

# LATINOS, MOVIE WATCHING, & VIEWS ON REPRESENTATION IN FILM NHMC

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Latino  Decisions

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# Project Overview

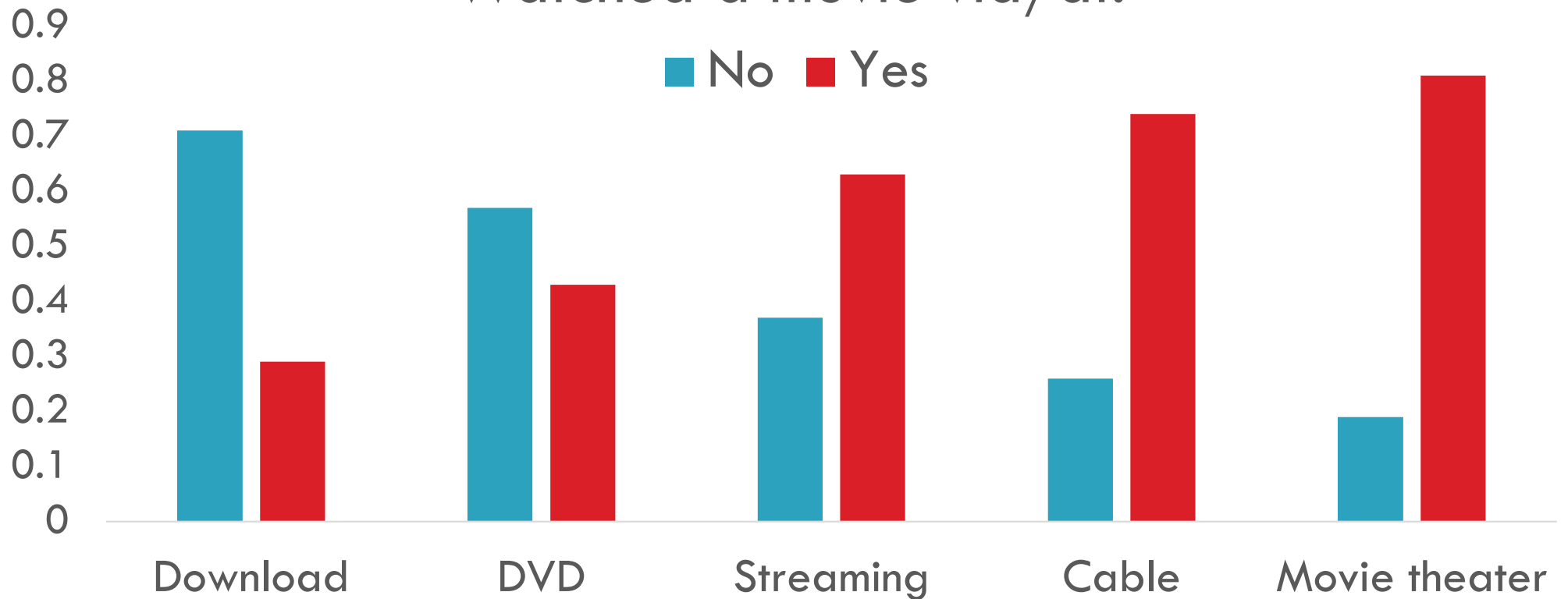
- Sample and key features of survey
  - N=423
  - Interviewed from *May 21 to May 29*
  - Latino adults in the United States
- Focus was to probe three areas
  - Latino movie consumption patterns, in theater and in home, in last 12 months
  - Views on Latino representation in film
  - Willingness to act in response to poor representation

# Highlighted Findings

- Latinos are avid consumers and lean toward more traditional delivery systems;
- Significant Majorities think not enough Latina/o actors/directors nor Story Lines:
  - ▣ Majority particularly see stereotypic portrayals of Latinos in film as harmful;
- Latinos more likely to see films with relevant stories and co-ethnic talent;
- Latinos are willing to take action against studios who are failing in inclusion.

