

Client report

Audio today 2026

The power of radio among Hispanic consumers

January 2026



Introduction

For marketers who target U.S. Hispanic consumers, it comes as no surprise that audio continues to be one of the most reliable parts of an increasingly fragmented media landscape. Advertisers are managing tighter budgets while pressure to deliver outcomes remains high; this means channels with scale and stability are more valuable than ever. As digital platforms adapt to changing privacy rules which can impact efficient targeting, broadcast radio remains insulated from those forces. It delivers audiences without depending on digital signals that are becoming harder to decipher. More than 93 percent of Hispanic adults tune in each month, making radio one of the most consistent and dependable ways for brands to reach this fast-growing consumer group at scale.



Hispanic listeners rely on various forms of audio throughout their day, especially in the car. This puts radio and podcasts in moments that are close to daily decision-making and points of purchase creating opportunities to influence behavior when consumers are most attentive and most likely to act. The strength of the medium goes beyond reach though. Hispanic audiences build trusted relationships with the hosts and formats that speak to their lived experiences. Latino listening habits also span languages and genres, moving fluidly between musical cultural expression and on-trend topic discussion. And what's more, Latinos also show high levels of response after hearing ads, reinforcing the influence of authentic trusted voices in an era of AI.

Nielsen's modernization of audio measurement further strengthens the power of audio for reaching Hispanic consumers. The lift in impressions and audience levels following the PPM update gives advertisers clearer visibility into how radio performs today and supports more confident planning across audio channels.

In this report you'll find insights on how Hispanic audiences navigate and depend on content across the audio space and specifically why radio and podcasts remain essential tools for reach, relevance and results for advertisers building cross-platform strategies.

