

Culture Report Brief

August 2022



thinknow
cross-cultural research

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=500



African Americans
n=250



Asians
n=250

Methodology



Survey Method

- › Online via ThinkNow's Omnibus Study



Field Timing

- › June 2022



Base Size

- › n=1,000



Screening Criteria

- › 18 to 64 years of age



Regional Coverage

- › National

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DETAILED FINDINGS

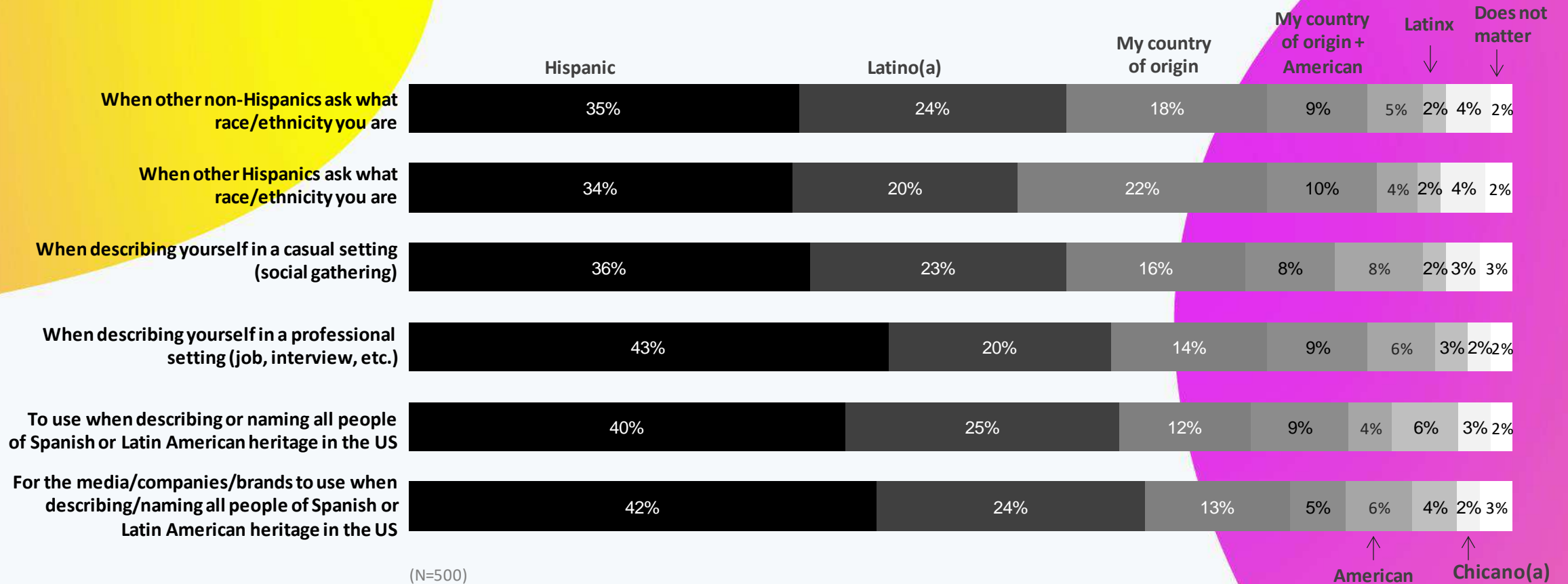


In most scenarios, Hispanics prefer the term “Hispanic” followed by “Latino(a).”

Well under 10% Hispanic adults prefer the term "Latinx" across these scenarios

Preferred Names for Various Scenarios

Base: Hispanics



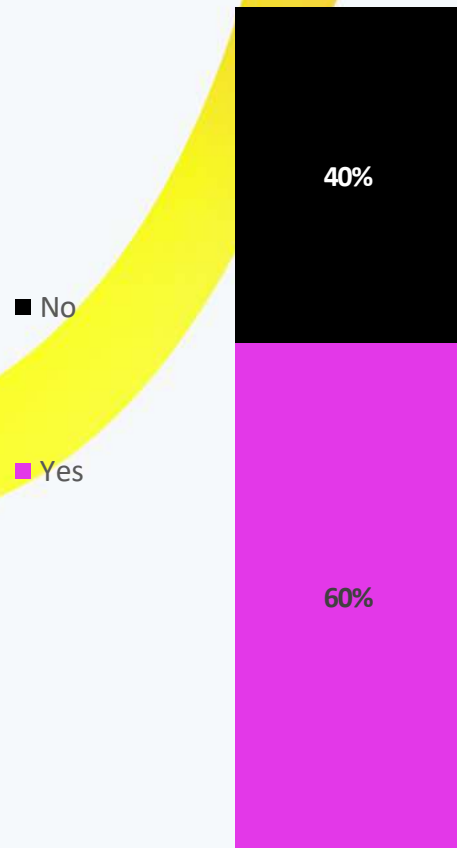
Q: You indicated earlier that you are Hispanic/Latino. Which of these names do you prefer...

