

FOR RELEASE DECEMBER 17, 2024

What U.S. Latinos Say About ‘Machismo’

While ‘machismo’ has multiple meanings to Hispanics, most view it negatively

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RECOMMENDED CITATION

Pew Research Center, December 2024, “What U.S. Latinos Say About ‘Machismo’”

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How we did this

Pew Research Center conducted this study to explore Hispanic Americans' views of and experiences with the concept of machismo.

The analysis in this report is based on Pew Research Center's National Survey of Latinos, a survey of 5,078 Hispanic adults, conducted Nov. 6 to 19, 2023. This includes 1,524 respondents from the Center's [American Trends Panel](#) and an additional 3,554 from Ipsos' [KnowledgePanel](#).

Respondents on both panels are recruited through national, random sampling of residential addresses. Recruiting panelists by 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. (For more information, watch our [Methods 101 explainer](#) on random sampling.)

In this survey, respondents were asked an open-ended question about what machismo means to them, and some quotations from those responses are used in this report. Quotations were selected for illustrative purposes and may have been edited for grammar, spelling and clarity. For more information on this survey, refer to its [methodology](#) and [topline](#).

Terminology

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

Immigrant refers to people born outside of the 50 U.S. states or the District of Columbia. For the purposes of this report, immigrant also refers to those born in Puerto Rico or other U.S. territories. Although individuals born in Puerto Rico are U.S. citizens by birth, they are grouped with immigrants 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 D.C., even those who identify themselves as being of Puerto Rican origin.

U.S. born refers to people born in the 50 U.S. states or D.C.

Second generation refers to people born in the 50 U.S. states or D.C. with at least one immigrant parent.

Third or higher generation refers to people born in the 50 U.S. states or D.C., with both parents born in the 50 U.S. states or D.C.

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.

Democrats and Democratic leaners are respondents who identify politically with the Democratic Party or who identify politically as independent or with some other party but lean toward the Democratic Party. **Republicans and Republican leaners** are respondents who identify politically with the Republican Party or who identify politically as independent or with some other party but lean toward the Republican Party.

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What U.S. Latinos Say About ‘Machismo’

While ‘machismo’ has multiple meanings to Hispanics, most view it negatively

For Hispanics living in the United States, conversations about gender can include discussions of “machismo,” a concept that generally captures ideas, behaviors and expectations related to men and masculinity that is [sometimes attributed to Spanish-speaking cultures](#).

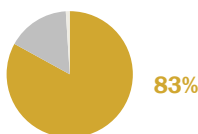
A November 2023 Pew Research Center survey finds that a large majority of Latino adults in the U.S. (83%) have heard of machismo. And among those who have heard of it, 73% say machismo among Latinos is a bad thing.

Overall, 60% of all Latino adults – including those who have *not* heard of machismo – see it negatively.¹

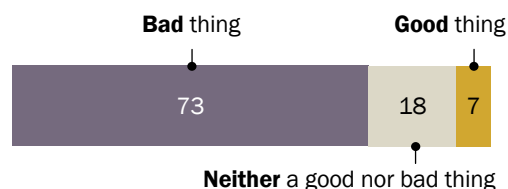
For decades, conversations about machismo have taken place among Hispanics and non-Hispanics alike in American popular culture, higher education and politics.² In the 2024 U.S. presidential election, [Donald Trump’s campaign](#) was sometimes seen as displaying traits linked to machismo in an effort to [appeal to men of all backgrounds](#).

Most Hispanic adults say ‘machismo’ among Hispanics is a bad thing

% of Latino adults who say they have **heard of the term** “machismo”



Among them, % who say machismo among Hispanics is (a) ...



Note: “Bad thing” figures include those who said very/somewhat bad; “good thing” figures include those who said very/somewhat good. Share of respondents who gave other answers or didn’t offer an answer not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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¹ This question was asked of Hispanic adults who say they have heard of the term “machismo.” Among all Hispanic adults (including those who have not heard of machismo), the share translates to 60% who say machismo among Hispanics is a bad thing, 15% who say it is neither a good nor bad thing and 5% who say it is a good thing; additionally, 1% say machismo among Hispanics does not exist and 1% were asked the question but did not offer an answer. The remaining 17% of Hispanic adults were not asked this question.

² For more about machismo in U.S. scholarship and cultural discourse, refer to Morales, Erik. 2015. [“Machismo\(s\): A Cultural History, 1928-1984.”](#)

In Latin America, conversations about machismo often focus on gender relations, including its links to toxic masculinity, sexism and gender-based violence.³ In recent years, governments across the region have [launched campaigns against machismo](#) to address some of these attitudes and behaviors.⁴

U.S. Latinos define machismo in many ways. In the survey, respondents who have heard of machismo were asked an open-ended question about what the term means to them.⁵

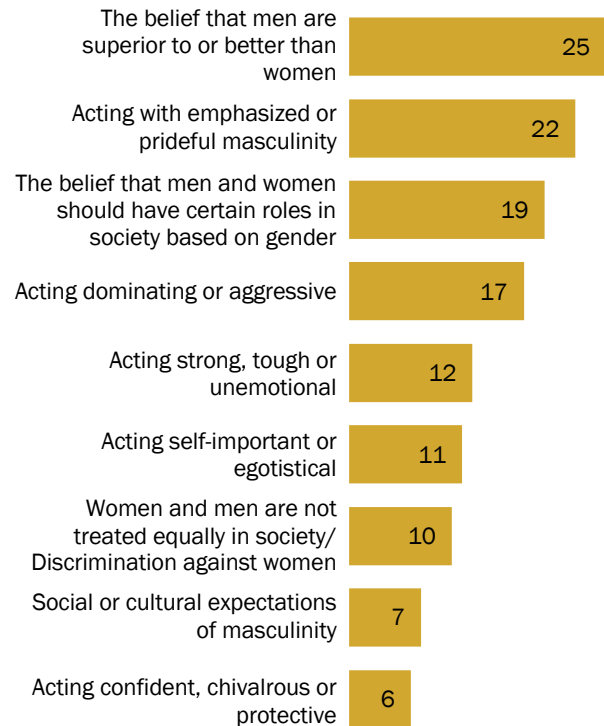
- 25% say machismo is the belief that men are superior to or better than women.
- 22% say it means acting with emphasized or prideful masculinity.
- 19% say it is the belief that men and women should have certain roles in society based on gender.
- 17% say it means acting dominating or aggressive.

There are substantial differences in Hispanics' views of what machismo means by the primary language they speak and where they were born. Meanwhile, there are more modest differences by gender.

In terms of personal behavior, 22% of Latino adults familiar with the term say they act in a way they consider to be consistent with machismo. Among men, 28% say they

What 'machismo' means to U.S. Latinos

Among Latino adults aware of the term "machismo," % who say machismo means ...*



* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details.

Note: Responses given by fewer than 5% of respondents and share of respondents who didn't offer an answer not shown. Figures add to more than 100% because multiple categories were coded per response.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. "What U.S. Latinos Say About 'Machismo'"

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³ For more information on gender-based violence in Latin America and the Caribbean, refer to the Economic Commission for Latin America and the Caribbean's 2023 report "[Femicidal Violence in Figures: Latin America and the Caribbean](#)."

⁴ The governments of [Argentina](#), [Brazil](#), [Colombia](#), [Honduras](#) and [Mexico](#) are among those that have launched campaigns against machismo in recent years.

⁵ Verbatim open-ended responses were coded into 18 categories. Up to three categories were coded per response and some categories have been combined for analysis. Among the 4,001 provided responses, 54% were coded to one category only (2,175 responses), 30% were coded to two categories only (1,207) and 15% were coded to three categories only (619). This does not include 486 respondents who were asked the question but did not offer an answer. These percentages are based on unweighted frequencies. Refer to the [topline](#) for more details.

sometimes or often act this way, and among women, 17% say they do.⁶

These findings come from Pew Research Center’s bilingual National Survey of Latinos, conducted in November 2023 among a nationally representative sample of 5,078 Latino adults.

‘Machismo’ in history, scholarship and daily life

Machismo is a word rooted in the Spanish language. However, both [Spanish-](#) and [English-language](#) scholarship have contributed to the development and popularization of the concept. Machismo and ideas related to it [gained prominence throughout the 20th century](#), and by the late 1900s, it started to appear in popular culture outside of Latin America in music, entertainment, sports and beyond.

In the last few decades, machismo has been studied as a [range of traits](#) tied to masculinity that can have negative, neutral or positive connotations. Others have tied machismo to negative impacts on Latinos’ [mental](#) and [physical health](#).

Some have criticized machismo as a concept that portrays [Hispanics as monolithic](#) – [stereotyping](#) Hispanic men as [overly aggressive and hypersexual](#) and [Hispanic women as subservient and passive](#). Critics have also described machismo as an [idea imposed on Latinos](#) by outside influences.

