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August 5, 2003

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Ex Parte Presentation, Applications for Transfer of Control of Hispanic Broadcasting Corp., and Certain Subsidiaries, Licensees of KGBT AM, Harlingen, Texas et al. (Docket No. MB 02-235, FCC File Nos. BTC-20020723ABL, et al.)

After a long period of silence, on July 23, 2003, Univision submitted a response¹ to the extensive filings of Spanish Broadcasting System, Inc. (“SBS”) demonstrating that the pending application must be denied. SBS submits this response to the July 23 Letter filed by Univision.

The fundamental question here is whether the FCC should be concerned with diversity, competition and localism when these goals are implicated for one specific segment of the United States, *i.e.*, Hispanic Americans. The Commission has repeatedly, indeed, recently and adamantly, expressed its commitment to diversity and competition in broadcasting generally; the instant application provides the Commission the opportunity to apply these principles to a specific set of facts.

At its foundation, this case is about the importance of language. The received wisdom, the product of study and speculation literally of millennia, is that language is central to the creation and

¹ Letter from Scott R. Flick, Counsel to Univision Communications Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 (July 23, 2003) (“July 23 Letter”).

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conveyance of culture; that language mediates all of our experience, internal and external; that language is critical to personal identity. The ability to take in information is a prerequisite to a minimally satisfactory life. The ability to comprehend information of some complexity and subtlety is essential to a satisfactory life in our highly specialized and diffused society. The ability to comprehend information of some complexity and subtlety presented by television and radio broadcasters is essential for full participation in the civic life of our society as it is for any self-governing society. These statements are utterly unexceptionable. They lead to an utterly unavoidable conclusion. In the realm of broadcasting, language determines markets. In the specific case of Spanish-language broadcasting and in the specific case of this proposed transaction, there is an enormous amount of record evidence that conforms to this general proposition. And, in the case of Spanish-language broadcasting, there is more. While language intrinsically defines a separate market, Spanish broadcasting content also is different. This explains why Hispanics with a perfect command of English also avail themselves of Spanish-language broadcasting.

Over the past months, the FCC has received numerous and detailed objections and analyses of the proposed merger, creating a record that, as a matter of law and policy, precludes a grant of the application. Throughout this process, the Applicants have chosen to remain largely mute, failing to offer factual or expert evidence of their own to rebut the record. Univision's July 23 Letter continues this practice. While the Applicants may choose to refuse to engage in a full analysis of the issues raised by the proposed merger, the FCC of course shares no such luxury. The proposed merger would effect an unprecedented degree of concentration in Spanish-language broadcasting, measured against both competition and diversity values, and is thus quite plainly

prima facie inconsistent with the public interest.² Further, substantial and material issues of fact have been adduced into the record and Applicants have failed to dispel them. To meet its obligations under the Communications Act, the Commission must consider and fully evaluate the application's effects on consumers of Spanish-language programming and the clear loss to diversity and competition it portends.

Section 309 requires the agency to make an affirmative finding that the proposed license transfer will serve the public interest, convenience and necessity in order to grant the application. The clear language of Section 309(a),³ (d)(1) and (e)⁴ establishes that the FCC must either make this finding or designate the application for hearing. As explicated by court decisions, Section 309(d) requires the FCC to undertake a two-step analysis when assessing objections to an application.⁵ In

² Petition to Deny of Elgin FM Limited Partnership, MB Docket No. 02-235, at 1-2 (filed Sept. 3, 2002).

³ Section 309(a) provides in relevant part that “the Commission shall determine, in the case of each application filed with it to which Section 308 applies, whether the public interest, convenience, and necessity will be served by the granting of such application....” 47 U.S.C. § 309(a).

⁴ Section 309(d) provide in relevant part that “[A]ny party in interest may file with the Commission a petition to deny any application,” that such petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be *prima facie* inconsistent with subsection (a)” and further that “[i]f a substantial and material question of fact is presented or if the Commission for any reason is unable to find that grant of the application would be consistent with subsection (a)” then the Commission must designate the application for hearing pursuant to Section 309(e). *Id.* 47 U.S.C. § 309(d)-(e).

⁵ *See, e.g., Astroline Communications Co., L.P. v. FCC*, 857 F.2d 1556, 1561 (D.C. Cir. 1988); *Citizens for Jazz on WRVR v. FCC*, 775 F.2d 392, 397 (D.C. Cir. 1985); *Mobile Communications Corp. of America v. FCC*, 77 F.3d 1399, 1409-10 (D.C. Cir. 1996); *Application of Echostar Comm. Corp. (a Nevada Corporation), General Motors Corp., and Hughes Elec. Corp. (Delaware Corp.)*, Hearing Designation Order, 17 FCC Rcd 20559, ¶ 25 (2002) (“The Applicants bear the burden of proving, by a preponderance of the evidence, that the proposed transaction, on balance, serves the public interest. If we are unable to find that the proposed transaction serves the public interest for any reason, or if the record

the threshold step, established by Section 309(d)(1), the Commission must determine whether or not the objectors have set forth “specific allegations of fact sufficient to show. . . that a grant of the application would be *prima facie* inconsistent [with the public interest, convenience and necessity].”⁶ This standard has been analogized to a judicial determination of a motion for summary judgment, that is, whether the facts alleged and supported by the objectors, *which must be assumed to be true for these purposes*, would permit a reasonable fact finder to conclude that the ultimate fact in dispute (here, a diminution of diversity and competition for Hispanic audiences) has been established.⁷ The threshold question before the Commission, then, is whether concentration in the local Spanish-language broadcasting markets, whether considered as a matter of diversity or competition, would be *prima facie* inconsistent with the public interest, convenience and necessity.⁸ This question must be answered affirmatively. Specifically, assuming prior submissions are correct—that there is a distinct set of viewers who rely exclusively and/or predominantly on Spanish-language programming—the concentration of power in the hands of a single broadcast company providing such programming is *prima facie* inconsistent with the public interest.

Under *Astroline*, the Commission’s obligations are clear. The D.C. Circuit there held that under the threshold step the Commission must “explain whether and how evidence of extreme market concentration would relate to its generalized duty to consider anti-competitive effects of

presents a substantial and material question of fact, Section 309(e) of the Act requires that we designate the application for hearing.”) (footnotes omitted).

⁶ 47 U.S.C. § 309(d)(1).

⁷ *See, e.g., Gencom, Inc. v. FCC*, 832 F.2d 171, 181 (D.C. Cir. 1987).

⁸ *See, e.g., Petition to Deny of Elgin FM Limited Partnership, supra* note 2, at 1-2.

license transfers,”⁹ and how such concentration would relate to the Commission's ownership regulations and related precedents.¹⁰ Here, the Commission would need to determine that literally unprecedented concentration in local Spanish-language broadcasting markets is a matter of utter indifference to the public interest given that Anglos have adequate choices, a conclusion unworthy of mention. Indeed, the Commission only last month concluded: “*Those whose primary language is not English deserve the same protections of diversity and competition as do English speakers.*”¹¹

The second step of the FCC's inquiry, specified in subsection 309(d)(2), requires the Commission to determine whether the record and other matters of which the FCC may officially take notice establish a “substantial and material question of fact.”¹² Here, the record is replete with probative evidence establishing material questions of fact. Univision’s response has been summary denial. Their July 23 Letter offers little if any factual evidence to rebut the factual submissions in the record. And as discussed at length below, the arguments they proffer are either not germane or not substantiated. A challenge to the integrity of expert witnesses, for example, cannot be successfully launched at the pleading stage—it is an issue (to the extent it is a real issue) for

⁹ *Astroline*, 857 F.2d, at 1570, citing *U.S. v. FCC*, 652 F.2d at 81-88, 102-04.

¹⁰ *Id.*

¹¹ *2002 Biennial Regulatory Review - Review of the Commission's Broadcast Ownership Rules and Other Rules adopted Pursuant to Section 202 of the Telecommunications Act of 1996, Cross-Ownership of Broadcast Stations and Newspapers, Rules and Policies Concerning Multiple Ownership of Radio Broadcast Stations in Local Markets, Definition of Radio Markets*, MB Docket Nos. 02-277 and 03-130; MM Docket. Nos. 01-235, 01-317, and 00-244; Report and Order and Notice of Proposed Rulemaking, FCC 03-127, ¶ 458 (rel. July 2, 2003) (emphasis added) (“Media Ownership Order”).

¹² *See* 47 U.S.C. §309(d)(2).

hearing.¹³ At most, the Univision letter joins the issues in dispute. Resolution of these joined issues cannot be resolved in Applicants' favor without a hearing. Unless the Commission is willing to conclude and state publicly that concentration in the Spanish-language broadcasting markets and its effects on the diversity and competition concerns is of no import to the public interest, genuine issues of fact exist and further inquiry is mandated by law.

Of course, irrespective of any petition to deny, the Commission has its own obligation to make an affirmative public interest finding in order to grant an application. Section 309(d) expressly states "if the Commission for any reason is unable to find that grant of the application would be consistent with subsection (a)" then the Commission must designate the application for hearing pursuant to Section 309(e). 47 U.S.C. §309(d)(2). SBS respectfully submits that on the record of this proceeding, the Commission cannot reasonably make the required finding.

The Univision July 23 Letter seeks to address the legal and policy propositions that SBS has advanced and the evidence that it has submitted to show why the proposed transfer must be denied. Its filing does nothing to dispel the factual elements underlying SBS' and others' objections to the merger. Nonetheless, there are numerous mistakes of fact, economics, and law throughout the July 23 Letter that must not go unnoticed. This response is divided into eight categories, discussed in detail below.

¹³ See *Doe v. United States Postal Serv.*, 317 F.3d 339, 342 (D.C. Cir. 2003) (stating "credibility determinations, the weighing of the evidence, and the drawing of legitimate inferences from the facts are jury functions, not those of a judge ... on a motion for summary judgment" (quoting *Anderson v. Liberty Lobby*, 477 U.S. 242, 255 (1986))); *Siegel Transfer v. Carrier Express*, 54 F.3d 1125, 1127 (3d Cir. 1995) (stating "[i]n considering a motion for summary judgment, a court does not resolve factual disputes or make credibility determinations"); *Hairston v. Gainesville Sun*, 9 F.3d 913, 919 (11th Cir. 1994) (stating in deciding a motion for summary judgment, the "court must avoid weighing conflicting evidence or making credibility determinations").

I. Univision's Letter Omits Any Discussion of Diversity Concerns.

As the Commission has recently pledged, its ownership regulations are based on its “traditional goals of promoting competition, diversity, and localism.”¹⁴ The acquisition of the dominant Spanish-language radio owner by the dominant Spanish-language television station owner and programmer will sharply reduce the diversity of sources of news and information available to Spanish-speaking Americans. Univision completely ignores the Commission’s core commitment to diversity and focuses its discussion on the competition analysis. This omission is fatal: The Commission has long since recognized that radio and television compete in the same local markets for diversity purposes.¹⁵ It is irrefutable that diversity is an inquiry and goal of the Commission independent of its competition analysis. In omitting diversity principles, Univision apparently believes it can escape the FCC’s findings that it and HBC compete in the same local markets.

As explained, *inter alia*, in the SBS July 3 Letter,¹⁶ SBS has shown substantial losses to diversity in the local markets with the largest Hispanic American populations. As shown in Attachment A to that filing, five of the ten largest Hispanic markets have fewer than four Spanish-language TV stations licensed to the market. By analogy to the Commission’s recently-adopted

¹⁴ See Media Ownership Order ¶ 8. Just last month, the text of the Media Ownership Order, and each Commissioner individually, stressed the importance of protecting diversity. See Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 at 1-2 (July 30, 2003) (“SBS July 30 Letter”) (reporting the importance of diversity as expressed in the recent ownership order, as well as in the separate statements of each Commissioner).

¹⁵ See 47 C.F.R. § 73.3555(c); see also Media Ownership Order ¶ 437 (stating “the ‘viewpoint’ market in which television and radio stations participate is broader than the economic product markets, as defined by standard competition theory, in which either competes”).

¹⁶ See Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 at 1-2 (July 3, 2003) (“SBS July 3 Letter”).

cross-ownership rules, diversity concerns would strictly prohibit cross-ownership in these markets.

As shown in Attachment B to that filing, in four of the remaining five “thin” markets, Univision presently has TV duopolies which would be prohibited by the new local TV ownership rule.

Further, Attachment B demonstrates that the merger would combine television duopolies with multiple radio stations, including as many as six in two markets (Houston and Dallas), a result that is simply not tolerated for broadcasting markets more generally.

Univision has offered no independent analysis of diversity. But as discussed below, its attempted discussion of competition fares no better.

2. Univision’s letter misapprehends the economic concept of a relevant product market.

Language determines markets in broadcasting (and in other forms of communication).

Univision’s principal effort to defeat this conclusion seems to involve a demonstration that it also competes with English language stations. This is the point of the fourteen pages of Univision sales material included as Exhibit 1. Univision’s proposition is captured in the statement that “the Univision sales materials comparing local Univision stations against their English-formatted competitors are conclusive evidence that there is no ‘Spanish-language market’ at all.”¹⁷

This statement is incorrect as a matter of theory and as a matter of fact. It is true that for a significant part of the Hispanic population, Spanish and English media do not compete. It is also true that for some parts of the Hispanic (and perhaps a small fraction of the Anglo) population, they do. This is consistent with the very nature of markets.

Product market realities can be visualized as concentric circles. The relevant market definition process is not a binary exercise. There is no finite beginning and end to the answer of

¹⁷ Univision July 23 Letter at 8.

market power, it must be answered in degrees. Thus, the same activities may be included or excluded from the relevant market depending upon the particular question to be answered.

In this case, the innermost circle consists of Spanish-language broadcast media. This is what is sometimes referred to in the antitrust literature as the “smallest market principle.”¹⁸ This is the competition that is relevant for purposes of evaluating the Univision-HBC merger proposal.¹⁹ The Justice Department, numerous professional and academic experts, and recent independent studies all attest to the existence of this market for competition and diversity purposes. For something on the order of twenty million Hispanics living in the United States and the advertisers that wish to reach them, there are no adequate alternatives. For the additional approximately twenty million Hispanics living in the United States and the advertisers seeking to reach them, there are alternatives in the form of English language media. In other words, there are language determined markets.

As the materials submitted from the Pew Hispanic Center/Kaiser Family Foundation survey and the Tomas Rivera Institute survey plainly show (and as experience and common sense also indicate), language ability is best conceptualized along a spectrum rather than as a binary proposition. Indeed, this is the way that the Pew/Kaiser Survey presented the language capabilities

¹⁸ See U.S. Department of Justice and Federal Trade Commission Horizontal Merger Guidelines, 57 F.R. 41552, § 1.21 (1992, rev'd Apr. 8, 1997) (“*DOJ Merger Guidelines*”). See generally Gregory J. Werden, “Market Delineation and the Justice Department's Merger Guidelines,” 1983 Duke L.J. 514 (1983).

¹⁹ Finally, Univision points to SBS's private antitrust suit, contriving to find inconsistency there. But there is no tension between a Spanish-language broadcasting market (radio and television) for purposes of analyzing the merger and SBS's position in litigation that Spanish-language radio was the appropriate market for analyzing exclusionary conduct. It is proper to define a different market from the perspective of different types of consumers, since price discrimination against either group is possible. See DOJ Merger Guidelines ¶ 1.12 (“The Agency will consider additional relevant product markets consisting of a particular use or uses by groups of buyers of the product....”).

SBS described in its filing of June 20, 2003.²⁰ It is true that there are Hispanics who do not speak any English and it is also true that there are Hispanics who do not speak any Spanish. In between, there are varying levels of language proficiency. Based upon the Pew/Kaiser Survey, approximately half of Hispanics living in the US are dependent upon Spanish-language broadcasting and approximately half can readily avail themselves of English-language broadcasting. It is not surprising, then, that Univision, in addition to material designed to sell against Telemundo, its only significant Spanish-language television rival, and against its few Spanish-language radio rivals, also would have material designed to sell against English language broadcasting rivals. As Dr. Subervi and his colleagues noted in describing the sociology relevant to the proposed transaction, many Hispanics who are fluent in English are attracted to Spanish language broadcasting because of its specialized content.²¹

Univision also seeks to rely on an episode reported by Dan Mason, who served for several years as president of Infinity Broadcasting, as proof that no separate Spanish language market exists. Mr. Mason reported on the hiring away from Infinity by HBC of an on-air personality.

²⁰ See Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc. to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 at 2-4 (June 20, 2003) (“SBS June 20 Letter”) for a discussion of the “2002 National Survey of Latinos,” Pew Hispanic Center/Kaiser Family Foundation, Summary of Findings, Dec. 2002, (“Pew/Kaiser Survey”) (attached). The Pew/Kaiser Survey “was conducted by telephone between April 4 and June 11, 2002 among a nationally representative sample of 4,213 adults, 18 years and older, who were selected at random.” *Id.* at 100. The sample results were “weighted to reflect the actual distribution among Latino adults of country of origin, age, sex and region.” *Id.* Of those interviewed, 2,929 identified themselves as being of Hispanic or Latin origin. The report uses the terms “Hispanic” and “Latino” interchangeably. *See id.*

²¹ Dr. Frederico Subervi, Dr. Guillermo Gibens, Dr. Tomas Lopez-Pumarejo, Dr. Diana Rios, Dr. Otto Santa Ana, Dr. Jorge Schement, Dr. Gonzalo Soruco, “*Sociological Considerations Relevant to the Merger of Univision and HBC*,” at 4-6, attached to Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 (July 16, 2003) (“Sociological Considerations”).

Univision concludes that this episode “conclusively proves that Infinity, the ‘English-language operator,’ and HBC, the ‘Spanish-language operator,’ vigorously compete with each other, thereby eviscerating the very point SBS intended to prove.”²² This statement is emblematic of the confusion that runs through Univision’s letter. That businesses compete for inputs does not mean that they compete with respect to their outputs. To take a commonplace example, law firms, law school faculties, investment banking houses, and consulting firms all compete to hire the highest ranking graduates of the highest rated law schools. What these various institutions sell to the public, however, is not generally substitutable, *i.e.*, they do not compete with one another. Law firms do not set their prices by reference to the prices charged by investment banks.

3. Univision misstates the extent of Spanish-language dependency.

In the SBS June 20 Letter, SBS presented recent survey data detailing Hispanic language proficiency and media usage. Univision’s July 23 Letter reflects so much confusion regarding the studies that SBS suspects it never consulted them. In order to resolve this confusion, SBS attaches to this letter the studies themselves.

The Pew/Kaiser Survey found that 47% of Hispanics are Spanish-dominant (as defined by Pew, people who “predominantly speak Spanish”), while an additional 28% of Hispanics are bilingual.²³ This Pew/Kaiser Survey estimate of the Spanish-dominant population was based in part on survey data indicating that 11% of U.S. Hispanics speak and understand no English at all, while an additional 29% speak and understand English “just a little,” and an additional 9% speak and understand English “pretty well.”²⁴ Similarly, data compiled by Nielsen Media Research indicates

²² Univision July 23 Letter at 7.

²³ Pew/Kaiser Survey at 16.

²⁴ *Id.* at 44.

that in the top ten Hispanic markets by number of Hispanic TV households, from 43.7% (Sacramento) to 67.7% (Miami) of Hispanic TV households in those markets are Spanish-dominant (as defined by Nielsen, people who live in homes where mostly Spanish is spoken or only Spanish is spoken).²⁵ In sum, approximately 50% of Hispanic Americans predominantly speak Spanish. This is hardly some aspersion; it is a fact both contributing to and created by the intensity with which Hispanic Americans identify with and have retained and maintained their cultural heritage. Scientists have extensively studied and documented the degree to which “language is a symbol expressing the concepts and values embedded in culturally bound cognitive values.”²⁶ Moreover, the “attitudes, behaviors and values vary among cultures so that what makes sense (or is ‘in consonance’) to members of one group may mystify others. All these elements are implicitly present in dialogue....”²⁷ Indeed, it is the significance of the Spanish language as a key medium through which Hispanic culture is created, maintained and ultimately transmitted to subsequent generations—while at the same time it is an integral part of that culture²⁸—that explains the strong correlation between the Spanish-dominant population and the

²⁵ See “Nielsen Media Research’s Hispanic Local Markets,” Nielsen Media Research, <http://www.nielsenmedia.com/ethnicmeasure/hispanic-american/16localmarkets.html>.

²⁶ Luna, Peracchio & de Juan, “Cross-Cultural and Cognitive Aspects of Web Site Navigation,” 30 *Journal of the Academy of Marketing Science*, 397, 398 (2002).

²⁷ *Id.* (emphasis added).

²⁸ See generally M. Isabel Valdes, *Marketing to American Latinos: A Guide to the In-Culture Approach*, Part 1, at 36-37 (2000) (“Marketing to Latinos, Part 1”). See also Sociological Considerations, *supra* note 20, at 4 (“Spanish-language broadcast media will continue to play central roles in the socialization process that contributes to the complexity of identity formation that typically emerges out of the confluence of national heritage and the two dominant languages of the Western Hemisphere.”).

population of Hispanic Americans who predominantly rely on Spanish-language broadcasting for news and information.

Univision argues that because “38% of Latinos report that they usually listen to and predominantly watch Spanish-language news programs,” it “follows” that 62% predominantly watch and usually listen to English-language programming.²⁹ (Even if this were what the study reflected, it is difficult, and certainly legally impermissible, to dismiss the needs of approximately 16 million Americans.) In fact, the Pew/Kaiser Survey found that “Spanish-language media are an important source of broadcast news for a substantial majority of Latinos: 38% of Latinos report that they usually listen to and predominantly watch Spanish-language news programs, including one in four [25%] who *only* tune into Spanish language broadcasts.”³⁰ The Pew/Kaiser Survey further found that an additional 26% of Hispanic Americans get their news from Spanish-language and English-language news sources equally. Thus, the Pew/Kaiser Survey data indicate that 64% of Hispanic Americans rely on Spanish-language broadcasting as a significant source of news and information.

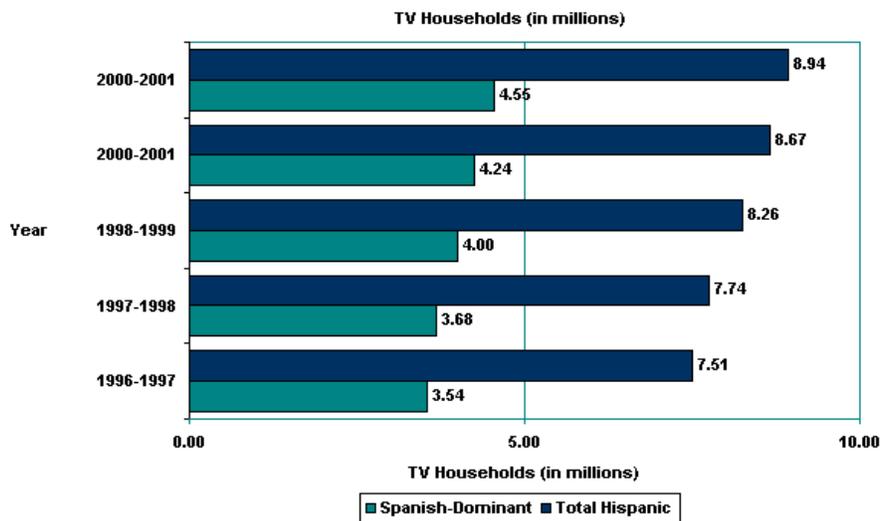
Univision ignores in its entirety the data provided in a survey released in May 2003 and conducted on behalf of The Tomas Rivera Policy Institute. This survey found that among bilingual Hispanic Americans—keep in mind that a substantial segment of the Hispanic population is not bilingual—57% watch news on Spanish-language television, and 63% watch variety or talk

²⁹ See Univision July 23 Letter at 6. Although Univision is apparently only *arguendo* willing to assume the accuracy of the Pew/Kaiser Survey, and Univision does not offer an explanation for this hesitancy to acknowledge the results of the survey, one presumes that the reputations of the Pew Hispanic Center and the Kaiser Family Foundation for accuracy do not need to be defended from baseless innuendo.

³⁰ Pew/Kaiser Survey at 45 (emphasis in original).

programs—only 16% reported watching news in English, and only 8% reported watching variety or talk programs in English.³¹

To the extent that Univision has suggested that the Spanish-dominant population will decrease relative to the total Hispanic American population over time, this is simply not the case. A Nielsen study confirms this. As shown in the chart below, while the increase in the number of Hispanic American television households has grown substantially—19%, the increase in the number of *Spanish-dominant* Hispanic Americans has grown at a greater pace—29% from 1996 to 2001:



Source: http://www.nielsenmedia.com/ethnicmeasure/hispanic-american/hisp_pop_growth.html.³²

³¹ Louis DeSipio, “Latino Viewing Choices: Bilingual Television Viewers and the Language Choices They Make,” The Tomas Rivera Policy Institute, at 7 (May 2003) (“Tomas Rivera Survey”) (conducted by Interviewing Services of America between December 10, 2001 and January 7, 2002, the survey includes 1,232 respondents divided between Los Angeles, Houston and New York).

³² See also Sociological Considerations at 2-3 (Hispanic Americans are maintaining and actively nurturing a strong ethnic identity in spite of acculturation on a continuing basis in to an extent that is distinct among immigrant groups).

The conclusion reached by the Pew/Kaiser Survey is ineluctable—“Spanish-language media are an important source of broadcast news for a substantial majority of Latinos.”³³ Thus, for the majority of Hispanic Americans, the proposed merger threatens violence to the “widest possible dissemination of information from diverse and antagonistic sources [that] is essential to the welfare of the public.”³⁴ These Americans’ rights to such diversity must be safeguarded.

4. Univision’s dominance over Spanish-language broadcasting is mischaracterized in its July 23 Letter.

Univision currently enjoys a position of dominance in the local markets for Spanish-language broadcasting that is literally unprecedented in American broadcasting. It is a position that would never be tolerated in English-language programming. If permitted to do so, this monopoly would become firmly, perhaps irretrievably, entrenched through the acquisition of the leading Spanish-language radio company. SBS has submitted extensive documentation of Univision’s economic share and its advantages over competitors. This information has been obtained from third-party services utilized throughout the broadcasting industry. Most significantly, SBS has documented through an industry witness, the recent COO of Telemundo, the vertical practices of Univision that serve only to raise rivals’ costs and impede competition. Industry analysts have also confirmed the dominance of Univision.

Univision’s response to this evidence has been curious at best. It dismisses the Lehman Brothers report by ignoring its descriptions of Univision’s price leadership. Univision goes further to argue that it must not have market power because it “carries less commercials per hour, and sells

³³ Pew/Kaiser Survey at 45 (emphasis added).

³⁴ *Amendment of Sections 73.35, 73.240, and 73.636 of the Commission’s Rules Relating to Multiple Ownership of Standard FM, and Television Broadcast Stations, First Report and Order*, 22 FCC 2d 306, ¶ 16 (1970) (“1970 Order”) quoting *Associated Press v. U.S.*, 326 U.S. 1, 20 (1945).

them at lower cost, than does its television station competitors.” July 23 Letter at 9, *citing* July 2003 Bear Stearns Equity Research.³⁵ The conclusion urged is rather curious. Comparing certain aspects of Univision’s performance with the top English-programming networks, of course, does not reveal any information relevant to the question of Univision’s monopoly over Spanish-language programming. Further, the fact that there appear to be noticeably different levels of output (*i.e.* commercials) and rates for Univision relative to the English-language programming networks would tend to confirm that they compete in different markets, facing distinct demands. Finally, the fact that Univision sells fewer advertising availabilities signifies not the absence of market power but the *exercise* of market power. Economics 101 teaches that monopolists restrict output in order to raise price: “Market power . . . has been defined as the ability of a single seller to raise price and restrict output.” *Eastman Kodak Co. v. Image Technical Services, Inc.*, 504 U.S. 451, 464, 112 S. Ct. 2072, 2080-81 (1992) (quotation marks and citations omitted). *See DOJ Merger Guidelines* at §2.0.

Finally, Univision’s response fails to address the vertical issues raised squarely by the merger. Although it cites to the Commission’s statements regarding the absence of competition between general radio stations and general television stations, Univision’s response ignores the particular market facts obtaining to Spanish-language media (an issue, of course, not addressed by the Commission’s recent Media Ownership Order).

³⁵ Bear Stearns Equity Research, “Univision-Hispanic Merger: *Que Pasa?*” (July 17, 2003).

It is undisputed on this record that in order to succeed in Spanish-language radio, a firm must be able to advertise on Spanish-language television.³⁶ Univision controls this critical bottleneck, giving it a unique power to control entry into Spanish-language radio markets and similar, adjacent businesses that hinge on television advertising. Its proposed acquisition of HBC would give Univision significant incentives to refuse to deal with, or discriminate against, Spanish-language radio competitors who seek to advertise through Univision in order to advantage HBC. It will also be able to harm its existing television competitor, Telemundo, by denying carriage of Telemundo radio ads or raising the price of such ads. Finally, it can insist that Spanish-language advertisers who wish to advertise through both radio and television purchase time from both Univision and HBC rather than from the merged firm's rivals, including SBS. Such difficult-to-detect and subtle tying arrangements or refusals to deal—realistic possibilities here—impair competition. *See, e.g., Lorain Journal Co. v. U.S.*, 342 U.S. 143 (1951).

These possibilities are not just hypothetical. As documented in the Declaration of Alan Sokol, actual market experience reflects these market power abuses.³⁷ By giving Univision even greater incentive and ability to engage in such practices, the merger would erect even higher barriers to competitive entry and expansion for Spanish-language television and radio.

³⁶ *See* Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235, at Attachment, Declaration of Alan Sokol, ¶¶ 16-18 (“Sokol Declaration”), filed July 14, 2003 (“SBS July 14 Letter”).

³⁷ *See generally* Sokol Declaration.

5. *Univision misconstrues the relevance of additional entry.*

SBS has demonstrated, both qualitatively and quantitatively, that barriers to entering the Spanish-language programming market are very high. SBS July 14 Letter; SBS July 21 Letter.³⁸ This fact has been confirmed by industry experts. *See* Sokol Declaration. Univision's response to this demonstration has been to assert the converse without support. Relying upon SBS's data, Univision now argues that entry has occurred thirty-five times in the last 39 months and that this shows ease of entry. It does not.

Univision's use of the number is misplaced because it fails to account for entry by new firms. Additional stations provided *by incumbent providers* are largely irrelevant to the question of entry barriers. As the FCC itself has observed, as a matter of fundamental microeconomic analysis, an entry barrier is an advantage of an incumbent over new entrants or an impediment to *new* entrants which an incumbent does not experience. *See generally Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, First Report*, 9 FCC Rcd 7442, Appendix H at 7621-27, 7629-44 (1994) (noting Bainian definition of entry barrier as the "value of incumbency" and Stigler's definition as "a cost of producing . . . which must be borne by a firm which seeks to enter an industry but is not borne by firms already in the industry.") (citations omitted). Under either definition, expansion by the incumbents is irrelevant to the question of the steepness of entry barriers.

³⁸ *See generally* Letter from Philip L. Verveer, *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket 02-235 (July 21, 2003) ("SBS July 21 Letter"); SBS July 14 Letter.