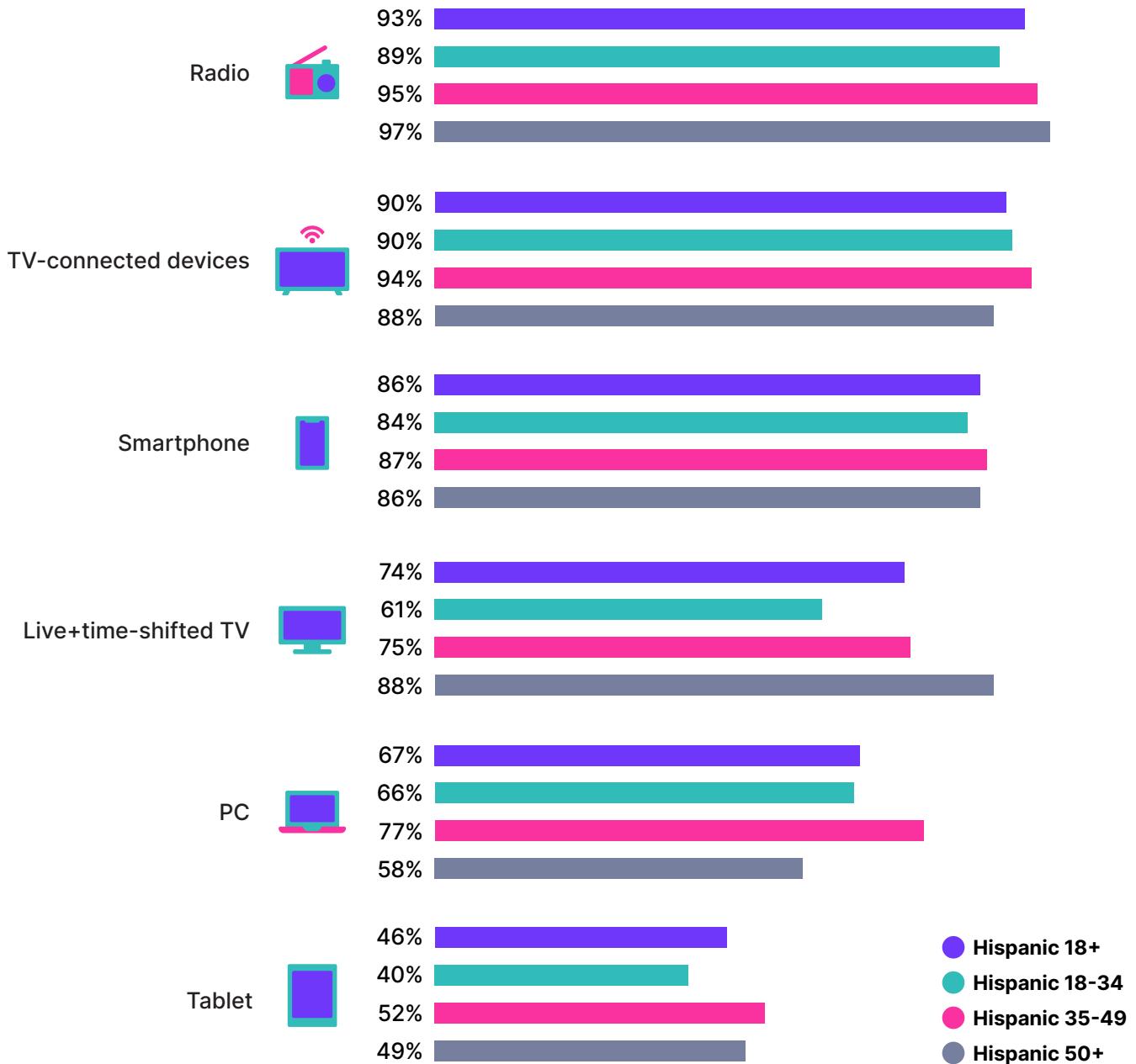


Radio reaches more Hispanic adults than any other platform.

Comparing monthly reach

U.S. monthly reach

Percent of population



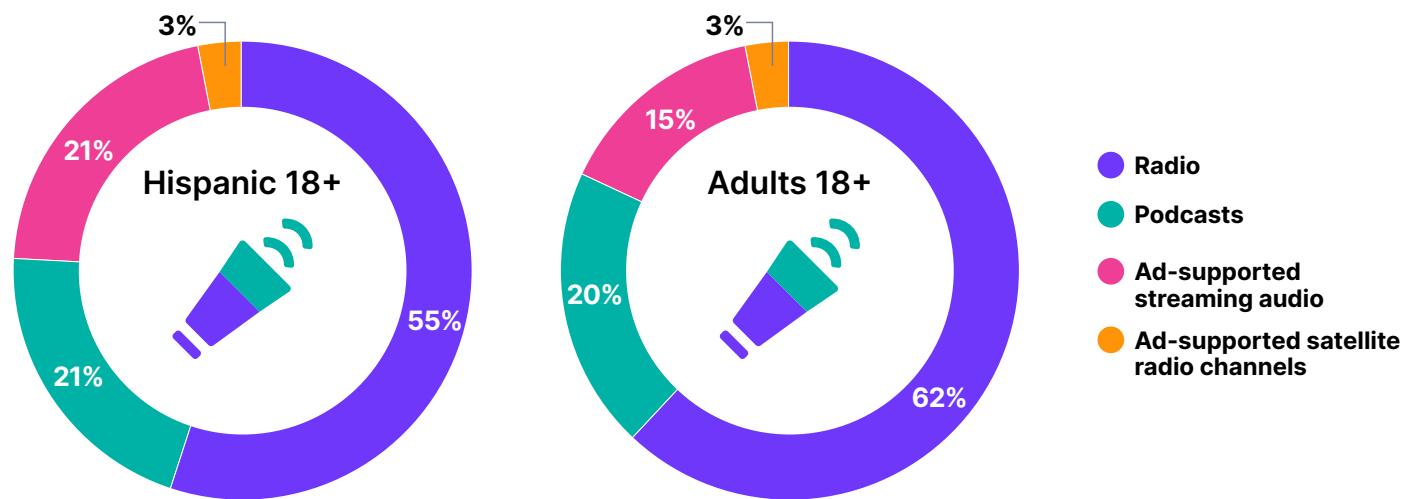
Source: Nielsen Audience Insights Data - Q2 2025 (Nielsen NPOWER, Nielsen Media Impact)

Radio dominates ad-supported audio time for Hispanic listeners

In the third quarter of 2025, ad supported audio accounted for 64% of all listening, and among Hispanic consumers, radio commands more than half of daily audio consumption. For advertisers planning for audio marketing campaigns, it is critical to understand that more than three-quarters (76%) of ALL daily ad supported audio time goes to radio and podcasts, while only 21% goes to streaming music services.

