



2024 POLL

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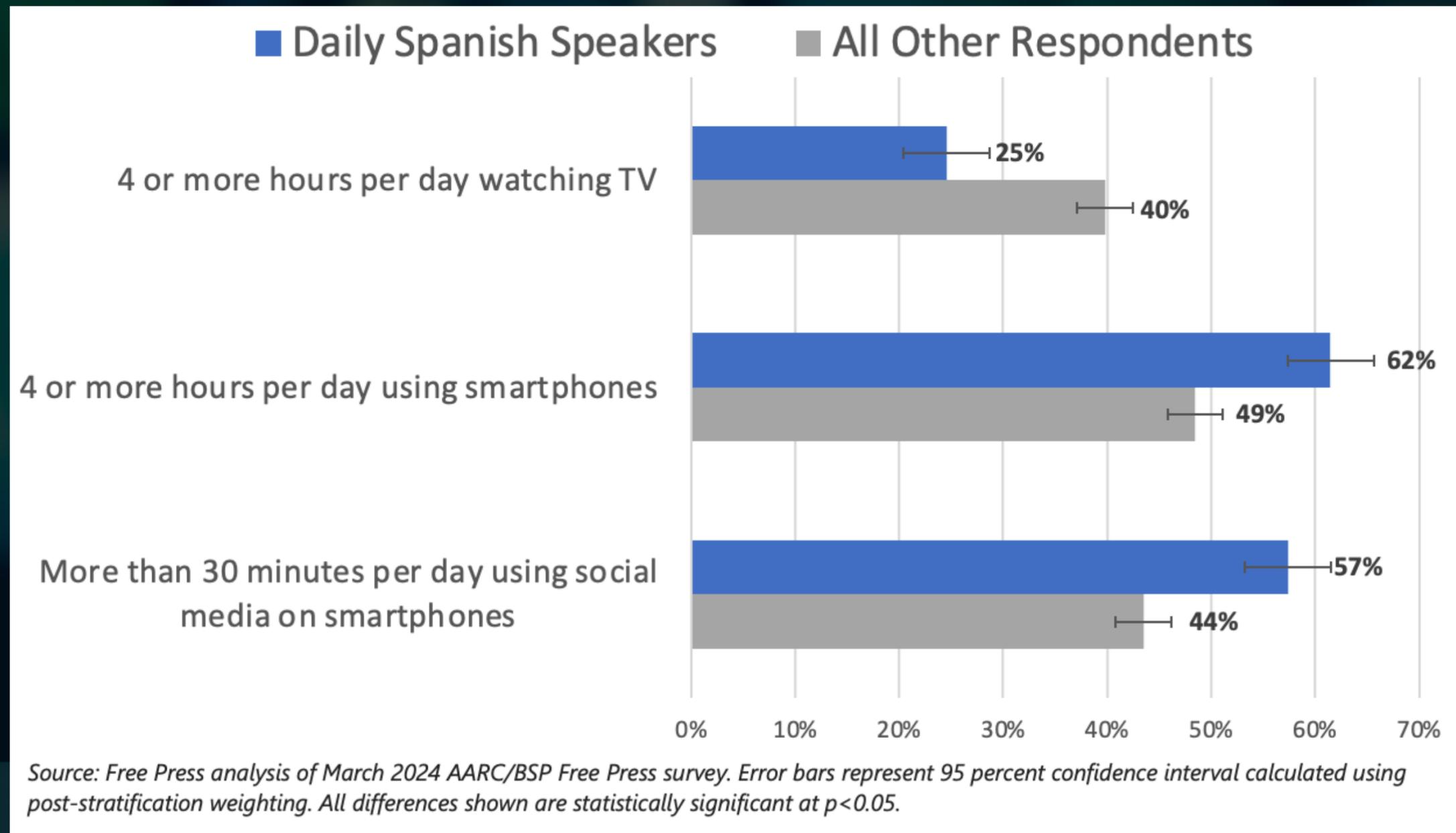
Poll conducted by BSP Research and
African American Research Collaborative (AARC)

DAILY SPANISH SPEAKERS: MEDIA USE & CONCERNS

- Free Press' 2024 poll oversampled Hispanic/Latino Spanish speakers to better understand how this community engages with news & information.
 - The 3,000 U.S. adults surveyed included 778 adult Hispanic/Latino respondents.
- The analysis focuses on differences between daily Spanish speakers (N=419) and all other respondents (N=2,581).
 - See appendix for analysis of respondents who took the survey in Spanish (N=281) compared to Latinos who took the survey in English (N=504).

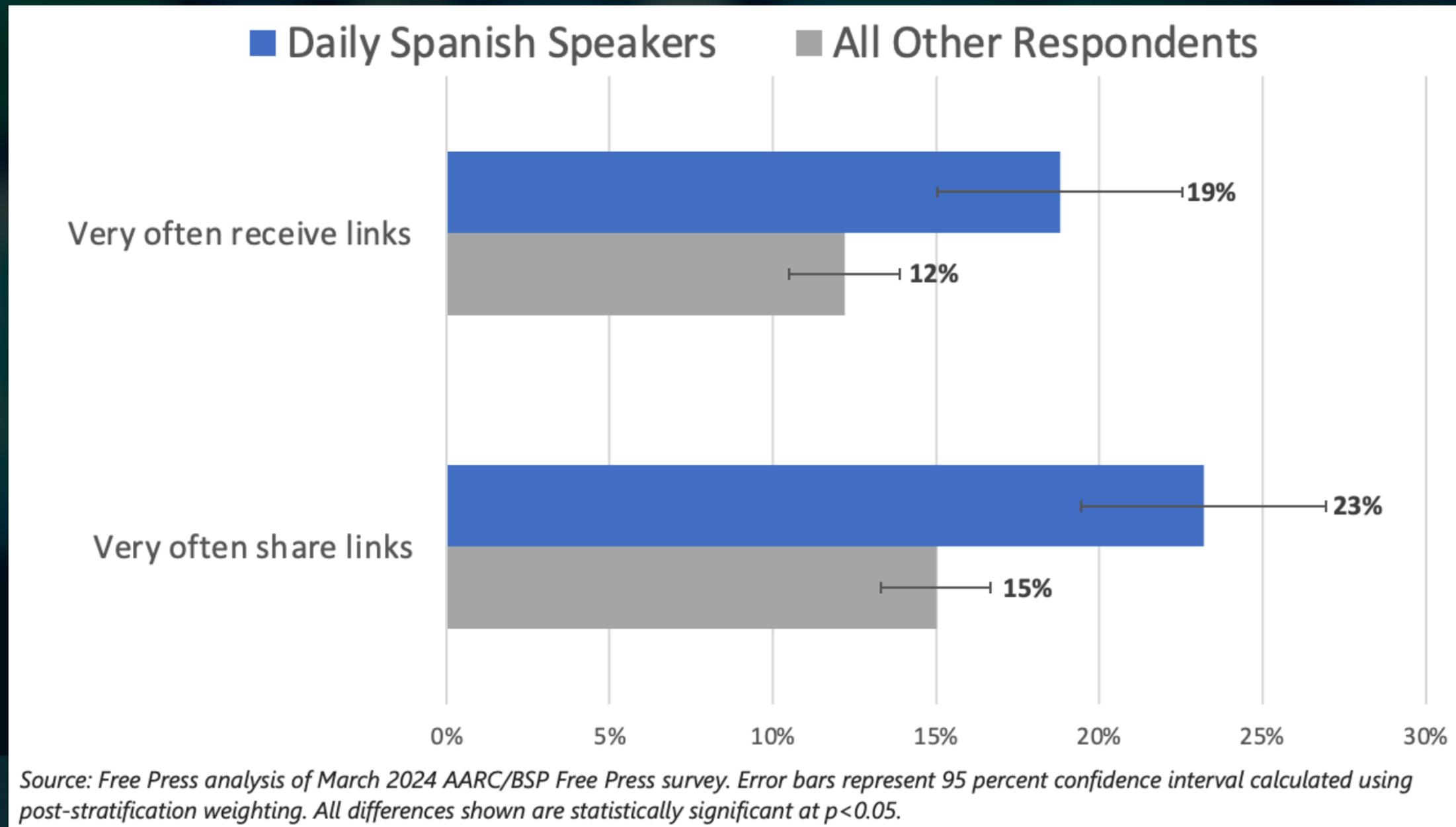
DAILY SPANISH SPEAKERS: MORE ONLINE

- Daily Spanish speakers spend more time online, more time using social media and less time watching traditional TV compared to other U.S. adults.



