

Geofenced marketing to Spanish-language sports media consumers in Kansas

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Abstract

When it comes to sports in Kansas, many sports fans prefer consuming sports broadcasts in languages other than English. Specifically, there is a large audience for Spanish-language broadcasting. Not providing Spanish-language broadcasts for sports turns away consumers who do not speak English natively. Having this type of sports content in Spanish-language will allow a large group of primary Spanish speakers feeling excluded due to the media not being in their native language. Making these sports broadcasts more readily available to these groups will allow more people to listen as it will eliminate the search factor.

Findings from the literature suggest that Hispanic and Latinos all over Kansas would consume more sports broadcasts if they were available in their native language. Many of these Hispanic and Latino listeners suggested that when they listen to a sports broadcast in English, they often cannot keep up with the language and lose information and crucial context due to the language barrier. This loss of information makes understanding an unfamiliar game, such as American football that much more complex for non-English speakers. The overall findings from this study show that Hispanic and Latino audiences want to consume different types of sports media, when it is in their native language. Hispanic and Latino communities across Kansas have considerable potential when it comes to increasing brand awareness and revenue. These communities currently are underserved when it comes to Spanish-language sports media. Providing this type of media to the Hispanic or Latino communities can bridge cultural gaps while growing and diversifying sports fans

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Acknowledgements

I would like to dedicate this paper and my master's degree to my parents. Without their belief in me, I would never have taken the steps necessary to pursue and achieve this milestone. I would especially like to thank my father, who is my greatest role model. Thank you for everything you have done for me. Without your influence and support, the idea of expanding Spanish-language sports broadcasting would have never come to mind.

It is my hope that this work contributes to the growth of Spanish-language sports media in Kansas and, ultimately, across the United States, particularly in communities with large Hispanic and Latino populations. My goal with this report is to help ensure that all people can experience sports equally, regardless of language.

Introduction

Garcia (2022) states geofencing involves using consumer data to track where people are located. Geofencing uses the mobile device's location, which is then used to filter content and information geographically and put it into the context of the mobile user's surroundings.

Kaimana (2024) claims using GPS, RFID, Wi-Fi, or cellular data, geofencing allows businesses to send personalized advertisements, promotions, or notifications to consumers when they enter a predefined geographic boundary. Geofencing can create many benefits for companies, such as an increase in foot traffic, enhanced customer experiences, and a boost in sales conversions (Kaimana 2024). Targeting specific audiences will help the consumer get tailored advertisements that will hopefully lead to them engaging with the content more, in this case, creating new consumers of Spanish-language sports media.

Kansas City is an area that can benefit from the use of geofencing when it comes to the advertising of Spanish sports media. The area is rising in terms of Hispanic and Latino residents, making it an ideal area to advertise sports media in another language, Spanish. The use of geofencing can help businesses advertise to their target audiences, rather than to the masses.

Background

The Spanish-language market is on the rise in Kansas and getting larger as time goes on. As a result, now is the optimal time to target this untapped market. Hispanic communities are scattered across the larger counties in Kansas, making geofenced targeted ads a solution to tapping into the Spanish-language market. Targeting these Hispanic or Latino demographics rather than the masses allows for more business to increase financial efficiency. Targeting only a demographic that is more likely to consume or interact with Spanish-language ads will decrease the amount of ad money wasted on non-potential consumers. Targeting communities correctly

with Spanish-language ads and geofencing can result in a new demographic for brands, Spanish-language sports, and media entities. The Hispanic or Latino community in Kansas wants to consume local sports broadcasts and other media but the language barrier prevents this to a certain extent. According to a study in 2021, Spanish-language media consumption is strongly related to trust and engagement (Gomez 2021). Therefore, the more familiar an individual is with the language in which the media is presented, the more likely it is for that individual to engage with the community.

Problem Statement

There is a lack of Spanish-language media in Kansas where the Spanish-speaking population is growing. This lack of media means there is a largely untapped Spanish-speaking market that can be targeted to increase brand awareness and revenue while also increasing the media content consumed by the Hispanic or Latino community. This research aims to identify the communities within Kansas that are the most susceptible to new sports and media when they are in their native language. This study also seeks to identify what kind of media, especially sports media, these communities seek, and what type of sports and brands can create a new Hispanic or Latino audience by advertising Spanish-language broadcasts and Spanish media to these communities. The results of the survey will help businesses identify new hotspots to advertise to while also reducing the amount of wasted advertising funds.

The Goal

Spanish sports media companies and brands that offer content can target Hispanic or Latino communities to increase community outreach, grow brand awareness, and add value to the media consumed by the Spanish-speaking community. These businesses can receive a boost in Hispanic or Latino consumers when targeting these communities with content in their

preferred language. Making content available to these consumers in their preferred language will help attract more consumers and increase advertising revenue.

After updating the content to be available in their native language, geofencing can be used to target identified hot spots. These targeted ads will create more monetary return for the business by only targeting these hot spots that are made up of majority native Spanish speakers or consumers who prefer or consume Spanish-language media. Creating an inclusive environment where more people are encouraged to participate in these sports media is beneficial for the community and the Hispanic or Latino community. These more inclusive environments allow for more community engagement.

A community where Spanish-language sports media is more abundant will help the community better comprehend the rules of the sport, commentary, and analysis. Including the Hispanic and Latino communities to be part of a sport that is traditionally not in Spanish will allow these communities to consume broadcasts and become more engaged with this type of content. As the demographics get more familiar with the game and rules, they are more likely to attend sporting events around that sport.

The Current Gap

The Spanish sports media content available is scarce in Kansas. It is often difficult to find sports broadcasts in Spanish, which can negatively impact the number of consumers. According to Naseer (2024), 64% of Spanish-dominant U.S. Latinos primarily consume news in Spanish, suggesting these native speakers prefer—and are more likely to engage with—media in their native language. The 2026 Super Bowl is just one example of the increased demand for Spanish-language sports media. The 2026 Super Bowl broadcast on Telemundo

reached an average of 3.3 million viewers, which marked the most-watched Super Bowl in U.S. Spanish-language television (NFL 2026).

There is currently a gap when it comes to the content Spanish speakers want to consume versus the availability and accessibility of this content for these native Spanish-language speakers. This current gap alienates native Spanish speakers from consuming Spanish-language sports broadcasts of American sports and becoming fans. Closing the gap in Spanish-language broadcast media will help create a more diverse sports audience while also creating opportunities for revenue generation, media engagement, and stronger trust between providers and Spanish-speaking communities.

