



# Culture Report Brief

October 2020

# Background/Methodology

ThinkNow conducted a nationwide online survey among Hispanics, African-Americans and Asian-Americans 18 to 64 years of age to understand how they prefer to identify themselves among peers and in marketing and media.

  
**Hispanics**  
n=501

  
**African American**  
n=255

  
**Asians**  
n=254

## Methodology



### Survey Method

- › Online via ThinkNow Research's Omnibus Study



### Field Timing

- › July 2020



### Base Size

- › n=1,010



### Screening Criteria

- › 18 to 64 years of age



### Regional Coverage

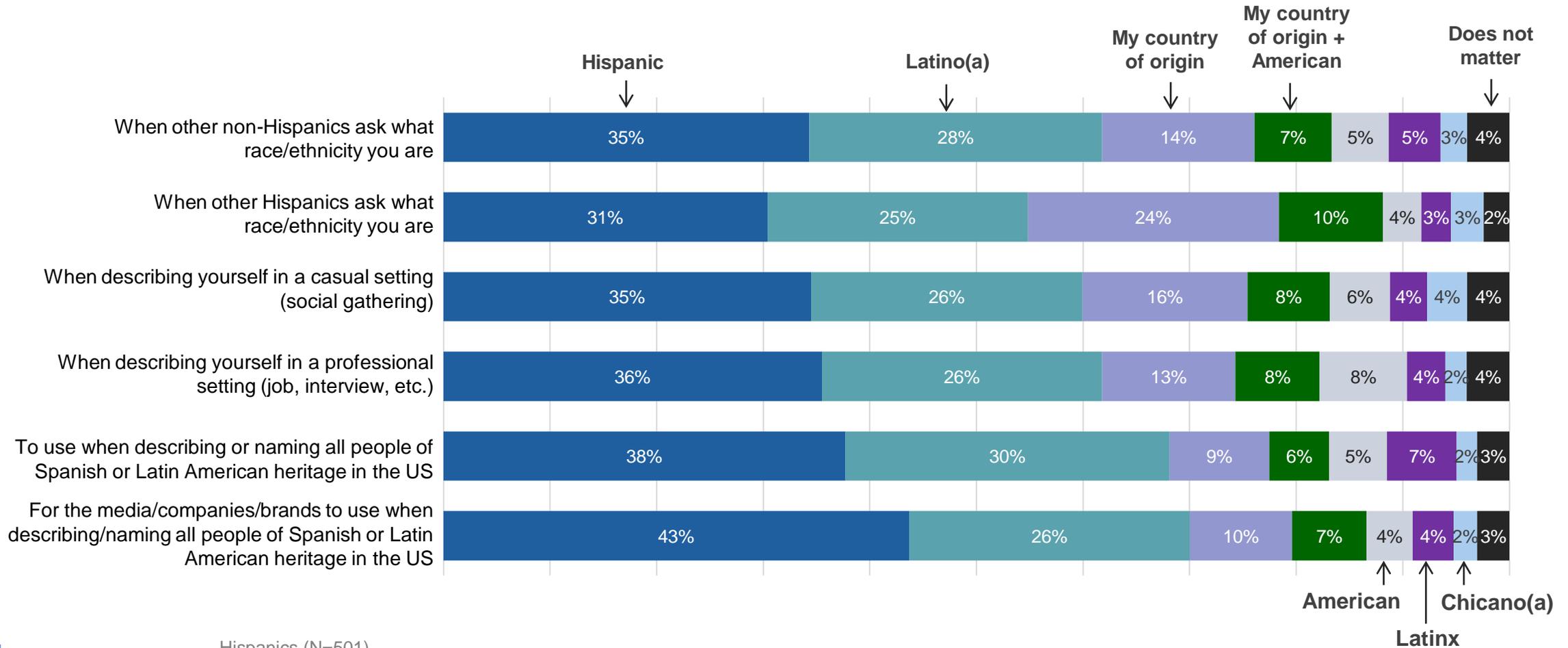
- › National

The terms “Hispanic” and “Latino/Latina” are preferred by the majority of US Latinos across different scenarios – in particular, when they or others (i.e. media, companies) refer to this population as a whole.



