

# edison media research

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## Latin/Rhythmic "Bridging the Gap"

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# How the survey was conducted:

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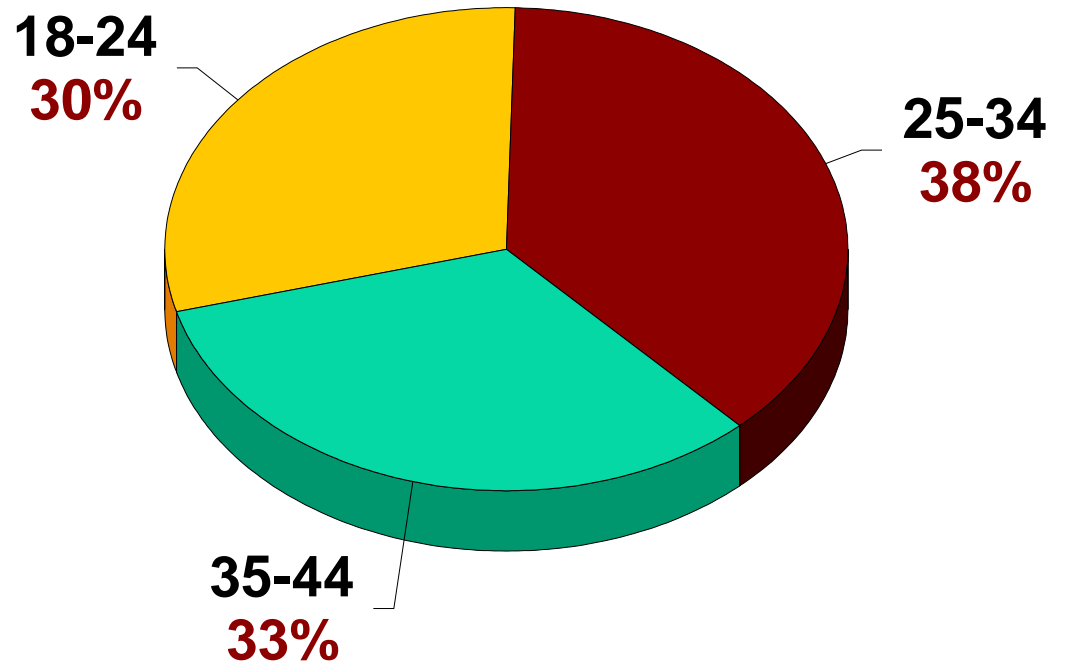
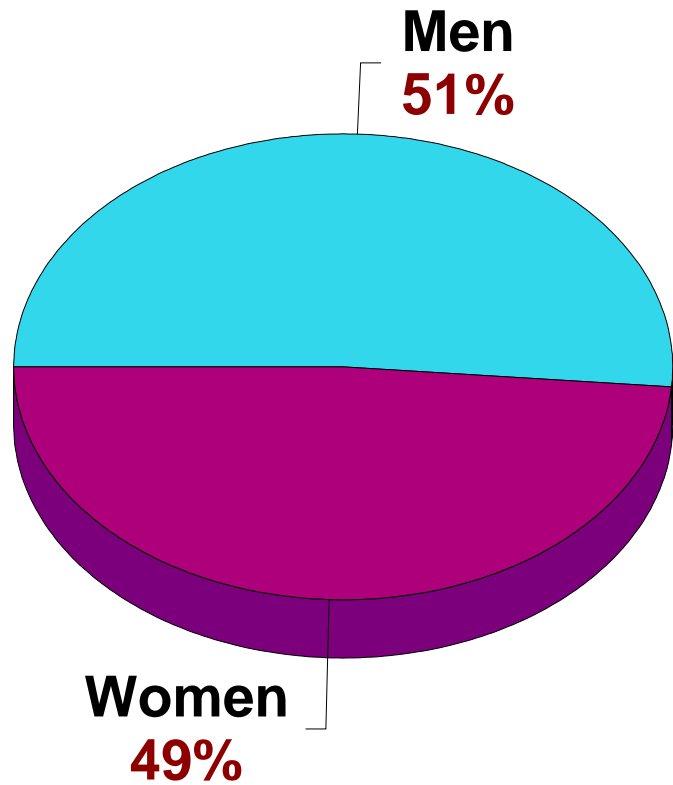
- 500 interviews in 10 markets
  - Each market had a Latin Urban and/or Reggaeton-leaning Rhythmic station
- Hispanic/Latino Adults, Age 18-44
- Interviews conducted in August 2006
- Survey offered in English and Spanish
- To qualify for survey respondents must spend at least 30 minutes listening to the radio in a typical day

# Where the survey was conducted:

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- Albuquerque
- Chicago
- Denver
- Fresno
- Houston-Galveston
- Los Angeles
- McAllen-Brownsville-Harlingen
- Miami-Ft. Lauderdale
- New York
- San Jose

