



**Hispanic Music**  
Fieldwork Dates: 13th - 14th September 2018

**Conducted by YouGov**  
**On behalf of YouGov Omnibus**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 13th - 14th September 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GOM\_q1. Which, if any, of the following do you typically use to listen to music?

Please select all that apply.

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
CD	33%	33%	34%	20%	35%	43%	35%	32%	32%	34%	36%	30%	28%	26%	34%
				C	C	C.D								*	
Cassettes	8%	9%	6%	7%	6%	9%	8%	7%	6%	10%	8%	8%	8%	6%	7%
														*	
Vinyl records	9%	12%	7%	6%	11%	11%	9%	10%	8%	11%	10%	6%	10%	8%	8%
		B			C	C								*	
Radio	56%	54%	58%	42%	58%	65%	56%	58%	56%	53%	60%	52%	46%	45%	53%
				C	C	C.D					L.M			*	
Online radio	17%	20%	15%	19%	20%	14%	17%	16%	18%	17%	16%	21%	25%	13%	13%
		B		E	E								J.M	*	
Satellite radio	16%	16%	15%	11%	19%	17%	20%	15%	15%	15%	16%	20%	18%	3%	13%
					C	C					M	M	M	*	
Streaming music services (e.g., Spotify, Pandora, Apple Music)	40%	38%	42%	53%	42%	26%	33%	40%	41%	43%	37%	48%	39%	47%	32%
				D.E	E					F				J	
MP3s or other downloaded audio files	25%	29%	21%	29%	33%	15%	25%	27%	23%	26%	23%	35%	26%	27%	19%
		B		E	E							J		*	
Music channels on television	15%	15%	16%	13%	15%	18%	15%	14%	18%	13%	14%	23%	17%	12%	14%
												J.M		*	
Online videos (e.g., YouTube, Vimeo)	37%	38%	36%	50%	42%	22%	29%	34%	40%	42%	34%	46%	41%	42%	33%
				D.E	E				F	F		J		*	
Live performances	11%	13%	10%	11%	13%	11%	14%	11%	11%	12%	12%	10%	12%	12%	9%
														*	
Other	1%	2%	1%	2%	1%	2%	-	2%	2%	2%	2%	1%	1%	2%	2%
														*	
Don't know	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%
														*	
Not applicable - I do not listen to music	6%	5%	6%	6%	4%	7%	7%	5%	5%	5%	6%	3%	3%	6%	7%
					D									*	Q

GOM\_q2. How often, if ever, do you generally listen to music in a language other than English?

Please select the option that best applies.

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Every day	13%	14%	13%	23%	12%	6%	14%	12%	14%	12%	8%	21%	30%	13%	15%
				D.E	E							J	J.M	*	
A few times a week	11%	12%	10%	13%	14%	6%	10%	6%	11%	16%	7%	7%	24%	24%	9%
				E	E				G	G			J.K	J.K*	
Once a week	3%	4%	2%	5%	2%	2%	1%	2%	3%	7%	2%	4%	5%	5%	4%
				D.E					F.G.H					*	
A few times a month	6%	7%	5%	8%	7%	3%	5%	7%	5%	8%	5%	6%	8%	13%	6%
				E	E									J*	
Once a month	2%	2%	3%	3%	3%	2%	3%	1%	3%	2%	2%	2%	3%	5%	2%
														*	
Less often than once a month	14%	17%	12%	13%	17%	14%	14%	17%	14%	12%	16%	16%	8%	9%	11%
		B									L	L		*	
Never	42%	36%	47%	25%	39%	58%	43%	47%	41%	37%	50%	39%	17%	22%	43%
			A		C	C.D		I			K.L.M	L.M		*	P

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GOM\_q1. Which, if any, of the following do you typically use to listen to music?

Please select all that apply.

	Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>		1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
CD		33%	29%	36%	40%	36%	49%	37%	39%	26%	31%	30%	34%	35%	32%	29%
					O	V	**	V	*		*					
Cassettes		8%	8%	8%	10%	8%	17%	8%	14%	6%	6%	8%	8%	9%	6%	6%
						**	**		*		*					
Vinyl records		9%	9%	9%	16%	10%	9%	11%	18%	7%	8%	9%	9%	9%	9%	9%
					N.O		**		V*		*					
Radio		56%	58%	60%	56%	61%	56%	65%	56%	45%	61%	60%	54%	52%	60%	57%
					V	**	**	V	*		V*				Z	
Online radio		17%	19%	23%	19%	16%	14%	20%	10%	19%	21%	22%	16%	17%	20%	16%
			N	N		**	**		*		*	Y				
Satellite radio		16%	18%	18%	16%	19%	16%	13%	18%	12%	17%	19%	15%	10%	17%	26%
					V	**	**		*		*			Z	Z.AA.AC	
Streaming music services (e.g., Spotify, Pandora, Apple Music)		40%	45%	49%	41%	37%	40%	35%	18%	46%	50%	48%	36%	38%	44%	42%
			N	N		U	**	U	*	R.T.U	R.T.U*	Y			AC	AC
MP3s or other downloaded audio files		25%	29%	28%	33%	21%	17%	19%	17%	33%	31%	26%	25%	23%	29%	23%
			N	N	N	**	**		*	R.T.U	*			Z		
Music channels on television		15%	17%	16%	12%	18%	11%	16%	20%	11%	18%	21%	13%	16%	17%	13%
					V	**	**		*		*	Y				
Online videos (e.g., YouTube, Vimeo)		37%	41%	42%	31%	29%	28%	34%	24%	49%	48%	45%	34%	42%	35%	33%
			N	N		**	**		*	R.T.U	R.U*	Y		AA.AB.AC		
Live performances		11%	11%	16%	14%	10%	6%	12%	6%	15%	9%	14%	11%	11%	10%	16%
				N.O		**	**		*		*				Z.AA.AC	
Other		1%	1%	1%	1%	1%	6%	2%	2%	2%	1%	1%	2%	1%	1%	1%
						**	**		*		*					
Don't know		1%	1%	1%	1%	1%	-	2%	1%	2%	3%	1%	2%	2%	1%	1%
						**	**		*		*					
Not applicable - I do not listen to music		6%	5%	4%	2%	5%	10%	5%	11%	5%	5%	4%	6%	6%	5%	3%
						**	**		*		*					

GOM\_q2. How often, if ever, do you generally listen to music in a language other than English?

Please select the option that best applies.

	Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>		1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Every day		13%	14%	10%	8%	11%	5%	6%	10%	19%	18%	18%	12%	18%	12%	6%
						**	**		*	R.T	T*	Y		AA.AB	AB	
A few times a week		11%	10%	16%	12%	10%	6%	4%	4%	16%	9%	12%	10%	10%	10%	13%
				N.O		T	**		*	R.T.U	*			AC	AC	
Once a week		3%	2%	3%	2%	2%	-	3%	-	5%	1%	3%	3%	4%	3%	2%
						**	**		*	R	*					
A few times a month		6%	6%	6%	8%	5%	-	7%	-	10%	4%	5%	7%	6%	6%	8%
						**	**		*	R.U	*					
Once a month		2%	3%	1%	7%	2%	-	5%	3%	2%	1%	4%	2%	2%	3%	4%
					N.O.P	**	**		*		*	Y				
Less often than once a month		14%	11%	23%	24%	15%	6%	15%	15%	14%	18%	14%	15%	12%	16%	15%
				N.O	N.O	**	**		*		*					
Never		42%	45%	34%	36%	48%	70%	53%	54%	26%	41%	37%	43%	38%	42%	48%
			P			V	**	V	V*		V*					Z

**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



Total	
	Prefer not to say
	AC

GOM\_q1. Which, if any, of the following do you typically use to listen to music?

Please select all that apply.

	Unweighted base 1213	169
Base: All US Adults	1210	165
CD	33%	36%
Cassettes	8%	8%
Vinyl records	9%	9%
Radio	56%	55%
Online radio	17%	15%
Satellite radio	16%	14%
Streaming music services (e.g., Spotify, Pandora, Apple Music)	40%	32%
MP3s or other downloaded audio files	25%	25%
Music channels on television	15%	15%
Online videos (e.g., YouTube, Vimeo)	37%	33%
Live performances	11%	8%
Other	1%	3%
Don't know	1%	2%
Not applicable - I do not listen to music	6%	9%
		AB

GOM\_q2. How often, if ever, do you generally listen to music in a language other than English?

Please select the option that best applies.

	Unweighted base 1213	169
Base: All US Adults	1210	165
Every day	13%	12%
		AB
A few times a week	11%	6%
Once a week	3%	3%
A few times a month	6%	5%
Once a month	2%	1%
Less often than once a month	14%	16%
Never	42%	42%

**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Don't know	3%	3%	2%	3%	3%	2%	2%	2%	4%	2%	3%	3%	2%	4% *	3%
Not applicable - I do not listen to music	6%	5%	6%	6%	4%	7% D	7%	5%	5%	5%	6%	3%	3%	6% *	7% Q

GOM\_q3. Which other languages besides English are spoken/sang in the music you regularly listen to?

Please select all that apply.