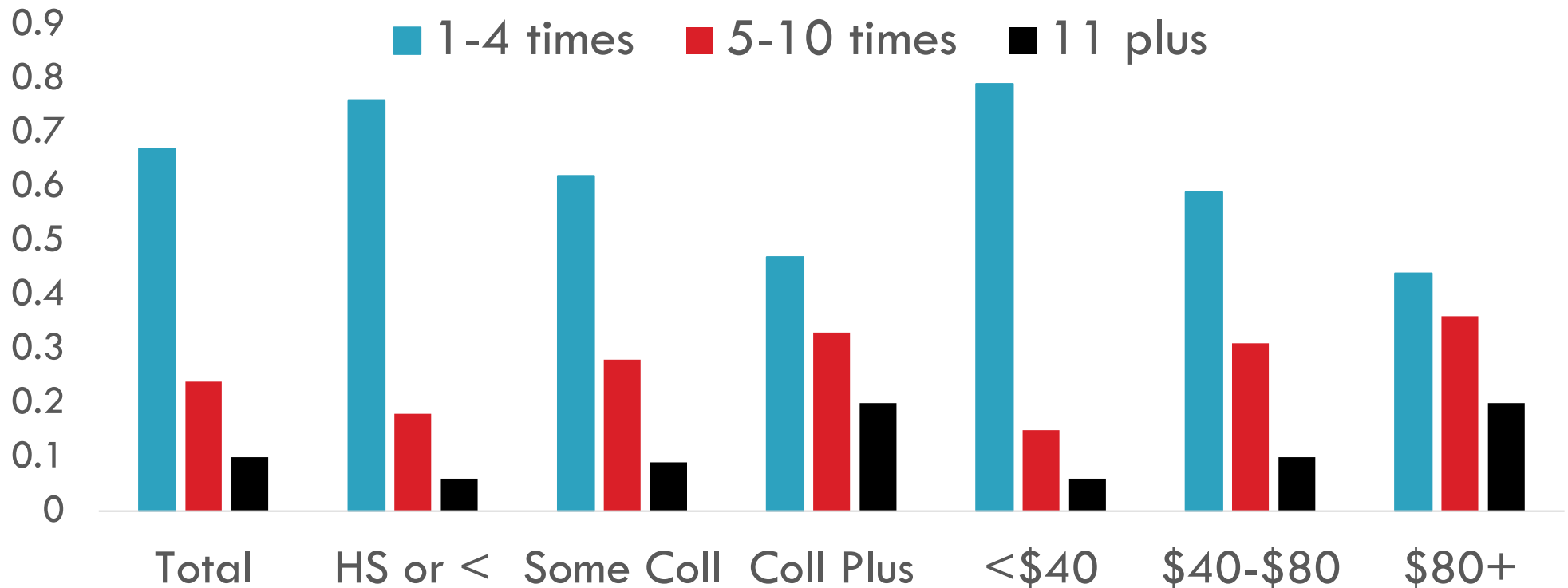
# Movie Consumption: High and Traditional

Watched a movie via/at:



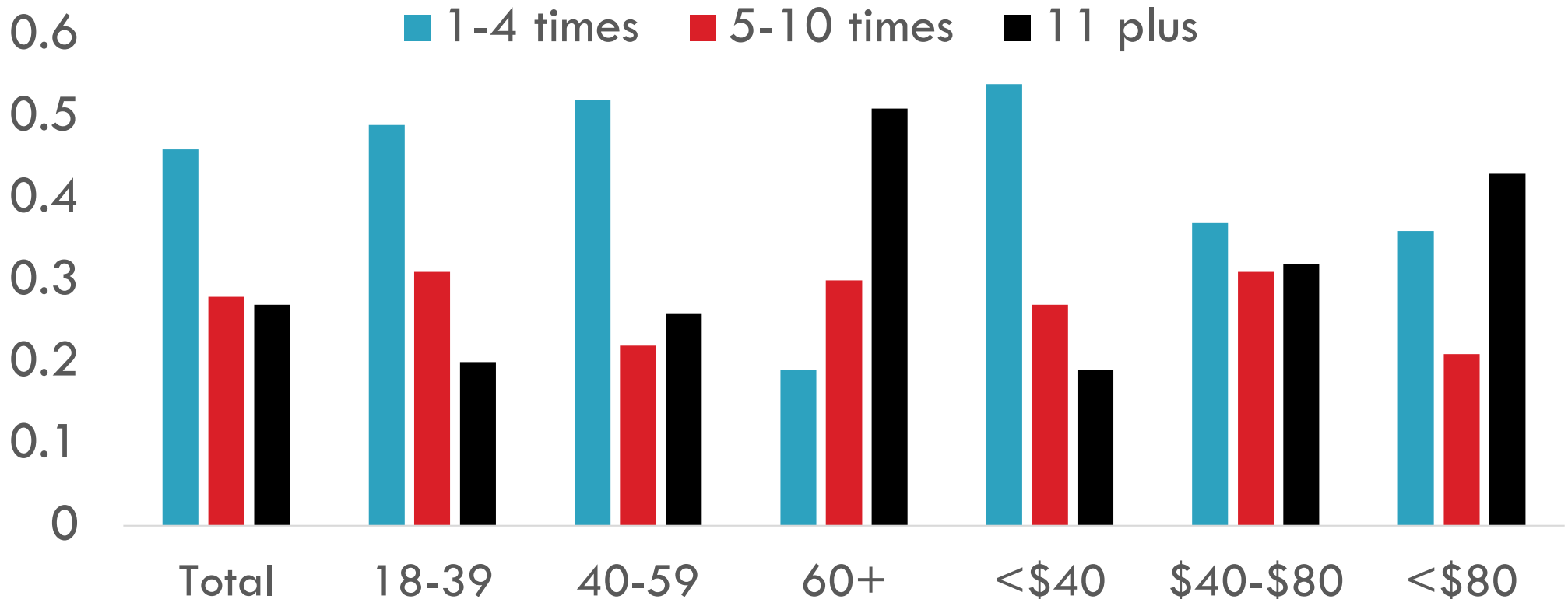
# Consumption: In last 12 months how many times...

