LATINO MEDIA SURVEY

PRINCETON SURVEY RESEARCH ASSOCIATES FOR
THE KAISER FAMILY FOUNDATION

FINAL TOPLINE
May 19, 1998

Total Sample: 2,006 Hispanic adults, age 18 years or older
Margin of error: Plus or minus 4 percentage points

Total New York City Metropolitan Area: 500 Hispanic adults
Margin of error: Plus or minus 7 percentage points

Total Miami Metropolitan Area: 506 Hispanic adults
Margin of error: Plus or minus 5 percentage points

Total Los Angeles Metropolitan Area: 500 Hispanic adults
Margin of error: Plus or minus 6 percentage points

Dates of interviewing: February 23-April 12, 1998

INTRODUCTION: Hello, my name is _____ and I'm calling for Princeton Survey Research. I'd like to ask a few questions of the YOUNGEST MALE age 18 or older, who is now at home. **(IF NO MALE AT HOME NOW:** Then, may I speak with the OLDEST FEMALE age 18 or older who is now at home**) (REPEAT INTRODUCTION IF RESPONDENT DID NOT ANSWER THE TELEPHONE**). We're calling people across the country to get their opinions about important issues in the news that might affect them personally. . .

SCREENING INTERVIEW:

S2. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

S3. Is your background mainly Mexican, Puerto Rican, Cuban, Dominican, or some other Hispanic or Latino nationality? **PROBE BEFORE ACCEPTING "MIXED" OR A NON-HISPANIC NATIONALITY:** What ONE Hispanic or Latino nationality group do you MOST identify with?

Total	NYC metro	Miami metro	L.A. metro	
61	5	1	75	Mexican
11	42	7	2	Puerto Rican
5	3	56	1	Cuban
4	22	5	0	Dominican
3	10	6	*	Total South American
5	2	8	10	Total Central American
10	16	17	11	Other/Mixed
1	*	*	1	Don't know/Refused
100	100	100	100	

S4. We're giving people a choice of being interviewed in English or in Spanish. Would you like to continue in English, or would you rather be interviewed in Spanish?

Total	NYC metro	Miami metro	L.A. metro	
57	45	41	50	English
42	54	59	49	Spanish
1	1	*	1	Doesn't matter/No preference **(VOL.)**
0	0	0	0	Don't know/Refused
100	100	100	100	

MAIN INTERVIEW:

D1.   RECORD RESPONDENT'S SEX:

	NYC metro	Miami metro	L.A. metro	
Total				
48	47	47	46	Male
52	53	53	54	Female
100	100	100	100	

2.   I'm going to name some different HEALTH CARE problems people have. As I read each one, tell me if you think it is a BIG problem for Hispanics in your area, a SMALL problem, or NOT a problem. (First,) what about... **(INSERT--READ AND ROTATE)**? **READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:** Is this a big problem, a small problem, or not a problem for Hispanics in your area?

		Big problem	Small problem	Not a problem	DK	
a.	Being able to get health insurance coverage to help pay medical expenses…					
	National:	64	19	13	4	=100
	NYC metro:	68	14	14	4	=100
	Miami metro:	65	16	15	4	=100
	L.A. metro:	71	15	11	3	=100
b.	Being able to afford the cost of necessary medical care…					
	National:	71	15	10	4	=100
	NYC metro:	76	13	7	4	=100
	Miami metro:	71	15	10	4	=100
	L.A. metro:	69	16	12	3	=100
c.	The poor and elderly not getting enough help from government programs like Medicare and Medicaid (Medi-Cal) to pay medical bills…					
	National:	66	18	9	7	=100
	NYC metro:	77	14	5	4	=100
	Miami metro:	66	15	13	6	=100
	L.A. metro:	71	14	11	4	=100

d. Having enough good doctors and places
nearby to get health care…

National:	39	25	33	3	=100
NYC metro:	50	24	22	4	=100
Miami metro:	41	18	39	2	=100
L.A. metro:	46	24	28	2	=100

e. Having difficulty getting necessary medical
care because of not being able to speak or
read English well enough…

National:	58	23	16	3	=100
NYC metro:	73	18	8	1	=100
Miami metro:	48	18	31	3	=100
L.A. metro:	63	22	14	1	=100

3.   We'd also like to know how much Hispanics in your area are being affected by some different illnesses and other health problems. (First,) what about... **(INSERT--READ AND ROTATE)**? **READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:** Is this a big problem, a small problem, or not a problem for Hispanics in your area?