	Unweighted base	593	292	301	230	202	161	101	116	244	132	331	82	121	59	192
<b>Base: US adults who ever listen to music in a language other than English</b>	608	336	272	249	209	149	103	126	242	137	323	83	144	57	235	
Spanish	52%	50%	55%	52%	55%	49%	56% *	43%	50%	62% G,H	43%	47% *	85% J,K,M	30% *	50%	
French	13%	11%	14%	11%	12%	16%	15% *	12%	14%	9%	16% L	11% L*	4%	17% L*	8%	
Italian	14%	15%	12%	8%	15% C	22% C	12% *	18%	14%	10%	18% K	3% *	11%	12% K*	10%	
Korean	6%	6%	7%	11% D,E	4%	1%	7% *	5%	3%	12% H	5%	4% *	2%	26% J,K,L*	5%	
Japanese	8%	9%	7%	10% E	8%	4%	8% *	9%	4%	13% H	9%	9% *	3%	12% L*	6%	
Hindi	4%	4%	3%	3% E	6%	1%	5% *	2%	5%	3%	2%	6% *	2%	12% J,L*	2%	
Chinese / Mandarin	5%	6%	4%	10% D,E	3%	2%	5% *	3%	6%	6%	5%	5% *	1%	21% J,K,L*	4%	
Portuguese	5%	5%	4%	5%	5%	4%	4% *	1%	6%	6% G	6%	7% *	2%	5% *	3%	
Russian	5%	7% B	3%	8%	4%	3%	6% *	9% H	3%	7% G	7%	1% *	2%	10% K,L*	6%	
German	12%	14%	10%	15%	10%	11%	10% *	17%	12%	11%	18% L	11% L*	1%	13% L*	10%	
Dutch	2%	3%	1%	3%	3%	1%	2% *	2%	2%	2%	0%	6% J*	2%	9% J,L*	2%	
Swedish	3%	4%	2%	4%	2%	2%	2% *	5%	2%	4%	4%	1% *	2%	- *	4% P	
Other	8%	9%	7%	7%	6%	11%	3% *	10%	8%	8%	7%	12% L*	3%	18% J,L*	6%	
Don't know	19%	20%	17%	15%	20%	22%	13% *	24% I	22% I	13%	25% L,M	26% L,M*	4%	8% *	23% Q	

GOM\_q4. How often, if ever, do you watch or stream TV programs that are broadcast in a language other than English?

Please select the option that best applies.

	Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505	
Every day	7%	7%	7%	10% E	9% E	4%	11% G	3%	8% G	8% G	4%	9% J	20% J,K	10% J*	7%	
A few times a week	6%	7%	5%	9% E	7% E	4%	6% *	5%	7% *	7% *	4%	8% J	13% J	10% J*	6%	
Once a week	3%	3%	2%	5% E	3% E	1%	2% *	2%	3% *	5% *	1%	2% *	9% J,K,M	2% *	4% P	
A few times a month	4%	4%	4%	5% E	6% E	1%	3% *	2%	3% *	8% G,H	2%	4% *	5% *	17% J,K,L*	3%	
Once a month	3%	4%	2%	5% E	3% *	1%	4% *	3% *	3% *	3% *	3%	3% *	4% *	4% *	3%	
Less often than once a month	13%	14%	13%	14% E	16% *	11%	13% *	13% *	14% *	12% *	13% *	13% *	14% *	19% *	9%	

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Don't know	3%	3%	2%	1%	2%	4% **	2%	3%	4%	3% *	2%	3%	3%	2%	2%
Not applicable - I do not listen to music	6%	5%	4%	2%	5%	10% **	5%	11% *	5%	5% *	4%	6%	6%	5%	3%

GOM\_q3. Which other languages besides English are spoken/sang in the music you regularly listen to?

Please select all that apply.

