



LDC Messaging Study

September 15, 2014

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Research Methodology

Penn Schoen Berland conducted 1000 online interviews from August 1st to August 6th, 2014 among Americans over the age of 18. The sample is nationally representative with an MOE of +/- 3.1%. MOEs for subgroups are higher. Slight weights were applied to ensure the respondent sample is representative of the U.S. adult population.

Key Audiences	Definition	Sample Size	Margin Of Error
Positive Perceptions of Latinos	<ul style="list-style-type: none"> • Either disagree with or are unsure about all negative about Latinos 	116	+/- 9.1%
Negative Perceptions of Latinos	<ul style="list-style-type: none"> • Agree with at least one of the negative statements about Latinos 	664	+/- 3.8%
Very negative Perceptions of Latinos	<ul style="list-style-type: none"> • Agree with ALL negative statements about Latinos 	83	+/- 10.76%
Mixed Perceptions of Latinos	<ul style="list-style-type: none"> • Agree with at least three of the positive statements and three of the negative statements about Latinos 	245	+/- 6.26%

The Big Picture

We need to turn around the perception that Latinos are mostly immigrants who stick to their own communities and are more likely than others to engage in criminal activity. To do so, we should first and foremost talk about Latinos enlisting, fighting and dying for this country in the armed forces. We also should talk about Latino entrepreneurs and the high rate of Latinos who are citizens, steering the discussion away from immigration.

Executive Summary

1

Personal familiarity and positive media portrayals are our best tools for building favorability towards the Latino community.

2

Our top goal should be to convince people that Latinos are fundamentally “American” rather than a separate community.

3

Our greatest obstacle is the idea that Latinos are immigrants that create a drag on the economy, and are a cause of unemployment for other Americans.

4

Our best message reminds people that Latinos are engaged in American culture through armed service. Entrepreneurship is a strong secondary message.



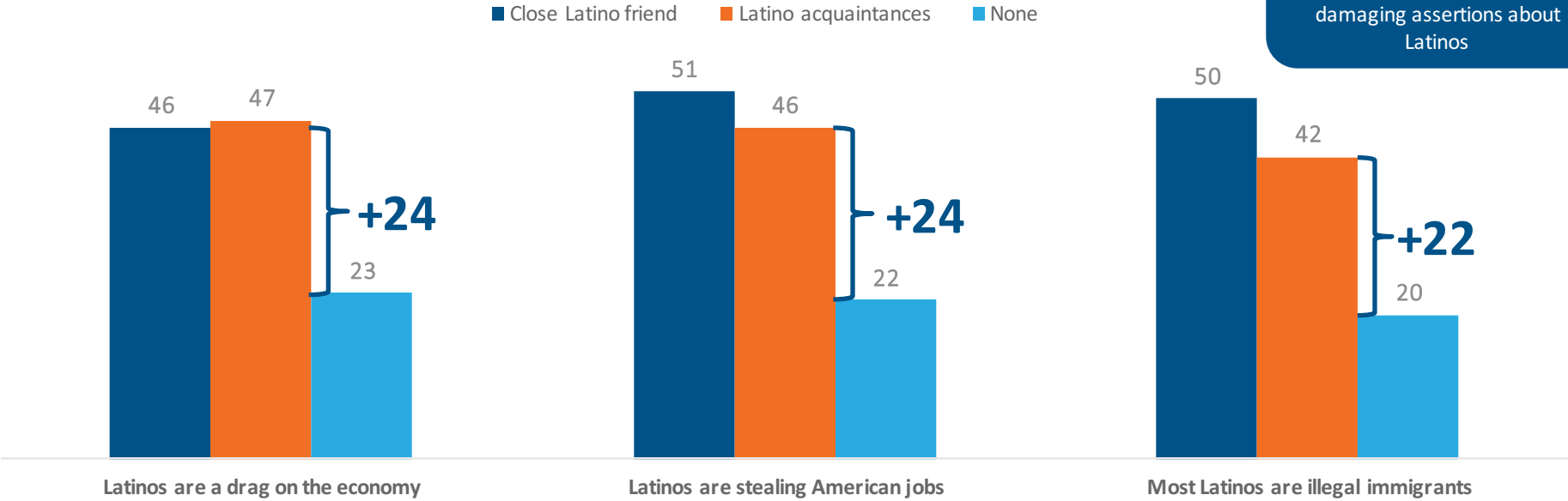
Perceptions of Latinos

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Basic familiarity is our greatest ally, as having just a few Latino acquaintances reduces the power of negative attributes

Disagreement with Negative Attributes
Showing those who “strongly disagree” with top negative attributes about Latinos,

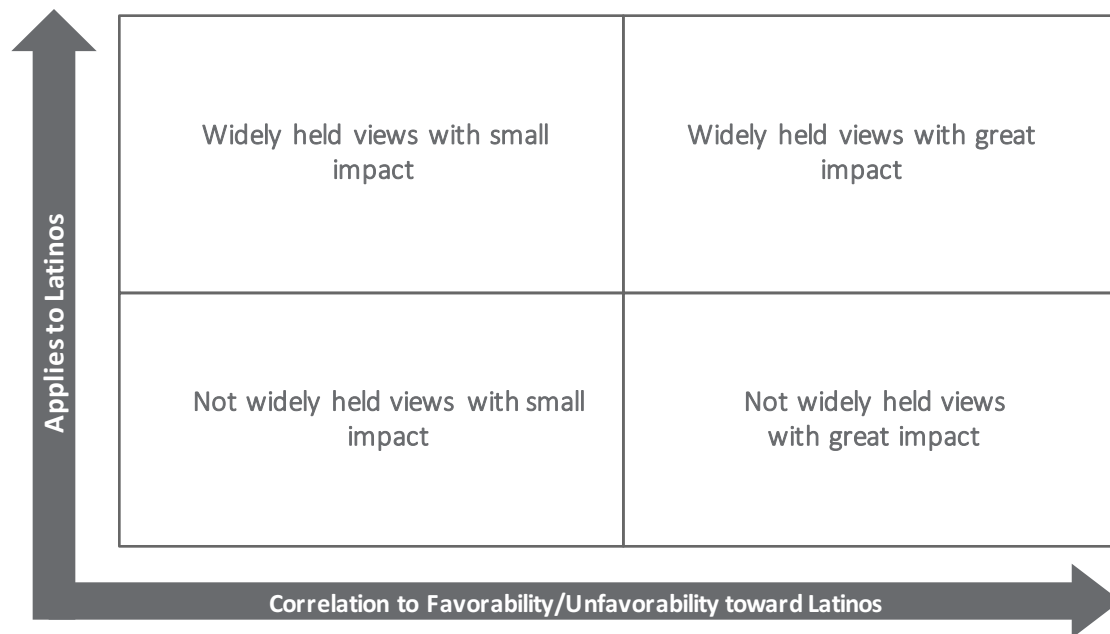
Having just a few Latino acquaintances more than doubles the likelihood of disagreeing with the most damaging assertions about Latinos