# Who was interviewed:

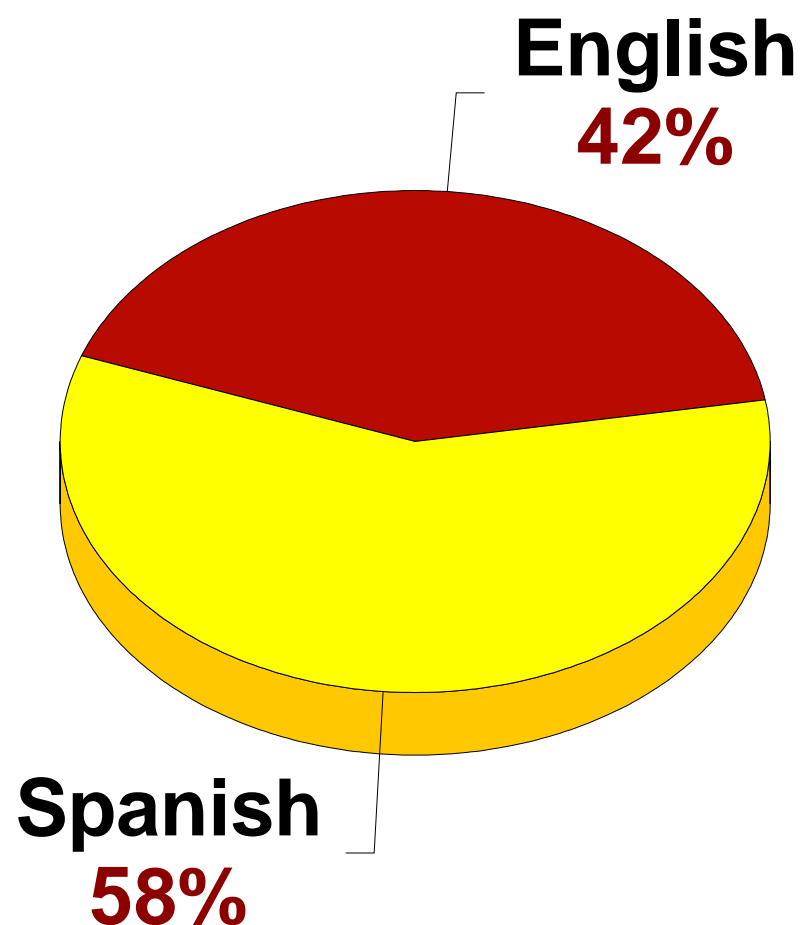


# Which best describes how often you speak Spanish and English during the course of a typical day?

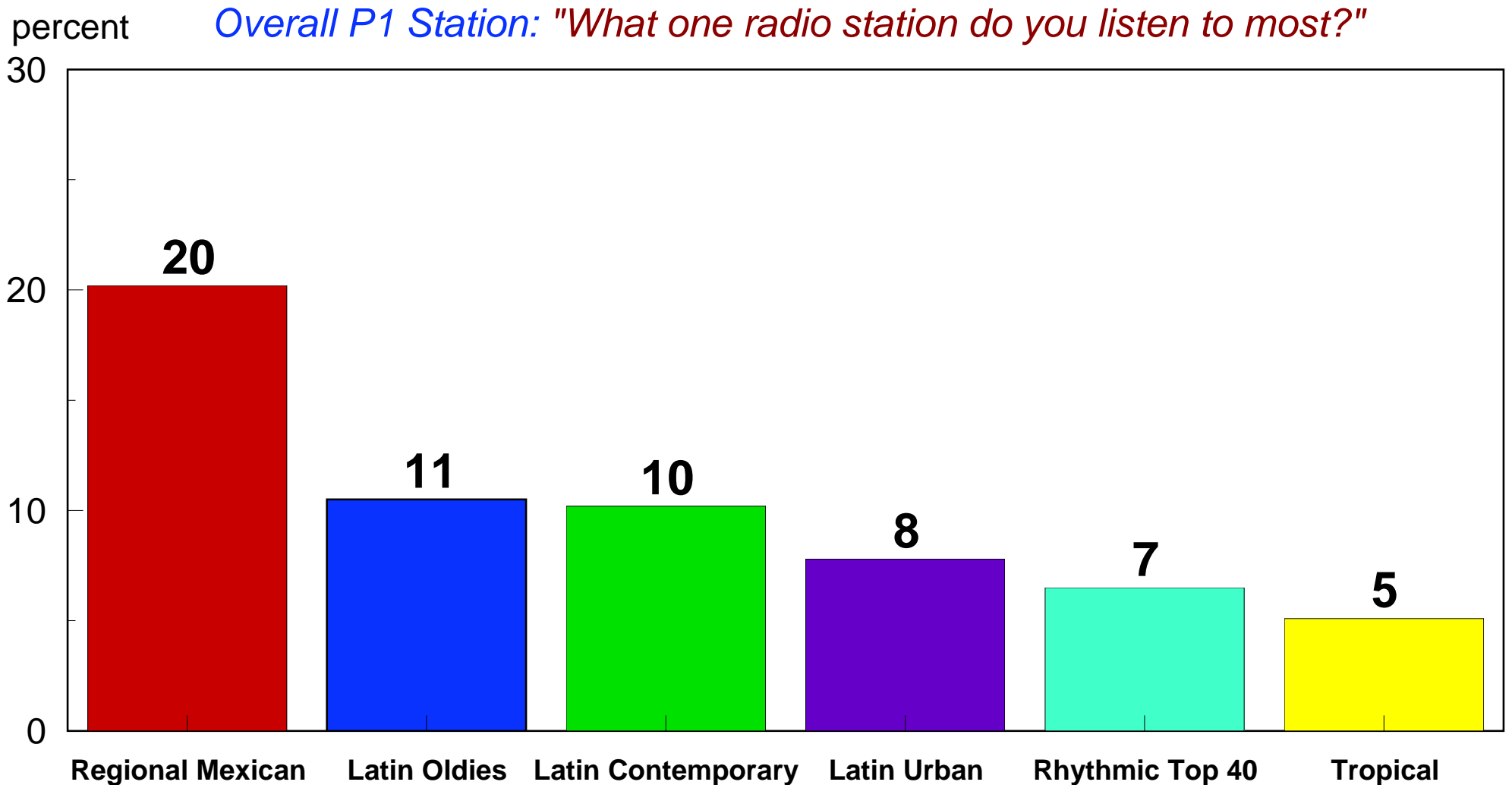


# In what language is the programming on the respondents' P1 radio station?

*Overall P1 Station: "What one radio station do you listen to most?"*

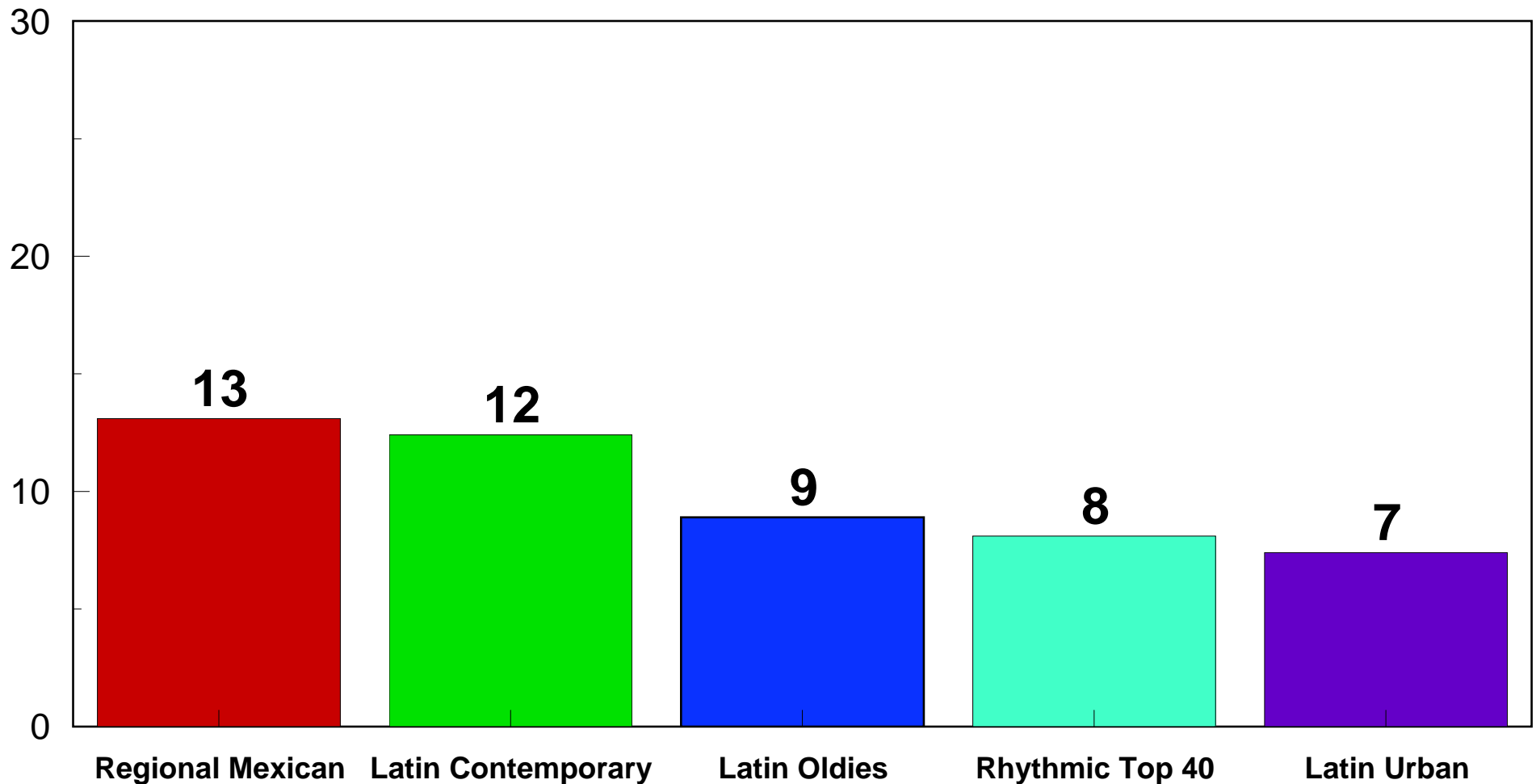


# Format Listened to Most

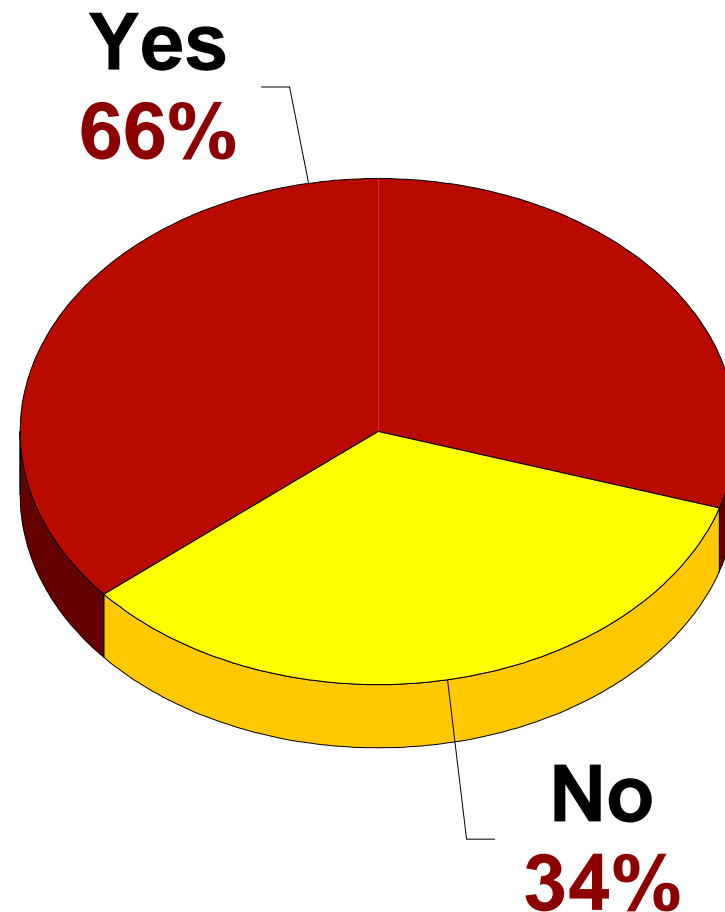


# Format Listened to Most for Music

*Music P1 Station: "What one radio station do you listen to most for music?"*

