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Talking:



Understanding and Measuring Latino Racial and Ethnic Identity

October 06, 2022

Logistics

- All attendees are muted.
- Attendees can submit their questions for the panelists using the Questions box.
- The webinar will be recorded and available on our website.



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Why census data on race and ethnicity matters

- Understand the demographic characteristics of the population
- Advance equity
 - \circ Examine subgroups
 - Allocate government funding
 - Monitor compliance with antidiscrimination laws
- Number of seats in Congress
- Set standards for future research

The conversation is timely

OMB Launches New Public Listening Sessions on Federal Race and Ethnicity Standards Revision

AUGUST 30, 2022 · BLOGS

By Dr. Karin Orvis, Chief Statistician of the United States

The first step in the formal review process for OMB's statistical standards for collecting race and ethnicity data is well underway – and the public can now share their perspectives and input.

What we are reviewing: In June, the Office of Management and Budget (OMB) announced that my office would begin formal review to revise OMB's Statistical Policy Directive No. 15 (Directive No. 15): *Standards for Maintaining, Collecting, and Presenting Federal Data on Race and Ethnicity.* This Directive provides minimum standards that ensure the Federal Government's ability to compare race and ethnicity information and data across Federal agencies, and also helps us to understand how well Federal programs serve a diverse America.

Webinar goals:

- Conceptual issues surrounding the measurement of race and ethnicity in Latino populations
- Challenges with current approaches to measuring race and ethnicity among Latino populations
- Offer alternatives for measuring racial and ethnic identity more accurately, including the measurement of mixed-race identity

Panelists



Julie Dowling, PhD Associate Professor University of Illinois Chicago Mark Hugo Lopez, PhD Director of Race and Ethnicity Research Pew Research Center

"Latino/a Identity in the Census and Beyond"

Julie A. Dowling Associate Professor of Sociology and Latin American and Latino Studies University of Illinois, Chicago



- **The Issue:** Census racial options are inadequate to count Latino/a and other communities such as Middle Eastern persons
- The Problem This Creates: Racial constraints on the form, as well as other issues, make Latino/as and other people of color difficult to enumerate, leading to undercounts
- How to Fix This: Working to change racial options to be more inclusive

Latino/as and the Census

- Latino/as are 18.7% of US population (2020 census), largest population group after non-Hispanic Whites
- There is currently no racial option for Latinos on the Census. Rather, there is a separate Latino/Hispanic origin question.

Census 2010

Hispanic/Latino separate

White and Black not asked ethnic origins like Latinx and Asian

No Middle Eastern option

•	NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.							
	Is Person 1 of Hispanic, Latino, or Spanish origin?							
	 No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. 							
	What is Person 1's race? Mark ▼ one or more boxes. White Black, African Am., or Negro American Indian or Alaska Native — Print name of enrolled or principal tribe. ▼							
	 Asian Indian Japanese Chinese Korean Guamanian or Chamorro Gilipino Vietnamese Samoan Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. 							
	Some other race — Print race.							

→ If more people were counted in Question 1, continue with Person 2.

Issues with the Separate Questions Format

- In 2010, 13% of Latinxs did not answer the race question and about 37% wrote in a Latino identifier under "other race" – that means about 50% were not giving a Census recognized racial category.
- Multiple studies have shown that when Latinxs identify a race on the standard separate questions format, it does not match how they actually identify (Dowling 2014, Roth 2010, Census AQE and NCT).

My Research Questions

- Do Latinos identify as "White" for the same reasons as European Americans?
- Does whiteness for Latinos mean assimilation and inclusion? Does racial "otherness" mean exclusion or a different way of seeing race?
- Are Latinos who claim whiteness accepted as racially white by others?

Methods

- 86 Interviews with Mexican Americans (n=65) and Mexican Immigrants (n=21) in 3 locations in Texas
- Why a regional focus? Why Texas?
 - Texas has the 2nd largest Latino population in the country. About 19%, or nearly 1 in 5 Latinos in the U.S., live in Texas.
 - Whereas nationally higher income is associated with whiteness, in Texas I found those in the lowest income bracket identify as white.
 - I also found extreme variation regionally in Texas.