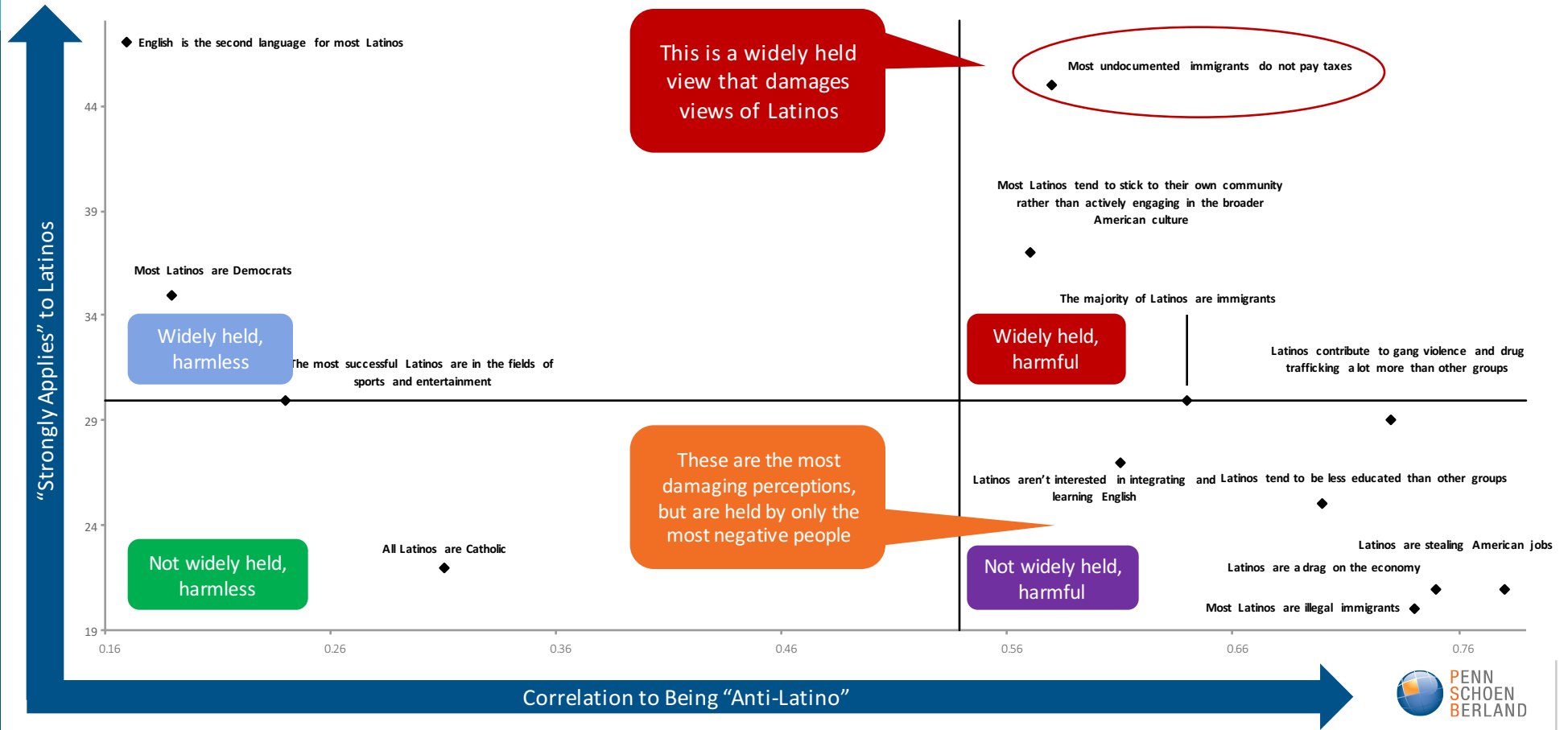
Understanding the Scatter

Attribute Scatter Methodology

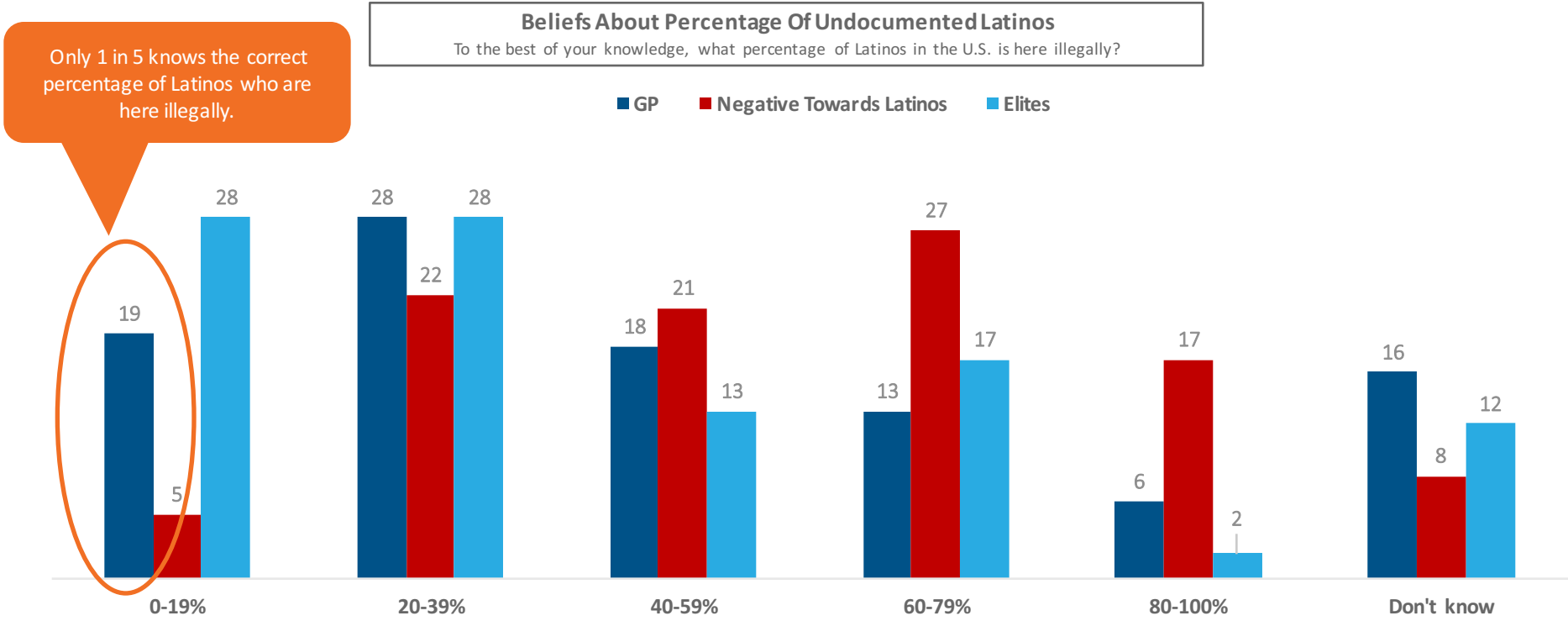
- Respondents were asked to evaluate whether a series of attributes applies to Latinos
- Attributes were then visually mapped through statistical correlations on a 2-D chart to derive which qualities are the **strongest drivers of favorability or unfavorability**
- On the Y axis we are showing stated score on each attribute (showing 6+7 “strongly applies”)



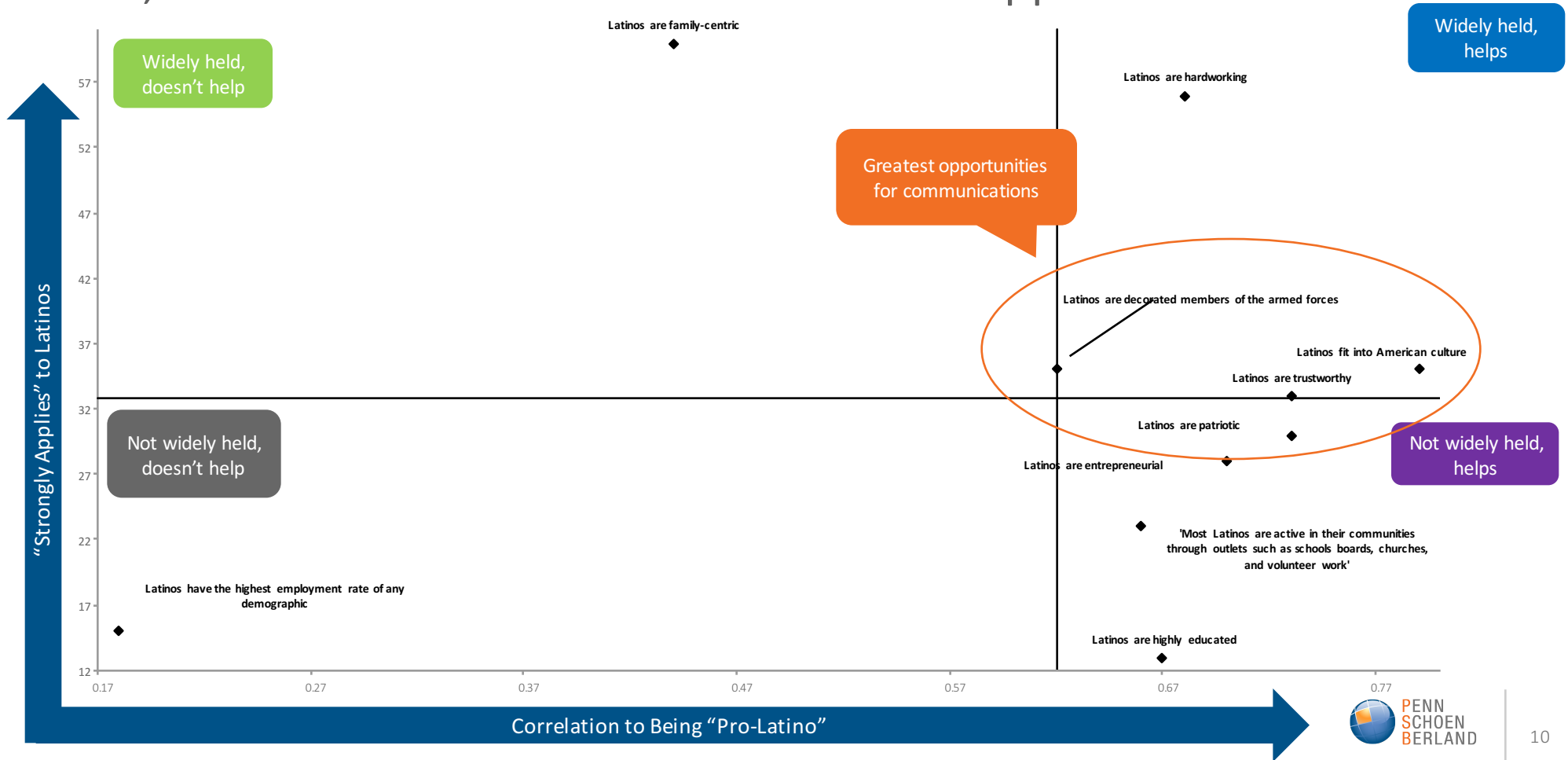
The idea that Latinos are illegal immigrants who hurt the economy is most damaging



