

One-in-five Americans are Latino

Big Trends are Reshaping What We Know about U.S. Latinos

Mark Hugo Lopez

Director of Race and Ethnicity Research



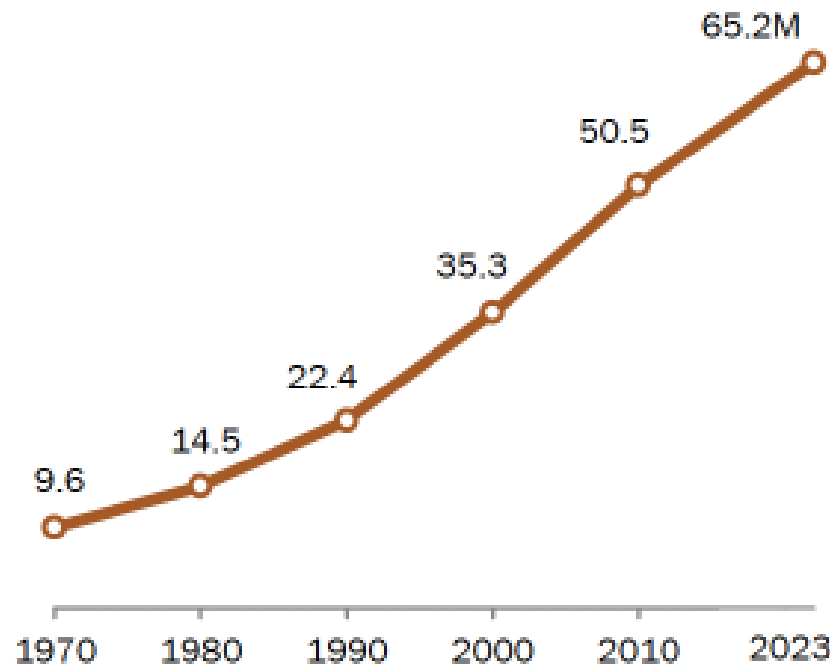
Who we are: A nonprofit ‘fact tank’ that informs the public about the issues, attitudes and trends shaping the world. We are nonpartisan and nonadvocacy, meaning we do not take policy positions or make recommendations.

We are a subsidiary of The Pew Charitable Trusts, our primary funder. We partner strategically with philanthropists and institutional funders who share our commitment to impartial research and data that drive discussion.

What we do: Generate a foundation of facts to enrich public dialogue and support sound decision-making. We conduct public opinion polling, demographic research, content analysis and data-driven social science research.

U.S. Hispanic population exceeded 65 million in 2023

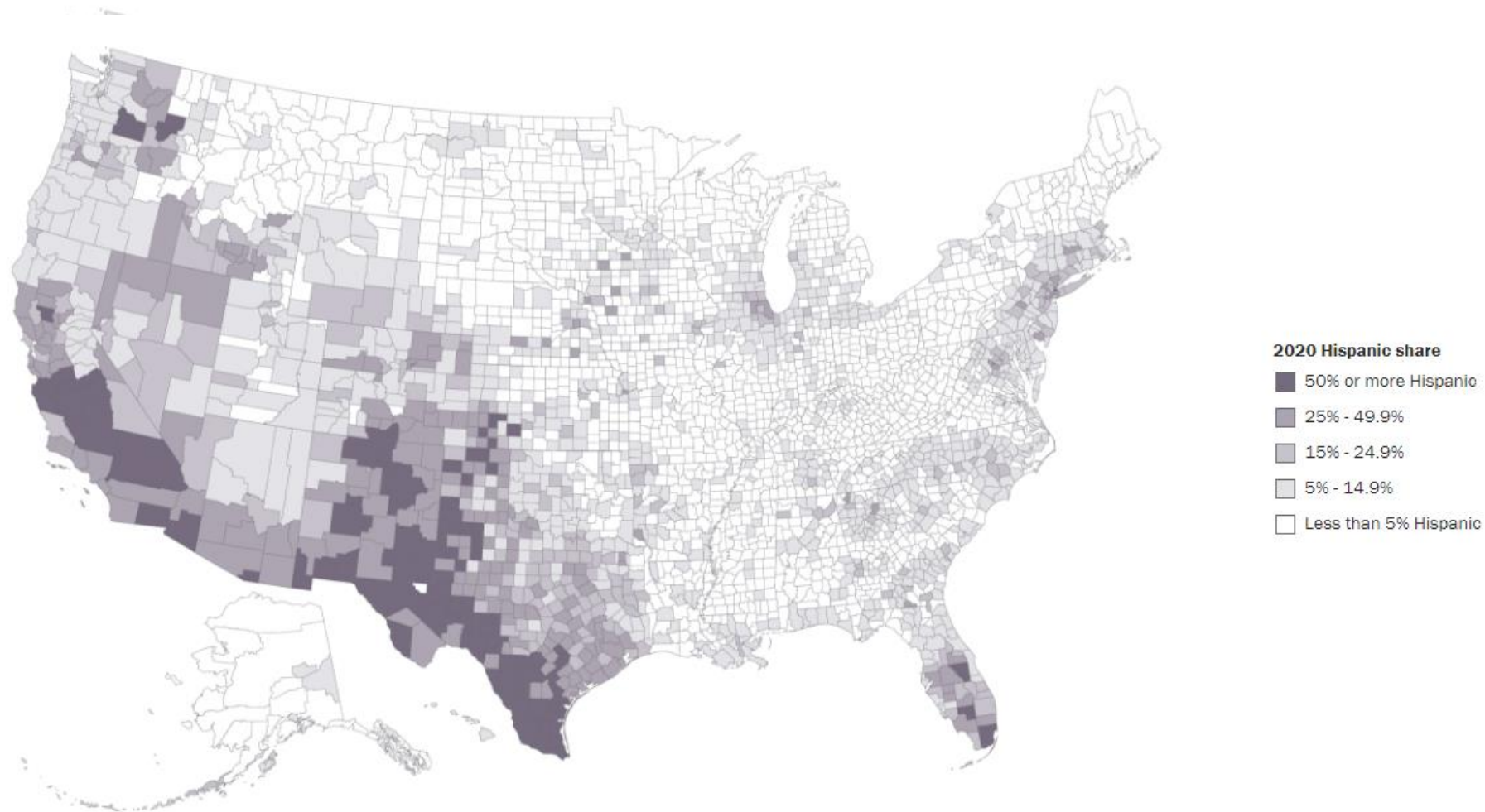
*Population of Hispanics in the United States,
1970-2023, in millions*



