Hispanics in the U.S.

April 10, 2002
The Hispanic Community…

“Is the fastest growing segment of the U.S. population, changing every aspect of the country’s economic, political, and social mosaic”
POPULATION OVERVIEW
Race/Ethnicity of the United States - 2000

- White non-Hispanic: 69.1%
- Hispanic: 12.1%
- Black non-Hispanic: 12.5%
- Other: 6.3%

Source: U.S. Census Bureau, Census 2000
U.S. Hispanic Population

Hispanics in 2000

35.3 million Hispanics/Latinos in U.S.¹
+ 3.8 million residents of Puerto Rico¹
39.1 million in the U.S. and Puerto Rico

Hispanics in 2002 (Projected)

44.6 million²

¹ – U.S. Census Bureau, 2000
² – Santiago & Valdés Solutions, Hispanics Today, 2001
Hispanics as % of Total State Population

Source: US Census Bureau
Hispanic Growth as % of Total Growth 1990-2000

Source: Hispanic Association on Corporate Responsibility, Hispanics Today, 2001
States with Highest % Growth Hispanic Population 1990-2000

<table>
<thead>
<tr>
<th>State</th>
<th>1990 Hispanic Pop.</th>
<th>2000 Hispanic Pop.</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>76,713</td>
<td>378,963</td>
<td>394</td>
</tr>
<tr>
<td>Arkansas</td>
<td>19,878</td>
<td>86,866</td>
<td>337</td>
</tr>
<tr>
<td>Georgia</td>
<td>108,807</td>
<td>435,227</td>
<td>300</td>
</tr>
<tr>
<td>Tennessee</td>
<td>32,761</td>
<td>123,838</td>
<td>278</td>
</tr>
<tr>
<td>Nevada</td>
<td>124,281</td>
<td>393,970</td>
<td>217</td>
</tr>
<tr>
<td>South Carolina</td>
<td>30,571</td>
<td>95,076</td>
<td>211</td>
</tr>
<tr>
<td>Alabama</td>
<td>24,620</td>
<td>75,830</td>
<td>208</td>
</tr>
<tr>
<td>Kentucky</td>
<td>21,956</td>
<td>59,939</td>
<td>173</td>
</tr>
<tr>
<td>Minnesota</td>
<td>53,903</td>
<td>143,382</td>
<td>166</td>
</tr>
<tr>
<td>Nebraska</td>
<td>37,029</td>
<td>94,425</td>
<td>155</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2000
Age Groups of U.S. Hispanics

- **<10** (20.7%) Los Niños
- **10 to 20** (17.9%) Generación Ñ
- **21 to 39** (36.1%) Generación X Latinos(as)
- **40 to 59** (18.1%) Latino Boomers
- **>60** (7.0%) Los Grandes

Source: U.S. Census Bureau, 2000
EDUCATIONAL CHALLENGES
### Educational Attainment – 25+ years (2000)

<table>
<thead>
<tr>
<th></th>
<th>High School</th>
<th>College</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>77.9%</td>
<td>88.4%</td>
<td>21.5%</td>
</tr>
<tr>
<td>African American</td>
<td>63.1%</td>
<td>78.9%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>49.8%</td>
<td>57.0%</td>
<td>9.2%</td>
</tr>
</tbody>
</table>

**Key Take-Away:**
To increase the number of Hispanics in colleges and universities, high school graduation must be promoted and encouraged.