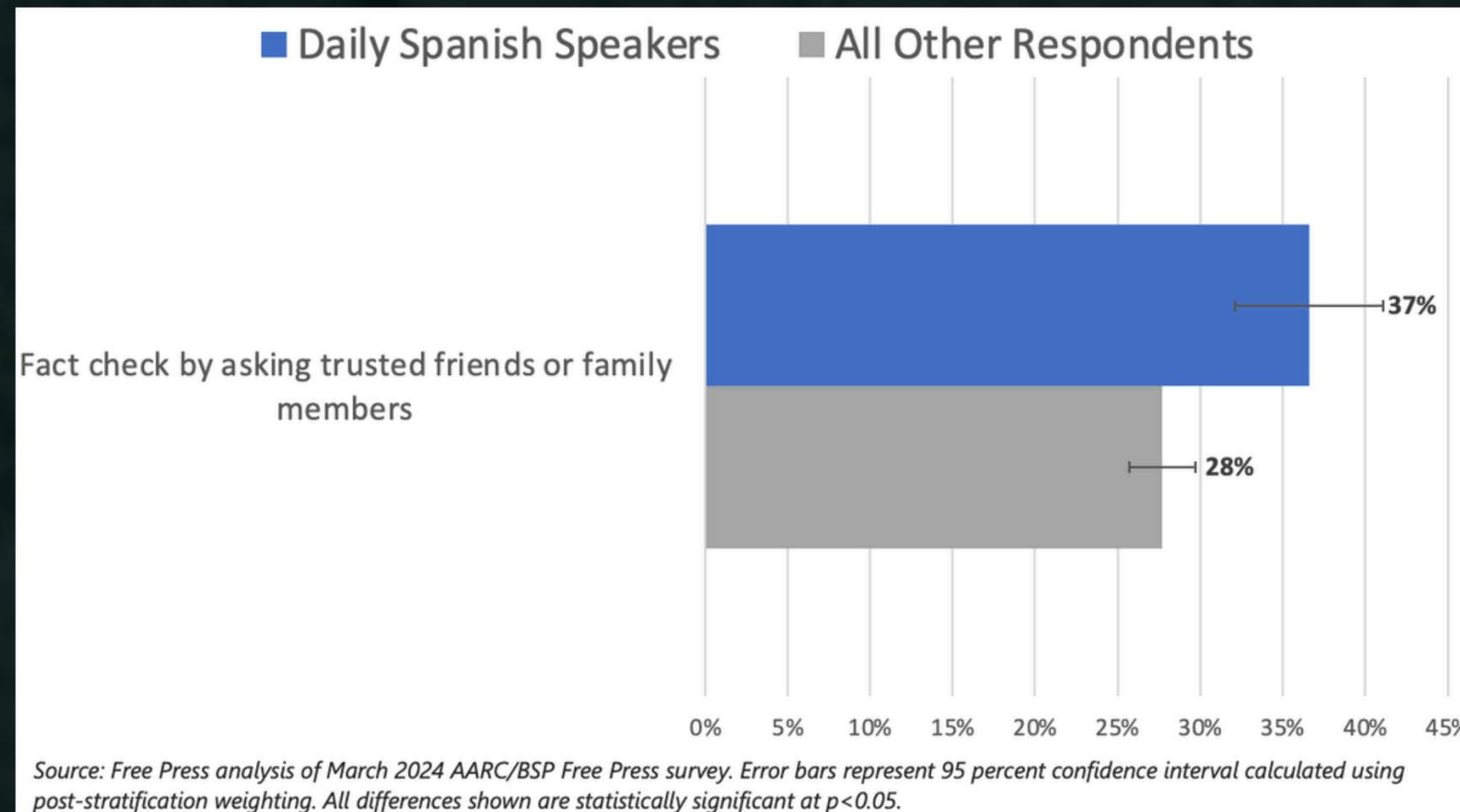
DAILY SPANISH SPEAKERS: MORE ONLINE

- Daily Spanish speakers are more likely to report “very often” sharing or receiving news-article links compared to other U.S. adults.



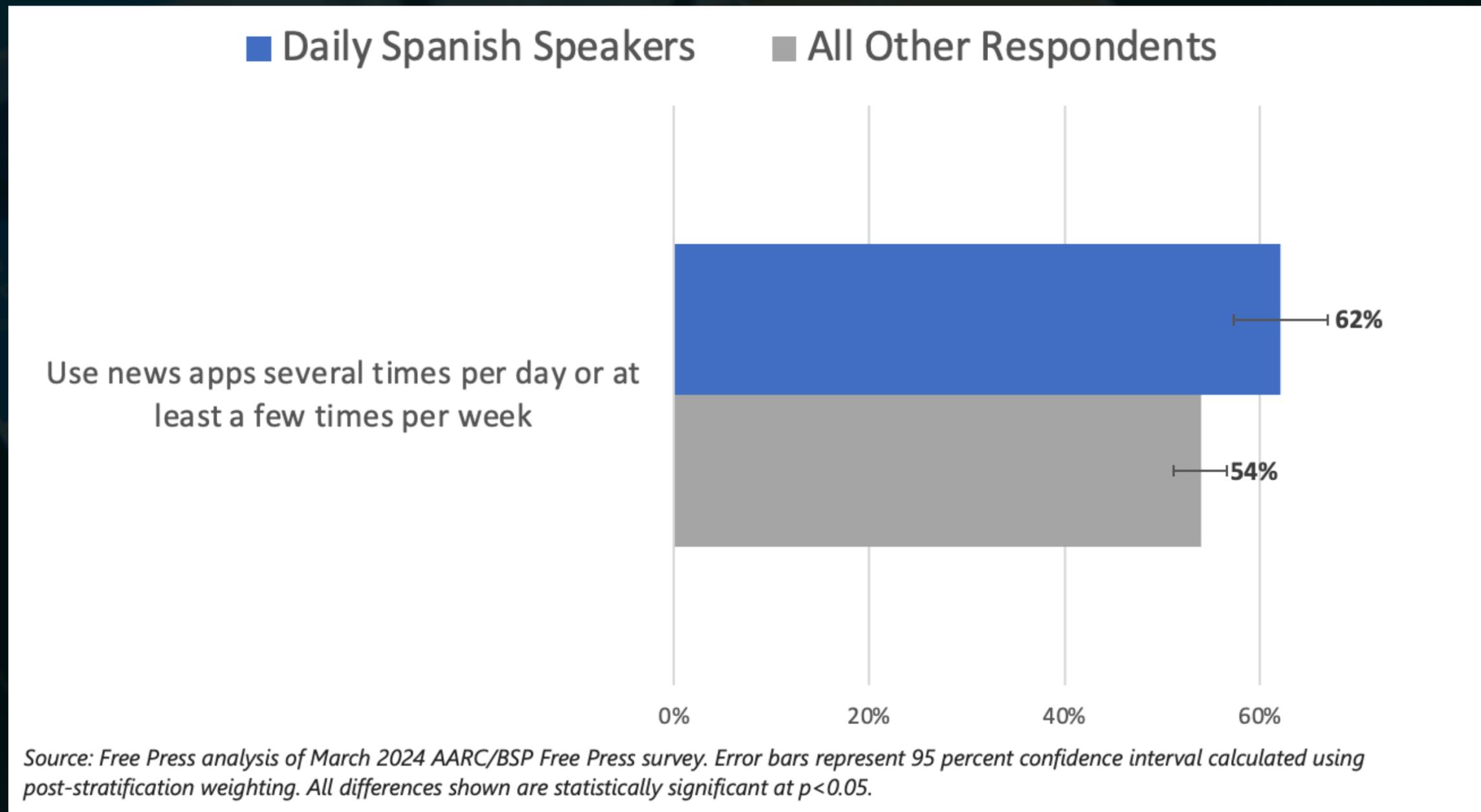
DAILY SPANISH SPEAKERS: FACT CHECKING

- 47% of daily Spanish speakers report that they encounter stories they believe are misinformation “very often” or “some of the time.” This rate is similar to what other U.S. adults (49%) report experiencing.
 - 77% of daily Spanish speakers report using Google (or other search engines) to fact check, a similar rate to that of non-Spanish speakers (71%).
 - Daily Spanish speakers are more likely to rely on friends and family members to help them fact check.



