

Mexico

El Salvador

Panama

Columbia

Cuba

Nicaragua

Chile

Paraguay

Venezuela

Costa Rica

**HISPANIC EXPLOSION IN THE
UNITED STATES**

Argentina

Peru

Bolivia

Dominican
Republic

Guatemala

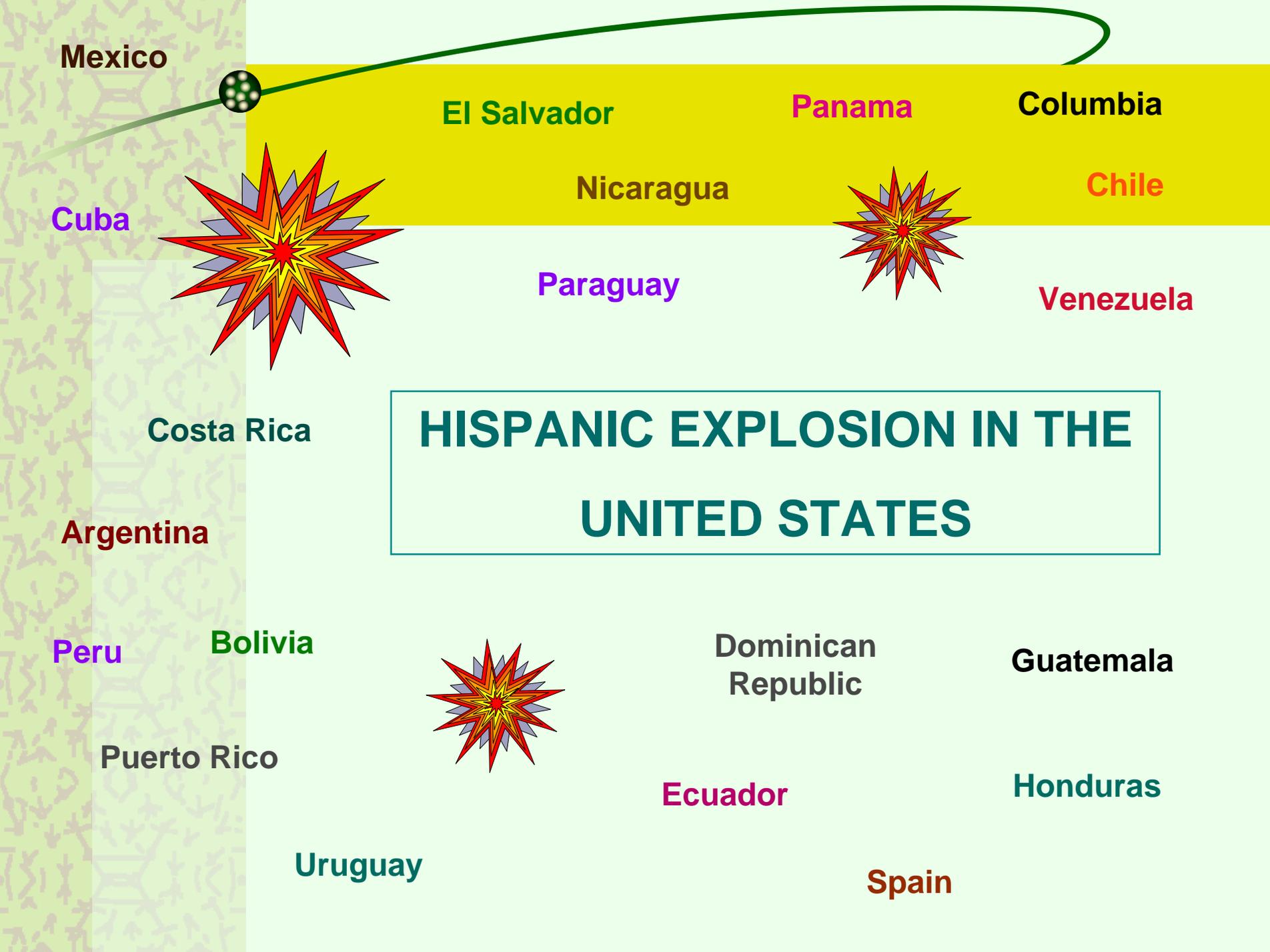
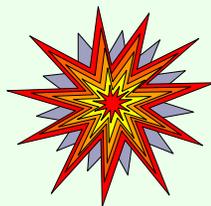
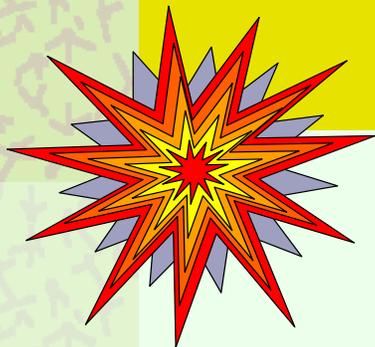
Puerto Rico

