

FOR RELEASE SEPTEMBER 20, 2023

# Latinos' Views of and Experiences With the Spanish Language

*About half of U.S. Latinos who do not speak Spanish have been shamed by other Latinos for it*

**BY** *Lauren Mora and Mark Hugo Lopez*

**FOR MEDIA OR OTHER INQUIRIES:**

Mark Hugo Lopez, Director, Race and Ethnicity Research  
Tanya Ardití, Senior Communication Manager

202.419.4372

[www.pewresearch.org](http://www.pewresearch.org)

**RECOMMENDED CITATION**

Pew Research Center, September 2023, "Latinos' Views of and Experiences With the Spanish Language"

## About Pew Research Center

Pew Research Center is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, computational social science research and other data-driven research. It studies politics and policy; news habits and media; the internet and technology; religion; race and ethnicity; international affairs; social, demographic and economic trends; science; research methodology and data science; and immigration and migration. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

© Pew Research Center 2023

## How we did this

Pew Research Center conducted this study to understand current views of the Spanish language among U.S. Hispanics, including views related to Hispanic identity, joking about Hispanics who do not speak Spanish well or at all, and the use of Spanglish – a combination of Spanish and English.

For this analysis, we surveyed 7,647 U.S. adults, including 3,029 Hispanics, from Aug. 1 to 14, 2022. This includes 1,407 Hispanic adults on Pew Research Center’s [American Trends Panel](#) (ATP) and 1,622 Hispanic adults on Ipsos’ KnowledgePanel. Respondents on both panels are recruited through national, random sampling of residential addresses. Recruiting panelists by phone or mail ensures that nearly all U.S. adults have a chance of selection. This gives us confidence that any sample can represent the whole population, or in this case the whole U.S. Hispanic population. (See our [“Methods 101” explainer](#) on random sampling for more details.)

To further ensure the survey reflects a balanced cross-section of the nation’s Hispanic adults, the data is weighted to match the U.S. Hispanic adult population by age, gender, education, nativity, Hispanic origin group and other categories. Read more about the [ATP’s methodology](#). Here are the [questions used for our survey](#) of Hispanic adults, along with responses, and [its methodology](#).

## Terminology

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

**U.S. born** refers to persons born in the 50 states or the District of Columbia and those born in other countries to parents of whom at least one 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. For the purposes of this report, foreign born also refers to those born in Puerto Rico. Although individuals born in Puerto Rico are U.S. citizens by birth, they are grouped with the foreign born because they are born into a Spanish-dominant culture and because on many points their attitudes, views and beliefs are much closer to those of Hispanics born outside the U.S. than to Hispanics born in the 50 states or the District of Columbia, even those who identify themselves as being of Puerto Rican origin.

The terms **foreign born** and **immigrant** are used interchangeably in this report.

**Second generation** refers to people born in the 50 states or the District of Columbia with at least one parent born in Puerto Rico or another country.

**Third or 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.

# Latinos' Views of and Experiences With the Spanish Language

*About half of Latinos who do not speak Spanish have been shamed by other Latinos for it*

Most U.S. Latinos speak Spanish: 75% say they are able to carry on a conversation in Spanish pretty well or very well. And most Latinos (85%) say it is at least somewhat important for future generations of Latinos in the United States to speak Spanish.

But not all Hispanics are Spanish speakers, and about half (54%) of non-Spanish-speaking Hispanics have been shamed by other Hispanics for not speaking Spanish.

At the same time, 78% of U.S. Hispanics say it is not necessary to speak Spanish in order to be considered Hispanic.

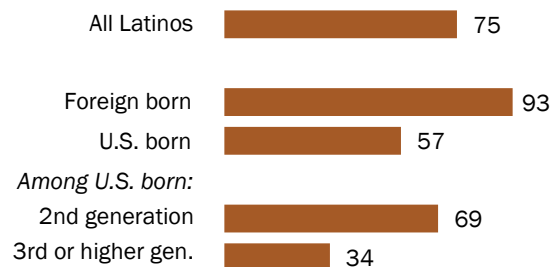
We asked U.S. Latinos about their views, attitudes and experiences with the Spanish language. Here is what we found.

## Key findings:

- **While most U.S. Latinos speak Spanish, not all do.** 24% of all Latino adults say they can only carry on a conversation in Spanish a little or not at all. Among third- or higher-generation Latinos, a much higher share are not Spanish speakers: Close to two-thirds (65%) of third- or higher-generation Latinos say they cannot carry on a conversation well in Spanish.
- **About half of U.S. Hispanics who do not speak Spanish have been shamed because of it.** 54% of Hispanics who say they speak no more than a little Spanish say another Hispanic person has made them feel bad for it.
- **Some Hispanics make jokes about those who do not speak Spanish.** Four-in-ten Hispanic adults say they hear other Hispanics make jokes, extremely often or often, about Hispanics who do not speak Spanish or don't speak it well.