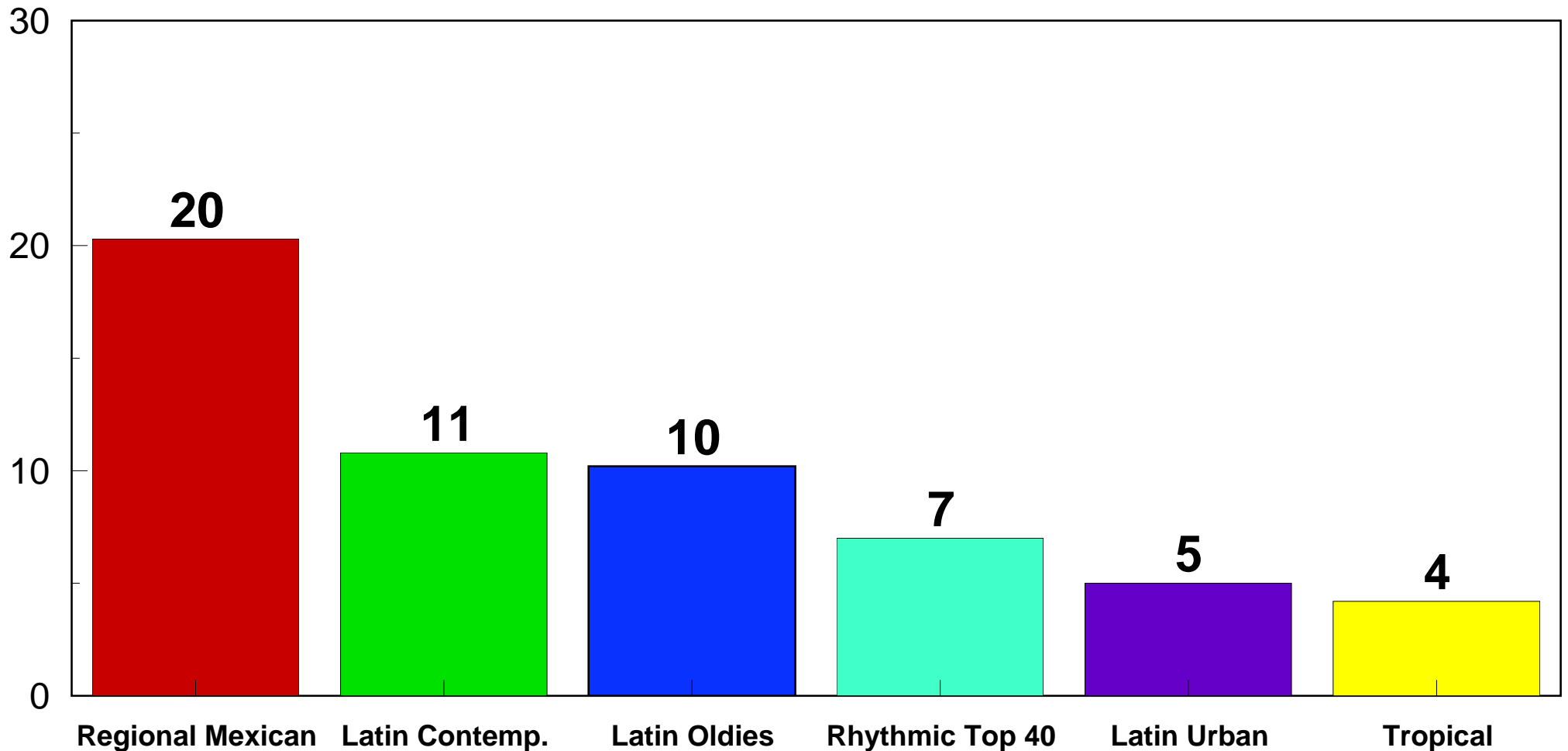


# Listen to the radio weekday mornings sometime between 5am and 10am?



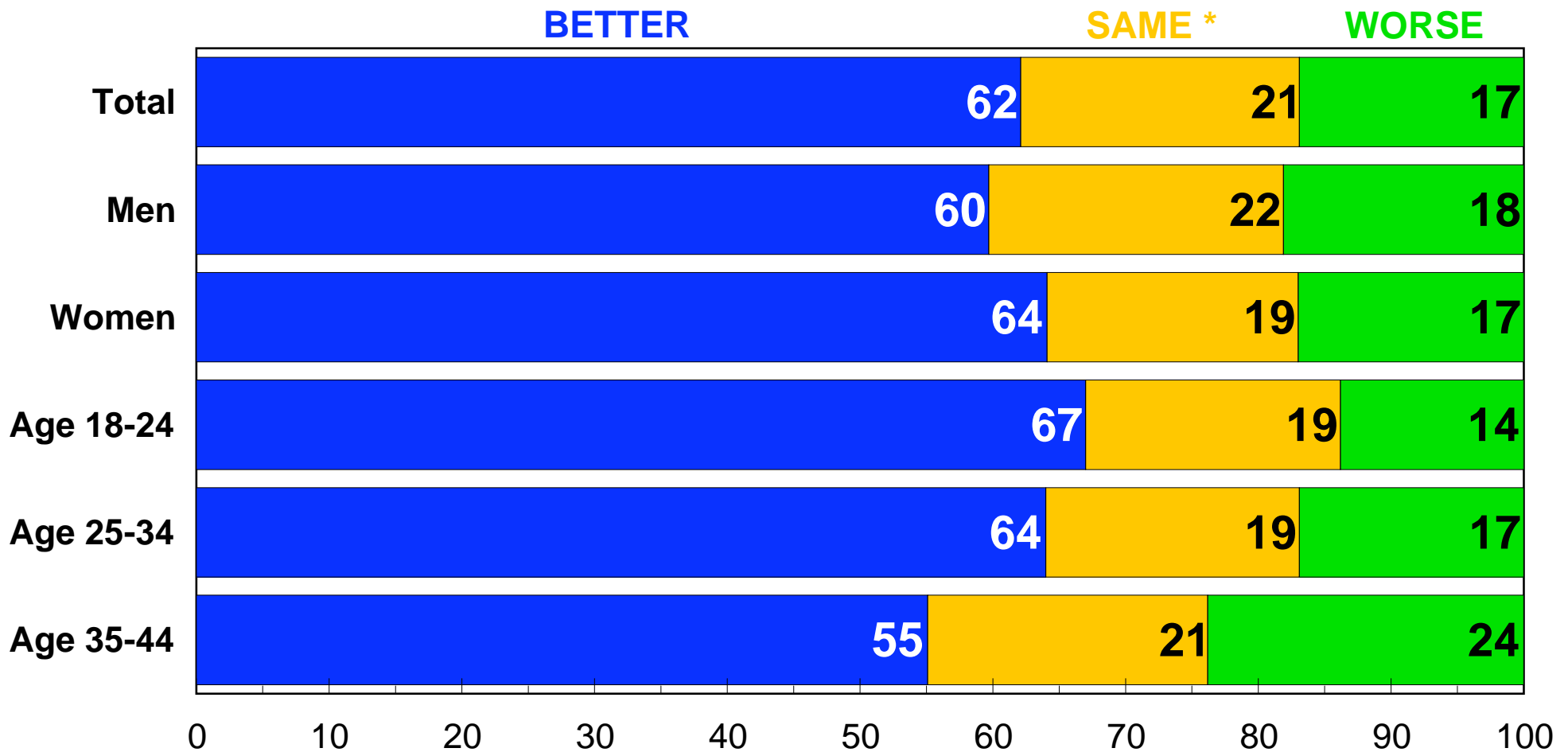
# Format Listened to Most in Mornings

*Morning P1 Station: "What one radio station do you listen to most during the mornings?"*



Base: Listen to the radio in the morning

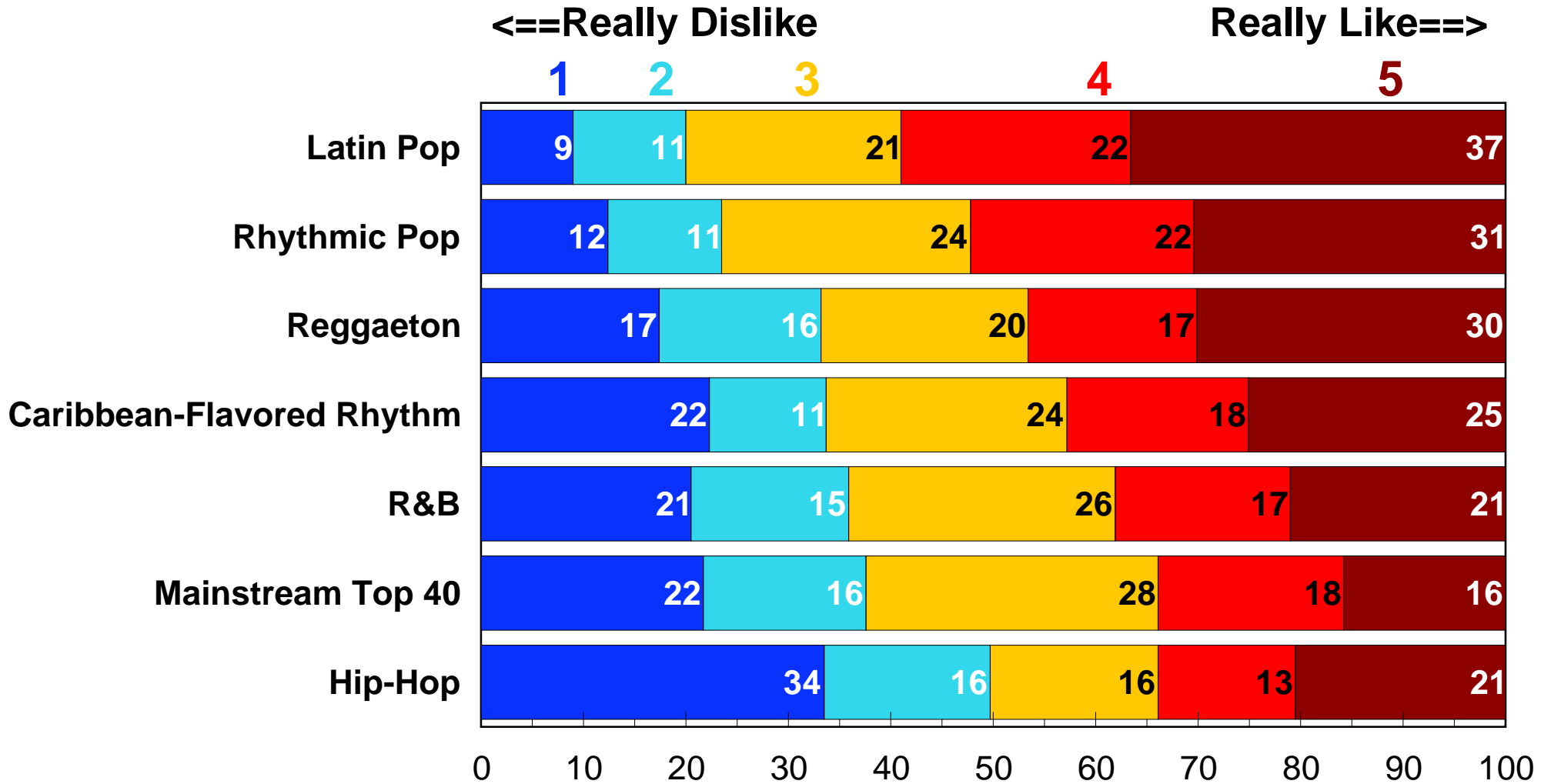
# Over the past year or so, do you think that the choices you have for radio have been getting better or worse?



