THE STATE OF SPANISH-LANGUAGE MEDIA

2025

CROWD REACT MEDIA
A Division of harker bos group

harker bos group

Presentation of research findings by Crowd React Media, a division of Harker Bos Group

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CROWD REACT MEDIA
A Division of

Welcome

A message from one of the founding parters of Crowd React Media, a division of Harker Bos Group, on this year's State of Spanish-Language Media report.

KATIE MILLER
FOUNDING PARTNER

Thank you for reading the second annual State of Spanish-Language Media report. Whether this is your first time diving into our findings or you joined us last year, we're excited to have you here. This year, we surveyed over 500 Spanish-language media consumers across the U.S., exploring how they engage with radio, streaming TV, podcasts, social media, music streaming, YouTube, video games, and more.

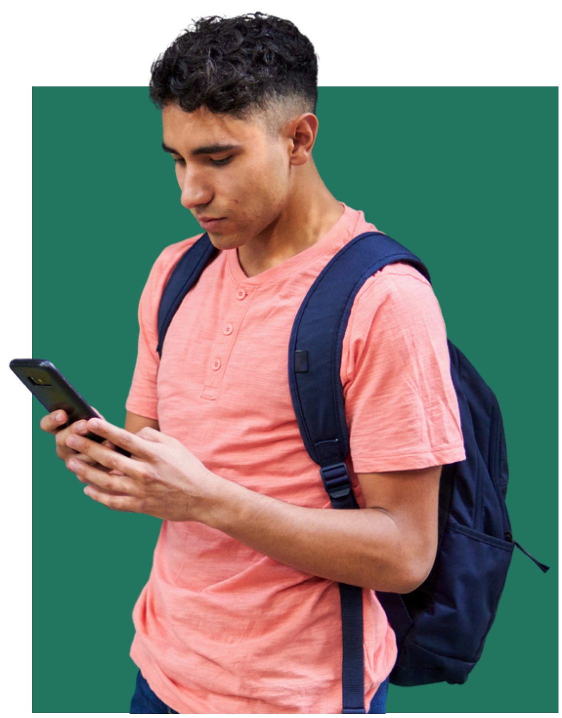
Unlike what we observed in our broader 2025 State of Media report, Spanish-language audiences haven't hit the brakes on media consumption. In fact, their habits remain strong and showing no signs of the pullback or platform fatigue we saw among general market audiences in our English-language State of Media Report from earlier in 2025.

One of the most striking findings this year was the generational divide. Media behavior among younger and middle demos (Gen Z, Millenials, and Gen X) looks dramatically different than that of the Boomer audience. Because of that, the majority of this report focuses on the 18–54 segment, with a dedicated section at the end exploring trends specific to the 55+ group.

This report isn't just a snapshot—it's a look at a vibrant, evolving media landscape that continues to grow and shift. We'll dig into what's gaining momentum, what's holding steady, and what these trends mean for content creators, advertisers, and Spanish-language platforms alike.

Thanks for being part of the conversation.

— Katie Miller, Co-Founder, Crowd React Media & VP of Client Relations, Harker Bos Group



A GUIDE TO THE REPORT

Who We Talked To

Between April and June 2025, we surveyed 500+ U.S. adults (ages 18+) about their media habits, preferences, frustrations, and routines. In order to qualify, they had to be Hispanic and speak Spanish a minimum of equally with English, around family and friends. The majority are Spanish-dominant. The audience spans all regions of the U.S., a balanced mix of genders and age groups, and a wide range of household incomes and occupations. The data in this report reflects the diversity of today's media consumers—and how differently they engage across platforms.

Fielding:
April to June 2025

Who Counts in the Numbers?

To keep things consistent across the report, we define two key types of media engagement:

Audience Members
These are people who interact with a media type frequently (3–5 days per week) or occasionally (1–2 days per week). They are considered part of that media's active audience, and most of our media-specific insights are based on their responses.

Media Cume
This is a broader measure. It includes anyone who engages with the media type at all—whether frequently, occasionally, or rarely (less than once a week). Only those who say they never use the format are excluded. When we reference cume, we're showing overall reach, not just core users.

Why It Matters
We use "Audience Members" to reflect the people regularly tuning in, clicking in, or logging on. "Media Cume" helps us show the total footprint of a platform. Both help tell the full story of who's really engaging with today's media.

STATE OF SPANISH-LANGUAGE MEDIA IN 2025

Media engagement in 2025 remains incredibly high—across the board. When we zoom out and look not just at weekly users, but at total participation (including those who engage less than once a week), the numbers tell a clear story: media is a near-universal presence in our lives.

