



A Project of the University of Southern California Annenberg School for Communication

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**HISPANIC MEDIA SURVEY
 Topline – Los Angeles DMA**

The Pew Hispanic Center Hispanic Media Survey was conducted by telephone from February 11 to March 11, 2004 among a nationally representative sample of 1316 Latinos. A total 504 interviews were conducted in the Los Angeles DMA (designated market area), California. Of these, 158 get their news in English, 125 get their news in Spanish, and 219 get their news in both English and Spanish. The margin of error for the LA county portion was +/-4.73 at the 95% confidence level. All fieldwork by ICR/International Communications Research of Media, PA.

A. INTRODUCTION AND GENERAL SCREENING QUESTIONS

S5. Record Gender

	Male	Female
3/11/04 Total	48	52
English	49	51
Spanish	46	54
Both	50	50

B. ETHNICITY SCREENING QUESTIONS

- Are you, yourself of Hispanic or Latino origin or descent such as Mexican, Puerto Rican, Cuban, Dominican, Central or South American, Caribbean or some other Latin American background? INTERVIEWER INSTRUCTIONS: If respondent seems hesitant or has an accent, probe for Hispanic or Latino origin.

	Yes	No	Refused
3/11/04 Total	100	--	--
English	100	--	--
Spanish	100	--	--
Both	100	--	--

2. Would you prefer to be interviewed in English or Spanish?

	English	Spanish
3/11/04 Total	46	54
English	97	3
Spanish	3	97
Both	40	60

3. Were you born in the United States, the island of Puerto Rico or in another country?

	U.S.	Puerto Rico	Another country	Don't know	Refused
3/11/04 Total	35	1	64	--	--
English	87	--	13	--	--
Spanish	2	1	96	--	--
Both	24	1	76	--	--

3a. The terms Hispanic and Latino are both used to describe people who are of Hispanic or Latino origin or descent. Do you happen to prefer one of these terms more than the other? (GET ANSWER THAN ASK): Which term do you prefer, Hispanic or Latino?

	Hispanic	Latino	No preference
3/15/04 Total	31	19	50
English	27	9	64
Spanish	31	27	41
Both	33	21	46

4. Now I want to ask you about your and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran or are you and your ancestors from another country? (IF ANOTHER COUNTRY: Are you and your ancestors from Central America, South America, or somewhere else? (ACCEPT ONE ANSWER) IF MORE THAN ONE: Which do you identify more with?

	3/11/04 Total	English	Spanish	Both
Mexican	78	80	84	74
Puerto Rican	2	3	1	1
Cuban	1	1	2	1
Dominican	--	--	--	--
Salvadoran	6	1	4	11
Other Central America	7	5	6	8
Other South American	2	2	2	3
Jamaica	--	--	--	--
Trinidad/Caribbean Islands	*	--	--	1
Italy	--	--	--	--
Africa	--	--	--	--
USA	--	--	--	--
Other	3	7	1	2
Don't know	*	1	--	--
Refused	--	--	--	--

Country of Origin Table

(Total whose country of origin is Mexico; n = 387; English = 123; Spanish = 106; Both = 157)

	Mexican Foreign born	Mexican Native born
3/11/04 Total	62	38
English	9	91
Spanish	98	2
Both	73	27

5. What race do you consider yourself to be? White, Black or African-American, Asian, or some other race?

	White	Black or African American	Asian	Some other race	Hispanic or Latino	Refused
3/11/04 Total	31	4	*	27	36	1
English	36	3	--	29	30	1
Spanish	35	4	*	18	41	1
Both	25	3	*	32	37	2

C. MEDIA USE PROFILE

INTEWRVIEWER READ: Now I'm going to ask some questions about how you get news and other information

6. How much do you keep up with the news, regardless of whether you get it from television, newspapers, radio, or any other source. Would you say you keep up with the news a lot, some, not much, or not at all?

	A LOT/SOME			NOT MUCH/NOT AT ALL			Don't know	Refused
	NET	A lot	Some	NET	Not much	Not at all		
3/11/04 Total	84	36	48	16	16	--	--	--
English	89	57	32	11	11	--	--	--
Spanish	81	20	61	19	19	--	--	--
Both	82	32	49	18	18	--	--	--

7. Now I will read a list of some topics covered by news organizations. As I read each item, tell me if you usually follow this topic very closely, somewhat closely, not too closely, or not at all closely? Let's start with (INSERT ITEM)? How about (INSERT NEXT ITEM)?

- a. The U.S. military effort in IRAQ

	CLOSELY			NOT CLOSELY			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
3/11/04 Total	78	36	42	22	13	8	*	*
English	83	36	47	16	12	4	--	1
Spanish	67	33	34	33	19	14	--	--
Both	81	38	43	18	11	8	1	--

b. The presidential election campaign

	CLOSELY			NOT CLOSELY			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
3/11/04 Total	67	27	39	33	18	15	*	--
English	78	39	40	22	11	10	--	--
Spanish	51	13	38	48	25	23	1	--
Both	68	30	39	32	19	12	--	--

c. News in [COUNTRY OF ORIGIN]

	CLOSELY			NOT CLOSELY			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
3/11/04 Total	54	21	34	45	26	20	--	*
English	23	3	21	77	35	42	--	--
Spanish	71	27	44	28	22	7	--	1
Both	64	29	36	36	22	14	--	-

d. The work of your local school board, mayor and other local government officials

	CLOSELY			NOT CLOSELY			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
3/11/04 Total	51	16	35	48	26	22	1	--
English	56	17	40	44	20	23	--	--
Spanish	38	8	30	58	29	29	4	--
Both	55	20	35	45	27	17	--	--