Consequences

Spanish-language media can be more prominent in Kansas. The lack of Spanish-language media within the state leads to a disconnect when it comes to sports. This disconnect separates the community, creating a barrier for native Spanish-language speakers and preventing them from enjoying the type of content they want to consume. Linguistic differences affect the amount of social inclusion and participation people are willing to try. These differences of comfort when it comes to using a different language that is not one's native language can directly affect community engagement and feelings of individual isolation (Svensson 2025).

Preventing this large demographic from enjoying the content they seek due to a language barrier further separates native Spanish speakers from their neighbors. In a 2025 study, language barriers were found to limit communication and contribute to social isolation within communities (Okoli 2025). The Hispanic community is one of the fastest-growing demographics in the U.S. (Pew Research Center 2023). This large and fast-growing demographic presents a lucrative

opportunity for companies to address the shortage of Spanish-language media. Currently, substantial revenue is lost by failing to target these communities.

Purpose of Research

This report focuses on five counties in Kansas with a total of 235,730 residents or nearly 8% of the Kansas population: Johnson County with a population of 54,389 Hispanics or Latinos, Wyandotte County with 55,184 Hispanics or Latinos, Shawnee County with 23,861 Hispanics or Latinos, Sedgwick County with 82,630 Hispanics or Latinos, and Ford County with 19,666 Hispanics or Latinos (U.S. Census Bureau 2020).

This study investigated whether providing more awareness to Spanish sports media companies impacted the companies' brand reach, brand growth, and brand impact throughout the community. In theory, an increase in awareness will drive the desire to watch American football, increasing the overall number of fans across Kansas.

The research presented here is expected to help identify the capabilities of geofencing, how it can be used for ad-targeting, and help grow the businesses that provide Spanish sports media to these populations. The research addresses which areas in the five studied counties have geofencing opportunities, and the results of implementing geofencing in these areas.

Using consumer data, this study explains how a virtual digital fence might be created around these established hotspots. The geofences act as an invisible border; when someone passes into this boundary, their social media and Google Ads will begin to display the promoted advertisement on the device and application being used. While scrolling through these applications in the boundary zone, users will be prompted with an advertisement for the company being advertised.

Research Questions

The information presented above leads to the development of three research questions. These research questions were chosen to help find the audience's media preferences, media consumption habits, and overall media needs.

1. Does the consumption of Spanish-language sports broadcasts in highly populated Latino or Hispanic communities in Kansas change based on the addition of geofencing?
2. What is the impact of geofencing on advertising performance?
3. Does Geofencing increase audience engagement (Impressions, reach, website traffic, engagement, and click-through rates)?

Hypothesis

H1: Is there an opportunity for Geofencing to increase audience engagement

H2: Geofencing improves advertising performance compared to traditional advertising methods

H3: Is there an opportunity for Spanish-language media to increase sports engagement

Literature Review

Kansas is filled with English-language sports media. However, Spanish-language media are not as prominent when it comes to meeting the needs of Spanish-language media consumers. Geofencing is a possible solution to increase Spanish-language media in the state of Kansas. By using geofencing, mass audiences can be targeted via their specific location. Using the location of potential consumers will allow companies to personalize who gets to see their ad, which will allow consumers to receive more tailored, personalized advertising. Using location-based advertising will make advertisements more visible, which could result in more clicks and customer engagement (Mitchell 2025).

Theoretical Framework

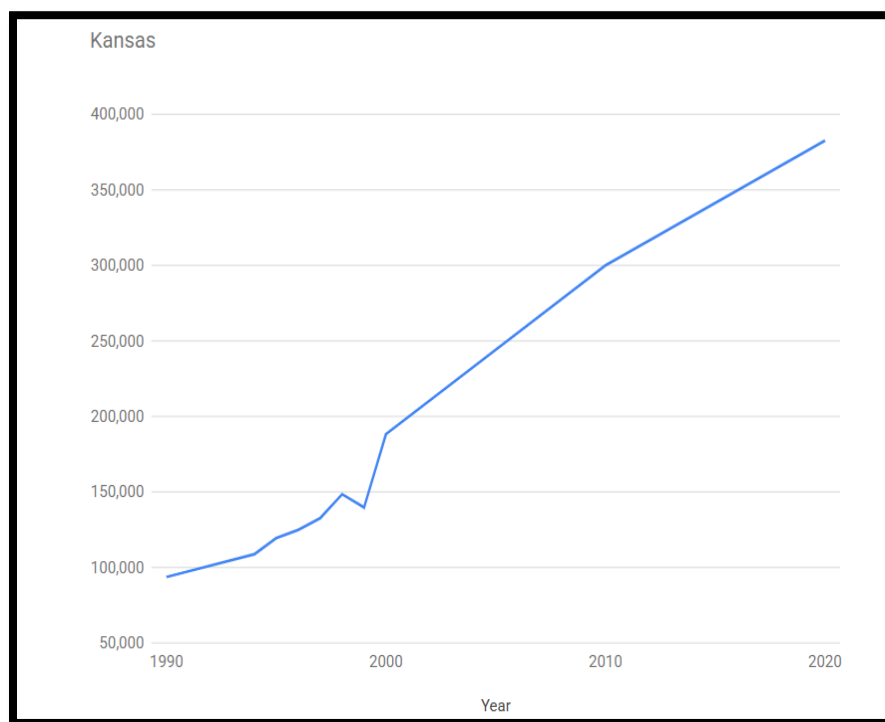
The Uses and Gratification (U&G) Theory states that individuals choose to use media based on the extent to which certain features of the media satisfy their psychological and social needs (Khan, 2017). The U&G theory helps users understand the motives behind why people choose certain types of media over others. Media is chosen on the premise of gaining something out of it that satisfies one's needs. (Triaeu 2023).

Media Dependency Theory suggests that mass media exert power over society and individuals because they control access to essential information (Ball-Rokeach, 2008). Media Dependency Theory gives understanding to why media are so valued, along with why individuals choose the media they do. Using these two theories, the questions of why Kansas is an appealing market when it comes to the expansion of Spanish sports media, and how Spanish-language media might be increased across Kansas.

Kansas City Broadcast Market

The Kansas City area is experiencing significant growth within its Hispanic and Spanish-speaking communities. Since the 1980s, the state of Kansas has seen a 205% increase in its multilingual speakers (Zeigler 2019). In the 30 years between 1990 and 2020, the Hispanic population in Kansas has increased by 408%, from a population of 93,670 to 382,603 (Ksdata, 2020). This upward trend of multilingual speakers shows that now is an optimal time to bring Spanish-language media to the Kansas City area.

