

Understanding & Researching Hispanic Communities

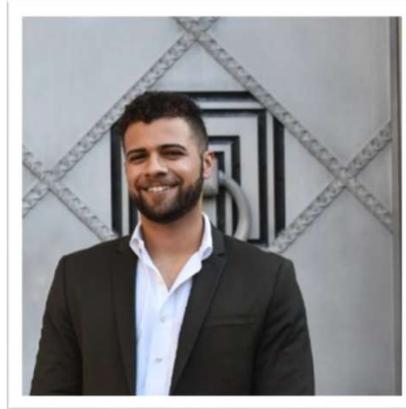


¡Tus presentadores hoy!

“Your presenters today!”



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PSB & the 2020 Census

PSB U.S. Census Research Work



PSB Used Advanced Multi-Method Research Strategy

Developed expertise in the opinions, attitudes, and behaviors of **30+ unique audiences**

The 2020 U.S. Census Communication Campaign's goal was to target every person living in the U.S. on April 1st. In the process, PSB gained knowledge about the United States' changing population and also created proprietary tools to utilize the Census Bureau's publicly available data.

Representative National Surveys

145,000+ interviews over 3 years with nationally representative surveys

Advanced Modeling Techniques

Predicted daily national response rates for every census tract in the country

Monitored daily response to understand under-responding geographies and their demographic correlates

Segmentation

6 unique mindsets about census participation using cluster analysis techniques on survey data

8 unique geographic segments based on predicted response rates and demographic & attitudinal correlates

Multi-method Qualitative

130+ focus groups in 12 languages & 36 states and territories

188 online qualitative interviews

Employed innovative methods of recruitment and testing to connect with hard-to-reach audiences

40+ in-depth interviews with cultural representatives



The 2020 Latino Vote

There is no Latino Vote – it varies across the country

ARIZONA

Predominately Mexican

- Maricopa County (Phoenix) - **Younger Latinos** who grew up in Sherriff Arpaio/Governor Brewer era are now voters and have organized year-round registering voters, providing access to healthcare, and are a part of the community.

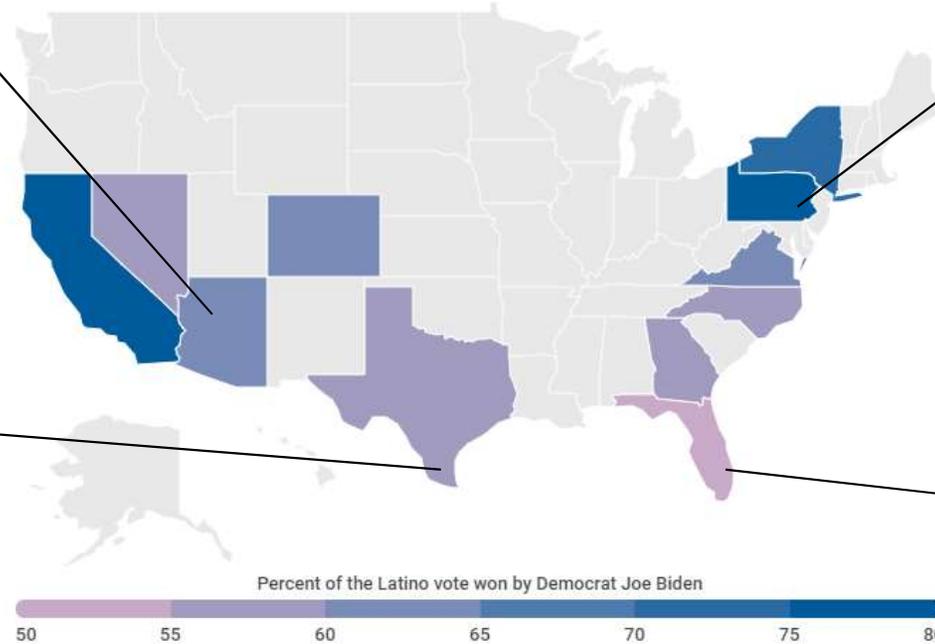
TEXAS

Predominately Mexican

- Zapata County – While heavily Latino and traditional support of Democrats in the past two presidential elections, **many Latinos are employed by Border Patrol** in the area, “defund the police” does not resonate in the RGV.
- There was an honest opportunity to flip. Suburbs and cities continue to get bluer, but democrats only focused on advertising **instead of a long-term grassroots investment.**

32 Million Latino Voters | 66% Voted for Biden

While 65% of Latinos voted for Hillary, there’s a very different story at the state level.