8. There are many different ways to get news, such as network television, local television, a newspaper, radio and the internet. We'd like to know all the different ways you get your news, and so I'm going to ask you about each of these sources. Thinking about a typical weekday, do you get any news from (INSERT ITEM)?

a. Network television news shows, like the ABC Nightly News, CNN Headline News, or Noticiero Univision

	Yes	No	Don't know	Refused
3/11/04 Total	88	12	*	--
English	76	23	1	--
Spanish	93	7	--	--
Both	93	7	--	--

b. Local television news broadcasts

	Yes	No	Don't know	Refused
3/11/04 Total	88	12	*	--
English	86	14	--	--
Spanish	85	15	1	--
Both	92	8	--	--

c. Newspapers

	Yes	No	Don't know	Refused
3/11/04 Total	52	48	--	--
English	65	35	--	--
Spanish	33	67	--	--
Both	55	45	--	--

d. Radio

	Yes	No	Don't know	Refused
3/11/04 Total	58	42	--	--
English	64	36	--	--
Spanish	45	55	--	--
Both	64	36	--	--

e. The Internet

	Yes	No	Don't know	Refused
3/11/04 Total	25	75	--	--
English	35	65	--	--
Spanish	5	95	--	--
Both	32	68	--	--

9. When you get your news from [INSERT Q8 ITEM) is it in English, Spanish or both [EXPLAIN IF NECESSARY: Are the news shows you watch... the newspapers you read etc. in English or Spanish or both]

- a. Network television news (Asked of total who get their news from...; n = 440; English = 119; Spanish = 117; Both = 203)

	English	Spanish	Both	Don't know	Refused
3/11/04 Total	29	36	35	--	--
English	100	--	--	--	--
Spanish	--	100	--	--	--
Both	10	15	75	--	--

- b. Local television news (Asked of total who get their news from...; n =441; English = 137 Spanish = 106; Both = 197)

	English	Spanish	Both	Don't know	Refused
3/11/04 Total	31	34	35	--	--
English	100	--	--	--	--
Spanish	--	100	--	--	--
Both	8	15	77	--	--

- c. Newspapers (Asked of total who get their news from...; n = 273; English = 104; Spanish = 44; Both = 124)

	English	Spanish	Both	Don't know	Refused
3/11/04 Total	53	31	15	--	1
English	100	--	--	--	--
Spanish	--	100	--	--	--
Both	39	28	33	--	--

- d. Radio (Asked of total who get their news from...; n = 295; English = 103; Spanish = 58; Both = 134)

	English	Spanish	Both	Don't know	Refused
3/11/04 Total	38	38	24	--	--
English	100	--	--	--	--
Spanish	--	100	--	--	--
Both	15	34	51	--	--

- e. The Internet (Asked of total who get their news from...; n = 143; English = 60; Spanish = 6; Both = 76)

	English	Spanish	Both	Don't know	Refused
3/11/04 Total	68	13	19	--	--
English	100	--	--	--	--
Spanish	--	100	--	--	--
Both	53	12	36	--	--

Table of News Consumers

	All English	All Spanish	Both	Don't know/Refused
3/11/04 Total	28	28	43	1
English	100	--	--	--
Spanish	--	100	--	--
Both	--	--	100	--

(Asked of total who get news from the TV, the newspaper, radio, or the Internet; n = 503; English = 158; Spanish = 125; Both = 219)

10. Now among the sources of news you mentioned, (INSERT ALL THAT ARE Q8=1) which would you say is the most informative overall?
(READ LIST IF NECESSARY) (ACCEPT ONE ANSWER)

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	36	37	10	7	8	2	*
English	30	27	17	14	11	--	1
Spanish	43	46	4	3	--	3	--
Both	35	37	9	5	11	4	--

11. When you say that the (INSERT Q10 RESPONSE) is the most informative are you thinking about English or Spanish language (INSERT Q10 RESPONSE)?

a. Network Television News (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 61)

	English	Spanish	Both	Don't know	Refused
Both	29	30	37	2	2

b. Local television news (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 58)

	English	Spanish	Both	Don't know	Refused
Both	19	53	28	--	--

c. Newspapers (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 6)

	English	Spanish	Both	Don't know	Refused
Both	66	--	34	--	--

d. Radio (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 5)

	English	Spanish	Both	Don't know	Refused
Both	47	22	31	--	--

e. The Internet (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 12)

	English	Spanish	Both	Don't know	Refused
Both	17	29	55	--	--

(Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 142)

	English	Spanish	Both	Don't know	Refused
Both	25	39	34	1	1

(Asked of total who get their news from TV, the newspaper, radio, or the Internet; n = 503; English = 158; Spanish = 125; Both = 219)

14. Now among the sources of news you mentioned, (INSERT) which would you say provides the greatest service to (Hispanics/Latinos) in your community?

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	28	46	8	7	2	7	*
English	18	40	17	9	4	13	--
Spanish	36	48	--	5	--	11	--
Both	30	49	7	8	3	2	*

15. When you say that (INSERT Q14 RESPONSE) provides the greatest service to (Hispanics/Latinos) in your community are you thinking about English or Spanish language (INSERT Q14 RESPONSE)?