have you gone to movie theater



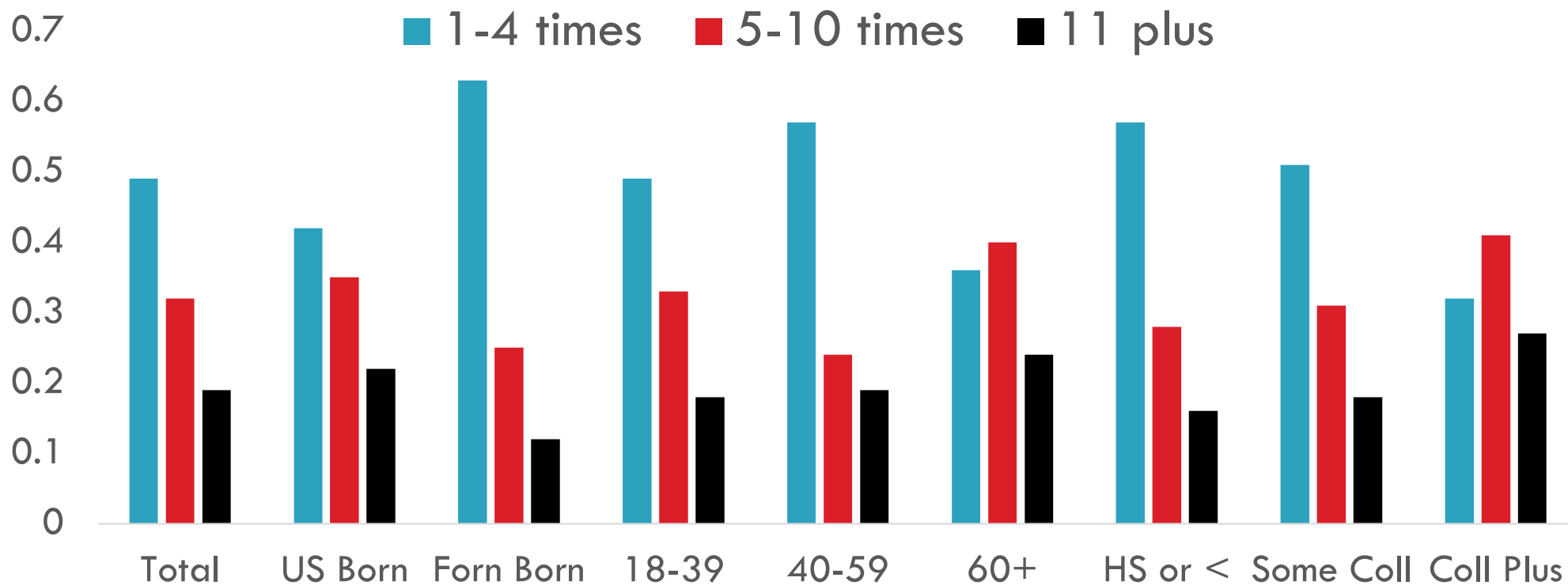
# Consumption: In last 12 months how many times...

have you watched movie on HBO, Showtime, Cinemax, etc.



