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## Assessing Latinx Colorism and Skin Tone Dating Preferences in Adults

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## **Introduction**

The U.S Census Bureau counted approximately 58.9 million Latinx<sup>1</sup> people in the United States as of July 1, 2017. The Latinx population (comprised of people of Hispanic/Latin American/Spanish-speaking origins) is the largest growing group at 18.1 percent of the nation's population. (U.S. Census Bureau, 2018) One concept that is under-explored among Latinx populations is that of colorism. For this research study, colorism refers to the bias or discrimination that darker-skinned individual's experience, and the favoring of lighter skin. (Golash-Boza, 2015) While research on colorism is abundant in African American and Black populations, research on the topic among the Latinx people is less prevalent. Skin color and tone have been seen to affect one's mental health, self-esteem, income, education level, and perceptions of others. (Hunter, 2002) This is due to the way people of color are treated and the persistent prejudices they encounter. However, skin tone has not been looked at in terms of affecting potential dating and marriage partners. Researchers have shown that endogamy-marriage within one's own racial or ethnic group is common in the Latinx population. (Vasquez, 2015) However, there is also little research on the influence of friends and parents on an individual's dating preferences involving skin color. The main purpose of this research is to investigate the concept of colorism and the influences of social groups on Latinx adults' self-perceived skin color and their skin color preferences. I looked at the social group dynamics to understand friend influences on dating preferences. Because of past research (Golash-Boza, 2015), I anticipated that parent influence will be significant for this research.

## **Colorism**

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<sup>1</sup> Latinx is a gender-neutral term to identify any individuals with Latin American or Hispanic backgrounds.

Colorism is a global occurrence with a long history that is displayed in different ways around the world. (Golash-Boza, 2015) Colorism is often connected to racism but occurs exclusively within non-white communities of color; it refers to the hierarchy of skin color and tone, where lighter skin is viewed as superior. (Alvarez, 2019; Hiplatina, 2018; Hunter, 2002) Dating back to European colonization, when Europeans such as Columbus and Cortez took over other countries, Europeans valued having lighter skin to differentiate themselves from the darker indigenous natives. Therefore, many groups judge themselves based on a comparison to whiteness or lack thereof, and these skin color hierarchies are significant to privileges because they continue to affect people of color. (Hunter, 2002) Previous colonialism studies have analyzed the impact of industrialized: predominantly white countries taking over other non-industrialized countries where indigenous populations may not be white. This research address the implementation of policies on skin color classification in Latin American, and other indigenous populations. This is significant because there are differences in income, education, and segregation within living environments, as well as in other areas based on skin tone. (Hunter, 2002) In Latin America, skin-color hierarchies have existed for centuries. (Golash-Boza, 2015) This can all be dated back to when Latin America was part of the Spanish colonies when they developed a system called *castas*, a system that would determine your social and legal status based on ancestry. (Golash-Boza, 2015) While this system divided people into categories based on ancestry and not skin color, the physical traits of Spanish ancestry resulted in lighter skin preferences and more status. (Golash-Boza, 2015) The *castas* remained over time and developed into a skin color hierarchy, where preference for lighter skin colors has been internalized and ideals passed down through generations. In Latin America, these *castas* are no longer in place, but the inequalities are still persistent. (Golash-Boza, 2015) Darker skin tones are allegedly seen

more negatively than lighter skin tones. Studies on skin color have shown that brownness and blackness have been associated with terms like slothfulness or ugliness, while whiteness was associated with courtesy, astuteness, and attractiveness. (Quiros & Dawson, 2013, Hunter, 2002) These kinds of judgments are closely associated with internal stereotypes. (Landor & Halpern, 2016) In evaluating the history of how stereotypes and biases are formed, there seems to be a focus on the physical appearance and attributes of different racial/ethnic groups. Scholars have found that skin color is associated with the perception of self-worth and attractiveness. (Thompson & Keith, 2001; Cash & Duncan 1984) People with lighter skin tones are more likely to marry sooner and people commonly prefer partners with lighter skin tones. (Landor & Halpern, 2016)

### **Dating and Endogamy**

Racism, colorism, and dating preferences have always been interconnected. As observed by Aoki (2002, pp. 589), “Darwin believed that racial differences in skin color were caused by sexual selection.” However, throughout history societies have also selected against skin: people have been treated differently due to the color of their skin. Individuals with lighter skin tones did not have the same experiences and interactions as people of darker to medium skin tones. With this segregation across different cultures, people of darker skin tone have had more physically straining and lower-paying jobs and lower status in society than those of lighter skin tone. To prevent mixed-race children from being born, segregation became common. Historically the United States had laws preventing racial mixing to protect whiteness. (Vasquez 2015) Low intermarriage—marriage between people of different racial or ethnic groups—rates are a problem because they normalize single-race families and make mixed families seem unusual, (Vasquez, 2015) and skin colors have been correlated to dating preferences. (Stephens,

Fernández, & Richman, 2012) Latinx families have been found to have great influence over their children's dating preferences, and skin color is a value in interpersonal relationships. (Stephens, Fernández & Richman, 2012) Studies have shown that Latinx parents influence their children's close relationships, especially when it comes to dating and marriage. (Stephens, Fernandez, & Richman, 2019) Vasquez (2015) addresses how endogamy, or intragroup marriage, is a common occurrence in the United States. This is because legal and social practices have kept society racially divided. Intragroup relations are common in 87 percent of the United States, meaning that individuals tend to marry "within their own racial category." (Vasquez 2015, pp 456, Landor, & Halpern, 2016) It is unclear if lighter skin colors or darker skin colors in the Latinx population also results in faster-occurring but still lower numbers of mixed marriages. On the other hand, Garcia (2015) states that Latinos make up 26 percent of interracial—different racial and ethnic groups—marriages as of 2010. O'Brien (2008) classifies Latinos in the US into the "racial middle," where Latinos are "not black" but not accepted as "white" either. (Marriage rates of Latinos are closely compared to those of white women. (Garcia, 2015)) The Latinx population, however, has higher interracial marriage rates than Black populations (Garcia, 2015). Since Latinos are in the middle, they tend to have more contact with whites, which has led to higher intermarriage rates between whites and Latinos than blacks and Latinos. (O'Brien, 2008) In Latin America, individuals deliberately chose romantic partners who have light skin, hoping that their children will be lighter and have a better social status. (Golash-Boza, 2015) In Latin America people called this strategy *mejorando la raza* or "improving the race." (Sue, 2009) This means that a Latin American or Latinx may marry someone darker than them but might still favor light skin colors. This is significant because as

part of the racial middle in the US, this would predict if Latinos assimilate through marriages into “whites,” or if they become part of the “black” category or any other group. (Vasquez, 2015)

### **Parent and Friends Influences**

Skin color is the most noticeable physical feature, which is why the construction of race and ethnicity has developed. Not only does skin color create labels but it has also led to characteristic classifications within race and ethnicity groups. (Dasgupta, Banaji, & Abelson, 1999; Henderson, 2009) In the United States, two out of five people reported that they would not be content if a family member married someone of a different race (.Lehmiller et al., 2014) If someone important, such as a friend or parent, dislikes the person you like it creates tension. Social group perceptions influence intergroup occurrences such as stereotyping and prejudice. (Dasgupta, Banaji, & Abelson, 1999) Even if individuals are not aware of it, influence from the social groups might affect how they view others, rspecially because young adults tend to develop their interest in their partners from peer networks. (Seffrin et al., 2009) These peer groups create a support system and connections that could potentially lead to future relationships. (Friedlander et al., 2007) Overall, research has shown that social groups greatly influence one's beliefs and support of stereotypes. (Dasgupta, Banaji, & Abelson, 1999)