3-out-of-5 Hispanic adults had previously heard of the term "Latinx."

They were most likely to have heard the term on the internet, social media, and TV.

Have Heard the Term Latinx

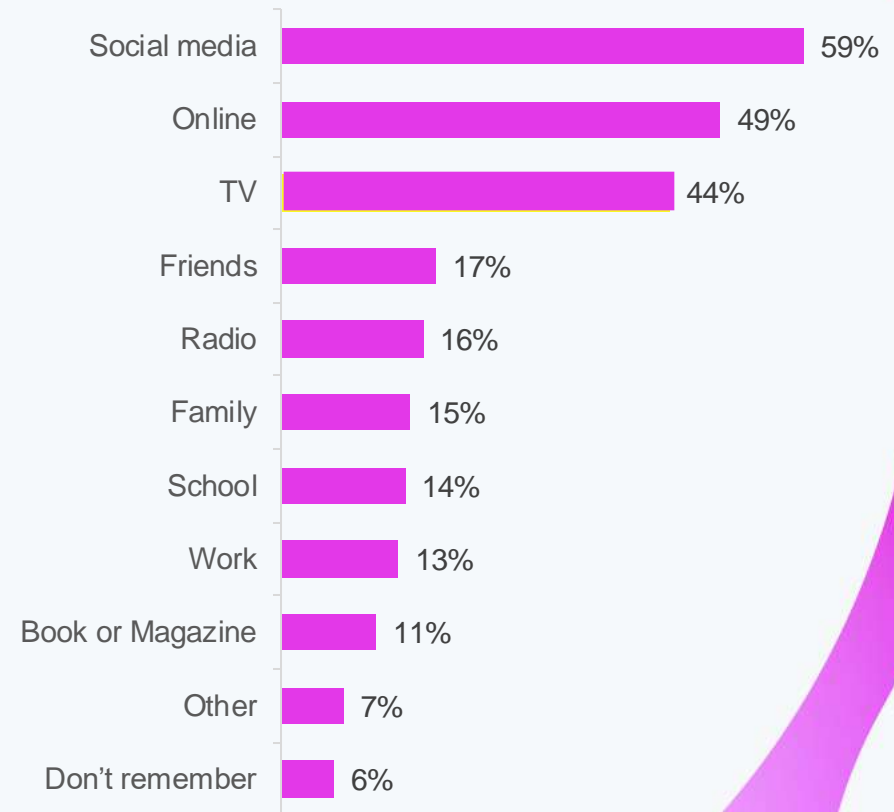
Base: Hispanics



(N=500)

Where They Saw/Heard the Term Latinx

Base: Hispanics Aware of Term



(N=279)

Q. Had you seen or heard the term Latinx before today?
Q. Where have you seen or heard the term Latinx?



In general, Hispanics view the terms “Hispanic” and “Latino/Latina” more favorably than “Latinx.”