			Big problem	Small problem	Not a problem	DK	
a.	Diabetes…	National:	64	21	7	8	=100
		NYC metro:	73	17	3	7	=100
		Miami metro:	62	22	6	10	=100
		L.A. metro:	63	22	8	7	=100
b.	Alcoholism…	National:	71	18	6	5	=100
		NYC metro:	75	16	3	6	=100
		Miami metro:	64	21	9	6	=100
		L.A. metro:	75	16	5	4	=100
c.	Drug addiction…	National:	69	19	6	6	=100
		NYC metro:	83	11	1	5	=100
		Miami metro:	72	14	7	7	=100
		L.A. metro:	76	16	6	2	=100
d.	Smoking and tobacco-related illnesses… National:		64	23	6	7	=100
		NYC metro:	83	11	3	3	=100
		Miami metro:	76	15	5	4	=100
		L.A. metro:	68	21	7	4	=100
f.	Illnesses from toxic chemicals in the workplace…	National:	39	26	24	11	=100
		NYC metro:	47	20	20	13	=100
		Miami metro:	42	20	25	13	=100
		L.A. metro:	47	26	18	9	=100
g.	Heart disease, including high blood pressure…	National:	57	23	9	11	=100
		NYC metro:	72	18	4	6	=100
		Miami metro:	69	20	4	7	=100
		L.A. metro:	56	24	10	10	=100

Items g-h always asked as a pair, in order:

g.	Cancer in general…	National:	56	25	8	11 =100
		NYC metro:	64	22	4	10 =100
		Miami metro:	72	15	6	7 =100
		L.A. metro:	62	17	10	11 =100

		Big problem	Small problem	Not a problem	DK
h.	Breast cancer and cervical cancer…				
	National:	47	27	10	16 =100
	NYC metro:	58	24	4	14 =100
	Miami metro:	58	20	6	16 =100
	L.A. metro:	55	23	11	11 =100

Items i-k always asked last, in order:

h. AIDS or H-I-V, the virus that causes AIDS…

	Big problem	Small problem	Not a problem	DK
National:	53	24	11	12 =100
NYC metro:	77	13	2	8 =100
Miami metro:	70	16	6	8 =100
L.A. metro:	65	18	8	9 =100

i. Sexually transmitted diseases other than AIDS…

National:	51	26	11	12 =100
NYC metro:	71	15	4	10 =100
Miami metro:	61	21	8	10 =100
L.A. metro:	59	25	10	6 =100

k. Unplanned teenage pregnancies…

National:	80	12	4	4 =100
NYC metro:	85	8	2	5 =100
Miami metro:	74	15	6	5 =100
L.A. metro:	82	11	6	1 =100

4. As you may know, some people are at greater risk than other people of having certain illnesses and other health problems. Please tell me whether you think HISPANICS are more likely than others to have each of the following health problems. If you're not sure of an answer, that's okay, just say so. What about... **(INSERT--READ AND ROTATE)**? **READ FOR FIRST ITEM AND THEN REPEAT AS NECESSARY:** (As far as you know), are Hispanics more likely to have this health problem, or not?

			Yes	No	DK/Ref.	
a.	Diabetes…	National:	69	18	13	=100
		NYC metro:	68	19	13	=100
		Miami metro:	60	22	18	=100
		L.A. metro:	68	18	14	=100
b.	Breast cancer and cervical cancer…	National:	43	31	26	=100
		NYC metro:	47	29	24	=100
		Miami metro:	39	32	29	=100
		L.A. metro:	50	31	19	=100
c.	High blood pressure…	National:	69	18	13	=100
		NYC metro:	74	17	9	=100
		Miami metro:	70	16	14	=100
		L.A. metro:	68	20	12	=100
d.	Tuberculosis or T-B…	National:	41	35	24	=100
		NYC metro:	46	31	23	=100
		Miami metro:	38	39	23	=100
		L.A. metro:	51	30	19	=100
e.	Asthma…	National:	48	35	17	=100
		NYC metro:	69	20	11	=100
		Miami metro:	43	37	20	=100
		L.A. metro:	45	38	17	=100
f.	Pneumonia…	National:	37	39	24	=100
		NYC metro:	42	37	21	=100
		Miami metro:	34	42	24	=100
		L.A. metro:	36	42	22	=100

Items g-i always asked last, in order:
g. AIDS or H-I-V…

		Yes	No	DK/Ref.	
	National:	43	37	20	=100
	NYC metro:	61	24	15	=100
	Miami metro:	53	30	17	=100
	L.A. metro:	49	32	19	=100

		Yes	No	DK/Ref.	
h.	Sexually transmitted diseases other than H-I-V…				
	National:	49	31	20	=100
	NYC metro:	61	26	13	=100
	Miami metro:	53	29	18	=100
i.	Unplanned teenage pregnancies…				
	National:	73	20	7	=100
	NYC metro:	76	18	6	=100
	Miami metro:	67	23	10	=100
	L.A. metro:	83	11	6	=100

5. We'd like to know whether you and your family have been getting all the information you need about health and health care . . . Have you and your family been getting all the information you need about…**(INSERT--READ AND ROTATE)**, or not?

		Yes, get info.	No, need info.	NA[1] (vol.)	DK/ Ref.	
a.	Changes in government policies and the health care industry that might affect your health care or health insurance…					
	National:	39	59	1	1	=100
	NYC metro:	34	63	1	2	=100
	Miami metro:	41	57	0	2	=100
	L.A. metro:	37	61	0	2	=100
b.	Medicare, the government program that helps pay medical bills for people over age 65 and the disabled…					
	National:	40	54	3	3	=100
	NYC metro:	38	57	2	3	=100
	Miami metro:	45	48	3	4	=100
	L.A. metro:	34	62	2	2	=100

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[1] Item does not apply or respondent volunteers that they have no need for such information.

