



behavior research center's

Latino Poll

NEWS RELEASE
LTLP 2005-II-10

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LATINOS NOMINATE MOST POPULAR LATINO ACTORS/VOCALISTS

SALMA HAYEK #1 ON THE SCREEN; VICENTE FERNANDEZ AND JENNIFER LOPEZ TOP VOCALISTS

Phoenix, Arizona, June 8, 2005. Among Latino actors and actresses, Mexico born Salma Hayek is by far the most popular within the Latino community in Arizona. Star of Mexican television soaps and of movies such as *Desperado* and *Frida*, Hayek received the most nominations as favorite actress in a survey of Arizona Hispanics completed in April. Close behind in popularity, however, is another actress, Jennifer Lopez whose first big break was playing the title role in *Selena*. She became the highest paid Latina actress in history, earning a \$1 million paycheck. She later starred in a number of films including *Anaconda*, *Money Train* and *Out of Sight*, with George Clooney.

Rounding out the top five were Antonio Banderas (*Desperado*, *Interview With a Vampire*, *Philadelphia*), comedian George Lopez (co-creator, writer, producer and star of *George Lopez*, now in its fourth season) and Edward James Olmos (*Zoot Suit*, *Miami Vice*), but it is Jennifer Lopez and particularly Hayek who are most idolized by Latinos.

Of interest is the finding that Hayek's popularity is cross-generational but for the others, age makes a difference. For example, George Lopez and Antonio Banderas have strong followings among Latinos under the age of 35 while among Latinos over 55 years of age, Jennifer Lopez takes the number one spot. Further down the list of popular actors and actresses, but still in the top ten, are Penelope Cruz (co-starred in *Gothika*, *Blow & Vanilla Sky*), Andy Garcia (*Ocean's Eleven* and *Ocean's Twelve*, *The Godfather, Part III*, *The Untouchables* and *For Love or Country: The Arturo Sandoval Story*), Perdo Enfante (singer and actor who appeared in 60 films since 1939 and was nominated in 1947 and 1948 for Best Actor) and Jimmy Smits (*LA Law*, *NYPD Blues* and *Mi Familia*). Cantiflas, who passed away in 1993 and starred in dozens of Mexican films as well as in *Around the World in 80 days* and *Pepe* and who still has a huge presence on Spanish-language television, remains in the top ten, largely because of enduring loyalty among Latinos over 35 years of age.

Among vocalists, clear favorites in the male artist category are the legendary Vicente Fernandez and Luis Miguel, whose 20-year career has earned him seven Grammys so far, while among women vocalists Jennifer Lopez and Gloria Estefan ran far ahead of the pack. Also in the top ten were Pepe Aguilar, Selena, Shakira, Juan Gabriel, Marc Anthony and Julio Iglesias.

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The findings outlined in this report are based on a survey of 402 Latino heads of household across Arizona, conducted between April 21 and April 29, 2005, by the Behavior Research Center of Arizona as part of the Center’s independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

Unlike actors and actresses, generational preferences among Latinos for vocalists are very evident. For example, younger Latinos literally ignore singers such as Vicente Fernandez, Gloria Estefan, Selena, Marc Anthony and Julio Iglesias and nominate in their place Thalia, Ricky Martin, Shakira and Luis Miguel.

The variety of artists and styles favored by Arizona Latinos is impressive and reflects the artistic tastes that cut across new and old generations, U.S. and foreign born Latinos and language skills of the various generations as well as the growing taste of so called cross over artists - those able to bring a fusion between English and Latino styles of music, humor, acting and cultural innuendo.

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EDITOR'S NOTE: This Latino Poll (2005-II-10) is based on 402 telephone interviews with Latino heads of household across Arizona, conducted from April 21 through April 29, 2005. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire Latino adult population been surveyed. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data. For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
LTLP 2005-II-10

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“These days, who would you say is your favorite Latino...(movie or TV actor/movie or TV actress)?”

MOST POPULAR LATINO ACTORS/ACTRESSES (FILM AND TELEVISION)

	All Latinos	By Age		
		Under 35	35 to 54	55+
Salma Hayek	1	1	1	2
Jennifer Lopez	2	4	2	1
Antonio Banderas	3	3	4	4
George Lopez	4	2	7	5
Edward James Olmos	5	5	3	3
Penelope Cruz	6	6	6	9
Andy Garcia	7	8	5	7
Cantiflas	8	10	8	8
Pedro Enfante	9	7	9	10
Jimmy Smits	10	9	10	6

STATISTICAL DATA

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"These days, who would you say is your favorite Latino singer?"

MOST POPULAR LATINO VOCALISTS

By Age

	All Latinos	Under 35	35 to 54	55+
Vicente Fernandez	1	11	3	1
Luis Miguel	2	3	1	2
Jennifer Lopez	3	5	4	4
Gloria Estefan	4	12	7	3
Pepe Aguilar	5	7	8	7
Selena	6	10	5	8
Shakira	7	4	6	9
Juan Gabriel	8	6	2	10
Marc Anthony	9	8	9	5
Julio Iglesias	10	9	10	6
Thalia	11	1	12	11
Ricky Martin	12	2	11	12

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