

Hispanics in the U.S.

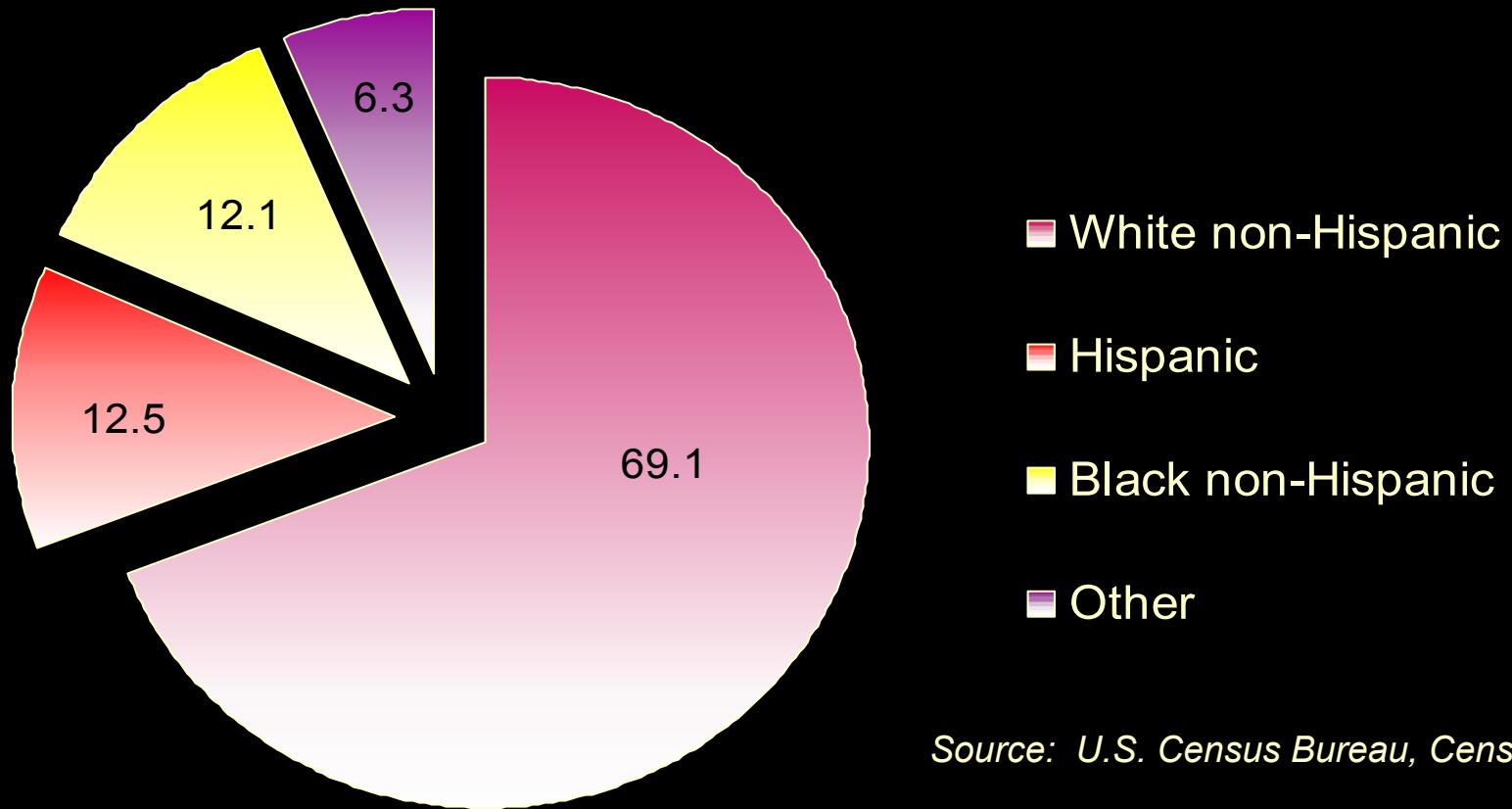
April 10, 2002

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



