



How do U.S. Hispanics prefer to describe their ethnicity?

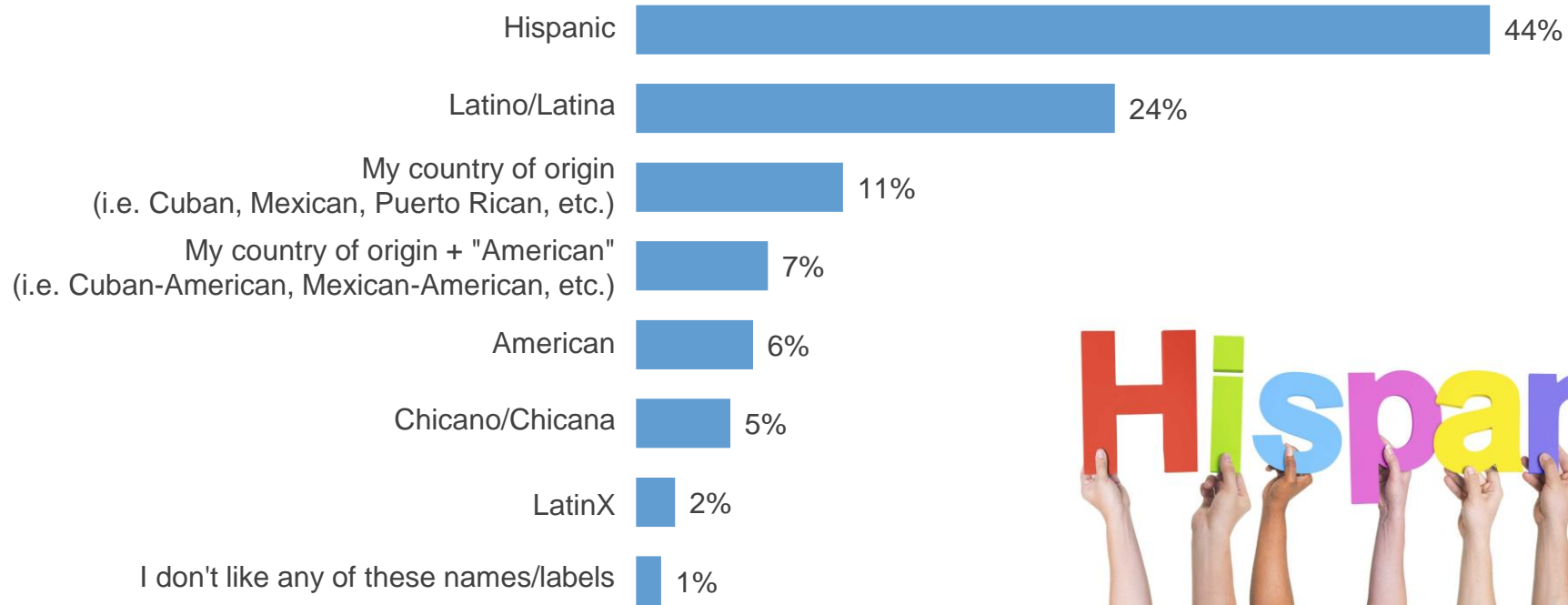
Report Brief
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U.S. Hispanics prefer to self-identify as “Hispanic” to describe their ethnicity.

- Based on our nationwide survey of 508 U.S. Hispanics
- Latino/Latina ranks second
- Social media favorite “LatinX” is the least preferred identity overall, resonating with only 2% of respondents

Which of these names do you prefer to describe your ethnicity?