Figure 1. Hispanic Population Increase from 1990-2020 (Ksdata 2020)



English Language Media Market

The audience for English-language sports media is currently at an all-time high, with 87.9% of the population in Kansas speaking English at home, according to a 2023 study by the American Community Survey (2022). On the other hand, 335,274 (12.1%) of Kansans speak a

language other than English at home (Table 1) (MigrationPolicy 2025). Table 1 illustrates the population of Kansans who use a different language at home, which can translate into their language preference when it comes to sports media consumption.

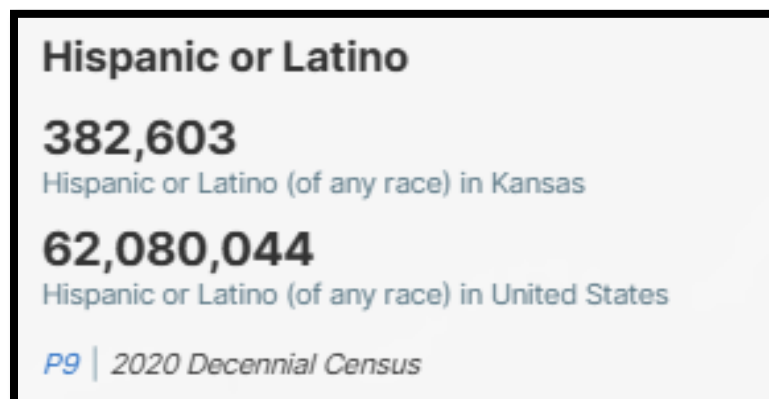
Table 1. Languages Spoken at Home (MigrationPolicy 2025)

Language Spoken at Home (detailed, by English proficiency) 	Number	%
Total Household Population, Age 5 and Older	2,770,717	100%
Speak only English	2,435,443	87.9%
Speak language other than English	335,274	12.1%

Spanish-Speaking Population in Kansas

The 2020 U.S. Census recorded a total of 382,603 Latinos or Hispanics in Kansas (Figure 2) (U.S. Census Bureau 2020). In a 2023 study by the American Community Survey, 8.2% of Kansas residents speak Spanish at home. Having a significant target demographic that is continually increasing in size is optimal for this research, as it will allow the study to have significant amounts of data for thorough analysis.

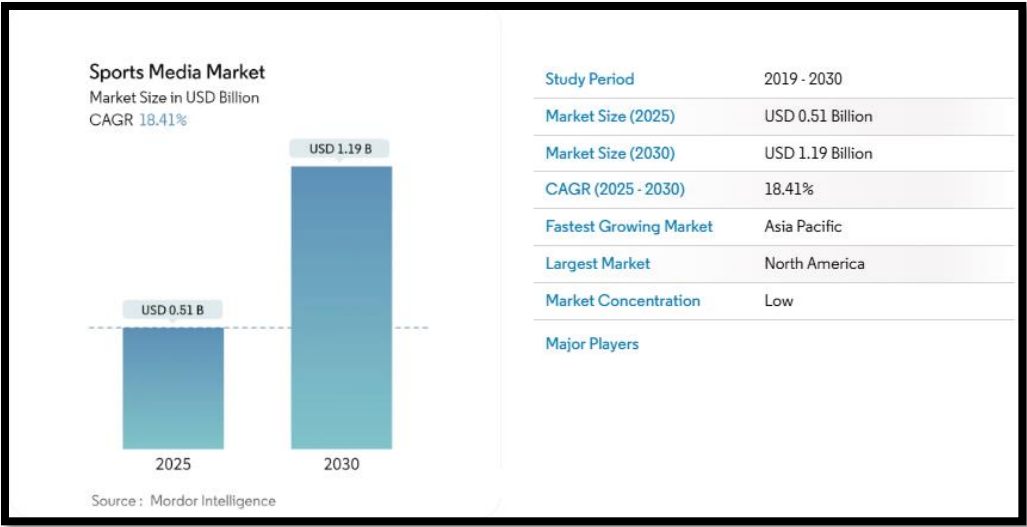
Figure 2. Hispanics or Latinos in Kansas (U.S. Census Bureau 2020)



Sports Media Coverage

Sports media has become a significant money-making market in the United States. A recent study on the European Sportech Market indicates that global sports fans reached 3.7 billion in 2022. Projections suggest this number will surpass 3.9 billion by 2028 (Amir 2024). This rising number suggests an increased market and potential profitability for broadcasting companies and sports teams. According to Mordor Intelligence, the market size, when measured in advertising revenue, for the sports media market in 2025 was \$0.51 billion USD. By 2030, this number is expected to increase to \$1.19 billion USD (Mordor Intelligence 2025) (Figure 3). These numbers show growth within the industry, translating to the profit that can be realized by both sports teams and broadcasting companies. Major League Baseball (MLB) has done an exceptional job of catering to its Spanish-speaking fans. This model can be used for other sports that are trying to expand beyond just English-language coverage.

Figure 3. Sports Media Market Size in USD Billion (Mordor Intelligence 2024)



Major League Baseball

Major League Baseball (MLB) has a long history with Latinos and Spanish-speaking nations. In 2024, the MLB was the most diverse league in all professional sports, with 40.35% of rosters having a diverse background, a 2.34% increase from the previous year (Castrovince 2023). The league has also made efforts to involve Latino fans, in part by producing radio broadcasts of games in Spanish. Spanish-speaking fans turn to Spanish-language baseball broadcasts on the radio as a way of engaging with the popular American sport (McConnell 2020). While McConnell studied radio in Spanish-language as a crucial part of gaining more Latino and Hispanic fans, the author concluded that the increase in the number of Spanish-language broadcasts has coincided with the growth of MLB players from Latin America and has helped fuel the expansion of baseball's Hispanic fan base (McConnell 2020). This is a fair assumption; the more media available to the public in their preferred language, the more media is consumed.

National Football League

The NFL claims it is home to one of the largest Latino fan bases in American sports, with more than 39 million Latino fans (NFL 2024). To be fully understood, the game requires an entirely new vocabulary to be learned by non-English-speaking audiences. The NFL has recently taken strides to broadcast to the Spanish-language masses. The first Super Bowl broadcast in Spanish was the 2022 Super Bowl (Comcast 2022). There is substantial demand for the sport, reflected by the more than 39 million Hispanic or Latino fans (NFL 2024).

Spanish Sports Media in the Midwest

The U.S. is the third-largest Spanish-speaking country in the world, behind Spain and Mexico; yet the Spanish-language sports media broadcasts in the U.S. do not reflect the country's

status among Spanish speakers (Potowski, 2017). The Midwest's diverse population makes it an appropriate place to capitalize on the audience and bring more Spanish-language sports media to the people, specifically NFL football.

