

Why is Spanish-language Radio so important in Reaching the Hispanic Community?

- * 50% of U.S. Hispanics speak Spanish all or most of the time; 88% speak Spanish at least some of the time.
- * Commercials in Spanish are 61% more effective at increasing awareness than those in English.
- * Commercials in Spanish are 57% more likely to be recalled than those in English; commercials in Spanish are 4.5 times more persuasive than those in English.

69% of U.S. Hispanics believe they get more information about a product when it is advertised to them in Spanish than English.

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