

Project document

Hispanics in the United States

Isaac Cohen



UNITED NATIONS



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Abstract

This paper presents a set of socio-economic indicators on the Hispanic population in the United States and the relative weight of the Hispanic market. Its purpose is to provide a panorama detailing characteristics of what has recently become the largest minority in the United States. Therefore, it is timely to bring together some of the abundant information available from different sources and present it in a single document.

I. Introduction

During the past three decades, the Hispanic population has experienced rapid growth throughout the United States. According to national estimates released by the U.S. Census Bureau, as of 1 July 2004, the Hispanic population reached 41.3 million, comprising 14.2% of the population and making it the most numerous and fastest growing minority group in the United States.

The rapid increase in the Hispanic population has profound socioeconomic and cultural effects. For instance, the rise in the Hispanic population has had a deep impact in the U.S. corporate sector. In 2002, there were 1.6 million Hispanic owned businesses, up 31% from 1997 (U.S. Census Bureau, 2005c). Therefore, culturally relevant marketing plans have also dedicated considerable resources to target the buying power of the U.S. Hispanic market. Large and small retailers are trying to capture the loyalty of a fast growing Hispanic community. Moreover, according to the Nielsen/Netratings, Hispanics are the fastest growing ethnic group online, making Hispanic online advertising a lucrative marketing strategy.

The purpose of the report is to present in a single document, some of the abundant basic information about the Hispanic minority community that is available from different sources. It describes the growth of the Hispanic population in the United States. The report assesses the demographic characteristics of the Hispanic minority, then focuses on a set of indicators, centered on income and employment and finally, it concludes by presenting some of the main elements that are constitutive of the Hispanic market.

II. Demography

“The official population estimates now indicate that the Hispanic community is the nation’s largest minority community. This is an important event in this country — an event that we know is the result of the growth of a vibrant and diverse population that is vital to America’s future.”(U.S. Census Bureau, 2003)

Louis Kincannon, Director, U.S. Census Bureau

BOX II.1 WHO IS HISPANIC?

According to the U.S. Census Bureau, Hispanics or Latinos are those individuals who classified themselves in one of the specific Spanish, Hispanic, or Latino categories listed in the Census 2000 questionnaire. The U.S. Census Bureau defines Hispanic or Latino as a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin regardless of race. Thus, Hispanics may be of any race. In the questionnaire for the Census 2000, question number five, Hispanics were asked to mark one of four categories: Mexican, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino. The last category had a write-in option by which a person could provide a specific Hispanic-origin group such as Central American, Dominican or Spaniard. The image below is a snapshot of the actual Census question.

5 Is this person Spanish/Hispanic/Latino? Mark the "No" box if **not** Spanish/Hispanic/Latino.

No, not Spanish/Hispanic/Latino

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, other Spanish/Hispanic/Latino — Print group. ↴

Source: U.S. Census Bureau.

A. Growth

Since 1990, the Hispanic population has experienced a surge of rapid growth across the United States. In 1990, the Hispanic population amounted to 22.4 million comprising 9% of the population. Defying most projections, in 2003, the U.S. Census Bureau announced that the Hispanic population surpassed the African American population as the United States largest minority group. The Hispanic population increased from 35.3 million in 2000, to 38.8 million in 2002, a growth rate of 9.8%.

The Hispanic population has continued to be a powerful and expanding factor in the overall population increase of the United States. In June 2005, the U.S. Census Bureau confirmed that as of July 2004 the Hispanic population reached 41.3 million, accounting for approximately one-half of the national population growth of 2.9 million between July 2003 and July 2004. As such, the Hispanic population growth rate of 3.6%, over the same 12 month period, was more than three times that of the total U.S. population, which amounted to 1.0%.

TABLE II.1
U.S. POPULATION BY ETHNICITY, 2004

	Population	Distribution (Percentage)
Hispanic	40 424 528	14
<i>Native Born</i>	22 381 207	8
<i>Foreign Born</i>	18 043 321	6
Non-Hispanic White	194 876 871	68
Non-Hispanic Black	34 919 473	12
Non-Hispanic Asian	12 342 486	4
Non-Hispanic other	5 717 108	2
Total Population	288 280 465	

Source: Pew Hispanic Center, 2005.

The Hispanic population is projected to continue increasing at a rapid and steady pace. The U.S. Census Bureau projects that the country's Hispanic population will triple over the next half century and that non-Hispanic Whites will represent about one-half of the total population. It is estimated that between 2000 and 2050, there will be approximately 67 million persons of Hispanic origin (who may be of any race) in the United States and that their numbers will continue to grow from 35.6 million to 102.6 million, an increase of 188%. The U.S. Bureau of the Census estimates that the Hispanic share of the United States population will double, from 12.6% to 24.4%.

B. Origin

According to the 2004 American Community Survey (ACS),¹ of the U.S. Census Bureau, individuals of Mexican origin comprised the largest Hispanic group in the United States followed by Hispanics originating from Central and South America.

TABLE II.2
HISPANIC POPULATION BY TYPE, 2004

Total US	285 691 501
Not Hispanic or Latino	245 232 305
Hispanic or Latino	40 459 196
<i>Mexican</i>	25 894 763
Puerto Rican	3 874 322
Cuban	1 437 828
Dominican	1 051 032
<i>Central American</i>	2 901 679
Costa Rican	120 316
Guatemalan	698 745
Honduran	407 994
Nicaraguan	248 725
Panamanian	113 053
Salvadoran	1 201 002
Other Central American	111 844
<i>South American</i>	2 215 503
Argentinean	189 190
Bolivian	90 401
Chilean	106 458
Colombian	686 185
Ecuadorian	453 360
Paraguayan	14 123
Peruvian	399 240
Uruguayan	41 577
Venezuelan	164 699
Other South American	70 270
Other Hispanic or Latino:	3 084 069
Spaniard	358 570
Spanish	656 169
Spanish American	57 417
All other Hispanic Latino	2 011 913

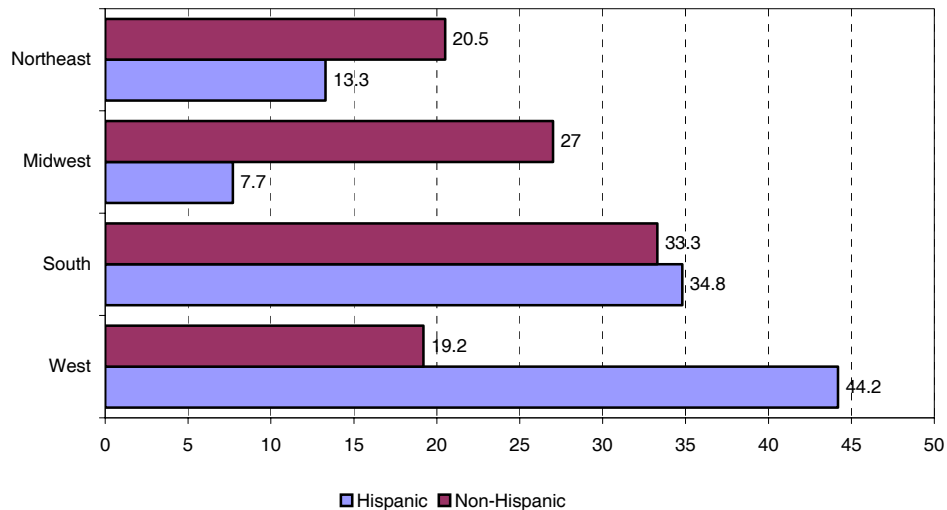
Source: U.S. Census Bureau, 2004 American Community Survey.

¹ The American Community Survey (ACS) is a new nationwide survey for collecting reliable, timely information for government functions. The ACS was designed to replace the decennial census long form and collects those detailed demographic, socioeconomic, and housing statistics that were normally collected on the long form. According to the U.S. Census Bureau, full implementation of the ACS will improve the 2010 Census by allowing the decennial census to focus on counting the population.

C. Geographic distribution

Hispanics are spreading faster and farther within the United States than any other ethnic group and at the same time concentrating geographically in various states and regions.

FIGURE II.1
U.S. POPULATION BY HISPANIC ORIGIN AND REGION OF RESIDENCE, 2002
(Percentage)



Source: U.S. Census Bureau, 2003.

As indicated by data gathered by the 2004 ACS, Hispanic growth also continues in the traditional states of California, Texas, New York, Florida, Illinois, Arizona, New Jersey, New Mexico, and Colorado.

TABLE II.3
TOP 10 STATES BY PERCENTAGE OF HISPANIC POPULATION,
1 JULY 2004

State	Total Population	Hispanic Population	Percent Hispanic
New Mexico	1 862 837	808 693	43.4
California	35 055 227	12 246 122	34.9
Texas	21 912 164	7 656 151	34.9
Arizona	5 633 997	1 584 217	28.1
Nevada	2 301 197	527 570	22.9
Colorado	4 498 611	862 631	19.2
Florida	16 990 183	3 250 768	19.1
New York	18 634 337	3 003 572	16.1
New Jersey	8 503 294	1 274 500	15.0
Illinois	12 390 521	1 739 870	14.0

Source: U.S. Census Bureau, 2004 American Community Survey.

Additionally, the Hispanic population is concentrated in major cities, such as New York, Los Angeles, Chicago and Houston.

TABLE II.4
HISPANIC POPULATION OF THE 10 LARGEST U.S. CITIES, 2004

City, State	Total Population	Hispanic Population	Percent Hispanic
New York, NY	7 918 562	2 218 633	28.0
Los Angeles, CA	3 745 742	1 859 831	49.7
Chicago, IL	2 719 290	745 818	27.4
Houston, TX	1 946 484	1 236 378	42.7
Philadelphia, PA	1 414 245	140 474	9.9
Phoenix, AZ	1 331 391	512 467	38.5
San Diego, CA	1 241 338	333 082	26.8
San Antonio, TX	1 193 433	501 067	42.0
Dallas, TX	1 198 093	729 724	60.9
Detroit, MI	840 006	45 555	5.4

Source: U.S. Census Bureau, 2004 American Community Survey.

Although Hispanics are geographically concentrated, most live scattered through neighborhoods where they are a small percentage of the population. Data from Census 2000 indicated that twenty million Hispanics lived in Hispanic-minority neighborhoods, while the remaining 15 million Hispanics lived in neighborhoods where Hispanics were a majority. The same data also showed that large Hispanic communities were growing at a faster rate than the Hispanic population that lived among non-Hispanics. Therefore, the distribution of the Hispanic population has produced both dispersal and concentration in residential settlement (Pew Hispanic Center, 2005).

Hispanics were also more likely than non-Hispanic Whites to live inside central cities of metropolitan areas. In 2002, 45.6% of all Hispanics lived in central cities within a metropolitan area, compared to 21.1% of non-Hispanic Whites. Census 2000 also indicated that the percentage of Hispanics living in non-metropolitan areas was 8.7%, while the percentage of non-Hispanic Whites was 22.1% (Ramirez and de la Cruz, 2003).

