



Measuring Acculturation in the U.S. Hispanic Population

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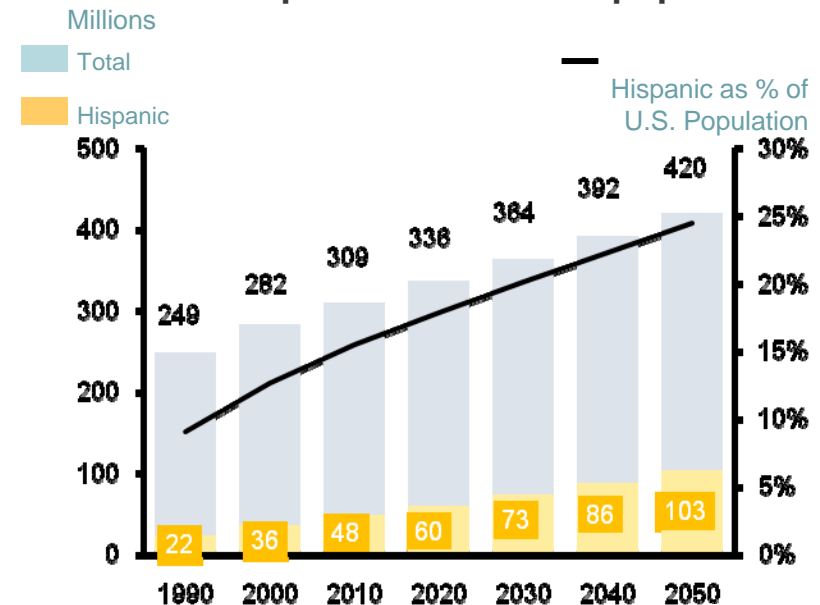
*2010 AAPOR, Chicago
May 14, 2010*

Hispanics in the U.S.

- Currently ~15% of U.S. population is Hispanic
- 2/3 of U.S. population growth is from U.S. immigrants and their 1st-generation children, and ~1/2 of immigrants to U.S. are Hispanic
- Growing to 30% by 2050

(U.S. Census Bureau)

Hispanic as % of U.S. population



(Selig Center for Economic Growth)

Acculturation

- Process by which individuals of one cultural group, typically a minority group, adapt or blend their culture of origin to the culture of another group
- Occurs over time with changes in attitudes, values, customs, beliefs and behaviors toward another culture

Unidimensional and Bidimensional Measures

- Unidimensional, e.g.:
 - Generation
 - Language spoken at home
 - Language proficiency
 - Years lived in U.S.
 - Citizenship
- Bidimensional, e.g.:
 - Bidimensional Acculturation Scale (BAS)
 - Language Use Subscale
 - Linguistic Proficiency Subscale (BAS/LP)
 - Electronic Media Subscale

Marín, Gerardo and Raymond Gamba. August 1996. A new measurement of acculturation for Hispanics: The Bidimensional Acculturation Scale for Hispanics (BAS). *Hispanic Journal of Behavioral Sciences*, 18(3): 297-316.

Two Research Questions

1. Precision in Measures

To what extent do various measures define meaningful subgroups of Hispanics, in that the survey responses of the more acculturated Hispanic subgroups are more similar to those of U.S.-born non-Hispanics?

2. Inclusion of Spanish-language Respondents

To what extent do survey results for Hispanics differ when the full range of Hispanics are sampled compared to when only English-language Hispanics are included?

Study Design

- Sample
- Surveys
- Data Collection

KnowledgePanel®

- Nationally representative, probability-based web panel
- RDD- and ABS-sourced sample
- Cell-phone-only household inclusion
- Non-Internet household inclusion
- KnowledgePanel LatinoSM
 - Statistically balanced sample of the national Hispanic population
 - ~4,700 English- and Spanish-language adult Hispanics

