Hispanic, Latino/a, Latinx: Panethnic Adoption in California

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Data Collection & Analysis

- Institute of Governmental Studies (IGS) Poll - January 2020 (N=6845)
  - Stratified random sample from the California State Department's registered voter database
  - Latinx subset of sample (N=1532)

- Completed data cleaning, analysis and visualization in R
  - More packages for statistical analysis and better for creating visualizations
  - Binomial logistic regression predicting panethnic adoption

Constructing the Analysis

Base R

```
# Create binary variable for use of Latinx/Hispanic Label.
Latinx_Panethnic <- character (0)

#Fill in values for Latinx/Hispanic Label
Latinx_Panethnic[Latinx$Q24a %in% c("1","2","3") | Latinx$Q24b %in% c("1","2","3")
| Latinx$Q24c %in% c("1","2","3") ] <- 1
Latinx_Panethnic[Latinx$Q24a %in% "4" | Latinx$Q24b %in% "4" | Latinx$Q24c %in%
"4"] <- 0
```

Mutate

```
#Create age cohort variables
Latinx %<>%
  mutate(gen_boomer = ifelse(AGE > "54", "1", "0")) %>%
  mutate(gen_x = ifelse(AGE >= "38" & AGE < "55" , "1", "0")) %>%
  mutate(gen_millenial = ifelse(AGE <= "37" & AGE >= "26", "1","0")) %>%
  mutate(gen_z = ifelse(AGE < "26", "1", "0"))
```

Constructing the Analysis

- Subsetting
  - Used the select function to subset independent and dependent variables into new dataset

```
'data.frame':   6845 obs. of  8 variables:
 $ Latinx_Panethnic    : Factor w/ 2 levels "0","1": NA NA NA NA NA NA NA NA 1 NA ...
 $ Immigrant_Generation: Factor w/ 3 levels "First Generation",..: 3 3 3 1 3 3 3 1 2 3 ...
 $ Education           : Factor w/ 5 levels "Less than HS",..: 3 1 NA 3 3 3 4 4 3 4 ...
 $ cohorts             : Factor w/ 4 levels "boomers","genx",..: 1 2 3 1 1 3 2 3 3 3 ...
 $ HouseholdIncome     : num  5 7 6 5 6 6 6 6 4 4 ...
 $ Political_leanings  : Factor w/ 3 levels "Conservative",..: 1 1 3 1 2 3 1 3 3 3 ...
 $ Ethnicity           : Factor w/ 4 levels "Mexican","Central American",..: NA NA NA NA NA NA NA NA 1 NA ...
 $ gender              : Factor w/ 2 levels "0","1": 1 2 1 1 2 1 2 2 2 1 ...
```

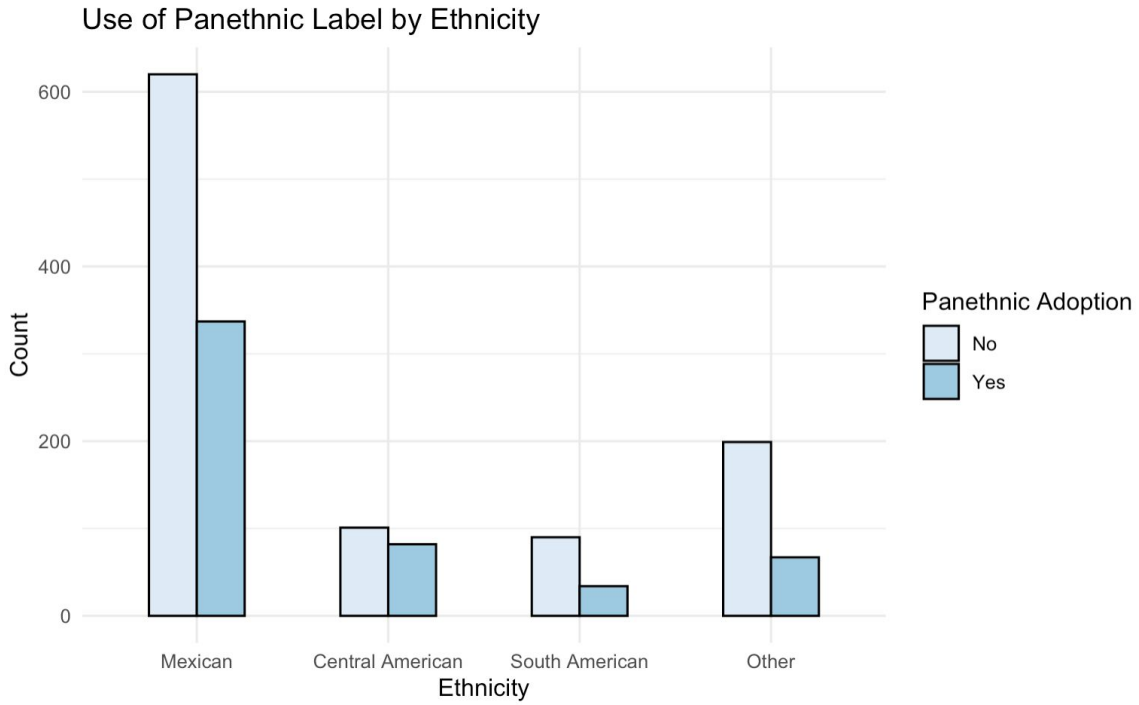
Results: Visualizations & Binomial Logit Regression