## Most U.S. Hispanics speak Spanish

*% of U.S. Hispanic adults who say they can carry on a conversation in Spanish, both understanding and speaking, at least pretty well*



Note: Share of respondents who didn't offer an answer not shown. In this analysis, "foreign born" groups together Hispanic adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.

Source: National Survey of Latinos conducted Aug. 1-14, 2022. "Latinos' Views of and Experiences With the Spanish Language"

PEW RESEARCH CENTER

- **Spanglish use is widespread among U.S. Hispanics.** 63% report speaking Spanglish, a combination of Spanish and English, at least sometimes.
- **Personal Hispanic identity is related to views about Spanish.** U.S. Hispanics who consider their Hispanic identity to be extremely or very important to how they think about themselves are more likely than other Hispanics to say it's important for future generations to speak Spanish. They are also more likely to say it is necessary for someone to speak Spanish in order to be considered Hispanic.

Speaking Spanish can be an important skill, a means of communication and a marker of identity for U.S. Latinos. The Spanish language is a source of pride for some, and [many Latino parents encourage their U.S.-born children to speak it](#). Importantly, the United States [has one of the world's largest Spanish-speaking populations](#).

For this report, Pew Research Center surveyed a nationally representative sample of 3,029 U.S. Latino adults, in English and Spanish, from Aug. 1 to 14, 2022. Findings among the sample often differ by nativity, immigrant generation, age, educational attainment and language use.

## Spanish speaking and its importance in Latino identity

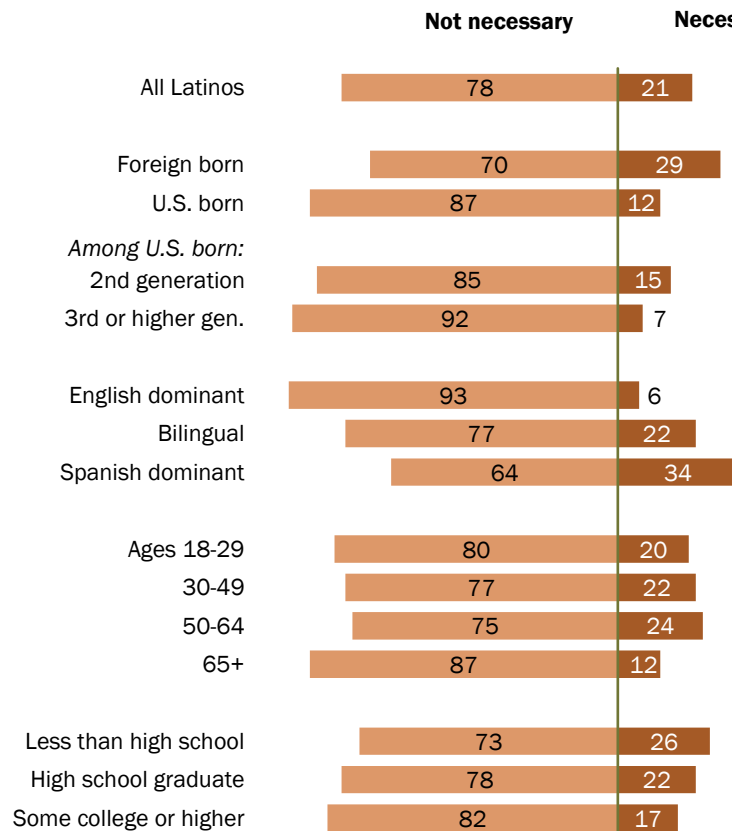
Latino identity in the U.S. can be shaped by many factors. One of them is speaking Spanish, which some Latinos use to distinguish who is Latino from who is not. Yet most Latino adults (78%) say it is *not* necessary to speak Spanish to be considered Latino, while 21% say it is.

While strong majorities among major Latino demographic subgroups say it is not necessary to speak Spanish to be considered Latino, there are some notable differences in views.

- Latino immigrants are less likely than U.S.-born Latinos to say speaking Spanish is not necessary to be considered Latino – 70% vs. 87%.
- Just 7% of third- or higher-generation Latinos (the Latino U.S.-born children of U.S.-born parents) say it is necessary for someone to speak Spanish to be Latino.<sup>1</sup>

### Most Latinos say it is not necessary to speak Spanish to be considered Latino

*% of U.S. Latinos who say it is \_\_\_ to speak Spanish to be considered Latino*



Note: Share of respondents who didn't offer an answer not shown. In this analysis, "foreign born" groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.

Source: National Survey of Latinos conducted Aug. 1-14, 2022. "Latinos' Views of and Experiences With the Spanish Language"

PEW RESEARCH CENTER

<sup>1</sup> This mirrors a [2020 Pew Research Center finding](#), where over half (54%) of Hispanic immigrants said speaking Spanish is an essential part of what being Hispanic means to them. Only 20% of third- or higher-generation Latinos said the same.

- Spanish-dominant Hispanics (34%) are more likely than bilingual (22%) and English-dominant (6%) Hispanics to say speaking Spanish is necessary for a person to be considered Hispanic.

