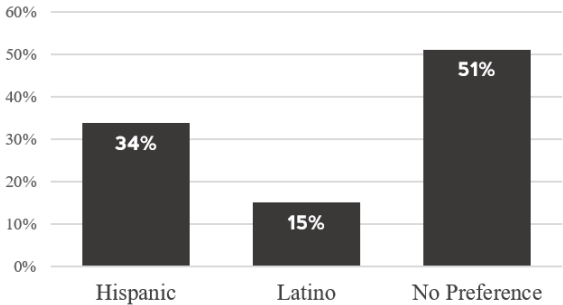


“Latino” or “Hispanic”? The Sociodemographic Correlates of Panethnic Label Preferences among US Latinos/Hispanics

Authors: Daniel E Martinez and Kelsey E Gonzalez, University of Arizona

Figure 1: Descriptive Statistics for Dependent Variable (Weighted data)

"The terms Hispanic and Latino are both used to describe people who are of Hispanic or Latino origin or descent. Do you happen to prefer one of these terms more than the other"

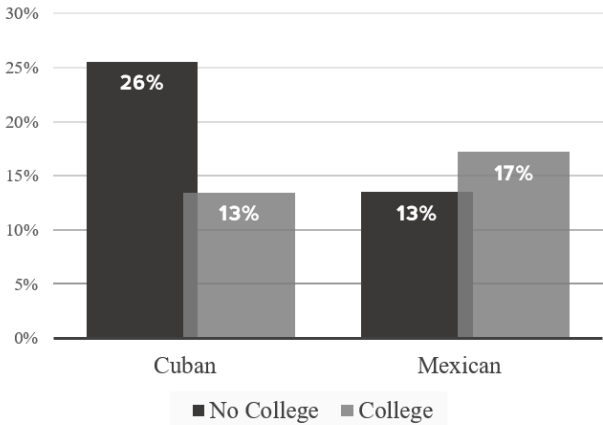


Although a majority of Hispanic-Latinos have no preference and the terms “Hispanic” and “Latino” are often used interchangeably, many of Latin-American descent clearly have a label preference.

What sociodemographic factors explain preference for the term “Latino” over “Hispanic”?

We address this question with data from the Pew 2013 National Survey of Latinos (N = 5,103), which consists of a nationally representative sample of self-identifying Hispanic-Latinos. Using multiple imputation, we estimate a logistic regression model.

Figure 2. Predicted Probabilities for "Latino" Preference by Country of Origin and College Graduate



We establish 3 frameworks to explain differences in Hispanic-Latino identity label preference

- Neo-Colonial/Internal Colonization Framework
- (Segmented) Assimilation and Racialization Framework
- Consciousness Raising / Politicization framework

Although most do not have a preference between the terms, we attribute the differences in preference to:

Hispanic

- Has a stronger history as an assigned identity (Mora 2014).
- A more assimilated “white” and “American” identity and likely used as a way to avoid discrimination (Portes and Zhou 1993)
- Has become a symbolic ethnicity (Gans 1979)

Latino

- More grassroots and asserted (Padilla 1985)
- Recognizes colonial legacy and African/Indigenous roots. Fights against colonialism and racism (Gracia 2000; Esquivel 2012; Al-coff 2005; Gimenez 1989)
- Is an ethnorace (Flores-Gonzalez 2017)

“Latino” or “Hispanic”? The Sociodemographic Correlates of Panethnic Label Preferences among US Latinos/Hispanics

Authors: Daniel E Martinez and Kelsey E Gonzalez, University of Arizona

Table 1 Multinomial Logistic Regression Results for “Which term do you prefer, Hispanic, Latino, or no preference?” (Results for “Latino” vs “Hispanic” presented)

	"Latino" vs "Hispanic"	
Region (Ref: West):		
North East	-0.234†	(0.14)
North Central	0.242	(0.19)
South	-0.545***	(0.11)
Generation (Ref: 3 rd Generation +):		
1 st gen	0.678**	(0.18)
2 nd gen	0.680***	(0.17)
Identity (Ref: Hispanic/Latino)		
People of your heritage	0.165	(0.11)
American	0.065	(0.14)
Depends	-0.232	(0.35)
Race (Ref: White)		
Black	0.136	(0.18)
Asian	0.346	(0.44)
Hispanic/Latino	0.246†	(0.13)
Mixed Race	0.237	(0.19)
Other Race	0.238*	(0.12)
Citizen	0.017	(0.12)
Female	-0.165†	(0.09)
Age (Ref: 18 to 29):		
30 to 49	0.282*	(0.13)
50 to 64	0.200	(0.14)
65 or older	0.206	(0.16)
Language (Ref: Spanish Dom):		
Bilingual	-0.199	(0.16)
English dominant	-0.006	(0.11)
Country of Origin (Ref: Mexico):		
Puerto Rican	0.852***	(0.20)
Cuban	0.720***	(0.19)
Dominican	-0.007	(0.22)
Salvadoran	0.519**	(0.19)
Other country	0.487***	(0.12)
College Graduate	0.427***	(0.12)
Political Party (Ref: Rep):		
Democrat	0.163	(0.11)
Independent/Other	-0.198	(0.15)
Undoc Immigration has a ... (Ref: positive effect):		
A negative effect	-0.217†	(0.12)
No effect	-0.127	(0.11)
Don't Know/Refused	-0.071	(0.16)
You feel like a ... (Ref: Typical American):		
Very different from typical American	0.159†	(0.09)
Don't Know/Refused	-0.188	(0.19)
N	5,028	
m	13	
Pseudo R2	0.0341	

Standard errors in parentheses

Source: Pew 2013 Survey of U.S. Latinos

† $p < 0.10$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

- Alcoff, Linda Martín. 2005. “Latino vs. Hispanic: The Politics of Ethnic Names.” *Philosophy & Social Criticism* 31 (4): 395–407. <https://doi.org/10.1177/0191453705052972>.
- Esquivel, Paloma. 2012. “Latino or Hispanic? For Many Americans, Neither Feels Quite Right.” *Los Angeles Times*, April 5, 2012.
- Flores-González, Nilda. 2017. *Citizens but Not Americans: Race and Belonging among Latino Millennials*. New York: NYU Press.
- Gans, Herbert J. 1979. “Symbolic Ethnicity: The Future of Ethnic Groups and Cultures in America.” *Ethnic and Racial Studies* 2(1):1–20.
- Gimenez, Martha E. 1989. “‘Latino/Hispanic’—Who Needs a Name? The Case against a Standardized Terminology.” *International Journal of Health Services* 19: 557–71. <https://doi.org/10.2190/HN6N-P1TH-8CHL-KW5X>.
- Gracia, Jorge J. E. 2000. *Hispanic/Latino Identity*. Malden, MA: Blackwell Publishers.
- Mora, G Christina. 2014. *Making Hispanics: How Activists, Bureaucrats & Media Constructed a New American*. Chicago: University of Chicago Press.
- Padilla, Felix M. 1985. *Latino Ethnic Consciousness*. Notre Dame: University of Notre Dame Press.
- Portes, Alejandro, and Min Zhou. 1993. “The New Second Generation: Segmented Assimilation and Its Variants.” *The ANNALS of the American Academy of Political and Social Science* 530 (1): 74–96.