

# THE STATE OF SPANISH-LANGUAGE MEDIA 2024

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## Audio Edition



*Presentation of research findings  
by Harker Bos Group & Crowd React Media*

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# THE STATE OF SPANISH-LANGUAGE MEDIA 2024

*A presentation of research findings by Harker Bos Group & Crowd React Media*

Welcome to "The State of Spanish-Language Media 2024," a comprehensive whitepaper presented by Harker Bos Group & Crowd React Media. Following on the heels of our previous State of Media studies, 2023's State of Sports Media and State of Media 2024, we felt it necessary to explore the exponentially growing Spanish-language media landscape. Similar in format and scope to our previous State of Media entries, this edition seeks to perform a thorough analysis of the culture-rich media environment of the US's fastest growing demographic (US Census, 2022, Hispanic/Latino, 19.1% of the total population).

Conducted over April and May of 2024, we interviewed over 500 consumers of Spanish-language media in the US. Since we wanted to look at Spanish-language media consumption specifically, the survey was conducted entirely in Spanish. The survey was comprehensive, ranging from radio and cable to television and music streaming, from podcasts to social media, from videogames to watching videos on YouTube, from news apps to cable news. We left no stone unturned when it came to Spanish-language media consumption habits.

However, in a departure from our previous State of Media rollouts, we will be creating a whitepaper series detailing the findings concerning various media formats and mediums.

Our study covered what we deemed to be the most consequential in the current media ecosystem, folded into their upcoming whitepapers:

1. Audio: Radio, Podcasts, Music Streaming
2. Video: Cable/Satellite Television, Video Streaming, YouTube
3. News Media
4. Social Media

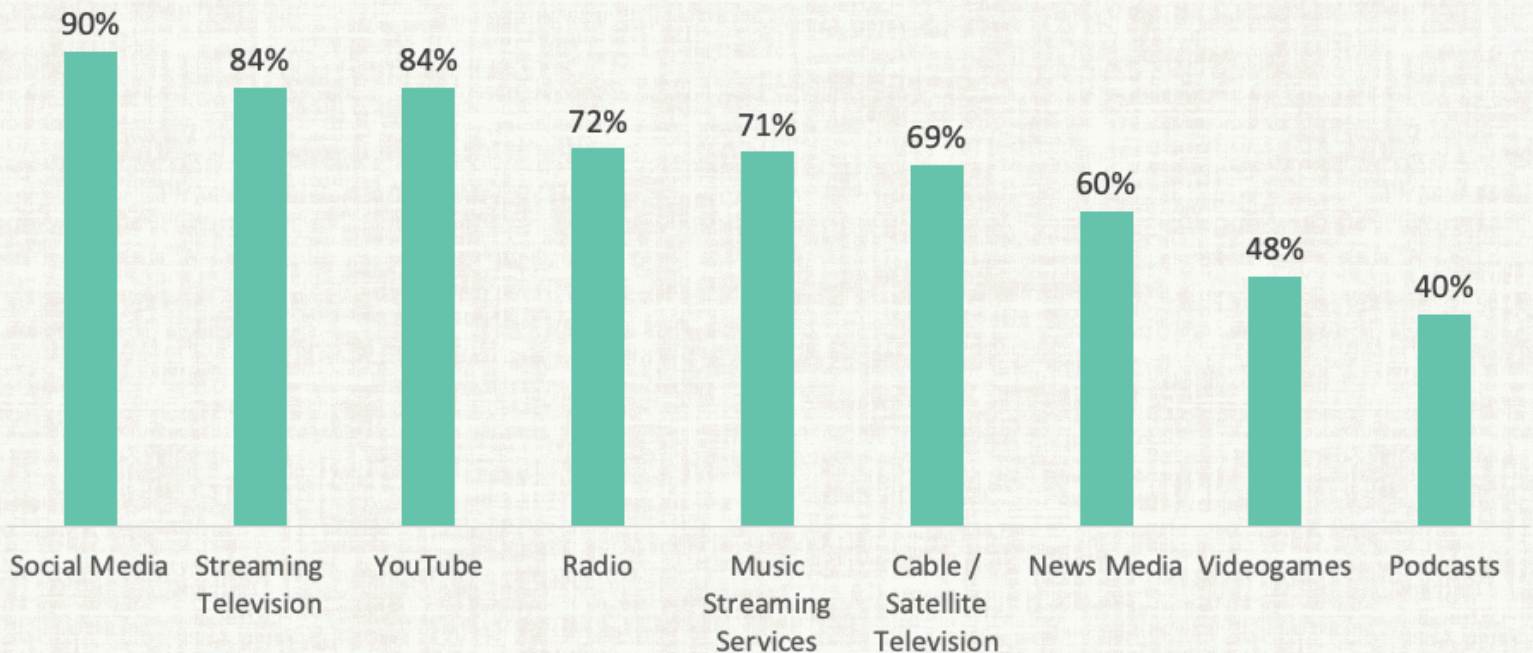
As advertised at Radio Ink's 2024 Hispanic Radio Conference, our first whitepaper will dive into our findings over Spanish-language audio. And by audio we mean radio, podcasts, and music streaming.