Only one in five Americans across demographics correctly believe the percentage of Latinos in the U.S. that are here illegally is under 20%.



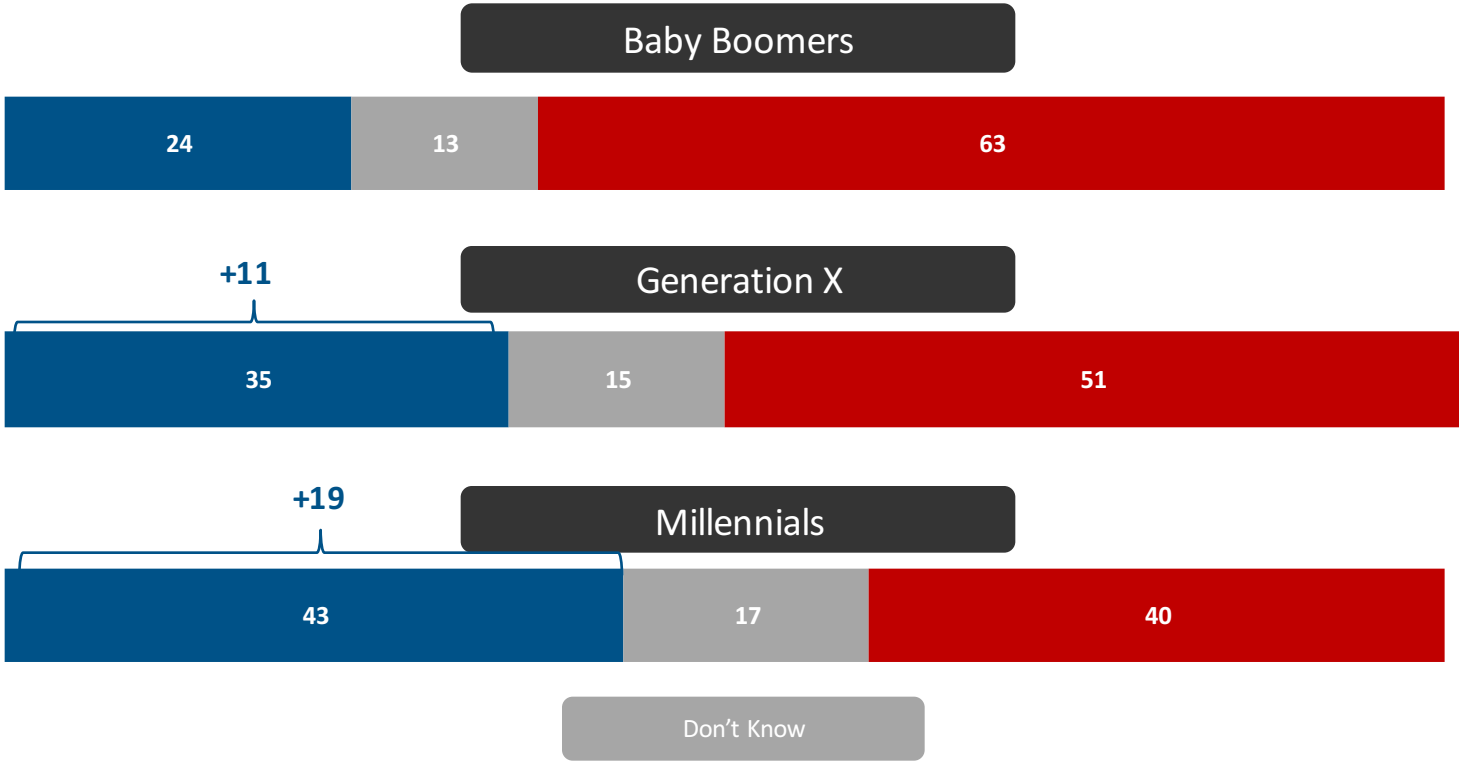
“Hardworking” is currently our greatest asset, but patriotic, fitting in, and decorated in the armed forces are opportunities



Younger generations are far more likely to believe that undocumented workers become tax paying citizens in the long-run.

- This difference underscores the change in attitudes towards Latinos over the course of the last 2 generations.

Undocumented immigrants in the long-run become productive citizens and pay their fair share of taxes



Undocumented immigrants cost the taxpayers too much by using government services like public education and medical services



Message Analysis

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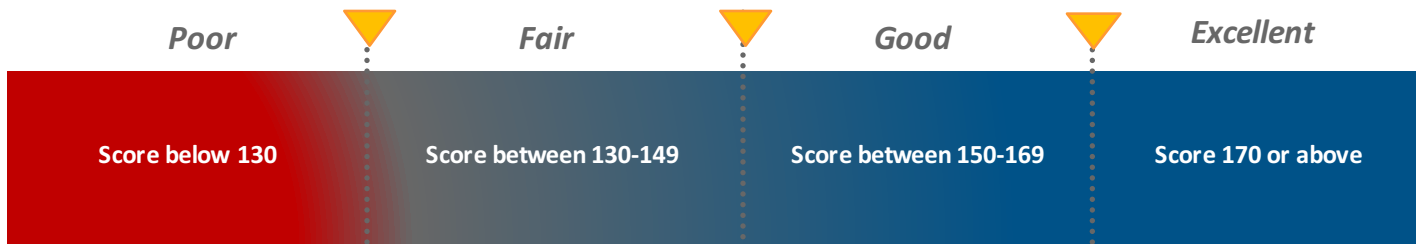
Message Score Methodology

PSB tested 15 positive messages about the contributions of Latinos to American society. In order to better evaluate them we created a summary score for each one based on the following components:



Message Scoring Scale

This scale is derived from data in PSB’s database of “issue-based” messaging:



Our message scores are technically bounded on a scale of 0-500. In reality, a 500 is an impossible score. The scale above reflects the range of message scores that typically occur in “issue based” situations such as this one.

Top Tier Messages – Summary Scores

Messages	Message Score
<p>ARMED FORCES Latinos enlist, fight and die for this country in the U.S. armed forces. Forty-three Latinos servicemen have won our nation’s highest award, the Congressional Medal of Honor. As of 2007, 1.1 million Hispanics were veterans of the armed forces. Approximately 16% of newly enlisted, active duty members of all branches of the military are Hispanic.</p>	197
<p>THE AMERICAN DREAM With the drive to take risks and habits of hard work, Latinos are redefining what it means to be a small business owner in America and proving that the American Dream is very much alive. Between 1990 and 2012, the number of Latino entrepreneurs more than tripled, and now Latinos have a higher rate of entrepreneurship than the population at large. This success reflects the business skills and extraordinary work ethic of Latino Americans.</p>	170

Mid Tier Messages – Summary Scores

Messages	Message Score
<p>SMALL BUSINESS</p> <p>Between 1990 and 2012, Hispanics added new entrepreneurs almost 10 times faster than the US population overall – starting small businesses that are the cornerstone of the twenty-first century US economy. The ripple effect of the creativity, drive, and can-do spirit Latino small business owners bring to the table creates even more jobs and spurs economic growth. Latinos truly are an integral part of the foundation of the US economy.</p>	165
<p>CITIZENS</p> <p>Latinos are proud, patriotic Americans. The vast majority are legal citizens. More than 2 out of 3 were born right here in the US. In fact, 4 in 5 Latinos are legal, tax-paying American citizens making positive contributions every day to American society.</p>	164
<p>GROWING POPULATION</p> <p>Between 2000 and 2010 Latinos accounted for 55% of the population growth of the U.S. The economic and political strength of such a large and growing group is undeniable, and the predicted future growth of Latinos in the US is even more impressive. By 2050 the US Census predicts there will be 133 million Latinos in America—larger than the current population of Japan.</p>	163
<p>RICH HISTORY</p> <p>The United States has boasted a strong Latino influence from the earliest days of European exploration. In fact, St. Augustine was founded by Spanish explorers in Florida in 1562, a full 42 years before the English established a colony in Jamestown in Virginia. Many words, customs, and even our legal and currency systems have their roots in the Spanish traditions of the US.</p>	161

