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# Latinx Awareness Has Doubled Among U.S. Hispanics Since 2019, but Only 4% Use It

*75% who have heard of the term say it should not be used*

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## How we did this

Pew Research Center surveyed 5,078 Hispanic adults from Nov. 6 to Nov. 19, 2023, as part of the 2023 National Survey of Latinos. We asked survey respondents about their awareness and views of the term Latinx and other labels used to describe people of Hispanic or Latino origin or descent. The sample includes 1,524 Hispanic adults who were members of Pew Research Center's American Trends Panel (ATP). It also includes an oversample of 3,554 respondents sampled from Ipsos' KnowledgePanel. The survey was conducted online in both English and Spanish.

Both the ATP and KnowledgePanel are online survey panels that 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 (refer to our [Methods 101 explainer](#) on random sampling). For more information on this survey, refer to its [methodology](#) and [topline](#).

## Terminology

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

**Latinx** and **Latine** are pan-ethnic terms used to describe people who are of or relate to Latin American origin or descent. They are regarded by some as gender-neutral or nonbinary alternatives to Latino, Latina and Hispanic.

**Immigrants** refers to persons born outside of the 50 states or the District of Columbia. For the purposes of this report, immigrants also includes 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 persons born in the 50 states or D.C.

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

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

Throughout this report, the phrases **Democrats and Democratic leaners** and **Democrats** refer to respondents who identify politically with the Democratic Party or who are independent or identify with some other party but lean toward the Democratic Party. Similarly, the phrases **Republicans and Republican leaners** and **Republicans** both refer to respondents who identify politically with the Republican Party or are independent or identify with some other party but lean toward the Republican Party.

## Table of contents

<b>About Pew Research Center</b>	<b>2</b>
<b>How we did this</b>	<b>3</b>
<b>Terminology</b>	<b>4</b>
<b>Overview</b>	<b>6</b>
<b>1. How well-known is Latinx among U.S. Hispanics and who uses it?</b>	<b>12</b>
<b>2. U.S. Latinos' views of Latinx and its use</b>	<b>16</b>
<b>3. U.S. Hispanics' preferences among pan-ethnic terms</b>	<b>20</b>
<b>Appendix: Supplemental tables</b>	<b>23</b>
<b>Methodology</b>	<b>24</b>
<b>Topline</b>	<b>30</b>

# Latinx Awareness Has Doubled Among U.S. Hispanics Since 2019, but Only 4% Use It

*75% who have heard of the term say it should not be used*

In the long-running debates about which terms to use to describe the U.S. population with roots in Latin America and Spain, “Latinx” has emerged as a gender-neutral alternative to Hispanic and Latino, the two [most popular pan-ethnic terms used today](#).

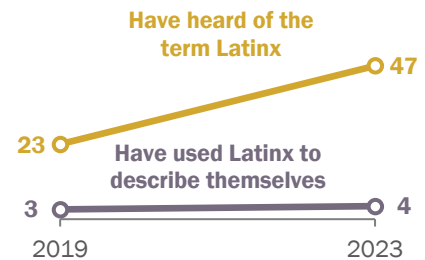
After years of public use by [celebrities](#), [leaders](#), [media](#), [academics](#) and others, awareness of Latinx has grown among U.S. Latinos.<sup>1</sup> Nearly half (47%) say they have heard of Latinx, up from [23% who said the same in 2019](#). Notably, awareness of Latinx has grown across nearly all major demographic subgroups of U.S. Latinos.

Still, about half of the population that Latinx is meant to describe has never heard of the term.

While awareness of the term has grown, the share who use Latinx to describe themselves is statistically unchanged: 4% of Latino adults say they have used Latinx to describe themselves, little changed from the 3% who said the same in 2019.

## More U.S. Hispanics have heard of ‘Latinx’ since 2019, but use remains low

*% of Hispanic adults who say they ...*



Note: Respondents who did not offer an answer or offered other responses not shown.

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

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<sup>1</sup> Searches for “Latinx” among the general U.S. population appeared online in the early 2000s. But the [first substantial rise](#) in searches (relative to all online searches) appeared in June 2016 following a [shooting at Pulse nightclub](#), an LGBTQ+ dance club in Orlando, Florida, that was hosting its Latin Night on the [date of the attack](#).

Importantly, the 4% of Latino adults who say they have used Latinx to describe themselves amount to an estimated 1.9 million people.<sup>2</sup>

As awareness of Latinx has grown, its rise in use in some spaces has brought increased scrutiny in the [United States](#) and [abroad](#).

In the U.S., a Latino civil rights organization [dropped its use of Latinx in 2021](#), while [federal](#) and [state](#) elected officials across both major political parties have moved to ban the term. [Arkansas' governor banned the use of Latinx](#) in state government documents in 2023. Meanwhile, [others remain advocates for the term](#) and [other gender-neutral alternatives](#).

Latinx is broadly unpopular among Latino adults who have heard of it, according to the survey.

