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Hispanic Map of the United States 2016

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Francisco Moreno-Fernández (dir.)

Topic: Spanish language in the United States

Summary: Analysis of Spanish language and the Hispanic population on the American economy, culture and social trends

Keywords: Spanish language, Hispanic, Latino, Culture, Economy, Education, Identity, Spanish Media, Social Media

* This reports updates and develops the Observatorio Report “Hispanic Map of the United States 2015” by Sara Steinmetz and directed by Francisco Moreno-Fernández.

O. Introduction

This report examines a number of trends in the United States over the last twenty years to determine the impact of the Spanish language across the U.S. and to analyze the weight of the Hispanic population on the American economy, culture, and society. This report examines demographic trends, language use and ability, educational attainment statistics, use of the Internet and social media, economic and socioeconomic trends, Spanish-language media and publications across the United States. Additionally, this year's report gives particular significance to Hispanic politics in the U.S. and the weight of the Latino vote in the presidential election of 2016.

The projected growth of Latinos in the United States during this century is expected to drastically alter the ethnic makeup of the nation. As the proportion of Hispanic-Americans increases and that of white Americans declines, the Spanish language will no doubt reach larger proportions of the U.S. population. Although Hispanics become increasingly English dominant by the third and later generations, the sheer number of Americans of Hispanic ancestry indicates that Spanish will remain an important linguistic element of life in the United States.

The factors, length of time in the U.S., educational attainment, income and language ability strongly determine the success of Latinos in the United States, more so than does ethnicity and language use alone. Those who complete high school or attain higher degrees, gain proficiency in English and grow up in families with higher income are more likely to succeed. In general, this also tends to be combined with less frequent use of Spanish as well as a greater likelihood to consider oneself "American."

Nevertheless, despite strong indicators of progress, Hispanics still lag behind the other major racial and ethnic groups in a number of key areas. One of particular concern is educational attainment. A higher level of education is correlated with

higher income, better job prospects, higher proficiency in the English language, and better quality of life indicators. The inability to correct the education gap for American Latinos will likely impair this community's ability to maintain a strong path to assimilation.

Finally, this report also elaborates on the use of technology by Hispanics, and reveals important findings such as the numerous use of smartphones by the Hispanic community. It is also of great importance to this report the state of the Spanish language media, which are primarily disclosed in a study of Spanish Journalism in the United States conducted by the Cervantes Observatory at Harvard University (Covarrubias 2016). This study reveals how some shortcomings in print and digital media could be causing a reduction in readership and the use of Spanish in the United States.

The content of this report is divided and ordered in the following sections¹:

1. Population Demographics
 - i. Rate of Population Growth
 - ii. Immigration vs. Natural Birth
 - iii. Age
 - iv. Population by State
 - v. Country of Origin
2. Language Use and Ability
 - i. Background
 - ii. Spanish among Hispanics
 - iii. English among Hispanics
 - iv. Barriers to English Proficiency
 - v. Spanish Language Study in the United States

¹ This report examines data from a number of sources including the U.S. Census Bureau, the Pew Research Center, and the National Center for Education Statistics to more accurately present the current state of Hispanics across the United States. The terms “Latino” and “Hispanic” are used interchangeably in this report, as are U.S. born and native born. The terms “foreign born”, “immigrant”, and “migrant” are also used interchangeably in this report. “Foreign-born” is used to indicate someone born outside of the U.S. and Puerto Rico. “English-dominance” or “Spanish-dominance” is used to indicate when knowledge or use of one language is stronger than the other. “Bilingual” is used to indicate when both Spanish and English are spoken equally well. In most instances throughout this report, language dominance was determined by self-reported surveys submitted to the U.S. Census Bureau or the Pew Research Center.

3. Educational Attainment
 - i. Primary and Secondary Enrollment and Completion
 - ii. College Level Enrollment
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4. Economic and Socioeconomic Trends
 - i. Purchasing Power
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 - i. Context of U.S. Latino Politics
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 - i. Internet Use
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 - vi. Radio
 - vii. Music
9. Conclusion

1. Population Demographics

- According to the U.S. Census Bureau, in 2015 Hispanics made up 17.8% of the population in the United States, approximately 56.6 million.
- The Latino population is expected to account for 23.4% of the U.S. population by 2065.
- In recent years the number of U.S.-born Hispanics is growing more quickly than the number of Hispanic immigrants.
- The median age of Hispanics is younger than that of other racial and ethnic groups in the United States.

- In 2015, the U.S. Census reported that the five U.S. states with the largest Hispanic population were: California (15.2 million), Texas (10.7 million), Florida (4.9 million), New York (3.7 million) and Illinois (2.2 million).

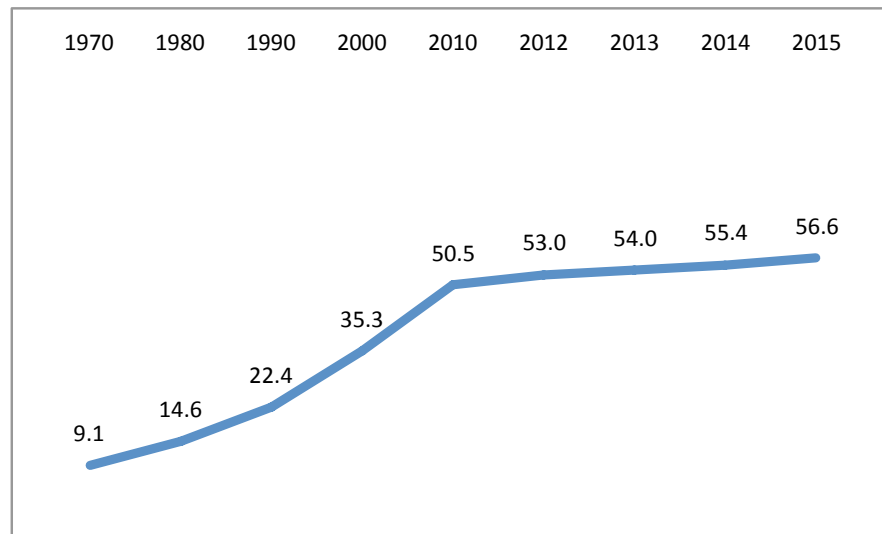
Rate of Population Growth

In 2015, the U.S. Census Bureau reported that about 56.6 million Hispanics lived in the United States out of a total population of 321 million Americans. This figure is expected to double within the next 30-40 years, to approximately 106 million out of 398 million in 2050 (Pew Research Center 2015b; U.S. Census Bureau 2015a; *The Economist* 2015c; Taylor, López, Martínez and Velasco 2012; U.S. Census Bureau 2014a). This projected shift would raise the number of Latinos from 17.8% of the U.S. population to over a quarter of the population, at 26.6%.

This corresponds more broadly to a large demographic shift within the United States. Until the 1980s, whites of European descent are estimated to have made up approximately 80-90% of the U.S. population: in 2010, the proportion of non-Hispanic whites, here on reference simply as whites, in the U.S. had fallen to 72.4%, going back up to 77.4% by 2014 and by 2045, some analysts have estimated that whites will make up less than half of the U.S. population (U.S. Census Bureau 2015b; *The Economist* 2015c). While Hispanic immigration is currently declining, domestic births are rapidly rising. *Figure 1* shows U.S. Hispanic population growth, in millions, since 1970.

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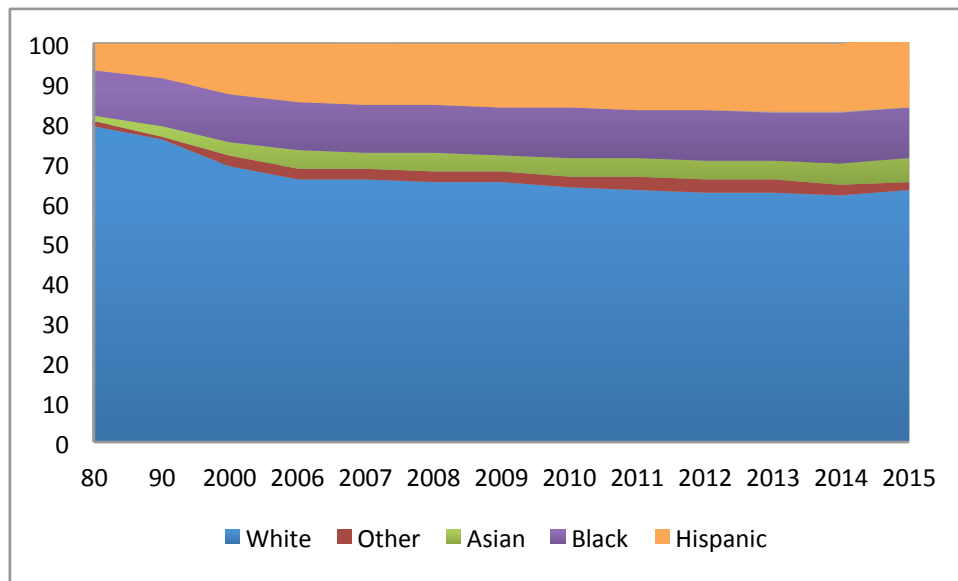
Figure 1 – U.S. Hispanic population, in millions. Source: U.S. Census Bureau 2014a; Pew Research Center 2015a; Stepler and Brown 2015.



Hispanics are the nation's largest minority and also comprise the nation's fastest growing population. While the white birth rate has fallen below replacement level, the birth rate among Hispanics remains above replacement level at 2.4, indicating that U.S.-born Hispanics will continue to replace U.S.-born whites (*The Economist* 2015c). See: *Figure 6*.

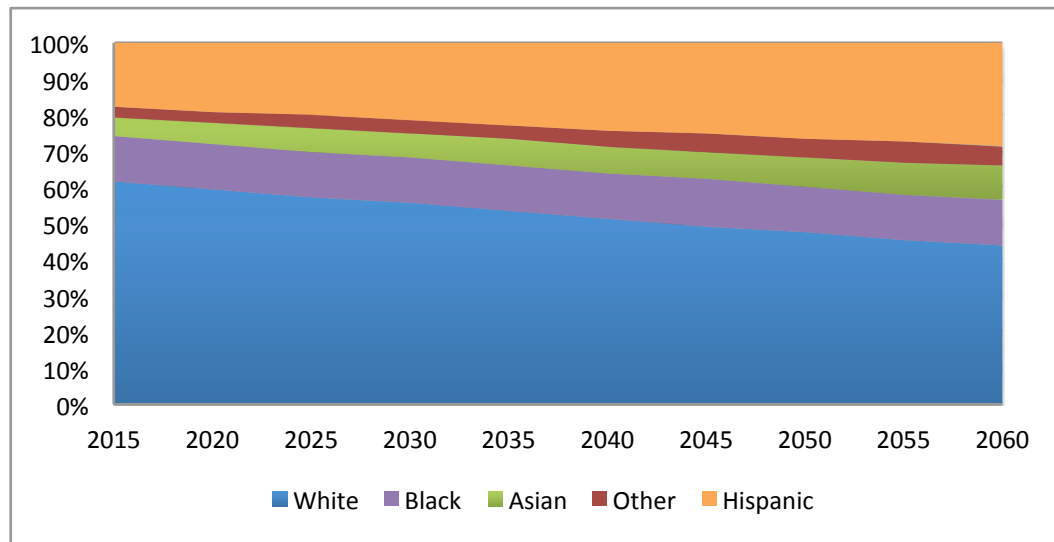
From 2000 to 2012, the Hispanic population grew by 50% while the entire U.S. population grew only by 12% (Brown 2014b), and between 1970 and 2014 the Hispanic population increased 592%, from 9.1 million to 54.3 million. The Hispanic population is further projected to grow to 106 million by 2050, and to reach 119 million by 2060, according to the latest projections from the U.S. Census Bureau (Krogstad 2014). The share of the Hispanics in the U.S. population, currently is at 17%, but is expected to reach 26.6% by 2050 and up to 31% by 2060" (Krogstad and López 2014; Taylor, López, Martínez and Velasco 2012).

Figure 2 – *U.S. population estimates by percent and race/ethnicity until 2015.* Sources: Stepler and Brown 2015; U.S. Census Bureau 2015c.



Despite the continuous growth of the Hispanic population in the United States—in a wave of 59 million immigrants in nearly five decades—and a record of almost 57 million Hispanics living in the United States growth has slowed. More Mexicans, 64% of the Latino population in the U.S., are now leaving than coming to the U.S. (González-Barreda 2015); thus with fewer arrivals, the U.S Census has had to lower his Hispanic population projections for 2050 from 133 million in 2008 to 112 million in 2012. Nonetheless, Hispanic population still expected to grow 86% from 2015 to 2050 (Pew Research Center 2015b; U.S. Census Bureau 2015c; González-Barrera 2015, Krogstad 2014).

Figure 3 – U.S. population forecast by race/ethnicity until 2060. Source: U.S. Census Bureau 2014b.



Immigration vs. natural births

While in the past most of the Latino population growth in the United States was driven by immigration, this is no longer the case. According to the Pew Research Center the number of Latino immigrants reached a record of 18.8 million in 2010 but since then has stalled (Krogstad and López 2014). Immigration has in fact slowed substantially in the last fifteen years; however, the Hispanic population continues to rise at a steady rate.

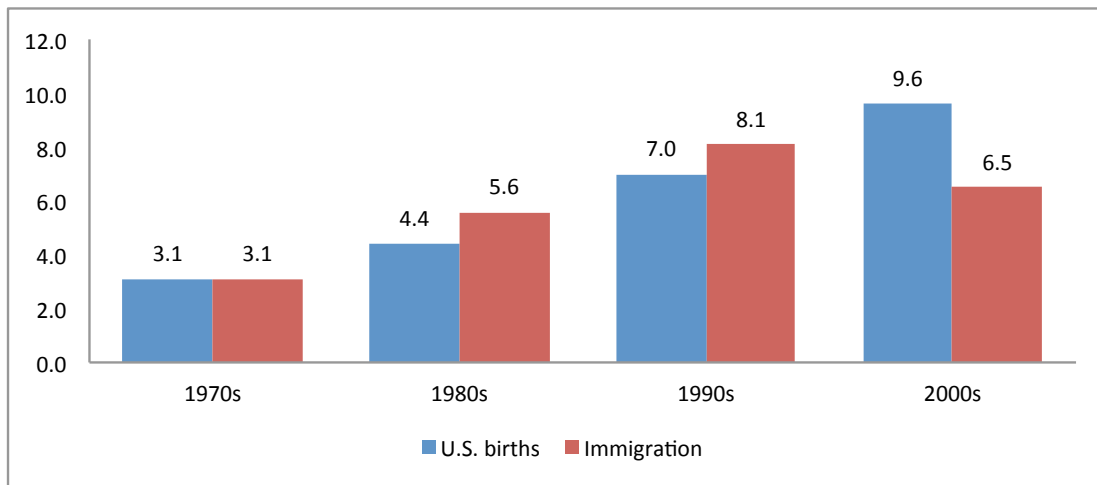
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This new growth is primarily driven by natural U.S. births, meaning that as the new generation grows up, an increasing number of Hispanics will have been entirely born and raised in the United States. This has strong implications for a number of quality of life indicators that will be discussed throughout the report, including language ability, educational attainment, adult income, home ownership, and even beliefs about self-identity. *Figure 4*, based on data from the Pew Research Center and the U.S. Census Bureau, shows Hispanic population growth, in millions, broken down by nativity (immigration and natural U.S. births).

Between the 1990s and the 2000s, a sharp shift is apparent from growth by immigration towards growth by U.S. births.

According to the Pew Research Center, although Hispanic and Asian immigrants are expected to remain the primary sources of U.S. immigrant population growth; the proportion of those that are foreign born is expected to continue to fall in both groups. Which means that population growth will be caused by a greater number of U.S.-borns from these groups. In 2014, 34.9% of Hispanics were foreign born, however, the U.S. Census Bureau projects that this will fall to 27.4% by 2060. By contrast, the U.S. birthrate of Hispanics is the highest it has been since 2000 (U.S. Census Bureau 2014c). Between 2012 and 2013, the natural increase in the Hispanic population (births minus deaths) was responsible for 78% of the total change in the U.S. Latino population (U.S. Census Bureau 2014c).

Figure 4 – *Hispanic natural births vs. Immigration, in millions.* Source: Krogstad and López 2014.

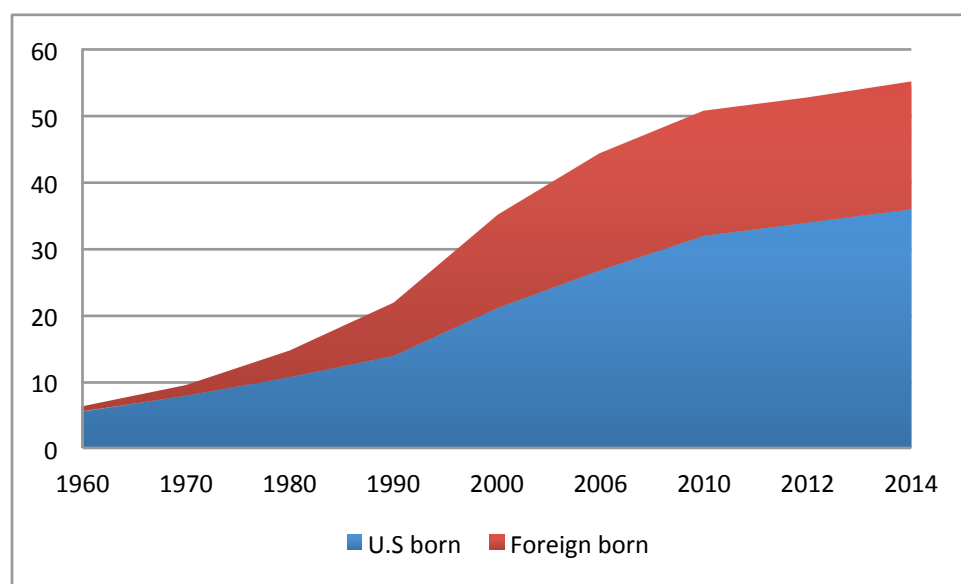


The number of Hispanics immigrating to the United States reached a high of 18.8 million in 2010, but has since stopped growing. According to the U.S. Census Bureau, in 2013 immigration from both China and India took over that from Mexico (*The Economist* 2015e). Because the U.S. born Latino population is rising, and Mexican immigration (the primary driver behind the population growth of

foreign-born Hispanics) is declining, the overall proportion of Hispanics who are foreign born is also declining (Brown 2014a, 2014b).

In 2014, the number of Mexicans entering and leaving the United States was about the same. This contributed to the decline in both Mexican immigration and an overall decline of the Hispanic immigration rate (Pew Research Center 2014). Furthermore, the proportion of foreign-born Hispanics of all ages decreased to 35.5% in 2012, from approximately 40% in the early 2000s (Krogstad and López 2014). Again, this statistics emphasize the increasing significance of the growing U.S. born Hispanic population. *Figure 5* below shows the estimated Hispanic population (in millions) by nativity from 1960-2013.

Figure 5 – *Hispanic population estimates in millions, by nativity, 1960-2014.* Source: Stepler and Brown 2015; U.S. Census Bureau 2014.



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Age

Another significant statistic of Hispanic population growth is that Hispanics, in general, are a younger demographic than other racial and ethnic groups in the United States. In 2014, the median age for Hispanics in the U.S. is 28.1 years

(Brown 2014a), compared to 42 for whites, 32 for blacks, 36.3 for Asians, and 36.8 for the entire U.S. population (*The Economist* 2014c). In addition, the median age of U.S. born Hispanics is actually lower than that for those who are foreign born, at 19 years and 40 years, respectively (Krogstad, Stepler and López 2015; Stepler and Brown 2015). In 2014, there were almost twice as many U.S.-born as foreign-born Hispanics, a comparison of 36 million to 19 million, and those born in the U.S. made up 65% of the U.S. Hispanic population. This results in that two-thirds of the U.S. Latino community is substantially younger than other demographics in the United States.

The young demographic of Latinos has significant implications, for example almost half of Latino eligible voters are millennials. This in turn has led to a low voter turn out, since younger populations are less inclined to vote.

Population by State

The Hispanic population, which was previously clustered in a few key states, has now spread much more broadly across the United States. Mexican-Americans remain the largest group of Latinos, at approximately 34 million (*The Economist* 2015c). Although there is now evidence that Mexican immigration is slowing, the Mexican-American population has expanded so quickly that since 2005, Mexico has opened up five new consulates across the United States (*The Economist* 2015c).

Hispanics tend to be concentrated in the Western states. New Mexico has the largest number of Hispanics as a portion of the overall population, at 47%, while California has the largest overall number of Hispanics, at 14.7 million (Pew Research Center 2011). From 2000-2010, the Hispanic population has grown most rapidly in the South and in the Midwest (Hispanic Association of Colleges and Universities 2015).

In 2015, the five U.S. states with the largest Hispanic population were: California (15.2 million), Texas (10.7 million), Florida (4.9 million), New York (3.7 million) and Illinois (2.2 million). Between 2000 and 2012, the states with the fastest-growing Hispanic populations were: Tennessee (up 163%), South Carolina (161%), Alabama (157%), Kentucky (135%) and South Dakota (132%). Finally, the states where Hispanics made up the largest share of the population (in 2014) were: New Mexico (47.7%), California (38.6%), Texas (38.6%), Arizona (30.5%) and Nevada (27.8%) (Krogstad and López 2014, Pew Research 2016). More than 50% of U.S. Hispanics live in California, Florida and Texas; adding New York, Arizona, Illinois, New Jersey and Colorado to the group incorporates over 75% of all Hispanics in the United States (Hispanic Association of Colleges and Universities 2015).

The states with the highest Hispanic population, both in terms of overall numbers and in regards to proportion of population, are listed below in *Tables 1* and *2*.

Table 1 – *Hispanic Population by U.S. state.* Source: U.S. Census Bureau 2015c.

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	State	Hispanic Population
1	California	15,184,548
2	Texas	10,670,101
3	Florida	4,964,077
4	New York	3,726,804
5	Illinois	2,175,116
6	Arizona	2,098,410
7	New Jersey	1,762,181
8	Colorado	1,164,274
9	New Mexico	1,001,258
10	Georgia	955,434

Table 2 – *Hispanics as a percentage of population by U.S. state.* Source: Pew Research Center 2016.

	State	Hispanic Population
1	New Mexico	47.7%
2	California	38.6%
3	Texas	38.6%
4	Arizona	30.5%
5	Nevada	27.8%
6	Florida	24.1%
7	Colorado	21.2%
8	New Jersey	19.4%
9	New York	18.6%
10	Illinois	16.7%

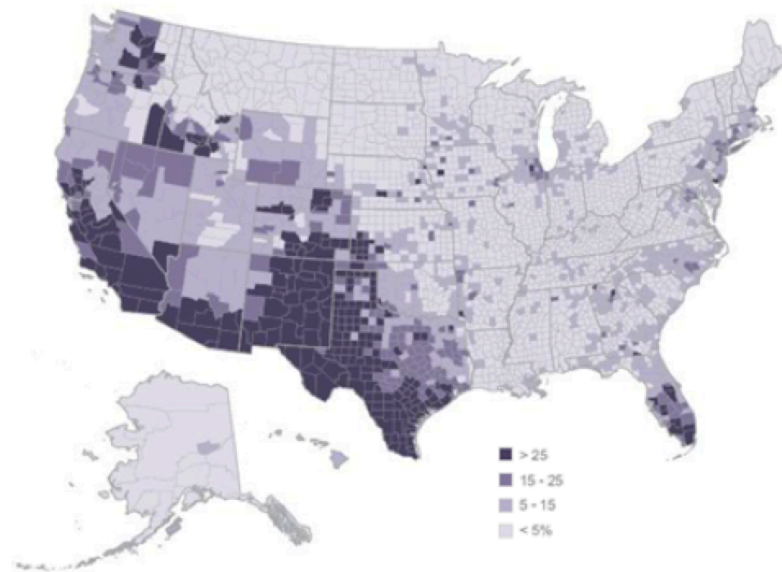
Table 3 – *U.S. counties with largest Hispanic population.* Source: U.S. Census Bureau 2015c.

