

## **LATINOS IN THE U.S. – A Brief Snapshot**

### **The Latino Community is the Nation's Largest Minority Community**

- Total Latino Population = 35,305,818 (Source: US Census Bureau)
- Median Age of Latinos in the US= 26 (Source: US Census Bureau)
- 16.1 million, or slightly more than half, of the nation's 31.1 million foreign-born residents were born in Latin America. (Source: Census 2000)
- By 2050, nearly 1 in 5 U.S. residents will be immigrants (Source: Pew Research Center)
- The Latino population in the US soared 58% in the 1990s to 35 million. Latinos now make up more than 12% of the population. (Source: US Census Bureau)
- In 2003, Latinos became the nation's largest minority group – even though African-Americans outnumbered them 2 to 1 as recently as 1980. (Source: Population Reference Bureau)
- The U.S. Latino population will triple by 2050, representing about 30% of the population. Newly arriving immigrants are expected to account for 47% of the rise, with their U.S. born children and grandchildren representing another 35%. (Source: Pew Research Center)
- Latinos accounted for 40% of US growth between 1980 and 2000. (Source: Population Reference Bureau)
- Mexican-Americans are the majority of Latinos at 66%, followed by Puerto Ricans, Cubans, Salvadorans, Guatemalans and Colombians. (Source: FMI)
- Top 10 Major Cities in the US with the Largest Latino populations:
  - 1) New York City
  - 2) Los Angeles
  - 3) Chicago
  - 4) Houston
  - 5) San Antonio
  - 6) Phoenix
  - 7) El Paso
  - 8) Dallas
  - 9) San Diego
  - 10) San Jose

(Source: US Census Bureau)

### **Latino Consumer - Buying Power**

- Hispanic buying power will reach almost \$1.2 trillion by 2011 -- about six times what it was in 1990. (Source: Selig Center for Economic Growth at the University of Georgia)
- Latino buying power is already larger than the entire economies of all but 11 countries in the world. (Source: Baltimore Business Journal)
- U.S. Latinos had the sharpest increase in disposable income from 1990 to 2002 of any racial or ethnic group. (Source: Selig Center for Economic Growth, U. of GA.)
- Latinos make at least twice as many grocery-shopping trips per month as any other consumer segment. (Source: FMI)
- Latinos spend 21% more than other consumers on the average shopping trip. (Source: ASU professor Louis Olivas)
- Advertisers spent more than \$3.3 billion in the United States to market products to Hispanics in 2005, a nearly 7 percent increase from 2004 (Source: Hispanicbusiness.com)
- Hispanic business ownership is growing three times as fast as the national average and Hispanic purchasing power is expected to reach more than \$1 trillion by 2011 (Source: US Census Bureau)
- There are nearly 1.6 million Latino-owned businesses, producing nearly \$222 billion in revenue, in 2002. (Source: US Census Bureau)
- The number of Latino-owned companies grew 31% between 1997 and 2002 – 3 times the national average. (Source: US Census Bureau)
- A growing number of Hispanic business owners are women, generating nearly \$46 billion in sales nationwide in 2006. (Source: Center for Women's Business Research)
- In 2006, almost 750,000 businesses in the United States were majority-owned by Hispanic women -- an increase of 121 percent in the period from 1997 to 2006. (Source: Center for Women's Business Research)

### **Language Preference**

- 28 million - Number of U.S. residents age 5 and over who speak Spanish at home. Among all those who speak Spanish, slightly more than half also reported speaking fluent English. (Source: US Census Bureau)

### **US Latinos - High Risk for Lifestyle and Diet Related Health Problems**

- Obesity rates in US Latinos doubled between 1991 and 2001, rising from 11.6% to 23.7%. (Source: National Center for Chronic Disease Prevention and Health Promotion)

- 23% of Latino males are obese, while 27.5% of Latino females are obese. Rates for non-Latino whites are slightly lower, at 22 and 21% respectively. (Source: CDC)
- Only 45.0% of Latino adults engage in at least some leisure-time physical activity, compared to 49.3% of non-Latino blacks and 65.7% of non-Latino whites. (Source: CDC)
- 30.4% of all Latino children in the US, compared to 25% of Caucasian children, are overweight. (Source: The National Longitudinal Study of Adolescent Health, 1998)
- Latino adolescents born in the US to immigrant parents are more than twice as likely to be overweight as foreign-born adolescents who move to the US. Source: The National Longitudinal Study of Adolescent Health, 1998)
- 50% of Latino children have a TV in their bedroom compared to 20% of Caucasian children. Children who watch more TV are less likely to engage in vigorous physical activity. (Source: CDC)

### **Latinos and Diabetes**

- On average, Latino Americans are 1.9 times more likely to have diabetes than non-Latino whites of similar age. (Source: National Diabetes Clearinghouse) I think they have 1.7 on their site now
- 10.4% of men and 11.3% of women in the Latino population have diagnosed diabetes, compared to 7.2% of men and 6.3% of women in the general population. (Source: CDC)
- A Latino child born today has a 50% chance of developing diabetes in his/her lifetime. (Source: Joslin Diabetes Center)
- Over 10% of all Latinos in the U.S. have diabetes - 1/3 of whom remain undiagnosed. (Source: Joslin Diabetes Center)
- 25% of Mexican Americans and Puerto Ricans over 45 have diabetes. (Source: Joslin Diabetes Center)
- Mexican-Americans have the highest age-adjusted rate of Metabolic Syndrome, at 31.9%. This compares to whites at 23.8%, African-Americans at 21.6% and “other” at 20.3%. Metabolic Syndrome is a combination of symptoms (waist size, blood pressure, fasting glucose, etc.) considered a precursor for diabetes and other chronic diseases. (Source: CDC)
- Latinos aged 50 and older have substantially higher rates of diabetes - 24-30%. (Source: Joslin Diabetes Center)