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

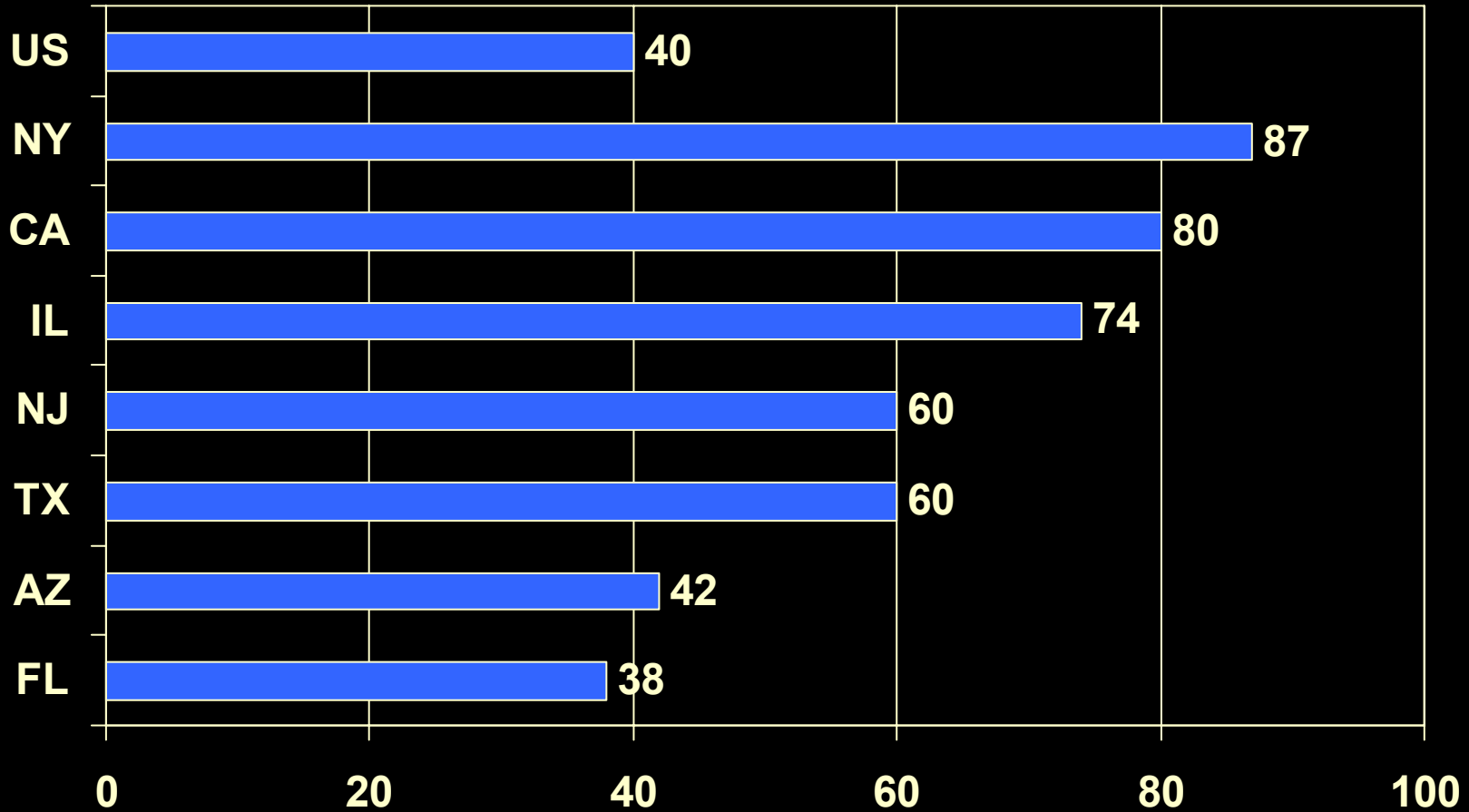
Hispanics in 2002 (Projected)

