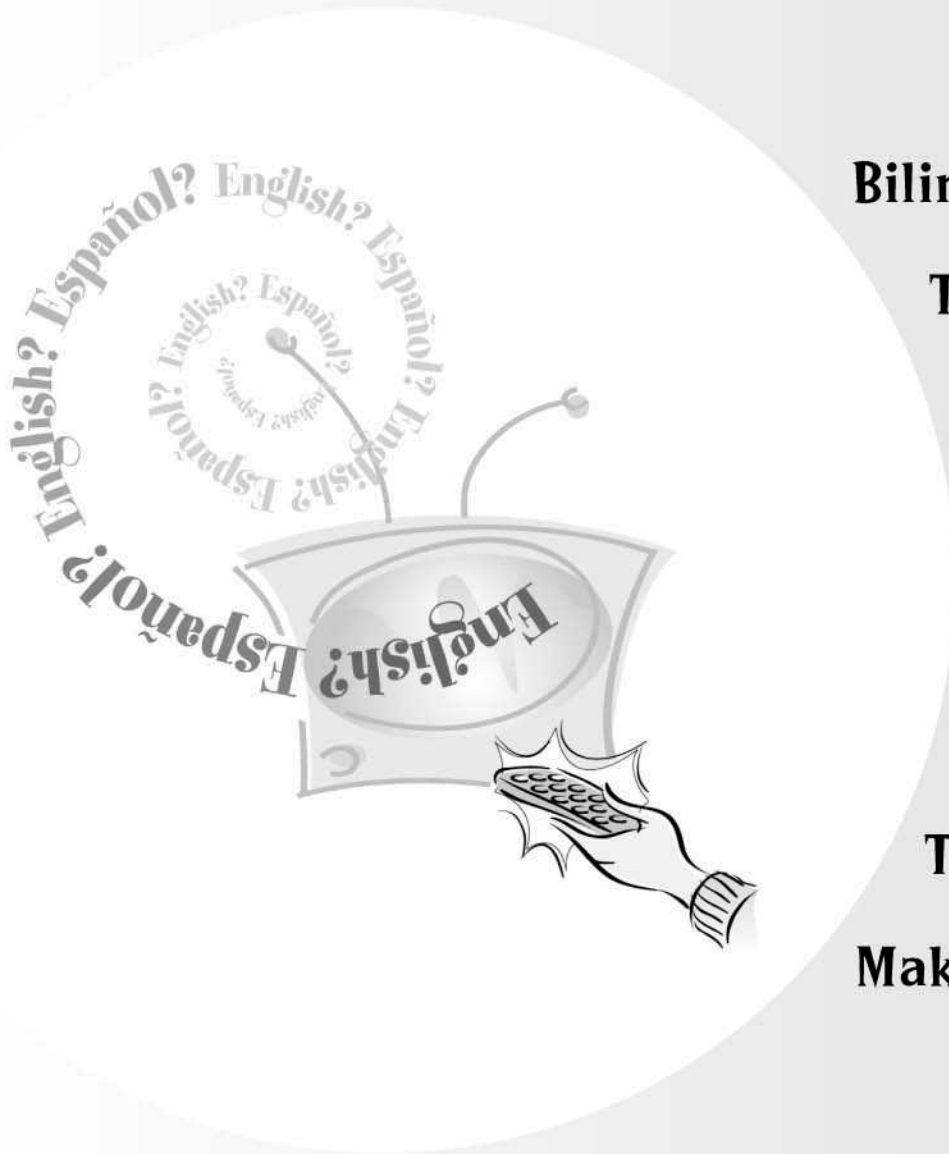
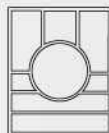


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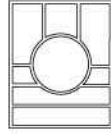


**Bilingual
Television
Viewers
and the
Language
Choices
They
Make**

Louis DeSipio



The Tomás Rivera
POLICY INSTITUTE



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Founded in 1985, the Tomás Rivera Policy Institute advances critical, insightful thinking on key issues affecting Latino communities through objective, policy-relevant research, and its implications, for the betterment of the nation.

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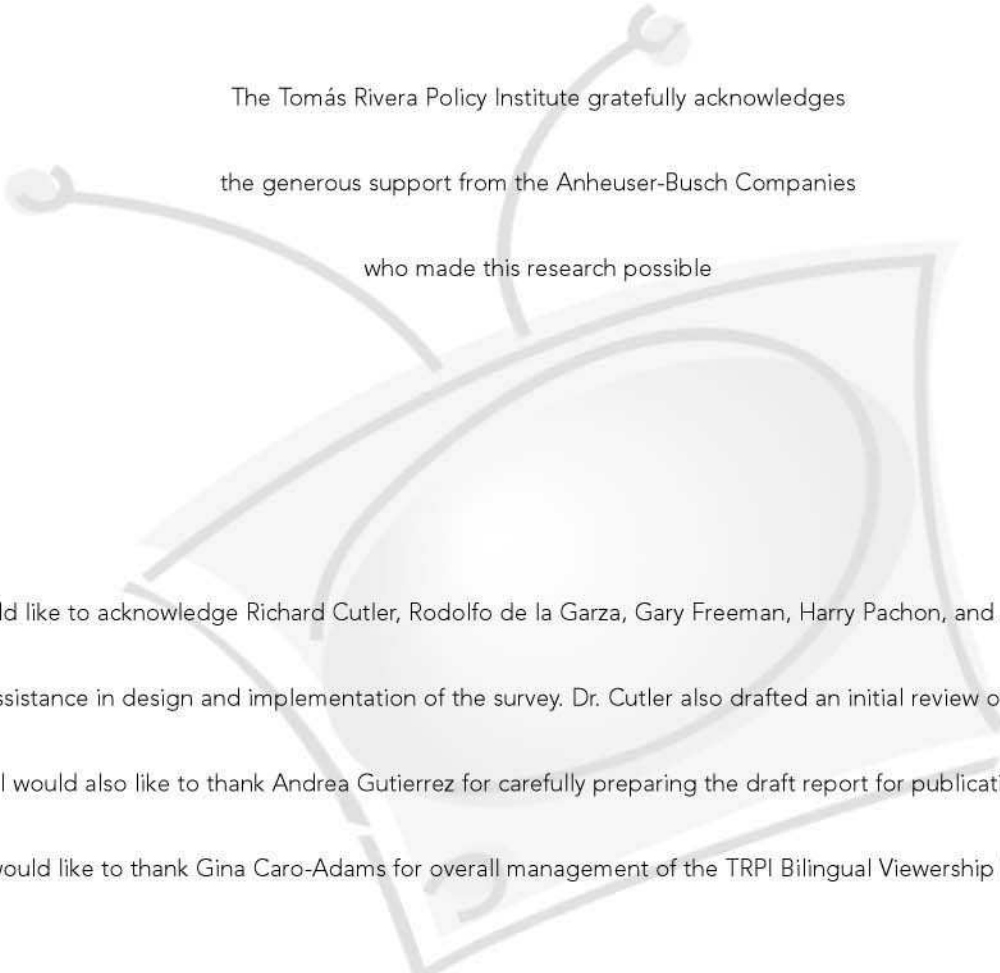
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Louis DeSipio