### **Purpose**

This research study explores colorism among Latinx adults in terms of their self-perceptions, dating preferences, and influences from family and friends. It is important because it can provide more research on the Latinx community’s intragroup relationships and systemic racism more broadly. By researching skin color, we can help people understand the population’s struggles. Colorism is influenced by western ideals and by analyzing values that impact

underrepresented groups, thus we should find influences that explain why the prevalence of colorism within the population is predominant. Research has shown that there might be a connection between an individual's skin color self-perception and the skin color of partner preferences within the African-American population. (Cosbert, 2019) While some research does touch on skin color dating preferences, I wanted to further investigate how this basis is manifesting and is influenced. My findings contribute to the understanding of why Latinx marriages are closer to the rates of lighter skin individuals (Vasquez, 2015), and it provides additional research on colorism and in-group biases. It is unique because it focuses on the participant's skin perception and its connection to seeking a partner.

## **Methods**

To address my research questions, I conducted a quantitative study among self-identifying Latinx individuals ages 18 and over. I created a survey to find the correlation between the participants' perceived skin color and their views about skin color as well as dating preferences by skin tone. The survey was conducted via Qualtrics and was distributed electronically across a mid-sized college campus in March 2020. After participants read the informed consent form, the survey asked demographic questions including age, gender identity, education, and other background questions. (Appendix B) The survey then asked questions about skin tone perceptions and feelings, dating preferences by skin tone, and how the participants' parents and friends influence impact participants' dating preferences. These questions can be found in Appendix C.

In this study, I also used the In-Group Colorism Scale that was developed by Richard D. Harvey, Rachel E. Tennial, and Kira Hudson Banks in their study of African Americans. (2017) It assesses five different areas: self-concept, attraction, affiliation, upward mobility, and

impression formation. Self-concept refers to the grade by which a person finds their skin color significant to the way they assess themselves. The attraction is the grade by which one finds their skin color attractive. Affiliation is the desire to associate and socialize with others centered on skin color. Upward mobility determines how one's skin color experiences create or hinder opportunities and shape their life and social status. Impression formation of skin color is associated with characteristics associated with a person or people. (Canada, 2017; Harvey, Tennial, & Hudson Banks, K. 2017) I found this scale to be more useful since it includes questions that encompass attraction and perceived skin color. Participants completed the In-Group Colorism Scale, which consists of twenty questions. These twenty questions used the Likert scale to assess Self-Concept, Impression Formation, Affiliation, Attraction, and Upward Mobility. This scale can be found in appendix D, and examples of questions include “My skin tone is an important part of my self-concept” and “Dark-skinned people are more difficult to work with.” I chose this scale specifically because it covered other areas that can shape the perception of an individual's skin color.

The surveys also asked participants to choose their perceived skin color from the Princeton University PERLA Color Palette. (Appendix E) The skin color chart has a total of eleven skin color tones. The reason I used this scale is that it is more inclusive of different skin colors and multiple ethnicities than scales I found used in other studies. The Latinx population is a community where skin color varies and may include multiple ethnicities. The palette was numbered 1 through 11 and participants were able to choose the skin color that closely resembled them. The palette was broken into three categories of Light (1-3), Medium (4-7), and Dark (8-11).



For this study, I used Qualtrics for frequency analysis of my results. I used SPSS to do the statistical analyses for the In-Group Colorism Scale. I also looked at whether the individual friend group and parent's influence impacted dating preferences. Other variables of interest that could potentially be relevant are gender identity, age, and education level.

## **Sample**

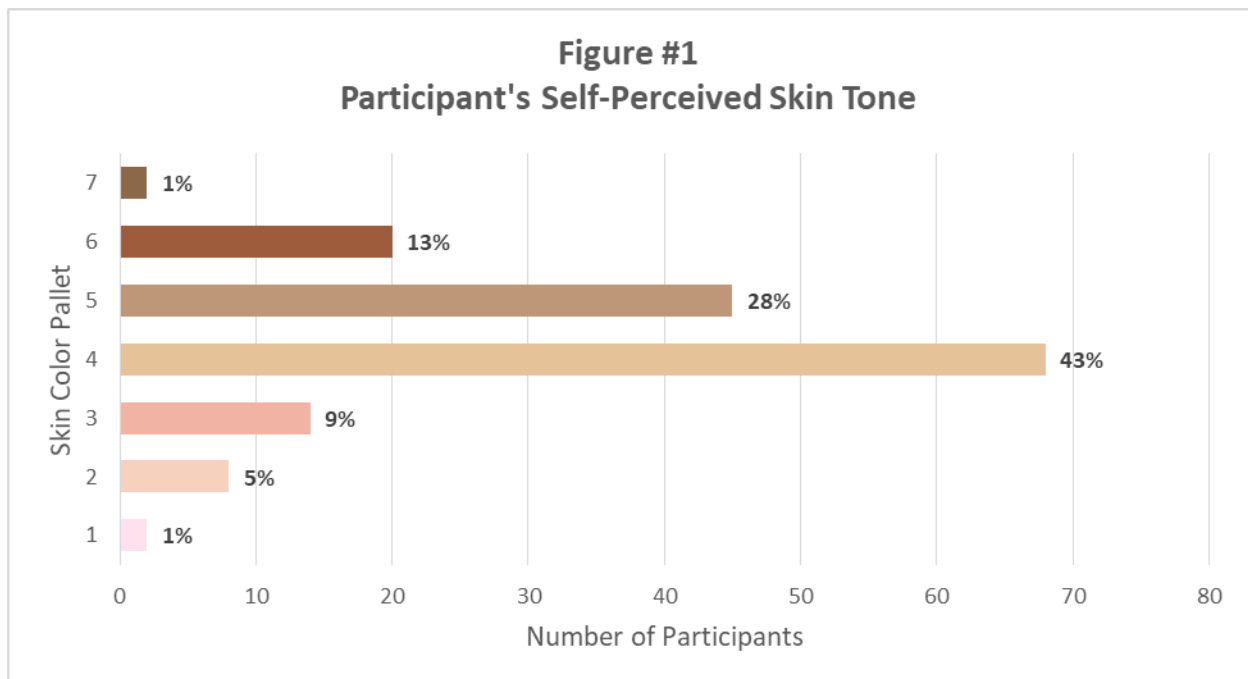
The survey sample is comprised of Latinx adults. Participants were not required to be college students or to be attending the University of Northern Colorado (UNC). Given that I am a UNC student, I used my connections in different departments and groups around campus to recruit participants. I recruited additional participants via social media and personal social connections.