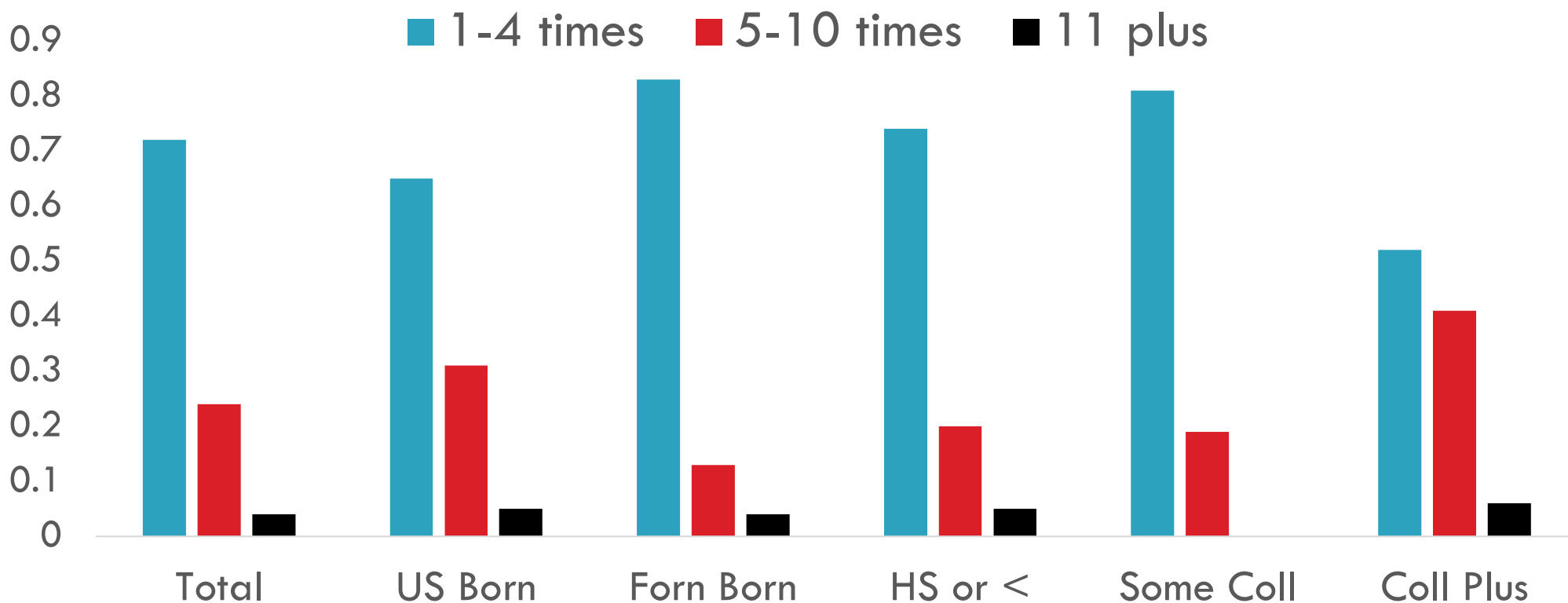
# Consumption: In last 12 months have you...