Note: Based on exit poll data for states where Latinos represent at least 5 percent of voters.

PENNSYLVANIA

Predominately Dominican, Puerto Rican, Mexican

- Leigh Valley- Nuestro PAC **invested in multilayer ad strategy** including TV, radio, mail, and newspapers treating them like persuadable voters. **Latinos were treated like persuadable voters.**
- In recent years due to the hurricanes, Puerto Ricans have fled the island, and over 200,000 have re-located to eastern Pennsylvania.

FLORIDA

Predominately Cuban, Nicaraguan, Puerto Rican

- Miami-Dade County – **Republicans invested in Florida** at a grassroots level long before Democrats.
- Democrats were painted as communists and socialists, a genuine fear of immigrants who fled their countries. It was **difficult for Democrats to manage misinformation on WhatsApp** and in multigenerational households.

Latinos are a swing vote and worth investing in to persuade

Nuestro PAC, along with the two other major PACs focused on Latino outreach, raised only a combined \$27 million. By comparison, the Lincoln Project — a super PAC founded by former Republicans who sought to persuade conservatives to vote for Biden, but whose strategy largely fell flat — raised an unjustifiable \$67.4 million.

“Nobody else was spending money talking to Latinos in June and July,” Chuck Rocha said. “It’s just simply ridiculous that they talk about our community and the way we vote, but they have yet to invest in it. ... These folks spent a billion dollars talking to white people because it’s smart politics: If you want to persuade somebody to go vote for somebody, spend a lot of money talking to them. Then why don’t you do that with Latinos?” (Vox)



Latinos vote at a polling station in Los Angeles. (David McNew/Getty Images)

An entire generation of Latinos are now making up the electorate

The Hispanic electorate's growth primarily stemmed from their U.S.-born population coming of age.

The 12.4 million Hispanics who turned 18 between 2000 and 2018 accounted for 80% of the growth among the population's eligible voters during those years.

The group's sustained growth over the past two decades will make Hispanics the projected largest minority group among U.S. eligible voters in 2020 for the first time in a presidential election. (Pew Research)

Most of the growth in the electorate since 2000 has come from Hispanic, Black and Asian eligible voters

U.S. eligible voter population change, 2000 to 2018

	2018 eligible voter population	Change, 2000- 2018	% of total increase
Hispanic	29,831,000	15,544,000	39%
Black	29,210,000	6,884,000	17%
Asian	10,302,000	5,663,000	14%
Other	6,793,000	2,431,000	6%
White	157,538,000	9,774,000	24%
Total	233,675,000	40,298,000	

Net non-White 76%

Note: Eligible voters are adult U.S. citizens. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Differences between numbers and percentage increases are computed before the underlying estimates are rounded.

Source: Pew Research Center analysis of 2018 American Community Survey and 2000 decennial census.

"The Changing Racial and Ethnic Composition of the U.S. Electorate"

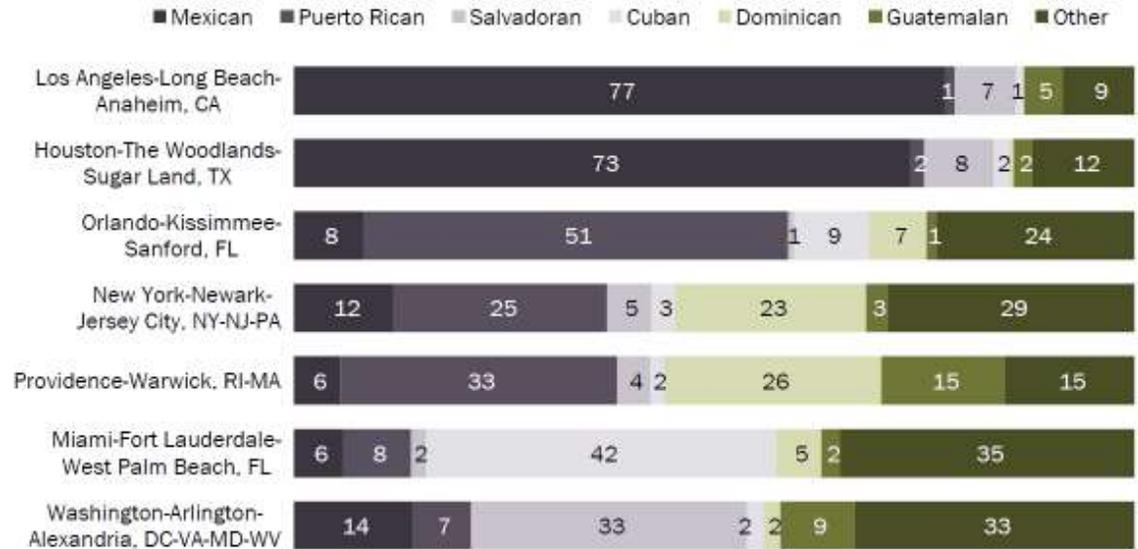
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Hispanics are not a monolith – there’s diversity within