- 75% of Latinos who have heard of the term Latinx say it *should not* be used to describe the Hispanic or Latino population, up from 65% saying the same in 2019.

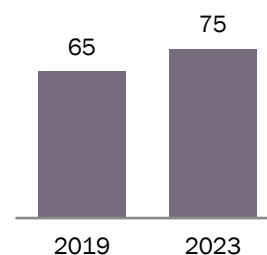
And Hispanics are more likely to view more widespread use of Latinx as a bad thing rather than as something positive. About a third (36%) who have heard of the term say it is a *bad thing* for people to use Latinx more often, while 12% say it is a good thing. Another 38% of Hispanics view growing use of the term as neither good nor bad, and 14% say they are not sure.

These are findings from a new analysis of Pew Research Center's bilingual National Survey of Latinos, conducted Nov. 6-19, 2023, among a

## Most Latinos familiar with the term Latinx say it should not be used

*Among Latino adults who have heard of Latinx, % who say ...*

Latinx **should not** be used to describe the Hispanic or Latino population



Note: Respondents who did not offer an answer or offered other responses not shown.

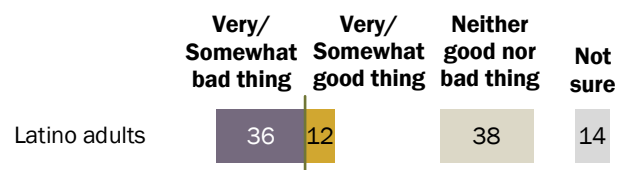
Source: National Survey of Latinos conducted Nov. 6-19, 2023.

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## Latinos are more likely to say greater use of 'Latinx' is bad rather than good

*Among Latino adults who have heard of Latinx, % who say people using this term more often is (a) ...*



Note: Respondents who did not offer an answer not shown.

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

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<sup>2</sup> In 2022, about 44.8 million Hispanic adults lived in the United States, according to a Pew Research Center analysis of the [2022 American Community Survey](#). The population estimate for Hispanic adults who say they have ever used the term Latinx to describe themselves is calculated from unrounded numbers.

nationally representative sample of 5,078 Hispanic adults.

*[Jump to more on Hispanics' views of Latinx.](#)*

### **The debate around Latinx**

Critics of the term Latinx say it is an [imposition by English speakers](#) and is disruptive to Hispanic or Latino culture. Some who oppose its use also mention that it doesn't follow Spanish language rules and [can be difficult to pronounce and use](#).

While major English language sources such as the Oxford English Dictionary [recognize Latinx](#), the Real Academia Española (RAE), which many view as the official arbiter on the Spanish language, has [not included the term in its dictionary](#). The RAE has broadly [rejected the use of "x" as a gender-neutral option for the Spanish language](#).

Yet supporters of Latinx view it as an inclusive term that serves groups that have been historically [sidelined within Hispanic or Latin American culture](#), including those who have [felt marginalized](#) by [binary gender categories](#).

And although early uses of the term are often attributed to U.S. scholars and activists, some of its earliest uses can also be [traced to Latin America](#).

Despite these headwinds, it remains to be seen if growing awareness of Latinx may lead to greater adoption of the term by U.S. Latinos. In its early days, before official government recognition, the term Hispanic was less known than it is today. But with federal adoption and widespread use in [federal surveys like the 1980 decennial census](#), the term gained greater adoption, even if many people in the population it is meant to describe feel ambivalent about it.

Globally, movements are underway in many countries [to introduce and use gender-neutral language](#), including in the U.S.



## Among U.S. Latinos, who has heard of Latinx and who uses it?

Awareness of the term Latinx among U.S. Latino adults has increased since 2019, including across major demographic subgroups. But despite this broad increase in awareness, there are differences by demographic characteristics. College graduates (74%), lesbian, gay or bisexual adults (67%) and adults ages 18 to 29 (60%) are more likely than Latinos in general (47%) to say they have heard the term.

And about half of Latinos have heard of Latinx, regardless of political party affiliation. In contrast, in 2019, Democrats were nearly twice as likely as Republicans to say they had heard of Latinx.

While the use of Latinx among U.S. Hispanics has not grown since 2019, some demographic subgroups are more likely than Hispanic adults overall (4%) to say they have used the term to describe themselves.

- 13% of lesbian, gay or bisexual Latinos say they have used Latinx to describe themselves.<sup>3</sup>
- 9% of Afro-Latinos say they use Latinx.<sup>4</sup>

Nonetheless, no major Latino demographic subgroup is close to having a majority say they have used Latinx to describe themselves.