## Importance of future U.S. Latino generations speaking Spanish

While most Latinos say speaking Spanish is not necessary to be considered Latino, most agree it is important for future generations to speak it.

A majority of Latinos (65%) say it is at least very important that future generations of Latinos in the U.S. speak Spanish, including a third who say it is extremely important. Only 5% say it's not at all important.

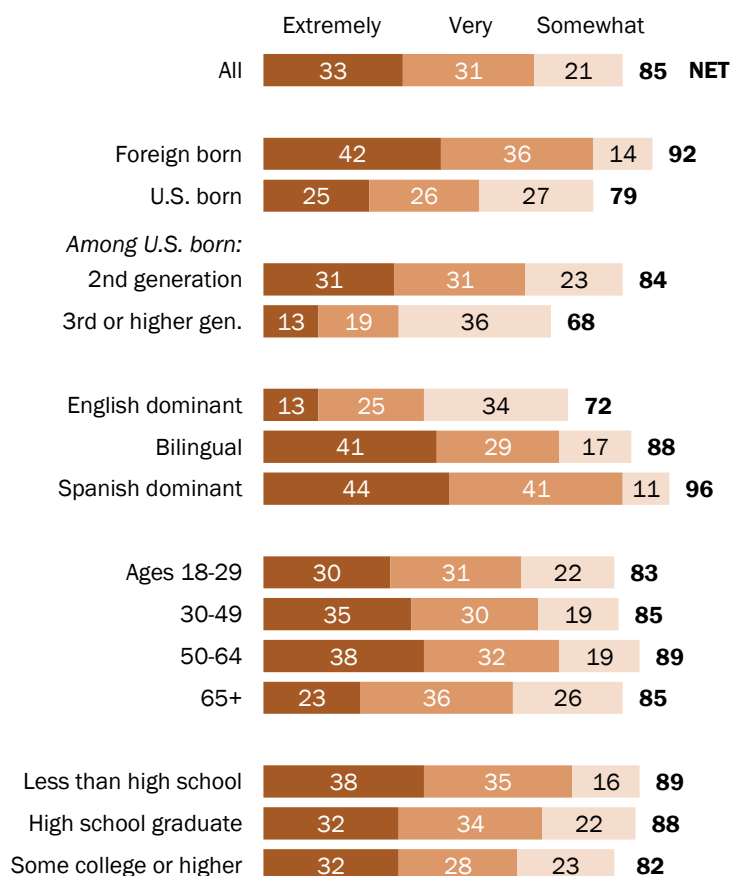
### Immigrant and U.S.-born Latinos and the future of Spanish in the U.S.

Immigrant Latinos are more likely than U.S.-born Latinos to say it is important that future generations of U.S. Latinos can speak Spanish.

- 42% of Latino immigrants say it's extremely important for future U.S.

## Nearly all Latinos say it is at least somewhat important that future generations of Latinos speak Spanish; a third say it is extremely important

*% of U.S. Latinos who say it is \_\_\_ important that future generations of Latinos in the U.S. are able to speak Spanish*



Note: Share of respondents who didn't offer an answer or who responded with "not too important" or "not at all important" not shown. Individual estimates may not round to NET figures because the NETs were calculated using unrounded values. In this analysis, "foreign born" groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.  
Source: National Survey of Latinos conducted Aug. 1-14, 2022.  
"Latinos' Views of and Experiences With the Spanish Language"

PEW RESEARCH CENTER



generations of Latinos to speak Spanish.

- A quarter of U.S.-born Latinos say the same.
- A fifth of U.S.-born Latinos say it is not too or not at all important, while only 7% of foreign-born Latinos say the same.

### **Among U.S.-born Latinos, the importance of future generations speaking Spanish decreases among later immigrant generations**

- About three-in-ten second-generation Latinos (31%) say it is extremely important that future U.S. Latinos speak Spanish.
- Among third- or higher-generation Latinos, about a third (32%) say it is extremely or very important for future generations of U.S. Latinos to speak Spanish, including just 13% who say it's *extremely* important.
- By contrast, three-in-ten third- or higher-generation Latinos say it is not too or not at all important that future generations of Latinos are able to speak Spanish.

### **How Spanish language use affects U.S. Hispanics' views of the future of Spanish in the U.S.**

The importance of future generations of U.S. Hispanics speaking Spanish is strongly related to whether they are Spanish dominant, bilingual or English dominant.

- Virtually all Spanish-dominant Hispanics (96%) say it is at least somewhat important for future generations of U.S. Hispanics to speak Spanish, including 44% who say it is extremely important.
- Among English-dominant Hispanics, 72% say this is at least somewhat important, with only 13% saying it is extremely important.

### **Political party affiliation and views of the future of Spanish**

Hispanic Democrats are slightly more likely than Hispanic Republicans to say it is important for future generations of Hispanics in the U.S. to speak Spanish.