D. New growth areas

The Hispanic population is also expanding faster in much of the Southern United States, as mostly young persons are migrating to a variety of communities, including rural areas, small towns, and suburbs. According to the Pew Hispanic Center, areas of the South are registering rapid rates of Hispanic population growth. Between 1990 and 2000, North Carolina (394%), Arkansas (337%), Georgia (300%), and Tennessee (278%) registered the highest rates of increase in Hispanic population of any states in the U.S (Kochhar, Suro, and Tafoya, 2005).

Moreover, the same study also documented a significant increase in the Hispanic population at the county level, with some counties experiencing a growth rate of 1000% and others 500%. The increases occurred across a diverse range of county types, including small, non-

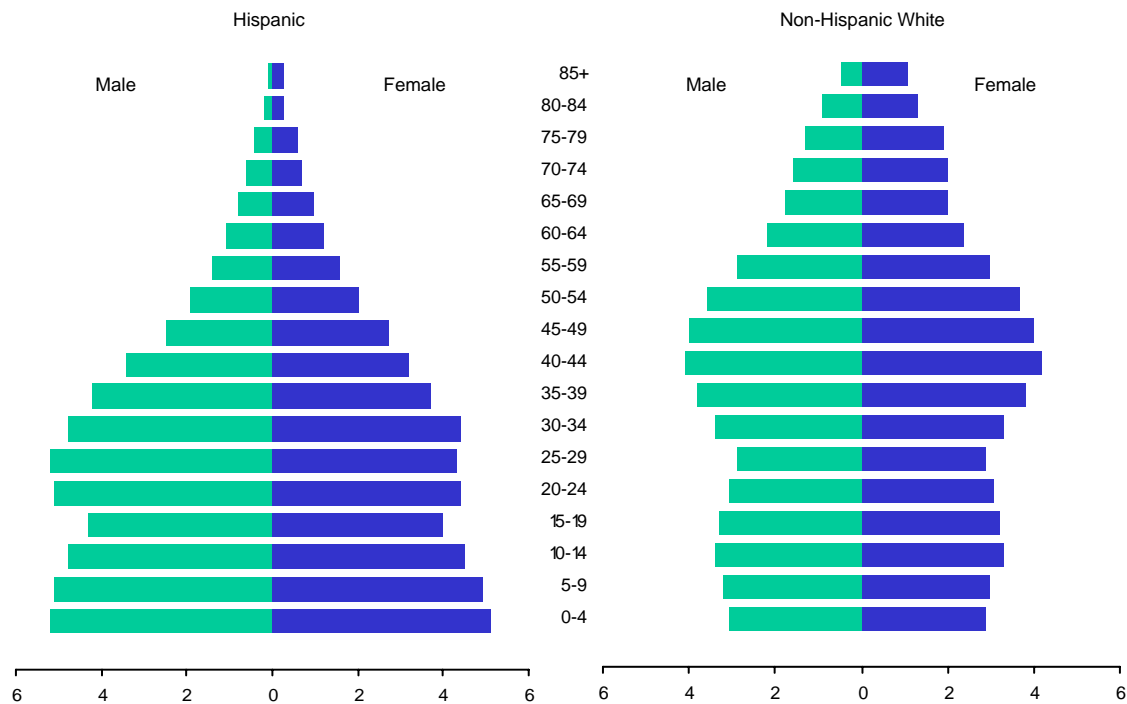
metropolitan, manufacturing counties, throughout North Carolina and the north of Atlanta, to counties in the heart of large metropolitan areas such as Nashville, Tennessee.

Major findings by the Pew Hispanic Center indicated that Hispanics in the new growth areas of the Southern states were generally foreign born (57%), young males (63%), in search of work prospects and economic opportunity. These migrants were often unmarried and mobile enough to pick up and move to where employment prospects were located. Most of the immigrants also lacked a high school diploma and 57% did not speak English well, or did not speak it at all. In addition, more than half of the immigrants had entered the United States between 1995 and 2000 and most did not have legal status.

E. Age and gender

Youth is currently producing a profound change in the demographic composition of the U.S. Hispanic population. As compared with the White population, a greater share of the Hispanic population is concentrated in the child bearing years. According to the U.S. Census Bureau, in 2002, 34.4% of the Hispanic population was under the age of 18, compared to 22.8% of non-Hispanic Whites. Only 5.1% of Hispanics were 65 and older, as opposed to 14.4% of non-Hispanic Whites, while a larger proportion of Hispanics, at 33.2%, were between the ages of 25 to 44, as compared to 28.4% of non-Hispanic Whites. Among the Hispanic population, those of Mexican origin had the highest proportion of individuals under the age of 18 (37.1%) and those of Cuban origin had the lowest (19.6%).

FIGURE II.2
POPULATION BY HISPANIC ORIGIN, AGE AND SEX, 2002
(Percentage)



Source: U.S. Census Bureau, 2003.

The composition of the Hispanic population is undergoing a generational change in their age and gender structure. Although in the past the growth of the Hispanic population was due to immigration, presently high birth rates are producing an increase of second generation Hispanics. Between 1970 and 2000 the Hispanic population grew by 25.7 million, with immigrants accounting for 45% of the increase, while second generation Hispanics accounted for 28%. Due to the high levels of immigration of the 1970s and 1980s, the growth of the second generation accelerated in 1990 and reached 63%, up from 52% in the 1980s, surpassing the growth due to immigration of 55% in the 1990s and 78% in the 1980s (Passel and Suro, 2003).

BOX II.1
DEFINITIONS OF GENERATIONS

First Generation: Individuals born outside the United States, its territories or possessions. Can be naturalized U.S. Citizens, legal immigrants or undocumented immigrants.

Second Generation: Individuals born in the United States with at least one foreign born parent. U.S. citizens by birth.

Third plus Generations: Individuals born in the United States with both parents also born in the United States. U.S. citizens by birth.

Source: Passel and Suro, 2003.

The rapid increase of the U.S. Hispanic population has been a product of above average fertility rates. The fertility rate in 2000 was 3.51 births per woman for first generation Hispanics, compared to 1.84 for non-Hispanic Whites, 2.53 for African Americans and 2.60 for Asian Americans. Thus, it is currently projected that the high growth rate of second generation Hispanics will remain higher than that of the first generation, despite a steady flow of immigration.

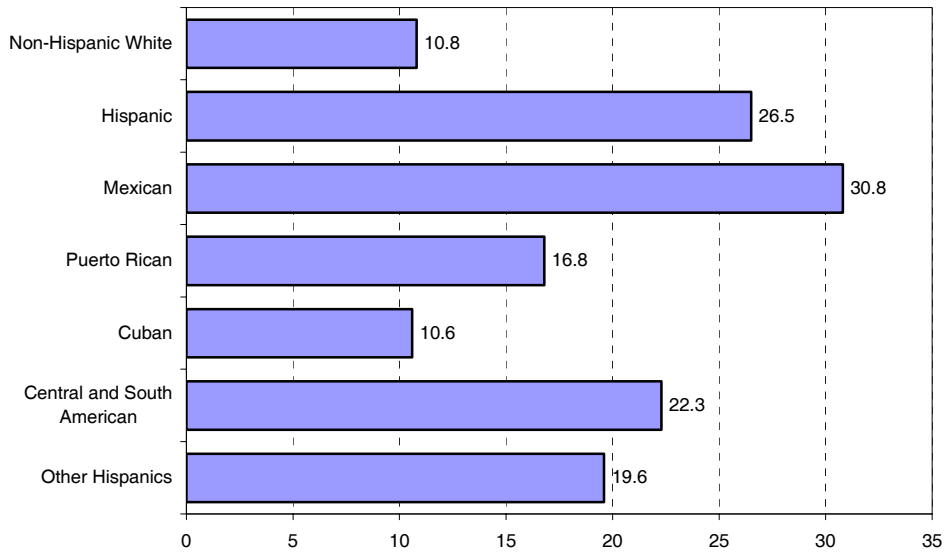
The age and gender of Hispanics also varies across the generational segments of the population. The Hispanic immigrant population is characterized by adult males who are of working age, there are 116 male immigrants for every 100 female immigrants. However, within the second generation Hispanics there is an equal division between males and females and the majority is of school age.

F. Family composition

According to the U.S. Census Bureau, Hispanic families are generally larger than the average non-Hispanic White family. In 2002, 26.5% of Hispanic family households were composed of five or more persons, in comparison to 10.8% of non-Hispanic White family households. Within the Hispanic population, Mexican families generally had five or more persons, at 30.8%, as compared to 10.6% of Cuban households (Ramirez and de La Cruz, 2003).

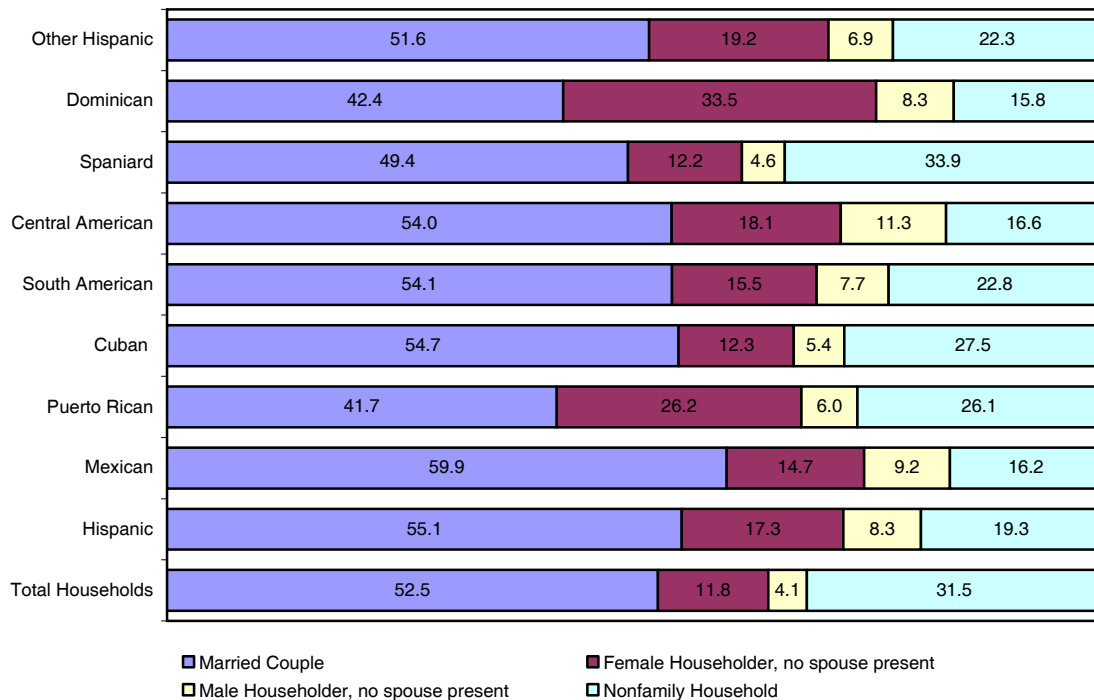
Family households with only two persons represented 25.9% of Hispanic family households, as opposed to 48.7% of non-Hispanic White family households. Among Hispanic households, 43.1% of Cuban households were composed of only two persons.

