

# *Hispanics in the U.S.*

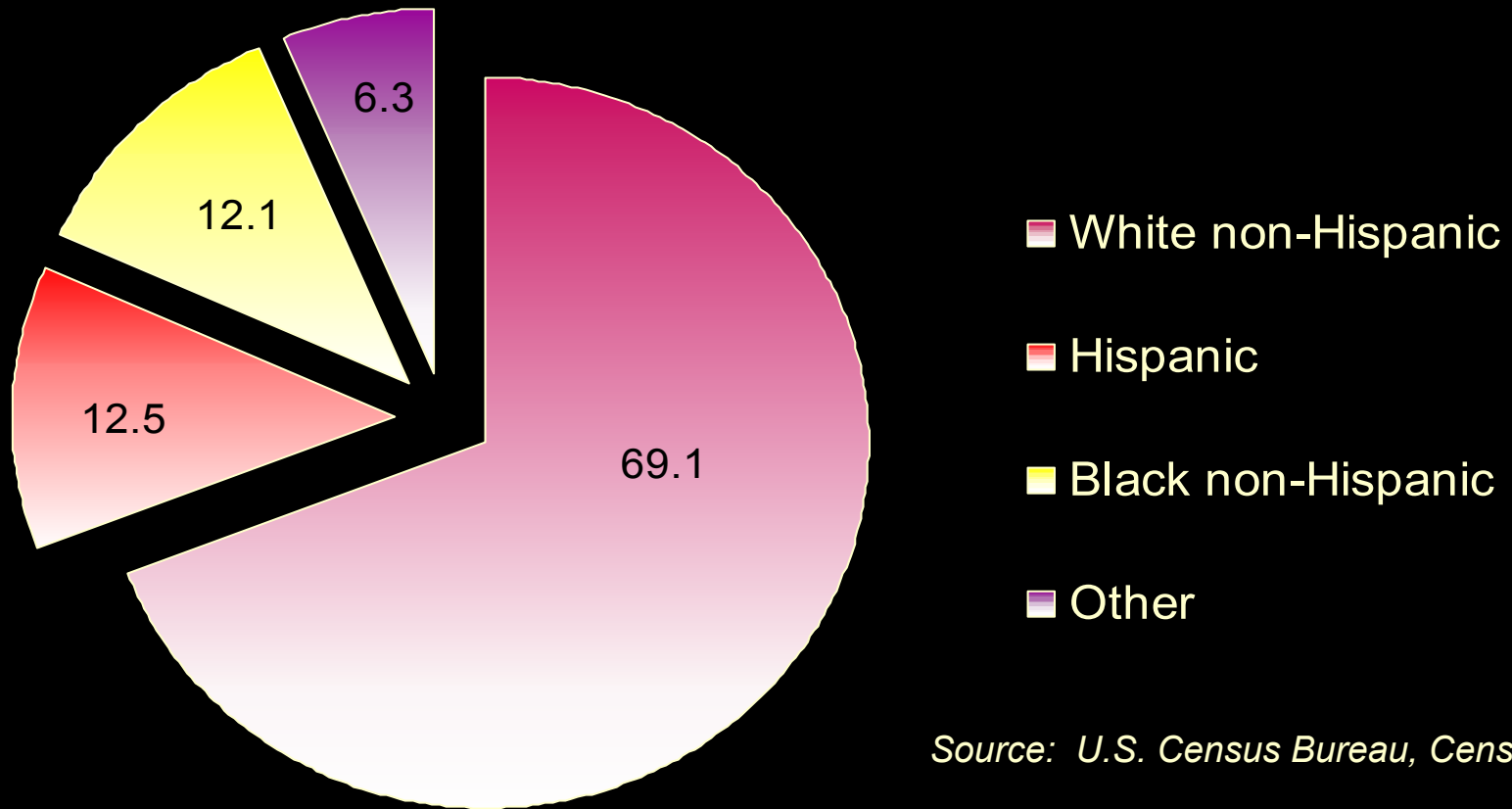
April 10, 2002

## 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.<sup>1</sup>

+ 3.8 million residents of Puerto Rico<sup>1</sup>

39.1 million in the U.S. and Puerto Rico

