

# Latin Music Fans

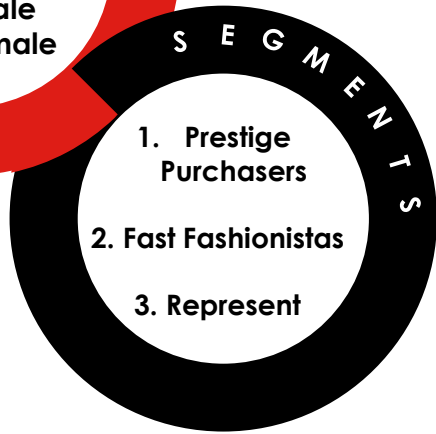
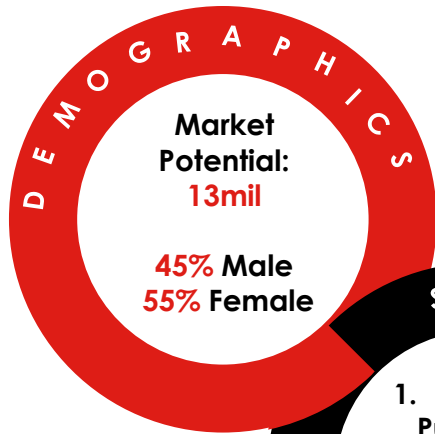
## USA