# DEMOGRAPHIC COMPOSITION OF STUDY

Before we get into the meat of our Spanish-language Audio whitepaper, let's take a peek into the demographic composition of our comprehensive State of Spanish-Language Media study, along with core media consumption habits.

- 500+ Hispanic Respondents living in the US.
- Speaks Mostly/Exclusively Spanish.
- Gender:
  - 50% Male
  - 50% Female
- Age Demographics
  - Ages 18-34: 40%
  - Ages 35-54: 40%
  - Ages 55+: 20%
- Location
  - 62% Urban
  - 31% Suburban
  - 6% Rural
- Length of time in US
  - 5 years or less: 25%
  - Between 6 and 10 years: 11%
  - More than 10 years: 34%
  - Born in the US: 30%

Overall weekly media consumption habits:



*\*Audiences who participate at least once per week in each activity.*

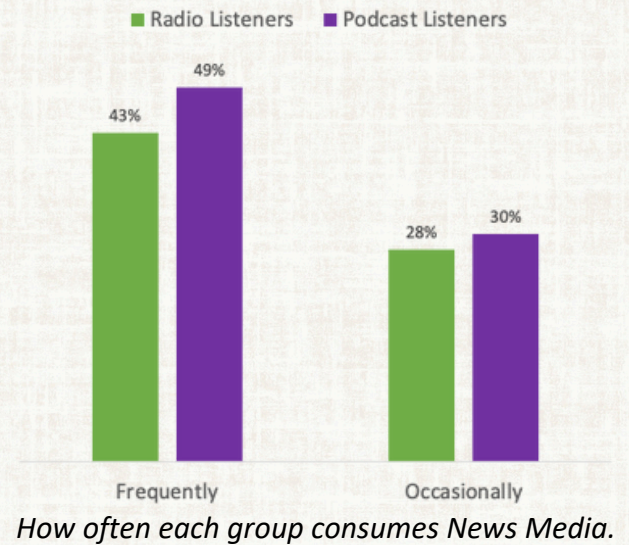
# INTRODUCTION TO AUDIO FORMATS

In our study, we found that a significant 72% of Spanish-Language (SL) audiences engage with radio, highlighting its enduring popularity. In contrast, 40% of Spanish-language audiences listen to podcasts, indicating a growing but still emerging preference for this format. Notably, there is a distinctive pattern in the listening habits of these audiences: frequent radio listeners tend to be less inclined to listen to podcasts, whereas those who regularly consume podcasts are more likely to also tune into the radio. This crossover suggests that podcast listeners may seek a broader range of audio content.

Furthermore, both radio and podcast listeners exhibit a strong appetite for news media, with a clear majority being regular news consumers. Specifically, 71% of radio listeners report consuming news frequently or occasionally. Podcast listeners show a marginally higher engagement, with 79% consuming news content regularly or occasionally. This trend underscores the critical role of audio formats in delivering news to Spanish-language audiences.

Spanish-language audiences also demonstrate a high rate of music streaming service usage, with 71% of our surveyed audience listening to music through dedicated digital platforms such as Apple Music and Spotify.

This habitual engagement with radio and podcast media correlates with elevated levels of digital music streaming. Interestingly, the age demographics reveal distinct patterns: an overwhelming majority (84%) of individuals aged 18-34 are avid digital music streamers, while a slight majority (54%) of those aged 55 and above also engage with these platforms.



**ANY TYPE OF AUDIO LISTENERSHIP IN SPANISH-LANGUAGE AUDIENCES CORRESPONDS WITH HIGH RATES OF LISTENERSHIP TO VARIOUS AUDIO FORMATS AND TECHNOLOGIES.**

Among those that listen to radio, podcasts, and music streaming platforms, we asked SL audiences how long they spend in a typical day consuming types of audio media. Here is what we found:

Time Spent	Radio	Podcasts	Music Streaming
8+ hours	7%	5%	12%
4 to 8 hours	12%	10%	18%
2 to 4 hours	20%	22%	23%
1 to 2 hours	31%	35%	26%
30 minutes to 1 hour	19%	19%	15%
Less than 30 minutes	11%	9%	7%

## RADIO

At first blush, at least 70% of SL radio listeners are tuning into radio at least 1 hour each day. A substantial chunk (39%) of radio listeners are listening at least 2 hours a day. Practically a fifth (19%) of radio audiences are clocking in at least 4 hours of radio listenership per day. These are decidedly strong statistical markers that demonstrate the loyalty of Spanish-language radio listeners. Any sort of media that boasts this degree of established engagement is a gold mine for advertisers.

## PODCASTS

§ With podcasts having carved out 40% of regular listenership in the Spanish language media environment, SL audiences are virtually tied with English-language media in the podcast space (44%). Of note, is the sheer amount of podcast content SL audiences are consuming: 72% of SL podcast listeners are listening to podcasts at least an hour a day. Up to 37% are consuming at least 2 hours of podcasts per day. A non-paltry 15% are listening to podcasts at least 4 hours a day. This translates to 6% of the entire SL media audience consuming at least 4 hours of podcast content each day.

