

# LATINO MOVIE WATCHING & VIEWS ON REPRESENTATION IN FILM



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# NHMC Project Overview

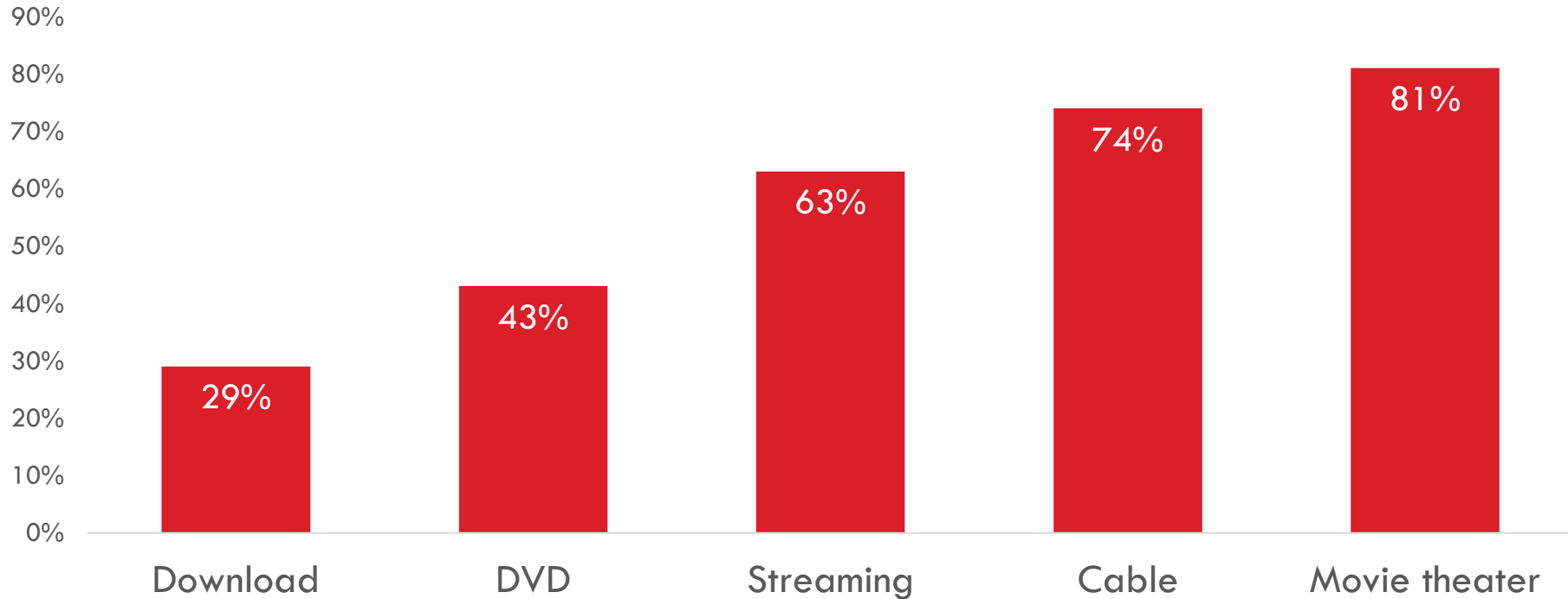
- National sample of Latino adults
  - ▣ N=423 interviews across the U.S.
  - ▣ Interviewed from May 21 to May 29
  - ▣ Available in English or Spanish
- Focus was to probe three areas
  - ▣ Latino movie consumption patterns, in theater and home
  - ▣ Views on Latino representation in film
  - ▣ Willingness 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 see stereotypic portrayals of Latinos in film as harmful
- ❑ Latinos more interested in watching films with relevant stories and co-ethnic talent
- ❑ Latinos are willing to take action against studios who are failing in inclusion.