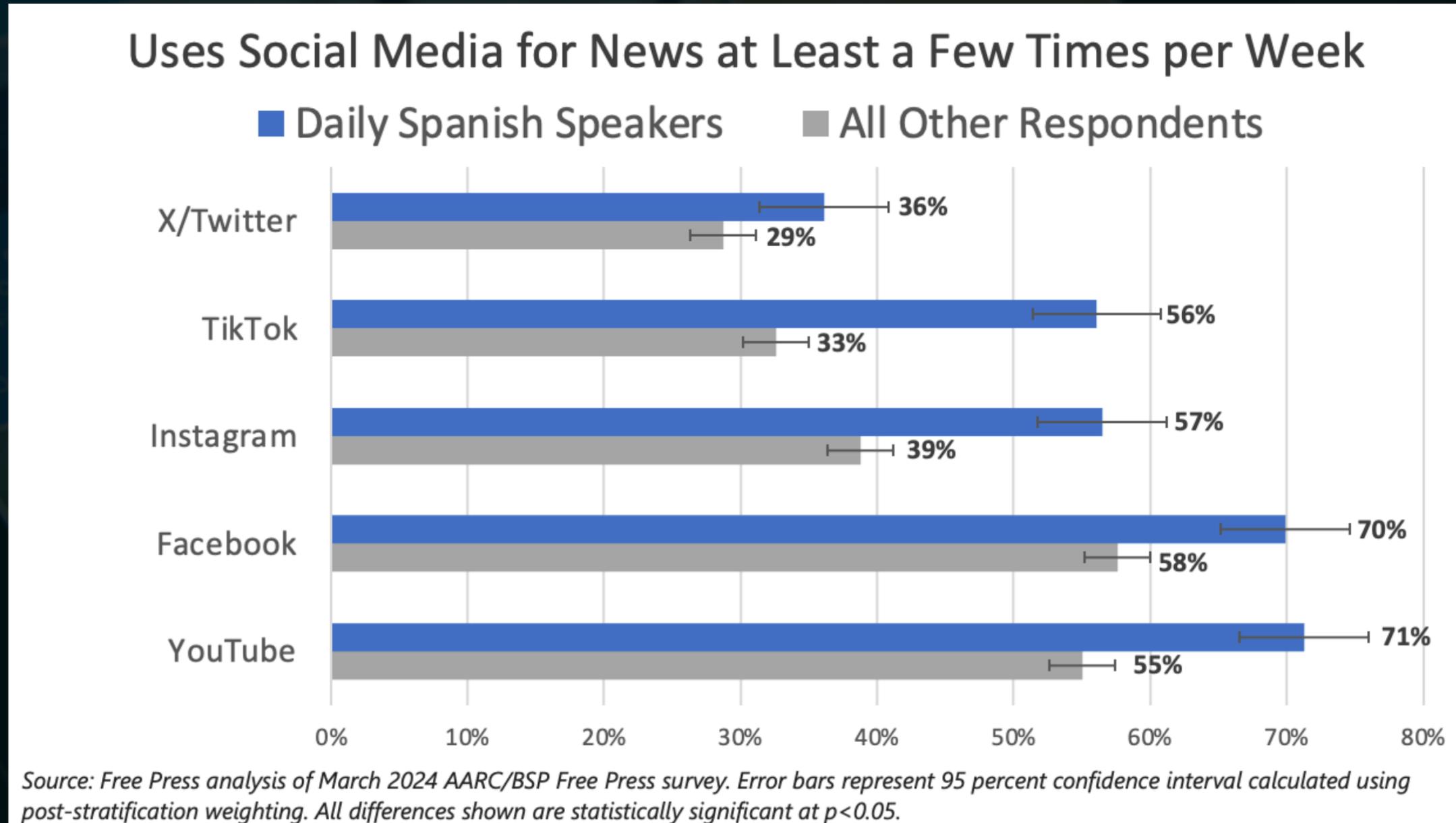
DAILY SPANISH SPEAKERS: APPS FOR NEWS

- Daily Spanish speakers are more likely to report using news apps on their smartphones at least several times per week.



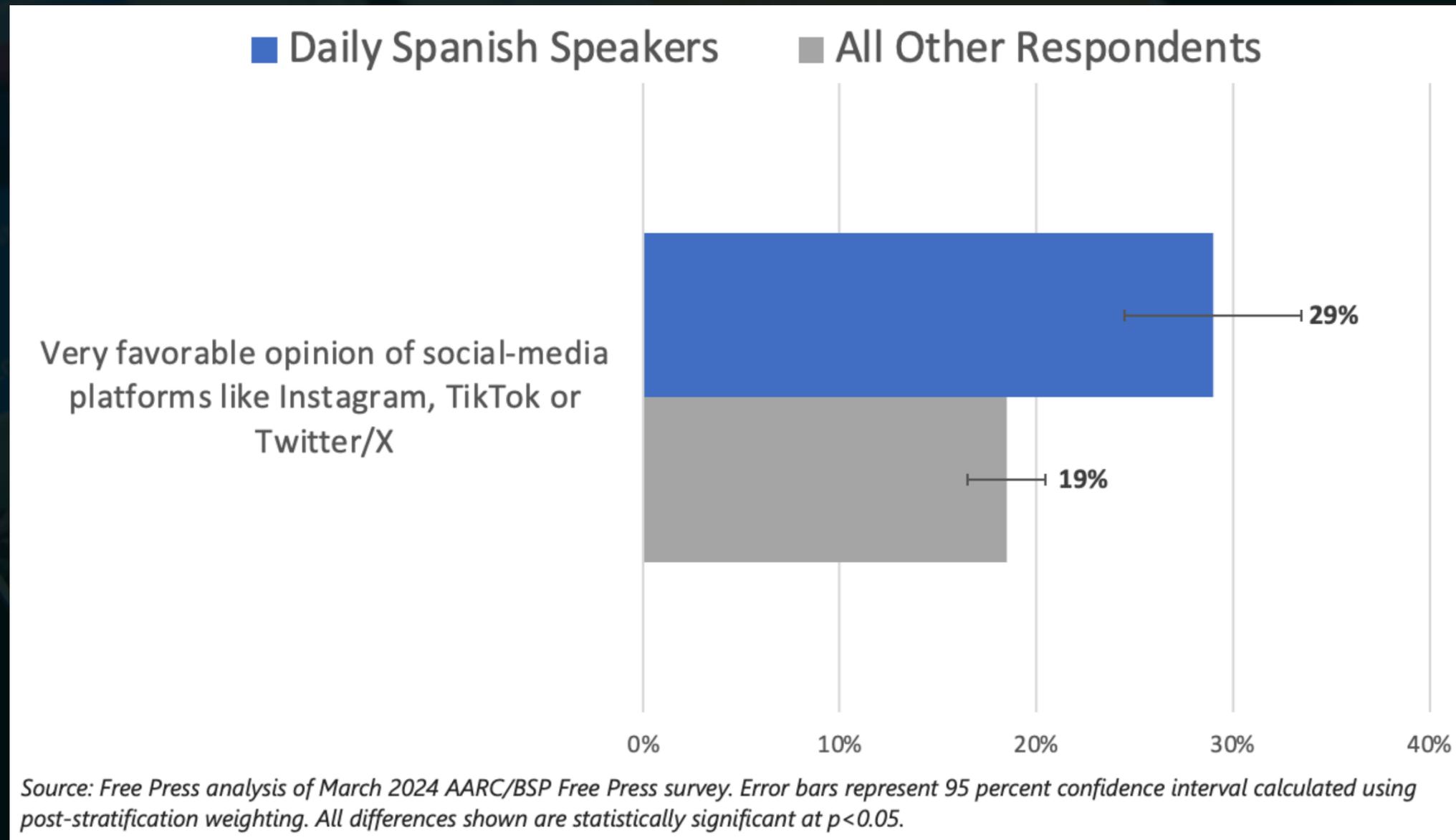
DAILY SPANISH SPEAKERS: SOCIAL MEDIA FOR NEWS

- Daily Spanish speakers are more frequent users of Facebook, Instagram, TikTok, Twitter/X and YouTube for news.