- Latinos are most likely to use their country of origin (i.e. Cuban, Mexican) when other Hispanics ask what race/ethnicity they are.

### Preferred Names for Various Scenarios Hispanics



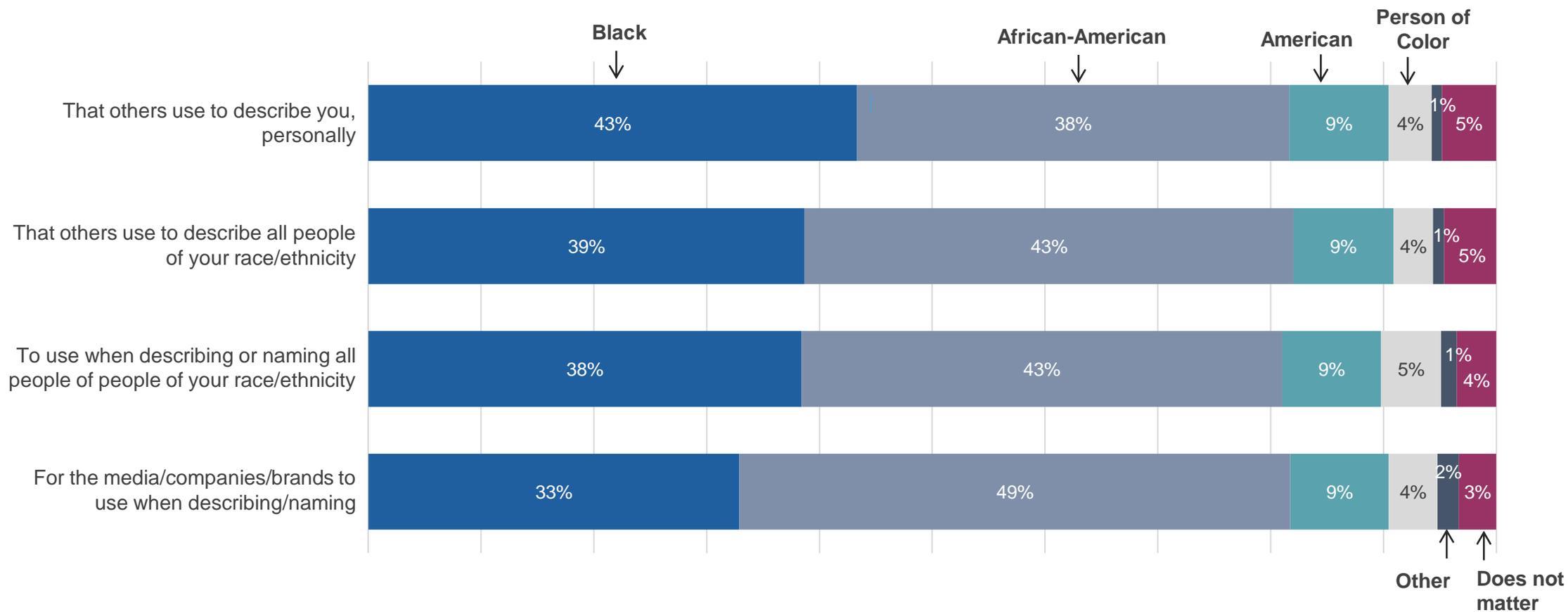
Hispanics (N=501)



## In most situations, African-Americans are evenly split on their preference for “Black” and “African-American.”

- When it comes to the media or companies/brands referring to them as a group, however, preference is stronger for “African-Americans”.

