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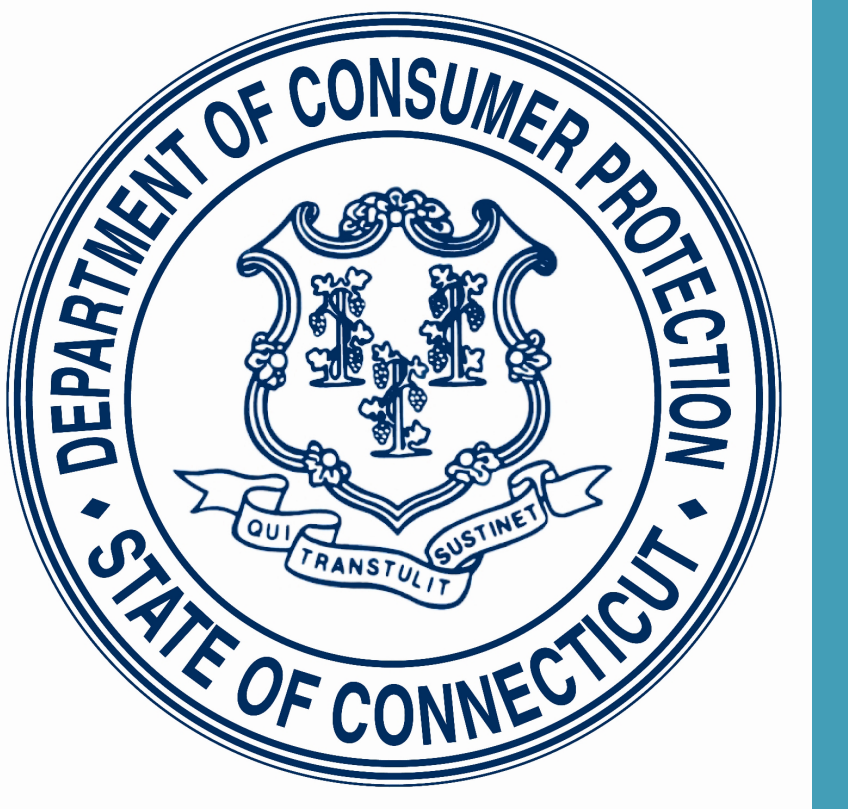
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Hispanic Media to Reach a Targeted Audience

Michelle Treglia

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Community Partner: CT Department of Consumer Protection



Abstract

Hispanic Americans make up a large portion of the population in Connecticut and Hartford. This population overwhelmingly uses Hispanic media sources to get their news. However, there is not a comprehensive list of those media sources that can be easily accessed by the CT Department of Consumer Protection or by community organizations whose mission is to work effectively with this population. In order to meet this need, field data was collected from Hispanic individuals in Hartford and media sources throughout Connecticut about the use of different Hispanic media sources and their targeted audience. This information allows the CT Department of Consumer Protection or community organizations working with the Hispanic population to target media platforms to reach their desired population.

Introduction

- A large population of consumers in Connecticut and Hartford are Hispanic; many speak Spanish as their first language.
- CT Department of Consumer Protection aims to ensure a fair marketplace and safe products and services for consumers. Community organizations aim to more effectively communicate with the non-English speaking population.
- Hispanic media sources are a primary resource used by the Hispanic population to get news.
- CT Department of Consumer Protection and community organizations can effectively reach underserved Hispanic communities with the identification of Hispanic media sources used by the Hispanic population.

Research Question: What Hispanic media sources should the CT Department of Consumer Protection or community organizations use in order to reach a targeted audience?

Methodology

Survey to Hispanic Individuals in Hartford

- Conducted anonymous survey
- Contacted Hispanic individuals in Hartford and asked to indicate their nationality, which media sources they used, and how often they accessed them

Survey to Hispanic Media Sources

- Who is your main targeted audience, and how many people do you actually reach?
- What are the primary nationalities of your audience?
- What is the age range of your general audience?
- Are men or women more likely to be the majority of your audience?
- What is the general education level of your audience?

