

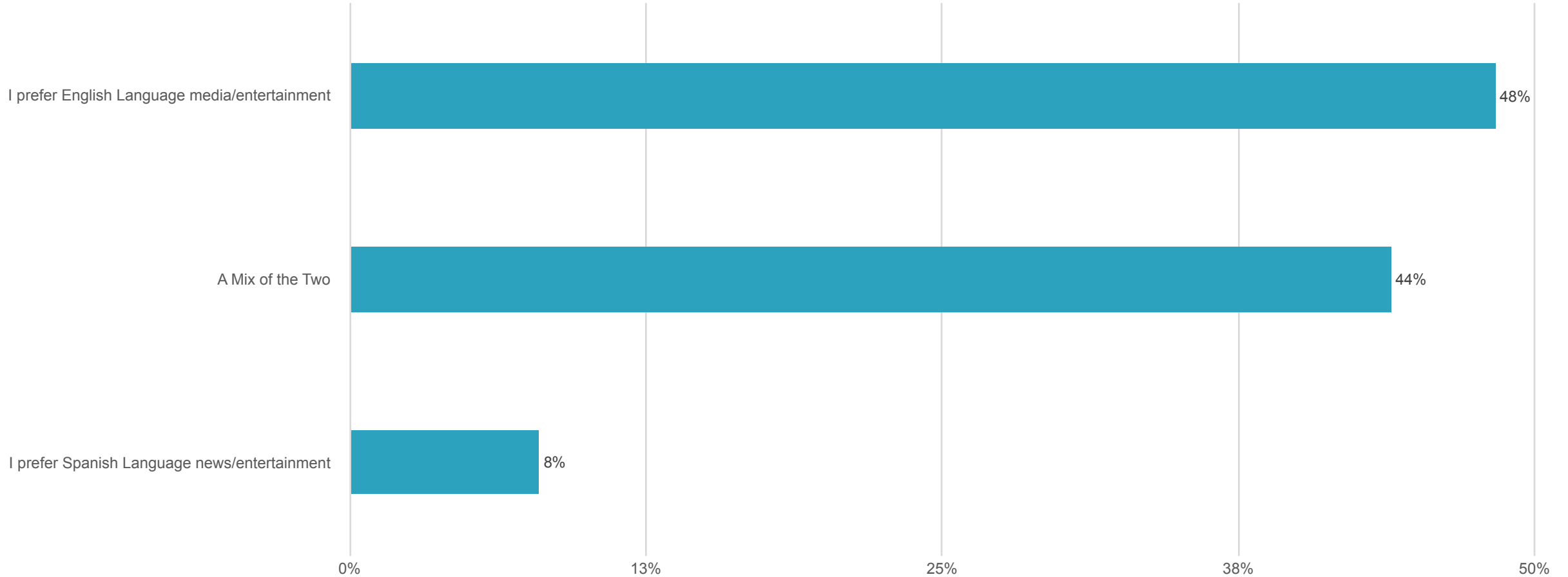
NEW MEXICO LOCAL SPANISH LANGUAGE MEDIA SURVEY 2021

Survey Specifications

- The results provided in this report are based on two surveys conducted state-wide in the state of New Mexico in 2021 that were merged to maximize Spanish language speakers.
 - This resulted in questions asked of all New Mexicans having a larger sample size (N=331) than questions asked only of Spanish speakers (N=91).
- Data was collected through a mixture of web and telephone based interviews with respondents being able to participate in the survey in either language.