- Visualizations
  - ggplot function to create bar graphs
    - Graph 2: Use of panethnic label by ethnicity
    - Graph 3: Use of pathethnic label by generation
    - Graph 1: Use of panethnic label by cohort

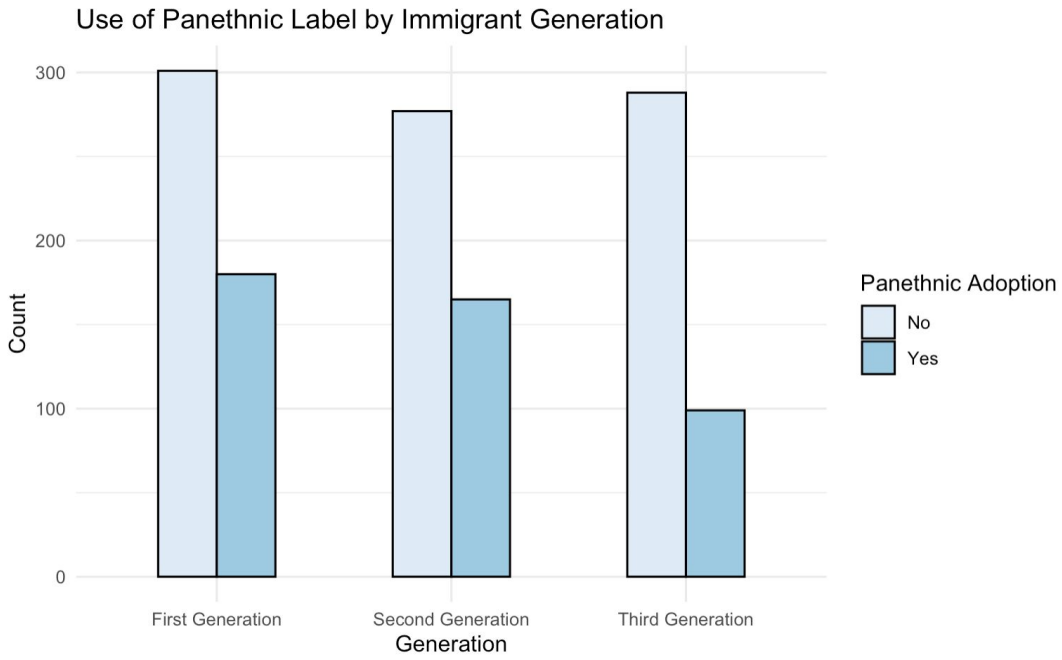
- Binomial Logit Regression
  - glm () function to predict for panethnic adoption

```
model <- glm(Latinx_Panethnic ~ cohorts + Ethnicity + Education + gender + HouseholdIncome +
Immigrant_Generation + Political_leanings, data = Latinx_subset, family = binomial)
```