Findings

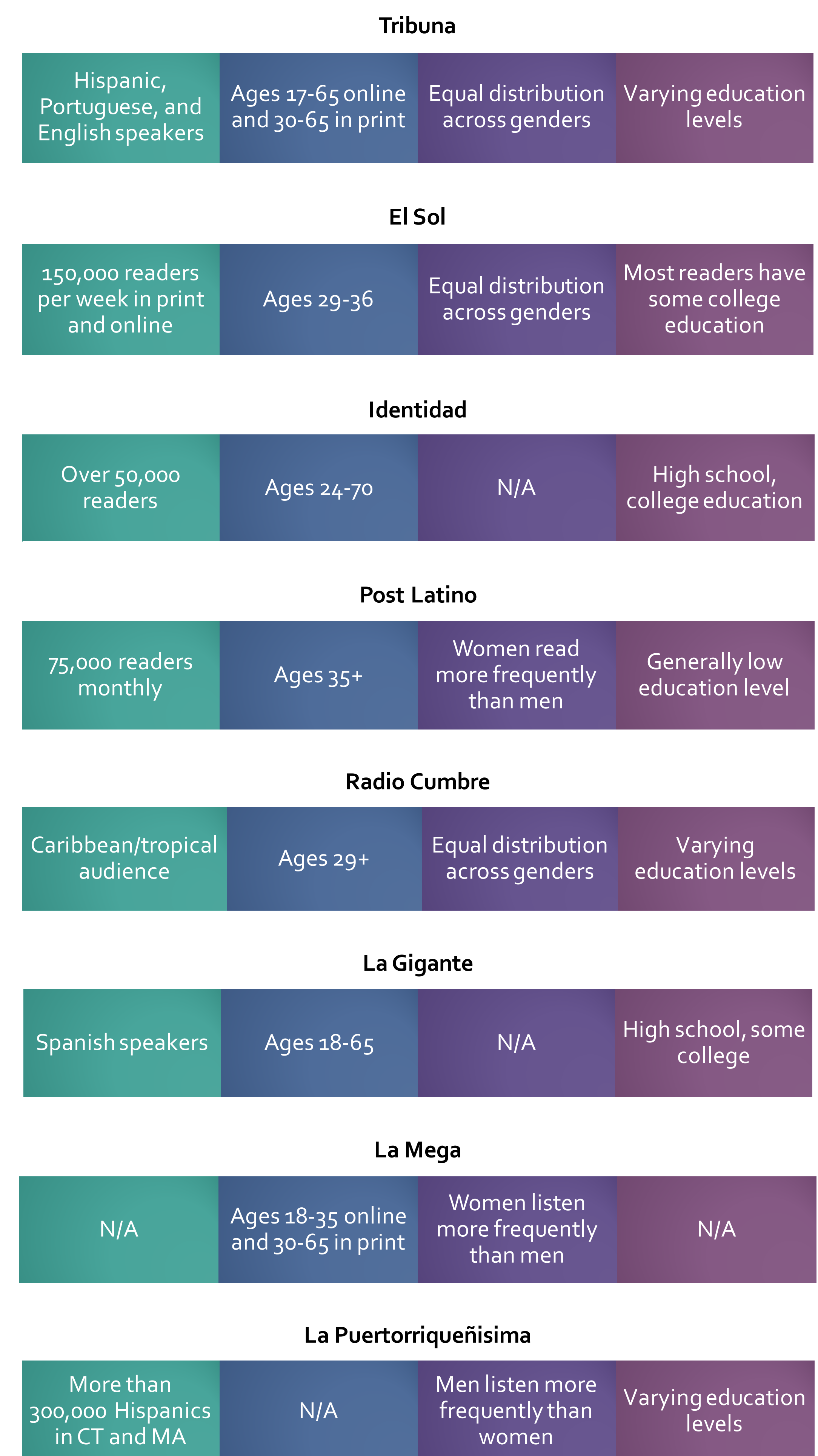
Individual Survey

The chart below summarizes the top three most used CT Hispanic media sources by nationality based on a survey distributed to 31 Hispanic individuals in Hartford.



Media Sources Survey

The chart below summarizes the information gathered from Hispanic media sources about their targeted audience.



Discussion

Hispanics may be using media from their country of origin instead of local sources because of easy access online. Also, radio stations and cable networks are able to reach a broad international audience.

Radio stations and television networks may be most prevalent because they are easy to access for immigrant populations.

Most newspapers are moving online because they can more easily reach a broader audience and it is more cost efficient.

Conclusions

- Local media sources and international media sources from country of origin used
- International media sources from country of origin have become more accessible online
- Targeted demographics successfully identified
- Media sources targeted toward nationalities
- Radio stations and television networks used most
- Newspapers are already online or moving online

Implications

How can the CT Department of Consumer Protection use this information?

Reach the desired Hispanic audience through the media sources identified with:



Articles



Advertisements



Radio Interviews

What They Wanted:

The information found presented on paper with easy accessibility.

What Was Produced:

Spreadsheet with the information found which can be easily accessed.

Future Research

- Conduct a larger sample size of Hispanic individual preferences of media used for more generalizable results.
- Follow up with print media sources regarding online conversion and impact on audience.
- Continue to investigate use of international media sources and impact on respective groups.

Note: Globosat (TV network), Caracol (TV network), Sur Peru (TV network), El Nuevo Dia (online newspaper), and Candela Estéreo (radio station) are international media sources that were also indicated as being used by Hispanic individuals in Hartford.

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