	County	Hispanic Population
1	Los Angeles, CA	4,897,745
2	Harris County, TX	1,766,483
3	Miami-Dade County, FL	1,696,171
4	Cook County, IL	1,281,217
5	Maricopa County, AZ	1,181,100
6	Orange County, CA	1,050,771
7	Bexar County, TX	1,055,568
8	Riverside County, CA	1,055,027
9	San Bernardino County, CA	1,050,173
10	San Diego County, CA	1,039,752

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Figure 6 shows a map of the Hispanic population across the United States. The counties with the largest Hispanic population tend to be concentrated in the Southwest of the country and also Southern Florida.

Figure 6 – *Distribution of U.S. Hispanic population, 2011.* Source: Pew Research Center 2011.



Countries of origin

U.S. Hispanics trace their heritage to more than twenty Spanish-speaking countries. Of these groups, six have populations in the U.S. greater than one million. The 14 largest origin groups are listed below in *Table 4*. Arrivals and descendants from these 14 countries account for 95% of the U.S. Hispanic population.

As immigration from Mexico continues to decrease, the percentage of Hispanics of Mexican origin has decreased to 63.9% or 35.3 million. The second biggest source of Hispanic population in the U.S. are Puerto Ricans whose number has increased to 5.3 million, then follow Central Americans, Cubans, Dominicans, and South Americans. The smallest numbers of Hispanics in the U.S are still comprised by those of Spanish origin, Honduran, Ecuadorian, Nicaraguan, Venezuelan and Argentinian.

Table 4 – *U.S. Hispanic population by country of origin.* Source: López, González, Barrera and Cuddington 2013; U.S. Census Bureau 2014d.

	Country of Origen	Number	% of Hispanic
1	Mexico	33,539	64.6%
2	Puerto Rico	4,916	9.5%
3	Salvador	1,952	3.8%
4	Cuba	1,889	3.6%
5	Dominican Republic	1,528	2.9%
6	Guatemala	1,216	2.3%
7	Colombia	989	1.9%
8	Spain	707	1.4%
9	Honduras	702	1.4%
10	Ecuador	645	1.2%

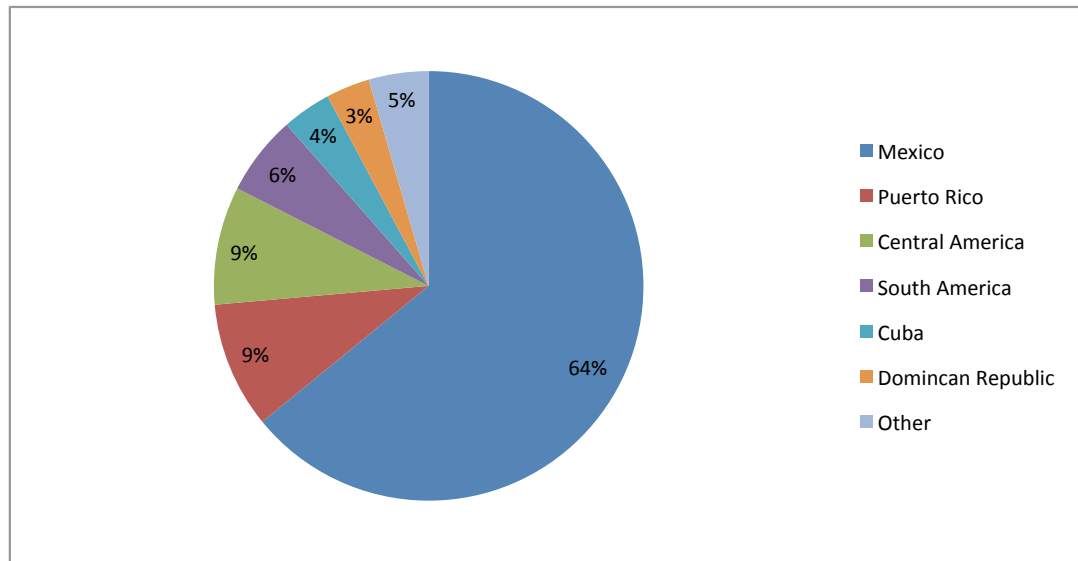
Table 5 and Figure 7 give the numbers and percentages of Hispanics according to region of origin.

Table 5 – *U.S. Hispanic population by region of origin.* Source: U.S. Census Bureau 2014d.

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	Country of Origen	Hispanic Population
1	Mexico	35,320,579
2	Puerto Rico	5,266,738
3	Central America	5,097,021
4	Cuba	2,046,805
5	Dominican Republic	1,760,354
6	South America	3,320,848
7	Other	2,467,107

Figure 7 – U.S. Hispanic population by origin. Source: U.S. Census Bureau 2014d.



2. Language Use and Ability

- Spanish is the first non-English language in the United States.
- There are about 49 million Spanish speakers in the United States.
- 76% of Hispanics are Spanish-dominant or bilingual.
- 95% of U.S. Hispanics believe it is important for future generations to continue to speak Spanish.
- By the third generation the percentage of Hispanics who are Spanish-dominant or bilingual declines significantly: just one third considers themselves bilingual and only 47% say they speak Spanish proficiently.

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Background

In 1890 the U.S. Census Bureau began to collect information about language use and ability to speak English in the United States, since then the Census have asked respondents about language use and proficiency in various ways. From 1980 onwards, the U.S. Census Bureau began to ask respondents age five and

older the standard set of three questions to determine their language use. See *Figure 8*.

The statistics from the U.S. Census about language use are limited to “Language Spoken at Home” and “Proficiency of the English Language”. Nevertheless, the U.S. Census comprises the most reliable data of language use, available to determine number of people who speak Spanish in the United States, even though it does not include the number of Latino undocumented immigrants and non-Hispanics who also speak Spanish at home.

Figure 8 – *Reproduction of the Questions on Language from U.S. Bureau’s 2011 American Community Survey*. Source: ACS Language Use 2011.

14 a. Does this person speak a language other than English at home?

☐ Yes

☐ No → *SKIP to question 15a*

b. What is this language?

For example: Korean, Italian, Spanish, Vietnamese

c. How well does this person speak English?

☐ Very well

☐ Well

☐ Not well

☐ Not at all

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It is difficult to calculate the current exact amount of Spanish speakers in the United States and its growth, particularly among non-Hispanics that have come to dominate Spanish but do not speak it at home, as well as the number of foreign born Hispanics that may have immigrated to the United States at a young age and cannot dominate Spanish, but nevertheless under the Census are assumed to speak Spanish. Thus, the numbers presented should only be seen as rough estimates.

A study of the Census Data for 2011, estimates that there are about 48.6 million Spanish speakers in the United States (Escobar and Potowski 2015). This number includes records of the US Census Bureau's 2011 American Community Survey (ACS), of Hispanics age five or older, who are foreign-born (18.7 million) and native-born (17 million) that speak Spanish at home (Escobar and Potowski 2015). Additionally, this estimate includes Spanish speakers who are not reported in the Census, Hispanic undocumented immigrants (11 million, Pew Research Center 2013) and non-Hispanics who speak Spanish at home (2.8 million in 2011 and 2.6 million in 2013) (Krogstad and González-Barrera 2015). Accounting for recent growth of population of Hispanics that speaks Spanish at home (36.6 million in 2014) and the new number of non-Hispanics who speak Spanish at home, the number of people that speak Spanish at home in the United States is about *50.2 million*.²

The significant number of Spanish speakers in the United States places it second among the countries with the largest population of Spanish speakers, behind Mexico (112.3 million), and ahead of countries like Colombia (47.5 million), Spain (46.7 million) and Argentina (41.6 million) (Escobar and Potowski 2015). Currently, the Instituto Cervantes estimated that there are 567 million Spanish speakers worldwide, including natives and foreign language learners (Instituto Cervantes 2016).

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In 2011, the last Language Use report from the U.S Census Bureau claims that about 12.9% of U.S. population spoke Spanish. This is an increase from the 12% reported in 2005 and the 11% in 1980 and (ACS Language Use 2011). A related report by the U.S. Census Bureau projects that the number of Spanish speakers in the United States will increase on top of the already 55 million anywhere

² Most recent estimates from the Census Bureau's 2014 ACS estimate a close number 49.2 million, considering a growth in the estimated total number of Hispanics age 5 or older that speak Spanish at home from 34.8 million in 2011 to 36.6 million in 2014. <http://bit.ly/2anSzia>

between 39 million and 43 million by 2020; however, this number will depend largely upon future patterns of migration. Among Spanish speakers, most will be Hispanics, whom the report estimates will number between 37.5 million and 41 million (Ortman and Shin 2011).

Spanish among Hispanics

The wave of Latino immigration, though it has reseeded in recent years, it brought along a large number of Hispanic cultures with one thing in common, the Spanish language. The increasing number of Hispanics in the United States and the growing popularity³ of the Spanish language have made it the second largest language used in the United States, due in part to bilingualism (Krogstad and González-Barrera 2015).

Despite the growing influence of Spanish worldwide there are reports of loss of language ability among the native Hispanic population in the United States. As reported in last year's Observatory Report, Hispanic Map of the United States 2015, by the third generation the number of Hispanics that retain Spanish and can be classified as bilingual declines substantially compared to first-generation and second-generation Hispanic immigrants (Steinmetz 2015).

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English monolingualism and consequently the loss of Spanish language, seems the predominant trend of all Hispanics by the third generation. In general, bilingualism tends to be strongest between Hispanic of first generation and second-generation. Nearly all second-generation children are proficient in English and can speak their parent's language. However, by the third generation, English dominance becomes increasingly prevalent. This trend makes it less likely that third-generation Hispanics will grow up to become bilinguals (Alba 2004). *Figure 9* shows primary language use for all Hispanics, broken down by generation. By

³ The enrollment in Spanish Language classes in the Instituto Cervantes worldwide thirteen-fold between 1993 and 2014 (Instituto Cervantes 2016).

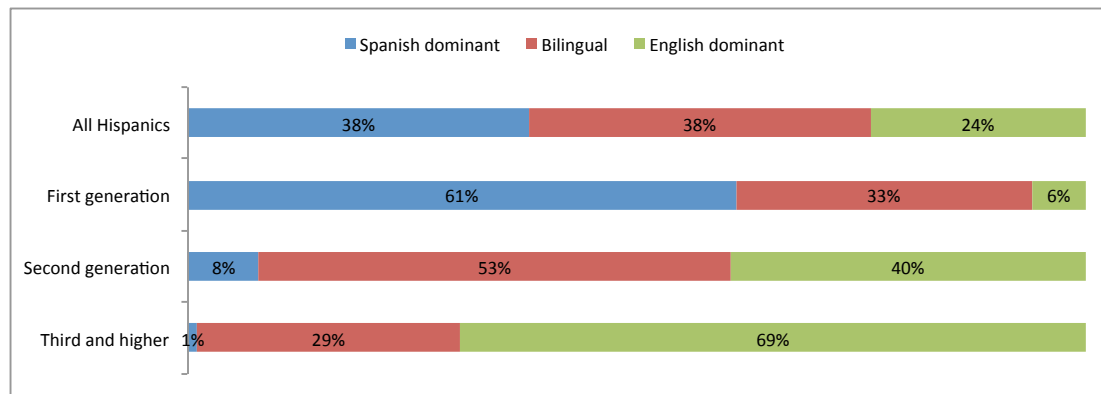
the third and higher generations, few Hispanics report being Spanish-dominant, however nearly a third still speak Spanish well enough to identify as bilingual.

Despite the loss of Spanish language by the third generation, Hispanics still consider important for all generations to speak Spanish and try to preserve it. A survey conducted in 2011 by the Pew Research Center asked Hispanic respondents how important is it that future generation of Hispanics in the United States continue to know how to speak Spanish. The report found that despite the general decline in Spanish proficiency by third generation immigrants, Hispanics strongly maintain the importance of passing on the Spanish language to future generations. About 75% of Hispanics interviewed answered that it is very important for future generations of Hispanics to continue to speak Spanish, only 25% answered that it is somewhat important and a minimal part of 5% do not consider it important.

Thus, a total of 95% of Hispanics thought that continued knowledge of Spanish is either somewhat or very important (Taylor, López, Martínez and Velasco 2012). Perhaps because of this, the rate of bilingualism of Hispanics, even by the third generation, remains higher than for other ethnic groups. Only 72% of third generations Hispanics are English monolingual, in comparison to 92% of Asians (Alba 2004).

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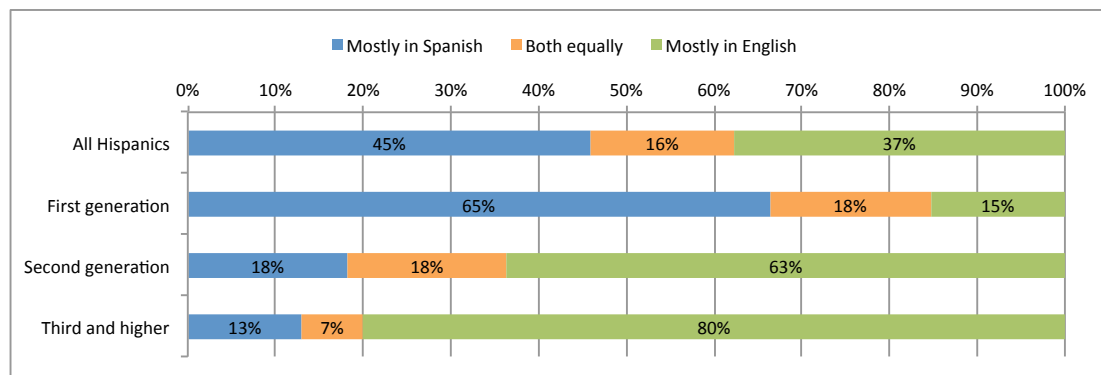
Figure 9 – Primary language use⁴. Source: Taylor, López, Martínez and Velasco 2012.



Another survey by the Pew Research Center conducted in 2012, which asked Hispanics which language they tend to think in, is particularly telling about use of Spanish among Hispanics generations in the United States. While unsurprisingly 65% of first generation U.S. Hispanics selected Spanish, that number declined to 18% by second generation and 13% by the third, that is 80% of third generation Hispanics thinking in English as opposed to Spanish. *Figure 10* shows this change across each generation.

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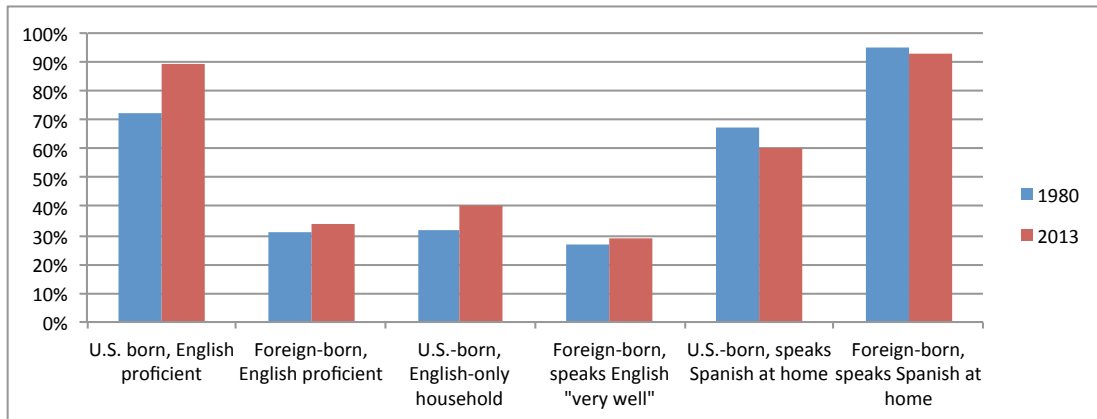
Figure 10 – Do you think mostly in Spanish or in English? Source: Taylor, López, Martínez and Velasco 2012.



⁴ Language dominance is determined by speaking one language “very well” or “pretty well” and speaking that language better than the second language.

Figure 11 shows the percentage of Hispanics who speak and read Spanish. In general, English proficiency tends to increase with each successive generation, while Spanish proficiency, overall, tends to decline.

Figure 11 – Percent of Hispanics who speak and read Spanish “very well” or “pretty well,” by generation. Source: Taylor, López, Martínez and Velasco 2012.

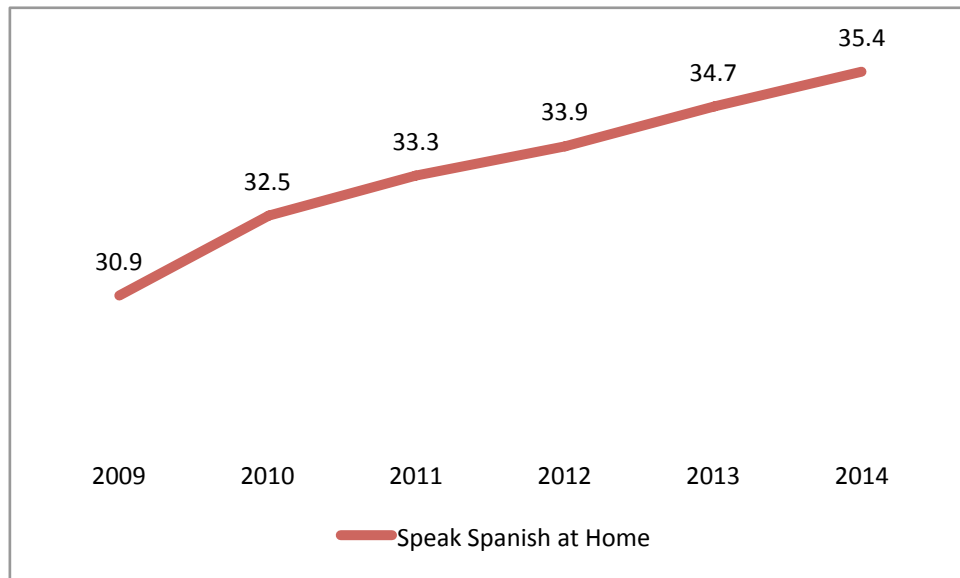


It is significant to note that a declining share of U.S. born Latinos who speak Spanish at home is pulling down the overall percentage. The share of U.S. born Hispanic households speaking Spanish at home has declined from 67% in 1980 to 60% in 2013. On the other hand, the percentage of foreign-born Hispanics who speak Spanish at home remains high, in 2013 was relatively unchanged from the 1980 (Krogstad, Stepler and López 2015).

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The overall percentage of Hispanics who speak Spanish at home has declined from 78% in 2000 to 73% in 2013. Though the percentage of Spanish speakers age 5 and older who speak Spanish at home is slowly declining, the number of Hispanics who speak Spanish at home has drastically increase from 9.8 million in 1980 to 35.8 million in 2013. Currently, there are 37.6 million Hispanics who speak Spanish at home. This number is only expected to rise as Hispanic population in the U.S. continues to grow (Krogstad, Stepler and López 2015).

Figure 12 – Number of Hispanics age 5 or older who speak Spanish at home, in millions.
Sources: U.S. Census Bureau 2014e.



Despite the decline in percentage of Hispanic that can speak Spanish, the use of Spanish is rapidly growing in the United States, among Hispanics and non-Hispanics. In 2013, 38.4 million people in the United States spoke Spanish at home, including 2.6 million non-Hispanics (Krogstad, Stepler and López 2015). As mentioned before, including the number of undocumented Latino immigrants (about 11 million) the overall number of Spanish speakers in the United States would rise to about 50.2 million.

23

English among Hispanics

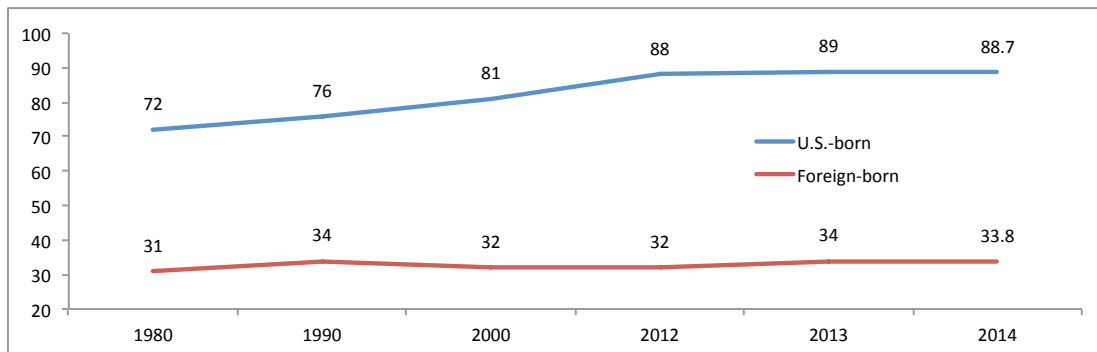
Contrary to common belief Hispanic immigrants assimilate American culture and the English language the same way as earlier immigrants of European decent (*The Wall Street Journal* 2013). As an example, children of Hispanic immigrants are able to learn English better than their parents. In 2007 a study by the Pew Research Center found that while 23% of recent immigrants felt they speak English “very well” and 88% of their adult U.S.-born children reported speaking English “very well”. For later generations of adult Hispanics the figure rises to 94% (Hakimzadeh and Cohn 2007).

While most Hispanics speak some Spanish (74% in 2011) English usage has been shown to increase with each generation (Escobar and Potowski 2015; Krogstad and González-Barrera 2015). A study by the Pew Research Center reveals that in 2013, 36% Hispanics were bilingual, 38% mainly spoke Spanish or where Spanish dominant, 25% were English dominant; for those who primarily spoke English: 59% were bilingual (Krogstad and González-Barrera 2015). Additionally, in 2013 a record number of Hispanics (33.2 million) spoke English proficiently, this is about 68% of all Hispanics (Krogstad, Stepler and López 2015). Thus, as Hispanic population continues to increase in the United States, mainly driven by the increase of US-born Hispanics, English proficiency among Hispanics is expected to increase with each generation.

English proficiency is also strongly affected by whether Hispanics are foreign born or native. In 2013, Latino adults who are the children of Hispanic immigrants i.e. second generation were the most likely to be bilingual at 50% (Krogstad and González-Barrera 2015). In 2012, Latinos whose parents had immigrated to the U.S. (born outside the U.S. or in Puerto Rico) accounted for 48% of all U.S. born Hispanics. As a comparison, only 35% of first generation Hispanic immigrants are bilingual and only 23% of Hispanics with U.S. born parents i.e. third generation Hispanics are bilingual (Krogstad and González-Barrera 2015). These statistics indicate that Spanish proficiency is strongest among first and second generation Hispanics but begins to decline by the third generation.

24

Figure 13 – Percent of Hispanics (ages 5 and older) who speak only English at home or who speak English “very well.” Source: Stepler and Brown 2015; U.S. Census Bureau 2014f.



The increase in English proficiency among Hispanics is seen next to a decline in the percentage of Hispanics who speak Spanish at home. In 2000, 78% of U.S. Hispanics said they spoke Spanish at home. In 2013, this portion had dropped to 73%. By contrast the percentage of Hispanics who speak English proficiently increased from 59% in 2000 to 68% in 2013 (Krogstad, Stepler and López 2015). According to the U.S. Census Bureau projections, the number of Hispanics who speak only English at home will rise from 26% in 2013 to 34% in 2020 and the number of Hispanics who speak Spanish at home will decrease from 75% in 2010 to 66% in 2020 (Krogstad and González-Barrera 2015; Ortman and Shin 2011).

25

Figure 14 shows the overall growth of Spanish and the number of Hispanics who speak Spanish at home. It also depicts the number of Hispanics who speak English only at home or speak it “very well”.

Figure 14 – Number of Hispanics age 5 or older who speak Spanish and English at home.
Source: U.S. Census Bureau 2015c, U.S. Census Bureau 2014g.