- a. Network Television News (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 50)

	English	Spanish	Both	Don't know	Refused
Both	11	54	31	3	2

- b. Local television news (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 77)

	English	Spanish	Both	Don't know	Refused
Both	18	50	32	--	--

- c. Newspapers (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 6)

	English	Spanish	Both	Don't know	Refused
Both	49	51	--	--	--

- d. Radio (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 8)

	English	Spanish	Both	Don't know	Refused
Both	6	40	54	--	--

- e. The Internet (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 4)

	English	Spanish	Both	Don't know	Refused
Both	--	41	59	--	--

- (Asked of total who get their news from TV, the newspaper, radio, or the Internet and get it in both English and Spanish; n = 145)

	English	Spanish	Both	Don't know	Refused
Both	15	50	33	1	1

(Asked of total who get their news from TV, the newspaper, radio, or the Internet; n = 503; English = 158; Spanish = 125; Both = 219)

16. Thinking about all your sources of news, I'd like to ask what is your first choice if you wanted to get information about (INSERT FIRST ITEM). Would it be: (RESPONSE OPTIONS ARE THOSE THAT ARE Q8=1)?

a. Events in (INSERT)

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	33	36	10	4	9	6	*
English	24	24	21	3	13	14	*
Spanish	46	42	6	3	2	1	--
Both	32	39	7	6	12	4	*

b. Health care

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	25	38	11	8	12	5	*
English	18	30	15	9	19	9	1
Spanish	36	43	8	8	1	4	*
Both	23	40	10	7	16	4	--

c. Events affecting (Hispanics/Latinos)

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	27	48	10	5	6	4	*
English	13	40	22	2	13	9	1
Spanish	40	49	3	5	1	3	--
Both	27	52	8	6	5	2	*

e. Sports

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	27	37	14	5	7	9	2
English	21	30	25	7	9	6	2
Spanish	41	39	3	4	1	10	2
Both	23	39	14	4	9	10	1

f. Politics and government

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	39	31	15	6	6	3	1
English	40	20	23	7	7	1	2
Spanish	42	38	8	5	1	6	*
Both	37	32	14	5	9	3	--

h. Movies, television, or music

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	22	39	16	9	11	3	1
English	11	32	31	6	18	3	*
Spanish	29	50	4	11	2	3	1
Both	26	37	14	9	11	2	1

j. The war in Iraq

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	45	33	9	4	8	1	*
English	43	22	14	6	14	1	--
Spanish	44	48	4	3	1	--	1
Both	47	31	9	3	8	2	*

l. Business and the economy

	Network television news	Local television news	Newspapers	Radio	The Internet	Don't know	Refused
3/11/04 Total	33	28	20	6	9	4	*
English	33	18	27	8	11	2	1
Spanish	35	41	12	5	1	7	--
Both	31	25	21	6	12	5	--

17. You've said you get your news in (ENGLISH/SPANISH). Now I'd like to ask you about other members of your household and the ways they get their news. Do any members of your household get their news in (INSERT OPPOSITE LANGUAGE AS FIRST INSERT)

(Asked of total who get their news from TV, the newspaper, radio, or the Internet in English; n = 158)

	Yes	No	Don't know	Refused
English	24	75	1	-

(Asked of total who get their news from TV, the newspaper, radio, or the Internet in Spanish; n = 125)

	Yes	No	Don't know	Refused
Spanish	35	64	*	--

18. Thinking of those members of your household, would you say they get their news mostly from (INSERT THE SAME OPPOSITE LANGUAGE INSERTED AT Q17) language television, radio, newspaper or the Internet?
(READ LIST AGAIN IF NECESSARY) (ACCEPT MULTIPLE RESPONSES)

English (Asked of total who have members in their household that get their news in the language opposite of the respondent; n = 38)

	Television	Radio	Newspaper	The Internet	Don't know	Refused
English	84	--	15	3	3	--

Spanish (Asked of total who have members in their household that get their news in the language opposite of the respondent; n = 45)

	Television	Radio	Newspaper	The Internet	Don't know	Refused
Spanish	85	9	15	19	3	--

19. Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is (INSERT ITEM).

- a. News is not as important today as it once was

	AGREE			DISAGREE			Don't know	Refused
	NET	Completel y	Mostly	NET	Mostly	Completel y		
3/11/04 Total	37	18	20	61	25	36	2	*
English	21	7	14	78	36	42	1	--
Spanish	49	29	20	46	17	29	5	--
Both	40	17	23	59	24	36	1	*

- b. I wish I had more time to follow the news

	AGREE			DISAGREE			Don't know	Refused
	NET	Completel y	Mostly	NET	Mostly	Completel y		
3/11/04 Total	77	41	36	22	13	8	2	*
English	66	29	38	34	21	13	--	--
Spanish	82	53	29	15	10	5	3	--
Both	80	42	38	18	11	7	1	1

- c. People who decide what to put on TV news or in the newspapers are out of touch with people like me

	AGREE			DISAGREE			Don't know	Refused
	NET	Completel y	Mostly	NET	Mostly	Completel y		
3/11/04 Total	58	25	33	39	24	15	3	--
English	48	15	33	50	36	14	2	-

Spanish	63	29	34	32	15	17	5	--
Both	61	28	33	37	23	14	2	--

d. Following the news is an important part of my daily routine and I don't like to miss it

	AGREE			DISAGREE			Don't know	Refused
	NET	Completel y	Mostly	NET	Mostly	Completel y		
3/11/04 Total	75	41	34	24	15	9	1	--
English	71	25	46	28	17	11	2	--
Spanish	75	48	27	23	14	9	2	--
Both	77	46	30	23	16	8	--	--

D. TRUST

INTERVIEWER READ: Now, I want to get some of your opinions about the news media, and I know that in some cases these opinions will be based on your actual experience and others will just be general impressions, I am interested either way.