Edison Research Share of Ear

% daily ad-supported audio listening time



Source: Edison Research, "Share of Ear®" Q3 2025; Hispanic Adults 18+ (left), Adults 18+ (right)



Power of hosts & human connection

The influence and trust of Hispanic radio and podcast personalities resonates in ways unmatched by other parts of the audio landscape



Looking beyond the substantial reach of radio among Latinos, there is a unique emotional connection that exists between this listener group and the personalities that serve them, whether that be over-the-air or in a podcast setting. Hispanic consumers view radio (and by extension, podcast) content as a trusted extension of their community, which is a major driver of brand trust and recall.

Nielsen Scarborough Index:

In the past 3 months, Hispanic consumers compared to the general market...

Actions taken as a result of ad exposure		RADIO	PODCAST
 Made a purchase		76% more likely	41% more likely
 Recommended a product to others		126% more likely	96% more likely
 Visited a retail location		49% more likely	95% more likely
 Posted/followed on social media		109% more likely	116% more likely

How to read: Index is a comparison of the base universe (in this case, all American consumers) to a target selection (Hispanic consumers) that is based on the proportion of each group that qualifies for each answer. For example, Hispanic consumers are 76% more likely than the average American to have made a purchase as a result of ads on the radio, in the past 3 months.

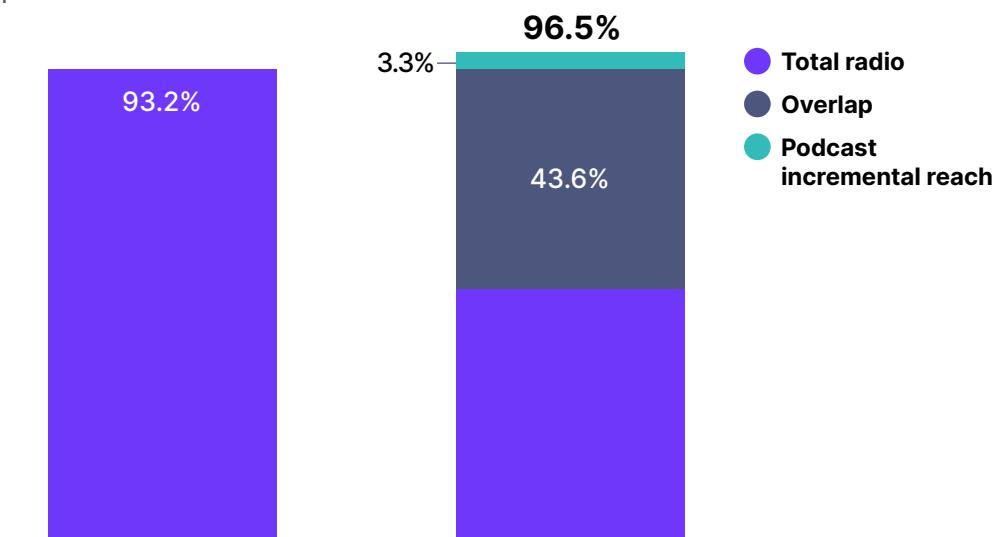
Source: Nielsen Scarborough USA+, Release 1 2025 (May 2025), Adults 18+ | Hispanic Adults 18+

Planning for audio marketing campaigns needs to include radio and podcasts to effectively reach Hispanic consumers

Based on the findings from Edison's Share of Ear – 76% of all daily ad supported audio time among Hispanics 18+ goes to radio and podcasts alone – advertisers now have the ability to optimize their audio marketing strategy. Nielsen Media Impact unlocks the ability to plan on podcasts, utilizing Edison's Podcast Metrics data.