As mentioned earlier, we define this broader measure as Media Cume—the combined percentage of adults who engage frequently, occasionally, or even rarely with each media type. And in 2025, every platform cleared a major benchmark: not a single one fell below 60%. In fact, most are far above it.

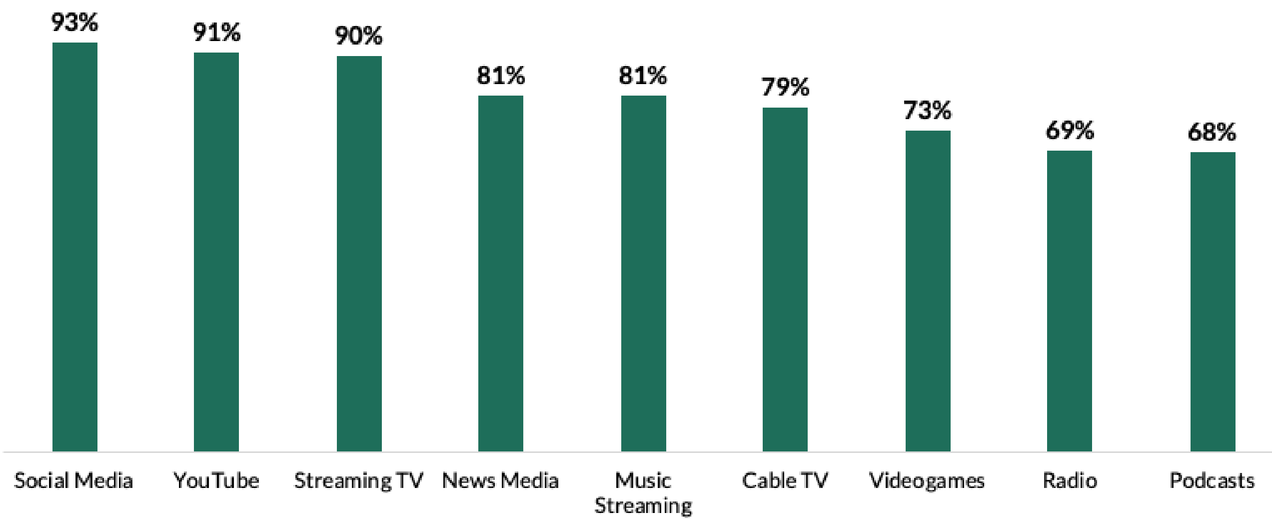
All media types have over 60% cume, meaning over half of Spanish-language audiences 18-54 consume them.

Think about that. If media were a product—and it is—having 50–90% of the population use your product at least sometimes would be a cause for celebration. This level of saturation is rare, and it shows how deeply integrated media is into everyday life.

Even traditional platforms like Cable TV (79%), Radio (69%), and News Media (81%) continue to draw significant audiences, proving that while habits evolve, legacy media is far from obsolete. These formats remain key players in the national media diet.

Weekly Media Cume

U.S. Spanish-language Audiences 18-54 who consume each media type frequently, occasionally, or rarely



But What About Frequency?

While cume gives us a sense of total reach, conversion tells us something even more critical: how many of those users are coming back regularly—3 to 5 days a week.

We define Conversion as the percentage of frequency (audiences who engage 3+ times per week) divided by cume. This tells us which platforms are successfully embedding themselves into the audience's routines.

Why does that matter? Because daily habits drive loyalty. They create sustained attention, deeper engagement, and stronger advertiser value. It's one thing to be used—it's another to be a habit.

