

FOR RELEASE AUGUST 11, 2020

About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It

Young Hispanic women among the most likely to use the term

BY *Luis Noe-Bustamante, Lauren Mora and Mark Hugo Lopez*

FOR MEDIA OR OTHER INQUIRIES:

Mark Hugo Lopez, Director, Global Migration and Demography Research
Tanya Ardit, Communications Manager

202.419.4372

www.pewresearch.org

RECOMMENDED CITATION

Pew Research Center, August, 2020

"About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

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How we did this

For this analysis we surveyed 3,030 U.S. Hispanic adults in December 2019 as part of the 2019 National Survey of Latinos. We asked survey respondents about their awareness of the term Latinx and their views of the term. The sample includes 2,094 Hispanic adults who were members of Pew Research Center's [American Trends Panel](#) (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. It also includes an oversample of 936 respondents sampled from Ipsos' KnowledgePanel, another online survey panel also recruited through national, random sampling of residential addresses. For the purposes of this report, references to foreign-born Hispanics include those born in Puerto Rico. Individuals born in Puerto Rico are U.S. citizens by birth. The survey was conducted in both English and Spanish.

See the Methodology section of this report for more details.

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Terminology

The terms **Hispanic** and **Latino** are used interchangeably in this report.

Latinx is a term used to describe people who are of or relate to Latin American origin or descent. It is a gender-neutral or nonbinary alternative to Latino or Latina.

U.S. born refers to persons born in the United States and those born in other countries to parents at least one of whom was a U.S. citizen.

Foreign born refers to persons born outside of the United States to parents neither of whom was a U.S. citizen. The terms foreign born and immigrant are used interchangeably in this report. For the purposes of this report, foreign born also includes those born in Puerto Rico. Although individuals born in Puerto Rico are U.S. citizens by birth, they are included among the foreign born for this report because they are born into a Spanish-dominant culture and because on many points their attitudes, views and beliefs are much closer to Hispanics born abroad than to Hispanics born in the 50 states or the District of Columbia, even those who identify themselves as being of Puerto Rican origin.

Second generation refers to people born in the 50 states or the District of Columbia with at least one first-generation, or immigrant, parent.

Third and higher generation refers to people born in the 50 states or the District of Columbia with both parents born in the 50 states or the District of Columbia.

Language dominance is a composite measure based on self-described assessments of speaking and reading abilities. **Spanish-dominant** people are more proficient in Spanish than in English (i.e., they speak and read Spanish “very well” or “pretty well” but rate their English-speaking and reading ability lower). **Bilingual** refers to people who are proficient in both English and Spanish. **English-dominant** people are more proficient in English than in Spanish.

About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It

Young Hispanic women among most likely to use the term

Pan-ethnic labels describing the U.S. population of people tracing their roots to Latin America and Spain have been introduced over the decades, rising and falling in popularity. Today, the two dominant labels in use are Hispanic and Latino, with origins in the 1970s and **1990s** respectively.

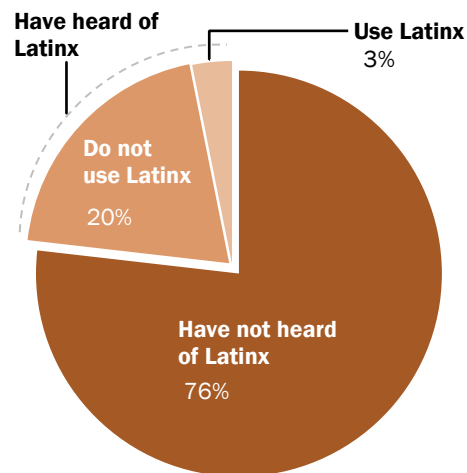
More recently, a new, gender-neutral pan-ethnic label, Latinx, has emerged as an alternative that is used by some **news** and **entertainment** outlets, **corporations**, **local governments** and **universities** to describe the nation's Hispanic population.

However, for the population it is meant to describe, only 23% of U.S. adults who self-identify as Hispanic or Latino have heard of the term Latinx, and just 3% say they use it to describe themselves, according to a nationally representative, bilingual survey of U.S. Hispanic adults conducted in December 2019 by Pew Research Center.

The emergence of Latinx coincides with a global movement to introduce gender-neutral nouns and pronouns **into many languages** whose grammar has traditionally used male or female constructions. In the United States, the first uses of Latinx appeared more than a decade ago. It was **added to a widely used English dictionary** in 2018, reflecting its greater use.

Most Latino adults have not heard of the term Latinx; few use it

% who ...



Note: No answer responses not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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Yet the use of Latinx is not common practice, and the term’s emergence has generated debate about its appropriateness in a gendered language like Spanish. [Some critics](#) point to its origins among U.S. English speakers, saying it ignores the Spanish language and its gendered form.¹ Still, there are examples of the term’s use in Spanish [in the U.S.](#) and [abroad](#).² Meanwhile, others see Latinx as a [gender- and LGBTQ-inclusive term](#), reflecting a broader movement within the U.S. around [gender identity](#).

¹ Masculine and feminine nouns are traditionally used in gendered languages. For example, “friends” in Spanish is translated to the gendered “amigos” when referring to masculine friends and “amigas” when referring to feminine friends, and the masculine “amigos” has traditionally been used when referring to a mixed gender group of friends.