Total Reach Build (Radio Base) - Hispanics 18-49

Total Reach % by Platform



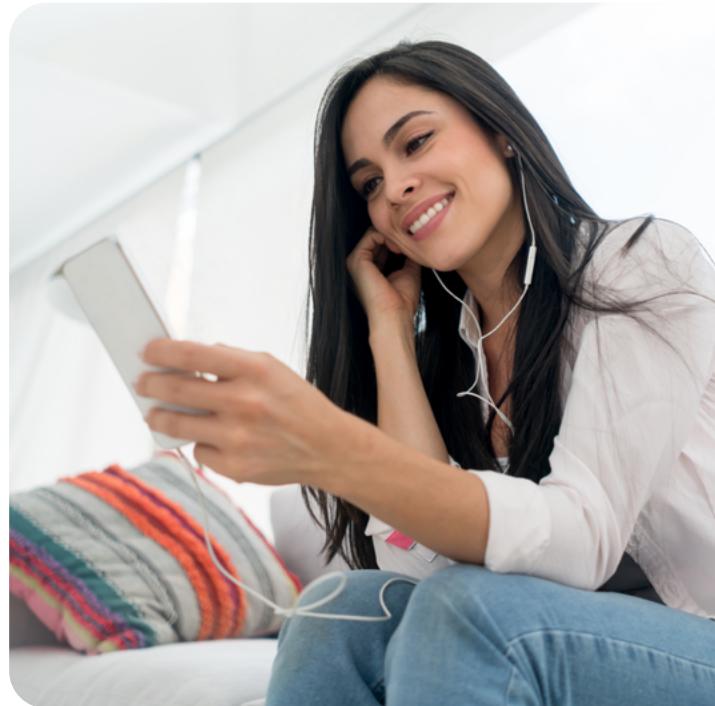
Source: Nielsen Podcast Fusion | NMI; Hispanic 18-49; September 2024

As America's #1 reach medium, radio provides a comprehensive foundation for any audio marketing strategy - reaching over 93% of Hispanic 18-49 consumers alone. Layering in podcasting - with a shared audience of over 40% - adds another three points of incremental reach and brings the coverage to nearly 100%.

Nielsen modernization efforts lift radio impressions, GRPs

The introduction of the [PPM three-minute qualifier](#) in January brought PPM radio measurement more in-line with digital alternatives and offered expanded advertiser choice around dayparts, formats and stations. Measurable ad impressions (the total number of times ads were heard by the listening audience) have increased, providing stronger inputs for attributions, outcomes measurement and mix models. This is correlated to the higher average audience levels from the three-minute qualifier transition.

Among Hispanic listeners, average audience levels (AQH) have increased as a result, along with impressions and gross rating points for ad buys. The table below compares the changes in PPM average audience/impressions across different radio dayparts in Q1 2025 and Q4 2024.



Average increase Q4 2024 to Q1 2025

Total Radio Listening in PPM markets (PUMM)

Demographic	Full Week	AM Drive	Mid-day	PM Drive	Weekend (6A-7P)
Hispanic 6+	18%	19%	17%	19%	19%
Hispanic 18-34	12%	12%	10%	14%	13%
Hispanic 25-54	18%	19%	18%	19%	19%
Hispanic 35-64	19%	19%	18%	19%	19%

Source: Nielsen PPM Markets (42 Hispanic DST markets). Jan/Feb/Mar25 vs Oct/Nov/Dec24 Mon-Sun 6a-Mid