Source: U.S. Census Bureau, 1990 and 2000
Educational Challenge for U.S. Hispanics

High H.S. drop-out rate

Under-representation on college campus

Fewer qualified Hispanic professionals

Lower salaries/earnings per Hispanic household
HISPANICS IN THE WORKFORCE
## U.S. Hispanic Workforce – 2000

Hispanics: approximately 10.8% of the U.S. civilian workforce

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>67.4%</td>
<td>74.3%</td>
<td>60.8%</td>
</tr>
<tr>
<td>African-American</td>
<td>65.8%</td>
<td>68.1%</td>
<td>63.9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>68.6%</td>
<td>80.4%</td>
<td>56.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2000
## Hispanic Occupational Distribution - 2000

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farming, forestry and fishing</td>
<td>23.6</td>
</tr>
<tr>
<td>Operators, fabricators, laborers</td>
<td>17.6</td>
</tr>
<tr>
<td>Service Occupations</td>
<td>16.0</td>
</tr>
<tr>
<td>Precision, production, craft and repair</td>
<td>14.2</td>
</tr>
<tr>
<td>Technical, sales and administrative support</td>
<td>9.0</td>
</tr>
<tr>
<td>Managerial and Professional specialty</td>
<td>5.0</td>
</tr>
</tbody>
</table>

# Hispanic Owned Businesses 1987-1997

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<tr>
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</thead>
<tbody>
<tr>
<td>Number of Businesses</td>
<td>422,373</td>
<td>1,199,896</td>
<td>184.1</td>
</tr>
<tr>
<td>Gross Receipts (billions)</td>
<td>24.73</td>
<td>186.27</td>
<td>653.2</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>264,846</td>
<td>1,388,746</td>
<td>424.4</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
Hispanic Buying Power
(billions)

Source: Santiago & Valdés Solutions, 2001
POLITICAL INFLUENCE
Political Power: Voter Share

Hispanic voter share of total population:

- 5% in 1996
- 7% in 2000
- 9% in 2004 (expected)
Political Power

- In the U.S. today, more than 5,000 elected and appointed officials are of Hispanic descent.
- With re-districting, a greater number of congressional districts will have larger Latino population.
- Greater number of Hispanics are being elected to school boards around the country, the first step of political involvement.

Political Power

- Hispanic crossing perceived traditional political lines:
  Mayoral Races
  - Los Angeles – Cuban American Republicans from Florida supported a liberal Democratic Mexican-American
  - Houston – Registered Hispanic Democrats voted for conservative Cuban American Republican
  - Miami – Hispanic Republicans voted for a Hispanic Democrat over a non-Hispanic Republican
  - New York – Hispanics voted for non-Hispanic Republican over a Democratic candidate
HISPANIC MEDIA
Hispanic Media
(24-hour Spanish-Language)

TV Network:
• Univisión
• Telefutura
• Telemundo

Cable:
• Galavisión
• HBO en Español
• MUN2
• RCN/CNN en Español
• Azteca América (coming soon)
Hispanic Media  
(24-hour Spanish-language radio)

- Spanish language radio stations can be dialed from any major city in the United States, and some have already surpassed the ratings of English-speaking shows.

- The flavor of the language through music, talk shows and news broadcasts are just part of the every day life now.

- Mega 104.9 in Philadelphia

- Radio Unica (AM) National Radio Network
Hispanics in Media
(Spanish-language and Bilingual Press)

Print (Weekly/Daily Newspapers and Magazines)

• 10 million daily readers
• All key markets have at least one daily Spanish language newspaper (Al Dia-Weekly here in Philadelphia)
• English language publications understand the importance of Hispanic audience – People en Español, Time Magazine, Bazaar, Maxim, etc.
• *The New York Times* offers Spanish language versions of articles, op-eds, etc.
SUMMARY

Thomas Jefferson wrote to his nephew, Peter Carr, on August 10, 1787. He said:

“Bestow great attention on the Spanish language and endeavor to acquire an accurate knowledge of it. Our future connection with Spain and Spanish America will render that language a valuable acquisition.”

O sea, “Preste mucha atención al idioma español y empéñese en adquirir un conocimiento preciso del mismo. Nuestras futuras relaciones con España e Hispanoamérica harán de ese idioma una adquisición valiosa”.

Two hundred and fifteen years later, Jefferson’s visionary concepts are being realized in ways that he could not have imagined. Today Spanish is no longer a “foreign language.” It is the “second language” of the United States
SUMMARY
END PRESENTATION