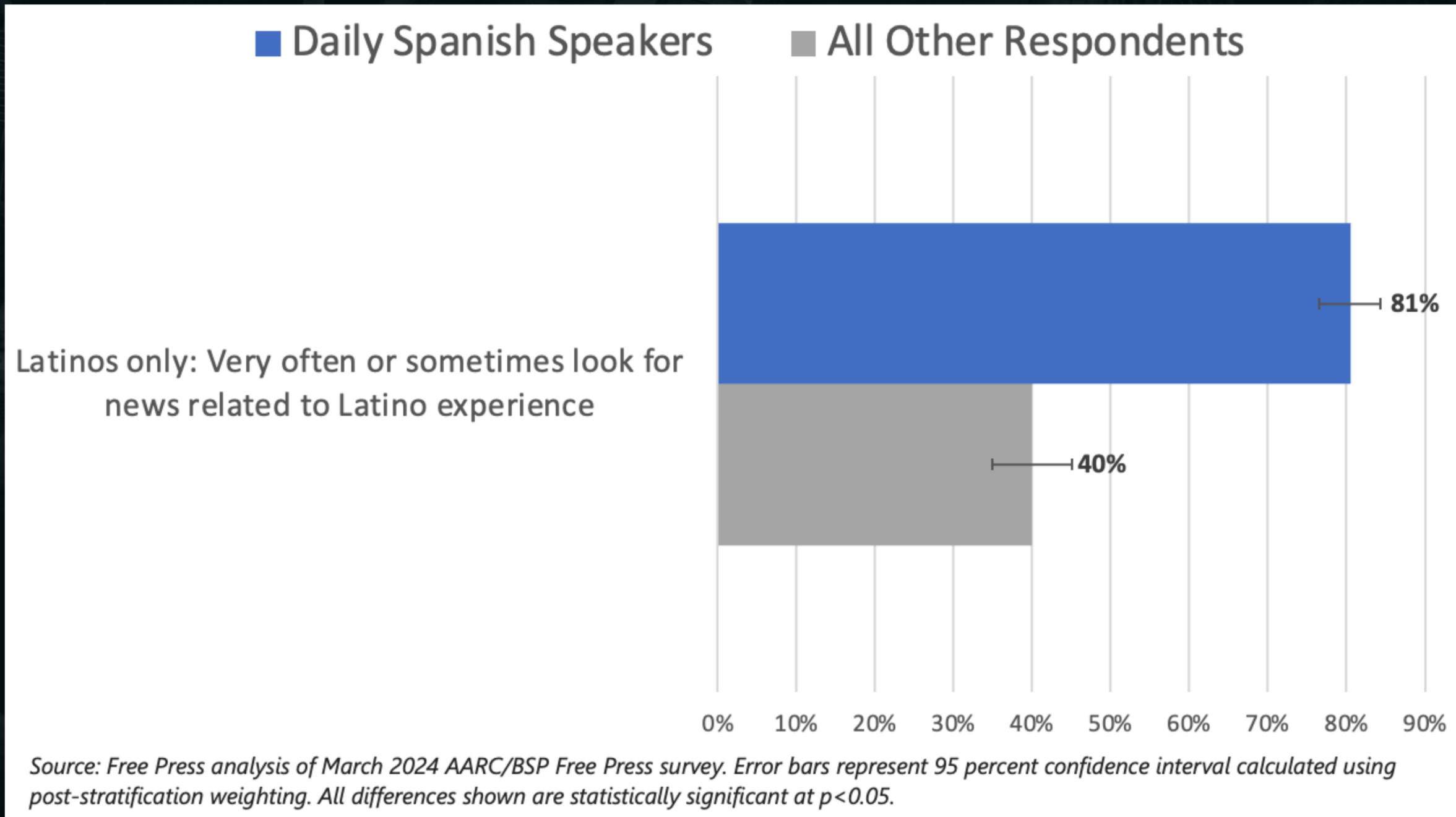
DAILY SPANISH SPEAKERS: SOCIAL MEDIA FOR NEWS

- Given that they use social media for news at higher rates than other U.S. adults, it's not surprising that daily Spanish speakers have more favorable views of social media compared to non-daily Spanish speakers.



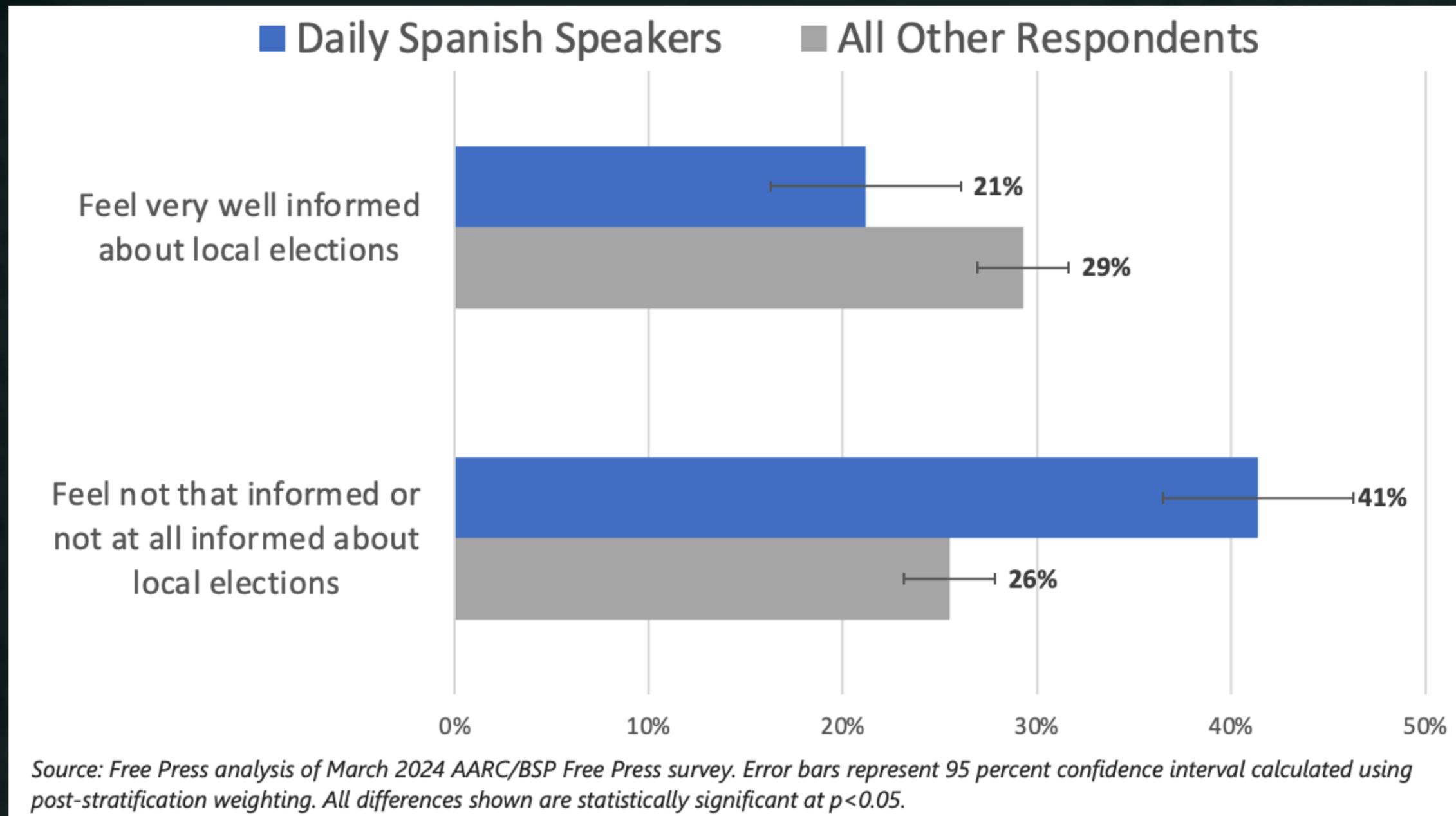
DAILY SPANISH SPEAKERS: RELEVANT INFORMATION

- Most daily Spanish-speaking Latinos report looking for news related to the Latino experience.