Latino populations in U.S. metro areas are more diverse along the East Coast

% of Hispanics who are of ___ origin, 2017





Diversity Within the Hispanic/Latino Population

The word “Hispanic” has had a long and complicated origin story

1929

League of the United Latin American Citizens is formed

1930

“Mexican” appears as a race on the US Census form

1970

“Hispanic origin” appears on the US Census long form

1980

“Hispanic origin” appears all US Census forms

1980 Census Form

<p>4. Is this person — <i>Fill one circle.</i></p>	<table border="0"> <tr> <td><input type="radio"/> White</td> <td><input type="radio"/> Asian Indian</td> </tr> <tr> <td><input type="radio"/> Black or Negro</td> <td><input type="radio"/> Hawaiian</td> </tr> <tr> <td><input type="radio"/> Japanese</td> <td><input type="radio"/> Guamanian</td> </tr> <tr> <td><input type="radio"/> Chinese</td> <td><input type="radio"/> Samoan</td> </tr> <tr> <td><input type="radio"/> Filipino</td> <td><input type="radio"/> Eskimo</td> </tr> <tr> <td><input type="radio"/> Korean</td> <td><input type="radio"/> Aleut</td> </tr> <tr> <td><input type="radio"/> Vietnamese</td> <td><input type="radio"/> Other — Specify</td> </tr> <tr> <td><input type="radio"/> Indian (Amer.)</td> <td></td> </tr> </table> <p><i>Print tribe →</i></p>	<input type="radio"/> White	<input type="radio"/> Asian Indian	<input type="radio"/> Black or Negro	<input type="radio"/> Hawaiian	<input type="radio"/> Japanese	<input type="radio"/> Guamanian	<input type="radio"/> Chinese	<input type="radio"/> Samoan	<input type="radio"/> Filipino	<input type="radio"/> Eskimo	<input type="radio"/> Korean	<input type="radio"/> Aleut	<input type="radio"/> Vietnamese	<input type="radio"/> Other — Specify	<input type="radio"/> Indian (Amer.)							
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<p>5. Age, and month and year of birth <i>a. Print age at last birthday.</i> <i>b. Print month and fill one circle.</i> <i>c. Print year in the spaces, and fill one circle below each number.</i></p>	<table border="0"> <tr> <td>a. Age at last birthday</td> <td>c. Year of birth</td> </tr> <tr> <td><input type="text" value="1"/></td> <td>1 <input checked="" type="radio"/> 8 <input type="radio"/> 0 <input type="radio"/> 0 <input type="radio"/></td> </tr> <tr> <td>b. Month of birth</td> <td>2 <input type="radio"/> 1 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>3 <input type="radio"/> 2 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>4 <input type="radio"/> 3 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>5 <input type="radio"/> 4 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>6 <input type="radio"/> 5 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>7 <input type="radio"/> 6 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>8 <input type="radio"/> 7 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>9 <input type="radio"/> 8 <input type="radio"/></td> </tr> <tr> <td><input type="text" value="1"/></td> <td>0 <input type="radio"/> 9 <input type="radio"/></td> </tr> </table> <p><input type="radio"/> Jan.—Mar. <input type="radio"/> Apr.—June <input type="radio"/> July—Sept. <input type="radio"/> Oct.—Dec.</p>	a. Age at last birthday	c. Year of birth	<input type="text" value="1"/>	1 <input checked="" type="radio"/> 8 <input type="radio"/> 0 <input type="radio"/> 0 <input type="radio"/>	b. Month of birth	2 <input type="radio"/> 1 <input type="radio"/>	<input type="text" value="1"/>	3 <input type="radio"/> 2 <input type="radio"/>	<input type="text" value="1"/>	4 <input type="radio"/> 3 <input type="radio"/>	<input type="text" value="1"/>	5 <input type="radio"/> 4 <input type="radio"/>	<input type="text" value="1"/>	6 <input type="radio"/> 5 <input type="radio"/>	<input type="text" value="1"/>	7 <input type="radio"/> 6 <input type="radio"/>	<input type="text" value="1"/>	8 <input type="radio"/> 7 <input type="radio"/>	<input type="text" value="1"/>	9 <input type="radio"/> 8 <input type="radio"/>	<input type="text" value="1"/>	0 <input type="radio"/> 9 <input type="radio"/>
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<p>6. Marital status <i>Fill one circle.</i></p>	<table border="0"> <tr> <td><input type="radio"/> Now married</td> <td><input type="radio"/> Separated</td> </tr> <tr> <td><input type="radio"/> Widowed</td> <td><input type="radio"/> Never married</td> </tr> <tr> <td><input checked="" type="radio"/> Divorced</td> <td></td> </tr> </table>	<input type="radio"/> Now married	<input type="radio"/> Separated	<input type="radio"/> Widowed	<input type="radio"/> Never married	<input checked="" type="radio"/> Divorced																	
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<p>7. Is this person of Spanish/Hispanic origin or descent? <i>Fill one circle.</i></p>	<table border="0"> <tr> <td><input type="radio"/> No (not Spanish/Hispanic)</td> <td></td> </tr> <tr> <td><input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano</td> <td></td> </tr> <tr> <td><input type="radio"/> Yes, Puerto Rican</td> <td><input checked="" type="radio"/></td> </tr> <tr> <td><input type="radio"/> Yes, Cuban</td> <td></td> </tr> <tr> <td><input type="radio"/> Yes, other Spanish/Hispanic</td> <td></td> </tr> </table>	<input type="radio"/> No (not Spanish/Hispanic)		<input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano		<input type="radio"/> Yes, Puerto Rican	<input checked="" type="radio"/>	<input type="radio"/> Yes, Cuban		<input type="radio"/> Yes, other Spanish/Hispanic													
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Language is versatile, contextual, and changes over time