Mid Tier Messages – Summary Scores (continued)

Messages	Message score
<p>NOT JUST ENTERTAINMENT AND SPORTS</p> <p>While there are plenty of success stories of Latinos in entertainment and sports, Latinos are making waves at every level in every sector of business and technology. From corporate boardrooms and cutting-edge research labs to film-making and management consulting, Latinos are trailblazers in many fields and a driving force behind some of America’s greatest achievements.</p>	159
<p>CIVIC PARTICIPATION</p> <p>Latinos are becoming increasingly engaged in the civic and political life of the United States. Whether it be through many actively participating in local and national races as registered voters; or by running for office themselves, they are making their voices heard. In 2012 Latinos comprised 10% of the electorate, up from 9% in 2008 and 8% in 2004.</p>	158
<p>DRIVING THE ECONOMY</p> <p>With a buying power of \$1.4 trillion, Latinos are key drivers of economic growth. In fact, America's Latino market would be the 11th-largest economy in the world—just below France, Italy and Mexico, and above South Korea, Spain and Indonesia. As the Latino population continues to grow, so will their importance to our country’s economic future.</p>	157
<p>GROWING INFLUENCE</p> <p>Nearly every corner of American life is touched by the influence of Latino culture. In July 2013, the viewership of the Spanish-language TV network, Univision, in the key 18-49 year old demographic topped that of Fox, NBC, CBS, and ABC for the first time. When you consider the ever-increasing role that Latinos are playing in society, it is no surprise that the media are actively vying for this significant audience.</p>	152
<p>EDUCATION</p> <p>Latinos are enrolling in colleges and universities across the country in record numbers—so high in fact that the Latino college enrollment rate now exceeds the rate for Anglos. This means more bright, high-skilled and motivated Latinos are graduating into an economy that needs the energy, connections and know-how of young talent.</p>	151
<p>CREATING JOBS</p> <p>Latinos are creating jobs for America. Nearly three million Latino-owned businesses exist today, and that number will only increase – the current growth rate of Latino-owned small businesses is more than two times the national average.</p>	149

Bottom Tier Messages – Summary Scores

Messages	Message score
<p>IMMIGRANT WORKERS ARE A PLUS</p> <p>Even low-skilled immigrant workers make enormous positive contributions to the economy. They free high-skilled workers from non-work related chores and increase the demand for local consumer goods. Low-skilled immigrant workers also help regional economies to adjust to the changing business cycles because they are less tied to specific places than low-skilled US-born workers. That means they help meet the changing needs of local businesses by moving to fill news jobs as they are created. And many low-skilled workers soon become skilled workers, adding even more to an economy where talent is in short supply.</p>	<p>141</p>
<p>ACTIVE PARTICIPATION IN VARIOUS FAITHS</p> <p>While Latinos are closely associated with the Catholic Church, and a majority do self-identify as Catholic, Latinos in the US are active participants in many faiths. More and more identify as Evangelical Protestant, Mainline Protestant, or non-Christian—proving that Latinos have expanded their religious horizons and are sharing their deep sense of faith and family with a variety of religious communities.</p>	<p>140</p>
<p>YOUNG LATINOS</p> <p>Among United States children under age 18, more than one in four is Latino. As the Baby Boomers reach retirement, these young workers will play a key role in the future strength of America’s economy. It is a good thing they have the talent, ambition, and work ethic we need to compete on the global stage.</p>	<p>129</p>

Top Two Messages – Most compelling words

Generated via text highlighting:

Top Two Messages	Message Scores
<p>Latinos enlist, fight and die for this country in the U.S. armed forces. Forty three Latinos servicemen have won our nation’s highest award, the Congressional Medal of Honor. As of 2007, 1.1 million Hispanics were veterans of the armed forces. Approximately 16% of newly enlisted, active duty members of all branches of the military are Hispanic.</p>	<p>197</p>
<p>With the drive to take risks and habits of hard work, Latinos are redefining what it means to be a small business owner in America and proving that the American Dream is very much alive. Between 1990 and 2012, the number of Latino entrepreneurs more than tripled, and now Latinos have a higher rate of entrepreneurship than the population at large. This success reflects the business skills and extraordinary work ethic of Latino Americans.</p>	<p>170</p>

Millennials are generally more receptive to messaging than older generations

<i>Net believability + 2x favorability + 2x convincing</i>			
	Millennials	Gen X	Baby Boomers
DRIVING THE ECONOMY	203	159	115
ARMED FORCES	200	197	194
NOT JUST ENTERTAINMENT AND SPORTS	192	177	113
THE AMERICAN DREAM	189	188	132
SMALL BUSINESS	184	156	155
IMMIGRANT WORKERS ARE A PLUS	184	138	95
GROWING POPULATION	177	178	124
CREATING JOBS	172	149	121
CITIZENS	169	175	138
CIVIC PARTICIPATION	166	163	140
RICH HISTORY	162	156	157
GROWING INFLUENCE	159	159	139
ACTIVE PARTICIPATION IN VARIOUS FAITHS	158	172	88
EDUCATION	157	155	134
YOUNG LATINOS	153	135	96

“Armed Forces” is the strongest message across the board

<i>Net believability + 2x favorability + 2x convincing</i>			
	Millennials	Gen X	Baby Boomers
DRIVING THE ECONOMY	1	8	11
ARMED FORCES	2	1	1
NOT JUST ENTERTAINMENT AND SPORTS	3	4	12
THE AMERICAN DREAM	4	2	8
SMALL BUSINESS	5	11	3
IMMIGRANT WORKERS ARE A PLUS	6	14	14
GROWING POPULATION	7	3	9
CREATING JOBS	8	13	10
CITIZENS	9	5	5
CIVIC PARTICIPATION	10	9	6
RICH HISTORY	11	10	2
GROWING INFLUENCE	12	7	4
ACTIVE PARTICIPATION IN VARIOUS FAITHS	13	6	15
EDUCATION	14	12	7
YOUNG LATINOS	15	15	13

While “Armed Forces” is a strong message for all, the generational responses are not strongly correlated

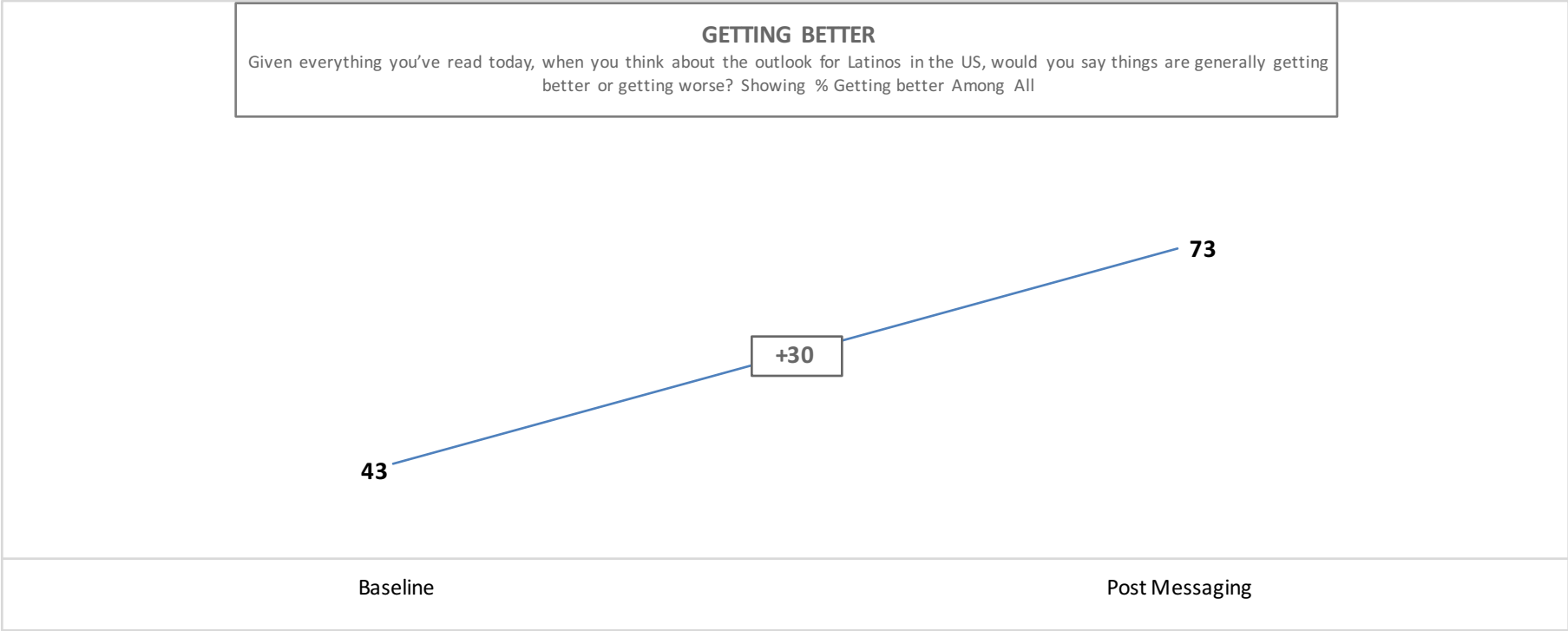
Rank order correlations between generations	Millennials	Gen X	Baby Boomers
Millennials	1	.48	.09
Gen X	.48	1	.27
Baby Boomers	.09	.27	1