Machismo is also closely related to [marianismo](#), a concept focused on traditional roles and expectations about femininity among Hispanic women. Pew Research Center has explored [Hispanics’ views on gender and gender roles in the U.S.](#), including [pressures that Hispanic women and men face in the U.S. today](#).

⁶ Though machismo is often associated with men, women may also hold similar views or exhibit behaviors consistent with the concept. The survey did not ask respondents who said they have acted in a way consistent with machismo to specify what that behavior entailed.

What ‘machismo’ means to U.S. Latinos, by key demographics

Hispanics’ views on what machismo means varies significantly by **the primary language they speak**. This can reflect the culture and place they grew up in or remain connected to, which can influence their attitudes and views.⁷ Among Hispanic adults who have heard of the term “machismo”:

- Those who primarily speak Spanish (34%) or are bilingual in Spanish and English (29%) are more likely than primary English speakers (13%) to say machismo is the belief that men are superior to or better than women.
- English-dominant speakers (42%) are far more likely than bilingual (19%) or Spanish-dominant speakers (4%) to describe machismo as acting with emphasized or prideful masculinity.

These views mirror the diverse ways that major Spanish- and English-language sources describe machismo. For instance, the [Real Academia Española’s definition](#) emphasizes male arrogance and sexist discrimination, while [Merriam-Webster’s definition](#) emphasizes “masculine pride” and “exaggerated masculinity.”

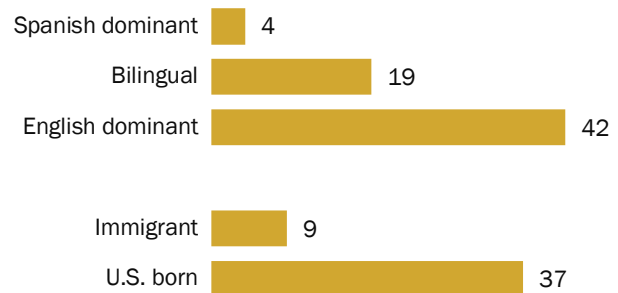
Latinos’ views also differ by **where they were born**. Among those aware of “machismo”:

Hispanics’ views of ‘machismo’ vary across English and Spanish speakers and nativity

Among Hispanic adults aware of the term “machismo,” % who say machismo means **the belief that men are superior to or better than women***



Among Hispanic adults aware of the term “machismo,” % who say machismo means **acting with emphasized or prideful masculinity***



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details. Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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⁷ While birthplace, language and culture are interconnected, they are not necessarily the same. For example, 55% of Hispanic immigrants in this survey are Spanish-language dominant, 36% are bilingual and 10% are English-language dominant. On the other hand, 64% of U.S.-born Hispanics are English-language dominant, 33% are bilingual and 3% are Spanish-language dominant. For more information on how language dominance is defined, refer to the [terminology](#).

- Immigrants are twice as likely as the U.S. born to describe machismo as the belief in male superiority (34% vs. 16%).
- U.S.-born Latinos are roughly four times as likely to say machismo means acting with emphasized or prideful masculinity (37% vs. 9%).

Jump to more on [machismo awareness among Latinos and what it means to them](#) and [how their views vary by other demographic groups](#).

In their own words: What does ‘machismo’ mean to U.S. Hispanics?

Survey respondents, in an open-ended question, shared what the term machismo means. Below are selected responses.

“Machismo refers to the privileges and treatment that men give and receive in their lives just for being men, and these privileges and treatment are, for the most part, negative towards the well-being of men and their loved ones.” – *U.S.-born man, late 20s*

“A visible self-presentation as well as internalization of being strong, indomitable, capable, serious, thoughtful, insightful.” – *U.S.-born woman, mid-60s*

“Un hombre que se siente superior a las mujeres solo por el hecho de ser hombre. Que piensa que el rol de la mujer es quedarse en casa y atender a sus hijos sin oportunidad de superación personal.” – *Immigrant man, late 30s⁸*

“Machismo means needing to feel and act manly or macho, including putting their pride and ego over those around them.” – *U.S.-born woman, mid-20s*

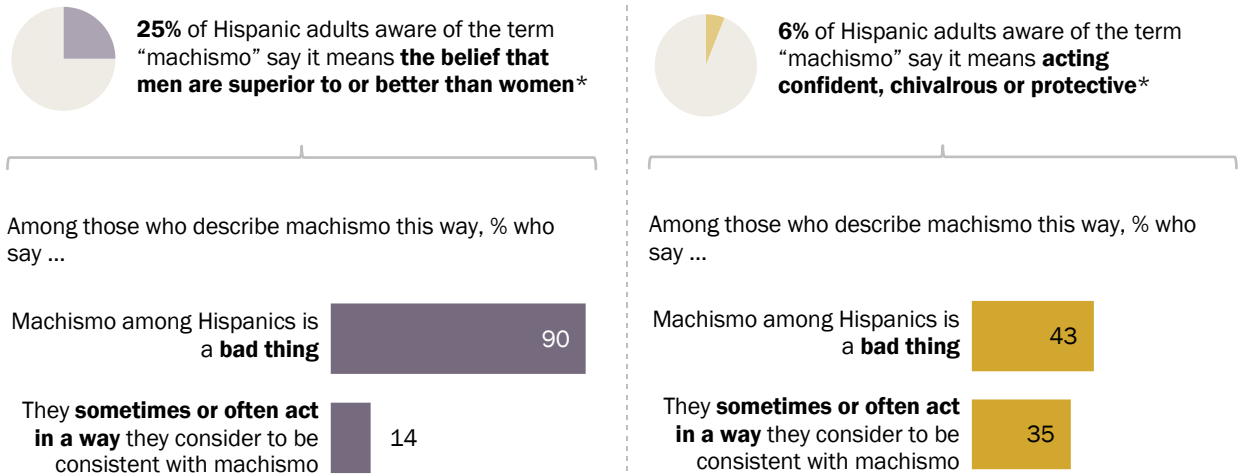
Do U.S. Hispanics think ‘machismo’ is a good or bad thing, and do they display machismo behavior? It varies by how they define it

Most Latinos who have heard of machismo view it negatively. Yet these views vary considerably based on what it means to them. For example:

- 90% of Latinos who describe machismo as the belief that men are superior to women say it is a somewhat or very bad thing.
- 43% of those who describe machismo as acting confident, chivalrous or protective view it negatively.

⁸ Translation: “A man who feels superior to women just because he is a man. Who thinks that a woman’s role is to stay at home and tend to her children with no opportunity for personal growth.”

Vast majority of Latinos who see ‘machismo’ as a belief in male superiority say it’s a bad thing; fewer who see it as acting confident, chivalrous, protective say the same



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details.

Note: “Bad thing” figures include those who said very/somewhat bad; “sometimes or often” figures include those who said sometimes or extremely/very often. Share of respondents who gave other answers or didn’t offer an answer not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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Whether Hispanics say they display machismo behavior is also connected to how they describe the concept.

- 14% who describe machismo as the belief that men are superior to women say their behavior is consistent with machismo at least sometimes.
- 35% of those who describe it as acting confident, chivalrous or protective say they act this way.

Generally, those who see machismo negatively are less likely to say they act that way.⁹

[Jump to more on Latinos’ views and experiences of machismo and how it varies by what it means to them.](#)

⁹ Among Latinos who describe machismo the same way, only few and modest demographic differences appear. For example, similar shares of immigrant and U.S.-born Latinos who describe machismo as the belief that men are superior to or better than women say it is a bad thing (91% and 89%, respectively).

1. U.S. Latinos' awareness of 'machismo' and how they describe it

Most Hispanic adults in the U.S. have heard of the term machismo, but the concept can mean many things. This chapter explores the different ways that Hispanic adults describe machismo.

Awareness of the term 'machismo'

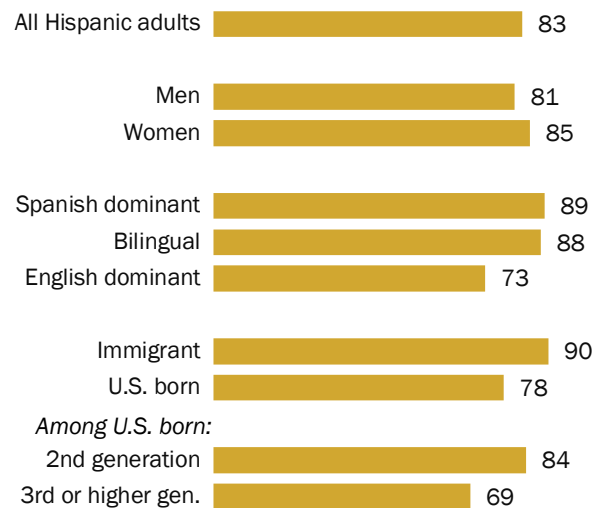
Roughly eight-in-ten Hispanic adults (83%) say they have heard of the term machismo, while 16% say they have not heard of it before.