*[Jump to more on Hispanics' awareness and use of Latinx.](#)*

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<sup>3</sup> Survey researchers [face several challenges in measuring LGBTQ+ identity](#). One is that there is no consensus about how best to measure sexual orientation. Some researchers rely on respondents self-identifying as LGBTQ+ (the technique used in surveys from [Pew Research Center](#) and Gallup), while others base their estimates on reports of sexual behavior or sexual attraction, which usually results in higher estimates. Other challenges include the stigmatization of identifying as LGBTQ+ in some cultures and respondents being unfamiliar with the terms used in surveys. Responses for lesbian, gay and bisexual adults are combined because of small sample sizes. This analysis focuses on sexual orientation, not gender identity, so transgender respondents are not identified separately. For more information on how we ask about respondents' sexual orientation and gender, refer to our report, "[Who Are You? The Art and Science of Measuring Identity](#)."

<sup>4</sup> Afro-Latino identity is based on self-identification. For more on Afro-Latino identity, refer to "[About 6 million adults identify as Afro-Latino](#)."

## The emergence of another pan-ethnic term: Latine

As visibility and some controversy around Latinx grew in recent years, including efforts to ban its use, [another gender neutral term, Latine](#), has [emerged as an alternative](#).

However, the November 2023 survey finds that Latine is largely unknown among U.S. Hispanics.

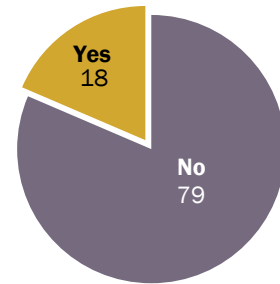
- 18% of Hispanic adults have heard of the term Latine, while 79% say they have not.

Similar to familiarity with Latinx, levels of awareness of Latine are also [linked to age, education and sexual orientation](#).

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### About 1 in 5 Hispanics have heard of ‘Latine’

*% of Hispanic adults who have heard of the term Latine*



Note: Respondents who did not offer an answer not shown.

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

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## Hispanic and Latino are the preferred pan-ethnic terms

A large majority of U.S. adults who trace their roots to Spain and Latin America [continue to prefer the terms Hispanic or Latino](#) when choosing a pan-ethnic term to describe themselves as a group (81%). Meanwhile, 15% have no preference and only 3% prefer Latinx or Latine.

Yet about one-in-four who have used Latinx to describe themselves personally (24%) prefer Latinx or Latine to describe the Hispanic or Latino population overall.

### Hispanic and Latino are preferred terms among most U.S. adults of Latin American or Spanish origin

*% of Latino adults who prefer the term \_\_\_\_ to describe people who are of Hispanic or Latino origin or descent*

	Hispanic	Latino	Latinx	Latine	No preference
All Latinos	52	29	2	1	15
Among Latinos who ____ to describe themselves:					
Have used Latinx	28	33	16	8	14
Have not used Latinx	53	30	1	1	15

Note: "Have not used Latinx" includes those who have not heard of the term and those who have heard of the term but say they have not used it to describe themselves. Respondents who did not offer an answer not shown.

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

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[Jump to more on Hispanics' pan-ethnic term preferences.](#)

## 1. How well-known is ‘Latinx’ among U.S. Hispanics, and who uses it?

Alternatives to the pan-ethnic labels Hispanic and Latino emerge every so often.<sup>5</sup> But none have been widely adopted or embraced by the population they are meant to describe. And few Hispanic adults have even heard of some of them.

“Latinx” is a recent pan-ethnic label that emerged to describe the U.S. population that traces its roots to Latin America and Spain. Awareness of it among U.S. Hispanics has grown, but use remains low. This chapter explores patterns of Latinx awareness and use among the U.S. Hispanic population.

### Awareness of Latinx among U.S. Hispanics grows

Nearly half (47%) of Latino adults in 2023 say they have heard of the pan-ethnic term Latinx, about double the share [who were aware of it in 2019](#). And this rise in awareness is widespread across many demographic subgroups of U.S. Latinos. Yet there are large differences among some of these subgroups.

#### By age

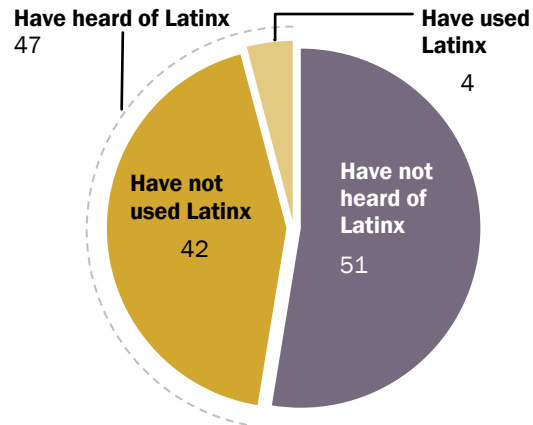
- 60% of Latinos ages 18 to 29 have heard of Latinx. Awareness of the term drops to 47% among those ages 30 to 49 and falls to 34% among those 65 and older.

#### By nativity

- 62% of U.S.-born Latinos have heard of Latinx. They are about twice as likely as Latino immigrants (31%) to be aware of the term.

### Nearly half of U.S. Hispanics have heard of the term Latinx; 4% say they use it

% of Hispanic adults who ...