Preferred language for local news, entertainment

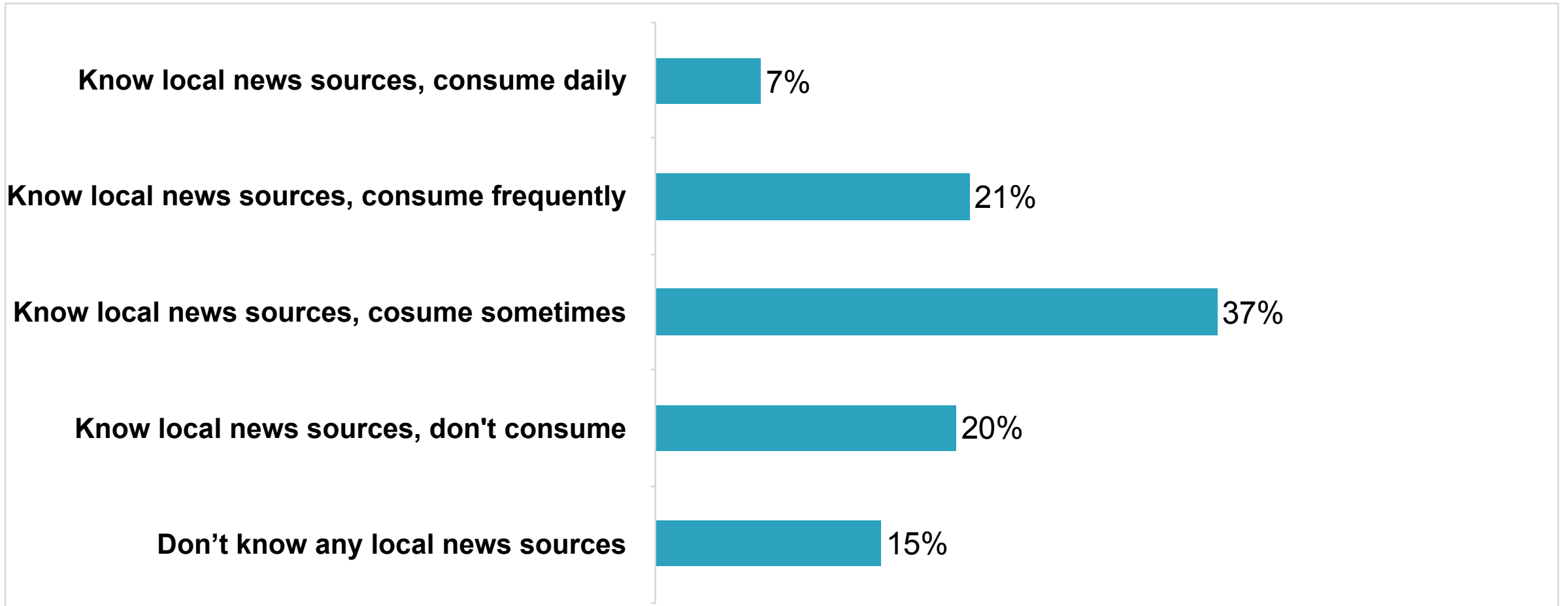
Thinking about your sources for local news and entertainment, including TV, radio, newspapers, and the Internet, which of the following reflects your use of Spanish language media?



Asked of bilingual/Spanish speaking New Mexicans

Community-specific news consumption

Which statement best describes your relationship with local news sources that have content specific to your community in New Mexico?



Asked of a state-wide sample of all New Mexicans

Familiar local news and media sources

What is the name or names of the local news source(s) that you know of here in New Mexico? (open-end responses)

KOB 4	21%
KQRE 13	20%
KOAT 7	14%
Albuquerque Journal	9%
Las Cruces Sun News	8%
KVIA 7	6%
Univision 26	4%
CNN	3%
KNAT 24	1%
KNME	1%
KRWG	1%
Mesilla Valley News on Facebook	1%
Navajo Times	1%
Reddit (local threads)	1%
Telemundo 48	1%

Interest in access to more local news in Spanish, and Interest/willingness to pay for Spanish language local content



Asked of bilingual/Spanish speaking New Mexicans

Preferred platform for Spanish local news

If there was a new source of local news in Spanish, which of the following forms of media would you like to have available to you here in New Mexico?