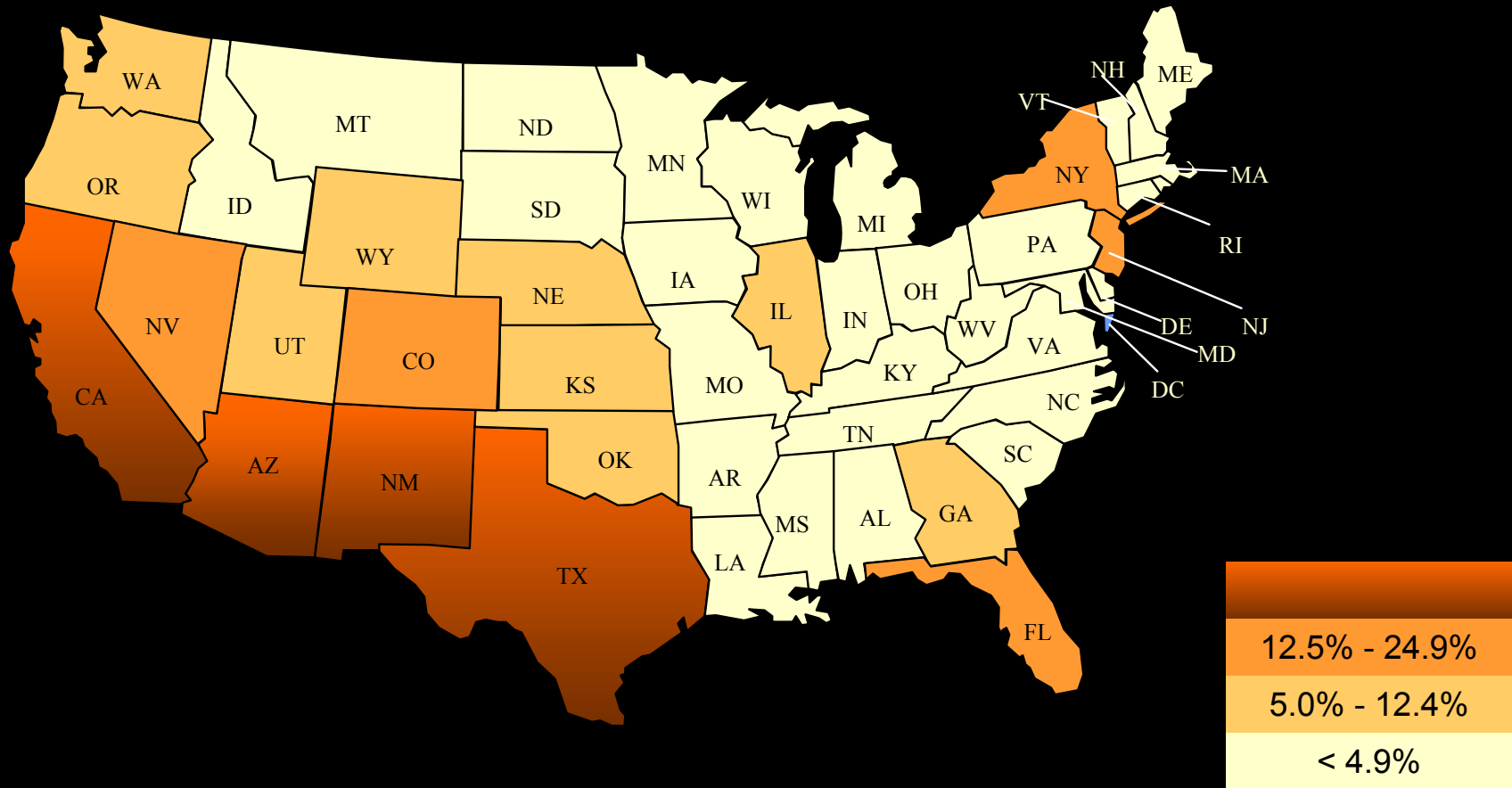
## **Hispanics in 2002 (Projected)**

44.6 million<sup>2</sup>

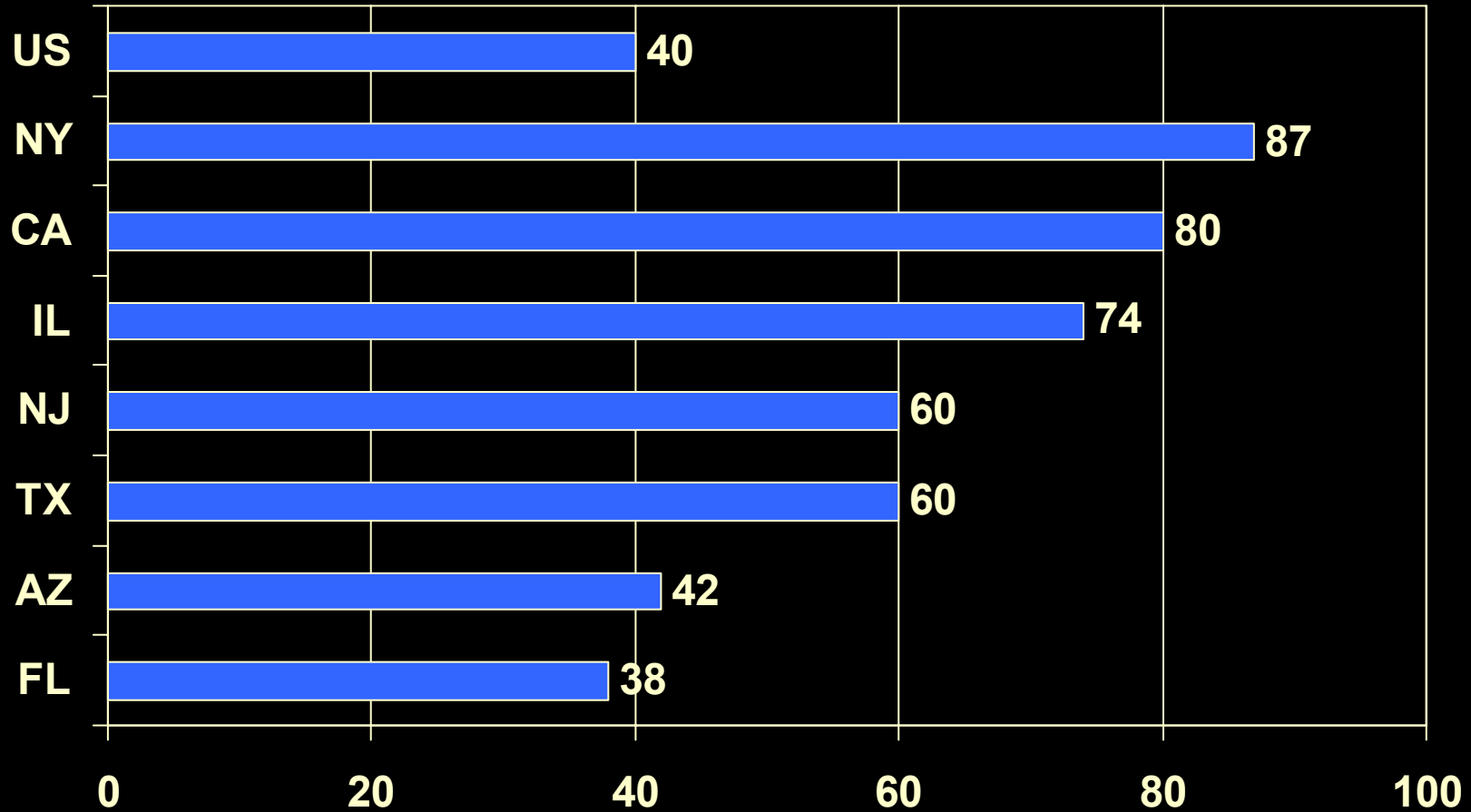
<sup>1</sup> – U.S. Census Bureau, 2000

<sup>2</sup> – Santiago & Valdés Solutions, Hispanics Today, 2001

# Hispanics as % of Total State Population



# *Hispanic Growth as % of Total Growth 1990-2000*

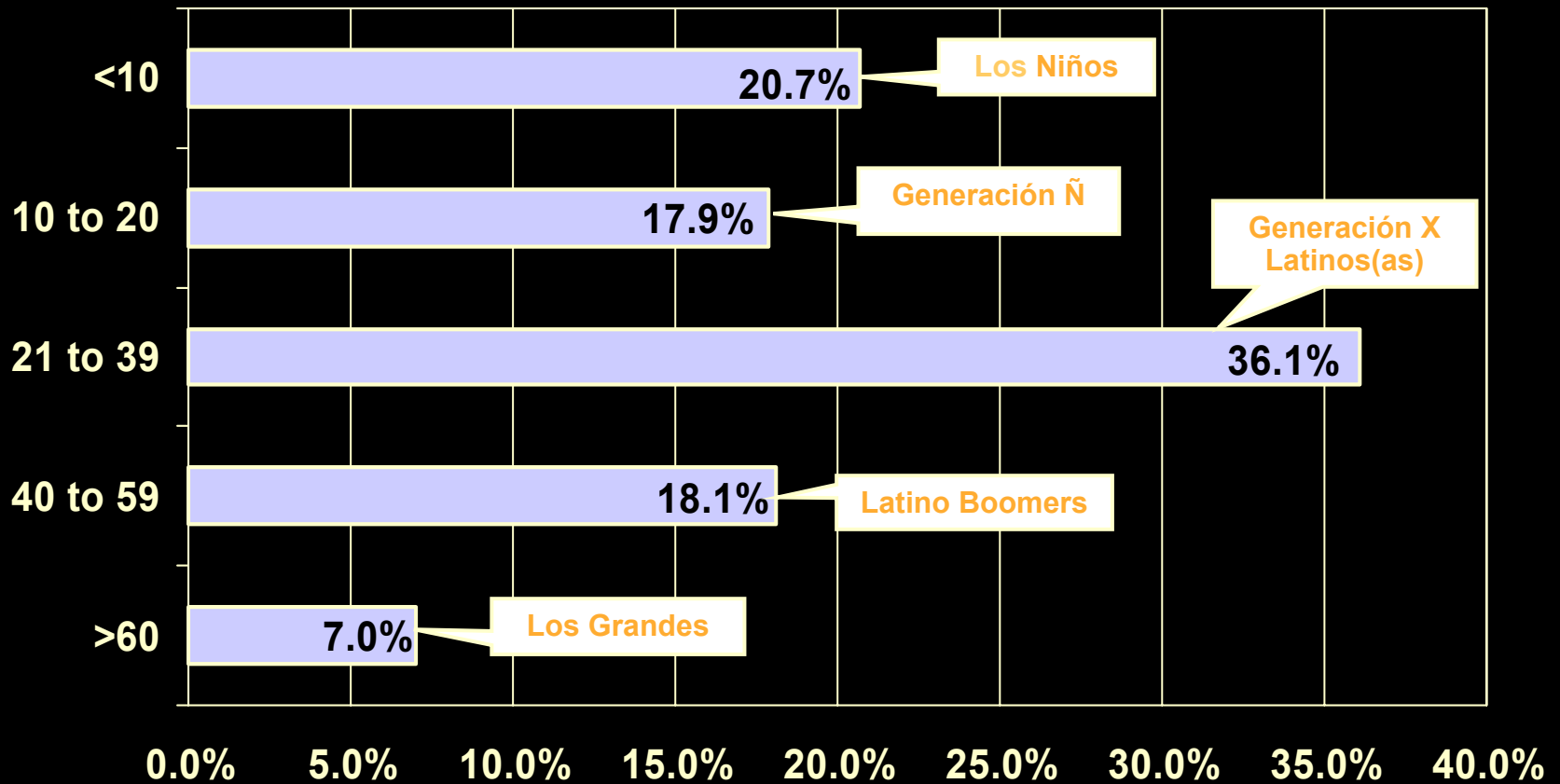


## *States with Highest % Growth Hispanic Population 1990-2000*

	1990 Hisp. Pop.	2000 Hisp. Pop.	% Growth
<b>North Carolina</b>	<b>76,713</b>	<b>378,963</b>	<b>394</b>
Arkansas	19,878	86,866	337
<b>Georgia</b>	<b>108,807</b>	<b>435,227</b>	<b>300</b>
<b>Tennessee</b>	<b>32,761</b>	<b>123,838</b>	<b>278</b>
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%
<b>Hispanic</b>	<b>49.8%</b>	<b>57.0%</b>	<b>9.2%</b>	<b>10.6%</b>

### **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%
<b>Hispanic</b>	<b>68.6%</b>	<b>80.4%</b>	<b>56.6%</b>

Source: U.S. Census Bureau, 2000

## *Hispanic Occupational Distribution - 2000*

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

# *ECONOMIC POWER*

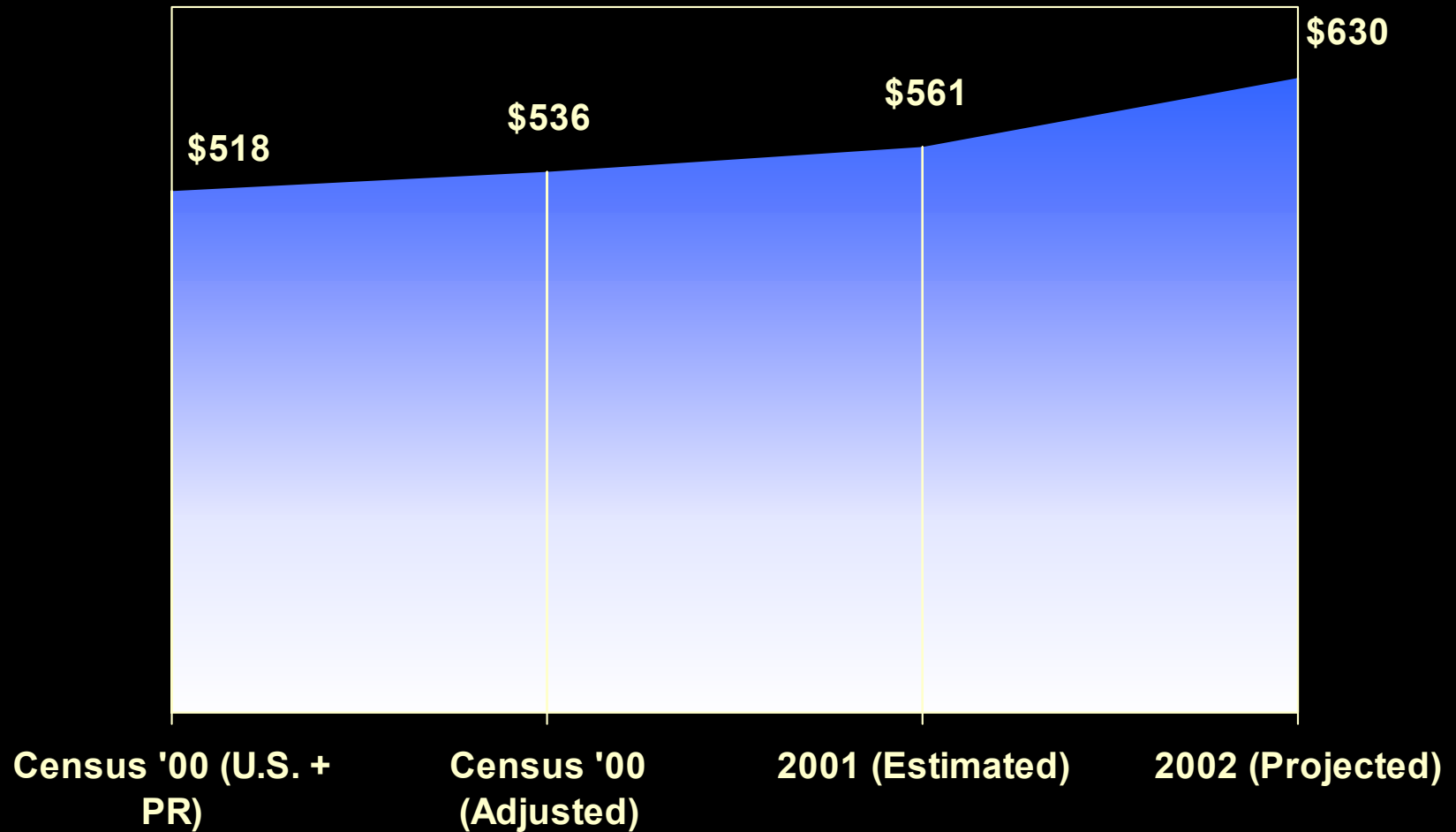


# *Hispanic Owned Businesses 1987-1997*

	<b>1987</b>	<b>1997</b>	<b>% Change 1987-1997</b>
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*