



# American Association for Public Opinion Research



# Summary

- Racial Identity is Complicated and Related to Political Attitudes
- Aggregate Comparisons Mask Important Nuance
- Measurement Strategy Matters
- Examples
  - Party ID by two approaches to measuring Hispanic in Two States
  - Florida
    - Party ID for Hispanic Respondents in Miami vs The Rest of the State
  - Arizona
    - Party ID for Hispanic Respondents by Mode

# Methodology

## Data

Global Strategy Group collected **17,639 interviews in Arizona and 12,071 interviews in Florida** of unique, voter file matched respondents between January 1, 2020 and January 1, 2022.

## Weighting

This data was weighted to a model of 2020 voters for each state

Estimates are **not** current estimates of PID within these populations because of the extended time frame

# Measuring Race & Ethnicity

Today, we use a combination of two questions to identify Hispanic respondents:

- Identified by selecting Hispanic/Latino on D300:

D300. What is your race?

1. Black/ African-American
2. White/ Caucasian
3. Hispanic/Latino
4. Asian-American
5. Native American
6. Other (**SPECIFY**)
7. Refused

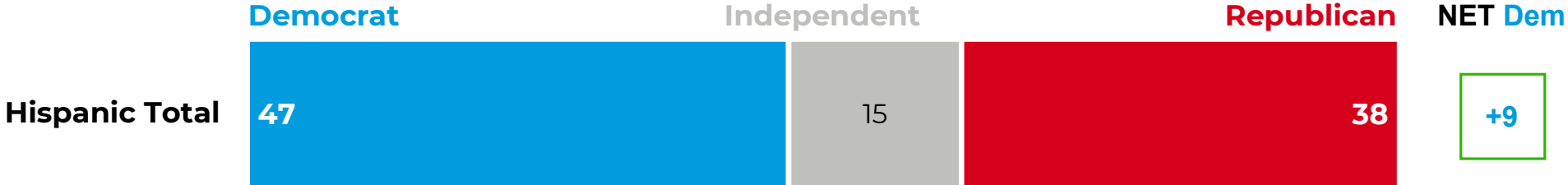
- Identified by selecting Hispanic/Latino on D300 OR Yes on D301 follow-up:

D301. Do you consider yourself a Hispanic/Latino, or Hispanic origin?

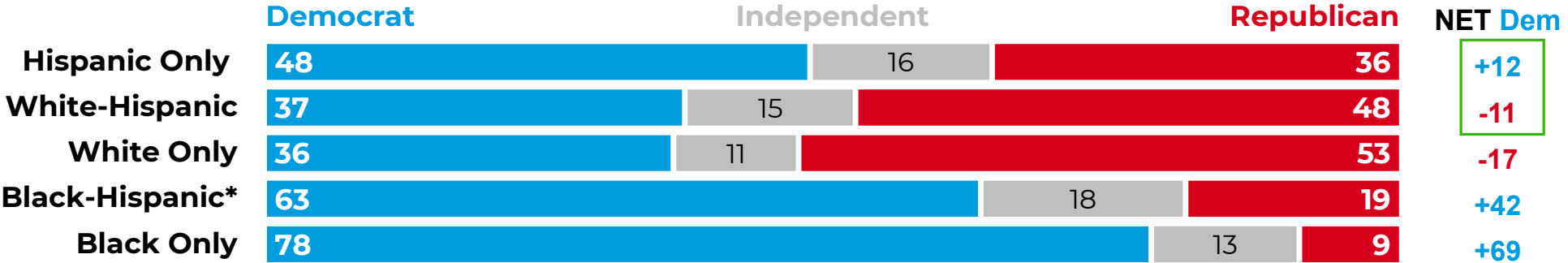
1. Yes
2. No
3. Refused

# Florida Hispanic Party Identification

Selecting Hispanic on Five Way Race (D300) OR Yes on Hispanic Follow-up (D301)