	Unweighted base	Spanish	French	Italian	Korean	Japanese	Hindi	Chinese / Mandarin	Portuguese	Russian	German	Dutch	Swedish	Other	Don't know
Base: US adults who ever listen to music in a language other than English	593	188	134	79	255	3	52	14	230	39	182	411	220	175	124
Spanish	608	178	123	71	256	3	50	14	249	37	186	422	241	175	119
French	52%	56%	49%	57% *	49%	69% **	47% *	40% **	55%	68% R*	53%	52%	52%	55%	51%
Italian	13%	11%	18%	23% N.O*	13%	- **	9% *	4% **	13%	14% *	10%	14%	8%	13%	19% Z
Korean	14%	11%	20%	22% N.O*	15%	- **	17% *	25% **	12%	9% *	9%	16%	11%	15%	19% Z
Japanese	6%	9%	7%	3% *	2%	- **	4% *	- **	11% R	8% *	3%	8%	6%	6%	4%
Hindi	8%	11%	9%	5% *	5%	- **	6% *	6% **	11% R	5% *	5%	9%	8%	7%	6%
Chinese / Mandarin	4%	3%	5%	10% N.O*	4%	- **	- *	- **	5% R.T	7% *	4%	4%	2%	5%	7% Z
Portuguese	5%	7%	7%	3% *	3%	- **	- *	- **	9% R.T	6% *	4%	6%	6%	5%	5%
Russian	5%	4%	8%	7% *	6%	- **	4% *	6% **	5% *	- *	6%	4%	4%	6%	6%
German	5%	6%	2%	8% *	6%	- **	1% *	- **	7% *	2% *	4%	6%	7%	5%	7%
Dutch	12%	15%	13%	14% *	12%	- **	14% *	- **	13% *	14% *	14%	12%	11%	13%	16%
Swedish	2%	3%	1%	2% *	2%	- **	- *	9% **	2% *	7% *	2%	2%	3%	2%	3%
Other	3%	4%	-	1% *	2%	- **	3% *	- **	4% *	5% *	2%	4%	3%	4%	2%
Don't know	8%	7%	11%	11% *	6%	31% **	10% *	- **	9% R.T	9% *	6%	9%	8%	8%	7%
	19%	15%	21%	9% *	23% V	- **	22% *	27% **	14% *	12% *	18%	19%	21%	17%	15%

GOM\_q4. How often, if ever, do you watch or stream TV programs that are broadcast in a language other than English?

Please select the option that best applies.

	Unweighted base	Every day	A few times a week	Once a week	A few times a month	Once a month	Less often than once a month
Base: All US Adults	1213	412	234	126	582	17	134
Every day	1210	381	208	116	570	17	127
A few times a week	7%	8%	5%	10%	8%	12% T	3%
Once a week	6%	7%	10%	4%	6%	- **	3%
A few times a month	3%	3%	1%	2%	2%	- **	2%
Once a month	4%	3%	5%	8% N.O	2%	- **	2%
Less often than once a month	3%	3%	3%	4%	4%	- **	1%
	13%	14%	15%	26% Q	12%	6%	15%

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



	<b>Total</b>	
		<b>Prefer not to say</b>
Don't know	3%	5%
		AA
Not applicable - I do not listen to music	6%	9%
		AB

GOM\_q3. Which other languages besides English are spoken/sang in the music you regularly listen to?

Please select all that apply.

Unweighted base	593	74
<b>Base: US adults who ever listen to music in a language other than English</b>	608	73
Spanish	52%	48%*
French	13%	17% Z*
Italian	14%	12%*
Korean	6%	12% AB*
Japanese	8%	12%*
Hindi	4%	2%*
Chinese / Mandarin	5%	6%*
Portuguese	5%	4%*
Russian	5%	1%*
German	12%	9%*
Dutch	2%	1%*
Swedish	3%	3%*
Other	8%	8%*
Don't know	19%	21%*

GOM\_q4. How often, if ever, do you watch or stream TV programs that are broadcast in a language other than English?

Please select the option that best applies.

Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165
Every day	7%	7%
A few times a week	6%	4%
Once a week	3%	3%
A few times a month	4%	4%
Once a month	3%	2%
Less often than once a month	13%	13%



# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Never	52%	51%	53%	39%	E 47%	67%	49%	61%	51%	46%	61%	48%	29%	*	53%
Don't know	2%	2%	3%	3%	C 2%	1%	3%	F.H.I 2%	3%	1%	K.L.M 3%	L.M 2%	0%	27% *	Q 2%
Not applicable - I do not watch or stream TV	9%	8%	10%	10%	7%	11% D	9%	8%	9%	10%	10%	10%	5%	9% *	13% O.P.Q

GOM\_q5. What other languages besides English are spoken in the TV programs you watch?

Please select all that apply.