Proportion Who Identified as "Other" Race



Key Findings

- For Mexican Americans in Texas, identification as "White" vs "other race" did not typically reflect differences in skin color, cultural assimilation, or experiences with discrimination.
- But rather, racial ideology is the strongest influence on my respondents' racial identification. Those who identified as "White" on the census used it as a strategy to assert "American-ness." They deployed color-blind ideology, avoided naming race and racism in a desire to be accepted. They did not call themselves White in their daily lives, nor were they accepted as White by others.

Other Research on Latinos and Census Racial Choices

- Rodriguez (2000) Interviewed Caribbean and South American Latinos in NYC. Found they see race as a "cultural and/or political" identity, not in a strictly biological way. She similarly found that checking "other race" is not necessarily about color.
- Roth (2010) Interviewed Dominicans and Puerto Ricans in NYC. Her article "Racial Mismatch" details her finding that her respondents identified on the census in ways that did not match their color or experiences with discrimination.

AQE and NCT and Combined Question

- The Census 2010 Alternative Questionnaire Experiment (AQE) and 2015 National Content Test (NCT) tested combined question formats. Both had a re-interview component where respondents were called and asked if they actually identified with what they put for their race. The combined format yielded a better match to how Latino/as identified.
- The NCT also included the Middle Eastern/North African (MENA) category which allowed this population box with a check-box and write-in line.

Latino/a Racial Identity

Census 2010, Separate

- 52% "White."
- About 37% "Other"
- 2-3% "Black" & small percentages of American Indian and Asian

Combined Questions

- 9-16% "White"
- Less than 1% "Other"
- 2-3% "Black" & small percentages of American Indian and Asian
- More than 70% just indicated Latino/Hispanic
- In the re-interviews they found greater match to identity.

- Format Census recommended
- Combined with check-boxes and MENA
 - ** OMB did not respond and Census not allowed to use this.

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Advantages of Combined Question

1) It allows one to identify solely as

"Latino/Hispanic" for one's "race" or "origin" without having to choose from racial categories that don't fit. Latinos don't have to be racial "others."

2) Latinos can still identify as "White" or "Black" or any of the other races listed in this "check all that apply" model. 3) This format accommodates the different ways Latinos may see their identities. For some Latinos, "Latino" may be their only racial identity. For others, it may not be.

4) Many Latinos felt stigmatized by the separate question, while non-Latinos thought it was preferential treatment. Combined question reduces this. It looks more equal and symmetrical. It does not single out some groups as "not from here."

Hispanic/Latino Origin 2020 Census

→ NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

6. Is this person of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. *∡*

Race Question 2020 Census

7. What is this person's race? Mark X one or more boxes AND print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. \mathbf{z}

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. $rac{1}{\sim}$

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. *x*

	Chinese Filipino	Vietnamese		Native Hawaiian Samoan		
	Asian Indian	Japanese		Chamorro		
ב	Other Asian – Print, for examp Pakistani, Cami Hmong, etc. _¥	Other Pacific Islande Print, for example, Tongan, Fijian, Marshallese, etc. _¥				
_	0	rint race or orig	in .			

Latinx Racial Responses

Hispanic or Latino origin by race	2010		2020	
Inspance of Latino origin by face	Number	Percent	Number	Percent
Total population	308,745,538	100.0	331,449,281	100.0
Hispanic or Latino	50,477,594	16.3	62,080,044	18.7
White alone	26,735,713	53.0	12,579,626	20.3
Black or African American alone	1,243,471	2.5	1,163,862	1.9
American Indian and Alaska Native alone	685,150	1.4	1,475,436	2.4
Asian alone	209,128	0.4	267,330	0.4
Native Hawaiian and Other Pacific Islander alone	58,437	0.1	67,948	0.1
Some Other Race alone	18,503,103	36.7	26,225,882	42.2
Two or More Races	3,042,592	6.0	20,299,960	32.7

Recommendations

- Census should implement the combined question format they proposed for 2020 as research showed it to be the best approach for capturing Latino/a identity, as well as the MENA community.
- As social scientists conducting research on Latino/a populations, it is important to include Latino/a racial option to improve racial reporting.

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Mexican Americans and the Question of Race Julie A. Dowling





Reconsidering Approaches to Measuring Racial Identity Among U.S. Latinos

Mark Hugo Lopez

Director of Race and Ethnicity Research



Who we are: A nonprofit 'fact tank' that informs the public about the issues, attitudes and trends shaping the world. We are nonpartisan and nonadvocacy, meaning we do not take policy positions or make recommendations.