As shown in SBS's July 21 Letter, upon a full examination of the 27 "new" commercial stations, the four significant incumbents account for 21,³⁹ that is, 80% of the additional stations. The remaining stations are licensed to a very small number of very small companies, the largest of which is threatening to go under and another that has already exited the business. This pattern makes very clear that *only* the four large incumbent radio owners have been able reliably to successfully convert a commercial radio station's programming to Spanish-language, and two of these incumbents Univision will either own and control (HBC) or own an equity interest in (Entravision) if this merger is approved. As a result, there is no basis for believing that actual or potential entry would overcome the market dominance that the proposed merger would exacerbate.

Economic analysis looks to entry barriers for a very concrete purpose: the ease or difficulty of new entry informs us of the likely anticompetitive effects of a merger resulting in high concentration. DOJ Merger Guidelines, §3.0. If entry is easy, it is less likely that incumbents can exercise market power (unilaterally or collectively). "Entry is . . . easy if entry would be timely, likely, and sufficient in its magnitude, character and scope. . . ." *Id.* If entry is difficult, it can be inferred that the incumbent's market power is enduring. Thus, expansion (or geographical extension) by an incumbent yields no information concerning the entry that must be found to counteract the exercise of market power by that incumbent. For example, Verizon's accretion of additional telephone lines within its incumbent region cannot be used to suggest that its market power is eroding due to new entry. Indeed, expansion by incumbents, especially occurring (as here) to the exclusion of new entrants, strongly suggests that high barriers to entry exist.

³⁹ As shown, they are responsible for 19 of the 27 conversions, with HBC then acquiring the two conversions undertaken by the faltering Big City Radio.

In any event, the question of entry barriers as a moderating force on market power does not begin to address the question of entry barriers as they may relate to diversity concerns. Although an economic analysis can inform the extent to which new entry may offset the competitive losses threatened by a proposed merger, such analysis does not inform us of how the loss of diversity might be overcome.⁴⁰

Diversity involves cause as much as effect, since the demand for news and information is not innate—it is contingent.⁴¹ As SBS has demonstrated, in such circumstances, any conclusion that actual or potential entry will protect diversity is reckless.⁴² Furthermore, Univision itself has observed that, “the Commission has expressly explained that ‘our duty as an agency runs to consumers, not advertisers.’”⁴³ Consumers’ interests, not those of advertisers, are at risk here; the Commission cannot limit its inquiry to the proposed merger’s competitive effects.

6. Univision’s Efforts to Challenge Every Expert Never Engages on the Merits.

SBS has presented the views of a substantial number of individuals with experience and expertise relevant to the matters at issue in the proposed merger. They have addressed the existence and nature of the Spanish-language broadcasting market, the extent of competition for economic and diversity purposes between Spanish-language television and radio stations, the marketplace behavior of Univision, and the sociology relevant to Hispanics’ use of broadcast media.

⁴⁰ See SBS July 14 Letter at 9 (noting “the analogy between economic competition and diversity is not perfect” (quoting Media Ownership Order ¶ 393)).

⁴¹ See *id.*

⁴² See *id.*

⁴³ See Univision July 23 Letter at 9, n.26 (quoting Media Ownership Order ¶ 68).

Univision's response to these expert views has not been to present relevant facts or different perspectives. It has been to attack their credibility.

The attack on the credibility of witnesses, of course, presents a substantial and material issue of fact—something that has critical statutory consequences in this context. *See* discussion p. 4-6, *supra*. On the level of substance, however, Univision's very approach should be seen as an admission that it cannot refute the statements of fact and opinion submitted by SBS. If it had substantive responses, it seems very doubtful that it would have resorted to personal attacks.

Univision attacks the "credibility and relevance" of Alan J. Sokol's statements about the separate nature of Spanish-language and English-language broadcasting, asserting that Mr. Sokol has engaged in "conflicting statements" on the matter.⁴⁴ The basis on which Univision attacks Mr. Sokol's credibility is a statement in a *New York Times* article about efforts by the advertising community to reach a target market that is "English-dominant, American-born and urban--in other words, the kind of bilingual, acculturated Latino who would rather watch 'The Simpsons' on Fox than the soaps that populate prime time on Univision or Telemundo."⁴⁵ There are two responses to Univision's attack.

First, there is nothing at all inconsistent with Mr. Sokol's quoted remark in the article and his Declaration of July 14, 2003. This is what he is quoted as saying in the Times article: "We recognized that we weren't really connecting with the audience [in Spanish]. A large percentage of young Latinos live in an English-speaking world."⁴⁶

⁴⁴ *Id.* at 6.

⁴⁵ Mireya Navarro, Advertisers set targets on the Latino market that is urban, English-speaking and American born, *N.Y. Times*, May 22, 2003, at C6.

⁴⁶ *Id.*; Univision July 23 Letter at 6.

This is what he said in the Declaration submitted in the record:

Hispanic men and women who exclusively or predominately speak Spanish are referred to by Nielsen Media Research, advertisers and television networks as “Spanish-dominant.” They constitute approximately fifty percent of all US Hispanics. As one would expect, they rely heavily upon Spanish-language broadcasting. Issues of language proficiency and preference make Spanish language broadcasting especially important for the consumption of news and information programming where comprehension of detail and nuance is most important.

Language alone is sufficient to demark Spanish-language broadcasting as separate from English-language broadcasting, but differences in content, which reflect differences in culture, also establish the separate nature of Spanish broadcasting.⁴⁷

There is nothing about these two statements that is inconsistent. Mr. Sokol points out that a substantial segment of the Hispanic population is Spanish-dominant. A not terribly difficult process of deduction would lead any neutral analyst to conclude that the remainder of the Hispanic population is not. The fabrication of this claim of inconsistency is both an unwarranted, utterly unfair attack on Mr. Sokol’s integrity and a serious disservice to the Commission.

Second, not only did Mr. Sokol not claim that there are no English-dominant Hispanics, neither did SBS. Univision’s implied proposition that the existence of a substantial percentage of English-dominant Hispanics precludes the existence of a Spanish-language demarked market for both competition and diversity is fundamentally wrong. *See* pp. 8-11, *supra*, on the nature of markets. Also fundamentally wrong is any implication that SBS claims that all Hispanics living in the U.S. are Spanish-dominant. SBS has directed the Commission’s attention repeatedly to the studies of the Pew Hispanic Center and the Tomas Rivera Institute, the sociological study of Dr. Subervi and six other prominent scholars, and the statements of advertising agencies and of

⁴⁷ Sokol Declaration at 2.

Univision itself to the effect that substantial numbers of Hispanics—not all—depend upon Spanish language broadcasting, especially for news and information. There is simply no possibility that there could be any honest misunderstanding about the basis for the undoubted proposition that language demarks a market for competition and diversity purposes.

Unfortunately, Univision's defamatory insinuations do not stop with Mr. Sokol. Univision attempts to blunt the force of contributions made by Dan Mason, the recently retired president of Infinity Radio, and by Castor Fernandez, president of Castor, an advertising agency. In the case of Mr. Mason and Mr. Fernandez, Univision seeks to undermine the strength of their views about the separate nature of Spanish and English language broadcasting markets, the substantial barriers to entry into these markets,⁴⁸ and competition between Spanish-language radio and television.⁴⁹ The basis for Univision's attack: Mr. Mason's and Mr. Fernandez' service as directors of SBS.⁵⁰

Univision apparently wants the Commission to infer from this that neither Mr. Mason nor Mr. Fernandez is trustworthy, that their recitations of their professional observations of three decades and more in the business are distorted to meet SBS's concerns about the proposed merger.

⁴⁸ “[I]n my thirty years of radio experience, I cannot recall a single successful example of a major market English-language radio competitor entering any market with a new Spanish-language format.” Letter from Dan Mason to Michael K. Powell, Chairman, FCC, MB Docket No. 02-235, at 2 (Dec. 16, 2002), attached to Letter from Bruce A. Eisen, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 (filed Jan. 8, 2003).

⁴⁹ “Spanish language video and radio are substitutes for many advertisers. Many advertise on both. Many sponsors are quite willing to allocate and reallocate percentages of their ad budgets to video or to radio depending upon shifts in the price and ratings of one or the other.” Letter of Castor Fernandez, President, Castor, at 2 (May 27, 2003), attached to Letter from Philip L. Verveer *et al.*, Counsel to Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 (June 2, 2003) (“SBS June 2 Letter”).

⁵⁰ Univision July 23 Letter at 12. Univision presents this information in bold type, apparently on the view that this will enhance its significance.

Just as with Mr. Sokol, Mr. Mason and Mr. Fernandez do not need SBS to rise to the defense of their integrity. Their reputations are more than sufficient to withstand Univision's recent insinuations. However, it is useful to put these attacks in perspective, because it casts additional doubt on Univision's essentially fact-less effort to respond to SBS and others concerned with the proposed acquisition.

First, neither Mr. Mason nor Mr. Fernandez were SBS directors when they issued the statements that Univision seeks to avoid. Second, they are hardly alone. Mr. Fernandez' statements about the nature of the market was one of more than twenty by agency professionals and advertisers to the same effect submitted at the same time.⁵¹ Rather than submit facts that would contest their views, Univision is able only to charge one professional of *more than twenty* with bias. Third, Mr. Mason's and Mr. Fernandez' statements about the separate nature of the market also are supported by on the record statements and analyses of numerous other individuals and institutions. Perhaps most notably, the Department of Justice found, with respect to this proposed merger, that Spanish-language radio constitutes a separate market.⁵² The submission of Jeffrey Smulyan, chief executive officer of Emmis Communications, one of the most experienced and highly regarded executives in

⁵¹ See SBS June 2 Letter.

⁵² “[T]here are a significant number of advertisers that consider Spanish-language radio advertising to be a particularly effective advertising medium, and the provision of advertising time on Spanish-language radio stations to these advertisers is a relevant product market within the meaning of Section 7 of the Clayton Act.” Complaint, *United States v. Univision Communications Inc.*, Civil Action No. 1:03CV00758 (D.D.C., Mar. 26, 2003), ¶ 15. Among the many eccentric charges advanced by Univision, one of the most amusing is the claim that “SBS carefully avoids the fact that the DOJ has already approved the proposed Univision/HBC merger” Univision July 23 Letter at 8. We had not regarded the Department's determination to fall within the category of state secret, and felt reasonably secure that the Commission was aware of it in light of its indication that it was collaborating with the Department on this very matter.

the broadcasting business,⁵³ also confirms that the Spanish language market is discrete. Other evidence includes the analysis of Evan Schouten of Charles River Associates,⁵⁴ advertising agency promotional material,⁵⁵ the Lehman Brothers analyst's report,⁵⁶ and the study of sociological realities that provide the context in which the proposed transaction would occur.⁵⁷

Univision also makes the seven scholars of Hispanic consumers, mass media, and advertising targets of its personal attacks. It describes their submission as a "paid endorsement" and claims that it contains "no cites to factual data nor any other source for its wildly conclusory

⁵³ "Even though there is minor overlap in terms of audience between Emmis stations and Spanish language stations, we do not consider the Spanish stations' rate cards in establishing our sales prices. The prices they charge simply do not have any influence on the advertising markets in which we operate. Additionally, my experience is that for most advertisers the ad budgets are separate, *i.e.*, general market (English language) ad budgets are not regularly expended on Spanish language media (neither are Spanish as budgets typically available for English language stations)." Letter of Jeffrey H. Smulyan, Chairman and Chief Executive Officer, Emmis Communications Corp., to Secretary, FCC, MB Docket No. 02-235, at 1-2 (July 11, 2003).

⁵⁴ "[S]panish-language media does not compete with Anglo media. Advertisers—the consumers of airtime on different types of media—cannot effectively substitute Anglo for Spanish language media." Evan Sue Schouten, Charles River Associates, "*Spanish-Language Media: Distinct from Anglo Media*," April 3, 2003, ¶ 4, attached as Exhibit 1 to Letter of Arthur Belendiuk and Bruce Eisen, on behalf of the National Hispanic Policy Institute, Inc., and Spanish Broadcasting System, Inc., to Marlene H. Dortch, Secretary, FCC, MB Docket No. 02-235 (Apr. 7, 2003).

⁵⁵ See SBS June 3 Letter.

⁵⁶ "Despite ... seemingly strong prospects, general market operators have not meaningfully shifted their portfolios into the Spanish-language format. In fact, the top ranks of the Spanish format remain unpenetrated by mainstream broadcasters." Lehman Brothers, *Urban Competition: A Look at the Numbers*, June 11, 2003, at 1. SBS June 23 Letter, at Attachment.

⁵⁷ "Many Hispanic Americans are effectively dependent on Spanish-language broadcast media for news and information that directly affects their daily lives in this country." *Sociological Considerations* at 1.

statements.”⁵⁸ This merits two responses: First, it is hard to understand Univision’s criticism about the absence of facts and sources when the study was accompanied by a seven page bibliography that contains eighty-six references, including many of the standard works in the field. Second, Univision insinuates that SBS was able to suborn false statements by Dr. Subervi, who over the last decade has served as a professor at the University of Texas and chair of a department at Pace University, as well as by current faculty members at:

- Massachusetts College of Liberal Arts
- City University of New York
- University of Connecticut
- UCLA
- Penn State University
- University of Miami

The proposition is too preposterous to take seriously. It also demonstrates a complete indifference to any obligation to contribute substantively to the very important issues that the professors raised in their report. The fact that Univision chose to resort to a very feeble personal attack on the academicians (and the other objects of its innuendo) should be the occasion of an important inference. If Univision could have responded on the merits, it would have. It did not, because it could not.

Unfortunately, the attacks we have just addressed are not the most offensive thing in Univision’s July 23 Letter. The most offensive part of the *ex parte* is the statement, without

⁵⁸ Univision July 23 Letter at 12-13. Univision consistently employs quotation marks when referring to the submission, *e.g.*, “study.” This apparently is intended to signify Univision’s doubt about its authority. Univision apparently could not mount the more conventional defense of presenting contrasting or differentiating facts or expert opinions.

citation, that “SBS continues to put forth the offensive stereotype that all Hispanics are recent arrivals to this country with poor English skills and no ability to choose the programming that best serves their needs, whether it comes from a Spanish, English, bilingual, or other station.”⁵⁹ As noted, Univision presents no basis for this statement, and in this it is consistent in that it has provided little or no basis for most of the statements it has presented throughout this proceeding. The accusation that SBS is stereotyping Hispanics living in the US is more than baseless, it is mendacious. Throughout this proceeding SBS has characterized the Hispanic segment of the population exactly as it believes it to be—highly variegated, very important to the present and future of the United States, and deserving of sufficient broadcasting competition and diversity to permit all members of the community to live minimally decent, fully productive lives, including participation in the civic and electoral part of our self-governing society.

7. Univision’s attempts to advert to the Media Ownership Rules as if dispositive is wrong as a matter of law and fact.

Univision’s effort to invoke the general media ownership rules as a substitute for analysis is unavailing.⁶⁰ First, these rules do not address and were not intended to address the Spanish-language programming market. Second, while the Media Ownership Order describes the new rules as “bright line,” the rules are not and could not be absolute and inflexible in light of the FCC’s obligations under Section 309. The Media Ownership Order itself makes this clear:

The Commission is required to examine any proposed transfer of a broadcast license and must affirmatively find that the transfer is in the public interest. In the context of broadcast transactions, the Commission’s analysis is simplified by the extensive body of structural rules we adopt herein.

⁵⁹ *Id.* at 4.

⁶⁰ It is unclear *which* ownership rules (the extant rules or the newly announced rules) Univision is actually relying upon.

Media Ownership Order ¶ 81. The Media Ownership Order explicitly states that these bright line rules are not intended to displace the agency's Section 309 obligations:

We are confident that the modified rules will reduce the chances of precluding transactions that are in the public interest or, alternatively, permitting transactions that are not in the public interest. In addition, we have discretion to review particular cases, and *we are obligated to give a hard look both to waiver requests, where a bright line ownership limit would proscribe a particular transaction, as well as petitions to deny.*

Id. ¶ 85 (emphasis added) *citing Citizens for Jazz on WRVR, Inc. v. FCC*, 775 F.2d 392, 394-95 (D.C. Cir. 1985); *Mobile Communications Corp. of America v. FCC*, 77 F.3d 1399, 1409-10 (D.C. Cir. 1996). The Commission's discussion makes it clear that its "bright line" approach is the preferred choice over case-by-case analysis. *Id.* ¶¶ 80-85. In other words, the Order chooses between rules or no rules, without any intent to bind itself and interested parties irreversibly for all future Section 309 proceedings.

The Commission has of course adopted bright line rules before, including licensing rules relating to ownership.⁶¹ The appellate courts have recognized the value of these types of rules, but nonetheless have included within their analyses FCC assurances that departures from a rule would be permitted where appropriate. The D.C. Circuit upheld an FCC denial of a waiver of its bright-line wireless spectrum cap, but observed "even a bright-line rule may give way to special circumstances warranting an exception in the public interest." *BellSouth Corp. v. FCC*, 162 F.3d 1215, 1225 (D.C. Cir. 1999).

⁶¹ *See Implementation of Sections 3(n) and 332 of the Communications Act; Regulatory Treatment of Mobile Services Amendment of Part 90 of the Commission's Rules To Facilitate Future Development of SMR Systems in the 800 MHz Frequency Band Amendment of Parts 2 and 90 of the Commission's Rules To Provide for the Use of 200 Channels Outside the Designated Filing Areas in the 896-901 MHz and 935-940 MHz Band Allotted to the Specialized Mobile Radio Pool, Third Report and Order*, 9 FCC Rcd 7988, ¶ 250 (1994).

The Supreme Court decisions upholding the FCC's ownership regulation of broadcasters rest heavily upon the FCC's assurance of flexibility, making clear that the agency cannot discharge its Section 309 obligations by mere reference to a rule applied in any and all cases. In sustaining the chain broadcasting regulations, the Court ruled in *National Broadcasting Co. v. United States*, 319 U.S. 190, 225 (1943):

The Commission . . . did not bind itself inflexibly to the licensing policies expressed in the Regulations. In each case that comes before it the Commission must still exercise an ultimate judgment whether the grant of a license would serve the "public interest, convenience, or necessity." If time and changing circumstances reveal that the "public interest" is not served by application of the Regulations, it must be assumed that the Commission will act in accordance with its statutory obligations.

In *United States v. Storer Broadcasting*, 351 U.S. 192, 201 (1956), the Court upheld the FCC's initial multiple ownership rule, similarly explaining that "[t]he Commission shows that its regulations permit applicants to seek amendments and waivers of or exceptions to its Rules."

And in finding that the multiple ownership rule was consistent with Section 309(b) (the requirement for hearing at that time), the Court explained that the rule was lawful because "[i]t is but a rule that announces the Commission's attitude on public protection against such concentration." *Id.* at 203 (emphasis added).⁶²

Research discloses no ownership rule ever promulgated by the FCC where the agency purported its application to be ironclad. It has been the Commission's practice for literally decades to regard compliance with the rules as one factor that, while significant, does not relieve the Commission of its obligation to evaluate the record. Where significant transactions raise significant

⁶² This is not to say that the FCC cannot rely on its rules in many or even most cases. But where the record evinces substantial questions as to public interest outcome of applying the rule to the particular facts in issue, the Commission must delve into further analysis beyond the rule in order to assess the public interest.

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public interest questions, the application's compliance with the ownership rules have not precluded a fuller examination of the competitive and diversity implications of the transaction. *See, e.g., Shareholders of AMFM, Inc. (Transferor) and Clear Channel Communications, Inc. (Transferee), Memorandum Opinion and Order*, 15 FCC Rcd 16062, ¶ 8 (2000) ("We address below first the concentration in local radio markets, to which we apply both our local radio ownership rules and, *where compliance with such rules does not sufficiently resolve issues as to competitive harm, a further competitive analysis*") (emphasis added); *Tele-Communications, Inc. and Liberty Media Corp. Order*, 9 FCC Rcd 4783, ¶ 20 (CSB 1994) ("The presence of the [cable] horizontal ownership rules does not obviate the need for Commission scrutiny of a cable industry merger below the 30% threshold...[T]he 30% rule places a ceiling on ownership above which no operator may go. It does not provide an automatic 'safe-harbor' for all mergers creating entities reaching fewer than 30% of homes passed nation-wide...Accordingly, the Commission cannot blindly rely on the horizontal ownership rules without also examining the merger's broader effect on the public interest"); *Cox Cable Comm. and Times Mirror Co., Transfer of Control and Petition for Special Relief, Memorandum Opinion and Order*, 10 FCC Rcd 1559, ¶ 16 (CSB 1994) ("even if the proposed transaction falls below the thirty percent threshold established by the Commission's horizontal rules, Commission consideration of competitive and other public interest issues raised by a transaction that involves the transfer or assignment of radio licenses is still necessary under Title III").

Further analysis is required here in light of the substantial and material opposition to the application. A Commission decision to refuse to undertake further evaluation (whether through hearing designation and/or mandating responsive pleadings from the Applicants) would necessarily be based upon an impermissible policy decision that the public interest is indifferent and oblivious

to diversity and competition within America's Hispanic community. SBS trusts that this Commission is not prepared to adopt such an ill-advised policy.

8. Univision Misstates Commission Precedent.

Univision accuses SBS of "ignoring contrary dispositive caselaw [*sic*] in favor of extraneous cases and language."⁶³ Other than the Media Ownership Order, discussed *supra*, the only decision specifically identified by Univision as ignored by SBS is an unreported decision applying the FCC's policy on format changes with respect to an assignment application pursuant to which HBC acquired a radio station.⁶⁴ It cannot be too surprising that SBS "ignored" a decision that is unreported given that SBS's counsel had no notice of nor access to the decision. In any event, that decision is not the "gotcha" Univision presents it to be. In fact, it has no bearing upon SBS's discussion of the FCC's policy on format changes in its June 26 Letter.

Simply put, SBS stated in that letter, and reiterates here, that the Commission's policy on format changes is simply irrelevant to the Univision/HBC merger, because no format change is apparently contemplated. To the contrary, the format change policy was introduced to the discussion of the merger by Univision in support of its argument that Spanish-language Broadcasting is "merely a format."⁶⁵ As demonstrated in SBS's June 26 Letter at 5-8, neither the unreported decision relied on most recently by Univision, nor the *Brawley-Entravision* decision

⁶³ Univision July 23 Letter at 8.

⁶⁴ Letter of Peter H. Doyle, Chief, Audio Division, Media Bureau, to Steven A. Rechter, *et al.* (May 30, 2003).

⁶⁵ *See* Letter from Scott Flick, Counsel for Univision Communications, Inc. and Roy Russo, Counsel for Hispanic Broadcasting Corp., to Chairman Powell, FCC, Docket No. MB 02-235, FCC File Nos. BTC-20020723ABL, *et al.*, at 5 (May 14, 2003).

previously cited by Univision,⁶⁶ provide any support for denying the existence of a separate Spanish-language market. The irrelevance of the format change policy to this question aside, the Supreme Court decision cited by Univision expressly acknowledges that, when challenged before the Supreme Court on the grounds that the FCC's entertainment format policy made no provision for the role of foreign-language programming in providing information to non-English-speaking citizens, the FCC (in oral argument) responded that the policy in question applied only to entertainment programming, not to informational programming.⁶⁷

Univision next argues that SBS's citation of 30 years of FCC precedent acknowledging that foreign-language stations, and Spanish-language stations in particular, serve a distinct audience⁶⁸ is based simply on the fact that the word "Spanish" appears in the decision, and that SBS selectively quoted from these decisions to distort their meaning. *See* Univision July 23 Letter at 10. SBS urges Univision to reread these decisions. SBS stands by its submissions to the Commission.

Finally, Univision criticizes SBS for not extending one of its quotations from the *Telemundo* decision,⁶⁹ "we are not as concerned in this case that the competition for advertising dollars will be diminished because the Spanish-language format of the Telemundo stations means that *they do not*

⁶⁶ *See Applications of Brawley Broadcasting Co. and KAMP, Inc. (Assignor's) and Entravision Holdings, LLC (Assignee)*, 13 FCC Rcd 21119 (1998).

⁶⁷ *See FCC v. WNCN Listener's Guild*, 450 U.S. 582, 604 n.46 (1981) ("Respondents place particular emphasis on the role of foreign language programming in providing information to non-English-speaking citizens. However, the Policy Statement only applies to entertainment programming. It does not address the broadcaster's obligation to respond to community needs in the area of informational programming," *citing* Tr. of Oral Arg. 81 (remarks of counsel for the Commission)).

⁶⁸ *See* SBS July 26 Letter *passim*.

⁶⁹ *Telemundo Communications Group, Inc. (Transferor) and TN Acquisition Corp. (Transferee)*, 17 FCC Rcd 6958, 6977 (2002).

*compete directly with NBC's station*⁷⁰ to include the next sentence “[e]ven the two Telemundo stations have different Spanish-language programming and attract a different type of advertising with one station a Telemundo affiliate and the other an independent Spanish-language station.” Univision argues that this sentence undercuts the first quotation because “SBS must claim that the two Spanish stations necessarily competed for the same advertisers in order to establish its separate Spanish-language market theory...”⁷¹ This assertion is simply incorrect and fundamentally misapprehends the concept of relevant markets for the purpose of competition analysis. *See* discussion at pp. 8-11, *supra*.

Univision’s mistake here, like the balance of the Univision July 23 Letter, also ignores the discussion of diversity in *Telemundo*. In *Telemundo*, the Commission found that diversity would not be adversely affected because, *inter alia*, the Telemundo stations “each have a different set of programming designed for Spanish-language viewers and are among twenty-two different radio and television broadcast stations that are programmed towards the Hispanic audience in the Los Angeles market,”⁷² and that, “[o]n the other hand, KNBC broadcasts to a wider audience exclusively in English.”⁷³

Conclusion.

The evidence in the record of this proceeding demonstrates that the proposed merger of Univision and HBC will harm competition in the Spanish-language broadcasting market, and will dramatically reduce the diversity of sources of Spanish-language broadcasting available to the

⁷⁰ *Id.* at 6978-79 (emphasis added).

⁷¹ Univision July 23 Letter at 11.

⁷² *Telemundo*, 17 FCC Rcd at 6977.

⁷³ *Id.*

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millions of Hispanic Americans who rely on such stations for their news and information. In these circumstances, the Commission cannot grant the application consistent with its obligations under Section 309 of the Communications Act.

Respectfully submitted,

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2002 NATIONAL SURVEY OF LATINOS

Pew Hispanic Center/Kaiser Family Foundation

SUMMARY OF FINDINGS

DECEMBER 2002

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2002 NATIONAL SURVEY OF LATINOS

PEW HISPANIC CENTER/KAISER FAMILY FOUNDATION

SUMMARY OF FINDINGS

DECEMBER 2002

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EXECUTIVE SUMMARY

The Pew Hispanic Center/Kaiser Family Foundation 2002 *National Survey of Latinos* comprehensively explores the attitudes and experiences of Hispanics on a wide variety of topics. This survey was designed to capture the diversity of the Latino population by including almost 3,000 Hispanics from various backgrounds and groups so that in addition to describing Latinos overall, comparisons can be made among key Hispanic subgroups as well.

We find that as a whole, the Hispanic population of the United States holds an array of attitudes, values and beliefs that are distinct from those of non-Hispanic whites and African Americans. Even Latinos who trace their ancestry in the United States back for several generations express views that distinguish them from the non-Hispanic native-born population.

However, there is no single, homogeneous Latino opinion. A diversity of views exists among Latinos, and the differences between the foreign born, regardless of their country of origin, and the native born and those between the English dominant and the Spanish dominant are most notable. In fact, the survey presents a multifaceted representation of a population undergoing rapid change due to immigration that includes individuals at many different stages in the process of assimilation to English and American ways. The survey, however, renders a portrait of a people at a given moment in time—the late spring of 2002—rather than serving as a prediction for a certain future. Nonetheless, the survey results help resolve a sometimes argumentative though frequently-asked question: Are Latino newcomers undergoing the melting pot experience, or are they and their offspring maintaining their native cultures and becoming an ethnic group that is different from the mainstream? The answer is: Both, to some extent.

For example, an examination of Latinos' attitudes on social issues shows that immigrants hold a range of views on matters like gender roles, abortion and homosexuality that are somewhat more conservative than those of most non-Hispanic whites. Meanwhile native-born Latinos, including the children of immigrants, express attitudes that are more squarely within the range of views voiced by non-Hispanics. Nonetheless, some elements of this social conservatism and, in particular, a strong attachment to family is evident among Latinos who predominantly speak English and are generations removed from the immigrant experience.

Immigration is also an important factor in shaping Latinos' sense of their social identity. The survey reveals a robust attachment to countries of origin, and while this attachment is naturally strongest among the foreign born, it also extends to their U.S.-born children and even somewhat among Hispanics whose families are long-time U.S. residents. Social identity for Latinos, however, is much more complex and fluid than simply a connection to an ancestral homeland. Native-born Latinos also use the term "American" to describe themselves more than terms like "Mexican" or "Cuban." Use of the terms "Latino" or "Hispanic," which encompass all national origin groups, add another crosscurrent. Respondents use these broader terms to distinguish themselves from non-Hispanics, but in large numbers they also say that Latinos of different countries of origin share no common culture.

The survey also sheds considerable light on the experiences that Latinos have in the United States. Focusing particularly on experiences with discrimination, their economic and financial situations and experiences with the health care system, the survey finds a diversity of experiences largely reflective in differences between native and foreign born and differences between English and Spanish dominant.

Overall, the findings suggest the need for new ways of thinking about the Hispanic population in this country. It is neither monolithic nor a hodgepodge of distinct national origin groups. Rather, Latinos share a range of attitudes and experiences that set them apart from the non-Hispanic population. Yet this common culture embraces a diversity of views that is most evident in the contrasts between immigrants and the native born. The survey argues for a more dynamic approach in regard to Latinos because this is a population undergoing constant change due to immigration. Regardless of nativity or country of origin, Hispanics who reside in the United States are engaging the English language and American ways to various degrees. Yet, simultaneously, newly arrived immigrants are bringing new energy to Spanish and to attitudes shaped in Latin America. In interpreting the survey results it is important to keep in mind that these two processes—assimilation and immigration—are taking place side-by-side in Latino communities, often within a single family.

SURVEY HIGHLIGHTS:**Identity:**

- When asked whether they **ever** use certain terms to describe themselves, a large majority of Latinos (88%) indicate that they ever identify themselves by the country where they or their parents or ancestors were born, for example as a “Mexican” or “Cuban.” They are almost as likely (81%) to ever use “Latino or Hispanic.” By contrast, they are much less likely to ever use the term “American” (53%).
- When asked which terms they would use **first** to describe themselves, a little more than half (54%) indicate that they primarily identify themselves in terms of their or their parents’ country of origin; about one in four (24%) chooses “Latino” or “Hispanic,” and about one in five (21%) chooses “American.”
- The primary terms Latinos use to identify themselves differ dramatically according to how many generations an individual’s family has been living in the United States. Country of origin was cited as the first or only term used for self-identification by more than two-thirds (68%) of foreign-born Latinos. Among those who were born in the United States of immigrant parents (the second generation), almost equal shares identified themselves primarily either by their parents’ countries of origin (38%) or as American (35%). Over half (57%) of Latinos with U.S.-born parents (the third generation and beyond) identify themselves first and foremost as an American.
- When asked about racial identity, Hispanics indicate that they do not feel that they fit into one of the racial categories typically used by the U.S. government, such as white, African American, or Asian. Rather, the majority (56%) either volunteered their race as Latino/Hispanic (47%) or indicated that they would prefer to identify their race as “Latino” or “Hispanic” (9%).
- Hispanics seem to see themselves more as having separate and distinct cultures based on country of origin rather than sharing a single culture as Hispanics or Latinos, but they are more divided in their views on whether or not Latinos are working together politically.