44.6 million²

¹ – U.S. Census Bureau, 2000

² – Santiago & Valdés Solutions, Hispanics Today, 2001

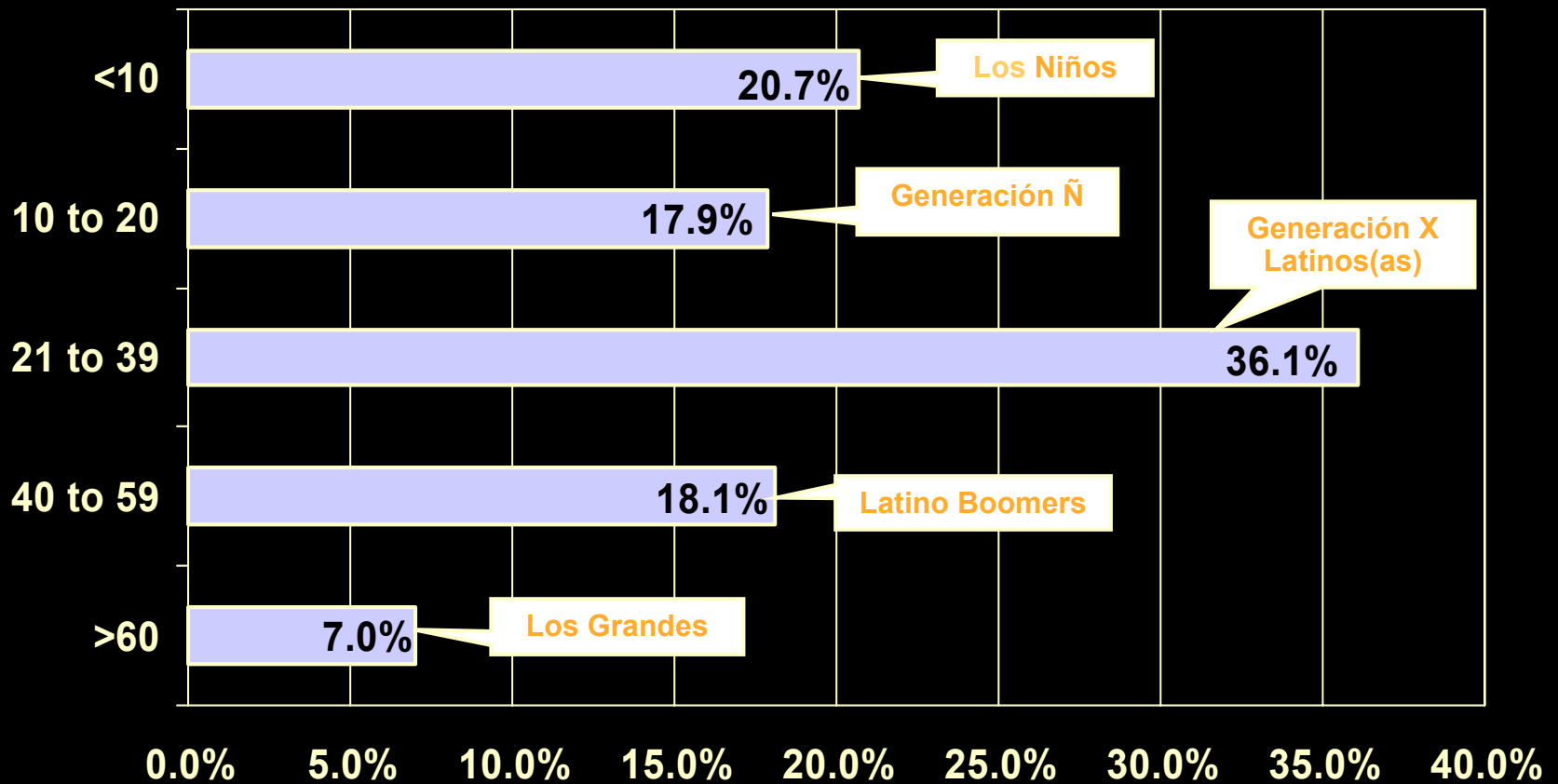
Hispanic Growth as % of Total Growth 1990-2000



States with Highest % Growth Hispanic Population 1990-2000

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

Age Groups of U.S. Hispanics



Source: U.S. Census Bureau, 2000

EDUCATIONAL CHALLENGES

Educational Attainment – 25+ years (2000)

	High School		College	
	1990	2000	1990	2000
Non-Hispanic White	77.9%	88.4%	21.5%	28.1%
African American	63.1%	78.9%	11.4%	16.6%
Hispanic	49.8%	57.0%	9.2%	10.6%

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

	Total	Men	Women
White	67.4%	74.3%	60.8%
African-American	65.8%	68.1%	63.9%
Hispanic	68.6%	80.4%	56.6%

Source: U.S. Census Bureau, 2000

Hispanic Occupational Distribution - 2000

Occupation	% of Total
Farming, forestry and fishing	23.6
Operators, fabricators, laborers	17.6
Service Occupations	16.0
Precision, production, craft and repair	14.2
Technical, sales and administrative support	9.0
Managerial and Professional specialty	5.0