For this study, 145 participants completed the survey. From the sample, 81% were young adults between the ages of 18 to 25 years old and the remaining 19% were ages 27-46 years old. The majority of participants identified as females (82%), with 16% of our sample identifying as male. The remaining 2% identified as genderqueer/gender nonconforming or as other. 87% of our participants were born in the United States while 13% were not. All of the participants had some kind of educational background. Most of our participants said they had taken some college (45%), while 12% of them had an Associate degree and 26% had a Bachelor's degree. 6% of our sample had completed high school, but had no college experience. The rest of our participants had done postgraduate work: 11% had a Master's and 1% had a doctoral degree. When I asked the participants what ethnicities with the Latinx identity they identified with, 80% reported they identified as Mexican. For this question participants were able to report more than one ethnicity, which resulted in 4% Puerto Rican, 4% Spaniards, and 1% to 2% in the ethnicities Cuban, Salvadorian, Dominican, Guatemalan, Colombian, Ecuadorian, Peruvian, Panamanian,

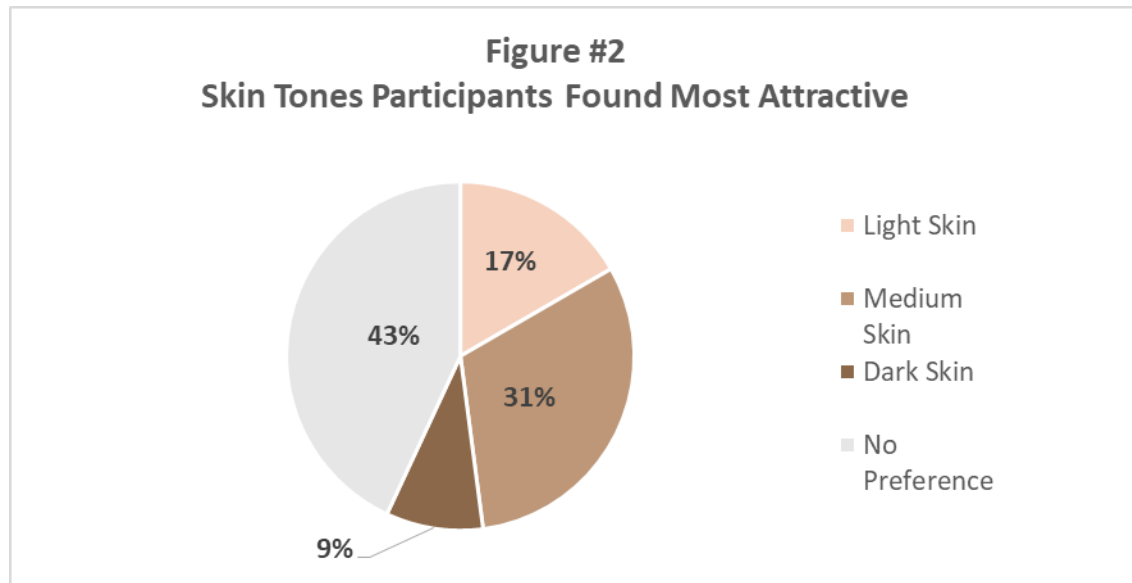
Nicaraguan, Venezuelan, Brazilian and Other. In summary, the sample is largely female, U.S.-born, educated at or above some college, and Mexican.

## Results

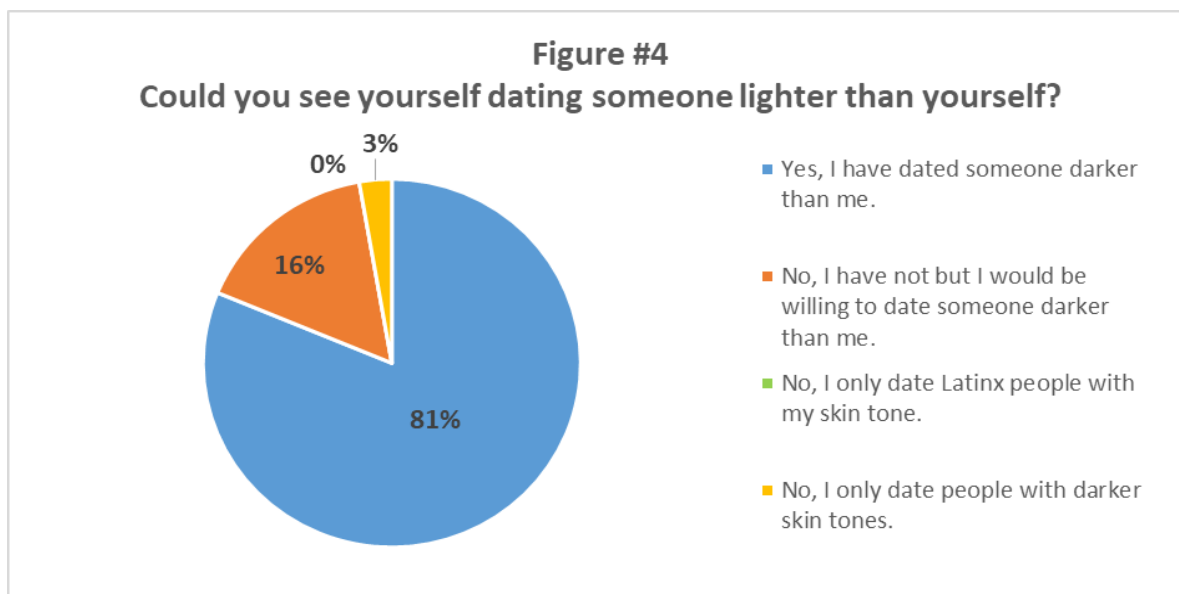
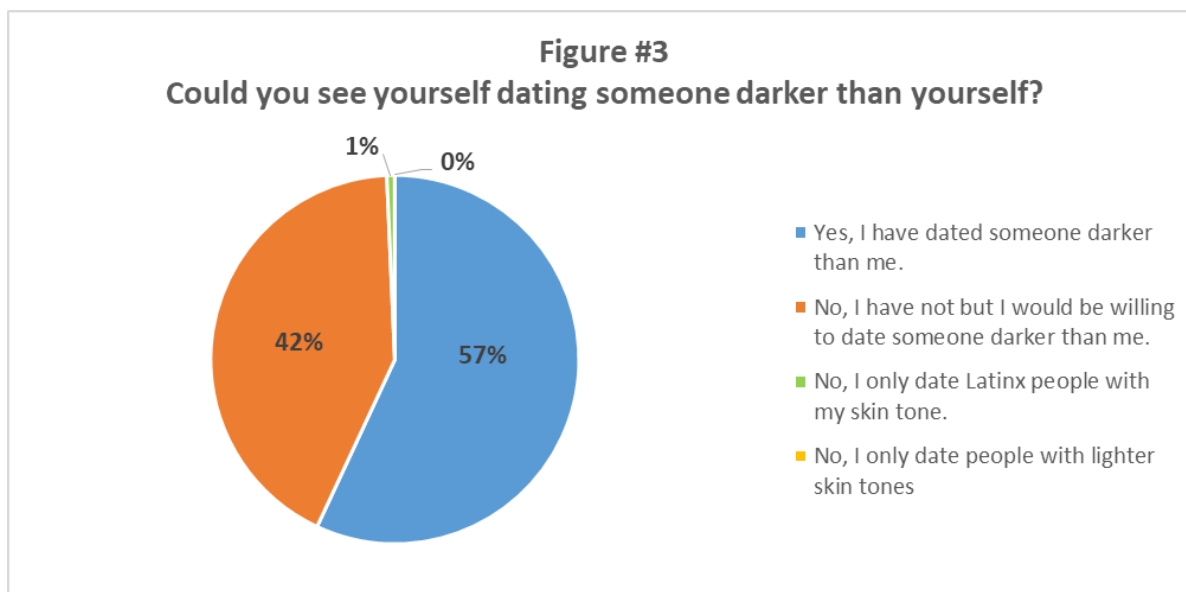
To evaluate the results of this study, it is important to remember the research questions. The first question is about the perception and preferences of a potential partner’s skin color. To assess this question, I looked at the participant’s self-perceived skin tone and the questions that were about attractiveness. From our three categories in the PERLA color palette, participants identified only in the light skin and the medium skin tones. Out of the 165 participants, only 160 responses were recorded for the question “What is your self-perceived skin tone?” There were a total of 15% who identified as light skin tone. 85% identified as medium skin, with the majority choosing skin tone #4 of the pallet chart (See Figure 1). What was surprising was that 0% identified in the dark skin tone.