² [In Latin America](#), there are also examples of the use of “e” as a gender-neutral replacement in Spanish for “a” and “o” in the ending of words that refer to groups of people – for example, using the gender-neutral “todes” in place of the gendered “todos” and “todas.”

While only about a quarter of U.S. Hispanics say they have heard the term Latinx, awareness and use vary across different subgroups. Young Hispanics, ages 18 to 29, are among the most likely to have heard of the term – 42% say they have heard of it, compared with 7% of those ages 65 or older. Hispanics with college experience are more likely to be aware of Latinx than those without college experience; about four-in-ten Hispanic college graduates (38%) say they have heard of Latinx, as do 31% of those with some college experience. By comparison, just 14% of those with a high school diploma or less are aware of the term.

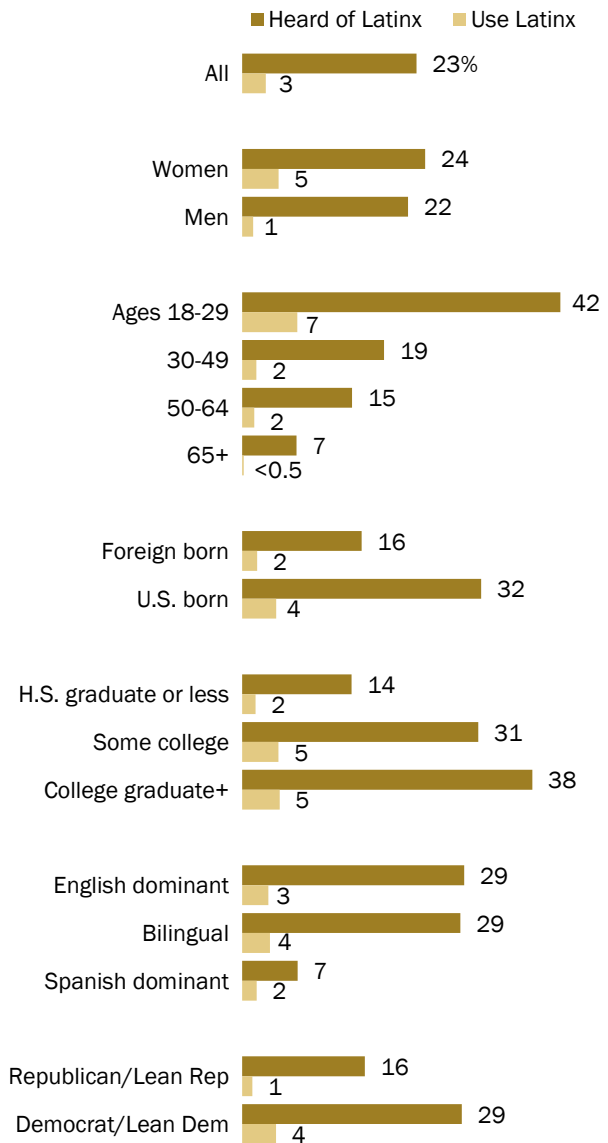
In addition, the U.S. born are more likely than the foreign born to have heard the term (32% vs. 16%), and Hispanics who are predominantly English speakers or bilingual are more likely than those who mainly speak Spanish to say the same (29% for both vs. 7%).

Hispanics who identify with or lean toward the Democratic Party are more likely to have heard of Latinx than those who identify with or lean toward the Republican Party (29% vs. 16%).

Awareness of the term Latinx does not necessarily translate into use. Across many demographic subgroups, the share of Hispanics who say they use Latinx to describe their own identity is significantly lower than the share who say they have heard it. Use is among the highest for Hispanic women ages 18 to 29 – 14% say they use it, a considerably higher share than the 1% of Hispanic men in the same age group who say they use it.

Young adults, college graduates some of most likely to have heard of Latinx

% who ...



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019. "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

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The emergence of Hispanic, Latino and Latinx

Throughout the last half-century in the U.S., different pan-ethnic terms have arisen to describe Americans who trace their roots to Latin America and Spain.

The term Hispanic was first used by the U.S. government in the [1970s](#) after Mexican American and other Hispanic organizations lobbied the federal government to collect data on the population. Subsequently, the U.S. Congress passed [Public Law 94-311](#) in 1976, mandating the collection of information about U.S. residents of Mexican, Puerto Rican, Cuban, Central American, South American and other Spanish-speaking country origins. The law called for the U.S. Census Bureau to create a broader category that encompassed all people who identified having roots from these countries. The term Hispanic was first used in a full census in 1980.

The 1990s brought [resistance](#) to the term Hispanic, as it embraced a strong connection with Spain, and an alternative term emerged: Latino. By 1997, the U.S. Office of Management and Budget issued a directive adding the term Latino to government publications. The two terms are used interchangeably, with Latino first appearing on the U.S. census in 2000, alongside Hispanic.

More recently, Latinx has emerged as an alternative to Hispanic and Latino. Online searches for the term among the general U.S. population appeared online in the early 2000s. But the [first substantial rise](#) in searches (relative to all online searches) appeared in June 2016 following a [shooting at Pulse nightclub](#), an LGBTQ dance club in Orlando, Florida, that was hosting its Latin Night on the [date of the attack](#). In subsequent years, the term's use on social media by [celebrities](#), [politicians](#) and grassroots [organizations](#) has grown. In addition, some academic centers at [community colleges](#), [public universities](#) and [Ivy League](#) universities are replacing Latino program names that were established in previous decades with new Latinx-focused names.

