

Latino Opinion Leaders on Hate Speech and the Media --- August 2016

National Latino Opinion Leaders Survey



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August 30, 2016

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By Angelo Falcón (August 30, 2016)

The Presidential candidacy of Donald Trump has raised the issue of the role of anti-Latino hate speech to a new level. To what degree has Trump raised the level of hate speech against Latinos and what effect would this have on this community? This survey also explores the general use and assessment by the Latino opinion leaders of the media during this election period.

Polls almost exclusively focus on adults or registered voters when asking Latinos their views. However, such polling specifically of Latino leaders is largely absent. The National Institute for Latino Policy has developed the National Latino Opinion Leaders Survey to address this lacuna, given the important role Latino community leaders plays in setting its agenda and framing issues.

To our knowledge, no comparable ongoing survey of Latino opinion leaders exists at present. The National Latino Opinion Leaders Survey, therefore, is a unique resource that provides yet another window into the opinions of this important segment of the national electorate.

Because there are no clear parameters for determining the precise demographic mix of Latino opinion leaders, we do not report on the results of this survey for the total respondents but rather report on specific subsets. The main subset we use consists of the main racial-ethnic groups represented --- Puerto Ricans, Mexicans and Other Hispanics (which includes other Central and South Americans).

This online survey was conducted by the National Institute for Latino Policy (NiLP) during August 14-22, 2016. A total of 389 Latino opinion leaders participated from 31 states, Puerto Rico and Guam. While this may be the closest thing to an ongoing survey of national Latino leadership in existence today, it is not based on a scientific sample, making our findings only suggestive of broader trends and attitudes (to see a similar survey conducted once recently by another organization, click [here](#)). The intent of the NiLP survey is to stimulate discussion and debate on critical issues facing the Latino community by providing some insights into the thinking of a broad range of engaged Latino leaders. Special thanks to media expert Federico Subervi, and attorney Jessica Gonzalez of the National Hispanic Media Coalition, for their contribution to the design of this section of the survey.

Hate Speech.

“Hate speech is a communication that carries no meaning other than the expression of hatred for some group, especially in circumstances in which the communication is likely to provoke violence. It is an incitement to hatred primarily against a group of persons defined in terms of race, ethnicity, national origin, gender, religion, sexual orientation, and the like. Hate speech can be any form of expression

regarded as offensive to racial, ethnic and religious groups and other discrete minorities or to women.”

---USLegal.com

2

From the day he announced his candidacy for the presidency of the United States, Donald Trump has issued statements that were offensive to the Latino community. These ranged from calling Mexicans rapists and criminals, questioning the integrity of a Mexican-American judge presiding over his case involving Trump University, advocating the mass deportation of the undocumented, proposing to build a wall on the US-Mexico border and demanding that Mexico pays for it, among other things.

Large majorities of the three groups of Latino opinion leaders feel that anti-Latino hate speech is “somewhat” and “very pervasive” in the media today.

Latino Opinion Leaders (August 2016)				
How pervasive is anti-Latino hate speech over the media today?				
		Puerto Rican	Mexican	Other Latinos
	Very pervasive	32.1%	34.4%	35.7%
	Somewhat pervasive	46.8%	51.6%	45.7%
	Not a serious problem	15.6%	9.7%	14.3%
	Don't know	3.2%	4.3%	2.9%
	Not sure	2.3%	*	1.4%
Total		100.0%	100.0%	100.0%

From 44-56 percent of the Latino opinion leaders feel that anti-Latino hate speech is harmful to them, their family and friends.

Latino Opinion Leaders (August 2016)				
How much do you feel anti-Latino hate speech in the media harms you, your family, and/or your friends?				
		Puerto Rican	Mexican	Other Latinos
	Not at all	12.0%	11.8%	12.9%
	Only somewhat	31.8%	29.0%	40.0%
	Very much	49.8%	55.9%	44.3%
	Don't know	3.7%	3.2%	*
	Not sure	2.8%	*	2.9%
Total		100.0%	100.0%	100.0%

Asked which was more harmful, anti-immigrant or anti-Latino hate speech, large majorities of all three groups of Latino opinion leaders feel that the two things cannot be seen separately.

Latino Opinion Leaders (August 2016)				
Which do you feel is most harmful: anti-immigrant or anti-Latino hate speech?				
		Puerto Rican	Mexican	Other Latinos
	Anti-immigrant hate speech	22.8%	23.7%	14.3%
	Anti-Latino hate speech	16.4%	14.0%	15.7%
	You can't separate one from the other	56.6%	60.2%	62.9%
	Neither is a real problem	3.2%	2.2%	4.3%
	Don't know	.5%	*	1.4%
	Not sure	.5%	*	1.4%
Total		100.0%	100.0%	100.0%

From 69-74 percent of the Latino opinion leaders feel that anti-Latino hate speech has been on the rise since Trump launched his campaign for President.