Hispanic

Of Spanish heritage. Refers to **culture** and **language**
Prominent in the Southwest and West Coast

When to Use Hispanic vs. Latino

Includes Spain.
Does not include Brazil

Argentina. Bolivia. Chile.
Colombia. Costa Rica. Cuba.
Dominican Republic. Ecuador.
El Salvador. Guatemala.
Honduras. Mexico. Nicaragua.
Panama. Paraguay. Peru.
Puerto Rico. Uruguay.
Venezuela.

Includes Brazil.
Does not include Spain

Latino

Of “Latin American” heritage in the US. Refers to **geographic location**

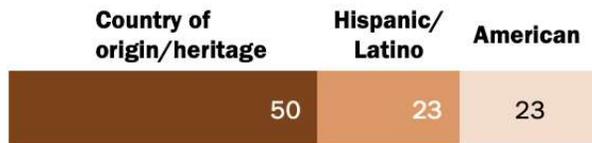
- Mexico in North America
- Caribbean Nations
- Central America
- South America

Prominent in urban areas and the East Coast

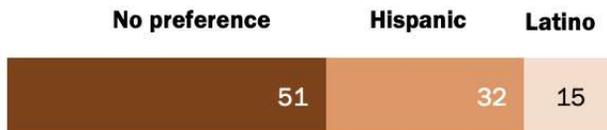
However, in reality identity is complicated

Hispanics have mixed views on how they describe their identity

% of Hispanics saying they describe themselves most often as ...



Do you prefer the term "Hispanic" or "Latino"?



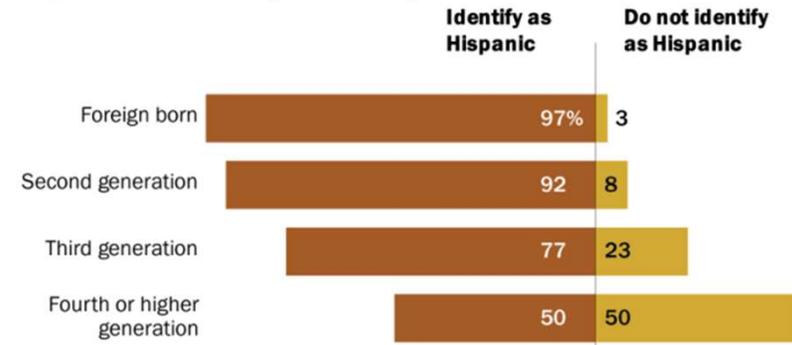
Note: "No preference" is a voluntary response. Other voluntary responses not shown.