In more than 15 years of polling by [Pew Research Center](#), half of Americans who trace their roots to Spanish-speaking Latin America and Spain have consistently said they have no preference for either Hispanic or Latino as a term to describe the group. And when one term is chosen over another, the term Hispanic has been preferred to Latino. Importantly, the same surveys show, country of origin labels (such as Mexican or Cuban or Ecuadorian) are preferred to these pan-ethnic terms among the population they are meant to describe.

Google searches for Latinx rising in U.S., but trail far behind Latina, Latino and Hispanic

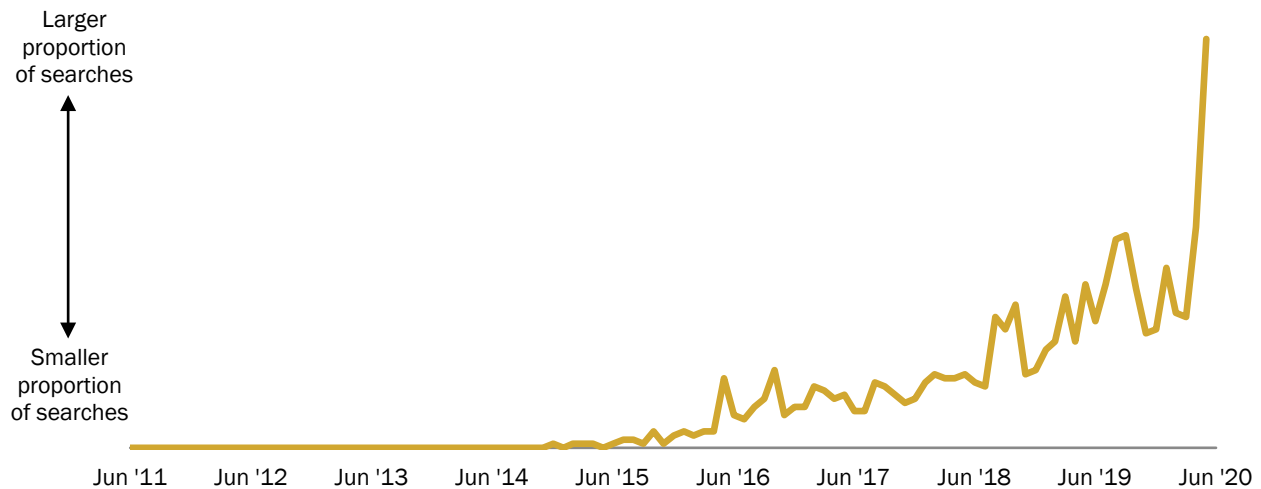
The relative popularity of Latinx in online searches in the U.S. has increased since 2016, according to a Pew Research Center analysis of Google Trends data.³ While its earliest Google searches extend back to the early 2000s, the highest monthly relative number of searches for Latinx occurred in June 2020, surpassing a previous peak in October 2019.⁴

³ While no search engine can represent the queries of all Americans, [a vast majority of online searchers use Google](#), and a number of researchers are experimenting with its use as a tool for understanding the public's attitudes and behaviors.

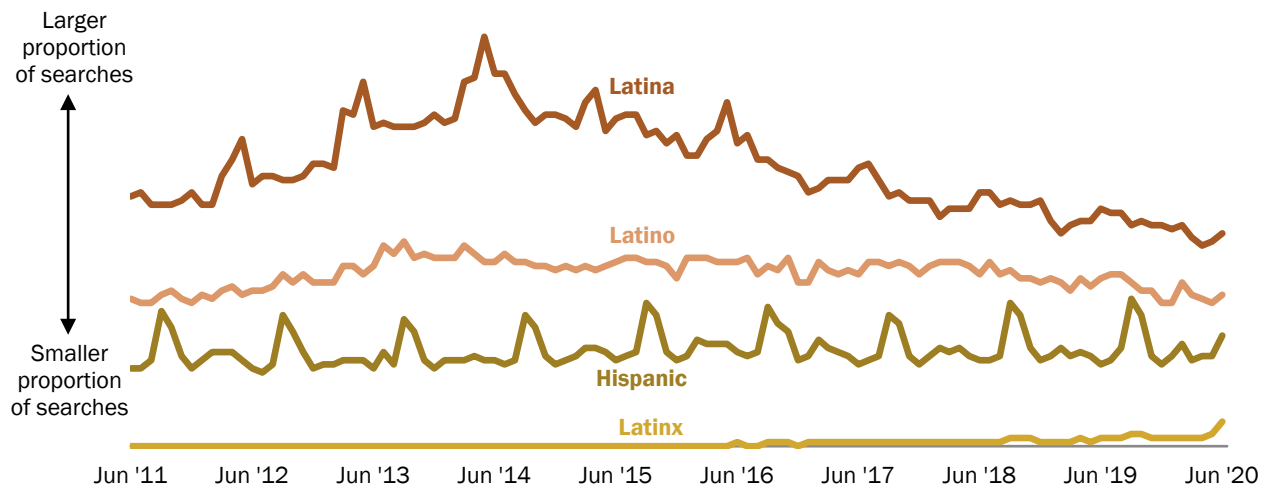
⁴ While this recent high in Google searches for Latinx in the U.S. can be interpreted as increased interest, it does not indicate the U.S. general public's opinion about the term or its use.

