

# HISPANIC RADIO REPORT

PRESENTED AT THE  
HISPANIC RADIO  
CONFERENCE 2021

# Fall 2021

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# Study Profile

Crowd React Media conducted over 300 interviews.

In August of 2021, we surveyed Hispanic respondents of all ages from 6 major metro markets, Albuquerque, Houston, Los Angeles, Miami, Phoenix, and Tampa.



## Hispanic Respondents

100% of respondents were Hispanic.



## Ages

- 18-39 Years - 46%
- 40-59 Years - 36%
- 60+ Years - 18%



## Languages spoken with family/friends

- Combination of Spanish and English - 69%
- English-Only - 26%
- Spanish-Only - 5%



## How long they have lived in the U.S.

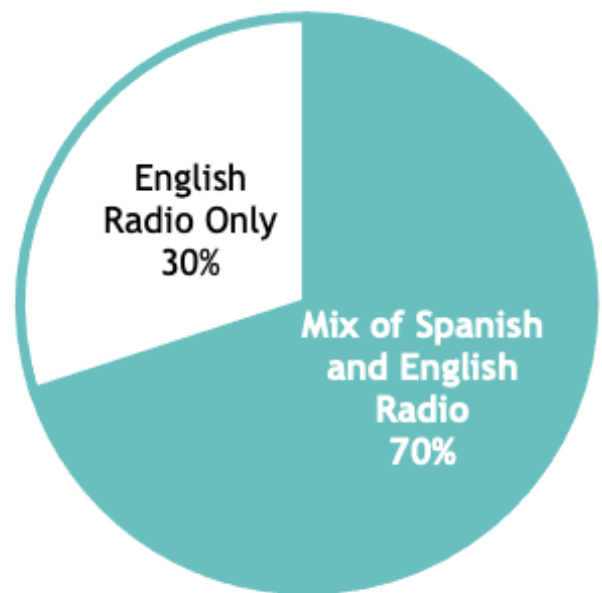
- Born in the U.S. - 67%
- 10 or more years - 23%
- Less than 10 years - 9%

# Radio Habits

82%

Listen to the radio frequently  
(3-5 days/week)

## English Language Radio vs. Spanish-Language Radio

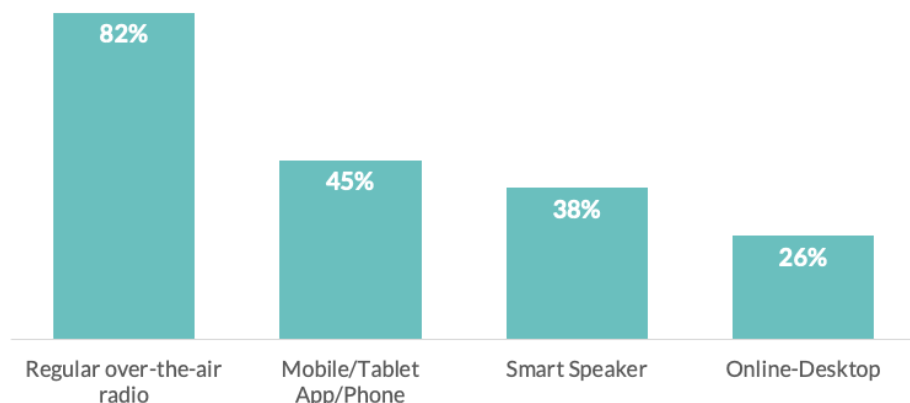


## Top Reasons to Listen to the Radio

- To listen to music - 86%
- To be entertained - 77%
- To be more informed - 63%
- To hear the news - 55%
- To be more involved in my community - 45%
- To hear about political news - 44%
- To follow sports / sports news - 40%

## Ways to Listen to the Radio

81%  
of 18-39 year olds listen to  
regular over-the-air radio



# Voting Habits

90%

Registered to vote in the United States

89%

Voted in the 2020 U.S. Presidential Election

84%

Plan to vote in the 2022 U.S. Midterm Elections

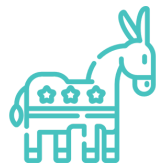
72%

listened to the radio to learn about the 2020 election.\*

\*78%

of 18-39 year olds listened to the radio to learn about the 2020 election.