KnowledgePanel LatinoSM

Language Usage	<ul style="list-style-type: none">✓ Spanish and English✓ Language proficiency✓ Language spoken
Media Usage	<ul style="list-style-type: none">✓ Spanish and English✓ Broadcast and print
Demographics	<ul style="list-style-type: none">✓ Country of birth✓ Parents'/Grandparents' country of birth✓ # of years in the U.S. (combined with age to capture % of life spent in the U.S.)
Attitudes and Values	<ul style="list-style-type: none">✓ Cultural values and identity✓ Maintaining cultural values through generations✓ Family and kids✓ Life in the U.S.✓ Plans and Aspirations

Independent Variables

- Unidimensional measures
 - Generation status
 - Citizenship
 - Years living in the U.S.
- Bidimensional measure
 - Bidimensional Acculturation Scale for Hispanics (BAS), Linguistic Proficiency Subscale (BAS/LP)

(Marín and Gamba, 1996)

BAS: Linguistic Proficiency Scale

- How well do you speak English?
- How well do you read in English?
- How well do you understand television programs in English?
- How well do you understand radio programs in English?
- How well do you write in English?
- How well do you understand music in English?
- How well do you speak Spanish?
- How well do you read in Spanish?
- How well do you understand television programs in Spanish?
- How well do you understand radio programs in Spanish?
- How well do you write in Spanish?
- How well do you understand music in Spanish?

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Hispanic Subgroups

Generation	<ul style="list-style-type: none">✓ 1st generation American (foreign born)✓ 2nd generation American (U.S. born with foreign-born parents)✓ 3rd (or higher) generation American (U.S. born with U.S. born parents)
Citizenship	<ul style="list-style-type: none">✓ Not a citizen✓ Naturalized citizen✓ U.S.-born citizen
Years Living in the U.S.	<ul style="list-style-type: none">✓ 0 to 8 yrs✓ 9 to 17✓ 18+✓ U.S.-born citizen
BAS/LP	<ul style="list-style-type: none">✓ High on Hispanic domain only✓ High on both domains✓ High on non-Hispanic domain only

Dependent Variables

Survey Questions

Agree/Disagree Statements

So much of my time is spent working that I have very little time left for myself

I feel stressed most of the time

I live a healthy lifestyle

My family life is satisfying

I am looking forward to my retirement

I go out of my way to buy environmentally friendly products

Opinion Questions

Do you feel things in this country...are generally going in the right direction?

In general, how interested are you in politics and public affairs?

Compared to other developed countries— like Canada, France, Germany, or the United Kingdom, do you think the US health care system does a better or worse job of providing affordable healthcare to people like you?