Assimilation:***How do Latinos view the United States?***

- When comparing the United States to the countries where they or their ancestors were born, Latinos overall are fairly positive and optimistic. In particular, they feel very strongly that the United States offers more opportunities to get ahead and that Hispanic children growing up in the United States will have more opportunities in employment and education than they themselves had. On the other hand, Hispanics express somewhat less positive and more mixed views on the state of moral values and the strength of family ties in the United States. Nonetheless, there seems to be some confidence that Latinos can pass on the values that they deem important, and a majority maintains that Hispanic children growing up in the United States will stay close to their families.
- Hispanics, particularly those who are born outside the United States and those who predominantly speak Spanish, believe that one must do what is best for oneself rather than what is best for others to be successful in the United States. Whites and African Americans disagree that this type of behavior is necessary for success. On the other hand, Hispanics do not feel that to be successful you must work long hours at the expense of your personal life, whereas almost half of whites feel this is the case. Latino viewpoints on these issues, however, differ as Latinos who are likely to be the most assimilated, such as those who are native born and English dominant, are more likely than those who are foreign born and Spanish dominant to agree with the views of white Americans on these issues.

Assimilating to the United States: Behavior, Values, Religion and Views on Government

- Hispanics, particularly those who are Spanish speakers, feel very strongly that Hispanics must learn English in order to be successful in the United States.
- Spanish remains the dominant language in the adult Hispanic population. English, however, clearly gains ground even within immigrant households. The second generation—the U.S.-born children of immigrants—predominantly speak English or are bilingual. Indeed, Hispanic parents, even those who are immigrants, report that English is the language their children generally use when speaking to their friends.
- When it comes to social values, Latinos have social values that are somewhat more conservative than whites, but that are often similar to those of African Americans.
- Latinos who were born outside of the United States tend to be more socially conservative than Latinos who are native born, though this does depend to some extent on the respondent's age when he or she immigrated to the United States. Differences in social views are even more pronounced between Hispanics who speak Spanish predominantly and those who predominantly speak English. Some differences also exist based on country of origin, with Mexicans and Central Americans tending to be slightly more socially conservative than Latinos from other countries.
- Some of these differences in values may be explained by religion. Hispanics overall describe themselves as very religious with a majority identifying themselves as Roman Catholic. Hispanics who say they have no religion express views that tend to be less socially conservative and more similar to those of whites. Nonetheless, religion does not explain all of the differences in social values between Hispanics and whites, as both white Catholics and whites who say they have no religion tend to be less conservative on social issues than their Hispanic counterparts.
- Hispanics express views that emphasize the importance of family ties, and they have somewhat more conservative views on gender roles than whites.
- Hispanics also have a generally more favorable opinion of government than do whites or African Americans.
- Finally, one belief that does differ strikingly between immigrants and native-born Latinos is fatalism, i.e., the belief that it does not do any good to plan for the future because one does not have control over destiny. Foreign-born Latinos, especially those who immigrated after the age of 10, and those who speak Spanish predominantly tend to agree that fate determines the future. By contrast, those born in the United States, those who are foreign born but who immigrated to the United States when they were age 10 or younger, and those who predominantly speak English generally do not agree that this is the case.
- Overall, Latinos who are more assimilated, that is, those who primarily speak English and those whose families have been in the United States for multiple generations, tend to have social values as well as a lack of fatalism that are more characteristic of mainstream American views than are the views of Latino immigrants. However, on issues such as the importance of family and the size of government, Latinos, even after multiple generations in the United States, express a more distinct Latino perspective.

Experiences with and Views about Discrimination:

- Latinos overwhelmingly say that discrimination against Latinos is a problem both in general and in specific settings such as schools and the workplace.
- An overwhelming majority (83%) of Hispanics also report that discrimination by Hispanics against other Hispanics is a problem, and almost half (47%) feel that this is a major problem. Latinos are most likely to attribute this type of discrimination to disparities in income and education, though a substantial number also feel that Latinos discriminate against other Latinos because they or their parents or ancestors are from a different country of origin.
- When asked about their personal experience with discrimination, a smaller, though still substantial number (31%) of Hispanics report that they or someone close to them has suffered discrimination in the last five years because of their racial or ethnic background. About one in seven (14%) Latinos report personally experiencing employment-related discrimination, including not being hired for a job or not promoted because of their race or ethnicity.

- In addition to those who say they or someone close to them has experienced discrimination, many Hispanics report experiencing more subtle forms of unfair treatment because of their race or ethnicity such as being treated with less respect than others (45%), receiving poorer service than others (41%), and being insulted or called names (30%).
- When Hispanics were asked to explain why they believe they have been discriminated against or treated unfairly in the past, they are most likely to say that it was due to the language they speak (35%), though many also attribute it to their physical appearance (24%), or feel that it was a result of both the way they look and the language they speak (20%).

Economic and Financial Experiences:

- Overall, Latinos report a weaker financial situation than do whites. They report having lower household incomes, they are less likely to own the home they live in, and they are more likely to report having had financial difficulties in the past year. Latinos are also less likely than whites to use traditional financial resources such as bank accounts and credit cards. Furthermore, lower income Latinos report having more severe financial hardships than whites in the same income bracket. Economically, Latinos are much more similar to African Americans, who report having comparable incomes and financial difficulties.
- This does not mean that all Latinos are struggling financially. Latinos who were born in the United States and those who speak English or are bilingual are much more likely to report having higher household incomes and are less likely to report experiencing financial hardships than those Latinos who were born outside of the United States or who primarily speak Spanish.
- Although Latinos report being somewhat ambivalent about their current financial situation, they tend to be more optimistic than whites or African Americans. Furthermore, the overwhelming majority of Latinos, regardless of their place of birth or primary language, are confident that Latino children growing up in the United States will have better jobs and make more money than they do.

Health Care Experiences:

- As has been documented before, Latinos (35%) are more likely than whites (14%) or African Americans (21%) to report being without health insurance.
- However, experience with being uninsured differs substantially among Latinos, with those who are foreign born, or Spanish dominant more likely to report being uninsured than their counterparts. Latinos who trace their roots to Central or South America, Mexico, or El Salvador are more likely to say they are uninsured than are those from Puerto Rico, Cuba or the Dominican Republic.
- A substantial minority of Latinos report additional health care challenges such as problems paying medical bills (22%), delaying seeking care because of costs (20%) or getting needed health care services (15%). Furthermore, some Latinos report having problems communicating with health care providers due to language barriers (29%) or having difficulty getting care due to their race and ethnic background (18%). Not surprisingly, these experiences are more common among those who are Spanish dominant and among those who were born outside the United States.

SECTION 1: INTRODUCTION AND DESCRIPTION OF ADULT LATINOS

In the 2000 Census, some 35,306,000 persons living in the United States identified themselves as being Hispanics. That represented a 142% increase over the 1980 Census count, and means that Latinos now make up nearly 13% of the U.S. population overall. Despite their large and growing numbers, the complexities of views and experiences within the Hispanic population remain largely unexplored. Great diversity within this population exists due to several factors: Latinos come from many different countries of origin. They have different degrees of language assimilation. And, the population is comprised of recent immigrants, the children of immigrants, and those whose families have been in the United States for multiple generations. While various surveys of Latino views and experiences have been conducted, few projects have been able to examine this population in depth to fully understand how this diversity impacts views, beliefs and experiences.

The Pew Hispanic Center/Kaiser Family Foundation 2002 National Survey of Latinos is designed to comprehensively explore the attitudes and experiences of Latinos on a wide variety of topics. It grows from a similar effort conducted in 1999 by the Kaiser Family Foundation, *The Washington Post*, and Harvard University. Building upon that earlier work, this survey was designed to capture the diversity of the Latino population. The survey sample was designed to include enough Hispanics from various backgrounds and national origin groups so that in addition to describing Latinos overall, comparisons also can be made among segments of the Hispanic population.

This first section describes the surveyed adult Hispanic population, highlighting key areas of demographic differences among subgroups that are important to keep in mind when exploring how views and experiences differ among the groups. It also describes and defines the subgroups we then refer to throughout the rest of the report. The next sections of this report summarize the key findings for Latinos views on identity (Section 2) and assimilation (Section 3), and their experiences with discrimination (Section 4), economics and finances (Section 5), and the health care system (Section 6).

DESCRIPTION OF ADULT LATINOS

The following is a description of the demographics of the Latino sample for this study. The sample was drawn and weighted to be representative of all adult Hispanics in the United States today. See the methodology for more details on the sampling design.

When assessing the results of the survey for this report, some decisions needed to be made as to which sub-groups to use for analysis and how to define these groups. Following is a list of the key groups used throughout the report and how we defined them. The tables below show the percentage of Latinos who fall into each group.

In addition, we have included information about important differences among these sub-groups. When looking at the information highlighted in this report, it is helpful and important to keep in mind these differences and the role they might play in influencing the attitudes, beliefs, and experiences of each group.

LATINO/AFRICAN AMERICAN/WHITE

Definition

The terms “Latino” and “Hispanic” are used interchangeably throughout the report. Respondents self-identified as Latino/Hispanic based on a question that asked, “Are you, yourself of Hispanic or Latin origin or descent such as Mexican, Puerto Rican, Cuban, Dominican, Central or South American, Caribbean or some other Latin American background?” Based on this question, we identified 2929 Latinos for the survey.

The terms “African American” and “white” are used throughout the report to refer to non-Latino African Americans and whites—in other words, those respondents who do not self-identify as being of Hispanic or Latin origin or descent. The sample for this survey included 171 African Americans, and 1008 whites.

Additional Key Demographic Differences

Income

Latinos and African Americans report having similar household incomes, which tend to be lower than household incomes reported by whites. (Table 1.1)

Half of all Latinos report having an annual household income under \$30,000, 23% report having a household income between \$30,000 and below \$50,000, 17% report making over \$50,000, and just over one in ten (11%) did not know their annual household income.

Table 1.1: Household Income by Race/Ethnicity

	Latinos	Whites	African Americans
HOUSEHOLD INCOME			
Less than \$30,000	50%	29%	44%
\$30,000 – < \$50,000	23	27	30
\$50,000 +	17	42	22
Don't know	11	3	4

FOREIGN-BORN LATINOS/NATIVE-BORN LATINOS

Definition

“Foreign-born Latinos,” who are also referred to in this report as “those born outside of the United States,” are those who were born outside of the fifty states as well as those who were born on the island of Puerto Rico, a commonwealth associated with the United States. Although individuals born in Puerto Rico are U.S. citizens by birthright, they were included among the foreign-born because, like immigrants from Latin America, they were born into a Spanish-dominant culture and because on many points their attitudes, views and beliefs are much closer to Hispanics born abroad than to Latinos born in the fifty-states, even those who identify themselves as being of Puerto Rican origins.

Native-born Latinos are those who say they were born in the United States. These respondents are also referred to as “U.S.-born Latinos.”

Latinos in the United States are more likely to be foreign born (63%) than native born (37%).

Additional Key Demographic Differences**Primary Language**

As might be expected, native-born Latinos are much more likely than foreign-born Latinos to speak English as their primary language (61% vs. 4%) or to be bilingual (35% vs. 24%), while foreign-born Latinos are much more likely than native-born Latinos to be Spanish dominant (72% vs. 4%). (Table 1.2)

Table 1.2: Primary Language, by Foreign/Native-Born Latinos

	Foreign-Born Latinos	Native-Born Latinos
English-Dominant	4%	61%
Bilingual	24	35
Spanish-Dominant	72	4

Education

Over half (55%) of foreign-born Latinos have less than a high school education compared to fewer than a quarter (23%) of native-born Latinos. Native-born Latinos are more likely than foreign-born Latinos to have completed high school (35% vs. 29%), have some college (29% vs. 9%), or to have graduated from college or received a degree after college (13% vs. 7%). (Table 1.3)

Table 1.3: Education, by Foreign/Native-Born Latinos

	Foreign-Born Latinos	Native-Born Latinos
Less than High School	55%	23%
High School Graduate	29	35
Some College	9	29
College Graduate or More	7	13

Household Income and Occupation

Foreign-born Hispanics generally live in households with lower incomes than those who are native born. The majority (57%) of foreign-born Latinos report making less than \$30,000 a year, while the majority (53%) of native-born Latinos report making more than \$30,000 a year.

Employed foreign-born Hispanics are also more likely to report being in blue-collar jobs (65%) than those who are native born (28%). (Table 1.4)

Table 1.4: Household Income and Occupation, by Foreign/Native-Born Latinos

	Foreign-Born Latinos	Native-Born Latinos
HOUSEHOLD INCOME		
Less than \$30,000	57%	37%
\$30,000 – < \$50,000	20	28
\$50,000 +	11	27
Don't know	12	8
OCCUPATION		
White Collar (Net)	31	69
Blue Collar (Net)	65	28
Other	3	3

AGE AT IMMIGRATION

Definition

Respondents who were born outside of the United States were asked their age at the time they immigrated to the United States (Puerto Ricans born on the island were not asked this question and are not included in these groups). Based on their responses they were categorized into four groups: those who arrived when they were age 10 or younger, ages 11-17, ages 18-25, and those who arrived when they were age 26 or older.

Foreign-born Latinos are more likely to report having immigrated to the United States at an older age. (Table 1.5)

Table 1.5: Age at Immigration to the United States Among Latinos

	Percent of Latino Adults
10 and younger	10%
11-17	17
18-25	37
26+	34
Don't know/Refused	2

Additional Key Demographic Differences

Primary Language

Those who arrived when they were very young, in this case age 10 or younger, may have experiences more similar to Hispanics who were born in the United States than to others who are foreign-born. In particular, foreign-born Hispanics who arrive at a young age are much more likely to speak English as adults and will have received a majority of their education from American schools. In contrast, foreign-born Hispanics who arrived when they were older, particularly those who arrived when they are already into adulthood, in this case age 26 and older, are more likely to be Spanish dominant than those who arrived when they were younger. (Table 1.6)

Table 1.6: Primary Language Among Foreign-Born Latinos, by Age at Immigration to the United States

	Age at Immigration to the United States Among Foreign-Born Latinos			
	10 years or younger	Ages 11-17	Ages 18-25	Ages 26+
English-Dominant	18%	4%	1%	2%
Bilingual	70	31	15	10
Spanish-Dominant	11	66	84	89

Income

Foreign-born Hispanics who immigrated to the United States at a younger age are also more likely to report being in households with a higher annual income than are those who came when they were older. The majority of foreign-born Latinos who arrived when they were ages 11 or older indicate that they earn less than \$30,000 a year, while a majority of those who arrived when they were age 10 or younger indicate that they earn over \$30,000. (Table 1.7)

GENERATION**Definition**

First generation Latinos are those who were born outside of the United States, including those born in Puerto Rico. This group is the same as the foreign-born Latinos defined above. The second generation is made up of those who were born in the United States and whose parents were foreign born. The group labeled “3rd generation or higher” includes anyone whose parents were born in the United States.

The majority of Latinos (63%) indicated that they were first generation, including 5% who said they were born in Puerto Rico. About one in five (19%) indicates they are second generation in the United States, and 17% indicate they are third generation or higher. (Table 1.8)

Table 1.7: Income Among Foreign-Born Latinos, by Age at Immigration to the United States

	Age at Immigration to the U.S. Among Foreign-Born Latinos			
	10 years or younger	Ages 11-17	Ages 18-25	Ages 26+
Less than \$30,000	43%	54%	61%	62%
\$30,000 – < \$50,000	32	19	21	15
\$50,000+	23	16	9	4
Don't know/Refused	2	11	9	19

Table 1.8: Generation in the United States Among Latinos

	Percent of Latino Adults
1st Generation	63%
2nd Generation	19
3rd Generation and Higher	17

Primary Language

As noted above, a large majority (72%) of first generation or foreign-born Latinos are Spanish dominant; about one in four (24%) is bilingual while only 4% are English dominant. In contrast, second generation Latinos are mostly divided between those who are English dominant (46%) and those who are bilingual (47%). Third generation or higher Hispanics are largely English dominant (78%). While a few Hispanics whose families have been in the United States for multiple generations are bilingual (22%), none indicate that they are Spanish dominant. (Table 1.9)

Table 1.9: Primary Language Among Latinos, by Generation in the United States

	Generation in the United States		
	1 st Generation	2 nd Generation	3 rd Generation and Higher
English-Dominant	4%	46%	78%
Bilingual	24	47	22
Spanish-Dominant	72	7	-

PRIMARY LANGUAGE**Definition**

Respondents were asked a series of four questions about their language ability. They were asked about their ability to carry on a conversation in Spanish and to carry on a conversation in English (“Would you say you can carry on a conversation in Spanish/English, both understanding and speaking,—very well, pretty well, just a little, or not at all?”) and questions about their ability to read in English and in Spanish (“Would you say you can read a newspaper or book in Spanish/English—very well, pretty well, just a little, or not at all?”). Based on their answers to these four questions, respondents were divided into three language groups: English dominant, bilingual, and Spanish dominant. Using these divisions, almost half (47%) of Hispanics are categorized as “Spanish dominant.” The remaining half of Latinos split between those who are English dominant (25%) and those who are bilingual (28%). (Table 1.10)

Throughout the report English-dominant Latinos are also referred to as those “who predominantly speak English” and Spanish-dominant Latinos are also referred to as those “who predominantly speak Spanish.” This wording is used for brevity. Please note, however, that the variables used to establish language dominance included both reading and speaking ability.

Table 1.10: Primary Language Among Latinos

	Percent of Latino Adults
English-Dominant	25%
Bilingual	28
Spanish-Dominant	47

Additional Key Demographic Differences**Income**

Spanish-dominant Latinos report having lower incomes than those who are bilingual or those who are English dominant. There are not significant differences in reported income between bilingual and English-dominant Latinos.

The majority (65%) of Spanish-dominant Latinos report earning less than \$30,000 a year while those who are bilingual or English dominant are more likely to report earning over \$30,000 a year, and particularly more likely to report annual incomes of \$50,000 or more a year.

Employed Spanish-dominant Latinos are also more likely to report being in blue-collar jobs (74%) than are bilingual (35%) or English-dominant Latinos (31%). (Table 1.11)

Table 1.11: Household Income Among Latinos, by Primary Language

	Among Latinos		
	Spanish-Dominant	Bilingual	English-Dominant
HOUSEHOLD INCOME			
Less than \$30,000	65%	37%	35%
\$30,000 – < \$50,000	16	31	29
\$50,000+	4	26	29
Don't know	15	6	7
OCCUPATION			
White Collar (Net)	23	61	66
Blue Collar (Net)	74	35	31
Other	3	3	3

COUNTRY OF ORIGIN

Definition

“Country of origin” refers to the country or region where the respondent or the respondent’s parents or ancestors were born. Respondents were asked a series of questions to determine their “country of origin.” Respondents were first asked: “Were you born in the United States, the island of Puerto Rico, or in another country?” Those who said they were born in “another country” were asked “In what country were you born?” Those who were born in the United States were asked “What country did your parents, grandparents or ancestors come from?” Respondents who named more than one country were then asked “Which country do you identify with more?”

Based on these questions, Latinos were placed in a specific “country of origin group.” At various places throughout the report findings are reported for Latinos “from” a particular country or region. Please note that these groups include not only those who were actually born in that country, but all of those who trace their roots to that country.

The specific country groups with enough respondents to assess separately include Mexican, Cuban, Dominican, Salvadoran and Colombian, and the commonwealth of Puerto Rico. In addition, results are given for “Total Central Americans” which includes Salvadorans and all other respondents who indicated they were from a Central American country, and for “Total South Americans” which includes Colombians and respondents who indicated they were from a South American Country. Latinos who indicated any other country or region as their country of origin fall into the category “All Other.” (Table 1.12)

Salvadorans largely dominate the group “Total Central Americans.” This group also includes Latinos from Guatemala, Honduras, Nicaragua, Panama, and Costa Rica. (Table 1.13)

Similarly, Colombians dominate the “Total South American” group, which also includes Hispanics from many other South American countries. (Table 1.14)

The category “all other” is a group made up of Latinos from countries that do not have particularly large populations in the United States. This group is dominated by those who are of Spanish descent, but also includes Latinos who say they or their ancestors are from, for example, the United States, Europe, and the Caribbean islands. (Table 1.15)

Table 1.12: Country or Place of Origin Among Latinos

	Percent of Latino Adults
Mexico	64%
Puerto Rico	9
Central America (Total)	7
South America (Total)	5
Cuba	5
Dominican Republic	5
El Salvador	4
Colombia	3
All Other	6

Table 1.14: Country of Origin Among Latinos from South America

	Percent of Total South Americans
Colombia	58%
Ecuador	11
Argentina	8
Peru	7
Brazil	6
Chile	4
Guyana	3
Venezuela	2
Bolivia	1
Uruguay	1

Table 1.13: Country of Origin Among Latinos from Central America

	Percent of Total Central Americans
El Salvador	65%
Guatemala	14
Honduras	10
Nicaragua	6
Panama	4
Costa Rica	1

Table 1.15: Country of Origin Among Latinos from "Other" Countries

	Percent of "All Other"
Spain	47%
USA	16
Germany	4
Portugal	3
Jamaica	3
Trinidad/Caribbean Islands	2
Italy	1
Other	6
Don't know/Refused	17

Additional Key Demographic Differences

Foreign-Born/Native-Born

The country of origin groups vary a great deal in terms of the percentage of Latinos in each group who are foreign born versus those who are native born. Four country of origin groups and two regions are highly dominated by Hispanics who were born outside of the United States: Colombians (83%), Dominicans (85%), Salvadorans (91%), Total South Americans (85%), and Total Central Americans (92%). The Cuban country of origin group is also heavily foreign born (78%), though it includes almost one in five (22%) native-born Hispanics.

By contrast, the Mexican and Puerto Rican country of origin groups are more evenly split between those who are foreign born and those who are native born.

The “All Other” group of respondents is the only group that is dominated by Hispanics who were born in the United States. (Table 1.16)

Table 1.16: Foreign/Native-Born Among Latinos, by Country of Origin

	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Foreign-Born	62%	57%	78%	92%	85%	91%	85%	83%	12%
Native-Born	38	43	22	8	15	9	15	17	88

Primary Language

Hispanics associated with different countries of origin have differences in the primary language they speak. Hispanics from “other” countries are much more likely than other groups to be English dominant. Puerto Ricans also stand out as being much more likely than other groups to speak English predominantly or to be bilingual.

In contrast, Latinos from Central America, El Salvador, and the Dominican Republic are more likely than Puerto Ricans, Mexicans and Hispanics from “other” countries to be Spanish dominant. (Table 1.17)

Table 1.17: Dominant Language Among Latinos, by Country of Origin

	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
English-Dominant	23%	39%	17%	10%	12%	12%	6%	12%	70%
Bilingual	26	40	30	25	34	25	34	30	27
Spanish-Dominant	51	21	53	65	54	63	61	58	3

SECTION 2: IDENTITY

The terms people use to describe themselves are an important measure of how they see themselves and of how they relate to the society they inhabit. Terms such as white, African American, Hispanic or Latino are especially important in the United States where individuals are routinely categorized into racial and ethnic groups as a matter of social convention and government policy. Among the various terms Latinos have available to describe themselves a specific country of origin is generally preferred while the broader terms Latino or Hispanic are also widely cited. Finally, a great many Latinos refuse to place themselves in the standard U.S. racial categories based primarily on skin color.

In this survey Hispanics demonstrate a very strong association with their countries of origin—identifying themselves as “Mexicans,” “Cubans” etc.— whether it be their birthplace or their parents’ or a land that ancestors hailed from generations ago. In most cases that association is stronger than an identity as “Americans.” While Latinos who were born in the United States are more likely to describe themselves as American than as anything else, it is only among Latinos whose families have been in the United States for multiple generations and among those who say English is their primary language that a majority of respondents select the term “American” as their primary identification.

Furthermore, this tie to home country is much more salient than any pan-ethnic or “Latino/Hispanic” identity. Hispanics are not very likely to identify themselves first and foremost as “Latinos” or “Hispanics.” Moreover, they indicate very clearly that they believe Latinos of different countries of origin have separate and distinct cultures rather than one unified Hispanic/Latino culture.

When asked about racial identity, Hispanics indicate that they do not feel that they fit into one of the racial categories typically used by the U.S. government, such as white, African American, or Asian. Rather, the majority indicates that they would prefer to identify their race as “Latino” or “Hispanic.”

This may seem somewhat contradictory—a reluctance to self-identify as a “Latino” or “Hispanic” or to acknowledge a unified Latino culture and yet a desire to identify racially as a Latino or Hispanic. These two attitudes, however, are not necessarily in conflict. What Latinos seem to be indicating is that it is important to them that they be considered a distinct group from non-Hispanic whites and African Americans. And, at the same time, they acknowledge that there is considerable diversity within the Latino population as well.

Nonetheless, as will be shown in later chapters of this report, Hispanics of different national origins share very similar values and attitudes, with a few notable exceptions. Thus, while country of origin is important to the ways that Hispanics identify themselves and distinguish themselves from other Latinos, it is not always a characteristic that defines, or is even very helpful in understanding, the diverse views held by the Latino population. Differing attitudes on matters such as the legality of abortion or what traits it takes to get ahead in the United States are better explained by factors such as whether respondents are immigrants or U.S.-born, the age at which they immigrated to the United States if they are foreign born and whether their primary language is English or Spanish.

THE TERMS LATINOS CHOOSE TO DESCRIBE THEMSELVES

When asked whether they ever use certain terms to describe themselves, a large majority of Latinos indicate that they are very likely to identify themselves by the country where they or their parents or ancestors were born, for example as a “Mexican” or “Cuban.” They are almost as likely to use “Latino or Hispanic.” By contrast, they are much less likely to use the term “American,” and indeed nearly half replied that they never describe themselves that way. (Table 2.1)

- When asked if they *ever* describe themselves in terms of a country of origin, (for example as a “Colombian” or “Puerto Rican,”) a very large number of Latinos (88%) say that they do.
 - Majorities of all groups of Latinos indicate that they use country of origin to identify themselves; though some differences do exist in terms of how likely respondents are to say that they describe themselves this way. Foreign-born are more likely than native-born Hispanics (95% vs. 74%), and those whose parents are immigrants (second generation) are more likely than those whose parents are U.S.-born (the third generation and beyond) to say they ever use country of origin to describe themselves (82% vs. 66%). Similarly, those who are Spanish dominant are more likely than bilingual or English-dominant Hispanics to identify by country of origin (96% vs. 86%, 74%). Among the foreign born, the age at immigration does not seem to influence whether or not Latinos describe themselves by country of origin. Finally, those who are less educated and those who have lower incomes are more likely than those who are more educated and those who earn higher incomes to indicate that they describe themselves this way. (Table 2.2)
- Only 12% say they do not *ever* use this term to describe themselves. Of those who never use country of origin to describe themselves, 88% are citizens of the United States, 78% were born in the United States, 61% are Mexican, 54% indicate that English is their primary language, 32% are bilingual, and 14% indicate that Spanish is their dominant language.
- A similarly large majority of Latinos (81%) indicate that they ever use the terms “Latino” or “Hispanic” to identify themselves.
 - As with country of origin, foreign-born are more likely than native-born Hispanics to use these terms (85% vs. 74%), as are Spanish-dominant (87%) and bilingual (84%) Latinos compared to English-dominant Latinos (68%). Those who are less educated are also more likely than those who are more educated to use these terms to describe themselves. (Table 2.1 and Table 2.2.)
 - A large majority of respondents from every country and region also indicate that they use these terms to identify themselves, though again respondents from “other” countries (66%) are less likely than other groups to say they use these terms. Cubans are also somewhat less likely to report using these terms to describe themselves (73%). (Table 2.3)
- Nineteen percent reports never using these terms to describe themselves. Of those who say they never use the terms “Latino” or “Hispanic” to identify themselves 72% are citizens of the United States (28% are Non-Citizens), 50% were born in the United States, and 50% were born outside of the United States or on the island of Puerto Rico.
- About half of Latino respondents (53%) indicate that they use the term “American” to identify themselves.
 - Native-born Hispanics are much more likely than foreign-born Hispanics to describe themselves as American (90% vs. 32%) though among foreign-born Latinos the likelihood of using these terms varies according to the age at which the respondent immigrated to the United States as those who arrived as young children (10 and younger) are more likely than those who arrived when they were older (11-17) or those who arrived when they were adults (18-25 or 26 and older) to describe themselves as Americans (56% vs. 31%, 25%, 25%). Similarly those whose parents were born in United States (3rd generation and higher) are more likely than those who are the children of immigrants (97% vs. 85%) to describe themselves this way. Those who earn a higher income and those who are more educated are also more likely to call themselves American. (Table 2.1 and Table 2.2)
 - Those from “other countries” (93%), Puerto Ricans (77%) and Cubans (62%) are more likely than Latinos from other countries or regions of origin to say that they describe themselves as Americans. (Table 2.3)

- The other half (46%) say they do not ever use this term to describe themselves. Of those who never use the term “American” to describe themselves, 93% were born outside of the United States, 77% speak Spanish as their primary language (20% are bilingual, 4% speak English as their primary language), 71% are not citizens of the United States.

Table 2.1: The Terms Latinos *Ever* Use to Describe Themselves, by Foreign/Native-born and Generation in the United States

People choose different terms to describe themselves. I'm going to read you a few different descriptions. Please tell me whether you have ever described yourself as any of the following...						
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Generation in the United States		
				1 st Generation	2 nd Generation	3 rd Generation and Higher
Respondent's/respondent's parents' country of origin						
Yes	88%	95%	74%	95%	82%	66%
No	12	4	25	4	18	34
“Latino” or “Hispanic”						
Yes	81	85	74	85	77	72
No	19	15	25	15	23	28
American						
Yes	53	32	90	32	85	97
No	46	67	9	67	15	3

Table 2.2: The Terms Latinos *Ever* Use to Describe Themselves, by Education and Income

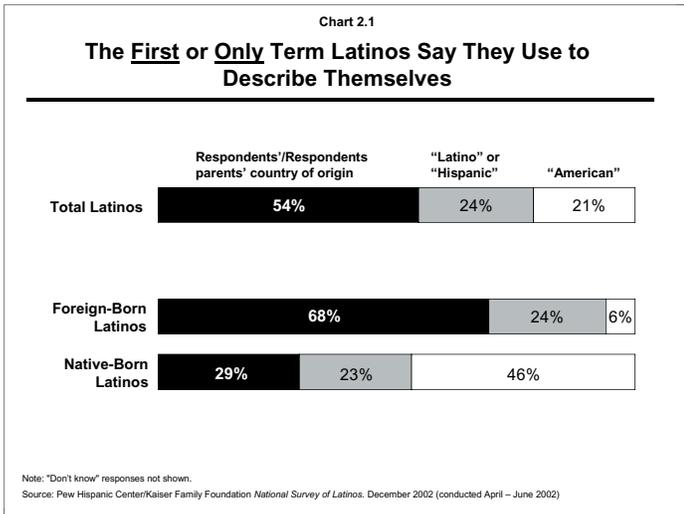
People choose different terms to describe themselves. I'm going to read you a few different descriptions. Please tell me whether you have ever described yourself as any of the following...							
	Education				Household Income		
	Less than High School	High School Grad	Some College	College Grad	Less than \$30,000	\$30,000 to less than \$50,000	\$50,000+
Respondent's/respondent's parents' country of origin							
Yes	93%	87%	80%	77%	90%	85%	83%
No	6	12	20	23	9	14	17
“Latino” or “Hispanic”							
Yes	84	83	73	77	82	84	73
No	16	17	27	23	18	16	27
American							
Yes	39	58	74	73	42	65	80
No	60	42	25	27	57	35	20

Table 2.3: The Terms Latinos *Ever* Use to Describe Themselves, by Country of Origin

People choose different terms to describe themselves. I'm going to read you a few different descriptions. Please tell me whether you have ever described yourself as any of the following...									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Respondent's/respondent's parents' country of origin									
Yes	88%	91%	89%	93%	87%	92%	92%	89%	62%
No	11	9	11	7	13	8%	7	11	35
"Latino" or "Hispanic"									
Yes	82	81	73	86	83	83	90	85	66
No	18	19	26	14	17	17	10	15	34
American									
Yes	50	77	62	35	40	35	42	42	93
No	50	22	38	65	59	64	57	58	7

When asked which terms they would use first to describe themselves, Hispanics are much more likely to identify themselves by country of origin than as a “Latino/Hispanic” or as an “American.” (Chart 2.1)

- A little more than half (54%) indicate that they primarily identify themselves in terms of their or their parents’ country of origin; about one in four (24%) chooses “Latino” or “Hispanic;” and about one in five (21%) chooses “American.”