The Kansas City area has some local options for Spanish sports media, including TicoSports and the Reyes Media Group's La Grande 1340 AM. Nationally, ESPN Deportes is available in the region and covers all sports, but does not directly serve the Kansas City area.

TicoSports is a Spanish-language sports broadcasting company based in Kansas City. TicoSports provides radio and video broadcasts for six NFL teams, including the Kansas City Chiefs, as well as the Kansas City Current soccer team, and two local Division I colleges, Kansas State University and the University of Kansas (TicoSports 2025).

La Grande 1340 AM partnered with Sporting Kansas City in 2023 to produce live broadcasts for all its Major League Soccer matches to exclusively broadcast the games in Spanish (Austin 2023).

Social Media Marketing/Advertising Strategies

Social media and advertising are all over the world; they go hand in hand. Social media is used by hundreds of millions of users. DataReportal's figures show there were 253 million active social media users in the U.S. in January 2025 (Statista 2024). It is expected that using social media and targeted advertising will reduce financial expenses wasted on inefficient advertising due to invalid traffic. A study by Statista (2024) suggests that globally, businesses lost \$54.63 billion in ad spend in 2022 due to invalid traffic. Using targeted advertisements allows specific audiences in defined regions to receive these advertisements rather than all consumers, eliminating or reducing unneeded costs.

Advertising

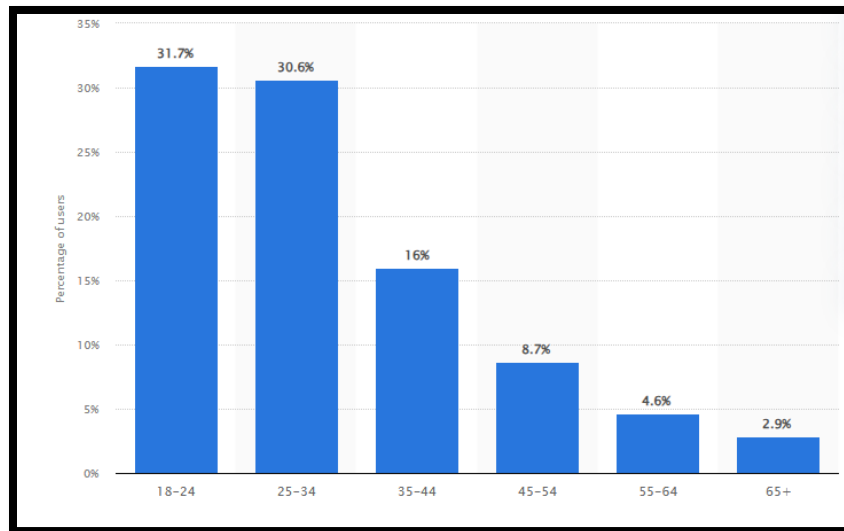
Current advertising techniques tend to appeal to the masses, rather than to a targeted area. By using social media and the location data within the platform, companies can target specific areas or audiences rather than the masses. Using hotspots to target locations will allow businesses to identify target consumers and advertise with Spanish sports media providers.

Social-Media Platforms

Three platforms, Instagram, Facebook, and one digital advertising company, Google Ads, have different target audiences marketed to by broadcast companies and sports teams. These platforms are readily available on Apple and Android devices, making them optimal for reaching the largest number of people.

Instagram. According to Statista (2024), as of April 2024, almost 32% of global Instagram users were aged between 18 and 24, 30.6% were between the ages of 25 and 34, a combined total of more than 62% of the platform's users (Figure 1). The terms of service allow for geofencing when using this application. Instagram will fully support geofencing and targeted ads allowing for easy set up and execution.

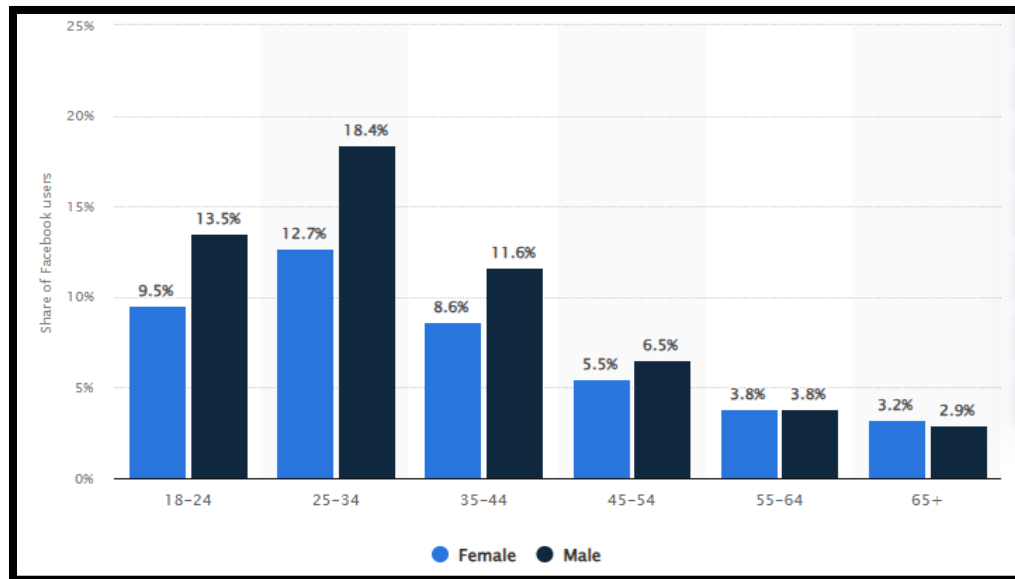
Figure 3. Global Instagram User Ages. (Statistia 2024)



Facebook. Facebook is the most used social media site for older adults. According to a 2021 Pew study, 73% of those living in a residential setting aged 50–64 reported using Facebook compared to approximately 50% of those aged 65 and older (Pew 2021).

While men aged 25-34 make up Facebook's largest audience (Figure 4), ages 35+ in men and women are a much larger audience overall. Dixon (2024), based on his review of Statistia (2024), states that there are higher usage rates of older individuals when it comes to social media platforms. Facebook and Instagram are both from the same creators, these creators allow geofencing and targeted ads when using their platforms. This allows companies to cater and target their demographic the easiest. It also helps that various ages are on Facebook, this allows companies to cater to each demographic separately (Figure 4).

