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

Gary Segura, Ph.D.
Francisco Pedraza, Ph.D.

LatinoDecisions
@LatinoDecisions

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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:

- Download
- DVD
- Streaming
- Cable
- Movie theater

No Yes

Latino Decisions Movie Consumption Poll, May 29, 2018 n=423
Consumption: In last 12 months how many times...
Consumption: In last 12 months how many times have you watched movie on HBO, Showtime, Cinemax, etc.

- Total
- 18-39
- 40-59
- 60+
- <$40
- $40-$80
- <$80

1-4 times
5-10 times
11 plus

Latino Decisions Movie Consumption Poll, May 29, 2018 n=423
Consumption: In last 12 months have you...

have you streamed a movie online or to device

- 1-4 times
- 5-10 times
- 11 plus
Consumption: In last 12 months have you...

have you purchased a DVD of movie

- 1-4 times
- 5-10 times
- 11 plus

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<th>Category</th>
<th>1-4 times</th>
<th>5-10 times</th>
<th>11 plus</th>
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<tr>
<td>Total</td>
<td>0.75</td>
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<tr>
<td>US Born</td>
<td>0.60</td>
<td>0.40</td>
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<tr>
<td>Forn Born</td>
<td>0.85</td>
<td>0.15</td>
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<tr>
<td>HS or &lt;</td>
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<td>0.30</td>
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<td>0.40</td>
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Latino Decisions Movie Consumption Poll, May 29, 2018 n=423
Consumption: In last 12 months have you...

have you purchased a digital copy or download of a movie

- 1-4 times
- 5-10 times
- 11 plus
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?

Latino Decisions Movie Consumption Poll, May 29, 2018 n=423

- Enough: Latino Actors - 0.46
  - Not Enough: Latino Actors - 0.54
- Enough: College Age 60+ - 0.64
  - Not Enough: College Age 60+ - 0.54
- Enough: Latinos story lines - 0.7
  - Not Enough: Latinos story lines - 0.65

Stronger effect among older and better educated.

Latino Decisions Movie Consumption Poll, May 29, 2018 n=423
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.
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.

Stereotypes in film doesn't affect how America views Latinos
Stereotypes in film cause America to look down on Latinos

Latino Decisions Movie Consumption Poll, May 29, 2018 n=423
How Can Studios Respond to Latino Concern: Talk is Cheap...

- Latinos prefer *change* to talk...

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<tr>
<th></th>
<th>Public Statement</th>
<th>Hire more Latina/o Actors</th>
<th>Produce movies with Latino story</th>
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<tbody>
<tr>
<td>Very Important/Effective</td>
<td>39%</td>
<td>47%</td>
<td>47%</td>
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<tr>
<td>Somewhat important/effective</td>
<td>40%</td>
<td>36%</td>
<td>36%</td>
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<tr>
<td>Not very or Not at all important/effective</td>
<td>21%</td>
<td>17%</td>
<td>17%</td>
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</table>
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 studies that lack representation.

Latino Decisions Movie Consumption Poll, May XX, 2018 n=X,XXX
For further information, go to (URL)

Gary Segura, Ph.D.
Francisco Pedraza, Ph.D.

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