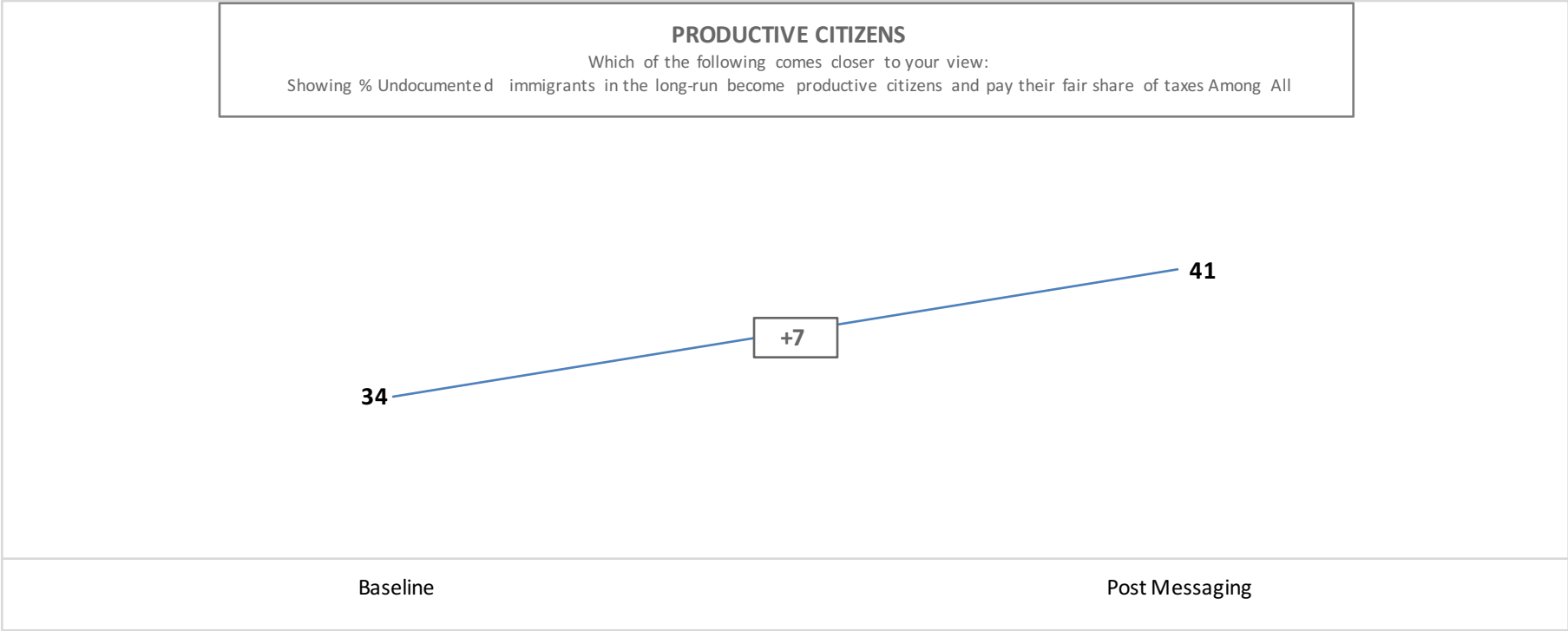
Post Messaging

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Messaging helps move the needle



Messaging helps improve perceptions of Latino Americans





PENN
SCHOEN
BERLAND

Recommendations

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Recommendations Going Forward

1

Explore communications opportunities and initiatives that highlight the contributions of:

- Latinos in the armed forces
- Latino entrepreneurs

2

Look to turn the conversation away from immigration

- Explore ways to make the percentage of Latinos who are non-immigrants break through

3

As long as the public's focus is still on immigration, look for ways to communicate that Latinos, including illegal immigrants, pay their share in taxes.

Message architecture

Latino Americans are an essential part of American society. They enlist fight and die for this country as dedicated, patriotic members of our armed forces. They are redefining small business ownership and proving that the American Dream is still alive. The vast majority of Latinos are American citizens, and as a growing part of our population, they represent a key to our nation's future.

Patriotic service

- 16% percent of our armed forces
- Over 1.1 million Latino veterans
- Forty-three Latinos servicemen have won the Congressional Medal of Honor

Entrepreneurship

- Small business ownership at 10 times the national average
- Creating jobs and economic growth
- Between 1990 and 2012, the number of Latino entrepreneurs more than tripled

Future

- 4 in 5 Latinos are legal, tax-paying American citizens
- More than 2 out of 3 were born right here in the US
- Make up more than 50% of America's population growth
- Buying power of \$1.4 trillion

TONE: Patriotic, optimistic, informative



Appendix

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Those with very negative views towards Latinos are much more likely to say immigration is the top issue facing the country

What do you think is the most important issue facing this country today?

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Economy and jobs	31	31	33	42	30	22	28	32	33	33	29	31	31	30	31	31	31	24	33	23	32
Immigration	12	12	11	9	13	13	13	10	11	7	11	19	6	20	12	7	13	23	12	13	12
Partisan politics	9	10	6	6	9	14	11	9	9	7	14	6	11	5	10	13	9	2	8	12	9
Deficit and government spending	8	8	8	4	9	11	8	4	11	8	8	8	8	6	11	6	9	5	9	14	8
Big government / bureaucracy	7	7	5	3	6	12	9	2	5	5	8	7	9	6	4	7	7	3	9	9	6
Moral values / family values	7	6	9	8	4	9	8	5	5	7	8	7	8	7	5	2	7	10	9	4	7
Health care	6	6	8	5	8	5	7	8	4	8	6	6	7	5	6	6	6	8	5	10	5
Terrorism and national security	6	5	7	7	6	4	5	11	5	10	4	4	6	5	7	4	6	6	7	7	5
Lack of opportunity	4	4	3	5	5	1	2	7	7	2	3	2	2	5	4	8	3	3	1	0	4
Education	3	3	4	5	4	2	2	5	3	7	3	2	4	4	2	4	3	6	3	6	3
Taxes	2	2	1	3	1	1	2	3	1	1	1	2	2	1	2	3	1	2	1	2	1
Fuel costs	1	1	2	0	2	1	1	0	0	1	1	2	1	1	2	0	1	0	1	0	1
Other	5	5	3	4	4	6	4	5	5	4	5	5	4	6	4	9	4	8	2	0	5

More than half of Americans live in communities with more than a few Latinos – roughly the same as Black Americans.