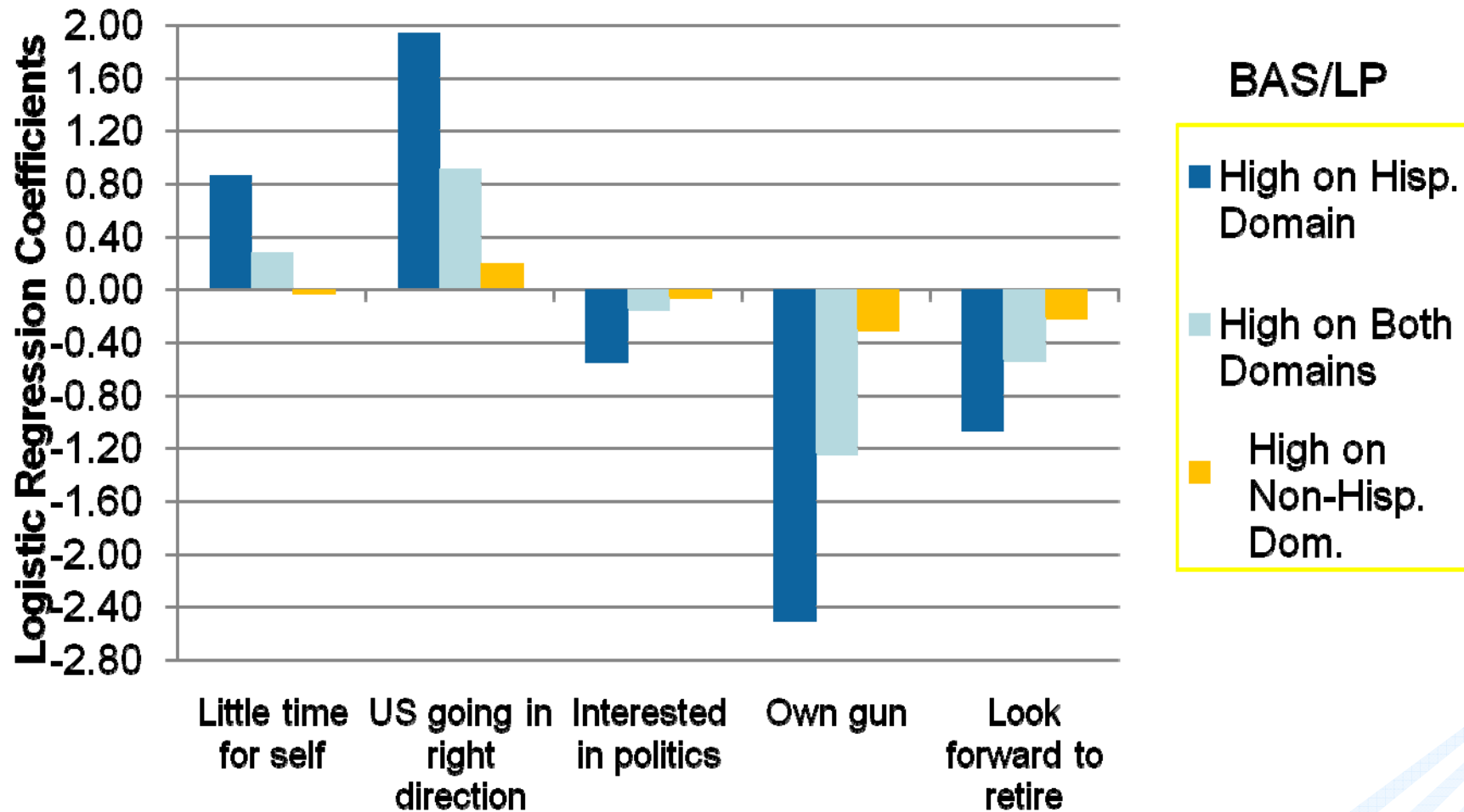
Household Characteristics

Do you happen to have in your home or garage any guns or revolvers?