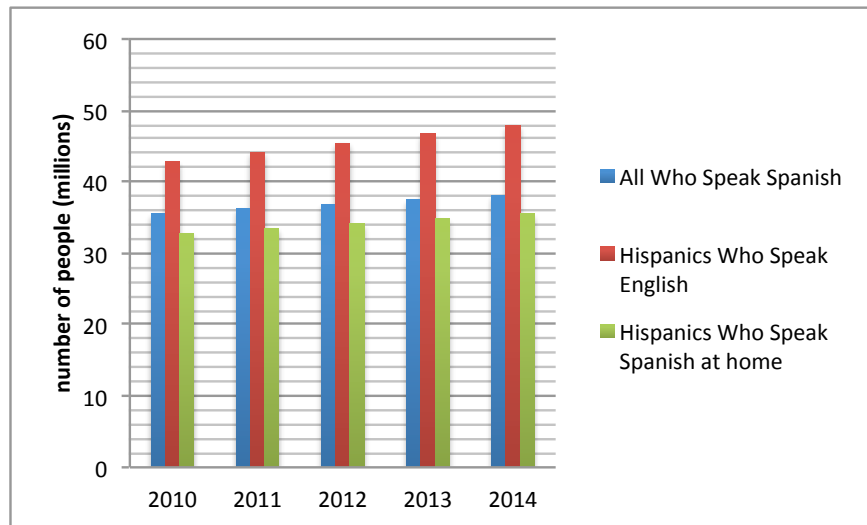
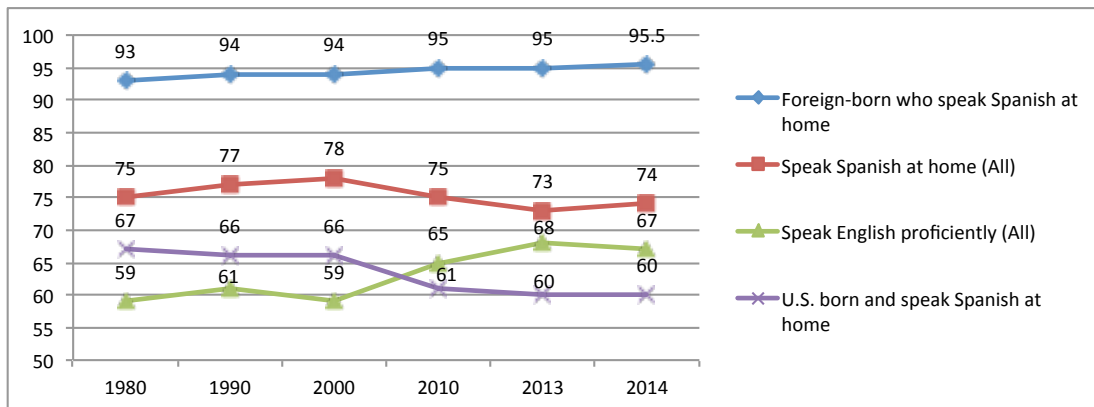


Figure 15 – Percent of Hispanics (ages 5 and older) by language ability and nativity.
Source: Stepler and Brown 2015; Krogstad, Stepler and López 2015; U.S Census Bureau 2014f.



26

As noted in *Figures 14* and *15*, although the percentage of Hispanic households that speak Spanish at home is declining, the overall number of Hispanics living in Spanish-speaking households has increased.

Among all Latinos ages five and older, approximately 15.7 million who speak Spanish at home also report speaking some English or nothing at all (Krogstad,

Stepler and López 2015). Overall, the percent of Spanish-speaking Hispanics who are not proficient in English has decreased from 54% in 1980 to 44% in 2013 (Krogstad, Stepler and López 2015). This is a significant decline of ten percent and indicates that more and more Hispanics are learning to speak English, even when the number of Hispanics has increased. See: *Figure 16*, which shows the percentage of U.S. Hispanics who speak English “very well” or “pretty well,” broken down by generation.

Barriers to English proficiency

A study by the Pew Research Center published in May of 2015, found that English proficiency is on the rise among Latinos in the United States. This change is driven by the increase of U.S. born Latinos. About 33.2 million Hispanics speak English proficiently. However, the rise of English proficiency among Latinos seems to coincide with the decline of percentage of Latinos who speak Spanish at home. Nonetheless, it should be noted that though the percentage has decrease the number of Latinos who speak Spanish at home has increased reaching a record number of 35.8 million (Krogstad, Stepler and López 2015).

27

Despite the overall growth in English language proficiency, nonetheless, there are still many Hispanics who do not speak English or who speak it less than “very well.” In 2013, 12.5 million Hispanics said they spoke English “less than very well”, and another 3.2 million stated they did not speak any English; collectively, this accounts for 32% of all Hispanics who are 5 years of age or older.

The barriers that Hispanics in the United States encounter to become proficient in English have not change since those reported in the “Hispanic Map of the United States 2015”. Age, gender, nativity, educational attainment, and length of time in the United States still are the most important factors that affect language use and ability of Hispanics to speak English.

Among these factors, age continues to be the biggest obstacle to English language use among Hispanics. Approximately 70% of immigrant children (ages 5-17) say they speak only English or speak English very well, in comparison only 32% of immigrant adults report the same (Krogstad and López 2014). Overall, older Hispanics tend to be less proficient in English. In fact, 21% of Hispanics who do not speak any English are 65 years of age or older. Among Hispanics who speak some English but do not speak it very well, another 9% are also 65 or older. Likewise, among Hispanics who are English-proficient, only 4% are in this same age group.

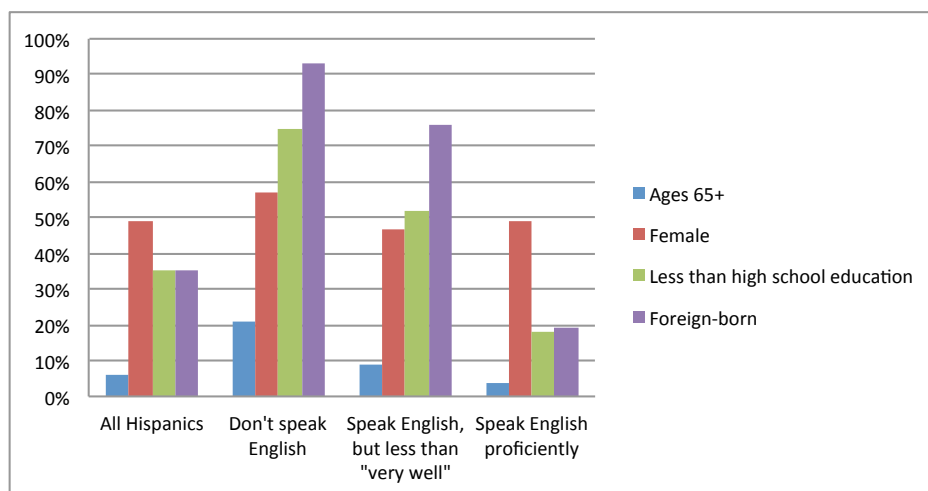
Gender also influences whether Latinos speak English proficiently, although the impact is less significant than age. Among Hispanics who do not speak any English, 57% are female. Women also account for slightly less than half (49%) of the Hispanics who can speak proficient English (Krogstad, Stepler and López 2015).

28

Educational attainment is another factor of importance for English proficiency among Hispanics. Hispanic immigrants age 25 and older who speak only English at home or are bilingual and speak English “very well” about 15% have less than a high school diploma compared to 61% with a Bachelor degree or more.

Nativity continues to be the third most influential barrier to English language ability. Almost all (93%) of those Latinos who do not speak English are foreign-born, as opposed to 76% of those who speak English “less than very well”, and only 19% of foreign born Hispanics are English-proficient (Krogstad, Stepler and López 2015). Among adult Hispanics who are foreign born, the percentage who speaks only English at home, or who speak English “very well”, has increased only slightly since 1980. It increased from 29% in 1980 to 32% in 2013. Foreign-born Hispanics continue to predominantly be Spanish speakers.

Figure 16 – *Effect on age, gender, educational attainment, and nativity on English proficiency.* Source: Krogstad, Stepler and López 2015.



Finally, length of time spent in the United States is another important factor affecting English language use among Hispanics. Data from the Pew Research Center shows that Hispanic immigrants residing longer within the United States have higher levels of English proficiency, both among adults and children (Krogstad, Stepler and López 2015).⁵

29

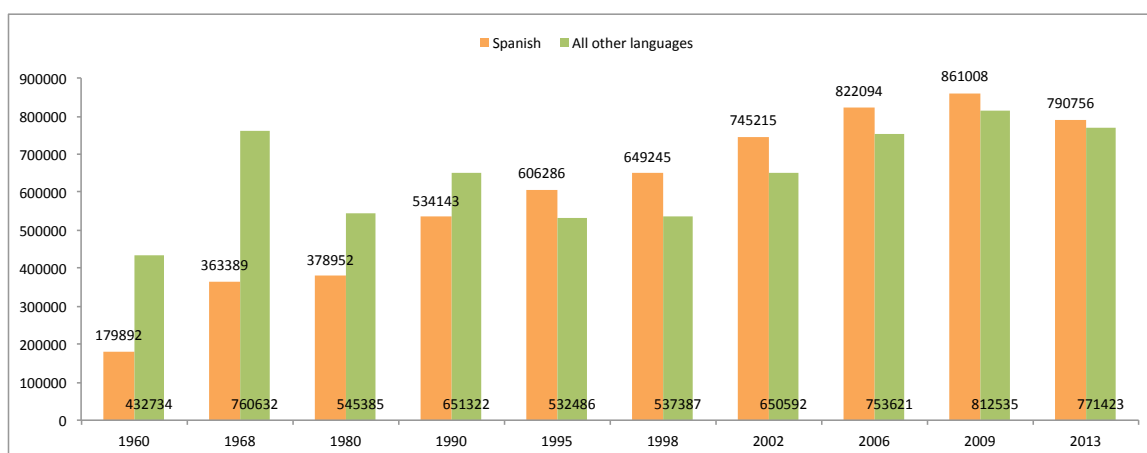
Spanish Language Study in the United States

In addition to being the second language most commonly used among U.S. Latinos, Spanish is the most widely studied language in the United States across all levels of languages studied. The Modern Language Association, which periodically conducts a nationwide survey on foreign language enrollment and trends, reported that in 2013, Spanish remained the most widely studied language at universities (both two and four year institutions) and graduate

⁵ For a more detailed breakdown of English proficiency of Hispanics in the United States as it is affected by age, gender, nativity, educational attainment and length of time in the United States see Steinmetz 2015.

schools with a total enrollment of 790,756 students in the United States alone. Although, in recent years the study of Spanish language declined for the first time in the history, the Modern Language Association survey reported that in 2013, the total enrollment in course of Spanish nationwide exceeded the total number of students enrolled in all other language, which combined numbered 771,423 (Modern Language Association 2013). *Figure 17* shows Spanish language enrollment at the post-secondary level from 1960 to 2013.

Figure 17 – *Post-secondary enrollment in Spanish language courses.* Source: Modern Language Association 2013.



30

3. Educational Attainment

- Hispanic students make up over 25% of all public school students.
- About 98% of all Hispanics believe education is a somewhat important or important issue facing the United States today.
- The high school dropout rate for Hispanics has dramatically declined from 34% in 2000 to 14% in 2013. Nonetheless, Hispanics dropout rate remains the highest among other racial and ethnic groups.

- Among Hispanics, males in general and afro-Hispanics are less likely to have some college education.
- Almost 46% of Hispanics chose to attend two-year post-secondary institutions instead of 4-year institutions.

Despite the fact that Hispanics remain the racial/ethnic group least likely to achieve each educational level, the overall percentage of Latinos successfully achieving each degree has steadily risen since the 1970s, with substantial progress in the last few years, particularly for high school completion. The high school drop out rate of Hispanics has declined dramatically, college enrollment of Hispanics has tripled since 1993 and today Hispanics are the largest minority group on college campuses. Overall, the importance of education among Latinos is high, according to the National Latino Survey of 2013 conducted by the Pew Research Center, 52% of Hispanics think education is an “extremely important” issue facing the country, 42% think it is “very important” and 2% think it is “somewhat important”. Thus, about 98% of Hispanics in the United States regard education with some importance (Pew Research 2015c).

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Latinos are more likely than average Americans to believe that a college education is essential to achieving the “American dream” (*The Economist* 2015a). In 2014, Hispanics listed education as a primary community concern, above health care and immigration reform, and on equal level as concern over the economy (Krogstad 2015). Despite the important given to education, Hispanics still trail behind other racial and ethnic groups in educational attainment. Economic factors are frequently cited as the major barriers to Hispanics pursuing higher education, other factors such as gender and race also present some difference in the educational attainment among Hispanics (Krogstad 2015).

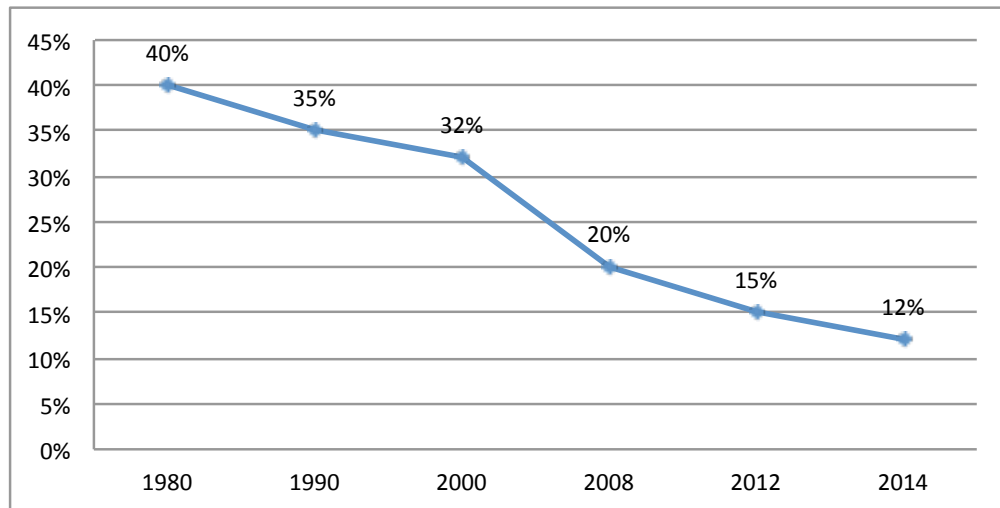
Primary and secondary school enrollment and completion

At the primary and secondary school level, the number of enrolled Hispanic students has been continually rising over the last fifteen years. As of 2012, Hispanic students made up over 25% of all public school students. Between 2000 and 2012, the number of Hispanic nursery school students rose from 18.8% to 29%; the number of Hispanic kindergartners increased from 20.1% to 27%; the number enrolled as elementary school students increased from 17.1% to 25%; and the number of Hispanic high school students increased from 14.9% in 2000 to 23% in 2012. This shows that the public school demographic in the U.S is rapidly shifting as an increasing number of Hispanic students enroll (López and Fry 2013).

However, despite the high enrollment numbers, Hispanics complete secondary school at a lower rate than other ethnic and racial groups in the U.S. Approximately one third (33.5%) of Hispanics ages 25 and over had not completed high school in 2014, compared to 6.9% for non-Hispanic whites (López and Fry 2013). The number of Hispanic youth dropping out of high school has nonetheless decreased sharply, though it remains the highest. In 2000, 32% of Hispanic youth had dropped out of high school by 2013 this percentage was down to 14% (López and Fry 2013; Krogstad 2015).

32

Figure 18 – Percent of Hispanic youth ages 19-24 who has not high school, 1980-2013.
Source: López and Fry 2012; Krogstad 2015.



In 2013, the Hispanic high school dropout rate reached an historic low of 14% among Hispanic youth ages 18-24. The Pew Research Center also highlighted that this has helped lower the overall U.S. high school dropout rate from 12% in 2000 to 7% in 2013, which is another record low. Despite these gains, however, the Hispanic high school dropout rate is still higher than that for blacks, whites and Asians (Krogstad 2015). In 2015, 66.7% of Hispanics ages 25 and older were high school graduates compared to 93.3% for non-Hispanic whites, 87% for blacks and 89% for Asians (Ryan and Bauman 2016). Among Hispanic youths, the reasons most frequently given for dropping out of high school are: need to provide financial support to family (75%), poor English skills (50%) and dislike of school or belief they do not need more education (40%). *Figure 19* shows the dropout rates by race/ethnicity in 2013.

33

Figure 19 – High school dropout rates by race/ethnicity (2013). Source: Krogstad 2015.

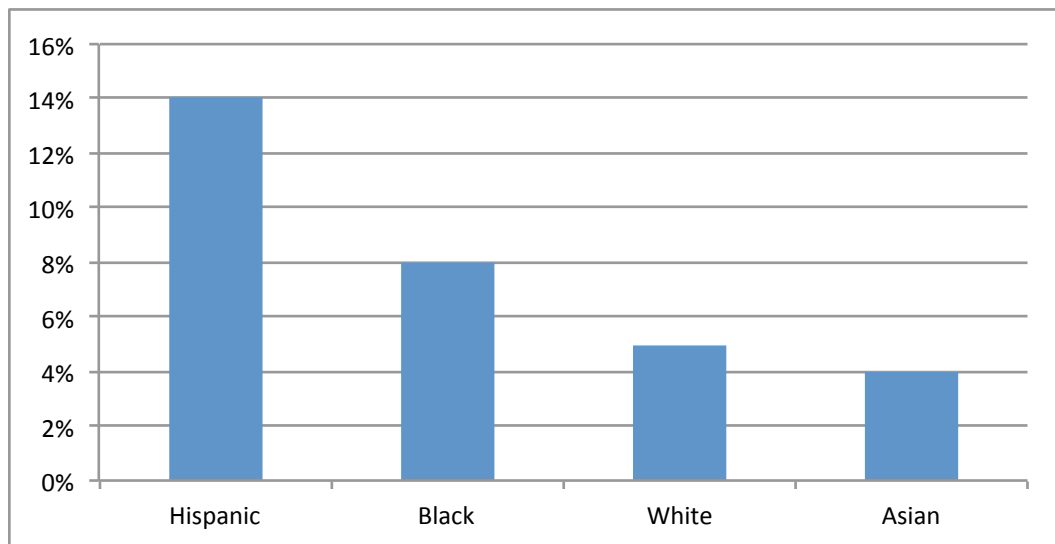
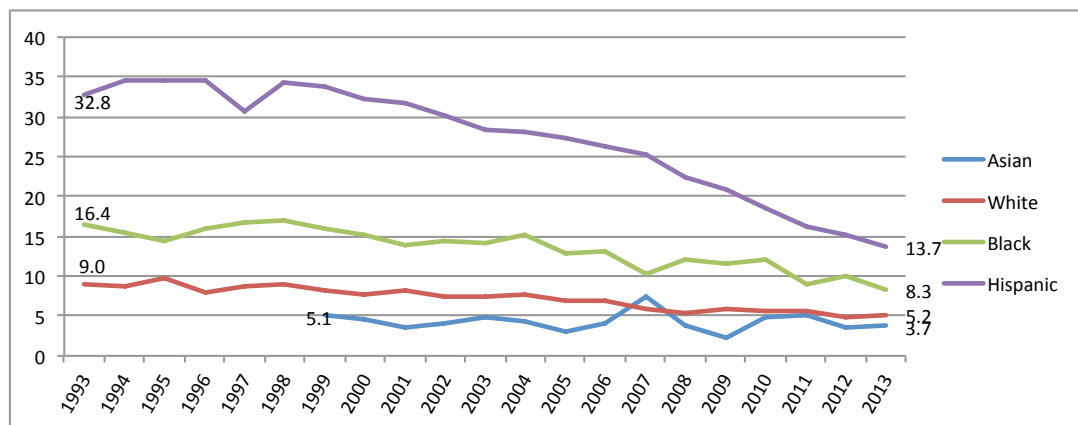


Figure 20 shows the historical high school dropout rates, by race and ethnicity, since 1993. While Hispanics continue to be more likely than any other racial/ethnic group to drop out of high school, the Hispanic dropout rate has been steadily declining.

34

Figure 20 – High school dropout rates, by ethnicity, since 1993. Source: U.S. Census Bureau s.a. d.



College level enrollment

In addition to the steady decline in high school dropout rate, the percentage of Hispanic high school graduates immediately enrolling in college has risen from 49% in 2000 to 69% in 2012 (López and Fry 2013). The number of Hispanics age 18 to 24 enrolled in a two-year program or four-year college has more than tripled from 728,000 in 1993 to 2.2 million in 2013. This has made Hispanics the largest minority group enrolled in U.S. college campuses (Krogstad 2015).

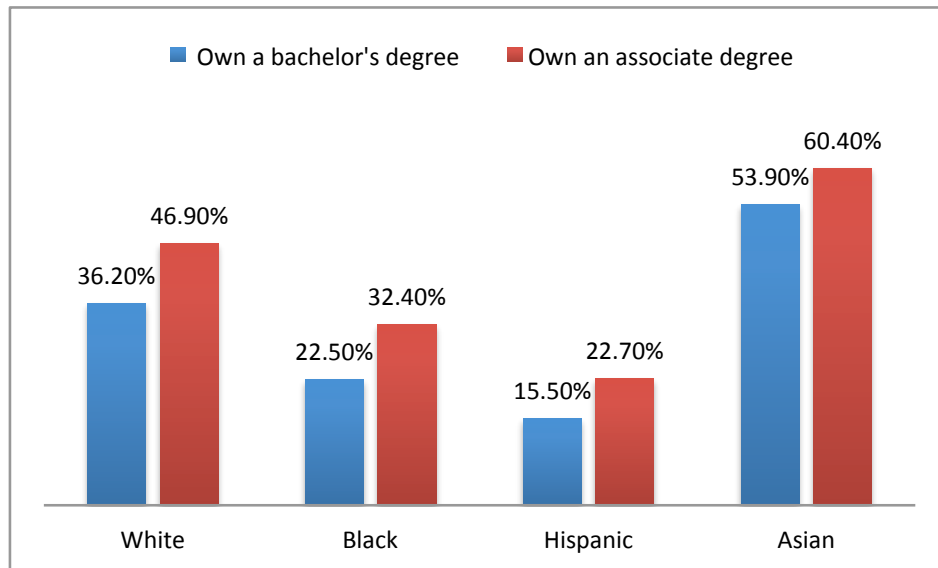
Although Hispanics as a whole still lag behind other ethnic and racial groups, they appear to be making steady gains in education. In 2013, for the first time, the percentage of Hispanics graduating high school and enrolling in college surpassed that of whites (Krogstad 2015).

Hispanics currently account for 17.4% of the U.S. population; they only make up about 8% of bachelor's degree holders 18 years and over, indicating a serious gap in advanced educational attainment. They do, however, account for 11% of two-year associate's degrees granted in the United States (U.S. Census Bureau 2015d).

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As in primary and secondary schools, the Hispanic population is rising rapidly in colleges. In 2015, Hispanics were the largest minority group at 4-year colleges (Hispanic Association of Colleges and Universities 2015). In 2014, 6.4% of Hispanics were college undergraduates or graduates compared to 5.9% of Whites (U.S. Census Bureau 2014h). Nearly half (46%) of Hispanic college students choose to attend public two-year schools (community colleges), as opposed to a four-year, bachelor's degree-granting program. This is a larger percentage than for any other ethnic group. Among blacks, 34% attend a two-year program, while 32% of Asians and 30% of whites do (Krogstad 2015).

Figure 21 – Percentage of the population age 25 and older possessing a bachelor's degree and an associate degree in 2015 by race/ethnicity. Source: Ryan and Bauman 2016.



Overall, educational attainment statistics have been on the rise for Hispanics. According to the Pew Research Center, for Hispanic youths ages 18-24, enrollment at four-year colleges and universities increased 20% between October 2010 and October 2011 from 1.0 million to 1.2 million. In fact, enrollments of Hispanics in 4-year bachelor degree programs in 2011 for the first time exceeded enrollments of black students (1.1 million). This made Hispanics the largest minority group at four-year colleges and universities in 2011, making up 13.1% of all students ages 18-24 enrolled (López and Fry 2012). In 2014, Hispanics made up 11.9% of all 18-24 years old who were enrolled in college, meanwhile Blacks made up only 7.9%. The trend is the same at two-year colleges; in 2011, Hispanics made up 25.2% of all 18-24 year olds enrolled at two year colleges, and surpassed black enrollment (908,000 Hispanics compared with 564,000 blacks) (López and Fry 2012).

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Table 6 – Breakdown of Hispanics historical educational attainment. Source: National Center for Educational Statistics 2015.

Year	High School	Bachelor's	Master's
1980	58.0%	7.7%	-
1985	60.9%	11.1%	-
1990	58.2%	8.1%	-
1995	57.1%	8.9%	1.6%
2000	62.3%	11.2%	2.1%
2005	63.3%	11.2%	2.1%
2010	69.4%	13.5%	2.5%
2013	75.8%	15.7%	3.0%
2014	74.7%	15.1%	2.9%
2015	77.1%	16.4%	3.2%

The number of Hispanic youths ages 18-24 who enroll in either a two or a four-year college have tripled since 1993. In 2013, 2.2 million Hispanics were enrolled in college, compared to 728,000 in 1993; this represents an increase in college-level enrollment of Hispanics of 201% (Krogstad 2015). Hispanic students are still more likely than other ethnic and racial groups to attend a two-year institution as opposed to a four-year intuition. In fact, 47.1% (1,365,703) of Hispanic undergraduate students attend two-year institutions compared to 35.2% for all other races/ethnicities (Hispanic Association of Colleges and Universities 2015).