The next question I looked at was the skin color tone participants found most attractive. For this question 145 out of 165 responded. The majority, at 43%, said they have no preference. 31% found medium skin tone more attractive, while 17% said they found a lighter skin tone more attractive. Only 9% of survey respondents said they were more attracted to darker skin tone (See Figure 2).

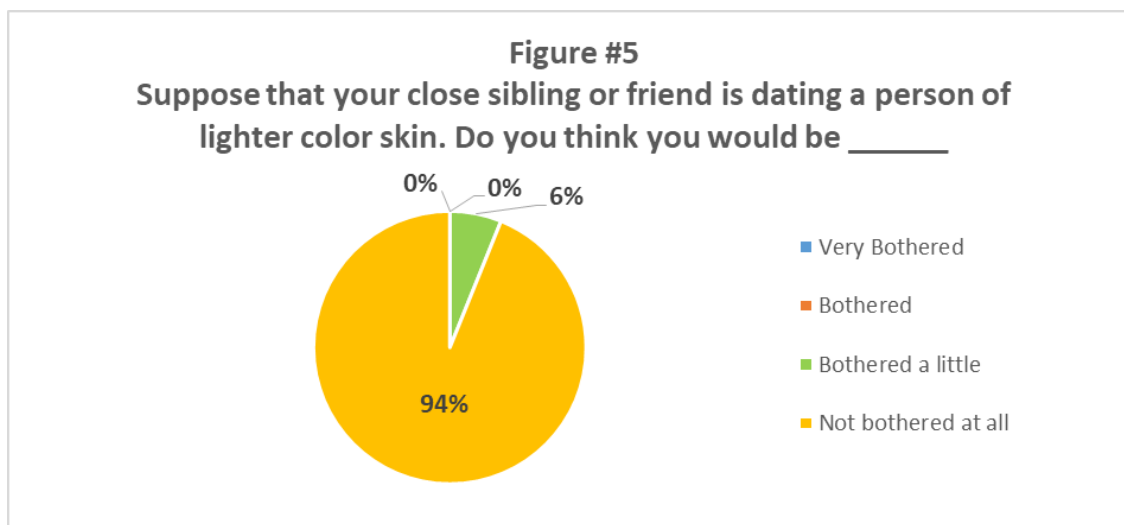
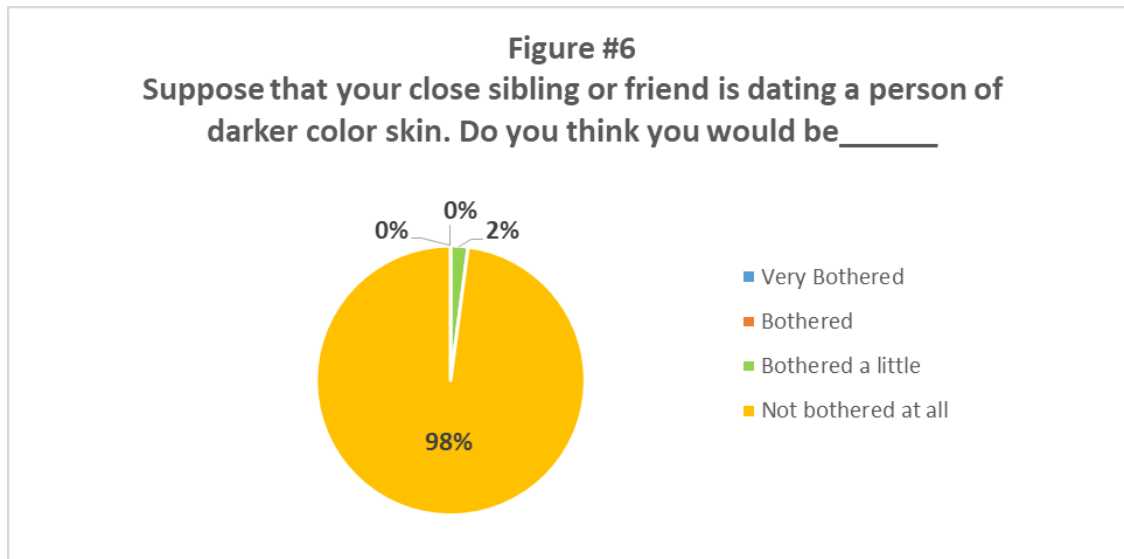


For the question, “Could you see yourself dating someone darker than yourself?” 145 out of 160 responded. (See Figure 3) 57% said they had dated someone darker than themselves and 42% said they had not but would be willing to date someone darker than themselves. By comparison, 81% responded that they had dated someone lighter than themselves. (See Figure 4) 16% answered that they had not but would be willing to date someone lighter than themselves.