Majorities of Latinos across most demographic subgroups are familiar with the term. Similar shares of men and women say they have heard of it (81% and 85%). However, awareness differs somewhat by other factors:

- **Language:** Awareness of machismo is higher among Latinos who primarily speak Spanish (89%) or are bilingual in English and Spanish (88%), compared with those who are English dominant (73%).
- **Immigrant generation:** 90% of Latinos who are immigrants and 84% who are second-generation Americans have heard the term – higher than the share of third-generation or higher who have (69%).
- **Education:** 92% of Latinos with a bachelor's degree are familiar with the term, versus 86% with some college experience and 78% with a high school diploma or less.

About 8 in 10 Hispanic adults in the U.S. have heard of the term 'machismo'

% of Hispanic adults who say they have heard of the term "machismo"



Note: Share of respondents who didn't offer an answer or provided other answers not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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What ‘machismo’ means to U.S. Latinos, in their own words

The survey asked Hispanic adults who know the term an open-ended question about what machismo means, in their own words.

‘Machismo’ and ideas about gender in society

Many respondents associate machismo with broader ideas about gender in society. A quarter of Hispanic adults who are aware of the term said machismo is **the belief that men are superior to or better than women**.

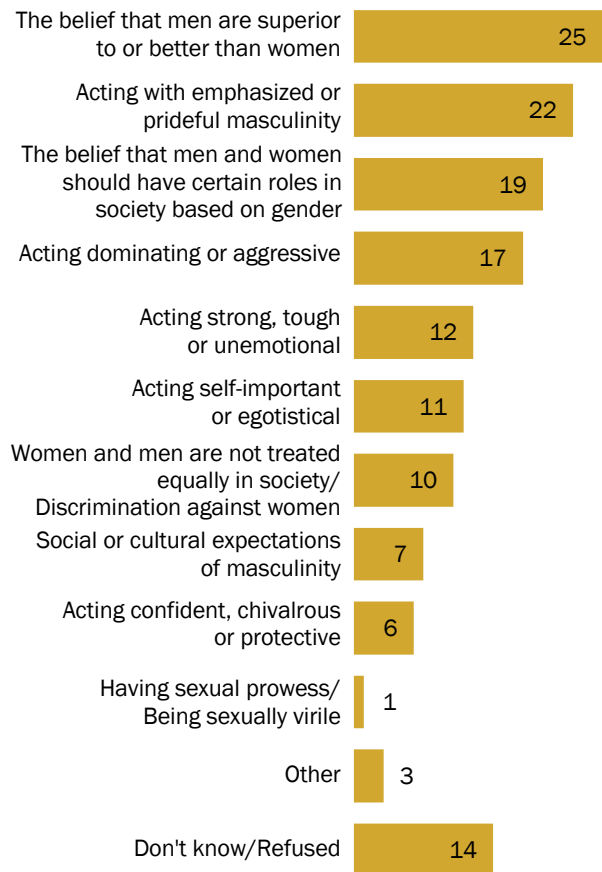
Some 19% said machismo is **the belief that men and women should have certain roles in society based on gender**. This includes 13% who specify that machismo is the belief that men’s role should be as leaders or decision makers and 6% who say machismo means women’s role should be taking care of the home or children.

“Para algunos hombres hay labores que son solo para hombres y creen que la mujer está solo para cuidar niños, y limpiar la casa,” said one immigrant woman in her late 40s.¹⁰

Additionally, 10% of responses were about **men and women being treated unequally in society**. One immigrant man in his early 50s described machismo as “men [being] above women in many social, political and economic matters.”

How U.S. Latinos describe ‘machismo’

Among Latino adults aware of the term “machismo,” % who say machismo means ...*



* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details.

Note: Figures add to more than 100% because multiple categories were coded per response.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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¹⁰ Translation: “Some men believe there are tasks that should only be done by men, and they believe that women are only meant to take care of their children and clean their home.”

And 7% said machismo is the result of **social or cultural expectations around masculinity** and the pressure it puts on men and women to act certain ways.

One U.S.-born man in his mid-20s described machismo as “a social construct where men are expected to be strong, intimidating [or] stoic along with several other stereotypical traits. ... Historically, there has been an expectation for Hispanic men to be masculine which has led to toxic behavior within the culture.”

‘Machismo’ and specific behaviors or characteristics

Some respondents described machismo by specific behaviors or characteristics.¹¹ About a quarter of Latino adults who have heard of machismo (22%) say it means **acting with emphasized masculinity or having masculine pride**, or as one immigrant man in his early 60s put it, “behaving manly or like a macho man.”¹²

Acting dominating or aggressive appeared in 17% of responses. This includes 5% who said machismo means acting violent, abusive or threatening. One U.S.-born woman in her early 20s said that machismo is “a culture where violence and sexism are deeply intertwined.”

In their own words: U.S. Hispanics’ views of ideas about gender in society related to ‘machismo’

The term “machismo” means ...

“Cultural pressure to be a ‘manly man’ who subjugates the other sex, and anyone not considered manly enough.” – *U.S.-born man, mid-40s*

“Un hombre que siente que debe ser privilegiado por su género.” – *Immigrant woman, mid-60s**

“A cultural stereotype of expected behaviors and outcomes that are taught by the fathers to their boys to behave in certain ‘manly’ ways, such as be the head of the family and do what he says, make all decisions in the family.” – *Immigrant man, mid-60s*

“Algo cultural que el hombre es superior a la mujer. La mujer es considerada sumisa.” – *Immigrant woman, early 50s***

* “A man who feels he should be privileged because of his gender.”

** “Something cultural in which men are superior to women. Women are considered submissive.”

Note: Examples of open-ended responses of what machismo means to Hispanic adults who have heard of the term. Verbatim responses, edited only for spelling and grammar.

Quotations were selected for illustrative purposes and are not necessarily representative of the majority opinion in any particular group.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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¹¹ Many respondents described machismo as specific behaviors or characteristics displayed by men. However, some respondents did not link machismo behaviors or characteristics to men or said they could appear regardless of gender.

¹² Masculinity can mean different things to different people, and the survey did not ask respondents to define what masculinity means to them personally. Additionally, while machismo and macho are related terms, the survey did not ask respondents to define what macho means to them.

Some 12% said machismo means **acting strong, tough or unemotional**. One man said machismo is the “stereotypical strong, in-command Spanish male [who] shows little softness in action or emotion” like the “strong silent type [that] was depicted in the movies” (U.S.-born, early 70s).

Additionally, 11% of Latino adults aware of machismo said the concept means **acting self-important or egotistical**.

A small share (6%) also described machismo as **acting confident, chivalrous or protective**. As one respondent put it, machismo is about being “a man other men can look up to” (U.S.-born man, early 50s).

In their own words: U.S. Hispanics’ views of specific behaviors and characteristics related to ‘machismo’

The term “machismo” means ...

“[H]ombres que defienden su masculinidad.” – *Immigrant man, mid-60s**

“A form of masculine pride – used mostly to describe a certain ‘swagger’ that many Latino men have.” – *Immigrant woman, late 40s*

“To be in control, make all the decisions and not ask for help or show weakness.” – *U.S.-born man, mid-50s*

“Un hombre o una mujer machista. Comportamiento fuerte que se impone la mayoría de las veces. Es cultural.” – *Immigrant woman, early 60s***

“The way a man acts around other men in the family. [It] includes being tough and is not at all feminine. He cannot do feminine activities, like caring for the kids, dishes or being loving around other men.” – *U.S.-born woman, early 40s*

“Un hombre que cree ser muy valiente, mujeriego, y cree tener siempre la razón.” – *Immigrant man, mid-70s****

* “Men who defend their masculinity.”

** “A man or woman who displays machismo behavior. Strong behavior that is imposed most of the time. It’s cultural.”

*** “A man who believes he is very brave, a womanizer, and believes he is always right.”

Note: Examples of open-ended responses of what machismo means to Hispanic adults who have heard of the term. Verbatim responses, edited only for spelling and grammar.

Quotations were selected for illustrative purposes and are not necessarily representative of the majority opinion in any particular group.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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Respondents often named several characteristics in their answer. For example, one respondent said machismo “usually refers to men who are puffing out their chests or are overbearing to their female counterparts or family. I see it as [having] a negative connotation, but I have heard it used in the chivalric context, referring to a gentlemanly action; like holding a woman’s bag or protecting a woman from another man” (U.S.-born man, mid-30s).

2. How different groups of U.S. Hispanics describe ‘machismo’

“Machismo” doesn’t have a single meaning among Hispanic adults who have heard of the term. However, certain groups of Hispanics are more likely to describe the concept in some ways than others. This chapter explores patterns among Hispanic adults in what machismo means to them.

By language

Machismo has its roots in the Spanish language, but the concept is prevalent in both Spanish- and English-speaking contexts. Survey findings show that views of machismo differ across Latinos’ language dominance.