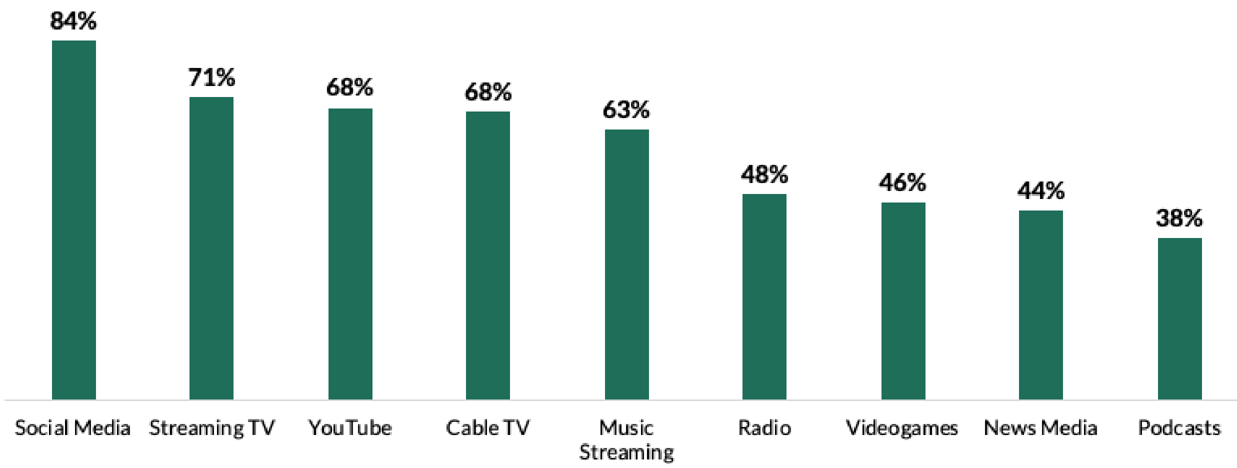
Here's what we see when we examine conversion rates:

- Social Media (84%) and Streaming TV (71%) lead the pack. These platforms aren't just used, they're integrated into daily life.
- YouTube (68%), Cable TV (68%), and Music Streaming (63%) sit in the middle tier. Still strong, but more variable.
- Radio (48%), Videogames (46%), News Media (44%), and Podcasts (38%) are lower-conversion platforms. They're still present in people's lives but they're not daily companions in the way the other platforms are.

That drop in conversion is notable. These formats are being accessed less frequently by those who still consider themselves users. For programmers and advertisers alike, this shift is worth watching closely. It means we're not just competing for attention anymore—we're competing for habit.

Media Conversion

Frequent audiences divided by total audience.



Social Media is #1

Social media takes the place for both highest cume (93%) and highest conversion (84%). This means that it is ubiquitous among Spanish-language 18-54 year old audiences as well as being the largest part of their daily habits. Social media is truly embedded in our lives, and here to stay, for the foreseeable future.

SPANISH VS. ENGLISH

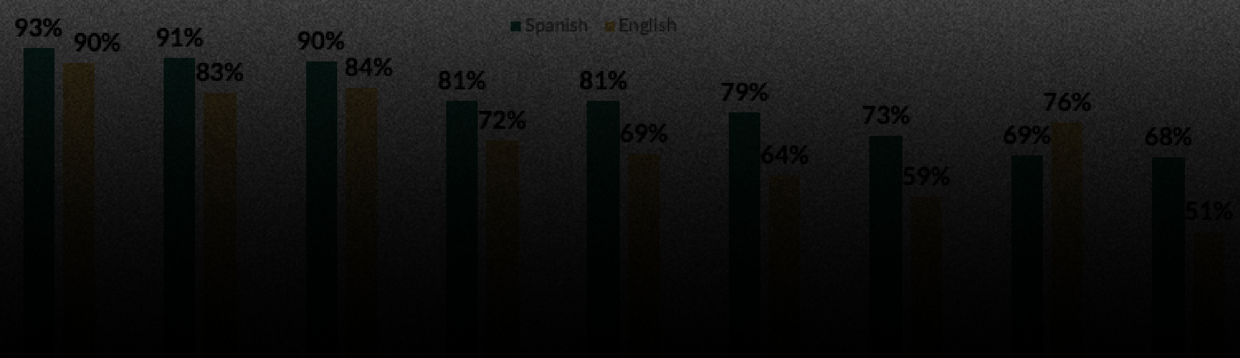
Comparing Spanish-Language Media to English-Language Media

One of the most notable findings from this report is the clear difference in media habits between Spanish-language and English-language audiences.

Spanish-speaking consumers engage with nearly all media types, except radio, at higher rates than their English-speaking counterparts. In several cases, the difference is substantial, with double-digit gaps in platforms like podcasts, cable TV, video games, and music streaming. These differences present a compelling case for platforms to share this data with advertisers as evidence of the unique strength and expanded reach of Spanish-language audiences.

Spanish vs. English Media Cume

U.S. Audiences who consume each media type frequently, occasionally, or rarely.



WANT TO READ MORE?

Thanks for exploring the first section of the State of Spanish-Language Media 2025 report.

The full 29-page report includes detailed breakdowns of each media type, insights by socioeconomic status, tips for stations and advertisers, and much more.

To keep reading, visit:
crowdreactmedia.com/state-of-spanish-language-media-2025

A special thank you to HispanicAd.com for sharing this exclusive preview with their readers.