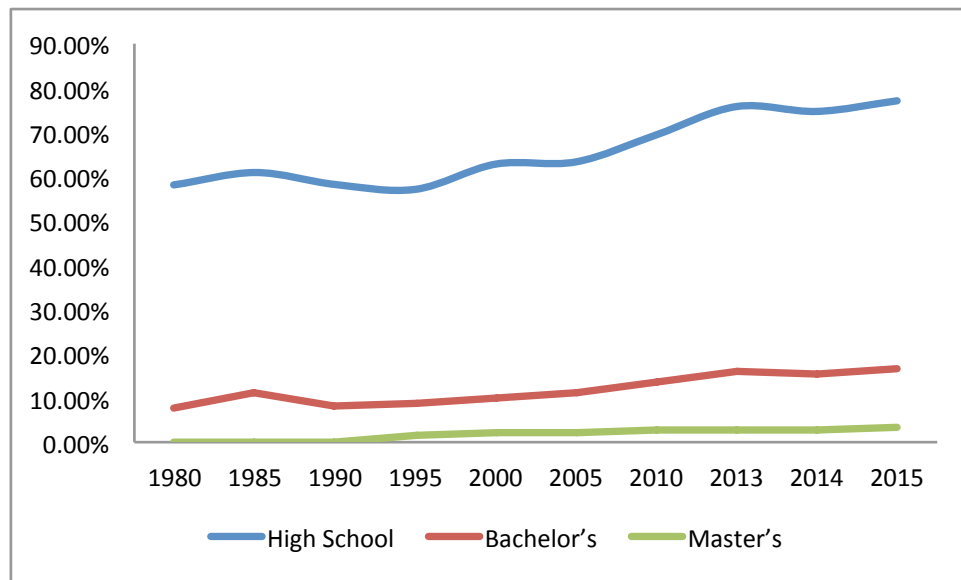
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The percentage of educational attainment at each level slightly decreased from 2013 to 2014, nonetheless, it sharply increased in 2015. Thus, at the time it is not correct to assume that there is a declining trend, only the upcoming data the population surveys will shed light whether or not there is a halt or decline in Hispanic educational attainment.

Figure 22, which shows Hispanic educational attainment at each level, reveals that as the rates of high school graduation have been improving rapidly, the

number of Hispanic students completing bachelor's degrees is starting to rise as well.

Figure 22 – Educational attainment, at each level (or higher) for Hispanics ages 25-29. Percent of Hispanics ages 25-29 who has completed each degree. Source: National Center for Educational Statistics, 2015.



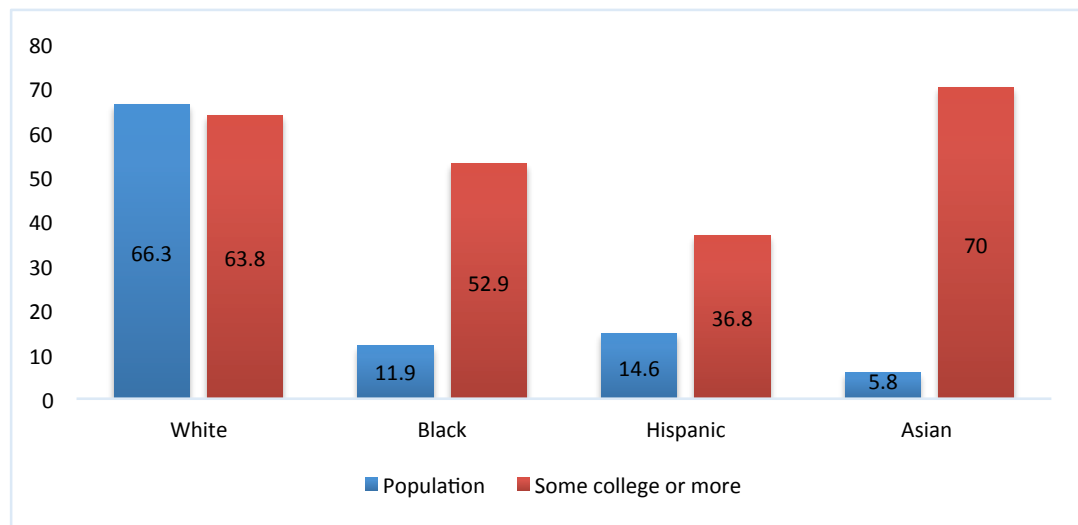
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As with enrollment in higher education, completion of advanced degrees is also significant. When comparing bachelor and advanced degree holders by race/ethnicity, Hispanics tend to be less likely than blacks, whites, and Asians to complete degrees, although the percentage of Hispanics completing higher education degrees has been increasing. As of 2015, 15.5% of Hispanics age 25 and older had a bachelor's degree or higher and 4.7% of Hispanic had an advanced degree. Nonetheless, these percentage of Hispanics with bachelor degrees and advance degrees is considerably low compared to non-Hispanic whites who 36.2% of them have a bachelors degrees and 13.5% have an advanced degree (Ryan and Bauman 2016).

Overall, Hispanics have the lowest educational attainment of all groups as *Figure 23* reveals. According the Pew Research Center, this gap is likely caused by a

number of factors, including that Hispanics are less likely to enroll in a four-year bachelor's degree-granting program, they tend to attend less academically selective colleges, and are less likely to enroll full-time, which can make it more difficult and take more time to finish a degree program (Krogstad 2015).

Figure 23 – Percent of each race/ethnicity age 25 or older with some college or more contrasted in percentage of national population with the same parameters. Source: Ryan and Bauman 2016.

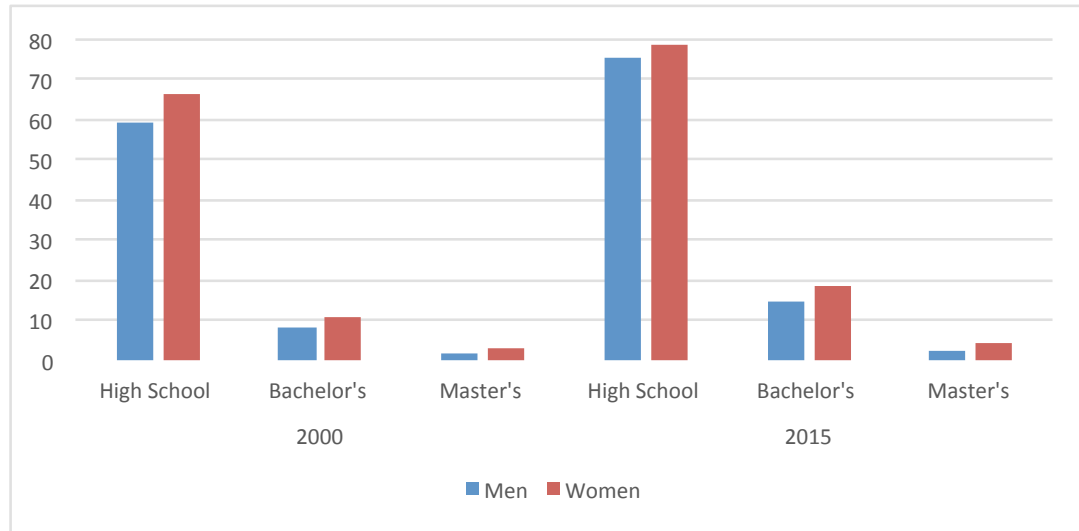


39

Gender and Education

Gender seems to play a significant role in Hispanic educational attainment. Males are less likely than females to complete high school or higher degrees (National Center for Education Statistics 2013). According to the National Center for Educational Statistics, in 2015, 75.7% of Latino males completed high school, compared to 78.6% of Latino females (National Center for Education Statistics 2015).

Figure 24 – Educational attainment of 25-29 year Hispanics compared by gender in 1980 and 2015. Source: National Center for Education Statistics 2015.



As with high school diplomas, Hispanic females are more likely than Hispanic males to complete a bachelor's degree or master's degree. The most recent data reveals, that as of 2015, 14.5% of Hispanic males held a bachelor's degree, compared to 18.5% of Hispanics females, and 2.3% of Hispanic males and 4.1% of Hispanic females held a master's degree by age 29. These percentages have only slightly varied since the beginning of the current decade (National Center for Education Statistics 2015).

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Race and Education

Hispanics are a racially diverse group, and although many of them tie their ancestry to their place of origin, Hispanics may also look into their indigenous, African and European roots to define their identity. In 2014, the Pew Research, National Survey of Latinos found out that a large minority of Hispanics identify as mixed race (34%), indigenous (25%) and afro-Latino (24%), white (41%), and 30% consider their race to be Hispanic or Latino (Pew Research 2015c).

When analyzed according to race, afro-Latinos have a lower educational attainment than the rest of Hispanics. The number of Hispanics that identify as afro-Latino is significant. According to the Pew Research Center National Survey of Latinos from 2011 to 2014, about a quarter of the U.S. Hispanic population describe themselves as having some African descent. According to the Pew Research National Survey of Latinos in 2014, afro-Latinos in general are less likely to have some college education, 24% compared to 37% of all Hispanics (López and González-Barrera 2016).

4. Socioeconomic Trends

- The purchasing power of Hispanic in the United States was \$1.3 trillion in 2015 and is expected to reach \$ 1.7 trillion in 2020.
- Median per capita income for Hispanic households is below that of other races and ethnicities.
- The median income for Hispanic women is 10% less than that of Hispanic men, however, the gender pay gap among Hispanics is less than the national percentage of 21%.
- Hispanics are less likely than other racial and ethnic groups to have health insurance.
- Among newlyweds, couples with two Hispanic spouses report lower median combined earnings than all other racial and ethnic pairings.

41

The growing U.S. Hispanic population will greatly influence U.S. socio-economic trends. Hispanics, in general, are less likely to own their own homes than other Americans, and were impacted more strongly than other racial and ethnic groups by the 2008 financial crisis (*The Economist* 2015c). They are also gaining an increasing share of U.S. purchasing power, which will affect the consumer market and future political campaigns. In general, among Hispanics, income levels have

been rising and poverty rates falling, however, Hispanics remain more likely than other racial and ethnic groups to have low incomes.

Purchasing Power

According to the Selig Center for Economic Growth, the purchasing power of Hispanics in the United States was \$1.3 trillion dollars in 2015, which is larger than the GDP of Mexico and similar to that of Spain, the biggest and the richest Spanish speaking countries in the world. Additionally, the purchasing power of Hispanics in the U.S. is expected to growth to \$1.7 trillion in 2020 (Selig Center 2015).

Overall, the purchasing power of Hispanics had a growth of 461% since 1990. In comparison, the total purchasing power in the United States, among all races, reached \$12.2 trillion in 2012, which is a 188% increase since 1990. The Selig Center reported that in 2012, the Hispanic-American market was larger than the economies of all but 13 countries in the world (Selig Center 2014).

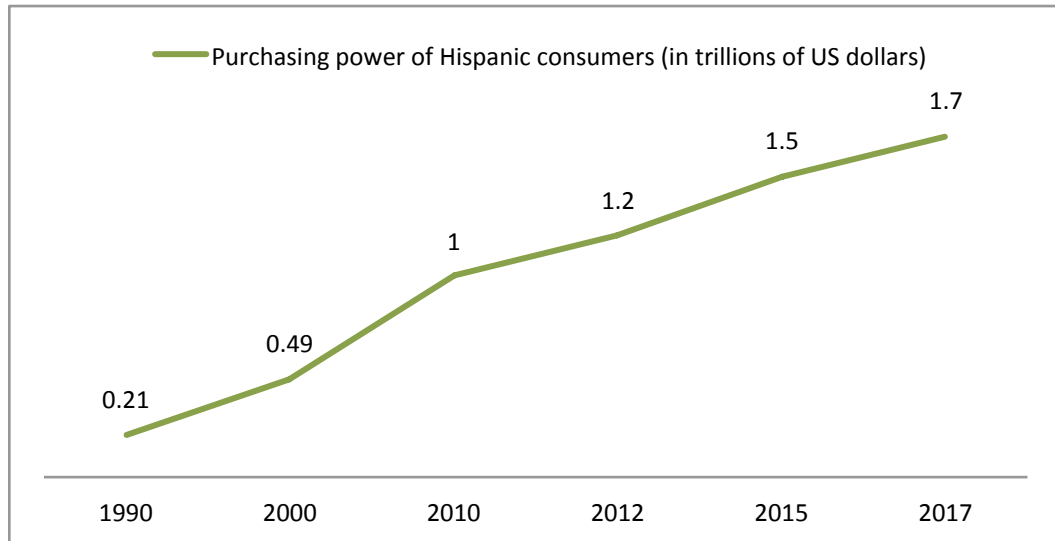
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Relating to consumer trends, Hispanics are more likely to spend their wages on necessary living products like groceries and clothes; meanwhile, there are less likely to spend money on healthcare, entertainment, personal insurances and unnecessary items like new cars and tobacco (Thompson 2015).

Hispanics and Asians account for large part of the growth of the U.S. consumer market and are expected drive its future growth (Selig Center 2015). The *Multicultural Report* published by Selig Center in 2015, breaks down the purchasing power of Hispanics into subgroups. By far, Mexican and Puerto Ricans, who make up the largest share of Hispanics in the United States, have the largest share of purchasing power among Hispanics, 56.8% and 10.8% or \$751 billion and \$131 billion respectively. Central and South Americans then follow with 8.8% each or \$117 billion, and Cubans, the largest Caribbean population in the U.S. besides Puerto Ricans, share 5.3% or \$70 billion of the

U.S. Consumer Market (Thompson 2015). The buying power of Hispanic consumers in the U.S. from 1990 to 2017 (in trillions of U.S. dollars) is seen in Figure 25 (data for 2017 was estimated).

Figure 25 – U.S. Hispanic purchasing power, in trillions of U.S. dollars, from 1990 to 2017 (estimated). Source: Selig Center for Economic Growth 2014.



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Income and poverty

Although Hispanics report being increasingly confident in personal finances and see better economic times ahead, a detailed analysis of the economic trends of Hispanics in the U.S. show few economic gains for the Hispanic community since the financial crisis that began in 2008, called the Great Recession (López, Morin and Krogstad 2016). Since the Great Recession, Hispanics have reported a 17% increase in their positive attitude towards the state of the economy, and about 40% said their personal finances are in “excellent” and “good” shape; meanwhile, for the general American public their confidence about the economy has remain almost flat, it was 43% in 2008 and 47% in 2015 (López, Morin and Krogstad 2016).

Despite their confidence, Hispanics have a higher unemployment rate than the general public. Even though, Hispanics accounted for 43% of total job growth between 2009 and 2013, unemployment for Hispanic remains higher than non-Hispanic workers (4.8%). About 6.4% of Hispanics were unemployed in the last quarter of 2015, compared to 4.8% for non-Hispanic workers (López, Morin and Krogstad 2016).

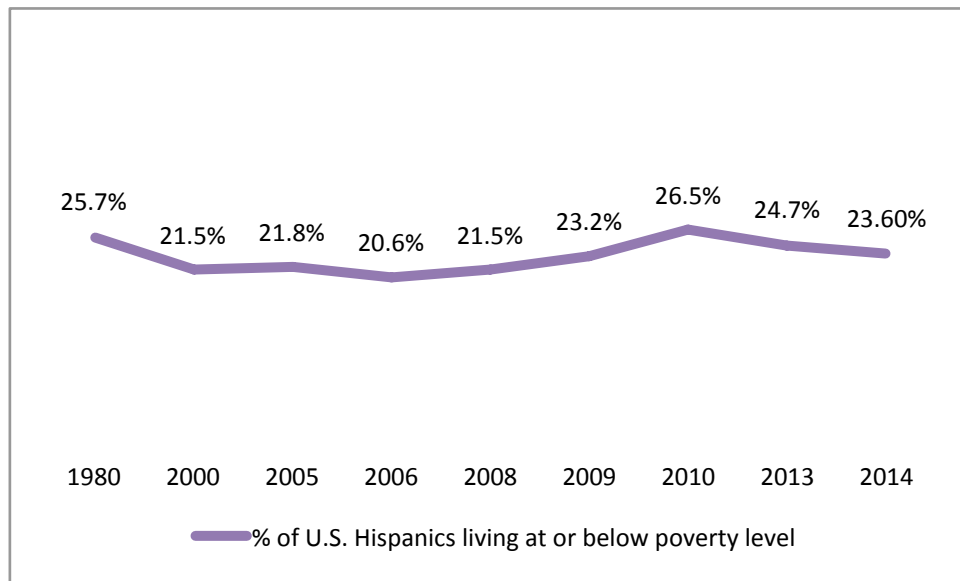
Although the median per capita income of Hispanics has been rising steadily since 1980 (\$4,865 in 1980, \$14,483 in 2005, and \$16,677 in 2013), when adjusted for inflation, the median per capita income of Hispanics has not increased significantly. Since the Great Recession of 2008, Hispanics median household income has stagnated to about \$42,491 in 2014, while for other households nationwide it is about \$53,700 (U.S. Census Bureau s.a. b).

Poverty levels, similarly, have not changed substantially in the last 35 years. In 1980, 33.2% of U.S. Hispanics lived at or below poverty level. By 1990, this had increased to 38.4% (U.S. Census Bureau s.a. c). In 2014, the percentage of Hispanics living below poverty level was 23.6%, it's lowest since 2010; however, this poverty rate was above its lowest before the recession of 2008 (20.6% in 2006). Overall, the net income of Hispanic households continues to decline at the largest percent than any other racial group, \$23,600 in 2007 to \$13,700 in 2013. Hispanics still trail behind other racial groups in household income and poverty rates, except blacks. In 2014, household income and poverty rate were \$74,297 and 12% for Asians, \$60,256 and 10.1% for whites, \$42,491 and 23.6% for Hispanics and \$35,398 and 26.2% for blacks (U.S. Census Bureau 2014i; U.S. Census Bureau 2014j).

Figure 26 shows the percent of Hispanics living at or below poverty line, from 1980-2013. In general, median per capita income has been rising, and poverty rates have been falling, despite some occasional reversals in the growth.

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Figure 26 – Percent of Hispanics living at or below poverty line, 1980-2014. Source: U.S. Census Bureau 2014k.



Although median per capita income has risen for Hispanics since 1980, the median per capita income still remains below that of other racial and ethnic groups in the U.S. *Figure 28* shows the median and mean income by race and ethnicity. Hispanics have lower median per capita and lower mean income of all racial groups, a comparable median income to blacks, which is about \$10,000 lower than the median income for whites and Asians. As of 2014, the overall number of Hispanics living below poverty level was 13.1 million (U.S. Census Bureau 2014k).

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Figure 27 – Percentage of people living below poverty level by racial/ethnicity group in 2014. Source: U.S. Census Bureau 2014k.

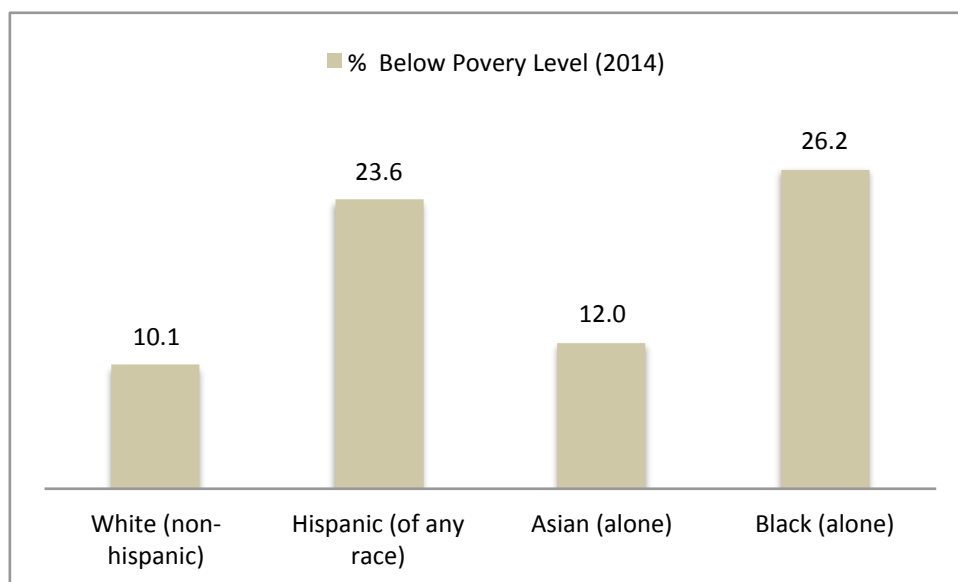


Figure 28 – Median per capita income in 2014 by ethnicity/race. Source: U.S. Census Bureau s.a. f.

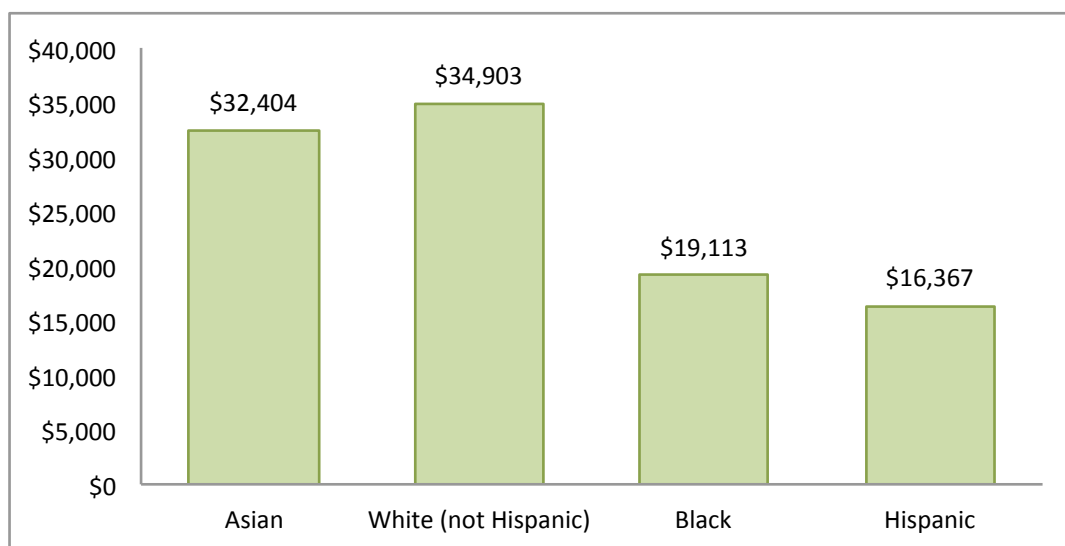
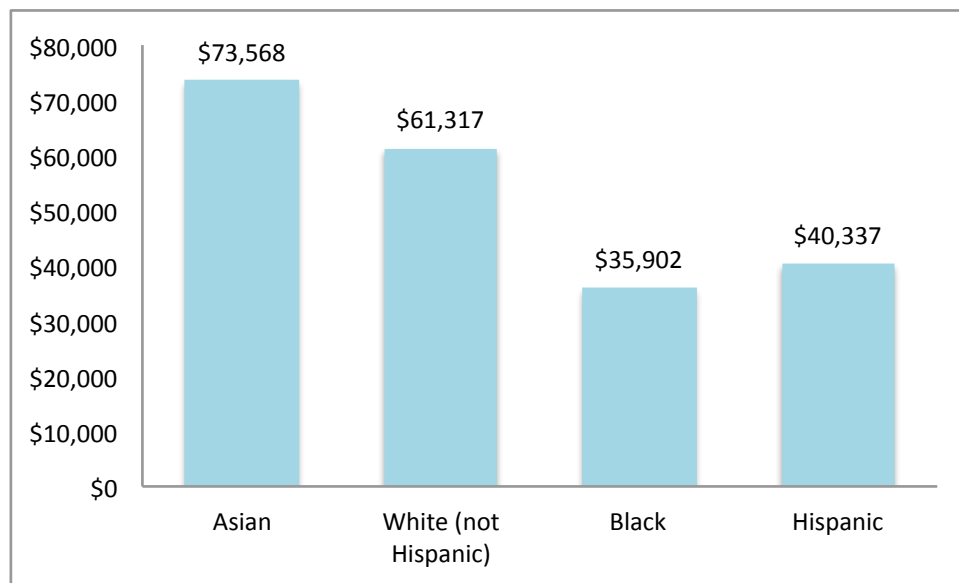


Figure 29 – Household income by race/ethnicity in 2014. Source: U.S. Census Bureau s.a. g.