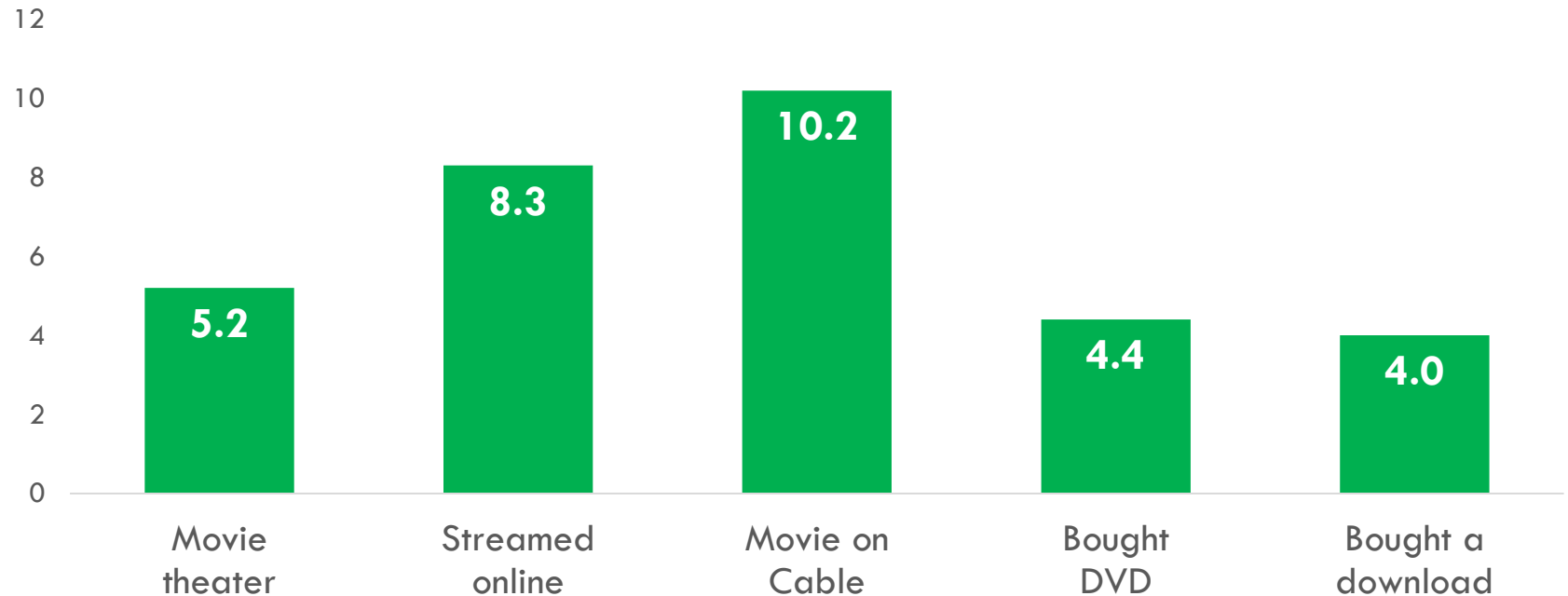
# Movie Consumption: High and Traditional

In the past 12 months, percent who watched a movie via...



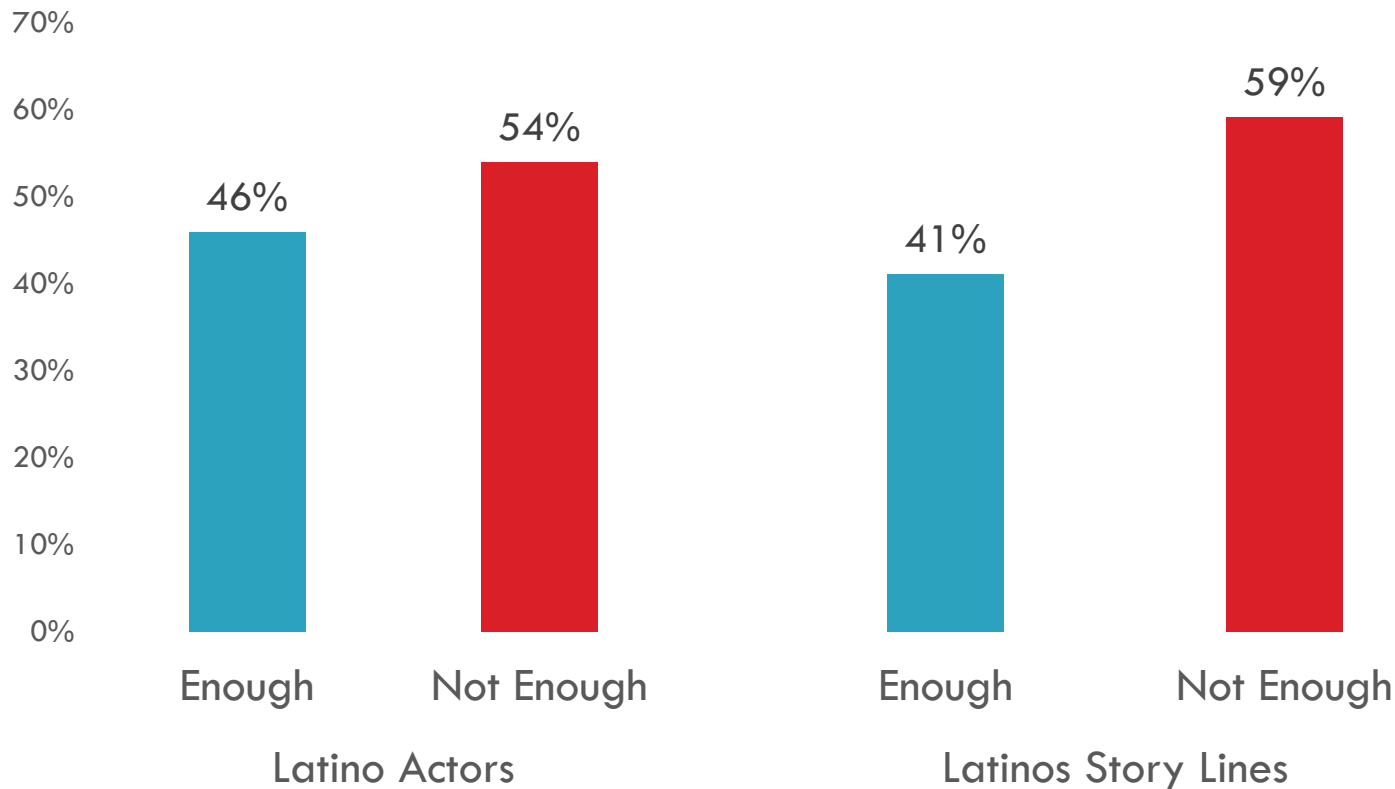
# Consumption: In last 12 months how many times...