## MUSIC STREAMING

A staggering 78% of music streamers are listening to digital music platforms at least 1 hour a day. More than half (53%) of music streamers are listening to digital music services more than 2 hours a day. 30% of music streamers are listening to at least 4 hours per day. If you look at those populations within the context of all SL media consumers, 38% of *any* SL media consumers are listening to more than 2 hours of digital music a day, and 21% are listening to more than 4 hours.

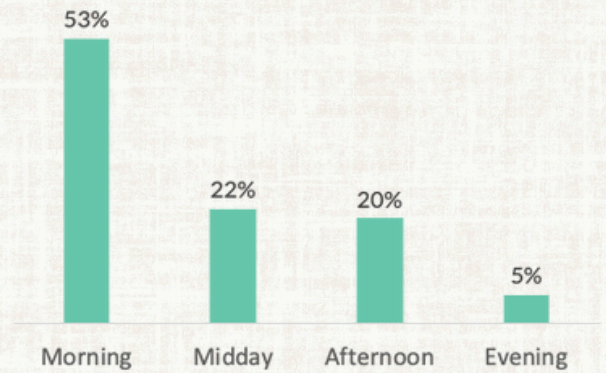
# RADIO

## 72% of Spanish-Language Media Consumers

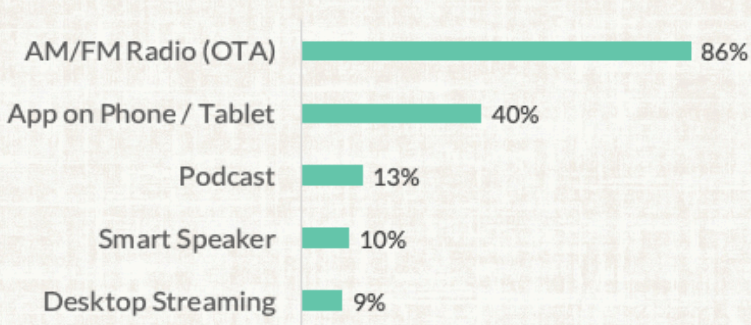
In the following section, we will be taking a closer look into the listening habits of radio listeners.

Among SL radio listeners 53% listen to radio the most in the morning, 22% in the afternoon, 20% in the evening, and 5% at night.

We also asked radio listeners what activities they do while listening to the radio. 75% of SL radio listeners are tuning in while they drive. 30% indicate they listen to the radio while they are working, 22% do so while they are exercising, 22% while they are cooking, and 23% are relaxing while listening.



Preferred time to listen to radio.



Radio Listening Methods

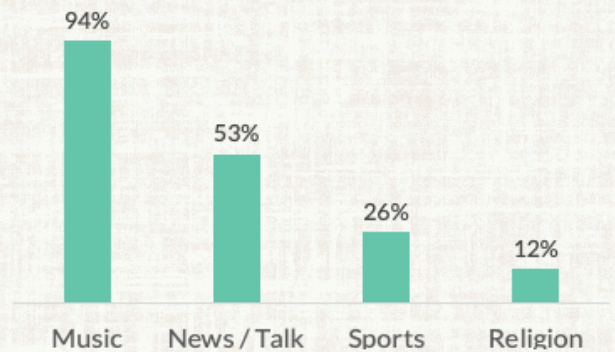
AM/FM bands. 40% listen to radio via an app on a smartphone or tablet. 9% listen to radio on a desktop stream. 10% are tuning in through their smart speakers. Of note, 13% of SL radio listeners state they listen to the radio through podcasts. Increasingly stations are releasing daily clips or highlights packages of their morning or evening programs in podcast format. This counts as radio today.

## RADIO FORMATS

As for radio formats, 94% of SL radio listeners indicated that they regularly listen to radio primarily for music. Over half are tuning in for news and talk programs (53%). A quarter (26%) turn to radio for sports. Notably, 46% of male radio listeners state they listen to the radio for sports, whereas only 3% of female radio listeners do so – a stark gender gap. And to round out popular radio formats, 12% are regularly listening to the radio for religious programming.

## THE EVOLVING DEFINITION OF “RADIO”

A point of contention in the radio industry is precisely how we define ‘radio’ listenership. Increasingly, all audiences are beginning to equate ‘radio’ with any type of ‘audio’. This trend is readily observed in how SL audiences consume ‘radio’. 86% state that they listen to radio through traditional means, over-the-air



Listened to Radio Formats

# RADIO

*(continued)*

## RADIO REASONS

Moreover, we wanted to know why SL audiences listen to radio. We found that the enjoyment of content (70%) and variety of content (47%) are key drivers in Spanish language radio listenership, closely followed by news and information (45%). Additionally, 32% of radio listeners say they listen for local content and events.