Figure 4. Global Facebook User Ages (Statista 2024)



Google Ads. Google Ads offers advertisers a robust suite of tools to promote products and services across Google’s extensive network, encompassing search results, websites, YouTube, and apps (Solberg 2024). Using the various tools and applications that Google Ads supports will allow most consumers to be targeted. Through Google Ads, advertisements can appear above or below search results on Google Search, appear on Google Play, YouTube, in the Shopping tab, Google Maps, and on the websites of Google search partners (Google 2021). Companies can set up one ad within Google ads and have that one ad run on the various platforms that are supported by Google Ads. This allows companies to work optimally and get various crowds to view their advertisements.

Geofencing

Using the abilities of geofencing will allow advertising to be targeted by companies. Various social media apps and their location services will allow these social media apps to be

triggered when they cross geofenced boundaries, causing them to advertise the suggested ad onto consumers' feeds within the geofenced area.

“Mobile promotion has two unique technological features over traditional tools. First, mobile technology is location sensitive. It not only allows businesses to expand their reach to consumers but also enables them to obtain information on consumers' whereabouts. With this information, businesses can deliver personalized marketing messages tailored to a consumer's location and surrounding environment. Second, mobile technologies increase consumer accessibility” (Zhang Fang 2015).

Using mobile devices allows businesses to reach larger audiences. Most Americans (98%) own a mobile phone. Almost 331 million people throughout the world use mobile phones, suggesting that using mobile devices would be the best option to reach the masses. (ConsumerAffairs 2025)

Geofencing is a direct solution to the growing adoption of location-based advertising. The effectiveness of geofencing, at times, is in question when it comes to marketing and advertising, especially how it can boost sales or brand awareness when implemented. Zheng Fang (2015) gauges the marginal increases in consumer purchases of a geofenced treatment group of users who received Location-based Mobile Promotion (LMP) above and beyond the baseline control groups. The study shows that consumers within 500 meters of a selected theater were more responsive to marketing messages than those not in the same geofenced range.

Using location data, popular areas in Hispanic neighborhoods can be identified and then targeted for advertising. One study surveyed 700 location data buys in the U.S. Results highlight that 83% of respondents experienced a higher response rate and a higher customer engagement in their marketing and ad campaigns, while 80% of respondents also acknowledged a boost in the advertising campaigns' effectiveness when using location data. (Ghosh 2018)

Geofencing in Kansas

The Kansas census was last updated in 2020. This data gives an accurate estimate of the Hispanics in Kansas by county. According to the census, pockets of dense Latino and Hispanic counties are all over Kansas, with a total of about 382,603 Hispanics or Latinos of any race throughout the state as of 2020 (Figure 2) (U.S. Census 2020). The geofenced areas in Kansas City will be determined by using the Kansas census.

Methods

This research aims to identify means for Spanish sports media outlets and providers to advertise to heavily populated Hispanic neighborhoods within Kansas. This study used an online survey to measure three cities' populations' perspectives on the accessibility of Spanish-language sports media of American football from radio, online streaming news websites, and television stations across Kansas.

Survey Design

A survey instrument was created to gather data about sports media viewing language preferences among Hispanic and Latino audiences in Johnson, Wyandotte, Ford, Sedgwick, and Shawnee Counties in Kansas. According to Fife-Schaw (2006), questionnaires remain the single most common means of conducting surveys and are one of, if not the most used, research tools in the social sciences. The survey asked varying questions aimed at becoming familiar with the population's preferred social media platforms. The questionnaire consisted of multiple-choice and Likert scale questions. Multiple choice questions (MCQ) were used due to their familiarity, ease of administering and scoring, and the applicability they have to large groups. Questionnaires use MCQ as they are easy to compare and can be easily used to gather large datasets to be processed and analyzed (Johnstone 2016).

Surveying was done by listing the top six social media applications compatible with geofencing, then asking each participant to rank their use of each social media platform from most used to least used. Media consumption habits in English and Spanish were evaluated by asking how often the participants engage with any type of English-language media in a week. The scale varies from 1-2 times a week to 5-6 times a week. The same question was asked, regarding engagement with media in the Spanish language. This scale varies the same, 1-2 times

a week to 5-6 times a week. Using this Likert scale-type question allowed for simplicity, quantifiable data, and enhanced reliability. The Likert scale presents a clear and simple method for individuals to express opinions or attitudes, while also allowing the answers to these questions to be converted from qualitative data into quantitative data that is easier to analyze and use with various statistical tools to identify patterns or trends (Aishwarya N. 2024)

Sports media consumption was evaluated by asking questions about the consumer's engagement with Spanish-language sports media using the same scale as the previous two questions. Participants were asked if they follow any sports. If they do, they are given a list of sports, in which they choose all the sports they follow. Sports and language preferences are also inquired about using yes or no questions. The final part of this survey inquiries about the interest the Hispanic/Spanish-speaking community may have in American football and if they would consume the content if provided in Spanish.

Participants

The survey targeted a convenience sample of various populations from a wide age range. Participants in the survey were recruited through word of mouth, QR codes posted on social media, and text messaging friends and family. The survey was distributed in three cities across Kansas using Qualtrics – Johnson County, Wyandotte County, Shawnee County, Sedgwick County and Ford County. The study collected data from 250 participants across all five counties.

Target Population

The target population of this research is the Hispanic population in Kansas, specifically Johnson, Wyandotte, Ford, Sedgwick, and Shawnee Counties in Kansas. These counties feature high populations of the targeted demographic. Additionally, people from surrounding counties have responded, which helps reveal potential new areas or mini hotspots that contain pockets of

Hispanic or Latino residents or Spanish speakers. The age of the participants varies; no direct or specific age was targeted.

Participant Recruitment

The survey was promoted on social media, through texting of family and friends, colleagues, and others who may be interested in participating in research. The consumers of TicoSports were directly recruited to participate in the survey through a link to the survey posted on TicoSports social media. TicoSports gave permission to post this link on its social media to assist the company in better understanding consumer tendencies (see Appendix 1). The company provided the results of this study. Survey participants didn't need to speak Spanish to answer the survey. The survey was open to all who wanted to participate and presented in both English and Spanish. Participants' backgrounds vary. People who have an interest in the Spanish language, even if it may be minute, were encouraged to participate.

Inclusion and Exclusion Criteria

This research is intended for residents of Johnson, Wyandotte, Ford, Sedgwick, and Shawnee Counties in Kansas. These locations are heavily populated with Hispanic or Latino residents. Participants were required to have a personal cellular device with access to their own Instagram or Facebook account. This access was necessary for them to get the ads that were activated when they crossed the geofenced boundary. Without a personal cell phone, participants cannot trigger a geofence, which, in turn, prevents them from viewing targeted ads via

Participant Privacy

This survey did not ask for names or other identification, rather users were identified and sorted numerically, as "Participant 1", "Participant 2," etc., for each participant. The county where the participant lives has been disclosed. Other personal information has not been given to

anyone or disclosed in any way. After the data was sorted by participant number and county, the rest of the information or data points were used for data visualization.

