

LATINO POLL

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NEWS RELEASE [2000-IV-09]

Web Site: www.brcpolls.com.

SPANISH TV PRAISED FOR COMMUNITY SERVICE, BUT CRITICIZED FOR SEX AND VIOLENCE

PHOENIX, Ariz. (November 29, 2000) – Arizona Latinos have some very positive views of the job being done by Spanish language TV broadcasters when it comes to community service, and especially when it comes to encouraging young people to seek higher education, take pride in their culture and in encouraging family values.

Views are also favorable, albeit less so, for the job the stations do in taking leadership on local issues, providing quality children's education programming and in the coverage they provide of activities of other cultures in Latin America.

Much more controversy is reflected, however, in views on how Spanish language broadcasters deal with sex and violence in their programming and on some depictions of men and women these stations air. Close to half of Arizona Hispanics are critical of how much sex and violence is shown during family viewing hours and view as demeaning the manner in which Latino men and women are depicted.

This Latino Poll was conducted between September 11th and 24th of 2000 and is part of the independent and non-partisan surveys of the Behavior Research Center of Phoenix, Arizona. For more information you may visit www.brcpolls.com.

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VERY POSITIVE RATINGS ON COMMUNITY SERVICE ISSUES

Latinos here take a very positive view of the job being done by Spanish language broadcast stations in promoting pride in the Hispanic culture, encouraging young people to seek higher education, providing coverage of community events and for including programming that encourages family values. In all of these dimensions of programming, seven of ten, or more, applaud the stations for their efforts while less than a fifth are critical.



Stations are also given good, but noticeably lower ratings for children's programming, airing programming on differing Latin American cultures showing respect for varying religious beliefs and for the leadership stations take on issues of importance to the Hispanic community. On these four items, and the ones above, the most critical reviews come from more acculturated, affluent and well educated Hispanics.

MORE MIXED REVIEWS ON OTHER MEASURES

In four areas, Hispanic viewers are both more divided in their views and much more critical. More specifically, close to half believe Spanish language broadcasters tend to air programming which depicts women as sex symbols or as emotional schemers.

Similarly, large percentages say the programming demeans Latin men by depicting them as irresponsible and alcoholics.

Finally, 43 percent believe there is too much violence and sexual content in Spanish language programming aired during family viewing hours.

On all of these items, negative responses rise with age, income, acculturation, within families with children and among men.

EDITOR’S NOTE: This report is based on the twentieth semi-annual wave of Behavior Research Center’s HispanicTRACK™/Latino Poll survey, completed between September 11th and 24th in 2000 and is based on interviews with 505 Hispanic heads of household in Tucson and Phoenix. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.4 percent of what they would have been had the entire Hispanic population been surveyed. The Latino Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.



STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 HTLP 2000-IV-09

You may view this and other polls at www.brcpolls.com.

“Do you strongly agree, agree, disagree or strongly disagree with the following statements about Spanish language television programming in your community:”

| | Agree | Disagree | (Net To Positive Response | % With An Opinion |
|--|-------|----------|---------------------------|-------------------|
| It encourages pride in the Hispanic culture | 77% | 13% | (+64) | 90% |
| It encourages young Hispanics to seek higher education | 77 | 14 | (+63) | 91 |
| It provides adequate coverage of community events | 73 | 19 | (+54) | 92 |
| It encourages positive family values | 71 | 16 | (+55) | 87 |

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**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 HTLP 2000-IV-09



“Do you strongly agree, agree, disagree or strongly disagree with the following statements about Spanish-language television programming in your community:”

|                                                                                 | Agree | Disagree | (Net To<br>Positive<br>Response | %<br>With An<br>Opinion |
|---------------------------------------------------------------------------------|-------|----------|---------------------------------|-------------------------|
| Provides quality education programming for children                             | 62%   | 25%      | (+37)                           | 87%                     |
| Provides quality programming from various Hispanic cultures around the Americas | 68    | 23       | (+45)                           | 91                      |
| Shows respect for differing religions                                           | 64    | 20       | (+44)                           | 84                      |
| Provides leadership on issues of importance to the Hispanic community           | 63    | 22       | (+41)                           | 85                      |
| Portrays gays and lesbians in a negative way                                    | 23    | 56       | ( -33)                          | 79                      |

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“Do you strongly agree, agree, disagree or strongly disagree with the following statements about Spanish language television programming in your community:”

| | Agree | Disagree | (Net To Positive Response | % With An Opinion |
|--|-------|----------|---------------------------------|-------------------------|
| Often portrays Latinas as sex symbols | 50% | 41% | (+9%) | 91% |
| Often portrays Latino men as alcoholics and as irresponsible | 46 | 44 | (+2) | 90 |
| Contains too much sex and violence during family viewing hours | 43 | 48 | (-5) | 91 |
| Often portrays women as emotional and scheming | 39 | 48 | (-9) | 87 |

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