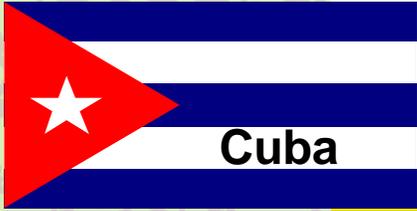
Ecuador

Honduras

Uruguay

Spain





DEFINITION

A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race



Mexico



Argentina

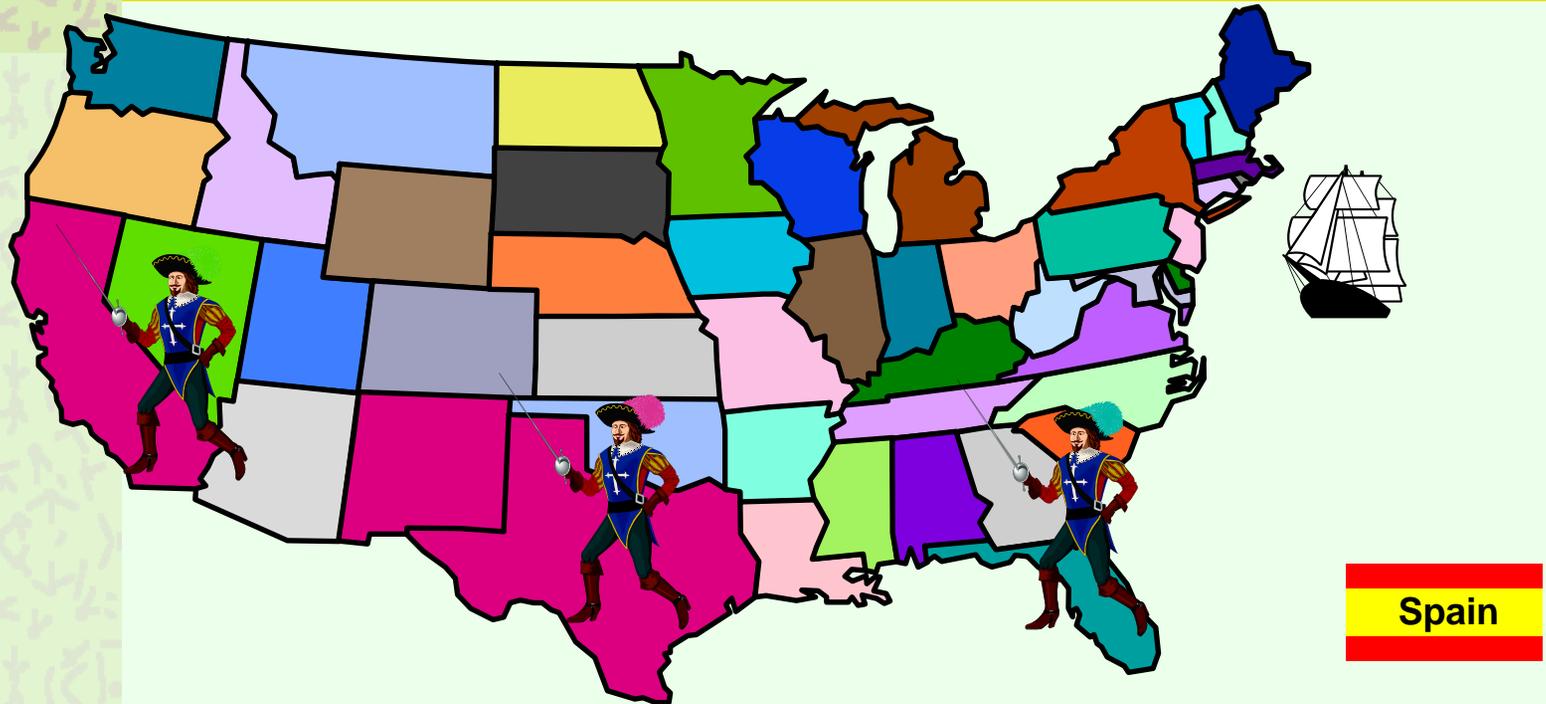


Puerto Rico



Venezuela

At the time of the Columbus voyage to the Americas, Spain was not an industrialized nation and bought almost all its finished goods from other countries



In the 1500's, Spain sent explorers to search for gold and silver which brought Spanish customs, language, catholic religion, and many ornate public buildings into what is now the southern U.S.