The term Latinx has seen a rise in online popularity since 2016, but its search level remains below Latina, Latino and Hispanic

Proportion of all monthly Google searches in the U.S. that contain the term Latinx



Proportion of all monthly Google searches in the U.S. that contain the term ...



Note: Google Trends data does not indicate the number of searches but instead are standardized data, displaying the relative change in searches over the time period on a 0 to 100 scale. Google Trends are monthly averages based on weekly volume.

Source: Pew Research Center analysis of Google Trends data for June 2011 to June 2020, accessed July 24, 2020.

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Compared with June 2020, monthly Google searches for Latinx rose substantially for the first time in June 2016, following the Pulse nightclub shooting in Orlando, Florida.⁵

Despite its increase in popularity, Google searches for Latinx remain below those for Latina, Latino and Hispanic over the past decade. Among these terms, Latina has shown the highest popularity, though its share of searches has been falling relative to its peak in June 2014.⁶

Should Latinx be adopted as a pan-ethnic term for U.S. Hispanics?

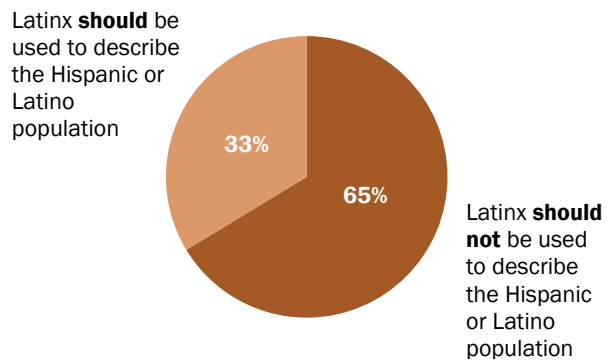
Among those aware of Latinx, one-in-three say it should be used to describe the nation's Hispanic or Latino population.

While some Hispanics say Latinx should be used as a pan-ethnic term, few say they prefer it over others. A majority (61%) say they prefer Hispanic to describe the Hispanic or Latino population in the U.S., and 29% say they prefer Latino. Meanwhile, just 4% say they prefer Latinx to describe the Hispanic or Latino population.

Preference for Latinx as a pan-ethnic term is higher among those who are aware of it – 10% in this group say they prefer Latinx. Yet even among those aware of Latinx, the terms Hispanic (50%) and Latino (31%) are preferred.

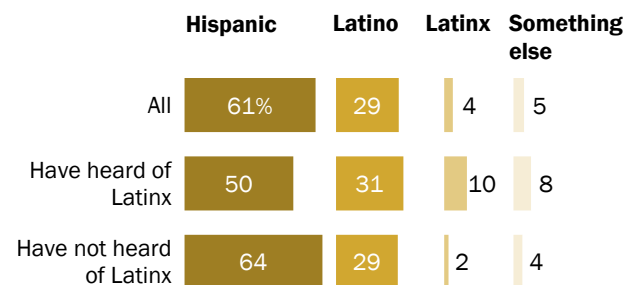
One-third who have heard of the term Latinx say it should be used to describe the U.S. Hispanic or Latino population ...

Among respondents who have heard of Latinx, % saying ...



... but among all Hispanics, other pan-ethnic terms are broadly preferred

Among each group, % who prefer the term ___ to describe the Hispanic or Latino population overall



Note: No answer responses not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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⁵ The earliest Google Trends data available is from 2004. However, Latinx had been in use in the U.S. before then.

⁶ Google Trends analysis is for the U.S. population overall, including Hispanics and non-Hispanics. It is not possible to limit the analysis to searches done among Hispanics alone.

In their own words: What does Latinx mean to Hispanics?

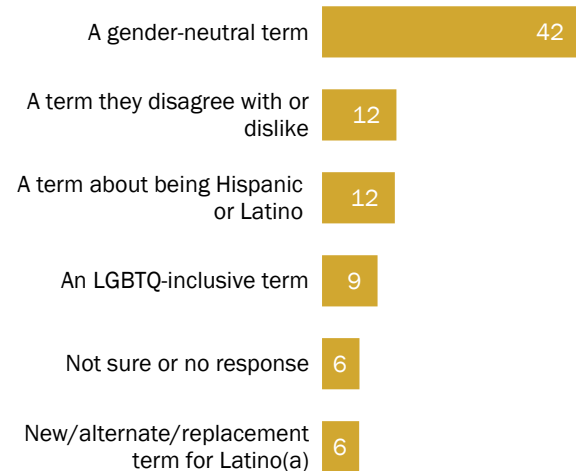
When asked in an open-ended question what Latinx means in their own words, 42% of those who have heard the term describe it as a gender-neutral one. As one 21-year-old woman said, “Latinx is a more inclusive term to use for those who do not choose to identify with a certain gender. The terms Latino and Latina are very limiting for certain people.”

Other responses from the open-ended question offer other descriptions of Latinx and reactions to it. For example, 12% of respondents who had heard of Latinx express disagreement or dislike of the term. Some described the term as an “anglicism” of the Spanish language, while others say the term is “not representative of the larger Latino community.”

Among other responses, 12% say Latinx is a term about being Hispanic or Latino, while 9% of those aware of Latinx say it is an LGBTQ community inclusive term. And 6% of respondents who have heard of Latinx say it is a new, alternative or replacement term for Latino.