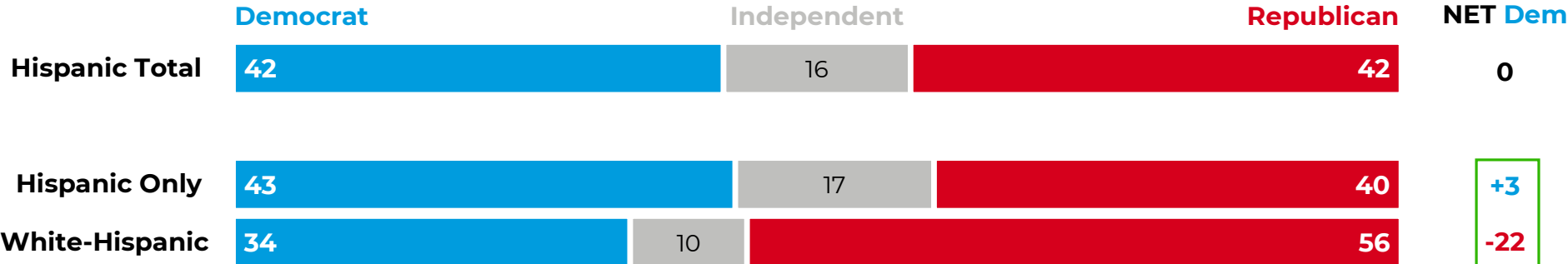


Five Way Race (D300) X Hispanic Follow-up (D301)

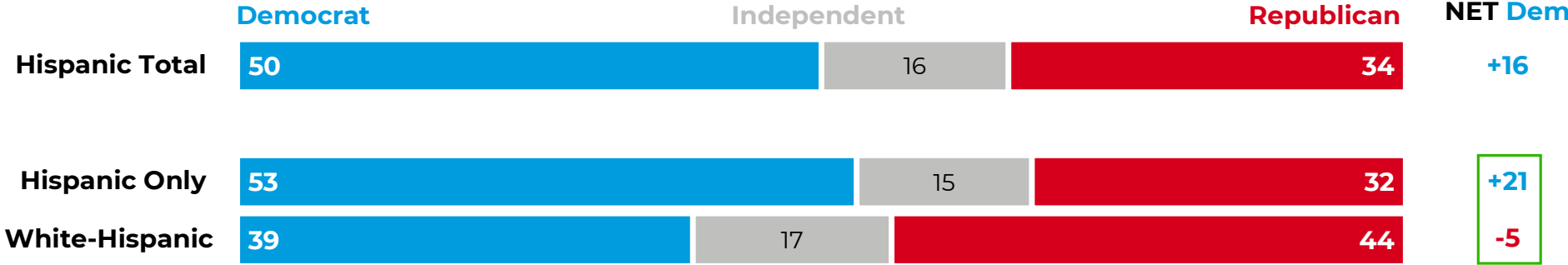


# Florida Hispanic Party Identification by Media Market

## Miami Media Market



## Rest of the State

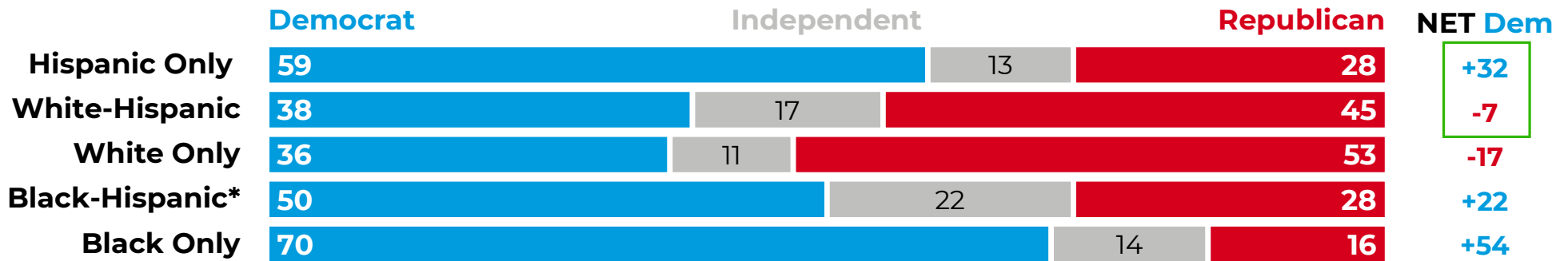


# Arizona Hispanic Party Identification

Selecting Hispanic on Five Way Race (D300) OR Yes on Hispanic Follow-up (D301)