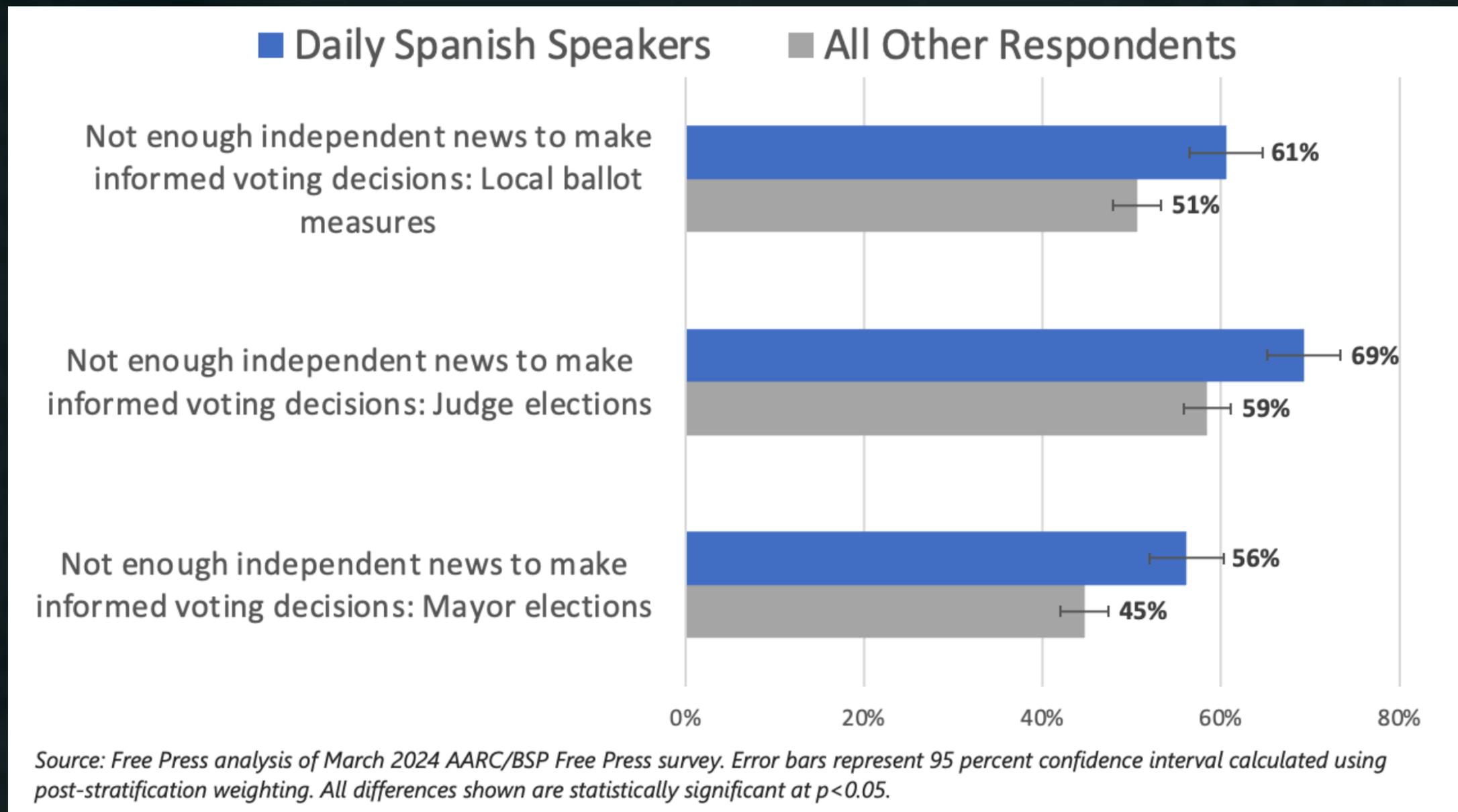
DAILY SPANISH SPEAKERS: FEEL LESS INFORMED

- Despite their higher levels of engagement with online news, daily Spanish speakers are more likely to say they feel “not that informed or not at all informed” about local elections.



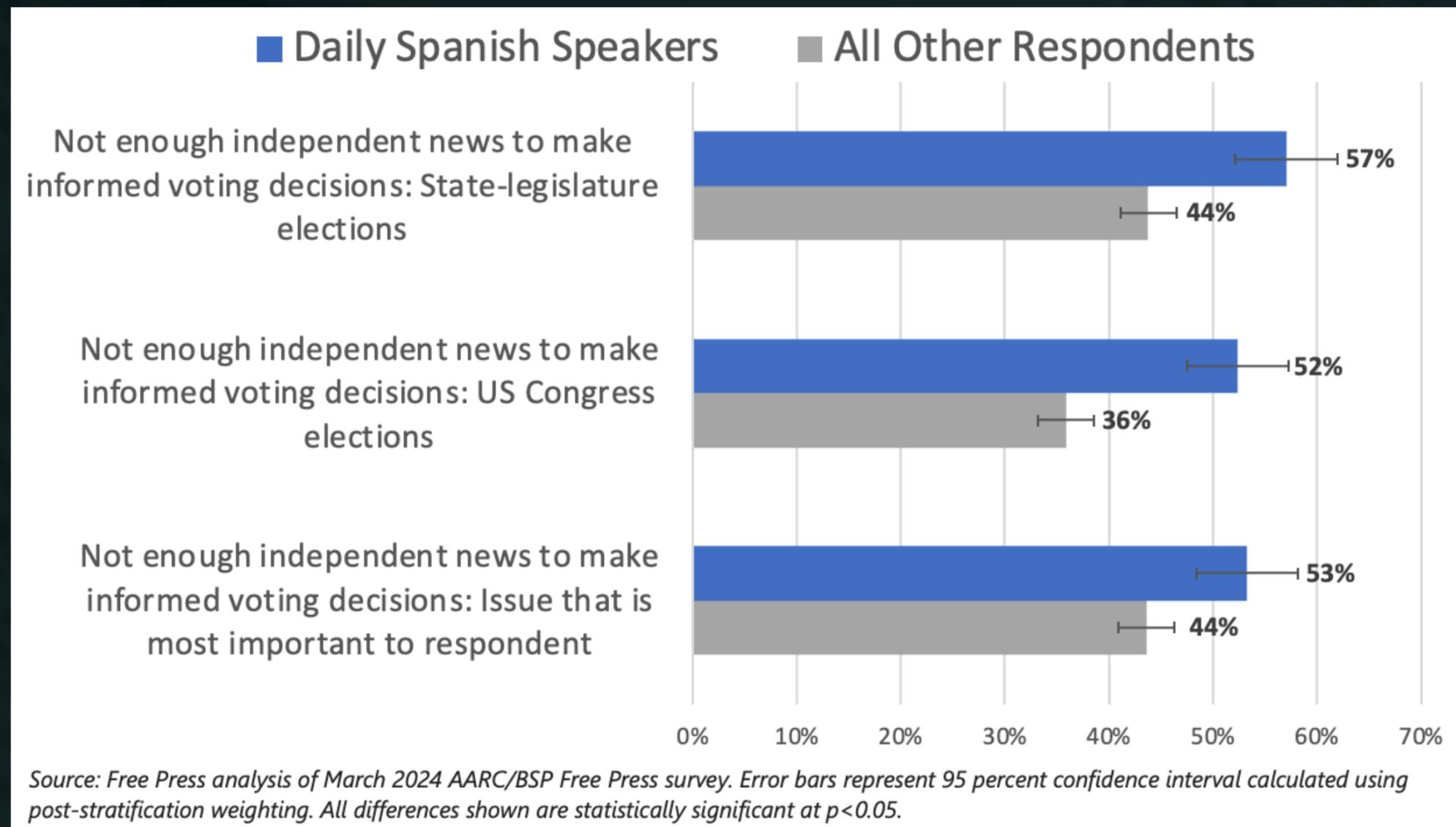
DAILY SPANISH SPEAKERS: FEEL LESS INFORMED

- Daily Spanish speakers are more likely to report lacking enough independent news-and-information sources to make informed voting decisions about local elections for mayor, judge, and city or county ballot measures.