\*volunteered

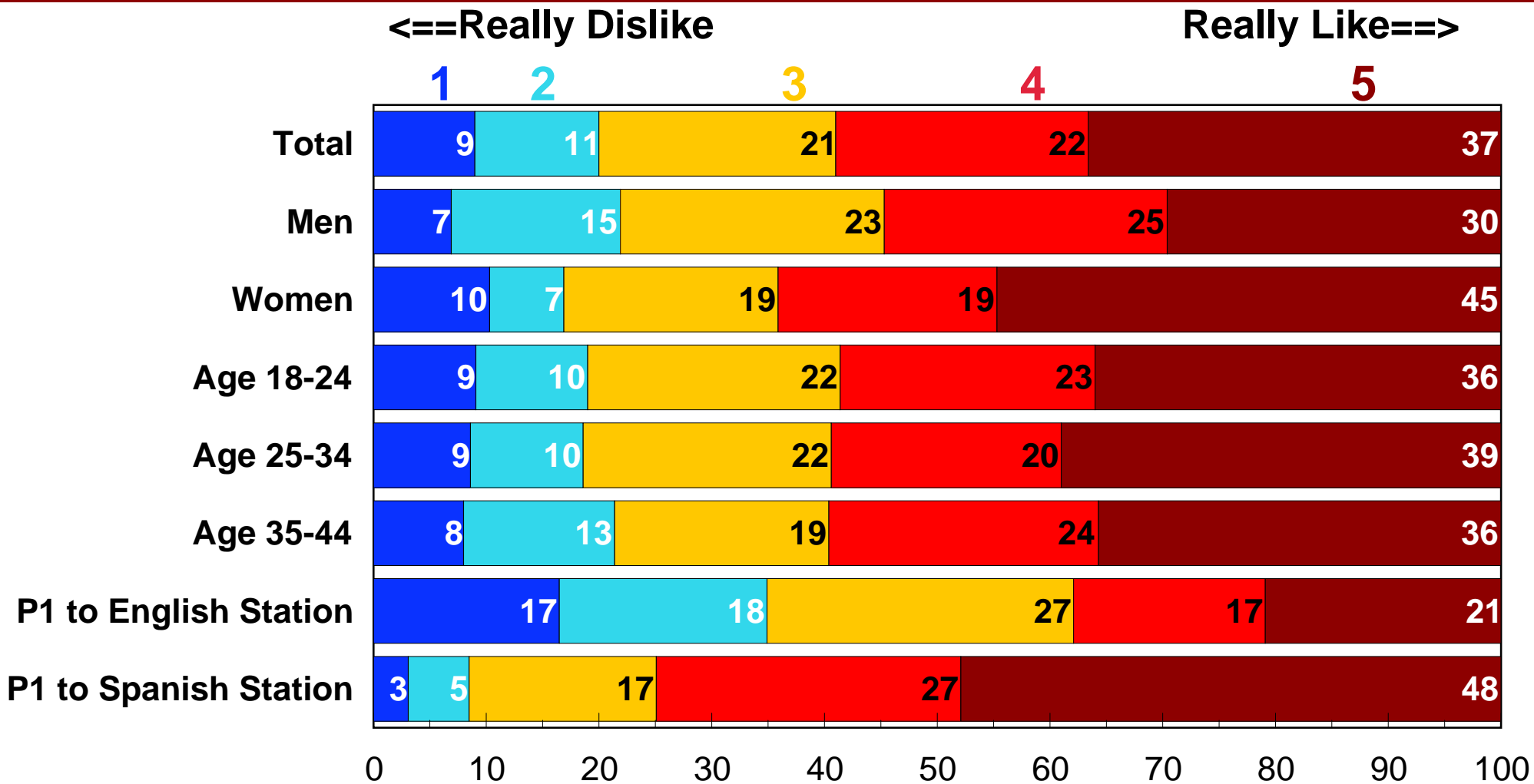
**Music**

# Music Preference



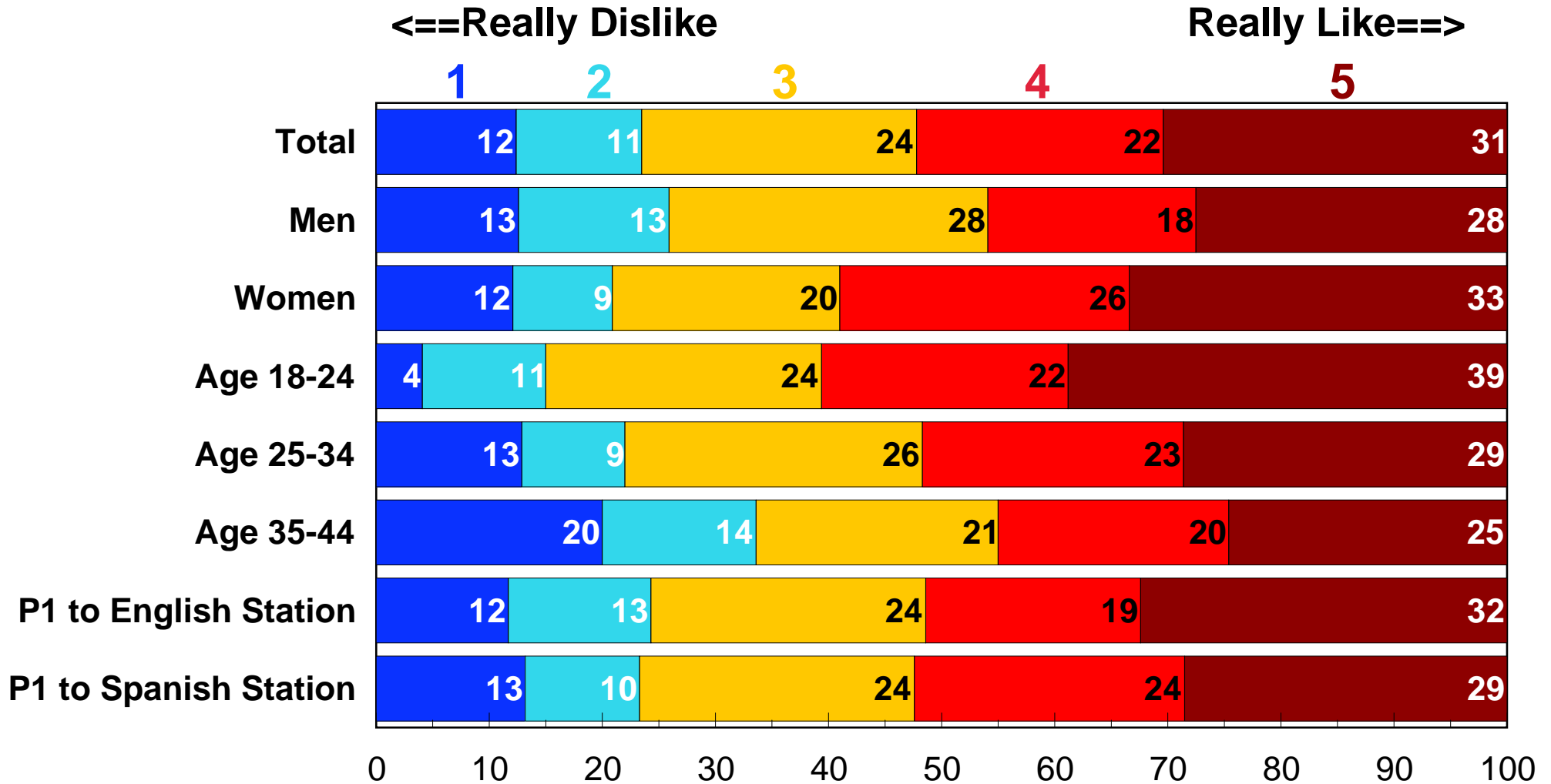
# Preference for Latin Pop

## *Chayanne, RBD, Juanes*



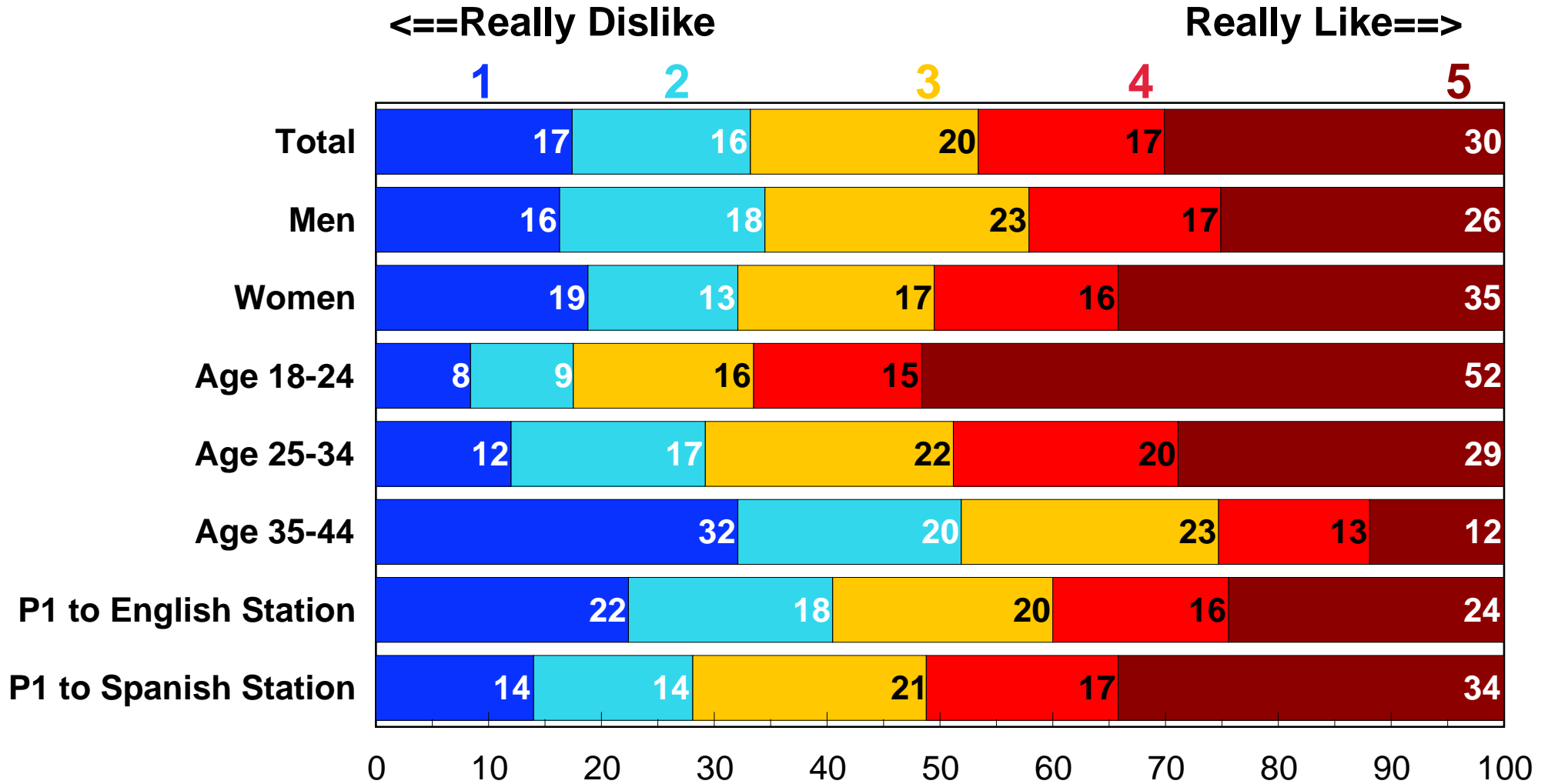
# Preference for **Rhythmic Pop**

*Shakira, Pussycat Dolls, Nelly Furtado*



# Preference for Reggaeton

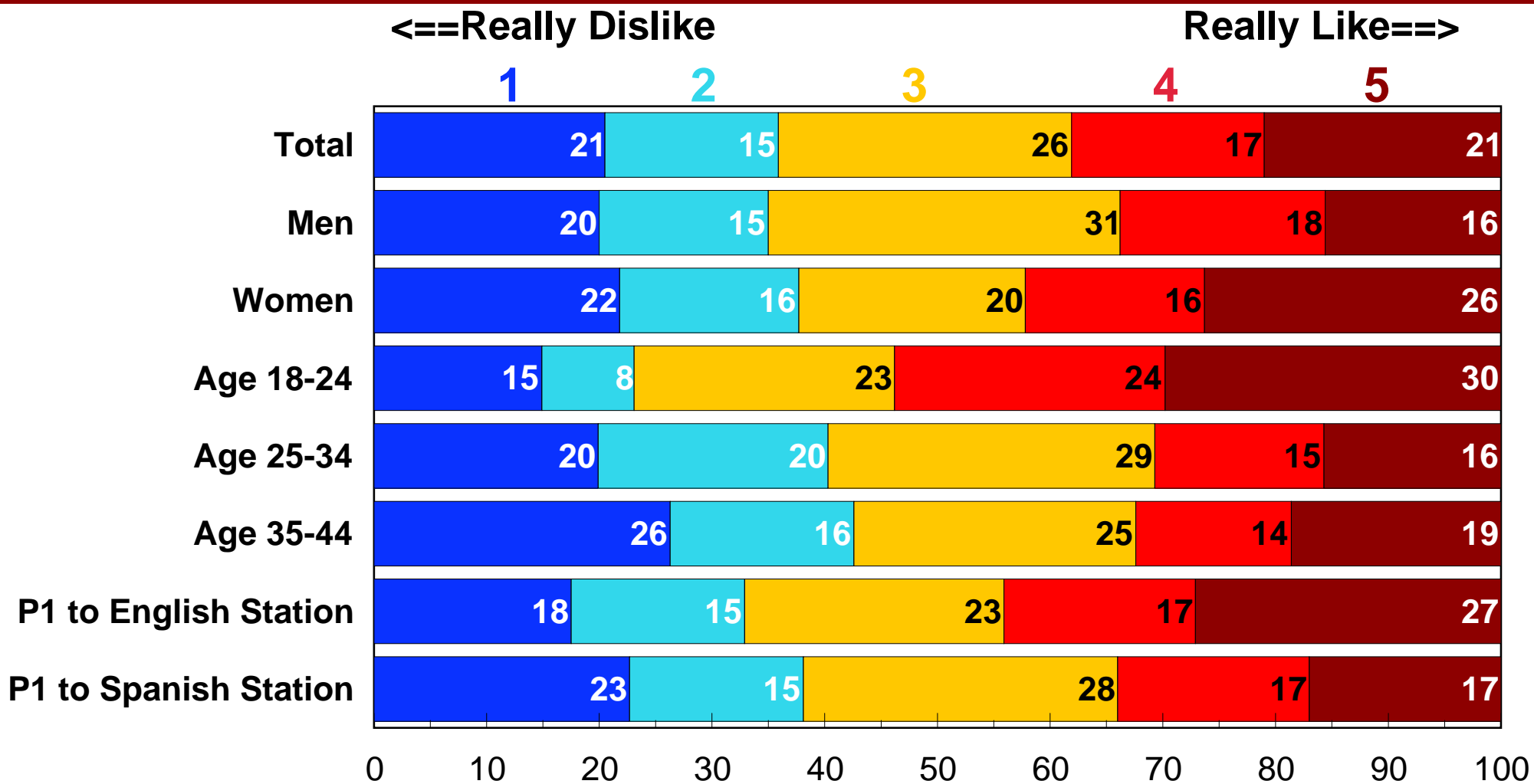
*Rakim & Ken-y, Wisin & Yandel, Daddy Yankee*