As with education and language ability, nativity tends to impact work and income prospects of Hispanics. On average, foreign-born Hispanic youth live in households with lower incomes than those of their native born peers. Foreign-borns are also more likely than native-borns to live in poverty (Pew Research Center 2009). Foreign-born Hispanic youth (ages 16-25) are more likely than their native-born counterparts to be employed in low-skill occupations, 52% and 27% respectively. Native-born Hispanic youth are also more broadly dispersed across occupations, including both low-skill and higher-skill occupations. As with youth, Hispanic adults are also impacted by lower skilled work and lower incomes. In 2015, Hispanic adults were half as likely than whites to work as managers or professionals (The Economist 2015c). Thus, as a result of lower family incomes, Hispanic youth are more likely than youth of other races and ethnicities to live in families whose income is below poverty level (Pew Research Center 2009).

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Furthermore, Hispanics are twice as likely (30%) as whites (16%) and blacks (17%) to say that finding information on job, career and education opportunities

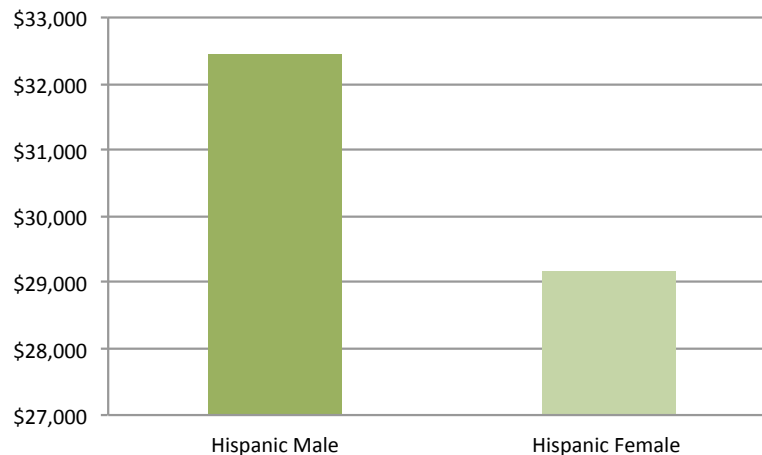
is difficult. Foreign-born Hispanics are more likely to report having trouble finding this information (42%) compared to U.S. born Hispanics (18%). Hispanics are also more likely to find it difficult to locate information on government support and benefits programs (35%) (Brown and López 2015). The difficulty locating information on job and education may make it more difficult for Hispanics to effectively take advantage of government programs that may help them contribute to the well being of their households, and therefore may be a factor in reducing their economic well being.

Gender Pay Gap

Similarly to the national trend for women, Hispanic women also tend to earn less than Hispanic men. In 2014, the median income for Hispanic women, 16 years and over that worked full time, was 10% less than men, \$32,450 and \$29,173 respectively (U.S. Census Bureau s.a. d). However, the gender pay gap for Hispanics is significantly lower than the national percentage, where overall women earn 21% less than men (U.S. Census Bureau s.a. e).

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Figure 30 – Median income for Hispanics in 2014, by gender. Source: U.S. Census Bureau s.a. e.

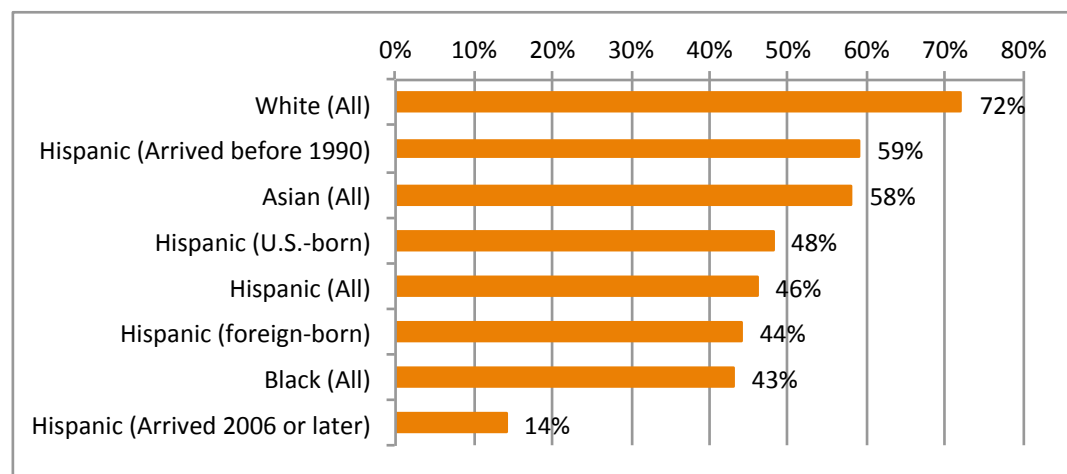


Home ownership

Another interesting indicator of economic strength is the rate of home ownership. According to data provided by the Pew Research Center, 46% of households headed by Hispanics are owner-occupied, compared to 72% of white households, 58% of Asian households, and 43% of black households (Krogstad and López 2014). The rate of home ownership is slightly higher among native-born Hispanics than for immigrant households, which is 48% to 44%, respectively (Krogstad and López 2014). The rate of home ownership is also higher among Hispanic households who have lived in the United States the longest. Among those who arrived to the U.S. prior to 1990, 59% are homeowners, as compared to 14% of those who arrived in 2006 or later (Krogstad and López 2014). *Figure 32* shows home ownership by race/ethnicity. For Hispanics, the data is also broken down by nativity and length of time in the United States.

Figure 31 – Rates of home ownership by race/ethnicity. Hispanics are further broken down by nativity and length of time in the U.S. Source: Krogstad and López 2014.

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U.S. born Hispanics are about 10% less likely than Asians, but 5% more likely than blacks to own their own home. The average home ownership for foreign-born Hispanics and Hispanics is slightly higher than that for blacks; however, recent Hispanic arrivals are the least likely group to own homes.

Health insurance

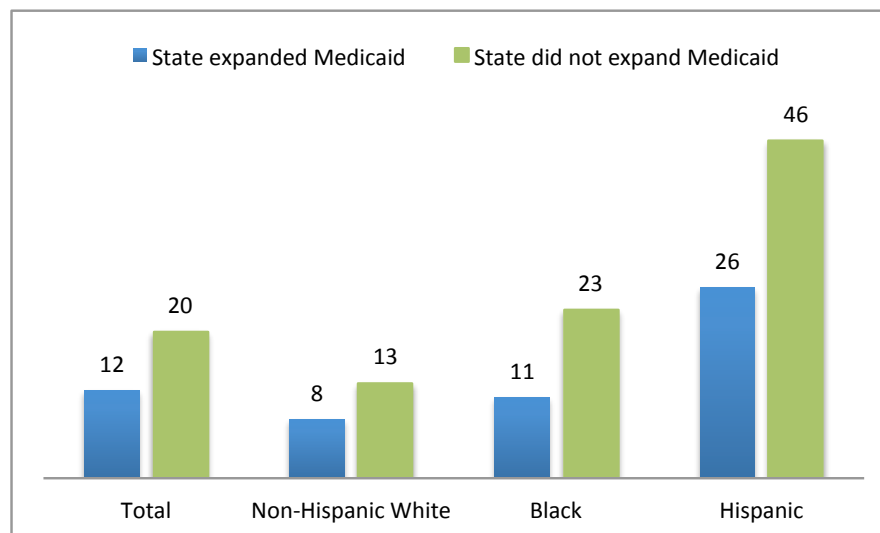
Owning health insurance is also a good indicator of economic status. The Commonwealth Fund Biennial Health Insurance Survey found out that Latinos continue to have the highest uninsured rates among U.S. racial and ethnic minorities. Nearly half of Latinos remain uninsured in states that have not expanded Medicaid since the Affordable Care Act was signed into law in 2010 (Doty, Beutel, Rasmussen and Collins 2015).

The high rate of uninsured Latinos is due in part to the large share of undocumented Latinos residing in the United States. However, the majority of Latinos living in the United States are legal immigrants or U.S. born. Thus, other reason besides illegal immigration accounts for the disproportionate rate of uninsured Latinos. A main reason may be that a large part of the Latinos reside in the states that have not expanded their Medicaid program, for example Texas and Florida, together comprise about 15 million Latinos. Overall, the percent of adults age 19 to 64 who were uninsured by July 2014 in states that have expanded Medicaid was 24%; meanwhile, the rate of uninsured Latinos in states that have not expanded Medicaid was almost doubled (46%) (Doty, Beutel, Rasmussen and Collins 2015).

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The Commonwealth Fund described the demographics of uninsured Latinos to be in its majority males (59%), most of them possessing less than a high school degree (47%), mostly married and with children (45%), and who predominantly speak Spanish (74%) or can speak English a little or not at all (79%) (Doty, Beutel, Rasmussen and Collins 2015).

Figure 32 – Shows the percentage of Hispanics uninsured by states that did not expand Medicaid compared to other racial/ethnic groups in 2014. Source: Doty, Beutel, Rasmussen and Collins 2015.



These recent statistics still coincide with late figures from 2012, when the Pew Research Center reported, after the analysis of national census data, that Latinos were the ethnic and racial group least likely to be covered by health insurance.

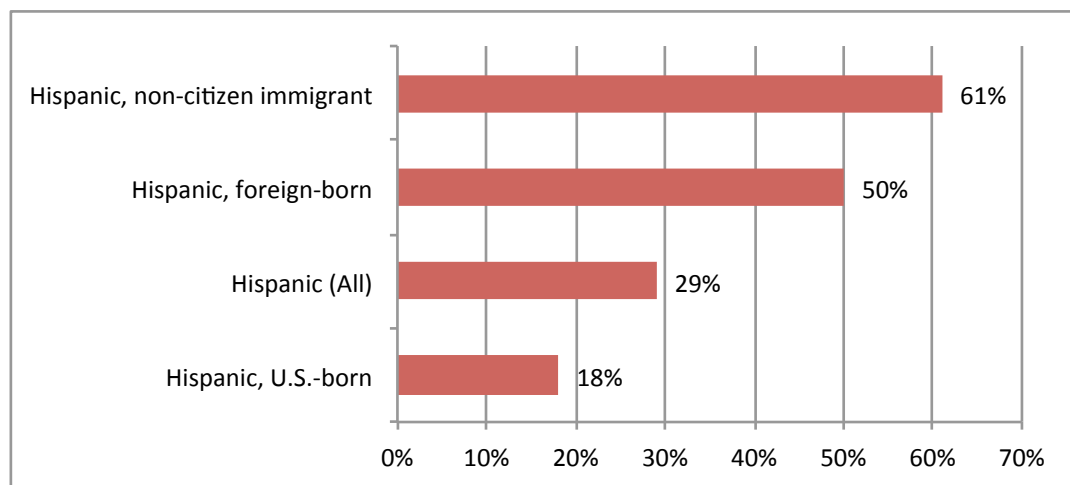
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In 2012, nearly 29% of Hispanics were uninsured, compared to 18% of blacks, 15% of Asians, and 11% of whites (Krogstad and López 2014). In 2014, this percentage descended to 23.4%. Within the number of 12.8 million uninsured Hispanic, the majority (3.3 million) are men and women between ages 25 to 34. This is a young age that proliferates among immigrants, both legal and undocumented (U.S. Bureau Census s.a.f). Considering, the high number of uninsured Hispanics age 25 to 34, and also the fact that most of uninsured Hispanics are males, who also comprise the great majority of immigrants, it is not wild to assume that a large part of uninsured Hispanics may be immigrants, the most vulnerable of the population. Thus, the economic burden that comes from lack of health insurance may fall among the poorest of the Hispanic population. This becomes more evident once we take into account that cost-related access

problems and bill problems are reported to be significantly higher during the year among uninsured Hispanics (38%) compared to 28% for those insured all year (Doty, Beutel, Rasmussen and Collins 2015).

As with home ownership, the rates of health insurance coverage are greatly affected by whether or not Hispanics are foreign born or U.S. born. In 2012, 50% of foreign-born Hispanics lacked health insurance, compared to 18% of native-born Hispanics. Among Hispanics who are non-citizen immigrants, the proportion lacking health insurance was even higher, 61% (Krogstad and López 2014).

Figure 33 – *Percent of each group within Hispanics that lacked health insurance in 2012.*
Source: Krogstad and López 2014.



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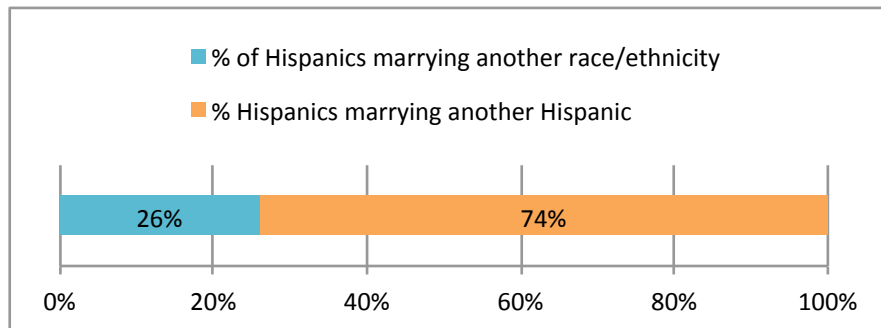
Marriage

Marriage has the potential to influence both Hispanic identity and economic prospects. According to the U.S. Census, in 2014, 61.6% of Hispanic families households were married. This percentage is below the national average (73.3%). The percentage of Hispanic married-couple household with children younger than 18 was 16.6% higher than the national average (40.1%) and the percentage of Hispanic married coupled with children under 18 who are both employed is

significantly below the national average, 46% and 59.7% respectively (U.S. Bureau 2015e). Overall, these numbers amount to more children in Hispanic households and less couples being married and employed. These results mean that Hispanic families are economically less stable than the national average.

Additionally, intermarriage is another significant factor influencing identity. Intermarriage across ethnic and racial groups proliferates among Hispanics. Hispanics are the third highest group who are more likely to intermarry after Asians (28%) and American Indians (56%) (Wang 2015). As an increasing number of U.S. born Hispanics reach marriageable age, it may become more likely that a greater number of Hispanics intermarry with another racial or ethnic groups, further altering how their descendants view themselves (Krogstad 2014).

Figure 34 – *Proportion of Hispanics marrying a non-Hispanic partner in 2010.* Source: Wang 2012.

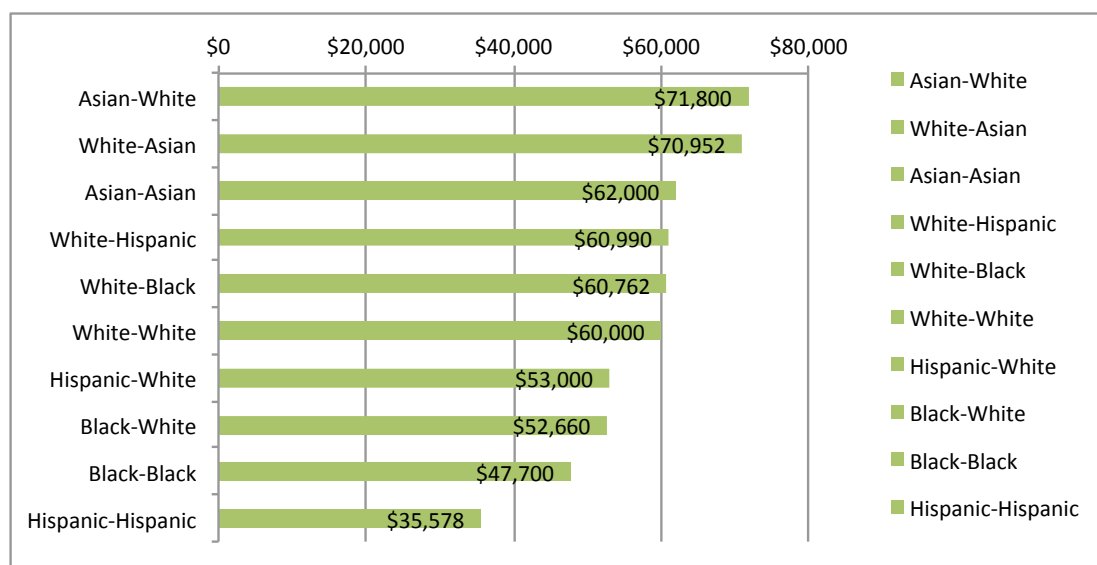


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Finally, marriage can also impact the economic well being of Hispanic households. An analysis of the combined income for newlyweds by race shows that couples with an Asian husband and white wife have the highest median combined earnings (\$71,800). Among Hispanic marriages, median combined earnings tend to be highest for couples with a white husband and Hispanic wife (\$60,990). Couples with a Hispanic husband and white wife have median combined earnings (\$53,000). Couples with two Hispanic spouses have the lowest median combined earnings of all racial and ethnic matches (\$35,578).

In recent years, there has been a decline in the number of Hispanics who marry, especially among U.S. born Hispanics. Between 2000 and 2013, the percentage of married Hispanics decreased, for foreign-born Hispanic from 63% to 60% and more drastically for U.S. born Hispanics from 57% to 48%. Additionally, the portion of Hispanics living in households headed by a married couple also declined from 65% to 57% (Krogstad and López 2014), and during the same period, the percentage of Hispanics over the age of 18 who have never been married increased from 29% to 37% (Krogstad and López 2014). Considering that marriage is a factor that affects economic prospect, the recent decline in marriage may also mean a decline in future household income for Hispanic families.

Figure 35 – Median combined earnings for newlyweds, by husband-wife, in 2010 dollars.
Source: Wang 2012.



5. Politics

- Among eligible voters, voter turnout is lower for Hispanics than other racial and ethnic groups.
- Hispanics have the greatest weight over presidential elections, and less weight over elections in the Senate and the House of Representatives.
- Millennials make up almost half (44%) of Latino eligible voters in 2016.
- The number of Hispanic eligible voter grew 70% since 2008. In 2016 there will be 27.3 million Hispanic eligible voters.
- Above half of all Hispanics live in only 65 out of 435 U.S. Congressional Districts.

Context of U.S. Latino Politics

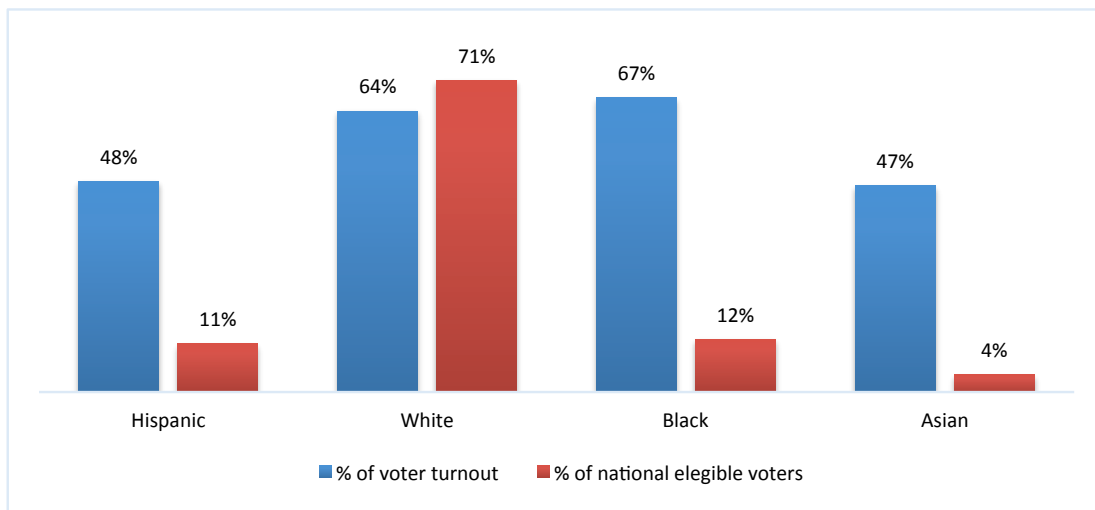
About 55 million Hispanics live in the United States, comprising 17.4% of the U.S. population. Due to their increasing number, Hispanics have the potential to become a major political constituency. In the last few years, a number of politicians have recognized the growing importance of the Hispanic vote and have tried to reach and connect with Hispanics by studying Spanish or speaking at rallies in Spanish (Banco 2013). As an example of this, Hillary Clinton's presidential campaign website is entirely bilingual. Overall, the number of Hispanic eligible voters has increased 70% since 2008 from 19.7 million to 27.3 million in 2016. The significance of the Hispanic vote is only expected to increase. The Pew Research Center estimates the Hispanic electorate will nearly double by 2030 (Taylor, Gonzales-Barrera and Passel 2012).

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To determine the electoral influence of Hispanics is necessary, first, to analyze how many of them are eligible voters, that is, have the right to vote. For the presidential elections of 2016, 27.3 million Latinos are eligible voters according to projections by the Pew Research Center (Krogstad 2016). This is an increase of four million over the figure of 2012 (23.3 million), the highest percentage

compared to other racial and ethnic groups (17% versus 16% for Asians, 6% for African Americans and 2% for whites, Krogstad 2016th). Figure 36 shows the percentage of the total population of the United States representing each ethnic or racial group and the percentage of eligible each of those races or ethnic groups on the total voters.

Figure 36 – *Voter Eligibility and Voter turnout for 2012 presidential Elections.* Source: Krogstad 2016a.



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Two factors may explain this circumstance. On the one hand, the characteristic youth of the Hispanic population, makes Hispanics the youngest demographic in the United States (Patten 2016). This makes 28% of Hispanic Americans too young to vote (compared with 22% of whites), but, at the same time is one of the reasons for the increase of eligible voters, because since 2012 a total of 3.2 million young Hispanics have reached the age to vote. Moreover, we should pay attention to the percentage of Hispanics with US citizenship. While only 69% of Hispanics over 18 are citizens of the United States, both naturalizations and the fact that more Hispanics are born in the United States and non-immigrants will cause the number of Hispanics will increase with the citizenship.

Currently, although Hispanics represent 17% of the total U.S. population, they are only 11% of the voting population (Cohn 2014). More than half of Hispanics are not eligible to vote for the above reasons: either because they are minors, either because they are not US citizens. This is a surprising percentage compared with other groups, since in 2016 only 20% of whites, 28% of African Americans and 44% of Asians are not eligible to vote for the same reasons (Krogstad, López Passel and Patten 2016).

A second element to which we must pay attention to are the numbers of Hispanic voters registration. A total of 13.7 million Hispanics claimed to have registered to vote in the presidential elections of 2012 (López and González Barreda 2013), 18% more than in 2008. Aware of the importance of registering as voters, groups like "Diles que voten", the National Council of La Raza or media as Telemundo have launched campaigns trying to educate Hispanics about the importance of their vote and disseminate information about the procedure and dates for registration in each state.⁶

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Finally, it is of particular interest to analyze the numbers of Hispanic participation. In 2012, of the 23.3 million eligible voters went to the polls 48%, 11.2 million, compared to 66.2% of African Americans and 64.1% of whites (Cohn 2014). Only Asians recorded a slightly lower share (47%) than Hispanics. Those 11.2 million represent 81.7% of registered voters (13.7 million, 58.8% of eligible voters), this represents a decline from 84% of the 2008 presidential election (López and González Barreda 2013). One of the elements that creates more uncertainty about the Hispanic vote on 8 November 2016, is the behavior of the so-called Millennial Generation or Millennials (born since 1981, aged between 18 and 35 years), who record participation rates lower both among millennials groups of different races and among all the Hispanic population. Nearly half of Hispanic voters (44%) are part of this generation.

⁶ See: www.dislesquevoten.org

37.8% of Hispanic millennials went to the polls in the presidential elections of 2012, compared with 55% of black millennials and 47.5% of whites, and is only slightly higher than the participation of millennials Asians, with 37.3% (Krogstad, López, and Patten Passel 2016). Likewise, the youth of the Millennial Generation had the lowest participation of all Hispanic age groups, 37.8% compared to 49.5% of Hispanics Generation X (born between early 60s and early 80s), 57.1% of Hispanic baby boomers (people born immediately after World War II, between 1946 and 1965 approximately), and 59.2% of Hispanics in the Silent Generation (born between 1920 and 1940).