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INTRODUCTION

Among Latino¹ viewers who have the language skills to view television in Spanish or English, what role does the language of television programming play in their viewing decision? It was this question that drove a Tomás Rivera Policy Institute (TRPI) study of the approximately 75 percent of Latino adult viewers who watch television in both Spanish and English. This bilingual viewing option makes these Latinos a unique television audience.

TRPI has long had an interest in how Latinos use media and how they are portrayed in the media (see Appendix One for a list of TRPI reports on Latinos and the media). In 1998, TRPI conducted a national study of television portrayals of Latinos. One of the most significant findings of this study is that Latinos have a wider palette of television programming options than does the population as a whole. Fully three-quarters of Latinos routinely watch television in English and Spanish (see Table One).

The 1998 TRPI Latino Viewership Study was primarily designed to assess how Latinos perceived the way in which they are portrayed on television. The subsequent finding of the overwhelming bilingual viewing patterns in this population is the impetus for the study reported on here. After briefly describing the survey methodology and sociodemographic characteristics of the respondents (who are a unique sub-sample of the Latino population as we will show), we examine three sets of explanations for why bilingual viewers would shift their viewing between Spanish- and English-language programming:

- 1 use of technologies facilitating viewing in both languages
- 2 the language-viewing preferences of other household members
- 3 the content and programming choices available in English and Spanish

We then discuss respondents' assessments of their own decisions about switching languages of programming and suggest some policy implications of Latinos' ability to move between Spanish- and English-language programming.

◀ Table One ▶

Language of Viewership Among Latinos

<i>Language of Regular Television Viewing</i>	
Exclusively Spanish	11 percent
Primarily Spanish	13 percent
Both equally	50 percent
Primarily English	12 percent
Exclusively English	13 percent
Don't watch television	1 percent

Source: Tomás Rivera Policy Institute. Talking Back to Television: Latinos Discuss How Television Portrays Them and the Quality of Programming Options. 1998.

¹ TRPI uses the terms "Hispanic" and "Latino" interchangeably in this report.

The TRPI Latino Viewing Choices Survey

The TRPI Latino Viewing Choices Survey includes 1,232 respondents divided roughly evenly among three cities—Los Angeles, Houston, and New York. These cities were selected because they represent rich media markets with multiple Spanish-language viewing options available over the airwaves. TRPI designed the questionnaire for the survey to capture bilingual viewing behaviors and ensured that the English and Spanish versions were comparable. The questionnaire and the frequencies of answers to close-ended questions appear in Appendix Two.

The survey was conducted by telephone by Los Angeles-based Interviewing Services of America (ISA) between December 10, 2001 and January 7, 2002. ISA identified possible households for inclusion through the use of a listing of residential phone numbers assigned to individuals with Spanish surnames. All interviewers were fully bilingual. On average, the survey took 15 minutes to complete. ISA estimates the response rate at approximately 82 percent.

TRPI designed the Latino Viewing Choices Survey with twin objectives in mind. First, we wanted to measure the factors that spur switching between Spanish- and English-language television among Latino viewers who routinely watch programs in both languages. Second, we wanted to see if there were consistent differences between younger Latino adult viewers—often the target of advertisers—and older Latino adult viewers. The twin objectives guided the design of the survey. To ensure that the respondent pool included not just bilingual viewers, but viewers who routinely watched television in both languages, we only included individuals who reported they had watched at least one hour of Spanish-language television and one hour of English-language television within the last month. Second, in order to ensure that we included a sufficient number of younger respondents to allow for comparison of younger and older respondents

(all respondents are adults—18-years of age or older), we slightly over-sampled respondents aged 18 to 34 to ensure that they made up half of respondents in each of the cities. When statistically significant differences exist between the 18- to 34-year-old respondents and those 35-years of age or older on the results reported below, we will identify these differences.

As had been found in the 1998 TRPI Latino Viewership Study, Latinos are avid television viewers. One-third of respondents watched more than four hours of television per day, while the average respondent reported that he/she watched between two and three hours of television daily. More than twenty percent of respondents reported viewing more than five hours of television on weekdays and 19 percent did so on weekends.

