**Data Shows That Audiences of Color Embrace Radio**

Radio reaches larger audiences in Hispanic and Black communities than television or streaming services do, with over 75 million listeners in those demographics tuning in radio shows every week, Nielsen data shows. The ratings company reports that 92% of Black consumers and 96% of those who are Hispanic consume radio content weekly, most frequently in their cars.

***Radio Ink 10/10/19***

<https://radioink.com/2019/10/10/nielsen-radio-strong-with-black-hispanic-consumers/>

Image/gif credit:

<https://media1.tenor.com/images/3e98cc3169e739a80eb202ab6c1bfe6d/tenor.gif?itemid=11060788>