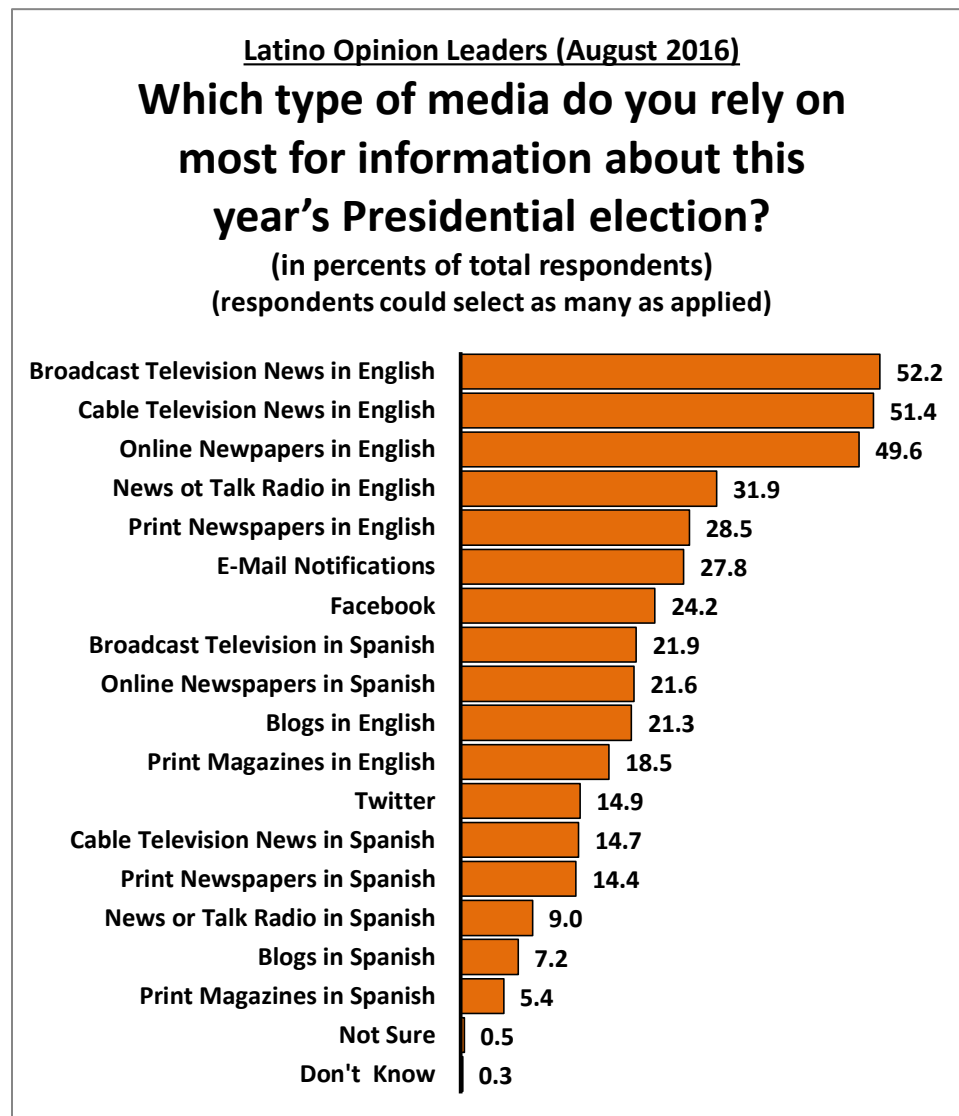
Latino Opinion Leaders (August 2016)				
Do you feel that anti-Latino hate speech in the media has grown, declined or stayed the same since Donald Trump announced his bid for President last year?				
		Puerto Rican	Mexican	Other Latinos
	Anti-Latino hate speech has increased	68.5%	73.1%	74.3%
	Anti-Latino hate speech has remained the same	21.5%	19.4%	21.4%
	Anti-Latino hate speech has declined	2.7%	1.1%	1.4%
	I don't think this is an important issue	3.2%	3.2%	1.4%
	Don't know	3.7%	1.1%	*
	Not sure	.5%	2.2%	1.4%
Total		100.0%	100.0%	100.0%

Overall, there is a consensus of all three groups of Latino opinion leaders that anti-Latino and anti-immigrant hate speech is pervasive, growing and harmful to their community.

Media Usage and Assessment

Media Usage. Asked which type of media they rely on for most of their information on the current Presidential election, the Latino opinion leaders pointed primarily to broadcast television news in English (52 percent), cable television news in English (51 percent) and online newspapers in English (50 percent). They were asked to identify as many as apply. They displayed much less use

of Spanish-language and social media for this purpose. This indicates reliance by Latino opinion leaders on what can broadly be called the traditional or mainstream corporate media.



Helping Participation? The Latino opinion leaders were also asked to rate the media in general in providing adequate news and information to help Latino viewers engage in our democracy. While very few thought English-language media did a “good” or “excellent job” in this regard (only 3-4 percent), a larger percentage thought Spanish-language media did better (23-35 percent). This could be the result in large part of the advocacy-style journalism that Spanish-language media has assumed as part of the controversial immigration debate, [as exemplified by Univision’s Jorge Ramos](#).