## Political Party Registration



Democrat - 54%



Republican - 19%



Independent/Unaffiliated - 27%

## Vote in 2020 Election



Joe Biden - 60%



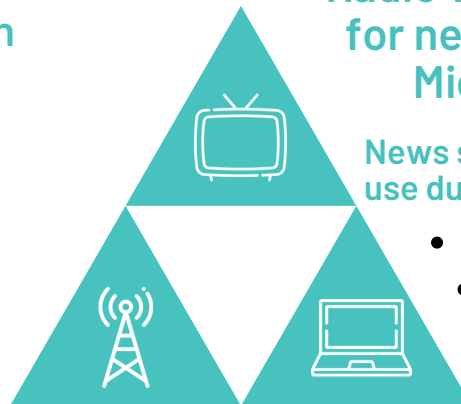
Donald Trump - 33%



Other / Prefer not to answer - 7%

## Strong Identification with Ideology/Political Affiliation

- Democrat - 46%
- Conservative - 37%
- Liberal - 36%
- Independent - 34%
- Republican - 30%
- Moderate - 25%
- Socially Progressive - 25%
- Social Conservative - 21%
- Progressive - 21%
- Libertarian - 19%
- Socialist - 15%



## Radio will be the #2 source for news during the 2022 Midterm Elections

News sources respondents\* will use during the 2022 election.

- Television - 63%
- Radio - 58%
- Online News Sites - 48%

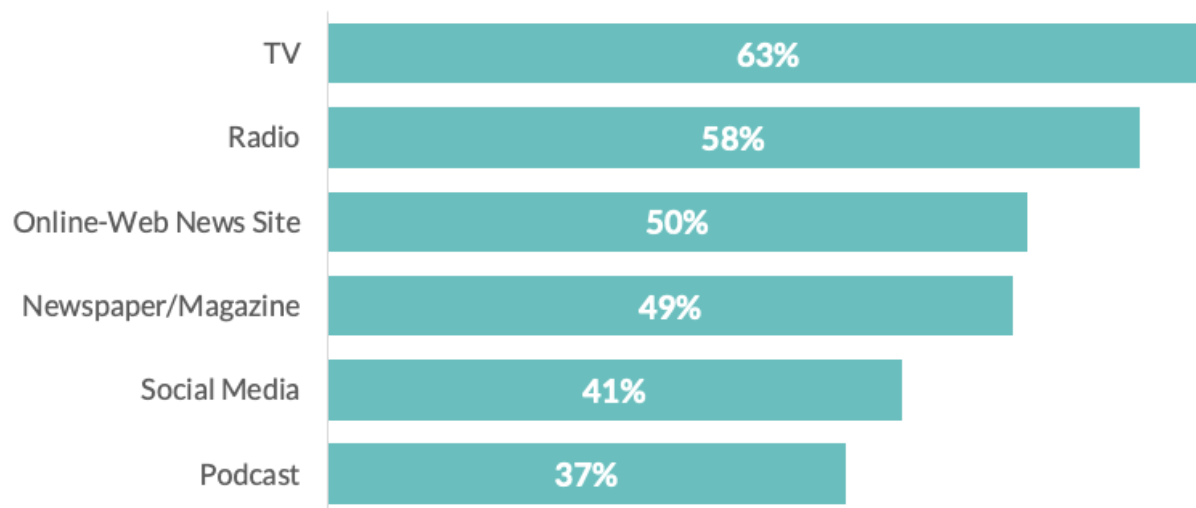
\*Respondents who plan to vote in the 2022 Midterm Elections