Foreign-Born vs. Native-Born

Immigration greatly influences identity as evidenced by the primary terms individuals use to describe themselves. (Chart 2.1)

- Hispanics born outside the United States are much more likely than U.S.-born Hispanics to describe themselves primarily by country of origin (68% vs. 29%).
- Latinos born in the United States, on the other hand, are more likely to describe themselves as Americans than are foreign-born respondents (46% vs. 6%). However, even among Hispanics born in the United States, fewer than half (46%) choose to identify themselves as an American first. Being born abroad does not seem to greatly influence whether or not respondents choose the terms “Latino” or “Hispanic” as their primary identification. Only about a quarter of both U.S.-born (23%) and foreign-born (24%) Latinos say they used these terms as their first or only identification.

Age at Immigration Among Foreign-Born Latinos

The age at which foreign-born Latinos immigrated to the United States somewhat influences the terms they use for self-identification. (Table 2.4)

- Immigrants who arrived as adults (age 26 and older) are more likely to identify themselves by their country of origin. Meanwhile those who arrived as children (age 10 or younger) are more likely to identify themselves as Americans. However, even those who arrived at an early age are still more likely to identify themselves by country of origin or as Latino/Hispanic than as an American.

Table 2.4: The Terms Latinos Choose *First* or *Only* to Identify Themselves, by Age at Immigration to the United States Among Foreign-Born Latinos

Among those who describe themselves as more than one term, the <i>first</i> or <i>only</i> term they use...					
	Total Latinos	Age at Immigration to the United States Among Foreign-Born Latinos			
		10 and younger	Ages 11-17	Ages 18-25	Ages 26+
Respondent's/Parents' Country of Origin	54%	63%	66%	66%	74%
Latino/Hispanic	24	22	28	29	19
American	21	15	4	4	6
Don't describe themselves as any of these	1	*	2	*	1

Generations in the United States

The primary terms Latinos use to identify themselves differ dramatically according to how many generations an individual's family has been living in the United States. Immigrants and the grandchildren of immigrants have preferences that are almost diametrically opposite when it comes to describing themselves by country of origin or as Americans. (Table 2.5)

- Foreign-born Latinos (the first generation) have a powerful preference for identification by their country of origin. Indeed, that is usually not only the country of their birth but also where some spent their childhood years. Not surprisingly then, country of origin was cited as the first or only term used for self-identification by more than two-thirds (68%) of foreign-born Latinos. Among those who were born in the United States of immigrant parents (the second generation), almost equal shares identify themselves either by their parents' countries of origin (38%) or as American (35%). Over half (57%) of Latinos with U.S.-born parents (the third generation and beyond) identify themselves first and foremost as an American.

Primary Language Spoken

Those who predominantly speak English also choose American as their primary identification, while those who are bilingual or who predominantly speak Spanish tend to identify themselves primarily by country of origin. (Table 2.6)

- About half (51%) of English-dominant Hispanics describe themselves first as an American. By contrast, country of origin is the first preference for about half (52%) of bilingual Latinos and two-thirds of Spanish-dominant Hispanics (68%).

Table 2.5: The Terms Latinos Choose *First* or *Only* to Identify Themselves, by Generation in the United States

Among those who describe themselves as more than one term, the <i>first</i> or <i>only</i> term they use...				
	Generation in the United States			
	Total Latinos	1 st Generation	2 nd Generation	3 rd Generation and Higher
Respondent's/Parents' Country of Origin	54%	68%	38%	21%
Latino/Hispanic	24	24	24	20
American	21	6	35	57
Don't describe themselves as any of these	1	1	1	1

Table 2.6: The Terms Latinos Choose *First* or *Only* to Identify Themselves, by Primary Language Spoken

Among those who describe themselves as more than one term, the <i>first</i> or <i>only</i> term they use...				
	Primary Language			
	Total Latinos	Spanish-Dominant	Bilingual	English-Dominant
Respondent's/Parents' Country of Origin	54%	68%	52%	29%
Latino/Hispanic	24	27	24	17
American	21	3	22	51
Don't describe themselves as any of these	1	1	1	1

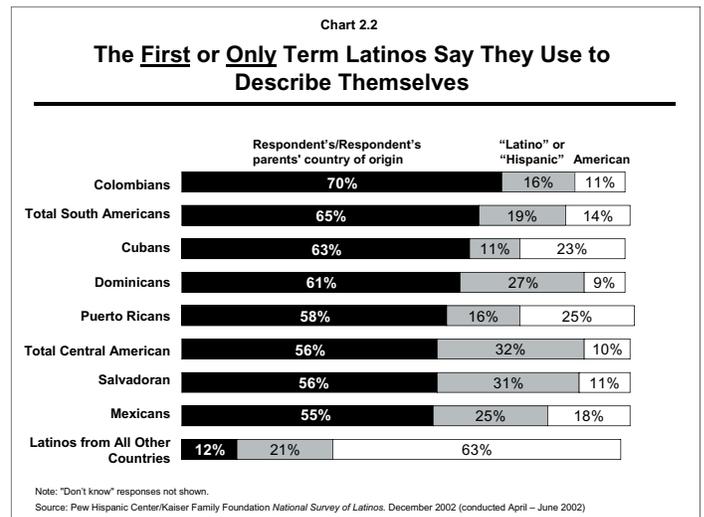
Country of Origin

Over half of respondents from almost every country and region say their primary identification is their or their parents' country of origin. This largely reflects the shares of those groups that are foreign born versus native born. The exception is the small number of respondents from "other" countries—those with relatively minor populations in the United States. Hispanics in this group are also the only group in which a majority primarily identifies as American. Meanwhile, there is some variation among national origin groups in the use of Latino or Hispanic as an identifier of choice. (Chart 2.2)

- Only 12% of respondents from "other" countries identify themselves primarily by country of origin, while 63% of them identify as Americans. Also of note, Colombians are more likely to identify themselves first as their or their parents' country of origin, i.e., as "Colombians," than are Mexicans, Puerto Ricans, Central Americans, and Salvadorans.
- Central Americans, Salvadorans, and Dominicans are somewhat more likely than Puerto Ricans, Cubans, and Colombians to select the terms Latino or Hispanic as their primary identification. Central Americans and Salvadorans are also more likely than South Americans to describe themselves primarily as Latino or Hispanic.

Influence of Citizenship on the Terms Hispanics Choose to Identify Themselves

As might be expected, citizens are much more likely than non-citizens to identify as "Americans" (33% vs. 3%). Nonetheless, Hispanics who are American citizens are still more likely to identify themselves primarily by country of origin (44%) than to identify primarily as an "American" (33%) or as a "Latino" or "Hispanic" (22%).



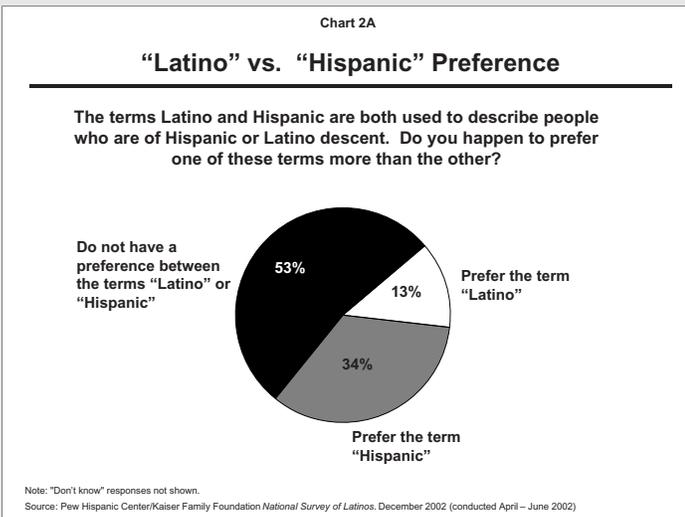
“LATINO” VS. “HISPANIC”

A question that many people seem to struggle with is what is the preferred term to use when talking about people who are of Hispanic or Latino origin or descent—“Latino” or “Hispanic”?

- The answer is that a majority of Hispanics (53%) indicate that they do not have a preference between the terms “Latino” or “Hispanic.” Among the almost half (47%) who do have a preference, Hispanic (34%) is generally preferred to Latino (13%).

Almost half of all groups indicate that they have no preference between these two terms, but a closer look at those who do have a preference highlights some differences among those from different states and different regions, and among respondents whose families have been in the United States for different lengths of time.

- Those from Texas are more likely than their California counterparts to prefer “Hispanic” while those in California are more likely than those in Texas to prefer “Latino.” In addition, those in the South express more preference for “Hispanic,” while those in the Northeast are more likely than those in the South to prefer “Latino.”



Foreign-born Latinos (the first generation) (32%) and those who were born in the United States of immigrant parents (the second generation) (32%) are slightly less likely to prefer “Hispanic” than are Latinos with U.S.-born parents (the third generation and beyond) (42%).

Table 2A: Preferred Term Among Latinos, by Region and by State

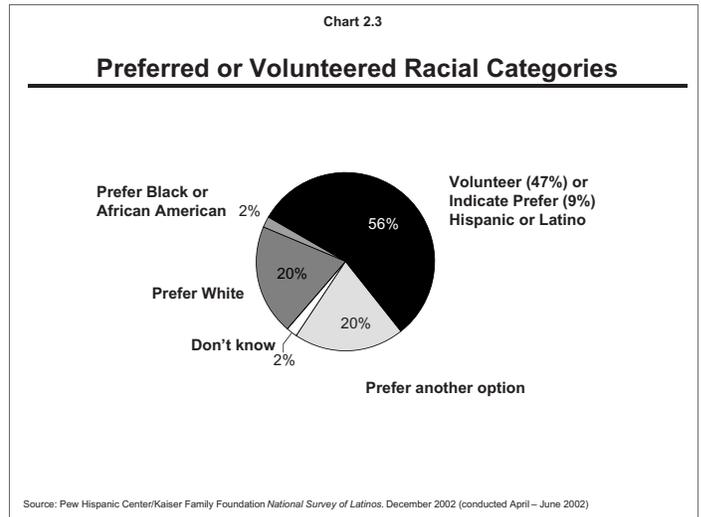
The terms Hispanic and Latino are both used to describe people who are of Hispanic or Latin origin or descent. Do you happen to prefer one of these terms more than the other?

	Region				State	
	Northeast	North Central	South	West	California	Texas
Hispanic	29%	33%	38%	32%	32%	45%
Latino	17	13	9	15	17	8
No preference	54	53	52	53	51	48

Racial Identity

Latinos clearly indicate that they do not see themselves fitting into the five racial categories used by the U.S. Census Bureau and widely utilized elsewhere. The five categories are: White, Black or African-American, Asian, American Indian and Alaskan Native, and Native Hawaiian and Other Pacific Islander. In the census, Hispanic or Latino is a distinct, non-racial designation. In the Census 2000 questionnaire individuals were asked first to designate whether or not they are Latino/Hispanic and then in a separate question they were asked to pick a racial category.

This survey substantially replicated the Census system of questioning and then subsequently offered respondents other options. More than half (56%) of the Latino respondents either volunteered Hispanic or Latino when asked to pick among the standard racial categories, or indicated that they would prefer to see Latino or Hispanic included among the categories. (Chart 2.3)



- When given a choice among the standard racial categories, almost half (47%) of the Latino respondents volunteered their own answer and said that their race is Hispanic or Latino. A similar departure from the standard racial categories was evident among Hispanics in the last census. The Census 2000 questionnaire for the first time included the option of selecting “Some Other Race” in addition to the five standard categories. Some 42% of Hispanics picked the “Some Other Race” category in Census 2000 and another 6% marked two or more racial categories. Both in the census and in this survey, Latinos were virtually alone in breaking away from the standard racial categories. In Census 2000 Latinos made up 97% of the respondents picking the “Some Other Race” category.
- When respondents in this survey were subsequently asked if they would prefer to have another option beyond the standard racial categories, an additional 9% indicated that they would prefer that Latino or Hispanic be one of their options. In terms of the standard racial categories, one in five (20%) indicate that they prefer white, 2% indicate that they prefer black or African American, and less than 1% indicate Asian.

A majority of Hispanics from most countries of origin indicate they would prefer to identify their race as Hispanic or Latino. The exceptions are Cubans among whom a majority would prefer to identify as white, and Hispanics from “other” countries and South Americans, including Colombians, who are somewhat more divided in terms of their preferred racial identification. Also, a small number of Mexicans would like to identify their race as either “Mexican” or “Mexican American.” (Chart 2.4)

- Over half (55%) of Cubans, about one-third (34%) of Colombians, almost three in ten (29%) South Americans, and 22% of those from “other countries” say that they would prefer to identify as white compared to substantially fewer respondents from other countries of origin who would generally prefer to describe their race as Hispanic or Latino.
- Ten percent of Mexicans would like to identify their race as either “Mexican” or “Mexican American.”

Older Hispanics are more likely to say that they consider themselves white, while younger Hispanics are more likely to either volunteer that they are “Hispanic or Latino” or indicate that this is their preference. (Table 2.7)

- For example, about three in ten (32%) Latinos who are age 55 or older indicate that they would prefer to identify as white compared to about two in ten (21%) of those who are ages 40-54, and even fewer of those who are younger. By contrast, a majority of those who are younger than age 55 either volunteered their race as Latino or Hispanic or indicated that they would prefer to identify this way.

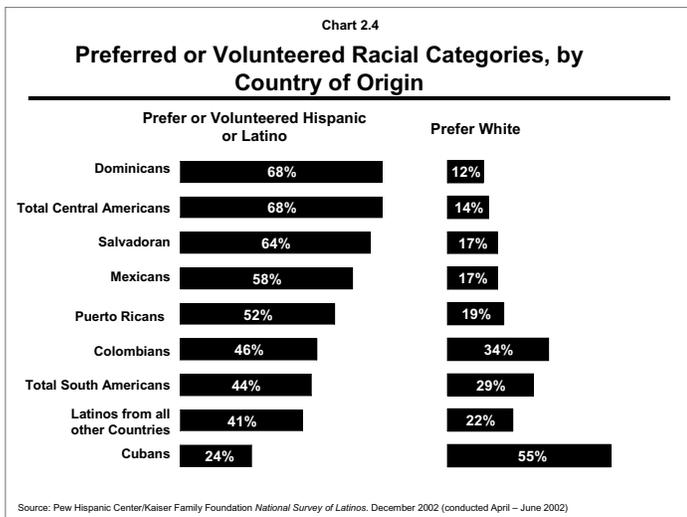


Table 2.7: Preferred or Volunteered Racial Categories Among Latinos, by Age

Preferred or Volunteered Racial Identification	Age			
	18-29	30-39	40-54	55+
Prefer or Volunteered Latino or Hispanic	60%	63%	53%	41%
Prefer White	14	17	21	32
Prefer Black or African American	2	1	2	2
Prefer Asian	*	1	*	1
Prefer Mexican/Mexican American	7	6	5	5
All Other Who Prefer Another Option	14	13	18	17

ONE CULTURE OR MANY? HISPANICS AND PAN-ETHNIC IDENTITY

Hispanics see themselves more as having separate and distinct cultures based on country of origin rather than sharing a single culture as Hispanics or Latinos. (Chart 2.5)

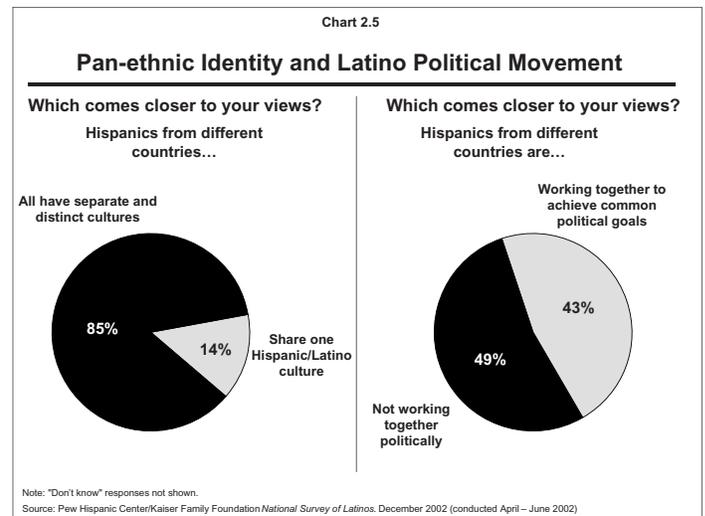
- When asked whether Latinos from different countries have separate and distinct cultures or share one Hispanic or Latino culture, respondents overwhelmingly (85%) say Latinos from different countries had different cultures and only 14% say Latinos share one Hispanic/Latino culture.

Factors such as English as the primary language, and multiple generations in the United States which might imply more distance from country of origin do not seem to influence the generally held belief that Latinos from different countries all have separate and distinct cultures.

- A large majority of Latinos whose families have been in the United States for at least three generations (87%) and those who are English dominant (86%) also say that Hispanics from different countries all have separate and distinct cultures. On this point their responses are virtually identical to those given by immigrant, Spanish-dominant, and highly traditional Hispanics.
- This view does not differ much by country of origin, though Puerto Ricans are even slightly less likely than some other groups to feel that Latinos share one Hispanic culture (9% compared to 19% of Central Americans and 16% of South Americans).

Latinos are sharply divided as to whether Latinos from different countries of origin are working together politically. (Chart 2.5)

- Latinos split when asked whether Latinos from different countries are working together politically (43%) or not (49%).
- This division does not differ between those who were born in the United States and those born outside the United States, among those from different countries of origin, or among those who speak different primary languages. Nor does it differ by education or income. By contrast, one variable that does show variation is age: Young Latinos (under age 29) (48%) are somewhat more likely to feel that Latinos today are working together to achieve common political goals than are older Latinos (40% of Latinos ages 30 to 39 and 41% of Latinos ages 40 to 54).



ATTACHMENT TO HOME

The terms Latinos choose to identify themselves reveal a strong sense of identity based on the country from which respondents or their parents or ancestors originated. For those who were born outside the United States, this attachment to home country is particularly strong as highlighted by some additional survey questions.

Further evidence of foreign-born Latinos' attachment to their country of origin emerges from their choice of the nation they consider their real homeland, in Spanish "patria."

- By a ratio of nearly two-to-one, Latinos who were born outside of the United States or in Puerto Rico are more likely to say they consider the country of their birth to be their real homeland rather than the United States (62% vs. 33%). However, just slightly more than one third (35%) indicate that they plan to move back to that home country one day.

The attachment to country of origin that foreign-born Latinos demonstrate may also be illustrated by the fact that many continue to be citizens of their home country, some continue to be politically involved, and many return 'home' frequently for visits.

- A large majority (86%) of foreign-born Latinos (excluding those born in Puerto Rico) report that they are legal citizens of their country of origin. Only 12% are not.
- Since moving to the United States, 15% of foreign-born Latinos (excluding those born in Puerto Rico) report that they have voted in an election in their country of origin; many (84%) have not. This translates into just fewer than one in ten (9%) Latinos overall reporting having voted in their country of origin since emigrating.

- Almost three in four (72%) foreign-born Latinos (excluding those born in Puerto Rico) have returned to their country of birth for a visit, and 46% have gone within the last two years.
 - Of the 72% of foreign-born Latinos who say they return to their home country for visits, 63% say they visit at least once every couple of years, including 43% who say they return to their country of origin once a year or more.

SECTION 3: ASSIMILATION

How do Latinos view the United States?

More than half of all adult Hispanics living in the United States today are immigrants, and another fifth are the U.S.-born children of immigrants. With so much of the Latino population shaped by the experience of adapting to a new language and a new culture, it is helpful to understand how Hispanics view American behaviors and values. Moreover, it is useful to understand the many different Latino perspectives on the United States and how they vary according to factors such as where people were born, how long they or their family have been in the United States and whether English or Spanish is their language of preference.

When comparing the United States to the countries where they or their ancestors were born, Latinos overall are fairly positive and optimistic. In particular, they feel very strongly that the United States offers more opportunities to get ahead than they would have had in their or their parents' or ancestors' country of origin and that Hispanic children growing up in the United States will have more opportunities in employment and education than they themselves had. On the other hand, Hispanics express somewhat less positive and more mixed views on the state of moral values and the strength of family ties in the United States. Nonetheless, there seems to be some confidence that Latinos can pass on the values that they deem important, and a majority maintains that Hispanic children growing up in the United States will stay close to their families.

Another interesting indication of how Hispanics view life in the United States is the behaviors they believe are necessary to achieve success here. Hispanics, particularly those who are born outside the United States and those who predominantly speak Spanish, believe that one must do what is best for oneself rather than what is best for others to be successful in the United States. Whites and African Americans disagree that this type of behavior is necessary for success. On the other hand, Hispanics do not feel that to be successful you must work long hours at the expense of your personal life, whereas almost half of whites feel this is the case. Latino viewpoints on these issues, however, differ as Latinos who are likely to be the most assimilated, such as those who are U.S. born and English speaking, are more likely than those who are foreign born or Spanish speaking to agree with the views of white Americans on these issues.

Assimilating to the United States: Behavior, Values, Religion and Views on Government

One of the key traits that defines the Hispanic population and distinguishes it from other racial and ethnic groups in the United States is the large number of individuals who predominantly speak Spanish. Hispanics, however, particularly those who are themselves Spanish speakers, feel very strongly that this is one area where Hispanics must assimilate in order to be successful in the United States.

Given the large proportion of immigrants, Spanish, in many ways, remains the dominant language in the adult Hispanic population. English, however, clearly gains ground even within immigrant households. The second generation—the U.S.-born children of immigrants—predominantly speaks English or is bilingual. Indeed, Hispanic parents, even those who are immigrants, report that English is the language their children generally use when speaking to their friends.

The survey revealed some nuanced yet notable cultural differences among foreign- and native-born Latinos and non-Latinos. For example, a range of views were expressed in response to a question that asked what advice respondents would give to a recently arrived immigrant about the acceptability of expressing emotions in public. While a majority of all groups would advise that it is okay to express emotions in public, whites and African Americans are somewhat less likely than Hispanics overall to give this advice, and somewhat more likely to advise that it is better to hide emotions and personal feelings in public. Meanwhile, Hispanics who speak English predominantly and those who were born in the United States are more likely to agree with non-Latinos than Latinos who predominantly speak Spanish.

When it comes to social values, Latinos have social values that are somewhat more conservative than whites, but that are often similar to those of African Americans.

Some of these differences in values may be explained by religion. Hispanics overall describe themselves as very religious with a majority identifying themselves as Roman Catholic. Hispanics who say they have no religion express views that tend to be less socially conservative. Nonetheless, religion does not explain all of the differences in social values between Hispanics and whites as both white Catholics and whites who say they have no religion tend to be less conservative on social issues than their Hispanic counterparts.

Some differences also exist based on country of origin. In general, Mexicans and Central Americans tend to be slightly more socially conservative than Latinos from other countries.

In addition, Latinos express a stronger attachment to family than whites. While those whose ancestors have been in the United States for multiple generations express weaker emphasis on family, they are still more likely than non-Latinos to agree with views that underscore the importance of family.

Hispanics also have a generally more favorable opinion of government than do whites or African Americans.

Finally, one belief that does differ strikingly between immigrants and the native born is fatalism, i.e., the belief that it does not do any good to plan for the future because one does not have control over destiny. Foreign-born Latinos, especially those who immigrated after the age of 10, and those who speak Spanish predominantly tend to agree that fate determines the future. By contrast, those born in the United States, those who are foreign-born but who arrived in the United States when they were age 10 or younger, and those who predominantly speak English do not agree that this is the case.

Overall, Latinos who are more assimilated, that is, those who primarily speak English and those whose families have been in the United States for multiple generations, tend to have social values as well as a lack of fatalism that are more characteristic of mainstream American views than are the views of Latino immigrants. However, on issues such as the importance of family and the size of government, Latinos, even after multiple generations in the United States, express a more distinct Latino perspective.

Life in the United States Compared to Life in the Country of Origin

When asked to compare aspects of life in the United States to the country they or their parents or ancestors came from, Hispanics express fairly positive views about the United States, while still acknowledging some disadvantages. (Chart 3.1)

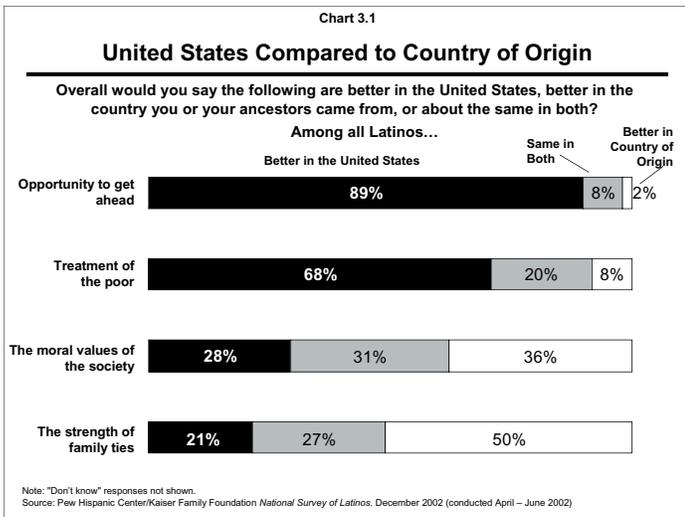
- A large majority (89%) of Hispanics feel that the United States provides more opportunities to get ahead, and that the poor are treated better in the United States than they are in their country of origin (68%). On the other hand, Hispanics are divided as to whether the moral values of the society are better in the United States (28%), better in their country of origin (36%), or the same in both (31%). Latinos tend to feel that family ties are stronger in the country they or their ancestors are from (50%) than in the United States (21%).

Foreign-born and U.S.-born Hispanics do not agree completely when comparing the United States and their country of origin. (Table 3.1)

- Foreign-born and U.S.-born Hispanics agree that there are more opportunities to get ahead and that the treatment of the poor is better in the United States. They have some disagreement, however, about whether the moral values of the society and the strength of family ties are better in their country of origin or better in the United States.

Table 3.1: United States Compared to Country of Origin, by Foreign/Native-Born Latinos

Overall would you say each of the following is better in the United States, better in (the country you or your parents or ancestors came from), or about the same in both?		
	Foreign-Born Latinos	Native-Born Latinos
Treatment of the poor		
Better in the United States	68%	70%
Same in both countries	21	18
Better in country of origin	9	7
The moral values of the society		
Better in the United States	25	33
Same in both countries	31	30
Better in country of origin	40	30
The strength of family ties		
Better in the United States	21	21
Same in both countries	22	33
Better in country of origin	55	42
Opportunity to get ahead		
Better in the United States	90	87
Same in both countries	7	8
Better in country of origin	2	3



Some difference in views is also apparent among Hispanics from various countries of origin. Among Latinos from countries that have more recently become a significant source of immigrants, the United States does not fare as well in comparison to home countries. In addition, Puerto Ricans stand out as being more likely than Latinos from other countries to feel that both Puerto Rico and the United States have the same to offer. (Table 3.2)

- Central Americans, Salvadorans, Dominicans, South Americans, and Colombians, are more likely to feel that society's moral values are better in their country of origin than larger groups with longer histories of immigration to the United States, such as Cubans, Mexicans and Puerto Ricans.
- Similarly, Central Americans, Salvadorans, Dominicans, Colombians, and South Americans, and in this case Cubans as well, are more likely than Puerto Ricans, Mexicans and Hispanics from "other" countries to feel that the strength of family ties are better in their country of origin.

- While almost four in ten (39%) Puerto Ricans believe that the treatment of the poor is better in the United States, they are still less likely than other Latinos to feel this way, and they are more likely to feel that it is the same in the mainland United States and their country of origin, the island of Puerto Rico. Puerto Ricans are also much less likely than Latinos from all other countries of origin to feel that opportunities to get ahead are better in the United States than in Puerto Rico, and again are more likely than others to feel that they are the same.

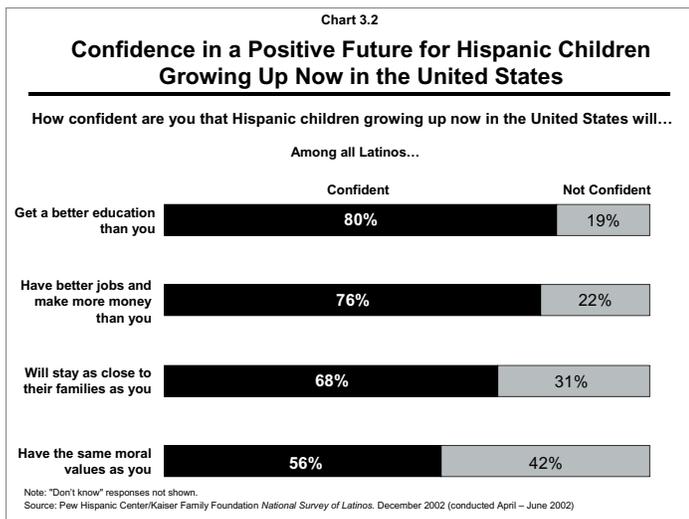
Table 3.2: United States Compared to Country of Origin Among Latinos, by Country of Origin

Overall would you say each of the following is better in the United States, better in (the country you or your parents or ancestors came from), or about the same in both?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
The moral values of the society									
Better in the United States	30%	18%	37%	22%	21%	21%	23%	19%	40%
Same in both countries	32	43	27	25	24	21	22	23	29
Better in country of origin	34	34	30	50	52	55	52	54	23
The strength of family ties									
Better in the United States	24	15	17	19	10	17	14	8	23
Same in both countries	28	33	22	19	14	20	11	12	32
Better in country of origin	47	48	59	60	73	61	72	76	35
Opportunity to get ahead									
Better in the United States	90	77	94	90	93	88	91	93	88
Same in both countries	8	18	2	6	6	7	5	6	5
Better in country of origin	2	4	4	4	1	4	2	*	6
Treatment of the poor									
Better in the United States	73	39	73	68	74	63	65	80	59
Same in both countries	18	38	14	22	16	25	19	13	24
Better in country of origin	7	17	9	8	4	10	14	3	10

What the United States Has to Offer

Overall, Hispanics demonstrate optimism that Latino children now growing up in the United States will have better opportunities than they had while still holding similar values. (Chart 3.2)

- Eight in ten Hispanics think Hispanic children growing up now in the United States will get a better education than they had, and a similar number (76%) indicate that they will have better jobs and make more money than they have. Almost seven in ten (68%) believe that these children will stay as close to their families as they have. Fewer, but still a majority (56%), feels confident that Hispanic children growing up now in the United States will have the same moral values as they have.