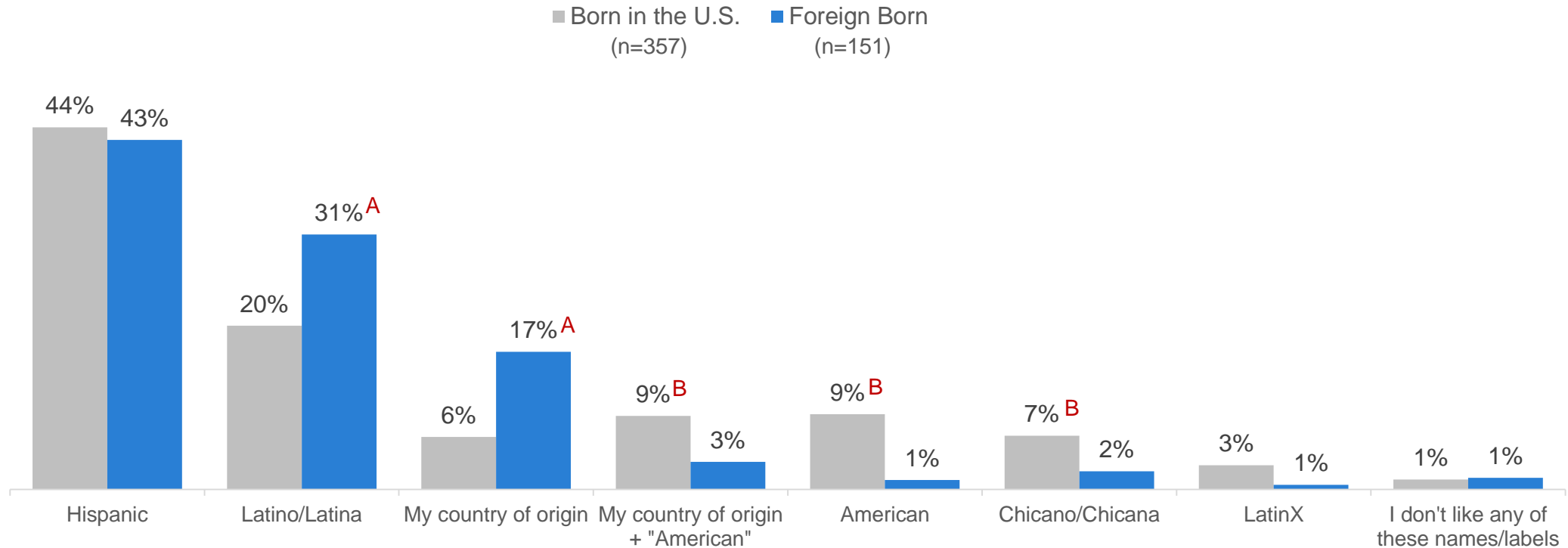


Total Hispanics (n=508)

While “Hispanic” is the preferred term regardless of the country of birth, preferences for other names differ between Hispanics born in the U.S. and those born abroad.

- U.S. born Hispanics are more likely to prefer the term “American” – either as a stand alone or combined with the country of origin of the ascendants
- The majority of those who reported a preference for the term “LatinX” are U.S. born

Which of these names do you prefer to describe your ethnicity?



Age is not a significant factor: “Hispanic” is the preferred term for all age groups, followed by Latino/Latina.

- Preference for “LatinX” is slightly higher among 18 to 34-year old's compared to their older cohorts
- No differences in preference by gender or household income

Which of these names do you prefer to describe your ethnicity?

	18-24	25-34	35-49	50+
Hispanic	38%	47%	40%	49%
Latino/Latina	27%	21%	31%	19%
My country of origin	11%	11%	10%	12%
My country of origin + "American"	9%	6%	5%	7%
American	6%	7%	5%	6%
Chicano/Chicana	5%	5%	6%	3%
LatinX	3%	3%	2%	-
Other	1%	0%	-	1%
I don't like any of these names/labels	-	1%	1%	3%
<i>Base Size</i>	<i>(105)</i>	<i>(158)</i>	<i>(139)</i>	<i>(106)</i>

Sample Profile

	Total Hispanics
Base size	(508)
Male	49%
Female	51%
Age	
18-24	20%
25-34	30%
35-49	29%
50+	22%
% Foreign Born	60%
% Mexican origin	63%
Median Annual HH Income	\$45,400

	Total Hispanics
Base size	(508)
Language spoken at home:	
Spanish only	10%
Spanish mostly	28%
Both equally	34%
English mostly	19%
English only	10%
Region:	
Northeast	12%
Midwest	9%
South	36%
West	43%