20. In your opinion, how important is the Spanish-language media to the economic and political development of the (Hispanic/Latino) population in the United States?

	IMPORTANT			NOT IMPORTANT			Don't know	Refused
	NET	Very	Somewhat	NET	Not very	Not at all		
3/11/04 Total	93	77	16	6	5	2	1	--
English	85	55	30	12	9	3	2	--
Spanish	96	86	10	4	4	1	--	--
Both	96	84	12	4	2	1	--	--

21. Overall, how would you rate the job the English-language news media have done in covering (INSERT ITEM)? Would you say the English Language news media do an excellent job, a good job, only a fair job, or a poor job? And how would you rate the job the English language media have done in covering (INSERT NEXT ITEM)?

a. International news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	62	20	42	33	26	7	6	*
English	48	12	36	51	39	13	1	--
Spanish	62	20	42	19	18	1	18	1
Both	69	24	45	29	22	7	1	--

b. National news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	69	17	52	26	22	4	5	*
English	62	12	50	37	29	8	1	--
Spanish	63	16	47	23	22	*	13	1
Both	77	21	56	21	17	4	2	--

c. The war in Iraq

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	69	28	40	26	19	7	5	1
English	66	23	43	34	27	7	--	--
Spanish	56	24	32	30	21	9	13	1
Both	78	34	43	19	13	6	3	*

d. Local news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	72	21	51	23	19	4	5	*
English	66	14	51	33	22	10	2	--
Spanish	67	21	46	18	18	1	14	1
Both	78	24	54	21	18	3	1	--

e. News that is specifically relevant to (Hispanics/Latinos) in the United States

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	47	13	34	48	36	12	5	*
English	37	6	31	61	41	21	1	*
Spanish	52	18	34	35	29	6	13	--
Both	49	15	35	48	38	11	2	--

f. News from [COUNTRY OF ORIGIN] and the rest of Latin America

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	44	10	35	48	31	17	7	-
English	23	1	23	72	40	32	5	--
Spanish	55	12	44	28	21	7	17	--
Both	51	13	37	46	31	15	3	--

22. Overall, how would you rate the job the Spanish-language news media have done in covering (INSERT ITEM)? Would you say the Spanish Language news media do an excellent job, a good job, only a fair job, or a poor job? And how would you rate the job the Spanish language media have done in covering (INSERT NEXT ITEM)?

a. International news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	64	20	44	26	22	3	10	--
English	35	6	29	35	27	8	30	--
Spanish	76	26	50	22	22	*	2	--
Both	75	26	49	23	20	2	2	--

b. National news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	63	19	44	26	24	3	11	*
English	34	9	25	33	26	7	34	--
Spanish	72	23	49	26	25	*	1	1
Both	75	23	52	23	21	2	2	--

c. The war in Iraq

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	65	23	41	25	20	5	11	--
English	37	8	30	31	25	6	32	--
Spanish	73	32	42	26	23	4	1	--
Both	77	29	49	19	14	5	4	--

d. Local news

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	68	21	47	23	21	2	9	*
English	40	11	28	32	28	4	28	*
Spanish	75	28	47	23	22	*	1	1
Both	81	23	58	18	17	1	1	--

e. News that is specifically relevant to (Hispanics/Latinos) in the United States

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	64	22	42	27	24	3	9	--
English	45	13	31	27	24	3	28	--
Spanish	69	26	43	31	28	3	--	--
Both	73	26	47	24	22	2	3	--

f. News from [COUNTRY OF ORIGIN] and the rest of Latin America

	EXCELLENT/GOOD			ONLY FAIR/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Only fair	Poor		
3/11/04 Total	64	22	42	27	22	6	9	--
English	45	16	29	30	22	8	26	--
Spanish	70	20	50	29	23	6	1	--
Both	72	27	45	25	21	4	3	--

23. Compared to the English-language news media, how would you rate the Spanish-language news media's portrayal of (Hispanic/Latino) life in the United States, would you say that the Spanish language news media is (READ LIST)?

	Equally Accurate	More Accurate	Less accurate	Don't know	Refused
3/11/04 Total	42	30	20	8	*
English	36	27	19	18	*
Spanish	48	26	22	3	1
Both	42	34	19	4	--

26. Thinking about how English-speaking Americans' view (Hispanics/Latinos), would you say that the English language media contributes to a favorable or a negative image of (Hispanics/Latinos) in the United States?

	Favorable	Negative	Don't know	Refused
3/11/04 Total	42	48	9	1
English	40	51	7	2
Spanish	44	43	13	1
Both	41	50	8	*

(Asked of those who think the English language media contributes to a negative image of Latinos in the US; n = 250; English = 81; Spanish = 53; Both = 115)

27. Here are some factors that could contribute to a negative image of (Hispanics/Latinos). For each tell me whether you think it is a problem with the English-language media. Let's start with (INSERT ITEM).