FIGURE II.3
FAMILY HOUSEHOLDS WITH FIVE OR MORE PERSONS BY HISPANIC ORIGIN, 2002
(Percentage)



Source: U.S. Census Bureau, 2003.

FIGURE II.4
HOUSEHOLD TYPE, 2000
(Percentage)



Source: U.S. Census Bureau, 2004b.

G. Language spoken at home

The 2004 American Community Survey concluded that 18.7% of the total U.S. population aged 5 and over spoke at home a language other than English and that the majority spoke Spanish.

TABLE II.5
LANGUAGE SPOKEN AT HOME

Social Characteristic	2004 Estimate
Population 5 years and over	265 683 349
English Only	216 050 424
Language other than English	49 632 925
Spanish	30 521 800
Speak English less than "very well"	14 636 751
Other Indo-European languages	9 633 742
Asian and Pacific Islander languages	3 316 723
Other languages	7 614 353

Source: U.S. Census Bureau, 2004 American Community Survey.

According to the Pew Hispanic Center/Kaiser Family Foundation 2002 National Survey of Latinos, the defining demographic characteristic of Hispanic language groups was their generational standing. Spanish speaking Hispanics tended to be older and made up most of the first generation, while bilingual (English/Spanish) Hispanics were younger and comprised the second generation. Finally, third and beyond generations were primarily English speakers (Pew Hispanic Center, 2005).

TABLE II.6
PRIMARY LANGUAGE USE AMONG HISPANIC ADULTS, 2002
(Percentage)

	Spanish Dominant	Bilingual	English Dominant
First generation	72	24	4
Second generation	7	47	46
Third and higher generation	-	22	78

Source: Pew Hispanic Center, 2002.

Pew/Kaiser surveys from 2002 to 2004 have found that the acquisition of English played a key role in assimilation. In general, the opinions of Hispanics who primarily spoke English were similar to those held by non-Hispanics. The Pew Hispanic Center/Kaiser surveys found that Hispanics who primarily spoke Spanish at work or at home, differed in their views of social issues such as divorce, abortion, and homosexuality. Only 10% of Spanish-dominant Hispanics agreed with abortion, in comparison to 36% of English-dominant Hispanics. The same surveys found that with regards to questions on divorce and homosexuality, Hispanics who primarily spoke English had views similar to those who were White, rather than those of Spanish-dominant Hispanics.

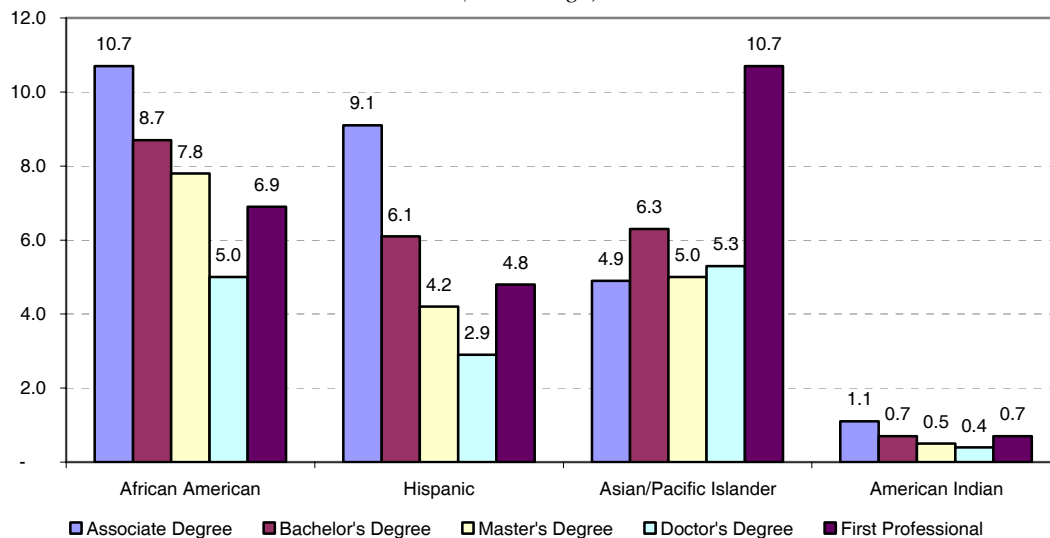
H. Education

Despite the fact that Hispanics have made impressive educational gains over the past 20 years, gaps still persist particularly in the area of academic performance.

According to the National Center for Education Statistics (NCES), approximately 22% of 18-24 year old Hispanics, in 2000, were enrolled in colleges and universities, up from 16% in 1980. The enrollment rate of Hispanic students in colleges and universities continues to increase. From 1990 to 2000, the number of bachelor's degrees awarded to Hispanics rose by 105%, a rate faster than any other racial/ethnic group. During the same decade, Hispanic students also obtained an increase in graduate degree levels with a 128% increase in master's degrees, and a 76% increase in doctor's degrees. However, as compared to other minority groups in the United States, the percentage of degrees earned by Hispanics still lags behind that of Asian and African American students (U.S. Department of Education, 2003).

In 2004, the U.S. Census Bureau reported that non-Hispanic Whites had the highest proportion with a high school diploma or higher at 90%, followed by Asians with 86%, African Americans with 80%, and finally Hispanics with 58%. Levels of post-secondary educational attainment also indicated that Asians had the highest proportion with a bachelor's degree or higher at 49%, followed by non-Hispanic Whites with 30%, African Americans with 17%, and finally Hispanics with 12%.

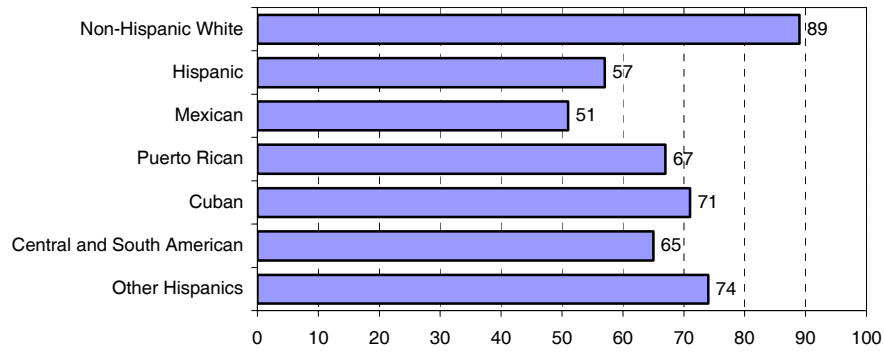
FIGURE II.5
DEGREES CONFERRED, 1999-2000
(Percentage)



Source: U.S. Department of Education, 2003.

Among the Hispanic population, 50.6% of Mexicans 25 years and older had at least a high school education, while the educational attainment for other Hispanics and Cubans was 74% and 70.8%, respectively.

FIGURE II.6
HISPANIC POPULATION WITH AT LEAST A HIGH SCHOOL EDUCATION, 2002
(As percentage of each population 25 years and older)



Source: U.S. Census Bureau, 2003.

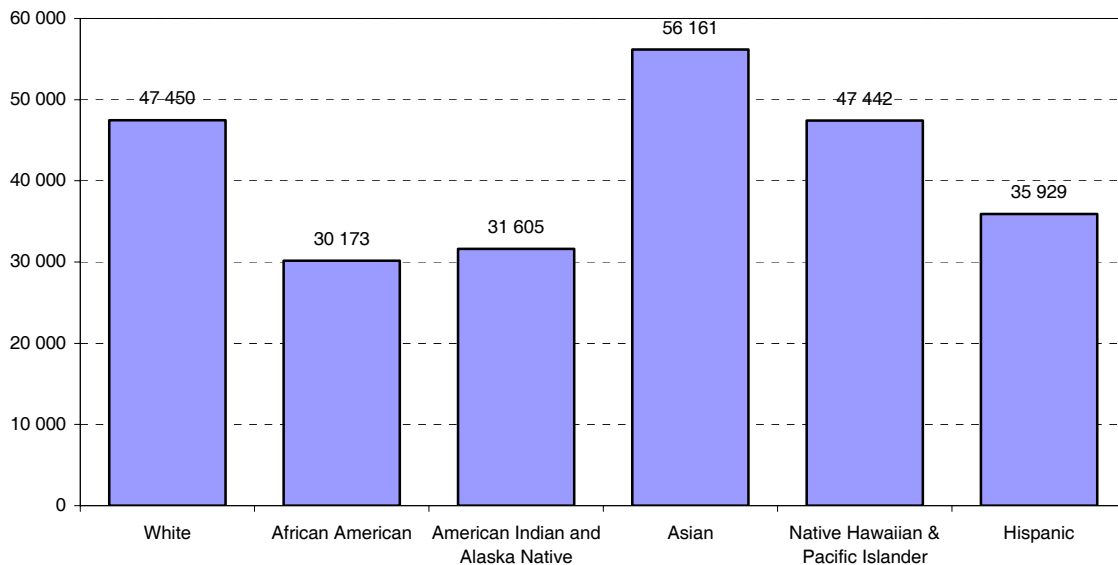
Despite the gains achieved in the area of post secondary education, data also indicates that Hispanic students had a drop out rate of 28%, higher than the rate of African Americans and of non-Hispanic Whites, 13% and 7% respectively (National Center for Education Statistics, 2003).

III. Economic Characteristics

A. Income

The 2005 Current Population Survey Annual Social and Economic Supplement indicates that the household income of various ethnic groups within the United States varies considerably, with Asians holding the highest median income at US\$ 56,161 and African Americans holding the lowest at US\$ 30,173, while Hispanic households had a median income of US\$ 35,929.

FIGURE III.1
HOUSEHOLD INCOME BY ETHNIC GROUP, 2004
Median Income (US\$)

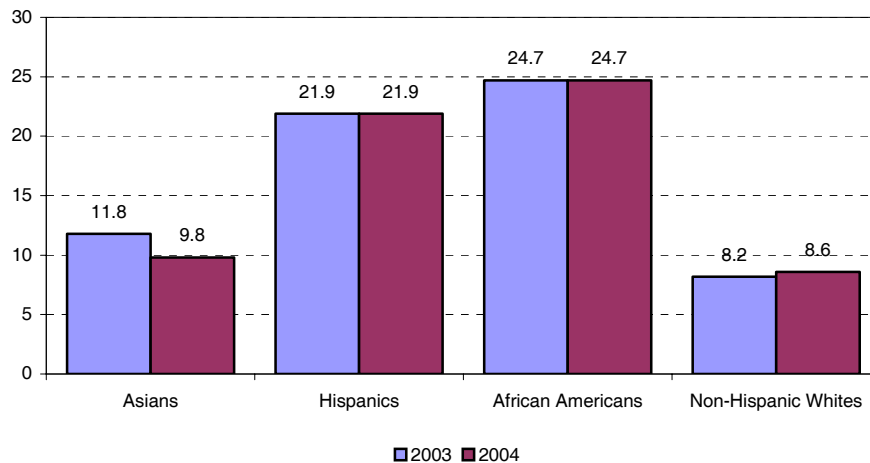


Source: U.S. Census Bureau, American Community Survey, 2004.