Source: Pew Research Center 2015 National Survey of Latinos (Oct. 21-Nov. 30, 2015).

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Among Americans with Hispanic ancestry, share that identifies as Hispanic or Latino falls across immigrant generations

% of U.S. adults with Hispanic ancestry who ...



Note: Hispanics are those who say they are Hispanic. Those who do not self-identify as Hispanic say they are not Hispanic or Latino but say they have Hispanic ancestry or heritage. Second generation refers to those born in the 50 states or District of Columbia to at least one immigrant parent. Third generation refers to those born in the 50 states or D.C. to parents and grandparents who are U.S. born. Fourth or higher generation refers to those born in the 50 states or D.C. with parents, grandparents, great-grandparents, or even more distant relatives, who are born in the 50 states or D.C.

Source: Pew Research Center 2015 National Survey of Latinos (Oct. 21-Nov. 30, 2015) and survey of self-identified non-Hispanics with Hispanic ancestry or heritage only (Nov. 11, 2015-Feb. 7, 2016).

"Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away"

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And many other identity categories continue to be created

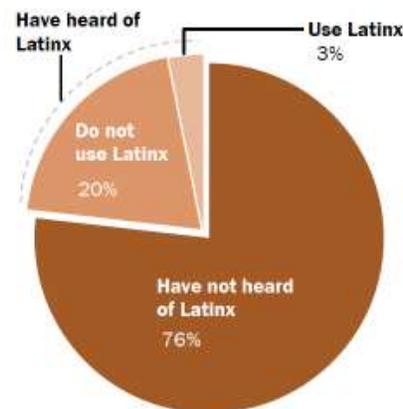
Latinx?

A new, gender-neutral, pan-ethnic label, as an alternative that is used by some news and entertainment outlets, corporations, local governments and universities to describe the nation's Hispanic population.

Low usage

Most Latino adults have not heard of the term Latinx; few use it

% who ...



Note: No answer responses not shown.
Source: Survey of U.S. Latino adults conducted Dec. 3-23, 2019.
"About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

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Afro-Latino?

Descendants of Latin America with African roots and ancestry. Joins ethnicity with race. 24% of Latinos identify as Afro-Latino

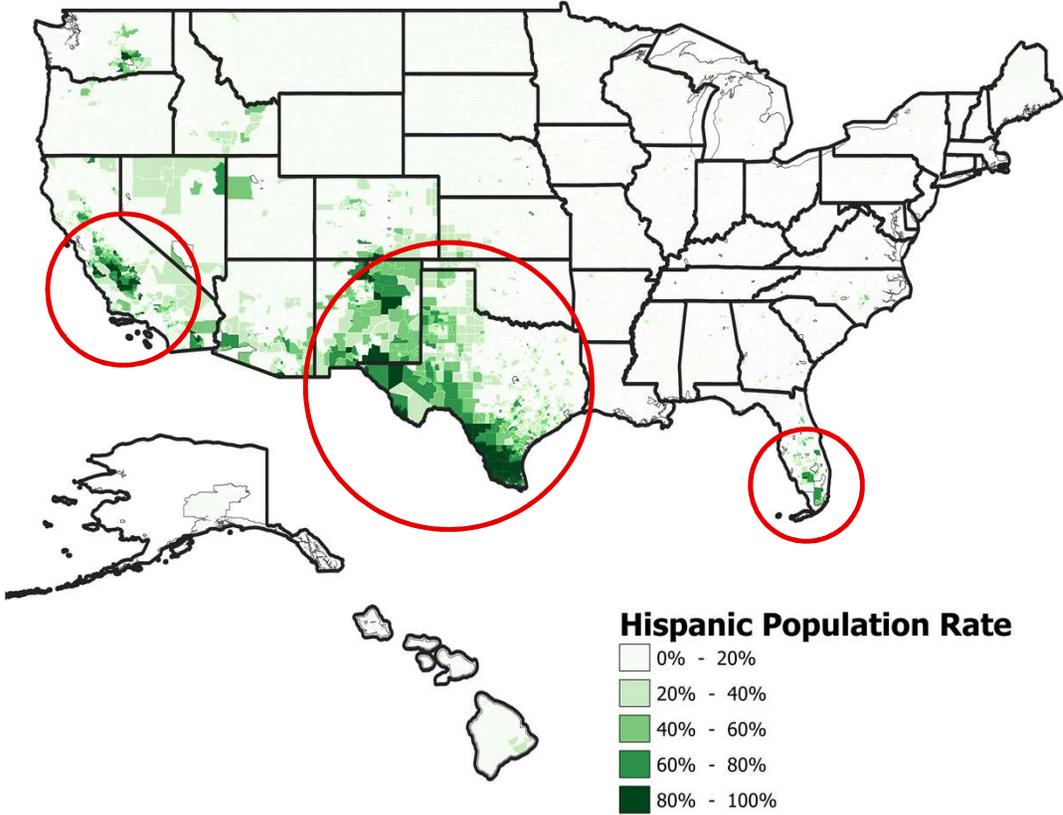
Latin?