Survey Respondents

The respondents to the survey represented a broad cross-section of Latino communities in the three cities in which the survey was conducted. It is not possible to compare directly the demographic portrait of the survey respondents with Latinos in these cities. Based on the results of the 1998 TRPI Latino Viewership Study, we would expect that the sampling criteria would shape the respondent pool in such a way that it would include a large share of the Latino immigrant/migrant population in these cities and exclude many native-born Latinos who were less likely to watch any Spanish-language programming. To the extent that the survey respondents were more likely to be born abroad, they would have the demographic characteristics of immigrants, specifically, lower than average levels of formal education and income. They should also be a bit younger on average than Latinos as a whole.

These expectations seem to have been borne out. Slightly more than 80 percent of the survey respondents were born abroad or in Puerto Rico. Of the remaining respondents who were born in the United States, nearly two-thirds were the children of immigrant parents. Confirming the findings of the 1998 TRPI Latino Viewership Study, bilingual viewers are overwhelmingly immigrants. Although we did not ask

length of residence in this survey, it would be reasonable to assume that these are not the most recent immigrants to the United States. The 1998 TRPI Latino Viewership Study found that, among immigrants, Latinos who exclusively watch Spanish-language television were generally more recent immigrants to the United States.

The average respondent to the TRPI Latino Viewing Choices Survey was a 38-year-old married woman. Most respondents who answered survey questions in Spanish reported that they spoke English either "not very well" or "not at all." Just one-third reported that they spoke English "very well" or "well." Among the English-language respondents, on the other hand, most reported that they spoke Spanish; more than 59 percent spoke Spanish "very well" and 24 percent spoke it "well." Our respondents, then, represent an interesting linguistic mix of the Spanish-dominant with weak English-speaking skills and the bilingual English-dominant. Nearly 80 percent of survey respondents conducted the survey in Spanish and the remaining 20 percent did so in English.

While respondents' preferences are overwhelmingly toward answering survey questions in Spanish, their linguistic world is somewhat more diverse. The survey assessed the language most frequently used by respondents when away from home (such as in the workplace or when shopping). Respondents were nearly evenly divided, with approximately one-third reporting that they speak English when they are outside of the home, a third reporting that they speak Spanish, and a third reporting that they use both languages equally. Younger respondents were more likely to speak English outside the home while older respondents were more likely to speak Spanish. In sum, while many Spanish-dominant respondents may not perceive that they speak English well, many not only watch English-language television, but they also routinely use English in their public lives.

Latinos are avid television viewers. One-third of respondents watched more than four hours of television per day.

The sociodemographic characteristics of the respondents reflect the high share of immigrants among the respondents (77%). A slight majority had less than a high school education. More than one-quarter reported between one and eight years of formal education. Slightly more than one-quarter were high school graduates and just 11 percent had completed college. On average, respondents aged 18- to 34-years of age had more formal education. The average respondents in this age cohort had earned a high school degree.

Family incomes were lower on average than for the Latino population as a whole. The average reported family income in 2001 was \$24,999 or less. Less than 10 percent of respondents reported family incomes exceeding \$50,000 in 2001, so the average respondent to the TRPI Latino Viewing Choices Survey are among the working poor for whom television provides a key entertainment resource.

Among the immigrant respondents to the survey, nearly half were permanent residents. Approximately one-third had naturalized as U.S. citizens. Respondents trace their origin or ancestry to all parts of Latin America and the Caribbean. Mexico made up the largest country of origin/ancestry. Approximately 54 percent of respondents reported Mexican ancestry. The Dominican Republic was the country with the next largest share, with approximately 18 percent of respondents.



VIEWING TECHNOLOGY IN LATINO HOMES

Technologies, from the most basic to the more complex, ensure that most bilingual Latinos have access to both Spanish- and English-language programming in their homes. Just 12 percent of households with bilingual viewers, for example, are not able

The airwaves are a less frequent source of Spanish-language programming. Just 30 percent of households receiving Spanish-language programming receive it over the airwaves, either exclusively or in combination with other forms of transmission. Respondents 35 years of age and older were more likely than younger viewers to rely on the airwaves to get their television programming.

The dominant mode of transmission is cable which accounts for approximately 70 percent of the households under study.

to receive such programming at home. The dominant mode of transmission is cable which accounts for approximately 70 percent of the households under study. Most of these households who receive Spanish-language programming via cable do not supplement their viewing technologies with other forms of transmission, though about one in seven do.

Satellite television is somewhat rarer among Latino bilingual viewers. Just 11 percent receive Spanish-language programming by satellite. Although relatively few respondents reported that they received Spanish-language programming by satellite, the few that do may well be on the cutting edge of a new programming resource in Latino communities. Fully, half of those with satellite television reported that they used the technology to watch programs from their country of origin or ancestry in Latin America. Use of satellite technology did not vary between immigrant and U.S.-born Latinos. There was, though, variation between Latinos of different national origins. Approximately 60 percent of Mexican immigrants and Mexican Americans viewed satellite broadcasts of programming from Mexico. No Dominicans or Puerto Ricans with satellite dishes, on the other hand, used the technology to view home country programming.

One out of six respondents report utilizing SAP technologies often.

One technology that offers a resource for viewers who wish to receive programming in a language other than a dominant one is Secondary Audio Programming (SAP). SAP allows viewers to substitute Spanish for English on programs that are broadcast in an SAP format. Most televisions and VCRs manufactured since 1995 have this technology, though their owners may not be aware that they do. Approximately 42 percent of Latino bilingual viewers report that they have SAP technologies on televisions in their homes. One out of six respondents report utilizing SAP technologies often.

We interpret these data to show that technologies offer Latinos access to programming in both Spanish and English. Most Latino bilingual viewers can view Spanish-language programming in their homes with cable being the most common source. These technologies, and particularly satellite dishes, offer access to Spanish-language programs that were simply unavailable until the

recent past. As this technology becomes more common in Latino communities, it seems likely that viewing patterns will become even more diverse. Cable and satellite broadcasts of Spanish-language programming from Latin American countries will help ensure the availability of programming outside of the core areas of Latino residence that were the focus of this survey.



