

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 (*). 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

ASK ALL:

LATINX1 Have you heard of the term Latinx, or not?

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	- Among U.S. born - <i>2nd gen.</i>	<i>3rd or higher gen.</i>
47	Yes	31	62	66	55
51	No	67	37	33	44
2	No answer	1	1	1	1

U.S. LATINO TREND:

	Dec. 3-23, <u>2019</u>
Yes	23
No	76
No answer	1

ASK IF HAS HEARD OF LATINX (LATINX1=1):

LATINX3 Have you ever used the term Latinx to describe yourself, or not?

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born -</i>	
				<i>2nd gen.</i>	<i>3rd or higher gen.</i>
9	Yes	10	9	9	7
90	No	90	90	90	91
1	No answer	1	1	1	2
<i>n=2,656</i>		<i>n=909</i>	<i>n=1,727</i>	<i>n=1,061</i>	<i>n=654</i>

U.S. LATINO TREND BASED ON THOSE WHO HAVE HEARD OF LATINX:

	Dec. 3-23, <u>2019</u>
Yes	14
No	86
No answer	0

LATINX1/LATINX3 COMBO TABLE**BASED ON ALL LATINO ADULTS⁹:**

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born -</i>	
				<i>2nd gen.</i>	<i>3rd or higher gen.</i>
47	Have heard of the term Latinx	31	62	66	55
4	Yes, have ever used the term Latinx to describe themselves	3	5	6	4
42	No, have not ever used the term Latinx to describe themselves	28	56	60	50
*	No answer to LATINX3	*	1	*	1
51	Have not heard of the term Latinx	67	37	33	44
2	No answer to LATINX1	1	1	1	1

⁹ LATINX3 was asked only of U.S. Hispanic adults who say they have heard of the term Latinx, but results are shown among all Hispanic adults.

ASK IF HAS HEARD OF LATINX (LATINX1=1):

LATINX4 Do you think the term Latinx should be used to describe the Hispanic or Latino population, or not?

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born - 2nd gen. 3rd or higher gen.</i>	
23	Yes	22	24	23	25
75	No	77	74	74	73
2	No answer	1	2	2	1
<i>n=2,656</i>		<i>n=909</i>	<i>n=1,727</i>	<i>n=1,061</i>	<i>n=654</i>

U.S. LATINO TREND BASED ON THOSE WHO HAVE HEARD OF LATINX¹⁰:

	Dec. 3-23, 2019
Yes	33
No	65
No answer	2

ASK IF HAS HEARD OF LATINX (LATINX1=1):

LATINX6 People use the term Latinx today more often than they used to.

Do you think people using this term more often is... **[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 - 2nd gen. 3rd or higher gen.</i>	
12	A very/somewhat good thing (NET)	10	12	11	13
4	A very good thing	4	4	3	6
7	Somewhat good thing	6	8	8	6
38	Neither a good nor bad thing	40	37	38	36
36	A very/somewhat bad thing (NET)	39	35	35	35
14	Somewhat bad thing	15	14	14	14
22	A very bad thing	24	21	21	21
	[SPACE]				
14	Not sure	11	16	16	15
*	No answer	*	*	1	*
<i>n=2,656</i>		<i>n=909</i>	<i>n=1,727</i>	<i>n=1,061</i>	<i>n=654</i>

¹⁰ In 2019, the question read, "Do you think this term should be used to describe the Hispanic or Latino population, or not?"

ASK ALL:

LATINE1 Have you heard of the term Latine, or not?

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born - 2nd gen. 3rd or higher gen.</i>	
18	Yes	16	20	21	17
79	No	80	79	78	81
3	No answer	3	2	1	2

ASK ALL:

HISPLABEL_MOD The terms Hispanic, Latino, Latinx or Latine are used to describe people who are of Hispanic or Latino origin or descent. Which of these terms do you prefer? **[RANDOMIZE 1,2,3,4 WITH 5 ALWAYS LAST]**

<u>Total</u>		<i>Foreign born</i>	<i>U.S. born</i>	<i>- Among U.S. born - 2nd gen. 3rd or higher gen.</i>	
52	Hispanic	51	54	52	57
29	Latino	33	26	29	22
3	Latinx/Latine (NET)	2	4	3	3
2	Latinx	1	2	2	2
1	Latine	1	2	2	1
15	No preference	13	16	16	17
1	No answer	1	*	*	*

U.S. LATINO TREND FOR COMPARISON¹¹:

	Aug. 1-14, <u>2022</u>	Dec. 3-23, <u>2019</u>
Hispanic	53	61
Latino	26	29
Latinx	2	4
No preference	18	-
Something else	-	5
No answer	1	2

¹¹ In 2022 and 2019, the question did not include "Latine" as a response option. In 2022, the question included "No preference" as a response option and did not include "Something else" as a response option. In 2019, the question asked which term the respondent preferred to describe the "Hispanic population overall," included "Something else" as a response option and did not include "No preference" as a response option.

ASK ALL:

IDENTERMS_MOD

People sometimes use different terms to describe themselves. In general, which of the following terms do you use to describe yourself most often?

<u>Total</u>		<i>Foreign <u>born</u></i>	<i>U.S. <u>born</u></i>	<i>- Among U.S. born -</i>	
				<i>2nd <u>gen.</u></i>	<i>3rd or <u>higher gen.</u></i>
52	The term used to describe people of your heritage (e.g. Mexican, Puerto Rican, etc.) [INSERT HISPORIG RESPONSE]	64	41	49	31
30	Hispanic, Latino, Latinx or Latine [INSERT HISPLABEL_MOD RESPONSE]	31	29	29	28
17	American	4	29	22	40
1	No answer	1	1	1	1