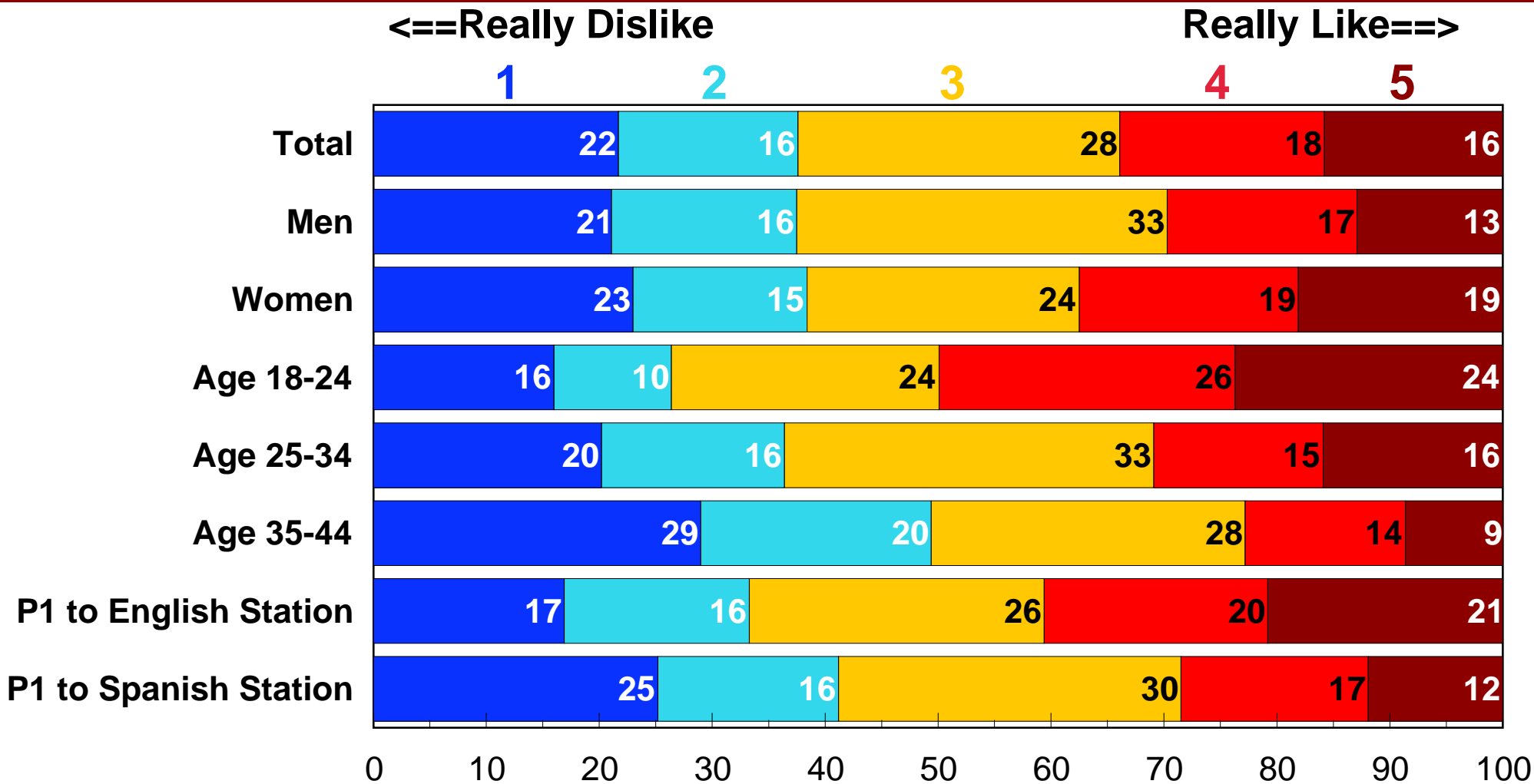
# Preference for R&B

*Mariah Carey, Cassie, Mary J. Blige*



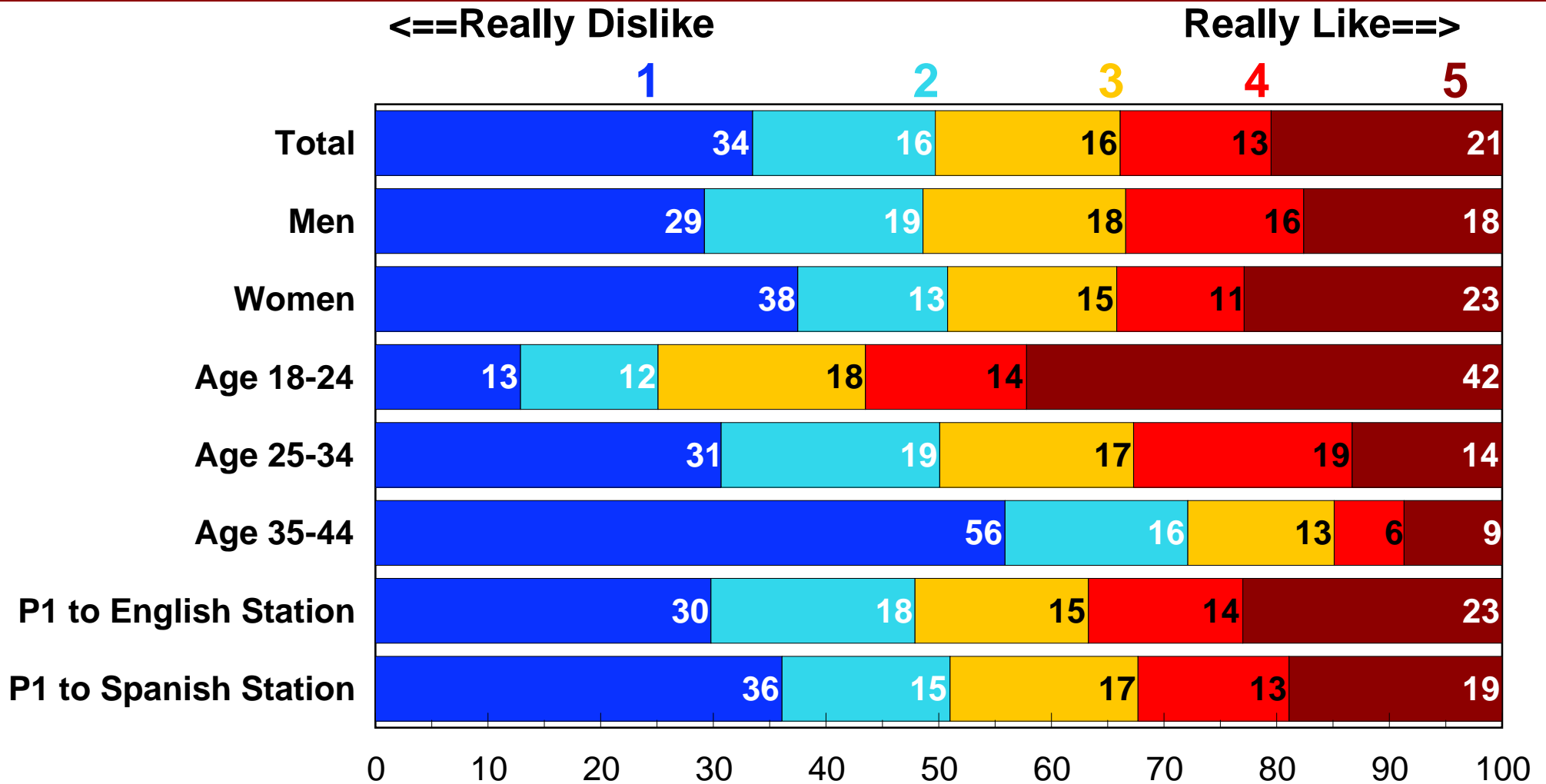
# Preference for **Mainstream Top 40**

*Fort Minor, Kelly Clarkson, Panic! At The Disco*

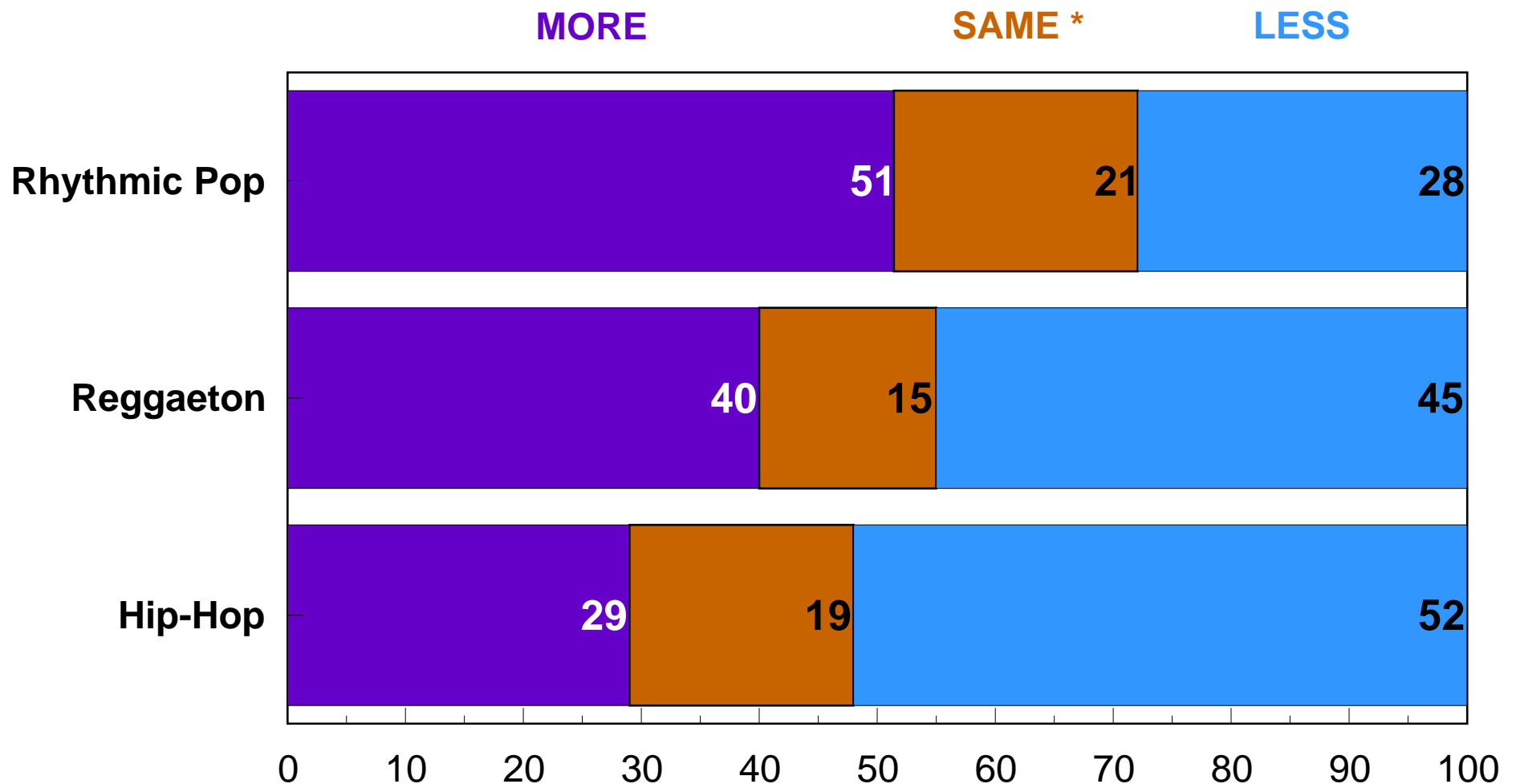


# Preference for Hip-Hop

*Lil' Jon, Chamillionaire, Yung Joc*

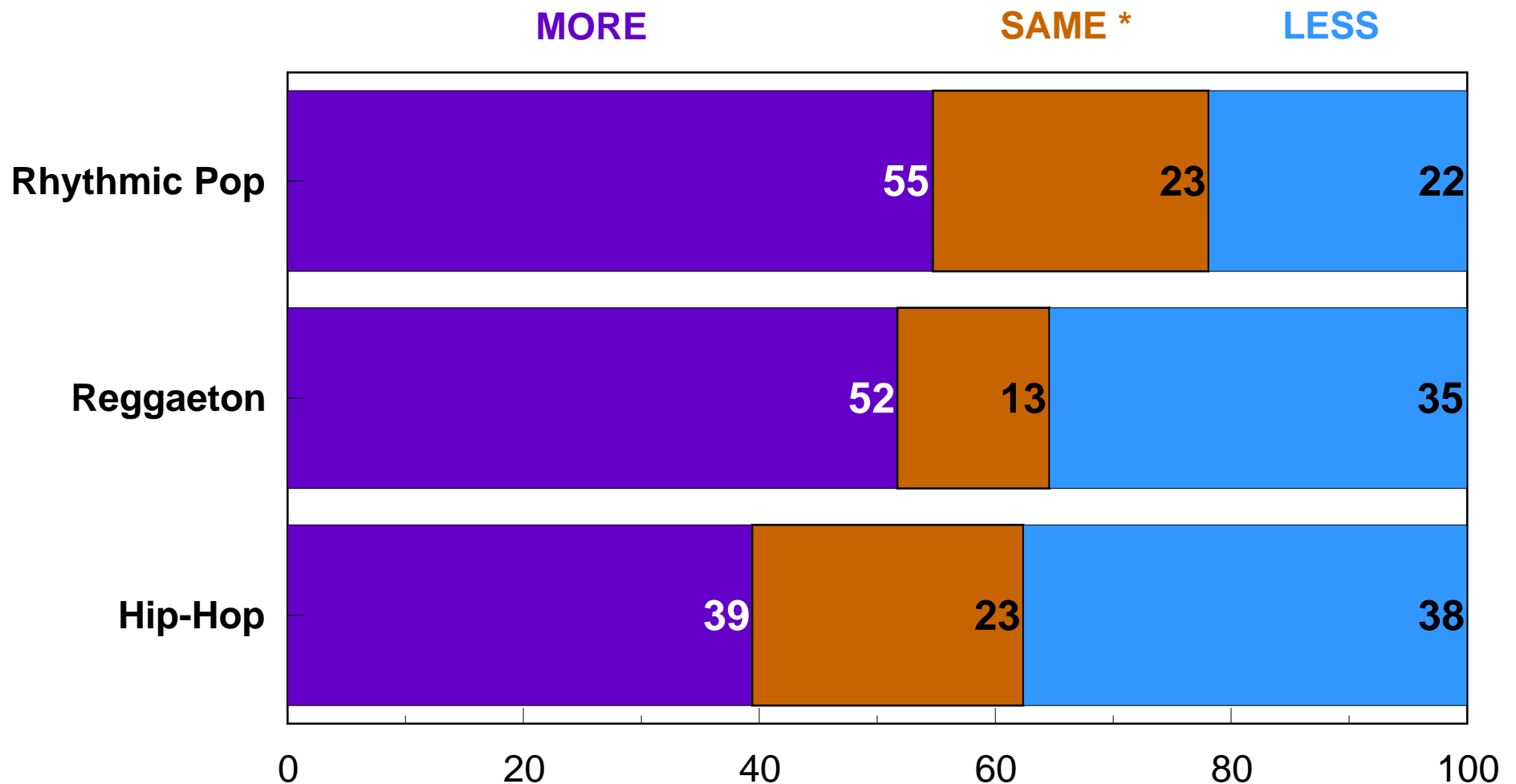


# Would you say that you are more or less interested in these music styles now than you were a year ago?



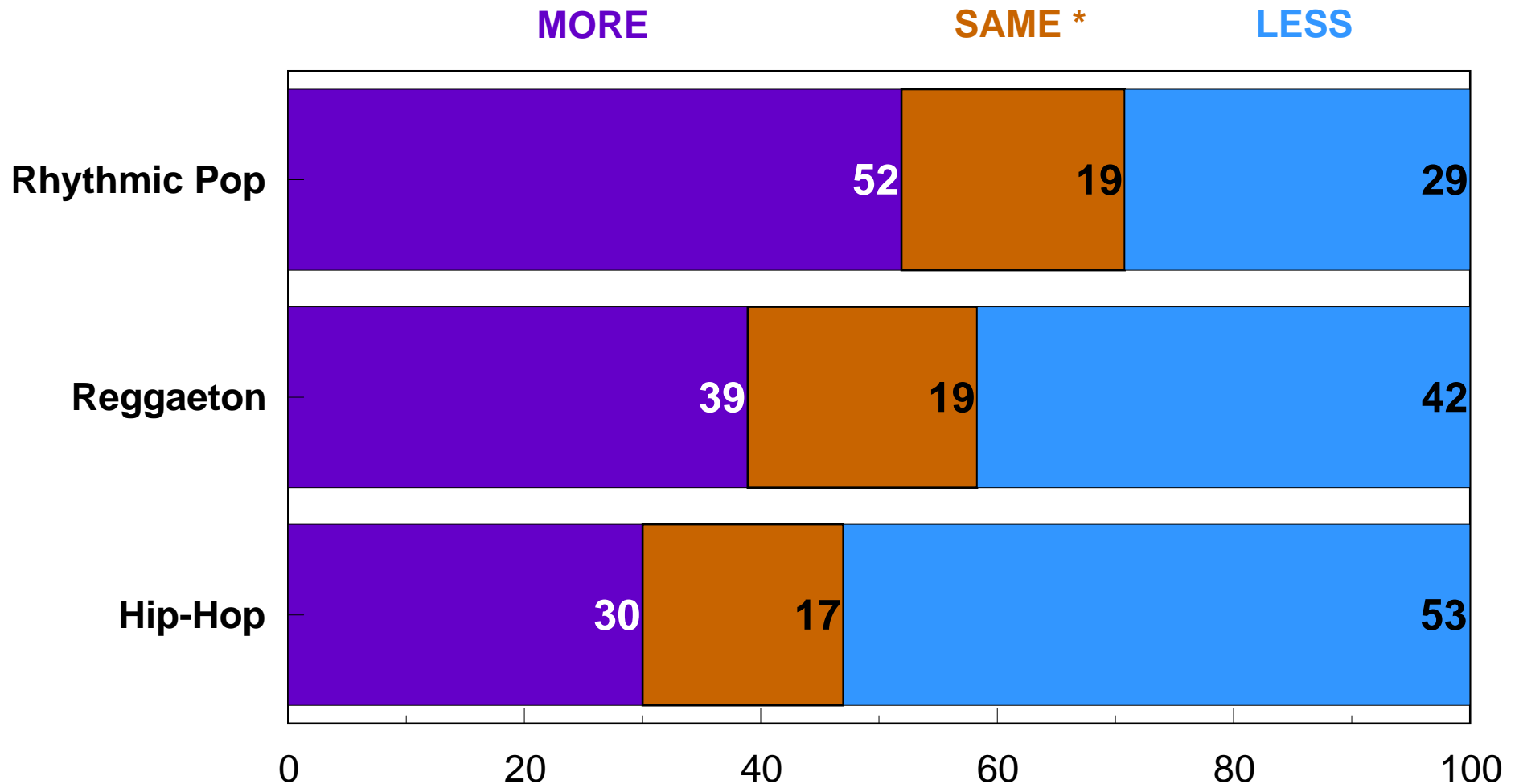
\*volunteered

# Would you say that you are more or less interested in these music styles now than you were a year ago? (Age 18-24)



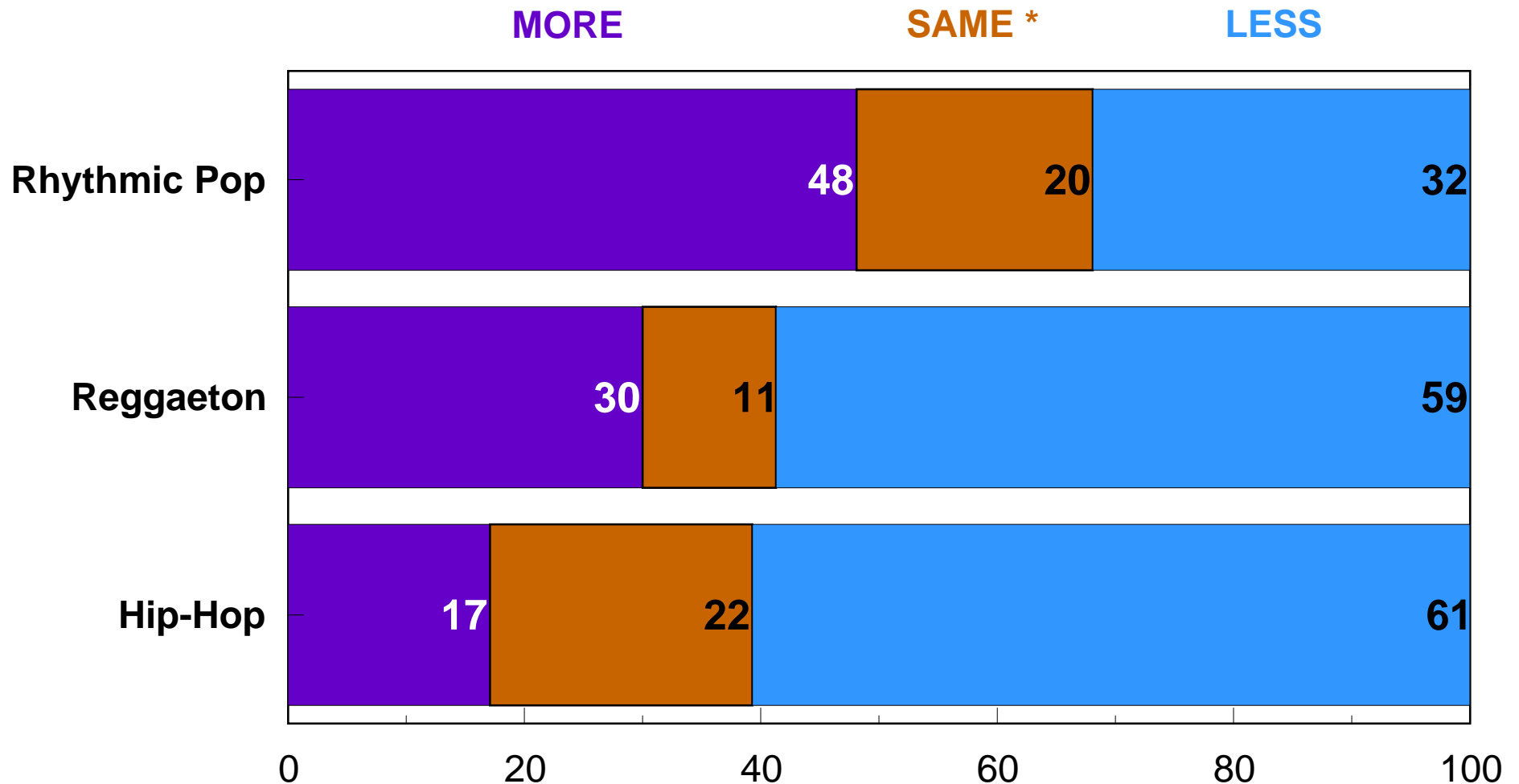
\*volunteered