- a. Too much emphasis on illegal or undocumented immigration

	Yes	No	Don't know	Refused
3/11/04 Total	79	19	2	--
English	83	15	2	--
Spanish	75	21	4	--
Both	80	18	2	--

- b. Too much emphasis on drug trafficking, gang violence or other criminal activity

	Yes	No	Don't know	Refused
3/11/04 Total	83	15	2	--
English	78	22	--	--
Spanish	76	18	6	--
Both	89	10	1	--

- c. Not enough emphasis on economic accomplishments

	Yes	No	Don't know	Refused
3/11/04 Total	60	35	6	--
English	83	12	5	--
Spanish	41	49	10	--
Both	56	40	4	--

d. Not enough recognition of (Hispanic/Latino) political and community leaders

	Yes	No	Don't know	Refused
3/11/04 Total	60	37	3	--
English	75	25	--	--
Spanish	45	51	4	--
Both	57	38	5	--

Q26/27 Combination Table

	3/11/02 Total	English	Spanish	Both
English language media contributes to a negative image	48	51	43	50
By too much emphasis on illegal or undocumented immigration	38	42	32	40
By too much emphasis on drug trafficking, gang violence, or other criminal activity	40	40	32	45
By not enough emphasis on economic accomplishments	29	42	17	28
By not enough recognition of (Hispanic/Latino) political community leaders	29	38	19	29
The English language media contributes to a favorable image	42	40	44	41
Don't know	9	7	13	8
Refused	1	2	1	*

28. How often do you think members of the news media let their own political preferences influence the way they report the news... often, sometimes, seldom or never?

	OFTEN/SOMETIMES			SELDOM/NEVER			Don't know	Refused
	NET	Often	Sometimes	NET	Seldom	Never		
3/11/04 Total	79	45	34	17	13	4	3	*
English	86	51	35	12	10	3	2	--
Spanish	72	35	36	24	20	4	4	1
Both	80	47	33	16	11	5	4	--

29. Which of the following two statements about the news media do you agree with more?

	The news media helps society to solve its problems	The news media gets in the way of society solving its problems	Don't know	Refused
3/11/04 Total	59	35	6	*
English	42	55	2	1
Spanish	72	15	12	1
Both	62	34	4	--

31. In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

	Get the facts straight	Stories often inaccurate	Don't know	Refused
3/11/04 Total	42	55	3	*
English	43	54	3	--
Spanish	51	46	3	--
Both	37	60	3	*

32. Which of these statements comes closest to your view? (READ LIST)

	The press is scaring people by reporting too much about possible terrorist threats	The press is not giving the public the news it needs about possible terrorist threats	The press is striking the right balance between the two	Some combination	Don't know	Refused
3/11/04 Total	38	24	35	1	1	*
English	29	24	44	2	1	--
Spanish	41	22	35	--	2	--
Both	43	26	28	2	1	*

E. LANGUAGE

Now, I would like to ask you some questions about English and Spanish and how much you use each of them.

33. Would you say you can carry on a conversation in Spanish, both understanding and speaking-- very well, pretty well, just a little, or not at all?

	WELL			LITTLE/NOT AT ALL			Don't know	Refused
	NET	Very	Pretty	NET	Just a little	Not at all		
3/11/04 Total	88	74	14	12	8	3	--	--
English	61	32	29	39	27	12	--	--
Spanish	100	99	1	--	--	--	--	--
Both	98	85	13	2	2	--	--	--

34. Would you say you can read a newspaper or book in Spanish-- very well, pretty well, just a little, or not at all?

	WELL			LITTLE/NOT AT ALL			Don't know	Refused
	NET	Very	Pretty	NET	Just a little	Not at all		
3/11/04 Total	73	45	29	27	18	9	--	--
English	37	19	18	63	36	27	--	--
Spanish	85	51	34	15	13	2	--	--
Both	88	57	32	12	10	2	--	--

35. Would you say you can carry on a conversation in English, both understanding and speaking, -- very well, pretty well, just a little, or not at all?

	WELL			LITTLE/NOT AT ALL			Don't know	Refused
	NET	Very	Pretty	NET	Just a little	Not at all		
3/11/04 Total	55	49	6	45	32	13	--	*
English	99	99	--	1	1	--	--	--
Spanish	6	3	3	93	61	32	--	1
Both	59	46	13	41	33	8	--	--

36. Would you say you can read a newspaper or book in English-- very well, pretty well, just a little, or not at all?

	WELL			LITTLE/NOT AT ALL			Don't know	Refused
	NET	Very	Pretty	NET	Just a little	Not at all		
3/11/04 Total	52	37	15	48	33	15	--	--
English	95	82	14	5	4	1	--	--
Spanish	3	1	2	97	58	39	--	--
Both	57	33	24	43	36	8	--	--

37. If you had to put something together from a set of instructions, would you prefer the instructions be written in English or in Spanish?

	English	Spanish	No Difference	Don't know	Refused	Read only Spanish	Read only English	Don't read English or Spanish
3/11/04 Total	37	31	9	--	--	14	8	1
English	70	--	3	--	--	*	26	1
Spanish	2	55	2	--	--	38	1	1
Both	38	36	17	--	--	7	1	*

Q37 Table #2

	READ ENGLISH			No Difference	READ SPANISH			Neither	Don't know
	NET	English	Only		NET	Spanish	Only		
3/11/04 Total	45	37	8	9	45	31	14	1	--
English	96	70	26	3	*	--	*	1	--
Spanish	3	2	1	2	93	55	38	1	--
Both	39	38	1	17	44	36	7	*	--

Primary Language Table

	English dominant	Bilingual	Spanish dominant
3/11/04 Total	24	26	50
English	70	29	1
Spanish	--	2	98
Both	11	39	51

38. What language do you usually speak at home? Only Spanish, more Spanish than English, both equally, more English than Spanish, or only English?

	SPANISH			BOTH	ENGLISH			Neither	Don't know
	NET	Only	More than English		NET	More than Spanish	Only		
3/11/04 Total	54	33	21	18	28	14	14	--	--
English	5	3	2	16	79	35	44	--	--
Spanish	95	69	26	5	--	--	--	--	--
Both	59	29	30	27	14	9	4	--	--

39. What language do you usually speak at work? Only Spanish, more Spanish than English, both equally, more English than Spanish, or only English?