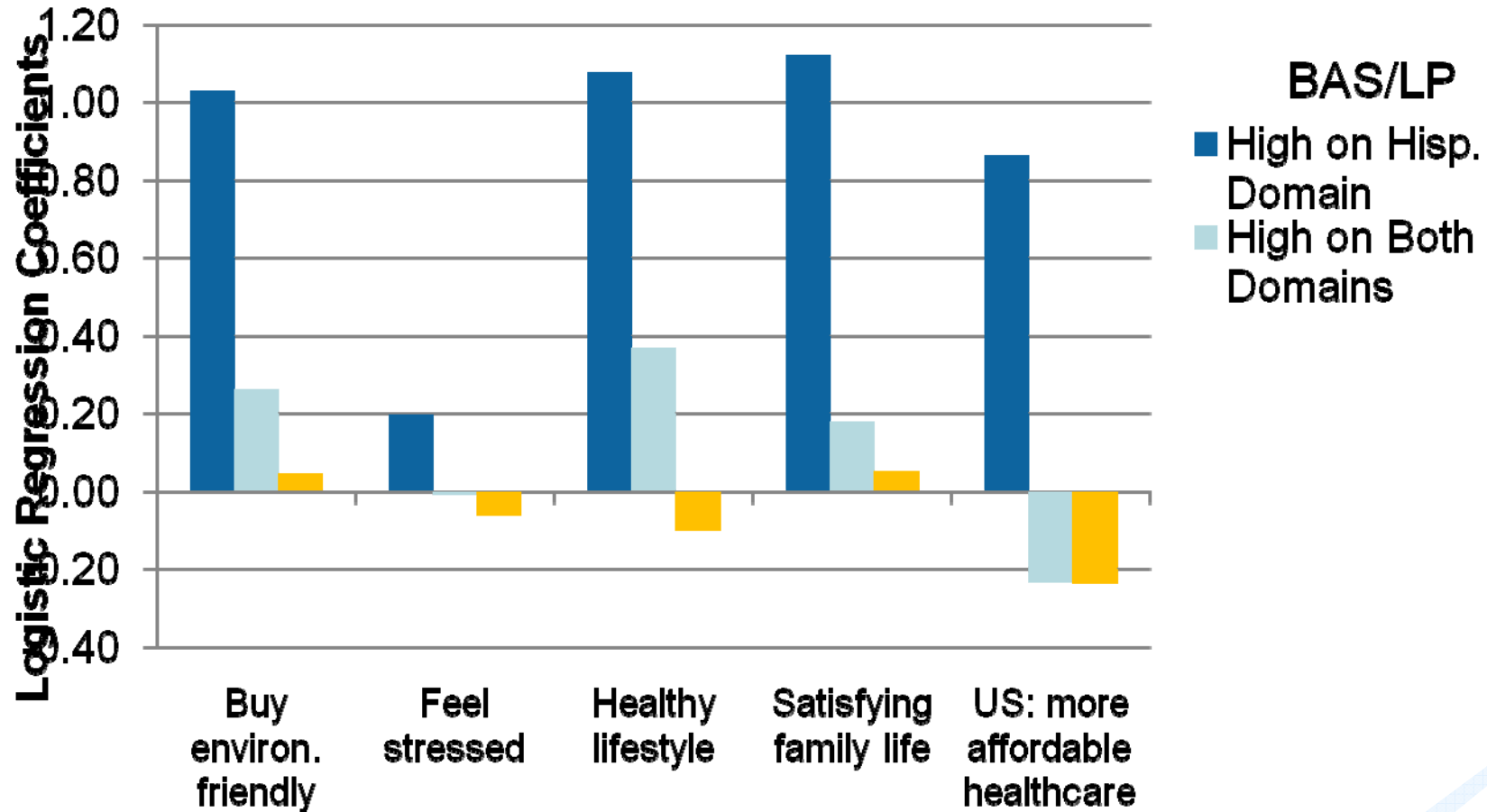
Analysis: Research Q.1 on Precision in Measures

- Logistic Regression
 - Separately for each independent variable with each dependent variable
 - Controlled for gender, age, education, region, metropolitan status, and Internet access
- T-tests for differences between Hispanic subgroups