About four-in-ten who have heard of Latinx describe it as a gender inclusive term

In an open-ended question among respondents who have heard of Latinx, % who mention Latinx is ...



Selected responses to an open-ended question asked of survey respondents who say they have heard of Latinx

Latinx – anyone who has Latin or Hispanic heritage including anyone who is gender fluid, gay, lesbian, bisexual, transgender. -Woman, 42

Unsure, but I've heard of it. -Man, 26

Latinx is the progressive term for Latino individuals. It is gender neutral. I like the term because of its inclusivity in the Latino community. -Woman, 22

It is a ridiculous portmanteau that doesn't really work with a romance language wherein nouns are gendered. It is also supposed to be an all-inclusive term for people of Latin American roots, regardless of gender. -Man, 51

It is a gender-neutral term used out of consideration for those in the trans community. It is not a term that is likely to be embraced by the general Latino community. This term was developed by a small subgroup that is not representative of the larger Latino community and I find the use of it to be presumptuous and annoying. -Woman, 59

Note: Refused not shown. Selected open-ended responses are among survey respondents who say they have heard of the term Latinx.

Verbatim responses edited for minor spelling and grammar corrections.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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1. How widespread is awareness of Latinx?

Overall, about a quarter of Latino adults (23%) have heard of Latinx, though familiarity with the term varies widely across demographic subgroups.

Awareness among the youngest Latinos is considerably higher than among older adults. About four-in-ten (42%) of those ages 18 to 29 have heard of the term Latinx. That share falls to 19% among those ages 30 to 49, while those 65 and older are the least likely to have heard of Latinx (7%).

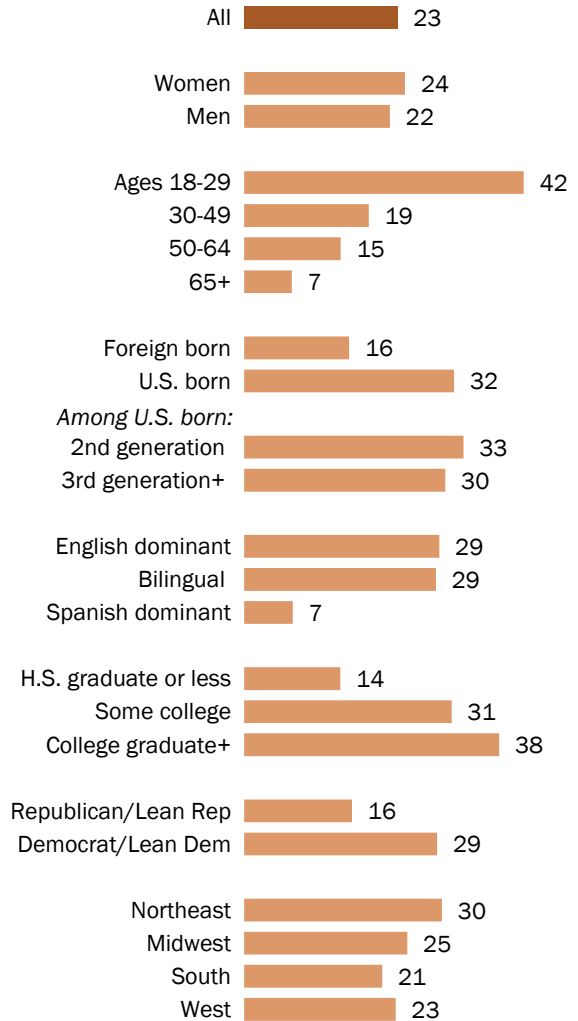
Familiarity with Latinx also differs by nativity and language use. U.S.-born Latinos (32%) are twice as likely to have heard of the term as immigrant Latinos (16%). Among those who are predominantly English speakers or bilingual Latinos, 29% have heard the term, a significantly higher share than the 7% of predominantly Spanish speakers who say the same.

Latinos with college experience are more likely to have heard of the term Latinx than those without college experience. Some 38% of Latino college graduates have heard of Latinx, as have 31% of those with some college experience, while only 14% of Latinos who are high school graduates or less have heard of the term.

The share of Latinos who have heard of Latinx also varies by political party affiliation. Democrats and those who lean to the Democratic Party (29%) are more likely to say they have heard of the term than Republicans and Republican leaners (16%).

Awareness of Latinx among Hispanics

% who say they have heard of Latinx



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown. U.S. regions shown are based on the U.S. Census Bureau regions and divisions.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019. "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

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Demographics and Latinx awareness

There are many demographic differences between Hispanics who *have* heard of the term Latinx and those who have *not*. Those who have heard the term are more likely than those who haven't to be younger, U.S. born, primarily English speakers or bilingual, have been to college and identify as Democrats.

Age

The median age of those who have heard of Latinx is 29 years, compared with 43 years for those who have not heard it.

Half of Latinos (50%) who have heard the term are ages 18 to 29. By comparison, 21% of those who have not heard the term are the same age. (In 2018, 18- to 29-year-olds made up 28% of the Latino adult population, according to Pew Research Center analysis of U.S. Census Bureau data.)

Nativity

Among Latinos familiar with Latinx, 64% are U.S. born while 35% are immigrants. By contrast, among those not familiar with the term, fewer than half (42%) are U.S. born while 56% are immigrants.