WHO ARE THE LATINOS?

The oldest and by far the largest segment of the Latino population is the Mexican Americans, accounting for almost two-thirds of all Latinos.

The remaining third of Latinos come from 14 other sources. The second largest Latino group is Puerto Ricans, followed by Cubans.

The 2000 census counts the Salvadorans as the largest Central American group, followed by Guatemalans and Hondurans.

Colombians, Ecuadorians, and Peruvians are the largest groups of over 1.3 million South American Latinos.



Descriptive Terms

Chicano

Usually associated with a Hispanic in the civil rights movement

Tejano

Someone born in Texas with roots dating back to Mexican ancestry when Texas was part of Mexico



Latino

Usually a person from or of Central or South American descent

Mexican American

A person of Mexican descent

Hispanic

A term encompassing anyone from one of the terms mentioned

Population Growth -- 1995 to 2025

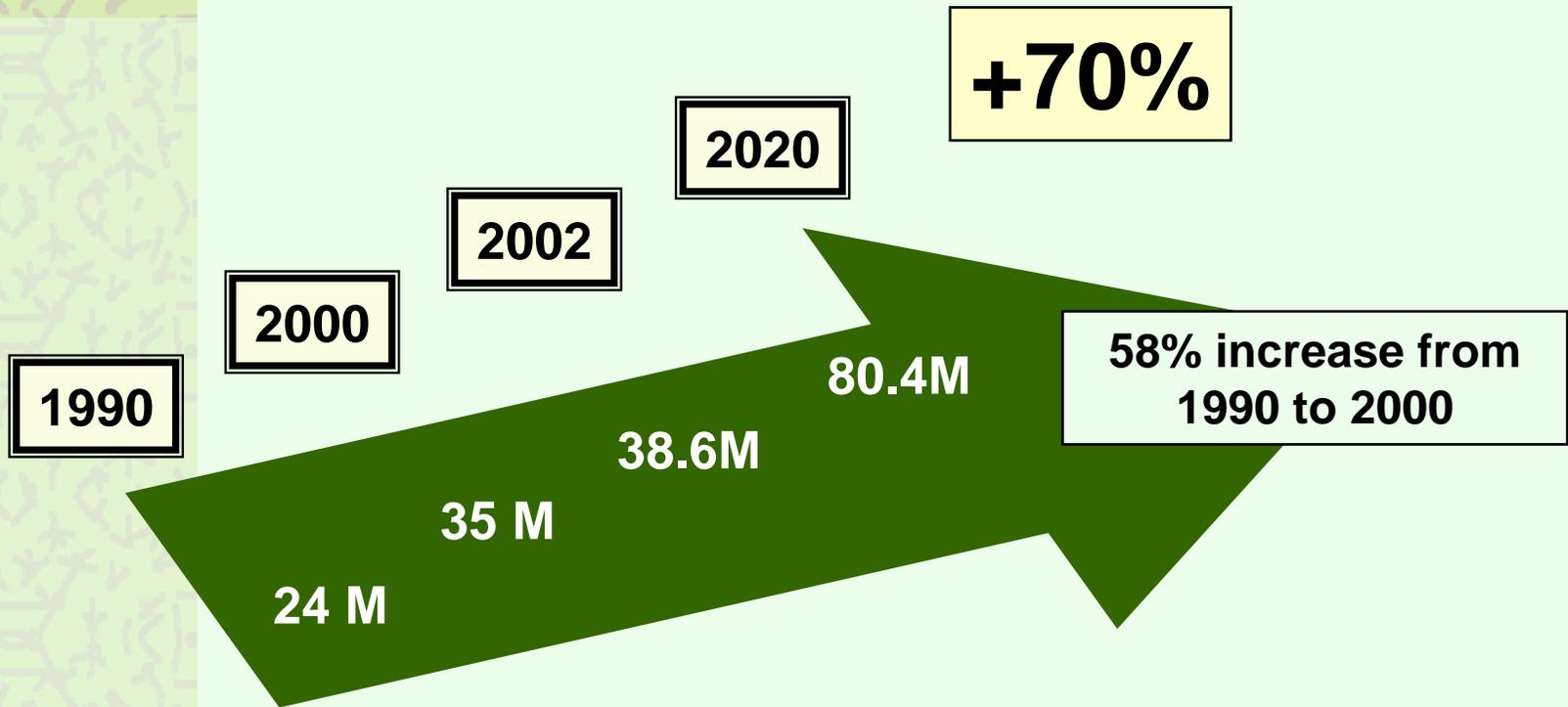


Hispanic origin population is projected to account for 44 percent of the growth; it is the second fastest-growing population in every region over the projected 30 year period.

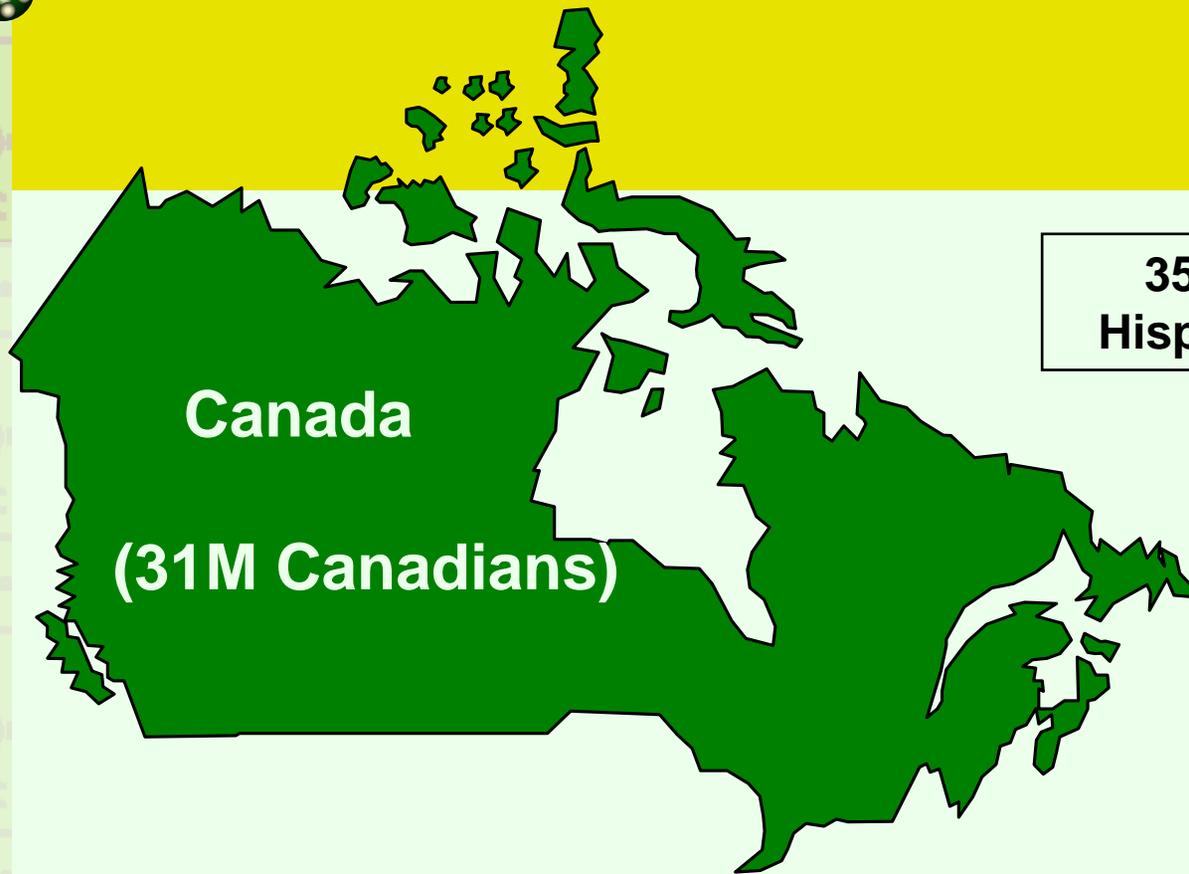
The White population is projected to be the slowest-growing group; 67 percent of the Whites added will be located in the South