Note: Respondents who did not offer an answer not shown.

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

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<sup>5</sup> [Other alternative pan-ethnic labels](#) for people who trace their heritage to Latin America and Spain include Latin@ and Latinu.

### By language

- 62% of Hispanic adults who are predominantly English speakers and 55% who are bilingual in English and Spanish are aware of Latinx.
- By contrast, just 17% who are predominantly Spanish speakers say the same.

### By education

- 74% of Latinos with a bachelor's degree or more education are aware of Latinx.
- By comparison, 31% who are high school graduates or less have heard of it.

### By political party

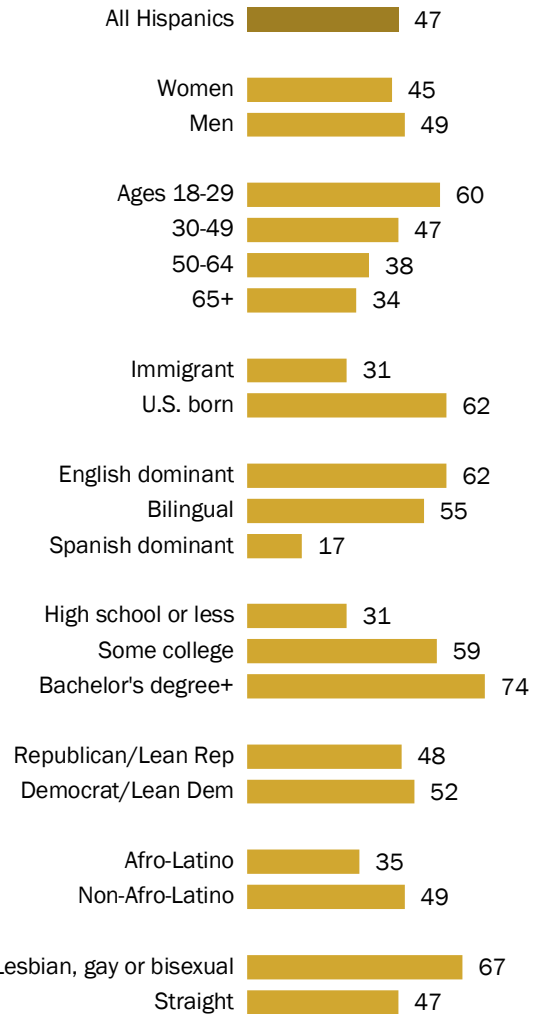
- 52% of Latino Democrats and Democratic leaners and 48% of Latino Republicans and Republican leaners have heard of Latinx. In 2019, Republicans were about half as likely as Democrats to be aware of the term.

### By sexual orientation

- 67% of lesbian, gay or bisexual Latinos have heard of Latinx, while nearly half of straight Latinos say the same.

### Awareness of the term Latinx varies among Hispanic adults

*% of Hispanic adults who say they have heard of Latinx*



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Respondents who did not offer an answer or offered other responses not shown.

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

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## Who uses Latinx?

Few adults of Hispanic or Latino origin have used Latinx to describe themselves, despite the growth in familiarity with the term. Just 4% say they use Latinx to describe themselves, similar to the share (3%) [who reported using it in 2019](#).

While few Hispanics overall say they use Latinx, usage is higher among some demographic subgroups.

### By age

- 7% of Hispanics ages 18 to 29 say they have used Latinx to describe themselves.
- By comparison, just 2% of Hispanics ages 50 or older say they use Latinx.

### By Afro-Latino identity

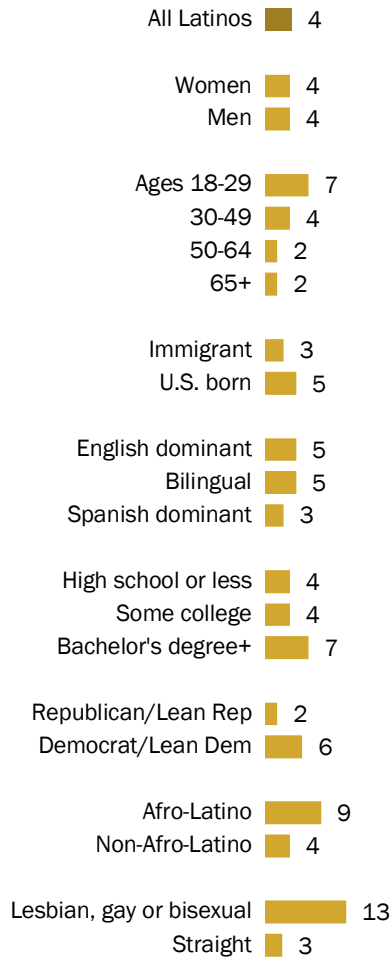
- 9% of Hispanics who identify as Afro-Latino say they use Latinx to describe themselves.
- 4% of those who don't identify as Afro-Latino say the same.