Latino Opinion Leaders (August 2016)				
How would you rate English-language media in general in providing adequate news and information to help Latino viewers engage in our democracy?				
		Puerto Rican	Mexican	Other Latinos
	Does an excellent job	*	1.1%	*
	Does a good job	4.1%	2.2%	2.9%
	Does a fair job	17.9%	19.4%	14.3%
	Does a poor job	76.6%	77.4%	80.0%
	I don't use English-language media much	*	*	1.4%
	Not sure	1.4%	*	1.4%
Total		100.0%	100.0%	100.0%

Most Frequent Latino Political News. The media type used most frequently by the Latino opinion leaders for news on Latino political issues were an internet site in English (24-26 percent) and English language television (13-20 percent). They generally relied much less on Spanish-language media.

Latino Opinion Leaders (August 2016)				
Which news and information source do you use most frequently to help you stay well informed of political issues that are important to you as a Hispanic/Latino is (select only one)				
		Puerto Rican	Mexican	Other Latinos
	A local English-language newspaper	11.4%	14.0%	5.7%
	A local Spanish-language newspaper	3.7%	3.2%	1.4%
	An Internet site in English	24.2%	24.7%	25.7%
	An Internet site in Spanish	5.9%	*	1.4%
	English-language radio	2.7%	6.5%	2.9%
	English-language television	13.2%	17.2%	20.0%
	Social media in English	9.1%	8.6%	10.0%
	Social media in Spanish	3.2%	1.1%	*
	Spanish-language radio	.5%	*	1.4%
	Spanish-language television	6.4%	5.4%	10.0%
	Other	18.7%	18.3%	20.0%
	Not sure	.9%	1.1%	1.4%
Total		100.0%	100.0%	100.0%

English-language Media on Latino Issues. Asked whether they thought local English-language language newspapers helped them understand Latino issues, large majorities of all three groups of

Latino opinion leaders indicated in the negative that they “somewhat” or “strongly disagree” (51-61 percent).

Latino Opinion Leaders (August 2016)				
How would you rate English-language media in general in providing adequate news and information to help Latino viewers engage in our democracy?				
		Puerto Rican	Mexican	Other Latinos
	Does an excellent job	*	1.1%	*
	Does a good job	4.1%	2.2%	2.9%
	Does a fair job	17.9%	19.4%	14.3%
	Does a poor job	76.6%	77.4%	80.0%
	I don't use English-language media much	*	*	1.4%
	Not sure	1.4%	*	1.4%
Total		100.0%	100.0%	100.0%

When asked the same question about local English-language television stations, you got even more negative results. From 67-72 percent indicated that they “somewhat” or “strongly disagree.”

Latino Opinion Leaders (August 2016)				
Do the local English-language TV station(s) in your city help(s) me understand issues that are important for Latinos/Hispanics in the upcoming elections?				
		Puerto Rican	Mexican	Other Latinos
	Strongly agree	1.8%	1.1%	2.9%
	Somewhat agree	21.7%	22.6%	20.0%
	Somewhat disagree	26.3%	25.8%	24.3%
	Strongly disagree	45.2%	46.2%	42.9%
	Don't know	3.2%	3.2%	1.4%
	Not sure	1.8%	1.1%	8.6%
Total		100.0%	100.0%	100.0%

Covering Latino Candidates. The Latino opinion leaders did not give high marks to both local English- and Spanish-language media in their coverage and treatment of Latino candidates running for political office. They were, however, more positive about Spanish-language media in this regard with from 43-51 percent “somewhat” and “strongly” agreeing was helpful in this regard, compared to from 24-27 percent for English-language media.

Latino Opinion Leaders (August 2016)				
Do the local English-language media in your city do a good job in their coverage and treatment of Latino candidates running for political office?				
		Puerto Rican	Mexican	Other Latinos
	Strongly agree	2.7%	3.2%	4.4%
	Somewhat agree	21.0%	23.7%	20.6%
	Somewhat disagree	25.6%	26.9%	26.5%
	Strongly disagree	43.8%	38.7%	38.2%
	Don't know	5.5%	5.4%	1.5%
	Not sure	1.4%	2.2%	8.8%
Total		100.0%	100.0%	100.0%

Latino Opinion Leaders (August 2016)				
Do the local Spanish-language media in your city do a good job in their coverage and treatment of Latino candidates running for political office?				
		Puerto Rican	Mexican	Other Latinos
	Strongly agree	7.3%	14.1%	7.2%
	Somewhat agree	35.3%	37.0%	39.1%
	Somewhat disagree	21.1%	19.6%	14.5%
	Strongly disagree	15.1%	8.7%	24.6%
	Don't know	17.4%	18.5%	8.7%
	Not sure	3.7%	2.2%	5.8%
Total		100.0%	100.0%	100.0%