One of the major uncertainties during the 2016 election campaign has been whether Hispanic participation will exceed 50% of eligible voters. This has only happened once in recent years, in 1992, with George H. W. Bush, Bill Clinton and independent Ross Perot as the candidate (Valdés 2016).

Midterm and Presidential Elections

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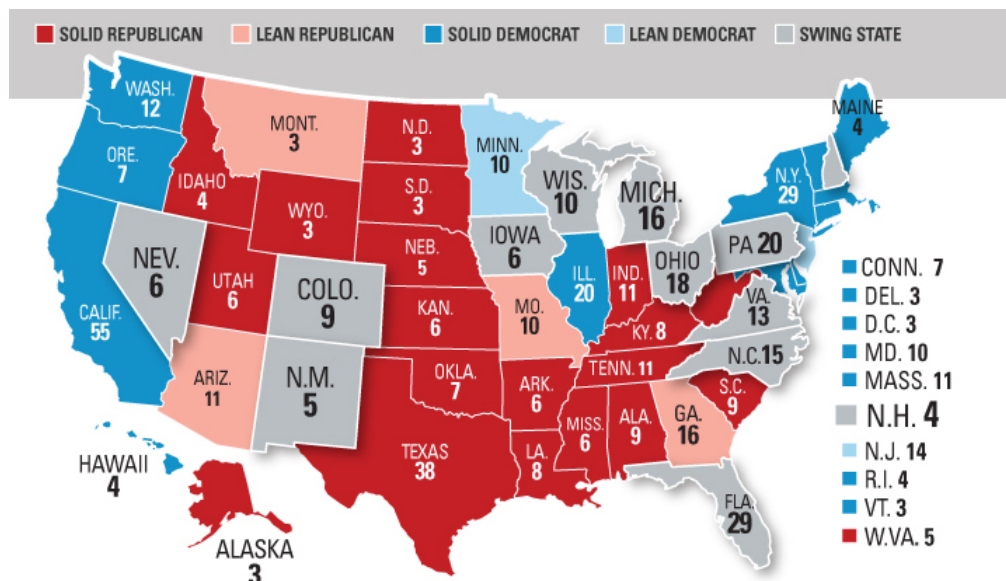
In the United States the Latino vote weights more heavily on presidential elections than congressional and senate elections. This is an interesting and relevant fact about Hispanic politics. There are a number of factors that contribute to this fact, among the most important ones are the geographical distribution of Hispanics across the nation, and the nature of the electoral systems use to elect the president, senators and representatives.

Elections for the Senate and United States House of Representatives work with a system of popular vote. The system is different in the presidential elections where the Electoral College is used. Voters elect a certain number of voters in each of the states (plus the District of Columbia), which together total 538, and they are the ones who elect the president. The number of voters assigned to each state is not distributed proportionally among the candidates according to the votes

received, but is a majority system: the winner in the popular vote gets all the electors of the corresponding state.

Moreover, there are traditionally Democrat and other traditionally Republican states that hardly change the direction of their vote. There are other states, the so-called “swing states” (undecided or competitive) which become the stage of the electoral battle every four years since a handful of votes can make dozens of voters for one or another candidate. *Figure 37* shows the number of voters assigned to each state and, in turn, states traditionally Democratic, Republican and traditionally swing states.

Figure 37 – Number of electoral vote per state, broken down by competitiveness of the state.
Source: USA Today Research.



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To understand the influence of Latinos in the presidential elections is essential to analyze the spatial distribution of Latinos in the United States. The fact that the Hispanic population is highly concentrated in a few states makes its influence is

stronger than they would be if they were distributed more evenly throughout the United States.⁷

However, the effective influence of Hispanics is limited by the particular state in which they reside. Thus, more than half of eligible Latino voters live in Texas, California and New York, traditionally red or blue states, that is, likely to vote Republican or Democrat over time. The relevance of the Hispanic vote will be limited, very possibly, to reinforce the existing trend vote. Indeed some authors have pointed out that these quasi-fixed patterns can even discourage turnout of Hispanic millennials (Krogstad, López, and Patten Passel 2016).

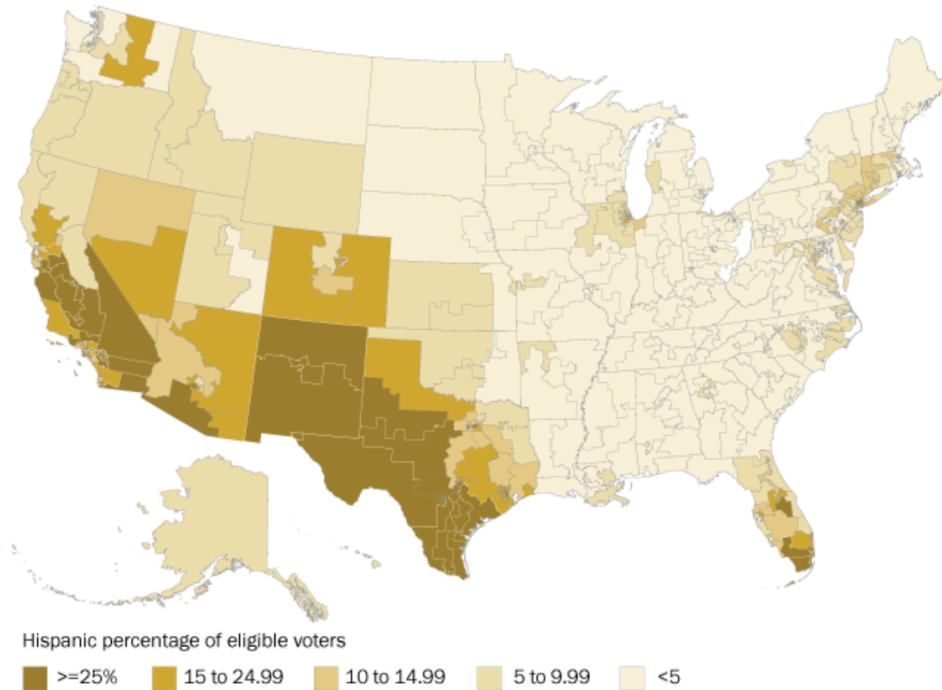
For the presidential elections of 2016, the percentage of Latino voters in key states for the end result is still very small: Florida (18.1%), Nevada (17.2%) and Colorado (14.5%) (Krogstad, López, Passel and Patten 2016). In the other states where presidential elections are often at odds, Hispanics are less than 5% of eligible voters. Thus, the concentration of Hispanics in noncompetitive states weakens its decisive character, despite being higher than that presented in the legislative elections.

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Again, it is the territorial distribution of the Hispanic population that determines their influence. Latino voters make up a small part of the total electorate in most states, assuming a higher than average population in just nine states parties; Hispanics are therefore poorly represented in terms of voting power in 41 states, which limits their electoral power as demographic group (Cohn 2014). About 50% of Hispanics in the United States live in only 65 of the 435 districts in the House of Representatives, distribution limiting its electoral impact (Cohn 2014).

⁷ On the geographical distribution of the Hispanic population, see the first section of this report.

Figure 38 – *Latino Voters by Congressional District as of January 2016.* Source: Pew Research Center 2016b.



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Therefore, the geographic distribution of Hispanic voters is essential to understand their electoral power. This distribution is one of the factors that make its relevance higher in presidential elections than in the parliamentary elections. If the data in states with a higher proportion of Hispanic voters in the swing states (swing states) are crossed, we see that the Hispanic vote could be decisive in up to 16% of the Electoral College. This proportion could rise to 30% if added to the states that vote for the Democratic Party, given the observed trend toward this party among Hispanics. Despite the increase, however, the Latino vote is interpreted as reinforcing major trend in each state, but not a decisive factor.

Next to the territorial distribution of voters, there is a qualitative factor which gives more weight to Latinos in the presidential election: the perception that their

vote may be decisive for these presidential elections than for midterm, legislative elections, given that the latter are organized in a system not always understood by the population, Hispanic and non-Hispanic (Maisel 2016).

Despite these challenges, the growing population of Hispanics, especially those born in the country can increase its electoral influence, as a higher proportion of Hispanics reach voting age and a large majority are US citizens entitled to vote (currently, 94% of Hispanic children born in the United States are citizens) (Cohn 2014). The presence of Hispanics has already changed the sense of the vote in some states in the presidential election. For example, the Hispanic population has made the states of Nevada and New Mexico more likely to lean toward Democratic candidates since, as will be seen below, the Hispanic vote leans toward the Democratic Party. In addition, the growth of the Hispanic population in Florida is also moving votes from the Republicans to the Democrats (Cohn 2014).

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The Latino Vote in the 2016 Presidential Election

According to the Current Population Survey conducted by the U.S. Census Bureau in 2016, there are 27.3 million Hispanic eligible voters projected for the upcoming presidential elections. This represents a 70% increase up from the 19.5 million Hispanic voters recorded in 2000 (Krogstad, López, Passel and Patten 2016).

In general, many Hispanics tend to be socially conservative but politically and economically liberal. Though, Hispanics do not strongly identify with any American political party, they tend to vote overwhelmingly democratic, since a great majority feels that the Republican Party is simply not inclusive of Latinos and remains too strongly a white upper-income party (The Economist 2015d).

A 2015 report by The Economist suggested that party culture may be as responsible for swaying Latino voters as the actual political issues and ideologies (The Economist 2015d). This means that although many Hispanics today tend to lean Democratic because they agree with the political ideology of the party, others may do so because they do not feel like they can be part of or fully support the Republican Party. In recent years there has been a slowdown of Latino support for the Democratic Party, nonetheless, Democrats remain in advantage among Hispanics and Latino voters still favor Democratic candidates by a margin of two to one (López, González-Barrera, Krogstad 2014).

Due to the growing significance of the Latino vote, it continues to be contested between Republicans and Democrats, particularly during presidential elections. In the last presidential elections, the Republican Party struggle with the support of Hispanics. Only 27% supported the Republican nominee, Mitt Romney; meanwhile, 71% supported the reelection of president Barack Obama (López and Taylor 2012). In the last nine presidential elections the Democrats won the Hispanic vote by at least 56%. The tendency of Hispanic voters to support Democratic candidates is likely to continue in the presidential elections of 2016. Although Latino support for Democrats has fall in recent years, Latinos still favor Democratic candidates (Shepard 2015; López, González-Barrera, Krogstad 2014).

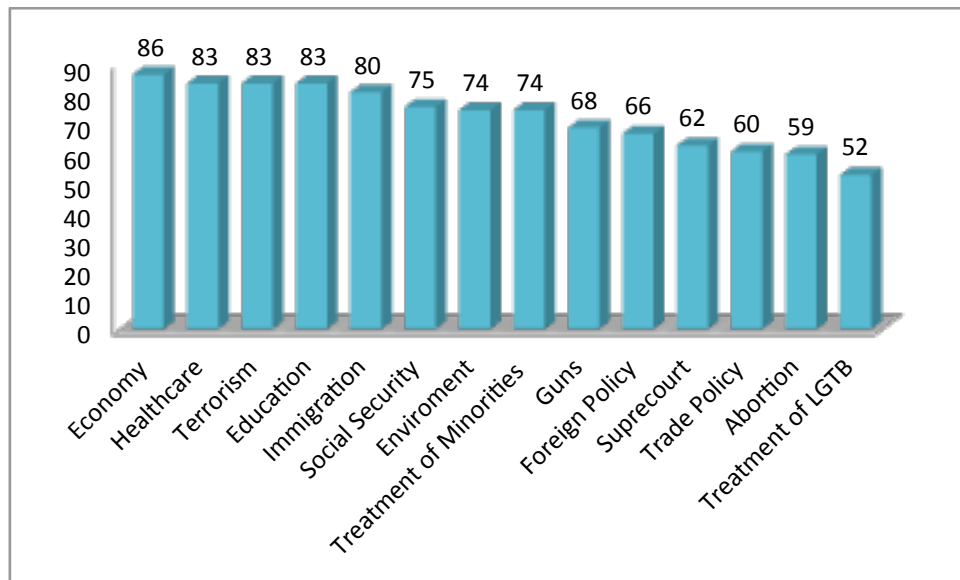
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Most recently, the Republican nominee Donald Trump had polls reporting him as low as having only 10% to 12% of the Latino support (Ornstein and Abramowitz 2016). By April 2016, the Republican Party continued to struggle for the Latino vote; meanwhile, the main Democratic presidential candidates, Hillary Clinton (48%) and Bernie Sanders (47%) polled high splitting the Latino vote (Gamboa 2016).

By July 2016, the Pew Research Center reported, Hillary Clinton, as having a wide advantage among Hispanic voters over Donald Trump, 66% to 24%. This is similar to president Obama's lead among Hispanics in the past two presidential elections. The same report also found out that, among Hispanics, immigration reform (79%) is a top voting issue, second only to the state of the economy (86%) (Pew Research Center 2016c).

Regarding matters or major issues for Hispanic voters, a survey by the Pew Research Center, asked Hispanics about their top concerns for the 2016 presidential elections, the survey reveals that the state of the economy is a top concern for Latinos. Healthcare follows as the second most important issue for Latinos, then follows the fight against terrorism, education and immigration. In the last place are concerns about abortion and treatment of the LGBT community (Krogstad 2016e). The following chart breaks down these facts more concretely.

Figure 39 – Percentage of Hispanic who say each issue if “very important” for the presidential elections of 2016. Source: Krogstad 2016b.



6. Identity and Social Attitudes

- When using the terms “Latino” or “Hispanic”, 51% of Hispanics do not have a preference for either term. Among those who have a preference, favor the term “Hispanic” over “Latino”. However, current cultural trends indicate a growing use of the term “Latino” to describe Hispanic identity.
- 51% of Hispanics link their identity to their country of origin.
- 48% of Hispanic from third generation or higher refer to themselves as “American” rather than as Hispanic/Latino or by their country of origin.
- Those who are Spanish-dominant, foreign-born, or have less than a high school education were substantially more likely to consider themselves to be “very different from the typical American.”

Hispanic vs. Latinos

Hispanics in the United States are growing rapidly, but as they continue to grow their undefined identity crisis is not settled. For years, the debate between the used of the two terms “Latino” vs. “Hispanic” have divided the camps of those from an ethnic and racial background from Latin America or from any Spanish speaking country, including Spain.

The term Hispanic, most precisely refers to language and all those who come from a Spanish speaking country. Meanwhile, the term “Latino”, most precisely refers to geography and commonly identifies those from an ethnic background from Latin America. Nonetheless, the correct use of the terms has become a matter of choice. Officially, the U.S. Census Bureau and other research centers like the Pew, use these two terms interchangeably. Yet, the identity crisis of Hispanics in the United States carries another dimension, as some Hispanics that are native-born or foreign-born but have lived in the U.S. for a longtime, identify

more with the term “American” than with their country of origin or the Latino/Hispanic.⁸

Over the years, there has been a shift in the preference and use of the terms “Latino” and “Hispanic”. Even though the Pew Research Center found out in 2012,⁹ that among Hispanics that have a preference over the two terms, the term “Hispanic” is preferred over “Latino”; the newest reports and trends point out just the opposite. An investigation done by Twitter, found out that Hispanics most often refer to their ethnic origin using the term “Latino” (Rodríguez 2014). Additionally, in popular culture there are numerous television shows, music genres, and celebrities that refer to “Latino” rather than “Hispanic” (Rodriguez 2014).

One thing is for sure, the identity of Hispanics does not have just one meaning, for those living in the United States, most tend to define their identity by their country of origin or by pan-ethnic and multiracial terms like “Hispanic” or “Latino”. Officially, these terms are considered to be an ethnicity and not a race by the U.S. Census; however, a large part of Hispanics (67%) identify with the term as denoting their racial background (Pew Research 2015c).

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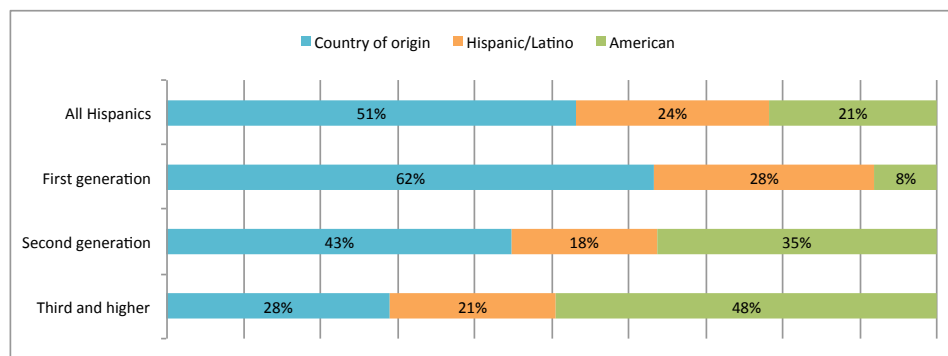
⁸ See: Rodríguez, C. Y. (2014). “Hispanic-Latino Identity”. CNN, to learn more about the identity crisis of defining Hispanic/Latinos in the United States. <http://bit.ly/2dcccN>

⁹ When using “Latino” or “Hispanic”, 51% of Hispanics do not have a preference for either term. For those who do have a preference, “Hispanic” is preferred more often than Latino (33% for Hispanic vs. 14% who prefer Latino) (Taylor, López, Martínez and Velasco 2012). In the 2010 U.S. Census, 37%, or 18 million Hispanics selected “some other race” and another 53% identified as white (*The Economist* 2015b). This contrasts with a Pew Research Center survey conducted in 2011, that found that 26% of Latinos select “some other race” and that 25% volunteer either Hispanic or Latino as their race, while 36% say white and the remaining 10% say black, Asian, or two or more races (Taylor, López, Martínez and Velasco 2012).

Hispanic, Latino, American or Country of Origin?

Length of time in the U.S., family income, English proficiency, educational attainment, intermarriage and whether or not someone is U.S. born or foreign born have the greatest influence on how Hispanics identify themselves, and particularly whether or not they consider themselves to be American.

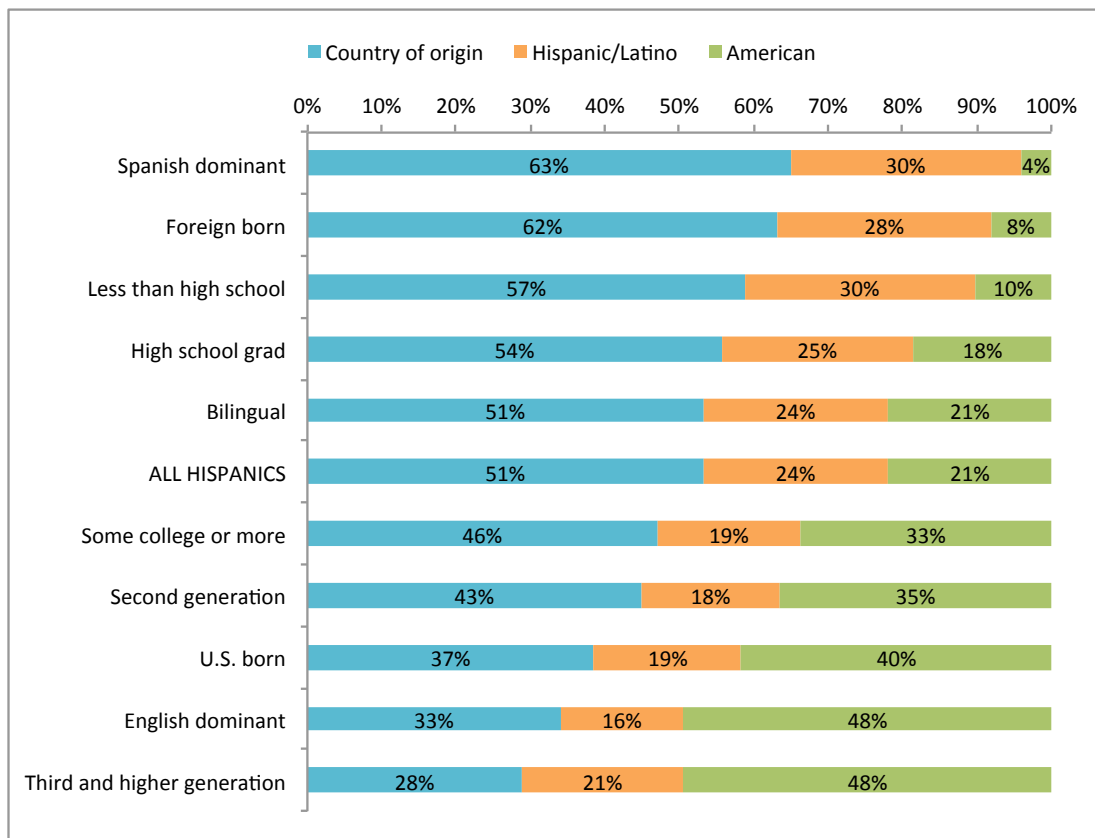
Figure 40 – *How do you describe yourself most often?* Source: Taylor, López, Martínez and Velasco 2012.



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By the third and higher generations of Hispanics, opinions on a variety of social issues become generally comparable to those of other ethnic groups in the United States (Matthews 2013). However, the desire for future generations of Hispanic to continue to know Spanish remains very strong, indicating that the use of Spanish among Hispanics is unlikely to simply vanish as future generation become English dominant and assimilate more into American culture. Instead, Spanish language and Hispanic cultures are likely to establish a more permanent space for themselves within the United States as their number continue to grow.

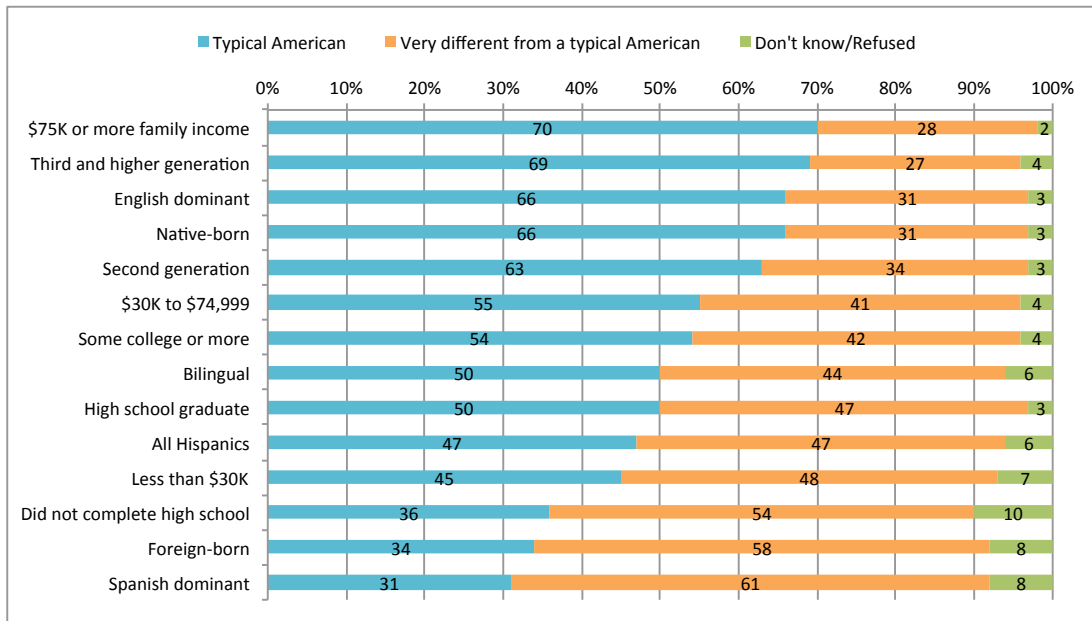
Figure 41 – *What term do you use most often to describe yourself?* Source: Taylor, López, Martínez and Velasco 2012.



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Hispanics who are proficient in English and highly educated are more likely to describe themselves as American, Hispanic or Latino. On the other hand, Hispanics who have less education and are Spanish-dominant are more likely to use their family's country of origin to describe their identity. About 63% of Spanish-dominant Hispanics refer to themselves using their family's country of origin, and 57% of Hispanics with less than a high school diploma do the same. On the other hand, 37% of U.S. born Hispanics and 33% of English-dominant Hispanics refer to themselves by their family's country of origin (Taylor, López, Martínez and Velasco 2012). *Figure 42* shows the breakdown of self-identification by language dominance, nativity, education, and time in the United States.

Figure 42 – *Do you consider yourself a “typical American”?* Source: Taylor, López, Martínez and Velasco 2012.