Q. 5, continued

		Yes, get info.	No, need info.	NA[2] (vol.)	DK/ Ref.	
c.	Medicaid (Medi-Cal), the government program that helps pay medical bills for people with low-incomes…					
	National:	44	50	3	3	=100
	NYC metro:	45	52	2	1	=100
	Miami metro:	44	52	1	3	=100
	L.A. metro:	45	50	3	2	=100
d.	How often women should get mammograms to test for breast cancer and pap smears to test for cervical cancer…					
	National:	62	34	1	3	=100
	NYC metro:	58	39	1	2	=100
	Miami metro:	68	29	1	2	=100
	L.A. metro:	65	34	*	1	=100
e.	Illnesses and medical conditions that are more likely to affect Hispanics…					
	National:	39	58	1	2	=100
	NYC metro:	39	58	1	2	=100
	Miami metro:	43	55	*	2	=100
	L.A. metro:	39	59	*	2	=100
f.	Steps that families can take to prevent illnesses…					
	National:	48	51	*	1	=100
	NYC metro:	42	57	*	1	=100
	Miami metro:	51	47	*	2	=100
	L.A. metro:	47	52	*	1	=100
g.	Birth control methods, how to use them, and how effective they are in preventing pregnancy…					
	National:	59	35	4	2	=100
	NYC metro:	52	42	5	1	=100
	Miami metro:	60	34	4	2	=100
	L.A. metro:	58	38	3	1	=100

Continued

Q. 5, continued

	Yes, get	No, need	NA[3]	DK/

[2] Item does not apply or respondent volunteers that they have no need for such information.

[3] Item does not apply or respondent volunteers that they have no need for such information.

		info.	info.	(vol.)	Ref.	
h.	How to talk with children about topics such as sexuality, AIDS, violence or drugs…					
	National:	54	42	3	1	=100
	NYC metro:	47	50	2	1	=100
	Miami metro:	59	37	3	1	=100
	L.A. metro:	51	46	3	*	=100
i.	How diet and nutrition can affect people's health…					
	National:	61	39	*	*	=100
	NYC metro:	58	41	1	*	=100
	Miami metro:	67	33	*	*	=100
	L.A. metro:	57	42	*	1	=100
j.	Where people who don't have health insurance can go for health care…					
	National:	39	59	1	1	=100
	NYC metro:	35	61	3	1	=100
	Miami metro:	37	58	1	4	=100
	L.A. metro:	37	60	1	2	=100

Items k-l Always asked as a pair, in order:

		info.	info.	(vol.)	Ref.	
k.	Testing, treatment and prevention of H-I-V, the virus that causes AIDS…					
	National:	52	46	1	1	=100
	NYC metro:	57	41	1	1	=100
	Miami metro:	56	43	*	1	=100
	L.A. metro:	47	50	1	2	=100
l.	Sexually transmitted diseases other than H-I-V, and how to prevent them…					
	National:	55	43	1	1	=100
	NYC metro:	54	45	1	*	=100
	Miami metro:	57	41	1	1	=100
	L.A. metro:	53	46	*	1	=100

6.   We'd also like to know WHERE you have been getting information about health and health care. Over the past year or so, did you get ANY information about health or health care from...**(INSERT--READ AND ROTATE)** or not?

			Yes	No	DK/Ref.	
a.	Television…	National:	80	20	*	=100
		NYC metro:	78	22	0	=100
		Miami metro:	86	14	0	=100
		L.A. metro:	73	27	*	=100
b.	Radio…	National:	55	44	1	=100
		NYC metro:	59	40	1	=100
		Miami metro:	53	46	1	=100
		L.A. metro:	54	45	1	=100
c.	Newspapers…	National:	59	41	*	=100
		NYC metro:	57	42	1	=100
		Miami metro:	64	36	*	=100
		L.A. metro:	53	47	*	=100
d.	Magazines…	National:	58	41	1	=100
		NYC metro:	59	41	*	=100
		Miami metro:	64	36	*	=100
		L.A. metro:	57	43	*	=100
e.	Street signs, flyers or billboards, including advertisements on public transportation…	National:	48	51	1	=100
		NYC metro:	60	40	*	=100
		Miami metro:	54	45	1	=100
		L.A. metro:	51	48	1	=100
f.	Your employer, that is, through your job…	National:	45	55	*	=100
		NYC metro:	40	60	*	=100
		Miami metro:	42	58	*	=100
		L.A. metro:	44	56	*	=100

Continued

Q. 6, continued

		Yes, get info.	No, need info.	NA[4] (vol.)	DK/ Ref.
g.	Your church or place of worship…				
	National:	40	59	1	=100
	NYC metro:	42	58	*	=100
	Miami metro:	43	56	1	=100
	L.A. metro:	38	61	1	=100