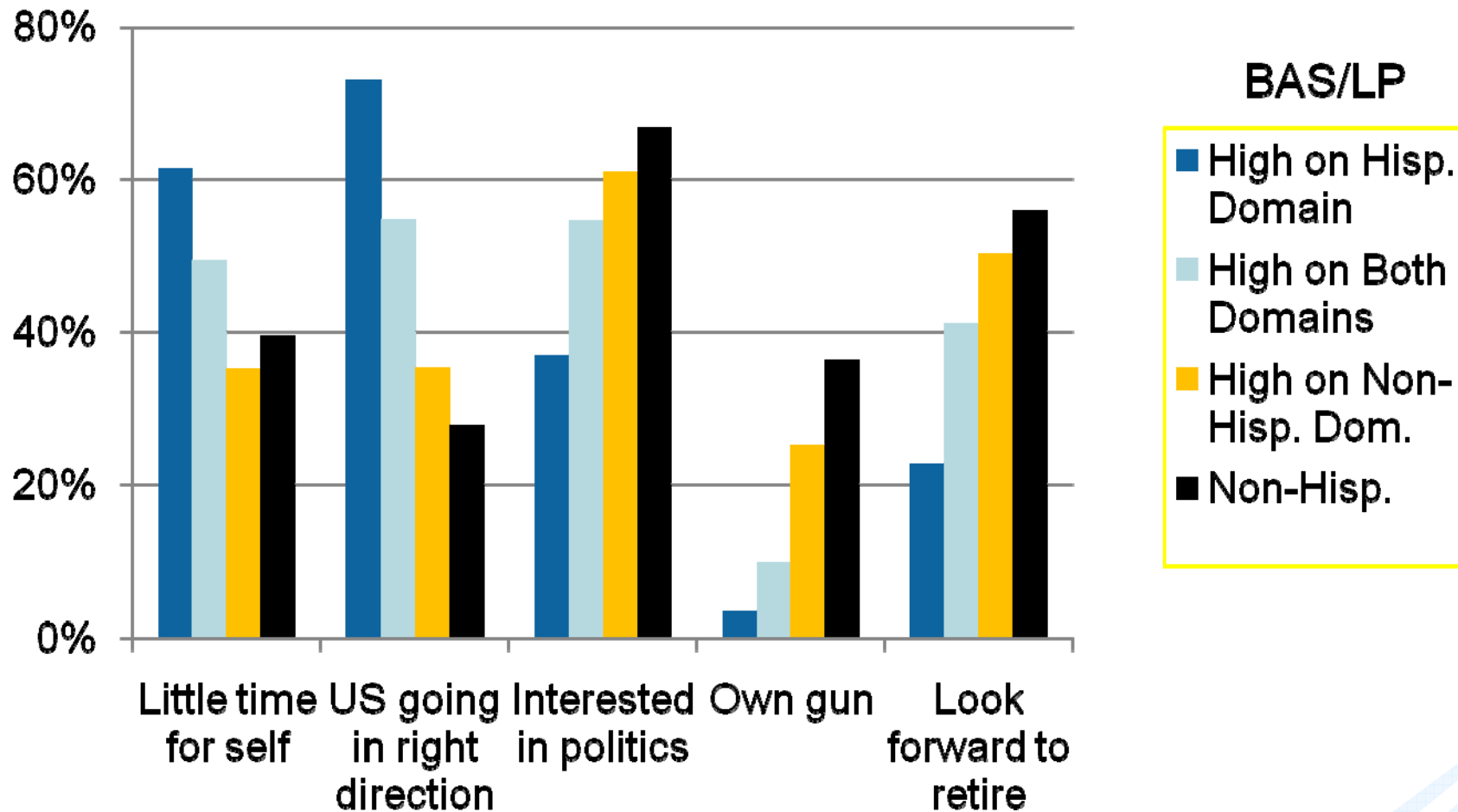
Responses from less acculturated Hispanic subgroups were more likely than those from more acculturated subgroups to differ from U.S.-born non-Hispanics' responses.