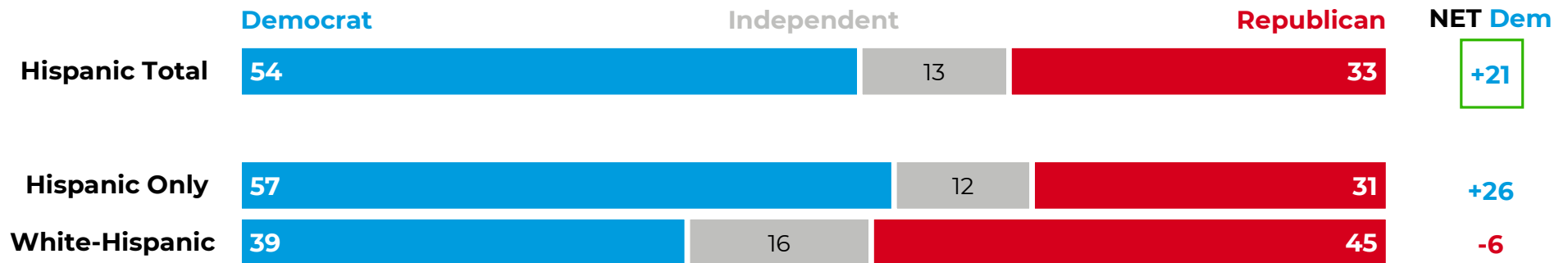


Five Way Race (D300) X Hispanic Follow-up (D301)

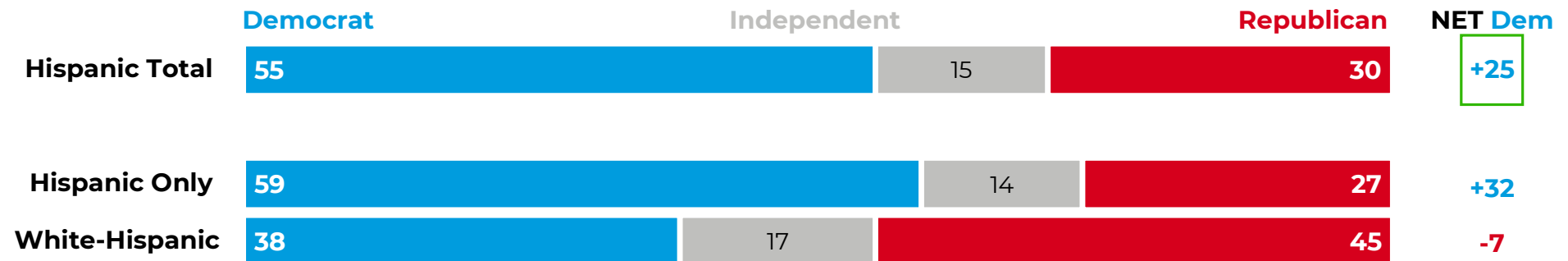


# Arizona Hispanic Party Identification by Mode

## Phone Only Interviews



## All Interviews





# Many Other Things Matter

- Other Questions
  - Country of Origin
  - Generations since Immigration
- Other Geographies
- Other Racial and Ethnic Identities

## What is GSG doing?

GSG has created a new version of our D300 question, where multi-racial respondents can select multiple punches to best self-identify.

- D301. Do you consider yourself a Hispanic/Latino, or Hispanic origin?
  1. Yes
  2. No
  3. Refused
  
- D300. What is your race?
  1. Black/ African-American
  2. White/ Caucasian
  3. Hispanic/Latino
  4. Asian/Asian-American
  5. Pacific Islander
  6. Native American/American Indian/Indigenous
  7. Middle Eastern/North African
  8. Other **(SPECIFY)**
  9. Refused

# Conclusions and Recommendations

- Consumers of Survey Data
  - How identity is measured affects comparisons both within and across groups
  - Surveys from different sources may measure race and ethnicity differently
- Survey Researchers
  - What matters and how it matters varies by geography, mode, etc.
  - Collect nuanced information on identity

The background of the slide is a vibrant blue with a complex, abstract pattern of diagonal stripes and overlapping bands of varying shades, from deep navy to bright cyan. The stripes create a sense of movement and depth.

# Thank You

**New York**

**Washington, DC**

**Hartford**

**Chicago**

**Denver**

**Seattle**