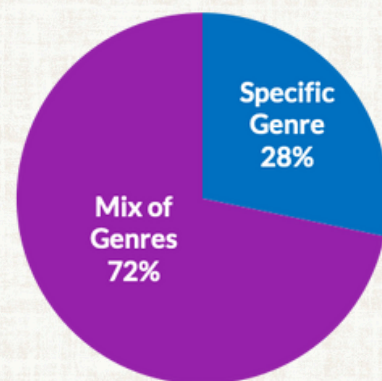
## RADIO MOTIVATORS

We explored the motivations of Spanish-language radio listenership. Community and culture are principal reasons why people listen to SL radio (Cultural heritage connection: 57%; To be informed about news and current events relevant to the Hispanic community: 43%). Entertainment remains the priority (79%).

## VARIETY

Variety is the spice of life when it comes to music genres played over the radio. 72% of Spanish language radio audiences prefer a mix of genres, whereas 28% prefer a specific genre. Spanish language radio listeners desire a wide array of genres, exhibiting a marked enthusiasm for more niche genres beyond the latest Latino Pop hits (which is still incredibly popular). Here is a sampling of the most popular genres:

- Latino Pop
- Classics/Oldies
- Reggaeton and Urban
- Salsa and Tropical
- Música Mexicana/Regional Mexican



*Preference for Radio Specific Genre or Mix of Genre on Radio*

## RADIO TECHNOLOGY

There are a few key technological factors contributing to the listenership of one station over another among Spanish language radio audiences. They are the following:

- Sound quality: 69%
- Station availability/Signal Strength: 54%
- Ease of use: 49%

## IMPORTANCE OF COMMUNITY

Another linchpin of Spanish-language radio is its community connection. Listeners associate SL radio with a significant community emphasis. Listeners want to feel a personal connection with their preferred radio stations. To further demonstrate the salience of the community element in SL radio, 91% state that it is at least 'somewhat important' to include coverage of local events, happenings, or community updates during regular programming. Close to half of all audiences (43%) state that it is 'very important' to feature this sort of community connection. Stations should strive to be somewhat of a bulletin board for local events and community updates, in addition to their normal programming.



# RADIO

(continued)

## 91% OF SPANISH-LANGUAGE RADIO LISTENERS BELIEVE THAT IT IS IMPORTANT TO COVER LOCAL EVENTS, HAPPENINGS, & COMMUNITY UPDATES DURING RADIO SHOWS

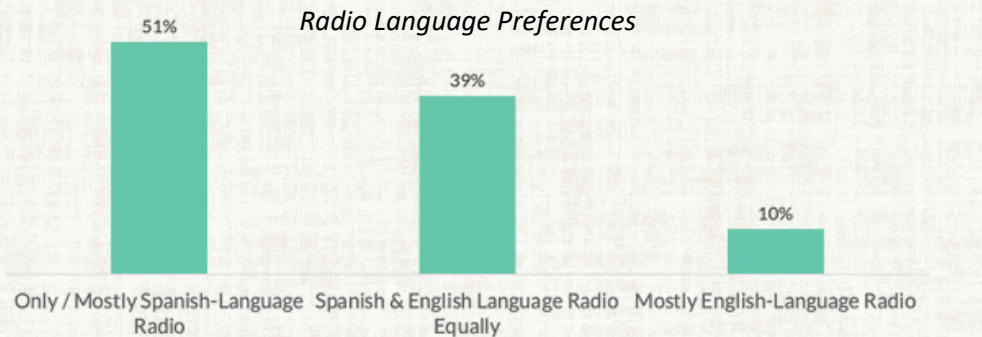
### IDENTITY & HERITAGE

When asked directly as to how important it is for Spanish language radio stations to foster a sense of identity and heritage in the listener, an astounding 86% state that it is at least 'somewhat important'. A strong majority (56%) indicate that that it is 'very important' for an SL radio station to cultivate in the listener a communal identity. Once again, we cannot understate the level of importance for Spanish language stations to emphasize the community aspect in daily programming.

### LOYALTY TO SPANISH-LANGUAGE RADIO

Among Spanish-language dominant audiences, we wanted to know how often they listen to Spanish language radio compared to English language radio. Naturally, we found a heavy tilt towards listening to mostly Spanish language radio. 51% state they listen most or all of the time to Spanish-language radio, while 39% state they listen about equally to both language formats.

**ONLY 10% OF SURVEYED SPANISH-LANGUAGE RADIO LISTENERS MOSTLY LISTEN TO ENGLISH-LANGUAGE RADIO.**



Driving home the preference for Spanish language radio over English language radio is that SL radio audiences are more likely to say that Spanish language radio (32%) is more 'authentic' than English language radio (5%). Being perceived as generally more authentic is a boon in establishing loyalty among listeners.