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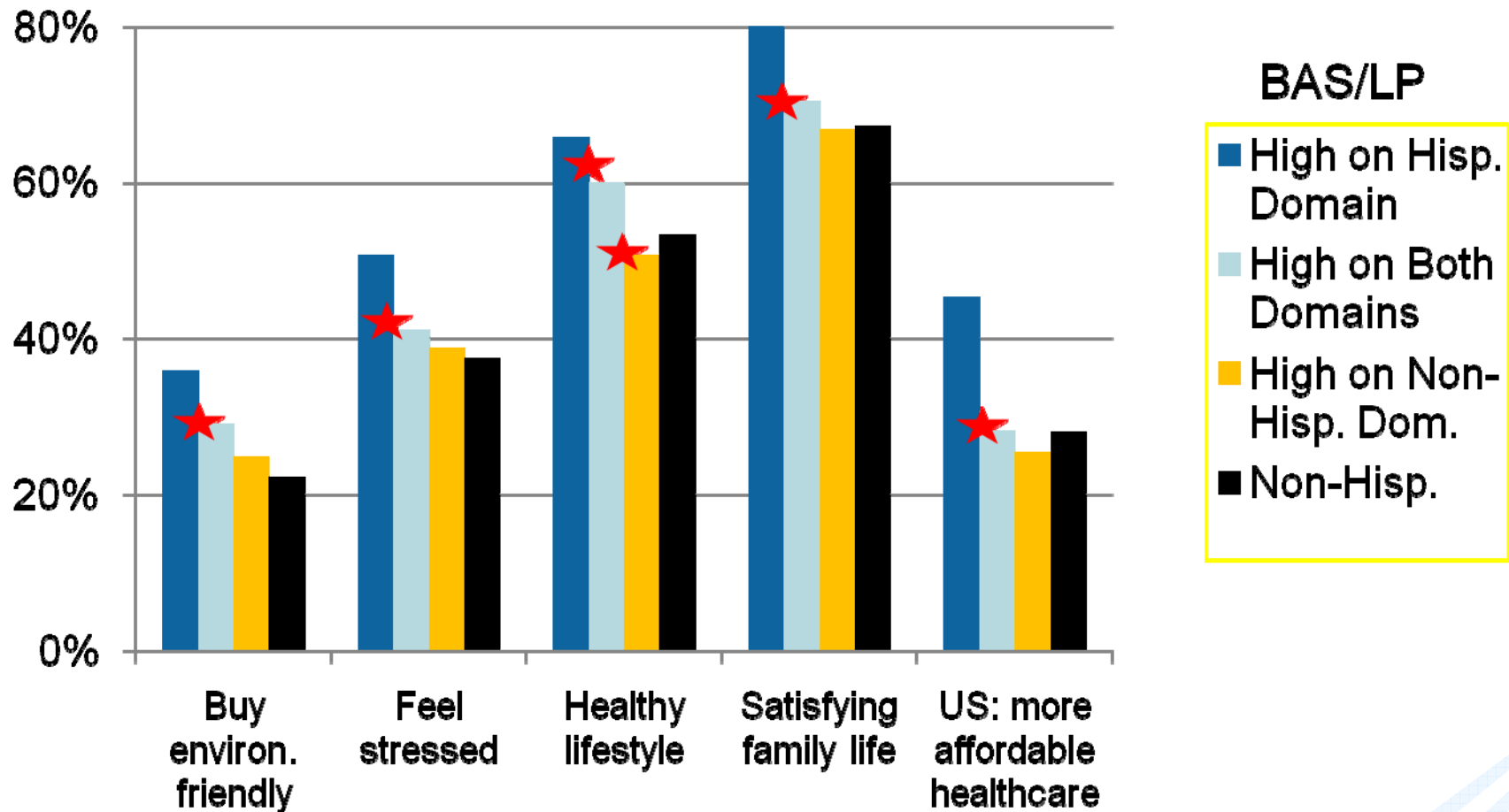


Responses from each Hispanic subgroup and from the next most acculturated subgroup differed for about half of the statements.



Differences between each subgroup and the next are significant at .05.

With the other statements/variables, only one or two Hispanic subgroups differed statistically from the next most acculturated subgroup.