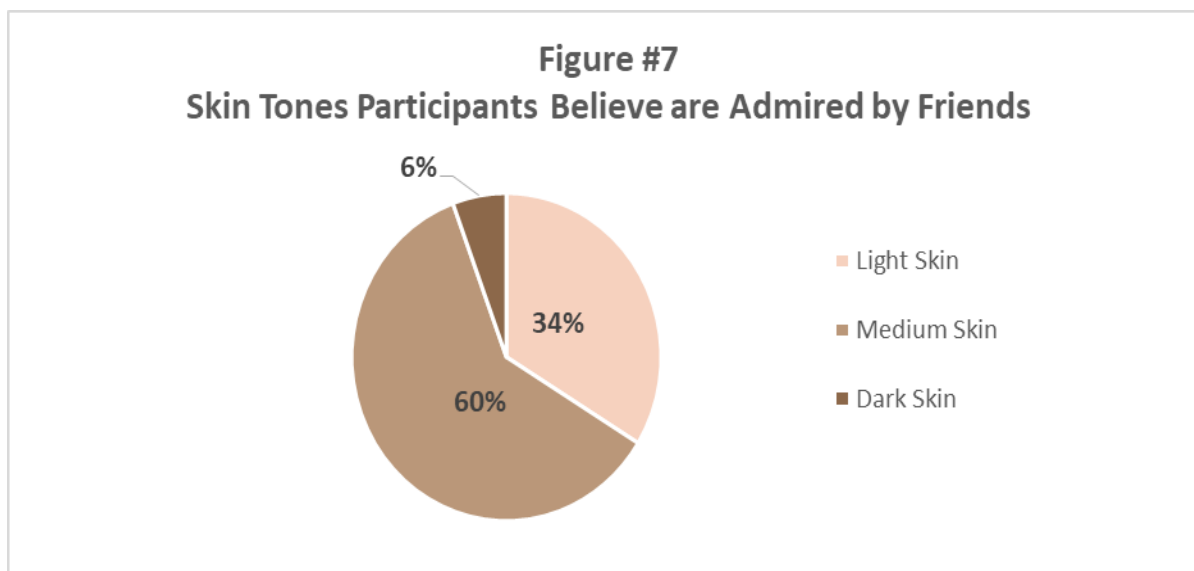


The next series of questions were designed to find out if the participant would be bothered if someone they care about was dating someone of a lighter or darker skin tone. 145 out of the 160 answered the question “Suppose that your close sibling or friend is dating a person of lighter skin tone. Do you think you would be \_\_\_\_\_?” Almost all at 94% said they would not be bothered at all. (See figure 5) Surprisingly 6% said that they would be bothered a little. When I

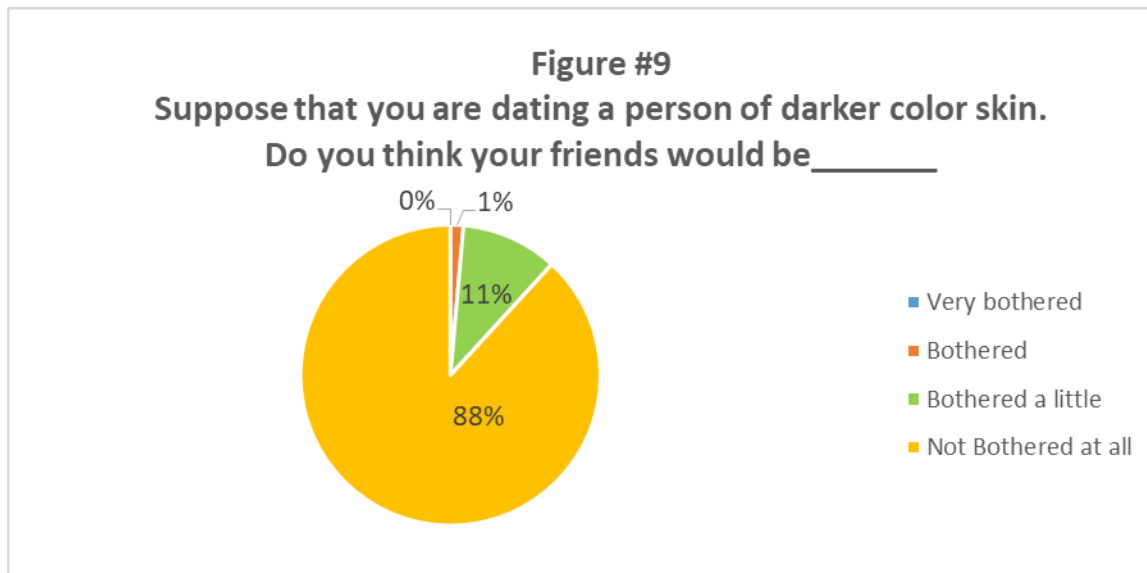
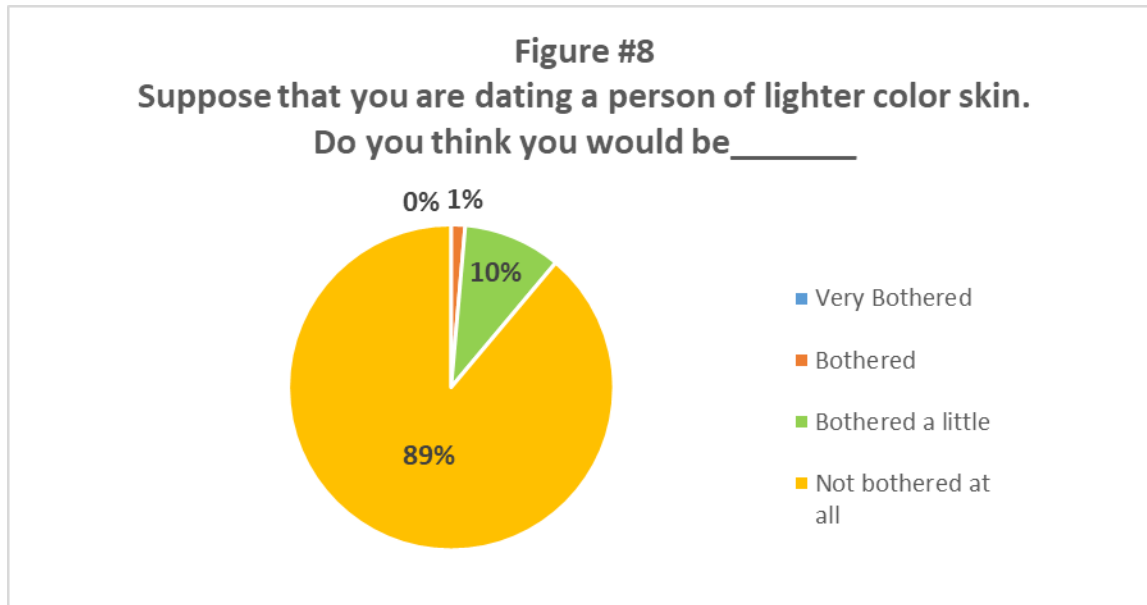
asked about darker skin tone, I found that 98% said they would not be bothered by a close sibling or friend dating a person of darker skin tone. (See Figure 6)



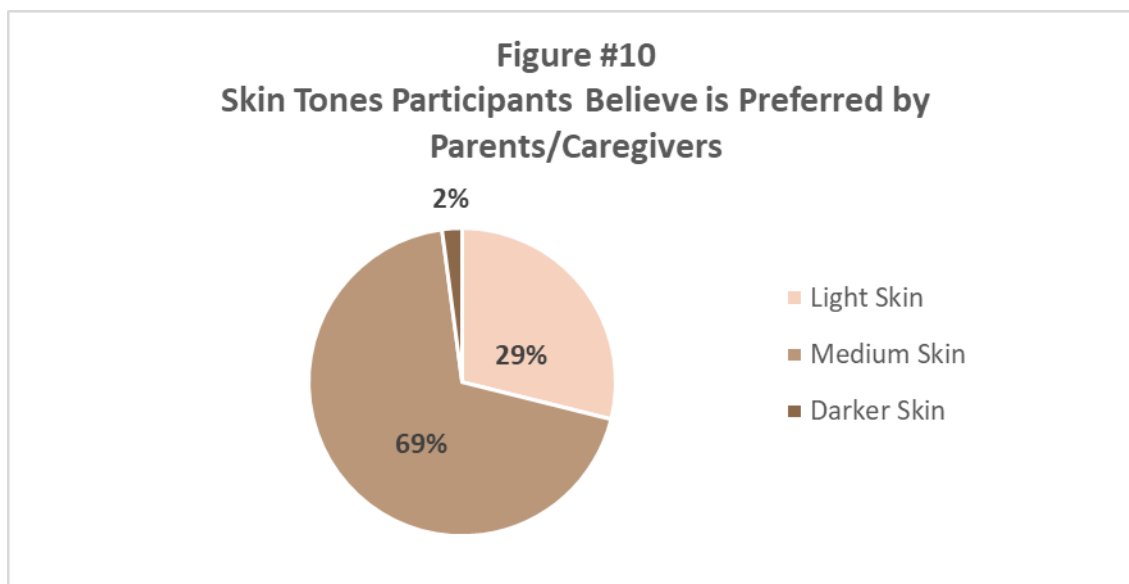
Our second research question focused on how peers influenced mate selection by asking participants what skin tone they believed was admired by their friends. (See figure 7) 143 out of the 160 participants answered this question. 60% believed that their friends admired medium skin tones. 34% said that they believed that their friends admired lighter skin tones. Only 6% believed that their friends admired darker skin tones.