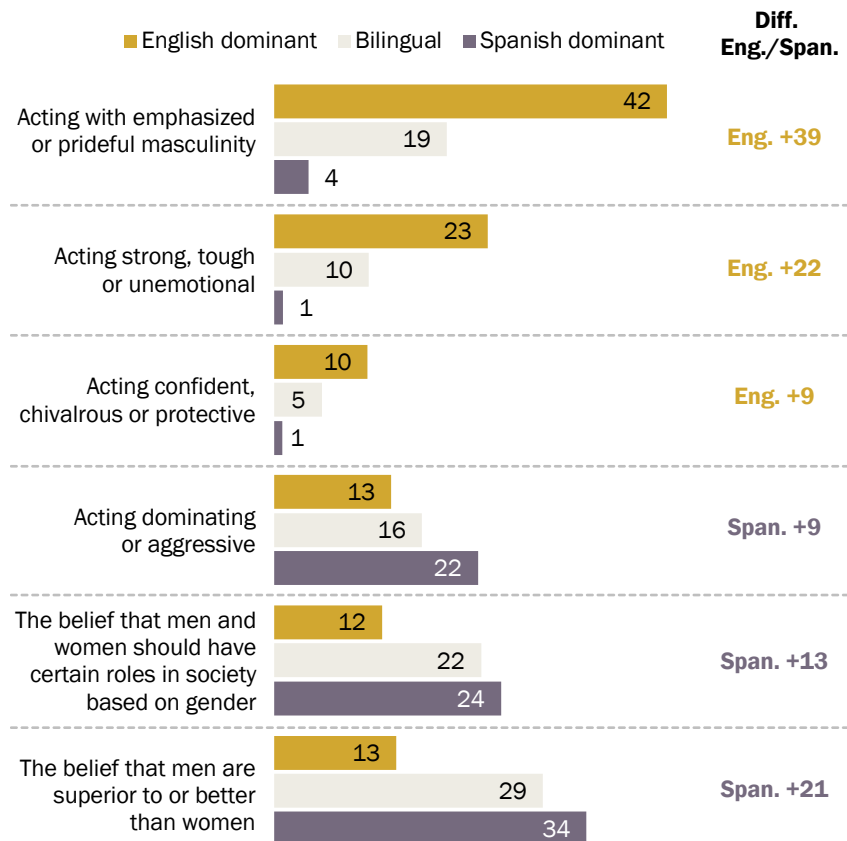
Latinos who have heard of machismo and primarily speak English are more likely than primary Spanish speakers to say machismo means:

- Acting with emphasized masculinity or having masculine pride (42% of English-dominant Latinos say this vs. 4% of Spanish-dominant Latinos)
- Acting strong, tough or unemotional (23% vs. 1%)

On the other hand, Spanish-dominant Latinos are more likely than English-dominant Latinos to say machismo is:

Among Hispanics, English and Spanish speakers describe ‘machismo’ in different ways

Among English-dominant, bilingual or Spanish-dominant Hispanic adults aware of the term “machismo,” % who say machismo means ...*



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details.

Note: Differences are calculated from unrounded figures. All differences shown are statistically significant.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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- The belief that men are superior to or better than women (34% of Spanish-dominant Latinos describe machismo this way vs. 13% of English-dominant Latinos)
- The belief that certain roles in society should be based on gender (24% vs. 12%)

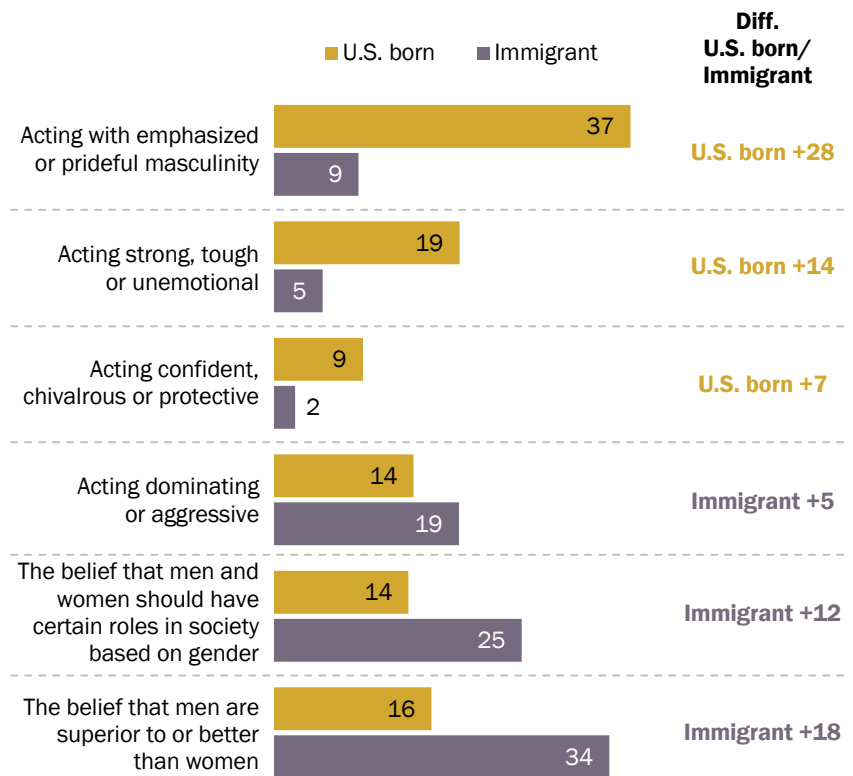
By nativity and immigrant generation

Hispanics’ birthplace and the number of generations their family has lived in the U.S. are also linked to their views of machismo. For instance, among those who have heard of “machismo,” immigrants are twice as likely as U.S.-born Hispanics to say machismo is the belief that men are superior to women (34% vs. 16%).¹³

Among the U.S. born, there are also differences by generation: 20% of second-generation Latinos – those with at least one immigrant parent – define machismo this way, while 10% of Latinos with two U.S.-born parents do.

What ‘machismo’ means to U.S.-born and immigrant Latinos

*Among U.S.-born or immigrant Latino adults aware of the term “machismo,” % who say machismo means ...**



* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details. Note: Differences are calculated from unrounded figures. All differences shown are statistically significant.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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¹³ Differences by nativity remain regardless of the primary language Latinos speak. For example, among English-dominant Latinos, immigrants are still more likely than those born in the U.S. to say machismo is the belief that men are superior to women (23% vs. 12%). Among bilingual Latinos, immigrants are also more likely than U.S.-born adults to describe machismo this way (37% vs. 22%). Findings for U.S.-born Latinos who are Spanish dominant and have heard of the term machismo are not reported separately because insufficient sample size.

By spouse or partner ethnicity

Hispanics who are married to or living with a Hispanic partner hold different views about machismo than those with a non-Hispanic spouse or partner.

For example, among Hispanic adults aware of the concept, those with a Hispanic partner are more likely than those with a non-Hispanic partner to describe machismo as the belief that men and women should have gender-based roles (25% vs. 12%). This pattern appears among both men and women:

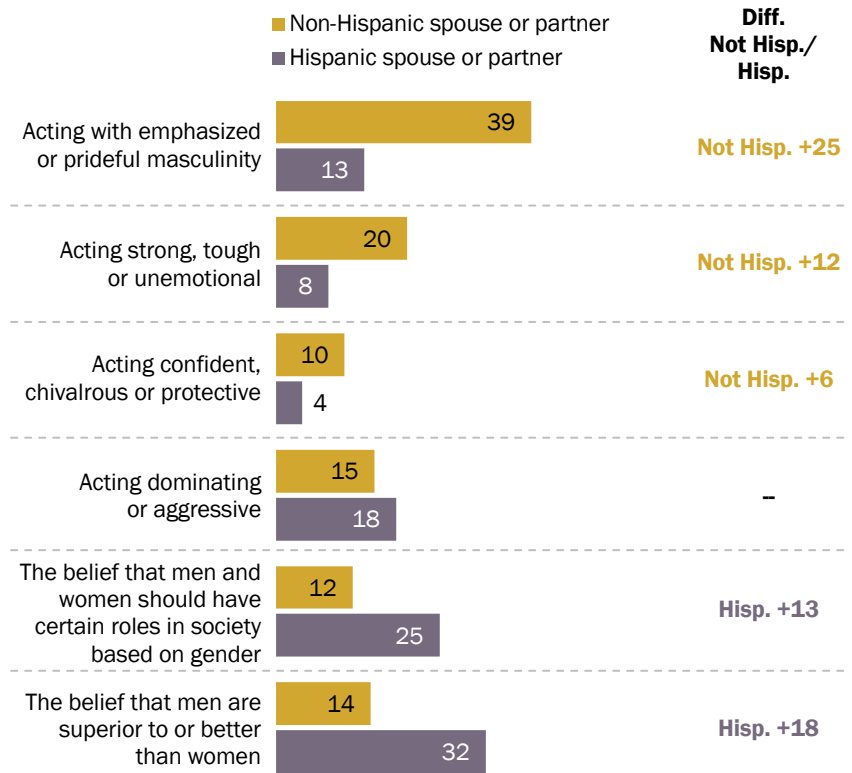
- Among **Hispanic men**, 23% with a Hispanic partner say machismo is the belief that roles in society should be based on gender, versus 7% with a non-Hispanic partner.
- Among **Hispanic women**, 27% with a Hispanic partner describe machismo this way, versus 16% with a non-Hispanic partner.