HispanTelligence, the research arm of **Hispanic Business Magazine**, reports that Hispanic household income levels are rising. The proportion of Hispanic households earning more than US\$ 100,000 increased, between 1972 and 2000, from 1.5% to 7.2%, while the middle income bracket, US\$ 35,000 to US\$ 99,999, grew from 34.2% to 40.7%, during the same period.

In terms of poverty levels for the year 2004, the African American population had the highest poverty rate at 24.7%, followed by Hispanics at 21.9% and finally Asians at 9.8%.

FIGURE III.2
POVERTY RATE BY ETHNIC GROUP, 2004
(Percentage)



Source: U.S. Census Bureau, 2005.

B. Employment

Hispanics rank as the second largest group of workers in the United States comprising 13% of the labor force. In 2004, there were 28 million Hispanics of working age, 16 years or older, nearly 3 million greater than the number of African American workers and double the number of other minority groups.

Employment opportunities for Hispanics are low skill occupations calling for less than a high school education. The 2004 Pew Latino Labor Report indicated that 81% of new jobs for foreign born Hispanics and 76% of new jobs for native born Hispanics were in occupations that required minimal formal education, while approximately 64% of new jobs for native born White workers were in occupations requiring a college degree or more.

In 2004, approximately 55% of Hispanic immigrants were employed in four specific sectors: construction, wholesale and retail trade, professional and other business services, and eating and drinking, lodging services. The construction industry continues to be a large source of employment for both native and foreign born Hispanics. In 2004, Hispanics comprised approximately 20% of the labor force in the construction industry and added 226,000 workers or 40% of the total growth of employment in that sector.

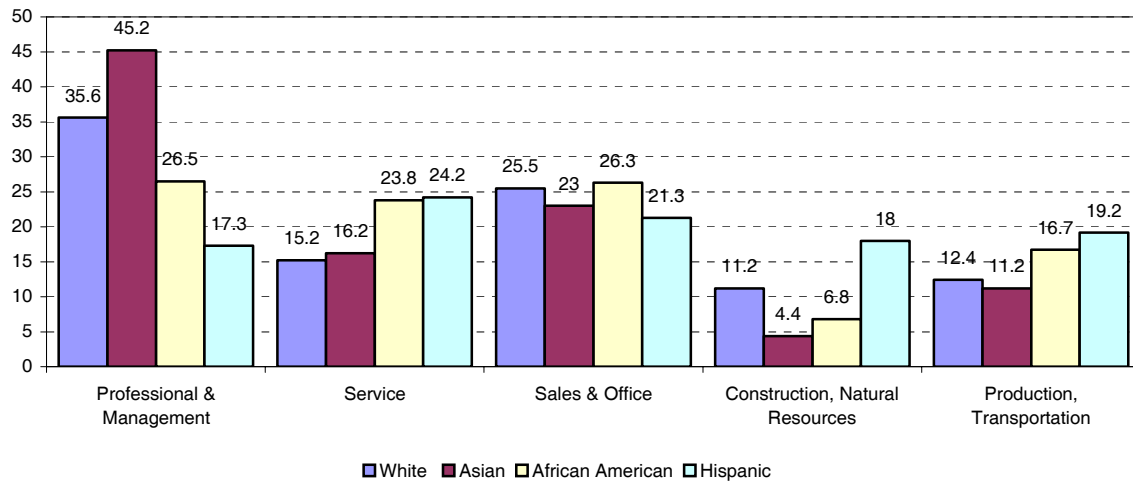
Significant differences are registered in the occupations between native born Hispanics and first generation Hispanic immigrants. Native born Hispanics generally find employment in white collar occupations such as management, sales, and administrative support, while immigrants tend to find employment in production and construction industries. In 2004, 13% of

Hispanic immigrants worked in building and grounds cleaning as compared to 2.9% of native born Hispanic workers. Likewise, 11% of native born Hispanics worked in management occupations as opposed to 4% of foreign born workers. Occupations with high concentrations of Hispanic immigrants include plasterers and stucco masons, agricultural workers, packers, roofers, maids and housekeeping cleaners, cashiers, and cooks.

In 2000, approximately half of male Hispanic workers were employed in the construction and production sector, while 61% of females worked in service and sales occupations. Among Mexicans, Puerto Ricans, and Cubans, the three largest groups in the Hispanic community, the occupations of Cubans resemble the closest those of Whites and Asians (Kocchar, 2005).

As compared to Asian and White workers, for the year 2004, while 45.2% of Asians and 35.6% of White workers were employed in professional occupations, only 17.3% of Hispanics held similar positions. Analysis of the occupational characteristics of Hispanic workers shows that Hispanics are more likely than non-Hispanic workers to occupy employment within the farming, production, and construction industries. For example, in 2004, Hispanics comprised 24.2% of service occupations, 21.3% of sales and office occupations, and 18% of natural resources, construction, and maintenance occupations.

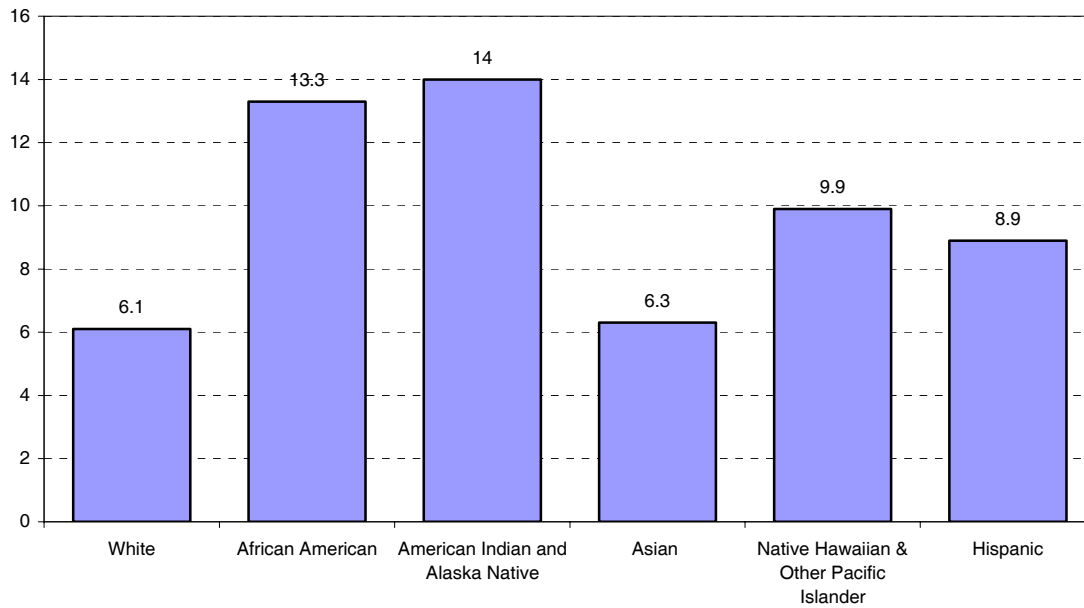
FIGURE III.3
EMPLOYED PERSONS BY OCCUPATION AND ETHNICITY, 2004
(Percentage)



Source: U.S. Bureau of Labor Statistics.

According to the 2004 U.S. Census Bureau American Population Survey, Hispanics were more likely than non-Hispanic Whites to be unemployed. In 2004, the White population had the lowest unemployment rate of 6.1%, followed by Asians at 6.3%, and finally Hispanics at 8.9%. American Indians and Alaska Natives had the highest unemployment rate of 14% followed by African Americans at 13.3%.

FIGURE III.4
UNEMPLOYMENT RATE BY ETHNIC GROUP, 2004
(Percentage)



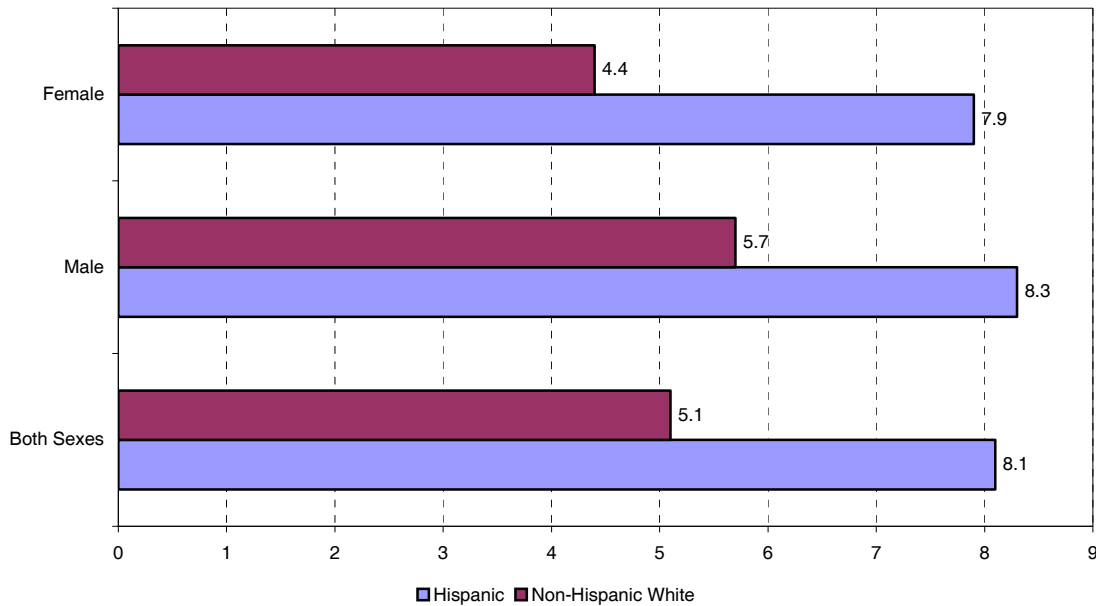
Source: U.S. Census Bureau, American Community Survey, 2004.

TABLE III.1
U.S. LABOR FORCE BY ETHNICITY, 2004

	All Workers	Hispanics	White	Non-Hispanic Black	Other
Population (age 16+)	223 653 344	28 240 747	156 614 899	25 254 576	13 543 122
Labor Force	148 612 727	19 501 923	103 790 890	16 382 681	8 937 233
Employment	140 554 632	18 169 653	99 324 876	14 598 564	8 461 539
Unemployment	8 058 095	1 332 270	4 466 014	1 784 117	475 694
Labor Force Participation rate (percentage)	66.4	69.1	66.3	64.9	66.0
Employment-to-participation ratio (percentage)	62.8	64.3	63.4	57.8	62.5
Unemployment rate (percentage)	5.4	6.8	4.3	10.9	5.3

Source: Pew Hispanic Center, 2005.