While both Latinos born in the United States and those born abroad share this general optimism about what the future holds for Hispanic children growing up now in the United States, some interesting variation exists in the degree to which different groups hold this view. (Table 3.3)

- While overall both groups express confidence, foreign-born Latinos are more likely than U.S.-born Latinos to feel very confident that Latino children raised in the United States will have better educations and better jobs than they had and that Latino children growing up now in the United States will have the same moral values as they have. On the other hand, U.S.-born Latinos feel slightly more confident than foreign-born Latinos that Latino children raised in the United States will stay as close to their families as they have (78% vs. 62%).

Table 3.3: Confidence in a Positive Future for Hispanic Children Growing Up in the United States Today, by Foreign/Native-Born Latinos

How confident are you that Hispanic children growing up now in the United States will...	Foreign-Born Latinos	Native-Born Latinos
Get a better education than you		
Very confident	49%	38%
Somewhat confident	30	42
Not too confident	16	15
Not at all confident	3	3
Have better jobs and make more money than you		
Very confident	46	34
Somewhat confident	30	44
Not too confident	19	16
Not at all confident	4	4
Have the same moral values as you		
Very confident	29	23
Somewhat confident	26	35
Not too confident	32	28
Not at all confident	11	13
Stay as close to their families as you		
Very confident	34	37
Somewhat confident	28	41
Not too confident	30	15
Not at all confident	6	5

Similarly, while Hispanics from all countries of origin share this optimism, some variation in intensity is evident. In particular, Mexicans and Puerto Ricans are generally more likely than those from South American countries, and from Colombia specifically, to feel confident that children growing up now in the United States will have a better education than they had, stay as close to their families and have the same moral values as they have. (Table 3.4)

- For example, eight in ten (83%) Mexicans and Puerto Ricans (79%) say they are confident that children growing up now in the United States will get a better education than they had compared to about two-thirds of Colombians (67%) and South Americans overall (68%).

Table 3.4: Confidence in a Positive Future for Hispanic Children Growing Up in the United States Today Among Latinos, by Country of Origin

How confident are you that Latino children growing up now in the United States will...?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Get a better education than you									
Confident	83%	79%	72%	77%	68%	72%	73%	67%	74%
Not confident	16	20	26	21	31	25	24	33	24
Have better jobs and make more money than you									
Confident	77	76	74	78	73	75	71	69	72
Not confident	22	23	22	22	26	25	28	31	25
Have the same moral values as you									
Confident	57	58	53	50	47	48	53	43	59
Not confident	41	40	44	48	51	50	46	56	38
Stay as close to their families as you									
Confident	69	72	58	64	55	63	59	54	79
Not confident	30	25	39	36	45	36	38	46	19

Views on What It Takes to Be Successful in the United States

Behavior in American Workplaces

When asked about behavior that leads to success in the American workplace, an overwhelming majority of Hispanics say that you need to be able to get along with people of different races and ethnicities to be successful. A majority of Hispanics also say that to be more successful you have to do what is best for yourself rather than what is best for others. Hispanics do not, however, think that sacrificing personal life in favor of long hours at work will lead to more success.

- Almost all Latinos (97%) agree that getting along with people from all different races and cultures is important to success. Almost six in ten (59%) say that you can be more successful in the American workplace if you do what is best for yourself rather than what is best for others. Markedly fewer (29%) say that you can be more successful in the American workplace if you are willing to work long hours at the expense of your personal life.

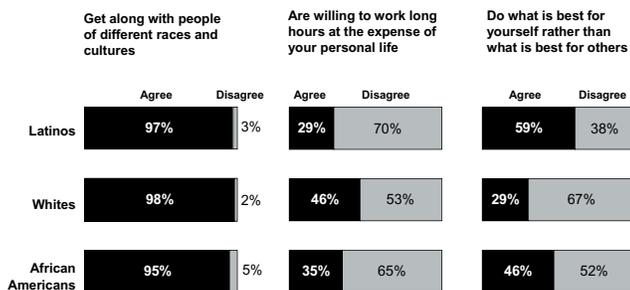
Whites and African Americans also agree that you can be more successful in the United States if you get along with people of different races and cultures. But, they tend to disagree with Latinos on some other aspects of what it takes to be more successful in the U.S. workplace. (Chart 3.3)

- Virtually all whites (98%) and African Americans (95%) agree with Hispanics (97%) that you can be more successful in the U.S. workforce if you get along with people of all different races and cultures.
- Whites, however, are much more likely than Hispanics to feel that long work hours at the expense of one's personal life are a part of success in the United States (46% vs. 29%). African Americans express a view somewhat in the middle (35%).
- Both African Americans (46%) and especially whites (29%) disagree with Hispanics (59%) that to be more successful in the American workplace you need to do what is best for yourself rather than what is best for others.

Chart 3.3

Views on What it Takes to Be Successful in U.S. Workplaces

Do you agree or disagree that you can be more successful in American workplaces if you...



Note: "Don't know" responses not shown.
Source: Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos, December 2002 (conducted April - June 2002)

U.S.- and foreign-born Latinos disagree on some aspects of what it takes to be successful in the United States. These same differences are even more evident between Latinos who predominantly speak Spanish and those who predominantly speak English. (Table 3.5)

- U.S.-born Latinos are more likely than the foreign born to agree that you need to be willing to work long hours at the expense of your personal life to be more successful, but the native born are less likely to feel that you need to do what is best for yourself rather than what is best for others. These same differences are apparent between English- and Spanish-dominant Latinos.

Table 3.5: Attitudes about the Types of Behavior that Lead to Success in the United States Workplaces Among Latinos, by Foreign/Native-Born and by Primary Language

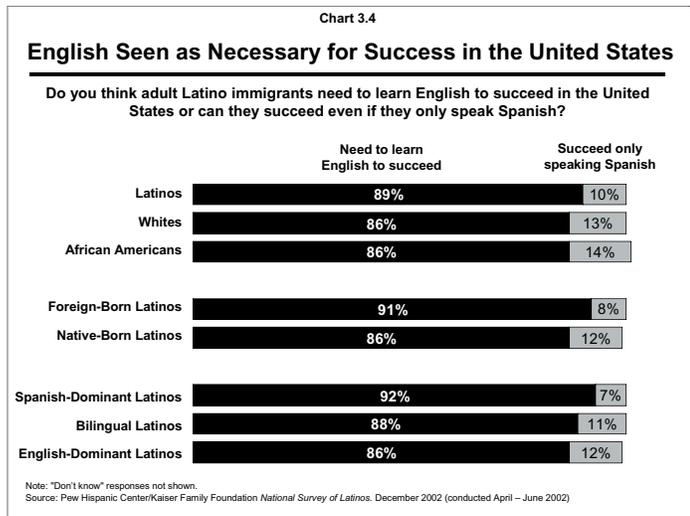
Now let me ask you about the kind of values and attitudes that you may have encountered in American workplaces. Do you agree or disagree that you can be more successful in American workplaces if you are...					
	Primary Language				
	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
Willing to work long hours at the expense of your personal life					
Agree	22%	40%	17%	33%	45%
Disagree	76	59	81	66	55
Get along with people of different races and cultures					
Agree	97	97	97	97	97
Disagree	2	3	3	2	3
Do what is best for yourself rather than what is best for others					
Agree	66	47	68	55	47
Disagree	32	50	29	44	50

ASSIMILATING TO THE UNITED STATES: BEHAVIOR, VALUES, RELIGION AND VIEWS ON GOVERNMENT

Language Assimilation

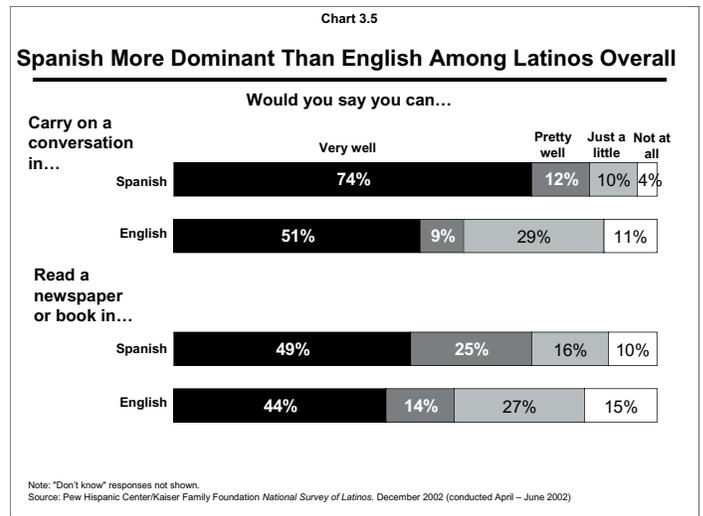
Hispanics, whites, and African Americans all agree that adult Hispanic immigrants need to learn to speak English to succeed in the United States. Hispanics who speak Spanish primarily and those born outside of the United States are particularly likely to hold this view. (Chart 3.4)

- About nine in ten (89%) Latinos indicate that they believe immigrants need to learn to speak English to succeed in the United States. Similar numbers of whites (86%) and African Americans (86%) agree. Far fewer (10%) Latinos believe immigrants can succeed if they only speak Spanish.
- Slightly more Spanish-dominant (92%) compared to bilingual (88%) or English-dominant (86%) Latinos believe immigrants need to learn to speak English to succeed in the United States. Similarly, foreign-born Latinos are slightly more likely than U.S.-born Latinos to feel English language skills are necessary for success (91% vs. 86%).



In many ways, Spanish remains the dominant language among adult Hispanics. Not only do more Latinos speak and read Spanish than English, but also it is spoken more in the home and used a great deal at work. In addition, Spanish language media are important sources of news for many. (Chart 3.5)

- Overall, a very large majority (86%) of Hispanics report that they can carry on a conversation in Spanish both understanding and speaking "very" (74%) or "pretty" (12%) well, while a significant minority (40%) speaks and understands "just a little" (29%) or no (11%) English.
- Similarly, Latinos are more likely to say they can read a newspaper or book at least pretty well in Spanish than in English (74% vs. 58%). A significant number (42%) indicate that they read "just a little" or no English.



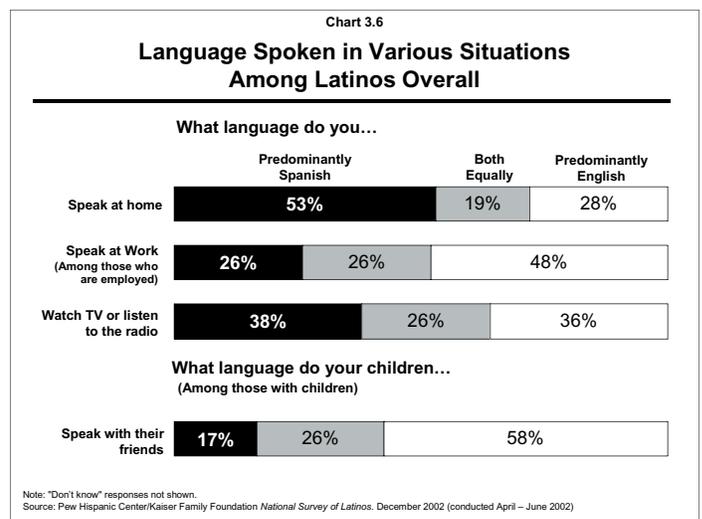
- In addition, a slight majority (53%) of Hispanics report they predominantly speak Spanish at home. About one in five (19%) says Spanish and English are spoken equally in their homes, while 28% say they predominantly speak English at home.

- While almost half (48%) of Latinos who are employed say they predominantly speak English at work, Spanish is also used a great deal in the workplace. More than half (52%) of employed Hispanics report that they speak Spanish at work at least some of the time. This includes about one in four (26%) Hispanics who report speaking predominately Spanish at work, including 14% who report that they *only* speak Spanish at work. About one in four (26%) say they speak both Spanish and English equally.
- Spanish language media are an important source of broadcast news for a majority of Latinos: 38% of Latinos report that they usually listen to and predominately watch Spanish language news programs, including one in four who *only* tune into Spanish language broadcasts. An additional 26% report that they get their news from both Spanish and English news sources equally. Older Latinos rely on the Spanish language media most heavily while younger, those who are better-educated and those who are more affluent are more likely to get their broadcast news in English.

While Spanish remains the dominant language in the adult Hispanic population, English gains ground even within immigrant households. The second generation—the U.S.-born children of immigrants—is either bilingual or predominately speaks English. Indeed, Hispanic parents, even those who are immigrants, report that English is the language their children generally use when their children are speaking to their friends. (Chart 3.6)

- Only 7% of second generation Latinos are Spanish dominant, while the rest are divided between those who are bilingual (47%) and those who are English dominant (46%). Those whose parents were born in the United States (third generation and higher) are much more likely to speak English predominately (78%), while about one in five (22%) are bilingual.

- Over half (58%) of Latinos with children say their children usually speak English with their friends, including 36% who only speak English. About one in four (26%) says their children speak both Spanish and English equally with their friends, while 17% report their children speak predominately Spanish, including 13% who *only* speak Spanish.
- English is making inroads among immigrant households. Among foreign-born parents, 45% say their children communicate with their friends predominately in English and another 32% say their children use both English and Spanish equally. Just 18% of immigrant parents say that their children *only* speak Spanish with their friends.



Behavioral Assimilation

Expressing Emotion in Public

Latinos and non-Latinos expressed a wide range of views when asked what advice they would give a recently arrived immigrant about the acceptability of expressing emotions in public. (Table 3.6)

- While a majority of all groups would advise a newcomer that it is okay to express emotions in public, whites (54%) and African Americans (53%) are somewhat less likely than Latinos overall (69%) to give this advice, and somewhat more likely to recommend that it is better to hide emotions and personal feelings when in public.

Hispanics, who are U.S.-born or those who speak English predominantly, express views that are much closer to those of non-Hispanics than do those who are foreign born and those who predominantly speak Spanish. (Table 3.6)

- About one in three U.S.-born Hispanics (35%) and English-dominant Hispanics (35%) would advise a recently arrived immigrant that it is important to hide emotions when in public compared to about one in five foreign-born Hispanics (21%) and Spanish-language-dominant Hispanics (19%).

Table 3.6: Advice about Accepted Types of Behavior in Public Among Latinos, by Total Latinos, Foreign/Native-Born and by Primary Language

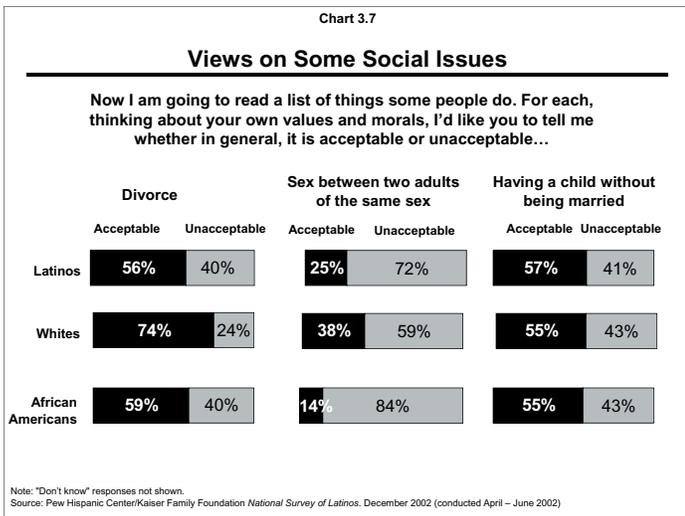
If you were talking to a Hispanic immigrant who had just arrived in this country, which of the following statements offers the best advice?						
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Primary Language		
				Spanish-Dominant	Bilingual	English-Dominant
When you are out in public it is okay to be emotional and express your personal feelings the way you would back home	69%	74%	61%	76%	66%	61%
In the United States it is important to hide your emotions when you are in public and not express your personal feelings	26	21	35	19	31	35

Values and Institutions

Social Values

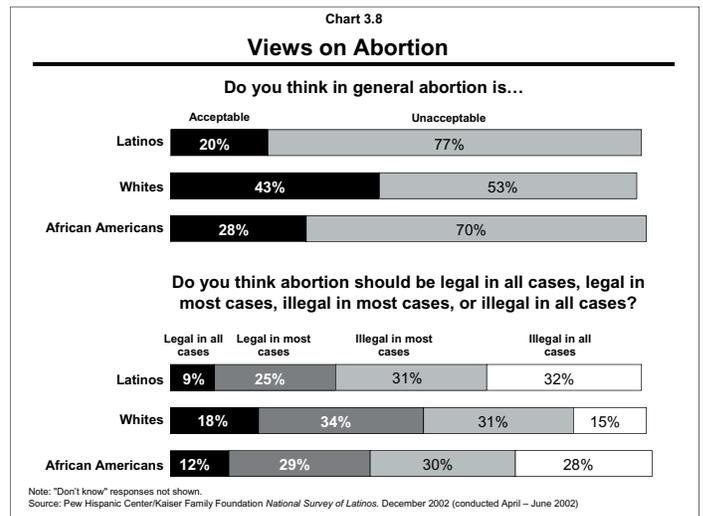
In general, Latinos tend to hold social values that are somewhat more conservative than whites but that are often similar to those of African Americans. (Chart 3.7)

- Four in ten Hispanics (40%) and African Americans (40%) believe that divorce is unacceptable compared to far fewer (24%) whites. Similarly, a larger majority of Hispanics (72%) and African Americans (84%) than whites (59%) feel that sex between two adults of the same sex is unacceptable. In contrast, similar numbers of Hispanics (41%), African Americans (43%), and whites (43%) believe it is unacceptable to have a child without being married.



Whites, African Americans, and Hispanics hold somewhat different views on abortion. (Chart 3.8)

- Hispanics (77%) and African Americans (70%) are much more likely than whites (53%) to feel that abortion is unacceptable. In addition, a majority of Hispanics (64%) and African Americans (59%) believe that abortion should be illegal in most or all cases compared to fewer than half (45%) of whites.



Latinos who were born outside of the United States tend to be more socially conservative than Latinos who are native born, though this does depend to some extent on the respondent's age when he or she immigrated to the United States. (Table 3.7)

- Latinos born outside of the United States tend to hold more socially conservative views on these issues than those born in the United States. However, among foreign-born Latinos those who immigrated to the United States when they were under the age of 10 tend to hold views very similar to U.S.-born Latinos while those who arrived when they were older express more conservative beliefs.

Table 3.7: Views on Some Social Issues, by Total Latinos, Foreign/Native-Born Latinos and by Age at Immigration to the United States Among Foreign-Born Latinos

For each, thinking about your own values and morals, I'd like you to tell me whether you think in general, it is acceptable or unacceptable.							
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Age at Immigration to the United States Among Foreign-Born Latinos			
				10 years or younger	Ages 11-17	Ages 18-25	Ages 26+
Divorce							
Acceptable	56%	51%	65%	65%	52%	52%	45%
Unacceptable	40	46	30	33	44	46	52
Sex between two adults of the same sex							
Acceptable	25	20	33	37	19	16	16
Unacceptable	72	77	64	59	79	81	81
Having a child without being married							
Acceptable	57	52	65	69	57	51	45
Unacceptable	41	46	32	27	41	48	52
Abortion							
Acceptable	20	14	29	25	14	12	12
Unacceptable	77	83	66	69	84	85	87
Do you think abortion should be...							
Legal in all cases	9	6	14	10	5	4	5
Legal in most cases	25	22	31	33	13	21	21
Illegal in most cases	31	31	31	32	36	32	29
Illegal in all cases	32	39	21	24	42	41	43

Differences in social views are even more pronounced between Hispanics who speak Spanish predominantly and those who predominantly speak English. (Table 3.8)

- Spanish-dominant Hispanics are more likely than English-dominant Hispanics to feel that abortion is unacceptable, that sex between two adults of the same sex is unacceptable, that divorce is unacceptable, and that having a child without being married is unacceptable. Hispanics who speak Spanish predominantly are also more likely than those who speak English predominantly to believe that abortion should be illegal in most or all cases.

Table 3.8: Views on Some Social Issues Among Latinos, by Primary Language

For each, thinking about your own values and morals, I'd like you to tell me whether you think in general, it is acceptable or unacceptable.			
	Primary Language		
	Spanish-Dominant	Bilingual	English-Dominant
Divorce			
Acceptable	47%	63%	67%
Unacceptable	50	33	29
Sex between two adults of the same sex			
Acceptable	16	27	38
Unacceptable	81	70	60
Having a child without being married			
Acceptable	49	60	67
Unacceptable	48	38	31
Abortion			
Acceptable	10	22	36
Unacceptable	88	73	59
Do you think abortion should be...			
Legal in all cases	4	10	17
Legal in most cases	17	27	37
Illegal in most cases	31	35	27
Illegal in all cases	45	26	16

Latinos from different countries of origin tend to agree on social values, though some significant differences exist in the degree to which they find things acceptable or unacceptable. These differences include the fact that Mexicans are more socially conservative than other groups on some issues. (Table 3.9)

- Mexicans are less likely than Cubans, South Americans, Dominicans, Colombians and Latinos from “other” countries to find divorce acceptable. They are also less likely than Puerto Ricans and Colombians to find sex between two adults of the same sex acceptable and less likely than South Americans, Dominicans, and Colombians to find having a child without being married acceptable.
- In addition, Mexicans are less likely than Puerto Ricans, Cubans, South Americans, Dominicans, Colombians and Latinos from “other” countries to find abortion unacceptable or to think abortion should be legal in most or all cases.

- Central Americans also express more socially conservative views than other groups on some issues including divorce, having a child without being married, and abortion.

Cubans and Puerto Ricans express mixed levels of social conservatism compared to Latinos from other countries; on some issues they are more conservative than other groups and on other issues they are less conservative.

- For example, Puerto Ricans are more conservative than South Americans and Colombians on the issue of divorce, but less conservative than Mexicans and Cubans on the issue of sex between two adults of the same sex.
- Cubans are more conservative than South Americans, Dominicans and Colombians in terms of having a child without being married, less conservative on the issue of divorce than Mexicans, Central Americans, and Salvadorans, and the least conservative group on the issue of abortion.

Table 3.9: Views on Some Social Issues Among Latinos, by Country of Origin

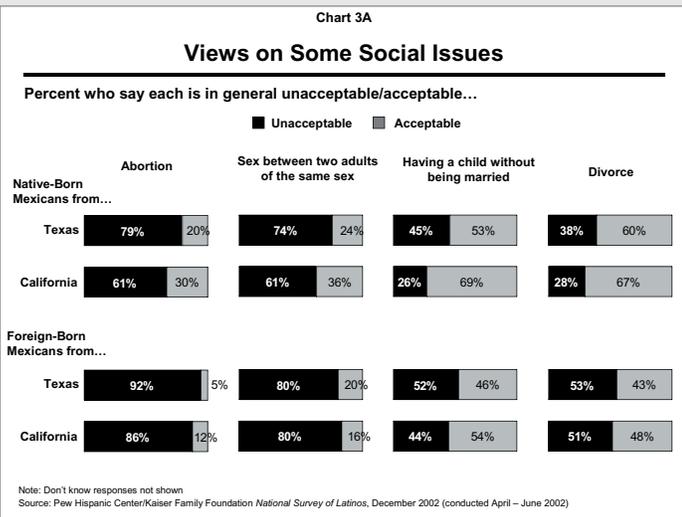
For each, thinking about your own values and morals, I'd like you to tell me whether you think in general, it is acceptable or unacceptable.									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Divorce									
Acceptable	53%	59%	67%	55%	72%	55%	68%	72%	63%
Unacceptable	44	36	29	41	27	41	29	26	30
Sex between two adults of the same sex									
Acceptable	23	34	24	24	29	29	25	33	32
Unacceptable	75	64	71	74	66	70	70	60	64
Having a child without being married									
Acceptable	55	60	53	52	69	57	64	72	64
Unacceptable	43	38	42	47	30	40	32	27	33
Abortion									
Acceptable	16	29	33	18	29	20	26	27	27
Unacceptable	81	69	62	79	68	77	69	70	65
Do you think abortion should be...									
Legal in all cases	6	13	25	7	13	6	11	12	13
Legal in most cases	22	35	30	21	31	23	27	29	34
Illegal in most cases	34	23	24	29	22	30	31	22	32
Illegal in all cases	36	26	18	40	31	38	25	35	18

MEXICANS FROM TEXAS VS. MEXICANS FROM CALIFORNIA

The question is often asked if there are differences between Latinos of Mexican ancestry living in Texas and those living in California. While few, there are some key differences between the views of Mexicans in these two states.

Social Values

Native-born Mexicans from Texas are somewhat more socially conservative than their native-born Californian counterparts on issues such as abortion, homosexuality, and having children outside of marriage. In contrast, foreign-born Mexicans in both states share similar social views. (Chart 3A)



Identity

Native-born Mexicans in Texas and California differ in the terms they primarily choose to describe themselves. However, foreign-born Mexicans in these two states describe themselves similarly, typically using their country of origin. (Table 3A)

- Mexicans living in Texas who were born in the United States are less likely than native-born Mexicans living in California to refer to themselves by their country of origin and much more likely to refer to themselves as Latinos or Hispanics.

Table 3A: Primary Term Latinos Use to Describe Themselves, by Foreign/Native-Born Mexican and Texas/California

The <u>First</u> Or <u>Only</u> Term Latinos Say They Use To Describe Themselves	Native-Born Mexicans who are in...		Foreign-Born Mexicans who are in...	
	Texas	California	Texas	California
Mexican	21%	38%	65%	70%
Latino/Hispanic	39	16	28	26
American	37	44	4	4

Discrimination

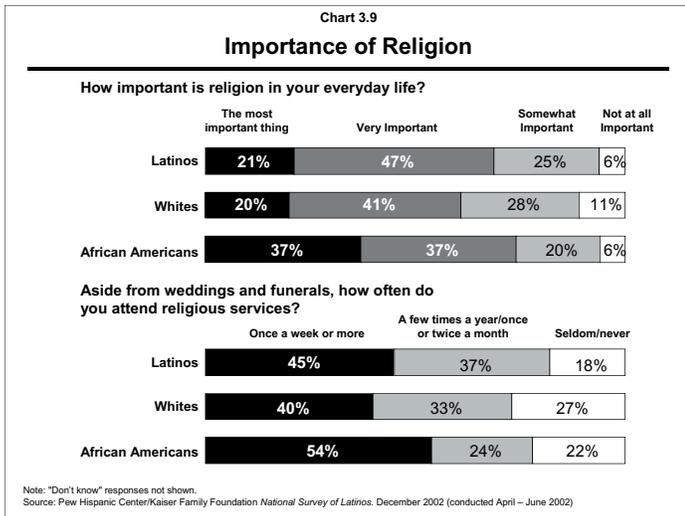
Foreign-born Mexicans living in California feel discrimination is a bigger problem than foreign-born Mexicans living in Texas. Native-born Californians and Texans report having had similar experiences.

- A majority of foreign-born Mexicans in California feel discrimination in the schools (51%) and in the workplace (56%) is a major problem, while significantly fewer foreign-born Mexicans in Texas feel the same way (31% feel discrimination in schools is a major problem and 38% feel discrimination in the workplace is a major problem).
- Foreign-born Mexicans in California are also more likely to report having had a major problem communicating with a doctor or other health care professional (26%) and getting care because of their race or ethnic background (16%) than foreign-born Mexicans in Texas (12% say they have had major problems communicating with a doctor and 2% say they have had difficulty getting care because of their race or ethnic background).

Religion

Latinos and African Americans are more likely than whites to indicate that religion is important in their everyday life. Similarly, Latinos are slightly more likely to say they attend religious services on a regular basis than are whites, though somewhat less likely than African Americans. Foreign-born Latinos tend to express slightly more religiosity than do U.S.-born Latinos. (Chart 3.9)

- About seven in ten (68%) Hispanics and about three in four (74%) African Americans indicate that religion is an important component of their everyday life compared to slightly fewer whites (61%). Similar numbers of Hispanics (21%) and whites (20%), however, indicate that religion is the most important thing in their everyday life, while many more African Americans (37%) express this attitude.



- Latinos are likely to make religious services a regular part of their life as 45% say they attend religious services once a week or more, and an additional 17% indicate they attend services at least once or twice a month. This is similar to the numbers of whites who attend services regularly (40% say they go once a week or more and an additional 16% say they go once or twice a month). African Americans are more likely to say they attend services once a week or more (54%).

- Foreign-born Latinos are more likely than their U.S.-born counterparts to indicate that religion is important in their everyday life (71% vs. 64%), though similar numbers of foreign born (22%) and native born (21%) indicate that it is the *most* important thing in their everyday life. Foreign-born Latinos are more likely than native-born Latinos to say they attend religious services once a week or more (48% vs. 40%).

Cubans demonstrate somewhat less religiosity when compared with Latinos from other countries of origin.

- For example, Cubans (59%) are less likely than Mexicans (70%), Puerto Ricans (69%) or Central Americans (73%) to indicate that religion is the most or a very important thing in their life.
- In addition, Cubans are less likely than every other country of origin group (except those from “other” countries--36%) to indicate that they attend religious services frequently. Less than three in ten (28%) Cubans indicate that they go to religious services once a week or more compared to higher numbers of other groups including Mexicans (47%), Puerto Ricans (46%), Central Americans (48%), South Americans (44%), Salvadorans (45%) and Dominicans (43%).

Hispanics are more likely to feel religious institutions are doing an excellent or good job in helping solve their community's most important problems than are whites or African Americans. Foreign-born Hispanics, in particular, admire the church's role in solving community problems.

- About seven in ten (71%) Hispanics feel that religious institutions are doing an excellent or good job in helping to solve their community's most important problems compared to somewhat fewer whites (62%) and African Americans (58%). Foreign-born Hispanics, in particular, feel that the church is doing an excellent or good job (73%) including about one in four (23%) who feel it is doing an excellent job compared to fewer (12%) U.S.-born Hispanics who express the same sentiment.

While a majority of Latinos from all countries of origin give religious institutions a positive rating on the job they're doing to solve their community's problems, Puerto Ricans, and Colombians to some extent, are slightly less likely than other groups to give religious institutions high marks.

- About six in ten Puerto Ricans (59%) and Colombians (62%) say religious institutions are doing an excellent or good job in helping to solve their community's most important problems compared to over seven in ten Mexicans (73%) and Dominicans (73%). Cubans (70%), Central Americans (69%), and Salvadorans (71%) are also significantly more likely to feel this way than are Puerto Ricans.

The large majority of Latinos overall identify as Roman Catholic, though foreign-born Latinos are more likely to report being Catholic than are U.S.-born Latinos who are somewhat more likely to be Evangelical or Born-again Christians. (Table 3.10)

- Seven in ten Hispanics identify as Catholic, though foreign-born Hispanics are more likely than native-born Hispanics to say they are Catholic (76% vs. 59%). On the other hand, native-born Hispanics are more likely to say they are Evangelical or Born-again Christians than are foreign-born Hispanics (20% vs. 11%).