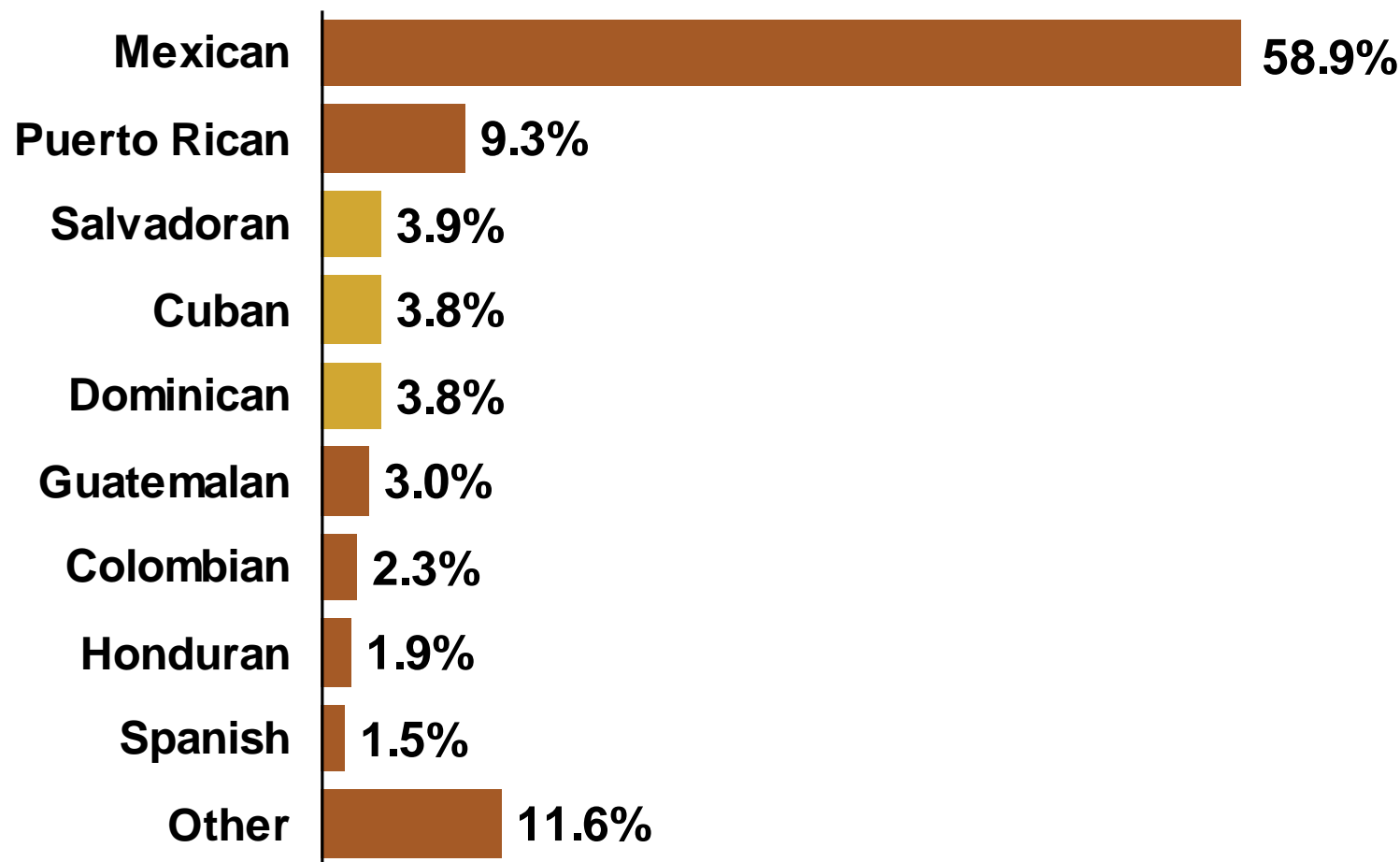
Note: Population totals as of April 1 for 1970-2010 and July 1 for 2023. Hispanics are of any race.

Source: Pew Research Center analysis of 1970-1980 estimates based on decennial censuses (see 2008 report "U.S. Population Projections: 2005-2050"), 1990-2010 P.L. 94-171 census data, Vintage 2023 estimates.

5 decades of U.S. Hispanic population dispersion



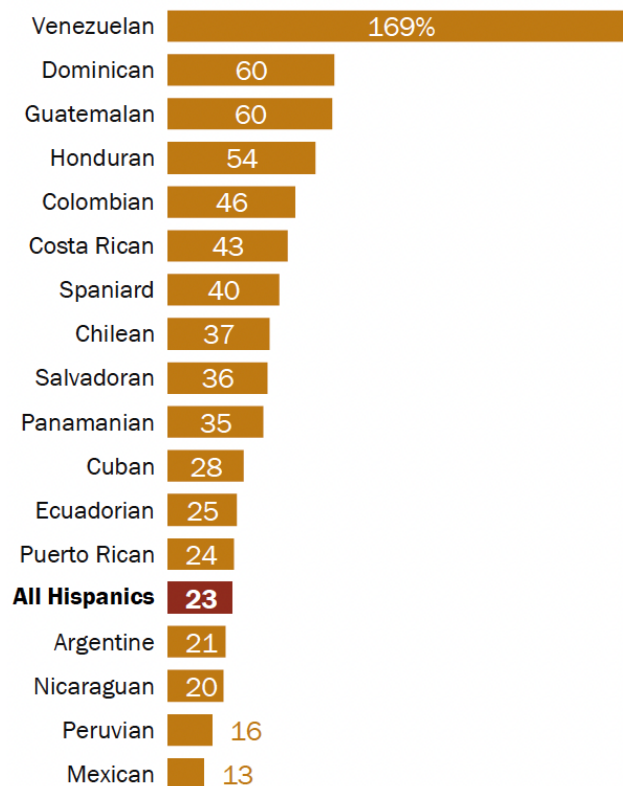
Origins of U.S. Latinos, 2022



Source: Pew Research Center analysis of the 2022 American Community Survey.

U.S. Venezuelan population grew the fastest between 2010 and 2021

% increase in U.S. Hispanic population from 2010 to 2021, by origin group

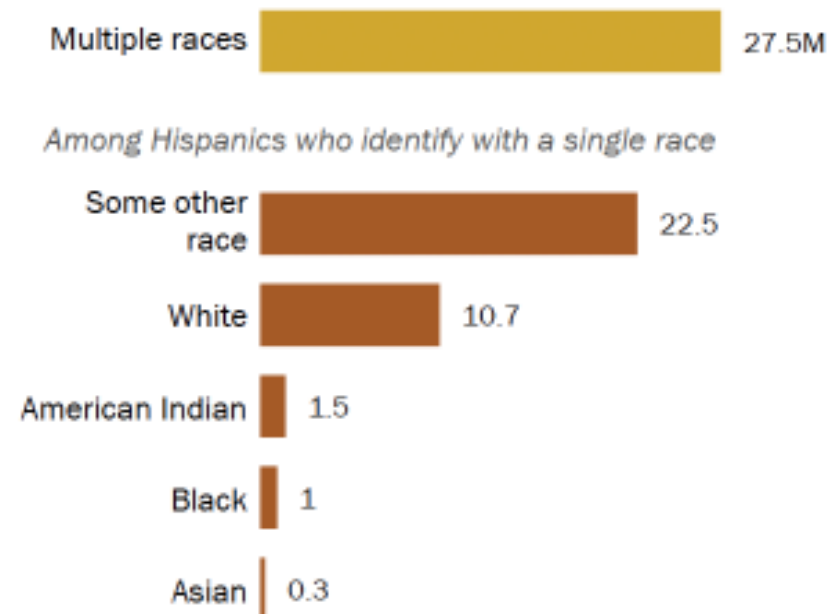


Note: Origins shown are the 17 largest U.S. Hispanic origin groups in 2021.

Source: Pew Research Center analysis of the 2010 and 2021 American Community Surveys (1% IPUMS).