### DJS ARE INFLUENTIAL

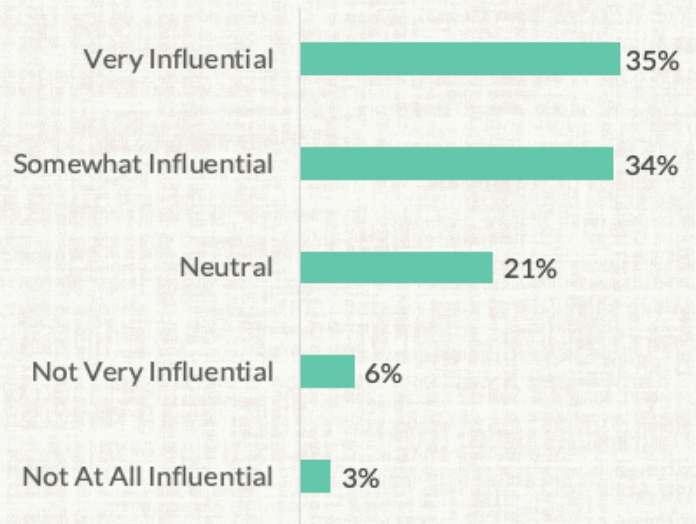
Moreover, 47% of SL radio listeners would describe their relationship with local DJs/Hosts akin to a friend or a part of their extended family. This number jumps for both men and age demos 18-34 to 54%. Spanish language radio wields significant influence over key demographics.

# RADIO

*(continued)*

## SHAPING VIEWS

Surveyed radio listeners also report that radio plays a large part in shaping their views and opinions on social, cultural, and political issues. 69% state that radio plays at least a somewhat influential role in shaping their views and opinions, while a third of SL radio audiences (35%) state that radio is very influential in shaping their views and opinions. These figures serve to demonstrate the profound influence of Spanish language radio.



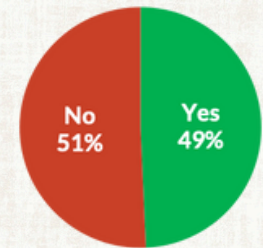
*Radio's Influence on Shaping Views & Opinions*

## FUTURE GENERATIONS

Taking it one step further in charting the pervasive influence Spanish language radio holds over listeners, we asked whether SL radio could be seen as a way to introduce their children or future generations to the listeners' own cultural heritage. 81% report that Spanish language radio will at least somewhat assist in aiding younger generations better understand their cultural heritage. Over a third (36%) state that 'yes, definitely', SL radio will help younger generations learn about their cultural heritage.

## KEEPING IN TOUCH WITH HOME

And staying on the theme of cultural heritage, we asked our Spanish language radio listeners whether they listened to radio stations from their home country/hometown. Virtually half (49%) report that they indeed listen to stations from their home country/hometown. Once again, this should serve to demonstrate the sense of community and identity Spanish language radio imparts upon its listener.



*Listen to Radio from their Home Country*

## MORNING RADIO

- A clear majority (68%) of SL radio listeners tune in during their morning routines.
  - 80% of men, 58% of women
- Majority (65%) of morning SL radio listeners prefer a mix of music and talk in their ideal morning show. 29% indicate a preference leaning towards only music in a morning show.
- In a talk radio segment, 62% of morning SL radio listeners desire a balance of lighter fare such as banter/jokes and more serious fare such as news, weather, and traffic. However, 29% are more inclined towards only news, weather, and traffic.

Type of content desired in a morning radio show:

- 83% Music
- 46% News updates
- 41% Weather updates
- 28% Traffic Updates
- 27% Comedic segments
- 19% Interviews
- 6% Trivia/Games

# RADIO

*(continued)*

## **SPANISH SPORTS RADIO**

Spanish language sports radio is popular among 26% of Spanish-language radio listeners. When it comes to the language preference for sports radio, 40% of the audience listens in Spanish, 14% in English, and 46% enjoy both Spanish and English sports radio.

Listeners have diverse preferences for sports radio program formats. 39% prefer live play-by-play commentary, 17% enjoy interviews with key sporting figures like athletes, coaches, and insiders, 9% favor analysis, and 35% appreciate a combination of these formats to create their ideal sports station.

Interactivity and engagement are crucial elements for Spanish language sports radio listeners. 51% of them state that elements like callers and fan opinions are 'very important' in a sports radio broadcast, while 91% believe these elements are at least 'somewhat important.'

## **ADVERTISING ON SPANISH-LANGUAGE RADIO**

42% of Spanish-language radio audiences have purchased a product they heard about on Spanish-language radio, with these products and services including food and beverages, health and beauty, entertainment and media, as well as insurance and legal services. Additionally, another 42% of Spanish-language radio audiences state that hearing about a product on Spanish-language radio makes them more likely to purchase that product.