Profile of Hispanics who have heard and not heard the term Latinx

% among respondents who ...

	Have heard of Latinx	Have not heard of Latinx
Gender		
Female	53	49
Male	47	50
Age		
18-29	50	21
30-49	33	43
50-64	13	23
65+	3	13
Median age		
<i>In years</i>	29	43
Nativity		
Foreign born	35	56
U.S. born	64	42
Generation, among U.S. born		
Second generation	68	64
Third generation or higher	32	34
Primary language		
English dominant	35	25
Bilingual	57	42
Spanish dominant	9	33
Educational attainment		
H.S. graduate or less	35	62
Some college	38	25
College graduate+	27	13
Party affiliation		
Republican/Lean Republican	21	33
Democrat/Lean Democrat	74	54

Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown. Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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Education

Most Latinos who have heard of Latinx have some college experience (38%) or are college graduates (27%). Meanwhile, among those who have not heard the term, less than half have at least some college experience.

Language use

Hispanics who have heard of Latinx are more likely to mainly be English speakers (35%) or bilingual (57%) than those who have not heard it (25% and 42%). On the other hand, the share of Spanish speakers is higher among those who have not heard of Latinx (33%) compared with those who have heard the term (9%).

Party affiliation

About three-in-four Latinos (74%) who have heard of the term Latinx identify as Democrats or Democratic-leaning independents, a significantly higher share than among those who have not heard the term (54%).

2. Who uses Latinx?

While about one-in-four Latinos are aware of the term Latinx, just 3% say they use it to describe themselves, a share that is similar across all major demographic subgroups.

Latinx use is greater among younger Latinos than older Latinos. Some 7% of those ages 18 to 29 say they have used Latinx, while 2% or fewer among those ages 30 and older say the same.

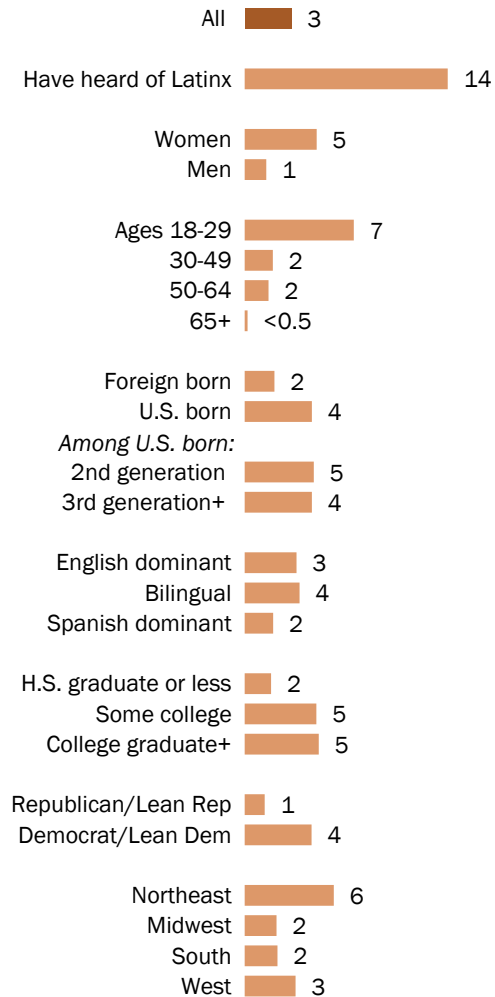
About 5% of college graduates or those have some college experience say they have used Latinx, compared with 2% of those who have a high school degree or less.

Meanwhile, 4% of Democrats and Democratic-leaning independents say they have used Latinx, compared with 1% of Republicans and Republican leaners.

In addition, those who have heard of the term Latinx are more likely to use it to describe themselves than adults overall. Among those who say they have heard the term, 14% say they have used it.

Few have used Latinx, but those under 30 among most likely to do so

% who say they have used Latinx to describe themselves



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. U.S. regions shown are based on the U.S. Census Bureau regions and divisions.

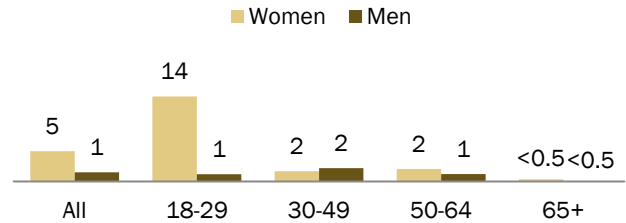
Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019. "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

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Hispanic women (5%) are slightly more likely than Hispanic men (1%) to say they use Latinx. The share rises to 14% among Hispanic women ages 18 to 29, a substantially higher share than other Hispanic women or men. In all adult age and gender groups other than women ages 18 to 29, the share who say they use Latinx to describe themselves is 2% or lower.

Young Hispanic women stand out among Latinx users

% who say they have used Latinx to describe themselves, by age



Note: No answer responses not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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3. Views on Latinx as a pan-ethnic term for U.S. Hispanics

Latinx has emerged in recent years as a new pan-ethnic term to describe the nation's diverse Hispanic population. However, the new survey shows most (65%) who have heard the term say it should not be used to describe the Hispanic or Latino population, while one-third say it should be used.

Among those who have heard the term Latinx, Hispanic women are more likely than men to say the term should be used to describe the Hispanic or Latino population. Some 42% of women say this compared with 23% of Hispanic men.