have you streamed a movie online or to device



# Consumption: In last 12 months have you...

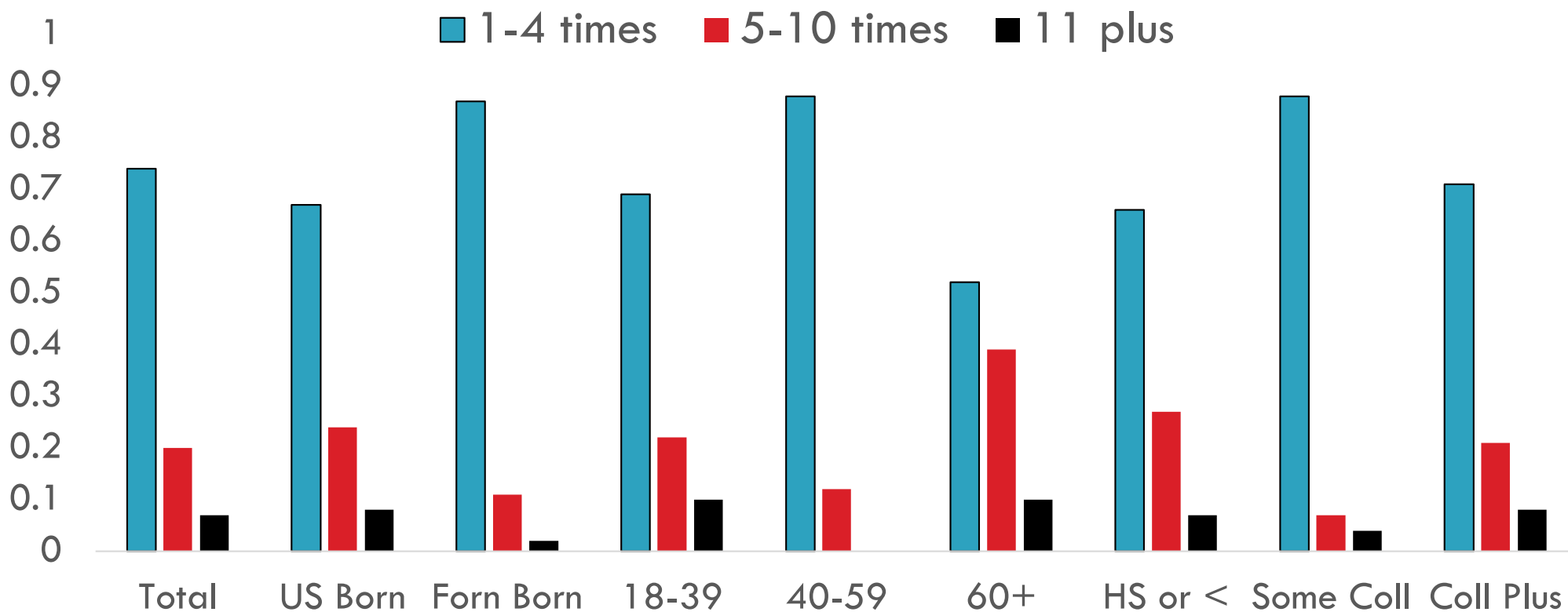
have you purchased a DVD of movie





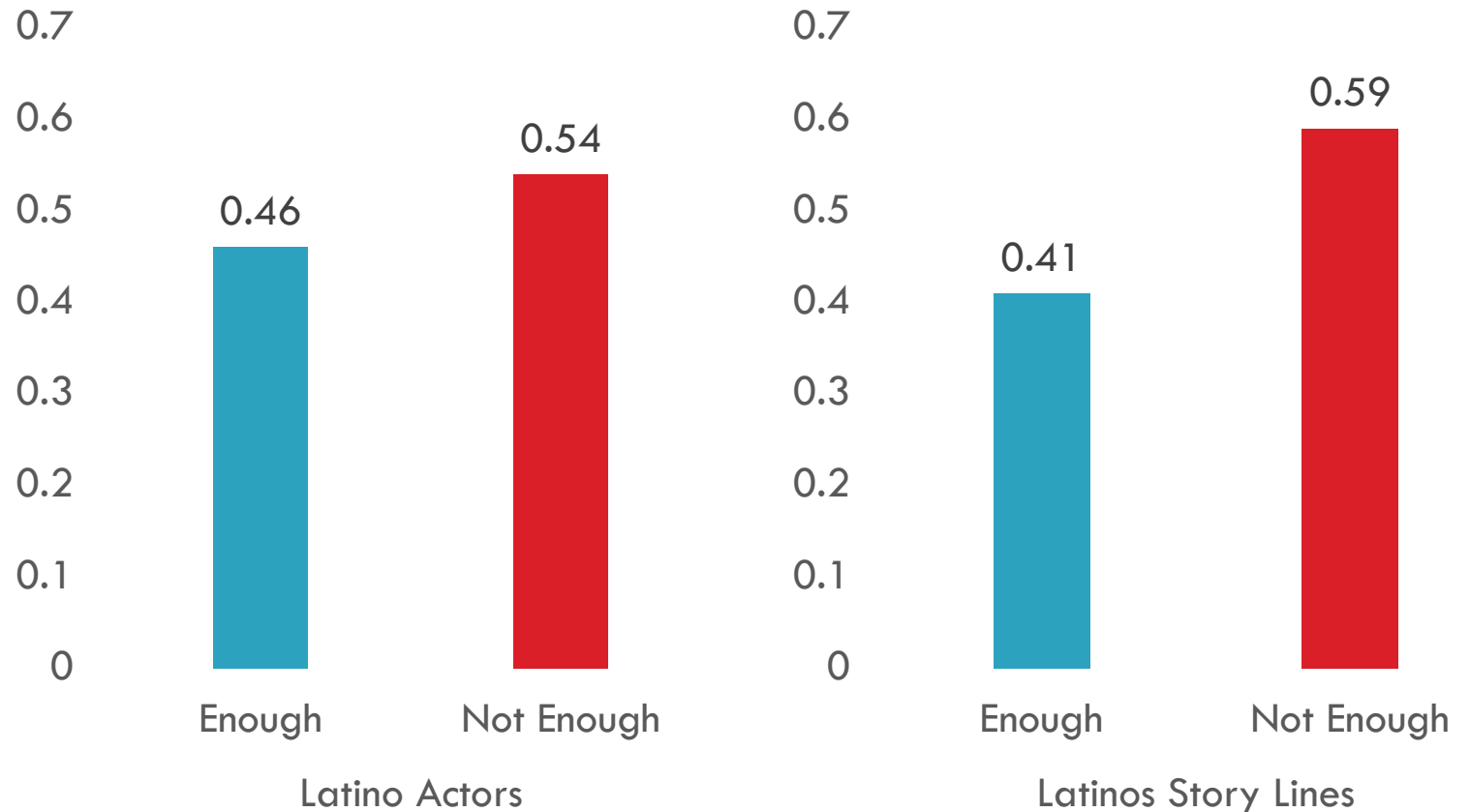
# Consumption: In last 12 months have you...