Most Latinos do not identify their race only as White, Black or Asian

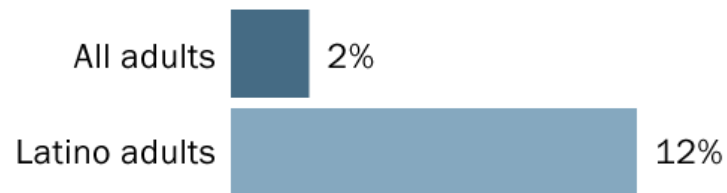
Number of U.S. Hispanics who identify with a racial group in 2022, in millions



Note: "Some other race" refers to people who wrote in a response that did not fit within the race categories listed on the survey. The group "Native Hawaiian and Other Pacific Islander" is not shown.
Source: Pew Research Center analysis of 2022 American Community Survey.

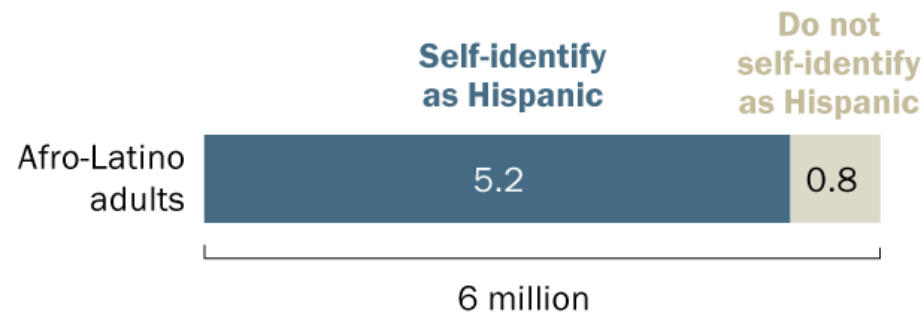
Afro-Latinos are about 2% of the U.S. adult population and 12% of Latino adults

% saying they are Afro-Latino among ...



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

In millions

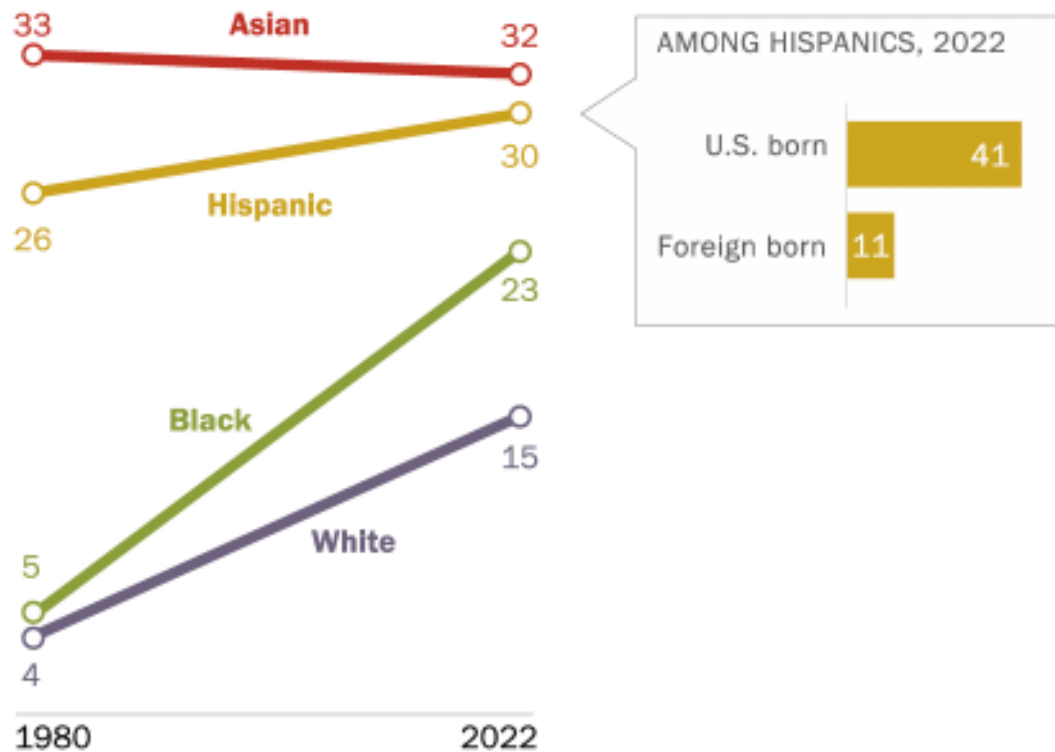


Note: Estimates of the total number of Afro-Latino adults in the U.S. have a margin of error of plus or minus 600,000.

Source: Pew Research Center estimates based on a Center survey of U.S. adults conducted Nov. 19, 2019-June 3, 2020.

Hispanic newlyweds' intermarriage rates are on the rise

% of U.S. newlyweds who married someone of a different race or ethnicity, 1980 and 2022

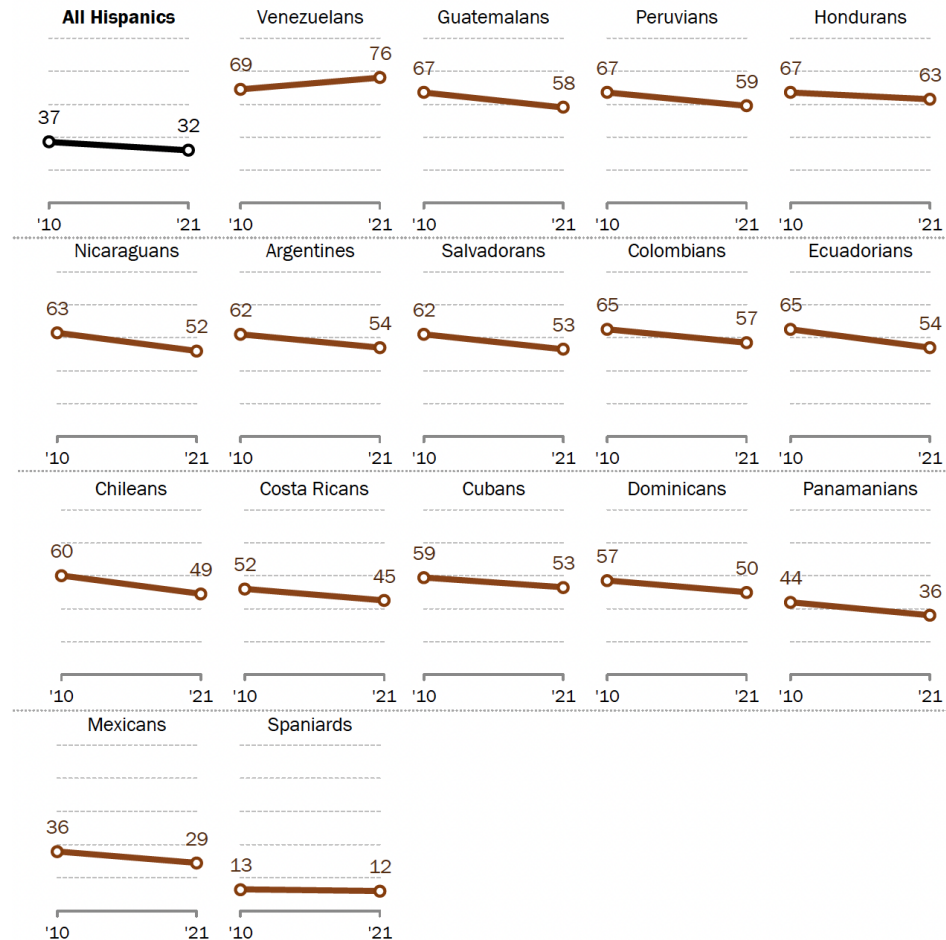


Note: White, Black and Asian include those who report being only one race and are not Hispanic; Asians in 1980 include Pacific Islanders. Hispanics are of any race.