		Yes	No	DK/Ref.	
h.	Your doctor, another health care provider, or a health clinic…				
	National:	75	25	*	=100
	NYC metro:	74	26	*	=100
	Miami metro:	71	29	0	=100
	L.A. metro:	71	28	1	=100
i.	A spiritual advisor or curandero…				
	National:	12	87	1	=100
	NYC metro:	10	90	*	=100
	Miami metro:	13	87	*	=100
	L.A. metro:	8	91	1	=100

Items j-k always asked as a pair, in order:

		Yes	No	DK/Ref.	
i.	Your (husband/wife) or other family members…				
	National:	46	53	1	=100
	NYC metro:	36	63	1	=100
	Miami metro:	46	53	1	=100
	L.A. metro:	43	56	1	=100
k.	Friends				
	National	50	50	*	=100
	NYC metro:	45	55	*	=100
	Miami metro:	53	47	*	=100
	L.A. metro:	45	54	1	=100

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[4] Item does not apply or respondent volunteers that they have no need for such information.

7. What was your MOST important source of information about health and health care over the past year? Was it... **(READ APPROPRIATE RESPONSES FROM Q.6)**

Total	NYC metro	Miami metro	L.A. metro	
31	32	45	25	Television
3	5	4	5	Radio
4	3	4	3	Newspapers
8	7	9	10	Magazines
1	3	1	2	Street signs, flyers, or billboards
9	8	5	7	Your employer
3	2	1	5	Your church or place of worship
27	28	20	31	Your doctor, another health care provider, or a health clinic
1	*	0	0	A spiritual advisor or curandero
5	3	4	4	Your (husband/wife) or other family members
2	2	2	2	Friends
3	3	3	3	**(DO NOT READ)** Other source
2	2	1		No source used for health information in past year
1	2	1	3	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

8. How much information about health and health care did you get from TELEVISION over the past year... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
35	39	48	31	A LOT of information, OR
38	33	29	32	A LITTLE information?
6	6	7	8	**(VOL.)** Some information
20	22	14	27	No information
1	*	2	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

9.   Did you get MORE of this information from watching...**(READ)**:

	NYC	Miami	L.A.	
Total	metro	metro	metro	
27	28	39	27	Spanish-language TV, OR...
40	33	29	30	English-language TV?
13	17	17	15	**(VOL.)** Both equally
20	22	14	27	No health information from TV
*	*	1	1	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

10.   How much information about health and health care did you get from RADIO over the past year... **(READ)**

	NYC	Miami	L.A.	
Total	metro	metro	metro	
13	20	20	12	A LOT of information, OR
38	36	28	37	A LITTLE information?
3	2	3	3	**(VOL.)** Some information
44	40	47	45	No information
2	2	2	3	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

11.   Did you get MORE of this information from listening to...**(READ)**:

	NYC	Miami	L.A.	
Total	metro	metro	metro	
26	35	32	30	Spanish-language radio or radio specifically for Hispanics, OR...
23	18	13	19	English-language radio that is NOT specifically for Hispanics?
5	4	6	4	**(VOL.)** Both equally
44	40	46	45	No health information from radio
2	3	3	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

12.   How much information about health and health care did you get from NEWSPAPERS over the past year... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
23	23	28	20	A LOT of information, OR
32	30	30	30	A LITTLE information?
3	2	4	1	**(VOL.)** Some information
41	43	36	47	No information
1	2	2	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

13.   Did you get MORE of this information from reading...**(READ)**

Total	NYC metro	Miami metro	L.A. metro	
16	20	26	18	Spanish-language newspapers or newspapers specifically for Hispanics, OR...
38	29	26	28	English-language newspapers that are NOT specifically for Hispanics?
4	5	10	6	**(VOL.)** Both equally
41	43	36	47	No health information from newspapers
1	3	2	1	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

14.   How much information about health and health care did you get from MAGAZINES over the past year... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
25	29	32	22	A LOT of information, OR
30	26	28	32	A LITTLE information?
2	1	4	1	**(VOL.)** Some information
41	40	35	43	No information
2	4	1	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

15.   Did you get MORE of this information from reading...**(READ)**:

Total	NYC metro	Miami metro	L.A. metro	
16	23	29	21	Spanish-language magazines or magazines specifically for Hispanics,OR...
38	31	28	29	English-language magazines that are NOT specifically for Hispanics?
3	4	7	5	**(VOL.)** Both equally
41	40	35	43	No health information from magazines
2	2	1	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

16.   We'd like to know if you think TV, radio, newspapers, magazines, and other media are doing enough stories about certain health issues . . . Are the media YOU USE MOST OFTEN doing enough stories about... **(INSERT RELEVANT ITEMS FROM Q.5, IN SAME ORDER R HEARD IN Q.5)**?/Are they doing enough stories about...

NOTE: Each item is based on those who say they need more information about the same item in question 5.