have you purchased a digital copy or download of a movie

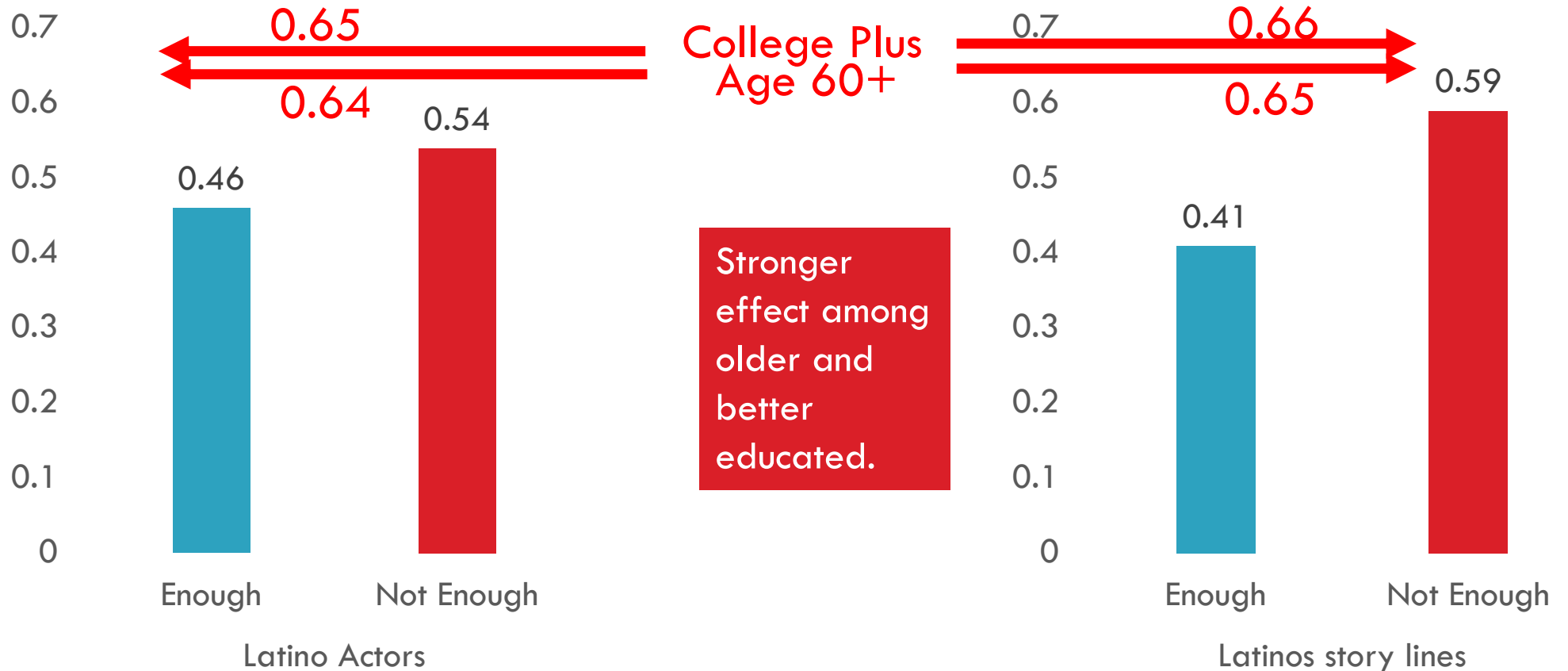


# Are there Enough Latino Actors and Stories? NO!

- By an 8-point margin, Latino adults think there aren't enough Latino actors in film.
- By an 18-point margin, Latino adults think there aren't enough Latino story lines in film.

