

New Mexican's Views Regarding Spanish Language Media in the State of New Mexico

On behalf New Mexico Local News Fund, BSP Research collected the opinions of New Mexico adults regarding Spanish language media, including an oversample of Spanish speaking New Mexicans. This data was merged across two separate surveys fielded in New Mexico in 2021. The survey focused on the current knowledge and utilization of Spanish language media in New Mexico, attitudes toward expanded local news content in Spanish, and the content consumers would like to see available to them in Spanish. This report summarizes the main findings of this survey content, as well as relevant content from other recent BSP Research that helps provide some insights on the potential demand for Spanish language media in the state of New Mexico.

Landscape Analysis of Language Use in New Mexico

The survey data collected over the past year by BSP Research demonstrates that there is a large Spanish speaking population in the state of New Mexico who need news information in Spanish contextualized for their local community. For example, a recent BSP Research survey conducted with NM MediaDesk found that 7% of New Mexicans (15% of Hispanic New Mexicans) indicate that when they complete their application for assistance, they prefer to submit it in Spanish. Among those who attempted to apply, 1% of New Mexican adults indicated that they tried to apply for federal or state housing assistance but could not do so in their language.

Furthermore, a [widely cited vaccination hesitancy survey](#) that included an oversample of New Mexicans emphasized the importance of Spanish language media in the state. Here are some of the main findings from that survey:

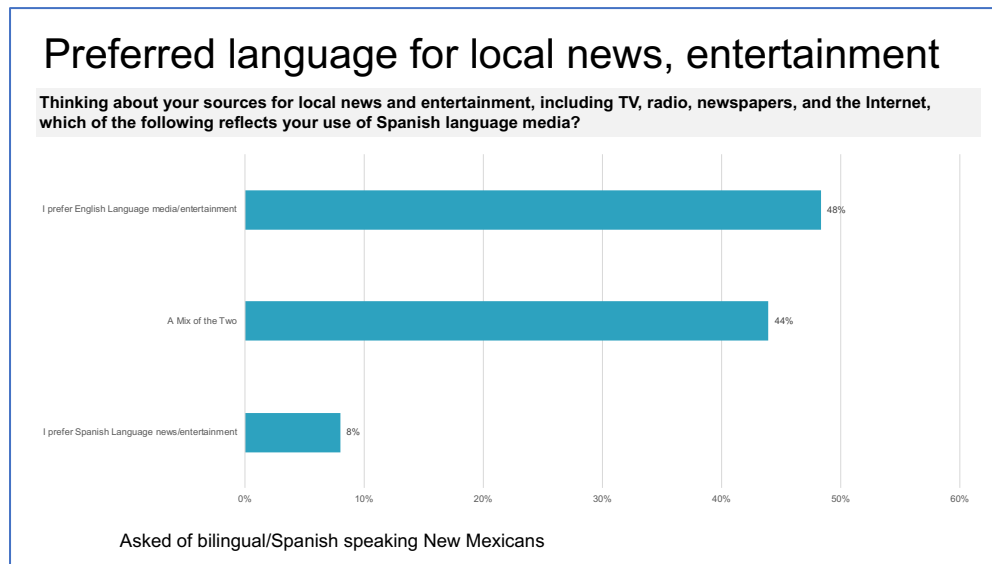
- 24% of New Mexican adults identified Spanish language news/media professionals as a trusted messenger for vaccination information.
- 71% of the Hispanic population in this survey have used Spanish news such as Univision or Telemundo, over half using these outlets at least once a week for information.

These data points suggest that there is an existing demand for Spanish language news information in the state of New Mexico which motivates the more specific focus below on experiences and attitudes toward Spanish language media among adults in the state.