		Yes, doing enough	Not doing enough	DK/ Ref.		N
a.	Changes in government policies and the health care industry that might affect your health care or health insurance…					
	National:	34	62	4	=100	(1188)
	NYC metro:	42	53	5	=100	(315)
	Miami metro:	29	64	7	=100	(288)
	L.A. metro:	29	66	5	=100	(296)
b.	Medicare, the government program that helps pay medical bills for people over age 65 and the disabled…					
	National:	21	74	5	=100	(1100)
	NYC metro:	33	63	4	=100	(287)
	Miami metro:	26	67	7	=100	(243)
	L.A. metro:	22	72	6	=100	(306)

Q. 16, continued

		Yes, doing enough	Not doing enough	DK/ Ref.		N
c.	Medicaid (Medi-Cal), the government program that helps pay medical bills for people with low-incomes…					
	National:	21	75	4	=100	(1014)
	NYC metro:	24	71	5	=100	(256)
	Miami metro:	24	69	7	=100	(264)
	L.A. metro:	22	73	5	=100	(250)
d.	How often women should get mammograms to test for breast cancer and pap smears to test for cervical cancer…					
	National:	37	63	*	=100	(274)
	NYC metro:	43	57	0	=100	(88)
	Miami metro:	37	62	1	=100	(57)
	L.A. metro:	37	62	1	=100	(62)
e.	Illnesses and medical conditions that are more likely to affect Hispanics…					
	National:	27	69	4	=100	(1141)
	NYC metro:	34	63	3	=100	(295)
	Miami metro:	35	61	5	=100	(274)
	L.A. metro:	25	70	5	=100	(282)
f.	Steps that families can take to prevent illnesses…					
	National:	34	63	4	=100	(1008)
	NYC metro:	40	56	4	=100	(281)
	Miami metro:	37	61	2	=100	(234)
	L.A. metro:	32	62	6	=100	(246)

Continued

Q. 16, continued

		Yes, doing enough	Not doing enough	DK/ Ref.		N
g.	Birth control methods, how to use them, and how effective they are in preventing pregnancy…					
	National:	25	71	4	=100	(352)
	NYC metro:	34	58	8	=100	(113)
	Miami metro:	40	53	7	=100	(86)
	L.A. metro:	28	65	7	=100	(76)
h.	How to talk with children about topics such as sexuality, AIDS, violence or drugs…					
	National:	28	69	3	=100	(859)
	NYC metro:	40	57	3	=100	(253)
	Miami metro:	34	63	3	=100	(186)
	L.A. metro:	30	67	3	=100	(216)
i.	How diet and nutrition can affect people's health…					
	National:	39	59	2	=100	(747)
	NYC metro:	44	55	1	=100	(210)
	Miami metro:	48	50	2	=100	(163)
	L.A. metro:	43	54	3	=100	(192)
j.	Where people who don't have health insurance can go for health care…					
	National:	19	76	5	=100	(1179)
	NYC metro:	25	69	6	=100	(311)
	Miami metro:	19	79	2	=100	(298)
	L.A. metro:	22	74	4	=100	(278)

Items k-l Always asked as a pair, in order:

		Yes, doing enough	Not doing enough	DK/ Ref.		N
k.	Testing, treatment and prevention of H-I-V, the virus that causes AIDS...					
	National:	40	54	6	=100	(877)
	NYC metro:	35	56	9	=100	(212)
	Miami metro:	48	48	4	=100	(215)
	L.A. metro:	38	56	6	=100	(230)
l.	Sexually transmitted diseases other than H-I-V, and how to prevent them…					
	National:	35	62	3	=100	(858)
	NYC metro:	42	54	4	=100	(231)
	Miami metro:	39	57	4	=100	(211)
	L.A. metro:	30	69	1	=100	(214)

NOTE: RANDOM ONE-HALF OF SAMPLE ASKED Q.17-22 IN SEQUENTIAL ORDER; OTHER ONE-HALF ASKED Q.20-22 FOLLOWED BY Q.17-19.

17.   Now I'd like your opinion of the way the HISPANIC MEDIA covers health and health care. By Hispanic media, I mean Spanish-language TV, radio, newspapers, magazines, and other media specifically for Hispanics. Do you think the Hispanic media are doing a good job or a bad job of telling you and your family what you need to know about health and health care?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
54	61	59	54	Good job
17	17	20	20	Bad job
8	7	8	12	**(VOL.)** Mixed/Some good, some bad
21	15	13	14	Don't know/Refused
100	100	100	100	

18.   Are the Hispanic media doing enough stories about the health and health care issues that are most important to you and your family, or not?

NYC	Miami	L.A.		
Total	metro	metro	metro	
44	51	53	42	Doing enough stories
36	35	33	41	Not enough stories
20	14	14	17	Don't know/Refused
100	100	100	100	

19. When the Hispanic media cover important health issues... **(ROTATE ORDER OF a-c)**

a. Is their reporting usually accurate or is it often inaccurate?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
60	63	67	57	Accurate
15	17	15	21	Inaccurate
25	20	18	22	Don't know/Refused
100	100	100	100	

b. Is their reporting usually clear and easy to understand or is it often confusing and hard to follow?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
56	62	70	55	Clear and easy to understand
24	24	18	27	Often confusing and hard to follow
20	14	12	18	Don't know/Refused
100	100	100	100	

c. Does their reporting usually go into enough detail, or is there NOT enough detail?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
44	51	55	37	Enough detail
36	33	32	46	Not enough detail
20	16	13	17	Don't know/Refused
100	100	100	100	

20. Now I'd like your opinion of the way the GENERAL MEDIA covers health and health care. By general media, I mean English-language TV, radio, newspapers, and other media that is NOT specifically for Hispanics. Do you think the general media are doing a good job or a bad job of telling you and your family what you need to know about health and health care?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
59	58	56	57	Good job
24	29	20	27	Bad job
10	6	11	9	**(VOL.)** Mixed/Some good, some bad
7	7	13	7	Don't know/Refused
100	100	100	100	

21.   Are the general media doing enough stories about the health and health care issues that are most important to you and your family, or not?