U.S. Hispanic Population Trends



Based on the 2000 census, Hispanics are now the *largest* minority group in the United States



**35.3M
Hispanics**

**Canada
(31M Canadians)**

**There are more Hispanics in the USA
than Canadians in Canada**

Largest Hispanic States for the Year 2000

California – 11 million

Texas – 6.7 million

New York – 2.9 million

**North Carolina's
Hispanic
population grew by
almost 400%
between 1990 and
2000; Washington
had almost a 106%
increase**

**New Mexico had the
highest proportion of
Hispanics – 42%**



**Of the 10 states with
the largest percent
increase in the
Hispanic population,
seven are located in
the South: NC,
Arkansas, Georgia,
Tennessee, SC,
Alabama, and
Kentucky**

Largest Hispanic Population in Cities for the Year 2000

New York City has the largest number of Hispanics, but its 2.2 million Hispanic population accounted for only about a quarter of the total population



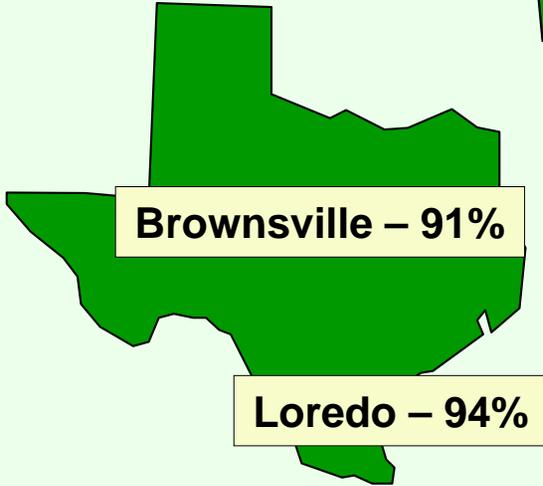
East L. A. – 97% of city's population

McAllen, TX – 77%

El Paso, TX – 77%

Santa Ana, CA – 76%

El Monte, CA – 72%



Brownsville – 91%

Laredo – 94%

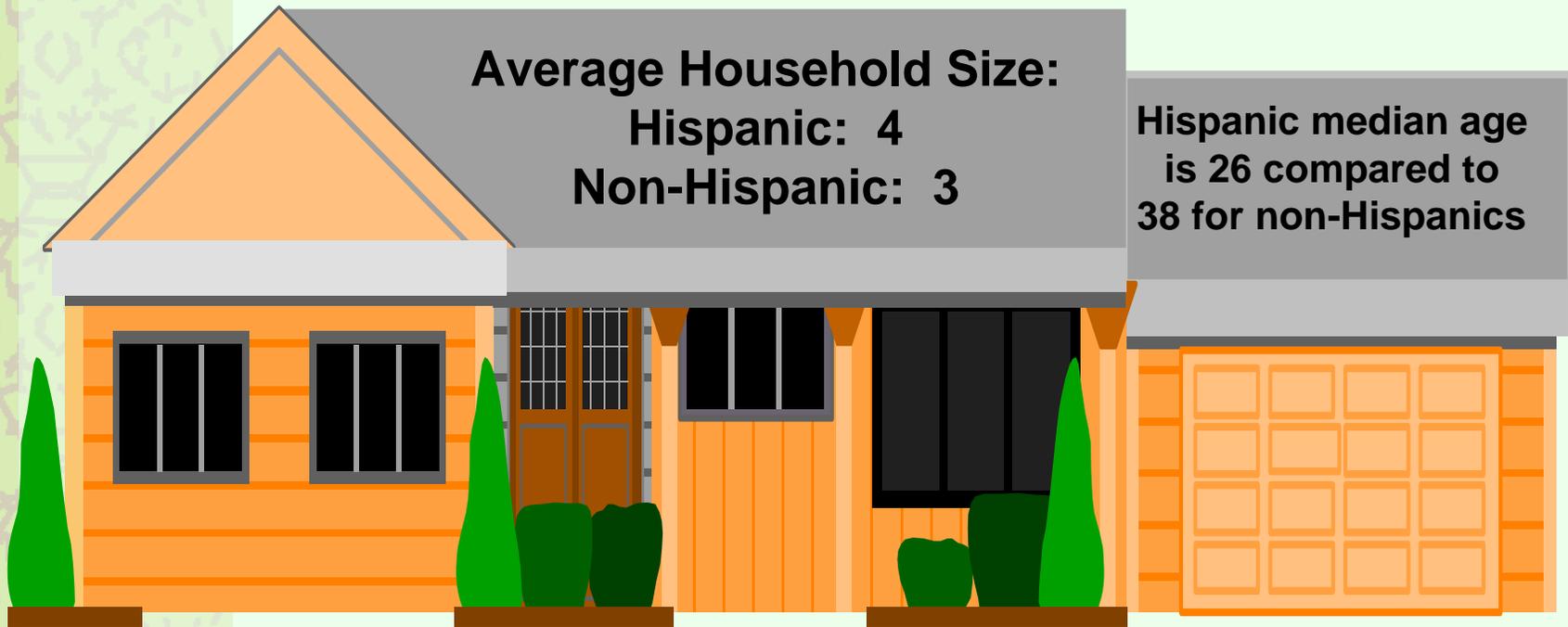


Hialeah – 90%

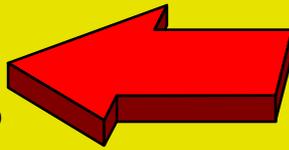
**35.3 MILLION HISPANICS COMPRISING NEARLY 12.5%
OF THE TOTAL U.S. POPULATION**

**Average Household Size:
Hispanic: 4
Non-Hispanic: 3**

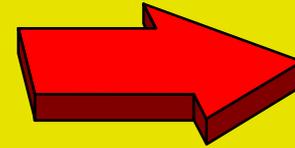
**Hispanic median age
is 26 compared to
38 for non-Hispanics**