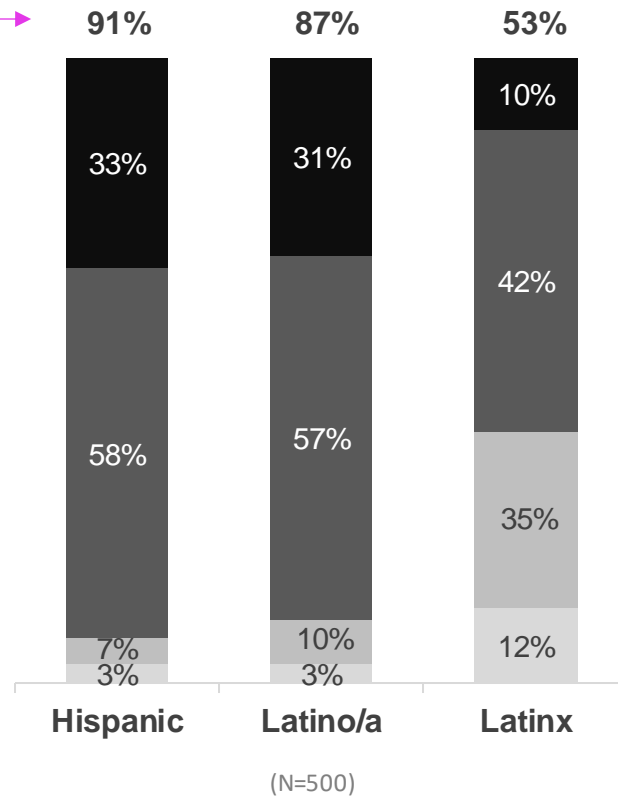
Approximately half of Hispanic adults consider other terms more appropriate than Latinx.

Perception of Terms

Base: Hispanics

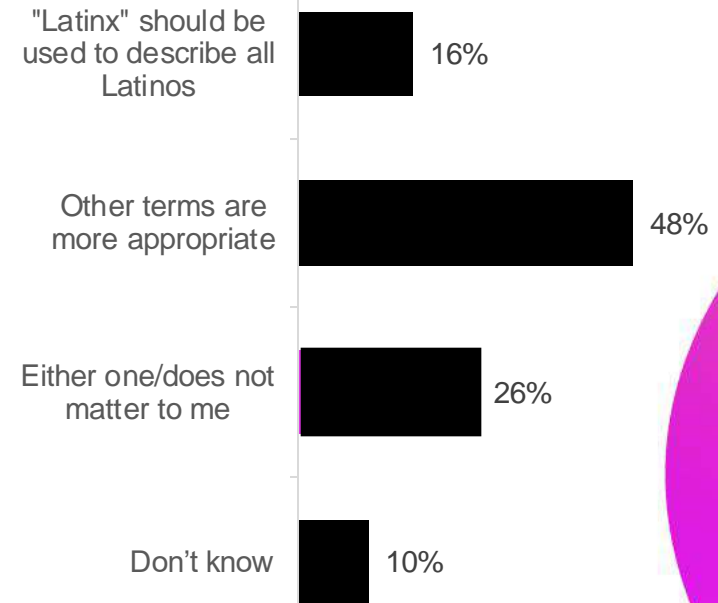
I like this term a lot / I'm fine with this term (NET)

- I like this term a lot
- I'm fine with this term
- I don't like this term very much
- I find this term offensive



Preference of “Latinx”

Base: Hispanics Aware of Term



Q. Please indicate how you feel about each of the following terms to describe your ethnicity

Q. Supporters of the term Latinx say we need to change the gendered nature of Spanish words, including “Latinos” when it is used in English, and instead use Latinx to describe all Latinos because it is a more inclusive label for transgender people, women.



Preference for the term “Latinx” is driven by Gen Z Hispanics. In general, preference decreases with age.