- Close to nine-in-ten Democratic and Democratic-leaning Hispanics (88%) say this is at least somewhat important, with 36% saying it is extremely important.
- 80% of Republican and Republican-leaning Hispanics say it is at least somewhat important for future generations of U.S. Hispanics to speak Spanish, with 26% saying it's extremely important.

**Hispanic place of origin and views of the future of Spanish**

Hispanics of Central American origin place greater importance on future generations of U.S. Hispanics being able to speak Spanish.

- 79% of Hispanics with roots in Central America say it is extremely or very important for future generations of U.S. Hispanics to speak Spanish.
- This is significantly higher than the share who say this among Mexicans (64%) and Puerto Ricans (59%).
- Similar shares of Cubans (63%) and South Americans (65%) say it is extremely or very important.

## How well Latinos say they speak Spanish

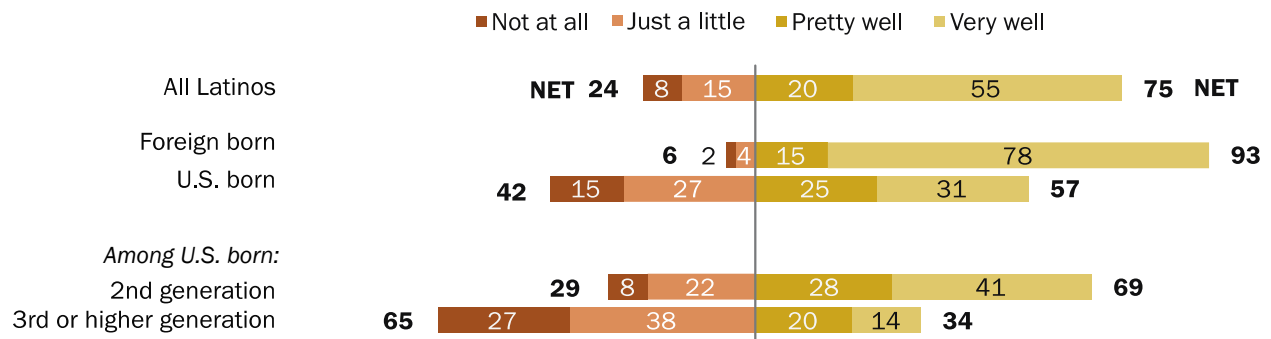
Spanish is the most commonly spoken non-English language in the United States, with close to [40 million Latinos speaking Spanish at home](#).

We asked respondents how well they could carry on a conversation in Spanish, both understanding and speaking. While nearly all foreign-born Latinos say they speak Spanish well, Spanish-language abilities among Latinos fade across immigrant generations.

- 75% of U.S. Latinos report being able to carry on a conversation in Spanish pretty well or very well.
- A much smaller majority (57%) of all *U.S.-born* Latinos report the same.
- Only 34% of third- or higher-generation Latinos say they can carry on a Spanish-language conversation at least pretty well, with only 14% saying they can do so *very* well.

### Majority of third- or higher-generation Latinos say they can't carry on a conversation in Spanish

% of U.S. Latinos who say they can carry on a conversation in Spanish \_\_\_\_, both understanding and speaking



Note: Share of respondents who didn't offer an answer not shown. Individual estimates may not round to NET figures because the NETs were calculated using unrounded values. In this analysis, "foreign born" groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.

Source: National Survey of Latinos conducted Aug. 1-14, 2022.

"Latinos' Views of and Experiences With the Spanish Language"

PEW RESEARCH CENTER

## Shame, comments and jokes around not speaking Spanish

For many Latinos, the inability to speak Spanish can result in others shaming them or making jokes about their Spanish.

Recently, a [video of a young Mexican American soccer fan's struggle to answer a reporter's questions in Spanish went viral](#), sparking online ridicule of his parents for not teaching him Spanish.

This type of shaming around Spanish is not new. During the 2016 presidential primaries, [Sen. Marco Rubio questioned Sen. Ted Cruz on his Spanish-speaking ability](#). Some took this as Rubio implying Cruz was not “Latino enough.”

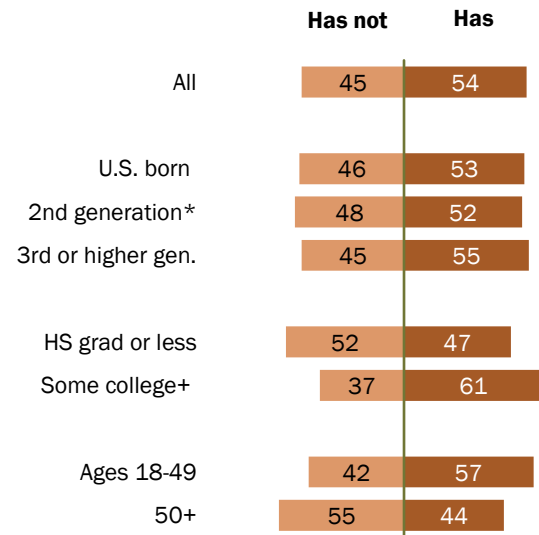
This shaming could have impacts on whether Latinos who do not speak Spanish feel “[Latino enough](#),” a sentiment actor [Ariana DeBose has expressed](#).