HOUSEHOLD COMPOSITION

A second possible spur to bilingual viewing has to do with the viewing preferences of other household members. Latino households often include individuals of various immigrant statuses and, consequently, linguistic abilities. This pattern appears among respondents to the TRPI Latino Viewing Choices Survey. Respondents reported that nearly half of the households included adult residents who could speak no English. Although the numbers were smaller, approximately 12 percent of households reported that their households included adult members who could speak no Spanish. The languages routinely spoken in these households reflect these various linguistic abilities. Few (approximately 11 percent) spoke to other adult household members in English. English was more commonly used when speaking to children in the household: nearly 23 percent routinely spoke to children in English. Perhaps not surprising considering the high share

of immigrants among the sample, Spanish was a somewhat more common language for communication in respondents' households than is English. The survey shows 31 percent of conversations with adults and 34 percent of

Approximately two-thirds of respondents reported children in the household preferred English-language programming. This reflects both the linguistic abilities of the children and the relative dearth of Spanish-language programming targeted at them.

conversations with children were in Spanish. The remainder reported speaking bilingually in the household. These findings indicate that the linguistic diversity in households may drive language choices in viewing.

Television viewing in Latino households is overwhelmingly a family affair.

Household dynamics add another factor to individual decisions about what television language to watch. Television viewing in Latino households is overwhelmingly a family affair and selecting programming is often not an individual preference. The most common viewing companions were other family members. Fully two-thirds of respondents reported that they regularly watched television with other adults in the household, with their children, or with both.

The survey revealed the language preferences of these other household members. Other household adults followed the patterns of the respondents. They reported that half watched Spanish and English equally. Of the remainder, adult family members were approximately twice as likely to prefer Spanish-language programming to English-language programming. Children in the household, on the other hand, were much more likely to prefer English-language programming. Approximately two-thirds of respondents reported that children in the household preferred English-language programming while just 4 percent preferred Spanish-language programming. Confirming a finding from the 1998 TRPI Latino Viewership Study, this reflects both the linguistic abilities of the children and the relative dearth of Spanish-language programming targeted at them.



CONTENT AND PROGRAMMING CHOICE

A final reason that bilingual Latinos may decide to shift between Spanish- and English-language programming has to do with the types of programs that are aired in each language and the content of shows broadcast in each language. The TRPI Latino Viewing Choices Survey assessed a variety of content and programming related factors that might influence viewing language choices. As we will indicate, these factors served both to attract and to discourage viewing in each language.

Programming Type

Latinos engage Spanish- and English-language media quite differently depending on the type of program. Among bilingual viewers, the majority of Latinos watched news in Spanish (see Table Two). Just 16 percent reported watching news programming in English. Spanish was also the dominant language of viewership for soap operas and variety programming. Movies, sports, and situation comedies, on the other hand, saw more of a language prefer-

ence mix among bilingual viewers. Respondents who viewed movies on television were approximately 2.5 times as likely to view the movies in English as Spanish. Sports viewing was the most equally divided between the languages. Approximately one-third of respondents reporting English-, Spanish-, and bilingual sports viewing.

It should be noted that respondents were not equally likely to view each of these types of programming. The final column of Table Two indicates the number of survey respondents who reported that they watched each form of programming. News is the most frequently watched, with more than 89 percent of respondents reporting they regularly view these programs. Sports was the least frequently viewed of the six programming types. Just 47 percent of respondents watched sports. Respondents aged 18 to 34 were more likely to watch comedies and to watch them in English.

Although survey respondents indicated that they were considerably more likely to view Spanish-language news programs than English-language news programs, their behaviors in the days after the attacks on the World Trade Center and the Pentagon suggest that specific news events can break these patterns. In the days after 9/11, the majority of respondents (56 percent) watched

Viewers aged 35 and older were more likely to report a positive response to candidates and elected officials speaking to them in Spanish.

◀ Table Two ▶

Languages Used for Major Types of Television Programming, Bilingual Latino Viewers

Programming type	English %	Spanish %	Mix of Spanish and English %	Survey respondents who watch of 1,232 respondents
News	16.3	57.0	26.7	1,098
Movies	39.2	14.7	46.1	737
Sports	30.2	36.1	33.7	579
Situation comedies	24.9	39.4	35.7	720
Soap operas	3.3	88.6	8.2	699
Variety or talk programs	8.4	63.1	28.5	748

Source: Tomás Rivera Policy Institute. Latino Viewing Choices Survey. 2002.

Among bilingual viewers, the majority of Latinos watched news in Spanish.

Just 16 percent reported watching news programming in English.

both English and Spanish media. Thirteen percent watched just English-language programming and 30 percent watched just Spanish. These patterns did not vary between the 18- to 34-year-old respondents and the older respondents.

◀ Table Three ▶

Frequency of Viewership of Spanish-language Networks Among Bilingual Latino Viewers

<i>Frequency of viewership</i>	
All of the time	33 percent
Most of the time	24 percent
About half the time	14 percent
Some of the time	25 percent
Not at all	4 percent

Source: Tomás Rivera Policy Institute. Latino Viewing Choices Survey, 2002.

◀ Table Four ▶

Top Ten "Favorite" TV Programs Among Bilingual Latino Viewers

1	<i>Amigas y Rivales</i>	(8.3%)
2	<i>Sábado Gigante</i>	(7.9%)
3	<i>Laura</i>	(5.3%)
4	<i>El Gordo y la Flaca</i>	(3.8%)
5	<i>Cristina</i>	(3.3%)
6	<i>Noticias Univision</i>	(3.3%)
7	<i>La Intrusa</i>	(3.1%)
8	<i>El Derecho de Nacer</i>	(2.5%)
9	<i>Despierta América</i>	(2.0%)
10	<i>Discovery Channel</i>	(1.7%)

Note: Percentages are of respondents who identified a favorite television show. Of 1,232 survey respondents, 944 identified a favorite program.