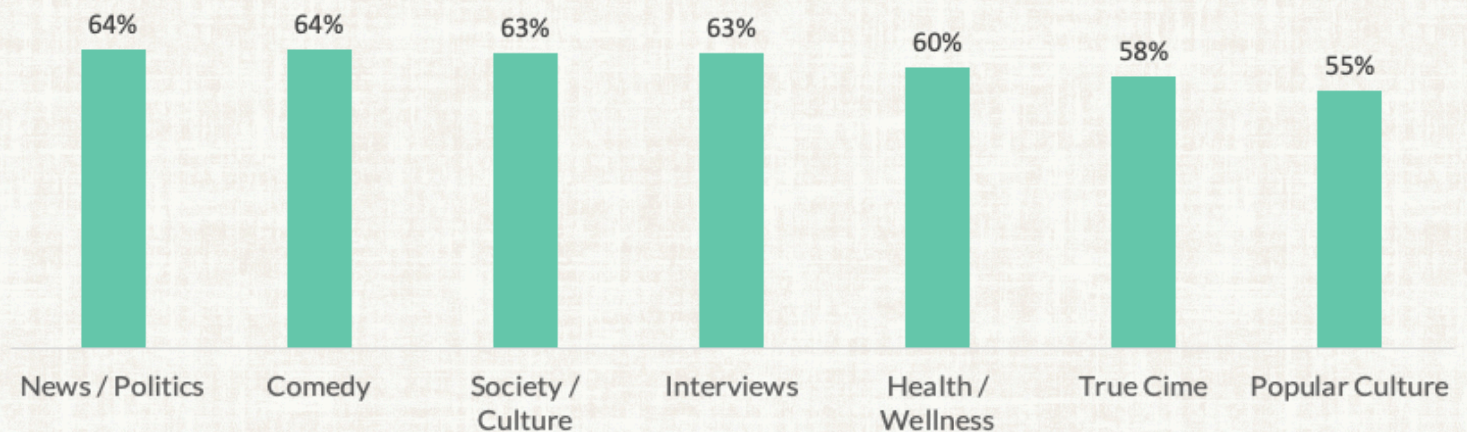
As stated earlier, with 59% of listeners strongly trusting their local station's announcers, it is clear that the DJs and hosts of the stations are the best promoters for these advertising campaigns. Combining the fact that almost half of the audience has bought a product and is likely to buy products they hear about on Spanish-language radio, the impact of SL radio advertising is significant.

# PODCASTS

## 40% of Spanish-Language Media Consumers

40% of Spanish language audiences are regular podcast consumers. SL audiences are practically tied with English-language media in the podcast space (44%). In this section we will discuss the media habits of Spanish language podcast consumers.

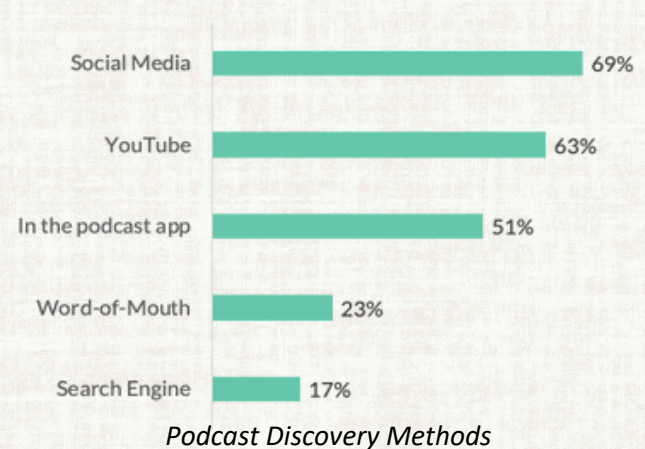
### MOST POPULAR GENRES AMONG SPANISH-LANGUAGE AUDIENCES



Podcast audiences desire information-rich content in that 64% report listening regularly to News/Political podcasts. Comedy podcasts command a regular listenership of 64% SL podcast consumers. These are similar numbers to English language podcast listenership. SL podcast audiences are dynamic in their genre preferences in that they desire both heavier and lighter fare at comparable rates.

### HOW NEW PODCASTS ARE DISCOVERED

Most podcast listeners are finding and listening to podcasts on social media. Whether it be through the almighty algorithm/personalized 'for you' content, or reposts by friends/family, podcast discovery/consumption is primarily taking place on social media (A noted trend is for content creators to cut up parts of a preexisting podcast, add subtitles, and post it on a platform like Tik Tok or X).



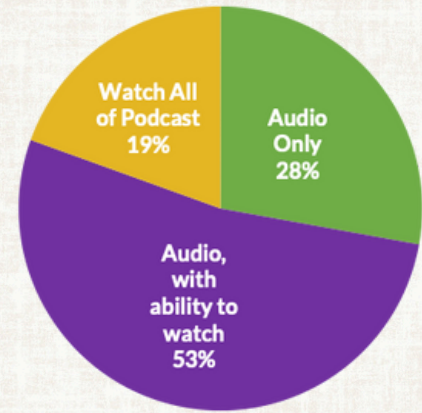
Also, while YouTube is generally considered 'Social Media', we wanted to create a distinction between the video sharing platform and social media as the 'visual' element comes into play. 63% of SL audiences are discovering and consuming podcasts via YouTube. This means they are 'watching' podcasts. Imagine having a window open on your desktop with a video of a podcast that one periodically glances at while working, doing taxes, playing Tetris.

# PODCASTS

*(continued)*

## VIDEO OR AUDIO?

72% of Podcast consumers have expressed a preference to at least occasionally glance at the speakers on a screen, if not outright watching the entire podcast. Podcasts, for Spanish language and English language audiences alike, are increasingly consumed in both aural and visual manners.