By gender

There are only modest differences in how Hispanic men and women who have heard of machismo describe the concept:

Hispanics married to or living with a Hispanic partner view ‘machismo’ differently from those with a non-Hispanic partner

*Among Hispanic adults aware of the term “machismo” and living with a non-Hispanic or Hispanic spouse or partner, % who say machismo means ...**



* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details. Note: Differences are calculated from unrounded figures. All differences shown are statistically significant. “-” indicates the difference is not significant. Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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- Hispanic men are more likely than Hispanic women to say machismo means emphasized or prideful masculinity (26% vs. 18%).
- Meanwhile, Hispanic women are more likely to say machismo is the belief that men and women should have gender-based roles (23% vs. 16%) or that it means acting dominating or aggressive (20% vs. 13%).

When describing machismo in other ways, however, Hispanic men and women are closely aligned. For example, similar shares say machismo means acting strong, tough or unemotional (13% of men and 11% of women).

By political party

Latinos across political parties define machismo in similar ways. For example, 17% of Democrats and Democratic-leaning independents say machismo means acting dominating or aggressive, as do 15% of Republicans and Republican leaners.

For more details on how other groups of Latinos describe machismo, including by age and education, refer to the [appendix](#).

U.S. Hispanics' views of the pressures Hispanic men face

The survey also asked Hispanic adults related questions about the pressures that Hispanic men face in the U.S. today:

- 46% say that in general, Hispanic men in the U.S. today face a great deal or fair amount of pressure to avoid talking about their feelings.
- 33% say Hispanic men face pressure to join in when other men are talking about women in a sexual way.
- 28% say Hispanic men face pressure to physically intimidate others.

Overall, Hispanic adults are more likely to say that Hispanic men face each of these pressures than Hispanic women do. For example, 29% say Hispanic women in the U.S. today face a great deal or fair amount of pressure to avoid talking about their feelings – smaller than the 46% who say the same about Hispanic men.

However, Hispanic adults are more likely to say Hispanic women face pressure than Hispanic men on other topics asked about in the survey. Some of these include doing the cooking and cleaning at home, being physically attractive and having few sexual partners.

For additional survey findings on the pressures that Hispanic women and men face in the U.S. today, read [“A Majority of Latinas Feel Pressure to Support Their Families or To Succeed at Work.”](#)

3. U.S. Latinos' views of and experiences with 'machismo'

How Latinos describe machismo is linked to their views on whether it is a good or bad thing and whether they say they behave in a way that is consistent with it. In general, Hispanics who have a negative perception of machismo are less likely to say they act in a way they consider consistent with the term.

Most Latinos who have heard of 'machismo' view it as a bad thing

Nearly three-in-four Latinos (73%) who have heard of machismo say it is a very or somewhat bad thing among Latinos. Meanwhile, 7% say it is a very or somewhat good thing and 18% say it is neither.

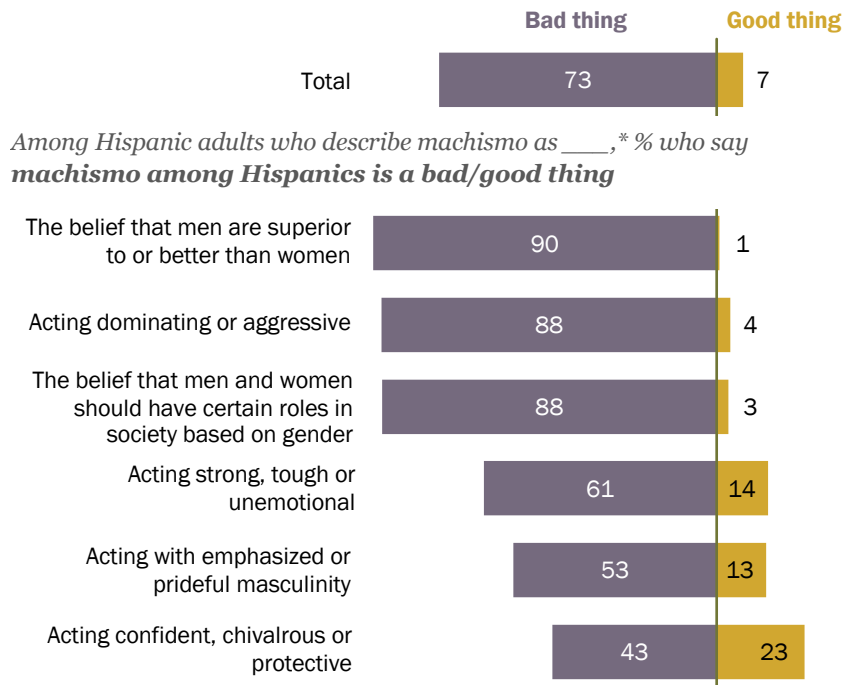
By Latinos' descriptions of 'machismo'

Nine-in-ten Latinos who view machismo as the belief that men are superior to or better than women say it is a very or somewhat bad thing. Equal shares of those who describe machismo as acting in a dominating or aggressive way (88%) – or as the belief that men and women should have certain roles in society based on their gender (88%) – say it is a bad thing.

Smaller shares of those who describe it in other ways say machismo is bad thing among Latinos:

Is 'machismo' a bad or good thing? U.S. Latinos' views differ by how they define the term

% of Hispanic adults aware of the term "machismo" who say machismo among Hispanics is a bad/good thing



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details.

Note: "Bad thing" figures include those who said very/somewhat bad; "good thing" figures include those who said very/somewhat good. Share of respondents who didn't offer an answer or gave other answers not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

"What U.S. Latinos Say About 'Machismo'"

- 61% who define machismo as acting strong, tough or unemotional say it is a bad thing.
- 53% who define machismo as acting with emphasized or prideful masculinity say it is a bad thing. And about a third who define it this way (32%) say it is neither a good nor bad thing.

Roughly four-in-ten Latinos who define machismo as acting confident, chivalrous or protective (43%) see it negatively, while 23% see it positively. About one-third say it is neither positive nor negative (31%).

By gender

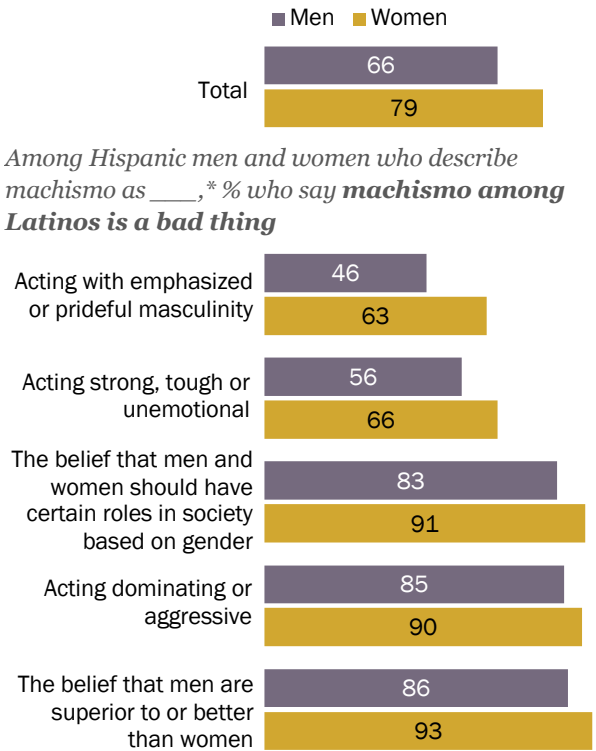
Overall, 79% of Hispanic women and 66% of Hispanic men who have heard of machismo say it is a bad thing.

While how Hispanics view machismo is generally linked to how they define it, there are some differences by gender among those who describe it the same way:¹⁴

- 63% of Hispanic women who define machismo as acting with emphasized or prideful masculinity say it is a very or somewhat bad thing.
- A smaller share of Hispanic men who define it the same way (46%) say this.

Even when defining it the same way, Hispanic men and women at times differ over whether ‘machismo’ is a bad thing

% of Hispanic men and women aware of the term “machismo” who say machismo among Latinos is a bad thing



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details. Note: “Bad thing” figures include those who said very/somewhat bad. Share of respondents who didn’t offer an answer or gave other answers not shown. Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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¹⁴ Figures among Hispanic men and women who say machismo means acting confident, chivalrous or protective not shown separately due to insufficient sample size.