Among those who watched: how many in last year



# Majority want increased representation

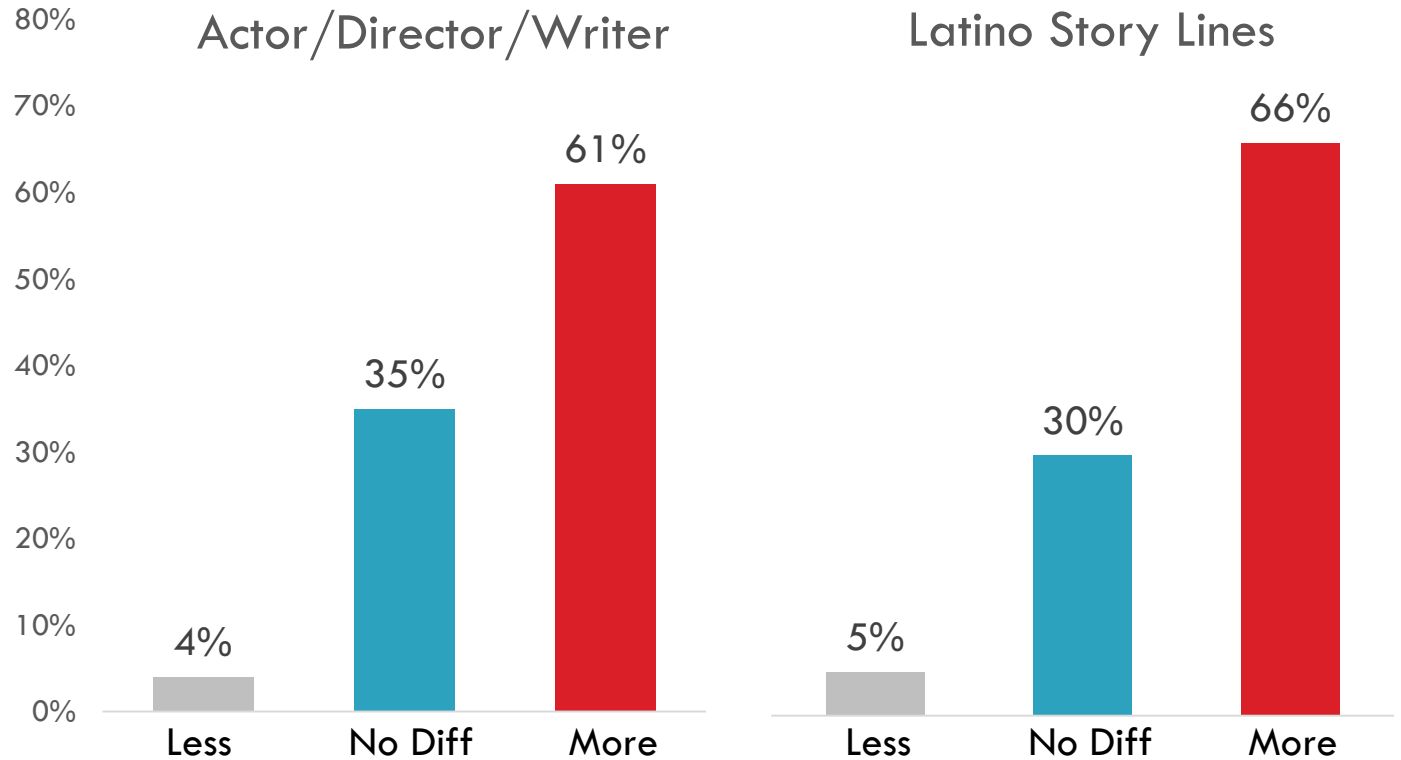
- By an 8-point margin, Latino adults think there aren't enough Latino actors in film.
- By an 18-point margin, Latino adults think there aren't enough Latino story lines in film.