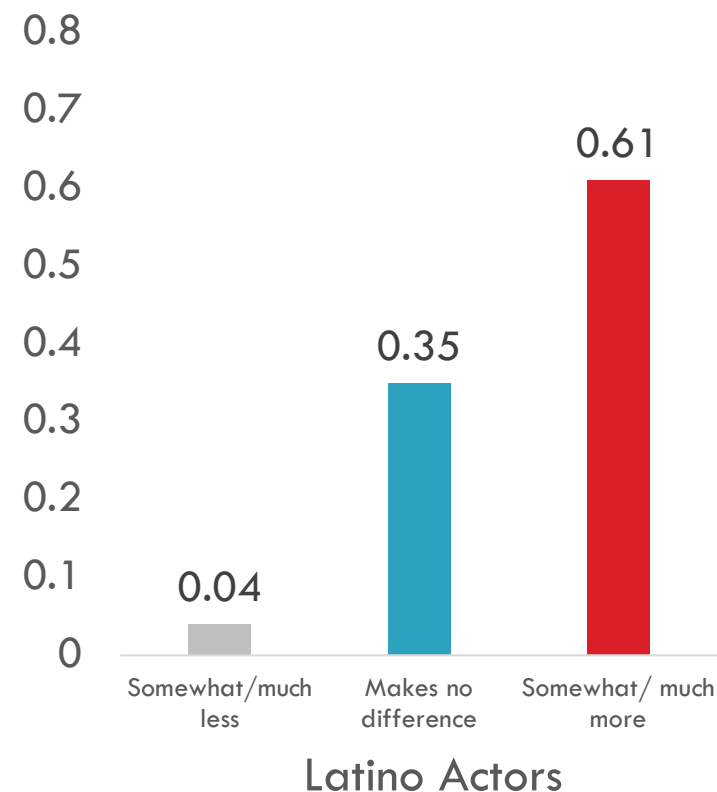
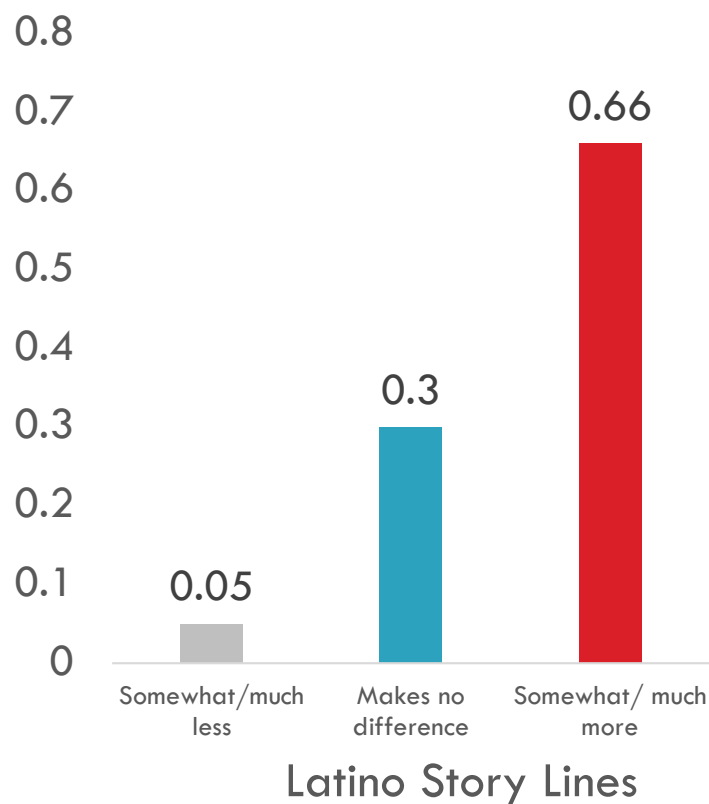


# Representation: Are there enough?



# Latinos Strongly Respond to Greater Representation

Among Latinos, 66% more likely to watch a film with Latino themes, and 61% are more likely to watch a film with Latino actors/directors.