# Would you say that you are more or less interested in these music styles now than you were a year ago? (Age 25-34)



\*volunteered

# Would you say that you are more or less interested in these music styles now than you were a year ago? (Age 35-44)

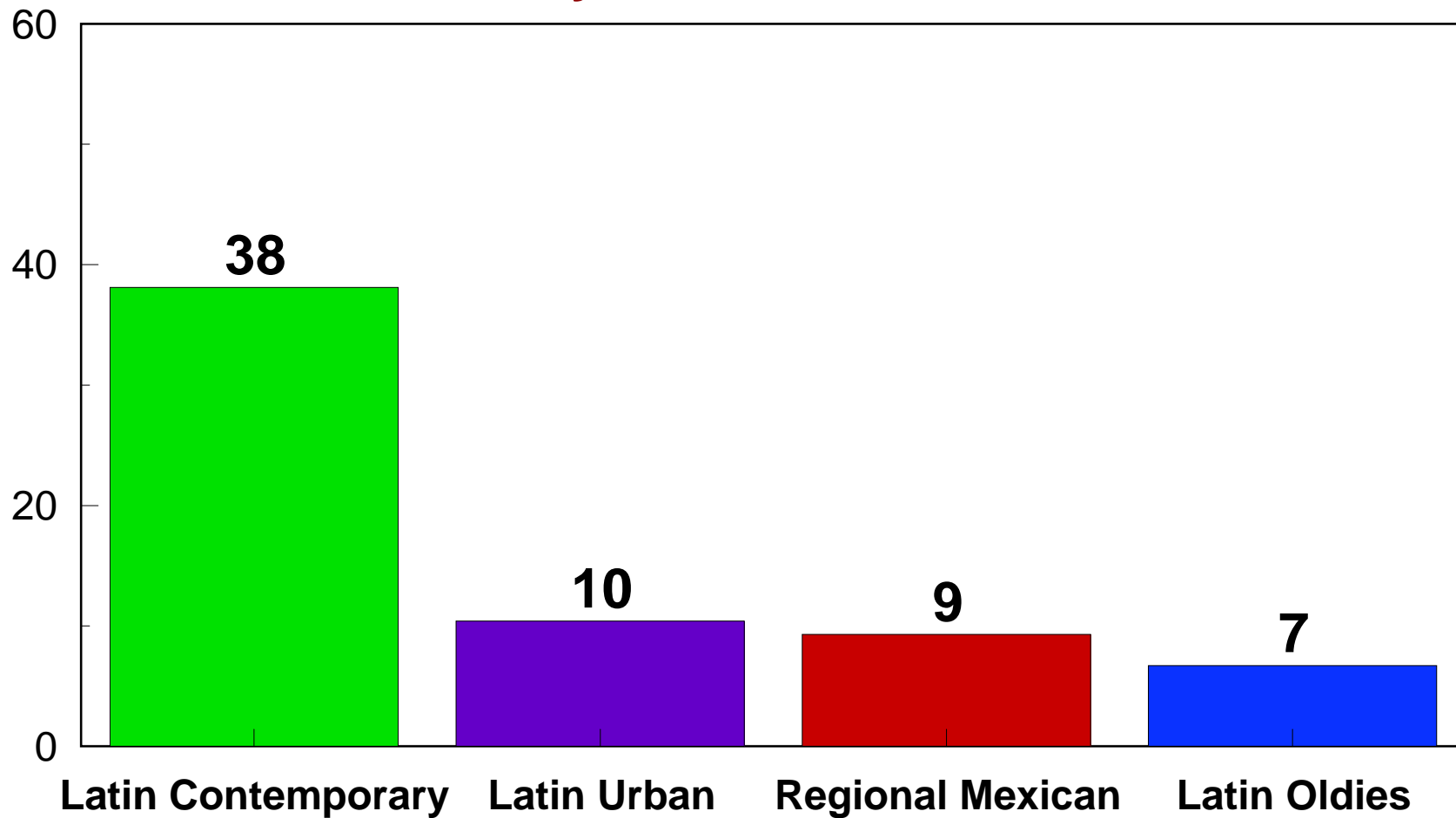


\*volunteered

# Music Images

# Who Plays **Latin Pop** Tape?

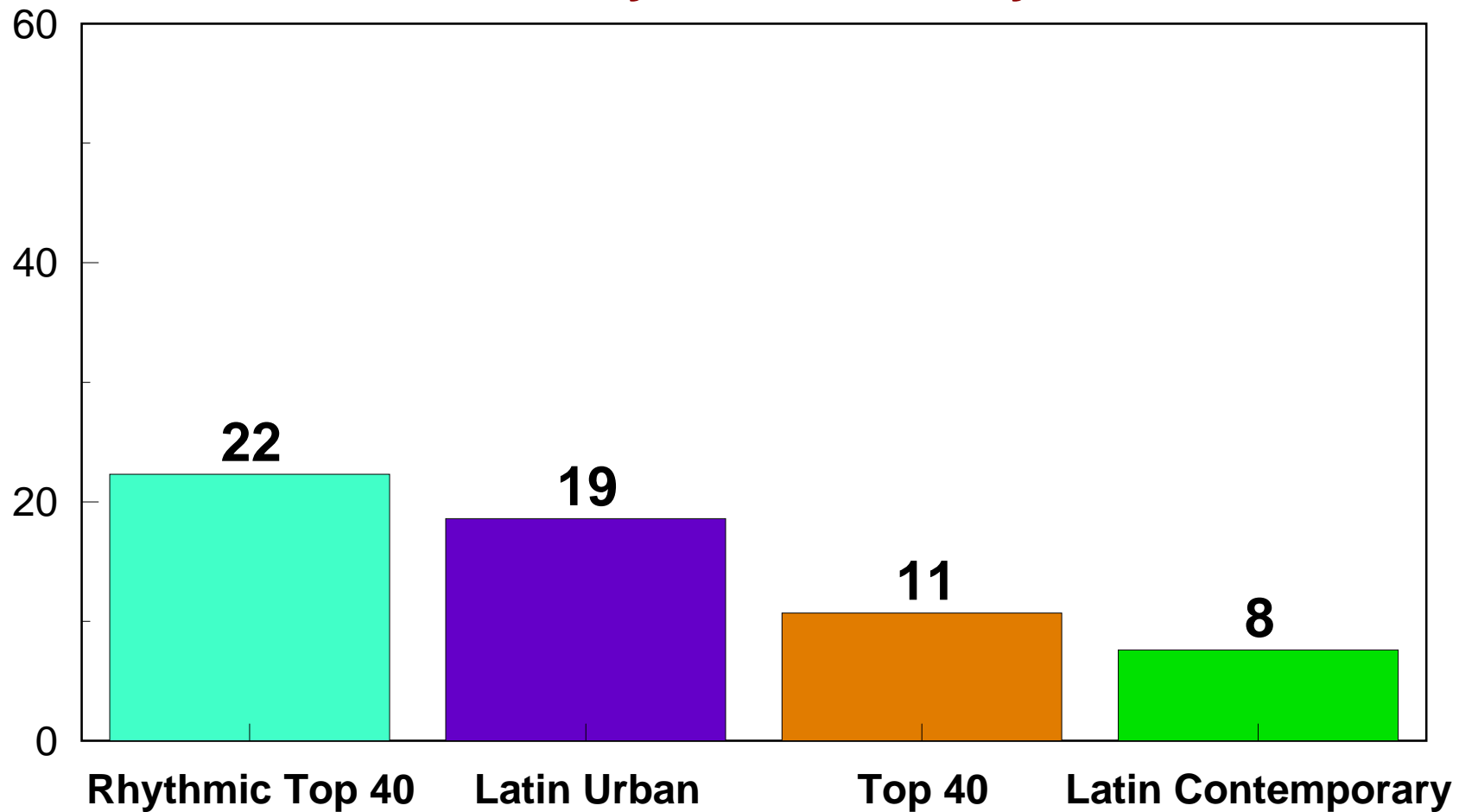
**Chayanne, RBD, Juanes**



Base: Like Latin Pop tape

# Who Plays **Rhythmic Pop** Tape?

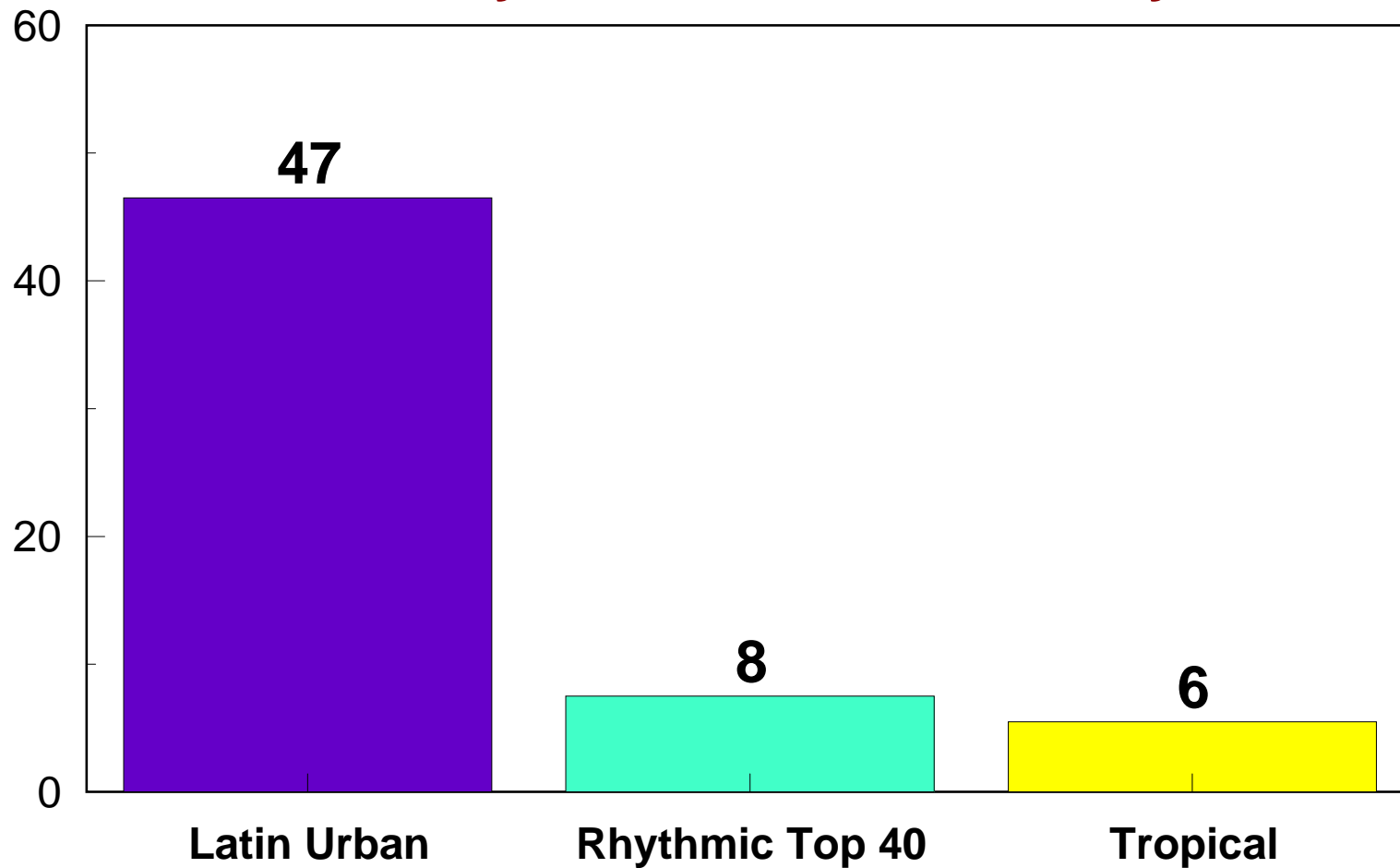
**Shakira, Pussycat Dolls, Nelly Furtado**



Base: Like Rhythmic Pop tape

# Who Plays **Reggaeton** Tape?

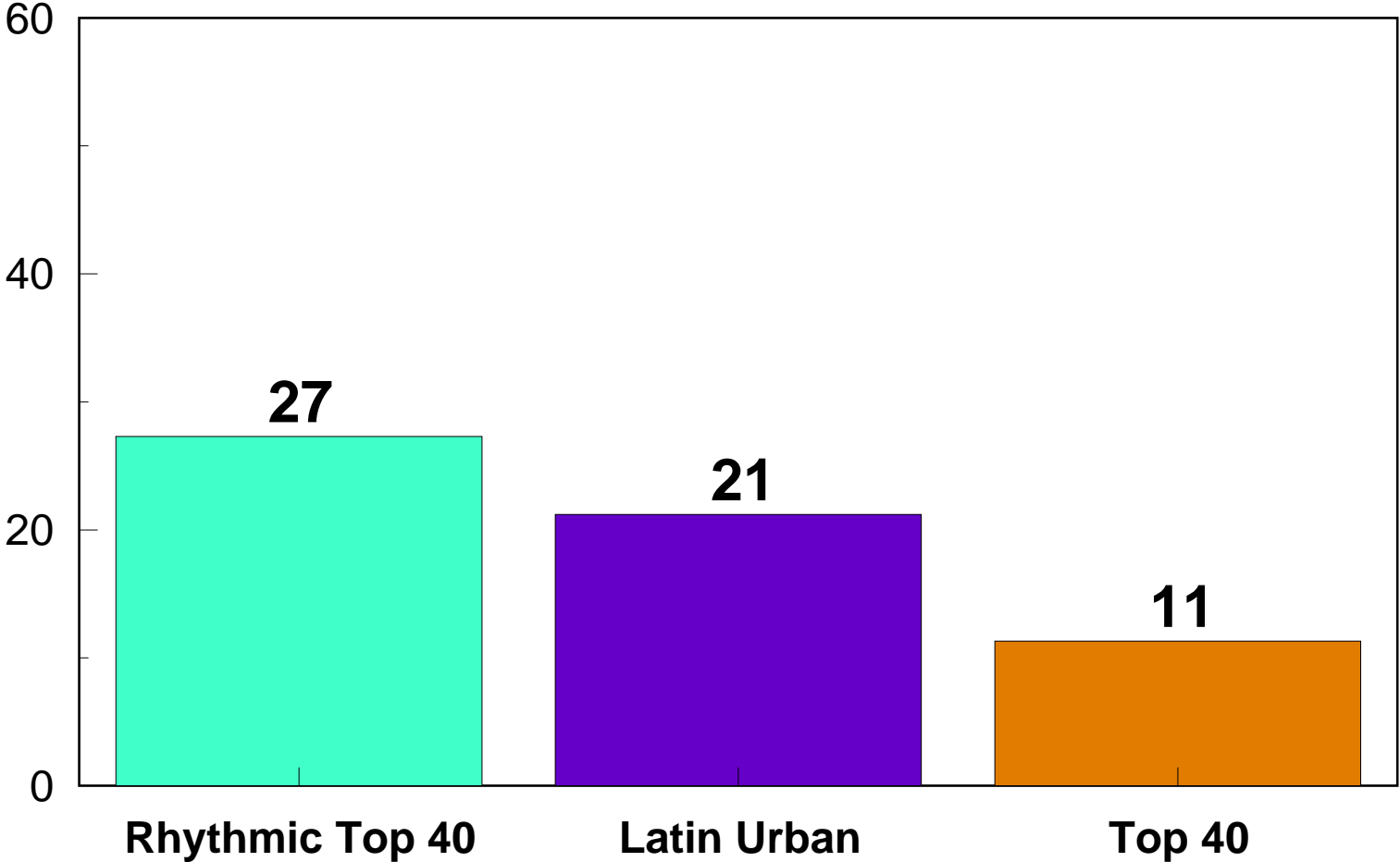
**Rakim & Ken-y, Wisin & Yandel, Daddy Yankee**