A majority of Latinos from all countries of origin, except those from “other” countries, identify themselves as Catholics, though some groups are more likely to report they are Catholic while others are slightly more likely to report they are Evangelical Christians or that they have no religion. (Table 3.11)

- Mexicans (76%), Dominicans (74%), Colombians (72%), and South Americans (70%) are somewhat more likely to report they are Catholics than are Puerto Ricans (55%), Cubans (64%), Central Americans (51%), Salvadorans (52%) and Latinos from “other” countries (46%).
- Conversely, Salvadorans (25%), Central Americans (25%) Puerto Ricans (21%), and respondents from “other” countries (25%) are more likely than Mexicans (11%) and Dominicans (12%) to report they are Evangelical or Born-again Christians. Central Americans and Salvadorans are also more likely than Cubans (15%) to report they are Evangelical.

Table 3.10: Religious Preference, by Total Latinos and Foreign/Native-Born Latinos

What is your religious preference?			
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos
Roman Catholic	70%	76%	59%
Evangelical or Born-Again Christian	14	11	20
Other Christian Religion/Protestant (Not Evangelical)	6	5	9
Some Other Non-Christian Religion	2	1	3
Jewish	*	*	1
No Religion	8	7	8

Table 3.11: Religious Preference Among Latinos, by Country of Origin

What is your religious preference?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Roman Catholic	76%	55%	64%	51%	70%	52%	74%	72%	46%
Evangelical or Born-Again Christian	11	21	15	25	13	25	12	15	25
Other Christian Religion (Not Evangelical)	5	8	5	4	5	2	3	3	13
Some Other Non-Christian Religion	1	2	1	4	2	6	1	1	6
Jewish	-	1	1	*	3	-	-	2	2
No Religion	6	12	14	16	8	15	10	7	7

Religious preference is particularly significant as it relates to the values that Hispanics hold. Hispanics who say they have no religion tend to be less socially conservative than Hispanics who are Catholic, those who are Evangelical or Born-Again Christians, or those who say they are some other Christian religion. There is also disagreement among these three groups, however, as Catholics tend to be more liberal on some social issues than Evangelical Christians and those who are some other Christian religion. (Table 3.12)

- For example, those who say they have no religious preference are less likely than Catholics, Evangelical Christians, and those who are some other Christian religion to find divorce unacceptable, to feel that sex between two adults of the same sex is unacceptable, to feel abortion is unacceptable, or to feel that abortion should be illegal in most or all cases.

- Catholics are less socially conservative than Evangelicals and those who are some other Christian religion on issues including same-sex intercourse and, in particular, having a child out of wedlock. They are, however, just as likely as these groups to feel that abortion is unacceptable, though less likely than Evangelical Christians to feel that abortion should be illegal in most or all cases.

Table 3.12: Views on Some Social Issues Among Latinos, by Religious Preference

For each, thinking about your own values and morals, I'd like you to tell me whether you think in general, it is acceptable or unacceptable.				
	Religious Preference			
	Roman Catholic	No Religion	Evangelical or Born-Again	Other Christian (Not Evangelical)
Divorce				
Acceptable	56%	71%	47%	55%
Unacceptable	40	26	50	40
Sex between two adults of the same sex				
Acceptable	26	39	13	16
Unacceptable	71	58	86	83
Having a child without being married				
Acceptable	59	64	44	45
Unacceptable	38	33	55	54
Abortion				
Acceptable	17	42	15	21
Unacceptable	79	53	82	77
Do you think abortion should be...				
Legal in all cases	8	16	5	13
Legal in most cases	26	32	20	24
Illegal in most cases	31	26	36	26
Illegal in all cases	32	24	37	34

While religion does seem to relate to Latinos' social values, it alone cannot explain the fact that Latinos in general tend to be more socially conservative than whites as white Catholics and whites who say they have no religion also tend to be more liberal on social issues than their Latino counterparts. There is more agreement between white and Latino Evangelicals, though here too there is a tendency for whites to be less socially conservative than Latinos. (Table 3.13)

- White Catholics are more likely than Hispanic Catholics to feel that divorce, abortion, and same-sex intercourse are acceptable. Moreover, a majority of white Catholics (55%) feel that abortion should be legal in most or all cases compared to significantly fewer Hispanic Catholics (34%).
- Whites who say they have no religion have more liberal views than their Latino counterparts on divorce, same-sex intercourse, having children out of wedlock, and abortion.
- White and Hispanic Evangelicals agree that sex between two adults of the same sex is unacceptable and that abortion should be illegal in most or all cases. Hispanic Evangelicals are, however, less likely than white Evangelicals to feel that divorce is acceptable. On the other hand, they are more likely than white Evangelicals to feel that having a child without being married is acceptable.

Table 3.13: Views on Some Social Issues Among Latinos, by Religious Preference and Race/Ethnicity

For each, thinking about your own values and morals, I'd like you to tell me whether you think in general, it is acceptable or unacceptable.						
	Roman Catholic		Evangelical or Born-Again Christian		No Religion	
	White Catholic	Latino Catholic	White Evangelical	Latino Evangelical	White No Religion	Latino No Religion
Divorce						
Acceptable	76%	56%	62%	47%	86%	71%
Unacceptable	23	40	35	50	12	26
Sex between two adults of the same sex						
Acceptable	47	26	14	13	63	39
Unacceptable	50	71	83	86	34	58
Having a child without being married						
Acceptable	60	59	36	44	80	64
Unacceptable	39	38	62	55	17	33
Abortion						
Acceptable	42	17	18	15	75	42
Unacceptable	53	79	79	82	22	53
Do you think abortion should be...						
Legal in all cases	18	8	7	5	37	16
Legal in most cases	37	26	21	20	48	32
Illegal in most cases	29	31	44	36	11	26
Illegal in all cases	12	32	28	37	1	24

Gender Roles and the Importance of Family

Hispanics express views that emphasize the importance of family ties, and they have somewhat more conservative views on gender roles than whites. (Chart 3.10)

- An overwhelming majority of Latinos (89%) indicate that they believe relatives are more important than friends. Fewer, though still a sizable majority of whites (67%) and African Americans (68%), share this view. Latinos are much more likely to agree that it is better for children to live in their parents' home until they get married than are whites and African Americans (78% vs. 46% and 47%, respectively).

- Latinos (73%) are also more likely than whites (53%) to feel that elderly parents should live with their adult children.
- A majority of whites, African Americans, and Hispanics disagree with the statement that the husband should have the final say in family matters. Hispanics, however, are more likely to agree with this than are whites (36% vs. 26%). African Americans are the most likely to hold this view (44%).
- Not surprisingly, more Latino males (40%) than females (32%) say husbands should have the final say. That view is also stronger among the elderly than among young adults and with Latinos with less than a college education. There are no large differences among Hispanics of different levels of income.

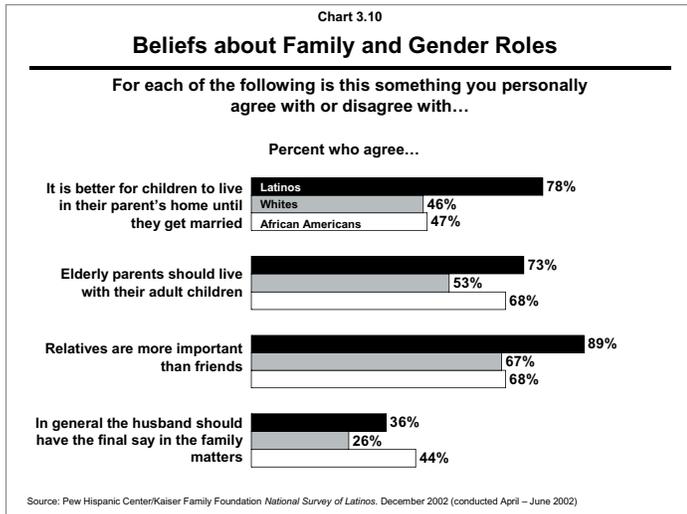


Table 3.14: The Importance of Family and Gender Roles Among Latinos, by Foreign/Native-Born and Age of Arrival Among Foreign-Born Latinos

Will you tell me for each of the following whether it is something you personally agree with or disagree with? Do you agree/disagree strongly or somewhat?							
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Age at Immigration to the United States Among Foreign-Born Latinos			
				10 years or younger	Ages 11-17	Ages 18-25	Ages 26+
In general the husband should have the final say in family matters							
Strongly Agree	19%	22%	13%	10%	23%	21%	27%
Somewhat Agree	18	18	17	24	12	18	18
Somewhat Disagree	26	27	26	26	28	27	26
Strongly Disagree	36	32	44	39	36	32	28
It is better for children to live in their parent's home until they get married							
Strongly Agree	61	77	33	57	78	81	82
Somewhat Agree	18	14	24	20	11	12	14
Somewhat Disagree	12	5	23	8	7	4	2
Strongly Disagree	9	4	17	15	3	3	2
Elderly parents should live with their adult children							
Strongly Agree	45	52	33	47	50	53	57
Somewhat Agree	28	24	34	31	29	22	21
Somewhat Disagree	17	15	20	14	13	17	14
Strongly Disagree	8	8	9	8	7	7	7
Relatives are more important than friends							
Strongly Agree	75	81	64	67	81	82	83
Somewhat Agree	14	11	18	18	12	11	11
Somewhat Disagree	7	5	12	9	4	5	4
Strongly Disagree	3	2	4	5	3	2	1

U.S.-born Latinos as well as foreign-born Latinos who arrived when they were very young are somewhat less likely than foreign-born Latinos who arrived when they were older to express these views. U.S.-born Latinos, however, even those whose families have been in the United States for multiple generations, are still more likely than non-Latinos to agree with views that emphasize the importance of family. (Table 3.14 and 3.15)

- Foreign-born Latinos are more likely than U.S.-born Latinos to feel it is better for children to live in their parents' home until marriage, that relatives are more important than friends, and that elderly parents should live with their adult children. However, foreign-born Latinos who arrived to the United States when they were young (10 years old or younger) are somewhat less likely to agree with these values, while those who arrived when they were older are more likely to agree.
- While a majority of both foreign-born and U.S.-born Latinos disagree that a husband should have final say in family matters, foreign-born Latinos are more likely to agree than are those who were born in the United States (40% vs. 30%). Again, foreign-born Latinos' views vary depending on the age at which they immigrated to the United States, with those who arrived when they were older being somewhat more likely than those who arrived when they were young to feel that the husband should have the final say in family matters.
- Hispanics whose families have been in the United States for multiple generations are just as likely as those who are the first in their family to be born in the United States to emphasize the importance of family.

Table 3.15: The Importance of Family and Gender Roles Among Latinos, by Generation

Will you tell me for each of the following whether it is something you personally agree with or disagree with? Do you agree/disagree strongly or somewhat?				
	Generation in the United States			
	Total Latinos	1 st Generation	2 nd Generation	3 rd Generation and Higher
In general the husband should have the final say in family matters				
Strongly Agree	19%	22%	12%	13%
Somewhat Agree	18	18	19	14
Somewhat Disagree	26	27	27	23
Strongly Disagree	36	32	40	49
It is better for children to live in their parents' home until they get married				
Strongly Agree	61	77	38	28
Somewhat Agree	18	14	23	26
Somewhat Disagree	12	5	23	23
Strongly Disagree	9	4	14	19
Elderly parents should live with their adult children				
Strongly Agree	45	52	33	32
Somewhat Agree	28	24	31	38
Somewhat Disagree	17	15	23	17
Strongly Disagree	8	8	8	11
Relatives are more important than friends				
Strongly Agree	75	81	63	63
Somewhat Agree	14	11	19	18
Somewhat Disagree	7	5	12	13
Strongly Disagree	3	2	5	4

As with foreign-born and native-born Latinos, a similar divide is evident and slightly more pronounced between Latinos who speak Spanish predominantly and those who speak English predominantly. (Table 3.16)

- Hispanics who are Spanish dominant tend to hold more family-oriented values and conservative attitudes toward gender roles than do those who are English dominant.

Table 3.16: The Importance of Family and Gender Roles Among Latinos, by Primary Language

	Primary Language		
	Spanish-Dominant	Bilingual	English-Dominant
Will you tell me for each of the following whether it is something you personally agree with or disagree with? Do you agree/disagree strongly or somewhat?			
In general the husband should have the final say in family matters			
Strongly Agree	25%	16%	11%
Somewhat Agree	18	18	16
Somewhat Disagree	28	24	25
Strongly Disagree	28	41	46
It is better for children to live in their parents' home until they get married			
Strongly Agree	82	56	27
Somewhat Agree	13	19	25
Somewhat Disagree	3	14	26
Strongly Disagree	2	10	21
Elderly parents should live with their adult children			
Strongly Agree	54	43	32
Somewhat Agree	22	28	37
Somewhat Disagree	16	18	18
Strongly Disagree	7	8	10
Relatives are more important than friends			
Strongly Agree	83	74	59
Somewhat Agree	11	14	20
Somewhat Disagree	4	8	14
Strongly Disagree	2	3	5

Latinos from various countries of origin generally agree on the importance of family and on the husband's role in the family, though some differences in degree do exist. (Table 3.17)

- Mexicans are more likely than Puerto Ricans to *strongly* agree that in general the husband should have the final say in family matters (21% vs. 14%).
- While a majority (67%) of Puerto Ricans indicate that it is better for children to live in their parents' home until they get married, they are less likely than respondents from every other country of origin excluding those from "other" countries (57%) to express this attitude.
- Mexicans (75%) are slightly more likely than Puerto Ricans (67%), Cubans (68%), and Dominicans (67%) to agree that elderly parents should live with their adult children.
- While all groups feel strongly that relatives are more important than friends, Colombians (94%) and South Americans (93%) are particularly likely to feel this way.

Table 3.17: The Importance of Family and Gender Roles Among Latinos, by Country of Origin

Will you tell me for each of the following whether it is something you personally agree with or disagree with? Do you agree/disagree strongly or somewhat?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
In general the husband should have the final say in family matters									
Strongly Agree	21%	14%	16%	18%	16%	17%	19%	16%	10%
Somewhat Agree	17	19	22	14	21	15	15	19	17
Somewhat Disagree	27	25	19	23	25	24	31	31	27
Strongly Disagree	34	42	42	44	37	43	34	34	40
It is better for children to live in their parents' home until they get married									
Strongly Agree	63	44	68	71	60	73	70	62	38
Somewhat Agree	17	23	14	12	20	11	17	19	19
Somewhat Disagree	10	20	10	9	13	7	9	14	19
Strongly Disagree	8	12	7	7	5	8	4	5	21
Elderly parents should live with their adult children									
Strongly Agree	48	36	40	50	44	41	42	45	31
Somewhat Agree	27	31	28	23	30	27	25	25	34
Somewhat Disagree	17	18	17	14	15	14	19	20	21
Strongly Disagree	7	13	11	12	8	16	10	8	9
Relatives are more important than friends									
Strongly Agree	77	77	69	73	77	75	74	77	56
Somewhat Agree	13	13	17	12	16	9	16	16	24
Somewhat Disagree	7	7	10	7	4	9	5	4	14
Strongly Disagree	3	2	4	6	2	5	3	2	3

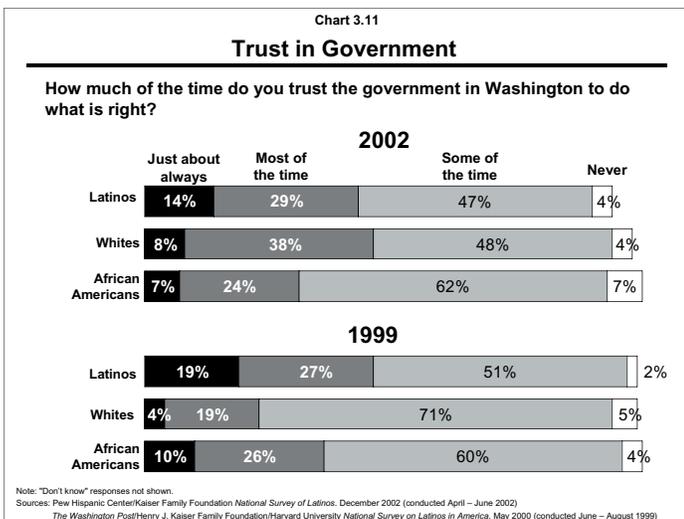
One area involving the family on which Hispanics, whites, and African Americans agree is regarding a family's responsibility to support young people while they continue their education.

- When asked if young people should work to support themselves and the family rather than continuing their education, or if the family should support young people so they can keep studying for as long as they want, even through college, a large majority of Hispanics (85%), whites (81%), and African Americans (84%) agree that the family has a responsibility to support young people while they continue their education.

Attitudes Toward Government

Latinos are divided in their views of whether the federal government can be trusted to do the right thing. Currently whites hold similar views, though until recently they were much less likely than Latinos to express faith in the government. Currently, African Americans are less likely than Latinos and whites to trust the government in Washington to do what is right, though historically, whites and African Americans held similar views. (Chart 3.11)

- When asked how often they trust the government in Washington to do what is right, 43% of Latinos said either “just about always” (14%) or “most of the time” (29%). About half (47%) said “some of the time,” and 4% said “never”.
- Whites currently express similar views, with 46% taking a generally positive view of the federal government (8% said they trust it “just about always” and 38% said “most of the time”) and 52% saying it could be trusted to do the right thing only “some of the time” (48%) or “never” (4%).
- African American seem to have less confidence in Washington, with 31% saying it can be trusted “just about always” (7%) or “most of the time” (24%) and 69% taking a generally negative view (62% said “some of the time,” 7% “never”).
- It is important to note, however, that other survey results suggest that whites' views in particular on this issue may have changed. Previously whites expressed much less trust of Washington. For example, in *The Washington Post/Kaiser Family Foundation/ Harvard University 1999 National Survey of Latinos in America*, a large majority (76%) of whites expressed more negative views saying they trust the government in Washington to do what is right “only some of the time” or “never.” By contrast, Latino and African American views have remained relatively constant. In 1999, 46% of Latinos took a generally positive view, and 53% took a generally negative view. In 1999, the majority (64%) of African Americans took a generally negative view.



Latinos differ from both African Americans and whites in favoring a larger government that provides more services even if it means paying higher taxes. Income does not seem to influence this view among Latinos. By contrast, income does seem to influence non-Latino views on the size of government. (Chart 3.12)

- Over half (60%) of Hispanics would prefer to pay higher taxes to support a larger government that provides more services. However, about a third (34%) disagree and would prefer paying lower taxes and having a smaller government that provides fewer services. Latinos' views on this matter do not vary significantly according to income with 62% of those earning less than \$30,000 favoring more taxes and larger government compared to 58% earning more than \$50,000 a year or more.
- By contrast, almost six in ten (59%) whites and about half (49%) of African Americans prefer paying lower taxes and having a smaller government that provides fewer services. Among non-Latinos, those who earn higher incomes are more likely than those who earn less than \$30,000 a year to indicate that they would rather pay lower taxes and have a smaller government (62% vs. 51%).

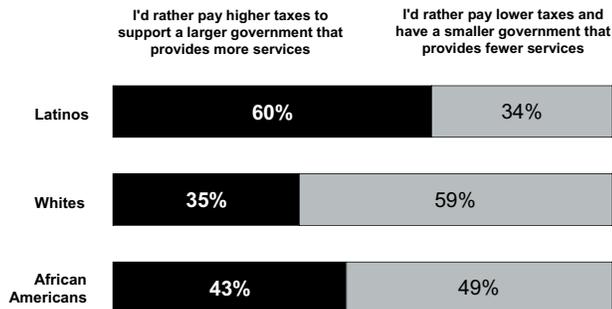
Foreign-born and native-born Latinos generally express the same faith in government, though they do have slightly different views on the size of government as do those who predominantly speak English and those who are bilingual or Spanish dominant. (Table 3.18)

- A slight majority of foreign-born (51%), native-born (52%), English-dominant (54%), bilingual (50%), and Spanish-dominant (52%) Latinos all express doubts about the government in Washington, saying they trust it to do the right thing “only some of the time” or “never.”
- Foreign-born Latinos are more likely than native-born Latinos to say that they would rather pay higher taxes to support a larger government that provides more services (62% vs. 56%). These differences are slightly more pronounced between those who predominantly speak Spanish (62%) or are bilingual (63%) and those who predominantly speak English (52%).

Chart 3.12

Bigger vs. Smaller Government

Which of the following statements do you agree with more...



Note: Don't know responses not shown.

Source: Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos, December 2002 (conducted April – June 2002)

Table 3.18: Attitudes Towards Government Among Latinos, by Total Latinos, Foreign/Native-Born Latinos and by Primary Language

Trust in Government and Attitudes about the Size of Government						
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Primary Language		
				Spanish-Dominant	Bilingual	English-Dominant
How much of the time do you trust the government in Washington to do what is right – just about always, most of the time, or only some of the time?						
Just about always	14%	17%	10%	18%	13%	8%
Most of the time	29	25	37	22	35	37
Only some of the time	47	49	45	50	45	45
Never (vol.)	4	2	7	2	5	9
Which of the following statements do you agree with more ...						
I'd rather pay higher taxes to support a larger government that provides more services	60	62	56	62	63	52
I'd rather pay lower taxes and have a smaller government that provides fewer services	34	31	39	31	31	43
Don't know	6	7	5	7	6	5

Latinos from different countries of origin do not necessarily share the same level of faith in the government or have the same beliefs about the size of government. (Table 3.19)

- Cubans (64%) and Colombians (52%) are more likely to express faith in the federal government compared to fewer Latinos from other countries of origin, including Mexicans (33%) and Puerto Ricans (38%).
- South Americans (73%), Colombians (76%), and Dominicans (71%) are more likely to want to pay higher taxes to support a larger government that provides more services. By contrast, Puerto Ricans (51%), Salvadorans (49%), and Central Americans (54%) are less likely to feel this way.

Table 3.19: Attitudes Towards Government Among Latinos, by Country of Origin

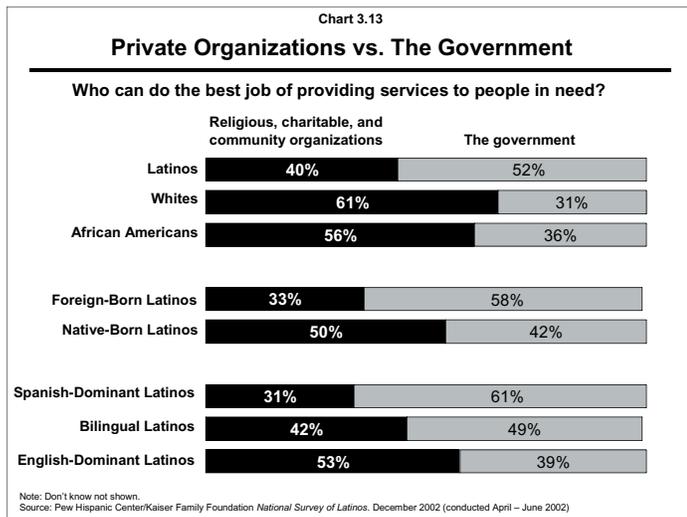
Trust in Government and Views about the Size of Government									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
How much of the time do you trust the government in Washington to do what is right – just about always, most of the time, or only some of the time?									
Just about always	13%	10%	30%	14%	18%	13%	18%	20%	7%
Most of the time	30	28	34	20	32	23	21	32	33
Only some of the time	49	49	28	55	41	54	52	40	41
Never (vol.)	3	9	4	4	2	5	2	1	16
Don't know	5	4	4	7	6	6	7	6	4
Which of the following statements do you agree with more ...									
I'd rather pay higher taxes to support a larger government that provides more services	60	51	62	54	73	49	71	76	56
I'd rather pay lower taxes and have a smaller government that provides fewer services	34	44	31	32	22	34	19	18	38
Don't know	5	5	7	14	5	17	9	6	6

Latinos are somewhat more likely to feel that the government rather than religious, charitable and community organizations can do the best job of providing services to people in need. Whites and African Americans, however, tend to disagree with this assessment. (Chart 3.13)

- Over one-half (52%) of Latinos believe that the government can do the best job of providing services to people in need while fewer (40%) feel religious, charitable, and community organizations can do a better job.
- On the other hand, whites (61%) and African Americans (56%) are more likely to say religious, charitable and community organizations can do the best job providing services to those in need.

Foreign-born Hispanics are more likely to put their faith in government while native-born Hispanics tend to favor private organizations. These same divisions are evident between English-dominant, bilingual, and Spanish-dominant Hispanics.

- Hispanics who were born in the United States (50%) are considerably more likely than the foreign-born Hispanics (33%) to say religious, charitable, and community organizations can do a better job of helping people in need and less likely to say the government can do a better job (42% and 58%, respectively).
- Similarly, English-dominant (53%) Latinos are more confident that religious, charitable, and community organizations can do a better job of helping people in need than are bilingual (42%) and Spanish-dominant (31%) Latinos. Conversely, Spanish-dominant Latinos (61%) have more faith in the government's ability to provide services than do bilingual (49%) and especially English-dominant (39%) Latinos.



Born-Again or Evangelical Christians are more likely than Latinos of other religions to feel that religious, charitable, and community organizations can do the best job of providing services to people in need. (Table 3.20)

- Over half (53%) of Evangelical Christians feel that religious, charitable, and community organizations can do the best job of providing services to people in need compared to less than half of non-Evangelical Christians (41%), Catholics (37%), and Latinos who report they have no religion (31%).

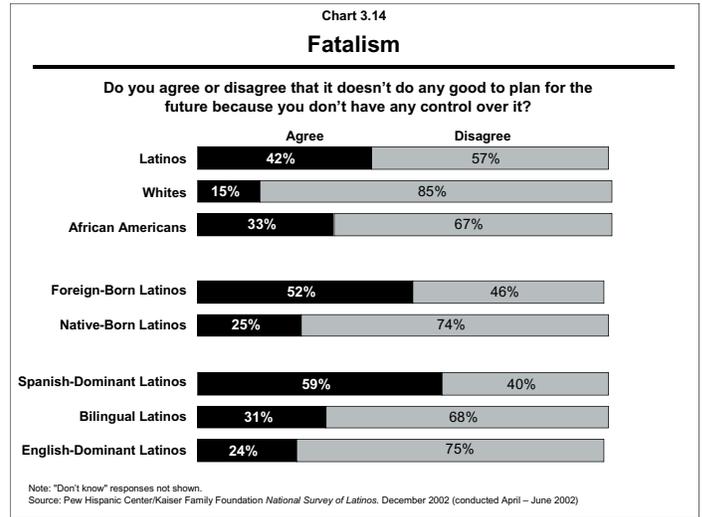
Table 3.20: Private Organizations vs. the Government Among Latinos, by Religious Preference

Some people believe that religious, charitable and community organizations can do the best job of providing services to people in need. Others believe that the government can do the best job of providing services to people in need. Which is closer to your view?				
	Religious Preference			
	Roman Catholic	Evangelical or Born-Again	No Religion	Other Christian (Not Evangelical)
Religious, charitable and community organizations can do the best job of providing services to people in need	37%	53%	31%	41%
The government can do the best job of providing services to people in need	55	40	57	45
Don't know	8	7	12	14

Fatalism

Fatalism, or the belief that it does not do any good to plan for the future because you do not have any control over your fate, is a widespread belief among foreign-born Hispanics, especially those who immigrated after the age of 10, and those who predominantly speak Spanish. Those who speak English predominantly, the native born and the foreign born who immigrated to the United States when they were younger than age 10, do not take a fatalistic view. (Chart 3.14)

- Overall four in ten (42%) Latinos agree that it doesn't do any good to plan for the future because you don't have control over it. One in three African Americans (33%) also agree with this statement compared to 15% of whites.
- A majority (52%) of foreign-born Latinos believe that it doesn't do any good to plan for the future because you don't have control over it compared to only about one in four (25%) U.S.-born Latinos. However, among foreign-born Latinos, those who immigrated when they were age 10 or younger are much less likely to have this attitude (32%) compared to a majority of those who arrived between ages 11-17 (54%), ages 18-25 (56%), and ages 26 or older (55%).
- Similarly, almost six in ten (59%) Spanish-dominant Latinos express this type of fatalism compared to only about one in four (24%) English-dominant Latinos.
- Puerto Ricans (35%) are slightly less likely than Latinos from Mexico (44%), Cuba (44%), South America (47%), the Dominican Republic (45%), and Colombians (48%) to agree that it doesn't do any good to plan for the future because you don't have control over it.



SECTION 4: EXPERIENCES WITH AND VIEWS ABOUT DISCRIMINATION

Latinos overwhelmingly say that discrimination against Latinos is a problem both in general and in specific settings such as schools and the workplace. A majority of whites and African Americans agree, but they are less likely to say that discrimination against Latinos is a problem than their Latino counterparts.

An overwhelming majority of Hispanics also report that discrimination by Hispanics against other Hispanics is a problem, and almost half feel that this is a major problem. Latinos are most likely to attribute this type of discrimination to disparities in income and education, though a substantial number also feel that Latinos discriminate against other Latinos because they or their parents or ancestors are from a different country of origin.

When asked about their personal experience with discrimination, a smaller, though still substantial, number of Hispanics report that they or someone close to them has suffered discrimination in the last five years because of their racial or ethnic background. About one in seven Latinos reports personally experiencing employment-related discrimination, including not being hired for a job or not promoted because of their race or ethnicity.

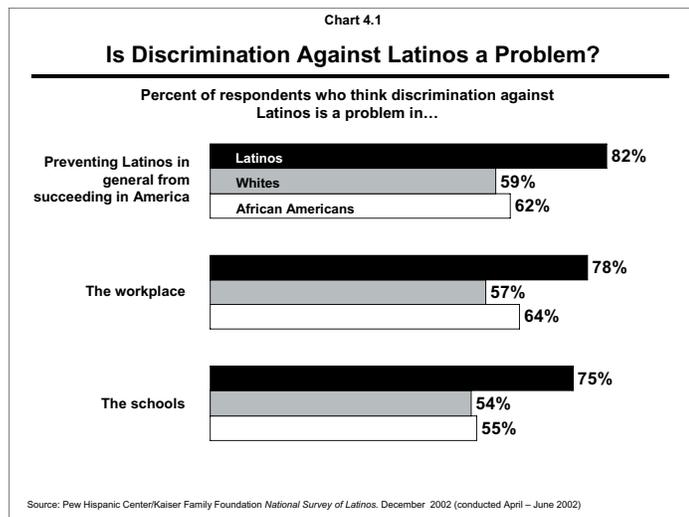
In addition to those who say they or someone close to them has experienced discrimination, many Hispanics report experiencing more subtle forms of unfair treatment because of their race or ethnicity such as being insulted or called names, being treated with less respect than others, and receiving poorer service than others.

When Hispanics were asked to explain why they believe they have been discriminated against or treated unfairly in the past, they are most likely to say that it was due to the language they speak, though many also attribute it to their physical appearance, or feel that it was a result of both the language they speak and the way they look.

VIEWS ABOUT DISCRIMINATION TOWARDS LATINOS

A large majority of Latinos feel that discrimination against Latinos is a problem in general and that it is also a problem in specific settings such as in schools and the workplace. Smaller majorities of whites and African Americans agree. (Chart 4.1)

- Over eight in ten (82%) Latinos report that discrimination against Latinos is a problem in preventing Latinos from succeeding in the United States. By comparison, about six in ten African Americans (62%) and whites (59%) come to the same conclusion.
- Seventy-eight percent of Latinos feel discrimination in the workplace is a problem for Latinos compared to fewer African Americans (64%) and whites (57%). Three out of four Latinos also report discrimination against Latinos in schools is a problem compared to a little over half of African Americans (55%) and whites (54%).