*Watch vs. Listen*

## DISCOVERY DEEP DIVE

Returning to the means of podcast discovery, here is some further detail:

- Of the 51% discovering and listening to podcasts via a dedicated podcast App (Spotify, Apple Podcasts, etc.), SL audiences are finding their next podcast to stream by...
  - Popular Podcast lists: 68%
  - Suggested podcasts based on previous listening: 54%
  - Searching specific topics/hosts/personalities using the search bar: 28%
    - Content creators and programmers should heed the above data as a quarter of audiences are seeking out specific content via manually-entered queries in the search bar.
    - A majority are relying on the algorithm/recommendation system to find podcasts to consume.
- Of the 17% simply consulting a search engine to find their next podcast, 81% search for a particular topic, and 57% search for a specific guest/host/personality.

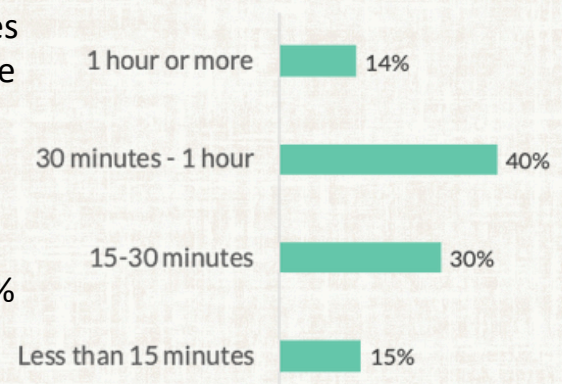
## SHOW NOTES IMPORTANCE

Podcasts are becoming an increasingly integral part of audiences' daily routines, with specific preferences shaping their listening experiences. A significant 69% of podcast audiences emphasize the importance of including relevant links and show notes in each episode, underlining the need for podcast producers to cater to this demand. These audiences are eager for additional information, making show notes a crucial component.

## LISTENER DEDICATION

Listener dedication is evident, with 77% of SL podcast audiences tuning in to most of the episode, and 32% listening to the entire content. This indicates a strong commitment to the medium.

When it comes to podcast duration, the optimal length is around 30 minutes. However, audiences are flexible, with 15% preferring podcasts under 15 minutes, 30% favoring 15-30 minutes, 40% comfortable with 30 minutes to an hour, and 14% enjoying episodes longer than an hour.



*Podcast Ideal Length*

# PODCASTS

*(continued)*

## SPANISH ADVERTISING

40% of SL podcast audiences are more likely to purchase an advertised product if the commercial is in Spanish. By this measure, we would definitely advise SL podcast producers to feature exclusively Spanish language advertisements in a podcast when possible.

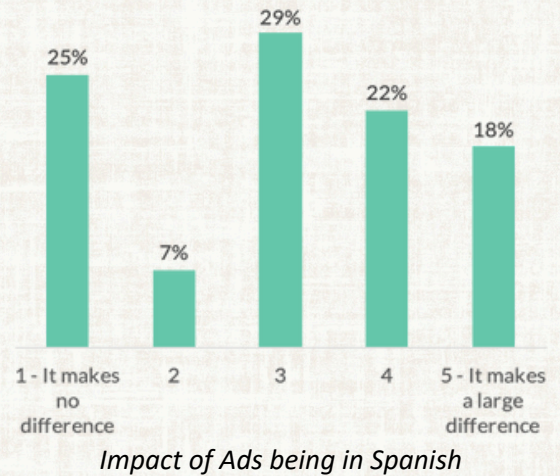
30% of the SL podcast audience explicitly anticipates Spanish language advertising.

- 17% would ignore the ad if it were read in English.
- 13% would turn off the podcast if it were read in English.

## PURCHASE CONSIDERATION

We also asked if one was more likely to consider purchasing a product if the advertisement was read by the host of the podcast in which it appeared. We received mixed results with a slight lean towards having hosts do the ad reads.

- 35% say it makes a big difference in their consideration of an advertised product if the host does the ad read.
- 24% would skip the advertisement if it was not read by a podcast host.
- 27% of audiences are pretty much skipping all ads. 73% of Spanish language audiences, however, are game to hear advertisements, provided they are good ads.