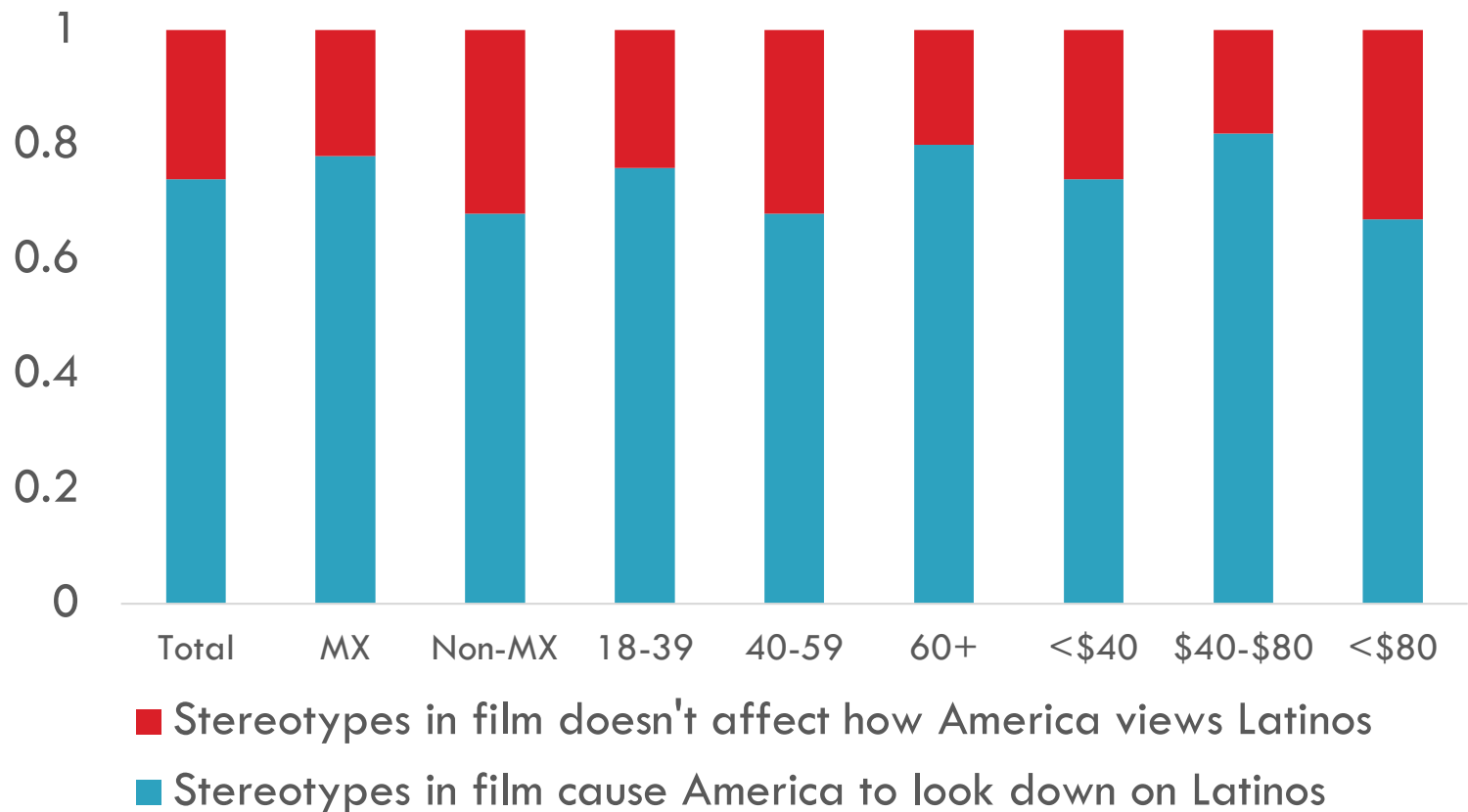
# Stronger Among Entertainment “Deciders”

Latinos want to see themselves portrayed on the screen, in both story and the actors, and want to see such films more.

- Women, who go more often to the theater and purchase more films are 12 points more likely than men to respond to the presence of a Latino actor or theme by wanting to see the film;
- Similarly, Young movie goers (18-29) who are also more likely to see movies and buy them when compared with older consumers are five points more likely than older patrons to want to see Latino themed films or Latino talent.

# Do Latino Stereotypes in Film Harm the Community?

- Latinos overwhelmingly believe the stereotypic portrayals are a problem;
- Latinos of Mexican descent 10 points more likely to see stereotypes in film as harmful.



# How Can Studios Respond to Latino Concern: Talk is Cheap...

□ Latinos prefer *change* to talk...

	Public Statement	Hire more Latina/o Actors	Produce movies with Latino story
Very Important/Effective	39%	47%	47%
Somewhat important/effective	40%	36%	36%
Not very or Not at all important/effective	21%	17%	17%

## LATINO MOVIE GOERS *WILL* TAKE ACTION...

- Half of all respondents (51%) would either reduce or stop watching movies from the worst offending studio altogether.
- 2 out of 5 Latinos (41%) would talk with friends about their concerns
- 25% report being willing to write a letter
- 1 in 8 (13%) would protest



SUMMARY:  
NATIONAL HISPANIC MEDIA COALITION  
MOVIE CONSUMPTION STUDY

# Latinos Like Movies and But Want More

- Latinos are avid movie watchers, preferring traditional attendance and cable to streaming;
  - ▣ Few purchase DVDs, even fewer buy downloads or digital copies to own
- Majority of Latinos think there are:
  - ▣ Not enough Latina/o actors and directors in movies
  - ▣ Not enough Latino stories in film
  - ▣ Way too many stereotype portrayals of Latinos in film, which they view as harmful

# Studios Should Take Action, or Latinos Will

- Latinos want Hollywood to cast more Latinos in leading and non-stereotypic roles:
  - ▣ Hiring more Latina/o actors, and producing more films with Latino themes is more important/effective than making empty public statements;
  - ▣ Latino Entertainment deciders are more interested to attend/buy films with their stories and their people.
- Majority of Latinos are willing to take action and flex purchase power by reducing or boycotting altogether movies from studios that lack representation.

**FOR FURTHER INFORMATION, GO  
TO (URL)**

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**June 2, 2018**