Accessibility

Due to this research being focused on the Hispanic and Latino communities, the survey was provided in two languages, English and Spanish. The survey was identical in substance, but different when it came to language. Providing the survey in different languages allowed participants to fully understand each question, allowing each entry from the user to be as honest and truthful as possible.

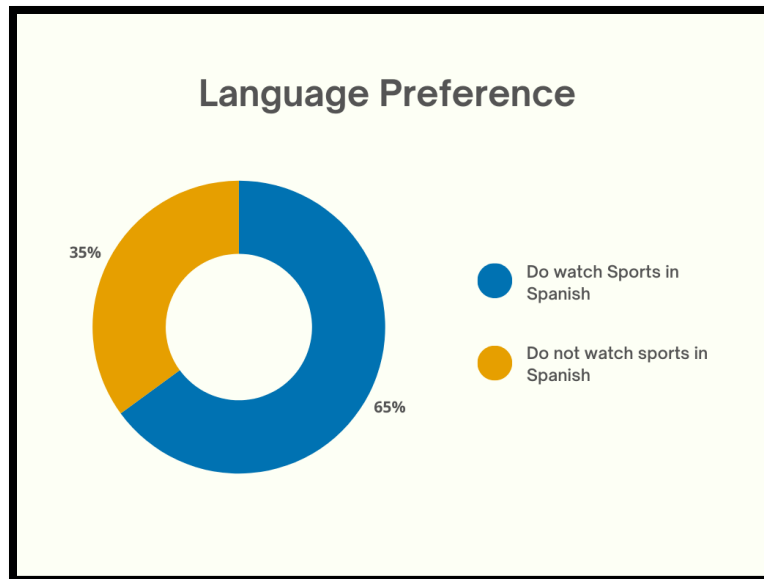
Results

Language Preferences

The data reflects the willingness of the participants to watch sports in another language. Of the participants who answered, 65% of them answered Yes when asked if they watch or will watch sports in Spanish-language, 35% marked No. This reflects that two-thirds of the survey does or will watch sports in Spanish if the opportunity arises. This acceptance of the language shows the desire for sports in the Spanish-language (Figure 5). Results from this survey show that Hispanic or Latino consumers who prefer their media in the Spanish-language want to consume sports that are traditionally not in Spanish, in their native language.

This result goes hand in hand with Hypothesis 1. Consumers viewing targeted advertisements using geofencing are more likely to engage with the content than those using random location advertising. The Hispanic or Latino hot spots that are being targeted have a higher chance of engaging with the content since the community sees the need for Spanish-language media to be filled.

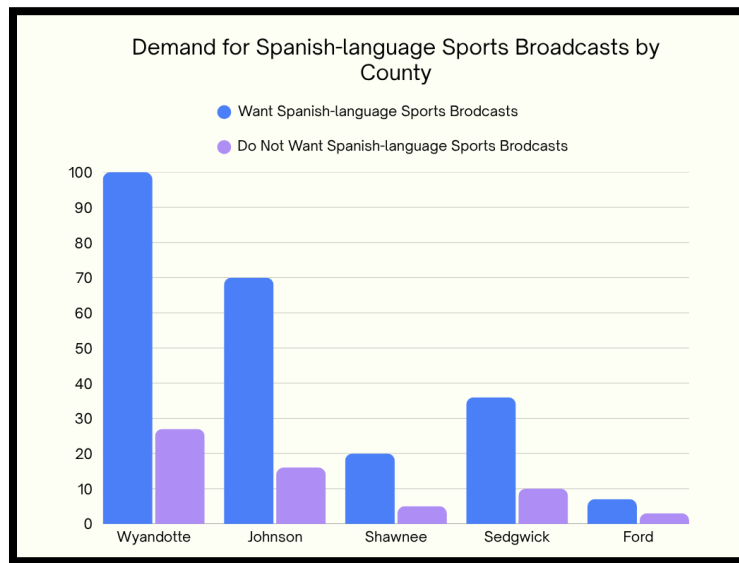
Figure 5. Language Preference



Counties to Target

The data show a notable concentration of Spanish-language consumers in Wyandotte, Johnson, and Shawnee Counties. These three counties are near the major Kansas attractions, making them home to diverse populations. Targeting these areas is best when it comes to finding users who will consume Spanish-language sports media. (Figure 6). The counties of Sedgwick and Ford were considered for this thesis, but there was not enough data to come to a conclusion for these two counties.

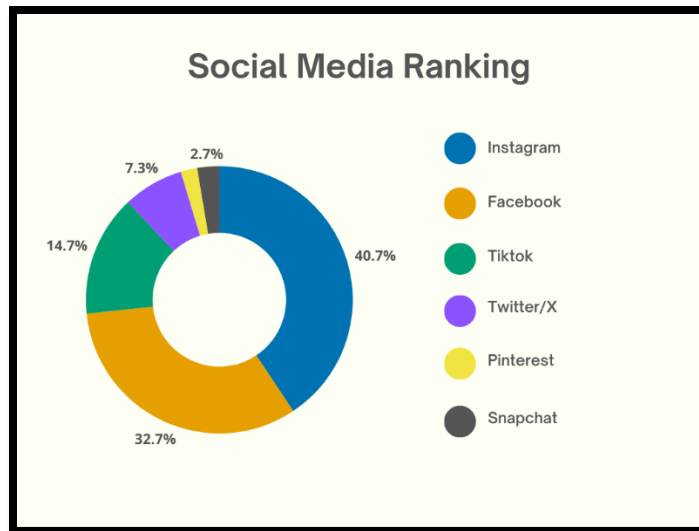
Figure 6. Demand for Spanish-language Sports Broadcasts by county



Social Media

The most used social media platforms from this data set are Instagram, Facebook, TikTok, X, Pinterest, and Snapchat. These data explain the usage of patterns of the different demographic groups. Results show the best platforms to target when it comes to finding users who seek and will consume Spanish-language media (Figure 7). From (Census 2020), Latinos trend younger, the 2020 Census shows a majority of the Latino population is younger. Using the 2020 Census and social media channels above the younger demographic of Latinos can be reached.