I then asked them how bothered did they believe their friends would be if they were dating a person of lighter skin. (see figure 8) 145 out of the 160 responded. 89% of participants responded that they thought their friends would not be bothered, while 10% responded that their friends would be bothered a little. Then again I asked if their friends would be bothered if they dated someone of darker skin tone. (see figure 9) 145 out of 160 responded. The results were similar to the lighter skin tone question. 88% said that they thought their friends would not be bothered at all. While 11% said they thought that their friends would be bothered a little if they dated someone of darker skin tones.

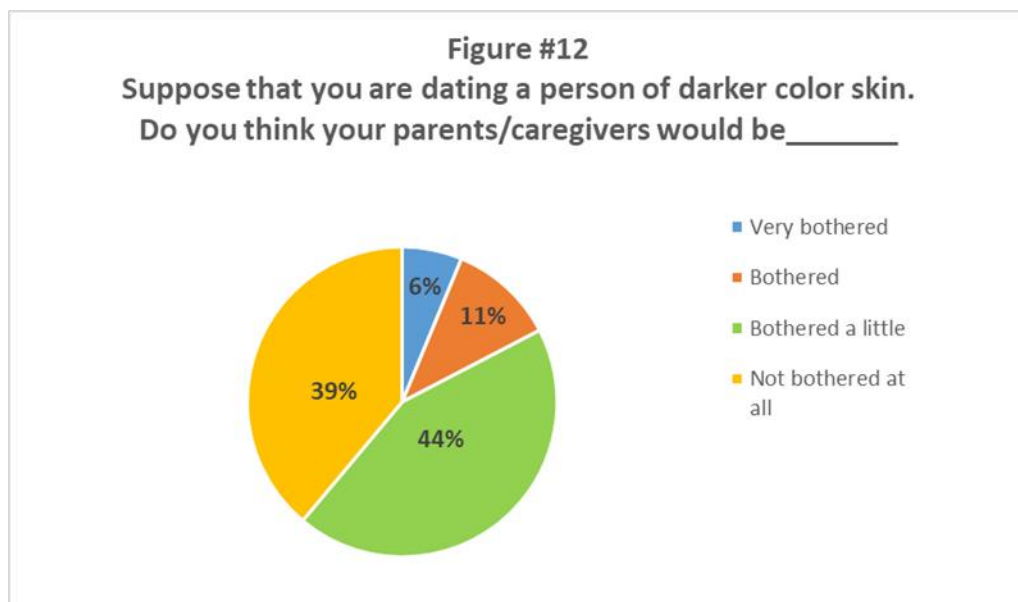
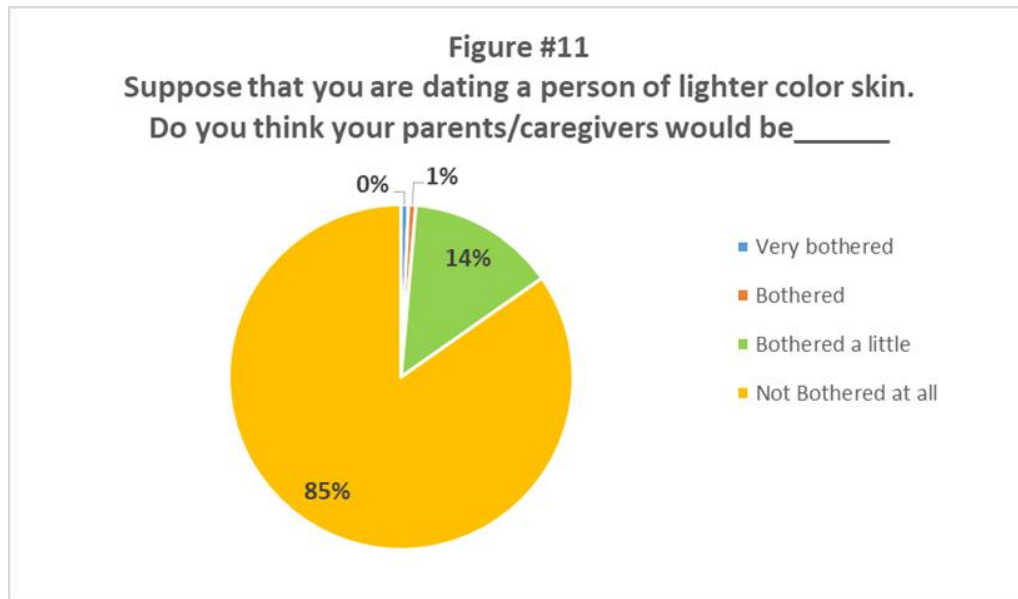


The last question looked at the parent’s influence on dating preferences. Participants were asked what skin tones they believed their parents or caregivers preferred. (see figure 10) 143 out of 160 answered the question. 69% said that they thought that medium skin was their parents’ or caregivers’ preference, while 29% said lighter skin would be preferred by the parents or caregiver, while only 2% said their parents would prefer a darker skin tone.



When asked if they were dating a person of lighter skin tones would their caregiver be bothered, 85% responded that they thought their caregiver would not be bothered at all (see figure 11), 14% of participants said they believed their caregivers would be bothered a little, and 2% said that their caregivers would be bothered or very bothered. The question that was the most interesting for this group was “Suppose that you are dating a person of darker color skin. Do you think your parents/caregivers would be \_\_\_\_.” 39% said that their caregivers would not be bothered at all (see figure 12). However, 44% said they believed their caregiver would be bothered a little. 11% responded that their caregiver would be bothered, while 6% believed their caregiver would be very bothered.





### Additional results

With the In-group Colorism Scale, I found no correlation between an individual's self-perceived skin color and the attractiveness questions. I split the PERLA color palette into three different categories (light skin, medium skin, and dark skin), then took the light skin and medium

skin categories and did a correlation against the In-Group Colorism Scale. I found also that there was no correlation between an individual's self-perceived skin color and the questions from the In-Group Colorism Scale. The only questions where I saw a slight difference were the self-concepts. It was interesting to find out those individuals identified in the medium skin tone category had a higher self-concept than those identified in the lighter skin color category.

