

## Me2: THE YOUNG LATINO IN AMERICA

Look-Look conducted a multi-tiered research study aimed at the 14-34 year old Young Latino American, or YLA. Its purpose was to explore their identity, ethnicity, intersectionality, and accessibility. In this study, unveiled last year, we were able to identify areas of space for young adults currently not being fulfilled.

### Key Findings:

#### IDENTITY: Lifestyle

- Youth First: they are members of a global community.
- Latino Second: Roles of family are most top of mind and are linked to their ethnic heritage.
- American Third: part of their environment, motivations and demeanor.

#### ETHNICITY: Attitudes

- Specific to Country of Origin
- Want to be unique, yet united
- Current definition of Latinos is based on language and looks: Seeking for a meaningful definition

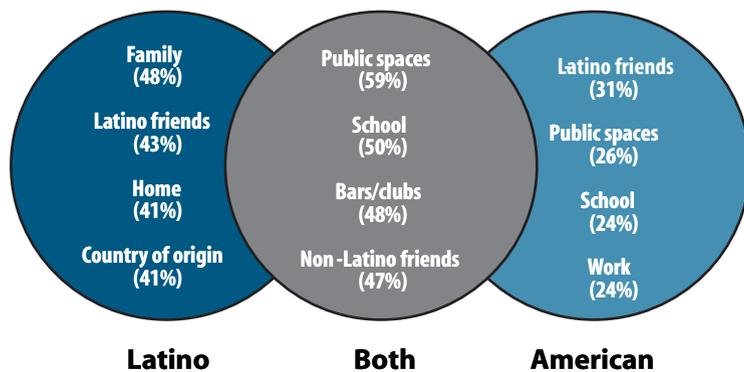
#### CULTURE: Behavior/Values

- YLA's navigate between Latino and American culture. Are in control which identity to reflect
- What Really Matters: being family oriented, proud, hard working, passionate, tied to tradition and religion, believe in higher education and giving back to the community

#### MEDIA: Beliefs

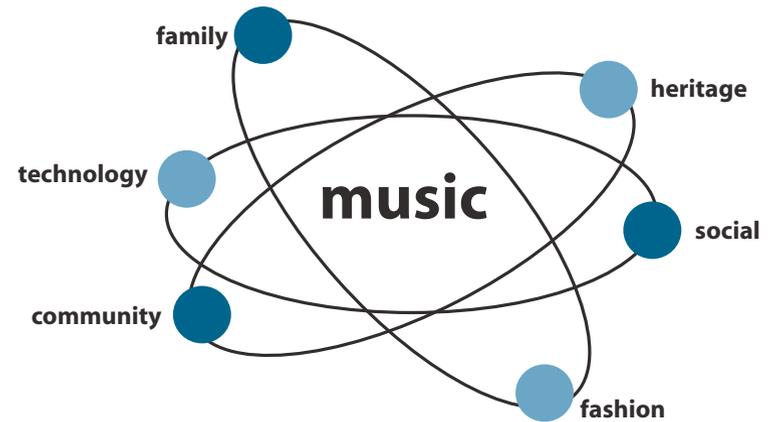
- Interested in maintaining a connection to their roots – afraid of losing it
- Envision a media outlet that accurately reflects them
- Felt Spanish-Language music is strong tie to their culture

YLA's are masters at navigating their spaces/identities  
77% are IN CONTROL of which identity all or most of the time



As part of mun2's continued commitment to understanding the audience, a follow-up study was conducted during the Spring of 2007, with focus on YLA's lifestyle and consumption patterns, preferences and affinities as they relate to categories such as music, fashion, technology, and social issues.

The convergence of technology, music, fashion and social issues allows YLA's to mix and match different elements to define their identity, heritage and culture.



### TECHNOLOGY:

Technology is the NEW PASSPORT -- it fuels and amplifies YLA's passions at it pertains to self-expression, entertainment, and strong connection to family and friends.

#### Product Ownership is High:

- A great majority have a DVD player (76%), cell phone (75%), CD player (68%), high-speed Internet (67%), desktop computer (67%) and digital camera (65%).
- 57% of young YLA's own an iPod.
- For 77% of 14-18 year olds and 65% of 19-24 year olds, the computer is the #1 way to listen to music.

### MUSIC:

YLA's are PASSIONATE MUSIC CONSUMERS as it plays a central role in the lives of YLA's with more than 3 in 4, or nearly 80% that consider it somewhat important, or very important, leading to an increased purchase of music, more formats and more genres

#### Downloading Music:

- 54% of YLA's download music.
- 79% of English Speaking YLA's download music on-line
- 50% download music through iTunes

- 45% of down-loaders ages 14–24 use P2P sites.

#### A WIDE VARIETY:

- YLA's are listening to a wide variety of music – both English and Spanish language genres – with Rap/Hip-Hop as the greatest interplay across genres.
- 61% of young YLA's listen to Rap/Hip Hop
- 65% of YLA's regularly listen to some type of Spanish music.
- Top 3 Spanish-Language Genres most listened to are: Reggaeton, Latin Pop, Cumbia/Salsa.
- Top 3 English-Language Genres most listened to are: English Pop, Rap/Hip-Hop, Rock

#### BRAND RELEVANCE:

- Last year's study revealed that while YLA's have a desire to succeed; they felt underserved by the media and entertainment brands.

**A near 80% of YLA's say they don't know of, or that there are no companies that directly target or create products for American Latinos.**

- As there is still a lack of relevant brands currently not recognized by YLA's, this leads to a wide fashion customization with a mix of styles, while gravitating to general market brands.
- YLA's identified their top 10 favorite brands as: **Old Navy, Nike, Target, Gap, Forever 21, Hot Topic, Adiddas, American Eagle, Ralph Lauren and Calvin Klein**

#### SOCIAL ISSUES:

**YLA's views of social issues impacting their community are heavily influenced by media.**

##### Topics of greatest concern to their community:

- Immigration, 66%
- Discrimination, 64%
- Race/Race violence, 60%
- Teenage Pregnancy, 57%

##### Topics of greatest concern to YLA's personally:

- 68% Family (a priority) – vs. 81% of Teens
- 66% Future Plans vs. 80% of Teens
- 65% Friends vs. 81% of Teens
- 64% Body Image vs. 85% of Teens
- 64% Career vs. 79% of Teens

For more information contact Millie Carrasquillo, Sr. VP Research, Telemundo Networks (305) 889-7970

Source: mun2/Look-Look.