Television/TV	36%
Radio	24%
Social media/network (Facebook, Instagram, Twitter, etc)	23%
Online newspaper / digital news source	19%
Neighborhood or city online groups (Nextdoor, Private FB group, etc)	19%
Podcasts	18%
Print newspaper (Albuquerque Journal, Santa Fe New Mexican, etc)	18%
Email newsletter	15%
Email newsletters about my local community or city	12%
Content sent to me via text (SMS, iMessage, WhatsApp, etc)	12%

Asked of bilingual/Spanish speaking New Mexicans

Preferred Spanish local news content

Which of the following topics would you be most interested in having access to in Spanish if it were available specifically relating to your local community in New Mexico?

Arts and culture	47%
Education	44%
Health care	44%
Economy	43%
Environment	41%
Family Life	38%
Local and/or state government & politics	36%
Housing	35%
National government & politics	35%
Criminal justice	33%
Business	27%
Immigration	25%
Religion	23%
Other/additional topics	8%

Asked of bilingual/Spanish speaking New Mexicans

Current subscriptions to local news sources

Which of the following do you currently pay for through a subscription or membership? (all that apply)

Note: Overall, 23% have local media subscriptions or memberships including online content or print formats

		Subscription / Membership	Among All Respondents	Among All Subscribers
Asked of a state-wide sample of all New Mexicans	Albuquerque Journal		21%	76%
	Santa Fe New Mexican		12%	44%
	Hobbs News-Sun		5%	20%
	Las Cruces Sun News		4%	16%
	The Gallup Independent		4%	16%
	Alamogordo Daily News		4%	16%
	Silver City Daily Press		4%	16%
	Roswell Daily Record		3%	12%
	The Carlsbad Current		2%	8%
	Other news / information outlet		2%	8%

Expectations and preferences from local Spanish news sources

Is there anything else you'd like to tell us about what you would want from a local news source that would provide content in Spanish? (open-end)

Asked what they'd like to see from a local news source that provides content in Spanish, responses fell into four general categories:

- 1. Spanish-specific expectations (e.g. local Spanish-speaking talent)**
- 2. Local interest (e.g. events and community news)**
- 3. General content type (e.g. sports or fashion)**
- 4. News quality (e.g. truth and high-quality hosts)**

Examples of these four comment-categories follow in the next slides

Spanish Language-Specific Expectations / Responses

Is there anything else you'd like to tell us about what you would want from a local news source that would provide content in Spanish? (open-end)

- *Hire local Spanish speakers*
- *More Spanish entertainment*
- *Translation of national news*
- *Alert our Spanish-only speaking community about it*
- *It would be great to see more Spanish*
- *A bilingual periodical could be useful*
- *I don't watch Spanish tv or speak Spanish*

Asked of bilingual/Spanish speaking New Mexicans

Local Content Expectations / Responses

Is there anything else you'd like to tell us about what you would want from a local news source that would provide content in Spanish? (open-end)

- *Me gustan las noticias de lugares aqui en NM*
- *I would love to hear more about small towns*
- *In depth news about ongoing NM problems*
- *Include important local events*
- *Cover more areas*
- *It be nice if there was more local news*
- *The more local news sources the better*
- *Regional sports*

General Content Expectations / Responses

Is there anything else you'd like to tell us about what you would want from a local news source that would provide content in Spanish? (open-end)

- *More about job opportunities and employment*
- *Family and local issues*
- *Kid friendly*
- *Fashion*
- *Food recipes*
- *Game shows*
- *Pop culture*
- *Sports*

News Quality Expectations / Responses

Is there anything else you'd like to tell us about what you would want from a local news source that would provide content in Spanish? (open-end)

- *Report all around, not just abhorrent events*
- *Just have reliable sources*
- *For it to be just as informative*
- *The truth*
- *Truth and reliability*
- *Maybe some form of source transparency*
- *Quality hosts*
- *Be more productive in what they tell*
- *Just more of it (news), more news, less entertainment*

Asked of bilingual/Spanish speaking New Mexicans

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