

## Data Brief: Do Hispanic Americans Identify with “Latinx”?

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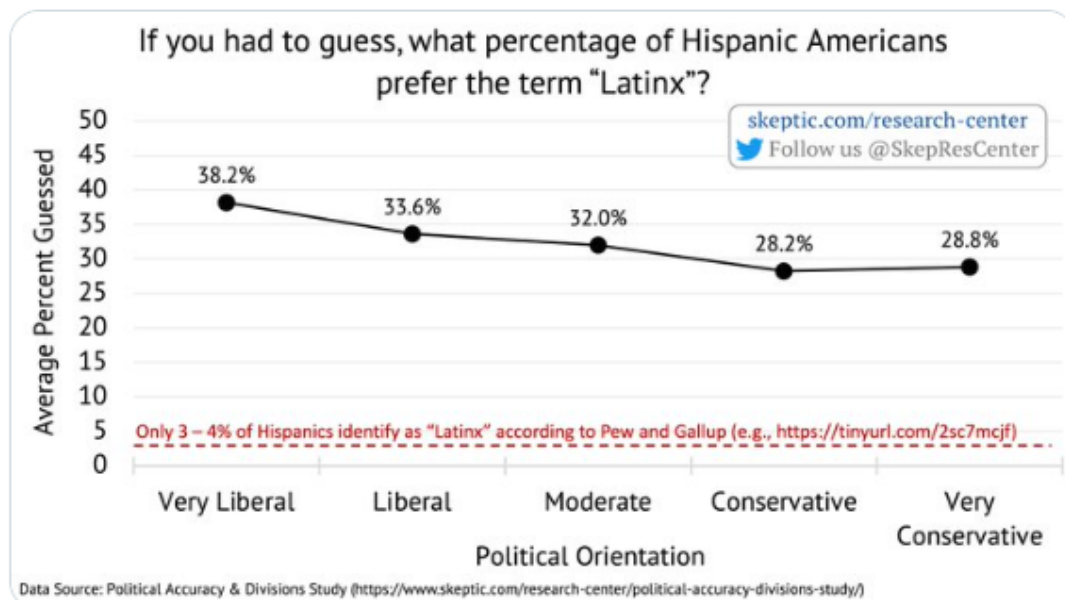
We asked over 3,000 Americans with different political orientations to guess the rate at which Hispanic Americans identify with the term "Latinx" (and plotted the actual % in red).

The term "Latinx" was unknown until around 2004, when it was introduced by, "queer communities on the internet who favored a non-binaristic gender-inclusive term." The UNC Distinguished Professor María DeGuzmán, for example, argues that "Latinx" is urgently needed and becoming more popular among Hispanics because the "civil rights movement... is being dismantled... the public sphere is being starved of resources and infrastructures by an authoritarian, hyper-capitalist order, and [because] so much life, human and nonhuman (flora and fauna), is eroding, collapsing, vanishing (unnaturally)," (DeGuzmán, 2017, pg. 216, 228).

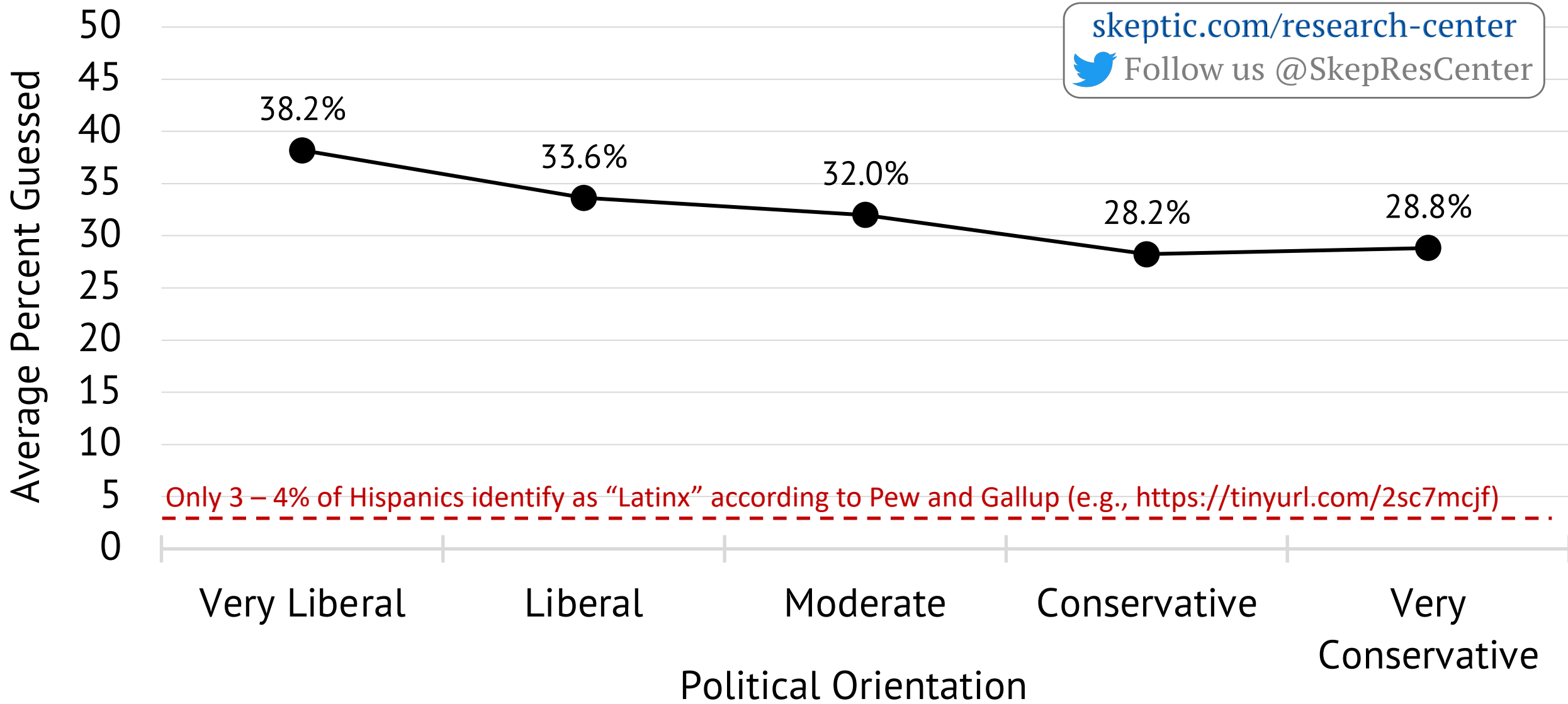
However, Gallup and Pew recently found that only 3-4% of Hispanics identify with this term.

Why are so many people wrong about the % of Hispanics identifying as Latinx?

DeGuzmán, M. (2017). Latinx; Estamos aquí!, or being “Latinx” at UNC-chapel hill. *Cultural dynamics*, 29(3), 214-230.



# If you had to guess, what percentage of Hispanic Americans prefer the term “Latinx”?



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