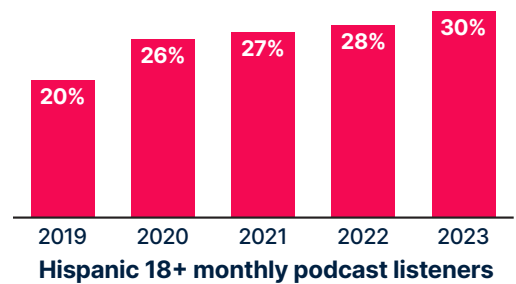
Radio is a critical investment for balanced, impactful campaigns.

Podcasts: a growing engagement opportunity among Hispanics

Podcasts are becoming an essential part of the Hispanic audio landscape, with listenership growing significantly across demographics. Podcasts also offer a unique engagement opportunity, particularly for younger and bilingual audiences. Hispanic podcast listeners are highly responsive to advertising, making them an invaluable audience for brands who want to build connections with this audience.

1 Rapid growth and expanding reach

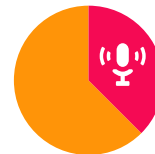
Hispanic podcast listening has grown steadily over the years, with notable increases among adults aged 25–34 and 45+. This upward trend demonstrates the format's broadening appeal and its ability to reach diverse segments within the Hispanic audience.



2 Engaged in both Spanish and English

Podcasts in Spanish and English resonate deeply with Hispanic listeners, who often navigate bilingual identities.

3 1/3 of heavy radio listeners also consume podcasts



4 High advertising responsiveness

Hispanic podcast listeners are more likely to respond to advertising than the general population, taking actions like visiting websites, purchasing products, or engaging with brands.

34% more likely to call a number

42% more likely to visit a retail location

16% more likely to recommend to family or friends

Source: Nielsen Scarborough Podcast Buying Power, Rel 2, 2019-2023 (USA+) Hispanic Adults 18+ Monthly Podcast Listeners

Conclusion

Hispanic listeners are an invaluable audience for brands, and audio is one of the most effective ways to connect with them. By integrating both radio and podcasts into your media plan, you can achieve higher reach, deeper engagement, and greater ROI. The key is understanding the diversity within the Hispanic community—generational differences, language preferences, and cultural nuances—and using this insight to craft campaigns that resonate. With audio, the opportunity to create meaningful connections has never been stronger.

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media.

Audience Is Everything®



About Hispanic Radio Alliance

The Hispanic Radio Alliance was established with the expressed purpose of amplifying the value proposition for this important part of the industry by:

- Developing local marketing campaigns intended to articulate the unique value of the Hispanic radio market in local communities across the country for advertisers.
- Having broadcast partner members use their unique capabilities to launch research studies, develop creative collateral, and more.
- Devoting airtime and digital inventory dedicated to promoting the said campaigns.
- Meeting on an ongoing basis to determine effectiveness of their efforts, identify key market trends, and continue to adjust their approach.

For more information on the Hispanic Radio Alliance, including information on how to join, please contact Deborah Parenti at dparenti@streamlinepublishing.com.