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ALTERNATIVE APPROACHES TO MEASURING RACIAL IDENTITY AMONG LATINOS

About the 2021 National Survey of Latinos

- Some 3,375 Latino adults were surveyed online March 15-28, 2021
- This includes 1,900 Hispanic adults from Pew Research Center's America Trends Panel and 1,475 adults from Ipsos KnowledgePanel
- Conducted in Spanish and English
- Nationally representative of the Hispanic population in the 50 states and the District of Columbia

How we measured racial identity among Hispanics

Questions asked in the 2021 National Survey of Latinos

Census approach

What is your race or origin?

- White
- Black or African American
- Asian or Asian American
- Two or more races
- Some other race or origin

Source: National Survey of Latinos conducted March 15-28, 2021

Census approach: Majority of Latinos say their race is White in two-question race and ethnicity format

% of Latino adults saying their race is ...



Source: National Survey of Latinos conducted March 15-28, 2021
How we measured racial identity among Hispanics

Questions asked in the 2021 National Survey of Latinos

Census approach

What is your race or origin?

- White
- Black or African American
- Asian or Asian American
- Two or more races
- Some other race or origin

Open-end approach

In your own words, if you could describe your race or origin in any way you wanted, how would you describe yourself?

Source: National Survey of Latinos conducted March 15-28, 2021

Open-end approach: Most Hispanics identify their race as Hispanic or link it to their country or region of origin

% of Latino adults saying, in their own words, their race or origin is ...

All Hispanics



Foreign born



Source: National Survey of Latinos conducted March 15-28, 2021

Second generation



Third or higher generation



How we measured racial identity among Hispanics

Questions asked in the 2021 National Survey of Latinos

Census approach

What is your race or origin?

- White
- Black or African American
- Asian or Asian American
- Two or more races
- Some other race or origin

Open-end approach

In your own words, if you could describe your race or origin in any way you wanted, how would you describe yourself?

Self-assessed skin color

Which of these most closely matches your own skin color, even if none of them is exactly right? (If this question makes you uncomfortable, you may skip it.)



Source: National Survey of Latinos conducted March 15-28, 2021

Skin-color approach: Eight-in-ten Latinos describe their skin color as lighter

% of Latino adults who say _____ most closely matches their own skin color



Lighter skin (1-4): 80%

Note: Color scale base on the Yadon-Ostfeld skin-color scale. Share of respondents who did not offer an answer not shown. Source: National Survey of Latinos conducted March 15-28, 2021

How we measured racial identity among Hispanics

Questions asked in the 2021 National Survey of Latinos

Census approach

What is your race or origin?

- White
- Black or African American
- Asian or Asian American
- Two or more races
- Some other race or origin

Open-end approach

In your own words, if you could describe your race or origin in any way you wanted, how would you describe yourself?

Self-assessed skin color

Which of these most closely matches your own skin color, even if none of them is exactly right? (If this question makes you uncomfortable, you may skip it.)



Street-race approach

How would most people describe you, if, for example, they walked past you on the street? Would they say you are ...

- White
- Hispanic or Latino
- Black or African American
- Asian or Asian American
- Native American or Indigenous (the native peoples of the Americas such as Mayan, Quechua or Taino)
- Native Hawaiian or other Pacific Islander
- Mixed race or multiracial
- Other _____

Source: National Survey of Latinos conducted March 15-28, 2021

•

Street-race approach:

How others would describe Latinos when walking down the street

% of Latino adults saying most people would describe them as ______ if they walked past them on the street



Source: National Survey of Latinos conducted March 15-28, 2021

Most common combination of answers to the four racial identity measures

% of Hispanic adults who identified as ...

Skin color	Two-question format	Street race	Open-end question	%
Lighter skin	White	Hispanic	Hispanic/Latino	12
Lighter skin	White	Hispanic	Hispanic country of origin	8
Lighter skin	Some other race	Hispanic	Hispanic/Latino	6
Lighter skin	White	White	White	5
Lighter skin	Some other race	Hispanic	Hispanic country of origin	5
Lighter skin	White	White	Hispanic country of origin	5
Lighter skin	White	White	Hispanic/Latino	4
Lighter skin	White	Hispanic	American	4
Lighter skin	White	Hispanic	White	3
Lighter skin	White	White	American	3

Source: National Survey of Latinos conducted March 15-28, 2021.

OTHER APPROACHES TO CAPTURING RACIAL IDENTITY

Afro-Latinos are about 2% of the U.S. adult population and 12% of Latino adults

% saying they are Afro-Latino among ...