Preference For “Latinx” Term by Age

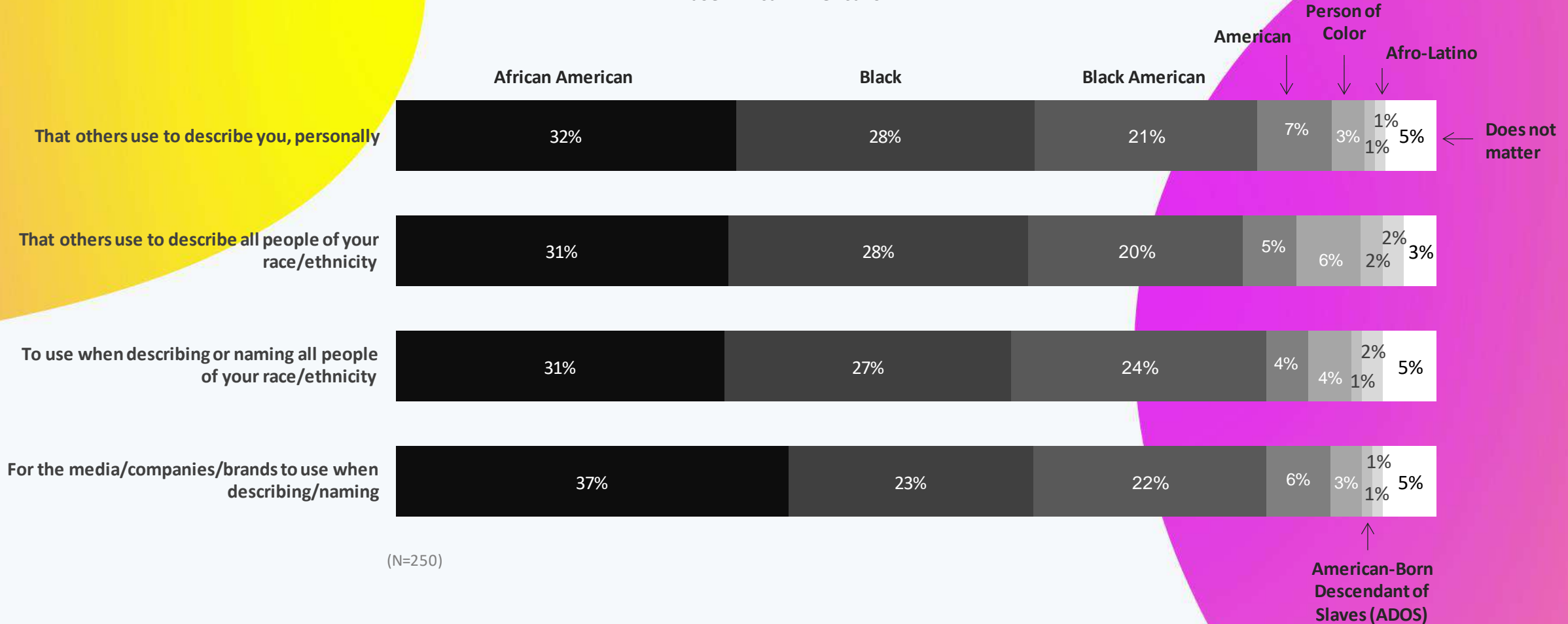
Base: Hispanics

	Gen Z 18-22	Millennials 23-38	Gen X 39-54	Boomers 55-64
	(A)	(B)	(C)	(D)
Prefer the term “Latinx”...				
when describing yourself in a casual setting (social gathering)?	0%	3%	2%	0%
for media/companies/brands to use when describing/naming all people of Spanish or Latin American heritage in the US	8%	5%	1%	2%
when describing or naming all people of Spanish or Latin American heritage in the US	24% BCD	5%	3%	1%
Perception of Latinx Term				
I like this term a lot/ I’m fine with this term (NET)	69% D	51%	51%	45%
I don’t like this term very much/ I find this term offensive (NET)	31%	49%	49%	55% A
<i>Base Size</i>	<i>n=38*</i>	<i>n=229</i>	<i>n=174</i>	<i>n=55</i>

African Americans prefer that companies, brands and the media use the term “African American.” They are more evenly divided between “African American” and “Black” for other scenarios.
 In general, “Person of Color” is not preferred in most cases.

Preferred Names for Various Scenarios

Base: African Americans





Asian Americans have a slight preference for the term "Asian American" over "Asian" in most cases.

Very few Asian Americans prefer to solely be called "American"

Preferred Names for Various Scenarios

Base: Asian Americans



Q. You indicated earlier that you are Asian. Which of these names do you prefer...

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APPENDIX

PARTICIPANT PROFILE

	Hispanics	African Americans	Asians
Base size	(500)	(250)	(250)
<u>Gender</u>			
Female	48%	52%	52%
Male	51%	48%	47%
<u>Age</u>			
18-38	58%	50%	51%
39-54	30%	38%	33%
55+	12%	18%	16%
<u>Region</u>			
Northeast	14%	17%	21%
Midwest	9%	17%	12%
South	37%	57%	23%
West	40%	9%	44%
<u>Marital Status</u>			
Single (Net)	35%	48%	38%
Married or living with partner (Net)	56%	34%	52%
<u>Education</u>			
High School Grad or Less (Net)	44%	30%	15%
Some College (Net)	31%	46%	23%
College Grad or More (Net)	25%	23%	60%
<u>Employment & Income</u>			
Employed (Net)	69%	58%	60%
Annual Household Income - Median	\$54K	\$49K	\$83K
<u>Acculturation Level (Hispanics Only)</u>			
Less Acculturated	42%	-	-
Bicultural	39%	-	-
More Acculturated	19%	-	-



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