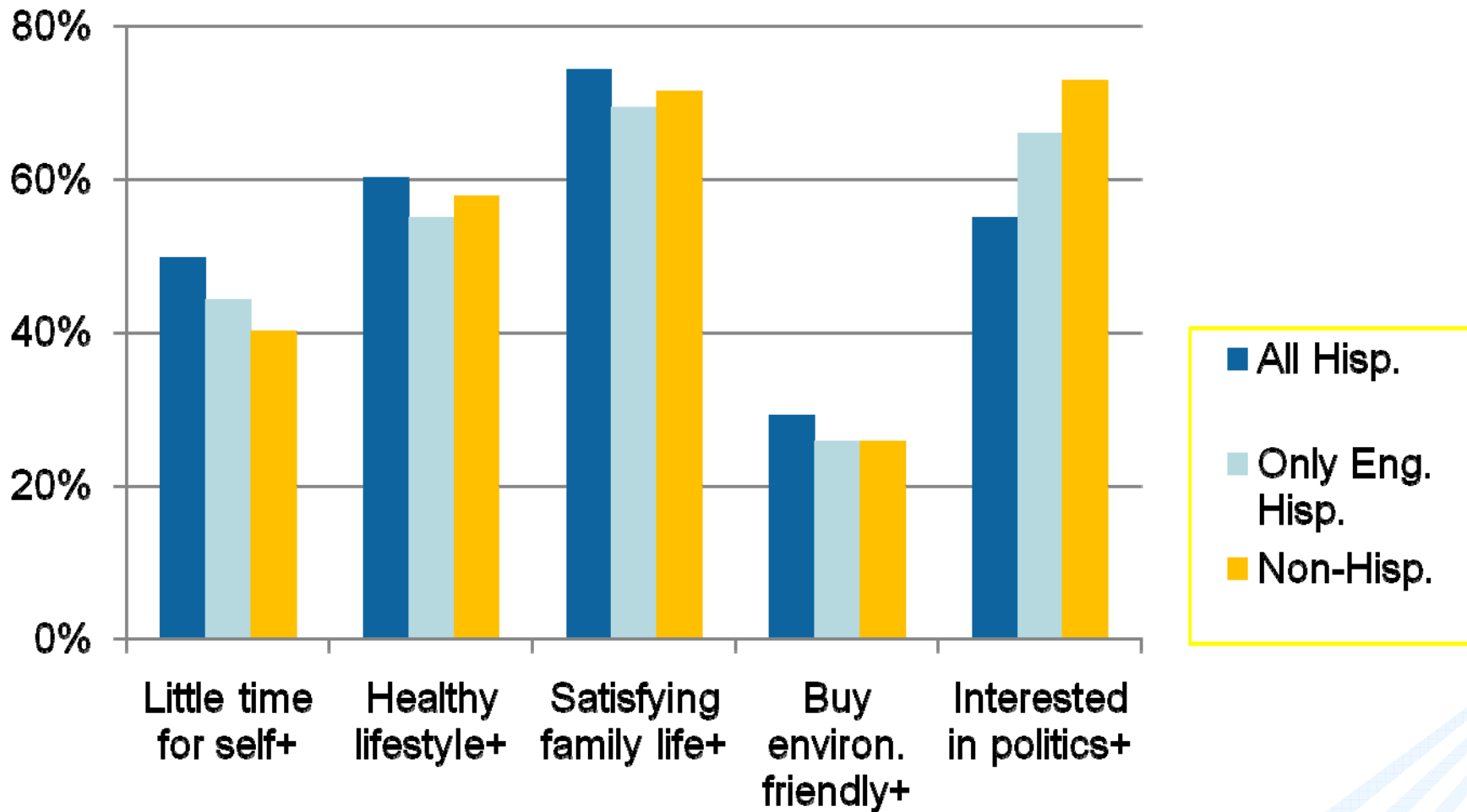


**Differences between each subgroup with red star and next subgroup are significant at .05.*

Analysis: Research Q.2 on Inclusion of Spanish-Language Respondents

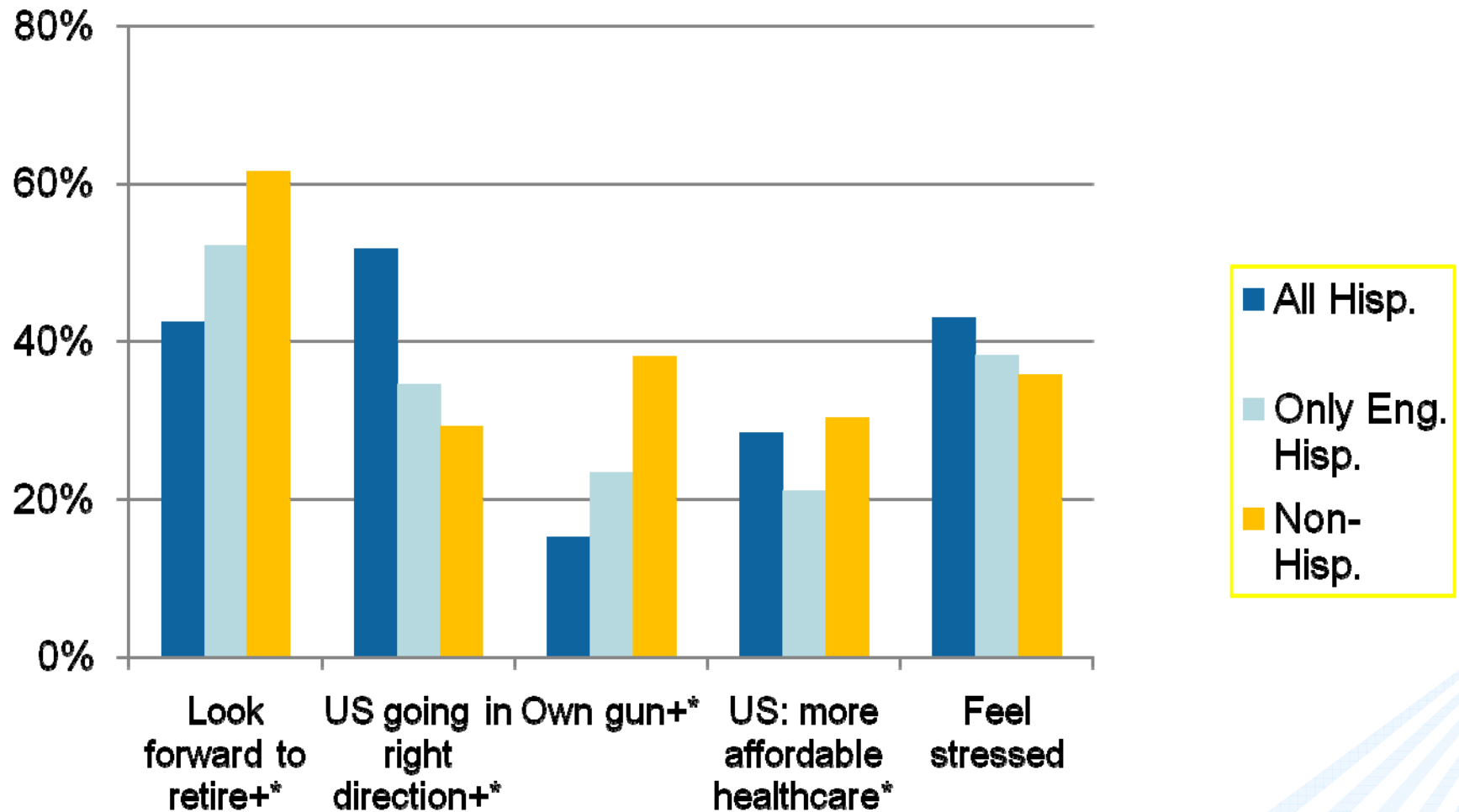
- 2 Sets of Logistic Regression
 - For each acculturation measure: Combined all Hispanic subgroups (English- and Spanish-lang. survey takers)
 - For each acculturation measure: Combined all Hispanic subgroups (only English-lang. survey takers)

Inclusion of Spanish-language Hispanics changes results when examining attitudes.



+ = Difference between all Hispanics and non-Hispanics is significant at .05.

Inclusion of Spanish-language Hispanics changes results when examining attitudes.



+ = Difference between all Hispanics and non-Hispanics is significant at .05.

* = Difference between Eng. lang. Hispanics and non-Hispanics is significant at .05.

Conclusions: Research Question 1

- Statistical differences were slightly more likely to be found with BAS/LP.
- Statistical differences were less likely to be found with Years Living in U.S.

Criteria	Generation	Citizenship	Yrs. in US	BAS/LP
Anticipated pattern: Greater differences found for non-Hispanic U.S.-born citizens with less acculturated subgroups than with more acculturated subgroups	8 of 10	10 of 10	3 of 10	10 of 10
Meaningful subgroups defined (i.e., subgroup's result differs from next most acculturated subgroup at .05 significance)	4 of 10	4 of 10	1 of 10	5 of 10

Conclusions: Research Question 2

- Including Spanish-language Hispanics made a difference in the results.

Summary

- Including both English- and Spanish-language survey takers makes a difference for obtaining accurate results that fully represent all Hispanics.
- Given the anticipated growth in the proportion of Hispanics in the U.S., the need to sample from the entire spectrum of Hispanics will become more critical.
- Both bidimensional and some (but not all) unidimensional variables can successfully capture distinctions among the views of Hispanics in different acculturation subgroups, though the bidimensional BAS/LP measure appears slightly more capable of doing so for the items used in this study.
- Further research examining the views of different subgroups of Hispanics on a range of topics will shed more light on the relative usefulness of measures in defining meaningful subgroups of Hispanics.

Thank You for Attending For More Information

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