... but almost one-in-seven do not identify as Hispanic or Latino



Note: Estimates of the total number of Afro-Latino adults in the U.S. have a margin of error of plus or minus 600,000. Source: Pew Research Center estimates based on a Center survey of U.S. adults conducted Nov. 19, 2019-June 3, 2020.

A quarter of Hispanics self identify as mixed race

Do you consider yourself to be mixed race, that is belonging to more than one racial group, such as mestizo, mulatto or some other mixed race, or not?



Source: Pew Research Center, 2019 National Survey of Latinos.

One-in-ten Hispanics self identify as Indigenous

Do you consider yourself to be indigenous or American Indian, such as Maya, Nahua, Taino, Quiche, Aymara, Quechua or some other indigenous or American Indian origin, or not?



Source: Pew Research Center, 2019 National Survey of Latinos.

Standard Census race responses of those who self-identified as...



Indigenous



Afro-Latino adults*



Mixed race, mestizo or mulatto



*Based on all adults who identified as Afro-Latino, includes some who did not identify as Hispanic or Latino.

Source: For All Hispanics and Afro-Latino adults: Pew Research Center survey of U.S. adults conducted Nov. 19, 2019-June 3, 2020; for Indigenous and mixed-race Latinos: Pew Research Center, 2019 National Survey of Latinos.



Hispanics with darker skin more likely to experience discrimination incidents than those with lighter skin

% of Latino adults who say each of the following has happened to them in the 12 months prior to March 2021 ...

	Lighter skin	Darker skin	All
Experienced at least one discrimination incident		0 54 64	54
People acted as if you were not smart	34 42		35
Experienced discrimination by someone who is non-Hispanic	29 42		31
Experienced discrimination by someone who is Hispanic	0 0 2 5 4 1		27
Criticized for speaking Spanish*	0 0 22 33		23
Told to go back to your country	0 0 20 32		21
Feared for personal safety	0 0 20 27		21
Called offensive names	• • 18 31		20
Been unfairly stopped by Oplice 8	16		9

Source: National Survey of Latinos conducted March 15-28, 2021

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How do you use our data? Let us know.

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Communications Associate

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Unpacking Hispanic Diversity



Key Data Elements

- 1. Hispanic ancestry/heritage subgroup
- 2. Country of birth
- 3. Parental countries of birth
- 4. U.S. citizenship status
- 5. Time in the U.S.
- 6. Language(s) spoken at home
- 7. English speaking proficiency
- 8. Literacy (reading/writing) in any language (of languages spoken)
- 9. Highest educational level attained outside of the U.S.
 10. Legal residency status



Source: U.S. Department of Health and Human Services (2014). Survey Data Elements to Unpack Diversity of Hispanic Populations, OPRE Report #2014-30, Washington, DC: Office of Planning, Research and Evaluation, Administration for Children and Families, U.S. Department of Health and Human Services. <u>https://www.acf.hhs.gov/sites/default/files/documents/opre/brief_survey_data_to_unpack_hispanic_final_03_27_2014.pdf</u>



Data elements to unpack the diversity of Hispanic populations, by data set

04---+ ¥----

Data Set	Heritage subgroup/he	Country of riBirth (COB)	Parent COB	U.S. Citizen	Time in U.S.	Home language	English speaking proficiency	Literacy in any language	Educational attainment outside the U.S.	Legal status	1979
ACS (2013)	YES	YES	NO	YES	YES	YES	YES	NO	NO	NO	End Ye
Add Health (1994-2008)	YES	YES	YES	YES	YES	YES	PARTIAL	PARTIAL	NO	NO	1990
BRFSS(2013)	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO	
BSF (2005-2008)	NO	PARTIAL	NO	NO	YES	YES	PARTIAL	NO	NO	NO	
CHIS (2011-2012)	YES	YES	YES	YES	YES	YES	YES	NO	NO	YES	Heritag
CPS (2013)	YES	YES	YES	YES	YES	NO	NO	NO	NO	NO	(All)
ECLS-B	YES	YES	YES	YES	YES	YES	YES	PARTIAL	NO	NO	Count
ECLS-K (1998-1999)	YES	YES	YES	YES	YES	YES	YES	PARTIAL	YES	NO	(All)

Audience Q&A

Thanks to our funders!



CHILDREN EFAMILIES

Thank you!

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