Source: Pew Research Center analysis of 2022 American Community Survey and 1980 decennial census (IPUMS).

Except for Venezuelans, immigrant share falls among largest Latino-origin groups since 2010

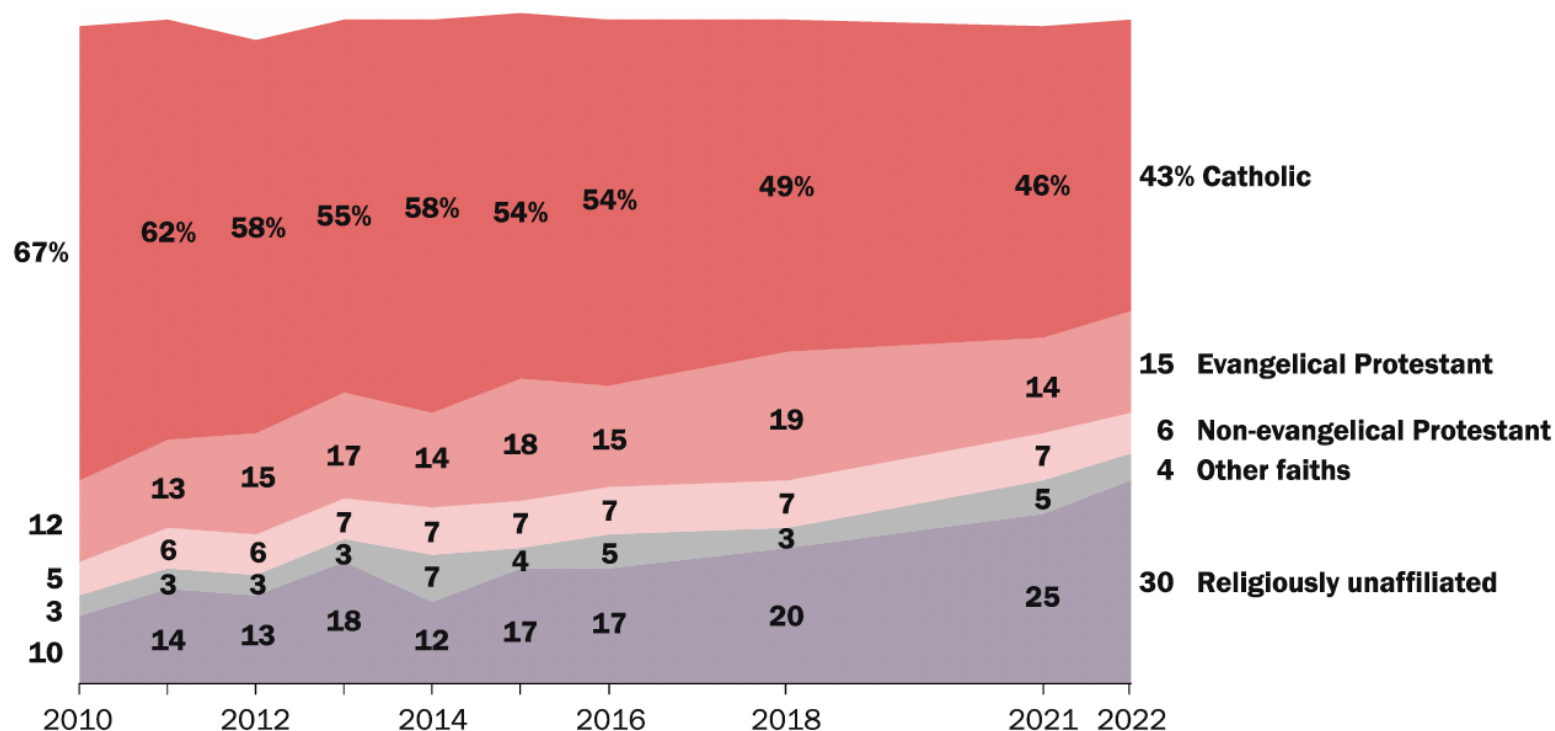
% foreign born among Hispanics, by origin group, in 2010 and 2021



Source: Pew Research Center tabulations of 2010 and 2021 American Community Surveys (1% IPUMS).

Catholics no longer a majority among U.S. Latinos

% of U.S. Latino adults who identify as ...



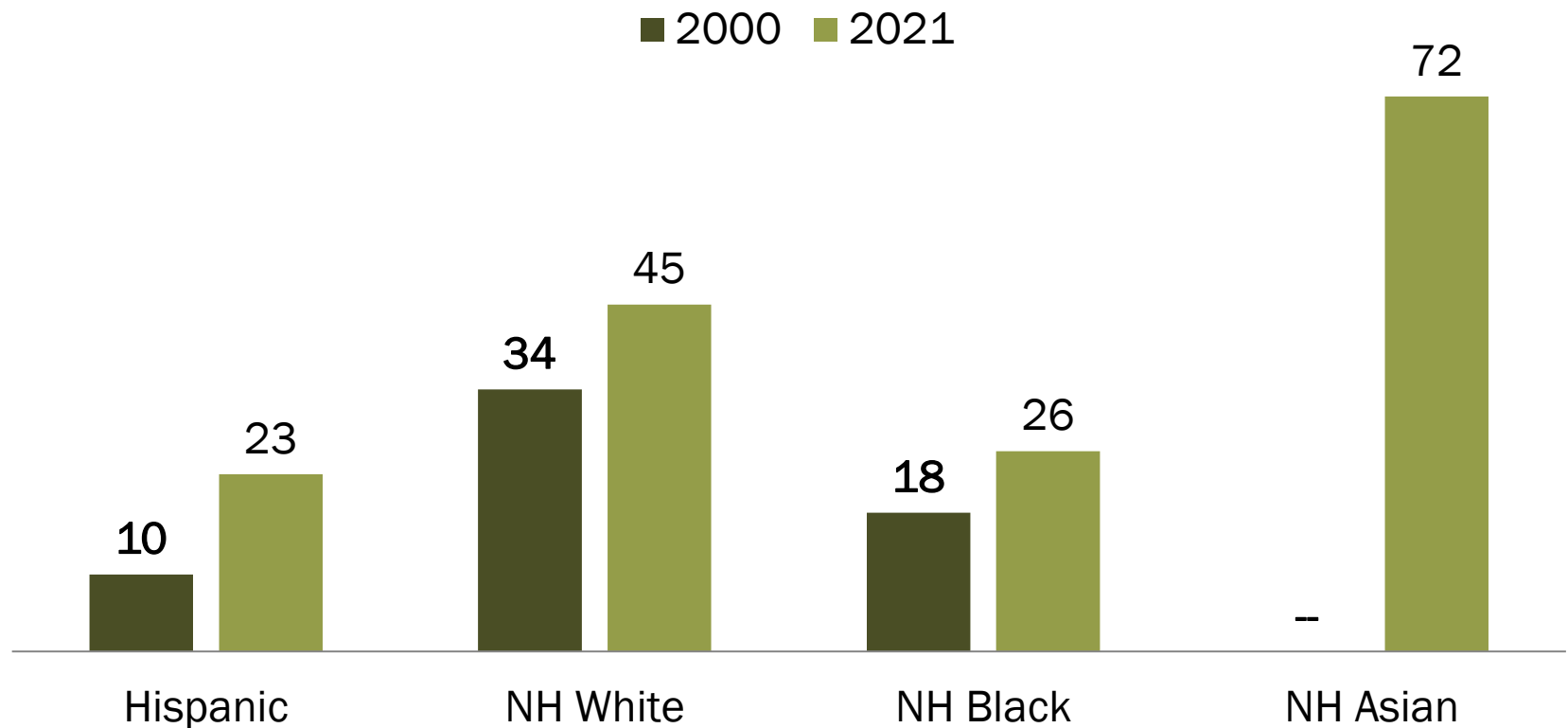
Note: Respondents who did not answer the question are not shown.