Hispanic is the preferred term to describe the Hispanic or Latino population overall

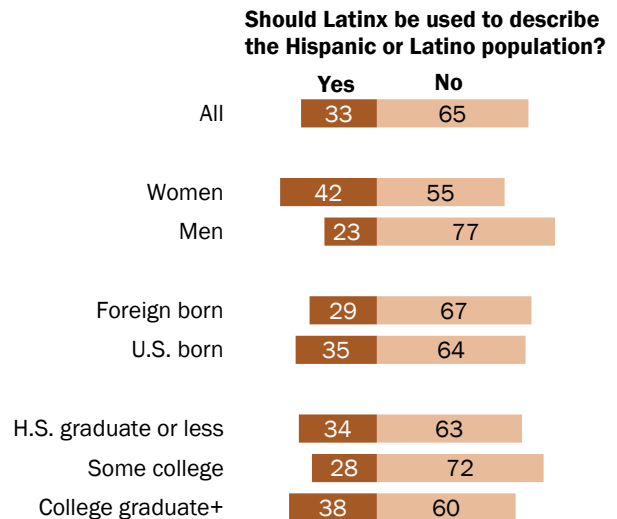
When asked about their preferred pan-ethnic term to describe the Hispanic or Latino population, a vast majority of adults say they prefer other terms over Latinx. Only 4%, according to the new survey, prefer Latinx to describe the Hispanic or Latino population. Meanwhile, 61% say they prefer the term Hispanic, followed by 29% who prefer the term Latino and 5% who say something else.

Though few say they prefer Latinx, those who have heard the term are more likely to prefer it as a pan-ethnic term than those who have not heard it. One-in-ten (10%) who have heard the term Latinx prefer it to describe the Hispanic or Latino population, significantly higher than the share among those who have not heard the term (2%) and the share among all Latino adults (4%).

There are some differences by age and nativity in pan-ethnic term preferences. Among those ages 18 to 29, 8% say they prefer Latinx over other terms, slightly higher than the share among older adults. In addition, 6% of those who are U.S. born say they prefer Latinx, compared with 2% among immigrants.

One-third of Latinos who are aware of Latinx say it should be used as a pan-ethnic term

% among respondents who have heard of Latinx



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown.

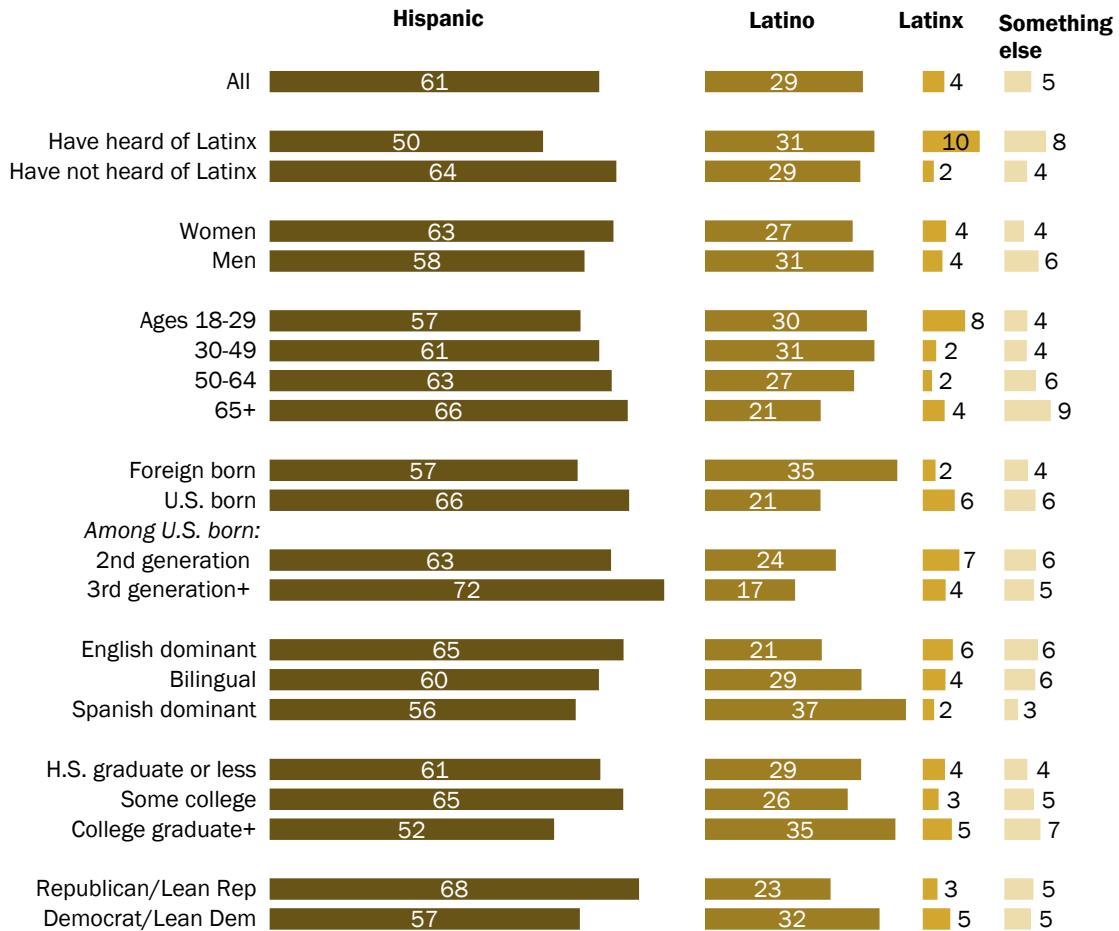
Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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Hispanic is the preferred term among U.S. adults with Latino or Hispanic origins

% who prefer the term _____ to describe the Hispanic or Latino population overall



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. No answer responses not shown.

Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.

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Across demographic subgroups, the term Hispanic is preferred by about half or more of respondents. Those who are third generation or higher (72%) are among the most likely to prefer Hispanic. Even among those who have heard the term Latinx, 50% say they prefer Hispanic to describe the nation's Hispanic or Latino population.

Meanwhile, immigrants, college graduates and predominantly those who speak mainly Spanish are among the most likely to prefer the term Latino.

Acknowledgments

This report was written by Luis Noe-Bustamante, Research Analyst; Lauren Mora, Administrative Coordinator; and Mark Hugo Lopez, Director of Global Migration and Demography Research.

Editorial guidance was provided by Neil G. Ruiz, Associate Director of Global Migration and Demography Research; D'Vera Cohn, Senior Writer and Editor; Jeffrey S. Passel, Senior Demographer; Ana Gonzalez-Barrera, Senior Researcher; Tanya Ardit, Communications Manager; Jens Manuel Krogstad, Senior Writer and Editor; James Bell, Vice President of Global Strategy; Courtney Kennedy, Director, Survey Research; Nick Bertoni, Senior Panel Manager; Sono Shah, Computational Social Scientist; Katerina Eva Matsa, Associate Director of Research; and Galen Stocking, Senior Data Scientist.

The report was number-checked by Abby Budiman, Research Analyst. Shannon Greenwood, Digital Producer, produced the report. David Kent copy edited the report. Charts were designed by Luis Noe-Bustamante.

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Methodology

The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is being managed by Ipsos.

Data in this report are drawn from the panel wave conducted December 3 to December 23, 2019. A total of 3,030 panelists

responded out of 5,395 who were sampled, for a response rate of 56%. This includes 2,094 from the ATP and an oversample of 936 respondents sampled from Ipsos' KnowledgePanel. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 2.4%. The break-off rate among panelists who logged onto the survey and completed at least one item is 0.4%. The margin of sampling error for the full sample of 3,030 respondents is plus or minus 2.9 percentage points.

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,315
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,337
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	685
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	6,421
Aug. 19 to Nov. 30, 2019	ABS/web	5,900	4,720	4,720
	Total	35,014	23,440	15,478

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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The ATP sample consisted of all current panel members who previously identified as being Hispanic. For the KnowledgePanel sample, Hispanics who were either born in Mexico or had no more than a high school education were oversampled relative to those who had more than a high school education and were born outside of Mexico.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of which 9,942 agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample (ABS) of households selected from the U.S. Postal Service's Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel, and 8,778 agreed to join the panel and completed an initial profile survey. The same recruitment procedure was carried out on August 19, 2019, from which a total of 5,900 were invited to join the panel and 4,720 agreed to join the panel and completed an initial profile survey. Of the 23,440 individuals who have ever joined the ATP, 15,478 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The USPS Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.⁷

Weighting

The ATP data were weighted in a multistep process that begins with a base weight incorporating the respondents' original selection probability. The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table. For this wave, additional weighting parameters were added to adjust for citizenship, years in the U.S., country of birth and Hispanic origin.

Sampling errors and test of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Weighting dimensions

Variable	Benchmark source
Gender	2018 American Community Survey
Age	
Education	
Country of birth	
Home internet access	
Citizenship	
Years in U.S.	
Hispanic origin	
Region	2019 CPS March Metropolitan status Supplement
Metropolitan status	
Volunteerism	2017 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	Average of the three most recent Pew Research Center telephone surveys.

Note: Estimates from the ACS are based on non-institutionalized Hispanic adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. Hispanic adult population.

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⁷ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling.](#)"

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	3,030	2.9 percentage points
Foreign born (including Puerto Rico)	1,783	4.0 percentage points
U.S. born (excluding Puerto Rico)	1,218	4.4 percentage points
2nd generation	825	5.4 percentage points
3rd generation	375	7.7 percentage points

For the purposes of this report, references to foreign-born Hispanics include those born in Puerto Rico. Individuals born in Puerto Rico are U.S. citizens by birth. Sample sizes and sampling errors for other subgroups are available upon request.

Online search data

Trends in online search data volume used in this report are based on data from Google Trends, a publicly available web-based tool that measures search volume of a specific search term across time, in specific languages and in specific countries. In this report, search term data are for the terms for “Latinx,” “Latina,” “Latino” and “Hispanic” among searches conducted in the U.S. Monthly data were downloaded for the period of Jan. 1, 2004, through June 30, 2020.⁸

Google standardizes online searches on a 0 to 100 scale for the time period selected by the user, with 100 representing the peak level of searches given a region and time period. Internet search data analysis like that available from Google Trends has limitations. Internet search data is an indicator of interest in a topic, not attitudes toward it. Actual motivation for searches or behavior related to searches cannot be authenticated using Google Trends alone.

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⁸ For more information on sampling of Google Trends, see the [methodology](#) of Pew Research Center’s report “Searching for News: The Flint water crisis.”