	SPANISH			BOTH	ENGLISH			Neither	Does not work	Don't know/Ref
	NET	Only	More than English		NET	More than Spanish	Only			
3/11/04 Total	30	20	10	21	42	19	23	--	7	*
English	2	--	2	9	83	30	53	--	5	--
Spanish	67	53	14	17	8	7	1	--	8	1
Both	24	12	12	30	37	20	17	--	9	1

F. IMMIGRATION

Now, let me ask you some questions about immigrants and immigration policy.

40. Thinking about all the people who come to the United States from foreign countries, do you think there are too many, too few, or about the right amount of immigrants living in the United States today?

	Too many	Too few	Right amount	Don't know	Refused
3/11/04 Total	54	6	34	5	1
English	50	5	41	4	--
Spanish	58	3	30	7	2
Both	53	9	33	5	1

41. Some people say UNDOCUMENTED or ILLEGAL immigrants (READ FIRST ITEM). Others say they (READ SECOND ITEM). Which is closer to your views?

	Help the economy by providing low cost labor	Hurt the economy by driving wages down	Don't know	Refused
3/11/04 Total	74	20	5	*
English	59	35	6	--
Spanish	89	8	3	--
Both	75	18	6	1

42. What would you think of a proposal that would give many of the undocumented or illegal (HISPANIC/LATINO) immigrants working in the U.S. a chance to obtain legal status? Is this something you would favor or oppose?

	Favor	Oppose	Don't know	Refused
3/11/04 Total	86	12	2	1
English	70	26	3	*
Spanish	96	3	1	--
Both	90	8	1	1

43. What do you think of a guest worker proposal that would allow (HISPANICS/LATINOS) to enter the country legally and work here for a limited period of time, but then they would have to go home. Would you favor or oppose such a program?

	Favor	Oppose	Don't know	Refused
3/11/04 Total	52	45	3	*
English	52	46	2	--
Spanish	51	46	2	1
Both	53	44	3	--

G. POLITICAL VIEWS

INTERVIEWER READ: Now, I would like to ask you about your views regarding some events in the news, including the presidential election campaign. I am interested in your views regardless of whether you are eligible to vote in the US.

44. 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	Most of the time	Only some of the time	Don't know	Refused
3/11/04 Total	14	22	60	3	1
English	7	28	63	--	2
Spanish	18	16	58	8	--
Both	18	21	60	1	*

45. Based on your experience, do you think political leaders are interested in the problems of particular concern to (HISPANICS/LATINOS) living here or not?

	Yes, Interested	No, not interested	Don't know	Refused
3/11/04 Total	34	63	3	--
English	35	62	2	--
Spanish	36	61	3	--
Both	33	64	3	--

46. How would you rate the job George W. Bush is doing as President of the United States—would you say he is doing an excellent, good, mediocre, or poor job?

	EXCELLENT/GOOD			MEDIocre/POOR			Don't know	Refused
	NET	Excellent	Good	NET	Mediocre	Poor		
3/11/04 Total	50	11	39	48	31	17	2	--
English	39	15	24	61	37	24	--	--
Spanish	61	12	50	36	26	10	3	--
Both	50	8	42	47	31	17	3	--

47. Looking ahead, would you like to see George W. Bush re-elected president in 2004 or would you prefer that Senator John Kerry or another Democratic candidate win the election?

INTERVIEWER: IF RESPONDENT SAYS "OTHER" OR "SOMEONE ELSE,"
 PROBE ONCE: "If you had to choose, would you like to see George W. Bush re-elected or would you prefer that Senator John Kerry or another Democratic candidate win the election?"

	George W. Bush	Senator John Kerry or another Democratic Candidate	Neither	Don't know	Refused
3/11/04 Total	34	51	3	11	*
English	34	53	3	8	1
Spanish	39	43	4	14	--
Both	32	55	3	11	1

48. What do you think is the most important issue to you and your family today – education, jobs and the economy, health care, terrorism, or immigration?

	3/15/04 Total	English	Spanish	Both
Education	42	30	41	49
Jobs and the Economy	26	40	16	22
Health Care	17	19	19	15
Terrorism	3	6	2	2
Immigration	10	4	17	9
Other	1	1	1	1
None	--	--	--	--
Don't know	1	-	2	2
Refused	*	--	1	--

49. Who do you trust more to fight the war on terrorism, President Bush or one of the Democrats running for the nomination?

	President Bush	Democratic Nominee	Neither	Don't know	Refused
3/11/04 Total	50	32	5	12	1
English	51	38	3	8	--
Spanish	54	25	6	14	2
Both	48	32	6	13	1

50. Do you think the Bush Administration deliberately misled the American public about how big a threat Iraq was to the United States before the war began, or not?

	Yes, mislead the American Public	No, did not mislead the American Public	Don't know	Refused
3/11/04 Total	50	40	9	1
English	51	46	3	--
Spanish	37	47	14	2
Both	59	31	9	*

51. Do you think George W. Bush has a clear plan for bringing the situation in Iraq to a successful conclusion, or don't you think so?

	Yes	No	Don't know	Refused
3/11/04 Total	36	56	7	*
English	37	63	*	--
Spanish	36	50	12	1
Both	35	56	8	*

52. Overall, in whom do you have more confidence when it comes to dealing with the economy—the Republicans or the Democrats?