Source: Pew Research Center's National Survey of Latinos, 2010-2016, 2018, 2021-2022. The survey of Latino adults was conducted by telephone through 2018 and subsequently moved online to the American Trends Panel. Data for 2021 and 2022 are weighted to targets drawn from the previous year's National Public Opinion Reference Survey.

"Among U.S. Latinos, Catholicism Continues to Decline but Is Still the Largest Faith"

Hispanic educational attainment is rising, but still lags others

(% of 25-29 year olds with a bachelor's degree or higher)

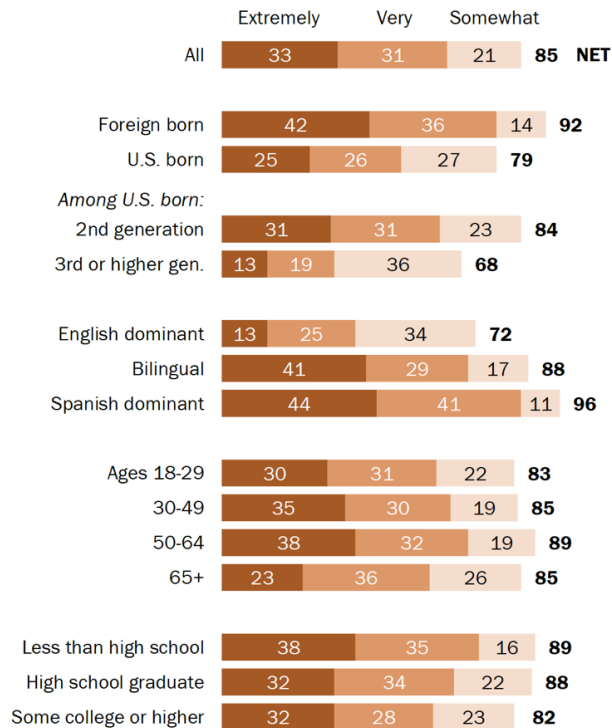


Source: Pew Hispanic Center Analysis of the March 2021 Current Population Survey (CPS)

LATINOS AND SPANISH

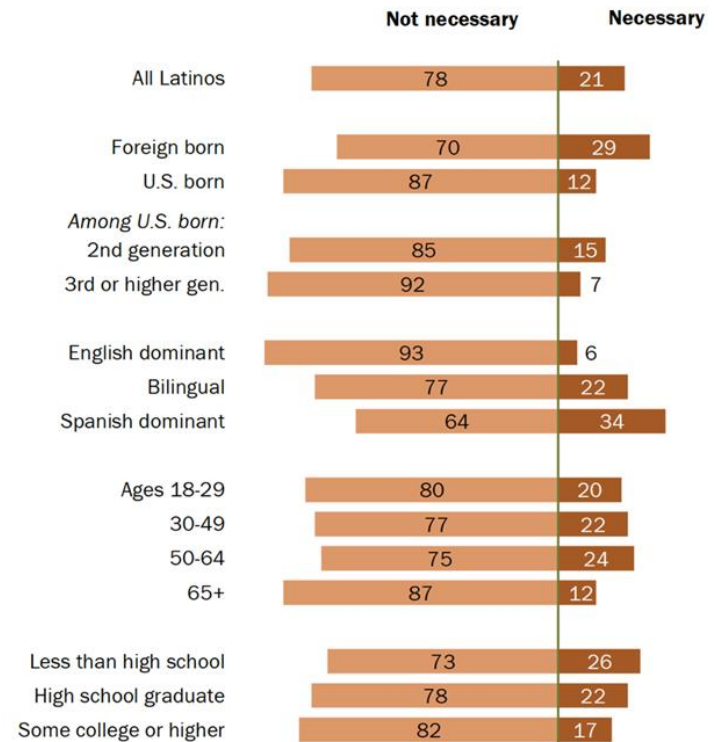
Spanish is seen as important, but for identity many Latinos say speaking it isn't necessary

% of U.S. Latinos who say it is ____ important that future generations of Latinos in the U.S. are able to speak Spanish



Note: Share of respondents who didn't offer an answer or who responded with "not too important" or "not at all important" not shown. Individual estimates may not round to NET figures because the NETs were calculated using unrounded values. In this analysis, "foreign born" groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.
Source: National Survey of Latinos conducted Aug. 1-14, 2022.
"Latinos' Views of and Experiences With the Spanish Language"

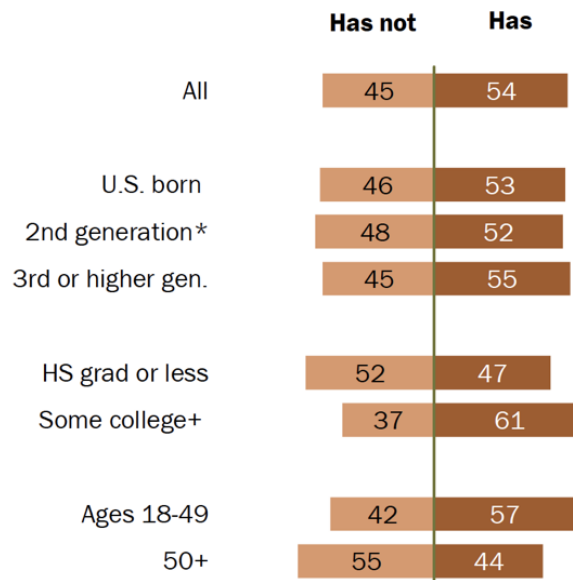
% of U.S. Latinos who say it is ____ to speak Spanish to be considered Latino



Note: Share of respondents who didn't offer an answer not shown. In this analysis, "foreign born" groups together Latino adults born in Puerto Rico or outside the U.S. to noncitizen parents. Those born in Puerto Rico are U.S. citizens at birth.
Source: National Survey of Latinos conducted Aug. 1-14, 2022.
"Latinos' Views of and Experiences With the Spanish Language"

About half of U.S. Latinos who do not speak Spanish say another Latino has made them feel bad for it

*Among U.S. Latinos who do not speak Spanish well,
% who say another Latino ___ made them feel bad for it*



* For this question, the sample size for 2nd generation Latinos was relatively small. There were 216 respondents with an effective sample size of 97, and a 95% confidence margin of error of +/- 10 percentage points. Those margins assume a reported percentage of 50%.