### By sexual orientation

- 13% of Hispanics who identify as lesbian, gay or bisexual say they use Latinx to describe themselves, while 3% who identify as straight say the same.

## Among Latinos, lesbian, gay or bisexual adults are more likely than straight adults to use 'Latinx'

*% of Latino adults who say they have used Latinx to describe themselves*



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Respondents who did not offer an answer or offered other responses not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023. "Latinx Awareness Has Doubled Among U.S. Hispanics Since 2019, but Only 4% Use It"

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## Use among Hispanic men and women

In addition, there has been a small uptick in Latinx use among Hispanic men in recent years.

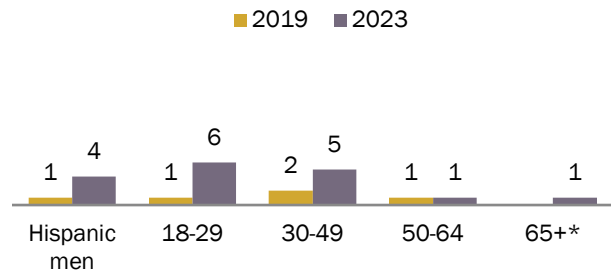
- 4% of Hispanic men say they have used Latinx to describe themselves, compared with 1% who said the same in 2019.

This increase in use is in part driven by young men. Among Hispanic men ages 18 to 29, 6% say they use Latinx, compared with 1% who said the same in 2019.

Among Hispanic women, [the share who use Latinx is similar to 2019](#) (4% in 2023 and 5% in 2019).

## More Hispanic men are describing themselves as Latinx than before

*% of adult Hispanic men who say they have used Latinx to describe themselves*



\* Data not shown for Hispanic men ages 65 and older in 2019 due to insufficient sample size.

Note: Respondents who did not offer an answer or offered other responses not shown.

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

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## 2. U.S. Latinos' views of 'Latinx' and its use

In addition to exploring awareness and personal use of "Latinx" among U.S. Hispanics, the November 2023 survey also asked those familiar with the term if it should be used to describe the Hispanic population overall and if that use should be more widespread.

Most Latinos who are aware of the term Latinx say it should *not* be used to describe the U.S. Hispanic or Latino population (75%). Strong majorities share this view across many demographic subgroups of U.S. Latinos. Still, there are some differences by demographic characteristics.

### By gender

- 29% of Hispanic women say Latinx should be used to describe the Hispanic or Latino population.
- Fewer Hispanic men say the same (18%).

### By age

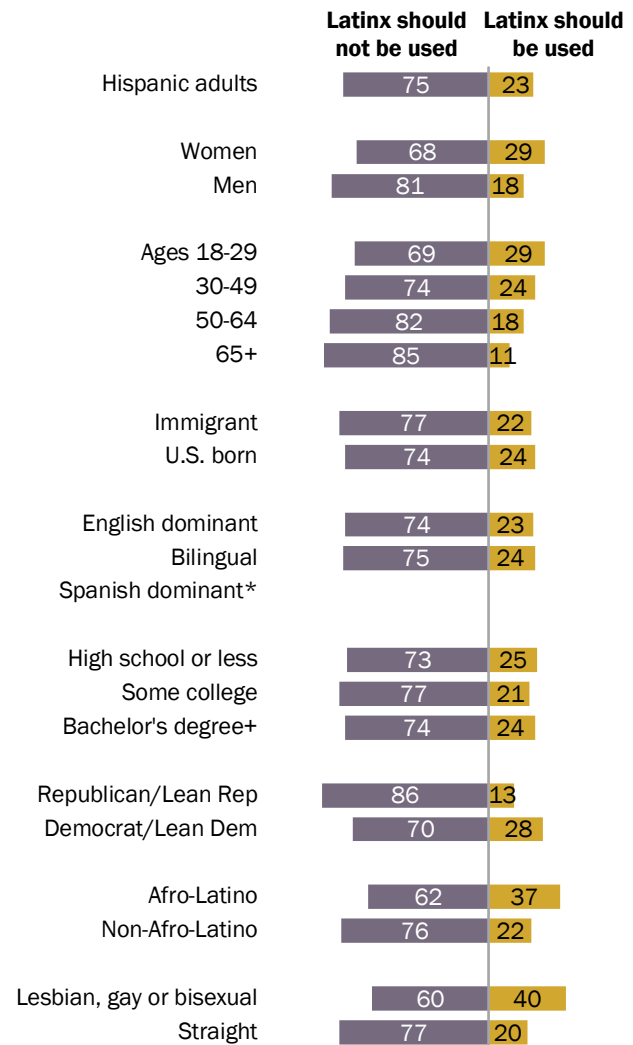
- 29% of adults ages 18 to 29 say Latinx should be used, while 11% ages 65 and older say the same.

### By political party

- 28% of Democrats say it should be used to describe all U.S. Hispanics, while 13% of Republicans say the same.