The language of ancient Rome and its empire, widely used historically as a language of scholarship and administration



Hispanic/Latino Changing Trends in the United States

Hispanics are the largest minority group in the US and communities are concentrated in the California, the Southwest, and Southern Florida



59.9M

US Hispanics

18.3%

Of the US Pop.

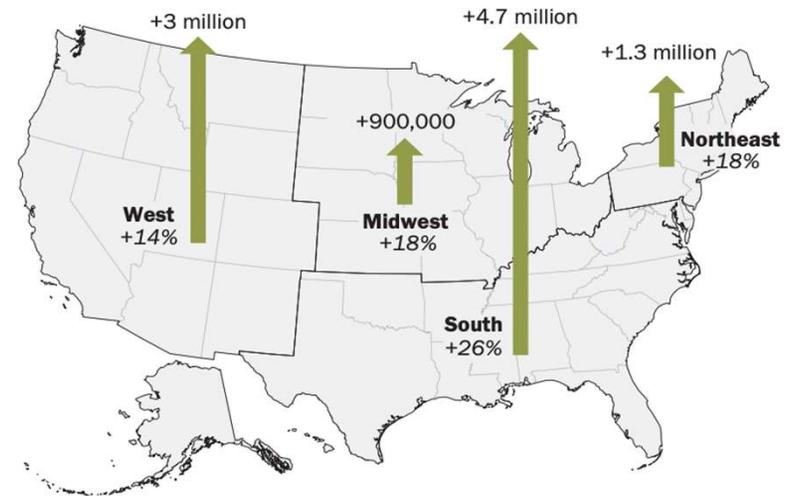
Hispanics are evolving in the US

- Overall, the population growth among U.S. Hispanics has **slowed** since the start of decade.
- Latinos are among the **youngest** racial or ethnic groups in the US but saw one of the largest increases in median age over the past decade.

Most Common Age			
58	11	27	29
White	Hispanic	Black	Asian

South has seen the nation's biggest Latino population growth since 2010

Latino population growth, 2010-2019, by region



Note: Population estimates are as of July 1, 2019. Hispanics are of any race.
Source: Pew Research Center analysis of U.S. Census Bureau Vintage 2019 estimates for 2010-2019.

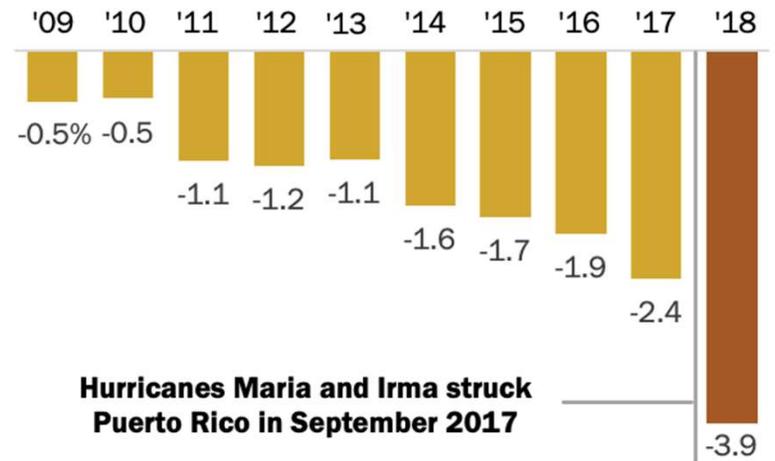
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Puerto Rico Trends

- Puerto Rico saw a historic net migration loss in 2018, a year after hurricanes Maria and Irma.
- Every county, or *municipio*, in Puerto Rico lost population in 2018, with each seeing at least a 2% decrease. Over the past decade, only one *municipio* on the island did not suffer population loss.
- Puerto Rico's median age has increased over the past decade, rising from 36 in 2008 to 43 in 2018.