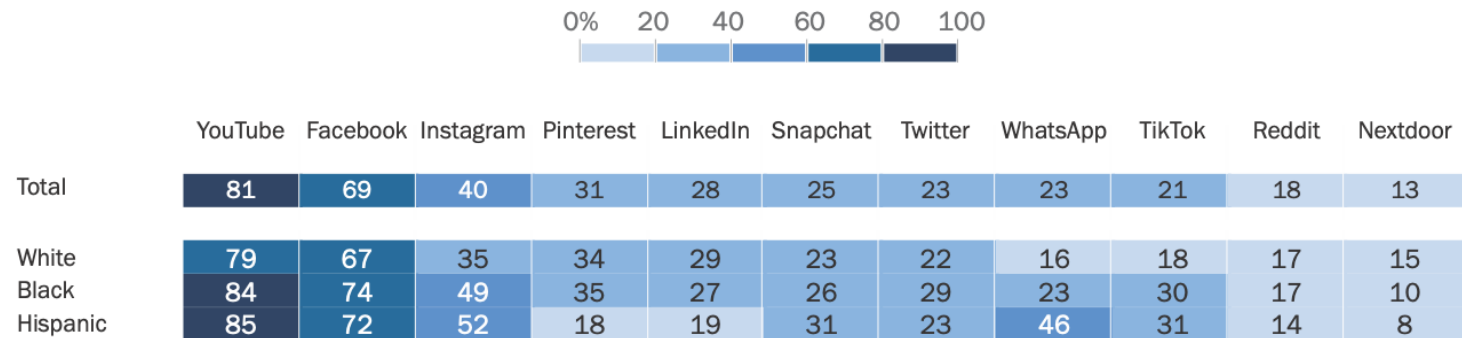
Note: Share of respondents who didn't offer an answer not shown. This question was asked of Latinos who say they can carry on a conversation in Spanish just a little or not at all. "U.S. born" excludes those born in Puerto Rico.

Source: National Survey of Latinos conducted Aug. 1-14, 2022. "Latinos' Views of and Experiences With the Spanish Language"

LATINOS AND SOCIAL MEDIA

Among Latino adults, YouTube, Facebook and Instagram are most used social media apps

% of U.S. adults in each demographic group who say they ever use ...



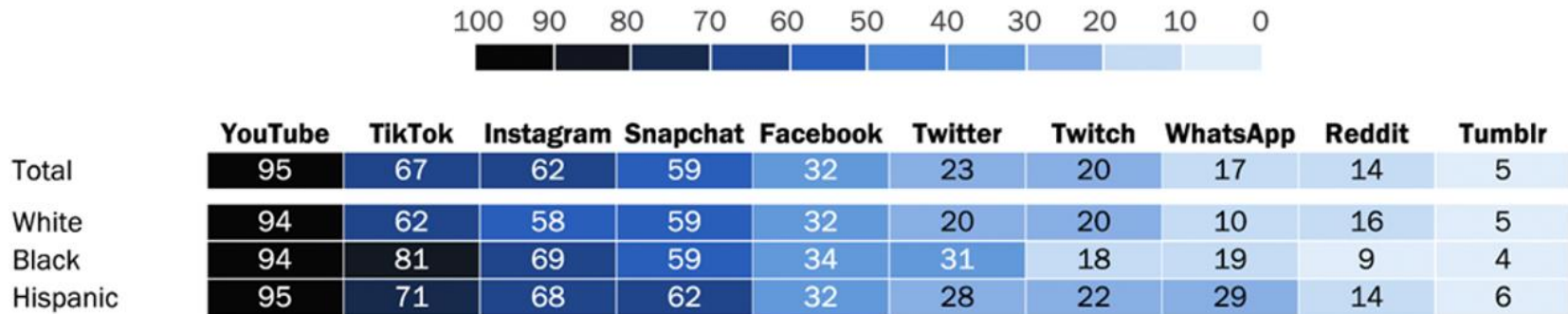
Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

For Hispanic teens, YouTube, TikTok, Instagram and Snapchat are most used social media apps

% of U.S. teens who say they ever use each of the following apps or sites



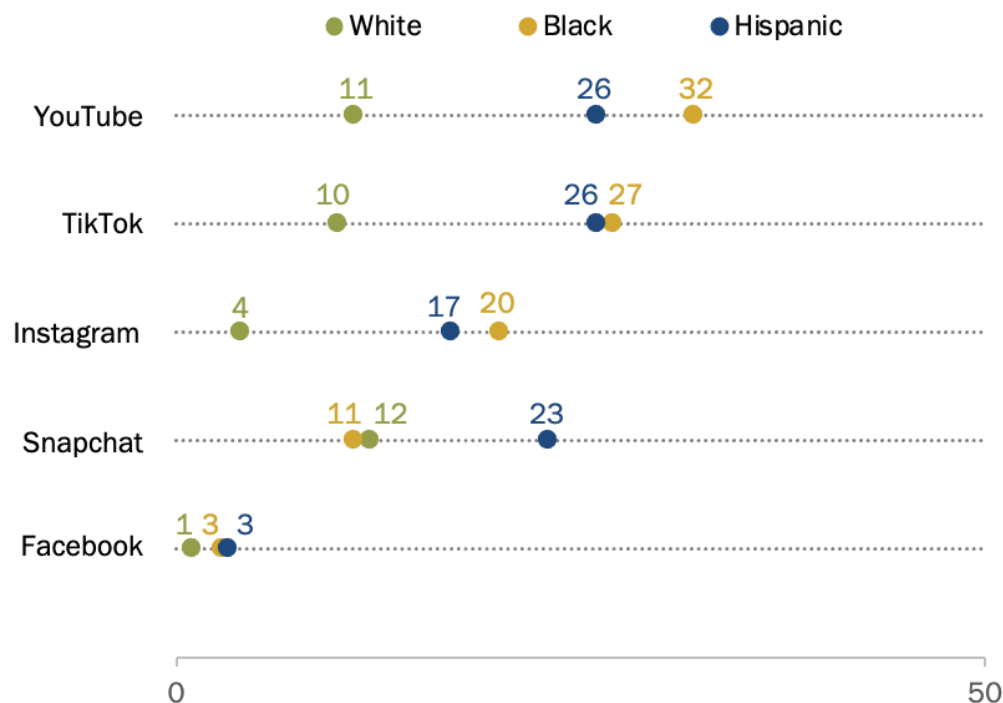
Note: Teens refer to those ages 13 to 17. Not all numerical differences between groups shown are statistically significant. Those who did not give an answer or gave other responses are not shown. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

Hispanic, Black teens more likely than White teens to say they are almost constantly on TikTok, YouTube and Instagram

% of U.S. teens who say they visit or use each of the following sites or apps almost constantly



Note: Teens refer to those ages 13 to 17. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

EVOLVING LATINO IDENTITY

Latinos describe their identity in different ways

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



Do you prefer the term Hispanic, Latino, Latinx or Latine?