	Unweighted base	203	229	170	164	98	80	71	181	100	214	60	104	54	130
<b>Base: US adults who watch TV programs in a language other than English</b>	445	237	208	180	168	96	83	77	183	102	211	60	123	52	163
Spanish	47%	49%	45%	43%	50%	52%	49%	45%	48%	46%	39%	M 37%	J.K.M* 79%	18% *	47%
French	16%	17%	14%	11%	18%	21%	18%	24%	13%	13%	22%	16%	9%	7%	11%
Italian	8%	10%	6%	7%	8%	10%	9%	9%	8%	6%	10%	6%	6%	9%	8%
Korean	8%	8%	9%	12%	7%	4%	8%	6%	5%	17%	7%	8%	4%	23%	9%
Japanese	12%	16%	8%	13%	14%	9%	8%	11%	12%	17%	16%	17%	3%	14%	9%
Hindi	3%	4%	2%	4%	4%	1%	5%	5%	3%	2%	3%	3%	3%	7%	3%
Chinese / Mandarin	9%	9%	10%	12%	6%	10%	13%	6%	8%	11%	5%	18%	4%	29%	8%
Portuguese	3%	5%	1%	4%	3%	1%	5%	4%	3%	1%	3%	4%	3%	2%	4%
Russian	5%	5%	4%	4%	5%	6%	6%	5%	5%	4%	7%	-	2%	9%	3%
German	9%	12%	7%	8%	9%	11%	8%	8%	9%	12%	15%	4%	2%	11%	3%
Dutch	3%	5%	1%	3%	3%	4%	1%	5%	3%	4%	5%	2%	-	4%	4%
Swedish	4%	5%	4%	4%	5%	4%	4%	3%	3%	7%	8%	-	0%	4%	3%
Other	7%	6%	7%	6%	5%	10%	4%	5%	6%	12%	6%	5%	5%	14%	6%
Don't know	21%	21%	22%	21%	22%	22%	16%	27%	22%	21%	28%	32%	8%	12%	26%

GOM\_q6\_1. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I think Latin music is fun

	Unweighted base	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Strongly agree	18%	15%	20%	22%	20%	13%	20%	11%	20%	19%	13%	22%	38%	15%	14%
Somewhat agree	28%	26%	29%	28%	28%	27%	25%	28%	27%	30%	26%	31%	31%	30% *	25%
Neither agree nor disagree	27%	27%	28%	21%	30%	31%	27%	32%	26%	25%	28%	31%	19%	33% L*	28%

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
	N	N	N.O.P		**		*	R.U	*				Z	Z	
Never	52%	52%	55%	41%	58%	77%	62%	59%	38%	48%	50%	53%	49%	52%	57%
Don't know	2%	3%	2%	1%	1%	6%	3%	3%	3%	4%	2%	2%	3%	2%	0%
Not applicable - I do not watch or stream TV	9%	8%	5%	5%	7%	-	10%	17%	11%	11%	8%	10%	10%	8%	6%
						**		R*		*					

GOM\_q5. What other languages besides English are spoken in the TV programs you watch?

Please select all that apply.

	Unweighted base	432	150	88	64	183	3	34	10	175	27	134	298	157	128	94
<b>Base: US adults who watch TV programs in a language other than English</b>	445	142	78	61	188	3	31	9	186	27	135	309	169	130	94	
Spanish	47%	52%	38%	50%	49%	64%	46%	29%	46%	55%	53%	45%	48%	51%	41%	
French	16%	16%	21%	22%	19%	-	14%	15%	14%	10%	16%	16%	12%	17%	23%	
Italian	8%	6%	9%	11%	9%	-	12%	9%	7%	6%	9%	8%	6%	7%	10%	
Korean	8%	10%	9%	2%	7%	36%	5%	6%	10%	6%	5%	10%	10%	8%	4%	
Japanese	12%	13%	17%	12%	11%	-	12%	19%	12%	25%	12%	13%	15%	10%	11%	
Hindi	3%	3%	4%	4%	4%	-	-	-	4%	-	2%	4%	5%	2%	4%	
Chinese / Mandarin	9%	12%	9%	7%	5%	36%	5%	9%	14%	11%	5%	11%	10%	8%	10%	
Portuguese	3%	3%	1%	4%	3%	-	-	-	4%	2%	3%	3%	3%	3%	4%	
Russian	5%	4%	2%	13%	7%	-	6%	-	2%	4%	6%	4%	1%	7%	7%	
German	9%	12%	15%	13%	10%	-	12%	-	9%	9%	9%	9%	7%	12%	8%	
Dutch	3%	3%	2%	3%	2%	-	3%	-	5%	4%	1%	4%	4%	3%	3%	
Swedish	4%	3%	3%	10%	5%	-	5%	-	4%	2%	4%	4%	4%	5%	4%	
Other	7%	4%	18%	1%	6%	-	10%	26%	7%	3%	6%	7%	9%	5%	2%	
Don't know	21%	20%	20%	15%	24%	-	21%	23%	19%	22%	17%	23%	24%	21%	19%	

GOM\_q6\_1. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I think Latin music is fun

	Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255	
Strongly agree	18%	18%	21%	27%	15%	10%	10%	14%	24%	29%	21%	17%	20%	19%	17%	
Somewhat agree	28%	27%	34%	28%	27%	45%	30%	24%	28%	25%	28%	28%	27%	29%	30%	
Neither agree nor disagree	27%	30%	22%	27%	29%	28%	38%	23%	22%	28%	25%	28%	27%	24%	31%	

**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



	Total	Prefer not to say
Never	52%	52%
Don't know	2%	4%
Not applicable - I do not watch or stream TV	9%	AB
		13%
		AB

GOM\_q5. What other languages besides English are spoken in the TV programs you watch?