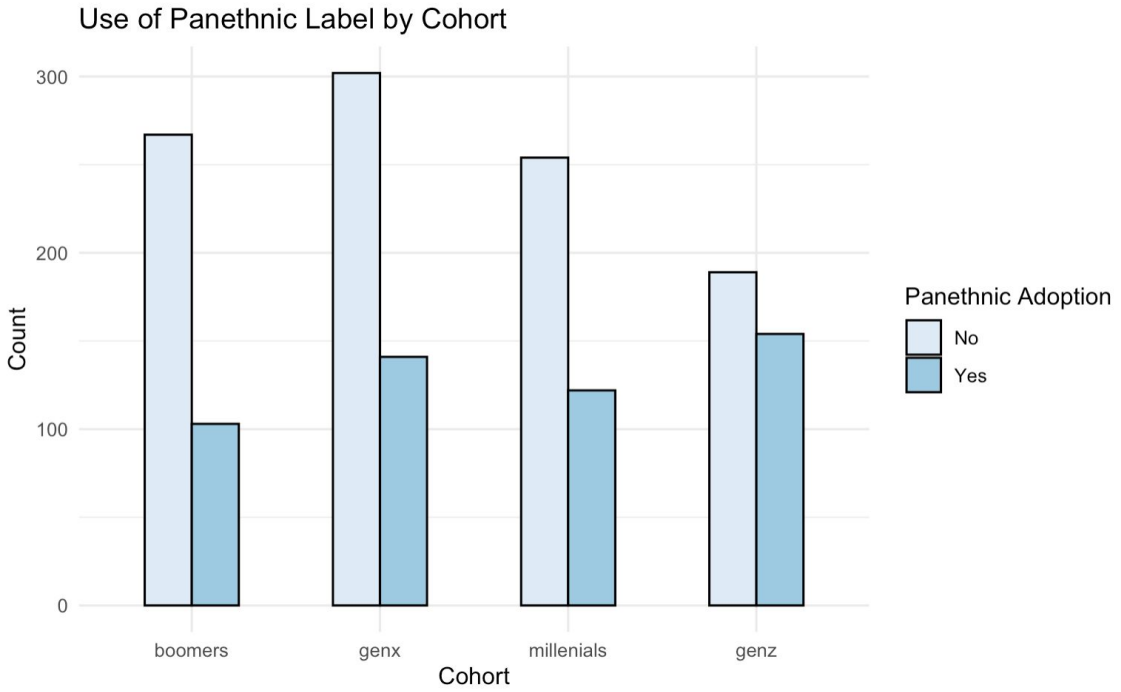
Use of Panethnic Labels by Ethnicity



Use of Panethnic Labels by Immigrant Generation



Use of Panethnic Labels by Age Cohorts



Panethnic Adoption

Logit Model

	Latinx Panethnic			
	(1)	(2)	(3)	(4)
Gen X	0.191	0.177	0.[illegible]	0.457**
	(0.154)	(0.183)	(0.[illegible]73)	(0.206)
Millennials	0.219	0.320*	0.259	0.274
	(0.160)	(0.191)	(0.198)	(0.242)
Gen Z	0.748***	0.955***	0.683***	0.753***
	(0.159)	(0.200)	(0.214)	(0.245)
Second Generation		-0.377**	-0.379**	-0.463**
		(0.162)	(0.168)	(0.202)
Third Generation		-0.814***	-0.669***	-0.678***
		(0.162)	(0.180)	(0.214)
Gender		-0.096	-0.066	-0.082
		(0.121)	(0.124)	(0.143)
Central American			0.216	0.436**
			(0.182)	(0.205)
South American			-0.484**	-0.257
			(0.240)	(0.292)
Other			-0.252	-0.339
			(0.188)	(0.224)
Income			-0.136***	-0.122***
			(0.036)	(0.043)
High School				0.577*
				(0.340)
Some College/Associates				0.303
				(0.332)
Bachelors				0.298
				(0.340)
Moderate				0.251
				(0.186)
Liberal				0.090
				(0.192)
Constant	-0.953***	-0.640***	-0.026	-0.624*
	(0.116)	(0.152)	(0.213)	(0.370)
Observations	1,532	1,290	1,261	960
Log Likelihood	-968.864	-804.203	-775.278	-588.721
Akaike Inf. Crit.	1,945.727	1,622.406	1,572.555	1,209.442
Note:				*p<0.1; **p<0.05; ***p<0.01

Challenges and Next Steps

- Challenges
  - Creating visualizations
  - Selecting a dataset
    - Some datasets didn’t have all the variables I needed

- Next Steps
  - Field survey in Florida and NY
  - Interviews
  - “When” does panethnic adoption happen