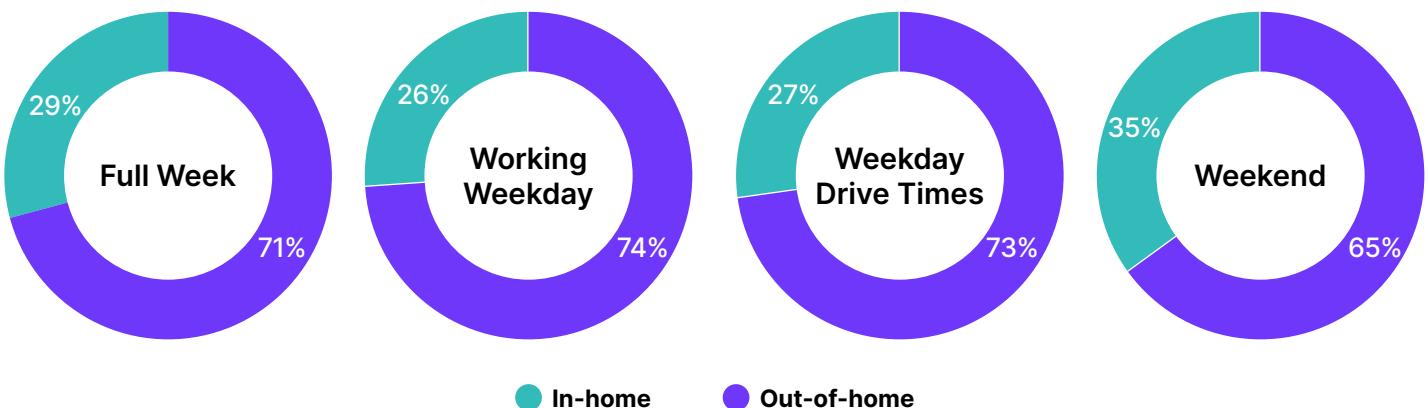


Radio use spans the bulk of the day, reaching Hispanic consumers on the path to purchase. Radio is the dominant ad-supported audio source in the car.

Daily radio use, especially while commuting, drives the effectiveness of America's #1 reach medium for advertisers large and small. The impact of reaching listeners during the prime hours of the day while they are away from home and closest to the point of purchase is evident in radio's high return on investment scores, [despite perceptions that undervalue the medium](#).

Radio is THE top audio source in the car; among Hispanic consumers **76% of all ad-supported audio use in the car happens with radio**, according to the Q3 2025 Edison Share of Ear study.

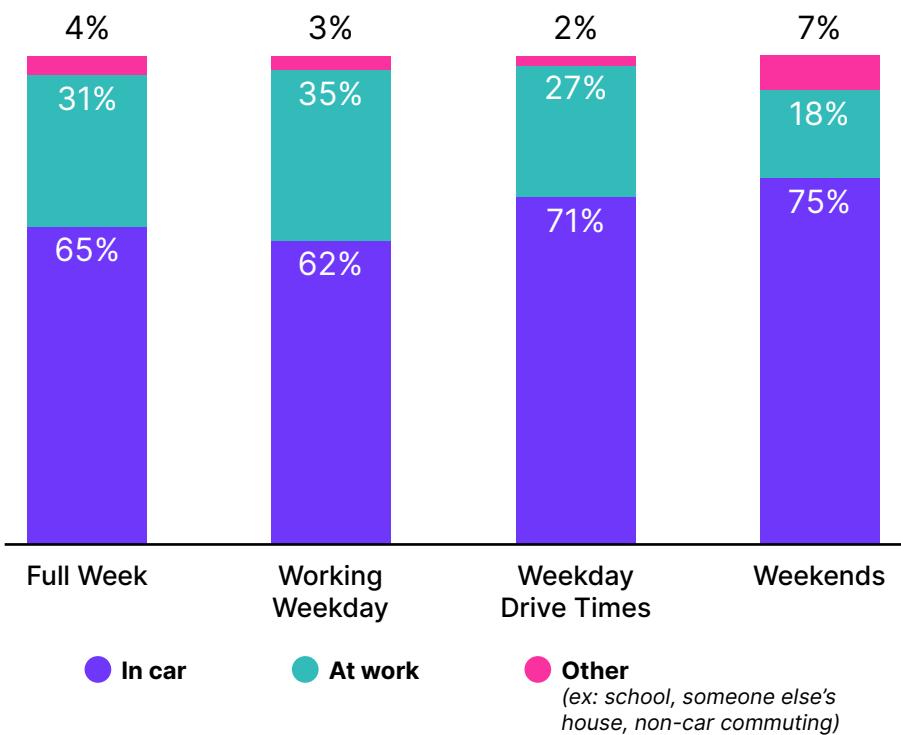
Hispanic consumers use radio when they're away from home