About 1 in 5 Latinos aware of ‘machismo’ say they behave in a way consistent with it

Roughly one-in-five Latino adults (22%) who have heard of machismo say they act in a way that personifies the term. This includes 16% who say they sometimes act this way and 6% who say they extremely or very often do.

By Latinos’ descriptions of ‘machismo’

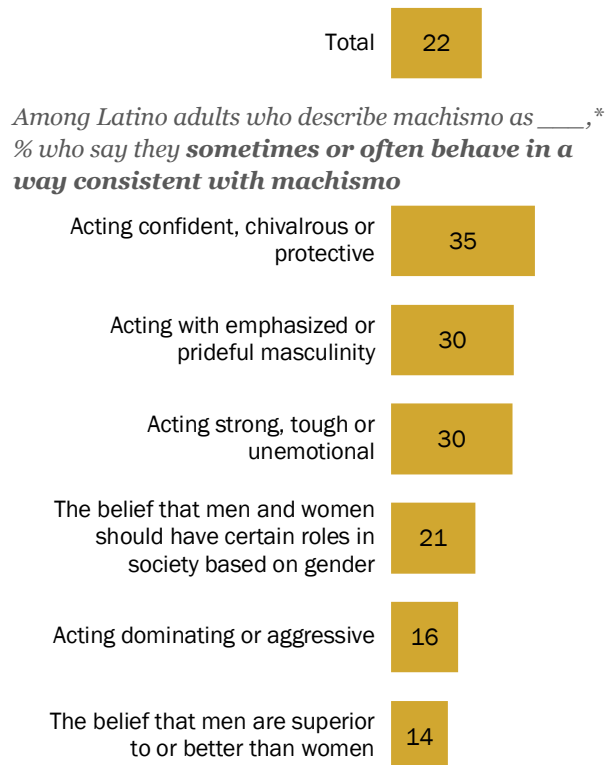
Whether Latinos say they display machismo behavior is linked to how they define the concept. Among Latinos who define machismo as acting confident, chivalrous or protective, 35% say they often or sometimes act in a way that can be considered consistent with machismo. And 30% who define it as acting with emphasized or prideful masculinity say they act this way at least sometimes.

Meanwhile, Latinos who describe machismo in other ways are less likely to say they often or sometimes act in a way that represents machismo.

- 16% who define it as acting dominating or aggressive say they behave in a way that is representative of machismo.
- 14% who define it as the belief that men are superior to or better than women say they act in a way representative of machismo.

While about 1 in 5 Latinos say they act in a way that represents ‘machismo,’ this varies by how they describe it

*% of Latino adults aware of the term “machismo” who say they **sometimes or often** behave in a way consistent with machismo*



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details. Note: “Sometimes or often” figures include those who said sometimes or extremely/very often. Share of respondents who didn’t offer an answer or gave other answers not shown. Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

By gender

Among those who are aware of the term machismo, Hispanic men (28%) are more likely than Hispanic women (17%) to say they act in a way that personifies the term. The shares who say they act this way still differ among men and women who agree on what the term means.

- Hispanic men who define machismo as acting with emphasized or prideful masculinity are much more likely than Hispanic women who define it this way to say they exhibit machismo behavior (45% vs. 10%).
- Hispanic men who describe machismo as acting strong, tough or unemotional are more likely than Hispanic women who use this definition to say their behavior at least sometimes exemplifies machismo (39% vs. 20%).

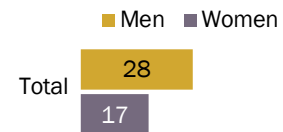
Meanwhile, similar shares of Hispanic men and women who define machismo as the belief that men are superior to women say they act in a way that is consistent with the term.

(While machismo is often associated with men, both men and women can display machismo behavior.)

For more details on Hispanics' views of and experiences with machismo, including by age and political party, refer to the [appendix](#).

Some Hispanic men – and women – say they behave in a way that is consistent with ‘machismo’

*% of Hispanic men and women aware of the term “machismo” who say they **sometimes or often** behave in a way consistent with machismo*



Among Hispanic men and women who describe machismo as ____, % who say they **sometimes or often** behave in a way consistent with machismo*



* Based on an open-ended question; verbatim responses have been coded into categories. Refer to the topline for more details.

Note: “Sometimes or often” figures include those who said sometimes or extremely/very often. Share of respondents who didn’t offer an answer or gave other answers not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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Appendix: Supplemental tables

How Latinos describe 'machismo,' by demographic groups

Among Latino adults aware of the term "machismo," % who say machismo means ...*

	The belief that men are superior to or better than women	Emphasized or prideful masculinity	The belief that men and women should have certain roles in society based on gender	Acting dominating or aggressive	Acting strong, tough or unemotional
Total	25	22	19	17	12
Gender					
Men	23	26	16	13	13
Women	27	18	23	20	11
Nativity					
Immigrant	34	9	25	19	5
U.S. born	16	37	14	14	19
Years in the U.S., among immigrants					
0-10 years	38	3	15	18	1
11-20	42	6	28	19	2
21+	31	11	28	19	7
Immigrant generation, among U.S. born					
2nd generation	20	31	17	15	15
3rd or higher gen.	10	46	8	13	26
Age					
18-29	22	27	16	12	16
30-49	26	21	21	18	11
50-64	26	19	21	18	10
65+	26	22	18	16	10
Education					
HS or less	25	17	19	19	9
Some college	24	26	20	14	15
Bachelor's+	26	29	20	14	16
Political party					
Dem/Lean Dem	24	23	21	17	13
Rep/Lean Rep	27	26	18	15	12

(Continued below)

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How Latinos describe ‘machismo,’ by demographic groups (continued)

Among Latino adults aware of the term “machismo,” % who say machismo means ...*

	Acting self- important or egotistical	Women and men are not treated equally in society/ Discrimination against women	Social or cultural expectations of masculinity	Acting confident, chivalrous or protective	Having sexual prowess/Being sexually virile
Total	11	10	7	6	1
Gender					
Men	10	10	6	7	1
Women	11	10	7	4	1
Nativity					
Immigrant	10	11	5	2	1
U.S. born	11	9	9	9	2
Years in the U.S., among immigrants					
0-10 years	7	14	2	1	<1
11-20	11	14	3	<1	<1
21+	11	9	6	3	2
Immigrant generation, among U.S. born					
2nd generation	12	11	8	7	2
3rd or higher gen.	11	6	11	13	2
Age					
18-29	8	14	9	5	1
30-49	11	9	7	5	1
50-64	13	7	6	7	2
65+	12	8	5	7	2
Education					
HS or less	12	6	4	5	1
Some college	10	12	7	6	2
Bachelor's+	9	15	14	6	2
Political party					
Dem/Lean Dem	11	12	8	5	1
Rep/Lean Rep	11	8	7	6	2

* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details.

Note: “Some college” includes those with an associate degree and those who attended college but did not obtain a degree. Share of respondents who didn’t offer an answer or gave other answers not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

“What U.S. Latinos Say About ‘Machismo’”

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How Latinos describe ‘machismo,’ by whether they see it as a bad thing and whether they act that way

*Among Latino adults who say machismo among Latinos is a bad or good thing, % who say machismo means ...**

	Very/ Somewhat bad thing	Very/ Somewhat good thing
The belief that men are superior to or better than women	31	3
Emphasized or prideful masculinity	16	44
The belief that men and women should have certain roles in society based on gender	23	9
Acting dominating or aggressive	20	9
Acting strong, tough or unemotional	10	25
Acting self-important or egotistical	12	6
Women and men are not treated equally in society/Discrimination against women	12	3
Social or cultural expectations of masculinity	7	6
Acting confident, chivalrous or protective	3	20
Having sexual prowess/Being sexually virile	1	1

*Among Latino adults who say they sometimes/often or rarely/never act in a way they consider to be consistent with machismo, % who say machismo means ...**

	Sometimes or extremely/very often	Rarely/ Never
The belief that men are superior to or better than women	16	28
Emphasized or prideful masculinity	30	20
The belief that men and women should have certain roles in society based on gender	18	20
Acting dominating or aggressive	12	18
Acting strong, tough or unemotional	16	11
Acting self-important or egotistical	8	12
Women and men are not treated equally in society/Discrimination against women	8	11
Social or cultural expectations of masculinity	6	7
Acting confident, chivalrous or protective	9	5
Having sexual prowess/Being sexually virile	1	2

* Based on an open-ended question; verbatim responses have been coded into categories and up to three categories were coded per response. Refer to the topline for more details.

Note: Share of respondents who didn't offer an answer or gave other answers not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

"What U.S. Latinos Say About 'Machismo'"

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Do Hispanics see ‘machismo’ as a good or bad thing?

Among Hispanic adults aware of the term “machismo,” % who say machismo among Hispanics is a ...