Puerto Rico's population growth rate reached a new low in 2018

Population change (%) over previous year



Note: Population estimates as of July 1 of each year. Figures rounded to the nearest tenth.
Source: Pew Research Center analysis of U.S. Census Bureau intercensal population estimates for 2008-2009 and Vintage 2018 estimates for 2010-2018.

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Conducting Research with Hispanic Communities

Having a representative sample leads to more accurate insights

When conducting research, we are unable to survey the full population of any target audience so we survey a sizable sample size that is able to provide us insights into what the target audience thinks.

An inaccurate sample can lead to misleading outcomes and insights as demonstrated by polls conducted for the Democratic Party's presidential debates. It is important to have representative samples that will lead to accurate insights.

The Importance of Representative Sampling

In order to qualify for the December Democratic Party presidential debate, candidates needed to register at least 4 percent in four polls approved by the party between Oct. 16 and Dec. 12., or at least 6 percent in two early state polls. Appearing in those debates is one way in which candidates can reach a national audience with their platform.

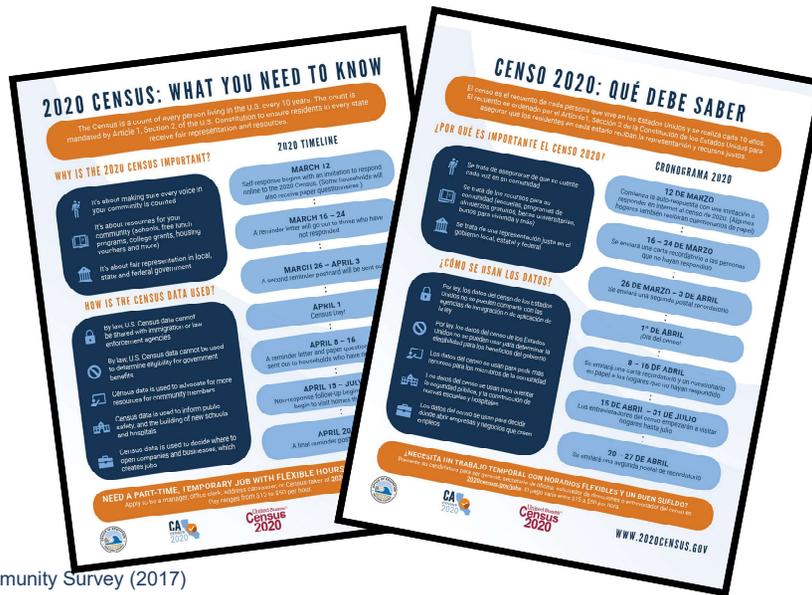
A representative sample of the Democratic electorate should be about half white voters and half people of color. Unless that sample ratio is taken into account, results by pollsters will be inaccurate. An analysis by the Washington Post found that every single qualifying poll that reported its racial demographics included too many white voters and too few minorities.

This sampling error likely cost presidential candidate Senator Cory Booker a spot in the debate. In the qualifying polls he was averaging around 3%, however, that sampling error may have cost him about 2-3 percentage points in the final poll rankings allowing him to attend the debate and continue his presidential bid.



Including Spanish-language instruments in quantitative and qualitative research allows for a more representative sample

When surveys are sent out *only* in English we are not capturing a significant part of the Hispanic population. This results in reporting insights for a subgroup of the Hispanic population.



Roughly **one third** of the Hispanic population speaks Spanish at home and English less than “Very Well”



Be sure to ask about ethnic *and* racial identity

Do you consider yourself to be of Latino or Hispanic origin?

1. Yes
2. No

What is your race? You may provide more than one group.