FIGURE III.5
PERCENTAGE UNEMPLOYED BY HISPANIC ORIGIN AND SEX, 2002
(Percentage of population 16 years and over in the civilian labor force)



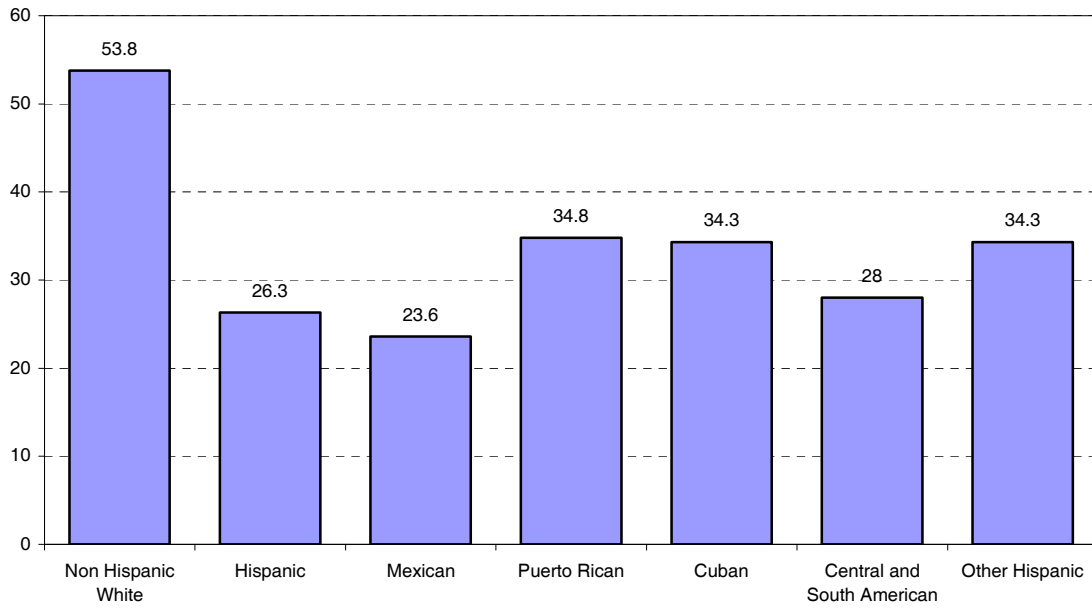
Source: U.S. Census Bureau, Current Population Survey, 2002.

The 2004 Pew Latino Labor Report found that among ethnic groups, Hispanics were the only major group of workers whose wages had fallen for 2 consecutive years. The study indicated that real weekly earnings for Hispanics declined by 2.2% in 2003 and by another 2.6% in 2004. In contrast, the wages of White and African American workers increased in 2003, but declined by 1.8% and 1%, respectively, in 2004 (Kocchar, 2005).

This disparity in wages, if persistent, will continue to increase and polarize earnings between Hispanics and non-Hispanic workers. Although new Hispanic immigrants are experiencing high rates of employment, they are doing so at lower wages for jobs requiring minimal education and skills.

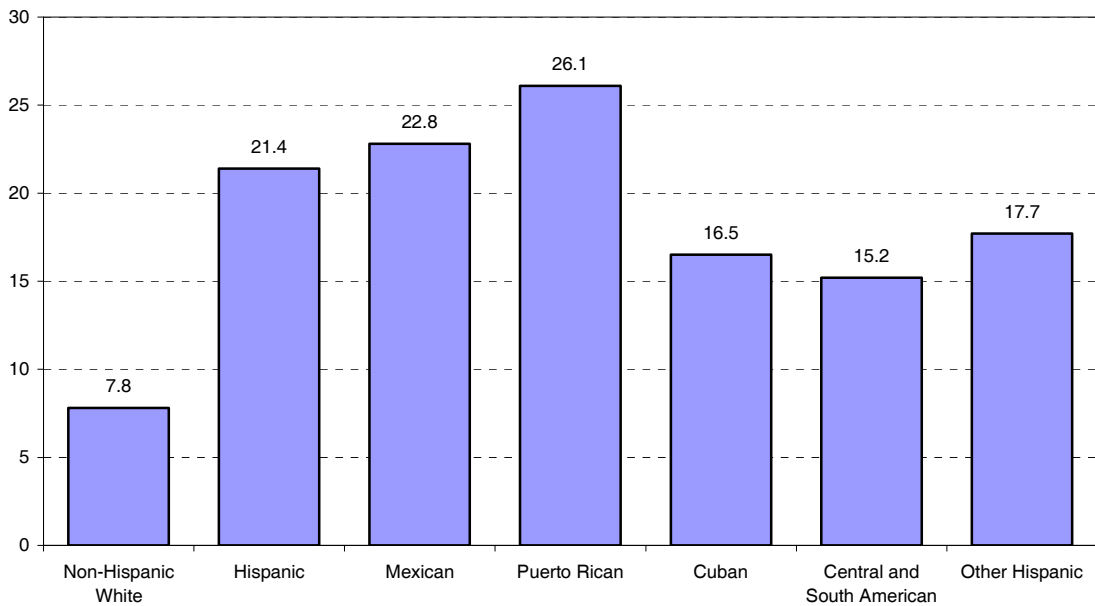
With respect to full-time year round workers, Hispanic workers earned considerably less than non-Hispanic Whites. In 2002, 26.3% of full time year round Hispanic workers earned US\$ 35,000 or more, in contrast to 53.8% of non-Hispanic White workers. Hispanics of Mexican origin had the lowest proportion of earnings at 23.6% while the highest were among Puerto Ricans with 34.8%, followed by Cubans and other Hispanics with 34.3% (Ramirez and de la Cruz, 2003).

FIGURE III.6
FULL TIME, YEAR-ROUND WORKERS WITH ANNUAL EARNINGS OF US\$ 35,000 OR MORE BY HISPANIC ORIGIN, 2001
(Percentage)



Source: U.S. Census Bureau, 2003.

FIGURE III.7
PERSONS LIVING BELOW THE POVERTY LEVEL BY HISPANIC ORIGIN, 2001
(Percentage)



Source: U.S. Census Bureau, 2003.

C. Hispanics in the Federal workforce

During the past several years, there is a growing awareness that the Federal government needs to improve the hiring and retention of Hispanic employees. To address concerns over the under representation of minorities, the U.S. government has adopted decisions and implemented specific actions, because recent reports indicate that Hispanics are the only minority group to be underrepresented in the Federal workforce (FW). Currently, Hispanics represent 7.3% of Federal employees; however, they comprise 12.6% of the civilian workforce.

Given the rapidly growing population rate of Hispanics, the gap between their participation in the civilian labor force and in the Federal workforce, left to its self, will only grow larger, therefore, effective integration strategies have been designed, implemented, and monitored. For this reason, the participation of Hispanics in the Federal workforce constitutes an illustrative case, since the Federal government is an employer that practices such integration policies and strategies.

To meet the employment needs of the rapidly changing workforce, agencies of the Federal government have implemented diverse policies and programs, since it remains U.S. policy that the Federal workforce has to represent “all segments of society.”

In 1997, the Office of Personnel Management (OPM) created the Hispanic Employment Initiative, which consisted of a Nine Point Plan that Federal agencies could implement to improve the participation of Hispanics in the Federal workforce. The Nine Point Plan aims to recruit, advance, and retain qualified Hispanic candidates in the Federal workforce and calls for Federal agencies to:

- support and implement the White House Initiative on Educational Excellence for Hispanic Americans by matching job opportunities with curriculums of Hispanic serving Institutions;
- provide employment information to students, faculty, and members of the Hispanic community;
- develop mentoring programs to motivate young Hispanic people to pursue a Federal Civil service career;
- assess the need for Hispanic Employment Program Managers in Federal agencies and,
- monitor the progress of recruiting and training Hispanic employees.

To address specifically the employment of Hispanics in the Federal workforce, on 12 October 2000, President Clinton issued Executive Order 13171 on Hispanic Employment in the Federal Government, instructing Executive Departments and Agencies to “establish and maintain a program for the recruitment and career development of Hispanics in Federal employment. In its program, each agency shall provide a plan for recruiting Hispanics that creates a fully diverse workforce for the agency in the 21st century...” (USOPM, 2006b).

The plan should include:

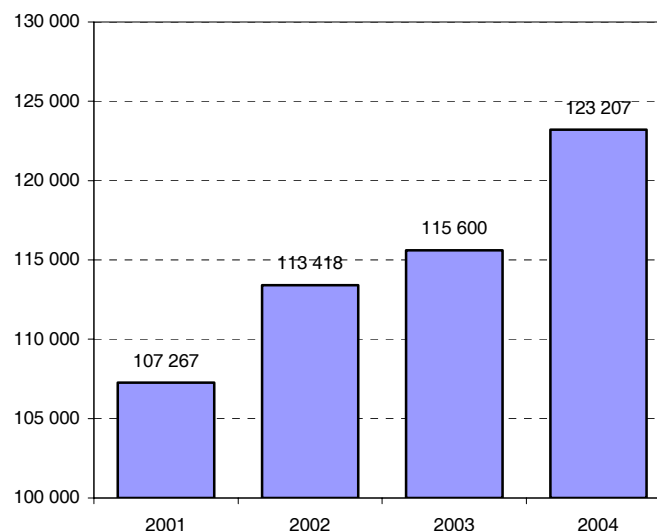
- i) broadening the area of consideration to include applicants from all appropriate sources;
- ii) ensuring that selection factors are appropriate and achieve the broadest consideration of applicants,
- iii) consider the appointment of Hispanic Federal executives to rating, selection, performance review and executive resources panels and boards.

Executive Order 13171 also requires that the U.S. Office of Personnel Management (OPM) provide policy guidance to Federal human resources management offices to address Hispanic under representation and take the lead in promoting diversity in executive agencies through equal employment opportunity. Most importantly pursuant to the order, OPM must issue an annual report with findings and recommendations to the President on the progress made by agencies on matters related to the order.

In 2001, the Office of Personnel Management established the Interagency Task Force on Hispanic Federal Employment and created an annual report to the President that provides information on the representation of Hispanics within the Federal Government and best practices of Federal agencies.

For fiscal year 2004, the Statistical Information on Hispanic Employment in Federal Agencies reported an increase of 6.6% in the number of Hispanics in the permanent Federal workforce since FY 2003. The report highlighted that in FY 2004, the permanent Federal workforce included 123,207 Hispanics compared to 115,600 in FY 2003 and that Hispanics represented 7.3% of the Federal workforce in FY 2004 compared to 7.0% the previous year.