Among U.S. Latinos who say they can carry on a conversation in Spanish *a little or not at all*:

- 54% say another Latino has made them feel bad for it.
- Roughly six-in-ten with at least some college experience say this has happened to them, while 47% of Latinos with less education say the same.
- 57% of 18- to 49-year-olds report being shamed by other Latinos for not speaking Spanish well. Meanwhile, 44% of those 50 and older say they have had this experience.

### About half of U.S. Latinos who do not speak Spanish say another Latino has made them feel bad for it

Among U.S. Latinos who do not speak Spanish well, % who say another Latino \_\_\_ made them feel bad for it



\* For this question, the sample size for 2nd generation Latinos was relatively small. There were 216 respondents with an effective sample size of 97, and a 95% confidence margin of error of +/- 10 percentage points. Those margins assume a reported percentage of 50%.

Note: Share of respondents who didn't offer an answer not shown. This question was asked of Latinos who say they can carry on a conversation in Spanish just a little or not at all. “U.S. born” excludes those born in Puerto Rico.

Source: National Survey of Latinos conducted Aug. 1-14, 2022. “Latinos’ Views of and Experiences With the Spanish Language”

PEW RESEARCH CENTER

Among all Latinos, many often hear comments or jokes about Latinos who do not speak Spanish.

- 40% of U.S. Latinos say they often or extremely often hear family and friends make jokes or comments about other Latinos who cannot speak Spanish.
- Another 29% say this happens sometimes.

**How Spanish language use is linked to perception of these jokes and comments**

Latinos’ experiences of how often family members or friends comment and joke about others not speaking Spanish well are strongly related to whether they are Spanish dominant, bilingual or English dominant.

- Bilingual Hispanics (47%) are more likely than English-dominant or Spanish-dominant Hispanics to say these types of comments happen extremely or very often.
- Four-in-ten English-dominant Hispanics say these comments rarely or never happen.

**Half of young Latino adults say they have often heard a family member or friend make comments or jokes about other Latinos who do not speak Spanish**

*% of U.S. Latinos who say they have \_\_\_ heard a family member or friend make comments or jokes about other Latinos who do not speak Spanish very well*

	Rarely/ Never	Sometimes	Extremely often/Often
All Latinos	30	29	40
Foreign born	28	29	42
U.S. born	33	28	37
Among U.S. born:			
2nd generation	27	26	45
3rd or higher gen.	43	31	23
English dominant	40	30	29
Bilingual	24	27	47
Spanish dominant	30	29	40
Ages 18-29	24	25	50
30-49	27	30	41
50-64	38	27	33
65+	44	33	23
Less than high school	30	27	40
High school graduate	32	30	37
Some college or higher	30	28	41

Note: Share of respondents who didn’t offer an answer not shown. In this analysis, “foreign born” groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.  
 Source: National Survey of Latinos conducted Aug. 1-14, 2022.  
 “Latinos’ Views of and Experiences With the Spanish Language”

PEW RESEARCH CENTER

**Age**

Age is also a factor in how often Latinos say jokes about Spanish-speaking abilities happen.

- Half of young Hispanic adults – those ages 18 to 29, the least likely age group to be able to carry on a conversation in Spanish – say these jokes or comments happen extremely or very often, significantly higher than all other age groups.
- Latinos 65 and older (44%) are more likely than some younger groups to say these comments and jokes rarely or never happen.

## Spanglish use

“Spanglish” is the practice of using words from both Spanish and English interchangeably when speaking. It is such a common practice that it appears in both the [Royal Spanish Academy](#) and [Oxford English](#) dictionaries.

A majority of U.S. Latinos (63%) say they use Spanglish at least sometimes, including 40% who say they do so often.

### Immigrant status and generation

Immigrant status and generation is linked to how often one uses Spanglish.

- Second-generation Hispanics are more likely than third- or higher-generation Hispanics to say they use Spanglish at least sometimes (72% vs. 45%).
- About half (52%) of third- or higher-generation Hispanics say they rarely or never do so.