	Republicans	Democrats	Neither	Don't know	Refused
3/11/04 Total	32	48	6	13	1
English	42	49	5	4	--
Spanish	27	39	6	28	1
Both	28	53	7	10	3

53. Are you aware of President Bush's recent proposal on immigration?

	Yes	No	Don't know	Refused
3/11/04 Total	64	33	2	*
English	54	46	*	--
Spanish	71	22	6	1
Both	67	32	*	*

(Asked of those who are aware of President Bush's recent proposal on immigration; n = 331; English = 86; Spanish = 90; Both = 154)

54. Do you support or oppose President Bush's immigration proposal or do you not have enough information to have an opinion?

	Support	Oppose	Don't have enough information	Don't know	Refused
3/11/04 Total	29	20	49	2	*
English	11	36	52	1	--
Spanish	46	15	35	4	--
Both	27	15	57	1	*

	Aware of immigration proposal				Unaware of immigration proposal	Don't know	Refused
	NET	Support	Oppose	Don't have enough information			
3/11/04 Total	64	18	13	32	33	2	*
English	54	6	19	28	46	*	--
Spanish	71	32	11	25	22	6	1
Both	67	18	10	39	32	*	*

55. In general, which of the political parties has the best position on immigration issues?

	Republicans	Democrats	Neither	Don't know	Refused
3/11/04 Total	23	45	7	24	1
English	26	45	8	20	1
Spanish	23	36	3	37	1
Both	22	50	7	19	1

H. DEMOGRAPHICS ASKED OF LATINOS BORN OUTSIDE THE U.S.

(Asked of those born outside of the United States; n = 308; English = 21; Spanish = 121; Both = 164)

56. How many years have you lived in the (IF Q3=2: continental) United States?

	0-12 years	13-24 years	25-36 years	37-49 years	50 or more years	Don't know	Refused
3/11/04 Total	43	35	15	5	*	1	1
English	11	22	38	28	--	--	--
Spanish	52	30	13	3	--	1	2
Both	40	39	15	5	1	--	*

Q3/56 Combination Table

	3/11/04 Total	English	Spanish	Both
Latinos born outside the United States (NET)	65	13	98	76
0-12 years	28	1	50	31
13-24 years	22	3	29	30
25-36 years	10	5	13	11
37-49 years	3	4	3	3
50 or more years	*	--	--	1
Born in the United States	35	87	2	24
Don't know	--	--	--	--
Refused	--	--	--	--

(Asked of those born outside of the United States or Puerto Rico; n = 306; English = 21; Spanish = 120; Both = 163)

57. Now we would like to ask you about US citizenship. Are you...?

	A US citizen	Currently applying for citizenship	Planning to apply for citizenship	Not planning on becoming a citizen	Don't know	Refused
3/11/04 Total	26	10	49	10	2	3
English	61	11	27	--	--	--
Spanish	16	9	50	16	4	5
Both	30	11	50	7	--	2

Q3/57 Citizenship Combination Table #1

	Born outside of the United States					Born in United States	Born in Puerto Rico	Don't know	Refused
	NET	A US citizen	Currently applying for citizenship	Planning to apply for citizenship	Not planning to become a citizen				
3/11/04 Total	64	16	7	32	6	35	1	--	--
English	13	8	1	3	--	87	--	--	--
Spanish	96	16	9	48	15	2	1	--	--
Both	76	22	9	38	5	24	1	--	--

Q3/57 Citizenship Combination Table #2

	Citizen of the US	Not a US citizen	Don't know	Refused
3/11/04 Total	52	44	1	2
English	95	5	--	--
Spanish	19	72	4	5
Both	47	52	--	2

I. GENERAL DEMOGRAPHICS

(Asked of total US Citizens; n = 283; English = 151; Spanish = 27; Both = 105)

D1. Some people are registered to vote and others are not. Are you currently registered to vote at your present address?

	Yes	No	Not a citizen	Don't know	Refused
3/11/04 Total	72	27	--	1	--
English	72	27	--	1	--
Spanish	44	52	--	3	--
Both	78	22	--	--	--

Registered Voters Table

(Total registered citizens; n = 216; English = 119; Spanish = 13; Both = 84)

	US born Latinos	Foreign born Latinos
3/11/04 Total	69	31
English	91	9
Spanish	9	91
Both	51	49

Q3/57/D1 Combination Table

	3/11/04 Total	English	Spanish	Both
US Citizen	52	95	19	47
Registered to Vote	38	69	9	37
Not registered to Vote	14	25	10	10
Currently applying for citizenship	7	1	9	9
Planning on applying for citizenship	32	3	48	38
Not planning on becoming a citizen	6	--	15	5
Don't know	1	--	4	--
Refused	2	--	5	2

(Asked of total US Citizens; n= 283; English = 151; Spanish = 27; Both = 105)

D2. Have you ever voted in an election in the U.S., or not?

	Yes	No	Don't know	Refused
3/11/04 Total	70	30	--	--
English	78	22	--	--
Spanish	42	58	--	--
Both	68	32	--	--

Q3/57/D2 Combination Table

	3/11/04 Total	English	Spanish	Both
US Citizen	52	95	19	47
Ever voted	37	74	8	32
Never voted	15	21	11	15
Currently applying for citizenship	7	1	9	9
Planning on applying for citizenship	32	3	48	38
Not planning on becoming a citizen	6	--	15	5
Don't know	1	--	4	--
Refused	2	--	5	2

D3. In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Republican	Democrat	Independent	Something else	Don't Know	Refused
3/11/04 Total	14	38	24	11	10	3
English	29	46	15	9	*	2
Spanish	11	29	23	11	20	4
Both	7	38	31	12	9	2

(Asked of those that are Independent/something else; n = 177; English = 36; Spanish = 43; Both = 98)

D4. Do you consider yourself closer to the Republican party or the Democratic party?