DAILY SPANISH SPEAKERS: FEEL LESS INFORMED

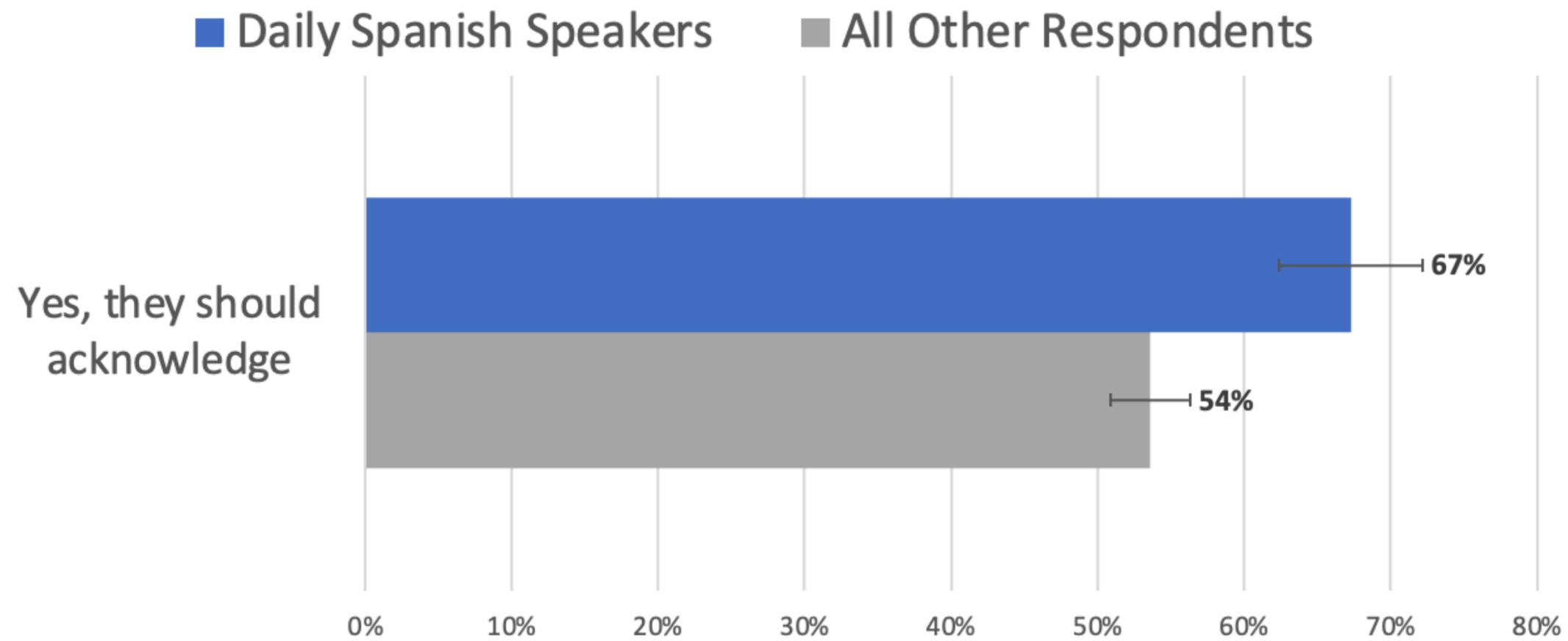
- Daily Spanish speakers are more likely to report lacking enough independent news-and-information sources to make informed voting decisions about state-legislature and congressional elections, as well as about the issues that are most important to them.



DAILY SPANISH SPEAKERS: MEDIA ACCOUNTABILITY

- Daily Spanish speakers are more likely to agree that media institutions should acknowledge the racial bias in the history of their coverage.

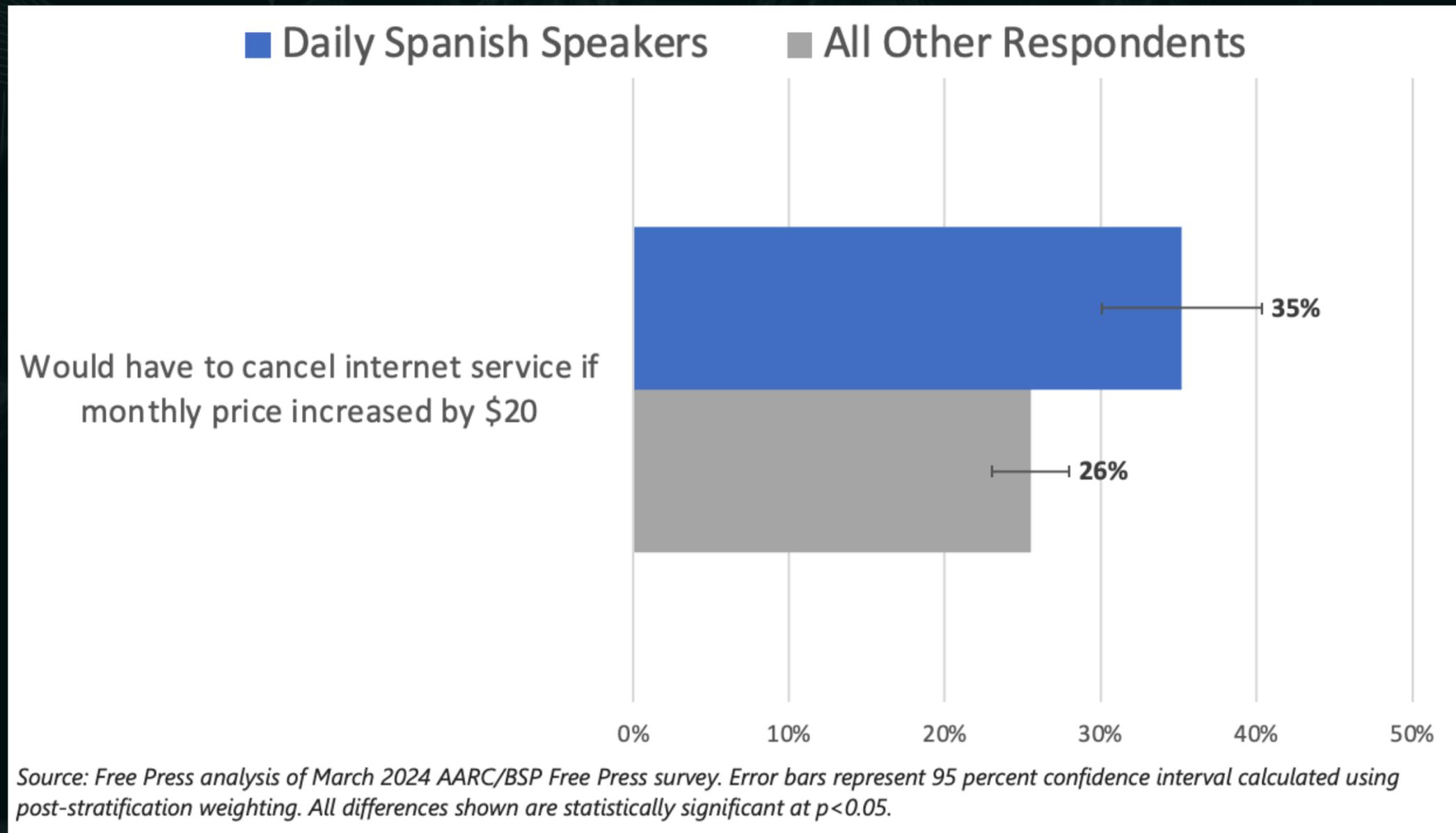
In recent years, several newspapers, including *The Los Angeles Times*, *The Baltimore Sun*, and others, have apologized for the history of racism in their news coverage. Do you believe other media institutions should also acknowledge the racial bias in the history of their news coverage?



Source: Free Press analysis of March 2024 AARC/BSP Free Press survey. Error bars represent 95 percent confidence interval calculated using post-stratification weighting. All differences shown are statistically significant at $p < 0.05$.

DAILY SPANISH SPEAKERS: MORE SENSITIVE TO INTERNET PRICE HIKES

- Daily Spanish speakers are more likely to report that they would cancel their home-internet service if the price increased by \$20 per month.