# Why Radio?

## Hispanic Listeners Trust Radio

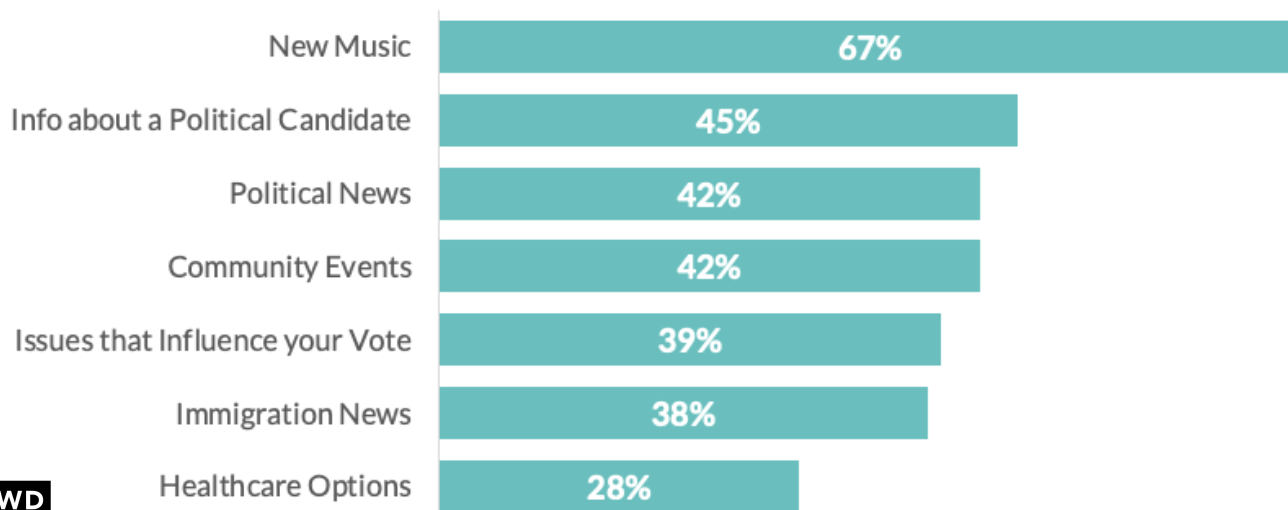
Radio is the #2 most reliable source for information.

Respondents who have strong confidence in relying on the following sources.



## Radio Informs

Respondents who learn about the following issues on the radio.



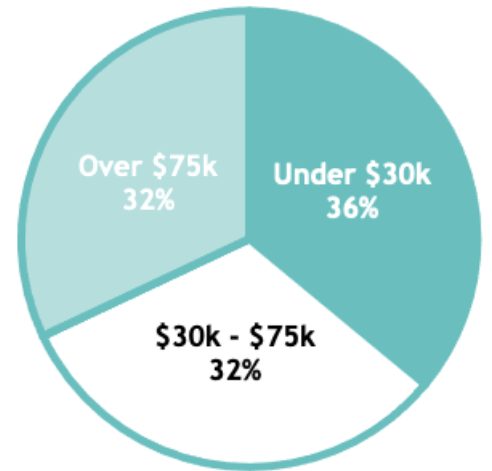
# S.E.S. Info



## Marital Status

- Married - 49%
- Never Been Married - 25%
- Divorced/Separated - 13%
- Living with a Partner - 11%
- Widowed - 2%

## Income



## Highest Level of Education

- High School or less - 27%
- College degree or some college - 55%
- Graduate degree or some post graduate - 18%



## Own or Rent?

- Own - 57%
- Rent - 38%
- Other Arrangement - 5%

**41%** have children under 18 years old living in their household



# About Crowd React Media

We are a Research & Consultancy firm that specializes in Sports Media, Politics, and News Media. With over 90 years combined experience, we seek to provide the client with the most up-to-date market insights and analysis for successful positioning within a rapidly evolving marketplace.

On the Sports side of the business, we can provide our clients with thoughtful research and consultancy on anything from cable/satellite sports viewing, sports streaming, sports betting, fantasy sports, Esports, sports on social media, radio, to podcast – virtually anything related to sports media.

As for Politics and News Media, our decades of experience within the industry, from talk radio, primetime cable news television, polling, campaign research, market analysis, to the news media at large, we have seen everything. It's with this eye for precedent and scrutiny of observed trends over the years that we can grant our clients unparalleled insight into their specified area of study.

## Stay In Touch

- Website: [CrowdReactMedia.com](https://CrowdReactMedia.com)
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## CRM Roundup

Sign up for our weekly newsletter, which collects the week's top sports media, sports betting, and political media news. [Click here to sign up.](#)