Total	NYC metro	Miami metro	L.A. metro	
50	50	47	48	Doing enough stories
42	43	39	43	Not enough stories
8	7	14	9	Don't know/Refused
100	100	100	100	

22.   When the general media cover important health issues... **(ROTATE ORDER OF a-c)**

a.   Is their reporting usually accurate or is it often inaccurate?

Total	NYC metro	Miami metro	L.A. metro	
67	60	64	65	Accurate
17	20	14	20	Inaccurate
16	20	22	15	Don't know/Refused
100	100	100	100	

b.   Is their reporting usually clear and easy to understand or is it often confusing and hard to follow?

Total	NYC metro	Miami metro	L.A. metro	
61	60	64	57	Clear and easy to understand
32	32	23	33	Often confusing and hard to follow
7	8	13	10	Don't know/Refused
100	100	100	100	

c.   Does their reporting usually go into enough detail, or is there NOT enough detail?

Total	NYC metro	Miami metro	L.A. metro	
45	45	51	41	Enough detail
45	45	35	51	Not enough detail
10	10	14	8	Don't know/Refused
100	100	100	100	

23. When you HAVE TO use the media to get information about health and health care, do you usually prefer to use the Hispanic media or the general media?

Total	NYC metro	Miami metro	L.A. metro	
33	37	43	39	Hispanic media
60	56	48	52	General media
4	4	5	5	**(VOL.)** It depends
1	2	2	2	Both Equally
*	*	*	1	Other
2	1	2	1	Don't know/Refused
100	100	100	100	

24. Do you usually prefer to get health information from... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
50	46	58	44	Television
6	8	6	8	Radio
10	12	9	12	Newspapers, OR
24	26	18	22	Magazines?
3	3	4	4	**(VOL.)** It depends
2	1	2	4	Doctror's office/Health care provider
3	3	*	4	Other
2	1	3	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

25. Now I have a few questions about your own health care... Are you, yourself, now covered by any form of health insurance or health plan?

Total	NYC metro	Miami metro	L.A. metro	
66	62	68	59	Yes
33	37	31	41	No
1	1	1	*	Don't know/Refused
100	100	100	100	

26.   Are you, yourself, now covered by Medicare, the government program that pays health care bills for people over 65 and the disabled?

Total	NYC metro	Miami metro	L.A. metro	
11	12	18	6	Yes
88	87	80	93	No
1	1	2	1	Don't know/Refused
100	100	100	100	

27.   Are you, yourself, now covered by Medicaid (Medi-Cal) or public assistance?

Total	NYC metro	Miami metro	L.A. metro	
18	29	15	14	Yes
81	70	84	85	No
1	1	1	1	Don't know/Refused
100	100	100	100	

28.   Do you, or does someone in your family, have a spiritual advisor or curandero?

Total	NYC metro	Miami metro	L.A. metro	
16	10	20	9	Yes
83	89	80	90	No
1	1	*	1	Don't know/Refused
100	100	100	100	

29.   Now I have a few questions about WHERE YOU GET YOUR NEWS -- ALL KINDS OF NEWS, not just news about health or health care. Do you get your news MAINLY from... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
39	44	54	44	Spanish-language TV, radio, newspapers or other media specifically for Hispanics OR mainly from...
52	42	34	42	English-language media that is NOT specifically for Hispanics?
6	10	7	7	**(VOL.)** It depends
2	3	4	4	Both Equally
*	0	*	1	**(VOL.)** Other
1	1	1	2	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

30. Please tell me how often you, yourself, use each of the following Spanish-language media and other media specifically for Hispanics. How often do you...**(INSERT--READ AND ROTATE)**? Regularly, sometimes, hardly ever, or never?