Source: Tomás Rivera Policy Institute. Latino Viewing Choices Survey, 2002.

The TRPI Latino Viewing Choices Survey also assessed the specific appeal of the Spanish-language networks such as Univision and Telemundo. The survey asked respondents to think about viewing patterns over the past month and to assess the frequency with which they watched the

Spanish-language networks (see Table Three). Approximately one-third reported that they watched these networks "all of the time" and almost all respondents reported that they watch the Spanish-language networks at least some of the time. Slightly less than 30 percent were infrequent or non-viewers of Univision and Telemundo. These viewing patterns were consistent across age groups.

Content

The content of what Latinos view also shapes language choices. TRPI assessed this phenomenon in several ways. First, we asked respondents about their favorite television program. Overwhelmingly, the single favorite program identified by survey respondents was a program on Spanish-language television networks (see Table Four). The presence of these favorite television programs on Spanish-language stations suggests the continuing pull that Spanish-language television has on bilingual Latino viewers. *Amigas y Rivales* and *Sábado Gigante* were the two most frequently mentioned favorite programs. Although no one of these top ten favorite shows individually accounts for more than 9 percent of respondents preferences, the nine favorite shows that appear on Spanish-language television account for more than 40 percent of the respondent preferences. Twenty five percent of respondents did not name a favorite program.

The presence of Latino actors or a message targeted to Latino audiences is a second way in which content could draw Latino bilingual viewers to specific programming. While 51 percent of respondents said that Latino actors alone do not drive them to watch a specific program, 46 percent of respondents reported that they do select programs to watch because they have Latinos or Latinas in prominent roles.

Respondents were split almost evenly in the importance of candidates for office or elected officials speaking to them in Spanish: 47 percent of bilingual viewers reported that they were more likely to pay attention when addressed in Spanish than when addressed in English. However, 45 percent of respondents said that the

language of political communication made no difference to them. Respondents aged 35 and older were more likely to report a positive response to candidates and elected officials speaking to them in Spanish.

A final way in which content influences viewing decisions has the potential to drive viewers away from broadcasting in one language or the other. This occurs when viewers see material that they find offensive. Although relatively few respondents reported remembering a specific program that negatively or offensively portrayed Latinos/Hispanics, respondents indicated that they had seen offensive material on both English- and Spanish-language stations. Nearly half reported that the offensive material appeared on an English-language station. Approximately one-third reported that it appeared on Spanish-language stations. Approximately 18 percent reported offensive material on both English- and Spanish-language stations. Viewers aged 18 to 34 were more likely to report that offensive material appeared on English-language stations, while respondents aged 35 or older were more likely to report the offensive material appeared on Spanish stations. This perception of where offensive material appears on TV represents the largest gap in answers between the age cohorts in the study.

When bilingual viewers see offensive material, their most common response was to change the channel. Nearly three in four respondents reported that they had responded this way (see Table Five). Another third (multiple responses to this question were allowed) had turned off the television in response to viewing offensive material; respondents ages 35 or older were more likely to respond in this way. As TRPI has found in previous studies, there are potentially serious negative consequences for sponsors of programs with offensive material. More than one-quarter of respondents reported that they had stopped buying products advertised on programs with material they found offensive.

More than one-quarter of respondents reported that they had stopped buying products advertised on programs with material they found offensive.

◀ Table Five ▶

Responses When Bilingual Viewers Saw Offensive Material

<i>Response</i>	
Keep watching	36 percent
Change the channel	74 percent
Turn off television	31 percent
Write or call to complain	6 percent
Stopped buying products advertised on the program	27 percent

Note: Multiple responses accepted.

Source: Tomás Rivera Policy Institute Latino Viewing Choices Survey. 2002.

When bilingual viewers see offensive material, their most common response was to change the channel.



CONCLUSIONS

WHY DO LATINOS SWITCH BETWEEN ENGLISH AND SPANISH PROGRAMMING?

Technology, family considerations, and programming content each influence viewing behaviors among bilingual Latino television consumers. Although it is not possible to identify the relative influence of each of these factors, survey respondents do offer some insights into their viewing decisions. In terms of technology, the rela-

In terms of decisions to switch between the languages, respondents were most likely to cite programming content reasons. Nearly 70 percent of respondents switched languages when they wanted to see a different program or what was on other stations (see Table Six). Another seven percent switched to avoid commercials. Family related

preferences played a much smaller role in viewing decisions. Just five percent reported that they had changed because other viewers wanted to see programming in a different language. Language skills also played a relatively small role. Just seven percent of respondents reported that viewing decisions were made based on another family member's inability to understand what was being said. Material offensive either to the respondent or to what they believed their children should see also played a small role in language-switching decisions.

These individual assessments of television language switching probably obscure some of the complexity of the actual behaviors. Clearly, different types of programming draw different language preferences among bilingual Latino tele-

vision viewers. News programming in particular draws a high share of bilingual Latino viewers and many of these clearly prefer Spanish to English-language programming. Children's programming, on the other hand, draws children in Latino bilingual viewing households to English-language television. While not an every day occurrence, offensive

tively low levels of the use of SAP among respondents who had access to such technology indicates that these respondents do not perceive that they are short of Spanish-language programming options. Similarly, satellite broadcasting was relatively little used, at least in the three urban areas under study.