FIGURE III.8
REPRESENTATION OF HISPANICS IN THE FEDERAL WORKFORCE BY FISCAL YEAR



Source: U.S. Office of Personnel Management.

When compared to their participation in the civilian labor force (CLF), despite an increase in the number of Hispanics in the FW, Hispanics remain underrepresented in the Federal

government. In FY 2004, as compared to African Americans and Asians, the number of Hispanics working at the Federal level was significantly lower.

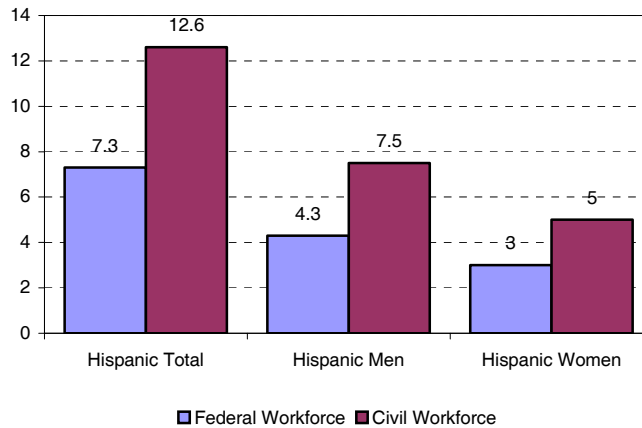
TABLE III.2
FEDERAL WORKFORCE BY ETHNIC GROUP, FISCAL YEAR 2004
(Percentages)

	Asian/Pacific Islanders	African Americans	Hispanics	Native Americans
Federal Workforce	4.9	17.4	7.3	1.9
Civilian Labor Force	4.0	10.1	12.6	.8

Source: U.S. Office of Personnel Management, 2005.

During FY 2004, Hispanic men comprised 4.3% of the FW, as compared to 7.5% of the CLF and Hispanic women accounted for 3.0% of the FW while they represent 5.0% of the CLF.

FIGURE III.9
REPRESENTATION OF HISPANIC MEN AND WOMEN IN THE FEDERAL AND CIVILIAN WORKFORCE, 2004
(Percentage)



Source: U.S. Office of Personnel Management.

A decrease in the total number of government hires in 2004 also reflected itself in the percentage of Hispanic new hires, as the number of Hispanics hired also decreased from 9,090 in 2003 to 7,896 in 2004. However, within the category of new hires for the year 2004, the largest percentages of Hispanics were found in some Federal agencies, such as the Social Security Administration, the Department of the Treasury, the Department of Homeland Security and the Department of Justice.

TABLE III.3
HISPANIC EMPLOYMENT AS PERCENTAGE OF ALL FEDERAL
WORKFORCE, 2004-2003

Occupation	2004		2003	
	Hispanic Employment	Percent of FW	Hispanic Employment	Percent of FW
Professional	18 974	4.8	18 153	4.6
Administrative	41 196	7.0	39 545	6.9
Technical	30 388	8.8	25 955	8.0
Clerical	8 432	7.7	8 646	7.4
Other White Collar	10 060	17.7	9 655	17.7
Blue Collar	14 157	7.6	13 636	7.4

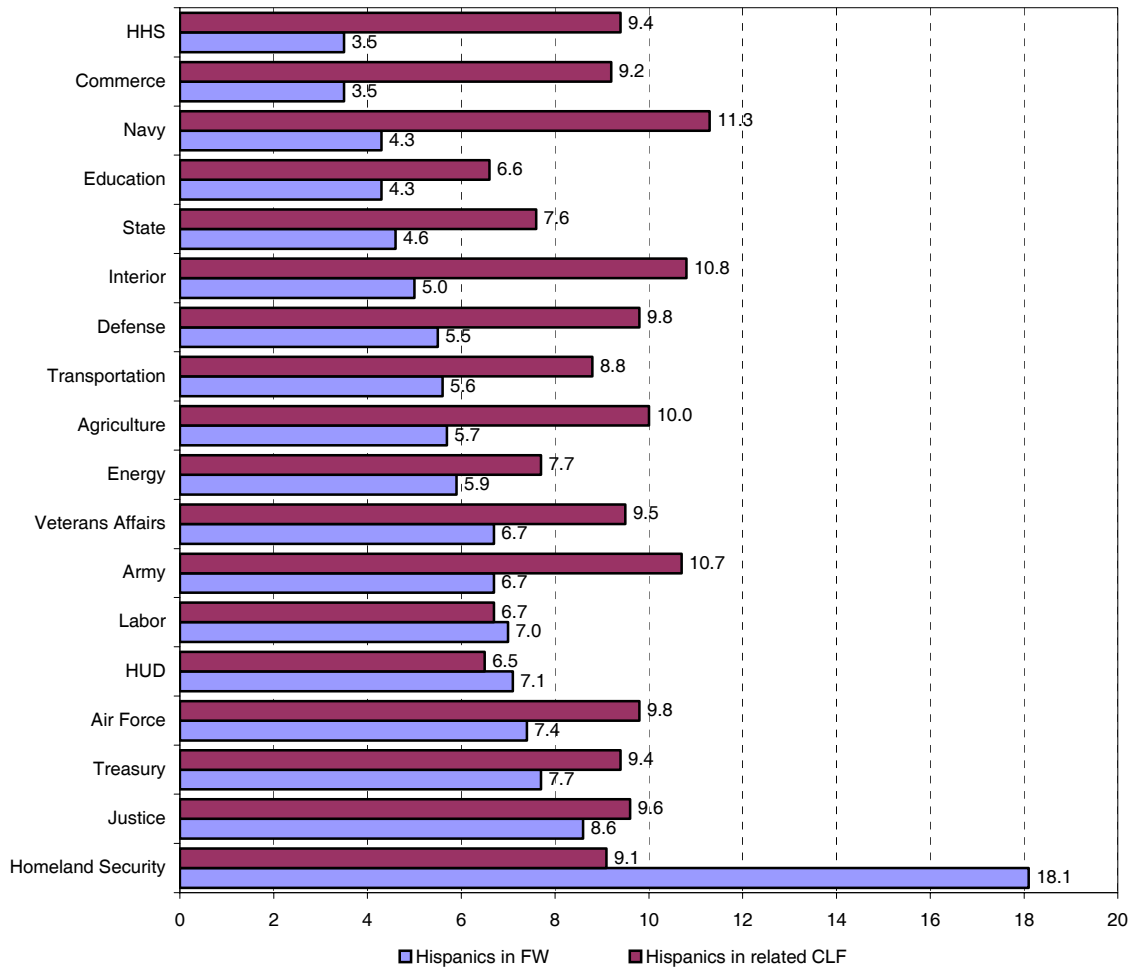
Source: U.S. Office of Personnel Management, 2005.

During fiscal year 2004, the greatest number of new Hispanic employees in professional occupations was in the area of nursing, followed by medical officers, general attorneys, contracting, electronics engineering and general education and training.

The under representation of the Hispanic population in the Federal Workforce remains a critical and challenging problem despite job programs and recruitment policies put in place by the Federal government.

While African American participation in the FW equaled or exceeded their civilian labor force representation in 17 of 18 Executive Departments, Hispanics only exceeded in 3 of 18 Executive Departments, illustrating the fact that only Hispanics are employed at a rate that is significantly below their level of participation in the civilian labor force. As of 2004, the departments of Homeland Security, Labor, and Housing and Urban Development remain the only Executive Departments with Hispanic FW representation that is greater than the civilian labor force.

FIGURE III.10
HISPANICS IN EXECUTIVE DEPARTMENTS, 2004
(Percentage)



Source: U.S. Office of Personnel Management.

In 1996, the U.S. Merit Systems Protection Board reported that the “under representation of Hispanics in the Federal workforce is inconsistent with the statutory goal of a workforce representative of all segments of society”. The report highlighted that obstacles to employing Hispanics are complicated and include racial and ethnic discrimination, in addition to lack of awareness within the Federal system that Hispanics are underrepresented. Managerial awareness to the lack of Hispanic representation is important since managers are responsible for achieving diversity in the workplace.

Citizenship requirements are another challenge, because to work in Federal civil service positions, U.S. citizenship is required. Without U.S. citizenship, the Hispanic pool from which Federal departments can recruit is smaller. Further, geographic concentration also contributes, since most Federal jobs are located in large cities on the East Coast and the Midwest. Federal recruiters, often constrained by budgets, focus on the local commuting area rather than recruiting individuals in other regions such as the Southwest.

Finally, the category of positions available also presents a challenge, since a majority of Federal jobs are in professional or administrative positions requiring some college or university education. Unfortunately, the proportion of Hispanics with this level of education is relatively low. This translates into a scenario by which the majority of Federal employment is in professional and administrative positions, while most Hispanic employment is in blue collar occupations (Erdreich and Slavet, 1996).

IV. The Hispanic Market

Population growth has increased Hispanic's strength in the marketplace. However, the characteristics of each generation, the differences between native and foreign born Hispanics, and the geographic dispersal of the population are all factors that are also contributing to the complexity and heterogeneity of the Hispanic market.

Second and third generation Hispanics are a growing consumer force, since they are currently experiencing a surge in upward mobility, through better educational levels, income, employment, household characteristics, and accumulation of wealth. Rising levels of educational attainment, followed by higher paying management and professional occupations, have generated an increase in entrepreneurial activity and purchasing power. Together these factors are contributing to the growing economic affluence of the U.S. Hispanic minority.

A. Purchasing power

HispanTelligence notes that in 2004 Hispanic purchasing power grew to nearly US\$ 700 billion and estimated that it will reach as much as US\$ 1 trillion by 2010.

The Selig Center for Economic Growth, at the University of Georgia, also estimates that the buying power of the Hispanic population will continue to rise. The center projects that Hispanic purchasing power will reach US\$ 1.087 billion in 2010 and will grow faster than African American, Native American, and Asian American buying power.

Additionally, the Minority Business Development Agency (MBDA) of the U.S. Department of Commerce indicates that the total disposable personal income of U.S. minorities will reach US\$ 2 trillion by 2010, a growth of 51% from 2000. It is projected that U.S. Hispanic purchasing power will increase by US\$ 491 billion, comprising approximately 73% of the total increase in purchasing power of U.S. minorities for the current decade. The MBDA estimates that by 2010, minorities will control one fourth of the purchasing power in the U.S. economy.

TABLE IV.1
U.S. MINORITIES AND HISPANIC PURCHASING POWER, 2000-2010

	U.S. Minorities <i>(Billions of US\$)</i>	U.S. Hispanics <i>(Billions of US\$)</i>	Hispanics share of Minority Purchasing Power <i>(Percentage)</i>
2000	1 329	564	42.44
2005	1 649	768	46.57
2010	2 003	1 055	52.67
	Purchasing Power Increases <i>(Percentage)</i>		Hispanics share of Minority Increases <i>(Percentage)</i>
2000-2005	320	204	63.75
2005-2010	354	287	81.07
2000-2010	674	491	72.85

Source: HispanTelligence, 2005.