## More Hispanics oppose rather than support use of the term Latinx

*Among Hispanic adults who have heard of Latinx, % who say \_\_\_\_ to describe the Hispanic or Latino population*



\* Spanish-dominant Hispanic adults are not shown due to insufficient sample size.

Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.

Respondents who did not offer an answer not shown.

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

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**By Afro-Latino identity**

- 37% of Afro-Latinos say Latinx should be used, a higher share than among Latinos who do not identify as Afro-Latino (22%).

**By sexual orientation**

- 40% of lesbian, gay or bisexual adults say Latinx should be used to describe the Hispanic or Latino population, twice the share who say the same among straight adults (20%).

## Do Hispanics view more widespread use of Latinx as a good or bad thing?

Hispanics are more likely to have a negative than a positive view of people in general using Latinx more often.

About a third who have heard of the term (36%) say people using Latinx more often is a very or somewhat bad thing. Substantially fewer (12%) say this is a somewhat or very good thing. Yet 38% say it is neither and 14% are not sure.

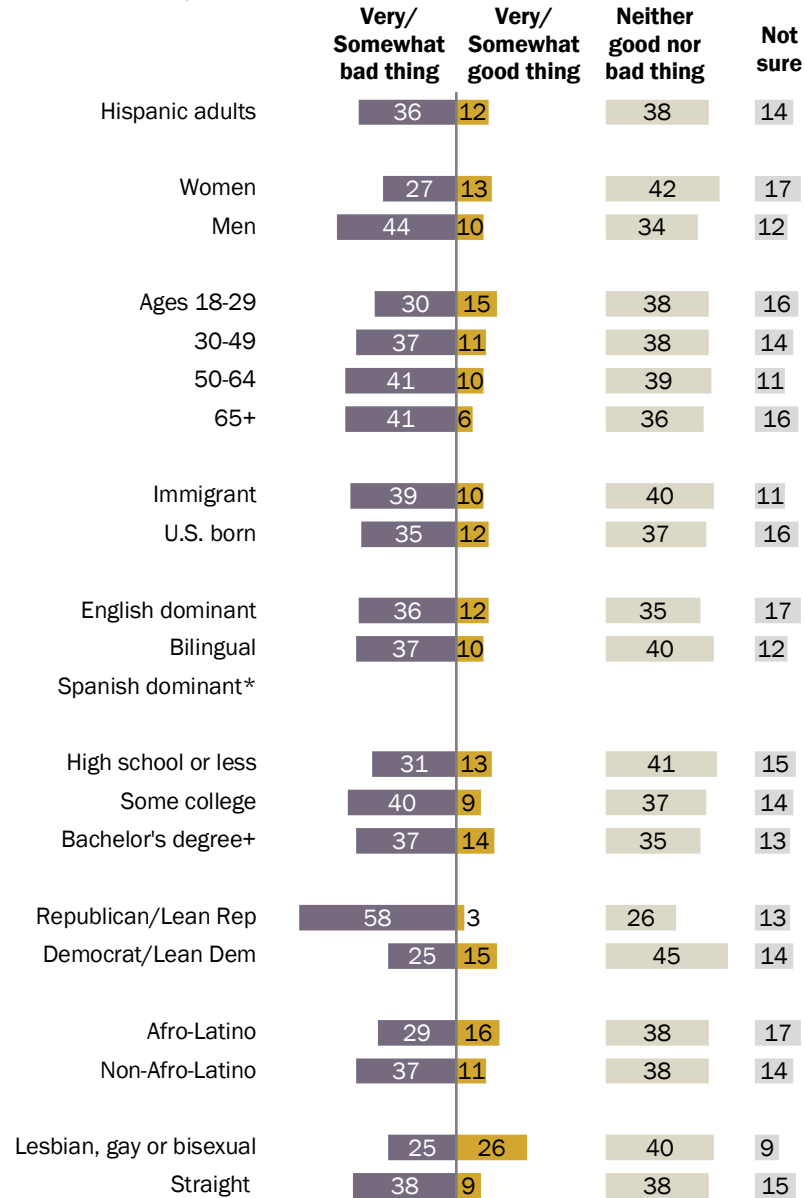
Additionally, women, young adults, Democrats, and lesbian, gay or bisexual Latinos who are familiar with Latinx are less likely than their counterparts to say an increase in the use of the term is a bad thing.

### By gender

- 27% of women say an increase in the use of Latinx is a somewhat or very bad thing.
- Men are more likely to say the same (44%).

## Hispanics are more likely to say that an increase in use of 'Latinx' is a bad rather than good thing

Among Hispanic adults who have heard of Latinx, % who say people using this term more often is a ...



\* Spanish-dominant Hispanic adults are not shown due to insufficient sample size.

Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Respondents who did not offer an answer or offered other responses not shown.

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**By age**

- 30% of adults ages 18 to 29 say more use of Latinx is a bad thing, while 41% of adults ages 50 and older say the same.

**By political party**

- 25% of Latino Democrats say more use of Latinx is a bad thing.
- By comparison, 58% of Republicans say it is a bad thing.