		Regularly	Some-times	Hardly ever	Never	DK/ Ref.	
Items a-b always rotated as a pair, in order:							
a.	Watch NATIONAL TV news on						
	a Univision or Telemundo station...National:	49	22	11	18	*	=100
	NYC metro:	58	21	10	10	1	=100
	Miami metro:	65	17	9	9	0	=100
	L.A. metro:	57	23	8	12	*	=100
b.	Watch LOCAL TV news on a						
	Univision or Telemundo station...National:	51	20	11	18	*	=100
	NYC metro:	59	22	10	8	1	=100
	Miami metro:	65	17	8	10	*	=100
	L.A. metro:	56	24	9	11	*	=100
c.	Listen to Hispanic radio news or						
	radio news talk shows	35	25	18	22	*	=100
	NYC metro:	42	30	15	13	*	=100
	Miami metro:	45	21	14	20	*	=100
	L.A. metro:	36	24	18	22	*	=100
Items d-e always rotated as a pair, in order:							
d.	Read a Hispanic DAILY						
	newspaper... National:	17	23	24	36	*	=100
	NYC metro:	18	33	21	28	0	=100
	Miami metro:	35	23	16	25	1	=100
	L.A. metro:	22	28	22	28	*	=100
e.	Read a Hispanic WEEKLY OR						
	BIWEEKLY newspaper... National:	17	22	21	40	*	=100
	NYC metro:	21	27	20	32	*	=100
	Miami metro:	31	20	15	34	0	=100
	L.A. metro:	19	24	20	37	*	=100
Items f-h always rotated as a group, in order:							
f.	Read Hispanic NEWS magazines...National:	17	25	23	35	*	=100
	NYC metro:	17	32	23	28	*	=100
	Miami metro:	28	23	18	31	*	=100
	L.A. metro:	20	28	23	28	1	=100

		Regularly	Some-times	Hardly ever	Never	DK/ Ref.	
f.	Read Hispanic WOMEN'S magazines…						
	National:	10	18	19	52	1	=100
	NYC metro:	9	26	19	46	0	=100
	Miami metro:	19	20	14	47	*	=100
	L.A. metro:	13	19	21	47	*	=100
g.	Read OTHER Hispanic magazines…						
	National:	14	25	21	39	1	=100
	NYC metro:	15	27	26	32	0	=100
	Miami metro:	25	22	18	35	*	=100
	L.A. metro:	14	30	23	33	*	=100

31.   Now I'd like to know how often you, yourself, use each of the following general media that
        are NOT specifically for Hispanics. How often do you…**(INSERT--READ AND
        ROTATE)**? Regularly, sometimes, hardly ever, or never?

		Regularly	Some-times	Hardly ever	Never	DK/ Ref.
Items a-b always rotated as a pair, in order:						
a.	Watch NATIONAL TV news in					
	English… National:	25	7	12	1	=100
	NYC metro:	52	31	5	12	* =100
	Miami metro:	49	26	5	17	3 =100
	L.A. metro:	50	32	9	9	* =100
b.	Watch LOCAL TV news in English…National:	58	22	7	13	* =100
	NYC metro:	52	31	5	12	0 =100
	Miami metro:	48	25	7	16	4 =100
	L.A. metro:	52	28	8	11	1 =100
b.	Listen to radio news or radio news talk shows that are NOT specifically					
	for Hispanics… National:	34	25	15	25	1 =100
	NYC metro:	31	28	16	25	0 =100
	Miami metro:	28	23	17	29	3 =100
	L.A. metro:	30	25	18	26	1 =100
c.	Read a DAILY newspaper that is NOT specifically for Hispanics…	38	26	13	23	* =100
	NYC metro:	36	27	13	24	* =100
	Miami metro:	34	23	14	26	3 =100
	L.A. metro:	27	32	17	24	* =100
d.	Read an English-language news magazine, like *Time* or *Newsweek*… National:	21	30	17	31	1 =100
	NYC metro:	22	35	11	32	0 =100
	Miami metro:	27	25	13	32	3 =100
	L.A. metro:	20	32	18	30	* =100
e.	Read English-language women's Magazines such as *Glamour* or					
	Family Circle… National:	14	20	17	48	1 =100
	NYC metro:	11	21	16	52	* =100
	Miami metro:	17	19	9	52	3 =100
	L.A. metro:	11	19	21	48	1 =100
f.	Read English-language magazines about health and fitness such as *Self*					
	or *Men's Health*… National:	21	29	17	33	* =100
	NYC metro:	28	24	17	31	0 =100

Miami metro:	22	24	12	39	3	=100
L.A. metro:	15	30	19	36	*	=100

DEMOGRAPHICS:
Now I have just a few questions so we can describe the kinds of people who participate in this survey...

D2. Are you NOW employed full-time, part-time, are you retired, or are you not employed for pay?

Total	NYC metro	Miami metro	L.A. metro	
56	52	55	50	Full-time
12	10	12	15	Part-time
6	7	12	3	Retired
21	25	16	26	Not employed
2	3	3	2	**(VOL.)** Disabled
3	3	2	3	**(VOL.)** Other (full-time student, homemaker, etc.)
*	*	*	0	Don't know
*	*	0	1	Refused
100	100	100	100	

D3. Are you married, LIVING AS married, divorced, separated, widowed, or have you never been married?

Total	NYC metro	Miami metro	L.A. metro	
51	35	50	49	Married
6	5	6	6	Living as married
8	11	12	7	Divorced
5	12	5	7	Separated
4	5	6	3	Widowed
25	32	21	27	Never been married
*	*	*	*	Don't know
1	*	*	1	Refused
100	100	100	100	

D4. Are you the parent or guardian of any children under 18 now living in your household?