**Spanish
Mostly - 28%**



**Spanish
Dominant
49%**



**Spanish Only
21%**

**Arizona/New
Mexico/Colorado
71-87%**

**New York/New Jersey
85%**

**Florida
87%**

**Texas
84%**

**74% of Hispanics Speak
Spanish at Home**

**English Only
16%**

**The United States is
the third largest
Spanish-speaking
population in the
world!**

**Bilingual
10%**

“SPANGLISH”

The ability to speak Spanish and English within the same sentence, without accent, while being grammatically correct

“CODE-SWITCHING”

A systematic interchange of words, phrases, and sentences in two or more languages

Latino Influence on English Language in the U. S.

Alligator

Guitar

Lunch

Barricade

Hurricane

Patio

Canyon

Plaza

Chili



Renegade

Cigar

Tuna

Cafeteria

**How many could be a
Hispanic person?**



Chang

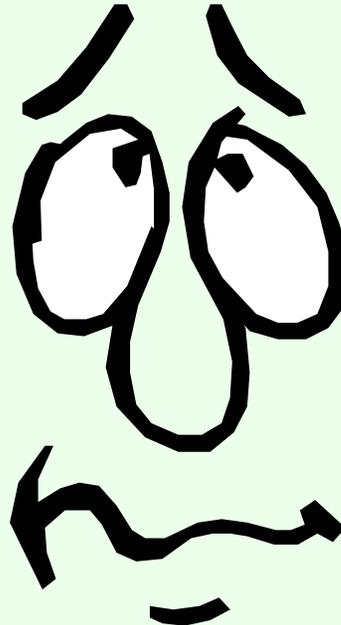
Behar

Williams

Nieves

Lieberman

Fernandez



Aguilar

Ahmed

Stevenson

Rodriguez



**Road to Preserving
Hispanic Culture &
Language**

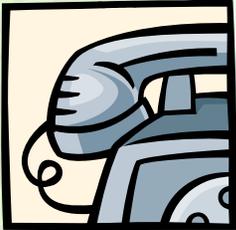
2002 Total Annual Hispanic Buying Power

\$ 452 Billion

Grown over 156% in
the last 7 years



Top 10 Hispanic Market Advertisers



Procter & Gamble \$55M

Ford Motor Company \$51M

AT&T \$42M

MCI WorldCom \$41M

Sears, Roebuck, & Co \$38M

Americate! \$30M

Miller Brewing Co \$30M

General Motors \$29.5M

McDonald's Corporation \$27M

Phillip Morris \$25M



UNIVISION *Today...*

“The leading Spanish-Language TV network. . . and growing”