Base: Like Reggaeton tape

# Who Plays Caribbean-Flavored Rhythm Tape?

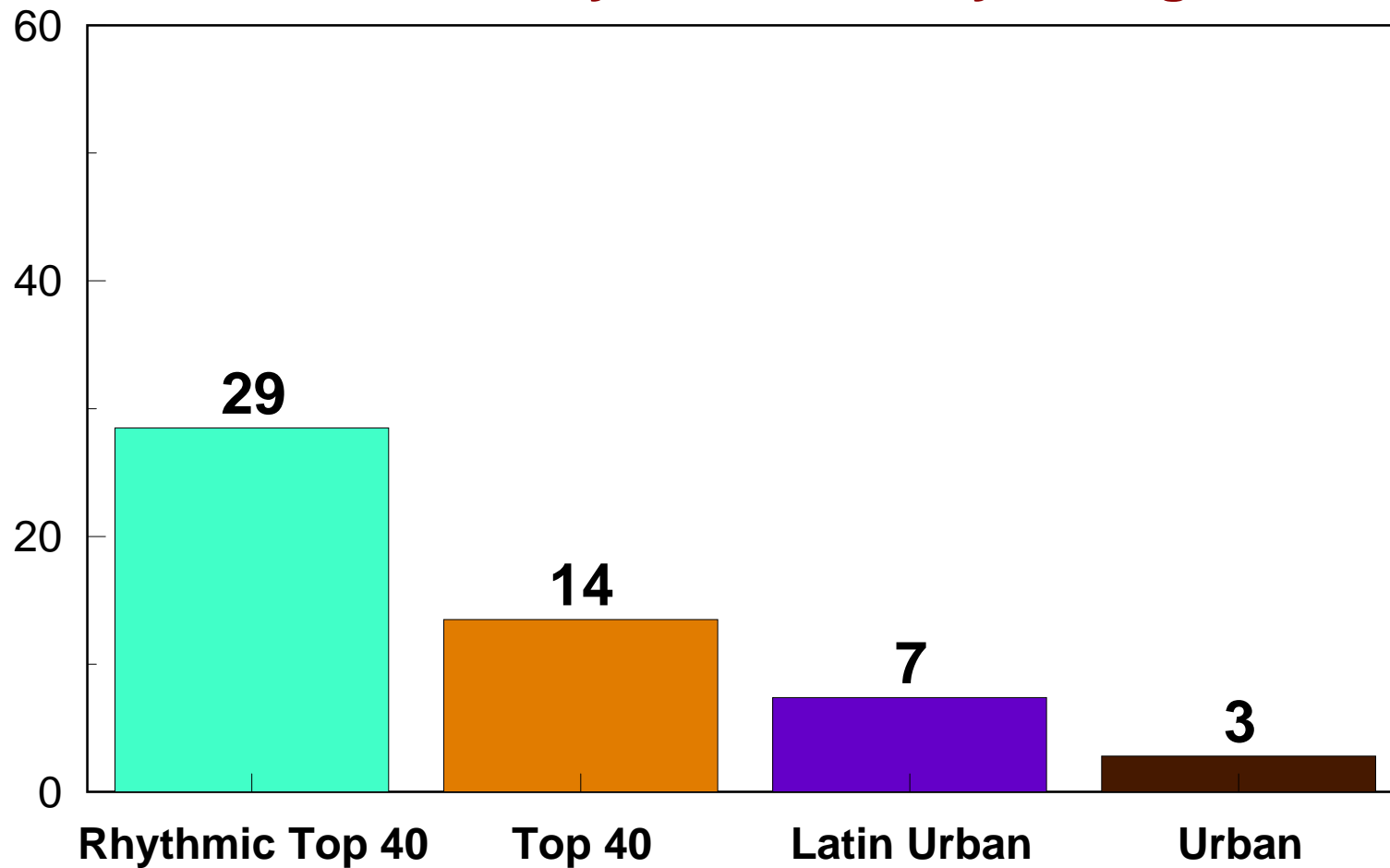
Rihanna, Kevin Lyttle, Sean Paul



Base: Like Caribbean-Flavored Rhythm tape

# Who Plays R&B Tape?

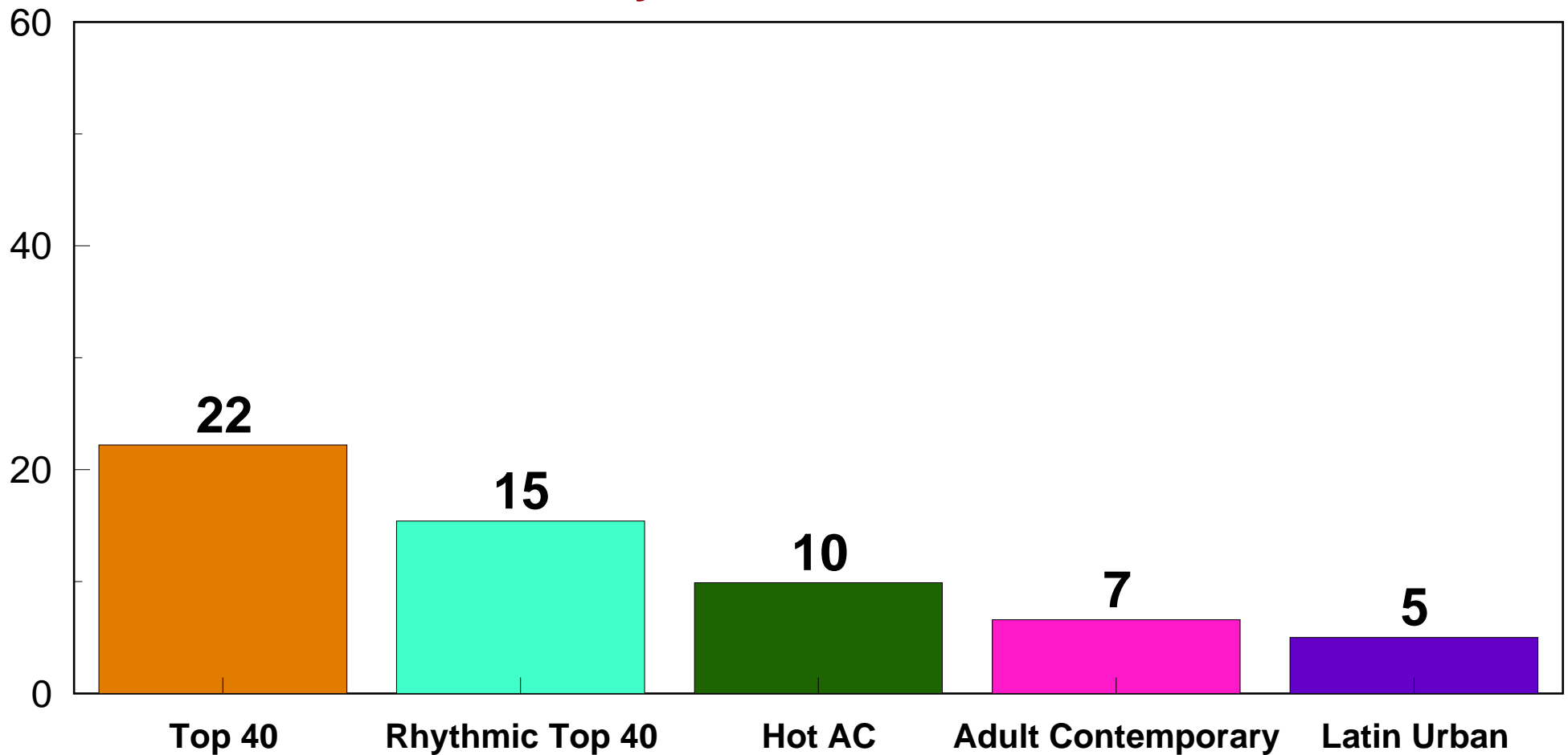
Mariah Carey, Cassie, Mary J. Blige



Base: Like R&B tape

# Who Plays **Mainstream Top 40** Tape?

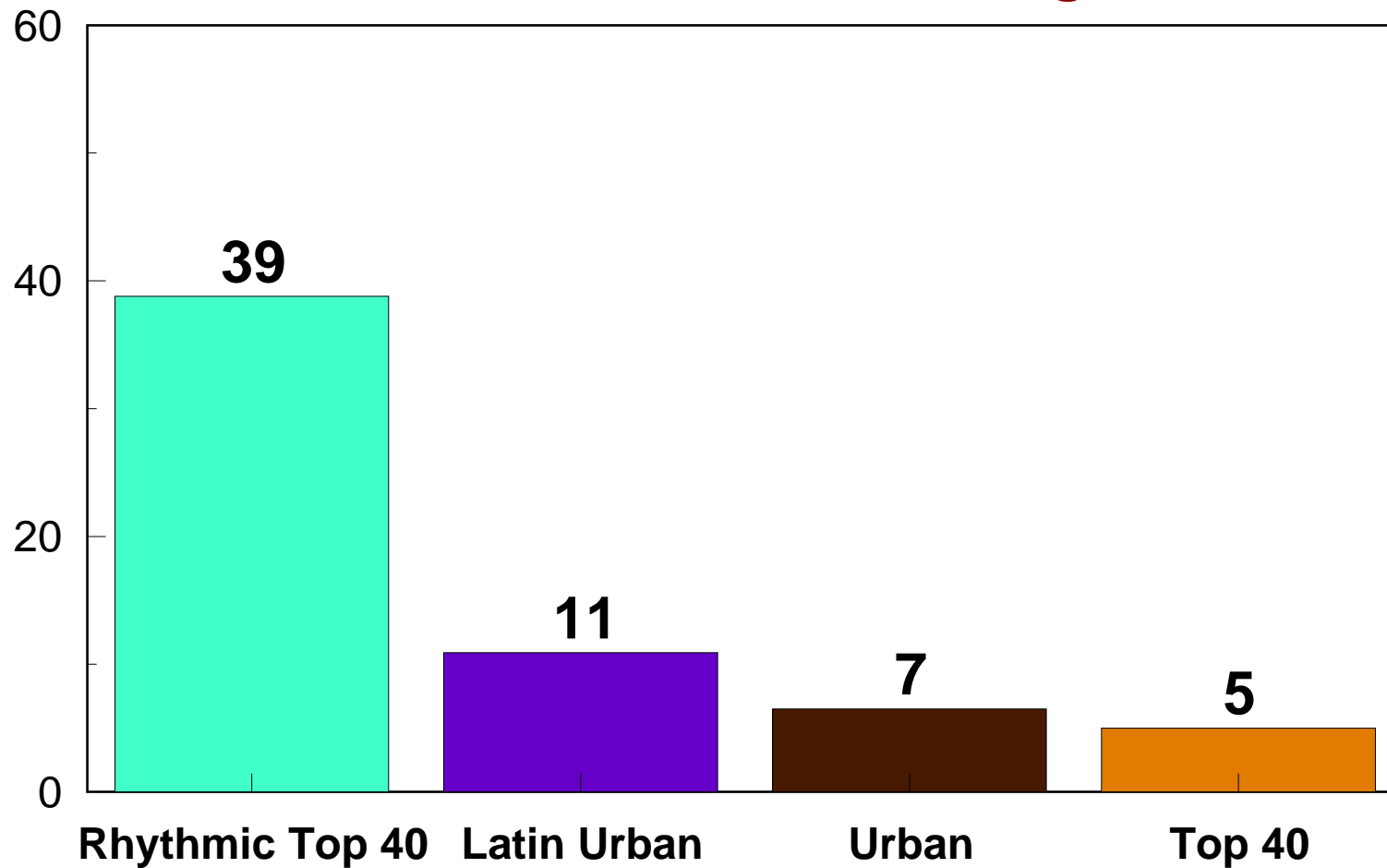
**Fort Minor, Kelly Clarkson, Panic! At the Disco**



Base: Like Mainstream Top 40 tape

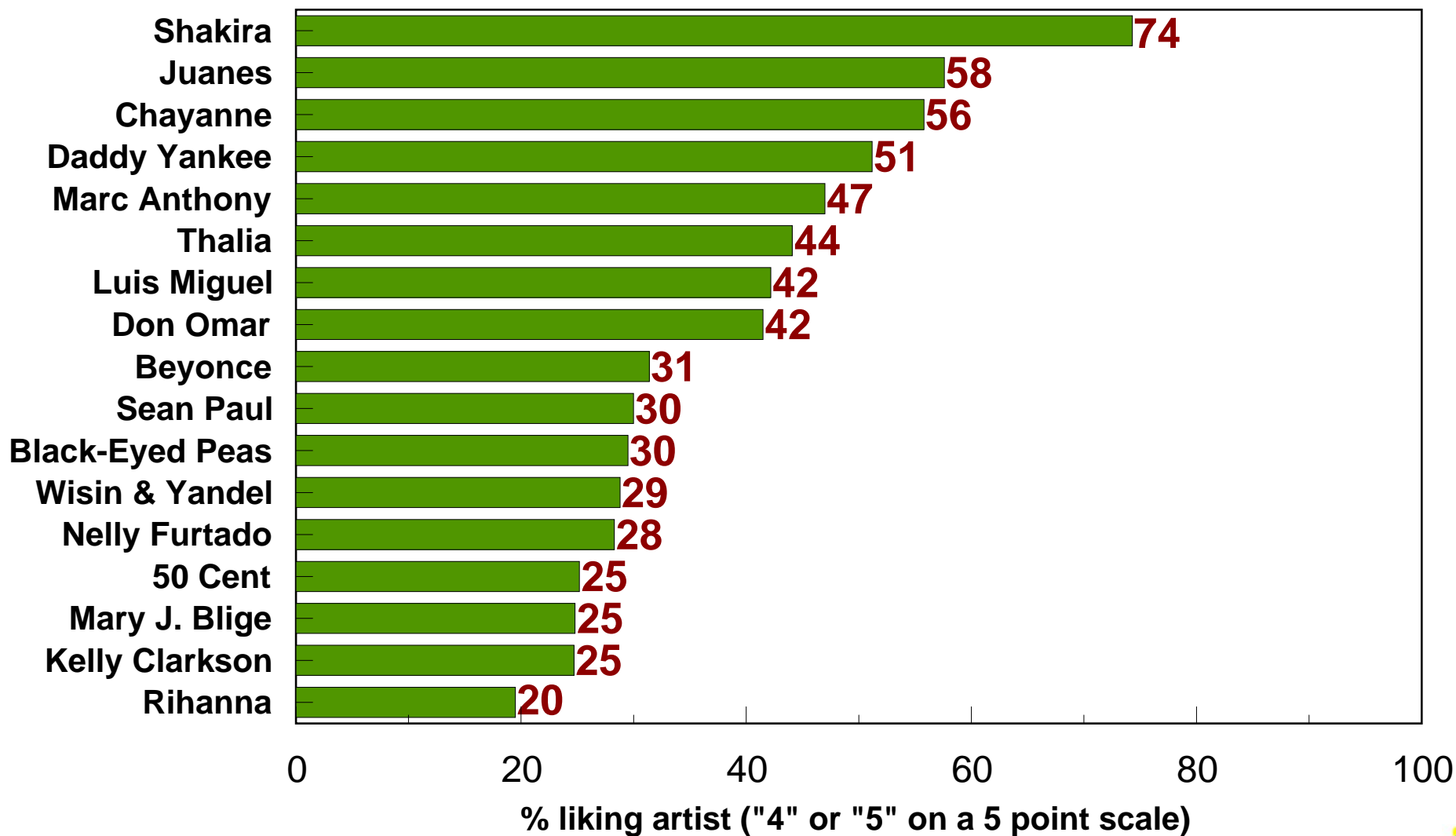
# Who Plays **Hip-Hop** Tape?