# Latinos Strongly Respond to Greater Representation

Would you be more or less likely to watch a movie if you knew it had:

- 1) A Latina/o actor, director, or writer?
- 2) Story focused on Latino lives



# Stronger Among Entertainment “Deciders”

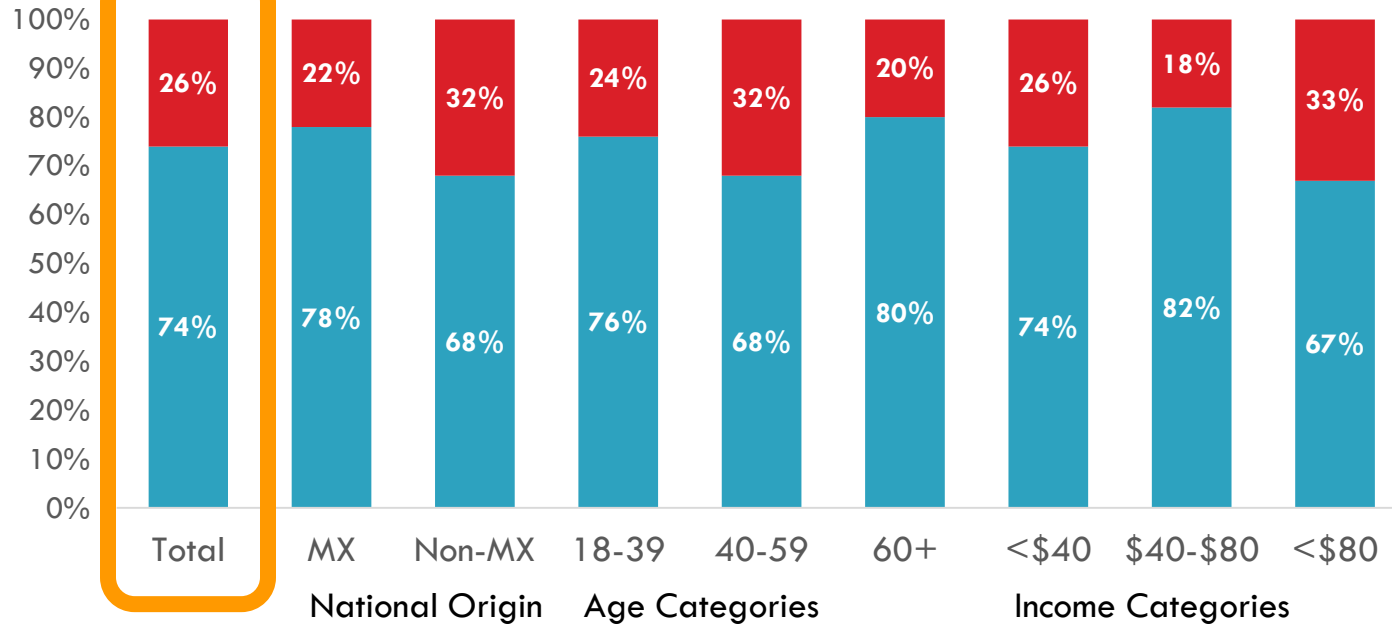
Latinos want to see themselves portrayed on the screen, in both story and the actors, and want to see such films more.

- 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 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;
- This concern is shared across every segment of the Latino community



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

# How Can Studios Respond to Latino Concerns

	<b>Public Statement</b>	<b>Hire more Latina/o Actors</b>	<b>Produce movies with Latino story</b>
Very Important	39%	47%	47%
Somewhat important	40%	36%	36%
Not at all important	21%	17%	17%

# Latinos are ready to take action against studios

- 43% of all respondents would either reduce or stop watching movies from the worst offending studio altogether.
- 41% would share their concerns about Latinos being excluded with friends and family
- 25% say they would be willing to write a letter expressing their concern to the studio
- 13% would join a public protest of the movie studio

SUMMARY:  
NATIONAL HISPANIC MEDIA COALITION  
MOVIE CONSUMPTION STUDY

# Latinos Like Movies and But Want More

- Latinos are avid movie watchers
- 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

# Latinos Like Movies and But Want More

- 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
- Majority of Latinos are willing to take action, and nearly half to flex purchase power by reducing or boycotting altogether movies from studios that lack representation.

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