**By sexual orientation**

Lesbian, gay or bisexual Latinos are split on their views of more widespread use of Latinx:

- 25% who are aware of Latinx say it is a bad thing, and 26% say it is a good thing.

### 3. U.S. Hispanics' preferences among pan-ethnic terms

No single pan-ethnic term has been fully embraced by U.S. adults with roots in Latin America or Spain. The more recognized terms Hispanic and Latino have [faced their own criticism](#). Hispanic has been criticized by some for its focus on [Spain and Latin America's colonial past](#), while Latino has faced backlash for being a gendered term used to describe the entire group.

Still, this population continues to favor the terms Hispanic and Latino over the newer terms Latinx and Latine.<sup>6</sup>

- 52% prefer the term Hispanic to describe people who are of Hispanic or Latino origin or descent, while 29% prefer the term Latino.
- 2% say they prefer Latinx and 1% favor Latine.

In addition, 15% have no preferred term to describe the U.S. Hispanic or Latino population.

While Hispanic is more popular than other pan-ethnic terms, views on the term among Hispanic adults show a large shift with age. Older adults are more likely than younger adults to prefer it to describe the Hispanic or Latino population. By comparison, the term Latino is more popular among younger adults.

- 65% of adults ages 65 and older say they prefer the term Hispanic, while 43% of adults 18 to 29 say the same.
- 34% of adults ages 18 to 29 prefer the term Latino, compared with 17% among those 65 and older.

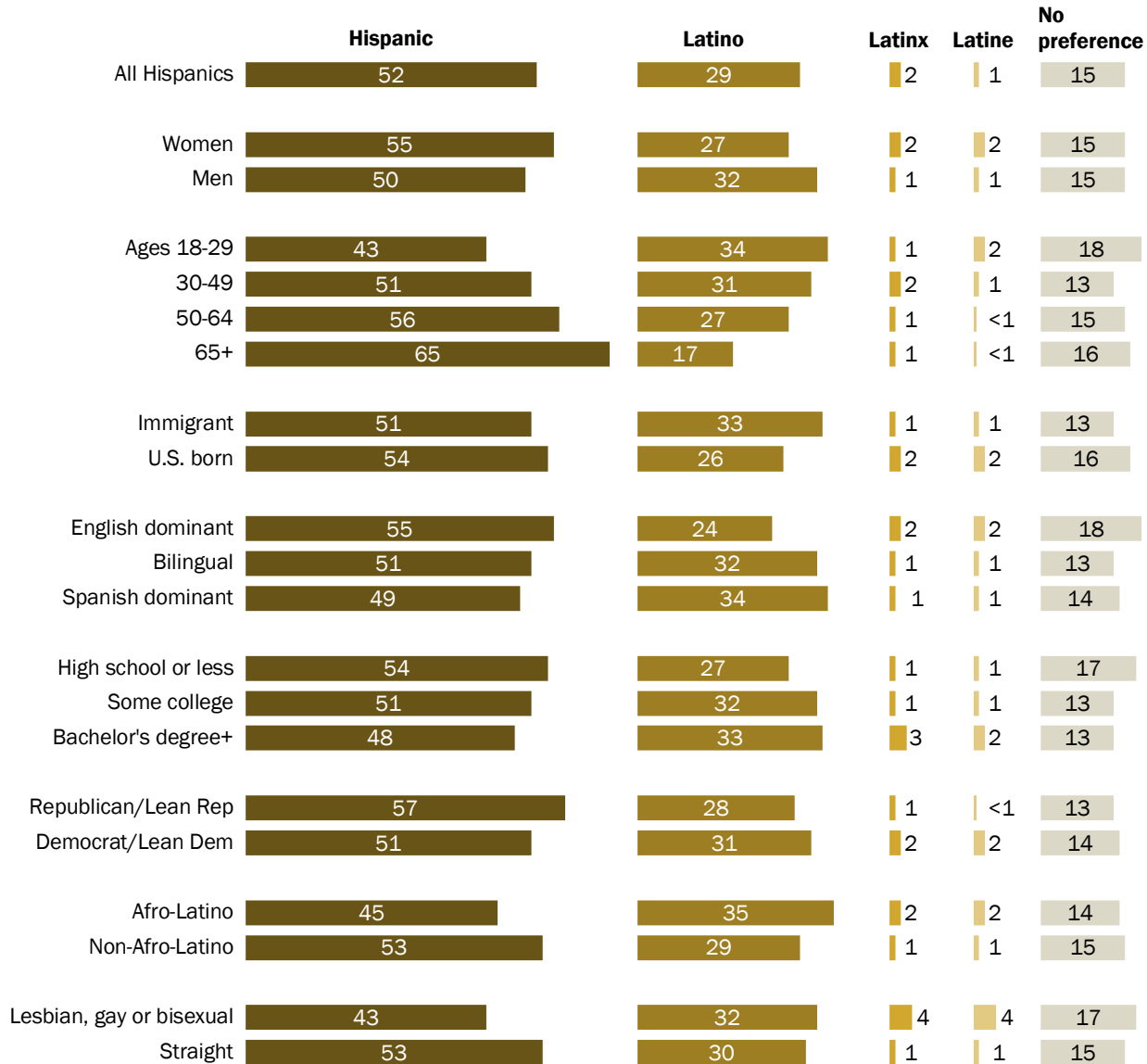
Across major demographic subgroups, few Latino adults prefer the more recent gender-neutral pan-ethnic terms Latinx and Latine to describe the population. Notably, 8% of lesbian, gay or bisexual adults prefer Latinx or Latine, while only 2% of straight Latinos say the same.

