

## U.S. HISPANIC FACT SHEET

### Growing Latino Influence:

- From 2000 to 2009, the Latino population nationwide increased by 37%. The non-Latino population increased by 5% nationwide in the same time period.
- Every 30 seconds, a Latino is added to the U.S. population.
- Most Latinos were born in the United States (more than 25 million, 60 percent) and U.S. born Latinos are expected to comprise up to 75 percent of all Latino population growth in the next 15 years.
- The US Census Bureau estimated in 2009 that 15.8 percent of the population in the United States was Hispanic.
- It is projected that the Hispanic population of the United States in 2050 will be 102.6 million and will constitute 24 percent of the nation's total population.
- The Hispanic population is expected to increase 126.4 percent, compared with 15.4 percent for the nation's non-Hispanic population.
- Median age of the Latino population is 27.2 years old – 9 years younger than the population overall, and more than 13 years younger than the non – Latino White population.
- 20 percent of elementary and high school students are Latino
- There are 1.1 million Hispanic veterans from the U.S. Armed Forces. In 2007, the percentage of Army recruits who were Hispanic was 11.4 percent, up from just 6.6 percent in 1994, according to the study by the Rand Corporation.

### Latino Electorate:

- Between 1990 and 2006, the number of Latino registered voters more than 10% doubled growing by 109%, and the number of Latinos who voted nearly doubled, growing by 94%.
  - In that same period, the number of African Americans who voted grew by 23%, and 6.5% for Whites
- 9.7 million Hispanic citizens reported voting in the 2008 presidential election, about 2 million more than in 2004.
- In the 2008 general election, the Census Bureau estimated that 9.7 million Latinos voted – an increase of 28 percent from the 2004 Presidential election. The non – Latino vote increased by 3%.
- Latino voters comprised 7.4 percent of all voters in the 2008 Presidential Election – up from 6 percent in 2004
- From 2000 to 2008, Latino voter registration grew 54% and turnout grew 64%

- In 2008 the Latino electorate played a critical role in reshaping the political map and deciding competitive races in battleground states.
- Latino voters are making an impact in major cities and traditional gateway states, as well as diverse regions of the country.
  - Texas and Florida, which have significant Latino populations going back generations, saw Latino voter turnout grow by 31% and 81% respectively between the 2000 and 2008 elections.
  - Latino voter turnout between 2000 and 2008 exploded by 157% in South Carolina, 164% in Nevada, 250% in North Carolina, and 392% in Georgia. Latino voters are poised to exert even greater influence in future elections.

#### Midterm election\* -

- Though growing nationally, the Latino vote is concentrated in nine states, increasing its influence in those states and on the national political landscape.
- In 2006, the last midterm election almost 95 % of Latino voters were in: Arizona, California, Colorado, Florida, Illinois, New Jersey, New Mexico, New York and Texas.
- Latino voters continue to rate fixing the economy and immigration as the top issues heading into the November election.
- The Latino Decisions tracking poll states that 77.5% of Latino registered voters support the DREAM Act amendment, versus just 11.5% who oppose

#### **Latinos in the Legal Profession:**

- According to the 2000 US. Census, Latinos constitute 12.5 percent of the U.S. population but only 2.2 percent of the nation's lawyers.
- Minority representation in the legal profession has been a social concern for more than 10 years and the shortage of Latino lawyers continues to be acute.
- Particularly alarming is the lack of Latino representation among the ranks of legal academics and judges.
- Although proportional representation is an indicator of the low inclusion of Latinos in the legal profession, moderate strides have been made over the last decade.
- The number of Latino practicing Lawyers reflects a discouraging trend. As of 2002 Latinos accounted for between 2.2 and 2.8 percent of all practicing lawyers.
- According to figures compiled by the Association of American Law Schools (AALS) of the 8,043 full – time faculty members at the 184 accredited law schools in 1999, only 241 or 3 percent were “Hispanic”.
- Latino representation is, in fact, decreasing. In 1998, while Latinos comprised 11.7 percent of the total population, they represented 2.49 percent of the nation's lawyers.
- Latinos make up approximately 5.8 percent of all students in American Bar Association ("ABA") accredited law schools and 8.4 percent of total law school applicants

#### **Latinos in Education:**

- There are profound socioeconomic obstacles to creating a more educated Hispanic populace
- The U. S. Department of Education reports that Latinos will represent more than one-quarter of school-age children in the U.S. by 2025.

- However, Latino children are at an academic disadvantage due to low income and lack of access to quality education
- For example, 36 percent of Latino students live in families whose income is below the poverty line, with the resulting effect of a concentration of Latinos in high-poverty largely racially isolated schools, with limited access to the resources needed for academic success such as highly qualified teachers, small classes, up-to-date technology and modern school facilities.
- A survey by the Pew Hispanic Center found 17% of Latino youths 16 to 25 do not have high school diplomas, compared with 8% of all in that age group.
- The Census finds 13% of Latinos 25 and older had bachelor's degrees or higher in 2008, up from 10.6% in 2000. Twenty-nine percent of the nation had college or advanced degrees in 2008.

### **Latino Business:**

- Latinos are the fastest growing segment of small business owners
- Latino-owned businesses account for \$465 billion annually in revenue.
- Hispanics account for over 13 percent of the U.S. labor force and are expected to increase to nearly 20 percent by 2030.
- Hispanic spending power has reached \$800 billion and is projected to reach \$1 trillion by the end of 2010. The economic influence of Hispanics was estimated at \$212 billion in 1990, when the first Selig Center Study was completed, and it is expected to reach \$1 trillion in 2010.
  - That would represent more than a 450 percent growth from 1990 to 2011. Non-Hispanic buying power will grow closer to a rate of 176 percent over the same period.
  - U.S. Hispanic buying power will grow faster than African-American buying power (54 percent), Native American buying power (65 percent), and Asian buying power (89 percent).

### **Latino Purchasing Power:**

- U.S. Hispanic purchasing power surged to nearly \$870 billion in 2008 and is projected to reach as much as \$1.3 trillion by 2015. During the past decade, the rate of growth was more than two times the overall national rate.\*\*
  - Hispanic purchasing power in the U.S. is growing faster than the purchasing power of any other group.
  - Purchasing power among the diverse Hispanic population is currently valued at approximately \$1 trillion.
  - The economic profile of a Hispanic consumer is dynamic.\*\*\*
    - Hispanic household spending deeply influences sectors such as apparel, footwear, telecommunications, and food and beverage. These industries have created entire initiatives and business models around products tailoring to the Hispanic household.\*\*\*
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Source: All Figures (unless otherwise specified) are provided by US Census Bureau and Hispanic Americans By the Numbers also from the U.S. Census Bureau.

\*U.S. Census Bureau, "Voting and Registration in the Election of November 1982, 1986, 1990, 1994, 1998, 2002, and 2006," *Current Population Survey*, Table 2. Available online at <http://www.census.gov/hhes/www/socdemo/voting/index.html>.

Accessed October 1st, 2010.

\*\*Hispanelligence® book entitled, "Hispanic Purchasing Power: Projections to 2015  
(<https://secure.hbinc.com/product/view.asp?id=222>)

\*\*\* The market research report, "Share of Wallet: Hispanics - US - February 2010" by  
Mintel International Group Ltd. (<http://latinvisionconference.blogspot.com/2010/03/hispanic-purchasing-power-in-us-is-1.html>)