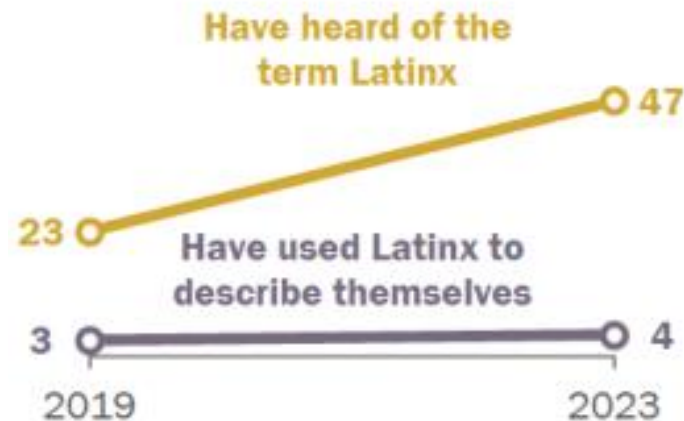
Note: "No preference" is a voluntary response. Other voluntary responses are not shown.

Share of respondents who didn't offer a response is not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

More U.S. Hispanics have heard of 'Latinx' since 2019, but use remains low

% of Hispanic adults who say they ...



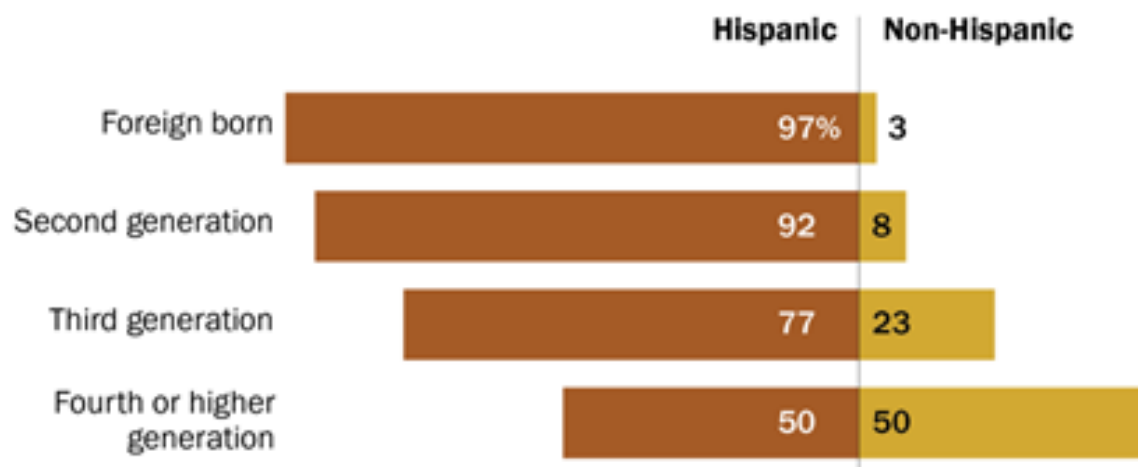
Note: Respondents who did not offer an answer or offered other responses not shown.

Source: National Survey of Latinos conducted Nov. 6-19, 2023.

"Latinx Awareness Has Doubled Among U.S. Hispanics Since 2019, but Only 4% Use It"

Among U.S. adults with Hispanic ancestry, share identifying as Hispanic or Latino falls across immigrant generations

% of U.S. adults with Hispanic ancestry who self-identify as ____



Note: Self-identified Hispanics are those who say they are Hispanic. Self-identified non-Hispanics are those who say they are not Hispanic or Latino but say they have Hispanic ancestry or heritage.

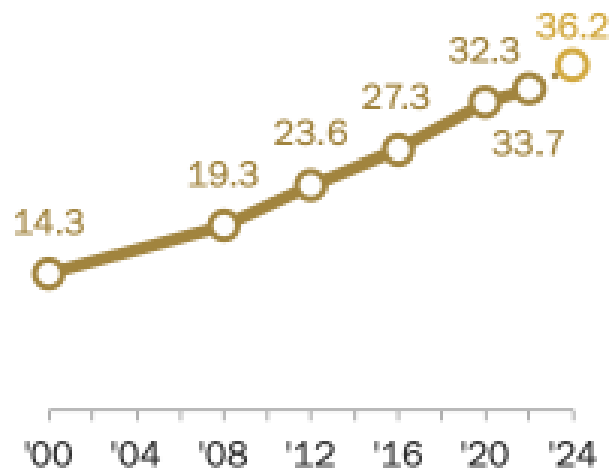
Source: Pew Research Center 2015 National Survey of Latinos (Oct. 21-Nov. 30, 2015) and survey of self-identified non-Hispanics with Hispanic ancestry or heritage only (Nov. 11, 2015-Feb. 7, 2016).

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

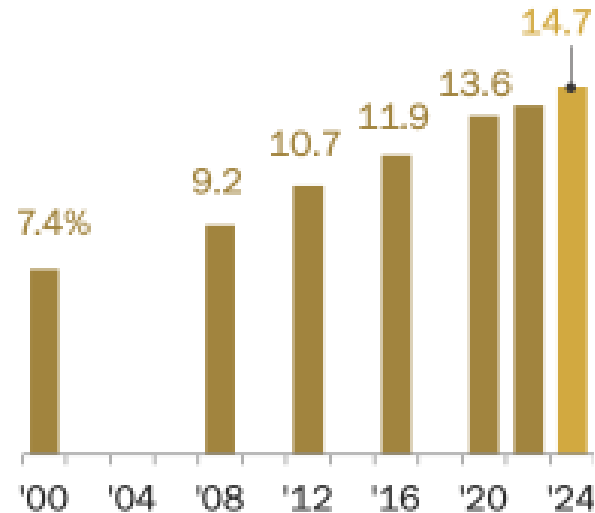
LATINOS AND THE 2024 PRESIDENTIAL ELECTION