Please select all that apply.

	Unweighted base	432	53
<b>Base: US adults who watch TV programs in a language other than English</b>		445	51
Spanish	47%	46%	*
French	16%	13%	*
Italian	8%	12%	*
Korean	8%	11%	*
Japanese	12%	12%	*
Hindi	3%	-	*
Chinese / Mandarin	9%	9%	*
Portuguese	3%	3%	*
Russian	5%	6%	*
German	9%	10%	*
Dutch	3%	2%	*
Swedish	4%	5%	*
Other	7%	10%	AB*
Don't know	21%	19%	*

GOM\_q6\_1. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I think Latin music is fun

	Unweighted base	1213	169
<b>Base: All US Adults</b>		1210	165
Strongly agree	18%	13%	
Somewhat agree	28%	23%	
Neither agree nor disagree	27%	31%	

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat disagree	9%	10%	7%	10%	8%	8%	11%	8%	8%	9%	11% KL	2%	4%	12% KL*	9%
Strongly disagree	12%	14% B	10%	10%	10%	16% C.D	11%	13%	12%	12%	15% LM	10%	5%	5% *	14% Q
Don't know	6%	7%	6%	8%	5%	6%	5%	7%	7%	6%	7%	5%	3%	6% *	10% O.P.Q

GOM\_q6\_2. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I can enjoy a song sung in a language I don't speak/understand

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Strongly agree	24%	24%	24%	34% D.E	25% E	15%	26% G	17%	23%	32% G.H	20%	26%	34% J	35% J*	20%
Somewhat agree	26%	24%	28%	23%	29%	27%	25%	24%	29%	25%	27%	25%	26%	25% *	22%
Neither agree nor disagree	19%	19%	19%	16%	22%	19%	18%	25% H.I	18%	16%	18%	24%	19%	22% *	20%
Somewhat disagree	8%	8%	8%	7%	8%	10%	8%	10%	9%	7%	10%	5%	6%	5% *	10%
Strongly disagree	17%	19%	15%	13%	12%	25% C.D	18%	18%	17%	16%	20% LM	16%	9%	9% *	21% P.Q
Don't know	5%	6%	4%	7%	4%	4%	5%	5%	5%	4%	5%	5%	6%	4% *	8% O.Q

GOM\_q6\_3. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Rhythm is more important than lyrics in a song

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Strongly agree	11%	11%	11%	12% E	13% E	8%	10%	7%	12% G	13% G	7%	18% J	19% J	10% *	11%
Somewhat agree	24%	24%	24%	24%	23%	24%	25%	20%	23%	28% G	24%	18%	21%	36% J.K.L*	21%
Neither agree nor disagree	33%	35%	32%	31%	35%	34%	34%	37% I	33%	29%	32%	35%	36%	35% *	36% P
Somewhat disagree	14%	13%	15%	16%	13%	15%	14%	15%	15%	13%	16% M	13%	11%	7% *	13%
Strongly disagree	13%	14%	13%	11%	12%	16% C	13%	17% H	11%	13%	15%	12%	9%	8% *	12%
Don't know	4%	3%	5%	6%	4%	4%	4%	4% H	5%	4%	5%	4%	3%	5% *	6% O

GOM\_q6\_4. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Latin culture has had a positive influence on American pop music

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat disagree	9%	8%	9%	10%	11%	8%	6%	9%	5%	10%	8%	8%	12%	8%
Strongly disagree	12%	12%	12%	6%	-	6%	24%	9%	5%	11%	13%	12%	11%	12%
Don't know	6%	4%	4%	2%	5%	6%	10%	8%	9%	5%	7%	7%	5%	3%

GOM\_q6\_2. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I can enjoy a song sung in a language I don't speak/understand

Unweighted base	1213	412	234	126	582	17	134	-46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Strongly agree	21%	21%	32%	37%	19%	9%	15%	26%	35%	22%	27%	23%	22%	27%	24%
Somewhat agree	26%	28%	29%	33%	29%	50%	24%	31%	20%	36%	28%	26%	25%	26%	35%
Neither agree nor disagree	19%	23%	15%	13%	19%	29%	28%	8%	20%	9%	20%	19%	19%	22%	17%
Somewhat disagree	8%	7%	8%	7%	9%	-	7%	6%	8%	11%	9%	8%	11%	6%	7%
Strongly disagree	17%	18%	11%	9%	21%	6%	21%	28%	10%	16%	14%	18%	18%	17%	13%
Don't know	5%	3%	4%	2%	3%	6%	5%	1%	7%	5%	2%	6%	5%	3%	3%