◀ Table Six ▶

Bilingual Viewers Reasons for Changing from a Program in One Language to a Program in Another Language

Reason for changing language

Desire to see a different program	54 percent
Desire to see what's on other stations	16 percent
Desire to skip commercials	7 percent
Someone else wants to see a different program	5 percent
Respondent doesn't understand what's being said	4 percent
Someone else doesn't understand what's being said	3 percent
Respondent frequently changes channels	2 percent
Program has material that respondent finds offensive	1 percent
Program has material that children shouldn't watch	1 percent
Other	7 percent

Source: Tomás Rivera Policy Institute Latino Viewing Choices Survey, 2002.

material does cause bilingual Latino viewers to change the channel and potentially change the language of viewing. These offensive portrayals are about fifty percent more likely on English-language stations than Spanish-language stations, but appear in large numbers on both.

The demographic portrait of the survey respondents reflects a final dimension of the question of language preference in Latino television viewing. A survey is a portrait, so it cannot speak directly to change. But, the fact that bilingual Latino viewers are overwhelmingly made up of immigrants and, to a lesser extent, the children of immigrants indicates that, if current trends continue, U.S.-born Latinos will move away from bilingual viewing and Spanish-language television. These bilingual viewers are overwhelmingly immigrants who, in most cases, evaluated their English speaking abilities as poor, yet watched television in both languages. High levels of immigration ensure that Spanish-language television will have a large and growing audience for the foreseeable future. The results of the TRPI Latino Viewing Choices Survey, as well as the 1998 TRPI Latino Viewership Study, indicate that the audience for Spanish-language television does not include a large share of U.S.-born, more acculturated Latinos. While targeted programming options, particularly news programming, could attract this audience, it will not be the dominant audience for Spanish-language programming.

Policy Implications

1 News programming draws bilingual Latino viewers to Spanish-language stations. This finding indicates a strength of Spanish-language broadcasting and a weakness of English-language broadcasting. For policymakers, candidates, elected officials, and others seeking to speak to public issues, Latinos can only be reached through a combination of English and Spanish media. English-language media must recognize that they have not been as successful in attracting immigrant and other bilingual Latino viewers through their news broadcasts as they have through entertainment programming.

2 As TRPI noted in its 1998 TRPI Latino Viewership Study, Latino children are less likely to watch Spanish-language programming than are adults in the same households. In the short run, this reflects a failure of Spanish-language stations to develop programming for children. Licensing standards requiring educational programming must be applied equally to Spanish- and English-language networks. In the longer run, however, Spanish-language broadcasting will pay a price for this neglect. The demographics of survey respondents indicate that the bilingual viewing audience is overwhelmingly made up of immigrants. Their native-born children, if current patterns continue, will move toward more exclusive viewing of English-language programming and will be lost as an audience for Spanish-language broadcasters.

3 Many bilingual Latino viewers respond to candidates and elected officials who make the effort to speak to them in Spanish. Such an effort only matters to about half of respondents, but for those who it does matter, there is an overwhelmingly positive reaction. Clearly, candidates and office holders need to speak also to the substantive needs of Latinos, but language can offer a tool to make an initial connection.

4 Satellite technologies offer a new resource for Latino immigrants to maintain an ongoing civic connection to their countries of origin. Although there has been much scholarly discussion of transnationalism among Latino immigrants, there has been relatively little evidence that such an ongoing engagement between migrants and their home communities/countries exists on a mass basis. As satellite dishes became a more common source of television broadcasting in Latino homes, service providers must be encouraged to carry programming from Latin America and the Caribbean so that Latino immigrants can stay informed about home-country politics.



APPENDIX ONE

TRPI MEDIA STUDIES

Television

Talking Back to Television:

Latinos Discuss How Television Portrays Them and the Quality of Programming Options. 1998

Engaging Television in English y Español. 1999.

Film

Missing in Action: Latinos In and Out of Hollywood. 1999

Still Missing: Latinos In and Out of Hollywood. 2000.



APPENDIX TWO

TOMÁS RIVERA POLICY INSTITUTE

LATINO VIEWING CHOICES SURVEY

1. Are you able to receive Spanish-language television stations clearly in your home?

Yes	87.7%
No	12.3%

n=1,229
2. In your home, do you receive Spanish-language stations as part of a cable service, through a satellite service that you subscribe to, over the airwaves, or through a combination of these technologies?

Cable	60.1%
Airwaves	24.1%
Satellite dish	7.8%
Cable and airwaves	5.3%
Satellite dish and airwaves	0.9%
Satellite dish and cable	0.7%
Satellite dish, cable, and airwaves	1.2%

n=913
3. Are any of the televisions that you watch regularly equipped with a language translation device, commonly called SAP?

Yes	41.6%
No	58.4%

n=1,177
4. How often do you use the SAP device when you watch television at home? Do you use it very often, often, seldom, or do not use it at all?

Very often	10.9%
Often	27.8%
Seldom	28.2%
Do not use it at all	33.1%

n=486
5. On average, how many hours do you watch television per day Monday through Friday?

None	1.6%
Less than one hour per day	9.1%
1 – 2 hours	27.6%
2 – 3 hours	19.3%
3 – 4 hours	11.3%
4 – 5 hours	9.7%
More than 5 hours	21.5%

n=1,212
6. On average, how many hours do you watch television per day Saturday and Sunday?