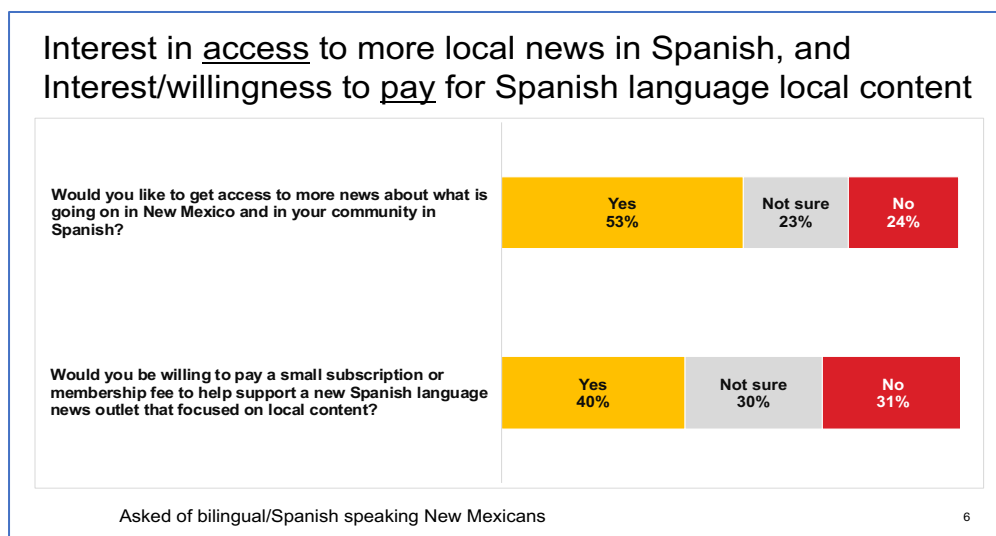
Insights from NM Local News Fund Survey

The survey included baseline knowledge and consumption of local news across a state-wide sample of New Mexican adults. When asked what their relationship with local news sources that have content specific to their community, the most common response for New Mexicans (37%) is that they “know local news sources and consume local news sometimes”, with 7% noting that they are daily consumers. Just over one-in-five (21%) New Mexicans consume local news frequently, and 20% are knowledgeable of local news sources but are not consumers just yet, which is a prime target for expanding the consumer base of local news. Finally, 15% of the sample are not aware of local news sources.

The survey data focuses mostly on content asked of New Mexicans who are Spanish speakers. The survey finds that there is an existing consumer base for Spanish language, and particularly bilingual, local news and entertainment. As reflected in the figure below, in addition to 8% of Spanish speaking New Mexicans who prefer their news and entertainment exclusively in Spanish, 44% prefer bilingual information. When we isolate immigrants on this question we find that 13% prefer their news and entertainment exclusively in Spanish, 75% prefer that their information be provided bilingually.



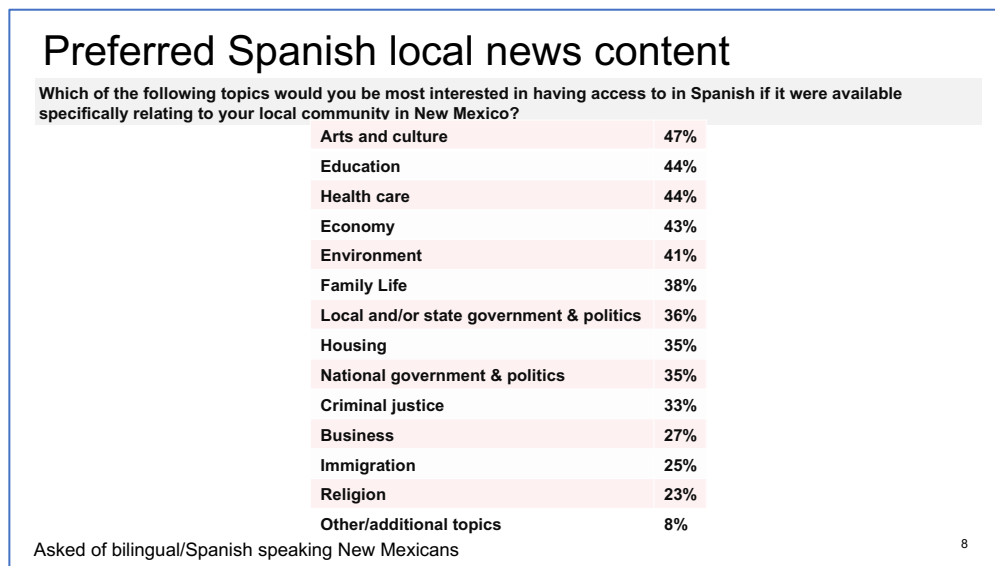
One of the most important findings from the survey data is that there is strong interest among the Spanish speaking community in New Mexico for more local news content in that language. As reflected in the figure below, more than half (53%) of respondents reported that they “would like to get access to more news about what is going on in New Mexico and their community in Spanish”, with another 23% reporting that they are not quite sure yet.



The survey also found that 40% of Spanish speaking New Mexicans “would be willing to pay a small subscription or membership fee to help support a new Spanish language news outlet that focused on local content”. These two data points make clear that there is an existing market for increased local news content that is provided in Spanish or bilingually.

The survey also provides some insights into what forms of media Spanish speaking New Mexicans would prefer having available to them in a new source of local news available in Spanish. The most common form of media is television at 36%, followed by 24% who prefer radio, and 23% who prefer social media platforms such as Facebook, Instagram, Twitter etc. A slightly smaller percentage prefer on-line news papers or digital news sources (19%), followed by neighborhood or city on-line groups, and podcasts. Another 18% prefer print newspapers.

Finally, the survey provides information on the content potential consumers would be most interested in having access to in Spanish if it were made available to them. As reflected in the figure below, there is high interest in arts and culture content, education, health care, and content focused on the economy. There is also high interest in Spanish language content focused on the environment, family life, and local government and political information.



Conclusions

The survey provides valuable insights about the potential consumer base for expanded news content in Spanish that would be focused on local content in New Mexico. The open-ended items in the survey that allowed respondents to provide any suggestions regarding what they would like to see with expanded Spanish language news content in New Mexico. The potential consumers for this service would like to see honest and fact driven news content delivered by local news personalities who are from the communities that they are covering. There is also an interest in balanced coverage of national news that is contextualized for New Mexico and local news about what is going on in their local communities, with news content on items ranging from entertainment, politics, and sports.