We'd like to get a sense of how diverse the area you live in is. To the best of your knowledge how many people in your community belong to each of these groups: Latinos

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Most	11	11	11	16	14	3	5	14	29	10	9	4	10	13	11	10	12	18	12	7	12
A Fair Amount	46	46	48	46	46	47	46	46	50	60	50	28	51	43	42	40	47	46	47	53	45
Only a few	30	31	25	25	31	32	34	29	18	23	35	38	27	31	33	32	29	24	29	34	29
None	6	6	7	7	5	7	8	7	0	4	3	18	6	7	6	3	7	8	8	3	6
Don't know	6	6	9	6	4	10	8	4	3	4	4	12	6	6	9	14	5	3	4	2	7

Community diversity: Caucasians

We'd like to get a sense of how diverse the area you live in is. To the best of your knowledge how many people in your community belong to each of these groups: Caucasians

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Most	57	58	50	50	47	75	68	34	37	47	63	69	55	56	59	49	58	58	61	53	57
A Fair Amount	31	30	39	34	38	21	27	40	39	36	30	20	34	32	26	35	31	33	28	40	30
Only a few	9	9	6	12	12	1	3	18	19	8	6	5	8	10	9	8	9	6	6	6	9
None	0	0	1	2	0	0	0	2	0	6	0	1	1	0	1	0	1	0	1	0	1
Don't know	3	3	4	3	3	3	2	7	4	2	1	5	3	2	5	8	2	2	3	0	3

Community diversity: African Americans

We'd like to get a sense of how diverse the area you live in is. To the best of your knowledge how many people in your community belong to each of these groups: African Americans

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Most	10	10	11	14	13	3	6	35	10	14	7	13	11	10	9	9	11	14	11	2	12
A Fair Amount	46	46	48	47	45	46	47	45	45	51	53	34	48	43	46	53	45	44	44	50	46
Only a few	36	36	33	31	34	41	37	18	37	31	37	38	35	36	37	28	37	29	37	39	35
None	4	4	3	4	5	3	5	0	4	2	1	10	3	7	2	2	5	11	4	5	4
Don't know	4	4	4	3	2	7	5	2	3	3	3	5	2	4	6	8	3	3	3	3	4

Community diversity: Recent Immigrants

We'd like to get a sense of how diverse the area you live in is. To the best of your knowledge how many people in your community belong to each of these groups: Recent Immigrants

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Most	3	3	4	6	4	0	3	1	4	5	4	1	4	5	2	2	4	10	2	4	3
A Fair Amount	23	24	21	28	23	19	20	25	29	33	22	13	25	23	21	19	24	25	23	36	21
Only a few	32	32	29	30	37	27	33	24	38	34	33	25	40	29	22	27	33	20	37	32	32
None	13	13	13	16	12	12	13	21	6	9	10	27	11	16	13	9	14	21	13	12	13
Don't know	28	27	34	20	24	42	31	28	22	19	32	33	21	27	42	42	26	24	25	16	30

Community diversity: Asians

We'd like to get a sense of how diverse the area you live in is. To the best of your knowledge how many people in your community belong to each of these groups: Asians

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Most	4	4	5	7	4	0	2	3	6	6	2	2	4	4	3	0	4	12	2	7	3
A Fair Amount	28	28	26	31	25	28	27	20	31	35	30	17	30	25	28	27	28	29	26	38	26
Only a few	50	50	49	44	53	52	51	43	55	45	53	48	51	52	47	51	50	45	53	45	51
None	10	10	9	12	10	7	10	21	3	8	7	20	8	12	9	4	11	12	10	4	10
Don't know	9	8	11	6	7	13	9	13	5	5	9	13	7	7	13	17	7	3	9	5	9

An overwhelming majority are aware of the growth among Latinos in the US.

To the best of your knowledge, which is the fastest growing ethnic or racial group in the US?

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos	73	74	68	61	74	82	72	62	83	72	73	67	74	74	69	70	73	69	74	66	74
African Americans	6	6	7	10	4	4	6	11	2	5	7	8	6	5	7	5	6	8	7	5	6
Asians	6	6	6	9	6	4	5	6	6	10	6	3	6	8	5	7	6	2	4	12	5
Caucasians	5	5	6	9	5	3	7	2	4	6	3	7	7	5	3	7	5	13	6	9	5
Indian (from the Indian Subcontinent in Asia)	2	2	3	2	2	2	3	2	0	2	3	2	3	1	2	1	2	2	3	3	2
American Indian and Alaska Natives	1	1	0	1	1	1	0	3	1	0	1	1	1	0	1	0	1	0	1	2	1
Other	1	1	1	2	1	0	1	3	0	2	1	0	1	1	1	1	1	2	1	0	1
Don't know	6	6	8	6	8	4	5	11	4	3	6	10	3	6	11	8	6	4	4	2	7

‘Hispanic’ is more commonly used than ‘Latino’, however many use both interchangeably.

When you think of immigrants, or the descendants of immigrants, from Spanish-speaking cultures, what do you usually call them?

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Hispanic	51	50	57	44	53	56	56	48	47	54	49	57	53	50	49	43	53	57	48	60	50
I use both interchangeably	34	36	28	35	34	33	32	34	38	33	39	26	33	36	34	33	35	24	42	33	34
Latino	9	8	11	12	10	5	6	16	11	11	8	6	9	9	7	11	8	7	8	4	10
Don't know	6	6	5	9	3	6	7	2	4	2	4	11	4	4	9	13	4	13	2	2	6

A plurality of Americans – including slightly more than half of Latinos – say the outlook for Latinos is getting better.

When you think about the outlook for Latinos in the US, would you say things are generally getting better or getting worse?

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Getting better	43	44	37	51	39	40	42	47	51	57	44	25	100	0	0	35	44	31	46	58	40
Getting worse	30	30	27	25	34	28	30	13	31	23	26	41	0	100	0	18	32	47	31	21	31
Don't know	27	26	35	24	27	31	28	40	18	21	30	35	0	0	100	47	24	22	23	20	28

Nearly three in ten Americans do not have a Latino friend

- Black Americans are more likely to have close friends and family who are Latino, as well as elites vs. non-elites and Millennials vs. Baby Boomers.

Which of the following is the most accurate? I have...

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite	
Family members who are Latino	9	9	10	11	9	9	9	14	0	35	0	0	12	9	6	2	11	14	9	14	9	
Close, personal friends who are Latino	17	17	18	24	20	10	15	20	0	65	0	0	25	11	13	24	16	10	16	21	17	
A few acquaintances who are Latino	41	41	40	40	40	42	41	45	0	0	100	0	44	36	41	37	42	19	43	43	40	
No Latino friends	30	30	30	24	27	38	33	19	0	0	0	100	18	42	35	29	31	54	32	21	32	
Don't know	2	2	1	1	3	2	2	2	0	0	0	0	0	2	5	9	1	2	1	0	2	

Americans with mixed perceptions about Latinos are more likely than most to not live near Latinos.

Thinking about the neighborhood you live in, would you say there are many, some, only a few, or no Latinos?

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Many	14	14	14	14	19	8	10	25	0	25	14	4	14	18	10	9	14	19	13	14	14
Some	27	27	27	35	24	23	27	27	0	38	31	12	34	22	23	29	26	24	26	28	27
Only a few	34	34	34	27	37	37	36	32	0	28	40	33	39	26	35	30	35	31	32	41	33
None	20	21	18	19	15	26	23	12	0	8	12	44	12	30	22	16	21	21	26	11	21
Don't know	5	4	7	4	4	6	5	4	0	1	3	7	1	5	11	15	3	5	4	6	5

Family-centric and hardworking stand out as the strongest characteristics of Latinos. Meanwhile fewer Americans agree that Latinos are highly educated or widely employed.

How strongly do you agree or disagree with the following statements? (Agree/Disagree)

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos are family-centric	77/5	77/5	75/4	77/5	78/4	77/5	76/4	74/8	86/1	86/5	81/3	62/8	88/2	71/10	67/2	59/1	81/5	75/10	81/3	81/5	76/5
Latinos are hardworking	74/7	75/7	73/7	76/6	72/6	76/8	73/9	78/8	84/2	86/5	78/4	55/17	88/3	65/14	66/6	61/1	78/7	67/18	83/7	84/5	73/7
Latinos are decorated members of the armed forces	54/16	56/15	43/20	48/17	53/13	60/17	55/15	39/23	66/6	66/13	51/12	39/31	67/12	43/21	45/16	51/7	54/17	51/26	53/16	63/12	52/16
Most Latinos are Democrats	51/9	54/9	34/11	49/11	47/11	56/6	50/7	52/16	54/10	53/10	48/11	51/9	59/9	51/13	39/7	26/12	55/9	77/10	56/7	68/4	49/10
Latinos are entrepreneurial	48/19	50/19	43/17	53/18	51/16	39/24	42/22	55/14	71/9	56/14	44/19	31/30	58/17	37/26	45/16	46/3	49/22	49/33	49/17	50/24	47/18
Latinos are patriotic	46/20	46/21	43/20	47/18	46/21	44/25	45/25	35/19	64/8	57/10	46/22	25/39	61/14	35/36	36/17	48/3	47/24	39/45	44/21	56/21	44/21
Most Latinos are active in their communities through outlets such as schools boards, churches, and volunteer work'	43/22	43/23	42/22	53/18	42/21	35/28	36/26	50/15	59/13	54/21	42/19	21/36	55/19	30/37	36/13	43/7	43/25	41/35	42/26	45/25	42/23
All Latinos are Catholic	41/30	42/31	32/31	42/30	40/32	42/27	41/27	31/31	45/41	48/25	41/28	34/32	45/34	44/29	33/26	20/40	45/29	76/13	45/27	50/24	40/31
Latinos are highly educated	33/32	33/31	33/31	41/22	36/28	23/44	26/39	42/13	56/14	44/27	29/34	16/47	46/23	27/49	22/28	27/9	35/35	40/51	31/33	35/37	33/31
Latinos have the highest employment rate of any demographic	29/26	28/27	30/24	35/27	29/23	24/28	26/27	33/22	36/30	35/23	21/27	28/28	32/30	29/30	24/17	9/26	33/26	53/21	34/27	29/32	28/25

Latinos are perceived to be more insular rather than engaging and integrating into American life. Americans tend to disagree with negative statements about how Latinos affect the economy.