	Very/ Somewhat bad thing	Neither good nor bad thing	Very/ Somewhat good thing
Total	73	18	7
Gender			
Men	66	23	9
Women	79	14	4
Language			
Spanish dominant	86	10	2
Bilingual	77	16	6
English dominant	58	28	12
Nativity			
Immigrant	83	12	3
U.S. born	63	25	10
Immigrant generation, among U.S. born			
2nd generation	69	21	8
3rd or higher gen.	52	32	14
Marital status and spouse or partner ethnicity			
Not married or living with a partner	67	22	8
<i>Married or living with a partner who is ...</i>			
Hispanic	82	12	5
Not Hispanic	61	27	9
Age			
18-29	71	19	8
30-49	74	18	6
50-64	74	18	6
65+	71	19	6
Education			
HS or less	73	18	6
Some college	71	20	7
Bachelor’s+	76	16	6
Political party			
Dem/Lean Dem	78	16	5
Rep/Lean Rep	64	23	10

Note: “Some college” includes those with an associate degree and those who attended college but did not obtain a degree. Share of respondents who didn’t offer an answer or who said that machismo does not currently exist among Hispanics is not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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Hispanics who have heard of ‘machismo’ differ by demographic group over whether they personally act that way

% of Hispanic adults aware of the term “machismo” who say they sometimes or extremely/very often behave in a way that they consider to be consistent with machismo

	Hispanic adults	Hispanic men	Hispanic women
Total	22	28	17
Language			
Spanish dominant	19	21	17
Bilingual	23	27	19
English dominant	24	36	14
Nativity			
Immigrant	20	22	18
U.S. born	25	35	15
Immigrant generation, among U.S. born			
2nd generation	23	31	17
3rd or higher gen.	28	43	14
Marital status and spouse or partner ethnicity			
Not married or living with a partner	22	27	17
<i>Married or living with a partner who is ...</i>			
Hispanic	22	28	17
Not Hispanic	23	35	12
Age			
18-29	24	31	17
30-49	25	33	17
50-64	19	20	17
65+	17	23	13
Education			
HS or less	23	28	18
Some college	23	31	15
Bachelor’s+	20	26	15
Political party			
Dem/Lean Dem	22	27	18
Rep/Lean Rep	24	32	14

Note: “Some college” includes those with an associate degree and those who attended college but did not obtain a degree. Share of respondents who didn’t offer an answer or said they rarely or never behave in a way that they consider to be consistent with machismo not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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Demographic profile of Latinos who act in a way consistent with ‘machismo’

Among Latino adults aware of the term “machismo” and say they ____ behave in a way that they consider to be consistent with the term, % who are ...

	Sometimes or extremely/very often	Rarely/ Never
Gender		
Men	61	45
Women	38	54
Language		
Spanish dominant	25	30
Bilingual	38	37
English dominant	37	33
Nativity and immigrant generation		
Immigrant	44	51
NET U.S. born	55	47
2nd generation	33	31
3rd or higher gen.	21	16
Marital status and spouse or partner ethnicity		
Not married or living with a partner	40	41
NET Married or living with a partner	60	59
Hispanic partner	44	45
Non-Hispanic partner	15	14
Age		
18-29	25	23
30-49	47	41
50-64	19	23
65+	10	13
Education		
HS or less	52	49
Some college	29	28
Bachelor’s+	19	22
Political party		
Dem/Lean Dem	57	57
Rep/Lean Rep	34	31

Note: “Some college” includes those with an associate degree and those who attended college but did not obtain a degree. Subtotals may not add to NETs due to rounding. Share of respondents who didn’t offer an answer not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. “What U.S. Latinos Say About ‘Machismo’”

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Acknowledgments

This report was written byCarolyn Im, research analyst; Luis Noe-Bustamante, research associate; and Mark Hugo Lopez, director, race and ethnicity research.

Editorial guidance on the report was provided by Sahana Mukherjee, associate director, race and ethnicity research; Juliana Horowitz, associate director, social trends research; John Gramlich, associate director, short reads; Jens Manuel Krogstad, senior writer/editor; Claudia Deane, executive vice president; and Neha Sahgal, vice president, research.

The open-end analysis was conducted by Im, Noe-Bustamante, and Gracie Martinez, research assistant. Editorial and methodological guidance on the open-end analysis was provided by Lopez; Mukherjee; Horowitz; Kiana Cox, senior researcher; Sono Shah, associate director, Data Labs; Samuel Bestvater, computational social scientist; Galen Stocking, senior computational social scientist; Brian Broderick, former senior data engineer; and Aaron Smith, director, Data Labs.

Methodological guidance was provided by Courtney Kennedy, vice president, methods and innovation; Dorene Asare-Marfo, senior panel manager; and Dana Popky, associate panel manager. Guidance on the communications strategy and outreach was provided by Tanya Arditi, senior communications manager, with support from Andrew Grant, communications associate, and Rachel Drian, associate director, communications.

The report was number-checked by Research Assistants Alexandra Cahn and Martinez. Sara Atske, digital producer, produced the report. David Kent, senior copy editor, copy edited the report. Charts were designed by Im and Noe-Bustamante, with guidance from John Carlo Mandapat, information graphics designer.

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Methodology

The American Trends Panel survey methodology

Overview

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 ATP Wave 138, conducted from Nov. 6 to Nov. 19, 2023, among a sample of U.S. adults who identify as Hispanic. A total of 5,078 panelists responded out of 8,720 who were sampled, for a response rate of 61% (AAPOR RR3). This included 1,524 respondents from the ATP and an additional 3,554 from Ipsos' KnowledgePanel (KP). The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 1%. The break-off rate among panelists who logged on to the survey and completed at least one item is 3%. The margin of sampling error for the full sample of 5,078 respondents is plus or minus 2.0 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 whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based sampling (ABS) recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. This Postal Service 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.¹⁵ Within each sampled household, the adult with the next

¹⁵ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling](#)."

birthday is asked to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.¹⁶

We have recruited a national sample of U.S. adults to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”) to boost sample size with underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

Across the six address-based recruitments, a total of 23,862 adults were invited to join the ATP, of whom 20,917 agreed to join the panel and completed an initial profile survey. Of the 30,859 individuals who have ever joined the ATP, 11,936 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

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 who identify as Hispanic. All eligible members of the ATP and a random subsample of eligible members from Ipsos’ KnowledgePanel were invited to participate in this wave.

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	1,393
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	832
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	405
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	3,851
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,388
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,441
May 29 to July 7, 2021; Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	731
May 24 to Sept. 29, 2022	ABS	3,354	2,869	1,460
April 17 to May 30, 2023	ABS	686	576	435
	Total	43,580	30,859	11,936

Note: RDD is random-digit dial; ABS is address-based sampling. 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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¹⁶ Email pewsurveys@pewresearch.org.

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 ATP respondents were offered a post-paid incentive for their participation. ATP 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 who self-identified as Black 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 who identified as Black American.

Data collection protocol

The data collection field period for this survey was Nov. 6 to Nov. 19, 2023. Postcard notifications were mailed to all ATP panelists with a known residential address on Nov. 6.

Invitations were sent out in two separate launches: soft launch and full launch. Sixty ATP panelists and 409 KP panelists were included in the soft launch, which began with an initial invitation sent on Nov 6. 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 sampled panelists were included in the full launch and were sent an invitation on Nov. 7.

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 who consented to SMS messages received an SMS invitation and up to four SMS reminders.

Invitation and reminder dates, ATP Wave 138

	Soft launch	Full launch
Initial invitation	November 6, 2023	November 7, 2023
First reminder	November 10, 2023	November 10, 2023
Second reminder	November 13, 2023	November 13, 2023
Third reminder	November 16, 2023	November 16, 2023
Final reminder	November 18, 2023	November 18, 2023

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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 whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, six respondents were removed from the survey dataset prior to weighting and analysis. Another four respondents were removed from the survey dataset after providing feedback that they were not Hispanic, and therefore not eligible for the survey.

Weighting

The ATP data is 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 begins with a base weight that reflects their probability of selection for their initial recruitment survey. These weights are then rescaled and adjusted to account for changes in the design of ATP recruitment surveys from year to year. Finally, the weights are calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and 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.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age x Gender	2022 American Community Survey (ACS)
Education x Gender	
Education x Age	
Hispanic origin	
Place of birth	
Citizenship	
Years lived in the U.S.	
Black (alone or in combination)	
Census region	
Metropolitan status	
Volunteerism	2021 CPS Volunteering & Civic Life Supplement
Party affiliation	2023 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	

Note: All estimates are based on Hispanics. Estimates from the ACS are further based on noninstitutionalized adults.

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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.