Watched by 96%
of Hispanic
households



Expanding
Horizons

Competitors

Cable -- 16.6%

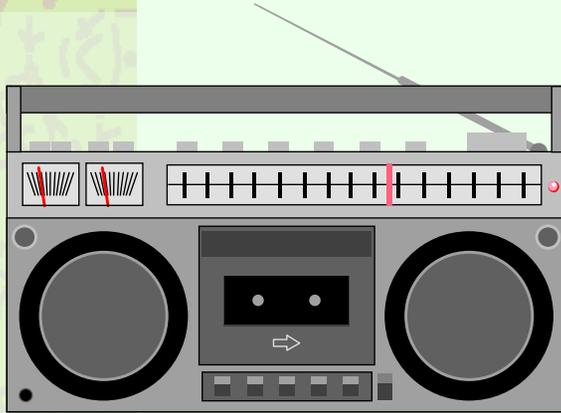
Fox -- 13.3%

ABC -- 12.9%

NBC -- 9.8%

CBS -- 6.6%

COMMUNICATING

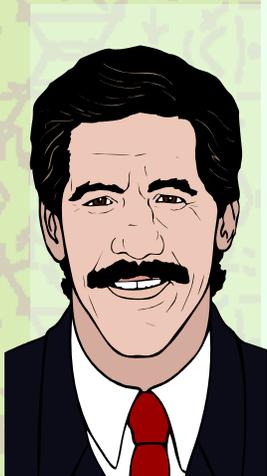


**In the last 6 months of 2001,
Hispanic Broadcasting
Corporation purchased more than
5 radio stations for over \$114
million**

**Circulation of more than
1,300 Latino publications
nationwide has more than
tripled since 1990**

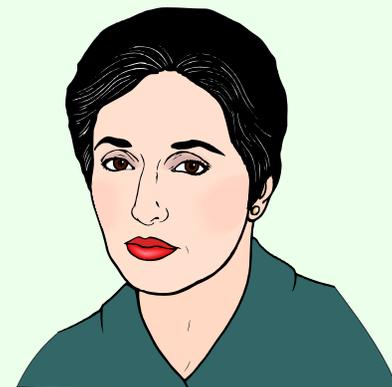


Hispanic Newsmakers



Rita Hayworth
Actress

Joan Baez
Singer/Civil
Rights Activist



Martin Sheen
Actor

Geraldo Rivera
Journalist,
Actor,
Attorney

Gloria Estefan
Singer, Writer



**Anthony
Quinn**
Actor

Latinos Choice Awards



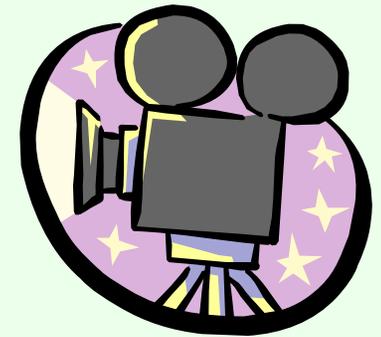
Favorite Entertainer: Ricky Martin, Jennifer Lopez, Marc Anthony

Favorite Musician: Marc Anthony, Carlos Santana, Ricky Martin

Favorite Actor: Benjamin Bratt, Andy Garcia, Benicio del Toro

Favorite Actress: Jennifer Lopez, Penelope Cruz, Tessie Santiago

Favorite Leader: Sara Martinez Tucker, Hispanic Scholarship Fund; Edward James Olmos, actor and activist; and Henry Cisneros, Texas politician

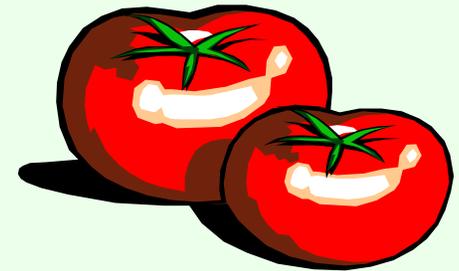


Latinos on the Rise



Food: Salsa sells better than ketchup with annual sales of \$700 million. Tortillas are the fastest growing segment of the baking industry raking in about \$2.87 billion in wholesale revenues.

S A L S A



Politics: Hispanic vote in several key states--California, New York, Texas, Florida, and Illinois--could determine the outcome of the next presidential election.

Business/Marketing: Big time advertising agencies are making money faster and easier by selling mainstream products to Hispanic markets



Additional information is contained on note pages in the original PowerPoint presentation. If you would like a copy, please contact the TRADOC EEO Office.