Foreign-born and native-born Latinos agree that discrimination against Latinos is a problem, though some differences exist in the degree to which they feel it is a problem. The age at which foreign-born Latinos immigrated to the United States also influences the degree to which they see discrimination as a problem. (Table 4.1)

- While similar numbers of foreign-born and native-born Hispanics feel that discrimination is a problem in general (84%, 79%), in the schools (77%, 71%), and in the workplace (79%, 77%), they do not always agree as to whether this is a major or minor problem. Rather, foreign-born Latinos are more likely than Latinos born in the United States to feel that discrimination is a major problem in preventing Latinos from succeeding in general in the United States (52% vs. 30%), in schools (45% vs. 26%), and in the workplace (48% vs. 29%).
- Latinos immigrating to the United States after the age of 10 are more likely to report discrimination against Latinos is a major problem in preventing Latinos from succeeding in the United States than are Latinos who arrived in the United States when they were younger than age ten.

The differences in the degree to which discrimination is viewed as a problem are more pronounced between Latinos who predominantly speak Spanish and those who speak English predominantly. In this case, bilingual Latinos have views closer to those of English-dominant Latinos than of Spanish-dominant Latinos. (Table 4.2)

- Over half (55%) of Latinos who are Spanish dominant, compared to 38% of bilingual Latinos and 29% of English-dominant Latinos, report thinking discrimination is a major problem in preventing Latinos from succeeding in the United States.

Table 4.1: Discrimination as a Problem in Schools, the Workplace and in Preventing Latinos from Succeeding in the United States, by Total Latinos, Foreign/Native-Born Latinos and Age at Immigration to United States Among Foreign-Born Latinos

In general, do you think discrimination against Latinos is a major problem, minor problem, or not a problem in...?							
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Age at Immigration to the United States Among Foreign-Born Latinos			
				10 and younger	Ages 11-17	Ages 18-25	Ages 26+
Preventing Latinos from succeeding in general in the United States							
Major problem	44%	52%	30%	37%	53%	58%	52%
Minor problem	38	32	49	46	33	28	30
Not a problem	16	15	19	16	12	13	16
The schools							
Major problem	38	45	26	35	51	46	42
Minor problem	37	32	45	43	28	31	33
Not a problem	21	18	25	22	16	18	17
The workplace							
Major problem	41	48	29	40	49	50	47
Minor problem	37	31	48	43	30	31	28
Not a problem	19	19	21	16	18	17	22

Table 4.2: Discrimination as a Problem in Schools, the Workplace and in Preventing Latinos from Succeeding in the United States, by Total Latinos and Primary Language

In general, do you think discrimination against Latinos is a major problem, minor problem, or not a problem in...?				
	Total Latinos	Primary Language		
		Spanish-Dominant	Bilingual	English-Dominant
Preventing Latinos from succeeding in general in the United States				
Major problem	44%	55%	38%	29%
Minor problem	38	28	45	50
Not a problem	16	15	15	20
The schools				
Major problem	38	48	32	25
Minor problem	37	30	42	45
Not a problem	21	17	21	27
The workplace				
Major problem	41	51	37	27
Minor problem	37	28	42	50
Not a problem	19	18	19	22

Latinos from all countries of origin feel that discrimination is a problem preventing Latinos from succeeding. Among country-of-origin groups, Cubans are slightly less likely than others to hold that view. On the other hand, Mexicans, Puerto Ricans and Cubans are slightly less likely than other groups to feel that discrimination is a problem in the schools. (Table 4.3)

- About eight in ten (82%) Latinos report discrimination prevents Latinos from succeeding in the United States. Nearly nine in ten Salvadorans (89%) and Dominicans (89%) feel this way, while somewhat fewer Cubans (69%) agree. Overall, the national origin groups that are largely made up of immigrants express greater concern over discrimination than the groups that are more of a mix of the native and foreign born.
- Dominicans (82%), Salvadorans (83%), and Colombians (83%) are more likely to report that discrimination in schools is a problem compared to slightly fewer Mexicans (75%), Puerto Ricans (72%) and Cubans (61%).

Latinos Discriminating Against Other Latinos

An overwhelming majority of Latinos report that Latinos discriminating against other Latinos is a problem, including almost half who feel that this is a major problem. Latinos are most likely to attribute this type of discrimination to different levels of income and education, though a substantial number also feel that Latinos discriminate against each other based on their country of origin. (Chart 4.2)

- More than eight in ten (83%) Latinos report that Latinos discriminating against other Latinos is a problem. About half (48%) report it is a major problem and over a third (35%) report it is a minor problem.
- When those who feel that this type of discrimination is a problem were offered reasons as to why this occurs, four in ten (41%) report that Latinos mainly discriminate against each other because of different levels of income and education, and a third (34%) say it is because of differences in country of origin. Only eight percent attribute this type of discrimination to differences of skin color.

Foreign-born Latinos are even more likely than native-born Latinos to report Latinos discriminating against other Latinos is a problem. Furthermore, among foreign-born Latinos, those who immigrated after age 10 are more likely to feel that this is a major problem compared to those who arrived when they were younger. (Table 4.4)

- Nearly nine in ten (89%) foreign-born Latinos report this type of discrimination is a problem. Fewer, but still the large majority of native-born Latinos (73%) report Latinos discriminating against other Latinos is a problem.
- Among foreign-born Latinos, those immigrating to the United States after the age of 10 are more likely to report Latinos discriminating against other Latinos as a major problem than are those who arrived when they were younger than age 10.

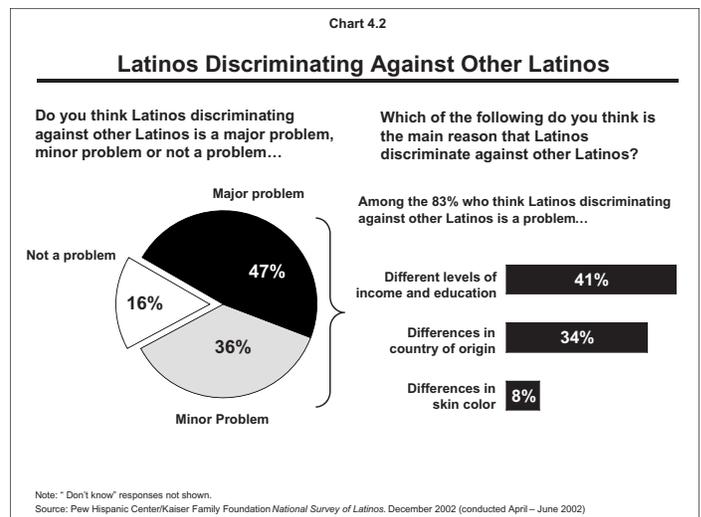


Table 4.3: Discrimination as a Problem in Schools, the Workplace and in Preventing Latinos from Succeeding in the United States, by Country of Origin

In general, do you think discrimination against Latinos/Hispanics is a major problem, minor problem, or not a problem in...?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Preventing Latinos from succeeding in general in the United States									
Major problem	44%	42%	38%	54%	48%	56%	55%	56%	25%
Minor problem	38	41	31	32	34	33	34	28	51
Not a problem	16	15	26	13	17	11	11	16	17
The schools									
Major problem	36	36	30	53	50	54	52	58	26
Minor problem	39	36	31	29	28	29	30	25	42
Not a problem	20	23	33	15	17	12	16	14	28
The workplace									
Major problem	41	41	35	50	42	50	53	49	25
Minor problem	37	42	37	32	36	32	29	33	50
Not a problem	20	15	22	16	22	15	16	17	23

Table 4.4: Latinos Discriminating Against Other Latinos, by Total Latinos, Foreign/Native-Born Latinos and Age at Immigration to the United States Among Foreign-Born Latinos

Do you think Latinos discriminating against other Latinos is a major problem, a minor problem or not a problem?							
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Age at Immigration to the United States Among Foreign-Born Latinos			
				10 and younger	Ages 11-17	Ages 18-25	Ages 26+
Major problem	47%	57%	29%	40%	60%	61%	60%
Minor problem	36	32	44	44	29	29	30
Not a problem	16	11	24	15	11	10	9

The extent to which Latinos feel that discrimination among Latinos is a problem also varies by level of education. Those with varying degrees of education all agree that Latinos discriminating against other Latinos is a problem, however, those who have less than a high school education are more likely to report that this type of discrimination is a major problem. (Table 4.5)

- A majority (58%) of Latinos with less than a high school diploma feel that this type of discrimination is a major problem compared to almost four in ten high school graduates (39%), Latinos with some college (38%), and college graduates (37%).

While a fairly large majority of Latinos from almost every country of origin feels that this type of discrimination is a problem, respondents from “other” countries -- a group made up of Latinos who are from countries that do not have large populations in the United States, including the Caribbean islands and Spain, are somewhat less likely to feel this way. The reasons respondents believe Latinos discriminate against other Latinos also varies by country of origin. (Table 4.6)

- While a majority (62%) of Latinos from “other” countries feel that Latinos discriminating against other Latinos is a problem, about one in three (34%) in this group indicates that this type of discrimination is not a problem, which is significantly more than in any other country of origin group.
- Latinos from Puerto Rico, Cuba and the Dominican Republic are more likely than respondents from other countries to report that the main reason for Latinos discriminating against other Latinos has to do with differences in countries of origin rather than different levels of income and education. Latinos from other countries of origin are more likely to feel that differences in levels of income and education are the reasons for this type of discrimination.
- Dominicans are more likely than other Latinos to report skin color as a main reason for explaining why Latinos discriminate against other Latinos.

PERSONAL EXPERIENCES WITH DISCRIMINATION

Discrimination

A substantial number of Latinos report having been personally discriminated against or having someone close to them discriminated against in the last five years because of their racial or ethnic background. (Chart 4.3)

- Thirty-one percent of Latinos report they or someone close to them has experienced discrimination. Almost half (46%) of African Americans and substantially fewer (13%) whites similarly report that they or someone close to them has personally experienced discrimination in the last five years.

Foreign-born Latinos are less likely than native-born Latinos to report that they personally or someone close to them has been discriminated against in the last five years. Similarly, English-dominant Latinos and bilingual Latinos are more likely than Spanish-dominant Latinos to report personal experiences of discrimination.

- Foreign-born Latinos (28%) are less likely than native-born Latinos (38%) to report that they have been either personally discriminated against or know someone close to them who has been discriminated against in the last five years.
- Less than a quarter (23%) of Spanish-dominant Latinos report personal experience with discrimination, while 38% of bilingual Latinos and 40% of English-dominant Latinos report either they or someone they know have been discriminated against in the past five years.



Table 4.5: Latinos Discriminating Against other Latinos, by Total Latinos and Education Among Latinos

Do you think Latinos discriminating against other Latinos is a major problem, a minor problem or not a problem?					
	Education				
	Total Latinos	Less than High School	High School Grad	Some College	College Grad
Major problem	47%	58%	39%	38%	37%
Minor problem	36	27	42	45	44
Not a problem	16	14	18	17	15

Table 4.6: Latinos Discriminating Against Other Latinos and Reported Explanations, by Total Latinos and Country of Origin

Latinos Discriminating Against other Latinos and reported explanation										
	Country of Origin									
	Total Latinos	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Do you think Hispanics discriminating against other Hispanics is a...										
Major problem	47%	48%	39%	42%	53%	52%	54%	57%	61%	24%
Minor problem	36	35	43	38	38	34	39	30	33	38
Not a problem	16	15	17	15	8	12	7	12	4	34
Do you think Hispanics discriminate against each other mainly because...										
Hispanics come from different countries	34	30	50	45	31	39	32	44	39	25
Hispanics have different levels of income	41	44	25	36	41	44	36	29	44	43
Of differences in skin color	8	8	9	7	8	4	10	16	4	5
All of the above	6	6	6	3	5	6	3	7	7	9
Some other reason	6	5	6	6	12	2	16	1	4	11

Cubans are less likely than Latinos from other countries of origin to report that they or someone close to them has been discriminated against in the past 5 years. (Table 4.7)

- Fewer Cubans (22%) report having personal experience with discrimination than people from other countries, including Mexicans (30%), South Americans (32%), Colombians (33%), Puerto Ricans (36%), Central Americans (37%) and Salvadorans (43%).

Younger Latinos are the most likely to report they or someone close to them has been discriminated against in the past five years.

- Nearly four in ten (37%) Latinos between the ages of 18 and 29 report they or someone close to them experienced personal discrimination in the last five years. This percentage decreases with age. Three in ten 30- to 39-year-olds and one-third 40- to 54-year-olds also report personally being discriminated against in the last five years. Among Latinos 55 and older, 20% report experiencing discrimination in the last five years.

Latinos with higher education levels and incomes are more likely to report they or someone close to them has been discriminated against in the last five years. (Table 4.8)

- A quarter (24%) of Latinos with less than a high school diploma report that they or someone close to them has been personally discriminated against, while Latinos who are college graduates (42%) or had some college (41%) are the most likely to report they or someone close to them was personally discriminated against in the last five years.
- Twenty-seven percent of Latinos earning less than \$30,000 report experience with such discrimination in the last five years compared to four in ten Latinos with a household income over \$50,000.

Table 4.7: Personal Experience with Discrimination During the Last Five Years, by Total Latinos and Country of Origin

During the last 5 years, have you, a family member, or close friend experienced discrimination because of your racial or ethnic background, or not?										
	Country of Origin									
	Total Latinos	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Yes	31%	30%	36%	22%	37%	32%	43%	30%	33%	42%
No	68	69	63	77	62	68	57	69	66	58

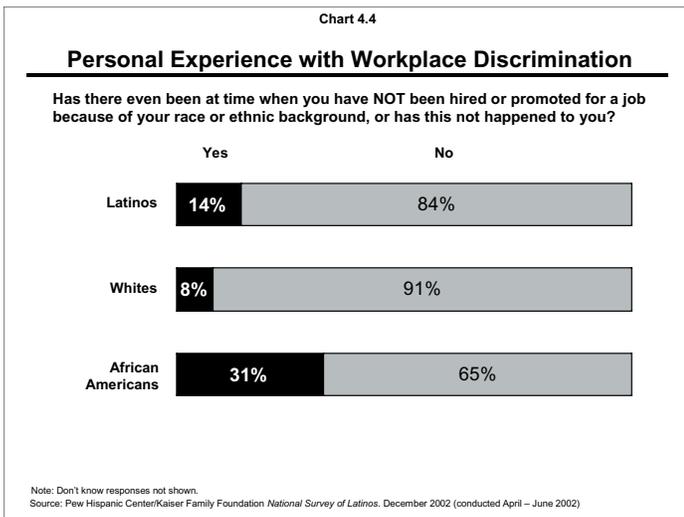
Table 4.8: Personal Experience with Discrimination During the Last Five Years Among Latinos, by Education and Household Income

During the last 5 years, have you, a family member, or close friend experienced discrimination because of your racial or ethnic background, or not?							
	Education				Household Income		
	Less than High School	High School Grad	Some College	College Grad	Less than \$30,000	\$30,000 to less than \$50,000	\$50,000+
Yes	24%	34%	41%	42%	27%	38%	40%
No	75	65	59	57	72	62	60

Personal Experience with Discrimination in the Workplace

Compared to other experiences of unfair treatment, many fewer Latinos report that they have experienced discrimination specifically related to employment. Meanwhile, whites are slightly less likely to report that they have not been hired or promoted because of their race or ethnic background, while African Americans are more than two times as likely as Latinos to report this type of experience. (Chart 4.4)

- About one in seven (14%) Latinos feels that they have not been hired or promoted because of their race or ethnic background. By comparison, about three in ten (31%) African Americans report having been personally discriminated against in the workplace compared to far fewer (8%) whites.



Among Latinos, reported experience with discrimination in the workplace does not differ much by foreign vs. native birth, language preferences, or generation in the family to live in the United States.

- Foreign-born Latinos (14%) are as likely as native-born Latinos (13%) to report personally experiencing discrimination in the workplace.
- Similar percentages of first generation (14%), second generation (12%), and third generation and higher (14%) report personally experiencing discrimination in the workplace.
- Virtually identical percentages of Latinos report experiencing this type of discrimination regardless of primary language (English dominant 14%, bilingual 13%, Spanish dominant 14%).

Some slight differences in reported work-related discrimination exist among Latinos according to country of origin. (Table 4.9)

- Puerto Ricans (19%) and Central Americans (19%) were slightly more likely to report that they were not hired or promoted than Mexicans (12%).

Table 4.9: Personal Experience with Workplace Discrimination, by Total Latinos and Country of Origin

	Country of Origin									
	Total Latinos	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Yes	14%	12%	19%	14%	19%	13%	16%	18%	15%	15%
No	84	86	79	85	80	85	82	79	83	83

Unfair Treatment

When asked about more subtle forms of discrimination, a sizeable number of Latinos report being treated badly at least once in a while because of their race or ethnic background. African Americans are more likely than Latinos to report this type of poor treatment, while whites are much less likely than both Latinos and African Americans to report having these experiences. (Chart 4.5)

- Almost half (45%) of Latinos report that at least once in a while they are treated with less respect than other people because of their race or ethnicity. Two-thirds (67%) of African Americans and less than a quarter (23%) of whites also report being treated with less respect at least once in a while.
- About four in ten (41%) Latinos report that at least once in a while they receive poorer service than other people at restaurants or stores. Two-thirds (67%) of African Americans and less than a fifth (18%) of whites report receiving poorer service at least once in a while.
- Three in ten Latinos report that at least once in a while they are called names or insulted because of their race or ethnicity. Four in ten (41%) African Americans and less than a fifth (18%) of whites report being called names at least once in a while.

Foreign-born and native-born Latinos as well as Latinos with different language preferences are about as likely to report having been treated with less respect than other people at least once in a while. (Table 4.10)

- Native-born (46%) and foreign-born (46%) Latinos report being treated with less respect at least once in a while. Similar numbers of Spanish-dominant (44%), bilingual (47%), and English-dominant (47%) Latinos also report being treated this way.

Older Latinos are less likely than those who are younger to report experiencing unfair treatment at least once in a while because of their race or ethnicity. (Table 4.11)

- For example, Latinos ages 55 or older are much less likely than Latinos under age 55 to report that because of their racial or ethnic background at least once in a while they are treated with less respect, receive poorer service than other people at restaurants or stores, or are called names or insulted.

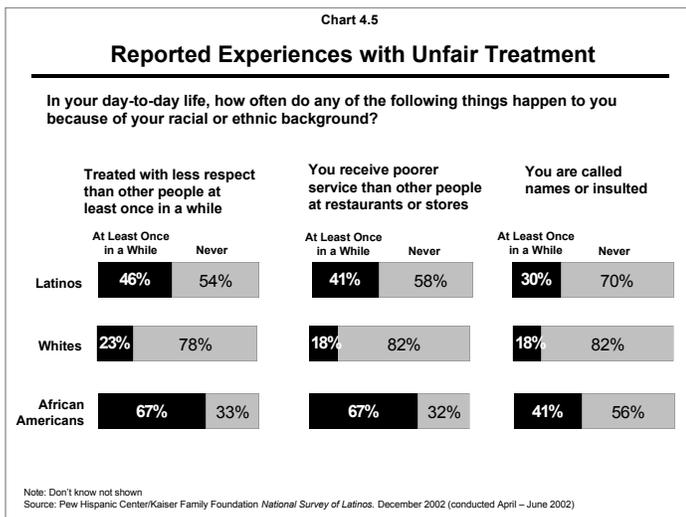


Table 4.10: Frequency of Reported Experiences with Discrimination or Unfair Treatment, by Total Latinos and Foreign/Native-Born

In your day-to-day life, how often do any of the following things happen to you because of your racial or ethnic background? Would you say very often, fairly often, once in a while, or never?			
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos
Treated with less respect than other people			
Very often	5%	6%	4%
Fairly often	3	3	4
Once in a while	37	37	38
Never	54	53	55
Receive poorer service than other people at restaurants or stores			
Very often	4	5	3
Fairly often	4	3	5
Once in a while	33	34	32
Never	58	57	60
You are called names or insulted			
Very often	2	2	2
Fairly often	3	3	3
Once in a while	25	24	25
Never	70	70	69

Table 4.11: Frequency of Reported Experiences with Discrimination or Unfair Treatment, Among Latinos, by Age

In your day-to-day life, how often do any of the following things happen to you because of your racial or ethnic background? Would you say very often, fairly often, once in a while, or never?				
	Age			
	18-29	30-39	40-54	55+
Treated with less respect than other people				
Very often	6%	5%	7%	2%
Fairly often	3	5	3	2
Once in a while	42	40	39	23
Never	48	50	51	72
Receive poorer service than other people at restaurants or stores				
Very often	5	4	4	2
Fairly often	4	4	5	3
Once in a while	36	37	35	19
Never	54	54	56	76
You are called names or insulted				
Very often	3	2	2	1
Fairly often	4	3	2	1
Once in a while	28	26	24	16
Never	64	69	72	81

Among different national origin groups, Cubans are the least likely to report experiences of unfair treatment, while Central Americans, particularly Salvadorans are more likely than other groups. (Table 4.12)

- For example, more than six in ten Central Americans (63%), and Salvadorans (64%) in particular, report that at least once in a while they are treated with less respect than other people because of their race or ethnicity compared to fewer than half of all other country of origin groups, and many fewer Cubans (27%).

Perceived Reasons for Discrimination

Overall, about six in ten (62%) Latinos report that they or someone close to them has been discriminated against, not been promoted or hired for a job, or that they have experienced some subtler form of unfair treatment because of their race or ethnicity including being insulted or called names, treated with less respect at least once in a while, and receiving poorer service than others. When asked to explain why they believe they were treated this way, Latinos were divided among those who feel it was due to their physical appearance, the language they speak, or both.

- Among those Latinos who report having experienced discrimination or unfair treatment, a quarter (24%) say the main reason for their experience was their physical appearance alone, while 35% say it was because of the language they speak, and 20% cite both their appearance and the language they speak.

Native and foreign-born Latinos differ in their explanations as to why they were discriminated against or treated unfairly. Foreign-born Latinos are more likely to report language alone is the main reason for the discrimination they have experienced, whereas native-born Latinos are more likely to attribute it to their physical appearance. Among foreign-born Latinos, age of immigration to the United States also influences the reasons named. Similar differences are also evident among Latinos who predominantly speak Spanish, those who are bilingual, and those who speak English predominantly. (Table 4.13)

- Among those reporting being discriminated against or treated unfairly, about four in ten (43%) native-born Latinos report physical appearance alone as the main reason they were discriminated against compared to 13% of foreign-born Latinos. In contrast, almost half (46%) of foreign-born Latinos report that language alone is the basis for the discrimination they experienced compared to about one in seven (14%) native-born Latinos.
- Latinos who immigrated to the United States when they were 10 years old or younger are more likely than Latinos who arrived later in life to say they have been discriminated against mainly due to their physical appearance (36% vs. 10%) and less likely to say it was mainly due to the language that they speak (21% vs. 50%).
- Similarly, English-dominant Latinos cite physical appearance as the main reason for their experiences of discrimination or unfair treatment, while Spanish-dominant Latinos believe it is because of the language they speak. Bilingual respondents are divided as to what they think is the main reason for their experiences of discrimination or unfair treatment.

Table 4.12: Frequency of Reported Experiences with Discrimination or Unfair Treatment, by Country of Origin

In your day-to-day life, how often do any of the following things happen to you because of your racial or ethnic background? Would you say very often, fairly often, once in a while, or never?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Treated with less respect than other people									
Very often	5%	5%	5%	6%	7%	7%	8%	4%	5%
Fairly often	2	7	4	8	3	9	3	3	3
Once in a while	40	34	18	49	32	48	27	33	34
Never	53	53	73	37	58	36	60	60	57
Receive poorer service than other people at restaurants or stores									
Very often	4	4	5	7	4	4	7	2	3
Fairly often	4	6	2	9	4	12	4	4	6
Once in a while	34	34	14	41	30	39	33	35	31
Never	59	57	76	42	63	43	54	59	60
You are called names or insulted									
Very often	1	2	3	3	2	4	5	1	7
Fairly often	3	4	2	3	*	3	4	1	4
Once in a while	25	26	13	33	20	32	23	16	20
Never	70	68	82	62	77	62	67	82	69

Table 4.13: Reported Reasons for Discrimination and Unfair Treatment against Latinos Among Those who Reported Such Experiences, by Total Latinos, Foreign/Native-Born Latinos and by Primary Language Among Latinos

Thinking in general about when you have been treated unfairly or discriminated against, which of the following explains why you think you were treated unfairly. Was it MAINLY because of your...						
				Primary Language		
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
Physical appearance	24%	13%	43%	9%	30%	47%
The language you speak	35	46	14	54	26	10
Both your appearance and the language you speak	20	21	17	19	24	15
All other reasons	6	4	11	2	5	12
None	11	11	11	12	11	9

Latinos with higher incomes and levels of education are more likely to report physical appearance as the main reason why they have experienced discrimination or unfair treatment, while those with a lower level of education and income are more likely to cite the language they speak.

(Table 4.14)

- For example, about one in seven (15%) Latinos with less than a high school diploma reports physical appearance as the main reason why they think they were discriminated against or treated unfairly compared to three in ten (29%) Latino high school graduates. The percentage reporting physical appearance as the main reason for discrimination is even higher among those who have had some college education (37%) or who are college graduates (33%).
- Similarly, 21% of Latinos earning less than \$30,000 a year and 27% of Latinos earning \$30,000 to less than \$50,000 a year report physical appearance as the main reason for discrimination against Latinos, compared to 36% of Latinos with an annual household income of \$50,000 or more.

Table 4.14: Reported Reasons for Discrimination and Unfair Treatment against Latinos Among those who Reported Such Experiences, by Total Latinos, Income and Education Among Latinos

Thinking in general about when you have been treated unfairly or discriminated against, which of the following explains why you think you were treated unfairly. Was it MAINLY because of your...								
	Total Latinos	Income			Education			
		Less than \$30,000	\$30,000 to less than \$50,000	\$50,000+	Less than high school	High school graduate	Some college	College graduate
Physical appearance	24%	21%	27%	36%	15%	29%	37%	33%
The language you speak	35	43	28	18	45	30	23	22
Both your appearance and the language you speak	20	17	20	23	18	21	20	22
All other reasons	6	5	10	8	3	6	9	10
None	11	10	10	10	13	9	8	11

SECTION 5: FINANCIAL AND ECONOMIC EXPERIENCES

Overall, Latinos report a weaker financial situation than do whites. They report having lower household incomes; they are less likely to own the home they live in; and they are more likely to report having had financial difficulties in the past year. Latinos are also less likely than whites to use traditional financial resources such as bank accounts and credit cards. Furthermore, Latinos report having more severe financial hardships than whites in the same income bracket. Economically, Latinos are much more similar to African Americans, who report having comparable incomes and financial difficulties.

This does not mean that all Latinos are struggling financially. Latinos who were born in the United States and those who speak English or are bilingual are much more likely to report having higher household incomes and are less likely to report experiencing financial hardships than those Latinos who were born outside of the United States or who primarily speak Spanish.

Although Latinos report being somewhat ambivalent about their current financial situation, they tend to be more optimistic than whites or African Americans. Furthermore, the overwhelming majority of Latinos, regardless of their place of birth or primary language, are confident that Latino children growing up in the United States will have better jobs and make more money than they do.

HOUSEHOLD INCOME AND OCCUPATION

Latinos and African Americans report having similar household incomes, which tend to be lower than household incomes reported by whites.

- Half of all Latinos report having an annual household income under \$30,000, 23% report having a household income between \$30,000 and below \$50,000, 17% report making over \$50,000, and just over one in ten (11%) did not know their annual household income.

Although they still report having a lower household income than whites, native-born Latinos tend to have a higher household income than Latinos who are foreign born. Similarly, Latinos who speak English primarily or who are bilingual report having a higher household income than Latinos who primarily speak Spanish, regardless of the length of time Spanish speakers have been in the United States. (Table 5.1)

- About two-thirds of Latinos who predominantly speak Spanish report making less than \$30,000 regardless of whether they were born in the United States (68% reported making less than \$30,000) and regardless of whether they have been in the United States fewer than 12 years (65%) or if they have been in the United States for over 25 years (64%).

Around half (51%) of all employed Latinos report they are blue-collar workers. However, this is much more likely to be the case for foreign-born (65%) and Spanish-speaking (74%) Latinos.

- Foreign-born Latinos are more likely than native-born Latinos to report having blue collar jobs (65% vs. 28%, respectively) and Latinos who speak primarily Spanish are over twice as likely to report being blue-collar workers than Latinos who speak primarily English or who are bilingual. (Table 5.1)
- Nearly three in ten (28%) employed native-born Latinos report having blue-collar jobs, which is very similar to what is reported by whites (30%) and African Americans (24%).

USE OF FINANCIAL RESOURCES

Use of financial resources such as bank accounts and credit cards is not as widespread among Latinos as it is among whites. African Americans are slightly more likely to have an account with a bank than Latinos; however, they tend to be equally as likely as Latinos to use credit cards.

- About three fourths (76%) of African Americans and two-thirds (65%) of Latinos say they have a bank account, while virtually all whites (95%) have an account with a bank.
- Just over half of African Americans (54%) and Latinos (51%) report they have a credit card, compared to nearly eight in ten (77%) whites.

Not surprisingly, as household income increases, so does the likelihood that Latinos will have credit cards and bank accounts. Similarly, those who primarily speak English or are bilingual are more likely to have bank accounts and credit cards than Latinos who primarily speak Spanish. (Table 5.2)

- In fact, although whites with household incomes under \$50,000 report using traditional financial resources significantly more than Latinos of equivalent household incomes, the vast majority of whites and Latinos who have an annual income above \$50,000 have credit cards and an account with a bank.

Native-born Latinos are more likely than foreign-born Latinos to have credit cards and an account with a bank. However, Latinos with comparable household incomes tend to use credit cards at the same rate, regardless of where they were born. (Table 5.2)

- Furthermore, the longer foreign-born Latinos (excluding those born on the island of Puerto Rico) who make less than \$30,000 are in the United States, the more likely they are to have a bank account. Of those who have been in the United States for less than 13 years, four in ten (40%) say they have a bank account, compared to nearly six in ten (57%) Latinos who have been here between 13 and 24 years and seven in ten (70%) Latinos who have been in the United States over 25 years.

There are some differences in the use of financial resources by the country in which Latinos or their parents or ancestors were born. Cubans are more likely to report having credit cards and bank accounts than other Latinos.

- Seven in ten (71%) Cubans report having credit cards, compared to less than half (47%) of Mexicans, 55% of Salvadorans, 56% of Puerto Ricans, and 58% of Dominicans.
- Nearly eight in ten Cubans (79%) and Colombians (79%) say they have an account with a bank, compared to six in ten (60%) Mexicans, 64% of Dominicans, and 67% of Salvadorans.