April 2020





# Latin Music Fan Profile



## Fast Facts



Are **Hispanic**



More likely to identify as **LGBTQ**

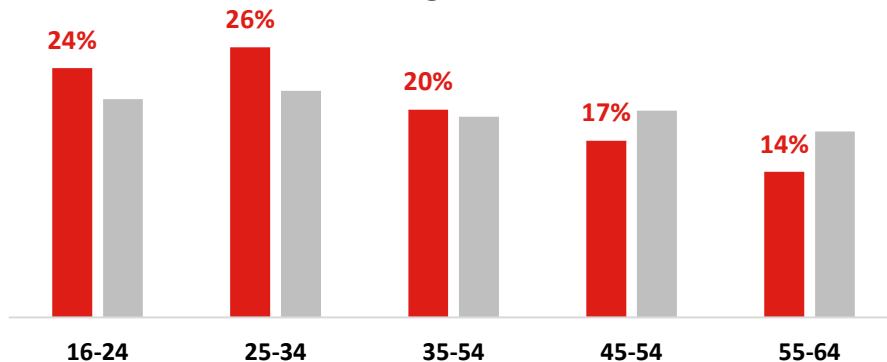


More likely to be into **Urban/Modern Art**

## Top Attitudes

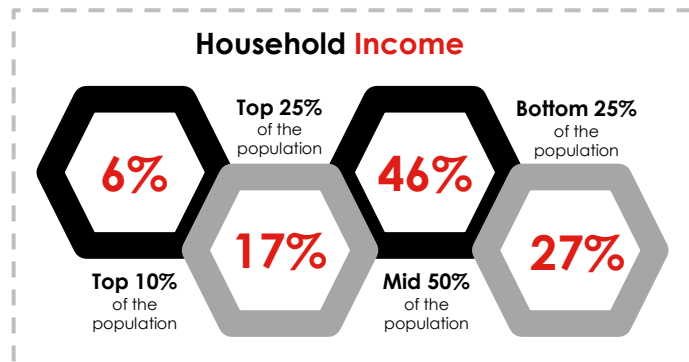


## Age



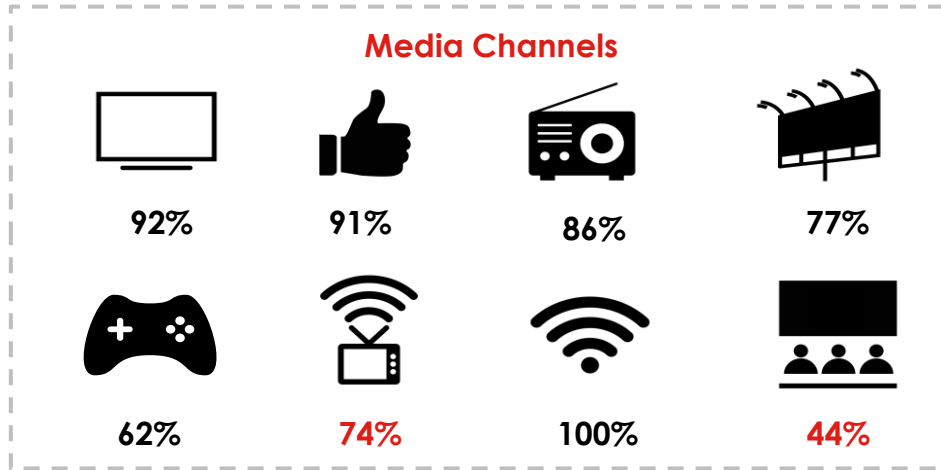
■ Latin Music Fans ■ USA Population 16+

## Household Income



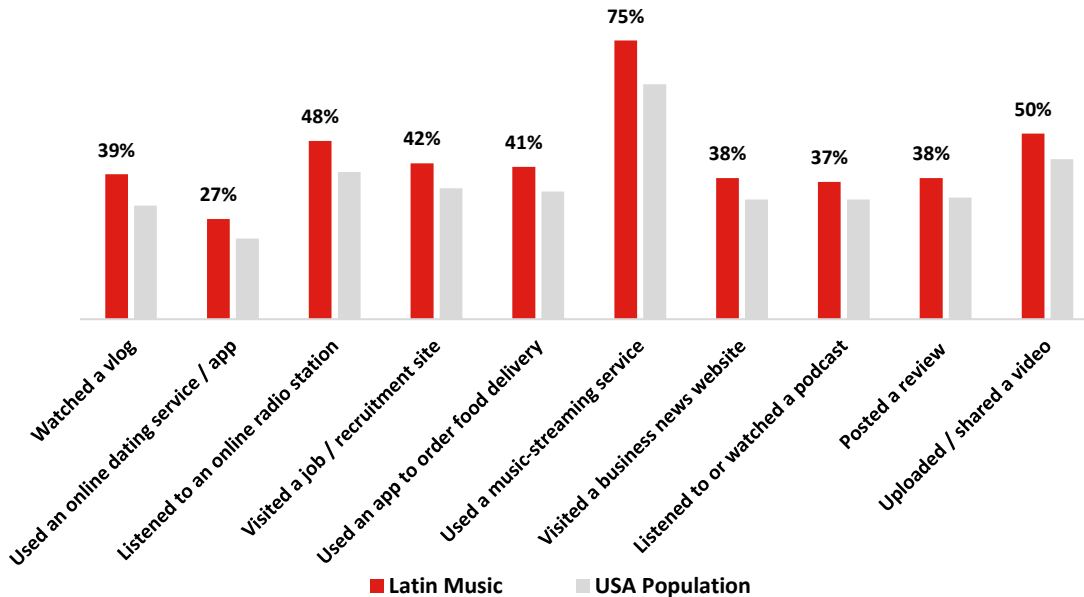


# Media Insights



- ### Media Properties
- CNN en Español
  - BBC World News
  - WhatsApp
  - Vice
  - Uber
  - The Guardian
  - Expedia
  - Airbnb
  - TIME.com
  - National Geographic

### Top Online Activities



- ### Social Media
- High Volume    High Propensity
- - 
  - 
  -

- ### Top TV Shows
- Jane the Virgin
  - Supergirl
  - Jimmy Kimmel Live
  - The Ellen DeGeneres Show
  - Dancing with the Stars



# Music Insights



I typically hear about new music from lots of different sources



Love...

J Balvin  
Bad Bunny  
David Guetta

## Top Radio Stations/Shows

Local Latin/Spanish-Language Stations  
Local Dance Music Stations  
All Songs Considered - NPR

1.6x

Live-streamed a music concert or festival

1.6x

Bought music gift cards for others

1.5x

Maintained a subscription to an artist/band/record company email or newsletter list

1.5x

Used an app that helped you find concert information

1.5x

Followed a music artist or band on a social network

75%

Stream Music

## Top Streaming Services



## Top Playlists

Today's Top Hits(Spotify)  
Global Top 50 (Spotify)

55%

Watch Music Videos on YouTube

# Thank you.

Reach out if you have any questions  
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