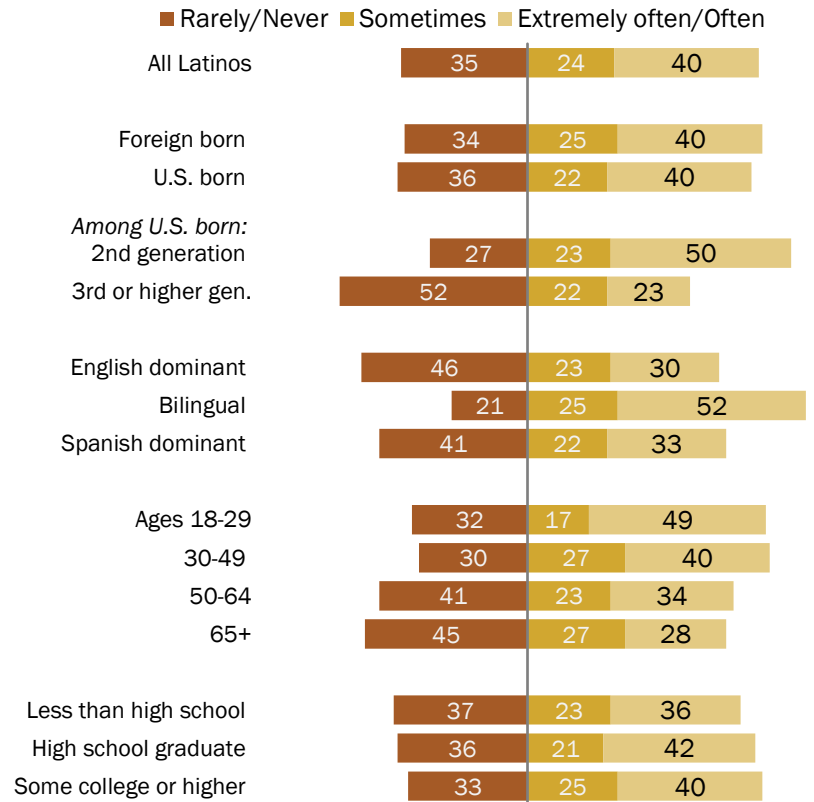
### How English and Spanish ability is linked to Spanglish use

Bilingual Latinos are more likely to use Spanglish than English- or Spanish-dominant Latinos.

- Most bilingual Latinos report using Spanglish at least sometimes (77%), with about half (52%) saying they do so very or extremely often.
- 54% of English-dominant and 56% of Spanish-dominant Latinos say they use Spanglish at least sometimes.

## Most bilingual Latinos say they speak ‘Spanglish’ at least sometimes

*% of U.S. Latinos who say they use Spanglish \_\_\_ in conversations with friends and family\**



\* This survey question began: “Some people use both Spanish and English words interchangeably in their conversations. This is often referred to as Spanglish.”  
 Note: Share of respondents who didn’t offer an answer not shown. In this analysis, “foreign born” groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.  
 Source: National Survey of Latinos conducted Aug. 1-14, 2022.  
 “Latinos’ Views of and Experiences With the Spanish Language”

- 41% of Spanish-dominant Latinos say they rarely or never use Spanglish, about twice the share among bilingual Latinos (21%).

## Links between Hispanic identity and views about Spanish

Among U.S. Hispanics who consider their Hispanic identity to be extremely or very important to how they view themselves:

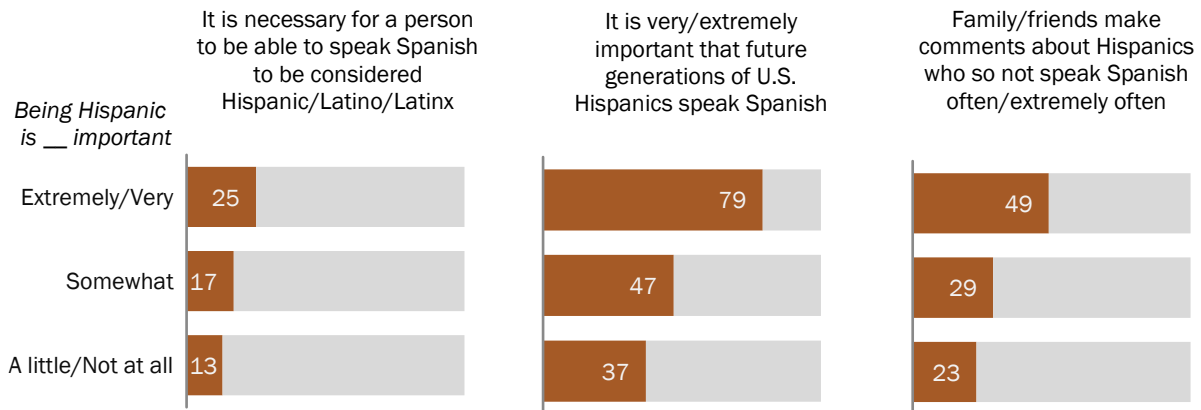
- Nearly all (94%) say it is at least somewhat important that future generations of Hispanics in the U.S. speak Spanish, with 79% saying it is very or extremely important.
- 25% believe someone must be able to speak Spanish to be considered Hispanic.
- About half (49%) say they often hear jokes or comments from family or friends about Hispanics who do not speak Spanish.

All three of these measures decrease among those who see less importance in Hispanic identity.

---

## Importance of one’s Hispanic identity reflects how Hispanics view speaking Spanish

Among U.S. Hispanics who say that being Hispanic is \_\_\_ to how they think about themselves, % who say ...