Table 5.1: Reported Household Income and Occupation, by Race/Ethnicity and Among Latinos, by Foreign/Native-Born and by Primary Language

Household Income and Occupation								
						Among Latinos		
	Latinos	Whites	African Americans	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
HOUSEHOLD INCOME								
Less than \$30,000	50%	29%	44%	57%	37%	65%	37%	35%
\$30,000 – < \$50,000	23	27	30	20	28	16	31	29
\$50,000 +	17	42	22	11	27	4	26	29
Don't Know	11	3	4	12	8	15	6	7
OCCUPATION								
White Collar	45	66	73	31	69	22	60	65
Blue Collar	51	30	24	65	28	74	35	31
Other	3	4	4	3	3	3	3	3

Table 5.2: Reported Use of Credit Cards and Bank Accounts, by Race/Ethnicity and Among Latinos, by Foreign/Native-Born and by Primary Language

Credit Cards and Bank Accounts								
						Among Latinos		
	Latinos	Whites	African Americans	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
HAVE A CREDIT CARD								
Total	51%	77%	54%	47%	58%	40%	64%	58%
<u>By Household Income</u>								
Less than \$30,000	43	63	NA	43	44	40	54	42
\$30,000 – < \$50,000	58	78	NA	59	56	56	64	53
\$50,000 +	84	88	NA	84	85	NA	88	86
HAVE AN ACCOUNT WITH A BANK								
Total	65	95	76	58	77	50	77	79
<u>By Household Income</u>								
Less than \$30,000	54	91	NA	51	61	47	66	62
\$30,000 – < \$50,000	79	93	NA	76	82	72	82	83
\$50,000 +	96	99	NA	92	98	NA	97	98

Note: Data is not available for subgroups with sample sizes under 100 respondents.

HOME OWNERSHIP

Four in ten Latinos (40%) and African Americans (41%) report owning the home they live in compared to seven in ten whites. Furthermore, fewer Latinos report owning homes than whites at various household incomes. Native-born Latinos are more likely than foreign-born Latinos to report owning the home they live in, especially in high and low-income brackets. (Table 5.3)

- Over half (52%) of native-born Latinos report owning the home they live in, compared to about one-third (34%) of foreign-born Latinos.

Cubans (56%) report owning the home they live in more often than other groups of Latinos.

FINANCIAL HARDSHIPS

Similar proportions of Latinos and African Americans report having had financial difficulties such as paying their rent or mortgage, saving money for the future, or losing their job or getting laid off in the past year, while whites tend to report having had fewer of these same difficulties.

- Nearly three in ten (28%) Latinos have had problems paying their rent or mortgage in the past year, which is similar to their African American counterparts (30%), but significantly fewer whites (13%) report having had the same problem.
- Three in ten (30%) Latinos report being laid off or having lost their job in the past year, which is similar to what is reported by African Americans (32%), but is twice as many as whites (15%) who report the same.
- When asked if they have been able to save money for the future, one-third (33%) of Latinos report they have been able to save. A similar proportion of African Americans (39%) reported the same thing, but over half (51%) of whites said they were able to save.

Not surprisingly, as income increases fewer Latinos report having had financial difficulties and they tend to look much more like whites with equivalent household incomes. (Table 5.4)

- For example, significantly more Latinos than whites who make under \$30,000 per year report having been laid off or lost their job in the past year (37% vs. 17%). However, a similar proportion of Latinos and whites with annual household incomes over \$50,000 have lost their job or have been laid off in the past year (16% and 13%, respectively).

Also, native-born Latinos tend to report having had financial difficulties less often than their foreign-born counterparts and similarly those Latinos that speak English primarily or are bilingual report having had fewer financial difficulties than Latinos who speak Spanish primarily. (Table 5.4)

- Significantly more foreign-born than native-born Latinos report having lost their job or having been laid off in the past year (34% vs. 24%, respectively) or having had problems paying their rent or mortgage (31% vs. 25%).
- Slightly more foreign-born (39%) than native-born (31%) Latinos who have an annual household income under \$30,000 report losing their job in the past year. However, the longer foreign-born Latinos in this income bracket are in the United States, the less likely they are to report having lost their job in the past year.

Significantly more foreign-born Latinos report having had difficulties saving money for the future compared to Latinos who were born in the United States. In addition, almost one-half (47%) of Latinos who were born outside of the United States report that they send money back to their country of origin. (Table 5.4)

- About three in ten (27%) foreign-born and 44% of native-born Latinos report having been able to save money for the future.
- Of the Latinos who report sending money back to their native country:
 - over seven in ten (71%) say they have not been able to save money for the future in the past year;
 - six in ten come from a household with an annual income of less than \$30,000
 - and, almost one-third (32%) report having had problems paying their rent or mortgage in the past year.

Latinos' experience with financial hardships differs slightly among country of origins groups. Salvadorans tend to report having more financial difficulties than Puerto Ricans and Cubans. It should be noted, however, that Salvadorans also report having a lower household income than Puerto Ricans and Cubans.

- Four in ten (40%) Salvadorans report having problems paying their rent or mortgage in the past year, compared to about one quarter of Puerto Ricans (25%), Mexicans (26%), and Cubans (29%).
- Nearly four in ten (39%) Salvadorans report getting laid off or losing their job in the past year, compared to 24% of Puerto Ricans.

- About one in four (26%) Salvadorans say they were able to save money for the future in the past year, compared to about four in ten Puerto Ricans (40%) and Cubans (42%) who report being able to save.
- The majority (56%) of Salvadorans report having an annual household income under \$30,000, while four in ten Puerto Ricans (40%) and Cubans (40%) report having the same household income.

Table 5.3: Reported Homeownership, by Race/Ethnicity and Among Latinos, by Foreign/Native-Born and by Primary Language

Homeownership								
	Latinos	Whites	African Americans	Foreign-Born Latinos	Native-Born Latinos	Among Latinos		
						Spanish-Dominant	Bilingual	English-Dominant
OWN HOME								
Total	40%	70%	41%	34%	52%	30%	48%	50%
<u>By Household Income</u>								
Less than \$30,000	28	51	NA	25	36	26	29	34
\$30,000 – < \$50,000	47	70	NA	46	48	46	53	41
\$50,000 +	71	82	NA	65	74	57	68	77

Note: Data is not available for subgroups with sample sizes under 100 respondents.

Table 5.4: Reported Financial Hardships, by Race/Ethnicity and Among Latinos by Foreign/Native-Born and by Primary Language

For each of the following, please tell me whether or not it is something that has happened to you or your immediate family during the past year.								
	Latinos	Whites	African Americans	Foreign-Born Latinos	Native-Born Latinos	Among Latinos		
						Spanish-Dominant	Bilingual	English-Dominant
Problems paying rent or mortgage								
Total	28%	13%	30%	31%	25%	33%	23%	25%
<u>By Household Income</u>								
Less than \$30,000	37	22	NA	36	38	37	33	40
\$30,000 – < \$50,000	23	14	NA	21	25	24	21	24
\$50,000 +	12	6	NA	17	9	NA	12	9
Able to save money for the future								
Total	33	51	39	27	44	22	42	45
<u>By Household Income</u>								
Less than \$30,000	22	31	NA	19	30	18	29	29
\$30,000 – < \$50,000	37	45	NA	32	43	27	40	44
\$50,000 +	62	66	NA	61	63	NA	63	64
Lost your job or been laid off								
Total	30	15	32	34	24	36	26	24
<u>By Household Income</u>								
Less than \$30,000	37	17	NA	39	31	40	32	32
\$30,000 – < \$50,000	27	20	NA	28	25	28	29	22
\$50,000 +	16	13	NA	18	15	NA	16	16

Note: Data is not available for subgroups with sample sizes under 100 respondents.

FINANCIAL OUTLOOK

While Latinos' outlook on their financial situation is mixed, they seem to be at least somewhat more optimistic about their personal financial situation than whites and African Americans, even though Latinos report having a lower household income and having faced more severe financial hardships in the past year than whites. Furthermore, as Latino's household income increases so does their optimism.

- Almost three in ten (28%) Latinos report their financial situation has improved in the past year, 23% report it has gotten worse, and half (50%) report it has stayed the same.
- Significantly more Latinos than whites at equivalent income levels said their situation has gotten better. (Table 5.5)

Native-born Latinos are slightly more positive about their personal financial situation than Latinos born outside of the United States.

(Table 5.5)

- A quarter of foreign-born (25%) and about a third of native-born (32%) Latinos report their personal situation has gotten better in the past year, about two in ten (23% and 22%, respectively) report it has gotten worse, and about half (52% and 46%, respectively) report it has stayed the same.
- When asked about their personal financial situation, the percentage of foreign-born and native-born Latinos who felt their financial situation improved in the past year was similar for those who have an annual household income of less than \$30,000 (20% and 24%, respectively), of \$30,000 to \$50,000 (32% and 37%), and over \$50,000 (48% and 41%).

Table 5.5: Outlook on Personal Financial Situation, by Race/Ethnicity and Among Latinos by Foreign/Native-Born and by Primary Language

In the past year, has your personal financial situation gotten better, gotten worse, or stayed about the same?								
						Among Latinos		
	Latinos	Whites	African Americans	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
BETTER								
Total	28%	21%	17%	25%	32%	21%	34%	32%
<u>By Household Income</u>								
Less than \$30,000	21	14	NA	20	24	17	28	26
\$30,000 – < \$50,000	34	23	NA	32	37	32	31	40
\$50,000 +	44	26	NA	48	41	NA	50	37
WORSE								
Total	23	26	25	23	22	25	20	21
<u>By Household Income</u>								
Less than \$30,000	28	35	NA	27	30	28	26	27
\$30,000 – < \$50,000	18	32	NA	20	15	23	17	14
\$50,000 +	16	19	NA	15	16	NA	14	17
STAYED THE SAME								
Total	50	53	58	52	46	54	46	46
<u>By Household Income</u>								
Less than \$30,000	51	52	NA	54	46	54	46	47
\$30,000 – < \$50,000	48	45	NA	48	47	44	52	46
\$50,000 +	40	54	NA	36	43	NA	35	46

Note: Data is not available for subgroups with sample sizes under 100 respondents

Latinos who speak Spanish predominately tend to be more neutral about their financial situation than Latinos who speak English primarily or who are bilingual. (Table 5.5)

- About two-thirds of Latinos who primarily speak English (32%) or who are bilingual (34%) feel their financial situation in the past year has gotten better, compared to two in ten (21%) Latinos who primarily speak Spanish.

Although Latinos are somewhat ambivalent about their own financial situation, they are optimistic about the financial futures of Latino children growing up in the United States today. (Table 5.6)

- The majority (76%) of Latinos are confident that Latino children growing up in the United States today will have better jobs and will make more money than they do.

Although native-born Latinos are confident in the economic future of young Latinos being raised in the United States today, significantly more foreign-born Latinos are very confident of this point, especially in higher income brackets. (Table 5.6)

- Significantly more foreign-born than native-born Latinos feel 'very confident' Latino children growing up in the United States today will have better jobs and a better education than they will (46% and 34%, respectively).

Table 5.6: Latinos' Outlook on the Economic Future of Latino Children in the United States, by Foreign/Native-Born and by Primary Language

How confident are you that Latino children growing up now in the United States will have better jobs and make more money than you?						
	Total Latinos			Among Latinos		
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
VERY CONFIDENT						
Total	41%	46%	34%	46%	42%	31%
<u>By Household Income</u>						
Less than \$30,000	43	45	37	44	44	36
\$30,000 – < \$50,000	42	51	32	53	45	28
\$50,000 +	33	41	29	NA	39	25
SOMEWHAT CONFIDENT						
Total	35	30	44	28	38	44
<u>By Household Income</u>						
Less than \$30,000	34	30	46	30	36	46
\$30,000 – < \$50,000	35	27	45	22	39	43
\$50,000 +	40	36	42	NA	38	42
NOT TOO CONFIDENT						
Total	18	19	16	20	16	19
<u>By Household Income</u>						
Less than \$30,000	18	20	14	19	19	13
\$30,000 – < \$50,000	18	18	18	20	12	23
\$50,000 +	20	19	21	NA	16	24
NOT AT ALL CONFIDENT						
Total	4	4	4	4	3	4
<u>By Household Income</u>						
Less than \$30,000	4	4	4	5	1	4
\$30,000 – < \$50,000	4	4	5	5	4	4
\$50,000 +	5	4	5	NA	6	5

Note: Data is not available for subgroups with sample sizes under 100 respondents.

SECTION 6: HEALTH CARE EXPERIENCES

As has been documented before, Latinos are more likely than whites or African Americans to report being without health insurance. In fact, almost three in four Latino adults are either themselves without health insurance or personally know someone who does not have insurance coverage.

However, experience with being uninsured differs substantially among Latinos, with those who are foreign born, or Spanish dominant more likely to report being uninsured than their counterparts. Latinos who trace their roots to Mexico or El Salvador or other Central or South American countries are more likely to say they are uninsured than are those from Puerto Rico, Cuba or the Dominican Republic.

A substantial minority of Latinos report additional health care challenges such as problems paying medical bills, delaying seeking care because of costs or getting needed health care services. Furthermore, some Latinos report having problems communicating with health care providers due to language barriers or having difficulty getting care due to their race and ethnic background. Not surprisingly, these experiences are more common among those who are Spanish dominant and among those who were born outside the United States.

HEALTH CARE EXPERIENCES

The vast majority of Latinos either lacks health insurance themselves or knows somebody who does. (Chart 6.1)

- Over one-third of Latino adults report that they do not have health insurance. In fact, Latinos (35%) are much more likely to report being uninsured than whites (14%) or African Americans (21%).
- Almost six in ten (59%) Latinos who have health insurance say that they personally know someone who doesn't have health insurance (38% of all Latinos). Together, 73% of Latinos are either uninsured themselves or know someone who is uninsured, compared to 63% of whites and 64% of African Americans.
- Two-thirds of Latinos who report not having health insurance are employed (63%). Another 20% say they are homemakers or stay-at-home parents, 12% say they are currently unemployed, 3% say they are retired, and 3% are students.

Latinos who are foreign born, Spanish dominant, or have lower incomes are more likely to report being uninsured. Latinos who are themselves from or whose families are from Mexico, El Salvador, or Central or South America are more likely to say they are uninsured than are those from Puerto Rico, Cuba or the Dominican Republic. (Tables 6.1 and 6.2)

- For example, foreign-born Latinos (42%) are more likely to report being uninsured than Latinos born in the United States (25%), as are those who are Spanish dominant (47%) versus those who are English dominant (26%).
- Considerably more Latinos with incomes less than \$30,000 per year (45%) report having no health insurance compared to those with incomes of more than \$50,000 per year (11%).
- Health insurance status differs substantially based on country of origin. For example, Mexicans (39%) and Salvadorans (41%) are considerably more likely to report being uninsured than are Puerto Ricans (18%), Cubans (20%), or Dominicans (29%).

A substantial minority of Latinos report additional health care challenges such as problems paying medical bills, or problems delaying or getting health care they believe they need. (Table 6.3)

- About one in five (22%) Latinos report that they have had problems paying medical bills this past year, and of this group about half (48%) said those bills had a major impact on themselves or their family.
- One in five (20%) Latinos said that they or another member of their household postponed seeking medical care during the year, with 44% of this group saying the person never got the care they needed.
- About one in seven (15%) Latinos said that they or another member of their household needed medical care but did not get it during the past year, with almost seven in ten of this group saying the medical condition they needed care for but did not get was very (30%) or somewhat (38%) serious.
- Together, 35% of Latinos say they or a member of their household experienced at least one of these three problems.
- Latinos who are uninsured are more likely than Latinos who are insured to report having problems paying their medical bills (27% vs.19%, respectively) and having postponed seeking health care (27% vs.16%).
- Whites were about as likely as Latinos to report experiencing these problems, while African Americans were more likely to report experiencing them.

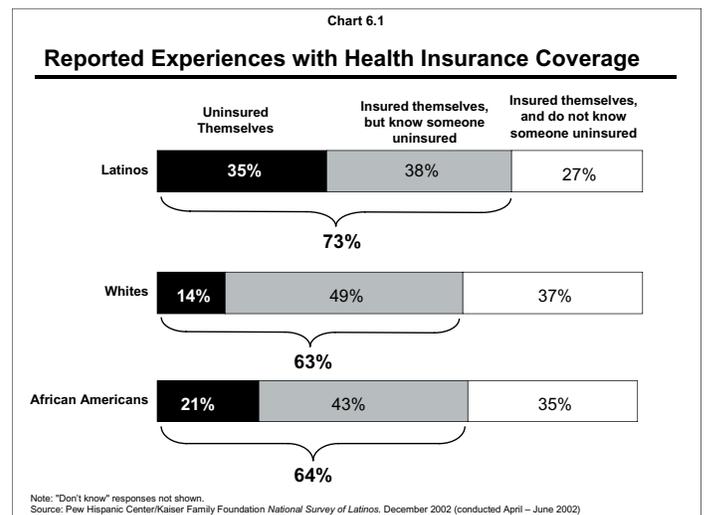


Table 6.1: Latinos Reported Health Insurance Coverage, by Foreign/Native-Born, Primary Language and Income

Are you, yourself now covered by any form of health insurance or health plan or do you not have any health insurance at this time?									
				Primary Language			Income		
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant	Less than \$30,000	\$30,000 to less than \$50,000	\$50,000+
Yes, covered	64%	58%	75%	53%	75%	74%	55%	71%	89%
No, not covered	35	42	25	47	25	26	45	29	11

Table 6.2: Latinos Reported Health Insurance Coverage, by Country of Origin

Are you, yourself now covered by any form of health insurance or health plan or do you not have any health insurance at this time?									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Yes, covered	60%	82%	80%	57%	64%	59%	71%	70%	72%
No, not covered	39	18	20	43	36	41	29	30	28

Table 6.3: Reported Problems with Getting, Accessing and Paying for Health Care Services, by Race/Ethnicity

Problems paying for medical bills, not getting needed medical attention, or ever put off or postponed seeking health care you felt you needed but you could not afford in the past year			
	Latinos	Whites	African Americans
Had problems paying medical bills			
Yes	22%	20%	37%
You or another family member in household needed medical care but did not get it			
Yes	15	10	24
You or someone else in your household put off or postponed seeking medical care you felt you needed but you could not afford			
Yes	20	26	34
Answered yes to at least one of the above problems with healthcare	35	35	48

Some Latinos also report having problems communicating with health care providers due to language barriers or having difficulty getting care due to their race and ethnic background. Not surprisingly, these experiences are more common among those who are Spanish dominant and among those who were born outside the United States. (Tables 6.4 and 6.5)

- Almost three in ten Latinos say they have had a problem communicating with health providers – including 12% who say this has been a major problem and 17% who say minor problem over the past year.
- Almost two in ten Latinos say they have had difficulty getting care because of their race or ethnic background – including 7% who say this has been a major problem and 11% who say a minor problem over the past year.
- Perhaps not surprisingly, half of those who are Spanish dominant report having had difficulties communicating with providers due to language barriers (compared to 8% of those who are English dominant), and about four in ten of those born outside the United States also report having had these experiences. These groups are also more likely than their counterparts to report having difficulties getting care.
- Puerto Ricans were less likely than those from other backgrounds to report experiencing these types of health care challenges.

LATINOS' VIEWS ON THE MOST IMPORTANT HEALTH CARE ISSUES FOR THE GOVERNMENT TO ADDRESS

When asked in an open-ended question to name their top two health care issues for the government to address, about one third of Latinos (34%) cited access to health insurance and health care as a top issue. About one-fifth named issues related to seniors or the Medicare program (22%) and 2% named the related issue of prescription drug coverage for the elderly. About a fifth named diseases (18%), including 10% who named HIV/AIDS as a top issue. Social issues related to health such as Social Security, the environment, and childcare were named by 12% of Latinos, while 9% said health care costs should be a top health care concern of government. (Chart 6A)

Perhaps reflecting their own personal experiences, Latino women were even more likely to name access to health insurance as a top issue than Latino men (38% versus 29%, respectively).

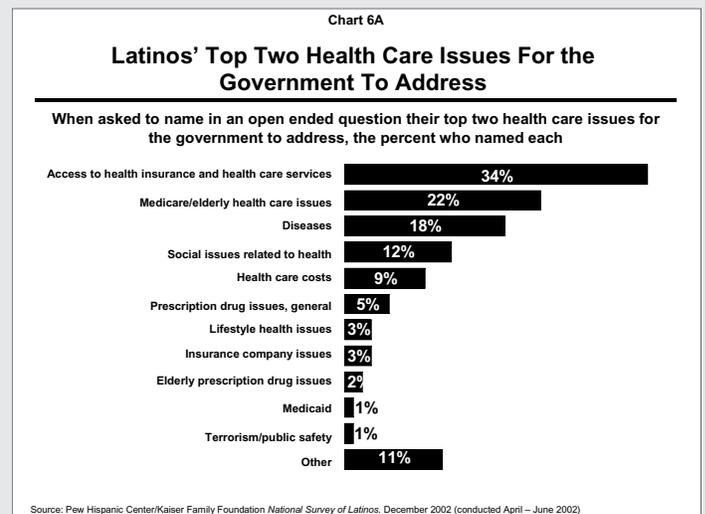


Table 6.4: Latinos Reported Difficulties Communicating With Providers and Getting Health Care, by Foreign/Native-Born and by Primary Language

Please tell me if each of these has been a major problem for you, a minor problem for you, or not a problem during the last 12 months? How about ...						
	Primary Language					
	Total Latinos	Foreign-Born Latinos	Native-Born Latinos	Spanish-Dominant	Bilingual	English-Dominant
Difficulty communicating with doctors or other health care providers because of language barriers						
<i>Problem (Net)</i>	29%	42%	8%	49%	16%	8%
Major problem	12	17	3	21	5	3
Minor problem	17	25	5	28	11	5
Not a problem	70	58	91	50	83	92
Having difficulty getting care because of your race or ethnic background						
<i>Problem (Net)</i>	18%	24%	9%	26%	16%	8%
Major problem	7	10	2	11	5	2
Minor problem	11	14	7	15	11	6
Not a problem	81	76	90	74	84	91

Table 6.5: Latinos Reported Difficulties Communicating With Providers and Getting Health Care, by Country of Origin

Please tell me if each of these has been a major problem for you, a minor problem for you, or not a problem during the last 12 months? How about ...									
	Country of Origin								
	Mexican	Puerto Rican	Cuban	Total Central American	Total South American	Salvadoran	Dominican	Colombian	All Other
Difficulty communicating with doctors or other health care providers because of language barriers									
<i>Problem (Net)</i>	31%	15%	26%	42%	32%	42%	38%	35%	12%
Major problem	13	3	9	14	16	13	15	20	4
Minor problem	18	12	17	28	16	29	23	15	8
Not a problem	68	85	73	58	68	57	60	64	87
Having difficulty getting care because of your race or ethnic background									
<i>Problem (Net)</i>	19%	13%	16%	24%	16%	25%	21%	18%	9%
Major problem	7	5	6	12	8	10	7	10	2
Minor problem	12	8	10	12	8	15	14	8	7
Not a problem	80	87	83	75	83	75	76	81	89

METHODOLOGY

The Pew Hispanic Center/Henry J. Kaiser Family Foundation *2002 National Survey of Latinos* was conducted by telephone between April 4 and June 11, 2002 among a nationally representative sample of 4,213 adults, 18 years and older, who were selected at random. Representatives of the Pew Hispanic Center and The Kaiser Family Foundation worked together to develop the survey questionnaire and analyze the results. International Communications Research of Media, PA conducted the fieldwork in either English or Spanish, based on the respondent's preference.

The sample design employed a highly stratified disproportionate RDD sample of the 48 contiguous states, including oversamples for Salvadorans, Dominicans, Colombians, and Cubans. The results are weighted to represent the actual distribution of adults throughout the United States. The Latino sample in particular was weighted to reflect the actual distribution among Latino adults of country of origin, age, sex, and region.

Of those who were interviewed, 2,929 identified themselves as being of Hispanic or Latin origin or descent (based on the question "Are you, yourself of Hispanic or Latin origin or descent, such as Mexican, Puerto Rican, Cuban, Dominican, Central or South American, Caribbean or some other Latin background?") and throughout this report they will be referred to interchangeably as either "Latinos" or "Hispanics." In addition, interviews were conducted with 1008 non-Hispanic whites and 171 non-Hispanic African Americans. The margin of sampling error is +/- 2.41 percentage points for Latinos overall, +/- 3.32 percentage points for whites, and +/- 9.9 percentage points for African Americans. The report also highlights results for various subgroups of Latinos. Please see the Introduction of the Report for definitions of these key groups. The sample size and margin of sampling error for these groups are shown in the adjacent table.

Unweighted Number of Respondents and Margin of Sampling Error for Latino Sub-groups

	Unweighted Number of Respondents (n)	Margin of Sampling Error
Total Latinos	2929	+/-2.41 percentage points
Foreign/Native-Born		
Foreign-Born Latinos	2014	2.99
Native-Born Latinos	915	4.06
Generation		
1 st Generation	2014	2.99
2 nd Generation	526	5.58
3 rd Generation and Higher	362	5.93
Primary Language		
English-Dominant	687	4.82
Bilingual	933	4.40
Spanish-Dominant	1309	3.59
Country or Place of Origin		
Mexico	1047	3.31
Puerto Rico	317	6.65
Cuba	343	6.38
Central America (Total)	341	8.08
South America (Total)	394	7.95
Dominican Republic	235	7.30
El Salvador	204	10.11
Colombia	214	10.45
All Other	252	9.18

Note that sampling error may be larger for other subgroups and that sampling error is only one of many potential sources of error in this or any other public opinion poll.

"Don't know" responses that account for fewer than 5% of responses are not shown in the tables in this report but can be found in the topline. Table percentages may not add to 100% due to rounding.

Copies of this report #3300 or copies of the survey topline #3301 are available online at www.kff.org and www.pewhispanic.org or by calling the Foundation's publications request line at 1-800-656-4533.

Results from the National Survey of Latinos that relate to politics and elections were released in October, 2002 under the title National Survey of Latinos: The Latino Electorate. The summary/chartpack and topline for this previously released section of the survey are available online at www.kff.org and www.pewhispanic.org or by calling the Foundation's publications request line at 1-800-656-4533 (summary/chartpack: publication #3265, topline: publication #3266).



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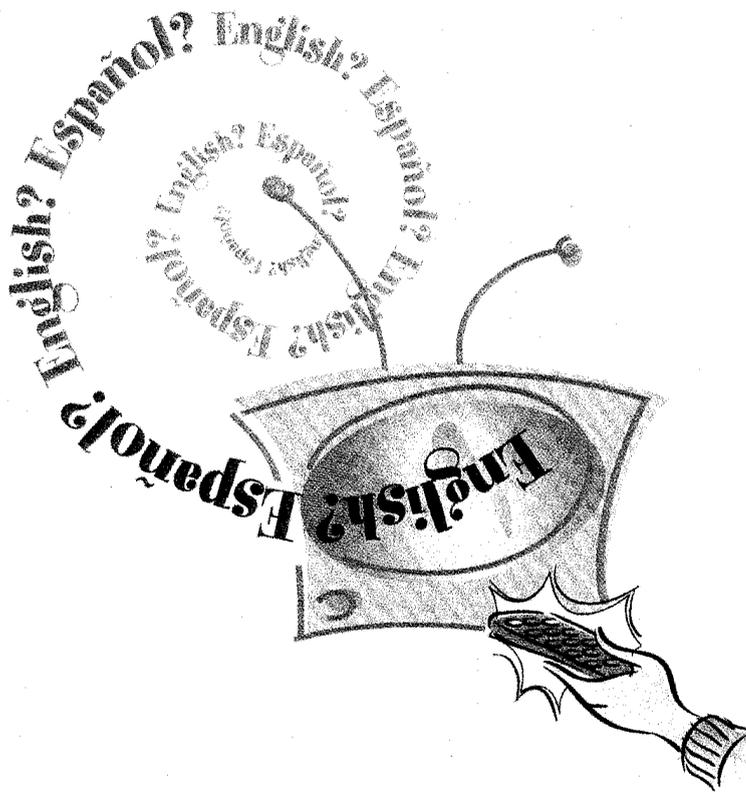


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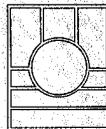
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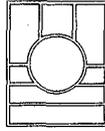


**Bilingual
Television
Viewers
and the
Language
Choices
They
Make**

Louis DeSipio



The Tomás Rivera
POLICY INSTITUTE



The Tomás Rivera
POLICY INSTITUTE

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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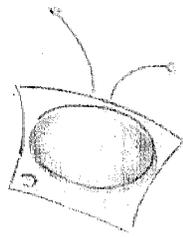
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Louis DeSipio



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

Language of Regular Television Viewing

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.

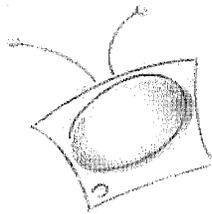
While respondents' preferences are overwhelmingly toward answering survey questions in Spanish, their linguistic world is somewhat more diverse. The survey assessed the language most frequently used by respondents when away from home (such as in the workplace or when shopping). Respondents were nearly 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 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.

One out of six respondents report utilizing SAP technologies often.

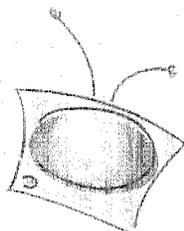
The airwaves are a less frequent source of Spanish-language programming. Just 30 percent of households receiving Spanish-language programming receive it over the airwaves, either exclusively or in combination with other forms of transmission. Respondents 35 years of age and older were more likely than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

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 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

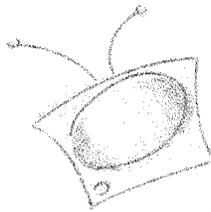
Approximately two-thirds of respondents reported children in the household preferred English-language programming. This reflects both the linguistic abilities of the children and the relative dearth of Spanish-language programming targeted at them.

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

<i>Programming type</i>	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 Rivaless</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 Rivaless* 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 ▶

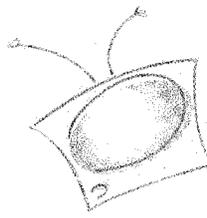
Responses When Bilingual Viewers Saw Offensive Material

<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

◀ 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.

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.

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.

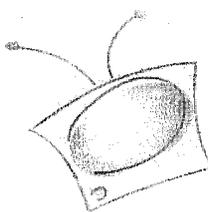
Policy Implications

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 policy-makers, 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:

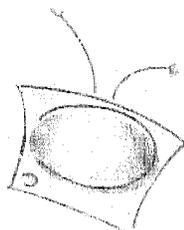
Latinos Discuss How Television Portrays Them and the Quality of Programming Options. 1998

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

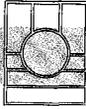
16. Do you watch the majority of movies in English, Spanish, or a combination of the two languages?
- | | |
|--------------------------------------|-------|
| English | 39.2% |
| Spanish | 14.7% |
| A combination of English and Spanish | 46.1% |
- n=737
17. Do you regularly watch sports programs and 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%
<i>n=1,169</i>	
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%
<i>n=1,173</i>	
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%
<i>n=1,179</i>	
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%
<i>n=223</i>	
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%
<i>n=879</i>	
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%
<i>n=695</i>	
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%
<i>n=121</i>	
49. In what year were you born?	
Average 1964	
<i>n=1,056</i>	
Gender	
Male	39.4%
Female	60.6%
<i>n=1,232</i>	
State of residence	
California	32.6%
New York	34.7%
Texas	32.6%
<i>n=1,232</i>	

Survey questions have been reordered for readability



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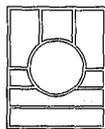
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