None	10.1%
Less than one hour per day	12.2%
1 – 2 hours	21.8%
2 – 3 hours	15.4%
3 – 4 hours	13.6%
4 – 5 hours	8.3%
More than 5 hours	18.6%

n=1,210

7. When you watch television are you usually?
- | | |
|---|-------|
| Alone | 25.6% |
| With adult family members | 17.3% |
| With your children | 17.8% |
| With adult family members and your children | 32.8% |
| Or with friends | 5.8% |
| Other | 0.7% |
- n*=1,225
8. Thinking about the other adult members of your household, are they more likely to watch television in English, in Spanish, or equally in both languages?
- | | |
|----------------------------------|-------|
| English | 16.8% |
| Spanish | 33.1% |
| Both equally | 46.0% |
| NO OTHER ADULTS IN THE HOUSEHOLD | 4.1% |
- n*=1,225
9. How about the children in your household? Are they more likely to watch television in English, in Spanish, or equally in both languages?
- | | |
|------------------------------|-------|
| English | 48.7% |
| Spanish | 2.5% |
| Both equally | 19.3% |
| NO CHILDREN IN THE HOUSEHOLD | 29.4% |
- n*=1,223
10. How often do you watch news programs on television? Is it very often, often, seldom, or you do not watch news programs at all?
- | | |
|------------|-------|
| Very often | 59.4% |
| Often | 19.7% |
| Seldom | 10.4% |
| Not at all | 10.6% |
- n*=1,231
11. Do you prefer to watch the majority of news programs in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 16.3% |
| Spanish | 57.0% |
| A combination of English and Spanish | 26.7% |
- n*=1,098
12. [IF ANSWERED "A COMBINATION OF ENGLISH AND SPANISH" IN Q 11] You have told us that you watch news programming in both Spanish and English. Some people say that there are differences between the coverage of the news on Spanish news programs and English news programs. Others say that there are no real differences. How about you, do you think that there are differences in the coverage of the news on English and Spanish news programs?
- | | |
|-------------------------------|-------|
| Yes, there are differences | 63.6% |
| No, there are not differences | 36.4% |
- n*=286
13. In the aftermath of the attack on September 11th, 2001, did you watch coverage in English, Spanish, or both?
- | | |
|-----------------------------------|-------|
| English | 12.5% |
| Spanish | 30.3% |
| BOTH | 56.2% |
| DID NOT WATCH TELEVISION COVERAGE | 1.0% |
- n*=1,220
14. When a politician or an elective office holder speaks to you in Spanish are you more likely to pay attention, less likely to pay attention, or does it make no difference to you?
- | | |
|------------------------------|-------|
| More likely to pay attention | 47.4% |
| Less likely to pay attention | 7.2% |
| Makes no difference | 45.4% |
- n*=1,208
15. Do you regularly watch movies on television?
- | | |
|----------------------------|-------|
| Yes, watch regularly | 60.0% |
| No, do not watch regularly | 40.0% |
- n*=1,230

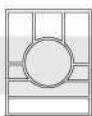
16. Do you watch the majority of movies in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 39.2% |
| Spanish | 14.7% |
| A combination of English and Spanish | 46.1% |
- n*=737
17. Do you regularly watch sports programs and sporting events on television?
- | | |
|----------------------------|-------|
| Yes, watch regularly | 47.1% |
| No, do not watch regularly | 52.9% |
- n*=1,228
18. Do you watch the majority of sports programs and sporting events in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 30.2% |
| Spanish | 36.1% |
| A combination of English and Spanish | 33.7% |
- n*=579
19. Do you regularly watch comedy programs on television?
- | | |
|----------------------------|-------|
| Yes, watch regularly | 58.6% |
| No, do not watch regularly | 41.4% |
- n*=1,230
20. Do you watch the majority of comedy programs in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 24.9% |
| Spanish | 39.4% |
| A combination of English and Spanish | 35.7% |
- n*=720
21. Do you regularly watch soap operas on television?
- | | |
|----------------------------|-------|
| Yes, watch regularly | 56.9% |
| No, do not watch regularly | 43.1% |
- n*=1,231
22. Do you watch the majority of soap operas in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 3.3% |
| Spanish | 88.6% |
| A combination of English and Spanish | 8.2% |
- n*=699
23. Do you regularly watch variety or talk show type programs on television?
- | | |
|------------------------|-------|
| Watch regularly | 60.9% |
| Do not watch regularly | 39.1% |
- n*=1,230
24. Do you watch the majority of variety or talk show type programs in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 8.4% |
| Spanish | 63.1% |
| A combination of English and Spanish | 28.5% |
- n*=748
25. Now, I would like you to think back to the television that you have watched over the last month. Could you tell me, how much you watched Spanish-language networks such as Univision and Telemundo. Did you watch Spanish-language networks all of the time, most of the time, about half the time, some of the time, or did not watch them at all?
- | | |
|---------------------|-------|
| All of the time | 33.4% |
| Most of the time | 23.8% |
| About half the time | 14.0% |
| Some of the time | 25.0% |
| Not at all | 3.8% |
- n*=1,220
26. What is your favorite television program?
- Open-ended question; see Table Four for the ten most frequently mentioned programs.

27. When you change the channel from a program in one language to a program in another language, what is the most common reason?
- | | |
|--|-------|
| I want to see a different program | 54.0% |
| Someone else watching wants to see a different program | 4.5% |
| I do not understand what is being said | 3.8% |
| Someone else watching does not understand what is being said | 3.3% |
| The program has material that I find offensive | 1.1% |
| The program has material that my children should not watch | 0.7% |
| I don't like to watch commercials | 7.1% |
| I want to see what's on other stations | 16.4% |
| I frequently change channels | 2.3% |
| Other | 6.8% |
- n=1,166*
28. When you are watching television and see or hear content that you find offensive what do you do? Do you keep watching, change the channel, turn off the television, or write, call to complain, or stop buying the products that are being advertised on the program? [RESPONDENTS COULD IDENTIFY MULTIPLE RESPONSES]
- | | |
|---|-------|
| Keep watching | 36.2% |
| Change the channel | 73.9% |
| Turn off the television | 31.3% |
| Write or call to complain | 6.1% |
| Stopped buying products advertised on the program | 27.4% |
29. Do you select programs to watch because they have Latinos or Latinas in prominent roles?
- | | |
|-----|-------|
| Yes | 46.1% |
| No | 53.9% |
- n=1,203*
30. Do you recall seeing a television program or programs that negatively or offensively portrayed Latinos/Hispanics?
- | | |
|--------------|-------|
| Yes | 13.1% |
| No | 60.5% |
| Don't recall | 26.4% |
- n=1,218*
31. Did you see this program on an English-language station, Spanish-language station, or have you seen programs with negative or offensive portrayals of Latinos on both English and Spanish stations?
- | | |
|-----------------------------------|-------|
| English-language station | 49.7% |
| Spanish-language station | 32.3% |
| Both English and Spanish stations | 18.1% |
- n=1,073*
32. What was the negative or offensive portrayal of Latinos that you saw on TV?
Open-ended question.
33. The term Hispanic or Latino includes people from different countries. To what country do you trace your primary ancestry?
- | | |
|---|-------|
| Mexico | 54.3% |
| El Salvador | 6.7% |
| Guatemala | 2.4% |
| Puerto Rico | 6.2% |
| Cuba | 1.0% |
| Colombia | 0.8% |
| Dominican Republic | 18.1% |
| Peru | 0.6% |
| Ecuador | 1.6% |
| Other Latin America | 5.7% |
| Other part of the world | 1.3% |
| More than one Latin American ancestry | 0.4% |
| Ancestry of Latin America and another part of the world | 0.7% |
- n=1,187*