GOM\_q6\_3. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Rhythm is more important than lyrics in a song

Unweighted base	1213	412	234	126	582	17	134	-46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Strongly agree	11%	11%	9%	14%	10%	-	12%	11%	12%	10%	13%	10%	11%	11%	11%
Somewhat agree	24%	22%	34%	23%	25%	55%	20%	15%	22%	23%	21%	25%	21%	22%	34%
Neither agree nor disagree	33%	34%	27%	32%	33%	40%	35%	43%	31%	38%	34%	33%	35%	38%	26%
Somewhat disagree	14%	15%	14%	21%	15%	-	18%	10%	16%	4%	16%	14%	13%	14%	18%
Strongly disagree	13%	16%	12%	8%	14%	-	12%	17%	12%	18%	13%	13%	16%	12%	8%
Don't know	4%	3%	4%	2%	3%	6%	3%	3%	7%	6%	3%	5%	4%	3%	3%

GOM\_q6\_4. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Latin culture has had a positive influence on American pop music

Unweighted base	1213	412	234	126	582	17	134	-46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255

# YouGov Omnibus

## Hispanic Music

US\_nat Sample: 13th - 14th September 2018



	Total	Prefer not to say
Somewhat disagree	9%	6%
Strongly disagree	12%	14%
Don't know	6%	13%
		Z.AA.AB

GOM\_q6\_2. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- I can enjoy a song sung in a language I don't speak/understand

	Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165	
Strongly agree	24%	24%	
Somewhat agree	26%	18%	
Neither agree nor disagree	19%	17%	
Somewhat disagree	8%	7%	
Strongly disagree	17%	23%	AB
Don't know	5%	11%	Z.AA.AB

GOM\_q6\_3. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Rhythm is more important than lyrics in a song

	Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165	
Strongly agree	11%	9%	
Somewhat agree	24%	19%	
Neither agree nor disagree	33%	32%	
Somewhat disagree	14%	14%	
Strongly disagree	13%	15%	AB
Don't know	4%	11%	Z.AA.AB

GOM\_q6\_4. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- Latin culture has had a positive influence on American pop music

	Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165	

**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Strongly agree	18%	17%	19%	23% E	19% E	12%	20% G	12%	18% G	20% G	13%	21% J	36% J,K,M	14% *	15%
Somewhat agree	26%	25%	27%	25%	27%	26%	25%	24%	26%	28%	24%	26%	29%	34% *	22%
Neither agree nor disagree	32%	33%	32%	29%	36%	33%	31%	38% I	33%	27%	35% L	34% L	19%	38% L*	32% P
Somewhat disagree	6%	6%	5%	4%	3%	8% C,D	6%	5%	6%	5%	7% M	4%	3%	1% *	7% Q
Strongly disagree	9%	10%	7%	7%	7%	12% C,D	9%	7%	8%	12%	11% M	6%	5%	3% *	10%
Don't know	10%	9%	10%	11%	9%	9%	9%	13%	9%	8%	10%	9%	7%	9% *	14% O,P,Q

**GOM\_q6\_5.** To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic artists in American pop music

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Strongly agree	13%	12%	13%	16% E	15% E	8%	12%	9%	14%	14%	8%	16%	32% J	10% J,K,M	13%
Somewhat agree	14%	13%	15%	20% D,E	14%	10%	13%	11%	15%	17%	12%	18%	19% J	20% J*	13%
Neither agree nor disagree	46%	45%	46%	39% C	49% C	49% C	48%	49%	45%	42%	48% L	44%	38%	42% *	43%
Somewhat disagree	7%	7%	7%	7%	6%	7%	8%	10%	6%	5%	8%	6%	4%	8% *	7%
Strongly disagree	13%	17% B	10%	9%	9%	21% C,D	12%	14%	12%	16%	16% K,L	8%	6%	11% *	15%
Don't know	7%	6%	8%	9%	7%	6%	7%	8%	8%	6%	8% L	9% L	2%	8% L*	9% Q