Total	NYC metro	Miami metro	L.A. metro	
53	46	35	56	Yes
47	53	65	44	No
*	0	*	0	Don't know
*	1	0	*	Refused

100   100   100   100

D5. How important would you say religion is in your life... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
70	67	67	69	Very important
20	23	22	19	Fairly important, OR
8	9	10	10	Not very important?
1	1	1	1	**(DO NOT READ)** Don't know
1	*	*	1	**(DO NOT READ)** Refused
100	100	100	100	

D6. What is your religious preference? Are you Protestant, Roman Catholic, Pentecostal, or some other religion?

Total	NYC metro	Miami metro	L.A. metro	
20	13	17	15	Protestant
68	72	70	71	Roman Catholic
5	6	3	4	Pentecostal
2	3	2	3	Other religion
4	4	6	6	**(VOL.)** No religion/Atheist/Agnostic
*	1	1	*	Don't know
1	1	1	1	Refused
100	100	100	100	

D7. What is the LAST grade or class that you COMPLETED in school? **(DO NOT READ)**

Total	NYC metro	Miami metro	L.A. metro	
19	16	15	24	None, or grade 1-8
22	32	19	20	High school incomplete (grades 9-11)
27	21	23	29	High school graduate (grade 12 or GED certificate)
4	4	5	3	Business, technical, or vocational school AFTER high school
19	19	20	14	Some college, no 4-year degree
7	6	13	6	College graduate (B.S., B.A., or other 4-year degree)
2	2	4	3	Post-graduate training or professional schooling after college
*	*	*	*	Don't know
*	*	1	1	Refused
100	100	100	100	

D8.   What is your age?

Total	NYC metro	Miami metro	L.A. metro	
33	35	28	38	18 - 29 years
45	40	35	45	30 - 49 years
13	17	19	10	50 - 64 years
4	5	8	3	65 years or older
5	3	10	4	Refused
100	100	100	100	

D9.   Is there anyone aged 65 years or older NOW living in your household?

Total	NYC metro	Miami metro	L.A. metro	
17	14	28	15	Yes
82	86	72	85	No
*	0	0	*	Don't know
1	*	*	*	Refused
100	100	100	100	

D10.   Where were you born... **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
36	26	13	28	In the United States, near the place you now live
9	4	8	6	Somewhere else in the United States, OR
51	53	78	65	In another country?
4	17	1	*	**(VOL.)** Puerto Rico/Other U.S. territory
0	0	0	0	**(DO NOT READ)** Don't know
*	*	*	1	**(DO NOT READ)** Refused
100	100	100	100	

D11.	How many years have you lived in the United States?

Based on those not born in the United States or a U.S. territory.

	NYC	Miami	L.A.	
Total	metro	metro	metro	
13	18	21	12	5 years or less
25	23	15	22	6 to 10 years
22	20	15	25	11 to 15 years
17	13	16	18	16 to 20 years
15	17	18	18	21 to 30 years
6	5	13	3	31 to 40 years
2	4	2	2	More than 40 years
*	*	0	*	Don't know
*	0	*	*	Refused
100	100	100	100	

(n=8757)

D12.	Were either of your parents born in another country, or were they BOTH born in the United States?

	NYC	Miami	L.A.	
Total	metro	metro	metro	
22	20	17	22	One parent/both parents born in another country
27	27	5	12	Both born in U.S. (including Puerto Rico or other U.S. territory)
51	53	78	65	Self born in another country
*	*	0	*	Don't know
*	*	*	1	Refused
100	100	100	100	

D13.	RECORD LANGUAGE OF INTERVIEW:

	NYC	Miami	L.A.	
Total	metro	metro	metro	
55	45	37	47	All in English
43	50	60	51	All in Spanish
2	5	3	2	Some Spanish/Some English
100	100	100	100	

D14.	Do you speak... **(READ)**

	NYC	Miami	L.A.	
Total	metro	metro	metro	
10	9	19	10	Only Spanish with NO English

29	35	38	38	Mostly Spanish with some English
31	32	31	30	Both Spanish and English equally
24	23	11	18	Mostly English with some Spanish
6	1	1	4	Only English with NO Spanish
*	*	*	*	**(DO NOT READ)** Don't know/Refused
100	100	100	100	

D15. Last year, that is in 1997, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **(READ)**

Total	NYC metro	Miami metro	L.A. metro	
15	22	17	20	Less than $10,000
28	14	23	26	$10,000 to under $20,000
17	13	19	14	$20,000 to under $30,000
16	9	13	13	$30,000 to under $50,000
7	12	6	5	$50,000 to under $75,000
3	2	4	4	$75,000 to under $100,000
2	1	3	1	$100,000 or more
9	21	10	14	**(VOL.)** Don't know
3	6	5	3	**(VOL.)** Refused
100	100	100	100	

D16. What is your race? Are you white, black, Asian, or some other race? **IF R SAYS "HISPANIC" OR LATINO ASK:** Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)?

Total	NYC metro	Miami metro	L.A. metro	
67	51	84	57	White
9	21	7	9	Black/African-American
*	*	0	1	Asian
19	18	6	26	Other or mixed race
3	8	2	4	Don't know
2	2	1	3	Refused
100	100	100	100	

That completes the interview. Thank you very much for your time and cooperation. Have a nice day/evening.