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Friday 22nd October, 2004

Hip-hop and rap music favorite of youth

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A U.S. study conducted for Interep Research found that hip-hop and rap music are the favorite types of music among 12 to 24 year olds.

The study also found that hip hop has also evolved into its own lifestyle -- involving clothing, athletic shoes, electronics and entertainment, Radio & Records, Inc., reported Tuesday.

The data,



Vice President Dick Cheney and President George W. Bush wave goodbye to low oil prices on inauguration day, January 20 2001. Since that day under the Bush administration the price of oil has more than doubled. (Click on photo for full story).

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developed by
Edison Media
Research,
showed hip-
hop as a
powerful force
in the youth
market,
crossing
ethnic,
economic,
suburban and
urban borders.

Rap is the
music. Hip-hop
is the lifestyle.
Urban is the
mindset, said
Sherman
Kizart, Interep
Research vice
president and
director of
urban
marketing.
With the help
of this
comprehensive
study, we will
help
advertisers to
understand
that advertising
on hip-hop
oriented radio
stations
transcends the
music played.

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