## **Discussion**

In order to evaluate the results, it is important to revisit the research questions asked at the beginning of this study. The main question was: Does an individual's self-perceived skin tone impact dating preferences? From the data collected it is concluded that participant's self-perceived skin tone did not impact their dating preferences. This means participants were open to dating people from different skin tones. Of course, it is important to keep in mind that this is assuming that the participants' personal beliefs and biases did not affect the way they answered questions in the survey. It is also important to remember that the participants were self-reporting and could have had an unconscious bias that they were not aware of. It is possible that participants could have been more inclined to go back and change answers or chose a different option that did not accurately reflect their ideals. Participants were not able to go back into the Qualtrics survey to change their answers but they were able to go back and revise previous answers before the survey was submitted. This question is important because we saw that Latin American is living with the effects of internalized colonization. By asking this question we found that despite the way individuals felt about their own skin tone and any discrimination they may have experienced because of their skin tone, they are not developing biases. Even though some people might be selecting lighter skin partners in hopes that in the future their children will be lighter, this question gives us hope that in the United States this belief is changing.

The next question was: Do friends influence an individual's dating preferences? The participants believed that friends did not influence dating preferences. Past research showed that there might be influences from friends on dating preferences, however our questions flushed out that skin tone preferences in partner selection might not be something that friends are influencing. There was not a lot of research on friends and dating preferences and none including skin tone. The results may also be due to the age of our participants. For young adults and teenagers, friends might have a bigger influence than family, but as adults we tend to have fewer friends and make more decisions on our own.

For the last question, the results showed that participants believe family influenced their dating choices. Even though we did not ask family members about their personal beliefs and dating expectations for their children, participants did react strongly to the questions on skin tone dating preferences. This concludes that parents and caregivers might greatly influence their children's skin tone dating preference, which contradicts the results of the first question where participants discussed their personal preferences. This question shows that there are biases or beliefs that are still being passed down from past generations to the present, demonstrating that there might still be some unconscious bias that participants taking this survey might have not been aware of. Society today has been focusing on trying to reduce racial discrimination, biases, and stereotypes through education and the media. We can only assume that personal biases against skin color are changing people. As more mixed-race families become visible on social media and in film and television, we can only hope that it affects the way Latinx individuals think and interact with different ethnic groups.

## **Limitations**

One big limitation of this study was that it was an online survey. Because of this, I was not able to ask more in-depth questions as to why individuals choose these answers. The sample was larger than I thought I would have, but it was not large enough to find any significant correlation between groups. For a correlation, I would need an even bigger sample size since the lack of correlation in the results may be due to all listed above limitations. It can also mean that the sample size needs to be bigger and distributed on a larger scale to account for the diversity across different areas and colleges. This study had many limitations including the fact that The University of Northern Colorado was closed down in March 2020 due to Covid. The survey and results were closed right before the shutdown, but due to limited access to the Research Consulting Lab and other resources, I was unable to do a deeper analysis into the data derived from the In-group Colorism Scale as well as the other questions asked in the questionnaire. This is why I was limited to interpreting the results descriptively making little use of SPSS. This survey was also distributed to a historically white university, which could explain why we had no participant's identifying in the darker skin category. We focused on the participant's beliefs because it was more feasible than interviewing the participant's friends, siblings, and other family members on their beliefs. With this survey, it is also assumed that participants don't have any personal biases that may have interfered with the way they answered each question.

## **Future directions**

A future study should focus on the influence of parents on dating choices. It would be interesting to see if those parent influences only impacted the younger group of participants or if they influenced both age groups. It would also be fascinating to find out how common skin tone

is a factor when considering marriage versus dating. Other variables to consider are if dating choices and preferences are more impacted by parental/caregiver influences if caregivers were themselves in endogamous or exogamous marriages/partnerships. I did think that there would be some influences on dating preferences by friends, and I was surprised to find none. In a future study, I would suggest considering a young adult population to see if the results are different between an adult sample size and a young adult sample size. I would also suggest doing some kind of follow-up interviews with only participants, with participants and caregivers, or with participants and friends.

## **Conclusion**

In conclusion, the purpose of this study was to learn more about what dating preferences were within the Latinx community and how many of those preferences were influenced by skin tone and colorism. The survey determined that there is a lot more room for research. I found that most people are open to dating people from different skin tones. The research could indicate that some norms might be changing. People are being more open-minded about dating people with different skin tones and the possibility of different ethnic backgrounds. I did find that parents and/or caregivers might also be passing values to individuals about whom they are dating. Most of our participants did believe that their parents and/or caregivers may be uncomfortable with them dating someone of darker skin. I had expected that there would be more of an influence from friends, however, it is interesting to find out that adults might not be influenced by friends as much as was previously assumed and that families may grow to be more important as one ages. Further questions and/or contact with the participants is needed to determine why they feel this way. This research raises a lot of questions as to the way the past still impacts our

future. I hope that this study can make more people aware that there are still a lot of unconscious biases that continue to affect our dating preferences. By providing more research on unconscious biases we continue to analyze how we can be more aware of these biases and thus avoid passing them on the future generations, combatting colorism within different populations and cultures.

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## Appendix A



### CONSENT FORM FOR HUMAN PARTICIPANTS IN RESEARCH

#### UNIVERSITY OF NORTHERN COLORADO

Project Title: Intergroup perceptions of skin color dating preferences among Latinx young adults

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Professor/Mentor: Dr. Kyle Anne Nelson, Department of Sociology

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With the help of my mentor, I am researching the dating preferences of Latinx young adults based on skin tone. As a participant in this research, you will be asked to answer a series of questions regarding your skin color, your social group's skin color, and you're dating preferences. This does not count as part of a grade for any of your classes. The questionnaire will consist of multiple-choice questions; fill in the blank and a Likert scale. Participation involves taking a 5 to 10-minute online survey.

For the questionnaires, you will not provide your name but will be asked to provide gender identity, birthplace, ethnicity, and education level. Therefore, your response will be anonymous. Only the research and the professor associated with this study will examine the results. The results of the study will be presented in group form only (e.g., averages) and all original data will be kept secured.

The risk to you is no greater than those normally encountered during regular classroom participation. However, there may be some discomfort similar to any discussion of race and dating. Participants can stop taking the survey at any time if they feel any discomfort about any of the questions being asked. At the end of the survey, the student will be provided with resources to the cultural centers on campus, counseling, and other supports that may help individuals as they walk identity development

Participation is voluntary. You may decide not to participate in this study and if you begin participation you may still decide to stop and withdraw at any time. Your decision will be respected and will not result in a loss of benefits to which you are otherwise entitled. Please take your time to read and thoroughly review this document and decide whether you would like to participate in this research study. If you decide to participate, your completion of the survey indicates your consent. Please keep or print this form for your records. If you have any concerns about your selection or treatment as a research participant, please contact Nicole Morse, Office of Research

& Sponsored Programs, Carter Hall, University of Northern Colorado Greeley, CO 80639; 970-351-1910.