Source: Nielsen National Regional Database, Hispanic Adults 18+ - Q2 2025

Most away-from-home listening happens in the car

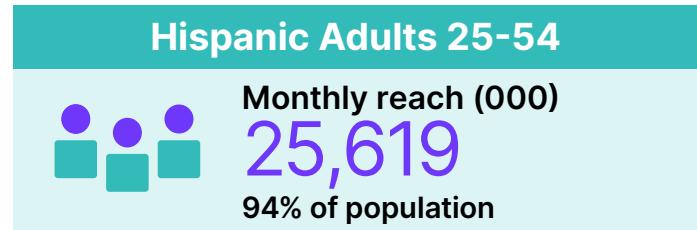
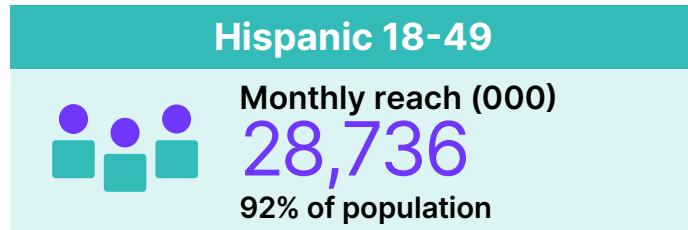
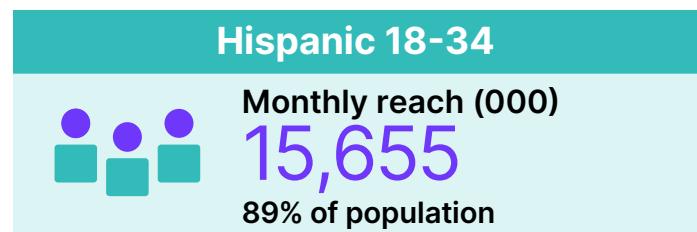
Percent of all out-of-home listening, by location



Source: Nielsen National Regional Database, Hispanic Adults 18+, Audio Diary markets only - Q2 2025

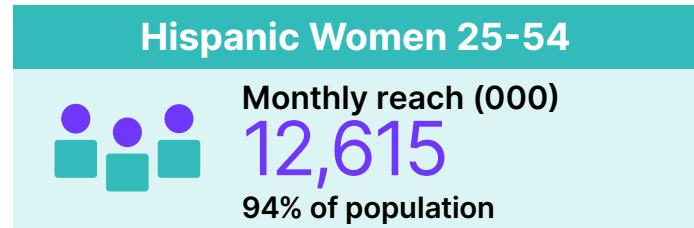
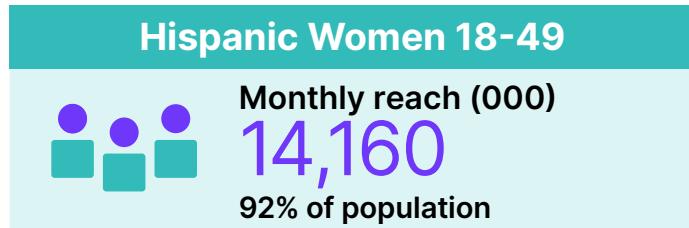
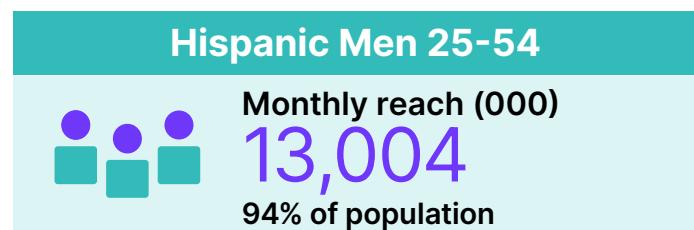
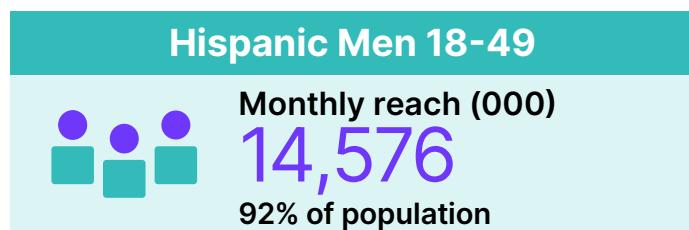
Reach that speaks both languages - how Hispanic audiences move seamlessly between cultures

Monthly reach and top radio formats among Hispanic listeners



Source: Nielsen Media Impact Q2 2025 + Nielsen National Regional Database Q2 2025. M-Su 12M-12M
AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio

Monthly reach and top radio formats among Hispanic listeners (continued)



Source: Nielsen Media Impact Q2 2025 + Nielsen National Regional Database Q2 2025. M-Su 12M-12M
AC stands for Adult Contemporary | CHR stands for Contemporary Hit Radio

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.

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