DAILY SPANISH SPEAKERS: SUMMARY OF RESULTS

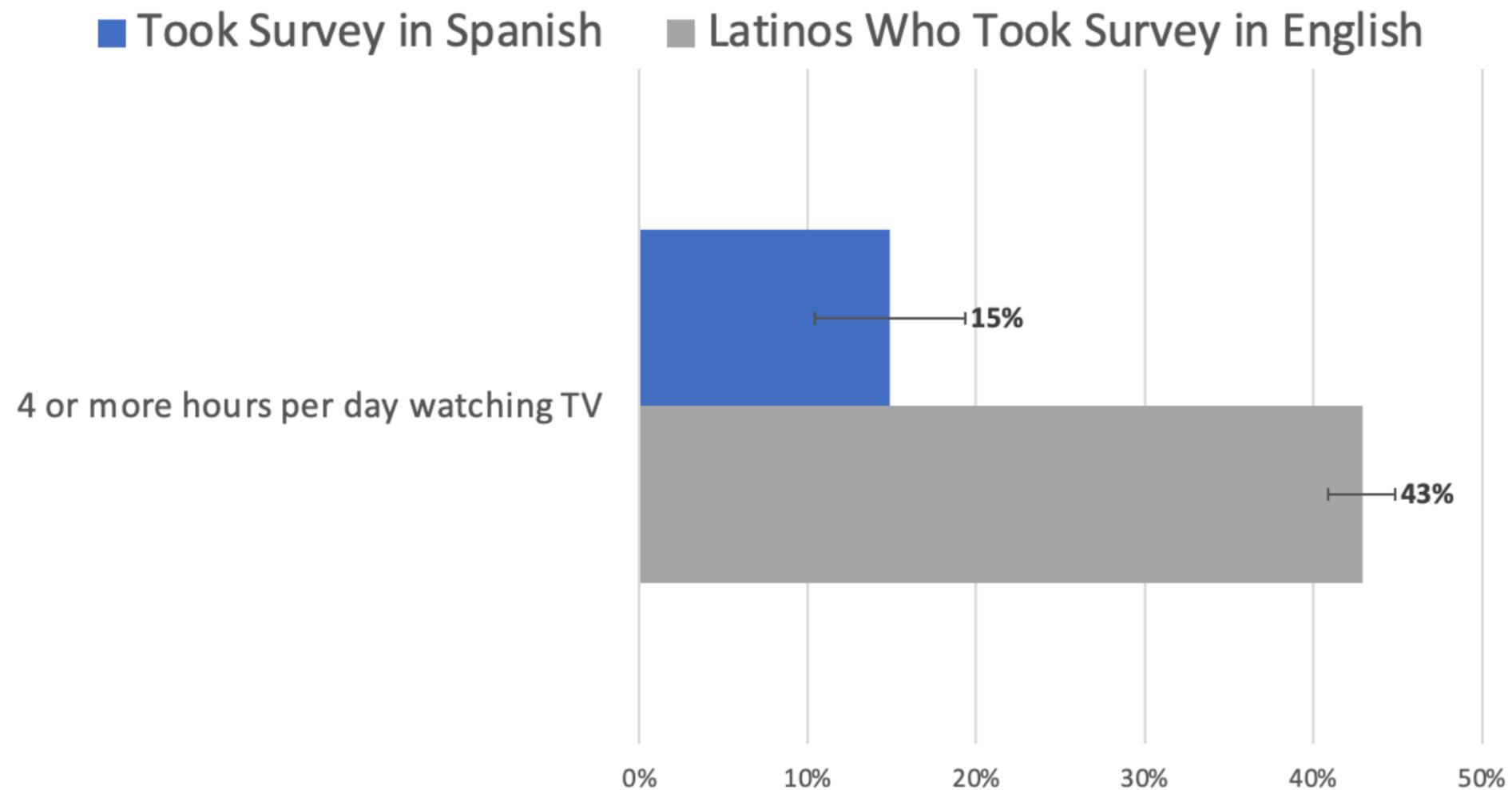
- Daily Spanish speakers are very active media users.
 - They more frequently engage with online news.
 - They more frequently use social media for news, and spend more daily time doing so.
- But daily Spanish speakers do not feel they have enough independent news sources to make informed voting decisions.
 - Daily Spanish speakers may feel less informed about local elections and other issues due to the limited number of Spanish-language news sources.
- Daily Spanish speakers are more vulnerable to increased broadband prices.
- Conclusion: Daily Spanish speakers are particularly vulnerable to the impacts of online misinformation, and don't feel they have enough independent news sources to make informed voting decisions.
 - Social-media platforms should deepen their efforts to more effectively address Spanish-language misinformation.
 - Efforts to expand access to high-quality Spanish-language civic news will likely have an outsized positive impact on this community.

APPENDIX: RESPONDENTS WHO TOOK THE SURVEY IN SPANISH

- There were 281 respondents who took the survey in Spanish, while 504 Latino respondents chose to take the survey in English.
- We did observe several questions where adults taking the survey in Spanish differed significantly from Hispanic/Latino adults who took the survey in English. Compared to Latinos who took the survey in English, respondents who took the survey in Spanish are:
 - Less likely to be heavy TV watchers and more likely to be frequent users of Facebook and TikTok for news.
 - Less likely to report encountering what they believe is misinformation.
 - Less likely to report “very often” fact checking what they read online.
 - Less likely to report feeling “very well” or “somewhat” informed when voting in local elections, and twice as likely to report feeling “not at all” informed about local elections.
 - More supportive of social-media companies moderating hate speech and blocking political ads that contain misinformation and hate speech.

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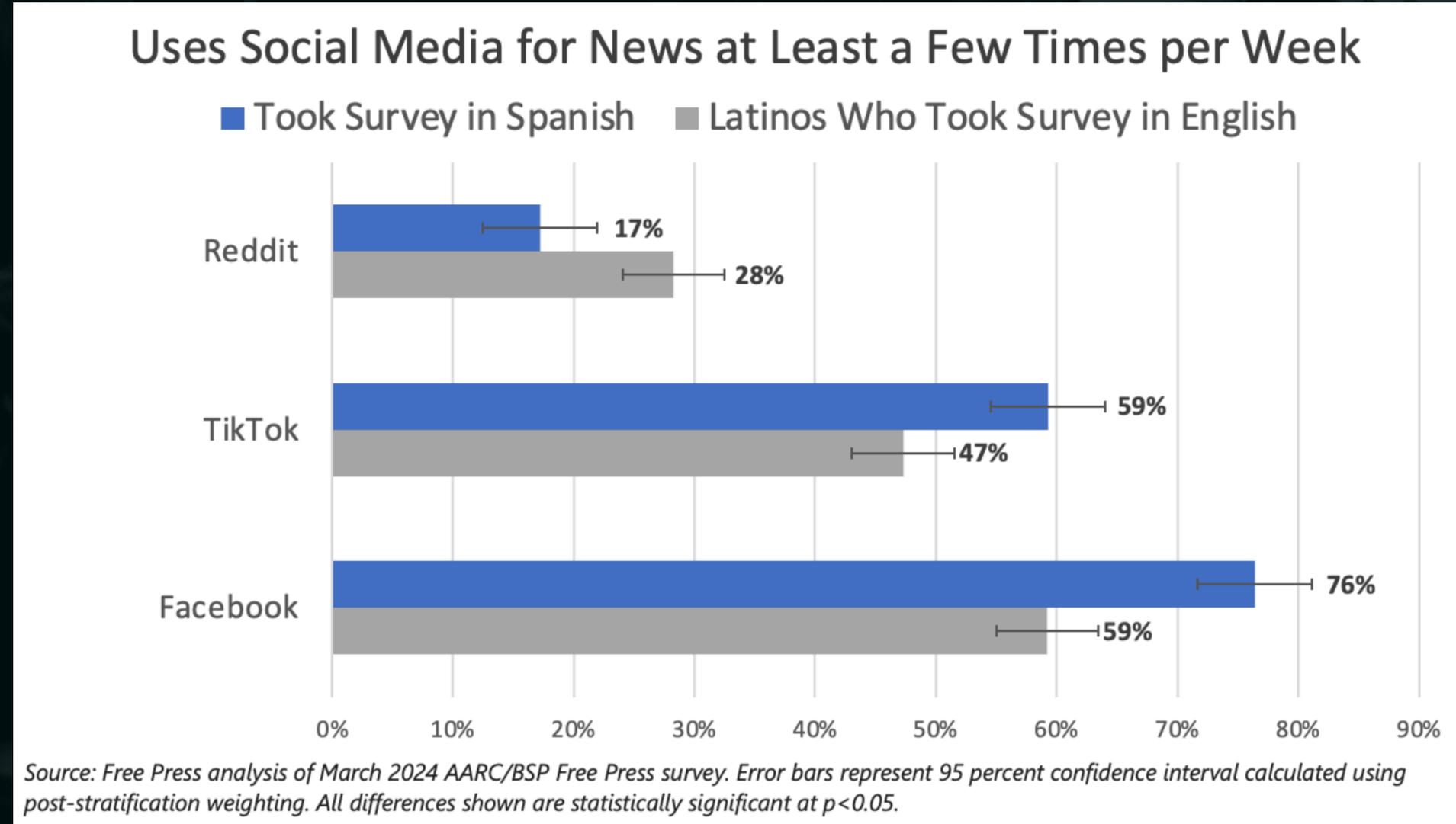
- Respondents who took the survey in Spanish were far less likely to report watching four or more hours per day of television compared to Latinos who took the survey in English.



Source: Free Press analysis of March 2024 AARC/BSP Free Press survey. Error bars represent 95 percent confidence interval calculated using post-stratification weighting. All differences shown are statistically significant at $p < 0.05$.