B. Geographic concentration

In 2005, the top Ten U.S. States with the largest Hispanic markets were California, followed by Texas, Florida, New York, Illinois, New Jersey, Arizona, Colorado, New Mexico, and Georgia.

TABLE IV.2
STATES WITH THE LARGEST HISPANIC CONSUMER MARKETS, 2005
(Billions of US\$)

State	Hispanic Buying Power
California	202.7
Texas	127.4
Florida	75.1
New York	62.7
Illinois	32.8
New Jersey	28.4
Arizona	24.2
Colorado	17.1
New Mexico	14.2
Georgia	10.6

Source: Georgia Business and Economic Conditions, 2005.

However, states with the fastest growth rates included those known as the new growth states. For instance, at 881%, North Carolina led in the growth of Hispanic buying power, between 1990-2005, followed by Arkansas with 867%, Georgia 696%, and Tennessee 668%.

**TABLE IV.3
STATES WITH THE FASTEST GROWING
HISPANIC CONSUMER MARKETS, 1990-2005**

State	Hispanic Buying Power (Percent change)
North Carolina	881.6
Arkansas	867.8
Georgia	696.3
Tennessee	668.1
Nevada	640.9
Alabama	568.7
Minnesota	546.9
Kentucky	527.0
North Dakota	498.8
South Carolina	497.9

Source: Georgia Business and Economic Conditions, 2005.

D. Entrepreneurs

BOX IV.1 DEFINITION OF HISPANIC BUSINESSES

According to the U.S. Census Bureau, Hispanic owned businesses are those where the sole proprietor identified his/her origin as Cuban, "Mexican, Mexican Am., Chicano," Puerto Rican, Spaniard, Hispanic Latin American, or Other Spanish/Hispanic/Latino. In the case of businesses with multiple owners, Hispanic owned businesses are those where 51% or more of stock interest, claims, or rights were held by Hispanics.

Source: U.S. Census Bureau, 2005d.

According to the U.S. Census Bureau, minority groups are increasing business ownership at rates higher than the national average. In 2002, there were 1.6 million Hispanic owned businesses, up 31% from 1997, with total receipts of US\$ 226.5 billion, up 22% from 1997.

TABLE IV.4
ESTIMATES OF BUSINESS OWNERSHIP BY HISPANIC ORIGIN, 2002

	All Firms		Firms with Paid Employees			
	Firms	Sales & Receipts <i>(Thousands of US\$)</i>	Firms	Sales & Receipts <i>(Thousands of US\$)</i>	Employees	Annual Payroll <i>(Thousands of US\$)</i>
Hispanic	1 574 159	226 468 398	199 725	183 964 615	1 546 092	37 062 622
Female	540 909	36 262 771	43 180	26 717 564	285 597	6 277 128
Male	921 963	171 600 717	137 012	142 931 201	1 119 675	28 101 951
Equally male/female owned	111 287	18 604 910	19 534	14 315 849	140 819	2 683 544

Source: U.S. Census Bureau, Economic Census, 2002.

Though Hispanics represented approximately 13% of the U.S. population, they only own roughly 5.8% of small businesses.

Roughly 40% of Hispanic owned firms were in services industries, such as administrative and support, waste management; health care; and others.

Hispanic owned firms in the service industry currently lead all other sectors. HispanTelligence estimates that from 2000 to 2010, approximately 846,048 new Hispanic owned firms will enter the service sector, increasing overall growth from 48% to 50%. Further, it is projected that between 2005 and 2010, the construction industry will represent 12% of all new Hispanic businesses.

Based on the 2002 Economic Census, most Hispanic businesses are located in states with the largest Hispanic populations. California had the highest number of Hispanic firms followed by Texas, Florida, New York, New Jersey, and Illinois.

E. Women owned businesses

Businesses owned by Hispanic women are becoming a vital part of the U.S. economy, as their numbers increase generating growing revenues. Between 1987 and 1996, the number of Hispanic women-owned businesses grew by 206% nationwide. According to the United States Hispanic Chamber of Commerce, Hispanic women own more than one third (34.9%) of all Hispanic owned firms.

In 2004, the National Foundation for Women Business Owners (NFWBO) found that there are approximately 553,618 Hispanic women-owned businesses in the United States, employing 320,000 and generating US\$ 44.4 billion in sales. Out of 1.4 million companies owned by minority women in the United States generating nearly US\$ 147 billion in sales, Hispanic women control 39% of those companies.

From 1997 to 2004, the greatest growth area for Hispanic women-owned firms was in the transportation, communication, and public utilities industries, with 72.5% growth, followed by growth in services of 62.4% and in construction of 50.6%.

F. Marketing and advertising

Although Hispanics have become the United States largest minority group, they have often been overlooked. In the world of corporate marketing and advertising, companies have made the common mistake of viewing the Hispanic market as a homogeneous group, or have been slow to allocate time and resources to reach the Hispanic consumer.

Until recently, marketers have been unable to reach and influence the numbers and economic clout of the Hispanic market. According to the Association of Hispanic Advertising Agencies (AHAA), of the top 671 advertisers who controlled approximately US\$ 56 billion in advertising, only US\$ 3 billion was invested on Hispanic advertising in 2003.

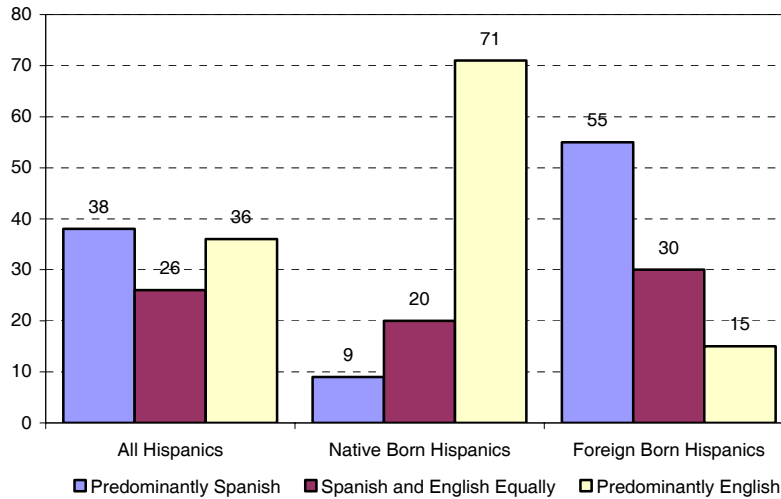
The AHAA also notes that from 1999 to 2001, approximately 64% of top companies invested less than 3.2% of their overall advertising budgets in targeting Hispanic consumers. A study published in 2002 by the AHAA, found that while Hispanics represented approximately 13.3% of the U.S. population, America's leading advertisers were allocating an average of only 2.4% of their measured media advertising resources to Hispanics. The study also found that food and beverage products, food services, personal care, general merchandise, insurance and telecommunication companies invested a greater percentage in marketing to Hispanics. By contrast, those who have been slow to reach the Hispanic market include computer makers, software, travel/entertainment, pharmaceuticals, automakers, and security and specialty retailers.

As Hispanics have become the fastest growing minority group in the United States, advertisers are now beginning to move quickly to capture the attention of the Hispanic consumer. After all, with Hispanics spending US\$ 686 billion in 2004, their purchasing power was equivalent to the world's ninth biggest economy.

For advertisers to effectively target and capitalize on the Hispanic market, companies must first understand the diversity of the Hispanic culture. The U.S. Hispanic population is not homogeneous; it is a diverse group composed of emerging second and third generations and native and foreign born differences, all of which play a key role in consumer spending patterns.

Multicultural advertising is increasingly being added to marketing plans and tangible marketing activities. To influence the purchasing power of acculturated and assimilated Hispanics, marketers will need to devise strategies that cater to both their Hispanic identity, in addition to their mainstream American assimilation. Although the segment of second and third generation Hispanics hold deep loyalties to their traditions and their Hispanic origin, they often prefer English language media. Thus, as the robust second and third generations increase, the move towards English media will expand.

FIGURE IV.1
MEDIA CONSUMPTION BY LANGUAGE
(Percentage)



Source: HispanTelligence, 2005.

One media industry that has taken note of the growing wealth of U.S. Hispanics is the magazine industry. As the Hispanic population continues to grow in numbers and purchasing power, marketers are spending more in advertising in the Hispanic print media. Between 2002 and 2003, advertising dollars directed towards the Hispanic market grew 24%, as compared to only 8.6% for the general market. In 2003, General Motors spent US\$ 7.7 million on advertisements featured in Hispanic magazines, an outstanding 166% more than in 2002.

Time Warner's magazine **People en Español** is also a clear example of the size and wealth of the Hispanic magazine industry. In 2003, the magazine circulated 425,000 copies, an increase from 400,000 in 2002. During that period, advertising revenue at **People en Español** reached US\$ 29 million, up 21% from the previous year.

From 2000 to 2004, expenditures by the top 50 advertisers directed towards the Hispanic market rose from US\$ 658 million to US\$ 1.23 billion. In 2003, among the top 250 advertisers in the United States, Lexicon Marketing Corp. ranked first in Hispanic spending, allocating US\$ 222.5 million to total television and print advertising followed by Procter & Gamble, Sears Roebuck, General Motors, Univision, and PepsiCo.

TABLE IV.5
TOP 20 NATIONAL ADVERTISERS RANKED BY TOTAL HISPANIC SPENDING, 2003

Rank	Parent	Total TV + Print Hispanic (Thousands of US\$)	Total TV + Print General (Thousands of us\$)	Grand Total TV+ Print (Thousands of US\$)	Hispanic Total (Percent)
1	Lexicon Marketing Corp	222 542	-	222 542	100
2	Procter & Gamble Co.	169 809	1 995 700	2 165 510	7.8
3	Sears Roebuck & Co.	119 086	449 692	568 778	20.9
4	General Motors	93 440	1 767 498	1 860 938	5.0
5	Univision Communications Inc.	92 774	1 135	93 909	98.8
6	PepsiCo Inc.	85 679	682 627	768 306	11.2
7	World Vision Org.	66 165	449	66 614	99.3
8	McDonald's Corp.	64 048	399 455	463 504	13.8
9	Ford Motor Co.	56 807	1 012 886	1 069 693	5.3
10	Toyota Motor Corp.	56 431	729 103	785 534	7.2
11	Johnson & Johnson	49 458	961 760	1 011 218	4.9
12	AT&T Corp.	46 750	140 721	187 471	24.9
13	Time Warner Inc.	45 863	1 207 509	1 253 372	3.7
14	Daimler Chrysler AG	44 690	955 821	1 000 511	4.5
15	United States Government	44 525	313 756	385 282	12.4
16	Worldcom Inc.	42 488	242 190	284 678	14.9
17	Sabmiller Plc	40 054	173 289	213 343	18.8
18	Cosmeticos Elicina Ltd.	39 451	16	39 467	99.9
19	Bally Total Fitness Holdings Corp.	39 390	19 743	59 132	66.6
20	Americatel Corp.	38 116	9	38 125	99.9

Source: Association of Hispanic Advertising Agencies, 2005.