Note: Share of respondents who didn't offer an answer not shown.  
 Source: National Survey of Latinos conducted Aug. 1-14, 2022.  
 "Latinos' Views of and Experiences With the Spanish Language"



## Acknowledgments

This report was written by Lauren Mora, research assistant, and Mark Hugo Lopez, director, race and ethnicity research. The survey questionnaire was developed and drafted by Ana Gonzalez-Barrera, former senior researcher; Jens Manuel Krogstad, senior writer/editor; Research Associates Khadijah Edwards and Luis Noe-Bustamante; Mora; and Lopez.

Editorial guidance for the report was provided by Noe-Bustamante; Molly Rohal, associate director, communications; Kelly Browning, manager, user experience; Tanya Ardit, senior communications manager; and Joanne Haner, research intern.

Methodological guidance was provided by Courtney Kennedy, vice president, methods and data and innovation; Andrew Mercer, senior research methodologist; Dorene Asare-Marfo, panel manager; Dana Mildred Popky, associate panel manager; Nick Hatley, former research analyst; and Arnold Lau, research methodologist.

Guidance on the communications strategy and outreach was provided by Ardit; and Julia O'Hanlon, communications manager.

The report was number-checked by Mohamad Moslimani, research assistant; Rachel Chen, research intern; and Haner. Shannon Greenwood, senior digital producer, produced the report. David Kent, senior copy editor, copy edited the report. Charts were designed by Mora, Noe-Bustamante and John Carlo Mandapat, information graphics designer.

Find related reports online at <https://www.pewresearch.org/topic/race-ethnicity/racial-ethnic-groups/hispanics-latinos/>.

## 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. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted from Aug. 1-14, 2022, and included oversamples of Hispanic, Asian and Black adults, as well as 18- to 29-year-old Republicans and Republican-leaning independents in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population. A total of 7,647 panelists responded out of 13,221 who were sampled, for a response rate of 65%. This included 6,025 respondents from the ATP and an oversample of 1,622 Hispanic respondents from Ipsos' KnowledgePanel. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 2%. The margin of sampling error for the full sample of 7,647 respondents is plus or minus 1.7 percentage points.

#### Panel recruitment

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

#### 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	1,592
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	935
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	469
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	4,418
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,616
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,690
May 29 to July 7, 2021 Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	931
	<b>Total</b>	<b>39,540</b>	<b>27,414</b>	<b>11,651</b>

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.

PEW RESEARCH CENTER

whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. Sampled households receive mailings asking a randomly selected adult to complete a survey online. A question at the end of the survey asks if the respondent is willing to join the ATP. Starting in 2020 another stage was added to the recruitment. Households that do not respond to the online survey are sent a paper version of the questionnaire, \$5 and a postage-paid return envelope. A subset of the adults returning the paper version of the survey are invited to join the ATP. This subset of adults receive a follow-up mailing with a \$10 pre-incentive and invitation to join the ATP.

Across the four address-based recruitments, a total of 19,822 adults were invited to join the ATP, of whom 17,472 agreed to join the panel and completed an initial profile survey. 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. Of the 27,414 individuals who have ever joined the ATP, 11,651 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's 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.<sup>2</sup> The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

### **Sample design**

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the U.S., including Alaska and Hawaii. It featured a stratified random sample from the ATP in which Hispanic, Asian and Black adults, as well as 18- to 29-year-old Republicans and Republican-leaning independents, were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

---

<sup>2</sup> AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling.](#)"

The ATP was supplemented with an oversample of self-identified Hispanic respondents from the KnowledgePanel who were of Mexican origin, Central American ancestry or who had no more than a high school education.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

### **Incentives**

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Ipsos operates an ongoing modest incentive program for KnowledgePanel to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. Typically, panel members are assigned no more than one survey per week. On average, panel members complete two to three surveys per month with durations of 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys. For this survey, during the last few days of data collection, KnowledgePanel members were offered 10,000 points (equivalent to \$10) in addition to the regular incentive program in an attempt to boost the number of responses from panel members of Central American ancestry.

### **Data collection protocol**

The data collection field period for this survey was Aug. 1-14, 2022. Postcard notifications were mailed to all ATP panelists with a known residential address on Aug. 1.

Invitations were sent out in two separate launches: soft launch and full launch. Sixty ATP panelists and 909 KnowledgePanel (KP) panelists were included in the soft launch, which began with an initial invitation sent on Aug. 1, 2022. The ATP panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the full launch and were sent an invitation on Aug. 3.

All panelists with an email address received an email invitation and up to four email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to four SMS reminders.

---

### Invitation and reminder dates

	Soft launch	Full launch
Initial invitation	August 1, 2022	August 3, 2022
First reminder	August 6, 2022	August 6, 2022
Second reminder	August 8, 2022	August 8, 2022
Third reminder	August 10, 2022	August 10, 2022
Final reminder	August 12, 2022	August 12, 2022

---

## Data quality checks

To ensure high-quality data, the Center’s researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, 12 ATP and seven KP respondents were removed from the survey dataset prior to weighting and analysis.

## Weighting

The data was weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist began with a base weight that reflects their probability of selection for their initial recruitment survey. These weights were then adjusted to account for each panelist’s probability of being sampled to participate in this wave.