Latinos are projected to make up 14.7% of U.S. eligible voters in 2024

U.S. eligible voters who are Latino, in millions



% of U.S. eligible voters who are Latino

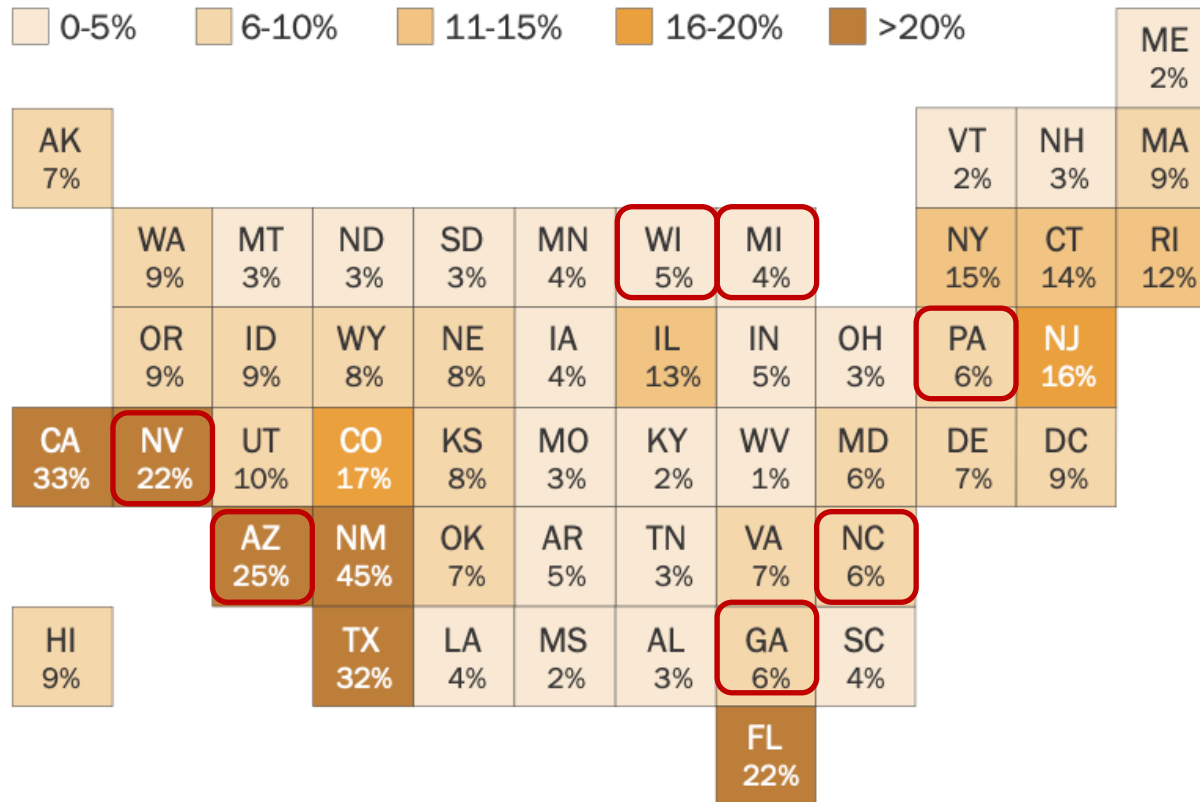


Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.

Source: Pew Research Center analysis of 2022, 2020, 2018, 2016, 2012 and 2008 American Community Surveys, and 2000 decennial census (IPUMS). Pew Research Center projection for Nov. 1, 2024.

NM, CA and TX have the highest shares of eligible voters who are Latino

% of eligible voters who are Latino by state, 2022



Note: Eligible voters are U.S. citizens ages 18 and older. Latinos are of any race.

Source: Pew Research Center analysis of 2022 American Community Survey (IPUMS).

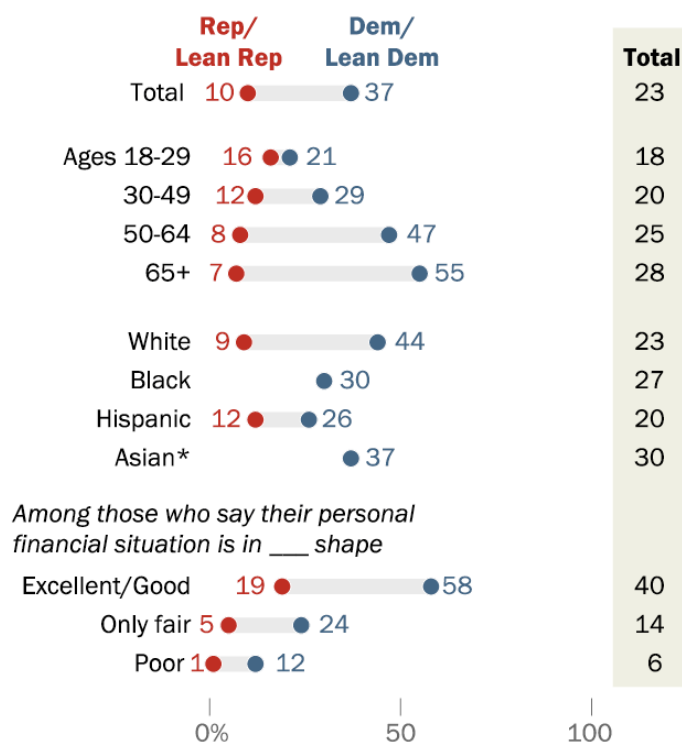
Top issues for Latinos in 2024

- Issues rates as very important to their vote for president this year.
- | Latino registered voters | All registered voters |
|------------------------------------|-----------------------|
| • 85% say the economy | 81% |
| • 71% health care | 65% |
| • 62% violent crime | 61% |
| • 62% gun policy | 56% |
| • 59% immigration | 61% |
| • 58% Supreme Court appointments | 63% |
| • 50% foreign policy | 62% |
| • 49% abortion | 51% |
| • 49% racial and ethnic inequality | 37% |
| • 45% climate change | 37% |

Source: Pew Research Center survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

Views of current economic conditions

% who say economic conditions in the country today are excellent/good



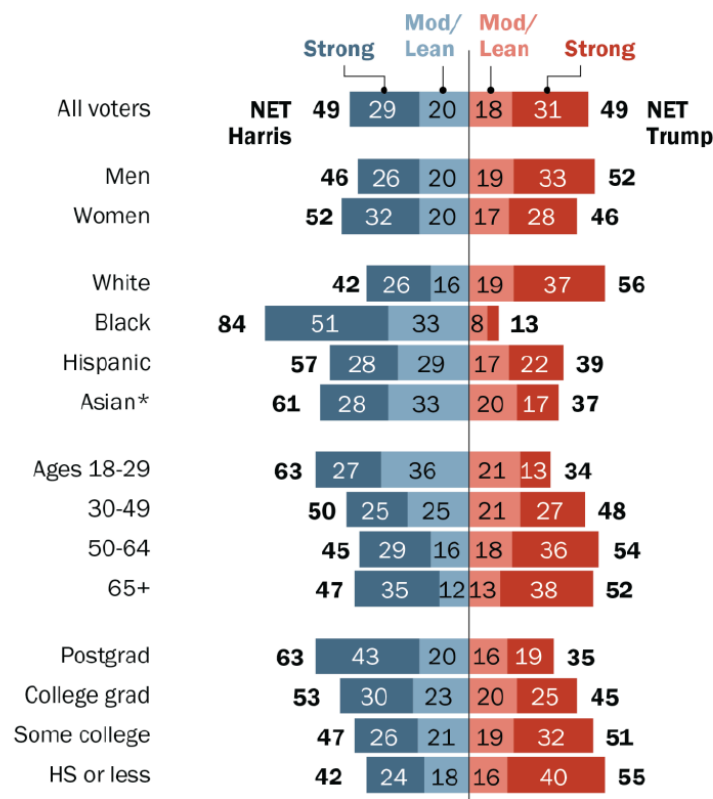
*Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Insufficient sample size to show results among Black and Asian Republicans.

Source: Survey of U.S. adults conducted May 13-19, 2024.

The presidential race September 2024

% of registered voters who say that if the 2024 presidential election were held today, they would vote for ...



* Estimates for Asian voters are representative of English speakers only.

Note: Based on registered voters. White, Black, and Asian voters include those who report being only one race and are not Hispanic. Hispanic voters are of any race. No answer responses are not shown.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

How do you use our data? Let us know.

Mark Hugo Lopez

Director of Race and Ethnicity Research

mlopez@pewresearch.org

Tanya Ardit

Senior Communications Manager

tarditi@pewresearch.org