Additionally, approximately half of Hispanics (47%) say they “consider themselves to be very different from the typical American” and only 21% use the term “American” to describe their identity. The factor of nativity, being foreign born or born in the U.S., influences whether or not Hispanics consider themselves to be American. U.S. born Hispanics are the most likely to feel “American” and “express a stronger sense of affinity with other Americans and America than do immigrant Hispanics” (Taylor, López, Martínez and Velasco 2012). In total, 66% of U.S. born Hispanics consider themselves typical Americans, as opposed to 34% of foreign-born Hispanics (Taylor, López, Martínez and Velasco 2012).

In general, Hispanics with higher income, who are English-dominant, and who are native born are more likely to consider themselves to be American. Time in the U.S. and English dominance are also significant factors. Those who are Spanish-dominant, foreign-born, or have less than a high school education were

substantially more likely to consider themselves to be “very different from the typical American” (Taylor, López, Martínez and Velasco 2012).

7. Technology: Internet and Social Media Use

- Income, age, and educational attainment most strongly affect whether Hispanics use the Internet.
- Hispanics are the most active ethnic group on social media and more likely to own a smart phone.
- Hispanics are more likely than blacks and whites to use a smartphone to access the Internet.

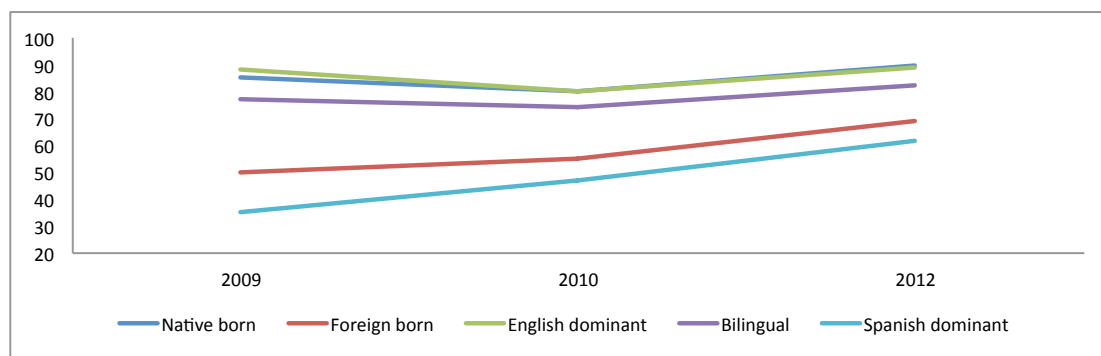
Internet Use

Hispanics are the most active of all ethnic groups on social media. 72% of Hispanic adults report using the Internet, in contrast to 68% of blacks and 65% of whites (Rodríguez 2014). According to another survey conducted by the Pew Research Center in 2012, 78% of Latinos use the Internet to send or receive emails at least occasionally; this represents an increase of 14% from 2009 (López, González-Barrera and Patten 2013). The Pew Research Center also suggests that this increase in Internet usage among Latinos is most likely related to the growing number of foreign born and Spanish-dominant Hispanics using the Internet. Nonetheless, although there are more foreign and Spanish-dominant Hispanics using the web, Internet use remains highest among English speakers and the bilingual population. Nearly all (90%) of English-dominant Hispanics use the Internet, at least occasionally, as do 83% of bilingual Hispanics. By contrast, only 63% of Spanish-dominant Hispanics use the Internet at least occasionally (López, González-Barrera and Patten 2013).

The factors of income, educational level, age, and whether or not a household has children also have a strong impact on use of the Internet. Hispanic families with higher incomes are more likely to use the Internet than their less well-off

counterparts. Young Hispanics, age 18 to 29, are also more likely to use the Internet at least occasionally than older Hispanics. Among Hispanic youth, ages 18 to 29, 93% of them use the Internet at least occasionally, as opposed to 82% of that age 30 to 49, 68% ages 50 to 64. Only 33% of those age 65 and older, report using the Internet at least occasionally (López, González-Barrera and Patten 2013).

Figure 43 – Internet use among U.S. Hispanics, 2009-2012. Source: López, González-Barrera and Patten 2013.

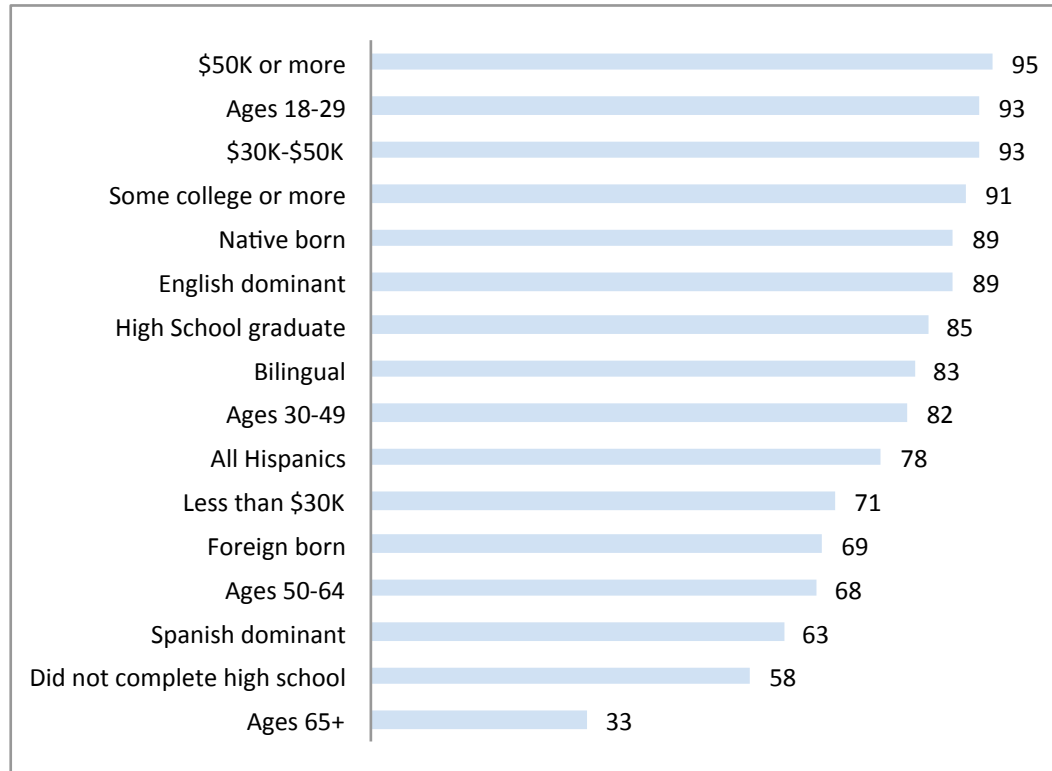


The lowest Internet use is among Spanish-dominant Hispanic (63%), Hispanics without a high school diploma (58%) and Hispanics age 65 and older (33%). Among those who use the Internet at least occasionally, almost three quarters are English-dominant (31%) or bilingual (41%) (López, González-Barrera and Patten 2013).

Those with higher educational attainment are more likely to use the Internet. Among those without a high school diploma, as mentioned above, 58% use the Internet; 85% with a high school diploma use the Internet at least occasionally; and 91% of those with some college education use the Internet very often. Similarly, 42% of Hispanic Internet users have some college experience while 15% of non-Internet users have some college education (López, González-Barrera and Patten 2013).

The expected growth of Hispanic Internet users in the U.S was 5.9% in 2015 compared to 7.4% in 2012. Although, the percentage growth has declined, the number of Hispanic Internet users continues to grow (Statista 2016).

Figure 44 – *Percentage of U.S. Hispanics who use the Internet at least occasionally.* Source: López, González-Barrera and Patten 2013.



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Overall, Hispanics use the Internet at the same rate than blacks (78%), and less than whites (87%). Hispanics, however, own smartphones and use mobile devices at higher rates than other racial groups (López, González-Barrera and Patten 2013).

Smartphone Use

The factors of age, income, nativity, educational attainment, and being English or Spanish dominant, affect whether or not Hispanics can only access the Internet through their cellphones. 76% of Hispanic Internet users access the Internet on a

cellphone, tablet or other mobile device, at least occasionally. This portion increases to 87% for Hispanics ages 18-29 from families with incomes over \$50,000. Furthermore, 81% of English-dominant Hispanics and 79% of bilinguals access the Internet through a mobile device, compared to 65% of Spanish-dominant Hispanics (López, González-Barrera and Patten 2013).

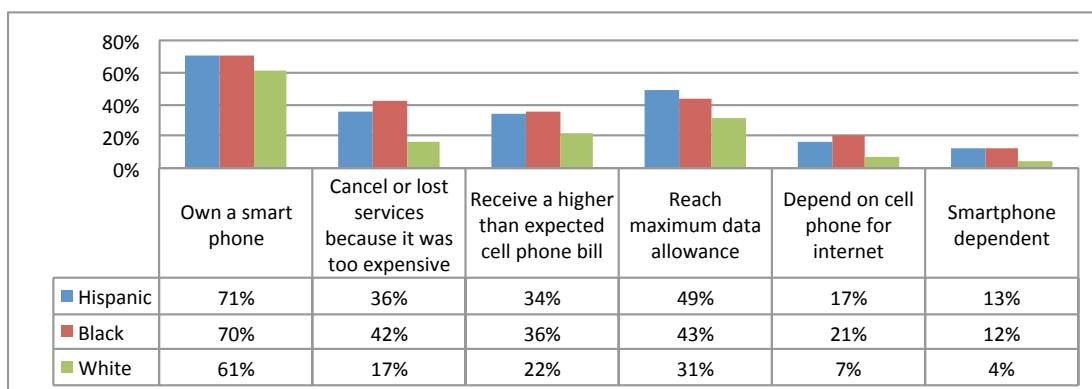
In 2015, The Nielsen Research Center reported that U.S. Hispanic are on their phones more than 14 hours a week, and on average use 34% more minutes per month than all other consumers. When broken down by subgroups, Hispanic who are bilingual spent significantly more mobile minutes than all Hispanics (762 minutes compared to 658 minutes per month) (Nielsen 2015).

U.S. born Hispanics are more likely to access the Internet on a mobile device than those born abroad. 81% of native-born Hispanic use a mobile device to access the Internet, compared to 70% of foreign-born (López, González-Barrera and Patten 2013). Mobile Internet users are more likely to be English dominant or bilingual than Hispanic Internet users, who do not use a mobile device. In 2015, among Hispanics who use a mobile device occasionally to access the Internet, 13% depended on smartphones for online access compared to 12% for blacks. This percentage is particularly striking compared to 4% for non-Hispanic whites (Smith 2015).

Overall, two thirds of Americans own a smartphone (Smith 2015). However, in comparison to blacks and whites, Hispanics are slightly more likely to own a smart phone. 71% of Hispanics own smart phones, compared to 70% of blacks and 61% of whites (López, González-Barrera and Patten 2013). Additionally, Hispanics are more likely than whites to cancel or have their service cut off because the cost of the service was a financial burden, and 36% of Hispanics have ended cell phone service for financial reasons. Hispanics are also more likely than both blacks and whites to reach the maximum data allowed on their

plans (López, González-Barrera and Patten 2013). *Figure 45* shows smart phone use by race/ethnicity.

Figure 45 – *Number of smartphones used by race/ethnicity.* Source: López, González-Barrera and Patten 2013.



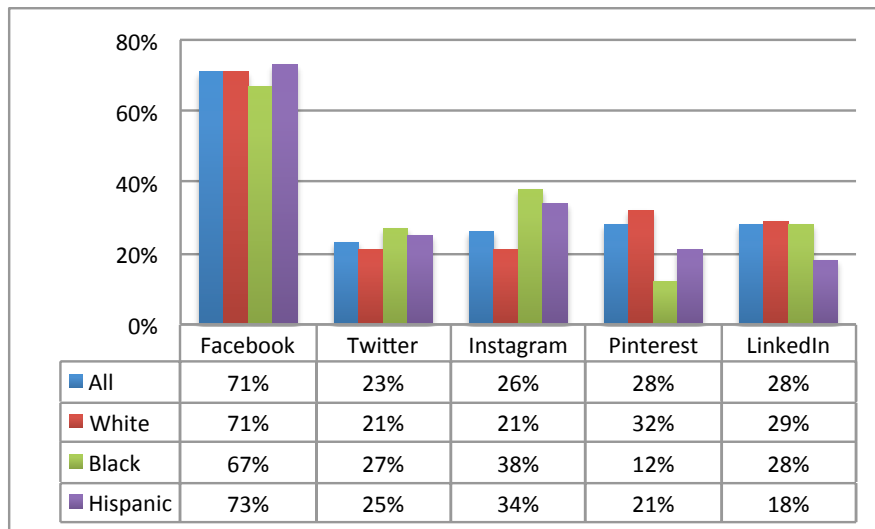
Social Media Use

80% of Hispanic Internet users are connected to a social media sites, compared to 75% of blacks and 70% of whites. In 2013, Hispanics spent more time in social media than any other demographic, averaging a total of 278 minutes. By large, Hispanic social media users are also reported to navigate and communicate on these platforms bilingually. The current number of Hispanic social network users is 34.2 million and is projected to grow to 40.6 million in 2019 (Statista 2016).

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According to data from the Pew Research Center, Hispanics tend to use Facebook, Twitter, Instagram, and Pinterest at the same rate or more often than whites and blacks, although Hispanics use LinkedIn, a professional networking site, less often than whites and blacks (Duggan 2015).

Figure 46 – *Social Media use by race/ethnicity in 2014. “White” and “Black” refer to only non-Hispanic whites and blacks, and “All” encompasses all Internet users.* Source: Duggan et al. 2015.



8. Media and Publications

- A growing number of Hispanics consume news in English.
- Hispanics who are third generation or higher, that have household incomes over \$50,000, were born in the U.S., and have completed some college are much more likely to read news exclusively in English.
- When comparing revenue, ratings, and the number of stations owned, Univision is the largest Spanish-language media company in the United States.
- On average Hispanics spend nearly 30% more on music each year than other racial/ethnic groups.
- The great majority of Hispanics (61%) that spend on music have incomes between \$25,000 and \$50,000.
- The Observatory of the Spanish Language and Hispanics Cultures in the United States of the Instituto Cervantes at Harvard University identified 321 print and digital Spanish newspapers across the country in 39 different states, including Washington, D.C.

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The demographics shift of Hispanics, caused by the slowdown of immigration from Latin America and the increase of U.S. born Hispanics, which resulted in higher bilingualism and English proficiency (62% of Hispanics) and a large young population of Hispanics, has brought many changes to state of media aimed at Hispanics in the country. In the last years, many English language news stations that had launched ventures aimed at Hispanics, such as NBC Latino and CNN Latino, closed down or shifted their targeted audience to younger population (such is the case of Fusion, owned by Univision, which changed its audience from Hispanics to English speaking Millennials) (Shearer 2016).

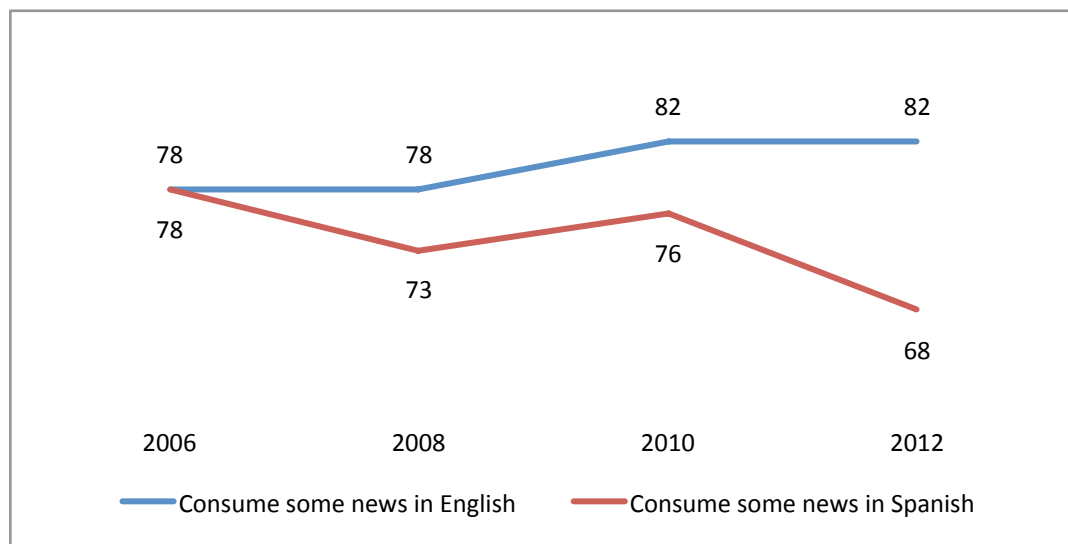
Overall, the percentages of viewership and revenues from most Spanish media outlets even media giants such as Univision and Telemundo, radio stations, and established Spanish print newspapers have been declining, as more and more Hispanics consume media and publications in English.

News and Language

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The state of the Spanish news have not drastically change from that reported last year, in the Hispanic Map of the United States 2015 (Steinmetz 2015). The same trend continues: after several years of growth in circulation and readership of Spanish-language newspapers and television outlets, they have been in decline since 2013 (Shearer 2016). Nonetheless, newer and smaller organizations such as weekly and biweekly print newspapers have faired better than established daily print news (Matsa 2015a, Shearer 2016).

Figure 47 – *Percent of Hispanics who consume some news, by language*¹⁰. Source: López and González-Barrera 2013a.



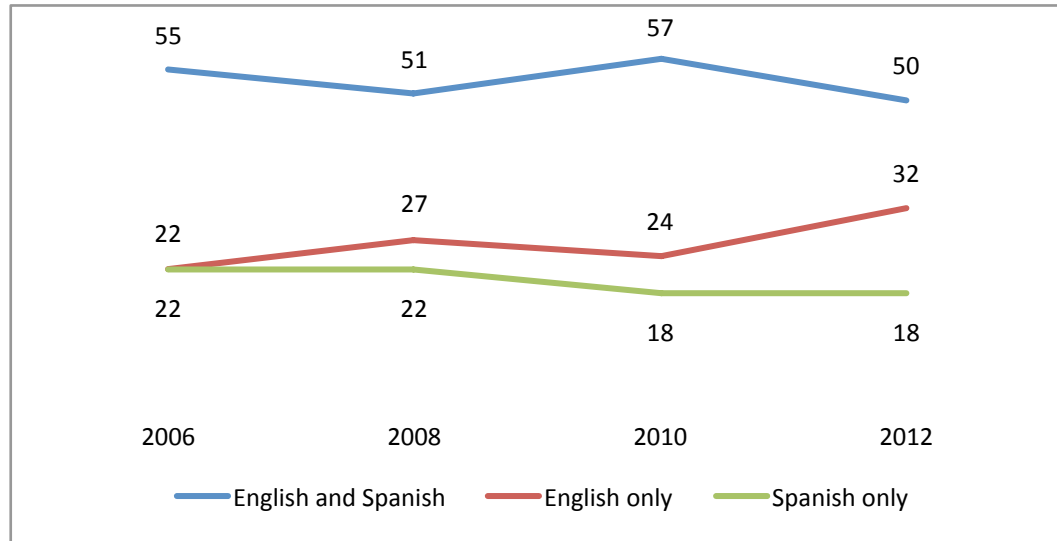
The Pew data suggest that a growing number of Hispanics consume news in English (López and González-Barrera 2013a). In 2012, 82% of Hispanics said they got at least some of their news in English, this represents an increase from 78% in 2006. On the contrary, the percentage of Hispanics who get at least some of their news in Spanish has declined from 78% in 2006 to 68% in 2012 (López and González-Barrera 2013a). The proportion of Hispanics who report receiving news in both languages is also declining, from 57% in 2010 to 50% in 2012 (López and González-Barrera 2013a). An increasing number of Hispanics are also getting their news only in English; this represents an increase from 22% in 2006 to 32% in 2012. Similarly, the percent of Hispanic adults who consume news only in Spanish is declining from 22% in 2006 to 18% in 2012. This trends has only

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¹⁰ The Pew Research Center report titled “Demographics and Language of Media News: A Growing Share of Latinos Get Their News in English” by Mark Hugo López and Ana González-Barrera (2013) comprises the most recent data available in language of media consumption. Unfortunately, the data available in this study only goes up to 2012; nonetheless, current reports demonstrate the same trend continues and Spanish media outlets still on decline. This has only been more severe in the last two years. One would expect that the consumption of news only Spanish continues on decline and consumption of news in English only continues on the rise.

exasperated in the last two year, most Spanish media outlets have reported declines in viewership and revenue, the same is true for established daily prints (Shearer 2016).

Figure 48 – *In which language do you consume news media? (Percentages)*. Source: López and González-Barrera 2013a.



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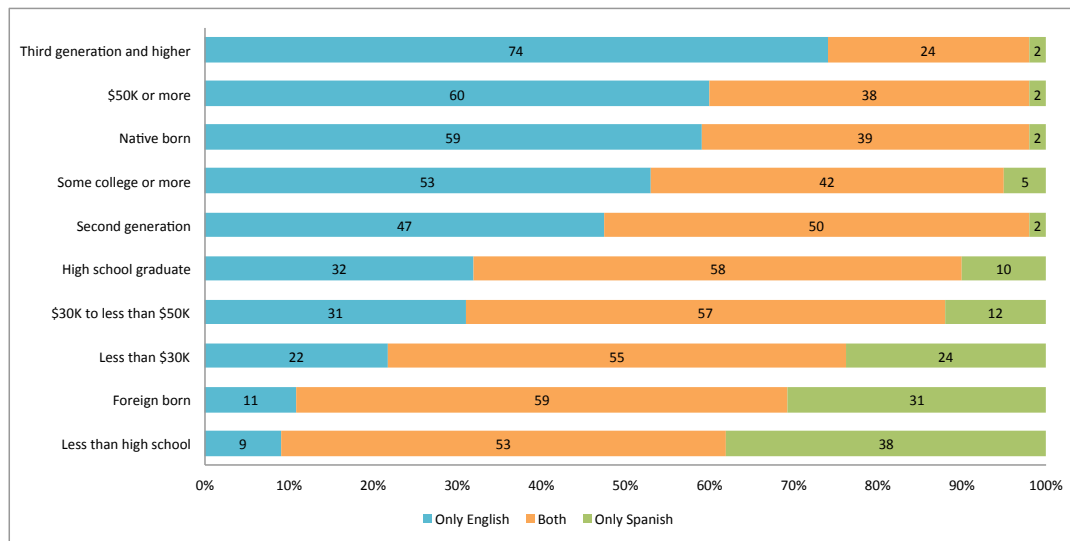
While the changes are not drastic, they indicate that in the last decade, Hispanics are gradually interacting more with English media and the use of Spanish in some areas is slowly declining. This could be due to several factors such as the growing share of bilingual Hispanics and English speaking Hispanics (62% in 2013), the decline of Hispanic immigrants from Latino America and the rise of U.S. born Hispanics (who tend far more than foreign born Hispanics to speak English) (Krogstad and Barrera 2015).

Hispanic youths between ages 18 to 29 are mostly responsible for news consumption only in English (41%). This contrasts with Hispanics over the age of 65, who receive news only in Spanish (43%) (López and González-Barrera 2013b). Considering that Hispanic population is shaped by its younger

demographic, the number of Hispanics youth consuming news in English is significant.

Hispanics with higher incomes and higher education are more likely to consume news only in English. Nativity also impacts the language used for news consumption. Those who are U.S. born (a great share of them millennials) are substantially more likely to consume news in English, while those who are foreign born primarily rely on Spanish news sources.

Figure 49 – *Language used for news consumption by nativity, generation, income, and education.* Source: López and González-Barrera 2013b.



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The report “Spanish-Language Journalism in the United States” commissioned by the Instituto Cervantes at Harvard University, informs that 60% of journalist surveyed in the study, believe that Spanish-language media in the U.S. helps preserve the Spanish language; nevertheless, they also believe that Spanish in these media outlets is not used correctly and is of questionable quality. However, the report concludes that despite errors, Spanish language journalism helps preserve the language. The report also states that, the fair/low quality of Spanish language media influences that these media sources are not widely read, and also concludes that regarding overall use of Spanish language in media, the

quality is considerably better in Spanish language only media outlets than bilingual ones (Covarrubias 2016).

