

Additional Information about Spanish Media

Tips for Working with Spanish Media

- Build personal relationships
- Support the community
- Connect to their issues

Spanish-language Media

Spanish-language media reaches 87% of the Hispanic/Latino community
55% are “primary” consumers (prefer Spanish-language television, radio or newspapers to their mainstream counterparts)
32% are “secondary” consumers (prefer mainstream media but access Spanish-language media on regular basis)

Primary Consumers of Spanish-language Media

47% of Hispanics living in the Northeast
41% of Hispanics living in the South
35% of Hispanics living in the West
15% of Hispanics living in the Midwest

Reach of Spanish-language Media

Percentage (primary and secondary consumers) that access Spanish-language media

- 92% of South Americans
- 91% of Central Americans
- 90% of Puerto Ricans
- 90% of Cubans
- 85% of Mexicans

Reach of Spanish-language Radio

Percentage (primary and secondary consumers) that access Spanish-language radio

- 66% of Cubans
- 54% of Mexicans
- 54% of South Americans
- 51% of Puerto Ricans
- 48% of Central Americans

Reach of Spanish-language Newspapers

- Percentage (primary and secondary consumers) that access Spanish-language newspapers
 - 45% of South Americans
 - 35% of Central Americans
 - 34% of Cubans
 - 33% of Puerto Ricans
 - 25% of Mexicans

“The Ethnic Media in America: the Giant Hidden in Plain Sight:Public Opinion Survey of Asian American, Hispanic, African American, Arab American and Native American Adults,” June, 2005.