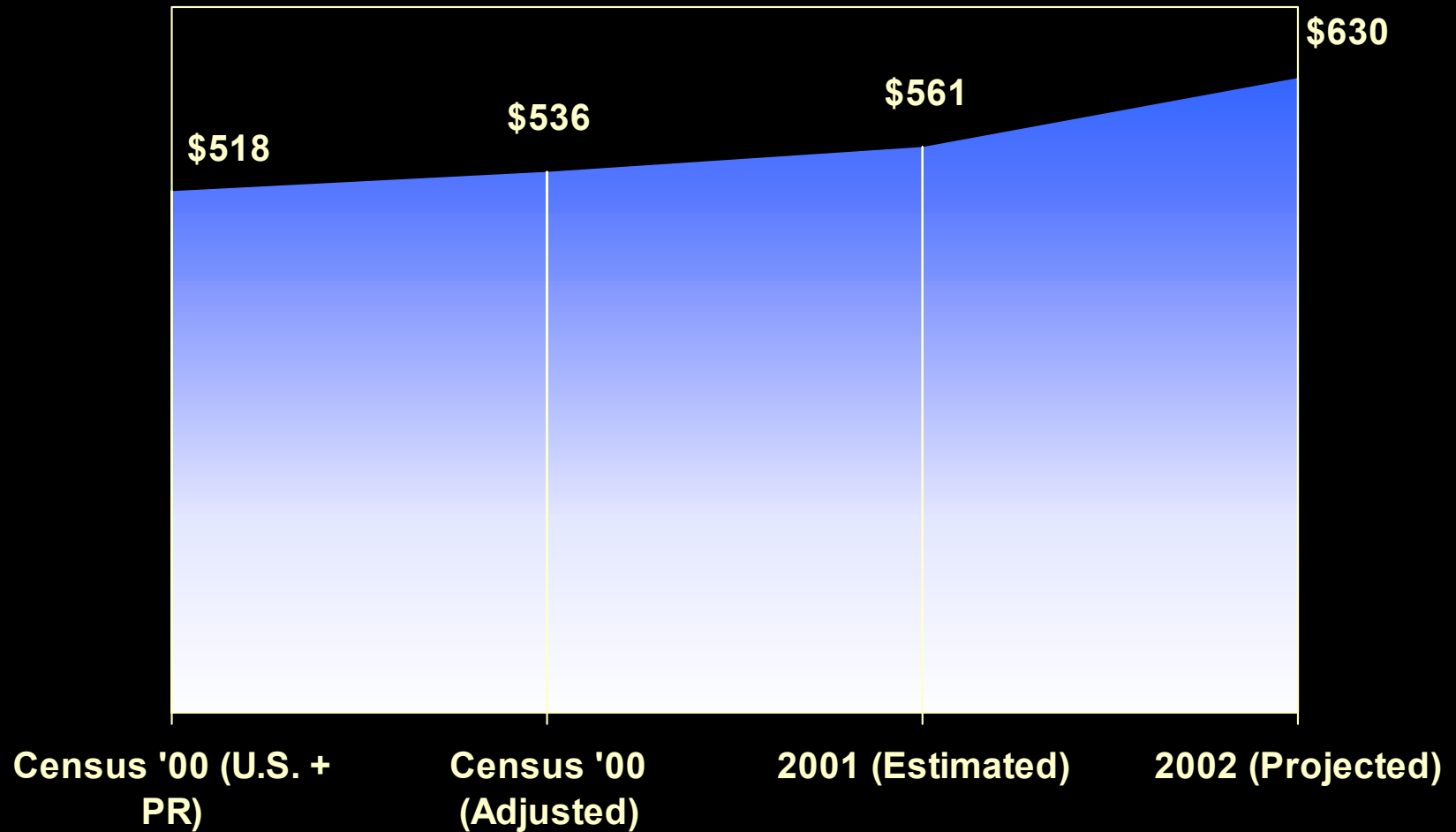
ECONOMIC POWER

Hispanic Owned Businesses 1987-1997

	1987	1997	% Change 1987-1997
Number of Businesses	422,373	1,199,896	184.1
Gross Receipts (billions)	24.73	186.27	653.2
Number of Employees	264,846	1,388,746	424.4

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.

Source: National Association of Latino Elected & Appointed Officials Educational Fund, "Research Brief," 2001.

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