G. The Internet

Hispanics are entering cyberspace at a pace faster than any other minority group within the United States. In 2002, Nielsen/NetRatings, the global standard in Internet audience measurement and analysis, revealed that web surfers of Hispanic origin were the fastest growing at home ethnic group on the Web.

According to the 2005 America Online (R)/RoperASW U.S. Hispanic Cyberstudy, Hispanics are using the internet approximately 9.2 hours a week, as compared to the general online population which uses the Internet 8.5 hours per week. The study also reveals that Hispanic Internet users are younger and use special services and features of the Internet at a higher rate than the general online population. The survey found that 56% of Hispanic online users were between 18 and 34, while only 34% of the general online population belonged to this age bracket.

The survey revealed that 52% of Hispanic Internet users had access to a broadband connection at home, as compared to 50% of the general online population. Further, Hispanics

readily use the Internet to research and buy products and services online. Fifty one percent of online Hispanics indicated that they used the Internet as a mechanism to get more information about products and services, as opposed to using the television, magazines, and newspapers. For example, the survey found that 63% of online Hispanics used the Internet to obtain information for the final brand decision and that 70% used the Internet for price comparison. In addition, online Hispanics are more readily using the Internet to find key information such as local entertainment, health-related issues, driving directions and geographic locations, and information regarding finances.

In addition, the survey found that more Hispanics are using the internet to help them communicate and keep in touch with family members and friends abroad. Nearly sixty two percent of online Hispanics under the age of 35 regularly used the Internet to instant message. Further, the survey found that 70% of online Hispanics use chat rooms as a means of exchanging ideas and opinions with others, as compared to 60% of the general online population. Finally, 20% of online Hispanics who use instant messaging services communicate in Spanish, while 34% do so in both English and Spanish.

Furthermore, Hispanic online consumers were also using the internet to pay bills, do online banking, compare insurance rates and open checking accounts, at rates about comparable to the general online population.

Despite the fact that Hispanics have begun to immerse themselves into the cyberworld, there remains a language barrier to online use among the U.S. Hispanic population. Many online Hispanics indicated that they would spend more time using the Internet if there was an increase in Spanish language content and if there was further information that was of interest to their communities. According to the 2004 survey, approximately 71% of Hispanics who spoke at least some Spanish stated that online Spanish content was important and more than half noted that they did not log on to the Internet at home due to a lack of online Spanish content. In 2004, 77% of online Hispanics indicated that online Spanish content was important and 30% of online bilingual Hispanics noted that they paid more attention to advertisements if they were in Spanish rather than English.

H. Acculturation and assimilation

To reach the Hispanic market, advertisers must assess the degree to which acculturation and/or assimilation is taking hold within the Hispanic culture. According to HispanTelligence, Hispanics who are assimilated are those who want to replace or have already replaced their Hispanic identity with a mainstream identity. In contrast, Hispanics who are acculturated are those who want to keep their Hispanic identity while incorporating the mainstream culture into their behavior. Within the cultural matrix also reside individuals who are isolated and view themselves as completely Hispanic with no desire or interest in adopting facets of the mainstream U.S. culture. These last individuals are generally new immigrants and older first generation Hispanics. Finally, Hispanics that are non-conformists show little identification in both cultures and see themselves as disconnected individuals.

Currently, there is a generational shift taking place within the U.S. Hispanic population. While first generation immigrants generally find themselves culturally isolated, subsequent generations of children and grandchildren adopt patterns of assimilation and acculturation creating segmentation in the Hispanic market. However, research conducted by HispanTelligence indicates that second generation Hispanics preserve some of their cultural traits, while adopting values and skills from the mainstream. It is this group of acculturated Hispanics that is growing as a powerful consumer force within the Hispanic market.

TABLE IV.6
DISTRIBUTION OF HISPANIC DISPOSABLE INCOME BY LANGUAGE
PREFERENCE AND INCOME LEVEL

	English Dominant HHs as a % of:		Spanish Dominant HHs as a % of:		English Dominant	Spanish Dominant
	Hispanic Households	Purchasing Power	Hispanic Households	Purchasing Power		
\$0-34 999	20.01	8.27	32.07	13.26	38.29	61.38
\$35 000-\$74 999	17.13	19.51	15.29	17.42	52.60	46.95
\$75 000-\$100 000	5.52	10.57	2.15	4.12	71.43	27.82
\$100 000 or more	5.80	20.64	1.59	5.66	77.90	21.34
Total	48.46	56.00	51.10	40.45	59.00	40.45

Source: HispanTelligence, 2005.

Acculturated Hispanics are the largest and fastest growing segment of the market, growing at an annual rate of 11.9%. In the eyes of advertisers and marketers, this emerging group presents a key market to tap into, as they progress in education, income, employment, and entrepreneurship. Thus, acculturated Hispanics present themselves as a dynamic segment driving the acceptance of Hispanic products and customs into the market, a concept known as “Hispanization”.

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A note on sources

There are numerous sources which generate quantitative information on Hispanics. What follows is a brief description of some of the most important sources and products used in the preparation of this report.

1. Association of Hispanic Advertising Agencies (AHAA)

<<http://www.ahaa.org>>

The Association of Hispanic Advertising Agencies is a national organization of Hispanic owned and managed firms, seeking to promote the growth and strength of Hispanic marketing and advertising within the public and private sector. Since 1996, the AHAA has worked to raise the awareness of Hispanic marketing and increased advertising opportunities and professionalism within the industry. The AHAA produces an annual survey of the top 250 national spenders in advertising dedicated to Hispanics. Additionally, AHAA produces research, studies, and surveys to broaden the understanding of the Hispanic consumer among Hispanic advertisers and the general public.

2. Center for Women's Business Research (NFWBO)

<<http://www.nfwbo.org>>

The Center for Women's Business Research is a non-profit organization which conducts research on women-owned firms and their economic and social impact on the business world. For 2004, the NFWBO created a fact sheet presenting up to date information on Hispanic women-owned businesses in the United States. Using data collected by the U.S. Census Bureau 1997 Survey of Minority-Owned Business Enterprises, the report projected and analyzed the growth and impact of Hispanic women-owned businesses in the United States. The Center also produces research on a variety of topics including businesses owned by women of color, access to capital, technology, and leadership.

3. Hispanic Business Inc.

<<http://www.hispanicbusiness.com>>

Created in 1979, Hispanic Business Inc. is a Hispanic media group which reports on the development of the U.S. Hispanic market. Through print, online, and events, Hispanic Business provides current business related news, in addition to covering the growth of the U.S. Hispanic market, economic trends in Latin America, and conducting research on top policy makers and power brokers. Some examples of Hispanic Business Inc. generated products are:

Hispanic Business Magazine is the flagship publication of Hispanic Business Inc., it provides premier business related content for the Hispanic market. The magazine reaches more than one million readers including business owners, corporate decision makers, and professionals in a wide variety of sectors such as accounting, business, healthcare, government, law, and engineering.

HispanTelligence is the research division of Hispanic Business Inc., it produces qualitative and quantitative research on economic, and socio-demographic and market trends. Using a multicultural approach, it works with client organizations to develop products that best fit their market decision making needs. It also conducts standardized research products based on data and trend analysis and it provides consulting services on market evaluation, planning, location, and business partner selection. In addition, HispanTelligence offers analysis on how to effectively and efficiently break into multicultural and ethnic markets.

The U.S. Hispanic Economy in Transition: Facts, Figures, and Trends is a periodic publication issued by Hispanic Business Inc., it offers comprehensive analysis based on quantitative and qualitative data on the Hispanic market. The publication interprets and investigates the influence and role of the Hispanic population and its expanding impact on the U.S. economy.

3. Market Segment Research

<<http://www.marketsegment.com>>

A company dedicated to examining multicultural segments of society, it develops approaches to analyze Hispanic, African American, Asian, and other market segments, to meet the advertising needs of companies across the United States and Latin America. One of the main tools produced by MSR is known as **The Multicultural Experience Curve**, to assist marketers and advertisers in different sectors, such as automotive, dining, retail, technology, entertainment and leisure.

4. Pew Hispanic Center

<<http://www.pewhispanic.org>>

The Pew Hispanic Center is a non-partisan, non-profit research organization supported by The Pew Charitable Trusts. The mandate of the Center is to improve the understanding of the U.S. Hispanic population and to chronicle the impact of Hispanics on the nation. The Center also periodically conducts public opinion surveys on topics such as demography, labor, immigration, education, politics, and identity. An example of a product generated by the Pew Hispanic Center is the 2002 National Survey of Latinos, conducted with the Kaiser Family Foundation, it examined the attitudes of the U.S. Hispanic population on several of issues, including, economics/finances, societal values, patriotism/nationalism, and language. Since the publication of the survey, the Center has conducted additional surveys exploring topics such as healthcare, bilingualism, generational differences, assimilation and language.

5. Selig Center for Economic Growth

<<http://www.selig.uga.edu>>

Since 1990, the Selig Center for Economic Growth has conducted research on economic, demographic and social issues. The Selig Center is part of the Terry College of Business of the University of Georgia and produces commissioned studies for the state of Georgia and the private sector. The Center provides a range of information such as economic impact studies, data products, and publications in order to guide business decisions and public policy directions. An example of these products is *The Multicultural Economy 2005: America's Minority Buying Power*, which presents the Selig Center's estimates and projections of U.S. minority buying power for 1990-2010. It is a comprehensive analysis of the African American, Native American, Asian, and Hispanic consumer markets, which are growing steadily.

6. United States Census Bureau

<<http://www.census.gov>>

The Census Bureau is the main source of official statistics on demographic trends in the United States, including figures on minorities, which are periodically updated and published. The Census Bureau monitors the evolution of minorities and alerts the public on the main highlights and landmarks that are taking place among different segments of the U.S. population. For example, the Census Bureau issued a press release informing that in 2005 the Hispanic population of the United States surpassed the 40 million mark, becoming the nation's largest minority. Additionally, the Census Bureau periodically issues reports updating information on demographic, socioeconomic and housing statistics, based on the American Community Survey, which replaced the statistics collected through what was known as the decennial census long form. The Census Bureau also issues numerous reports on specific topics, such as minority and gender business ownership, as well as demographic projections about the growth of minorities. The official demographic figures from the Census Bureau are indispensable to anybody interested in studying U.S. minorities.

Finally, other agencies from the federal government also generate statistics on minorities, such, the Department of Education National Center for Education Statistics (NCES) <<http://www.nces.ed.gov>> and the Department of Labor <<http://www.bls.gov>>.