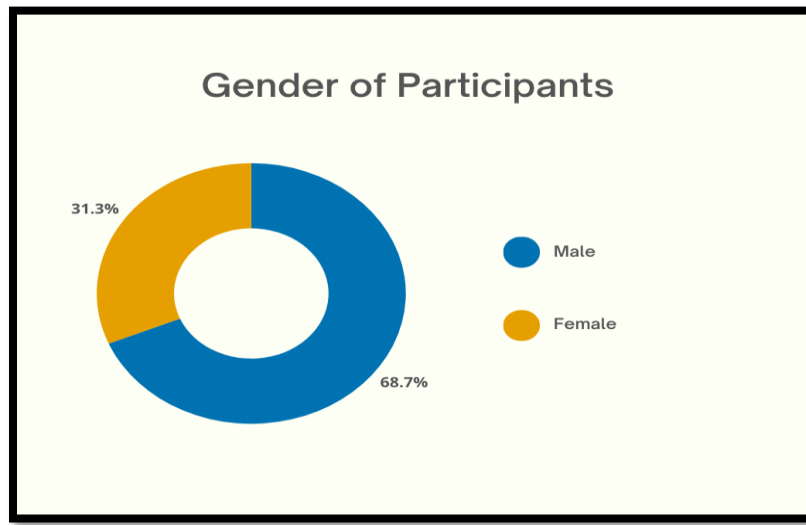
Figure 7. Social Media Ranking



Viewership among Spanish-language audiences

After analysis, a clear indicator of desire for Spanish-language media in Kansas appears in the data. The areas that are most in need of Spanish-language media include Wyandotte County, Johnson County, and Shawnee County. While ages 26-35 seem to be the optimal age to target, the younger demographic drives the majority. The best social media platforms to target these demographics are Instagram, Facebook, and TikTok.

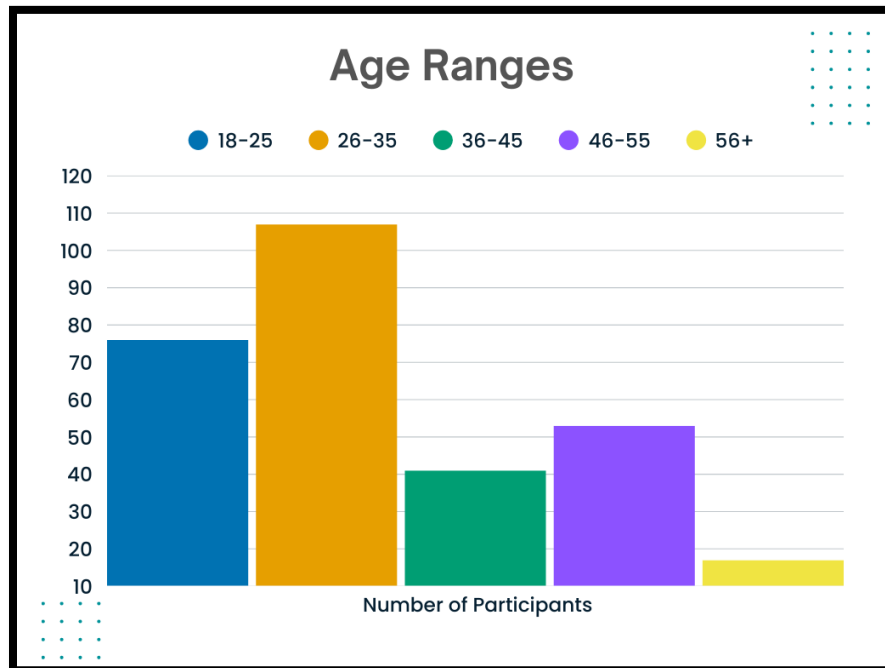
Figure 8. Gender of Participants



Gender

When reviewing the data, 68.7% (202 participants) are male, and 31.3% (92 participants) are female. This shows that about two-thirds of the data collected came from males (Figure 8). Participants who made up this group were on the younger side of the demographic. The largest population was 26-35 years old; that group made up 107 participants, ages 18-25 made up the second largest with 76 participants, followed by ages 46-55 with 53 participants, 36-45 with 41 participants, and lastly ages 56+ with 17 participants (Figure 9).

Figure 9. Age Ranges



Discussion

The findings suggest that the U&G theory used here, in the sense of active participants, will select media that satisfy specific needs or gratifications. Many people who listen to Spanish-language media will gain something from it and satisfy a need (Clayman 2010). In this case, it is media in their preferred language. This media in their native tongue will allow the consumer to feel cultural and emotional gratification. Broadcasts in the Spanish-language will often feature broadcasters who have Spanish-language origins. This involvement with the community allows the broadcasters to incorporate Spanish references, current events, and locations that are meaningful for certain Spanish-speaking demographics. All these factors will help create a sense of cultural familiarity with the Spanish-language crowd, attracting them to the game more and leaving them with a sense of familiarity.

Therefore, allowing users to more readily find Spanish-language media will attract more of the Spanish population. This theory directly supports Hypothesis 3: Consumers of Spanish-language football advertising are more likely to engage with that sport than if it were broadcast in English. Consumers will see a need being fulfilled when English-language sports media is available in Spanish.

The Media Dependency Theory is also supported; there is more value in Spanish-language media than English-language media when it comes to Spanish speakers. This result can be attributed to the retention of information. The reason that some native Spanish speakers will choose Spanish-media over English-media comes down to comfort (Clayman 2010). As Clayman states, the less a person is comfortable with English, the more they will rely on native-language media to give them information. Native Spanish-speakers find more value in Spanish-language media versus English-language media. This reliance on Spanish-language media for

information is a notable reason why many native Spanish-speakers do not interact with sports based largely in the English-language. Sports rooted in the English-language are difficult for the non-native English speaker to understand; therefore, it is challenging for the non-English speaker to interact, consume, or want this type of media. Being able to get media in one's preferred language will help understanding of the content more than if it were not in the preferred language. Consumers want knowledge in a way that is easy to understand; having media in these consumers' preferred tongue will make the media more desirable.

Conclusion

Bringing more Spanish-language media to Johnson, Wyandotte, Ford, Sedgwick, and Shawnee counties via geofencing will allow businesses to attract younger audiences, especially when it comes to distributing or entering the Spanish-language market. The data gathered for this survey illustrates three main attractions for companies to strategize when using geofencing. (1) The core audience is made up of young to early-middle adults; the data reflects a large portion being in the range of 18-35. 2) The majority of people who follow sports will watch the sport in Spanish-language if the opportunity arises. The challenge for the audiences is not *if* they will watch it, but how easy it is to watch a game in the Spanish-language. Providing access to this type of content will increase the size of audiences that ingest it. (3) Instagram and Facebook were most used across all ages; these two platforms make up 70% of users preferring social media platforms. Using these two platforms is best when targeting younger and older demographics. These two platforms also carry the greatest reward for companies and providers of Spanish-language media.