How strongly do you agree or disagree with the following statements? (Disagree/Agree)

	Total	Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos are a drag on the economy	44/32	43/33	47/27	44/31	49/29	40/36	37/38	53/25	68/16	46/32	47/25	23/54	59/22	28/47	38/29	64/0	40/37	0/100	42/26	47/35	44/33
Latinos are stealing American jobs	44/33	45/33	42/34	44/36	47/32	40/34	37/38	40/34	70/21	51/30	46/29	22/54	58/26	35/47	34/31	66/0	40/40	0/100	43/33	49/34	44/33
Most Latinos are illegal immigrants	39/33	40/34	41/31	40/35	41/33	40/31	36/36	37/29	54/28	50/26	42/27	20/52	50/26	29/48	36/29	57/0	37/39	0/100	37/33	47/34	39/34
Latinos aren't interested in integrating and learning English	39/39	39/40	40/37	40/40	42/37	36/41	34/44	45/29	54/29	42/41	39/37	26/50	46/37	33/48	35/33	61/0	35/46	0/101	29/47	39/43	39/38
Latinos tend to be less educated than other groups	27/43	26/43	31/39	31/44	28/38	19/48	20/47	39/35	37/35	31/43	25/40	18/54	32/40	21/56	23/32	40/0	24/51	0/100	22/50	25/49	27/43
Latinos contribute to gang violence and drug trafficking a lot more than other groups	27/45	27/47	33/36	28/43	28/42	27/49	25/48	24/33	44/36	29/48	26/39	15/57	36/40	22/59	20/35	45/0	24/53	0/101	19/56	23/54	29/43
The majority of Latinos are immigrants	25/48	25/48	23/45	23/49	28/45	23/50	20/52	24/44	41/41	28/45	23/45	13/63	29/47	23/58	19/38	37/13	22/54	0/97	21/54	23/50	25/48
The most successful Latinos are in the fields of sports and entertainment	22/48	22/49	22/42	18/53	22/47	24/43	19/49	29/41	27/55	26/48	21/46	16/47	22/50	23/52	17/38	20/27	22/52	11/70	17/53	21/55	22/47
Most undocumented immigrants do not pay taxes	19/58	19/58	13/59	18/55	20/56	18/64	14/63	17/54	37/41	18/65	16/59	10/68	24/56	16/67	13/54	41/0	15/69	0/100	14/67	21/60	19/59
Most Latinos tend to stick to their own community rather than actively engaging in the broader American culture	16/60	16/61	17/54	18/55	18/60	11/66	12/63	13/65	27/48	21/60	14/61	4/72	21/60	15/66	8/54	39/0	12/71	0/99	6/75	12/64	16/60

Those with negative views towards Latinos and few Latino friends are the most likely to believe undocumented immigrants mostly take jobs that American workers want.

Which of the following comes closer to your view:

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite	
Undocumented immigrants mostly take jobs that American workers want	17	16	18	19	16	15	17	24	10	16	13	26	13	24	15	6	19	42	16	9	18	
Undocumented immigrants mostly take low-paying jobs Americans don't want	73	74	68	67	72	78	73	62	81	77	78	59	82	69	61	66	74	48	80	85	71	
Don't know	11	10	14	14	11	7	10	14	10	7	9	15	5	7	23	28	8	10	4	6	11	

Top Tier Messages – Summary Scores

Net believability + 2x favorability + 2x convincing

	Total	Gender		Age			Ethnicity			Latino Friends			Perception of Latinos				Elite
	General Population	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Positive	Negative	Very Negative	Mixed Perceptions	Elite
ARMED FORCES	197	198	196	200	197	194	166	216	288	235	201	84	230	191	78	189	268
THE AMERICAN DREAM	170	170	179	189	188	132	123	176	299	193	156	38	195	167	27	169	216
SMALL BUSINESS	165	168	150	184	156	155	136	170	267	211	168	28	220	156	13	159	191
CITIZENS	164	162	158	169	175	138	126	178	267	227	140	39	202	155	41	170	232
GROWING POPULATION	163	167	132	177	178	124	140	162	257	181	149	90	166	162	83	167	188
RICH HISTORY	161	160	158	162	156	157	136	160	229	177	162	79	161	159	90	182	209
NOT JUST ENTERTAINMENT AND SPORTS	159	159	158	192	177	113	118	150	300	205	127	44	211	148	29	169	219
CIVIC PARTICIPATION	158	160	146	166	163	140	130	179	234	196	160	51	170	155	39	151	185
DRIVING THE ECONOMY	157	161	146	203	159	115	118	142	303	160	155	46	175	153	61	154	173
GROWING INFLUENCE	152	151	158	159	159	139	127	178	251	171	136	78	189	147	97	139	163
EDUCATION	151	152	143	157	155	134	128	187	228	187	158	45	209	142	63	156	195
CREATING JOBS	149	149	136	172	149	121	127	144	240	194	120	64	242	129	53	135	202
IMMIGRATION	141	135	154	184	138	95	101	173	255	202	107	33	169	132	69	117	175
ACTIVE PARTICIPATION IN VARIOUS FAITHS	140	145	127	158	172	88	85	195	269	135	127	42	184	131	16	127	193
YOUNG LATINOS	129	130	126	153	135	96	90	144	272	148	112	22	227	116	24	123	128

Post-messaging awareness of the Latino community's growth in the U.S. remains high.

To the best of your knowledge, which is the fastest growing ethnic or racial group in the US?

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	%Δ	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos	80	+7	81	78	71	81	88	82	69	88	77	81	78	83	78	79	74	81	75	83	83	80
African Americans	5	-1	5	5	9	4	2	4	15	1	7	4	6	5	4	5	5	5	6	5	2	5
Caucasians	4	-1	4	5	9	2	3	6	3	1	7	4	5	6	4	2	4	5	12	4	7	4
Asians	4	-2	5	4	4	6	3	3	7	5	6	5	1	4	6	3	5	4	1	4	5	4
Indians (from the Indian Subcontinent in Asia)	1	-1	1	1	1	1	0	0	2	0	0	2	0	1	1	1	2	0	0	0	1	1
American Indian and Alaska Natives	0	-1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0
Other	1	0	1	1	1	1	1	1	2	0	1	0	1	0	1	1	3	1	2	1	0	1
Don't know	4	-2	4	7	6	5	2	3	3	4	2	3	8	0	6	9	8	4	4	4	1	5

Positive messaging can shift how Americans see the outlook for Latinos in the US – post-messaging nearly two in three Americans say the outlook for Latinos is positive.

When you think about the outlook for Latinos in the US, would you say things are generally getting better or getting worse?

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	%Δ	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Getting better	65	+22	65	65	73	64	59	62	71	79	74	71	43	94	39	49	63	66	37	70	78	63
Getting worse	18	-12	19	14	12	19	22	21	9	10	13	15	33	2	47	11	8	20	46	15	16	18
Don't know	17	-10	16	21	15	16	19	17	20	11	13	14	25	4	14	39	29	15	18	15	6	19

After reading positive messages, more Americans tend to agree with positive statements about the Latino community in the U.S.