	Republican	Democrat	Neither	Other	Don't Know	Refused
3/11/04 Total	34	35	17	--	11	4
English	33	41	17	--	9	--
Spanish	32	36	17	--	16	--
Both	36	32	16	--	10	7

D3/D4 Leaned Party Table

	Republican	Democrat	Independent	Other	Don't know	Refused
3/11/04 Total	26	50	7	4	10	3
English	37	55	5	1	*	2
Spanish	22	42	7	4	20	4
Both	23	52	9	5	9	2

D5. Are you currently married, living with a partner, widowed, divorced, separated, or have you never been married?

	Married	Living with a partner	Widowed	Divorced	Separated	Never been married	Refused
3/11/04 Total	51	9	2	5	6	24	3
English	46	5	2	9	2	34	3
Spanish	57	11	4	4	11	11	2
Both	51	10	1	3	5	26	4

D6. Including yourself, how many people live in your household?

	1	2	3	4	5	6+	Refused
3/11/04 Total	5	12	19	21	21	17	3
English	9	19	21	19	17	12	3
Spanish	7	7	16	21	28	19	2
Both	2	12	19	24	20	20	4

D7. Including yourself, how many people living in your household are 18 and over?

	1	2	3	4	5	6+	Refused
3/11/04 Total	11	46	22	13	3	2	3
English	12	43	25	14	3	1	3
Spanish	18	41	23	11	3	3	2
Both	7	50	21	13	3	2	4

D10. What is your employment status? Are you...(READ LIST)?

	3/11/04 Total	English	Spanish	Both
Employed	63	61	65	62
Part-time	17	14	18	17
Full-time	46	47	47	46
A homemaker or stay at home parent	15	10	21	15
Retired	5	9	5	4
A student	6	10	--	8
Unemployed	5	4	5	5
Laid off	1	1	2	*
Disabled	2	3	1	1
Don't know	*	1	--	*
Refused	2	1	2	4

D14. What is the last grade or class that you completed in school?

	3/11/04 Total	English	Spanish	Both
High school graduate or less (NET)	75	53	95	76
Less than high school graduate (SUBNET)	43	19	69	42
None, or grade 1-8	21	2	41	20
High school incomplete	22	17	28	22
High school graduate + (SUBNET)	32	33	26	35
High school graduate	28	29	24	31
GED	2	1	1	2
Business, technical/vocational school	2	3	1	1
Some college or more (NET)	23	47	3	20
Some college, no 4 year degree	17	34	2	15
College graduate + (SUBNET)	6	12	1	5
College graduate	4	7	1	4
Post-graduate training	2	6	--	1
Refused	2	1	2	4

D15. What is your age?

	18-29	30-39	40-54	55+			Refused
				NET	55-64	65+	
3/11/04 Total	28	30	25	13	7	6	4
English	33	16	27	20	9	11	3
Spanish	22	32	31	11	5	7	3
Both	29	37	20	10	7	3	4

(Asked of total born in the U.S. or Puerto Rico; n = 198; English = 137; Spanish = 5; Both = 56)

D16. Were either of your parents born in a foreign country or in Puerto Rico? (IF YES, ASK: One or both?)

	-----YES-----				No	Don't know	Refused
	NET	Only mother	Only father	Both			
3/11/04 Total	61	9	9	43	38	*	1
English	51	6	9	37	48	--	1
Spanish	100	--	--	100	--	--	--
Both	80	16	10	53	19	1	--

Q3/D16 Combination Table

	Latinos born in US or Puerto Rico						Latinos born outside of the US	Don't know	Refused
	NET	Yes, born outside of US				No, neither born outside of the US			
		NET	Only mother	Only father	Both				
3/11/04 Total	36	22	3	3	16	14	64	--	--
English	87	45	5	8	32	42	13	--	--
Spanish	4	4	--	--	4	--	96	--	--
Both	24	20	4	3	13	5	76	--	--

D21. Is your total annual household income from all sources, and before taxes:

	3/11/04 Total	English	Spanish	Both
Less than \$30K (NET)	43	26	55	46
Less than \$5K	5	2	5	7
\$5K but less than \$10K	3	2	5	2
\$10K but less than \$15K	9	3	15	7
\$15K but less than \$20K	7	7	6	7
\$20K but less than \$25K	8	4	10	10
\$25K but less than \$30K	10	7	10	13
Less than \$30K (unspecified)	2	1	4	1
\$30K to less than \$50K (NET)	19	19	17	21
\$30K but less than \$35K	8	6	10	8
\$35K but less than \$40K	5	4	3	7
\$40K but less than \$45K	3	3	1	4
\$45K but less than \$50K	3	6	2	2
\$30K to less than \$50K (unspecified)	1	2	1	--
\$50K+ (NET)	20	43	4	15
\$50K but less than \$60K	4	10	1	3
\$60K but less than \$75K	6	12	1	4
\$75K but less than \$100K	5	13	--	2
\$100K but less than \$150K	4	5	1	4
\$150K but less than \$200K	*	1	--	--
\$200K+	1	1	1	*
\$50K+ (unspecified)	*	*	--	1
Don't Know	12	6	17	11
Refused	6	5	7	7

Region

	Northeast	North Central	South	West
3/11/04 Total	--	--	--	100
English	--	--	--	100
Spanish	--	--	--	100
Both	--	--	--	100



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