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<sup>6</sup> These shares were similar in previous years. In a [2022 survey of U.S. Hispanic adults](#), 53% said they preferred the term Hispanic to describe people who are of Hispanic or Latino origin and descent; 26% preferred Latino; 2% preferred Latinx; and 17% had no preference. The 2022 survey did not include Latine as a preset option.

## About half of U.S. adults of Hispanic or Latino origin prefer use of the term Hispanic

% of Hispanic adults who prefer the term \_\_\_\_ to describe people who are of Hispanic or Latino origin or descent



Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. Respondents who did not offer an answer not shown.

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

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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 Ardit, senior communications manager, with support from Andrew Grant, communications associate.

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

## Appendix: Supplemental table

### Latinos' awareness of the term Latine

*% of Latino adults who say they ...*

	Have heard of Latine	Have not heard of Latine
All Latinos	18	79
Women	18	80
Men	18	80
Ages 18-29	22	75
30-49	18	80
50-64	16	81
65+	12	85
Immigrant	16	80
U.S. born	20	79
English dominant	19	79
Bilingual	20	77
Spanish dominant	14	82
High school or less	14	82
Some college	21	76
Bachelor's degree+	24	74
Republican/Lean Rep	17	81
Democrat/Lean Dem	20	78
Afro-Latino	19	78
Non-Afro-Latino	18	80
Lesbian, gay or bisexual	32	66
Straight	16	82

Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.

Respondents who did not offer an answer not shown.

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

"Latinx Awareness Has Doubled Among U.S. Hispanics Since 2019, but Only 4% Use It"

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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.<sup>7</sup> Within each sampled household, the adult with the next

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<sup>7</sup> 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.<sup>8</sup>

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.

### 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
<b>Total</b>		<b>43,580</b>	<b>30,859</b>	<b>11,936</b>

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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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.

<sup>8</sup> Email [pewsurveys@pewresearch.org](mailto: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.

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### 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.

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## 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	2021 CPS Volunteering & Civic Life Supplement
Volunteerism	
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.

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## 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
<b>Total panelists sampled for the survey</b>		<b>1,596</b>	<b>7,124</b>	<b>8,720</b>
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
<b>Total</b>		<b>1,596</b>	<b>7,124</b>	<b>8,720</b>
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%
<b>Cumulative response rate</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>

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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 (\*). 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
<b>Total Hispanic respondents</b>	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?

		<i>Foreign born</i>	<i>U.S. born</i>	- Among U.S. born - <i>2nd gen.</i> <i>3rd or higher gen.</i>	
<u>Total</u>					
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 <u>born</u></i>	<i>U.S. <u>born</u></i>	<i>- Among U.S. born - 2nd 3rd or <u>gen.</u> <u>higher gen.</u></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 ADULTS<sup>9</sup>:**

<u>Total</u>		<i>Foreign <u>born</u></i>	<i>U.S. <u>born</u></i>	<i>- Among U.S. born - 2nd 3rd or <u>gen.</u> <u>higher gen.</u></i>	
<b>47</b>	<b>Have heard of the term Latinx</b>	<b>31</b>	<b>62</b>	<b>66</b>	<b>55</b>
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
<b>51</b>	<b>Have not heard of the term Latinx</b>	<b>67</b>	<b>37</b>	<b>33</b>	<b>44</b>
<b>2</b>	<b>No answer to LATINX1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

<sup>9</sup> 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 3rd or gen. 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 LATINX<sup>10</sup>:**

	Dec. 3-23, <u>2019</u>
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 3rd or gen. higher gen.</i>	
12	A very/somewhat good thing <b>(NET)</b>	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 <b>(NET)</b>	39	35	35	35
14	Somewhat bad thing	15	14	14	14
22	A very bad thing	24	21	21	21
	<b>[SPACE]</b>				
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>

<sup>10</sup> 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 ( <b>NET</b> )	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 COMPARISON<sup>11</sup>:**

	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

<sup>11</sup> 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.) <b>[INSERT HISPORIG RESPONSE]</b>	64	41	49	31
30	Hispanic, Latino, Latinx or Latine <b>[INSERT HISPLABEL_MOD RESPONSE]</b>	31	29	29	28
17	American	4	29	22	40
1	No answer	1	1	1	1