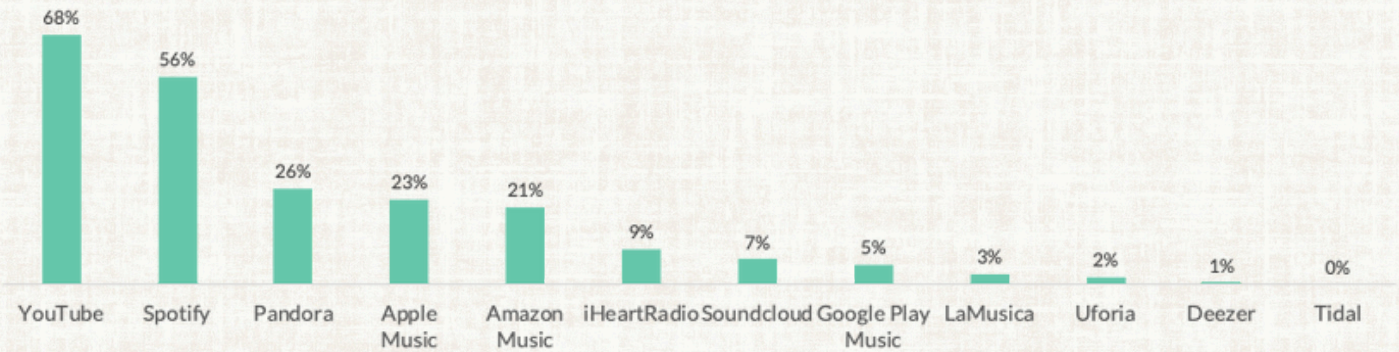


# MUSIC STREAMING

## 71% of Spanish-Language Media Consumers

### ALIGNED WITH RADIO

In our State of Spanish-Language Media study we found that 71% of Spanish language audiences listen to music on a music streaming service. This means that streaming and radio listenership are essentially tied among Spanish language audiences. These findings appear to augur well for the overall health of the radio industry. However, it's important to explore how Spanish language audiences use music streaming services. Let's dive in.

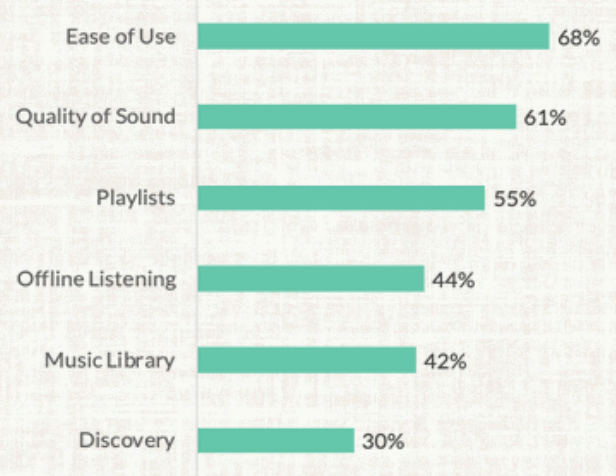


Music Streaming Services used in a typical week

YouTube takes the cake for the highest usership among Spanish language music streamers (68%). YouTube functions as a one-stop-shop for content consumption across all media types. As for dedicated music streaming services, Spotify has a noteworthy advantage over Apple Music among Spanish language music streamers (56% vs. 23%). Pandora (26%) and Amazon (21%) music are hanging around the hoop as third and fourth choices among music streamers.

### PLATFORM CHOICE

The ease of use (68%) of a given music streaming service is the most important feature of a music streaming services, according to Spanish language music streaming audiences. Also, sound quality (61%) is a major factor in turning to one service over another. The personalized nature of community or algorithmically-generated is a perceived plus to music streaming services. Surprisingly, the raw amount of music available to be streamed on a given platform is not as important (42%) as one might anticipate. Perhaps this points towards audiences' perception that music streaming services already have a deep music library.



Factors for decision of music streaming platform

# MUSIC STREAMING

*(continued)*

## **MUSIC DISCOVERY**

As for music discovery, how do music streaming SL audiences discover music to listen to? This is what we found:

- 62% find music on social media networks. Featured songs on Tik Tok videos immediately spring to mind as a common means of discovery.
- 53% are listening to what their friends recommend to them. Once again, this signals the strong communal element in Spanish language audiences.
- 44% explicitly state that they rely on algorithm-based suggestions in their music discovery.
- 41% are getting tips on new artists to stream from online music publications.
- All major music streaming services nowadays feature a 'radio' feature that is often formatted to particular genres. 25% discover artists to stream via the 'radio' feature in these streamers.

## **PREMIUM STREAMING**

Nearly half (44%) of music streamers have upgraded to a premium (paid) music streaming subscription for an ad-free experience with some additional features. 56% stream music without premium upgrades and are subject to ad-exposure.

## **IMPORTANCE OF PLAYLISTS**

The interactivity of music streaming platforms is paramount as 70% report creating their own playlists. The major streaming services are deploying even further means of personalization through AI-powered playlist construction, where one inputs a prompt from which the onboard AI generates a user-specific playlist. The perception that a service conforms to a user's tastes and preferences is a fundamental part of the music streaming experience. 38% of music streamers report creating at least 6 playlists themselves. A few power users (7%) have created more than 20 playlists.



# THE STATE OF SPANISH- LANGUAGE MEDIA - 2024

## *“Thank You” from Harker Bos Group and Crowd React Media*

We express our deepest gratitude to you, the reader, for dedicating your time and attention to this report. If you wish to delve deeper into this research or initiate your own study tailored to your radio station, podcast, television station, or any other media outlet, please feel free to reach out.

You can contact us at [katie.miller@harkerbos.com](mailto:katie.miller@harkerbos.com).

Your insights and collaboration are pivotal in advancing our understanding of the dynamic media landscape. We are particularly proud of our specialty in Spanish-language research, as showcased in the report you just read. This report underscores our commitment to understanding and addressing the unique needs and preferences of Spanish-language audiences, ensuring that media content is both relevant and impactful.

As we continue to navigate the ever-changing media landscape, we stand committed to providing valuable insights that will help shape the future of media content and engagement. Thank you once again for being part of this journey.