### Preferred Names for Various Scenarios African-Americans

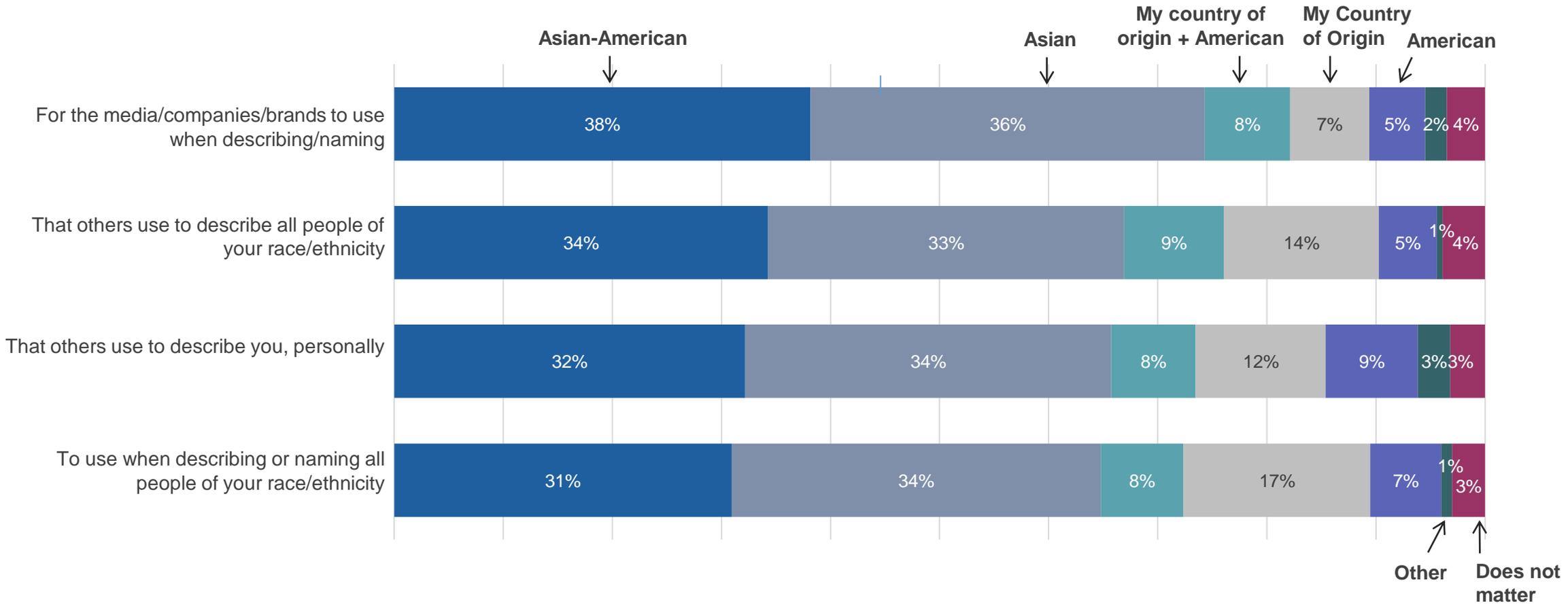


# Asians are evenly split on “Asian-Americans” and “Asians.”

- When describing all of people of their race/ethnicity, 1-in-4 prefer their country of origin (i.e. Japanese, Chinese), or country of origin + American.



Preferred Names for Various Scenarios  
Asian-Americans



Asians (N=254)

# Participant Profile

	Total Market	Hispanics	African-Americans	Asians
<i>Base size</i>	(1525)	(501)	(255)	(254)
Female	50%	51%	47%	47%
Male	50%	48%	51%	53%
<b><u>Age</u></b>				
18-38	46%	57%	50%	52%
39-54	34%	31%	32%	31%
55+	20%	12%	18%	16%
<b><u>Region</u></b>				
Northeast	18%	14%	17%	21%
Midwest	21%	9%	17%	12%
South	37%	37%	57%	23%
West	24%	40%	9%	44%
<b><u>Marital Status</u></b>				
Single (Net)	29%	34%	43%	38%
Married or living with partner (Net)	59%	57%	37%	58%
<b><u>Education</u></b>				
High School Grad or Less (Net)	22%	31%	29%	12%
Some College (Net)	29%	34%	36%	22%
College Grad or More (Net)	48%	34%	34%	66%
<b><u>Employment &amp; Income</u></b>				
Employed (Net)	69%	66%	66%	63%
Annual Household Income - Median	\$59K	\$47K	\$39K	\$80K
<b><u>Acculturation Level (Hispanics Only)</u></b>				
Less Acculturated	-	23%	-	-
Bicultural	-	51%	-	-
More Acculturated	-	26%	-	-