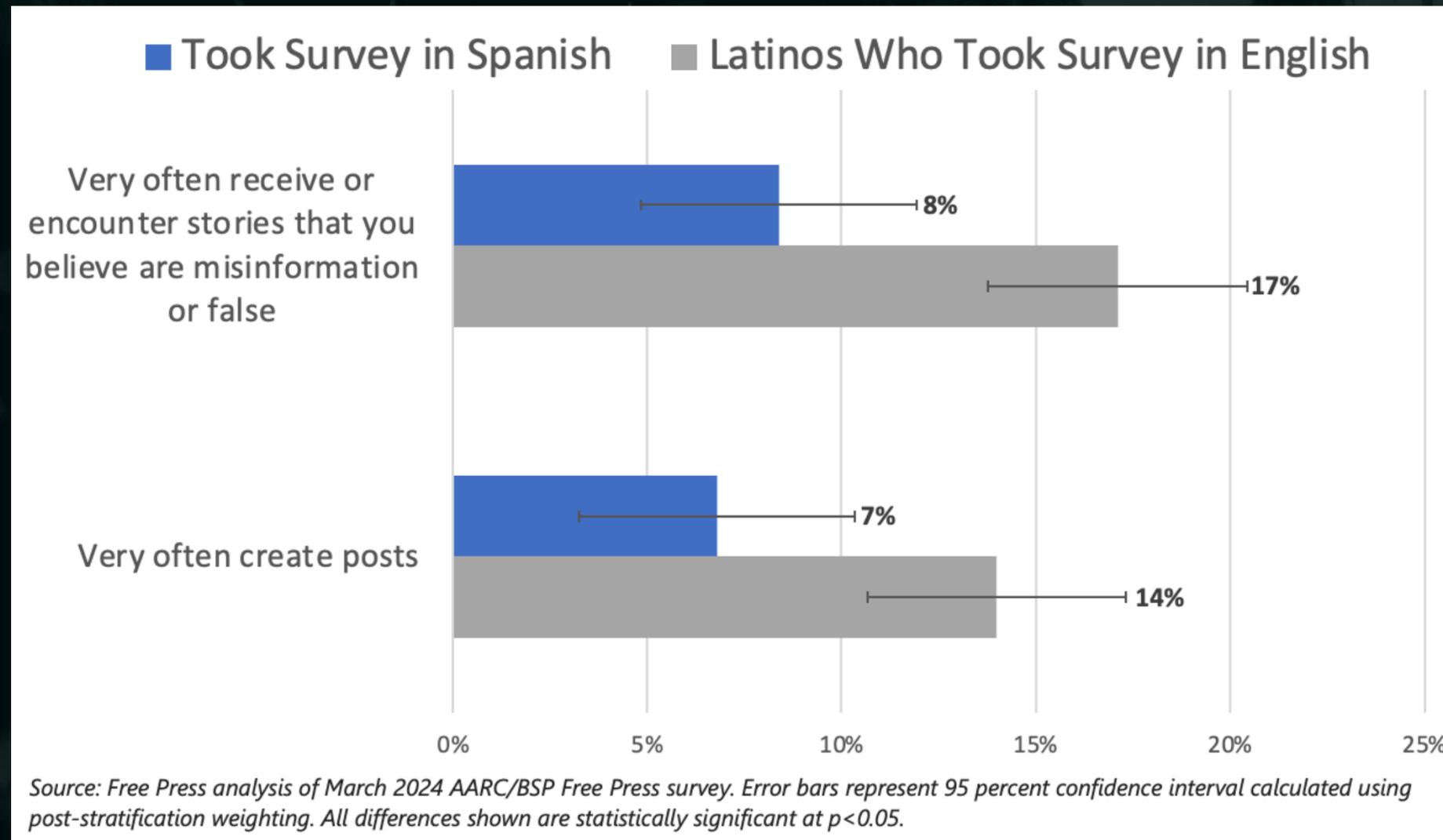
APPENDIX: RESPONDENTS WHO TOOK THE SURVEY IN SPANISH

- Spanish-language survey takers reported engaging with social media in some ways that differed from Latinos who took the survey in English:
 - Spanish-language survey takers reported higher frequencies of checking Facebook and TikTok for news, and lower frequencies of checking Reddit, compared to Latinos who took the survey in English.



APPENDIX: RESPONDENTS WHO TOOK THE SURVEY IN SPANISH

- Spanish-language survey takers also reported engaging with social media in some ways that differed from Latinos who took the survey in English:
 - Spanish-language survey takers report lower frequencies of creating social-media posts with their reactions or views on an issue, and are less likely to report very often encountering stories they believe contained misinformation.

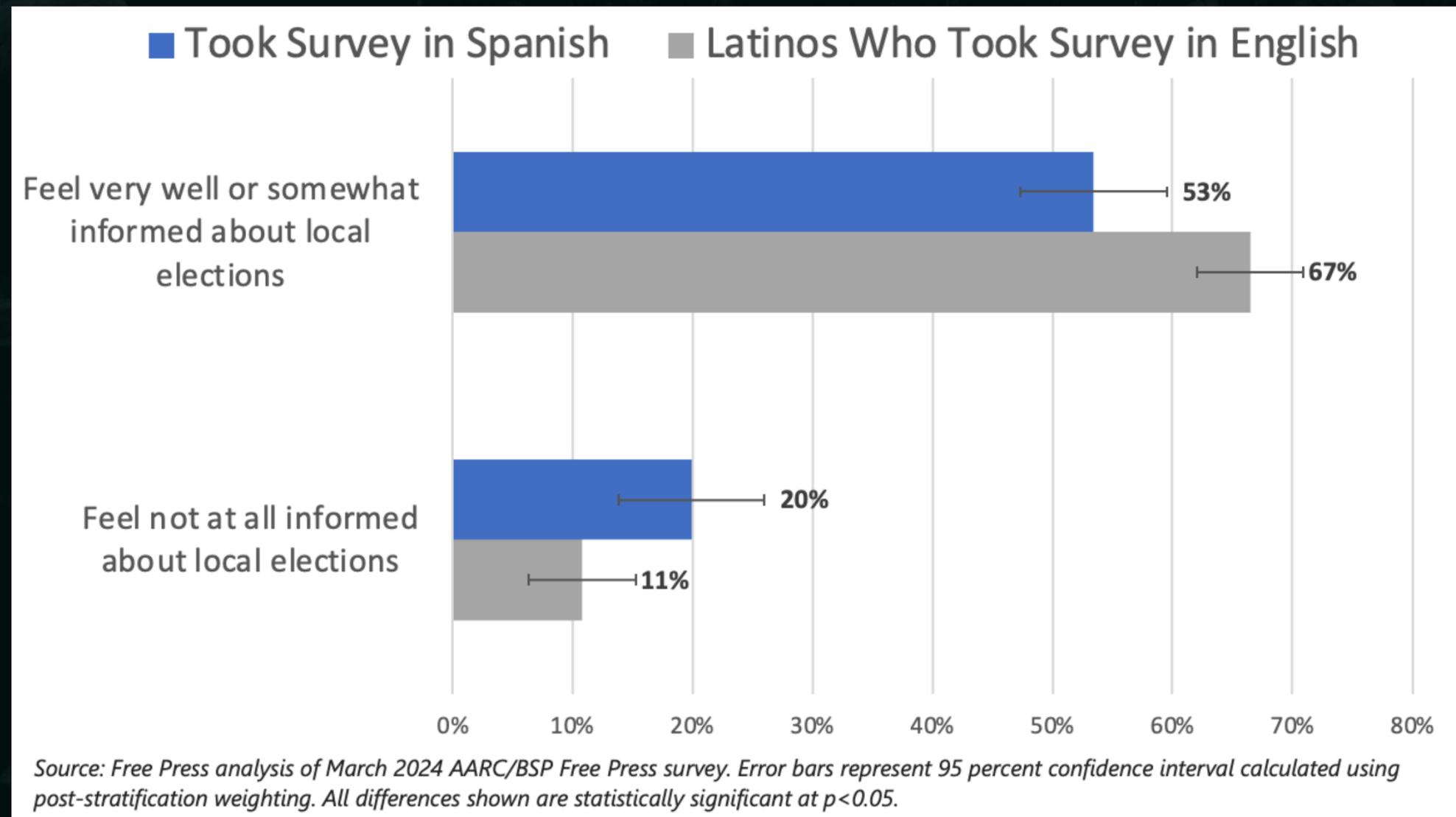


APPENDIX: RESPONDENTS WHO TOOK THE SURVEY IN SPANISH

- Respondents who took the survey in Spanish were more likely to report *never* experiencing bullying or someone trying to harass them (or someone they personally know) compared to Latinos who took the survey in English (55% vs. 37%).
- Respondents who took the survey in Spanish were less likely to report “very often” fact checking online information compared to Latinos who took the survey in English (24% vs. 34%).
 - Spanish-language survey takers were also less likely to report consulting academic references when fact checking, compared to Latinos who took the survey in English (13% vs. 24%).

APPENDIX: RESPONDENTS WHO TOOK THE SURVEY IN SPANISH

- Compared to Latinos who took the survey in English, Spanish-language survey takers were less likely to report feeling “very well” or “somewhat” informed when voting in local elections. Spanish-language survey takers were nearly twice as likely as Latinos who took the survey in English to report feeling “not at all” informed about local elections.





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