Newspapers

The first newspaper in Spanish, *El Mississippi*, was published in New Orleans in 1808; since then, Spanish media has proliferated and extended to all corners of the country that recognize Hispanics as the largest minority group (Covarrubias 2016). However, in the recent decade, Spanish journalism, specifically daily print newspapers, have continuously dropped in circulation. Three of the most established Hispanic dailies in the U.S. have experienced significant drops in circulation in 2015 compared to previous years: *El Nuevo Herald* from Miami circulation dropped 14.2%, *El Diario La Prensa* from New York dropped 8.7%, *La Opinión Contigo* and *La Opinión* from Los Angeles dropped 13.2% and 22.3% respectively (Shearer 2016). On the other hand, the digital realm offered better prospects for Spanish newspapers; two out of three online Spanish newspapers have reported increases in digital readership. This is largely driven by increased mobile traffic and the fact that Hispanics comprise the minority group that own the most smartphones (Shearer 2016).

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A survey commissioned by the Instituto Cervantes at Harvard University, revealed that a the great majority of Spanish language media in the country is distributed for free or at a very low cost ranging from 5 cents to 5 dollars, and largely depend on advertisement to survive. The survey also reveals that three news agencies are most used by journalists, these include: Agencia EFE, The Associated Press (AP), and Agencia Reforma. In terms of gender distribution, the journalist industry still is largely male dominated about 65% of those surveyed were men compared to 35% were women. The survey also asked those in the Spanish language journalist industry their opinion about the quality of Spanish language journalism. The consensus gives an opinion, that the editorial quality is “fair” and a majority (54.3%) believes that quality will increase to “good” in the future (Covarrubias

2016). Overall, Hispanic journalists believe that greater economic aid will allow them to continue informing, emphasize greater professionalism, better use of language and training of their personnel (Covarrubias 2016).

Television

When comparing revenue, ratings, and the number of stations owned, Univision, which began in 1962 in San Antonio, Texas, is the largest Spanish language media company in the U.S. (Matsa 2015a). Univision has the largest audience about 1.8 million tuned in during most popular dayparts; meanwhile, Telemundo averages less than 700,000 viewers (Matsa 2015a).¹¹ Thus, due to its importance and success Univision performance most significantly gauges the state of Hispanic television news.

Even though Univision has sometimes outperformed broadcast networks like ABC, CBS, NBC and Fox (López 2013), the network has experienced declines in audience and revenue. In 2014, Noticiero Univision, Univision flagship program, steadily declined 7% to 1,86 million viewers from its peak, 2 million viewers in 2013 (Shearer 2016). Conversely, Telemundo flagship program Noticiero Telemundo grew its audience by 11%. In revenue, Univision reported a slight decline in 2% in 2015. Telemundo's revenue information is not available to the public (Shearer 2016).

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Although Hispanic television networks only report slight changes in their audience and revenues, compared to the large and clear decline reported by Hispanic newspapers, their performance is unclear. Taking into account the general trend in decline of Spanish news outlets and the growth of English only news, we may

¹¹ Even though Univision and Telemundo are the two largest Spanish media companies, significantly trail behind national English media companies like Yahoo/ABC News, NBC News and CBS News, whose online audience ranges from 65 million to 47 million, meanwhile, Univision and Telemundo together online amass an audience of 9.8 million (Matsa 2015a).

expect a decline in viewership of Spanish networks or a shift in their audience, as it has occurred to English Media outlets that opened news outlets targeted at Latinos. The slight decline of the Hispanic media giants, Univision and Telemundo, may also be accompanied by the rise of foreign outlets focused in Latin America like Azteca America and Televisa, both Mexican mass media companies and other organizations such as the New York Times new Spanish Site and CNN in Español (Shearer 2016).

According to Nielsen, Univision operates 61 local affiliates in addition to its network broadcasting, and *Telemundo* operates 30 affiliates. Average evening viewers of Univision's affiliates remained stable from 2013 to 2014, and late night viewers declined 5% to 1.8 million viewers. In comparison, for the same day and time slots, ABC affiliates attracted 7 million daily viewers (Matsa 2015b).

Analysts at the Pew Research Center, pointed out that the success of television Spanish networks like Univision seems to contradict their recent studies, which found that a growing proportion of Hispanics consume news, watch television and listen to music in English instead of Spanish (López and González-Barrera 2013b). However, this seemingly contradiction can be explained by the rapidly growing size of the Latino population. Although the percentage of Hispanics who get their news in Spanish has declined, the actual number of Hispanic who speak Spanish and watch television news in Spanish has increased.

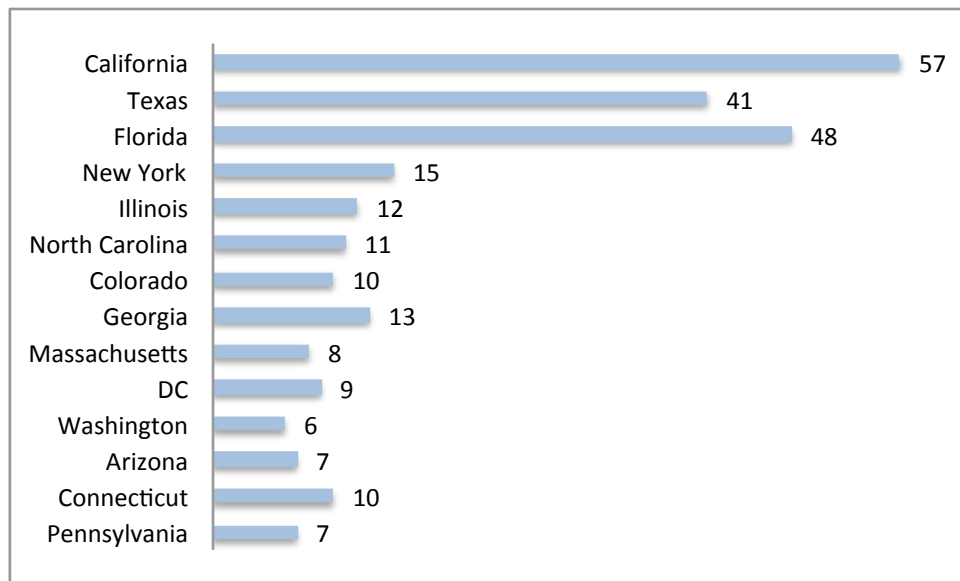
82

Digital News

There is a divided opinion among journalists about whether digital media will replace print media: 49.21% believe “No” or are neutral and 50.70% believe “Yes”. Some, like Pedro Rojas who was the former director of *La Opinión* in Los Angeles, believe that digital media has already replaced print news and that their immediacy is undeniable. Despite the divided opinion, print media still has a

place, although, it is increasingly limited (Covarrubias 2016). The number of visitors to digital Hispanic news sites is on the rise: in January 2015, Univision had nearly double the amount of web traffic as Telemundo, at 6.7 million compared to 3.2 million respectively, with mobile phone visits outnumbering those from computers (Matsa 2015a).

Figure 50 – States with the largest number of distinct Spanish Digital publications, both digital and in print. Source: González-Tosat 2015.



83

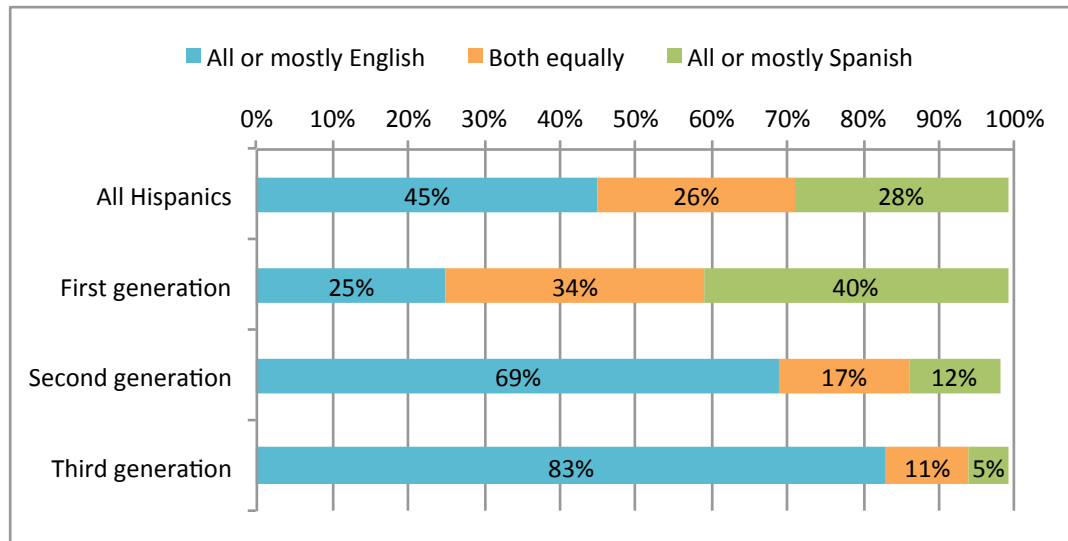
According to the Observatory of the Spanish Language and Hispanic Cultures in the United States of the Instituto Cervantes at Harvard University, 39 of the 50 states, including Washington D.C., have Spanish or bilingual newspapers. In total, the Observatory has identified 321 digital Spanish newspapers across the U.S. (González-Tosat 2015).

The Instituto Cervantes at Harvard University reports the triumph of social media and mobile devices in the channeling journalistic information. Its report informs that a considerable majority (83.3%) believed that journalistic information will be increasingly channeled through social media and mobile devices (Covarrubias 2016).

Television and Language

When watching television, more Hispanics state that they watch English-language television programs than Spanish language programs, with 45% mostly watching English programming and 28% mostly watching in Spanish.

Figure 51 – Language use for television, by generation. Source: Pew Research Center 2012.



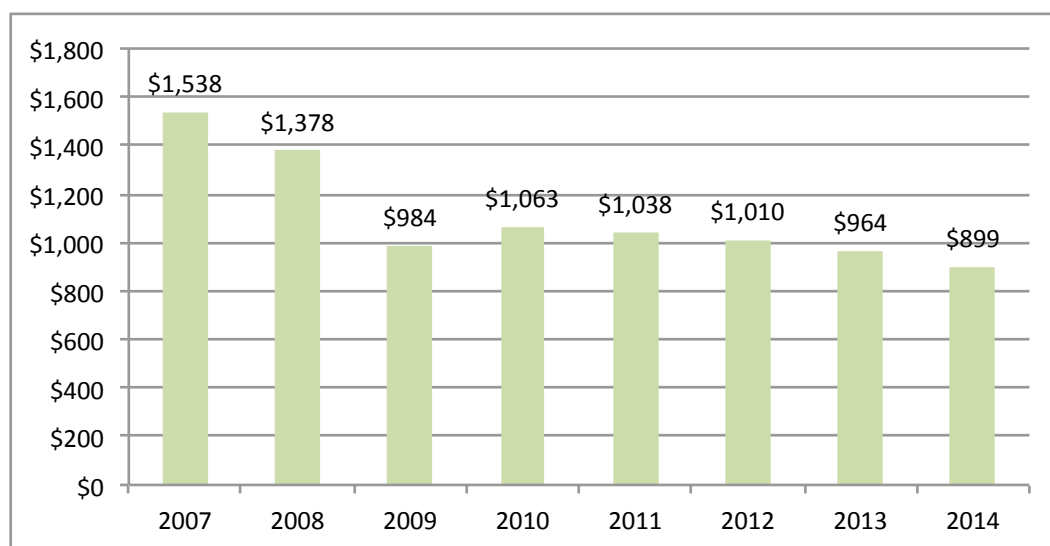
84

Slightly more than a quarter of Hispanics (26%) say they watch television in both languages. U.S. born Hispanics are more likely than immigrant Hispanics to report watching television in English. While 40% of foreign-born Hispanics report primarily watching television in Spanish, only 25% of U.S. born Hispanics report mostly watching programs in Spanish. Another 34% of foreign-born Hispanics report watching television equally in English and Spanish (Pew Research Center 2012). Among second generation Hispanics, 69% report watching television mostly in English, 17% watch Spanish and English television programs equally, and 12% say they watch television mostly or only in Spanish. By the third generation, 83% of Hispanics say they use only or mostly English to watch television. Among third generation Hispanics, 11% watch equally in both languages, and 5% watch television mostly in Spanish (Pew Research Center 2012).

Radio

There are over 500 Spanish language radio networks in the United States. Only 31 of these air news programs. The stations are not dispersed evenly, about a third of them are in Florida (Matsa 2015a; Shearer 2016). From 2014 to 2015 revenue for these stations declined slightly 2%, though revenue had decline the past year 7%, the radio business has been in decline for many years. Since 2010 revenue has decline 17% (Shearer 2016). The proliferation of online news and digital media may be responsible for the decline in revenue of these radio stations. The biggest drop in revenue was during the 2009 recession (Matsa 2015a). *Figure 52.* shows the average advertisement revenue for radio stations from 2007 to 2014.

Figure 52 – Average annual ad revenue, in thousands, for Spanish language radio networks.
Source: BIA/Kelsey and Pew Research Center 2012.



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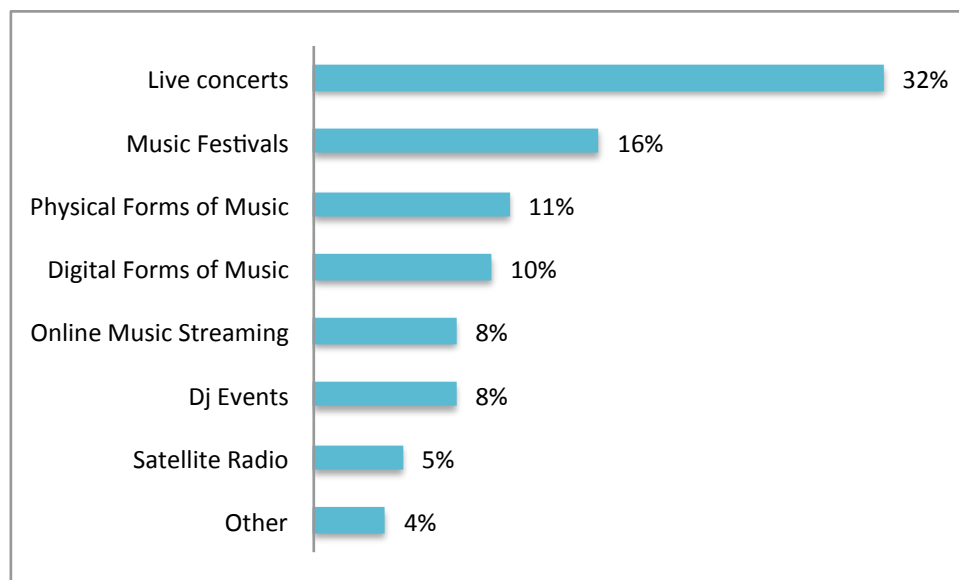
Music

According to Nielsen statistics, the average Hispanic spends nearly 30% more on music each year than other racial/ethnic groups. Hispanics spend on average \$135 each year on music, while the average U.S. consumer spends \$105 per

year (Nielsen 2014a). This includes purchases of CDs, digital albums, satellite radio, and music streaming services.

Although the number of Spanish radio stations has increased in the country and thus have presumably increased the opportunities for Hispanics to listen to Spanish music in addition to Spanish news; only one third of Hispanics report listening to music only or mostly in Spanish, and another 36% report listening to music primarily in English, while 27% report listening to music in both languages equally. The factor of nativity plays an important role in music choice.

Figure 53- *Distribution of Hispanic Music Spending.* Source: Statista 2016.

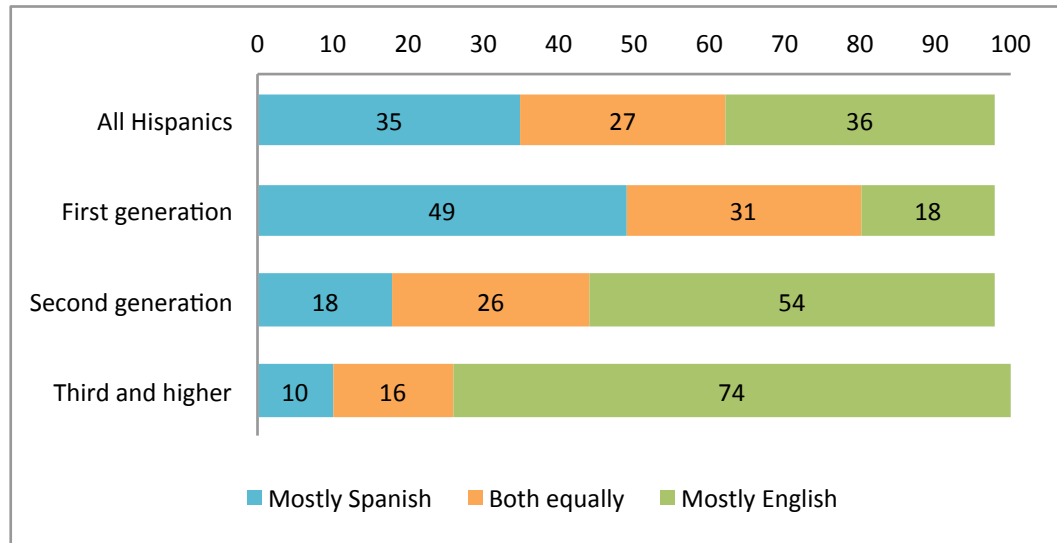


86

Foreign-born Hispanics are more than twice as likely to listen to music in Spanish as in English, at 49% and 18%, respectively. By the second generation, more than half of Hispanics report primarily using English to listen to music (54%) as opposed to 18% who listen to music in Spanish. By the third generation, those who report using only or mostly English when listening to music rises to 74%, and those using Spanish falls to 10% (Taylor, López, Martínez and Velasco 2012).

Figure 54 shows the results of the 2011 Pew Hispanic Research Center's National Survey of Latinos in regards to what language is primarily used when listening to music.

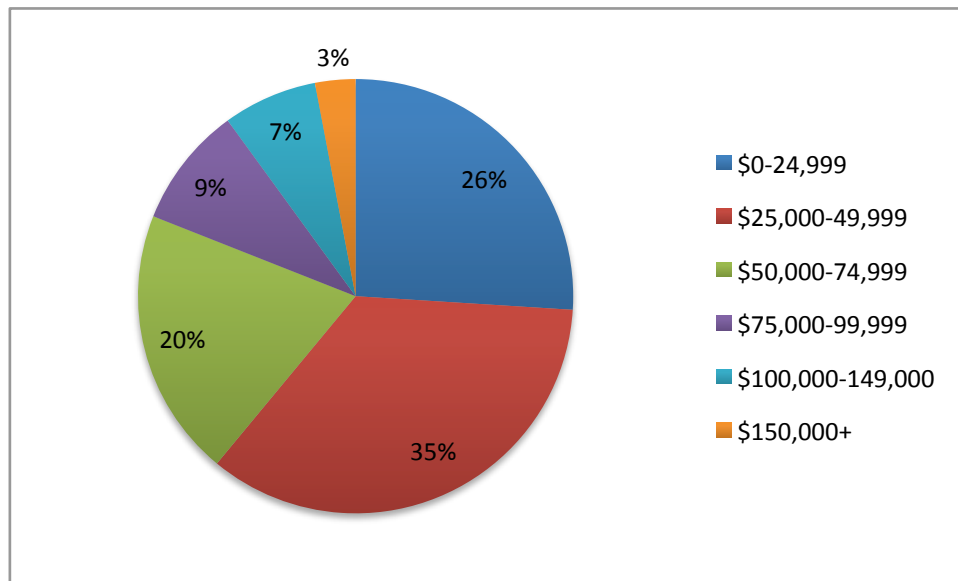
Figure 54 – *When you listen to music, is it mostly in Spanish or English? (Percent).* Source: Taylor, López, Martínez and Velasco 2012.



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A survey conducted by Nielsen examined the demographic that listens to Latin music. The survey found that among those who listen to Latin music, 52% are female and 48% are male. The survey also calculated the percentage of each race and ethnic group that listens to Latin music and found that 57% of Hispanics, 2% of Asians, 7% of blacks, 31% of those who identify as some other race or two or more races, and 55% of whites listen to Latin music (Nielsen 2014b). The survey also found that a majority (61%) of those who report listening to Latin music have incomes less than \$50,000. A breakdown of the reported incomes is included in Figure 55. Because the survey was conducted only in English, it does not account for the preferences of non-English speakers (Nielsen 2014b).

Figure 55 – *Income breakdown for those of all races/ethnicities who listen to Latin music.*
Source: Nielsen 2014b.



9. Conclusion

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This report informs that Hispanics and the Spanish language have grown in number and influence across the United States. Today, Hispanics number about 55 million, around 17% of the U.S. population. This number is by large comprised of U.S. born Hispanics, whose birth rate and numbers continue to increase. Additionally, this study reports that though Hispanics have become increasingly English dominant by the third and later generations, the sheer number of Americans of Hispanic ancestry, the wide popularity of Spanish among non-Hispanics and the high retention rates of Spanish among Hispanics, indicate that Spanish will remain an important linguistic force in the United States.

Also, this report informs that despite some improvements in educational attainment of Hispanics, such a substantial decrease of the high school dropout rate and the fact that Hispanics attending college surpass all other minority

groups in college campuses, Hispanics still have the lowest educational attainment of all racial and ethnic groups, with the number of those with an advance educational degrees still trailing far behind all other groups.

With the rise of the Hispanic population, the purchasing power of Latinos is also on the rise; however, Hispanics still have to face pronounced economic challenges that put them at the second lowest earning level of all groups and the second lowest poverty rate. Despite these negative statistics, Hispanics have the lowest gender earning gaps (10%) of all racial and ethnic groups, far better than the national average (20%).

Among other social trends, Hispanics are still the least likely racial and ethnic group to be covered by health insurance. The number of uninsured Hispanics still high, even after the Affordable Care Act Law was passed in 2010, since a large number of the Hispanic population resides in states that have limited Medicare access. Additionally, in marriage, Hispanics are the second most likely group, after Native Americans, to practice intermarriage and marry another person that is not Hispanic.

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The political force of Hispanic has widely increased since a majority of Hispanics are U.S. born and legal citizens. Nonetheless, the voting strength of Hispanic is weakened by the fact that the largest majority of Hispanics eligible voters are millennials, who on average have the lowest voter turnout among of all generations. Moreover, among all millennials the voter turnout is lowest among Hispanic millennials.

Historically, Hispanics have had a strong preference for Democratic candidates. Such preference still holds true for the current presidential election, where Hispanic voters widely poll in favor of the Democratic than Republican presidential candidates. Furthermore, Hispanics continue to have the greatest

voting power over presidential election than congressional and senate elections due to the nature of the Electoral College, the uneven distribution of Hispanics across the national territory, and the especial interest of Hispanics on presidential elections.

In matters of social attitudes and identity, the debate between the uses of the terms, “Hispanic” and “Latino” continues. The first term refers to those whose heritage comes from a Spanish speaking country, and the second most commonly refers to those whose heritage comes from a Latin American country including those in which Spanish is not the national language like Brazil. Past reports have stated that among those who have a preference between the terms, they prefer the term “Hispanic” to denote their heritage, although more recent studies report that the term “Latino” is used with more frequency and may become the prevalent term in the future. Another study reports that a growing share of Hispanics considers that the terms Hispanic and Latino refer not only to their heritage but also to their racial origin. Moreover, most Hispanics refer to their country of origin to describe their identity and a growing share of Latinos, mostly those that are U.S. born, describe their heritage simply as “American”.

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In technology, Hispanics on average spend more time than all other racial and ethnic groups in social media, and have the largest presence of all minority groups on these social networks. Despite the economic disadvantages, Hispanics are the racial and ethnic group that own most smartphones and also the group that is most likely to depend on smartphones to access the Internet.

Regarding media and publications, Hispanic newspapers written in Spanish are on decline, while newspapers written in English and online media are steadily increasing. Additionally, Hispanic media network giants, such as Univision, have reported in recent years a slight decline in revenue and viewership; nonetheless, Univision’s audience remains high, it was the number one most viewed network

for two consecutive years ahead of English networks such as ABC, NBC and Fox (Univision PR 2014). Overall, the decline of Hispanic media in Spanish makes sense considering the demographic shift of U.S. Hispanics, who have grown more acclimated to U.S. culture and whose majority is English dominant and bilingual.

These and more trends that have been referenced in this report, make the overall impression that much has changed among Hispanics in the United States. Nevertheless, one thing has become evident: Hispanics have grown from being a small force to become a large racial and ethnic group, that has the potential to influence social, economic and political dynamics in the United States.

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