\*Be aware by continuing on you will be starting the survey and will have provided consent\*

## **Appendix B**

### **Demographics**

#### **Identify as LatinX?**

- Yes
- No

**Age:** \_\_\_\_\_

**Where do you live? Please enter the current state you are living in.** \_\_\_\_\_

#### **Gender identity:**

- MaleFemale
- Trans male/ Trans man
- Trans female/ Tran's woman
- Genderqueer/gender
- Nonconforming
- A different identity
- Other

#### **Born in the US?**

- Yes
- No

#### **Education level**

- Less than high school
- High school
- Some college
- Associate
- Bachelors
- Masters
- Doctoral

#### **Ethnicity (check all that apply) regions**

- Mexican
- Puerto Rican
- Cuban
- Salvadorian
- Dominican Guatemalan
- Colombian
- Honduran
- Ecuadorian
- Peruvian
- Other \_\_\_\_\_

### Appendix C

#### In-Group Colorism Scale (Harvey, Banks & Tennial, 2017)

Instructions: This questionnaire includes statements regarding your personal views about skin color. Use the scale to respond to each statement based upon how true it is for you. In the column next to each item, click in the category that best describes your response to each statement.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat disagree	Neither	Somewhat agree	Agree	
Strongly Agree						

Agree or Disagree

- \_\_\_\_\_ 1. My skin tone is an important part of my self-concept
- \_\_\_\_\_ 2. My skin tone is an important component of who I am
- \_\_\_\_\_ 3. My skin tone affects my self-esteem
- \_\_\_\_\_ 4. My skin tone is a big part of my identity
- \_\_\_\_\_ 5. You can tell a lot about a person by their skin tone
- \_\_\_\_\_ 6. Latinx with lighter skin tone tend to be more pleasant people to deal with
- \_\_\_\_\_ 7. Dark skinned people are more difficult to work with
- \_\_\_\_\_ 8. There are real differences between light skin and dark skinned people
- \_\_\_\_\_ 9. I'm usually uncomfortable being around people who are a certain skin tone
- \_\_\_\_\_ 10. Most of my friends tend to be the same skin tone
- \_\_\_\_\_ 11. I usually choose who I'm going to be friends with by their skin tone
- \_\_\_\_\_ 12. The majority of my current friends are the same skin tone as me
- \_\_\_\_\_ 13. I'm primarily attracted to people of a certain skin tone
- \_\_\_\_\_ 14. I prefer light skin over dark complexion skin when choosing romantic interests
- \_\_\_\_\_ 15. I prefer a romantic partner who has the same skin tone as me
- \_\_\_\_\_ 16. Lighter skin tone makes others more attractive
- \_\_\_\_\_ 17. Even if you work really hard, your skin tone matters most
- \_\_\_\_\_ 18. Skin tone plays a big part in determining how far you can make it
- \_\_\_\_\_ 19. Skin tone affects how much money you can make
- \_\_\_\_\_ 20. If you want to get ahead, you have to be the right skin tone

## Appendix D

### This is a survey of Latinx young adults about skin tone.

#### Questionnaire (Using the color skin chart categories)

While it's impossible to represent all skin tones or have a universal scale of tone, for purposes of this research we are using 11 skin tones. Please review the following 11 categories of different tones and chose the one that most closely resemble your skin tone.

1. What is your self-perceived skin tone? 1 2 3 4 5 6 7 8 9 10 11

While it's impossible to represent all skin tones or have a universal scale of tone, for purposes of this research we are using 3 groups of skin tones. Please review the following 3 categories of different tones generally divided by Light, Medium, or Dark.

1. In your household growing up, please indicate the other individuals besides you, and their skin tone. Please include anyone that lived in your household (or households if you lived across multiple homes) with you at any time growing up.

• Mother	Light	Medium	Dark	Not applicable
• Father	Light	Medium	Dark	Not applicable
• Grandmother	Light	Medium	Dark	Not applicable
• Grandmother #2	Light	Medium	Dark	Not applicable
• Grandfather	Light	Medium	Dark	Not applicable
• Grandfather #2	Light	Medium	Dark	Not applicable
• Sibling #1	Light	Medium	Dark	Not applicable
• Sibling #2	Light	Medium	Dark	Not applicable
• Sibling #3	Light	Medium	Dark	Not applicable
• Sibling #4	Light	Medium	Dark	Not applicable
• Stepmother	Light	Medium	Dark	Not applicable
• Stepfather	Light	Medium	Dark	Not applicable
• Other Relative	Light	Medium	Dark	Not applicable
• Others _____	Light	Medium	Dark	Not applicable

While it's impossible to represent all skin tones or have a universal scale of tone, for purposes of this research we are using 11 skin tones that are split into 3 categories. Please review the following skin tones and categories of different tones shown below and chose the one that most closely resemble the individuals skin tone to answer the questions below.

2. What skin color of dating relationships partners do you believe is preferred most by your family?
- Lighter skin
  - Medium skin
  - Dark skin
3. Thinking of your closest friends, what would you say is the percentage of friends you have (including non-Latinx friends) who are in each skin tone category? The total must equal 100.
- Light skin \_\_\_\_\_
  - Medium skin \_\_\_\_\_

- Dark skin \_\_\_\_\_
4. What skin color of dating relationship partners do you believe is admired most by your friends?
    - Light skin
    - Medium skin
    - Dark skin
  5. Select the skin color tone you find most attractive?
    - Light skin
    - Medium skin
    - Dark skin
  6. How many dating relationships partners have you had in the following skin tone ranges?
    - Light skin \_\_\_\_\_
    - Medium skin \_\_\_\_\_
    - Dark skin \_\_\_\_\_
  7. Could you see yourself dating someone darker than yourself?
    - Yes, I have dated someone darker than me
    - Yes, I would be willing to date someone darker than me
    - No, I only date Latinx people with my skin tone
    - No, I only date people with lighter skin tones
  8. Could you see yourself dating someone Lighter than yourself?
    - Yes, I have dated someone lighter than myself
    - Yes, I would be willing to date someone lighter than me
    - No, only date Latinx people with my skin tone
    - No, I only date people with darker skin tone
  9. Suppose that your close sibling or friend is dating a person of lighter color skin. Do you think you would be \_\_\_\_\_
    - Very bothered
    - Bothered
    - Bothered a little
    - Not bothered at all
  10. Suppose that your close sibling or friend is dating a person of darker color skin. Do you think you would be \_\_\_\_\_
    - Very bothered
    - Bothered
    - Bothered a little
    - Not bothered at all
  11. Suppose that your close sibling or friend is dating a person of lighter color skin. Do you think you would be \_\_\_\_\_
    - Very bothered
    - Bothered
    - Bothered a little
    - Not bothered at all
  12. Suppose that you are dating a person of lighter color skin. Do you think your friend would be very bothered, bothered, bothered a little or not bothered at all?
    - Very bothered

- Bothered
  - Bothered a little
  - Not bothered at all
13. Suppose that you are dating a person of lighter color skin. Do you think your parents/grandparents/caregivers would be\_\_\_\_\_
- Very bothered
  - Bothered
  - Bothered a little
  - Not bothered at all
14. Suppose that you are dating a person of darker color skin. Do you think your parents/grandparents/caregivers would be\_\_\_\_\_
- Very bothered
  - Bothered
  - Bothered a little
  - Not bothered at all
15. Suppose that your close sibling or friend is dating a person of darker color skin. Do you think you would be\_\_\_\_\_
- Very bothered
  - Bothered
  - Bothered a little
  - Not bothered at all
16. Suppose that you are dating a person of darker color skin. Do you think your friend would be\_\_\_\_\_
- Very bothered
  - Bothered
  - Bothered a little
  - Not bothered at all

### Appendix E

#### PERLA Color Palette from Princeton



The altered color palette used in the survey for this study.