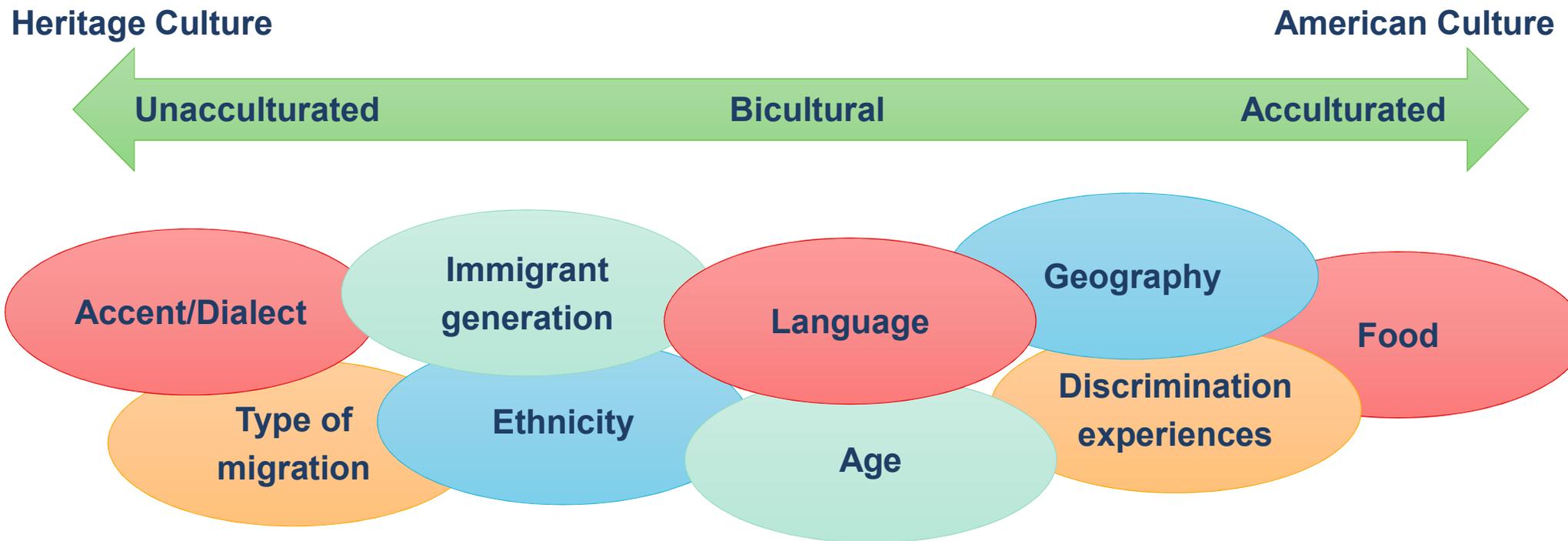
1. White
2. Black or African American
3. Asian
4. American Indian
5. Alaska Native
6. Native Hawaiian or Pacific Islander
7. Other race (specify: _____)

It is best practice to ask Hispanics about their ethnic and racial identity as **two separate questions**. This allows for cleaner data cuts, and allows research participants to self-identify as a White Hispanic, Afro-Latino, etc.

Be sure to ask if they identify as Hispanic/Latino **before** you ask how they identify racially.

Hispanics can also be segmented based off of an Acculturation Framework

Acculturation broadly refers to the process of adaptation from one culture to another



Hispanic Acculturation in the United States

Speak Spanish at home and with friends

Consume Spanish-language media (TV, music, literature)

Recent immigrant

Less than a High School Education

Unbanked/No credit card

29%

Unacculturated

42%

Bicultural

29%

Acculturated

Speak English at home and with friends

Consume English-language media (TV, music, literature)

Second-generation; US born

High School Education+

Banked/Plugged into credit system



Use an acculturation battery to categorize and score your participants as more or less acculturated during screening

Acculturation battery questions use cultural markers to determine whether participants are more or less acculturated to US culture. Since we interact with culture in multiple ways and at different social levels **it is best to use a scoring system.**

Soft quotas on acculturation or other demographic variables of interest (country of origin, racial identification, ideology, etc.) can help lead to more actionable insights depending on your research objectives.

What languages do you speak at home?

English only	3
Spanish only	1
Spanish and English	2
Other (specify: _____)	

How well do you speak English?

Very well	4
Well	3
Not well	2
Not at all	1

How well do you speak Spanish?

Very well	1
Well	2
Not well	3
Not at all	4

In what language do you consume most TV, magazines, newspapers, music and/or radio?

Spanish only	1
More Spanish than English	2
Spanish and English about equally	3
More English than Spanish	4
English only	5
Some other language	6

Whenever possible, use in-culture and in-language researchers

Hispanic researchers can help guide project teams **understand cultural nuances** from development of the research objectives to analyzing the research for insight. For qualitative research, having an in-culture researcher **can help to build trust** and encourage participants to be more open in their responses.



Thank you!