**Lil' Jon, Chamillionaire, Yung Joc**



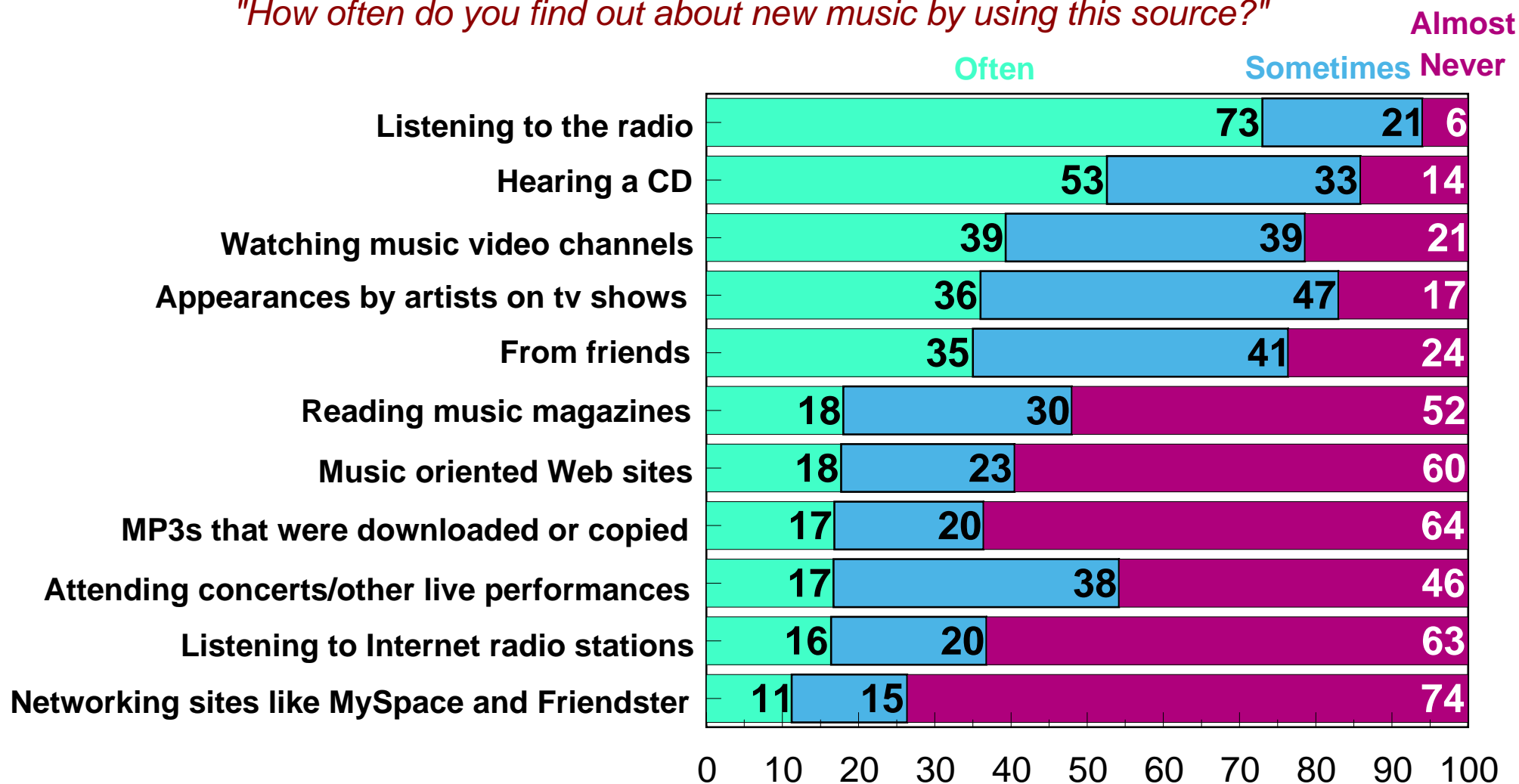
Base: Like Hip-Hop tape

# Latin Pop artists dominate; Daddy Yankee in Top 5

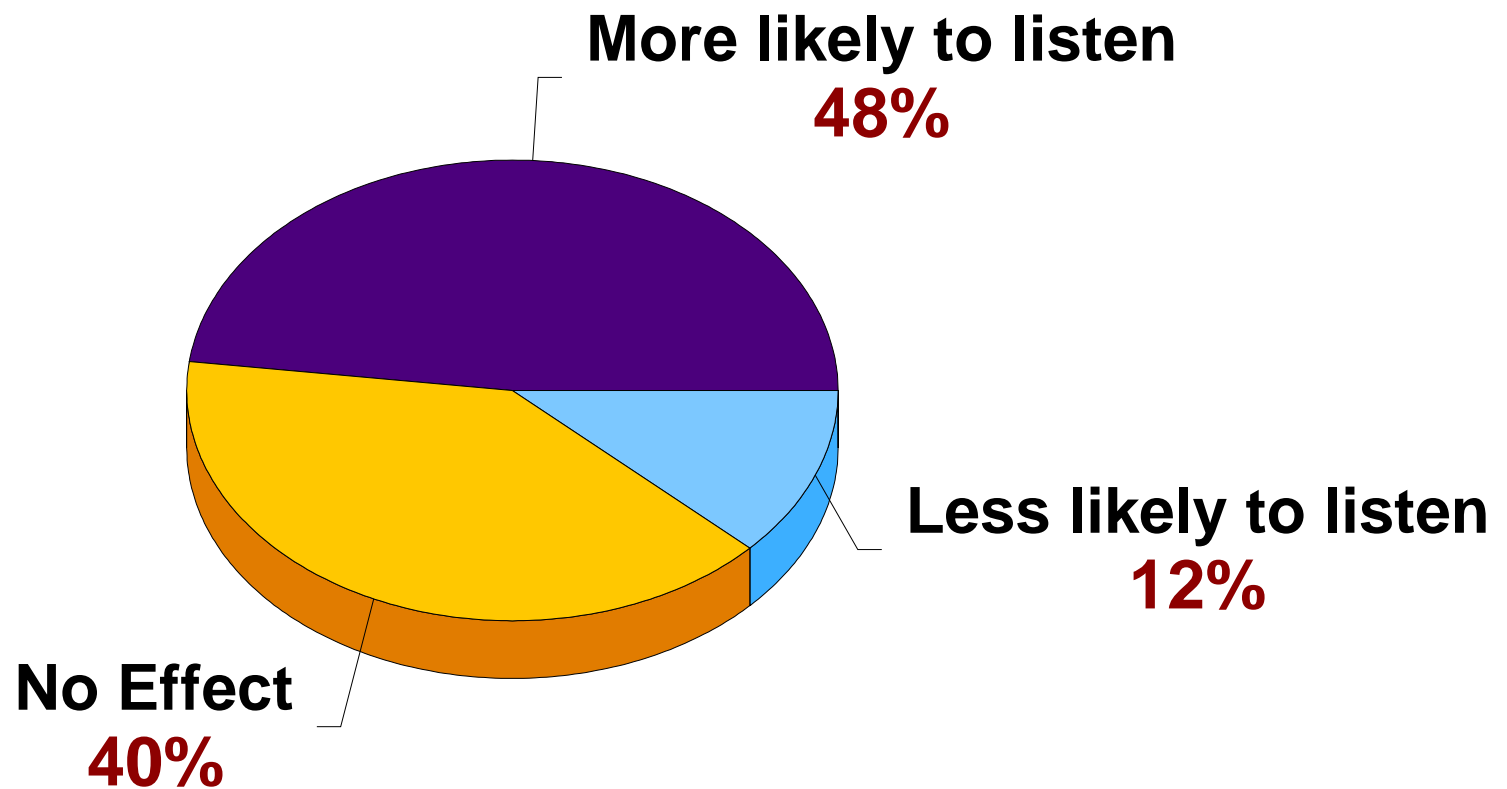


# Radio is still how most listeners find out about new music

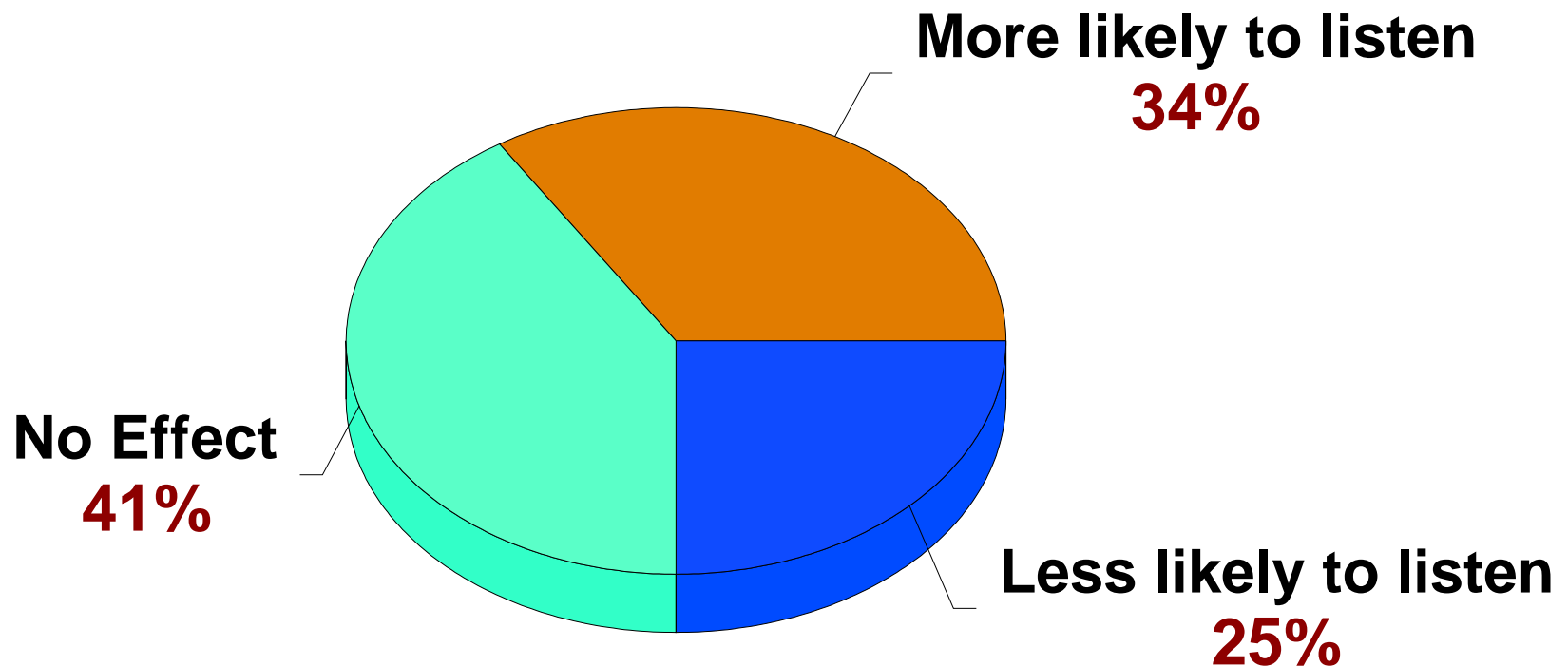
*"How often do you find out about new music by using this source?"*



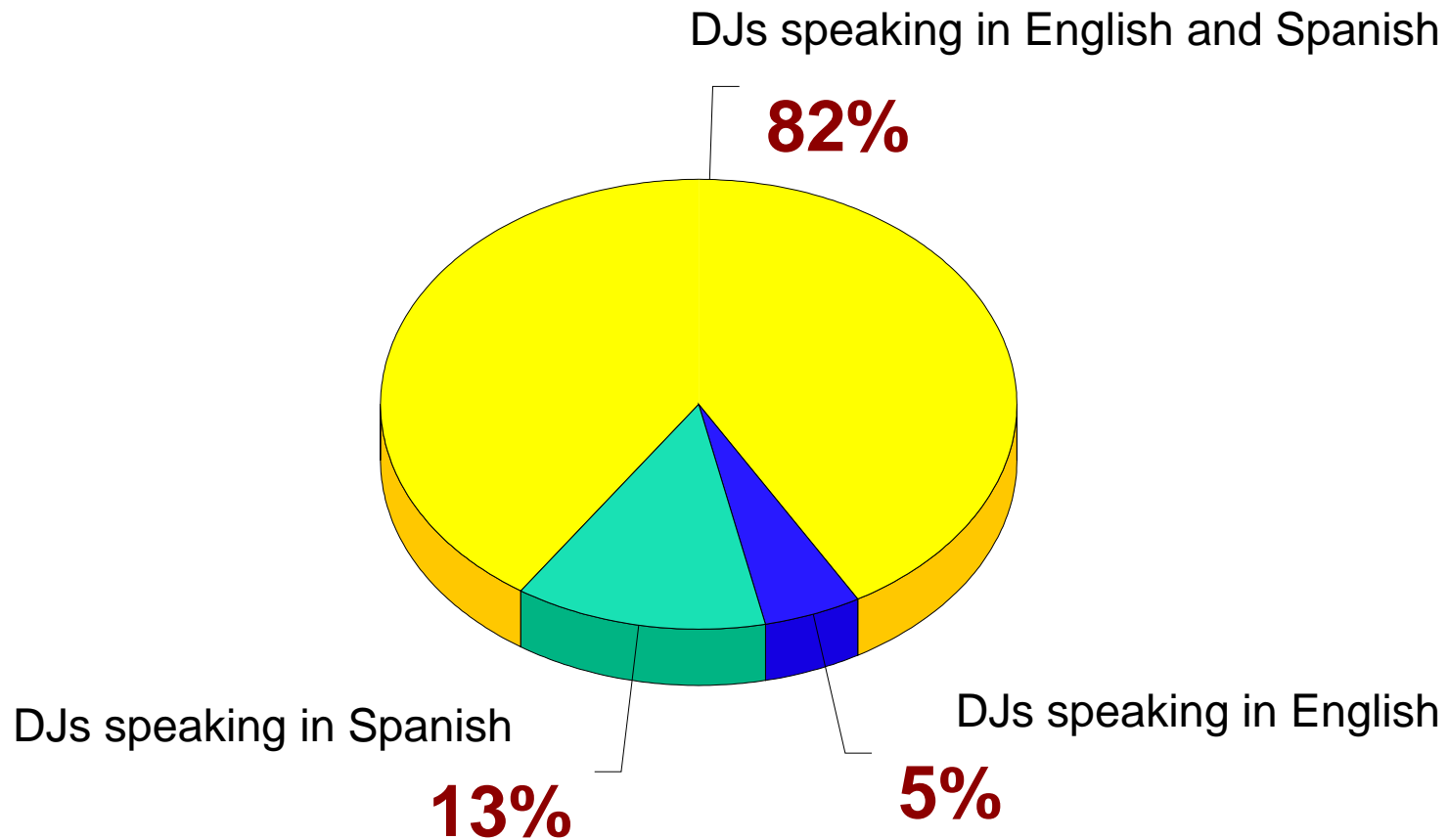
# If a station described itself on the air as "Latino & Proud," would it make you...?



# If a station described itself on the air as "Hip-Hop y Mas," would it make you...?

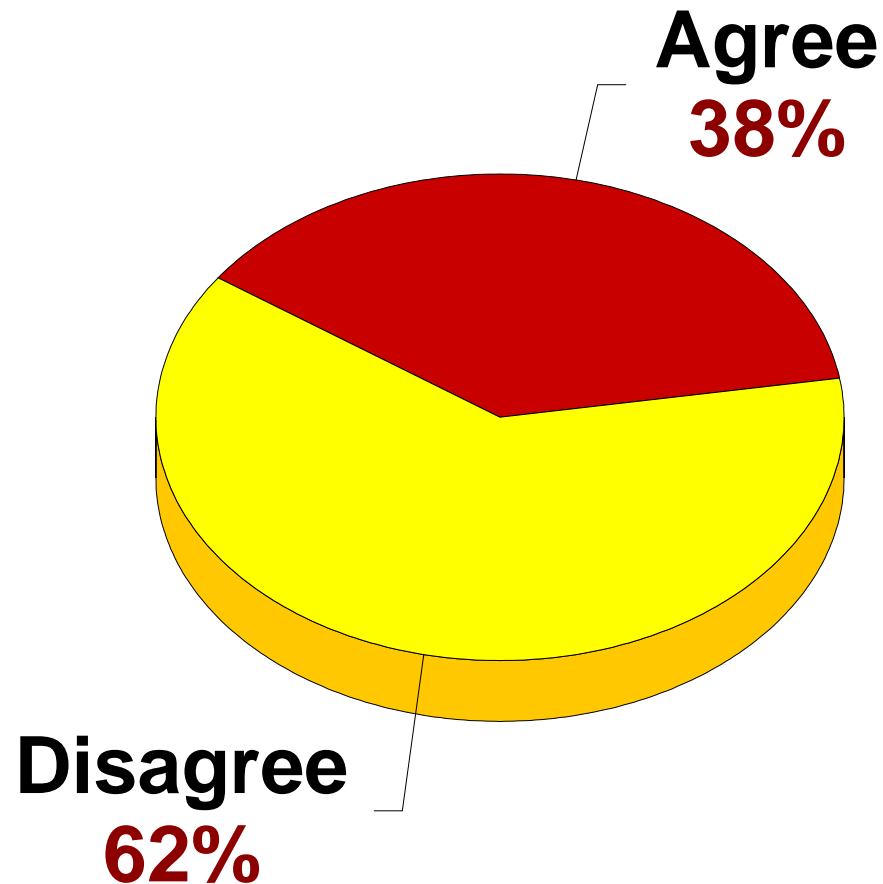


# Would you prefer that a station have...?



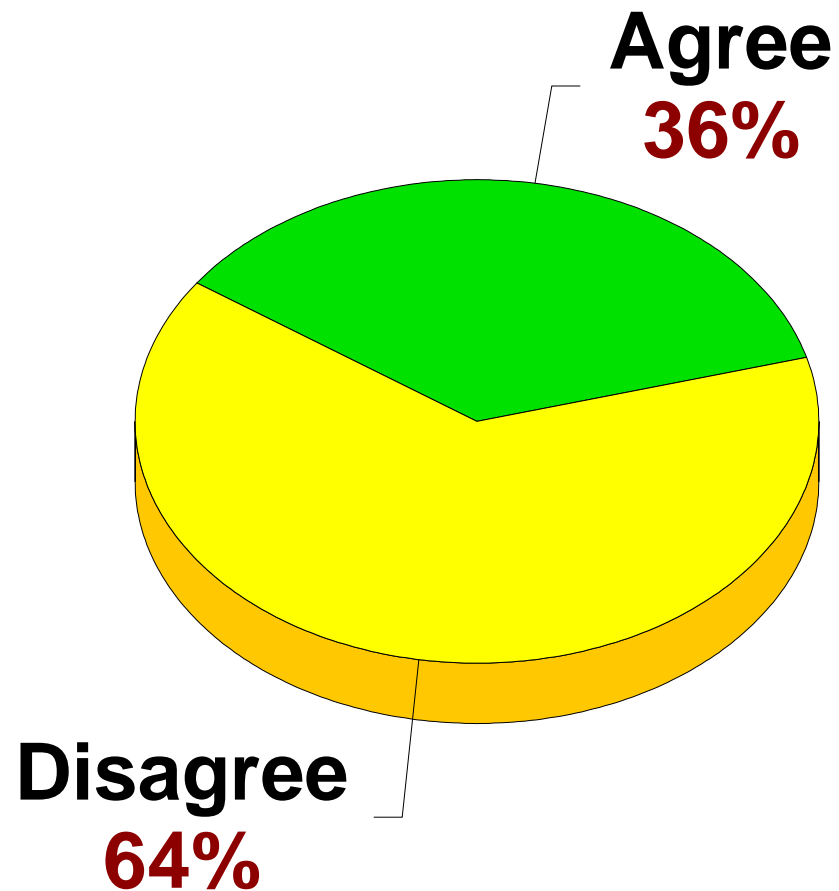
# Agree/Disagree

English-language radio stations should not play any songs with only Spanish lyrics



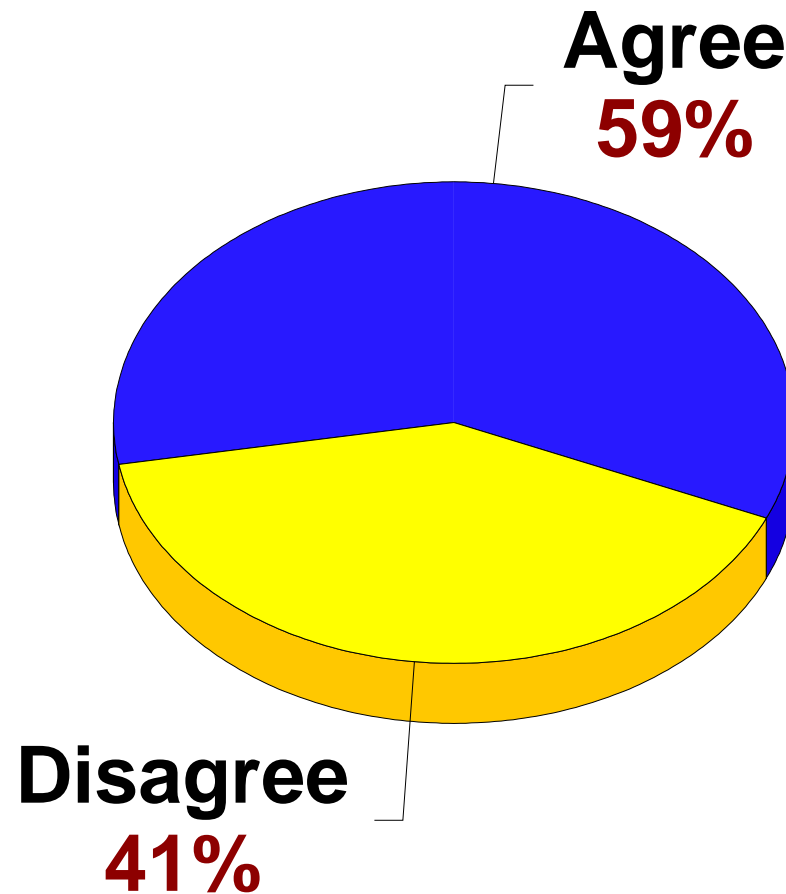
## Agree/Disagree

Spanish-language radio stations should not play any songs with only English lyrics



## Agree/Disagree

# You like hearing Reggaeton versions of Hip-Hop songs on the radio



# Conclusions:

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- Hispanic listeners--and younger Latinos in particular--feel good about their radio choices
- Radio is still the dominant medium for introducing music
- In 2006, it's rhythmic pop music that is on the ascent, but . . .
- Reggaeton is showing more staying power than Hip-Hop

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