



*behavior research center's*

# *Latino Poll*

NEWS RELEASE  
LTLP 2004-I-15

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LATINOS NOT WEDDED TO SPANISH RADIO;  
DIVERSITY IN LANGUAGE SKILLS DRIVES USE

Phoenix, Arizona, April 8, 2004. Ninety-seven percent of Arizona's full-time adult Latino residents listen to radio, but they are anything but wedded to Spanish-language-only radio stations. This is true even among Latinos for whom the dominant language skill is Spanish. Preference for stations that play only Spanish-language music registers at 12 percent of the general Latino community and only 40 percent among those for whom Spanish is the dominant language.

Preferences for stations that broadcast Spanish and English music is common throughout the Latino community. This may trace to the fact that while six of ten Arizona Latinos speak Spanish, eight of ten also speak English, including four in ten who are fully bilingual and can comfortably take advantage of both Spanish- and English-language radio stations.

Latinos' penchant to use stations with different language formats is widespread, and undoubtedly reflects the huge diversity within the Latino community that is just beginning to be recognized. This diversity in tastes is especially true when it comes to stations for which music is the main product. For example, 57 percent say they prefer stations that play a mixed menu of Spanish- and English-speaking artists – a preference which is found even among 48 percent of Latinos who speak little or no English. Among fully bilingual Hispanics, the preference rises to nearly 70 percent. The old axiom that music transcends all boundaries, certainly appears to apply to Latinos in Arizona.

The interest of Latino consumers in both English and Spanish radio is found not just in their music tastes, but also in their preferences for announcers and disk jockeys. More specifically, among fully bilingual Latinos, 65 percent prefer announcers and disk jockeys who move between the two languages while on the air and another fifth prefer announcers that work only in English.

Among Latinos whose dominant language skill is English, half prefer announcers who only use English on the air, 48 percent prefer cross-over announcers and almost none listen to announcers who do their on-air work only in Spanish.

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Among Latinos whose dominant language skill is Spanish, six of ten prefer Spanish-language announcers yet just over a third say “all-Spanish-speaking” announcers are not their first choice. For example, 38 percent of Spanish-dominant adults (those who speak little or no English) prefer radio announcers that use English on the air, a finding that may trace to them using English-language or mixed language programs as a tool to help them “hear” and learn the English language. It may as well trace to some program content available on English-language stations that is not currently found on the various Spanish language stations.

The findings outlined in this report are based on a survey of 400 adult Hispanic consumers who are full-time residents of Arizona, conducted between March 17 and March 23, 2003, by the Behavior Research Center of Arizona as part of the Center’s independent and non-partisan Rocky Mountain Poll series. The study covers all counties in the state. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

An emerging reality appears to be that among full-time Latino residents of Arizona, the majority prefer a variety of Spanish- and English-language stations and even stations with mixed language formats. It is only within the Spanish-dominant segment that preference for “all-Spanish-language” music and announcers is strong. If the acquisition of bilingual skills continues to grow within the Latino community, there should emerge new opportunities for stations with mixed or cross-over formats to successfully enter the market. They may in turn be able to find new audiences within the non-Hispanic consumer market that is showing increased interest in Latin artists and musical styles.

A final question in this series explored whether Latinos here have identifiable preferences for station formats such as *all music*, *all news*, *all sports* or a *variety* format. While the “all music” format is most popular with 46 percent of nominations, it is closely followed by “variety,” at 44 percent.

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**EDITOR'S NOTE:** This Latino Poll (2004-I-15) is based on 400 telephone interviews with full-time Latino residents across Arizona, conducted from March 17 through March 23, 2004. 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 resident 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](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
LTLP 2004-I-15

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*“When you listen to the radio, which of the following kinds of stations do you prefer? Stations where songs are all in Spanish, stations that play only English-language songs or do you prefer stations that play both kinds of songs?”*

MUSIC RADIO STATIONS PREFERRED

	All Spanish Format	All English Format	Mixture of Languages Format	Don't Listen to Radio
TOTAL	12%	28%	57%	3%
<u>LANGUAGE SKILL OF RESPONDENT</u>				
Fully Bilingual	12	15	69	4
Spanish-dominant	40	5	48	7
English-dominant	1	50	48	1
<u>AGE</u>				
Under 25	9	34	57	0
25 to 34	12	26	58	4
35 or older	13	28	56	3
<u>INCOME</u>				
Under \$24,000	22	16	57	5
\$24,000 to \$35,999	9	28	61	2
\$36,000 +	6	35	57	2

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*“When you listen to the radio, which of the following kinds of stations do you prefer:*

- A. *Stations that are all music, all news, all sports or variety.*
- B. *Stations whose announcers and DJs speak only Spanish, speak only English or those who use both Spanish and English?”*

LANGUAGE SKILLS

|                                | <u>Total</u> | <u>Spanish-Dominant</u> | <u>Bilingual</u> | <u>English-Dominant</u> |
|--------------------------------|--------------|-------------------------|------------------|-------------------------|
| <u>A. FORMAT PREFERENCE</u>    |              |                         |                  |                         |
| All music                      | 46%          | 22%                     | 47%              | 55%                     |
| Variety                        | 44           | 65                      | 40               | 38                      |
| All news                       | 6            | 10                      | 7                | 4                       |
| All sports                     | 1            | 0                       | 3                | 1                       |
| I don't listen to radio        | <u>3</u>     | <u>3</u>                | <u>3</u>         | <u>2</u>                |
|                                | 100%         | 100%                    | 100%             | 100%                    |
| <br>                           |              |                         |                  |                         |
| <u>B. ANNOUNCER PREFERENCE</u> |              |                         |                  |                         |
| Only Spanish                   | 14%          | 59%                     | 10%              | 1%                      |
| Only English                   | 33           | 3                       | 22               | 56                      |
| Use both languages             | 50           | 35                      | 65               | 41                      |
| I don't listen to radio        | <u>3</u>     | <u>3</u>                | <u>3</u>         | <u>2</u>                |
|                                | 100%         | 100%                    | 100%             | 100%                    |

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