The survey results indicate that geofencing is a viable solution to help Spanish-language media providers target demographics that will engage with the type of content offered while minimizing wasted ad revenue dollars. The research and the data from the 2020 Census suggest Hispanic audiences trend younger; therefore, using the channels of Instagram, Facebook, and TikTok are great platforms to target these younger individuals. Targeting the youth is a ideal demographic to target as they will stay connected and engage with content more than other individuals who are online less.

Limitations

When collecting data for this survey, some changes exist that could make the data more complete.

(1) When ranking the social media from most used to least used, the age groups should be filtered in a way that each age can be viewed individually. This will allow the data to be more complete in the sense that each age group's media platform preference can be viewed separately. This will help businesses in targeting specific demographics.

(2) To ensure adequate representation, researchers could expand data collection to meet a minimum quota for each age group. According to an article from Memon, simple regression analysis needs at least 50 samples and generally 100 samples for most research situations. (Hair et al., 2018). Having a minimum number of responses will allow the ages to be reflected equally and will allow for replication in future experiments. In this survey, the number of younger respondents was more than double that of the older age groups. This, in turn, restricted the older age groups from having equal representation. Having a minimum number of respondents would allow each age range to have ample data for each section.

(3) The survey could have sought information about sports other than football. The survey did ask if the participants watch sports and which ones, but did not ask if they are seeking Spanish-language media for the specific sport. The only sport that was specifically asked about was football. Researching other sports will allow companies to branch out of football specifically and target other sports.

(4) Some people who do not speak Spanish participated in this survey. Using these responses compromises the data, as the non-Spanish speaker would have no reason to listen to

Spanish-language sports broadcasts in the first place, making the theories in this paper irrelevant in this situation.

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Appendix I

Permission to Use Organizational Name and Social Media Platforms

Permission Letter

This letter confirms that **TICO Sports** grants permission to **Javier Cordero**, a graduate student at **Kansas State University**, to reference TICO Sports and utilize the organization's social media platforms as part of his academic research.

Mr. Cordero is conducting a graduate thesis examining Spanish-language sports media consumption and engagement within regional sports markets. As part of this research, Mr. Cordero may reference TICO Sports, its digital media operations, and its social media channels within his thesis.

TICO Sports authorizes Mr. Cordero to:

- Reference the organization by name within his academic thesis and related research materials.
- Utilize publicly available information related to TICO Sports' social media platforms and digital content strategies for academic analysis.
- Distribute survey materials through TICO Sports' social media channels for the purpose of collecting research data relevant to his thesis.

This permission is granted solely for **academic and research purposes** related to Mr. Cordero's graduate thesis and does not grant permission for commercial use of the TICO Sports name, branding, or intellectual property outside of the scope of the research project.

TICO Sports acknowledges and supports Mr. Cordero's academic work and agrees that the organization's name may be referenced in the final thesis document and any related academic presentations.

Authorized Representative – TICO Sports

Name: Oscar Monterroso

Title: Owner - Co-founder

Organization: TICO Sports

Signature: [Signature]

Date: 3/12/2026

Appendix II

English and Spanish Media Consumption In Kansas

1. What age range are you in

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56+

2. What gender are you

- ☐ Male
- ☐ Female

3. What County are you from

- ☐ Wyandotte County
- ☐ Johnson County
- ☐ Shawnee County
- ☐ Sedgwick County
- ☐ Ford County
- ☐ Other

4. Which of these Media outlets have you heard of?

- ☐ Telemundo Kansas City
- ☐ Univision Kansas City
- ☐ NPR en Español
- ☐ Tico Sports
- ☐ Dos Mundos
- ☐ La Mega KC
- ☐ KC Hispanic News

5. What social media platform do you use the most? Rank from the most to the least

Facebook
TikTok
Instagram
Twitter/X
Pinterest
Snapchat

6. What format do you consume your Media in? Check all that apply

- ☐ Radio
- ☐ Social Media
- ☐ Television
- ☐ News Station Website/App

7. How often do you consume Spanish Media?

- ☐ 1-2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ More than 5-6 times a week

8. How often do you consume Spanish Sports Media?

- ☐ 1-2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ More than 5-6 times a week

9. Do you keep up with any sports?

- ☐ Yes
- ☐ No

10. What sports do you watch (Click all that apply)

- ☐ Soccer/Futbol
- ☐ American Football
- ☐ Baseball
- ☐ Basketball
- ☐ Hockey
- ☐ Tennis
- ☐ Other
- ☐ None

11. Do you watch any sports in Spanish?

- ☐ Yes
- ☐ No

12. If you answered no to the last question, please choose the reason that closest represents why you said no

- ☐ It is not accessibly or easily accessibly like the English broadcasts are
- ☐ I prefer my sports in the English Language
- ☐ I do not know where to get the broadcast in Spanish
- ☐ I did not answer "No" to the previous question

13. If Spanish sport broadcasts or radio were advertised to you, would you be likely to watch or check it out?

- ☐ Yes
- ☐ No
- ☐ Maybe

14. Do you watch or listen American Football, either NFL or College

- ☐ Yes
- ☐ No

15. Do you struggle to understand the rules/calls that happen in American Football? Do you get confused about what is going on at times?

- ☐ Yes
- ☐ No

16. If Spanish Football (or preferred sport) broadcasts were advertised to you, would you be likely to watch or check it out?

- ☐ Yes
- ☐ No
- ☐ Maybe

17. If Spanish Football (or preferred sport) broadcasts were advertised to you, would you pay for it?

- ☐ Yes
- ☐ No
- ☐ Maybe

18. If "Yes" or "Maybe" to number 17, how much would you pay?

- ☐ \$5-10
- ☐ \$10 -15
- ☐ \$15-20
- ☐ \$20+

19. Do you think offering more accessible Spanish broadcasts for football (or preferred sport) games would attract you and others to the sport?

- ☐ Yes
- ☐ No
- ☐ Maybe

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

Definition of Terms

For the purpose of this study, the following definitions will be applied.

Geofencing: a virtual boundary around a specific location. When devices enter the boundary, a predefined action is carried out.

Hotspot: Refers to an area in a city with large traffic or presence of a specific population, in this case, Hispanic or Spanish speakers.

Hispanic: A person with ancestry from a country whose primary language is Spanish.

Latino: a person with origins from anywhere in Latin America (Mexico, South and Central America) and the Caribbean

RFID: Refers to Radio-Frequency Identification which is a tag that is attached to mobile devices.

The tag can then be used to locate the mobile device within the boundary of the geofence.

GPS: Refers to Global Positioning System (GPS) which is used to track and identify the location of a device within the boundary of the geofence.