**GOM\_q6\_6.** To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic actors on popular American television shows

Unweighted base	1213	558	655	353	377	483	213	263	496	241	820	149	157	87	441
<b>Base: All US Adults</b>	1210	603	607	378	380	451	214	272	482	241	789	151	186	84	505
Strongly agree	15%	13%	16%	17% E	18% E	10%	17%	11%	15%	16%	10%	19% J	33% J,K,M	10% *	14%
Somewhat agree	17%	16%	17%	25% D,E	16%	11%	16%	14%	17%	19%	14%	20%	20%	24% J*	14%
Neither agree nor disagree	41%	42%	41%	34% C	45% C	44% C	40%	45%	42%	37%	44% L	39%	30%	42% *	41%
Somewhat disagree	8%	8%	8%	8%	7%	9%	9%	9%	8%	7%	9%	6%	4%	10% *	10%
Strongly disagree	13%	15% B	10%	8%	9%	19% C,D	11%	12%	13%	15%	15% K,L	8%	8%	9% *	13%
Don't know	7%	6%	8%	8%	6%	7%	7%	9%	6%	6%	8%	7%	4%	5% *	9%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Strongly agree	18%	15%	23% N.O	27% N.O	15%	11% **	14%	14% *	22% R	21% *	20%	17%	21% AC	18% AC	18% AC
Somewhat agree	26%	26%	35% N.O	29%	24%	38% **	24%	21% *	28%	30% *	26%	26%	23% Z	27%	30% Z
Neither agree nor disagree	32%	38% P	23%	32%	34%	46% **	37%	23% *	29%	31% *	34%	32%	31%	35%	32%
Somewhat disagree	6%	5%	5%	2%	7% V	- **	8% V	11% V*	3%	5% *	6%	6%	7%	6%	4%
Strongly disagree	9%	9%	7%	5%	11% V	- **	7% V	13% *	6%	6% *	7%	10%	9%	8%	8%
Don't know	10%	7%	7%	5%	8% V	6% **	10%	19% R*	11%	8% *	8%	10%	9%	6%	7%

**GOM\_q6\_5.** To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic artists in American pop music

Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Strongly agree	13%	9%	15% O	20% N.O	10%	6% **	7%	12% *	18% R,T	17% T*	16%	11%	14%	14%	10%
Somewhat agree	14%	15%	14%	16%	15%	20% **	12%	12% *	16%	7% *	16%	14%	16%	12%	15%
Neither agree nor disagree	46%	51% N	45%	44%	45%	57% **	54%	41% *	44%	47% *	43%	47%	44%	47%	48%
Somewhat disagree	7%	6%	9%	7%	7%	5% **	9%	2% *	7%	11% *	8%	6%	8%	8%	6%
Strongly disagree	13%	12%	11%	10%	18% V	6% **	13% V	24% V,W*	6%	9% *	12%	14%	12%	14%	13%
Don't know	7%	7%	5%	3%	5% V	6% **	5%	10% *	10% R	9% *	5%	8%	5%	5%	8%

**GOM\_q6\_6.** To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic actors on popular American television shows

Unweighted base	1213	412	234	126	582	17	134	46	359	75	330	883	430	349	265
<b>Base: All US Adults</b>	1210	381	208	116	570	17	127	43	381	73	330	880	447	343	255
Strongly agree	15%	12%	16%	23% N.O	12%	9% **	13%	12% *	20% R	17% *	17%	14%	17% AC	14%	13%
Somewhat agree	17%	18%	21% N	20%	16%	9% **	15%	9% *	21% *	11% *	19%	16%	17%	15%	20%
Neither agree nor disagree	41%	44%	38%	38%	43% V	70% **	47% V	36% *	36%	43% *	38%	42%	39%	44%	41%
Somewhat disagree	8%	7%	8%	4%	8%	- **	9%	16% V*	7%	8% *	11% Y	7%	8%	8%	8%
Strongly disagree	13%	13%	12%	9%	17% T,V	6% **	9%	12% *	8%	10% *	11%	13%	12%	14%	11%
Don't know	7%	6%	5%	5%	5% V	6% **	7%	14% R*	9% R	10% *	4%	8% X	7%	4%	7%

Cell Contents (Col



**YouGov Omnibus**  
**Hispanic Music**

US\_nat Sample: 13th - 14th September 2018



	Total	Prefer not to say
Strongly agree	18%	8%
Somewhat agree	26%	27%
Neither agree nor disagree	32%	30%
Somewhat disagree	6%	4%
Strongly disagree	9%	9%
Don't know	10%	22%
		Z,AA,AB

GOM\_q6\_5. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic artists in American pop music

	Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165	
Strongly agree	13%	10%	
Somewhat agree	14%	12%	
Neither agree nor disagree	46%	44%	
Somewhat disagree	7%	5%	
Strongly disagree	13%	14%	
Don't know	7%	15%	
		Z,AA,AB	

GOM\_q6\_6. To what extent, if at all, do you agree or disagree with the following statements?

Please select one option on each row.

- There should be more Hispanic actors on popular American television shows

	Unweighted base	1213	169
<b>Base: All US Adults</b>	1210	165	
Strongly agree	15%	10%	
Somewhat agree	17%	14%	
Neither agree nor disagree	41%	41%	
Somewhat disagree	8%	7%	
Strongly disagree	13%	15%	
Don't know	7%	14%	
		Z,AA,AB	

Cell Contents (Col