How strongly do you agree or disagree with the following statements? (Agree/Disagree)

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	%Δ	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos are family-centric	77/5	+0	78/5	78/4	78/4	79/4	75/9	75/7	75/5	88/0	88/4	80/3	62/12	89/3	69/11	69/4	62/4	80/5	68/10	82/4	84/3	77/5
Latinos are hardworking	73/8	-1	73/8	74/8	75/5	76/7	68/14	69/12	75/6	88/1	80/6	76/6	52/18	85/3	61/17	66/8	66/5	74/8	56/19	77/5	82/3	71/8
Latinos are entrepreneurial	63/11	+15	63/11	66/10	66/7	66/12	55/15	59/13	69/12	79/3	72/6	64/10	44/25	74/6	51/22	57/8	61/7	63/12	49/26	66/11	72/8	62/13
Latinos are decorated members of the armed forces	61/13	+7	61/13	59/14	59/15	61/12	61/14	59/15	48/21	76/8	72/9	62/13	42/24	72/11	51/20	54/12	54/9	61/15	45/23	64/14	72/8	59/16
Latinos fit into American culture	59/16		58/17	63/14	62/12	60/12	55/24	55/21	64/10	71/4	73/8	63/15	36/34	75/10	41/31	52/12	65/5	58/18	37/44	59/13	64/18	58/17
Latinos are patriotic	58/16	+22	57/16	61/12	63/10	59/16	52/20	54/21	60/15	74/3	73/8	59/17	33/32	71/10	47/28	48/12	60/4	58/17	43/39	58/12	68/11	56/16
Latinos are trustworthy	57/14		57/15	63/10	64/7	60/12	49/23	55/19	56/9	77/3	74/10	57/11	35/31	71/9	46/26	50/9	58/7	58/15	44/35	55/14	65/9	57/14
Most Latinos are active in their communities through outlets such as schools boards, churches, and volunteer work'	55/15	+12	54/14	60/13	60/10	57/15	49/17	51/17	60/9	70/6	66/9	56/12	38/29	68/9	48/24	45/11	53/7	55/16	41/30	62/14	59/12	55/15
Most Latinos are Democrats	50/12	-1	52/12	39/12	50/14	48/11	54/13	51/11	48/18	52/13	59/7	49/14	46/12	60/10	52/15	31/12	27/20	54/11	68/9	57/10	69/10	48/13
Latinos are highly educated	45/23	+16	44/25	49/20	55/15	47/21	34/34	40/29	49/7	65/9	53/17	42/22	29/40	59/13	33/40	36/19	42/11	46/26	38/48	46/22	54/24	44/22

Positive messaging has less of an impact on shifting negative perceptions, but still can be effective in combatting misperceptions about the Latino community in the U.S.

How strongly do you agree or disagree with the following statements? (Disagree/Agree)

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	%Δ	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Latinos are a drag on the economy	47/20	+3	47/21	51/16	43/22	49/19	48/21	42/22	49/14	65/18	50/17	48/15	30/32	58/14	31/35	46/12	66/5	44/23	1/61	45/17	55/20	46/20
Most Latinos are illegal immigrants	47/20	+8	47/20	47/19	41/20	48/19	51/20	43/22	42/21	66/15	50/16	49/16	27/33	58/14	32/33	45/15	65/1	43/23	0/63	46/18	54/20	45/21
Latinos are stealing American jobs	46/22	+2	45/22	49/18	44/19	45/21	51/21	42/22	36/23	64/16	47/15	50/16	28/37	58/14	34/38	41/15	69/1	43/25	0/63	44/20	55/21	45/22
Latinos aren't interested in integrating and learning English	40/25	+1	39/25	43/23	38/24	40/24	40/27	39/28	35/16	49/22	43/28	42/20	29/33	44/24	31/37	40/15	62/10	35/28	3/67	30/26	42/27	39/25
Latinos tend to be less educated than other groups	33/23	+6	32/24	41/17	36/20	32/23	33/24	32/25	34/22	46/16	35/25	35/18	22/33	44/20	22/34	30/15	56/2	30/26	1/63	31/20	38/32	33/21
The majority of Latinos are immigrants	33/26	+8	33/27	34/22	30/22	35/29	33/27	30/27	32/20	44/27	39/25	35/18	18/38	42/21	25/38	29/21	45/4	32/30	0/66	30/26	36/32	34/26
Latinos contribute to gang violence and drug trafficking a lot more than other groups	33/29	+6	31/30	37/19	33/26	35/28	31/33	32/31	33/20	44/23	40/30	34/24	16/39	42/26	26/39	24/20	53/1	30/34	2/66	25/33	38/35	31/27
The most successful Latinos are in the fields of sports and entertainment	26/25	+4	26/25	26/24	22/25	25/27	32/21	29/22	27/25	19/35	26/27	30/20	25/23	28/25	24/30	26/20	33/10	25/28	11/40	24/28	29/30	26/24
Most undocumented immigrants do not pay taxes	26/37	+7	26/38	25/34	26/29	27/41	27/40	23/41	25/33	44/23	26/34	29/37	11/53	31/34	20/49	27/30	53/4	21/44	0/70	22/41	25/41	26/37
Most Latinos tend to stick to their own community rather than actively engaging in the broader American culture	23/31	+7	23/31	26/30	26/25	24/31	20/36	22/33	21/33	33/22	26/33	22/28	15/40	30/24	19/43	19/29	46/4	20/36	0/73	17/35	31/37	22/30

Positive messaging can also change peoples' perceptions on undocumented immigrants. Nevertheless a slight plurality of Americans still view them as a burden on taxpayers.

Which of the following comes closer to your view:

	Total		Gender		Age			Ethnicity			Latino Friends			Outlook			Perception of Latinos				Elite	
	General Population	%Δ	Male	Female	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None	Better	Worse	Don't know	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
Undocumented immigrants in the long-run become productive citizens and pay their fair share of taxes	41	+7	41	39	49	41	33	33	54	64	50	40	19	57	29	29	54	38	10	40	37	42
Undocumented immigrants cost the taxpayers too much by using government services like public education and medical services	44	-8	44	44	35	44	53	52	29	23	41	45	62	33	62	43	17	49	80	49	52	43
Don't know	15	+0	14	17	16	14	14	14	17	13	9	15	19	10	8	28	29	12	10	11	11	15

Basic familiarity is our greatest ally, as even having just a few Latino acquaintances reduces power of negative attributes

Having just a few Latino acquaintances more than doubles the likelihood of disagreeing with the most damaging assertions about Latinos

How strongly do you agree or disagree with the following statements? (Disagree/Agree)	Latino Friends		
	Close	Acquaintances	None
Latinos are a drag on the economy	46/32	47/25	23/54
Latinos are stealing American jobs	51/30	46/29	22/54
Most Latinos are illegal immigrants	50/26	42/27	20/52
Latinos aren't interested in integrating and learning English	42/41	39/37	26/50
Latinos tend to be less educated than other groups	31/43	25/40	18/54
Latinos contribute to gang violence and drug trafficking a lot more than other groups	29/48	26/39	15/57
The majority of Latinos are immigrants	28/45	23/45	13/63
The most successful Latinos are in the fields of sports and entertainment	26/48	21/46	16/47
Most undocumented immigrants do not pay taxes	18/65	16/59	10/68
Most Latinos tend to stick to their own community rather than actively engaging in the broader American culture	21/60	14/61	4/72

Only one in five Americans across demographics correctly believe the percentage of Latinos in the U.S. that are here illegally is under 20%.

To the best of your knowledge, what percentage of Latinos in the U.S. is here illegally?							
	Total	Perception of Latinos				Elite	
	General Population	Positive	Negative	Very Negative	Mixed Perceptions	Elite	Not Elite
0-19%	19	34	17	5	17	28	18
20-39%	28	17	30	22	35	28	28
40-59%	18	7	20	21	22	13	19
60-79%	13	4	15	27	9	17	13
80-100%	6	2	6	17	5	2	6
Don't know	16	35	13	8	11	12	16

Major factor in negativity towards Latinos

A majority of Americans are more likely to say undocumented immigrants are a burden on taxpayers, but the Millennials disagree.

- That undocumented immigrants are a burden on tax payers is a widely held view among older Americans, and is damaging to the entire Latino community

Which of the following comes closer to your view:									
	Age			Ethnicity			Latino Friends		
	Millennials	Gen X	Baby Boomers	White	Black	Latino	Close	Acquaintances	None
Undocumented immigrants in the long-run become productive citizens and pay their fair share of taxes	43	35	24	26	43	56	42	34	12
Undocumented immigrants cost the taxpayers too much by using government services like public education and medical services	40	51	63	61	38	29	47	53	71
Don't know	17	15	13	12	19	15	11	14	17