Next, respondents were placed into one of five sample groups:

- 1) Hispanic adults of Mexican origin;
- 2) Hispanic adults of Central American origin;
- 3) other Hispanic adults with no more than

## Weighting dimensions

Variable	Benchmark source
Age x Gender	2019 American Community Survey (ACS)
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metro/Non-metro	2020 CPS March Supplement
Volunteerism	2021 American Trends Panel Annual Profile Survey
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2021 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	

### *Additional weighting dimensions applied within Hispanic adults*

Age by Gender	2019 American Community Survey (ACS)
Education by Gender	
Education by Age	
Hispanic origin or ancestry	
Hispanic origin by U.S. citizenship	
Hispanic origin by education	
Birth country	
Years lived in the U.S.	
Census region	2020 CPS March Supplement
Metro/Non-metro	
Party affiliation	2021 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	
Volunteerism	2021 American Trends Panel Annual Profile Survey
Voter registration x Mexican origin	2018 CPS Voting and Registration Supplement

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

PEW RESEARCH CENTER

a high school education; 4) other Hispanic adults with more than a high school education; and 5) non-Hispanic adults. Separately within each group, the weights for ATP and KnowledgePanel respondents were scaled to be proportional to their effective sample size within that group. The ATP and KnowledgePanel respondents were then recombined and the weights were poststratified so that the weighted proportion of adults in each of the five groups matched its estimated share of the U.S. adult population.

The weights were then calibrated to align with the population benchmarks identified in the accompanying table. These include a set of weighting parameters for the total U.S. adult population as well as an additional set of parameters specifically for Hispanic adults. Separately for each sample group, the weights were then trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

Some of the population benchmarks used for weighting come from surveys conducted prior to the coronavirus outbreak that began in February 2020. However, the weighting variables for most ATP members were measured in 2022. A small number of panelists for which 2022 measures were not available use profile variables measured in 2021. For KnowledgePanel respondents, many of the weighting variables were measured on this wave.

This does not pose a problem for most of the variables used in the weighting, which are quite stable at both the population and individual levels. However, volunteerism may have changed over the intervening period in ways that made these more recent measurements incompatible with the available (pre-pandemic) benchmarks. To address this, volunteerism is weighted to an estimated benchmark that attempts to account for possible changes in behavior.

The weighting parameter is estimated using the volunteerism profile variable that was measured on the full American Trends Panel in 2021 but weighted using the profile variable that was measured in 2020. For all other weighting dimensions, the more recent panelist measurements were used. For American Trends panelists recruited in 2021, the 2020 volunteerism measure was imputed using data from existing panelists with similar characteristics. This ensures that any patterns of change that were observed in the existing panelists were also reflected in the new recruits when the weighting was performed.

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.

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	7,647	1.7 percentage points
Total Hispanic respondents	3,029	2.7 percentage points
Hispanic registered voters	2,004	3.2 percentage points

Note: This survey includes an oversample of Hispanic, Asian and Black adults, as well as 18- to 29-year-old Republican respondents. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the Sample design and Weighting sections above for details.

Sample sizes and sampling errors for other subgroups are available upon request. 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.



**Dispositions and response rates**

<b>Final dispositions</b>	<b>AAPOR code</b>	<b>ATP</b>	<b>KP</b>	<b>Total</b>
Completed interview	1.1	6,025	1,622	7,647
Logged on to survey; broke off	2.12	56	126	182
Logged on to survey; did not complete any items	2.1121	28	95	123
Never logged on (implicit refusal)	2.11	682	3,519	4,201
Survey completed after close of the field period	2.27	1	0	1
Completed interview but was removed for data quality	2.3	12	7	19
Screened out	4.7	0	1,048	1,048
<b>Total panelists in the survey</b>		<b>6,804</b>	<b>6,417</b>	<b>13,221</b>
Completed interviews	I	6,025	1,622	7,647
Partial interviews	P	0	0	0
Refusals	R	778	133	911
Non-contact	NC	1	0	1
Other	O	0	0	0
Unknown household	UH	0	0	0
Unknown other	UO	0	3,614	3,614
Not eligible	NE	0	0	0
Screen out	SO	0	1,048	1,048
<b>Total</b>		<b>6,804</b>	<b>6,417</b>	<b>13,221</b>
Est. eligibility rate among unscreened: $e = (I+R)/(I+R+SO)$		100%	63%	89%
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		89%	30%	63%
AAPOR RR3 = $I / (I+R+[e*UO])$		89%	40%	65%

<b>Cumulative response rate</b>	<b>ATP</b>	<b>KP</b>	<b>Total</b>
Weighted response rate to recruitment surveys	12%	8%	10%
% of recruitment survey respondents who agreed to join the panel, among those invited	69%	49%	59%
% of those agreeing to join who were active panelists at start of Wave 113	43%	53%	48%
Response rate to Wave 113 survey	89%	40%	65%
<b>Cumulative response rate</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>