34. Overall, how frequently do you follow the politics of [FILL IN COUNTRY NAME FROM Q33]? Would you say that you follow [FILL IN COUNTRY NAME FROM Q33] all of the time, some of the time, not very often, or never?
- | | |
|------------------|-------|
| All of the time | 20.6% |
| Some of the time | 22.2% |
| Not very often | 27.0% |
| Never | 30.3% |
- n=1,079*
35. Do you use your satellite dish to watch programs that are being broadcast from [FILL IN NAME OF COUNTRY FROM Q33]?
- | | |
|-----|-------|
| Yes | 50.0% |
| No | 50.0% |
- n=86*
- 36a. [IF SURVEY CONDUCTED IN SPANISH]. How well do you speak English? Do you speak English very well, well, not very well, or not at all?
- | | |
|---------------|-------|
| Very well | 12.1% |
| Well | 19.4% |
| Not very well | 50.4% |
| Not at all | 18.1% |
- n=939*
- 36b. [IF SURVEY CONDUCTED IN ENGLISH] How well do you speak Spanish? Do you speak Spanish very well, well, not very well, or not at all?
- | | |
|---------------|-------|
| Very well | 59.2% |
| Well | 24.0% |
| Not very well | 14.2% |
| Not at all | 2.6% |
- n=267*
37. Are there adult residents of your household who can speak no English?
- | | |
|-----|-------|
| Yes | 49.0% |
| No | 51.0% |
- n=1,154*
38. Are there adult residents of your household who can speak no Spanish?
- | | |
|-----|-------|
| Yes | 12.2% |
| No | 87.8% |
- n=1,149*
39. In what language do you most commonly speak to other adults in your household? Is it in English, Spanish, or do you use both English and Spanish equally?
- | | |
|----------------------------------|-------|
| English | 10.7% |
| Spanish | 57.3% |
| Both English and Spanish equally | 32.0% |
- n=1,150*
40. In what language do you most commonly speak to children in your household? Is it in English, Spanish, or do you use both English and Spanish equally?
- | | |
|----------------------------------|-------|
| English | 22.8% |
| Spanish | 31.4% |
| Both English and Spanish equally | 45.8% |
- n=845*
41. When you are outside of your home, such as at a job or when you are shopping, what is the language that you most commonly speak? Is it in English, Spanish, or do you use both English and Spanish equally?
- | | |
|----------------------------------|-------|
| English | 29.7% |
| Spanish | 34.1% |
| Both English and Spanish equally | 35.6% |
| Other, specify | 0.5% |
- n=1,201*

42. What was the last grade of school you completed and received credit for?	
Grade school or less (Grades 1 through 8)	25.6%
Some high school (Grade 9 through 12)	24.2%
High school graduate	24.6%
Some college or Vocational (technical) school	14.2%
College graduate	9.8%
Graduate degree	1.5%
n=1,169	
43. Are you married, do you have a domestic partner, are you single, separated, divorced, or widowed?	
Married	58.5%
Have a domestic partner	5.6%
Single	25.4%
Separated	3.8%
Divorced	3.8%
Widowed	2.9%
n=1,173	
44. Were you born in the United States, Puerto Rico, or another country?	
Born in the United States	19.1%
Born in Puerto Rico	4.0%
Born in another country	76.9%
n=1,179	
45. Was your mother or father born in the United States? [AMONG U.S.-BORN]	
Father only	7.6%
Mother only	9.4%
Both parents	19.7%
Neither parent	63.2%
n=223	
46. Are you a U.S. citizen, permanent resident, or do you have another status? [AMONG FOREIGN BORN]	
U.S. citizen	30.9%
Permanent resident	46.8%
Have another status	22.3%
n=879	
47. What was your total family income last year before taxes?	
Under \$15,000	35.0%
\$15,000 to \$24,999	28.3%
\$25,000 to \$34,999	18.8%
\$35,000 to \$49,999	9.4%
\$50,000 to \$64,999	4.2%
\$65,000 to \$79,999	1.7%
\$80,000 to \$99,999	1.4%
\$100,000 and above	1.2%
n=695	
48. Was your total family income last year below \$35,000? [FOR RESPONDENTS WHO DID NOT ANSWER QUESTION 47.]	
Yes	71.9%
No	28.1%
n=121	
49. In what year were you born?	
Average 1964	
n=1,056	
Gender	
Male	39.4%
Female	60.6%
n=1,232	
State of residence	
California	32.6%
New York	34.7%
Texas	32.6%
n=1,232	

Survey questions have been reordered for readability



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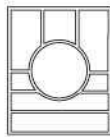
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