Sample sizes and margins of error, ATP Wave 138

Group	Unweighted sample size	Plus or minus ...
Hispanic adults	5,078	2.0 percentage points
Hispanic women	2,600	2.7 percentage points
Hispanic men	2,392	3.1 percentage points

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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

Final dispositions, ATP Wave 138

	AAPOR code	ATP	KP	Total
Completed interview	1.1	1,524	3,554	5,078
Logged on to survey; broke off	2.12	3	154	157
Logged on to survey; did not complete any items	2.1121	4	73	77
Never logged on (implicit refusal)	2.11	60	3,134	3,194
Survey completed after close of the field period	2.27	1	0	1
Completed interview but was removed for data quality	2.3	1	5	6
Completed interview but was removed for ineligibility		3	1	4
Screened out	4.7	0	203	203
Total panelists sampled for the survey		1,596	7,124	8,720
Completed interviews	I	1,524	3,554	5,078
Partial interviews	P	0	0	0
Refusals	R	67	154	221
Non-contact	NC	1	0	1
Other	O	1	5	6
Unknown household	UH	0	0	0
Unknown other	UO	0	3,207	3,207
Not eligible	NE	3	1	4
Screen out	SO	0	203	203
Total		1,596	7,124	8,720
Est. eligibility rate among unscreened: $e = (I+R)/(I+R+SO)$		100%	95%	96%
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		96%	51%	60%
AAPOR RR3 = $I / (I+R+[e*UO])$		96%	53%	61%

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Cumulative response rate as of ATP Wave 138

	ATP	KP	Total
Weighted response rate to recruitment surveys	11%	9%	9%
% of recruitment survey respondents who agreed to join the panel, among those invited	71%	50%	54%
% of those agreeing to join who were active panelists at start of Wave 138	46%	38%	40%
Response rate to Wave 138 survey	96%	53%	61%
Cumulative response rate	3%	1%	1%

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Topline

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 138 NATIONAL SURVEY OF LATINOS
NOVEMBER 6-19, 2023
LATINO ADULTS TOTAL N=5,078**

NOTE: "U.S. LATINO" REFERS TO U.S. LATINO ADULTS. ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. PERCENTAGES GREATER THAN ZERO BUT LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). A HYPHEN (-) INDICATES THAT THE SAMPLE SIZE FOR A GIVEN SUBGROUP IS TOO SMALL TO REPORT FOR THAT QUESTION OR THAT THE RESPONSES FOR A GIVEN SUBGROUP ARE NOT DISPLAYED. ROWS/COLUMNS MAY NOT TOTAL TO 100% OR NETS DUE TO ROUNDING. FOREIGN BORN INCLUDE THOSE BORN IN PUERTO RICO OR OTHER U.S. TERRITORIES, UNLESS OTHERWISE NOTED. FOR MORE INFORMATION, REFER TO THE [METHODOLOGY](#).

BEFORE 2019, ALL SURVEYS OF HISPANICS BY PEW RESEARCH CENTER WERE CONDUCTED BY TELEPHONE. PHONE TRENDS THAT ARE COMPARABLE TO THOSE FROM SURVEYS OF HISPANICS CONDUCTED ONLINE (BASED ON FINDINGS FROM [A MODE EFFECT STUDY](#)) ARE LABELED AS "PHONE TREND FOR COMPARISON." IN THESE CASES, READERS CAN DIRECTLY COMPARE PHONE AND ONLINE RESULTS OVER TIME.

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE OR PREVIOUSLY RELEASED.

	Sample size	Margin of error at 95% confidence level
Total Hispanic respondents	5,078	+/- 2.0% points
<i>Foreign born</i>	2,314	+/- 3.1% points
<i>U.S. born</i>	2,688	+/- 2.7% points
<i>2nd generation</i>	1,573	+/- 3.5% points
<i>3rd or higher gen.</i>	1,091	+/- 4.3% points
<i>Women</i>	2,600	+/- 2.7% points
<i>Men</i>	2,392	+/- 3.1% points

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE

ASK ALL:

MACHISMO1 Have you heard of the term machismo, or not?

<u>Total</u>		<u>Foreign born</u>	<u>U.S. born</u>	<u>- Among U.S. born -</u>		<u>Women</u>	<u>Men</u>
				<u>2nd gen.</u>	<u>3rd or higher gen.</u>		
83	Yes	90	78	84	69	85	81
16	No	10	22	16	30	14	18
1	No answer	1	1	*	2	1	1

ASK IF HAS HEARD OF MACHISMO (MACHISMO1=1):MACHISMO2 In your own words, what does the term machismo mean? **[OPEN END]**¹⁷

<u>Total</u>		<u>Foreign born</u>	<u>U.S. born</u>	<u>- Among U.S. born -</u>		<u>Women</u>	<u>Men</u>
				<u>2nd gen.</u>	<u>3rd or higher gen.</u>		
25	The belief that men are superior to or better than women	34	16	20	10	27	23
22	Acting with emphasized or prideful masculinity (NET)	9	37	31	46	18	26
20	Acting with emphasized masculinity	7	34	29	44	17	24
3	Having masculine pride	2	3	3	3	2	3
19	The belief that men and women should have certain roles in society based on gender (NET)	25	14	17	8	23	16
13	Men's role should be as leaders or decision makers	19	8	9	6	15	11
6	Women's role should be taking care of the home or children	8	4	6	1	8	3
3	Men and women should have certain roles in society based on gender (general)	3	3	4	2	3	2
17	Acting dominating or aggressive (NET)	19	14	15	13	20	13
12	Acting dominating	14	9	10	7	14	9
5	Acting aggressive	4	5	5	6	6	4
12	Acting strong, tough or unemotional (NET)	5	19	15	26	11	13
10	Acting strong or tough	4	17	13	25	9	11
2	Acting unemotional	1	3	3	3	3	2
11	Acting self-important or egotistical	10	11	12	11	11	10
10	Women and men are not treated equally in society/Discrimination against women	11	9	11	6	10	10
7	Social or cultural expectations of masculinity (NET)	5	9	8	11	7	6
4	Expectations of masculinity (general)	3	6	5	7	4	4
3	Expectations of masculinity among Hispanics	2	4	3	4	3	3
6	Acting confident, chivalrous or protective (NET)	2	9	7	13	4	7
3	Acting confident	1	6	4	8	3	4
2	Acting chivalrous	1	3	3	3	1	3
1	Acting protective	1	1	1	2	1	1
1	Having sexual prowess or virility	1	2	2	2	1	1
3	Other	4	2	2	3	3	4
1	Don't know	1	1	1	1	1	1
14	Refused	15	10	10	9	13	14
<i>n</i> =		<i>n</i> =	<i>n</i> =	<i>n</i> =	<i>n</i> =	<i>n</i> =	<i>n</i> =
4,487		2,153	2,278	1,390	869	2,299	2,125

¹⁷ Verbatim open-ended responses have been coded into categories. Figures add to more than 100% because up to three categories were coded per response.

ASK IF HAS HEARD OF MACHISMO (MACHISMO1=1):

MACHISMO3 How often, if ever, do you behave in a way that you consider to be consistent with machismo?
[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5, 5-1 IN SAME ORDER AS ENOUGHTIME]

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born -</i>		<i>Women</i>	<i>Men</i>
				<i>2nd gen.</i>	<i>3rd or higher gen.</i>		
22	Extremely/Very often/ Sometimes (NET)	20	25	23	28	17	28
2	Extremely often	2	1	1	2	1	2
4	Very often	4	5	5	5	3	6
16	Sometimes	14	19	18	21	12	21
76	Rarely/Never (NET)	79	74	75	72	81	71
28	Rarely	29	29	28	29	23	34
48	Never	50	45	47	42	58	37
1	No answer	2	1	2	1	2	1
<i>n=</i> 4,487		<i>n=</i> 2,153	<i>n=</i> 2,278	<i>n=</i> 1,390	<i>n=</i> 869	<i>n=</i> 2,299	<i>n=</i> 2,125

ASK IF HAS HEARD OF MACHISMO (MACHISMO1=1):

MACHISMO4 Do you think machismo among Hispanics is a... **[RANDOMIZE ORDER OF RESPONSE OPTIONS 1-5, 5-1, WITH OPTION 6 ALWAYS LAST]**

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born -</i>		<i>Women</i>	<i>Men</i>
				<i>2nd gen.</i>	<i>3rd or higher gen.</i>		
7	Very/Somewhat good thing (NET)	3	10	8	14	4	9
2	Very good thing	1	2	2	3	1	2
5	Somewhat good thing	2	8	6	11	3	7
18	Neither good nor bad thing	12	25	21	32	14	23
73	Very/Somewhat bad thing (NET)	83	63	69	52	79	66
29	Somewhat bad thing	28	30	30	30	29	29
44	Very bad thing	55	33	39	22	51	37
1	Machismo does not currently exist among Hispanics	1	1	1	1	1	1
1	No answer	1	1	1	1	1	1
<i>n=</i> 4,487		<i>n=</i> 2,153	<i>n=</i> 2,278	<i>n=</i> 1,390	<i>n=</i> 869	<i>n=</i> 2,299	<i>n=</i> 2,125

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED