

THE HISPANIC CONSUMER



An Economic Force in America

Definition of Hispanic or Latino Origin Used in the 2010 Census

- *“Hispanic or Latino” refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.*
- *More than half of the growth in the total population of the United States between 2000 and 2010 was due to the increase in the Hispanic population.*
- The Hispanic population *increased by 15.2 million between 2000 and 2010*, accounting for over half of the 27.3 million increase in the total population of the United States. *Between 2000 and 2010, the Hispanic population grew by 43 percent*, which was four times the growth in the total population at 10 percent.
- Population growth between 2000 and 2010 varied by Hispanic group. *The Mexican origin population increased by 54 percent and had the largest numeric change (11.2 million), growing from 20.6 million in 2000 to 31.8 million in 2010.*
- 10 Mexicans accounted for about three-quarters of the 15.2 million increase in the Hispanic population from 2000 to 2010. Puerto Ricans grew by 36 percent, increasing from 3.4 million to 4.6 million. The Cuban population increased by 44 percent, growing from 1.2 million.

Table 1.

Hispanic or Latino Origin Population by Type: 2000 and 2010(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

Origin and type	2000		2010		Change, 2000 to 2010 ¹	
	Number	Percent of total	Number	Percent of total	Number	Percent
HISPANIC OR LATINO ORIGIN						
Total	281,421,906	100.0	308,745,538	100.0	27,323,632	9.7
Hispanic or Latino	35,305,818	12.5	50,477,594	16.3	15,171,776	43.0
Not Hispanic or Latino	246,116,088	87.5	258,267,944	83.7	12,151,856	4.9
HISPANIC OR LATINO BY TYPE						
Total	35,305,818	100.0	50,477,594	100.0	15,171,776	43.0
Mexican	20,640,711	58.5	31,798,258	63.0	11,157,547	54.1
Puerto Rican	3,406,178	9.6	4,623,716	9.2	1,217,538	35.7
Cuban	1,241,685	3.5	1,785,547	3.5	543,862	43.8
Other Hispanic or Latino	10,017,244	28.4	12,270,073	24.3	2,252,829	22.5
Dominican (Dominican Republic)	764,945	2.2	1,414,703	2.8	649,758	84.9
Central American (excludes Mexican)	1,686,937	4.8	3,998,280	7.9	2,311,343	137.0
Costa Rican	68,588	0.2	126,418	0.3	57,830	84.3
Guatemalan	372,487	1.1	1,044,209	2.1	671,722	180.3
Honduran	217,569	0.6	633,401	1.3	415,832	191.1
Nicaraguan	177,684	0.5	348,202	0.7	170,518	96.0
Panamanian	91,723	0.3	165,456	0.3	73,733	80.4
Salvadoran	655,165	1.9	1,648,968	3.3	993,803	151.7
Other Central American ²	103,721	0.3	31,626	0.1	-72,095	-69.5
South American	1,353,562	3.8	2,769,434	5.5	1,415,872	104.6
Argentinean	100,864	0.3	224,952	0.4	124,088	123.0
Bolivian	42,068	0.1	99,210	0.2	57,142	135.8
Chilean	68,849	0.2	126,810	0.3	57,961	84.2
Colombian	470,684	1.3	908,734	1.8	438,050	93.1
Ecuadorian	260,559	0.7	564,631	1.1	304,072	116.7
Paraguayan	8,769	—	20,023	—	11,254	128.3
Peruvian	233,926	0.7	531,358	1.1	297,432	127.1
Uruguayan	18,804	0.1	56,884	0.1	38,080	202.5
Venezuelan	91,507	0.3	215,023	0.4	123,516	135.0
Other South American ³	57,532	0.2	21,809	—	-35,723	-62.1
Spaniard	100,135	0.3	635,253	1.3	535,118	534.4
All other Hispanic or Latino ⁴	6,111,665	17.3	3,452,403	6.8	-2,659,262	-43.5

— Percentage rounds to 0.0.

¹ The observed changes in Hispanic origin counts between Census 2000 and the 2010 Census could be attributed to a number of factors. Demographic change since 2000, which includes births and deaths in a geographic area and migration in and out of a geographic area, will have an impact on the resulting 2010 Census counts. Some changes in the Hispanic origin question's wording and format since Census 2000 could have influenced reporting patterns in the 2010 Census. Additionally, changes to the Hispanic origin edit and coding procedures could have impacted the 2010 counts. These factors should especially be considered when observing changes for detailed Hispanic groups.

² This category includes people who reported Central American Indian groups, "Canal Zone," and "Central American."

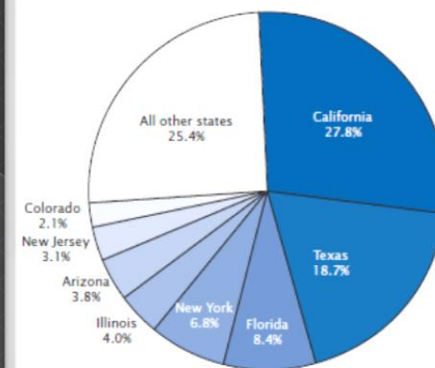
³ This category includes people who reported South American Indian groups and "South American."

⁴ This category includes people who reported "Hispanic" or "Latino" and other general terms.

Sources: U.S. Census Bureau, *Census 2000 Summary File 1* and *2010 Census Summary File 1*.

Other Hispanic origins refer to a variety of identifications. Among the 12.3 million Hispanics who were classified as Other Hispanic in 2010, 1.4 million were of Dominican origin, 4.0 million

were of Central American origin (other than Mexican), 2.8 million were of South American origin, 635,000 were Spaniard, and 3.5 million reported general terms such as "Hispanic" or "Latino." Among Central American Hispanics (excluding Mexicans), those of Salvadoran origin were the largest group at 1.6 million, followed by Guatemalans (1.0 million) and Hondurans (633,000). Of the South American Hispanic population, those of Colombian origin were the largest group at 909,000, followed by Ecuadorians at 565,000 and Peruvians at 531,000

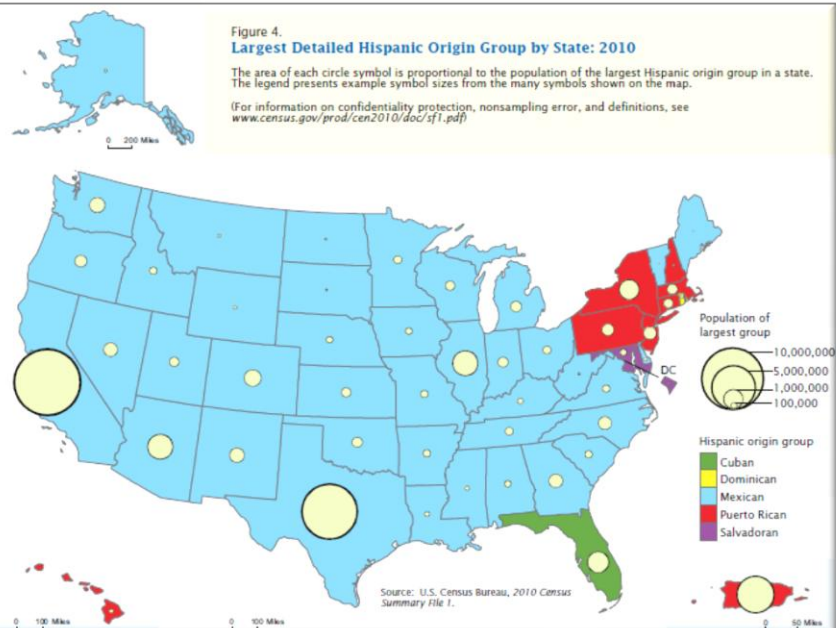
Figure 3.
Percent Distribution of the Hispanic Population by State: 2010(For more information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

Source: U.S. Census Bureau, 2010 Census Summary File 1.

Figure 4.
Largest Detailed Hispanic Origin Group by State: 2010

The area of each circle symbol is proportional to the population of the largest Hispanic origin group in a state. The legend presents example symbol sizes for the many symbols shown on the map.

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



Over half of the Hispanic population in the United States resided in just three states: California, Texas, and Florida.

In 2010, 37.6 million, or 75 percent, of Hispanics lived in the eight states with Hispanic populations of one million or more (California, Texas, Florida, New York, Illinois, Arizona, New Jersey, and Colorado). Hispanics in California accounted for 14.0 million (28 percent) of the total Hispanic population, while the Hispanic population in Texas accounted for 9.5 million (19 percent).

Table 5.
Ten Places With the Highest Number and Percentage of Hispanics or Latinos: 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

Place	Total population	Hispanic or Latino population	
		Rank	Number
NUMBER			
New York, NY	8,175,133	1	2,336,076
Los Angeles, CA	3,792,621	2	1,838,822
Houston, TX	2,099,451	3	919,668
San Antonio, TX	1,327,407	4	838,952
Chicago, IL	2,695,598	5	778,862
Phoenix, AZ	1,445,632	6	589,877
El Paso, TX	649,121	7	523,721
Dallas, TX	1,197,816	8	507,309
San Diego, CA	1,307,402	9	376,020
San Jose, CA	945,942	10	313,636
Place ¹	Total population	Rank	Percent of total population
PERCENT			
East Los Angeles, CA ²	126,496	1	97.1
Laredo, TX	236,091	2	95.6
Hialeah, FL	224,669	3	94.7
Brownsville, TX	175,023	4	93.2
McAllen, TX	129,877	5	84.6
El Paso, TX	649,121	6	80.7
Santa Ana, CA	324,528	7	78.2
Salinas, CA	150,441	8	75.0
Oxnard, CA	197,899	9	73.5
Downey, CA	111,772	10	70.7

¹ Places of 100,000 or more total population. The 2010 Census showed 282 places in the United States with 100,000 or more population. They included 273 incorporated places (including 5 consolidated cities) and 9 census designated places that were not legally incorporated.

² East Los Angeles, CA, is a census designated place and is not legally incorporated.

Source: U.S. Census Bureau, 2010 Census Summary File 1.

Top Five States for Detailed Hispanic or Latino Origin Groups With a Population Size of One Million or More in the United States: 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)

For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/st1.pdf

Origin	Total	Rank				
		First	Second	Third	Fourth	Fifth
MEXICAN						
Area	United States	California	Texas	Arizona	Illinois	Colorado
Population	31,798,258	11,423,146	7,951,193	1,657,668	1,602,403	757,181
PUERTO RICAN						
Area	United States	New York	Florida	New Jersey	Pennsylvania	Massachusetts
Population	4,623,716	1,070,558	847,550	434,092	366,082	266,125
CUBAN						
Area	United States	Florida	California	New Jersey	New York	Texas
Population	1,785,547	1,213,438	88,607	83,362	70,803	46,541
DOMINICAN						
Area	United States	New York	New Jersey	Florida	Massachusetts	Pennsylvania
Population	1,414,703	674,787	197,922	172,451	103,292	62,348
GUATEMALAN						
Area	United States	California	Florida	New York	Texas	New Jersey
Population	1,044,209	332,737	83,882	73,806	66,244	48,869
SALVADORAN						
Area	United States	California	Texas	New York	Virginia	Maryland
Population	1,648,968	573,956	222,599	152,130	123,800	123,789
OTHER HISPANIC¹						
Area	United States	California	Florida	Texas	New York	New Jersey
Population	8,162,193	1,393,873	1,221,623	1,030,415	917,550	516,652

¹ This category includes all remaining Hispanic groups with population size less than 1 million.

Source: U.S. Census Bureau, 2010 Census Summary File 1.

THE BUYING POWER OF THE HISPANIC CONSUMER

Latinos fuel growth in key sectors

Residential buying



Food



Retail



Education



Financial



Transportation



Entertainment and media industries



But Latinos spend more per trip than average*

\$52 vs. \$47

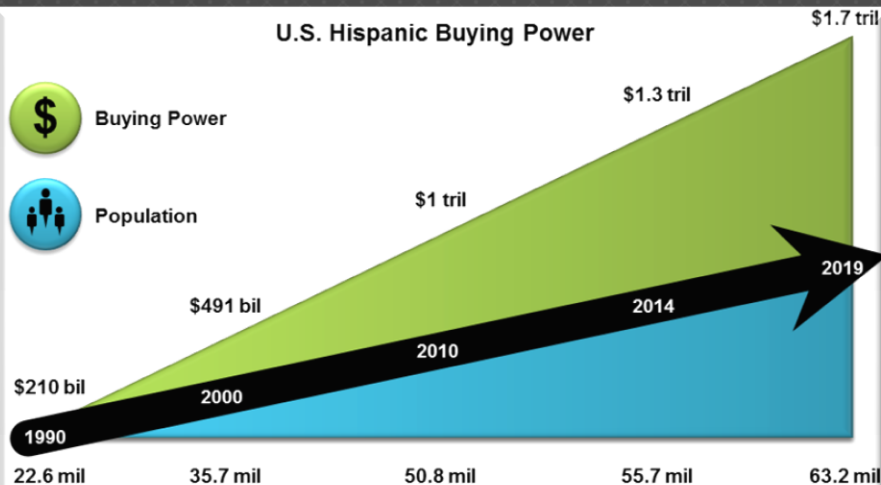
* average= White Non-Hispanic



Latino consumers have become the most important driver of growth in the United States, in several different aspects. Recent studies prove that spending power by the Hispanic demographic is growing faster than that of non-Latino groups.

The number of Hispanic households is growing faster than ever, making a larger consumer group. This also means that there is a higher spending power among Latinos in America that businesses will model some of their strategies toward.

U.S. Hispanic Buying Power



Source: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, February 2014

HISPANIC POWER IN THE USA



50.5 MILLION
HISPANICS



16.3%
OF THE
POPULATION



1 IN 6 RESIDENTS ARE HISPANIC

1 IN EVERY 4
CHILDREN



56%

OF THE
POPULATION
GROWTH FROM
2000 TO 2010

65.5 % MEXICAN
9.1 % PUERTO RICAN
3.6 % SALVADORAN
3.5 % CUBAN
2.8 % DOMINICAN
1.9 % COLOMBIAN
2.2 % GUATEMALAN

75%
SPEAK SPANISH
AT HOME

\$1 TRILLION
IN BUYING
POWER



HISPANIC POPULATION PER STATE



37.6 %
CALIFORNIA



37.6 %
TEXAS



22.5 %
FLORIDA



\$21.6
BILLION
IN ONLINE
SPENDING

82%
OF ADULTS
USE A CELL
54% USE TEXT
MESSAGING



18 MILLION
VISIT YOUTUBE

19 %
MANAGEMENT OR
PROFESSIONAL



19 %
PRODUCTION OR
TRANSPORTATION



22 %
SALES OR
OFFICE JOBS



2 %
FARMING, FISHING
OR FORESTRY



15 %
CONSTRUCTION OR
MAINTENANCE



24 %
SERVICE
OCCUPATIONS



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The same phenomenon has occurred in the use of financial services. Over the past decade the percent of Hispanic individuals and households using a wide array of financial services has grown faster than it has among non-Hispanic consumers. As a result, Hispanic consumers have become a pillar of growth in the financial services industry. For example, between 2005 and 2015 growth in credit card use by Latinos grew 11 times faster than it did among non-Hispanics (44% vs. 4%). The 5.1 million additional Latinos with credit cards accounted for around half (49%) of the growth in the number of consumers using credit cards.

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WHAT WE KNOW...

The US Hispanic Market is Growing. Fast!

- ◉ Hispanics today make up 17 percent of the US population and this growth is only set to accelerate. The US Census Bureau projects that by 2060 the Hispanic population will account for 28.6 percent.

The Spanish Language Matters to US Hispanics.

- ◉ More than 82 percent of Hispanic adults say they speak Spanish. Studies by the Pew Hispanic Center show that 95 percent say it's important for future generations to continue to do so.
- ◉ So, while an increasing number of US Hispanics are bilingual (currently 51 percent), reaching out to US Hispanics in Spanish is more important than ever.

US Hispanics are More Likely to Be Loyal to Companies that Communicate in Spanish.

- ◉ According to the Experian Simmons Summer 2011 National Hispanic Consumer Study, about 56 percent of Spanish-dominant Hispanics agree that, "When I hear a company advertise in Spanish, it makes me feel like they respect my heritage and want my business."
- ◉ Similarly, 54 percent of Spanish-dominant Hispanics feel "much more loyal to companies that show appreciation of our culture by advertising in Spanish."
- ◉ You need to communicate the right messages, in Spanish. Professional language services companies can help in a variety of ways, including Spanish translation and localization for the US Hispanic audience.

Language diversity in the US is well documented, especially when it comes to Spanish speakers. States with the largest Hispanic populations:

- ◉ California – 14.4 million Hispanics (28 percent of all US Hispanics)
- ◉ Texas – 9.8 million Hispanics (19 percent of all US Hispanics)
- ◉ Florida – 4.4 million Hispanics (8 percent of all US Hispanics)

US Hispanics have Serious Purchasing Power.

- ◉ The \$1.3 trillion US Hispanic market is larger than the entire economies of all but 13 countries in the world. And it's set to grow by 50 percent in the next five years. The Selig Center for Economic Growth predicts that by 2019, Hispanics will account for 10.6 percent of the total US buying power.

WHAT ARE YOU WAITING FOR?

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